



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

9.2019

August 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 August 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:

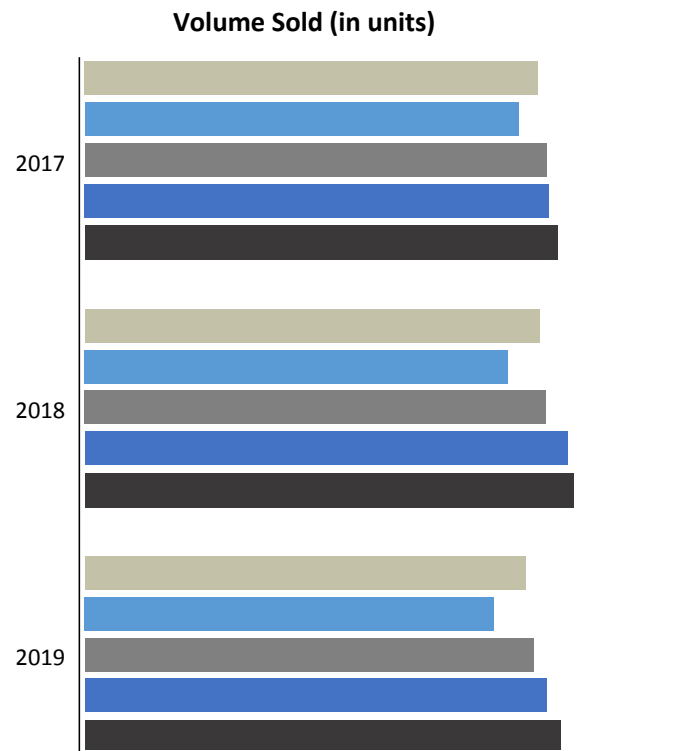
- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers.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

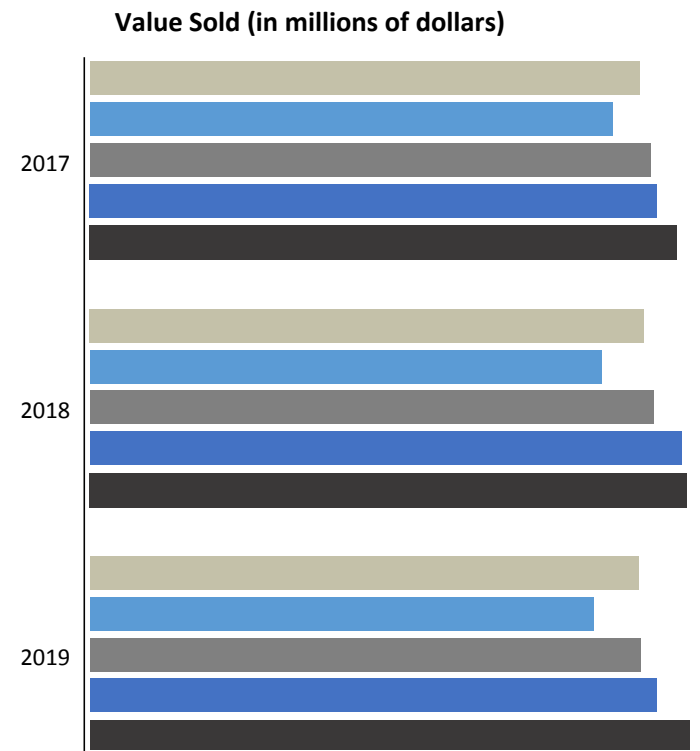
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 31	2017-08-06	2018-08-05	2019-08-04
Week 32	2017-08-13	2018-08-12	2019-08-11
Week 33	2017-08-20	2018-08-19	2019-08-18
Week 34	2017-08-27	2018-08-26	2019-08-25
Week 35	2017-09-03	2018-09-02	2019-09-01

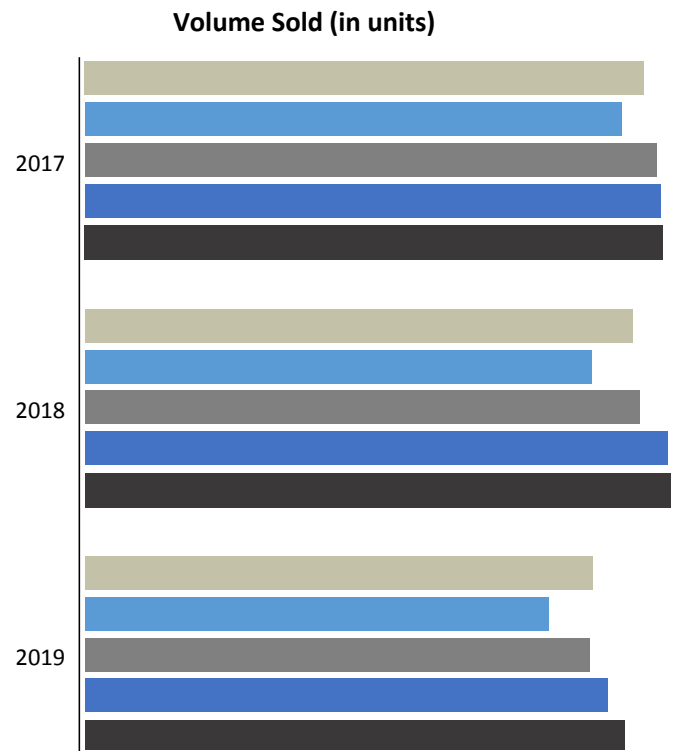
ALL MARKET

		2017	2018	2019
	Week 31	932,290	935,152	906,467
	Week 32	892,559	870,403	841,465
	Week 33	949,766	948,727	922,614
	Week 34	954,673	993,018	950,338
	Week 35	972,327	1,004,625	978,702
	Total	4,701,615	4,751,925	4,599,586

ALL MARKET

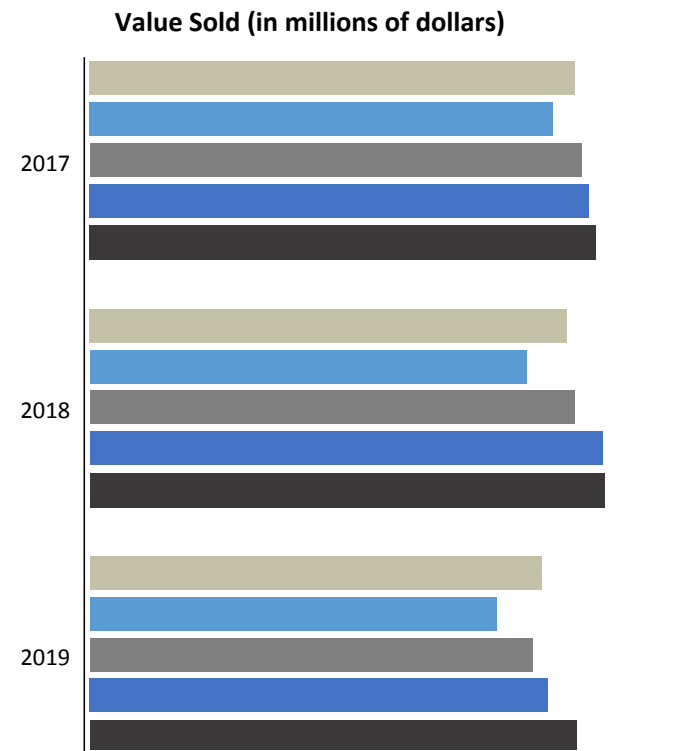
		2017	2018	2019
	Week 31	\$18,089,096	\$18,238,875	\$18,059,121
	Week 32	\$17,198,066	\$16,846,474	\$16,580,973
	Week 33	\$18,446,925	\$18,555,620	\$18,132,680
	Week 34	\$18,676,141	\$19,482,139	\$18,662,204
	Week 35	\$19,333,316	\$19,663,332	\$19,741,258
	Total	\$91,743,543	\$92,786,441	\$91,176,235

RING FENCE MARKET



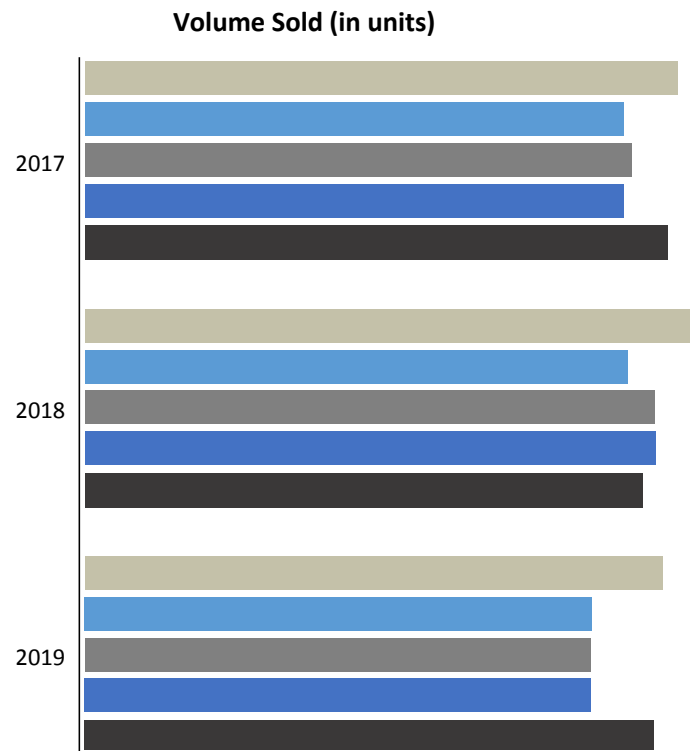
		2017	2018	2019
	Week 31	828,185	811,373	751,487
	Week 32	794,416	750,321	686,339
	Week 33	846,722	822,092	747,938
	Week 34	852,766	863,329	774,246
	Week 35	856,372	867,199	799,772
	Total	4,178,461	4,114,314	3,759,782

RING FENCE MARKET



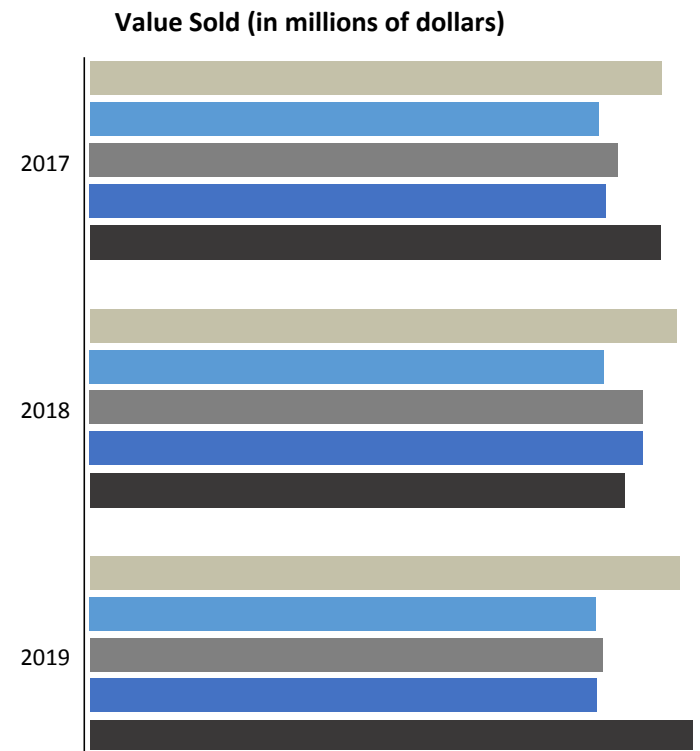
		2017	2018	2019
	Week 31	\$15,965,922	\$15,702,110	\$14,868,287
	Week 32	\$15,250,862	\$14,369,157	\$13,388,012
	Week 33	\$16,187,596	\$15,958,931	\$14,576,149
	Week 34	\$16,436,202	\$16,878,104	\$15,081,318
	Week 35	\$16,656,932	\$16,948,551	\$16,012,358
	Total	\$80,497,515	\$79,856,852	\$73,926,123

FICTION: ALL MARKET

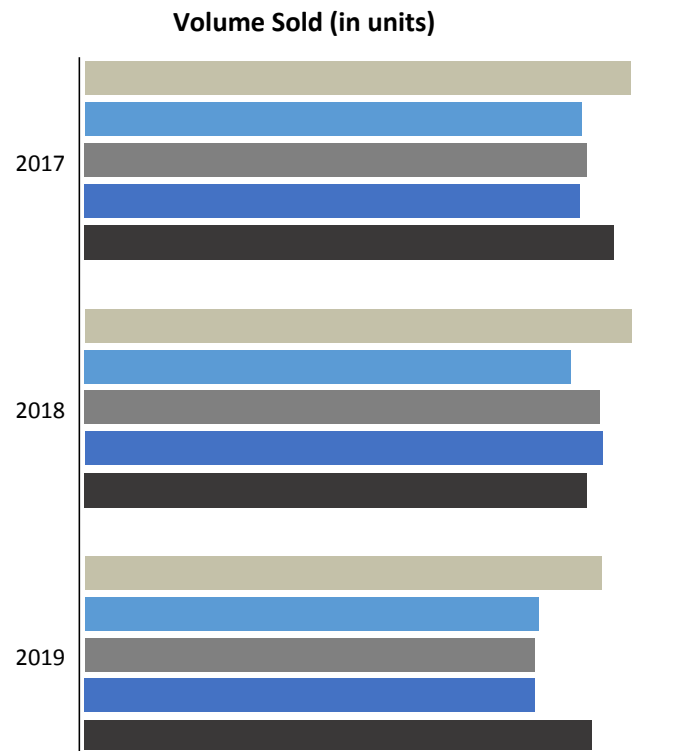


		2017	2018	2019
	Week 31	292,478	299,565	285,162
	Week 32	265,879	267,998	250,475
	Week 33	270,046	281,326	249,646
	Week 34	266,117	281,908	249,899
	Week 35	287,720	275,278	281,013
	Total	1,382,240	1,406,075	1,316,195

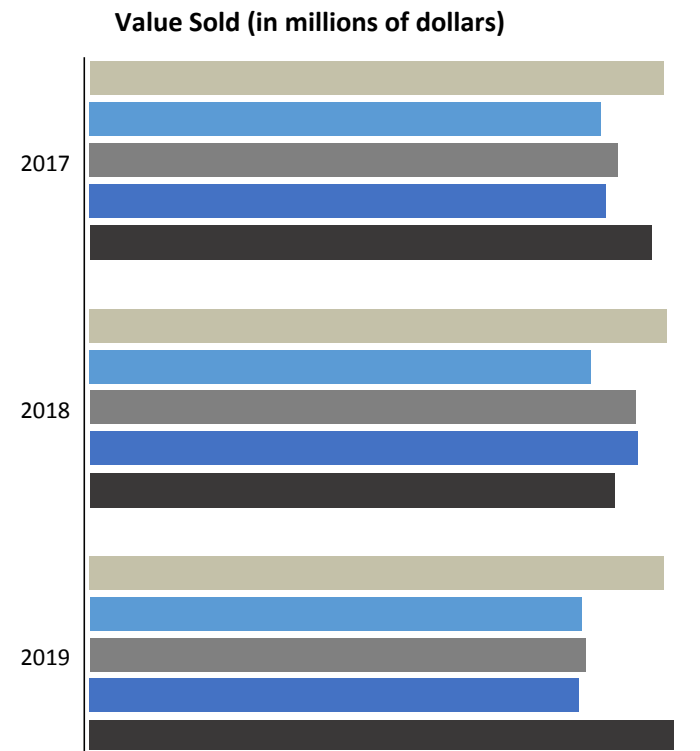
FICTION: ALL MARKET



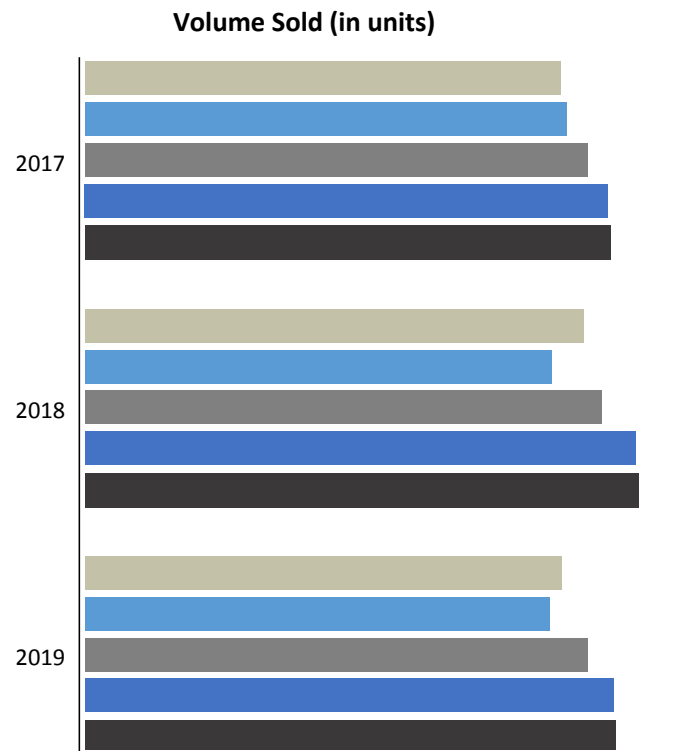
		2017	2018	2019
	Week 31	\$5,647,081	\$5,795,484	\$5,821,294
	Week 32	\$5,022,820	\$5,076,727	\$5,000,284
	Week 33	\$5,216,884	\$5,462,167	\$5,063,664
	Week 34	\$5,097,153	\$5,463,290	\$5,001,595
	Week 35	\$5,632,955	\$5,279,418	\$5,949,652
	Total	\$26,616,892	\$27,077,086	\$26,836,490

FICTION: RING FENCE MARKET

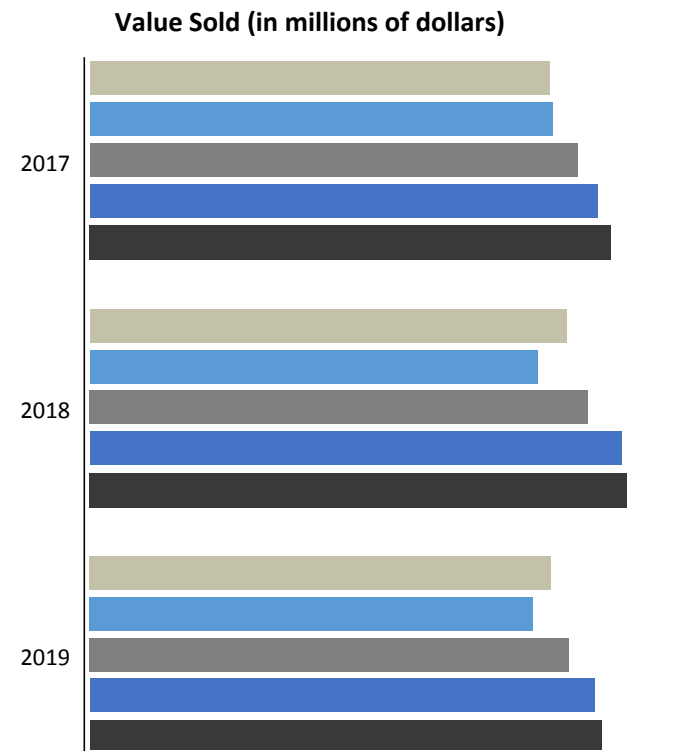
		2017	2018	2019
	Week 31	269,248	269,844	255,273
	Week 32	245,217	240,033	223,833
	Week 33	247,921	254,294	222,013
	Week 34	244,450	255,656	222,305
	Week 35	261,237	247,880	250,411
	Total	1,268,073	1,267,707	1,173,835

FICTION: RING FENCE MARKET

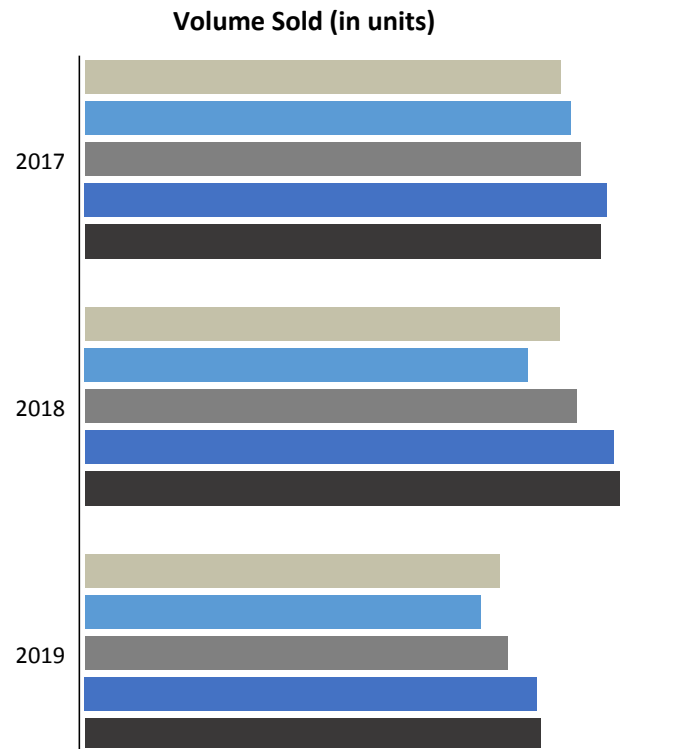
		2017	2018	2019
	Week 31	\$5,195,267	\$5,226,340	\$5,198,498
	Week 32	\$4,628,788	\$4,535,531	\$4,449,229
	Week 33	\$4,782,741	\$4,937,686	\$4,487,768
	Week 34	\$4,671,531	\$4,959,174	\$4,428,403
	Week 35	\$5,086,410	\$4,750,362	\$5,287,903
	Total	\$24,364,737	\$24,409,093	\$23,851,801

NON-FICTION: ALL MARKET

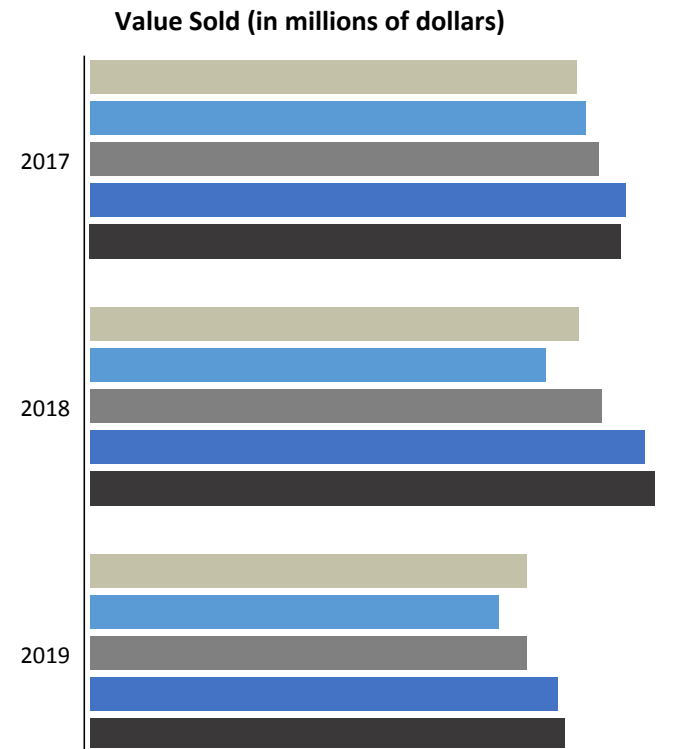
		2017	2018	2019
	Week 31	274,043	287,437	274,422
	Week 32	277,385	268,816	267,727
	Week 33	289,402	297,633	289,371
	Week 34	301,420	317,065	304,441
	Week 35	302,775	319,121	305,568
	Total	1,445,025	1,490,072	1,441,529

NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 31	\$7,190,160	\$7,451,900	\$7,212,354
	Week 32	\$7,233,023	\$7,002,377	\$6,931,898
	Week 33	\$7,623,302	\$7,790,435	\$7,491,423
	Week 34	\$7,941,868	\$8,316,523	\$7,887,080
	Week 35	\$8,146,942	\$8,401,029	\$7,998,286
	Total	\$38,135,295	\$38,962,265	\$37,521,041

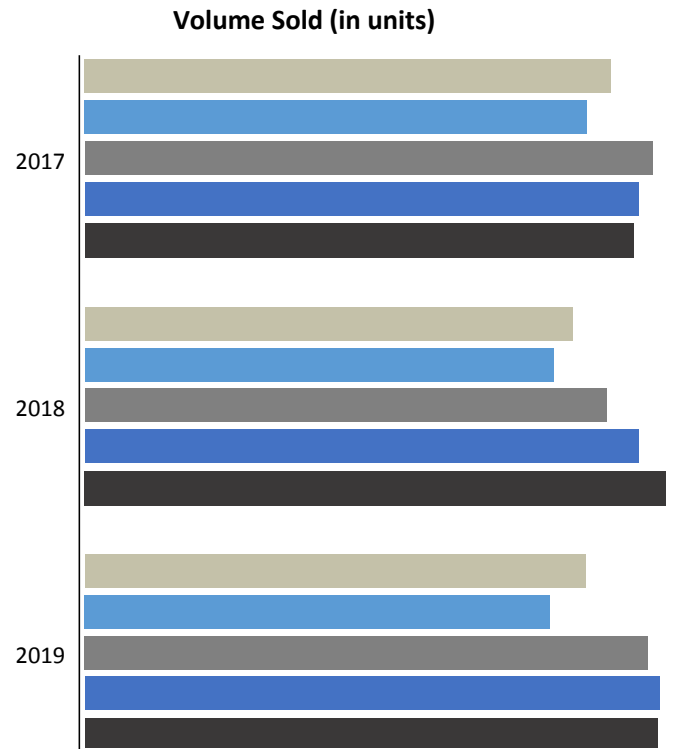
NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 31	234,712	234,283	204,683
	Week 32	239,860	218,739	195,365
	Week 33	244,687	242,896	208,844
	Week 34	257,836	260,858	223,263
	Week 35	254,529	263,930	225,027
	Total	1,231,624	1,220,706	1,057,182

NON-FICTION: RING FENCE MARKET

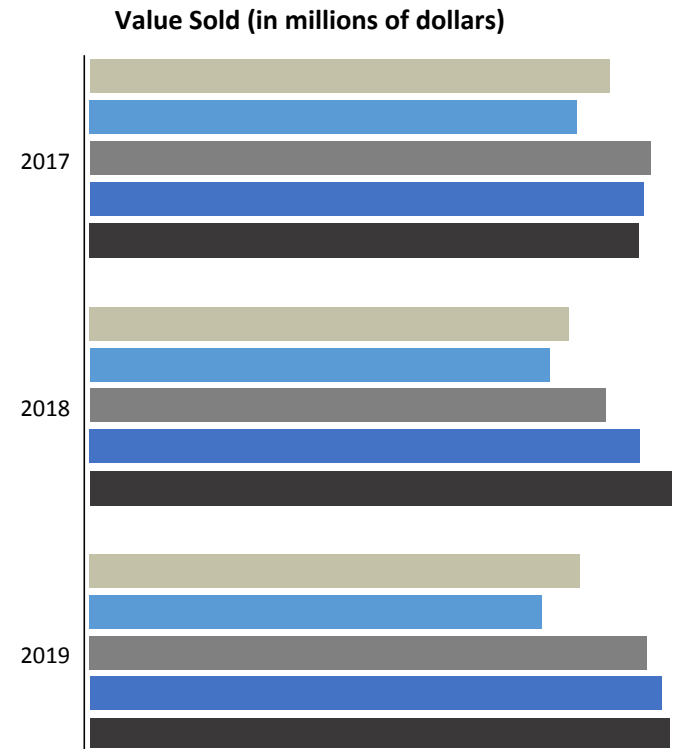
		2017	2018	2019
	Week 31	\$6,007,504	\$6,030,178	\$5,388,840
	Week 32	\$6,118,034	\$5,626,058	\$5,048,141
	Week 33	\$6,280,562	\$6,315,343	\$5,390,647
	Week 34	\$6,611,770	\$6,845,894	\$5,773,986
	Week 35	\$6,556,789	\$6,967,697	\$5,857,626
	Total	\$31,574,658	\$31,785,171	\$27,459,240

JUVENILE: ALL MARKET

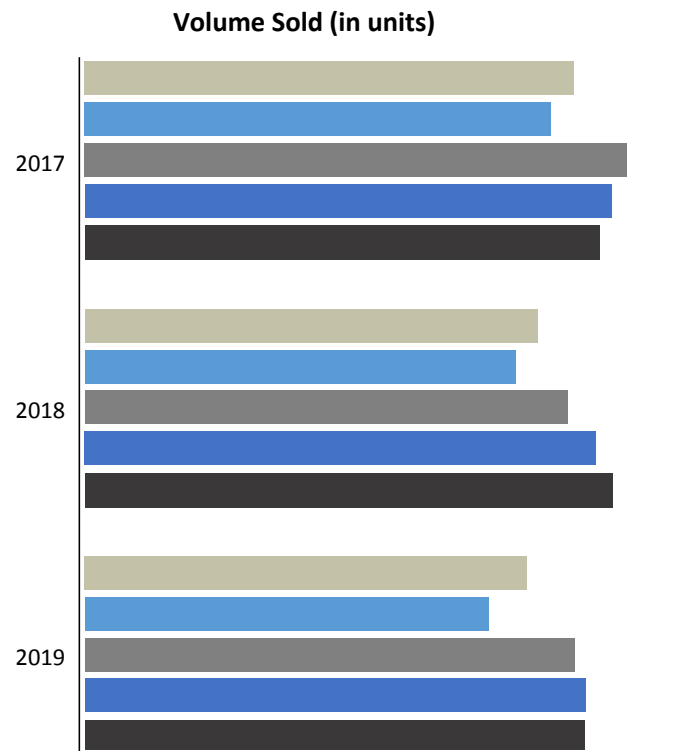


		2017	2018	2019
	Week 31	320,373	296,957	304,689
	Week 32	305,720	285,219	283,313
	Week 33	345,483	317,801	342,965
	Week 34	337,031	336,969	349,821
	Week 35	334,276	353,859	348,847
	Total	1,642,883	1,590,805	1,629,635

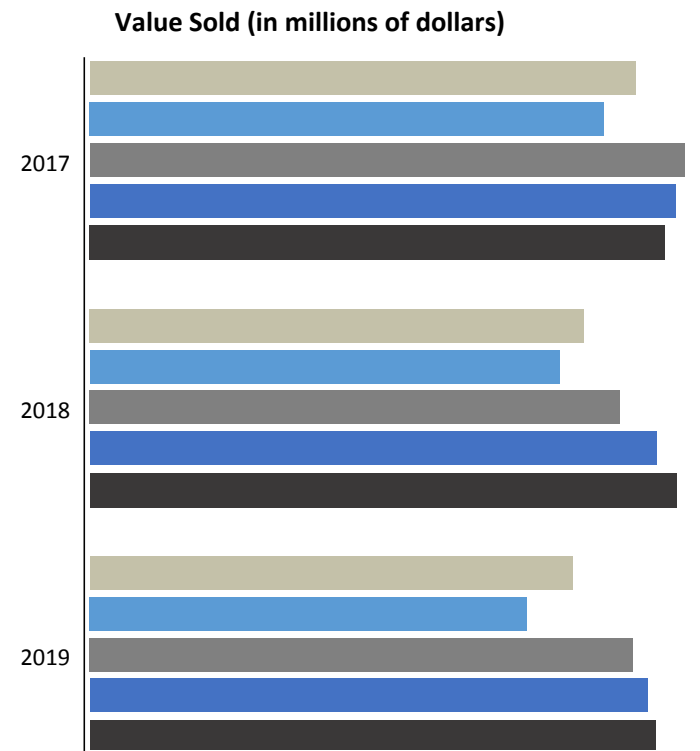
JUVENILE: ALL MARKET



		2017	2018	2019
	Week 31	\$4,488,614	\$4,139,217	\$4,235,024
	Week 32	\$4,209,467	\$3,969,847	\$3,909,087
	Week 33	\$4,843,178	\$4,455,782	\$4,815,910
	Week 34	\$4,781,877	\$4,755,691	\$4,937,982
	Week 35	\$4,743,957	\$5,024,834	\$5,009,927
	Total	\$23,067,094	\$22,345,371	\$22,907,930

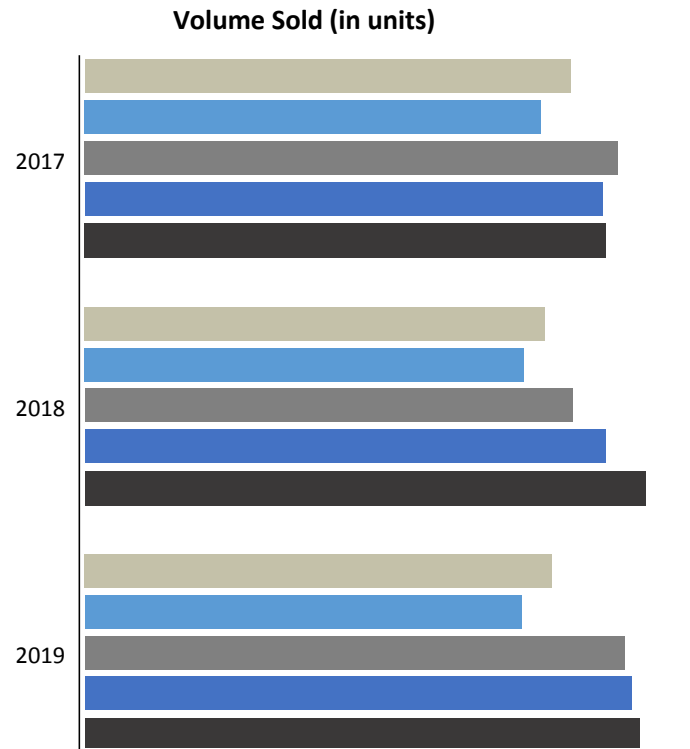
JUVENILE: RING FENCE MARKET

		2017	2018	2019
	Week 31	281,733	260,738	254,629
	Week 32	268,575	248,206	232,314
	Week 33	312,333	277,840	282,037
	Week 34	303,264	294,434	288,205
	Week 35	296,609	304,114	287,841
	Total	1,462,514	1,385,332	1,345,026

JUVENILE: RING FENCE MARKET

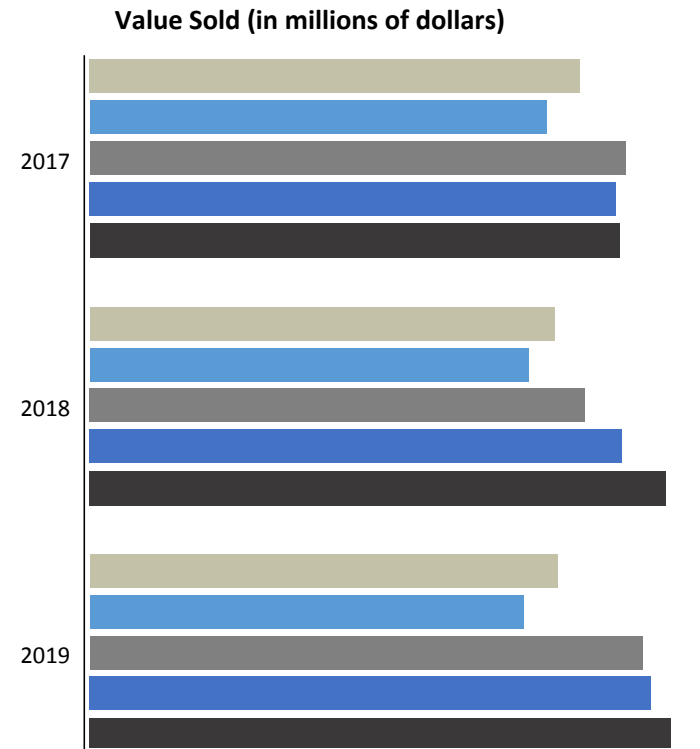
		2017	2018	2019
	Week 31	\$4,040,544	\$3,659,721	\$3,573,831
	Week 32	\$3,809,783	\$3,479,067	\$3,237,463
	Week 33	\$4,403,875	\$3,925,521	\$4,023,660
	Week 34	\$4,339,620	\$4,195,281	\$4,131,675
	Week 35	\$4,259,247	\$4,345,951	\$4,191,914
	Total	\$20,853,068	\$19,605,539	\$19,158,543

JUVENILE FICTION: ALL MARKET



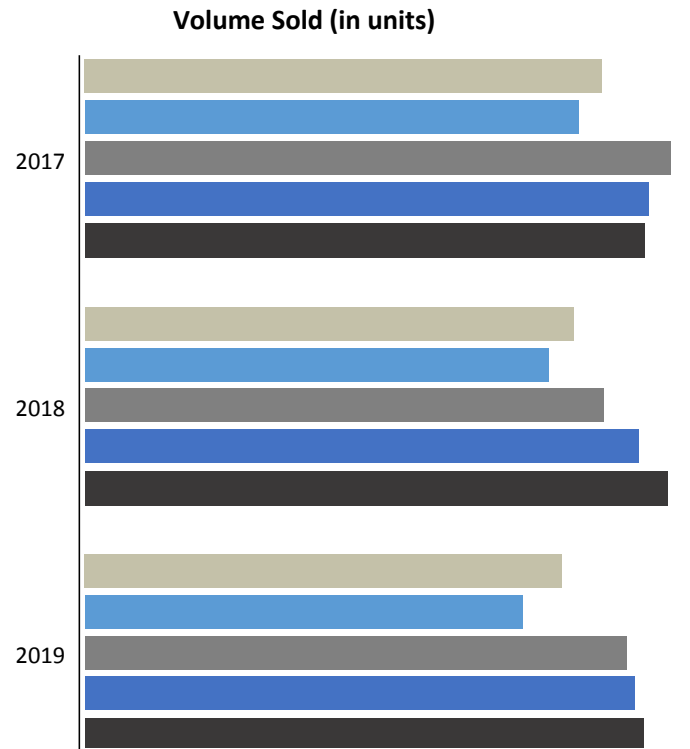
		2017	2018	2019
	Week 31	239,749	227,174	230,678
	Week 32	225,238	216,809	215,651
	Week 33	263,305	240,887	266,287
	Week 34	255,607	257,160	269,809
	Week 35	257,290	276,854	273,952
	Total	1,241,189	1,218,884	1,256,377

JUVENILE FICTION: ALL MARKET



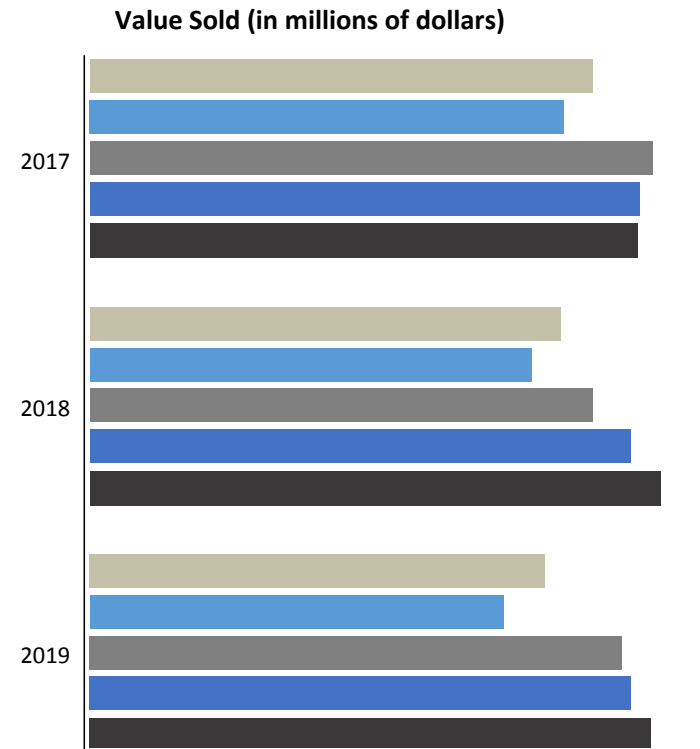
		2017	2018	2019
	Week 31	\$3,228,069	\$3,058,444	\$3,080,765
	Week 32	\$3,005,680	\$2,889,069	\$2,857,040
	Week 33	\$3,526,861	\$3,260,391	\$3,640,443
	Week 34	\$3,464,650	\$3,502,656	\$3,695,734
	Week 35	\$3,486,428	\$3,794,632	\$3,827,417
	Total	\$16,711,688	\$16,505,192	\$17,101,399

JUVENILE FICTION: RING FENCE MARKET



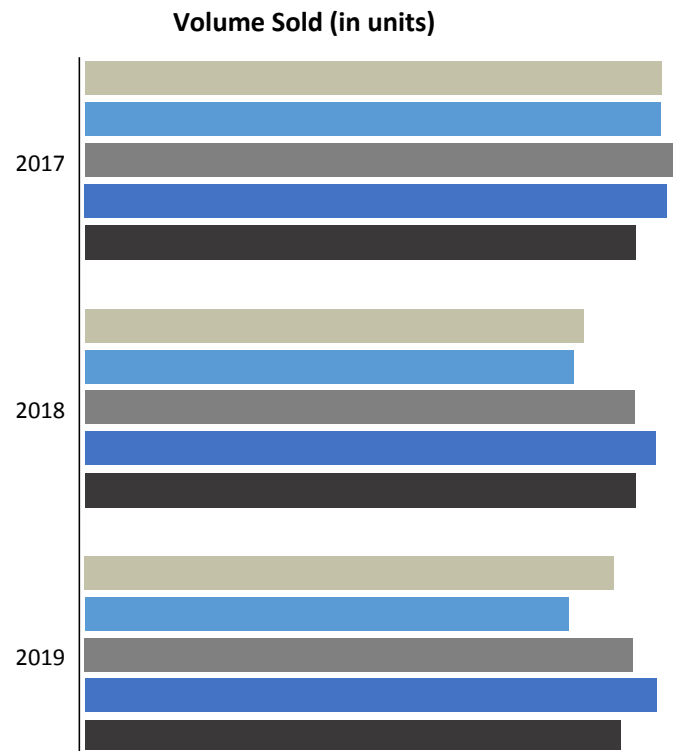
		2017	2018	2019
	Week 31	212,776	200,977	196,354
	Week 32	203,012	190,775	179,977
	Week 33	241,043	213,538	222,742
	Week 34	232,058	227,849	226,173
	Week 35	230,295	239,882	230,002
	Total	1,119,184	1,073,021	1,055,248

JUVENILE FICTION: RING FENCE MARKET



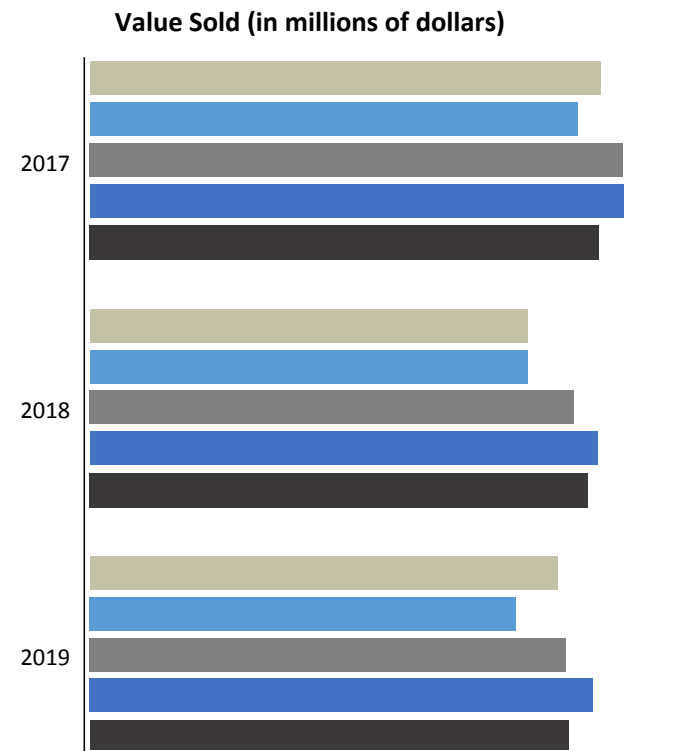
		2017	2018	2019
	Week 31	\$2,897,535	\$2,710,491	\$2,622,329
	Week 32	\$2,730,525	\$2,545,779	\$2,384,361
	Week 33	\$3,241,036	\$2,896,069	\$3,066,497
	Week 34	\$3,165,643	\$3,114,017	\$3,117,097
	Week 35	\$3,153,975	\$3,287,185	\$3,232,692
	Total	\$15,188,715	\$14,553,542	\$14,422,974

JUVENILE NON-FICTION: ALL MARKET

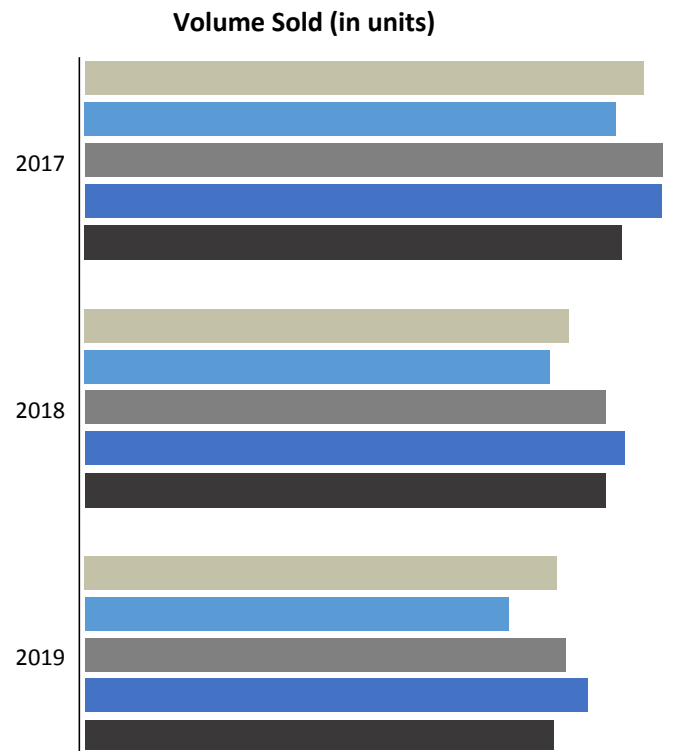


		2017	2018	2019
	Week 31	80,624	69,783	74,011
	Week 32	80,482	68,410	67,662
	Week 33	82,178	76,914	76,678
	Week 34	81,424	79,809	80,012
	Week 35	76,986	77,005	74,895
	Total	401,694	371,921	373,258

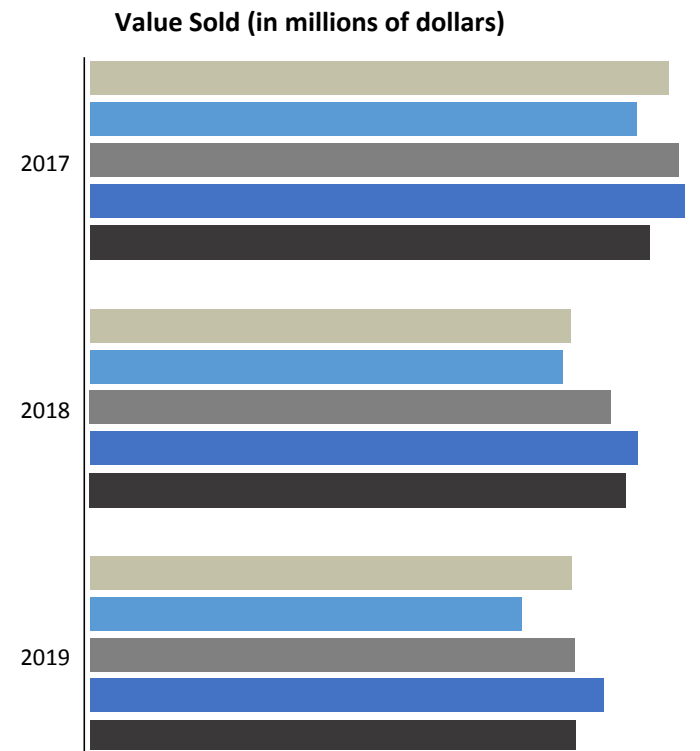
JUVENILE NON-FICTION: ALL MARKET



		2017	2018	2019
	Week 31	\$1,260,545	\$1,080,773	\$1,154,259
	Week 32	\$1,203,787	\$1,080,778	\$1,052,047
	Week 33	\$1,316,318	\$1,195,390	\$1,175,467
	Week 34	\$1,317,228	\$1,253,035	\$1,242,248
	Week 35	\$1,257,529	\$1,230,202	\$1,182,510
	Total	\$6,355,406	\$5,840,179	\$5,806,531

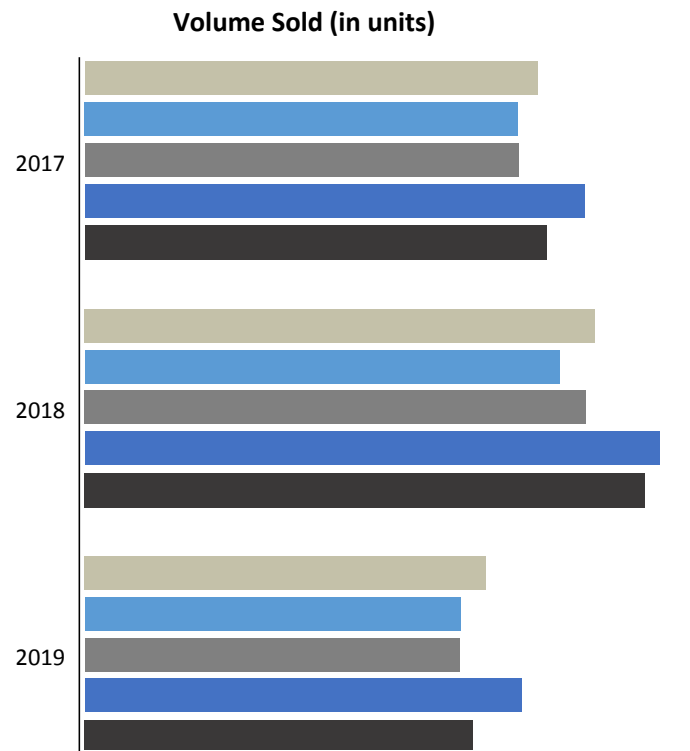
JUVENILE NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 31	68,957	59,761	58,275
	Week 32	65,563	57,431	52,337
	Week 33	71,290	64,302	59,295
	Week 34	71,206	66,585	62,032
	Week 35	66,314	64,232	57,839
	Total	343,330	312,311	289,778

JUVENILE NON-FICTION: RING FENCE MARKET

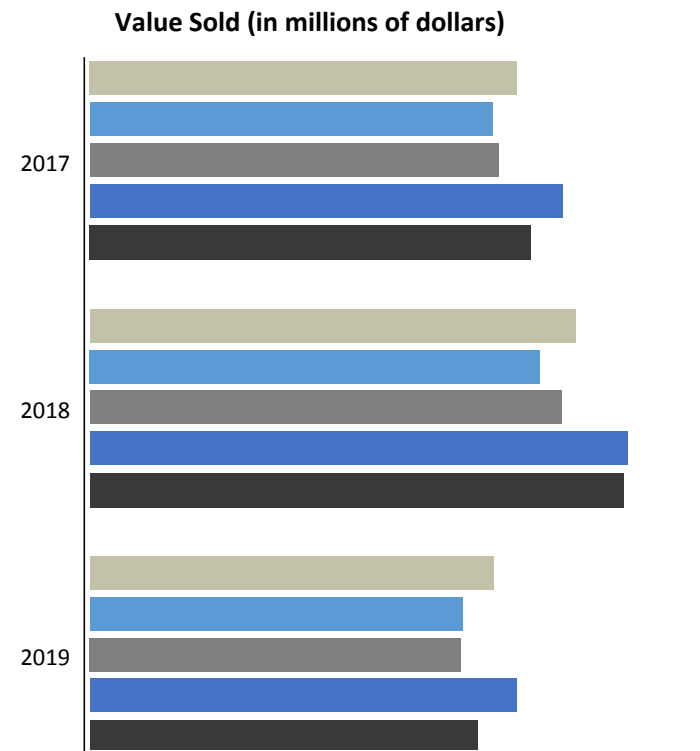
		2017	2018	2019
	Week 31	\$1,143,009	\$949,229	\$951,503
	Week 32	\$1,079,257	\$933,287	\$853,102
	Week 33	\$1,162,839	\$1,029,452	\$957,163
	Week 34	\$1,173,976	\$1,081,263	\$1,014,578
	Week 35	\$1,105,271	\$1,058,766	\$959,222
	Total	\$5,664,353	\$5,051,998	\$4,735,568

YOUNG ADULT: ALL MARKET



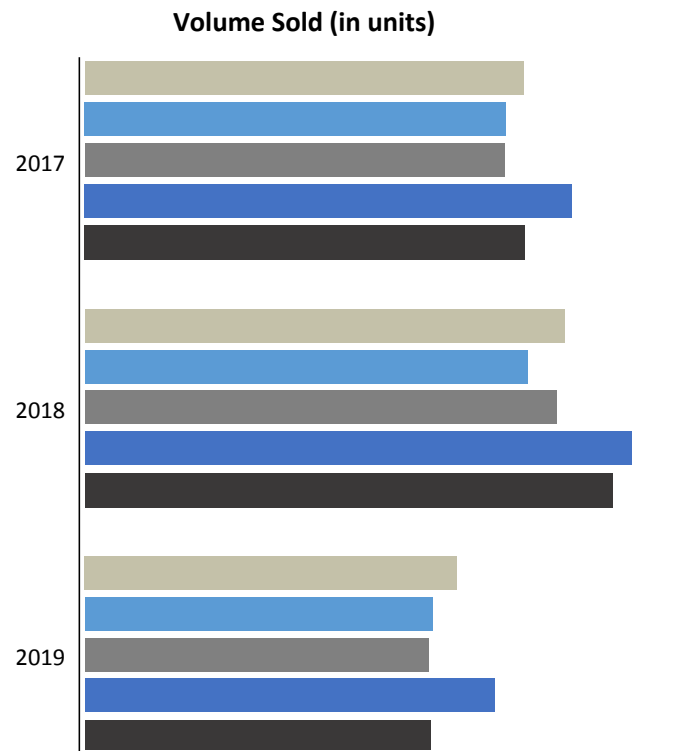
		2017	2018	2019
	Week 31	33,528	37,790	29,715
	Week 32	32,070	35,150	27,812
	Week 33	32,092	37,122	27,734
	Week 34	36,991	42,587	32,358
	Week 35	34,184	41,480	28,750
	Total	168,865	194,129	146,369

YOUNG ADULT: ALL MARKET



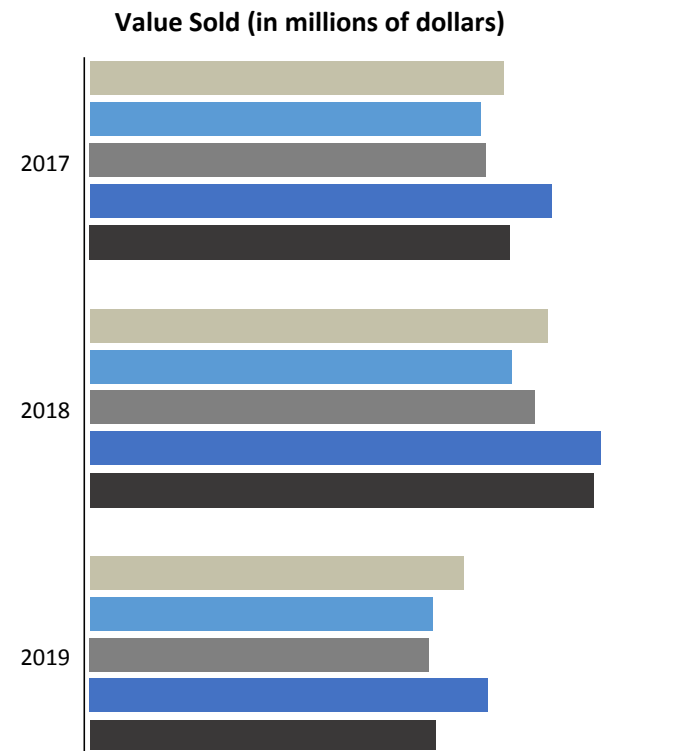
		2017	2018	2019
	Week 31	\$597,778	\$679,733	\$564,630
	Week 32	\$563,168	\$629,623	\$521,724
	Week 33	\$571,604	\$659,585	\$519,255
	Week 34	\$661,490	\$752,464	\$596,770
	Week 35	\$617,169	\$746,522	\$542,493
	Total	\$3,011,209	\$3,467,926	\$2,744,871

YOUNG ADULT: RING FENCE MARKET



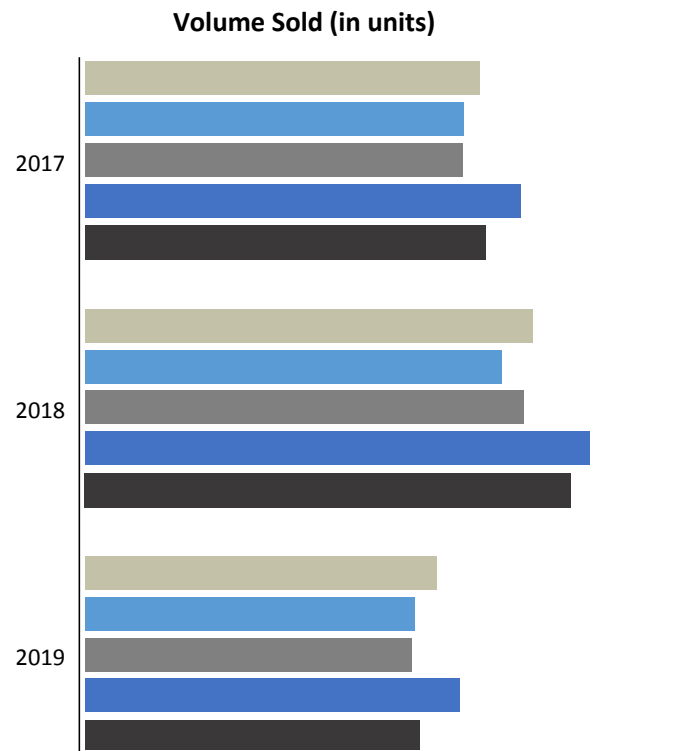
		2017	2018	2019
	Week 31	32,509	35,546	27,563
	Week 32	31,188	32,765	25,741
	Week 33	31,106	34,936	25,467
	Week 34	36,086	40,467	30,328
	Week 35	32,589	39,081	25,576
	Total	163,478	182,795	134,675

YOUNG ADULT: RING FENCE MARKET



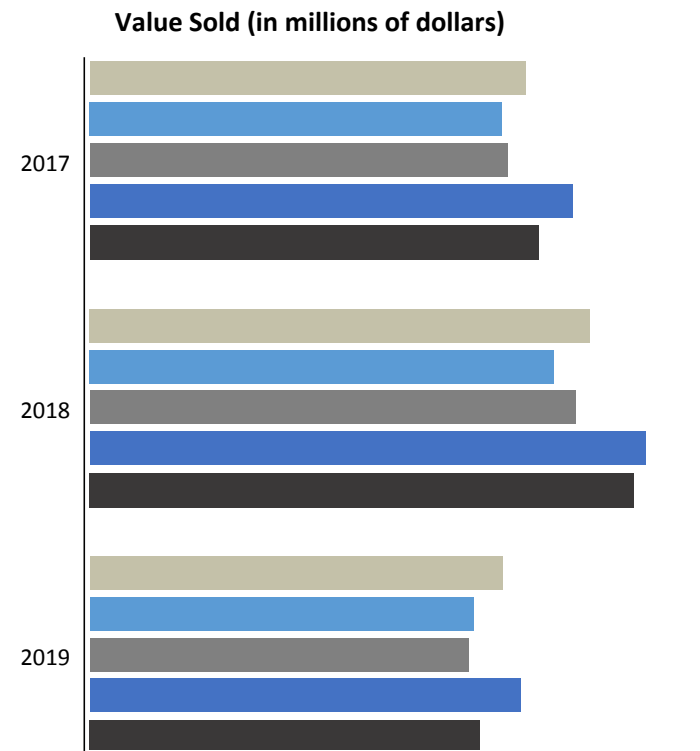
		2017	2018	2019
	Week 31	\$578,465	\$640,320	\$522,551
	Week 32	\$546,624	\$590,347	\$479,538
	Week 33	\$554,134	\$622,143	\$474,333
	Week 34	\$645,660	\$714,263	\$556,958
	Week 35	\$588,099	\$704,419	\$483,464
	Total	\$2,912,982	\$3,271,492	\$2,516,844

YOUNG ADULT FICTION: ALL MARKET



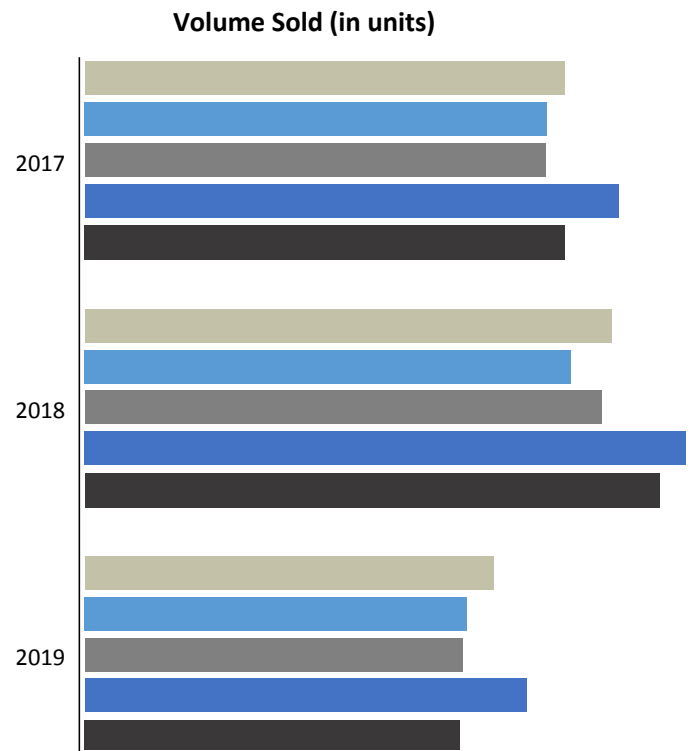
		2017	2018	2019
	Week 31	32,468	36,827	28,914
	Week 32	31,170	34,275	27,112
	Week 33	31,079	36,077	26,885
	Week 34	35,849	41,554	30,814
	Week 35	32,947	40,011	27,553
	Total	163,513	188,744	141,278

YOUNG ADULT FICTION: ALL MARKET



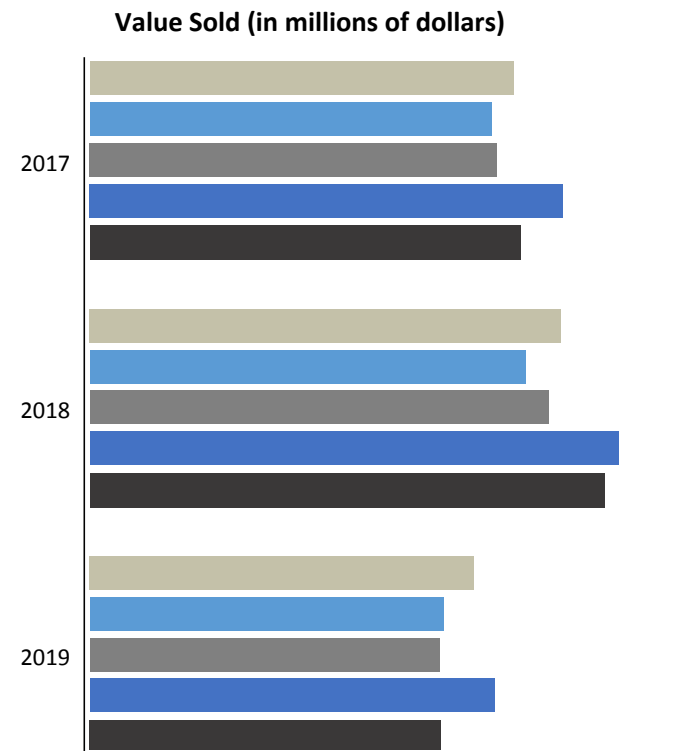
		2017	2018	2019
	Week 31	\$573,769	\$658,368	\$543,233
	Week 32	\$542,645	\$611,145	\$505,271
	Week 33	\$549,666	\$639,438	\$498,547
	Week 34	\$635,356	\$731,756	\$566,863
	Week 35	\$590,658	\$716,298	\$513,866
	Total	\$2,892,093	\$3,357,005	\$2,627,781

YOUNG ADULT FICTION: RING FENCE MARKET



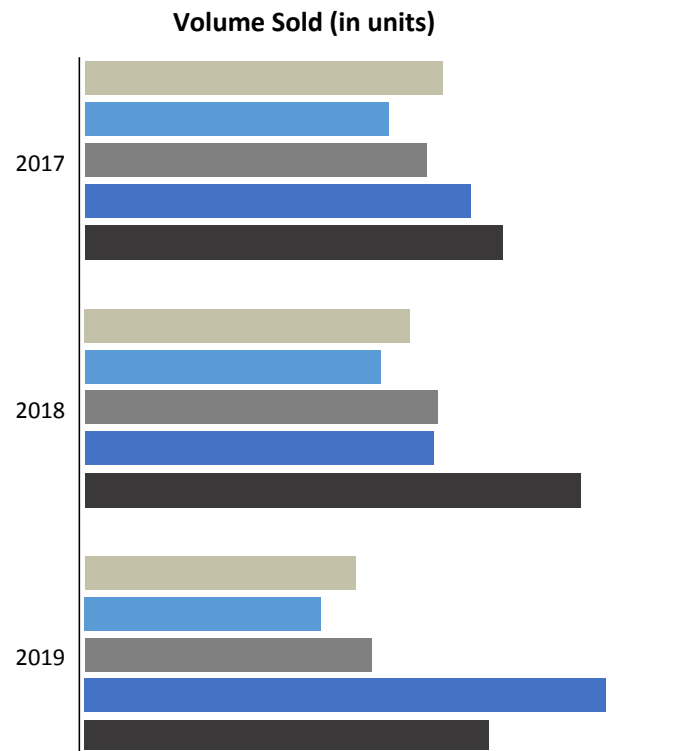
		2017	2018	2019
	Week 31	31,584	34,670	26,925
	Week 32	30,427	32,004	25,165
	Week 33	30,305	34,032	24,860
	Week 34	35,146	39,580	29,069
	Week 35	31,616	37,822	24,697
	Total	159,078	178,108	130,716

YOUNG ADULT FICTION: RING FENCE MARKET



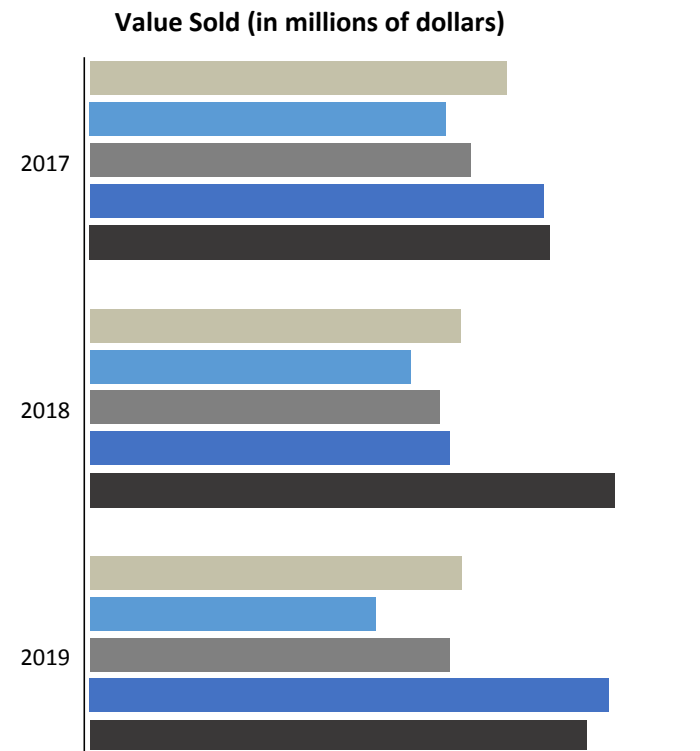
		2017	2018	2019
	Week 31	\$557,676	\$620,509	\$505,868
	Week 32	\$529,108	\$573,888	\$465,734
	Week 33	\$536,294	\$604,234	\$460,154
	Week 34	\$623,141	\$695,829	\$533,262
	Week 35	\$566,788	\$677,589	\$462,512
	Total	\$2,813,007	\$3,172,049	\$2,427,529

YOUNG ADULT NON-FICTION: ALL MARKET



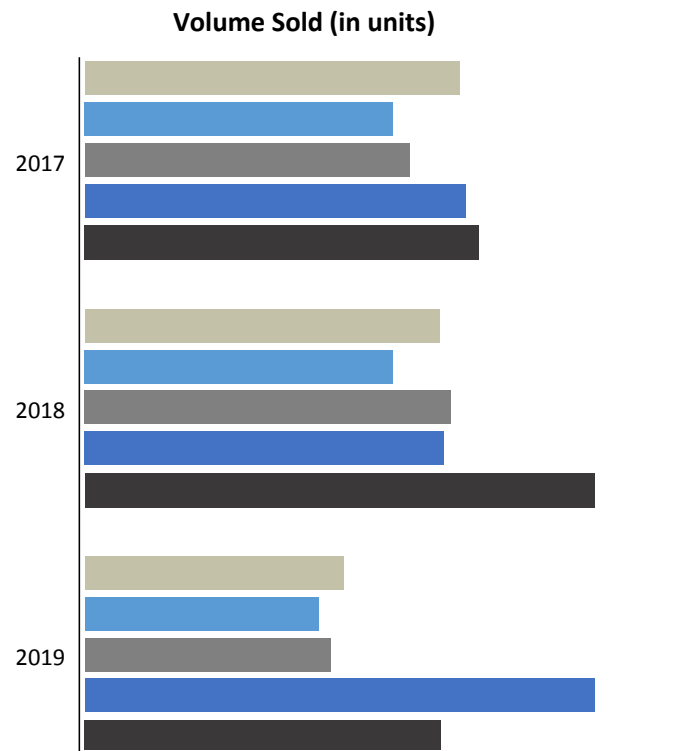
		2017	2018	2019
	Week 31	1,060	963	801
	Week 32	900	875	700
	Week 33	1,013	1,045	849
	Week 34	1,142	1,033	1,544
	Week 35	1,237	1,469	1,197
	Total	5,352	5,385	5,091

YOUNG ADULT NON-FICTION: ALL MARKET



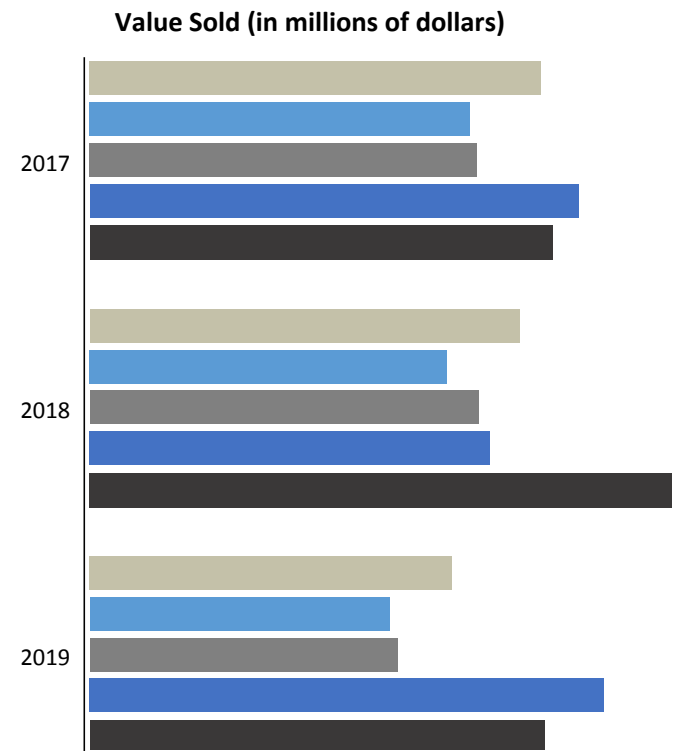
		2017	2018	2019
	Week 31	\$24,009	\$21,365	\$21,397
	Week 32	\$20,523	\$18,478	\$16,453
	Week 33	\$21,938	\$20,147	\$20,707
	Week 34	\$26,134	\$20,708	\$29,907
	Week 35	\$26,512	\$30,224	\$28,626
	Total	\$119,116	\$110,920	\$117,090

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 31	925	876	638
	Week 32	761	761	576
	Week 33	801	904	607
	Week 34	940	887	1,259
	Week 35	973	1,259	879
	Total	4,400	4,687	3,959

YOUNG ADULT NON-FICTION: RING FENCE MARKET

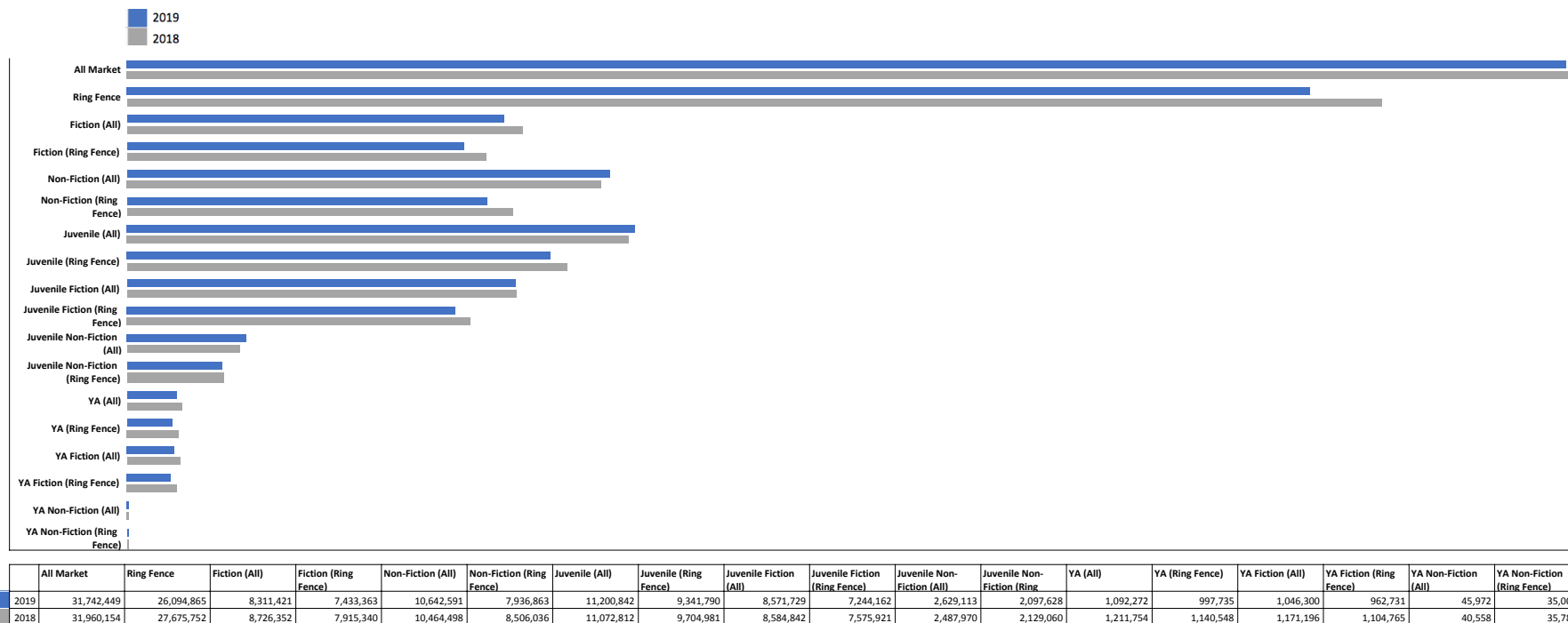


		2017	2018	2019
	Week 31	\$20,789	\$19,811	\$16,683
	Week 32	\$17,516	\$16,459	\$13,804
	Week 33	\$17,841	\$17,909	\$14,179
	Week 34	\$22,518	\$18,434	\$23,696
	Week 35	\$21,311	\$26,830	\$20,952
	Total	\$99,975	\$99,443	\$89,315

YEAR-TO-DATE COMPARISON: VOLUME

		2018	2019
The week-ending dates:	Week 35	2018-09-02	2019-09-01

Volume Sold Year-to-Date

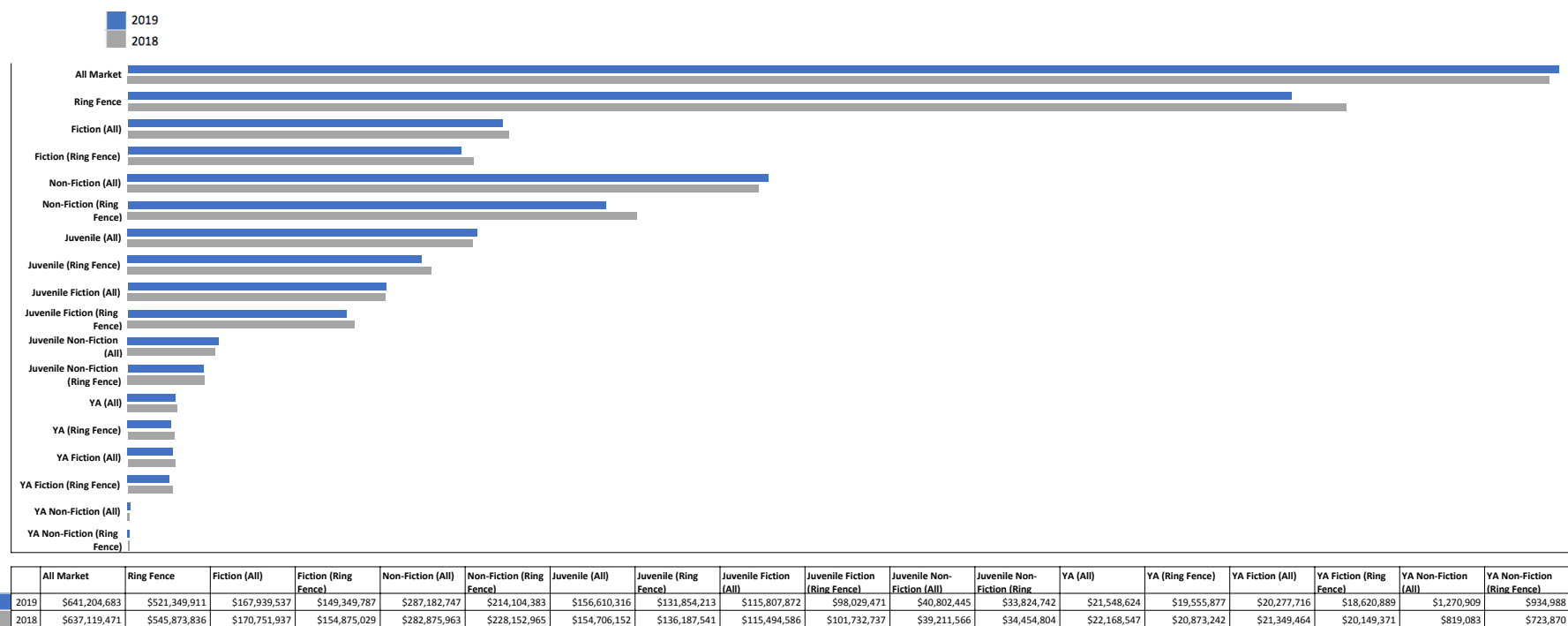


*Please note that the order in the above table has been swapped and YA Non-Fiction numbers are now on the far right.

YEAR-TO-DATE COMPARISON: VALUE

		2018	2019
The week-ending dates:	Week 35	2018-09-02	2019-09-01

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