

# Points for LBF Virtual Conference: US

## Findings in Children's Bookselling

June 2017

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# NPD US Book Industry Measurement Services



## Sales measurement

- BookScan
- PubTrack Digital
- PubTrack Christian
- PubTrack Higher Education



## Consumer and market research

- Books and Consumers
- Syndicated Reports
- Customized Research

# Nielsen Book Becomes NPD Book

NPD has acquired Nielsen's U.S. market information and research services for the book industry. The acquisition includes: U.S.-based BookScan, PubTrack™ Digital, PubTrack™ Higher Education, PubTrack™ Christian, Books & Consumers™, PubEasy®, and PubNet®.

These services are now part of **NPD Book**. With the acquisition, NPD will offer sales tracking for physical and digital books as well as buyer demographics and insights into print and digital preferences and trends.

# BookScan data suppliers



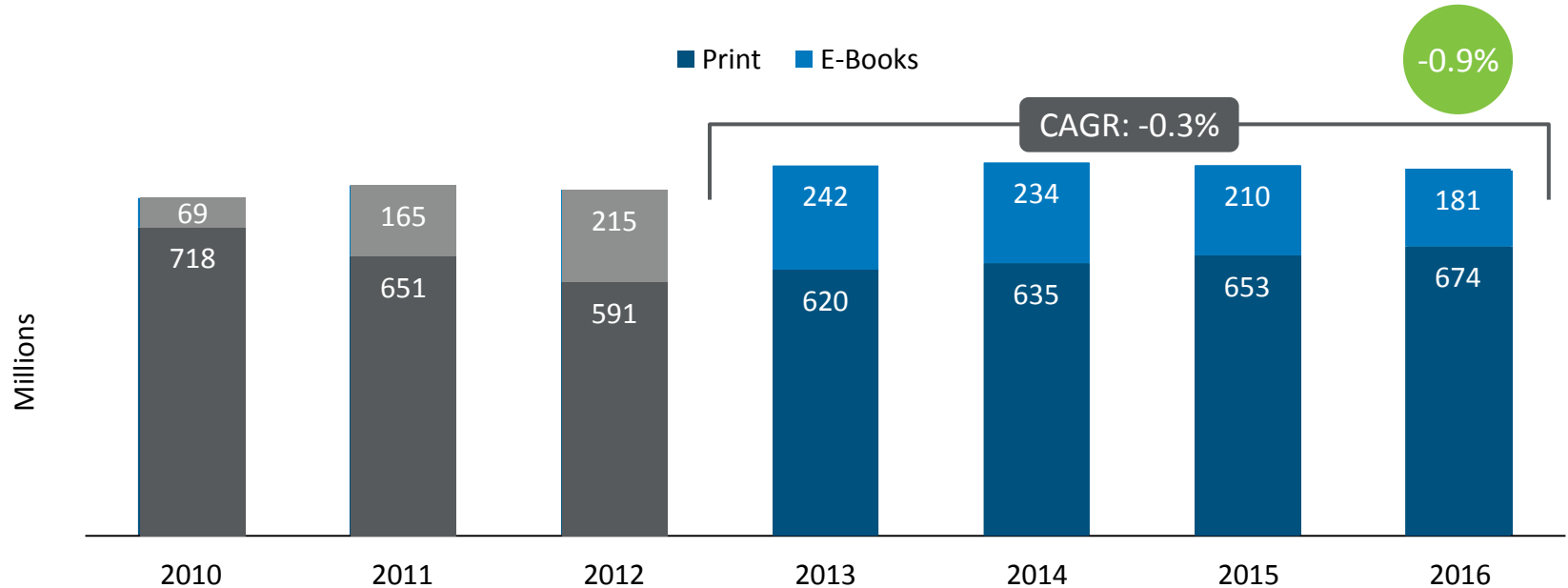
ABA  
INDEPENDENT  
BOOKSTORES



# PubTrack Digital data suppliers

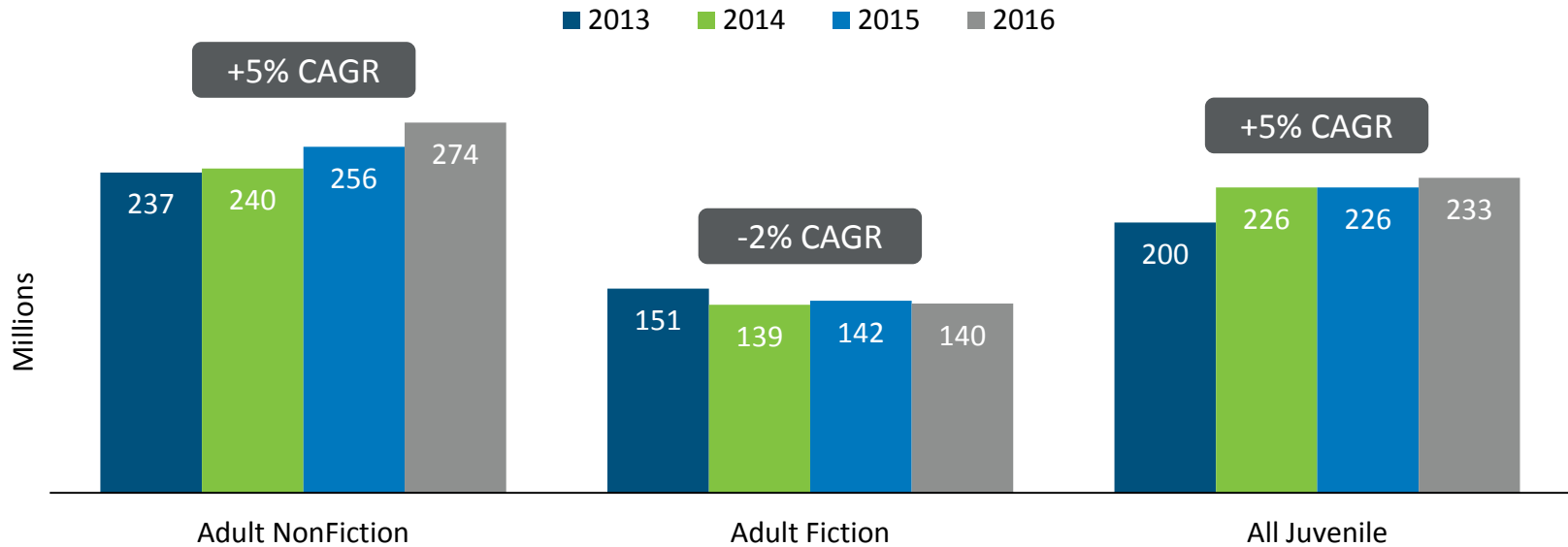


# U.S. total market — print and digital



Source: The NPD Group/BookScan and PubTrack Digital

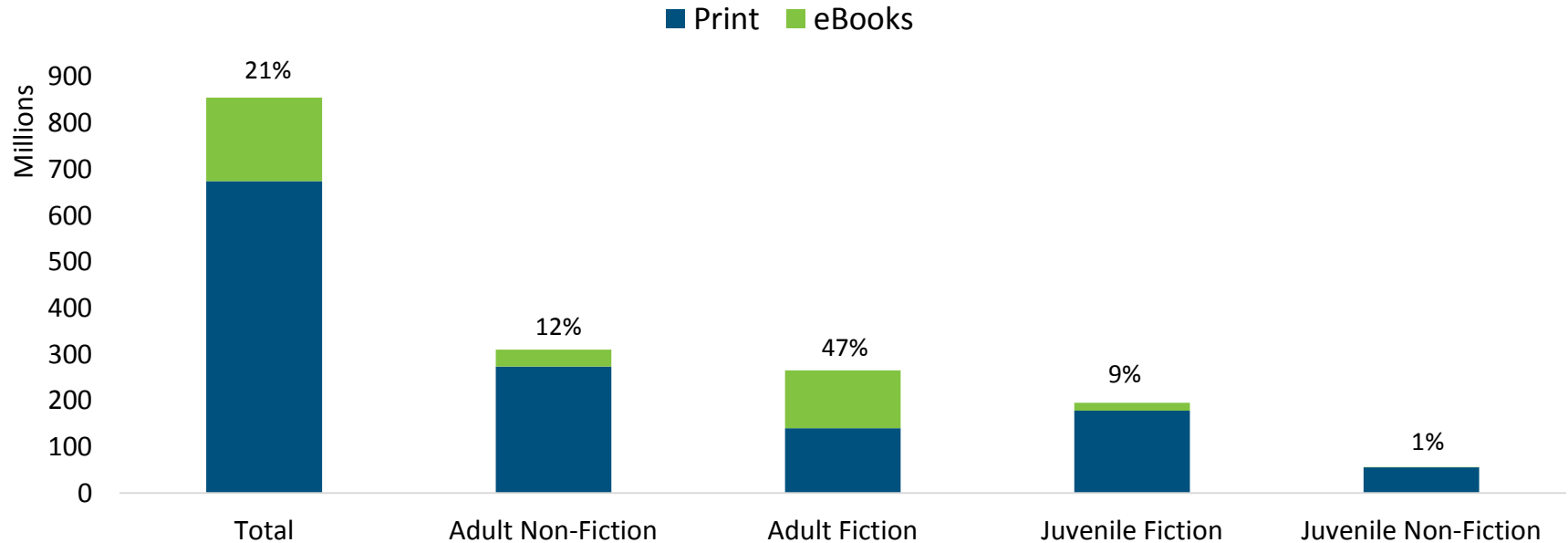
# U.S. print genre volume growth



Source: The NPD Group/BookScan

# Print and digital split

Children's is much less digital than the rest of the book market

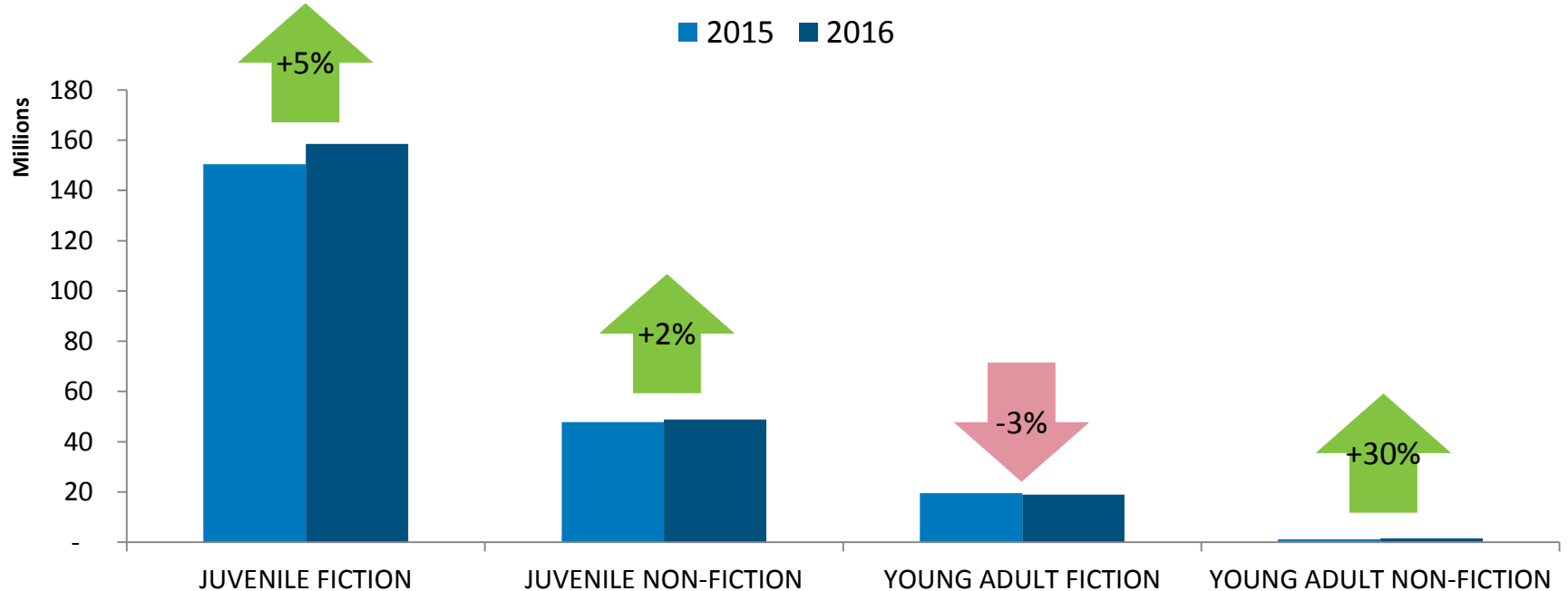


Source: The NPD Group/BookScan and PubTrack Digital



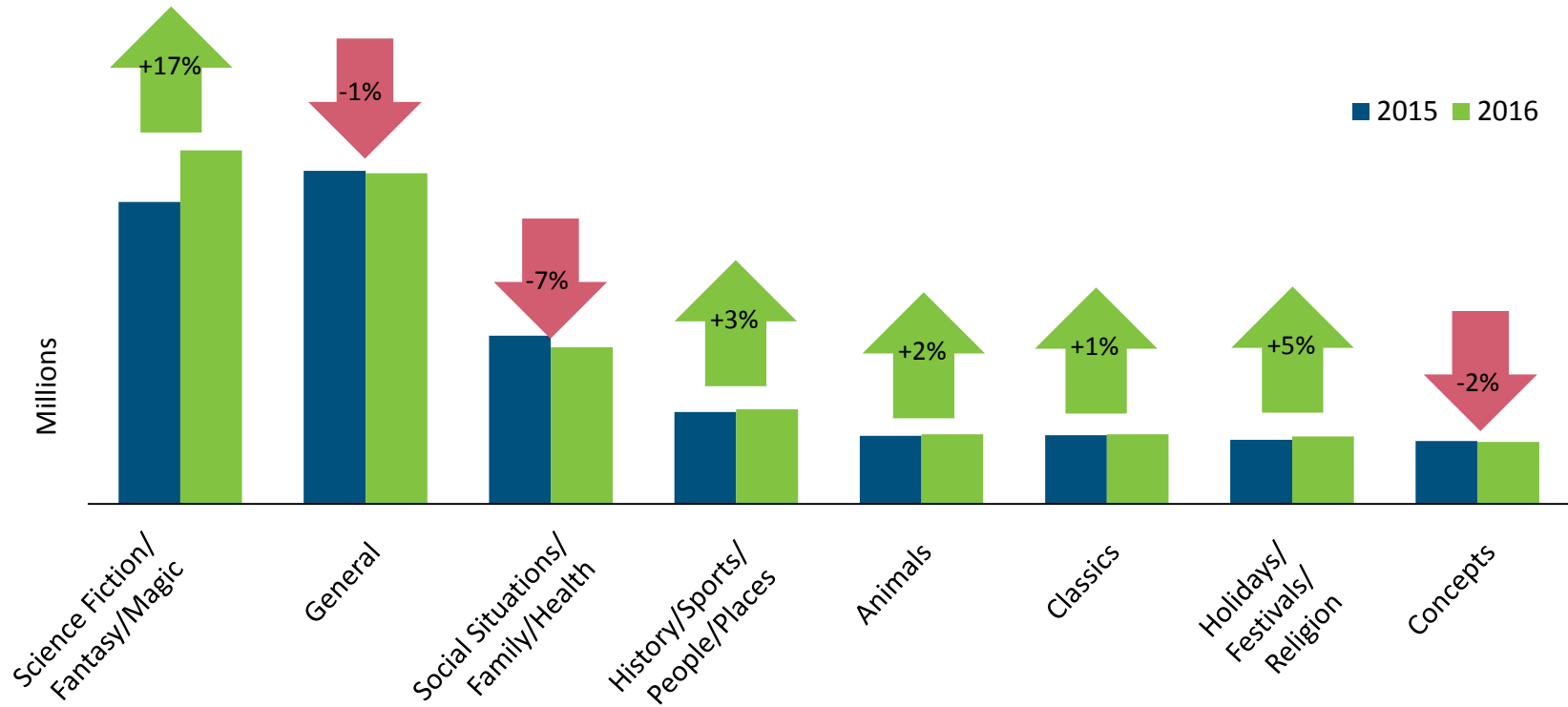
# Children's and young adult growth

Young adult fiction was down slightly while all other categories grew in print



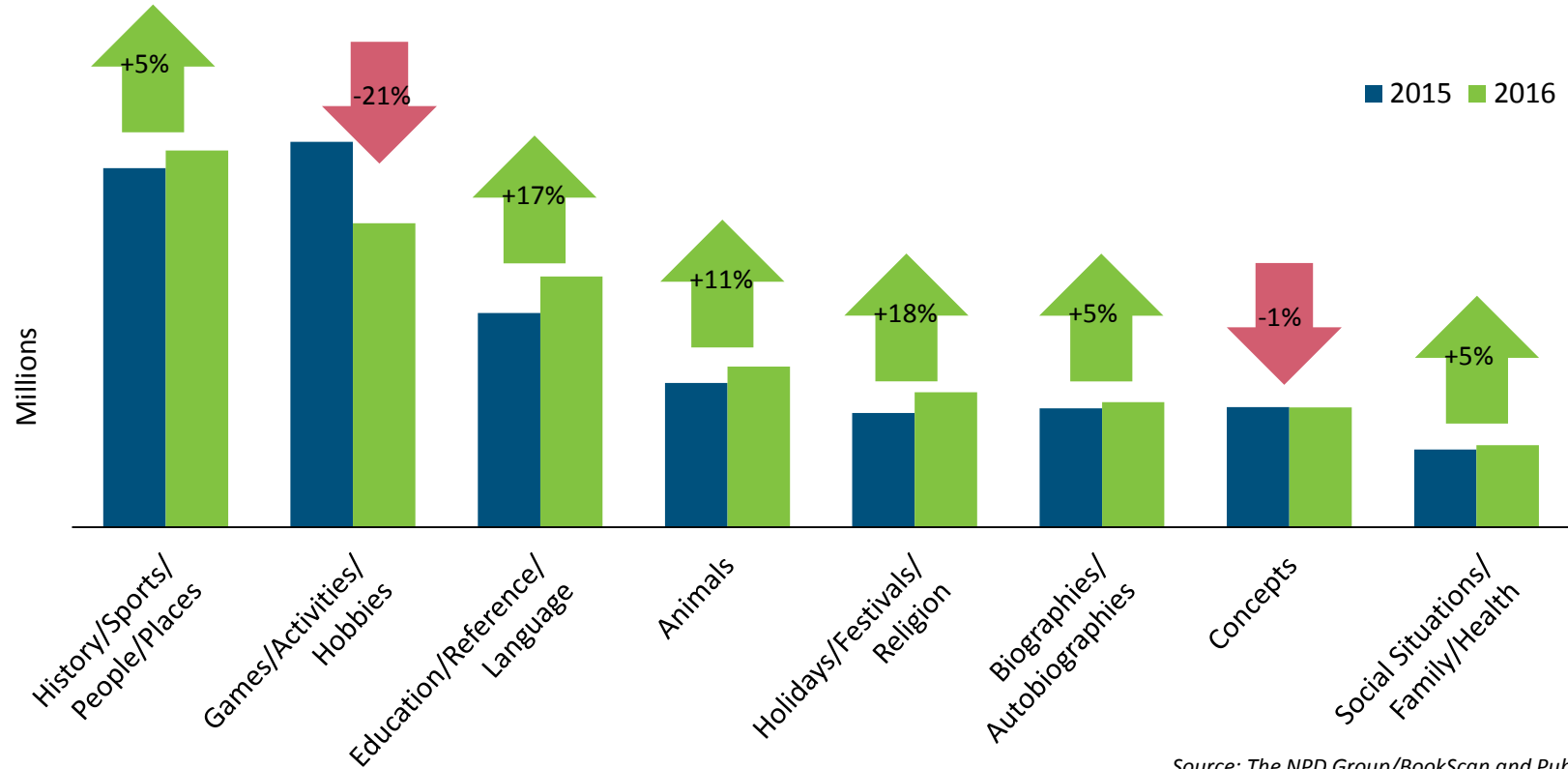
Source: The NPD Group/BookScan

# Children's and YA fiction category growth



Source: The NPD Group/BookScan and PubTrack Digital

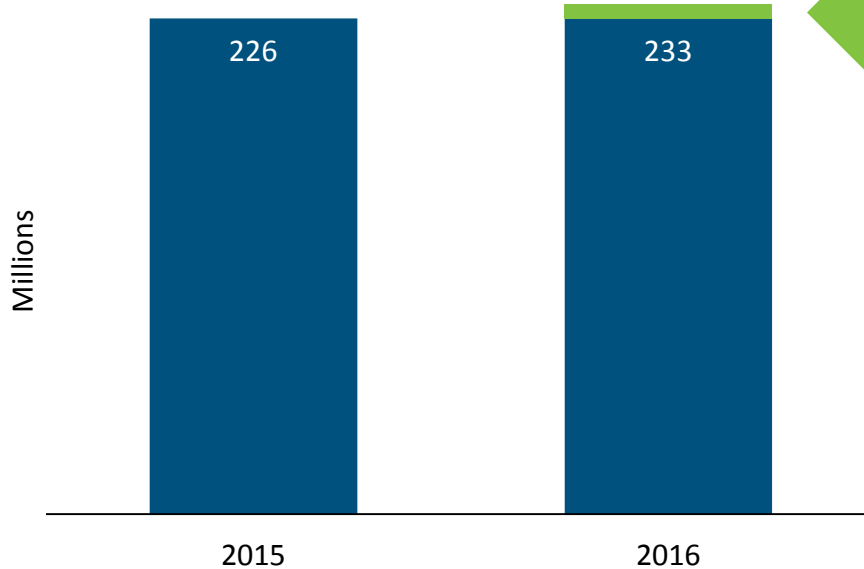
# Children's and YA non-fiction category growth



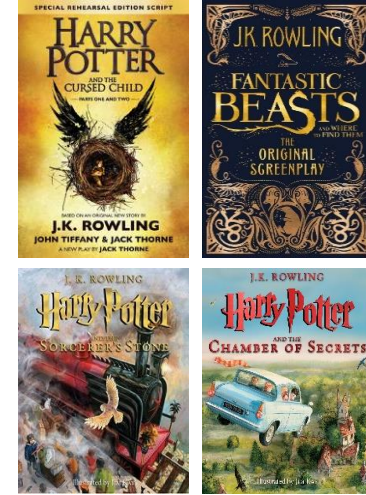
Source: The NPD Group/BookScan and PubTrack Digital

# Impact of J.K. Rowling

Almost all 2016 growth in children's can be attributed to J.K. Rowling



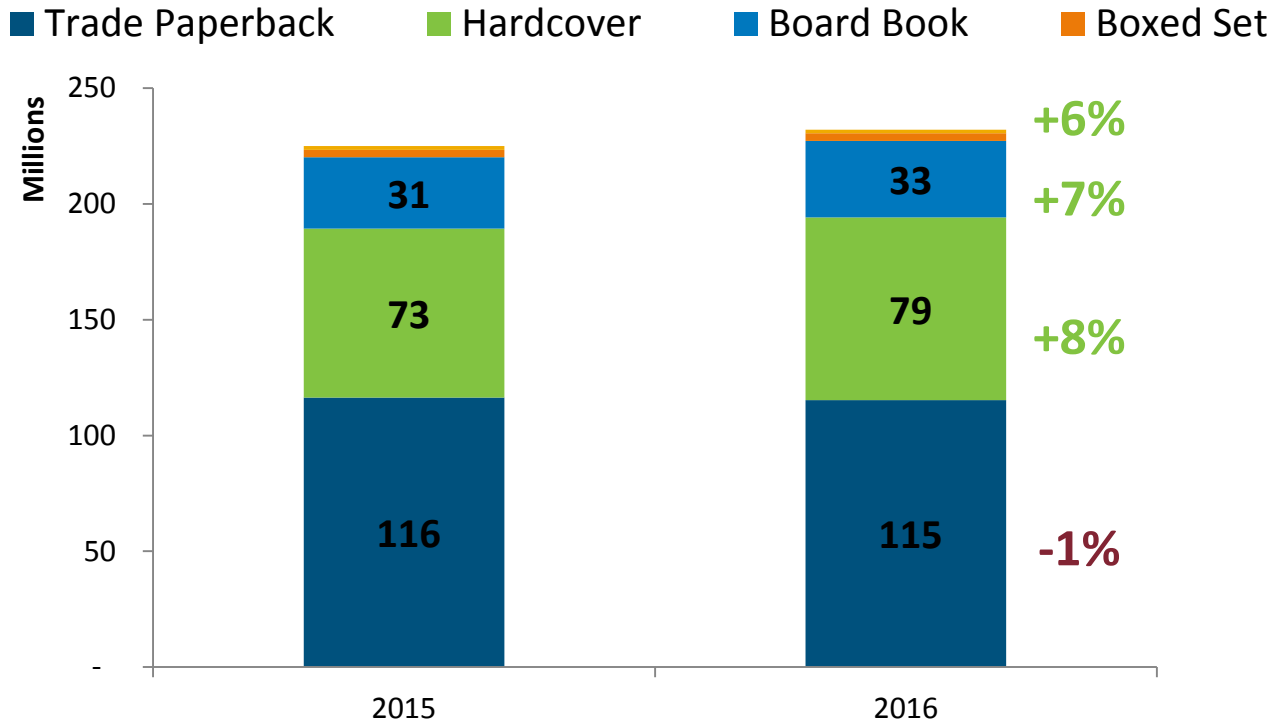
+6.5m units  
in 2016



Source: The NPD Group/BookScan

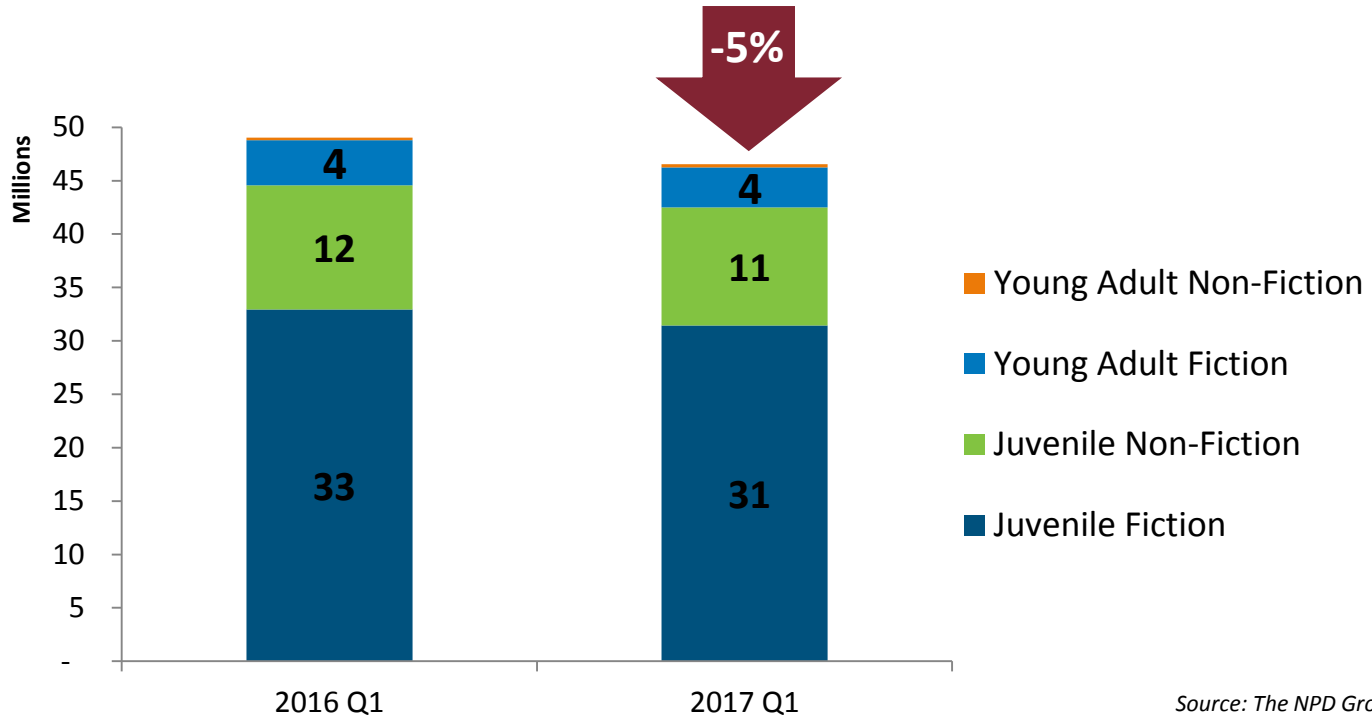
# Children's format growth

Hardcovers, board books, and boxed sets grew while paperbacks declined



# How is 2017 stacking up?

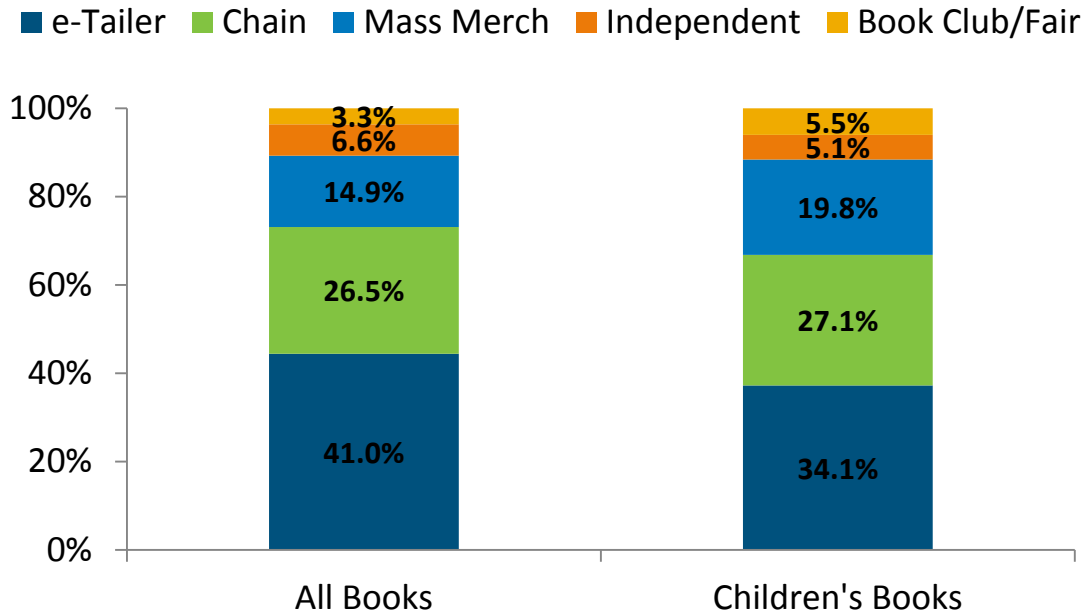
Children's sales are soft in Q1 with heaviest losses in children's fiction.



Source: The NPD Group/BookScan

# Channel breakdown

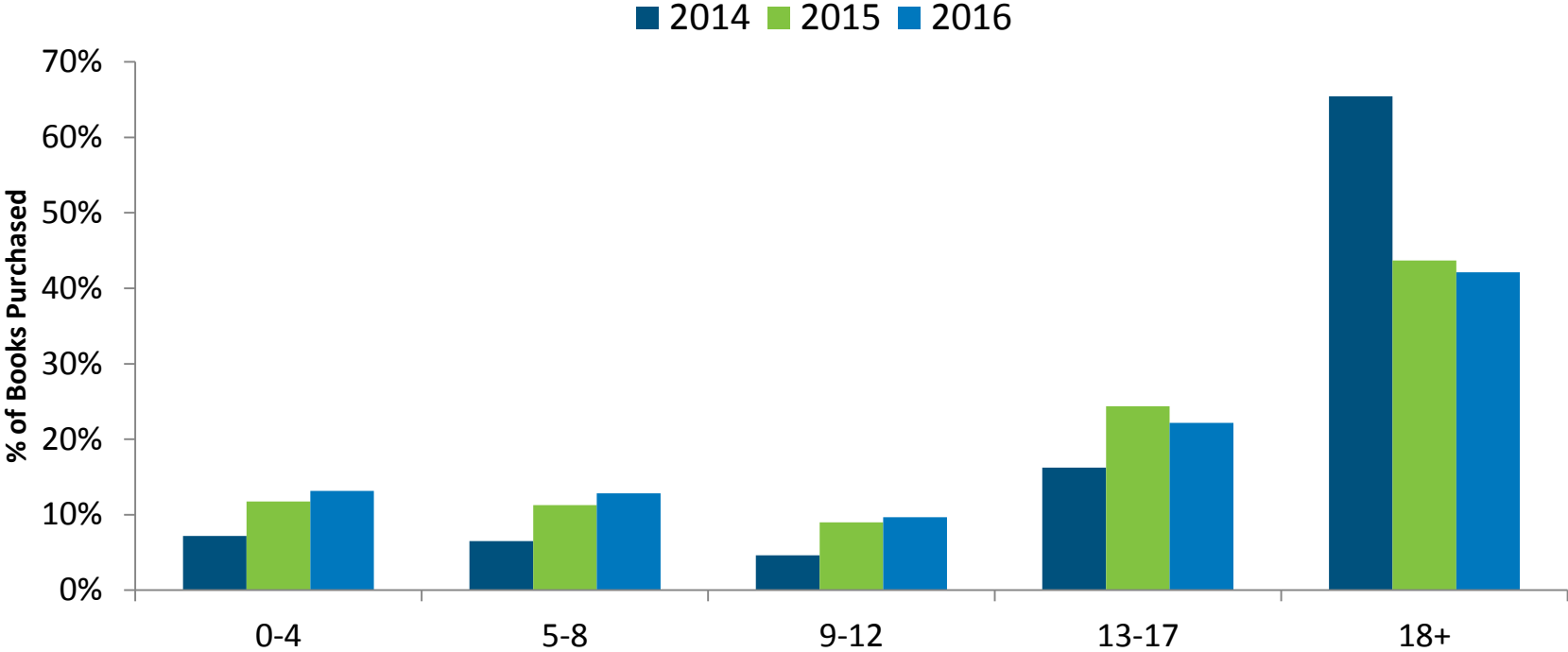
Mass merchandisers and book clubs over-index for children's books while independents and e-Tailers under-index



Source: The NPD Group/Books & Consumers

# Reader age for children's and young adult books

Share of readers <12 has increased while 13+ has decreased



Source: The NPD Group/Books & Consumers



# Trend spotting

1. Comics and graphic novels
2. S.T.E.M.
3. Mindfulness
4. Return to classics