



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

12.2019

November 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 November 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

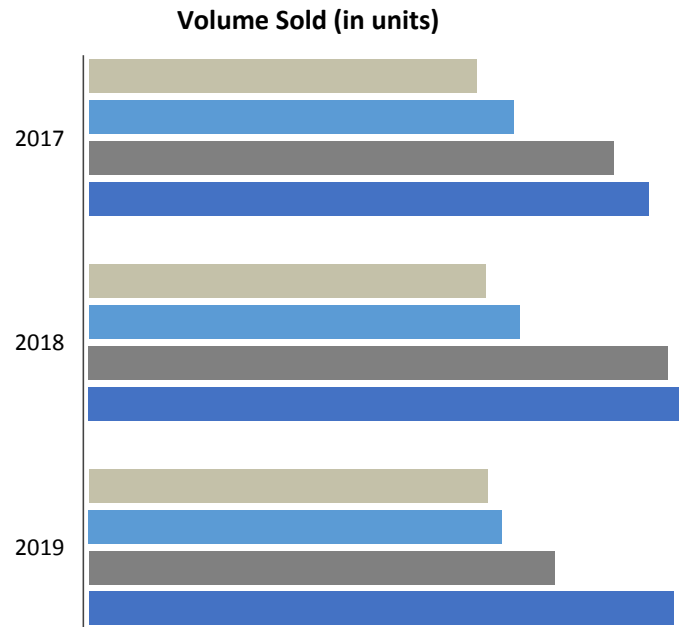
Report Weeks

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.

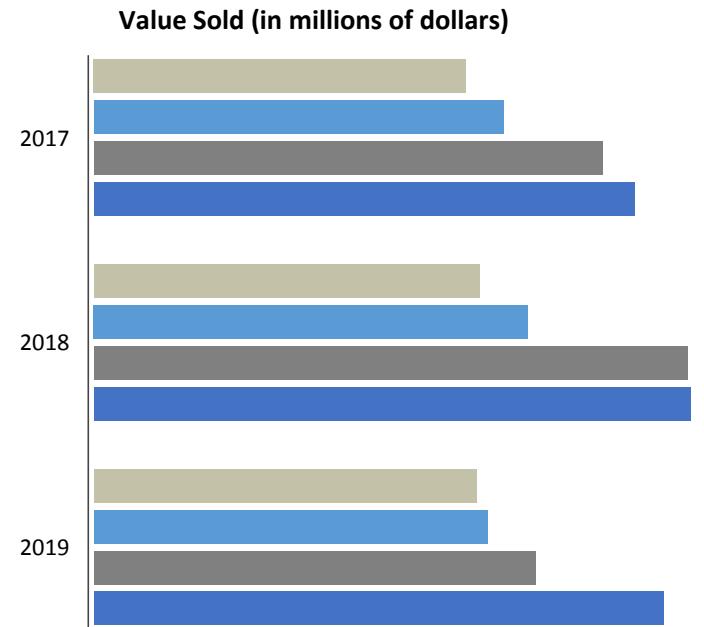
The specific week-ending dates used in this month’s report are as follows:

	2017	2018	2019
Week 45	2017-11-12	2018-11-11	2019-11-10
Week 46	2017-11-19	2018-11-18	2019-11-17
Week 47	2017-11-26	2018-11-25	2019-11-24
Week 48	2017-12-03	2018-12-02	2019-12-01

Note: Black Friday occurred in Week 47 in 2017 and 2018 and in Week 48 in 2019.

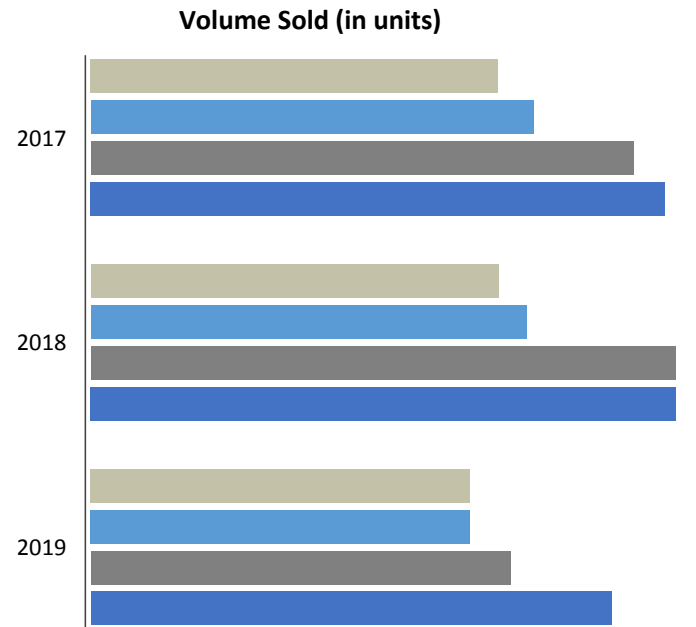
ALL MARKET

		2017	2018	2019
	Week 45	1,149,298	1,175,219	1,180,912
	Week 46	1,258,430	1,276,299	1,223,707
	Week 47	1,553,451	1,715,335	1,379,768
	Week 48	1,658,200	1,748,216	1,732,148
	Total	5,619,379	5,915,069	5,516,535

ALL MARKET

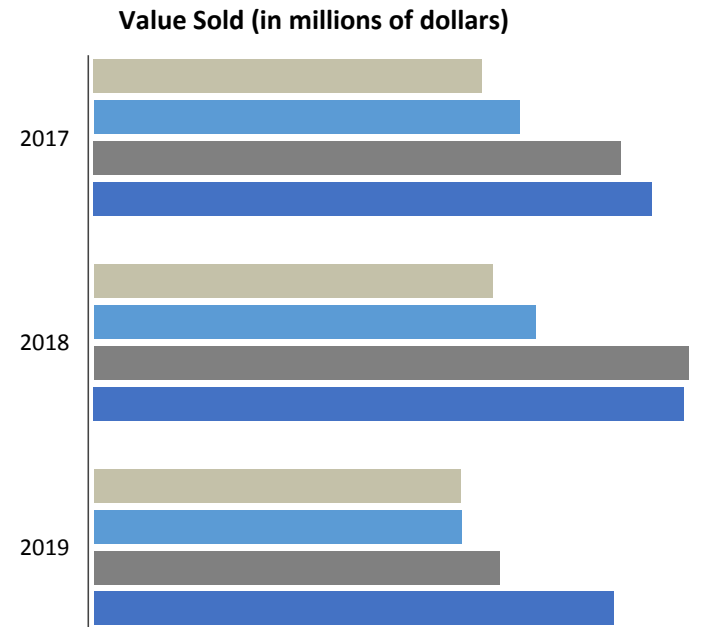
		2017	2018	2019
	Week 45	\$24,493,858	\$25,394,453	\$25,190,232
	Week 46	\$26,982,580	\$28,574,276	\$25,911,954
	Week 47	\$33,484,533	\$39,085,422	\$29,073,447
	Week 48	\$35,578,938	\$39,296,871	\$37,525,218
	Total	\$120,539,910	\$132,351,022	\$117,700,850

RING FENCE MARKET

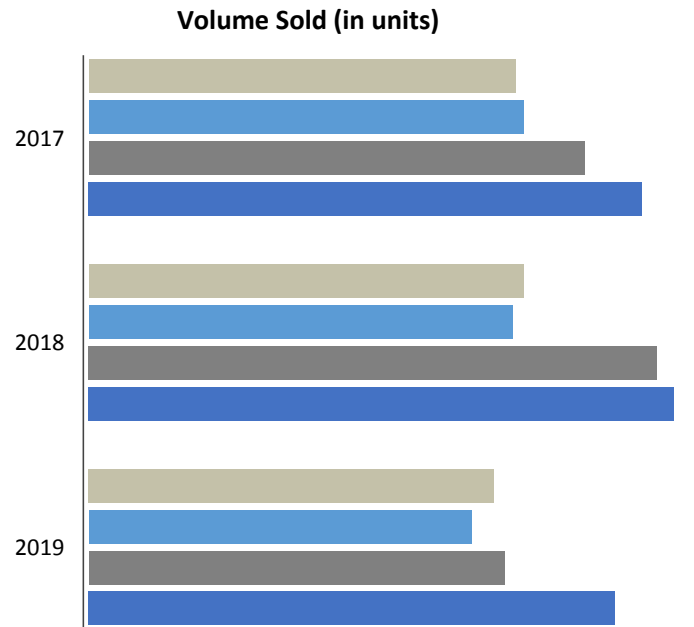


		2017	2018	2019
	Week 45	1,005,374	1,005,946	936,185
	Week 46	1,092,753	1,075,830	935,684
	Week 47	1,339,296	1,442,912	1,036,248
	Week 48	1,417,420	1,444,629	1,286,027
	Total	4,854,843	4,969,317	4,194,144

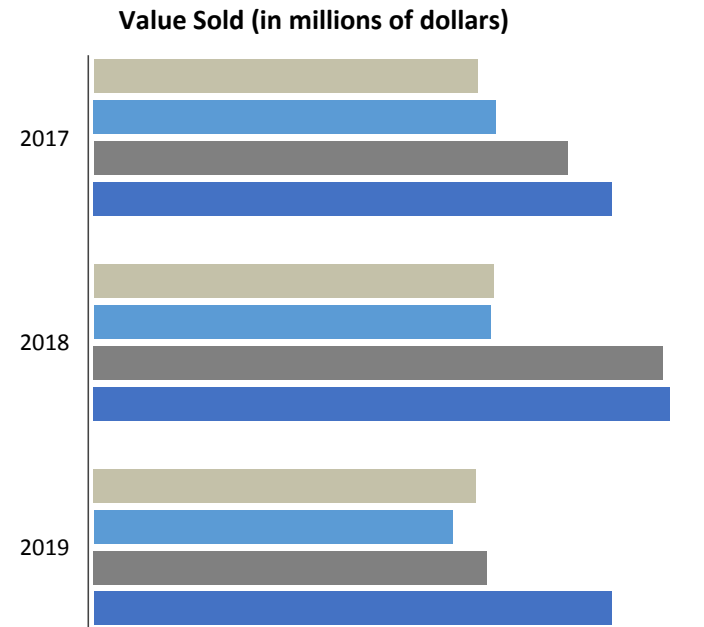
RING FENCE MARKET



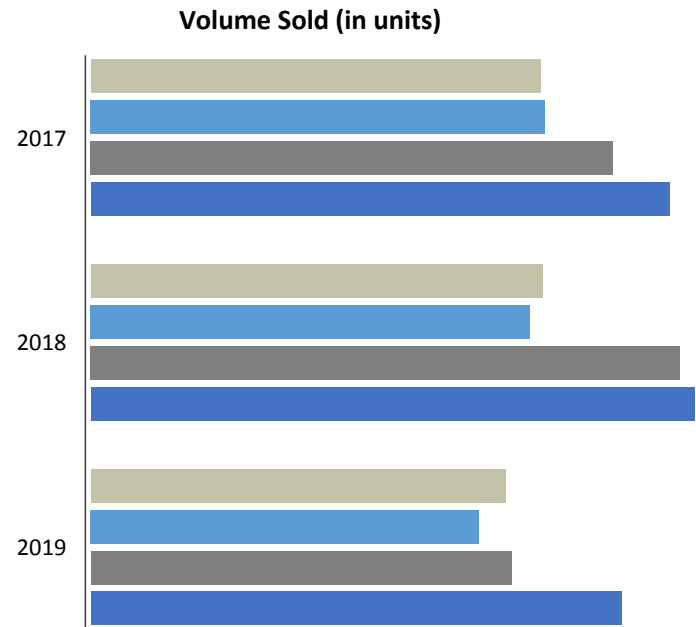
		2017	2018	2019
	Week 45	\$21,076,089	\$21,645,662	\$19,915,431
	Week 46	\$23,120,197	\$23,975,104	\$19,958,685
	Week 47	\$28,644,717	\$32,288,131	\$22,047,087
	Week 48	\$30,318,861	\$32,057,254	\$28,239,741
	Total	\$103,159,864	\$109,966,151	\$90,160,945

FICTION: ALL MARKET

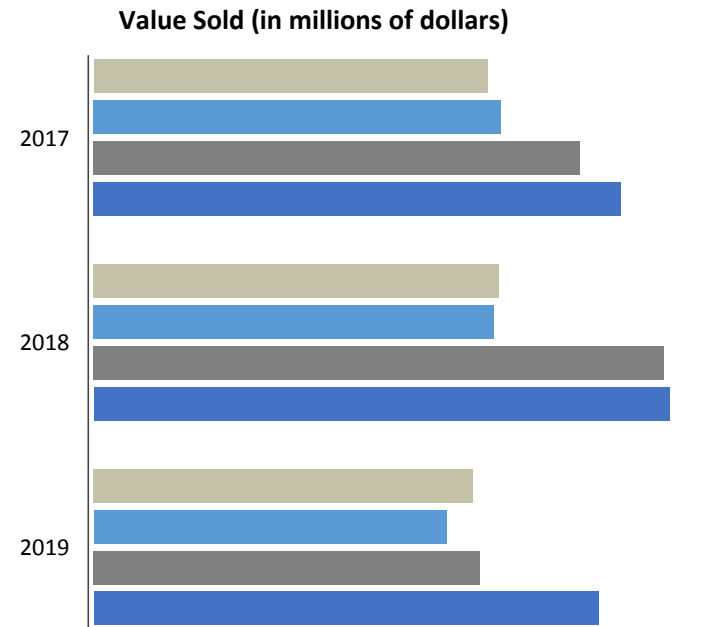
		2017	2018	2019
	Week 45	266,637	271,710	253,405
	Week 46	271,653	264,802	239,271
	Week 47	310,061	355,355	259,852
	Week 48	345,893	365,962	329,019
	Total	1,194,244	1,257,829	1,081,547

FICTION: ALL MARKET

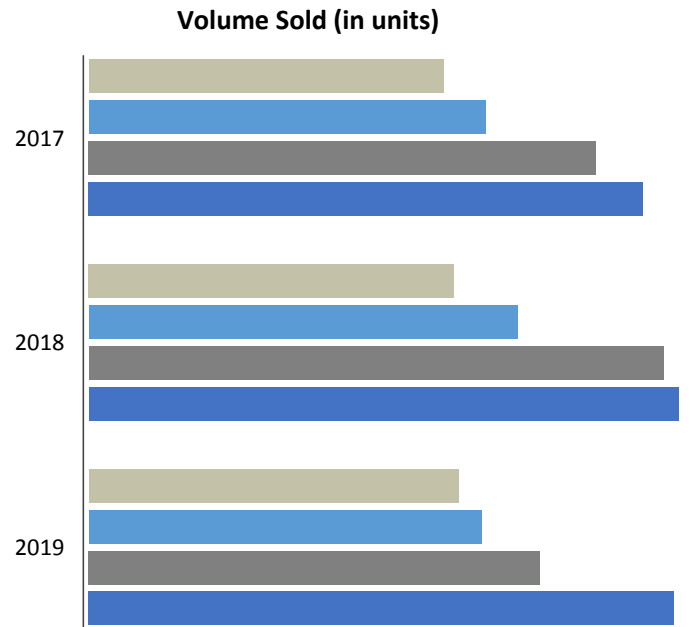
		2017	2018	2019
	Week 45	\$5,687,647	\$5,923,772	\$5,659,061
	Week 46	\$5,957,441	\$5,879,339	\$5,310,369
	Week 47	\$7,017,914	\$8,433,979	\$5,826,488
	Week 48	\$7,676,231	\$8,533,991	\$7,670,320
	Total	\$26,339,232	\$28,771,081	\$24,466,237

FICTION: RING FENCE MARKET

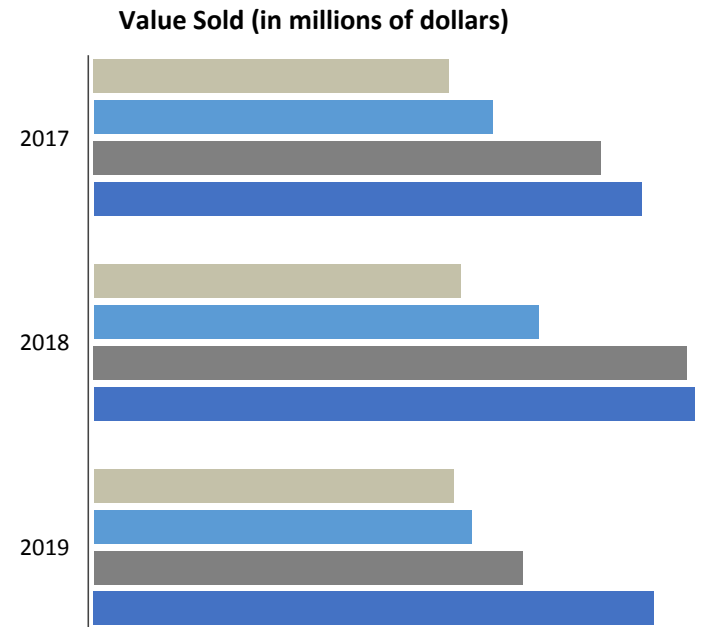
		2017	2018	2019
	Week 45	244,119	245,226	225,247
	Week 46	246,618	238,578	210,827
	Week 47	283,559	319,940	228,421
	Week 48	314,222	327,732	288,029
	Total	1,088,518	1,131,476	952,524

FICTION: RING FENCE MARKET

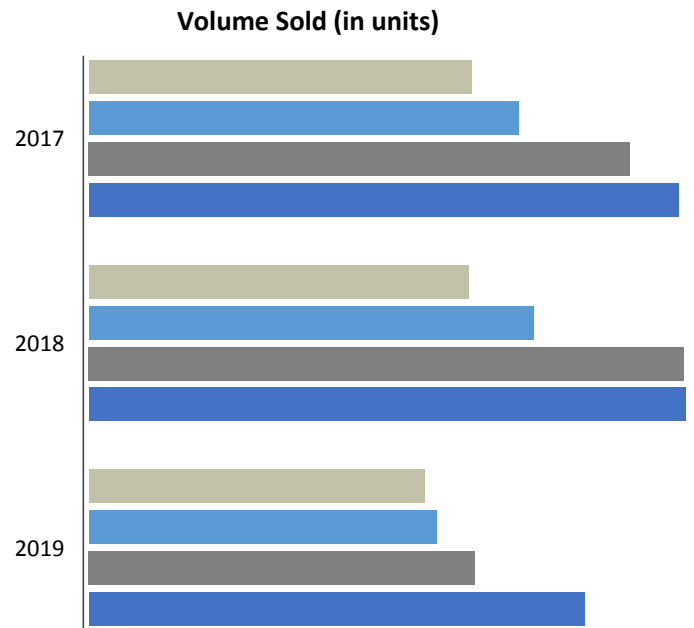
		2017	2018	2019
	Week 45	\$5,184,171	\$5,336,361	\$4,991,576
	Week 46	\$5,362,259	\$5,268,289	\$4,644,670
	Week 47	\$6,399,390	\$7,509,625	\$5,083,686
	Week 48	\$6,941,716	\$7,580,102	\$6,645,808
	Total	\$23,887,536	\$25,694,376	\$21,365,741

NON-FICTION: ALL MARKET

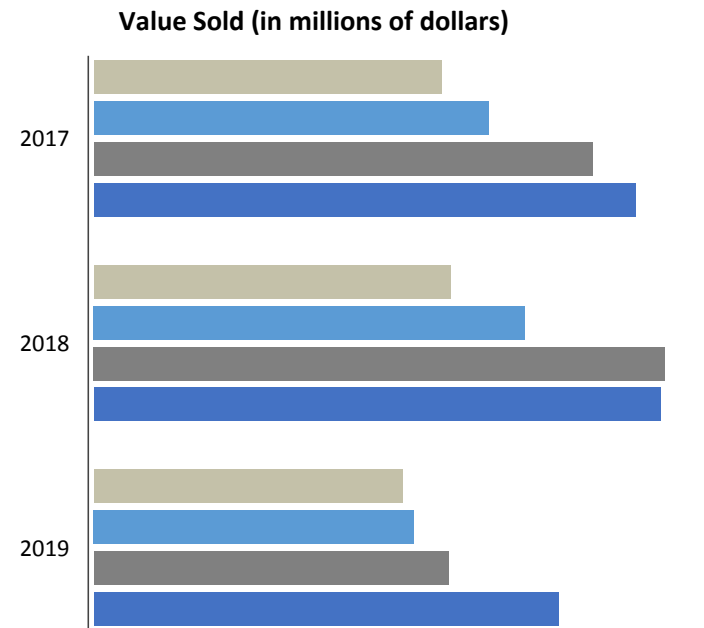
	2017	2018	2019
Week 45	361,992	372,745	377,471
Week 46	404,870	437,050	400,590
Week 47	517,444	586,124	460,291
Week 48	565,336	601,703	597,046
Total	1,849,642	1,997,622	1,835,398

NON-FICTION: ALL MARKET

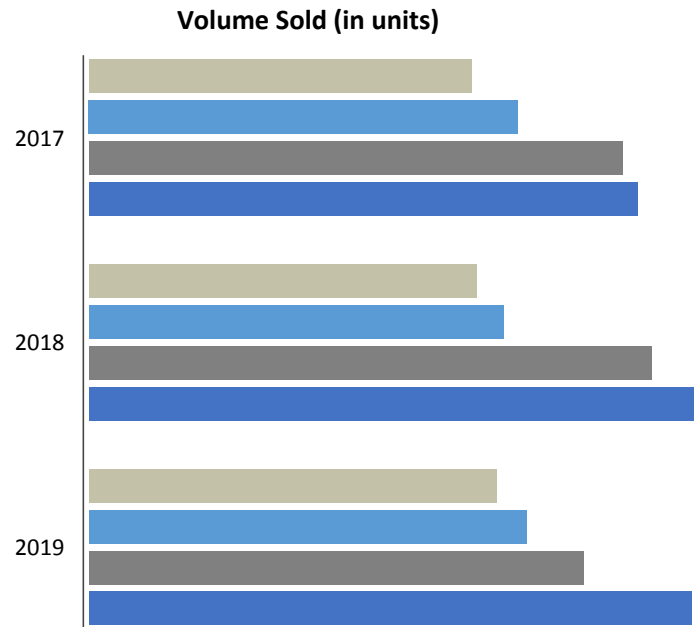
	2017	2018	2019
Week 45	\$10,517,733	\$10,871,992	\$10,660,671
Week 46	\$11,813,458	\$13,180,153	\$11,182,804
Week 47	\$15,026,879	\$17,574,820	\$12,708,906
Week 48	\$16,223,648	\$17,797,120	\$16,599,730
Total	\$53,581,717	\$59,424,085	\$51,152,112

NON-FICTION: RING FENCE MARKET

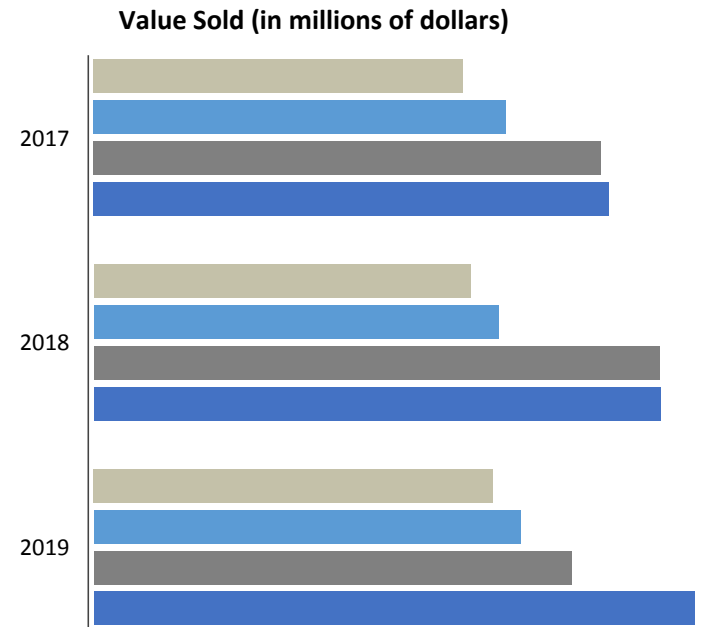
	2017	2018	2019
Week 45	302,102	300,099	265,420
Week 46	339,446	351,436	274,722
Week 47	427,453	470,199	305,080
Week 48	465,799	471,453	391,820
Total	1,534,800	1,593,187	1,237,042

NON-FICTION: RING FENCE MARKET

	2017	2018	2019
Week 45	\$8,587,401	\$8,811,844	\$7,617,039
Week 46	\$9,751,630	\$10,640,822	\$7,905,232
Week 47	\$12,312,368	\$14,103,767	\$8,761,269
Week 48	\$13,376,130	\$13,987,471	\$11,468,318
Total	\$44,027,530	\$47,543,904	\$35,751,858

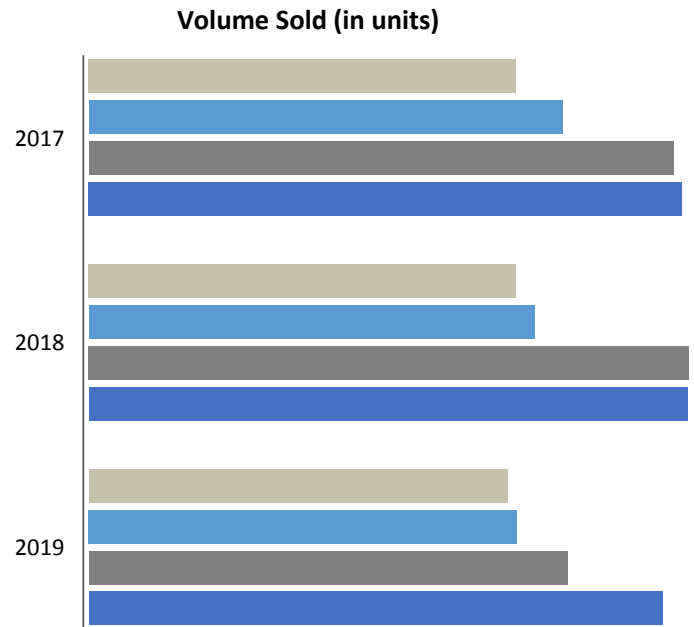
JUVENILE: ALL MARKET

	2017	2018	2019
Week 45	465,741	472,157	496,688
Week 46	522,817	505,134	533,299
Week 47	650,193	685,219	602,830
Week 48	667,875	695,652	733,679
Total	2,306,626	2,358,162	2,366,496

JUVENILE: ALL MARKET

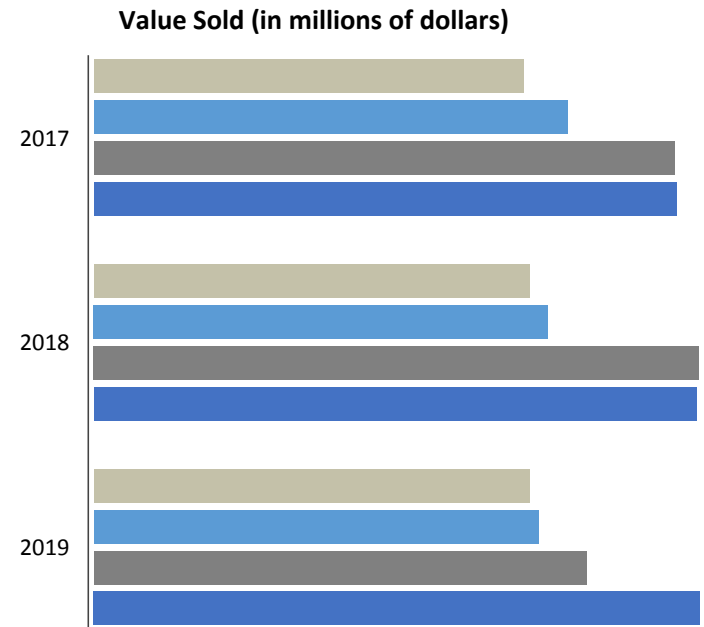
	2017	2018	2019
Week 45	\$7,288,929	\$7,440,321	\$7,880,845
Week 46	\$8,142,131	\$7,988,767	\$8,430,235
Week 47	\$10,014,986	\$11,175,195	\$9,437,110
Week 48	\$10,176,952	\$11,187,841	\$11,858,724
Total	\$35,622,999	\$37,792,125	\$37,606,914

JUVENILE: RING FENCE MARKET



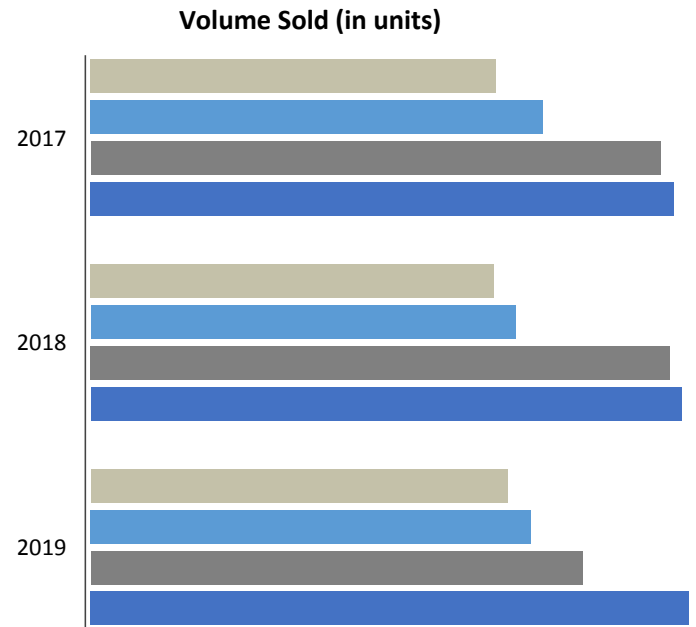
	2017	2018	2019
Week 45	407,710	407,767	399,929
Week 46	452,090	425,385	408,731
Week 47	558,030	572,974	457,078
Week 48	566,177	571,274	547,398
Total	1,984,007	1,977,400	1,813,136

JUVENILE: RING FENCE MARKET



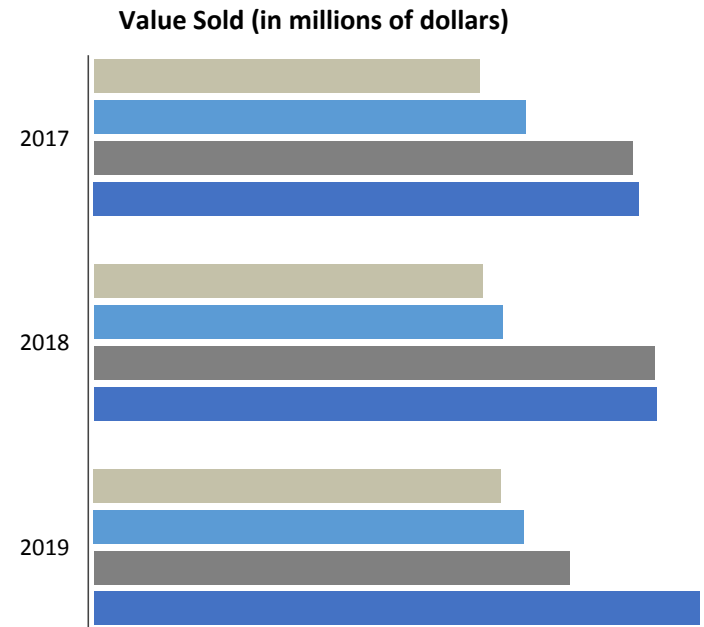
	2017	2018	2019
Week 45	\$6,362,550	\$6,452,805	\$6,452,306
Week 46	\$7,018,950	\$6,728,493	\$6,584,297
Week 47	\$8,605,646	\$8,963,391	\$7,301,407
Week 48	\$8,629,510	\$8,930,681	\$8,979,349
Total	\$30,616,656	\$31,075,370	\$29,317,359

JUVENILE FICTION: ALL MARKET



	2017	2018	2019
Week 45	373,369	371,568	383,795
Week 46	416,763	391,254	405,581
Week 47	525,299	533,716	453,391
Week 48	537,603	544,583	551,367
Total	1,853,034	1,841,121	1,794,134

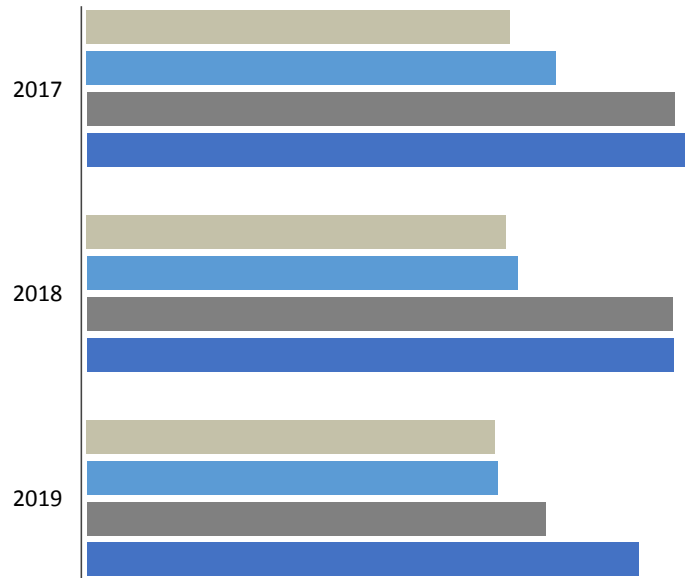
JUVENILE FICTION: ALL MARKET



	2017	2018	2019
Week 45	\$5,713,941	\$5,760,756	\$6,032,384
Week 46	\$6,390,456	\$6,054,831	\$6,372,296
Week 47	\$7,979,981	\$8,307,454	\$7,046,100
Week 48	\$8,074,530	\$8,338,517	\$8,974,898
Total	\$28,158,908	\$28,461,558	\$28,425,678

JUVENILE FICTION: RING FENCE MARKET

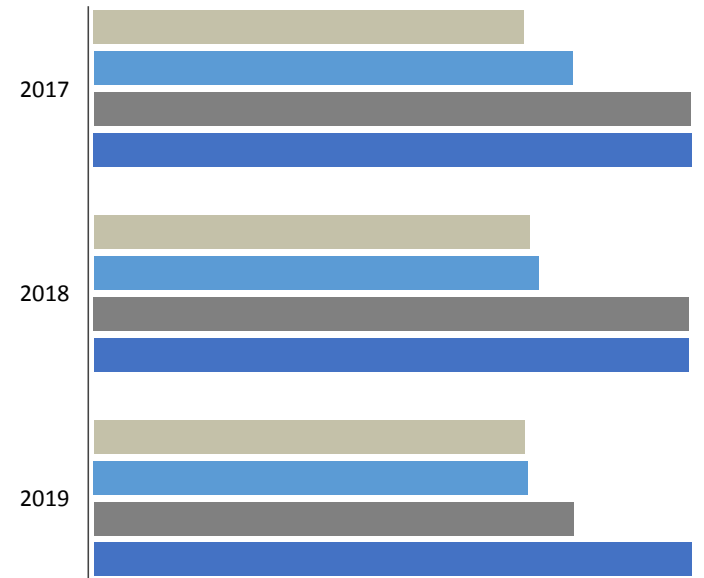
Volume Sold (in units)



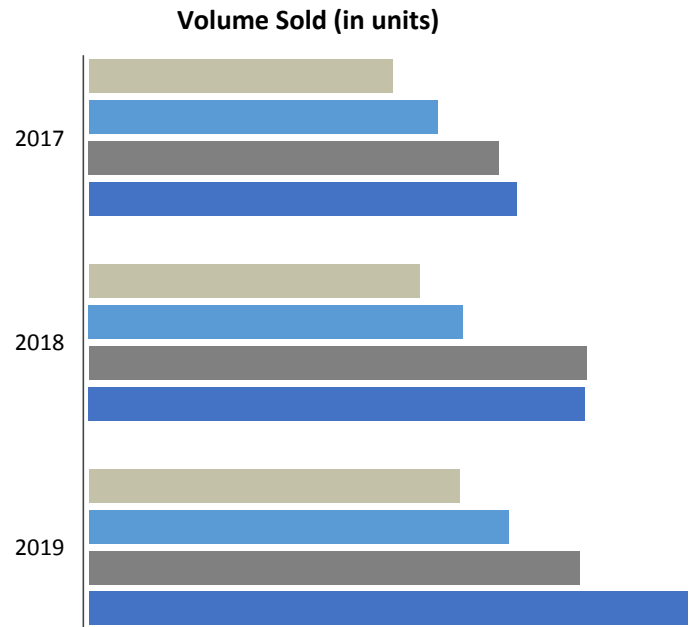
	2017	2018	2019
Week 45	327,397	324,209	315,671
Week 46	362,872	333,253	317,847
Week 47	454,596	452,941	354,974
Week 48	462,119	453,537	426,827
Total	1,606,984	1,563,940	1,415,319

JUVENILE FICTION: RING FENCE MARKET

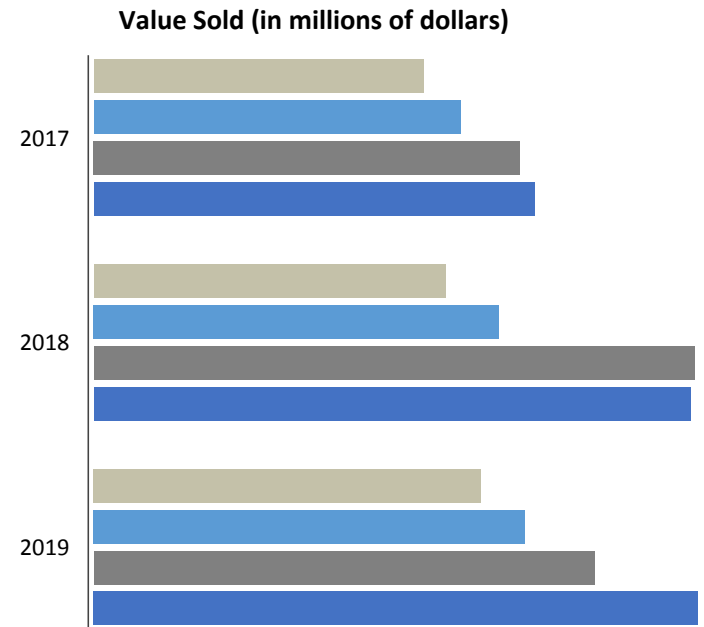
Value Sold (in millions of dollars)



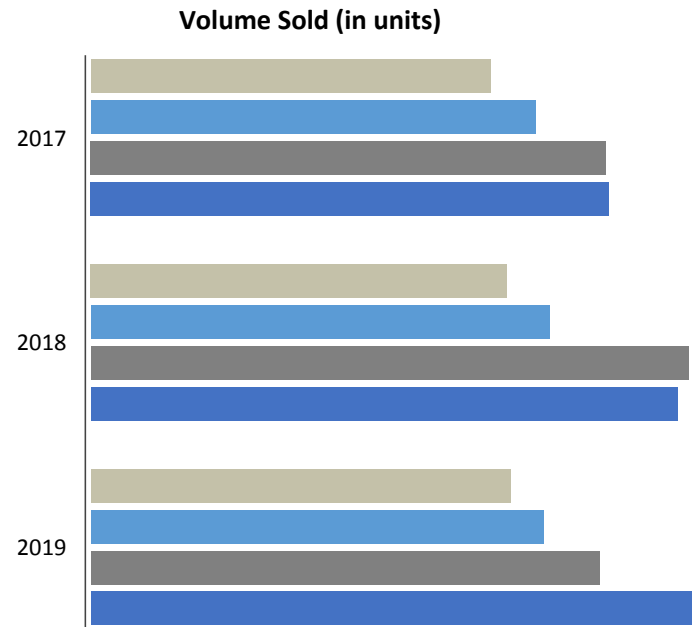
	2017	2018	2019
Week 45	\$4,956,906	\$5,018,635	\$4,965,574
Week 46	\$5,513,059	\$5,124,982	\$5,003,334
Week 47	\$6,873,287	\$6,855,619	\$5,527,624
Week 48	\$6,893,852	\$6,853,288	\$6,884,730
Total	\$24,237,105	\$23,852,524	\$22,381,262

JUVENILE NON-FICTION: ALL MARKET

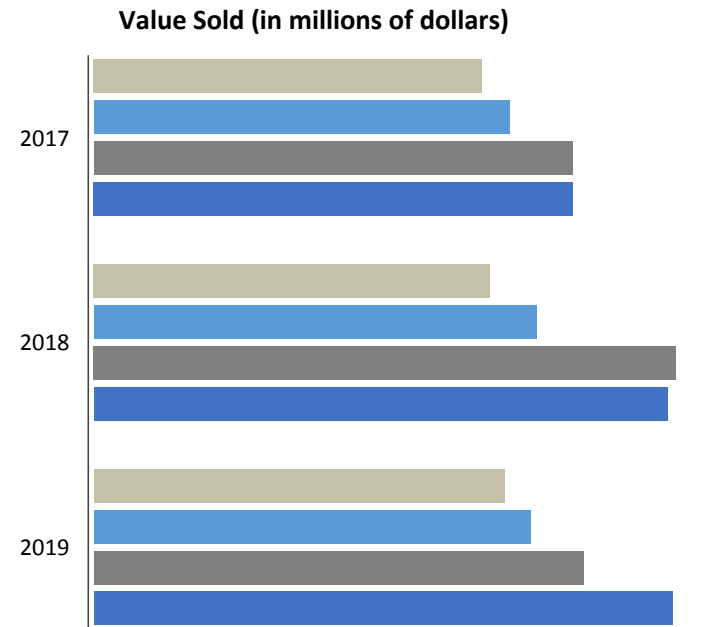
	2017	2018	2019
Week 45	92,372	100,589	112,893
Week 46	106,054	113,880	127,718
Week 47	124,894	151,503	149,439
Week 48	130,272	151,069	182,312
Total	453,592	517,041	572,362

JUVENILE NON-FICTION: ALL MARKET

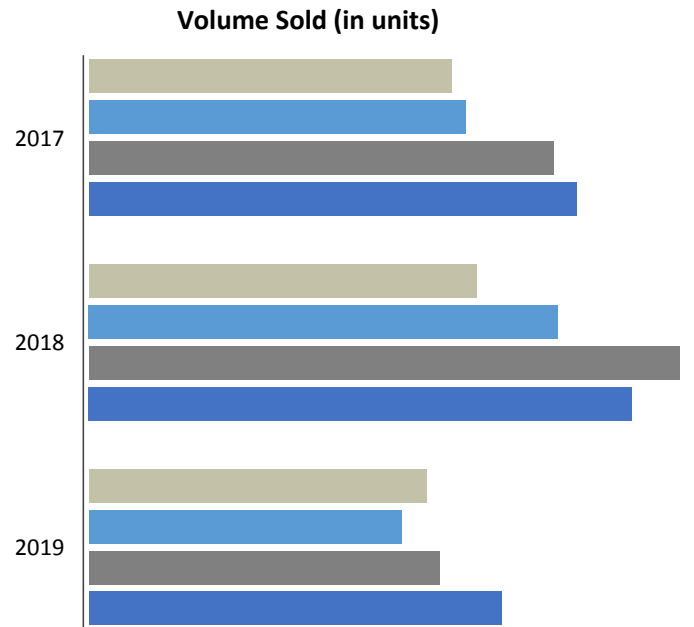
	2017	2018	2019
Week 45	\$1,574,988	\$1,679,565	\$1,848,461
Week 46	\$1,751,675	\$1,933,936	\$2,057,939
Week 47	\$2,035,005	\$2,867,741	\$2,391,010
Week 48	\$2,102,422	\$2,849,325	\$2,883,826
Total	\$7,464,091	\$9,330,567	\$9,181,236

JUVENILE NON-FICTION: RING FENCE MARKET

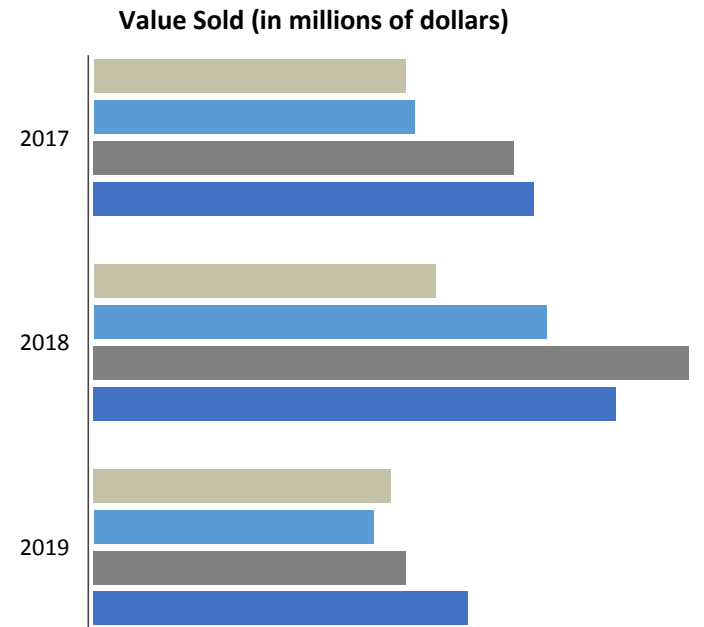
	2017	2018	2019
Week 45	80,313	83,558	84,258
Week 46	89,218	92,132	90,884
Week 47	103,434	120,033	102,104
Week 48	104,058	117,737	120,571
Total	377,023	413,460	397,817

JUVENILE NON-FICTION: RING FENCE MARKET

	2017	2018	2019
Week 45	\$1,405,644	\$1,434,170	\$1,486,732
Week 46	\$1,505,891	\$1,603,511	\$1,580,963
Week 47	\$1,732,359	\$2,107,772	\$1,773,783
Week 48	\$1,735,657	\$2,077,393	\$2,094,619
Total	\$6,379,551	\$7,222,846	\$6,936,097

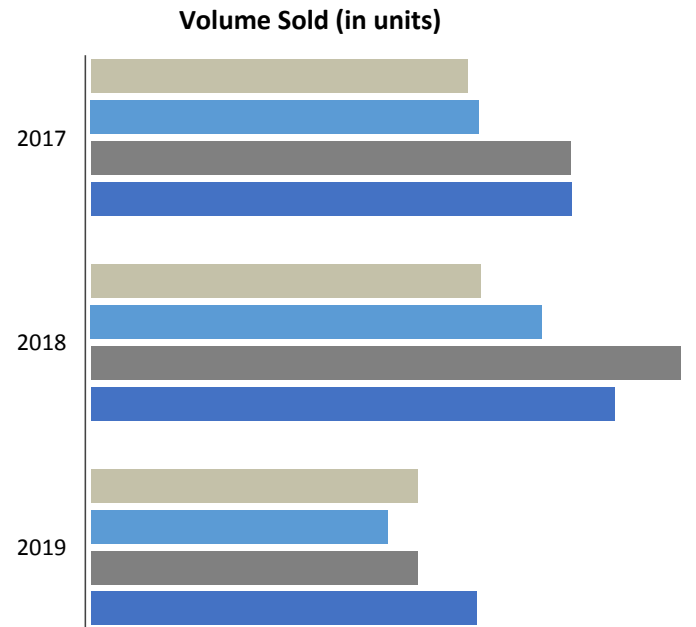
YOUNG ADULT: ALL MARKET

	2017	2018	2019
Week 45	38,778	41,501	36,132
Week 46	40,304	50,203	33,441
Week 47	49,735	63,162	37,510
Week 48	52,142	58,094	44,115
Total	180,959	212,960	151,198

YOUNG ADULT: ALL MARKET

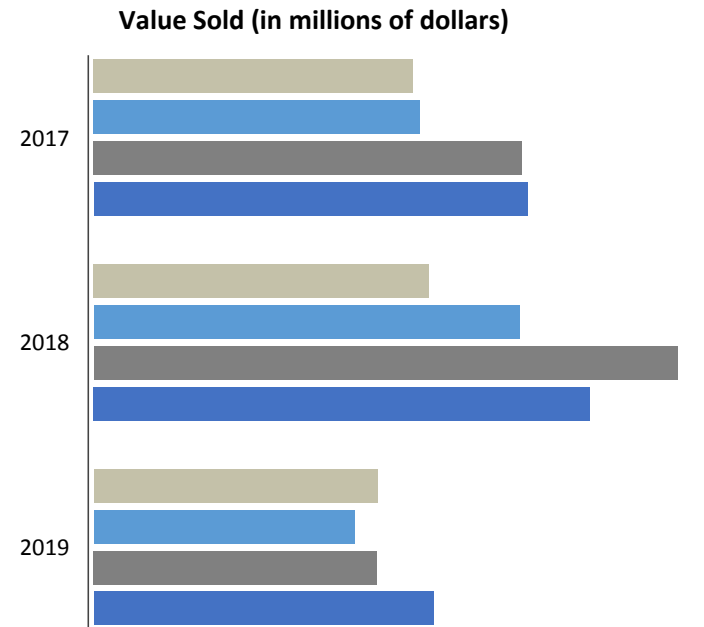
	2017	2018	2019
Week 45	\$770,246	\$843,031	\$733,979
Week 46	\$792,420	\$1,117,170	\$689,780
Week 47	\$1,037,566	\$1,469,808	\$770,692
Week 48	\$1,086,304	\$1,289,621	\$924,199
Total	\$3,686,536	\$4,719,629	\$3,118,650

YOUNG ADULT: RING FENCE MARKET

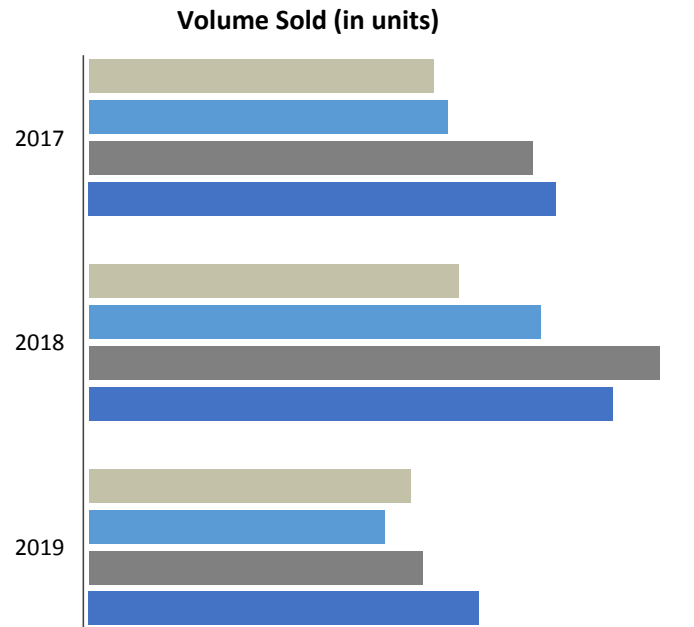


	2017	2018	2019
Week 45	37,204	38,504	32,291
Week 46	38,333	44,538	29,320
Week 47	47,338	58,216	32,247
Week 48	47,492	51,708	38,053
Total	170,367	192,966	131,911

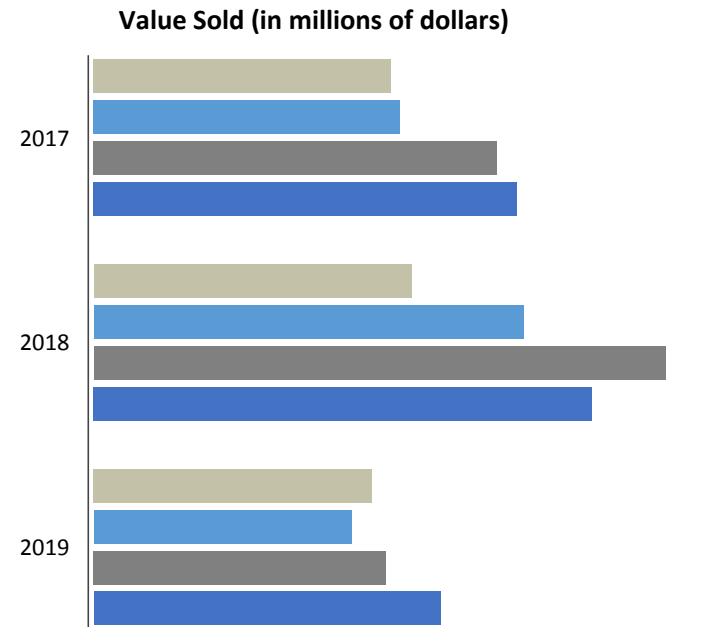
YOUNG ADULT: RING FENCE MARKET



	2017	2018	2019
Week 45	\$735,525	\$772,436	\$653,091
Week 46	\$752,087	\$981,409	\$600,714
Week 47	\$986,942	\$1,344,953	\$652,626
Week 48	\$999,945	\$1,143,539	\$782,532
Total	\$3,474,499	\$4,242,336	\$2,688,963

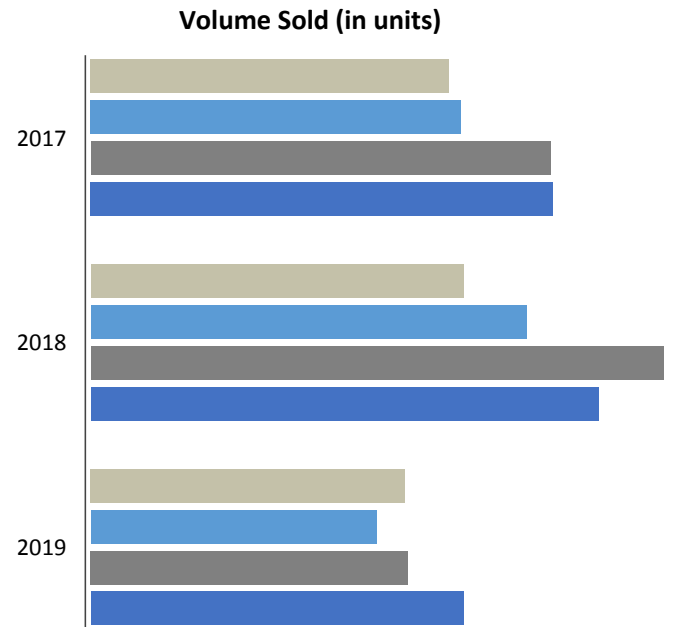
YOUNG ADULT FICTION: ALL MARKET

	2017	2018	2019
Week 45	36,833	39,517	34,386
Week 46	38,341	48,291	31,596
Week 47	47,472	61,026	35,710
Week 48	49,975	56,012	41,733
Total	172,621	204,846	143,425

YOUNG ADULT FICTION: ALL MARKET

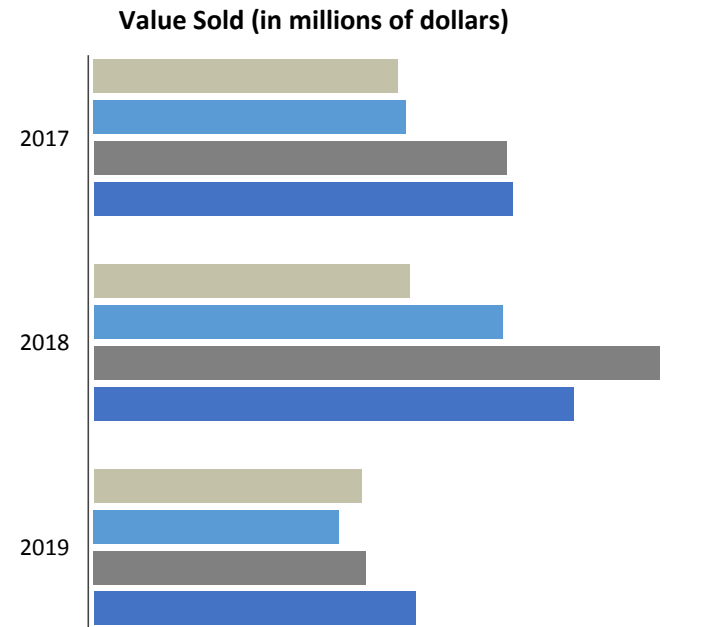
	2017	2018	2019
Week 45	\$733,579	\$784,590	\$686,820
Week 46	\$755,864	\$1,060,653	\$636,067
Week 47	\$995,157	\$1,411,538	\$721,538
Week 48	\$1,045,243	\$1,229,817	\$856,627
Total	\$3,529,843	\$4,486,599	\$2,901,052

YOUNG ADULT FICTION: RING FENCE MARKET

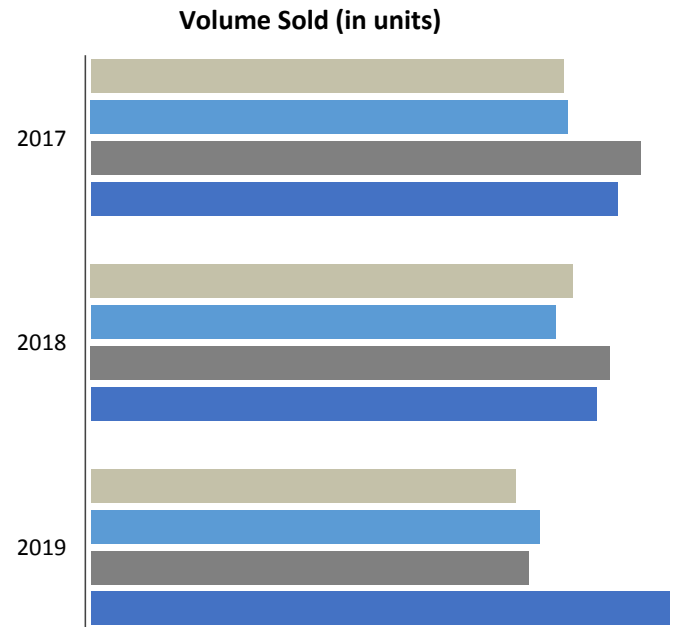


	2017	2018	2019
Week 45	35,358	36,820	31,018
Week 46	36,540	43,046	28,186
Week 47	45,392	56,550	31,313
Week 48	45,627	50,147	36,785
Total	162,917	186,563	127,302

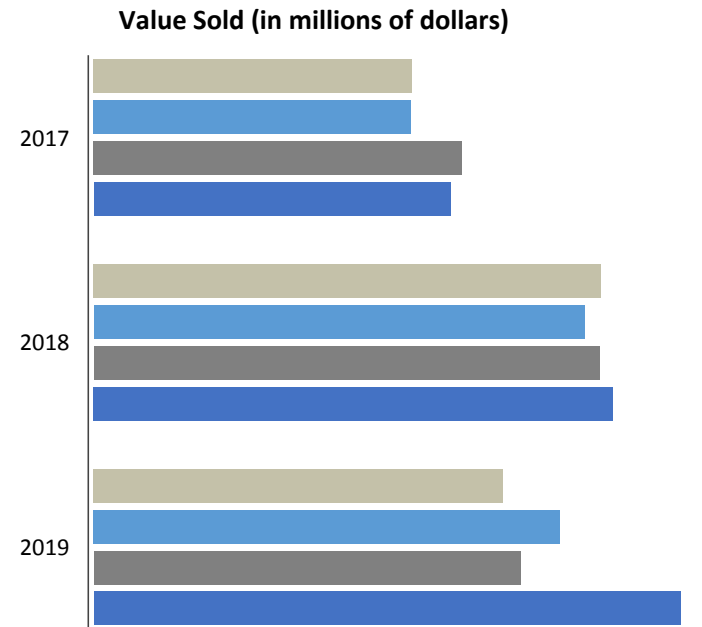
YOUNG ADULT FICTION: RING FENCE MARKET



	2017	2018	2019
Week 45	\$700,944	\$727,033	\$617,161
Week 46	\$718,944	\$941,818	\$565,380
Week 47	\$950,442	\$1,303,138	\$627,204
Week 48	\$964,475	\$1,105,488	\$741,931
Total	\$3,334,805	\$4,077,477	\$2,551,675

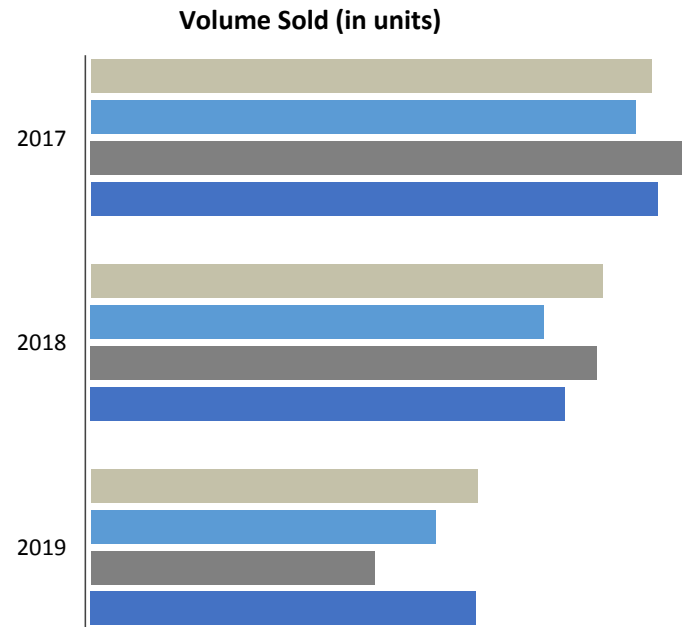
YOUNG ADULT NON-FICTION: ALL MARKET

	2017	2018	2019
Week 45	1,945	1,984	1,746
Week 46	1,963	1,912	1,845
Week 47	2,263	2,136	1,800
Week 48	2,167	2,082	2,382
Total	8,338	8,114	7,773

YOUNG ADULT NON-FICTION: ALL MARKET

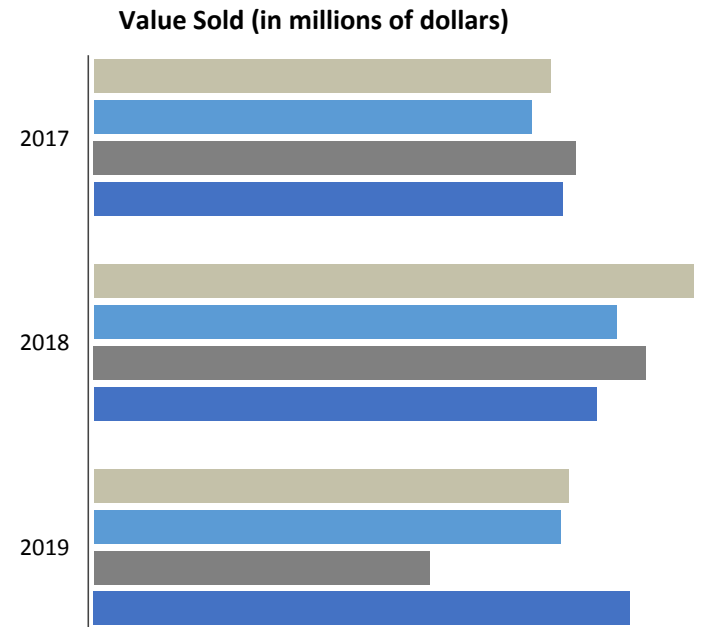
	2017	2018	2019
Week 45	\$36,667	\$58,440	\$47,159
Week 46	\$36,556	\$56,516	\$53,713
Week 47	\$42,409	\$58,269	\$49,155
Week 48	\$41,061	\$59,804	\$67,572
Total	\$156,693	\$233,030	\$217,598

YOUNG ADULT NON-FICTION: RING FENCE MARKET



	2017	2018	2019
Week 45	1,846	1,684	1,273
Week 46	1,793	1,492	1,134
Week 47	1,946	1,666	934
Week 48	1,865	1,561	1,268
Total	7,450	6,403	4,609

YOUNG ADULT NON-FICTION: RING FENCE MARKET



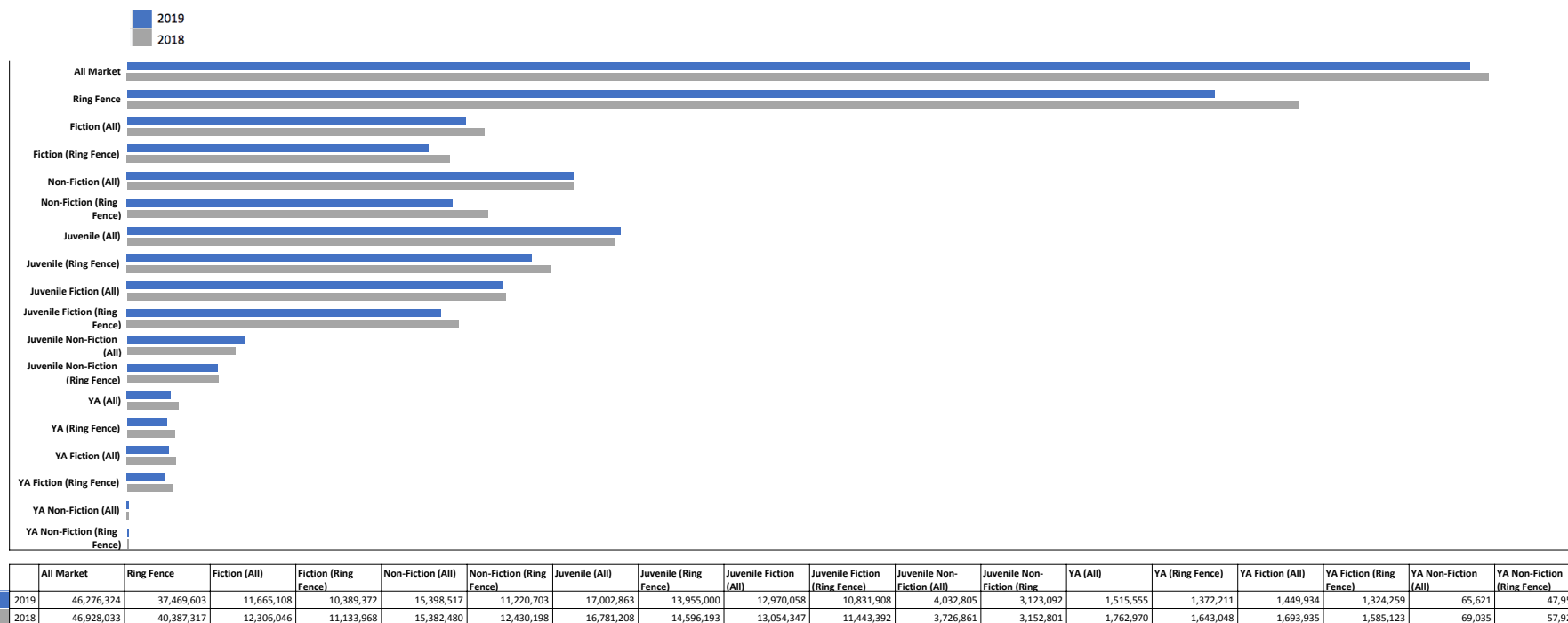
	2017	2018	2019
Week 45	\$34,581	\$45,403	\$35,930
Week 46	\$33,143	\$39,591	\$35,334
Week 47	\$36,500	\$41,815	\$25,422
Week 48	\$35,470	\$38,050	\$40,601
Total	\$139,694	\$164,859	\$137,287

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2018	2019
Week 48	2018-12-02	2019-12-01

Volume Sold Year-to-Date



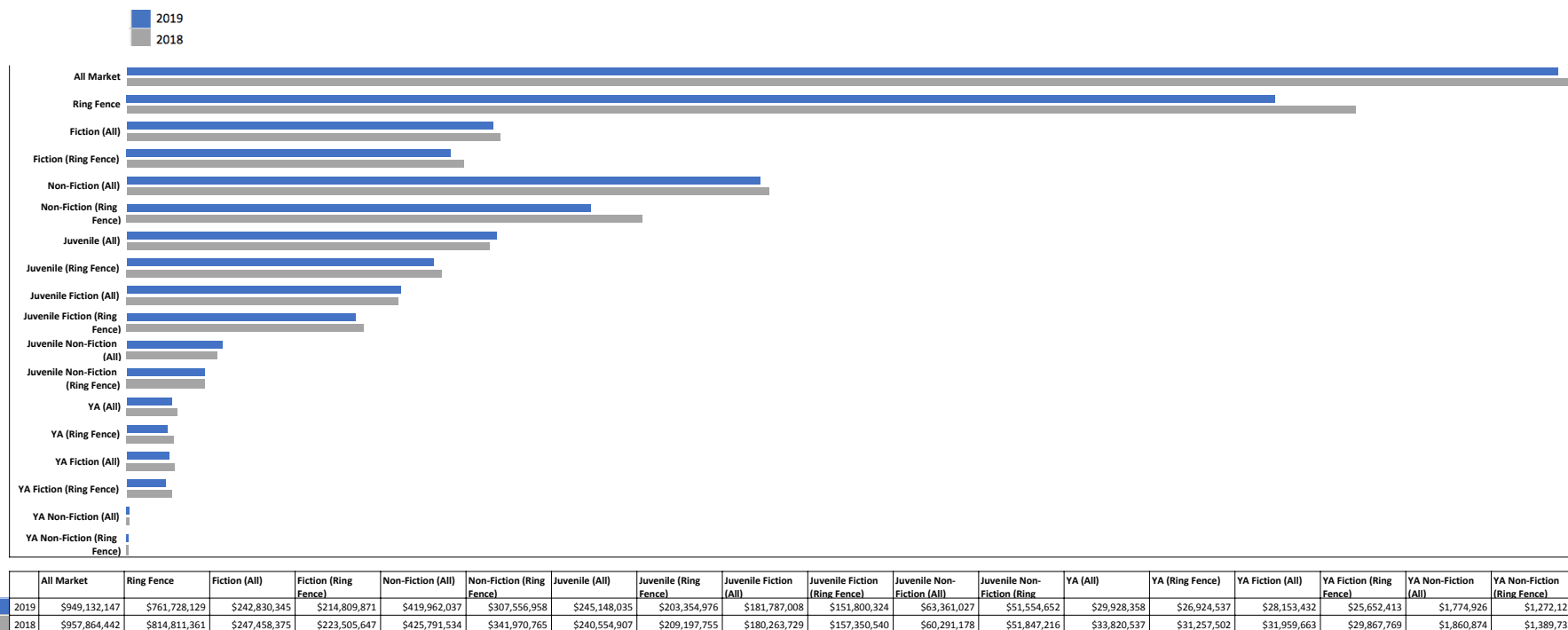
YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 48	2018-12-02	2019-12-01

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