

# Nielsen BookScan's 2021 Trend Report: The Wellness Book Market

As measured by  
Nielsen BookScan Australia & New Zealand

June 2022

**Nielsen  
BookData**

**20** Celebrating  
20 years  
**BookScan  
Australia**

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## Introduction – What is Wellness?

The custom ‘Wellness’ grouping of categories for the purposes of this report contains the following Nielsen BookScan Product Classes:

T9.0 Family & Health: General,  
T9.1 Marriage, Family & Other Relationships,  
T9.2 Sex & Sexuality,  
T9.3 Pregnancy & Parenting,  
T9.4 Fitness & Diet,  
T9.5 Coping with Problems & Illness,  
T10.0 Mind, Body & Spirit: General,  
T10.1 Astrology and Fortune-telling,  
T10.2 Alternative Therapies & Health,  
T11.2 Gardening,  
T11.5 Hobbies, Pastimes & Indoor Games,  
T11.6 Handicrafts, Arts & Crafts,  
T13.4 Puzzles,  
T16.2 Health, Dieting & Wholefood Cookery,  
T17.0 Self Improvement: General,  
T17.9 Popular Psychology



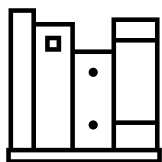
Also included in this trend report is a look at a few top Wellness titles that aren't categorised in the above categories within BookScan, but fit the Wellness theme. These titles have Wellness descriptors in their secondary BIC category codes.

A full list of Nielsen BookScan Product Classes is available [here](#).

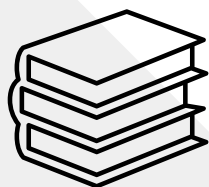
# Nielsen BookData

## Introduction

In 2021, Australian consumers purchased over 83.6k unique Wellness titles, totalling 5.4M copies in book sales and generating over \$127.0M across this sector.



83.6K unique titles



5.4M copies sold



\$127.0M in sales



**BOOK SALES IN THE  
AUSTRALIAN WELLNESS  
SECTOR GENERATE OVER  
A\$127.0M IN 2021**

Source: Nielsen BookScan Australia 2021

## Definitions and Sources

**BookScan Product Classes:** 'Wellness' grouping of select categories:

T9.0 Family & Health: General, T9.1 Marriage, Family & Other Relationships, T9.2 Sex & Sexuality, T9.3 Pregnancy & Parenting, T9.4 Fitness & Diet, T9.5 Coping with Problems & Illness, T10.0 Mind, Body & Spirit: General, T10.1 Astrology and Fortune-telling, T10.2 Alternative Therapies & Health, T11.2 Gardening, T11.5 Hobbies, Pastimes & Indoor Games, T11.6 Handicrafts, Arts & Crafts, T13.4 Puzzles, T16.2 Health, Dieting & Wholefood Cookery, T17.0 Self Improvement: General, T17.9 Popular Psychology

**Secondary BIC codes used to identify Wellness related titles:** Assertiveness, motivation & self-esteem, Self-help & personal development, Advice on careers & achieving success, Coping with personal problems, Women's health, Popular psychology, Complementary therapies, healing & health, Intergenerational relationships, Family & relationships, Adoption, Dating, relationships, living together & marriage, Coping with death & bereavement, Coping with drug & alcohol abuse, Family & health, Coping with eating disorders, Retirement, Coping with illness & specific conditions, Memory improvement & thinking techniques, Child care & upbringing, Green lifestyle & self-sufficiency, Coping with stress, Coping with disability, Diets & dieting, Popular medicine & health, Reiki, Exercise & workout books, Fitness & diet, Pregnancy, birth & baby care, Teenagers: advice for parents, Home nursing & caring, Traditional medicine & herbal remedies, Sex & sexuality, sex manuals, Ayurvedic therapies, Aromatherapy & essential oils

## Definitions and Sources

**Timeframes in this report:** 2019 (30/12/2018 to 28/12/2019), 2020 (05/01/2019 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 contrasts with 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:

Amazon  
AWPL  
Berkelouw/Bookface  
Booktopia  
Boomerang Books  
Collins Booksellers  
Dymocks  
Harry Hartog  
Hillsong  
Jekkle  
Kinokuniya  
Koorong  
LS Travel  
QBD  
Readings  
Robinsons Bookshop  
Sanity  
The Book Depository

The Nile  
WH Smith  
Zookal

#### Discount/Department Stores:

Big W  
David Jones  
Kmart  
Myer  
Target  
Woolworths

#### Independents:

A weighted sample of independents is used to represent general independent bookshops selling books in Australia plus unweighted Specialist and Academic Retailers.

## 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.

The company is wholly owned by NielsenIQ.

For more information, please visit:  
**[www.nielsenbook.com.au](http://www.nielsenbook.com.au)**

### About NielsenIQ

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For more information, visit **[NielsenIQ.com](http://NielsenIQ.com)**.

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