



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 3.2019

February 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 (UPDATED!)

This report compares the volume and value of all books sold in the marketplace for the month of February 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!)

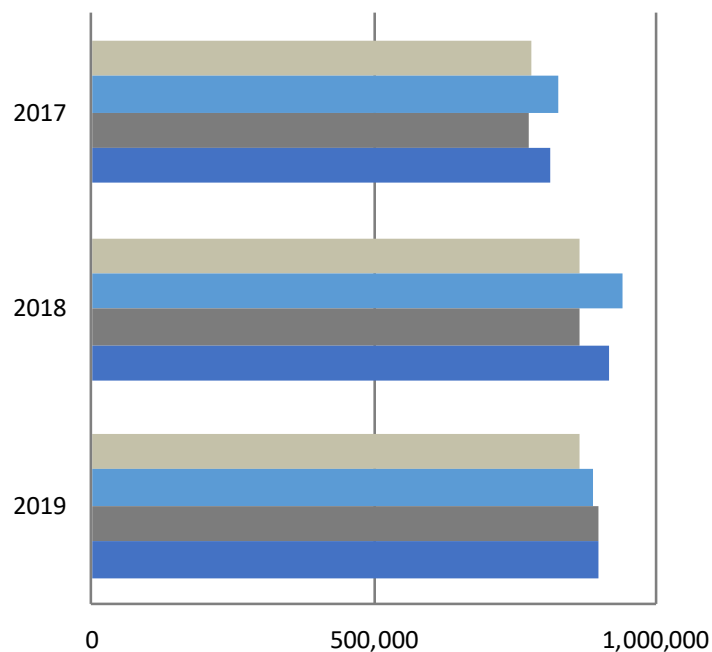
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 6	10-Feb	11-Feb	12-Feb
Week 7	17-Feb	18-Feb	19-Feb
Week 8	24-Feb	25-Feb	26-Feb
Week 9	03-Mar	04-Mar	05-Mar

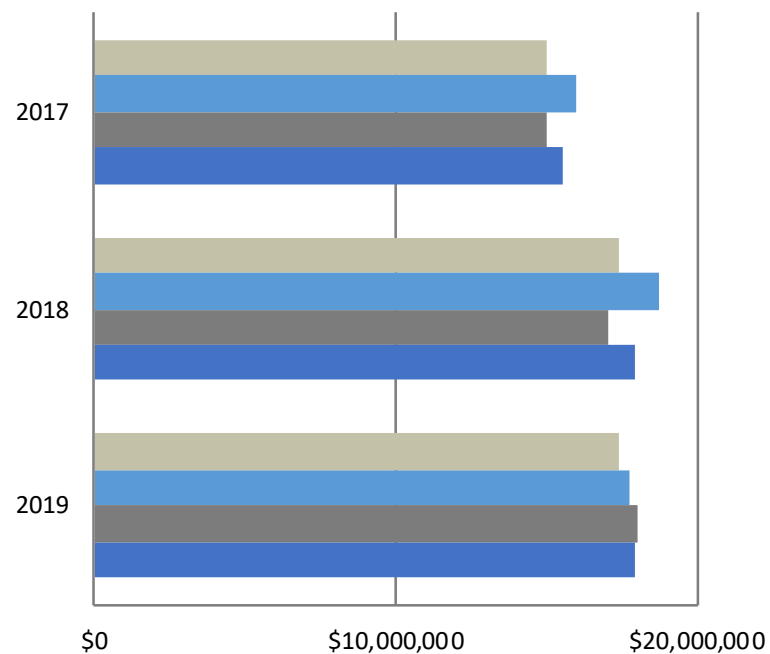
ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	864,775	862,595	777,160
Week 7	887,740	941,919	827,439
Week 8	897,331	865,988	775,855
Week 9	897,712	918,371	812,056
Total	3,547,558	3,588,873	3,192,510

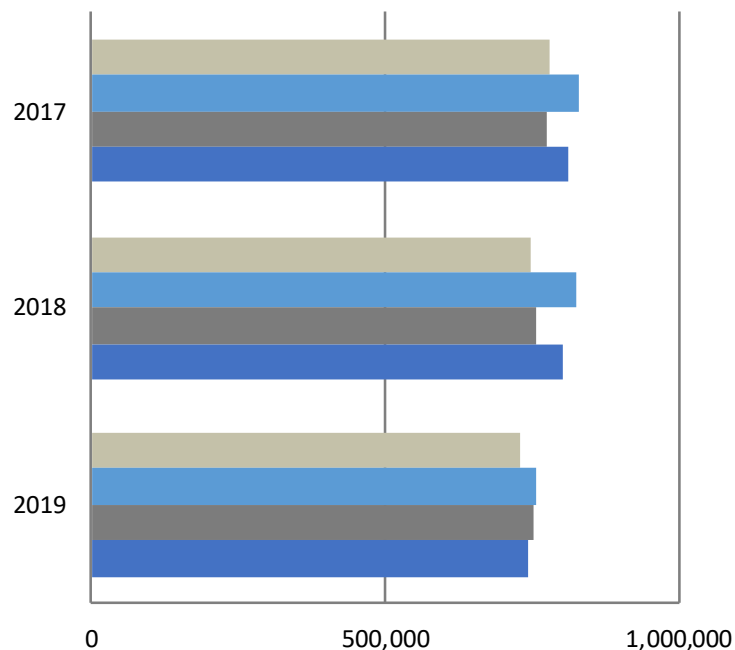
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$17,443,785.09	\$17,435,422.33	\$15,039,708.59
Week 7	\$17,730,256.98	\$18,707,170.96	\$15,983,563.53
Week 8	\$18,024,290.14	\$17,072,659.97	\$15,046,603.77
Week 9	\$17,941,975.26	\$17,966,988.87	\$15,510,574.00
Total	\$71,140,307.47	\$71,182,242.13	\$61,580,449.89

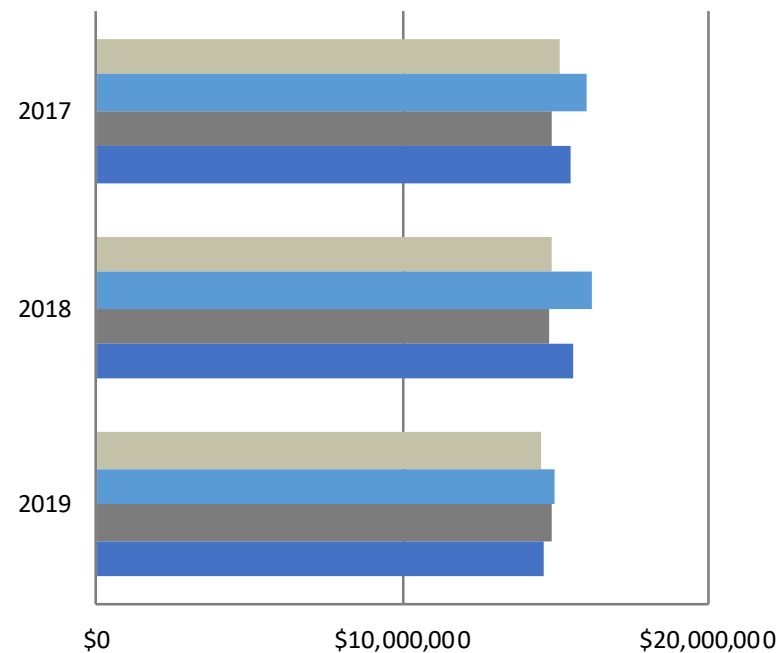
RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	728,060	744,949	777,814
Week 7	756,789	823,982	830,462
Week 8	751,837	756,649	773,260
Week 9	741,448	802,657	810,856
Total	2,978,134	3,128,237	3,192,392

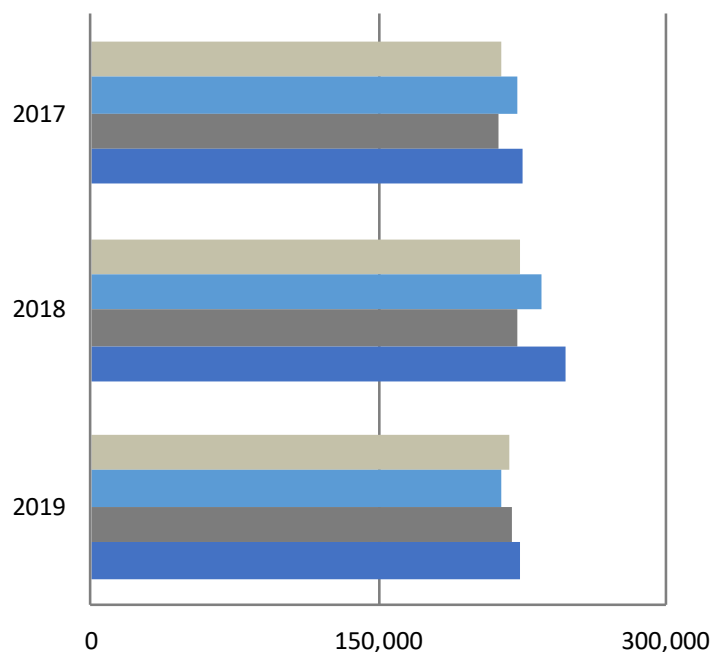
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$14,557,490.71	\$14,901,776.90	\$15,133,964.95
Week 7	\$15,016,191.46	\$16,202,843.49	\$16,048,191.64
Week 8	\$14,888,249.40	\$14,806,832.27	\$14,881,259.73
Week 9	\$14,630,536.53	\$15,568,482.21	\$15,476,205.38
Total	\$59,092,468.10	\$61,479,934.87	\$61,539,621.70

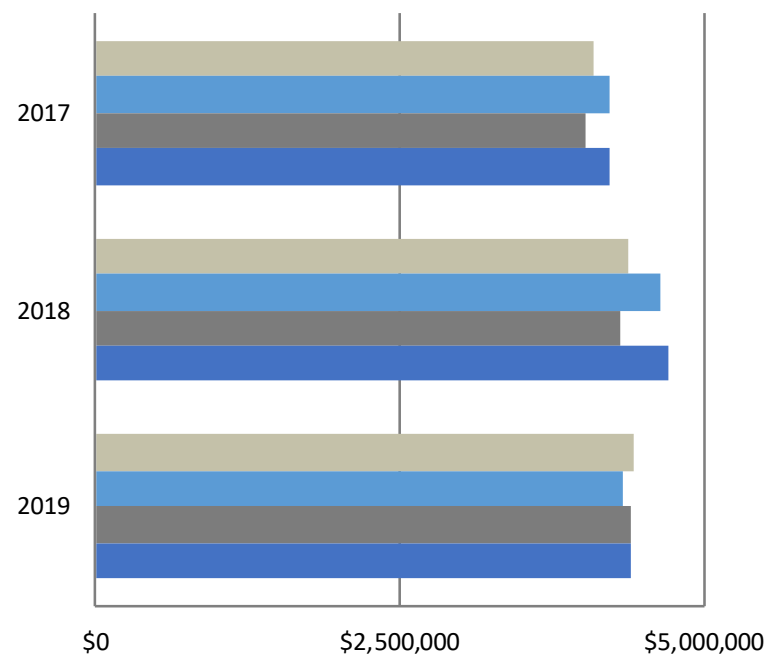
FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	219,063	223,693	214,032
Week 7	214,051	235,341	222,067
Week 8	219,311	222,795	212,351
Week 9	224,570	248,212	225,984
Total	876,995	930,041	874,434

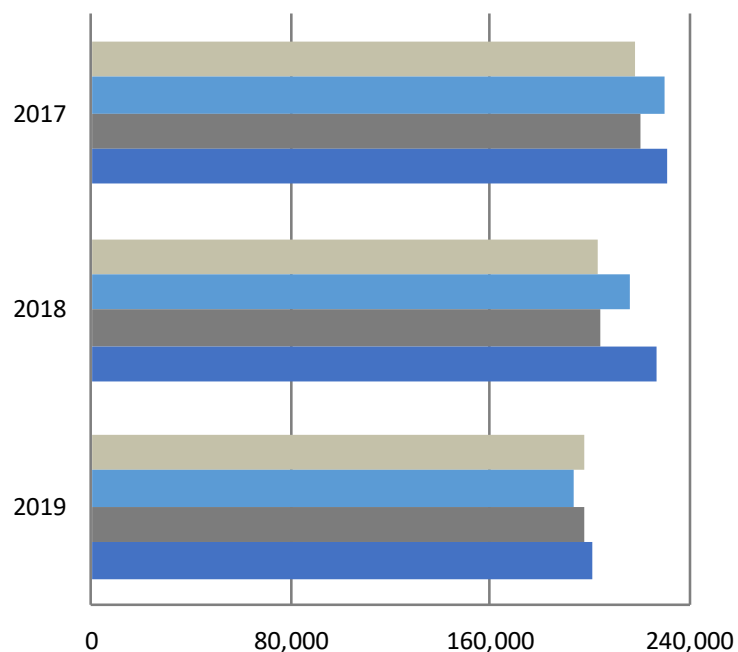
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$4,412,849.47	\$4,369,510.20	\$4,094,181.28
Week 7	\$4,336,522.26	\$4,624,900.65	\$4,220,371.39
Week 8	\$4,383,774.50	\$4,306,355.23	\$4,018,711.68
Week 9	\$4,403,378.09	\$4,695,298.09	\$4,222,201.14
Total	\$876,995.00	\$930,041.00	\$16,555,465.49

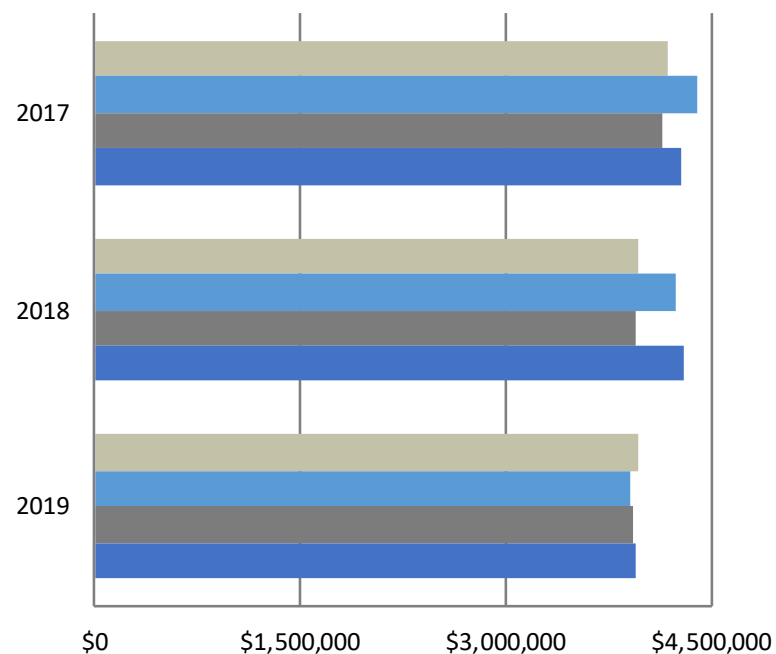
FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	197,758	202,676	218,332
Week 7	193,568	215,732	230,330
Week 8	197,291	203,811	219,873
Week 9	201,445	226,369	231,489
Total	790,062	848,588	900,024

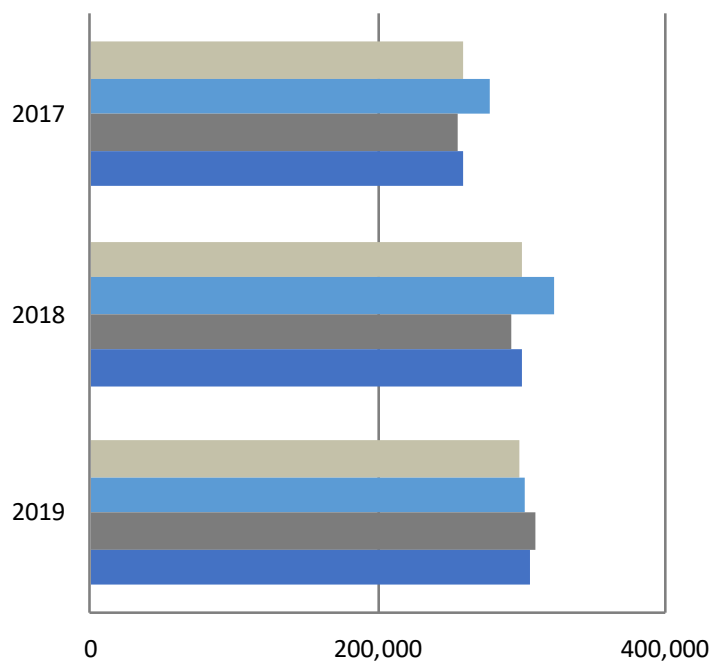
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$3,956,255.42	\$3,959,750.06	\$4,169,090.76
Week 7	\$3,907,097.92	\$4,239,632.33	\$4,380,207.84
Week 8	\$3,921,166.10	\$3,942,335.78	\$4,141,344.73
Week 9	\$3,937,423.82	\$4,291,977.76	\$4,268,900.55
Total	\$15,721,943.26	\$16,433,695.93	\$16,959,543.88

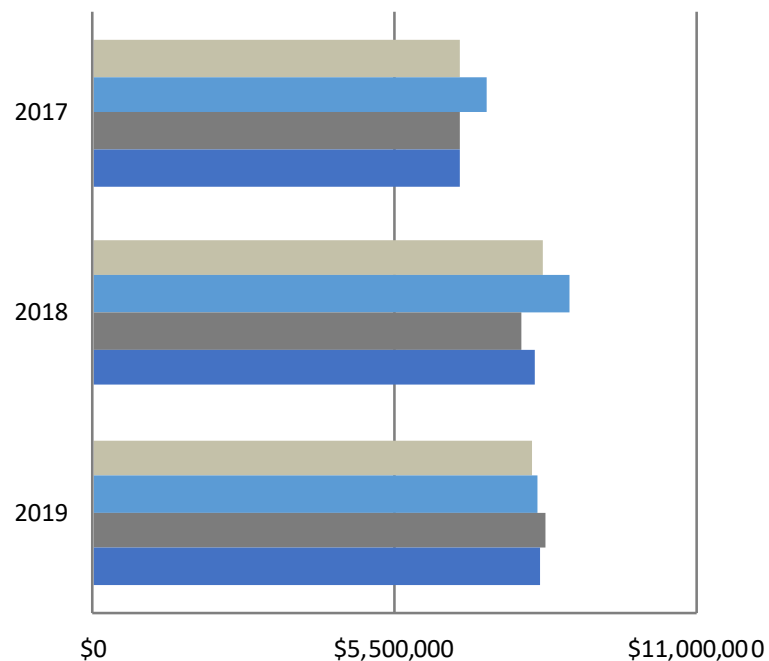
NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	299,178	300,082	258,549
Week 7	303,226	322,221	277,199
Week 8	309,729	292,206	255,668
Week 9	305,264	300,494	259,293
Total	1,217,397	1,215,003	1,050,709

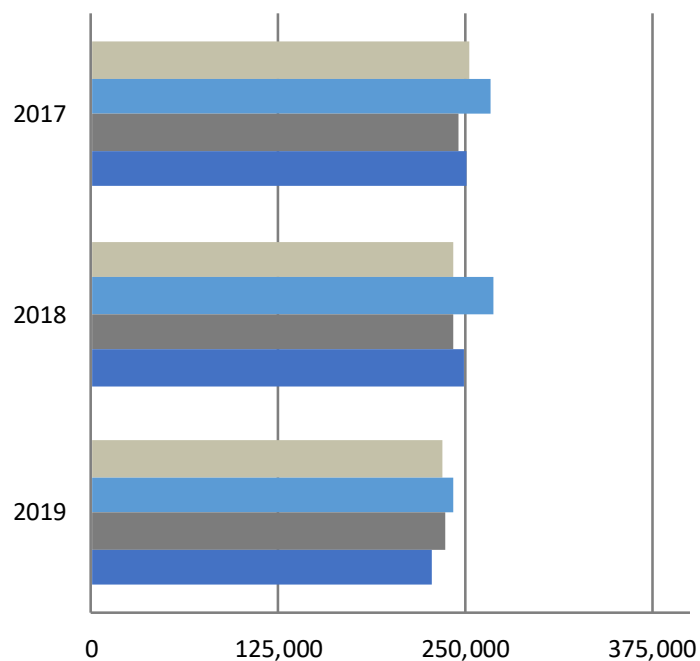
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$8,012,887.78	\$8,216,199.80	\$6,694,790.86
Week 7	\$8,094,707.21	\$8,703,504.89	\$7,173,777.98
Week 8	\$8,281,360.50	\$7,815,957.12	\$6,701,316.39
Week 9	\$8,162,870.94	\$8,050,032.68	\$6,696,866.99
Total	\$32,551,826.43	\$32,785,694.49	\$27,266,752.22

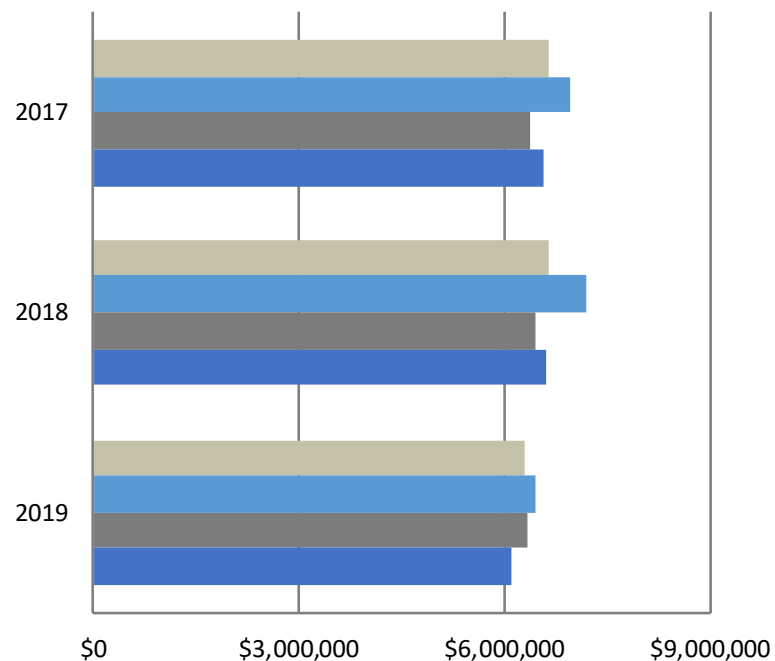
NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	234,154	242,628	252,352
Week 7	241,012	268,382	266,632
Week 8	236,964	242,561	244,661
Week 9	228,328	248,507	250,259
Total	940,458	1,002,078	1,013,904

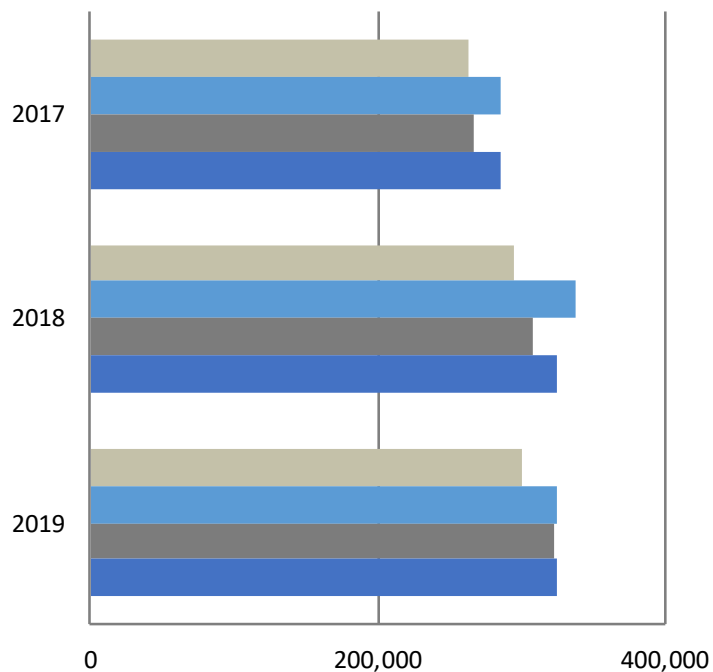
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$6,295,070.27	\$6,620,622.54	\$6,638,720.71
Week 7	\$6,456,648.06	\$7,185,092.38	\$6,960,502.79
Week 8	\$6,311,673.03	\$6,454,062.58	\$6,346,868.59
Week 9	\$6,091,974.22	\$6,607,056.74	\$6,536,790.41
Total	\$25,155,365.58	\$26,866,834.24	\$26,482,882.50

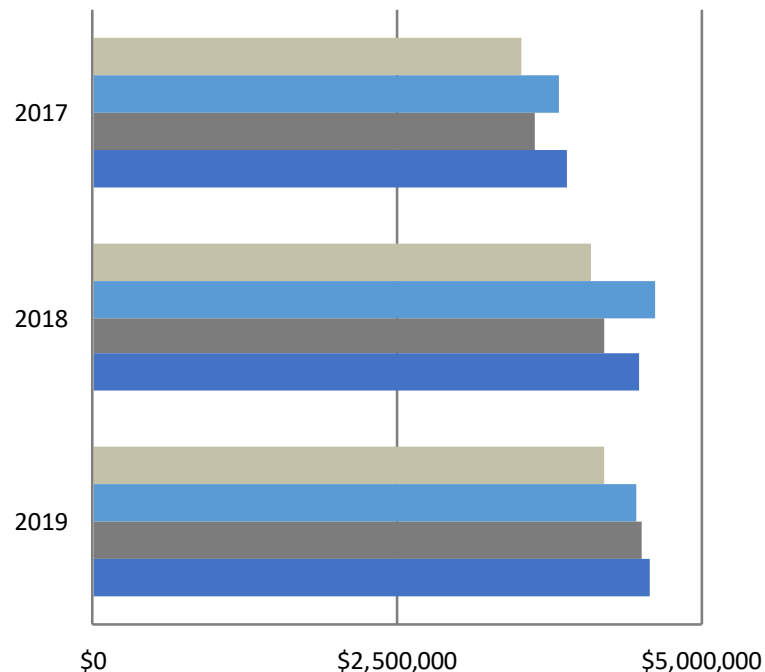
JUVENILE: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	301,180	294,980	263,478
Week 7	325,008	337,985	285,188
Week 8	323,134	307,058	267,524
Week 9	323,991	325,684	286,094
Total	1,273,313	1,265,707	1,102,284

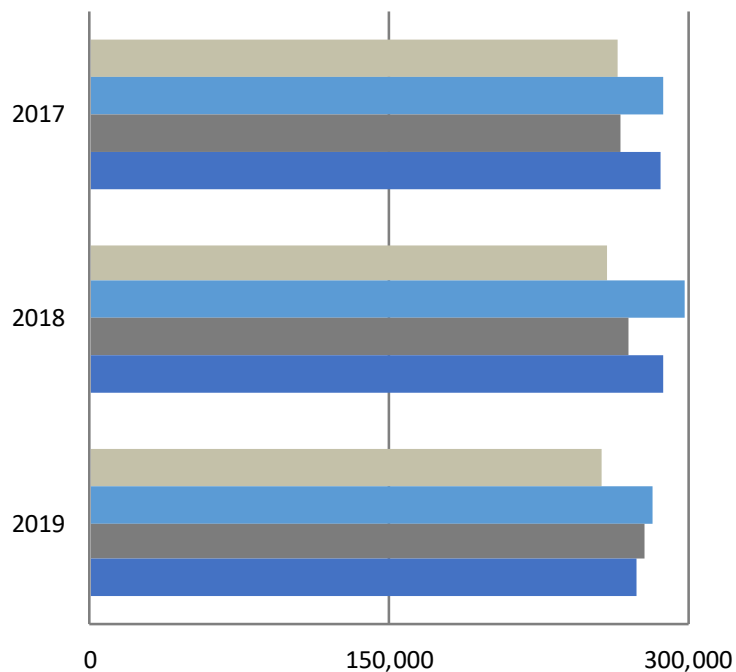
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$4,187,898.41	\$4,076,272.26	\$3,517,767.09
Week 7	\$4,453,019.17	\$4,601,608.90	\$3,825,359.26
Week 8	\$4,512,438.81	\$4,205,891.59	\$3,625,697.23
Week 9	\$4,565,251.05	\$4,485,346.40	\$3,892,816.42
Total	\$17,718,607.44	\$17,369,119.15	\$14,861,640.00

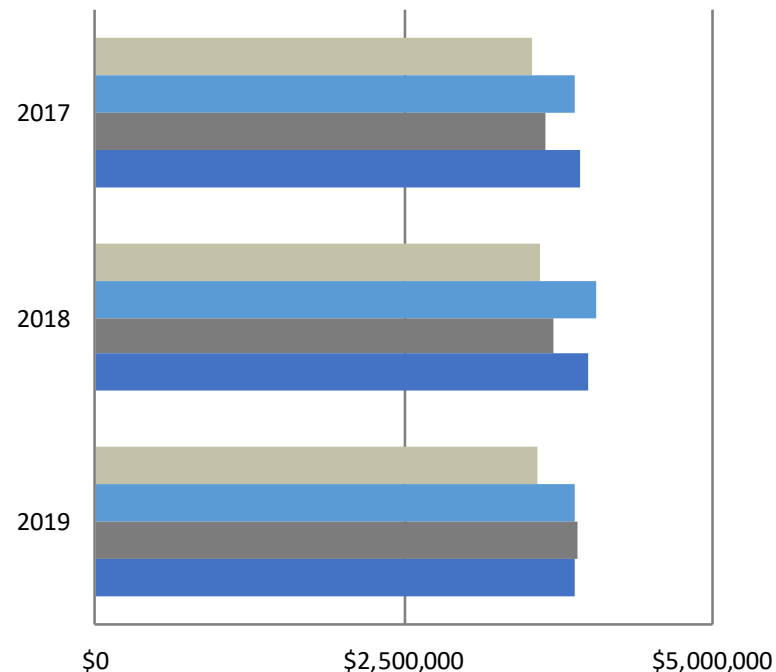
JUVENILE: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	256,336	259,200	263,997
Week 7	281,759	297,619	287,136
Week 8	277,559	269,839	266,027
Week 9	273,557	287,144	286,588
Total	1,089,211	1,113,802	1,103,748

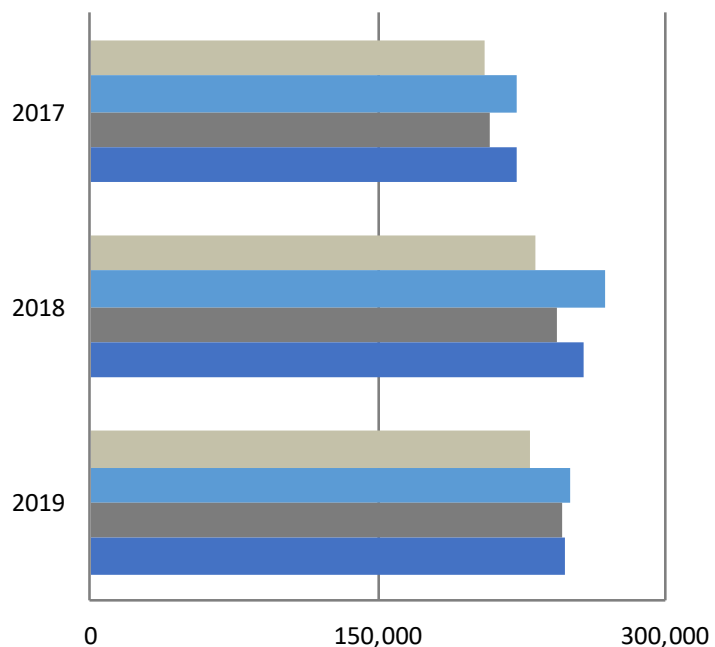
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$3,575,742.33	\$3,603,982.75	\$3,541,288.20
Week 7	\$3,891,199.91	\$4,058,219.65	\$3,875,635.59
Week 8	\$3,894,404.48	\$3,716,972.36	\$3,640,816.45
Week 9	\$3,885,701.32	\$3,980,218.35	\$3,926,150.16
Total	\$15,247,048.04	\$15,359,393.11	\$14,983,890.40

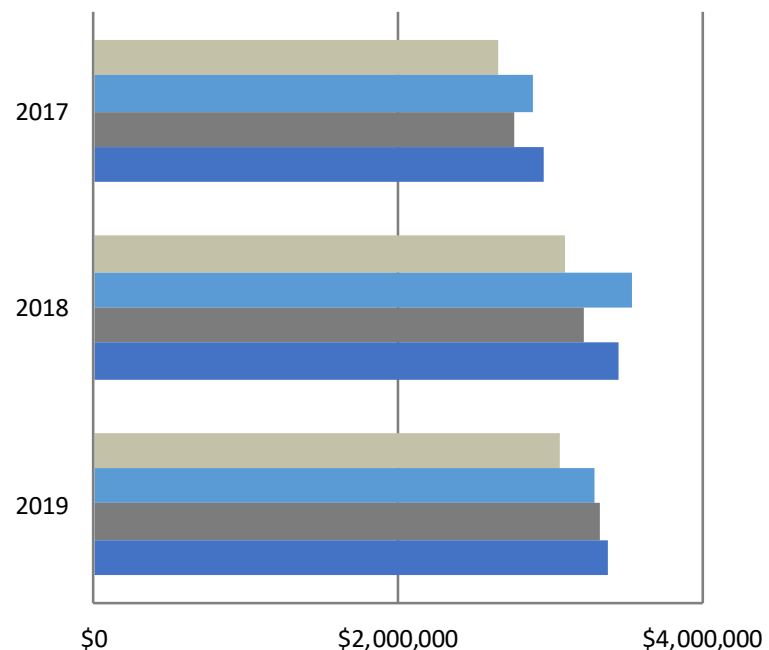
JUVENILE FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	230,073	231,878	206,153
Week 7	251,015	269,346	222,388
Week 8	247,022	243,077	209,168
Week 9	247,867	256,878	222,582
Total	975,977	1,001,179	860,291

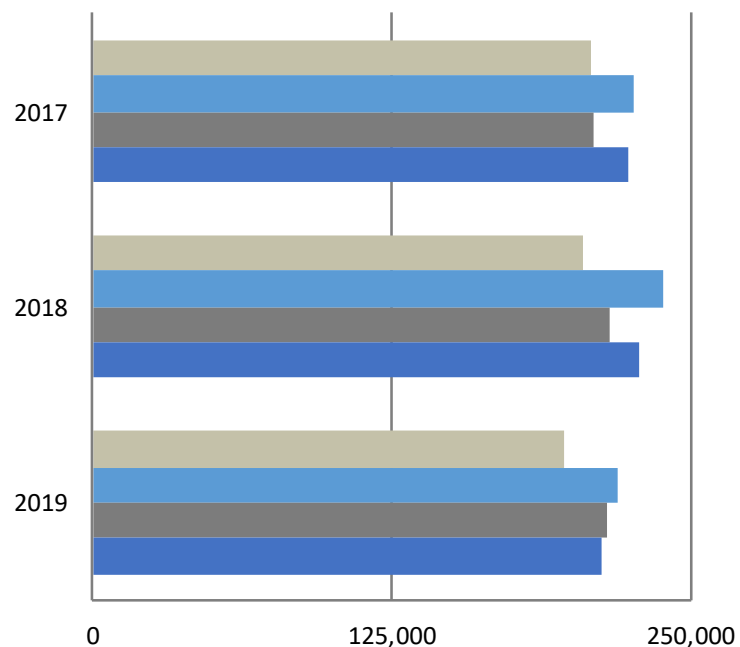
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$3,060,047.99	\$3,085,753.33	\$2,659,836.92
Week 7	\$3,289,965.56	\$3,530,982.20	\$2,880,146.04
Week 8	\$3,315,892.66	\$3,215,255.98	\$2,757,826.66
Week 9	\$3,376,345.08	\$3,435,707.87	\$2,944,369.91
Total	\$13,042,251.29	\$13,267,699.38	\$11,242,179.53

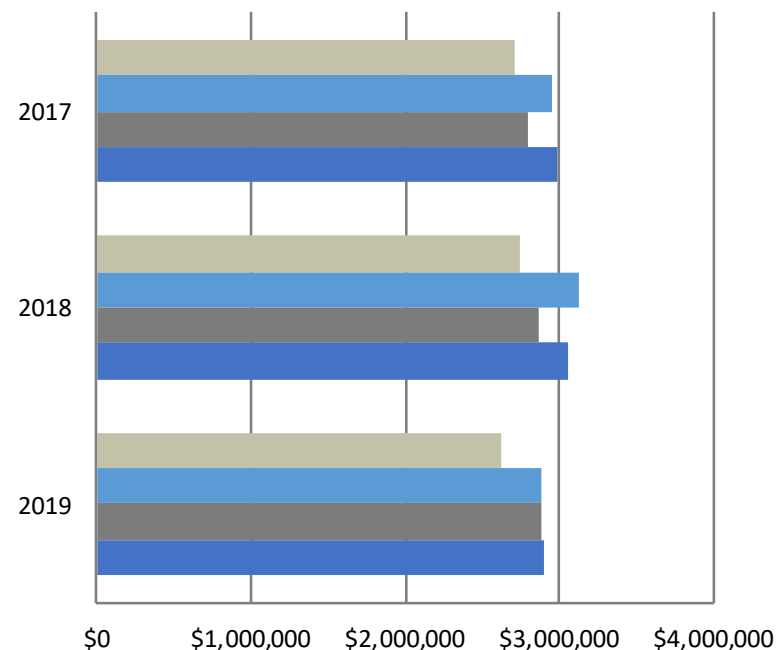
JUVENILE FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	197,324	205,307	208,702
Week 7	219,201	238,275	225,739
Week 8	215,263	215,895	209,425
Week 9	212,272	228,396	224,402
Total	844,060	887,873	868,268

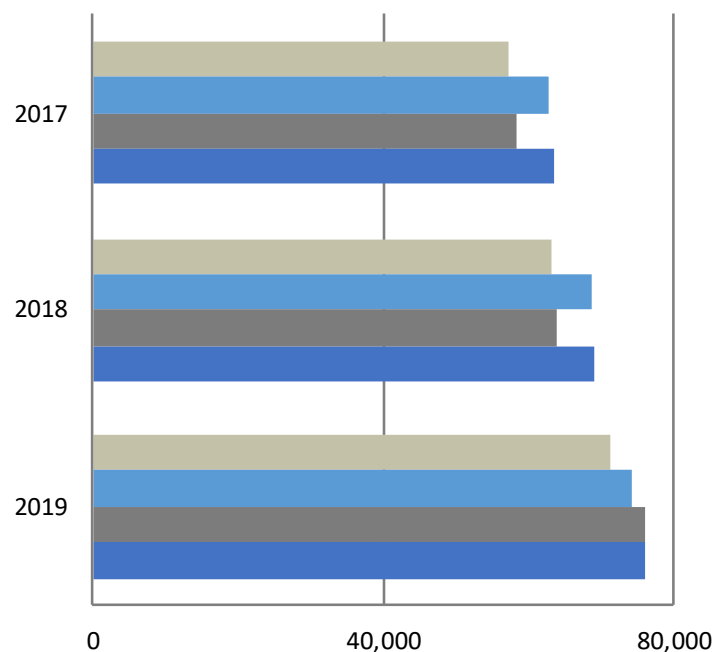
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$2,614,334.08	\$2,733,315.26	\$2,709,590.09
Week 7	\$2,883,262.93	\$3,114,856.83	\$2,943,291.97
Week 8	\$2,878,722.86	\$2,855,562.95	\$2,788,651.84
Week 9	\$2,889,541.88	\$3,055,829.93	\$2,989,694.55
Total	\$11,265,861.75	\$11,759,564.97	\$11,431,228.45

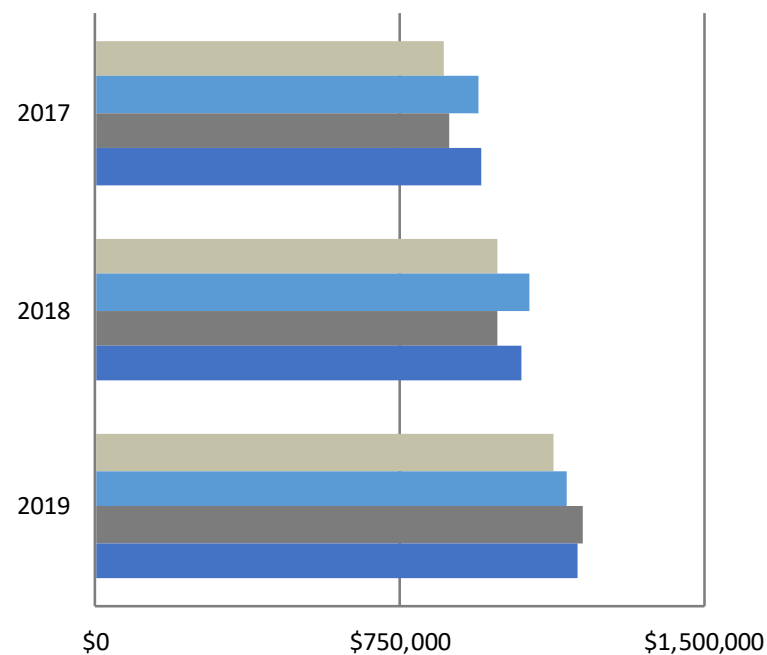
JUVENILE NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	71,107	63,102	57,325
Week 7	73,993	68,639	62,800
Week 8	76,112	63,981	58,356
Week 9	76,124	68,806	63,512
Total	297,336	264,528	241,993

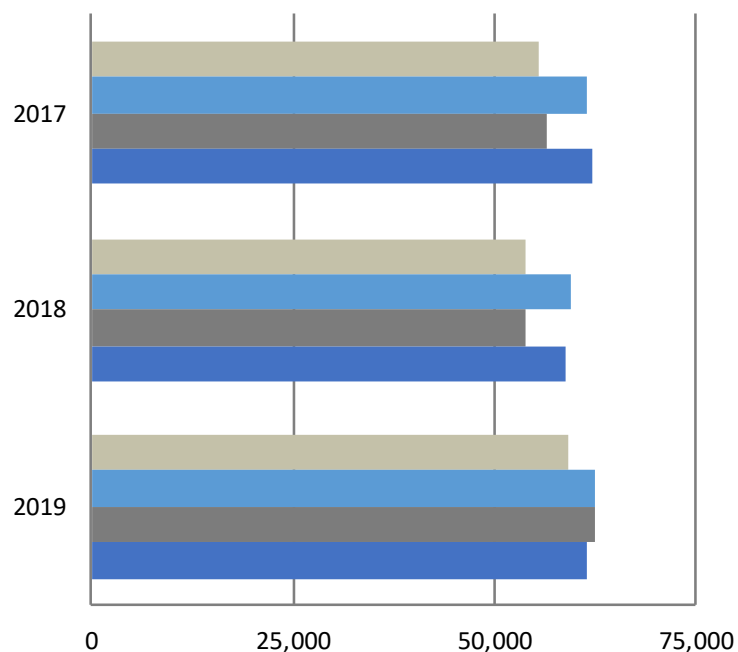
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$1,127,850.42	\$990,518.93	\$857,930.17
Week 7	\$1,163,053.61	\$1,070,626.70	\$945,213.22
Week 8	\$1,196,546.15	\$990,635.61	\$867,870.57
Week 9	\$1,188,905.97	\$1,049,638.53	\$948,446.51
Total	\$4,676,356.15	\$4,101,419.77	\$3,619,460.47

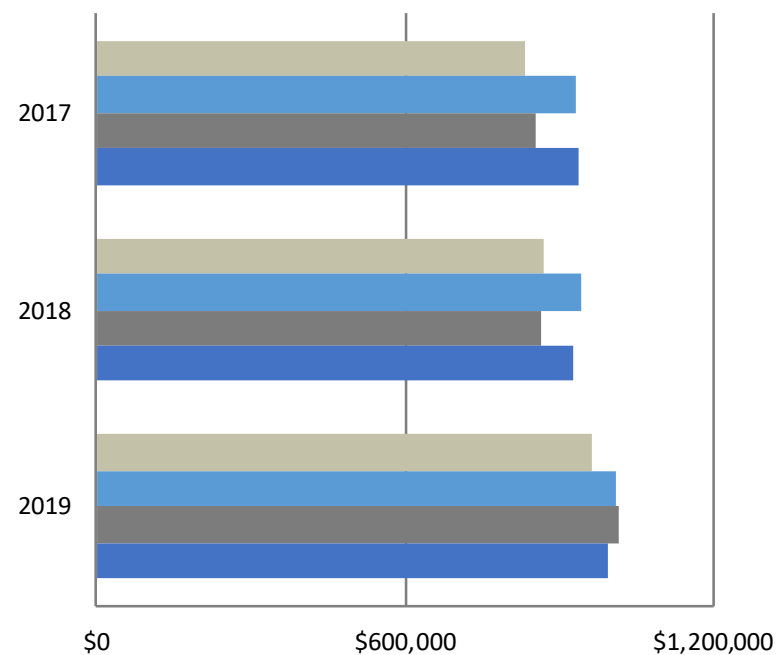
JUVENILE NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	59,012	53,893	55,295
Week 7	62,558	59,344	61,397
Week 8	62,296	53,944	56,602
Week 9	61,285	58,748	62,186
Total	245,151	225,929	235,480

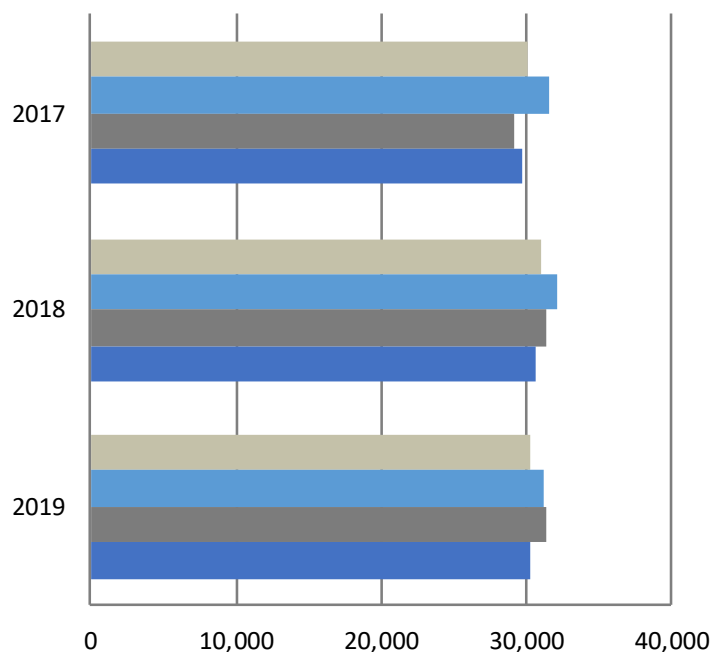
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$961,408.25	\$870,667.49	\$831,698.11
Week 7	\$1,007,936.98	\$943,362.82	\$932,343.62
Week 8	\$1,015,681.62	\$861,409.41	\$852,164.61
Week 9	\$996,159.44	\$924,388.42	\$936,455.61
Total	\$3,981,186.29	\$3,599,828.14	\$3,552,661.95

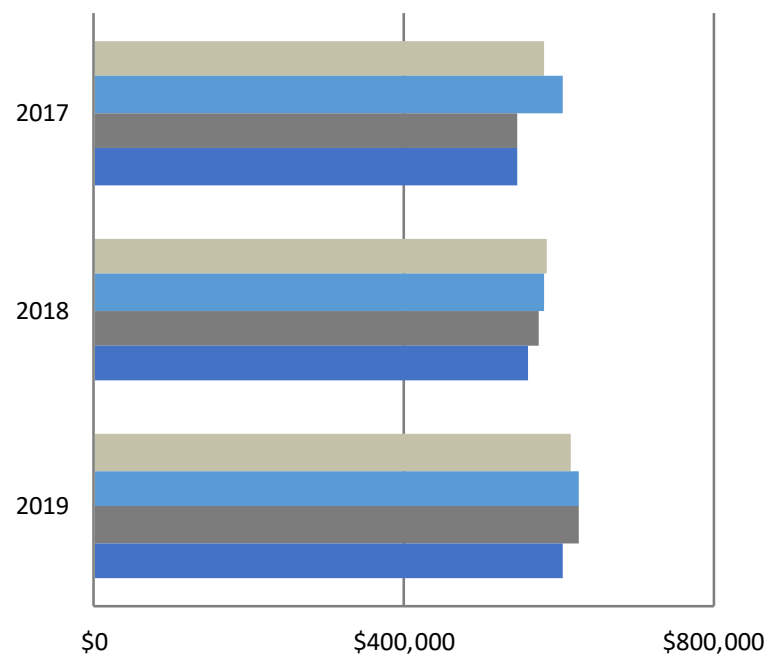
YOUNG ADULT: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	30,328	31,069	30,128
Week 7	31,153	32,127	31,512
Week 8	31,423	31,340	29,204
Week 9	30,236	30,569	29,719
Total	123,140	125,105	120,563

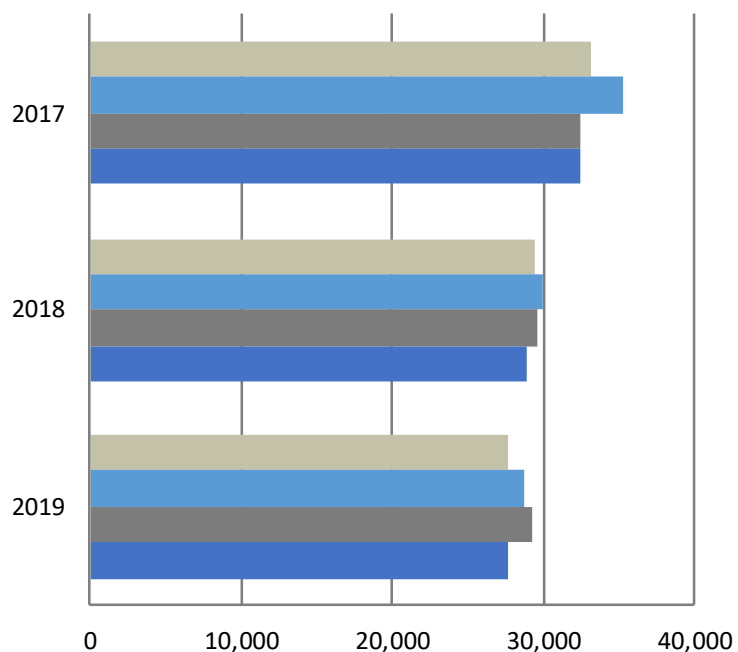
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$616,389.57	\$584,624.06	\$581,824.25
Week 7	\$626,613.78	\$581,370.22	\$604,543.55
Week 8	\$626,988.44	\$574,075.16	\$544,835.61
Week 9	\$605,975.33	\$561,522.49	\$544,850.69
Total	\$2,475,967.12	\$2,301,591.93	\$2,276,054.10

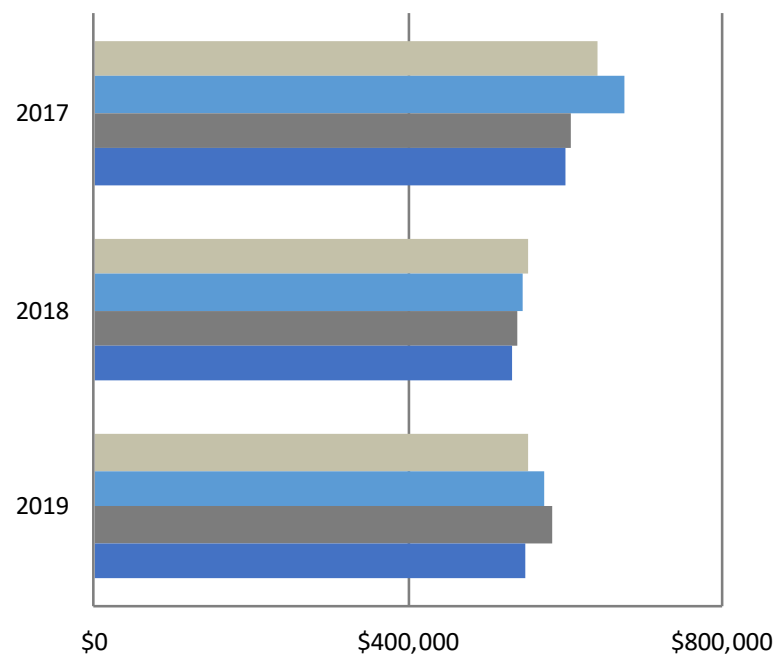
YOUNG ADULT: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	27,550	29,365	33,040
Week 7	28,632	29,879	35,267
Week 8	29,278	29,502	32,418
Week 9	27,554	28,933	32,476
Total	113,014	117,679	133,201

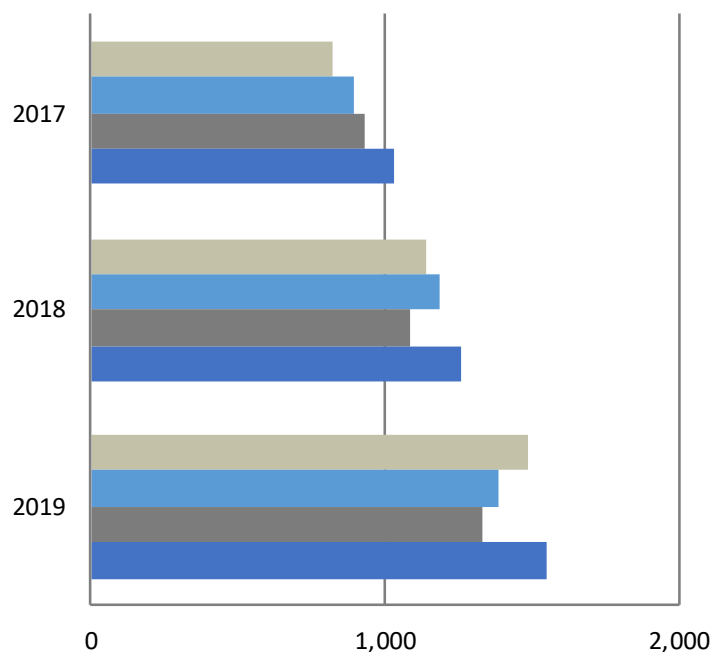
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$554,003.20	\$552,213.19	\$643,092.75
Week 7	\$573,821.03	\$545,705.03	\$676,696.95
Week 8	\$581,905.96	\$540,844.51	\$608,097.89
Week 9	\$550,283.80	\$531,819.59	\$599,392.12
Total	\$2,260,013.99	\$2,170,582.32	\$2,527,279.71

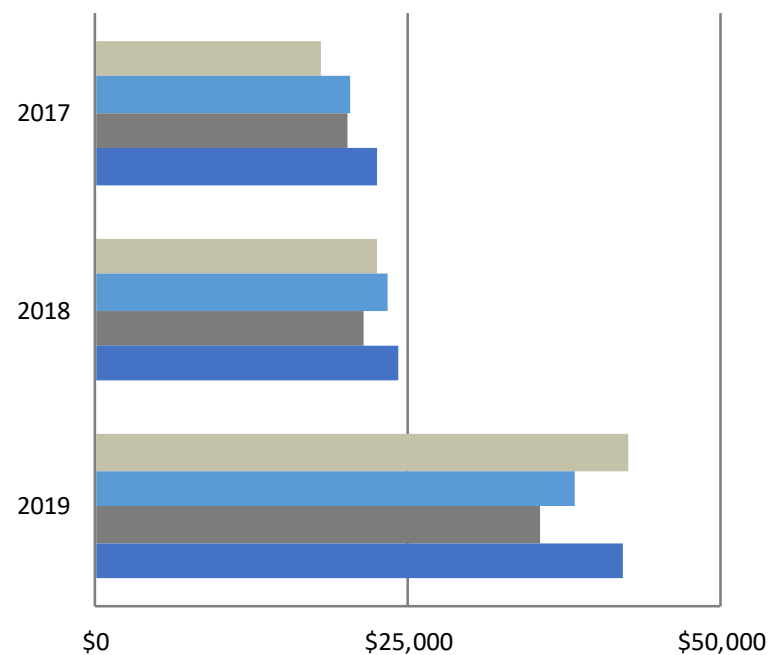
YOUNG ADULT FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	1,484	1,140	818
Week 7	1,383	1,184	895
Week 8	1,330	1,081	932
Week 9	1,554	1,258	1,034
Total	5,751	4,663	3,679

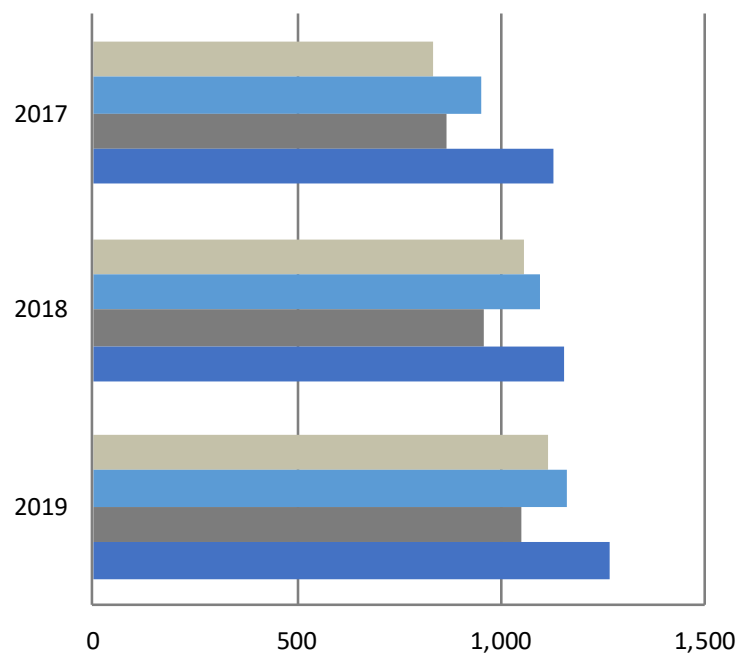
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$42,540.05	\$22,355.43	\$17,915.09
Week 7	\$38,186.20	\$23,200.97	\$20,289.46
Week 8	\$35,380.96	\$21,403.64	\$20,125.91
Week 9	\$42,171.88	\$24,090.87	\$22,450.57
Total	\$158,279.09	\$91,050.91	\$80,781.03

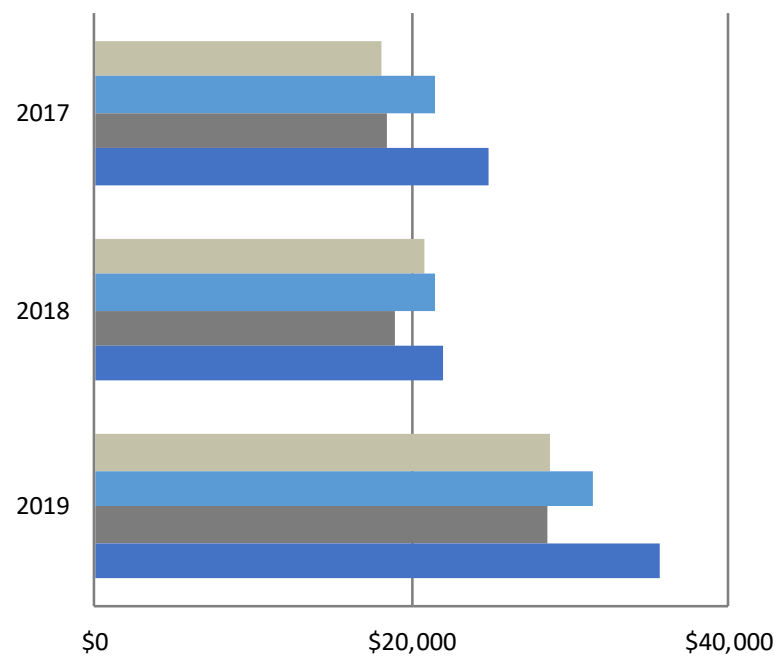
YOUNG ADULT FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	1,118	1,057	834
Week 7	1,163	1,096	950
Week 8	1,054	956	866
Week 9	1,267	1,157	1,128
Total	4,602	4,266	3,778

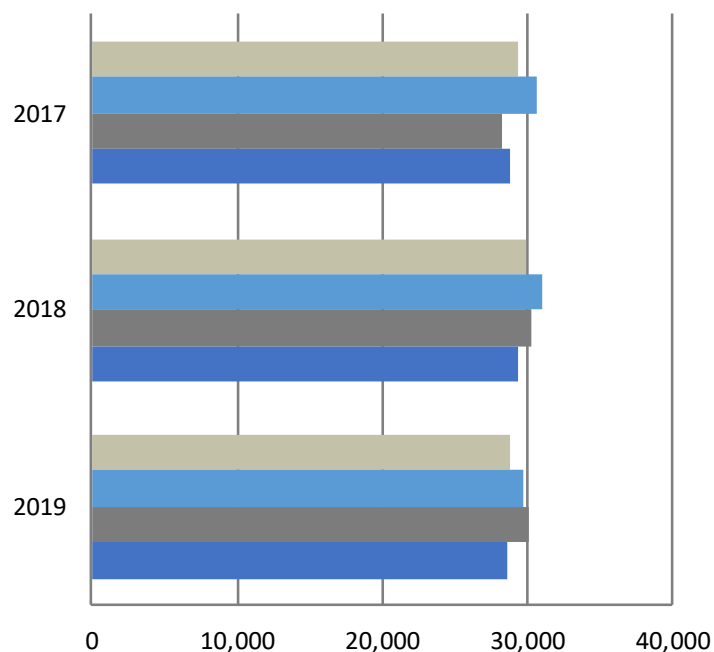
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$28,664.87	\$20,753.18	\$18,121.18
Week 7	\$31,319.84	\$21,357.04	\$21,390.30
Week 8	\$28,548.16	\$18,859.24	\$18,377.21
Week 9	\$35,628.78	\$21,973.14	\$24,775.57
Total	\$124,161.65	\$82,942.60	\$82,664.26

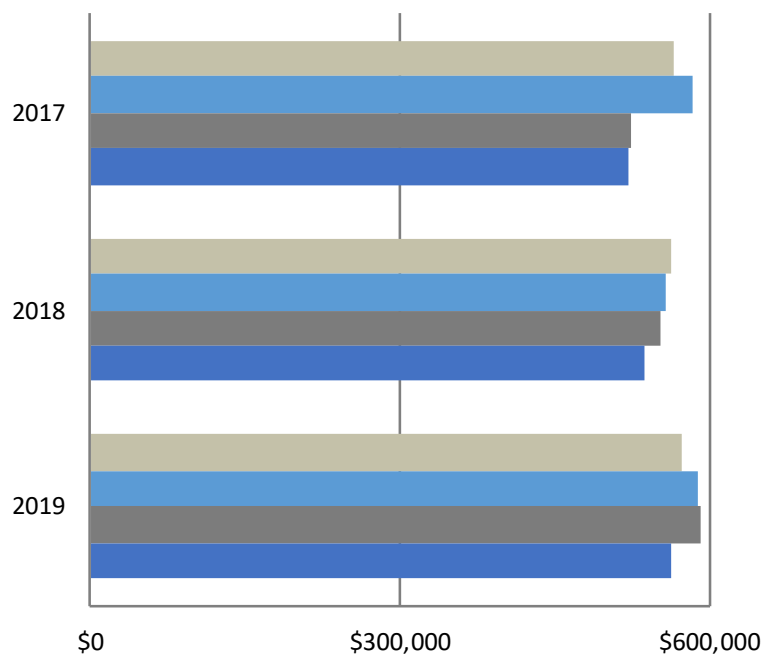
YOUNG ADULT NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	28,844	29,929	29,310
Week 7	29,770	30,943	30,617
Week 8	30,093	30,259	28,272
Week 9	28,682	29,311	28,685
Total	117,389	120,442	116,884

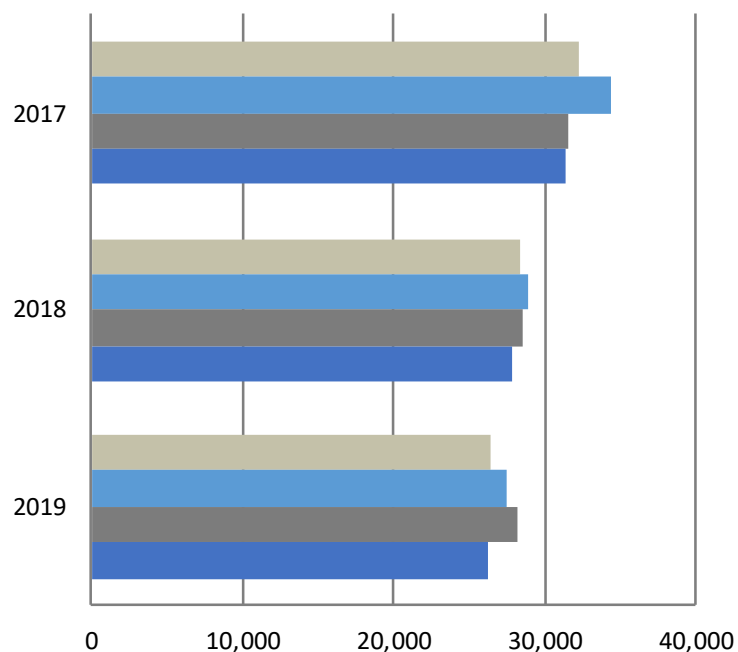
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$573,849.52	\$562,268.63	\$563,909.16
Week 7	\$588,427.58	\$558,169.25	\$584,254.09
Week 8	\$591,607.48	\$552,671.52	\$524,709.70
Week 9	\$563,803.45	\$537,431.62	\$522,400.12
Total	\$2,317,688.03	\$2,210,541.02	\$2,195,273.07

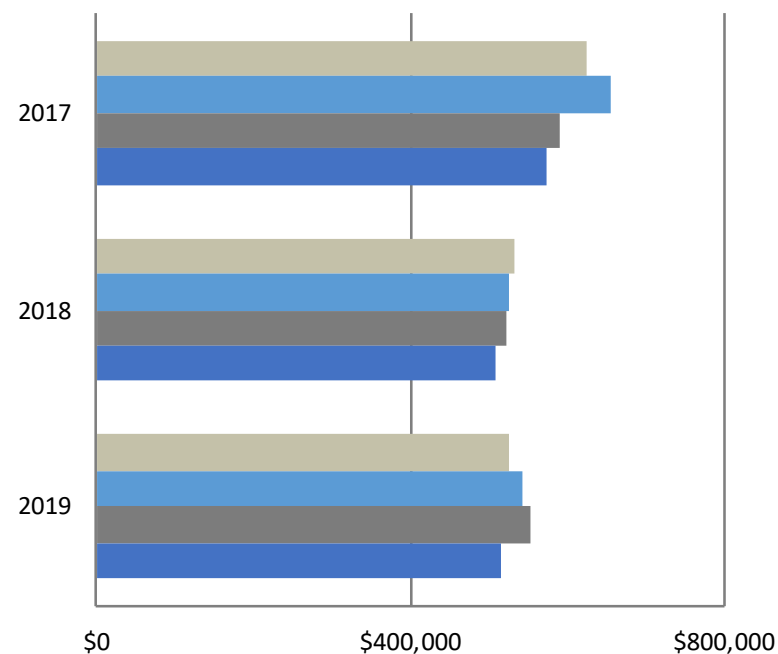
YOUNG ADULT NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 6	26,432	28,308	32,206
Week 7	27,469	28,783	34,317
Week 8	28,224	28,546	31,552
Week 9	26,287	27,776	31,348
Total	108,412	113,413	129,423

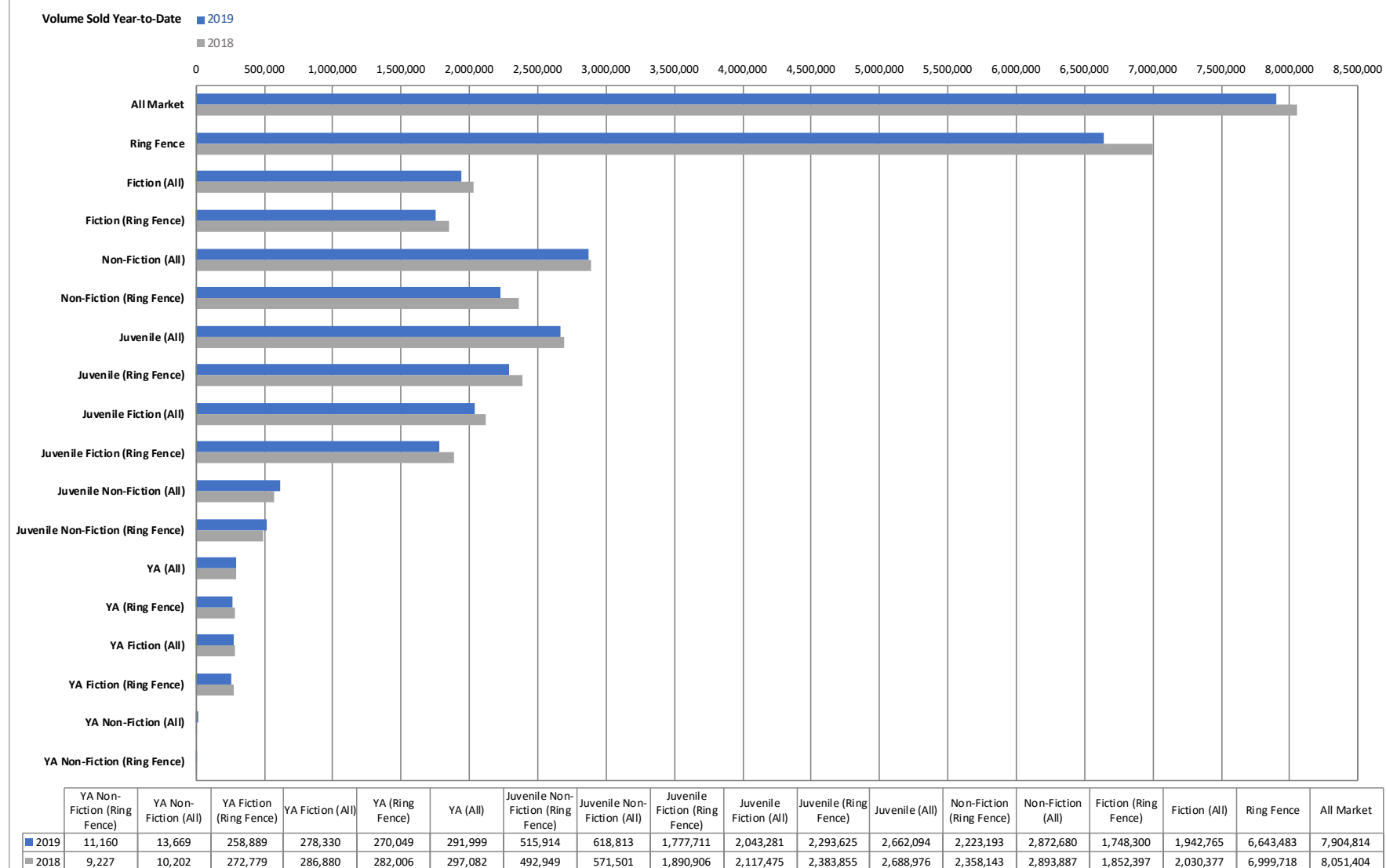
Value Sold (in millions of dollars)



	2019	2018	2017
Week 6	\$525,338.33	\$531,460.01	\$624,971.57
Week 7	\$542,501.19	\$524,347.99	\$655,306.65
Week 8	\$553,357.80	\$521,985.27	\$589,720.68
Week 9	\$514,655.02	\$509,846.45	\$574,616.55
Total	\$2,135,852.34	\$2,087,639.72	\$2,444,615.45

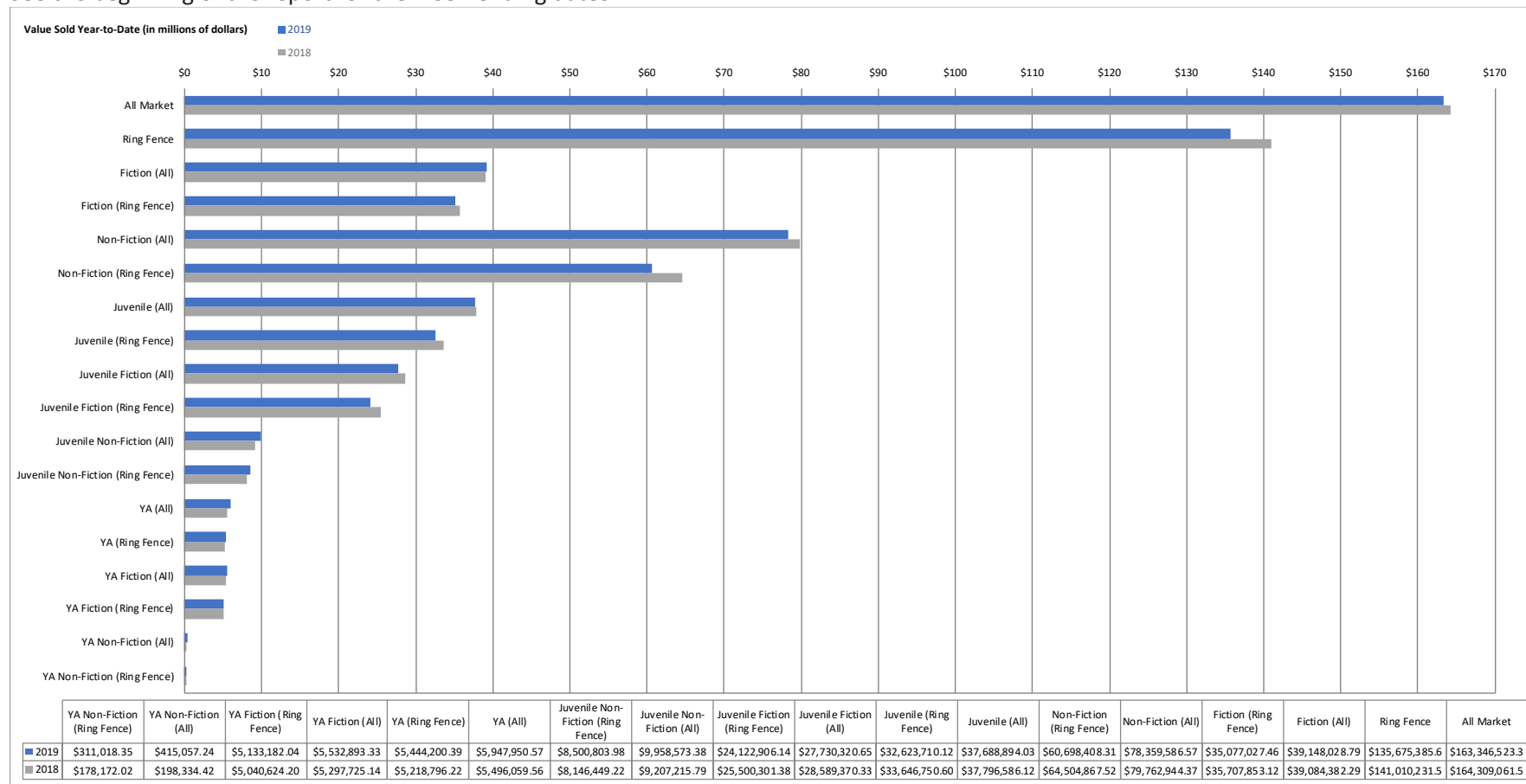
YEAR-TO-DATE COMPARISON: VOLUME

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