



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 01.2018

**December
SalesData Market
Report**
December 2017



**BOOKNET
CANADA**

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2018

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 December in the years 2016 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. In January 2018 (data for December 2017) onwards, we have reconfigured our ring fence (comparable store group) in order to better represent the market and because of these changes comparison to some prior years is not possible. This report contains only 2016 and 2017 data.

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

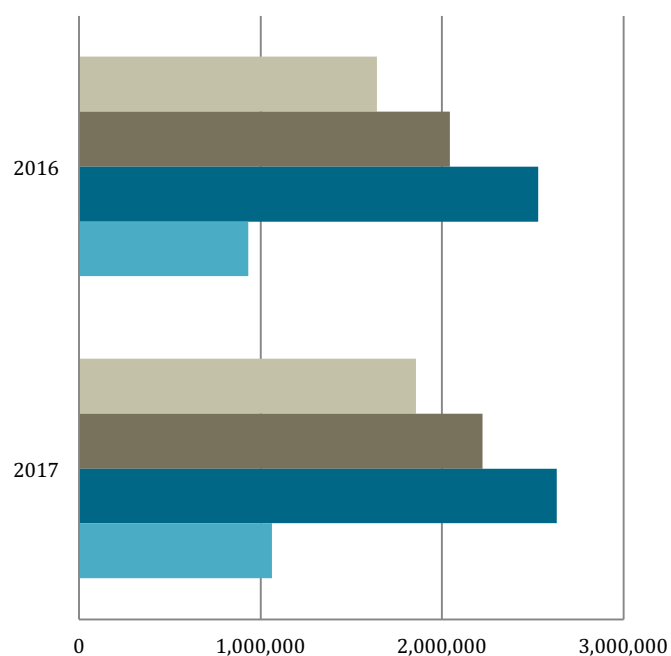
This report aims to encapsulate data from most days in December. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used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

	2017	2016
Week 1	10-Dec	11-Dec
Week 2	17-Dec	18-Dec
Week 3	24-Dec	25-Dec
Week 4	31-Dec	01-Jan

ALL MARKET

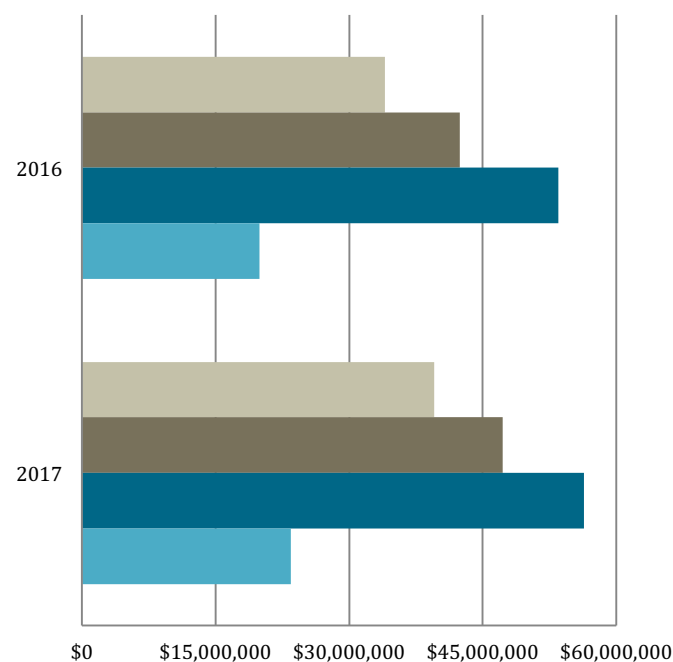
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of December in 2016 and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each 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
Month Week 1	1,855,775	1,642,101
Month Week 2	2,221,456	2,043,166
Month Week 3	2,630,961	2,531,763
Month Week 4	1,061,564	932,886

Value Sold (in millions of dollars)

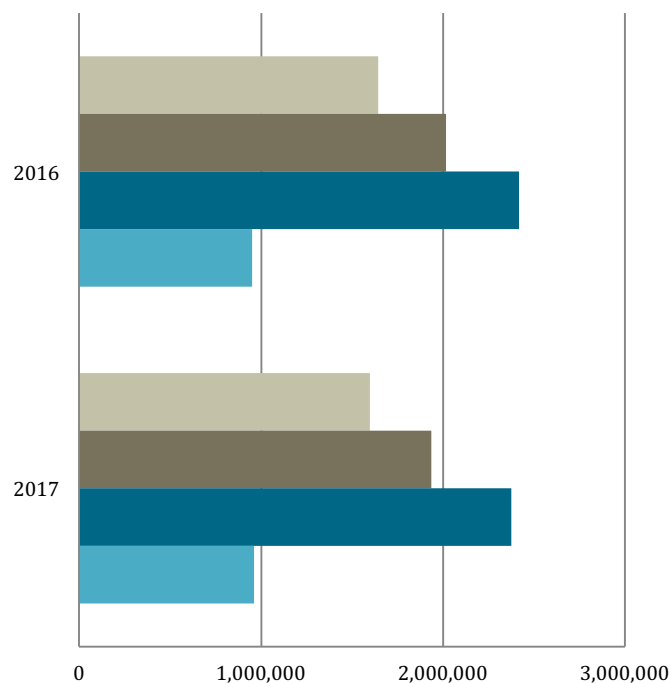


	2017	2016
Month Week 1	\$39,540,051.81	\$33,995,255.57
Month Week 2	\$47,227,233.30	\$42,412,229.19
Month Week 3	\$56,354,307.60	\$53,506,662.04
Month Week 4	\$23,416,430.66	\$19,907,862.07

RING FENCE MARKET

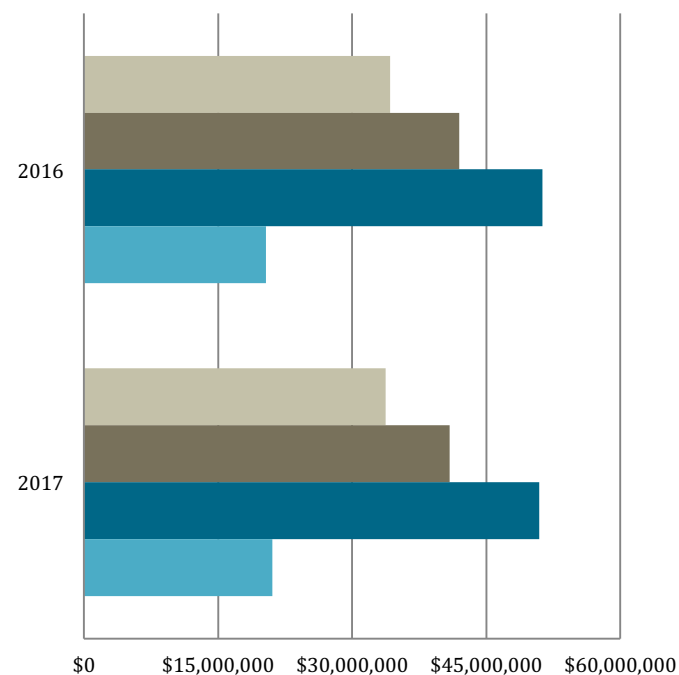
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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
Month Week 1	1,598,657	1,641,715
Month Week 2	1,935,755	2,014,593
Month Week 3	2,375,531	2,417,411
Month Week 4	960,931	948,773

Value Sold (in millions of dollars)

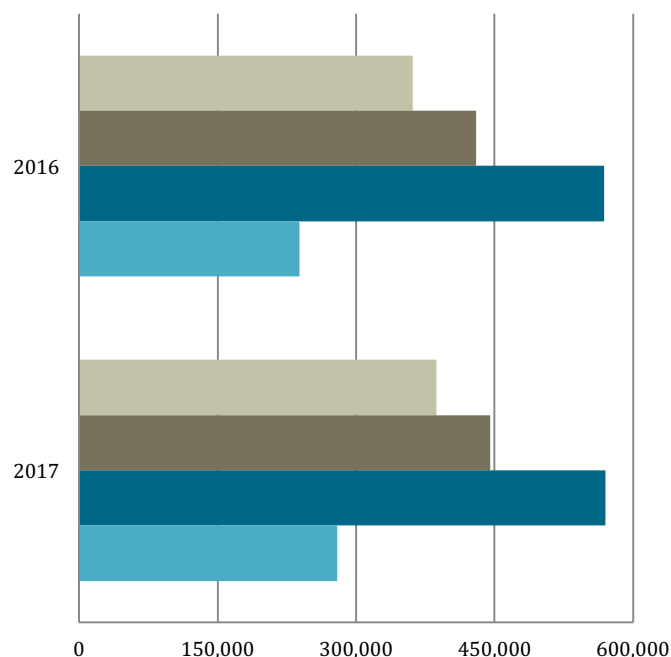


	2017	2016
Month Week 1	\$33,730,371.26	\$34,244,942.62
Month Week 2	\$40,885,549.69	\$42,000,821.62
Month Week 3	\$50,917,274.08	\$51,274,597.14
Month Week 4	\$21,099,583.47	\$20,363,116.89

FICTION: ALL MARKET

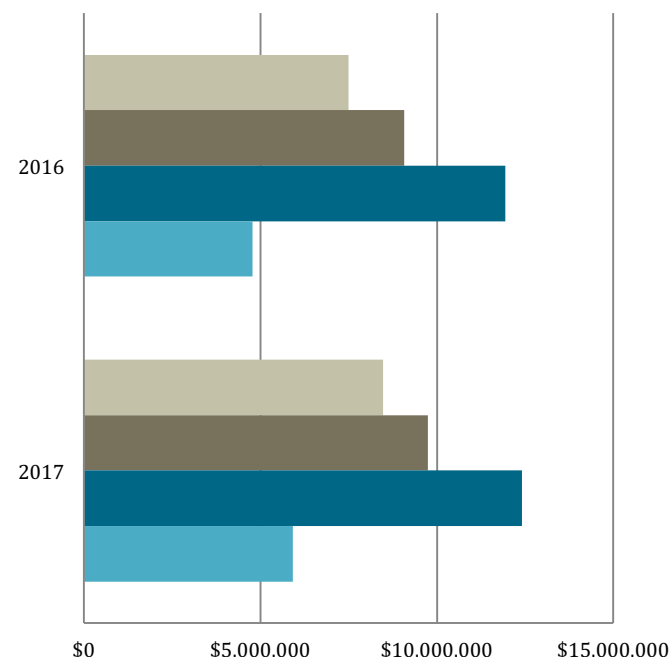
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
■ Month Week 1	386,989	361,295
■ Month Week 2	444,938	430,148
■ Month Week 3	570,090	568,345
■ Month Week 4	279,557	238,805

Value Sold (in millions of dollars)

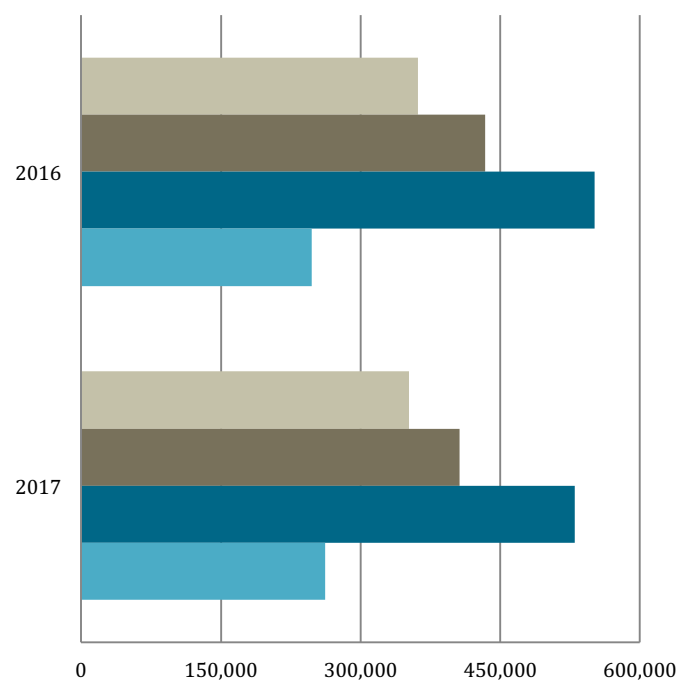


	2017	2016
■ Month Week 1	\$8,474,330.30	\$7,501,693.87
■ Month Week 2	\$9,741,386.30	\$9,066,741.04
■ Month Week 3	\$12,405,223.07	\$11,934,763.05
■ Month Week 4	\$5,915,238.53	\$4,782,015.27

FICTION: RING FENCE MARKET

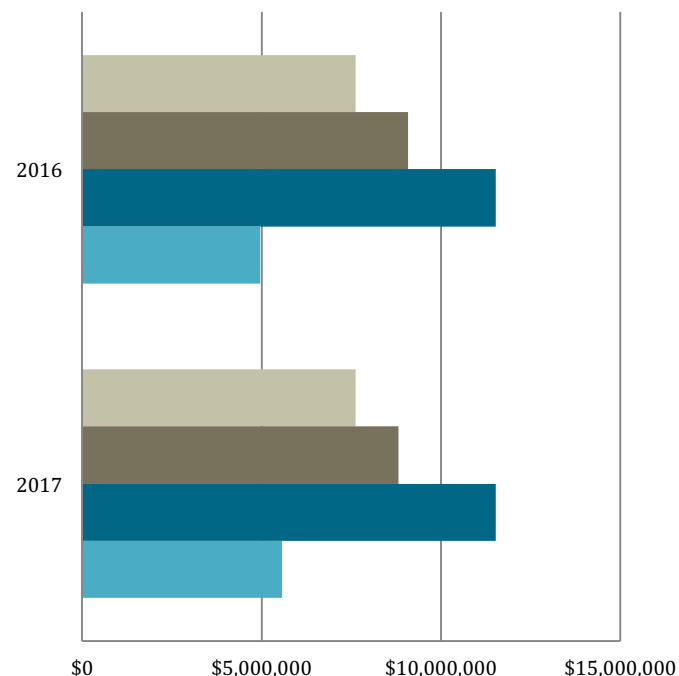
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
Month Week 1	351,843	361,295
Month Week 2	406,104	433,683
Month Week 3	529,850	551,006
Month Week 4	262,281	247,160

Value Sold (in millions of dollars)

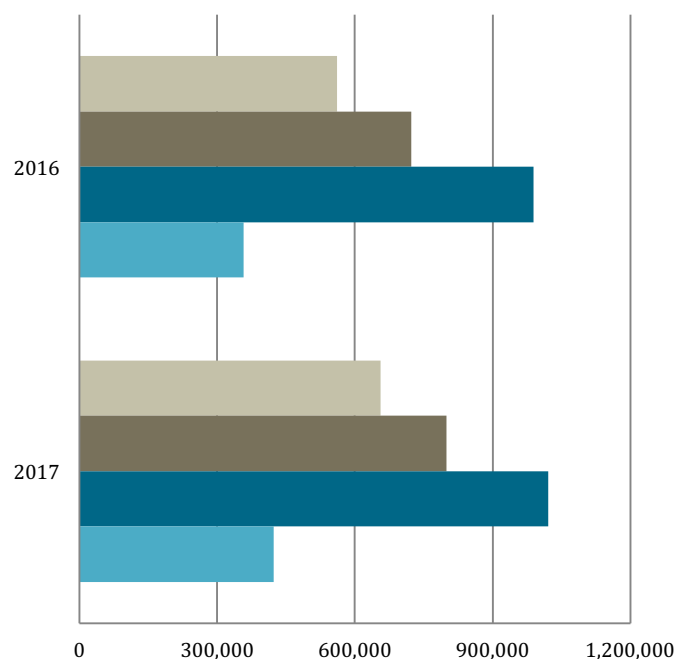


	2017	2016
Month Week 1	\$7,612,325.68	\$7,609,274.11
Month Week 2	\$8,804,769.75	\$9,085,543.68
Month Week 3	\$11,524,310.60	\$11,526,467.04
Month Week 4	\$5,563,647.32	\$4,957,991.72

NON-FICTION: ALL MARKET

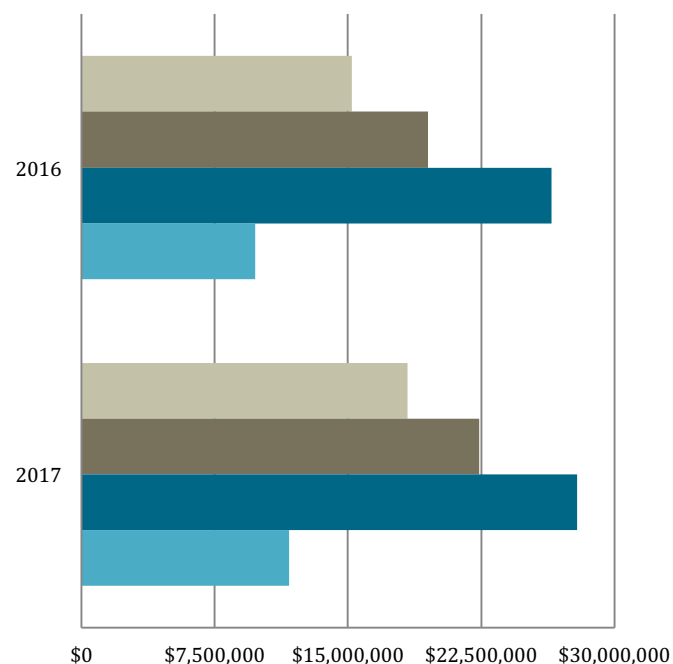
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
Month Week 1	655,577	560,935
Month Week 2	799,749	723,331
Month Week 3	1,020,808	989,136
Month Week 4	422,726	357,090

Value Sold (in millions of dollars)

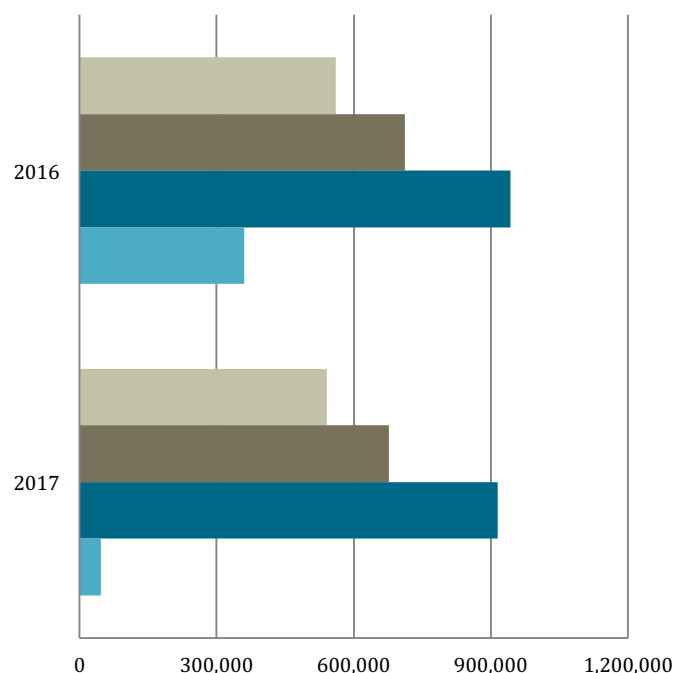


	2017	2016
Month Week 1	\$18,356,152.70	\$15,229,792.01
Month Week 2	\$22,387,858.80	\$19,523,766.98
Month Week 3	\$27,901,374.11	\$26,466,736.47
Month Week 4	\$11,689,748.78	\$9,774,232.71

NON-FICTION: RING FENCE MARKET

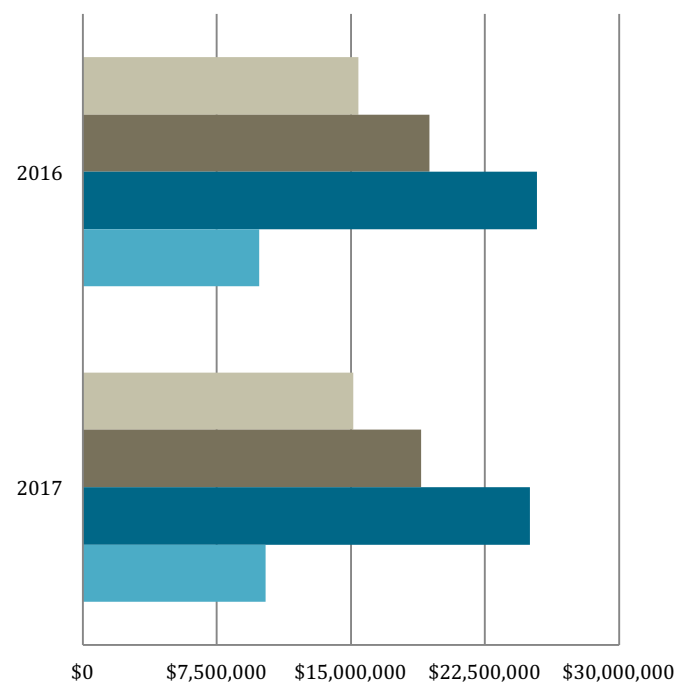
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	541,568	560,935
Month Week 2	677,156	711,880
Month Week 3	914,241	942,934
Month Week 4	45,989	359,848

Value Sold (in millions of dollars)

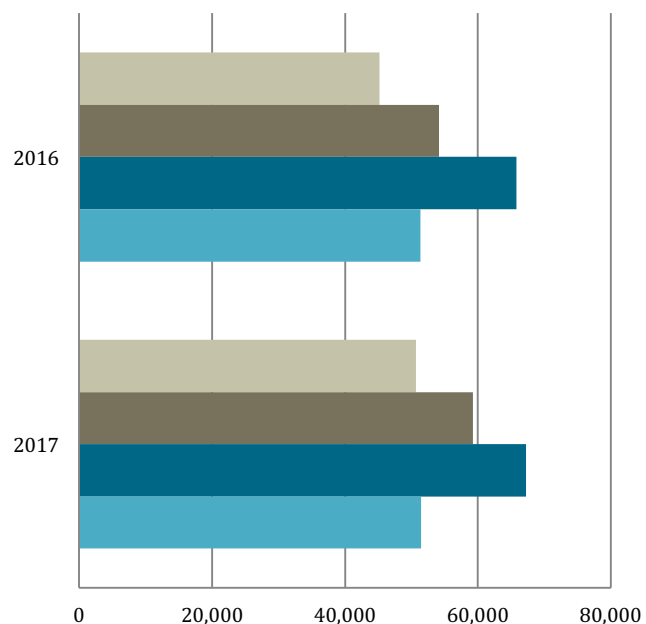


	2017	2016
Month Week 1	\$15,123,734.78	\$15,436,034.44
Month Week 2	\$18,943,335.38	\$19,396,089.88
Month Week 3	\$25,032,497.30	\$25,406,578.34
Month Week 4	\$10,233,561.25	\$9,889,622.85

YOUNG ADULT: ALL MARKET

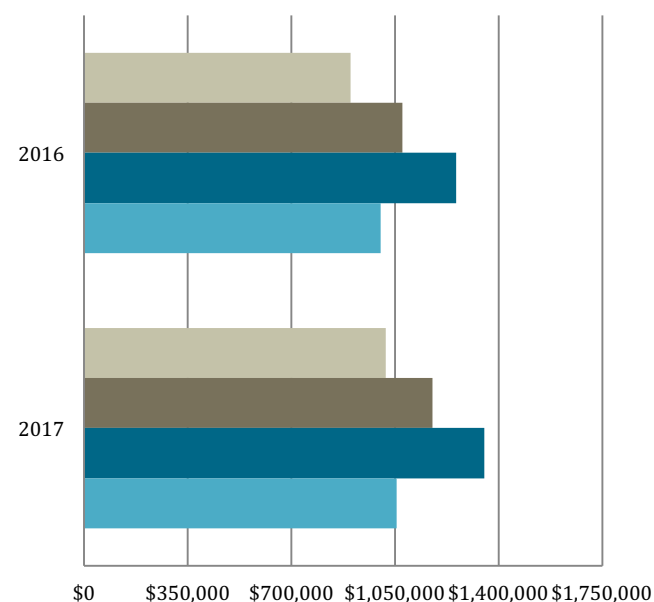
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
Month Week 1	50,690	45,231
Month Week 2	59,225	54,158
Month Week 3	67,284	65,851
Month Week 4	51,464	51,359

Value Sold (in millions of dollars)

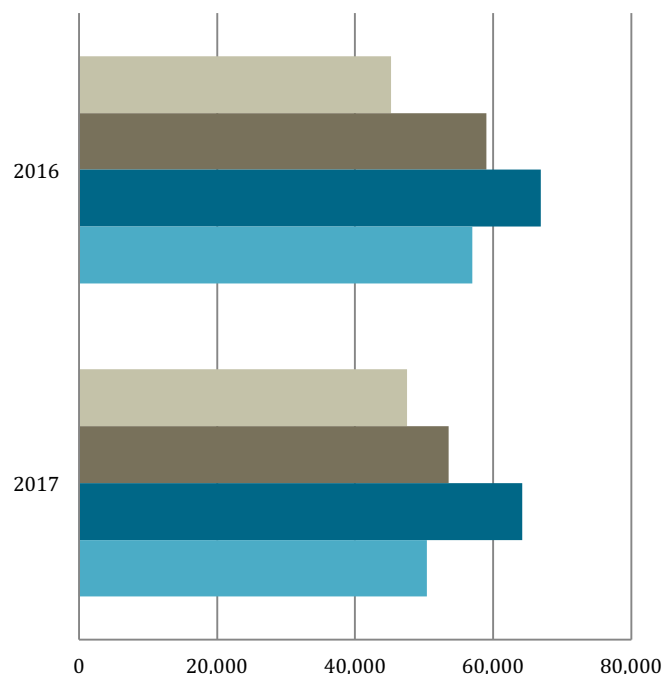


	2017	2016
Month Week 1	\$1,018,984.87	\$898,848.87
Month Week 2	\$1,175,729.48	\$1,074,332.21
Month Week 3	\$1,350,983.07	\$1,257,318.92
Month Week 4	\$1,056,031.89	\$1,000,430.58

YOUNG ADULT: RING FENCE MARKET

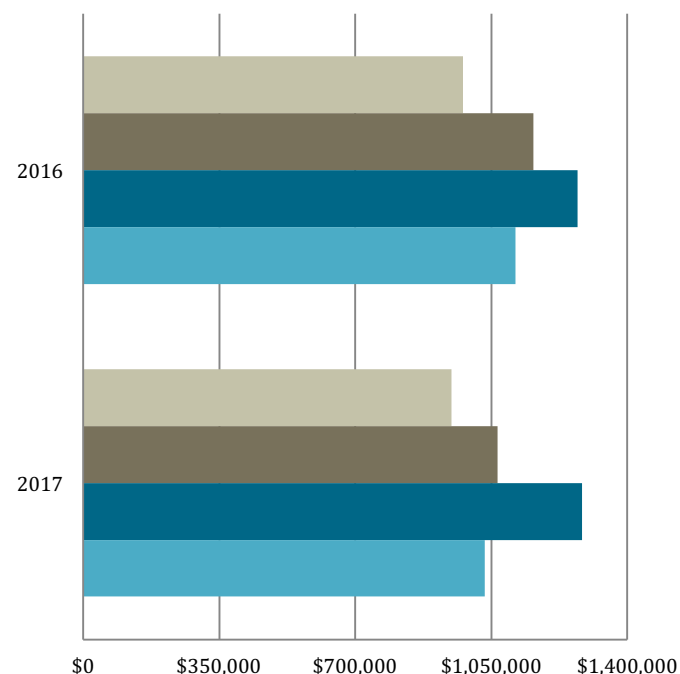
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	47,497	45,231
Month Week 2	53,552	59,057
Month Week 3	64,230	66,872
Month Week 4	50,429	56,942

Value Sold (in millions of dollars)

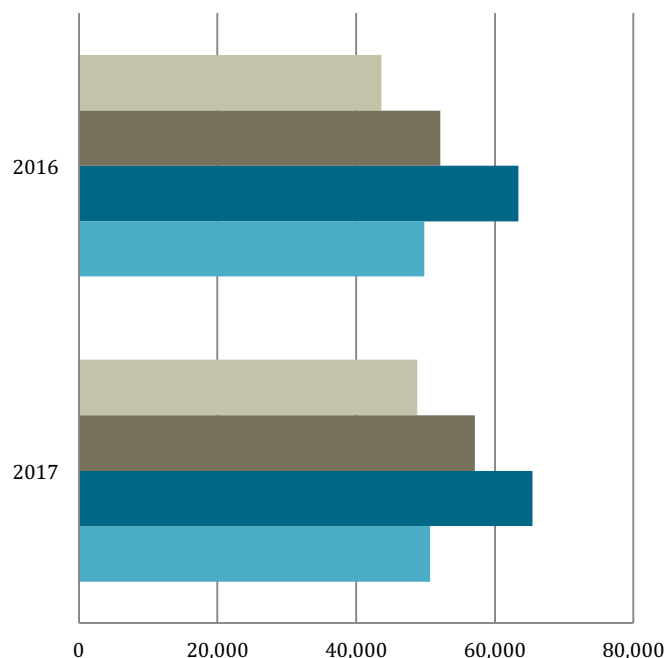


	2017	2016
Month Week 1	\$947,361.52	\$976,520.79
Month Week 2	\$1,065,285.15	\$1,157,821.23
Month Week 3	\$1,282,509.02	\$1,271,739.07
Month Week 4	\$1,032,875.61	\$1,111,462.67

YOUNG ADULT FICTION: ALL MARKET

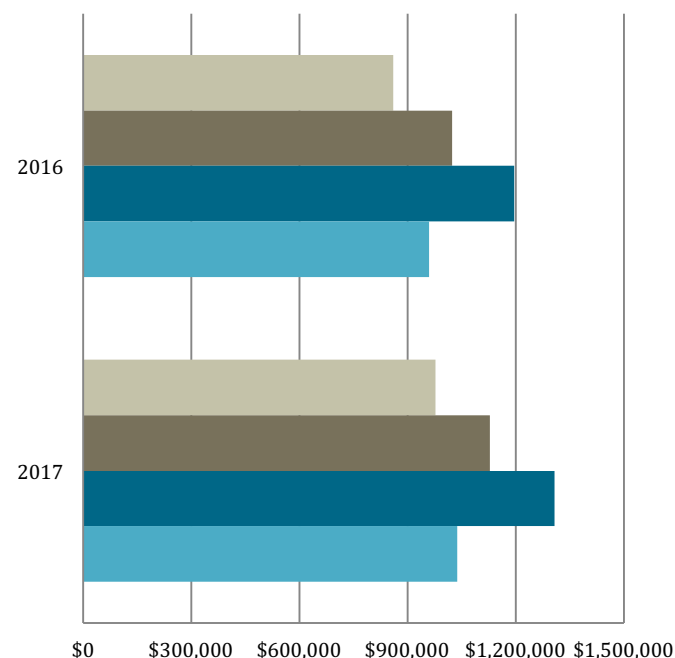
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	48,814	43,644
Month Week 2	57,146	52,105
Month Week 3	65,431	63,365
Month Week 4	50,652	49,780

Value Sold (in millions of dollars)

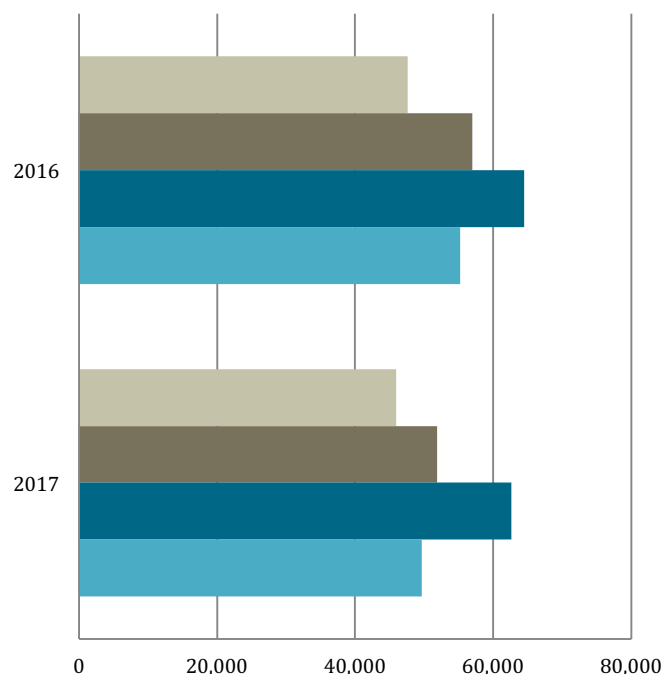


	2017	2016
Month Week 1	\$977,205.47	\$859,906.78
Month Week 2	\$1,128,710.22	\$1,023,117.82
Month Week 3	\$1,308,298.55	\$1,196,239.32
Month Week 4	\$1,037,411.44	\$959,640.39

YOUNG ADULT FICTION: RING FENCE MARKET

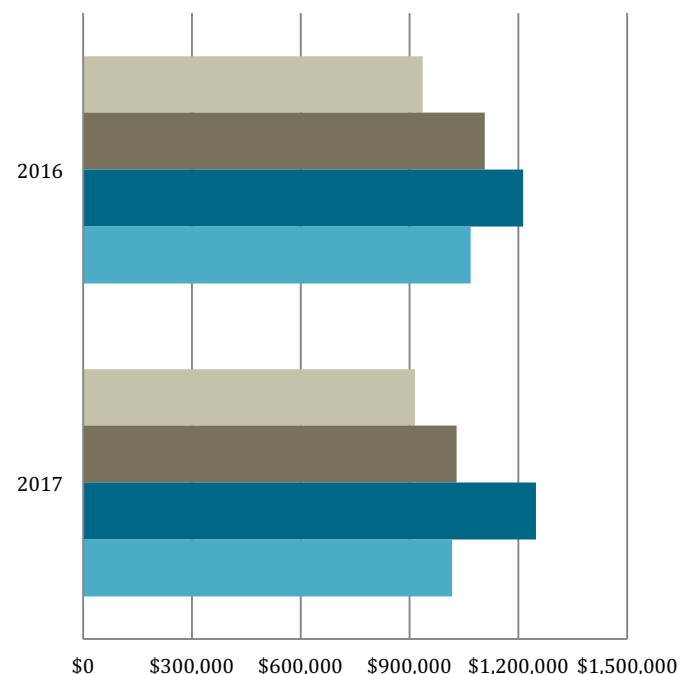
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	45,986	47,591
Month Week 2	51,900	56,968
Month Week 3	62,673	64,438
Month Week 4	49,689	55,226

Value Sold (in millions of dollars)

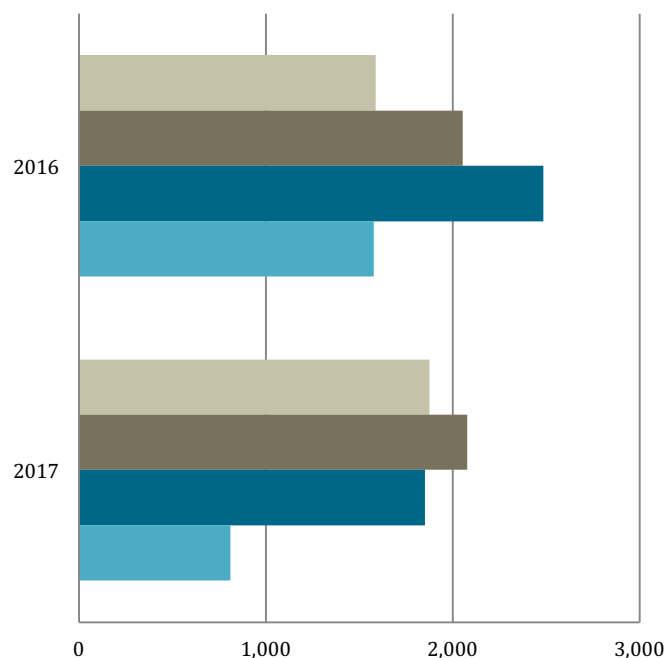


	2017	2016
Month Week 1	\$913,637.60	\$934,788.21
Month Week 2	\$1,028,320.99	\$1,107,035.80
Month Week 3	\$1,247,056.83	\$1,212,604.07
Month Week 4	\$1,015,897.31	\$1,067,464.47

YOUNG ADULT NON-FICTION: ALL MARKET

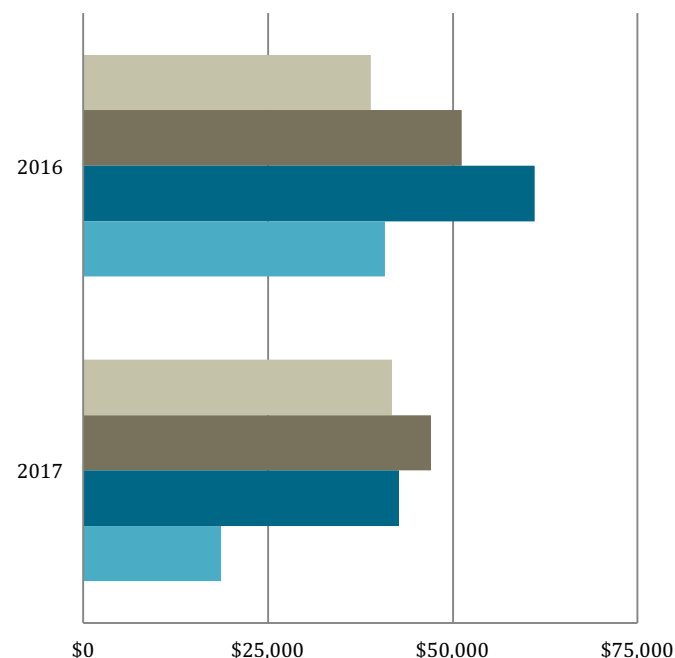
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	1,876	1,587
Month Week 2	2,079	2,053
Month Week 3	1,853	2,486
Month Week 4	812	1,579

Value Sold (in millions of dollars)

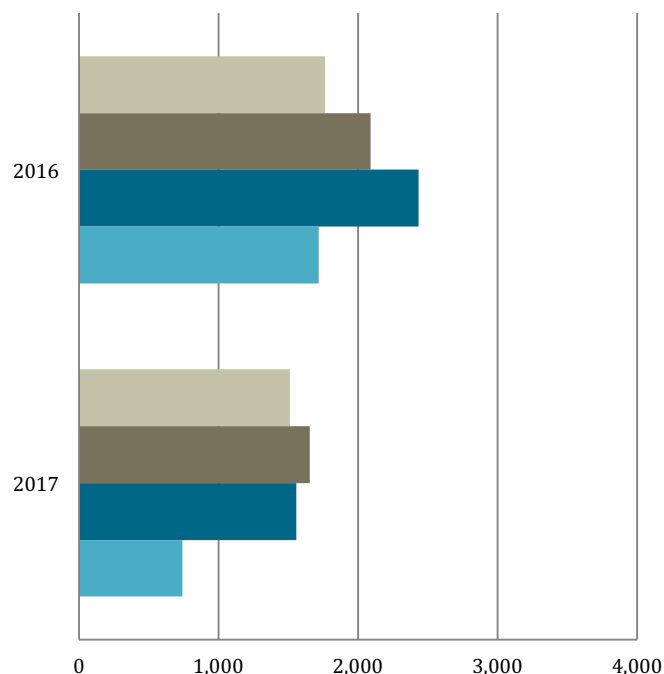


	2017	2016
Month Week 1	\$41,779.40	\$38,942.09
Month Week 2	\$47,019.26	\$51,214.39
Month Week 3	\$42,684.52	\$61,079.60
Month Week 4	\$18,620.45	\$40,790.19

YOUNG ADULT NON-FICTION: RING FENCE MARKET

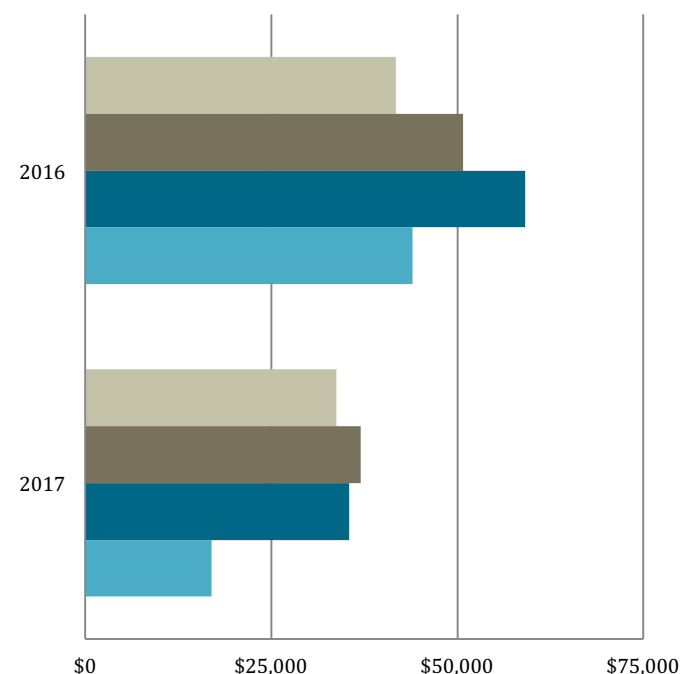
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
Month Week 1	1,511	1,764
Month Week 2	1,652	2,089
Month Week 3	1,557	2,434
Month Week 4	740	1,716

Value Sold (in millions of dollars)

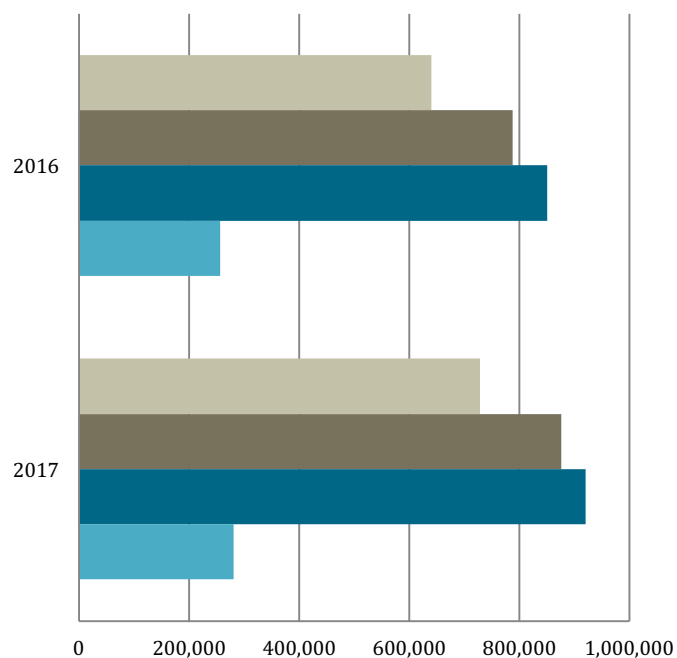


	2017	2016
Month Week 1	\$33,723.92	\$41,732.58
Month Week 2	\$36,964.16	\$50,785.43
Month Week 3	\$35,452.19	\$59,135.00
Month Week 4	\$16,978.30	\$43,998.20

JUVENILE: ALL MARKET

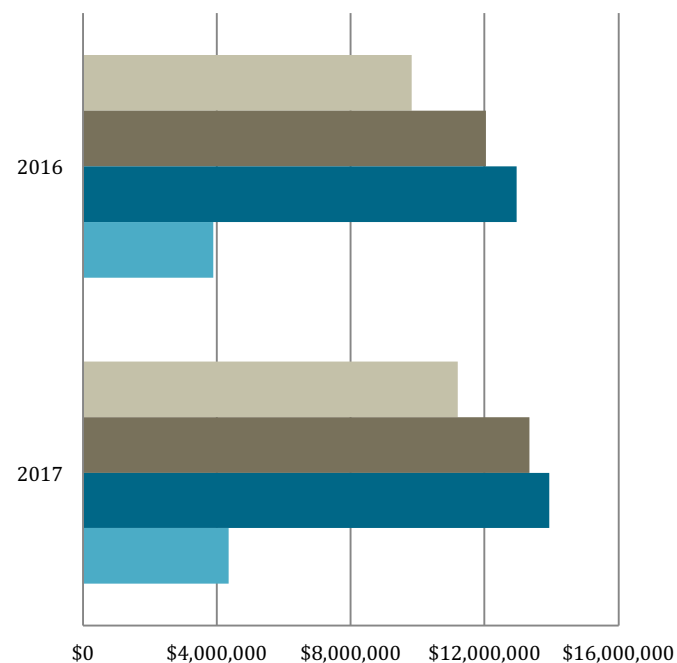
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number 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
Month Week 1	728,372	640,380
Month Week 2	876,936	788,174
Month Week 3	920,505	851,224
Month Week 4	281,446	256,450

Value Sold (in millions of dollars)

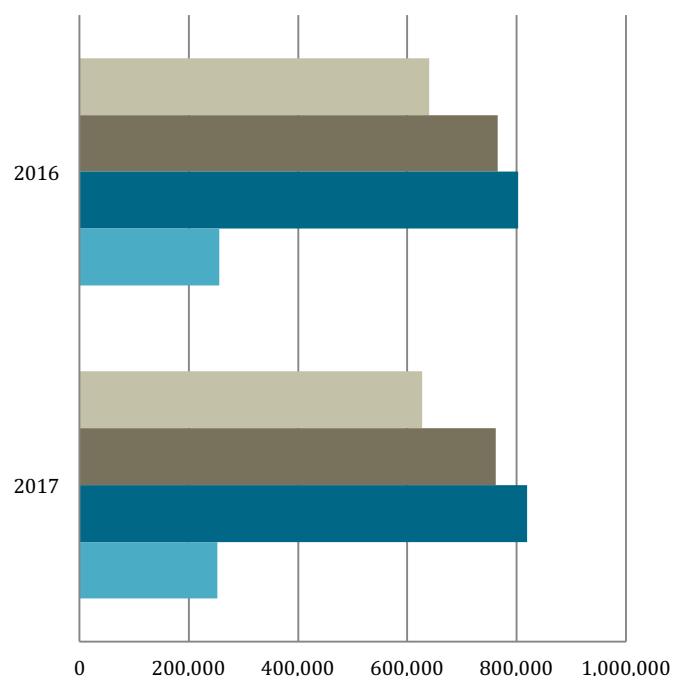


	2017	2016
Month Week 1	\$11,206,684.71	\$9,830,474.91
Month Week 2	\$13,335,911.90	\$12,032,373.92
Month Week 3	\$13,933,357.61	\$12,950,188.52
Month Week 4	\$4,352,862.47	\$3,889,388.62

JUVENILE: RING FENCE MARKET

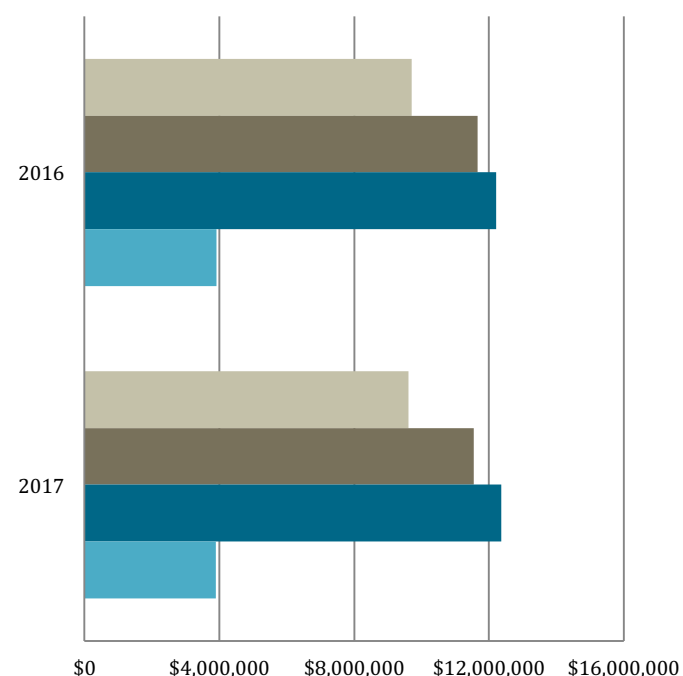
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of December in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
■ Month Week 1	626,959	640,380
■ Month Week 2	762,211	764,828
■ Month Week 3	819,107	802,813
■ Month Week 4	252,602	255,203

Value Sold (in millions of dollars)

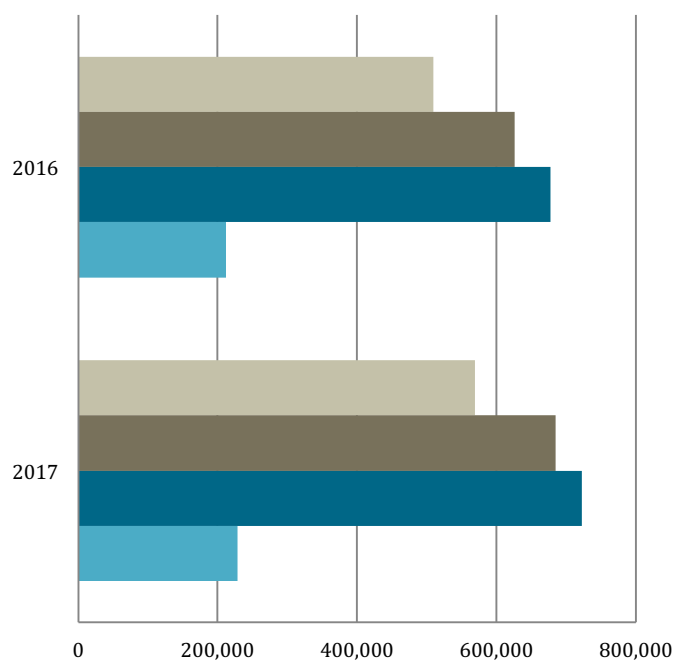


	2017	2016
■ Month Week 1	\$9,609,050.50	\$9,708,359.84
■ Month Week 2	\$11,540,334.32	\$11,670,907.36
■ Month Week 3	\$12,367,324.64	\$12,209,479.43
■ Month Week 4	\$3,893,905.73	\$3,918,523.82

JUVENILE FICTION: ALL MARKET

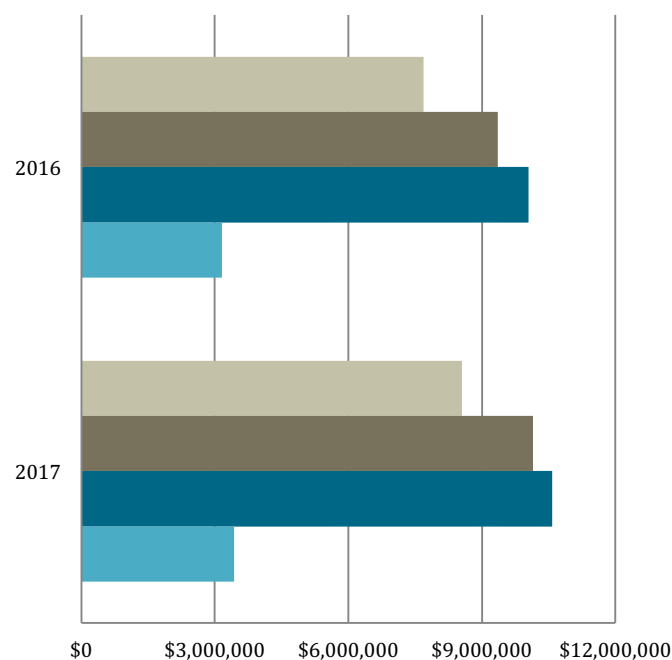
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of January in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
Month Week 1	568,644	509,241
Month Week 2	684,380	625,840
Month Week 3	721,904	676,979
Month Week 4	228,409	212,278

Value Sold (in millions of dollars)

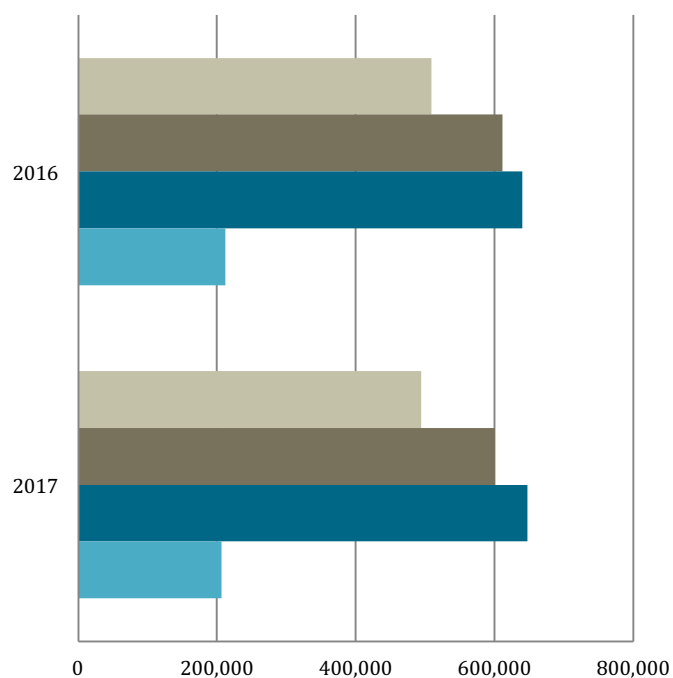


	2017	2016
Month Week 1	\$8,555,358.22	\$7,692,459.59
Month Week 2	\$10,149,904.04	\$9,359,396.36
Month Week 3	\$10,588,493.34	\$10,054,468.96
Month Week 4	\$3,440,343.63	\$3,155,757.16

JUVENILE FICTION: RING FENCE MARKET

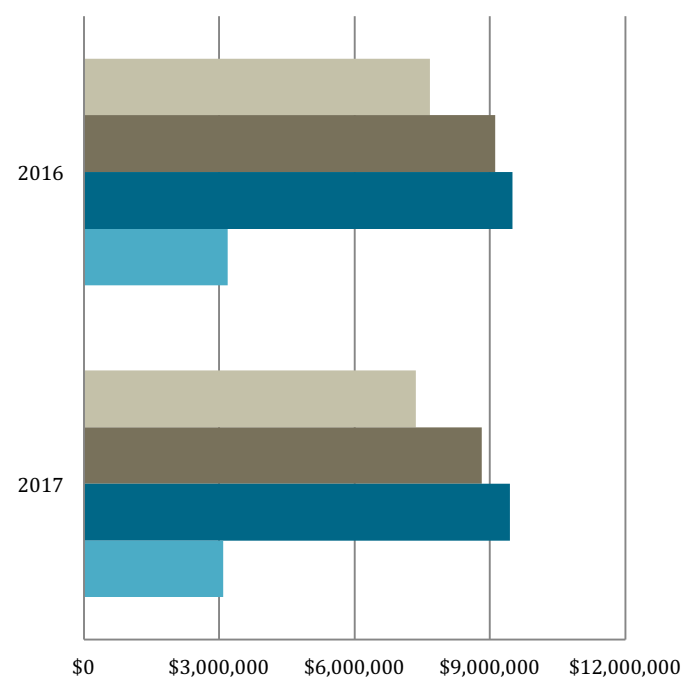
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of January in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	494,716	509,241
Month Week 2	600,590	611,493
Month Week 3	647,434	640,429
Month Week 4	206,613	211,650

Value Sold (in millions of dollars)

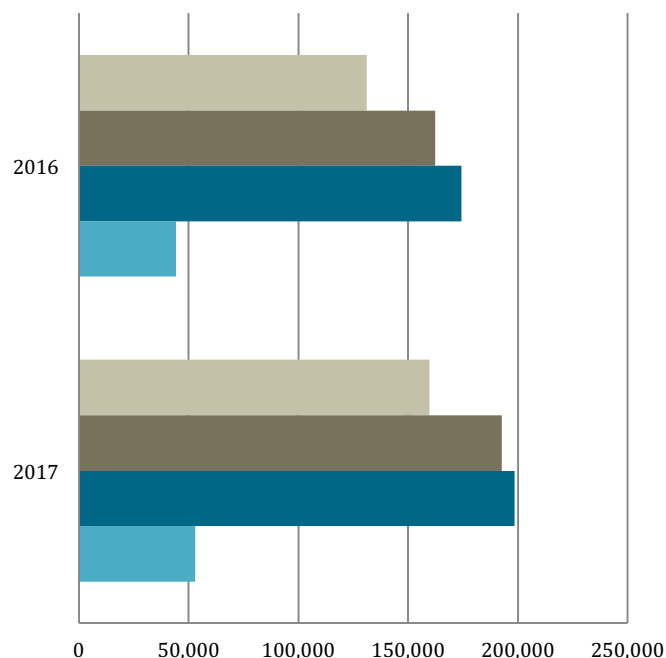


	2017	2016
Month Week 1	\$7,349,947.51	\$7,663,299.94
Month Week 2	\$8,810,422.31	\$9,115,232.46
Month Week 3	\$9,441,622.95	\$9,492,016.77
Month Week 4	\$3,093,750.46	\$3,189,710.30

JUVENILE NON-FICTION: ALL MARKET

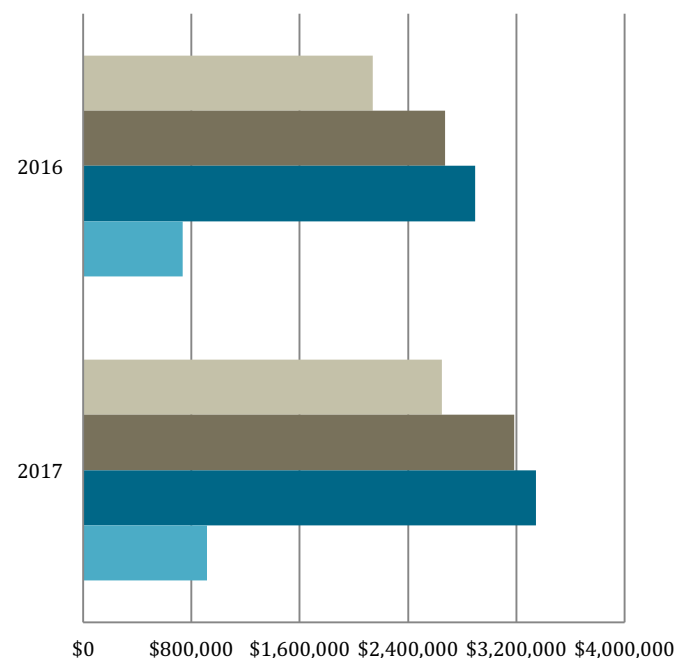
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of January in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	159,728	131,139
Month Week 2	192,556	162,334
Month Week 3	198,601	174,245
Month Week 4	53,037	44,172

Value Sold (in millions of dollars)

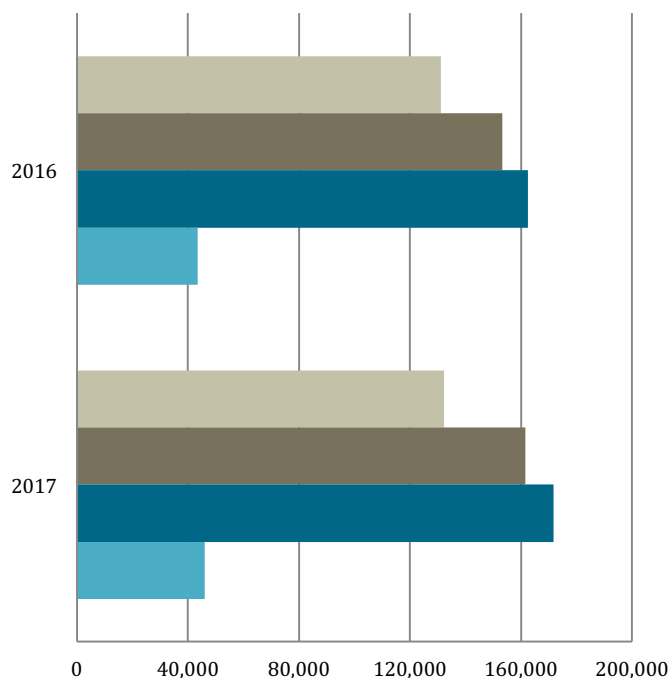


	2017	2016
Month Week 1	\$2,651,326.49	\$2,138,015.32
Month Week 2	\$3,186,007.86	\$2,672,977.56
Month Week 3	\$3,344,864.27	\$2,895,719.56
Month Week 4	\$912,518.84	\$733,631.46

JUVENILE NON-FICTION: RING FENCE MARKET

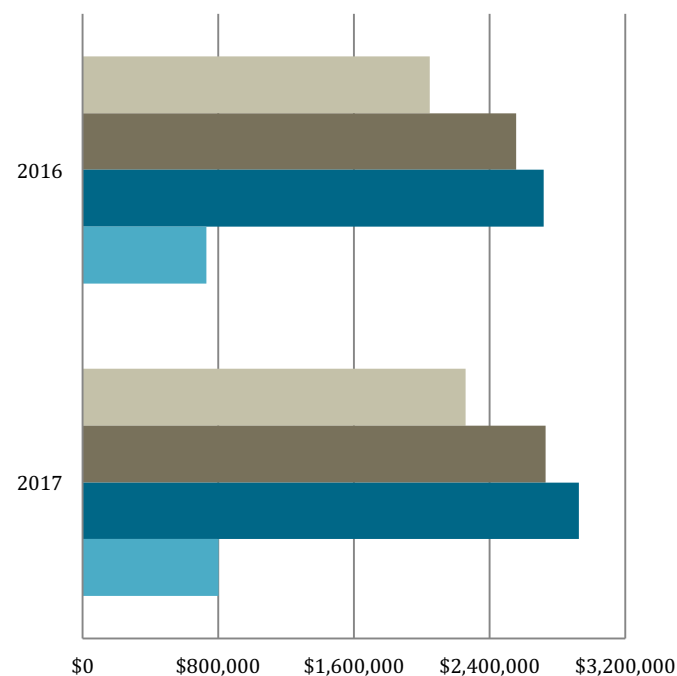
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of January in 2016, and 2017. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
Month Week 1	132,243	131,139
Month Week 2	161,621	153,335
Month Week 3	171,673	162,384
Month Week 4	45,989	43,553

Value Sold (in millions of dollars)



	2017	2016
Month Week 1	\$2,259,102.99	\$2,045,059.90
Month Week 2	\$2,729,912.01	\$2,555,674.90
Month Week 3	\$2,925,701.69	\$2,717,462.66
Month Week 4	\$800,155.27	\$728,813.52

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 31, 2017
- 2016: Week ending January 1, 2017

