



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 09.2017

September SalesData Market Report September 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 September 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

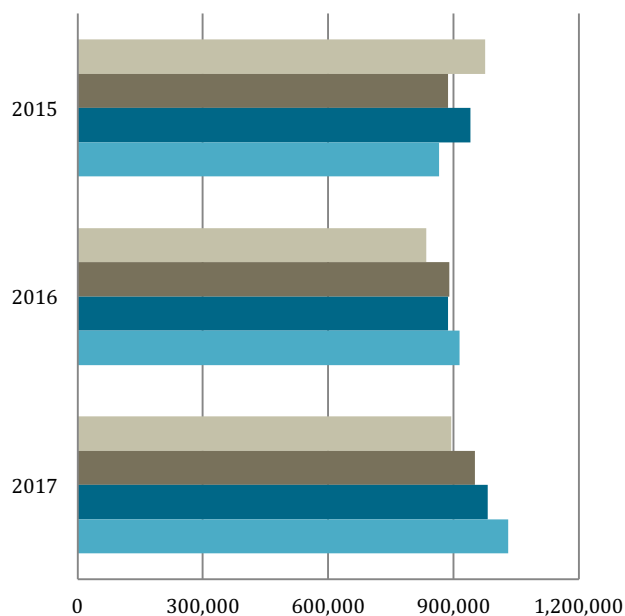
This report aims to encapsulate data from most days in September. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2017	2016	2015
Week 1	10-Sep	11-Sep	06-Sep
Week 2	17-Sep	18-Sep	13-Sep
Week 3	24-Sep	25-Sep	20-Sep
Week 4	01-Oct	02-Oct	27-Sep

ALL MARKET

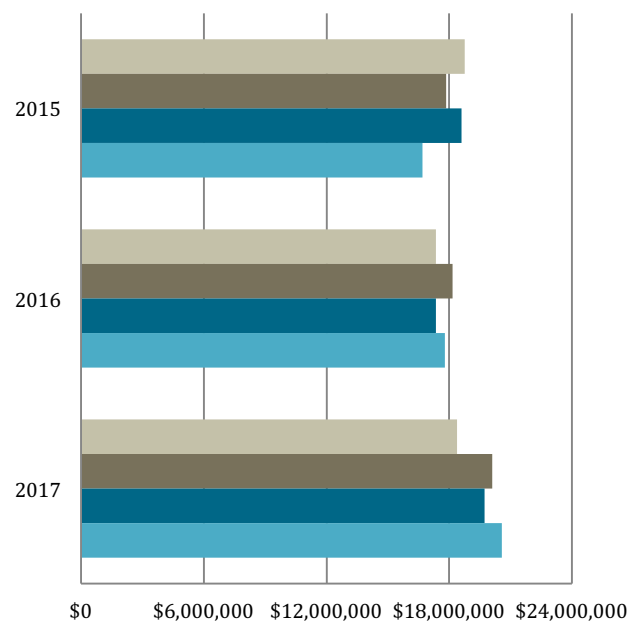
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
September Week 1	893,851	835,282	976,428
September Week 2	951,293	889,168	887,588
September Week 3	982,027	887,339	940,453
September Week 4	1,030,951	914,510	865,835

Value Sold (in millions of dollars)

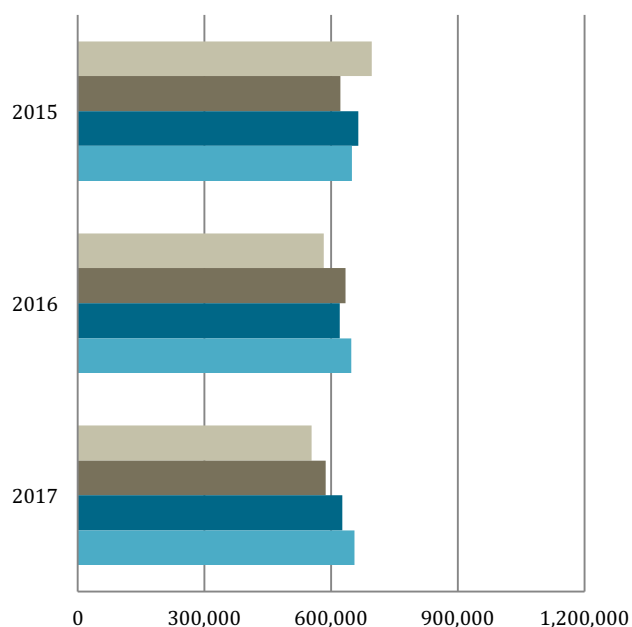


	2017	2016	2015
September Week 1	\$18,376,976.08	\$17,350,785.56	\$18,750,680.80
September Week 2	\$20,113,027.72	\$18,172,715.62	\$17,835,559.20
September Week 3	\$19,740,284.30	\$17,348,389.78	\$18,599,795.19
September Week 4	\$20,558,377.92	\$17,776,260.21	\$16,703,403.95

RING FENCE MARKET

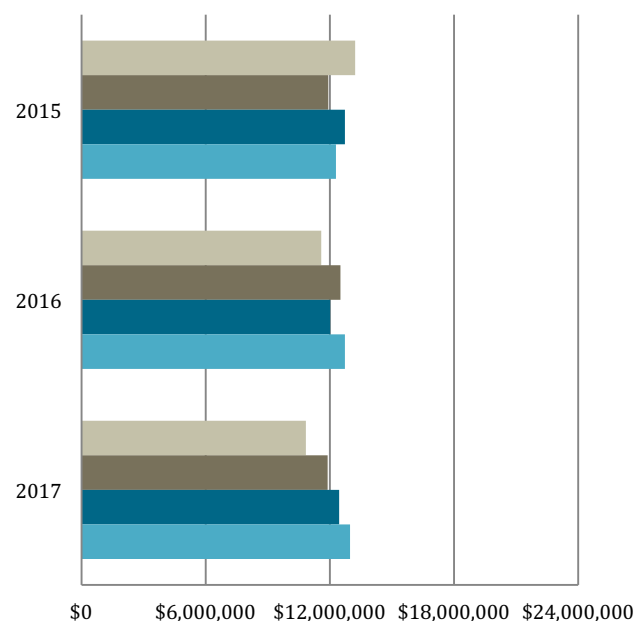
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
September Week 1	553,215	582,839	695,925
September Week 2	587,860	633,472	621,633
September Week 3	626,544	620,553	664,027
September Week 4	654,993	647,862	648,591

Value Sold (in millions of dollars)

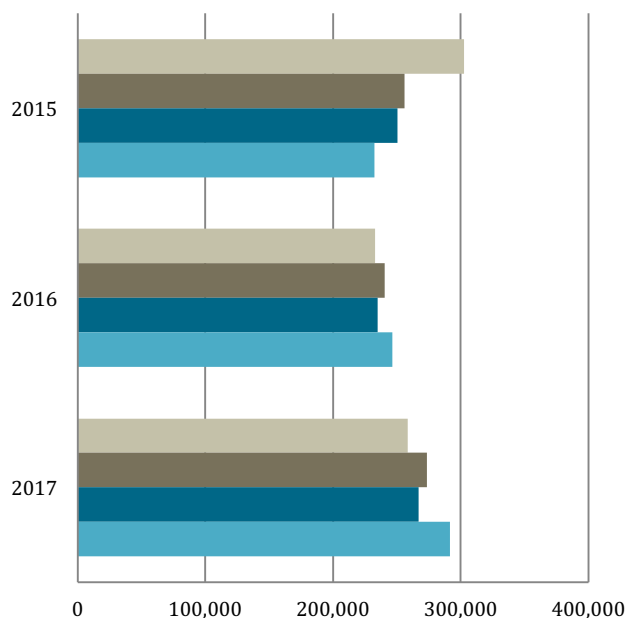


	2017	2016	2015
September Week 1	\$10,818,920.17	\$11,575,502.89	\$13,201,232.16
September Week 2	\$11,887,134.05	\$12,502,741.41	\$11,922,256.15
September Week 3	\$12,437,036.70	\$12,001,482.45	\$12,730,219.98
September Week 4	\$12,969,420.78	\$12,703,971.95	\$12,292,710.06

FICTION: ALL MARKET

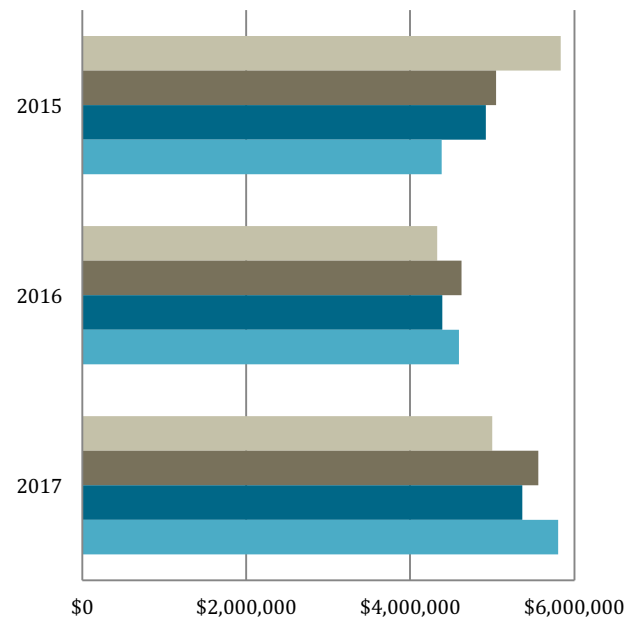
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
September Week 1	258,461	232,847	302,641
September Week 2	273,475	240,418	255,958
September Week 3	266,921	234,786	250,417
September Week 4	291,744	246,227	232,366

Value Sold (in millions of dollars)

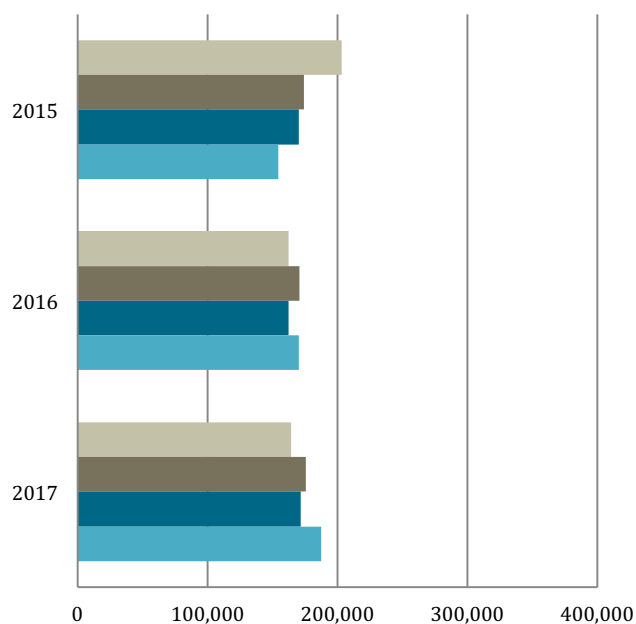


	2017	2016	2015
September Week 1	\$5,001,034.18	\$4,328,447.55	\$5,834,763.64
September Week 2	\$5,558,696.54	\$4,622,683.95	\$5,047,344.23
September Week 3	\$5,365,108.18	\$4,392,204.57	\$4,919,967.55
September Week 4	\$5,805,915.50	\$4,596,678.24	\$4,382,668.43

FICTION: RING FENCE MARKET

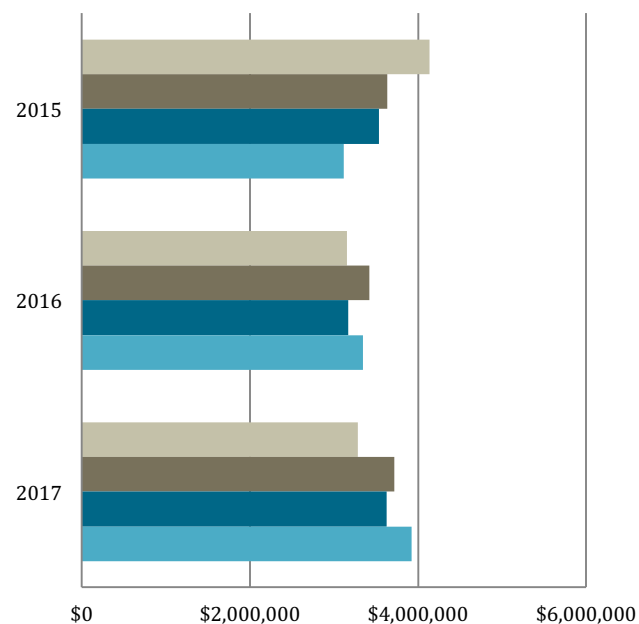
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	164,064	162,077	203,127
September Week 2	175,591	170,552	174,003
September Week 3	171,832	162,304	170,123
September Week 4	187,340	170,207	154,674

Value Sold (in millions of dollars)

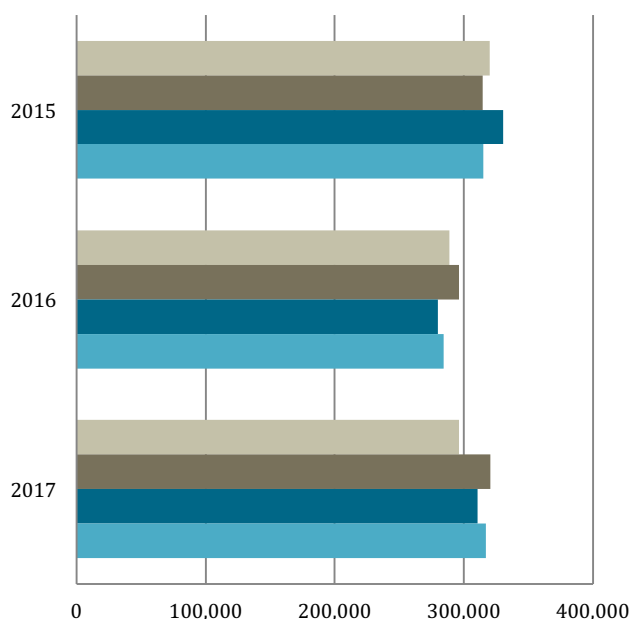


	2017	2016	2015
September Week 1	\$3,285,016.95	\$3,155,424.23	\$4,138,854.62
September Week 2	\$3,716,860.96	\$3,419,819.93	\$3,632,759.34
September Week 3	\$3,629,181.30	\$3,166,915.73	\$3,537,962.82
September Week 4	\$3,919,928.30	\$3,344,547.94	\$3,113,744.22

NON-FICTION: ALL MARKET

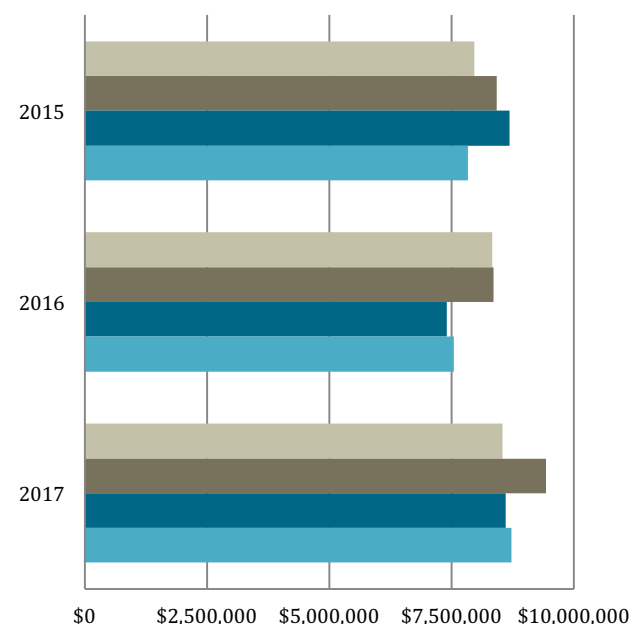
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	296,220	288,811	320,213
September Week 2	320,293	296,274	314,708
September Week 3	310,653	279,786	330,650
September Week 4	317,269	284,371	314,958

Value Sold (in millions of dollars)

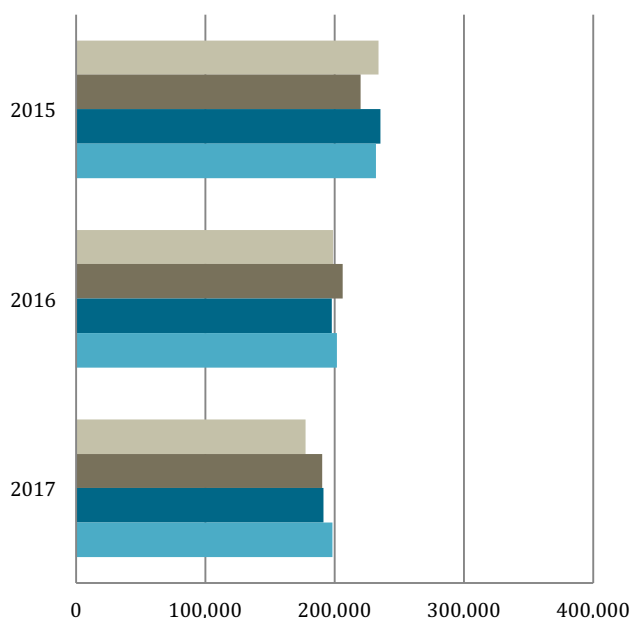


	2017	2016	2015
September Week 1	\$8,538,148.93	\$8,326,683.19	\$7,957,925.42
September Week 2	\$9,430,645.39	\$8,357,496.19	\$8,427,397.40
September Week 3	\$8,602,616.42	\$7,406,415.11	\$8,687,593.40
September Week 4	\$8,722,241.24	\$7,544,079.42	\$7,835,798.23

NON-FICTION: RING FENCE MARKET

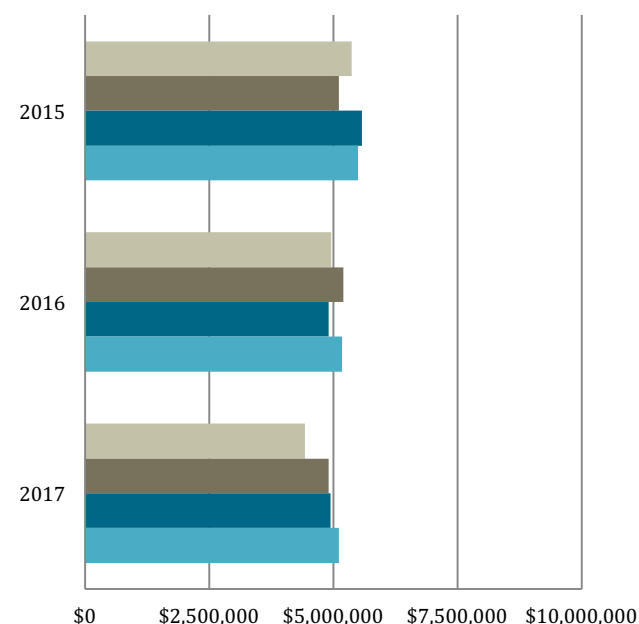
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	177,650	198,660	233,700
September Week 2	190,092	206,136	219,895
September Week 3	191,193	197,836	235,214
September Week 4	198,103	201,730	231,624

Value Sold (in millions of dollars)

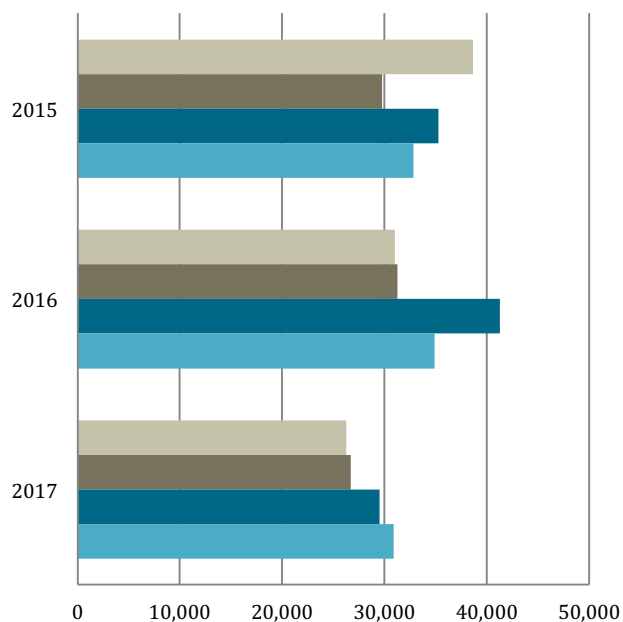


	2017	2016	2015
September Week 1	\$4,431,531.87	\$4,963,088.16	\$5,374,751.30
September Week 2	\$4,905,990.91	\$5,199,747.49	\$5,108,038.50
September Week 3	\$4,948,159.48	\$4,907,018.84	\$5,575,539.93
September Week 4	\$5,108,453.17	\$5,175,681.40	\$5,502,893.99

YOUNG ADULT: ALL MARKET

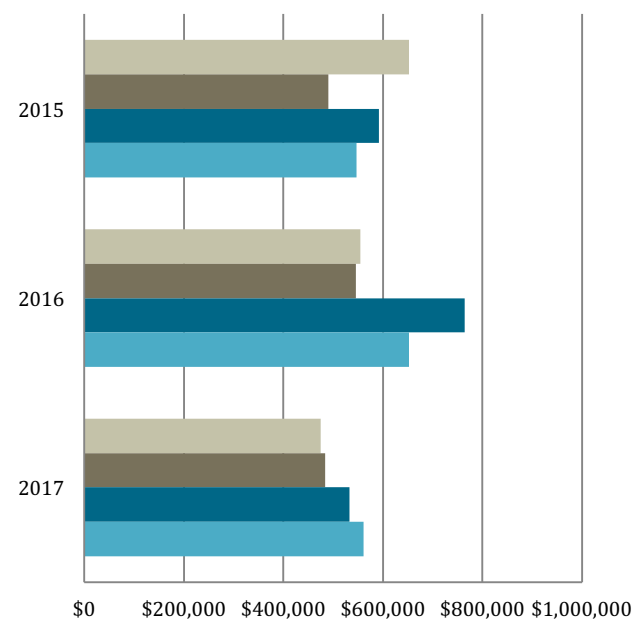
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	26,280	30,999	38,631
September Week 2	26,688	31,247	29,757
September Week 3	29,503	41,262	35,285
September Week 4	30,872	34,894	32,844

Value Sold (in millions of dollars)

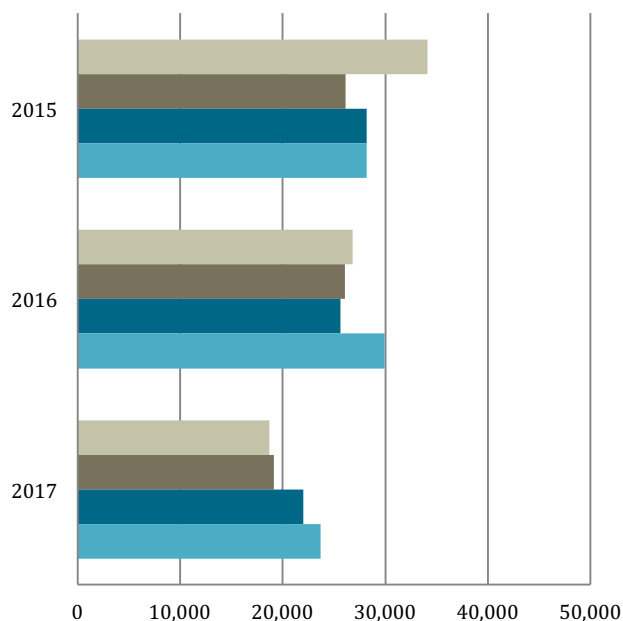


	2017	2016	2015
September Week 1	\$475,323.91	\$554,671.91	\$652,778.46
September Week 2	\$483,923.12	\$545,671.20	\$490,566.17
September Week 3	\$532,428.88	\$764,721.28	\$591,782.06
September Week 4	\$561,329.29	\$652,052.46	\$546,980.49

YOUNG ADULT: RING FENCE MARKET

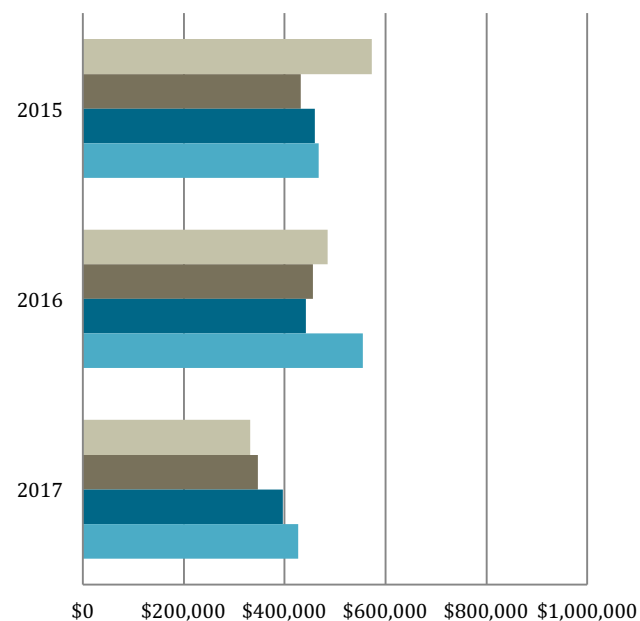
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	18,714	26,788	34,093
September Week 2	19,159	26,073	26,131
September Week 3	21,986	25,609	28,167
September Week 4	23,721	29,932	28,153

Value Sold (in millions of dollars)

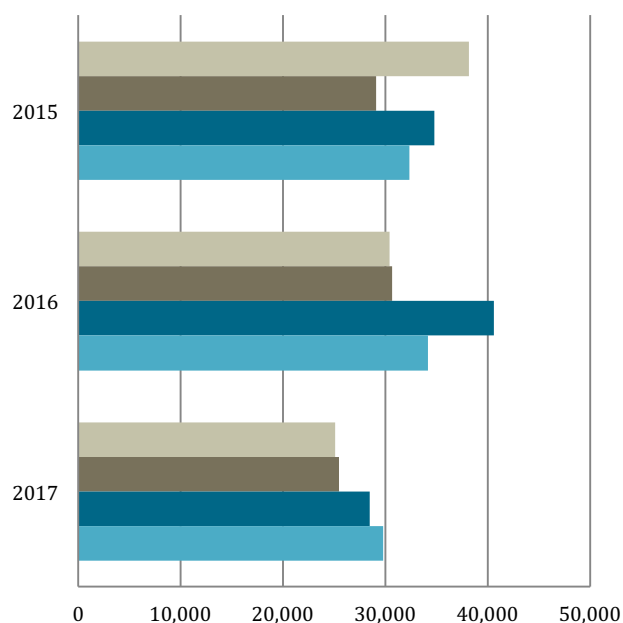


	2017	2016	2015
September Week 1	\$331,996.01	\$485,046.11	\$572,681.55
September Week 2	\$347,154.66	\$456,222.90	\$431,817.56
September Week 3	\$396,918.40	\$441,911.88	\$459,416.06
September Week 4	\$426,639.10	\$555,728.63	\$466,992.11

YOUNG ADULT FICTION: ALL MARKET

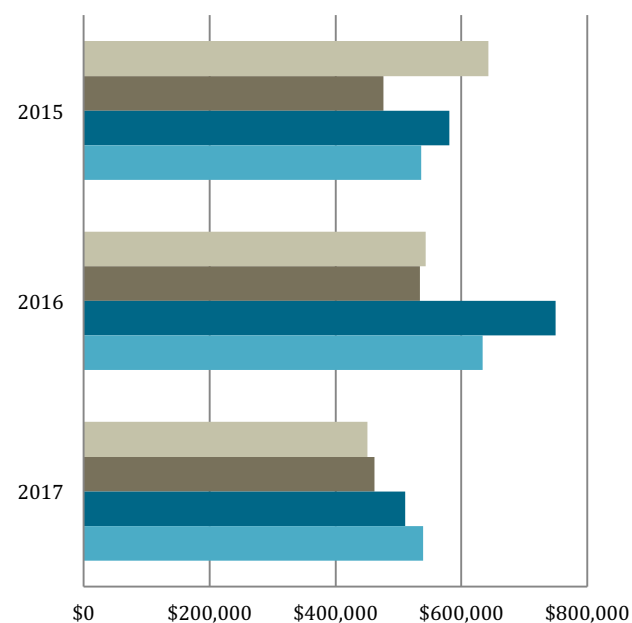
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	25,132	30,445	38,200
September Week 2	25,506	30,681	29,089
September Week 3	28,493	40,593	34,776
September Week 4	29,814	34,144	32,331

Value Sold (in millions of dollars)

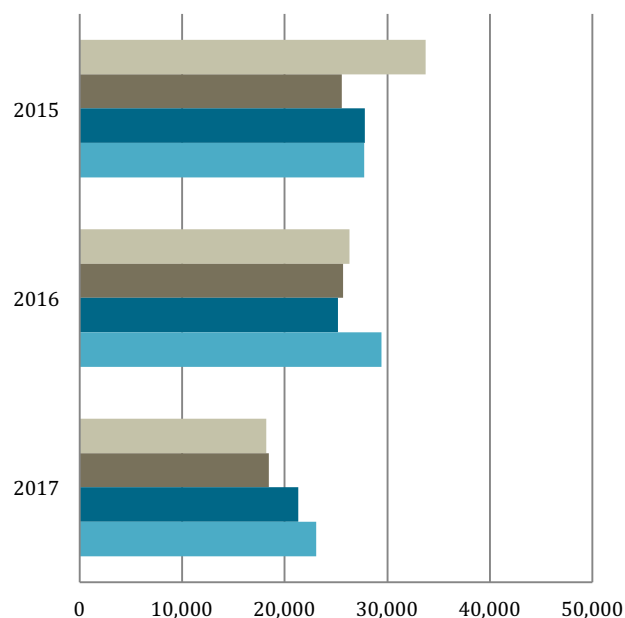


	2017	2016	2015
September Week 1	\$450,457.40	\$542,905.03	\$643,258.47
September Week 2	\$461,265.65	\$533,486.82	\$475,700.38
September Week 3	\$510,528.18	\$749,647.82	\$580,710.77
September Week 4	\$538,766.73	\$634,058.23	\$535,835.71

YOUNG ADULT FICTION: RING FENCE MARKET

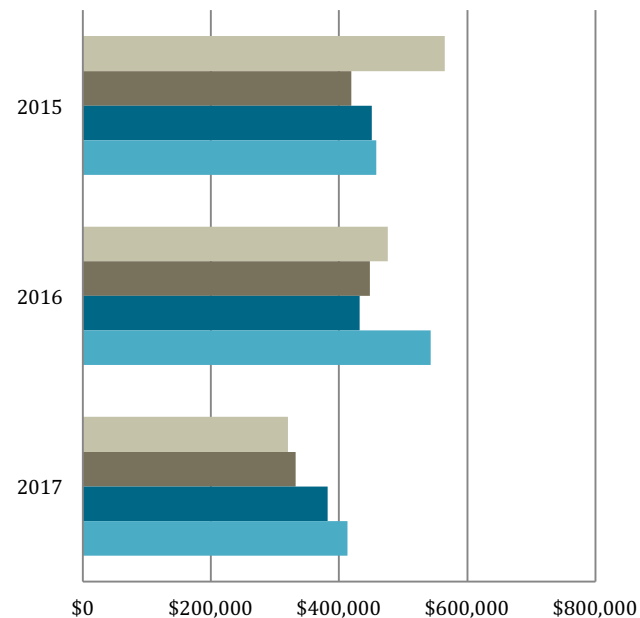
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
September Week 1	18,179	26,344	33,724
September Week 2	18,447	25,693	25,571
September Week 3	21,300	25,165	27,802
September Week 4	23,093	29,412	27,736

Value Sold (in millions of dollars)

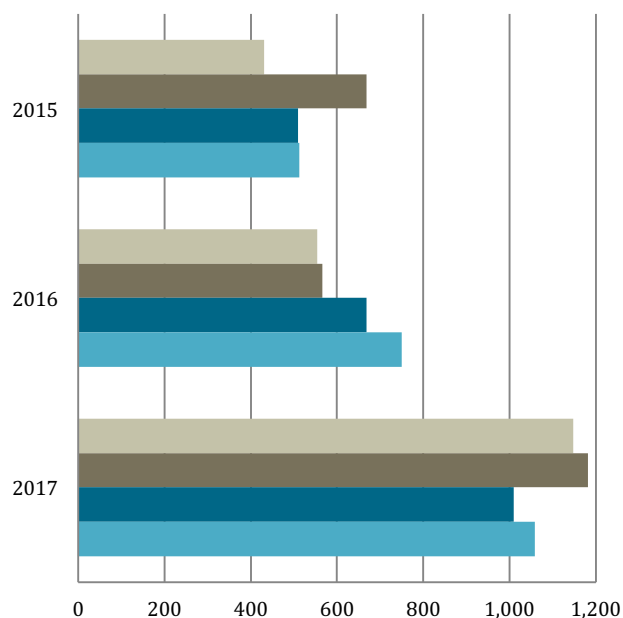


	2017	2016	2015
September Week 1	\$320,484.99	\$475,650.34	\$564,590.54
September Week 2	\$332,309.91	\$447,565.71	\$419,374.27
September Week 3	\$381,933.06	\$431,884.17	\$451,470.40
September Week 4	\$413,104.34	\$542,922.22	\$457,946.66

YOUNG ADULT NON-FICTION: ALL MARKET

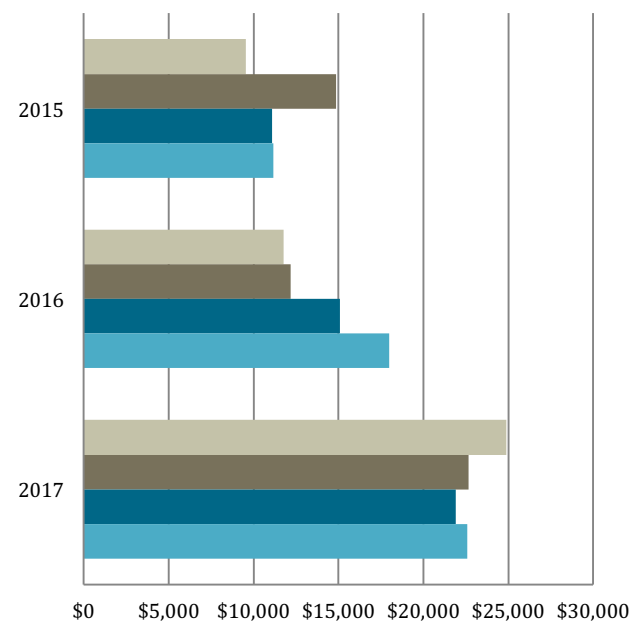
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
September Week 1	1,148	554	431
September Week 2	1,182	566	668
September Week 3	1,010	669	509
September Week 4	1,058	750	513

Value Sold (in millions of dollars)

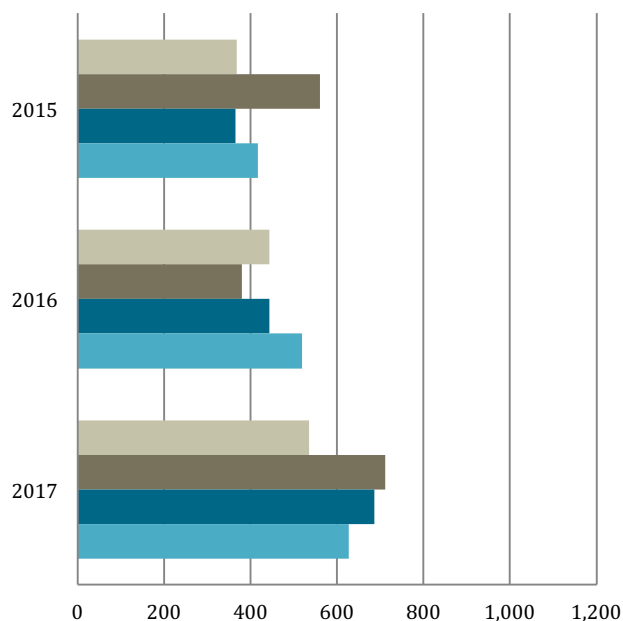


	2017	2016	2015
September Week 1	\$24,866.51	\$11,766.88	\$9,519.99
September Week 2	\$22,657.47	\$12,184.38	\$14,865.79
September Week 3	\$21,900.70	\$15,073.46	\$11,071.29
September Week 4	\$22,562.56	\$17,994.23	\$11,144.78

YOUNG ADULT NON-FICTION: RING FENCE MARKET

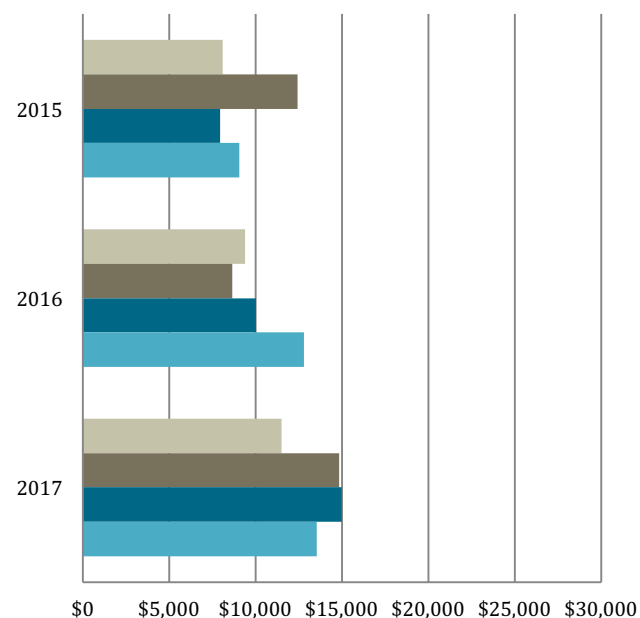
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list 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
September Week 1	535	444	369
September Week 2	712	380	560
September Week 3	686	444	365
September Week 4	628	520	417

Value Sold (in millions of dollars)

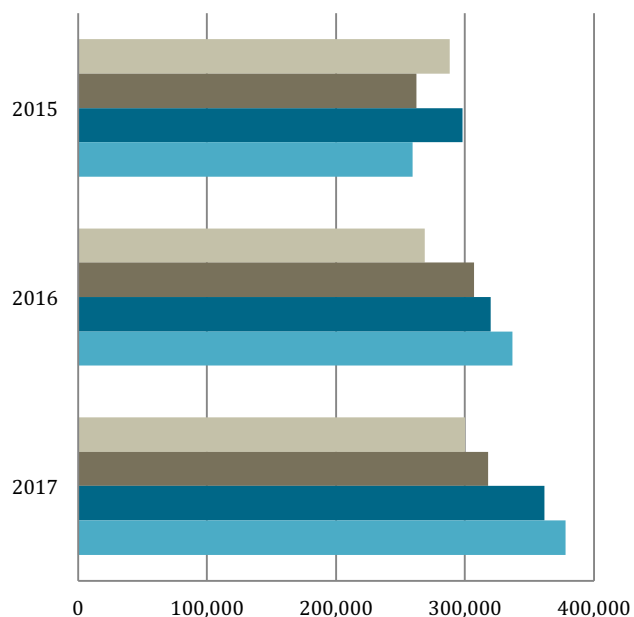


	2017	2016	2015
September Week 1	\$11,511.02	\$9,395.77	\$8,091.01
September Week 2	\$14,844.75	\$8,657.19	\$12,443.29
September Week 3	\$14,985.34	\$10,027.71	\$7,945.66
September Week 4	\$13,534.76	\$12,806.41	\$9,045.45

JUVENILE: ALL MARKET

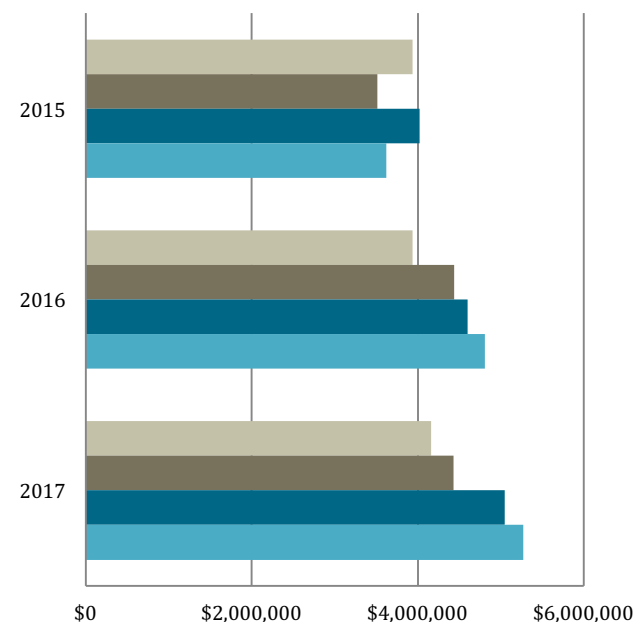
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
September Week 1	300,267	268,668	287,969
September Week 2	318,025	307,207	262,325
September Week 3	361,671	319,866	297,804
September Week 4	377,763	336,853	259,326

Value Sold (in millions of dollars)

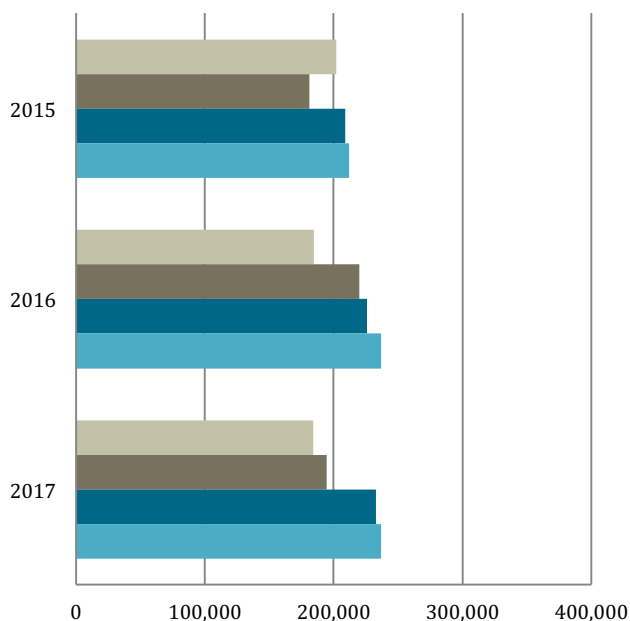


	2017	2016	2015
September Week 1	\$4,165,403.52	\$3,938,376.26	\$3,938,366.50
September Week 2	\$4,434,923.34	\$4,438,400.20	\$3,511,534.79
September Week 3	\$5,048,156.62	\$4,603,058.24	\$4,024,366.55
September Week 4	\$5,275,479.98	\$4,808,843.56	\$3,618,021.30

JUVENILE: RING FENCE MARKET

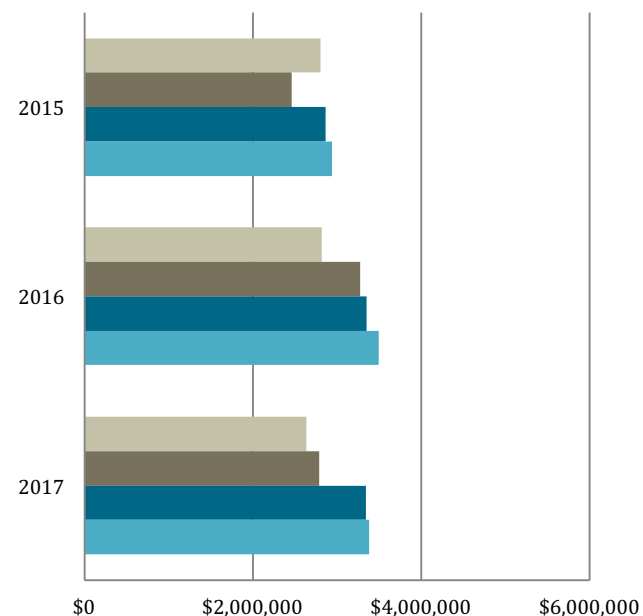
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	184,210	184,436	202,105
September Week 2	194,442	219,738	180,970
September Week 3	232,714	225,672	209,097
September Week 4	237,023	236,825	211,917

Value Sold (in millions of dollars)

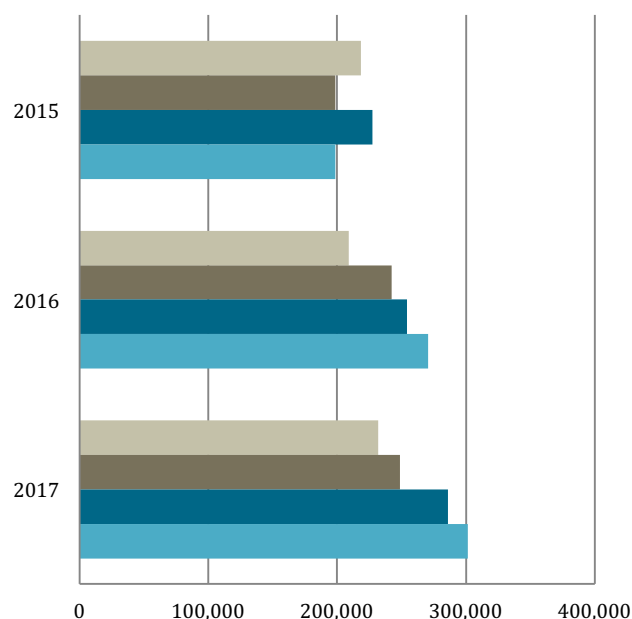


	2017	2016	2015
September Week 1	\$2,638,164.53	\$2,817,430.10	\$2,802,329.33
September Week 2	\$2,786,676.15	\$3,276,447.83	\$2,461,984.44
September Week 3	\$3,342,873.74	\$3,346,398.56	\$2,866,249.60
September Week 4	\$3,383,416.83	\$3,496,384.99	\$2,943,445.31

JUVENILE FICTION: ALL MARKET

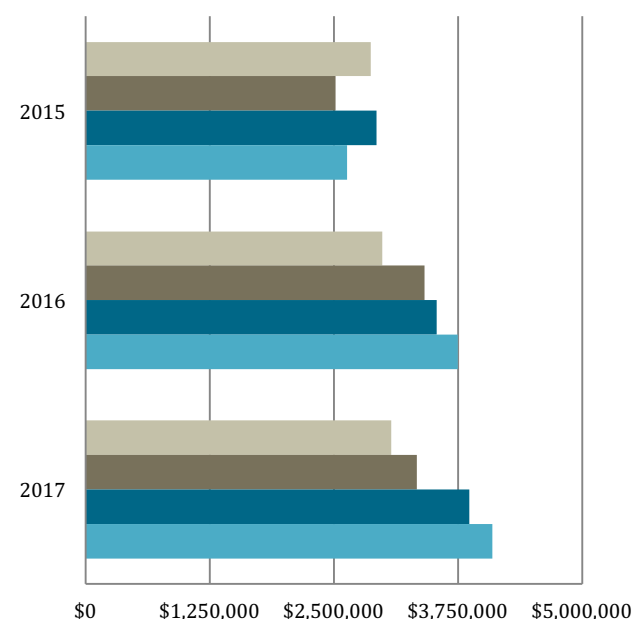
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	232,176	208,845	218,321
September Week 2	249,006	242,435	198,777
September Week 3	285,930	254,175	227,677
September Week 4	301,432	270,730	198,649

Value Sold (in millions of dollars)

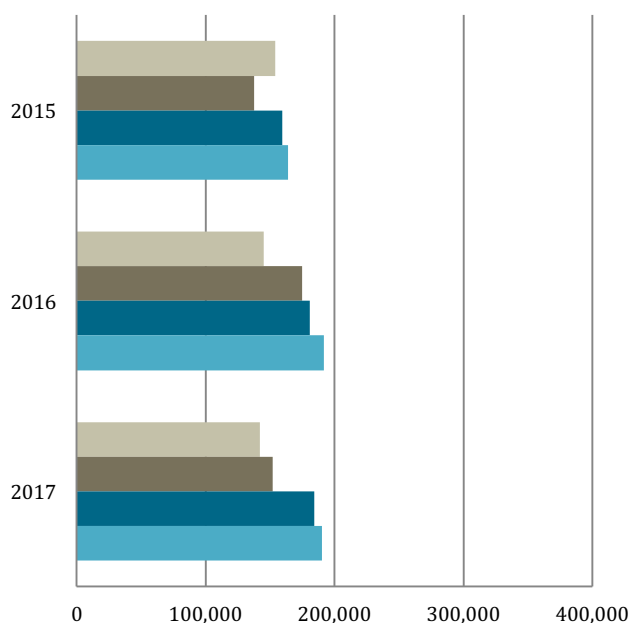


	2017	2016	2015
September Week 1	\$3,078,488.76	\$2,988,163.51	\$2,872,217.11
September Week 2	\$3,337,423.02	\$3,414,040.90	\$2,515,965.13
September Week 3	\$3,861,953.75	\$3,539,326.94	\$2,933,439.44
September Week 4	\$4,096,278.44	\$3,747,751.50	\$2,633,422.50

JUVENILE FICTION: RING FENCE MARKET

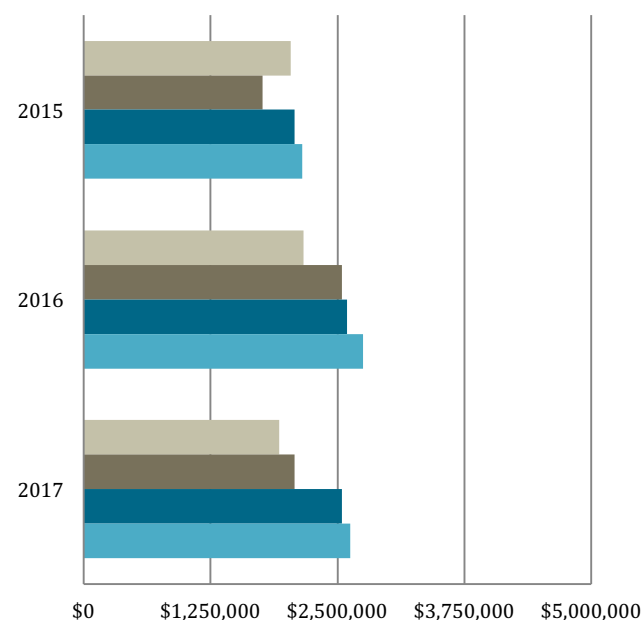
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
September Week 1	142,264	144,900	154,031
September Week 2	152,049	174,901	137,496
September Week 3	184,437	180,884	159,621
September Week 4	190,046	191,801	163,753

Value Sold (in millions of dollars)

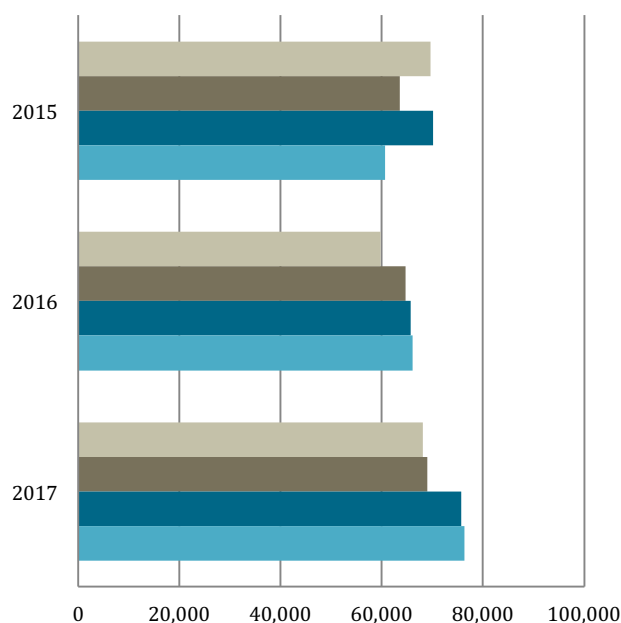


	2017	2016	2015
September Week 1	\$1,926,303.49	\$2,164,319.90	\$2,040,345.89
September Week 2	\$2,074,498.71	\$2,545,134.62	\$1,762,704.42
September Week 3	\$2,544,189.30	\$2,593,677.08	\$2,077,239.99
September Week 4	\$2,623,142.44	\$2,748,527.00	\$2,152,565.13

JUVENILE NON-FICTION: ALL MARKET

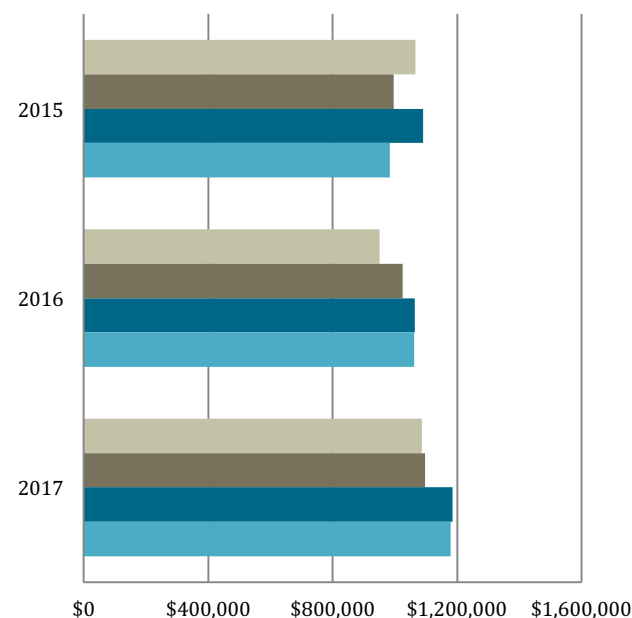
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
September Week 1	68,091	59,823	69,648
September Week 2	69,019	64,772	63,548
September Week 3	75,741	65,691	70,127
September Week 4	76,331	66,123	60,677

Value Sold (in millions of dollars)

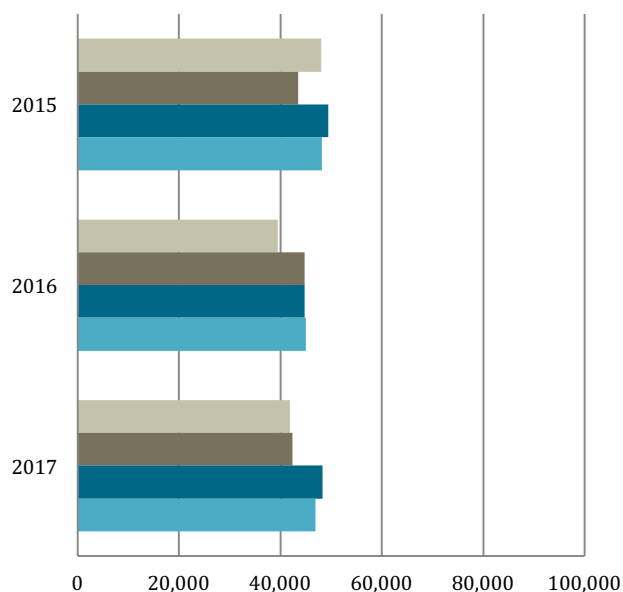


	2017	2016	2015
September Week 1	\$1,086,914.76	\$950,212.75	\$1,066,149.39
September Week 2	\$1,097,500.32	\$1,024,359.30	\$995,569.66
September Week 3	\$1,186,202.87	\$1,063,731.30	\$1,090,927.11
September Week 4	\$1,179,201.54	\$1,061,092.06	\$984,598.80

JUVENILE NON-FICTION: RING FENCE MARKET

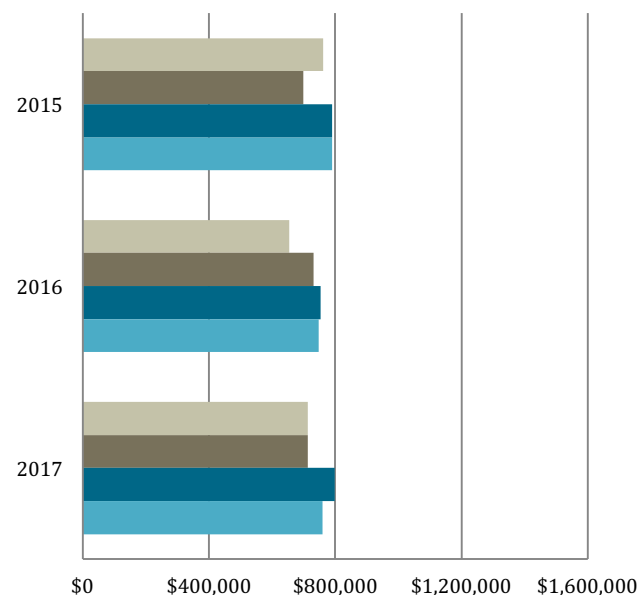
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of September in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
September Week 1	41,946	39,536	48,074
September Week 2	42,393	44,837	43,474
September Week 3	48,277	44,788	49,476
September Week 4	46,977	45,024	48,164

Value Sold (in millions of dollars)



	2017	2016	2015
September Week 1	\$711,861.04	\$653,110.20	\$761,983.44
September Week 2	\$712,177.44	\$731,313.21	\$699,280.02
September Week 3	\$798,684.44	\$752,721.48	\$789,009.61
September Week 4	\$760,274.39	\$747,857.99	\$790,880.18

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 October 1, 2017
- 2016: Week ending October 2, 2016

