

## Spanish Consumer Market

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

We collect total transaction 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.

Sales data is collected in both volume and value.

Data is available to subscribing publishers and contributing retailers on a weekly basis, delivered 8 days after the end of the week.

The bibliographic database contains over 1 million ISBNs. All ISBNs sold are classified by category and subcategory.

The Spanish BookScan service is an alliance with BookScan US. The reports are delivered via web-access and are similar to the standard US reporting but customised for Spain, including by region.



### Participants in the Spanish Consumer Market Panel:

**Hypermarket**  
census data

**Chains**  
El Corte ingles  
La casa del Libro  
Abacus  
Crisol  
Vips, S  
GEL

plus 600 top Independents (some buying groups)

### Contact us:

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