

Press Release

Official BookTok Charts coming to the United Kingdom (UK)

London/Baden-Baden, Wednesday 11 March: NielsenIQ BookData and Media Control are jointly setting a new milestone in the international publishing industry: for the first time, official BookTok Charts are going to be published for the United Kingdom (UK).

On behalf of NielsenIQ BookData, Media Control combines two key success factors of the modern book market into one single official ranking – verified retail sales data collected by NielsenIQ BookData and the engagement from the #BookTok community to showcase its increasing impact on the book industry.

Based on this combined dataset, the official Top 20 #BookTok Charts UK are going to be compiled for the first time. The result is a transparent, market-relevant ranking, produced monthly, that reflects both actual purchasing power and the dynamic influence of the BookTok community.

In recent years, #BookTok has developed into one of the most important drivers in the international book market. The newly introduced official charts create, for the first time, a reliable data-based link between social media resonance and real sales performance.

Andre Breedt, Managing Director at NielsenIQ BookData, comments: *"#BookTok has had a significant influence on the book market. By bringing the #BookTok charts to the UK, our data foundation ensures that these trends can be assessed transparently and reliably based on real sales figures."*

"Following the successful launch of the #BookTok Charts in Germany, expanding into one of the largest international book markets, such as the United Kingdom, is the logical next step," adds Ulrike Altig, Managing Director of Media Control and Book Researcher. *"At Media Control, we are contributing our full expertise to the collection, analysis, and compilation of the #BookTok Charts in the UK. I am very pleased to continue this success story in the UK together with our partners NielsenIQ BookData and TikTok."*

With the launch of the UK BookTok Charts, a new chapter in measuring book success begins. Publishers, retailers and authors gain an innovative tool to identify market movements at an early stage and evaluate trends on a sound analytical basis.

#BookTok Bestseller



#BookTok UK Overall, January 2026: Chart layout preview

Rank	Previous Month	ISBN	Title	Author	Publisher
1	NEW	9781335534637	Heated Rivalry	Rachel Reid	HarperCollins
2	NEW	9780008718145	Watch Me	Tahereh Mafi	HarperCollins
3	5	9780349437057	Iron Flame	Rebecca Yarros	Little, Brown
4	7	9780349439273	Keeping 13	Chloe Walsh	Little, Brown
5	1	9780349439259	Binding 13	Chloe Walsh	Little, Brown
6	4	9780349437019	Fourth Wing	Rebecca Yarros	Little, Brown
7	6	9780349439280	Saving 6	Chloe Walsh	Little, Brown
8	NEW	9781335534644	The Long Game	Rachel Reid	HarperCollins
9	2	9780241714331	Alchemised	SenLinYu	Penguin
10	NEW	9781035030897	Witchcraft for Wayward Girls	Grady Hendrix	Pan Macmillan
11	14	9781399745475	Brimstone	Callie Hart	Hodder & Stoughton
12	12	9781788176187	The Let Them Theory	Mel Robbins & Sawyer Robbins	Hay House
13	10	9781408728512	The Housemaid	Freida McFadden	Little, Brown
14	17	9781464228605	The Surrogate Mother	Freida McFadden	Sourcebooks
15	18	9781398515697	The Seven Husbands of Evelyn Hugo	Taylor Jenkins Reid	Simon & Schuster
16	11	9781760630737	The Courage To Be Disliked	Ichiro Kishimi & Fumitake Koga	Atlantic Books
17	NEW	9781804962435	Fuzzy Hygge	Vivi Tinta	Random House
18	NEW	9780008734787	Wild Reverence	Rebecca Ross	HarperCollins
19	9	9781526617163	A Court of Mist and Fury	Sarah J. Maas	Bloomsbury
20	NEW	9780349132600	The Housemaid's Secret	Freida McFadden	Little, Brown

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About NielsenIQ BookData

NielsenIQ BookData offers a comprehensive range of services to the international book industry, supporting the discovery, purchase, distribution, and sales measurement of books. We proudly manage the ISBN and SAN Agencies for the UK & Ireland, providing publishers with a suite of services, from assigning ISBNs to adding metadata to our database, along with promotional tools to help market your book effectively.

For booksellers and libraries, we offer access to our database of over 53 million book records for title look-up, enriching websites, and managing internal systems. Our research services deliver retail sales analysis for both print and e-books across 19 territories, complemented by insights from our Books and Consumers Survey, as well as Country and Genre-specific reports.

NielsenIQ BookData is wholly owned by NielsenIQ (NIQ), for more information: www.niq.com/bookdata

About NIQ

NielsenIQ (NYSE: NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behaviour and revealing new pathways to growth. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

For more information, please visit www.niq.com.

Forward-Looking Statements Disclaimer

This press release contains forward-looking statements regarding the Innovation Vitality Report. These statements reflect current expectations and projections based on available data, historical patterns, and various assumptions. Words such as “expects,” “anticipates,” “projects,” “believes,” “forecasts,” and similar expressions are intended to identify such forward-looking statements.

These statements are not guarantees of future outcomes and are subject to inherent uncertainties, including changes in consumer preferences, economic conditions, technological advancements, and competitive dynamics. Actual results may differ materially from those expressed or implied in these statements.

While we strive to base our insights on reliable data and sound methodologies, we undertake no obligation to update any forward-looking statements to reflect future events or circumstances, except to the extent required by applicable law.

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About Media Control

Media Control is one of the leading market research companies in the entertainment industry. The company produces independent charts and market analyses, working closely with publishers, retailers, and media partners.

About TikTok

TikTok is a leading platform for mobile short-form video and a key driver of global cultural trends. Through its global BookTok community, TikTok has become a powerful force shaping the international book market.