

Total Consumer Market

Our Nielsen BookScan service is the world's largest continuous book sales tracking service operating in the UK, Ireland, Australia, US, South Africa, Italy, Spain, Denmark 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 Total Consumer Market (TCM) data covers over 90% of all retail book purchases in the UK – the remaining being very specialist sites such as gift shops, specialist booksellers and tourist information centres. The TCM represents sales through 8,500 retailers in the

UK each week and charts are available within 72 hours of the period end.

The TCM panel is available from January 2001 and stabilised in 2003 allowing for year-on-year comparison of sales information. The TCM universe monitors more than 200,000 different titles selling in a week and the consumer value is in excess of £30 million for the seven day period.

In 2009, BookScan UK measured a total of 235.6 million units to a value of £1.7 billion, making the average ASP (Actual Selling Price) £7.44. 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.



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Please state whether you are a publisher or retailer.

Participants in the Total Consumer Market Panel

Alpha Retail*
Amazon.co.uk
Asda
Asda Online
B&Q
BBC Retail
Blackwell
Books Etc*
Books Etc Travel*
Borders*
British Bookshops
Computer Manuals
Early Learning Centre
Eason & Son (NI)
Eden Project
Fopp Music & Books*
Forbidden Planet
Foyles
Games Workshop
HMV Music

Hughes & Hughes Travel*
Independents (General & Specialist)
Imperial War Museum
Institute of Contemporary Arts
John Smith & Son
Martins (inc. Forbuoys & McColls)*
Morrisons
Mothercare
National Gallery
National Portrait Gallery
Natural History Museum
PC Books
PC World*
Play.com
RHS
River Cottage
Saatchi Gallery
Sainsbury's
Somerville
SSG (formerly SPCK)

St. Andrew's
Stanfords
Tate Gallery
The Stationery Office
Tesco
Tesco Online
V&A Museum
Waitrose
Waterstone's
Waterstone's Online
Wesley Owen*
WH Smith Retail
WH Smith Online
WH Smith Travel
Woolworths (via EUK)*
zavvi (formerly Virgin Retail)*

Plus sales from: Guardian Media, Daily Mail, Mail on Sunday and Daily Telegraph.

*historical