

## Booktopia reveals the nation's most in-demand books and authors following 2021 book frenzy

- *Australia's biggest book store reveals its 'book-geist' for 2021*
- *Voting open for Booktopia's annual book awards, Favourite Australian Book (FAB), to crown top Australian book*

**Australia, 5 January 2022:** Australia's biggest book store, Booktopia, has today revealed the books and authors which generated the most attention from book lovers in 2021. For the first time, the online store has shared top trends from its website search traffic data across the full calendar year.

While customers continued to search for all-time favourite series Harry Potter this year, 2021 was the year that 'Booktok' came to the fore with several books which came to the fore on TikTok, catapulting into the top search lists. This included Colleen Hoover's *It Ends With Us* and Taylor Jenkins Reid's *The Seven Husbands of Evelyn Hugo*.

Meanwhile, the most-searched for Australian books captures a snapshot of true diversity with a range of genders, ages and backgrounds included in the list, led by the late Eddie Jaku.

In the Non Fiction space there was a clear trend towards self-improvement as Australians continued to navigate through a second year of the pandemic. Kids searches were dominated this year by superstars of the Young Adult genre.

Jo Lewin, Head of Merchandise at Booktopia, said: "2021 has been a fantastic year for books and we saw our customers continue to reach for a great book as a balm for these difficult times.

"We've seen some exciting debut releases like Diana Reid, Jacqueline Bublitz and Tilly Lawless, as well as strong offerings from national favourites like Liane Moriarty and Matthew Reilly. We even got a peek inside the home (and kitchen) of Jane and Jimmy Barnes!

"There are plenty of exciting releases in the pipeline for 2022 across all categories; it'll be interesting to see which books and authors are riding high in the coming months. Either way, now has never been more exciting to get reading!"

The full lists are as follows:

## **Top 10 Most Searched Books**

1. Harry Potter (series) by JK Rowling
2. It Ends With Us by Colleen Hoover
3. Atomic Habits by James Clear
4. Dune by Frank Herbert
5. The Seven Husbands of Evelyn Hugo by Taylor Jenkins Reid
6. The Song of Achilles by Madeleine Miller
7. Demon Slayer (series) by Koyoharu Gotouge
8. Shadow and Bone (series) by Leigh Bardugo
9. The Midnight Library by Matt Haig
10. The Invisible Life of Addie LaRue by V. E. Schwab

## **Top 10 Most Searched Authors**

1. Colleen Hoover
2. Sarah J Maas
3. Brené Brown
4. Stephen King
5. Sally Rooney
6. Julia Quinn
7. Julia Donaldson
8. Yotam Ottolenghi
9. Matthew Reilly
10. Jane Harper

## **Top 5 Most Searched Australian Books**

1. The Happiest Man on Earth by Eddie Jaku
2. Dark Emu by Bruce Pascoe
3. Wolf Girl (series) by Anh Do
4. The Dry by Jane Harper
5. Honeybee by Craig Silvey
6. Sorrow & Bliss by Meg Mason

## **Top 5 Most Searched Australian Authors**

1. Matthew Reilly
2. Jane Harper
3. Liane Moriarty

4. Donna Hay
5. Trent Dalton

### **Top 5 Most Searched Fiction Books**

1. It Ends With Us by Colleen Hoover
2. Dune by Frank Herbert
3. The Seven Husbands of Evelyn Hugo by Taylor Jenkins Reid
4. The Song of Achilles by Madeleine Miller
5. Demon Slayer (series) by Koyoharu Gotouge

### **Top 5 Most Searched Non Fiction Books**

1. Atomic Habits by James Clear
2. The Happiest Man on Earth by Eddie Jaku
3. The Body Keeps the Score by Bessel Van Der Kolk
4. How to Do the Work by Nicole LePera
5. Dark Emu by Bruce Pascoe

### **Top 5 Most Searched Kids Books**

1. Harry Potter (series) by JK Rowling
2. Shadow and Bone (series) by Leigh Bardugo
3. They Both Die at the End by Adam Silvera
4. Wings of Fire (Series) by Tui T. Sutherland
5. Bluey (series) by Bluey

Booktopia is calling on Australians to vote for their Favourite Australian Book (FAB) in its annual awards program, which returns for a third year. The award puts a spotlight on local talent as only titles written by an Australian author and published by an Australian publisher in the 2021 calendar year, are eligible to win.

Last year's FAB Award vote saw more than 151,000 votes cast with *Un-cook Yourself: A Ratbag's Guide to Life* by popular Australian YouTuber, Nat's What I Reckon, crowned the Favourite Australian Book. The inaugural winner of the FAB Award was comedian, Kitty Flanagan, with her book, *488 Rules for Life*.

Jo Lewin added: "We're looking forward to celebrating 2021's achievements through our FAB Awards. With a new offering from last year's winner Nat's What I Reckon hitting our (virtual) shelves and a number of other hot contenders, it'll be a nail-biting competition".

Book lovers wanting to have their say for the 2021 FAB winner, can head to <https://www.booktopia.com.au/fab-award>. Voting is open until 19 January before a shortlist is revealed for a final round of voting. The winner will be announced next month.

–ENDS–

### **Notes to Editors**

Booktopia is Australia's biggest bookstore: listed on the Australian Stock Exchange (ASX:BKG), selling books, ebooks, DVDs, stationery, ereaders and audiobooks, delivering to every corner of Australia and New Zealand. Booktopia has access to over 6 million books in its database, offering Australian readers thousands of titles from a wide variety of international and local publishers. Whether you like to read physical books, or prefer reading via your computer, tablet, iPhone, Android smartphone or electronic reading device, Booktopia has readers covered – both online and offline.

**For more information or to talk to a Booktopia spokesperson, please contact:**

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