

Italian Consumer Market

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

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

In an average week we monitor sales of 1.5 million units from over 83,000 unique ISBNs.

Sales data is collected in both volume and value.

Data is available to subscribing publishers and contributing retailers on a weekly basis, delivered 4 days after the end of the week.

The Italian BookScan service is an alliance with BookScan UK and was launched at the beginning of 2007.



Participants in the Italian Consumer Market Panel:

Arion
BOL Internet
Feltrinelli
FNAC
Guida
Guini
Hoepli internet
Independents

Internet BookShop
Italy
Lagiannella
Melbookstores
Mondadori Franchise
Mondadori Retail
UBIK

Contact us:

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