



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

7.2019

June SalesData
Market Report



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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 June 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:

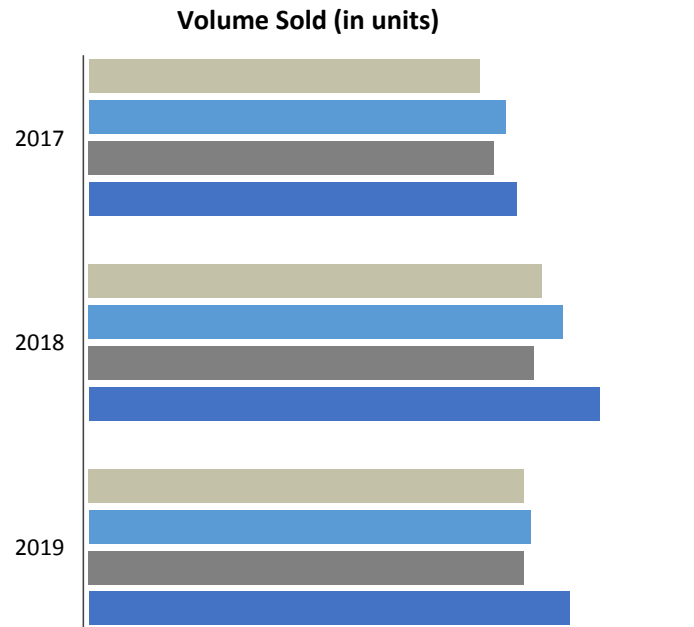
- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. 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

Report Weeks

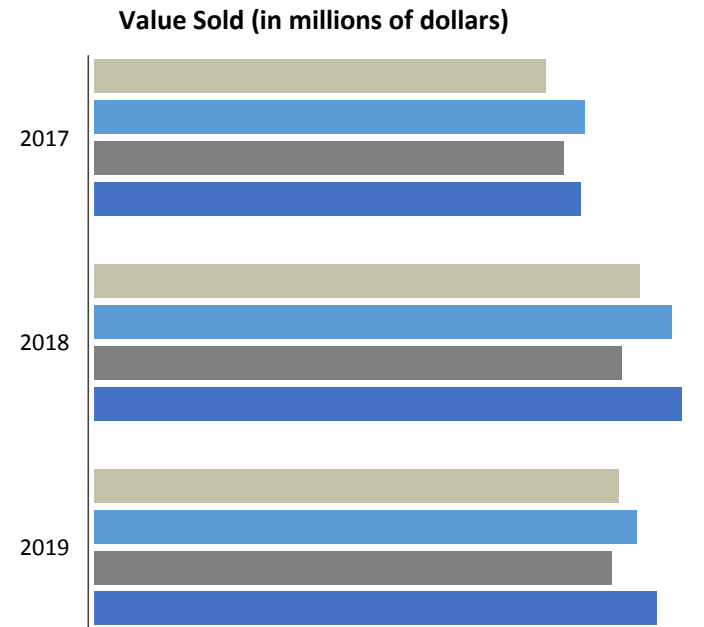
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the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

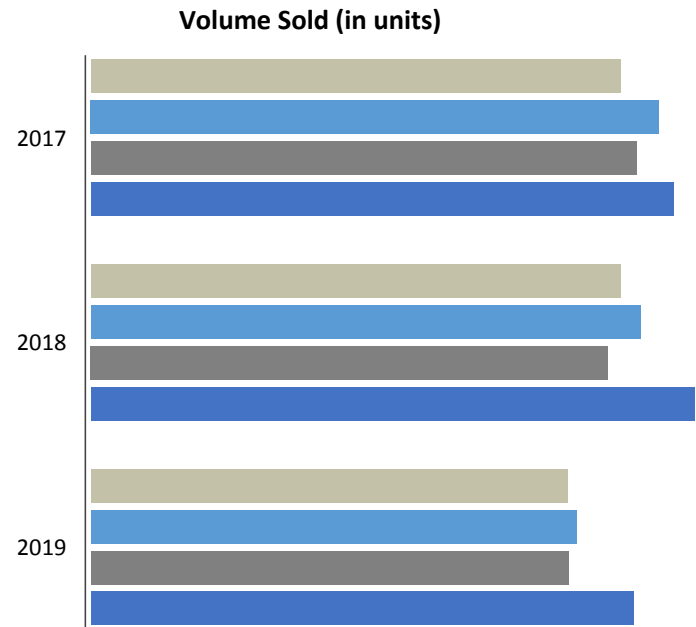
	2017	2018	2019
Week 23	2017-06-11	2018-06-10	2019-06-09
Week 24	2017-06-18	2018-06-17	2019-06-16
Week 25	2017-06-25	2018-06-24	2019-06-23
Week 26	2017-07-02	2018-07-01	2019-06-30

ALL MARKET

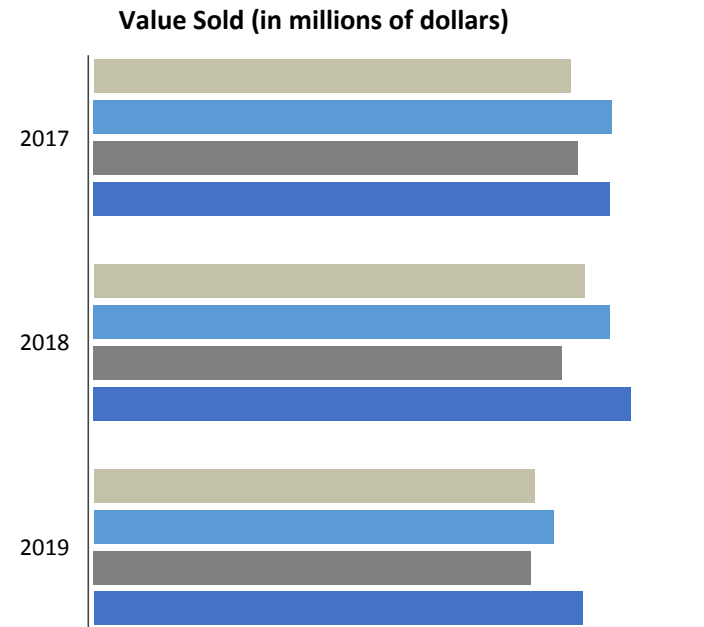
		2017	2018	2019
	Week 23	803,375	932,000	895,236
	Week 24	857,802	975,427	909,099
	Week 25	833,397	915,545	894,996
	Week 26	879,096	1,050,379	988,636
	Total	3,373,670	3,873,351	3,687,967

ALL MARKET

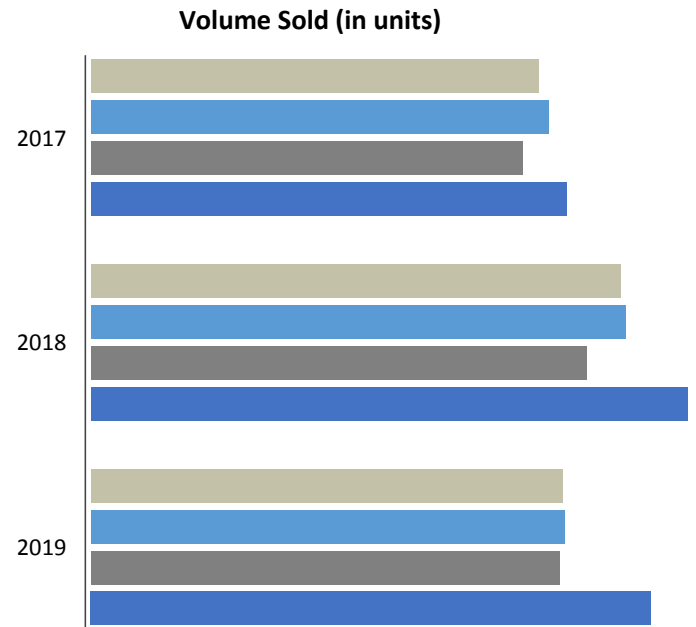
		2017	2018	2019
	Week 23	\$15,622,520	\$18,864,005	\$18,133,060
	Week 24	\$16,965,127	\$19,957,510	\$18,751,497
	Week 25	\$16,228,647	\$18,248,810	\$17,900,778
	Week 26	\$16,820,032	\$20,320,347	\$19,445,970
	Total	\$65,636,325	\$77,390,673	\$74,231,306

RING FENCE MARKET

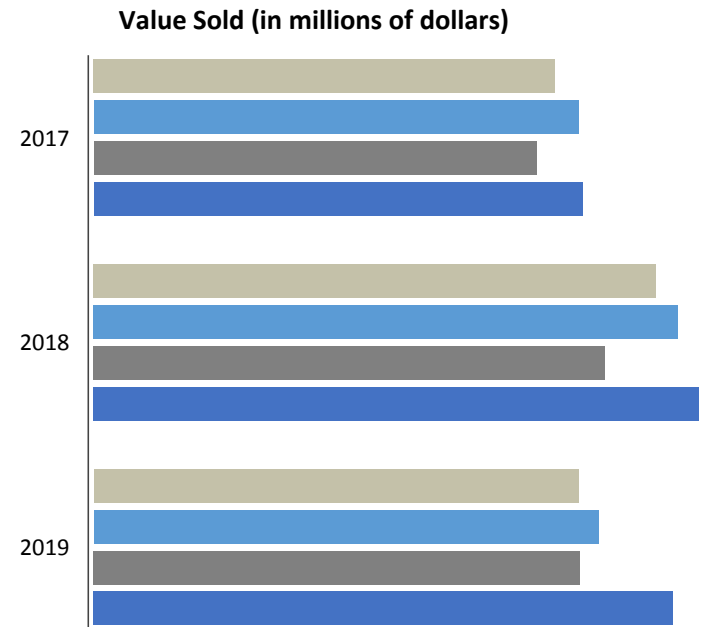
		2017	2018	2019
	Week 23	805,916	806,332	725,347
	Week 24	864,998	836,572	739,892
	Week 25	830,989	787,244	727,528
	Week 26	887,165	919,269	826,057
	Total	3,389,068	3,349,417	3,018,824

RING FENCE MARKET

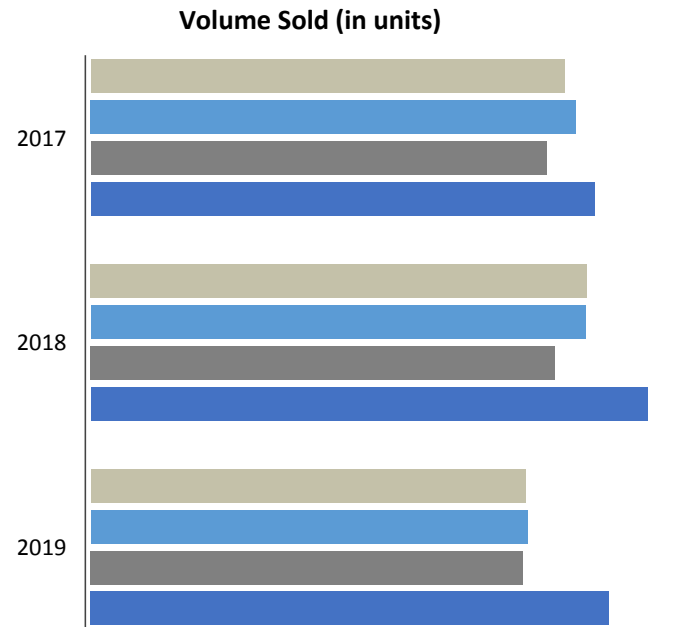
		2017	2018	2019
	Week 23	\$15,690,133	\$16,146,957	\$14,502,506
	Week 24	\$17,053,297	\$16,989,389	\$15,127,526
	Week 25	\$15,935,525	\$15,409,010	\$14,394,897
	Week 26	\$16,986,526	\$17,688,803	\$16,093,314
	Total	\$65,665,481	\$66,234,159	\$60,118,243

FICTION: ALL MARKET

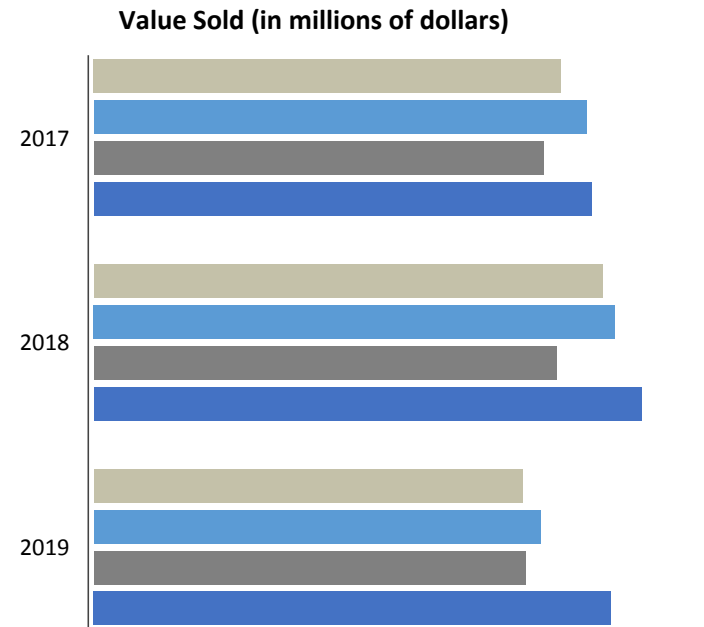
		2017	2018	2019
	Week 23	228,480	270,185	240,484
	Week 24	233,584	272,842	241,515
	Week 25	220,220	252,820	239,220
	Week 26	242,514	304,282	285,728
	Total	924,798	1,100,129	1,006,947

FICTION: ALL MARKET

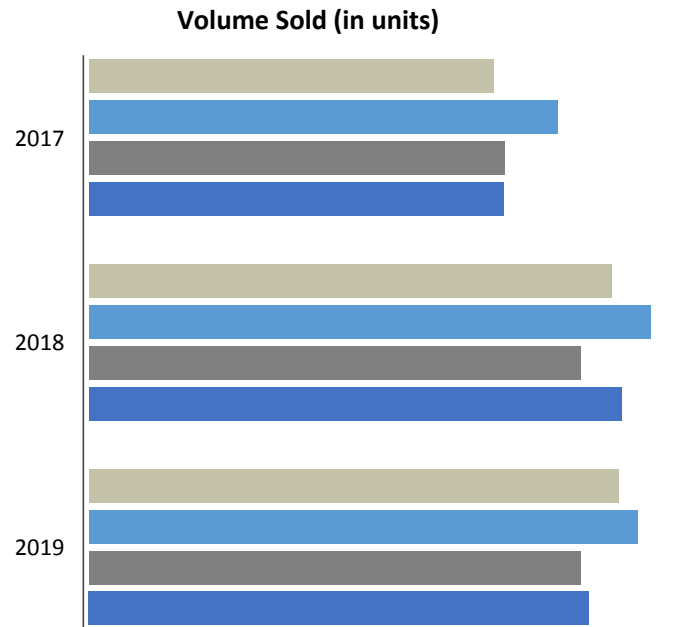
		2017	2018	2019
	Week 23	\$4,555,381	\$5,551,088	\$4,787,335
	Week 24	\$4,784,286	\$5,767,804	\$4,986,282
	Week 25	\$4,370,679	\$5,046,812	\$4,802,894
	Week 26	\$4,826,447	\$5,974,661	\$5,719,714
	Total	\$18,536,793	\$22,340,364	\$20,296,225

FICTION: RING FENCE MARKET

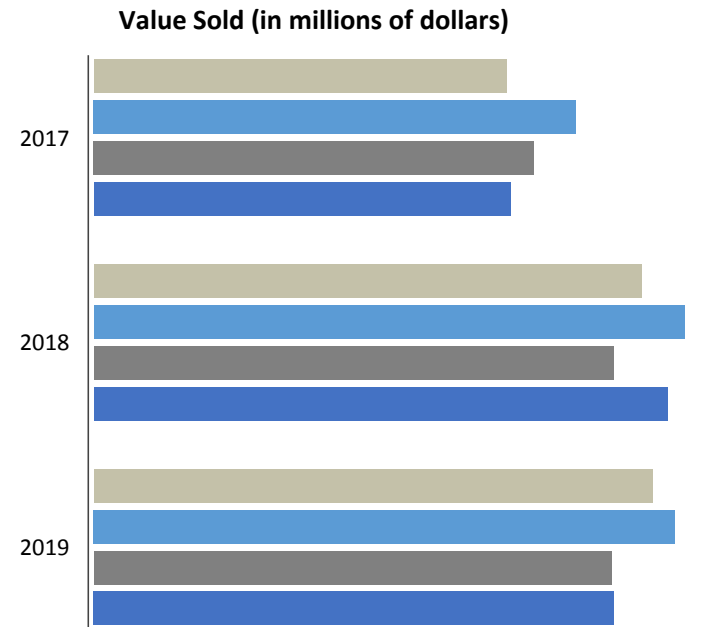
		2017	2018	2019
	Week 23	233,749	244,920	214,761
	Week 24	239,542	244,392	215,699
	Week 25	225,143	229,149	213,325
	Week 26	248,605	274,888	255,815
	Total	947,039	993,349	899,600

FICTION: RING FENCE MARKET

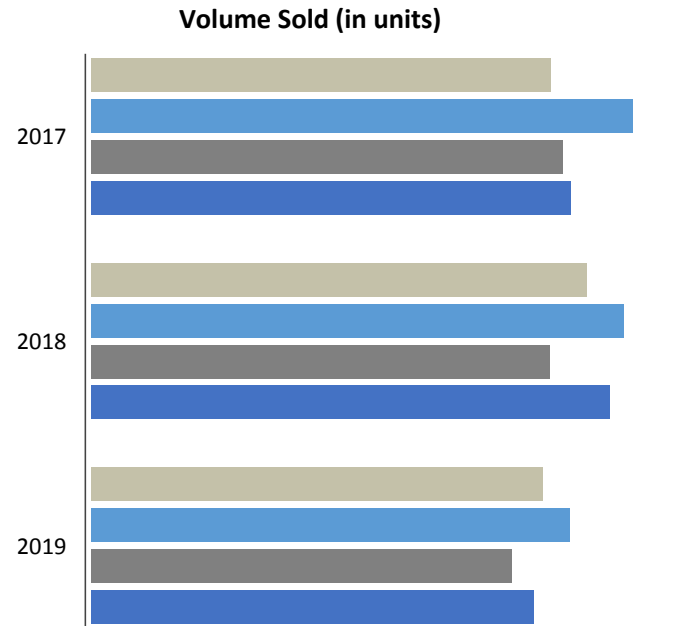
		2017	2018	2019
	Week 23	\$4,612,362	\$5,024,480	\$4,231,951
	Week 24	\$4,865,373	\$5,148,176	\$4,413,271
	Week 25	\$4,441,437	\$4,566,649	\$4,261,247
	Week 26	\$4,916,855	\$5,409,101	\$5,106,191
	Total	\$18,836,028	\$20,148,406	\$18,012,661

NON-FICTION: ALL MARKET

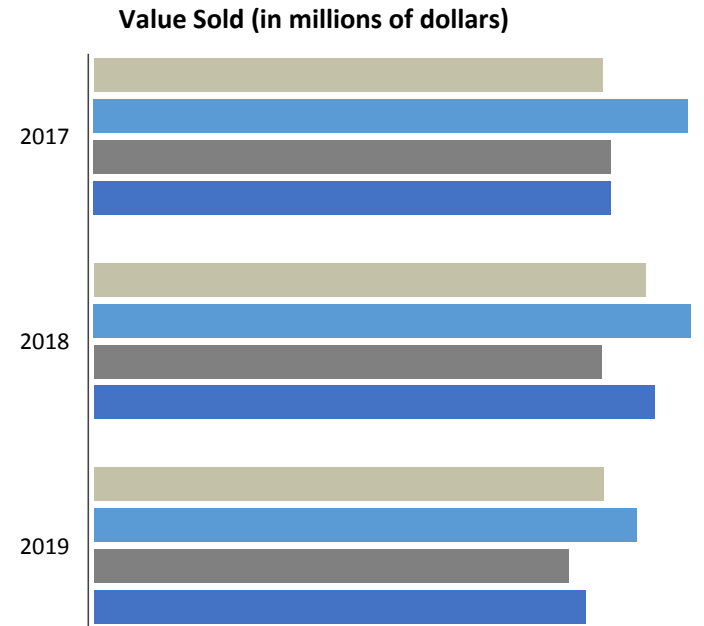
	2017	2018	2019
Week 23	233,248	300,913	305,121
Week 24	270,044	323,733	316,170
Week 25	239,460	283,167	283,365
Week 26	239,005	306,945	288,134
Total	981,757	1,214,758	1,192,790

NON-FICTION: ALL MARKET

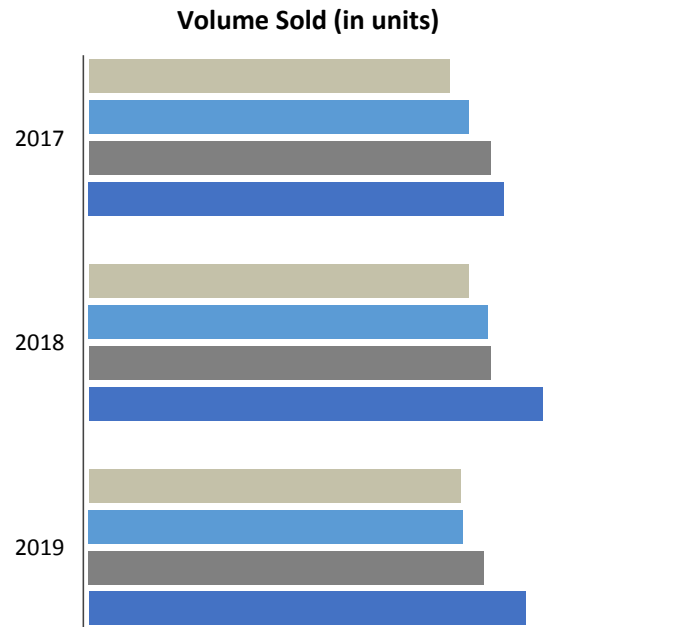
	2017	2018	2019
Week 23	\$6,111,602	\$8,114,120	\$8,279,381
Week 24	\$7,145,538	\$8,748,487	\$8,611,379
Week 25	\$6,521,761	\$7,701,912	\$7,670,054
Week 26	\$6,172,715	\$8,024,057	\$7,707,756
Total	\$25,951,615	\$32,588,576	\$32,268,570

NON-FICTION: RING FENCE MARKET

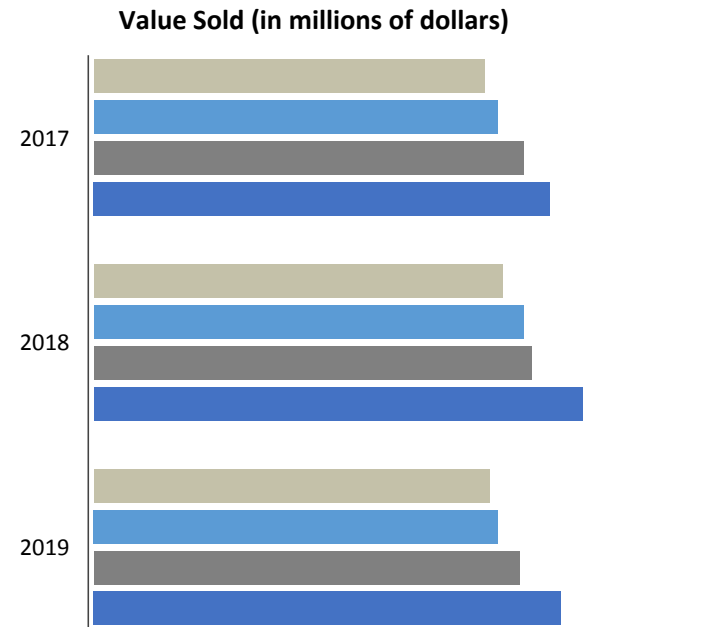
		2017	2018	2019
	Week 23	226,934	244,727	222,930
	Week 24	267,297	262,918	236,416
	Week 25	233,048	226,387	207,698
	Week 26	236,989	256,004	218,534
	Total	964,268	990,036	885,578

NON-FICTION: RING FENCE MARKET

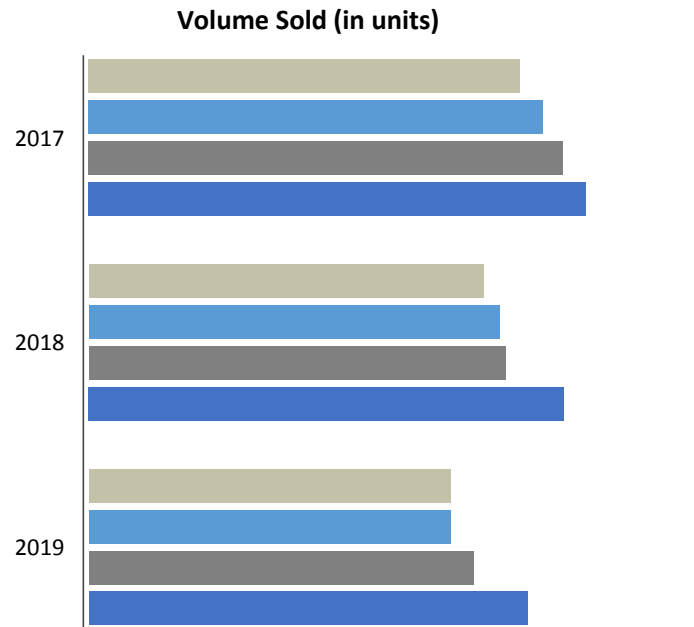
		2017	2018	2019
	Week 23	\$6,025,922	\$6,540,327	\$6,041,081
	Week 24	\$7,040,538	\$7,076,405	\$6,428,976
	Week 25	\$6,127,180	\$6,013,063	\$5,625,588
	Week 26	\$6,128,365	\$6,643,500	\$5,827,346
	Total	\$25,322,005	\$26,273,295	\$23,922,991

JUVENILE: ALL MARKET

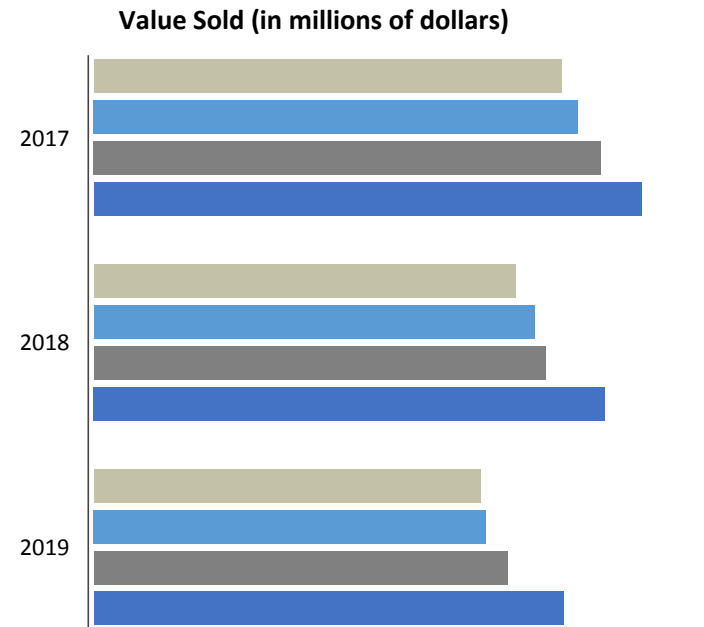
		2017	2018	2019
	Week 23	297,009	312,653	305,698
	Week 24	312,223	328,549	307,814
	Week 25	330,448	330,808	325,229
	Week 26	341,534	373,106	359,443
	Total	1,281,214	1,345,116	1,298,184

JUVENILE: ALL MARKET

		2017	2018	2019
	Week 23	\$4,182,858	\$4,371,946	\$4,231,295
	Week 24	\$4,317,328	\$4,594,163	\$4,322,228
	Week 25	\$4,596,863	\$4,684,502	\$4,554,848
	Week 26	\$4,880,258	\$5,227,201	\$5,000,241
	Total	\$17,977,308	\$18,877,812	\$18,108,611

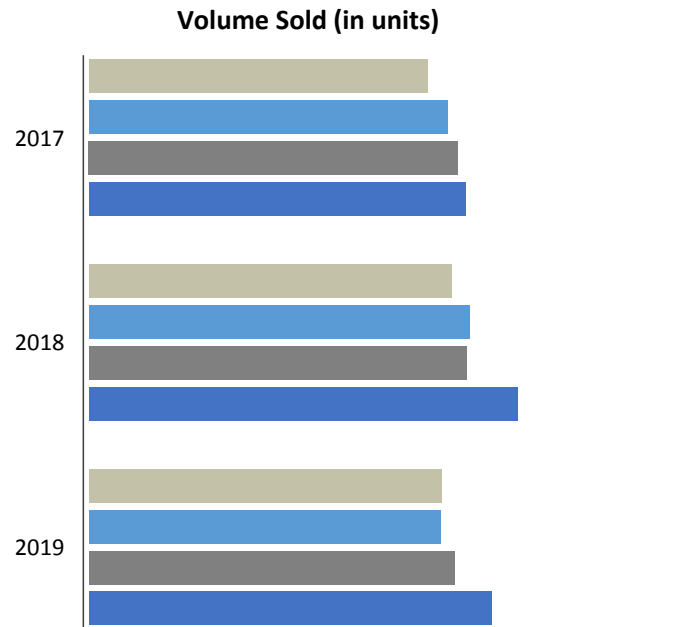
JUVENILE: RING FENCE MARKET

	2017	2018	2019
Week 23	298,116	272,927	249,783
Week 24	313,962	283,944	250,029
Week 25	327,798	287,953	265,826
Week 26	343,724	328,394	303,185
Total	1,283,600	1,173,218	1,068,823

JUVENILE: RING FENCE MARKET

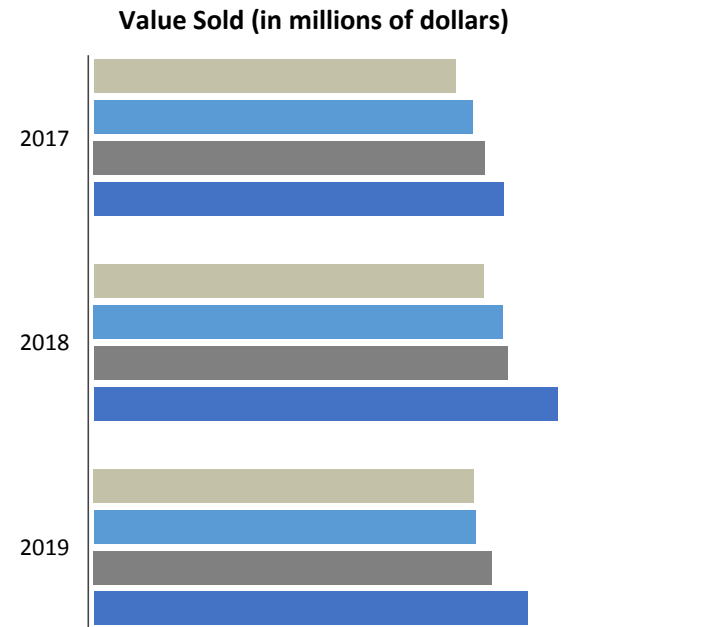
	2017	2018	2019
Week 23	\$4,231,080	\$3,819,081	\$3,500,715
Week 24	\$4,383,410	\$3,990,300	\$3,550,183
Week 25	\$4,589,764	\$4,087,670	\$3,747,641
Week 26	\$4,957,668	\$4,628,709	\$4,253,875
Total	\$18,161,921	\$16,525,760	\$15,052,414

JUVENILE FICTION: ALL MARKET

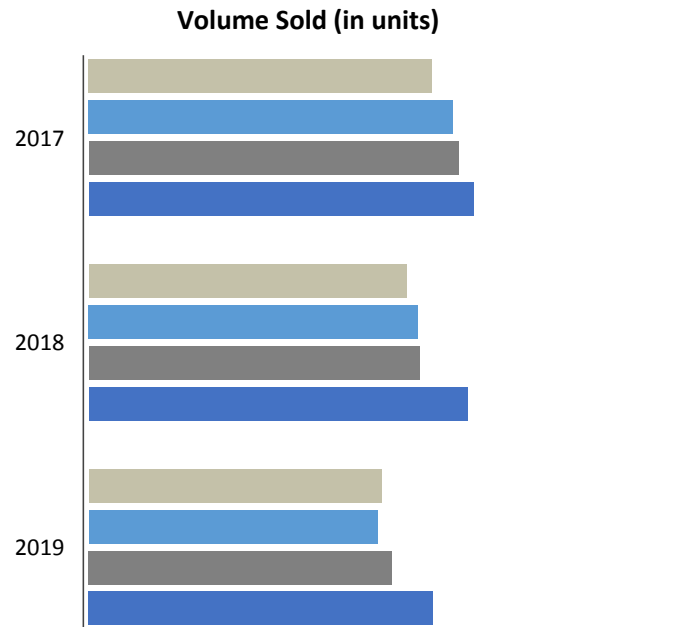


		2017	2018	2019
	Week 23	222,763	238,810	232,099
	Week 24	236,063	250,664	231,343
	Week 25	242,957	248,739	240,847
	Week 26	247,988	282,278	265,105
	Total	949,771	1,020,491	969,394

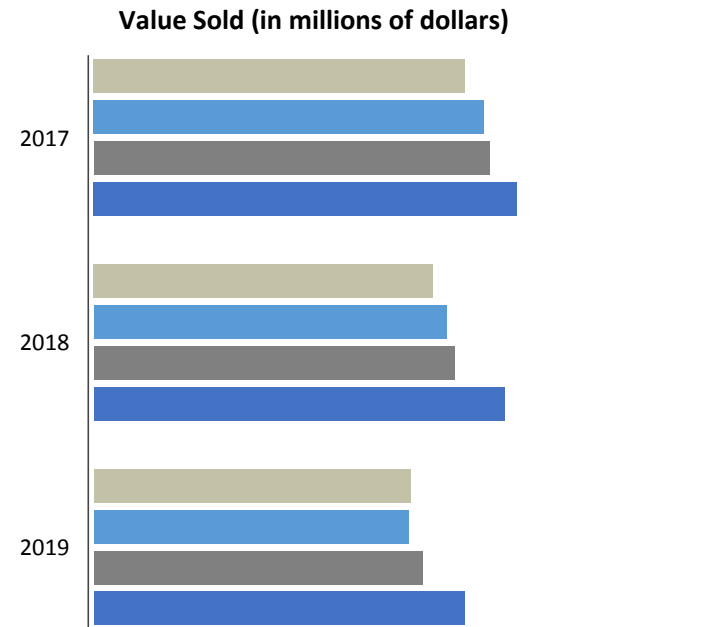
JUVENILE FICTION: ALL MARKET



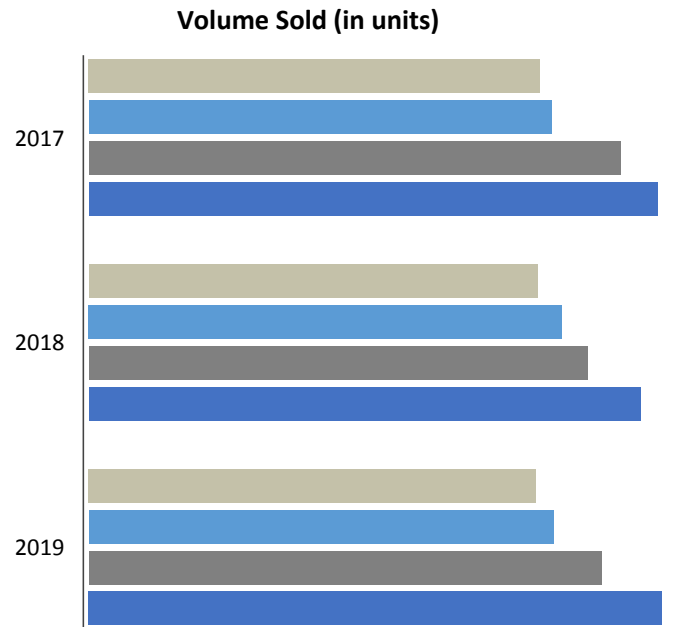
		2017	2018	2019
	Week 23	\$2,977,862	\$3,206,060	\$3,129,622
	Week 24	\$3,118,766	\$3,367,835	\$3,142,989
	Week 25	\$3,219,916	\$3,402,869	\$3,278,217
	Week 26	\$3,369,591	\$3,817,794	\$3,568,975
	Total	\$12,686,135	\$13,794,557	\$13,119,802

JUVENILE FICTION: RING FENCE MARKET

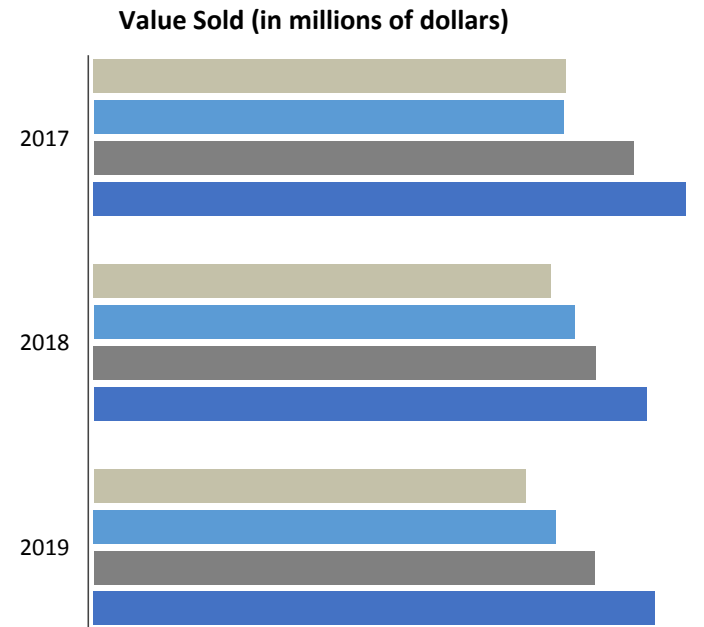
		2017	2018	2019
	Week 23	225,945	209,112	192,534
	Week 24	239,810	216,637	190,135
	Week 25	243,269	217,769	199,619
	Week 26	253,104	249,465	226,502
	Total	962,128	892,983	808,790

JUVENILE FICTION: RING FENCE MARKET

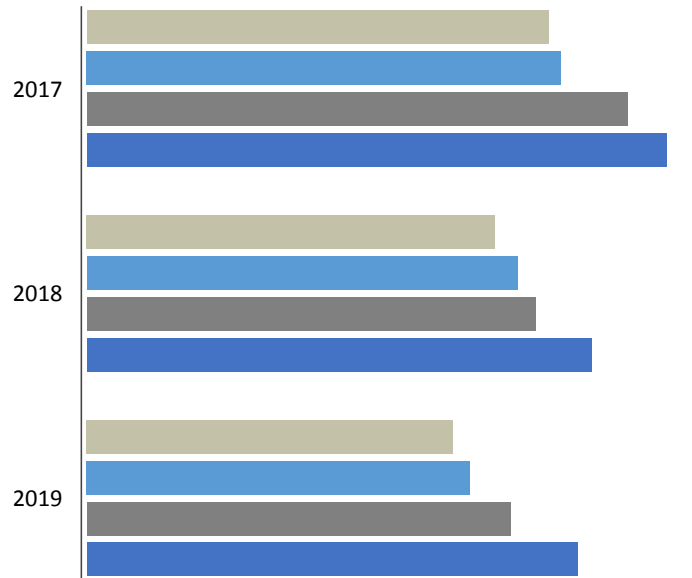
		2017	2018	2019
	Week 23	\$3,056,329	\$2,790,697	\$2,605,314
	Week 24	\$3,212,151	\$2,904,097	\$2,587,322
	Week 25	\$3,256,881	\$2,967,567	\$2,706,900
	Week 26	\$3,482,445	\$3,378,118	\$3,051,289
	Total	\$13,007,805	\$12,040,479	\$10,950,826

JUVENILE NON-FICTION: ALL MARKET

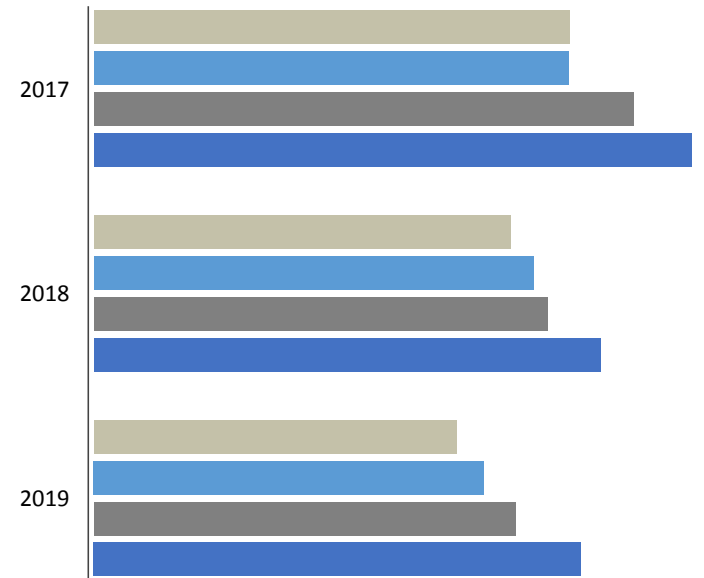
		2017	2018	2019
	Week 23	74,246	73,843	73,599
	Week 24	76,160	77,885	76,471
	Week 25	87,491	82,069	84,382
	Week 26	93,546	90,828	94,338
	Total	331,443	324,625	328,790

JUVENILE NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 23	\$1,204,997	\$1,165,886	\$1,101,673
	Week 24	\$1,198,562	\$1,226,328	\$1,179,239
	Week 25	\$1,376,947	\$1,281,633	\$1,276,631
	Week 26	\$1,510,667	\$1,409,408	\$1,431,266
	Total	\$5,291,173	\$5,083,255	\$4,988,809

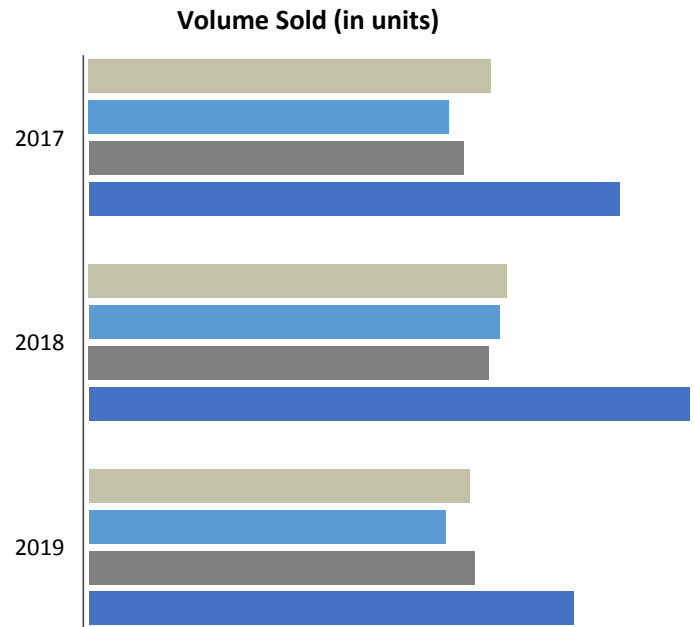
JUVENILE NON-FICTION: RING FENCE MARKET**Volume Sold (in units)**

		2017	2018	2019
	Week 23	72,171	63,815	57,249
	Week 24	74,152	67,307	59,894
	Week 25	84,529	70,184	66,207
	Week 26	90,620	78,929	76,683
	Total	321,472	280,235	260,033

JUVENILE NON-FICTION: RING FENCE MARKET**Value Sold (in millions of dollars)**

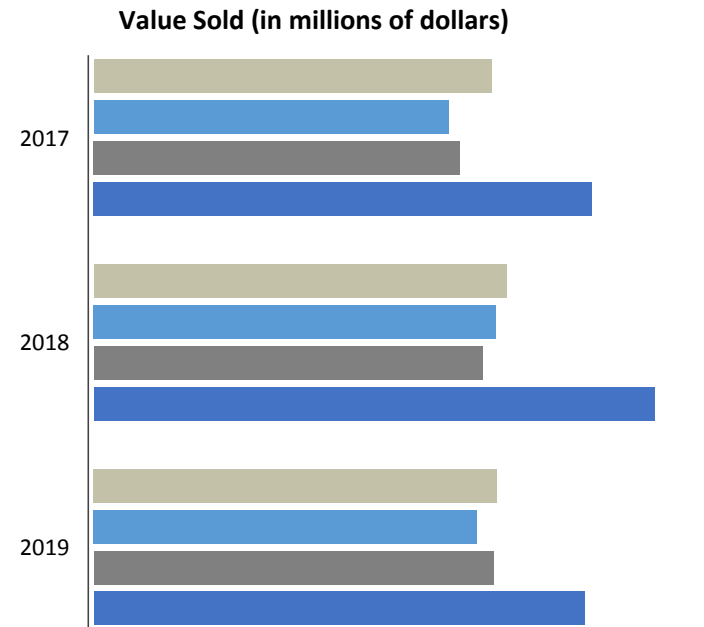
		2017	2018	2019
	Week 23	\$1,174,751	\$1,028,384	\$895,401
	Week 24	\$1,171,259	\$1,086,203	\$962,861
	Week 25	\$1,332,883	\$1,120,103	\$1,040,741
	Week 26	\$1,475,223	\$1,250,591	\$1,202,586
	Total	\$5,154,116	\$4,485,280	\$4,101,588

YOUNG ADULT: ALL MARKET



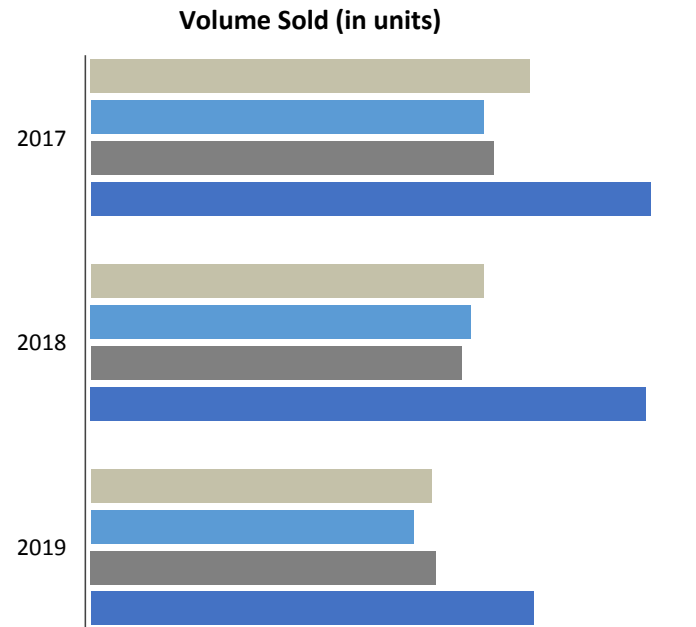
		2017	2018	2019
	Week 23	33,094	34,412	31,315
	Week 24	29,633	33,796	29,321
	Week 25	30,812	32,922	31,758
	Week 26	43,673	49,434	39,887
	Total	137,212	150,564	132,281

YOUNG ADULT: ALL MARKET



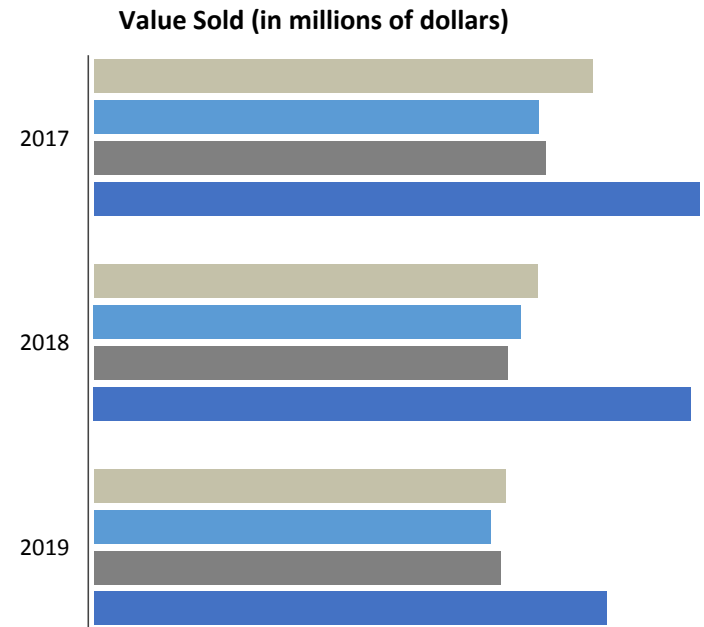
		2017	2018	2019
	Week 23	\$622,264	\$644,828	\$630,732
	Week 24	\$554,958	\$628,793	\$599,327
	Week 25	\$572,699	\$607,886	\$624,958
	Week 26	\$778,967	\$877,098	\$767,608
	Total	\$2,528,888	\$2,758,606	\$2,622,624

YOUNG ADULT: RING FENCE MARKET



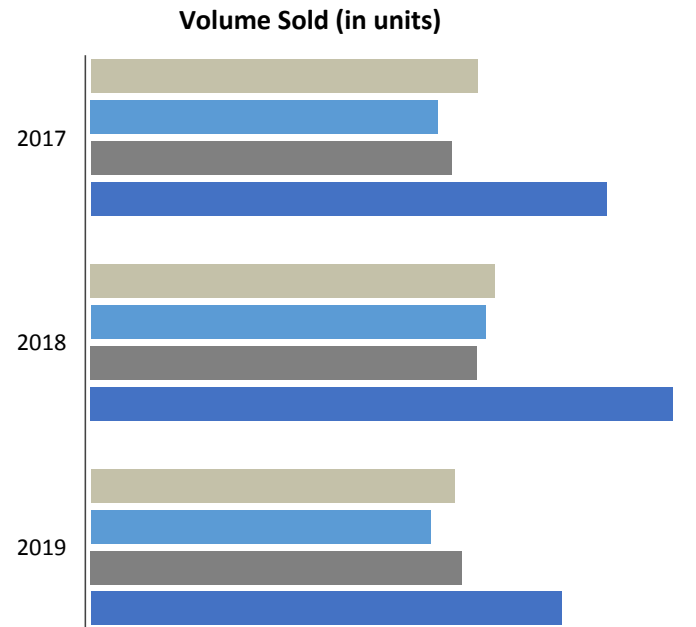
	2017	2018	2019
Week 23	36,149	32,338	28,040
Week 24	32,304	31,278	26,527
Week 25	33,123	30,504	28,412
Week 26	46,073	45,693	36,439
Total	147,649	139,813	119,418

YOUNG ADULT: RING FENCE MARKET



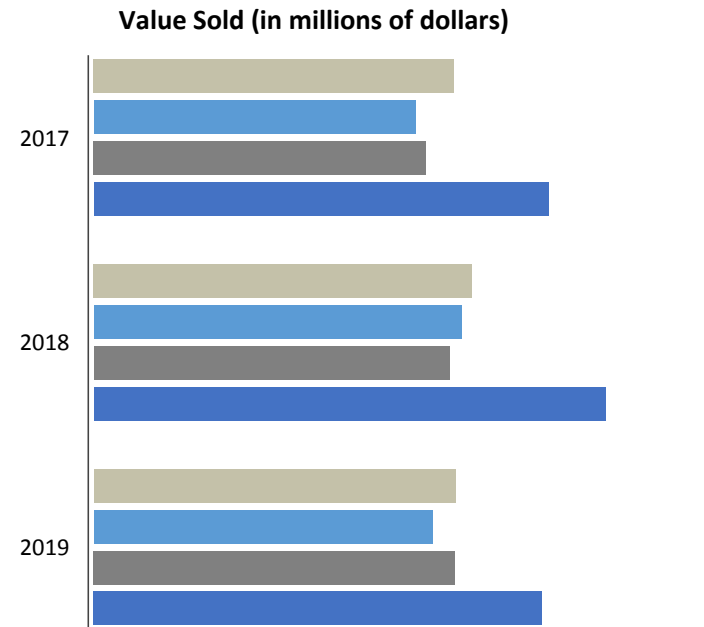
	2017	2018	2019
Week 23	\$681,341	\$606,053	\$562,360
Week 24	\$607,640	\$583,833	\$542,002
Week 25	\$617,233	\$564,745	\$555,268
Week 26	\$827,740	\$815,871	\$700,017
Total	\$2,733,955	\$2,570,503	\$2,359,646

YOUNG ADULT FICTION: ALL MARKET



	2017	2018	2019
Week 23	31,810	33,256	29,939
Week 24	28,556	32,500	27,931
Week 25	29,697	31,770	30,539
Week 26	42,419	47,907	38,759
Total	132,482	145,433	127,168

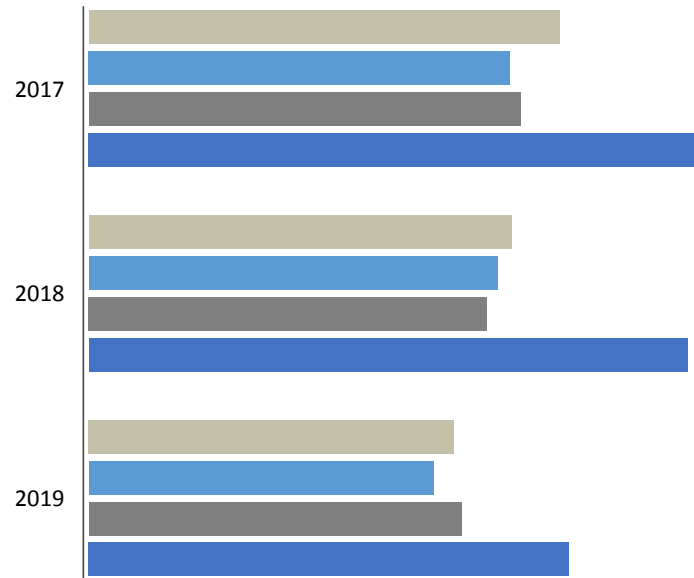
YOUNG ADULT FICTION: ALL MARKET



	2017	2018	2019
Week 23	\$592,799	\$622,243	\$594,976
Week 24	\$529,859	\$605,082	\$557,122
Week 25	\$546,888	\$584,962	\$594,299
Week 26	\$748,842	\$842,645	\$737,943
Total	\$2,418,388	\$2,654,931	\$2,484,340

YOUNG ADULT FICTION: RING FENCE MARKET

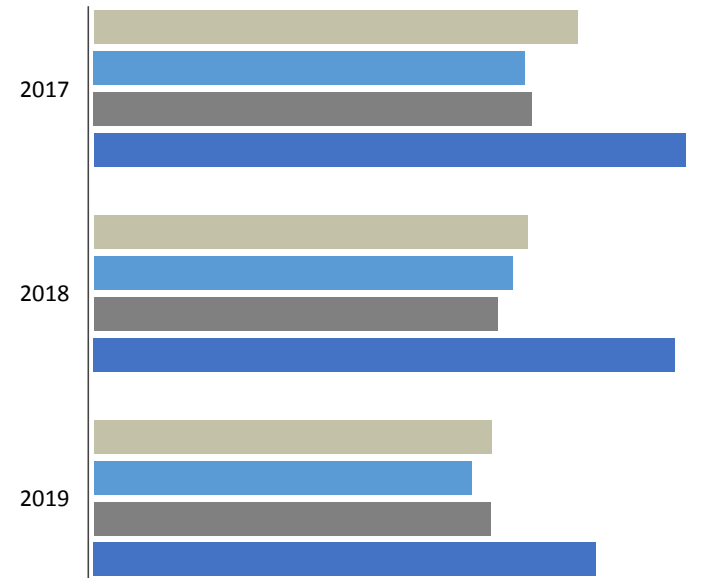
Volume Sold (in units)



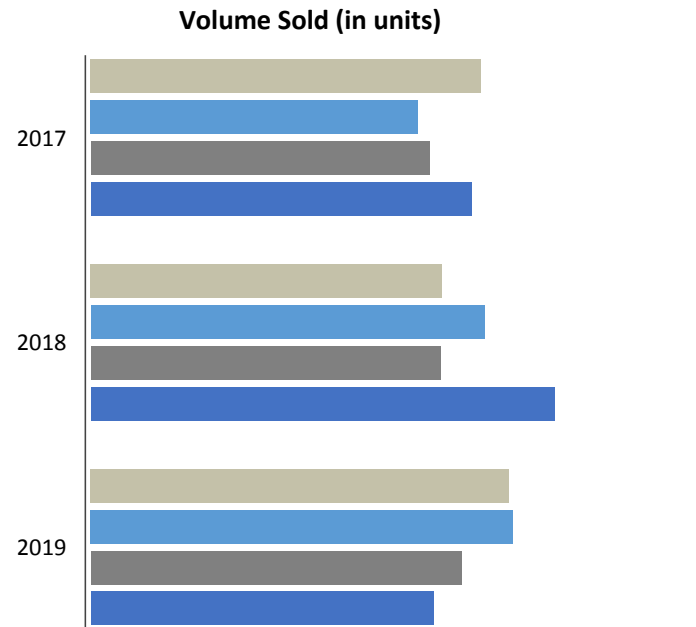
	2017	2018	2019
Week 23	34,884	31,305	27,053
Week 24	31,182	30,274	25,500
Week 25	31,993	29,489	27,574
Week 26	44,829	44,316	35,562
Total	142,888	135,384	115,689

YOUNG ADULT FICTION: RING FENCE MARKET

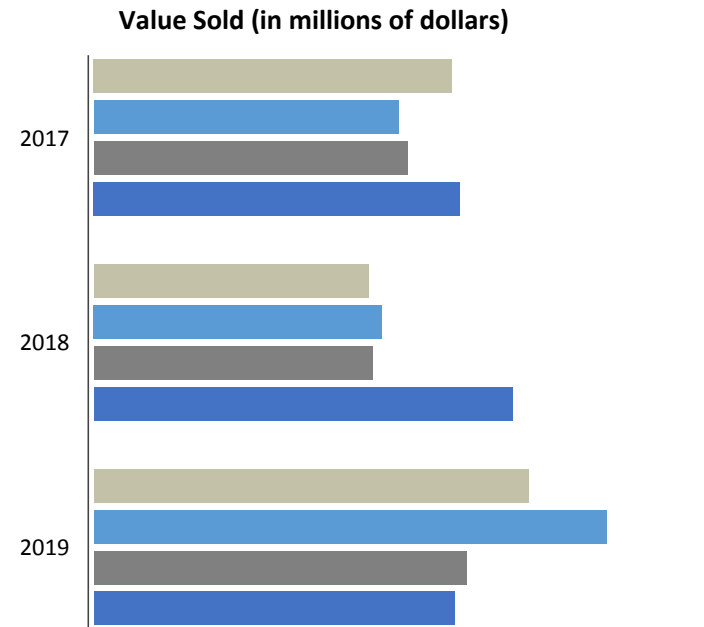
Value Sold (in millions of dollars)



	2017	2018	2019
Week 23	\$652,506	\$585,518	\$536,959
Week 24	\$582,149	\$564,762	\$509,371
Week 25	\$591,161	\$544,570	\$535,181
Week 26	\$798,267	\$784,392	\$677,841
Total	\$2,624,084	\$2,479,241	\$2,259,352

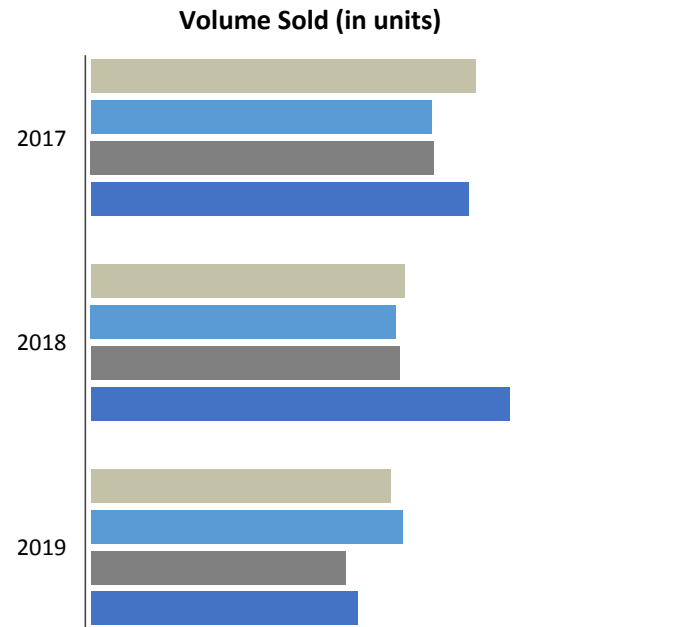
YOUNG ADULT NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 23	1,284	1,156	1,376
	Week 24	1,077	1,296	1,390
	Week 25	1,115	1,152	1,219
	Week 26	1,254	1,527	1,128
	Total	4,730	5,131	5,113

YOUNG ADULT NON-FICTION: ALL MARKET

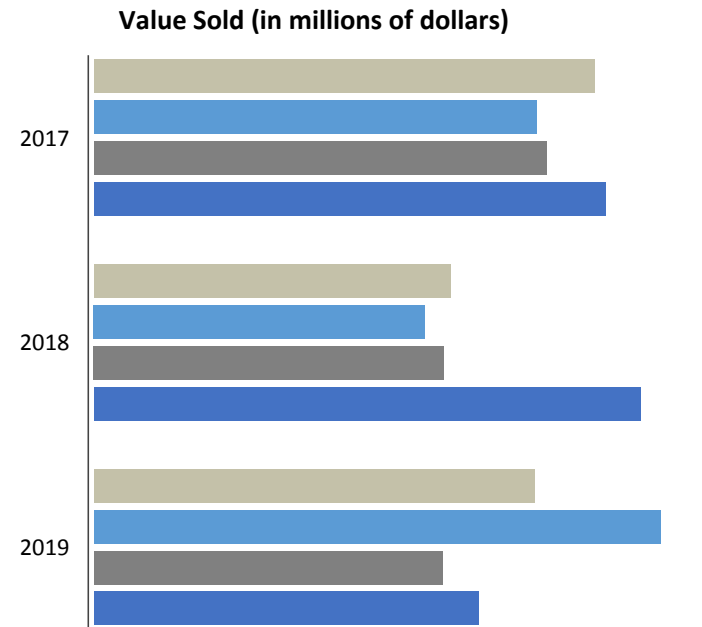
		2017	2018	2019
	Week 23	\$29,465	\$22,586	\$35,757
	Week 24	\$25,099	\$23,712	\$42,205
	Week 25	\$25,811	\$22,924	\$30,659
	Week 26	\$30,125	\$34,453	\$29,664
	Total	\$110,500	\$103,675	\$138,284

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 23	1,265	1,033	987
	Week 24	1,122	1,004	1,027
	Week 25	1,130	1,015	838
	Week 26	1,244	1,377	877
	Total	4,761	4,429	3,729

YOUNG ADULT NON-FICTION: RING FENCE MARKET



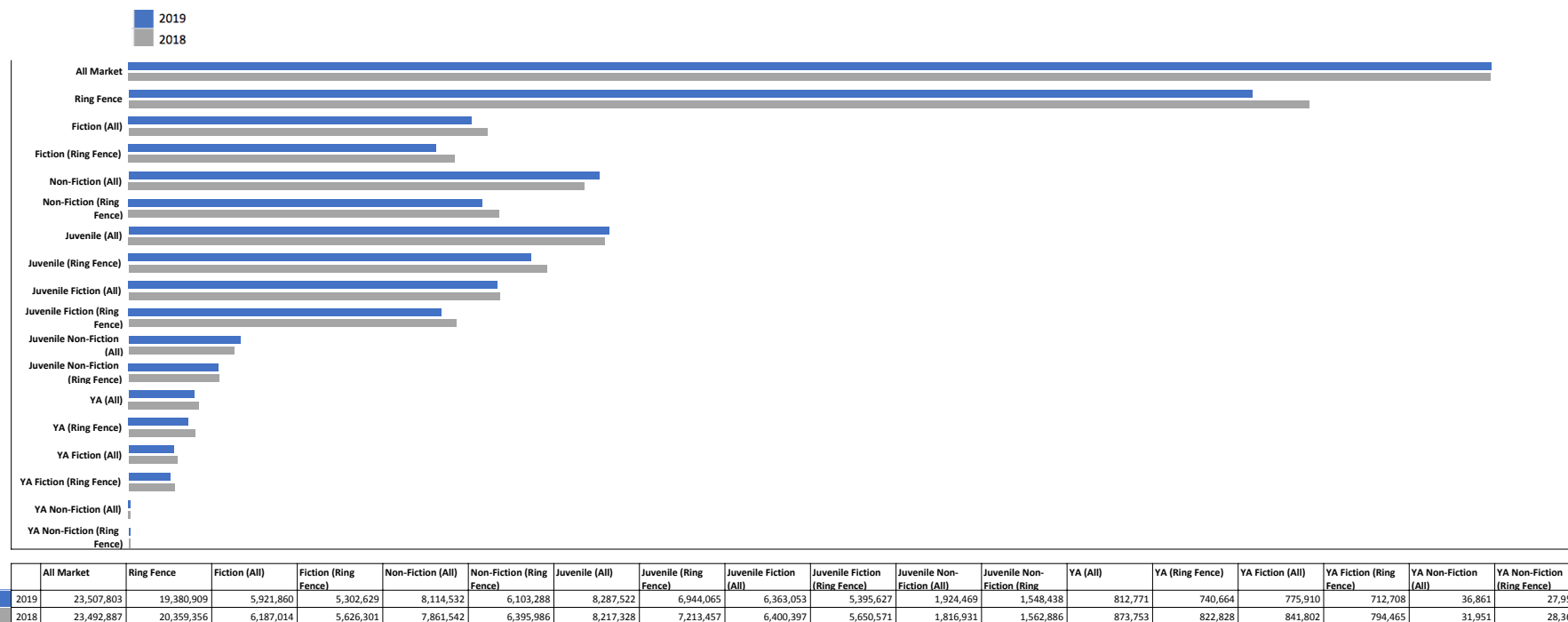
		2017	2018	2019
	Week 23	\$28,835	\$20,535	\$25,401
	Week 24	\$25,491	\$19,072	\$32,630
	Week 25	\$26,072	\$20,175	\$20,087
	Week 26	\$29,473	\$31,479	\$22,176
	Total	\$109,871	\$91,262	\$100,294

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2018	2019
Week 26	2018-07-01	2019-06-30

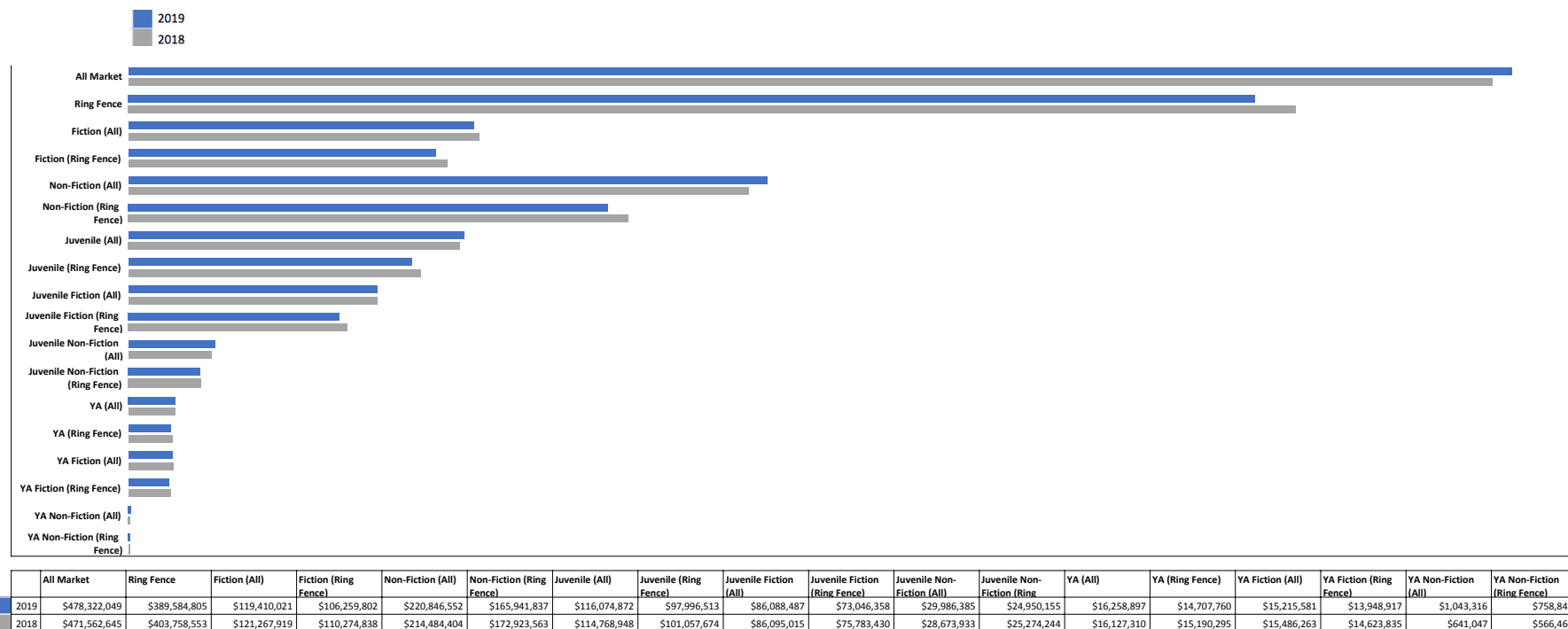
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 26	2018-07-01	2019-06-30

Value Sold Year-to-Date
 (in millions of dollars)


WEEK NUMBERS: 2019

January: Week beginning Dec. 31 and ending Feb. 3

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

February: Week beginning Feb. 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 Sep. 1

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

September: Week beginning Sep. 2 and ending Sep. 29

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

October: Week beginning Sep. 30 and ending Nov. 3

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

November: Week beginning Nov. 4 and ending Dec. 1

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

December: Week beginning Dec. 2 and ending Dec. 29

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