



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH 5.2019

April SalesData Market Report



**BOOKNET
CANADA**

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Table of Contents

Introduction	3
Report Data	3
Report Weeks.....	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	21
Young Adult Non-Fiction: All Market	18
Young Adult Non-Fiction: Ring Fence Market	19
Year-to-Date Comparison: Volume.....	22
Year-to-Date Comparison: Value	23
Week Numbers: 2019.....	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

This report compares the volume and value of all books sold in the marketplace for the month of April 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

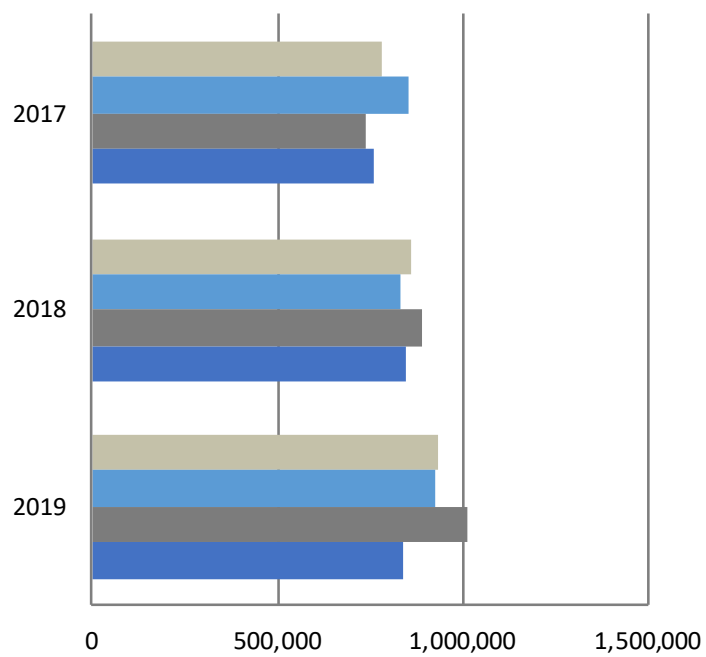
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 14	07-Apr	08-Apr	09-Apr
Week 15	14-Apr	15-Apr	16-Apr
Week 16	21-Apr	22-Apr	23-Apr
Week 17	28-Apr	29-Apr	30-Apr

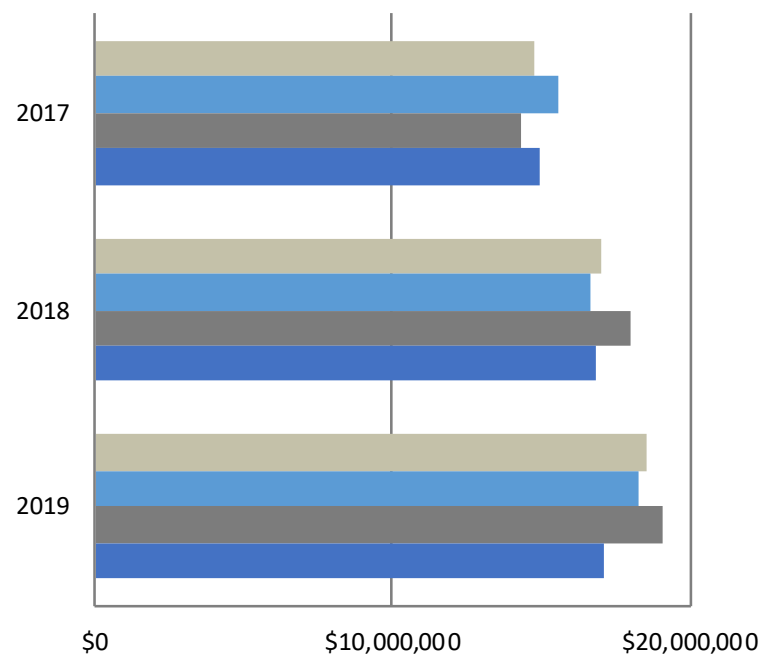
ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	933,054	863,908	783,230
Week 15	928,765	829,111	854,647
Week 16	1,009,157	887,484	735,281
Week 17	839,441	843,001	762,019
Total	3,710,417	3,423,504	3,135,177

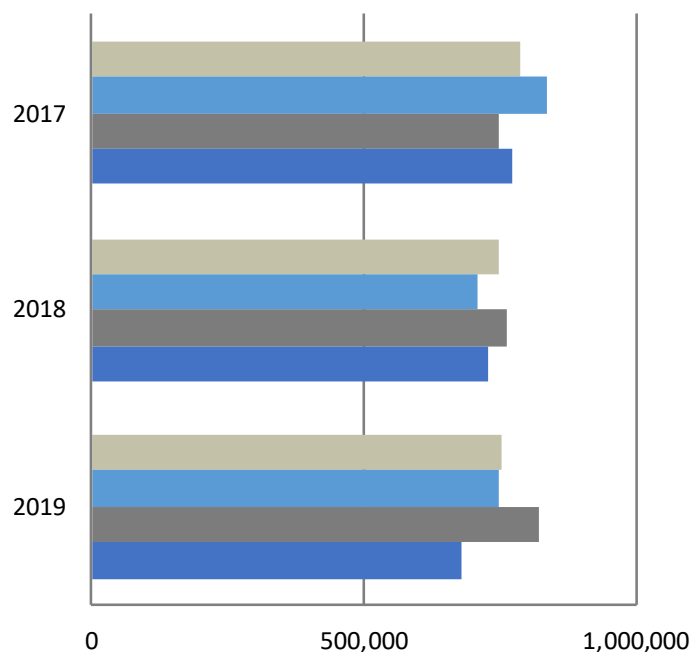
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$18,513,207.66	\$17,049,952.36	\$14,797,298.72
Week 15	\$18,313,205.88	\$16,666,322.43	\$15,624,829.46
Week 16	\$19,055,516.14	\$17,967,707.69	\$14,307,993.11
Week 17	\$17,122,487.20	\$16,841,911.15	\$14,983,413.89
Total	\$73,004,416.88	\$68,525,893.63	\$59,713,535.18

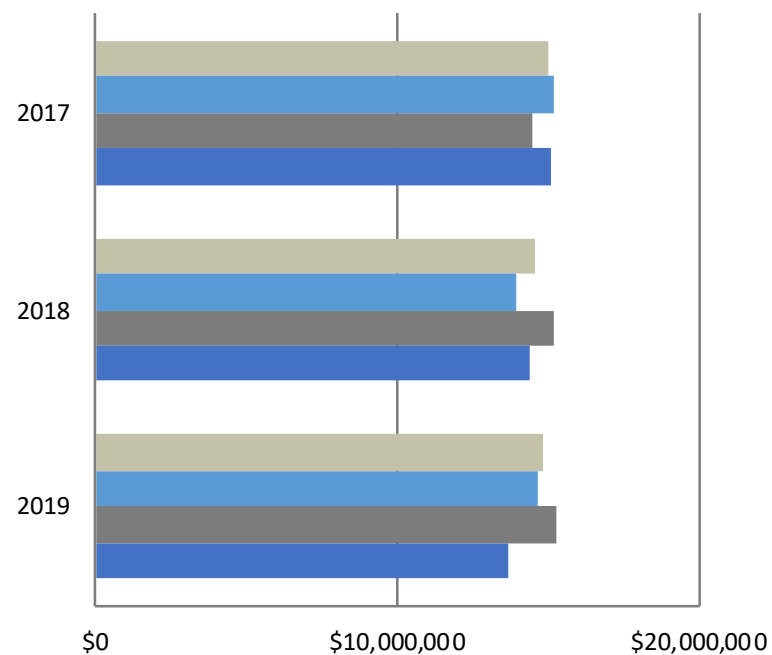
RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	752,141	745,437	787,948
Week 15	748,069	705,392	834,987
Week 16	820,166	761,603	746,921
Week 17	679,757	726,850	770,699
Total	3,000,133	2,939,282	3,140,555

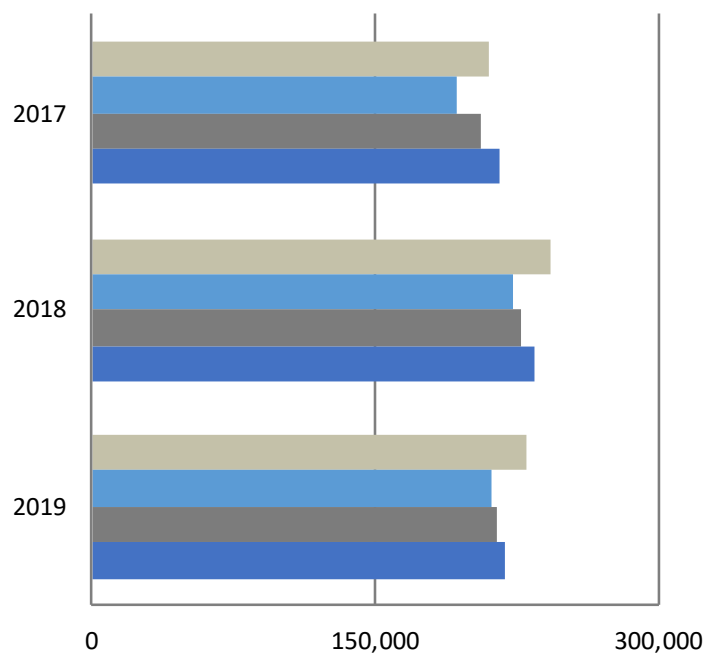
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$14,825,569.05	\$14,532,440.07	\$15,059,001.16
Week 15	\$14,642,870.17	\$13,998,690.62	\$15,230,840.85
Week 16	\$15,322,746.79	\$15,202,907.26	\$14,529,509.43
Week 17	\$13,669,628.82	\$14,376,952.20	\$15,105,232.91
Total	\$58,460,814.83	\$58,110,990.15	\$59,924,584.35

FICTION: ALL MARKET

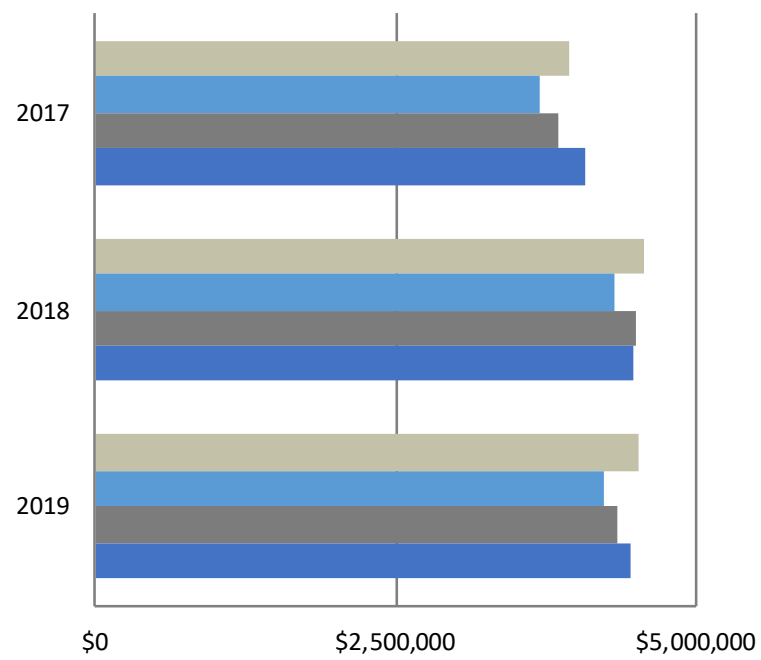
Volume Sold (in units)



	2019	2018	2017
Week 14	230,154	242,343	210,437
Week 15	210,949	222,691	193,593
Week 16	214,200	227,719	205,252
Week 17	219,149	234,628	216,372

Total	874,452	927,381	825,654
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Value Sold (in millions of dollars)

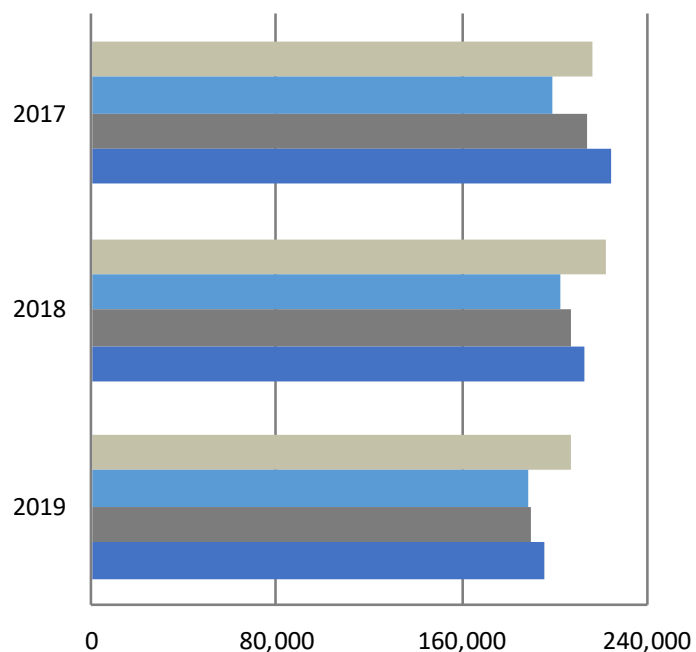


	2019	2018	2017
Week 14	\$4,511,941.96	\$4,574,068.14	\$3,937,500.17
Week 15	\$4,235,406.81	\$4,320,653.03	\$3,689,109.25
Week 16	\$4,349,720.64	\$4,488,162.39	\$3,849,498.99
Week 17	\$4,448,115.36	\$4,468,619.51	\$4,069,760.40

Total	\$17,545,184.77	\$17,851,503.07	\$15,545,868.81
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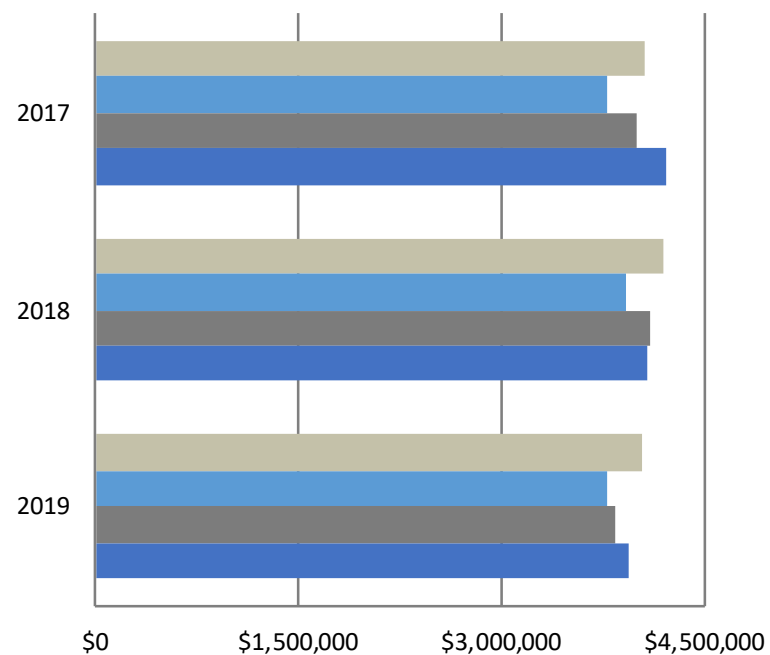
FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	206,713	221,901	216,811
Week 15	189,216	202,063	198,649
Week 16	190,297	207,347	213,899
Week 17	195,245	212,857	224,601
Total	781,471	844,168	853,960

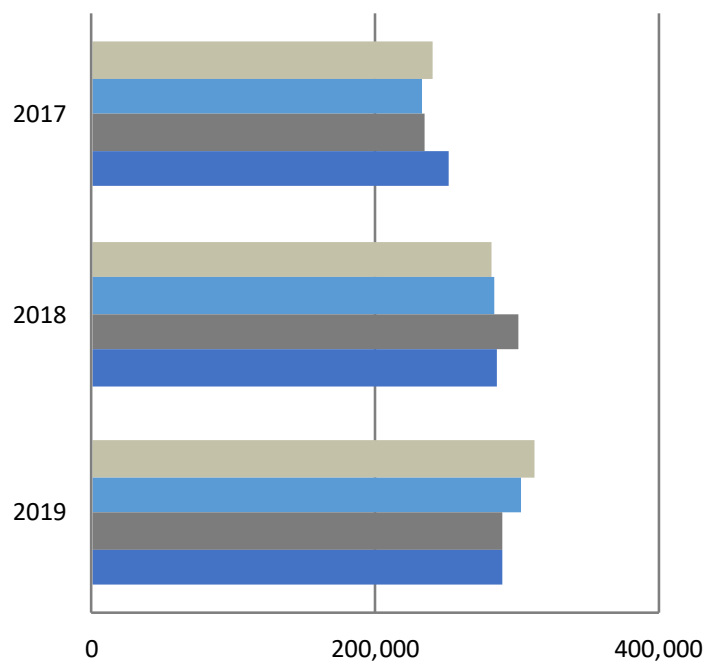
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$4,037,372.29	\$4,192,602.68	\$4,045,129.87
Week 15	\$3,781,042.12	\$3,917,662.83	\$3,773,305.79
Week 16	\$3,835,843.35	\$4,096,748.41	\$3,984,781.03
Week 17	\$3,930,990.55	\$4,062,887.62	\$4,207,795.25
Total	\$15,585,248.31	\$16,269,901.54	\$16,011,011.94

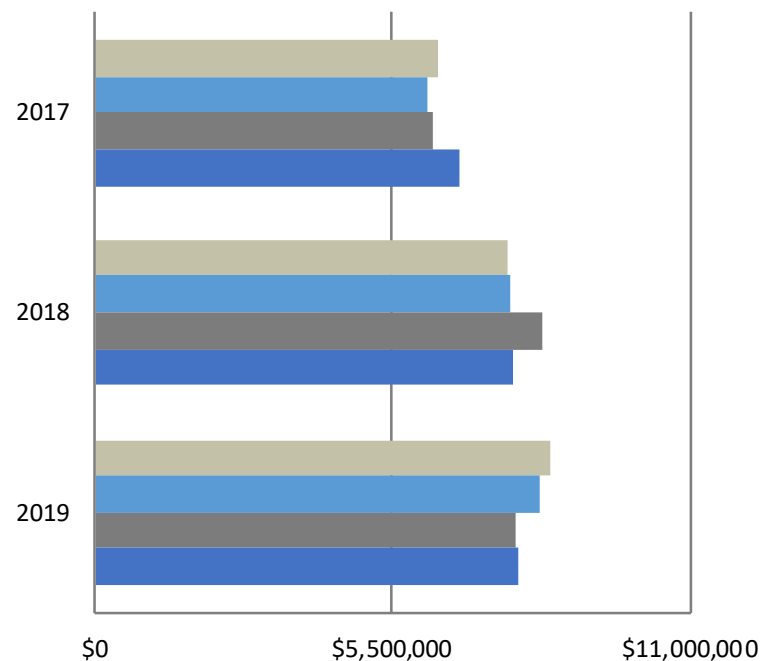
NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	311,841	282,802	239,827
Week 15	303,699	284,827	233,342
Week 16	289,613	302,009	234,579
Week 17	289,398	286,021	251,166
Total	1,194,551	1,155,659	958,914

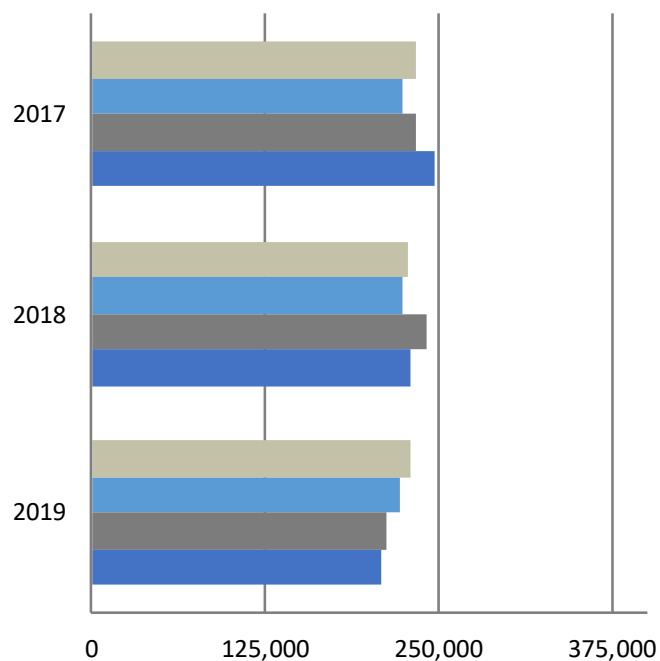
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$8,430,684.02	\$7,606,781.82	\$6,323,548.05
Week 15	\$8,202,978.38	\$7,696,780.26	\$6,149,980.03
Week 16	\$7,799,555.35	\$8,262,751.54	\$6,248,293.00
Week 17	\$7,841,831.79	\$7,730,606.61	\$6,763,778.87
Total	\$32,275,049.54	\$31,296,920.23	\$25,485,599.95

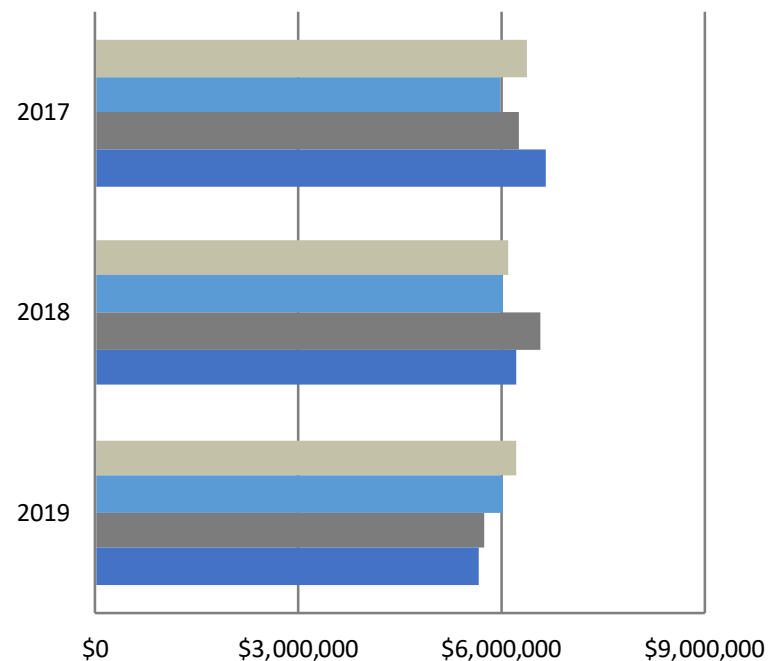
NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	229,274	228,563	234,174
Week 15	222,107	224,888	223,827
Week 16	212,050	241,460	233,025
Week 17	208,320	230,620	246,492
Total	871,751	925,531	937,518

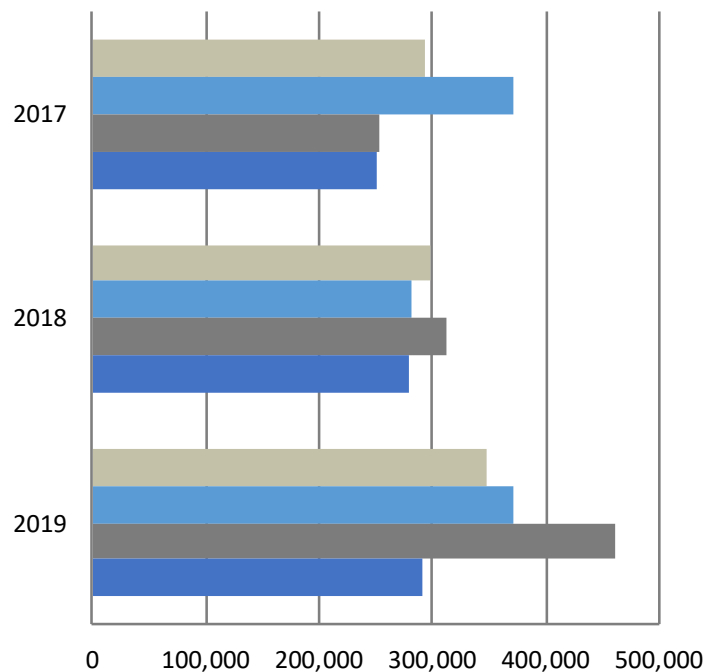
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$6,225,313.72	\$6,077,983.99	\$6,375,990.87
Week 15	\$6,013,505.71	\$6,030,749.45	\$5,968,730.70
Week 16	\$5,723,433.94	\$6,559,648.20	\$6,235,575.07
Week 17	\$5,646,500.00	\$6,204,264.66	\$6,633,936.50
Total	\$23,608,753.37	\$24,872,646.30	\$25,214,233.14

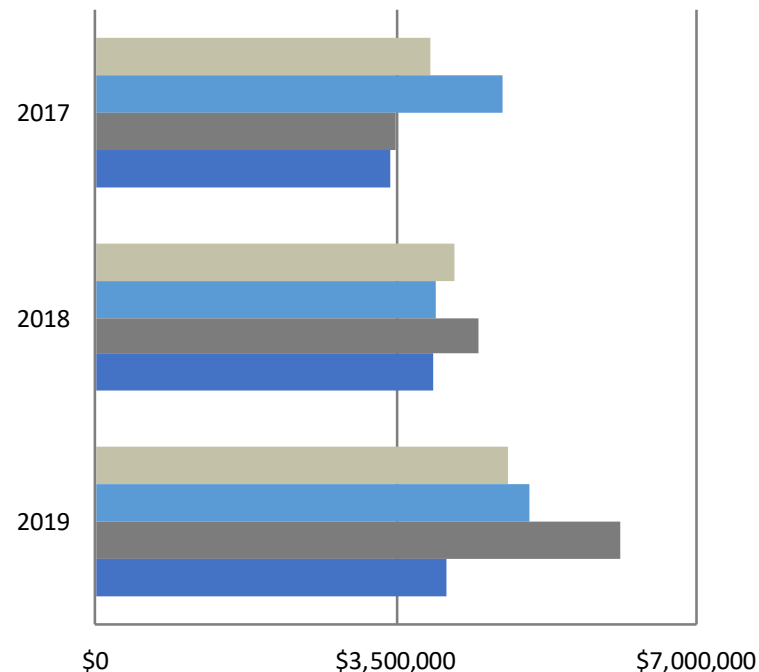
JUVENILE: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	348,284	297,164	294,412
Week 15	370,530	281,012	370,924
Week 16	460,404	312,591	253,489
Week 17	290,528	279,587	251,047
Total	1,469,746	1,170,354	1,169,872

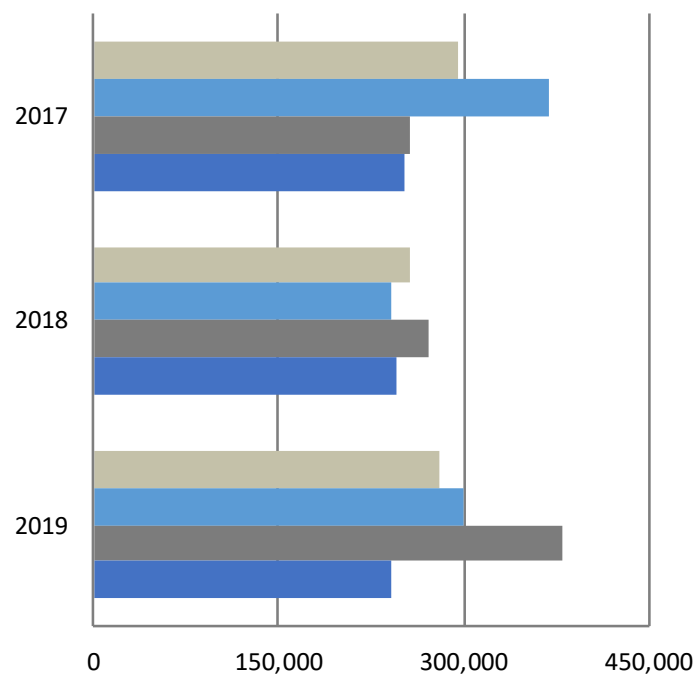
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$4,804,129.43	\$4,166,830.98	\$3,891,189.05
Week 15	\$5,055,997.81	\$3,958,276.99	\$4,748,925.64
Week 16	\$6,105,948.79	\$4,447,373.91	\$3,505,118.49
Week 17	\$4,093,150.27	\$3,927,978.14	\$3,434,850.16
Total	\$20,059,226.30	\$16,500,460.02	\$15,580,083.34

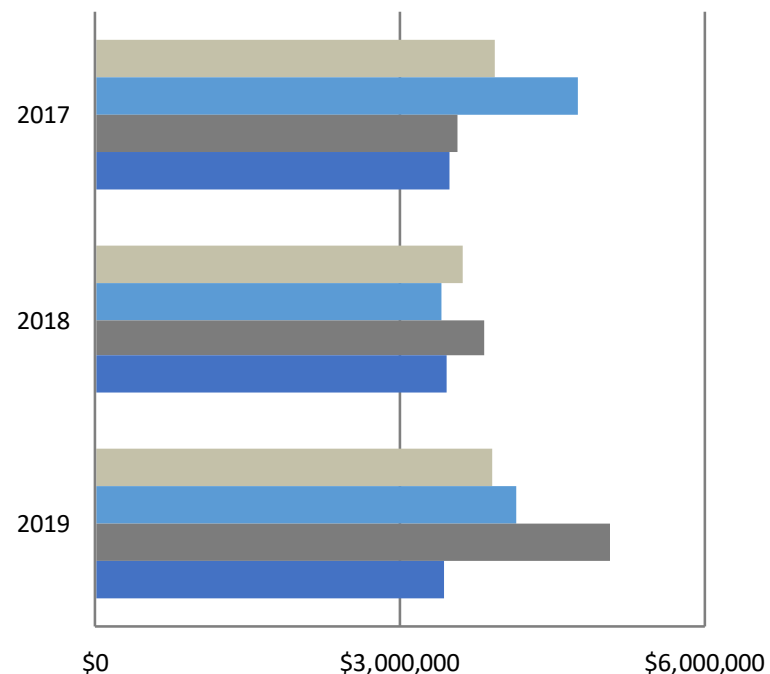
JUVENILE: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	280,210	257,100	296,255
Week 15	299,172	241,843	368,997
Week 16	379,095	271,214	255,604
Week 17	241,355	244,500	253,025
Total	1,199,832	1,014,657	1,173,881

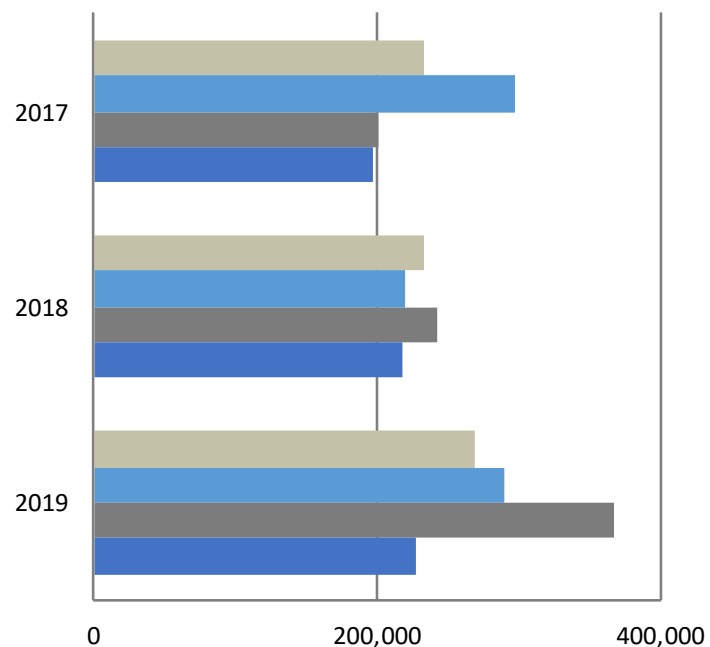
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$3,906,224.56	\$3,609,042.70	\$3,938,809.08
Week 15	\$4,133,218.00	\$3,413,099.17	\$4,745,088.56
Week 16	\$5,061,692.52	\$3,823,353.40	\$3,558,150.21
Week 17	\$3,439,542.04	\$3,449,304.26	\$3,487,532.71
Total	\$16,540,677.12	\$14,294,799.53	\$15,729,580.56

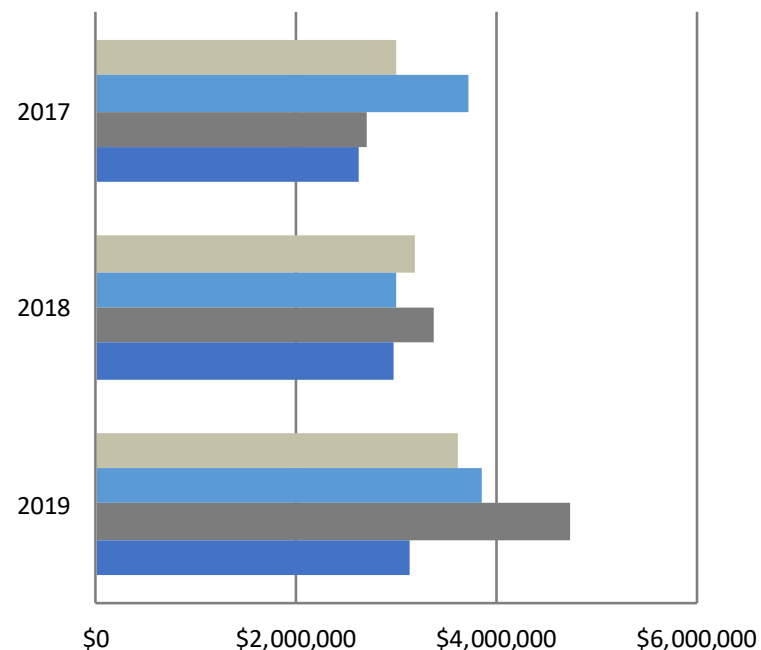
JUVENILE FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	268,783	233,281	232,107
Week 15	289,259	220,382	297,303
Week 16	366,542	243,302	200,017
Week 17	228,079	217,631	197,537
Total	1,152,663	914,596	926,964

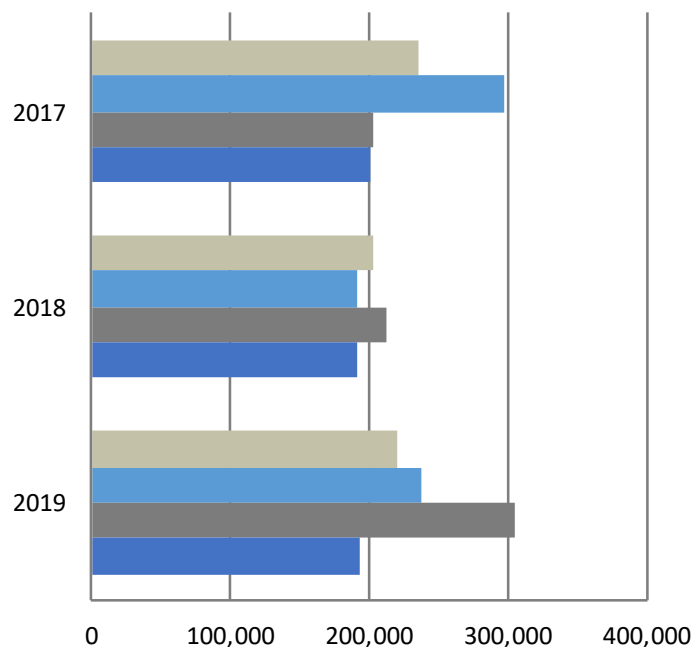
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$3,601,436.86	\$3,177,850.58	\$3,000,645.97
Week 15	\$3,837,047.82	\$2,987,239.78	\$3,723,372.04
Week 16	\$4,736,898.57	\$3,362,618.54	\$2,695,138.75
Week 17	\$3,120,303.88	\$2,957,621.25	\$2,621,204.36
Total	\$15,295,687.13	\$12,485,330.15	\$12,040,361.12

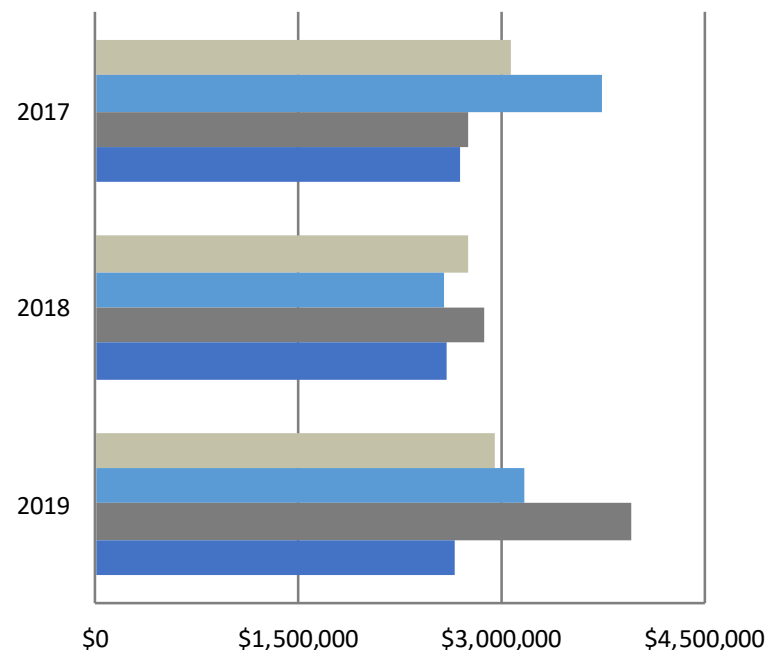
JUVENILE FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	219,629	203,103	235,113
Week 15	237,121	191,054	297,000
Week 16	305,107	211,884	203,094
Week 17	192,635	191,464	200,438
Total	954,492	797,505	935,645

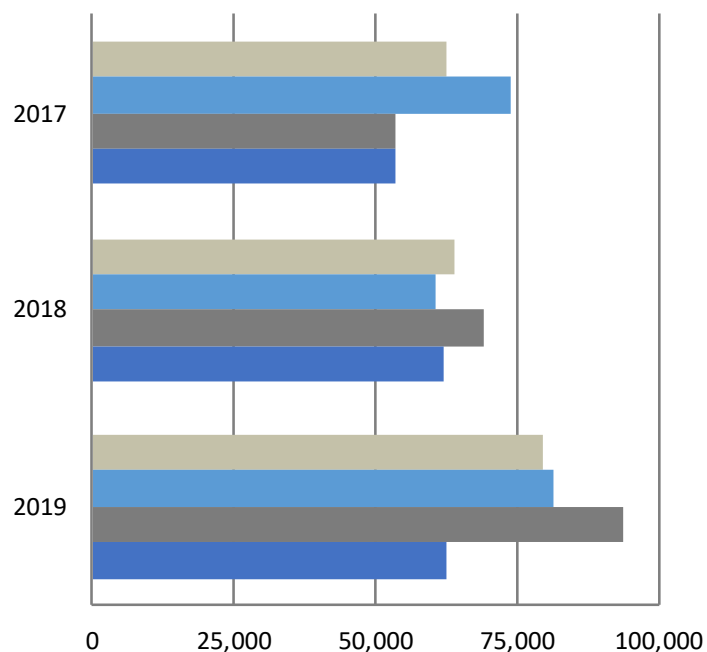
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$2,949,041.68	\$2,751,144.41	\$3,057,049.29
Week 15	\$3,160,205.15	\$2,574,357.65	\$3,733,054.71
Week 16	\$3,947,905.34	\$2,865,657.97	\$2,755,409.08
Week 17	\$2,646,256.25	\$2,595,177.27	\$2,682,939.71
Total	\$12,703,408.42	\$10,786,337.30	\$12,228,452.79

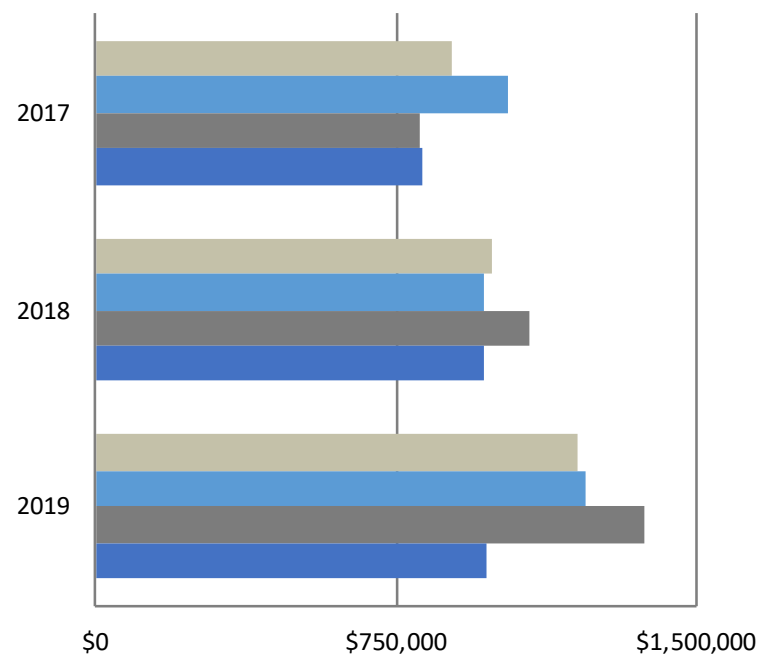
JUVENILE NON-FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	79,501	63,883	62,305
Week 15	81,271	60,630	73,621
Week 16	93,862	69,289	53,472
Week 17	62,449	61,956	53,510
Total	317,083	255,758	242,908

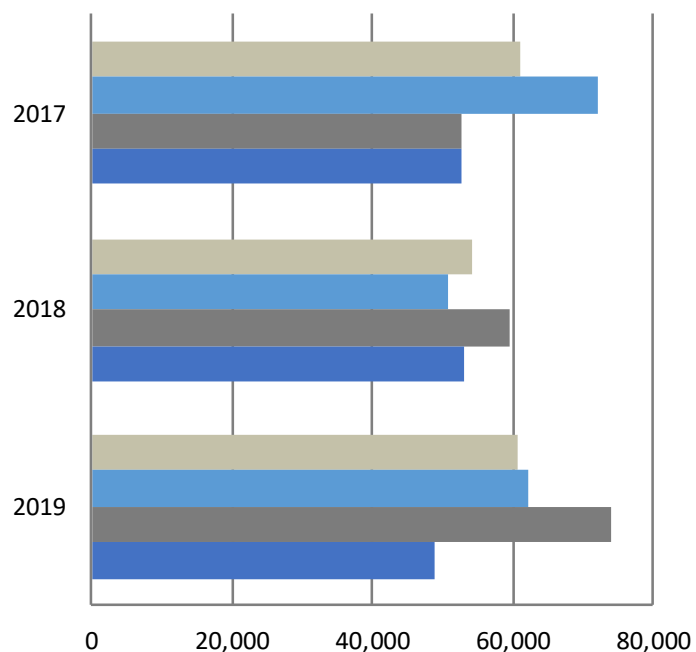
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$1,202,692.57	\$988,980.40	\$890,543.08
Week 15	\$1,218,949.99	\$971,037.21	\$1,025,553.60
Week 16	\$1,369,050.22	\$1,084,755.37	\$809,979.74
Week 17	\$972,846.39	\$970,356.89	\$813,645.80
Total	\$4,763,539.17	\$4,015,129.87	\$3,539,722.22

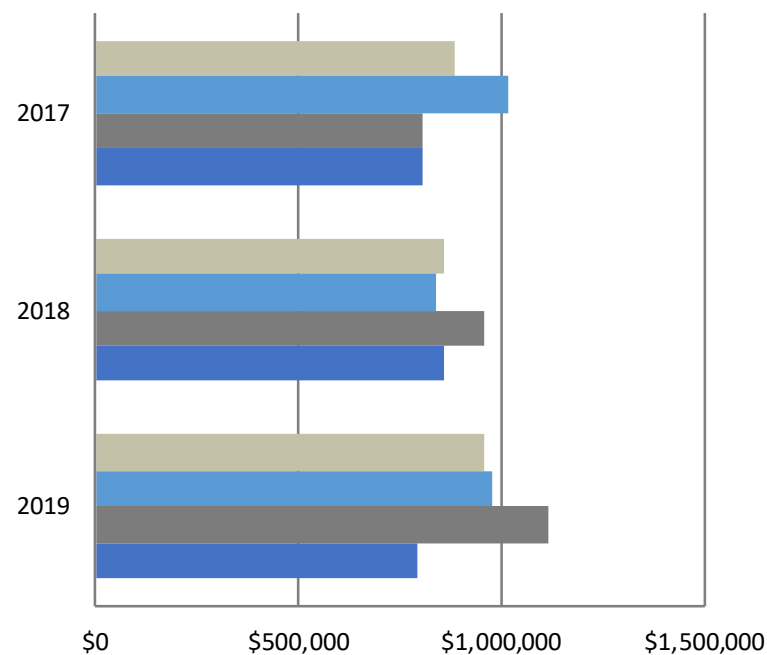
JUVENILE NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	60,581	53,997	61,142
Week 15	62,051	50,789	71,997
Week 16	73,988	59,330	52,510
Week 17	48,720	53,036	52,587
Total	245,340	217,152	238,236

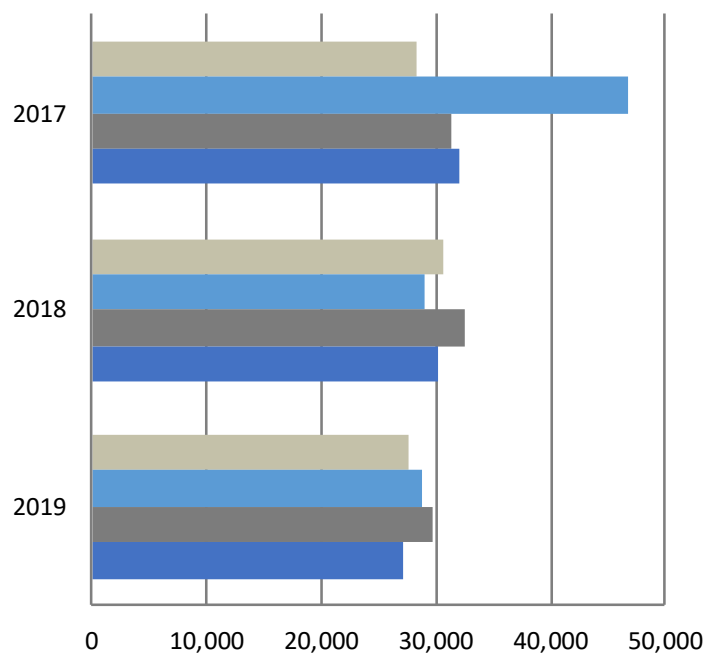
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$957,182.88	\$857,898.29	\$881,759.79
Week 15	\$973,012.85	\$838,741.52	\$1,012,033.85
Week 16	\$1,113,787.18	\$957,695.43	\$802,741.13
Week 17	\$793,285.79	\$854,126.99	\$804,593.00
Total	\$3,837,268.70	\$3,508,462.23	\$3,501,127.77

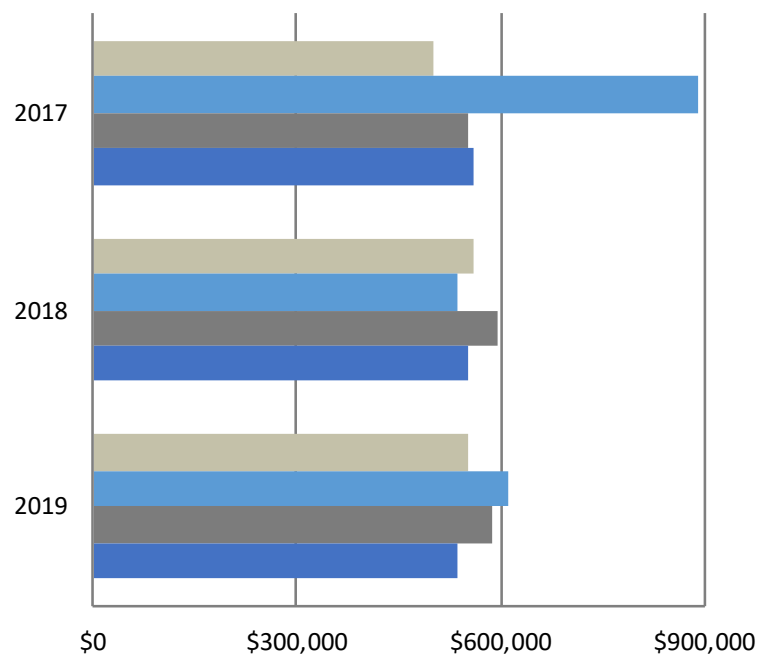
YOUNG ADULT: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	27,582	30,584	28,231
Week 15	28,744	28,934	46,736
Week 16	29,681	32,553	31,267
Week 17	27,078	30,082	32,136
Total	113,085	122,153	138,370

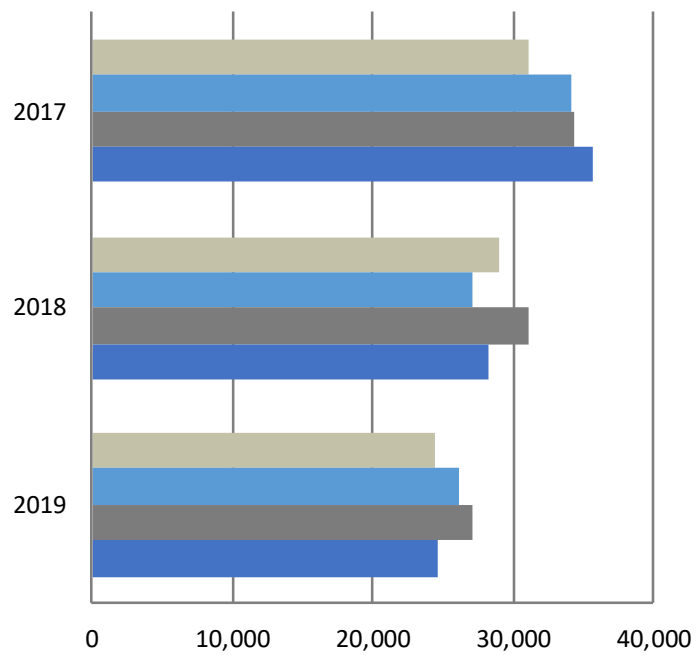
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$552,716.41	\$558,899.67	\$501,606.83
Week 15	\$609,217.06	\$537,336.85	\$890,513.93
Week 16	\$588,747.42	\$593,900.90	\$551,317.48
Week 17	\$534,574.12	\$552,454.88	\$557,896.75
Total	\$2,285,255.01	\$2,242,592.30	\$2,501,334.99

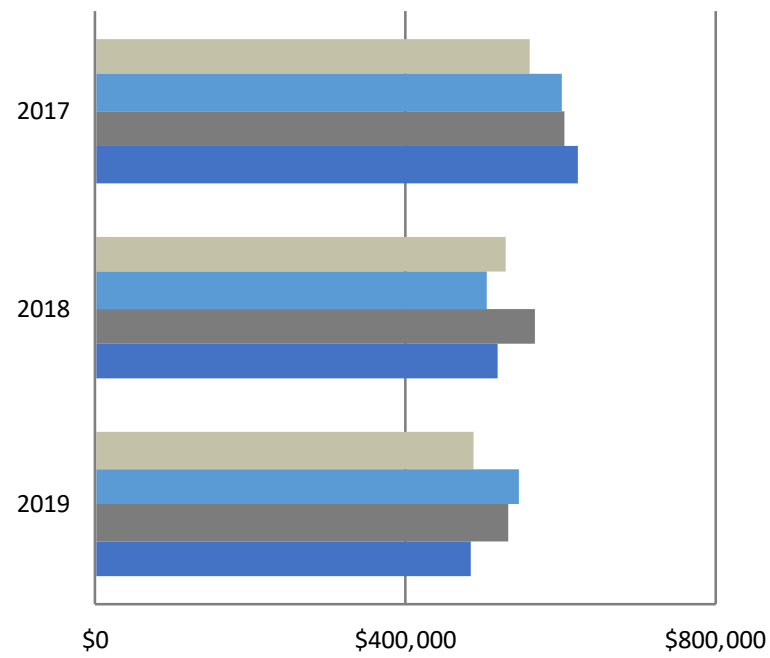
YOUNG ADULT: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	24,453	29,035	31,123
Week 15	26,114	27,121	34,034
Week 16	27,059	30,985	34,281
Week 17	24,548	28,199	35,559
Total	102,174	115,340	134,997

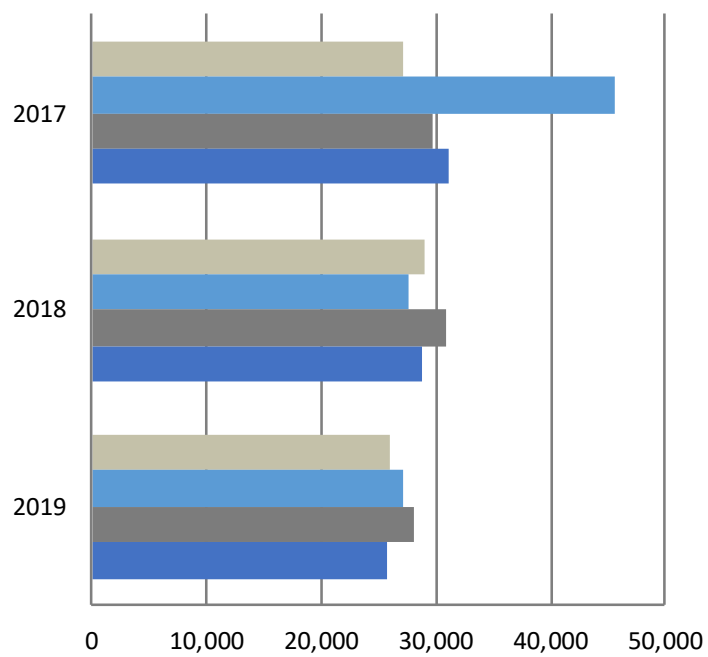
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$487,355.89	\$529,202.80	\$558,609.24
Week 15	\$547,619.12	\$505,807.47	\$602,749.64
Week 16	\$533,856.53	\$566,340.54	\$606,821.64
Week 17	\$484,473.63	\$518,323.30	\$623,448.35
Total	\$2,053,305.17	\$2,119,674.11	\$2,391,628.87

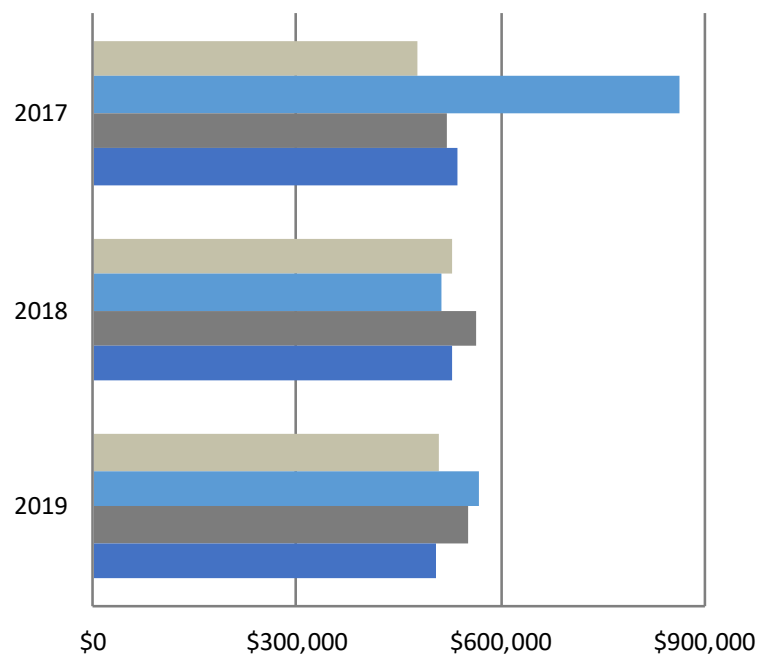
YOUNG ADULT FICTION: ALL MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	26,030	29,045	27,261
Week 15	27,107	27,547	45,571
Week 16	28,180	30,920	29,823
Week 17	25,755	28,778	31,155
Total	107,072	116,290	133,810

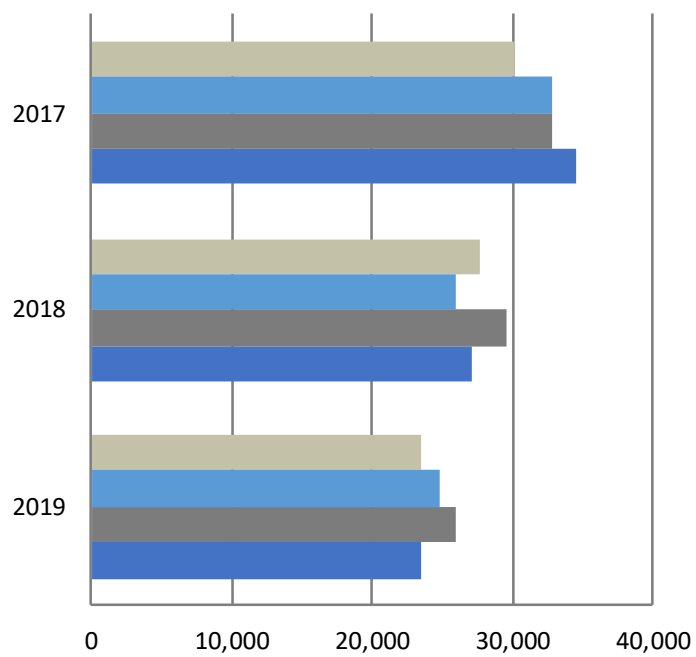
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$507,706.86	\$530,253.13	\$478,860.87
Week 15	\$566,949.31	\$511,709.60	\$863,068.10
Week 16	\$550,694.67	\$563,724.00	\$520,486.40
Week 17	\$503,478.51	\$528,359.30	\$535,715.57
Total	\$2,128,829.35	\$2,134,046.03	\$2,398,130.94

YOUNG ADULT FICTION: RING FENCE MARKET

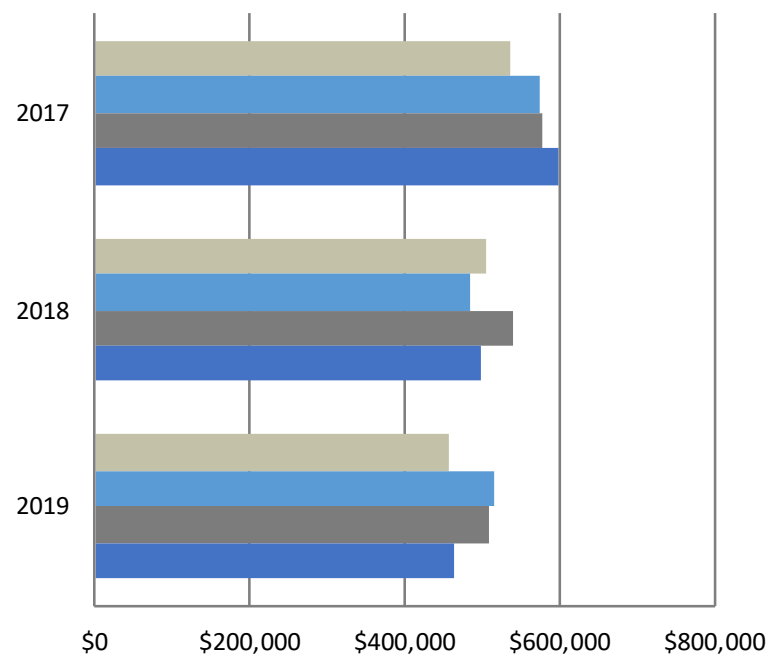
Volume Sold (in units)



	2019	2018	2017
Week 14	23,420	27,675	30,109
Week 15	24,872	25,903	32,829
Week 16	25,991	29,481	32,828
Week 17	23,553	27,045	34,425

Total	97,836	110,104	130,191
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Value Sold (in millions of dollars)

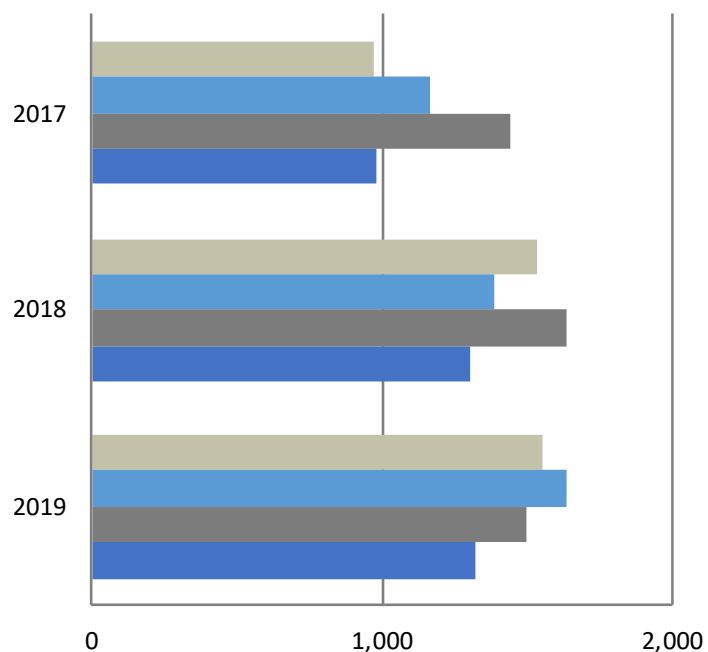


	2019	2018	2017
Week 14	\$456,596.61	\$504,738.07	\$535,097.58
Week 15	\$516,730.62	\$483,354.30	\$574,424.00
Week 16	\$506,851.22	\$538,472.89	\$575,829.84
Week 17	\$462,091.54	\$497,136.09	\$597,669.38

Total	\$1,942,269.99	\$2,023,701.35	\$2,283,020.80
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YOUNG ADULT NON-FICTION: ALL MARKET

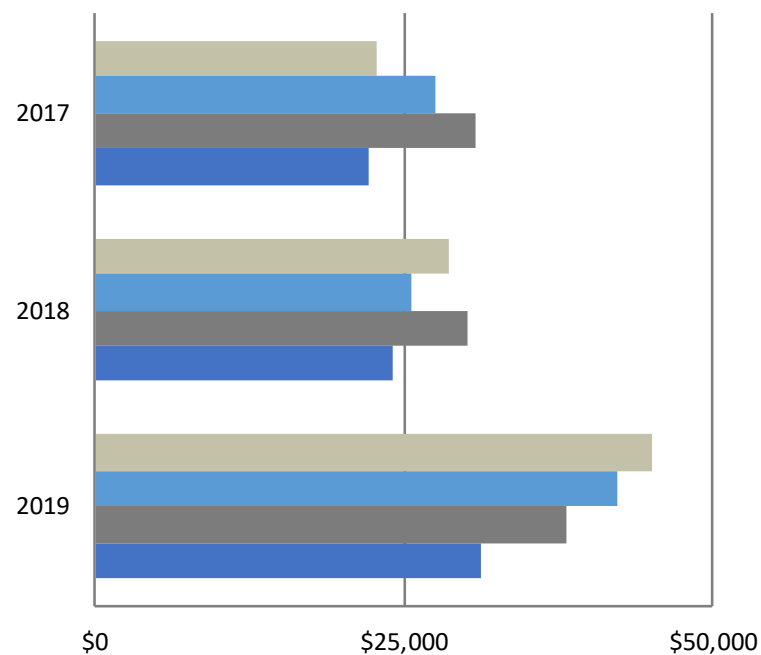
Volume Sold (in units)



	2019	2018	2017
Week 14	1,552	1,539	970
Week 15	1,637	1,387	1,165
Week 16	1,501	1,633	1,444
Week 17	1,323	1,304	981

Total	6,013	5,863	4,560
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Value Sold (in millions of dollars)

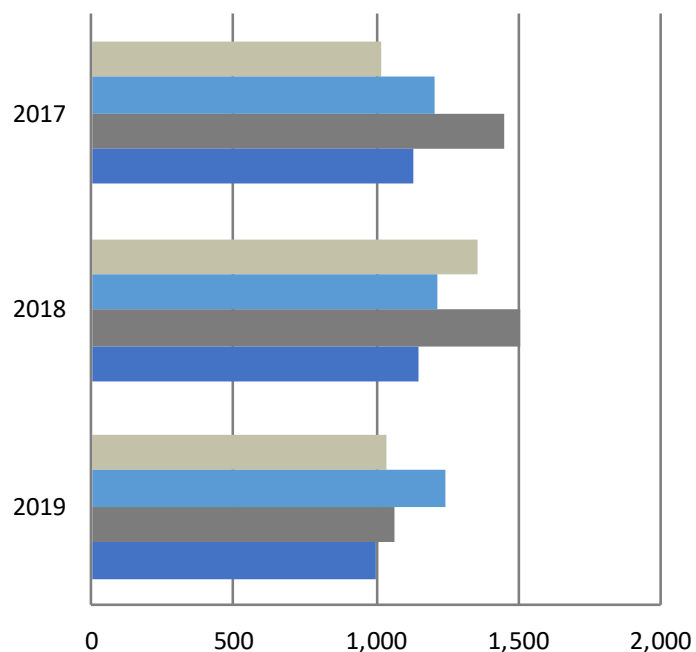


	2019	2018	2017
Week 14	\$45,009.55	\$28,646.54	\$22,745.96
Week 15	\$42,267.75	\$25,627.25	\$27,445.83
Week 16	\$38,052.75	\$30,176.90	\$30,831.08
Week 17	\$31,095.61	\$24,095.58	\$22,181.18

Total	\$156,425.66	\$108,546.27	\$103,204.05
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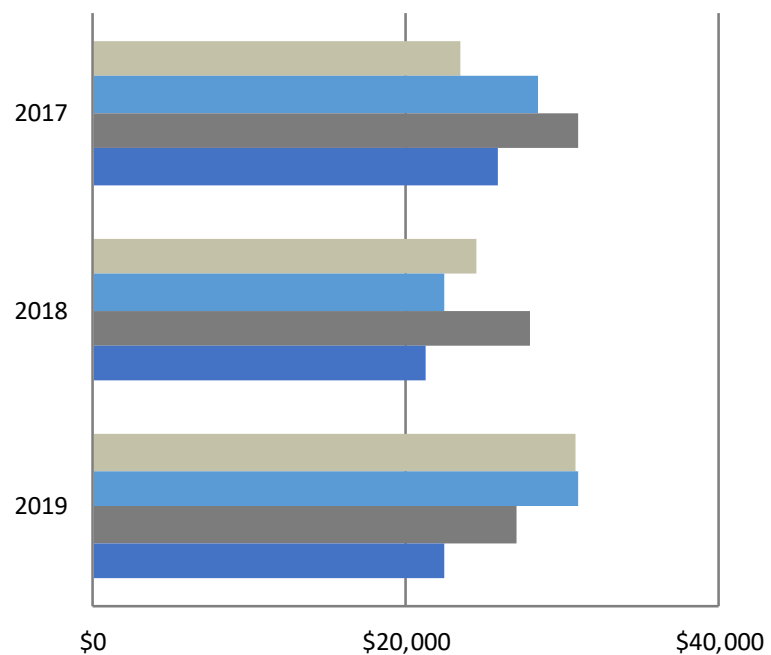
YOUNG ADULT NON-FICTION: RING FENCE MARKET

Volume Sold (in units)



	2019	2018	2017
Week 14	1,033	1,360	1,014
Week 15	1,242	1,218	1,205
Week 16	1,068	1,504	1,453
Week 17	995	1,154	1,134
Total	4,338	5,236	4,806

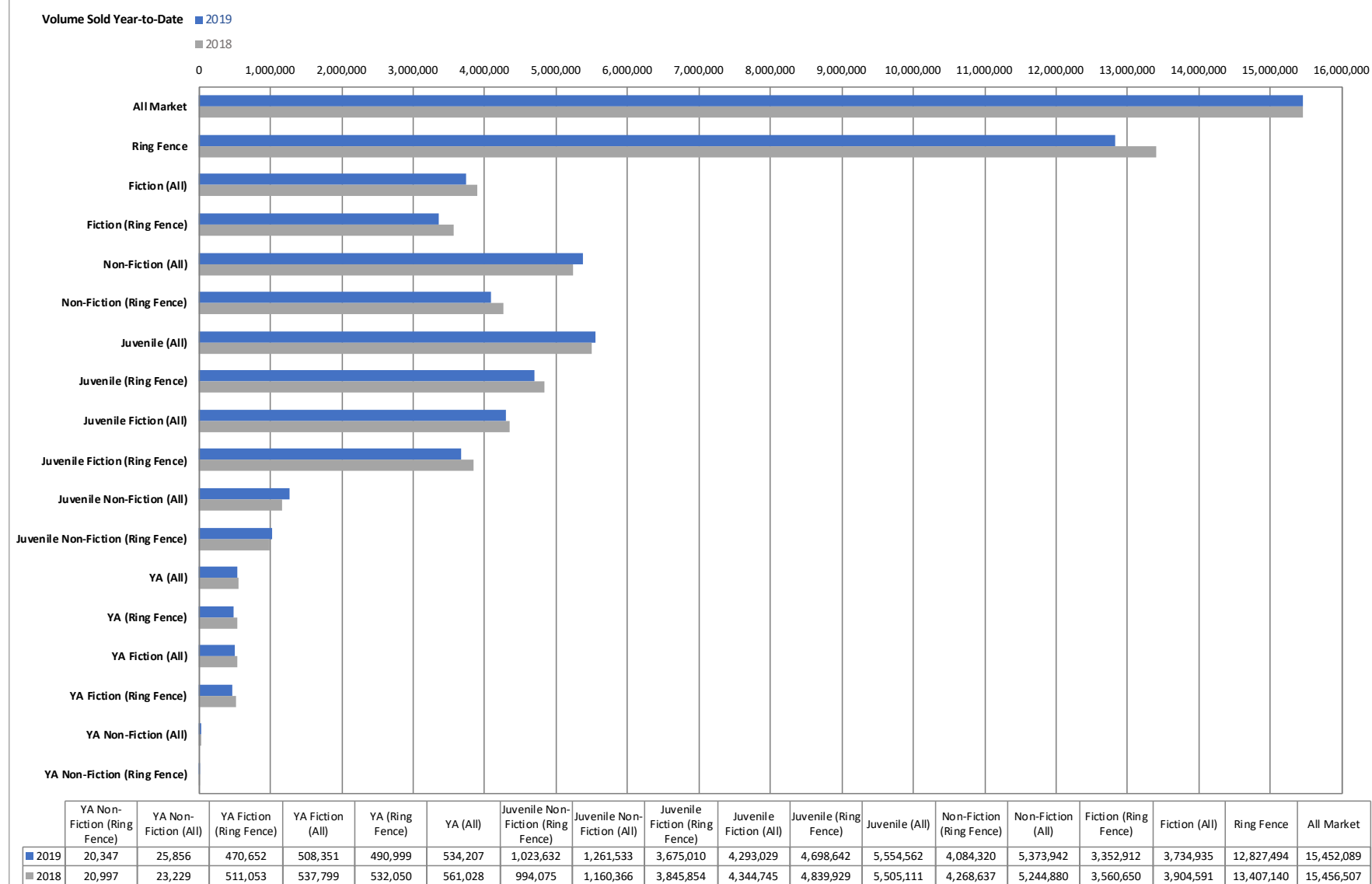
Value Sold (in millions of dollars)



	2019	2018	2017
Week 14	\$30,759.28	\$24,464.73	\$23,511.66
Week 15	\$30,888.50	\$22,453.17	\$28,325.64
Week 16	\$27,005.31	\$27,867.65	\$30,991.80
Week 17	\$22,382.09	\$21,187.21	\$25,778.97
Total	\$111,035.18	\$95,972.76	\$108,608.07

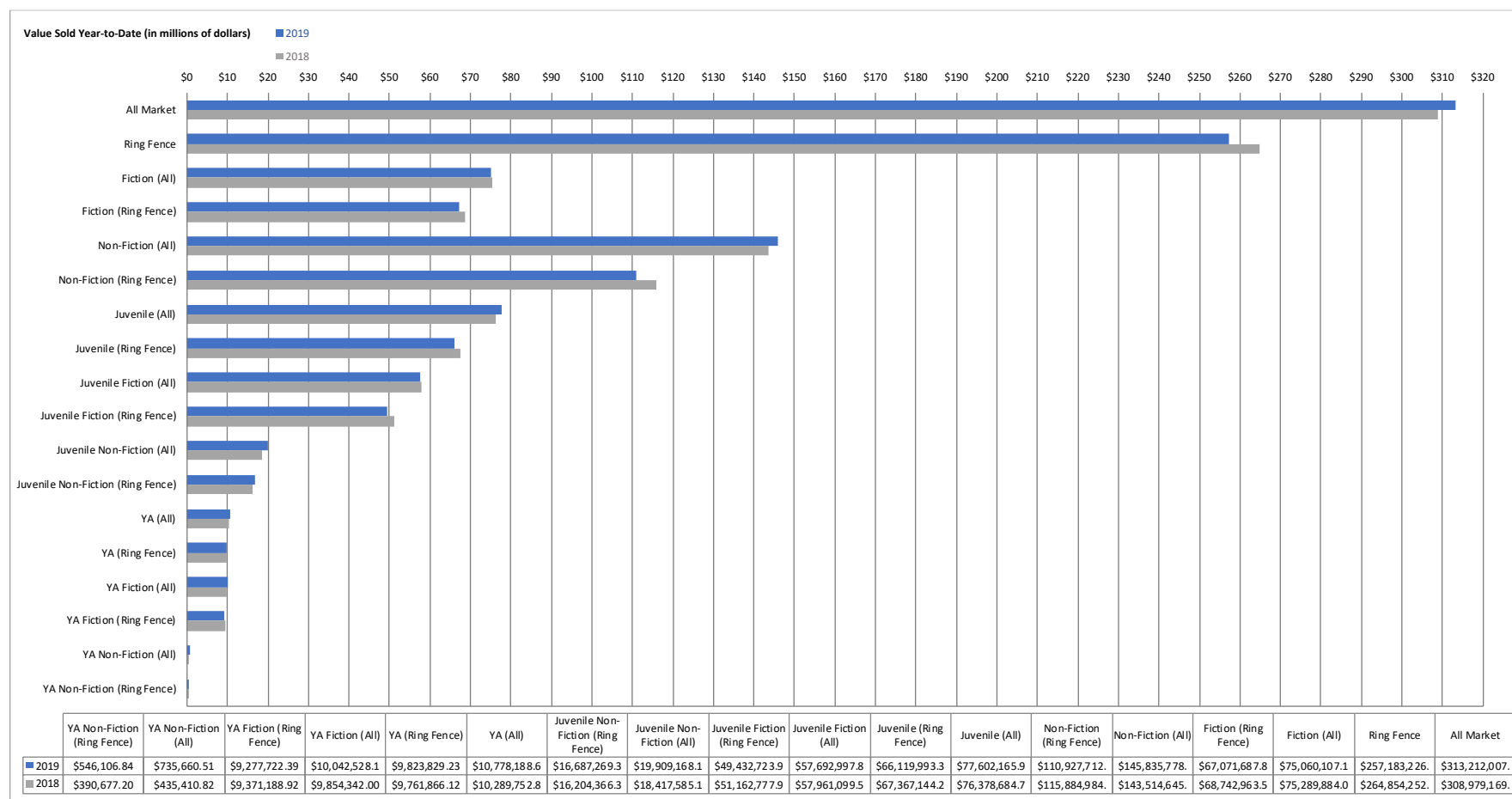
YEAR-TO-DATE COMPARISON: VOLUME

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