



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 10.2018

September SalesData Market Report



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 2016 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 September 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 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

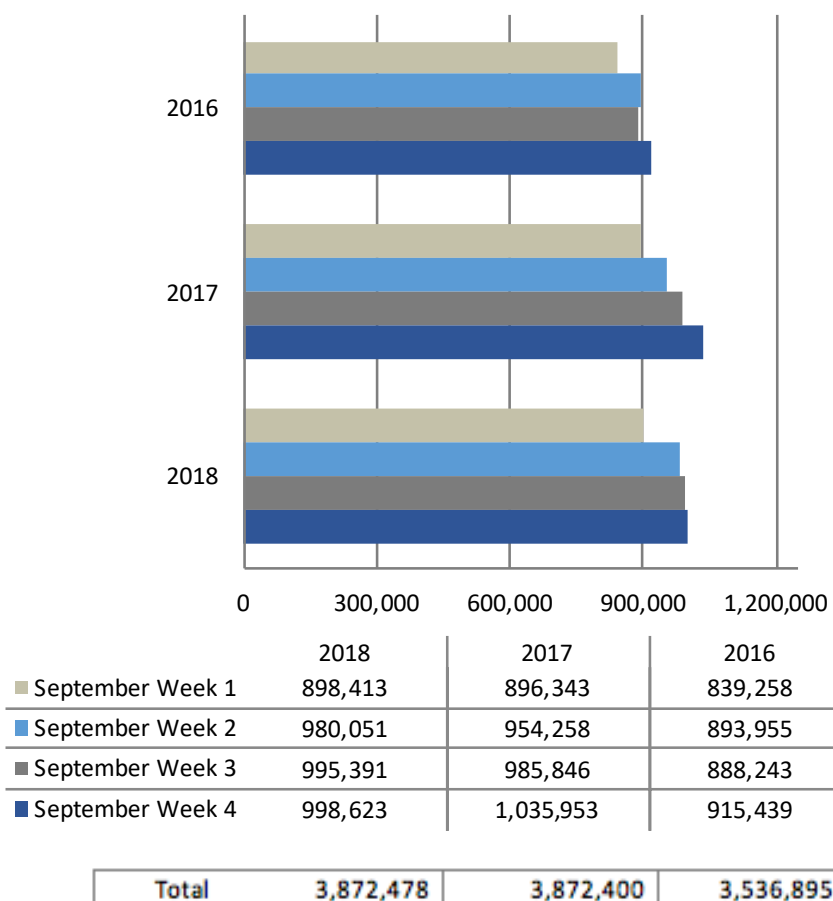
This report aims to encapsulate data from most days in September. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month September also include a few days’ worth of data from the previous month or the following month. The specific week-ending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

	2018	2017	2016
Week 1	09-Sep	10-Sep	11-Sep
Week 2	16-Sep	17-Sep	18-Sep
Week 3	23-Sep	24-Sep	25-Sep
Week 4	30-Sep	01-Oct	02-Oct

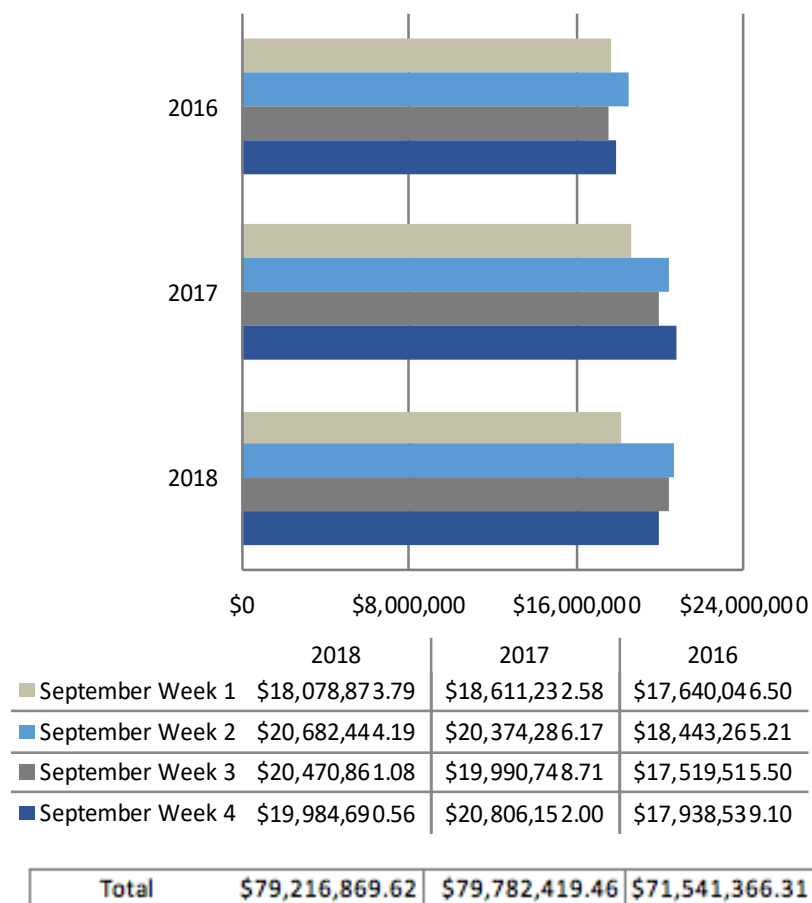
ALL MARKET

The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of September in 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)



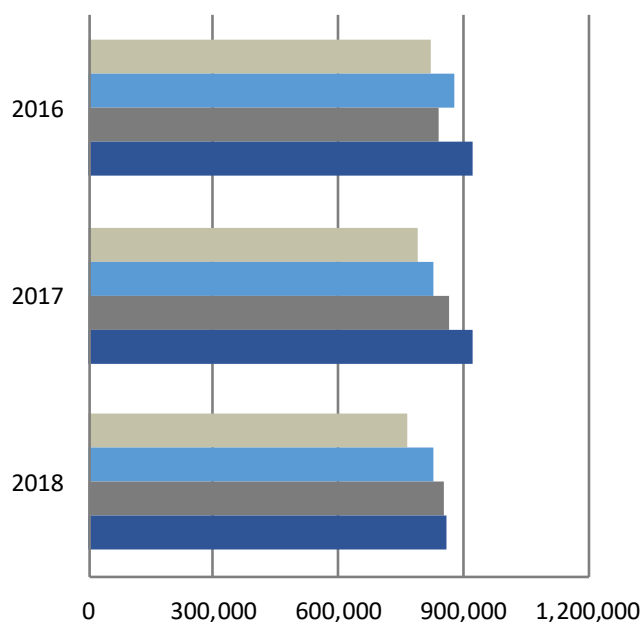
Value Sold (in millions of dollars)



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 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.

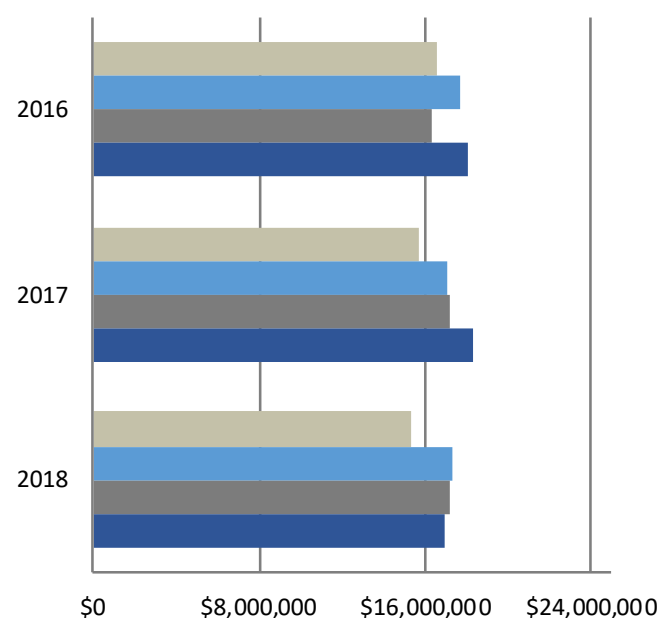
Volume Sold (in units)



	2018	2017	2016
September Week 1	767,822	787,820	824,224
September Week 2	830,470	827,750	878,650
September Week 3	850,963	864,324	837,358
September Week 4	857,886	919,315	918,826

Total	3,307,141	3,399,209	3,459,058
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Value Sold (in millions of dollars)



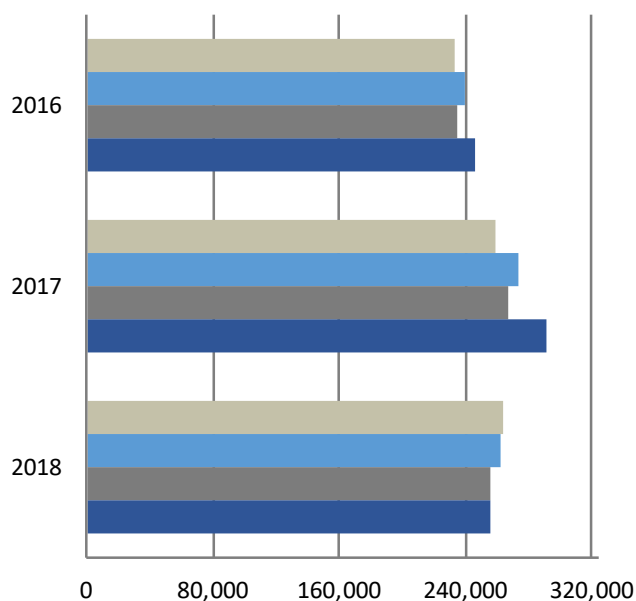
	2018	2017	2016
September Week 1	\$15,342,410.25	\$15,666,767.60	\$16,557,517.50
September Week 2	\$17,323,491.23	\$17,040,990.78	\$17,671,496.96
September Week 3	\$17,219,993.50	\$17,213,951.14	\$16,250,510.38
September Week 4	\$16,904,812.68	\$18,267,877.64	\$18,037,400.19

Total	\$66,790,707.66	\$68,189,587.16	\$68,516,925.03
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FICTION: ALL MARKET

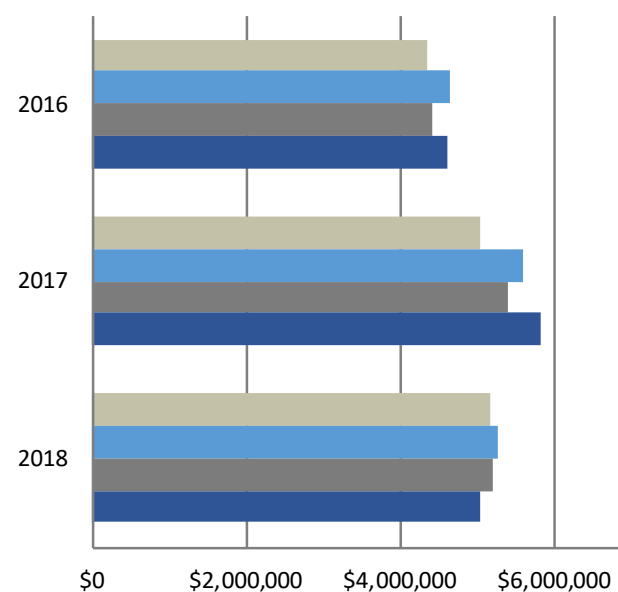
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of September in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
September Week 1	263,183	258,290	232,446
September Week 2	262,650	273,398	240,148
September Week 3	256,583	267,011	234,548
September Week 4	255,480	291,814	246,009

Value Sold (in millions of dollars)



	2018	2017	2016
September Week 1	\$5,164,182.02	\$5,022,964.85	\$4,343,014.52
September Week 2	\$5,273,513.00	\$5,578,966.85	\$4,639,798.65
September Week 3	\$5,203,173.88	\$5,385,382.32	\$4,407,539.79
September Week 4	\$5,035,170.00	\$5,829,614.66	\$4,615,448.61

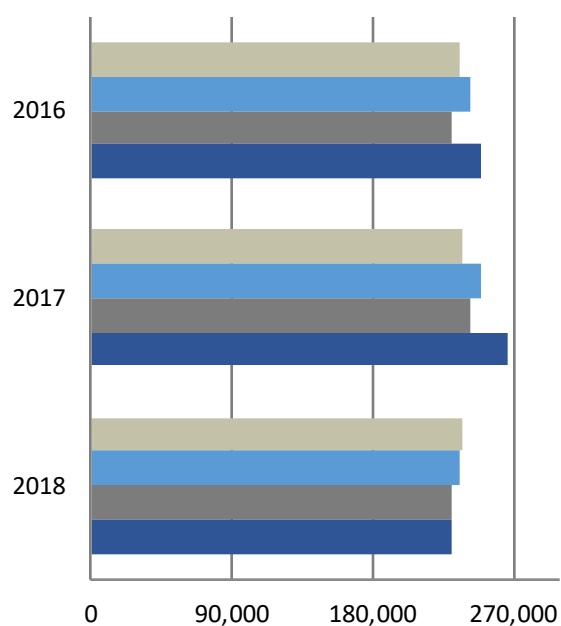
Total	1,037,896	1,090,513	953,151
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Total	\$20,676,038.90	\$21,816,928.68	\$18,005,801.57
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FICTION: RING FENCE MARKET

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 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.

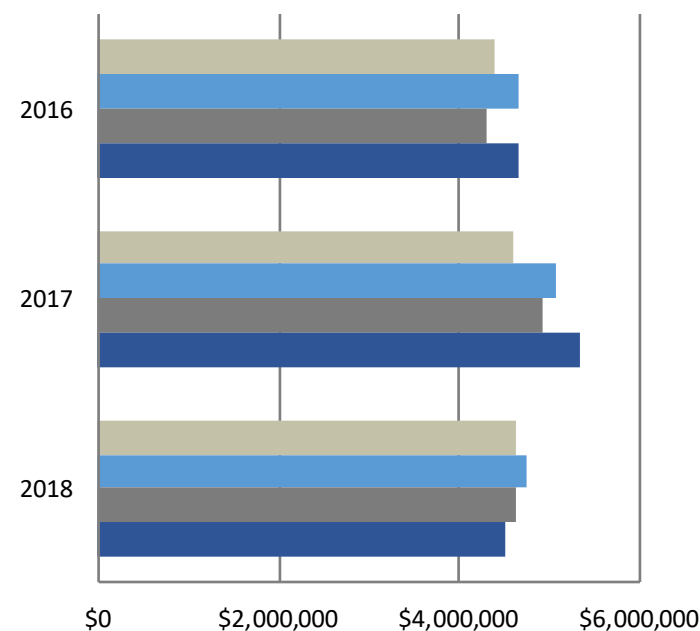
Volume Sold (in units)



	2018	2017	2016
September Week 1	237,120	236,647	235,007
September Week 2	236,305	248,833	241,592
September Week 3	230,044	243,037	230,614
September Week 4	229,987	266,394	248,754

Total	933,456	994,911	955,967
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Value Sold (in millions of dollars)



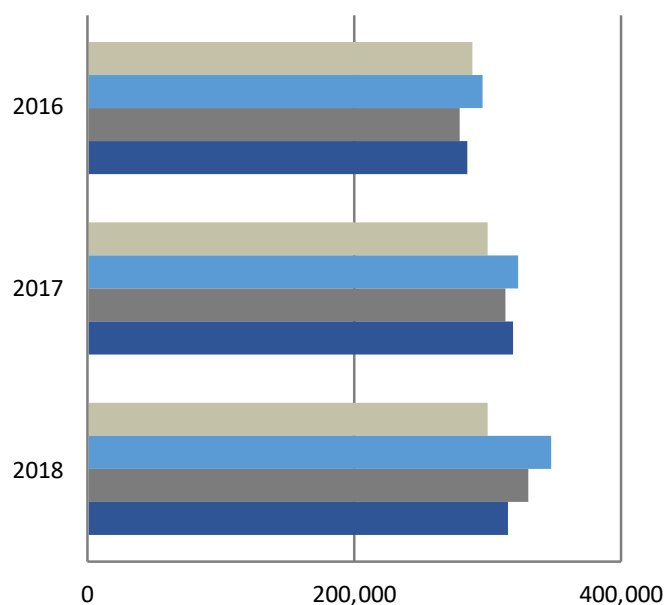
	2018	2017	2016
September Week 1	\$4,638,549.38	\$4,595,568.67	\$4,386,787.67
September Week 2	\$4,730,930.14	\$5,080,008.40	\$4,657,720.42
September Week 3	\$4,639,761.97	\$4,929,501.23	\$4,301,941.79
September Week 4	\$4,518,202.87	\$5,344,181.11	\$4,644,895.23

Total	\$18,527,444.36	\$19,949,259.41	\$17,991,345.11
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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 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.

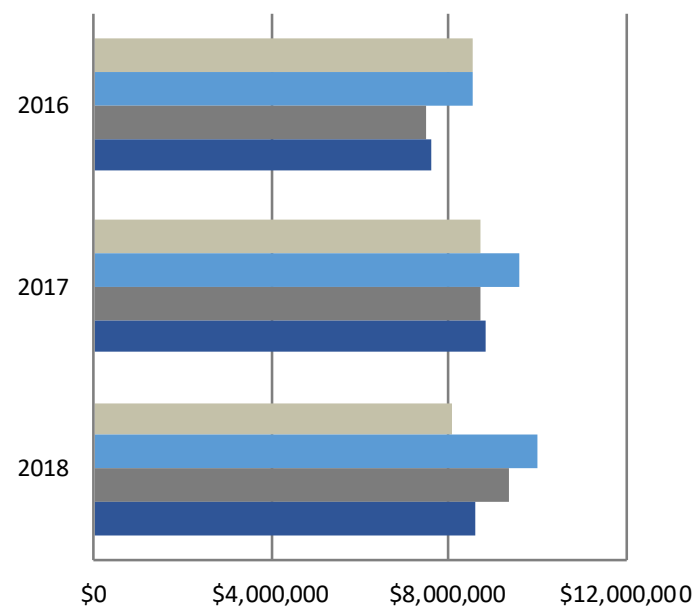
Volume Sold (in units)



	2018	2017	2016
September Week 1	298,942	299,030	289,329
September Week 2	346,770	322,858	295,957
September Week 3	329,819	313,245	278,945
September Week 4	314,258	319,821	284,782

Total	1,289,789	1,254,954	1,149,013
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Value Sold (in millions of dollars)



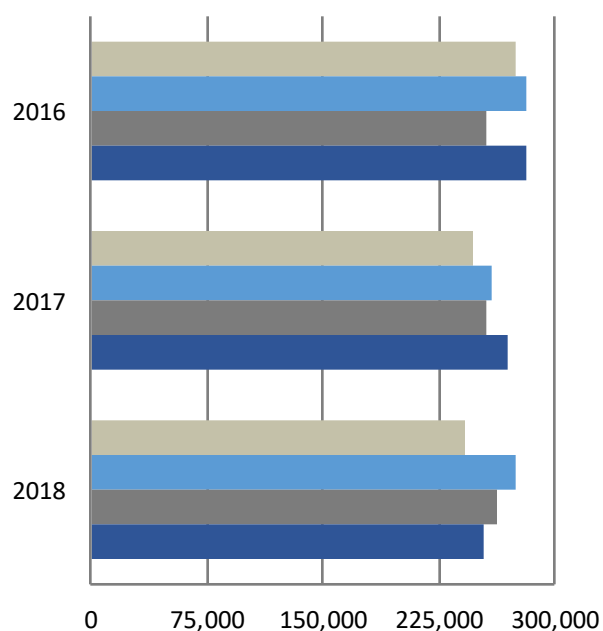
	2018	2017	2016
September Week 1	\$8,085,764.82	\$8,715,705.98	\$8,530,421.99
September Week 2	\$9,990,611.79	\$9,617,281.88	\$8,533,235.94
September Week 3	\$9,386,452.47	\$8,746,698.69	\$7,475,941.73
September Week 4	\$8,625,903.53	\$8,847,467.21	\$7,616,687.10

Total	\$36,088,732.61	\$35,927,153.76	\$32,156,286.76
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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 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.

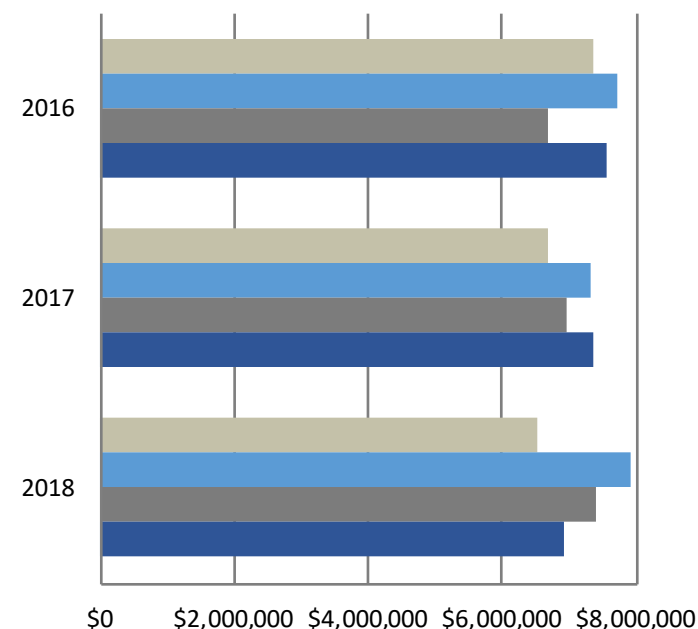
Volume Sold (in units)



	2018	2017	2016
September Week 1	241,370	246,425	273,832
September Week 2	274,833	259,384	281,569
September Week 3	261,672	255,416	255,876
September Week 4	253,423	268,846	281,353

Total	1,031,298	1,030,071	1,092,630
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Value Sold (in millions of dollars)



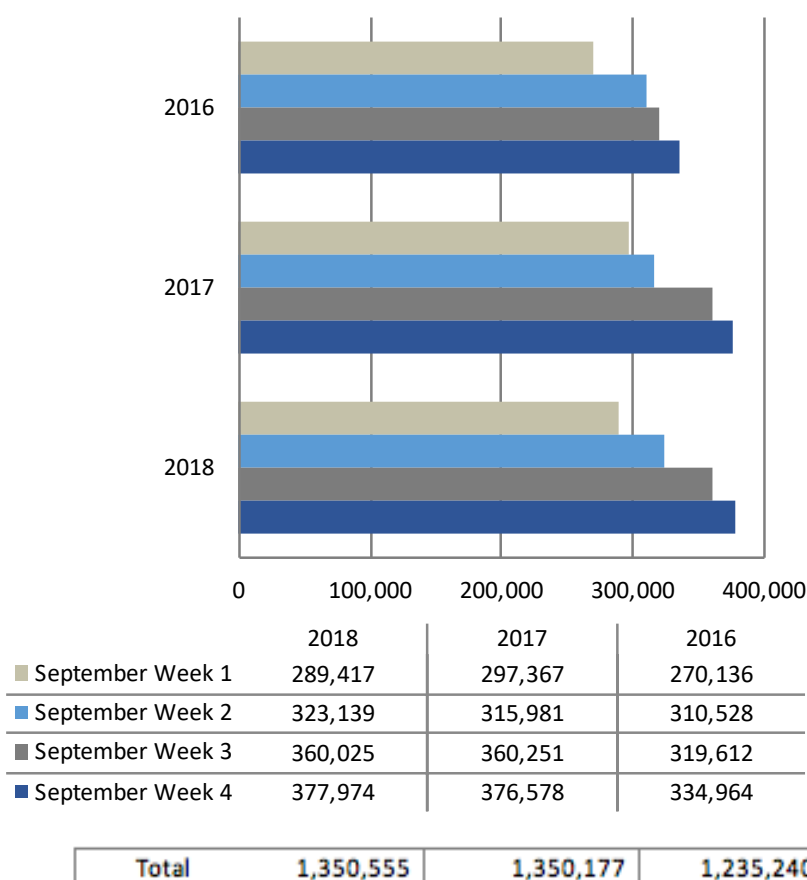
	2018	2017	2016
September Week 1	\$6,529,442.59	\$6,661,378.30	\$7,350,670.90
September Week 2	\$7,905,245.70	\$7,304,203.84	\$7,698,374.64
September Week 3	\$7,392,512.90	\$6,958,450.40	\$6,675,851.43
September Week 4	\$6,933,321.37	\$7,351,823.89	\$7,535,391.59

Total	\$28,760,522.56	\$28,275,856.43	\$29,260,288.56
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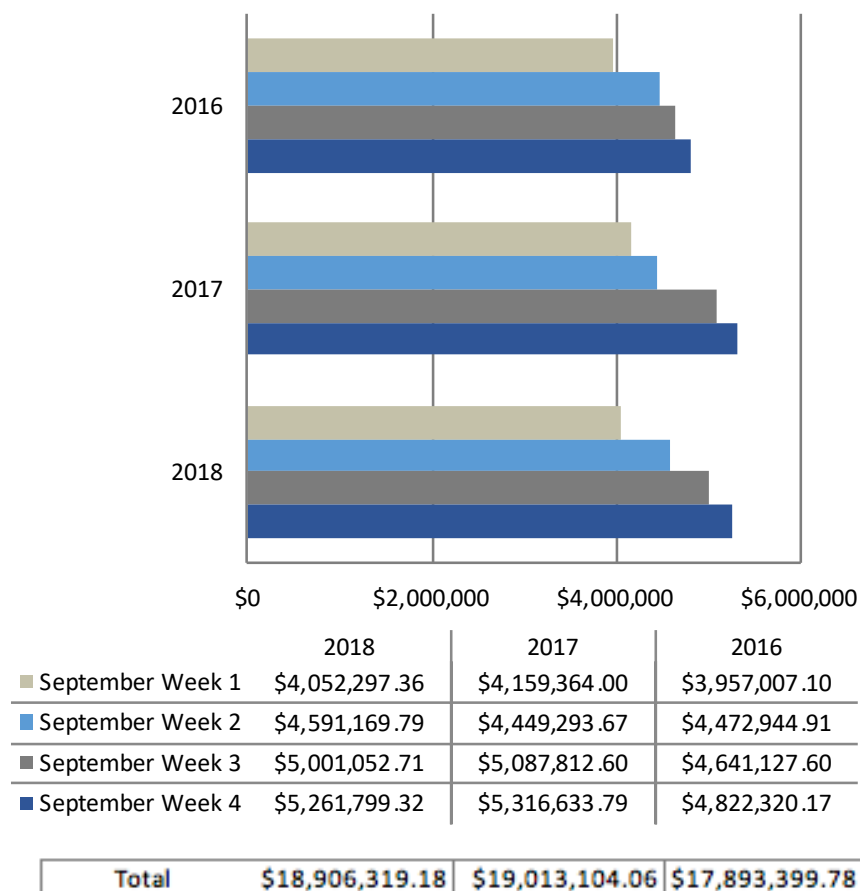
JUVENILE: ALL MARKET

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 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)



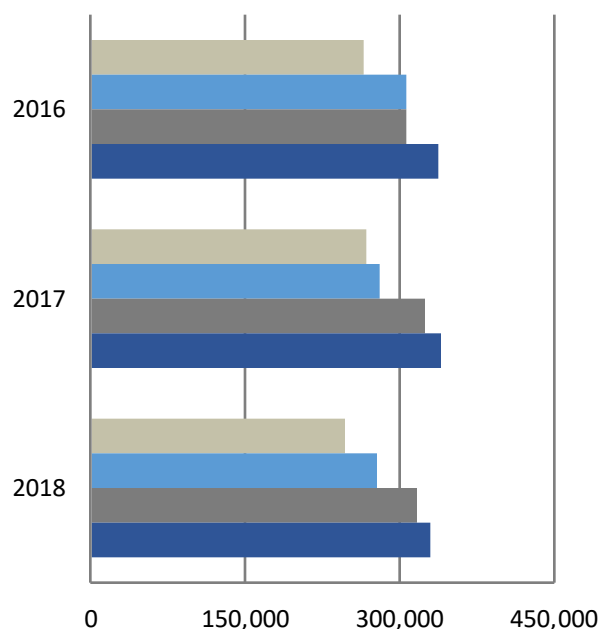
Value Sold (in millions of dollars)



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 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.

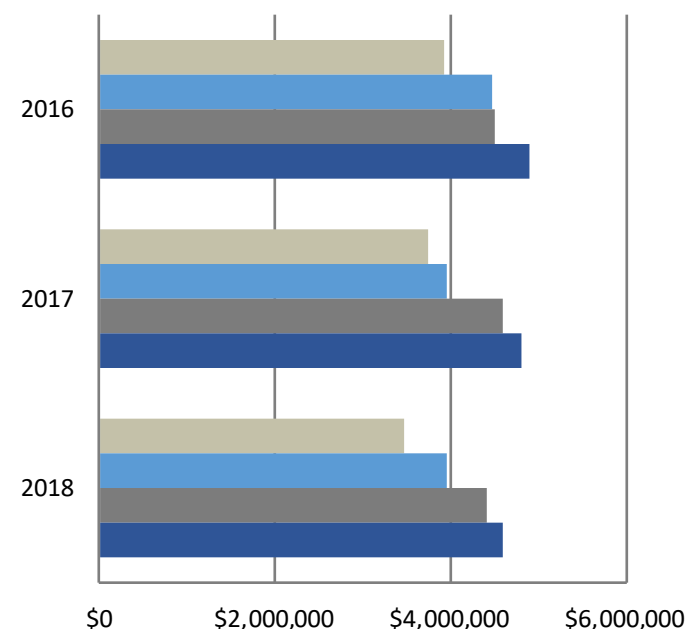
Volume Sold (in units)



	2018	2017	2016
September Week 1	247,758	266,390	265,059
September Week 2	277,363	280,686	306,883
September Week 3	315,567	324,044	306,768
September Week 4	329,785	339,392	336,352

Total	1,170,473	1,210,512	1,215,062
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Value Sold (in millions of dollars)



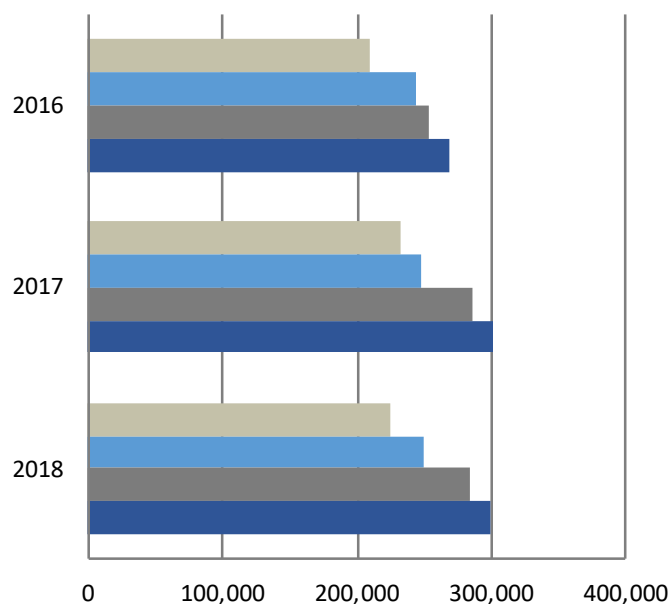
	2018	2017	2016
September Week 1	\$3,475,190.82	\$3,746,425.75	\$3,937,527.39
September Week 2	\$3,949,324.60	\$3,974,576.75	\$4,484,039.53
September Week 3	\$4,412,915.24	\$4,605,876.72	\$4,506,018.76
September Week 4	\$4,605,285.79	\$4,802,472.58	\$4,905,110.90

Total	\$16,442,716.45	\$17,129,351.80	\$17,832,696.58
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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 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.

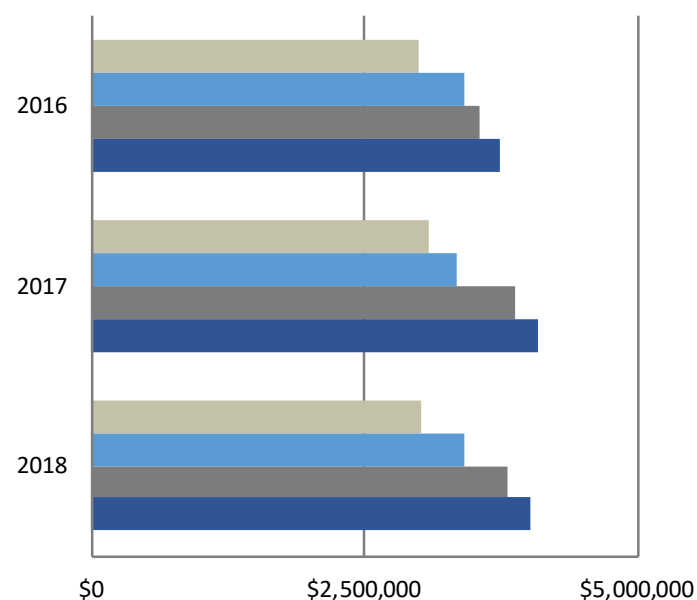
Volume Sold (in units)



	2018	2017	2016
September Week 1	224,227	231,840	209,802
September Week 2	250,040	248,273	244,683
September Week 3	284,680	285,532	252,987
September Week 4	299,664	300,596	268,573

Total	1,058,611	1,066,241	976,045
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Value Sold (in millions of dollars)



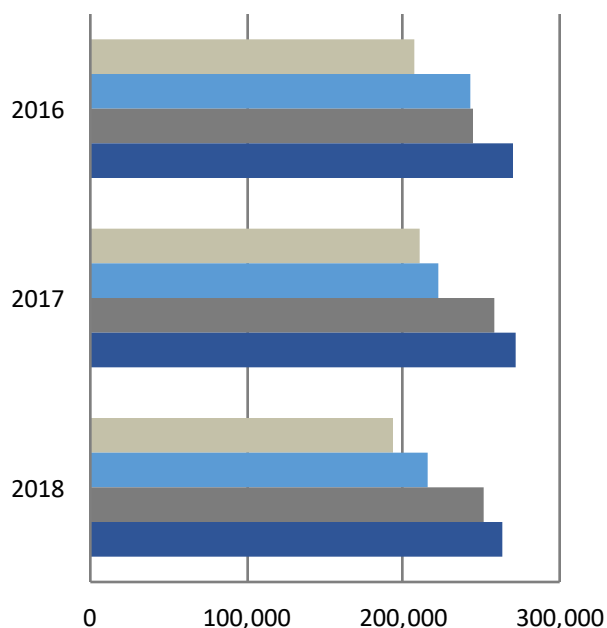
	2018	2017	2016
September Week 1	\$3,005,521.56	\$3,096,712.51	\$2,986,271.64
September Week 2	\$3,403,977.80	\$3,339,853.05	\$3,416,239.04
September Week 3	\$3,796,791.53	\$3,867,223.72	\$3,541,022.81
September Week 4	\$4,016,454.90	\$4,097,334.57	\$3,735,842.09

Total	\$14,222,745.79	\$14,401,123.85	\$13,679,375.58
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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 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.

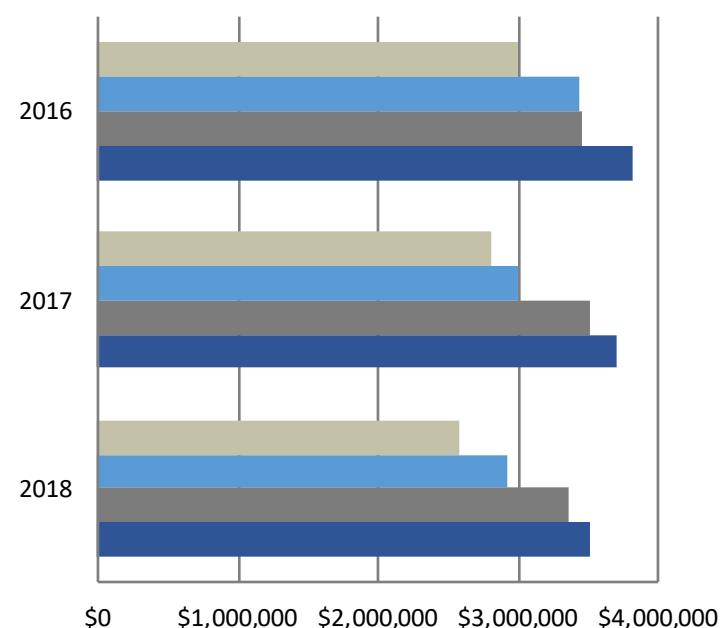
Volume Sold (in units)



	2018	2017	2016
September Week 1	194,034	209,916	206,737
September Week 2	216,040	222,391	242,391
September Week 3	250,852	258,842	243,792
September Week 4	262,868	272,423	270,380

Total	923,794	963,572	963,300
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Value Sold (in millions of dollars)



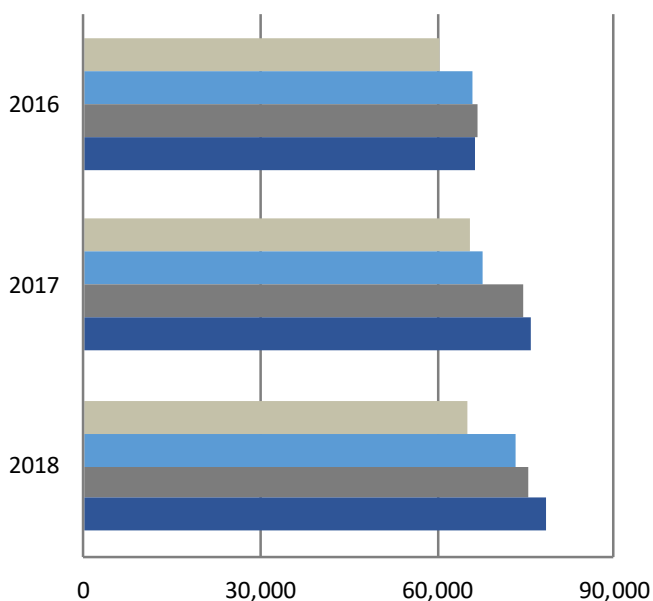
	2018	2017	2016
September Week 1	\$2,583,907.73	\$2,806,872.32	\$2,985,428.47
September Week 2	\$2,916,280.21	\$2,996,024.84	\$3,437,488.89
September Week 3	\$3,347,288.33	\$3,515,948.49	\$3,451,838.54
September Week 4	\$3,510,077.74	\$3,703,690.77	\$3,814,670.27

Total	\$12,357,554.01	\$13,022,536.42	\$13,689,426.17
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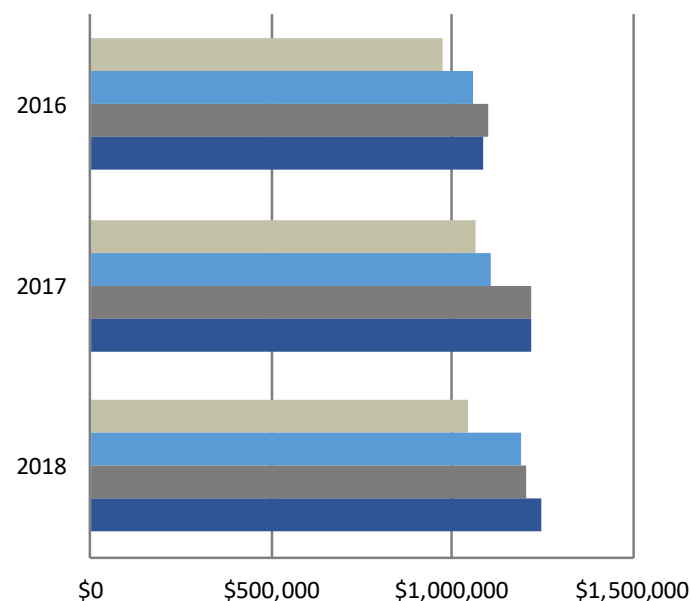
JUVENILE NON-FICTION: ALL MARKET

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 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)



	2018	2017	2016
September Week 1	65,190	65,527	60,334
September Week 2	73,099	67,708	65,845
September Week 3	75,345	74,719	66,625
September Week 4	78,310	75,982	66,391

	2018	2017	2016
September Week 1	\$1,046,775.80	\$1,062,651.49	\$970,735.46
September Week 2	\$1,187,191.99	\$1,109,440.62	\$1,056,705.87
September Week 3	\$1,204,261.18	\$1,220,588.88	\$1,100,104.79
September Week 4	\$1,245,344.42	\$1,219,299.22	\$1,086,478.08

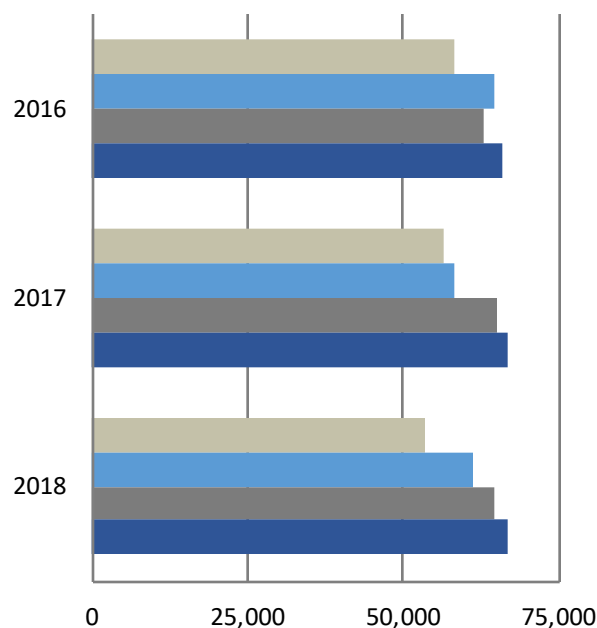
Total	291,944	283,936	259,195
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Total	\$4,683,573.39	\$4,611,980.21	\$4,214,024.20
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JUVENILE NON-FICTION: RING FENCE MARKET

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 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.

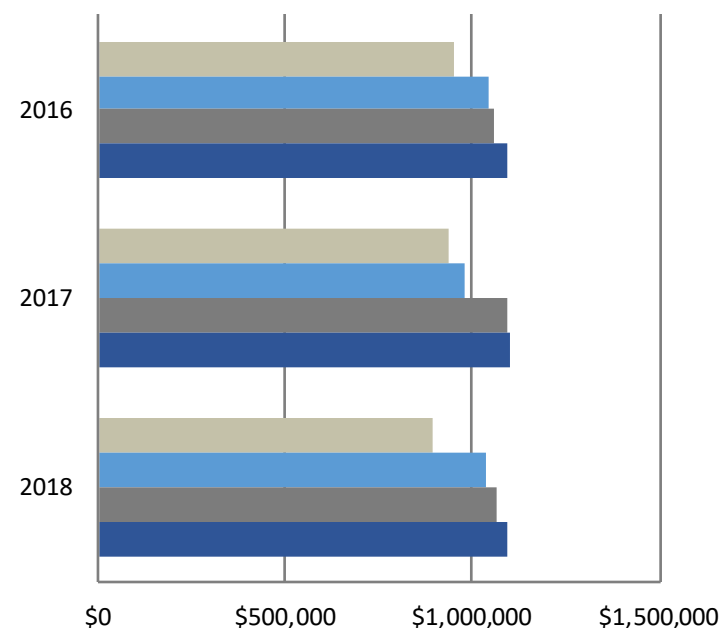
Volume Sold (in units)



	2018	2017	2016
September Week 1	53,724	56,474	58,322
September Week 2	61,323	58,295	64,492
September Week 3	64,715	65,202	62,976
September Week 4	66,917	66,969	65,972

Total	246,679	246,940	251,762
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Value Sold (in millions of dollars)



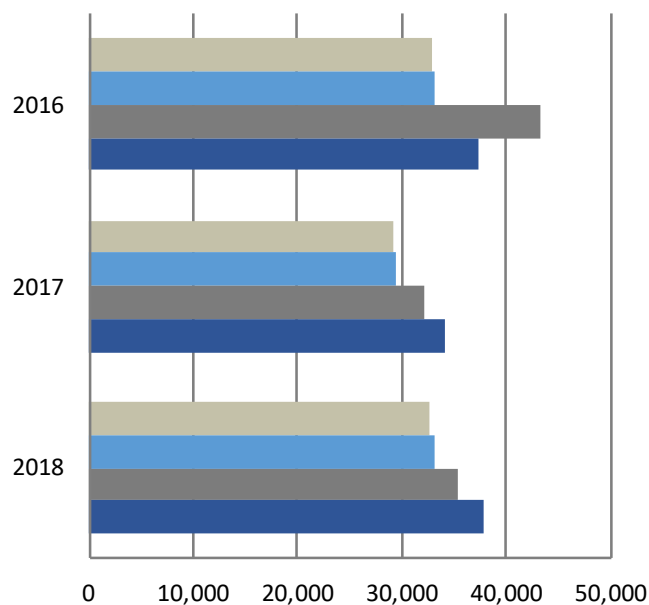
	2018	2017	2016
September Week 1	\$891,283.09	\$939,553.43	\$952,098.92
September Week 2	\$1,033,044.39	\$978,551.91	\$1,046,550.64
September Week 3	\$1,065,626.91	\$1,089,928.23	\$1,054,180.22
September Week 4	\$1,095,208.05	\$1,098,781.81	\$1,090,440.63

Total	\$4,085,162.44	\$4,106,815.38	\$4,143,270.41
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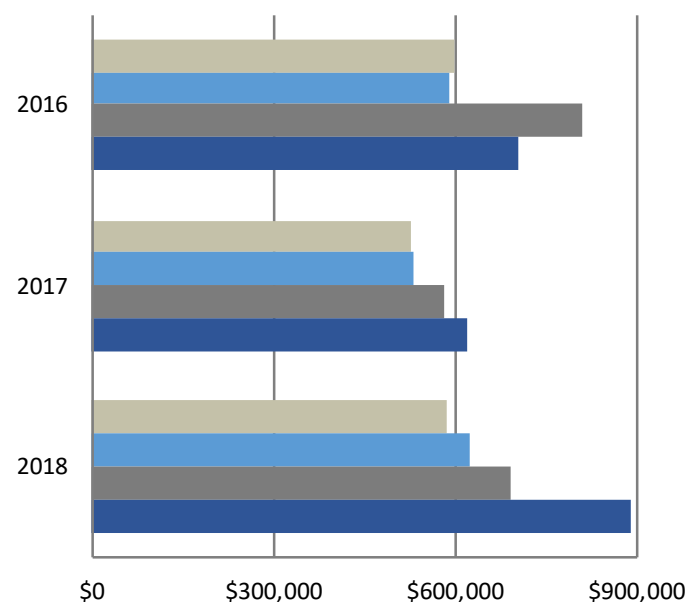
YOUNG ADULT: ALL MARKET

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 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)



Value Sold (in millions of dollars)



	2018	2017	2016
September Week 1	32,581	29,184	32,886
September Week 2	33,212	29,291	33,044
September Week 3	35,400	32,171	43,147
September Week 4	37,721	34,012	37,397

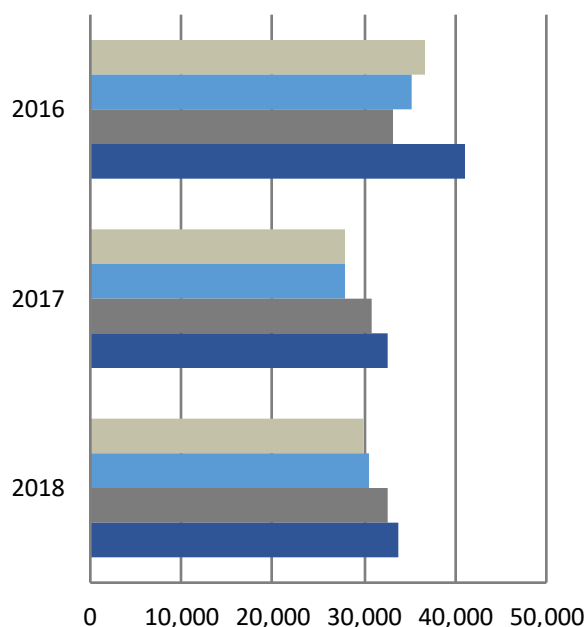
	2018	2017	2016
September Week 1	\$585,952.95	\$526,669.25	\$599,135.77
September Week 2	\$624,554.68	\$532,532.26	\$588,893.89
September Week 3	\$692,725.68	\$582,545.80	\$807,595.54
September Week 4	\$891,293.44	\$620,159.51	\$705,504.88

Total	138,914	124,658	146,474	Total	\$2,794,526.75	\$2,261,906.82	\$2,701,130.08
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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 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

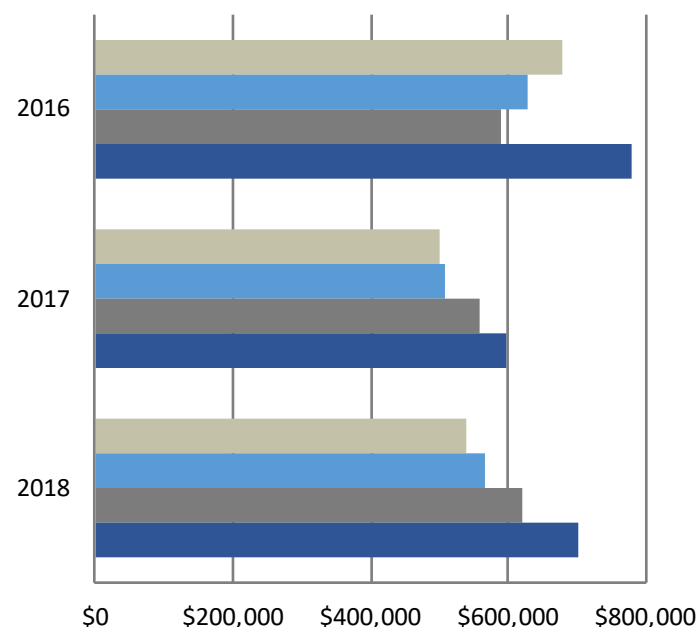
Volume Sold (in units)



	2018	2017	2016
September Week 1	29,812	27,815	36,677
September Week 2	30,439	27,924	35,145
September Week 3	32,659	30,685	33,245
September Week 4	33,852	32,693	41,068

Total	126,762	119,117	146,135
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Value Sold (in millions of dollars)



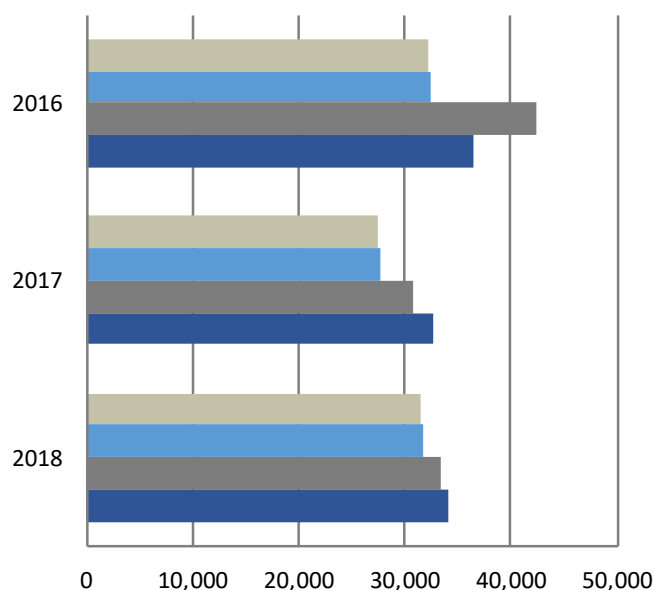
	2018	2017	2016
September Week 1	\$537,808.37	\$500,398.07	\$679,445.98
September Week 2	\$566,662.24	\$507,685.34	\$629,176.32
September Week 3	\$619,177.91	\$556,842.97	\$589,110.15
September Week 4	\$702,747.59	\$595,764.45	\$780,847.16

Total	\$2,426,396.11	\$2,160,690.83	\$2,678,579.61
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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 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.

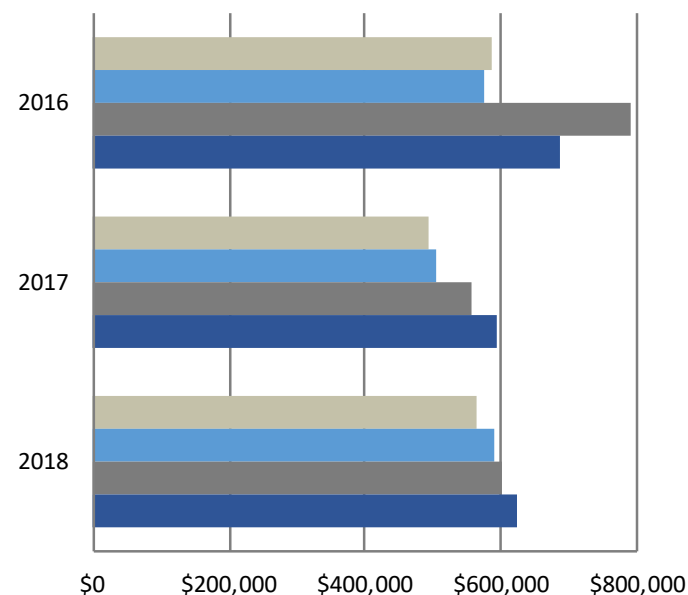
Volume Sold (in units)



	2018	2017	2016
September Week 1	31,389	27,471	32,252
September Week 2	31,812	27,680	32,325
September Week 3	33,314	30,691	42,358
September Week 4	34,039	32,598	36,547

Total	130,554	118,440	143,482
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Value Sold (in millions of dollars)



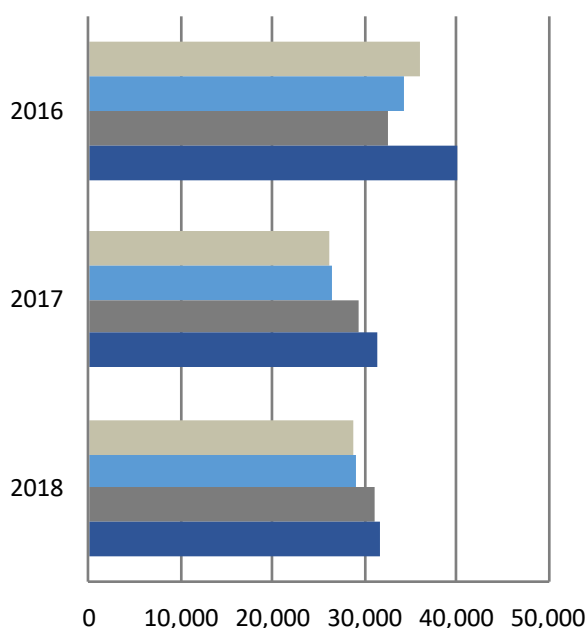
	2018	2017	2016
September Week 1	\$562,473.86	\$494,722.01	\$585,245.74
September Week 2	\$589,052.32	\$503,576.84	\$572,879.43
September Week 3	\$600,994.86	\$554,290.40	\$789,594.30
September Week 4	\$623,117.73	\$591,909.96	\$685,000.20

Total	\$2,375,638.77	\$2,144,499.21	\$2,632,719.67
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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 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.

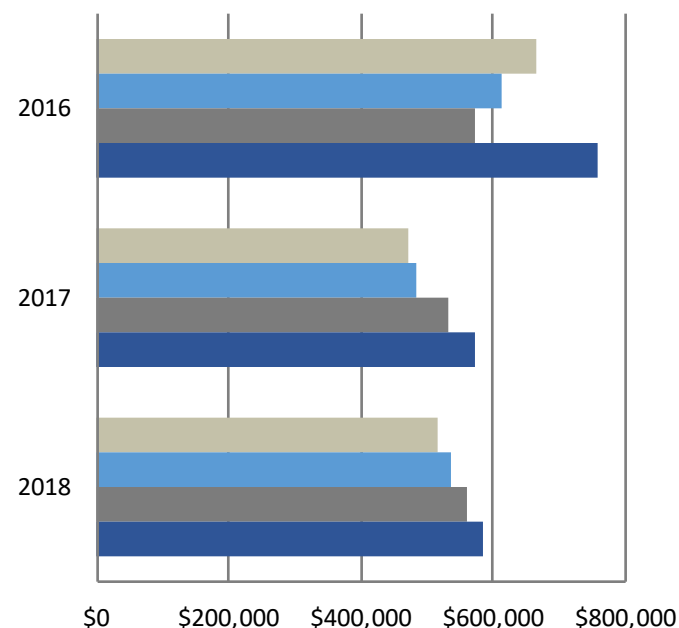
Volume Sold (in units)



	2018	2017	2016
September Week 1	28,762	26,209	35,974
September Week 2	29,215	26,451	34,380
September Week 3	30,991	29,333	32,438
September Week 4	31,791	31,446	40,033

Total	120,759	113,439	142,825
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Value Sold (in millions of dollars)



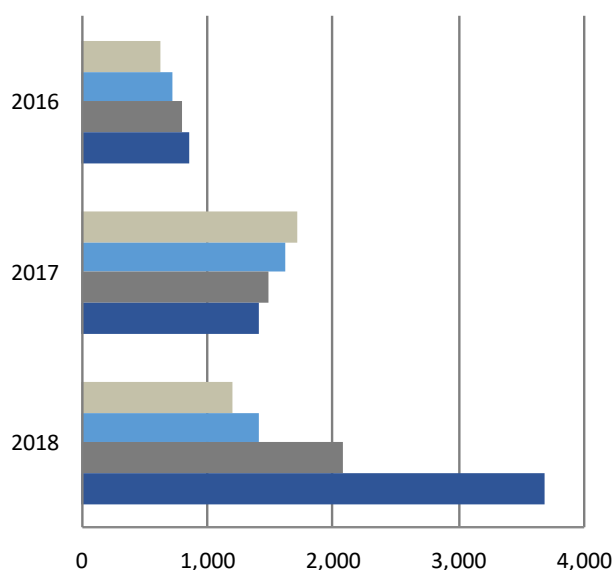
	2018	2017	2016
September Week 1	\$517,315.68	\$470,244.19	\$664,212.73
September Week 2	\$534,674.10	\$481,479.65	\$611,924.70
September Week 3	\$559,949.30	\$531,242.86	\$570,888.48
September Week 4	\$582,168.42	\$570,800.98	\$756,306.76

Total	\$2,194,107.50	\$2,053,767.68	\$2,603,332.67
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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 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.

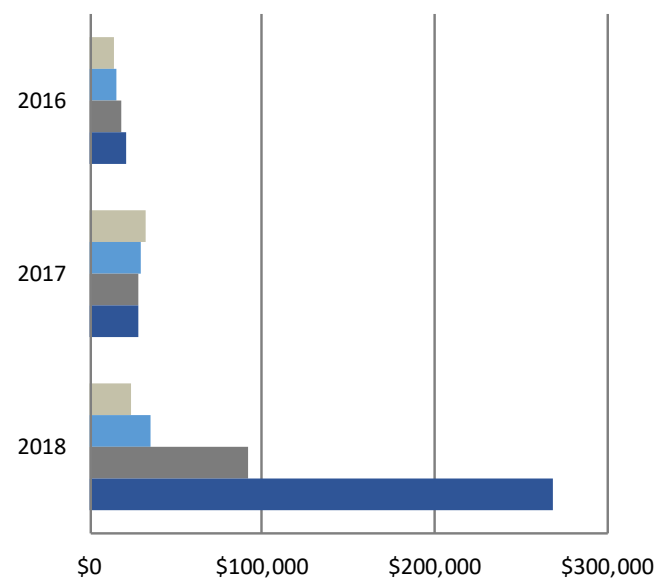
Volume Sold (in units)



	2018	2017	2016
September Week 1	1,192	1,713	634
September Week 2	1,400	1,611	719
September Week 3	2,086	1,480	789
September Week 4	3,682	1,414	850

Total	8,360	6,218	2,992
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Value Sold (in millions of dollars)



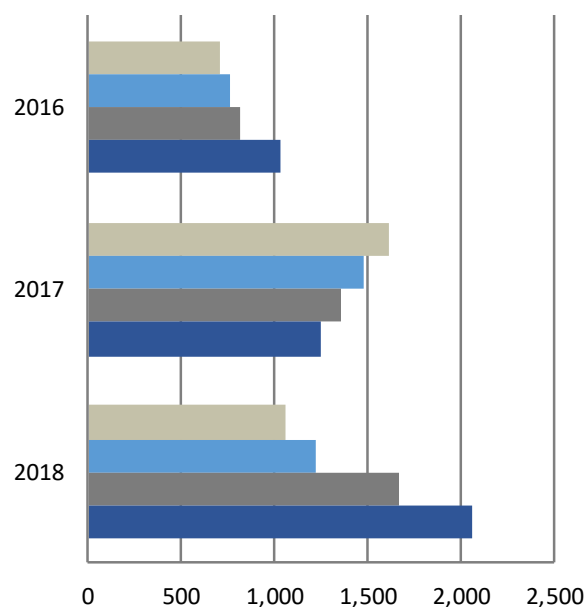
	2018	2017	2016
September Week 1	\$23,479.09	\$31,947.24	\$13,890.03
September Week 2	\$35,502.36	\$28,955.42	\$16,014.46
September Week 3	\$91,730.82	\$28,255.40	\$18,001.24
September Week 4	\$268,175.71	\$28,249.55	\$20,504.68

Total	\$418,887.98	\$117,407.61	\$68,410.41
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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 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

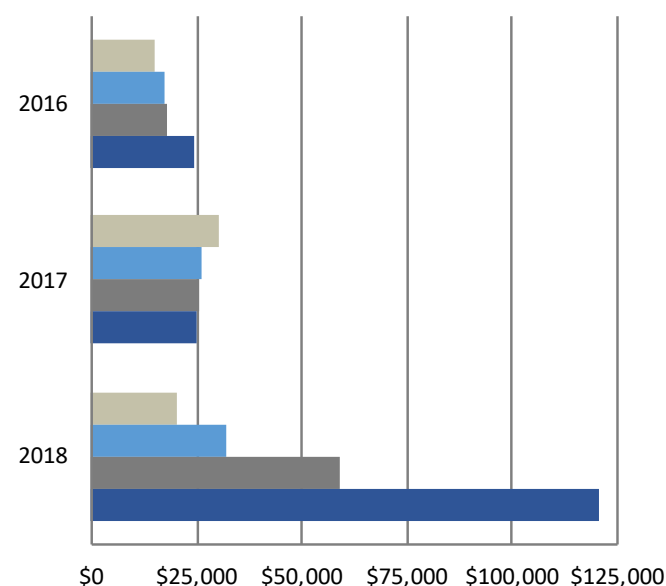
Volume Sold (in units)



	2018	2017	2016
September Week 1	1,050	1,606	703
September Week 2	1,224	1,473	765
September Week 3	1,668	1,352	807
September Week 4	2,061	1,247	1,035

Total	6,003	5,678	3,310
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Value Sold (in millions of dollars)



	2018	2017	2016
September Week 1	\$20,492.69	\$30,153.88	\$15,233.25
September Week 2	\$31,988.14	\$26,205.69	\$17,251.62
September Week 3	\$59,228.61	\$25,600.11	\$18,221.67
September Week 4	\$120,579.17	\$24,963.47	\$24,540.40

Total	\$232,288.61	\$106,923.15	\$75,246.94
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YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 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 September 30, 2018
- 2017: Week ending October 1, 2017

