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NIELSEN BOOKSCAN AUSTRALIA REPORTS FURTHER LIFT IN BOOK SALES AS BOOKSTORES REOPEN AUSTRALIA-WIDE

NIELSEN BOOKSCAN AUSTRALIA

According to Nielsen Book, the leading provider of search, commerce, consumer research and retail sales analysis services for the book industry, “With all of Australia out of lockdown for a complete week (w/e 06-Nov-2021), the Australian Book Market recorded growth of +5% in value and +1% in volume (unit) sales on the same week a year ago. Reopenings across the nation ended the week with Australian book buyers purchasing 1.5 million books at a value of \$28 million, \$8 million dollars above the weekly average for this time of the year over the past decade.

Sales of Adult Fiction titles recorded the strongest growth on the same week a year ago at +12%, led by recent releases *Better Off Dead* (Lee Child & Andrew Child, Penguin Random House), *Apples Never Fall* (Liane Moriarty, Pan Macmillan), and *Devotion* (Hannah Kent, Pan Macmillan). Outside of Fiction, Biographies & Autobiographies have also proven popular with Australian shoppers, with *Love Stories* (Trent Dalton, HarperCollins), *The Storyteller* (Dave Grohl, Simon & Schuster) and *It Wasn't Meant to Be Like This* (Lisa Wilkinson, HarperCollins) leading these bestseller charts.

- **Bianca Whiteley, Territory Manager, Nielsen Book Australia.**

Source: Nielsen BookScan data *2021 week 44 (w/e 6-November-2021)

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