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NIELSEN BOOK AUSTRALIA
MEDIA RELEASE

BOOK SALES CONTRACT THIS LOCKDOWN

According to Nielsen Book, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry, “Seven months into 2021, the Australian print book market is feeling the impact of simultaneous lockdowns across several states due to the COVID-19 pandemic, with year on year declines recorded in both value and volume sales in recent months. Year to date, the print book market, valued at \$643 million, still posts an overall value increase of 8% and volume increase of 3% on a year ago led by general Non Fiction, showing a comeback for books compared to a pandemic-hit first half of 2020.

The effect of temporary bookstore closures on the Australian book industry however is visible as we take a closer look at the last five weeks, which have contracted by \$13 million in comparison with the same time a year ago. The four week period ending 17 July 2021 measured a 4% drop in dollar value and a steeper, 8% drop in unit sales compared to the equivalent period in 2020. The week that followed (week ending 24 July 2021) saw Nielsen BookScan Australia record the lowest sales week of the year so far, with a much more pronounced double-digit decline in value as well as unit sales on the comparable week in 2020. Up until this point in 2021, each week’s sales had sat well above a typical week’s sales levels. The week ending 24 July 2021 in contrast posted a double-digit decline on a typical week for that time of year.

Children’s books in particular are driving this decline, with a 12% drop in volume sales in the past three months, although Aussie kids are still enjoying titles such as *Wolf Girl 5: Across the Sea* (Anh Do, Allen & Unwin) and *Bedtime Sorted* (Jimmy Rees, Affirm Press) which are currently at the top of the bestseller charts. Sales that could be attributed to a ‘pre-lockdown spike’ can be seen ahead of the current round of lockdowns, with Australians buying 25% to 35% more books in the weeks of mid to late June 2021 compared to a typical week for that time of year.”

- **Bianca Whiteley, Territory Manager, Nielsen Book Australia.**

Source: Nielsen BookScan data Year to Date, 03/01/2021 to w/e 31/07/2021 compared to same weeks 2020



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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 10 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. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.com.au

About Nielsen

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