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NIELSEN BOOKSCAN AUSTRALIA RECORDS LIFT IN BOOK SALES AS BOOKSTORES REOPEN

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According to Nielsen Book, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry, “New South Wales bookshops, classified during the latest round of lockdowns as non-essential retail, welcomed Australian book buyers in store last week following over 100 days of government-mandated lockdowns.

New freedoms resulted in Australian book buyers picking up over 1.2 million books at a value of \$24 million Australia-wide the week of reopening*, as recorded by Nielsen BookScan Australia. Whilst this is the second-biggest week of 2021 in terms of unit sales and fourth by value sales, this week also breaks the average BookScan weekly sales record for this time of year over the last decade, with pent-up demand resulting in an additional \$6 million dollars in book sales this week.

At the top end of the bestseller charts this week, Australian book buyers’ picks include recent Fiction releases from Australian authors with *The One Impossible Labyrinth* (Matthew Reilly, Pan Macmillan) and *Apples Never Fall* (Liane Moriarty, Pan Macmillan), memoir *The Happiest Man on Earth* (Eddie Jaku, Pan Macmillan), alongside international titles such as *The Storyteller* (Dave Grohl, Simon & Schuster), *Beautiful World, Where Are You* (Sally Rooney, Allen & Unwin), and *It Ends With Us* (Colleen Hoover, Simon & Schuster).

Compared to the past three months**, Nielsen BookScan recorded a marked boost this week in sales of Genre Fiction, notably the sub-category of **Crime, Thriller & Adventure**, the larger Non Fiction category of **Biographies and Autobiographies** as well as younger Children’s Books with sales of **Pre-School & Picture Books** also up.”

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

Source: Nielsen BookScan data *2021 week 41 (w/e 16-October-2021) and **2021 weeks 29-41 (18-July-2021 to w/e 16-October-2021)



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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 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

About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a ground-breaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decision-making for the world's leading consumer goods companies and retailers. NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population.

For more information, visit www.NIQ.com