

Irish Consumer Market

Our Nielsen BookScan service is the world's largest continuous book sales tracking service operating in Ireland, the UK, Australia, US, South Africa, Italy, Spain, Denmark and New Zealand.

We collect total transaction data at the point of sale directly from the tills and dispatch systems of all major book retailers. This ensures that detailed and highly accurate sales information on which books are selling, and at what price, is available to the book trade.

The Republic of Ireland Consumer Market panel launched with effect from December 2002, with expansions in September 2004, December 2006 and December 2009. It is estimated that coverage is approximately 70% of retail book purchases made from within the Republic of Ireland.

In a typical week we will measure over 42,000 different titles, with an average volume mark of 255,000 units and a value of €2.7 million.

The sales data is available by volume and value (Euro), though the RRP listed continues to be Sterling as not all books have a published Euro price on the Nielsen Book database.

Sales data is delivered to subscribing publishers and contributing retailers on a weekly basis within 72 hours of the period end.

The Irish Consumer Market (ICM) database is a very valuable data source for the tracking of individual titles, genre and authors and will continue to grow.

Another panel expansion is possible at a suitable time in the future and would include, amongst others, specialist independent retailers.

Bestseller charts based on unit sales only are available combining sales from the Republic of Ireland with sales from Northern Ireland.



Participants in the Irish Consumer Panel

Amazon.co.uk
B&Q
Borders*
Dubray Books
Eason & Son Ltd
Early Learning Centre
General & Academic Independents
(including Book Centre)
HMV

* historical

Hodges Figgis
Hughes & Hughes*
O'Mahony's
Play.com
Tesco Ireland
The Book Station
Veritas
zavvi
Waterstone's

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Please state whether you are a publisher or retailer.