

NIELSEN BOOKSCAN AUSTRALIA

DATA TO BE CREDITED TO **NIELSEN BOOKSCAN AUSTRALIA**

Nagi Maehashi's *RecipeTin Eats: Tonight* breaks BookScan Australia records

[CORRECTION] SYDNEY, Updated 31 October 2024 – Nagi Maehashi's *RecipeTin Eats: Tonight* (published by Pan Macmillan) is the highest selling print title in the Australian Book Market for the week ending 19 October 2024, according to Nielsen BookData, the leading provider of metadata, consumer research and retail sales analysis services for the book industry.

Selling 78K copies, *RecipeTin Eats: Tonight* has broken the record for the highest first week of sales for a Non-Fiction title since BookScan Australia records began in December 2002, beating the previous record holder, Scott Pape's *The Barefoot Investor For Families* (HarperCollins) which sold 75K copies in its first week in September 2018.

Nagi Maehashi's first book *RecipeTin Eats: Dinner* (published October 2022 by Pan Macmillan) is the highest selling print title in the Australian Book Market for 2024 so far (to 19 October 2024). It has sold over 121K copies in 2024 this year to date, and 539K copies since its publication in October 2022.

RecipeTin Eats: Dinner is the third-highest selling cookbook since BookScan Australia's print records began in 2002. It is the second-highest selling cookbook by an Australian author. In Non-fiction overall, it is the sixth highest selling title.

In neighbouring New Zealand, *RecipeTin Eats: Tonight* also topped the weekly bestsellers chart for the week ending the 19 October 2024 selling 1.4K copies in the New Zealand market (NZTM).

Note: A correction has been issued amending that the previous BookScan record holder for highest first week of in Non-Fiction was Scott Pape's *The Barefoot Investor For Families* (HarperCollins) which sold 75K copies in its first week in September 2018.



Nielsen BookData

Source: Nielsen BookScan Australian Book Market (ABM) data, December 2002 to the week ending 19 October 2024

Nielsen BookScan New Zealand Total Market (NZTM) data, December 2008 to the week ending 19 October 2024

Notes to editor:

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About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. **Nielsen BookScan** is a Nielsen BookData service. BookScan is the world's largest continuous sales analysis service and operates in 12 countries and 4 continents. Retail sales information is collected at the point of sale from thousands of outlets in the UK, Ireland, Australia, South Africa, Italy, Spain, New Zealand, India, Mexico, Brazil, Poland and Colombia. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. **Nielsen PubTrack Digital Australia and New Zealand** collects e-book sales data directly from publishers to provide a true and complete picture of e-book sales in Australia and New Zealand across participating publishers. **Nielsen BookData Research** is a Nielsen BookData service. In addition to continuous sales and consumer monitoring, Nielsen BookData carries out individually commissioned and syndicated deep dive studies into book buyers and particular market segments. Recent topics include the e-book consumer, audiobook consumption and trends, and children's books and leisure activities.

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