



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 02.2017

**February
SalesData Market
Report**
February 2017



**BOOKNET
CANADA**

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INTRODUCTION

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

REPORT DATA

This report compares the volume and value of all books sold in the marketplace for the month of February in the years 2015 to 2017. The marketplace data is divided into:

- **All Market:** data from all retailers who currently provide us with their sales data.
- **Ring Fence:** new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We will use the data gathered from within this ring fence alone to show year-over-year sales from a constant set of retailers.

Also included in this report is an overview of the All Market and the Ring Fence Market for the categories of Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction. To conclude, a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year is available at the end of the document. This overview includes All Market and Ring Fence for Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Juvenile, Juvenile Fiction, and Juvenile Non-Fiction data.

REPORT DATES

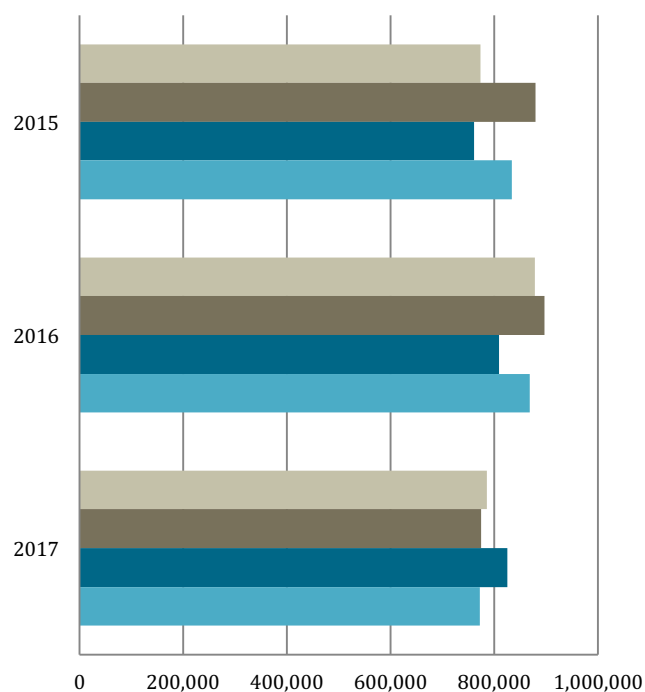
This report aims to encapsulate data from most days in February. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this report are as follows:

	2017	2016	2015
Week 1	05-Feb	07-Feb	08-Feb
Week 2	12-Feb	14-Feb	15-Feb
Week 3	19-Feb	21-Feb	22-Feb
Week 4	26-Feb	28-Feb	01-Mar

ALL MARKET

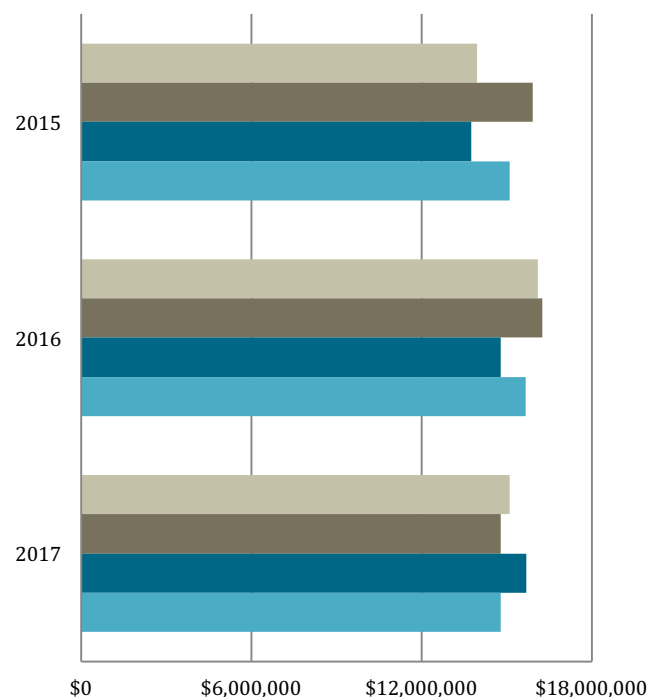
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	786,098	878,444	773,361
February Week 2	773,783	896,968	879,417
February Week 3	824,362	808,746	761,133
February Week 4	772,367	867,598	833,655

Value Sold (in millions of dollars)

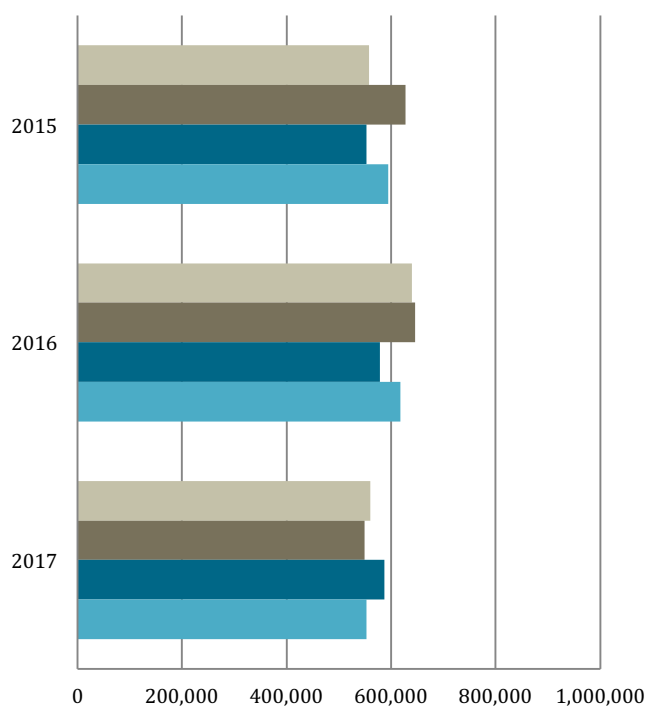


	2017	2016	2015
February Week 1	\$15,104,972.98	\$16,103,028.25	\$13,941,476.37
February Week 2	\$14,791,604.32	\$16,256,901.52	\$15,907,131.11
February Week 3	\$15,692,221.36	\$14,776,292.58	\$13,754,230.99
February Week 4	\$14,782,342.31	\$15,669,737.46	\$15,109,425.47

RING FENCE MARKET

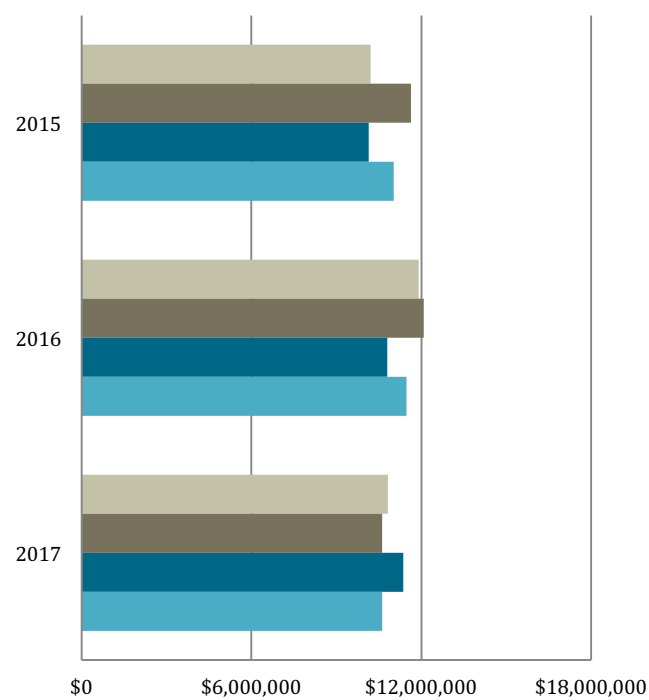
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	560,560	639,632	558,331
February Week 2	549,382	646,472	627,787
February Week 3	587,373	578,338	552,903
February Week 4	553,613	618,339	594,932

Value Sold (in millions of dollars)

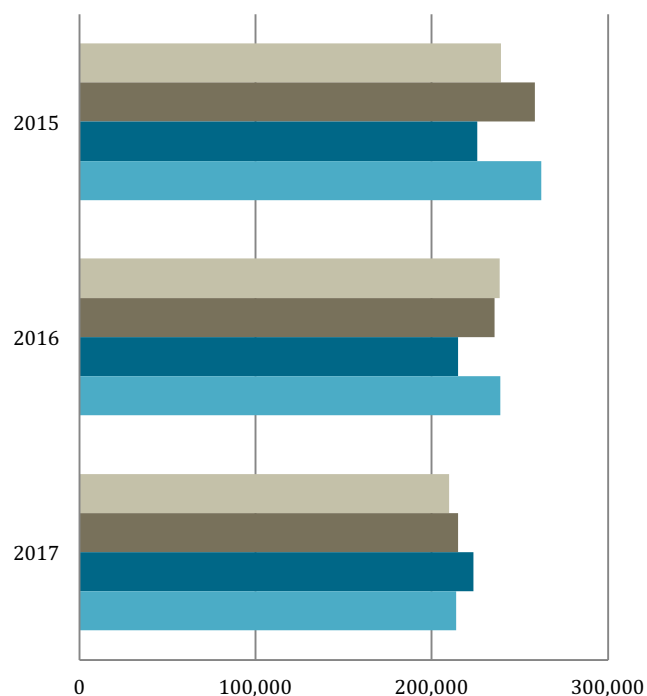


	2017	2016	2015
February Week 1	\$10,814,089.87	\$11,917,241.48	\$10,207,883.62
February Week 2	\$10,625,512.35	\$12,097,641.05	\$11,635,814.20
February Week 3	\$11,370,750.10	\$10,799,770.27	\$10,137,838.02
February Week 4	\$10,622,836.49	\$11,471,863.63	\$11,025,522.67

FICTION: ALL MARKET

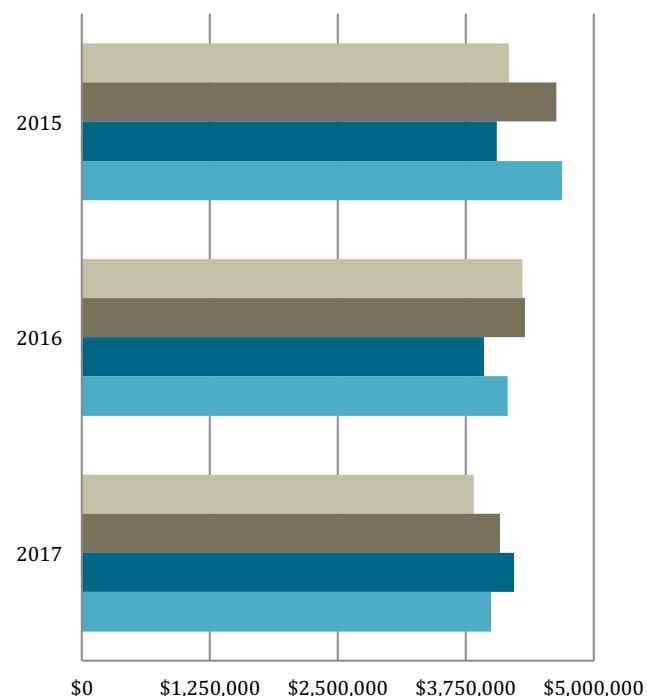
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	209,935	238,488	239,408
February Week 2	215,035	235,717	258,408
February Week 3	223,516	214,854	225,805
February Week 4	213,717	238,734	262,092

Value Sold (in millions of dollars)

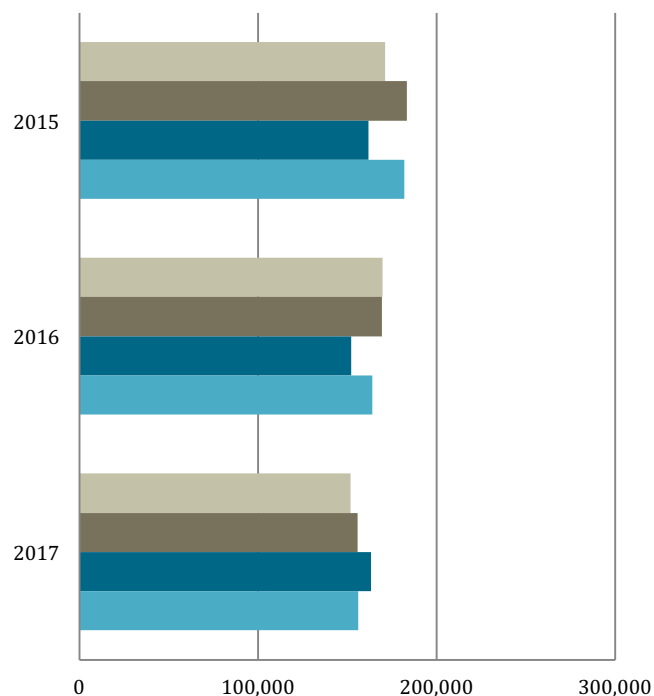


	2017	2016	2015
February Week 1	\$3,824,749.94	\$4,304,530.81	\$4,170,885.70
February Week 2	\$4,086,095.13	\$4,326,528.70	\$4,632,044.36
February Week 3	\$4,224,780.76	\$3,930,341.78	\$4,054,099.83
February Week 4	\$3,999,242.01	\$4,161,916.31	\$4,689,113.66

FICTION: RING FENCE MARKET

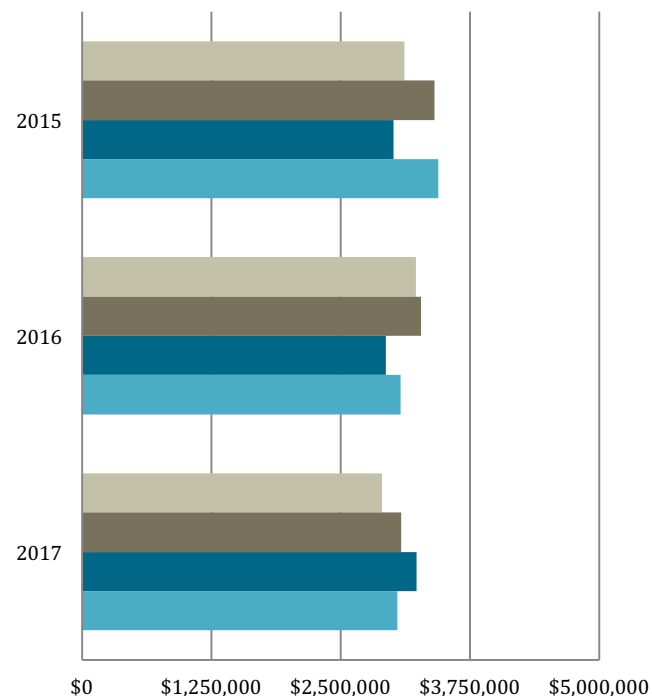
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	151,958	169,905	171,425
February Week 2	155,960	169,569	183,279
February Week 3	163,210	152,413	161,939
February Week 4	156,197	163,928	182,117

Value Sold (in millions of dollars)

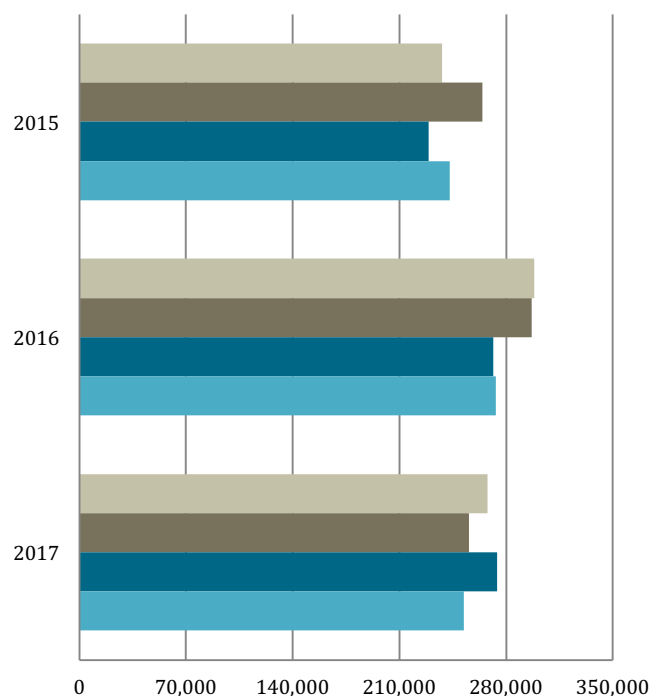


	2017	2016	2015
February Week 1	\$2,898,991.70	\$3,225,963.20	\$3,117,149.39
February Week 2	\$3,087,118.03	\$3,277,269.26	\$3,406,946.32
February Week 3	\$3,234,167.57	\$2,938,837.48	\$3,007,934.46
February Week 4	\$3,047,370.60	\$3,078,322.78	\$3,446,221.55

NON-FICTION: ALL MARKET

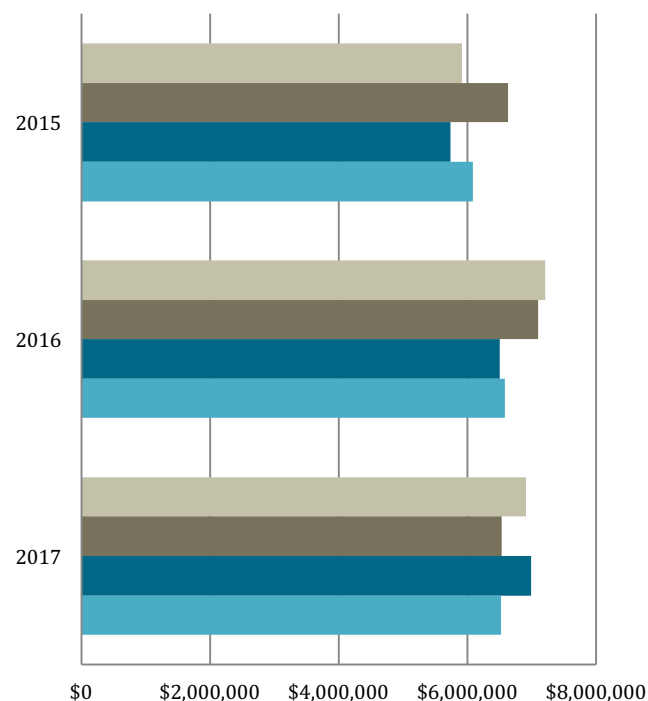
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	267,590	298,451	237,826
February Week 2	255,650	296,695	264,170
February Week 3	274,090	271,396	229,284
February Week 4	252,226	273,312	243,170

Value Sold (in millions of dollars)

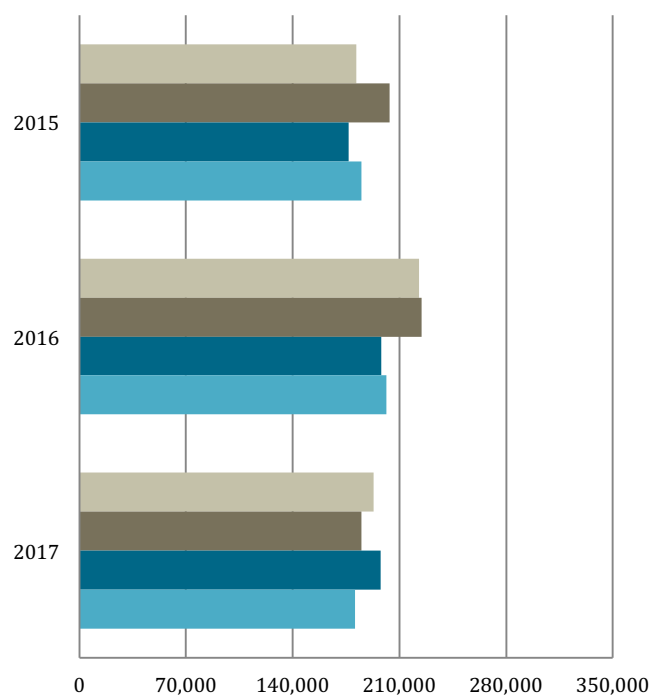


	2017	2016	2015
February Week 1	\$6,907,152.44	\$7,204,564.47	\$5,913,530.20
February Week 2	\$6,529,421.31	\$7,092,618.98	\$6,632,151.73
February Week 3	\$6,984,159.72	\$6,503,780.78	\$5,732,921.49
February Week 4	\$6,514,801.68	\$6,582,596.63	\$6,078,463.29

NON-FICTION: RING FENCE MARKET

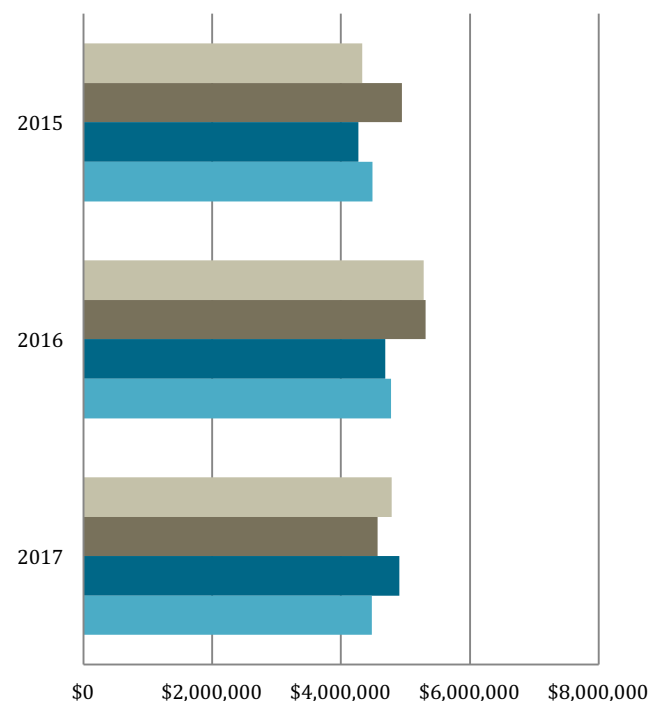
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	193,110	222,744	181,740
February Week 2	184,848	224,366	203,605
February Week 3	197,734	197,972	176,827
February Week 4	180,865	201,229	185,083

Value Sold (in millions of dollars)

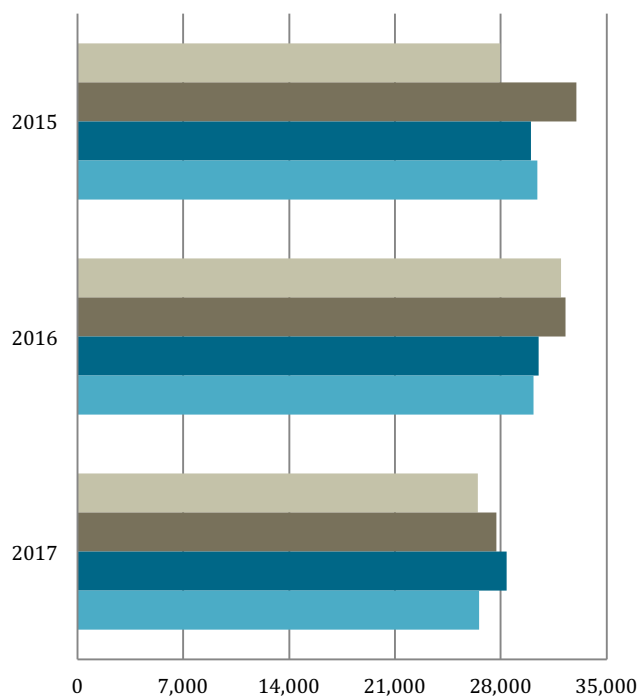


	2017	2016	2015
February Week 1	\$4,783,243.04	\$5,279,157.77	\$4,327,770.53
February Week 2	\$4,567,939.40	\$5,317,004.29	\$4,945,887.60
February Week 3	\$4,907,267.44	\$4,686,699.29	\$4,266,818.14
February Week 4	\$4,474,827.21	\$4,780,562.00	\$4,484,513.14

YOUNG ADULT: ALL MARKET

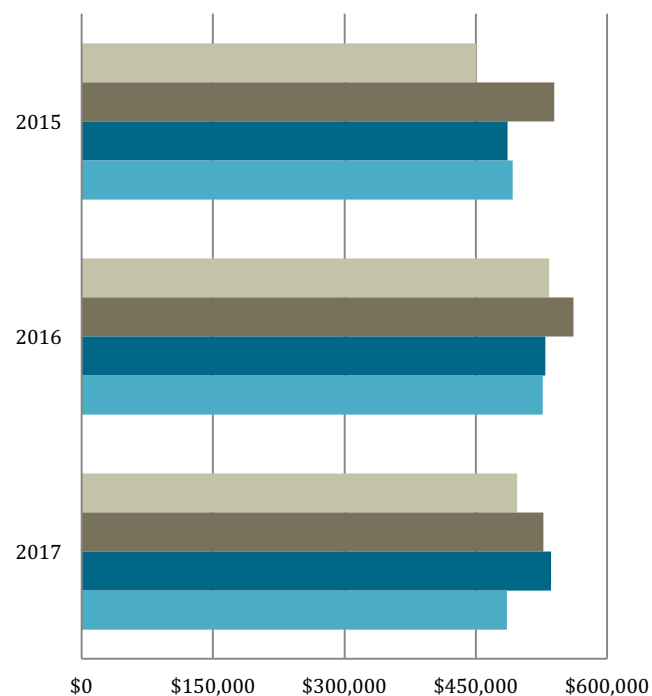
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	26,481	31,994	27,959
February Week 2	27,690	32,264	32,996
February Week 3	28,386	30,501	30,005
February Week 4	26,575	30,178	30,423

Value Sold (in millions of dollars)

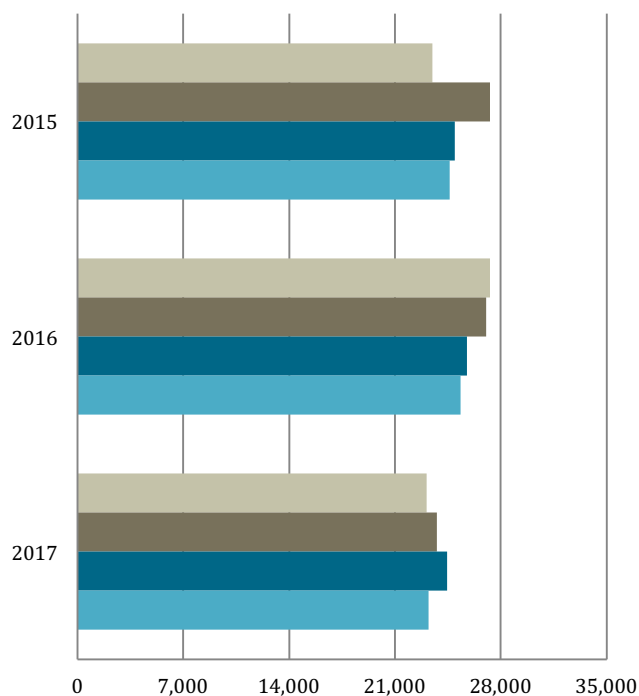


	2017	2016	2015
February Week 1	\$497,193.53	\$533,386.85	\$450,084.03
February Week 2	\$527,144.10	\$561,805.88	\$539,470.95
February Week 3	\$535,632.74	\$529,211.62	\$486,131.88
February Week 4	\$485,417.72	\$526,128.42	\$491,920.81

YOUNG ADULT: RING FENCE MARKET

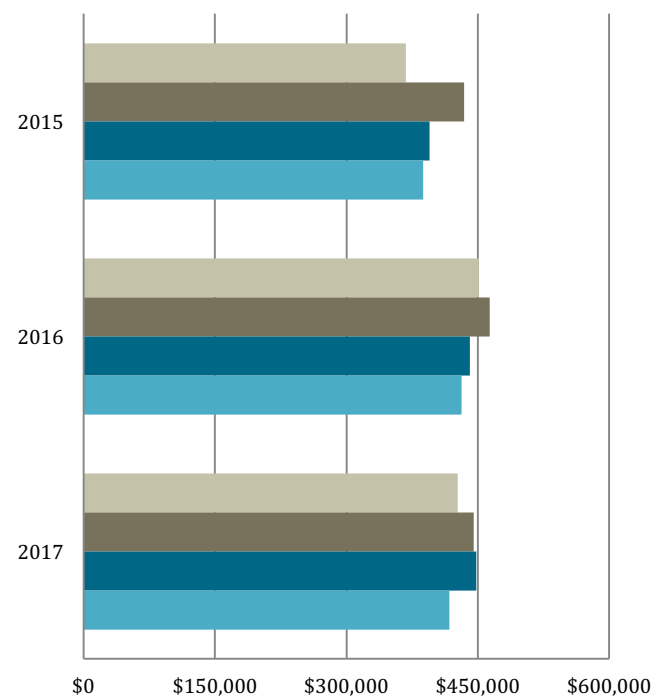
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	23,092	27,290	23,486
February Week 2	23,789	27,025	27,283
February Week 3	24,446	25,752	24,962
February Week 4	23,200	25,343	24,613

Value Sold (in millions of dollars)

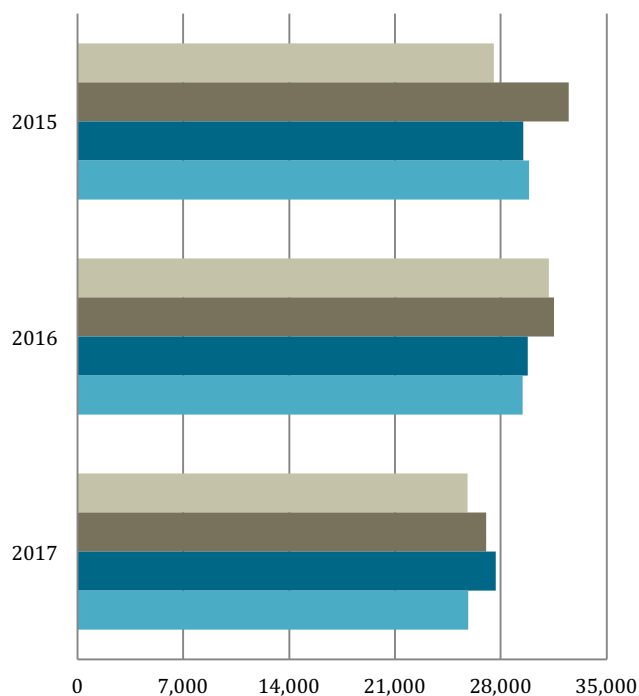


	2017	2016	2015
February Week 1	\$426,872.72	\$451,375.49	\$367,660.87
February Week 2	\$445,529.42	\$463,667.87	\$434,383.06
February Week 3	\$448,310.71	\$441,038.76	\$394,859.61
February Week 4	\$417,869.63	\$431,212.78	\$387,389.52

YOUNG ADULT FICTION: ALL MARKET

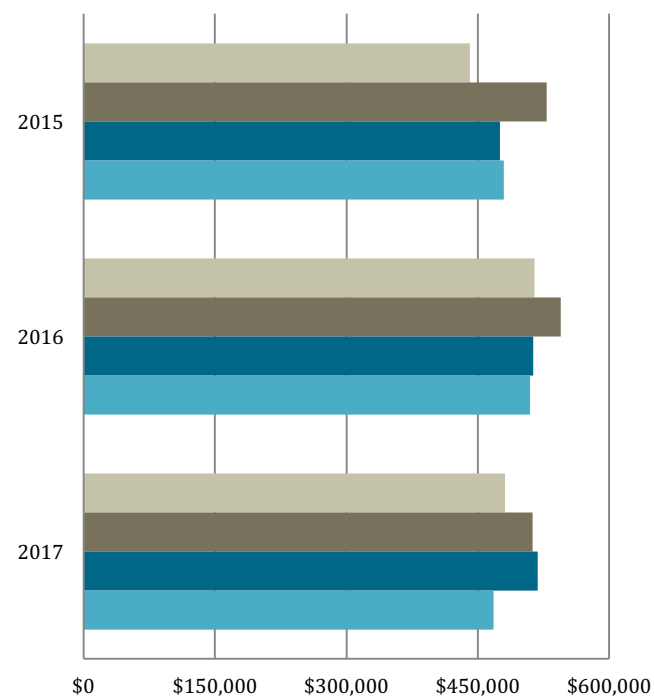
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	25,786	31,164	27,551
February Week 2	27,047	31,496	32,507
February Week 3	27,644	29,764	29,504
February Week 4	25,834	29,429	29,848

Value Sold (in millions of dollars)

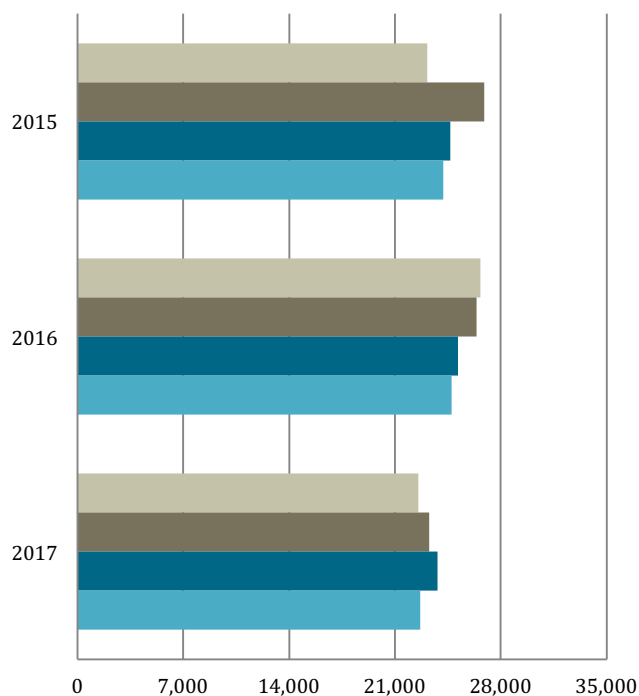


	2017	2016	2015
February Week 1	\$480,891.19	\$514,764.36	\$441,156.28
February Week 2	\$512,821.95	\$544,828.14	\$528,756.88
February Week 3	\$518,311.62	\$513,037.92	\$475,228.62
February Week 4	\$468,171.25	\$509,592.25	\$479,997.87

YOUNG ADULT FICTION: RING FENCE MARKET

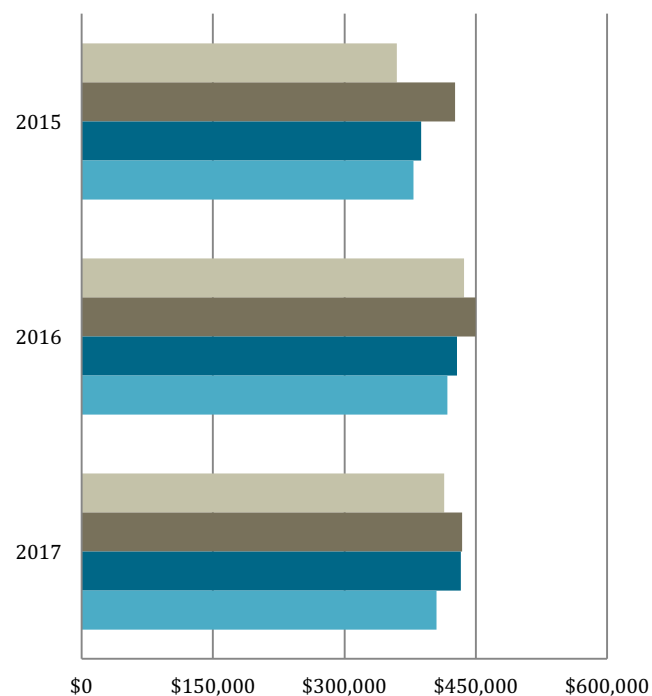
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	22,558	26,651	23,136
February Week 2	23,284	26,392	26,921
February Week 3	23,798	25,179	24,639
February Week 4	22,659	24,728	24,208

Value Sold (in millions of dollars)

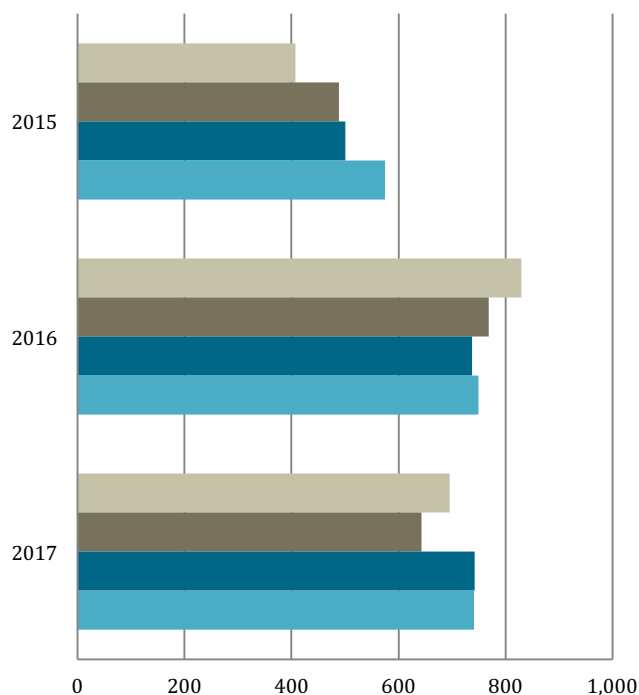


	2017	2016	2015
February Week 1	\$414,153.15	\$436,901.09	\$360,083.93
February Week 2	\$434,130.62	\$449,584.76	\$426,486.91
February Week 3	\$433,020.05	\$428,357.91	\$387,744.06
February Week 4	\$404,982.20	\$417,646.32	\$378,834.47

YOUNG ADULT NON-FICTION: ALL MARKET

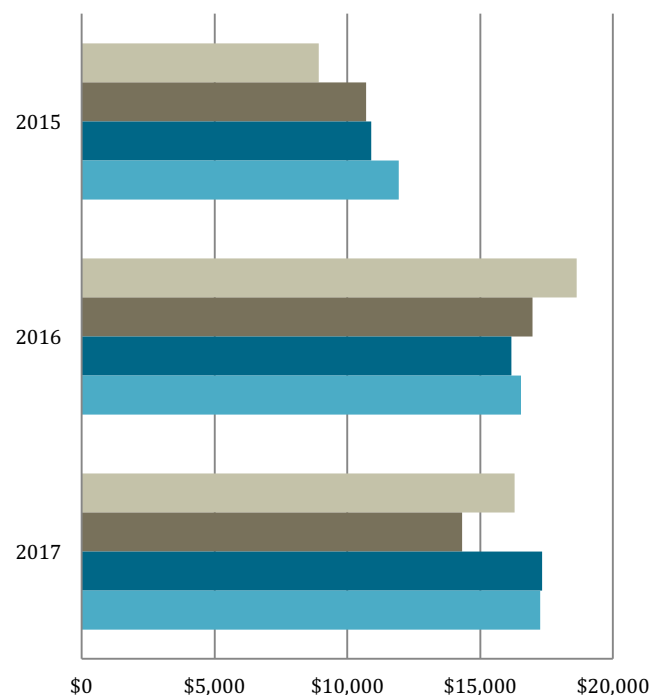
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	695	830	408
February Week 2	643	768	489
February Week 3	742	737	501
February Week 4	741	749	575

Value Sold (in millions of dollars)

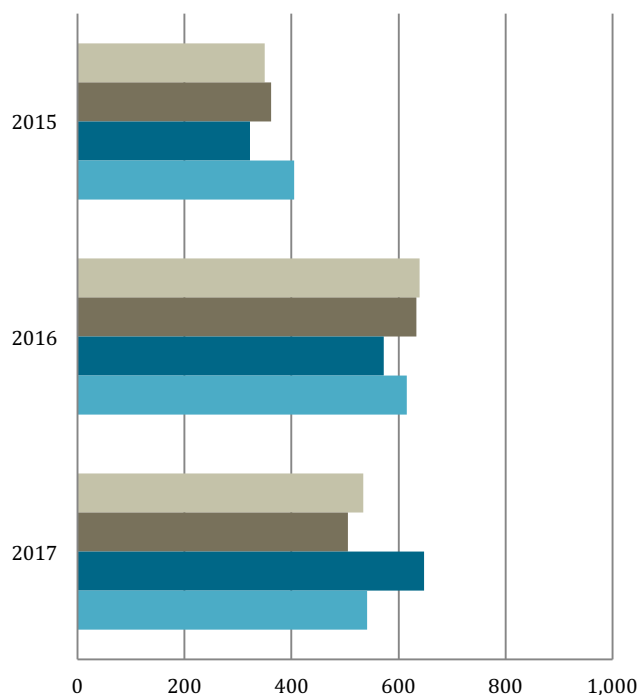


	2017	2016	2015
February Week 1	\$16,302.34	\$18,622.49	\$8,927.75
February Week 2	\$14,322.15	\$16,977.74	\$10,714.07
February Week 3	\$17,321.12	\$16,173.70	\$10,903.26
February Week 4	\$17,246.47	\$16,536.17	\$11,922.94

YOUNG ADULT NON-FICTION: RING FENCE MARKET

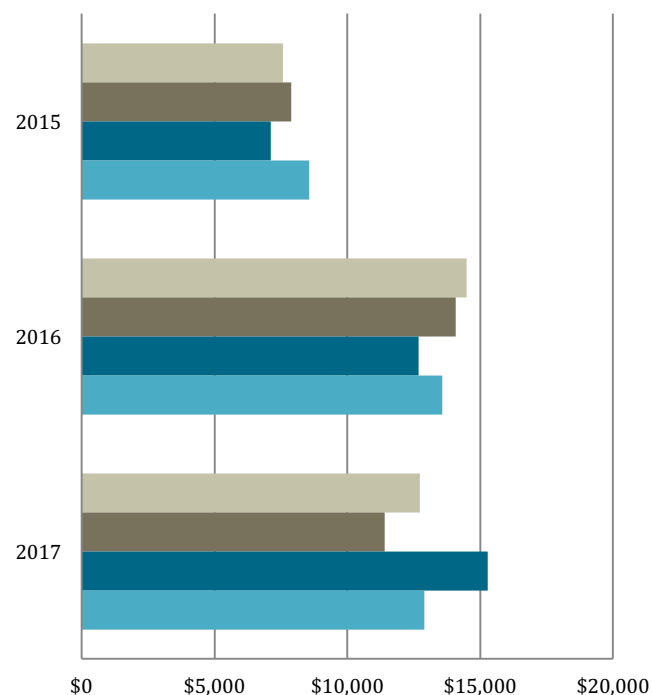
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Volume Sold (in units)



	2017	2016	2015
February Week 1	534	639	350
February Week 2	505	633	362
February Week 3	648	573	323
February Week 4	541	615	405

Value Sold (in millions of dollars)

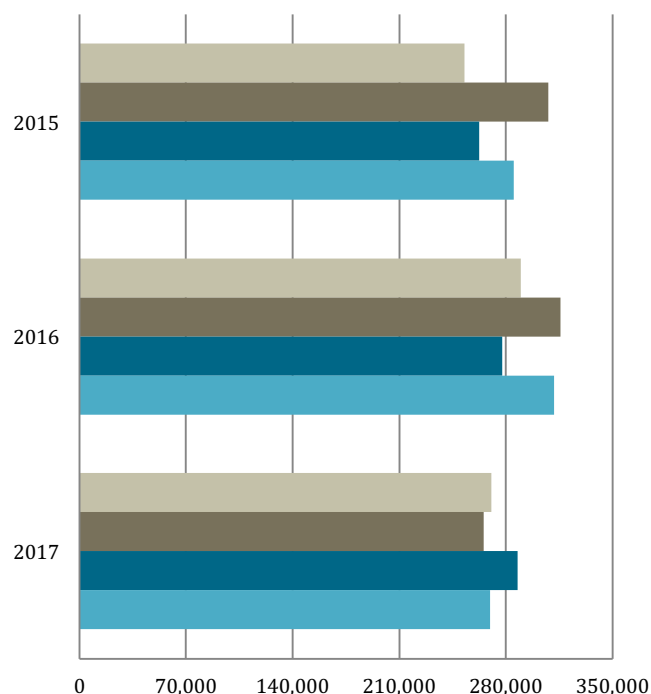


	2017	2016	2015
February Week 1	\$12,719.57	\$14,474.40	\$7,576.94
February Week 2	\$11,398.80	\$14,083.11	\$7,896.15
February Week 3	\$15,290.66	\$12,680.85	\$7,115.55
February Week 4	\$12,887.43	\$13,566.46	\$8,555.05

JUVENILE: ALL MARKET

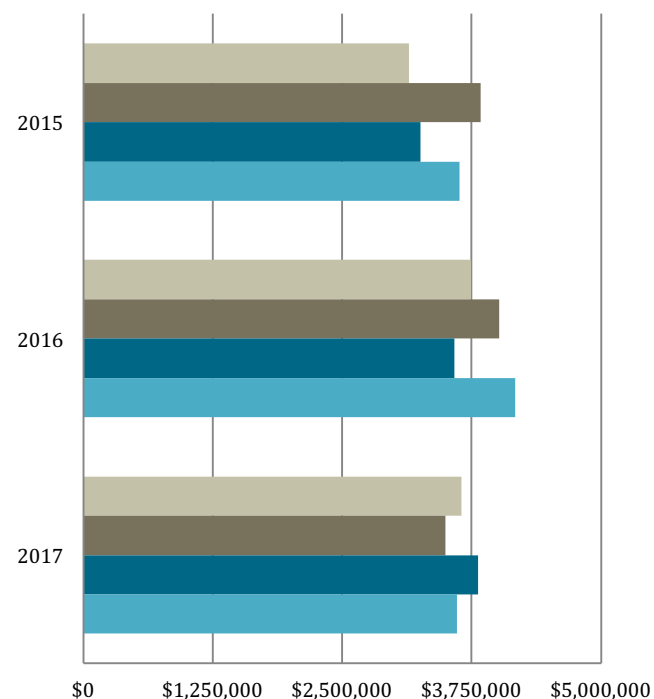
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	270,430	289,548	252,664
February Week 2	265,188	315,663	307,786
February Week 3	287,667	277,678	262,584
February Week 4	269,518	311,421	284,903

Value Sold (in millions of dollars)

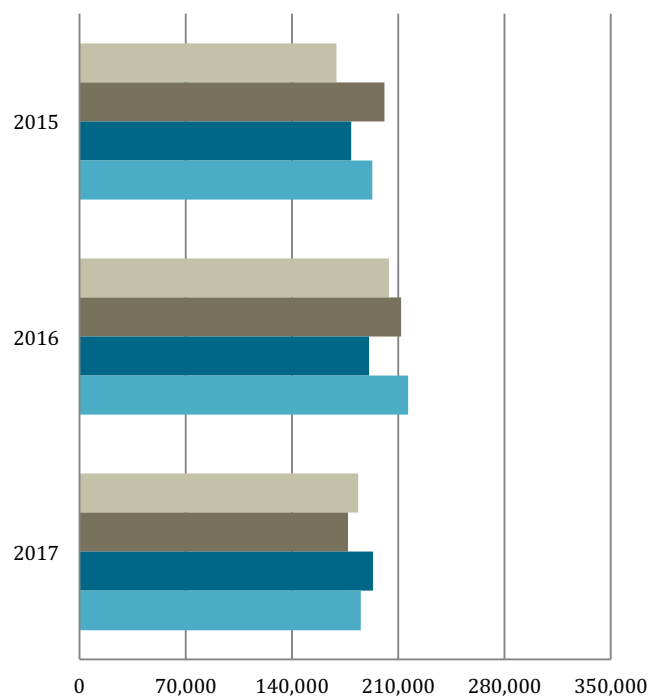


	2017	2016	2015
February Week 1	\$3,651,958.99	\$3,746,384.25	\$3,141,797.20
February Week 2	\$3,496,568.84	\$4,016,623.34	\$3,837,113.62
February Week 3	\$3,809,718.29	\$3,583,703.68	\$3,255,707.42
February Week 4	\$3,607,837.03	\$4,171,043.45	\$3,635,489.00

JUVENILE: RING FENCE MARKET

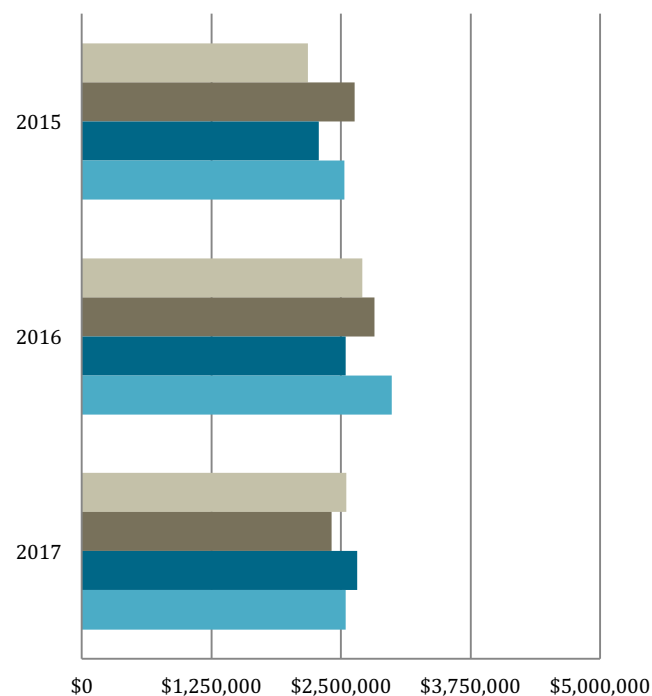
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of February in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	183,774	203,874	169,344
February Week 2	176,941	211,915	201,032
February Week 3	193,529	190,765	178,888
February Week 4	185,425	216,680	192,978

Value Sold (in millions of dollars)

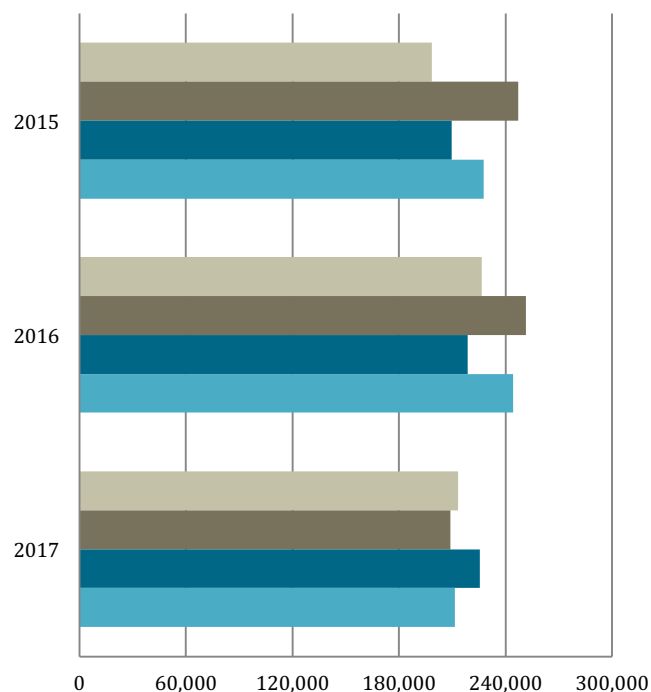


	2017	2016	2015
February Week 1	\$2,552,206.34	\$2,705,380.16	\$2,180,947.63
February Week 2	\$2,408,341.39	\$2,822,693.90	\$2,632,627.98
February Week 3	\$2,655,921.49	\$2,546,810.40	\$2,285,898.90
February Week 4	\$2,546,062.08	\$2,992,071.18	\$2,530,569.27

JUVENILE FICTION: ALL MARKET

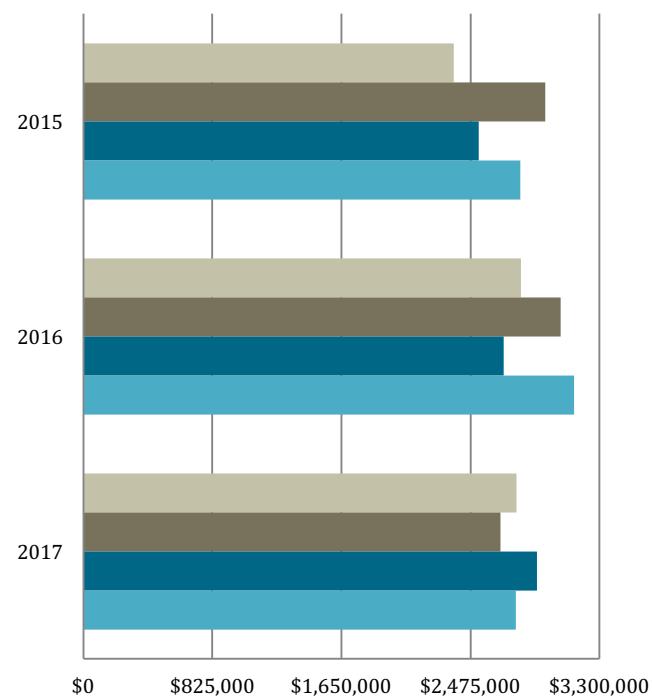
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	213,329	226,646	198,361
February Week 2	208,923	251,319	247,027
February Week 3	225,565	218,648	209,617
February Week 4	211,555	244,375	227,556

Value Sold (in millions of dollars)

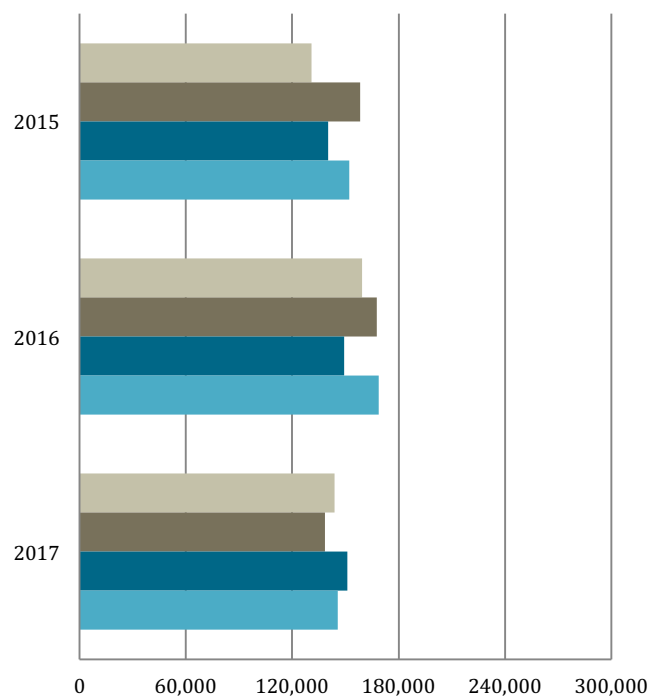


	2017	2016	2015
February Week 1	\$2,767,124.92	\$2,799,296.04	\$2,366,115.68
February Week 2	\$2,666,903.19	\$3,052,261.12	\$2,952,440.22
February Week 3	\$2,898,809.95	\$2,687,005.89	\$2,525,974.11
February Week 4	\$2,765,167.27	\$3,135,352.69	\$2,791,306.44

JUVENILE FICTION: RING FENCE MARKET

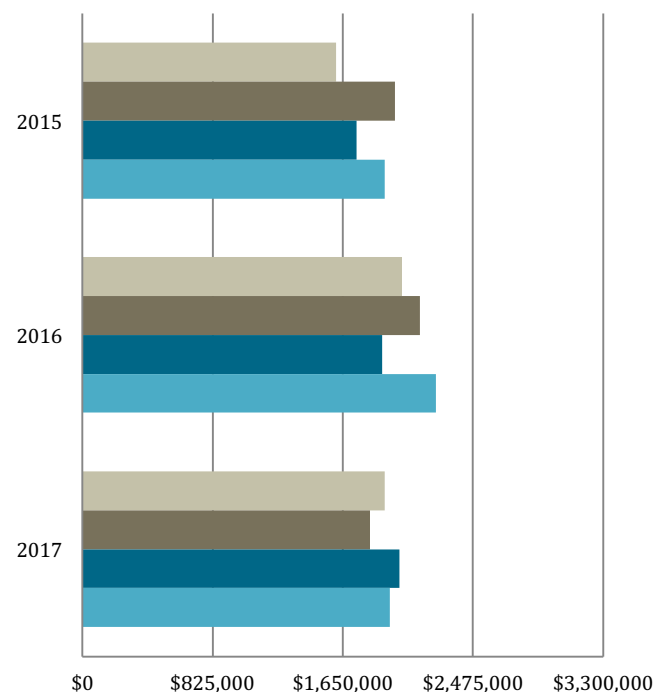
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	143,954	159,525	130,721
February Week 2	138,452	167,744	158,220
February Week 3	151,096	149,211	140,385
February Week 4	145,802	168,939	152,182

Value Sold (in millions of dollars)

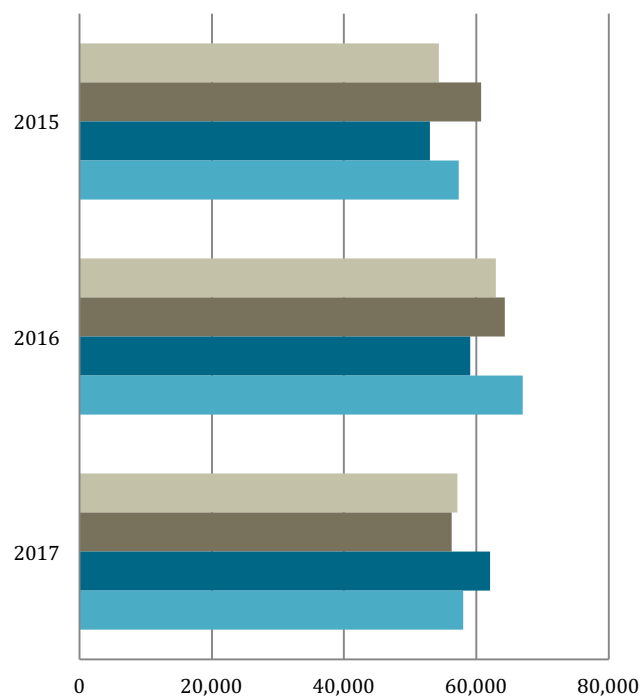


	2017	2016	2015
February Week 1	\$1,914,956.46	\$2,024,935.66	\$1,607,746.22
February Week 2	\$1,820,822.93	\$2,137,483.46	\$1,979,696.54
February Week 3	\$2,009,188.85	\$1,901,050.92	\$1,736,174.28
February Week 4	\$1,948,605.83	\$2,240,094.28	\$1,914,909.57

JUVENILE NON-FICTION: ALL MARKET

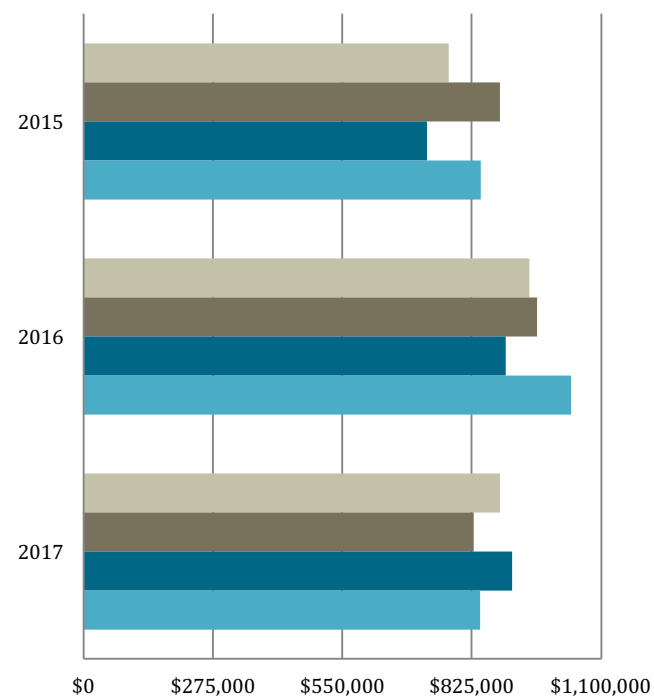
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2017	2016	2015
February Week 1	57,101	62,902	54,303
February Week 2	56,265	64,344	60,759
February Week 3	62,102	59,030	52,967
February Week 4	57,963	67,046	57,347

Value Sold (in millions of dollars)

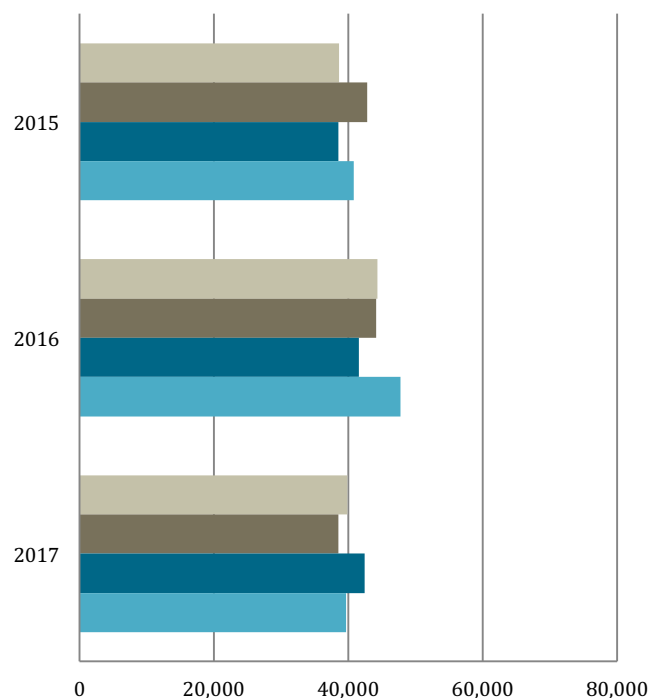


	2017	2016	2015
February Week 1	\$884,834.07	\$947,088.21	\$775,681.52
February Week 2	\$829,665.65	\$964,362.22	\$884,673.40
February Week 3	\$910,908.34	\$896,697.79	\$729,733.31
February Week 4	\$842,669.76	\$1,035,690.76	\$844,182.56

JUVENILE NON-FICTION: RING FENCE MARKET

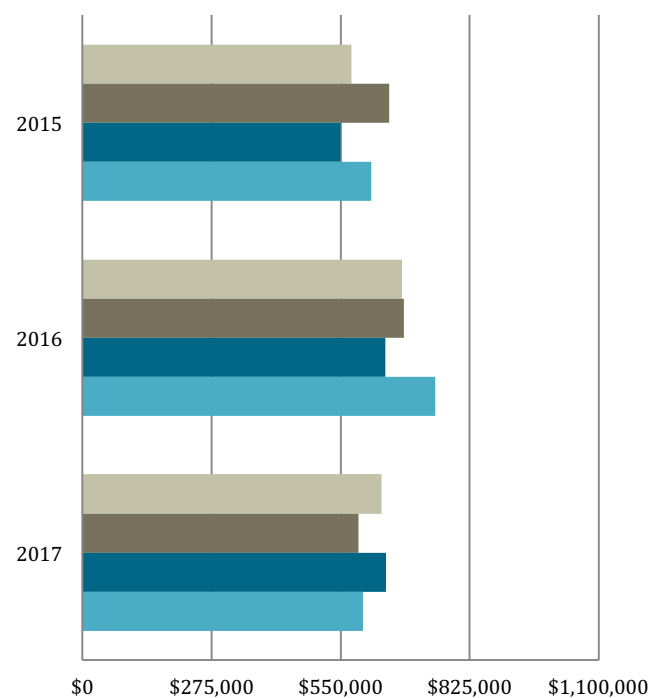
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2017	2016	2015
February Week 1	39,820	44,349	38,623
February Week 2	38,489	44,171	42,812
February Week 3	42,433	41,554	38,503
February Week 4	39,623	47,741	40,796

Value Sold (in millions of dollars)

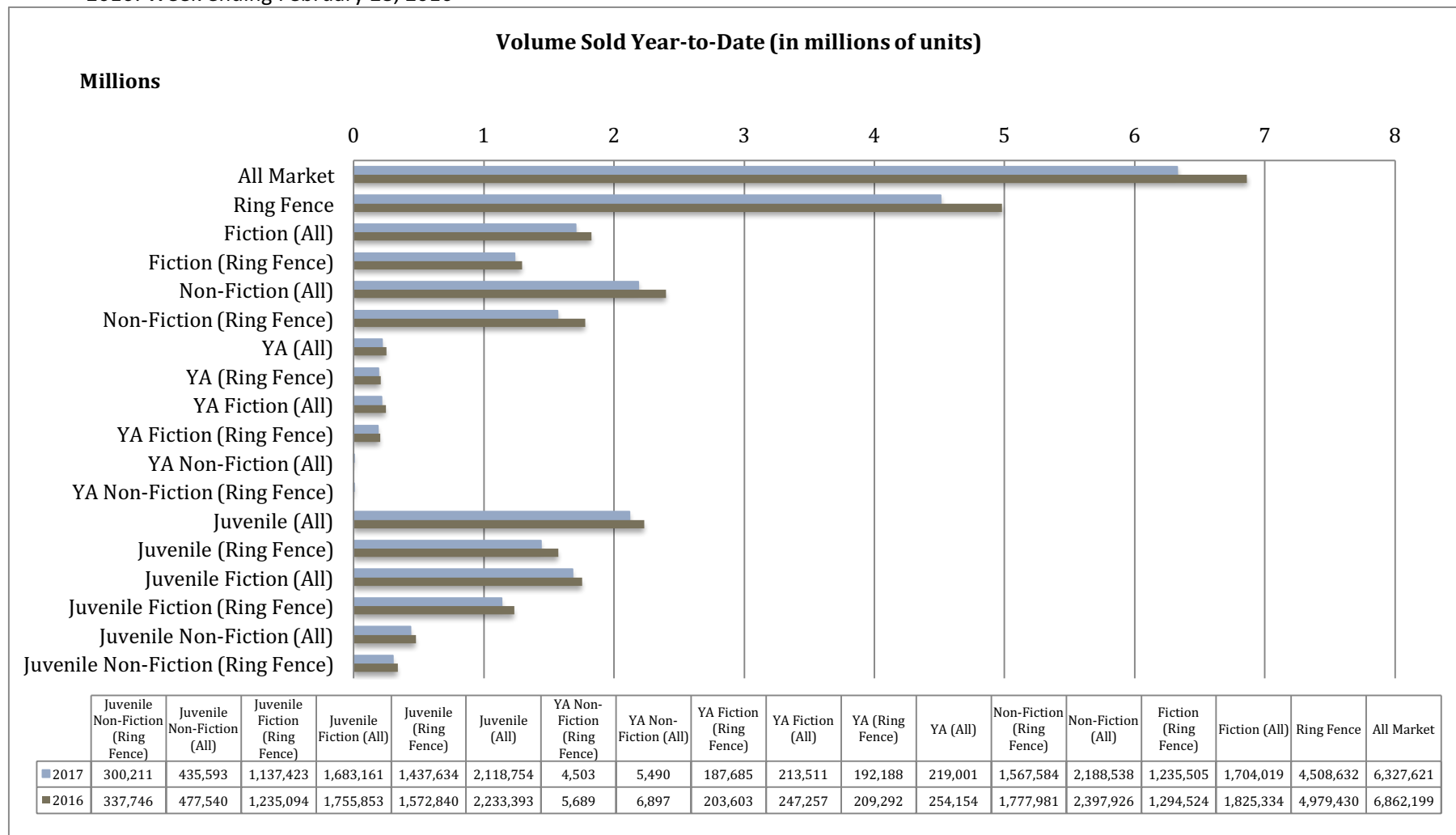


	2017	2016	2015
February Week 1	\$637,249.88	\$680,444.50	\$573,201.41
February Week 2	\$587,518.46	\$685,210.44	\$652,931.44
February Week 3	\$646,732.64	\$645,759.48	\$549,724.62
February Week 4	\$597,456.25	\$751,976.90	\$615,659.70

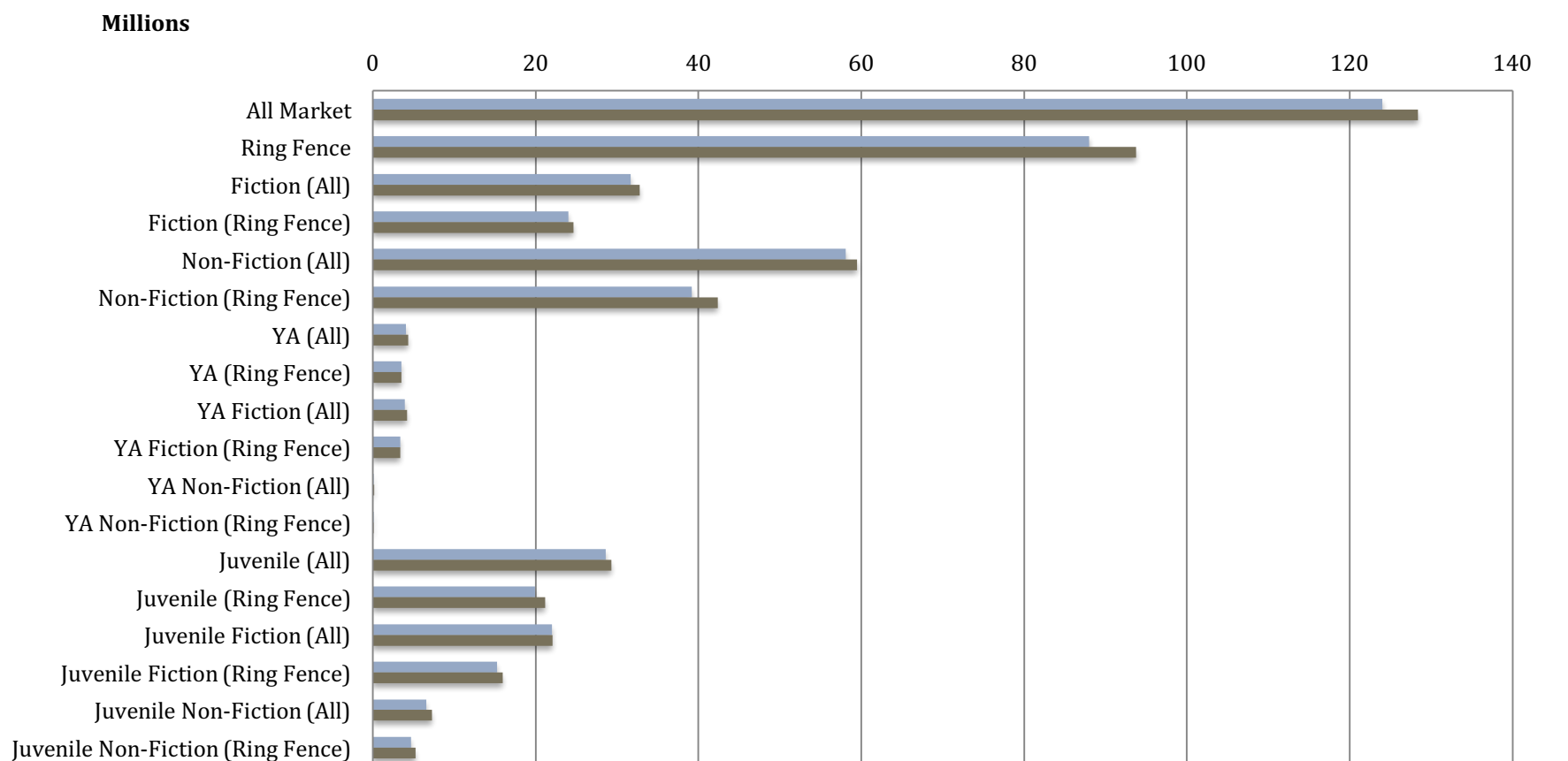
YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016 and 2017. The graphs compare 2017's year-to-date numbers with the comparable period in 2016. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared for each year. The time periods for this comparison are as follows:

- 2017: Week ending February 26, 2017
- 2016: Week ending February 28, 2016



Value Sold Year-to-Date (in millions of dollars)



	Juvenile Non-Fiction (Ring Fence)	Juvenile Non-Fiction (All)	Juvenile Fiction (Ring Fence)	Juvenile Fiction (All)	Juvenile (Ring Fence)	Juvenile (All)	YA Non-Fiction (Ring Fence)	YA Non-Fiction (All)	YA Fiction (Ring Fence)
2017	\$4,695,506.80	\$6,581,755.22	\$15,247,662.92	\$22,004,056.25	\$19,943,169.72	\$28,585,811.47	\$107,215.62	\$128,372.06	\$3,407,665.17
2016	\$5,248,114.02	\$7,253,610.12	\$15,931,123.02	\$22,063,604.00	\$21,179,237.04	\$29,317,214.12	\$128,369.56	\$154,899.69	\$3,388,995.75

	YA Fiction (All)	YA (Ring Fence)	YA (All)	Non-Fiction (Ring Fence)	Non-Fiction (All)	Fiction (Ring Fence)	Fiction (All)	Ring Fence	All Market
2017	\$3,951,263.73	\$3,514,880.79	\$4,079,635.79	\$39,196,080.76	\$58,070,811.55	\$24,010,474.19	\$31,643,956.17	\$87,958,700.45	\$124,021,833.67
2016	\$4,189,073.49	\$3,517,365.31	\$4,343,973.18	\$42,378,562.90	\$59,457,433.31	\$24,622,188.94	\$32,774,439.67	\$93,784,105.40	\$128,390,681.94