

NIELSEN BOOKSCAN ANNOUNCES

Nagi Maehashi's *RecipeTin Eats: Dinner*

AS THE OFFICIAL AUSTRALIAN #1 CHRISTMAS BESTSELLER FOR 2022

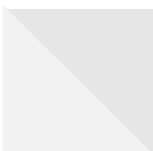
EMBARGOED UNTIL 10:00 15 DECEMBER 2022 AEST



SYDNEY, AUSTRALIA, 15 December 2022– According to Nielsen BookData, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry,

Australian author Nagi Maehashi's *RecipeTin Eats: Dinner*, Maehashi's debut cookbook, is Australia's official Christmas Number One bestseller.

RecipeTin Eats: Dinner tops the Nielsen's 2022 Australian Christmas bestsellers list having sold 17,870 copies in Australia last week, according to data from Nielsen BookScan's Australian Book Market panel of more than 1,500 book retail outlets. The debut cookbook has been dominating Australia's Non Fiction bestseller lists since its release in mid October, with seven out of its eight weeks on sale as the Number One Non Fiction title. On release eight weeks ago, it debuted at Number One on BookScan's Australian bestseller charts, in the week ending 15 October 2022, with a record-breaking



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37,190 copies sold. Australians have now bought over 132,440 copies since its release, making it the highest selling title from a debut Australian author in its first week of release.

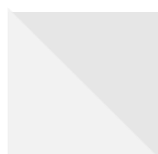
Nielsen BookScan reports that this year to date, the Australian book market overall has seen an +8% uplift in value on the same time a year ago. Whilst only three of the top 10 bestsellers are Adult Fiction titles, the driver of book sales is the Adult Fiction category, with sales in this sector at their highest in nine years. Australian book buyers purchased close to 15 million Adult Fiction books this year to date, resulting in double digit growth (+20% on the same time last year) heavily boosted by, but not solely due to, the TikTok boom.

As was the case in 2021, this Christmas buying week, Australian consumers continue to support Australian authors. The Top 10 bestsellers list sees six Australian authors and further down, half of the Top 20 bestsellers is also made up of Australian-authored titles, with the Bluey franchise and Peter FitzSimons taking up a further four spots. This year's Top 10 bestsellers see a strong showing from Australian authors, with half of the list being titles from authors such as Nagi Maehashi, Scott Pape, Ash Barty, Nikki Savva, Jane Harper and Anh Do. Looking more broadly at the Top 50 titles of the week, 25 of the titles in the list were authored by Australian authors.

The Christmas period, as is the case for the rest of retail, remains a critical trading period of the year for authors, publishers and retailers of all sizes. Whilst a typical trading week accounts for around 2% of the year's sales, the four weeks to Christmas week itself typically make up around 17% of the annual revenue," said Bianca Whiteley, Territory Manager of Nielsen BookData Australia. "This is a significant lift in sales when compared to an average four-week period which typically hovers around 7%, highlighting just how important Christmas is to the Australian book industry.

This Christmas sales week, Australian book buyers purchased close to 163,020 different book titles. That is 33,170 more than an average week in 2022, illustrating the sheer breadth of unique book titles purchased by shoppers during just one week. Furthermore, with the exception of 2017, this is the highest number of unique titles sold in the Christmas week since BookScan records began in Australia in December 2002.

Looking a little closer at the Top 10 list, coming in second place is Scott Pape's newly released Children's Non Fiction title, *Barefoot Kids*, selling 14,130 copies this week. In its first week *Barefoot Kids* sold over 128,600 copies (the week ending 12 November 2022), making it the highest selling week for an Australian-authored print title since BookScan Australia records began in December 2002. Third is former Australian tennis champion Ash Barty's memoir, *My Dream Time*, followed by December 1 release, *Bulldozed* by Niki Savva. *It Starts With Us*, the follow up to Colleen Hoover's



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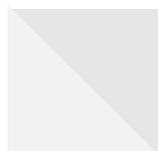
TikTok-fueled sensation, *It Ends With Us*, comes in at fifth place and is the first fiction title on the list. Lee Child takes sixth place with his co-written title with Andrew Child, *No Plan B* (New Zealand's official Christmas #1 bestselling title) and *Exiles*, the third and final book in the Aaron Falk series by local author, Jane Harper sits in seventh place and is the last Fiction title on the list. *Guinness World Records: 2023* comes in at eighth, followed by Jamie Oliver's [One](#), the second cookbook in this year's Top 10. Rounding out the Top 10 is the eighth installment in Anh Do's *Wolf Girl* series, *Welcome to Paradise* selling 6,790 copies this week.

As BookScan Australia celebrates 20 years of sales measurement this December, we take a look over the long-running records to see what books Australians voted for with their wallets in the lead up to Christmas since 2002. The first 10 years of BookScan sales measurement saw Australian author Bryce Courtenay's new titles snag the top spot each and every year, starting with *Matthew Flinders' Cat* and ending with 2007's *The Persimmon Tree*. The most recent 10 years have seen a variety of titles hold our collective attention: *Tales of Beedle the Bard* in 2008, the 2009 *Masterchef Cookbook*, Richelle Mead's *The Last Sacrifice* in 2010, followed by Jamie Oliver cookbooks, and Jeff Kinney's Diary of a Wimpy Kid series. Kinney series have been known to dominate Christmas week sales, including 5 of the most recent 10 years. In more recent years, Barack Obama's memoir *A Promised Land*, and the first Fiction title in years, Liane Moriarty's *Apples Never Fall* made it to the top of the bestseller charts during Christmas week.

Bianca Whiteley, Territory Manager of Nielsen BookData Australia, said "The BookScan charts are always a terrific barometer of what's occupying Australians' hearts and minds, and often a good indication of what will be under their Christmas tree. Whilst 2020 was filled with uncertainty followed by a boom in book sales, 2021 saw Australians turn to books in even greater numbers. Now, robust 2022 book sales show that books, ever-resilient even in difficult economic climates, continue to be a great source of joy and inspiration for young and old."

In New Zealand, Lee & Andrew Child's *No Plan B: Jack Reacher 27* topped the charts having sold more than 2,500 copies in the same week.

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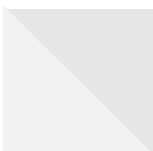
Australia's Official Nielsen BookScan Top 10 Christmas Bestsellers List, 2022:

(ranked by copies sold in the week of 4 to 10 December 2022)*:

1. *RecipeTin Eats: Dinner* by Nagi Maehashi (17,870 copies)
2. *Barefoot Kids* by Scott Pape (14,130 copies)
3. *My Dream Time* by Ash Barty (11,090 copies)
4. *Bulldozed* by Niki Savva (10,950 copies)
5. *It Starts with Us* by Colleen Hoover (10,450 copies)
6. *No Plan B* by Lee Child & Andrew Child (10,160 copies)
7. *Exiles* by Jane Harper (9,460 copies)
8. *Guinness World Records 2023* (7,750 copies)
9. [One](#) by Jamie Oliver (7,490 copies)
10. *Welcome to Paradise (Wolf Girl #8)* by Anh Do (6,790 copies)

*Data sourced from Nielsen BookScan's Australian Book Market panel, measuring print book sales in Australia through its defined panel.

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20 years of Nielsen BookScan, 20 years of Christmas #1s*:



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20 years of Nielsen BookScan, 20 years of Christmas #1s*:

2002: *Matthew Flinders' Cat* by Bryce Courtenay
2003: *Guinness World Records 2004*
2004: *Brother Fish* by Bryce Courtenay
2005: *Whitehorn* by Bryce Courtenay
2006: *Sylvia* by Bryce Courtenay
2007: *The Persimmon Tree* by Bryce Courtenay
2008: *The Tales of Beedle the Bard* by J.K. Rowling
2009: *MasterChef Australia: The Cookbook*
2010: *Last Sacrifice* by Richelle Mead
2011: *Cabin Fever: Diary of a Wimpy Kid 6* by Jeff Kinney
2012: *Jamie's 15-Minute Meals* by Jamie Oliver
2013: *Hard Luck: Diary of a Wimpy Kid 8* by Jeff Kinney
2014: *The Long Haul: Diary of a Wimpy Kid 9* by Jeff Kinney
2015: *Old School: Diary of a Wimpy Kid 10* by Jeff Kinney
2016: *Double Down: Diary of a Wimpy Kid 11* by Jeff Kinney
2017: *5 Ingredients* by Jamie Oliver
2018: *The Barefoot Investor* by Scott Pape
2019: *Wrecking Ball: Diary of a Wimpy Kid 14* by Jeff Kinney
2020: *A Promised Land* by Barack Obama
2021: *Apples Never Fall* by Liane Moriarty
2022: *RecipeTin Eats: Dinner* by Nagi Maehashi

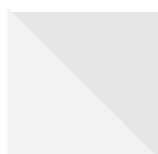
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Notes to editor:

Data should be sourced to Nielsen BookScan. Printed book sales data comes from the Nielsen BookScan Australian Book Market panel of more than 1,500 book retail outlets. Please contact infobookscanaus@nielseniq.com with any queries.

#XmasBookNo1

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