



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

11.2019

October 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 October 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:

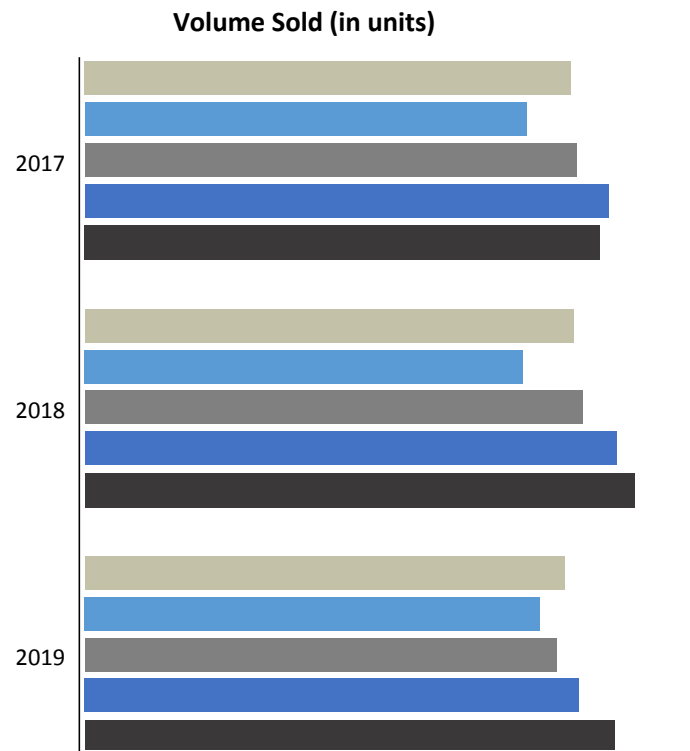
- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers.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

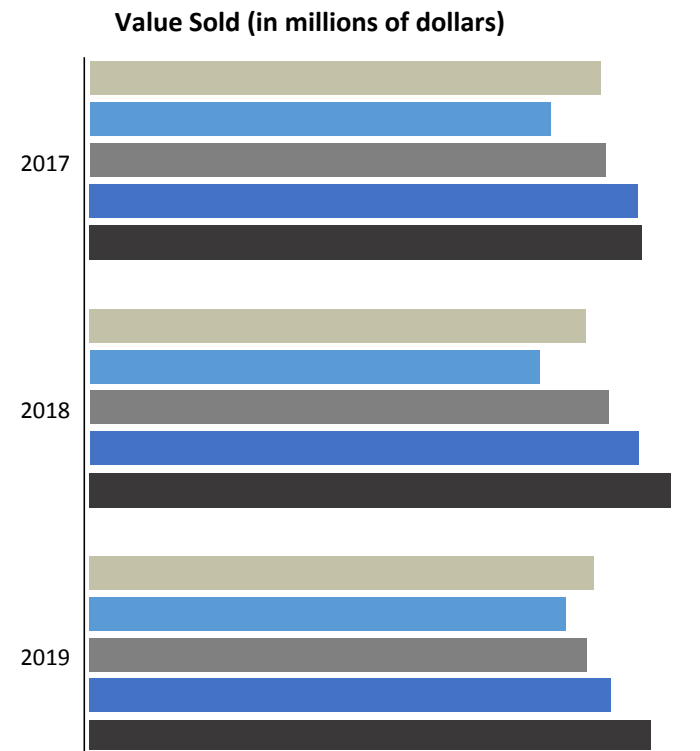
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 40	2017-10-08	2018-10-07	2019-10-06
Week 41	2017-10-15	2018-10-14	2019-10-13
Week 42	2017-10-22	2018-10-21	2019-10-20
Week 43	2017-10-29	2018-10-28	2019-10-27
Week 44	2017-11-05	2018-11-04	2019-11-03

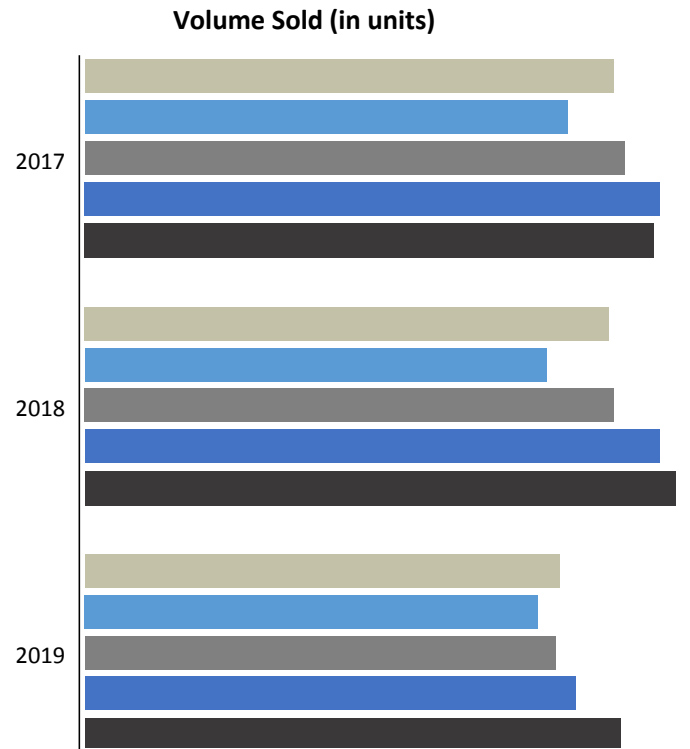
ALL MARKET

		2017	2018	2019
	Week 40	1,000,168	1,004,765	987,492
	Week 41	908,770	901,498	936,449
	Week 42	1,012,087	1,023,082	971,015
	Week 43	1,076,944	1,093,699	1,016,472
	Week 44	1,060,056	1,130,828	1,089,894
	Total	5,058,025	5,153,872	5,001,322

ALL MARKET

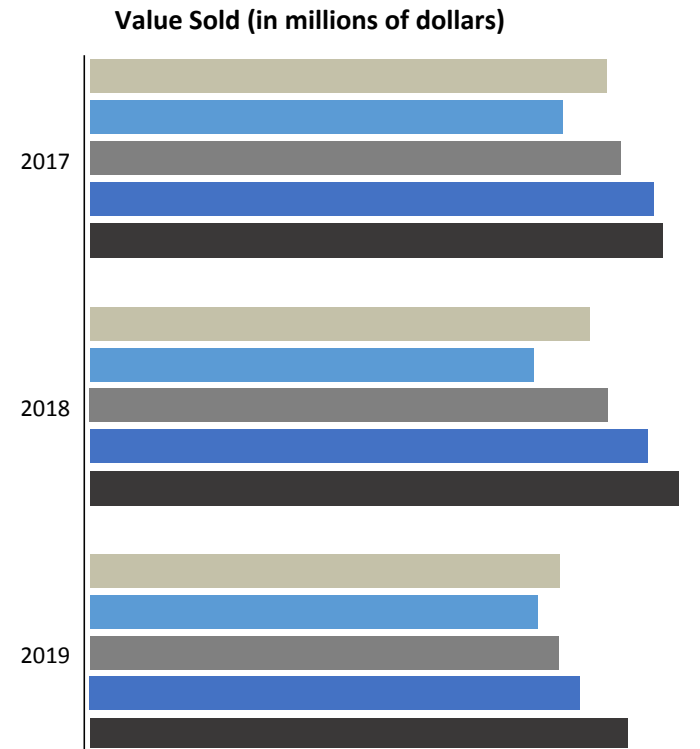
		2017	2018	2019
	Week 40	\$21,010,055	\$20,413,918	\$20,751,687
	Week 41	\$18,951,291	\$18,497,534	\$19,591,118
	Week 42	\$21,207,801	\$21,346,352	\$20,462,662
	Week 43	\$22,561,525	\$22,566,373	\$21,439,321
	Week 44	\$22,721,722	\$23,914,082	\$23,088,227
	Total	\$106,452,394	\$106,738,258	\$105,333,015

RING FENCE MARKET

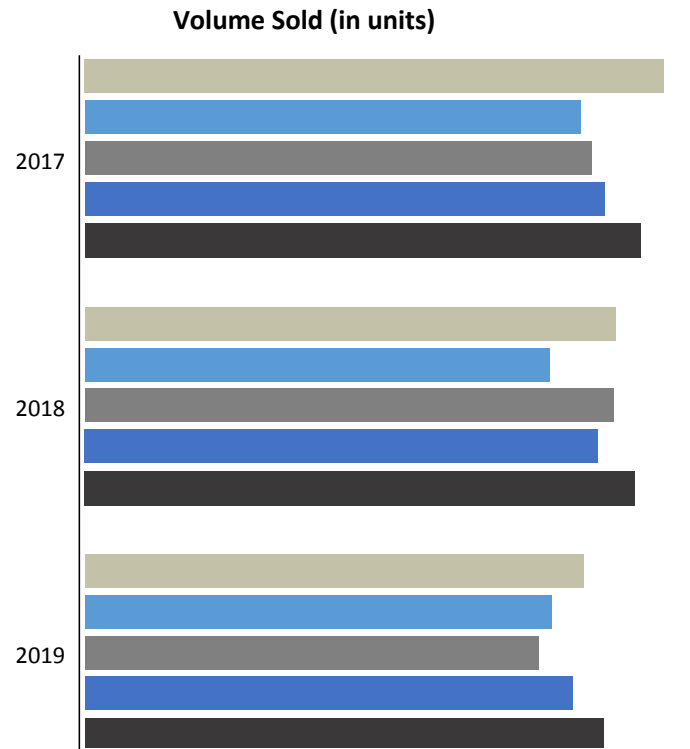


		2017	2018	2019
	Week 40	869,701	862,473	780,792
	Week 41	794,846	759,416	745,952
	Week 42	888,208	871,133	774,460
	Week 43	946,597	945,941	807,790
	Week 44	936,622	972,529	881,810
	Total	4,435,974	4,411,492	3,990,804

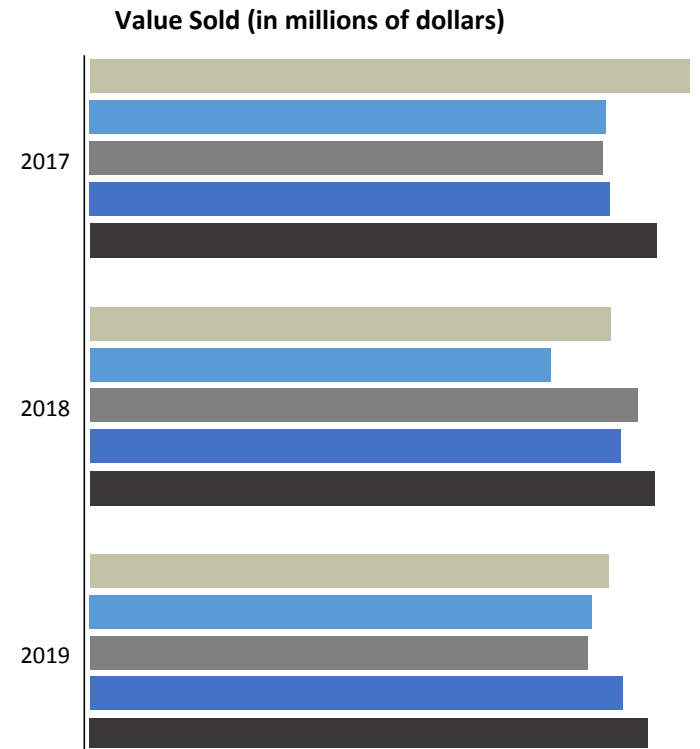
RING FENCE MARKET



		2017	2018	2019
	Week 40	\$17,863,189	\$17,270,010	\$16,229,634
	Week 41	\$16,331,831	\$15,333,464	\$15,469,243
	Week 42	\$18,332,594	\$17,917,400	\$16,196,629
	Week 43	\$19,479,934	\$19,270,498	\$16,946,360
	Week 44	\$19,797,983	\$20,339,791	\$18,589,975
	Total	\$91,805,530	\$90,131,164	\$83,431,841

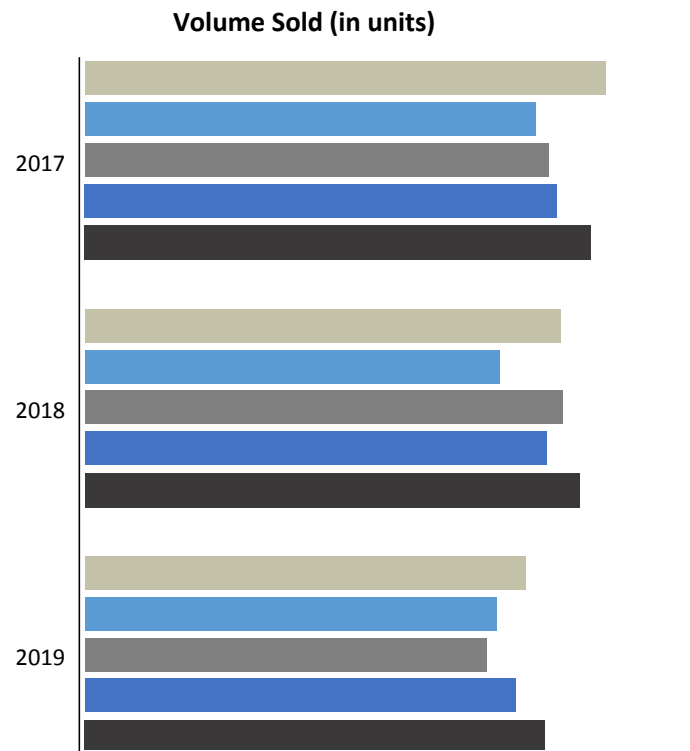
FICTION: ALL MARKET

		2017	2018	2019
	Week 40	285,977	261,930	246,131
	Week 41	244,812	229,570	230,507
	Week 42	250,149	260,927	224,125
	Week 43	256,756	253,302	240,859
	Week 44	274,364	271,634	255,971
	Total	1,312,058	1,277,363	1,197,593

FICTION: ALL MARKET

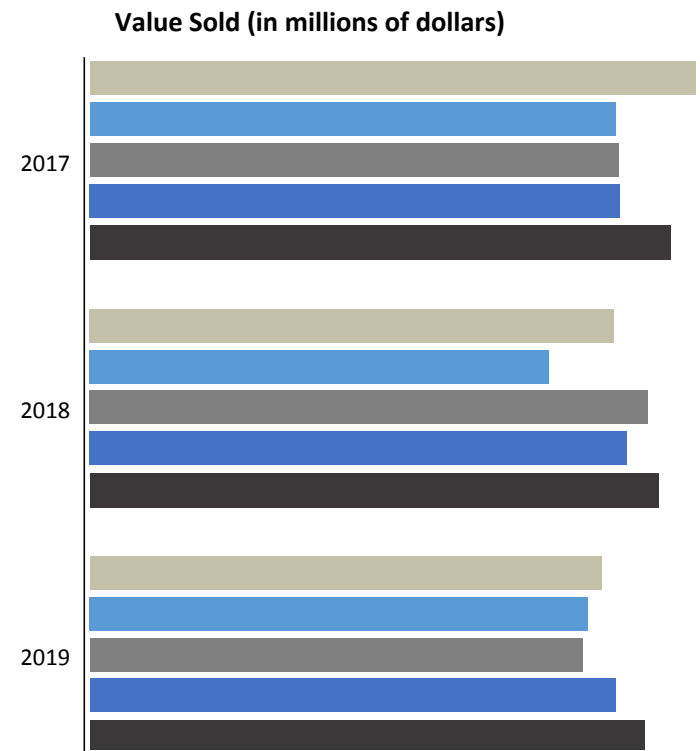
		2017	2018	2019
	Week 40	\$6,121,447	\$5,313,302	\$5,290,089
	Week 41	\$5,268,261	\$4,703,551	\$5,124,570
	Week 42	\$5,235,915	\$5,590,780	\$5,079,165
	Week 43	\$5,306,629	\$5,414,405	\$5,436,128
	Week 44	\$5,784,942	\$5,761,654	\$5,696,932
	Total	\$27,717,194	\$26,783,692	\$26,626,884

FICTION: RING FENCE MARKET

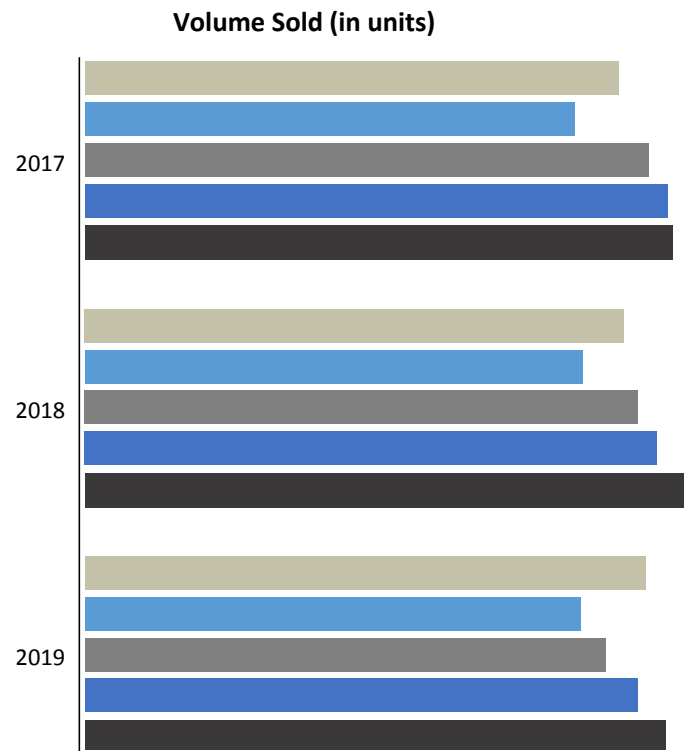


		2017	2018	2019
	Week 40	257,081	234,903	217,541
	Week 41	222,369	204,558	203,380
	Week 42	229,014	235,860	198,242
	Week 43	233,119	228,071	212,549
	Week 44	249,977	244,153	227,230
	Total	1,191,560	1,147,545	1,058,942

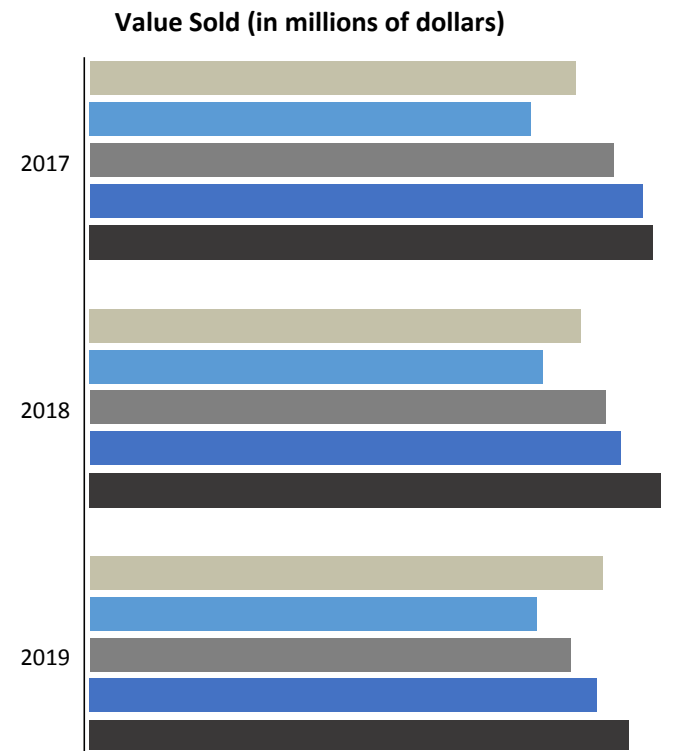
FICTION: RING FENCE MARKET



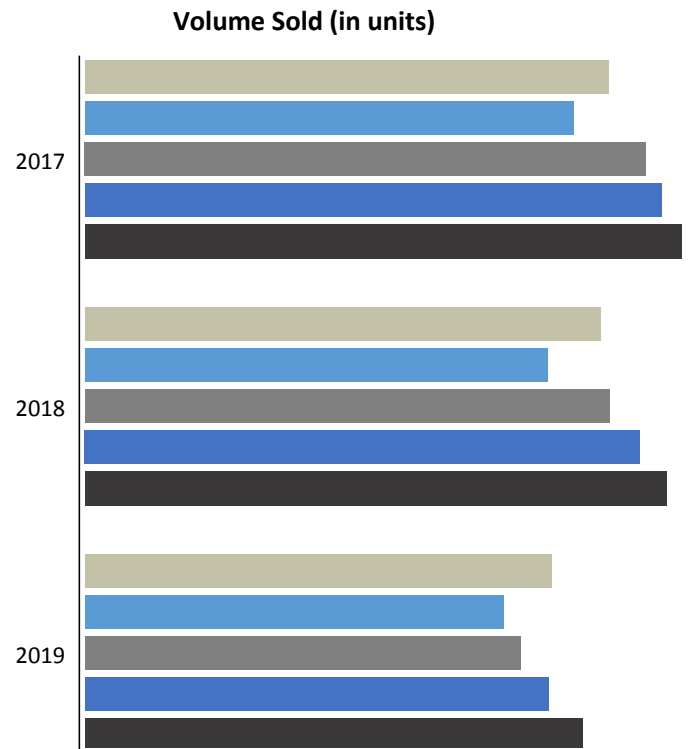
		2017	2018	2019
	Week 40	\$5,481,682	\$4,745,955	\$4,630,539
	Week 41	\$4,760,105	\$4,155,462	\$4,511,567
	Week 42	\$4,785,202	\$5,053,967	\$4,461,029
	Week 43	\$4,800,001	\$4,862,679	\$4,758,403
	Week 44	\$5,255,790	\$5,149,125	\$5,020,515
	Total	\$25,082,781	\$23,967,188	\$23,382,054

NON-FICTION: ALL MARKET

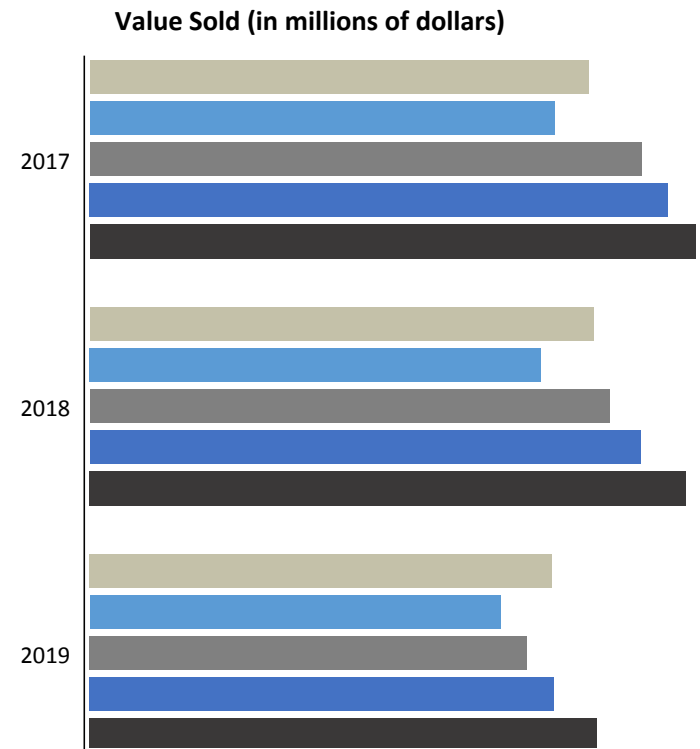
		2017	2018	2019
	Week 40	316,202	319,506	332,104
	Week 41	290,259	294,652	293,766
	Week 42	334,159	327,766	308,513
	Week 43	345,356	338,939	327,465
	Week 44	348,352	354,541	343,917
	Total	1,634,328	1,635,404	1,605,765

NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 40	\$8,790,538	\$8,893,657	\$9,285,025
	Week 41	\$7,986,219	\$8,208,552	\$8,088,038
	Week 42	\$9,485,275	\$9,335,992	\$8,703,548
	Week 43	\$10,003,985	\$9,610,886	\$9,184,748
	Week 44	\$10,197,334	\$10,339,754	\$9,761,414
	Total	\$46,463,350	\$46,388,840	\$45,022,773

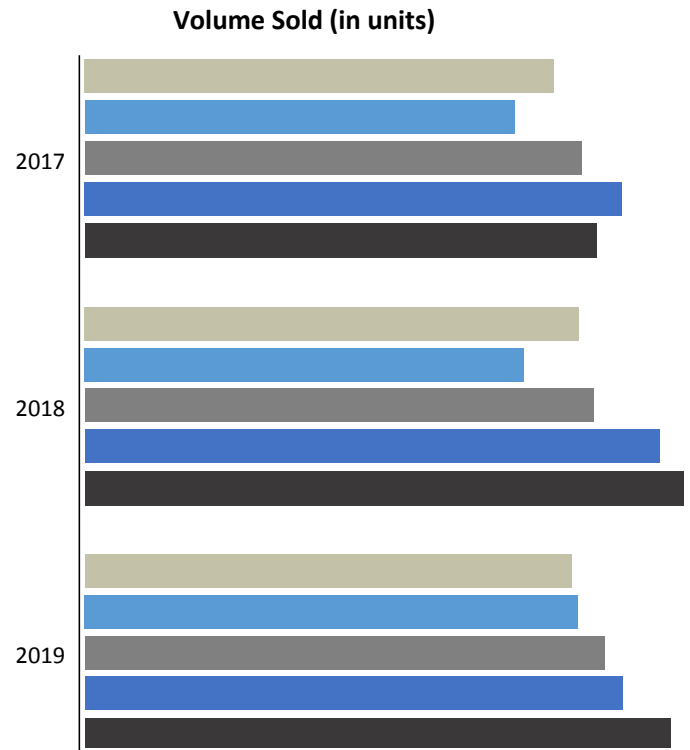
NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 40	258,408	254,503	230,370
	Week 41	241,364	228,355	206,544
	Week 42	277,078	259,071	215,085
	Week 43	284,551	274,087	228,945
	Week 44	294,684	287,239	245,875
	Total	1,356,085	1,303,255	1,126,819

NON-FICTION: RING FENCE MARKET

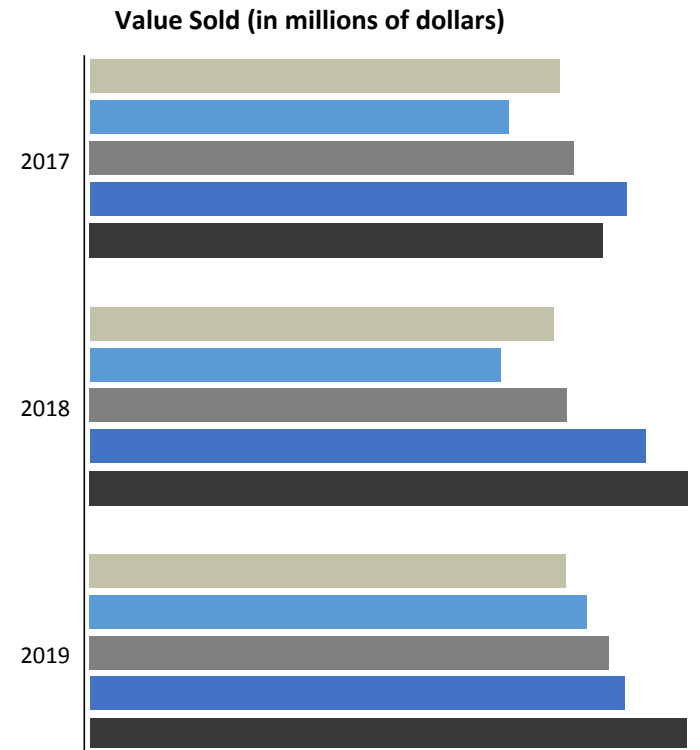
		2017	2018	2019
	Week 40	\$6,974,662	\$7,046,359	\$6,464,022
	Week 41	\$6,498,955	\$6,314,102	\$5,741,784
	Week 42	\$7,715,178	\$7,271,895	\$6,119,078
	Week 43	\$8,087,824	\$7,702,915	\$6,493,693
	Week 44	\$8,469,808	\$8,342,065	\$7,093,232
	Total	\$37,746,427	\$36,677,335	\$31,911,809

JUVENILE: ALL MARKET

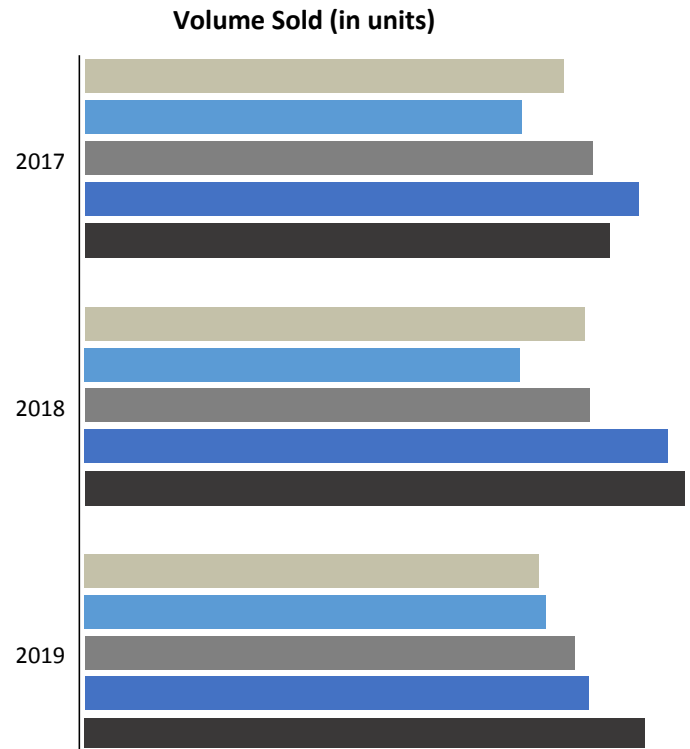


		2017	2018	2019
	Week 40	355,262	374,018	368,662
	Week 41	325,356	332,416	373,389
	Week 42	375,831	385,139	393,401
	Week 43	406,579	435,288	407,264
	Week 44	387,376	453,047	443,402
	Total	1,850,404	1,979,908	1,986,118

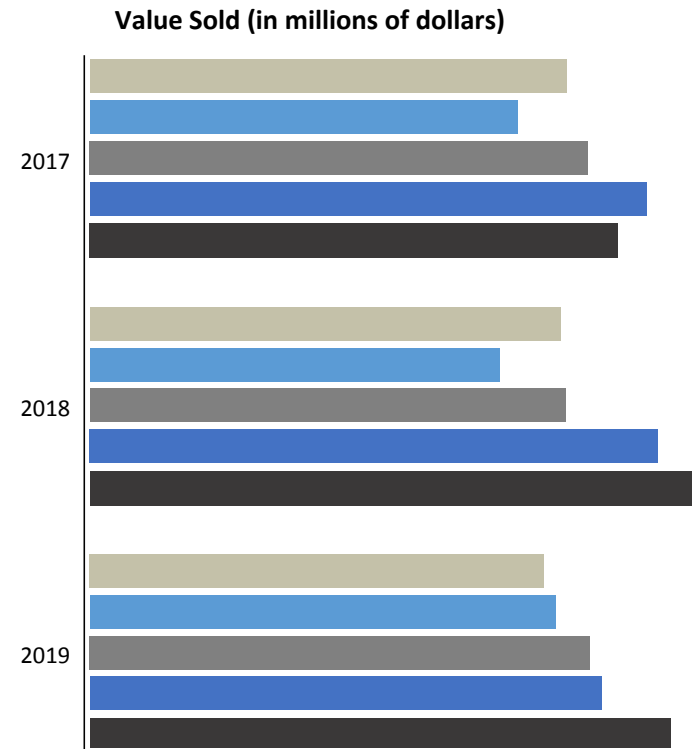
JUVENILE: ALL MARKET



		2017	2018	2019
	Week 40	\$5,335,254	\$5,263,307	\$5,407,227
	Week 41	\$4,753,153	\$4,666,519	\$5,644,388
	Week 42	\$5,501,073	\$5,417,118	\$5,898,172
	Week 43	\$6,092,483	\$6,310,587	\$6,073,989
	Week 44	\$5,827,907	\$6,792,942	\$6,773,640
	Total	\$27,509,870	\$28,450,473	\$29,797,416

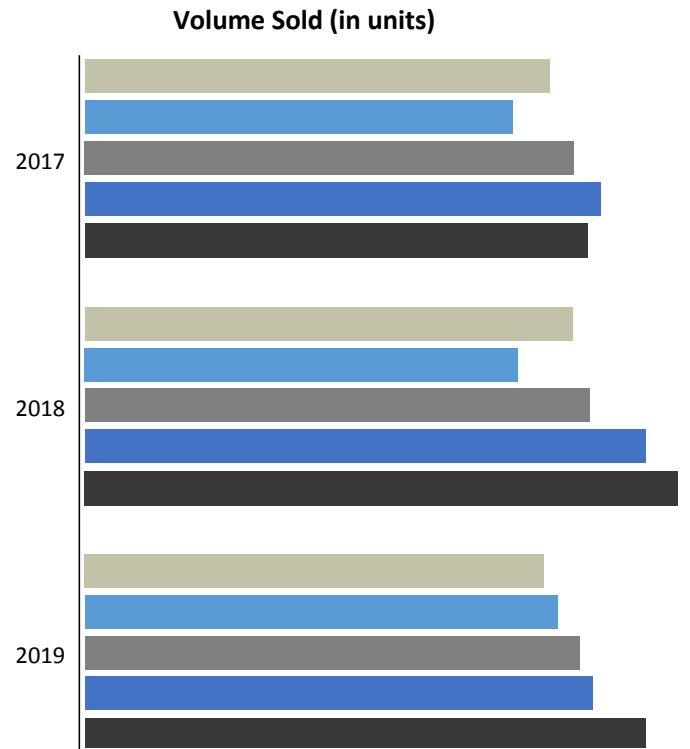
JUVENILE: RING FENCE MARKET

		2017	2018	2019
	Week 40	315,211	329,068	299,016
	Week 41	287,499	286,509	303,610
	Week 42	334,214	332,131	322,322
	Week 43	364,589	384,000	331,596
	Week 44	345,483	394,866	368,701
	Total	1,646,996	1,726,574	1,625,245

JUVENILE: RING FENCE MARKET

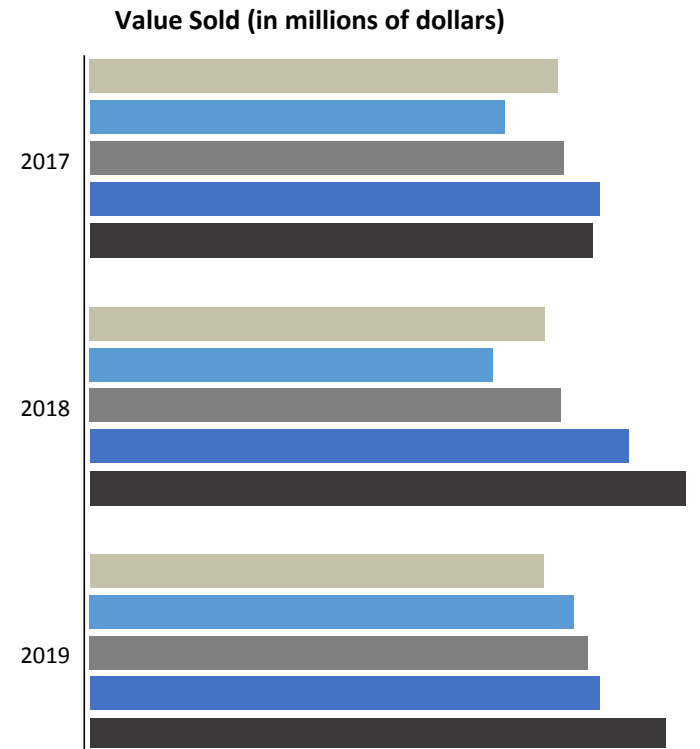
		2017	2018	2019
	Week 40	\$4,708,390	\$4,649,816	\$4,485,238
	Week 41	\$4,220,822	\$4,045,570	\$4,597,923
	Week 42	\$4,919,957	\$4,696,424	\$4,940,498
	Week 43	\$5,499,568	\$5,609,214	\$5,050,843
	Week 44	\$5,216,924	\$5,940,572	\$5,733,978
	Total	\$24,565,662	\$24,941,596	\$24,808,480

JUVENILE FICTION: ALL MARKET



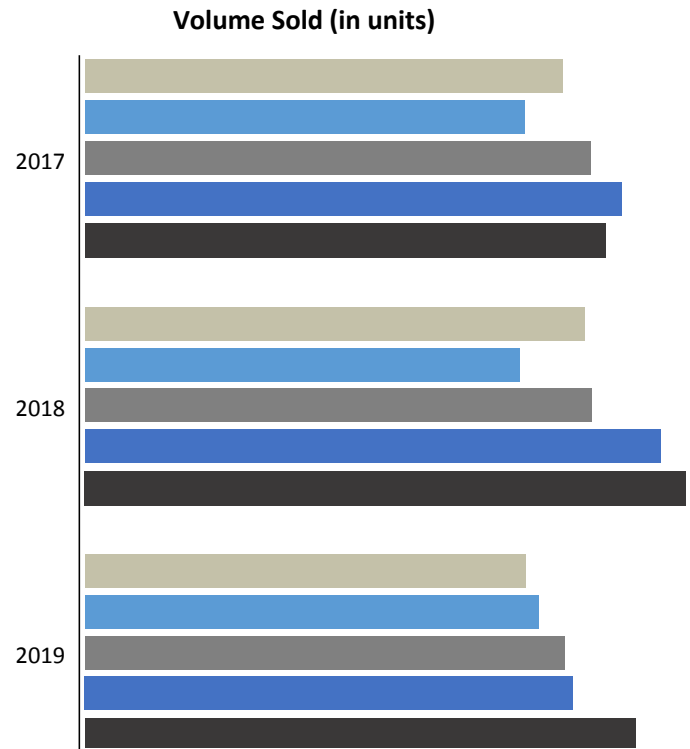
		2017	2018	2019
	Week 40	282,779	297,161	279,676
	Week 41	260,346	263,826	287,727
	Week 42	297,839	307,152	301,245
	Week 43	314,049	341,379	309,219
	Week 44	306,132	361,156	341,366
	Total	1,461,145	1,570,674	1,519,233

JUVENILE FICTION: ALL MARKET



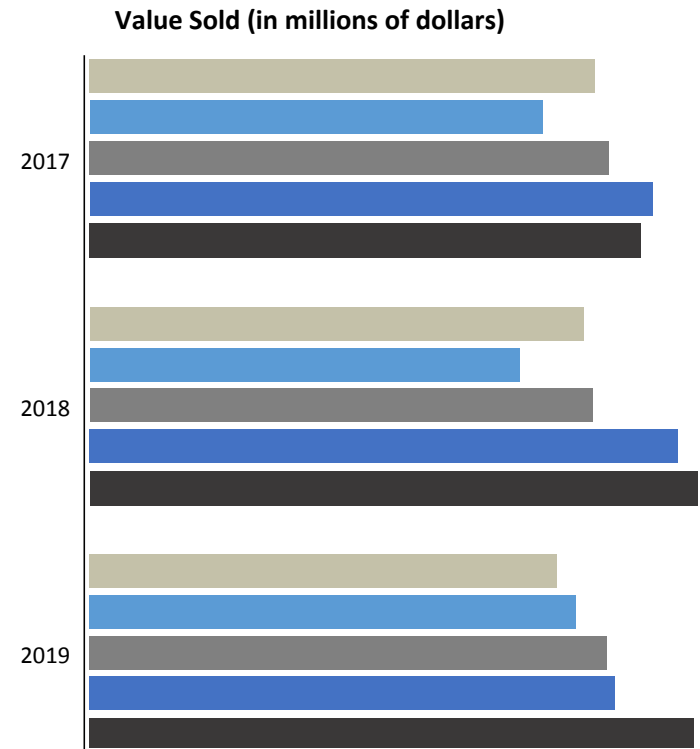
		2017	2018	2019
	Week 40	\$4,159,748	\$4,044,823	\$4,031,831
	Week 41	\$3,684,838	\$3,584,000	\$4,303,888
	Week 42	\$4,208,678	\$4,187,572	\$4,429,176
	Week 43	\$4,527,539	\$4,786,356	\$4,528,921
	Week 44	\$4,467,013	\$5,295,485	\$5,119,148
	Total	\$21,047,817	\$21,898,236	\$22,412,964

JUVENILE FICTION: RING FENCE MARKET

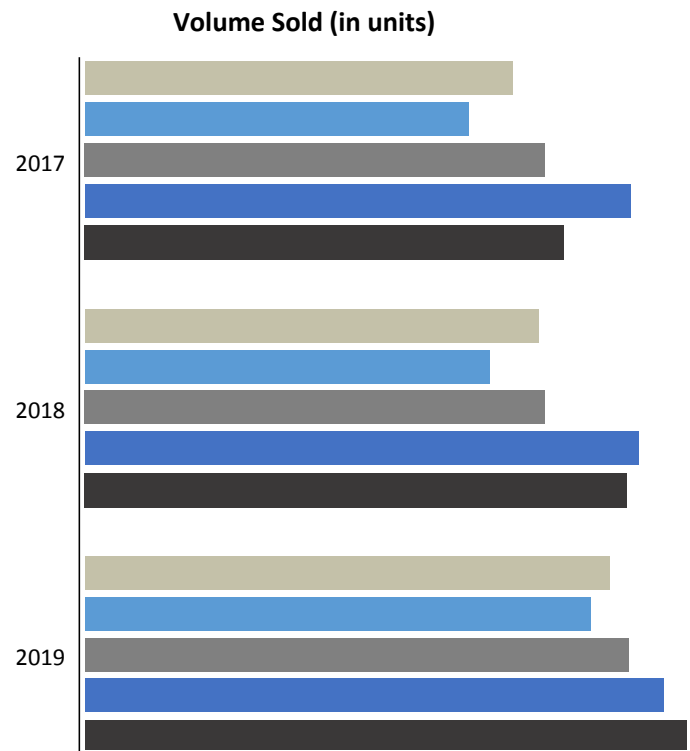


		2017	2018	2019
	Week 40	251,730	263,022	232,168
	Week 41	231,524	229,017	239,099
	Week 42	266,191	266,871	252,432
	Week 43	282,790	303,006	257,157
	Week 44	274,125	316,608	289,970
	Total	1,306,360	1,378,524	1,270,826

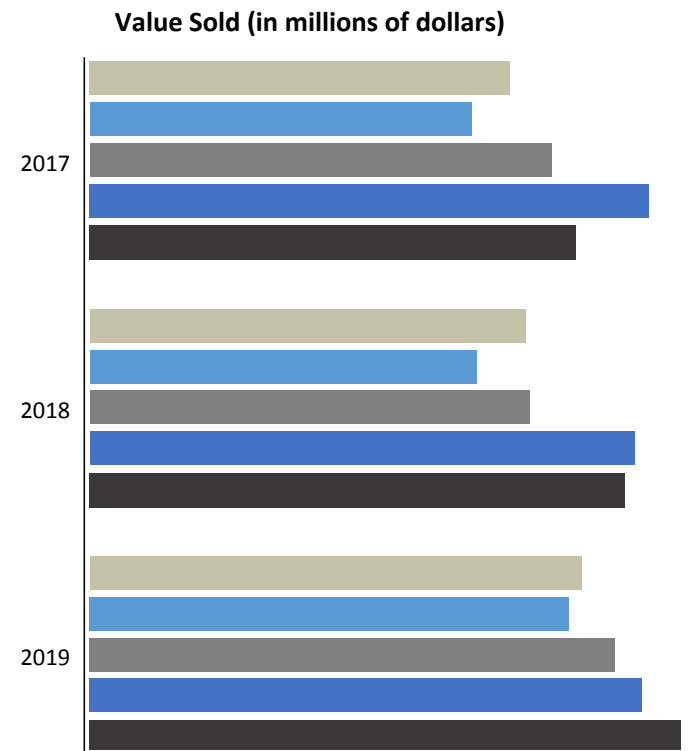
JUVENILE FICTION: RING FENCE MARKET



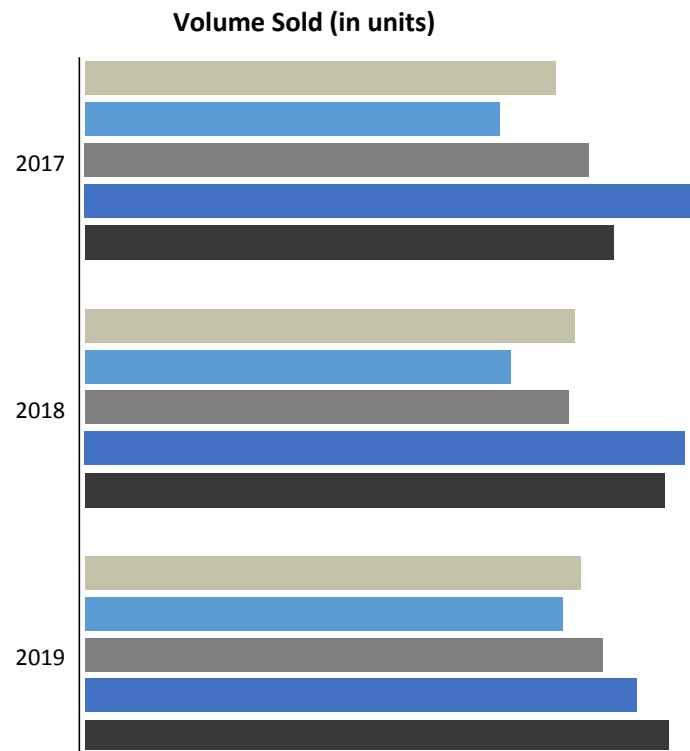
		2017	2018	2019
	Week 40	\$3,657,282	\$3,575,688	\$3,382,580
	Week 41	\$3,276,688	\$3,113,320	\$3,520,129
	Week 42	\$3,760,705	\$3,638,774	\$3,745,470
	Week 43	\$4,075,372	\$4,260,420	\$3,804,607
	Week 44	\$3,990,297	\$4,637,465	\$4,375,636
	Total	\$18,760,344	\$19,225,667	\$18,828,421

JUVENILE NON-FICTION: ALL MARKET

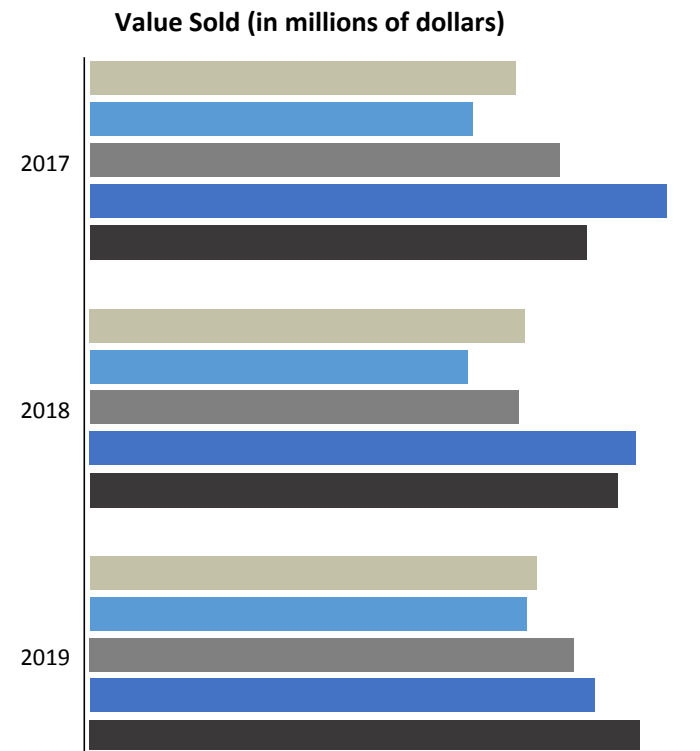
		2017	2018	2019
	Week 40	72,483	76,857	88,986
	Week 41	65,010	68,590	85,662
	Week 42	77,992	77,987	92,156
	Week 43	92,530	93,909	98,045
	Week 44	81,244	91,891	102,036
	Total	389,259	409,234	466,885

JUVENILE NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 40	\$1,175,506	\$1,218,484	\$1,375,396
	Week 41	\$1,068,315	\$1,082,519	\$1,340,500
	Week 42	\$1,292,395	\$1,229,546	\$1,468,995
	Week 43	\$1,564,944	\$1,524,231	\$1,545,068
	Week 44	\$1,360,894	\$1,497,457	\$1,654,492
	Total	\$6,462,053	\$6,552,237	\$7,384,452

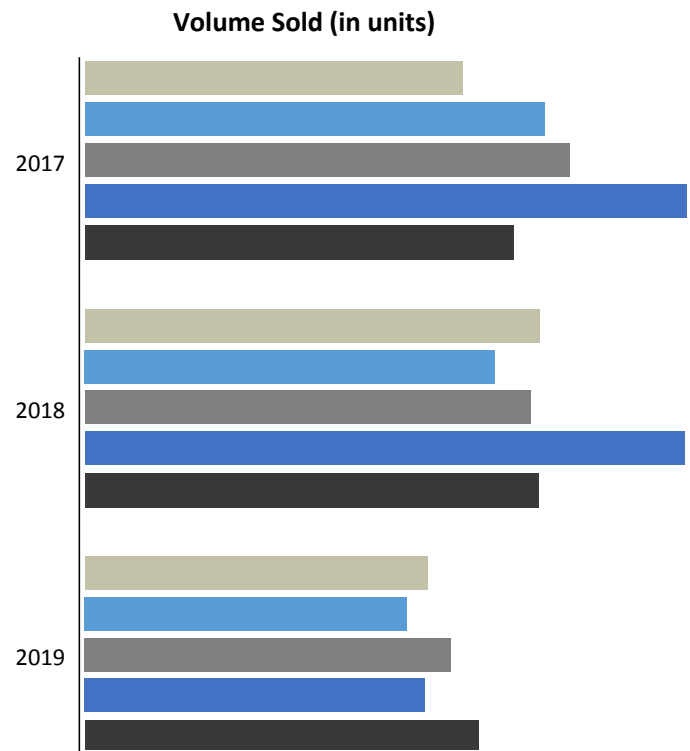
JUVENILE NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 40	63,481	66,046	66,848
	Week 41	55,975	57,492	64,511
	Week 42	68,023	65,260	69,890
	Week 43	81,799	80,994	74,439
	Week 44	71,358	78,258	78,731
	Total	340,636	348,050	354,419

JUVENILE NON-FICTION: RING FENCE MARKET

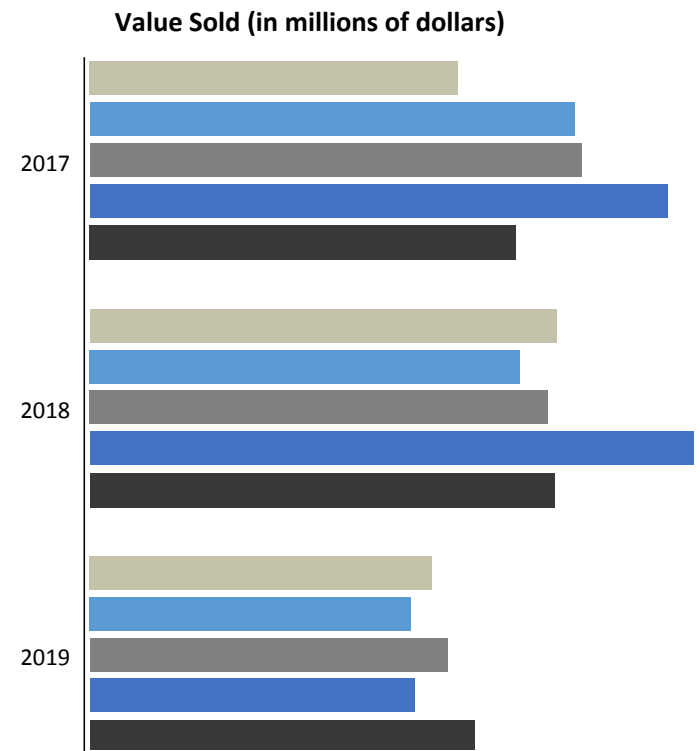
		2017	2018	2019
	Week 40	\$1,051,108	\$1,074,128	\$1,102,659
	Week 41	\$944,134	\$932,250	\$1,077,795
	Week 42	\$1,159,252	\$1,057,650	\$1,195,028
	Week 43	\$1,424,197	\$1,348,794	\$1,246,236
	Week 44	\$1,226,627	\$1,303,107	\$1,358,342
	Total	\$5,805,318	\$5,715,928	\$5,980,059

YOUNG ADULT: ALL MARKET



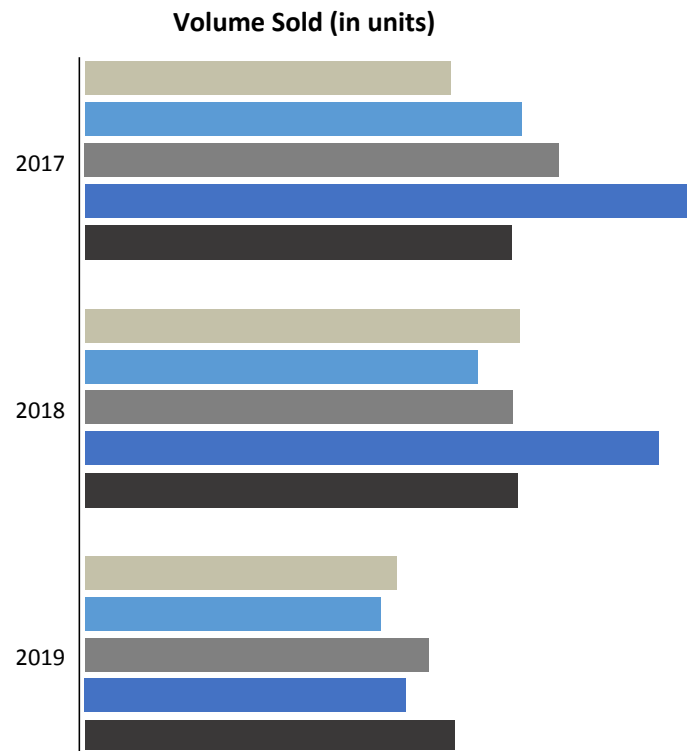
		2017	2018	2019
	Week 40	30,432	36,640	27,631
	Week 41	37,056	33,086	25,980
	Week 42	39,064	35,912	29,536
	Week 43	48,502	48,352	27,437
	Week 44	34,566	36,593	31,759
	Total	189,620	190,583	142,343

YOUNG ADULT: ALL MARKET



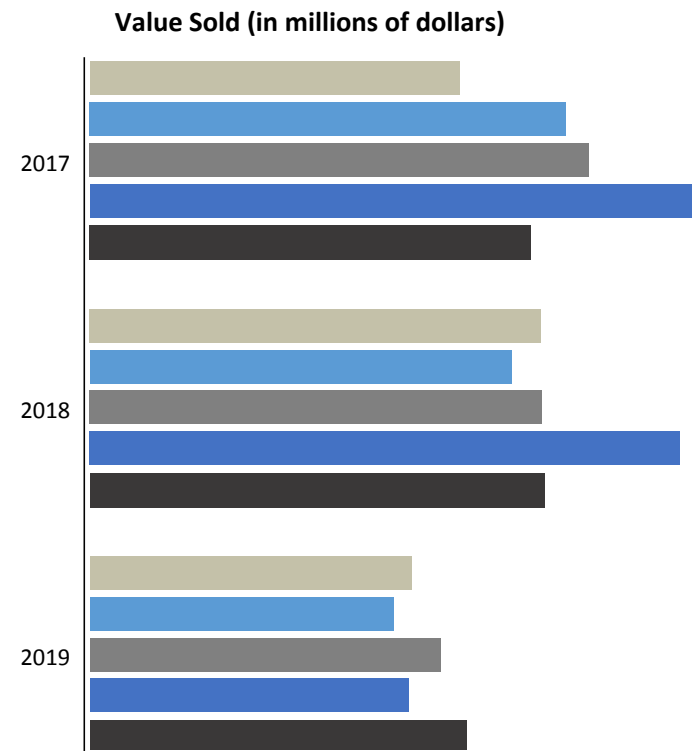
		2017	2018	2019
	Week 40	\$594,126	\$753,038	\$552,069
	Week 41	\$782,212	\$693,678	\$517,949
	Week 42	\$793,391	\$738,965	\$577,438
	Week 43	\$932,265	\$973,967	\$523,957
	Week 44	\$687,397	\$749,980	\$620,519
	Total	\$3,789,391	\$3,909,629	\$2,791,932

YOUNG ADULT: RING FENCE MARKET



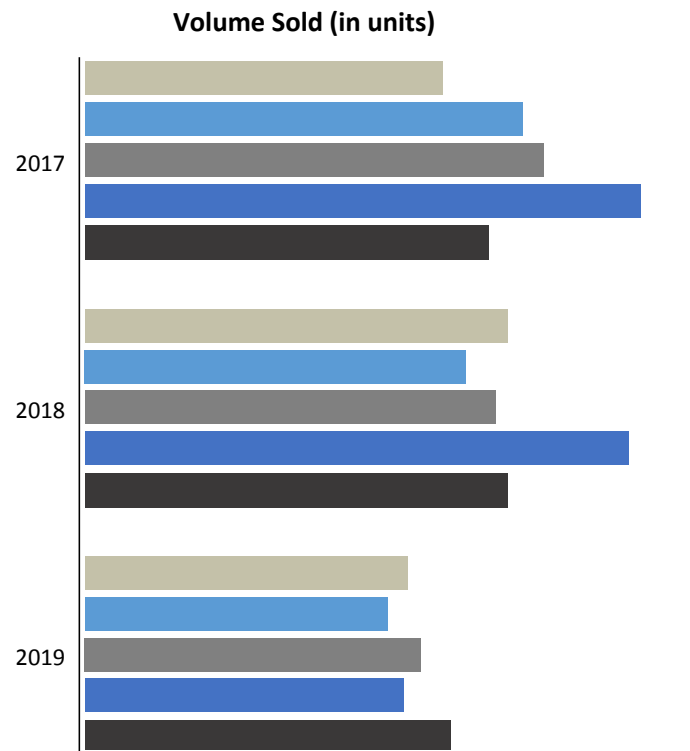
		2017	2018	2019
	Week 40	28,276	33,644	24,110
	Week 41	33,753	30,392	22,847
	Week 42	36,672	33,067	26,607
	Week 43	46,550	44,367	24,837
	Week 44	32,997	33,481	28,580
	Total	178,248	174,951	126,981

YOUNG ADULT: RING FENCE MARKET



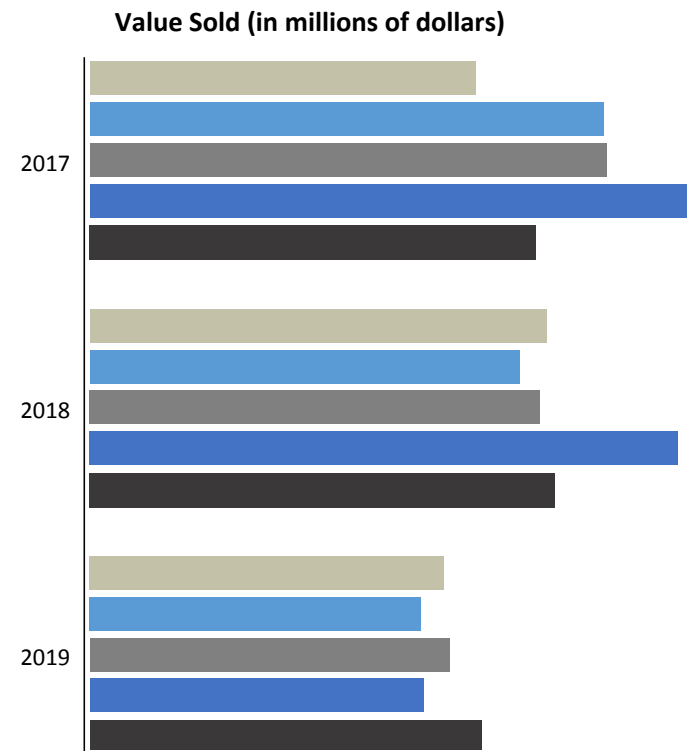
		2017	2018	2019
	Week 40	\$547,298	\$668,142	\$476,341
	Week 41	\$705,293	\$624,893	\$449,879
	Week 42	\$739,370	\$669,917	\$519,420
	Week 43	\$891,050	\$874,359	\$472,064
	Week 44	\$653,342	\$673,192	\$558,058
	Total	\$3,536,353	\$3,510,503	\$2,475,762

YOUNG ADULT FICTION: ALL MARKET



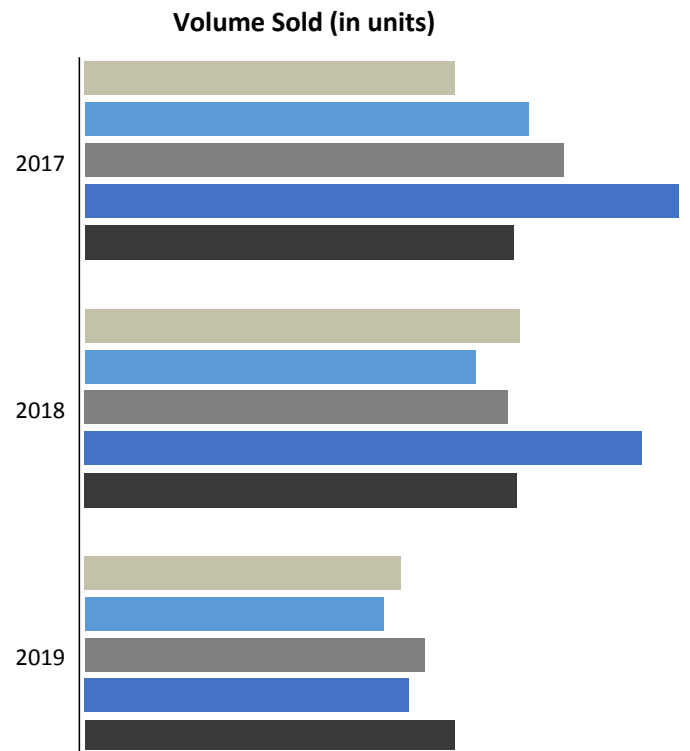
		2017	2018	2019
	Week 40	29,411	34,776	26,580
	Week 41	36,024	31,362	24,903
	Week 42	37,758	33,788	27,653
	Week 43	45,713	44,757	26,197
	Week 44	33,201	34,799	30,103
	Total	182,107	179,482	135,436

YOUNG ADULT FICTION: ALL MARKET



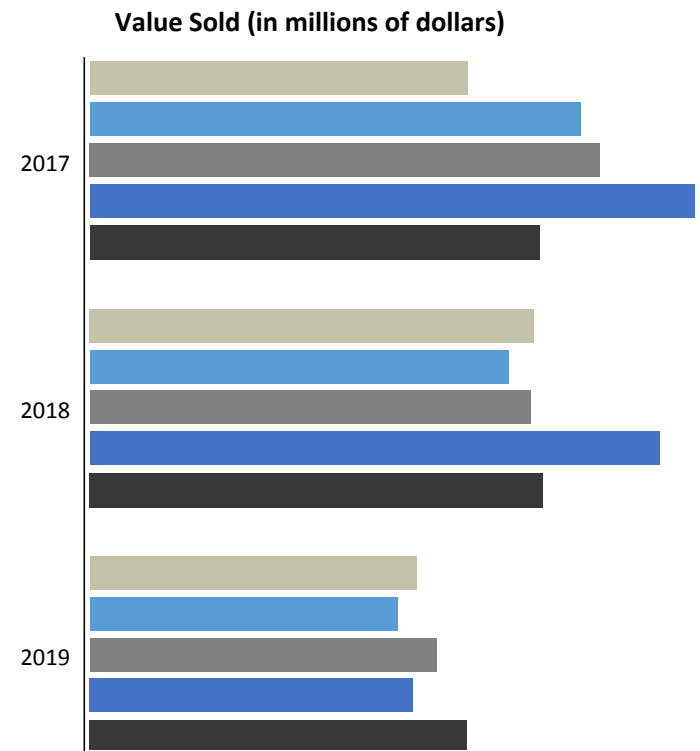
		2017	2018	2019
	Week 40	\$571,251	\$676,395	\$524,769
	Week 41	\$761,261	\$636,764	\$490,764
	Week 42	\$765,652	\$666,901	\$533,135
	Week 43	\$883,574	\$871,471	\$494,524
	Week 44	\$660,910	\$689,098	\$580,255
	Total	\$3,642,648	\$3,540,628	\$2,623,448

YOUNG ADULT FICTION: RING FENCE MARKET



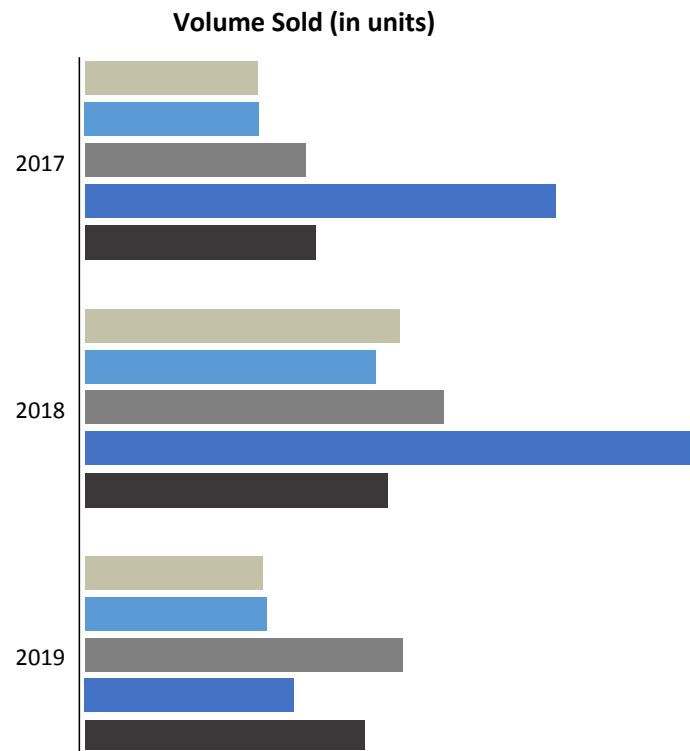
		2017	2018	2019
	Week 40	27,422	32,185	23,407
	Week 41	32,841	28,954	22,109
	Week 42	35,455	31,337	25,157
	Week 43	43,945	41,271	24,002
	Week 44	31,741	32,005	27,393
	Total	171,404	165,752	122,068

YOUNG ADULT FICTION: RING FENCE MARKET



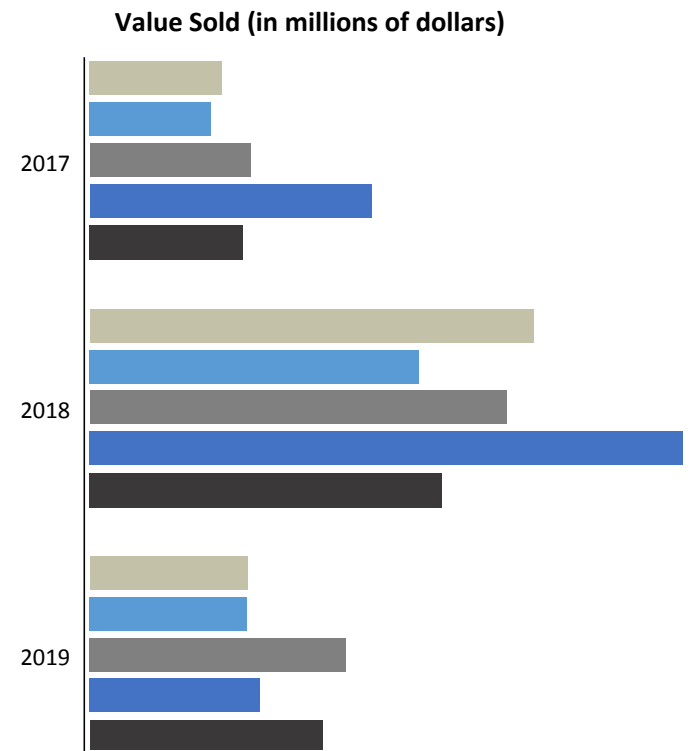
		2017	2018	2019
	Week 40	\$528,673	\$621,446	\$457,157
	Week 41	\$686,603	\$585,555	\$430,549
	Week 42	\$713,501	\$616,209	\$484,930
	Week 43	\$845,873	\$796,989	\$452,258
	Week 44	\$629,037	\$634,133	\$527,961
	Total	\$3,403,688	\$3,254,332	\$2,352,855

YOUNG ADULT NON-FICTION: ALL MARKET



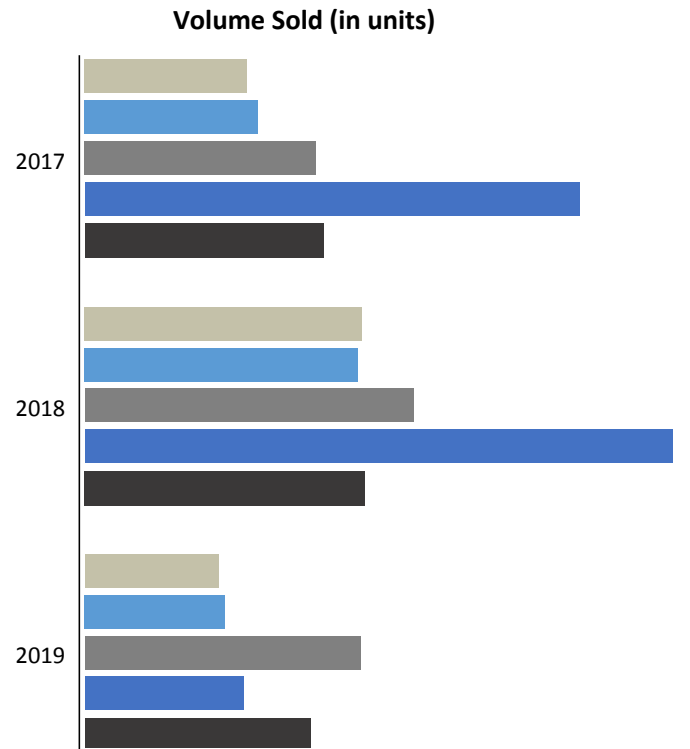
		2017	2018	2019
	Week 40	1,021	1,864	1,051
	Week 41	1,032	1,724	1,077
	Week 42	1,306	2,124	1,883
	Week 43	2,789	3,595	1,240
	Week 44	1,365	1,794	1,656
	Total	7,513	11,101	6,907

YOUNG ADULT NON-FICTION: ALL MARKET



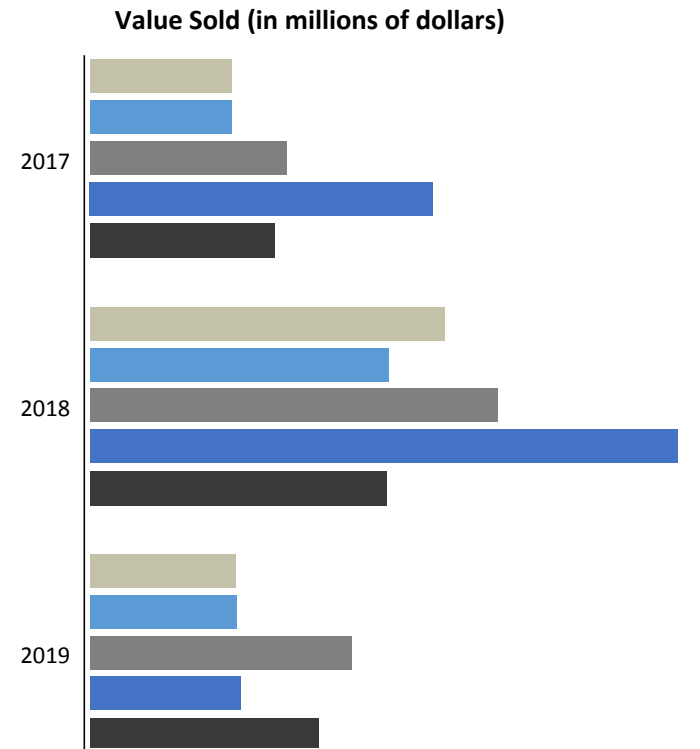
		2017	2018	2019
	Week 40	\$22,875	\$76,643	\$27,300
	Week 41	\$20,951	\$56,914	\$27,185
	Week 42	\$27,738	\$72,064	\$44,302
	Week 43	\$48,691	\$102,496	\$29,433
	Week 44	\$26,487	\$60,882	\$40,264
	Total	\$146,743	\$369,000	\$168,484

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 40	854	1,459	703
	Week 41	912	1,438	738
	Week 42	1,217	1,730	1,450
	Week 43	2,605	3,096	835
	Week 44	1,256	1,476	1,187
	Total	6,844	9,199	4,913

YOUNG ADULT NON-FICTION: RING FENCE MARKET



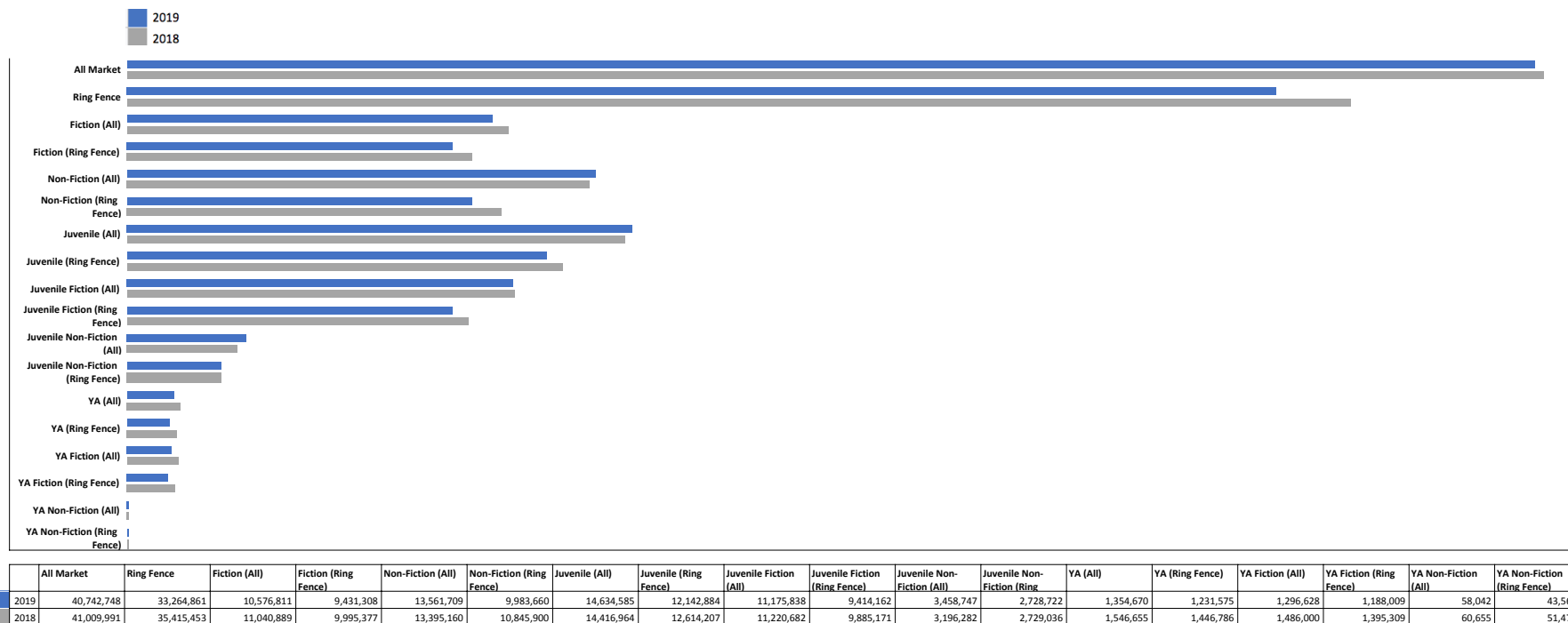
		2017	2018	2019
	Week 40	\$18,624	\$46,696	\$19,184
	Week 41	\$18,690	\$39,337	\$19,330
	Week 42	\$25,870	\$53,709	\$34,490
	Week 43	\$45,177	\$77,370	\$19,806
	Week 44	\$24,305	\$39,059	\$30,097
	Total	\$132,666	\$256,171	\$122,907

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2018	2019
Week 44	2018-11-04	2019-11-03

Volume Sold Year-to-Date

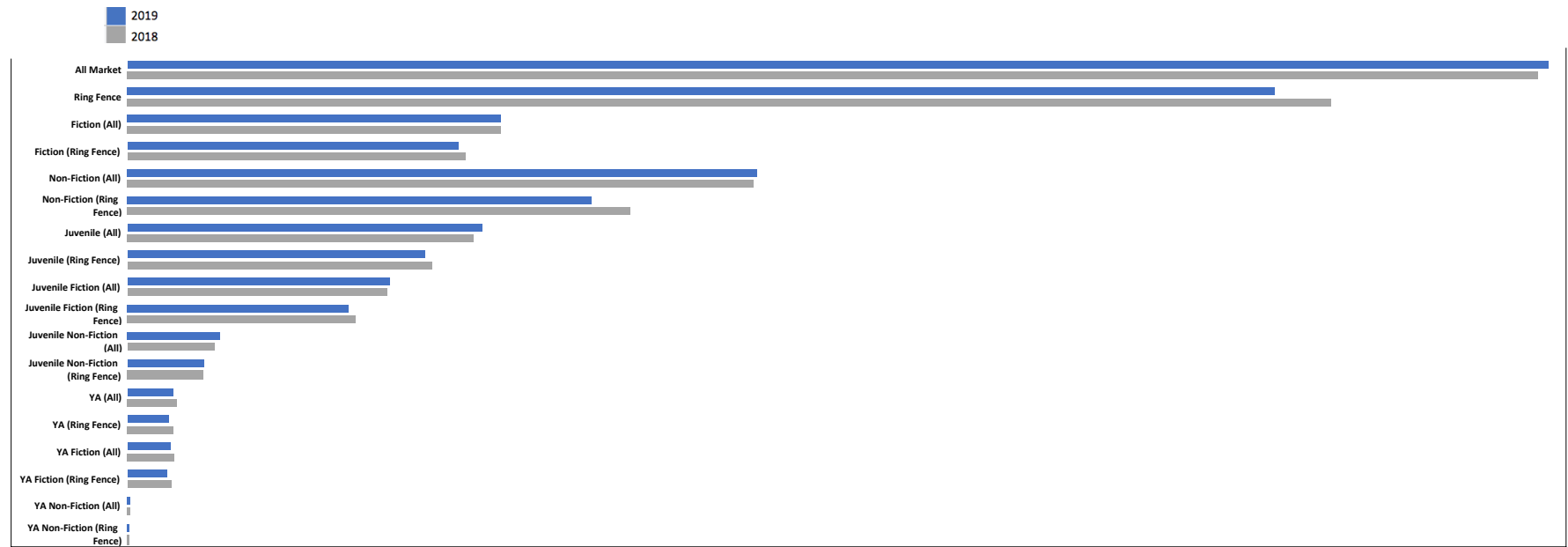


YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 44	2018-11-04	2019-11-03

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



	All Market	Ring Fence	Fiction (All)	Fiction (Ring Fence)	Non-Fiction (All)	Non-Fiction (Ring Fence)	Juvenile (All)	Juvenile (Ring Fence)	Juvenile Fiction (All)	Juvenile Fiction (Ring Fence)	Juvenile Non-Fiction (All)	Juvenile Non-Fiction (Ring Fence)	YA (All)	YA (Ring Fence)	YA Fiction (All)	YA Fiction (Ring Fence)	YA Non-Fiction (All)	YA Non-Fiction (Ring Fence)
2019	\$830,795,855	\$670,958,360	\$218,424,108	\$193,505,035	\$368,382,494	\$271,373,476	\$207,456,219	\$173,970,773	\$153,379,277	\$129,422,417	\$54,076,942	\$44,548,356	\$26,649,799	\$24,094,528	\$25,101,011	\$22,960,725	\$1,548,788	\$1,133,802
2018	\$824,919,413	\$704,076,291	\$218,491,656	\$197,598,370	\$366,159,148	\$294,088,311	\$202,578,391	\$177,926,548	\$151,844,784	\$133,507,745	\$50,733,606	\$44,418,803	\$29,035,291	\$26,953,494	\$27,424,370	\$25,735,837	\$1,610,921	\$1,217,657

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