



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 05.2017

**May SalesData
Market Report**
May 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 May 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

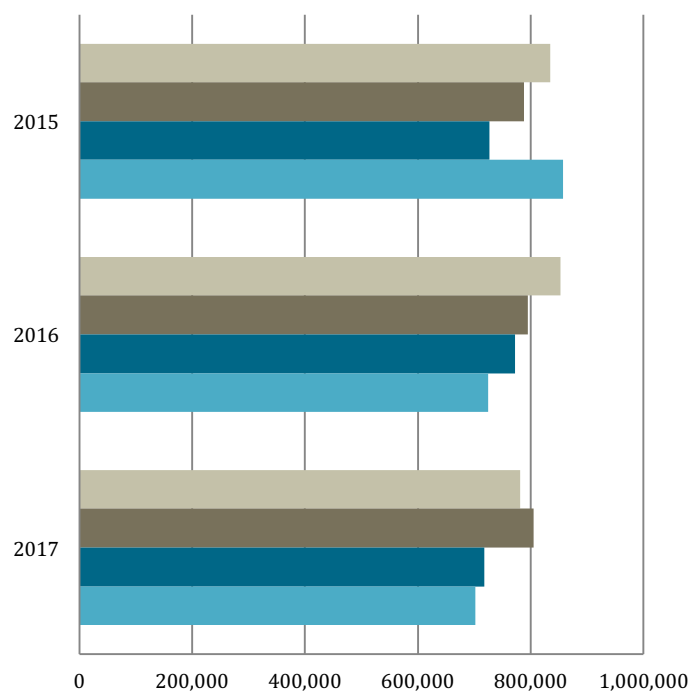
This report aims to encapsulate data from most days in May. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in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

	2017	2016	2015
Week 1	07-May	08-May	10-May
Week 2	14-May	15-May	17-May
Week 3	21-May	22-May	24-May
Week 4	28-May	29-May	31-May

ALL MARKET

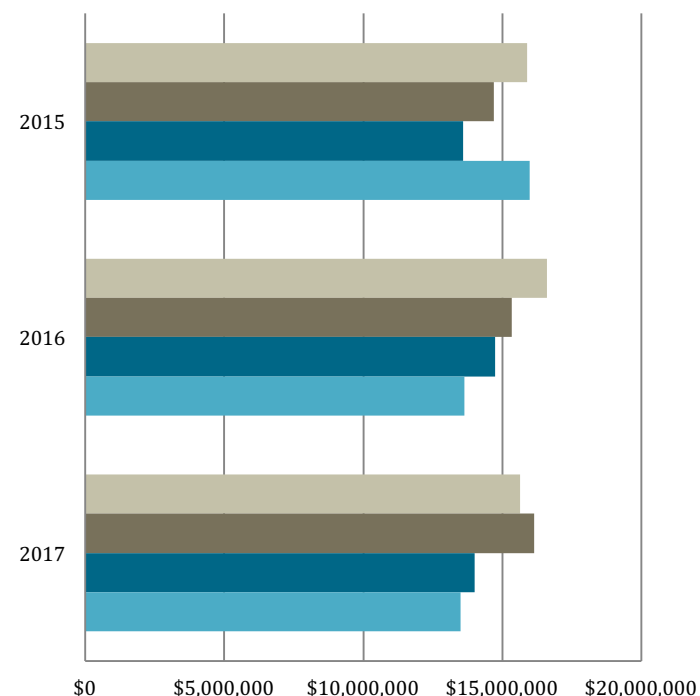
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each 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
■ May Week 1	781,601	852,622	834,381
■ May Week 2	805,638	794,834	788,455
■ May Week 3	717,212	772,104	727,116
■ May Week 4	701,652	724,699	857,753

Value Sold (in millions of dollars)

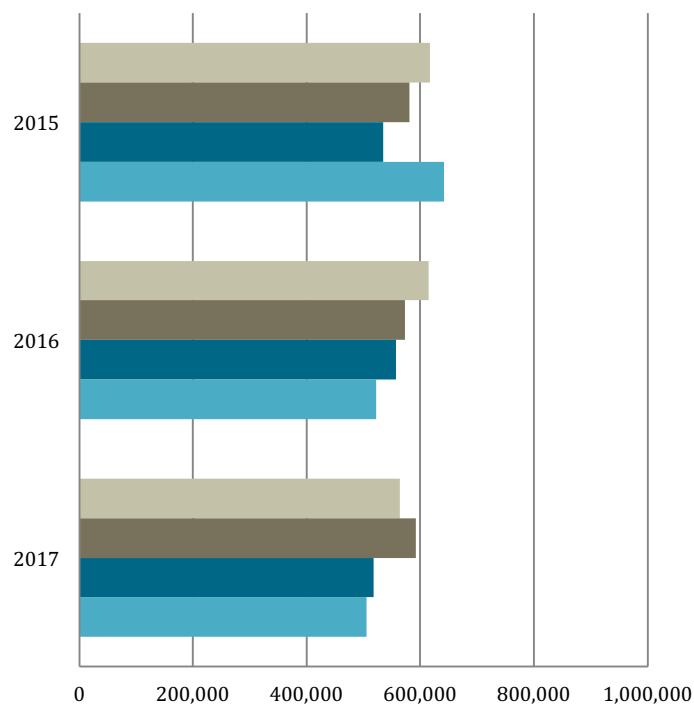


	2017	2016	2015
■ May Week 1	\$15,629,769.04	\$16,593,339.75	\$15,885,054.50
■ May Week 2	\$16,154,266.76	\$15,345,309.40	\$14,698,641.88
■ May Week 3	\$13,994,420.39	\$14,738,202.01	\$13,598,963.43
■ May Week 4	\$13,499,299.08	\$13,634,991.82	\$15,984,548.74

RING FENCE MARKET

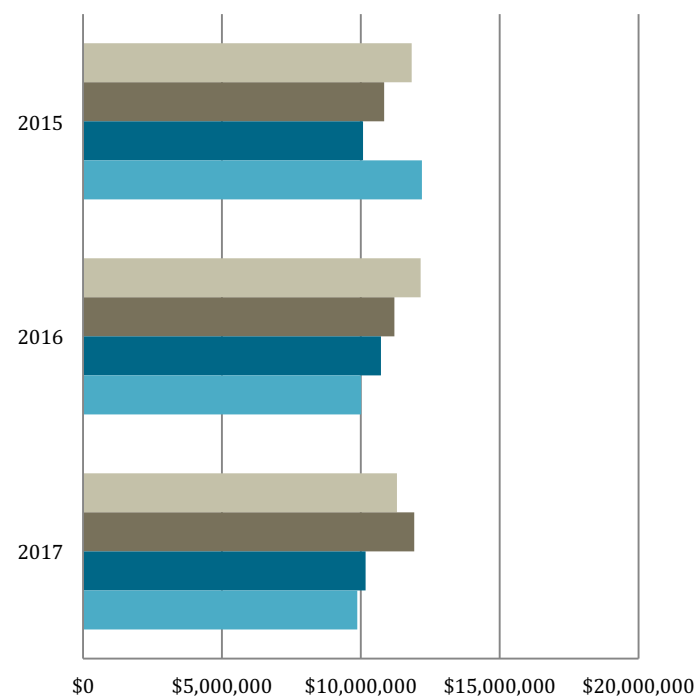
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
May Week 1	564,254	614,714	616,798
May Week 2	592,458	573,637	580,818
May Week 3	518,329	556,764	534,545
May Week 4	505,814	522,469	641,409

Value Sold (in millions of dollars)

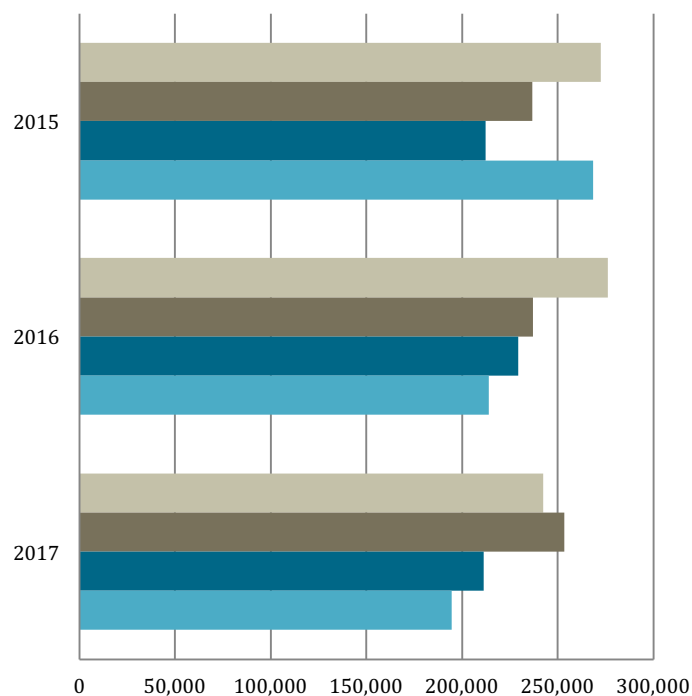


	2017	2016	2015
May Week 1	\$11,292,904.19	\$12,141,883.71	\$11,832,582.82
May Week 2	\$11,923,681.31	\$11,207,043.08	\$10,839,691.65
May Week 3	\$10,162,192.42	\$10,728,772.37	\$10,082,191.59
May Week 4	\$9,859,956.39	\$10,006,810.24	\$12,204,435.76

FICTION: ALL MARKET

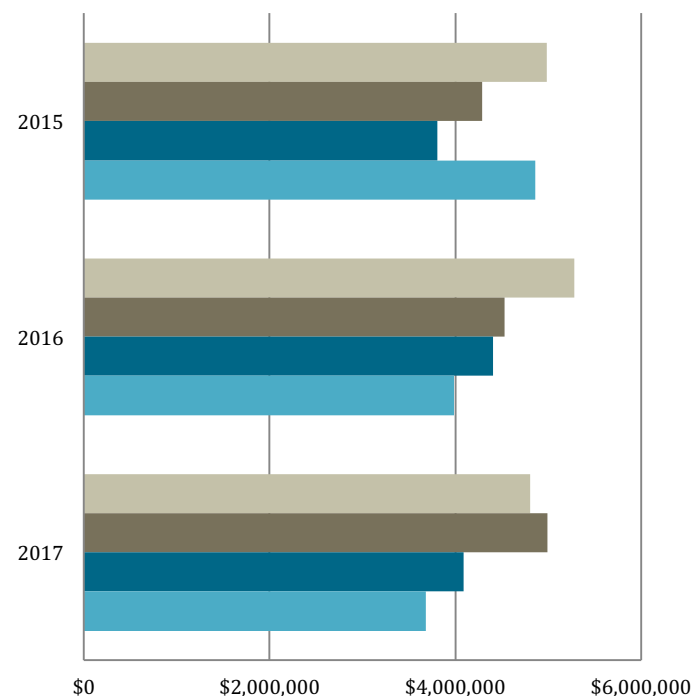
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
■ May Week 1	242,318	276,065	272,655
■ May Week 2	253,534	237,009	236,806
■ May Week 3	211,420	229,404	212,280
■ May Week 4	194,529	214,032	268,513

Value Sold (in millions of dollars)

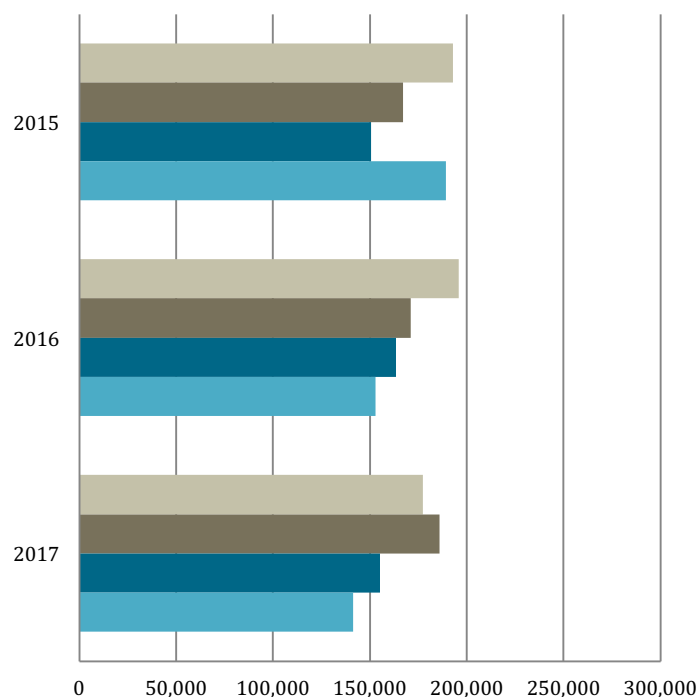


	2017	2016	2015
■ May Week 1	\$4,805,358.96	\$5,281,485.51	\$4,982,244.65
■ May Week 2	\$4,988,950.97	\$4,531,605.95	\$4,284,961.28
■ May Week 3	\$4,091,013.04	\$4,404,600.27	\$3,805,658.26
■ May Week 4	\$3,684,888.79	\$3,985,173.58	\$4,862,429.22

FICTION: RING FENCE MARKET

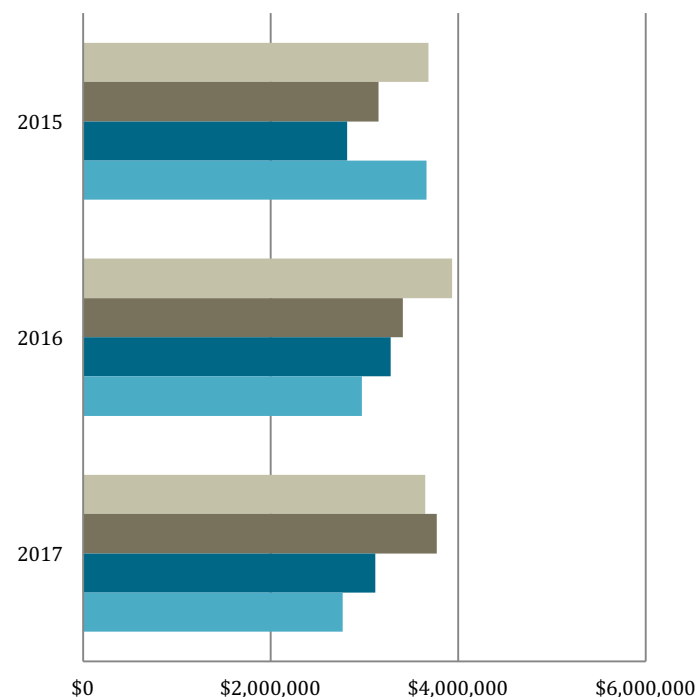
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
May Week 1	177,353	195,849	192,903
May Week 2	185,872	171,024	167,187
May Week 3	155,135	163,517	150,496
May Week 4	141,233	152,996	189,443

Value Sold (in millions of dollars)

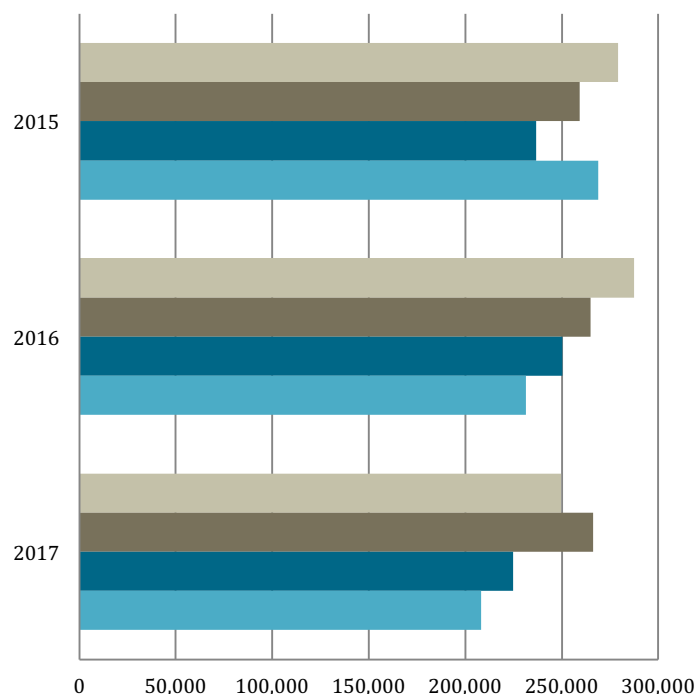


	2017	2016	2015
May Week 1	\$3,651,906.69	\$3,937,710.35	\$3,683,374.00
May Week 2	\$3,773,383.96	\$3,412,276.52	\$3,151,837.13
May Week 3	\$3,117,385.43	\$3,282,784.38	\$2,817,233.66
May Week 4	\$2,771,063.84	\$2,972,819.11	\$3,663,086.85

NON-FICTION: ALL MARKET

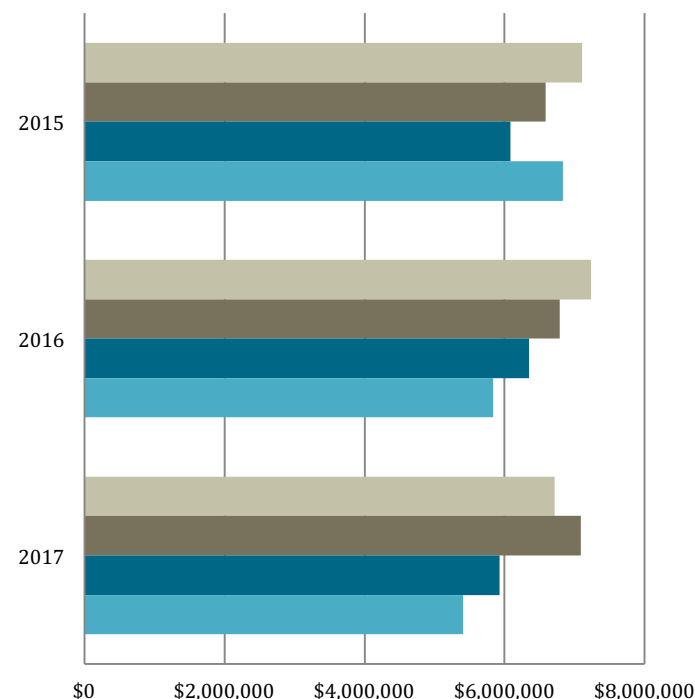
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
■ May Week 1	249,529	287,473	279,002
■ May Week 2	266,253	264,795	259,098
■ May Week 3	224,807	250,170	236,781
■ May Week 4	208,133	231,406	269,016

Value Sold (in millions of dollars)

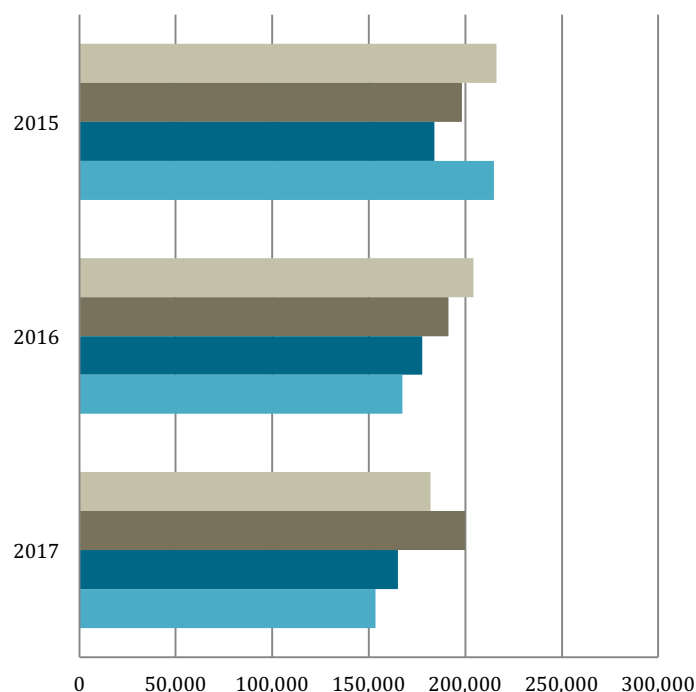


	2017	2016	2015
■ May Week 1	\$6,716,814.18	\$7,231,509.79	\$7,102,989.77
■ May Week 2	\$7,085,834.51	\$6,785,193.26	\$6,580,607.17
■ May Week 3	\$5,924,781.90	\$6,345,330.06	\$6,081,106.16
■ May Week 4	\$5,402,392.48	\$5,833,790.90	\$6,833,389.45

NON-FICTION: RING FENCE MARKET

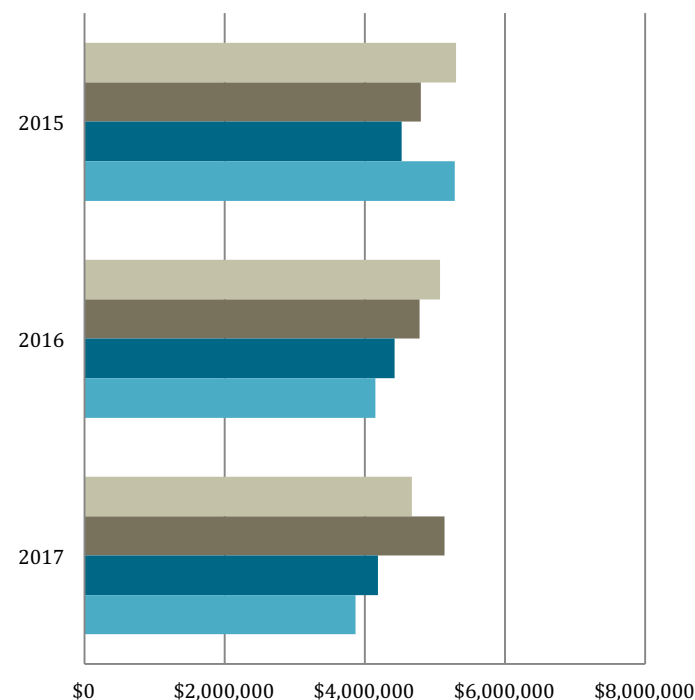
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ May Week 1	182,057	204,312	215,988
■ May Week 2	199,890	191,413	198,075
■ May Week 3	165,028	177,625	184,094
■ May Week 4	153,602	167,447	214,946

Value Sold (in millions of dollars)

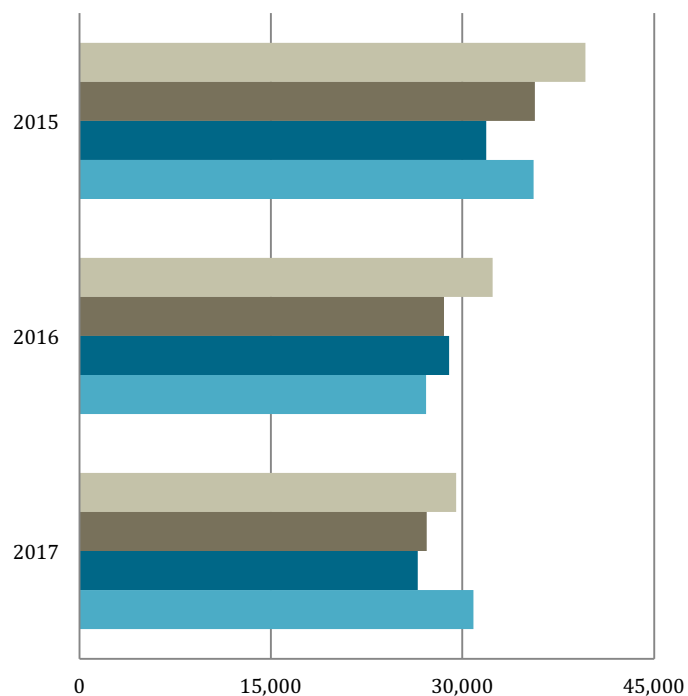


	2017	2016	2015
■ May Week 1	\$4,672,861.31	\$5,075,706.37	\$5,307,420.83
■ May Week 2	\$5,137,814.92	\$4,786,091.68	\$4,804,064.04
■ May Week 3	\$4,191,292.35	\$4,426,834.22	\$4,526,936.16
■ May Week 4	\$3,870,789.28	\$4,151,125.59	\$5,283,352.78

YOUNG ADULT: ALL MARKET

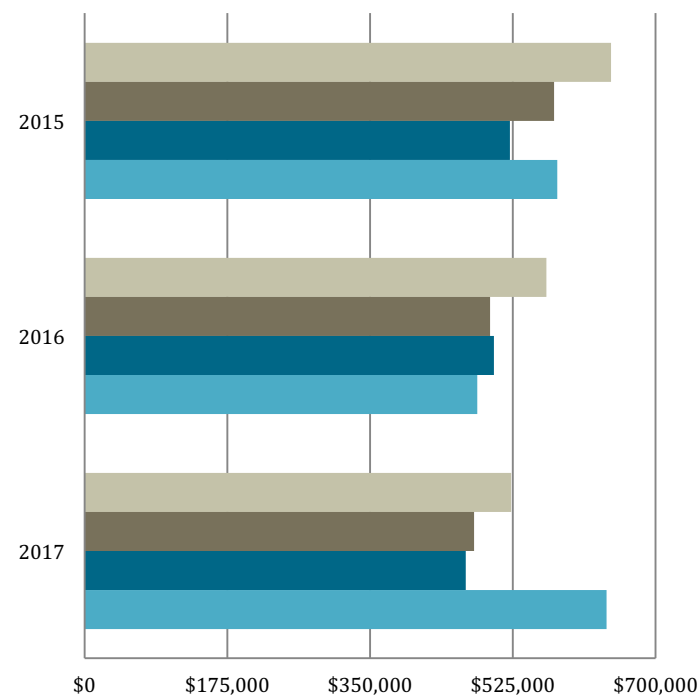
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
May Week 1	29,497	32,352	39,644
May Week 2	27,208	28,527	35,680
May Week 3	26,491	28,964	31,834
May Week 4	30,850	27,139	35,571

Value Sold (in millions of dollars)

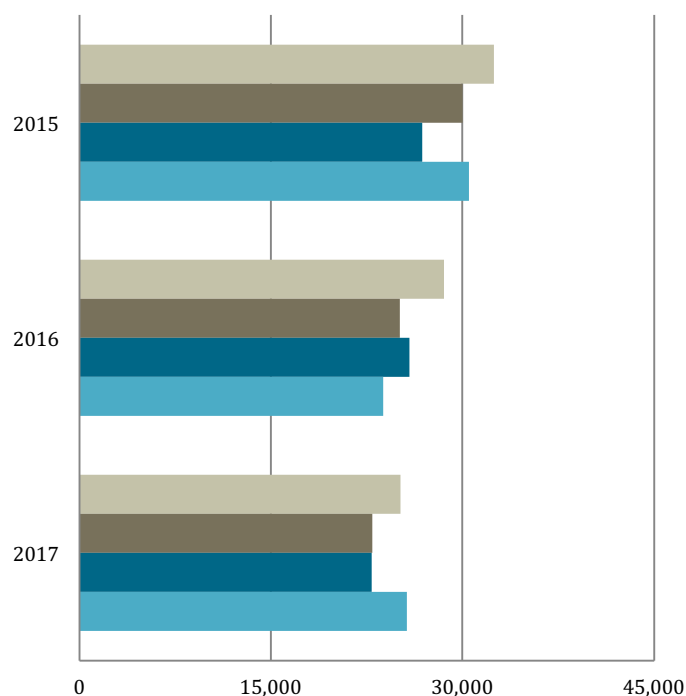


	2017	2016	2015
May Week 1	\$522,607.76	\$566,270.66	\$645,658.07
May Week 2	\$477,638.21	\$496,920.20	\$575,283.99
May Week 3	\$467,164.64	\$502,080.27	\$521,679.82
May Week 4	\$639,999.11	\$481,000.89	\$579,591.95

YOUNG ADULT: RING FENCE MARKET

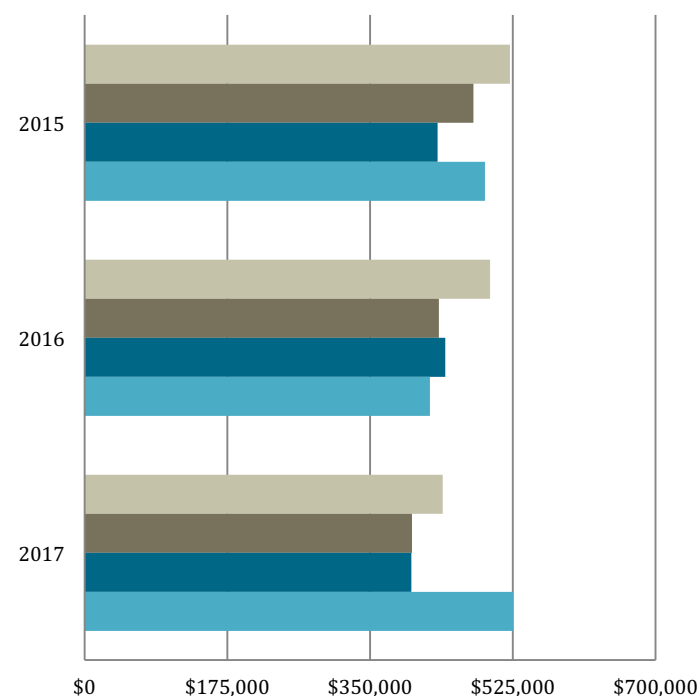
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ May Week 1	25,142	28,559	32,467
■ May Week 2	22,921	25,093	30,009
■ May Week 3	22,867	25,843	26,847
■ May Week 4	25,666	23,801	30,493

Value Sold (in millions of dollars)

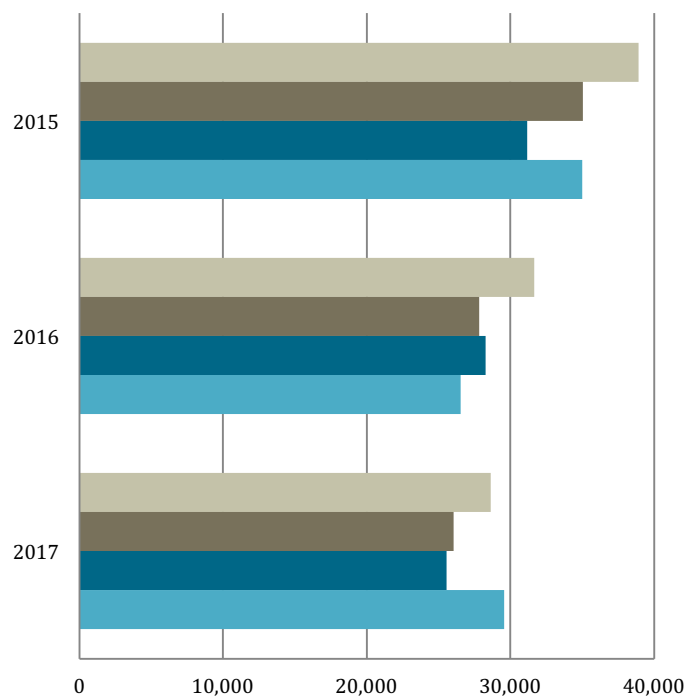


	2017	2016	2015
■ May Week 1	\$438,739.61	\$496,705.31	\$521,285.32
■ May Week 2	\$401,095.51	\$434,409.90	\$476,575.16
■ May Week 3	\$400,677.31	\$442,415.32	\$433,053.87
■ May Week 4	\$525,209.13	\$423,271.23	\$491,087.01

YOUNG ADULT FICTION: ALL MARKET

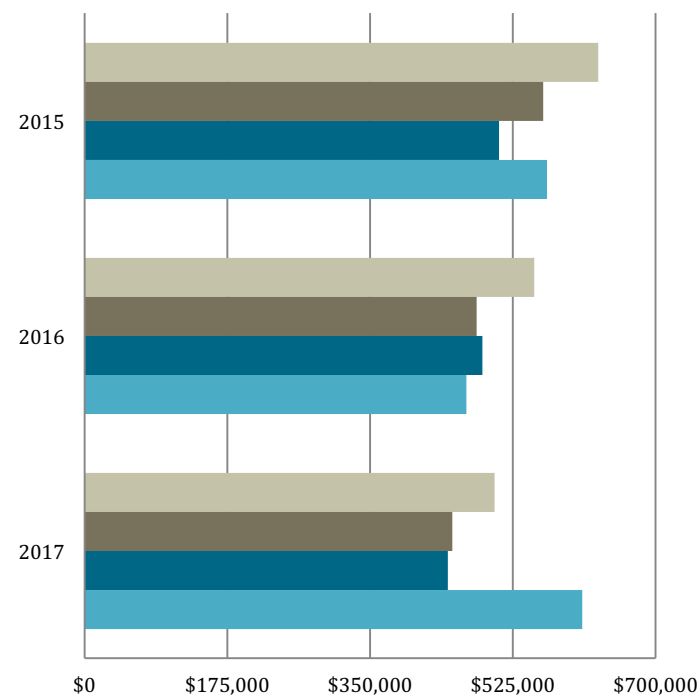
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
May Week 1	28,646	31,662	38,913
May Week 2	26,059	27,808	35,057
May Week 3	25,540	28,295	31,179
May Week 4	29,581	26,541	34,989

Value Sold (in millions of dollars)

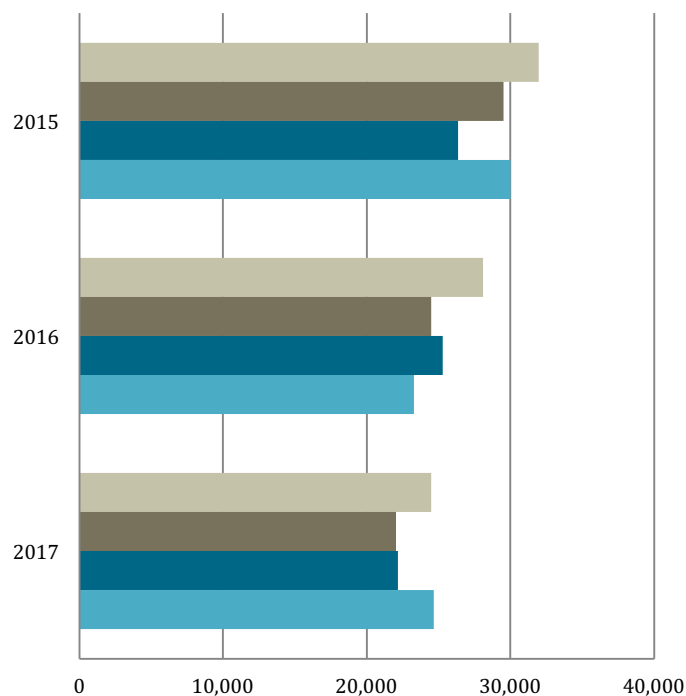


	2017	2016	2015
May Week 1	\$502,616.69	\$550,861.77	\$629,987.07
May Week 2	\$450,395.10	\$480,820.60	\$562,383.12
May Week 3	\$445,009.78	\$487,297.74	\$507,736.04
May Week 4	\$610,397.62	\$468,266.38	\$567,211.41

YOUNG ADULT FICTION: RING FENCE MARKET

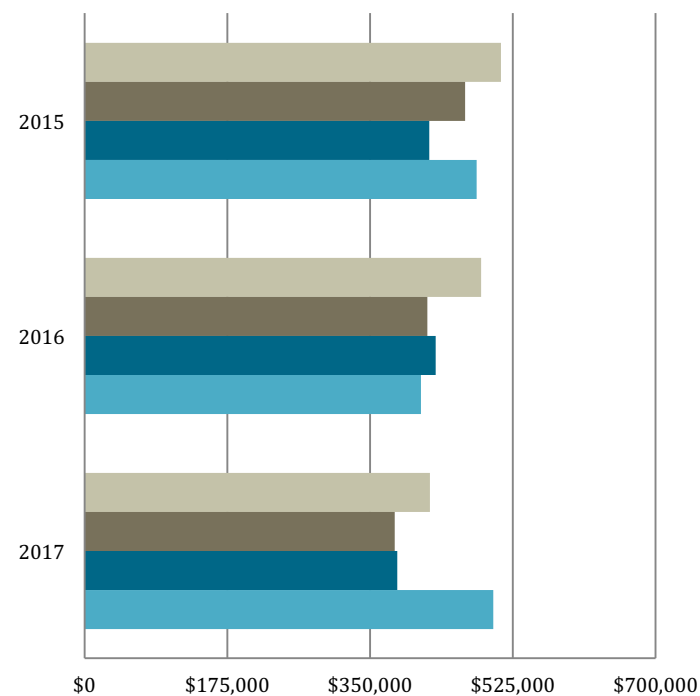
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
May Week 1	24,504	28,090	31,964
May Week 2	22,052	24,470	29,532
May Week 3	22,160	25,312	26,363
May Week 4	24,667	23,281	30,005

Value Sold (in millions of dollars)

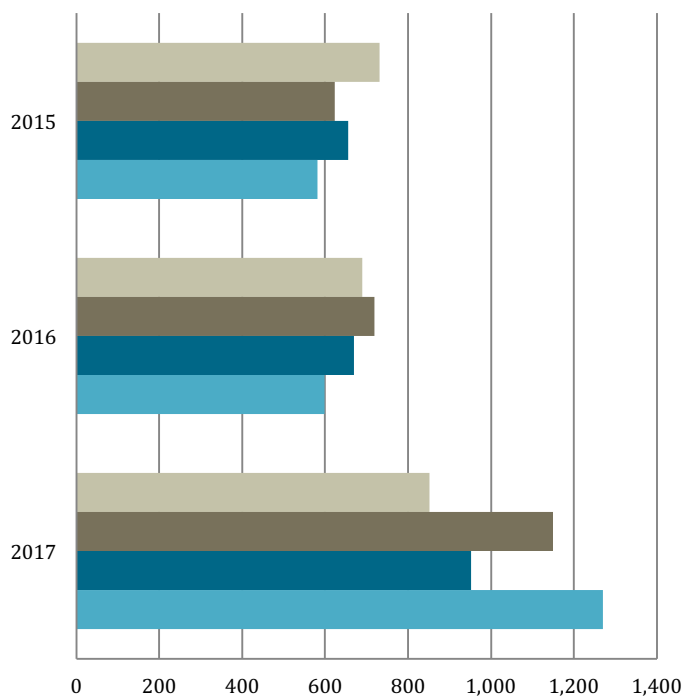


	2017	2016	2015
May Week 1	\$423,540.37	\$485,883.87	\$510,332.53
May Week 2	\$380,298.98	\$420,371.28	\$466,738.54
May Week 3	\$383,590.32	\$430,393.85	\$422,908.64
May Week 4	\$501,302.27	\$411,978.96	\$480,807.31

YOUNG ADULT NON-FICTION: ALL MARKET

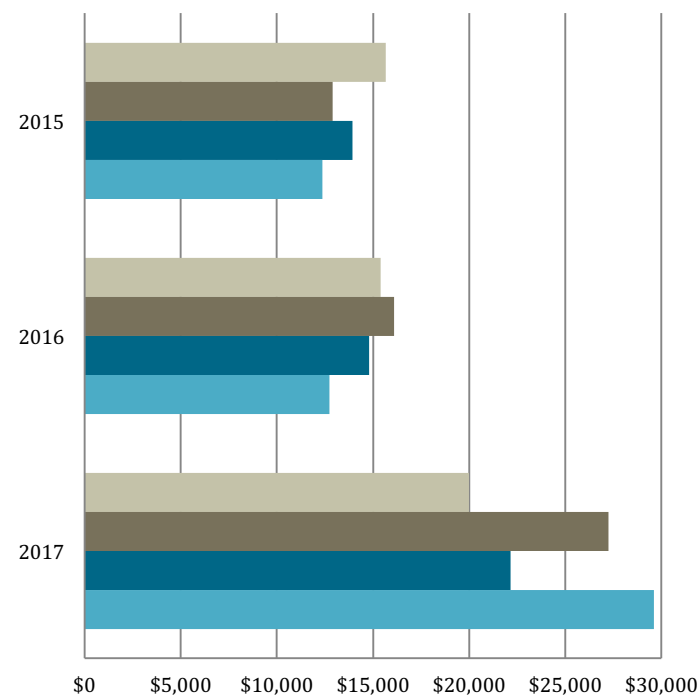
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ May Week 1	851	690	731
■ May Week 2	1,149	719	623
■ May Week 3	951	669	655
■ May Week 4	1,269	598	582

Value Sold (in millions of dollars)

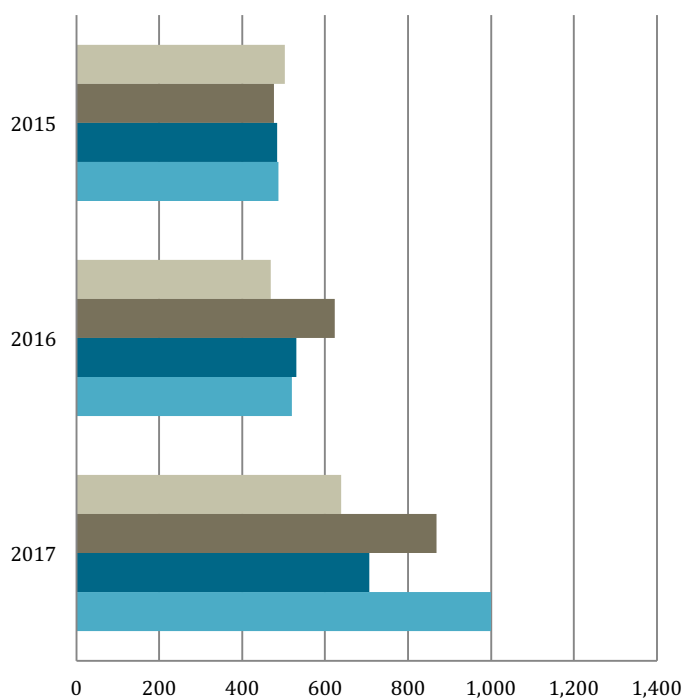


	2017	2016	2015
■ May Week 1	\$19,991.07	\$15,408.89	\$15,671.00
■ May Week 2	\$27,243.11	\$16,099.60	\$12,900.87
■ May Week 3	\$22,154.86	\$14,782.53	\$13,943.78
■ May Week 4	\$29,601.49	\$12,734.51	\$12,380.54

YOUNG ADULT NON-FICTION: RING FENCE MARKET

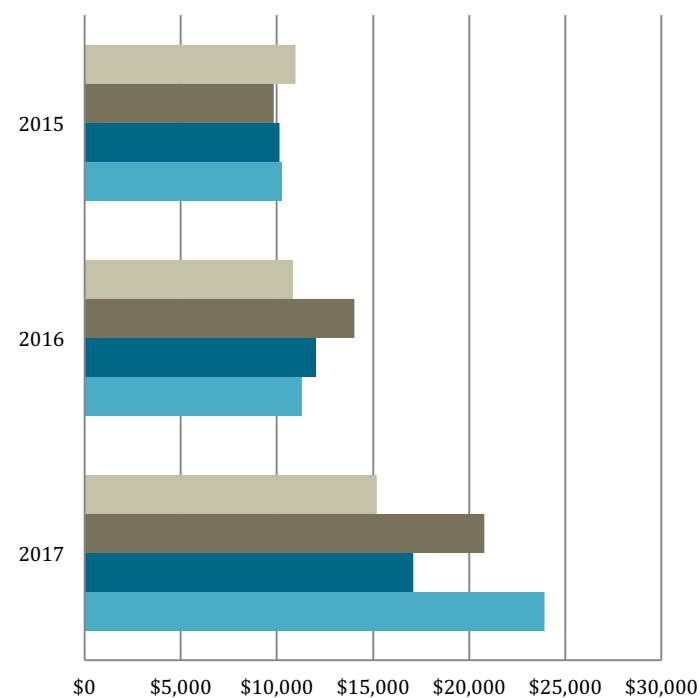
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Volume Sold (in units)



	2017	2016	2015
May Week 1	638	469	503
May Week 2	869	623	477
May Week 3	707	531	484
May Week 4	999	520	488

Value Sold (in millions of dollars)

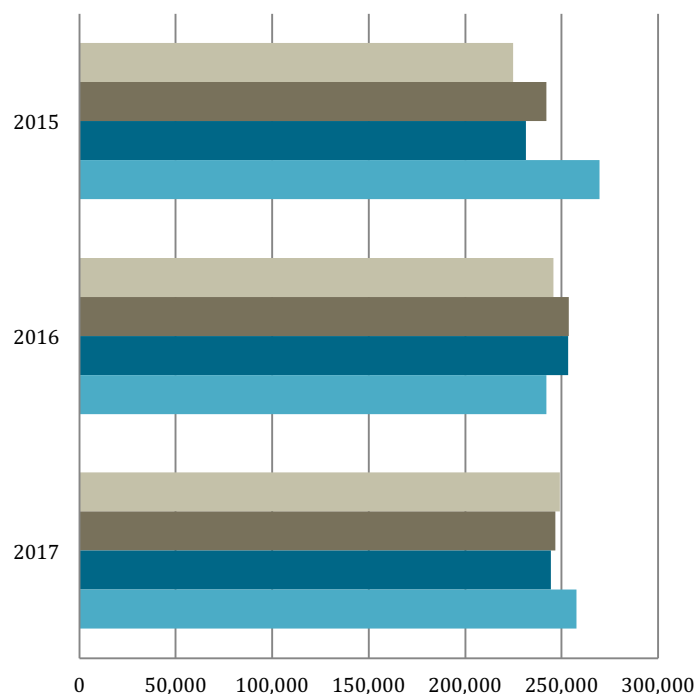


	2017	2016	2015
May Week 1	\$15,199.24	\$10,821.44	\$10,952.79
May Week 2	\$20,796.53	\$14,038.62	\$9,836.62
May Week 3	\$17,086.99	\$12,021.47	\$10,145.23
May Week 4	\$23,906.86	\$11,292.27	\$10,279.70

JUVENILE: ALL MARKET

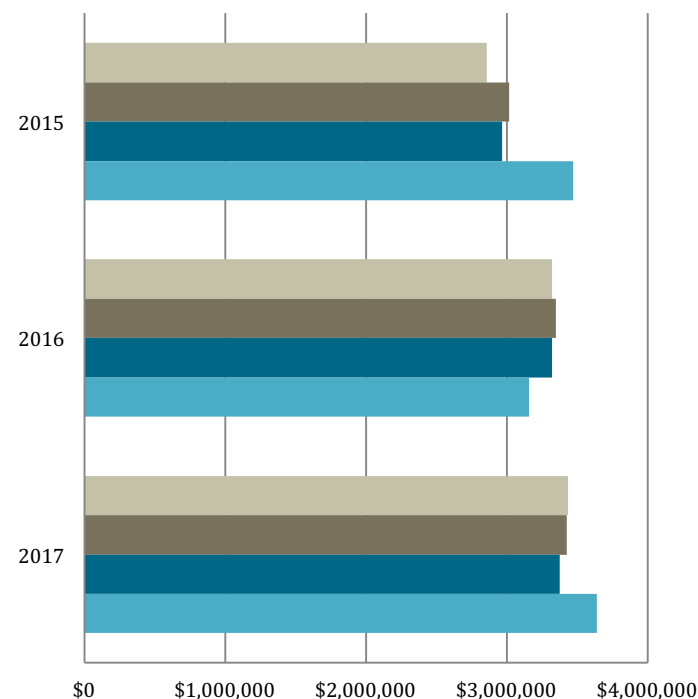
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
■ May Week 1	249,229	245,659	224,753
■ May Week 2	246,792	253,671	242,116
■ May Week 3	244,479	253,353	231,660
■ May Week 4	257,582	242,146	269,578

Value Sold (in millions of dollars)

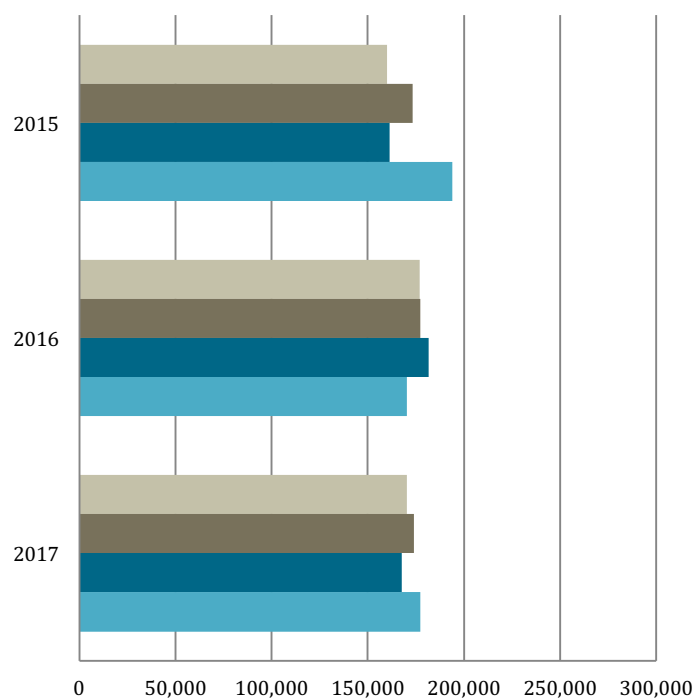


	2017	2016	2015
■ May Week 1	\$3,437,509.77	\$3,321,762.92	\$2,860,424.66
■ May Week 2	\$3,428,555.33	\$3,349,913.36	\$3,015,414.84
■ May Week 3	\$3,377,234.99	\$3,320,323.24	\$2,965,414.19
■ May Week 4	\$3,638,237.58	\$3,159,185.77	\$3,473,841.37

JUVENILE: RING FENCE MARKET

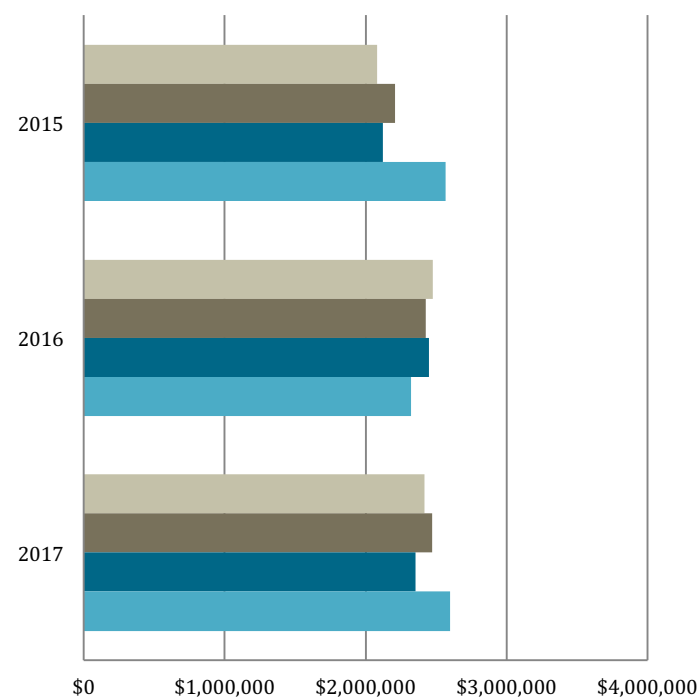
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of May in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ May Week 1	170,452	177,002	160,121
■ May Week 2	173,923	177,190	173,408
■ May Week 3	167,569	181,618	161,253
■ May Week 4	177,319	170,273	193,924

Value Sold (in millions of dollars)

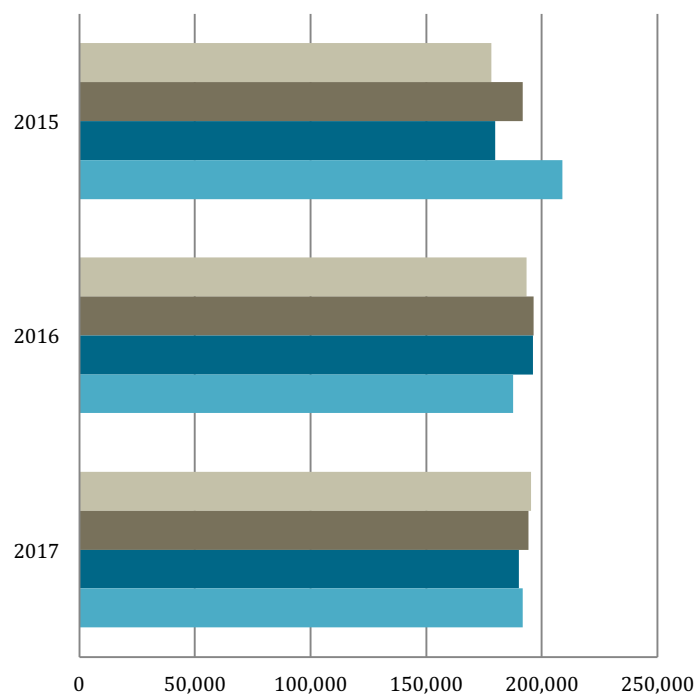


	2017	2016	2015
■ May Week 1	\$2,415,717.60	\$2,475,517.66	\$2,079,284.78
■ May Week 2	\$2,472,439.32	\$2,426,831.59	\$2,207,092.58
■ May Week 3	\$2,354,636.42	\$2,450,550.13	\$2,120,660.59
■ May Week 4	\$2,598,526.27	\$2,320,700.11	\$2,567,033.47

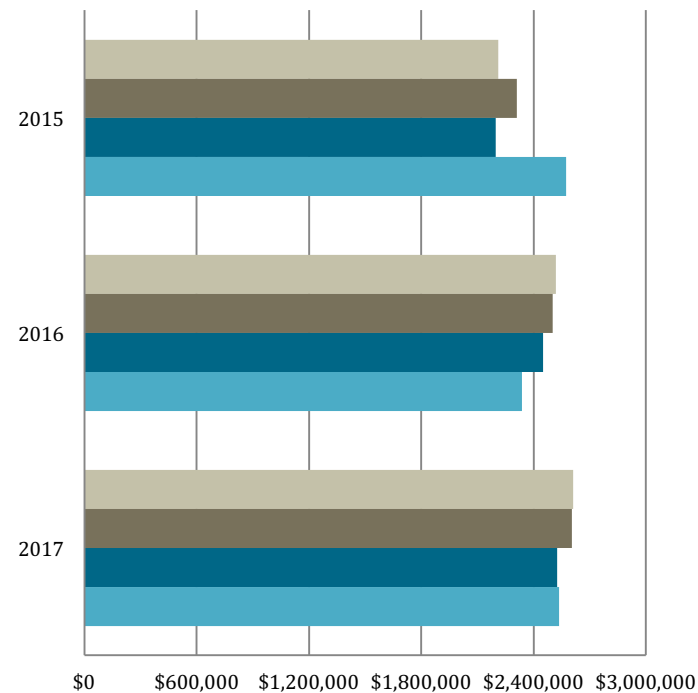
JUVENILE FICTION: ALL MARKET

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)



Value Sold (in millions of dollars)



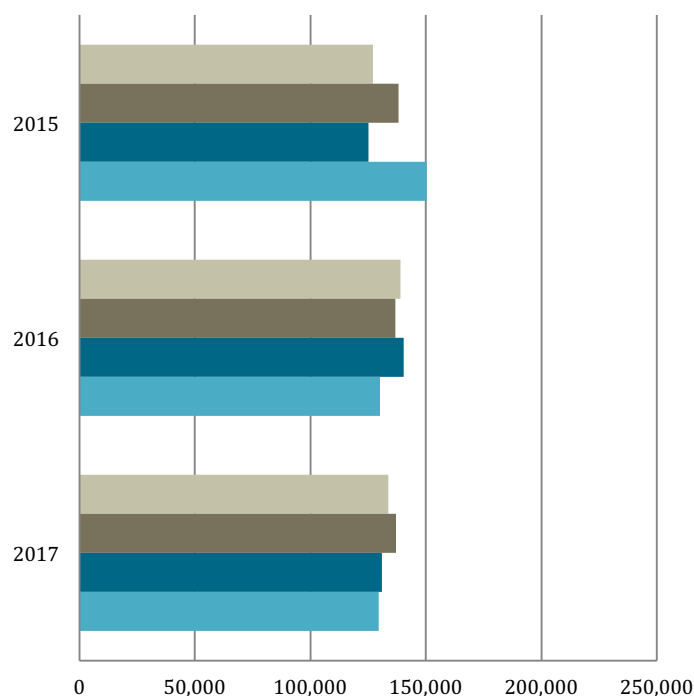
	2017	2016	2015
■ May Week 1	195,407	193,502	178,205
■ May Week 2	194,111	196,485	191,683
■ May Week 3	190,161	196,033	179,892
■ May Week 4	191,673	187,558	208,804

	2017	2016	2015
■ May Week 1	\$2,610,929.52	\$2,518,883.01	\$2,209,499.55
■ May Week 2	\$2,603,934.79	\$2,499,912.47	\$2,311,652.17
■ May Week 3	\$2,527,093.49	\$2,451,359.68	\$2,198,136.73
■ May Week 4	\$2,534,967.66	\$2,338,735.31	\$2,573,503.91

JUVENILE FICTION: RING FENCE MARKET

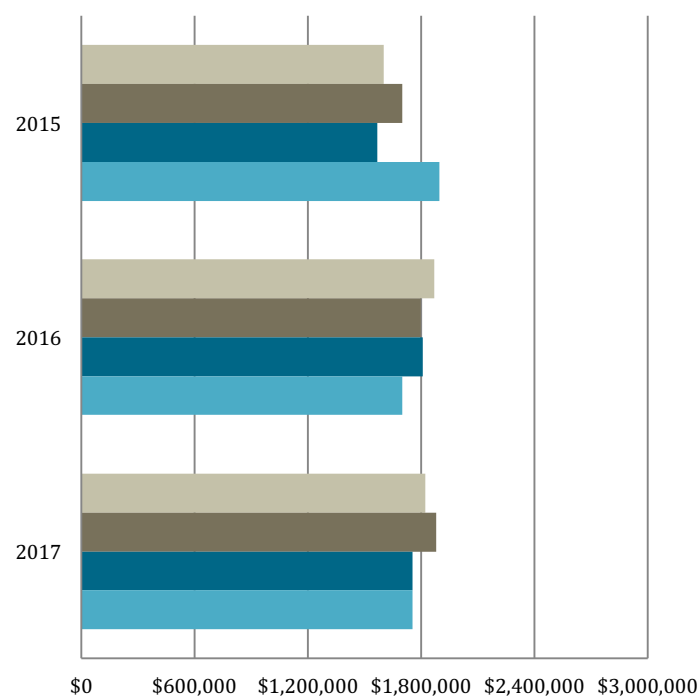
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
■ May Week 1	133,723	138,943	126,982
■ May Week 2	137,203	136,760	138,196
■ May Week 3	130,970	140,358	125,310
■ May Week 4	129,659	130,106	150,499

Value Sold (in millions of dollars)

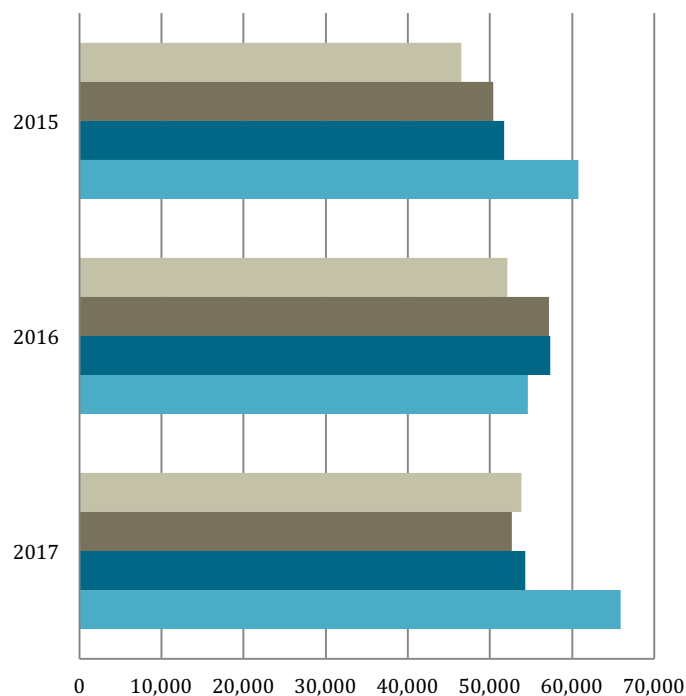


	2017	2016	2015
■ May Week 1	\$1,823,461.13	\$1,869,250.29	\$1,600,807.19
■ May Week 2	\$1,879,900.79	\$1,798,346.80	\$1,700,174.89
■ May Week 3	\$1,754,981.26	\$1,809,400.45	\$1,567,282.86
■ May Week 4	\$1,754,791.30	\$1,700,894.20	\$1,896,555.88

JUVENILE NON-FICTION: ALL MARKET

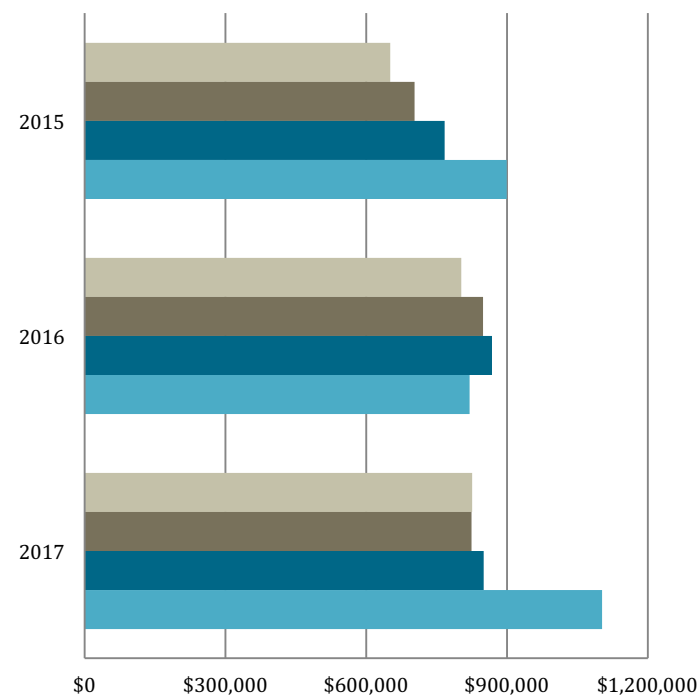
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ May Week 1	53,822	52,157	46,548
■ May Week 2	52,681	57,186	50,433
■ May Week 3	54,318	57,320	51,768
■ May Week 4	65,909	54,588	60,774

Value Sold (in millions of dollars)

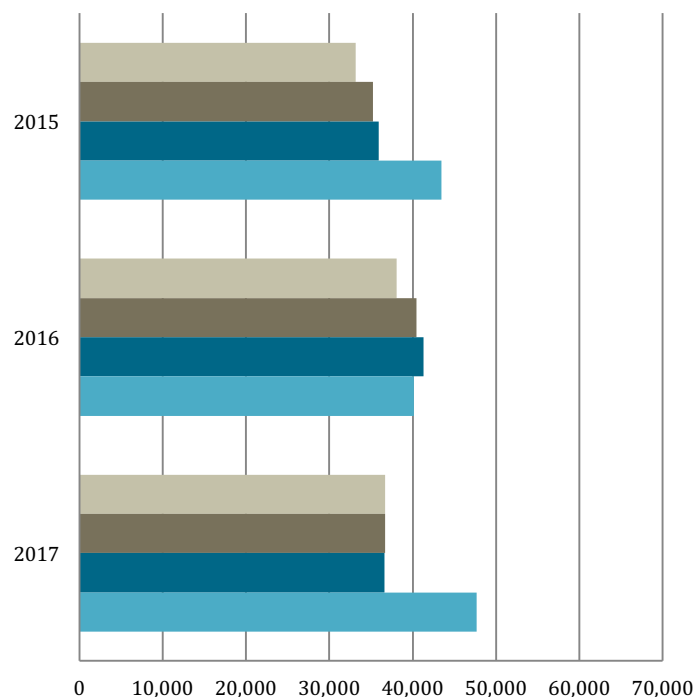


	2017	2016	2015
■ May Week 1	\$826,580.25	\$802,879.91	\$650,925.11
■ May Week 2	\$824,620.54	\$850,000.89	\$703,762.67
■ May Week 3	\$850,141.50	\$868,963.56	\$767,277.46
■ May Week 4	\$1,103,269.92	\$820,450.46	\$900,337.46

JUVENILE NON-FICTION: RING FENCE MARKET

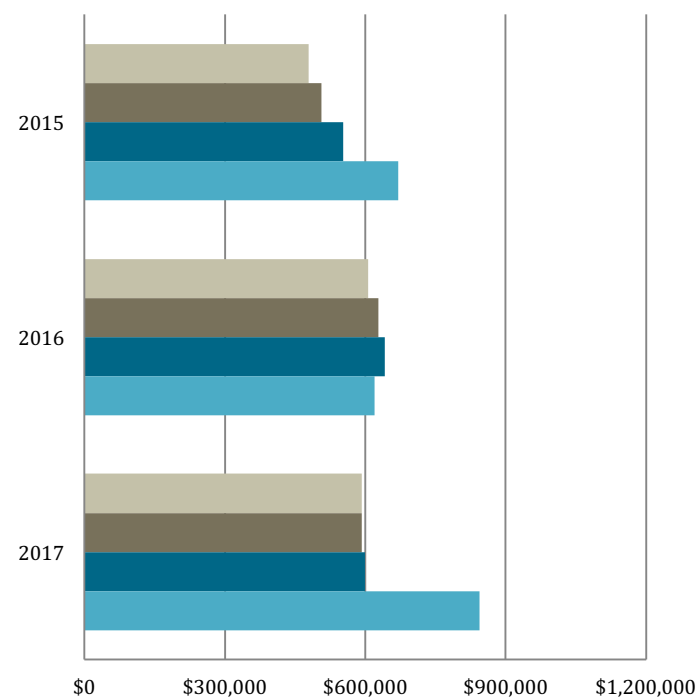
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
May Week 1	36,729	38,059	33,139
May Week 2	36,720	40,430	35,212
May Week 3	36,599	41,260	35,943
May Week 4	47,660	40,167	43,425

Value Sold (in millions of dollars)

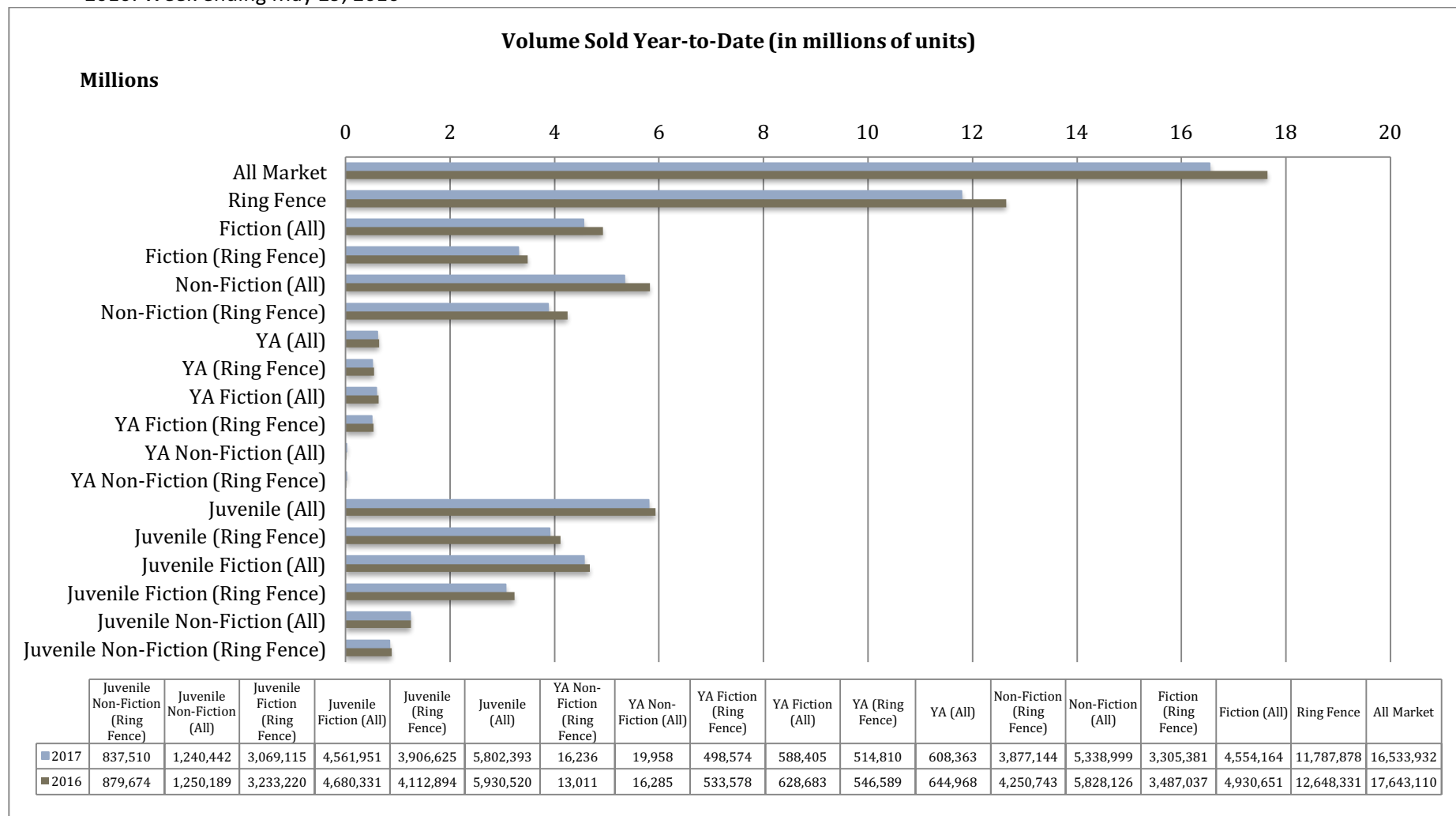


	2017	2016	2015
May Week 1	\$592,256.47	\$606,267.37	\$478,477.59
May Week 2	\$592,538.53	\$628,484.79	\$506,917.69
May Week 3	\$599,655.16	\$641,149.68	\$553,377.73
May Week 4	\$843,734.97	\$619,805.91	\$670,477.59

YEAR-TO-DATE COMPARISON

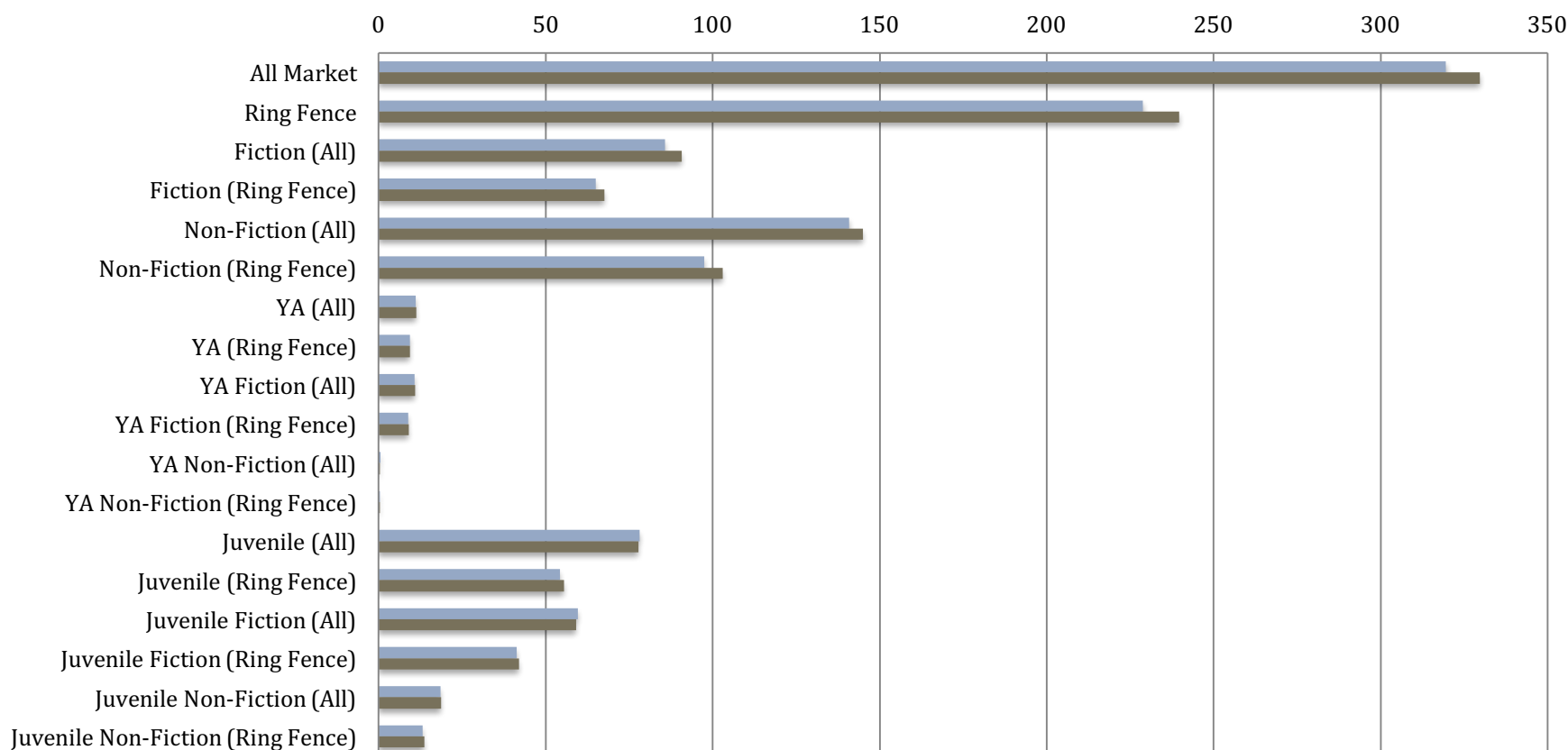
The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016 and 2017. The graphs compare 2017's year-to-date numbers with the comparable period in 2016. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared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

- 2017: Week ending May 28, 2017
- 2016: Week ending May 29, 2016



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

Millions



	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	\$10,658,444.91	\$9,274,798.77	\$11,127,965.52	\$97,533,279.47	\$140,875,144.93	\$64,903,103.18	\$85,802,584.03	\$228,754,475.91	\$319,446,911.48
2016	\$10,848,070.17	\$9,322,486.14	\$11,211,460.19	\$103,050,565.86	\$144,945,956.52	\$67,570,796.58	\$90,743,392.57	\$239,714,724.13	\$329,657,852.18

	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	\$13,097,888.38	\$18,526,286.26	\$41,234,605.16	\$59,658,815.00	\$54,332,493.54	\$78,185,101.26	\$386,447.58	\$469,520.61	\$8,888,351.19
2016	\$13,587,834.93	\$18,649,579.66	\$41,980,850.22	\$59,044,514.07	\$55,568,685.15	\$77,694,093.73	\$292,669.09	\$363,390.02	\$9,029,817.05