

Danish Consumer Market

The Nielsen BookScan service is the world's largest continuous book sales tracking service operating in Denmark, the UK, Ireland, Australia, US, South Africa, Italy, Spain 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 Danish panel covers approximately 75% of consumer purchases through booksellers in Denmark representing sales through 170 retailers each week and charts are available within 72 hours of the period end. The panel was launched in September 2008 allowing for year-on-year comparison of sales information.

In a typical week the Danish panel will measure over 15,000 different titles with a value of over DKK 140,000 for the seven day period.

In the first year (Sept 2008 to Sept 2009), BookScan.dk measured a total of 9 million units to a value of DKK 1.4 billion, making the average ASP (Actual Selling Price) DKK 147.14. Levels of discounting in the market place can be measured as the actual price paid is collected and this information can be analysed by various criteria including genre, format, region and publisher.

The Danish BookScan service is run in cooperation with The Danish Booksellers Association.



Participants in the Danish Consumer Market Panel:

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