



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

6.2020

May 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 May 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

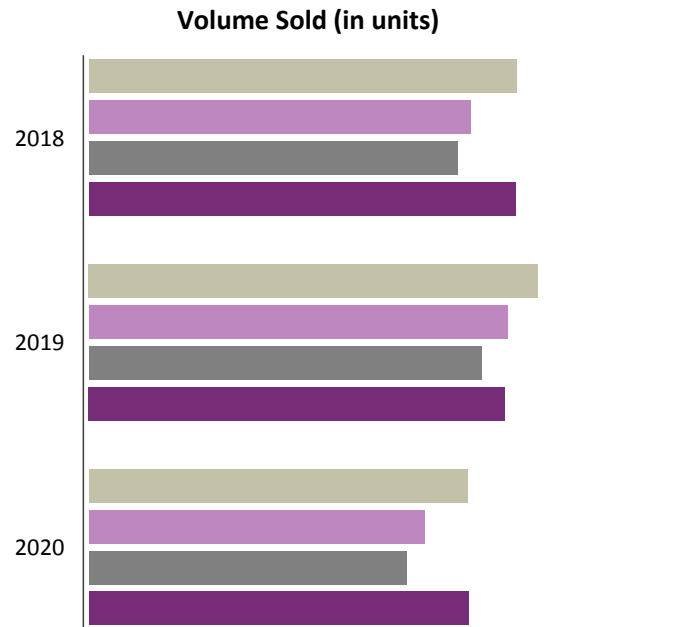
Report Weeks

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:

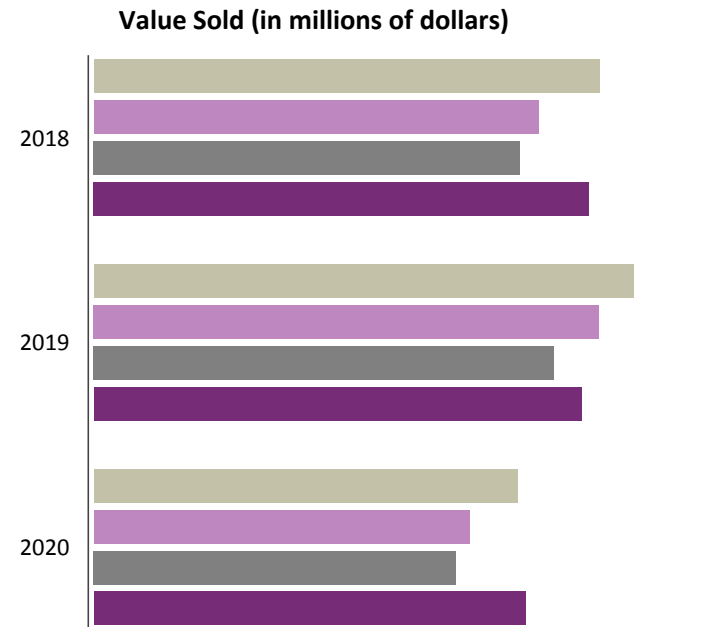
	2018	2019	2020
Week 19	2018-05-13	2019-05-12	2020-05-10
Week 20	2018-05-20	2019-05-19	2020-05-17
Week 21	2018-05-27	2019-05-26	2020-05-24
Week 22	2018-06-03	2019-06-02	2020-05-31

ALL MARKET



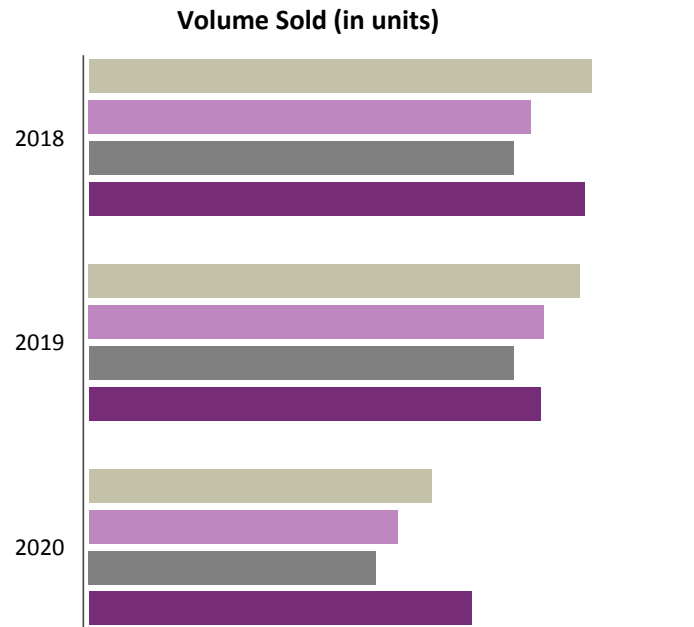
		2018	2019	2020
	Week 19	880,476	923,895	779,127
	Week 20	784,808	861,231	689,857
	Week 21	757,715	808,414	653,133
	Week 22	877,263	856,338	780,874
	Total	3,300,262	3,449,878	2,902,991

ALL MARKET



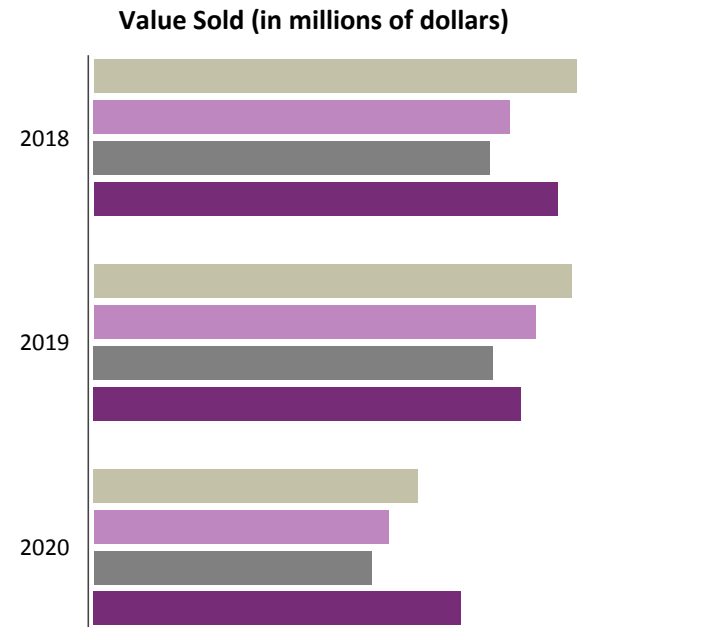
		2018	2019	2020
	Week 19	\$18,302,373	\$19,540,086	\$15,351,375
	Week 20	\$16,092,775	\$18,297,325	\$13,612,895
	Week 21	\$15,433,803	\$16,661,428	\$13,117,734
	Week 22	\$17,924,719	\$17,654,153	\$15,642,146
	Total	\$67,753,670	\$72,152,991	\$57,724,150

RING FENCE MARKET



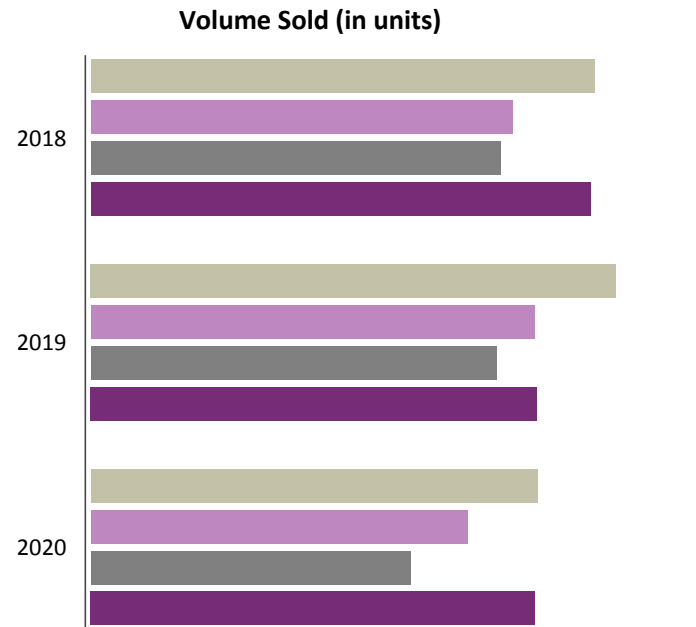
		2018	2019	2020
	Week 19	769,458	751,976	524,338
	Week 20	676,893	696,726	472,849
	Week 21	650,111	649,771	439,698
	Week 22	758,451	691,830	585,943
	Total	2,854,913	2,790,303	2,022,828

RING FENCE MARKET



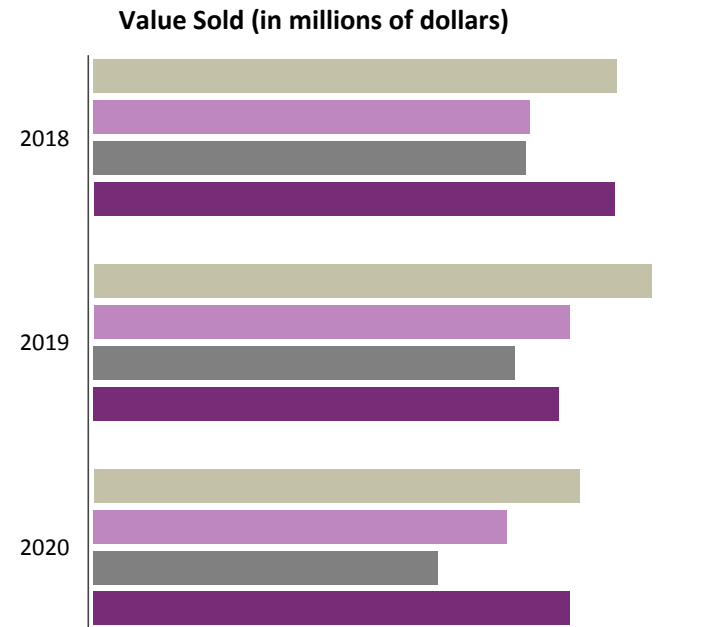
		2018	2019	2020
	Week 19	\$15,898,041	\$15,717,675	\$10,677,531
	Week 20	\$13,702,999	\$14,533,526	\$9,692,422
	Week 21	\$13,047,024	\$13,135,368	\$9,140,948
	Week 22	\$15,271,673	\$14,061,250	\$12,081,115
	Total	\$57,919,737	\$57,447,819	\$41,592,016

FICTION: ALL MARKET



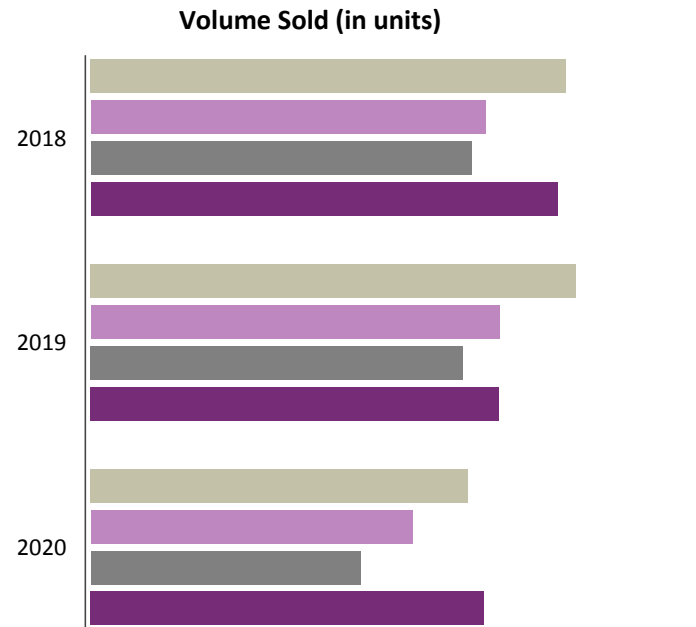
		2018	2019	2020
	Week 19	257,139	268,003	227,929
	Week 20	215,059	226,282	192,271
	Week 21	208,898	206,805	163,100
	Week 22	254,793	227,627	226,552
	Total	935,889	928,717	809,852

FICTION: ALL MARKET



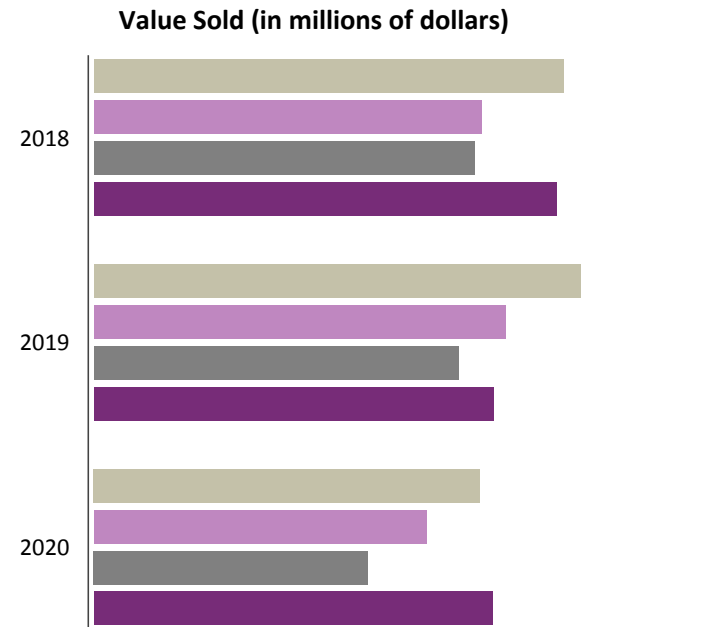
		2018	2019	2020
	Week 19	\$5,166,274	\$5,509,612	\$4,795,133
	Week 20	\$4,308,629	\$4,700,203	\$4,079,643
	Week 21	\$4,267,831	\$4,158,506	\$3,397,553
	Week 22	\$5,139,835	\$4,593,138	\$4,703,187
	Total	\$18,882,569	\$18,961,459	\$16,975,516

FICTION: RING FENCE MARKET



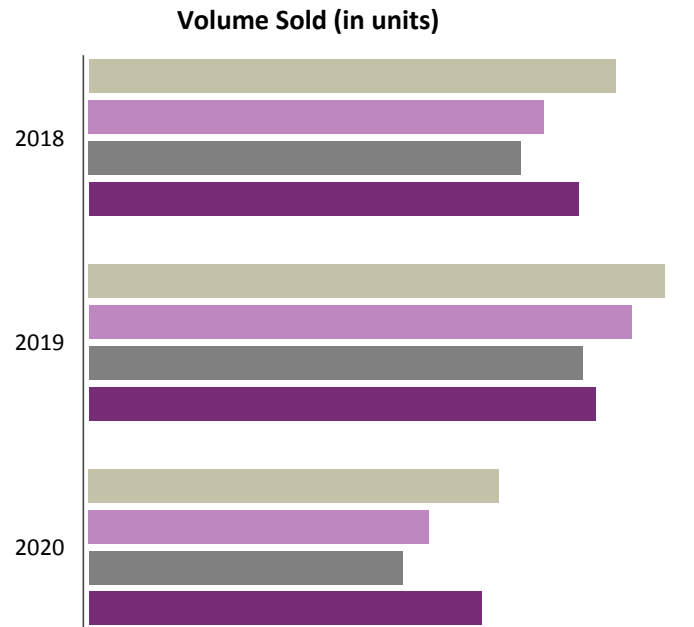
		2018	2019	2020
	Week 19	234,597	239,512	186,259
	Week 20	194,776	201,850	158,697
	Week 21	187,975	183,795	133,168
	Week 22	230,521	201,582	194,148
	Total	847,869	826,739	672,272

FICTION: RING FENCE MARKET



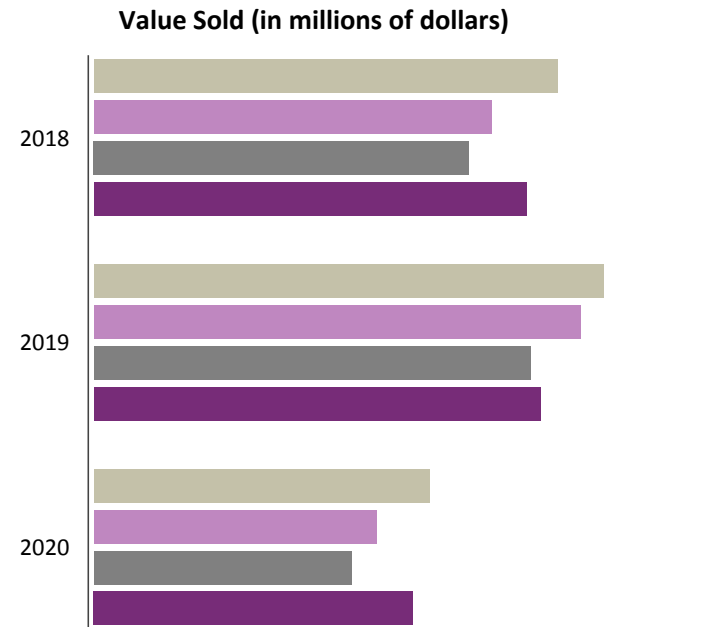
		2018	2019	2020
	Week 19	\$4,713,535	\$4,888,491	\$3,877,004
	Week 20	\$3,895,151	\$4,132,102	\$3,338,255
	Week 21	\$3,820,540	\$3,660,430	\$2,753,716
	Week 22	\$4,646,975	\$4,015,433	\$4,001,846
	Total	\$17,076,200	\$16,696,456	\$13,970,820

NON-FICTION: ALL MARKET



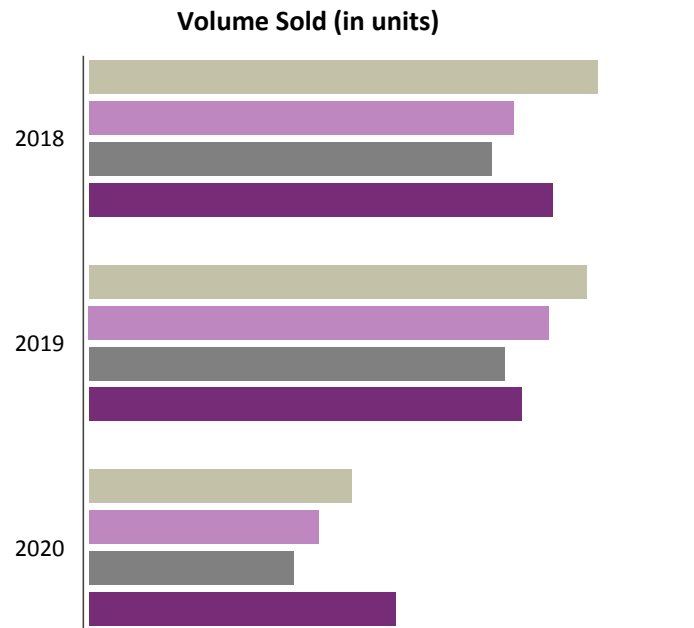
		2018	2019	2020
	Week 19	303,553	331,905	236,216
	Week 20	262,112	312,717	195,926
	Week 21	248,956	284,320	180,721
	Week 22	282,245	291,802	226,089
	Total	1,096,866	1,220,744	838,952

NON-FICTION: ALL MARKET



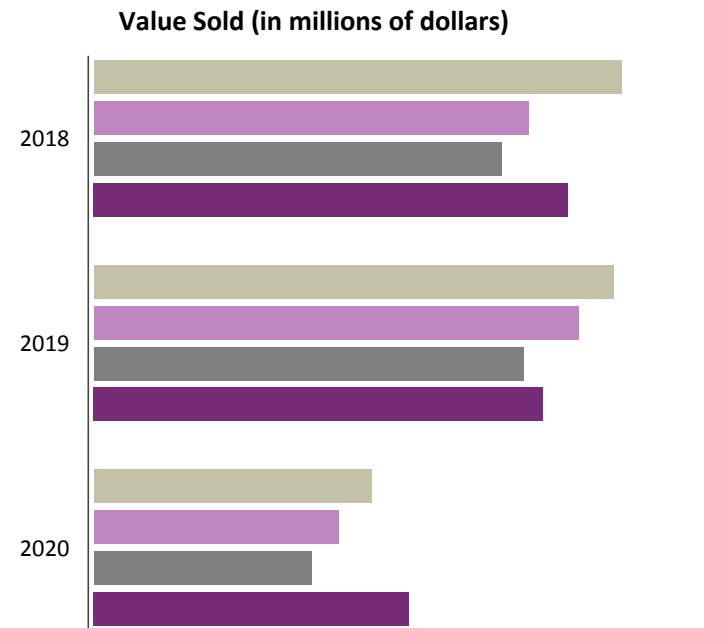
		2018	2019	2020
	Week 19	\$8,398,170	\$9,229,419	\$6,080,409
	Week 20	\$7,200,756	\$8,815,930	\$5,122,364
	Week 21	\$6,789,273	\$7,901,987	\$4,667,749
	Week 22	\$7,837,041	\$8,091,077	\$5,778,103
	Total	\$30,225,240	\$34,038,413	\$21,648,626

NON-FICTION: RING FENCE MARKET



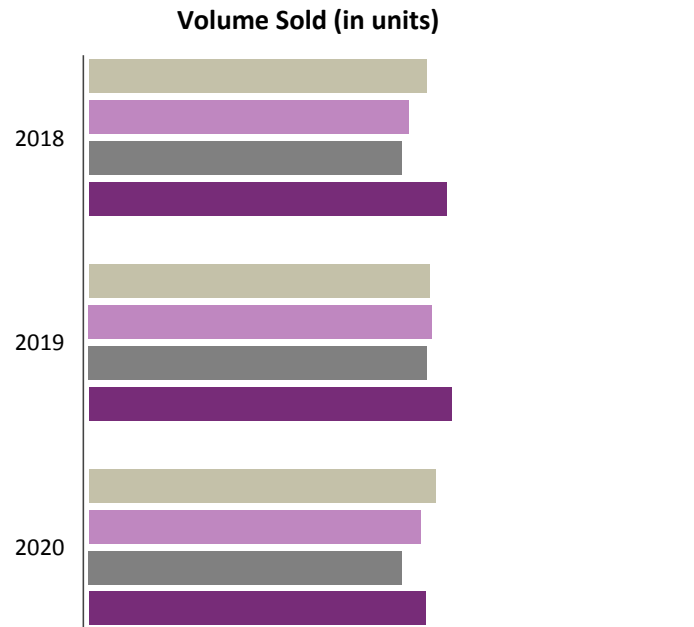
	2018	2019	2020
Week 19	251,221	245,772	129,811
Week 20	209,764	227,217	113,269
Week 21	198,687	205,222	100,990
Week 22	228,819	213,718	151,323
Total	888,491	891,929	495,393

NON-FICTION: RING FENCE MARKET



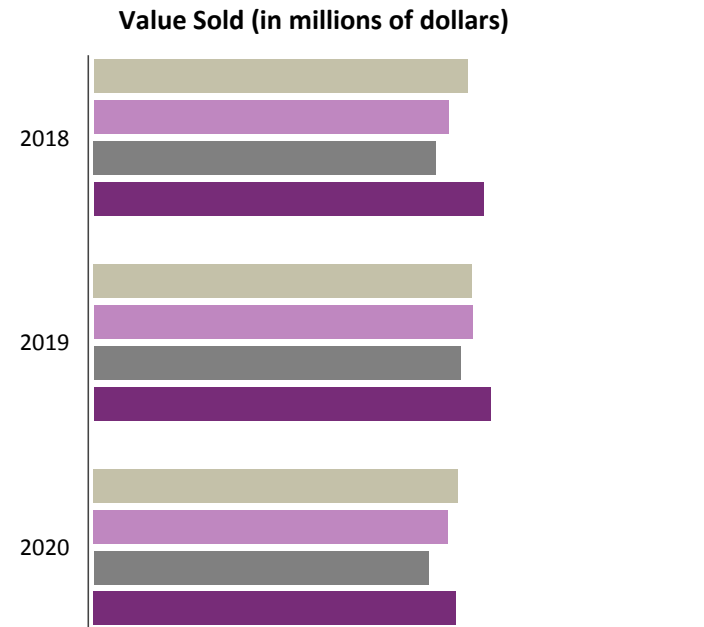
	2018	2019	2020
Week 19	\$6,947,668	\$6,845,543	\$3,659,656
Week 20	\$5,722,883	\$6,383,617	\$3,225,125
Week 21	\$5,364,555	\$5,657,212	\$2,864,823
Week 22	\$6,242,529	\$5,916,377	\$4,151,139
Total	\$24,277,635	\$24,802,749	\$13,900,742

JUVENILE: ALL MARKET



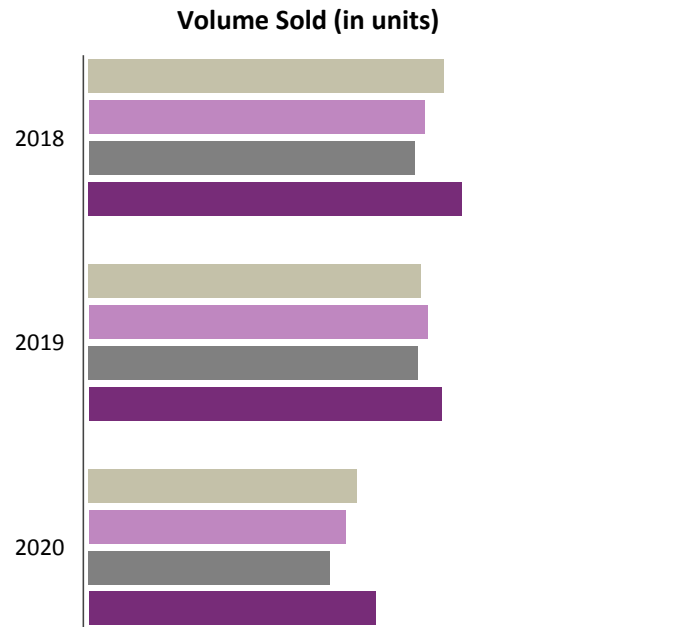
		2018	2019	2020
	Week 19	277,863	280,212	285,551
	Week 20	263,243	282,474	272,679
	Week 21	257,382	278,245	257,690
	Week 22	294,321	298,291	277,270
	Total	1,092,809	1,139,222	1,093,190

JUVENILE: ALL MARKET



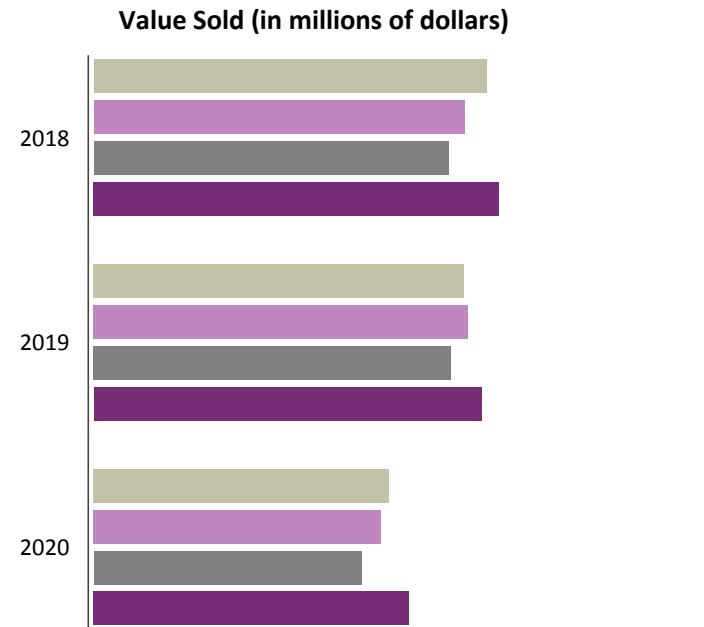
		2018	2019	2020
	Week 19	\$4,000,974	\$4,047,861	\$3,894,424
	Week 20	\$3,796,626	\$4,052,424	\$3,788,876
	Week 21	\$3,662,896	\$3,921,609	\$3,579,097
	Week 22	\$4,167,178	\$4,246,106	\$3,873,946
	Total	\$15,627,675	\$16,268,000	\$15,136,344

JUVENILE: RING FENCE MARKET



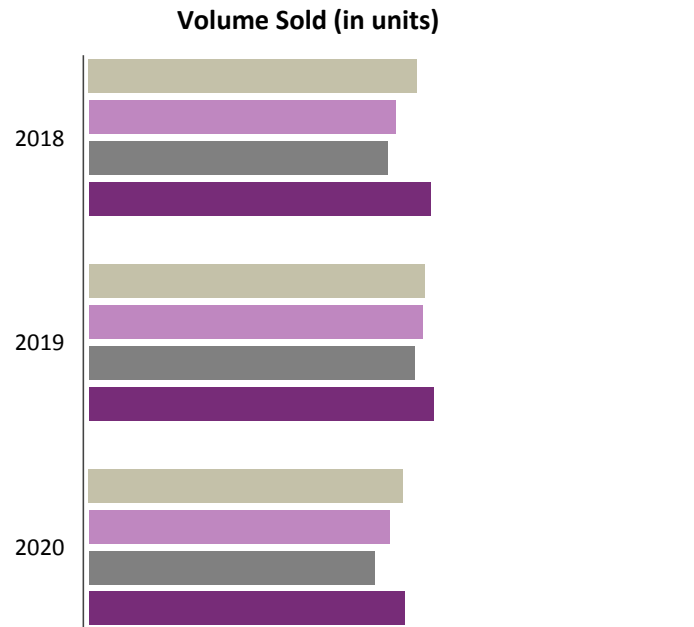
		2018	2019	2020
	Week 19	245,500	229,630	185,301
	Week 20	231,854	234,019	177,199
	Week 21	225,205	227,497	166,633
	Week 22	257,922	243,863	197,939
	Total	960,481	935,009	727,072

JUVENILE: RING FENCE MARKET



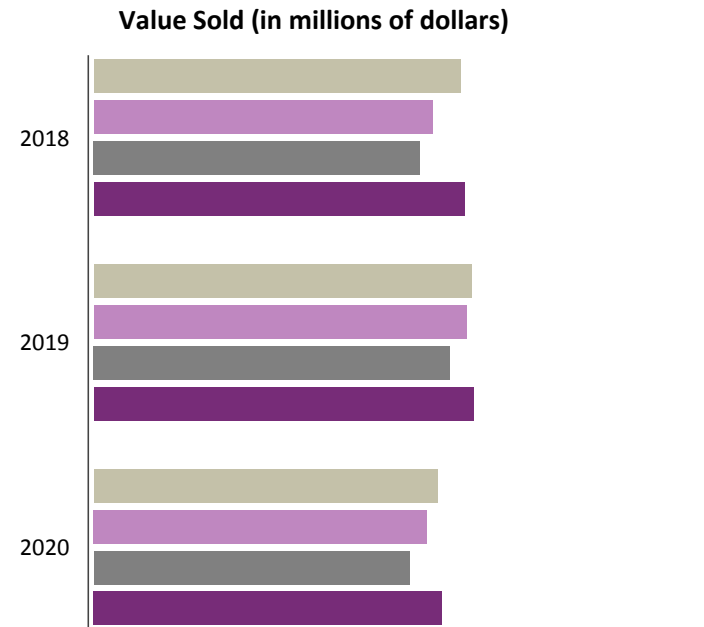
		2018	2019	2020
	Week 19	\$3,554,692	\$3,352,072	\$2,673,633
	Week 20	\$3,358,186	\$3,385,596	\$2,601,566
	Week 21	\$3,213,224	\$3,233,423	\$2,421,798
	Week 22	\$3,669,698	\$3,510,184	\$2,852,719
	Total	\$13,795,800	\$13,481,275	\$10,549,716

JUVENILE FICTION: ALL MARKET



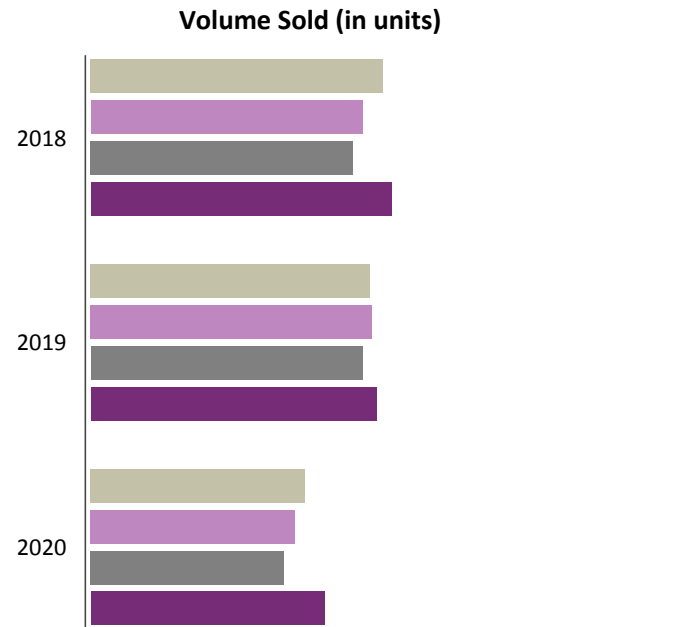
		2018	2019	2020
	Week 19	216,106	221,127	206,755
	Week 20	201,893	219,759	197,757
	Week 21	196,460	214,622	187,826
	Week 22	225,153	226,739	207,791
	Total	839,612	882,247	800,129

JUVENILE FICTION: ALL MARKET



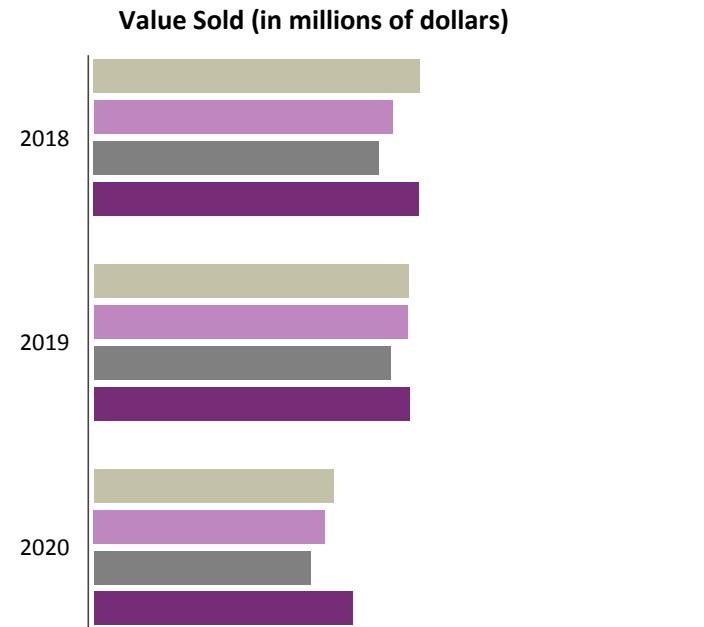
		2018	2019	2020
	Week 19	\$3,017,089	\$3,107,631	\$2,829,943
	Week 20	\$2,789,333	\$3,065,802	\$2,740,813
	Week 21	\$2,684,331	\$2,932,774	\$2,600,414
	Week 22	\$3,050,606	\$3,124,255	\$2,865,280
	Total	\$11,541,359	\$12,230,462	\$11,036,450

JUVENILE FICTION: RING FENCE MARKET



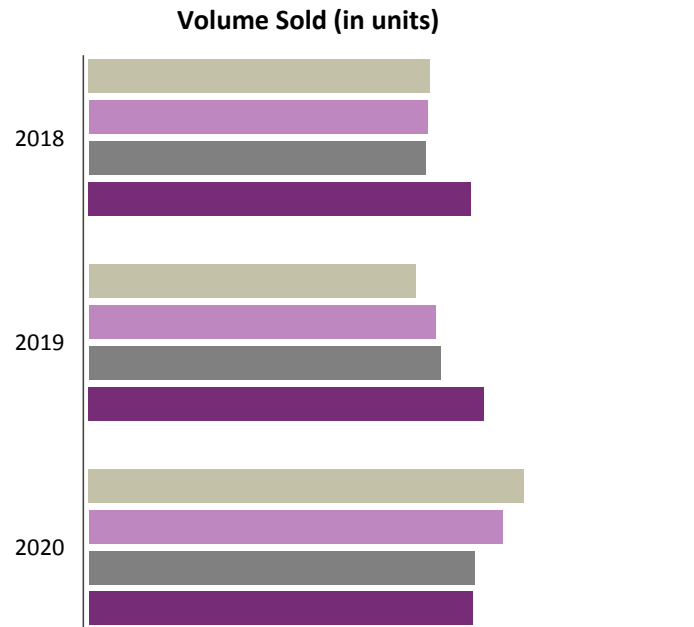
		2018	2019	2020
	Week 19	192,241	183,798	141,021
	Week 20	178,875	185,103	134,313
	Week 21	172,655	178,754	127,210
	Week 22	197,710	188,268	153,736
	Total	741,481	735,923	556,280

JUVENILE FICTION: RING FENCE MARKET



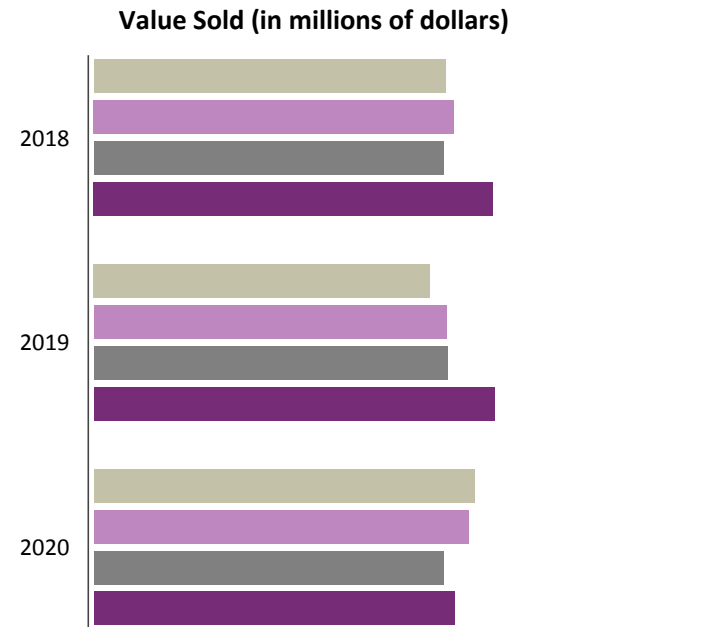
		2018	2019	2020
	Week 19	\$2,684,445	\$2,590,659	\$1,971,020
	Week 20	\$2,460,459	\$2,579,233	\$1,901,693
	Week 21	\$2,346,623	\$2,442,922	\$1,781,776
	Week 22	\$2,675,879	\$2,598,681	\$2,131,289
	Total	\$10,167,405	\$10,211,495	\$7,785,779

JUVENILE NON-FICTION: ALL MARKET



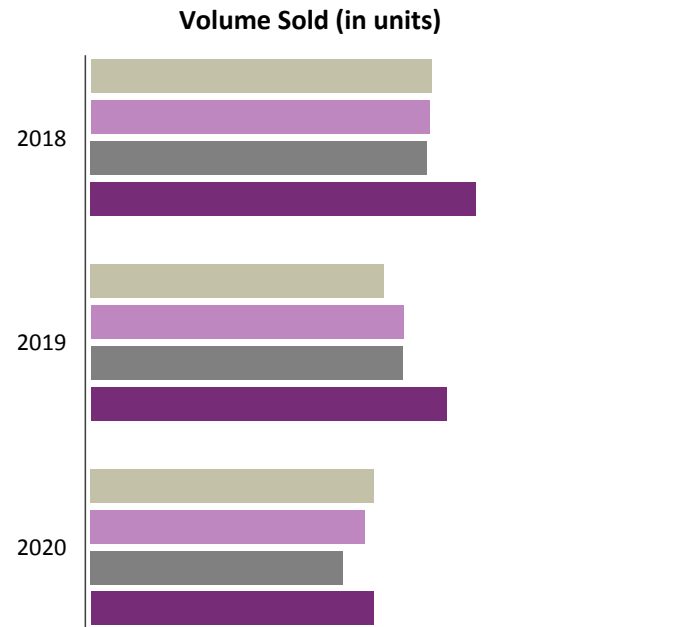
		2018	2019	2020
	Week 19	61,757	59,085	78,796
	Week 20	61,350	62,715	74,922
	Week 21	60,922	63,623	69,864
	Week 22	69,168	71,552	69,479
	Total	253,197	256,975	293,061

JUVENILE NON-FICTION: ALL MARKET



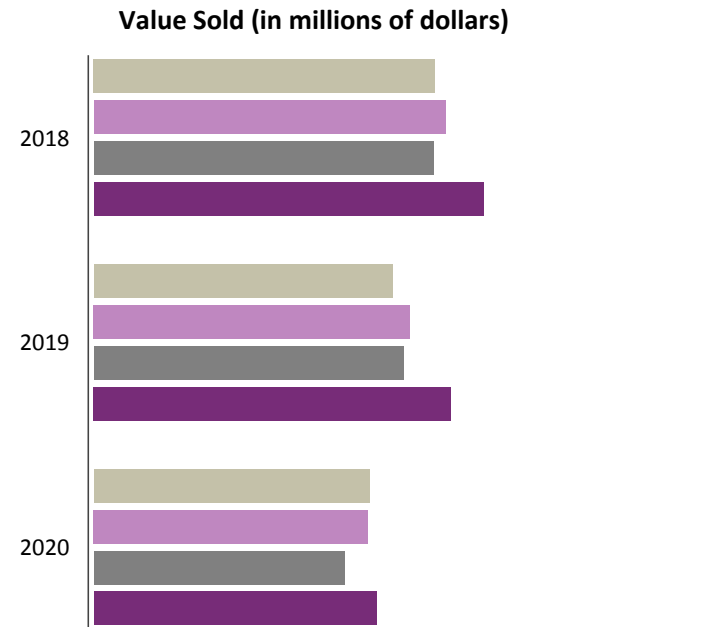
		2018	2019	2020
	Week 19	\$983,885	\$940,230	\$1,064,481
	Week 20	\$1,007,293	\$986,622	\$1,048,063
	Week 21	\$978,565	\$988,835	\$978,683
	Week 22	\$1,116,572	\$1,121,851	\$1,008,667
	Total	\$4,086,316	\$4,037,537	\$4,099,894

JUVENILE NON-FICTION: RING FENCE MARKET



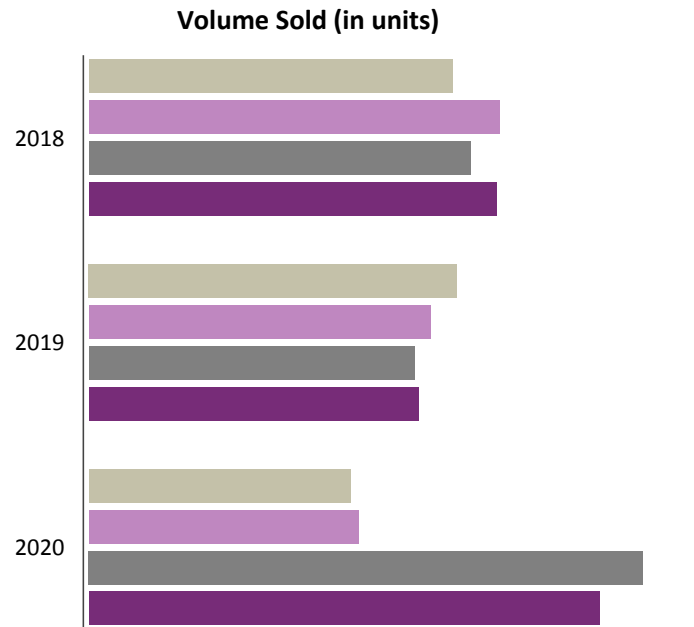
		2018	2019	2020
	Week 19	53,259	45,832	44,280
	Week 20	52,979	48,916	42,886
	Week 21	52,550	48,743	39,423
	Week 22	60,212	55,595	44,203
	Total	219,000	199,086	170,792

JUVENILE NON-FICTION: RING FENCE MARKET



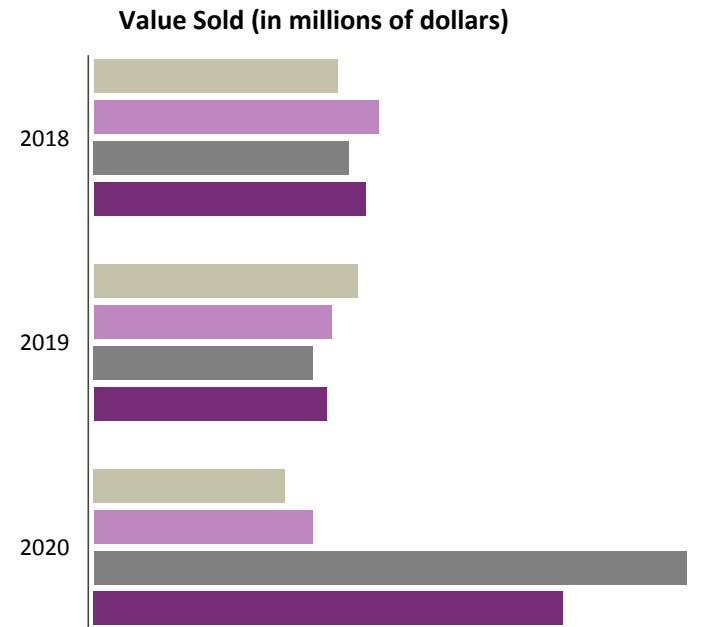
		2018	2019	2020
	Week 19	\$870,247	\$761,413	\$702,613
	Week 20	\$897,728	\$806,364	\$699,873
	Week 21	\$866,601	\$790,501	\$640,022
	Week 22	\$993,819	\$911,503	\$721,429
	Total	\$3,628,395	\$3,269,780	\$2,763,937

YOUNG ADULT: ALL MARKET



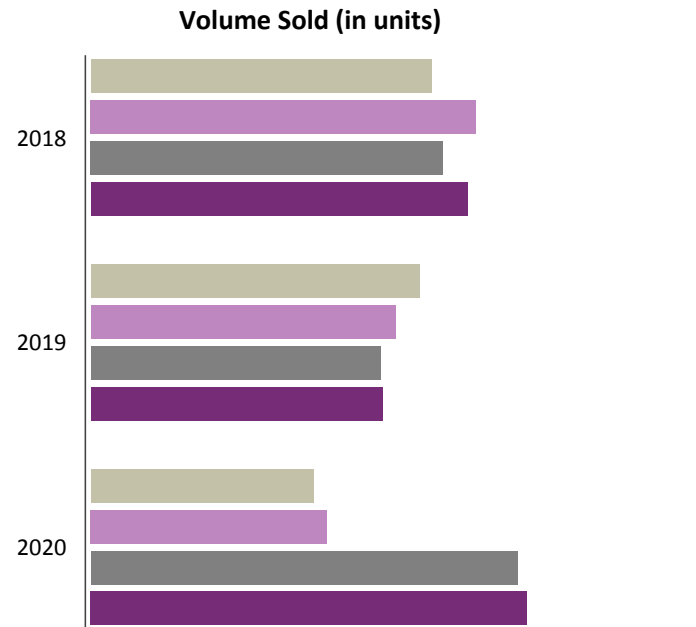
		2018	2019	2020
	Week 19	29,907	30,306	21,528
	Week 20	33,821	28,096	22,184
	Week 21	31,390	26,817	45,602
	Week 22	33,538	27,136	42,028
	Total	128,656	112,355	131,342

YOUNG ADULT: ALL MARKET



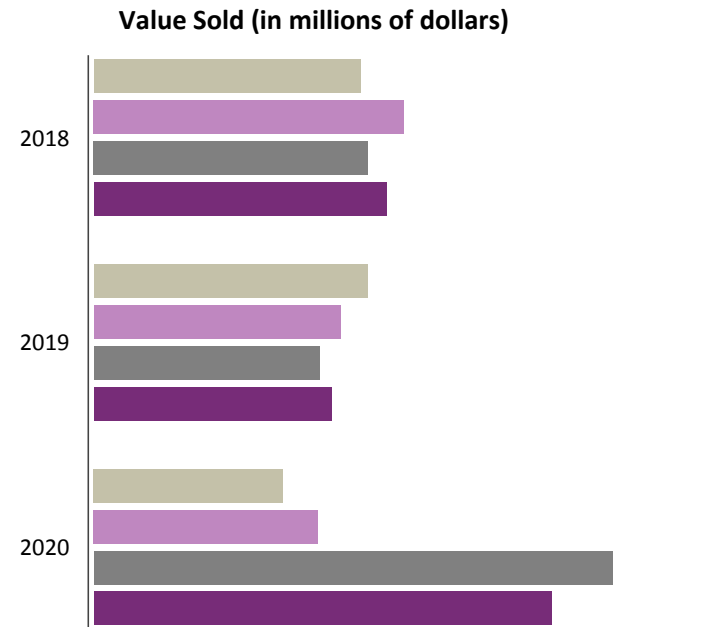
		2018	2019	2020
	Week 19	\$561,977	\$607,713	\$440,894
	Week 20	\$655,366	\$547,986	\$504,597
	Week 21	\$588,084	\$505,112	\$1,366,133
	Week 22	\$625,557	\$535,646	\$1,081,268
	Total	\$2,430,985	\$2,196,456	\$3,392,892

YOUNG ADULT: RING FENCE MARKET



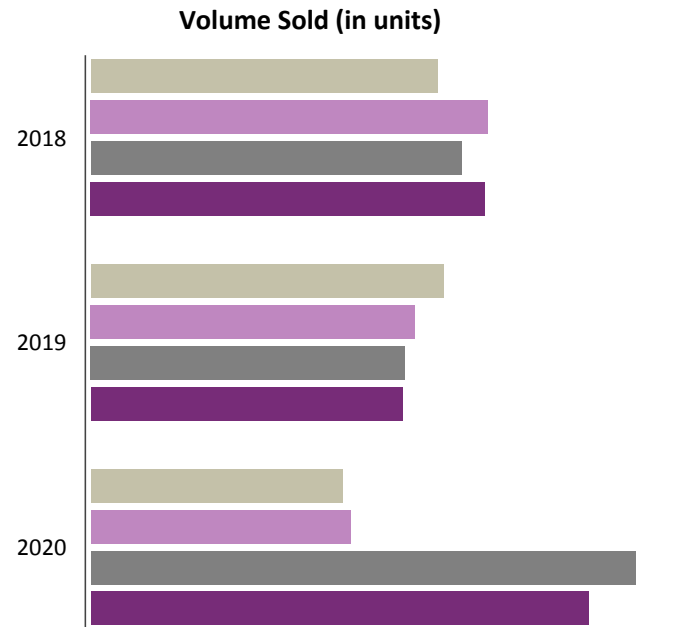
		2018	2019	2020
	Week 19	28,061	27,052	18,344
	Week 20	31,691	25,070	19,425
	Week 21	28,968	23,838	35,114
	Week 22	30,981	23,999	35,899
	Total	119,701	99,959	108,782

YOUNG ADULT: RING FENCE MARKET



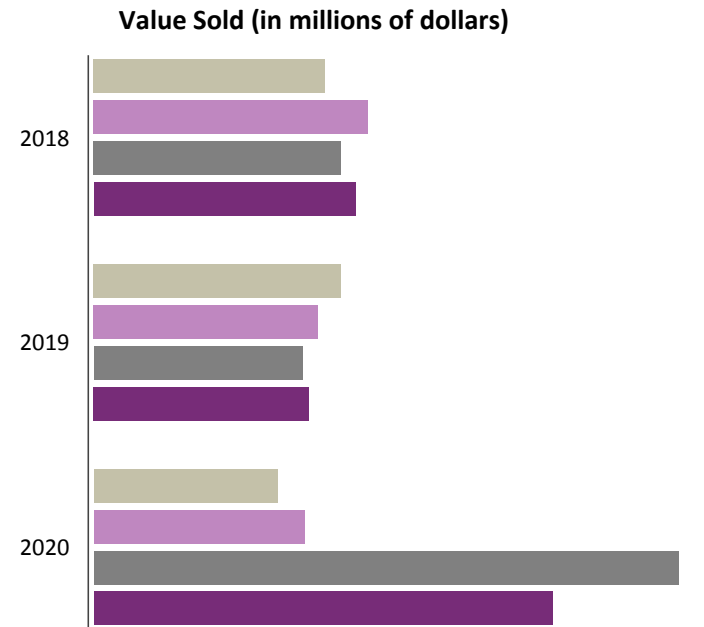
		2018	2019	2020
	Week 19	\$526,693	\$540,997	\$373,845
	Week 20	\$612,514	\$487,264	\$443,194
	Week 21	\$541,231	\$446,233	\$1,023,894
	Week 22	\$578,215	\$469,278	\$903,656
	Total	\$2,258,652	\$1,943,772	\$2,744,589

YOUNG ADULT FICTION: ALL MARKET



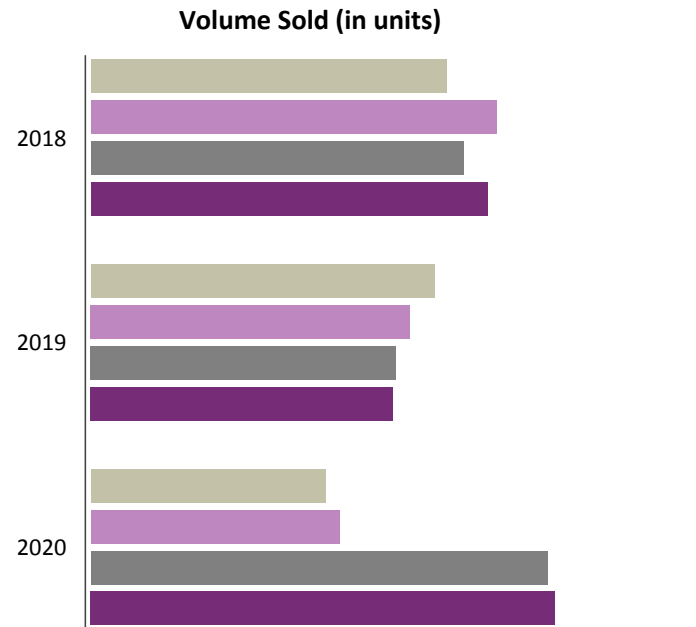
		2018	2019	2020
	Week 19	28,528	29,014	20,721
	Week 20	32,688	26,668	21,354
	Week 21	30,512	25,842	44,800
	Week 22	32,442	25,657	40,966
	Total	124,170	107,181	127,841

YOUNG ADULT FICTION: ALL MARKET



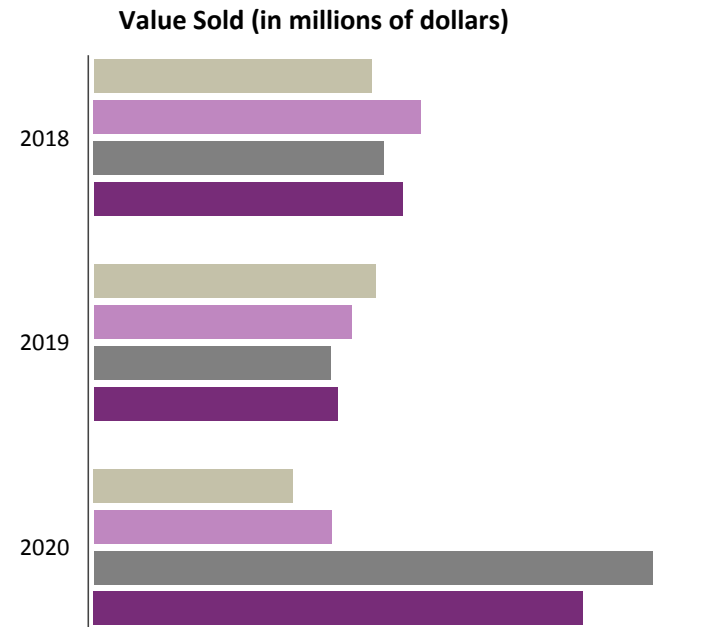
		2018	2019	2020
	Week 19	\$532,884	\$569,226	\$423,421
	Week 20	\$632,061	\$516,572	\$486,079
	Week 21	\$569,533	\$481,125	\$1,347,739
	Week 22	\$602,838	\$495,700	\$1,057,443
	Total	\$2,337,315	\$2,062,623	\$3,314,681

YOUNG ADULT FICTION: RING FENCE MARKET



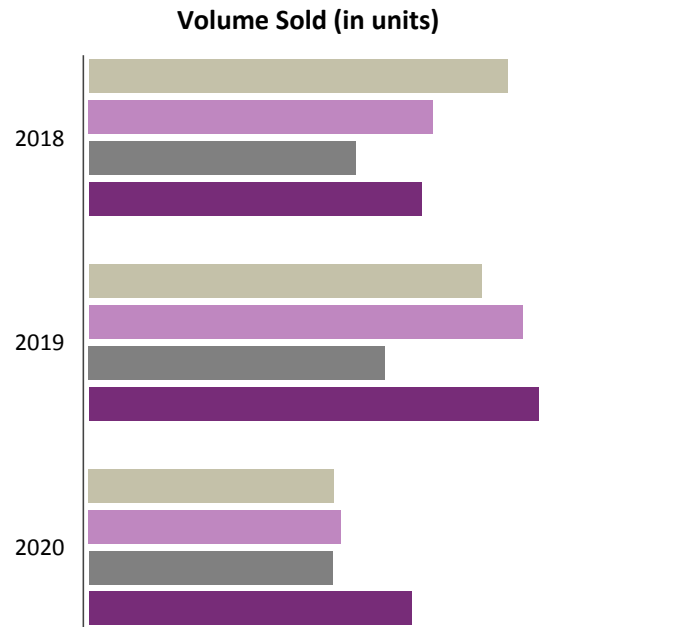
		2018	2019	2020
	Week 19	26,927	26,007	17,750
	Week 20	30,724	24,153	18,845
	Week 21	28,200	23,105	34,593
	Week 22	30,035	22,885	35,134
	Total	115,886	96,150	106,322

YOUNG ADULT FICTION: RING FENCE MARKET



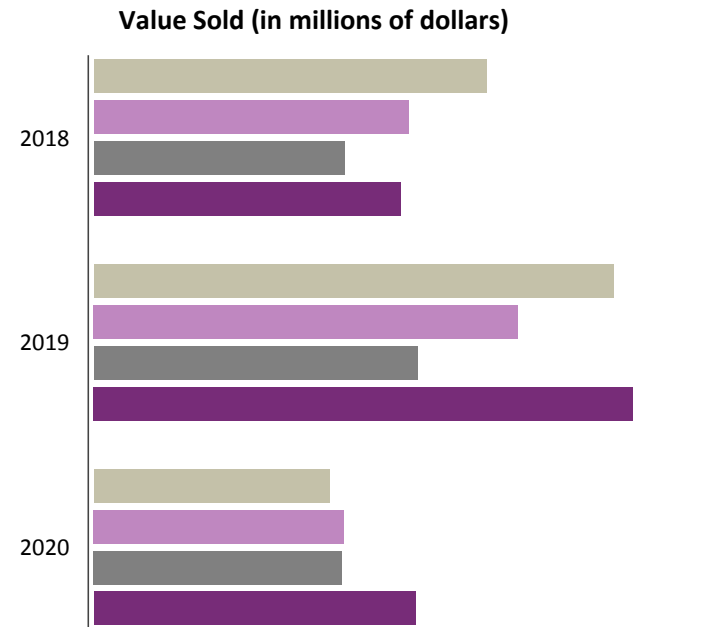
		2018	2019	2020
	Week 19	\$503,081	\$510,026	\$360,785
	Week 20	\$592,590	\$466,688	\$429,900
	Week 21	\$525,187	\$428,830	\$1,011,102
	Week 22	\$558,860	\$440,862	\$886,029
	Total	\$2,179,719	\$1,846,405	\$2,687,816

YOUNG ADULT NON-FICTION: ALL MARKET



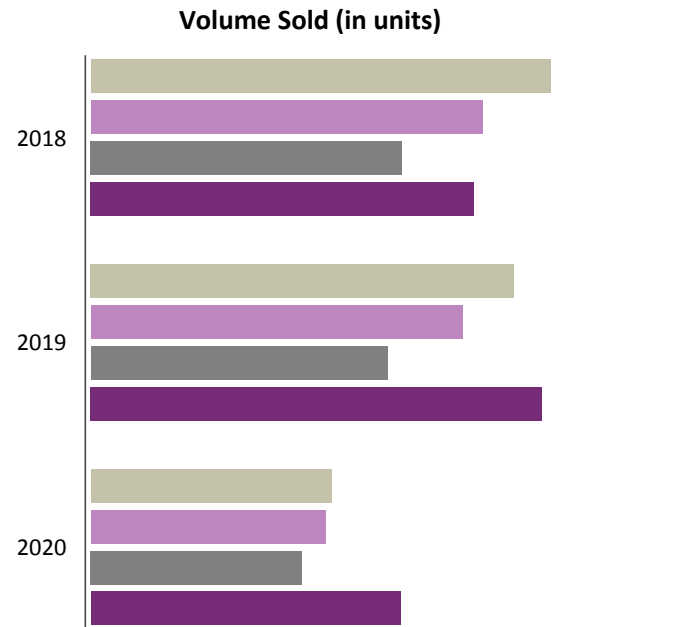
		2018	2019	2020
	Week 19	1,379	1,292	807
	Week 20	1,133	1,428	830
	Week 21	878	975	802
	Week 22	1,096	1,479	1,062
	Total	4,486	5,174	3,501

YOUNG ADULT NON-FICTION: ALL MARKET



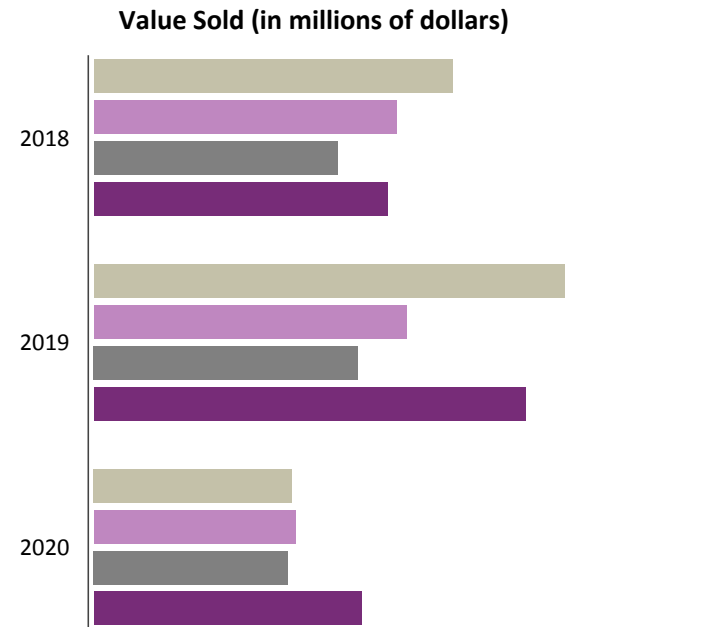
		2018	2019	2020
	Week 19	\$29,094	\$38,488	\$17,474
	Week 20	\$23,305	\$31,414	\$18,518
	Week 21	\$18,551	\$23,987	\$18,393
	Week 22	\$22,719	\$39,945	\$23,825
	Total	\$93,670	\$133,833	\$78,211

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 19	1,134	1,045	594
	Week 20	967	917	580
	Week 21	768	733	521
	Week 22	946	1,114	765
	Total	3,815	3,809	2,460

YOUNG ADULT NON-FICTION: RING FENCE MARKET



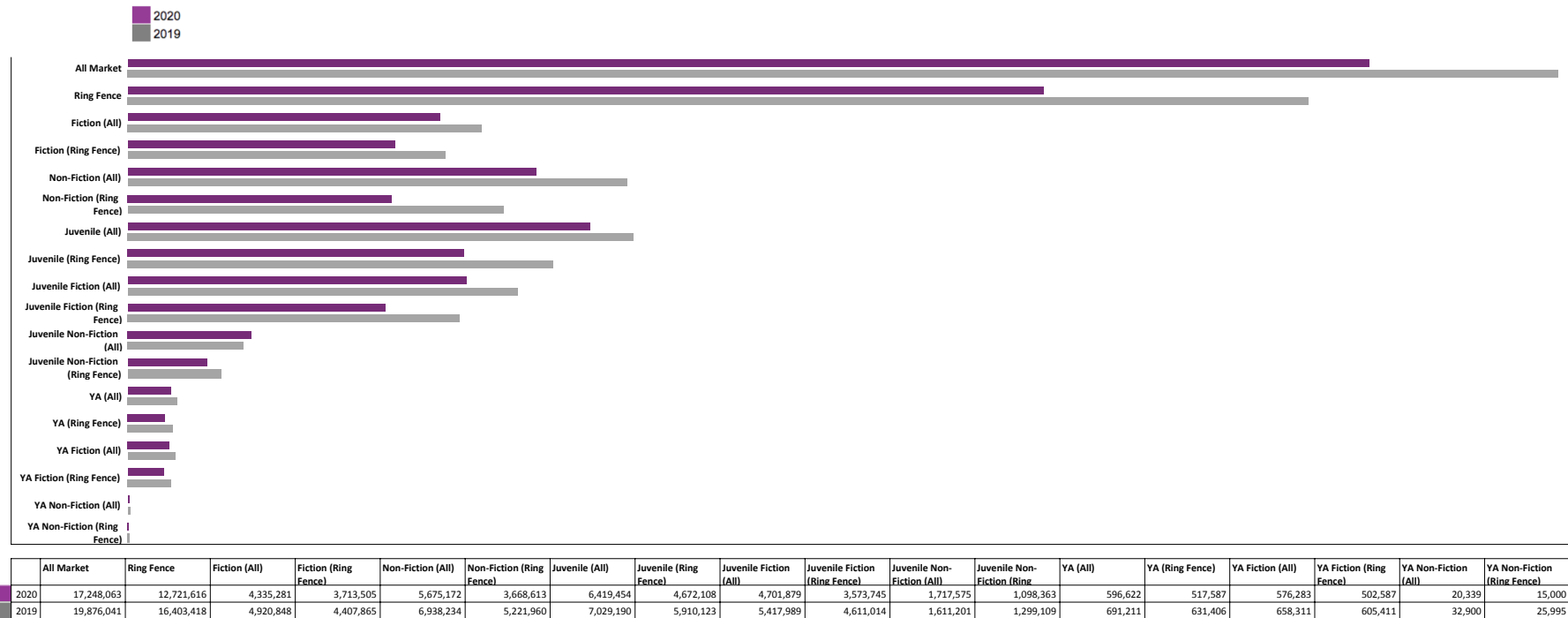
		2018	2019	2020
	Week 19	\$23,612	\$30,971	\$13,061
	Week 20	\$19,924	\$20,577	\$13,293
	Week 21	\$16,043	\$17,403	\$12,791
	Week 22	\$19,354	\$28,416	\$17,628
	Total	\$78,933	\$97,367	\$56,773

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 22	2019-06-02	2020-05-31

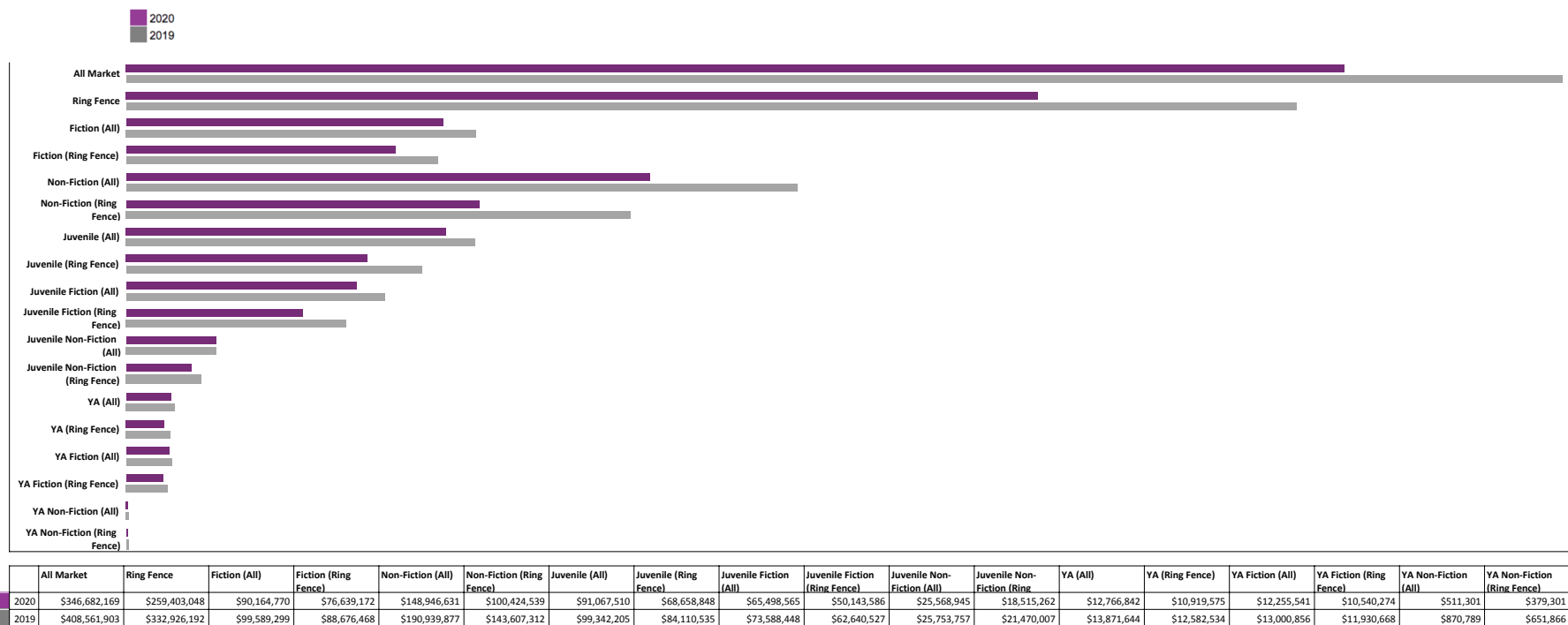
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 22	2019-06-02	2020-05-31

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