



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

1.2020

December 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 December 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

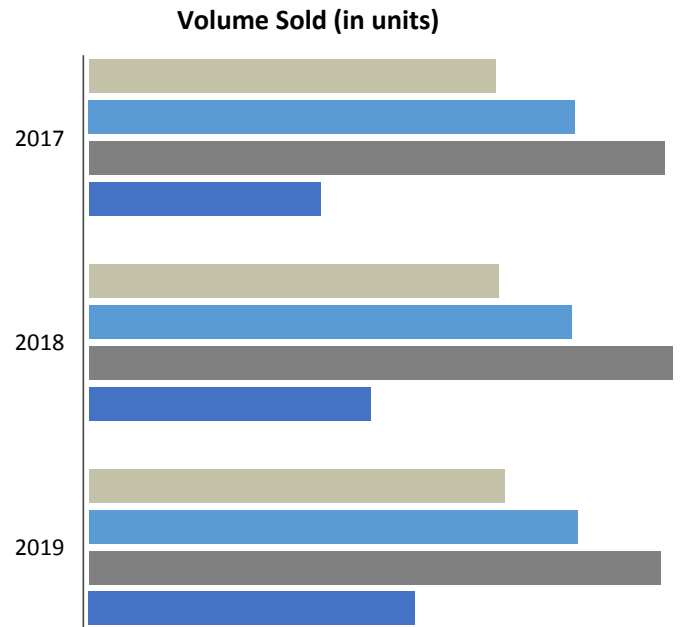
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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:

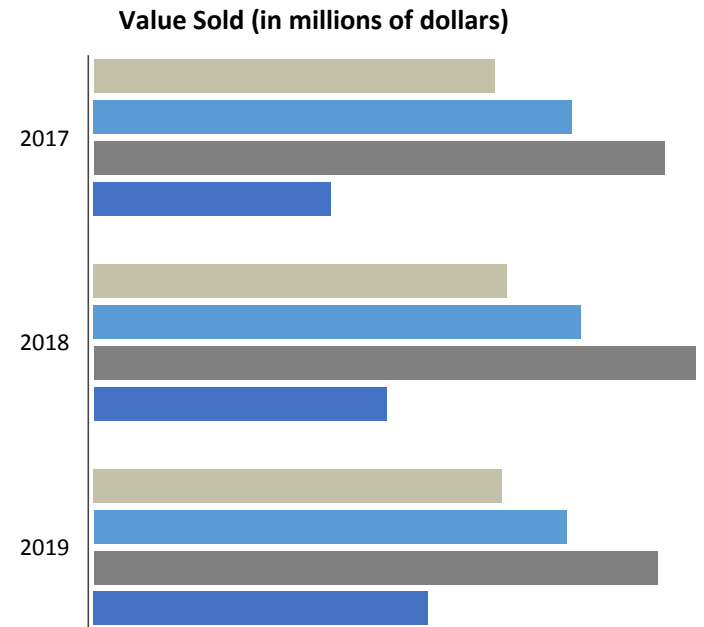
	2017	2018	2019
Week 49	2017-12-10	2018-12-09	2019-12-08
Week 50	2017-12-17	2018-12-16	2019-12-15
Week 51	2017-12-24	2018-12-23	2019-12-22
Week 52	2017-12-31	2018-12-30	2019-12-29

Note:

Christmas occurred in Week 51 in 2017, Week 52 in 2018, and Week 52 in 2019.

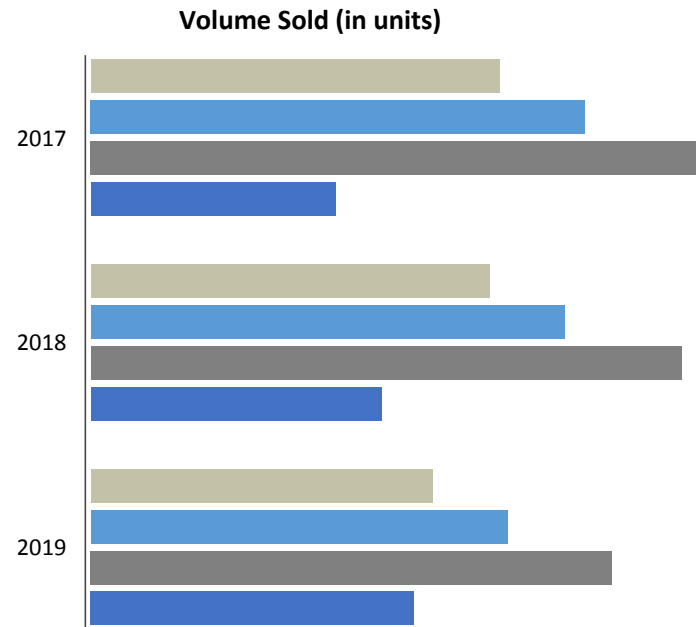
ALL MARKET

		2017	2018	2019
	Week 49	1,873,473	1,889,461	1,916,449
	Week 50	2,240,406	2,224,817	2,250,829
	Week 51	2,653,239	2,691,296	2,634,707
	Week 52	1,067,469	1,299,224	1,503,412
	Total	7,834,587	8,104,798	8,305,397

ALL MARKET

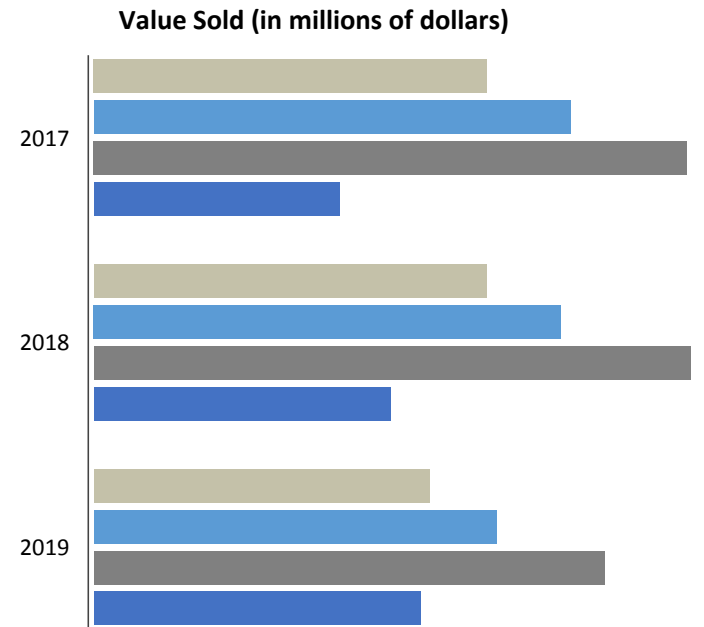
		2017	2018	2019
	Week 49	\$40,239,660	\$41,484,850	\$40,989,703
	Week 50	\$48,029,313	\$48,908,630	\$47,471,264
	Week 51	\$57,299,811	\$60,419,233	\$56,564,187
	Week 52	\$23,816,117	\$29,358,969	\$33,541,931
	Total	\$169,384,901	\$180,171,681	\$178,567,085

RING FENCE MARKET

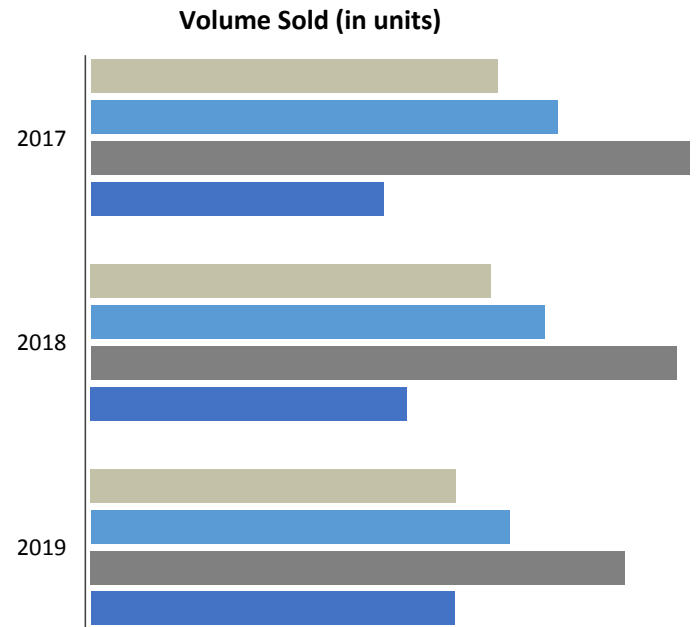


		2017	2018	2019
	Week 49	1,613,274	1,573,664	1,349,643
	Week 50	1,951,675	1,870,556	1,647,099
	Week 51	2,394,514	2,331,739	2,058,942
	Week 52	965,681	1,147,832	1,276,107
	Total	6,925,144	6,923,791	6,331,791

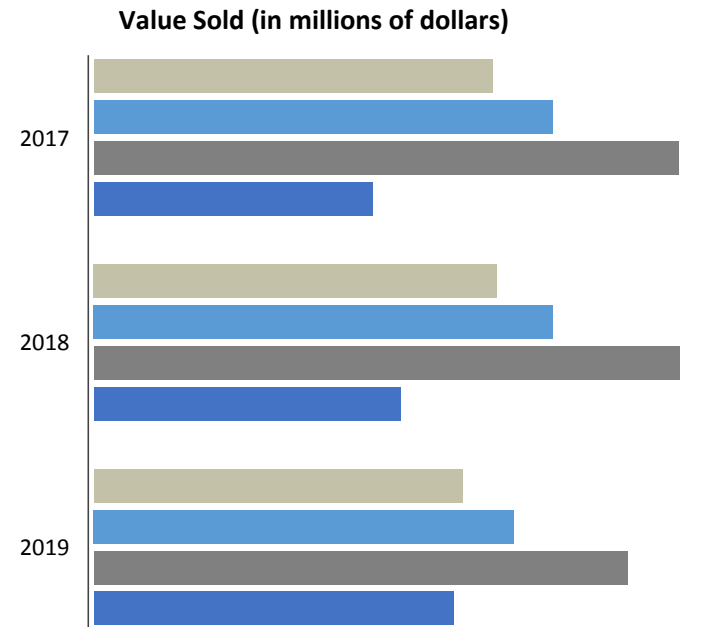
RING FENCE MARKET



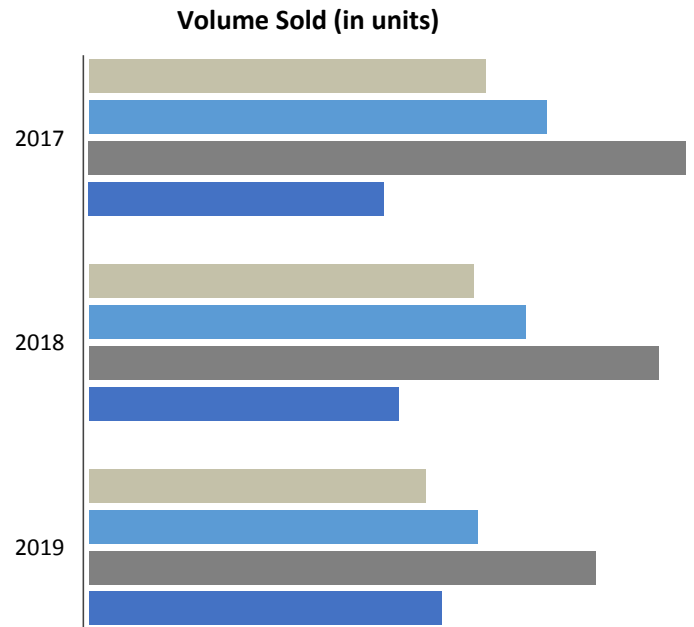
		2017	2018	2019
	Week 49	\$34,308,237	\$34,266,775	\$29,273,042
	Week 50	\$41,578,241	\$40,748,596	\$35,108,404
	Week 51	\$51,742,814	\$52,047,515	\$44,571,377
	Week 52	\$21,447,709	\$25,856,868	\$28,491,032
	Total	\$149,077,001	\$152,919,754	\$137,443,855

FICTION: ALL MARKET

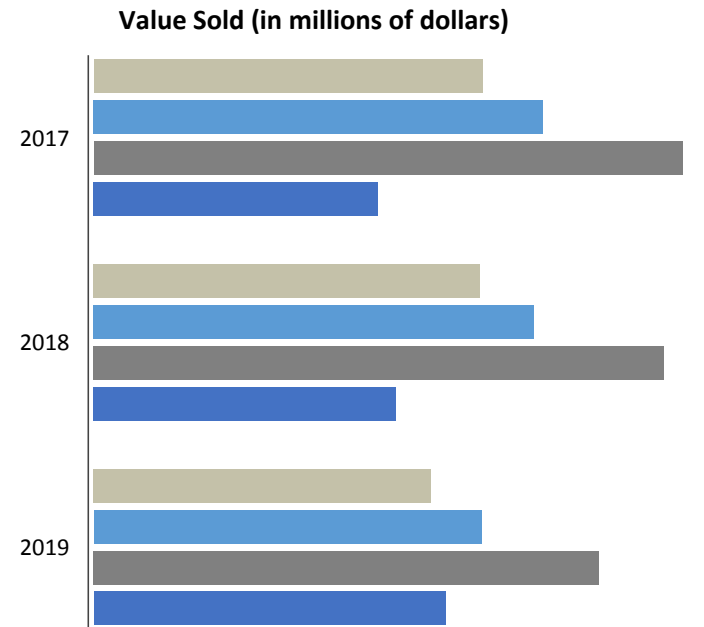
		2017	2018	2019
	Week 49	388,051	381,851	348,595
	Week 50	445,698	433,080	399,334
	Week 51	571,479	559,162	509,803
	Week 52	279,622	301,678	346,843
	Total	1,684,850	1,675,771	1,604,575

FICTION: ALL MARKET

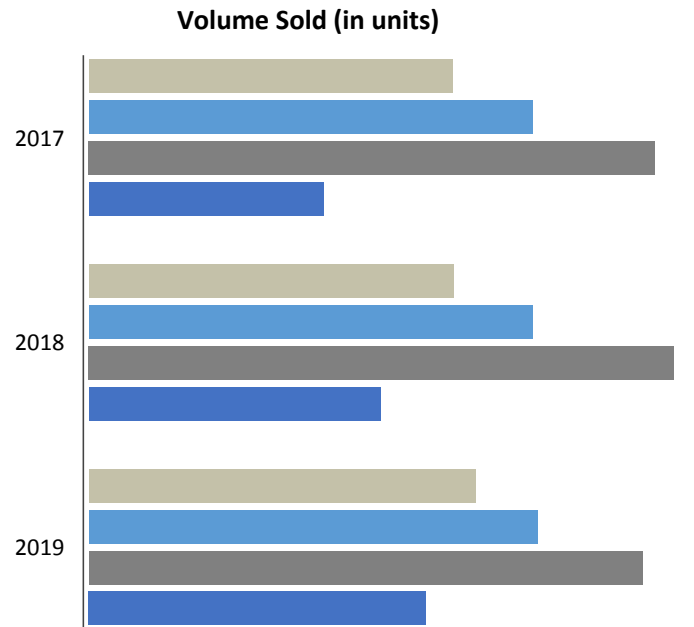
		2017	2018	2019
	Week 49	\$8,529,238	\$8,623,498	\$7,887,925
	Week 50	\$9,809,934	\$9,822,498	\$8,994,737
	Week 51	\$12,515,301	\$12,532,738	\$11,421,107
	Week 52	\$5,965,980	\$6,556,712	\$7,699,870
	Total	\$36,820,453	\$37,535,445	\$36,003,639

FICTION: RING FENCE MARKET

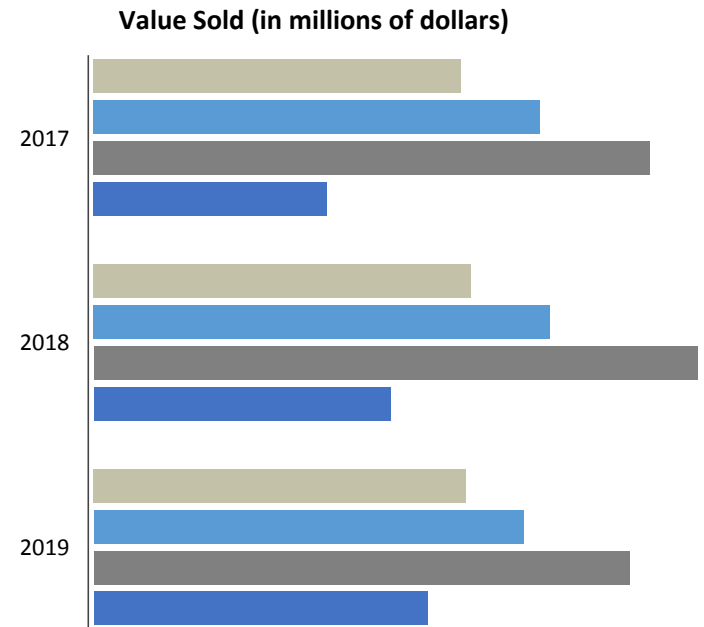
		2017	2018	2019
	Week 49	352,604	341,832	299,061
	Week 50	406,572	388,122	345,304
	Week 51	530,816	506,095	450,305
	Week 52	262,226	275,513	313,406
	Total	1,552,218	1,511,562	1,408,076

FICTION: RING FENCE MARKET

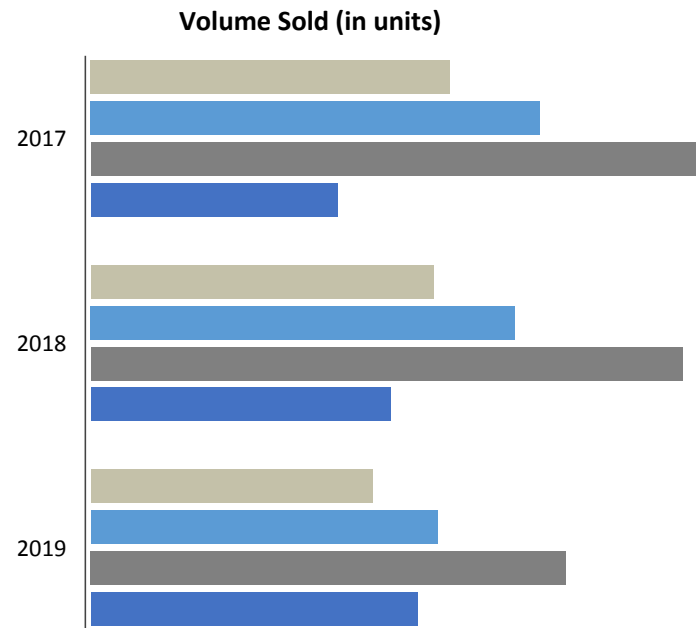
		2017	2018	2019
	Week 49	\$7,673,582	\$7,630,722	\$6,657,146
	Week 50	\$8,874,500	\$8,695,490	\$7,662,650
	Week 51	\$11,622,388	\$11,260,882	\$9,974,273
	Week 52	\$5,611,428	\$5,970,686	\$6,940,405
	Total	\$33,781,898	\$33,557,779	\$31,234,474

NON-FICTION: ALL MARKET

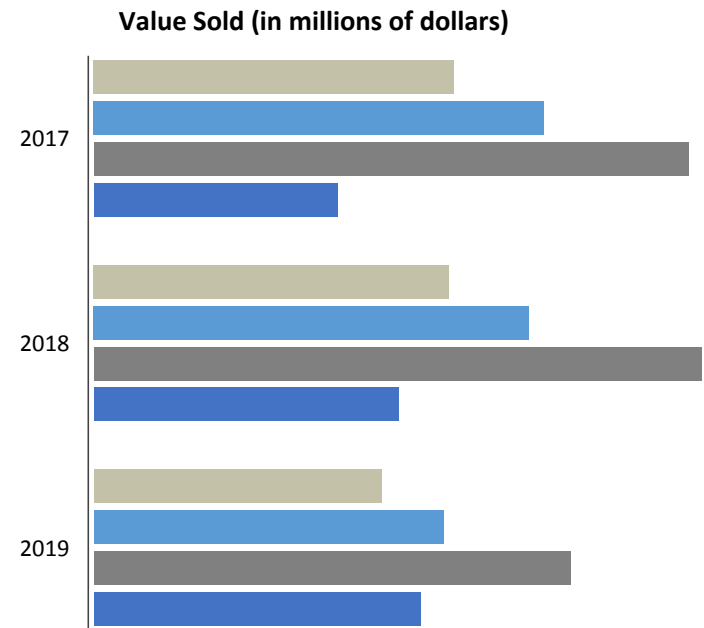
		2017	2018	2019
	Week 49	658,268	660,498	700,137
	Week 50	802,660	803,711	812,004
	Week 51	1,025,001	1,059,178	1,002,867
	Week 52	425,252	527,445	610,270
	Total	2,911,181	3,050,832	3,125,278

NON-FICTION: ALL MARKET

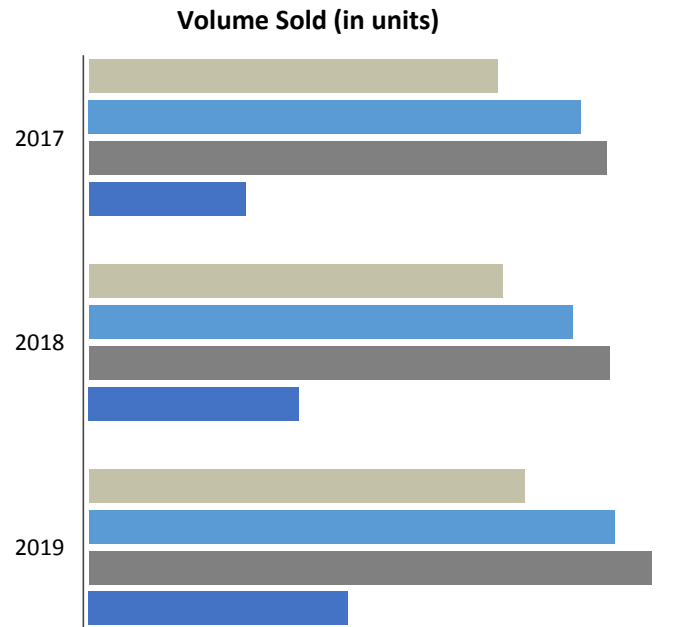
		2017	2018	2019
	Week 49	\$18,733,792	\$19,239,001	\$18,981,268
	Week 50	\$22,768,795	\$23,270,981	\$21,917,704
	Week 51	\$28,371,178	\$30,796,495	\$27,344,201
	Week 52	\$11,907,778	\$15,142,193	\$17,034,682
	Total	\$81,781,542	\$88,448,669	\$85,277,855

NON-FICTION: RING FENCE MARKET

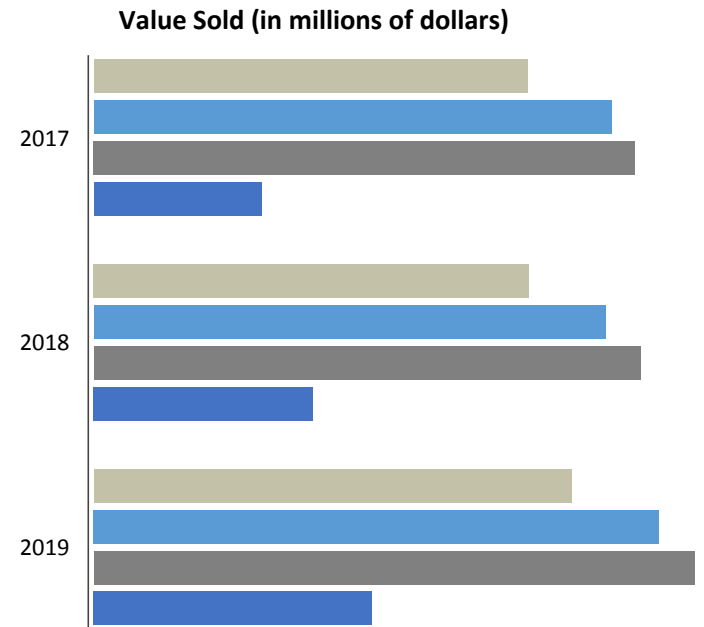
	2017	2018	2019
Week 49	543,974	518,674	426,711
Week 50	680,004	642,198	525,392
Week 51	918,146	896,131	719,414
Week 52	373,509	453,547	494,680
Total	2,515,633	2,510,550	2,166,197

NON-FICTION: RING FENCE MARKET

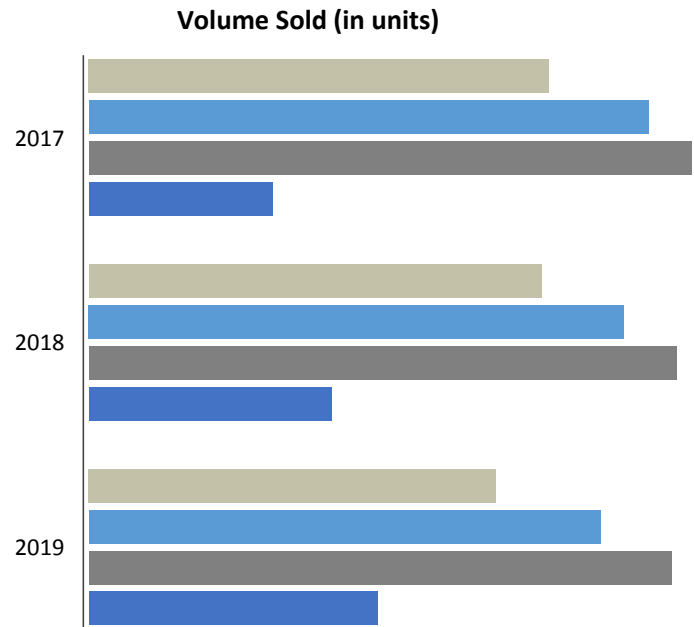
	2017	2018	2019
Week 49	\$15,420,602	\$15,196,549	\$12,318,784
Week 50	\$19,269,097	\$18,625,860	\$14,976,026
Week 51	\$25,442,472	\$25,996,402	\$20,401,517
Week 52	\$10,417,131	\$13,041,000	\$13,979,794
Total	\$70,549,303	\$72,859,810	\$61,676,121

JUVENILE: ALL MARKET

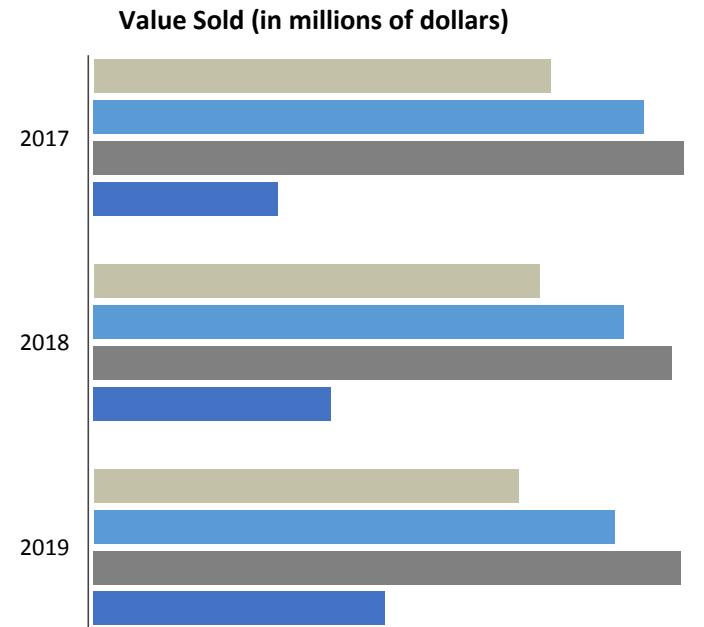
	2017	2018	2019
Week 49	739,701	748,421	788,779
Week 50	891,203	876,068	951,289
Week 51	937,515	943,164	1,018,973
Week 52	283,216	380,535	469,242
Total	2,851,635	2,948,188	3,228,283

JUVENILE: ALL MARKET

	2017	2018	2019
Week 49	\$11,420,446	\$11,460,333	\$12,579,740
Week 50	\$13,625,178	\$13,470,912	\$14,882,254
Week 51	\$14,247,094	\$14,399,115	\$15,817,238
Week 52	\$4,408,316	\$5,772,176	\$7,327,719
Total	\$43,701,035	\$45,102,536	\$50,606,952

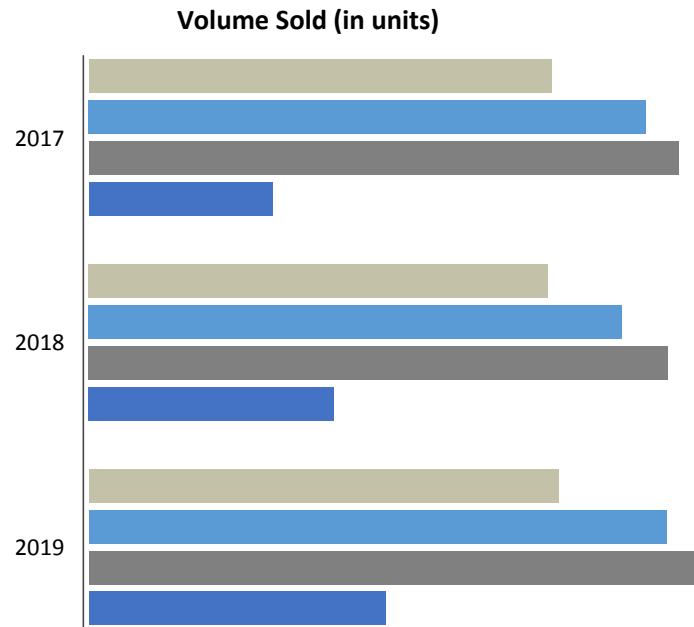
JUVENILE: RING FENCE MARKET

		2017	2018	2019
	Week 49	635,985	626,006	562,700
	Week 50	773,311	739,857	707,276
	Week 51	833,329	812,547	805,470
	Week 52	253,815	335,505	398,906
	Total	2,496,440	2,513,915	2,474,352

JUVENILE: RING FENCE MARKET

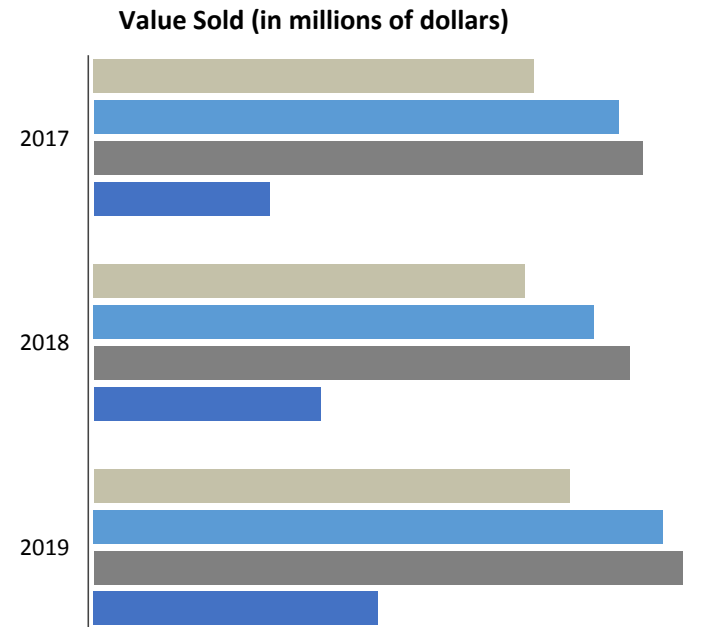
		2017	2018	2019
	Week 49	\$9,776,796	\$9,542,664	\$9,086,488
	Week 50	\$11,772,472	\$11,345,620	\$11,139,709
	Week 51	\$12,631,866	\$12,367,939	\$12,562,770
	Week 52	\$3,940,453	\$5,079,249	\$6,229,745
	Total	\$38,121,587	\$38,335,473	\$39,018,712

JUVENILE FICTION: ALL MARKET



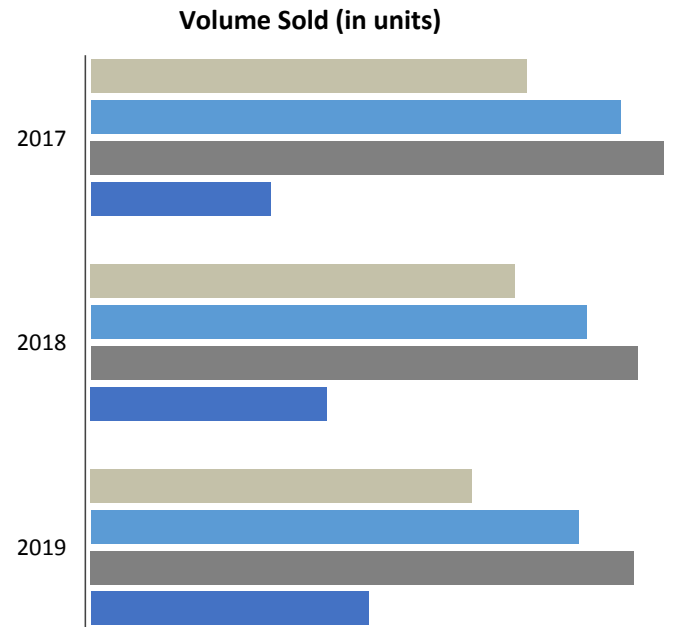
	2017	2018	2019
Week 49	578,299	574,451	587,248
Week 50	697,067	667,014	722,435
Week 51	737,677	724,478	764,501
Week 52	229,650	306,671	370,723
Total	2,242,693	2,272,614	2,444,907

JUVENILE FICTION: ALL MARKET



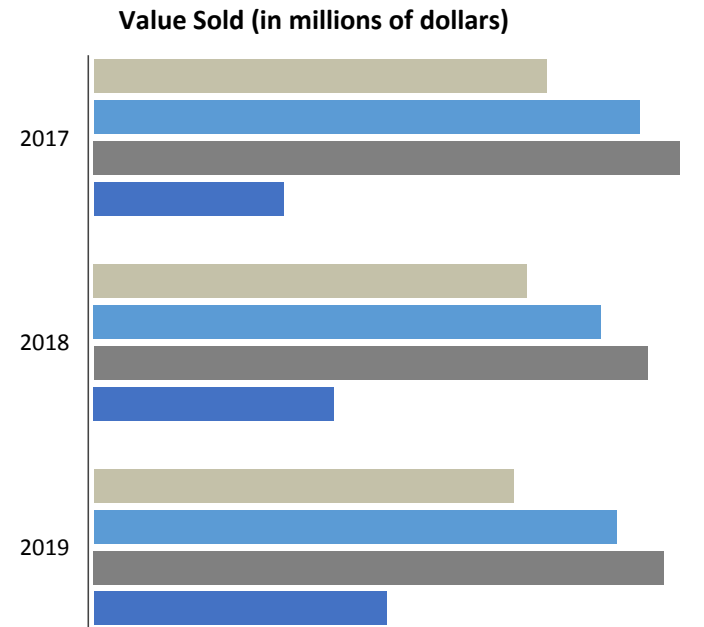
	2017	2018	2019
Week 49	\$8,690,461	\$8,513,381	\$9,389,662
Week 50	\$10,359,031	\$9,878,498	\$11,242,465
Week 51	\$10,832,035	\$10,580,528	\$11,632,839
Week 52	\$3,473,871	\$4,480,742	\$5,615,053
Total	\$33,355,398	\$33,453,150	\$37,880,019

JUVENILE FICTION: RING FENCE MARKET

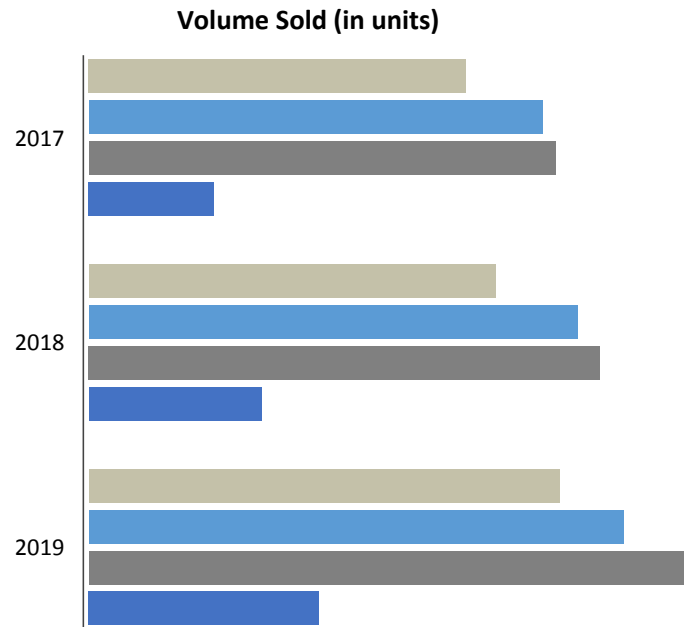


	2017	2018	2019
Week 49	502,321	488,562	439,047
Week 50	610,602	570,903	561,989
Week 51	660,471	629,890	625,693
Week 52	207,227	272,218	319,997
Total	1,980,621	1,961,573	1,946,726

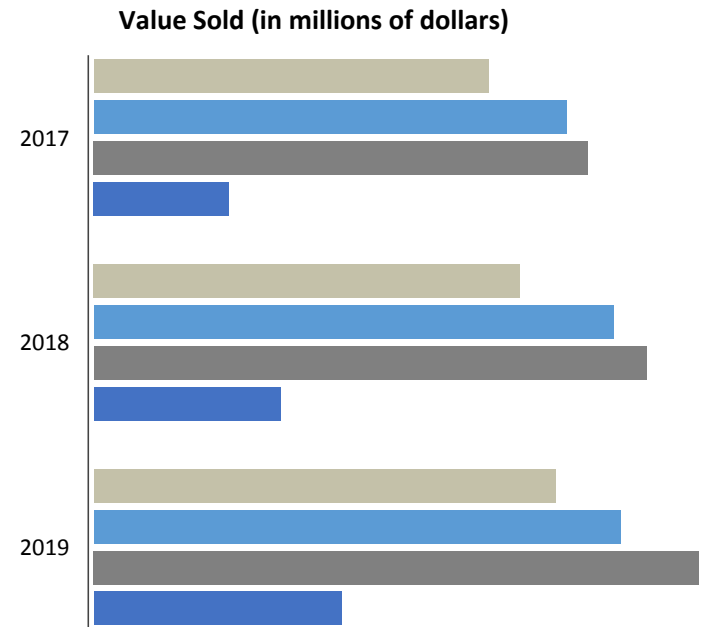
JUVENILE FICTION: RING FENCE MARKET



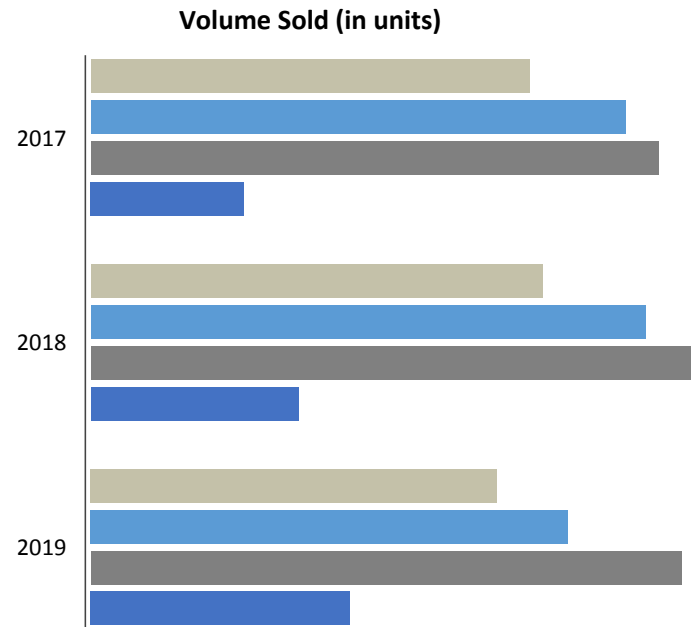
	2017	2018	2019
Week 49	\$7,451,020	\$7,126,947	\$6,910,524
Week 50	\$8,979,481	\$8,344,723	\$8,601,889
Week 51	\$9,644,914	\$9,110,116	\$9,387,947
Week 52	\$3,118,190	\$3,955,275	\$4,815,299
Total	\$29,193,605	\$28,537,061	\$29,715,659

JUVENILE NON-FICTION: ALL MARKET

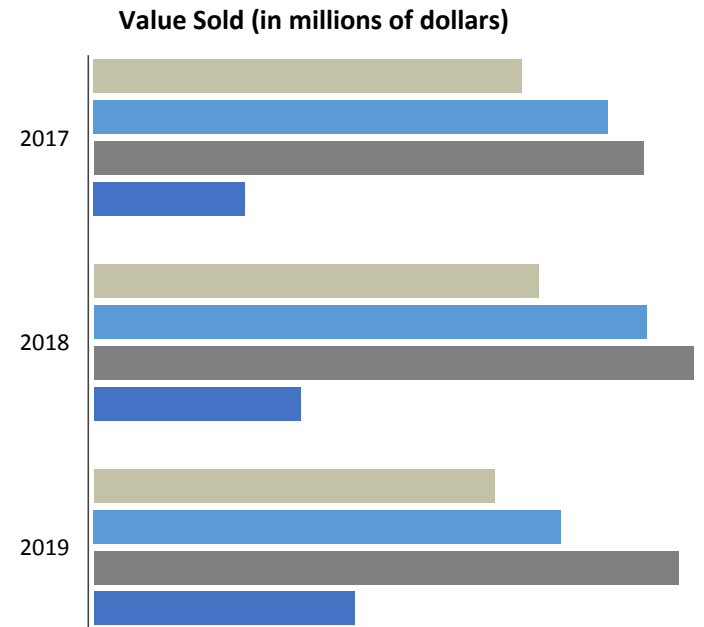
	2017	2018	2019
Week 49	161,402	173,970	201,531
Week 50	194,136	209,054	228,854
Week 51	199,838	218,686	254,472
Week 52	53,566	73,864	98,519
Total	608,942	675,574	783,376

JUVENILE NON-FICTION: ALL MARKET

	2017	2018	2019
Week 49	\$2,729,986	\$2,946,952	\$3,190,079
Week 50	\$3,266,147	\$3,592,413	\$3,639,789
Week 51	\$3,415,059	\$3,818,587	\$4,184,399
Week 52	\$934,446	\$1,291,434	\$1,712,666
Total	\$10,345,637	\$11,649,386	\$12,726,932

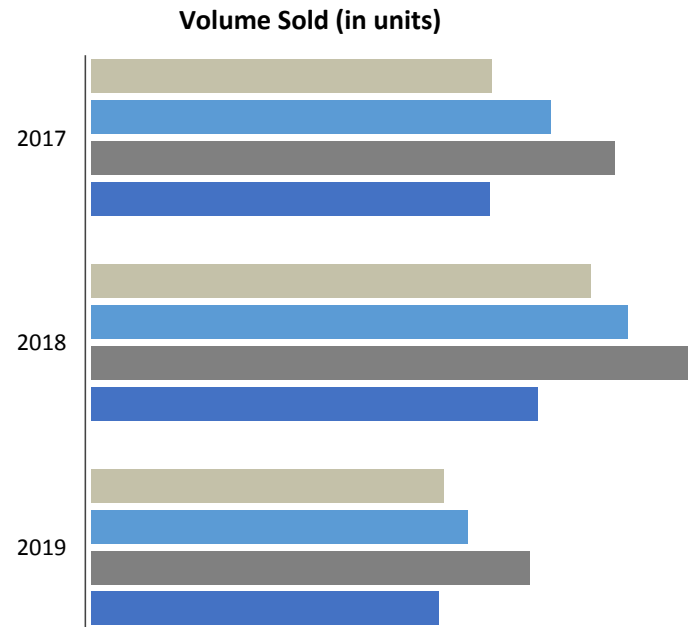
JUVENILE NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 49	133,664	137,444	123,653
	Week 50	162,709	168,954	145,287
	Week 51	172,858	182,657	179,777
	Week 52	46,588	63,287	78,909
	Total	515,819	552,342	527,626

JUVENILE NON-FICTION: RING FENCE MARKET

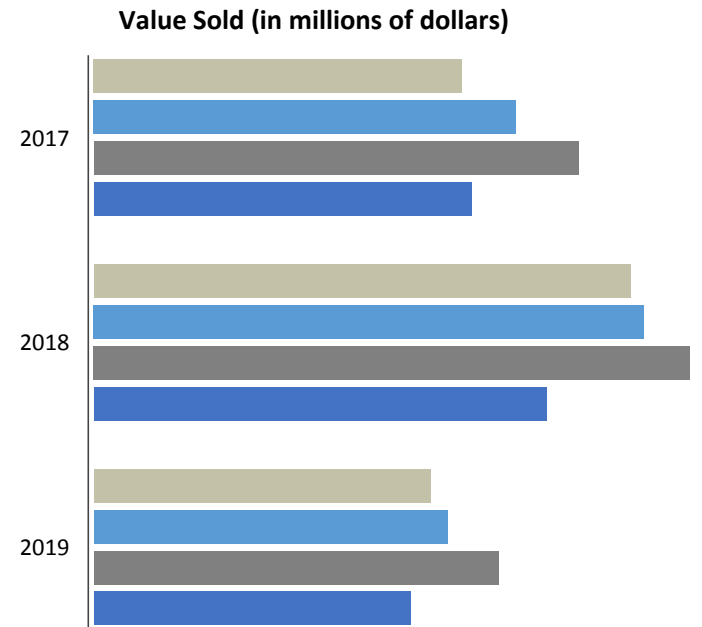
		2017	2018	2019
	Week 49	\$2,325,775	\$2,415,717	\$2,175,964
	Week 50	\$2,792,991	\$3,000,897	\$2,537,820
	Week 51	\$2,986,953	\$3,257,823	\$3,174,822
	Week 52	\$822,263	\$1,123,974	\$1,414,446
	Total	\$8,927,982	\$9,798,411	\$9,303,053

YOUNG ADULT: ALL MARKET

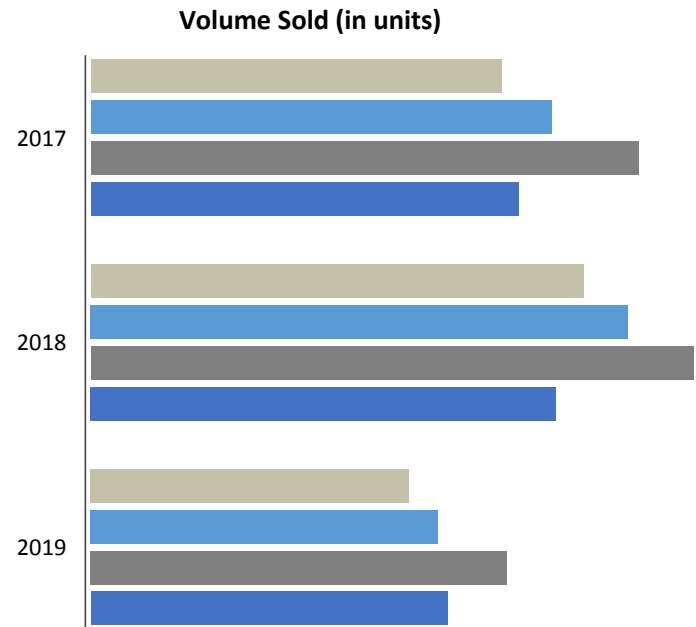


		2017	2018	2019
	Week 49	54,072	67,394	47,602
	Week 50	62,022	72,447	50,869
	Week 51	70,641	80,512	59,154
	Week 52	53,832	60,265	46,924
	Total	240,567	280,618	204,549

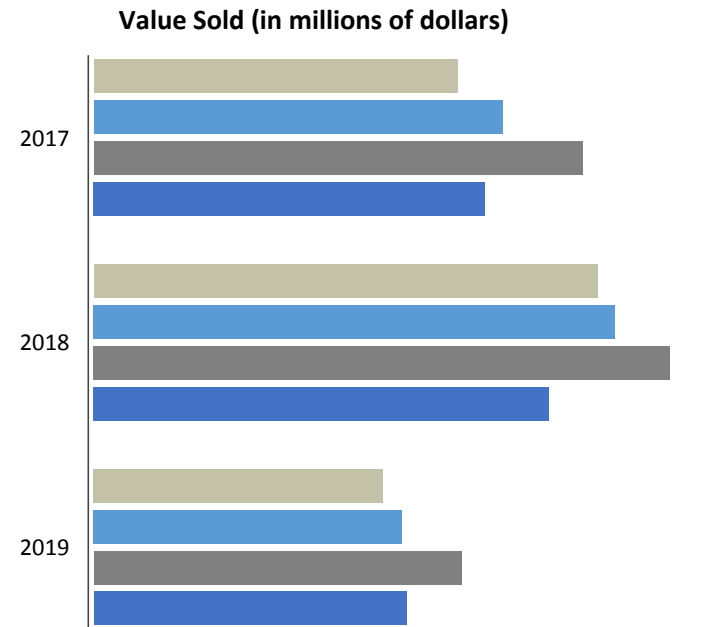
YOUNG ADULT: ALL MARKET



		2017	2018	2019
	Week 49	\$1,091,374	\$1,590,717	\$997,692
	Week 50	\$1,250,388	\$1,630,286	\$1,047,931
	Week 51	\$1,436,476	\$1,765,998	\$1,198,518
	Week 52	\$1,119,124	\$1,341,880	\$938,768
	Total	\$4,897,362	\$6,328,881	\$4,182,909

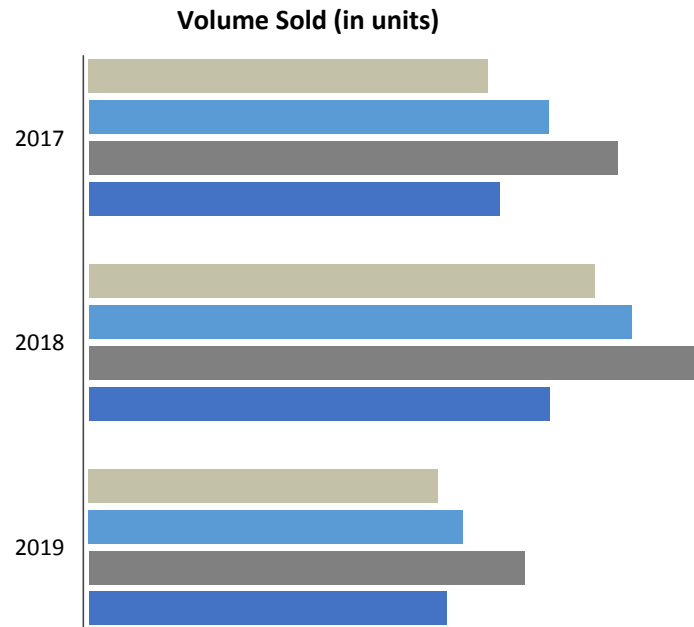
YOUNG ADULT: RING FENCE MARKET

	2017	2018	2019
Week 49	50,707	60,850	39,263
Week 50	56,901	66,308	42,844
Week 51	67,606	74,413	51,383
Week 52	52,761	57,424	44,062
Total	227,975	258,995	177,552

YOUNG ADULT: RING FENCE MARKET

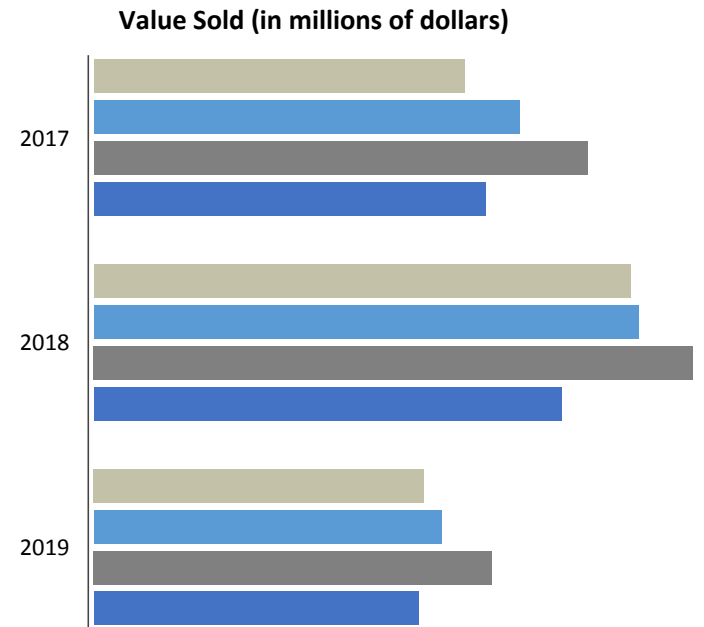
	2017	2018	2019
Week 49	\$1,017,532	\$1,409,516	\$809,535
Week 50	\$1,143,432	\$1,458,687	\$862,507
Week 51	\$1,367,644	\$1,612,124	\$1,028,441
Week 52	\$1,094,997	\$1,273,353	\$875,744
Total	\$4,623,606	\$5,753,680	\$3,576,227

YOUNG ADULT FICTION: ALL MARKET



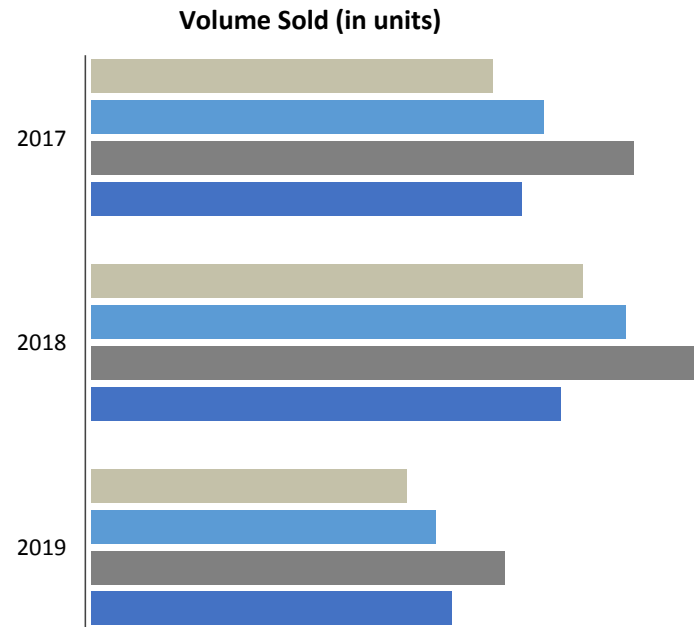
		2017	2018	2019
	Week 49	51,243	64,949	44,832
	Week 50	59,034	69,627	48,036
	Week 51	67,846	77,892	55,947
	Week 52	52,720	59,157	45,900
	Total	230,843	271,625	194,715

YOUNG ADULT FICTION: ALL MARKET



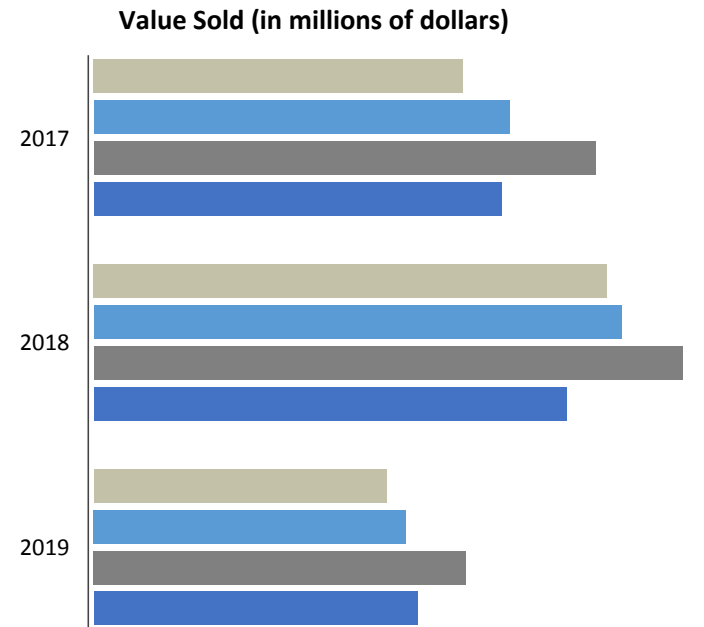
		2017	2018	2019
	Week 49	\$1,037,534	\$1,501,816	\$924,405
	Week 50	\$1,191,243	\$1,523,764	\$973,521
	Week 51	\$1,382,057	\$1,677,013	\$1,113,851
	Week 52	\$1,096,192	\$1,308,239	\$908,545
	Total	\$4,707,026	\$6,010,832	\$3,920,322

YOUNG ADULT FICTION: RING FENCE MARKET

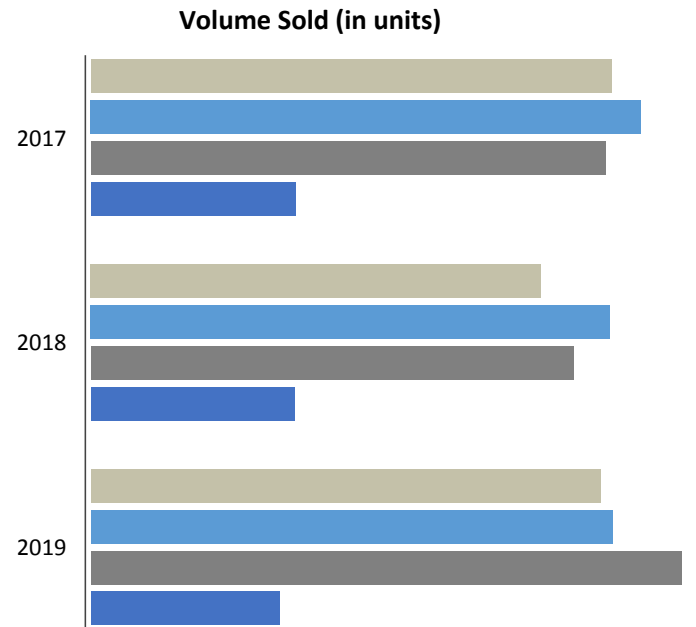


		2017	2018	2019
	Week 49	48,297	59,111	37,936
	Week 50	54,418	64,233	41,371
	Week 51	65,176	72,443	49,728
	Week 52	51,764	56,446	43,313
	Total	219,655	252,233	172,348

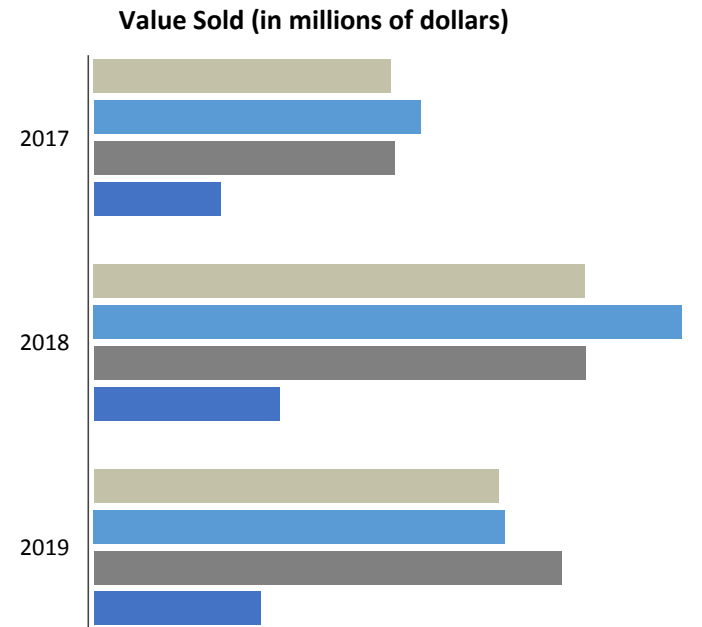
YOUNG ADULT FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 49	\$971,920	\$1,351,180	\$771,340
	Week 50	\$1,095,314	\$1,390,193	\$821,909
	Week 51	\$1,321,195	\$1,549,808	\$980,160
	Week 52	\$1,074,230	\$1,244,582	\$852,921
	Total	\$4,462,659	\$5,535,762	\$3,426,331

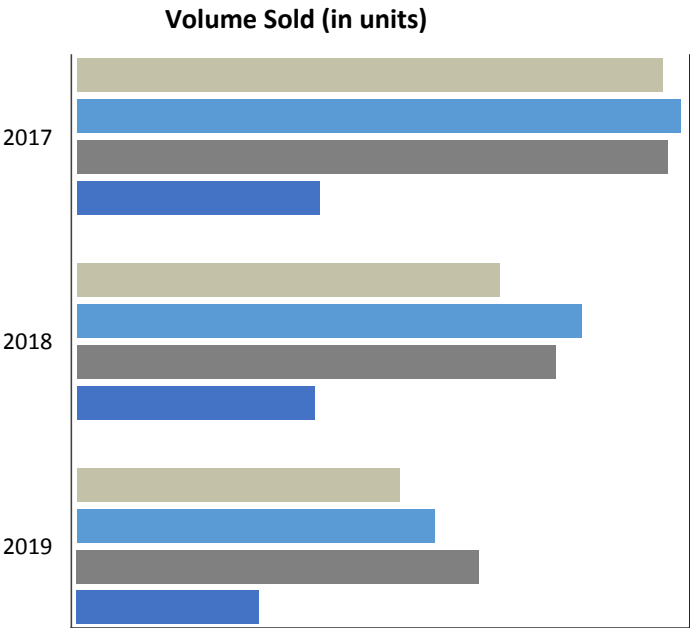
YOUNG ADULT NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 49	2,829	2,445	2,770
	Week 50	2,988	2,820	2,833
	Week 51	2,795	2,620	3,207
	Week 52	1,112	1,108	1,024
	Total	9,724	8,993	9,834

YOUNG ADULT NON-FICTION: ALL MARKET

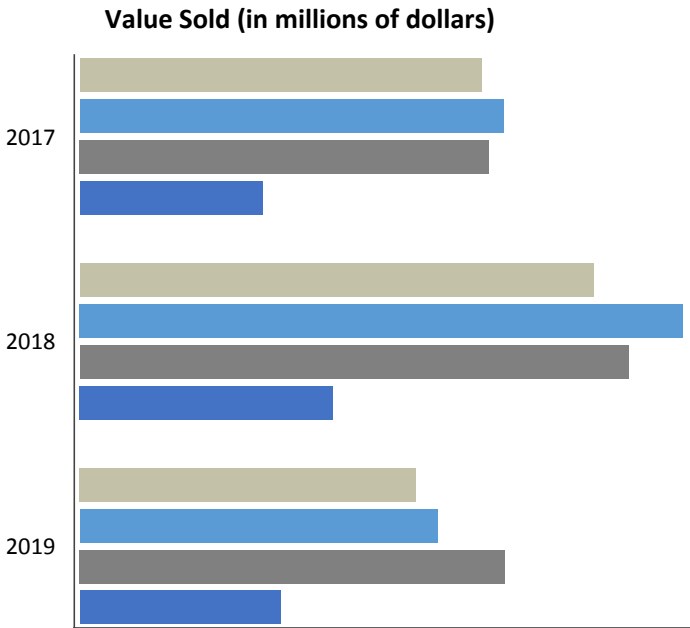
		2017	2018	2019
	Week 49	\$53,840	\$88,901	\$73,288
	Week 50	\$59,145	\$106,522	\$74,410
	Week 51	\$54,418	\$88,985	\$84,667
	Week 52	\$22,932	\$33,641	\$30,223
	Total	\$190,336	\$318,049	\$262,587

YOUNG ADULT NON-FICTION: RING FENCE MARKET



	2017	2018	2019
 Week 49	2,410	1,739	1,327
 Week 50	2,483	2,075	1,473
 Week 51	2,430	1,970	1,655
 Week 52	997	978	749
Total	8,320	6,762	5,204

YOUNG ADULT NON-FICTION: RING FENCE MARKET



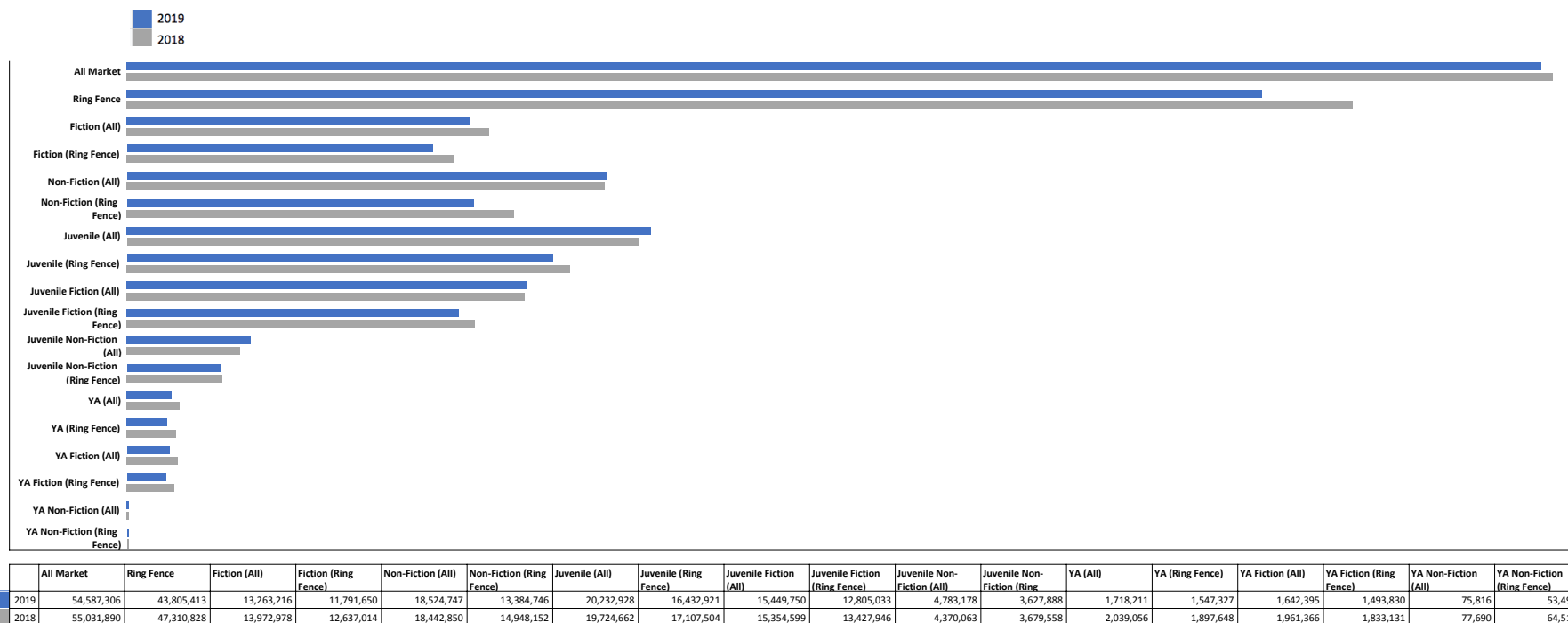
	2017	2018	2019
 Week 49	\$45,612	\$58,336	\$38,195
 Week 50	\$48,118	\$68,493	\$40,598
 Week 51	\$46,449	\$62,317	\$48,281
 Week 52	\$20,767	\$28,772	\$22,823
Total	\$160,946	\$217,918	\$149,896

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2018	2019
Week 52	2018-12-30	2019-12-29

Volume Sold Year-to-Date



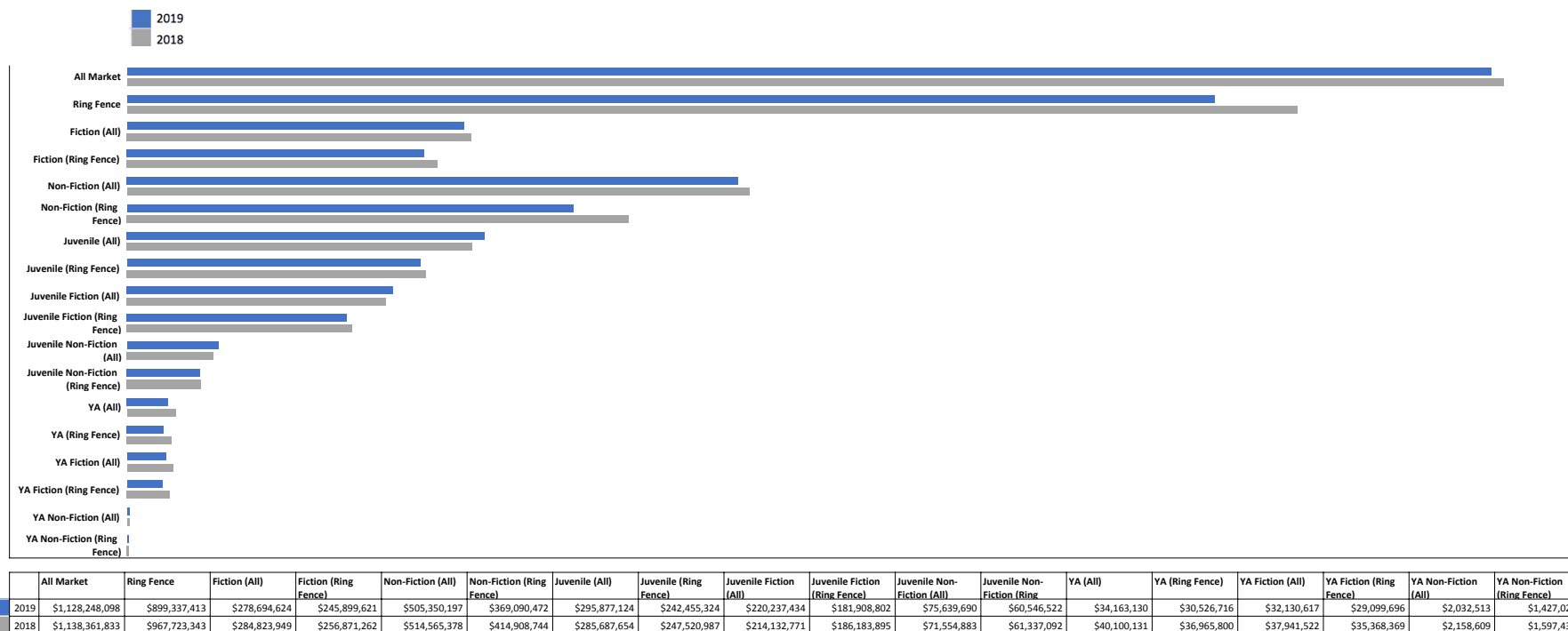
YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 52	2018-12-30	2019-12-29

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