



Press Release

NIELSEN BOOK ANNOUNCES DAVID WALLIAMS' *CODE NAME BANANAS* AS THE OFFICIAL NZ #1 CHRISTMAS BESTSELLER

AUCKLAND, 17 December 2020

David Walliams' ***Code Name Bananas*** has been crowned the New Zealand book trade Christmas Number One. The World War II-set children's novel, in which a boy busts a gorilla out of captivity with the help of his zookeeper uncle, sold just under 2,800 copies in New Zealand last week.

It is the third time in five years that Walliams has scooped the New Zealand Christmas number one. Walliams scored Christmas Number ones with *Bad Dad* in 2017, *The Beast of Buckingham Palace* in 2019, and has repeated the feat with *Code Name Bananas* in 2020.

Walliams is now just one short of Annabel Langbein's record of four Christmas Number Ones in the past ten years since Nielsen BookScan began tracking book sales in New Zealand. Annabel Langbein held the top spot - in 2010, 2011, 2012 and in 2014 - with each one of her cookbooks in the series based on the TV show of the same name, *The Free Range Cook*.

Nevena Nikolic, NZ Territory Manager at Nielsen Book, said: "David Walliams is the third most valuable writer to New Zealand booksellers across the 2010s, behind Annabel Langbein and Lee Child. Just over \$9m was spent by readers on his numerous children's books in the last decade, including more than \$1.4m in 2020 so far alone."

Christmas is such a vital time for the New Zealand book industry, and this year is no exception, proving book sales have been resilient in the face of COVID-19 challenges. In total, \$5.8m was spent on printed books in NZ in the seven-day period ending 12 December, up 7.3% versus the comparative week last year, showing the support New Zealanders have for buying books locally this Christmas.

In Australia, *A Promised Land* by Barack Obama tops Nielsen Book's 2020 Christmas bestsellers list, having sold more than 17,000 copies during the same week of 6 to 12 December 2020.

This year's NZ top 10 bestselling titles include one Fiction title, three Non-Fiction titles and six Children's titles. Three out of the top ten books were published in New Zealand; *Supergood* by Chelsea Winter (Penguin Random House), *The Grinny Granny Donkey* by Craig Smith & Katz Cowley (Scholastic) and *Bella: My Life in Food* by Annabel Langbein (Allen & Unwin).

Nielsen BookScan NZ Top 10 Christmas Bestseller List (ranked by copies sold in the week 6th to 12th December 2020)*:



1. *Code Name Bananas* by David Walliams (HarperCollins)
2. *The Sentinel* by Lee Child (Penguin Random House)
3. *A Promised Land* by Barack Obama (Penguin Random House)
4. *The 130-Storey Treehouse* by Andy Griffiths & Terry Denton (Pan Macmillan)
5. *The Deep End: Diary of a Wimpy Kid 15* by Jeff Kinney (Penguin Random House)
6. *Supergood* by Chelsea Winter (Penguin Random House)
7. *The Grinny Granny Donkey* by Craig Smith & Katz Cowley (Scholastic)
8. *Bella: My Life in Food* by Annabel Langbein (Allen & Unwin)
9. *Cat Kid Comic Club* by Dav Pilkey (Scholastic)
10. *The Ickabog* by J.K. Rowling (Hachette)

* Data sourced from Nielsen BookScan New Zealand Total Market measuring print book sales in New Zealand through its defined panel of retailers.

Christmas Number Ones Past 10-Years: New Zealand

2020: *Code Name Bananas*, David Walliams

2019: *The Beast of Buckingham Palace*, David Walliams

2018: *Past Tense*, Lee Child

2017: *Bad Dad*, David Walliams

2016: *Night School*, Lee Child

2015: *Dan Carter*, Duncan Greive & Dan Carter

2014: *The Free Range Cook: Through the Seasons*, Annabel Langbein

2013: *The Luminaries*, Eleanor Catton

2012: *The Free Range Cook: Simple Pleasures*, Annabel Langbein

2011: *The Free Range Cook: Free Range in the City*, Annabel Langbein

2010: *The Free Range Cook*, Annabel Langbein

Notes for editors

Data should be sourced to Nielsen BookScan New Zealand. Printed book sales data comes from the Nielsen BookScan New Zealand Total Market panel of more than 350 book retail outlets throughout New Zealand. Please contact infobooknz@nielsen.com with any queries.

#XmasBookNo1

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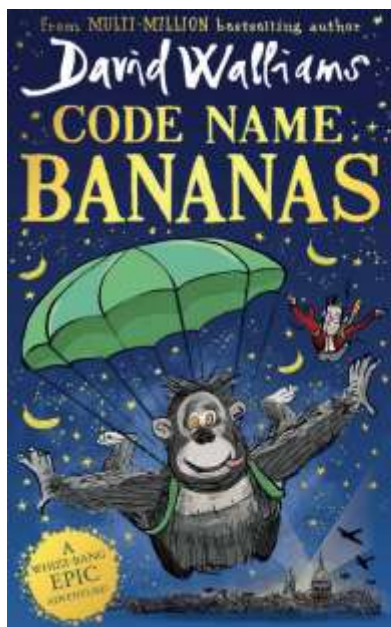
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2020
AS MEASURED BY
NIELSEN BOOKSCAN
NEW ZEALAND

