

BookData Research

Data and insights for the book industry

Nielsen BookData

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Market research for publishers, booksellers, agents, authors, libraries and media outlets

Through its varied products and services, Nielsen BookData Research provides the book industry with comprehensive insights into market trends and consumer book purchasing and behaviour.



BookScan International

- Weekly print book sales
- Bestseller charts
- Trended sales by author & title
- Market share data
- Print book lending data from UK libraries



Books & Consumers

- Monthly survey of c3000 book-buyers
- Deep dive research projects
- Demographics and buyer behaviour
- Author profiles



PubTrack Digital

- Monthly e-book sales
- Bestseller charts
- E-book buying trends
- Digital market share data



Consultancy Services

- Reports on specific markets
- Pricing analysis
- Exit surveys
- Segmentation projects



Events and Industry Support

- Nielsen Bestseller Awards
- Presentations at conferences and industry events around the world
- Collaboration on research projects across the industry

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Nielsen BookScan

Nielsen BookScan is the world's first continuous retail sales monitoring service for print books, based on electronic point of sale data collected directly from tills and despatch systems.

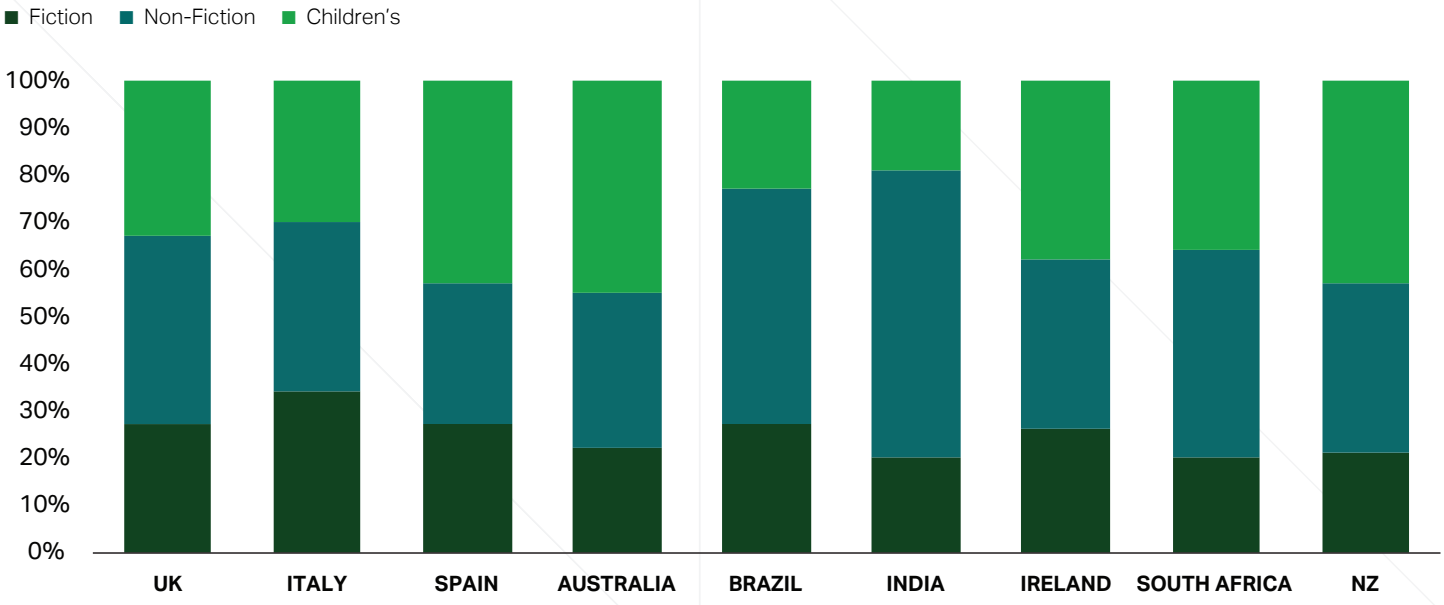
Nielsen BookScan monitors sales from high street and internet book shops, supermarkets, museums, specialist shops and independent bookshops in 12 territories: United Kingdom, Ireland, Australia, Poland, New Zealand, South Africa, India, Italy, Spain, Brazil, Colombia and Mexico.

Data is available via subscriptions or on an ad-hoc basis and can be catered to your organisation's size and needs.

Why use Nielsen BookScan?

- Monitor titles and authors against the competition and overall market
- Analyse pricing and discounting by format or category
- Gauge the success of marketing campaigns and promotions
- See which categories are growing and declining
- Learn what works in your market and how that might differ from other countries.

Nielsen BookScan - Markets by sector





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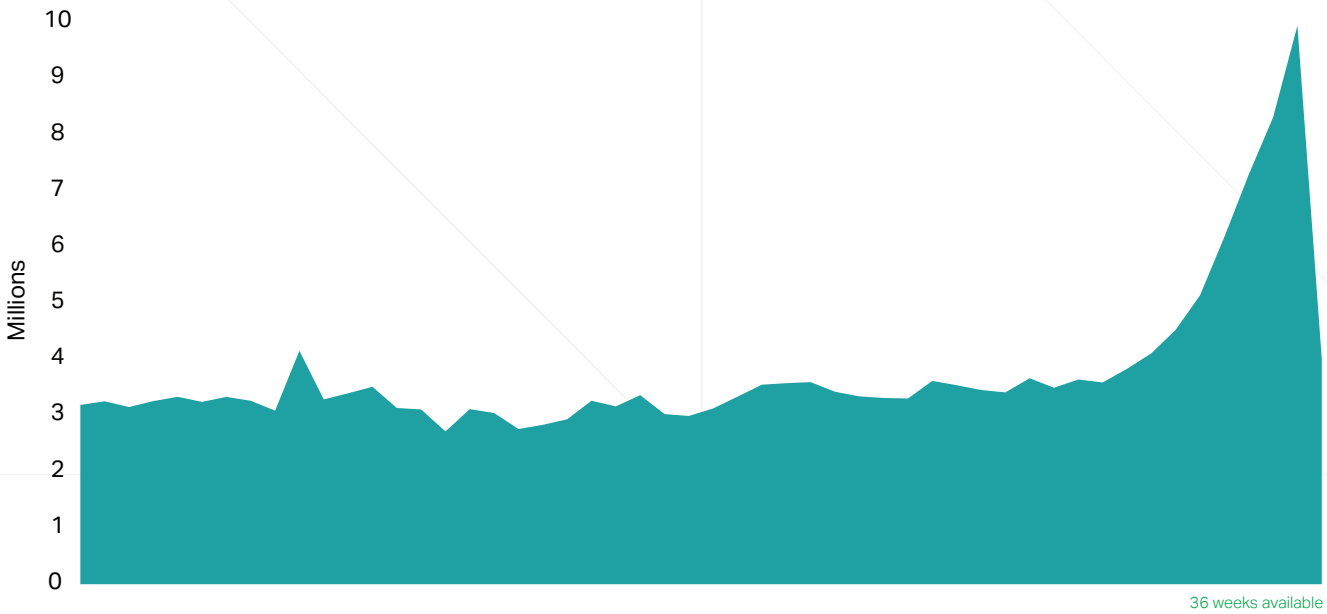
Retailers

Retailers who contribute sales data to Nielsen BookScan can monitor market share each week in order to see how your leading titles compare to the overall market and to identify popular titles that you may not be stocking. Nielsen BookScan allows you to verify your sales by category to spot strengths and weaknesses; monitor consumer trends by category, format or price point; and make improvements to your inventory and subsequent turnover.

Receive essential market information in return for your weekly sales data

Bestselling print books in 2020 (UK)	Author	Format	Sector
The Boy, The Mole, The Fox and The Horse	Charlie Mackesy	Hardback	Non-Fiction
The Thursday Murder Club	Richard Osman	Hardback	Fiction
Pinch of Nom Everyday Light	Kay Featherstone & Kate Allinson	Hardback	Non-Fiction
Code Name Bananas	David Walliams	Hardback	Children's
Where the Crawdads Sing	Delia Owens	Paperback	Fiction

Weekly book sales in 2020 in the UK



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Publishers

Nielsen BookScan can be used at any step of the publishing process to inform acquisitions, marketing and publicity campaigns, sales promotions, reprint decisions and overall publishing strategy.



Strategy and new title development

Our data can help you research a new genre or potential acquisition, providing easy access to sales patterns, bestselling titles and authors and format and pricing information. Nielsen BookScan can help you identify when a certain type of book debuts successfully, what categories are in growth or decline, and how you are faring against your primary competitors.



Supply chain and reprint decisions

Nielsen BookScan provides visibility on what is selling through the trade, allowing you to estimate initial print runs for new titles and monitor whether retailers and distributors have the right amount of stock to meet demand, ultimately helping you to minimise returns and manage costs. You can also spot if there's a new trend that has the potential to increase your backlist sales, leading to repackaging or reprinting of older titles.



Sales and marketing measurement

You can measure the impact of promotions for your titles and those of your competitors in order to better understand what works and what doesn't for a particular title, genre or region. Use the Average Selling Price (ASP) to see how prices and discounts vary by week or by retailer, and regularly monitor whether you're on track to meet sales targets.

Largest categories in the UK print market (2020)	Top title in 2020	Lifetime bestseller
Children's Fiction	Code Name Bananas	Harry Potter and the Order of the Phoenix
Crime, Thriller & Adventure	The Thursday Murder Club	The Da Vinci Code
General & Literary Fiction	Where the Crawdads Sing	The Curious Incident of the Dog in the Night-time
Pictures Books	The Smeds and the Smoos	The Gruffalo
Novelty & Activity Books	Where's Spot?	Fox's Socks: Tales from Acorn Wood

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Libraries

Combining the skill and knowledge of staff with actual sales and borrowing data allows libraries to use valuable book budgets effectively and enables library acquisitions to more closely match consumer preference and demand.

Using Nielsen BookScan for Libraries, you can access weekly charts of bestselling authors and titles by genre to see what's selling through the UK market as well as run lifetime sales reports for specific authors and titles in order to curate title selection and reader lists.

Nielsen LibScan was launched in 2009 to collect and measure public library print book borrowing data. There are currently over 70 public library authorities participating, adding up to more than 2,000 individual branches.

Most borrowed books in 2020 (UK)	Author
Blue Moon (Jack Reacher)	Lee Child
The Long Call (Two Rivers)	Ann Cleeve
The Night Fire (Ballard and Bosch)	Michael Connelly
Many Rivers to Cross (DCI Banks)	Peter Robinson
Past Tense (Jack Reacher)	Lee Child

Most borrowed authors in 2020 (UK)	Top title
Julia Donaldson	The Smeds and the Smoos
Daisy Meadows	Evelyn the Mermicorn Fairy (Rainbow Magic)
James Patterson	19th Christmas (Women's Murder Club)
David Walliams	Fing
Adam Blade	Electro the Storm Bird (Beast Quest)

Panel participation is free of charge

Contributing libraries have access to our Nielsen LibScan online reporting tool, providing you with authority-level and national library lending statistics to create genre, author and title charts, ranked by borrowing. This valuable borrowing data will assist your stock and purchasing decisions and help increase the number of users and borrowings.



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Authors

As an author, you can see the sales performance of your titles regardless of whether they're published by you or a mainstream publisher. Nielsen BookScan data can help you gain a better understanding of your sales, giving you the ability to track weekly trends, monitor the effects of a promotional or signing tour, examine how your sales may differ by region, and use data as a reference when checking your royalty statements or negotiating future books.

Agents

Through Nielsen BookScan, literary agents can see authors' sales firsthand, rather than relying on information provided by the publisher. You can monitor promotional activity for your authors in most territories by region and use concrete data in rights negotiations with publishers, film and TV companies and other potential outlets. The data can also be used to spot new trends and inform you on the potential market for new authors and titles.

Media and more

Nielsen BookScan provides weekly bestseller charts to The Sunday Times and a number of other UK and Irish newspapers, as well as ad-hoc data for articles about trends in books. Beyond the publishing industry, BookScan data has been used by film studios and games companies looking to source new ideas, as well as food manufacturers researching what types of cookbooks consumers are buying. Our data can help to drive revenue and guide key decisions in any number of ways.

Bestselling authors in 2020 (UK)	Top title	Sector
Julia Donaldson	The Smeds and the Smoos	Children's
David Walliams	Code Name Bananas	Children's
J. K. Rowling	The Ickabog	Children's
Fiona Watt	That's not my dinosaur…	Children's
James Patterson	The Inn	Fiction



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Nielsen Books and Consumers

Understand your consumer to focus your marketing spend

Nielsen Books & Consumers currently provides data back to 2012 on the who, what, when, where, why and how of consumer book purchasing, based on a monthly survey of c3,000 UK book-buyers that are nationally representative of those aged 13-84.

By asking buyers for the specific books that they've bought and matching those titles against our bibliographic database, we can profile by genre, author and sometimes even title, allowing unique and focussed insight into who is buying bestsellers and key genres, and how that changes year on year, in order to help you identify the best methods to reach or expand your audience.

Data is available via ongoing subscriptions, which include regular quarterly and annual reports, as well as on an ad-hoc basis catered to your business needs and areas of interest.

The Buyer:

Demographics
▼
Media usage
▼
Leisure habits
▼
Attitudes towards books and reading

The Book:

Author
▼
Format and category
▼
Channel splits
▼
Discovery methods
▼
Purchase influences

Deep dives

Each year, Nielsen BookData Research carries out additional 'deep dive' syndicated studies on specific market segments, to complement our monthly survey and allow greater investigation into a given topic.

Previous studies have included:

- Children's (UK: annually from 2012 to 2022)
- Audiobooks (UK: annually from 2016 to 2022, Australia: 2020 and 2022)
- E-books (UK: 2014 and 2018)
- Students' Information Sources (UK: 2015 and 2019)
- Travel Guides (UK: 2015)



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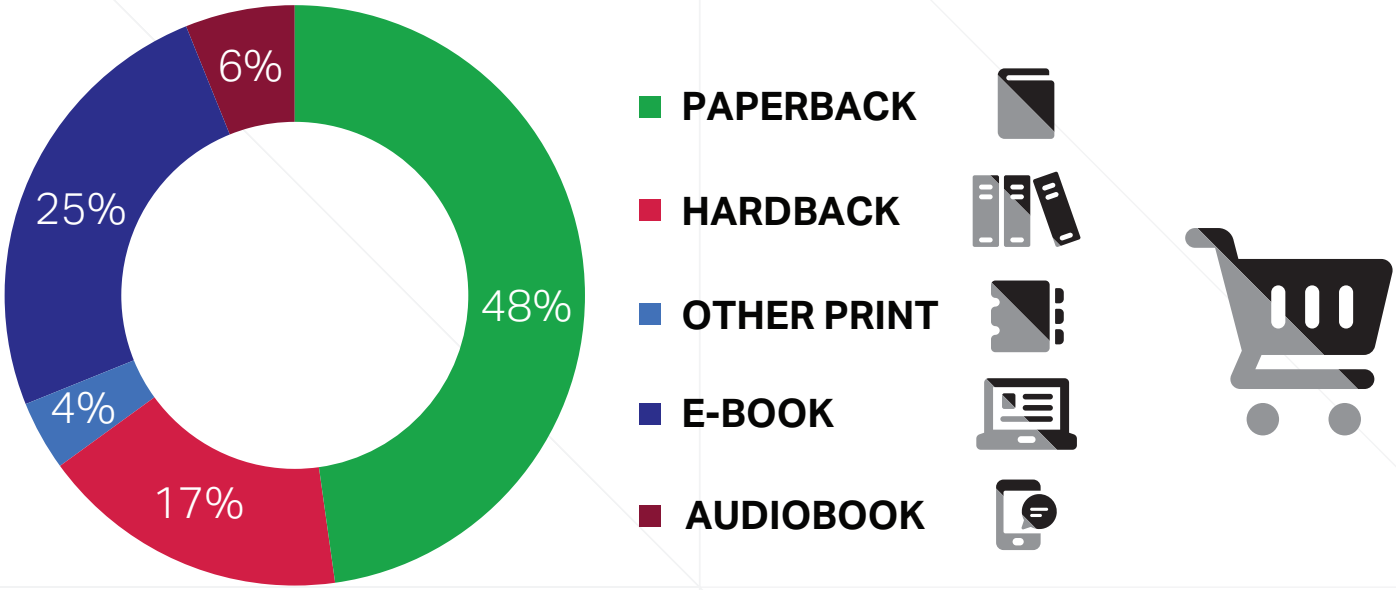
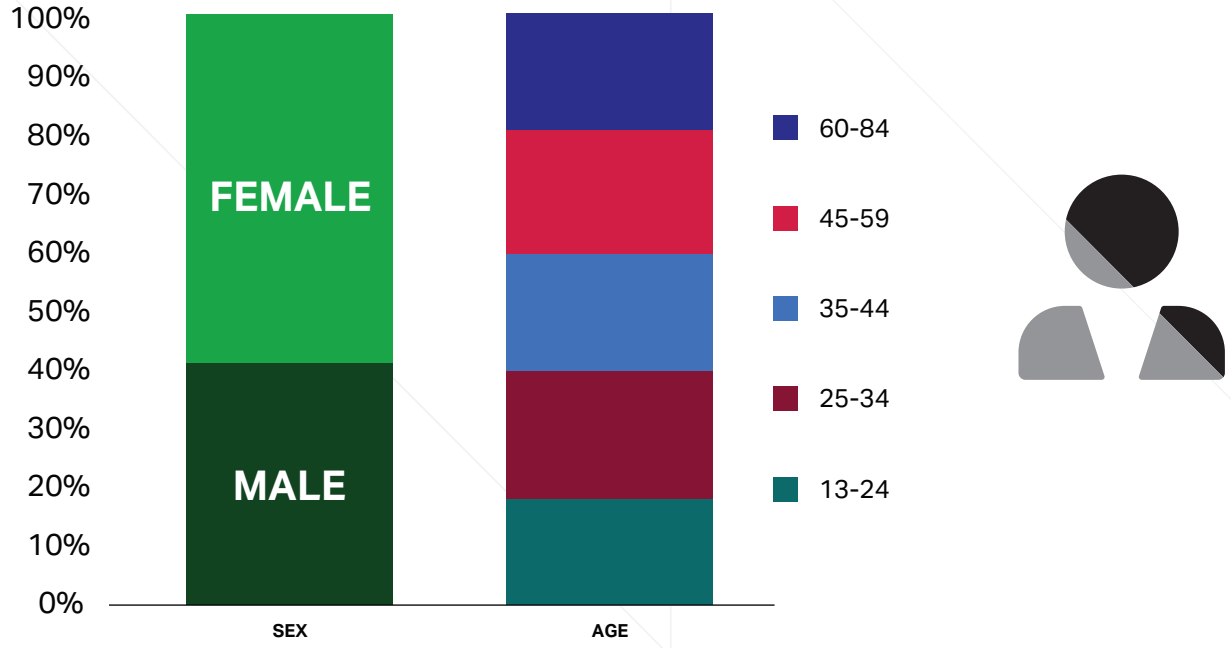
What is being bought?



Who is buying?





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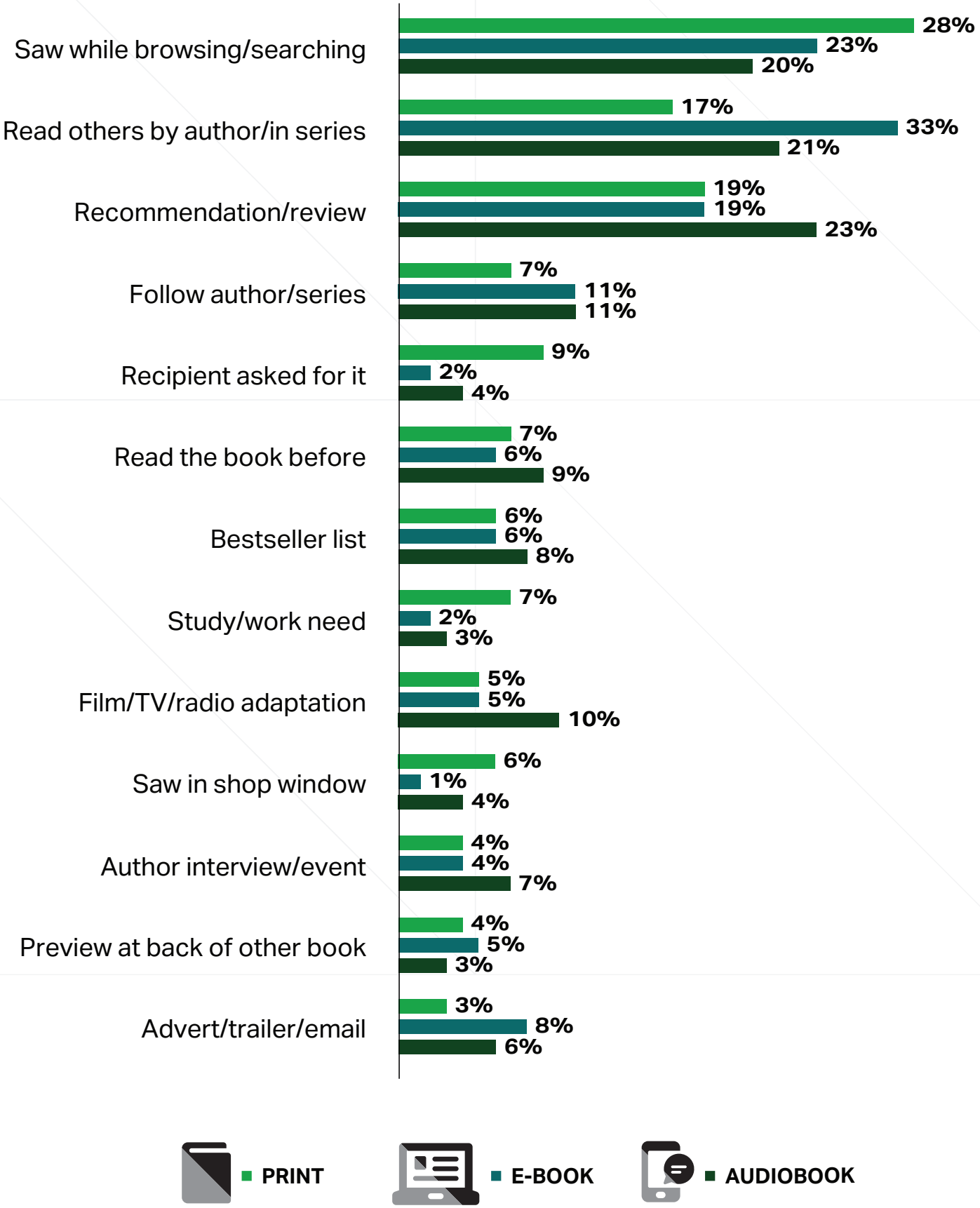
How are books being discovered?



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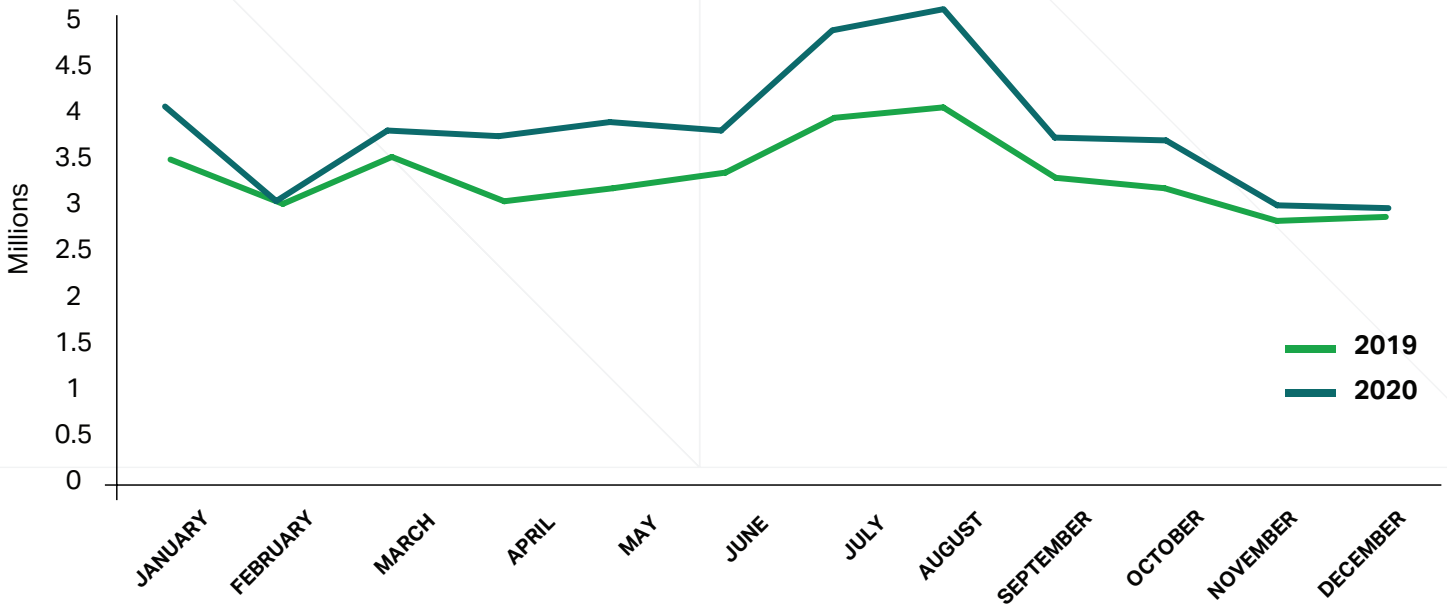
Nielsen PubTrack Digital

Gain a more comprehensive view of digital trends and bestsellers

Nielsen PubTrack Digital was launched in 2016 as the UK's first dedicated e-book sales reporting service. Nielsen PubTrack Digital consolidates UK e-book sales data from a panel of participating publishers to form a market measure using invoiced sales data. E-book volume sales are reported monthly and retrospectively, with users able to run reports based on author, title, ISBN, publisher and category.

Bestselling e-books in 2020 (UK)	Author	Bestselling authors in 2020 (UK)	Top title
The Silent Patient	Alex Michaelides	Lee Child	Blue Moon (Jack Reacher)
Normal People	Sally Rooney	James Patterson	The Inn
Where the Crawdads Sing	Delia Owens	David Baldacci	Redemption (Amos Decker)
Blood Orange	Harriet Tyce	Lucinda Riley	The Butterfly Room
The Flatshare	Beth O'Leary	Sally Rooney	Normal People

Monthly e-book sales through PubTrack Digital panel (UK)



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Consultancy services

Bespoke research to suit your business needs

In addition to subscription services, syndicated studies and readily available data, Nielsen BookData Research is able to carry out bespoke research on behalf of your organisation, from initial brainstorming through to final analysis.

Past projects include:

- Data collection and reporting for the UK Publishers Association's annual book market statistics across trade, academic, journals, rights and higher education
- Exit surveys for retailers to assist in improving customer experience and to inform new branch locations
- The India Book Market Report, undertaken with the support of the Association of Publishers in India and the Federation of Indian Publishers
- Knowledge partner with Brand Licensing Europe to provide statistics on UK book brands
- Examination of the translated fiction market in the UK for the Booker International Prize
- The annual Independent Publishing Report, a survey of members of the IPG that gives an overview of the state of independent publishing in the UK
- Consumer segmentation studies for publishers to allow for better understanding of, and communication with, their existing and potential readership
- Support and research for international book prizes to provide insights into their impact on book sales and overall performance
- Focussed cover testing prior to publication to help identify what resonates with consumers when choosing books
- Collaboration with CILIP, the library and information association, to empower librarians with a data-driven training programme
- Consumer surveys undertaken in India and the UK during the COVID-19 pandemic to examine the impact of the lockdowns on book reading and buying habits
- Contribution of sales and consumer data to support Arts Council England's Reading for Pleasure report



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Combining Nielsen BookData research tools allows for a greater understanding of ever-changing trends in publishing

Come to us with your questions about book sales and consumers and we will equip you with the data and tools to answer them. We have teams around the world that regularly monitor local and international trends and are there to help you get the most out of our data.

Did you know that...



Sapiens by Yuval Noah Harari has sold 3m copies in print across 10 of the BookScan territories, appearing among the global top ten books for three years in a row.



Women bought 64% of fiction and 63% of children's books in the UK in 2020, while men bought 51% of non-fiction.



E-books and audiobooks reached their highest points on record in 2020 in the UK, influenced by the COVID-19 pandemic and resulting lockdowns.



The UK children's print book market keeps setting new records, with recent years seeing more money spent on children's books than ever before.

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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. We are proud to run the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Our Research services provide retail sales analysis for both print and e-books alongside research from our Books and Consumers Survey. For publishers we offer a range of services from assigning an ISBN to your book to adding your metadata to our database and promotional tools to help market your book. If you would like to know more visit: **www.nielsenbook.co.uk**

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