



READING THE NATION

11 Jan - 18 Jan, 2026



Milan fashion week boosts engagement as Winter Olympic Hype begins

Property

Home & Garden

Video Gaming

Books & Literature

Fine Art

Style & Fashion

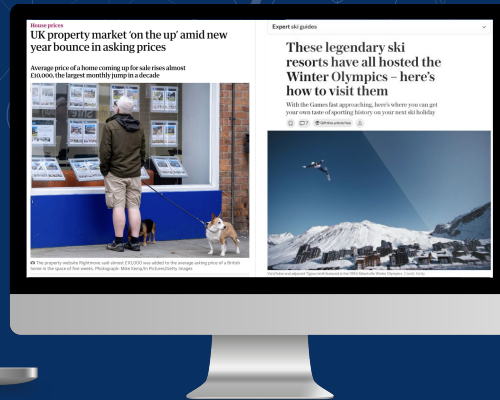
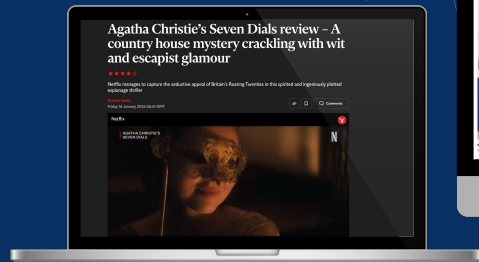
Food & Drink

Careers

Shopping

Music & Audio

	PAGE VIEWS	WoW GROWTH
Property	10m	+45%
Home & Garden	10.3m	+31%
Video Gaming	1m	+19%
Books & Literature	4.8m	+16%
Fine Art	5.1m	+9%
Style & Fashion	12.9m	+7%
Food & Drink	24.8m	+7%
Careers	8.7m	+6%
Shopping	8.5m	+6%
Music & Audio	12.2m	+2%



TOPICAL NEWS

News of an upcoming Lara Croft TV series, starring Game of Thrones actress Sophie Turner in the lead role, is helping to fuel a lively 19% surge in **Video Gaming**. **Action-Adventure Games** are booming at 2.4x growth, while **Strategy Games** are shooting up by an impressive 7.8x. Paired the recent release of Fallout, which returned for a second season on Amazon Prime, points to a continuing trend: video games are increasingly making the leap from consoles to streaming screens.

Elsewhere, **Property** has surged by 45%, driven by renewed interest in the market in the new year. This follows a Rightmove report showing that property asking prices have seen their biggest rise in the past 25 years. Engagement in this category has been fuelled by strong growth across subtopics **Apartments**, up 2.6x, and **Houses**, up 71%.

Meanwhile, those who already own are eyeing up the home trends and styles shaping 2026, uplisting **Home & Garden** content by 31% as audiences look to update their homes, with **Remodelling & Construction** soaring 3.1x, **Furniture** 2.6x and **Interior Decorating** by 27%.

The Netflix adaptation of Agatha Christie's Seven Dials has sent **Books & Literature** content soaring, with particular interest in **Mystery Novels**, up 44% and **Bestsellers**, skyrocketing 19x. This spike in Bestsellers is also being driven by audience curating their 2026 reading lists.

SEASONAL EVENTS

The impact of the Golden Globes last Sunday has continued into this week, with further growth into the **Awards Shows** category, up an additional 47% week on week. **Celebrity Style** content has also shot up 43% as fans checked out what their favourite stars wore on the night.

Style content is taking charge elsewhere as Milan Fashion Week continues into this week, strutting **Style & Fashion** up 7%, with a focus on **Beauty**, up 32%, **Women's Jewelry & Watches**, up 85% and **Men's Clothing**, up 58%.

The Australian Open, continuing into this week, is serving up fresh engagement, with **Tennis** content seeing a 17% surge. Meanwhile, as the Winter Olympics in Milan draw closer, interest in **Winter Olympic Sports** has jumped by 4.6x, alongside a 7% rise in **Italy** travel content. View our [Winter Sports insights](#) for a closer look.

Now past the halfway mark, Dry January continues to influence audiences. **Food & Drink** is up 7%, driven by a 58% rise in **Non-Alcoholic Beverages** as audiences look for new alternatives. Conversely, **Alcoholic Beverages** is also seeing a 42% lift in engagement. With other health interest continuing, **Healthy Cooking & Eating** is up 17%.

Careers content is picking up with a 6% boost as the new year continue to bring fresh job openings and renewed applications, driving a 14% rise in **Job Search** content.