



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

8.2019

July SalesData
Market Report



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Table of Contents

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

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 July 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:

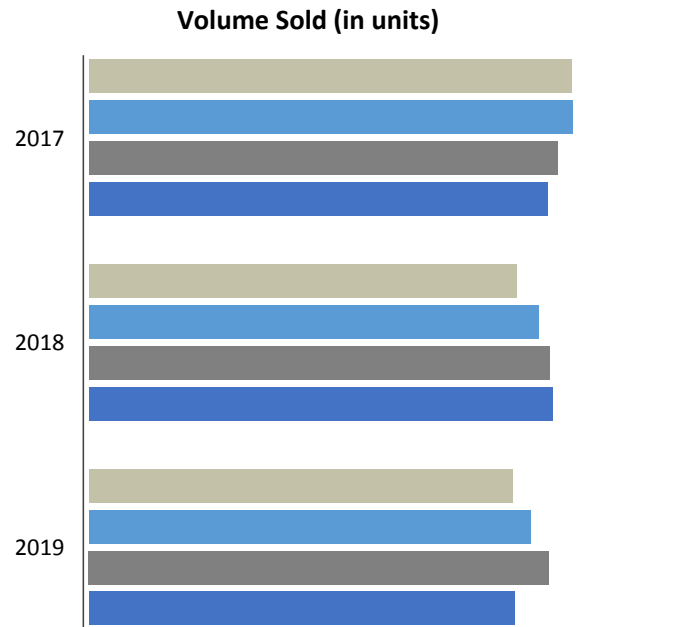
- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers.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

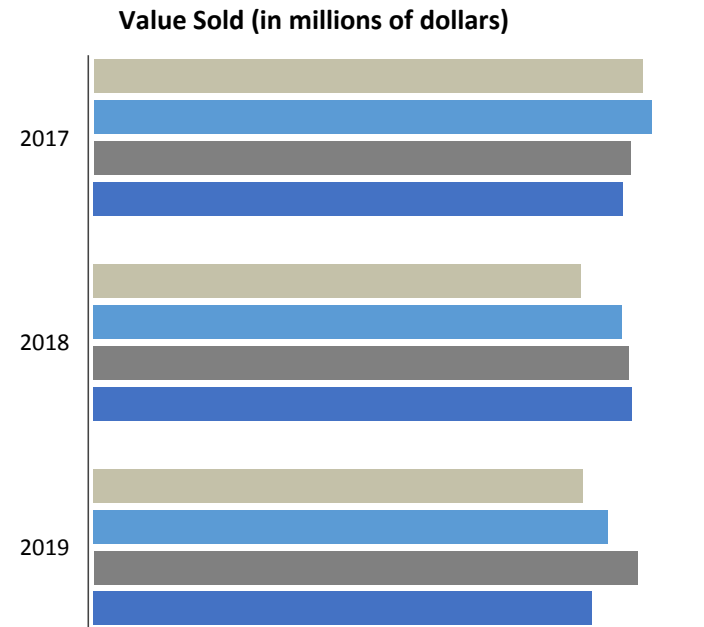
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 27	2017-07-09	2018-07-08	2019-07-07
Week 28	2017-07-16	2018-07-15	2019-07-14
Week 29	2017-07-23	2018-07-22	2019-07-21
Week 30	2017-07-30	2018-07-29	2019-07-28

ALL MARKET

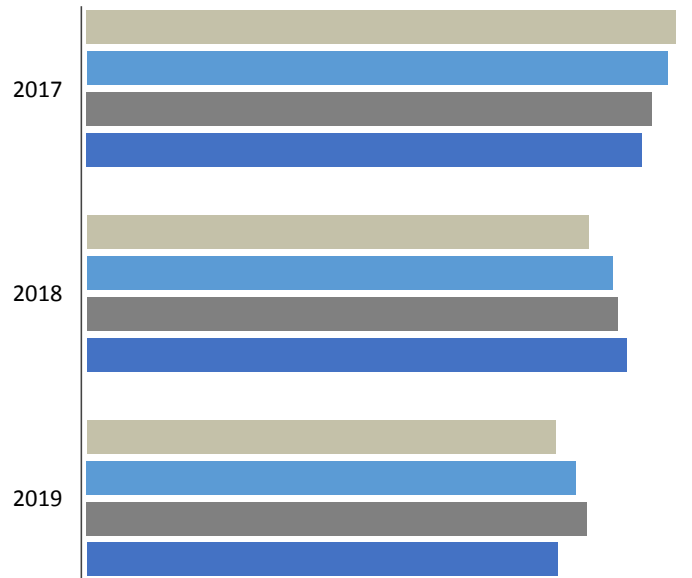
		2017	2018	2019
	Week 27	993,168	880,443	872,272
	Week 28	995,736	924,612	909,068
	Week 29	964,792	946,973	946,470
	Week 30	942,948	953,593	875,599
	Total	3,896,644	3,705,621	3,603,409

ALL MARKET

		2017	2018	2019
	Week 27	\$18,954,906	\$16,842,758	\$16,908,074
	Week 28	\$19,281,521	\$18,250,330	\$17,771,350
	Week 29	\$18,540,434	\$18,501,026	\$18,792,045
	Week 30	\$18,293,891	\$18,598,044	\$17,220,756
	Total	\$75,070,752	\$72,192,157	\$70,692,224

RING FENCE MARKET

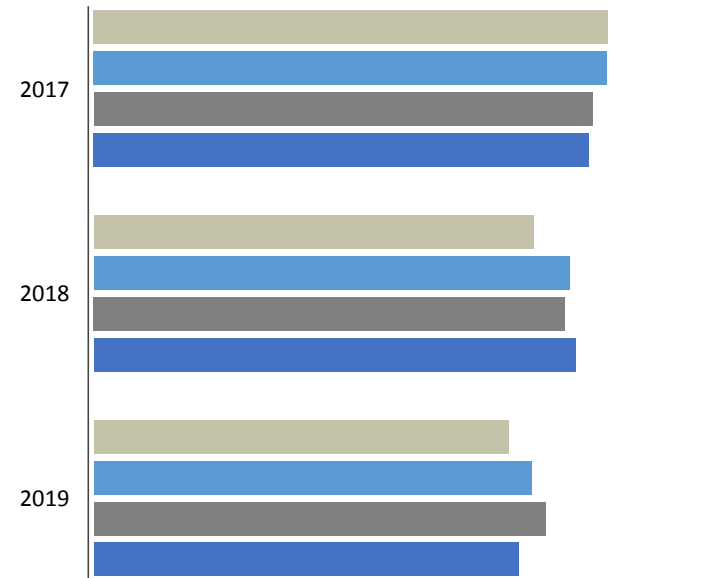
Volume Sold (in units)



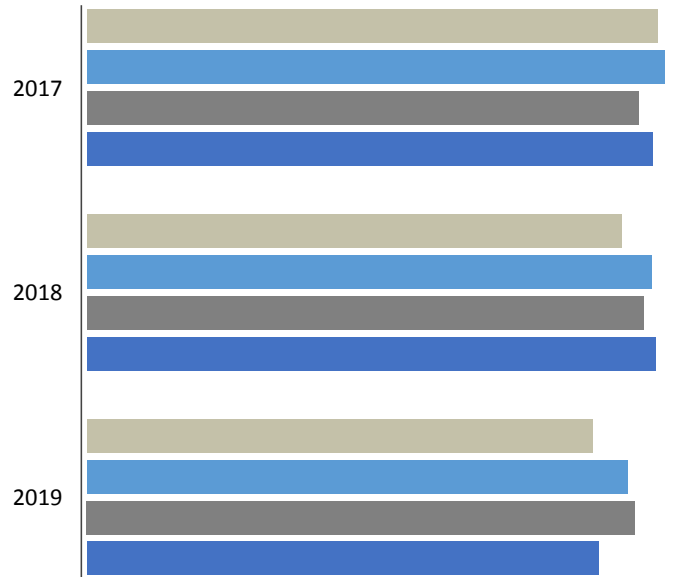
		2017	2018	2019
	Week 27	897,052	763,939	713,454
	Week 28	884,407	800,449	744,491
	Week 29	860,308	807,390	761,388
	Week 30	845,008	821,712	716,987
	Total	3,486,775	3,193,490	2,936,320

RING FENCE MARKET

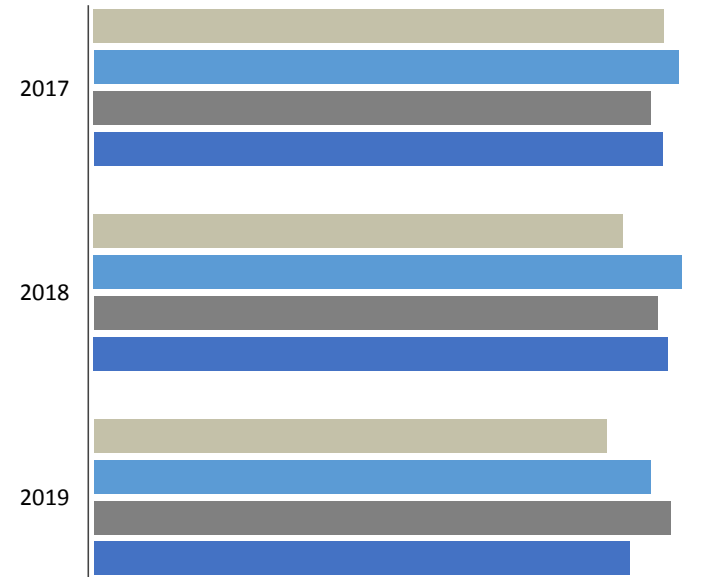
Value Sold (in millions of dollars)



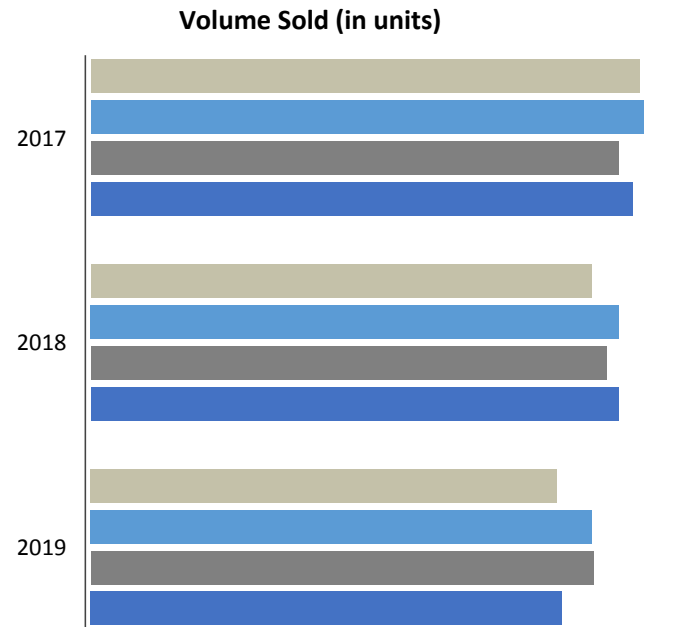
		2017	2018	2019
	Week 27	\$16,928,416	\$14,475,494	\$13,656,054
	Week 28	\$16,891,635	\$15,656,434	\$14,409,402
	Week 29	\$16,406,849	\$15,506,715	\$14,865,790
	Week 30	\$16,296,299	\$15,860,889	\$13,972,121
	Total	\$66,523,200	\$61,499,531	\$56,903,367

FICTION: ALL MARKET**Volume Sold (in units)**

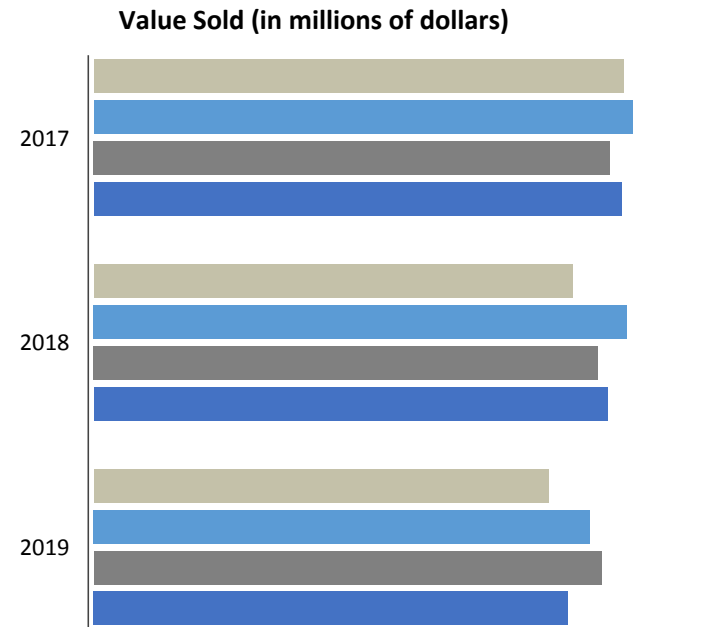
		2017	2018	2019
	Week 27	291,227	272,827	257,830
	Week 28	294,784	288,004	275,836
	Week 29	281,584	284,049	279,645
	Week 30	288,715	290,010	261,143
	Total	1,156,310	1,134,890	1,074,454

FICTION: ALL MARKET**Value Sold (in millions of dollars)**

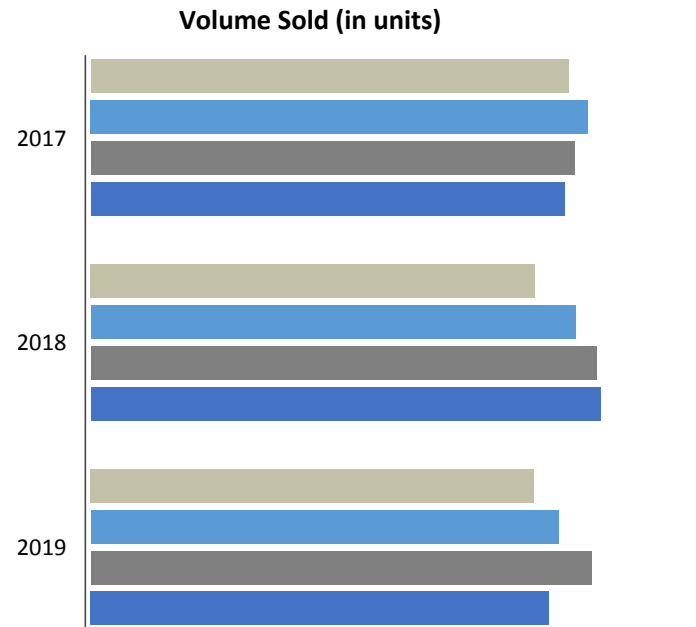
		2017	2018	2019
	Week 27	\$5,632,192	\$5,224,937	\$5,060,315
	Week 28	\$5,775,044	\$5,808,428	\$5,498,206
	Week 29	\$5,503,982	\$5,565,499	\$5,692,603
	Week 30	\$5,613,141	\$5,669,560	\$5,288,028
	Total	\$22,524,358	\$22,268,423	\$21,539,151

FICTION: RING FENCE MARKET

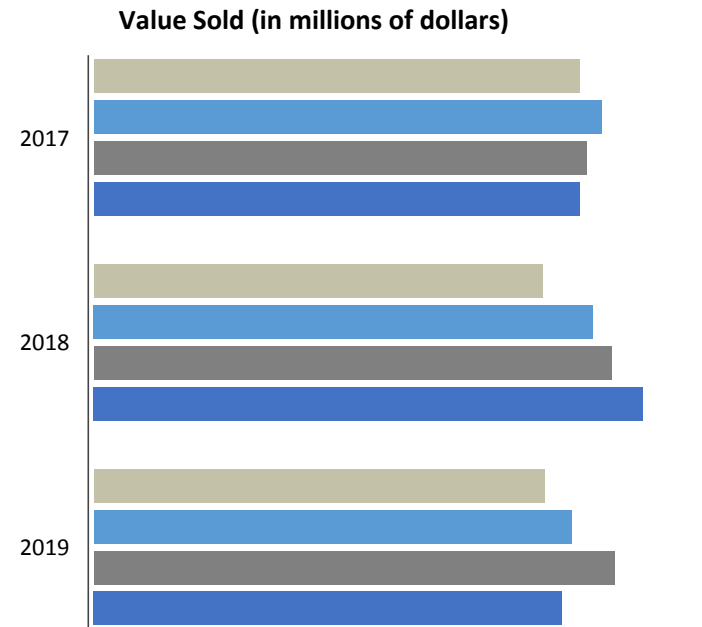
		2017	2018	2019
	Week 27	270,992	247,130	230,206
	Week 28	272,790	260,827	247,469
	Week 29	260,665	254,657	248,297
	Week 30	267,543	260,397	232,618
	Total	1,071,990	1,023,011	958,590

FICTION: RING FENCE MARKET

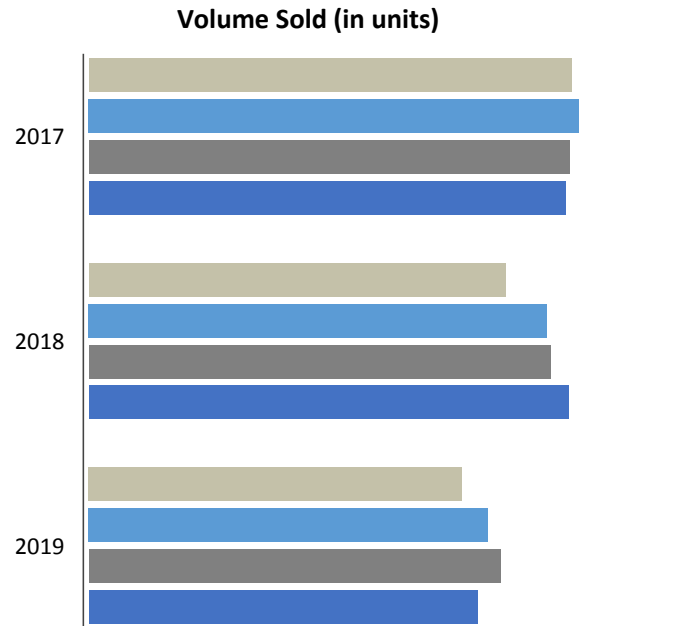
		2017	2018	2019
	Week 27	\$5,228,244	\$4,726,756	\$4,488,262
	Week 28	\$5,319,345	\$5,265,115	\$4,900,366
	Week 29	\$5,095,917	\$4,979,366	\$5,013,240
	Week 30	\$5,208,383	\$5,073,975	\$4,682,735
	Total	\$20,851,889	\$20,045,211	\$19,084,602

NON-FICTION: ALL MARKET

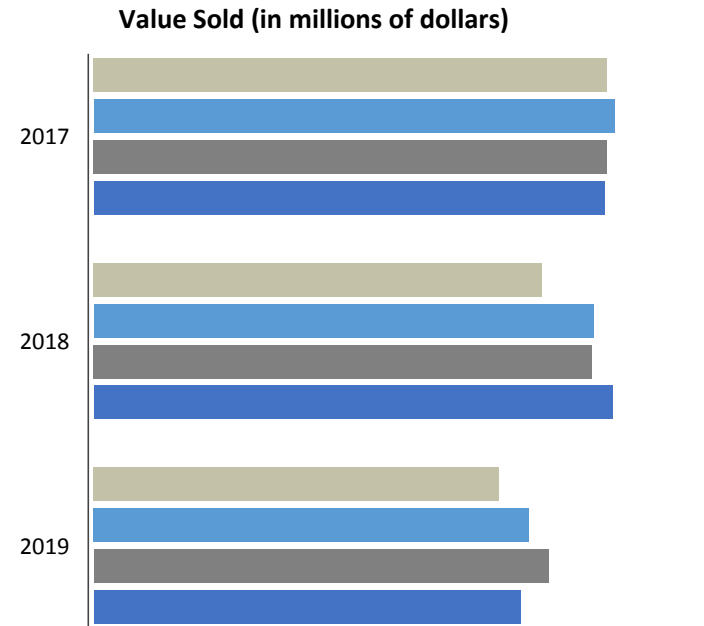
		2017	2018	2019
	Week 27	275,135	255,867	255,295
	Week 28	286,336	279,359	269,230
	Week 29	278,758	291,178	288,389
	Week 30	272,857	293,624	263,987
	Total	1,113,086	1,120,028	1,076,901

NON-FICTION: ALL MARKET

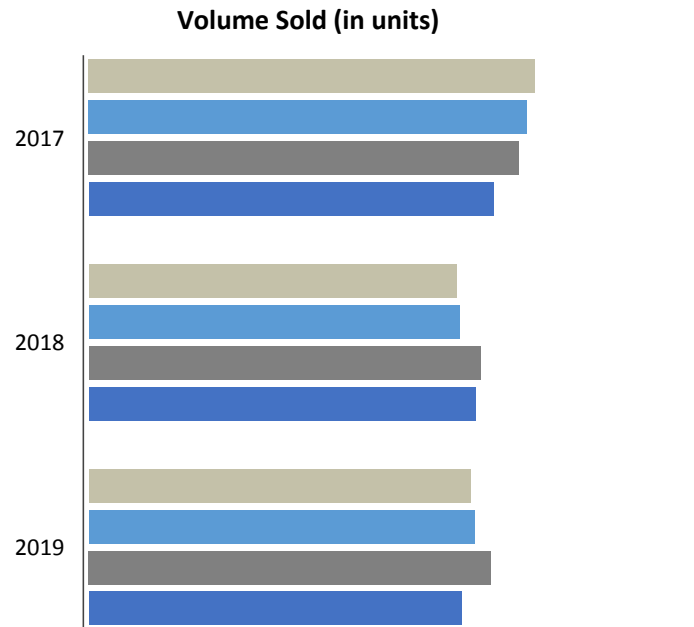
		2017	2018	2019
	Week 27	\$7,190,572	\$6,644,628	\$6,678,373
	Week 28	\$7,521,100	\$7,392,414	\$7,079,503
	Week 29	\$7,301,819	\$7,668,522	\$7,717,397
	Week 30	\$7,196,196	\$7,683,950	\$6,933,539
	Total	\$29,209,687	\$29,389,515	\$28,408,812

NON-FICTION: RING FENCE MARKET

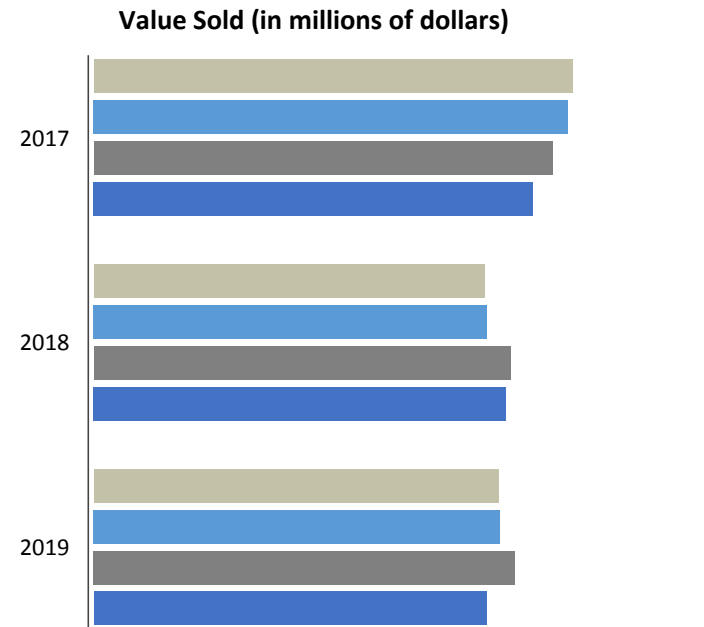
		2017	2018	2019
	Week 27	238,445	205,786	184,287
	Week 28	241,956	226,208	197,074
	Week 29	237,198	227,812	203,232
	Week 30	235,515	236,895	192,013
	Total	953,114	896,701	776,606

NON-FICTION: RING FENCE MARKET

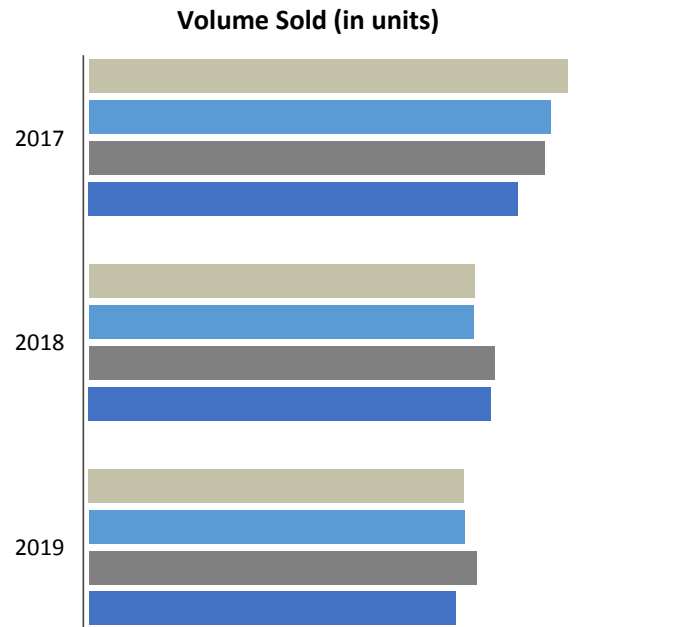
		2017	2018	2019
	Week 27	\$6,081,434	\$5,313,124	\$4,801,992
	Week 28	\$6,167,152	\$5,921,579	\$5,158,168
	Week 29	\$6,082,439	\$5,903,701	\$5,387,619
	Week 30	\$6,051,187	\$6,144,276	\$5,057,751
	Total	\$24,382,212	\$23,282,680	\$20,405,530

JUVENILE: ALL MARKET

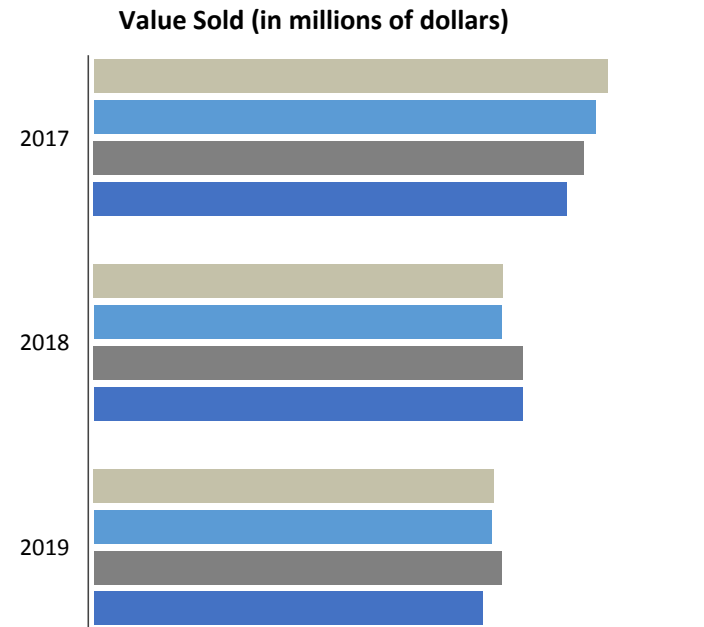
		2017	2018	2019
	Week 27	367,194	302,744	313,813
	Week 28	360,590	305,158	317,608
	Week 29	354,060	322,165	330,886
	Week 30	333,109	318,166	306,538
	Total	1,414,953	1,248,233	1,268,845

JUVENILE: ALL MARKET

		2017	2018	2019
	Week 27	\$5,121,997	\$4,178,366	\$4,328,573
	Week 28	\$5,073,595	\$4,204,815	\$4,345,198
	Week 29	\$4,905,841	\$4,458,916	\$4,506,413
	Week 30	\$4,696,544	\$4,407,824	\$4,201,253
	Total	\$19,797,976	\$17,249,921	\$17,381,437

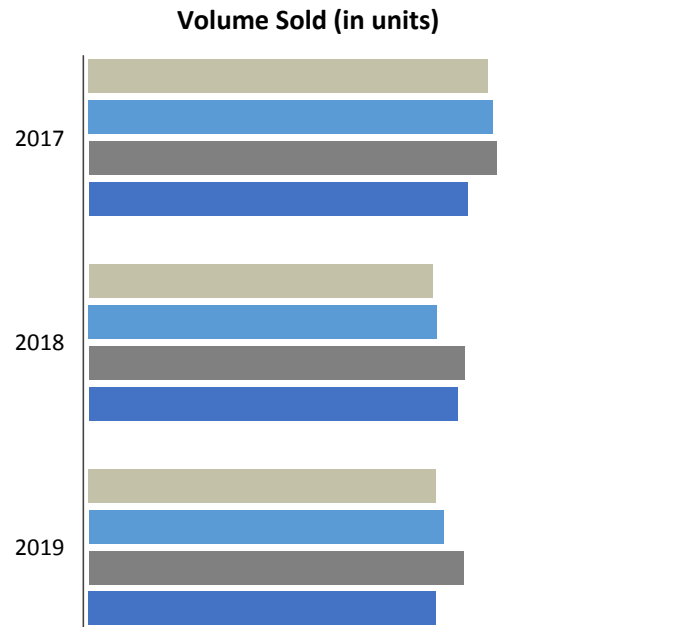
JUVENILE: RING FENCE MARKET

		2017	2018	2019
	Week 27	330,897	266,501	259,271
	Week 28	318,893	266,107	259,520
	Week 29	314,913	280,238	268,159
	Week 30	296,685	278,058	253,639
	Total	1,261,388	1,090,904	1,040,589

JUVENILE: RING FENCE MARKET

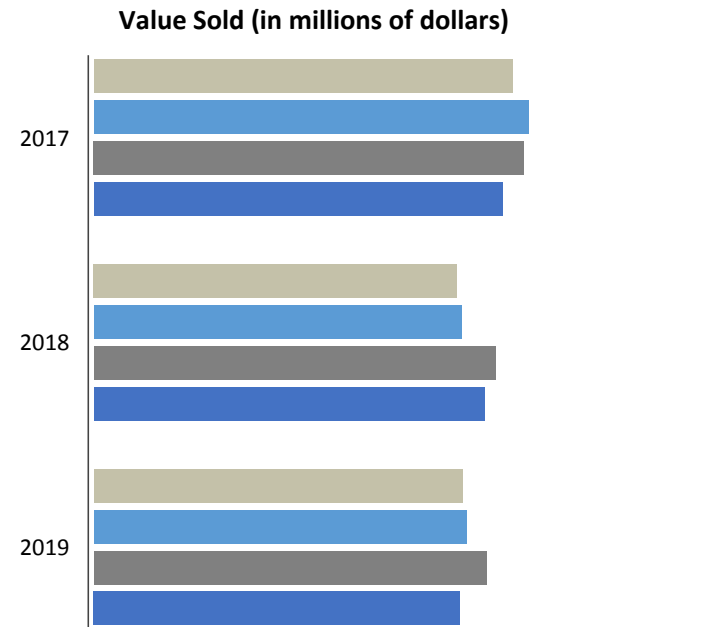
		2017	2018	2019
	Week 27	\$4,651,668	\$3,702,524	\$3,621,561
	Week 28	\$4,540,390	\$3,691,302	\$3,599,933
	Week 29	\$4,438,717	\$3,886,608	\$3,691,082
	Week 30	\$4,285,320	\$3,882,444	\$3,518,614
	Total	\$17,916,095	\$15,162,879	\$14,431,189

JUVENILE FICTION: ALL MARKET

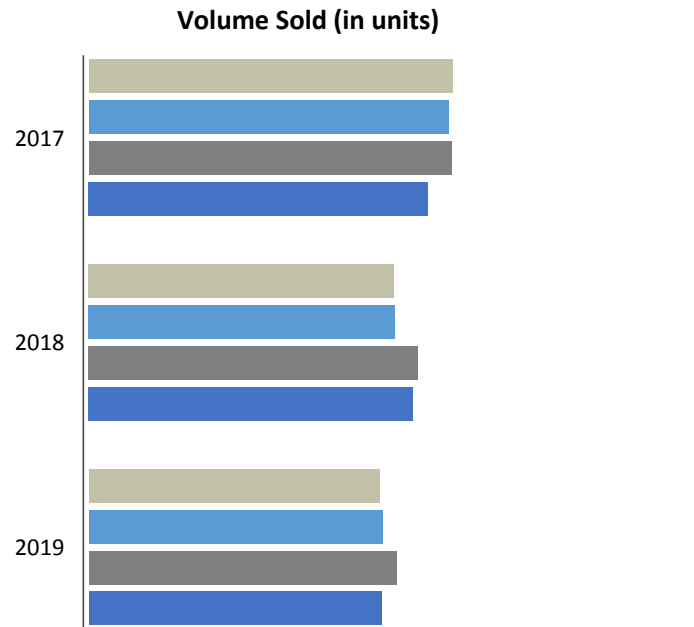


		2017	2018	2019
	Week 27	262,685	226,271	228,611
	Week 28	266,128	229,203	233,475
	Week 29	268,224	247,314	246,502
	Week 30	249,053	242,615	228,608
	Total	1,046,090	945,403	937,196

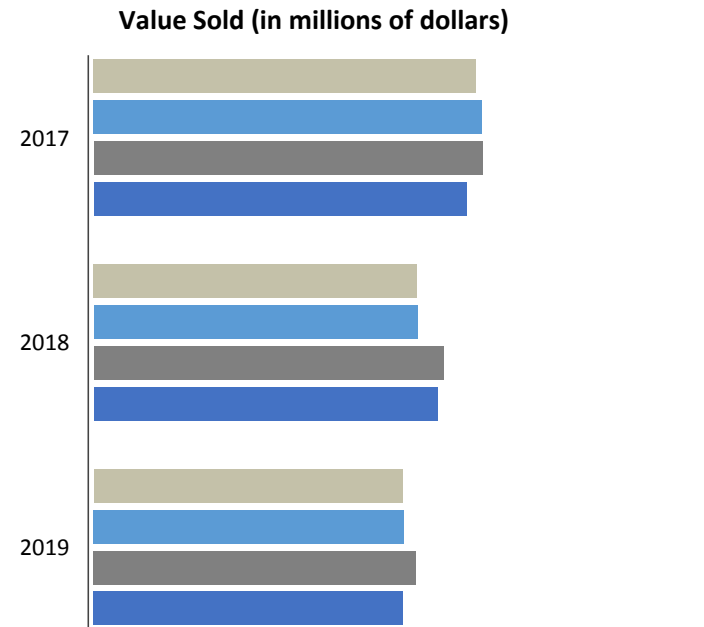
JUVENILE FICTION: ALL MARKET



		2017	2018	2019
	Week 27	\$3,446,296	\$2,987,976	\$3,031,743
	Week 28	\$3,576,045	\$3,025,980	\$3,069,443
	Week 29	\$3,540,322	\$3,303,307	\$3,233,234
	Week 30	\$3,362,030	\$3,213,159	\$3,014,384
	Total	\$13,924,693	\$12,530,422	\$12,348,805

JUVENILE FICTION: RING FENCE MARKET

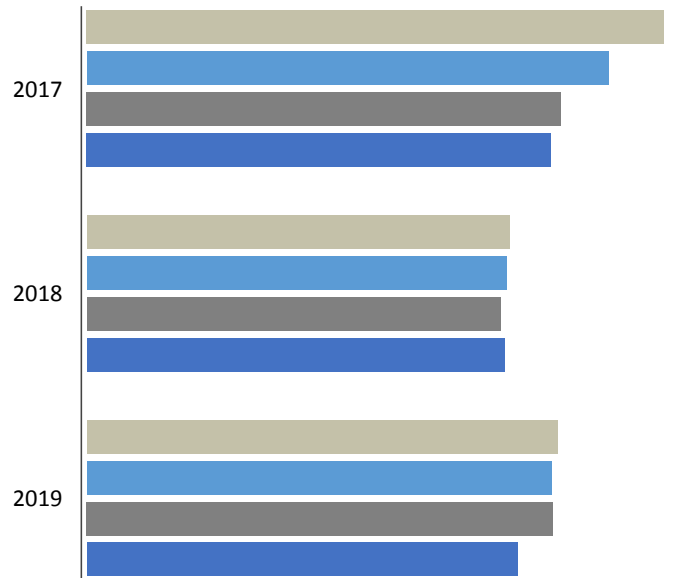
		2017	2018	2019
	Week 27	239,307	200,950	191,294
	Week 28	236,674	201,555	193,269
	Week 29	238,971	216,746	202,476
	Week 30	223,243	213,449	192,573
	Total	938,195	832,700	779,612

JUVENILE FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 27	\$3,145,117	\$2,659,737	\$2,542,085
	Week 28	\$3,195,646	\$2,663,932	\$2,552,102
	Week 29	\$3,199,148	\$2,876,836	\$2,650,835
	Week 30	\$3,068,318	\$2,829,127	\$2,543,610
	Total	\$12,608,229	\$11,029,632	\$10,288,632

JUVENILE NON-FICTION: ALL MARKET

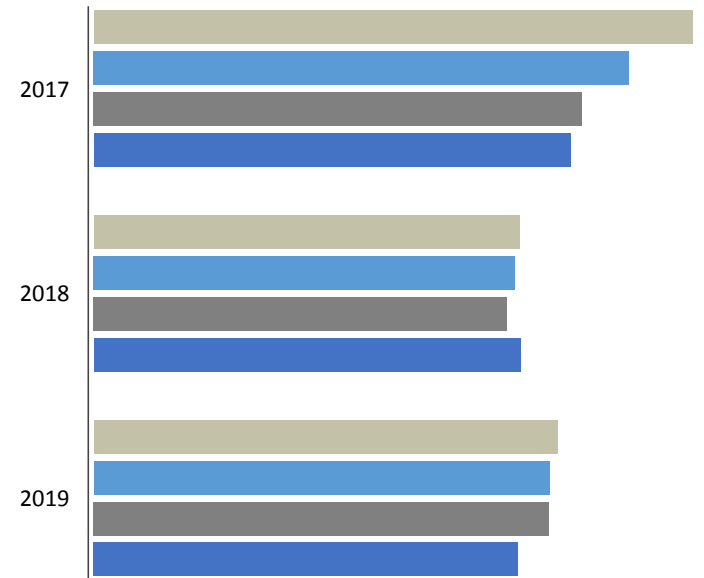
Volume Sold (in units)



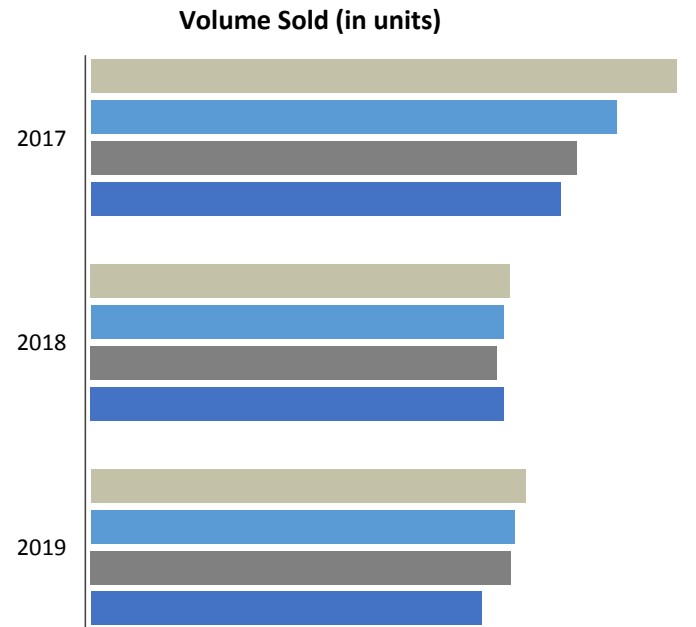
		2017	2018	2019
	Week 27	104,509	76,473	85,202
	Week 28	94,462	75,955	84,133
	Week 29	85,836	74,851	84,384
	Week 30	84,056	75,551	77,930
	Total	368,863	302,830	331,649

JUVENILE NON-FICTION: ALL MARKET

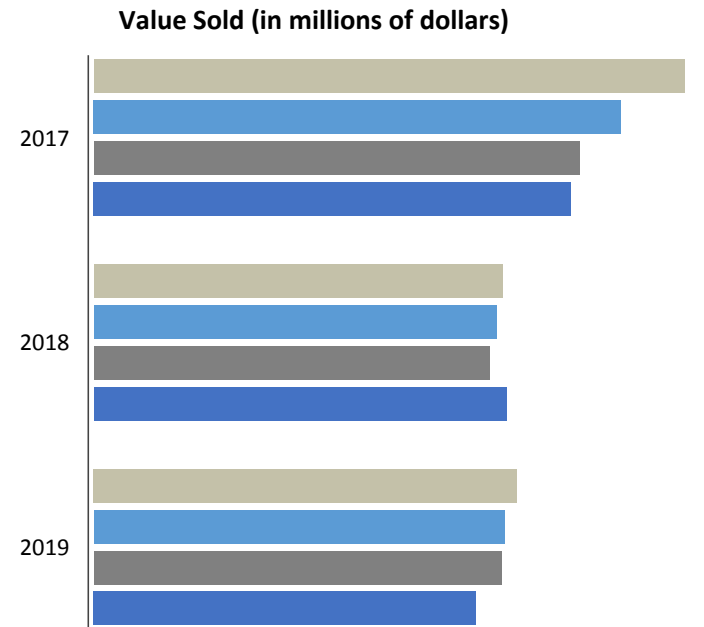
Value Sold (in millions of dollars)



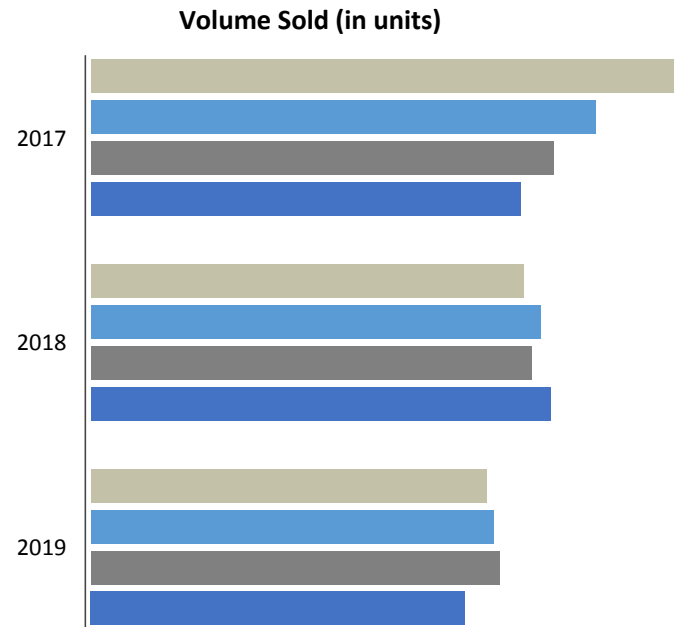
		2017	2018	2019
	Week 27	\$1,675,701	\$1,190,390	\$1,296,830
	Week 28	\$1,497,549	\$1,178,835	\$1,275,754
	Week 29	\$1,365,519	\$1,155,608	\$1,273,178
	Week 30	\$1,334,513	\$1,194,665	\$1,186,869
	Total	\$5,873,283	\$4,719,498	\$5,032,631

JUVENILE NON-FICTION: RING FENCE MARKET

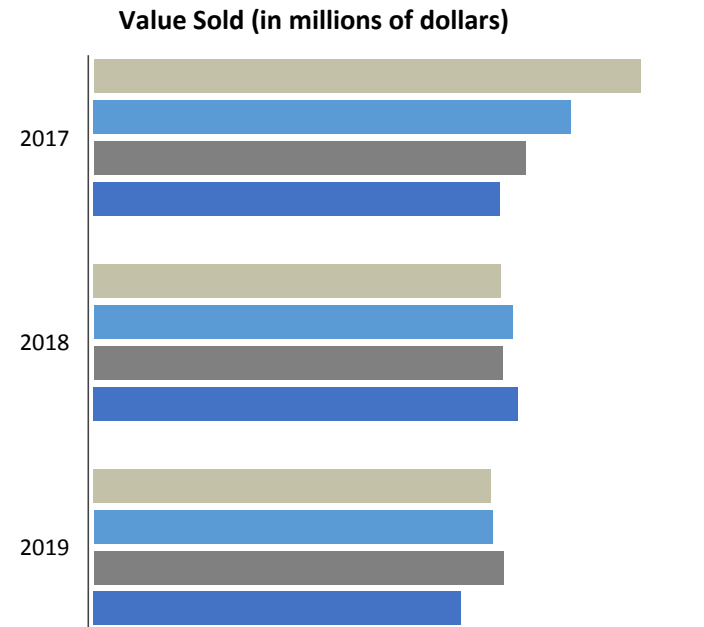
	2017	2018	2019
Week 27	91,590	65,551	67,977
Week 28	82,219	64,552	66,251
Week 29	75,942	63,492	65,683
Week 30	73,442	64,609	61,066
Total	323,193	258,204	260,977

JUVENILE NON-FICTION: RING FENCE MARKET

	2017	2018	2019
Week 27	\$1,506,551	\$1,042,787	\$1,079,476
Week 28	\$1,344,744	\$1,027,371	\$1,047,831
Week 29	\$1,239,569	\$1,009,772	\$1,040,246
Week 30	\$1,217,002	\$1,053,317	\$975,004
Total	\$5,307,865	\$4,133,247	\$4,142,557

YOUNG ADULT: ALL MARKET

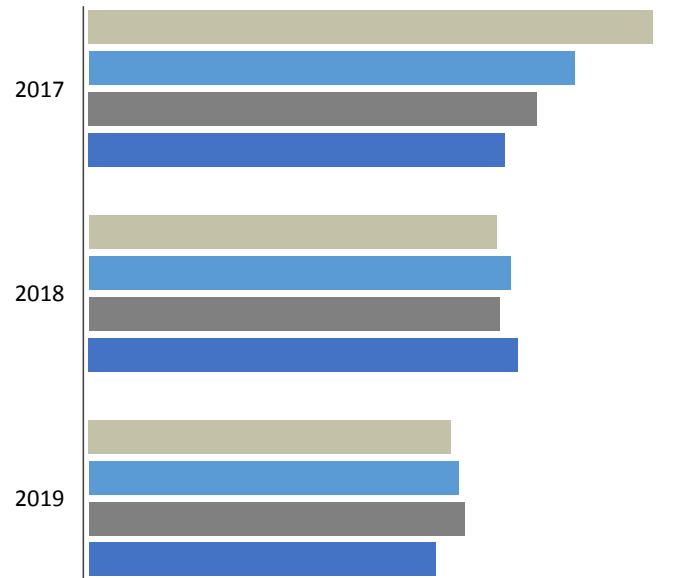
		2017	2018	2019
	Week 27	47,931	35,600	32,544
	Week 28	41,551	37,027	33,127
	Week 29	38,044	36,285	33,641
	Week 30	35,356	37,853	30,789
	Total	162,882	146,765	130,101

YOUNG ADULT: ALL MARKET

		2017	2018	2019
	Week 27	\$854,882	\$636,927	\$620,891
	Week 28	\$746,415	\$654,361	\$623,053
	Week 29	\$675,338	\$638,668	\$640,600
	Week 30	\$635,004	\$663,167	\$574,223
	Total	\$2,911,640	\$2,593,124	\$2,458,766

YOUNG ADULT: RING FENCE MARKET

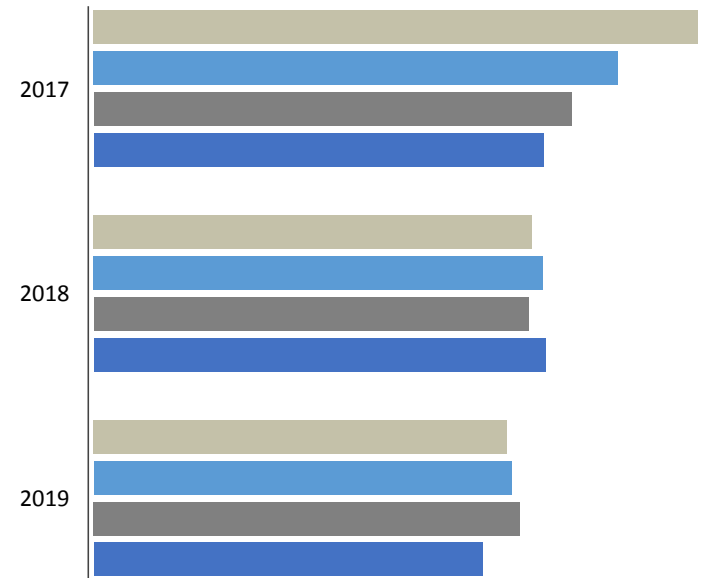
Volume Sold (in units)



		2017	2018	2019
	Week 27	46,420	33,561	29,798
	Week 28	39,937	34,719	30,419
	Week 29	36,872	33,767	30,900
	Week 30	34,239	35,318	28,550
	Total	157,468	137,365	119,667

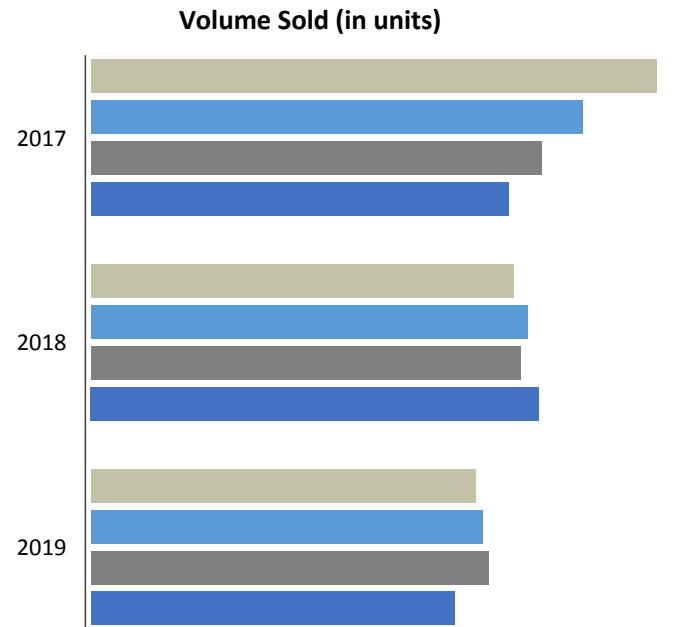
YOUNG ADULT: RING FENCE MARKET

Value Sold (in millions of dollars)



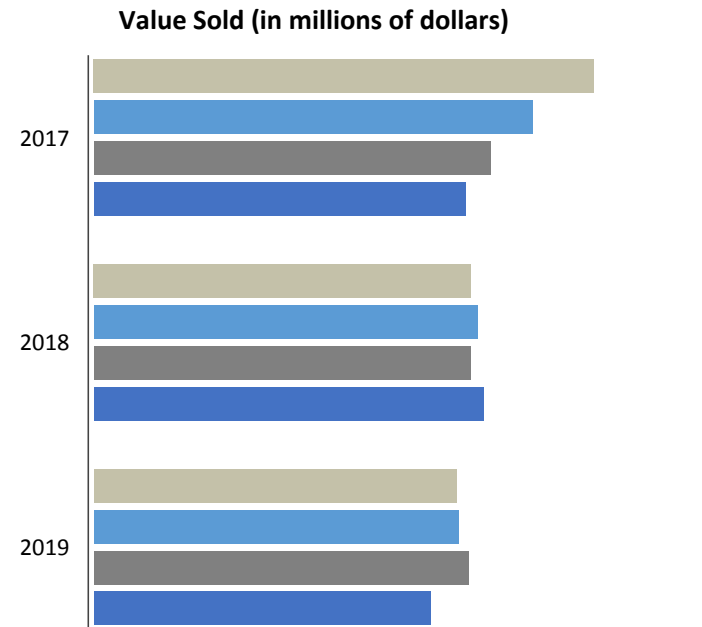
		2017	2018	2019
	Week 27	\$825,346	\$598,484	\$564,249
	Week 28	\$715,983	\$613,842	\$570,646
	Week 29	\$652,596	\$594,142	\$582,315
	Week 30	\$614,178	\$617,317	\$530,817
	Total	\$2,808,103	\$2,423,784	\$2,248,027

YOUNG ADULT FICTION: ALL MARKET



		2017	2018	2019
	Week 27	46,572	34,788	31,683
	Week 28	40,486	35,940	32,231
	Week 29	37,065	35,360	32,721
	Week 30	34,345	36,882	29,954
	Total	158,468	142,970	126,589

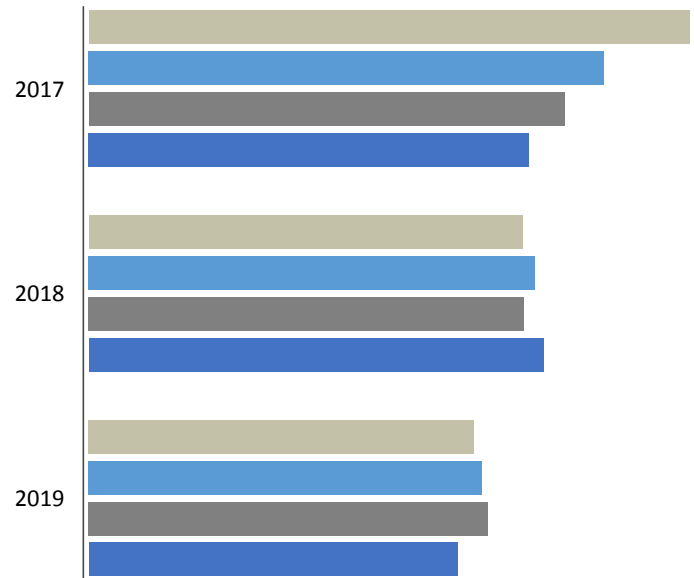
YOUNG ADULT FICTION: ALL MARKET



		2017	2018	2019
	Week 27	\$823,174	\$620,603	\$596,735
	Week 28	\$721,816	\$631,075	\$600,399
	Week 29	\$652,755	\$619,783	\$616,322
	Week 30	\$611,658	\$641,556	\$554,545
	Total	\$2,809,404	\$2,513,017	\$2,368,001

YOUNG ADULT FICTION: RING FENCE MARKET

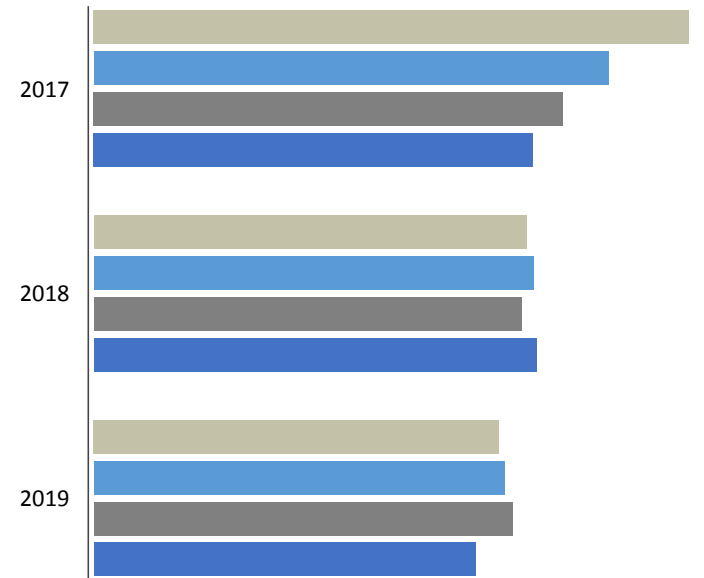
Volume Sold (in units)



		2017	2018	2019
	Week 27	45,449	32,833	29,169
	Week 28	38,996	33,782	29,769
	Week 29	36,038	32,944	30,226
	Week 30	33,315	34,446	27,888
	Total	153,798	134,005	117,052

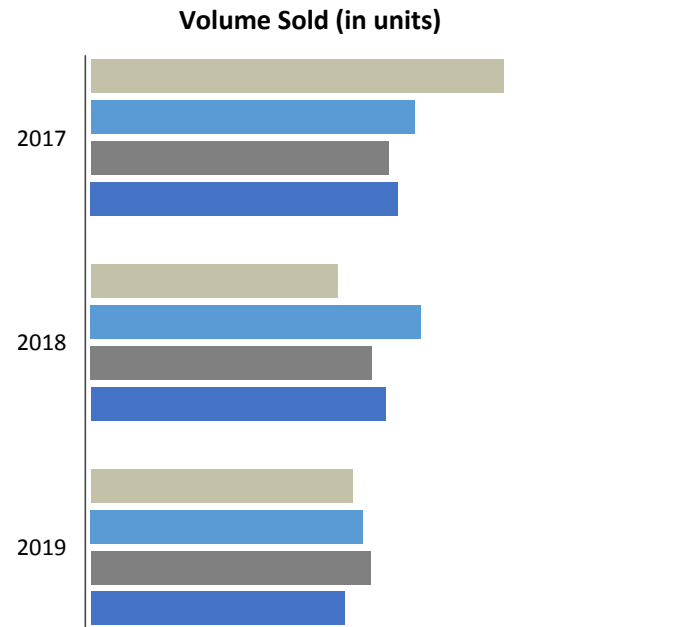
YOUNG ADULT FICTION: RING FENCE MARKET

Value Sold (in millions of dollars)



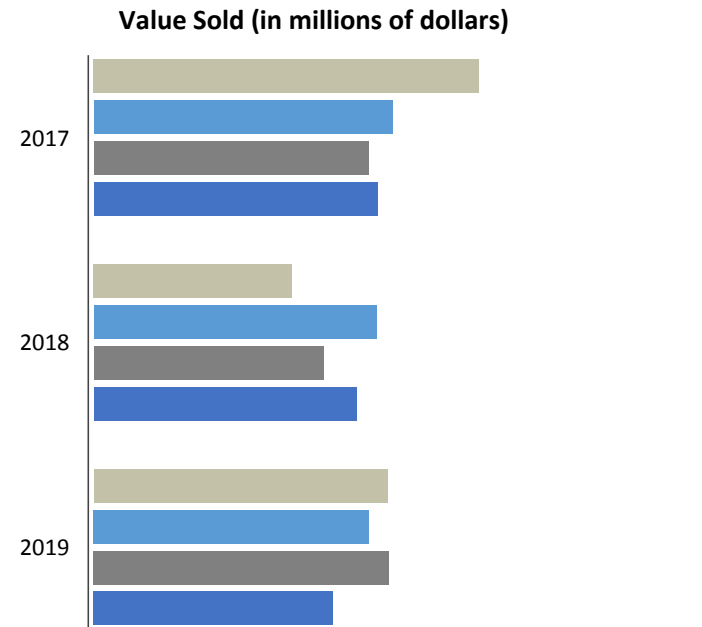
		2017	2018	2019
	Week 27	\$803,191	\$583,764	\$546,878
	Week 28	\$694,407	\$593,660	\$554,337
	Week 29	\$633,475	\$577,144	\$565,395
	Week 30	\$592,880	\$597,647	\$514,787
	Total	\$2,723,954	\$2,352,215	\$2,181,397

YOUNG ADULT NON-FICTION: ALL MARKET



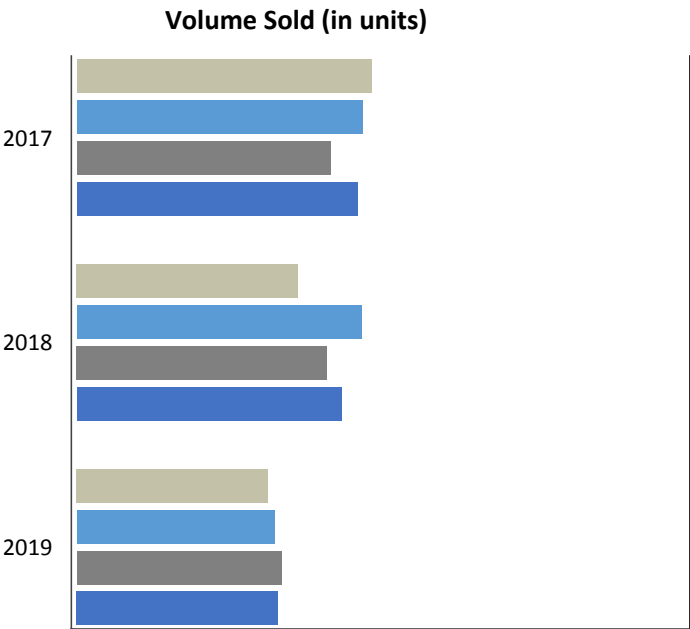
		2017	2018	2019
	Week 27	1,359	812	861
	Week 28	1,065	1,087	896
	Week 29	979	925	920
	Week 30	1,011	971	835
	Total	4,414	3,795	3,512

YOUNG ADULT NON-FICTION: ALL MARKET



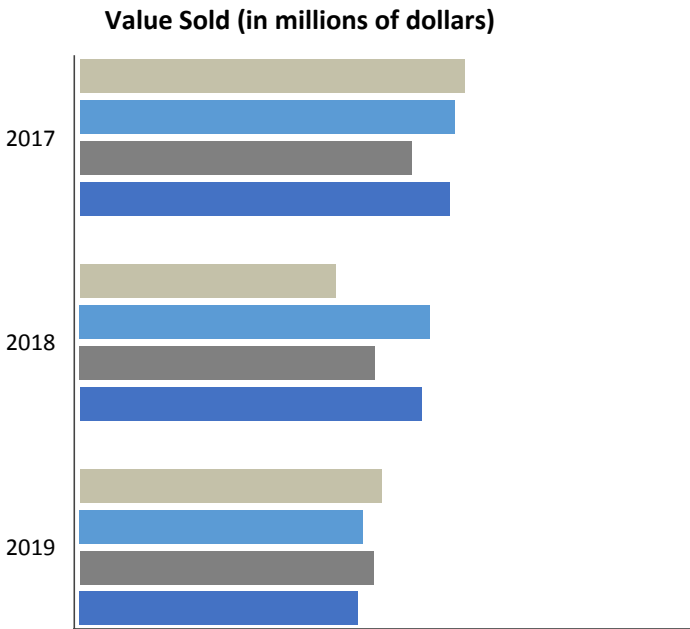
		2017	2018	2019
	Week 27	\$31,708	\$16,324	\$24,155
	Week 28	\$24,599	\$23,286	\$22,653
	Week 29	\$22,583	\$18,886	\$24,278
	Week 30	\$23,347	\$21,611	\$19,678
	Total	\$102,236	\$80,107	\$90,765

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 27	971	728	629
	Week 28	941	937	650
	Week 29	834	823	674
	Week 30	924	872	662
	Total	3,670	3,360	2,615

YOUNG ADULT NON-FICTION: RING FENCE MARKET



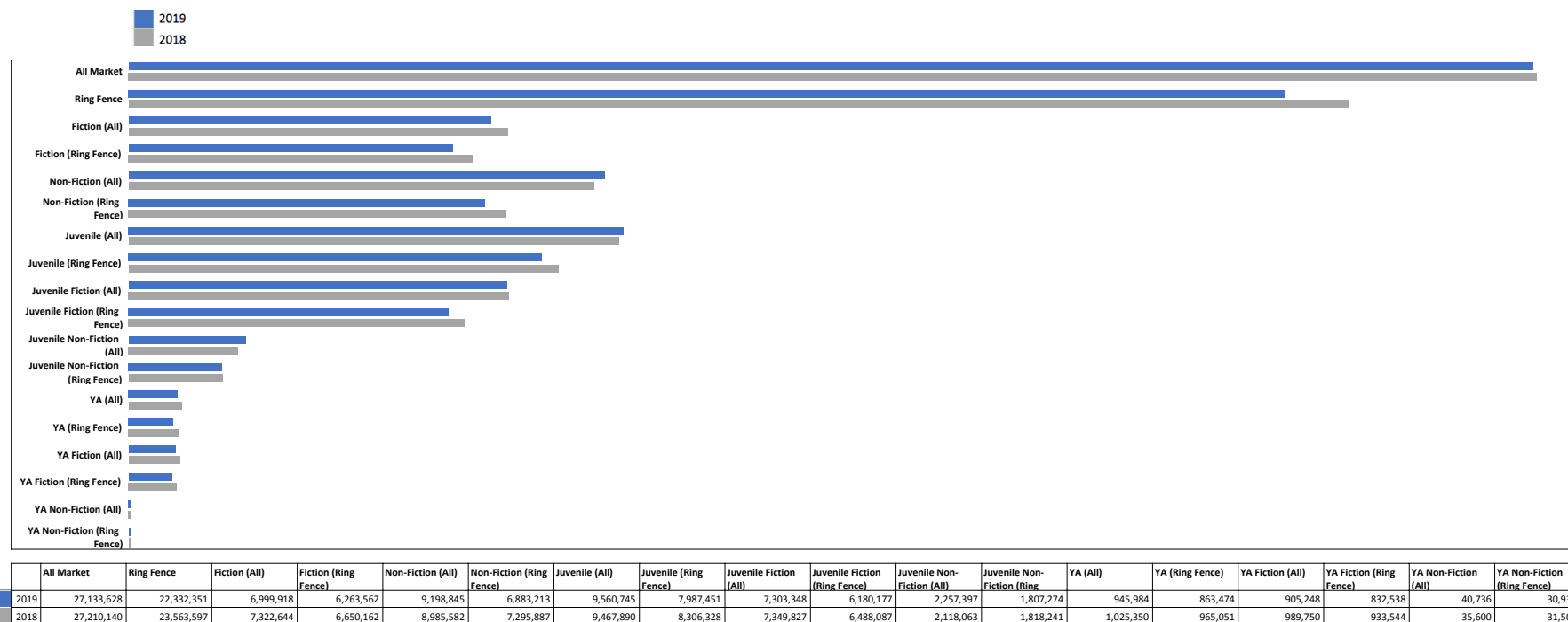
		2017	2018	2019
	Week 27	\$22,155	\$14,720	\$17,371
	Week 28	\$21,576	\$20,182	\$16,309
	Week 29	\$19,120	\$16,998	\$16,920
	Week 30	\$21,297	\$19,670	\$16,030
	Total	\$84,149	\$71,570	\$66,630

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2018	2019
Week 30	2018-07-29	2019-07-28

Volume Sold Year-to-Date



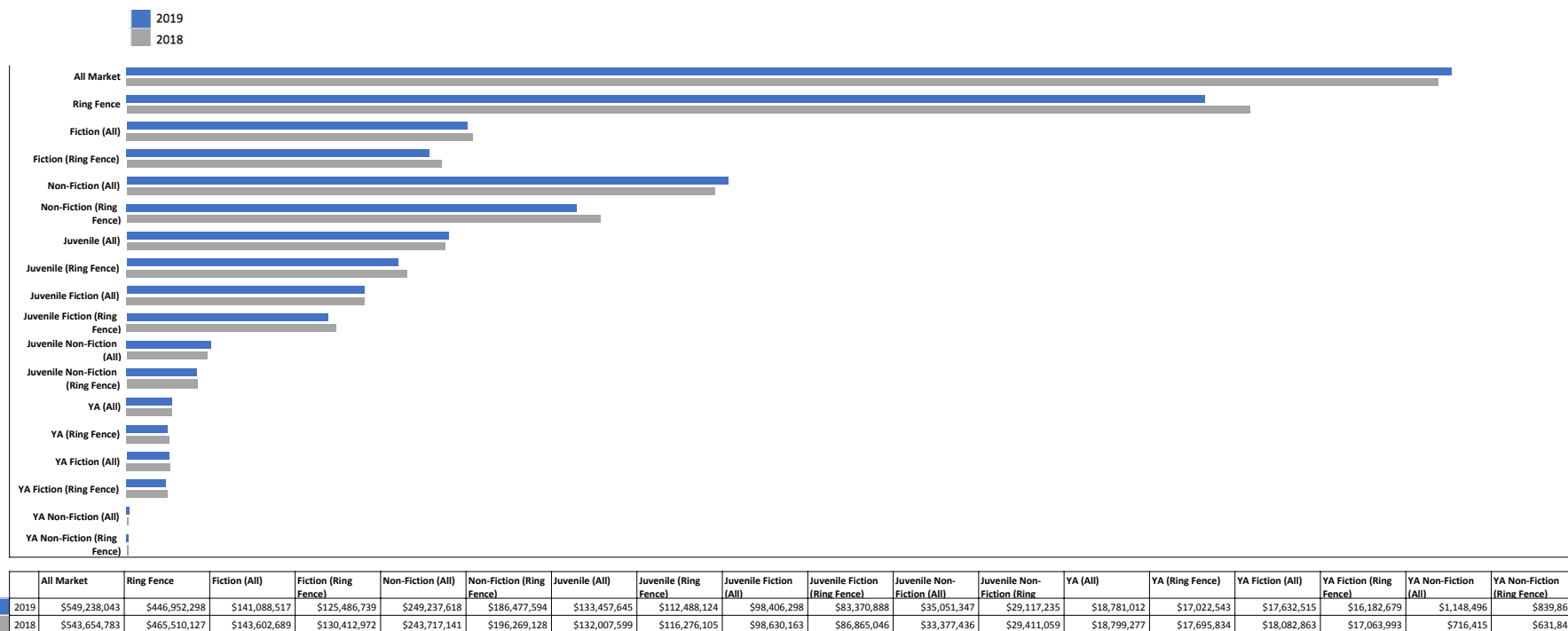
YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 30	2018-07-29	2019-07-28

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