



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

10.2019

September 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 September 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:

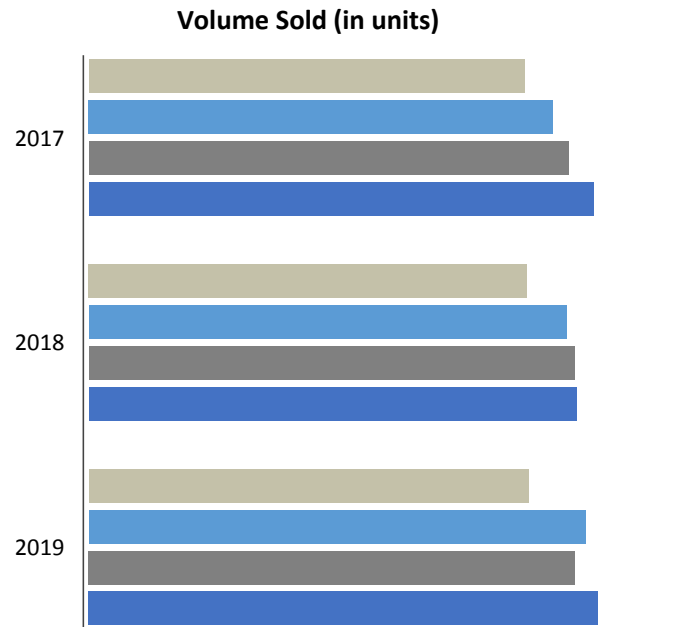
- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a

Report Weeks

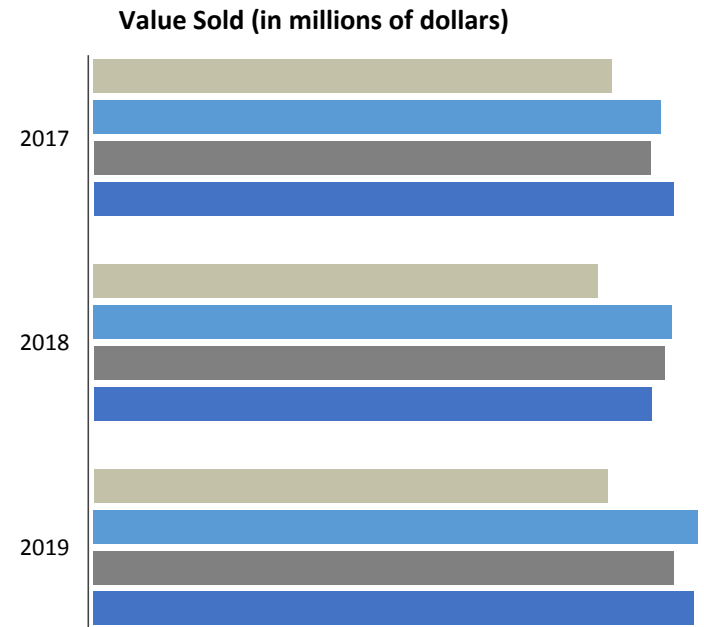
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 36	2017-09-10	2018-09-09	2019-09-08
Week 37	2017-09-17	2018-09-16	2019-09-15
Week 38	2017-09-24	2018-09-23	2019-09-22
Week 39	2017-10-01	2018-09-30	2019-09-29

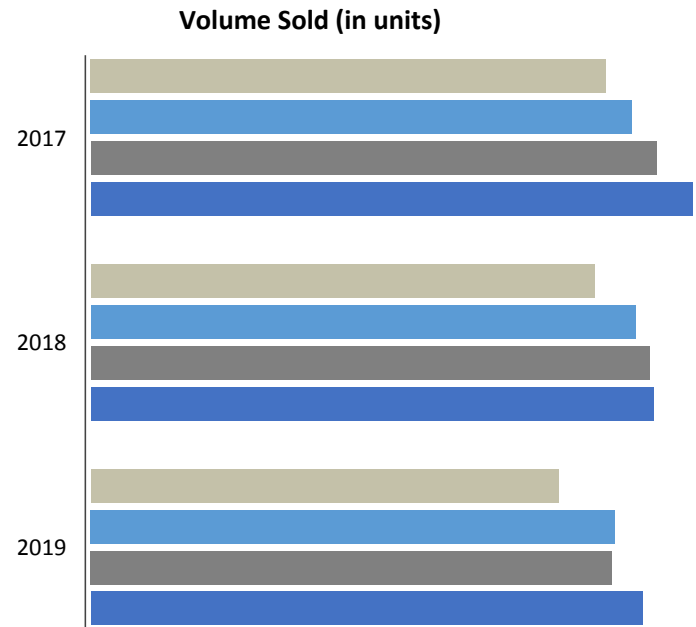
ALL MARKET

	2017	2018	2019
Week 36	896,975	901,599	904,910
Week 37	955,060	983,389	1,021,122
Week 38	987,400	999,589	1,000,363
Week 39	1,037,761	1,003,135	1,047,455
Total	3,877,196	3,887,712	3,973,850

ALL MARKET

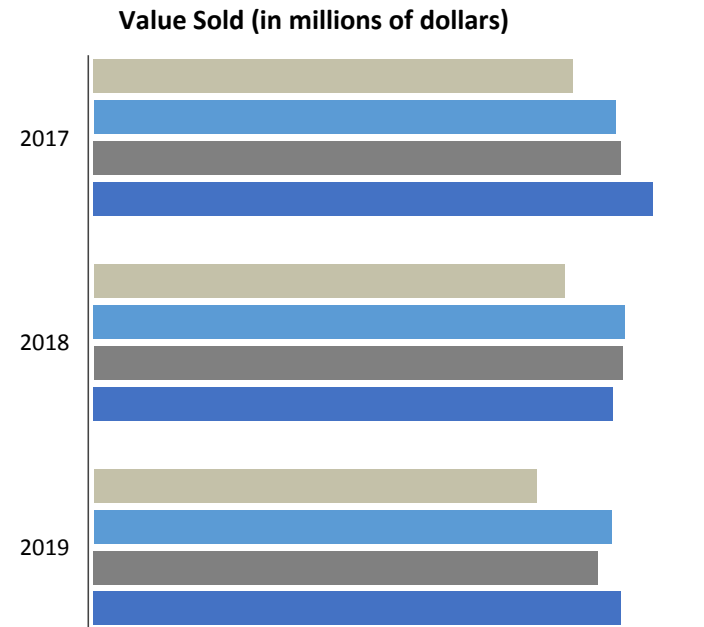
	2017	2018	2019
Week 36	\$18,758,840	\$18,251,100	\$18,605,452
Week 37	\$20,535,675	\$20,941,592	\$21,879,513
Week 38	\$20,159,809	\$20,675,492	\$21,003,142
Week 39	\$20,986,345	\$20,204,389	\$21,731,069
Total	\$80,440,669	\$80,072,573	\$83,219,176

RING FENCE MARKET

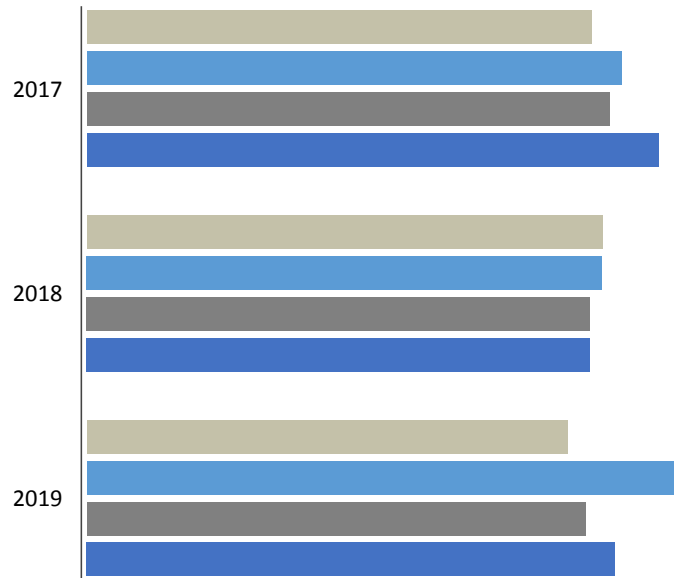


		2017	2018	2019
	Week 36	788,335	770,623	715,420
	Week 37	828,451	833,471	802,454
	Week 38	865,728	854,727	797,734
	Week 39	920,942	861,560	844,159
	Total	3,403,456	3,320,381	3,159,767

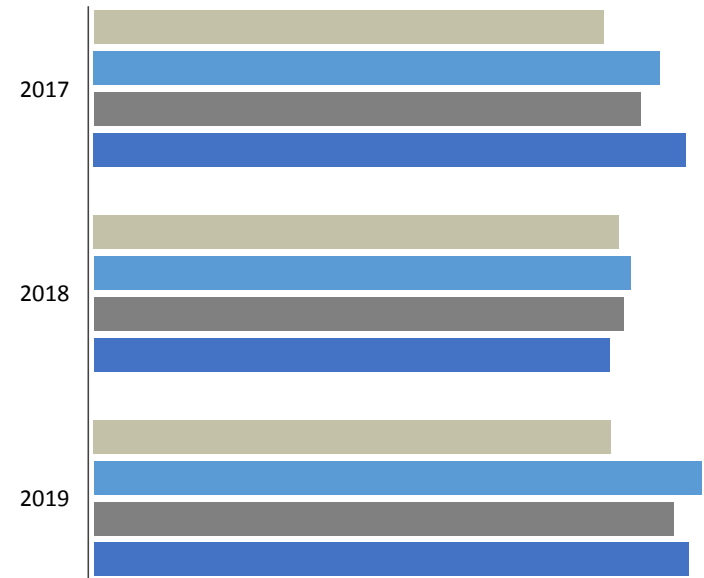
RING FENCE MARKET



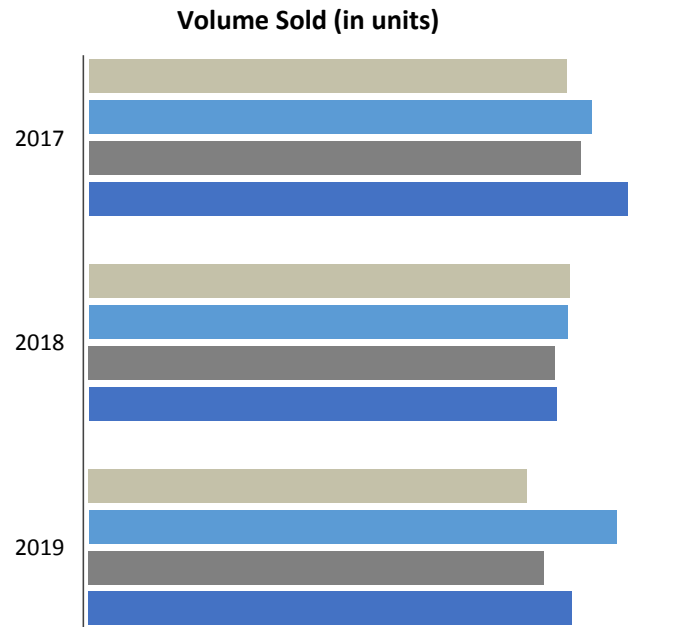
		2017	2018	2019
	Week 36	\$15,779,022	\$15,488,860	\$14,572,050
	Week 37	\$17,167,554	\$17,487,156	\$17,036,252
	Week 38	\$17,350,399	\$17,401,627	\$16,591,107
	Week 39	\$18,412,254	\$17,084,936	\$17,359,374
	Total	\$68,709,229	\$67,462,579	\$65,558,783

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

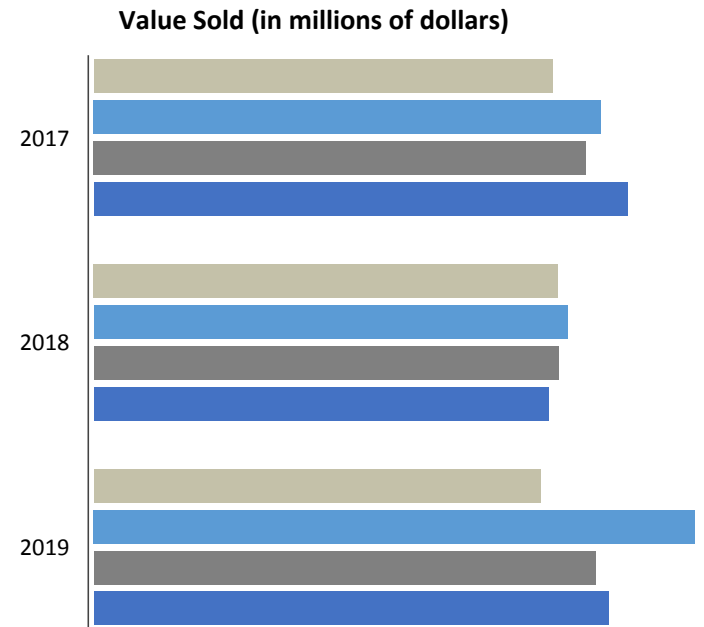
		2017	2018	2019
	Week 36	257,519	263,261	245,090
	Week 37	272,761	262,895	299,383
	Week 38	266,724	256,700	254,439
	Week 39	291,570	256,734	269,476
	Total	1,088,574	1,039,590	1,068,388

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

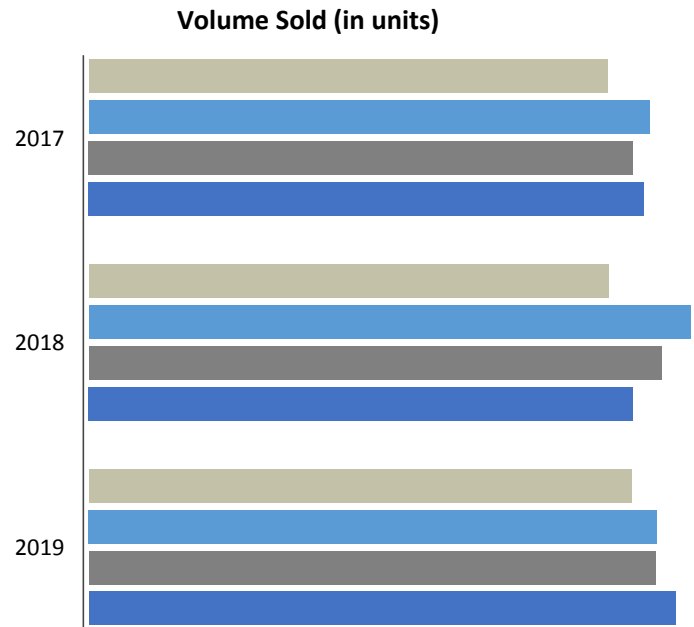
		2017	2018	2019
	Week 36	\$5,034,400	\$5,187,684	\$5,108,698
	Week 37	\$5,590,432	\$5,301,352	\$7,063,931
	Week 38	\$5,400,279	\$5,229,211	\$5,724,698
	Week 39	\$5,846,626	\$5,095,232	\$5,873,047
	Total	\$21,871,737	\$20,813,479	\$23,770,374

FICTION: RING FENCE MARKET

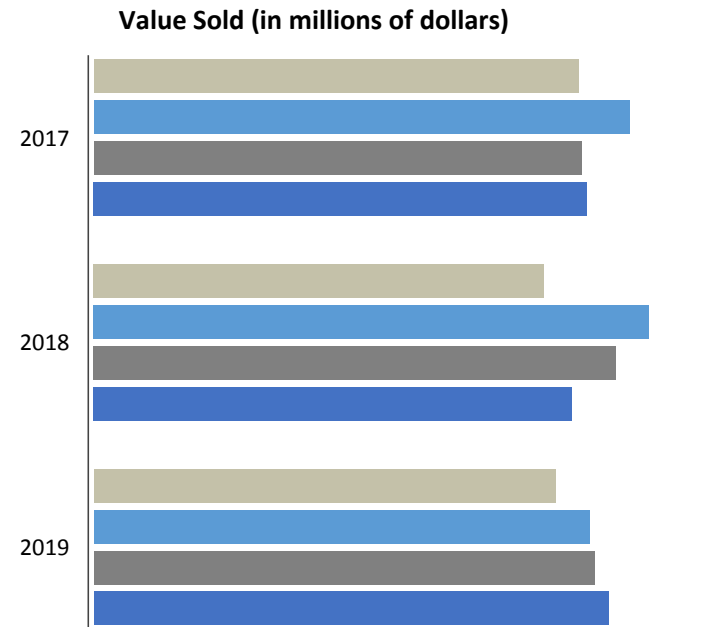
		2017	2018	2019
	Week 36	235,886	237,204	216,387
	Week 37	248,272	236,433	260,395
	Week 38	242,759	230,127	224,714
	Week 39	266,054	230,915	238,567
	Total	992,971	934,679	940,063

FICTION: RING FENCE MARKET

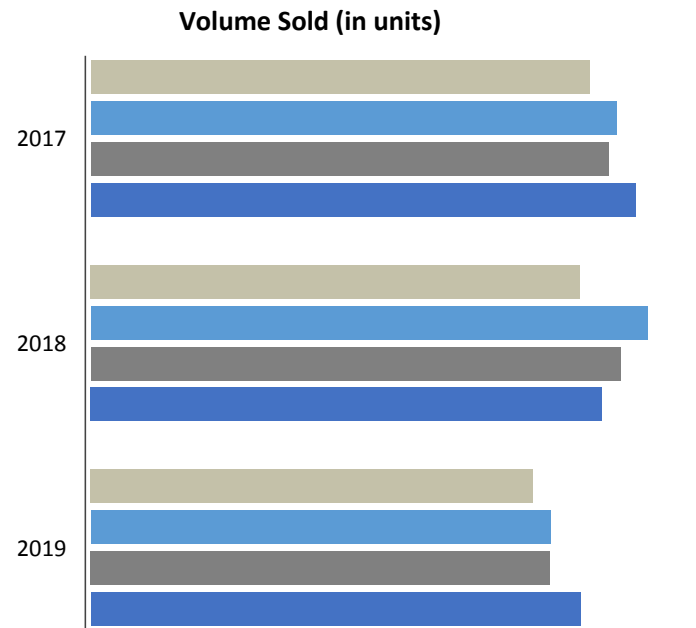
		2017	2018	2019
	Week 36	\$4,605,615	\$4,660,683	\$4,482,573
	Week 37	\$5,091,390	\$4,755,009	\$6,036,351
	Week 38	\$4,942,492	\$4,664,818	\$5,036,127
	Week 39	\$5,358,485	\$4,567,113	\$5,168,797
	Total	\$19,997,981	\$18,647,623	\$20,723,848

NON-FICTION: ALL MARKET

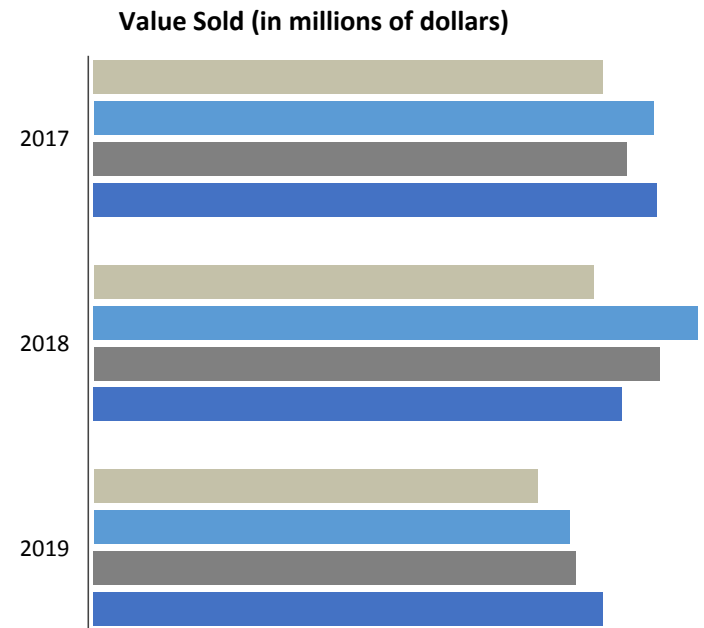
	2017	2018	2019
Week 36	298,738	299,173	312,723
Week 37	322,885	346,660	327,350
Week 38	313,414	329,904	326,280
Week 39	319,789	313,498	337,777
Total	1,254,826	1,289,235	1,304,130

NON-FICTION: ALL MARKET

	2017	2018	2019
Week 36	\$8,774,207	\$8,149,911	\$8,361,798
Week 37	\$9,700,467	\$10,053,513	\$8,973,253
Week 38	\$8,833,422	\$9,452,660	\$9,069,750
Week 39	\$8,930,897	\$8,660,630	\$9,316,586
Total	\$36,238,994	\$36,316,713	\$35,721,386

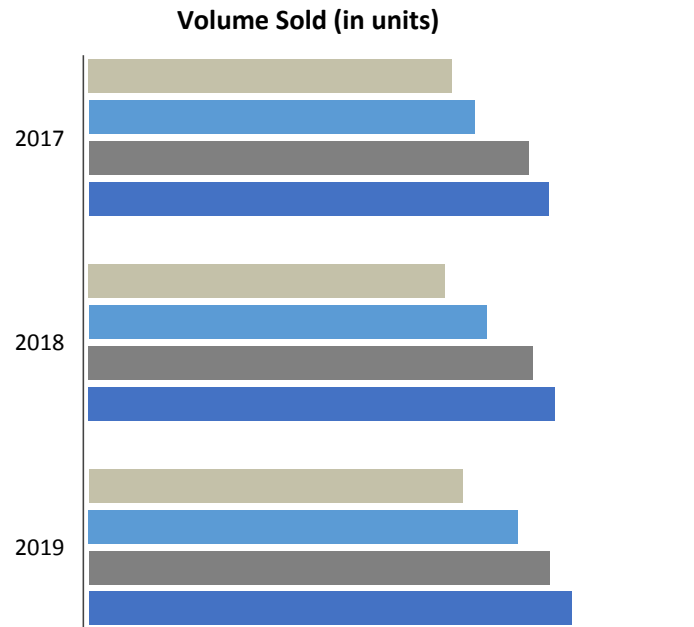
NON-FICTION: RING FENCE MARKET

	2017	2018	2019
Week 36	246,365	241,576	218,342
Week 37	259,433	274,780	227,127
Week 38	255,526	261,687	226,715
Week 39	268,948	252,452	241,780
Total	1,030,272	1,030,495	913,964

NON-FICTION: RING FENCE MARKET

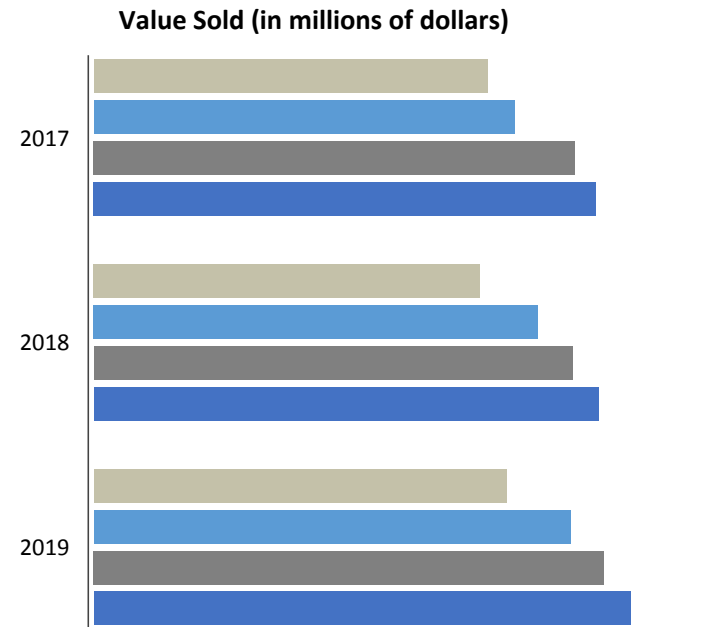
	2017	2018	2019
Week 36	\$6,706,606	\$6,581,359	\$5,845,890
Week 37	\$7,366,165	\$7,957,156	\$6,264,683
Week 38	\$7,021,935	\$7,449,064	\$6,347,616
Week 39	\$7,414,035	\$6,953,239	\$6,702,688
Total	\$28,508,741	\$28,940,818	\$25,160,877

JUVENILE: ALL MARKET

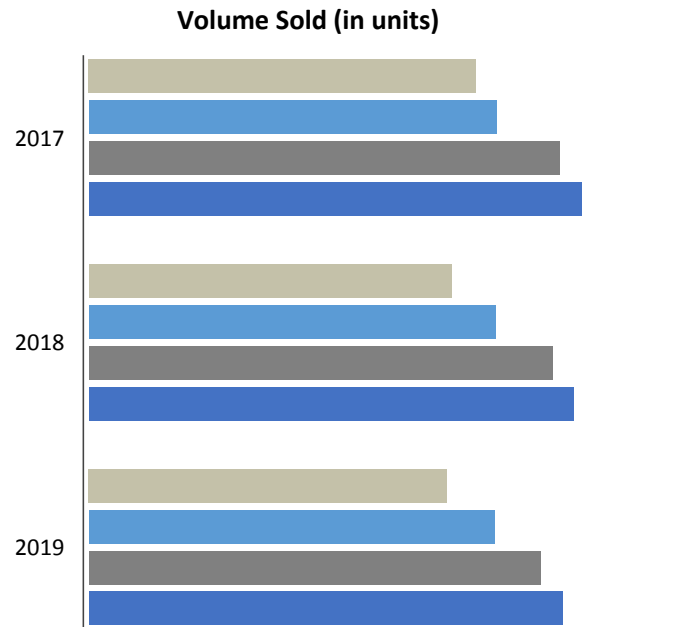


	2017	2018	2019
Week 36	298,814	292,983	307,591
Week 37	317,483	327,118	353,120
Week 38	361,962	365,412	378,950
Week 39	377,980	383,634	397,047
Total	1,356,239	1,369,147	1,436,708

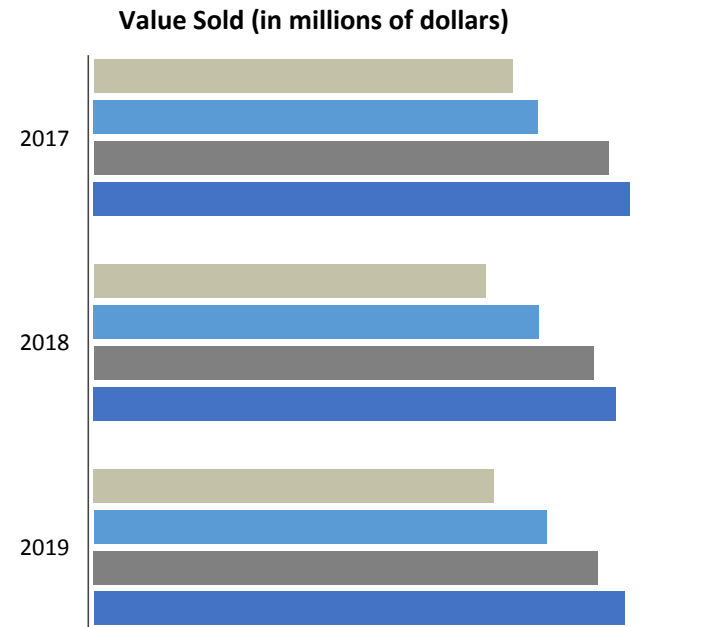
JUVENILE: ALL MARKET



	2017	2018	2019
Week 36	\$4,211,855	\$4,132,932	\$4,412,163
Week 37	\$4,502,656	\$4,751,045	\$5,097,829
Week 38	\$5,146,561	\$5,122,684	\$5,459,695
Week 39	\$5,374,057	\$5,399,595	\$5,742,842
Total	\$19,235,129	\$19,406,257	\$20,712,530

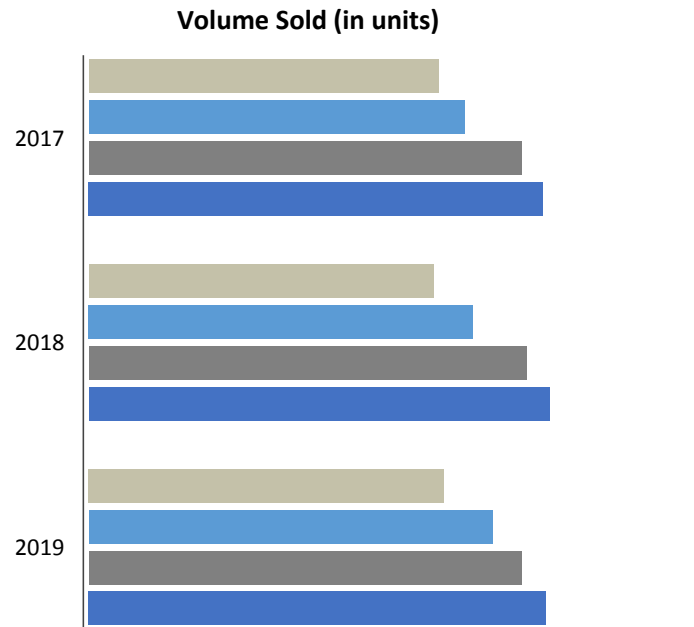
JUVENILE: RING FENCE MARKET

	2017	2018	2019
Week 36	267,687	250,879	247,542
Week 37	281,975	281,073	280,540
Week 38	325,524	320,518	311,973
Week 39	340,713	334,906	327,408
Total	1,215,899	1,187,376	1,167,463

JUVENILE: RING FENCE MARKET

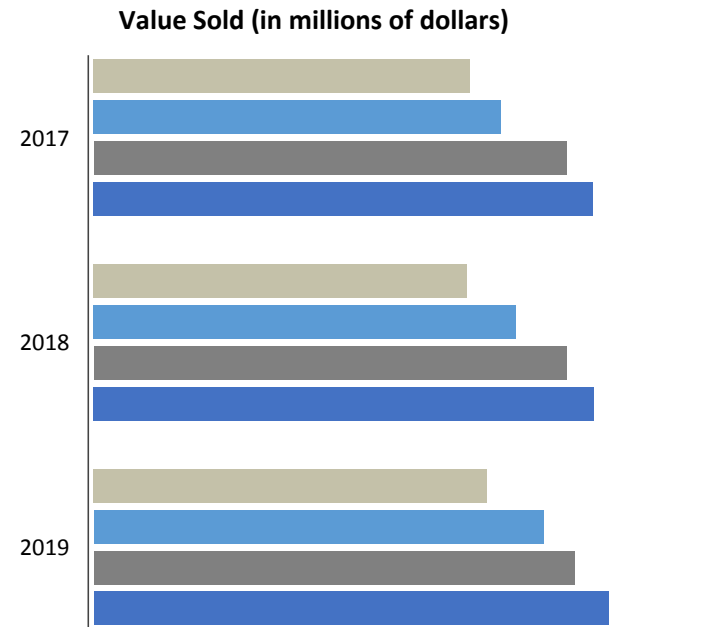
	2017	2018	2019
Week 36	\$3,792,381	\$3,543,267	\$3,624,483
Week 37	\$4,020,275	\$4,031,787	\$4,097,848
Week 38	\$4,658,400	\$4,522,863	\$4,562,555
Week 39	\$4,853,244	\$4,727,698	\$4,803,918
Total	\$17,324,301	\$16,825,614	\$17,088,804

JUVENILE FICTION: ALL MARKET

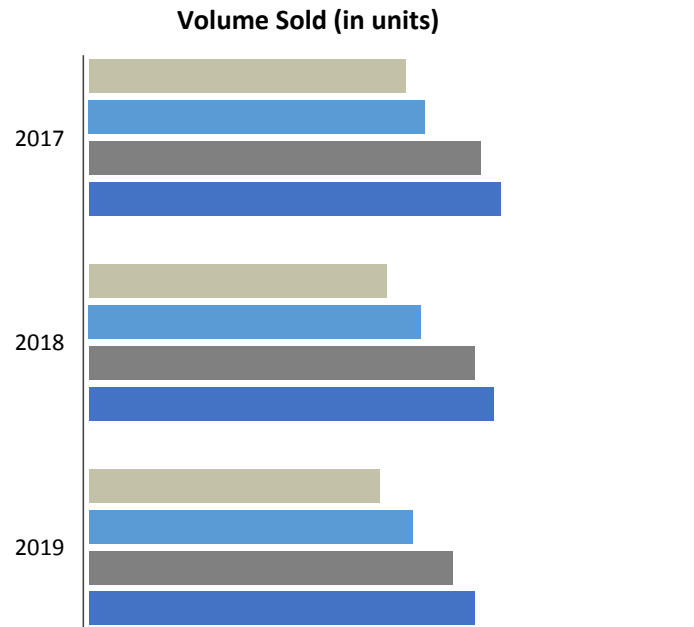


	2017	2018	2019
Week 36	230,076	226,671	233,818
Week 37	247,200	252,811	265,780
Week 38	284,944	288,236	284,682
Week 39	298,953	303,309	301,039
Total	1,061,173	1,071,027	1,085,319

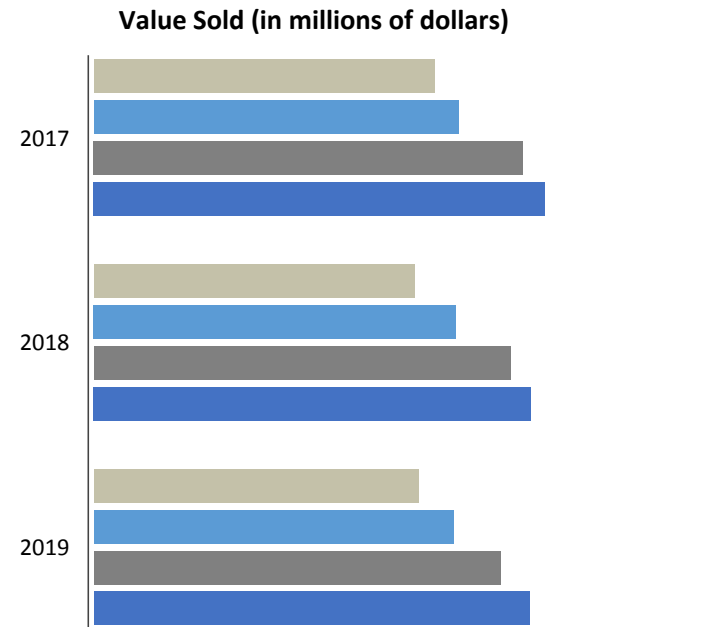
JUVENILE FICTION: ALL MARKET



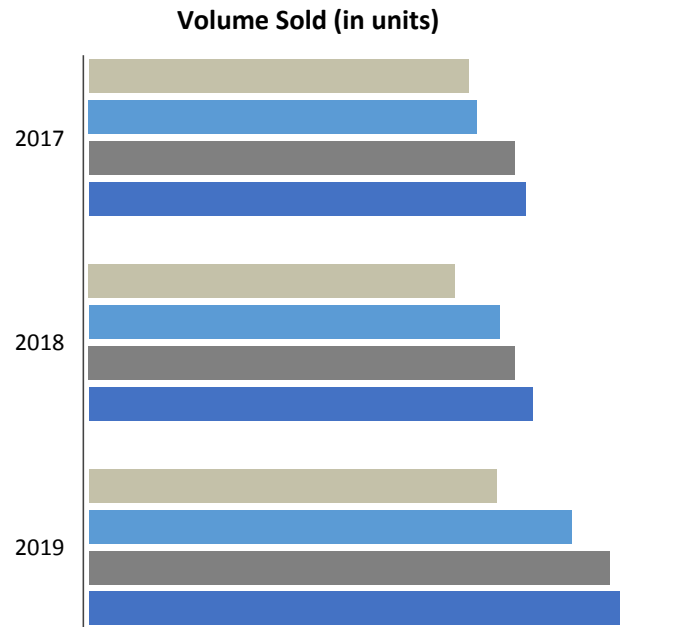
	2017	2018	2019
Week 36	\$3,095,909	\$3,070,803	\$3,236,598
Week 37	\$3,352,318	\$3,475,712	\$3,702,978
Week 38	\$3,892,113	\$3,888,106	\$3,954,812
Week 39	\$4,109,120	\$4,115,836	\$4,234,494
Total	\$14,449,459	\$14,550,457	\$15,128,882

JUVENILE FICTION: RING FENCE MARKET

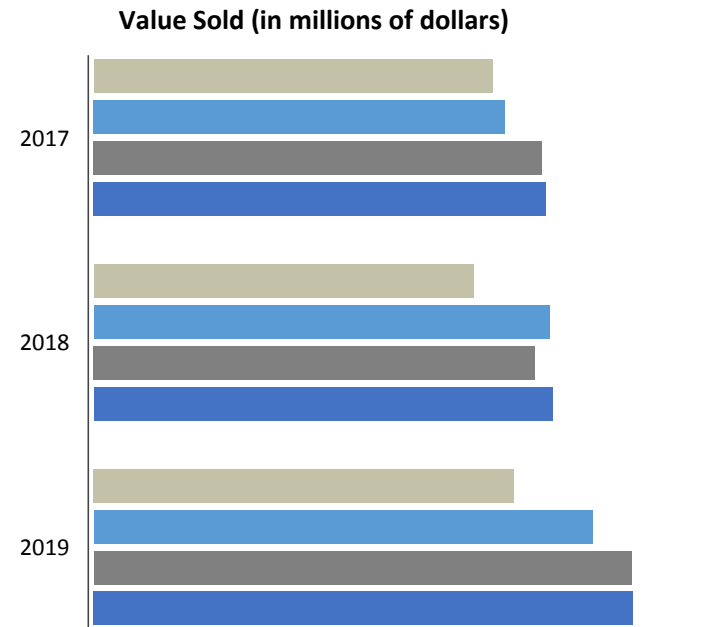
	2017	2018	2019
Week 36	208,229	196,167	191,228
Week 37	221,285	218,607	213,190
Week 38	258,061	254,120	239,607
Week 39	270,879	266,276	254,090
Total	958,454	935,170	898,115

JUVENILE FICTION: RING FENCE MARKET

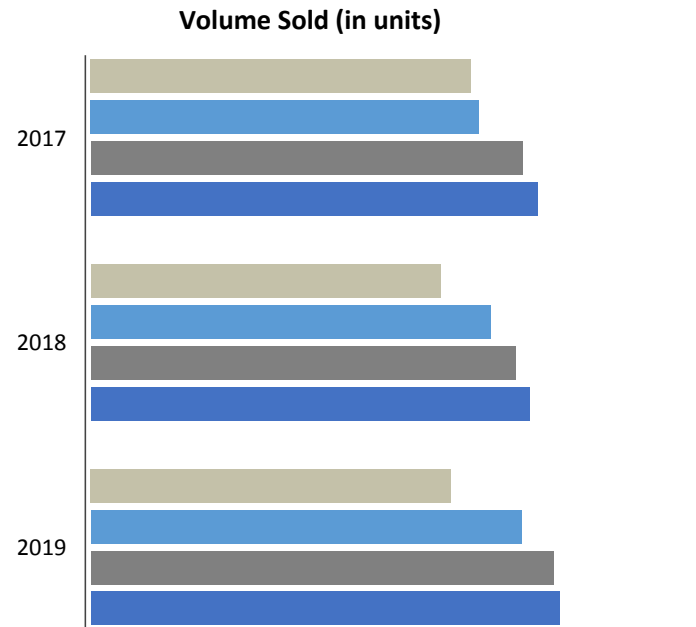
	2017	2018	2019
Week 36	\$2,804,415	\$2,639,768	\$2,673,218
Week 37	\$3,003,403	\$2,979,792	\$2,961,607
Week 38	\$3,532,413	\$3,430,319	\$3,344,794
Week 39	\$3,712,556	\$3,599,093	\$3,587,010
Total	\$13,052,787	\$12,648,972	\$12,566,628

JUVENILE NON-FICTION: ALL MARKET

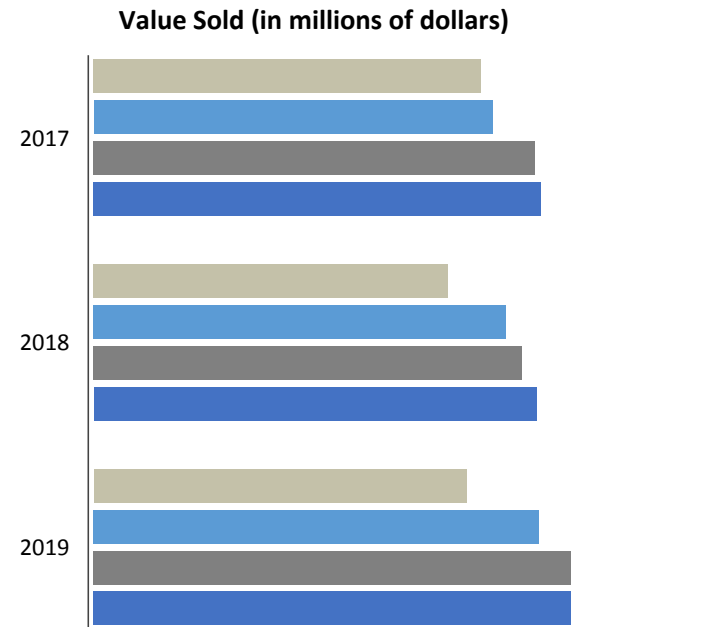
	2017	2018	2019
Week 36	68,738	66,312	73,773
Week 37	70,283	74,307	87,340
Week 38	77,018	77,176	94,268
Week 39	79,027	80,325	96,008
Total	295,066	298,120	351,389

JUVENILE NON-FICTION: ALL MARKET

	2017	2018	2019
Week 36	\$1,115,946	\$1,062,129	\$1,175,565
Week 37	\$1,150,338	\$1,275,334	\$1,394,852
Week 38	\$1,254,449	\$1,234,578	\$1,504,884
Week 39	\$1,264,937	\$1,283,760	\$1,508,348
Total	\$4,785,670	\$4,855,800	\$5,583,649

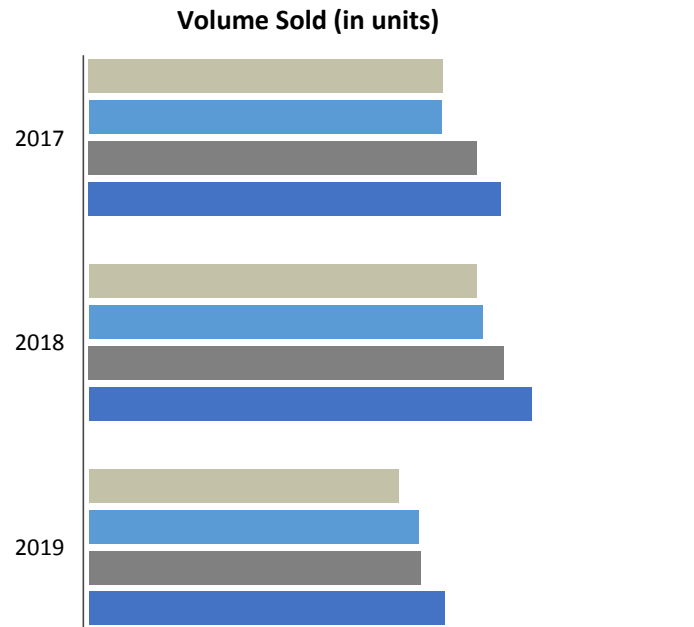
JUVENILE NON-FICTION: RING FENCE MARKET

	2017	2018	2019
Week 36	59,458	54,712	56,314
Week 37	60,690	62,466	67,350
Week 38	67,463	66,398	72,366
Week 39	69,834	68,630	73,318
Total	257,445	252,206	269,348

JUVENILE NON-FICTION: RING FENCE MARKET

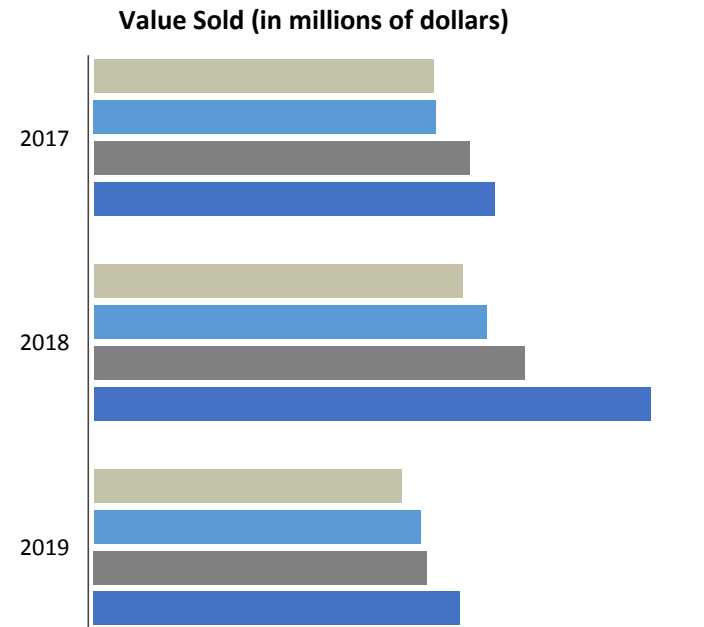
	2017	2018	2019
Week 36	\$987,966	\$903,499	\$951,265
Week 37	\$1,016,872	\$1,051,995	\$1,136,241
Week 38	\$1,125,987	\$1,092,543	\$1,217,762
Week 39	\$1,140,689	\$1,128,605	\$1,216,909
Total	\$4,271,513	\$4,176,642	\$4,522,176

YOUNG ADULT: ALL MARKET



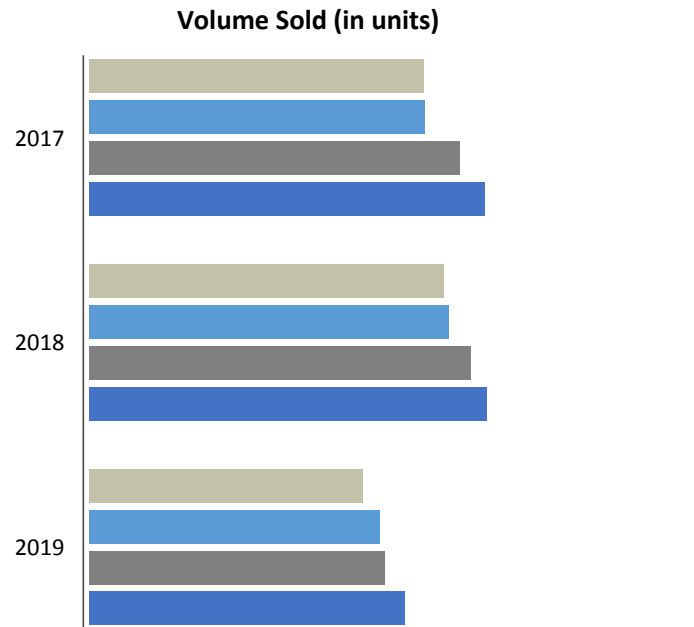
		2017	2018	2019
	Week 36	29,144	31,928	25,486
	Week 37	29,027	32,390	27,156
	Week 38	31,932	34,164	27,275
	Week 39	33,915	36,423	29,258
	Total	124,018	134,905	109,175

YOUNG ADULT: ALL MARKET



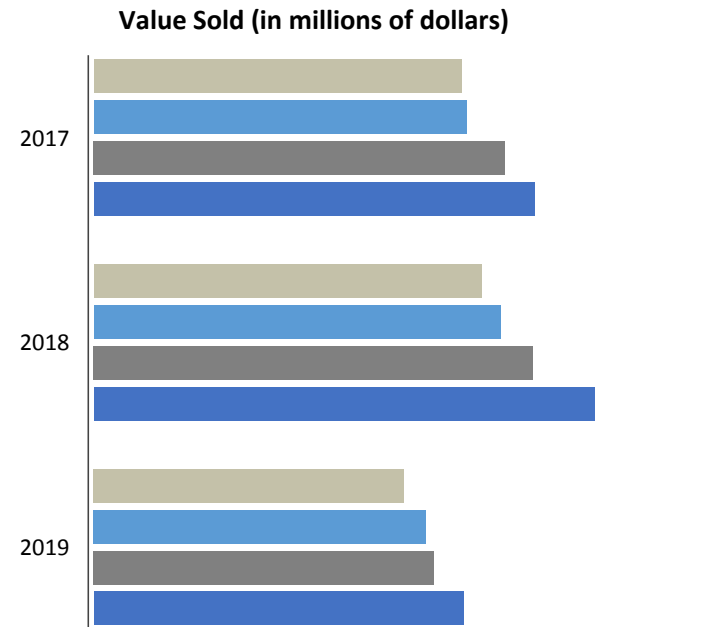
		2017	2018	2019
	Week 36	\$531,378	\$576,661	\$480,956
	Week 37	\$534,842	\$613,895	\$511,012
	Week 38	\$587,048	\$673,734	\$520,835
	Week 39	\$626,539	\$870,465	\$572,589
	Total	\$2,279,808	\$2,734,756	\$2,085,392

YOUNG ADULT: RING FENCE MARKET



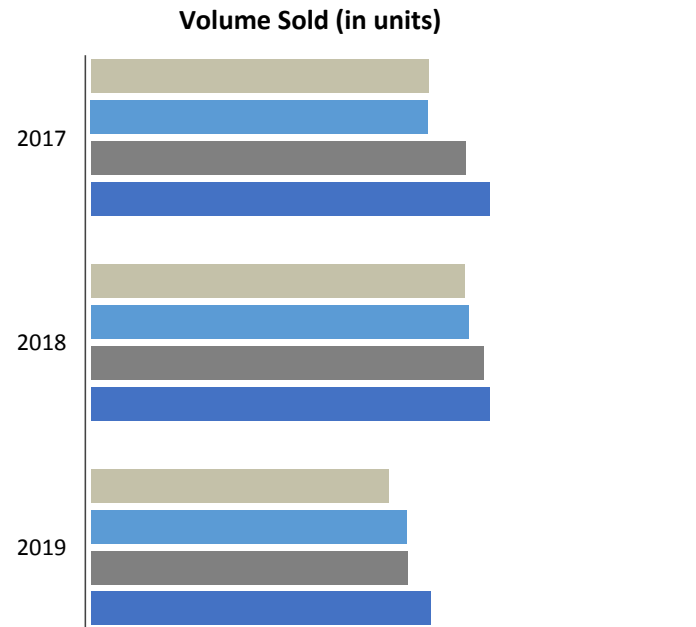
		2017	2018	2019
	Week 36	27,565	29,204	22,493
	Week 37	27,638	29,604	23,895
	Week 38	30,514	31,430	24,320
	Week 39	32,578	32,698	25,956
	Total	118,295	122,936	96,664

YOUNG ADULT: RING FENCE MARKET



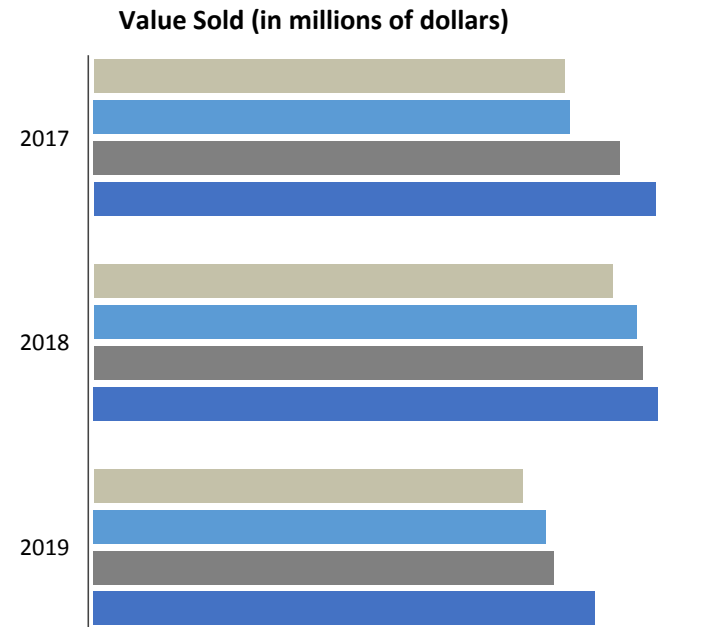
		2017	2018	2019
	Week 36	\$502,602	\$529,361	\$423,594
	Week 37	\$509,302	\$555,710	\$454,046
	Week 38	\$561,569	\$600,074	\$464,926
	Week 39	\$601,867	\$684,028	\$504,850
	Total	\$2,175,341	\$2,369,173	\$1,847,416

YOUNG ADULT FICTION: ALL MARKET



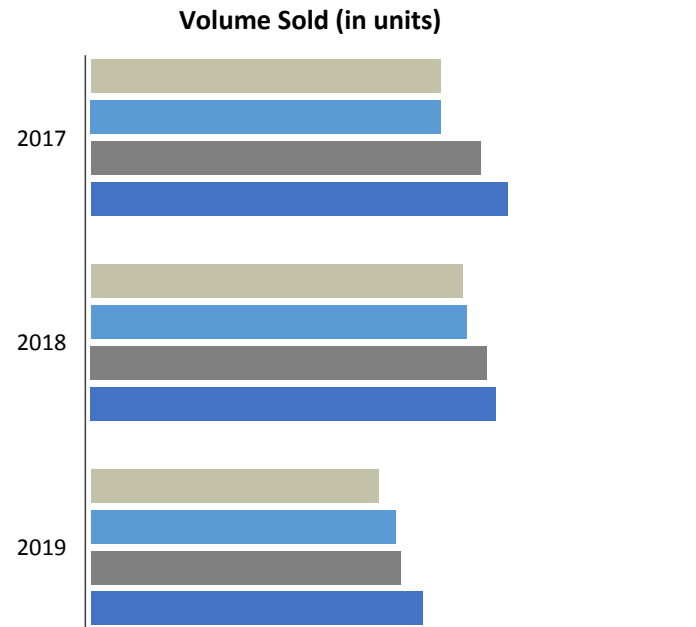
		2017	2018	2019
	Week 36	27,785	30,725	24,499
	Week 37	27,748	31,070	25,994
	Week 38	30,815	32,301	26,070
	Week 39	32,785	32,790	27,953
	Total	119,133	126,886	104,516

YOUNG ADULT FICTION: ALL MARKET



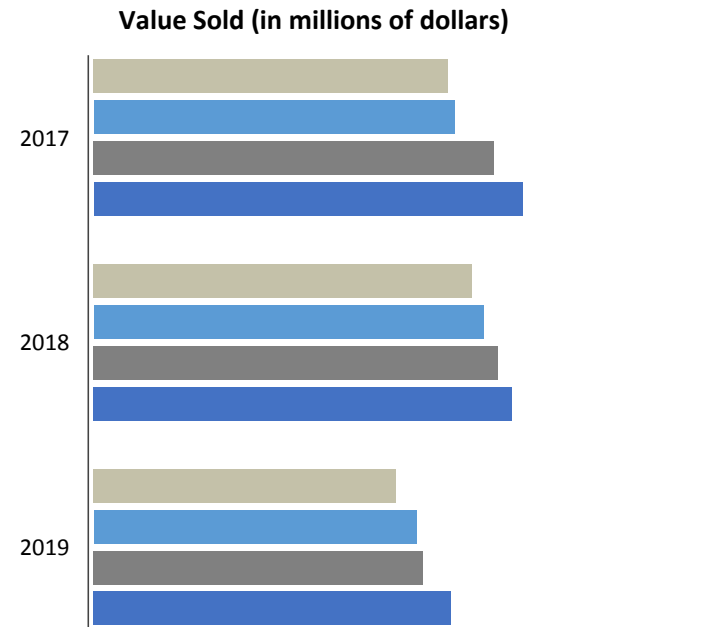
		2017	2018	2019
	Week 36	\$503,704	\$554,951	\$458,700
	Week 37	\$509,558	\$580,687	\$483,943
	Week 38	\$562,888	\$586,918	\$492,286
	Week 39	\$600,630	\$603,398	\$536,233
	Total	\$2,176,781	\$2,325,954	\$1,971,161

YOUNG ADULT FICTION: RING FENCE MARKET

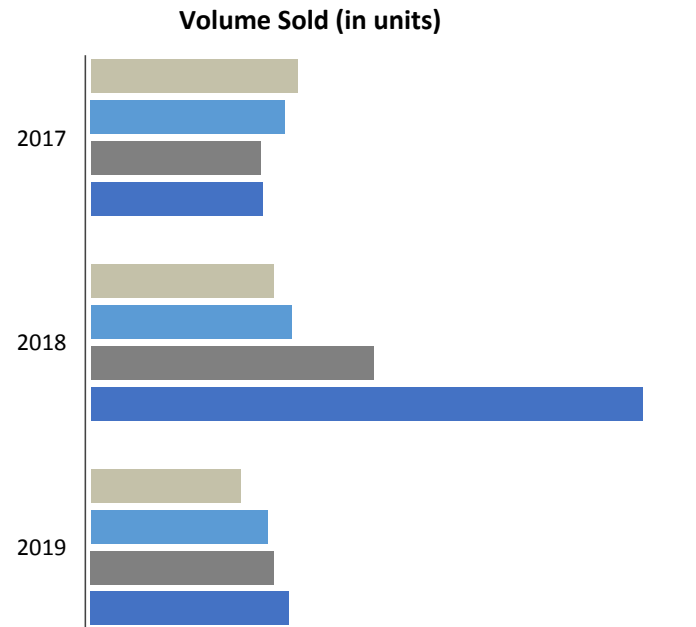


		2017	2018	2019
	Week 36	26,467	28,149	21,765
	Week 37	26,515	28,462	23,088
	Week 38	29,515	29,991	23,452
	Week 39	31,570	30,677	25,100
	Total	114,067	117,279	93,405

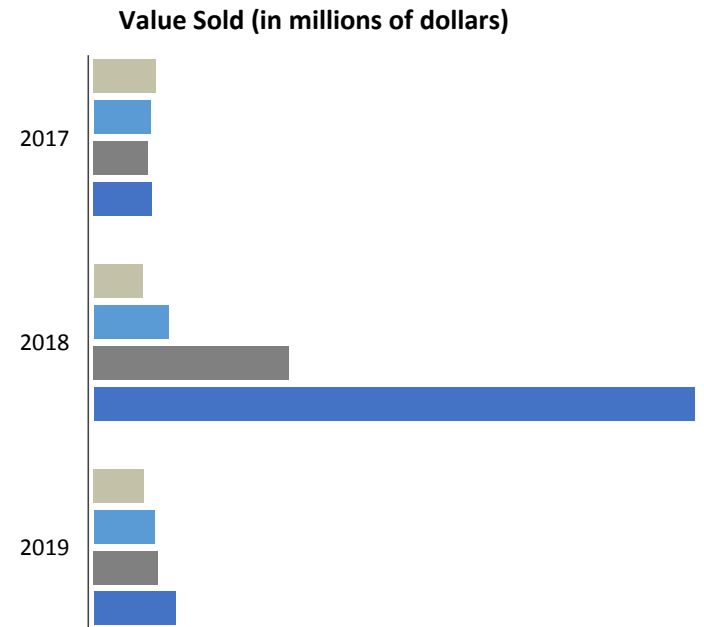
YOUNG ADULT FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 36	\$478,151	\$510,212	\$407,957
	Week 37	\$487,151	\$525,806	\$435,368
	Week 38	\$539,962	\$545,755	\$444,328
	Week 39	\$578,445	\$564,368	\$481,839
	Total	\$2,083,710	\$2,146,141	\$1,769,492

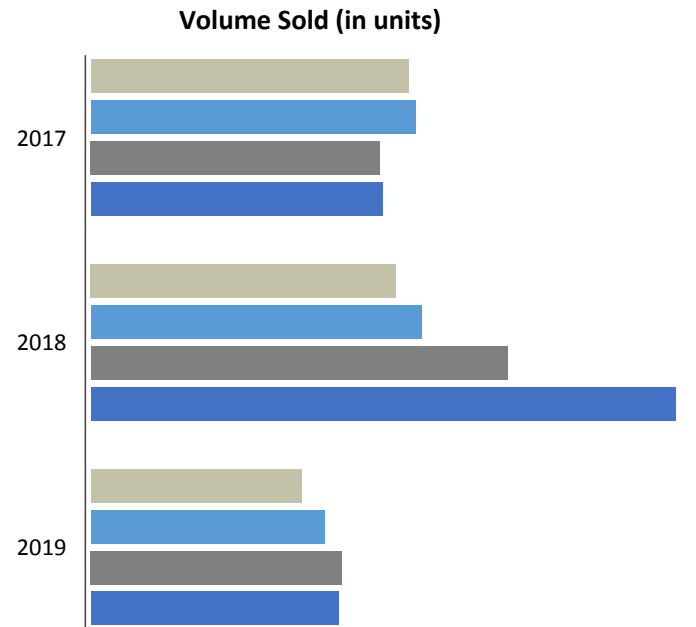
YOUNG ADULT NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 36	1,359	1,203	987
	Week 37	1,279	1,320	1,162
	Week 38	1,117	1,863	1,205
	Week 39	1,130	3,633	1,305
	Total	4,885	8,019	4,659

YOUNG ADULT NON-FICTION: ALL MARKET

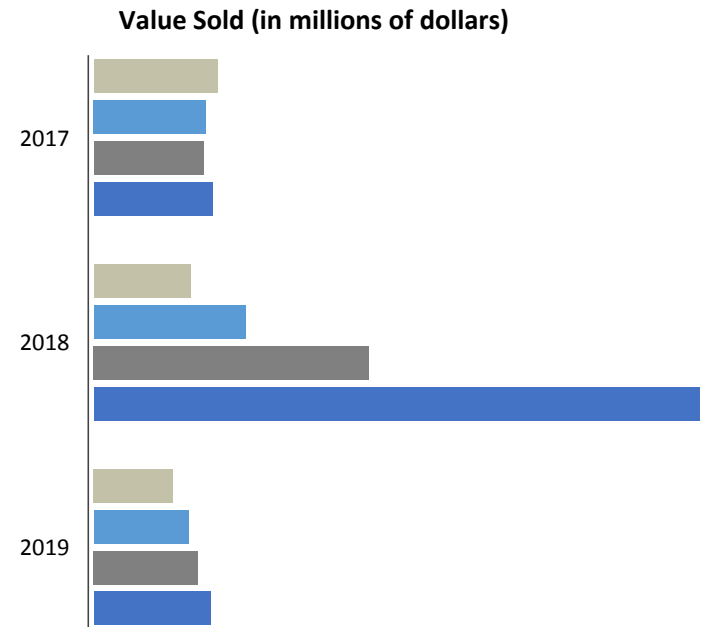
		2017	2018	2019
	Week 36	\$27,674	\$21,710	\$22,256
	Week 37	\$25,284	\$33,208	\$27,069
	Week 38	\$24,160	\$86,816	\$28,550
	Week 39	\$25,909	\$267,068	\$36,356
	Total	\$103,027	\$408,802	\$114,231

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 36	1,098	1,055	728
	Week 37	1,123	1,142	807
	Week 38	999	1,439	868
	Week 39	1,008	2,021	856
	Total	4,228	5,657	3,259

YOUNG ADULT NON-FICTION: RING FENCE MARKET



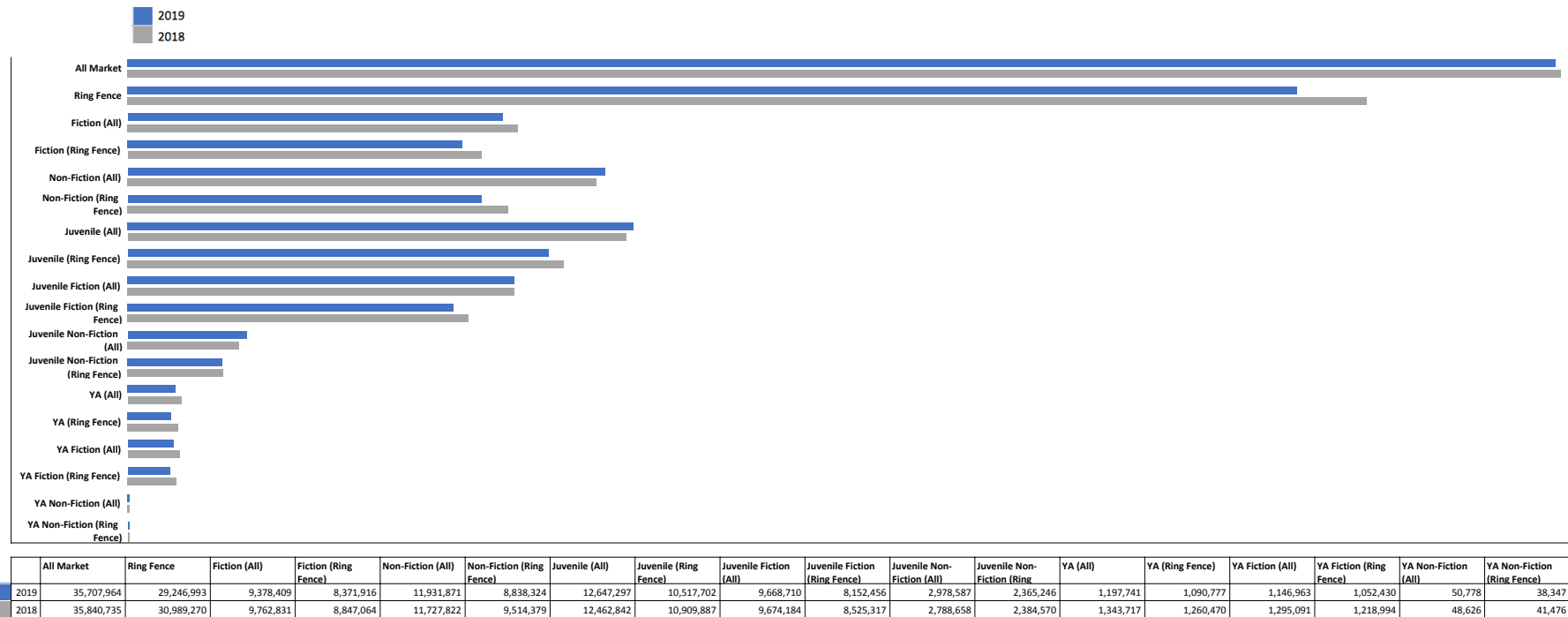
		2017	2018	2019
	Week 36	\$24,451	\$19,149	\$15,637
	Week 37	\$22,151	\$29,904	\$18,678
	Week 38	\$21,607	\$54,318	\$20,598
	Week 39	\$23,422	\$119,660	\$23,011
	Total	\$91,631	\$223,031	\$77,924

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2018	2019
Week 39	2018-09-30	2019-09-29

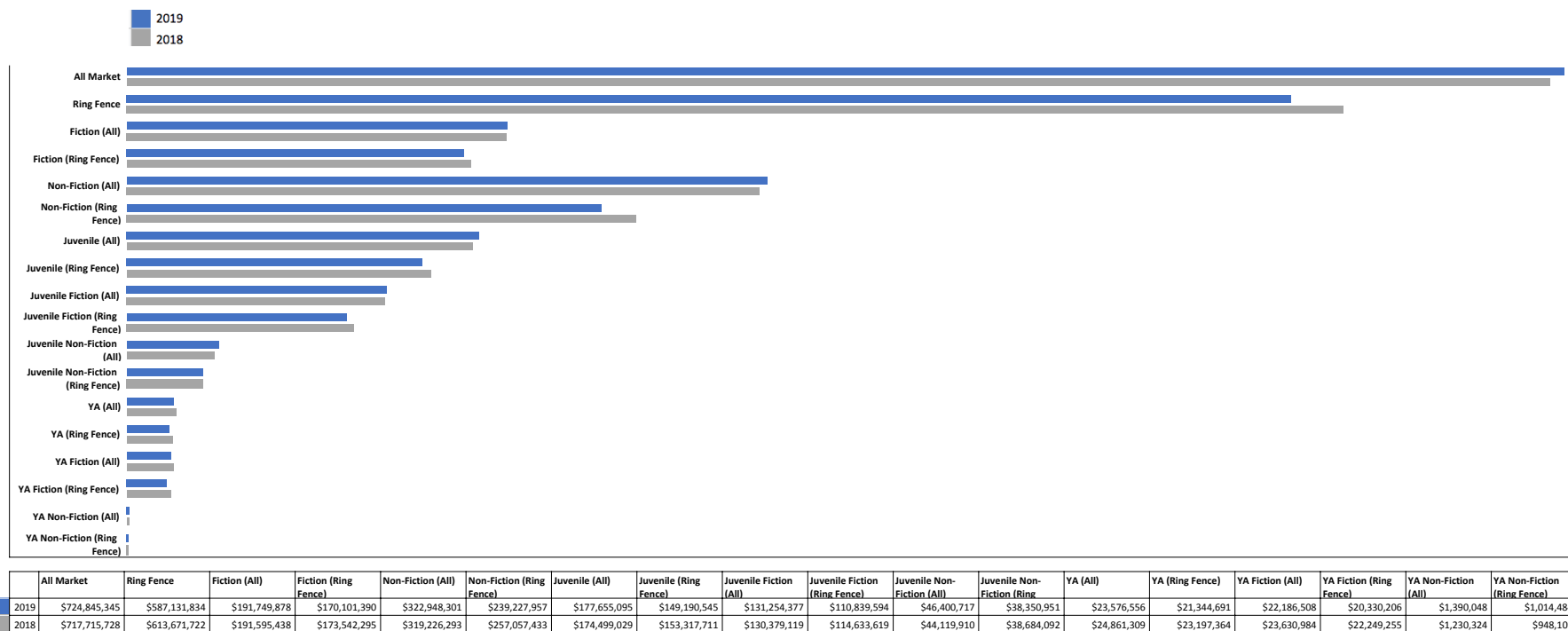
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 39	2018-09-30	2019-09-29

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