



Press Release

NIELSEN BOOK ANNOUNCES BARACK OBAMA'S *A PROMISED LAND* AS THE OFFICIAL AUSTRALIAN #1 CHRISTMAS BESTSELLER



SYDNEY, AUSTRALIA, 17 December 2020 –

Barack Obama's *A Promised Land*, the first volume of the former US president's memoirs of his time in office, is Australia's official Christmas Number One bestseller.

A Promised Land tops Nielsen's 2020 Australian Christmas bestsellers list having sold 17,190 copies in Australia last week, according to data from Nielsen BookScan's Australian Book Market panel of more than 1,600 book retail outlets. It debuted on BookScan's Australian bestseller charts at number one in the week ending 21 November 2019 with 18,300 copies sold, with Australians having now bought over 71,000 copies. Barack's wife, Michelle, recorded similar success with her autobiography *Becoming* selling over 209,000 copies to date.

Obama has had past success in Australia with his previous memoirs *Dreams From My Father* (Text Publishing) and *The Audacity Of Hope* (Text Publishing) in 2008.

Nielsen Book, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry, reports that trade non-fiction titles have taken out the Christmas number one four times in the last 10 years, with this sector recording a +7% uplift this year. Children's titles more commonly take the top spot, with four such titles on Obama's heels this year. Two titles from The ABC's *Bluey* franchise - *Bluey: Verandah Santa* and *Bluey: Hooray, It's Christmas!* - came in second and third places, followed by *The Traitor* (book four of Anh Do's *Wolf Girl* series) in fourth and rounded out by *The 130-Storey Treehouse*, the latest entry in Andy Griffiths & Terry Denton's long running series.

Australian shoppers continue to support home-grown authors, with half of the content in the Top 10 created locally. This holds true beyond the Top 10, with 10 out of the Top 20 titles being written by Australians, including titles from Cameron Smith & Andrew Webster, Trent Dalton, Peter FitzSimons, Eddie Jaku, and Di Morrissey across a range of categories.



The Christmas period is good news for authors, publishers and retailers of all sizes. This Christmas sales week, Australian book buyers purchased close to 158,000 different book titles. That is over 30,600 more than an average week in 2020, illustrating the sheer breadth of titles purchased by Australian shoppers during the Christmas period.

Bianca Whiteley, Territory Manager of Nielsen Book Australia, said “*Australians have spent over \$1 billion on physical books so far in 2020, with Nielsen BookScan’s measurement of the Australian Book Market up +7.5% on the same period in 2019. During the initial March lockdown Adult Fiction and Children’s books performed particularly strongly, and we saw continued momentum within these sectors and across the market into the key December trading period. Whilst we recorded an initial decline at the start of 2020, this was offset by a strong Quarter 2 and even stronger Quarter 3 sales, with Australians book buyers purchasing an additional \$12 million per month on books on average from June onwards.*”

In New Zealand, David Walliams’ *Code Name Bananas* topped the charts having sold just under 2800 in the same week 6 to 12 December. It is the third time Walliams has topped the official NZ Christmas top 10.

Australia’s Official Nielsen BookScan Top 10 Christmas Bestsellers List (ranked by copies sold in the week 6-12th December 2020)*:

1. *A Promised Land* by Barack Obama (17,190 copies)
2. *Bluey: Verandah Santa* (13,920 copies)
3. *Bluey: Hooray, It’s Christmas!* (12,900 copies)
4. *The Traitor: Wolf Girl 4* by Anh Do (11,060 copies)
5. *The 130-Storey Treehouse* by Andy Griffiths & Terry Denton (10,970 copies)
6. *The Sentinel* by Lee Child & Andrew Child (10,350 copies)
7. *Code Name Bananas* by David Walliams (10,240 copies)
8. *The Deep End: Diary of a Wimpy Kid 15* by Jeff Kinney (9,930 copies)
9. *Guinness World Records 2021* (9,470 copies)
10. *The Survivors* by Jane Harper (8,970 copies)

Christmas Number Ones of the 2010s: Australia*:

- 2020:** *A Promised Land* by Barack Obama
2019: *Wrecking Ball: Diary of a Wimpy Kid 14* by Jeff Kinney
2018: *The Barefoot Investor* by Scott Pape
2017: *5 Ingredients* by Jamie Oliver
2016: *Double Down: Diary of a Wimpy Kid 11* by Jeff Kinney
2015: *Old School: Diary of a Wimpy Kid 10* by Jeff Kinney
2014: *The Long Haul: Diary of a Wimpy Kid 9* by Jeff Kinney
2013: *Hard Luck: Diary of a Wimpy Kid 8* by Jeff Kinney
2012: *Jamie’s 15-Minute Meals* by Jamie Oliver
2011: *Cabin Fever: Diary of a Wimpy Kid 6* by Jeff Kinney
2010: *Last Sacrifice* by Richelle Mead

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



Notes for editors:

Data should be sourced to Nielsen BookScan. Printed book sales data comes from the Nielsen BookScan Australian Book Market panel of more than 1,600 book retail outlets. Please contact infobookscanaus@nielsen.com with any queries.

#XmasBookNo1

About Nielsen Book

Nielsen Book provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. BookScan is the world's largest continuous sales analysis service and operates in 10 countries and four 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 and Brazil. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. The company is wholly owned by Nielsen. For more information, please visit: www.nielsenbook.com.au

About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media, the arbiter of truth for media markets, provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow.

Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge.

An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com

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