

# Nielsen BookData

## Nielsen BookData Australia

**SYDNEY, 4<sup>th</sup> November 2022** – According to the *2020 Understanding the Australian Audiobook Consumer report*, the newest listeners were the largest portion of audiobook consumers, with almost 40% entering the market within the previous 12 months. When respondents were asked the reasons why they first bought audiobooks close to a third of respondents saw curiosity as the most popular driver.

New research conducted in 2022 by Nielsen BookData - the leading provider of discovery, consumer research and retail sales analysis services for the book industry - shows that the number of new Australian audiobook consumers continues to grow in 2022, with 37% entering the market within the last 12 months.

The Australian audiobook market continues to mature, with the newest recruits continuing to make up the largest portion of audiobook consumers in 2022: two in five entered the market within the previous 12 months. The remaining 32% have been listening for at least 3 years or more, and 13% have been enjoying audiobooks for more than 6 years.

For more information and to learn more about why people first buy audiobooks, see our [\*\*blog post\*\*](#), *Turning up the volume on audiobooks: Increases in listening across the Australian and UK markets*.

The *2022 Nielsen Understanding the Australian Audiobook Consumer* report showcases trends in the Australian audiobook market across pre- and post-pandemic life. To purchase the report please fill in [\*\*this form\*\*](#) or contact us at [\*\*infobookscanaus@nielseniq.com\*\*](mailto:infobookscanaus@nielseniq.com)

*Source: Nielsen BookData, Understanding the Australian Audiobook Consumer 2020. Nielsen BookData, Understanding the Australian Audiobook Consumer 2022*

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## 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 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](http://www.nielsenbook.com.au)

## About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decisionmaking for the world's leading consumer goods companies and retailers. Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth. 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 [NielsenIQ.com](http://NielsenIQ.com).