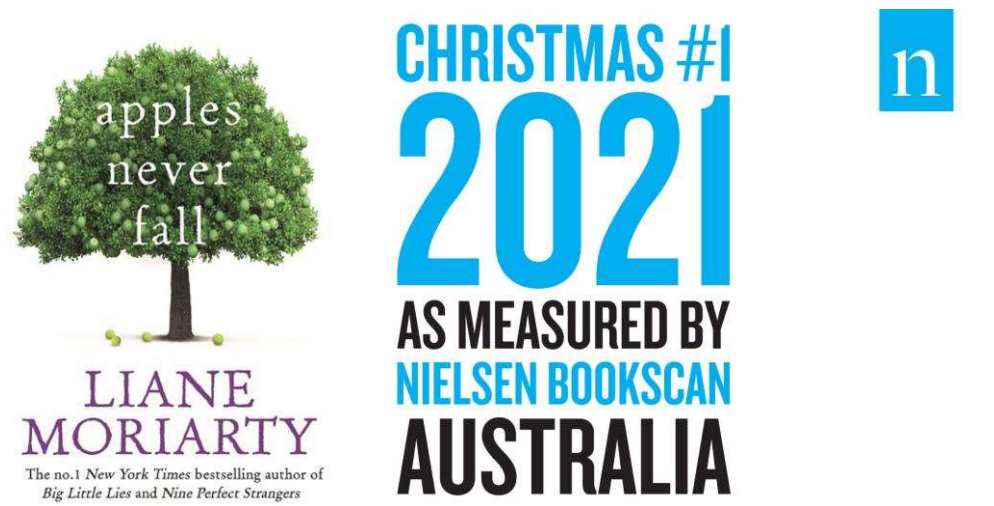




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NIELSEN BOOK ANNOUNCES LIANE MORIARTY'S *APPLES NEVER FALL* AS THE OFFICIAL AUSTRALIAN #1 CHRISTMAS BESTSELLER

EMBARGOED UNTIL 10:00 16 DECEMBER 2021 AEST



SYDNEY, AUSTRALIA, 16 December 2021

Australian author Liane Moriarty's *Apples Never Fall*, Moriarty's 9th fiction novel, is Australia's official Christmas Number One bestseller.

Apples Never Fall tops the Nielsen's 2021 Australian Christmas bestsellers list having sold 11,590 copies in Australia last week, according to data from Nielsen BookScan's Australian Book Market panel of more than 1,500 book retail outlets. It debuted on BookScan's Australian bestseller charts 13 weeks ago at number one in the week ending 18 September 2021 with 29,000 copies sold. Australians have now bought over 157,650 copies since its release.

Nielsen Book, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry, reports that this is the first time in over 10 years a Fiction title has taken the Christmas number one spot, with this sector recording a +6% uplift in value this year to date. Children's titles more commonly take the top spot, with five such titles in this year's Christmas Top 10.

The sixth release in Anh Do's *Wolf Girl* series, *Animal Train*, comes in a close second having sold just over 10,000 copies, followed by *The Storyteller* (Dave Grohl) in third place. Lee Child, a regular on the



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Christmas Bestseller lists, takes the fourth rank with *Better Off Dead*. Ranked halfway down the list is Christmas-themed *Bluey: Christmas Swim* from the popular Bluey franchise, followed by another Children's title, Jeff Kinney's latest release *Big Shot: Diary of a Wimpy Kid 16*. The latest release in long-running *Treehouse* series (Andy Griffiths & Terry Denton), *The 143-Storey Treehouse* sits in seventh place with more than 8,500 copies sold this week, followed by *Guinness World Records 2022*. In ninth place is the last Fiction title in this year's Top 10, recently released *Go Tell the Bees that I am Gone* (Diana Gabaldon). Rounding out the Top 10 this year is another Christmas-themed Children's title, *Bluey: Hooray It's Christmas!* with 7,250 copies in sales.

Support for local authors continues, with half of the Top 10 titles written by Australian authors. This holds true for the Top 20 as well, where 10 of these are by Australians, including Trent Dalton, Eddie Jaku, Peter FitzSimons, Hannah Kent, and more titles from the Bluey franchise.

The Christmas period is a big time of the year for authors, publishers and retailers of all sizes. This Christmas sales week, Australian book buyers purchased close to 162,850 different book titles. That is 30,500 more than an average week in 2021, illustrating the sheer breadth of titles purchased by shoppers during the Christmas period. Furthermore, with the exception of 2017, this is the highest number of unique titles sold in the Christmas week since BookScan records began in Australia in December 2002.

Bianca Whiteley, Territory Manager of Nielsen Book Australia, said "*Australians spent over \$1.1 billion on physical books so far in 2021, with Nielsen BookScan's measurement of the Australian Book Market up +2.3% on the same period in 2020. The year was off to a strong start after a year of COVID restrictions, with double digit growth recorded in Quarter 1 sales and continued growth in Quarter 2. Whilst fresh COVID restrictions brought on a decline of \$30m for book sales in Quarter 3, the market well and truly rebounded from mid-October onwards*".

In New Zealand, Diana Gabaldon's *Go Tell the Bees that I am Gone* topped the charts having sold 3,450 copies in the same week.

(continued over page)



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Australia's Official Nielsen BookScan Top 10 Christmas Bestsellers List:

(ranked by copies sold in the week of 5 to 11 December 2021)*:

1. *Apples Never Fall* by Liane Moriarty (11,590 copies)
2. *Animal Train: Wolf Girl 6* by Anh Do, illustrated by Lachlan Creagh (10,080 copies)
3. *The Storyteller* by Dave Grohl (9,090 copies)
4. *Better Off Dead* by Lee Child (8,785 copies)
5. *Bluey: Christmas Swim* (8,690 copies)
6. *Big Shot: Diary of a Wimpy Kid 16* by Jeff Kinney (8,650 copies)
7. *The 143-Storey Treehouse* by Andy Griffiths & Terry Denton (8,590 copies)
8. *Guinness World Records 2022* (8,490 copies)
9. *Go Tell the Bees that I am Gone* by Diana Gabaldon (8,090 copies)
10. *Bluey: Hooray, It's Christmas!* (7,245 copies)

Australia's Official Nielsen BookScan Christmas Number Ones*:

- 2021:** *Apples Never Fall* by Liane Moriarty
- 2020:** *A Promised Land* by Barack Obama
- 2019:** *Wrecking Ball: Diary of a Wimpy Kid 14* by Jeff Kinney
- 2018:** *The Barefoot Investor* by Scott Pape
- 2017:** *5 Ingredients* by Jamie Oliver
- 2016:** *Double Down: Diary of a Wimpy Kid 11* by Jeff Kinney
- 2015:** *Old School: Diary of a Wimpy Kid 10* by Jeff Kinney
- 2014:** *The Long Haul: Diary of a Wimpy Kid 9* by Jeff Kinney



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2013: *Hard Luck: Diary of a Wimpy Kid 8* by Jeff Kinney

2012: *Jamie's 15-Minute Meals* by Jamie Oliver

2011: *Cabin Fever: Diary of a Wimpy Kid 6* by Jeff Kinney

2010: *Last Sacrifice* by Richelle Mead

*Data sourced from Nielsen BookScan's Australian Book Market panel, measuring print book sales in Australia through its defined panel.

Notes for editors:

Data should be sourced to Nielsen BookScan. Printed book sales data comes from the Nielsen BookScan Australian Book Market panel of more than 1,500 book retail outlets. Please contact infobookscanaus@nielseniq.com with any queries.

#XmasBookNo1

About Nielsen Book

Nielsen Book is a leading provider of search, discovery, commerce, consumer research and retail sales analysis services globally. BookScan is the world's largest continuous sales analysis service and operates in 11 countries and 4 continents. Retail sales information is collected at the point of sale from thousands of outlets in the UK, Ireland, Australia, South Africa, Italy, Spain, New Zealand, India, Mexico, Brazil and Poland. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. Nielsen PubTrack Digital Australia and New Zealand collects ebook sales data directly from publishers to provide a true and complete picture of eBook sales in Australia and New Zealand across participating publishers. The company is wholly owned by NielsenIQ. For more information, please visit: www.nielsenbook.com.au

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NielsenIQ is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. We provide consumer packaged goods manufacturers/fast-moving consumer goods and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary NielsenIQ data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. We like to be in the middle of the action. That's why you can find us at work in over 90 countries, covering more than 90% of the world's population. For more information, visit www.NIQ.com