



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 4.2019

March 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 March 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

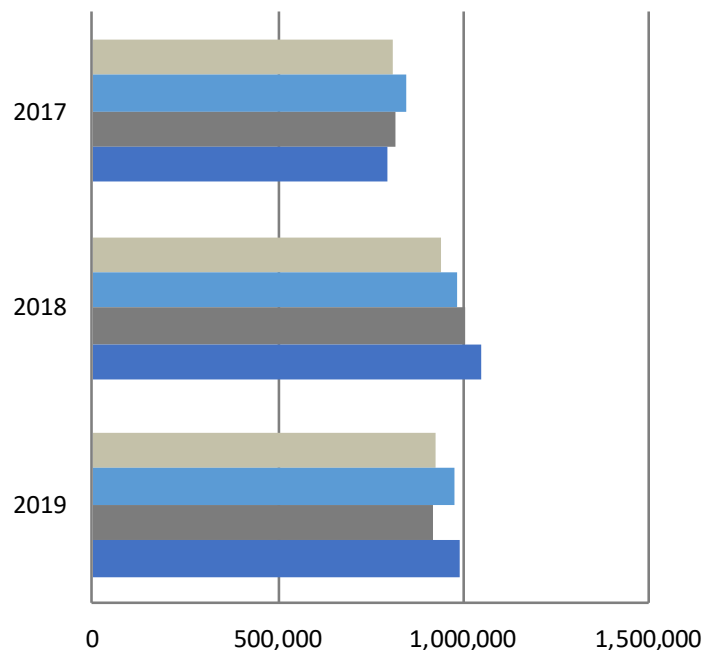
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 10	10-Mar	11-Mar	12-Mar
Week 11	17-Mar	18-Mar	19-Mar
Week 12	24-Mar	25-Mar	26-Mar
Week 13	31-Mar	01-Apr	02-Apr

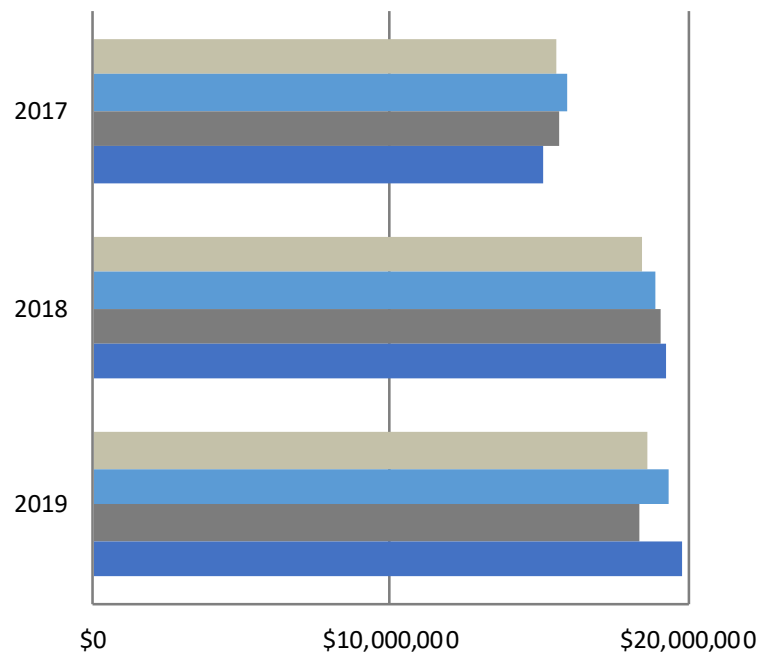
ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	924,318	942,149	808,026
Week 11	979,873	982,361	848,526
Week 12	917,547	1,003,163	818,366
Week 13	991,363	1,047,184	795,170
Total	3,813,101	3,974,857	3,270,088

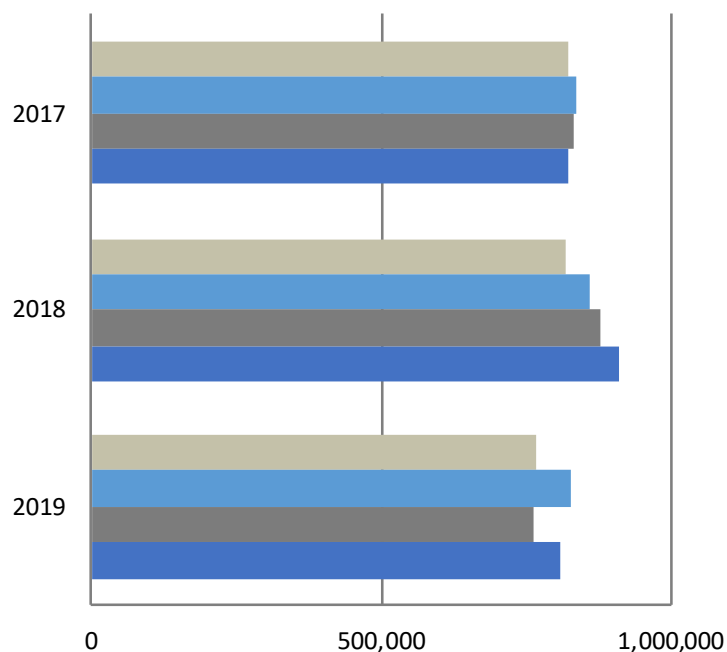
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$18,608,071.93	\$18,485,970.12	\$15,581,504.20
Week 11	\$19,359,698.93	\$18,938,262.50	\$15,969,991.83
Week 12	\$18,366,687.35	\$19,065,333.22	\$15,705,662.13
Week 13	\$19,821,040.51	\$19,282,408.09	\$15,127,006.22
Total	\$76,155,498.72	\$75,771,973.93	\$62,384,164.38

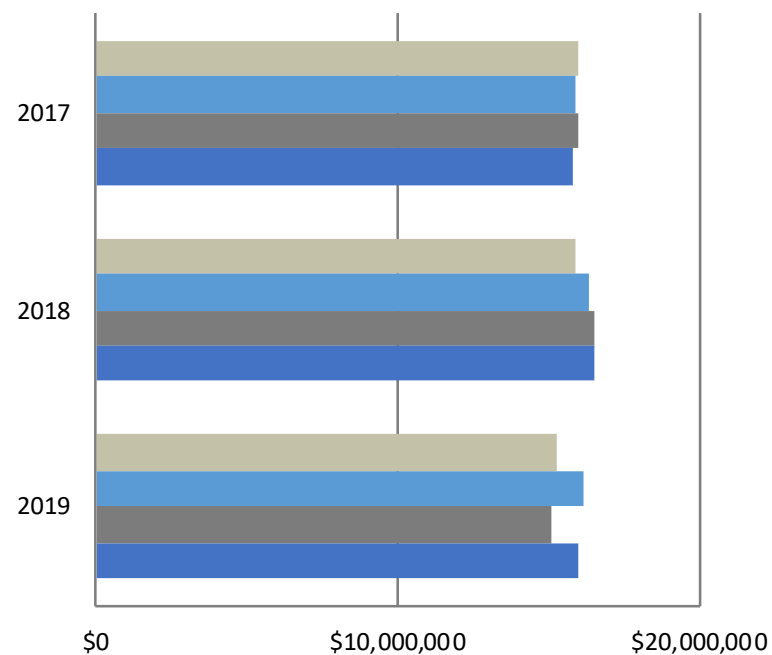
RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	767,193	819,687	822,175
Week 11	828,792	858,626	837,967
Week 12	763,071	876,374	833,103
Week 13	808,258	907,656	820,419
Total	3,167,314	3,462,343	3,313,664

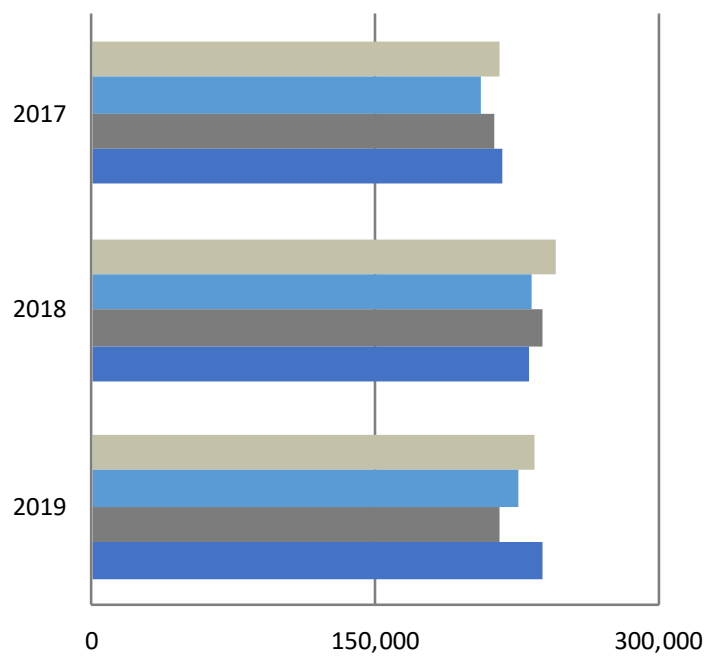
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$15,260,808.80	\$15,927,871.05	\$15,965,219.54
Week 11	\$16,135,561.98	\$16,377,579.93	\$15,896,362.15
Week 12	\$15,114,318.64	\$16,489,586.24	\$16,033,270.21
Week 13	\$15,952,466.74	\$16,555,672.76	\$15,832,247.83
Total	\$62,463,156.16	\$65,350,709.98	\$63,727,099.73

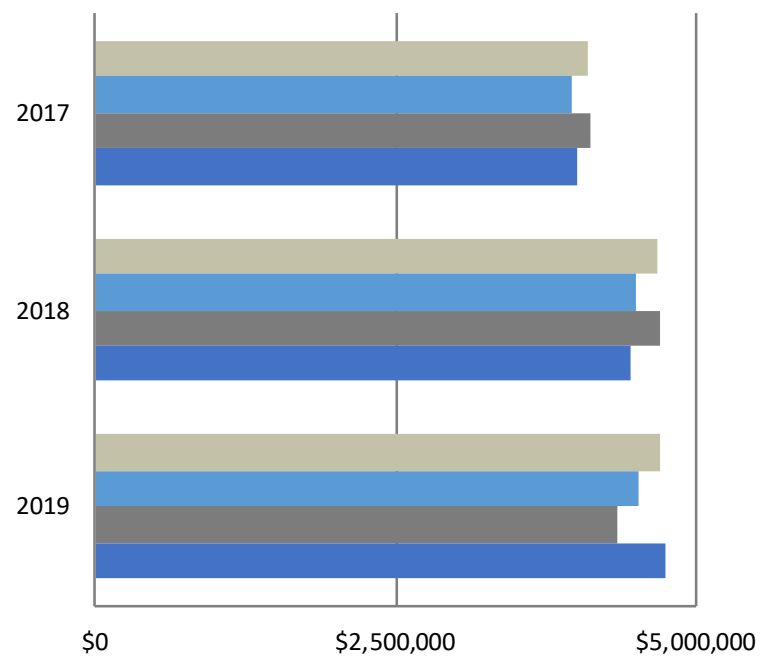
FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	234,653	245,507	215,419
Week 11	226,110	232,278	206,624
Week 12	216,321	238,092	213,236
Week 13	238,683	231,871	217,421
Total	915,767	947,748	852,700

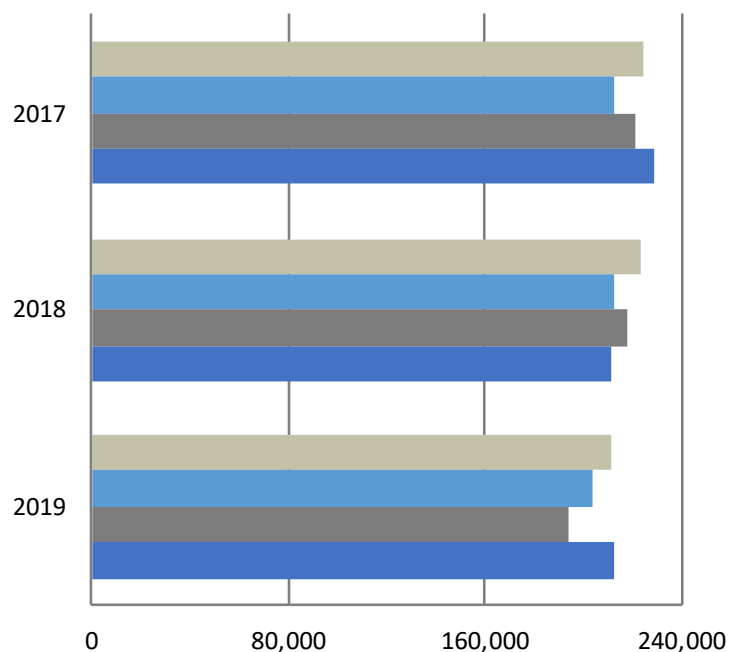
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$4,690,308.43	\$4,684,396.94	\$4,099,554.63
Week 11	\$4,521,528.66	\$4,489,513.86	\$3,966,310.86
Week 12	\$4,330,850.48	\$4,687,861.27	\$4,110,727.02
Week 13	\$4,733,563.70	\$4,450,137.64	\$4,016,168.34
Total	\$18,276,251.27	\$18,311,909.71	\$16,192,760.85

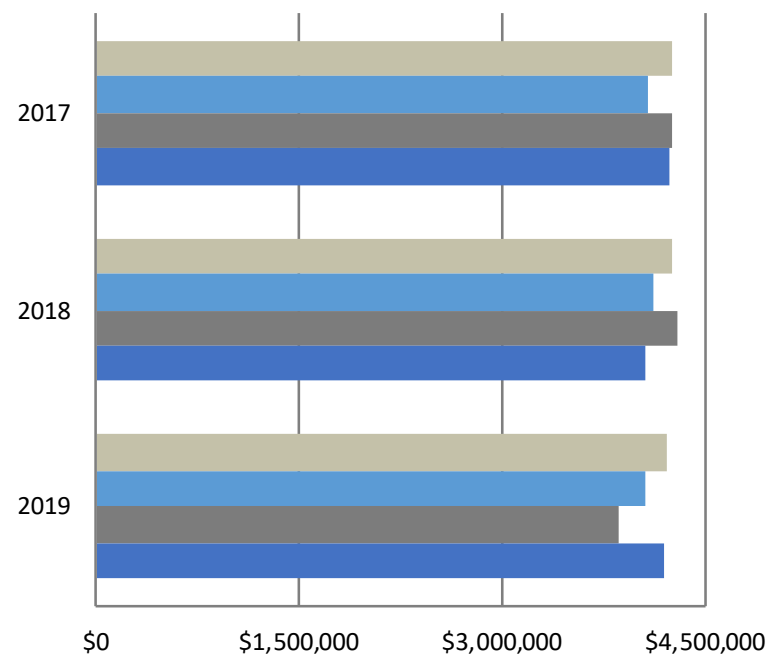
FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	211,786	223,343	223,915
Week 11	203,960	212,826	212,532
Week 12	193,970	217,888	221,685
Week 13	212,318	210,893	228,612
Total	822,034	864,950	886,744

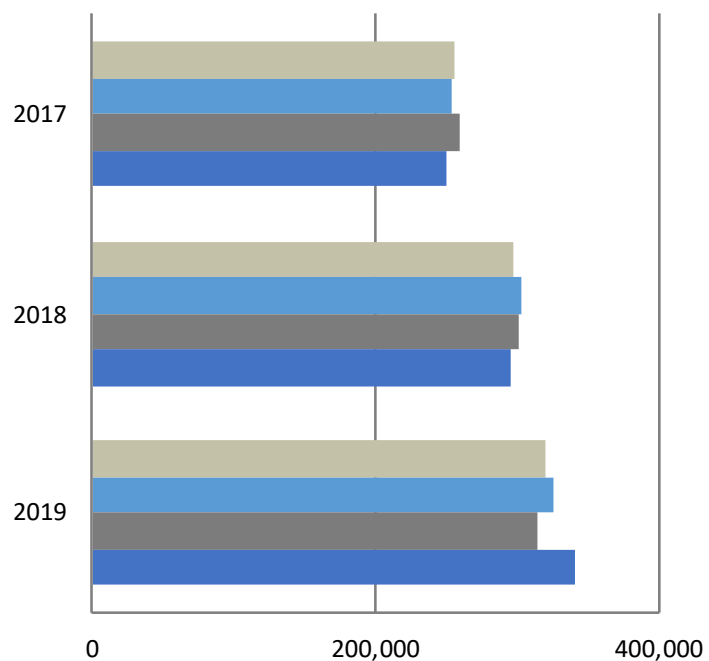
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$4,219,086.50	\$4,258,296.11	\$4,254,927.43
Week 11	\$4,061,518.33	\$4,114,915.30	\$4,076,250.28
Week 12	\$3,862,041.21	\$4,291,374.70	\$4,247,927.72
Week 13	\$4,189,798.33	\$4,055,280.06	\$4,227,718.97
Total	\$16,332,444.37	\$16,719,866.17	\$16,806,824.40

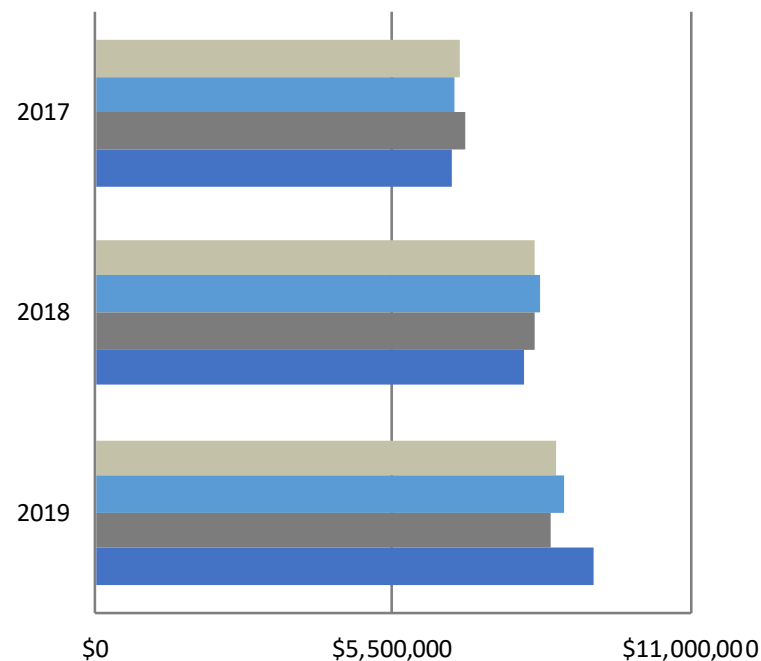
NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	319,975	297,883	255,587
Week 11	326,477	303,563	252,975
Week 12	314,636	300,466	259,234
Week 13	341,154	295,828	250,262
Total	1,302,242	1,197,740	1,018,058

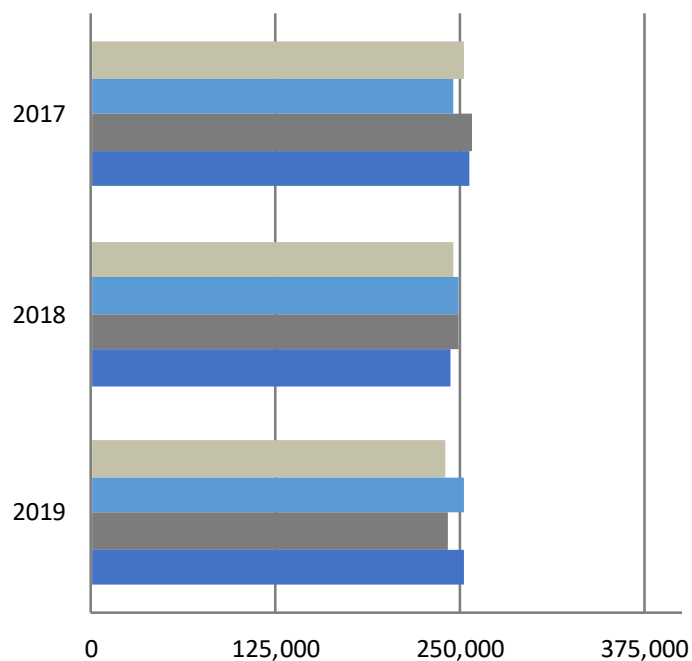
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$8,531,909.44	\$8,101,860.45	\$6,749,602.20
Week 11	\$8,692,266.14	\$8,199,385.28	\$6,655,618.48
Week 12	\$8,434,222.13	\$8,100,467.39	\$6,824,789.31
Week 13	\$9,201,255.27	\$7,921,859.18	\$6,613,335.86
Total	\$34,859,652.98	\$32,323,572.30	\$26,843,345.85

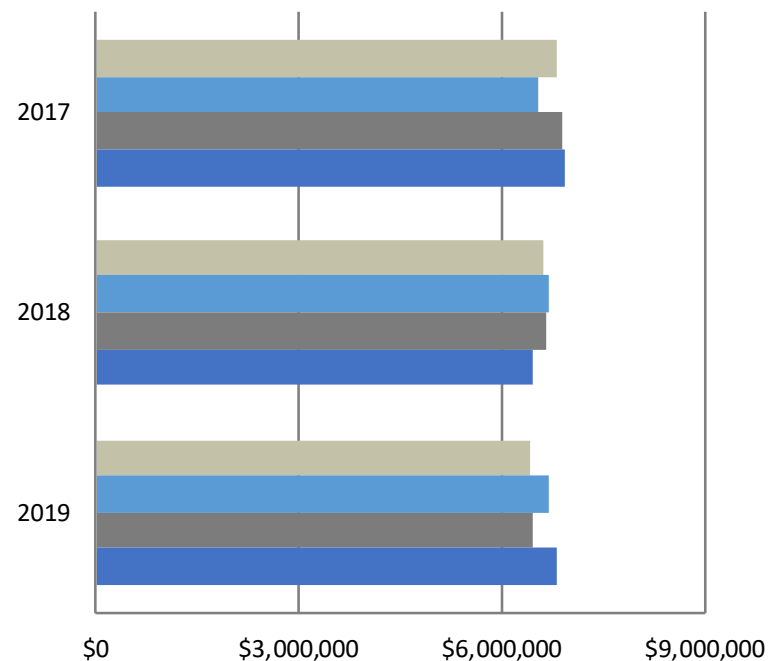
NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	240,165	244,472	253,334
Week 11	251,892	248,952	245,873
Week 12	242,235	249,438	258,445
Week 13	253,070	244,121	255,651
Total	987,362	986,983	1,013,303

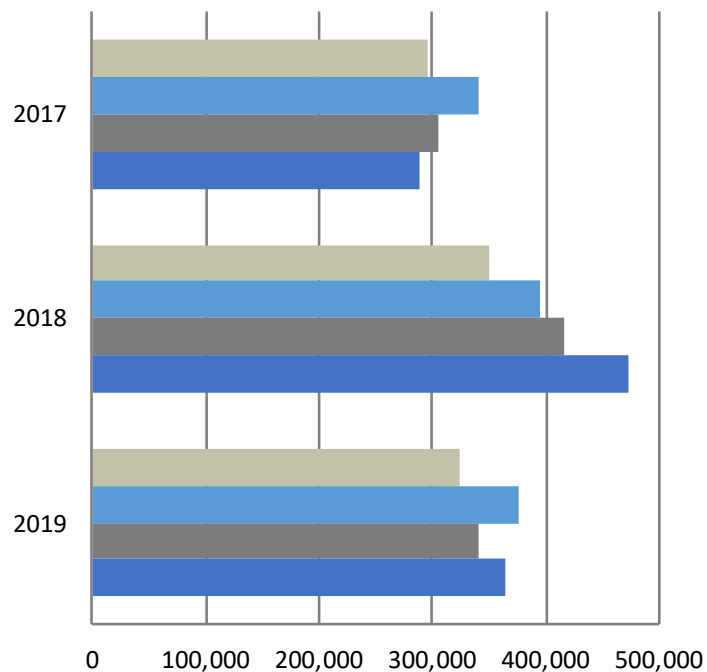
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$6,406,351.25	\$6,588,846.77	\$6,820,736.23
Week 11	\$6,666,524.31	\$6,677,518.75	\$6,538,389.97
Week 12	\$6,458,268.69	\$6,642,391.67	\$6,877,462.61
Week 13	\$6,813,119.26	\$6,453,595.48	\$6,932,832.17
Total	\$26,344,263.51	\$26,362,352.67	\$27,169,420.98

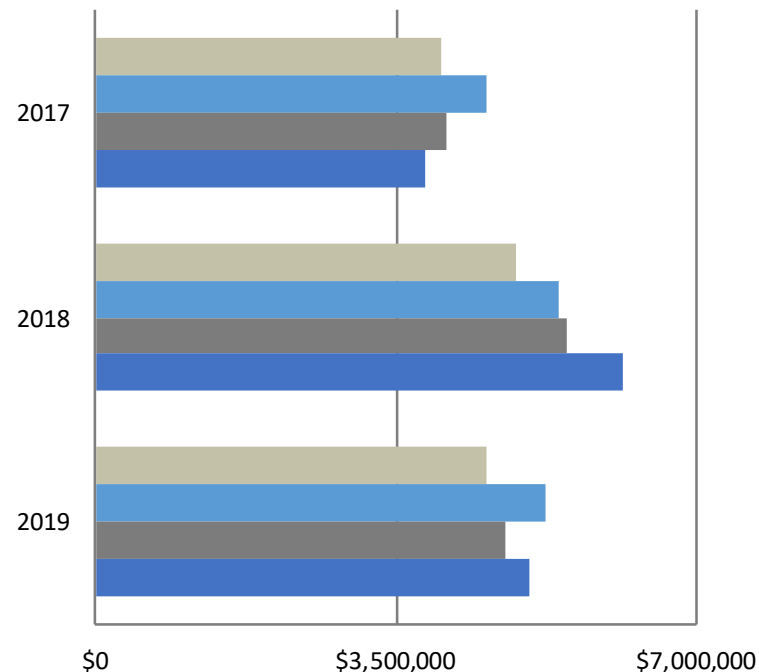
JUVENILE: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	323,728	350,022	296,319
Week 11	377,140	395,952	341,245
Week 12	341,433	416,577	306,048
Week 13	363,474	472,396	288,881
Total	1,405,775	1,634,947	1,232,493

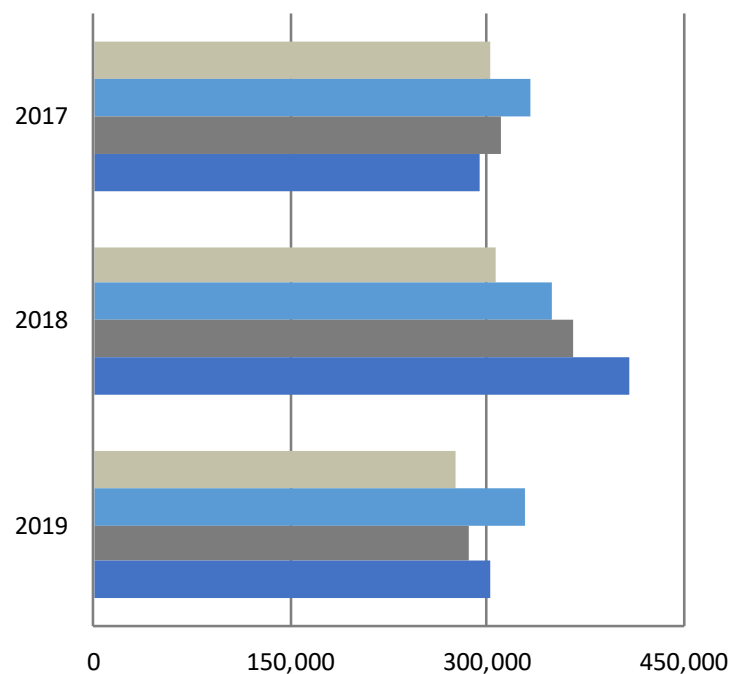
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$4,543,944.22	\$4,886,281.27	\$4,030,160.84
Week 11	\$5,234,434.87	\$5,405,392.33	\$4,544,543.95
Week 12	\$4,780,860.96	\$5,477,928.32	\$4,100,158.64
Week 13	\$5,035,945.62	\$6,133,229.87	\$3,844,902.03
Total	\$19,595,185.67	\$21,902,831.79	\$16,519,765.46

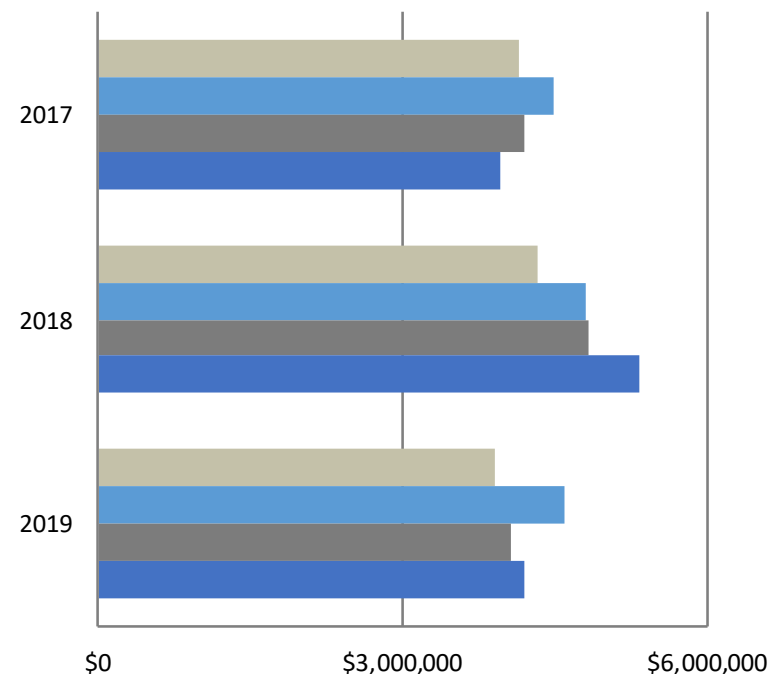
JUVENILE: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	275,089	307,489	301,745
Week 11	328,261	350,128	332,806
Week 12	287,072	365,089	311,026
Week 13	301,494	409,548	294,445
Total	1,191,916	1,432,254	1,240,022

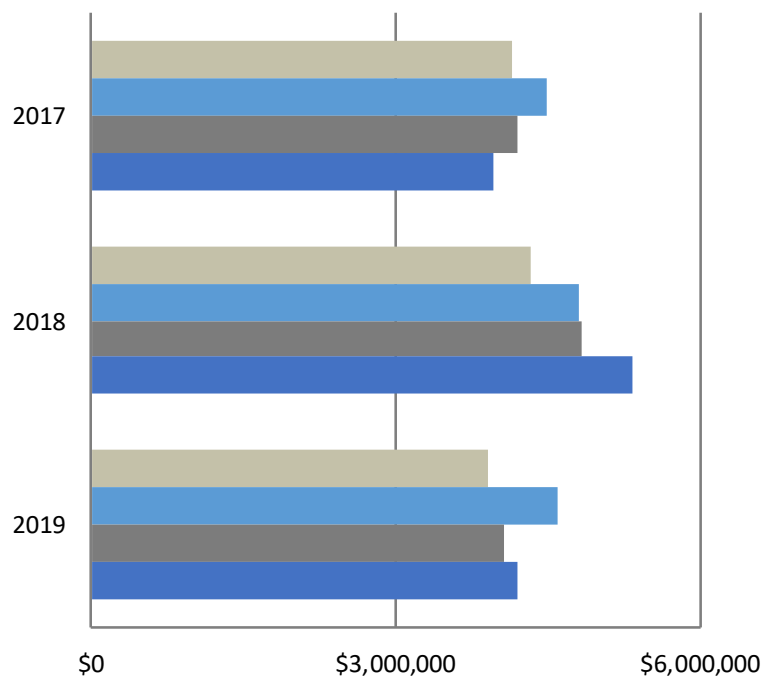
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$3,892,925.45	\$4,328,632.24	\$4,135,369.93
Week 11	\$4,586,395.51	\$4,797,733.89	\$4,470,987.48
Week 12	\$4,058,914.62	\$4,813,291.75	\$4,198,458.63
Week 13	\$4,205,314.43	\$5,327,010.22	\$3,967,063.04
Total	\$16,743,550.01	\$19,266,668.10	\$16,771,879.08

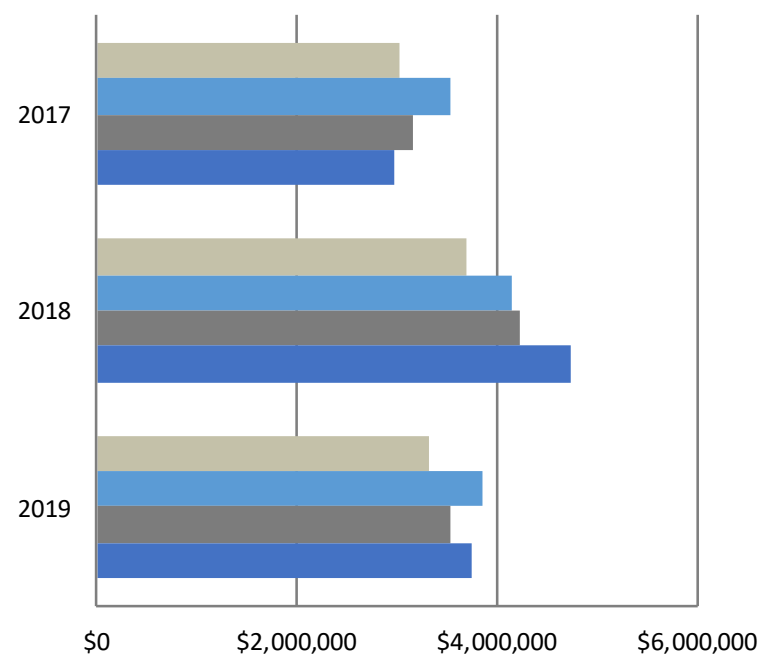
JUVENILE FICTION: ALL MARKET

Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$3,892,925.45	\$4,328,632.24	\$4,135,369.93
Week 11	\$4,586,395.51	\$4,797,733.89	\$4,470,987.48
Week 12	\$4,058,914.62	\$4,813,291.75	\$4,198,458.63
Week 13	\$4,205,314.43	\$5,327,010.22	\$3,967,063.04
Total	1,080,054	1,301,642	969,956

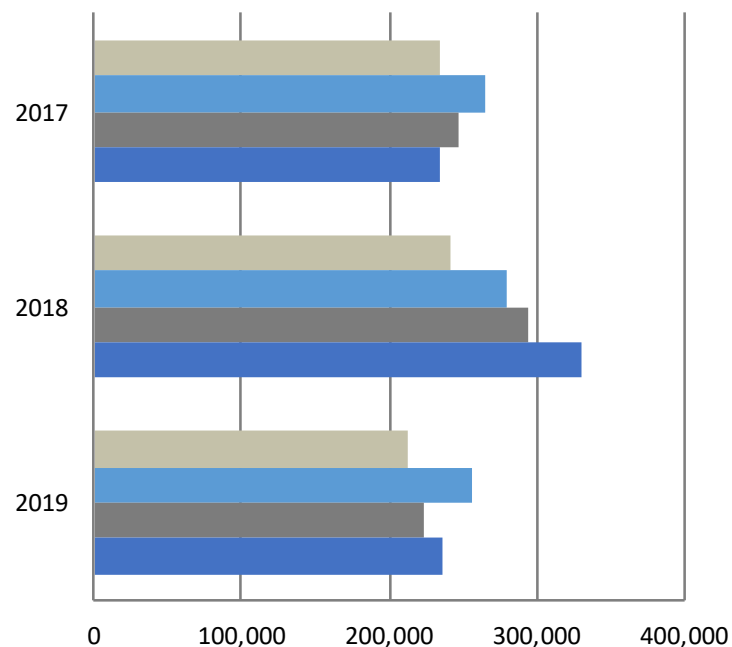
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$3,325,702.14	\$3,681,458.57	\$3,009,985.16
Week 11	\$3,852,807.35	\$4,133,882.10	\$3,528,686.71
Week 12	\$3,534,683.51	\$4,210,208.87	\$3,160,977.10
Week 13	\$3,746,820.22	\$4,731,428.51	\$2,979,588.60
Total	\$14,460,013.22	\$16,756,978.05	\$12,679,237.57

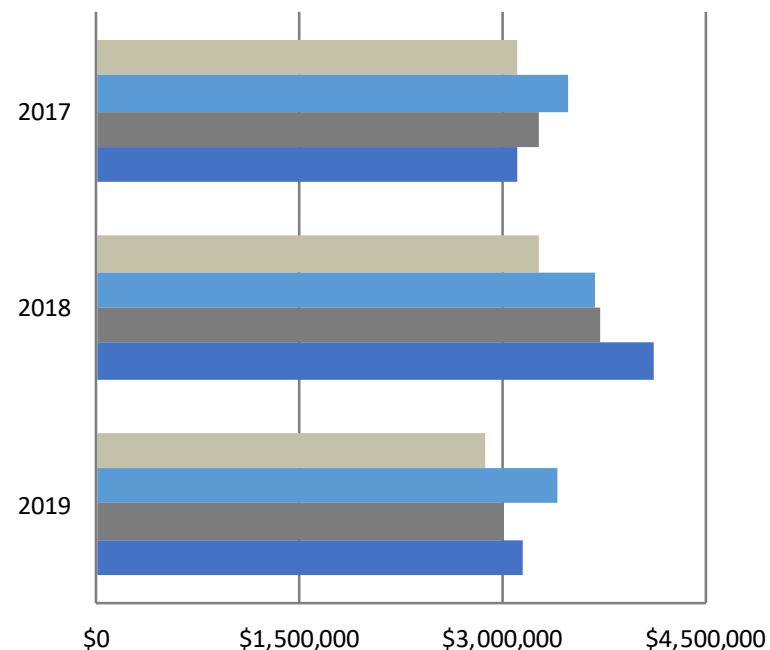
JUVENILE FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	212,163	242,424	233,758
Week 11	256,364	279,658	265,724
Week 12	222,894	293,747	247,066
Week 13	235,814	331,087	235,001
Total	927,235	1,146,916	981,549

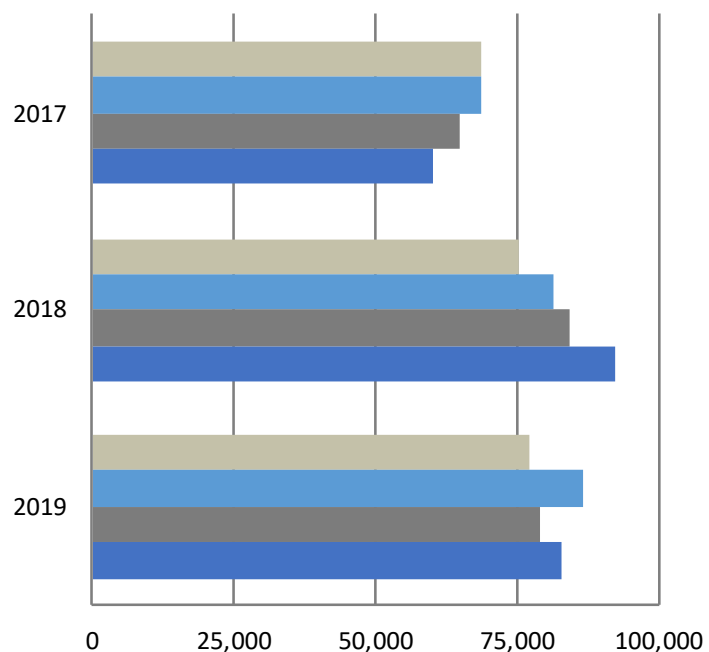
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$2,858,890.25	\$3,261,043.75	\$3,113,906.06
Week 11	\$3,397,227.24	\$3,671,268.83	\$3,473,186.99
Week 12	\$3,013,800.19	\$3,712,583.94	\$3,266,136.60
Week 13	\$3,148,917.58	\$4,105,157.52	\$3,098,963.54
Total	\$12,418,835.26	\$14,750,054.04	\$12,952,193.19

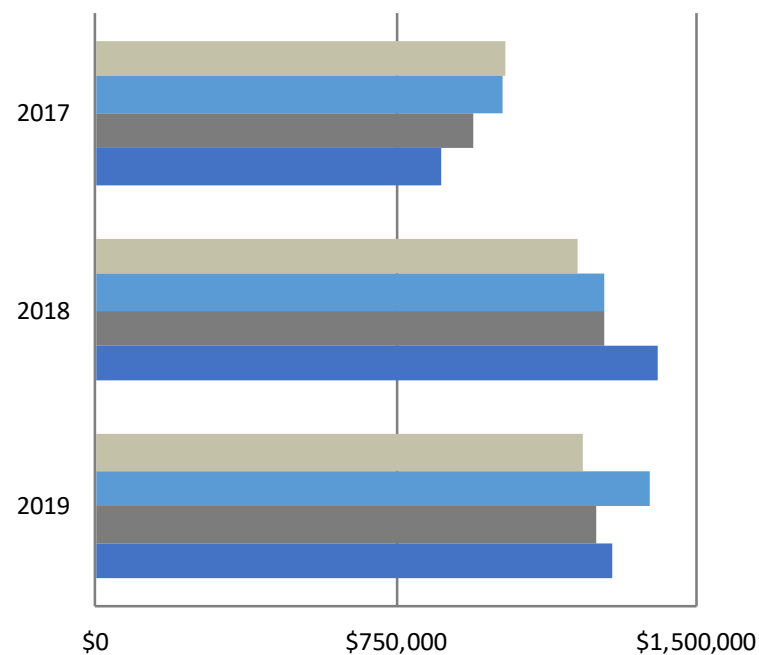
JUVENILE NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	77,268	75,471	68,522
Week 11	86,507	81,493	68,839
Week 12	79,111	84,046	65,104
Week 13	82,835	92,295	60,072
Total	325,721	333,305	262,537

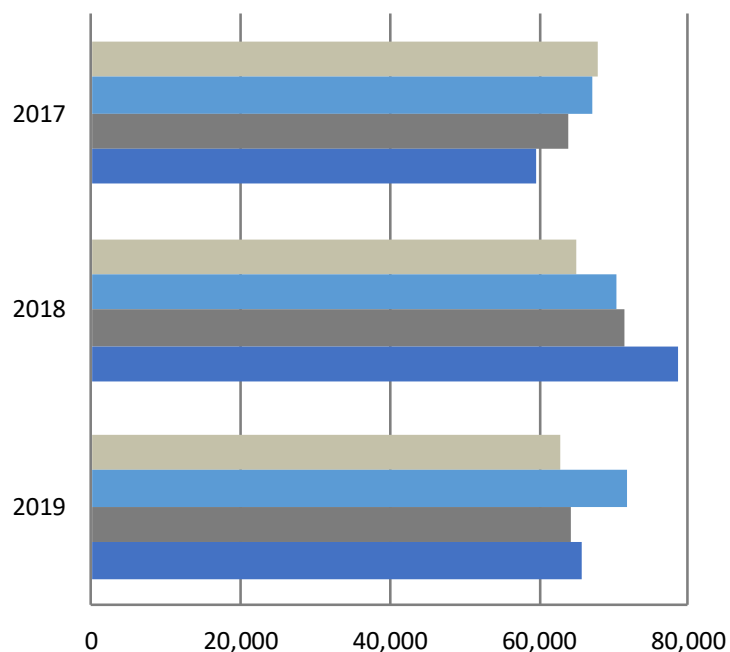
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$1,218,242.08	\$1,204,822.70	\$1,020,175.68
Week 11	\$1,381,627.52	\$1,271,510.23	\$1,015,857.24
Week 12	\$1,246,177.45	\$1,267,719.45	\$939,181.54
Week 13	\$1,289,125.40	\$1,401,801.36	\$865,313.43
Total	\$5,135,172.45	\$5,145,853.74	\$3,840,527.89

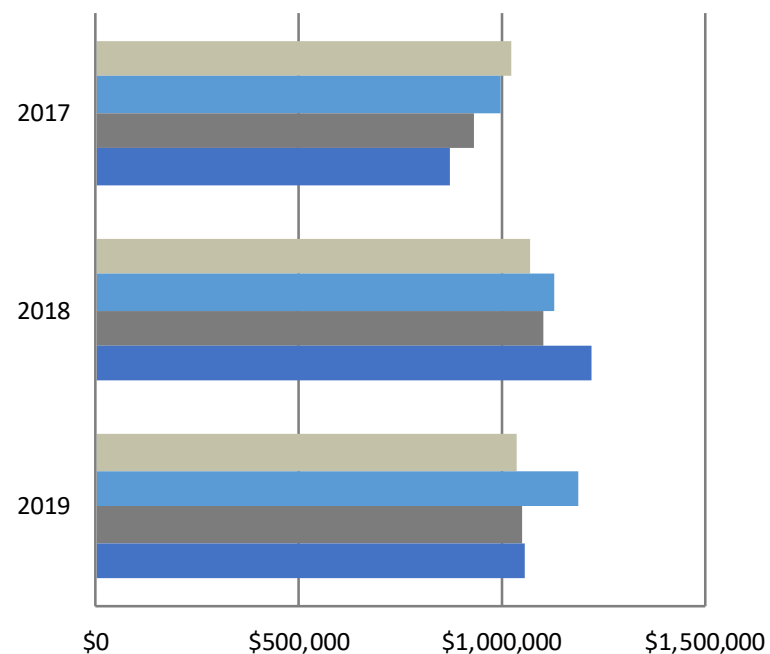
JUVENILE NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	62,926	65,065	67,987
Week 11	71,897	70,470	67,082
Week 12	64,178	71,342	63,960
Week 13	65,680	78,461	59,444
Total	264,681	285,338	258,473

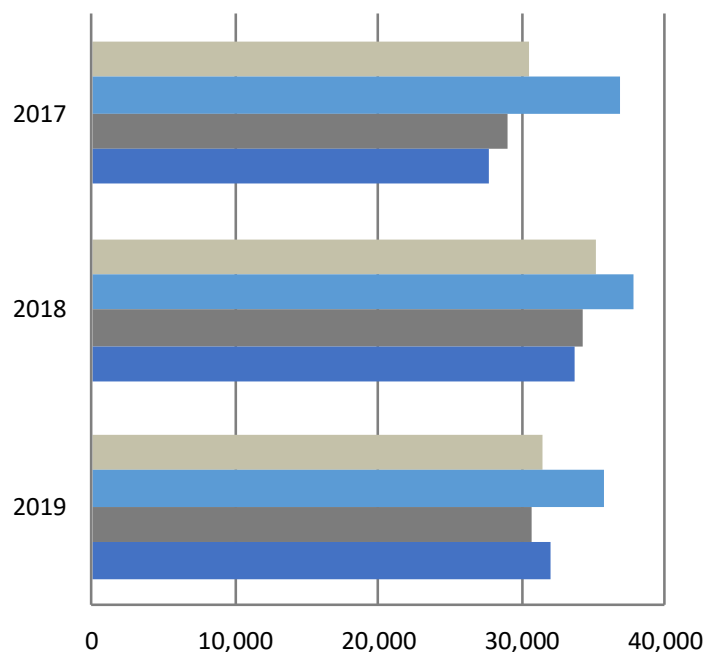
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$1,034,035.20	\$1,067,588.49	\$1,021,463.87
Week 11	\$1,189,168.27	\$1,126,465.06	\$997,800.49
Week 12	\$1,045,114.43	\$1,100,707.81	\$932,322.03
Week 13	\$1,056,396.85	\$1,221,852.70	\$868,099.50
Total	\$4,324,714.75	\$4,516,614.06	\$3,819,685.89

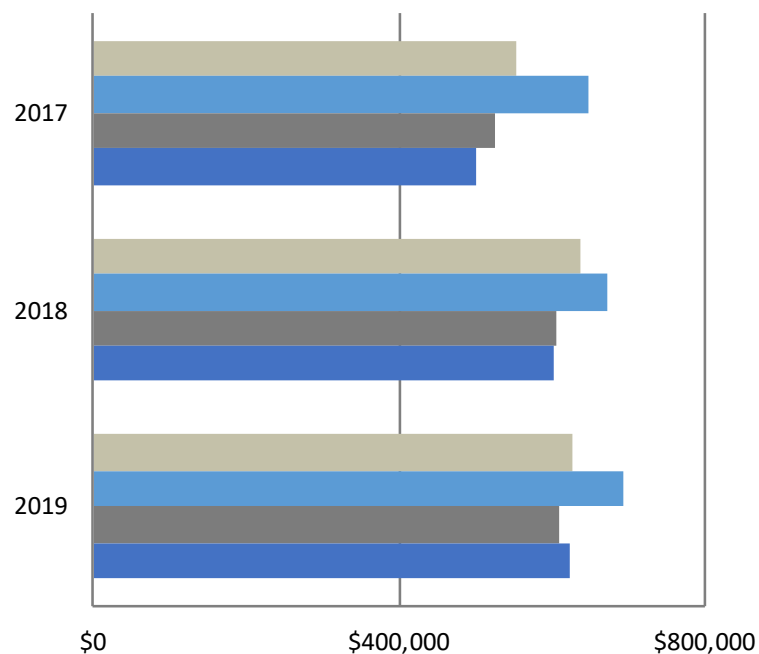
YOUNG ADULT: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	31,446	35,252	30,408
Week 11	35,805	37,710	36,842
Week 12	30,676	34,305	29,069
Week 13	31,966	33,721	27,624
Total	129,893	140,988	123,943

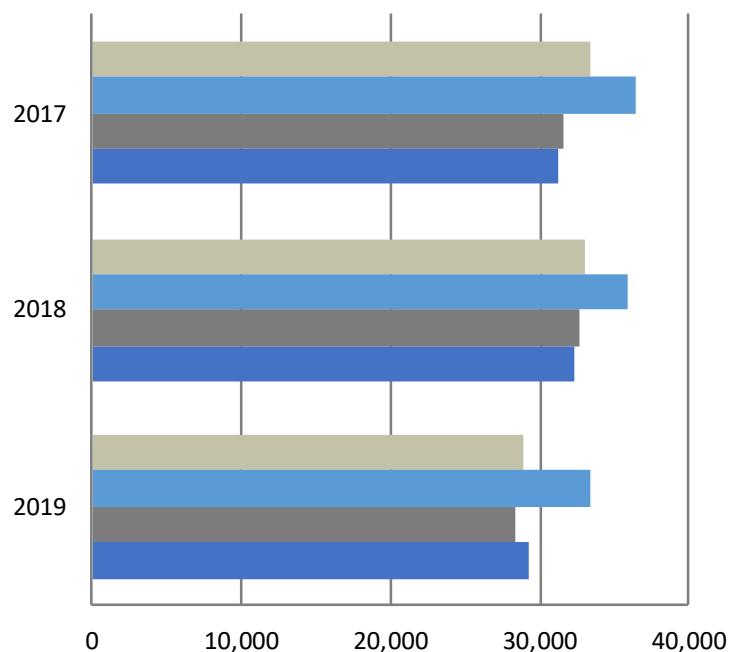
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$626,515.87	\$637,148.25	\$552,723.49
Week 11	\$692,968.14	\$674,109.44	\$648,526.01
Week 12	\$610,533.25	\$606,637.01	\$526,634.36
Week 13	\$624,573.63	\$601,477.70	\$500,843.33
Total	\$2,554,590.89	\$2,519,372.40	\$2,228,727.19

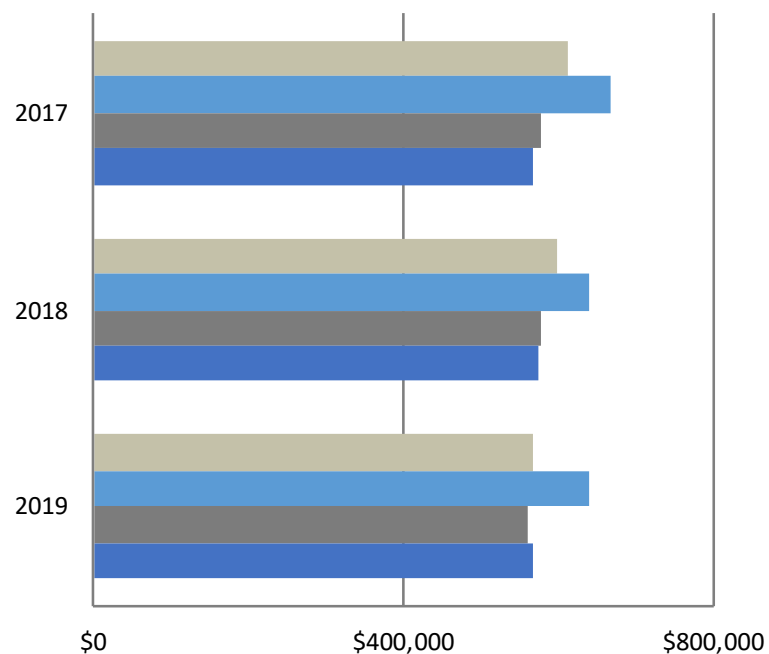
YOUNG ADULT: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	28,839	33,118	33,420
Week 11	33,343	35,952	36,514
Week 12	28,330	32,705	31,655
Week 13	29,203	32,252	31,328
Total	119,715	134,027	132,917

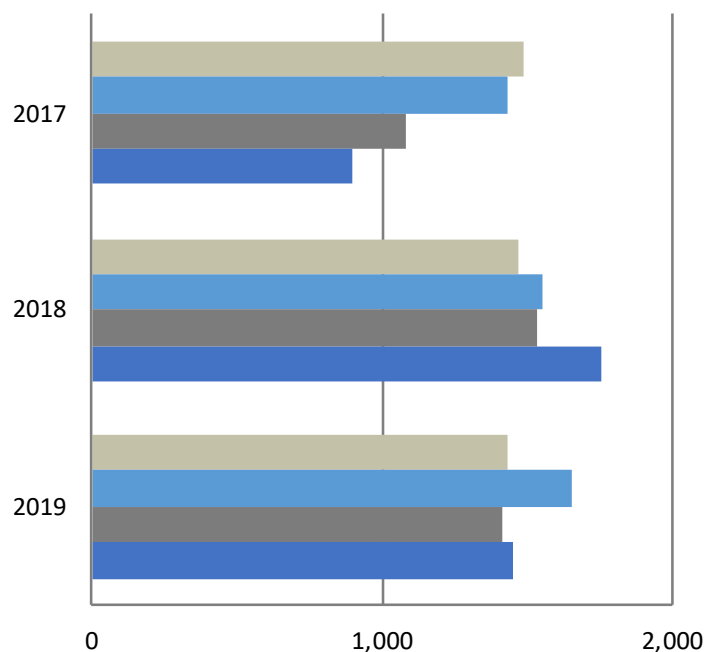
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$567,879.57	\$599,672.65	\$613,136.20
Week 11	\$640,810.91	\$641,272.28	\$665,963.49
Week 12	\$561,696.34	\$579,045.47	\$576,959.37
Week 13	\$568,180.67	\$574,770.14	\$568,522.48
Total	\$2,338,567.49	\$2,394,760.54	\$2,424,581.54

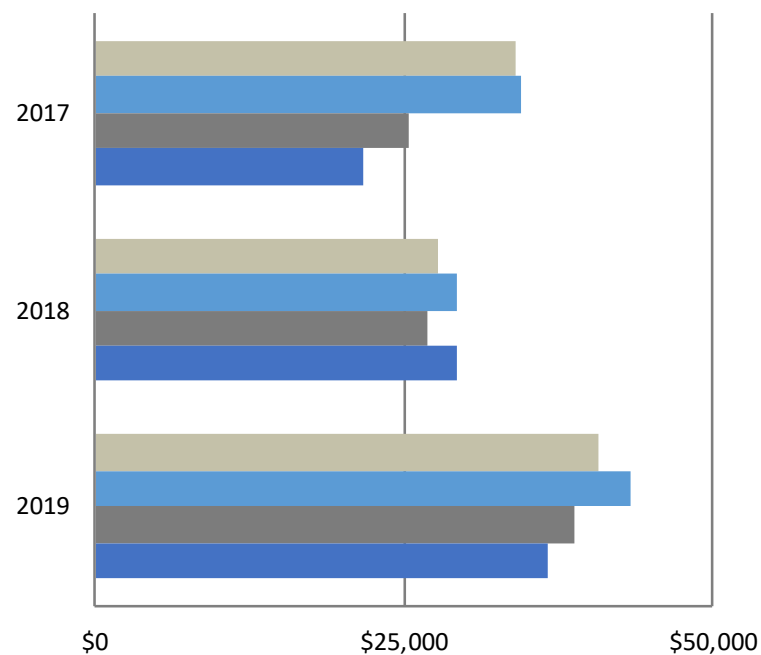
YOUNG ADULT FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	1,432	1,466	1,488
Week 11	1,654	1,550	1,437
Week 12	1,419	1,534	1,085
Week 13	1,452	1,754	902
Total	5,957	6,304	4,912

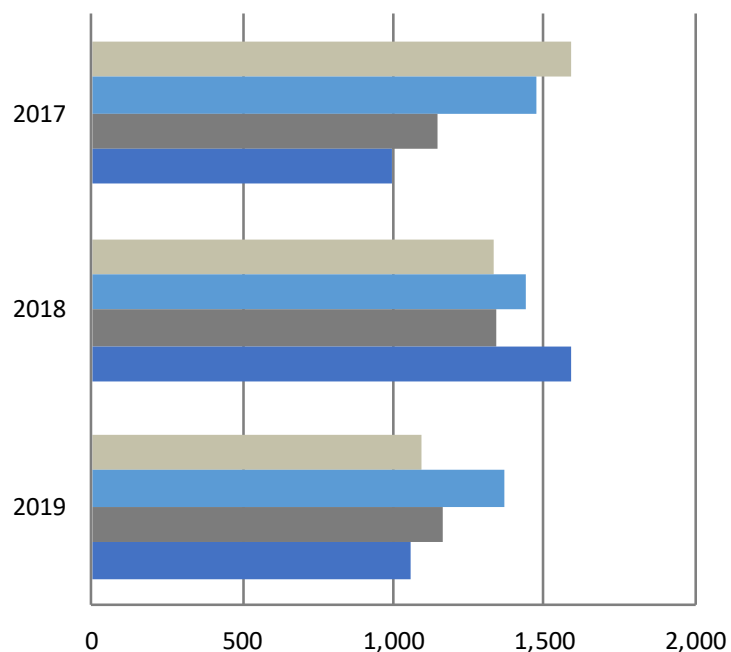
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$40,801.41	\$27,636.33	\$34,083.66
Week 11	\$43,267.00	\$29,295.74	\$34,534.25
Week 12	\$38,850.67	\$26,840.76	\$25,278.43
Week 13	\$36,668.49	\$29,202.29	\$21,623.15
Total	\$159,587.57	\$112,975.12	\$115,519.49

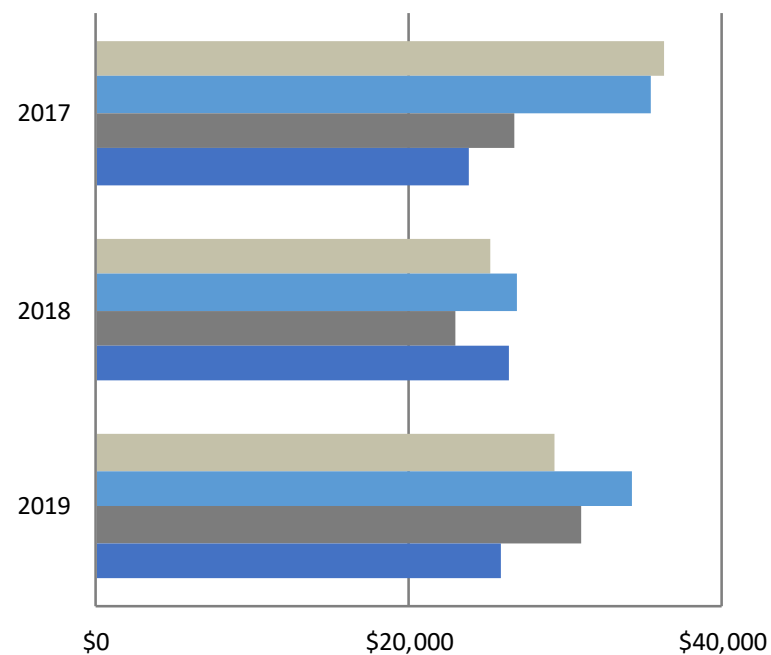
YOUNG ADULT FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	1,095	1,333	1,586
Week 11	1,367	1,437	1,471
Week 12	1,165	1,340	1,142
Week 13	1,059	1,591	992
Total	4,686	5,701	5,191

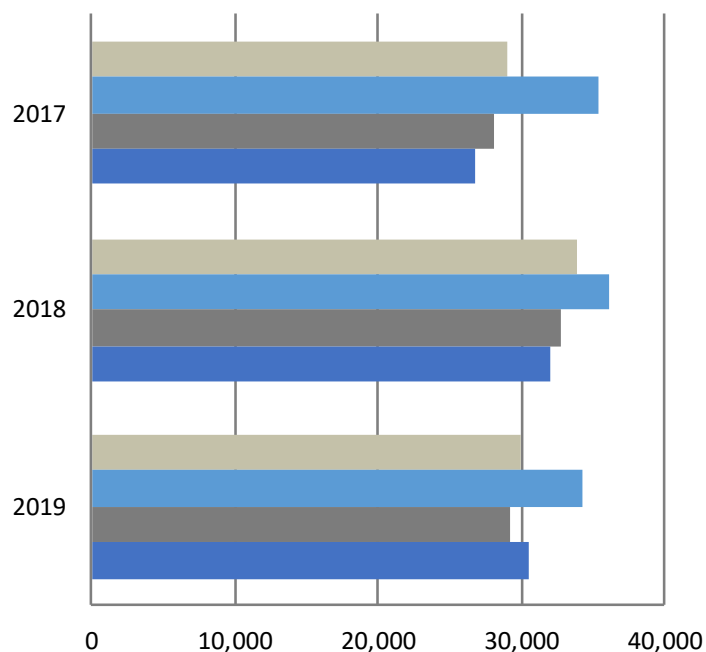
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$29,299.66	\$25,109.80	\$36,169.58
Week 11	\$34,203.56	\$26,900.69	\$35,416.00
Week 12	\$30,996.49	\$22,947.83	\$26,659.29
Week 13	\$25,877.55	\$26,330.34	\$23,834.44
Total	\$120,377.26	\$101,288.66	\$122,079.31

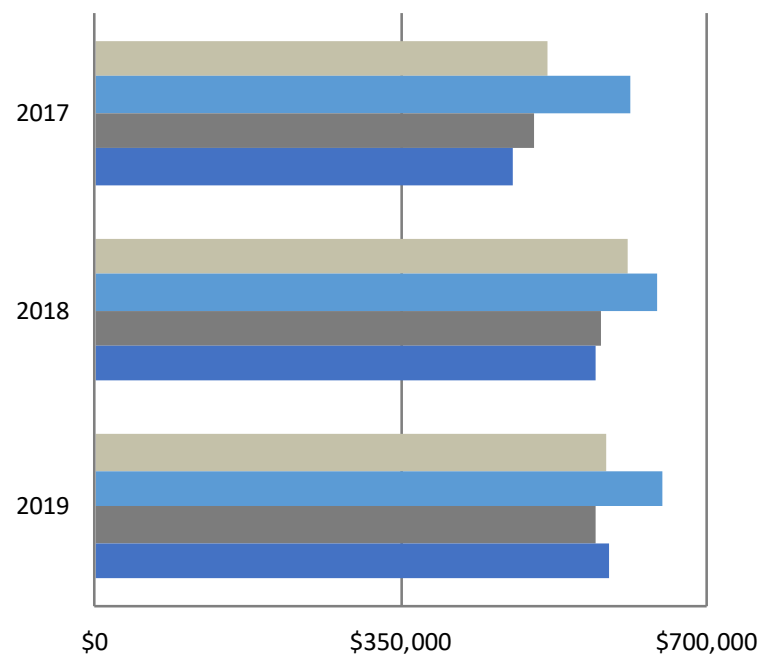
YOUNG ADULT NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	30,014	33,786	28,920
Week 11	34,151	36,160	35,405
Week 12	29,257	32,771	27,984
Week 13	30,514	31,967	26,722
Total	123,936	134,684	119,031

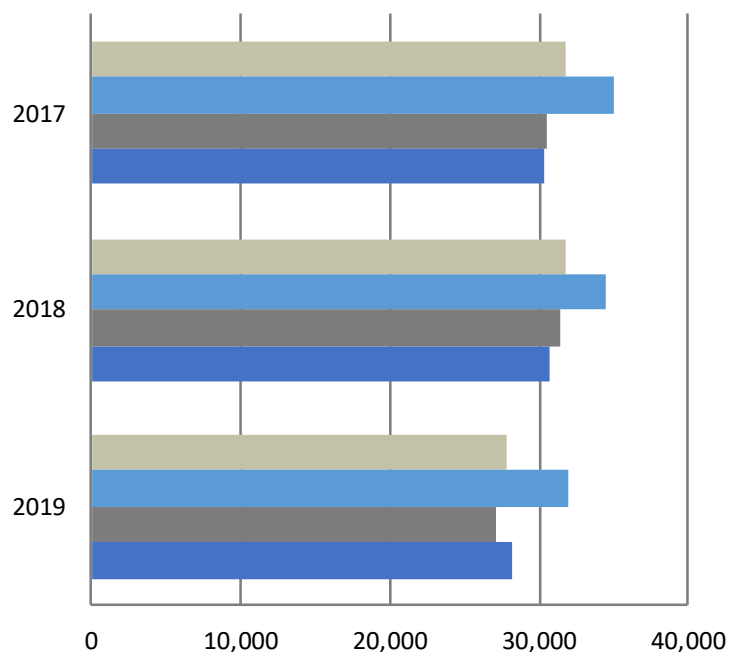
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$585,714.46	\$609,511.92	\$518,639.83
Week 11	\$649,701.14	\$644,813.70	\$613,991.76
Week 12	\$571,682.58	\$579,796.25	\$501,355.93
Week 13	\$587,905.14	\$572,275.41	\$479,220.18
Total	\$2,395,003.32	\$2,406,397.28	\$2,113,207.70

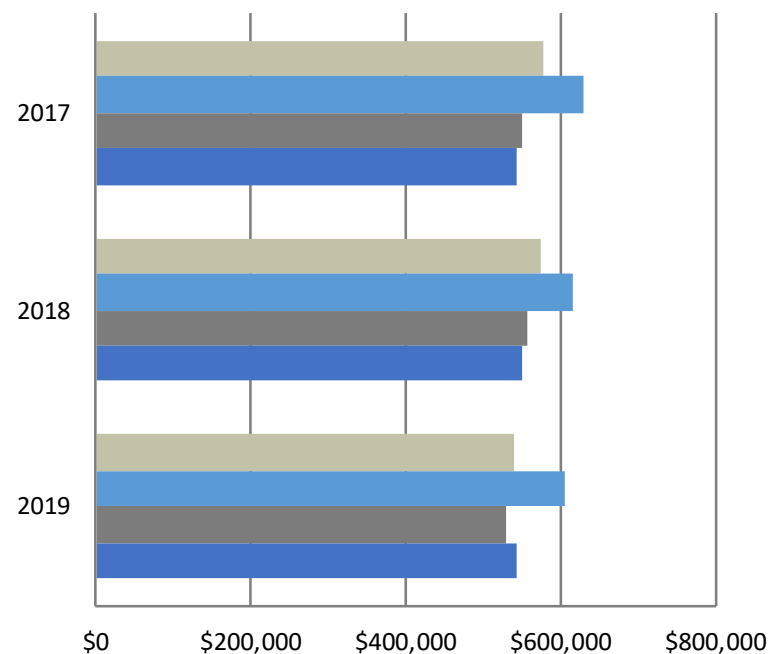
YOUNG ADULT NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 10	27,744	31,785	31,834
Week 11	31,976	34,515	35,043
Week 12	27,165	31,365	30,513
Week 13	28,144	30,661	30,336
Total	115,029	128,326	127,726

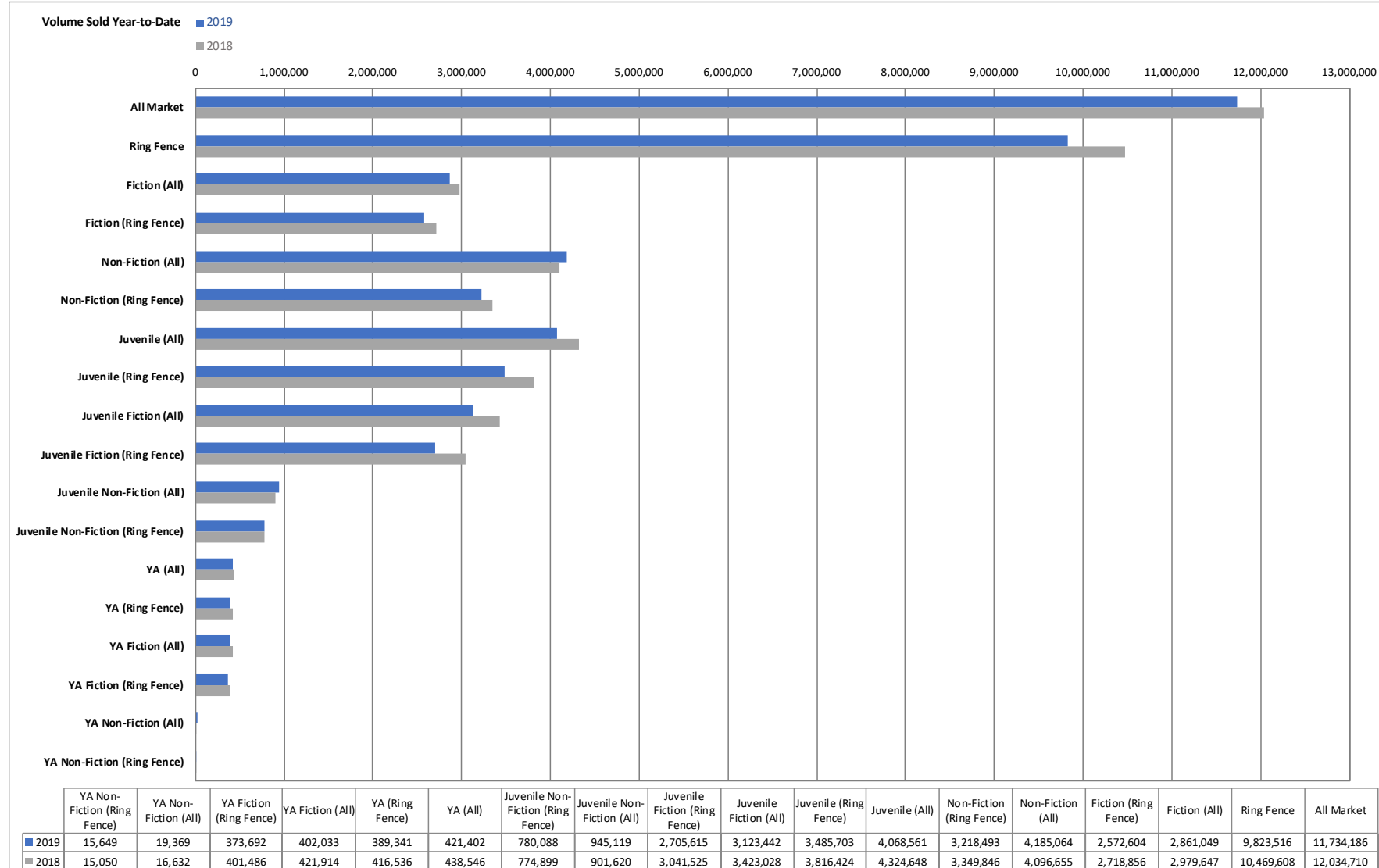
Value Sold (in millions of dollars)



	2019	2018	2017
Week 10	\$538,579.91	\$574,562.85	\$576,966.62
Week 11	\$606,607.35	\$614,371.59	\$630,547.49
Week 12	\$530,699.85	\$556,097.64	\$550,300.08
Week 13	\$542,303.12	\$548,439.80	\$544,688.04
Total	\$2,218,190.23	\$2,293,471.88	\$2,302,502.23

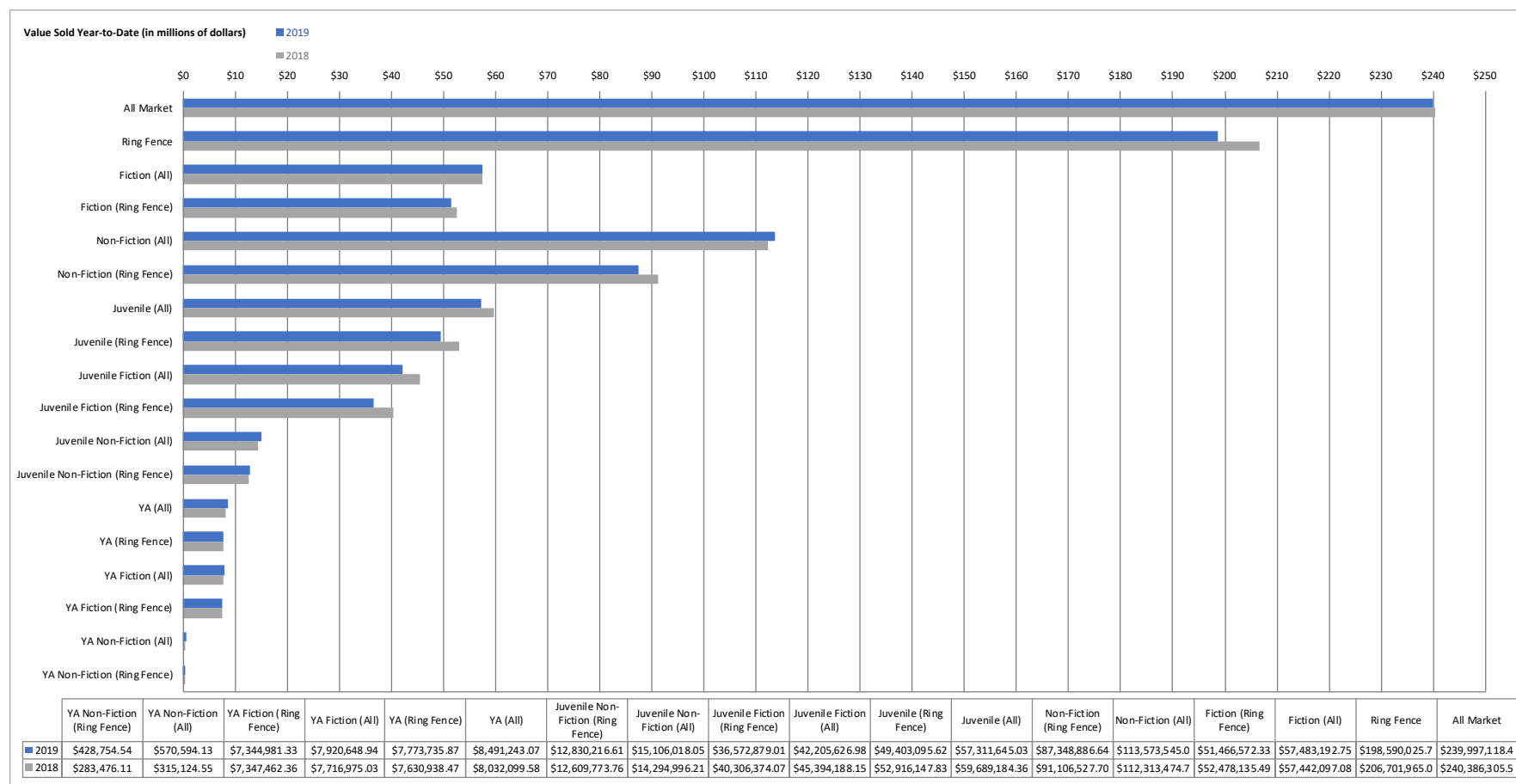
YEAR-TO-DATE COMPARISON: VOLUME

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