



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

8.2020

July SalesData
Market Report



BOOKNET
CANADA

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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 July 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

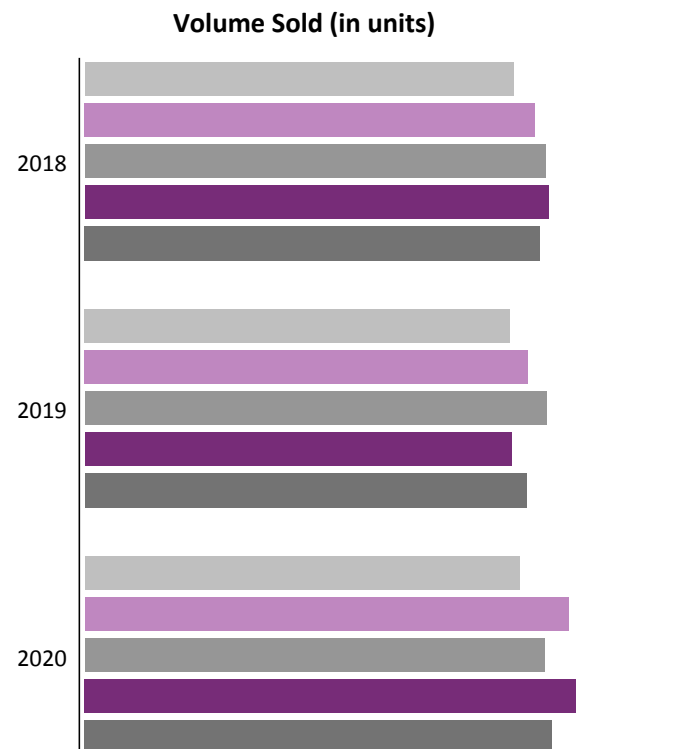
Report Weeks

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:

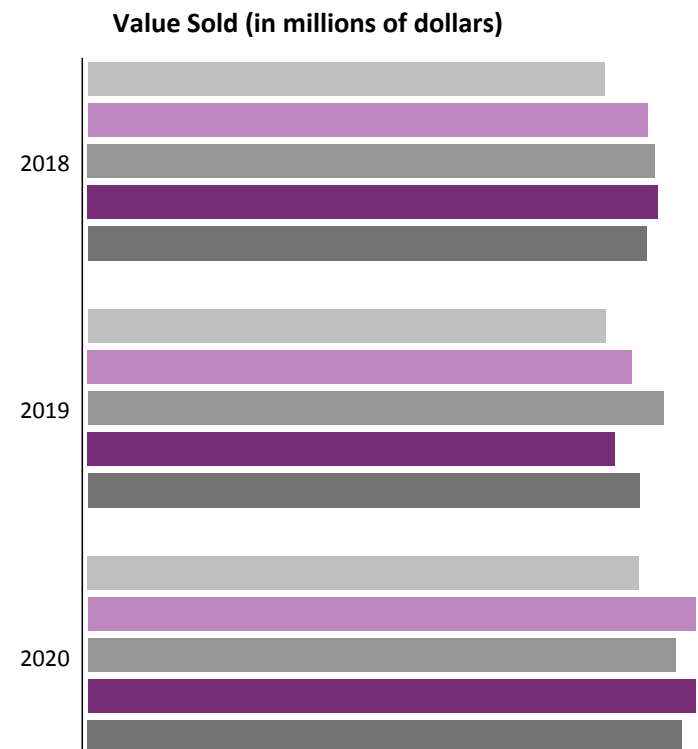
	2018	2019	2020
Week 27	2018-07-08	2019-07-07	2020-07-05
Week 28	2018-07-15	2019-07-14	2020-07-12
Week 29	2018-07-22	2019-07-21	2020-07-19
Week 30	2018-07-29	2019-07-28	2020-07-26
Week 31	2018-08-05	2019-08-04	2020-08-02

ALL MARKET



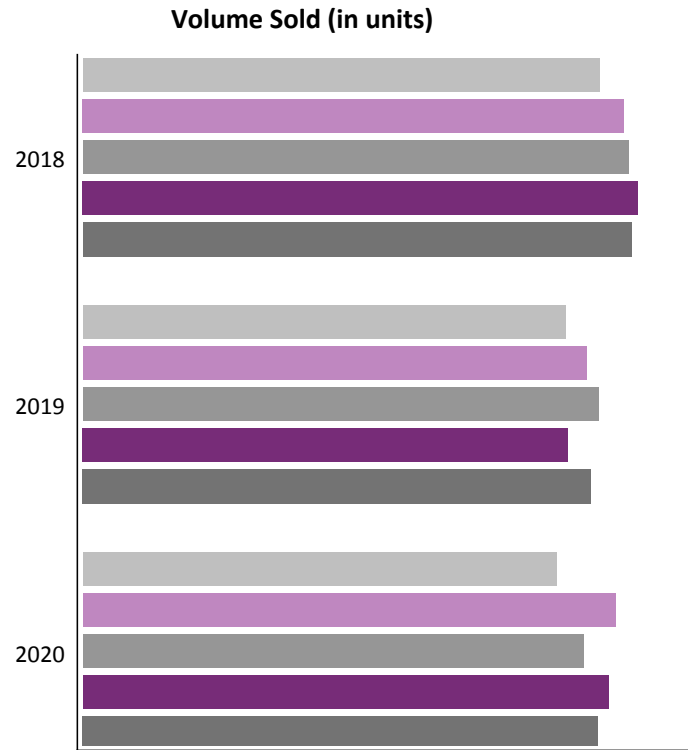
	2018	2019	2020
Week 27	882,056	874,507	894,845
Week 28	925,958	911,915	995,262
Week 29	947,951	949,260	946,194
Week 30	954,438	878,296	1,010,637
Week 31	936,264	908,082	961,090
Total	4,646,667	4,522,060	4,808,028

ALL MARKET



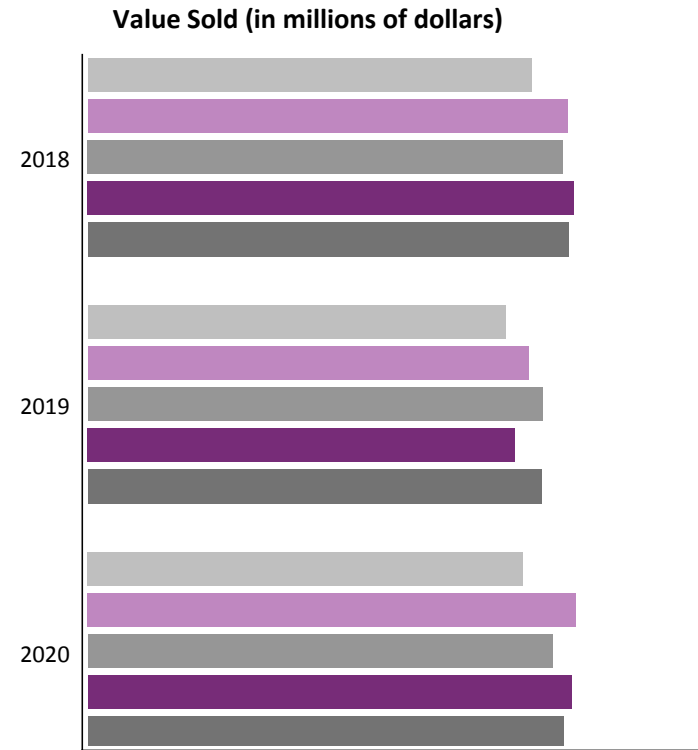
	2018	2019	2020
Week 27	\$17,007,696	\$17,045,311	\$18,142,457
Week 28	\$18,423,319	\$17,916,617	\$20,093,297
Week 29	\$18,670,198	\$18,948,155	\$19,353,344
Week 30	\$18,770,835	\$17,357,497	\$20,936,766
Week 31	\$18,390,616	\$18,167,117	\$19,562,762
Total	\$91,262,664	\$89,434,698	\$98,088,627

RING FENCE MARKET



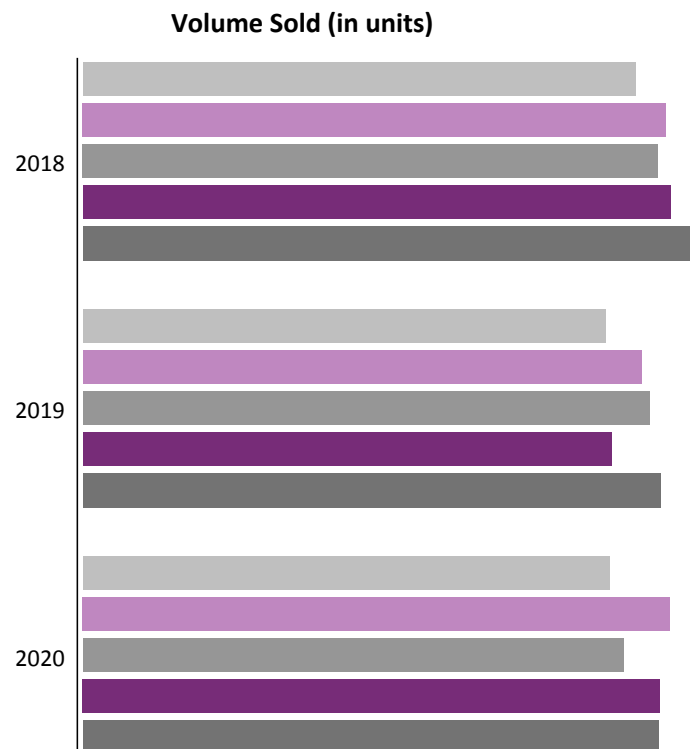
	2018	2019	2020
Week 27	765,329	715,058	701,256
Week 28	801,648	746,279	788,579
Week 29	808,216	763,353	741,260
Week 30	822,428	718,711	778,663
Week 31	812,345	752,735	763,059
Total	4,009,966	3,696,136	3,772,817

RING FENCE MARKET



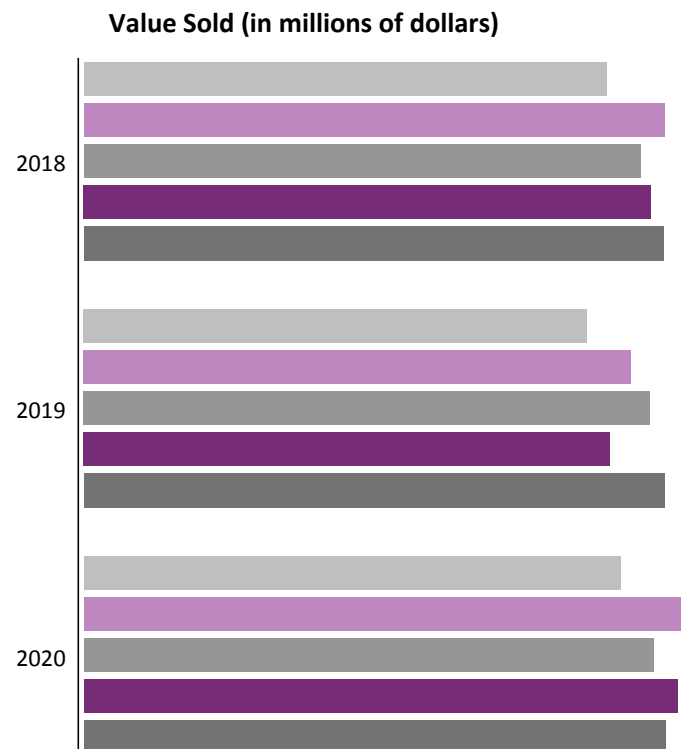
	2018	2019	2020
Week 27	\$14,613,513	\$13,749,099	\$14,325,950
Week 28	\$15,800,384	\$14,501,666	\$16,070,400
Week 29	\$15,644,620	\$14,964,169	\$15,305,403
Week 30	\$16,004,326	\$14,062,625	\$15,926,487
Week 31	\$15,829,603	\$14,943,592	\$15,660,760
Total	\$77,892,446	\$72,221,152	\$77,289,001

FICTION: ALL MARKET



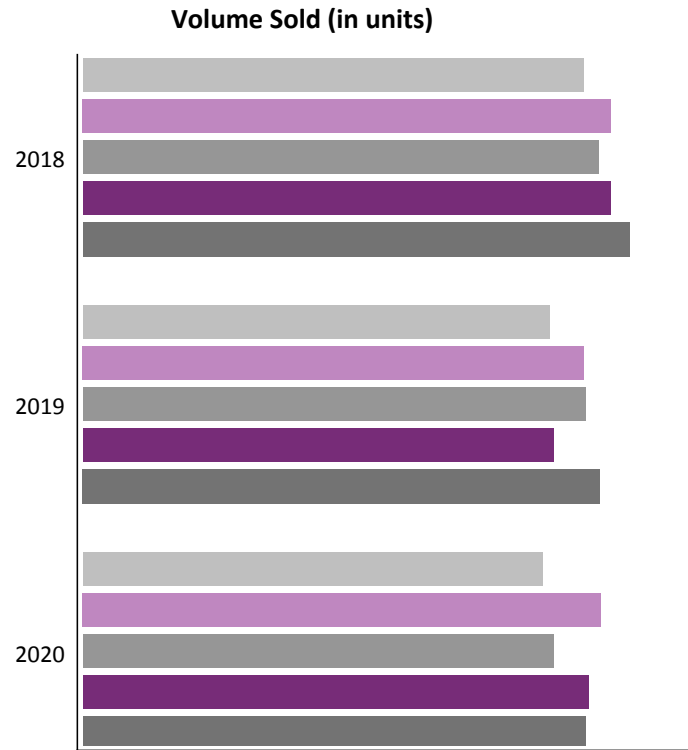
	2018	2019	2020
Week 27	272,890	257,913	259,932
Week 28	287,965	275,896	289,947
Week 29	284,035	279,709	267,069
Week 30	290,007	261,127	285,026
Week 31	299,692	285,334	284,175
Total	1,434,589	1,359,979	1,386,149

FICTION: ALL MARKET



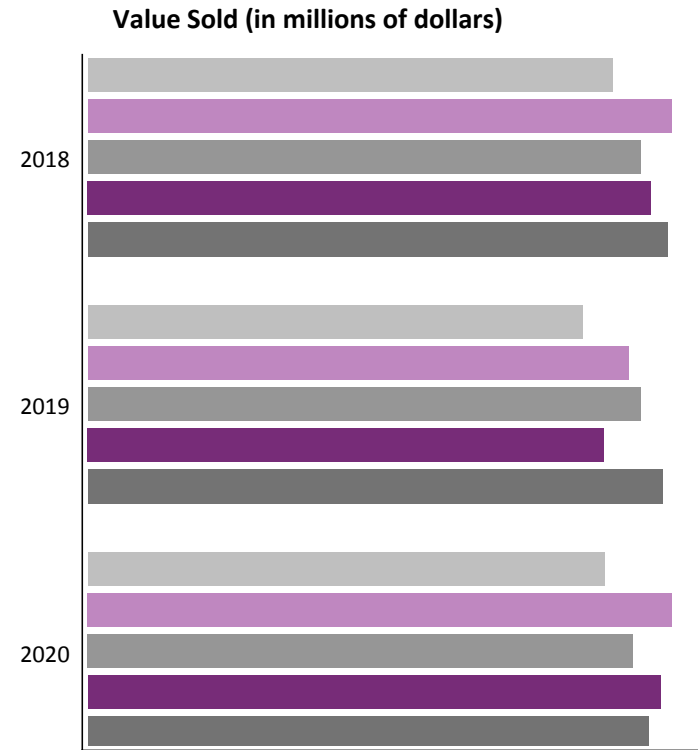
	2018	2019	2020
Week 27	\$5,249,051	\$5,053,734	\$5,388,100
Week 28	\$5,832,200	\$5,494,332	\$6,029,999
Week 29	\$5,590,135	\$5,685,510	\$5,718,271
Week 30	\$5,695,986	\$5,282,703	\$5,963,346
Week 31	\$5,817,865	\$5,827,680	\$5,841,454
Total	\$28,185,237	\$27,343,958	\$28,941,169

FICTION: RING FENCE MARKET



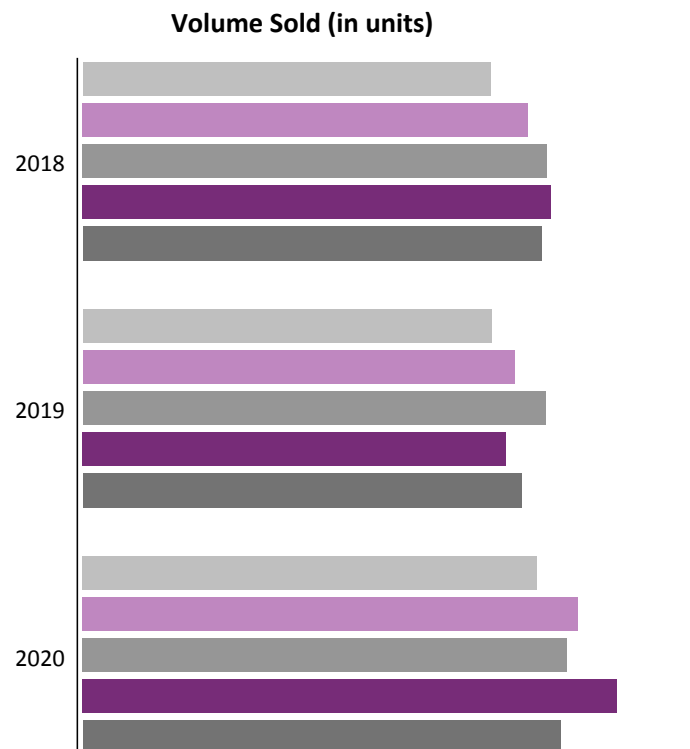
	2018	2019	2020
Week 27	247,166	230,265	226,894
Week 28	260,793	247,514	255,861
Week 29	254,620	248,311	232,519
Week 30	260,399	232,561	249,709
Week 31	269,976	255,389	248,200
Total	1,292,954	1,214,040	1,213,183

FICTION: RING FENCE MARKET



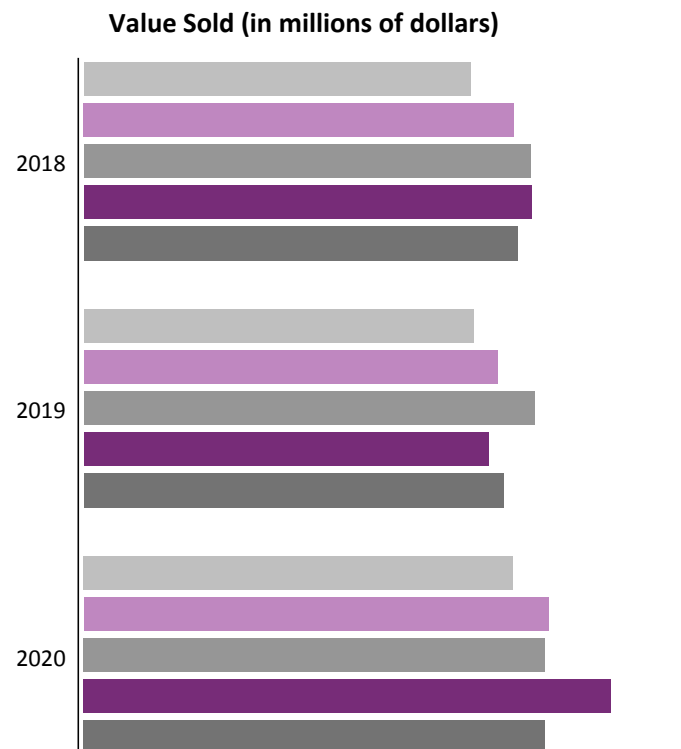
	2018	2019	2020
Week 27	\$4,747,165	\$4,480,051	\$4,675,120
Week 28	\$5,286,436	\$4,894,056	\$5,286,914
Week 29	\$5,000,841	\$5,002,939	\$4,934,918
Week 30	\$5,097,590	\$4,674,386	\$5,186,494
Week 31	\$5,246,563	\$5,201,644	\$5,073,238
Total	\$25,378,594	\$24,253,077	\$25,156,684

NON-FICTION: ALL MARKET



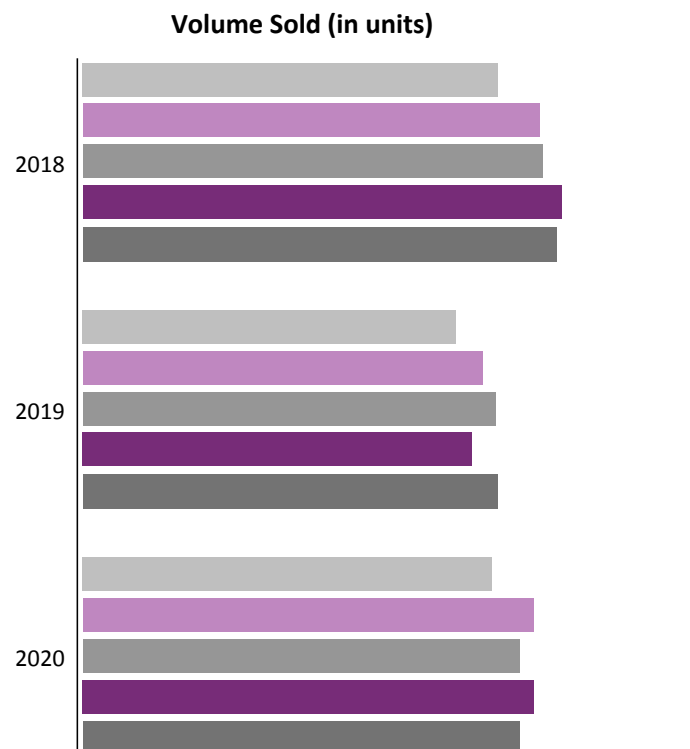
	2018	2019	2020
Week 27	254,885	255,560	284,047
Week 28	278,444	270,115	309,605
Week 29	290,351	289,494	302,730
Week 30	292,818	264,648	333,986
Week 31	287,064	274,558	298,565
Total	1,403,562	1,354,375	1,528,933

NON-FICTION: ALL MARKET



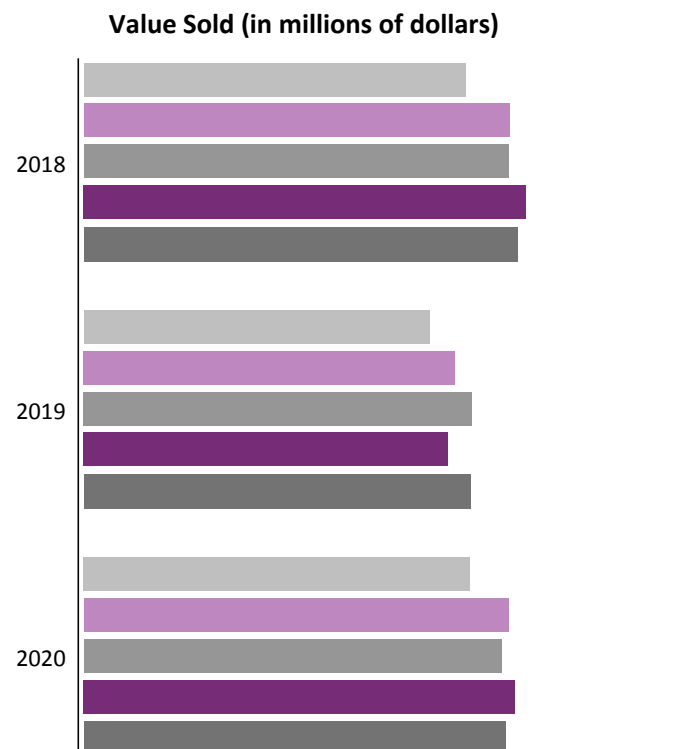
	2018	2019	2020
Week 27	\$6,679,971	\$6,739,670	\$7,415,920
Week 28	\$7,437,665	\$7,144,759	\$8,035,028
Week 29	\$7,717,034	\$7,794,018	\$7,967,619
Week 30	\$7,738,663	\$6,994,778	\$9,108,118
Week 31	\$7,500,251	\$7,252,263	\$7,968,923
Total	\$37,073,585	\$35,925,487	\$40,495,608

NON-FICTION: RING FENCE MARKET



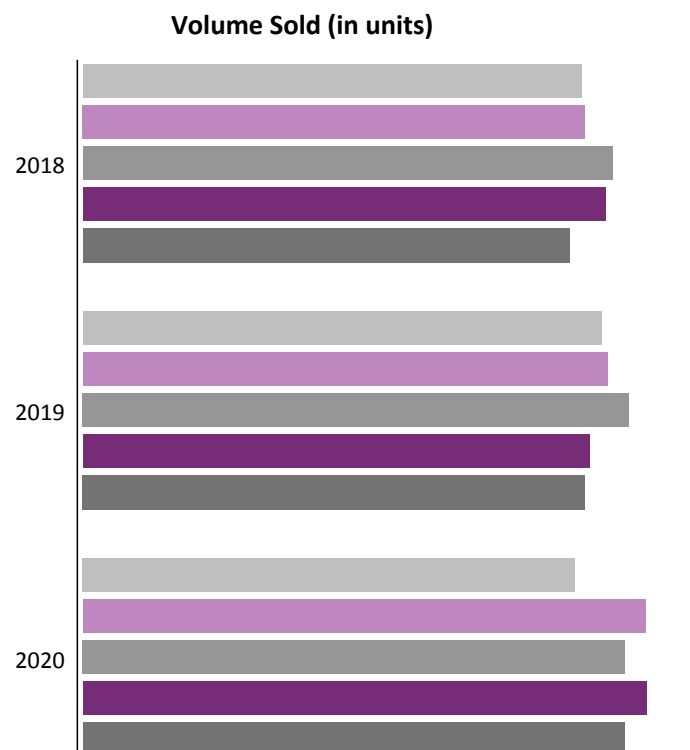
	2018	2019	2020
Week 27	204,972	184,275	202,031
Week 28	225,408	197,211	222,625
Week 29	227,010	203,836	215,769
Week 30	236,178	192,143	222,718
Week 31	233,939	204,714	215,464
Total	1,127,507	982,179	1,078,607

NON-FICTION: RING FENCE MARKET



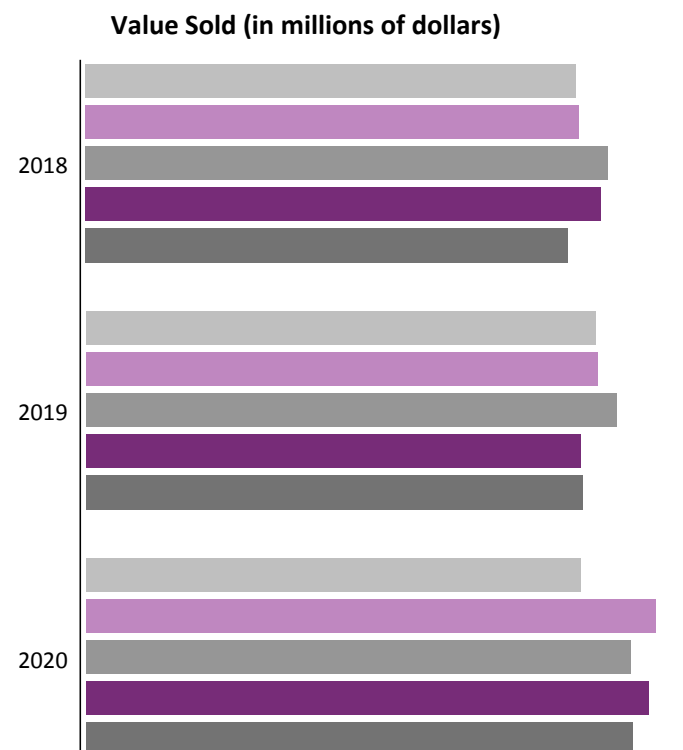
	2018	2019	2020
Week 27	\$5,342,166	\$4,839,389	\$5,403,172
Week 28	\$5,954,764	\$5,191,247	\$5,940,865
Week 29	\$5,938,207	\$5,431,822	\$5,840,248
Week 30	\$6,186,127	\$5,092,682	\$6,032,386
Week 31	\$6,067,528	\$5,413,894	\$5,895,870
Total	\$29,488,792	\$25,969,033	\$29,112,541

JUVENILE: ALL MARKET



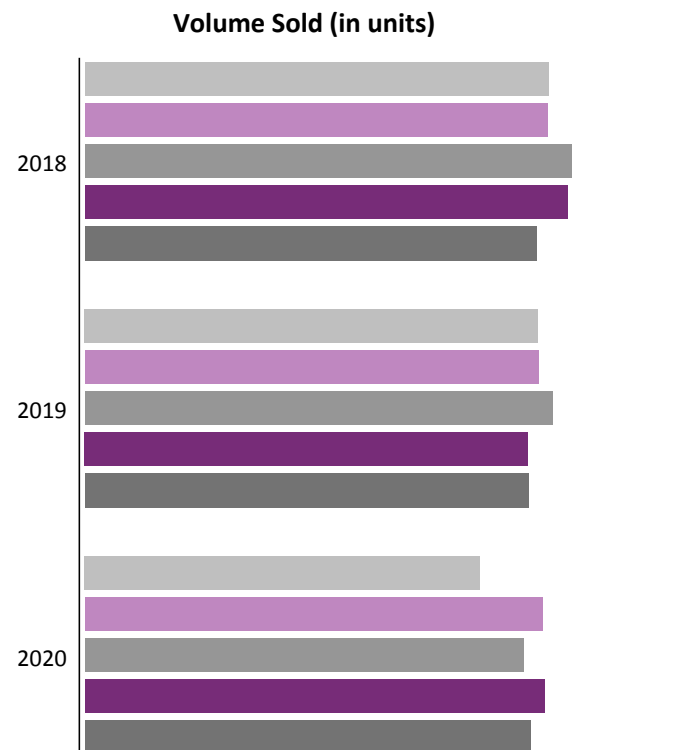
	2018	2019	2020
Week 27	303,507	316,014	299,752
Week 28	305,794	319,664	342,565
Week 29	322,543	332,580	330,070
Week 30	318,101	308,490	343,314
Week 31	296,409	305,855	329,763
Total	1,546,354	1,582,603	1,645,464

JUVENILE: ALL MARKET



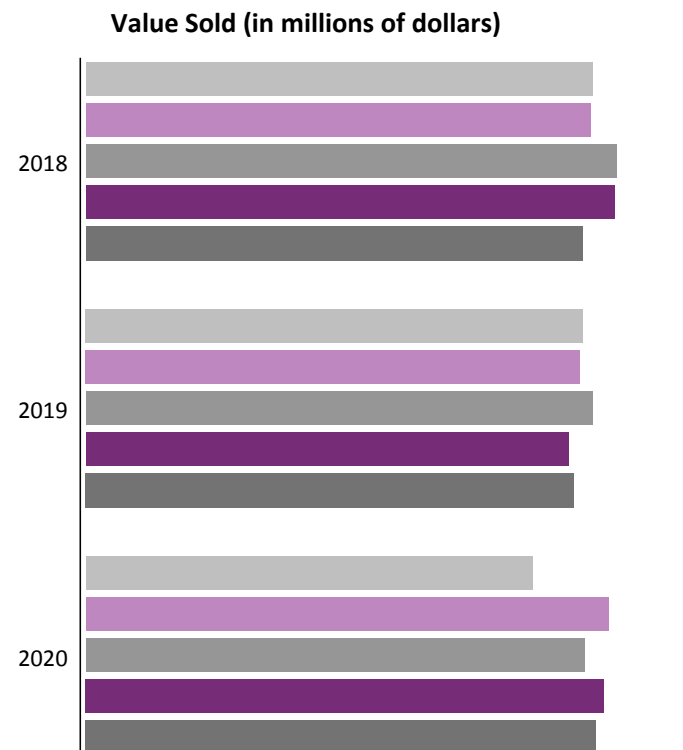
	2018	2019	2020
Week 27	\$4,237,101	\$4,406,633	\$4,274,456
Week 28	\$4,261,513	\$4,419,609	\$4,922,730
Week 29	\$4,512,432	\$4,585,967	\$4,707,542
Week 30	\$4,451,711	\$4,272,608	\$4,863,599
Week 31	\$4,168,131	\$4,290,775	\$4,724,622
Total	\$21,630,888	\$21,975,593	\$23,492,948

JUVENILE: RING FENCE MARKET



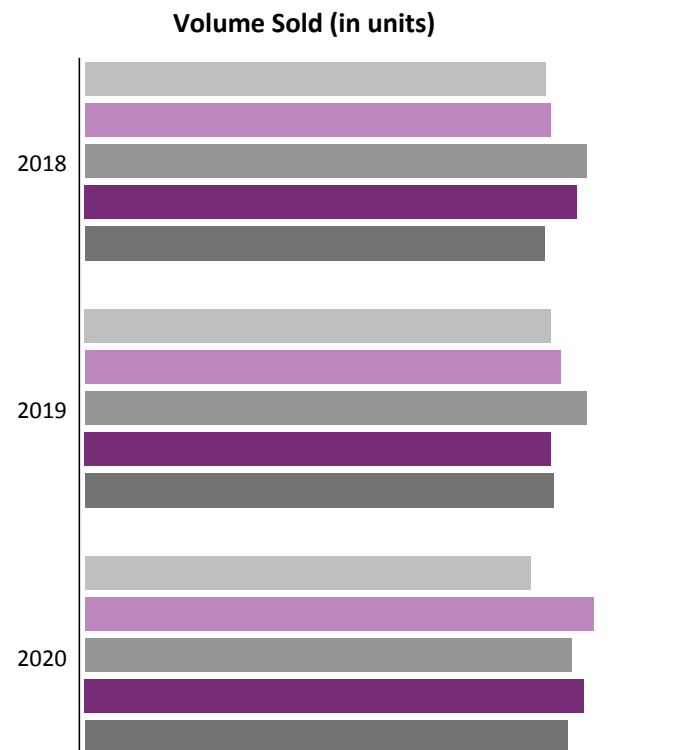
		2018	2019	2020
	Week 27	267,140	261,079	227,572
	Week 28	266,573	261,289	263,776
	Week 29	280,518	269,588	252,711
	Week 30	277,838	255,236	264,668
	Week 31	260,136	255,555	256,876
	Total	1,352,205	1,302,747	1,265,603

JUVENILE: RING FENCE MARKET



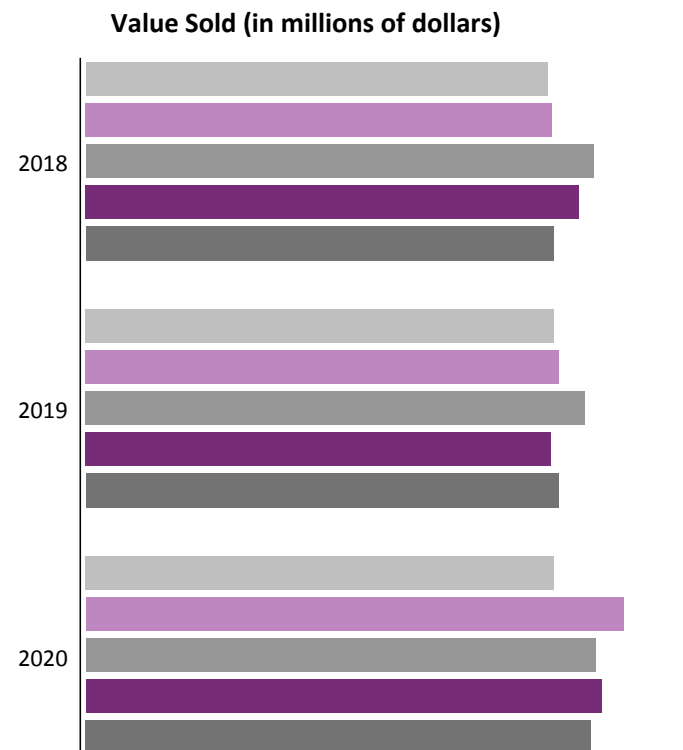
		2018	2019	2020
	Week 27	\$3,750,741	\$3,681,714	\$3,306,909
	Week 28	\$3,736,639	\$3,659,057	\$3,870,043
	Week 29	\$3,929,028	\$3,750,724	\$3,691,811
	Week 30	\$3,914,870	\$3,574,241	\$3,838,278
	Week 31	\$3,680,954	\$3,615,335	\$3,779,133
	Total	\$19,012,231	\$18,281,071	\$18,486,175

JUVENILE FICTION: ALL MARKET



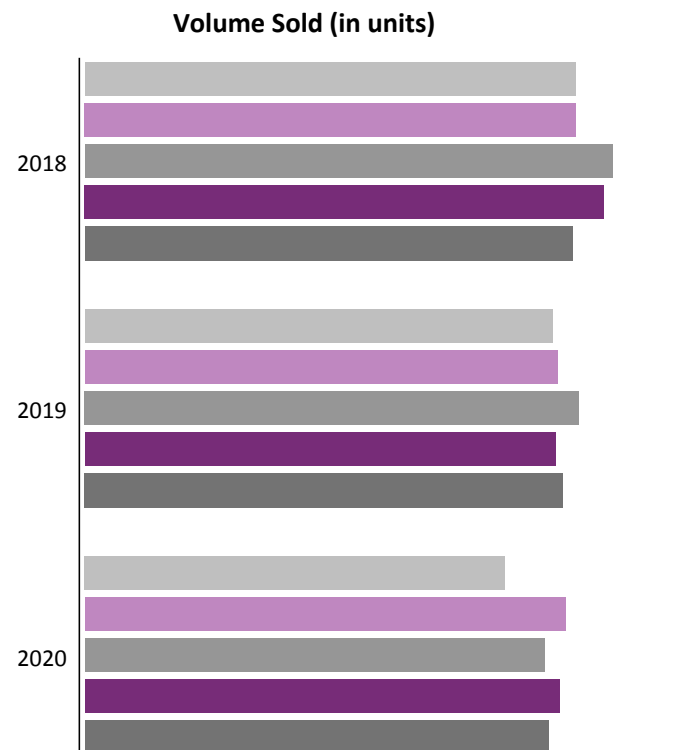
	2018	2019	2020
Week 27	227,475	230,136	220,196
Week 28	229,952	234,818	251,134
Week 29	247,760	247,692	240,369
Week 30	242,946	230,178	246,404
Week 31	226,862	231,292	238,140
Total	1,174,995	1,174,116	1,196,243

JUVENILE FICTION: ALL MARKET



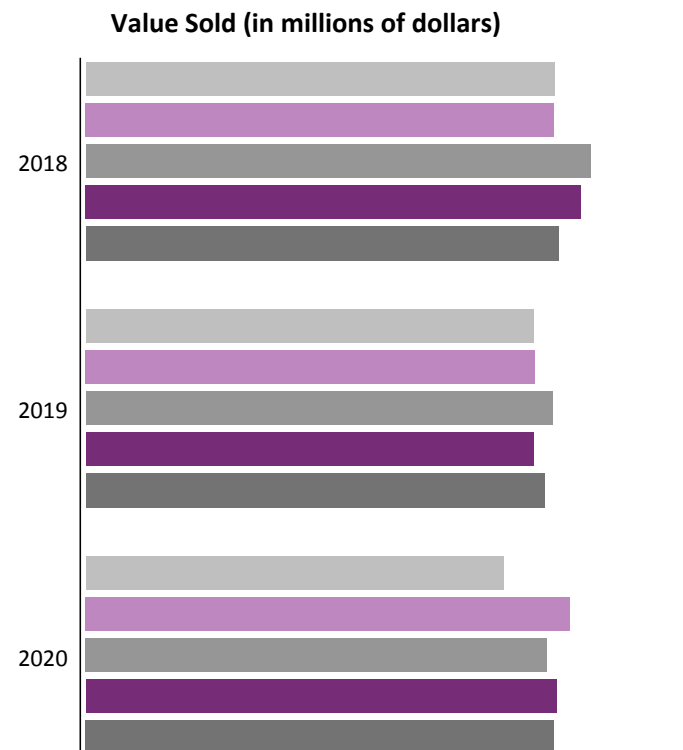
	2018	2019	2020
Week 27	\$3,037,924	\$3,082,228	\$3,082,213
Week 28	\$3,068,109	\$3,116,192	\$3,540,652
Week 29	\$3,343,474	\$3,286,557	\$3,357,067
Week 30	\$3,246,417	\$3,062,234	\$3,396,731
Week 31	\$3,079,000	\$3,110,550	\$3,324,814
Total	\$15,774,924	\$15,657,762	\$16,701,477

JUVENILE FICTION: RING FENCE MARKET



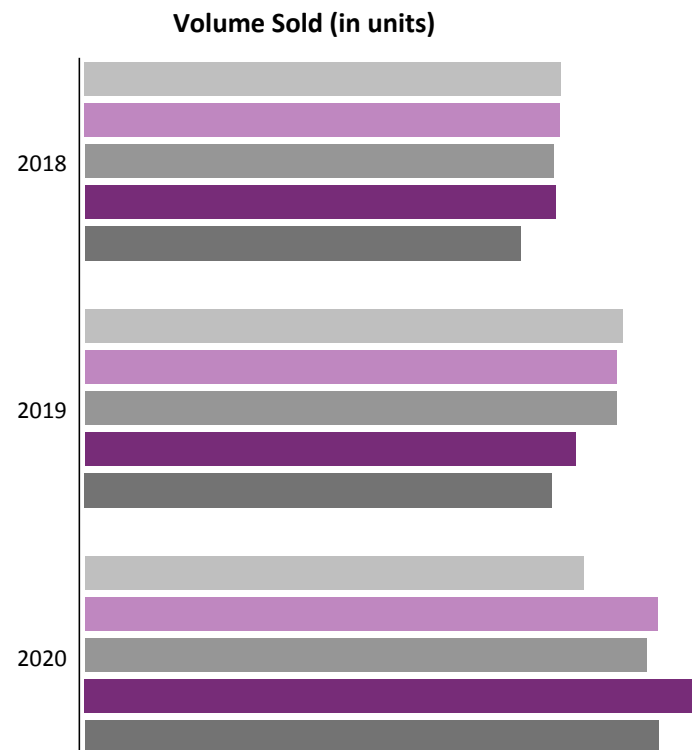
	2018	2019	2020
Week 27	201,971	192,566	172,886
Week 28	202,091	194,471	197,646
Week 29	217,004	203,374	189,214
Week 30	213,589	193,782	195,274
Week 31	200,592	196,780	190,910
Total	1,035,247	980,973	945,930

JUVENILE FICTION: RING FENCE MARKET



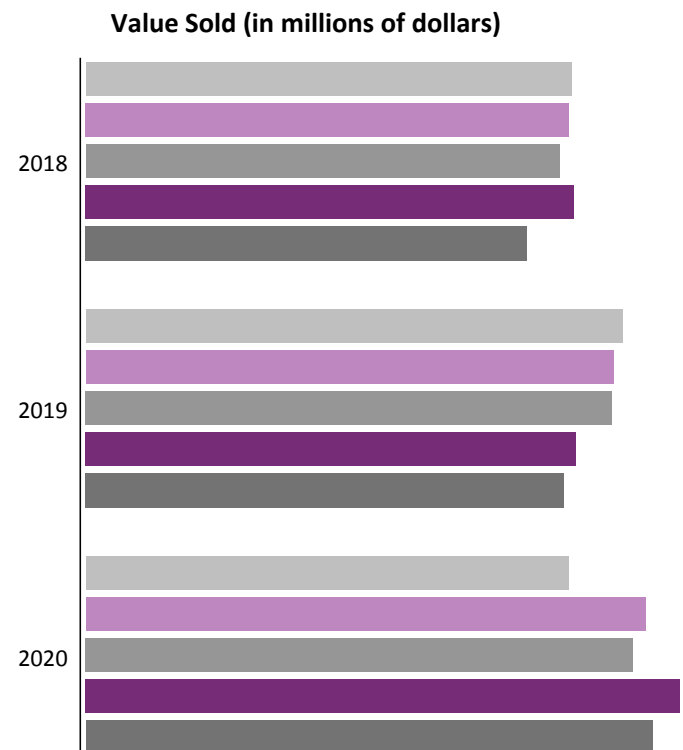
	2018	2019	2020
Week 27	\$2,699,948	\$2,579,510	\$2,404,909
Week 28	\$2,696,097	\$2,588,284	\$2,788,697
Week 29	\$2,906,395	\$2,688,153	\$2,655,892
Week 30	\$2,852,654	\$2,579,099	\$2,710,879
Week 31	\$2,724,685	\$2,641,690	\$2,696,894
Total	\$13,879,779	\$13,076,736	\$13,257,272

JUVENILE NON-FICTION: ALL MARKET



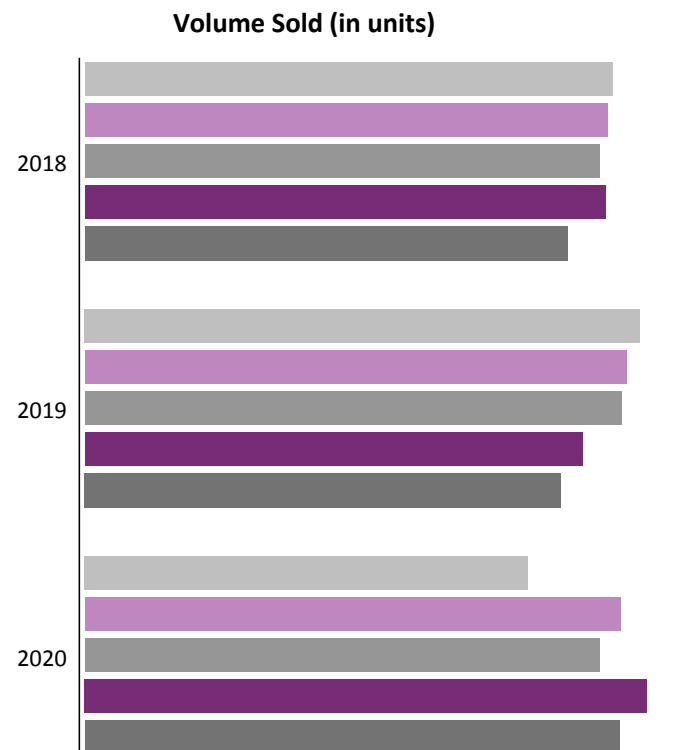
	2018	2019	2020
Week 27	76,032	85,878	79,556
Week 28	75,842	84,846	91,431
Week 29	74,783	84,888	89,701
Week 30	75,155	78,312	96,910
Week 31	69,547	74,563	91,623
Total	371,359	408,487	449,221

JUVENILE NON-FICTION: ALL MARKET



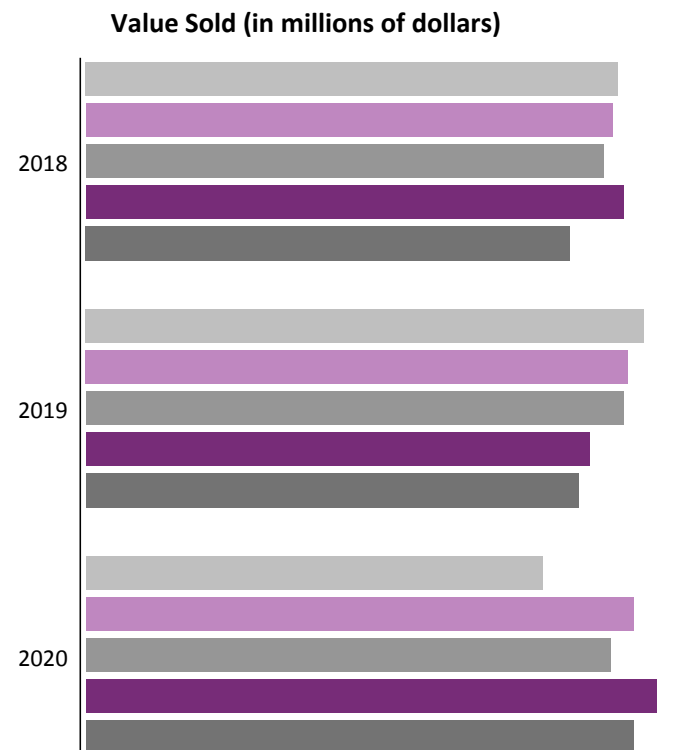
	2018	2019	2020
Week 27	\$1,199,177	\$1,324,405	\$1,192,243
Week 28	\$1,193,404	\$1,303,417	\$1,382,078
Week 29	\$1,168,958	\$1,299,410	\$1,350,475
Week 30	\$1,205,294	\$1,210,374	\$1,466,868
Week 31	\$1,089,131	\$1,180,225	\$1,399,808
Total	\$5,855,964	\$6,317,831	\$6,791,472

JUVENILE NON-FICTION: RING FENCE MARKET



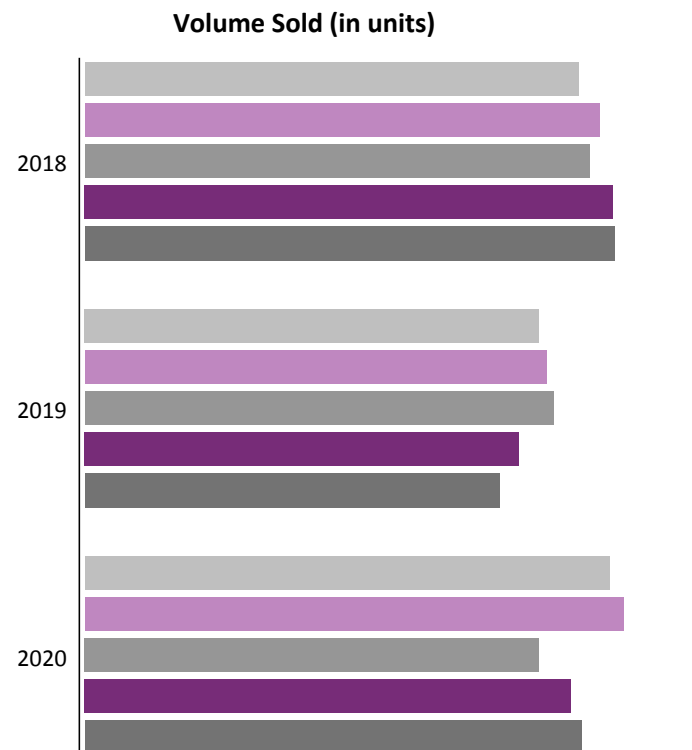
	2018	2019	2020
Week 27	65,169	68,513	54,686
Week 28	64,482	66,818	66,130
Week 29	63,514	66,214	63,497
Week 30	64,249	61,454	69,394
Week 31	59,544	58,775	65,966
Total	316,958	321,774	319,673

JUVENILE NON-FICTION: RING FENCE MARKET



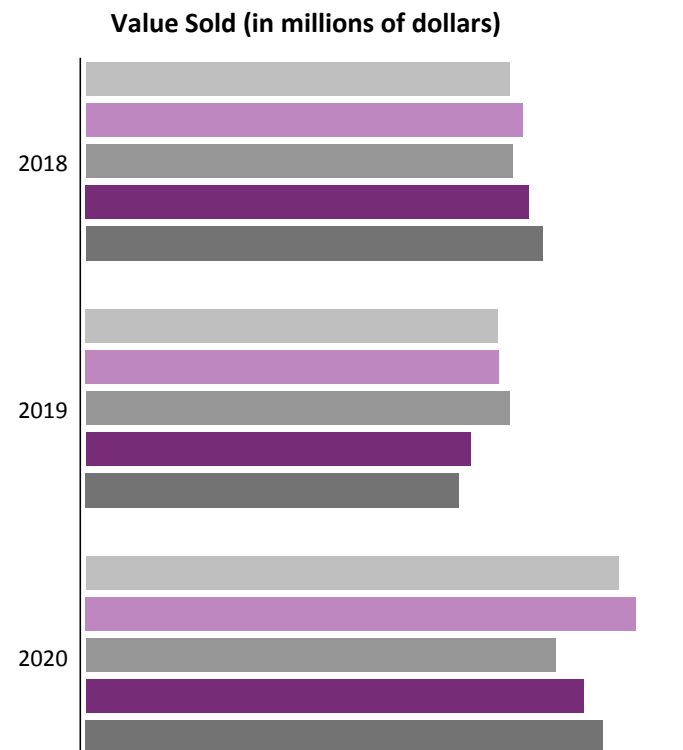
	2018	2019	2020
Week 27	\$1,050,792	\$1,102,204	\$902,000
Week 28	\$1,040,542	\$1,070,773	\$1,081,346
Week 29	\$1,022,632	\$1,062,572	\$1,035,918
Week 30	\$1,062,216	\$995,141	\$1,127,399
Week 31	\$956,269	\$973,645	\$1,082,239
Total	\$5,132,452	\$5,204,335	\$5,228,903

YOUNG ADULT: ALL MARKET



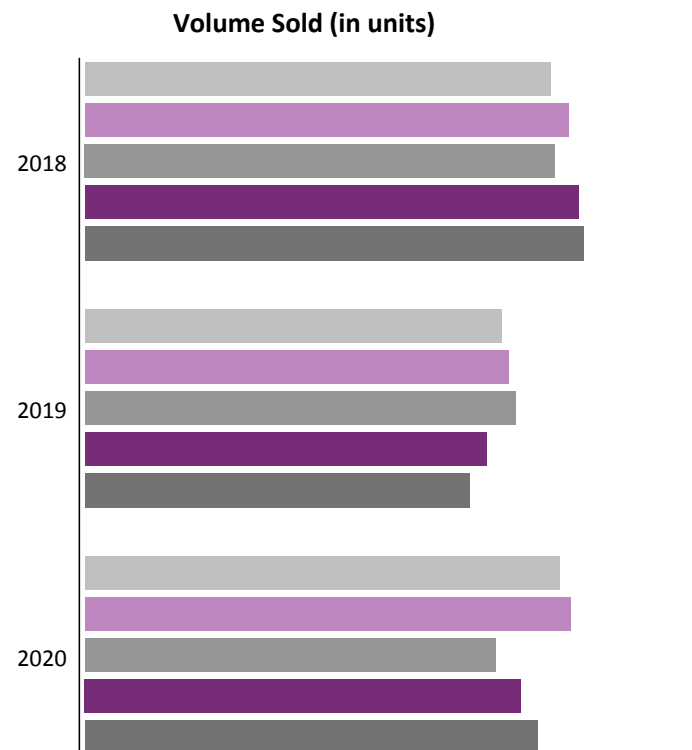
	2018	2019	2020
Week 27	36,573	33,640	38,842
Week 28	38,129	34,191	39,889
Week 29	37,353	34,734	33,643
Week 30	39,107	32,158	36,008
Week 31	39,245	30,704	36,792
Total	190,407	165,427	185,174

YOUNG ADULT: ALL MARKET



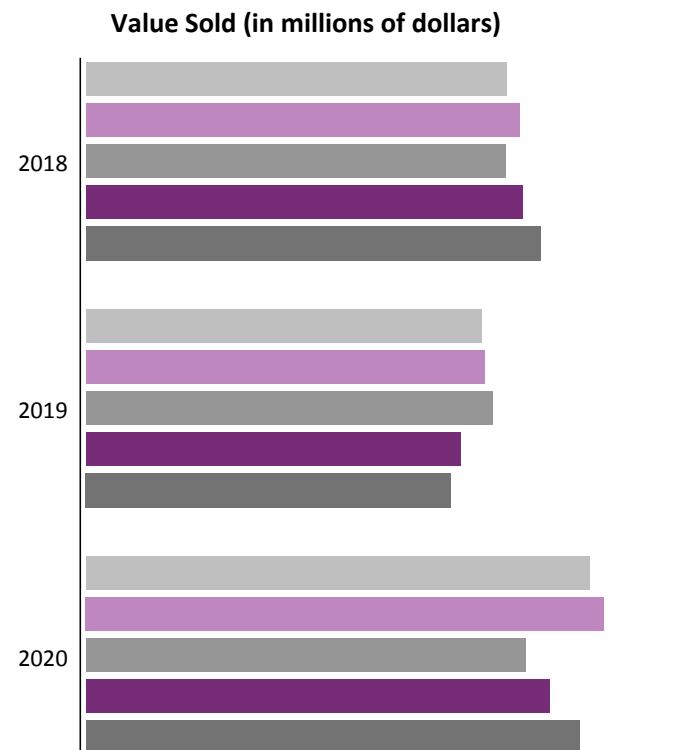
	2018	2019	2020
Week 27	\$662,601	\$644,743	\$833,193
Week 28	\$683,072	\$645,872	\$860,574
Week 29	\$667,644	\$662,739	\$734,422
Week 30	\$692,888	\$601,454	\$778,380
Week 31	\$714,329	\$583,730	\$808,849
Total	\$3,420,533	\$3,138,539	\$4,015,419

YOUNG ADULT: RING FENCE MARKET



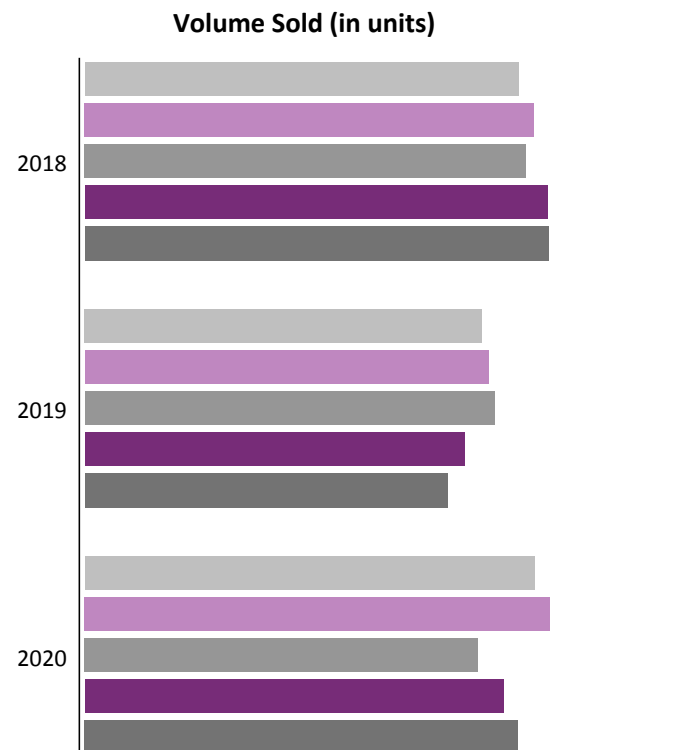
		2018	2019	2020
	Week 27	34,501	30,836	35,173
	Week 28	35,821	31,360	35,957
	Week 29	34,818	31,891	30,415
	Week 30	36,553	29,731	32,308
	Week 31	36,939	28,503	33,519
	Total	178,632	152,321	167,372

YOUNG ADULT: RING FENCE MARKET



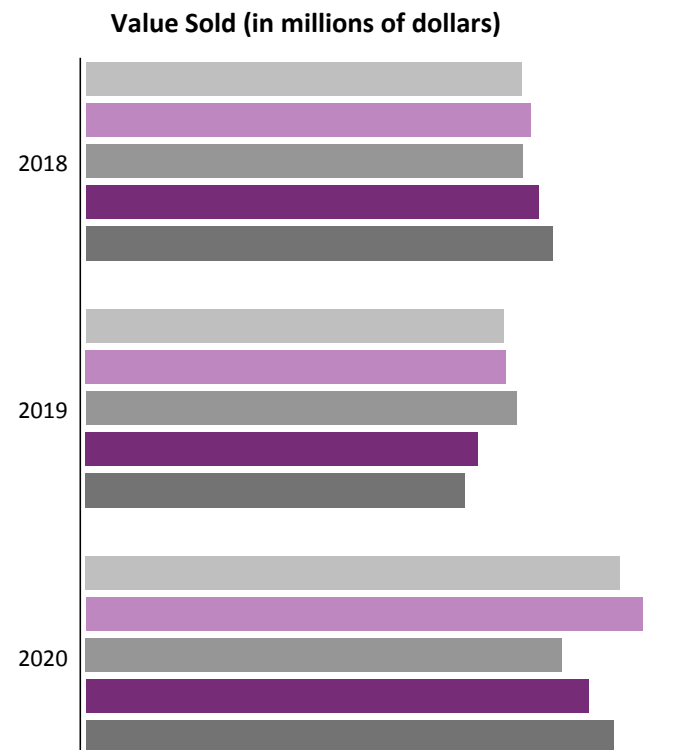
		2018	2019	2020
	Week 27	\$623,493	\$586,285	\$746,176
	Week 28	\$642,342	\$590,746	\$767,769
	Week 29	\$622,025	\$602,531	\$651,081
	Week 30	\$646,562	\$555,216	\$686,778
	Week 31	\$673,304	\$540,788	\$731,138
	Total	\$3,207,727	\$2,875,566	\$3,582,942

YOUNG ADULT FICTION: ALL MARKET



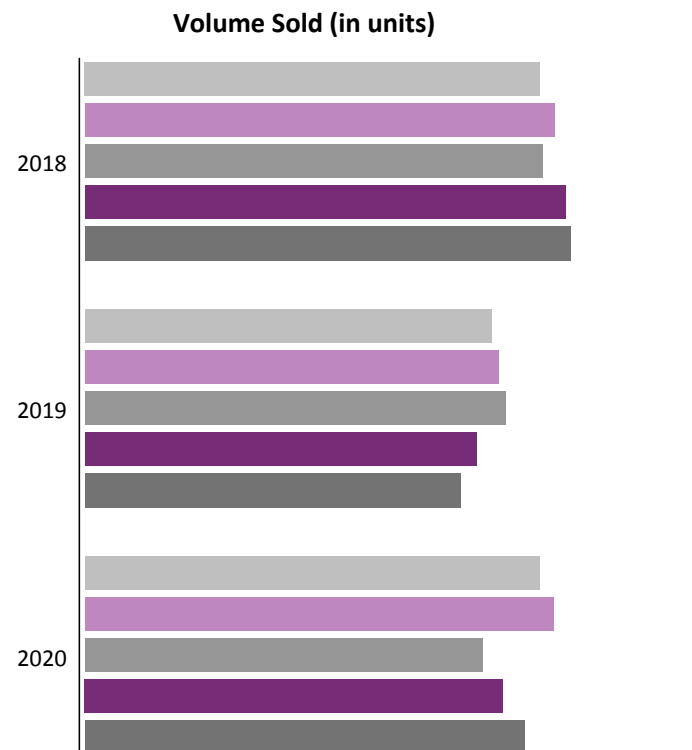
		2018	2019	2020
	Week 27	35,684	32,688	36,983
	Week 28	36,956	33,225	38,271
	Week 29	36,304	33,732	32,362
	Week 30	38,061	31,263	34,463
	Week 31	38,163	29,847	35,641
	Total	185,168	160,755	177,720

YOUNG ADULT FICTION: ALL MARKET



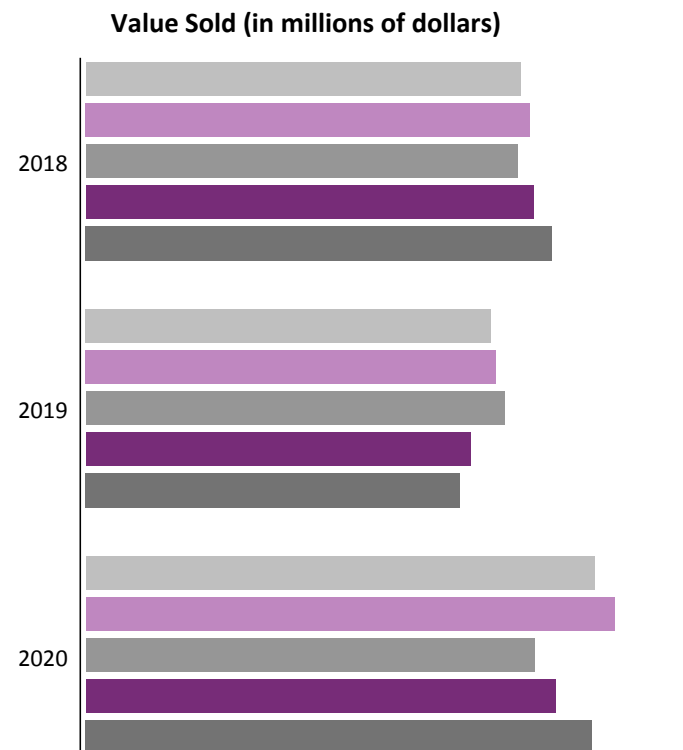
		2018	2019	2020
	Week 27	\$645,550	\$618,921	\$791,193
	Week 28	\$659,043	\$622,265	\$824,688
	Week 29	\$647,053	\$638,168	\$705,483
	Week 30	\$671,016	\$581,070	\$744,266
	Week 31	\$691,165	\$561,694	\$781,613
	Total	\$3,313,827	\$3,022,119	\$3,847,243

YOUNG ADULT FICTION: RING FENCE MARKET



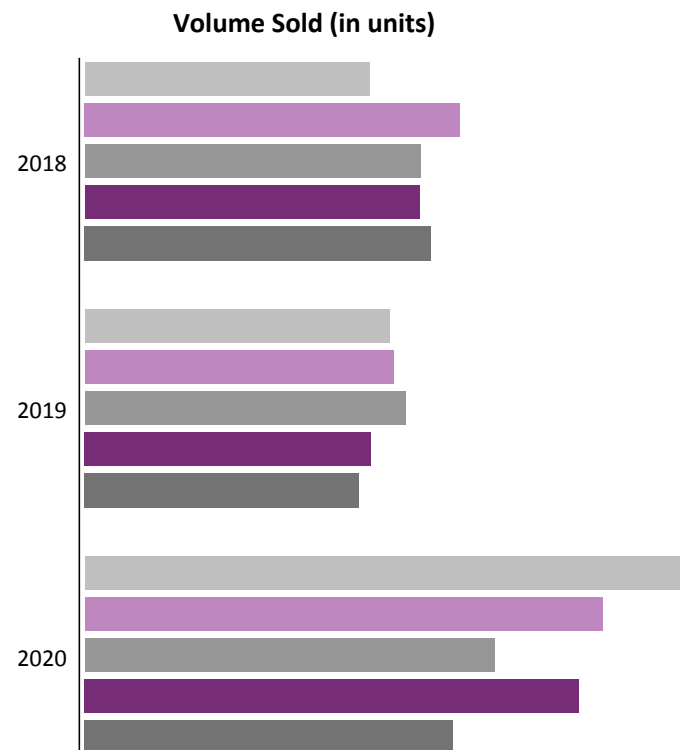
		2018	2019	2020
	Week 27	33,704	30,114	33,678
	Week 28	34,807	30,648	34,692
	Week 29	33,892	31,163	29,426
	Week 30	35,609	29,008	30,972
	Week 31	35,965	27,813	32,549
	Total	173,977	148,746	161,317

YOUNG ADULT FICTION: RING FENCE MARKET



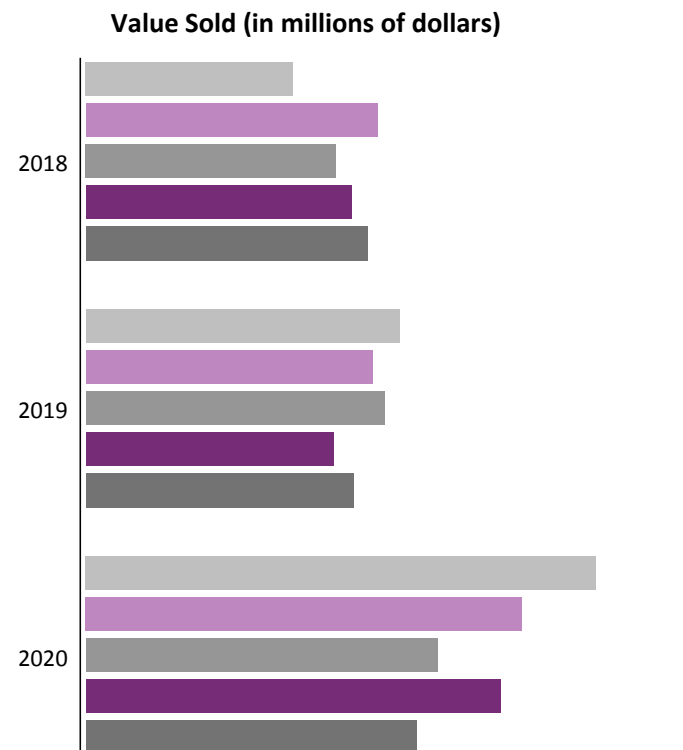
		2018	2019	2020
	Week 27	\$608,002	\$567,053	\$711,591
	Week 28	\$621,378	\$573,615	\$739,398
	Week 29	\$603,607	\$585,432	\$628,135
	Week 30	\$626,541	\$538,119	\$656,797
	Week 31	\$652,217	\$523,352	\$707,947
	Total	\$3,111,744	\$2,787,571	\$3,443,868

YOUNG ADULT NON-FICTION: ALL MARKET



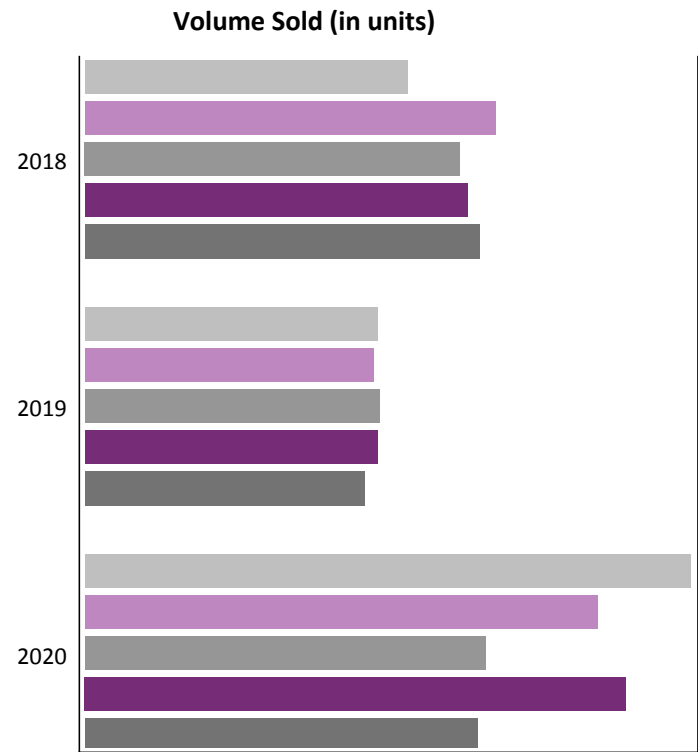
	2018	2019	2020
Week 27	889	952	1,859
Week 28	1,173	966	1,618
Week 29	1,049	1,002	1,281
Week 30	1,046	895	1,545
Week 31	1,082	857	1,151
Total	5,239	4,672	7,454

YOUNG ADULT NON-FICTION: ALL MARKET



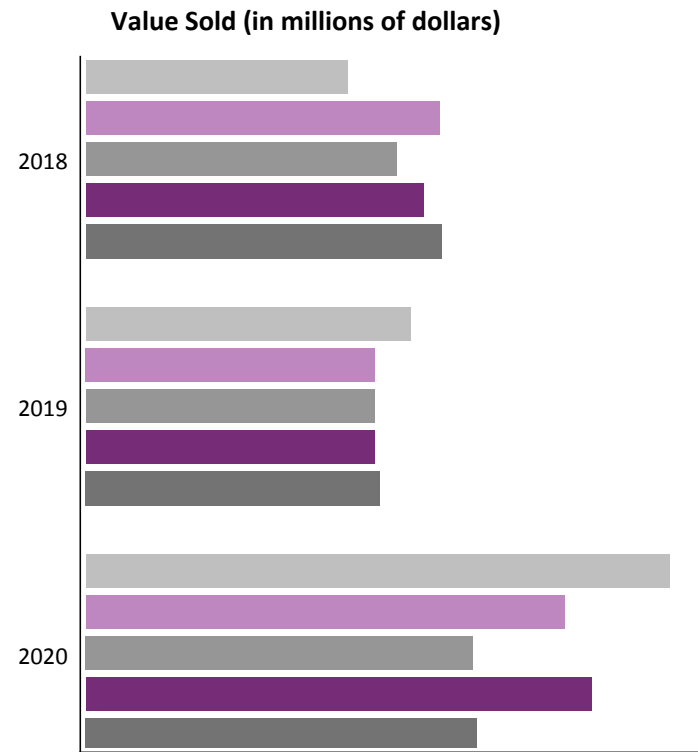
	2018	2019	2020
Week 27	\$17,051	\$25,822	\$42,000
Week 28	\$24,028	\$23,607	\$35,887
Week 29	\$20,592	\$24,570	\$28,939
Week 30	\$21,871	\$20,385	\$34,114
Week 31	\$23,164	\$22,036	\$27,236
Total	\$106,706	\$116,420	\$168,175

YOUNG ADULT NON-FICTION: RING FENCE MARKET



	2018	2019	2020
Week 27	797	722	1,495
Week 28	1,014	712	1,265
Week 29	926	728	989
Week 30	944	723	1,336
Week 31	974	690	970
Total	4,655	3,575	6,055

YOUNG ADULT NON-FICTION: RING FENCE MARKET

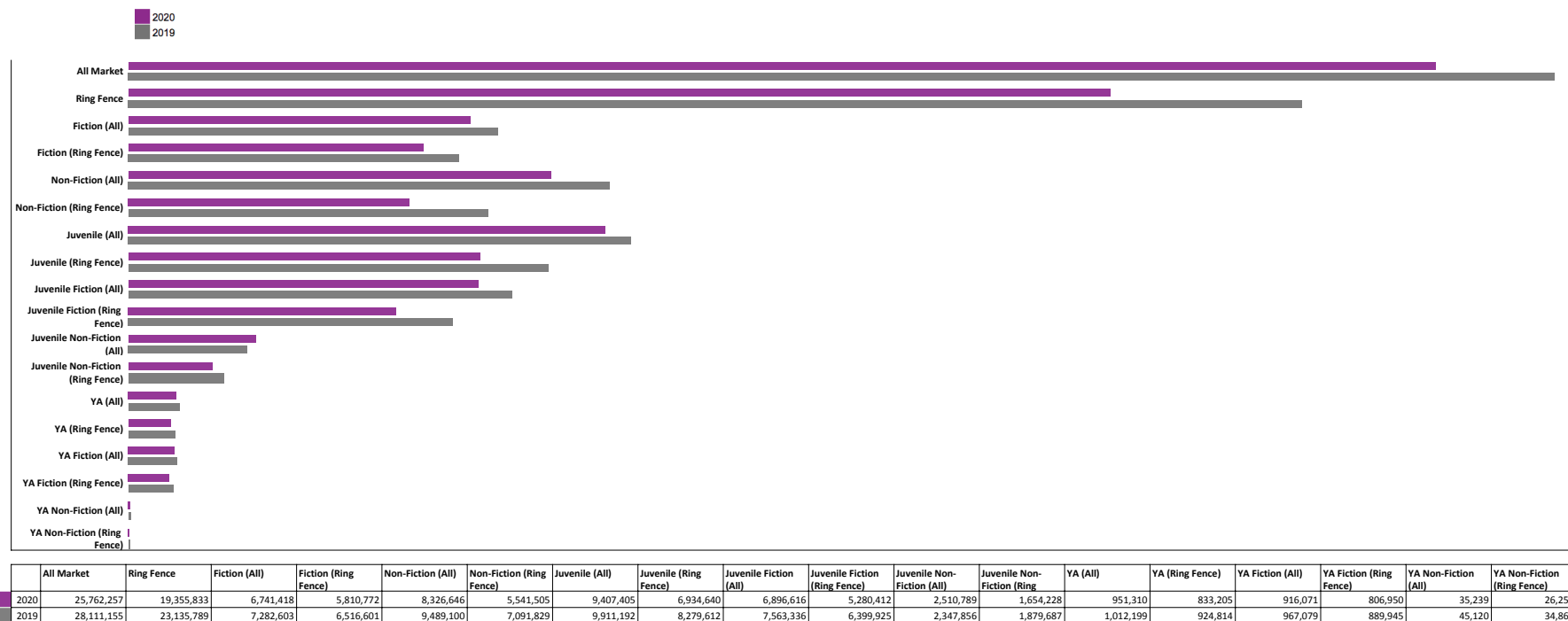


	2018	2019	2020
Week 27	\$15,491	\$19,232	\$34,585
Week 28	\$20,964	\$17,131	\$28,371
Week 29	\$18,418	\$17,100	\$22,946
Week 30	\$20,021	\$17,096	\$29,981
Week 31	\$21,087	\$17,435	\$23,191
Total	\$95,982	\$87,994	\$139,074

YEAR-TO-DATE COMPARISON: VOLUME

		2019	2020
The week-ending dates:	Week 31	2019-08-04	2020-08-02

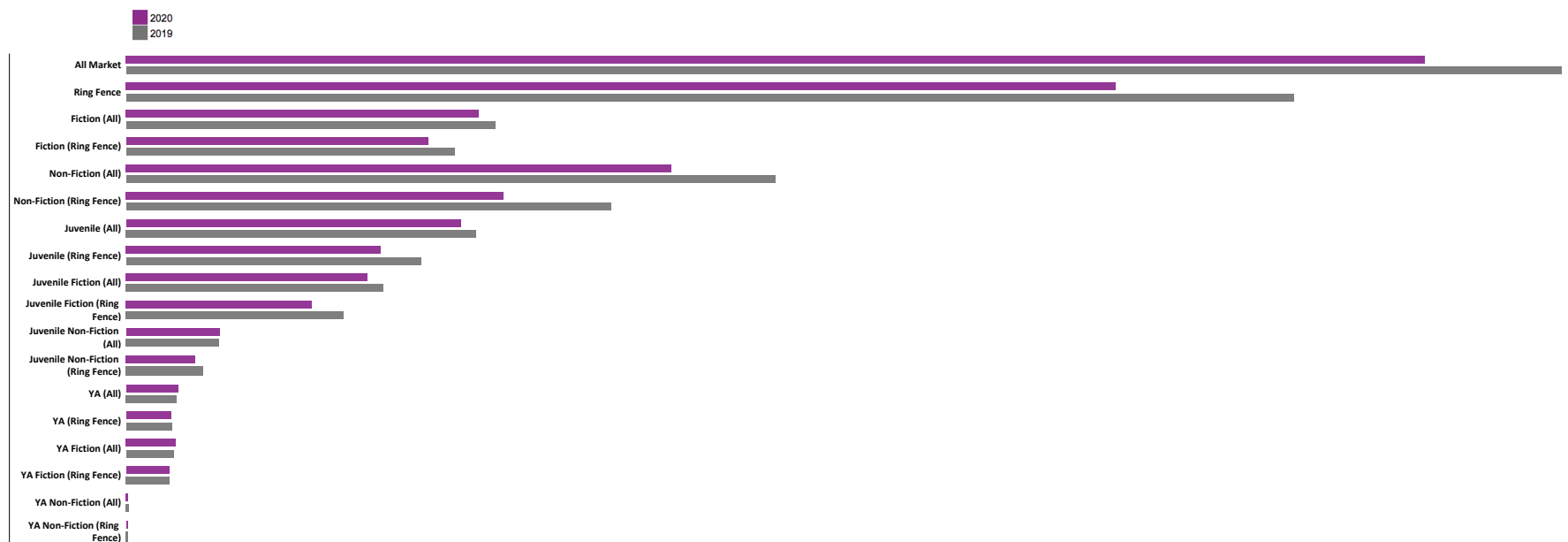
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

	2019	2020
The week-ending dates:	2019-08-04	2020-08-02

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



	All Market	Ring Fence	Fiction (All)	Fiction (Ring Fence)	Non-Fiction (All)	Non-Fiction (Ring Fence)	Juvenile (All)	Juvenile (Ring Fence)	Juvenile Fiction (All)	Juvenile Fiction (Ring Fence)	Juvenile Non-Fiction (All)	Juvenile Non-Fiction (Ring Fence)	YA (All)	YA (Ring Fence)	YA Fiction (All)	YA Fiction (Ring Fence)	YA Non-Fiction (All)	YA Non-Fiction (Ring Fence)
2020	\$518,166,294	\$394,880,922	\$140,693,629	\$120,437,343	\$217,523,281	\$150,658,721	\$133,563,638	\$101,548,305	\$96,292,652	\$74,042,632	\$37,270,986	\$27,505,673	\$20,646,109	\$17,836,735	\$19,800,802	\$17,202,744	\$845,307	\$633,990
2019	\$572,745,895	\$465,804,446	\$147,264,480	\$130,977,529	\$258,896,961	\$193,441,380	\$139,655,758	\$117,563,699	\$102,642,384	\$86,818,519	\$37,013,374	\$30,745,180	\$20,094,149	\$18,243,965	\$18,916,860	\$17,370,529	\$1,177,289	\$873,436

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