

**Nielsen
BookData**

The UK book market: Sales and loans

**Hazel Kenyon
Nielsen Book Research
May 2022**



Our data

Nielsen BookData

ISBN assigned
to a book



The book and its
accompanying bibliographic
data are added to Nielsen
BookData Database



Data cascaded to
our clients around
the world



Book is discovered
by the consumer



Consumer purchases
the book



Who uses our data?

App developers

Book trade associations

Distributors

Government agencies

Libraries

Media

Museums



Publishers

Publisher representatives

Agents

Retailers

System suppliers

Wholesalers

Web developers

Universities

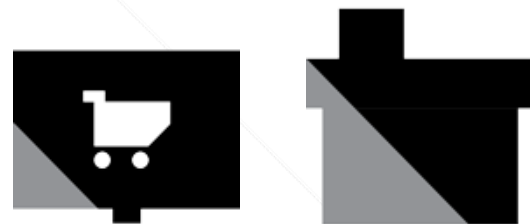
Data Sources:

1. Retail tracking



2. Consumer survey





1. Retail tracking

- Transactional data at the **point of sale**, directly from tills and dispatch systems of all major book retailers.
- Approximately **90% of all retail print book purchases** in the UK are counted on a weekly basis
- Through over **6,000 retailers** in the UK each week - charts are available within 72 hours.

Nielsen
BookData



The UK Total Consumer Market (TCM) panel

Chains

Online

Independents

Museums & Galleries

Specialist & Niche

Supermarkets

W

wordery
your online bookshop

Waitrose FOYLES

Bookshop.org

amazon

M
MORRISONS

ASDA

Book Depository
.com

BLACKWELL'S
Academic, Professional and
Specialist Booksellers since 1879

Sainsbury's

WH
S

TESCO

FROM THE RETAILER

ISBN	Money	# copies
9780857503619	£273	45
9781787471986	£195	16
9781785943249	£145	11



METADATA

9780857503619	Title	Author	RRP	Publisher	Pub date	Format	Category
9781787471986	Title	Author	RRP	Publisher	Pub date	Format	Category
9781785943249	Title	Author	RRP	Publisher	Pub date	Format	Category

BOOKSCAN



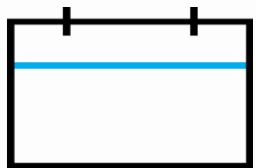
ISBN	TITLE	AUTHOR	RRP	ASP	VOLUME	VALUE	CATEGORY
9780857503619	Midnight Line, The (Jack Reacher 22)	Child, Lee	£7.99	£4.06	35,942	£146,019.96	Crime, Thriller & Adventure
9781787471986	Stories for Boys Who Dare to Be Different	Brooks, Ben	£17.99	£12.48	7,583	£94,668.74	Children's General Non-Fiction
9781785943249	Classic	Berry, Mary	£20	£13.08	7,132	£93,280.70	Food & Drink: General



2. Consumer survey

- Monthly questionnaires completed by a **nationally representative** sample.
- We ask about why, where and how?
- Gives a complete view across all formats and demographics in the UK

HOW IS OUR DATA USED AND WHAT ARE THE BENEFITS?



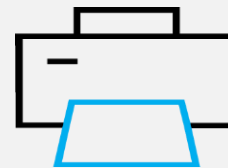
See weekly sales
for your own
titles



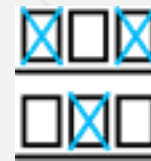
React to changes in
the market by
monitoring your
weekly sales



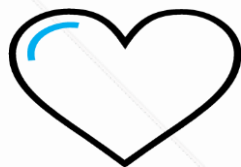
Set realistic targets
based on the
performance of
similar titles



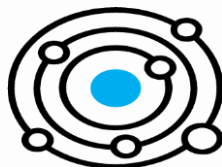
Save time and money
using sales data to
plan your print runs



Supporting data for
your stock
management



View titles to
understand a
particular
genre



Track your
competitors
titles



Spend your marketing
budget wisely by
understanding those
titles that need it



Use sales data to
inform your
discussions and
negotiations with
retailers



Are price promotions
working and what
discounts are being
applied across
competitor titles?

Global events impacting book trends

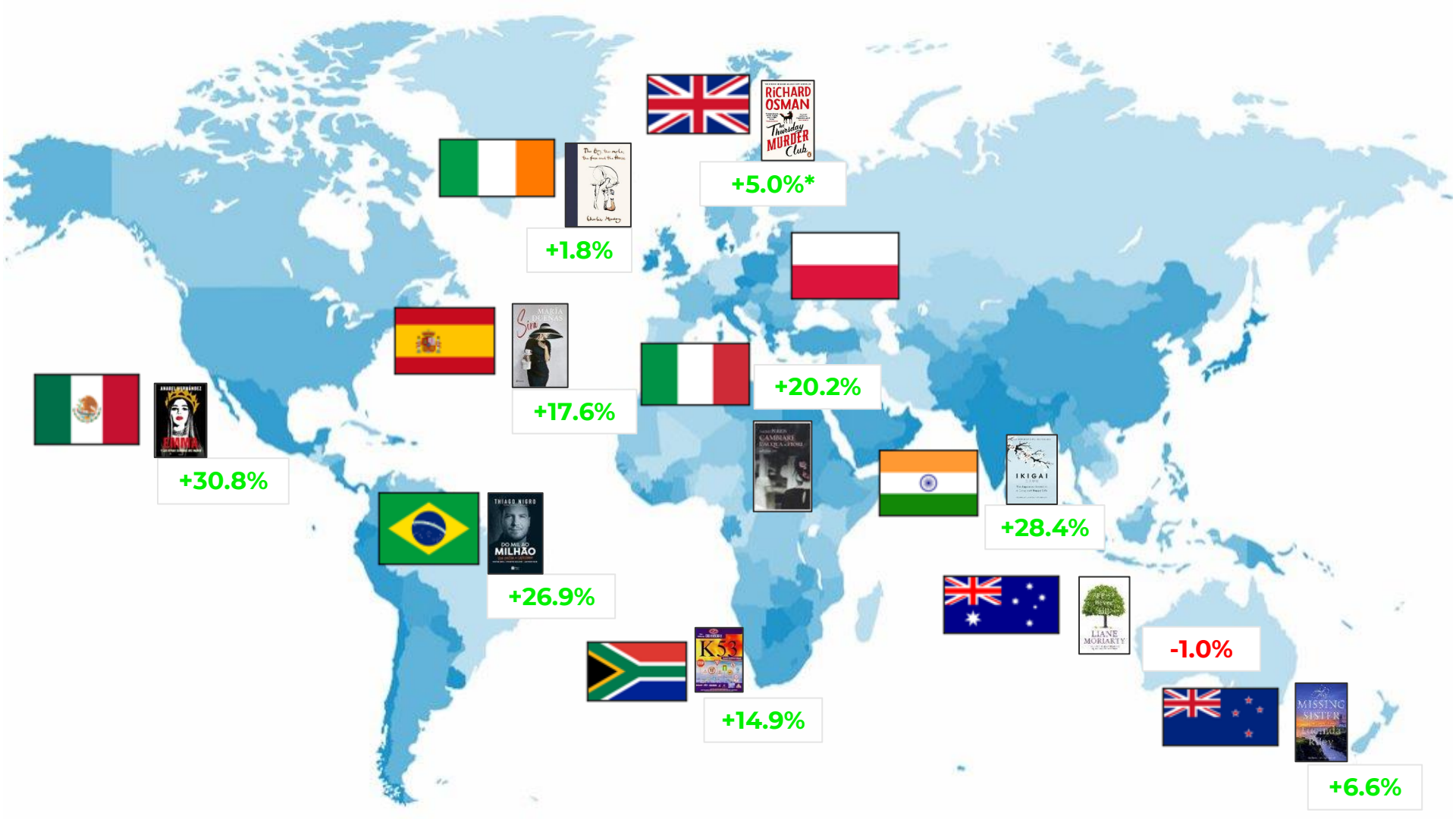


Nielsen BookData

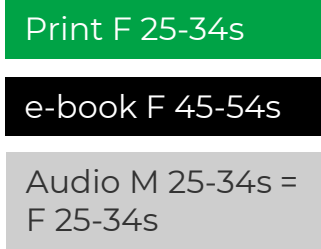
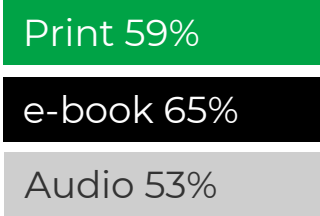




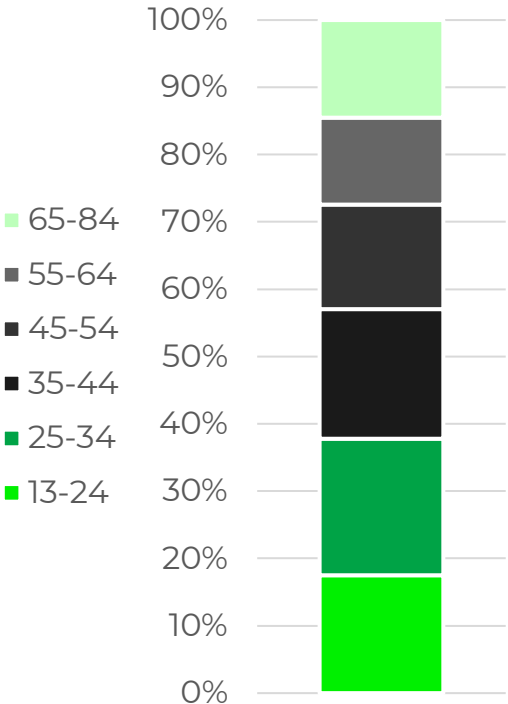
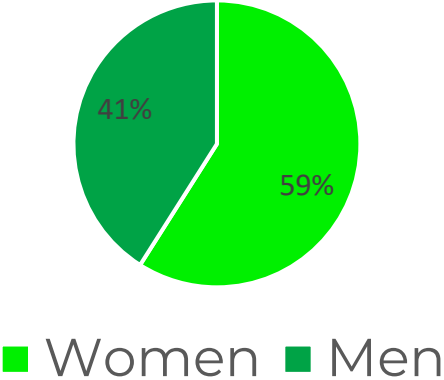
The picture in 2021



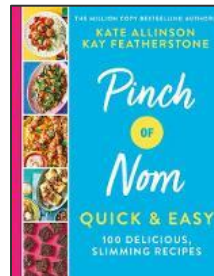
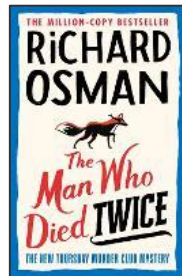
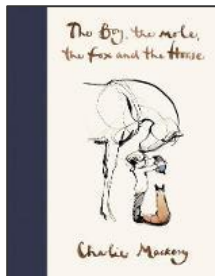
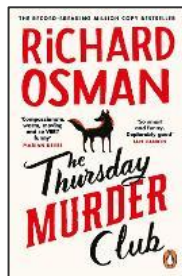
Who bought books in 2021?



All books vol



In the UK: Another year of growth for the UK print book market*



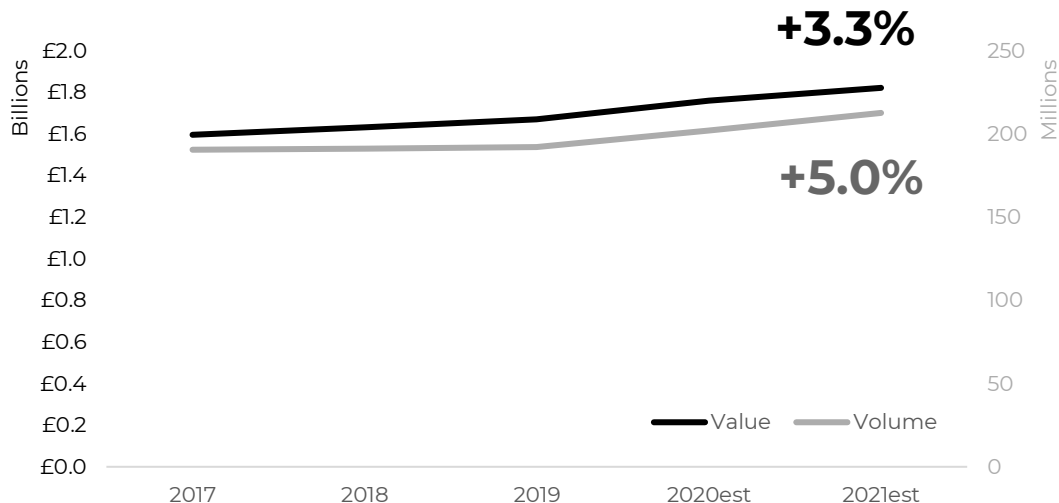
213m books
above 2011-2020



£1.82bn spent
highest ever



£8.57 avg price
third highest on record



Source:: BookScan with 2020 and 2021 = estimated based on BookScan & Books & Consumers data

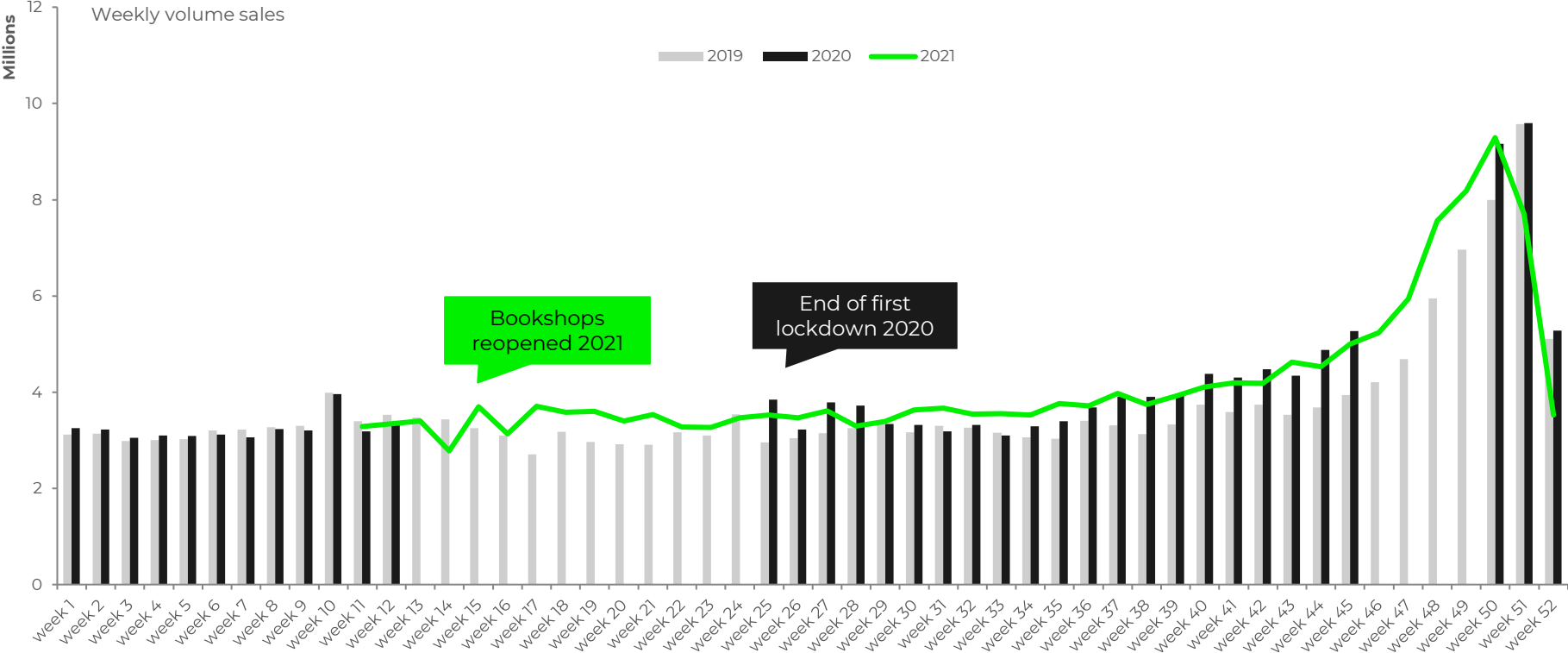
Fiction takes the lead for weekly number ones

23 #1
books in
52 weeks



Source: BookScan

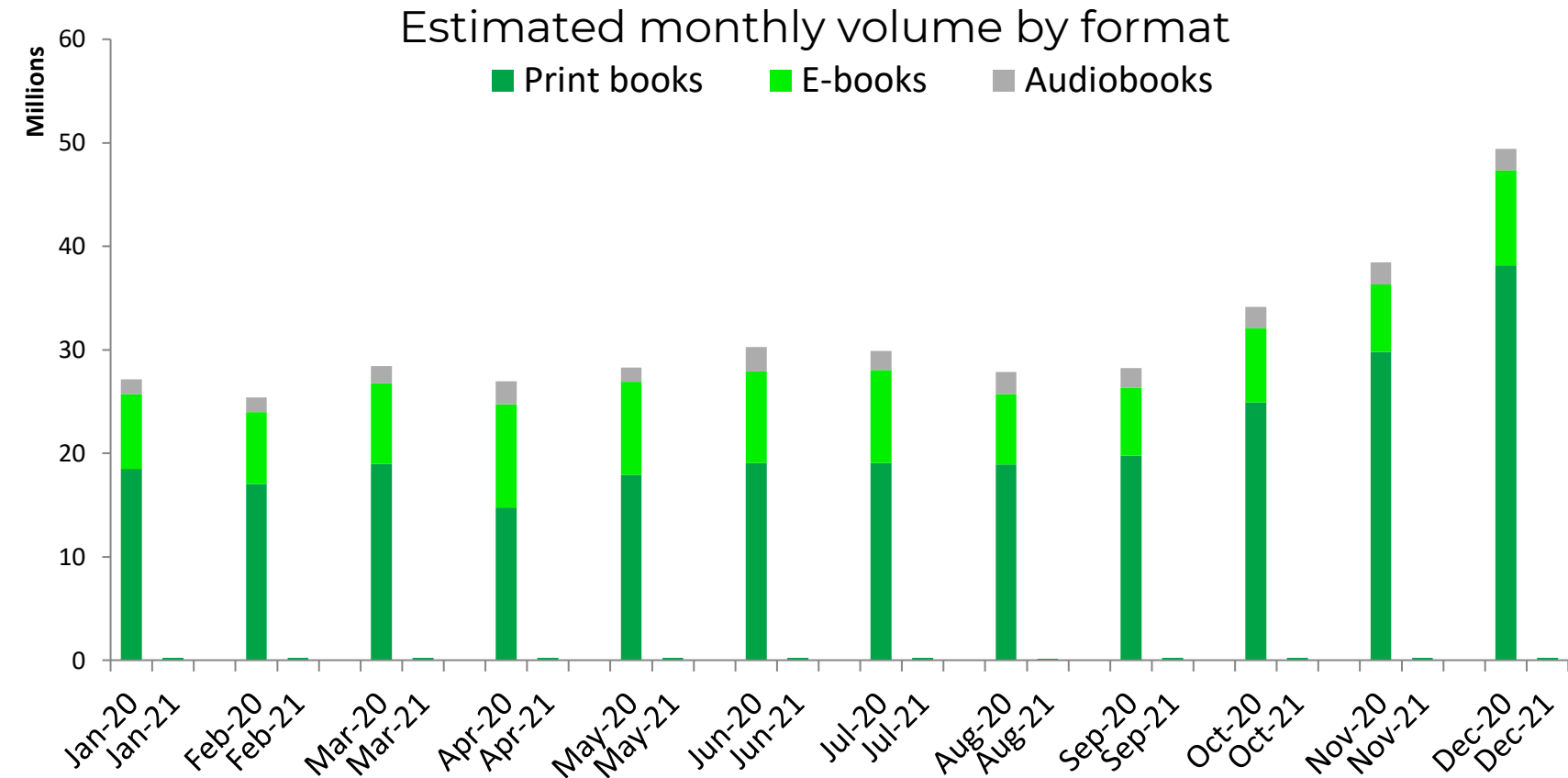
Strong weekly performance throughout 2021, but Christmas dropped off



Source: BookScan

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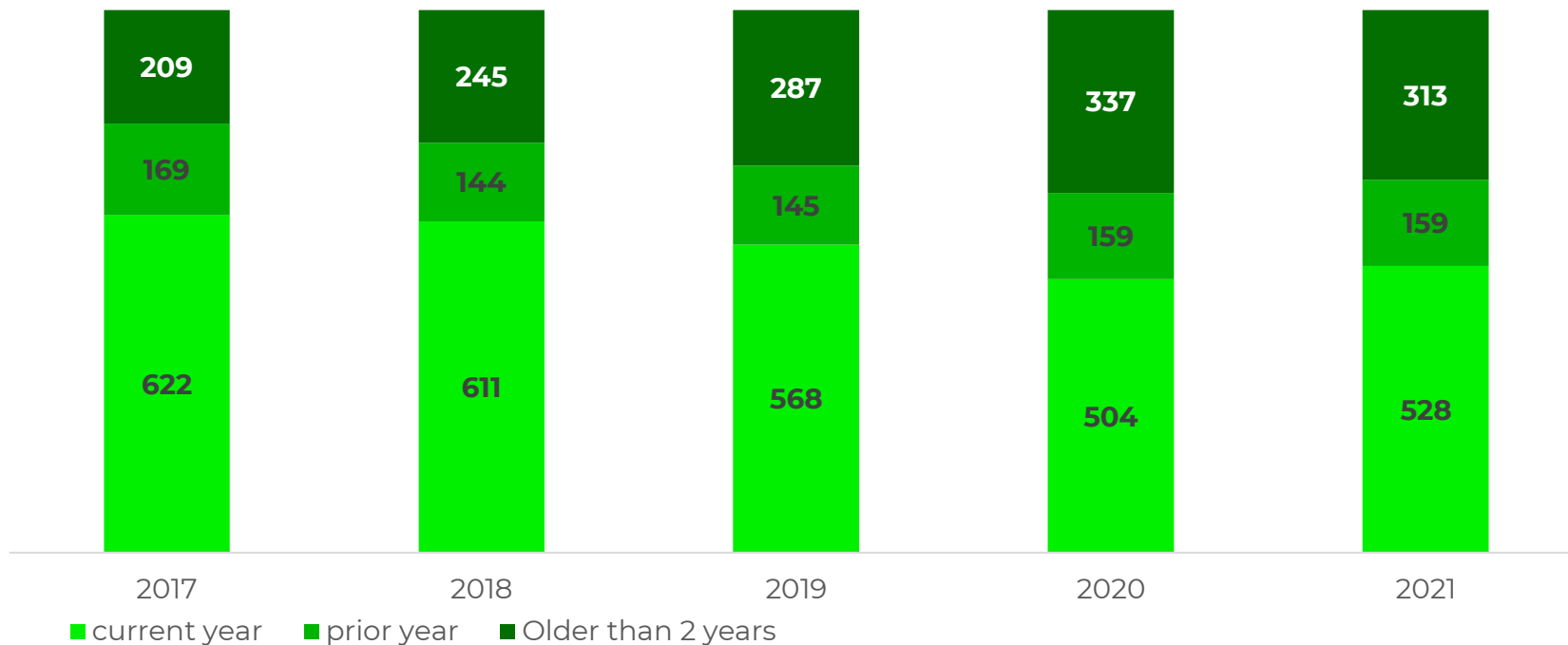
In Digital E-books tracking down since April but print and audio up all year



Has what we buy changed?

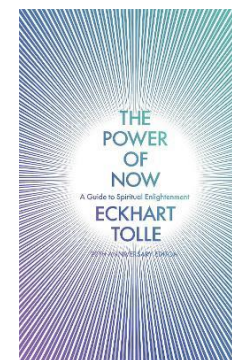
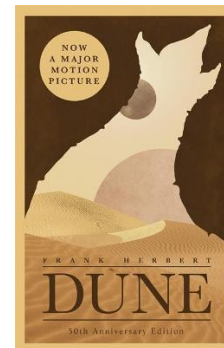
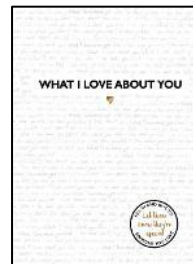
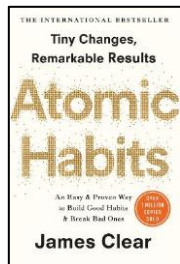
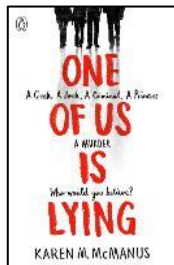
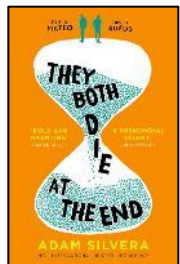
Reinvigoration of backlist

ISBN count in top 1000 by pub year



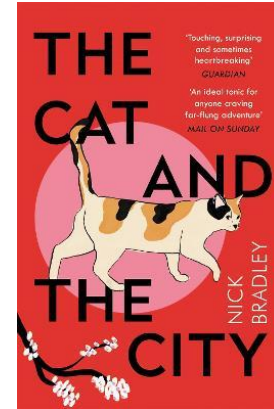
Has what we buy changed?

Reinvigoration of backlist



Has what we buy changed?

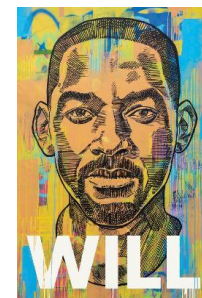
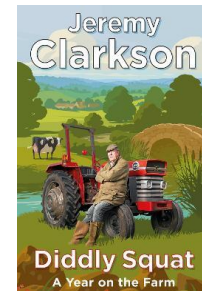
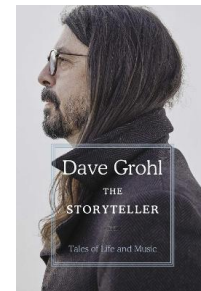
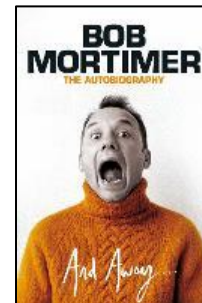
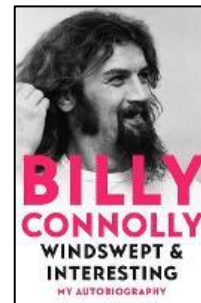
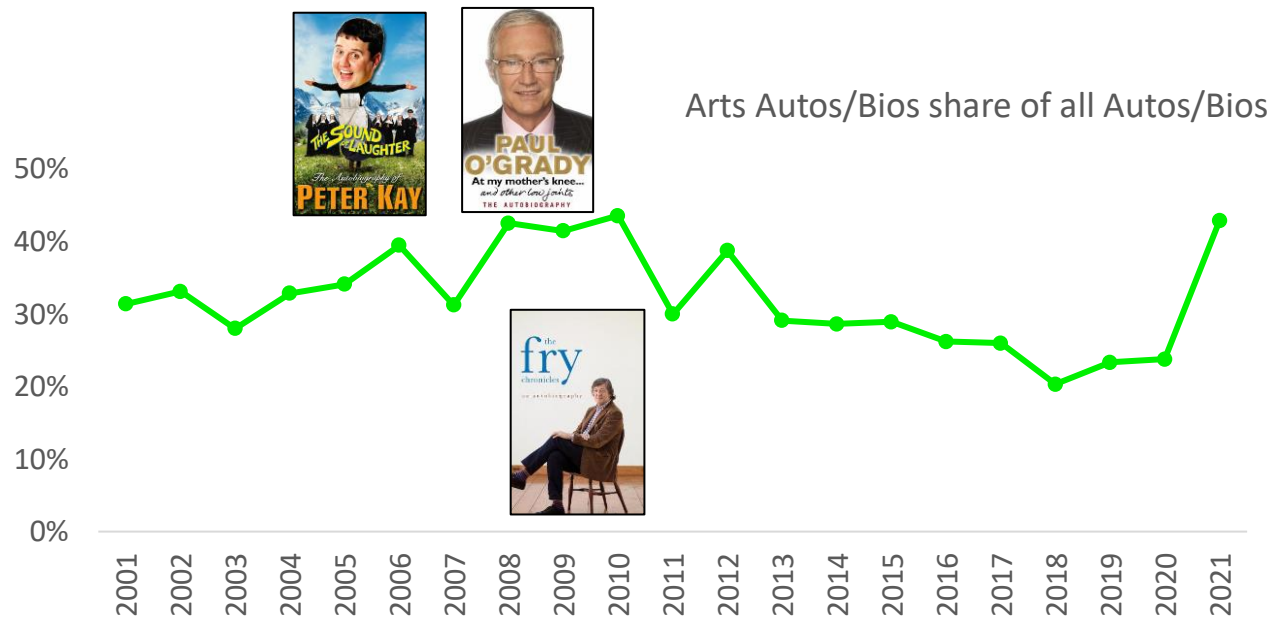
Manga



**£19.2m in 42 weeks of 2021
(+111% vs full year 2019)**

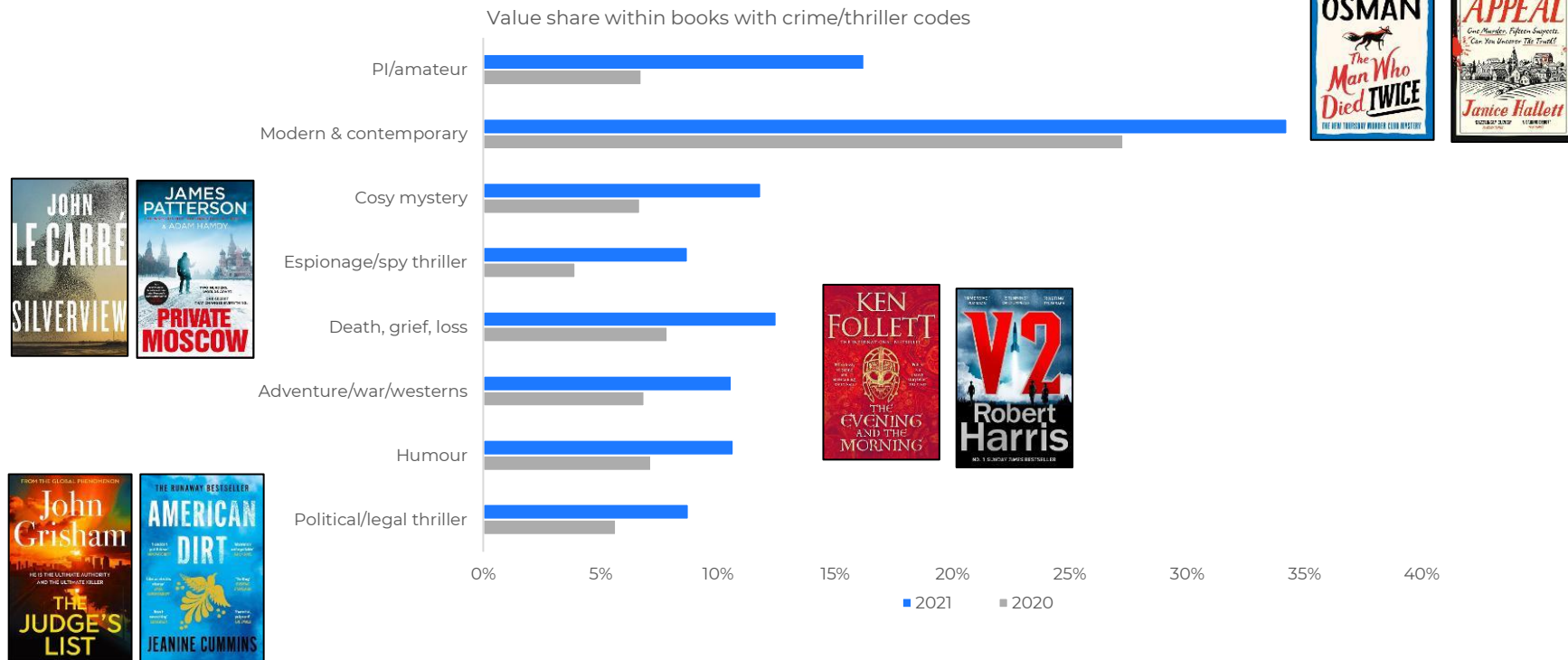
Has what we buy changed?

Celebrities



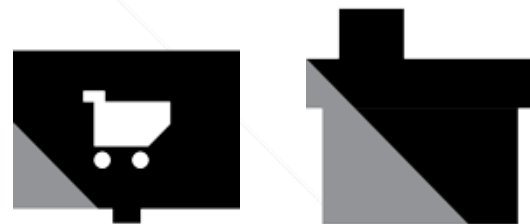
Has what we buy changed?

Crime, Thriller & Adventure shift to cosy not chilling



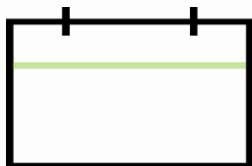
Counting loans of library books - LibScan

Loan tracking



- Public loan figures, collected directly from library systems
- Over 50 public library authorities participating, providing 4 weekly borrowing data from more than 1,500 library branches.
- Panel participation is free of charge
- Standard scripts are available to simplify the provision of lending data.

APPLYING TO LIBRARIES AND LOAN DATA



See 4 weekly
loans for your
own titles



React to changes in
the market by
monitoring your
loans



Maximise the offering to your
library users to maximise
their use of the library



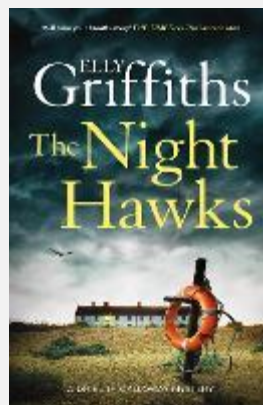
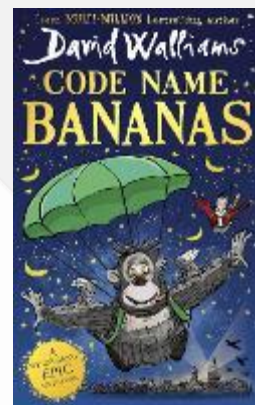
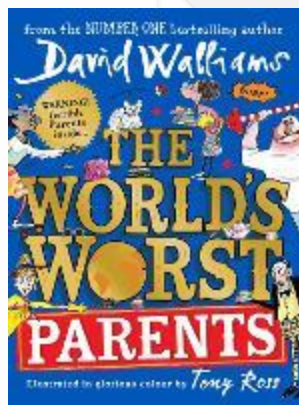
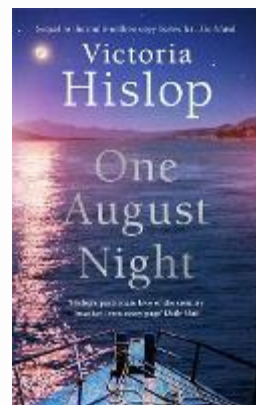
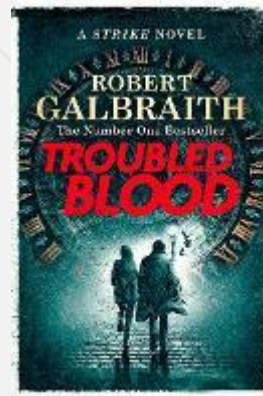
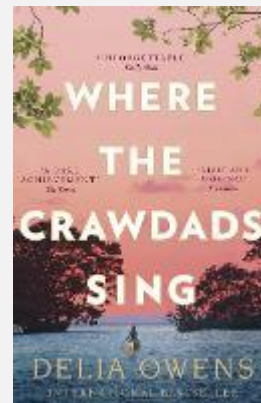
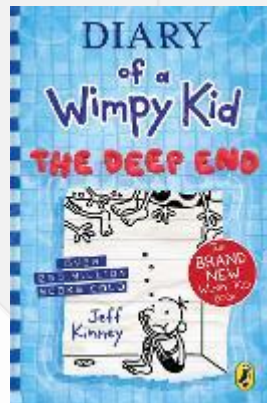
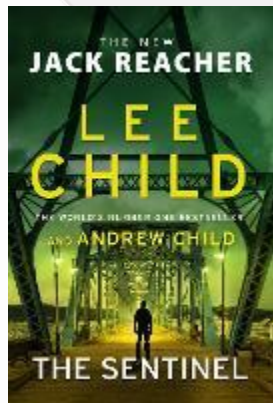
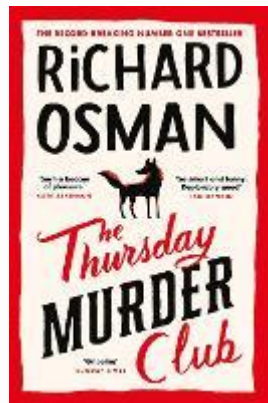
View titles to
understand a
particular genre



Spend your budget
wisely by understanding
those titles that will
have most impact

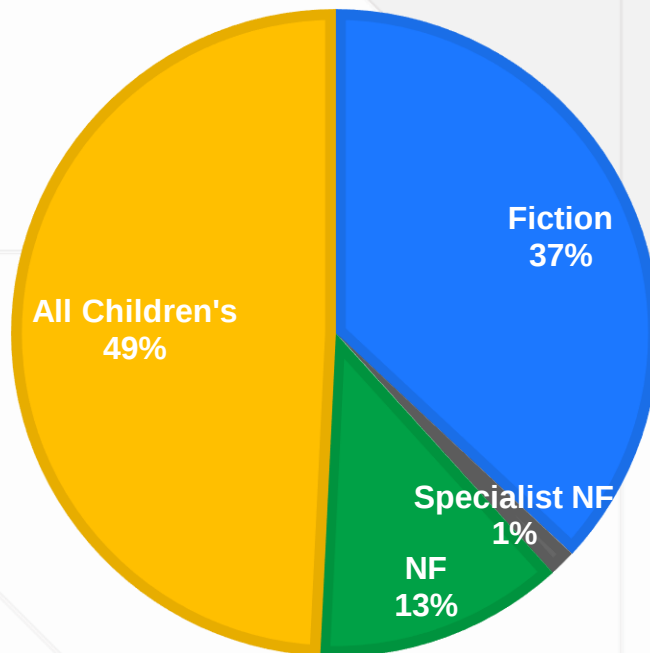


Use data to inform your
discussions and
negotiations with
publishers/library suppliers



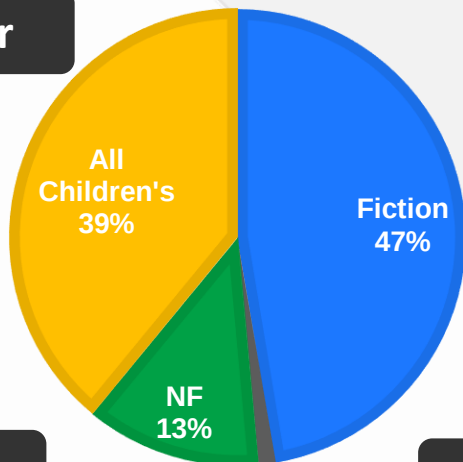
VOLUME LOANS IN 2021

■ Fiction ■ Specialist NF ■ NF ■ All Children's

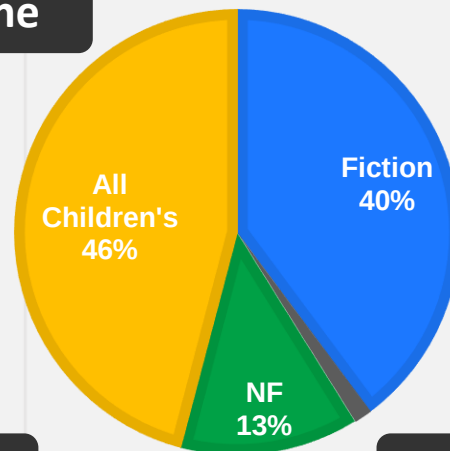


- 30m loans of children's books are recorded through the LibScan panel in a 'normal' year.
- Share of the loans of Children's books increased in 2021 relative to Adult categories.

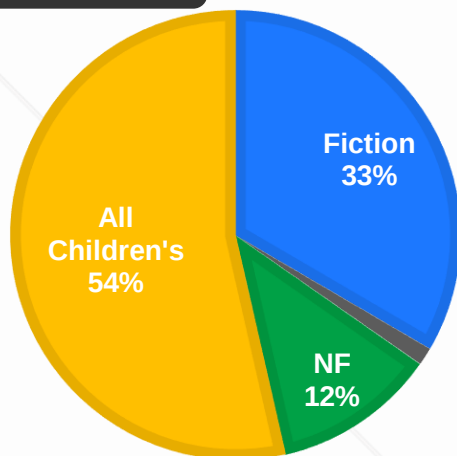
Jan-Mar



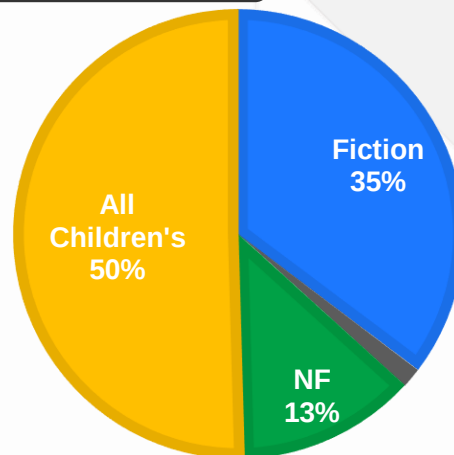
Apr-June



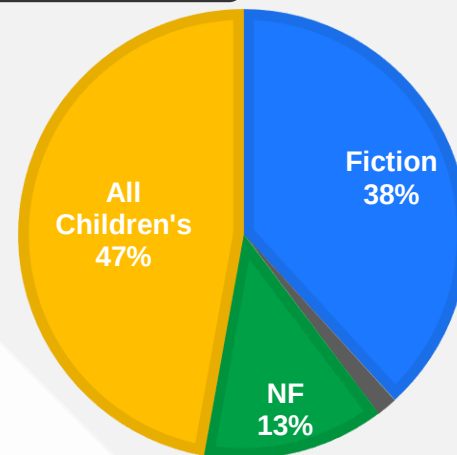
June-Sept



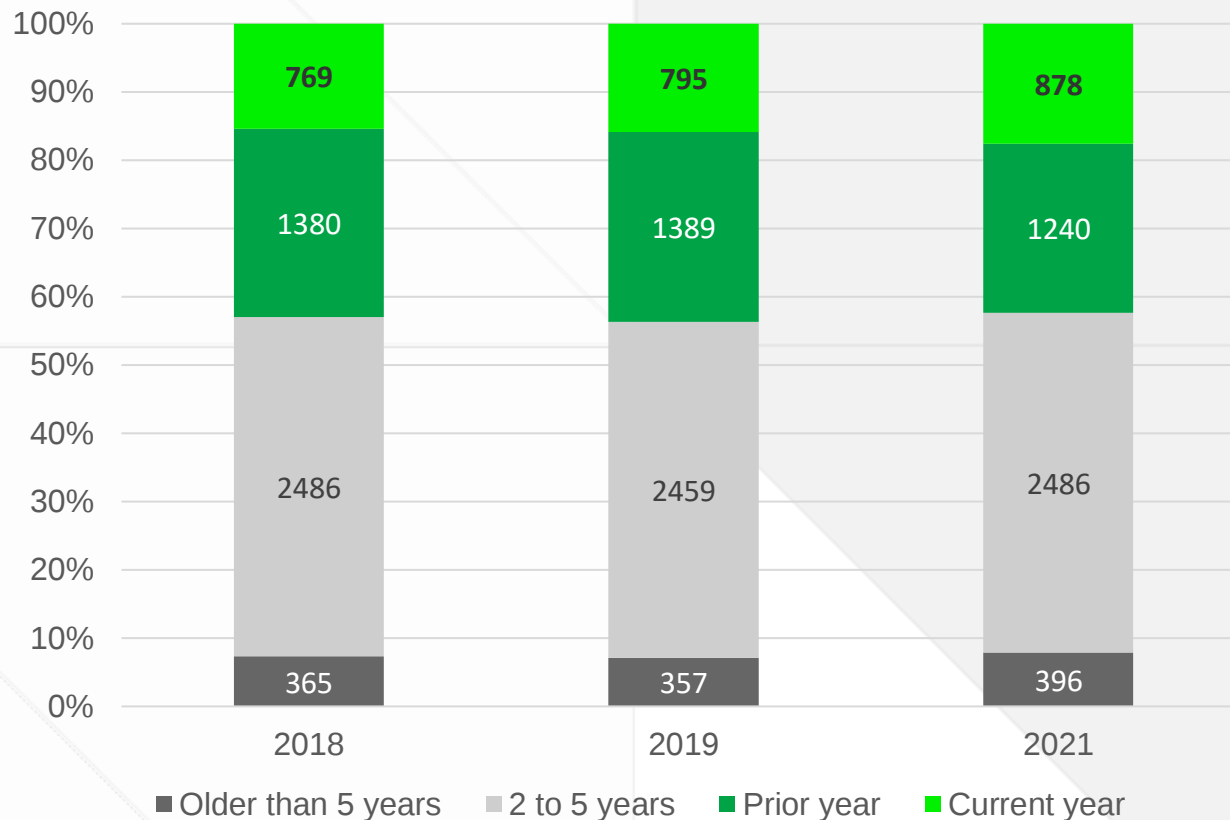
Sept-Dec



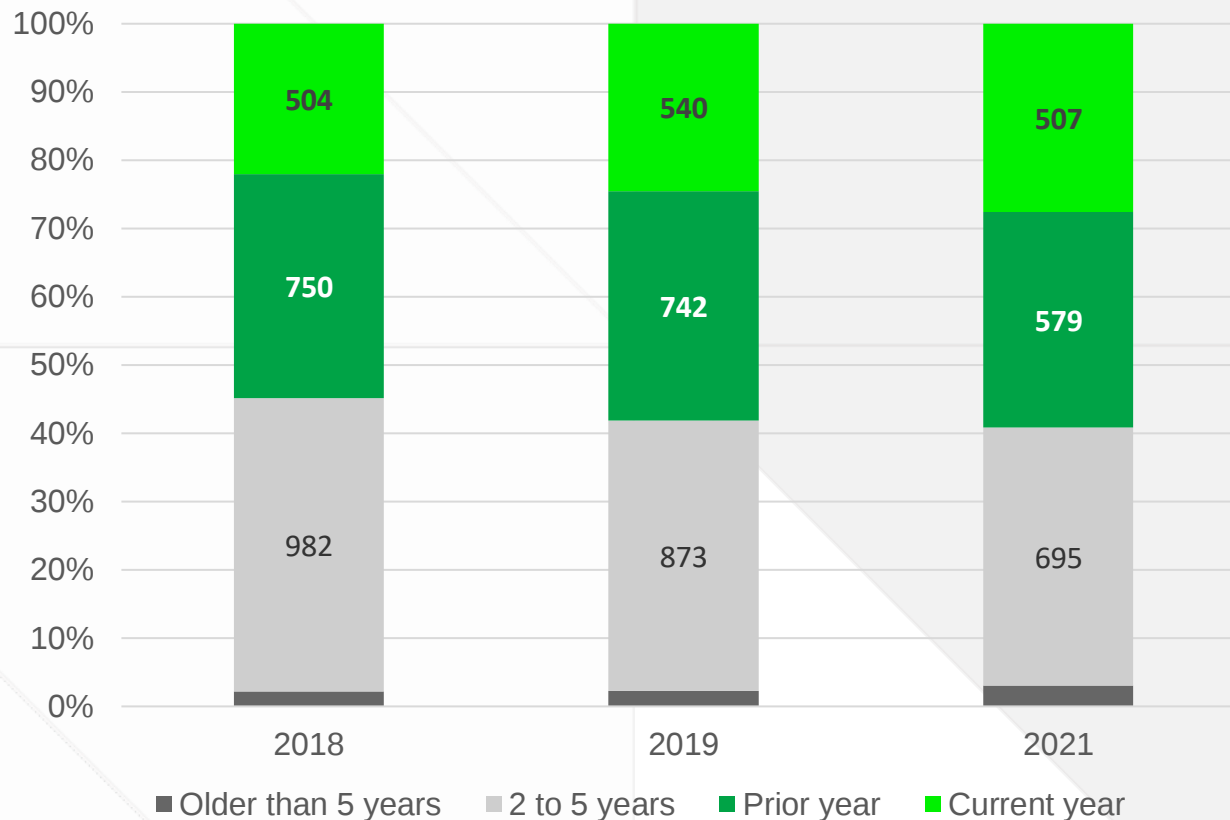
Dec



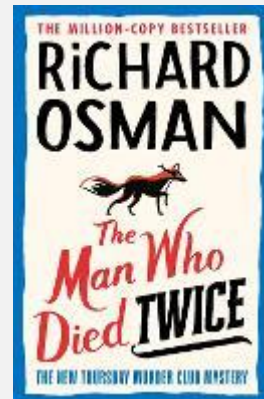
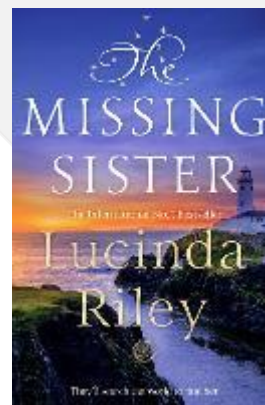
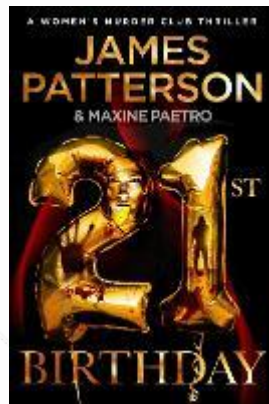
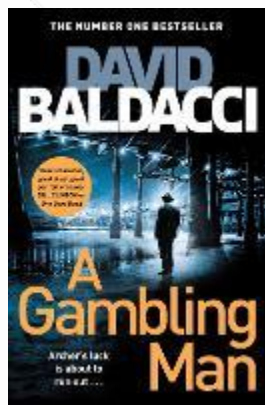
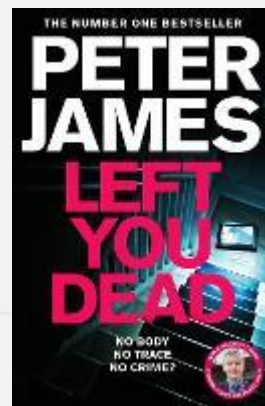
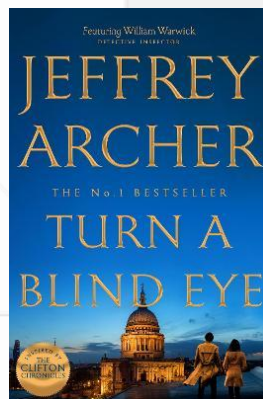
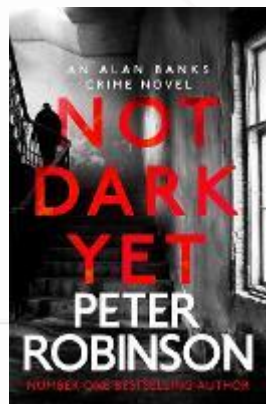
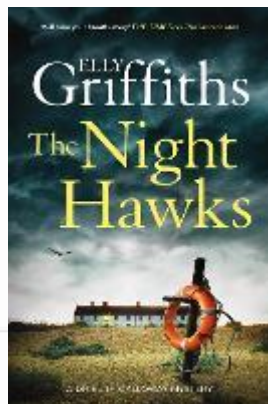
The stability of the front and backlist balance (Top 5,000)



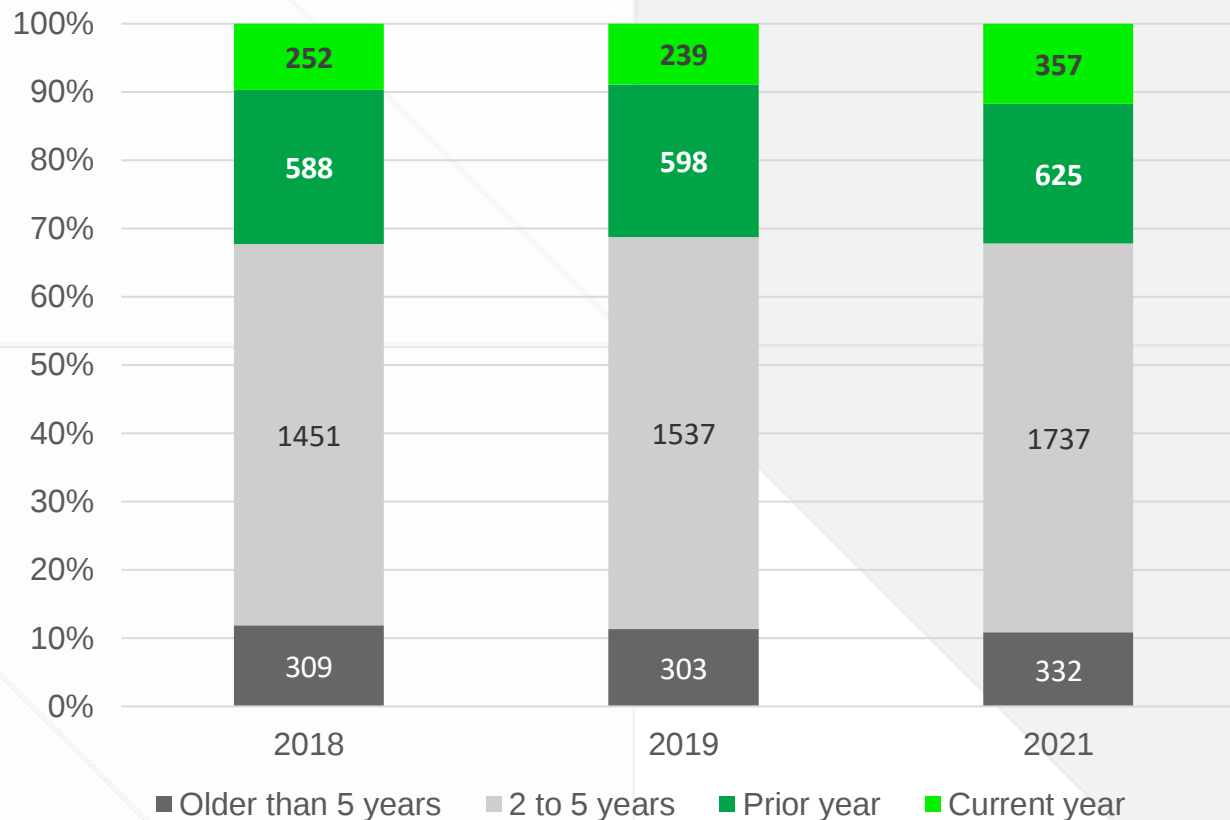
Fiction: Impact of the delayed publishing schedule apparent



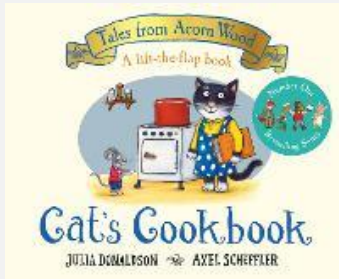
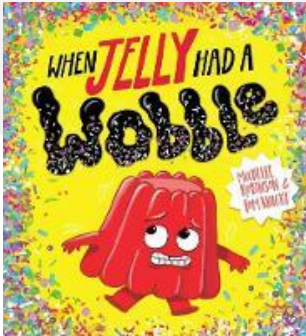
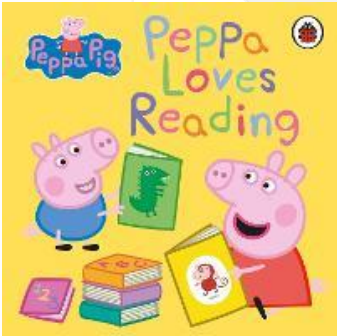
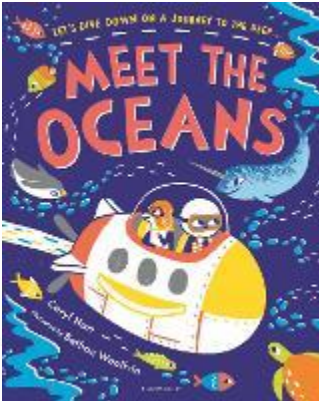
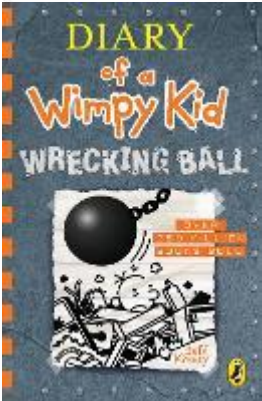
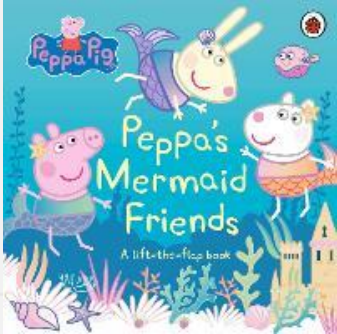
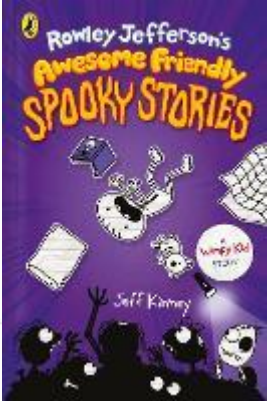
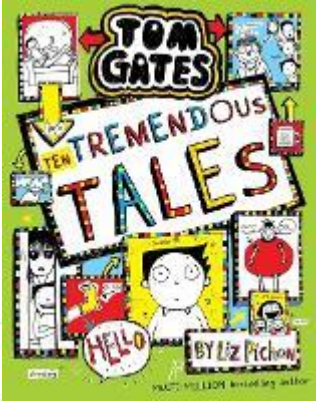
Fiction current year best loaned titles



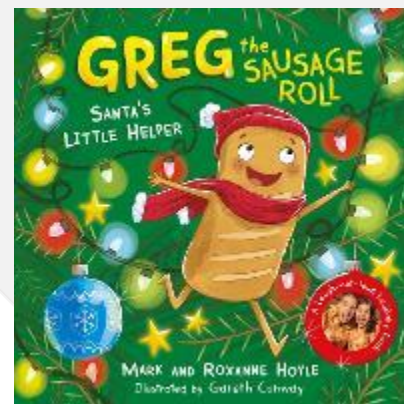
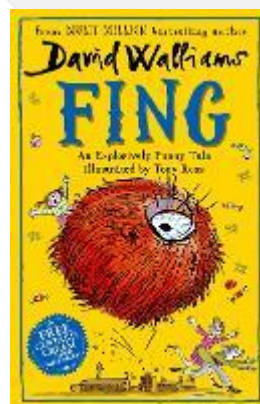
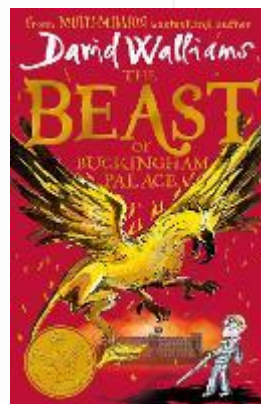
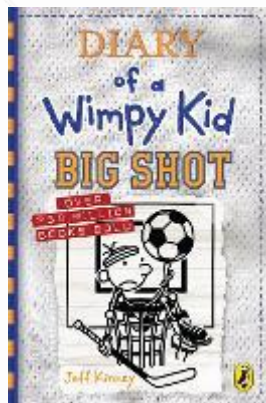
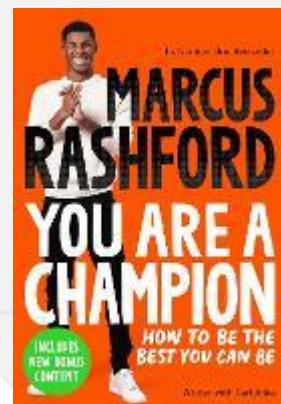
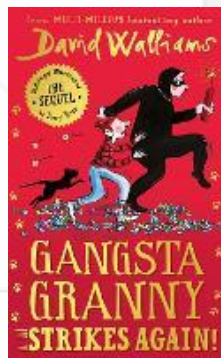
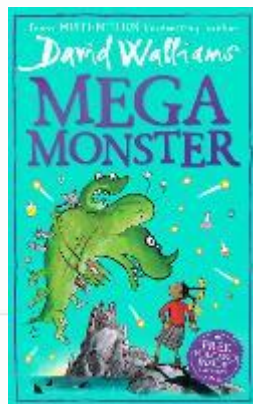
Children's driving 2-5 years backlist



Children's current year best loaned titles



Children's current year bestselling titles



Key insights

1

How we buy and what we buy has shifted –but not radically.

2

‘Stickiest’ impacts for the market?
Increased share of Audiobooks and fiction boost

3

Books continue to be a source of truth for the consumer

4

Libraries continue to serve all but especially children

5

Children’s backlist loans are strongest for 2-5 years

6

Why are the sales successes not always emulated in loans and vis-versa!

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Thank you

Hazel.Kenyon@nielseniq.com

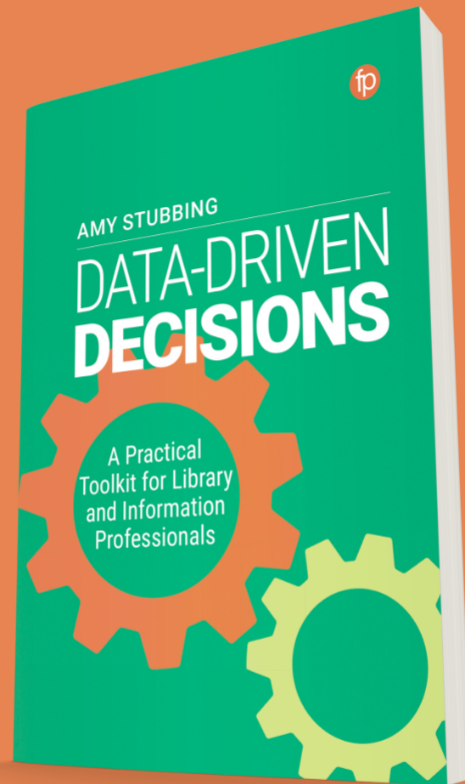




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