



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

5.2020

April SalesData
Market Report



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Table of Contents

Introduction	3
Report Data	3
Report Weeks	3
All Market	4
Ring Fence Market	5
Fiction: All Market	6
Fiction: Ring Fence Market	7
Non-Fiction: All Market	8
Non-Fiction: Ring Fence Market	9
Juvenile: All Market	10
Juvenile: Ring Fence Market	11
Juvenile Fiction: All Market	12
Juvenile Fiction: Ring Fence Market	13
Juvenile Non-Fiction: All Market	14
Juvenile Non-Fiction: Ring Fence Market	15
Young Adult: All Market	16
Young Adult: Ring Fence Market	17
Young Adult Fiction: All Market	18
Young Adult Fiction: Ring Fence Market	19
Young Adult Non-Fiction: All Market	20
Young Adult Non-Fiction: Ring Fence Market	21
Year-to-Date Comparison: Volume	22
Year-to-Date Comparison: Value	23
Week Numbers: 2020	24

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 April 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

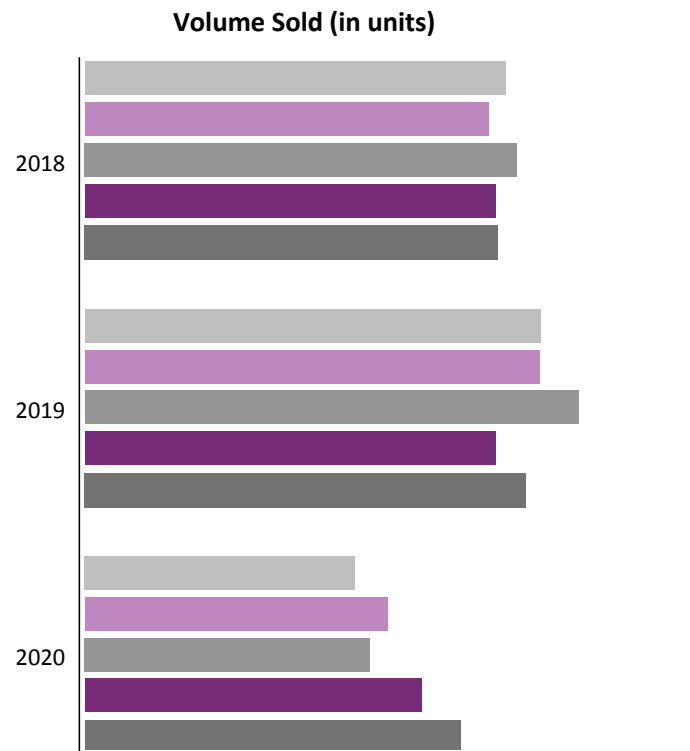
Report Weeks

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:

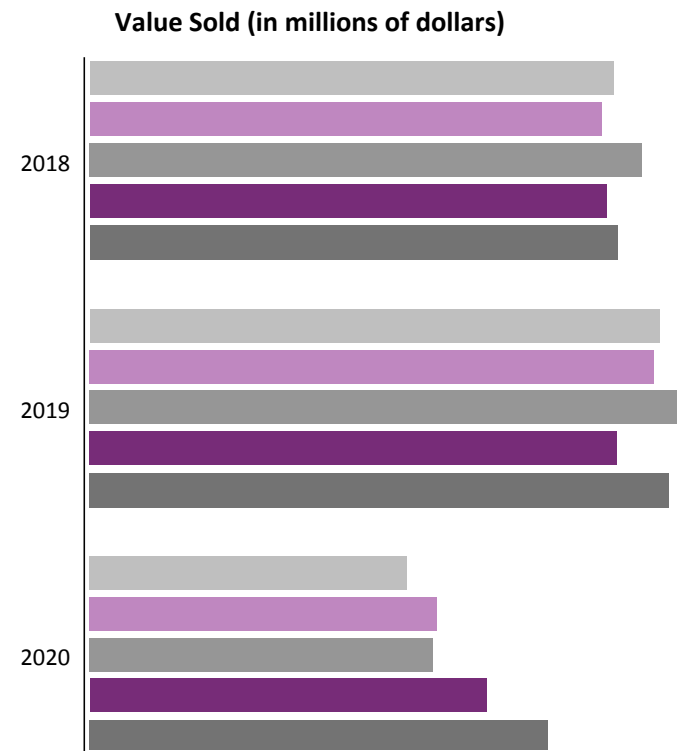
	2018	2019	2020
Week 14	2018-04-08	2019-04-07	2020-04-05
Week 15	2018-04-15	2019-04-14	2020-04-12
Week 16	2018-04-22	2019-04-21	2020-04-19
Week 17	2018-04-29	2019-04-28	2020-04-26
Week 18	2018-05-06	2019-05-05	2020-05-03

ALL MARKET



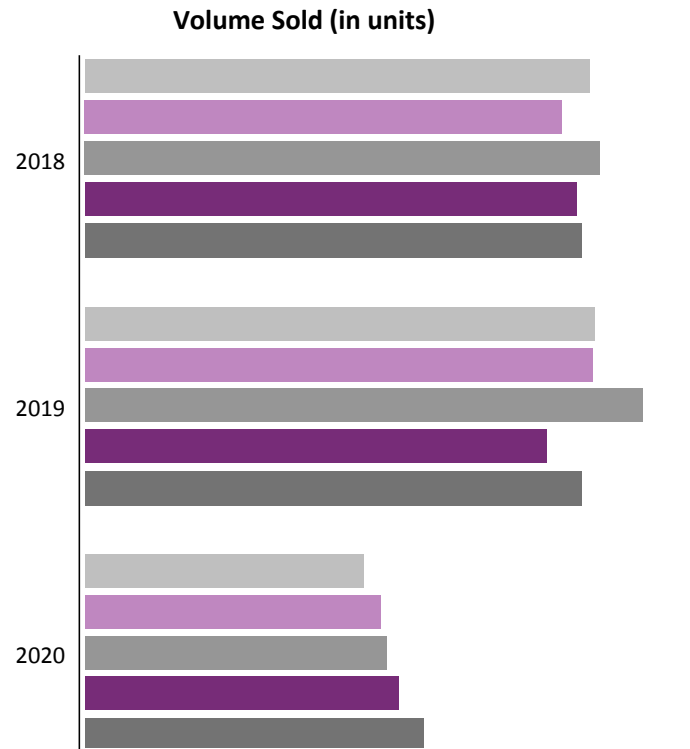
		2018	2019	2020
	Week 14	865,620	937,536	555,623
	Week 15	830,441	934,690	622,004
	Week 16	889,102	1,016,238	586,879
	Week 17	844,327	844,597	692,492
	Week 18	849,793	907,543	772,957
	Total	4,279,283	4,640,604	3,229,955

ALL MARKET



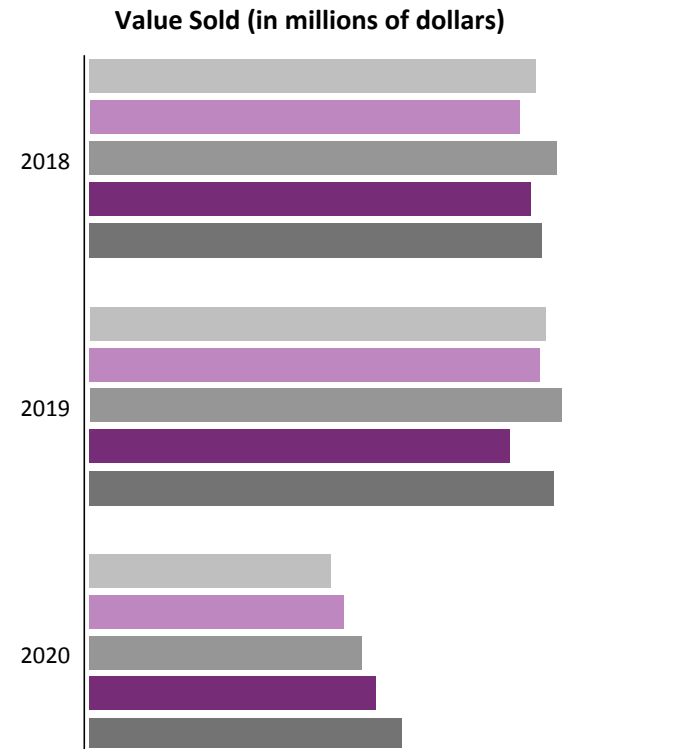
		2018	2019	2020
	Week 14	\$17,240,990	\$18,752,586	\$10,447,874
	Week 15	\$16,846,498	\$18,572,470	\$11,427,451
	Week 16	\$18,176,600	\$19,323,079	\$11,299,173
	Week 17	\$17,017,458	\$17,352,797	\$13,068,205
	Week 18	\$17,374,218	\$19,069,219	\$15,085,271
	Total	\$86,655,764	\$93,070,151	\$61,327,974

RING FENCE MARKET



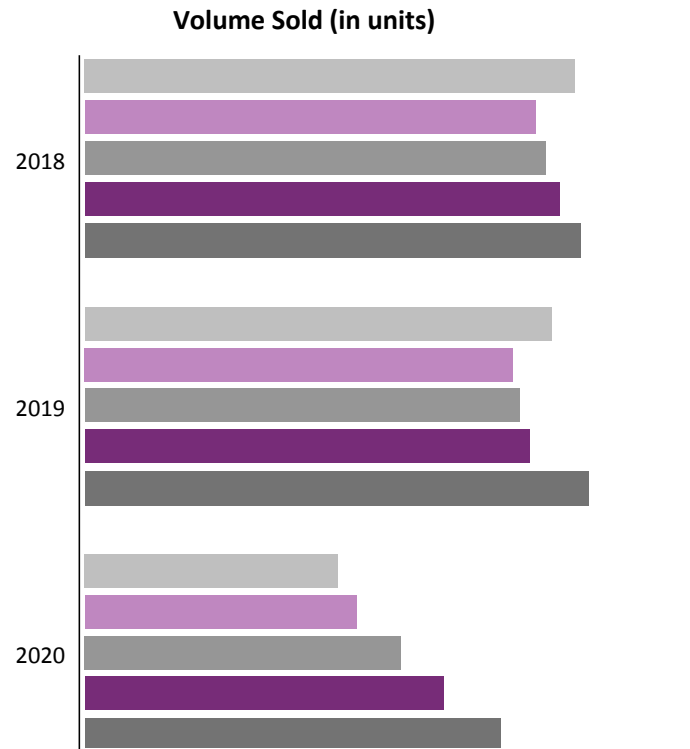
		2018	2019	2020
	Week 14	746,992	755,393	412,389
	Week 15	706,637	752,095	437,866
	Week 16	763,041	825,670	446,996
	Week 17	728,098	683,560	464,604
	Week 18	736,185	735,796	502,085
	Total	3,680,953	3,752,514	2,263,940

RING FENCE MARKET



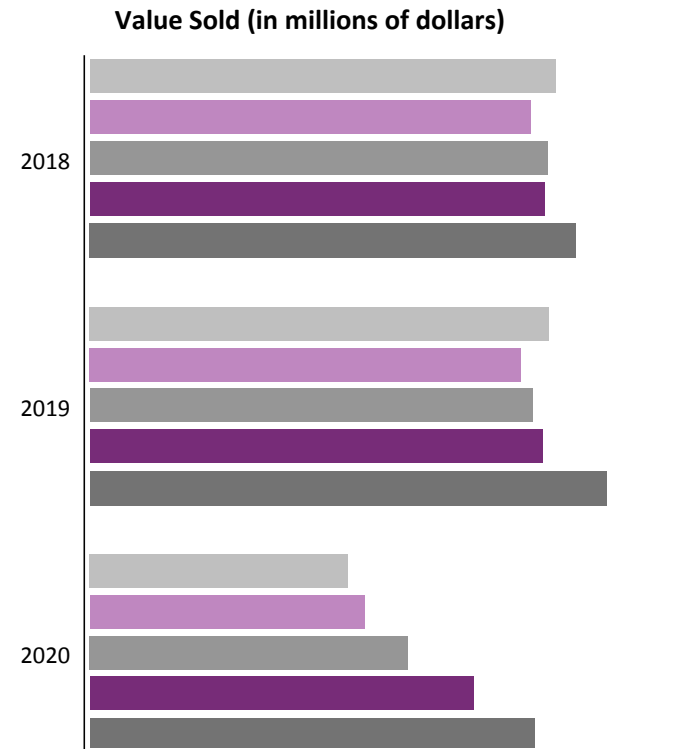
		2018	2019	2020
	Week 14	\$14,691,149	\$14,996,998	\$7,939,272
	Week 15	\$14,151,532	\$14,822,098	\$8,361,642
	Week 16	\$15,376,012	\$15,522,921	\$8,959,497
	Week 17	\$14,524,685	\$13,833,731	\$9,422,271
	Week 18	\$14,888,749	\$15,280,711	\$10,276,695
	Total	\$73,632,127	\$74,456,458	\$44,959,377

FICTION: ALL MARKET



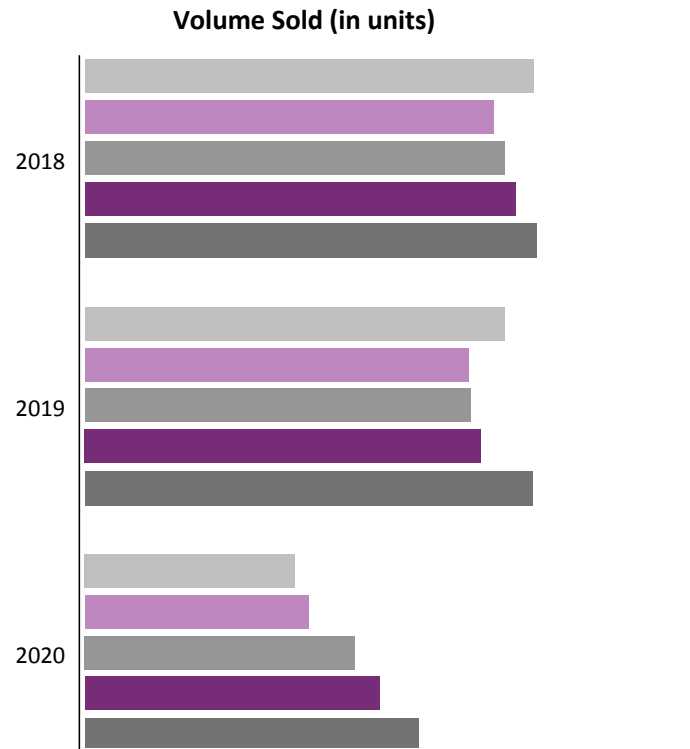
		2018	2019	2020
	Week 14	242,073	230,565	125,012
	Week 15	222,531	211,379	134,024
	Week 16	227,620	214,486	156,034
	Week 17	234,321	219,524	176,987
	Week 18	244,661	248,765	205,209
	Total	1,171,206	1,124,719	797,266

FICTION: ALL MARKET



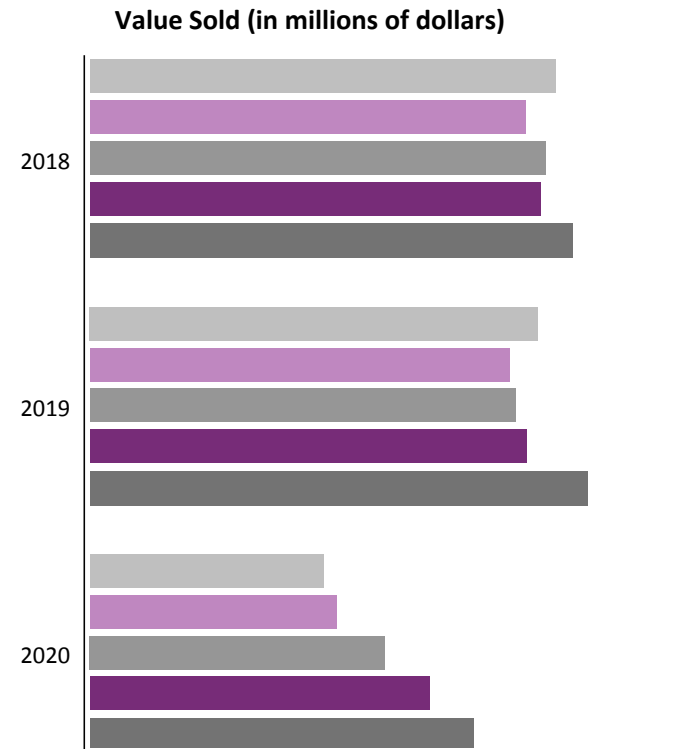
		2018	2019	2020
	Week 14	\$4,600,869	\$4,533,125	\$2,549,271
	Week 15	\$4,349,071	\$4,259,123	\$2,713,573
	Week 16	\$4,518,610	\$4,368,915	\$3,140,624
	Week 17	\$4,488,752	\$4,470,364	\$3,786,451
	Week 18	\$4,802,436	\$5,100,013	\$4,393,556
	Total	\$22,759,737	\$22,731,539	\$16,583,474

FICTION: RING FENCE MARKET



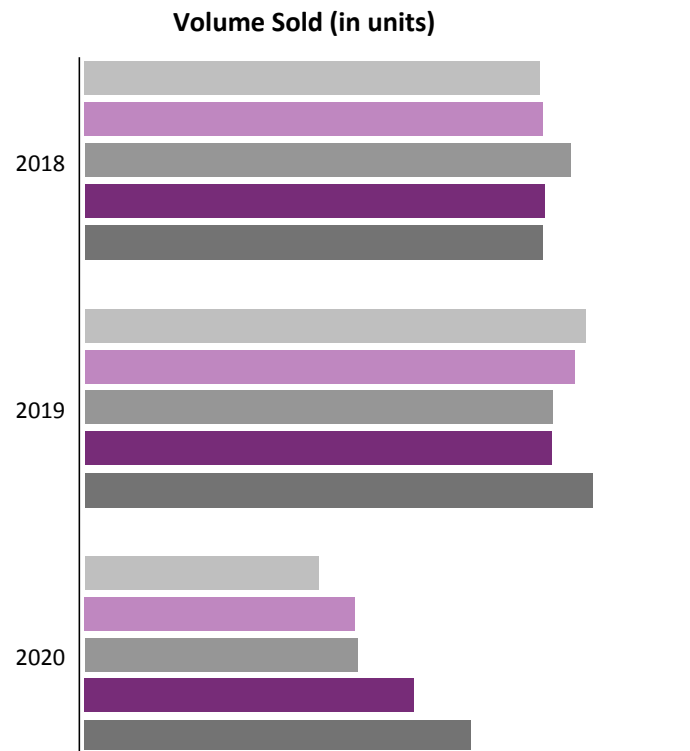
		2018	2019	2020
	Week 14	221,683	207,071	103,780
	Week 15	201,937	189,517	110,543
	Week 16	207,260	190,492	133,321
	Week 17	212,570	195,548	145,382
	Week 18	222,901	221,188	164,611
	Total	1,066,351	1,003,816	657,637

FICTION: RING FENCE MARKET



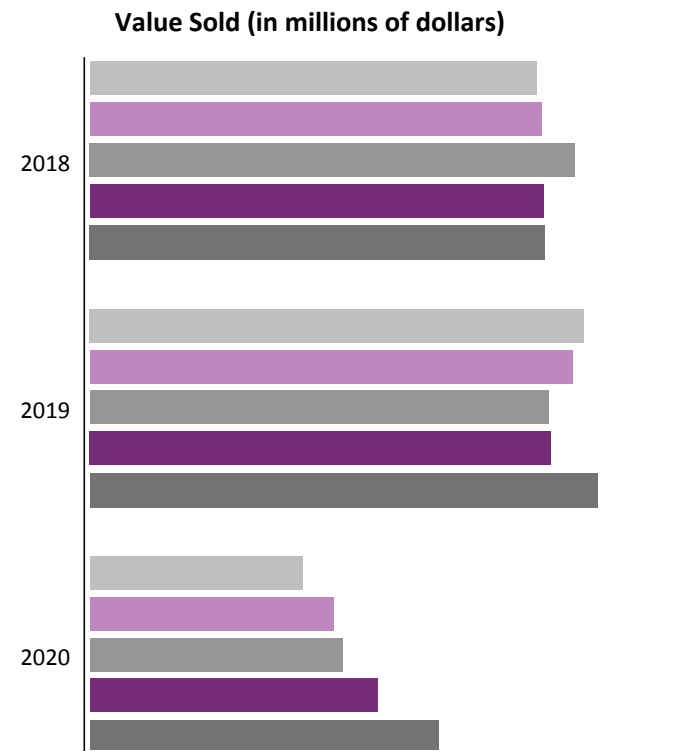
		2018	2019	2020
	Week 14	\$4,217,837	\$4,056,740	\$2,118,141
	Week 15	\$3,944,365	\$3,800,716	\$2,234,297
	Week 16	\$4,124,852	\$3,851,665	\$2,672,467
	Week 17	\$4,081,246	\$3,950,685	\$3,073,514
	Week 18	\$4,372,256	\$4,503,875	\$3,470,732
	Total	\$20,740,556	\$20,163,681	\$13,569,150

NON-FICTION: ALL MARKET



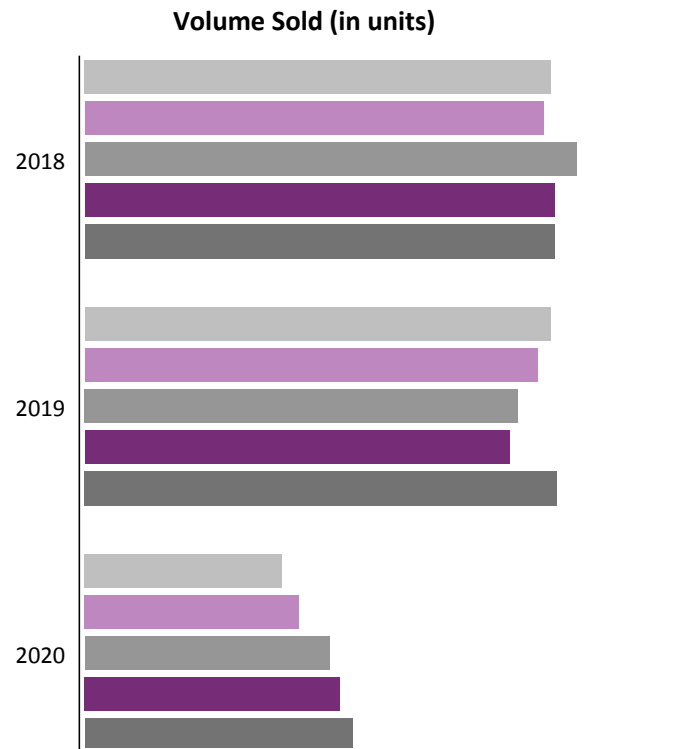
		2018	2019	2020
	Week 14	284,729	313,192	146,259
	Week 15	286,566	306,461	169,028
	Week 16	303,589	292,531	170,326
	Week 17	287,650	291,942	205,847
	Week 18	286,125	317,433	241,551
	Total	1,448,659	1,521,559	933,011

NON-FICTION: ALL MARKET



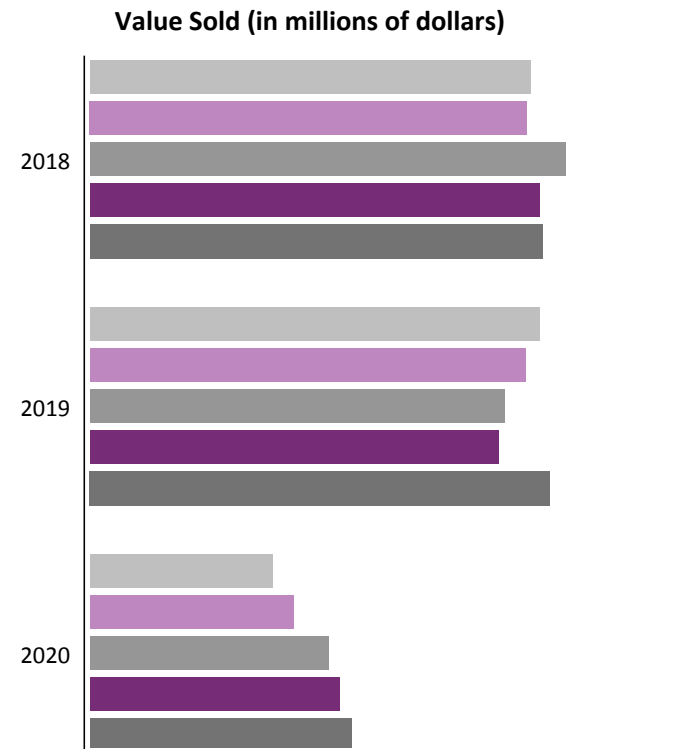
		2018	2019	2020
	Week 14	\$7,722,435	\$8,542,242	\$3,671,981
	Week 15	\$7,803,531	\$8,339,418	\$4,209,177
	Week 16	\$8,382,769	\$7,924,359	\$4,369,348
	Week 17	\$7,836,291	\$7,967,527	\$4,971,685
	Week 18	\$7,868,925	\$8,772,821	\$6,022,303
	Total	\$39,613,951	\$41,546,367	\$23,244,494

NON-FICTION: RING FENCE MARKET



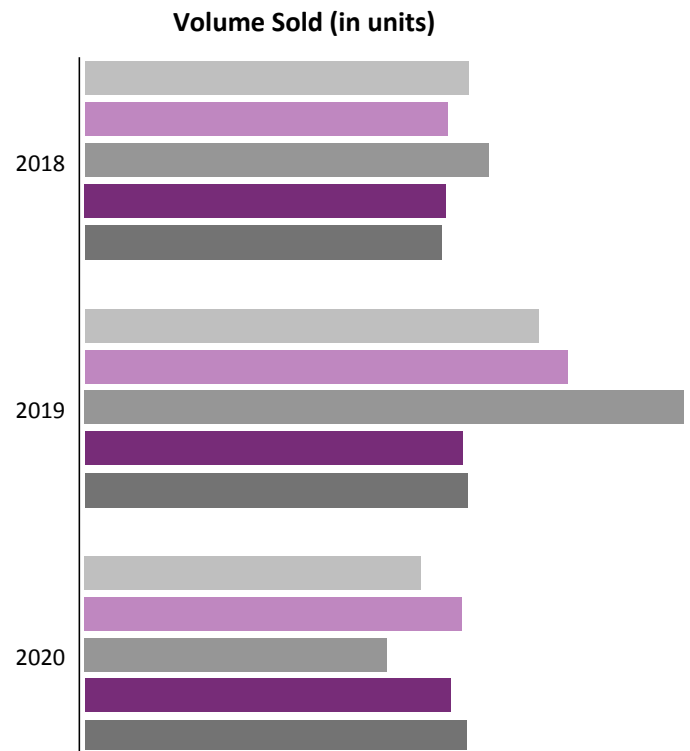
		2018	2019	2020
	Week 14	230,102	229,801	97,351
	Week 15	226,306	223,539	105,679
	Week 16	242,681	213,841	120,760
	Week 17	231,995	209,780	125,980
	Week 18	231,845	233,099	132,006
	Total	1,162,929	1,110,060	581,776

NON-FICTION: RING FENCE MARKET



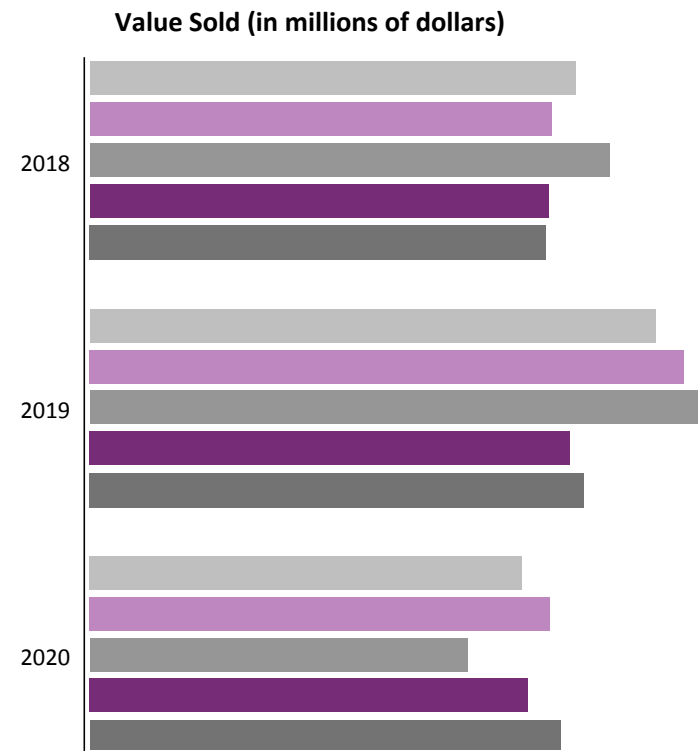
		2018	2019	2020
	Week 14	\$6,169,347	\$6,290,971	\$2,559,354
	Week 15	\$6,117,590	\$6,091,784	\$2,847,809
	Week 16	\$6,653,767	\$5,801,796	\$3,340,501
	Week 17	\$6,289,237	\$5,721,598	\$3,490,242
	Week 18	\$6,336,785	\$6,435,430	\$3,664,012
	Total	\$31,566,725	\$30,341,579	\$15,901,918

JUVENILE: ALL MARKET



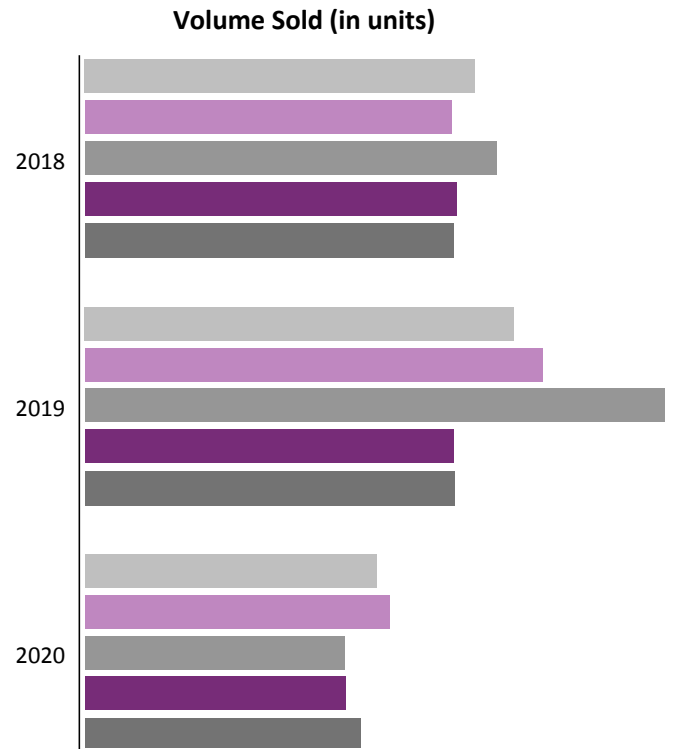
		2018	2019	2020
	Week 14	296,866	351,192	260,030
	Week 15	280,556	373,347	291,838
	Week 16	312,448	463,556	233,777
	Week 17	279,454	291,990	282,934
	Week 18	275,642	296,212	295,301
	Total	1,444,966	1,776,297	1,363,880

JUVENILE: ALL MARKET



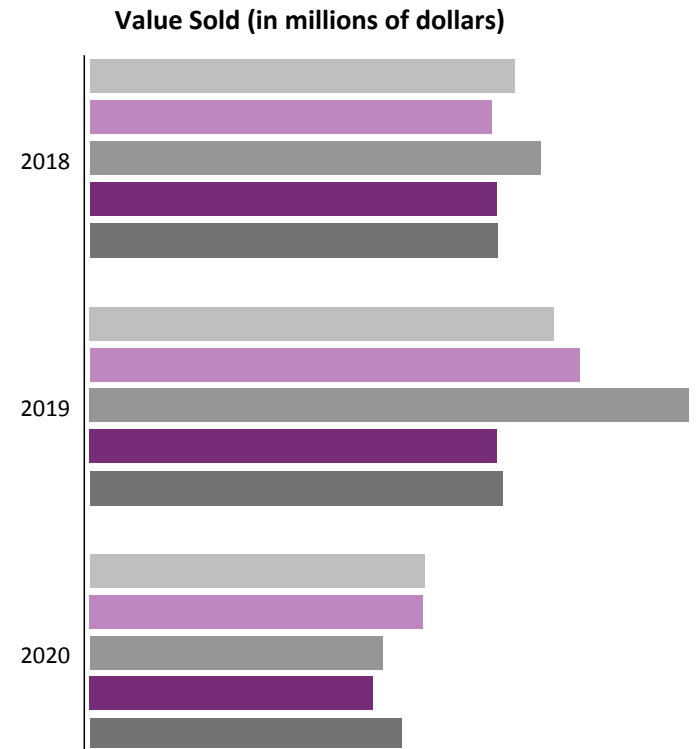
		2018	2019	2020
	Week 14	\$4,199,069	\$4,890,275	\$3,735,165
	Week 15	\$3,989,674	\$5,134,380	\$3,976,058
	Week 16	\$4,490,514	\$6,190,248	\$3,263,655
	Week 17	\$3,962,884	\$4,148,091	\$3,786,862
	Week 18	\$3,943,129	\$4,269,816	\$4,068,758
	Total	\$20,585,271	\$24,632,811	\$18,830,498

JUVENILE: RING FENCE MARKET



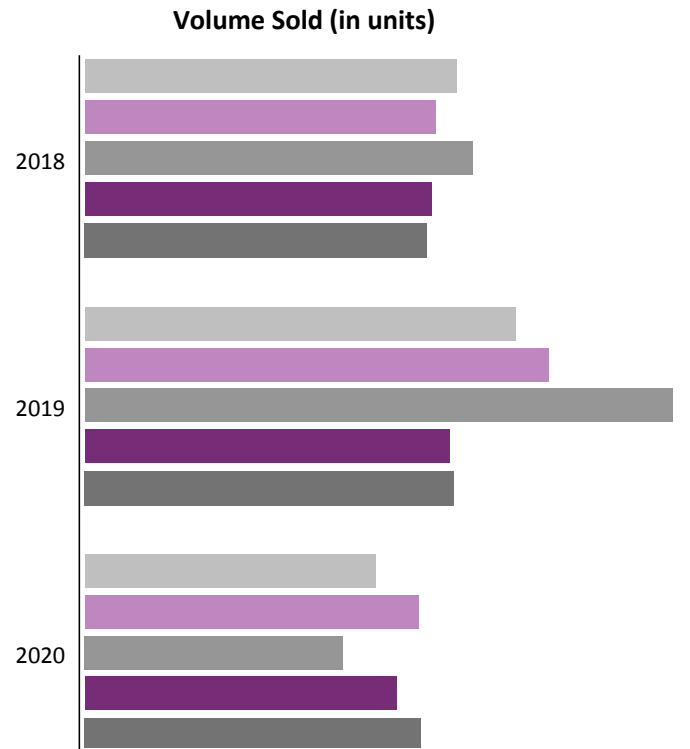
		2018	2019	2020
	Week 14	256,774	282,572	191,958
	Week 15	241,430	301,310	200,419
	Week 16	271,090	381,671	171,051
	Week 17	244,517	242,609	171,458
	Week 18	242,515	243,129	181,383
	Total	1,256,326	1,451,291	916,269

JUVENILE: RING FENCE MARKET



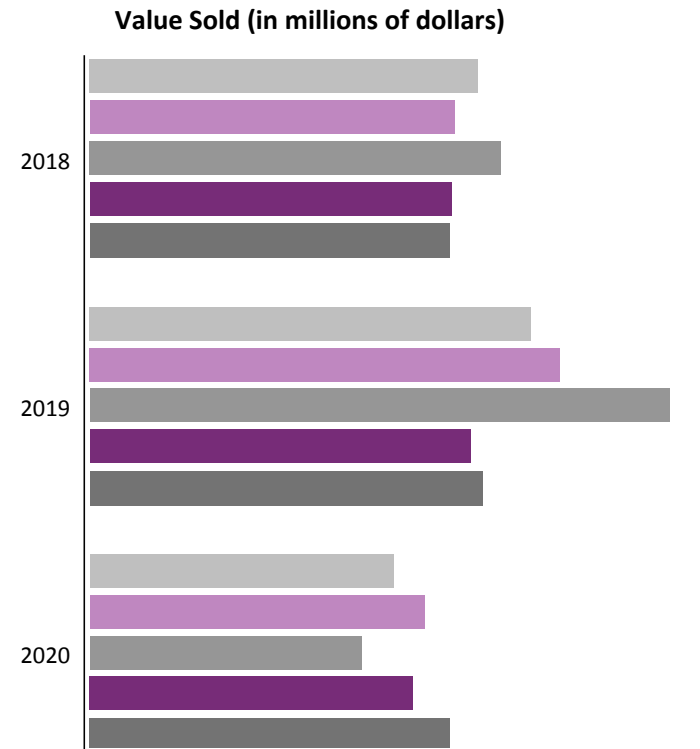
		2018	2019	2020
	Week 14	\$3,632,568	\$3,973,418	\$2,864,343
	Week 15	\$3,437,860	\$4,193,087	\$2,852,354
	Week 16	\$3,857,530	\$5,128,517	\$2,504,058
	Week 17	\$3,480,169	\$3,484,036	\$2,422,988
	Week 18	\$3,488,970	\$3,533,270	\$2,669,353
	Total	\$17,897,098	\$20,312,328	\$13,313,095

JUVENILE FICTION: ALL MARKET



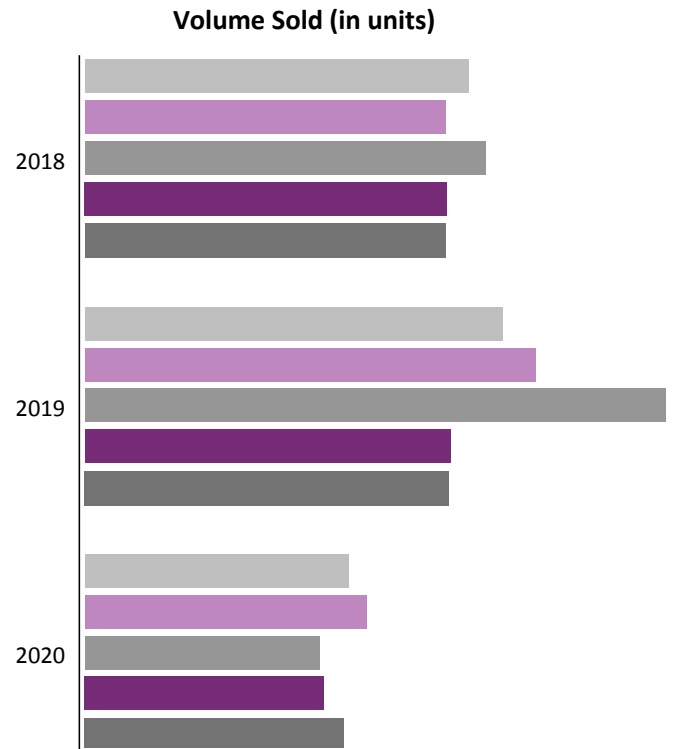
		2018	2019	2020
	Week 14	232,311	269,345	181,764
	Week 15	219,167	290,156	208,557
	Week 16	242,352	367,671	161,389
	Week 17	216,792	228,184	194,916
	Week 18	214,001	230,924	210,183
	Total	1,124,623	1,386,280	956,809

JUVENILE FICTION: ALL MARKET



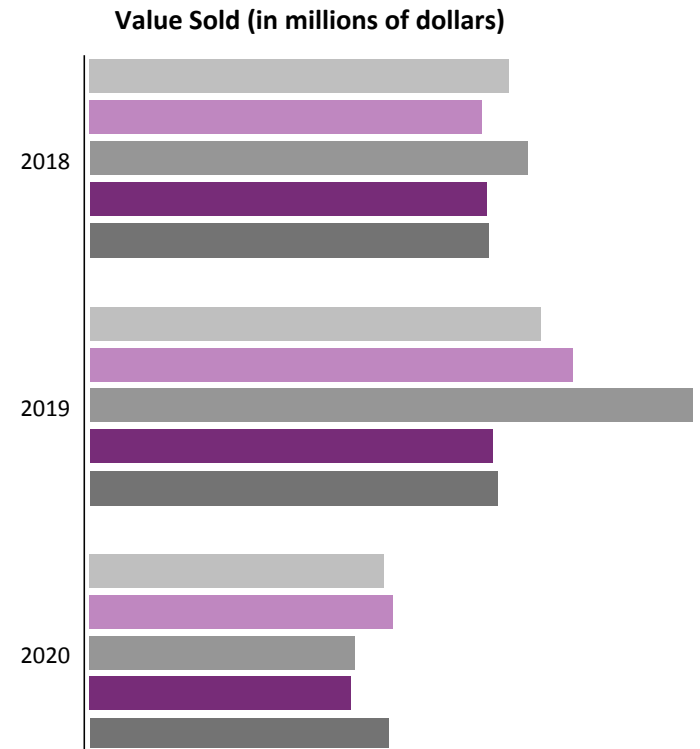
		2018	2019	2020
	Week 14	\$3,193,364	\$3,630,546	\$2,500,705
	Week 15	\$3,001,176	\$3,868,303	\$2,756,815
	Week 16	\$3,383,314	\$4,771,335	\$2,233,750
	Week 17	\$2,975,765	\$3,134,069	\$2,659,613
	Week 18	\$2,958,831	\$3,231,815	\$2,962,731
	Total	\$15,512,449	\$18,636,068	\$13,113,613

JUVENILE FICTION: RING FENCE MARKET



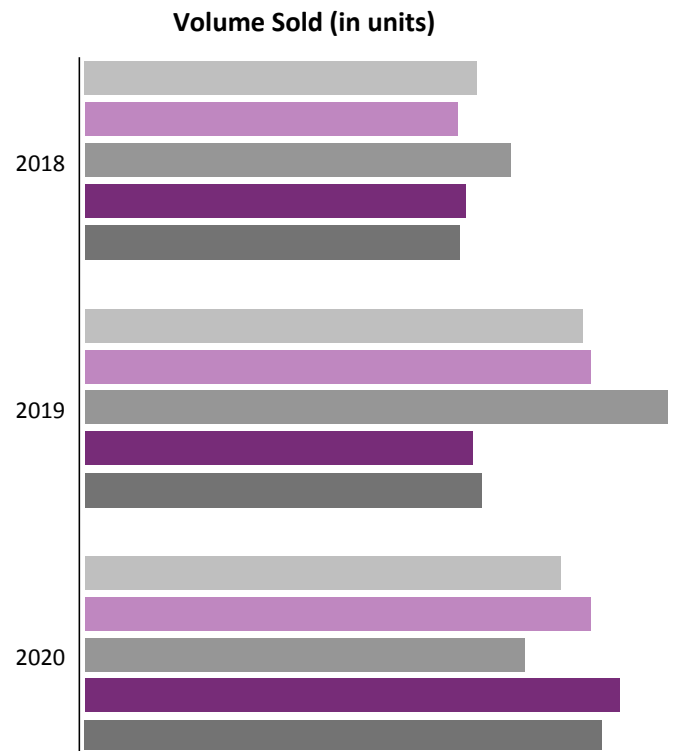
		2018	2019	2020
	Week 14	202,176	219,836	138,841
	Week 15	189,910	237,347	148,272
	Week 16	210,969	305,683	123,452
	Week 17	190,761	192,391	125,922
	Week 18	189,954	191,822	136,429
	Total	983,770	1,147,079	672,916

JUVENILE FICTION: RING FENCE MARKET



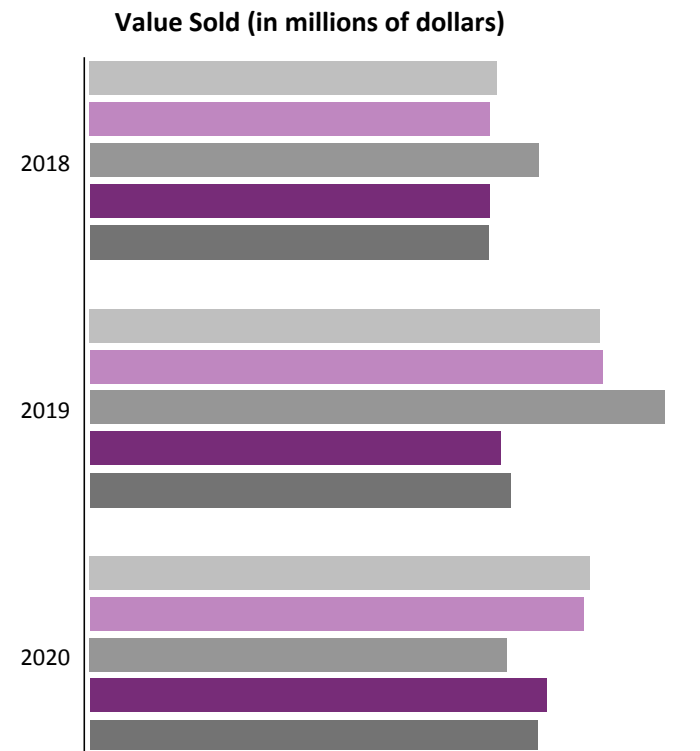
		2018	2019	2020
	Week 14	\$2,759,706	\$2,967,178	\$1,935,835
	Week 15	\$2,583,319	\$3,176,122	\$1,997,081
	Week 16	\$2,879,821	\$3,969,225	\$1,745,125
	Week 17	\$2,610,622	\$2,651,634	\$1,719,956
	Week 18	\$2,626,333	\$2,683,175	\$1,967,894
	Total	\$13,459,800	\$15,447,335	\$9,365,891

JUVENILE NON-FICTION: ALL MARKET



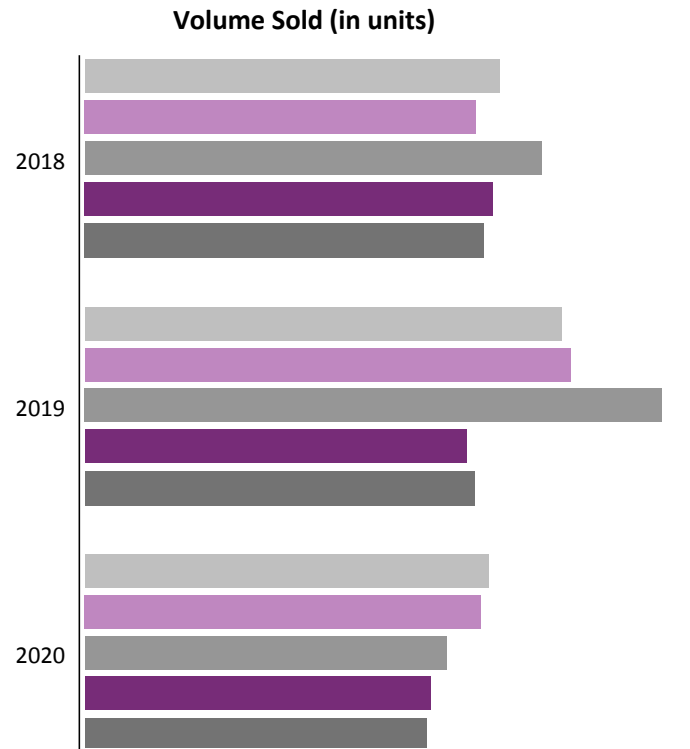
		2018	2019	2020
	Week 14	64,555	81,847	78,266
	Week 15	61,389	83,191	83,281
	Week 16	70,096	95,885	72,388
	Week 17	62,662	63,806	88,018
	Week 18	61,641	65,288	85,118
	Total	320,343	390,017	407,071

JUVENILE NON-FICTION: ALL MARKET



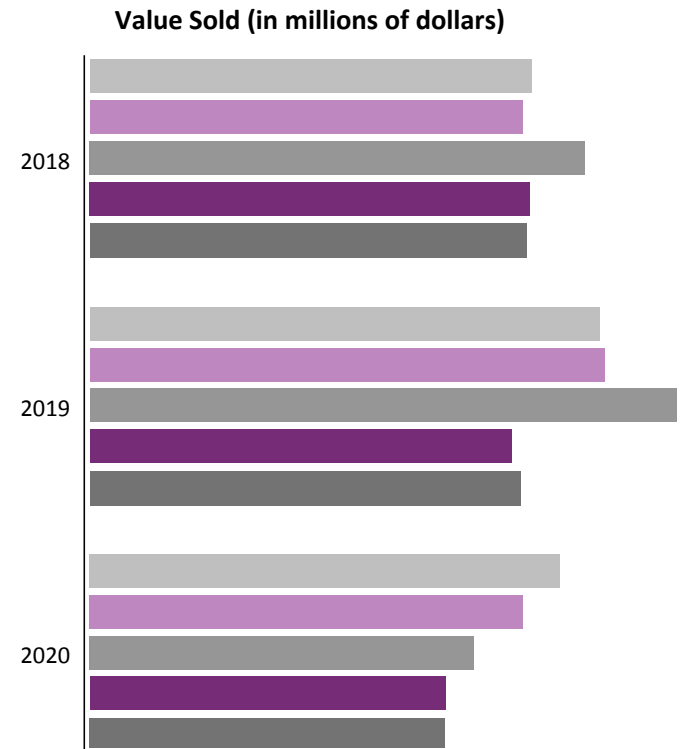
		2018	2019	2020
	Week 14	\$1,005,705	\$1,259,729	\$1,234,460
	Week 15	\$988,498	\$1,266,076	\$1,219,243
	Week 16	\$1,107,201	\$1,418,913	\$1,029,906
	Week 17	\$987,119	\$1,014,022	\$1,127,249
	Week 18	\$984,299	\$1,038,002	\$1,106,027
	Total	\$5,072,822	\$5,996,743	\$5,716,885

JUVENILE NON-FICTION: RING FENCE MARKET



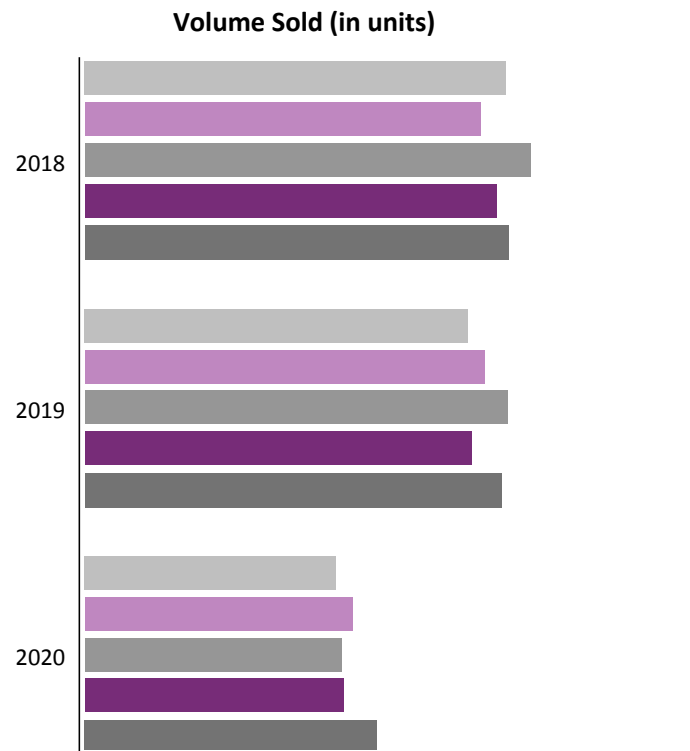
		2018	2019	2020
	Week 14	54,598	62,736	53,117
	Week 15	51,520	63,963	52,147
	Week 16	60,121	75,988	47,599
	Week 17	53,756	50,218	45,536
	Week 18	52,561	51,307	44,954
	Total	272,556	304,212	243,353

JUVENILE NON-FICTION: RING FENCE MARKET



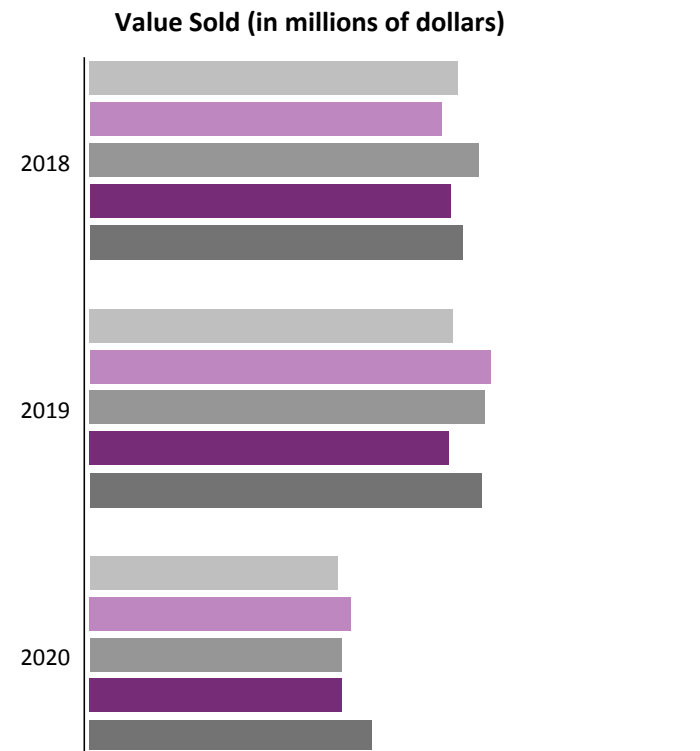
		2018	2019	2020
	Week 14	\$872,863	\$1,006,239	\$928,508
	Week 15	\$854,541	\$1,016,965	\$855,273
	Week 16	\$977,709	\$1,159,291	\$758,933
	Week 17	\$869,547	\$832,402	\$703,031
	Week 18	\$862,638	\$850,095	\$701,459
	Total	\$4,437,297	\$4,864,993	\$3,947,204

YOUNG ADULT: ALL MARKET



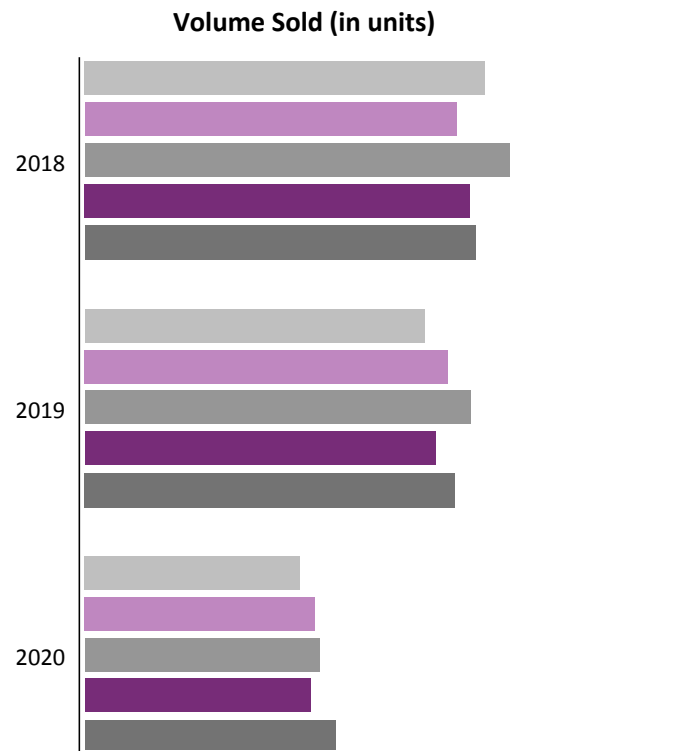
		2018	2019	2020
	Week 14	31,198	28,373	18,601
	Week 15	29,324	29,593	19,834
	Week 16	32,996	31,290	18,995
	Week 17	30,467	28,611	19,153
	Week 18	31,373	30,840	21,627
	Total	155,358	148,707	98,210

YOUNG ADULT: ALL MARKET



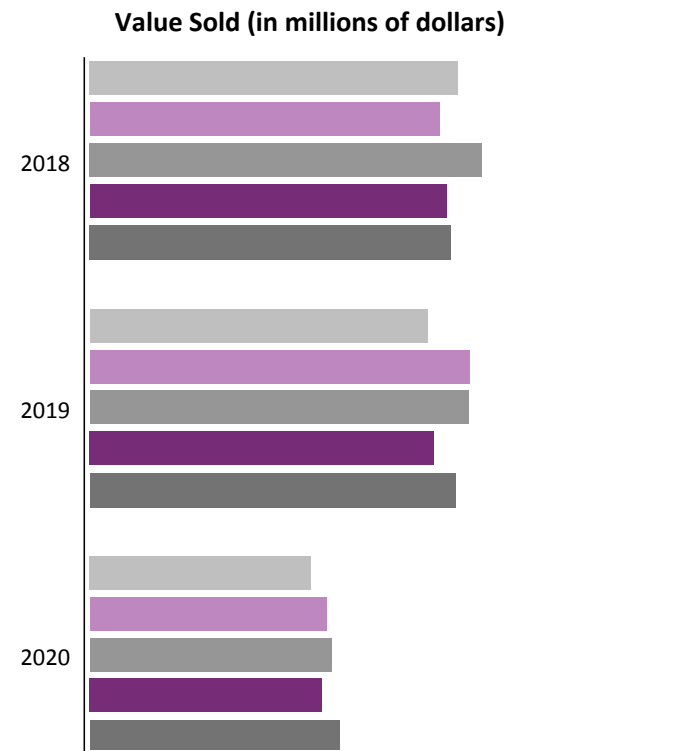
		2018	2019	2020
	Week 14	\$575,985	\$568,035	\$386,830
	Week 15	\$550,073	\$626,118	\$408,201
	Week 16	\$608,504	\$617,994	\$393,225
	Week 17	\$564,367	\$561,736	\$394,093
	Week 18	\$582,448	\$611,991	\$441,277
	Total	\$2,881,377	\$2,985,873	\$2,023,626

YOUNG ADULT: RING FENCE MARKET



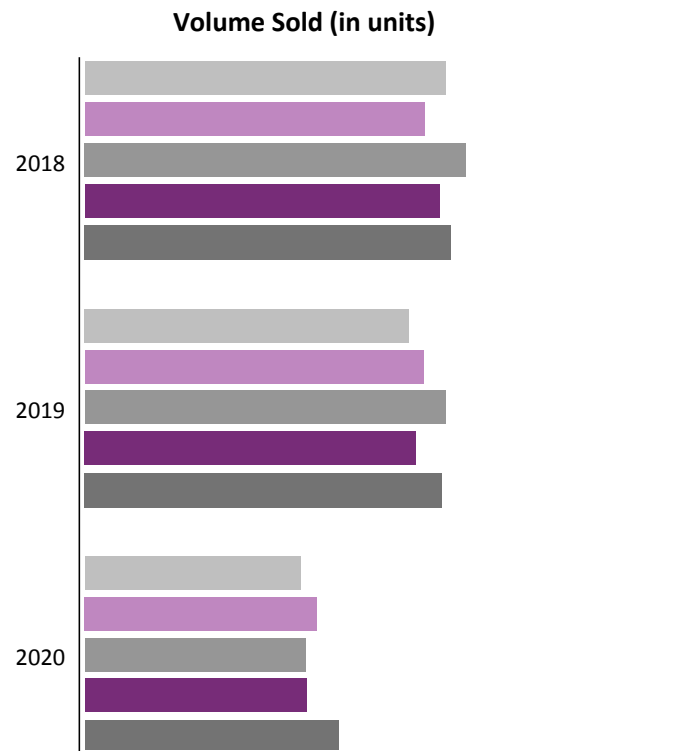
		2018	2019	2020
	Week 14	29,629	25,132	15,939
	Week 15	27,506	26,892	17,043
	Week 16	31,442	28,536	17,361
	Week 17	28,517	25,985	16,710
	Week 18	28,932	27,419	18,562
	Total	146,026	133,964	85,615

YOUNG ADULT: RING FENCE MARKET



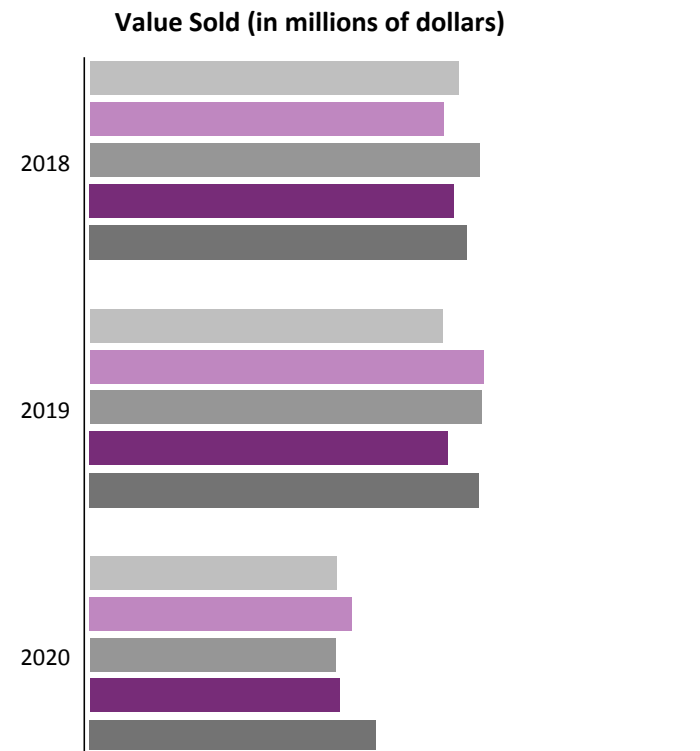
		2018	2019	2020
	Week 14	\$545,697	\$500,454	\$327,735
	Week 15	\$517,867	\$562,814	\$350,589
	Week 16	\$580,835	\$560,862	\$357,764
	Week 17	\$528,552	\$509,863	\$343,911
	Week 18	\$534,829	\$542,125	\$369,700
	Total	\$2,707,779	\$2,676,117	\$1,749,698

YOUNG ADULT FICTION: ALL MARKET



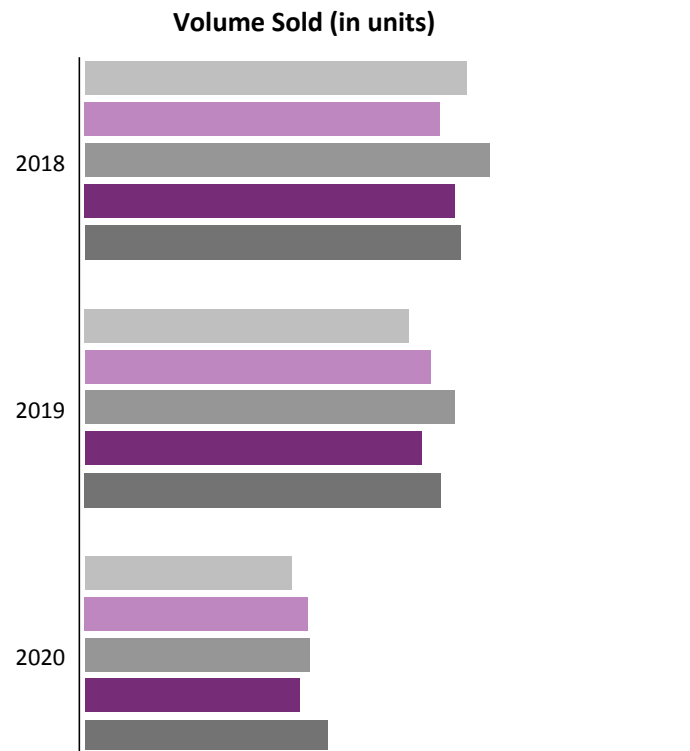
		2018	2019	2020
	Week 14	29,668	26,683	17,744
	Week 15	27,960	27,862	19,100
	Week 16	31,369	29,687	18,135
	Week 17	29,194	27,242	18,219
	Week 18	30,141	29,385	20,865
	Total	148,332	140,859	94,063

YOUNG ADULT FICTION: ALL MARKET



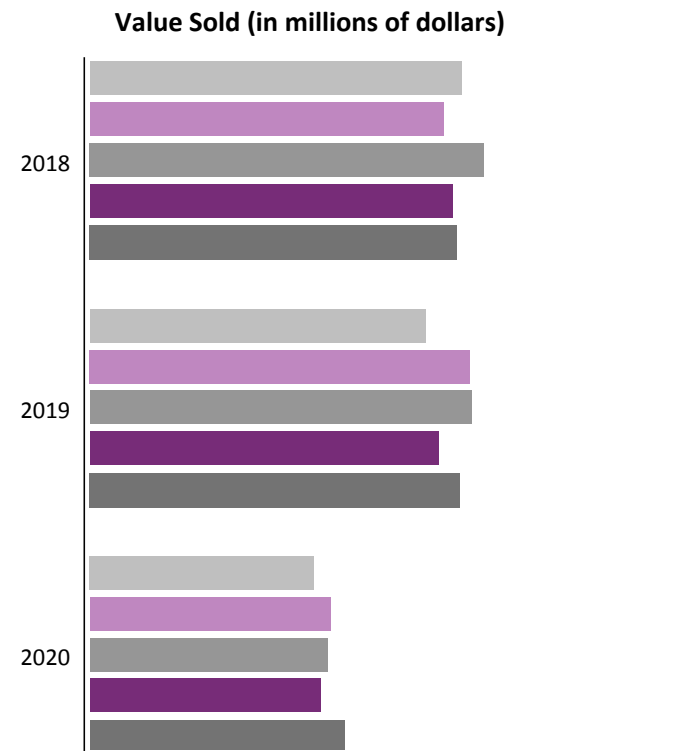
		2018	2019	2020
	Week 14	\$546,128	\$522,163	\$365,075
	Week 15	\$523,671	\$583,604	\$388,617
	Week 16	\$576,928	\$579,950	\$364,101
	Week 17	\$539,731	\$530,857	\$369,844
	Week 18	\$558,654	\$576,471	\$424,045
	Total	\$2,745,112	\$2,793,044	\$1,911,681

YOUNG ADULT FICTION: RING FENCE MARKET



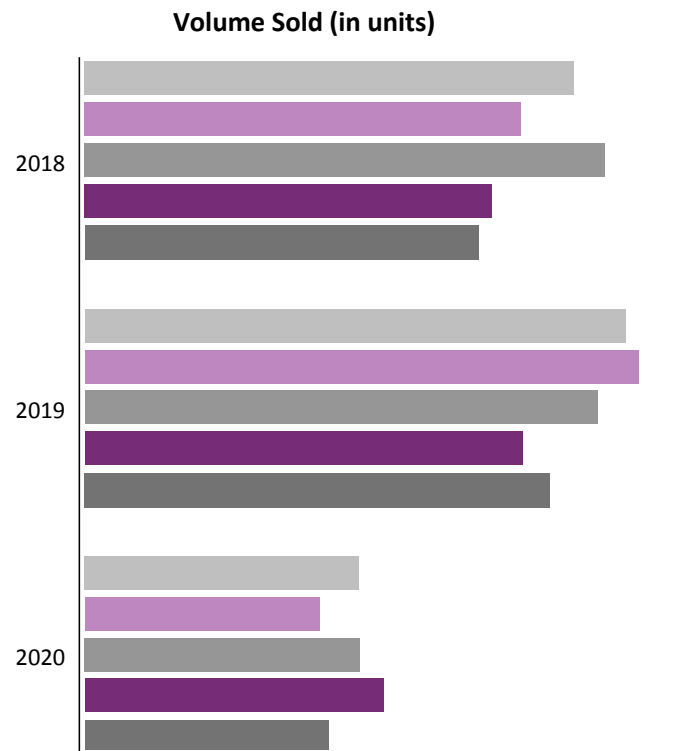
		2018	2019	2020
	Week 14	28,281	24,008	15,315
	Week 15	26,304	25,574	16,532
	Week 16	29,945	27,379	16,646
	Week 17	27,411	24,952	15,917
	Week 18	27,834	26,372	17,981
	Total	139,775	128,285	82,391

YOUNG ADULT FICTION: RING FENCE MARKET



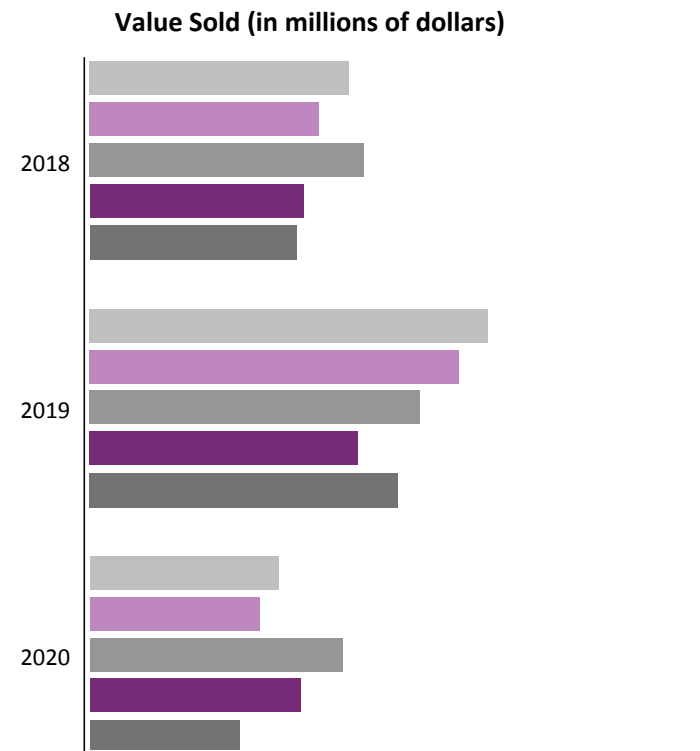
		2018	2019	2020
	Week 14	\$520,203	\$469,504	\$313,561
	Week 15	\$494,722	\$531,716	\$336,385
	Week 16	\$551,758	\$533,790	\$332,290
	Week 17	\$507,217	\$487,544	\$322,825
	Week 18	\$513,907	\$517,774	\$356,421
	Total	\$2,587,806	\$2,540,328	\$1,661,482

YOUNG ADULT NON-FICTION: ALL MARKET



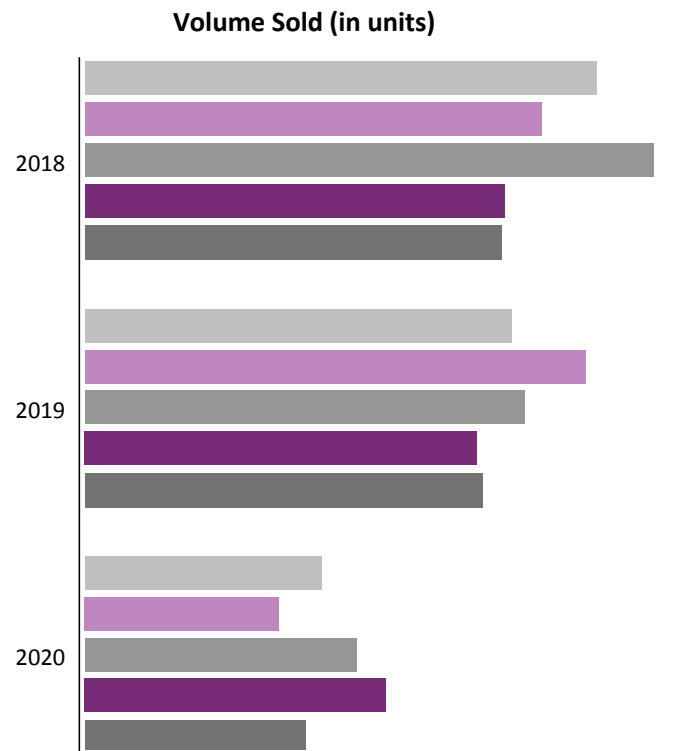
		2018	2019	2020
	Week 14	1,530	1,690	857
	Week 15	1,364	1,731	734
	Week 16	1,627	1,603	860
	Week 17	1,273	1,369	934
	Week 18	1,232	1,455	762
	Total	7,026	7,848	4,147

YOUNG ADULT NON-FICTION: ALL MARKET



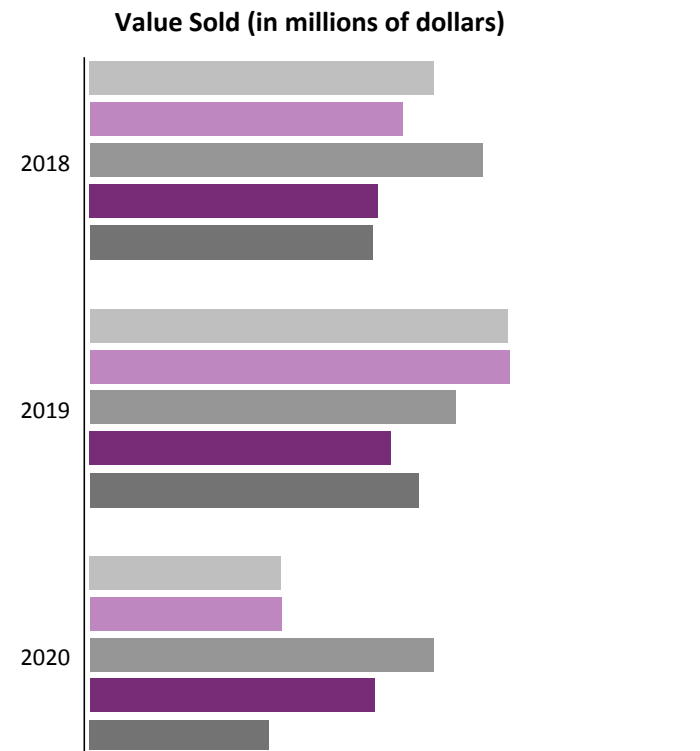
		2018	2019	2020
	Week 14	\$29,857	\$45,872	\$21,755
	Week 15	\$26,402	\$42,514	\$19,584
	Week 16	\$31,576	\$38,044	\$29,124
	Week 17	\$24,636	\$30,878	\$24,249
	Week 18	\$23,794	\$35,520	\$17,232
	Total	\$136,265	\$192,829	\$111,944

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 14	1,348	1,124	624
	Week 15	1,202	1,318	511
	Week 16	1,497	1,157	715
	Week 17	1,106	1,033	793
	Week 18	1,098	1,047	581
	Total	6,251	5,679	3,224

YOUNG ADULT NON-FICTION: RING FENCE MARKET

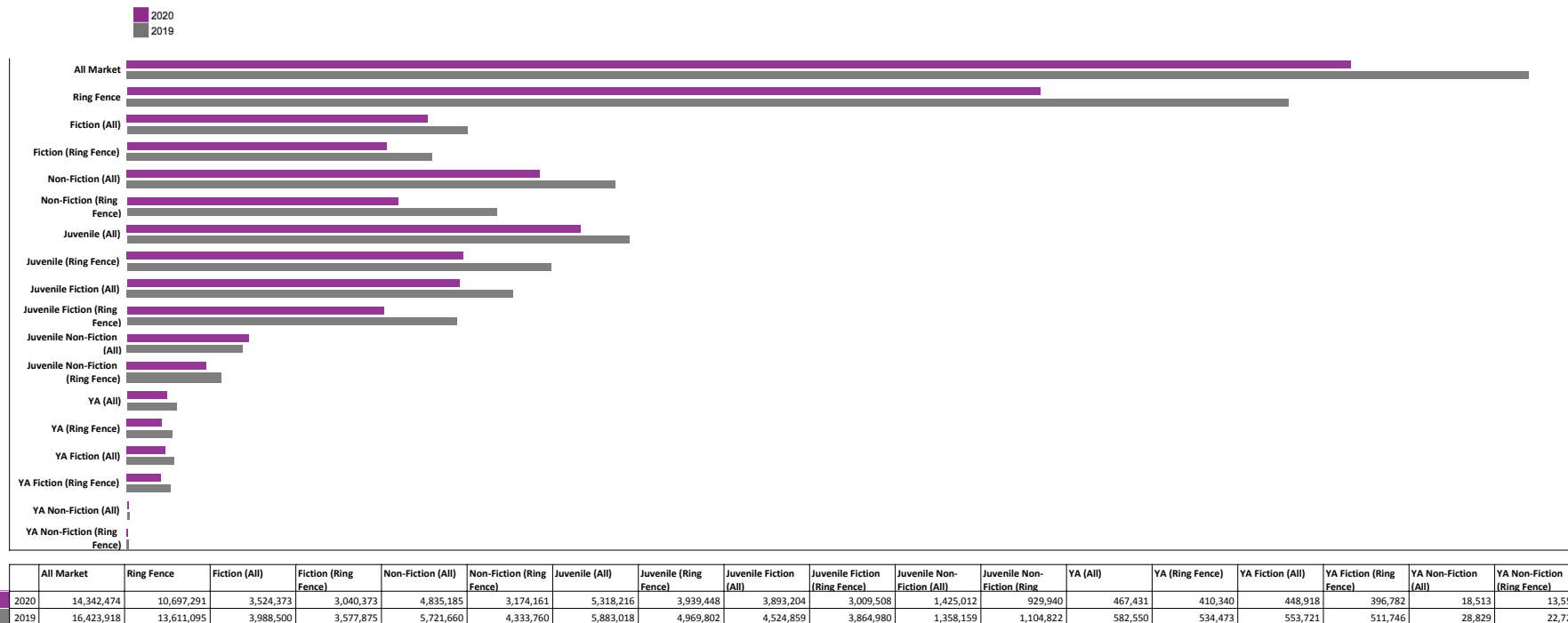


		2018	2019	2020
	Week 14	\$25,493	\$30,949	\$14,174
	Week 15	\$23,146	\$31,098	\$14,204
	Week 16	\$29,077	\$27,072	\$25,473
	Week 17	\$21,335	\$22,318	\$21,086
	Week 18	\$20,922	\$24,350	\$13,279
	Total	\$119,973	\$135,788	\$88,216

YEAR-TO-DATE COMPARISON: VOLUME

	2019	2020
The week-ending dates:	2019-05-05	2020-05-03
	Week 18	

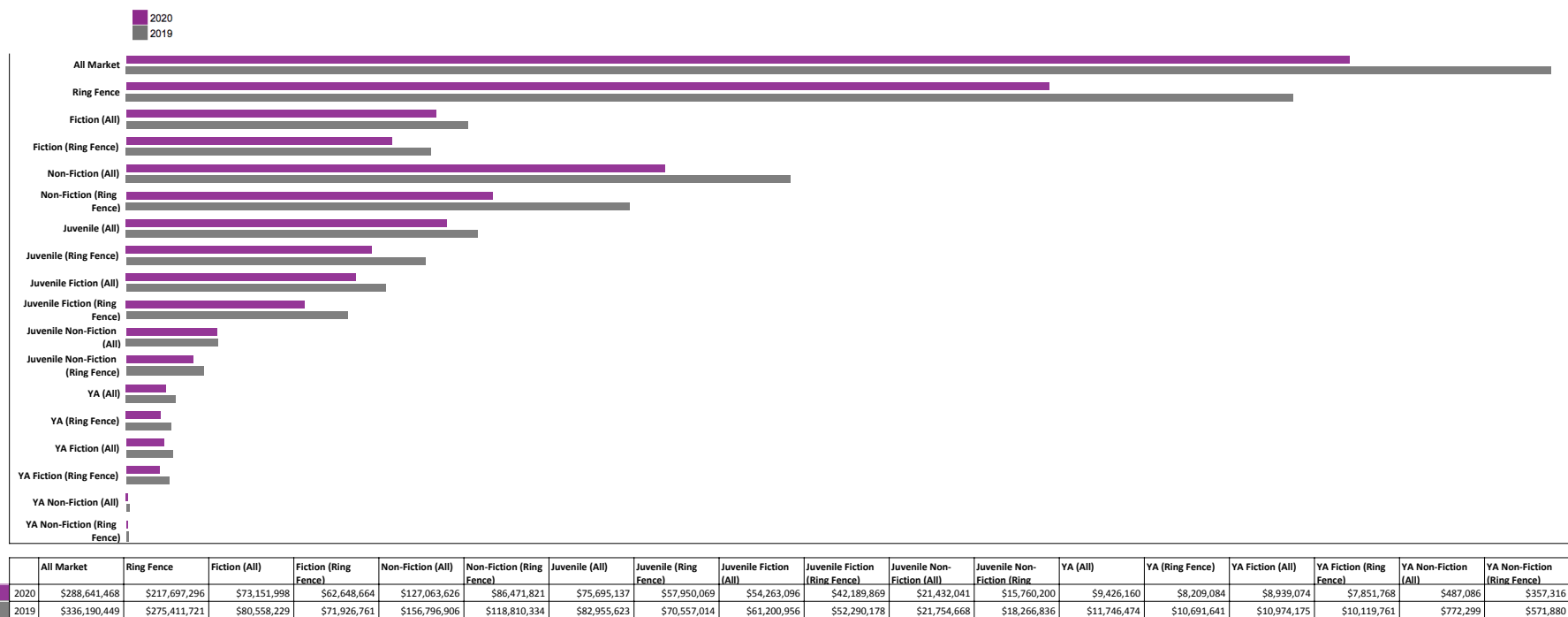
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

		2019	2020
The week-ending dates:	Week 18	2019-05-05	2020-05-03

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