



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 11.2017

**November
SalesData Market
Report**
November 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 November 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

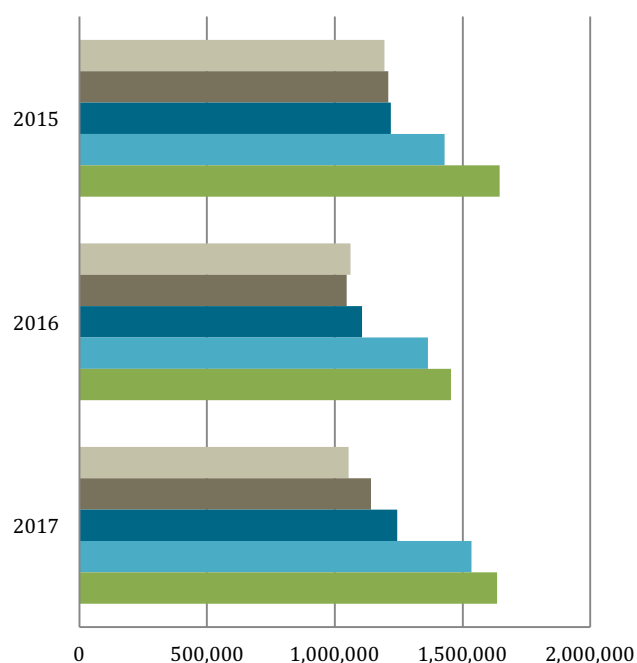
This report aims to encapsulate data from most days in November. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2017	2016	2015
Week 1	05-Nov	06-Nov	08-Nov
Week 2	12-Nov	13-Nov	15-Nov
Week 3	19-Nov	20-Nov	22-Nov
Week 4	26-Nov	27-Nov	29-Nov
Week 5	03-Dec	04-Dec	06-Dec

ALL MARKET

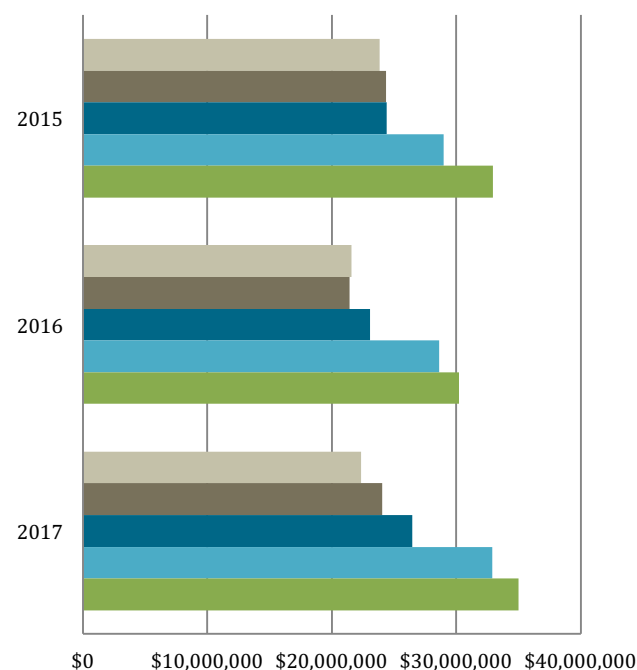
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
November Week 1	1,053,581	1,061,877	1,193,408
November Week 2	1,140,960	1,046,856	1,209,679
November Week 3	1,244,323	1,105,593	1,219,560
November Week 4	1,534,392	1,364,077	1,429,209
November Week 5	1,636,085	1,455,572	1,644,027

Value Sold (in millions of dollars)

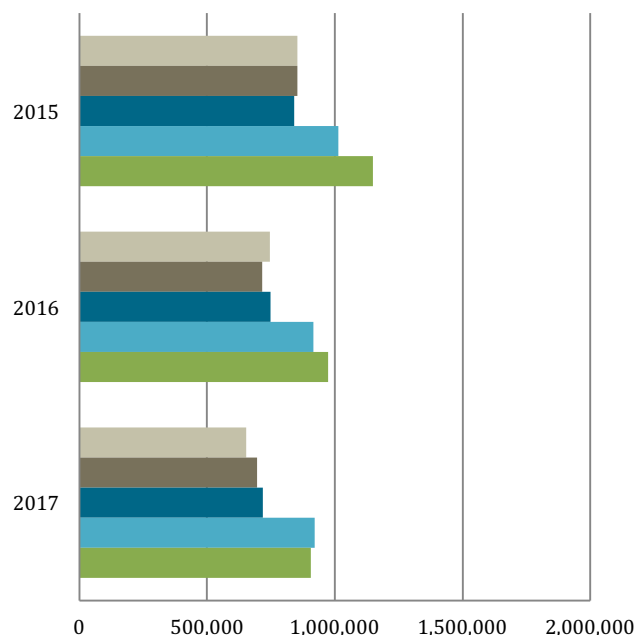


	2017	2016	2015
November Week 1	\$22,323,026.21	\$21,579,730.95	\$23,856,339.27
November Week 2	\$24,031,594.26	\$21,437,763.87	\$24,337,436.81
November Week 3	\$26,473,867.00	\$23,052,380.92	\$24,416,999.45
November Week 4	\$32,900,237.34	\$28,624,708.18	\$28,991,740.48
November Week 5	\$34,990,778.73	\$30,229,784.29	\$32,957,686.76

RING FENCE MARKET

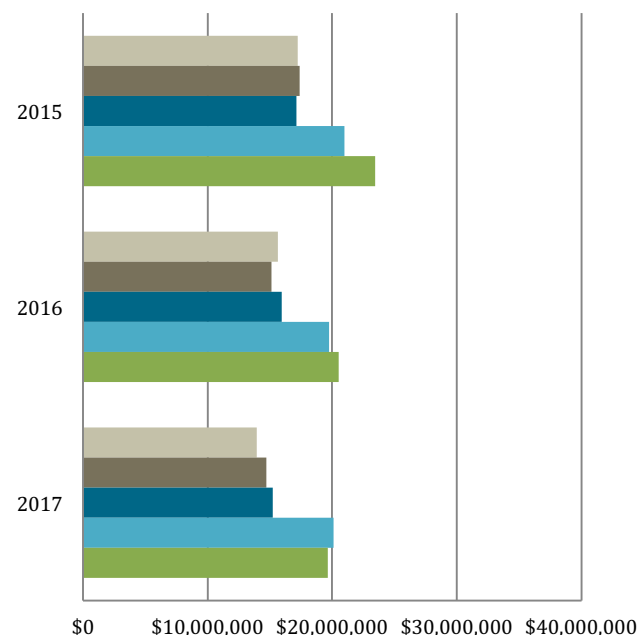
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
■ November Week 1	652,025	745,953	854,442
■ November Week 2	694,748	715,024	852,746
■ November Week 3	717,975	749,176	841,361
■ November Week 4	921,319	917,178	1,014,033
■ November Week 5	906,643	974,422	1,149,809

Value Sold (in millions of dollars)

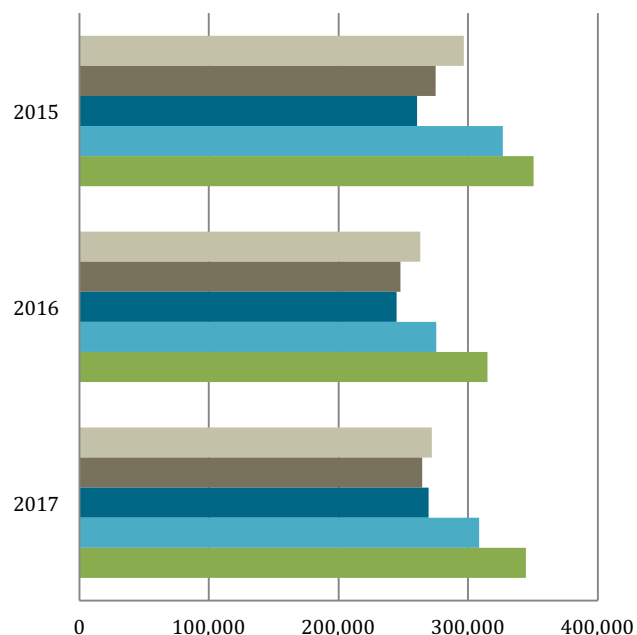


	2017	2016	2015
■ November Week 1	\$13,925,216.38	\$15,636,731.52	\$17,235,124.97
■ November Week 2	\$14,705,664.52	\$15,104,584.48	\$17,368,400.36
■ November Week 3	\$15,244,490.93	\$15,934,583.48	\$17,138,169.88
■ November Week 4	\$20,100,280.42	\$19,729,250.97	\$20,971,492.61
■ November Week 5	\$19,669,382.02	\$20,508,668.27	\$23,432,833.79

FICTION: ALL MARKET

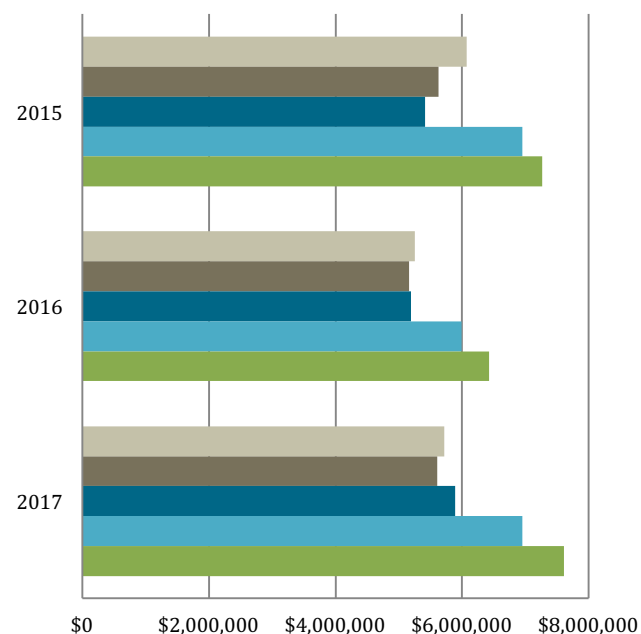
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
■ November Week 1	272,075	263,208	296,607
■ November Week 2	264,347	247,767	275,005
■ November Week 3	269,684	245,003	260,515
■ November Week 4	308,585	275,444	326,582
■ November Week 5	344,422	314,798	350,456

Value Sold (in millions of dollars)

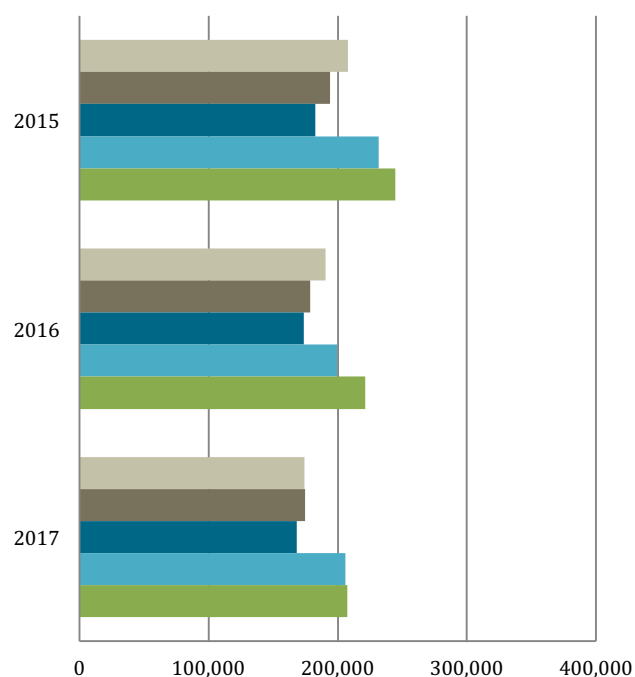


	2017	2016	2015
■ November Week 1	\$5,718,006.09	\$5,256,146.50	\$6,077,147.77
■ November Week 2	\$5,611,842.02	\$5,164,389.31	\$5,626,337.61
■ November Week 3	\$5,891,658.49	\$5,187,863.23	\$5,418,153.66
■ November Week 4	\$6,954,285.10	\$5,988,117.87	\$6,955,906.17
■ November Week 5	\$7,611,487.91	\$6,424,373.25	\$7,265,245.23

FICTION: RING FENCE MARKET

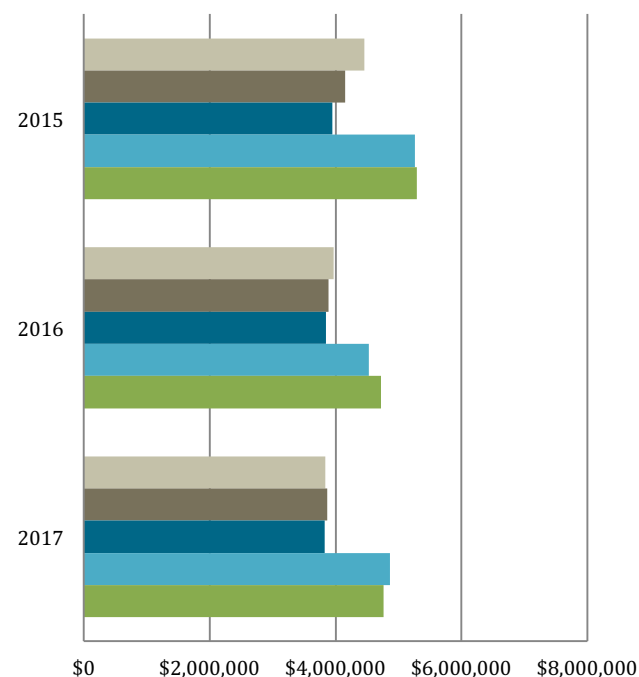
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ November Week 1	174,130	190,640	208,131
■ November Week 2	174,840	178,491	194,028
■ November Week 3	168,098	173,875	182,628
■ November Week 4	206,148	199,646	231,869
■ November Week 5	207,493	221,525	244,703

Value Sold (in millions of dollars)

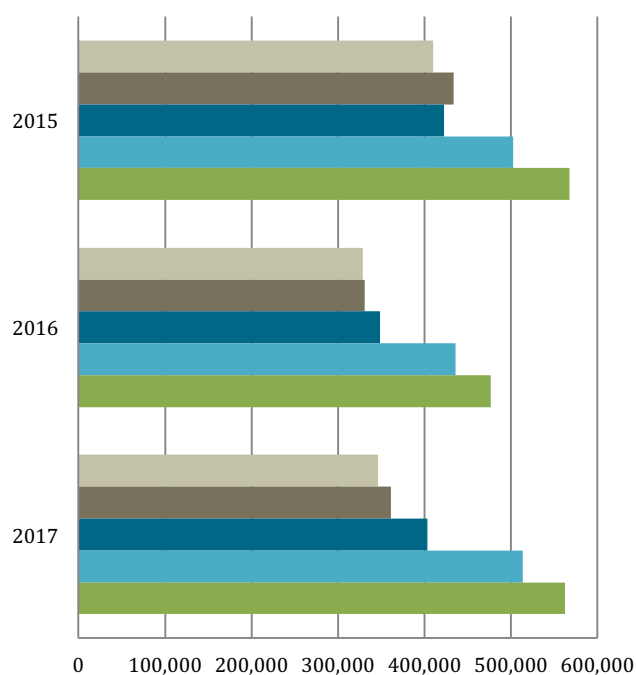


	2017	2016	2015
■ November Week 1	\$3,832,244.38	\$3,967,417.03	\$4,451,441.13
■ November Week 2	\$3,864,841.30	\$3,882,066.71	\$4,153,459.88
■ November Week 3	\$3,819,806.38	\$3,839,834.84	\$3,947,819.73
■ November Week 4	\$4,866,267.52	\$4,521,166.91	\$5,260,616.29
■ November Week 5	\$4,764,474.53	\$4,715,517.20	\$5,285,716.37

NON-FICTION: ALL MARKET

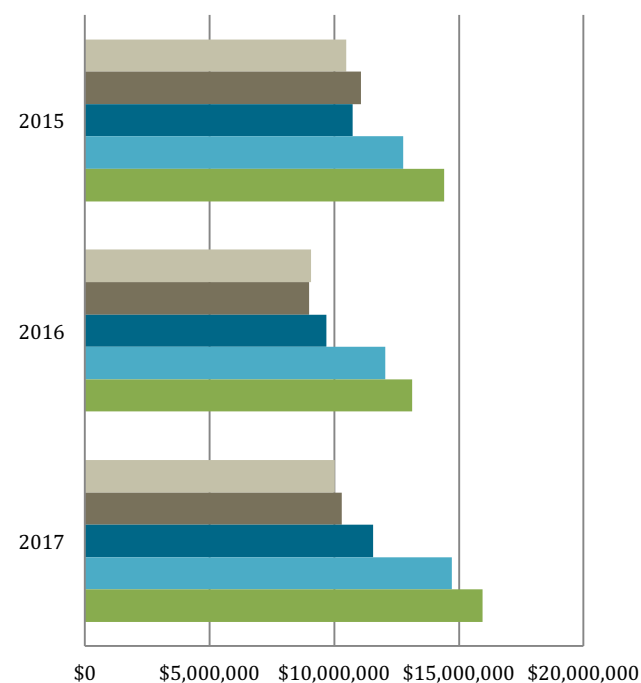
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	346,478	328,852	410,145
November Week 2	361,095	330,700	433,671
November Week 3	403,604	348,955	422,338
November Week 4	513,281	435,635	502,817
November Week 5	562,786	476,786	567,600

Value Sold (in millions of dollars)

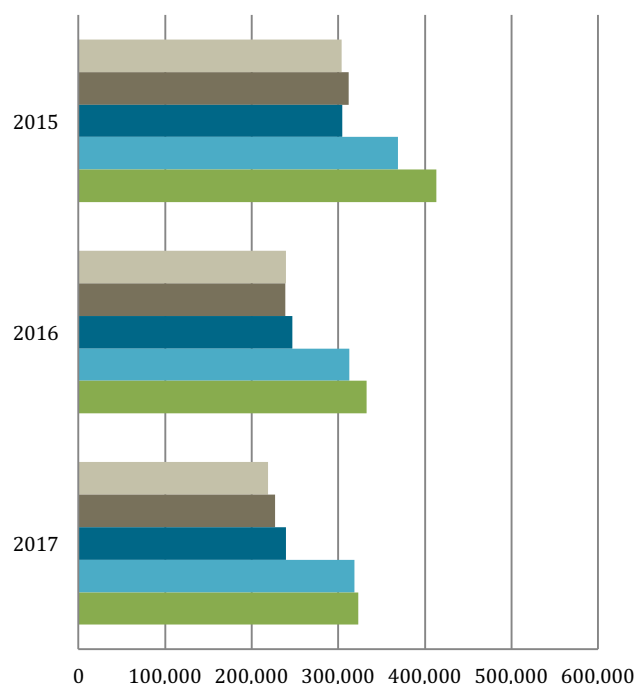


	2017	2016	2015
November Week 1	\$10,007,900.76	\$9,071,154.71	\$10,476,085.82
November Week 2	\$10,305,172.81	\$8,983,431.00	\$11,060,417.79
November Week 3	\$11,569,804.28	\$9,676,491.86	\$10,737,041.45
November Week 4	\$14,704,281.66	\$12,039,723.13	\$12,769,361.62
November Week 5	\$15,950,860.00	\$13,119,882.49	\$14,416,878.66

NON-FICTION: RING FENCE MARKET

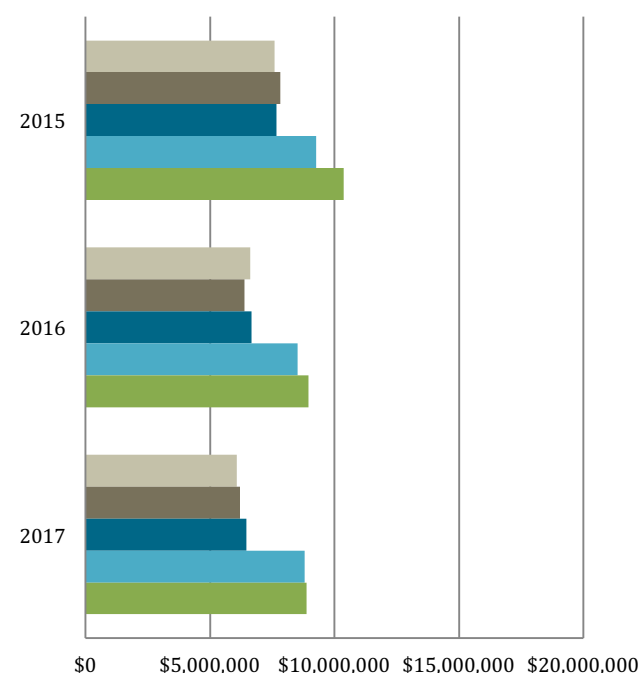
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	218,873	239,306	303,622
November Week 2	227,287	238,405	311,859
November Week 3	239,459	246,723	304,231
November Week 4	318,555	312,854	368,601
November Week 5	322,821	332,328	413,335

Value Sold (in millions of dollars)

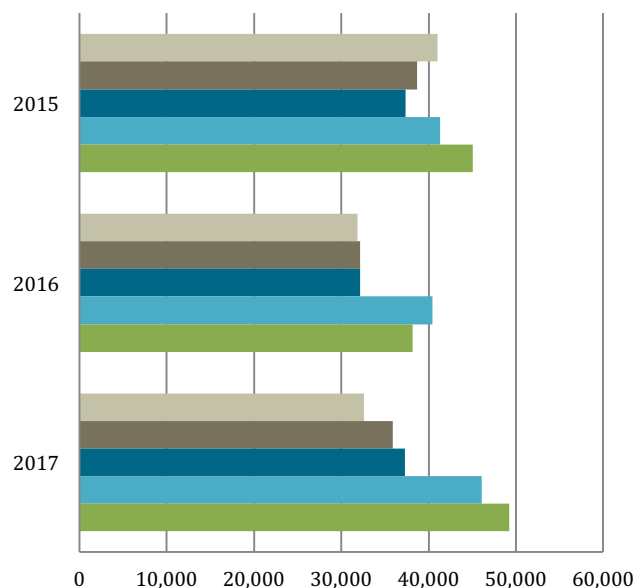


	2017	2016	2015
November Week 1	\$6,058,224.62	\$6,610,726.44	\$7,574,000.80
November Week 2	\$6,201,455.61	\$6,371,784.64	\$7,824,667.88
November Week 3	\$6,465,888.38	\$6,661,934.49	\$7,661,290.14
November Week 4	\$8,801,037.82	\$8,516,838.09	\$9,248,672.44
November Week 5	\$8,883,228.62	\$8,942,870.93	\$10,365,133.46

YOUNG ADULT: ALL MARKET

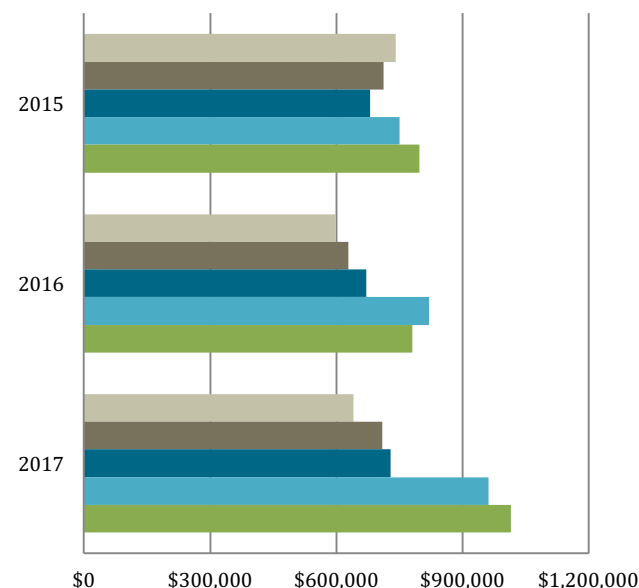
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	32,614	31,826	40,995
November Week 2	35,905	32,123	38,643
November Week 3	37,276	32,159	37,343
November Week 4	46,045	40,444	41,285
November Week 5	49,203	38,158	45,043

Value Sold (in millions of dollars)

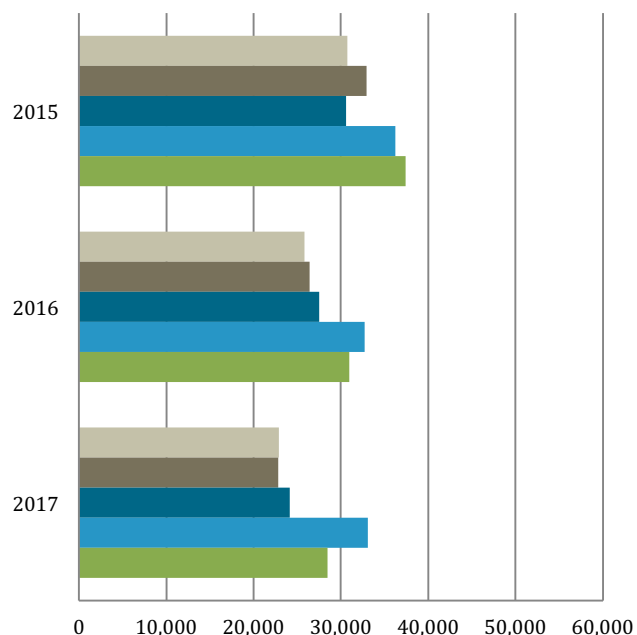


	2017	2016	2015
November Week 1	\$640,826.63	\$598,560.31	\$741,325.61
November Week 2	\$708,787.24	\$628,255.85	\$712,807.83
November Week 3	\$729,789.61	\$671,896.57	\$680,361.61
November Week 4	\$962,245.74	\$819,923.02	\$750,041.56
November Week 5	\$1,015,865.36	\$781,717.82	\$798,086.89

YOUNG ADULT: RING FENCE MARKET

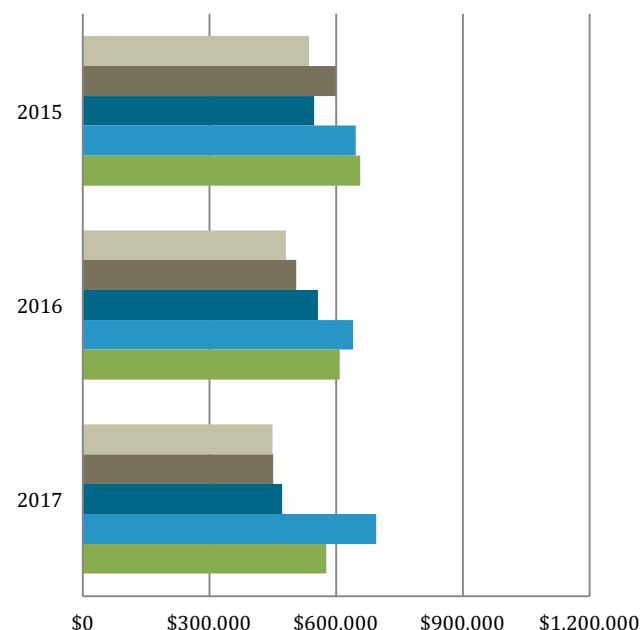
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ November Week 1	22,895	25,816	30,761
■ November Week 2	22,855	26,427	32,916
■ November Week 3	24,164	27,539	30,604
■ November Week 4	33,060	32,712	36,244
■ November Week 5	28,447	30,961	37,377

Value Sold (in millions of dollars)

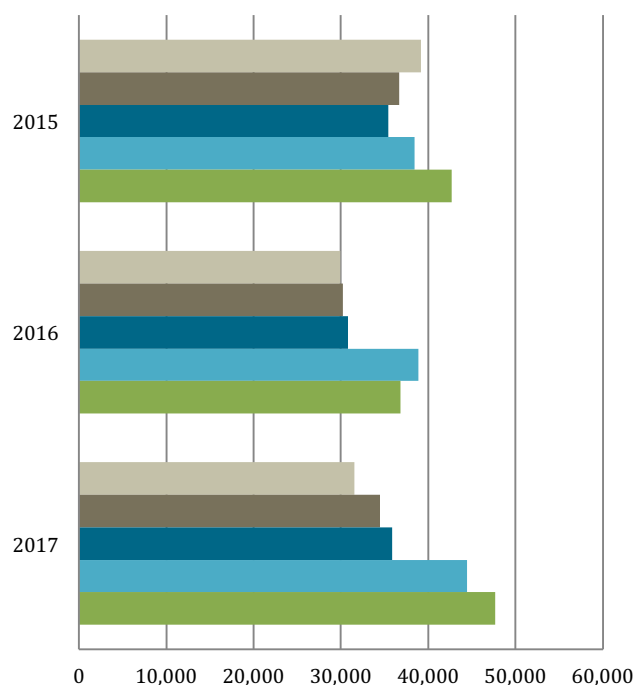


	2017	2016	2015
■ November Week 1	\$449,301.27	\$482,197.50	\$535,360.75
■ November Week 2	\$451,627.25	\$506,332.28	\$599,322.39
■ November Week 3	\$471,771.80	\$556,817.92	\$547,435.97
■ November Week 4	\$695,419.46	\$641,194.60	\$646,610.98
■ November Week 5	\$577,234.64	\$608,351.92	\$656,619.08

YOUNG ADULT FICTION: ALL MARKET

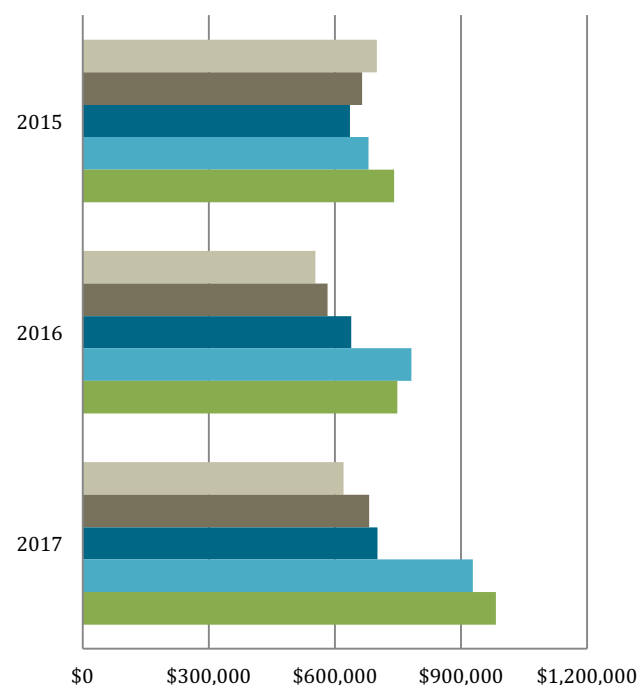
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	31,562	29,901	39,183
November Week 2	34,467	30,215	36,637
November Week 3	35,866	30,795	35,403
November Week 4	44,464	38,882	38,402
November Week 5	47,698	36,840	42,650

Value Sold (in millions of dollars)

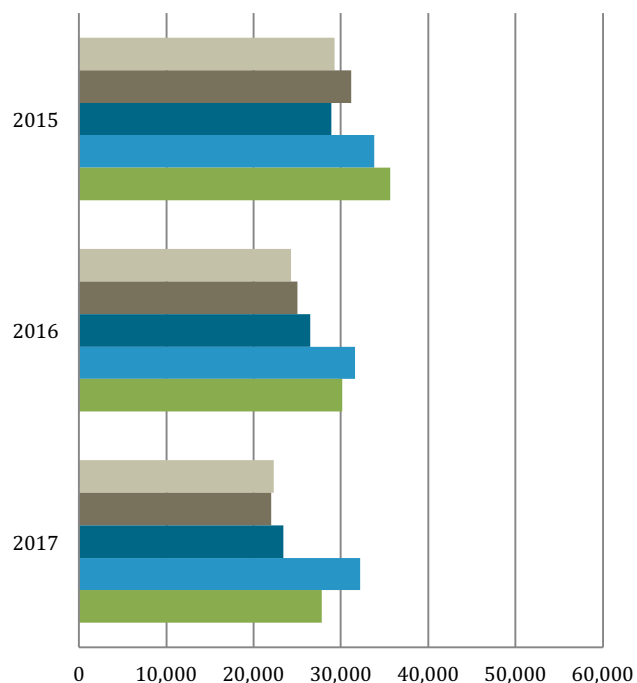


	2017	2016	2015
November Week 1	\$619,995.09	\$553,171.52	\$699,752.33
November Week 2	\$681,272.32	\$582,092.02	\$665,287.16
November Week 3	\$701,108.91	\$638,646.10	\$635,637.14
November Week 4	\$928,697.05	\$781,940.42	\$680,671.05
November Week 5	\$982,615.83	\$748,347.97	\$741,481.79

YOUNG ADULT FICTION: RING FENCE MARKET

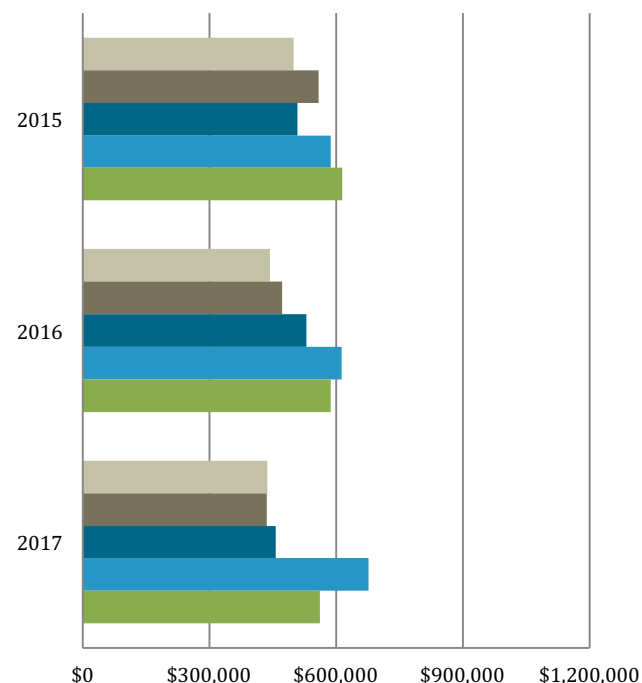
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
November Week 1	22,322	24,265	29,257
November Week 2	22,027	25,024	31,172
November Week 3	23,439	26,470	28,932
November Week 4	32,229	31,586	33,786
November Week 5	27,771	30,114	35,625

Value Sold (in millions of dollars)

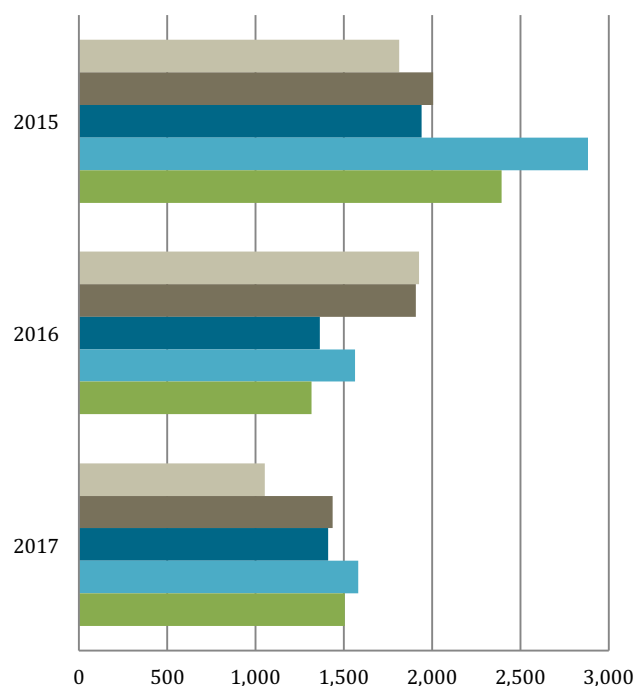


	2017	2016	2015
November Week 1	\$437,788.71	\$443,623.48	\$500,390.01
November Week 2	\$435,720.97	\$471,815.37	\$557,999.34
November Week 3	\$457,022.46	\$530,435.79	\$508,816.13
November Week 4	\$677,655.55	\$613,212.55	\$587,173.61
November Week 5	\$561,908.25	\$586,952.69	\$614,706.07

YOUNG ADULT NON-FICTION: ALL MARKET

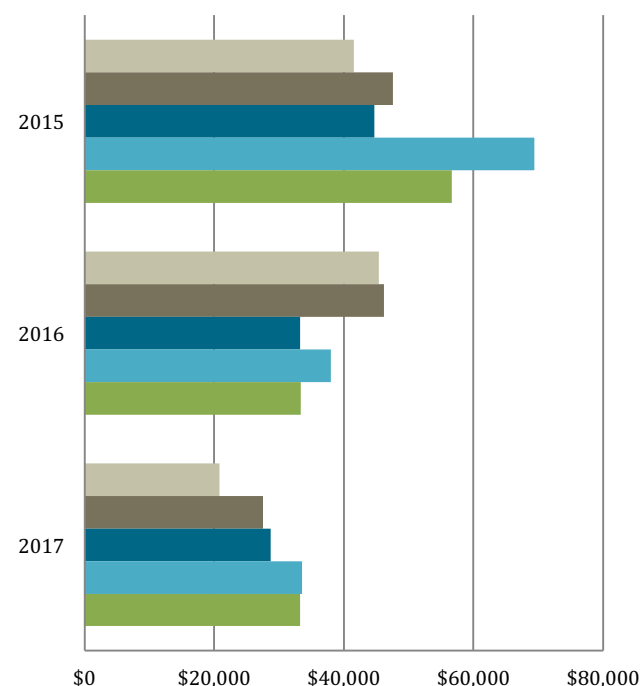
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
November Week 1	1,052	1,925	1,812
November Week 2	1,438	1,908	2,006
November Week 3	1,410	1,364	1,940
November Week 4	1,581	1,562	2,883
November Week 5	1,505	1,318	2,393

Value Sold (in millions of dollars)

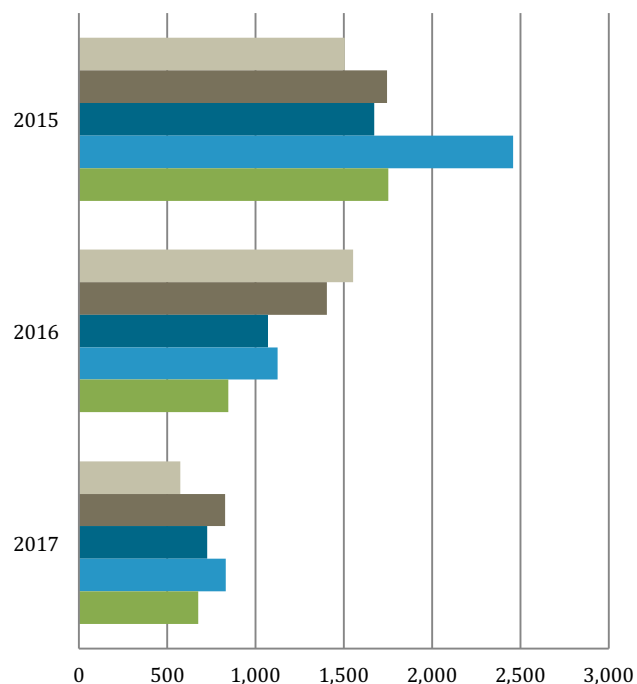


	2017	2016	2015
November Week 1	\$20,831.54	\$45,388.79	\$41,573.28
November Week 2	\$27,514.92	\$46,163.83	\$47,520.67
November Week 3	\$28,680.70	\$33,250.47	\$44,724.47
November Week 4	\$33,548.69	\$37,982.60	\$69,370.51
November Week 5	\$33,249.53	\$33,369.85	\$56,605.10

YOUNG ADULT NON-FICTION: RING FENCE MARKET

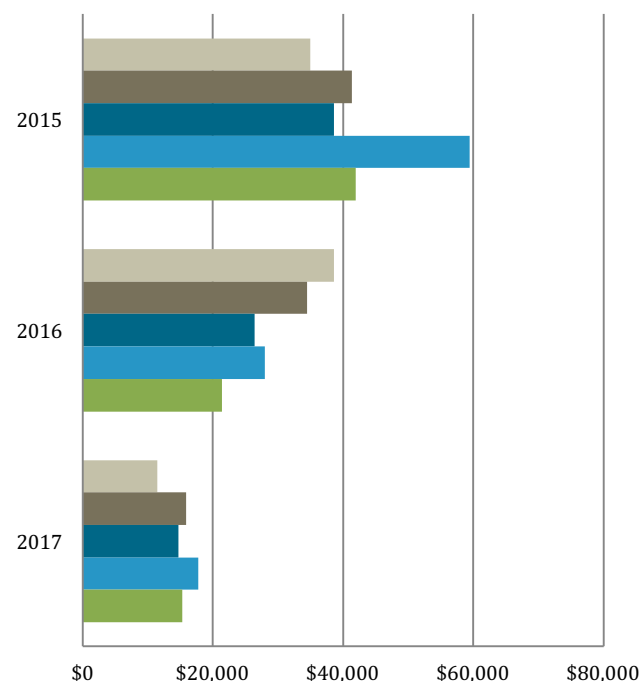
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Volume Sold (in units)



	2017	2016	2015
November Week 1	573	1,551	1,504
November Week 2	828	1,403	1,744
November Week 3	725	1,069	1,672
November Week 4	831	1,126	2,458
November Week 5	676	847	1,752

Value Sold (in millions of dollars)

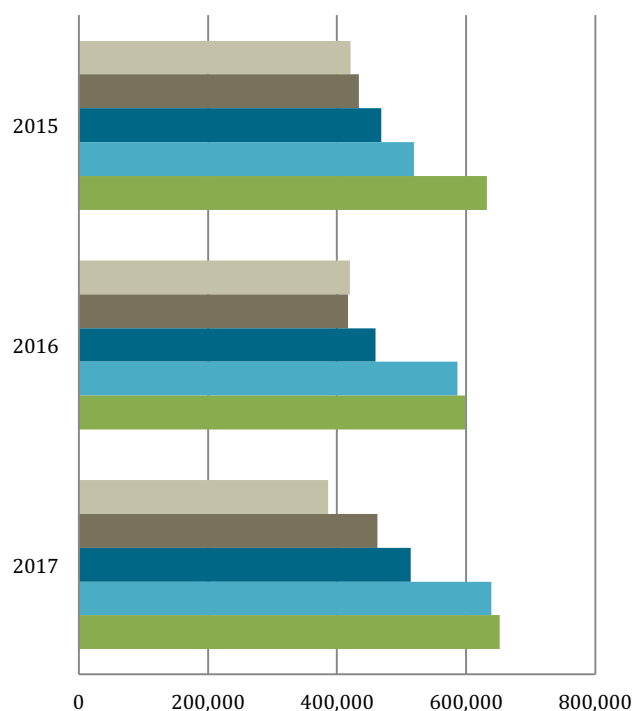


	2017	2016	2015
November Week 1	\$11,512.56	\$38,574.02	\$34,970.74
November Week 2	\$15,906.28	\$34,516.91	\$41,323.05
November Week 3	\$14,749.34	\$26,382.13	\$38,619.84
November Week 4	\$17,763.91	\$27,982.05	\$59,437.37
November Week 5	\$15,326.39	\$21,399.23	\$41,913.01

JUVENILE: ALL MARKET

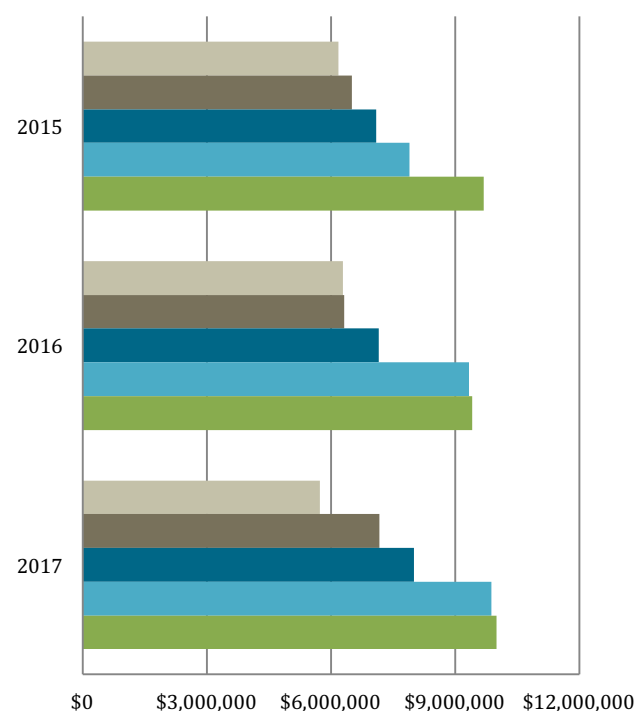
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
November Week 1	386,496	419,750	420,893
November Week 2	462,850	417,185	433,870
November Week 3	514,525	459,620	468,165
November Week 4	639,455	586,826	519,198
November Week 5	652,122	598,801	632,141

Value Sold (in millions of dollars)

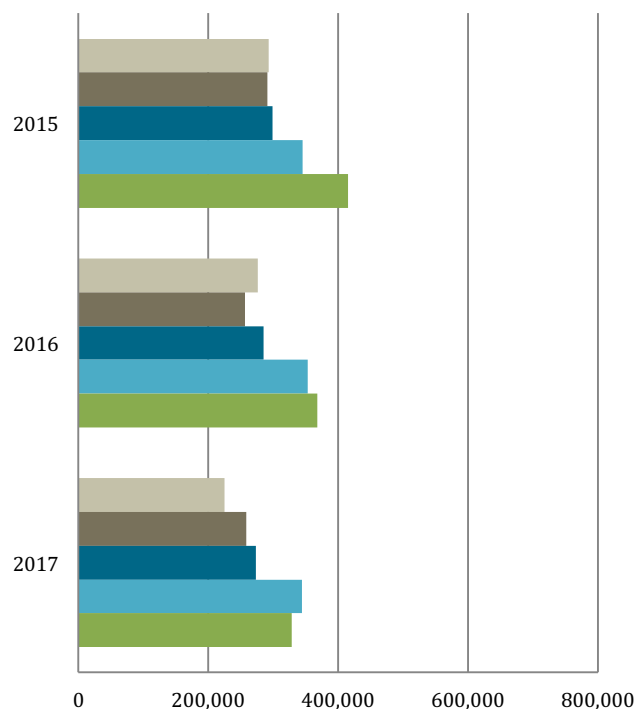


	2017	2016	2015
November Week 1	\$5,740,192.96	\$6,295,434.44	\$6,179,880.02
November Week 2	\$7,170,952.16	\$6,325,102.63	\$6,507,690.82
November Week 3	\$8,006,040.88	\$7,155,197.33	\$7,093,925.42
November Week 4	\$9,882,042.51	\$9,345,099.35	\$7,894,624.31
November Week 5	\$10,000,304.27	\$9,421,899.77	\$9,686,703.29

JUVENILE: RING FENCE MARKET

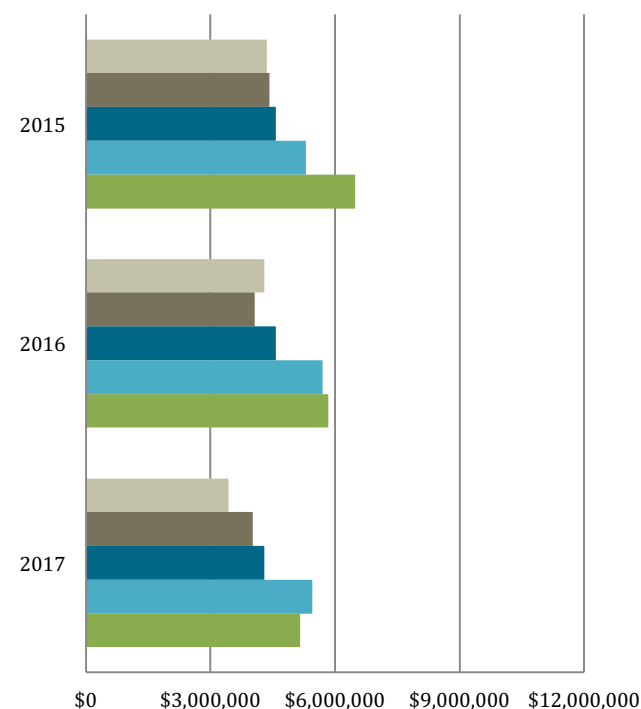
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of November in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
November Week 1	224,890	275,947	292,191
November Week 2	258,096	256,615	291,116
November Week 3	273,210	284,816	298,665
November Week 4	344,018	352,318	345,316
November Week 5	327,944	367,681	414,641

Value Sold (in millions of dollars)

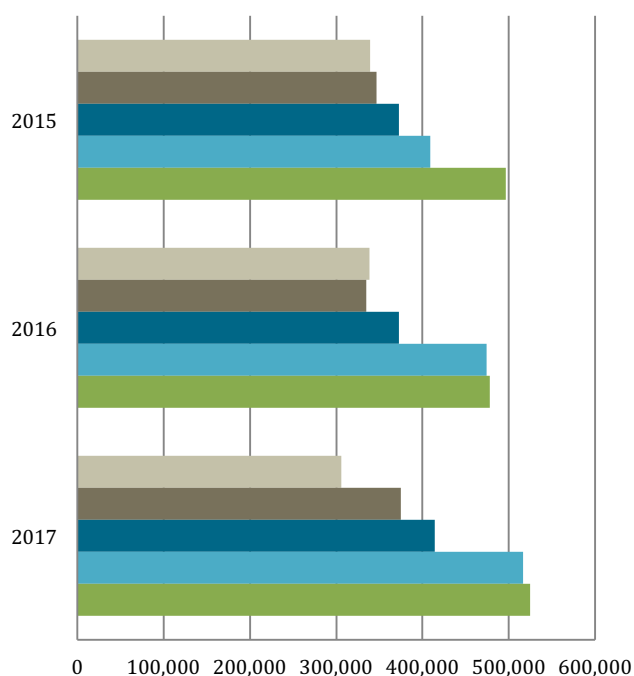


	2017	2016	2015
November Week 1	\$3,427,338.90	\$4,294,298.28	\$4,357,746.22
November Week 2	\$4,016,616.71	\$4,060,368.88	\$4,427,282.07
November Week 3	\$4,301,138.68	\$4,578,192.27	\$4,575,564.22
November Week 4	\$5,447,209.86	\$5,697,496.07	\$5,296,794.21
November Week 5	\$5,156,802.71	\$5,844,829.28	\$6,484,814.75

JUVENILE FICTION: ALL MARKET

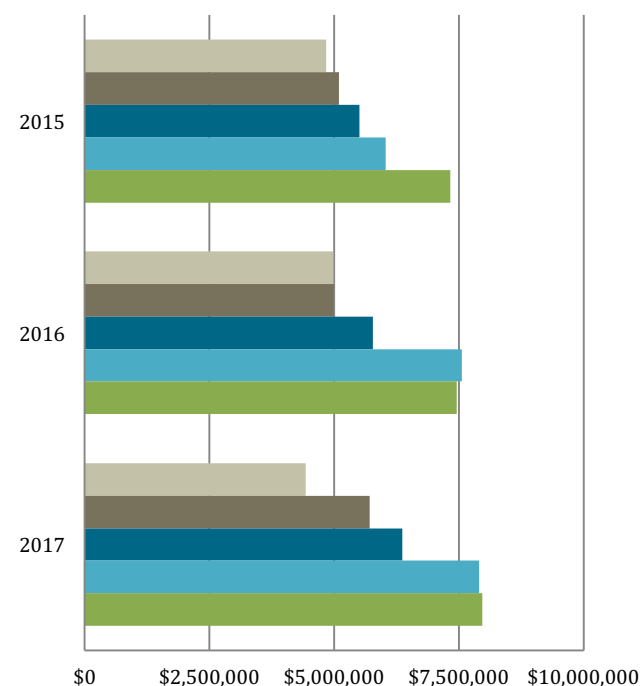
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2015, 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
■ November Week 1	305,738	338,688	339,084
■ November Week 2	375,175	334,785	346,867
■ November Week 3	414,018	372,544	372,801
■ November Week 4	516,183	474,320	408,923
■ November Week 5	524,412	478,214	496,507

Value Sold (in millions of dollars)

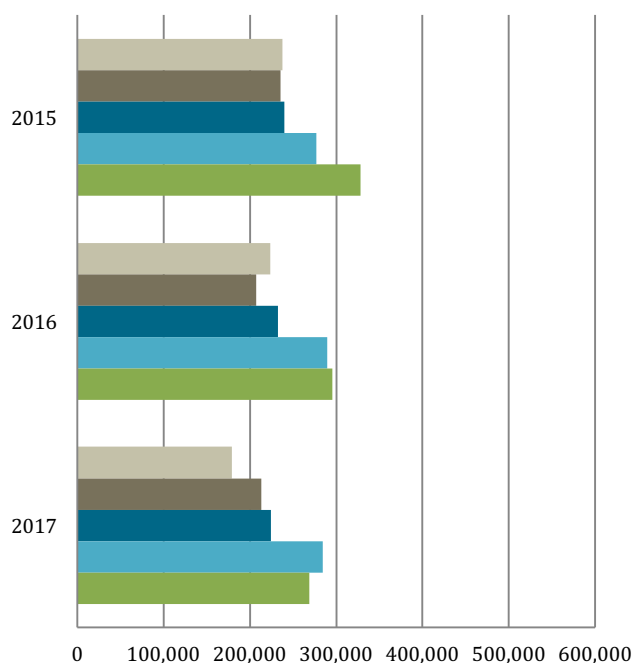


	2017	2016	2015
■ November Week 1	\$4,427,925.26	\$4,973,918.61	\$4,838,237.89
■ November Week 2	\$5,708,273.77	\$4,994,568.96	\$5,092,852.96
■ November Week 3	\$6,365,679.45	\$5,778,684.66	\$5,504,865.99
■ November Week 4	\$7,906,528.74	\$7,563,977.31	\$6,038,488.75
■ November Week 5	\$7,972,522.44	\$7,458,153.58	\$7,334,850.92

JUVENILE FICTION: RING FENCE MARKET

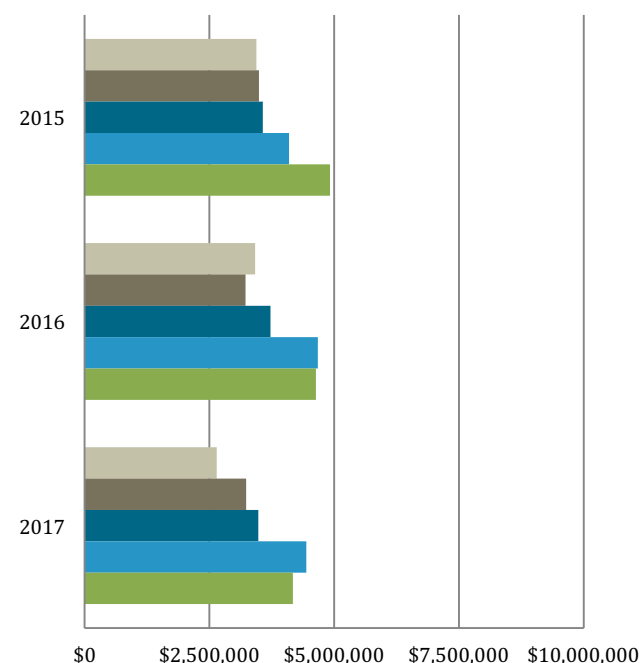
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Volume Sold (in units)



	2017	2016	2015
November Week 1	179,325	223,842	237,943
November Week 2	213,051	207,160	235,190
November Week 3	224,700	232,841	240,125
November Week 4	284,582	289,335	276,912
November Week 5	268,842	295,863	328,085

Value Sold (in millions of dollars)

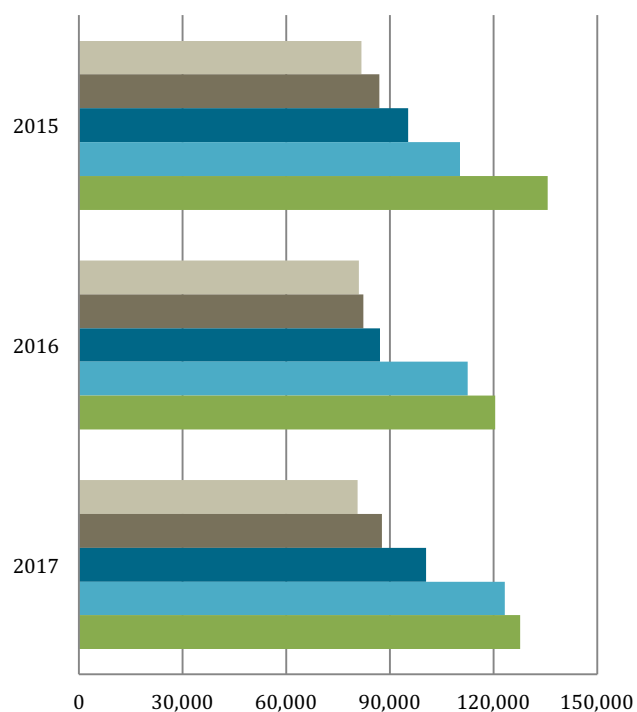


	2017	2016	2015
November Week 1	\$2,647,611.61	\$3,415,253.96	\$3,435,588.59
November Week 2	\$3,230,332.68	\$3,220,673.47	\$3,488,989.75
November Week 3	\$3,479,709.19	\$3,725,812.62	\$3,568,921.37
November Week 4	\$4,445,997.52	\$4,672,080.84	\$4,091,435.93
November Week 5	\$4,166,225.55	\$4,637,783.32	\$4,921,649.43

JUVENILE NON-FICTION: ALL MARKET

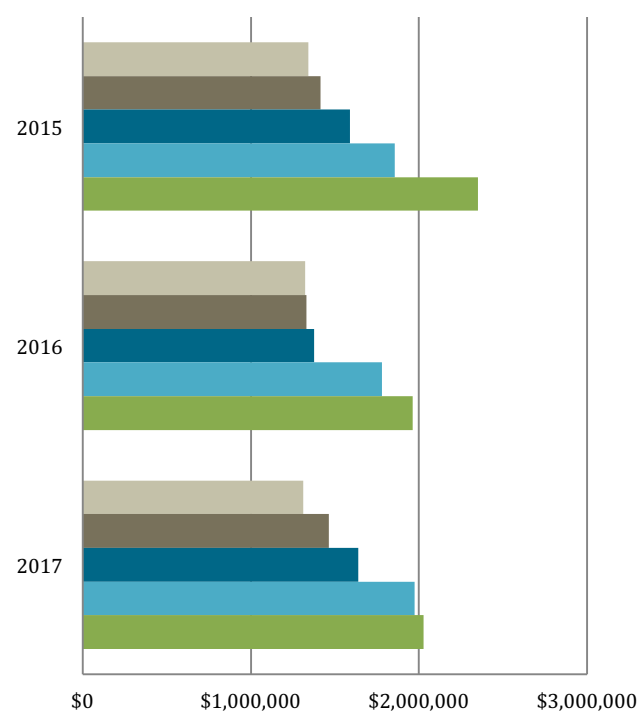
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Volume Sold (in units)



	2017	2016	2015
November Week 1	80,758	81,062	81,809
November Week 2	87,675	82,400	87,003
November Week 3	100,507	87,076	95,364
November Week 4	123,272	112,506	110,275
November Week 5	127,710	120,587	135,634

Value Sold (in millions of dollars)

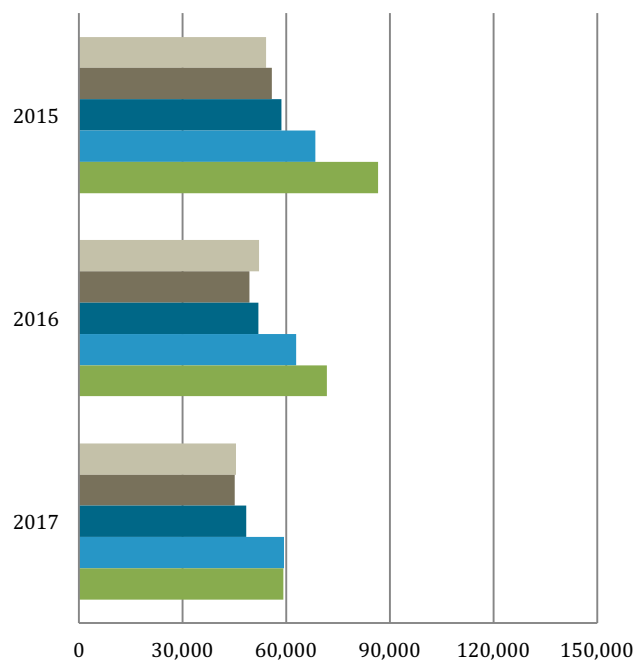


	2017	2016	2015
November Week 1	\$1,312,267.70	\$1,321,515.83	\$1,341,642.13
November Week 2	\$1,462,678.39	\$1,330,533.67	\$1,414,837.86
November Week 3	\$1,640,361.43	\$1,376,512.67	\$1,589,059.43
November Week 4	\$1,975,513.77	\$1,781,122.04	\$1,856,135.56
November Week 5	\$2,027,781.83	\$1,963,746.19	\$2,351,852.37

JUVENILE NON-FICTION: RING FENCE MARKET

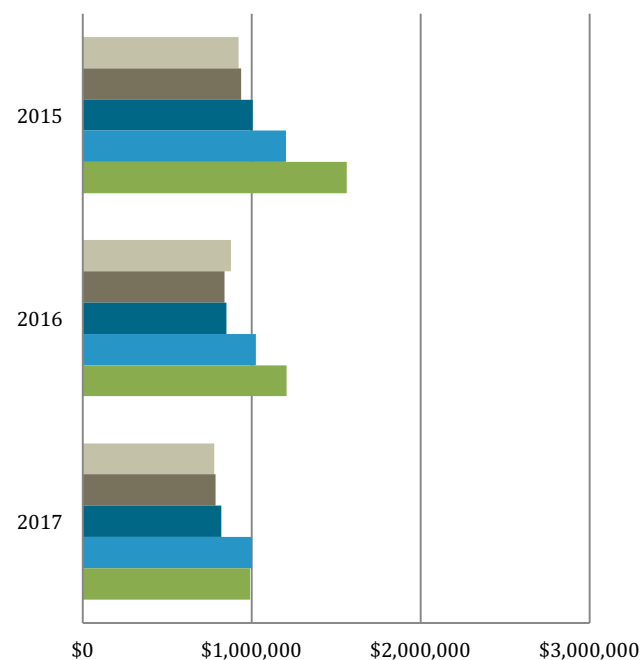
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Volume Sold (in units)



	2017	2016	2015
November Week 1	45,565	52,105	54,248
November Week 2	45,045	49,455	55,926
November Week 3	48,510	51,975	58,540
November Week 4	59,436	62,983	68,404
November Week 5	59,102	71,818	86,556

Value Sold (in millions of dollars)



	2017	2016	2015
November Week 1	\$779,727.29	\$879,044.32	\$922,157.63
November Week 2	\$786,284.03	\$839,695.41	\$938,292.32
November Week 3	\$821,429.49	\$852,379.65	\$1,006,642.85
November Week 4	\$1,001,212.34	\$1,025,415.23	\$1,205,358.28
November Week 5	\$990,577.16	\$1,207,045.96	\$1,563,165.32

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 December 3, 2017
- 2016: Week ending December 4, 2017

