



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 03.2018

**February
SalesData Market
Report**
February 2018



**BOOKNET
CANADA**

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INTRODUCTION

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

REPORT DATA

This report compares the volume and value of all books sold in the marketplace for the month of February in the years 2017 to 2018. 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 February 2018, 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, 2017, and 2018 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, Young Adult, Young Adult Fiction, and Young Adult 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, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction data.

REPORT DATES

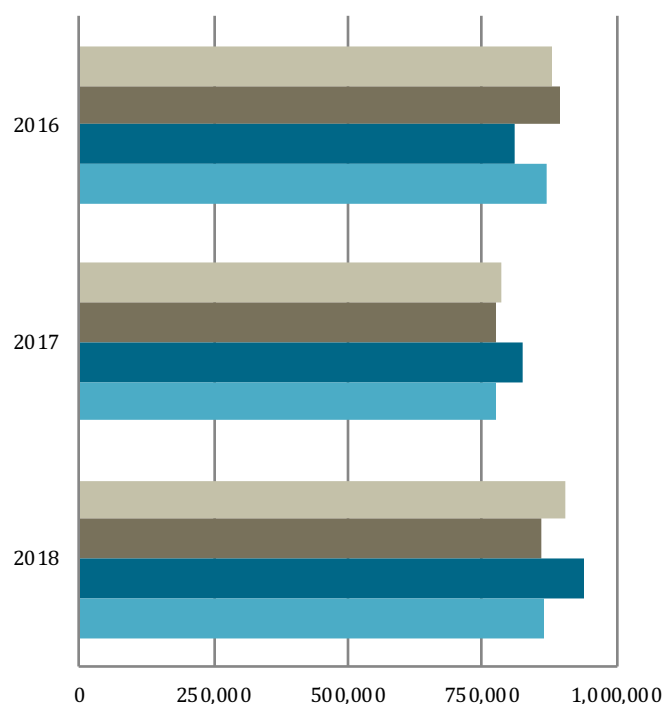
This report aims to encapsulate data from most days in February. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month may also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates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

	2018	2017	2016
Week 1	04-Feb	05-Feb	07-Feb
Week 2	11-Feb	12-Feb	14-Feb
Week 3	18-Feb	19-Feb	21-Feb
Week 4	25-Feb	26-Feb	28-Feb

ALL MARKET

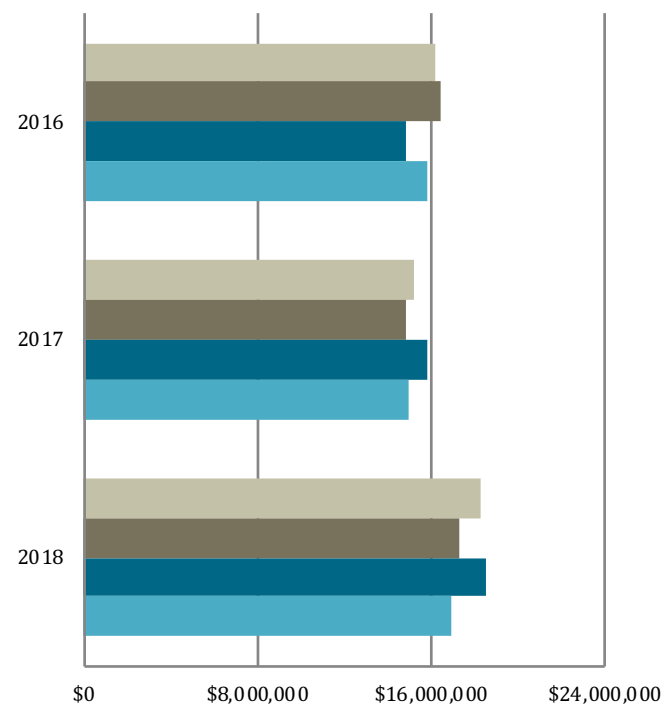
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold 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)



	2018	2017	2016
February Week 1	905,173	787,503	879,170
February Week 2	859,981	775,308	897,251
February Week 3	938,860	825,689	809,072
February Week 4	863,277	774,119	868,147

Value Sold (in millions of dollars)

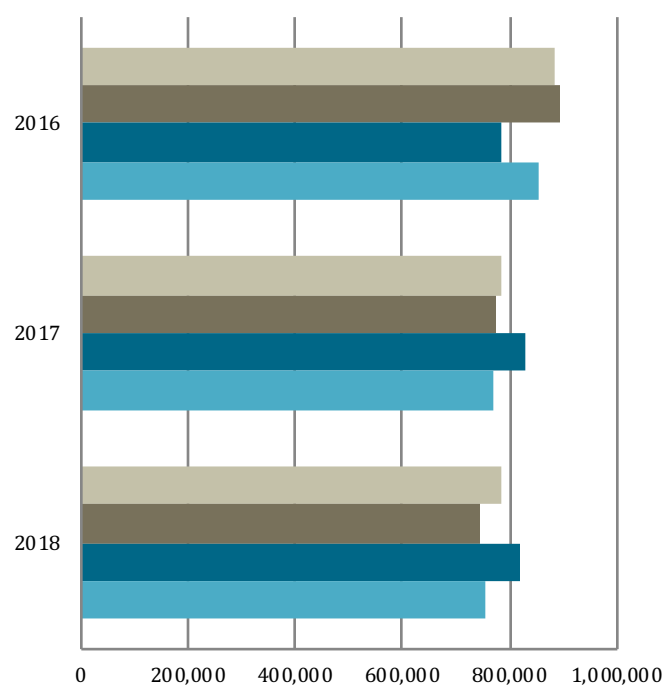


	2018	2017	2016
February Week 1	\$18,279,083.37	\$15,203,460.06	\$16,208,293.21
February Week 2	\$17,257,400.36	\$14,873,313.41	\$16,353,294.96
February Week 3	\$18,534,191.57	\$15,783,956.80	\$14,864,668.52
February Week 4	\$16,896,788.06	\$14,885,636.49	\$15,778,455.53

RING FENCE MARKET

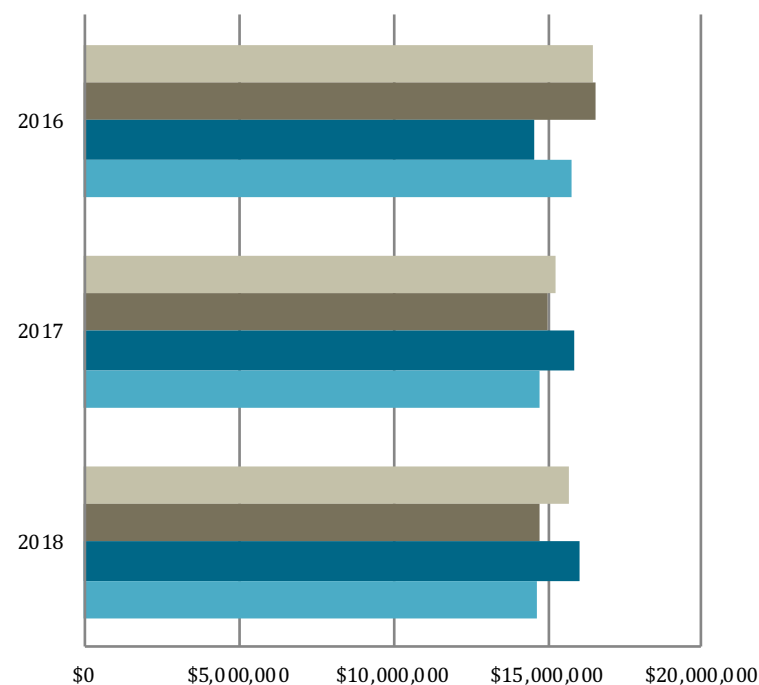
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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)



	2018	2017	2016
February Week 1	787,044	786,743	883,427
February Week 2	743,103	776,107	893,910
February Week 3	821,665	828,790	784,499
February Week 4	754,595	771,683	854,766

Value Sold (in millions of dollars)

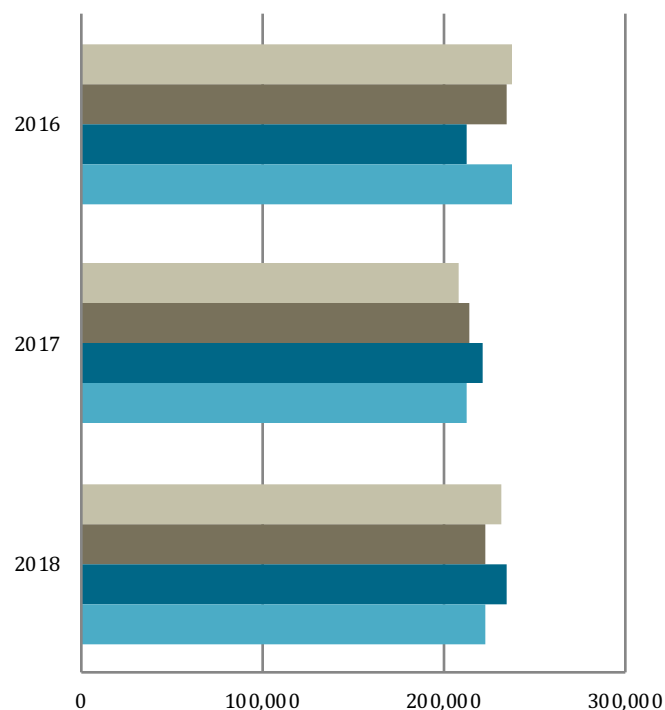


	2018	2017	2016
February Week 1	\$15,728,320.65	\$15,220,225.64	\$16,443,371.19
February Week 2	\$14,761,092.24	\$14,974,984.12	\$16,554,351.31
February Week 3	\$16,061,736.73	\$15,852,433.09	\$14,584,082.82
February Week 4	\$14,664,930.49	\$14,729,955.67	\$15,790,433.19

FICTION: ALL MARKET

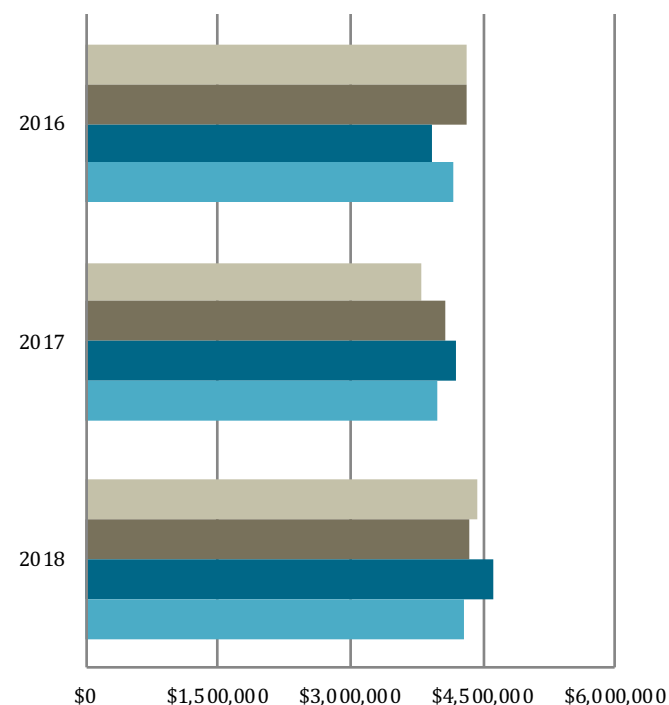
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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)



	2018	2017	2016
February Week 1	231,202	208,969	237,110
February Week 2	222,350	213,948	234,042
February Week 3	235,375	222,009	213,045
February Week 4	222,584	212,136	237,005

Value Sold (in millions of dollars)

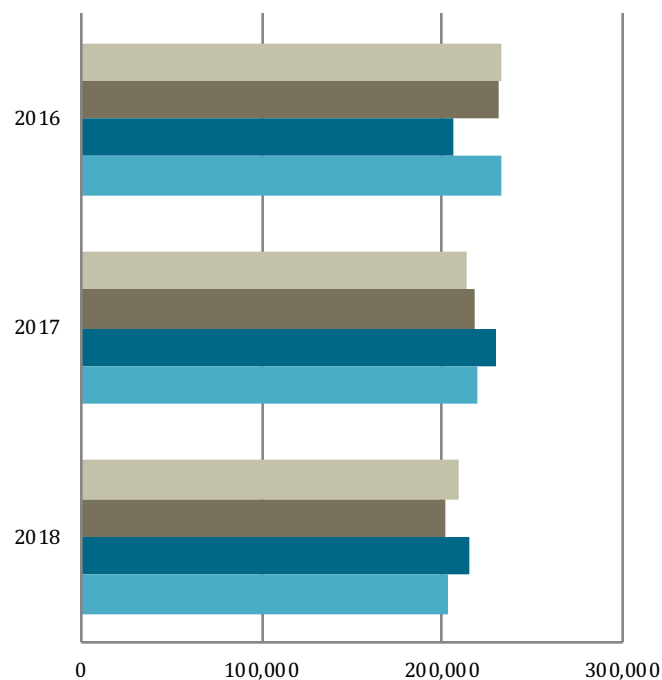


	2018	2017	2016
February Week 1	\$4,431,171.32	\$3,810,092.21	\$4,309,575.01
February Week 2	\$4,333,172.53	\$4,072,316.34	\$4,322,843.17
February Week 3	\$4,611,726.88	\$4,197,599.43	\$3,917,820.21
February Week 4	\$4,287,819.77	\$3,994,911.89	\$4,152,461.35

FICTION: RING FENCE MARKET

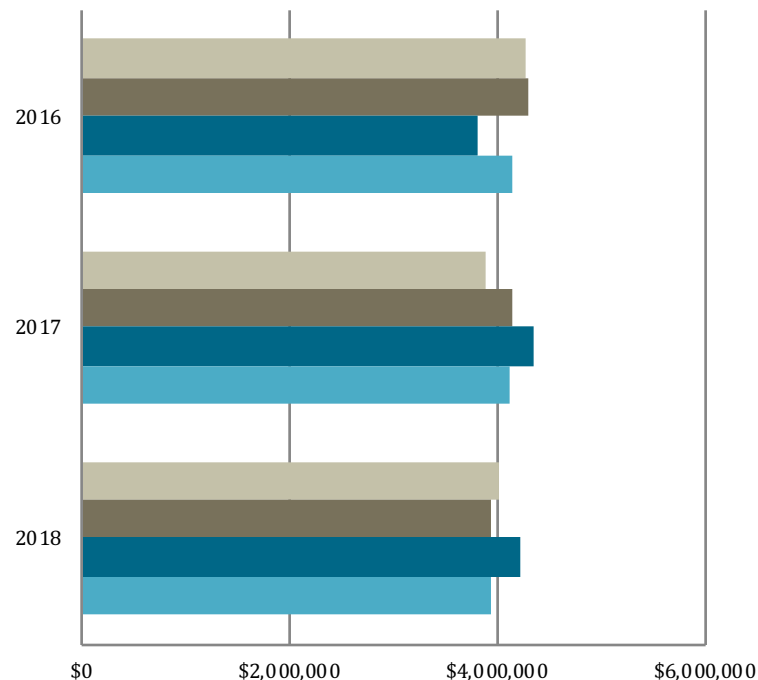
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	209,729	213,121	233,415
February Week 2	201,506	218,242	230,695
February Week 3	215,785	230,214	206,048
February Week 4	203,648	219,661	232,333

Value Sold (in millions of dollars)

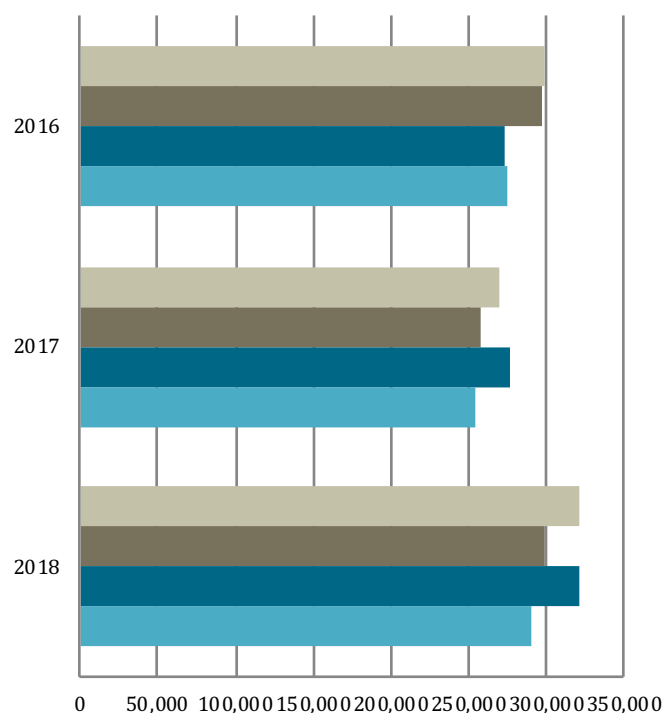


	2018	2017	2016
February Week 1	\$4,027,293.27	\$3,886,503.88	\$4,282,352.42
February Week 2	\$3,927,375.91	\$4,144,946.11	\$4,306,140.36
February Week 3	\$4,227,423.43	\$4,354,891.33	\$3,821,623.28
February Week 4	\$3,925,991.38	\$4,116,003.77	\$4,135,413.88

NON-FICTION: ALL MARKET

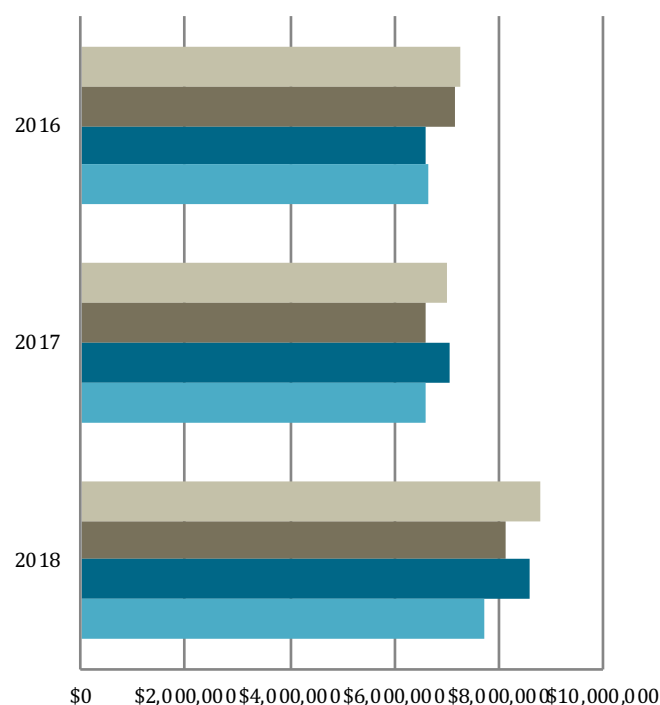
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	320,168	269,016	299,065
February Week 2	298,694	257,000	297,330
February Week 3	320,440	275,800	272,289
February Week 4	290,221	254,115	274,670

Value Sold (in millions of dollars)

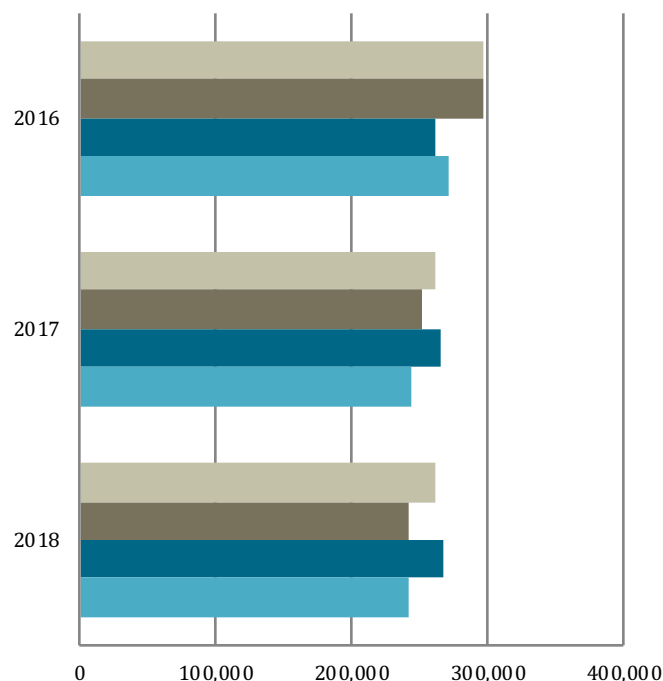


	2018	2017	2016
February Week 1	\$8,771,435.03	\$6,986,674.50	\$7,259,237.43
February Week 2	\$8,122,948.62	\$6,592,709.49	\$7,155,977.56
February Week 3	\$8,606,191.95	\$7,074,398.51	\$6,572,572.34
February Week 4	\$7,718,873.82	\$6,610,476.60	\$6,672,186.54

NON-FICTION: RING FENCE MARKET

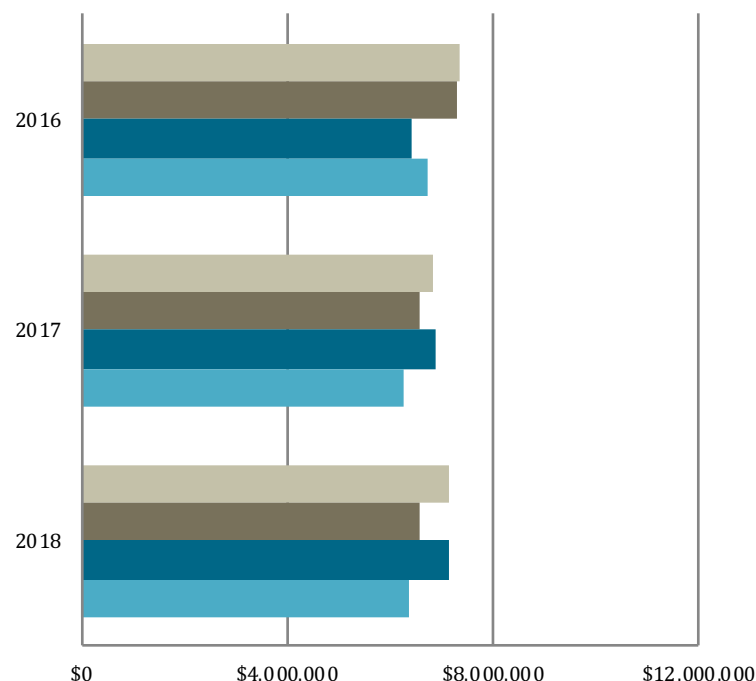
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	260,999	260,304	297,178
February Week 2	241,895	250,938	295,976
February Week 3	267,080	265,386	260,892
February Week 4	241,264	243,214	270,974

Value Sold (in millions of dollars)

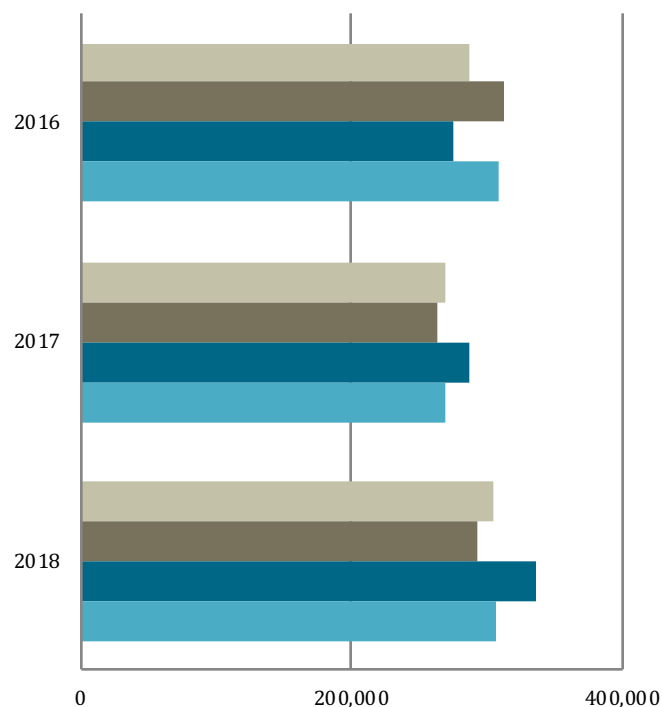


	2018	2017	2016
February Week 1	\$7,130,912.14	\$6,837,426.09	\$7,327,235.48
February Week 2	\$6,552,738.42	\$6,551,428.14	\$7,270,889.81
February Week 3	\$7,109,552.71	\$6,871,255.18	\$6,399,366.58
February Week 4	\$6,381,746.95	\$6,265,076.52	\$6,718,762.98

JUVENILE: ALL MARKET

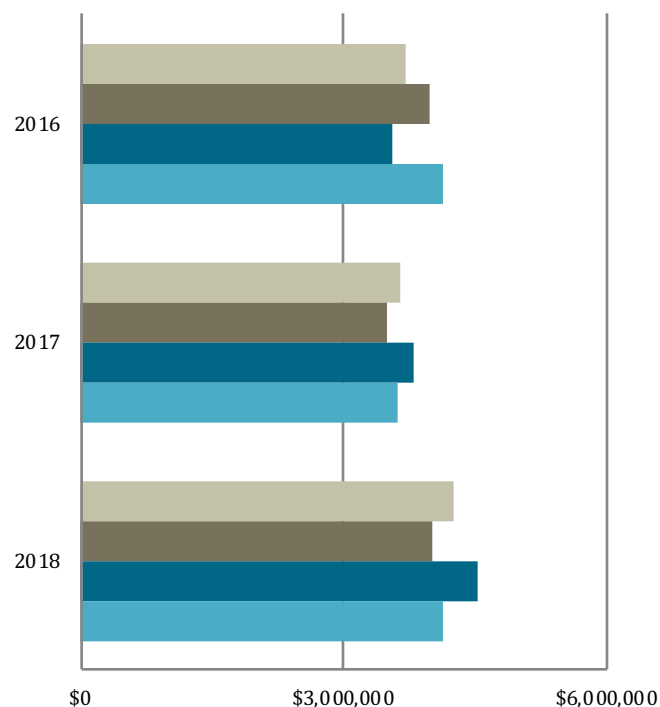
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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)



	2018	2017	2016
February Week 1	305,489	269,236	287,417
February Week 2	293,530	264,179	312,678
February Week 3	336,210	286,163	275,368
February Week 4	306,578	268,781	308,902

Value Sold (in millions of dollars)

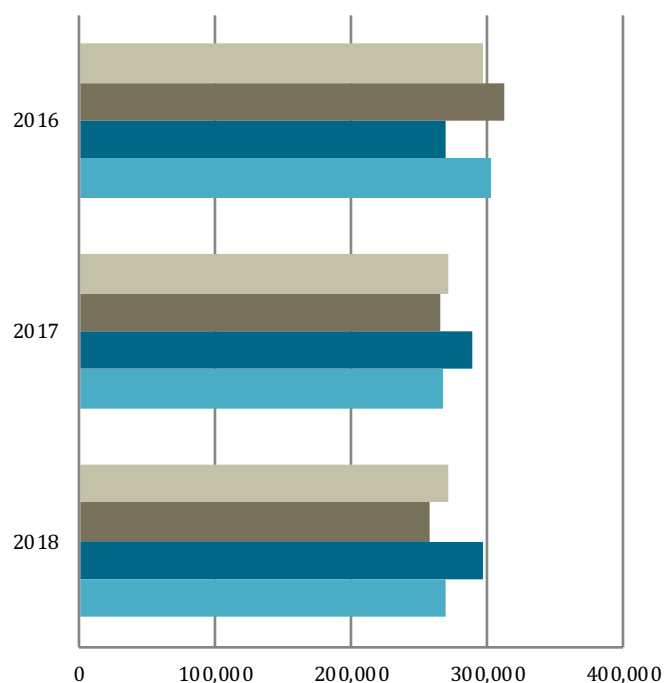


	2018	2017	2016
February Week 1	\$4,251,249.95	\$3,650,889.92	\$3,714,528.75
February Week 2	\$4,011,957.06	\$3,496,835.30	\$3,966,493.74
February Week 3	\$4,532,007.61	\$3,798,907.95	\$3,545,833.47
February Week 4	\$4,145,134.65	\$3,608,208.32	\$4,134,855.79

JUVENILE: RING FENCE MARKET

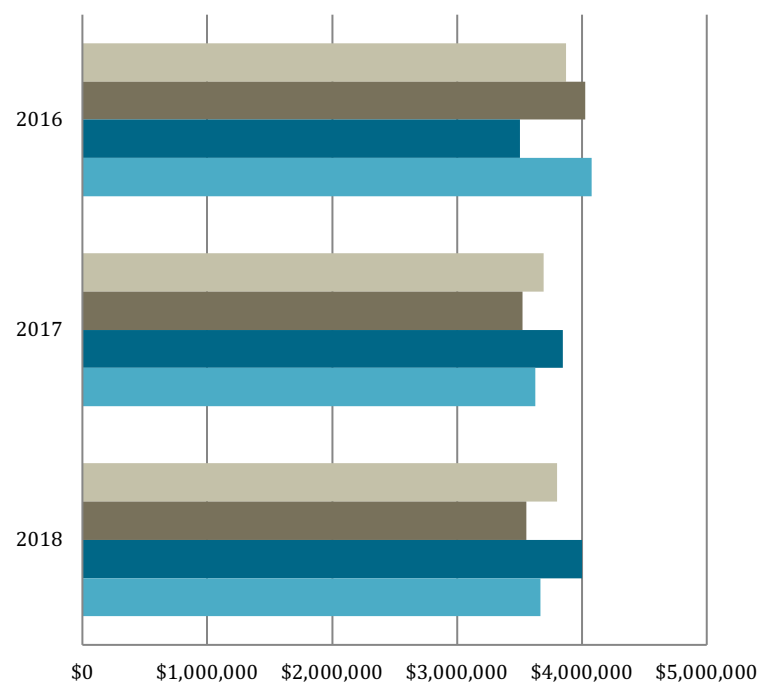
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Volume Sold (in units)



	2018	2017	2016
February Week 1	271,794	270,851	295,748
February Week 2	258,068	264,978	312,354
February Week 3	296,282	288,171	268,583
February Week 4	269,538	267,420	302,588

Value Sold (in millions of dollars)

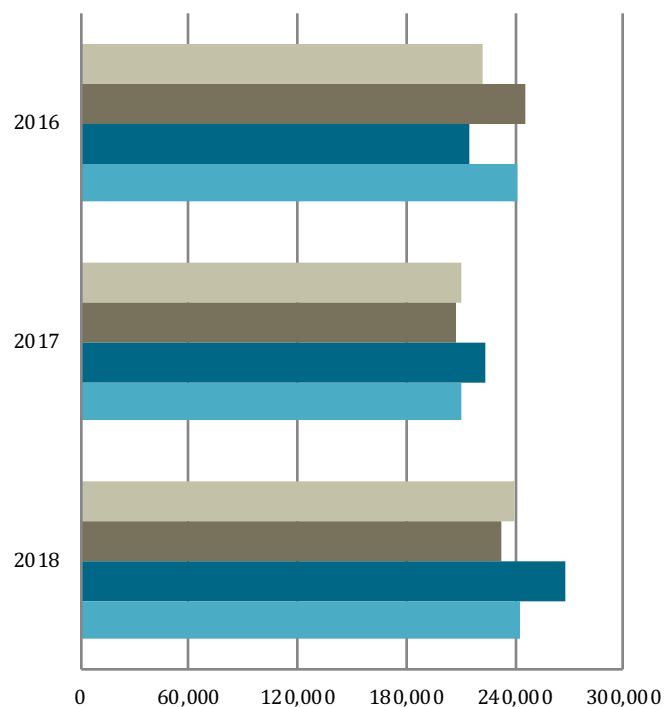


	2018	2017	2016
February Week 1	\$3,801,820.16	\$3,695,241.97	\$3,870,747.32
February Week 2	\$3,553,634.74	\$3,522,604.01	\$4,026,327.69
February Week 3	\$4,001,036.93	\$3,849,914.05	\$3,505,130.24
February Week 4	\$3,667,290.03	\$3,625,136.80	\$4,076,423.52

JUVENILE FICTION: ALL MARKET

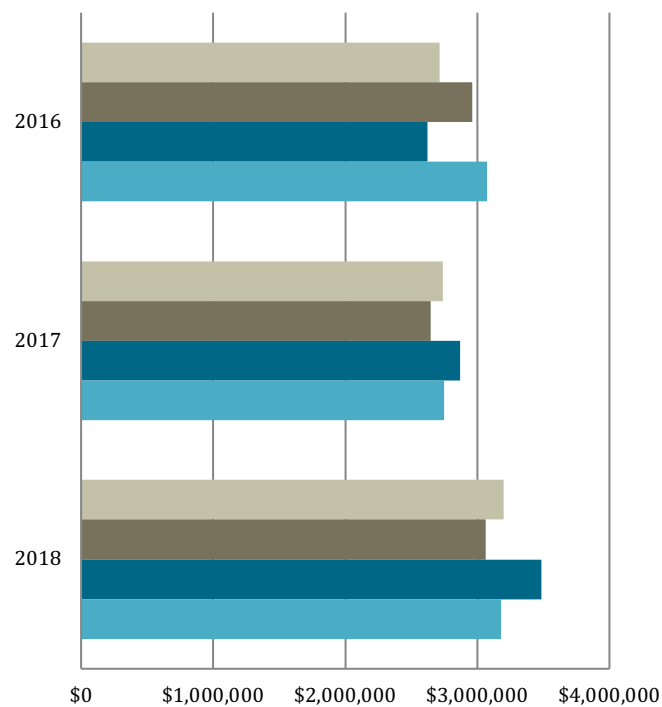
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	239,125	210,751	221,641
February Week 2	232,271	206,871	246,102
February Week 3	268,312	223,412	214,875
February Week 4	242,810	210,174	240,636

Value Sold (in millions of dollars)

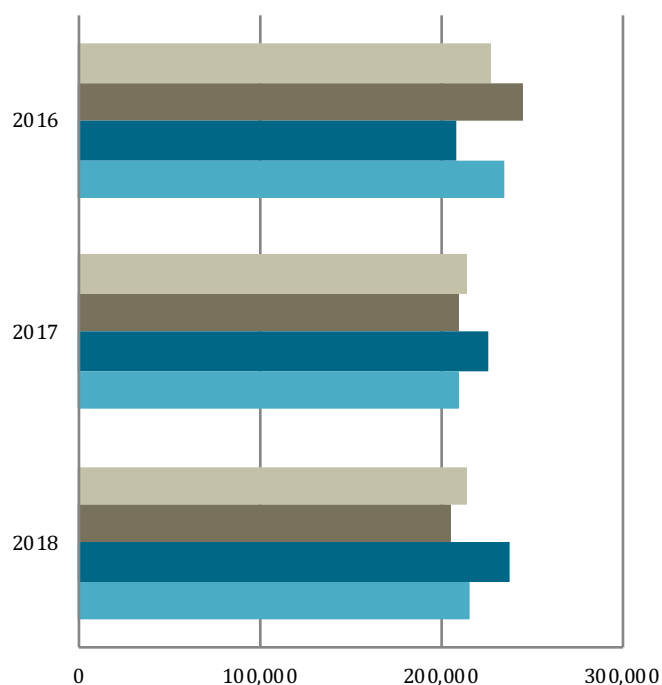


	2018	2017	2016
February Week 1	\$3,199,048.22	\$2,737,222.89	\$2,716,347.23
February Week 2	\$3,064,262.70	\$2,647,769.57	\$2,962,976.25
February Week 3	\$3,485,696.22	\$2,868,021.08	\$2,620,621.71
February Week 4	\$3,179,035.00	\$2,747,127.24	\$3,075,345.39

JUVENILE FICTION: RING FENCE MARKET

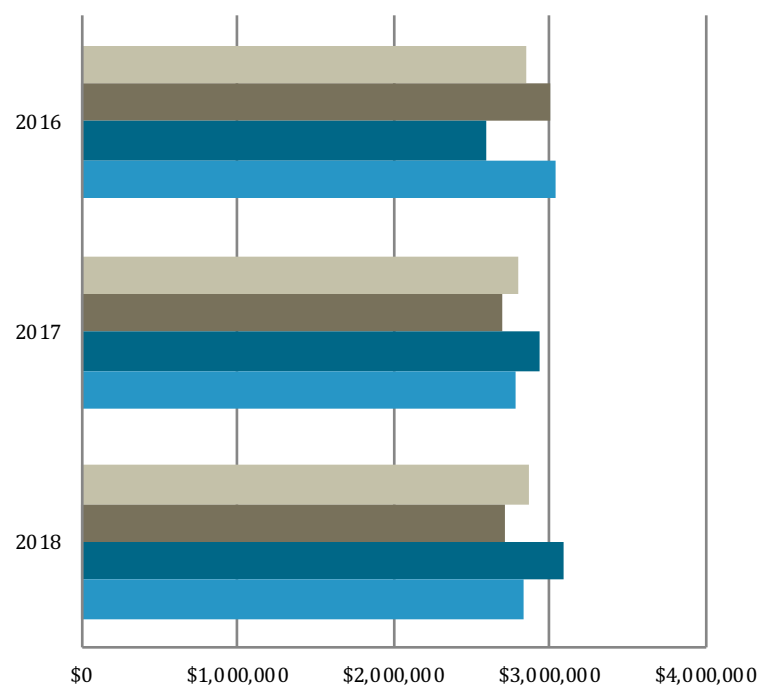
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2018	2017	2016
February Week 1	214,149	214,061	228,122
February Week 2	205,906	209,673	244,844
February Week 3	237,669	226,824	208,827
February Week 4	215,847	210,635	234,806

Value Sold (in millions of dollars)

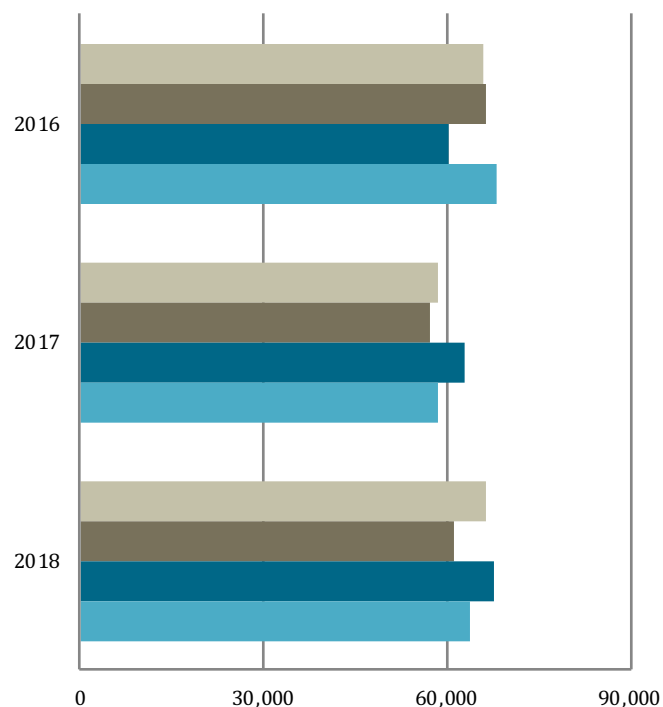


	2018	2017	2016
February Week 1	\$2,865,400.74	\$2,801,701.38	\$2,843,570.43
February Week 2	\$2,719,040.55	\$2,699,306.82	\$3,002,939.57
February Week 3	\$3,079,915.68	\$2,930,950.99	\$2,589,566.20
February Week 4	\$2,826,801.63	\$2,780,010.10	\$3,032,753.43

JUVENILE NON-FICTION: ALL MARKET

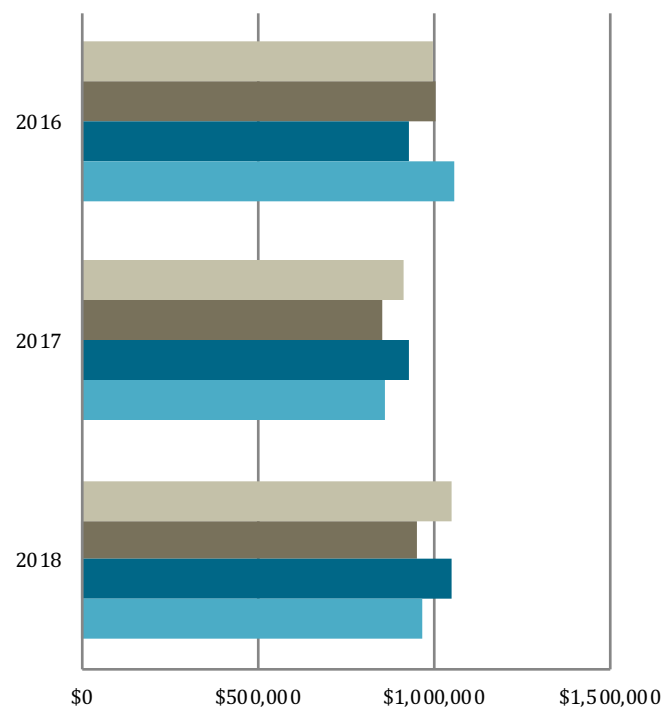
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	66,364	58,485	65,776
February Week 2	61,259	57,308	66,576
February Week 3	67,898	62,751	60,493
February Week 4	63,768	58,607	68,266

Value Sold (in millions of dollars)

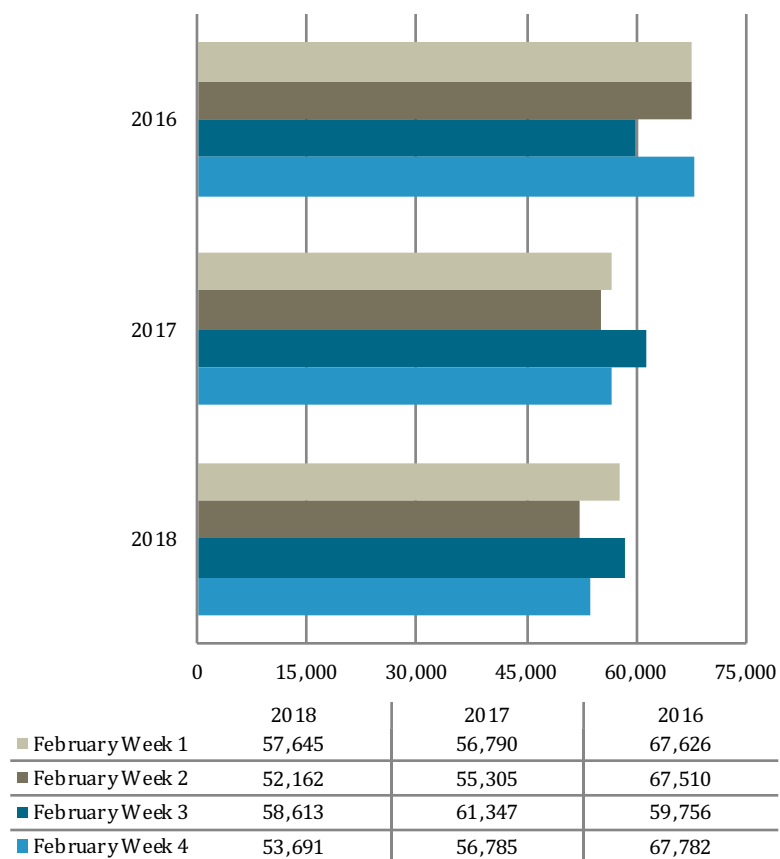


	2018	2017	2016
February Week 1	\$1,052,201.73	\$913,667.03	\$998,181.52
February Week 2	\$947,694.36	\$849,065.73	\$1,003,517.49
February Week 3	\$1,046,311.39	\$930,886.87	\$925,211.76
February Week 4	\$966,099.65	\$861,081.08	\$1,059,510.40

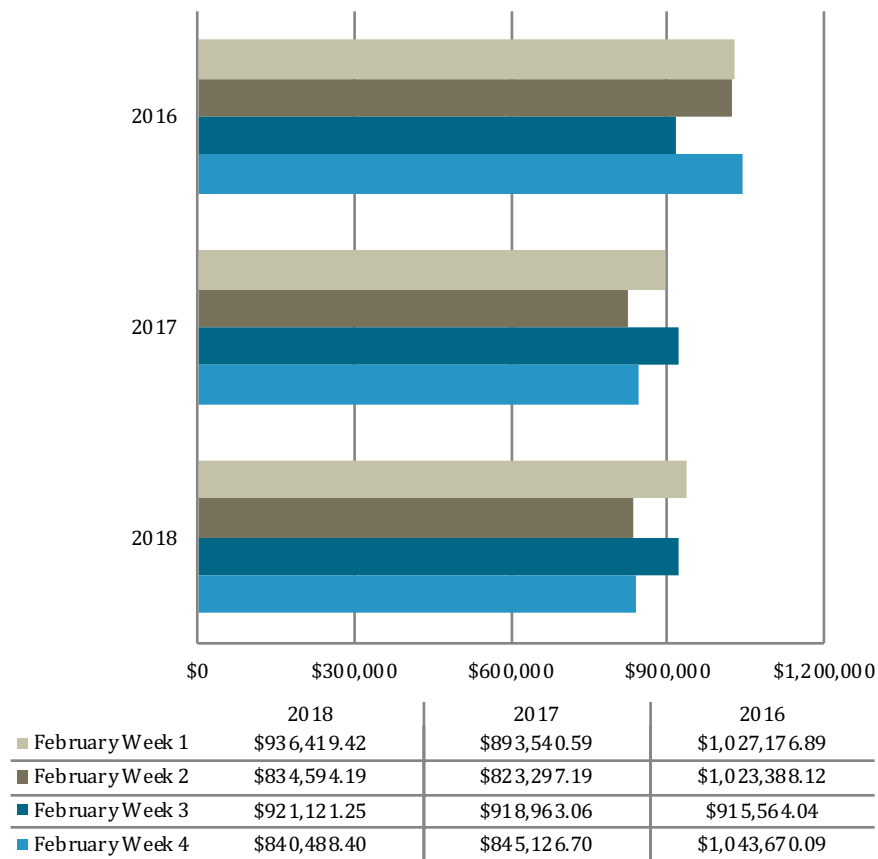
JUVENILE NON-FICTION: RING FENCE MARKET

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 February in 2016, 2017, and 2018. 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)



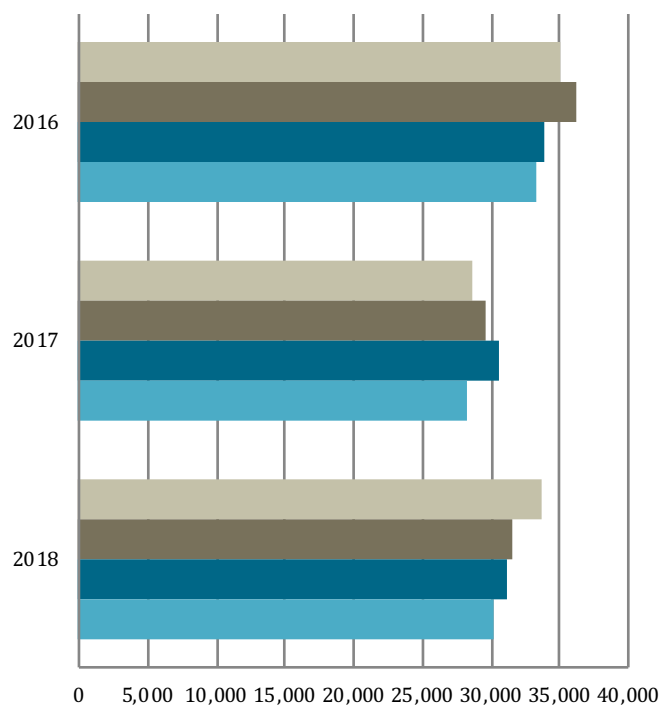
Value Sold (in millions of dollars)



YOUNG ADULT: ALL MARKET

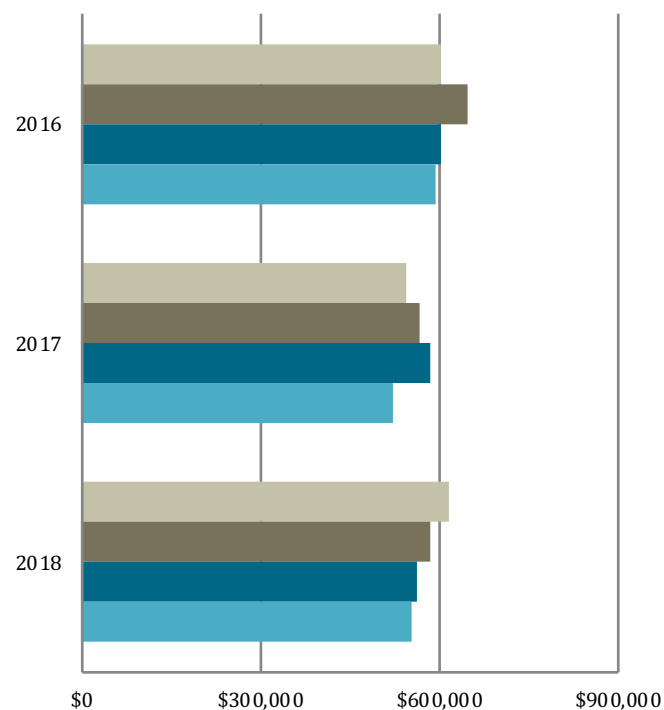
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	33,639	28,703	35,077
February Week 2	31,466	29,544	36,185
February Week 3	31,094	30,631	33,811
February Week 4	30,223	28,278	33,323

Value Sold (in millions of dollars)

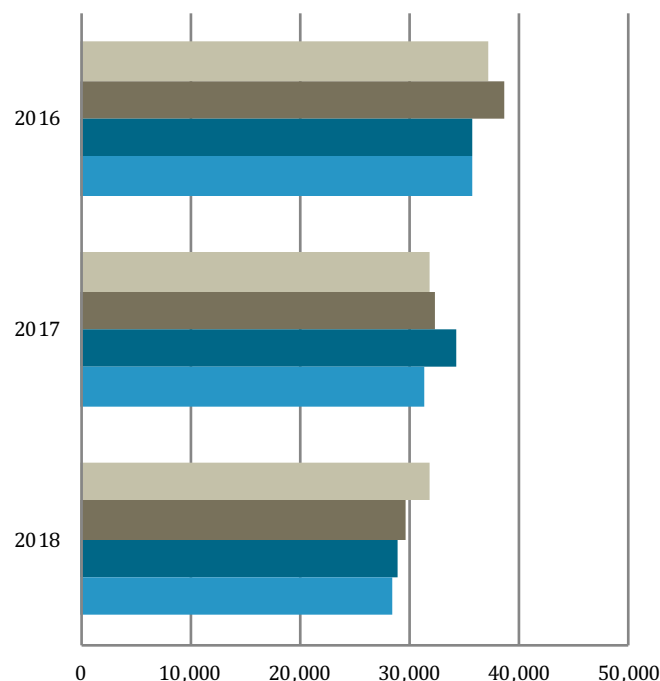


	2018	2017	2016
February Week 1	\$613,671.91	\$543,090.25	\$601,587.27
February Week 2	\$585,644.69	\$566,449.79	\$648,678.96
February Week 3	\$560,836.79	\$584,421.17	\$601,142.61
February Week 4	\$552,080.18	\$522,262.82	\$593,973.66

YOUNG ADULT: RING FENCE MARKET

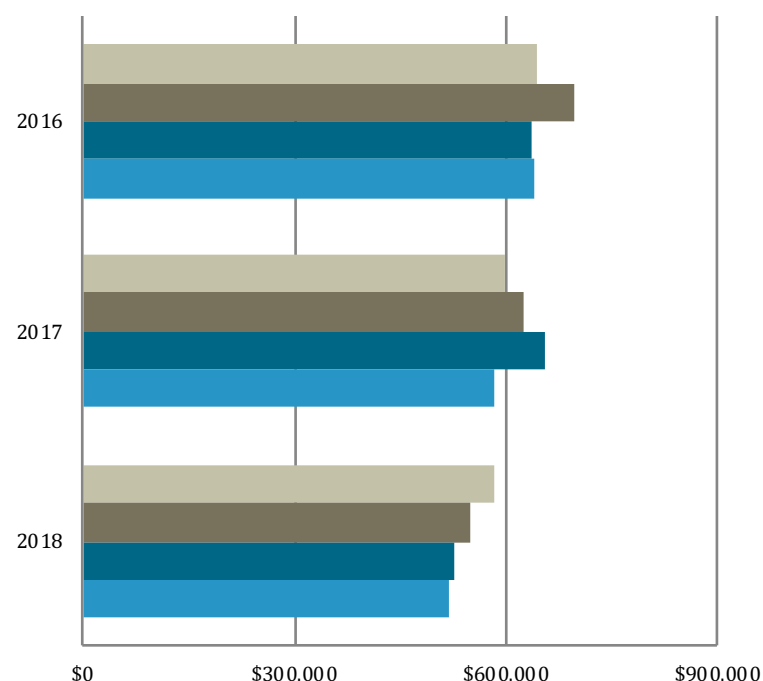
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	31,819	31,697	37,260
February Week 2	29,533	32,210	38,542
February Week 3	28,918	34,330	35,638
February Week 4	28,382	31,380	35,660

Value Sold (in millions of dollars)

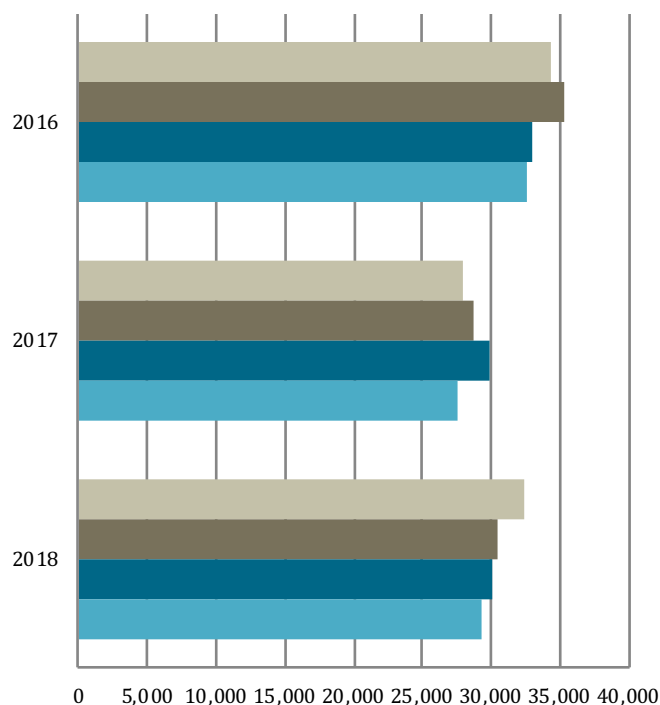


	2018	2017	2016
February Week 1	\$582,142.60	\$597,486.55	\$642,463.90
February Week 2	\$548,995.27	\$623,666.13	\$696,502.37
February Week 3	\$527,224.69	\$653,983.72	\$634,918.31
February Week 4	\$519,570.23	\$582,189.29	\$638,742.85

YOUNG ADULT FICTION: ALL MARKET

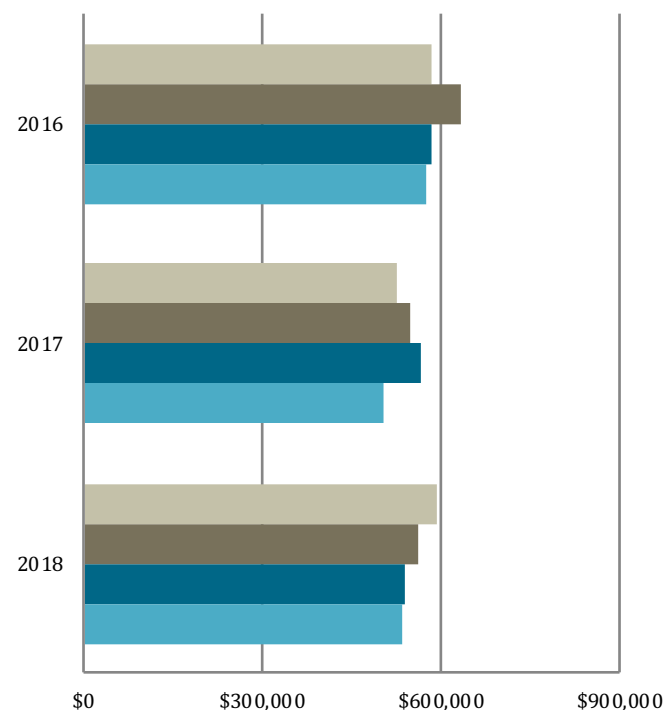
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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)



	2018	2017	2016
February Week 1	32,513	27,902	34,282
February Week 2	30,413	28,801	35,396
February Week 3	30,087	29,843	33,088
February Week 4	29,348	27,527	32,518

Value Sold (in millions of dollars)

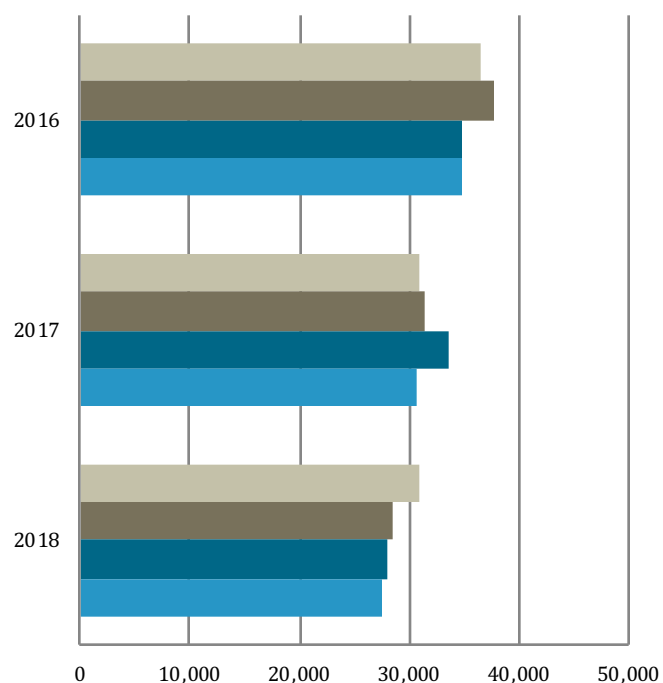


	2018	2017	2016
February Week 1	\$590,913.95	\$525,519.53	\$583,670.51
February Week 2	\$563,108.61	\$549,734.62	\$630,939.36
February Week 3	\$538,459.85	\$566,085.60	\$585,266.18
February Week 4	\$532,596.29	\$505,064.73	\$575,922.88

YOUNG ADULT FICTION: RING FENCE MARKET

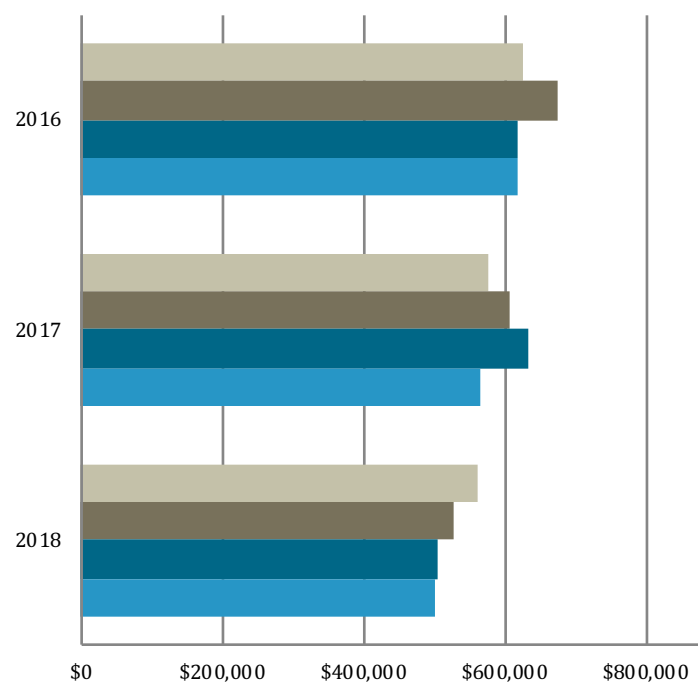
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2018	2017	2016
February Week 1	30,807	30,812	36,432
February Week 2	28,595	31,456	37,619
February Week 3	27,990	33,496	34,865
February Week 4	27,610	30,705	34,796

Value Sold (in millions of dollars)

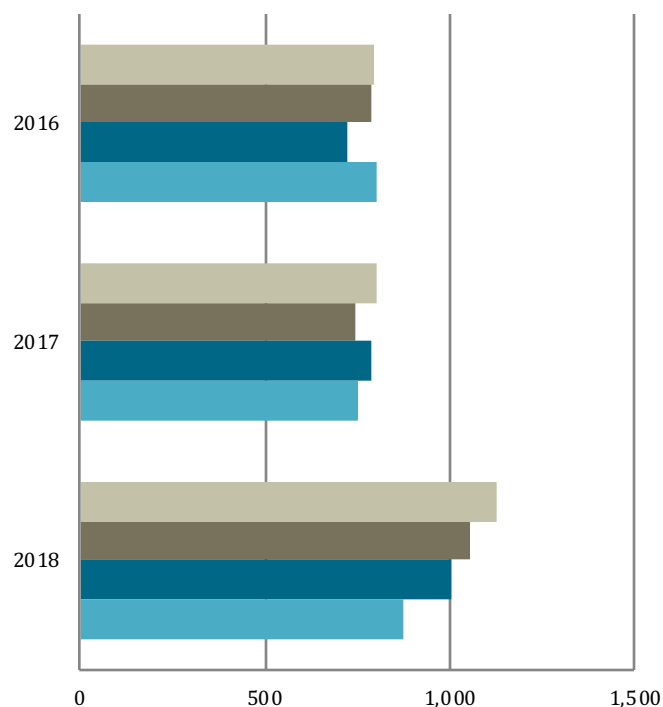


	2018	2017	2016
February Week 1	\$561,796.18	\$578,305.67	\$623,815.16
February Week 2	\$529,224.05	\$606,785.47	\$676,473.68
February Week 3	\$506,566.08	\$634,688.42	\$618,177.75
February Week 4	\$502,298.48	\$566,868.27	\$619,527.87

YOUNG ADULT NON-FICTION: ALL MARKET

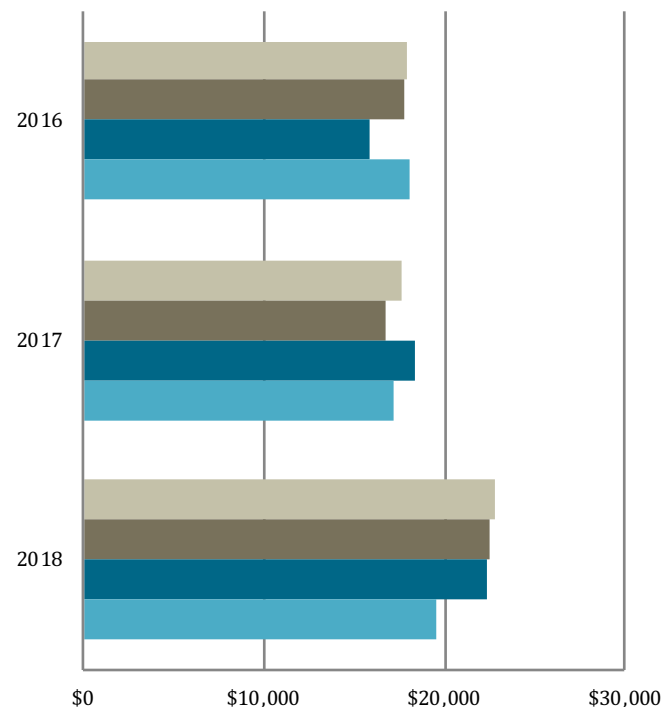
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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)



	2018	2017	2016
February Week 1	1,126	801	795
February Week 2	1,053	743	789
February Week 3	1,007	788	723
February Week 4	875	751	805

Value Sold (in millions of dollars)

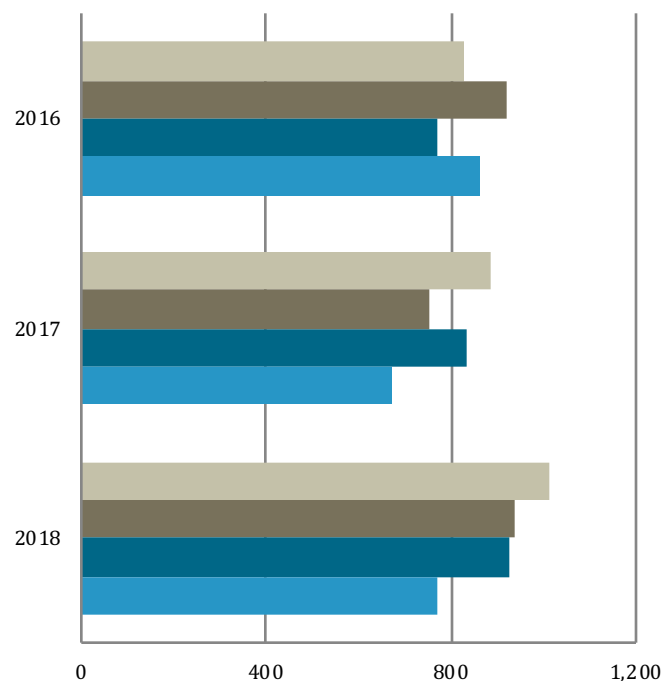


	2018	2017	2016
February Week 1	\$22,757.96	\$17,570.72	\$17,916.76
February Week 2	\$22,536.08	\$16,715.17	\$17,739.60
February Week 3	\$22,376.94	\$18,335.57	\$15,876.43
February Week 4	\$19,483.89	\$17,198.09	\$18,050.78

YOUNG ADULT NON-FICTION: RING FENCE MARKET

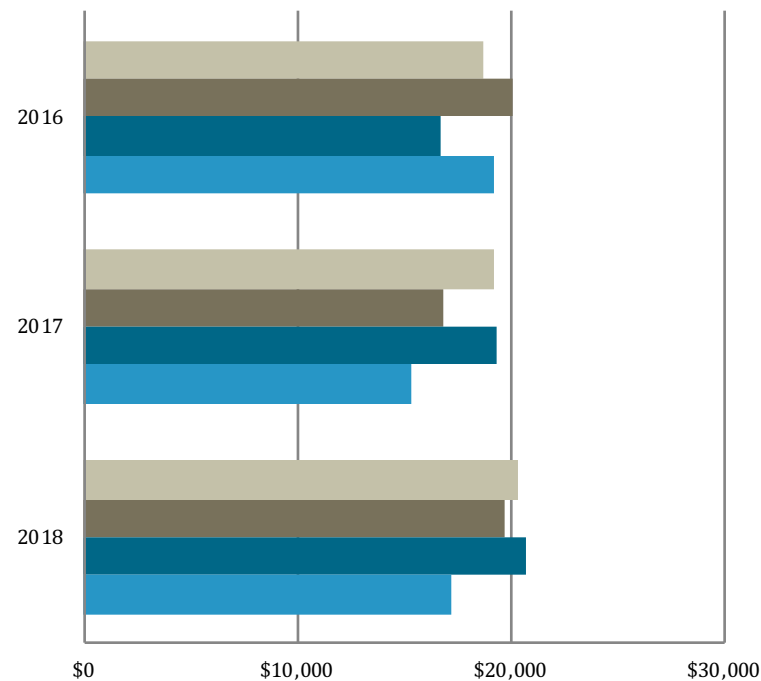
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of February in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list 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)



	2018	2017	2016
February Week 1	1,012	885	828
February Week 2	938	754	923
February Week 3	928	834	773
February Week 4	772	675	864

Value Sold (in millions of dollars)



	2018	2017	2016
February Week 1	\$20,346.42	\$19,180.88	\$18,648.74
February Week 2	\$19,771.22	\$16,880.66	\$20,028.69
February Week 3	\$20,658.61	\$19,295.30	\$16,740.56
February Week 4	\$17,271.75	\$15,321.02	\$19,214.98

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2016, 2016, 2017, and 2018. The graphs compare 2018's year-to-date numbers with the comparable period in 2017. 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:

- 2018: Week ending February 25, 2018
- 2017: Week ending February 26, 2017

