



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 2.2019

January SalesData Market Report



**BOOKNET
CANADA**

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS

© BOOKNET CANADA 2019

Table of Contents

Introduction	3
Report Data (Updated!)	3
Report Weeks (New!)	3
All Market.....	4
Ring Fence Market	5
Fiction: All Market	6
Fiction: Ring Fence Market.....	7
Non-Fiction: All Market	8
Non-Fiction: Ring Fence Market.....	9
Juvenile: All Market	10
Juvenile: Ring Fence Market	11
Juvenile Fiction: All Market	12
Juvenile Fiction: Ring Fence Market	13
Juvenile Non-Fiction: All Market	14
Juvenile Non-Fiction: Ring Fence Market	15
Young Adult: All Market	16
Young Adult: Ring Fence Market	17
Young Adult Fiction: All Market	18
Young Adult Fiction: Ring Fence Market	19
Young Adult Non-Fiction: All Market	20
Young Adult Non-Fiction: Ring Fence Market	21
Year-to-Date Comparison: Volume.....	22
Year-to-Date Comparison: Value	23
Week Numbers: 2019 (New!).....	24

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 (UPDATED!)

This report compares the volume and value of all books sold in the marketplace for the month of January in the years 2017 to 2019. Also included in this report is a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year. **Volume sold** refers to the number of units sold for recorded titles. **Value sold** is calculated using the list prices multiplied by the number of units sold for each recorded title. Subjects included are Fiction, Non-Fiction, Juvenile, Juvenile Fiction, Juvenile Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction.

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 use the data gathered from within this ring fence to show year-over-year sales from a constant set of retailers, reconfigured in January 2018 to better represent the market.

REPORT WEEKS (NEW!)

The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the following month. See the end of the report for week numbers in 2019.

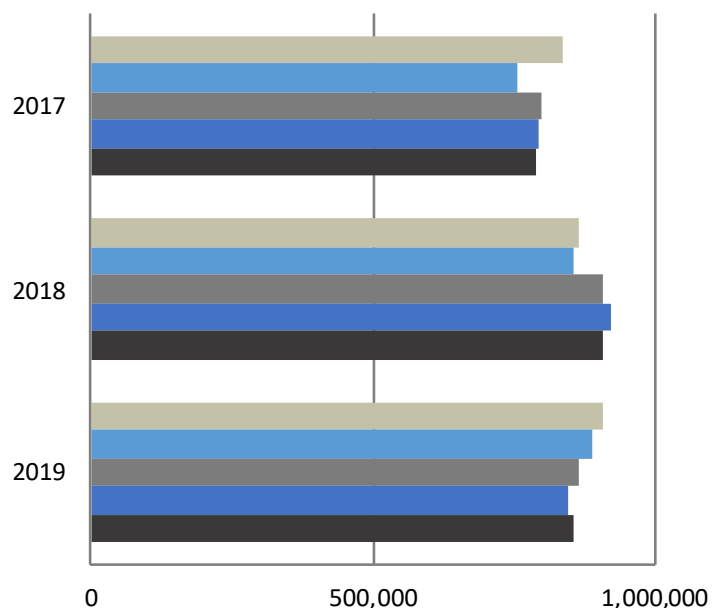
The specific week-ending dates used in this month’s report are as follows:

	2019	2018	2017
Week 1	06-Jan	07-Jan	08-Jan
Week 2	13-Jan	14-Jan	15-Jan
Week 3	20-Jan	21-Jan	22-Jan
Week 4	27-Jan	28-Jan	29-Jan
Week 5	3-Feb	4-Feb*	5-Feb*

*Asterisked weeks indicate that the weeks originally appeared in the prior or next ISO month during their year.

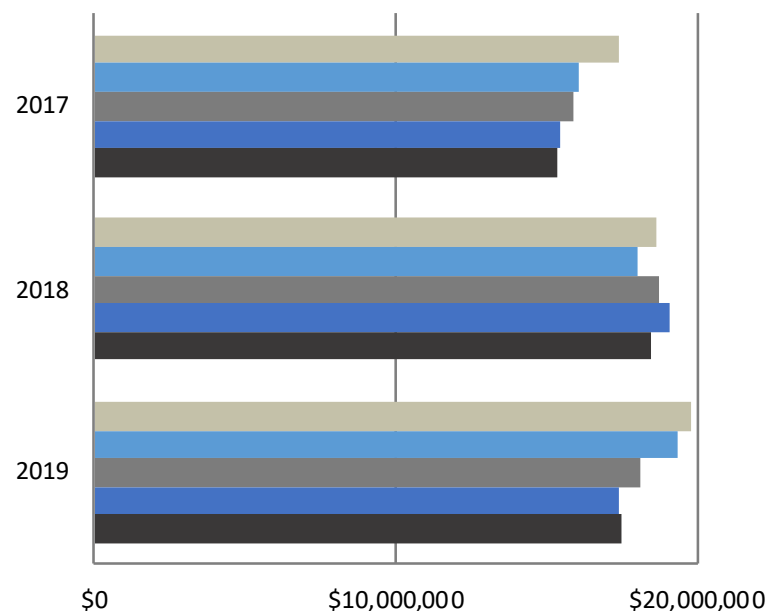
ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	906,750	865,908	835,446
Week 2	887,604	855,523	754,055
Week 3	862,897	909,516	799,122
Week 4	844,994	922,670	793,094
Week 5	853,087	907,071	789,209
Total	4,355,332	4,460,688	3,970,926

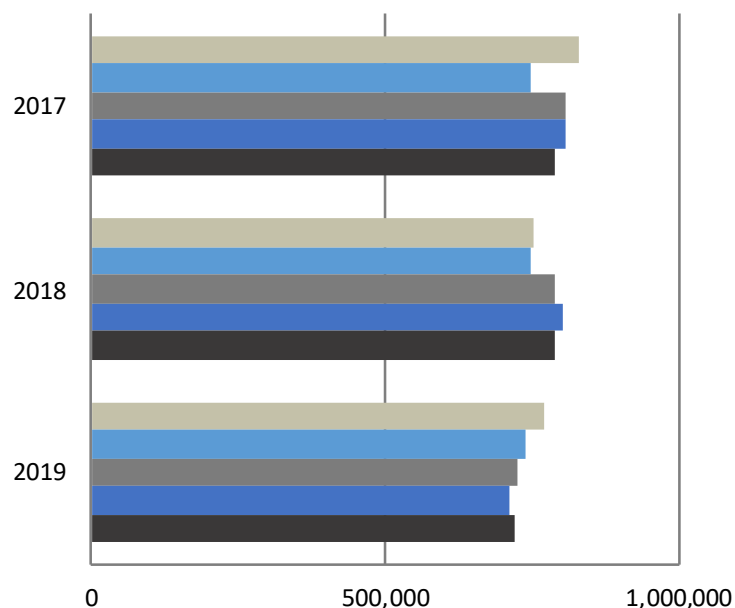
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$19,777,029.49	\$18,660,599.29	\$17,393,548.80
Week 2	\$19,352,046.64	\$18,038,064.31	\$16,108,532.81
Week 3	\$18,145,274.31	\$18,763,529.07	\$15,920,210.13
Week 4	\$17,419,135.77	\$19,131,964.03	\$15,415,913.02
Week 5	\$17,465,955.32	\$18,460,227.89	\$15,338,855.59
Total	\$92,159,441.53	\$93,054,384.59	\$80,177,060.35

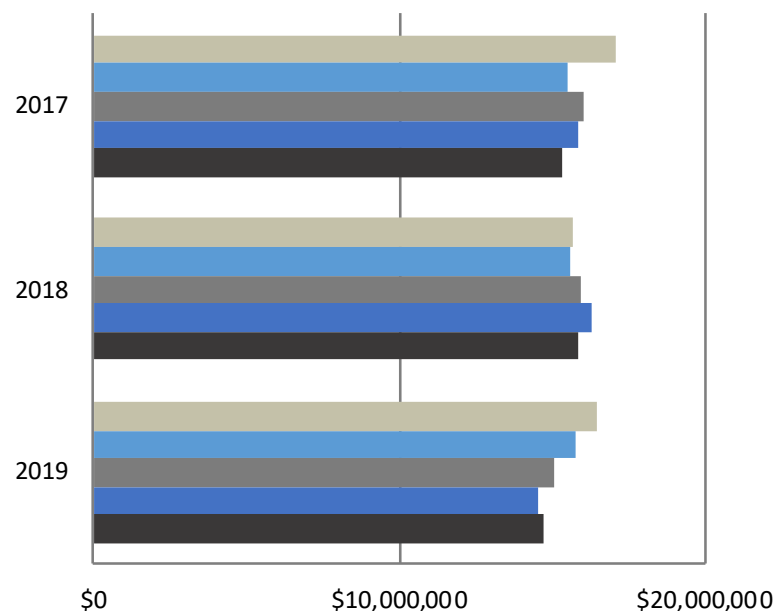
RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	769,665	750,235	827,330
Week 2	736,182	744,916	746,089
Week 3	724,970	786,110	806,960
Week 4	711,624	800,387	806,584
Week 5	721,375	788,011	788,328
Total	3,663,816	3,869,659	3,975,291

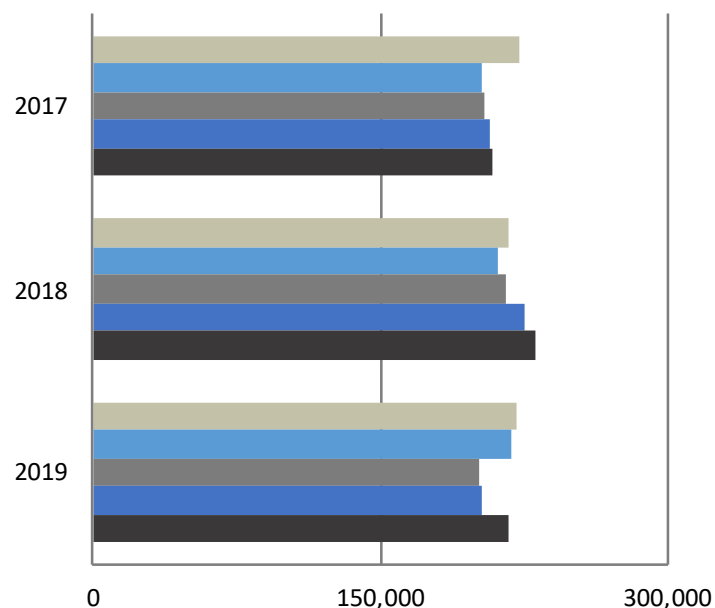
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$16,463,806.43	\$15,686,496.13	\$17,079,441.64
Week 2	\$15,823,607.60	\$15,613,267.91	\$15,534,997.72
Week 3	\$15,067,713.96	\$15,992,402.14	\$16,012,241.32
Week 4	\$14,521,200.99	\$16,325,012.62	\$15,835,899.01
Week 5	\$14,688,209.64	\$15,874,177.00	\$15,355,785.21
Total	\$76,564,538.62	\$79,491,355.80	\$79,818,364.90

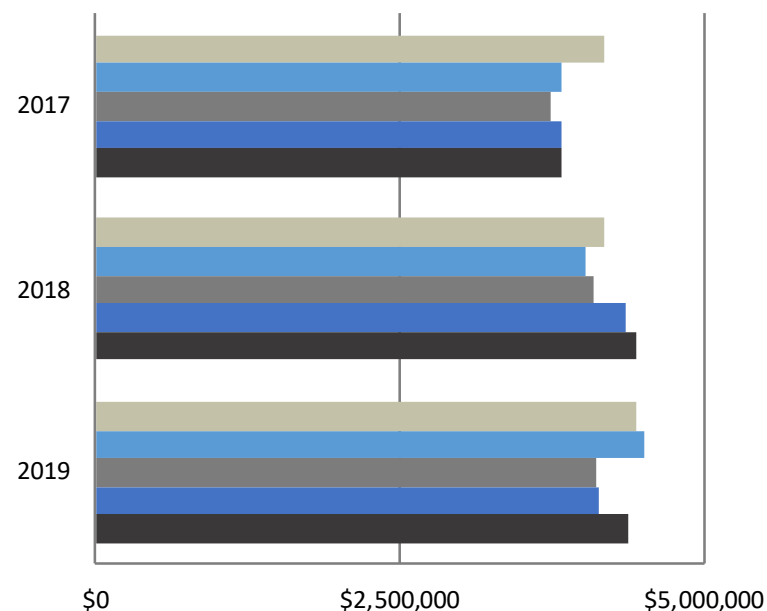
FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	220,871	216,451	222,835
Week 2	217,929	212,040	203,330
Week 3	201,950	215,191	204,500
Week 4	203,573	224,730	207,675
Week 5	217,635	231,182	208,953
Total	1,061,958	1,099,594	1,047,293

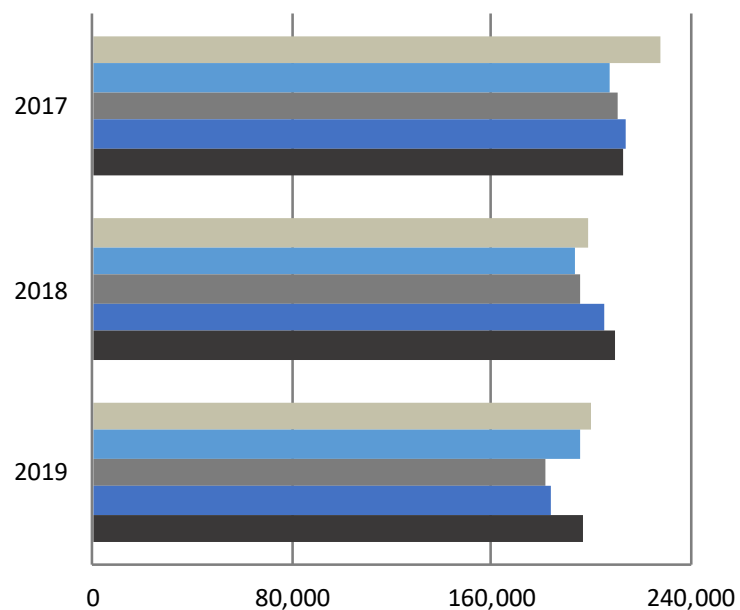
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$4,444,028.44	\$4,180,814.86	\$4,182,483.72
Week 2	\$4,493,896.43	\$4,018,614.03	\$3,813,392.07
Week 3	\$4,112,862.90	\$4,079,014.44	\$3,740,434.97
Week 4	\$4,128,694.55	\$4,339,677.47	\$3,820,088.61
Week 5	\$4,372,242.11	\$4,445,521.78	\$3,831,496.02
Total	\$1,061,958.00	\$1,099,594.00	\$19,387,895.39

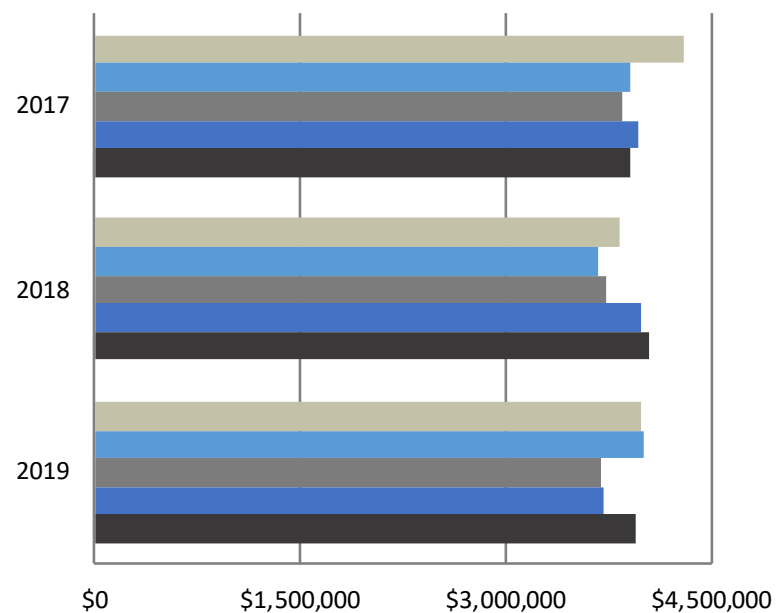
FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	199,547	198,326	227,748
Week 2	195,241	193,722	207,669
Week 3	181,722	195,706	210,139
Week 4	183,800	205,644	213,754
Week 5	196,570	209,679	213,076
Total	956,880	1,003,077	1,072,386

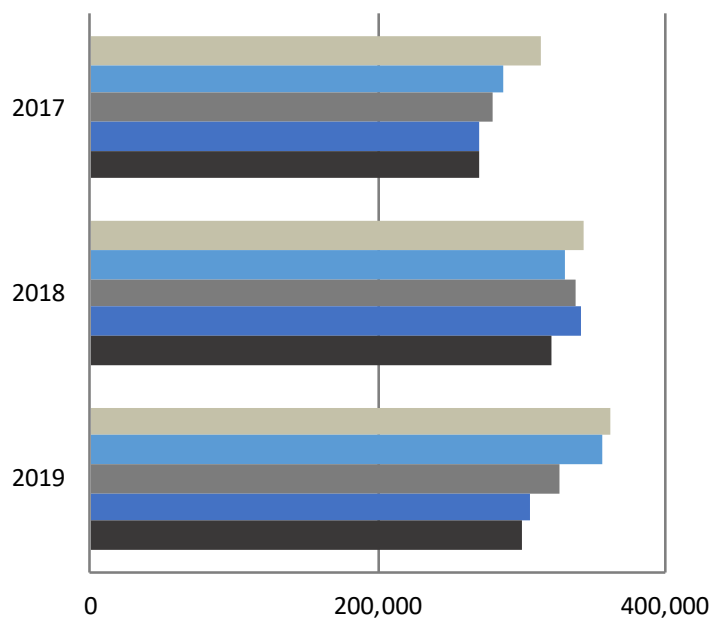
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$3,981,410.07	\$3,829,746.08	\$4,286,476.77
Week 2	\$4,001,740.18	\$3,671,684.30	\$3,911,818.22
Week 3	\$3,691,083.16	\$3,728,337.01	\$3,849,654.63
Week 4	\$3,714,518.43	\$3,982,310.59	\$3,957,531.62
Week 5	\$3,945,590.33	\$4,040,162.02	\$3,908,852.97
Total	\$19,334,342.17	\$19,252,240.00	\$19,914,334.21

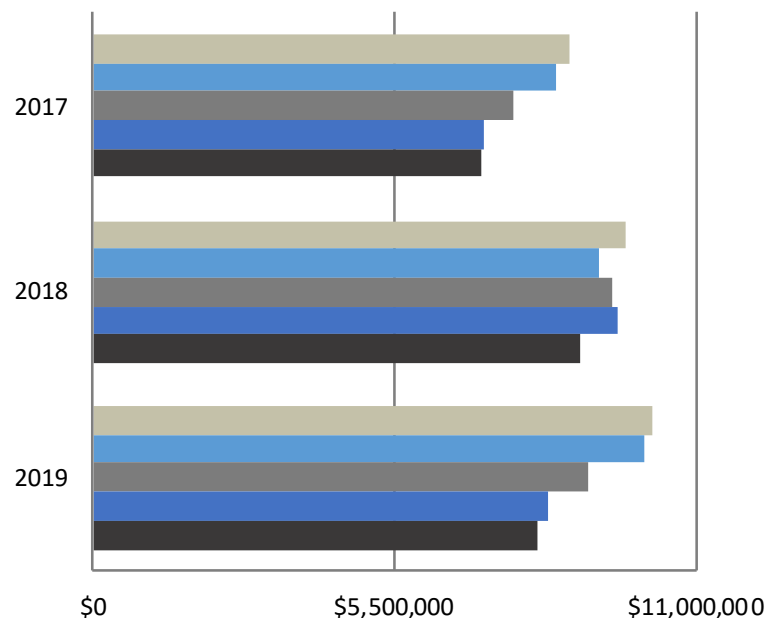
NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	362,893	344,021	313,451
Week 2	356,985	329,860	286,636
Week 3	326,175	338,164	279,703
Week 4	305,630	341,926	270,964
Week 5	300,209	321,850	270,528
Total	1,651,892	1,675,821	1,421,282

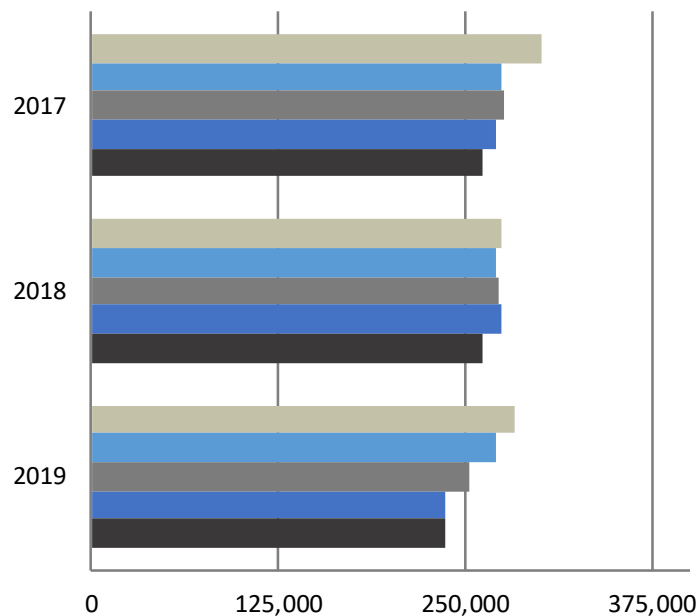
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$10,207,371.74	\$9,744,203.56	\$8,719,370.18
Week 2	\$10,047,689.80	\$9,257,991.29	\$8,446,664.32
Week 3	\$9,059,339.31	\$9,484,091.77	\$7,690,293.95
Week 4	\$8,331,343.80	\$9,580,567.21	\$7,145,795.59
Week 5	\$8,110,194.40	\$8,870,816.49	\$7,087,832.03
Total	\$45,755,939.05	\$46,937,670.32	\$39,089,956.07

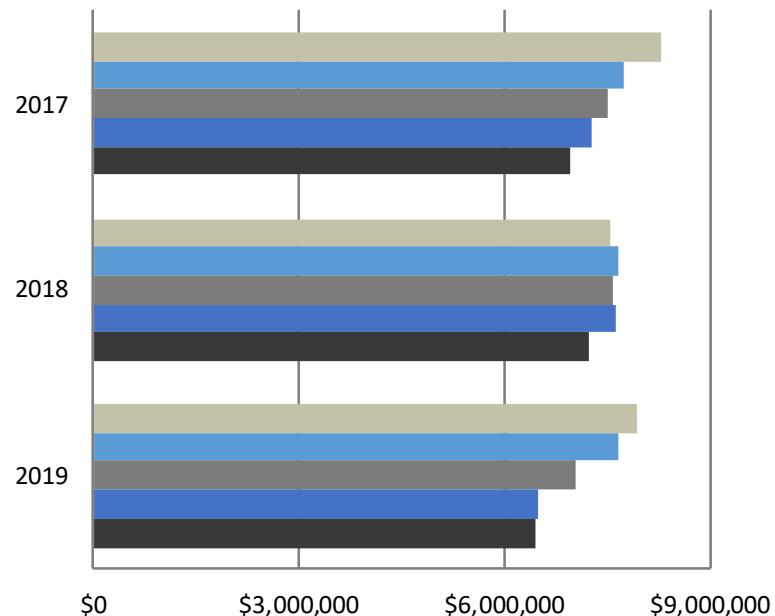
NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	282,904	274,550	301,470
Week 2	271,020	270,379	274,072
Week 3	251,944	272,537	276,105
Week 4	236,678	273,800	270,728
Week 5	237,169	261,994	261,610
Total	1,279,715	1,353,260	1,383,985

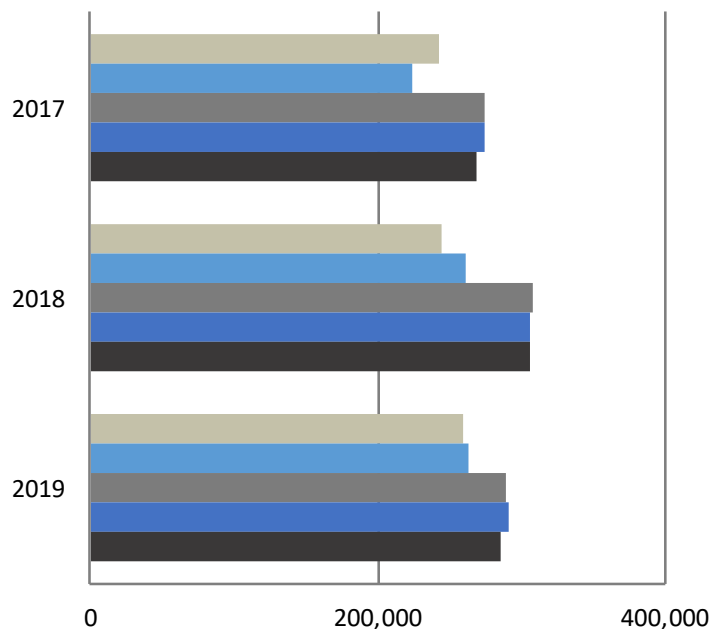
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$7,938,770.94	\$7,550,312.95	\$8,253,358.58
Week 2	\$7,653,471.19	\$7,654,699.70	\$7,715,857.70
Week 3	\$7,023,975.84	\$7,580,320.48	\$7,505,644.11
Week 4	\$6,465,658.90	\$7,621,090.97	\$7,272,847.57
Week 5	\$6,424,588.13	\$7,208,579.16	\$6,931,115.23
Total	\$35,506,465.00	\$37,615,003.26	\$37,678,823.19

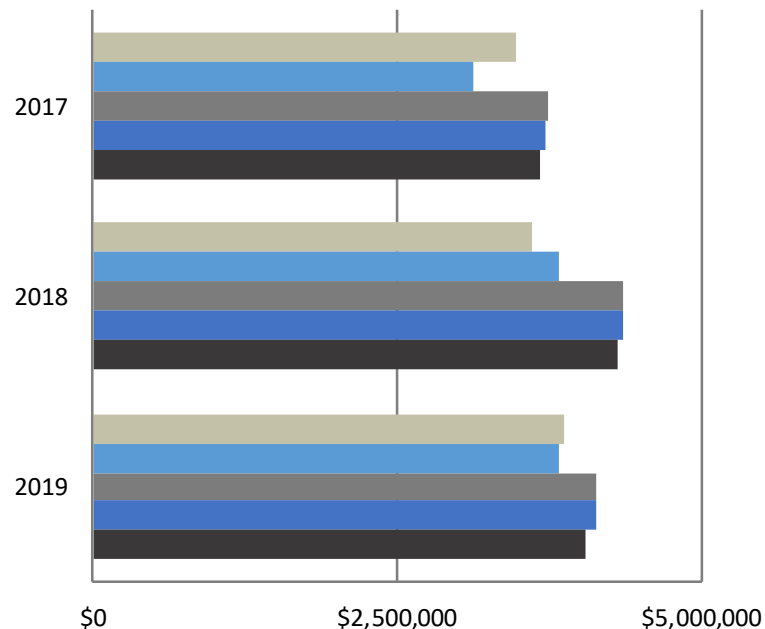
JUVENILE: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	259,231	244,201	242,057
Week 2	263,364	261,168	224,811
Week 3	289,654	307,916	274,444
Week 4	292,062	305,976	274,759
Week 5	286,330	305,835	267,848
Total	1,390,641	1,425,096	1,283,919

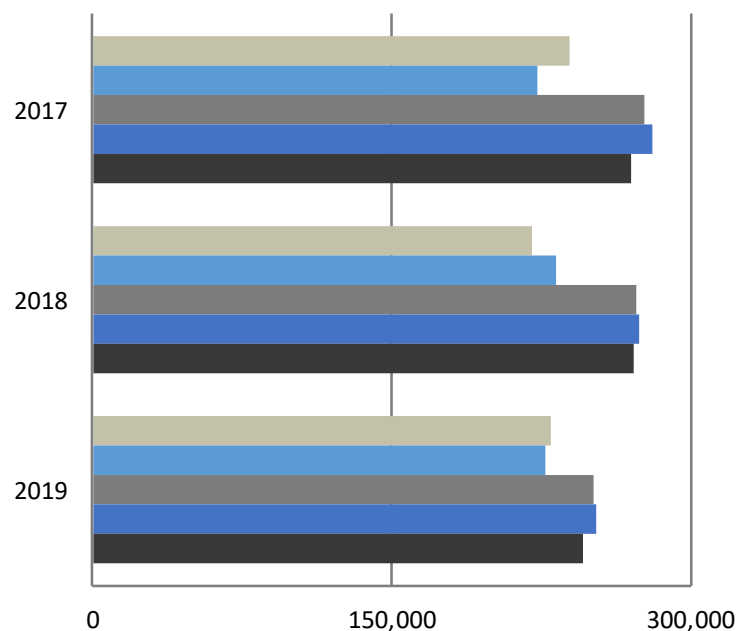
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$3,865,907.30	\$3,602,961.33	\$3,468,233.85
Week 2	\$3,830,103.73	\$3,829,532.75	\$3,129,443.21
Week 3	\$4,118,755.21	\$4,345,374.87	\$3,736,692.29
Week 4	\$4,122,510.96	\$4,349,885.98	\$3,705,920.72
Week 5	\$4,045,698.64	\$4,305,128.75	\$3,658,779.67
Total	\$19,982,975.84	\$20,432,883.68	\$17,699,069.74

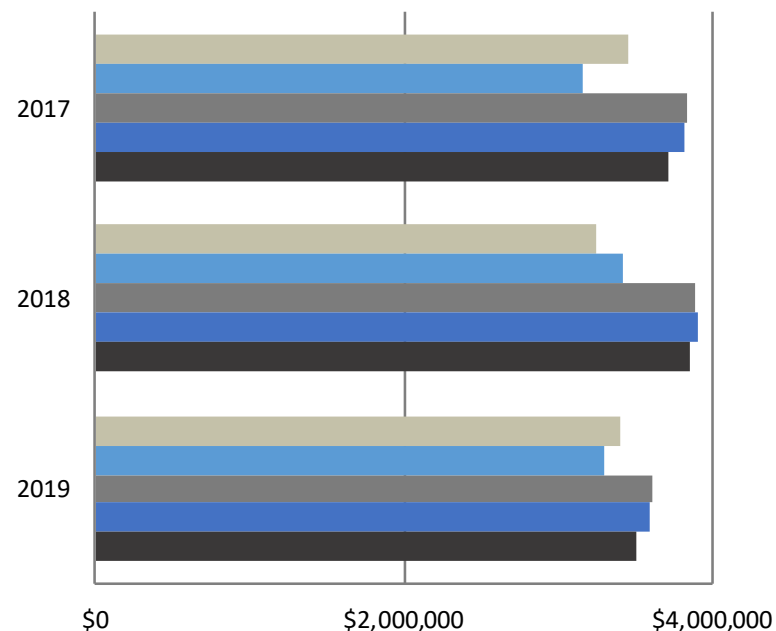
JUVENILE: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	229,493	219,829	238,584
Week 2	226,484	232,633	223,087
Week 3	251,805	273,229	277,203
Week 4	252,283	274,027	280,124
Week 5	246,081	271,837	269,484
Total	1,206,146	1,271,555	1,288,482

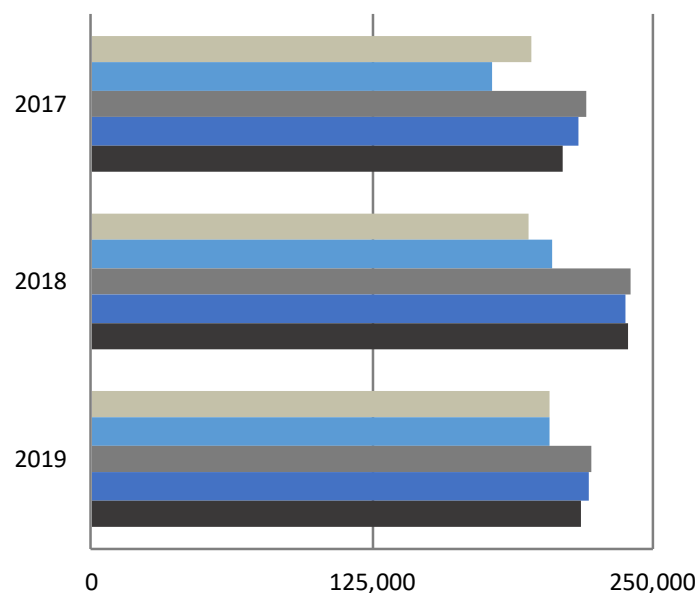
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$3,392,008.16	\$3,235,504.90	\$3,457,379.26
Week 2	\$3,298,004.55	\$3,422,191.23	\$3,149,158.53
Week 3	\$3,601,306.83	\$3,884,887.20	\$3,833,981.30
Week 4	\$3,597,368.66	\$3,909,324.12	\$3,809,711.72
Week 5	\$3,508,128.58	\$3,843,472.70	\$3,704,486.13
Total	\$17,396,816.78	\$18,295,380.15	\$17,954,716.94

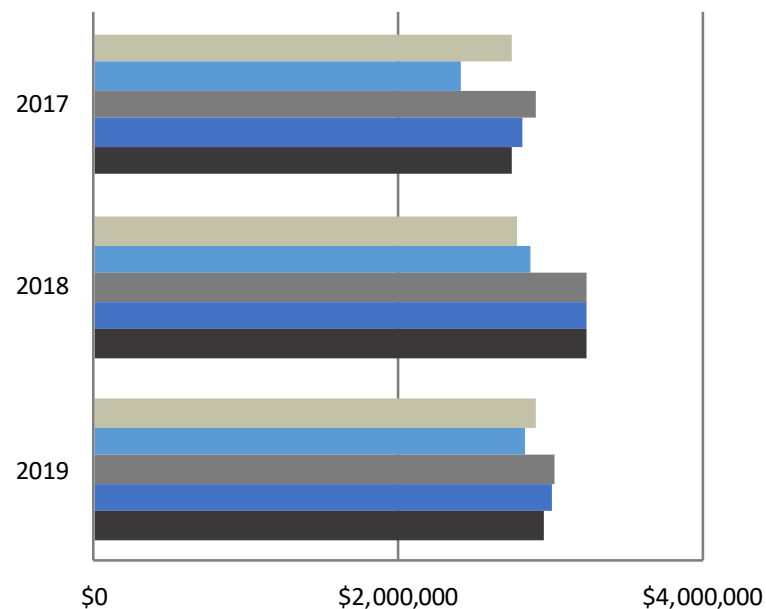
JUVENILE FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	204,180	194,968	196,112
Week 2	203,976	205,600	178,285
Week 3	222,228	240,485	220,471
Week 4	221,741	238,264	216,649
Week 5	218,531	239,067	209,593
Total	1,070,656	1,118,384	1,021,110

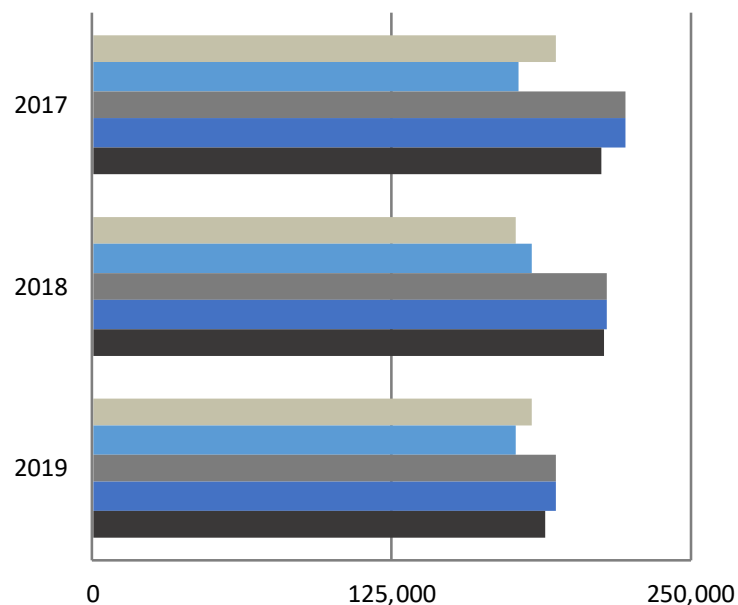
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$2,905,021.06	\$2,776,258.33	\$2,738,874.02
Week 2	\$2,825,865.45	\$2,870,688.97	\$2,403,441.61
Week 3	\$3,023,684.98	\$3,224,865.71	\$2,898,651.31
Week 4	\$2,997,908.03	\$3,230,788.68	\$2,816,191.33
Week 5	\$2,949,634.04	\$3,229,017.46	\$2,738,584.22
Total	\$14,702,113.56	\$15,331,619.15	\$13,595,742.49

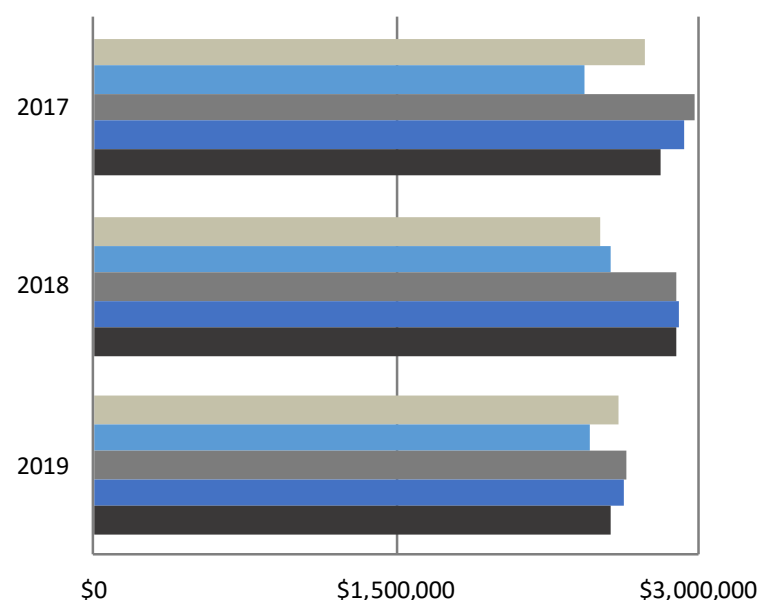
JUVENILE FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
■ Week 1	183,751	177,079	193,758
■ Week 2	176,463	184,105	177,815
■ Week 3	194,176	215,263	222,752
■ Week 4	193,769	214,634	222,566
■ Week 5	189,084	213,782	212,937
Total	937,243	1,004,863	1,029,828

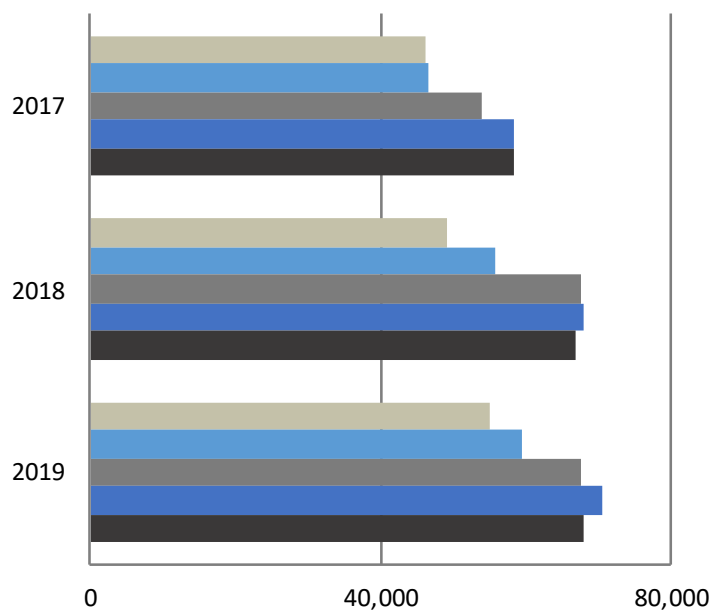
Value Sold (in millions of dollars)



	2019	2018	2017
■ Week 1	\$2,597,940.08	\$2,505,175.31	\$2,734,477.86
■ Week 2	\$2,452,520.64	\$2,564,121.41	\$2,428,520.66
■ Week 3	\$2,645,963.76	\$2,890,091.07	\$2,973,854.20
■ Week 4	\$2,626,212.09	\$2,906,177.26	\$2,921,873.03
■ Week 5	\$2,559,088.29	\$2,886,989.20	\$2,805,326.36
Total	\$12,881,724.86	\$13,752,554.25	\$13,864,052.11

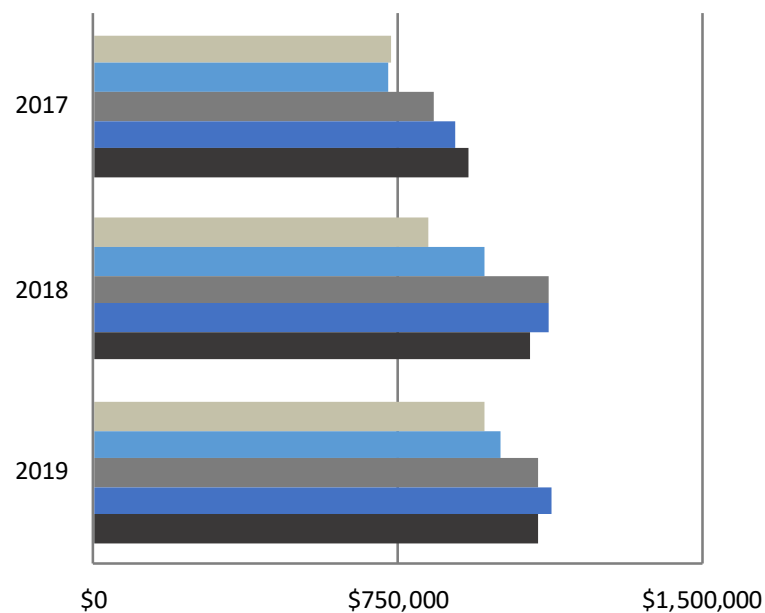
JUVENILE NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	55,051	49,233	45,945
Week 2	59,388	55,568	46,526
Week 3	67,426	67,431	53,973
Week 4	70,321	67,712	58,110
Week 5	67,799	66,768	58,255
Total	319,985	306,712	262,809

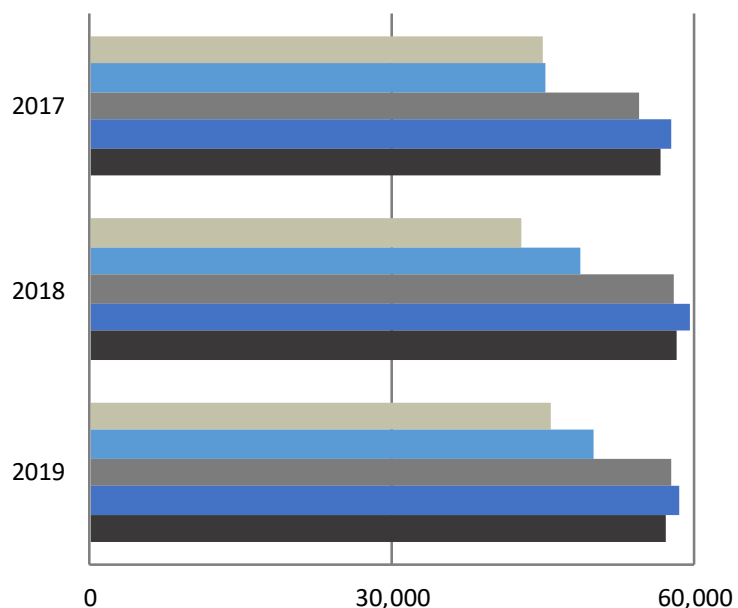
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$960,886.24	\$826,703.00	\$729,359.83
Week 2	\$1,004,238.28	\$958,843.78	\$726,001.60
Week 3	\$1,095,070.23	\$1,120,509.16	\$838,040.98
Week 4	\$1,124,602.93	\$1,119,097.30	\$889,729.39
Week 5	\$1,096,064.60	\$1,076,111.29	\$920,195.45
Total	\$5,280,862.28	\$5,101,264.53	\$4,103,327.25

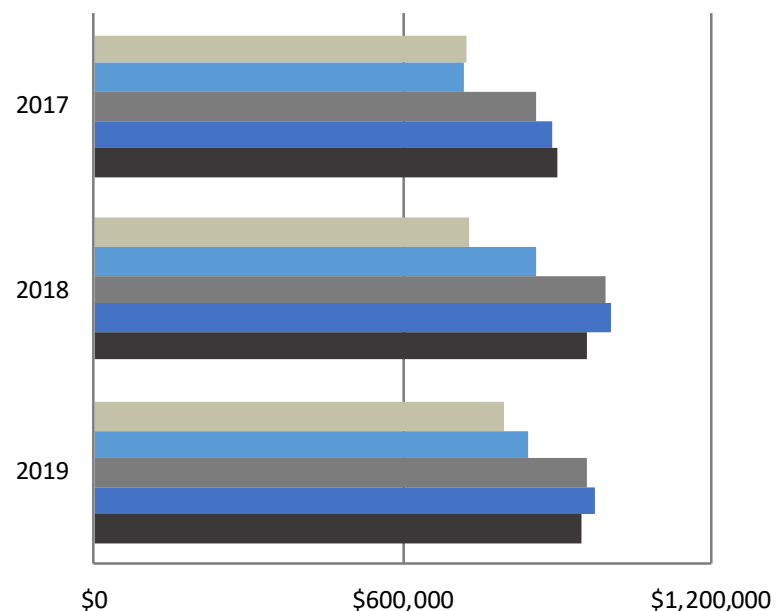
JUVENILE NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	45,742	42,750	44,826
Week 2	50,021	48,528	45,272
Week 3	57,629	57,966	54,451
Week 4	58,514	59,393	57,558
Week 5	56,997	58,055	56,547
Total	268,903	266,692	258,654

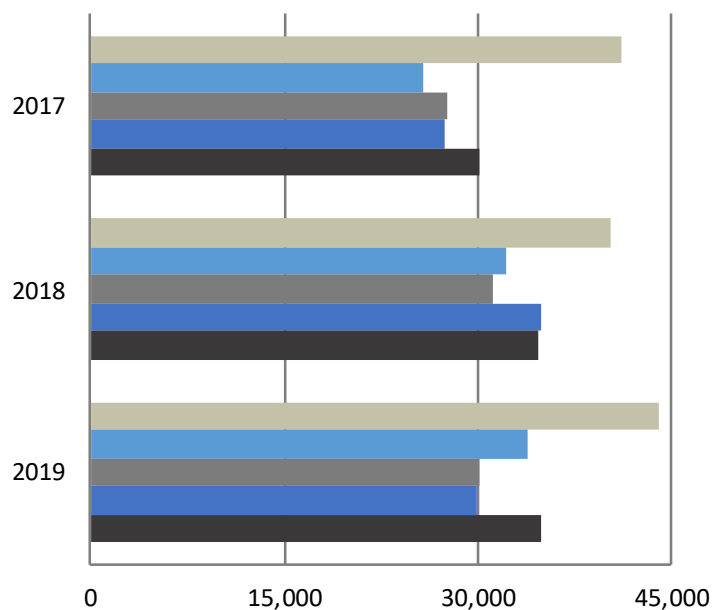
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$794,068.08	\$730,329.59	\$722,901.40
Week 2	\$845,483.91	\$858,069.82	\$720,637.87
Week 3	\$955,343.07	\$994,796.13	\$860,127.10
Week 4	\$971,156.57	\$1,003,146.86	\$887,838.69
Week 5	\$949,040.29	\$956,483.50	\$899,159.77
Total	\$4,515,091.92	\$4,542,825.90	\$4,090,664.83

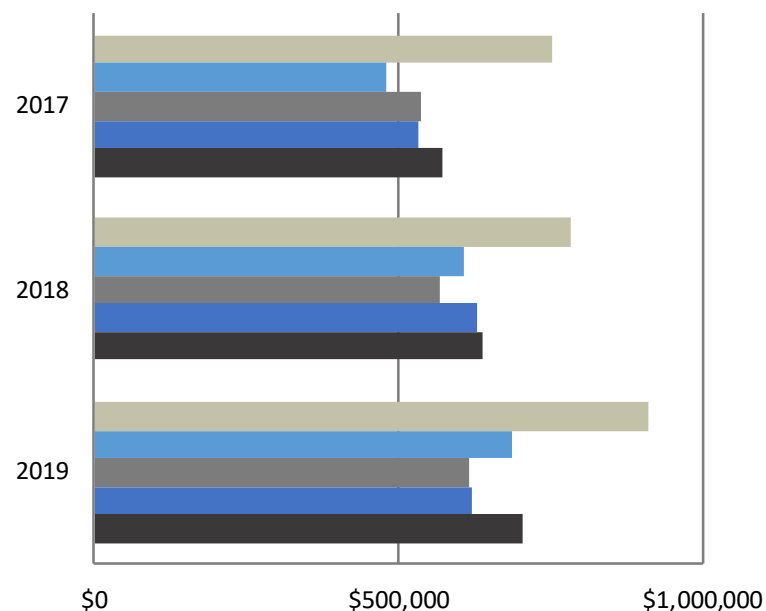
YOUNG ADULT: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	44,001	40,322	41,144
Week 2	33,726	32,185	25,680
Week 3	30,171	31,086	27,519
Week 4	29,935	34,927	27,388
Week 5	34,883	34,620	29,994
Total	172,716	173,140	151,725

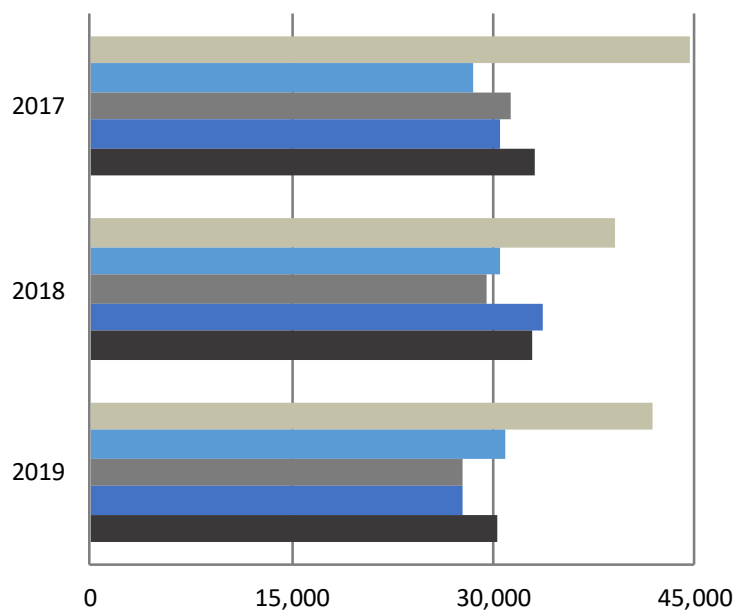
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$909,235.21	\$780,660.00	\$751,410.69
Week 2	\$685,910.76	\$604,868.66	\$477,310.93
Week 3	\$614,892.67	\$567,809.29	\$536,896.00
Week 4	\$620,830.87	\$626,333.37	\$532,076.19
Week 5	\$703,306.62	\$636,712.52	\$570,095.64
Total	\$3,534,176.13	\$3,216,383.84	\$2,867,789.45

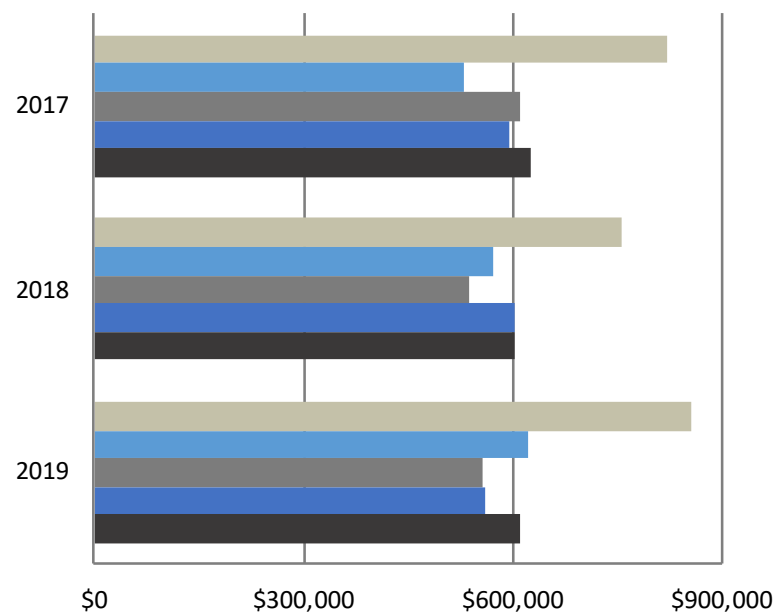
YOUNG ADULT: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	41,757	39,110	44,679
Week 2	30,890	30,406	28,555
Week 3	27,683	29,539	31,191
Week 4	27,757	33,621	30,531
Week 5	30,364	32,793	32,998
Total	158,451	165,469	167,954

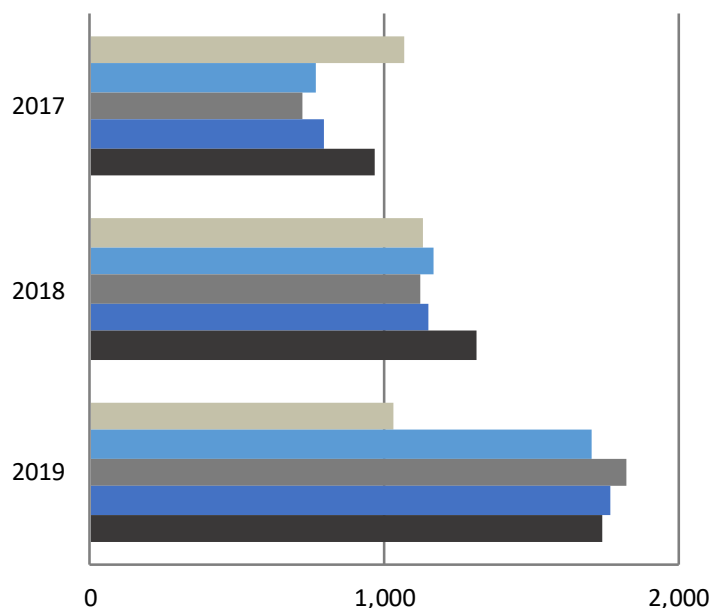
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$857,755.83	\$754,598.02	\$821,207.80
Week 2	\$622,737.83	\$571,304.60	\$531,349.61
Week 3	\$555,477.57	\$538,572.26	\$611,717.95
Week 4	\$561,378.49	\$601,131.07	\$593,395.46
Week 5	\$612,123.45	\$604,268.27	\$626,124.14
Total	\$3,209,473.17	\$3,069,874.22	\$3,183,794.96

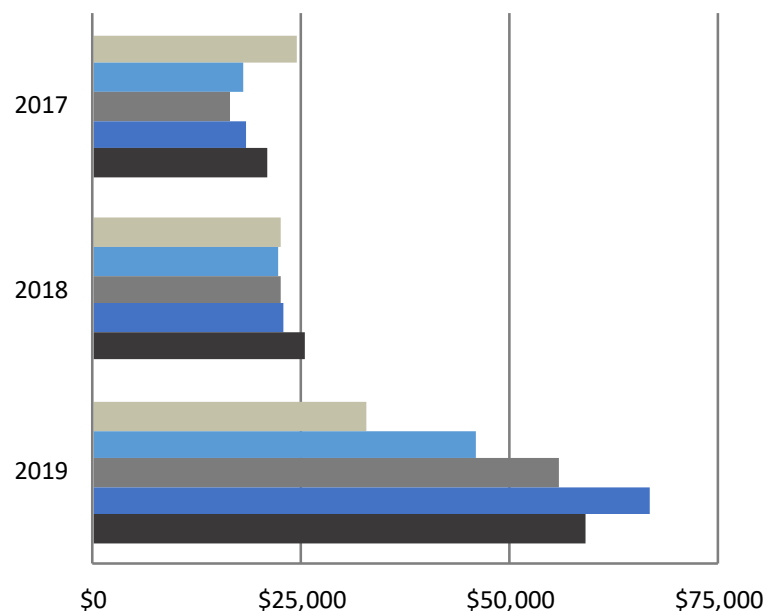
YOUNG ADULT FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	1,028	1,127	1,066
Week 2	1,704	1,171	764
Week 3	1,824	1,117	724
Week 4	1,771	1,153	793
Week 5	1,743	1,311	963
Total	8,070	5,879	4,310

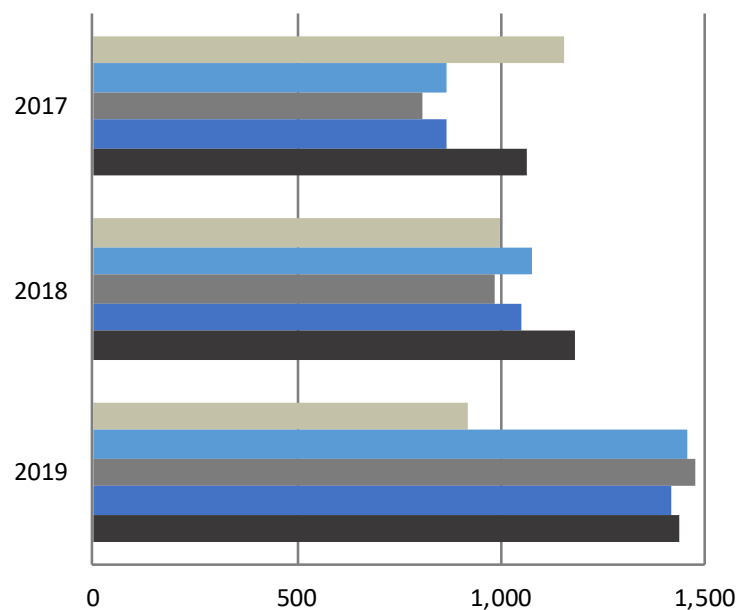
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$32,672.53	\$22,554.53	\$24,417.49
Week 2	\$45,709.03	\$22,026.76	\$17,979.05
Week 3	\$55,766.10	\$22,373.85	\$16,324.00
Week 4	\$66,716.00	\$22,681.53	\$18,283.50
Week 5	\$58,881.26	\$25,214.13	\$20,910.30
Total	\$259,744.92	\$114,850.80	\$97,914.34

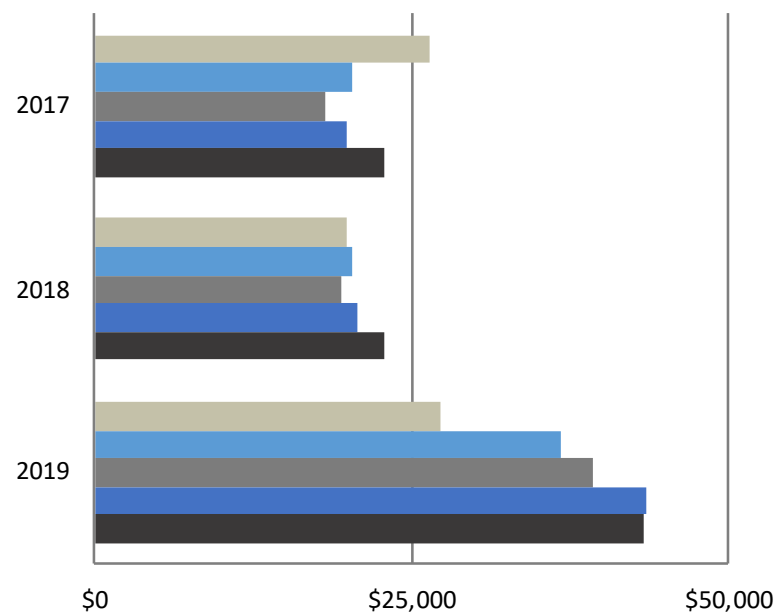
YOUNG ADULT FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	918	1,001	1,157
Week 2	1,457	1,076	866
Week 3	1,475	987	811
Week 4	1,417	1,050	869
Week 5	1,438	1,185	1,061
Total	6,705	5,299	4,764

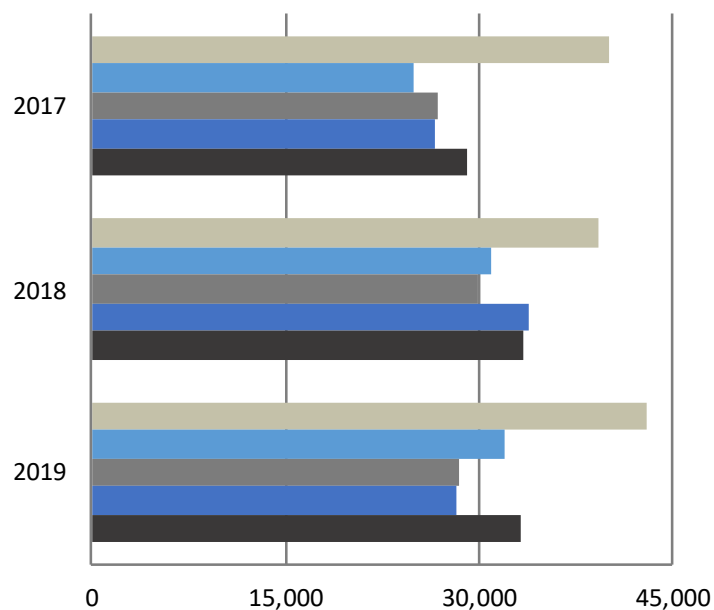
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$27,120.80	\$19,775.90	\$26,386.64
Week 2	\$36,669.41	\$20,184.93	\$20,242.85
Week 3	\$39,293.50	\$19,335.89	\$18,256.36
Week 4	\$43,507.75	\$20,663.15	\$19,873.06
Week 5	\$43,169.47	\$22,816.44	\$22,693.40
Total	\$189,760.93	\$102,776.31	\$107,452.31

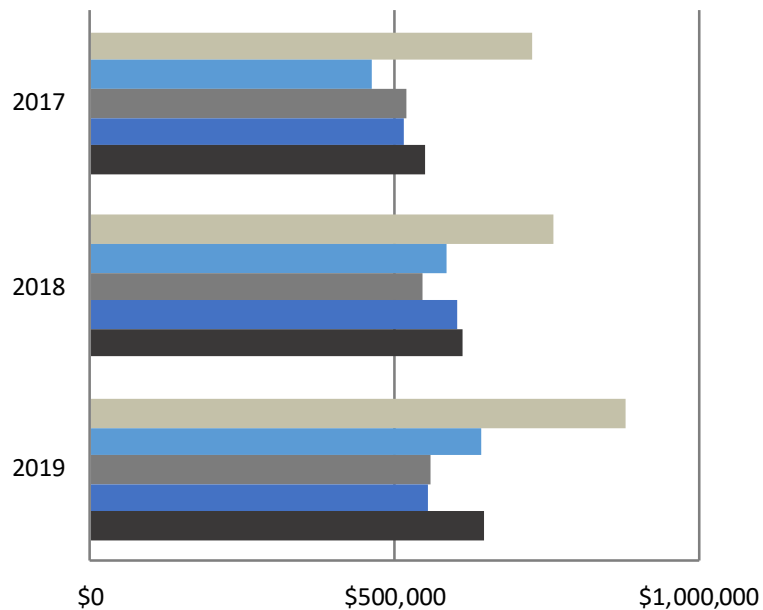
YOUNG ADULT NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	42,973	39,195	40,078
Week 2	32,022	31,014	24,916
Week 3	28,347	29,969	26,795
Week 4	28,164	33,774	26,595
Week 5	33,140	33,309	29,031
Total	164,646	167,261	147,415

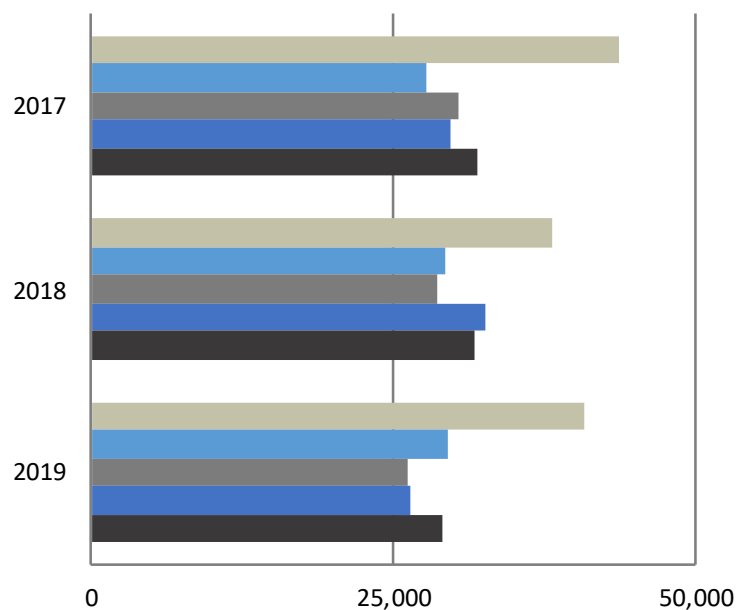
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$876,562.68	\$758,105.47	\$726,993.20
Week 2	\$640,201.73	\$582,841.90	\$459,331.88
Week 3	\$559,126.57	\$545,435.44	\$520,572.00
Week 4	\$554,114.87	\$603,651.84	\$513,792.69
Week 5	\$644,425.36	\$611,498.39	\$549,185.34
Total	\$3,274,431.21	\$3,101,533.04	\$2,769,875.11

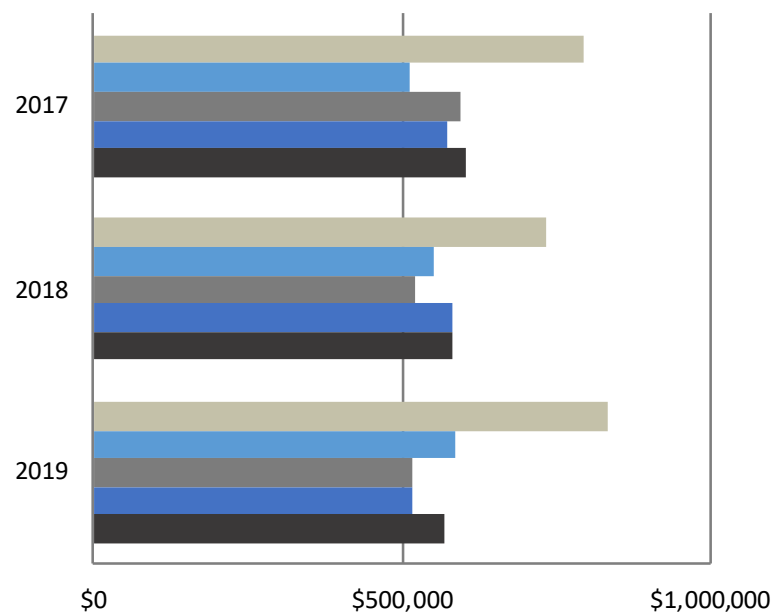
YOUNG ADULT NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 1	40,839	38,109	43,522
Week 2	29,433	29,330	27,689
Week 3	26,208	28,552	30,380
Week 4	26,340	32,571	29,662
Week 5	28,926	31,608	31,937
Total	151,746	160,170	163,190

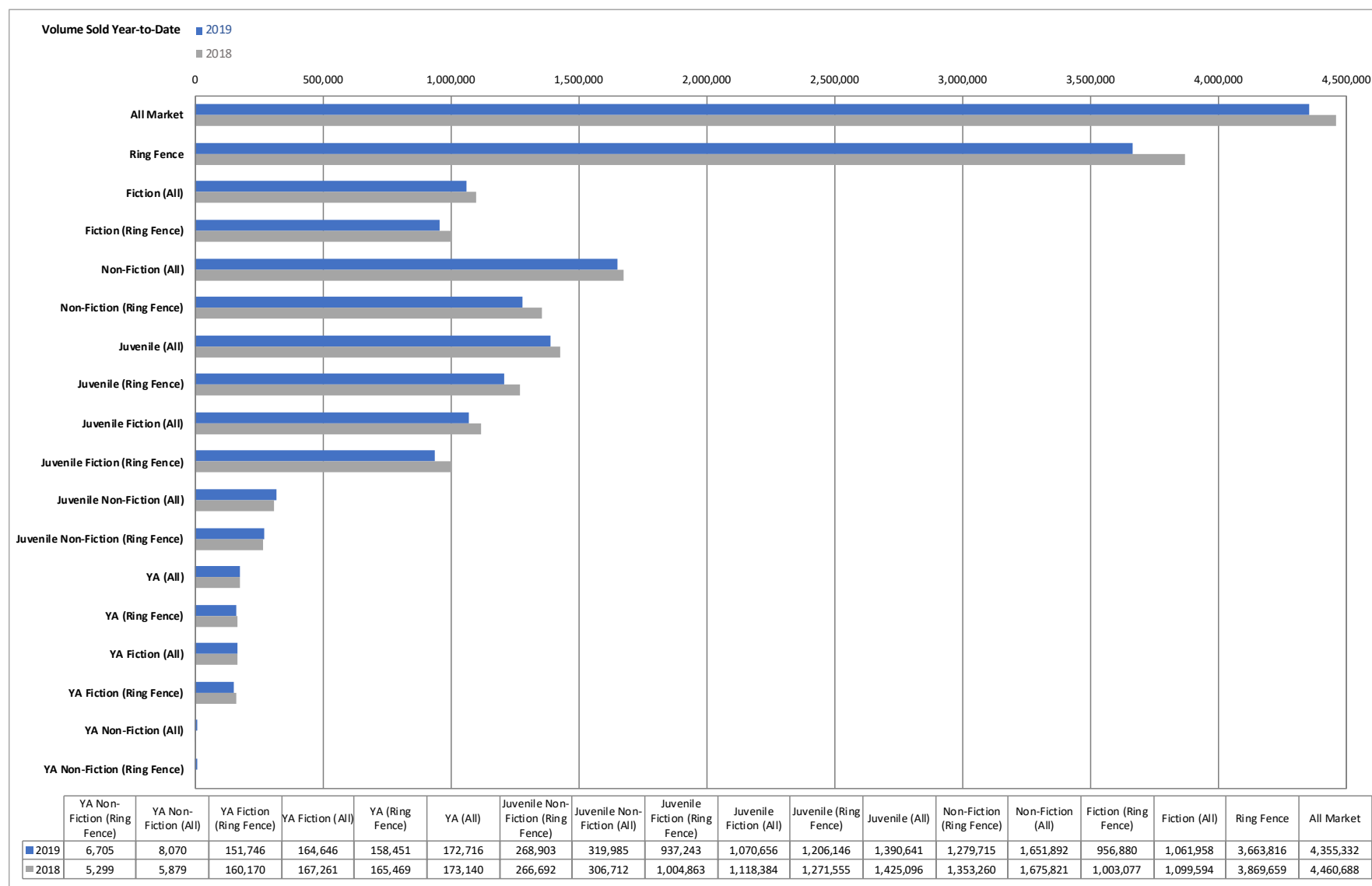
Value Sold (in millions of dollars)



	2019	2018	2017
Week 1	\$830,635.03	\$734,822.12	\$794,821.16
Week 2	\$586,068.42	\$551,119.67	\$511,106.76
Week 3	\$516,184.07	\$519,236.37	\$593,461.59
Week 4	\$517,870.74	\$580,467.92	\$573,522.40
Week 5	\$568,953.98	\$581,451.83	\$603,430.74
Total	\$3,019,712.24	\$2,967,097.91	\$3,076,342.65

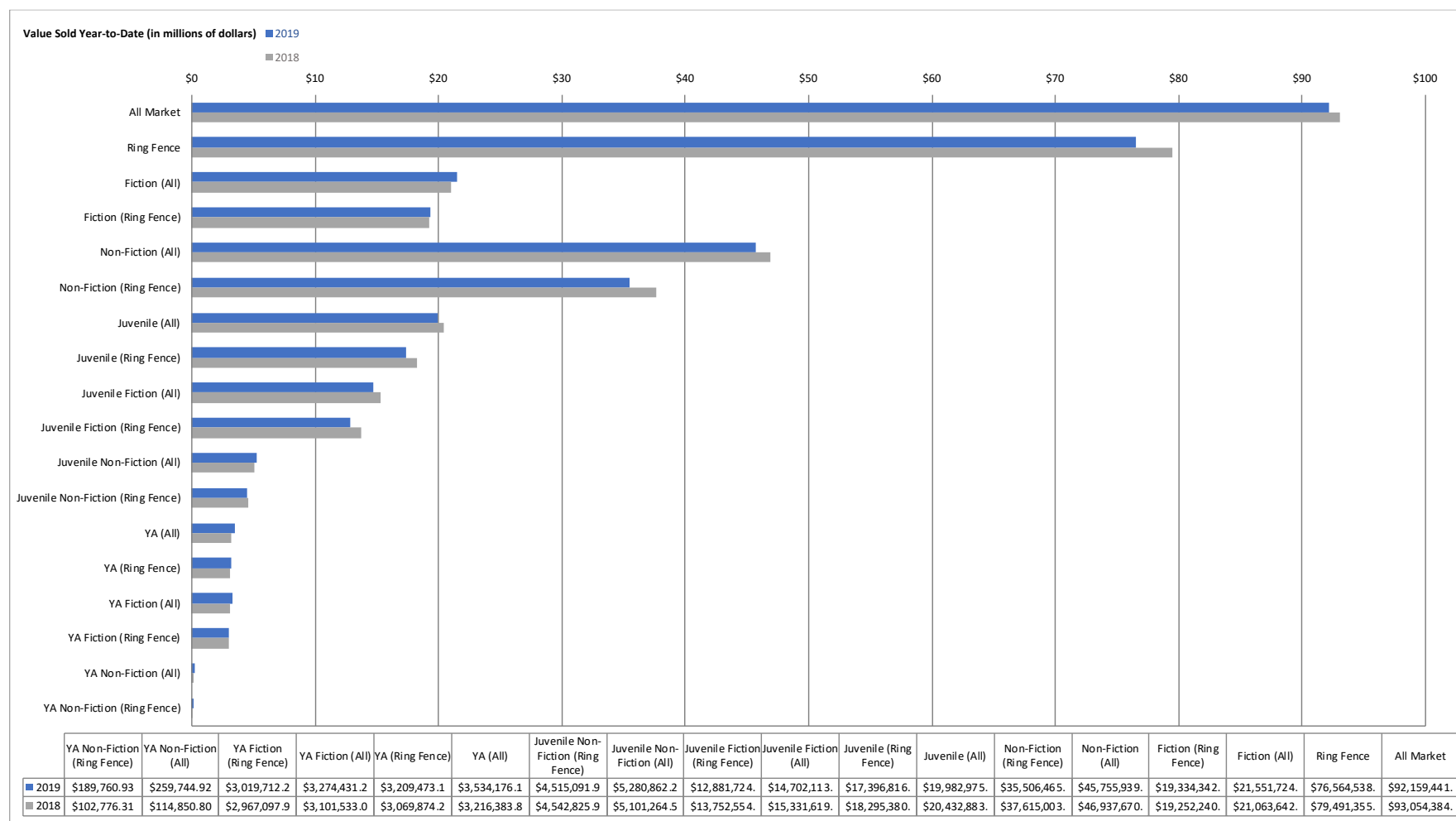
YEAR-TO-DATE COMPARISON: VOLUME

See the beginning of the report for the week-ending dates.



YEAR-TO-DATE COMPARISON: VALUE

See the beginning of the report for the week-ending dates.



WEEK NUMBERS: 2019

January: Week beginning December 31 and ending February 3

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

February: Week beginning February 4 and ending March 3

- Week 6
- Week 7
- Week 8
- Week 9

March: Week beginning March 4 and ending March 31

- Week 10
- Week 11
- Week 12
- Week 13

April: Week beginning April 1 and ending April 28

- Week 14
- Week 15
- Week 16
- Week 17

May: Week beginning April 29 and ending June 2

- Week 18
- Week 19
- Week 20
- Week 21
- Week 22

June: Week beginning June 3 and ending June 30

- Week 23
- Week 24
- Week 25
- Week 26

July: Week beginning July 1 and ending July 28

- Week 27
- Week 28
- Week 29
- Week 30

August: Week beginning July 29 and ending September 1

- Week 31
- Week 32
- Week 33
- Week 34
- Week 35

September: Week beginning September 2 and ending September 29

- Week 36
- Week 37
- Week 38
- Week 39

October: Week beginning September 30 and ending November 3

- Week 40
- Week 41
- Week 42
- Week 43
- Week 44

November: Week beginning November 4 and ending December 1

- Week 45
- Week 46
- Week 47
- Week 48

December: Week beginning December 2 and ending December 29

- Week 49
- Week 50
- Week 51
- Week 52