

NIELSEN BOOKSCAN ANALYSIS TOOLS GIVE YOU MARKET INSIGHT THAT INFORMS YOUR BUSINESS DECISIONS

Nielsen BookScan Total Consumer Market (TCM) data can be available to you weekly via Nielsen BookScan Online which is a simple web-based analysis tool.

Nielsen BookScan sales data can be analysed by various criteria including category, publisher and format, allowing you to see which genres are selling in which format—giving you vital information to help you inform your business decisions within 72 hours of the end of the week.

You can track market trends to see which titles are driving the results and patterns can easily be interpreted. In addition, the actual selling price is included so when analysing book sales the trends for the level of discounting by title, author, genre, format, region and publisher can easily be seen.

The UK TCM panel has more than 20 years of historical data, allowing year-on-year comparison of sales information.

Nielsen monitors on average 275k different print titles selling per week with an average consumer value of £28.7m.

In 2018, Nielsen BookScan UK measured a total of 190.9 million units to a value of £1.6 billion, making the average Actual Selling Price (ASP) £8.53.

You can also have market insight via our Bespoke reports.

KEY BENEFITS

- Provide publishers with essential intelligence to assist their commissioning, sales, marketing, stock and inventory management decisions
- Use our data for bestseller lists and to add credibility to reports for media (newspapers, TV, radio & magazines)
- Help retailers decide which titles to buy, how long to keep titles in stock, and how to promote their stock
- Libraries use TCM sales data to inform purchasing, stock and promotion decisions and use Nielsen LibScan loans tracking to judge their performance both at local and national level

NIELSEN BOOKSCAN UK

NIELSEN BOOKSCAN PROVIDES ESSENTIAL INFORMATION YOU NEED TO KEEP AHEAD IN AN INCREASINGLY COMPETITIVE RETAIL BOOK MARKET.

METHODOLOGY:

The Nielsen BookScan service is the world's largest continuous book sales tracking service in the world, operating in the UK, Ireland, Australia, New Zealand, India, South Africa, Italy, Spain, Mexico, Brazil and Poland.

Nielsen BookScan collects transactional data at the point of sale, directly from tills and dispatch systems of all major book retailers. This ensures detailed and highly accurate sales information on which books are selling and at what price, giving you the most up to date and relevant data.

The Nielsen BookScan Total Consumer Market (TCM) data covers approximately 90% of all retail print book purchases in the

UK; remaining sites are specialised such as gift shops, specialist booksellers and tourist information centres. Nielsen BookScan TCM represents sales through 6,500 retailers in the UK each week and charts are available within 72 hours of the period end.

PARTICIPANTS IN THE NIELSEN BOOKSCAN TOTAL CONSUMER MARKET PANEL:

Amazon.co.uk	John Smith & Son	V&A Museum	<i>British Bookshops</i>
And Other Stories	Morrisons	Waitrose	<i>Computer Manuals</i>
Asda	National Gallery	Waterstones	<i>Early Learning Centre</i>
BBC Retail	National Portrait Gallery	Waterstones Online	<i>Eason & Son (NI)</i>
Blackwell's	Natural History Museum	WH Smith Online	<i>Fopp Music & Books</i>
Books 2 Door	Rick Stein Restaurants	WH Smith Retail	<i>Hughes & Hughes Travel</i>
Books Etc Online	Royal Academy of Arts	WH Smith Travel	<i>Martins (inc. Forbuoy's & McColl's)</i>
British Museum	Royal Botanic Garden Kew	Wordery	<i>Mothercare</i>
CLC Bookshops	Royal Horticultural Society		<i>PC World</i>
Daunt Books	Sainsbury's	Plus sales from:	<i>Play.com</i>
Eden Project	Stanfords	Daily Mail	<i>Somerfield</i>
English Heritage	Tate Gallery	Daily Telegraph	<i>St. Andrew's</i>
Forbidden Planet	Tesco	Guardian Media	<i>SSG (formerly SPCK)</i>
Foyles	Tesco Online		<i>The Book People (exc. Core range)</i>
Games Workshop	The Book Depository	Historically included:	<i>Wesley Owen</i>
HMV Music	The Science Museum Group	<i>Alpha Retail</i>	<i>Woolworths (via EUK)</i>
Imperial War Museum	The Stationery Office	<i>B&Q</i>	<i>zavvi (formerly Virgin Retail)</i>
Independents (General & Specialist)	The Works (without special sales)	<i>Books Etc</i>	
Institute of Contemporary Arts	Unbound	<i>Books Etc Travel</i>	
		<i>Borders</i>	

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