



The Nielsen Company
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Press Release

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Nielsen Book releases UK Total Consumer Market Trends for 2009 which indicate a small growth in Fiction sales in the UK.

Nielsen Book runs BookScan the world's largest market measurement and analysis service, which tracks retail sales data in: UK, Ireland, US, Australia, New Zealand, South Africa, Italy, Spain and Denmark. Transaction data is collected at the point of sale from all major book retailers and made available to the book industry.

In 2009 volume sales were down by -0.5% to 235.6m and value sales declined by -1.2% to £1.75bn taken at the till. Successes of 2009 included Dan Brown's latest offering, *The Lost Symbol* and the Stephenie Meyer, *Twilight* series of books which dominated the charts in 2009. Between them these two authors boosted the Adult and Children's Fiction market by selling 6.0m books and generating £38.9m in sales.

After these two giants of fiction came *Guinness World Records 2010* at a very respectable 6th place of the top sellers of the year, and was the highest selling Non Fiction title. The top 20 titles saw an increase in the number of paperback books relative to hardback titles compared with last year with 16 of the 20 being in paperback format compared with last year's 11 titles. This resulted in a drop in the average price paid at the till to £6.30, £1.33 less than in 2008.

Additionally, the value of the book market was further dented as consumers enjoyed an average discount of 24.7% from the recommended retail price of titles in 2009, the highest ever measured since 2001 increasing 1.4% from discounts received in 2008.

TCM Genres Trend – Fiction up, Children's up, only Trade Non Fiction in decline

- **FICTION:** The huge success of Stephenie Meyer and Dan Brown has boosted the fiction market to the point of growth with a 1.2% increase in Adult Fiction value sales in 2009. Without *The Lost Symbol* this would have become a -1.3% decline in the value of the Adult Fiction market. In the Children's fiction market a similar pattern is seen with a very healthy 8.6% growth in value.
- **TRADE NON FICTION:** Non-Fiction has not been so lucky with a decline of -6.4% in value sales in 2009 compared with 2008. This has such a striking effect on the overall figures since Non Fiction accounts for 42.0% of all book sales in the UK.

- Nielsen Book notes that categories such as History & Military, Literature, Poetry & Criticism and Politics & Government have all seen good growth in 2009 – in fact, the first two categories are at an all time high since records began in 2001.
- **SPECIALIST NON FICTION:** In value sales, Specialist Non Fiction, the smallest sector, has, in contrast seen growth of +3.8% and +2.3% in volume sales. This sector now accounts for 11.8% of all sales by value and 4.8% of volume sales. Much of this is due to higher priced “Academic” titles.
- **CHILDREN’S, YOUNG ADULT & EDUCATIONAL:** The Children’s, Young Adult and Educational Genre also grew in 2009 up by 4.5% in value terms. This now accounts for 18.7% of the value sales of the total market.

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Nielsen Book has four key brands: Registration Agencies (ISBN and SAN Agencies for UK & Ireland, ISTC), BookData, BookNet and BookScan. The Nielsen BookData service provides comprehensive, enriched and timely bibliographic data worldwide. There is a range of information services for booksellers, libraries and publishers in 100 countries around the world. The Nielsen BookNet service provides value-added transaction services to the industry. The Nielsen BookScan service provides the world’s only continuous retail monitoring service for English-language books in the UK, Ireland, US, Australia, South Africa, Italy, New Zealand, Denmark and Spain. The company launched LibScan earlier this year, allowing the collection and analysis of library borrowing data. To-date, 29 UK public library authorities have joined the panel and the aim is to build this in 2010. The group employs 120 staff in the UK. The company is wholly owned by The Nielsen Company. For more information, please visit: www.nielsenbook.co.uk

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