

2021 Trend Report: The Food & Drink Book Market in Australia

As measured by Nielsen BookScan
Australia

May 2022

**Nielsen
BookData**

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20 Celebrating
20 years
**BookScan
Australia**

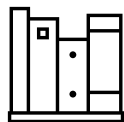
Contents

Section	Title	Page
1	Introduction	3
2	Key Findings Summary <ul style="list-style-type: none"> • Share of total book market and Trade Non Fiction • Monthly sales trends 	5
3	What's Driving the Market? <ul style="list-style-type: none"> • Three year trend of sub-categories 	6
4	Price Points and Discounting <ul style="list-style-type: none"> • Volume sales by price point • Average Sell Price vs. Discounting 	9
5	The Publishing Landscape <ul style="list-style-type: none"> • Top publishers, market share and rank change 	11
6	Bestselling <ul style="list-style-type: none"> • Sales by positioning bands • Titles • Authors • Top 5 bestsellers in key English-speaking markets: United Kingdom, Ireland and New Zealand 	13
7	New Zealand Spotlight	21
8	Key Findings – Detailed	25
9	Definitions and Sources	26
10	About	27

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Introduction

In 2021, Australian consumers purchased over 22.2k unique Food & Drink titles, totalling 2.3M copies in book sales and generating over \$67.2M across this sector.



22K unique titles



2M copies sold



\$67M in sales



**BOOK SALES IN THE
AUSTRALIAN FOOD & DRINK
SECTOR GENERATE OVER
A\$67.2M IN 2021**

Source: Nielsen BookScan Australia 2021

Definitions and Sources

BookScan Product Classes: T16 Food & Drink (and all sub-categories) + T9.4 Fitness & Diet

Timeframes in this report: 2019 (30/12/2018 to 28/12/2019), 2020 (29/12/2019 to 02/01/2021), 2021 (03/01/2021 to 01/01/2022).

Volume: number of print units (copies) sold

Value A\$: value of sales to the end consumer, as tracked by BookScan through the panel of participating retailers. Note this is in contrast to value of sale at full price (RRP)

ASP: a book's Average Selling Price

RRP: a book's Recommended Retail Price

Discount: % difference between the value if sold at RRP against the actual value paid by the end consumer.

ABM (Australian Book Market): Nielsen BookScan Australia's panel of retailers.

Nielsen BookScan is the industry-leading measurement of book sales in Australia since December 2002. It is the world's largest continuous sales analysis service, operating in 10 countries and 4 continents, and in Australia sources data from more than 1,500 book stores such as Chains, Online, Independent booksellers and Discount & Department stores.

Nielsen Bookscan Australia Retailer Panel (ABM) 2021

Chains/Online:	The Nile
Amazon	WH Smith
AWPL	Zookal
Berkelouw/Bookface	
Booktopia	Discount/Department Stores:
Boomerang Books	Big W
Collins Booksellers	David Jones
Dymocks	Kmart
Harry Hartog	Myer
Hillsong	Target
Jekkle	Woolworths
Kinokuniya	
Koorong	Independents:
LS Travel	A weighted sample of independents is
QBD	used to represent general independent
Readings	bookshops selling books in Australia
Robinsons Bookshop	plus unweighted Specialist and
Sanity	Academic Retailers.
The Book Depository	

About

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. **Nielsen BookScan is a Nielsen BookData service.** 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 e-book sales data directly from publishers to provide a true and complete picture of e-book sales in Australia and New Zealand across participating publishers.

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