

Books and Consumers 2024 report

NielsenIQ BookData Australia

SYDNEY, 26 June 2025 – According to NielsenIQ BookData, the leading provider of search, consumer research and retail sales analysis services for the book industry, reported book purchases measured 108 million units in 2024, with \$2.1 billion spent by Australian book buyers across all book formats. These self-reported purchases have been benchmarked against the size of the full book market in both Australia and New Zealand. Whilst print books remain the mainstay of the Australian book market, digital formats are making inroads, with ebooks accounting for 17% of purchases, and audiobooks 6% of purchases.

So, who is making these purchases in 2024 and why do they purchase the way they do? With the full year 2024 Books & Consumers ANZ report, a clear picture of the average Australian book buyer has emerged.

The largest cohort of book buyers in Australia in 2024 were the 35-44s age group, accounting for a quarter of all buyers, followed by the 25-34s at 21%. The 35-44s prefer print books as well as having the largest share of audiobook sales, while ebooks are favoured by the 65-84s.

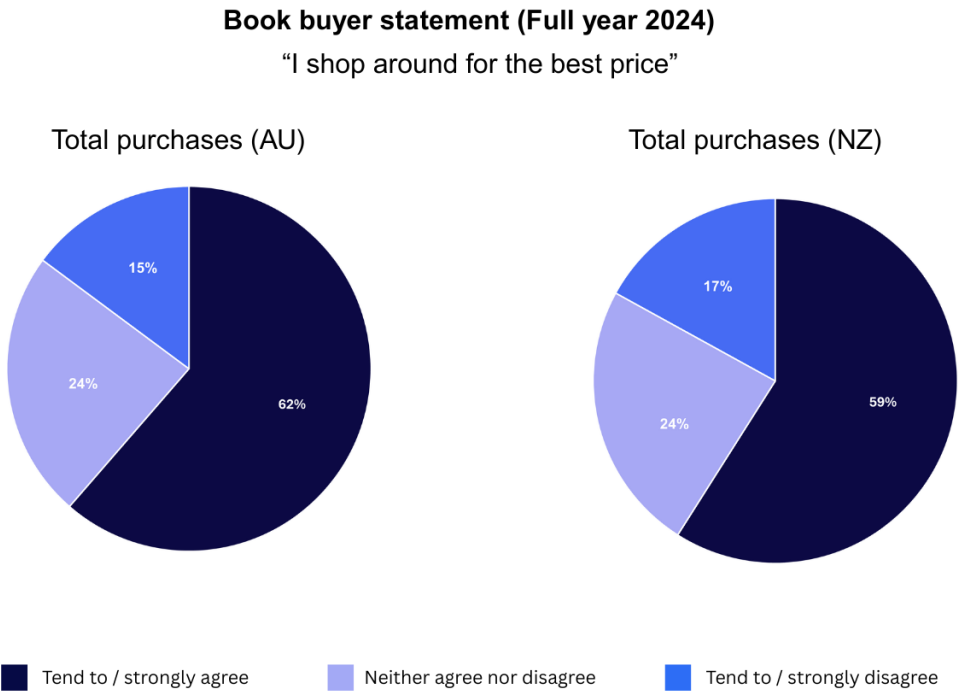
New Zealand book buyers are also surveyed and there are some similarities to be found. The 35-44s are also the largest age group at 26% of all buyers although when it comes to digital purchases (consisting of both ebooks and audiobooks), the 25-34s, 35-44s, and 65-84s are all tied for the highest share of buyers of this format.

Delving into how Australian book buyers find out about the books they purchase, more than 1 in 4 (22%) make their discovery while browsing, either online or in a physical store. In New Zealand, this figure is higher at 26%. Book buyers in both Australia and New Zealand also discover new books from having read other books by the same author/series (21% in AU, 25% in NZ) and recommendations (19% in AU, 18% in NZ).

Once a book buyer has discovered the book they wish to purchase, what then influences them to make the purchase? There's an even split between subject and author as the main purchase influence for Australian book buyers (22%), followed closely by series at 19%. New Zealand book buyers are slightly different, preferring subject more highly than author (25% and 24% respectively), again followed by series at 19%.

And when it comes to retailer of choice? That question was put to respondents and convenience far outweighs the rest, with 53% of Australian book buyers and 54% of New Zealand book buyers selecting to purchase at a chosen retailer for this reason. Price (35% in AU, 31% in NZ) and good selection (21% in AU and 24% in NZ) were amongst the top reasons for purchasing with a specific retailer.

When it comes to statements around the price of books, the majority of both Australian (64%) and New Zealand (59%) book buyers paid full price for the book/s they eventually purchased. At the same time, ANZ book buyers also stated that they strongly agree/tend to agree that they shop around for the best price when buying their books (62% in AU and 59% in New Zealand).



The full year 2024 Books & Consumers report contains detailed information about Australian and New Zealand book buyers, including what do they do in their spare time, what their favourite genres are and how they choose what book purchases to make next.

About the survey

The Books & Consumers ANZ quarterly surveys track consumer book purchases in Australia and New Zealand, monitor book purchases in all formats (digital and physical) across a wide selection of sources (retailers, both on- and offline, schools, workplaces and direct mail).

The report across the full 2024 calendar year is now available to purchase in both standard and premium options, as well as the previous Quarter 1 (January to March 2024), Quarter 2 (January to June 2024) and Quarter 3 (January to September) reports. The Quarter 1, 2025 report (January to March 2025) will be available to purchase over the coming months. This will be the first report to contain comparisons to Quarter 1, 2024.

Contact infobookdataaus@nielseniq.com now to preorder the 2025 reports.

Please direct all enquiries about these reports to infobookdataaus@nielseniq.com or [click here](#) to be directed to the order form.

Source: NielsenIQ BookData Books & Consumers Australia & New Zealand, January to December 2024

Notes to editor:

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About NielsenIQ BookData

NielsenIQ BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. NielsenIQ BookScan is a NielsenIQ BookData service. BookScan is the world's largest continuous sales analysis service and operates in 17 countries and 4 continents. Retail sales information is collected at the point of sale from thousands of outlets in the UK, Australia, Belgium, Brazil, Colombia, France, India, Italy, Mexico, Netherlands, New Zealand, Poland, Portugal, South Africa, Spain, Switzerland. Publishers, booksellers and libraries can use the information to assist strategic, acquisition and purchasing decisions. NielsenIQ 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. NielsenIQ BookData Research is a NielsenIQ BookData service. In addition to continuous sales and consumer monitoring, NielsenIQ 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.

The company is wholly owned by NielsenIQ.

For more information, please visit: <https://niq.com/bookdata-australia>

About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decisionmaking for the world's leading consumer goods companies and retailers. Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth. NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population.

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