

Nielsen BookData

NIELSEN BOOKSCAN AUSTRALIA

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BLACK FRIDAY NOW A BIGGER EVENT FOR BOOKS

SYDNEY, 10th November 2023– According to Nielsen BookData, the leading provider of search, consumer research and retail sales analysis services for the book industry, the annual retail promotion Black Friday has seen an increasing sales boost in the Australian Book Market for print books for the last 5 years.

Since 2017, volume sales have been an average of 32% higher in the week of Black Friday than in the 4 weeks prior – translating to approximately 440k more books being sold in this week than in the 4 previous weeks.

In 2019, volume sales in the week of Black Friday were 36% higher than the previous 4 weeks. This was similar in 2020, softened a little (to 28%) in 2021 but once again in 2022 sales during this week were over 541k units larger (36%) than the 4 weeks prior.

The highest selling title in the Australian Book Market in Black Friday week of 2022 was *RecipeTin Eats: Dinner* (Nagi Maehashi, Pan Macmillan) which sold 17k copies – an increase of 105% on its average weekly sales in the 4 weeks prior.

The lead up to Christmas is a key trading period for the book industry, with the four weeks to Christmas typically accounting for 17% of the annual revenue of the measured Australian book market.

Source: Nielsen BookScan Australian Book Market (ABM), December 2002 to the week ending 04 November 2023.

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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 12 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, Poland and Colombia. 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. **Nielsen BookData Research** is a Nielsen BookData service. In addition to continuous sales and consumer monitoring, Nielsen BookData carries out individually commissioned and syndicated deep dive studies into book buyers and particular market segments. Recent topics include the e-book consumer, audiobook consumption and trends, and children's books and leisure activities.

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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.

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