

# Adult Fiction Sales Get a #BookTok Bump

## How is #BookTok fueling U.S. book industry growth?

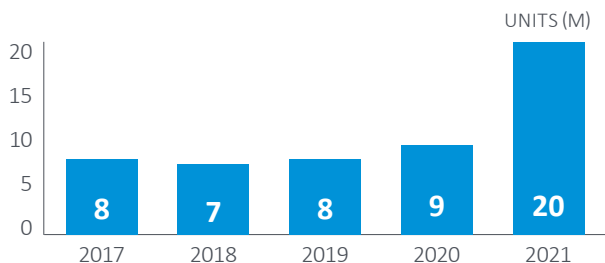
TikTok, one of the fastest-growing social media video-based platforms in the U.S., provides a fresh way for consumers to discover books. Our **NPD BookScan™ data** reveals combined sales for featured authors **more than doubled in 2021**. Explore how the hashtag gives new life to backlist authors and creates tremendous growth in adult fiction.

### #BookTok Featured Authors Had a Good Year

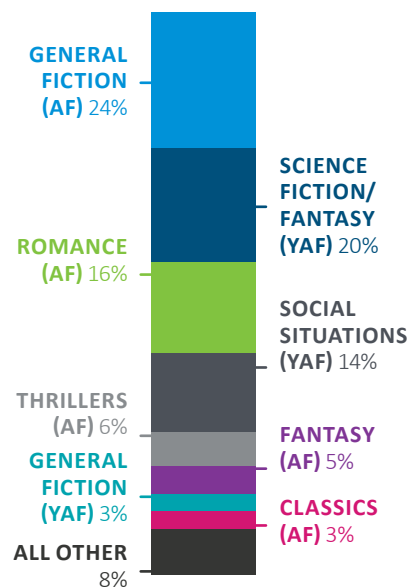
Combined sales for these authors more than doubled in 2021 and **grew six times faster** than the rest of the adult fiction market.



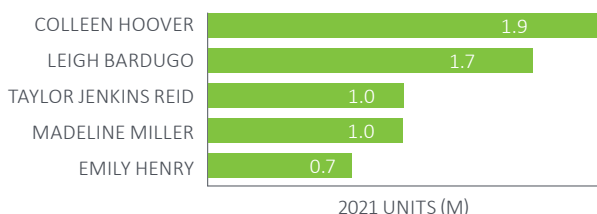
### #BookTok Author Sales



### Unit Sales Category Mix

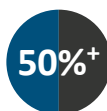


### Bestselling Authors



### #BookTok Category Mix

**Adult fiction** made up more than 50% of #BookTok sales in 2021.



**Romance was the third-largest category**, making up 16% of overall sales.



### Learn More

For more information, contact your NPD account representative or email [books@npd.com](mailto:books@npd.com).

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Source: The NPD Group/NPD BookScan™, through week ending January 1, 2022; includes list of 90+ authors featured prominently on TikTok's #BookTok channel

