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Nagi Maehashi's *RecipeTin Eats: Tonight* breaks BookScan Australia records

SYDNEY, 24 October 2024 – Nagi Maehashi's *RecipeTin Eats: Tonight* (published by Pan Macmillan) is the highest selling print title in the Australian Book Market for the week ending 19 October 2024, according to Nielsen BookData, the leading provider of metadata, consumer research and retail sales analysis services for the book industry.

Selling over 78K copies, *RecipeTin Eats: Tonight* has broken the record for the highest first week of sales for a Non-Fiction title since BookScan Australia records began in December 2002, beating the previous record holder, Scott Pape's *The Barefoot Investor* (Wiley) which sold 75K copies in its first week in September 2018.

Nagi Maehashi's first book *RecipeTin Eats: Dinner* (published October 2022 by Pan Macmillan) is the highest selling print title in the Australian Book Market for 2024 so far (to 19 October 2024). It has sold over 121K copies in 2024 this year to date, and 539K copies since its publication in October 2022.

RecipeTin Eats: Dinner is the third-highest selling cookbook since BookScan Australia's print records began in 2002. It is the second-highest selling cookbook by an Australian author. In Non-fiction overall, it is the sixth highest selling title.

In neighbouring New Zealand, *RecipeTin Eats: Tonight* also topped the weekly bestsellers chart for the week ending the 19 October 2024 selling 1.4K copies in the New Zealand market (NZTM).

Source: Nielsen BookScan Australian Book Market (ABM) data, December 2002 to the week ending 19 October 2024

Nielsen BookScan New Zealand Total Market (NZTM) data, December 2008 to the week ending 19 October 2024

Notes to editor:

Bianca Whiteley, General Manager, Nielsen BookData Australia

E: infobookscanaus@nielseniq.com



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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.

The company is wholly owned by NielsenIQ.

For more information, please visit: www.nielsenbook.com.au

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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