

READING
THE NATION

05 Oct – 11 Oct, 2026



Amazon starts the shopping season with a bang

Books & Literature

Film

Science

Family & Relationships

Hobbies & Interests

Medical Health

Fine Art

Tech & Computing

Pop Culture

Home & Garden

PAGE
VIEWS

WoW
GROWTH

5.3m

+38%

15.0m

+15%

9.2m

+14%

78.9m

+13%

41.4m

+9%

44.1m

+8%

57.0m

+7%

6.4m

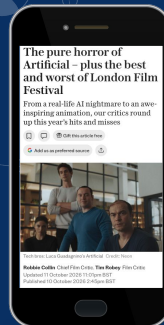
+5%

103.6m

+5%

7.6m

+4%



TOPICAL NEWS

Amazon's Prime Big Deal Days kicked off the golden quarter's biggest shopping events last week, as Brits hunted for bargains across **Consumer Electronics**, up an electric 12%, **Household Supplies**, bubbling up 8%, and **Home Appliances**, which surged 40%. **Perfume** also soared 2.2x as shoppers made the most of the discounts. With Black Friday just around the corner, we can expect further **Shopping** engagement throughout November.

Books & Literature has turned the page with a 38% uplift. Super Thursday, the biggest publishing day of the year, brought a wave of new releases to shelves, while the Nobel Prize in Literature added to the week's literary headlines. **Biographies** has nearly doubled, up 96%, with **Fiction** rising 32% and **Best-Sellers** 23%.

As cold and flu season creeps in, **Medical Health** engagement has shot up 8%, with **Vaccines** surging 3x as this year's NHS autumn vaccination programme continues. **Medical Tests** has also climbed 19%, while **Diseases & Conditions** is up 8% as Brits look for advice on staying well through the colder months.

Elsewhere in the health sector, Boots made headlines following news of its acquisition by Canada's Weston family, helping lift **Pharmaceutical Industry** engagement 6%.

SEASONAL EVENTS

World Mental Health Day took place on Saturday. As Brits reflect on how to look after their mental wellbeing, **Wellness** engagement has risen 15% as a result.

Halloween is creeping closer, with spooky season already making its mark on **Hobbies & Interests**, up 9%. **Paranormal Phenomena** has spooked up 66% as Brits get into the Halloween spirit, while **Party Supplies & Decorations** has risen a further 5% this week as houses are spookified.

With October half term also just around the corner, **Family & Relationships** is up 13% as parents prepare for a week, or in some cases two, off school. **Parenting** is up 15% and **Parenting Teens** has surged 26%.

Elsewhere, Frieze London returns to the capital this week, bringing together galleries, artists and collectors. Ahead of its opening, **Fine Art** engagement has risen 7% as Brits look forward to the latest exhibitions and installations.

The BFI London Film Festival rolled out the red carpet last week, boosting **Film** engagement 15%. As fans caught up on the latest releases and highlights, **Documentary Movies** rose 35%, while **Indie & Arthouse Movies** climbed 17% and **Drama Movies** 16%. With the festival continuing until 18 October, there's plenty more movie action to come.