



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

2.2020

January 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 January in the years 2018 to 2020. 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

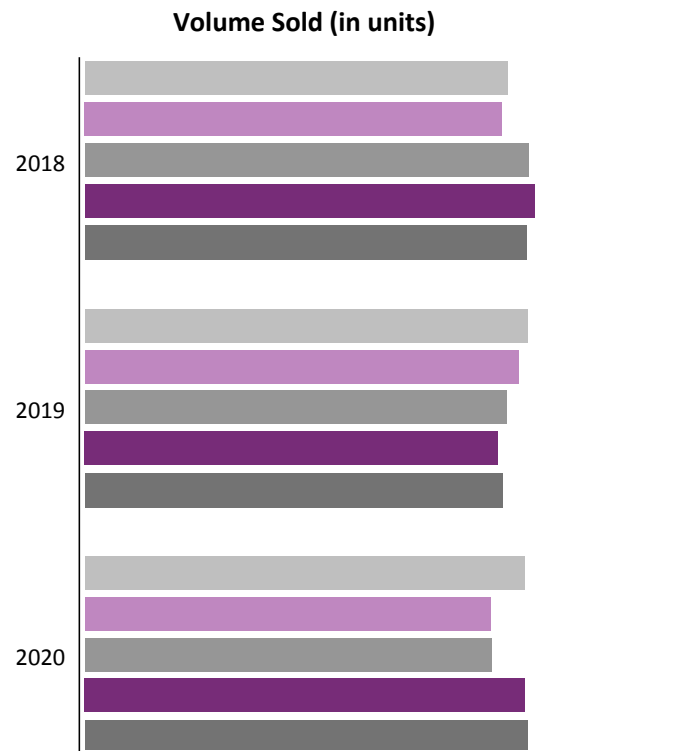
Report Weeks

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 2020.

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

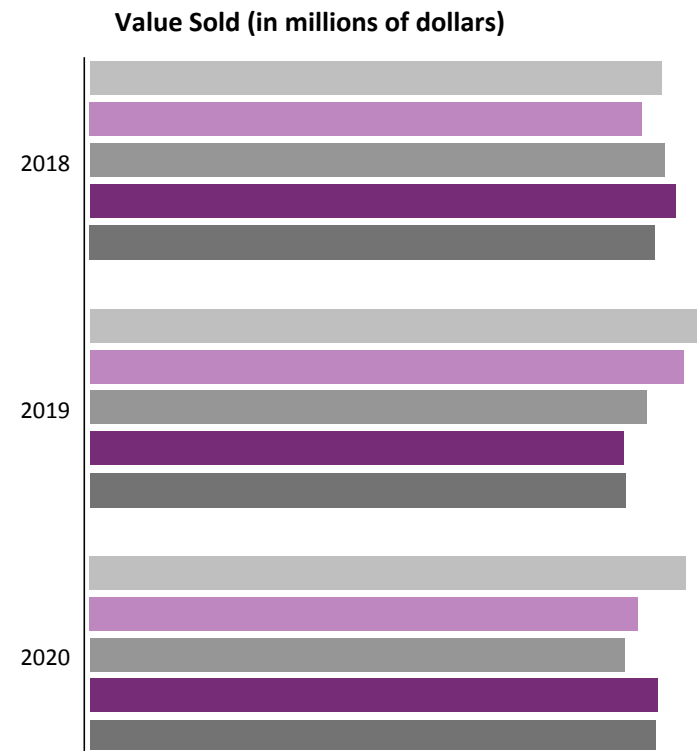
	2018	2019	2020
Week 1	2018-01-07	2019-01-06	2020-01-05
Week 2	2018-01-14	2019-01-13	2020-01-12
Week 3	2018-01-21	2019-01-20	2020-01-19
Week 4	2018-01-28	2019-01-27	2020-01-26
Week 5	2018-02-04	2019-02-03	2020-02-02

ALL MARKET



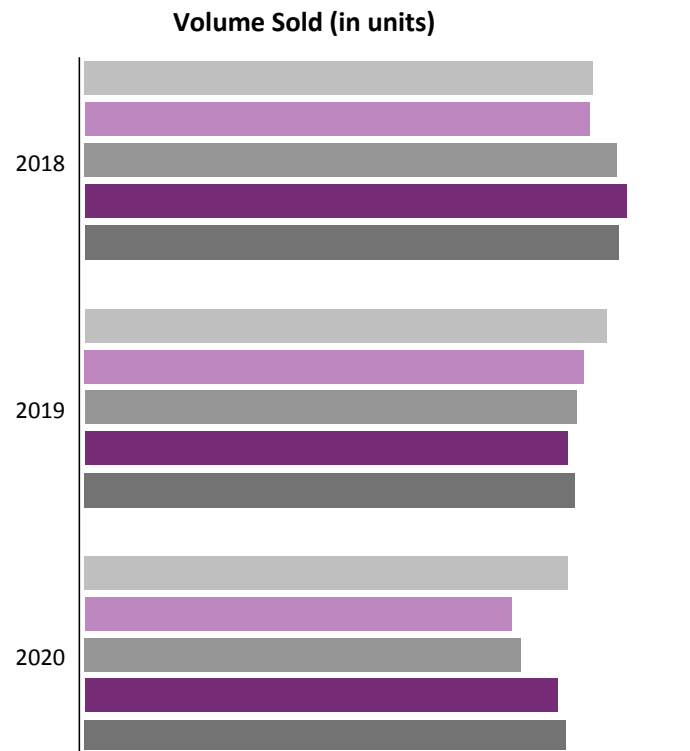
		2018	2019	2020
	Week 1	868,839	910,912	905,074
	Week 2	857,942	891,665	834,397
	Week 3	912,129	867,000	836,131
	Week 4	924,988	849,795	905,643
	Week 5	909,292	858,911	911,229
	Total	4,473,190	4,378,283	4,392,474

ALL MARKET



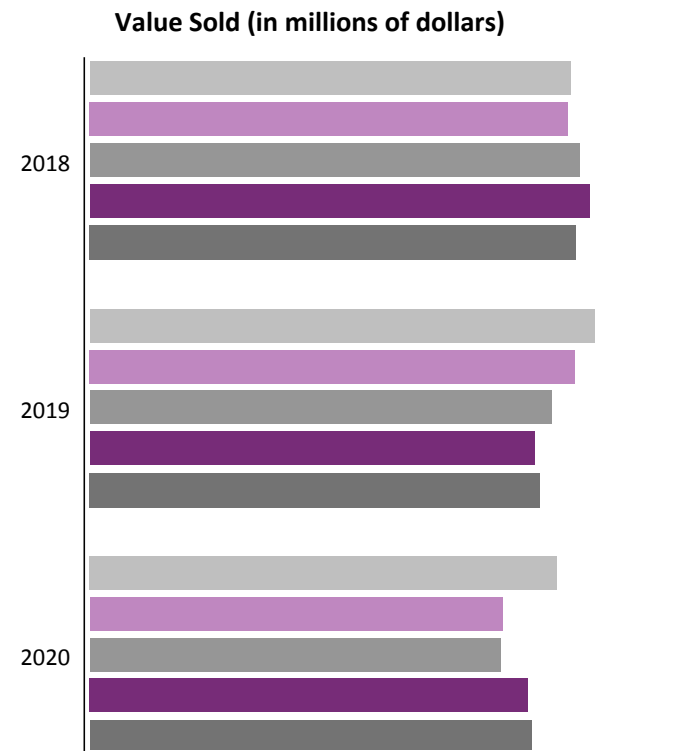
		2018	2019	2020
	Week 1	\$18,816,687	\$19,970,706	\$19,623,024
	Week 2	\$18,176,302	\$19,538,762	\$18,045,845
	Week 3	\$18,907,870	\$18,321,825	\$17,593,571
	Week 4	\$19,280,171	\$17,576,148	\$18,683,034
	Week 5	\$18,605,407	\$17,634,822	\$18,617,719
	Total	\$93,786,437	\$93,042,263	\$92,563,193

RING FENCE MARKET



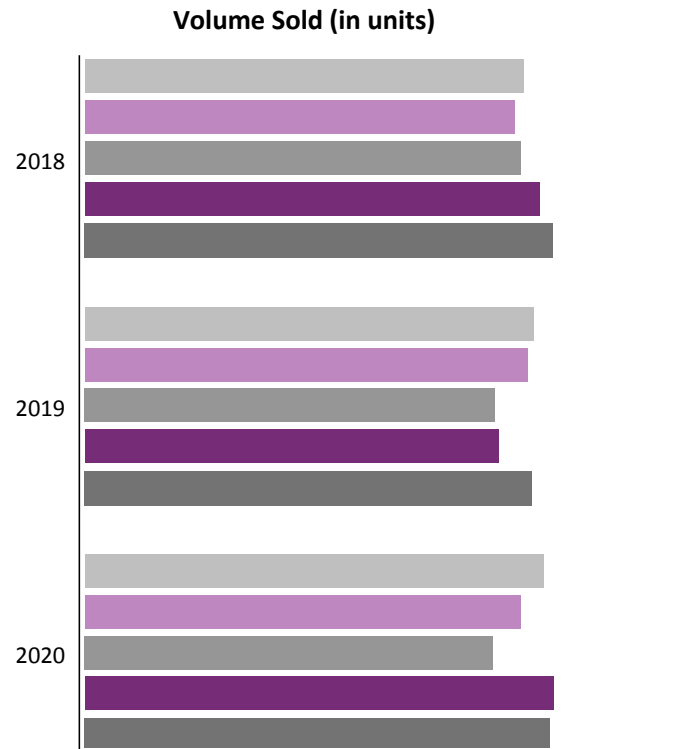
		2018	2019	2020
	Week 1	752,820	772,718	715,676
	Week 2	747,102	739,248	632,505
	Week 3	788,462	727,923	646,002
	Week 4	802,496	714,836	699,685
	Week 5	790,038	726,034	712,879
	Total	3,880,918	3,680,759	3,406,747

RING FENCE MARKET



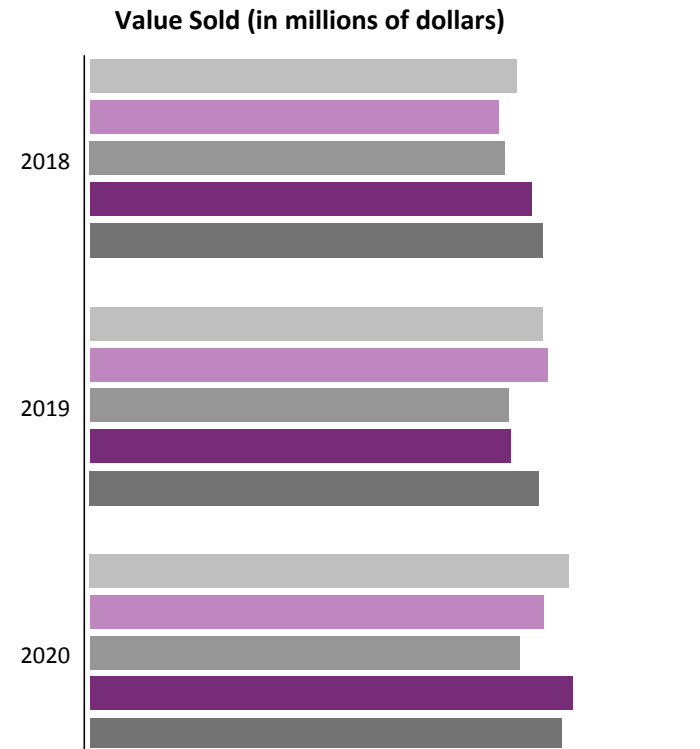
		2018	2019	2020
	Week 1	\$15,832,452	\$16,612,306	\$15,378,391
	Week 2	\$15,737,476	\$15,975,660	\$13,592,193
	Week 3	\$16,123,207	\$15,207,116	\$13,522,991
	Week 4	\$16,454,425	\$14,638,498	\$14,419,308
	Week 5	\$16,001,525	\$14,822,992	\$14,539,775
	Total	\$80,149,086	\$77,256,572	\$71,452,657

FICTION: ALL MARKET



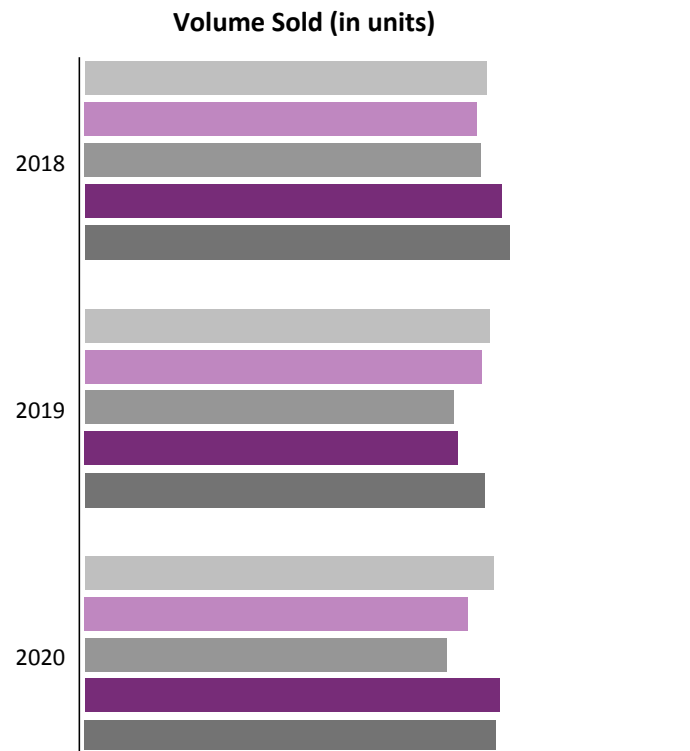
		2018	2019	2020
	Week 1	216,567	221,368	226,593
	Week 2	211,979	218,525	215,126
	Week 3	215,095	202,519	201,509
	Week 4	224,641	204,079	231,471
	Week 5	231,083	220,771	229,604
	Total	1,099,365	1,067,262	1,104,303

FICTION: ALL MARKET



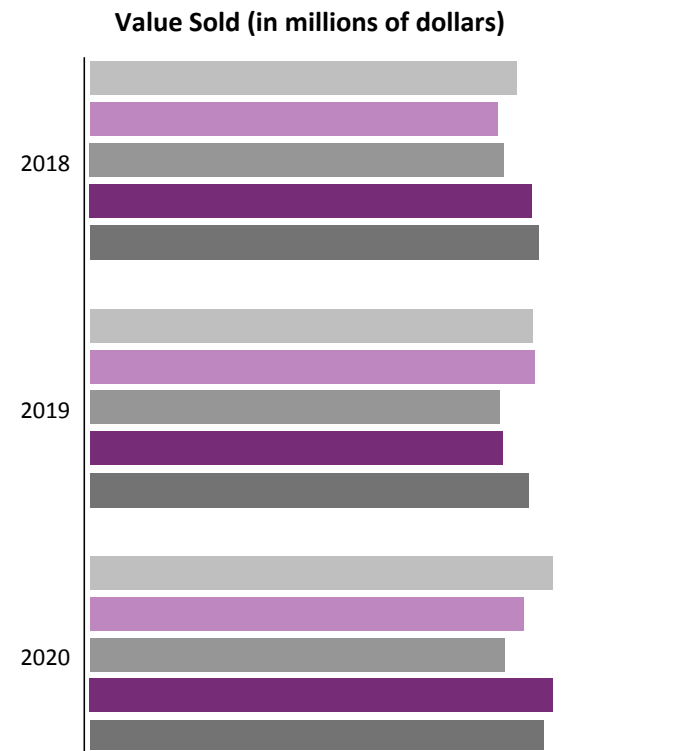
		2018	2019	2020
	Week 1	\$4,214,651	\$4,470,558	\$4,732,183
	Week 2	\$4,037,034	\$4,520,486	\$4,477,762
	Week 3	\$4,099,767	\$4,137,522	\$4,241,949
	Week 4	\$4,360,317	\$4,152,307	\$4,766,610
	Week 5	\$4,468,682	\$4,436,469	\$4,660,954
	Total	\$21,180,450	\$21,717,344	\$22,879,458

FICTION: RING FENCE MARKET



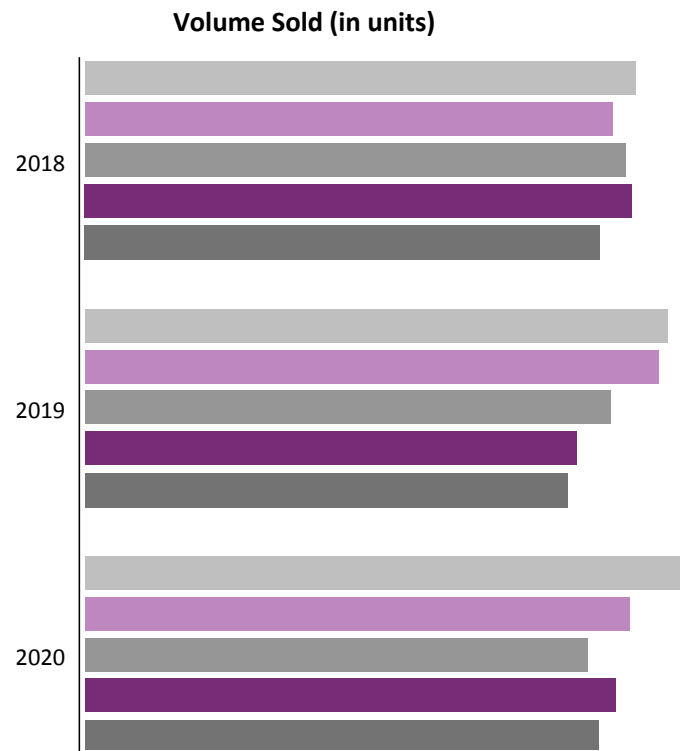
		2018	2019	2020
	Week 1	198,443	199,951	201,785
	Week 2	193,678	195,691	189,170
	Week 3	195,634	182,100	178,638
	Week 4	205,583	184,179	204,769
	Week 5	209,584	197,277	203,008
	Total	1,002,922	959,198	977,370

FICTION: RING FENCE MARKET



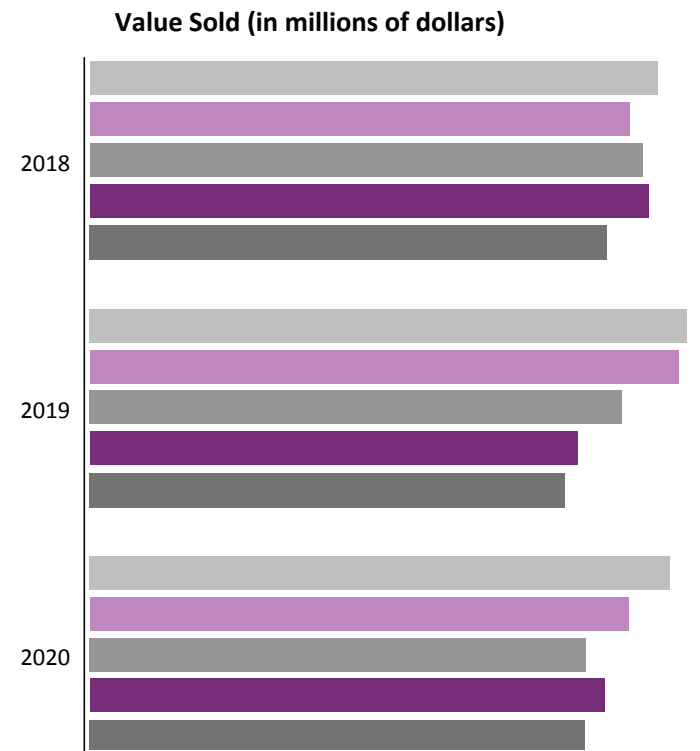
		2018	2019	2020
	Week 1	\$3,862,545	\$4,004,936	\$4,187,958
	Week 2	\$3,689,819	\$4,024,620	\$3,925,015
	Week 3	\$3,748,242	\$3,711,285	\$3,754,767
	Week 4	\$4,002,195	\$3,734,973	\$4,192,021
	Week 5	\$4,061,677	\$3,972,289	\$4,104,798
	Total	\$19,364,478	\$19,448,103	\$20,164,558

NON-FICTION: ALL MARKET



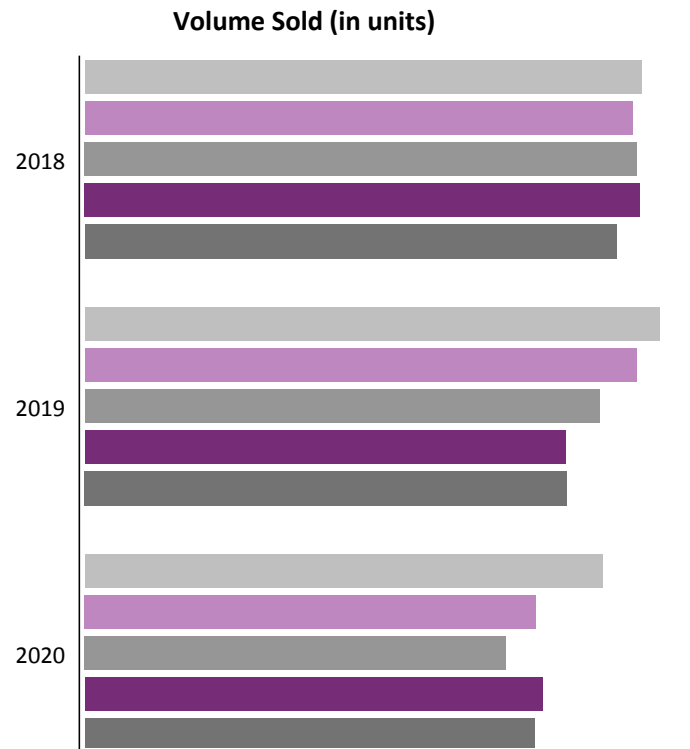
	2018	2019	2020
Week 1	344,568	364,366	371,689
Week 2	330,023	358,878	340,716
Week 3	338,294	328,903	314,207
Week 4	342,214	307,390	331,908
Week 5	322,200	301,709	321,236
Total	1,677,299	1,661,246	1,679,756

NON-FICTION: ALL MARKET



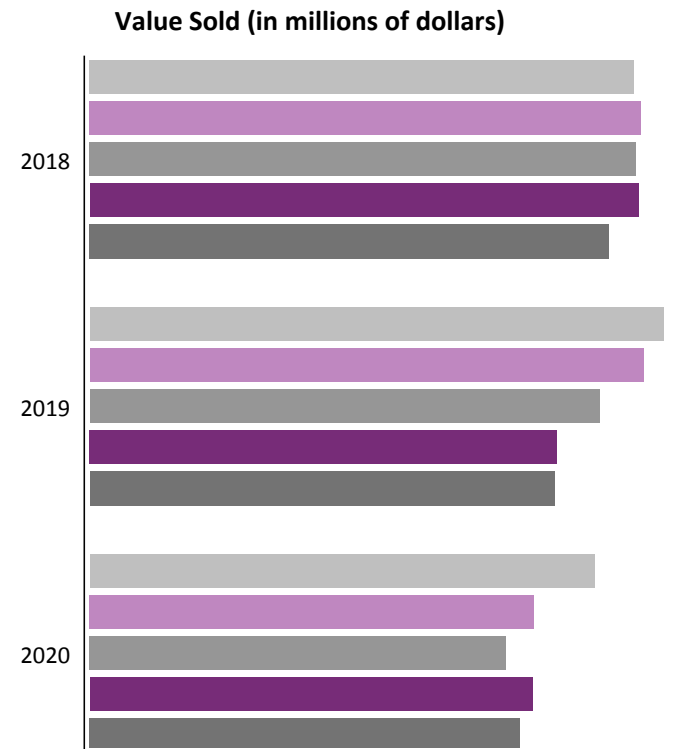
	2018	2019	2020
Week 1	\$9,813,145	\$10,322,487	\$10,028,927
Week 2	\$9,327,858	\$10,171,528	\$9,309,434
Week 3	\$9,555,181	\$9,194,500	\$8,576,072
Week 4	\$9,654,933	\$8,432,540	\$8,899,833
Week 5	\$8,937,034	\$8,213,821	\$8,560,163
Total	\$47,288,151	\$46,334,875	\$45,374,429

NON-FICTION: RING FENCE MARKET



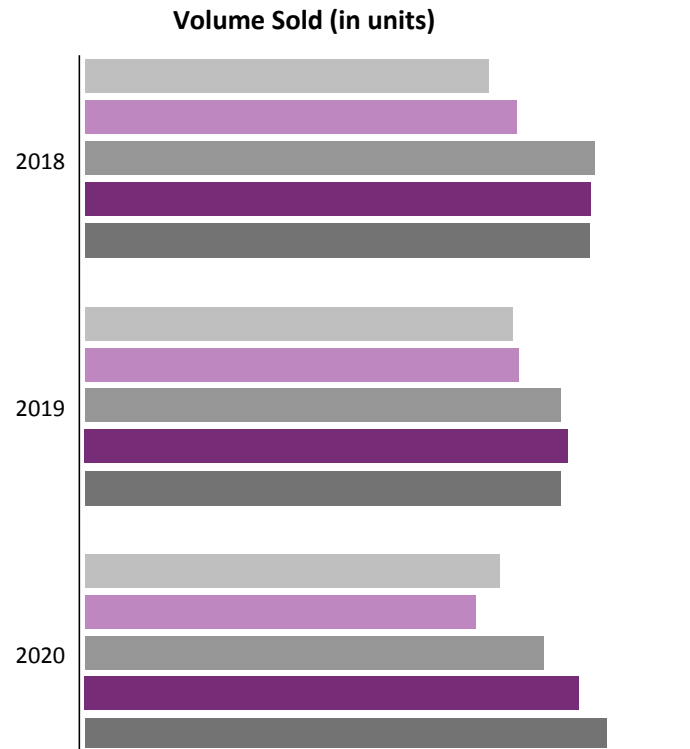
	2018	2019	2020
Week 1	275,024	283,873	255,732
Week 2	270,486	272,466	222,791
Week 3	272,645	253,936	207,958
Week 4	274,070	237,328	225,949
Week 5	262,344	238,027	221,911
Total	1,354,569	1,285,630	1,134,341

NON-FICTION: RING FENCE MARKET



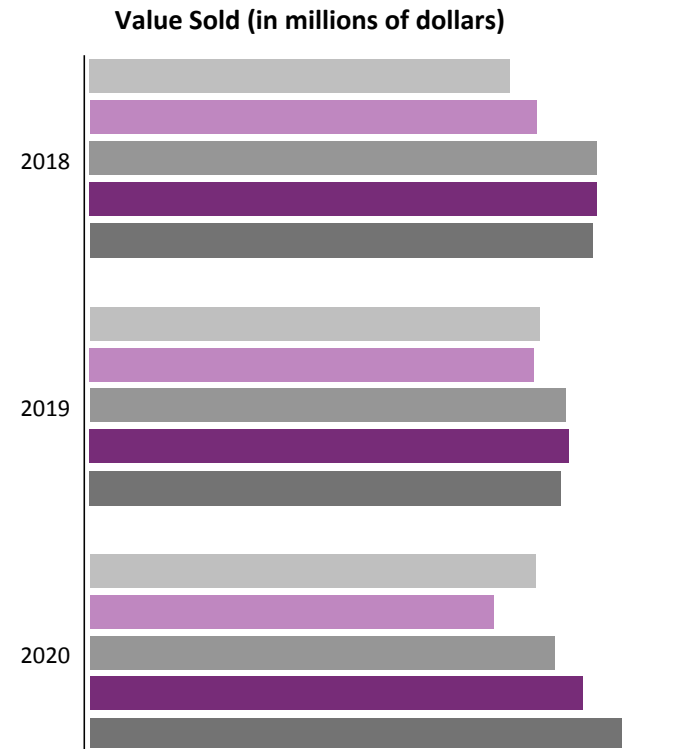
	2018	2019	2020
Week 1	\$7,613,098	\$8,024,577	\$7,058,588
Week 2	\$7,712,905	\$7,749,637	\$6,212,971
Week 3	\$7,641,407	\$7,127,524	\$5,823,343
Week 4	\$7,679,977	\$6,533,422	\$6,191,623
Week 5	\$7,263,754	\$6,501,665	\$6,016,916
Total	\$37,911,141	\$35,936,824	\$31,303,441

JUVENILE: ALL MARKET



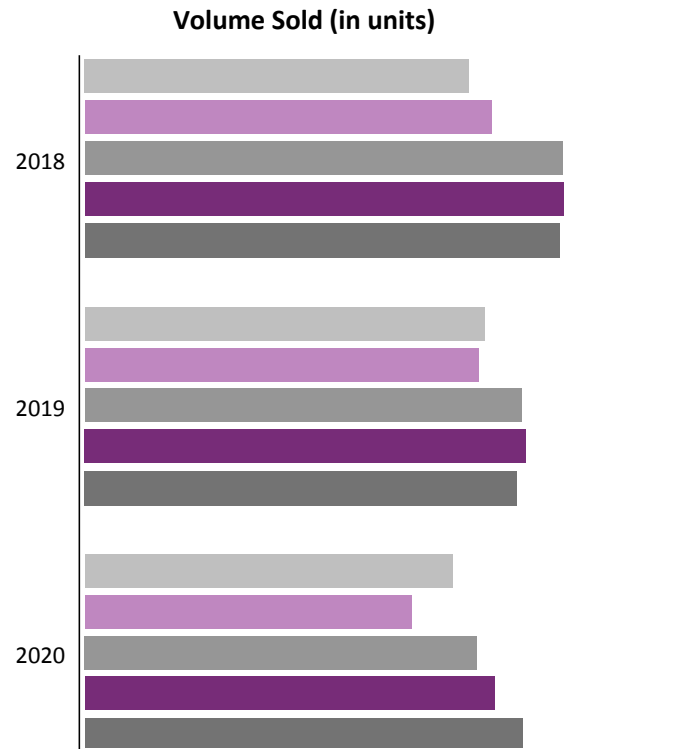
		2018	2019	2020
	Week 1	245,907	260,532	252,581
	Week 2	262,931	264,102	238,014
	Week 3	310,171	289,684	279,445
	Week 4	307,719	294,253	300,953
	Week 5	307,485	289,615	317,577
	Total	1,434,213	1,398,186	1,388,570

JUVENILE: ALL MARKET



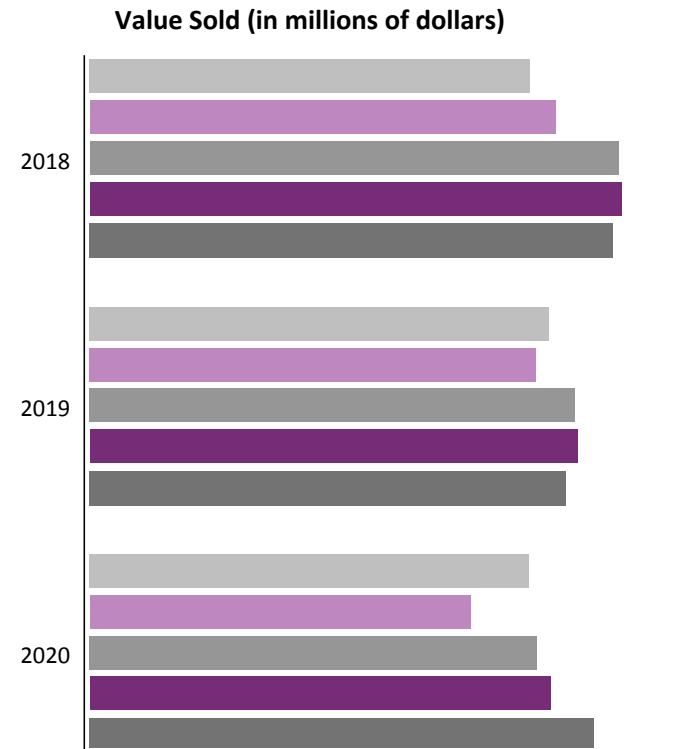
		2018	2019	2020
	Week 1	\$3,631,428	\$3,885,203	\$3,850,209
	Week 2	\$3,858,404	\$3,837,148	\$3,489,919
	Week 3	\$4,381,458	\$4,112,360	\$4,015,927
	Week 4	\$4,382,713	\$4,141,375	\$4,259,082
	Week 5	\$4,341,236	\$4,070,544	\$4,594,698
	Total	\$20,595,239	\$20,046,629	\$20,209,836

JUVENILE: RING FENCE MARKET



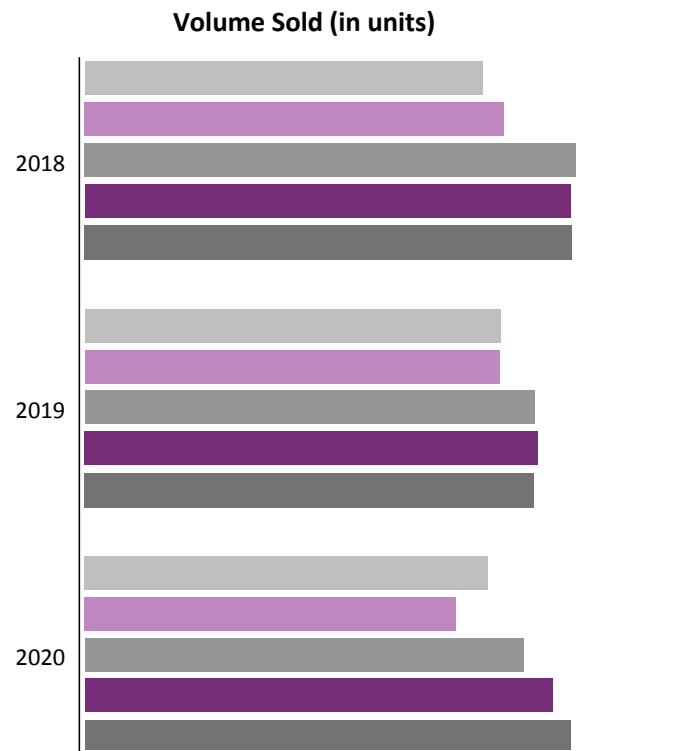
		2018	2019	2020
	Week 1	221,234	230,345	211,835
	Week 2	234,210	226,948	188,070
	Week 3	275,175	251,596	225,953
	Week 4	275,526	254,181	235,855
	Week 5	273,240	248,970	252,291
	Total	1,279,385	1,212,040	1,114,004

JUVENILE: RING FENCE MARKET



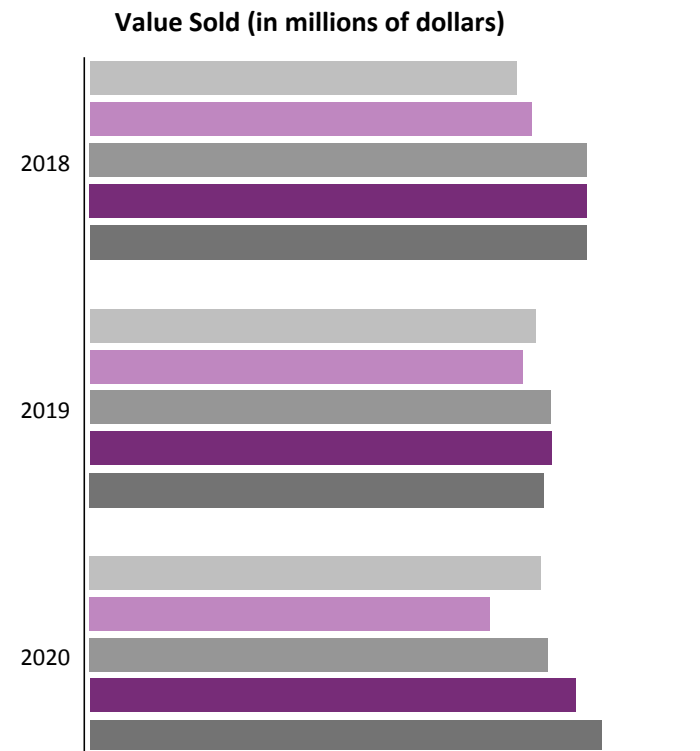
		2018	2019	2020
	Week 1	\$3,259,887	\$3,399,698	\$3,251,498
	Week 2	\$3,448,843	\$3,303,860	\$2,817,857
	Week 3	\$3,916,883	\$3,593,248	\$3,313,540
	Week 4	\$3,938,973	\$3,613,799	\$3,411,041
	Week 5	\$3,874,335	\$3,528,068	\$3,734,183
	Total	\$18,438,921	\$17,438,673	\$16,528,118

JUVENILE FICTION: ALL MARKET



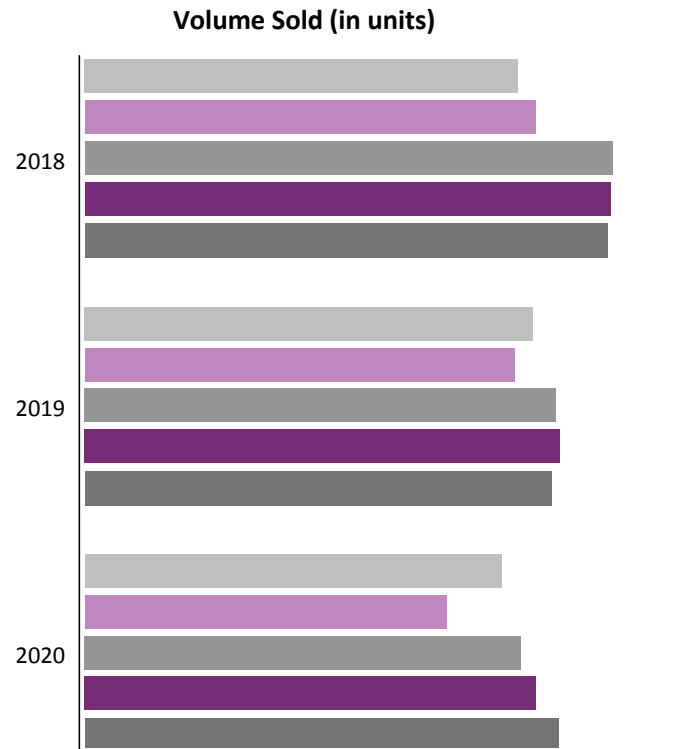
		2018	2019	2020
	Week 1	196,406	205,172	199,028
	Week 2	207,000	204,580	183,284
	Week 3	242,471	222,188	216,576
	Week 4	239,944	223,808	231,025
	Week 5	240,567	221,743	239,769
	Total	1,126,388	1,077,491	1,069,682

JUVENILE FICTION: ALL MARKET



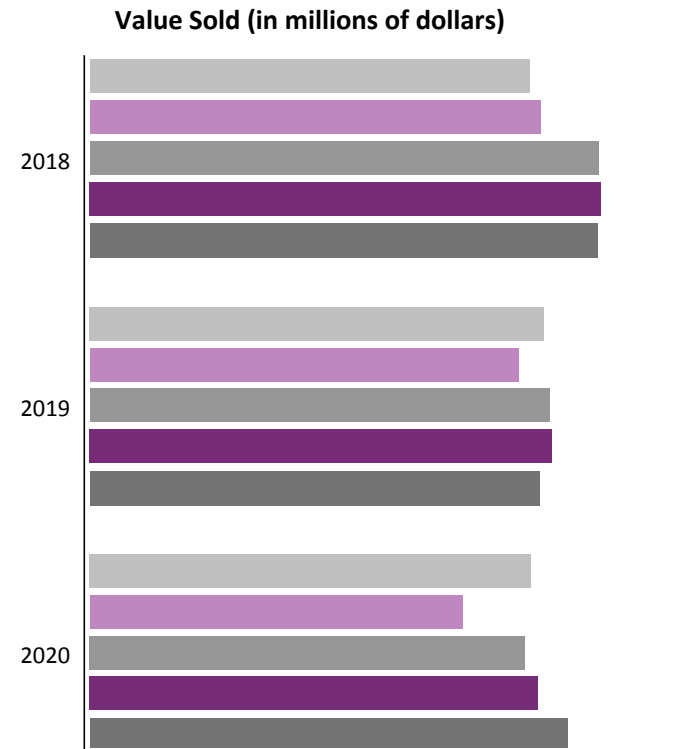
		2018	2019	2020
	Week 1	\$2,810,114	\$2,935,849	\$2,970,972
	Week 2	\$2,906,714	\$2,846,963	\$2,635,919
	Week 3	\$3,272,283	\$3,031,776	\$3,017,374
	Week 4	\$3,274,175	\$3,041,331	\$3,199,128
	Week 5	\$3,271,835	\$2,989,299	\$3,367,810
	Total	\$15,535,122	\$14,845,219	\$15,191,203

JUVENILE FICTION: RING FENCE MARKET



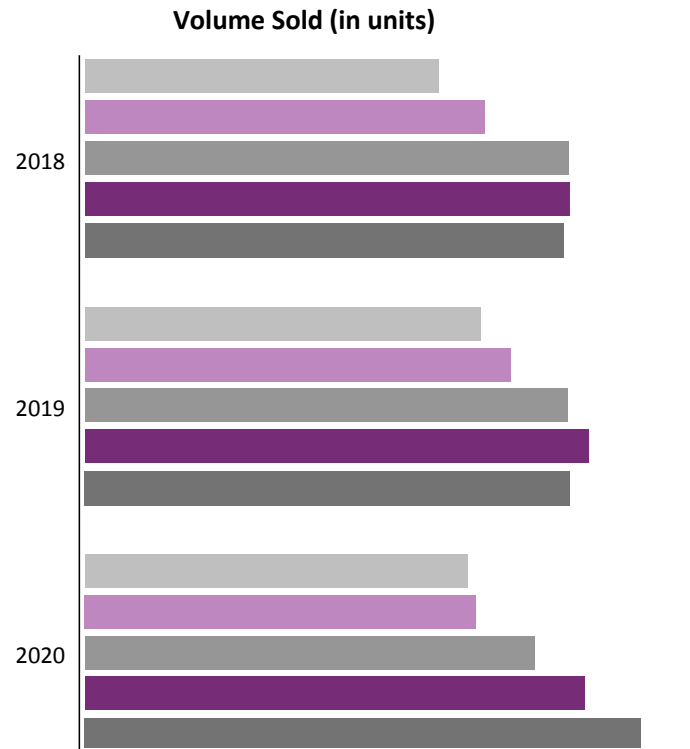
	2018	2019	2020
Week 1	178,195	184,381	171,403
Week 2	185,325	176,861	148,883
Week 3	216,968	193,887	179,440
Week 4	216,153	195,460	185,600
Week 5	215,088	191,883	194,785
Total	1,011,729	942,472	880,111

JUVENILE FICTION: RING FENCE MARKET



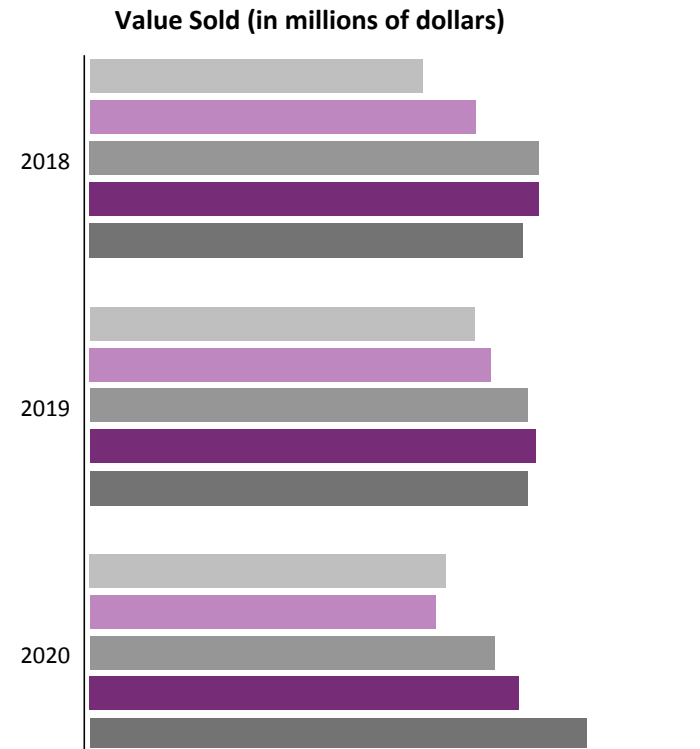
	2018	2019	2020
Week 1	\$2,533,328	\$2,617,534	\$2,540,890
Week 2	\$2,596,616	\$2,468,350	\$2,147,714
Week 3	\$2,931,763	\$2,649,408	\$2,506,170
Week 4	\$2,945,418	\$2,661,634	\$2,582,649
Week 5	\$2,924,186	\$2,589,204	\$2,750,364
Total	\$13,931,311	\$12,986,130	\$12,527,786

JUVENILE NON-FICTION: ALL MARKET



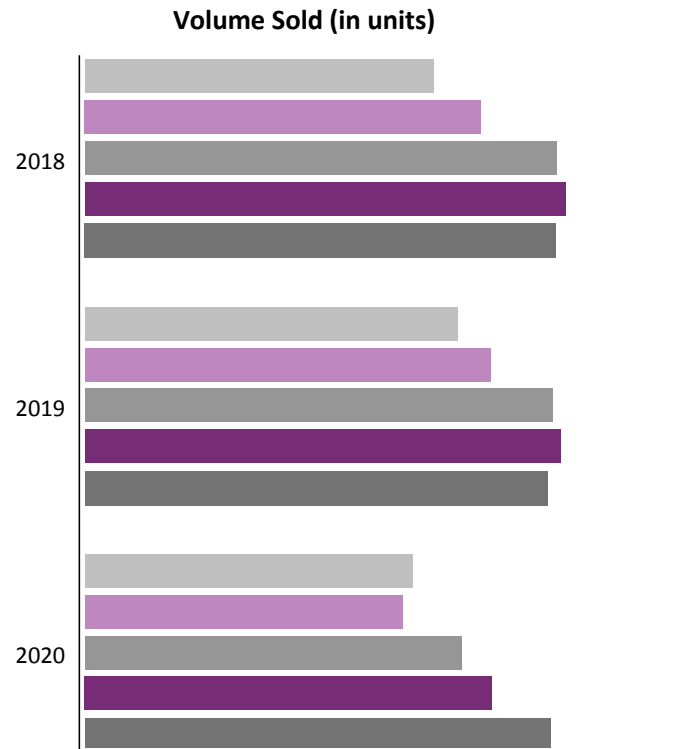
		2018	2019	2020
	Week 1	49,501	55,360	53,553
	Week 2	55,931	59,522	54,730
	Week 3	67,700	67,496	62,869
	Week 4	67,775	70,445	69,928
	Week 5	66,918	67,872	77,808
	Total	307,825	320,695	318,888

JUVENILE NON-FICTION: ALL MARKET



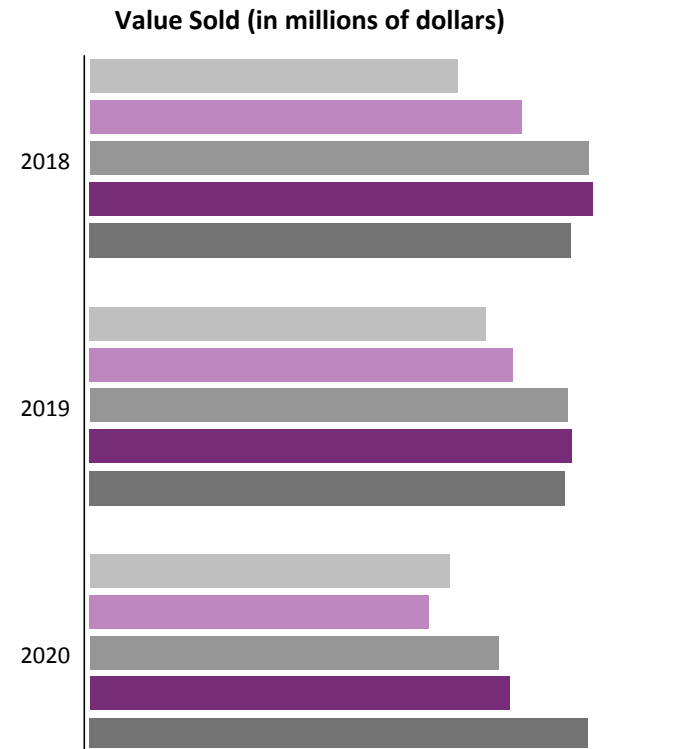
		2018	2019	2020
	Week 1	\$821,313	\$949,354	\$879,237
	Week 2	\$951,690	\$990,184	\$854,000
	Week 3	\$1,109,175	\$1,080,583	\$998,554
	Week 4	\$1,108,538	\$1,100,044	\$1,059,954
	Week 5	\$1,069,401	\$1,081,245	\$1,226,888
	Total	\$5,060,117	\$5,201,410	\$5,018,633

JUVENILE NON-FICTION: RING FENCE MARKET



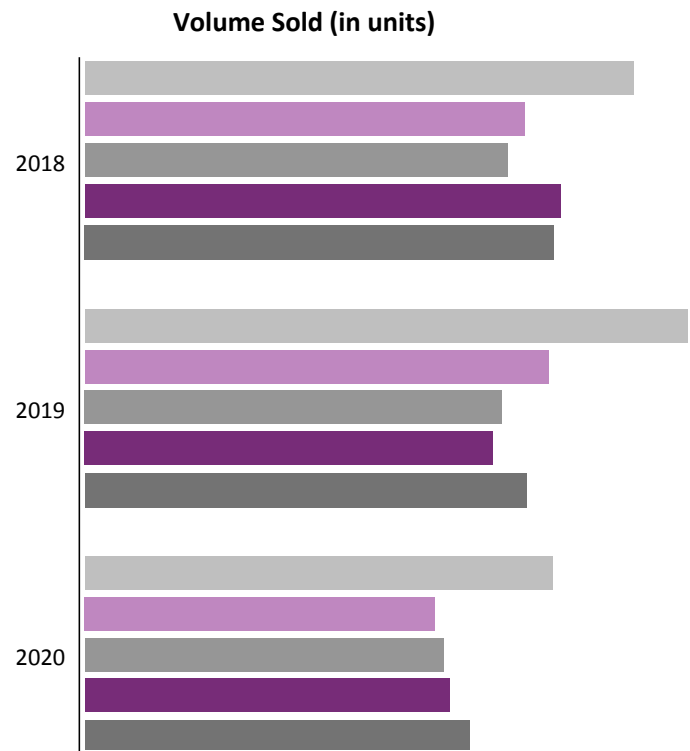
		2018	2019	2020
	Week 1	43,039	45,964	40,432
	Week 2	48,885	50,087	39,187
	Week 3	58,207	57,709	46,513
	Week 4	59,373	58,721	50,255
	Week 5	58,152	57,087	57,506
	Total	267,656	269,568	233,893

JUVENILE NON-FICTION: RING FENCE MARKET



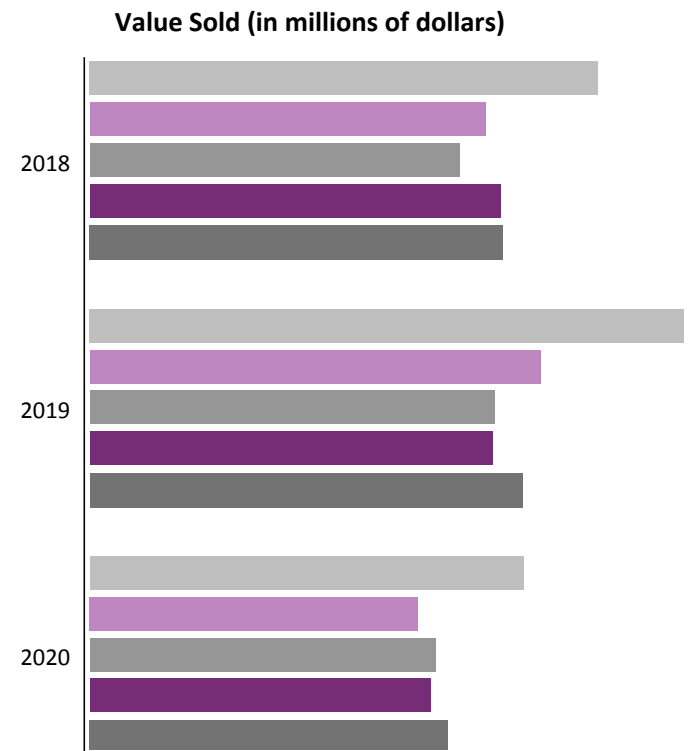
		2018	2019	2020
	Week 1	\$726,559	\$782,163	\$710,608
	Week 2	\$852,228	\$835,510	\$670,143
	Week 3	\$985,120	\$943,840	\$807,370
	Week 4	\$993,554	\$952,165	\$828,393
	Week 5	\$950,149	\$938,864	\$983,818
	Total	\$4,507,610	\$4,452,543	\$4,000,332

YOUNG ADULT: ALL MARKET



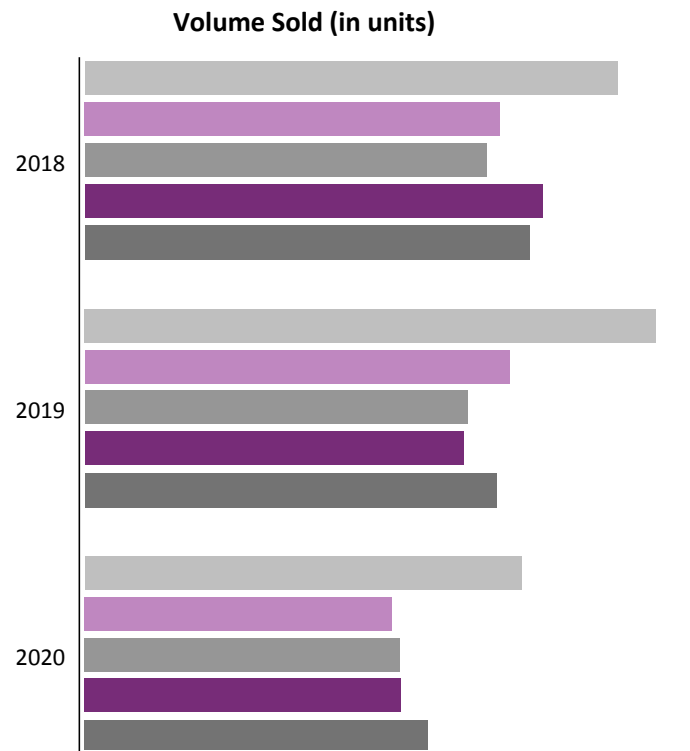
		2018	2019	2020
	Week 1	40,638	44,612	34,661
	Week 2	32,586	34,334	25,929
	Week 3	31,327	30,890	26,580
	Week 4	35,237	30,229	27,013
	Week 5	34,745	32,699	28,485
	Total	174,533	172,764	142,668

YOUNG ADULT: ALL MARKET



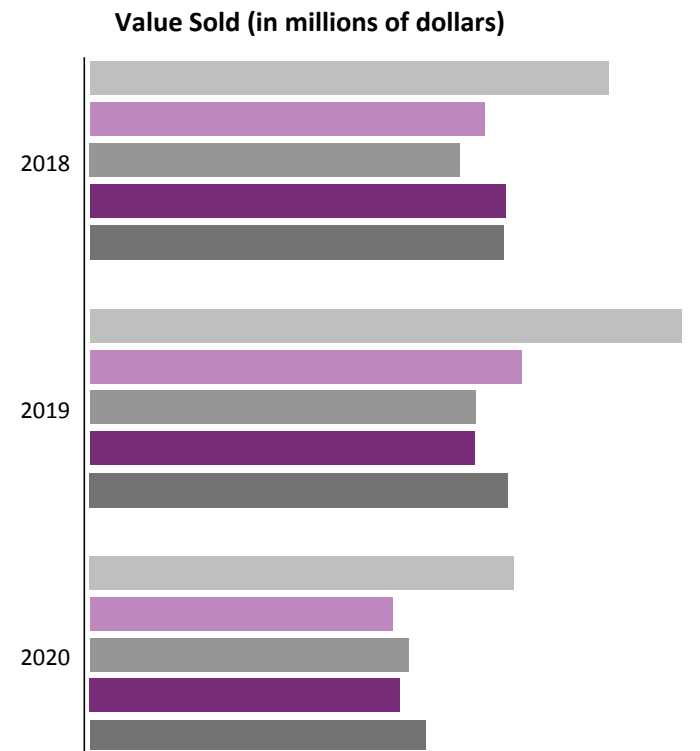
		2018	2019	2020
	Week 1	\$794,364	\$929,352	\$677,872
	Week 2	\$619,087	\$704,492	\$512,948
	Week 3	\$578,126	\$632,993	\$540,919
	Week 4	\$641,889	\$629,523	\$532,868
	Week 5	\$645,991	\$676,431	\$559,798
	Total	\$3,279,456	\$3,572,791	\$2,824,405

YOUNG ADULT: RING FENCE MARKET



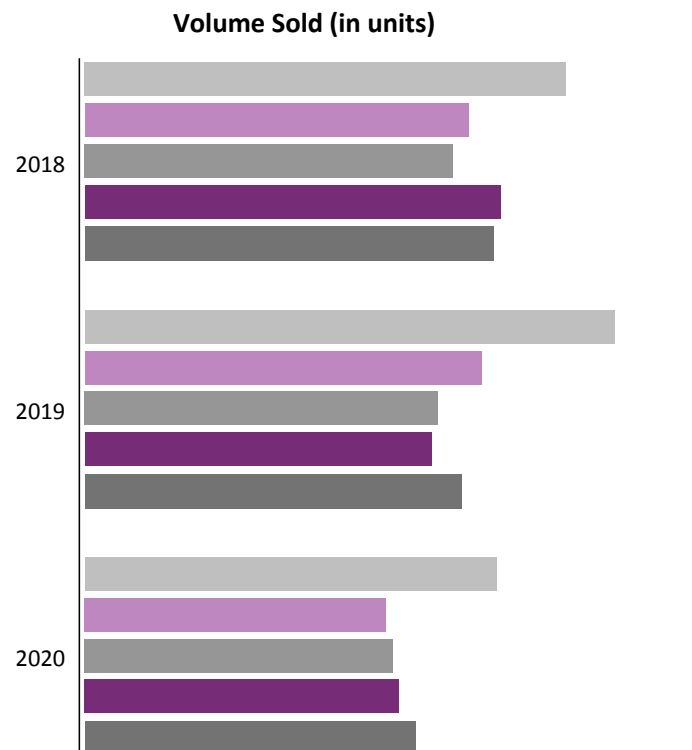
		2018	2019	2020
	Week 1	39,425	42,304	32,338
	Week 2	30,755	31,451	22,750
	Week 3	29,764	28,349	23,338
	Week 4	33,899	28,039	23,417
	Week 5	32,920	30,473	25,419
	Total	166,763	160,616	127,262

YOUNG ADULT: RING FENCE MARKET



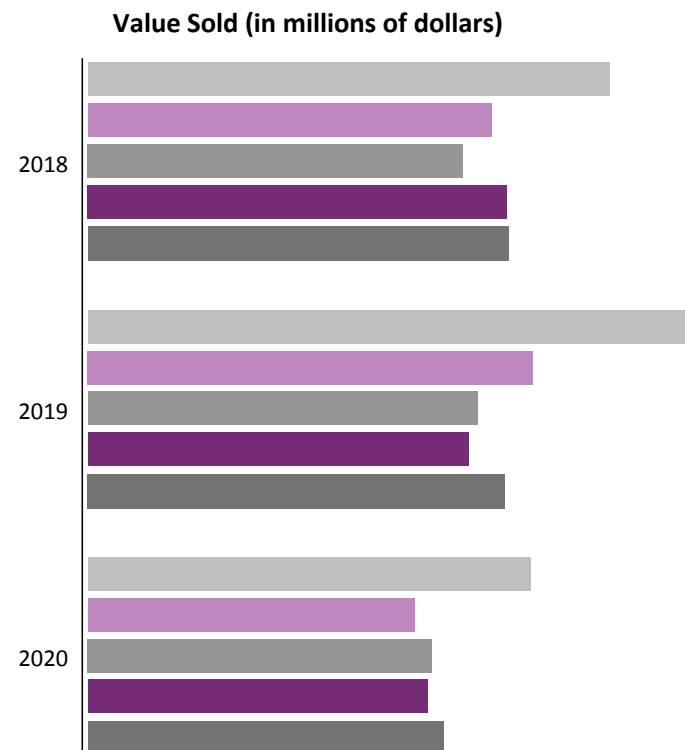
		2018	2019	2020
	Week 1	\$768,145	\$876,239	\$628,121
	Week 2	\$584,271	\$639,239	\$448,557
	Week 3	\$548,373	\$571,278	\$472,195
	Week 4	\$615,998	\$569,527	\$459,437
	Week 5	\$613,208	\$619,553	\$497,666
	Total	\$3,129,995	\$3,275,836	\$2,505,976

YOUNG ADULT FICTION: ALL MARKET



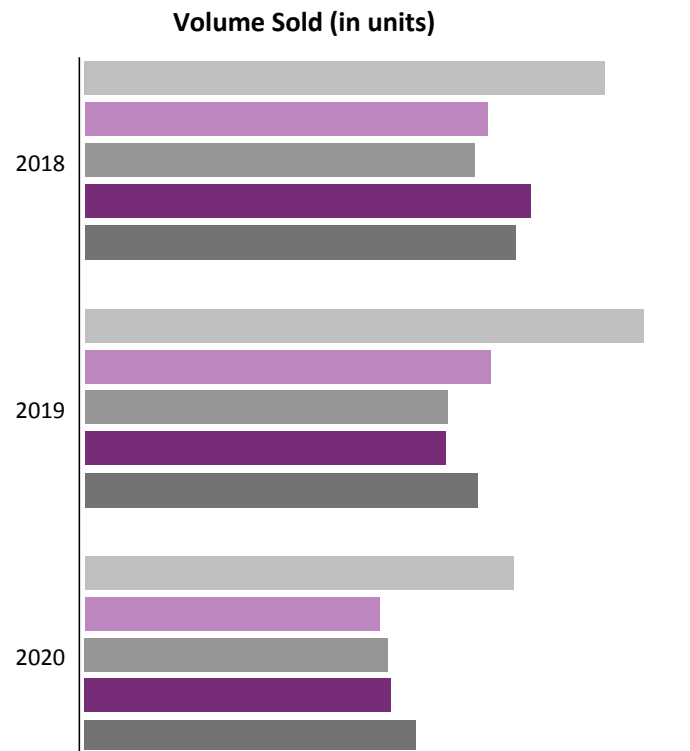
		2018	2019	2020
	Week 1	39,604	43,578	33,855
	Week 2	31,569	32,665	24,788
	Week 3	30,288	29,060	25,362
	Week 4	34,224	28,518	25,851
	Week 5	33,634	30,971	27,238
	Total	169,319	164,792	137,094

YOUNG ADULT FICTION: ALL MARKET



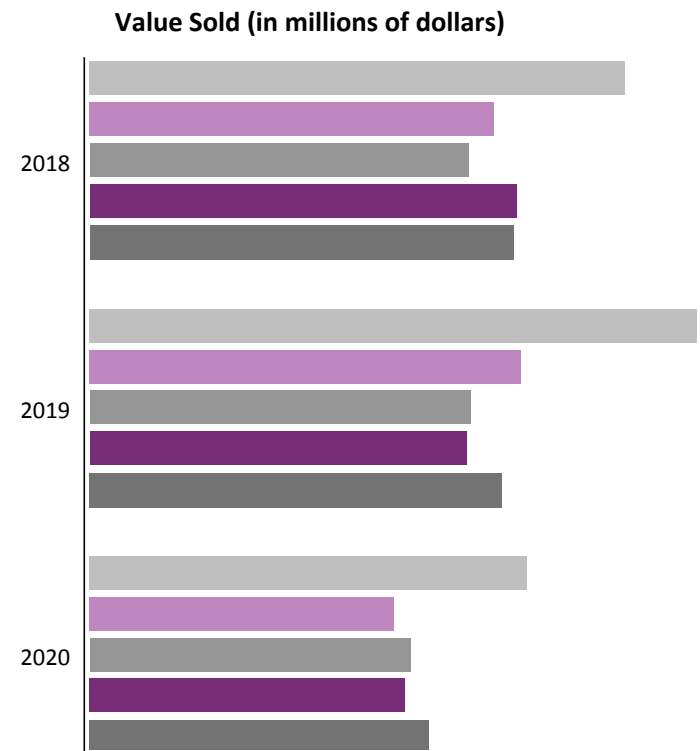
		2018	2019	2020
	Week 1	\$772,361	\$897,254	\$655,974
	Week 2	\$598,316	\$659,229	\$484,133
	Week 3	\$555,923	\$577,585	\$509,965
	Week 4	\$620,718	\$563,633	\$503,165
	Week 5	\$622,892	\$618,011	\$526,951
	Total	\$3,170,209	\$3,315,713	\$2,680,188

YOUNG ADULT FICTION: RING FENCE MARKET



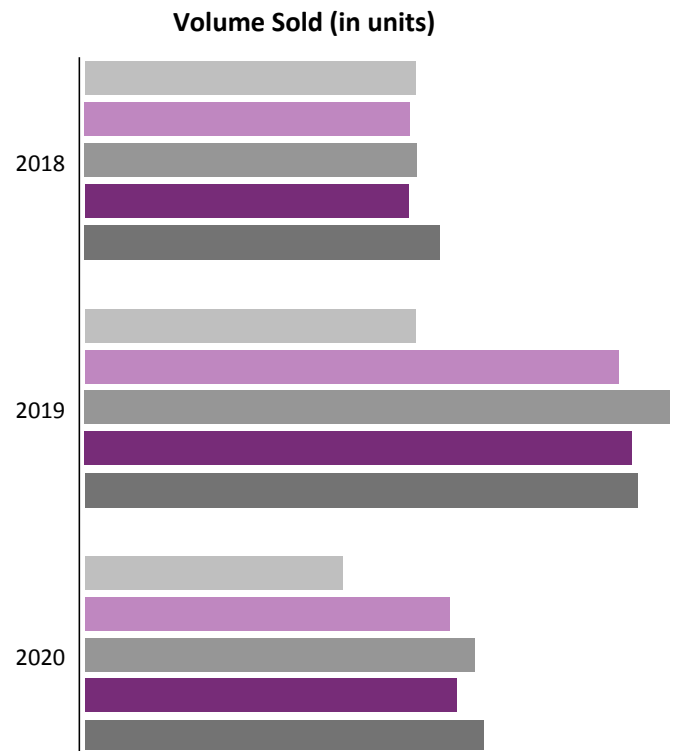
		2018	2019	2020
	Week 1	38,516	41,402	31,744
	Week 2	29,847	30,036	21,834
	Week 3	28,869	26,881	22,444
	Week 4	32,991	26,699	22,684
	Week 5	31,916	29,060	24,531
	Total	162,139	154,078	123,237

YOUNG ADULT FICTION: RING FENCE MARKET



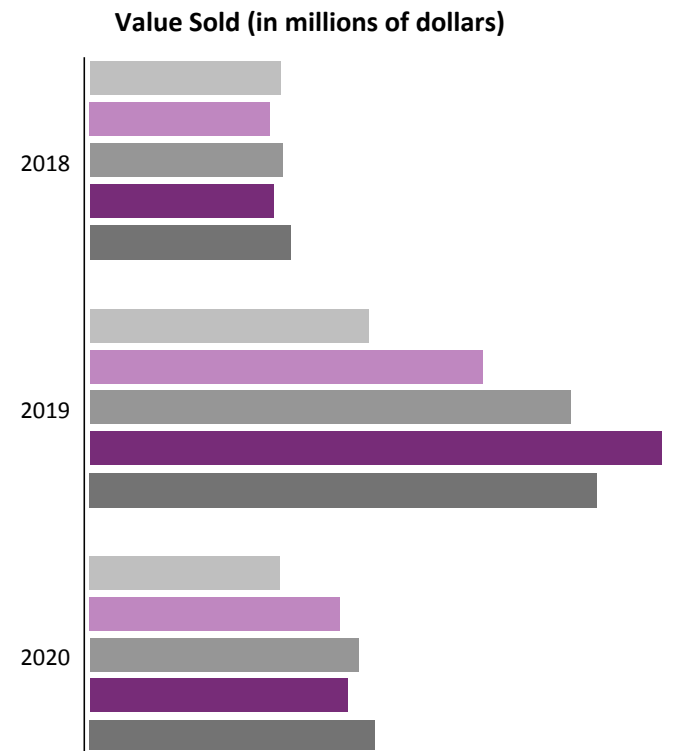
		2018	2019	2020
	Week 1	\$748,985	\$849,664	\$611,745
	Week 2	\$565,572	\$602,975	\$425,454
	Week 3	\$529,443	\$532,366	\$448,965
	Week 4	\$596,948	\$526,877	\$441,137
	Week 5	\$592,397	\$576,840	\$474,647
	Total	\$3,033,345	\$3,088,722	\$2,401,947

YOUNG ADULT NON-FICTION: ALL MARKET



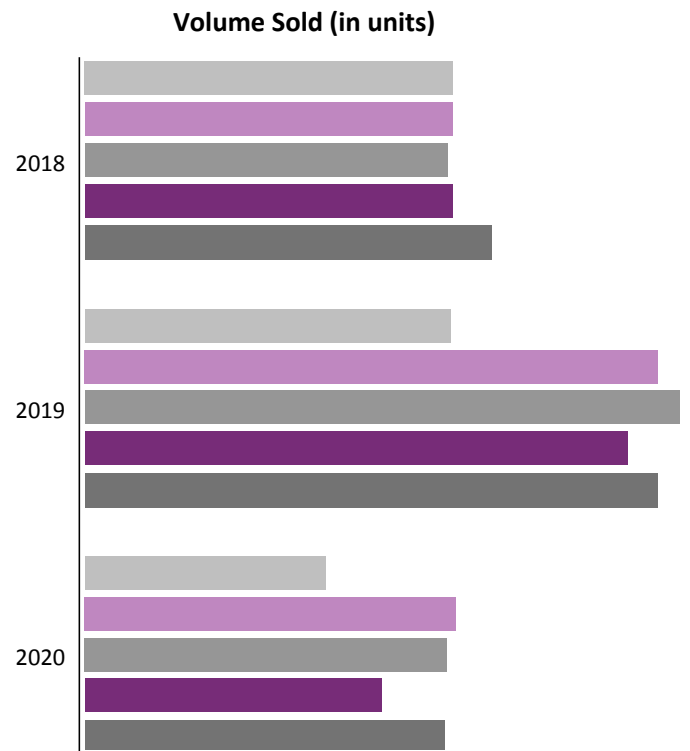
		2018	2019	2020
	Week 1	1,034	1,034	806
	Week 2	1,017	1,669	1,141
	Week 3	1,039	1,830	1,218
	Week 4	1,013	1,711	1,162
	Week 5	1,111	1,728	1,247
	Total	5,214	7,972	5,574

YOUNG ADULT NON-FICTION: ALL MARKET



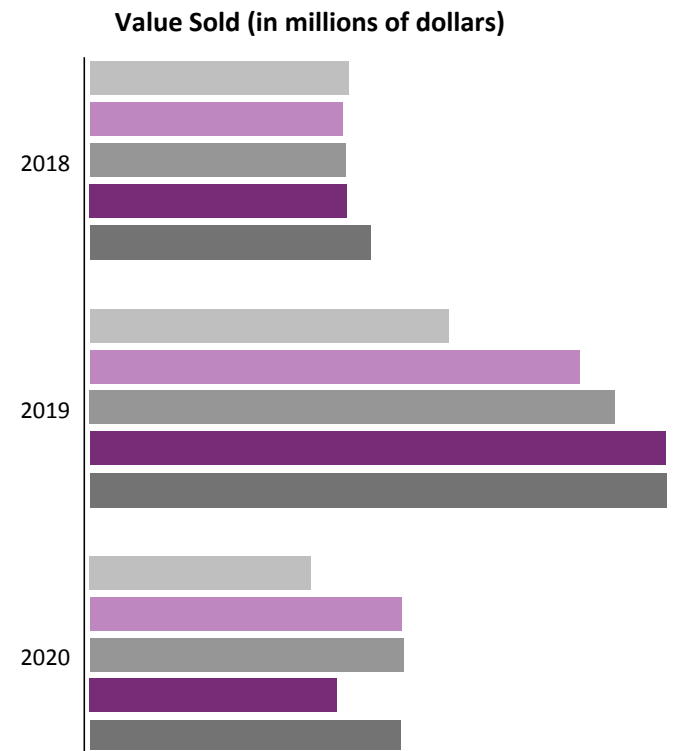
		2018	2019	2020
	Week 1	\$22,003	\$32,098	\$21,898
	Week 2	\$20,771	\$45,263	\$28,816
	Week 3	\$22,203	\$55,408	\$30,954
	Week 4	\$21,171	\$65,890	\$29,703
	Week 5	\$23,099	\$58,420	\$32,847
	Total	\$109,246	\$257,078	\$144,217

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 1	909	902	594
	Week 2	908	1,415	916
	Week 3	895	1,468	894
	Week 4	908	1,340	733
	Week 5	1,004	1,413	888
	Total	4,624	6,538	4,025

YOUNG ADULT NON-FICTION: RING FENCE MARKET

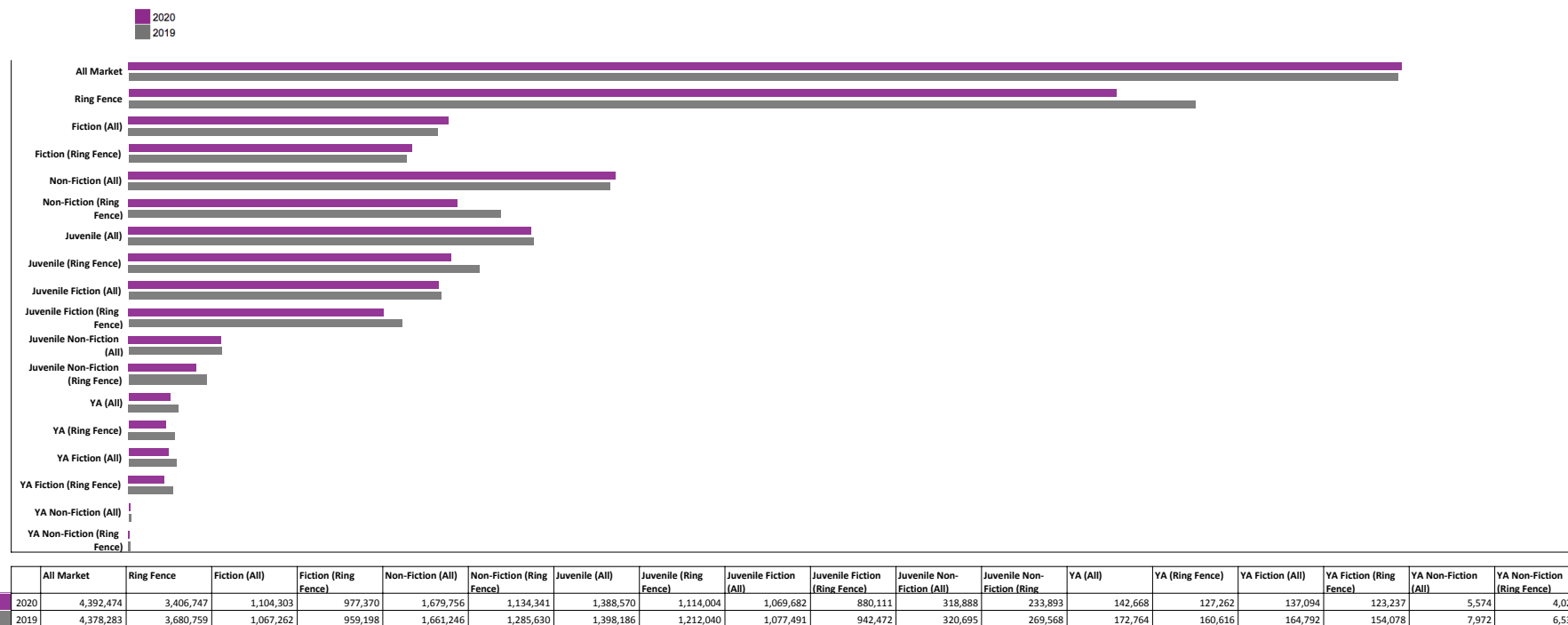


		2018	2019	2020
	Week 1	\$19,161	\$26,576	\$16,376
	Week 2	\$18,698	\$36,264	\$23,103
	Week 3	\$18,930	\$38,911	\$23,230
	Week 4	\$19,049	\$42,650	\$18,301
	Week 5	\$20,811	\$42,713	\$23,019
	Total	\$96,650	\$187,114	\$104,029

YEAR-TO-DATE COMPARISON: VOLUME

		2019	2020
The week-ending dates:	Week 5	2019-02-03	2020-02-02

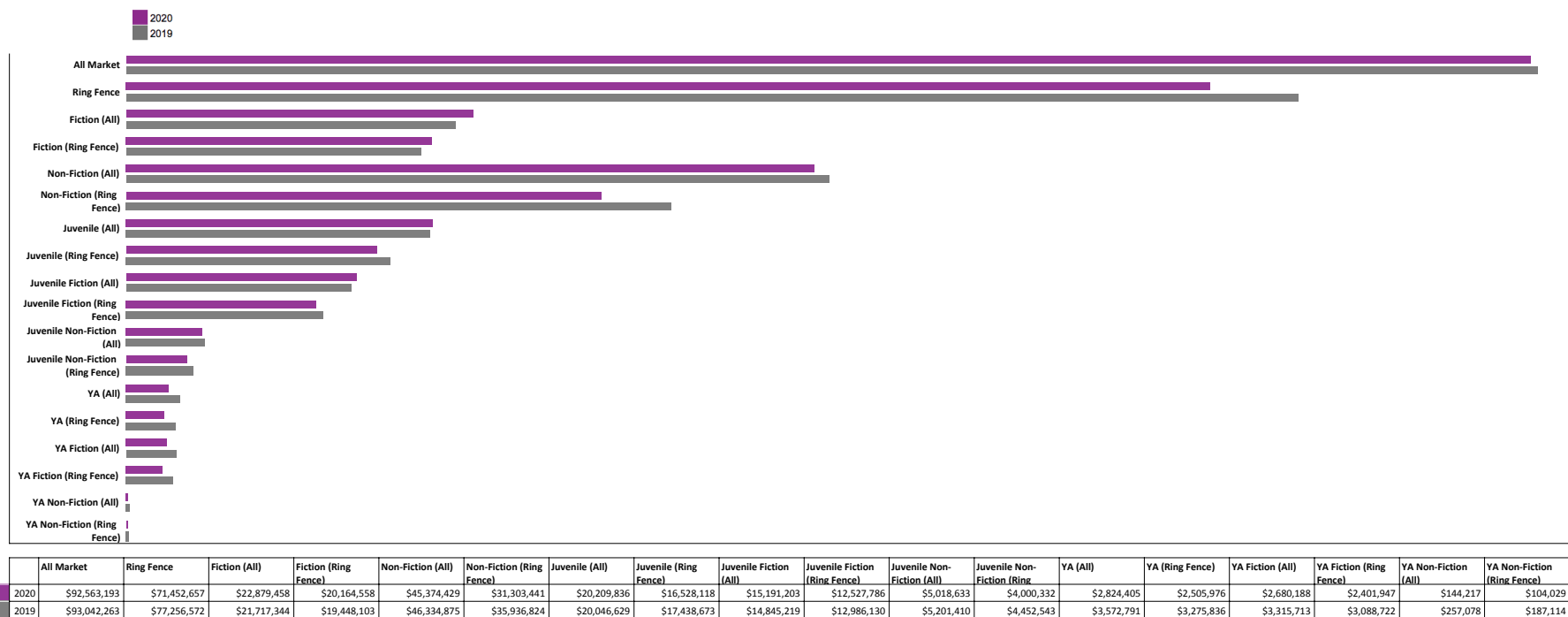
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

		2019	2020
The week-ending dates:	Week 5	2019-02-03	2020-02-02

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



WEEK NUMBERS: 2020

January: Week beginning Dec. 30 and ending Feb. 2

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

February: Week beginning Feb. 3 and ending March 1

- Week 6
- Week 7
- Week 8
- Week 9

March: Week beginning March 2 and ending March 29

- Week 10
- Week 11
- Week 12
- Week 13

April: Week beginning March 30 and ending May 3

- Week 14
- Week 15
- Week 16
- Week 17
- Week 18

May: Week beginning May 4 and ending May 31

- Week 19
- Week 20
- Week 21
- Week 22

June: Week beginning June 1 and ending June 28

- Week 23
- Week 24
- Week 25
- Week 26

July: Week beginning June 29 and ending Aug. 2

- Week 27
- Week 28
- Week 29
- Week 30
- Week 31

August: Week beginning Aug. 3 and ending Aug. 30

- Week 32
- Week 33
- Week 34
- Week 35

September: Week beginning Aug. 31 and ending Sep. 27

- Week 36
- Week 37
- Week 38
- Week 39

October: Week beginning Sep. 28 and ending Nov. 1

- Week 40
- Week 41
- Week 42
- Week 43
- Week 44

November: Week beginning Nov. 2 and ending Nov. 29

- Week 45
- Week 46
- Week 47
- Week 48

December: Week beginning Nov. 30 and ending Jan. 3

- Week 49
- Week 50
- Week 51
- Week 52
- Week 53