

NEWS

BookTok Faves That Have Made A Splash In 2026 (So Far)

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BookTok has proven to be a major literary force, creating a strong online reading community since rising to popularity in the early 2020s. Not only do readers convene on the app for recommendations and to share bookish habits, but the digital space has had a significant impact on the publishing industry. BookTok has the potential to push user-loved titles to the top of bestseller lists while also influencing industry-wide trends, making titles from the app worth keeping tabs on.

the space, providing several **BookTok adaptations we can't wait for** while bringing older titles back into the spotlight. While there has been discourse about the longevity of the romantasy genre, online readers continue to reach for fantastical titles.

Additionally, book clubs continue to play a key role in the online literary landscape, offering both personal connections and opportunities to experience new genres. These trends and more translate into the popular BookTok titles that have dominated the year so far. Ranging from new releases to recently adapted favorites, this roundup offers a little something for every reader.

Heated Rivalry by Rachel Reid

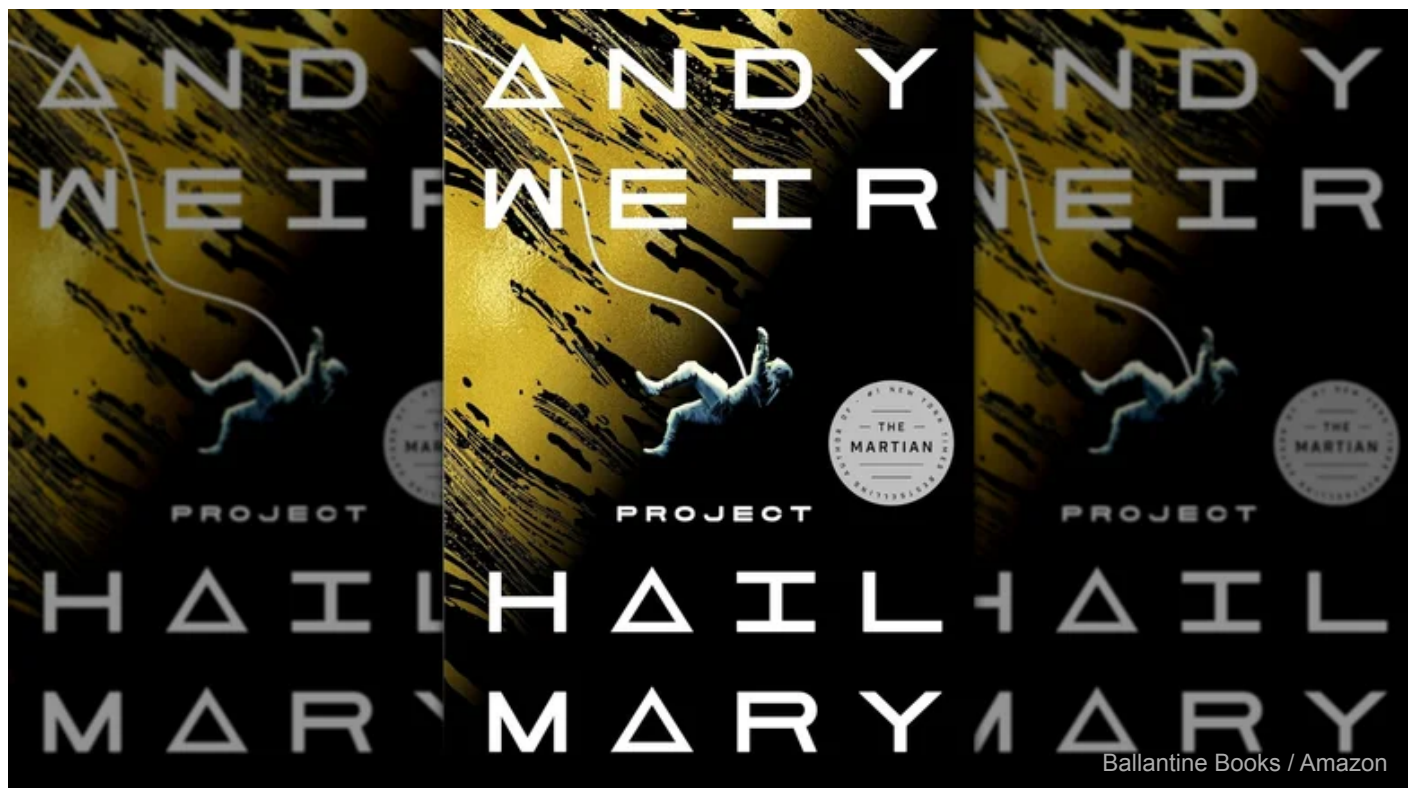


The "Heated Rivalry" series starring Hudson Williams and Connor Storrie has dominated pop culture conversations since its debut in November 2025. Not only did the steamy show majorly surpass its projected popularity, with **Variety** reporting an average of 10.6 million viewers per episode, but its leading actors have been catapulted into unexpected stardom. In this way, it's not surprising that the show's smutty source material is similarly receiving much love on BookTok.

players Shane Hollander and Ilya Rozanov. While their on-ice rivalry is the stuff of headlines, the competing athletes are entangled in a heated affair behind-the-scenes. Still, what begins as a physical connection eventually turns into a years-long romance that has the potential to change their careers forever.

The romance title has understandably seen a massive increase in sales since the hit series aired, with BookTok users sharing restock intel in early 2026. While book influencers like Jack Edwards have been weighing in with their entire "Game Changers" ranking, other new readers are chronicling their first impressions. Of course, there are plenty of "Heated Rivalry"-inspired book recs, too. With the new season of the show intended for 2027, the hype around the series is unlikely to die down anytime soon.

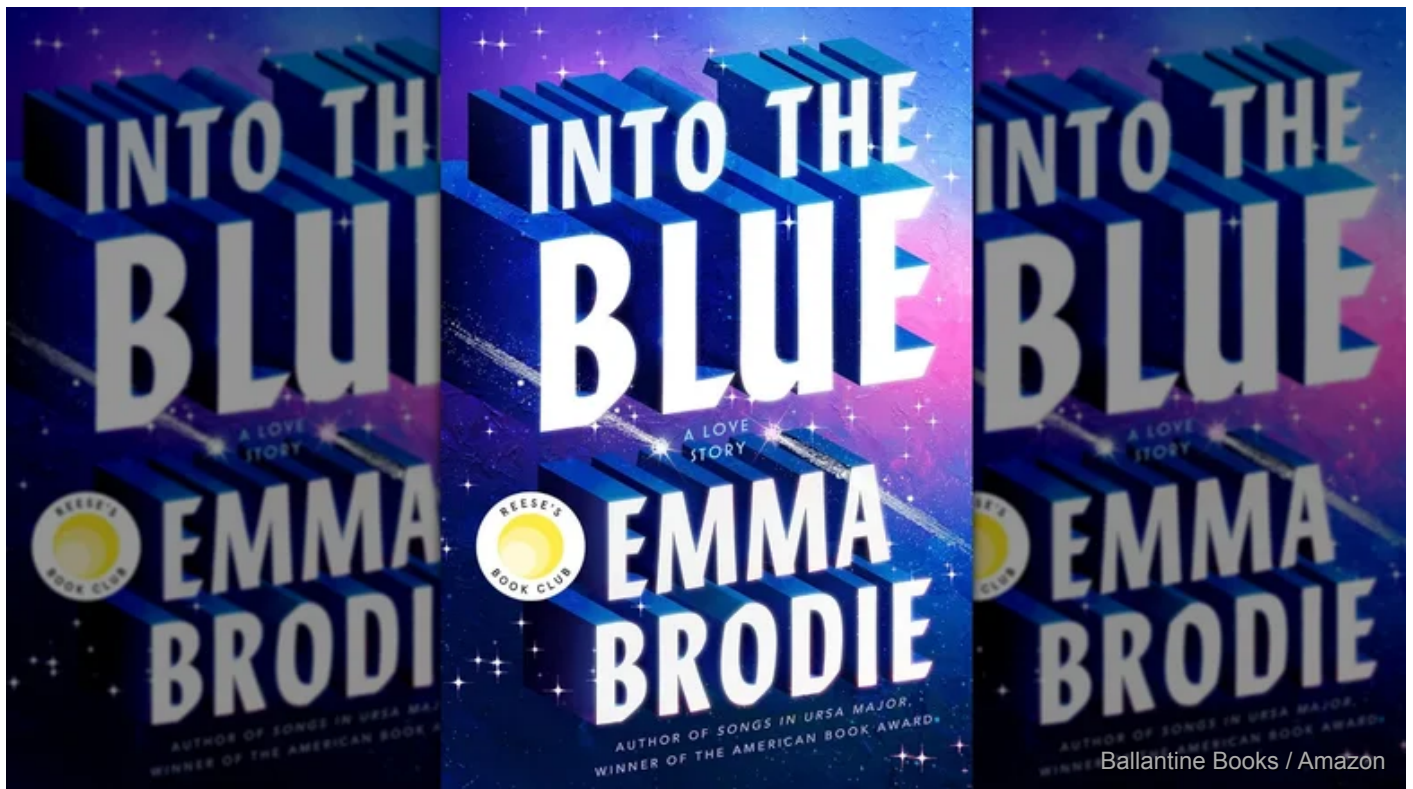
Project Hail Mary by Andy Weir



Spicy hockey players aren't the only ones leaping off the page, as "Project Hail Mary" hit the big screen in March 2026. The sci-fi film starring Ryan Gosling has been a box office hit, opening to \$80.6 million dollars domestically while inspiring plenty of conversation on TikTok. In this way, it makes sense that readers on the app are revisiting or discovering the

"Project Hail Mary" follows Ryland Grace, the lone survivor of a space mission intended to save humanity, as he wakes up with no memory on a ship in deep space. He's faced with solving a scientific mystery seemingly all on his own in order to save mankind, with his memories slowly returning along the way. On BookTok, the title appeals to both avid sci-fi enjoyers and those new to the genre, with users sharing everything from first impressions to final reactions. While it's heavy in scientific content, reviewers note that the novel has a healthy dose of heartwarming moments and genuine humor, too. The audiobook experience has similarly been praised online, making this a great TikTok favorite to pick up on audio.

Into the Blue by Emma Brodie



Ballantine Books / Amazon

With book clubs already part of the 2026 reading landscape, it's no surprise that a Reese Witherspoon-approved title is making a major impact on BookTok. In recent years, **Reese's Book Club has had no shortage of viral selections**, with titles like "Daisy Jones and the Six" and "Where the Crawdads Sing" finding popularity online. Now, the reading group's April 2026 selection is making quite the splash.

two initially forge a bond in the summer of 2000 when Noah visits the small-town video game rental store that AJ works at. After Noah disappears from AJ's life, the two unexpectedly cross paths seven years later when they're both cast in a space-centered TV production. Inexplicably drawn back together, the duo are forced to confront what initially drove them apart.

The book has received a lot of praise on BookTok, with reviewers emphasizing the beautiful writing and angst-filled plot. In addition to recommendation videos, teary-eyed TikTok clips show the emotional impact the book club pick has had on many readers. So, if you're feeling influenced to pick up this viral pick, make sure to have tissues on hand.

I Who Have Never Known Men by Jacqueline Harpman



While the popularity of some recommendations comes and goes, there are a handful of titles that are recommended so consistently that they become quintessential BookTok picks. Among these TikTok favorites are "I Who Have Never Known Men," a dystopian novella by Jacqueline Harpman that was originally published in French in 1995. Though it didn't reach a

The translated title began to gain traction after Transit Press, a California-based nonprofit publisher, bought the U.S. rights in 2022 following the book's update four years prior. "First, we were reprinting in intervals of 2,000 copies, but then we saw we needed to start increasing," Adam Levy, the publishing house's co-owner, told "[This Is Why!](#)" in 2025. "In 2023, we sold about 8,000 copies. Last year, we sold 100,000. This year, we've already sold 100,000 since January."

If you're unfamiliar, "IWHNKM" follows forty women imprisoned underground with no conception of time and little memory of the past. The youngest among them, the unnamed narrator, soon proves to be the key to their survival. Though it's somewhat divisive, the short sci-fi novel continues to cultivate a fanbase on TikTok, with reviewers pointing to the emotional tone and feminist themes as standout elements. For those who enjoyed titles like "The Handmaid's Tale" by Margaret Atwood, this dystopian BookTok favorite is definitely worth checking out.

The Poet Empress by Shen Tao



F. Kuang both maintaining popularity. The appeal of magical intrigue seems to be holding steady for 2026, with the release of "The Poet Empress" in January taking TikTok by storm.

In the dark fantasy novel written by Shen Tao, the desperate Wei Yin offers herself as a concubine to the reigning Azalea House, sacrificing herself for the benefit of her starving village and dying family. Wei becomes unexpectedly entangled in dangerous politics and court intrigue, having to rely on her own wit and turning to forbidden poetry magic for survival. Given the dark nature of this novel, readers are encouraged to consult trigger warnings as needed.

While "The Poet Empress" previously landed on our list of the **most anticipated releases for winter 2025/2026**, TikTokers have been affirming the hype in the months since its debut. The characters are continually highlighted as standouts, with the novel featuring a compelling female lead alongside morally gray to downright villainous figures. The political elements of the plot provoke questions of power, greed, and trauma, making this a dark but compelling BookTok favorite to pick up this year.

RECOMMENDED



**Mayim Bialik's
Breathtaking Red
Carpet Look Had
Everyone Staring**



**Joanna Gaines'
Eye-Popping
Transformation
Has Everyone
Looking**



**Linda Hunt's Glow-
Up Transformation
Has Everyone
Staring**



**Lisa Rinna's
Stunning Style
Transformation
Over The Years**
