

Nielsen BookData

NIELSEN BOOKSCAN AUSTRALIA

SYDNEY, 19th January 2023 – According to Nielsen BookData, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry,

Spare by Prince Harry, Duke of Sussex, published by Penguin Random House, has sold 64,150 print copies in its first week of sale in the Australian Book Market (the seven days ending 14 January 2022). It is the highest selling book in the Australian Book Market for this week.

Spare is the fastest-selling memoir in Australia since Nielsen BookScan Australia records began in December 2002. The previous record holder was *Darren Lockyer Autobiography* (Darren Lockyer, Penguin Random House) which sold 18,866 copies in its first week of sale in September 2011.

Spare's first week of sales also make it the second fastest selling Non-Fiction title in BookScan Australia records, with the current record-holder being *The Barefoot Investor for Families* (Scott Pape, HarperCollins) when 74,602 copies were sold in its first release week in 2018.

Source: Nielsen BookScan Australian Book Market (ABM) data, December 2002 to the week ending 14 January 2023.

Notes to editor:

Bianca Whiteley, Territory Manager, Nielsen BookData Australia

E: bianca.whiteley@nielseniq.com; infobookscanaus@nielseniq.com

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.



Nielsen BookData

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