



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

9.2020

August SalesData
Market Report



BOOKNET
CANADA

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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 August 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 marketplace.

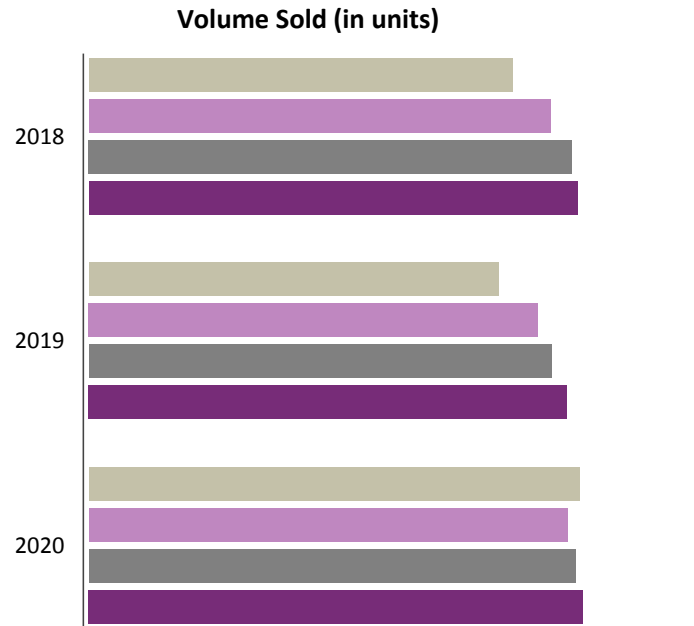
Report Weeks

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:

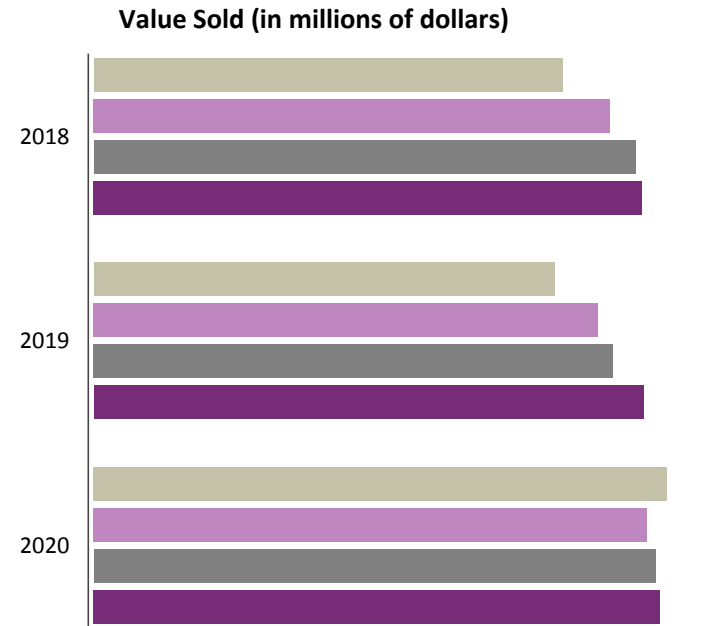
	2018	2019	2020
Week 32	2018-08-12	2019-08-11	2020-08-09
Week 33	2018-08-19	2019-08-18	2020-08-16
Week 34	2018-08-26	2019-08-25	2020-08-23
Week 35	2018-09-02	2019-09-01	2020-08-30

ALL MARKET



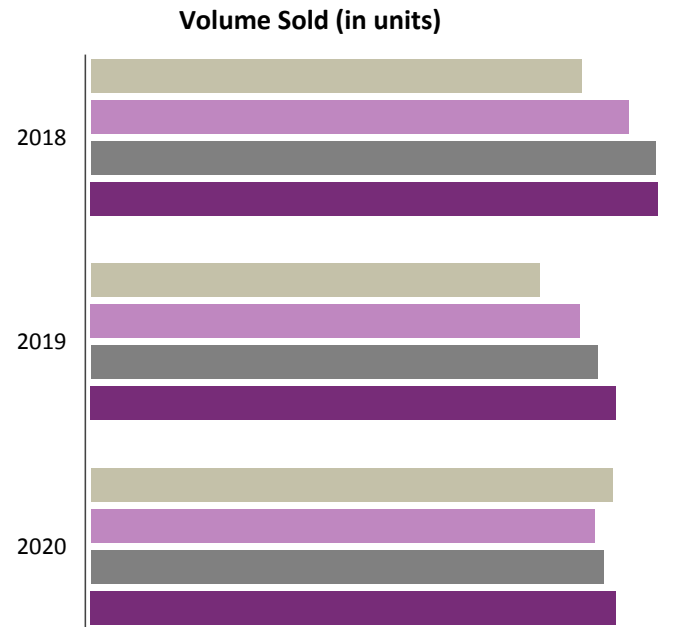
		2018	2019	2020
	Week 32	871,271	842,858	1,009,140
	Week 33	949,640	923,953	985,353
	Week 34	994,059	952,066	1,000,478
	Week 35	1,005,908	983,644	1,016,706
	Total	3,820,878	3,702,521	4,011,677

ALL MARKET



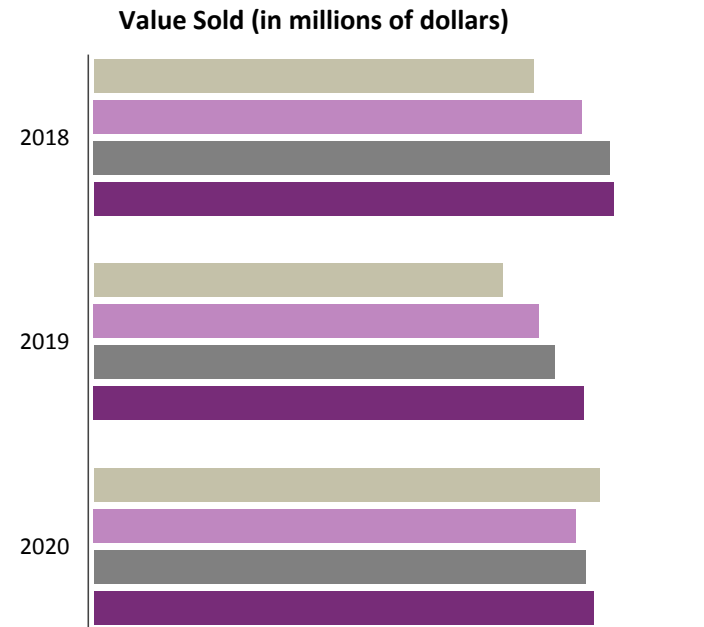
		2018	2019	2020
	Week 32	\$16,973,446	\$16,688,354	\$20,756,461
	Week 33	\$18,696,301	\$18,255,552	\$20,031,029
	Week 34	\$19,624,414	\$18,795,537	\$20,336,619
	Week 35	\$19,848,033	\$19,911,409	\$20,501,212
	Total	\$75,142,195	\$73,650,853	\$81,625,322

RING FENCE MARKET



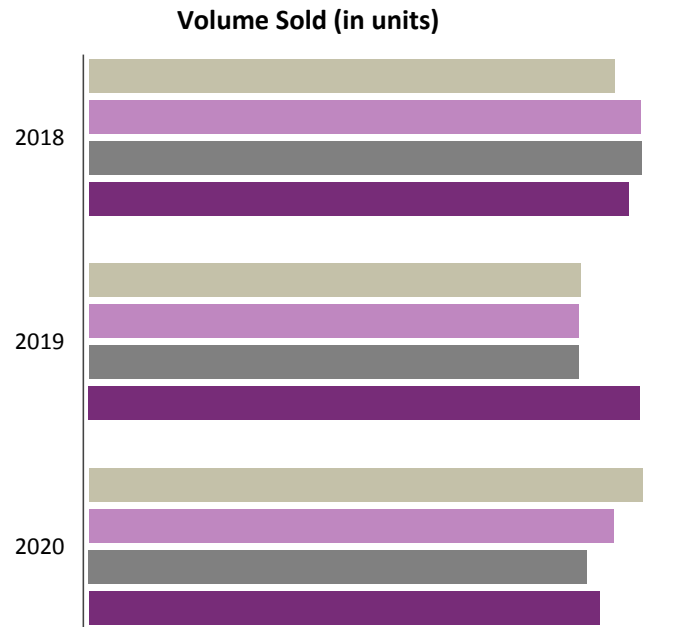
		2018	2019	2020
	Week 32	750,984	687,198	798,964
	Week 33	822,707	748,747	771,263
	Week 34	864,070	775,246	784,989
	Week 35	868,194	803,762	803,845
	Total	3,305,955	3,014,953	3,159,061

RING FENCE MARKET



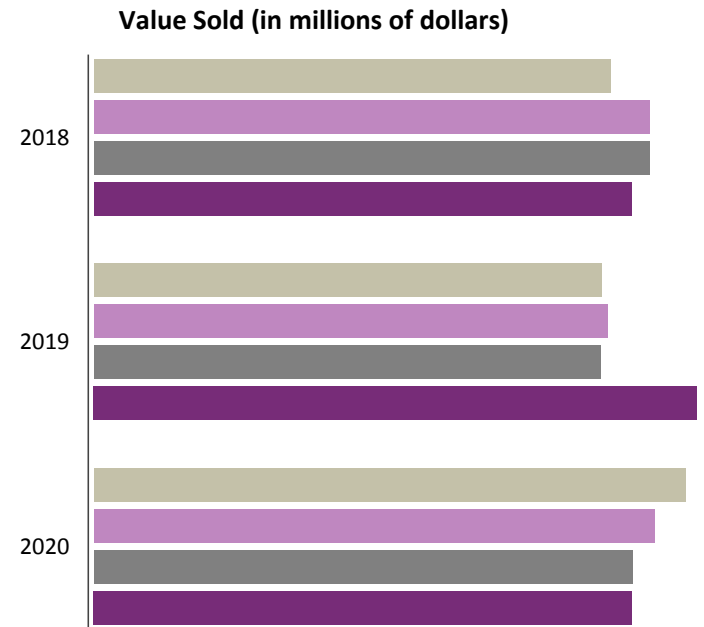
		2018	2019	2020
	Week 32	\$14,473,066	\$13,461,860	\$16,648,175
	Week 33	\$16,072,378	\$14,658,547	\$15,869,908
	Week 34	\$16,991,848	\$15,172,324	\$16,193,942
	Week 35	\$17,098,511	\$16,140,098	\$16,451,745
	Total	\$64,635,803	\$59,432,829	\$65,163,770

FICTION: ALL MARKET



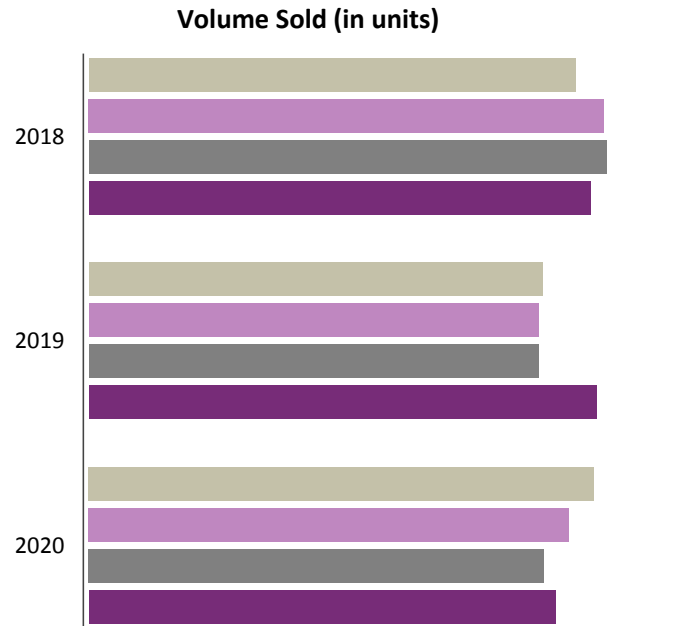
		2018	2019	2020
	Week 32	268,281	250,773	282,382
	Week 33	281,416	249,646	267,811
	Week 34	281,950	249,743	254,224
	Week 35	275,248	281,209	260,411
	Total	1,106,895	1,031,371	1,064,828

FICTION: ALL MARKET



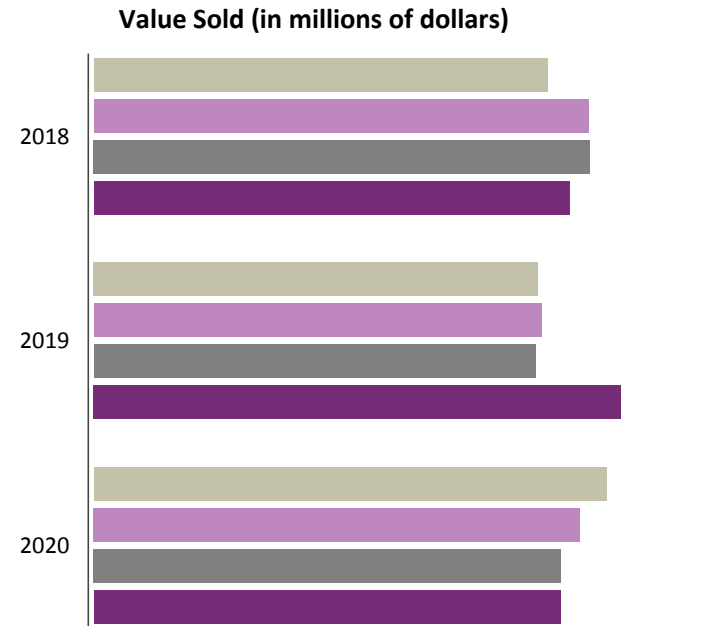
		2018	2019	2020
	Week 32	\$5,101,724	\$5,013,714	\$5,844,885
	Week 33	\$5,490,526	\$5,072,306	\$5,534,718
	Week 34	\$5,486,906	\$5,005,771	\$5,317,987
	Week 35	\$5,309,841	\$5,958,657	\$5,316,690
	Total	\$21,388,998	\$21,050,448	\$22,014,280

FICTION: RING FENCE MARKET



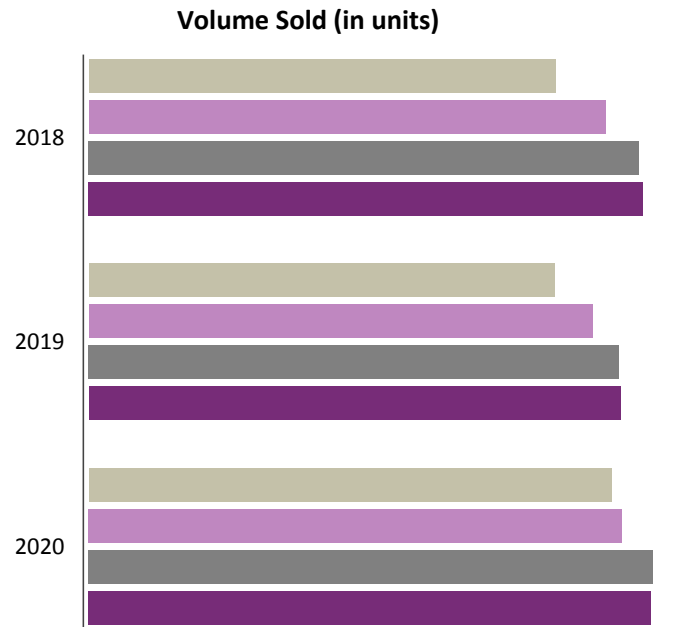
		2018	2019	2020
	Week 32	240,302	224,010	249,372
	Week 33	254,413	222,050	237,062
	Week 34	255,698	222,181	224,760
	Week 35	247,849	250,544	230,469
	Total	998,262	918,785	941,663

FICTION: RING FENCE MARKET



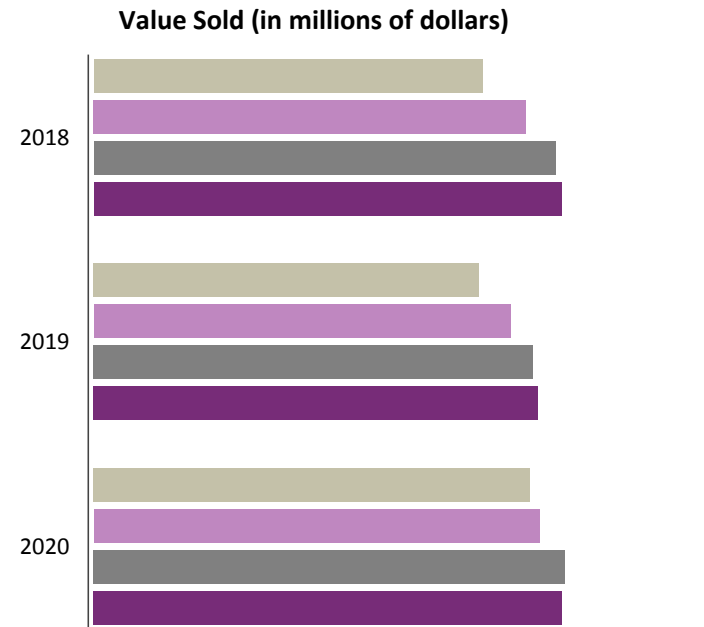
		2018	2019	2020
	Week 32	\$4,557,633	\$4,458,512	\$5,145,937
	Week 33	\$4,964,160	\$4,495,105	\$4,880,120
	Week 34	\$4,979,807	\$4,431,806	\$4,691,662
	Week 35	\$4,776,827	\$5,293,981	\$4,684,036
	Total	\$19,278,427	\$18,679,405	\$19,401,754

NON-FICTION: ALL MARKET



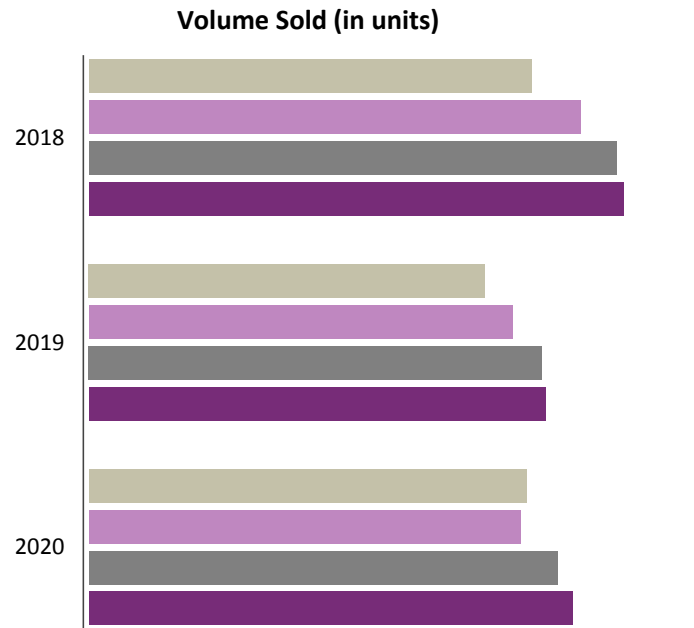
		2018	2019	2020
	Week 32	268,748	268,189	301,235
	Week 33	297,476	290,189	307,110
	Week 34	316,911	305,452	324,905
	Week 35	319,205	306,293	323,823
	Total	1,202,340	1,170,123	1,257,073

NON-FICTION: ALL MARKET



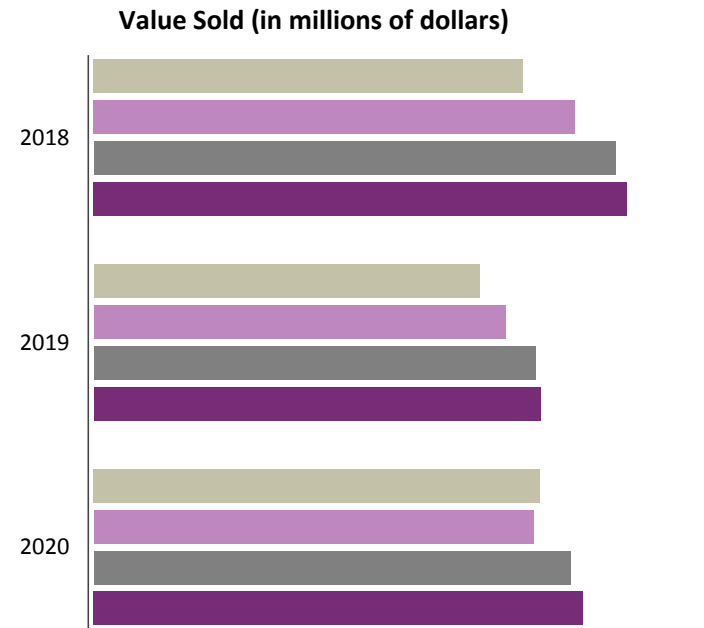
		2018	2019	2020
	Week 32	\$7,034,295	\$6,976,275	\$7,896,642
	Week 33	\$7,824,357	\$7,549,427	\$8,065,805
	Week 34	\$8,354,431	\$7,949,766	\$8,530,474
	Week 35	\$8,469,056	\$8,038,710	\$8,477,008
	Total	\$31,682,139	\$30,514,178	\$32,969,930

NON-FICTION: RING FENCE MARKET



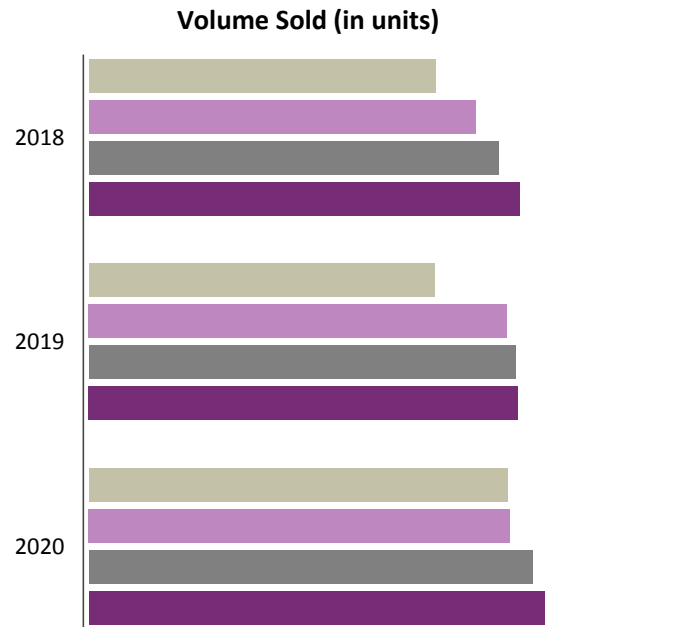
		2018	2019	2020
	Week 32	218,680	195,567	216,198
	Week 33	242,669	209,223	213,140
	Week 34	260,700	223,764	231,426
	Week 35	263,916	225,312	238,954
	Total	985,965	853,866	899,718

NON-FICTION: RING FENCE MARKET



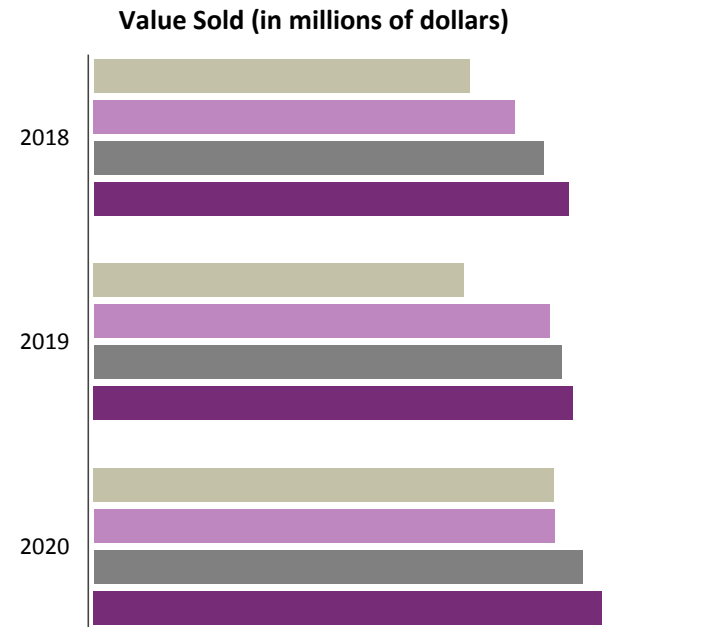
		2018	2019	2020
	Week 32	\$5,650,701	\$5,076,089	\$5,877,100
	Week 33	\$6,338,438	\$5,423,687	\$5,789,383
	Week 34	\$6,873,095	\$5,812,425	\$6,278,630
	Week 35	\$7,019,885	\$5,878,381	\$6,441,143
	Total	\$25,882,118	\$22,190,583	\$24,386,256

JUVENILE: ALL MARKET



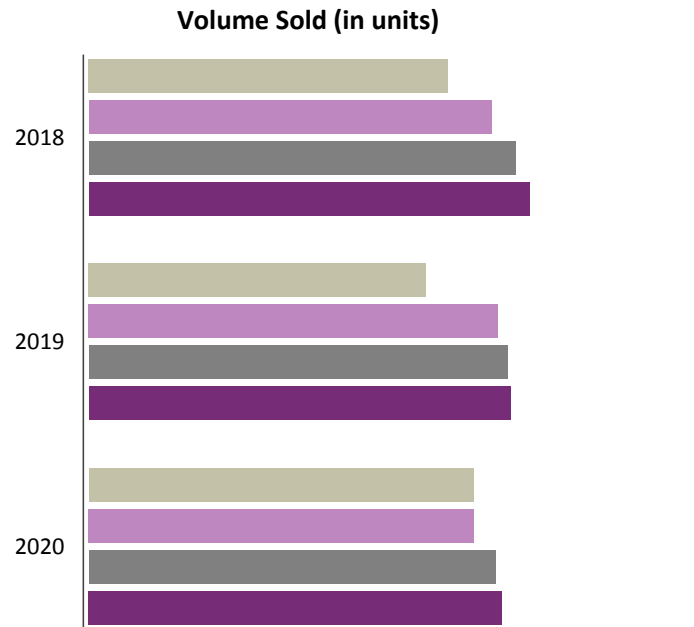
		2018	2019	2020
	Week 32	285,370	284,266	344,642
	Week 33	318,103	344,000	346,468
	Week 34	337,395	351,122	365,317
	Week 35	354,107	353,162	375,161
	Total	1,294,975	1,332,550	1,431,588

JUVENILE: ALL MARKET



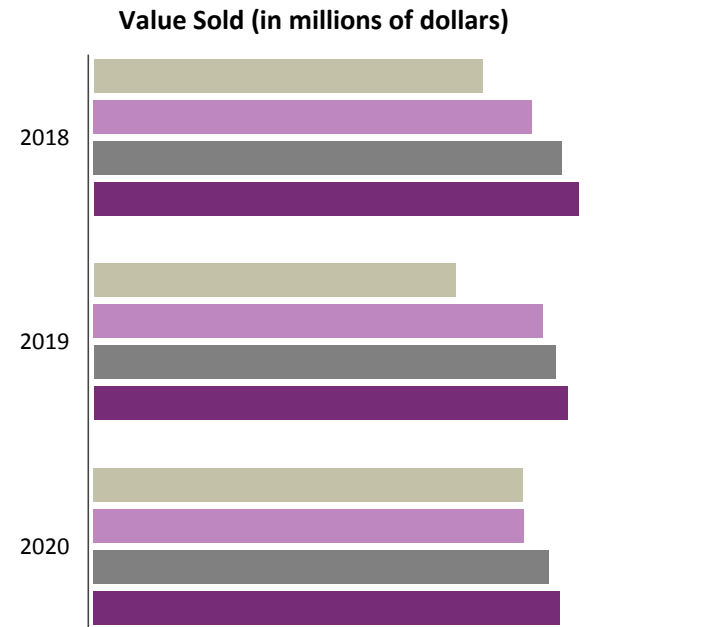
		2018	2019	2020
	Week 32	\$4,017,183	\$3,960,380	\$4,923,068
	Week 33	\$4,506,989	\$4,872,532	\$4,928,167
	Week 34	\$4,809,478	\$5,000,608	\$5,231,192
	Week 35	\$5,077,821	\$5,126,703	\$5,437,732
	Total	\$18,411,471	\$18,960,222	\$20,520,160

JUVENILE: RING FENCE MARKET



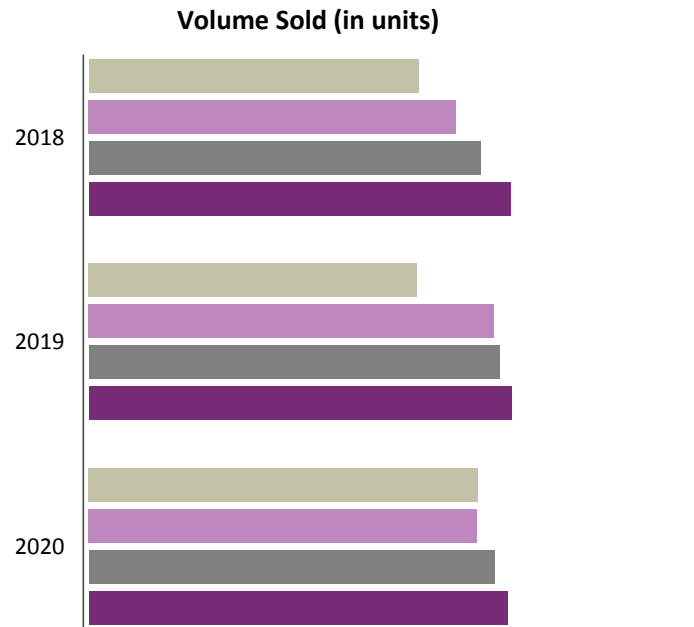
		2018	2019	2020
	Week 32	248,297	233,097	265,922
	Week 33	278,101	282,892	266,182
	Week 34	294,743	289,211	280,966
	Week 35	304,364	291,616	285,620
	Total	1,125,505	1,096,816	1,098,690

JUVENILE: RING FENCE MARKET



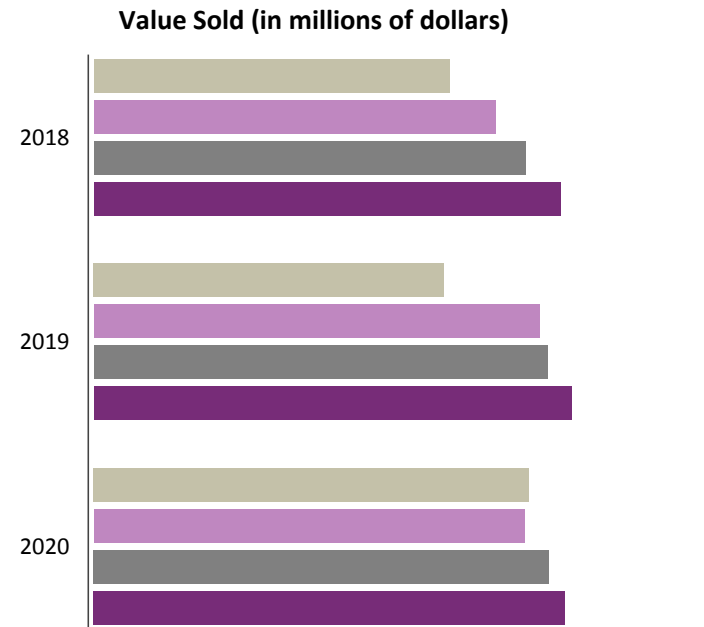
		2018	2019	2020
	Week 32	\$3,517,500	\$3,276,507	\$3,886,493
	Week 33	\$3,967,377	\$4,066,555	\$3,892,539
	Week 34	\$4,238,740	\$4,178,783	\$4,122,188
	Week 35	\$4,389,466	\$4,288,811	\$4,219,273
	Total	\$16,113,083	\$15,810,656	\$16,120,493

JUVENILE FICTION: ALL MARKET



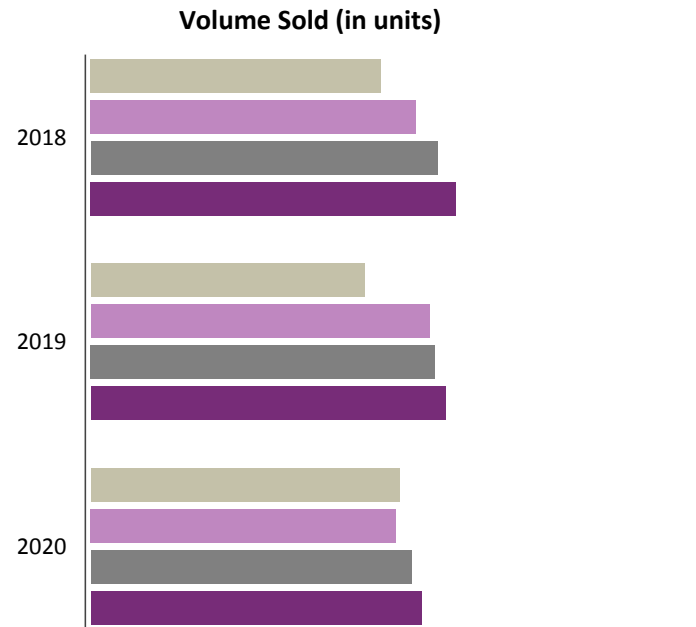
		2018	2019	2020
	Week 32	217,144	215,995	256,247
	Week 33	241,621	266,715	255,501
	Week 34	257,991	270,566	267,167
	Week 35	277,445	278,303	275,523
	Total	994,201	1,031,579	1,054,438

JUVENILE FICTION: ALL MARKET



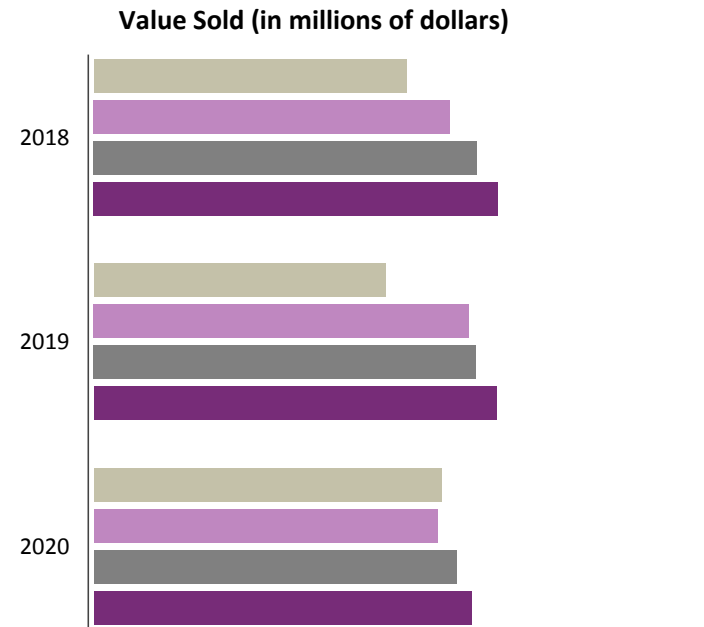
		2018	2019	2020
	Week 32	\$2,926,492	\$2,881,157	\$3,582,241
	Week 33	\$3,305,964	\$3,669,931	\$3,543,709
	Week 34	\$3,551,204	\$3,734,555	\$3,745,845
	Week 35	\$3,842,568	\$3,930,384	\$3,878,679
	Total	\$13,626,228	\$14,216,026	\$14,750,474

JUVENILE FICTION: RING FENCE MARKET



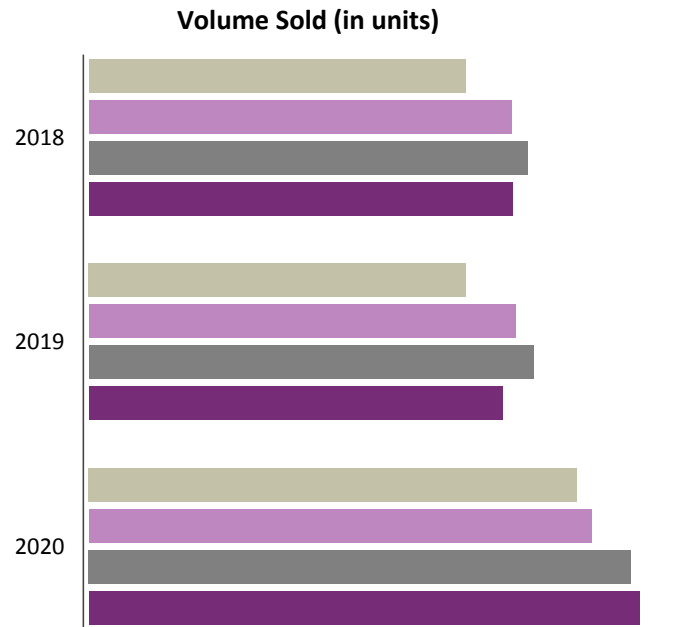
		2018	2019	2020
	Week 32	190,965	180,179	202,960
	Week 33	214,093	223,029	200,825
	Week 34	228,421	226,621	211,019
	Week 35	240,378	233,618	217,821
	Total	873,857	863,447	832,625

JUVENILE FICTION: RING FENCE MARKET



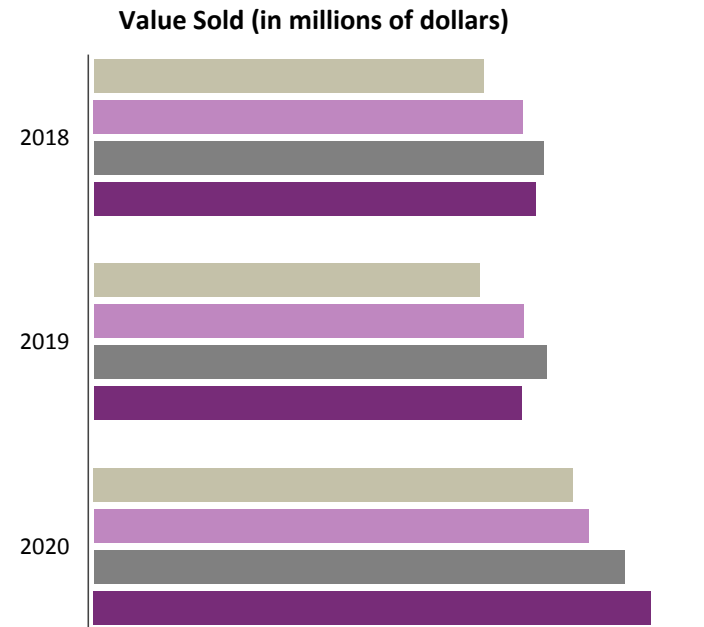
		2018	2019	2020
	Week 32	\$2,575,742	\$2,400,469	\$2,861,037
	Week 33	\$2,932,850	\$3,086,623	\$2,827,077
	Week 34	\$3,152,429	\$3,144,439	\$2,984,160
	Week 35	\$3,325,677	\$3,316,383	\$3,107,926
	Total	\$11,986,697	\$11,947,914	\$11,780,199

JUVENILE NON-FICTION: ALL MARKET



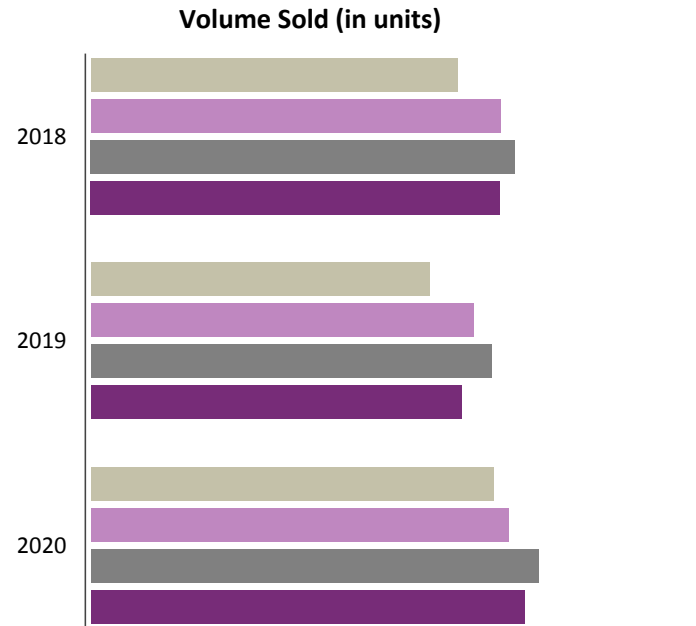
		2018	2019	2020
	Week 32	68,226	68,271	88,395
	Week 33	76,482	77,285	90,967
	Week 34	79,404	80,556	98,150
	Week 35	76,662	74,859	99,638
	Total	300,774	300,971	377,150

JUVENILE NON-FICTION: ALL MARKET



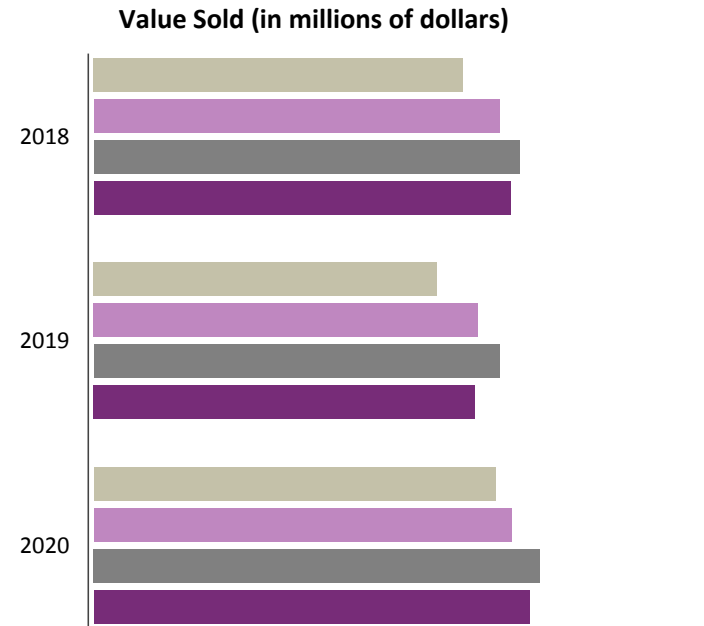
		2018	2019	2020
	Week 32	\$1,090,692	\$1,079,222	\$1,340,827
	Week 33	\$1,201,024	\$1,202,601	\$1,384,459
	Week 34	\$1,258,274	\$1,266,053	\$1,485,347
	Week 35	\$1,235,252	\$1,196,320	\$1,559,053
	Total	\$4,785,243	\$4,744,196	\$5,769,686

JUVENILE NON-FICTION: RING FENCE MARKET



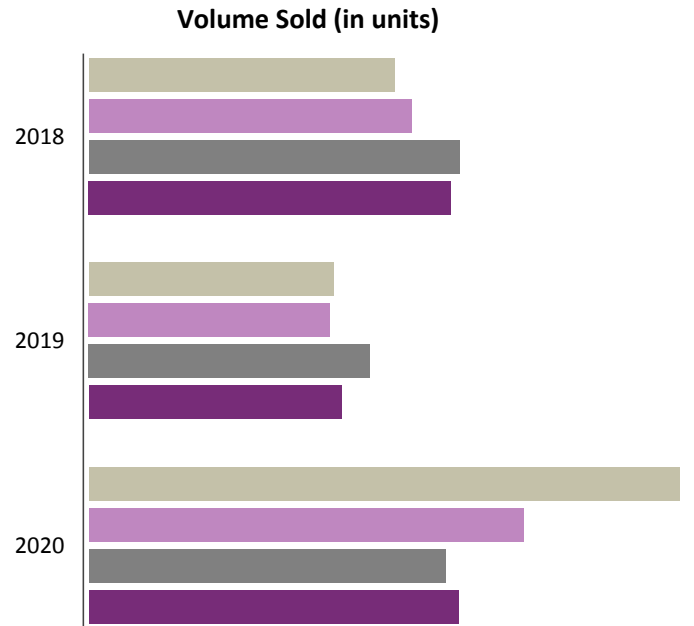
		2018	2019	2020
	Week 32	57,332	52,918	62,962
	Week 33	64,008	59,863	65,357
	Week 34	66,322	62,590	69,947
	Week 35	63,986	57,998	67,799
	Total	251,648	233,369	266,065

JUVENILE NON-FICTION: RING FENCE MARKET



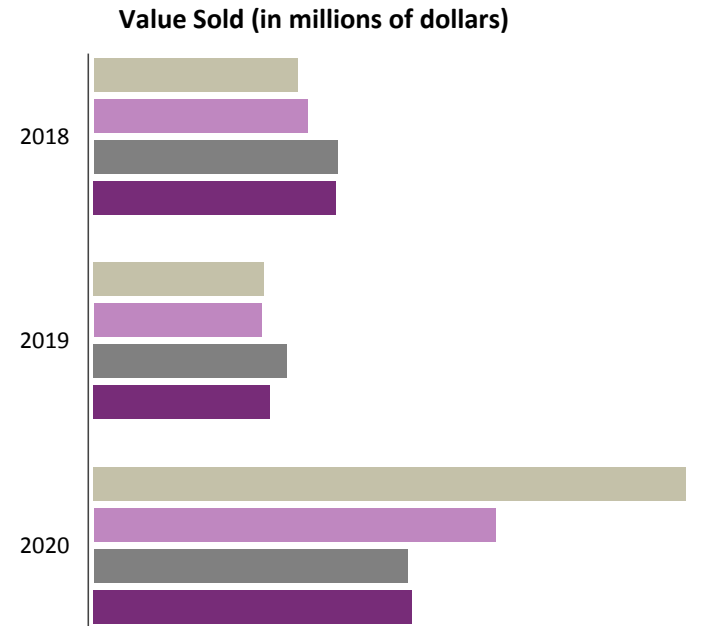
		2018	2019	2020
	Week 32	\$941,757	\$876,038	\$1,025,456
	Week 33	\$1,034,528	\$979,932	\$1,065,462
	Week 34	\$1,086,311	\$1,034,344	\$1,138,028
	Week 35	\$1,063,789	\$972,428	\$1,111,347
	Total	\$4,126,386	\$3,862,742	\$4,340,293

YOUNG ADULT: ALL MARKET



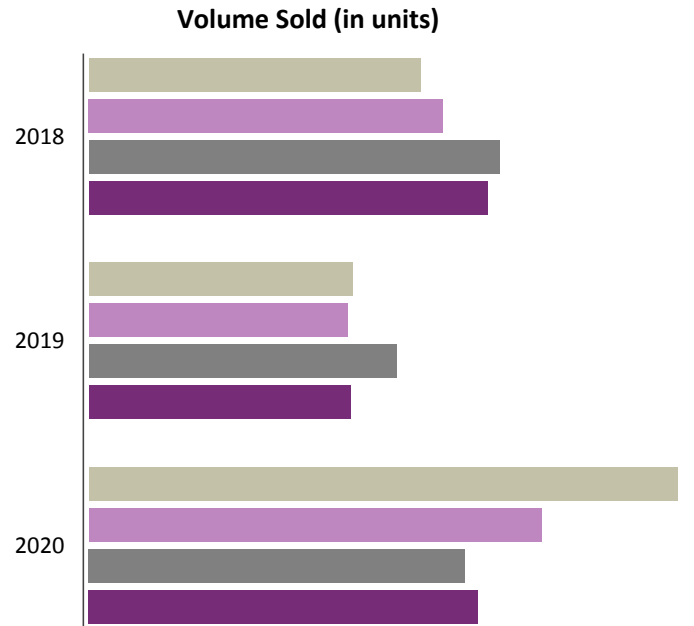
		2018	2019	2020
	Week 32	35,175	28,169	68,057
	Week 33	37,182	27,791	50,042
	Week 34	42,694	32,402	41,062
	Week 35	41,732	29,074	42,580
	Total	156,783	117,436	201,741

YOUNG ADULT: ALL MARKET



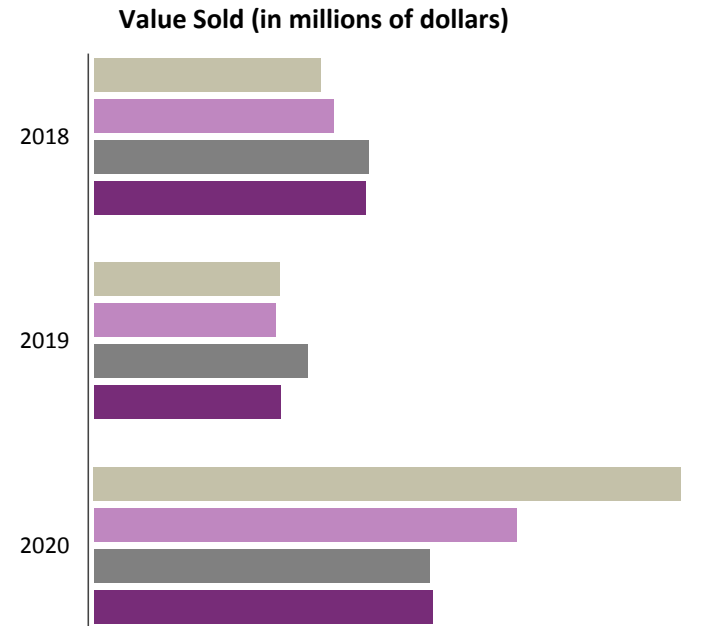
		2018	2019	2020
	Week 32	\$637,521	\$531,730	\$1,852,397
	Week 33	\$668,958	\$523,937	\$1,256,231
	Week 34	\$761,329	\$603,730	\$980,178
	Week 35	\$757,699	\$551,523	\$994,968
	Total	\$2,825,506	\$2,210,919	\$5,083,774

YOUNG ADULT: RING FENCE MARKET



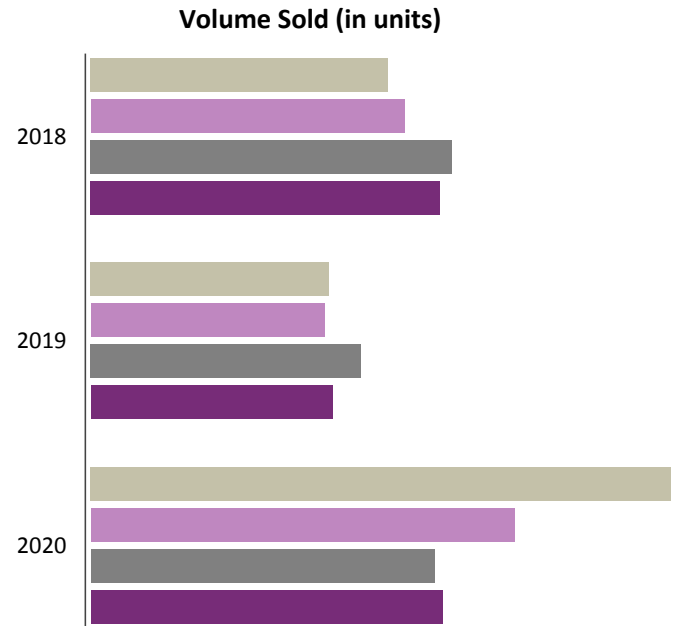
		2018	2019	2020
	Week 32	32,761	26,043	58,098
	Week 33	34,981	25,507	44,683
	Week 34	40,573	30,373	37,133
	Week 35	39,343	25,856	38,441
	Total	147,658	107,779	178,355

YOUNG ADULT: RING FENCE MARKET



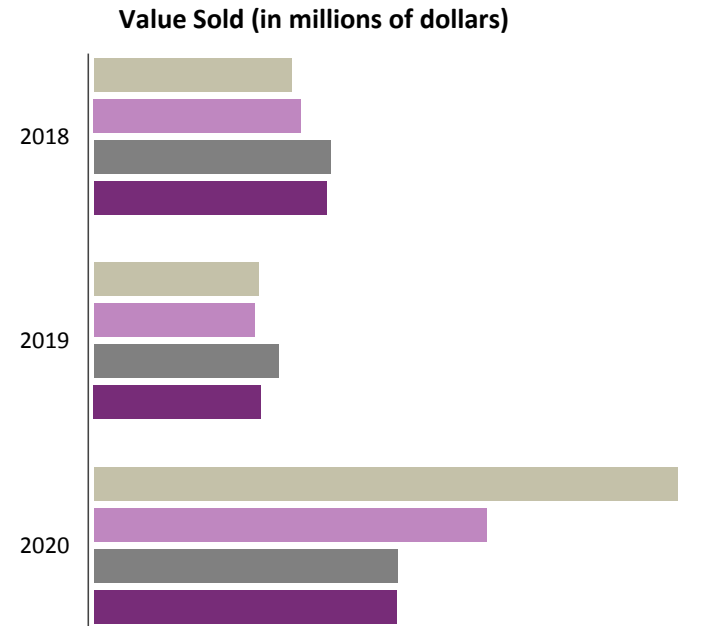
		2018	2019	2020
	Week 32	\$597,281	\$488,265	\$1,545,904
	Week 33	\$630,877	\$478,694	\$1,112,998
	Week 34	\$722,713	\$563,306	\$884,247
	Week 35	\$715,204	\$491,507	\$891,595
	Total	\$2,666,076	\$2,021,772	\$4,434,744

YOUNG ADULT FICTION: ALL MARKET



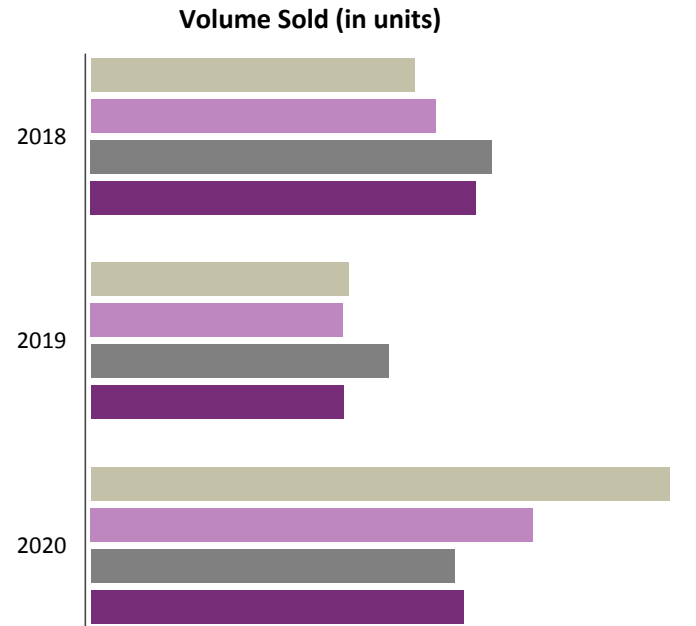
		2018	2019	2020
	Week 32	34,249	27,437	66,837
	Week 33	36,097	26,930	48,786
	Week 34	41,598	31,138	39,607
	Week 35	40,224	27,857	40,491
	Total	152,168	113,362	195,721

YOUNG ADULT FICTION: ALL MARKET



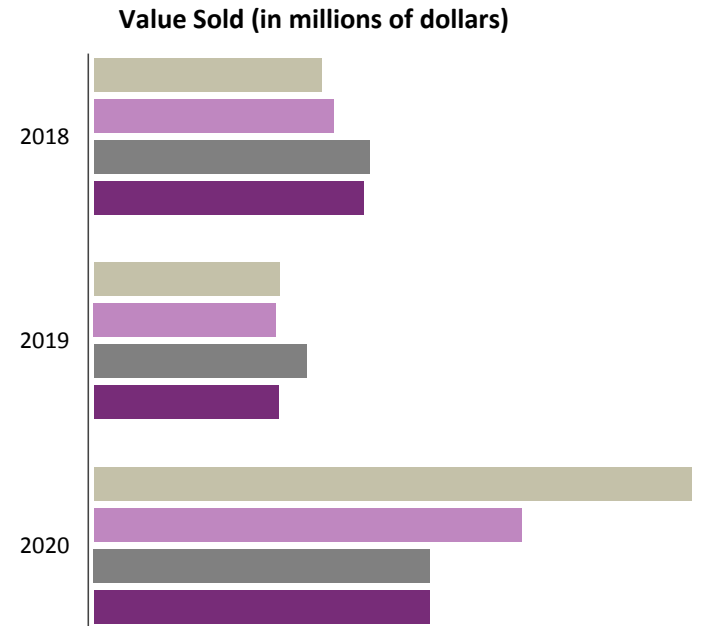
		2018	2019	2020
	Week 32	\$618,365	\$514,935	\$1,825,050
	Week 33	\$647,951	\$503,430	\$1,228,137
	Week 34	\$739,720	\$577,476	\$948,833
	Week 35	\$726,759	\$523,201	\$947,071
	Total	\$2,732,795	\$2,119,042	\$4,949,091

YOUNG ADULT FICTION: RING FENCE MARKET



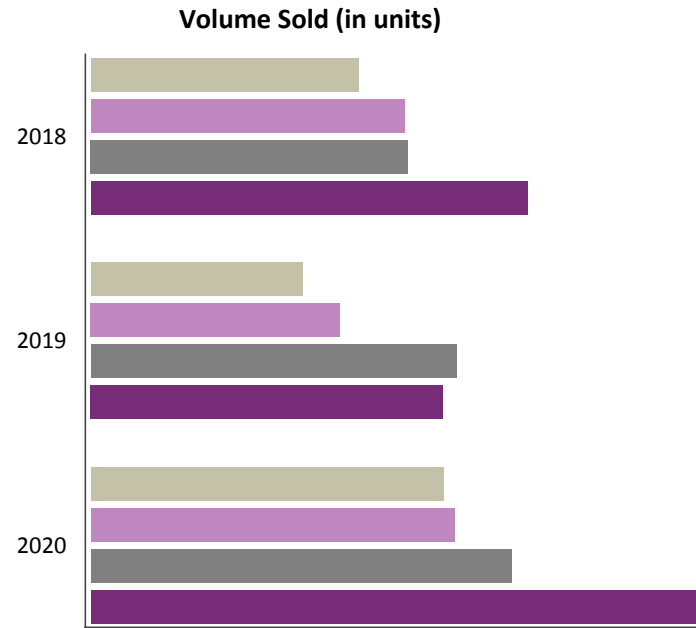
		2018	2019	2020
	Week 32	31,952	25,443	57,120
	Week 33	34,036	24,887	43,676
	Week 34	39,624	29,377	35,886
	Week 35	38,047	24,954	36,805
	Total	143,659	104,661	173,487

YOUNG ADULT FICTION: RING FENCE MARKET



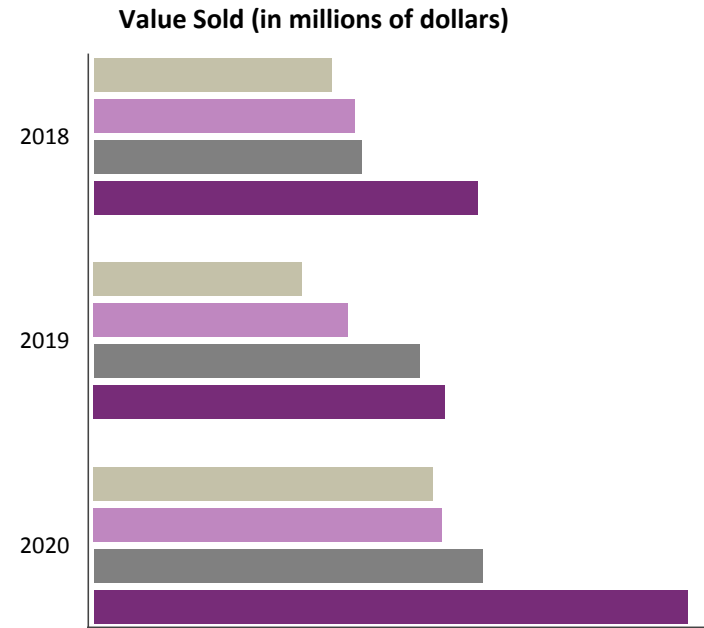
		2018	2019	2020
	Week 32	\$580,179	\$474,201	\$1,524,080
	Week 33	\$612,181	\$464,551	\$1,090,356
	Week 34	\$703,442	\$542,852	\$857,563
	Week 35	\$687,721	\$470,512	\$856,520
	Total	\$2,583,523	\$1,952,115	\$4,328,519

YOUNG ADULT NON-FICTION: ALL MARKET



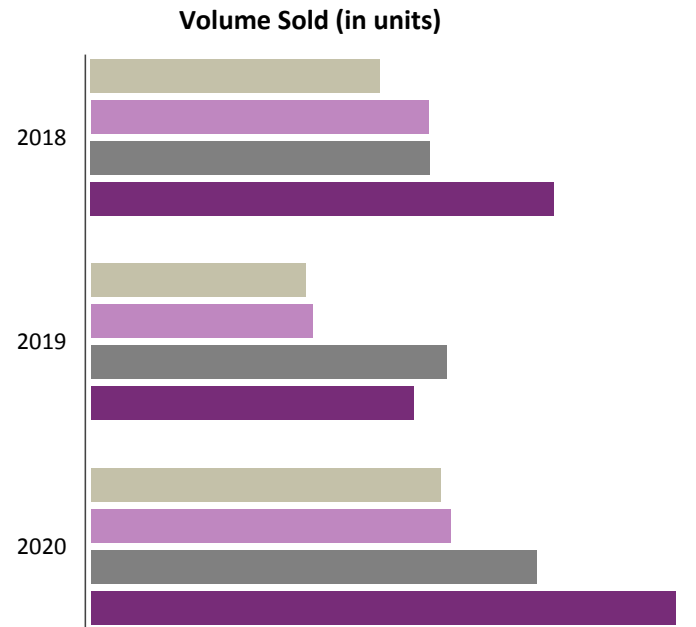
		2018	2019	2020
	Week 32	926	732	1,220
	Week 33	1,085	861	1,256
	Week 34	1,096	1,264	1,455
	Week 35	1,508	1,217	2,089
	Total	4,615	4,074	6,020

YOUNG ADULT NON-FICTION: ALL MARKET



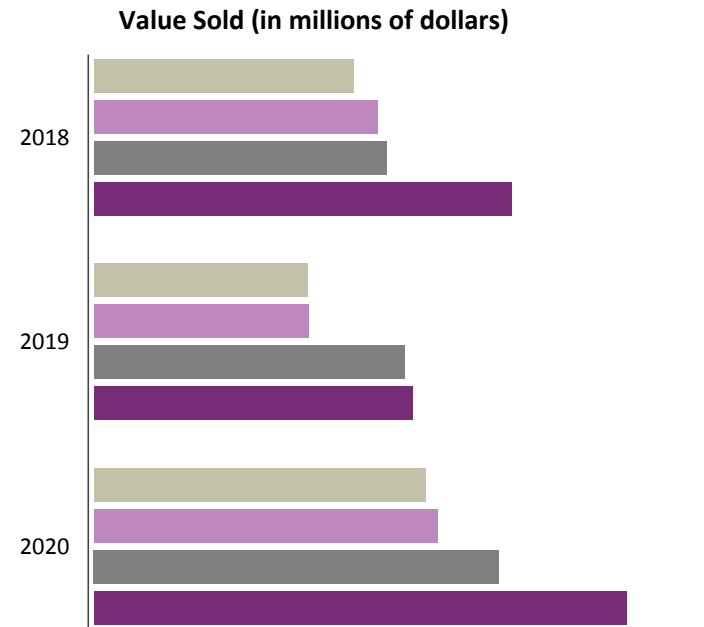
		2018	2019	2020
	Week 32	\$19,156	\$16,794	\$27,347
	Week 33	\$21,007	\$20,507	\$28,094
	Week 34	\$21,609	\$26,254	\$31,345
	Week 35	\$30,940	\$28,322	\$47,897
	Total	\$92,712	\$91,877	\$134,684

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 32	809	600	978
	Week 33	945	620	1,007
	Week 34	949	996	1,247
	Week 35	1,296	902	1,636
	Total	3,999	3,118	4,868

YOUNG ADULT NON-FICTION: RING FENCE MARKET



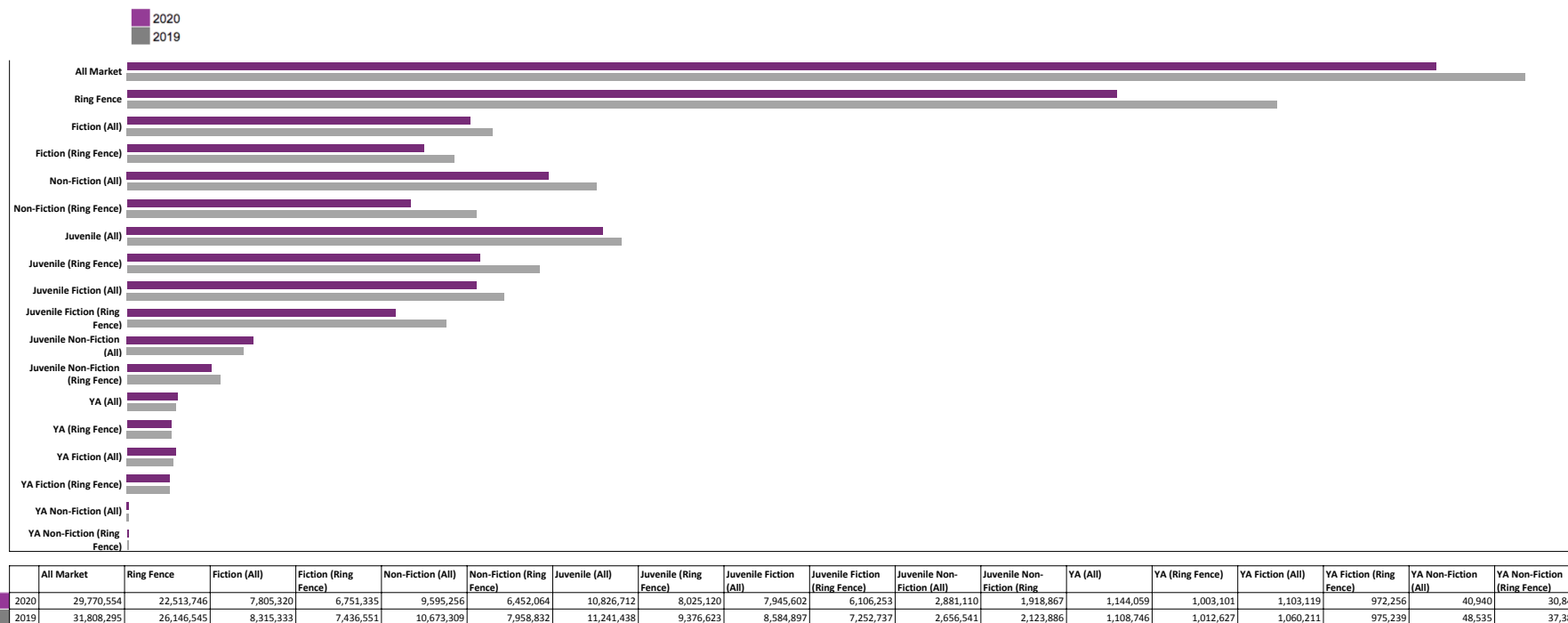
		2018	2019	2020
	Week 32	\$17,102	\$14,064	\$21,824
	Week 33	\$18,697	\$14,143	\$22,643
	Week 34	\$19,271	\$20,454	\$26,684
	Week 35	\$27,483	\$20,995	\$35,075
	Total	\$82,553	\$69,657	\$106,226

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 35	2019-09-01	2020-08-30

Volume Sold Year-to-Date

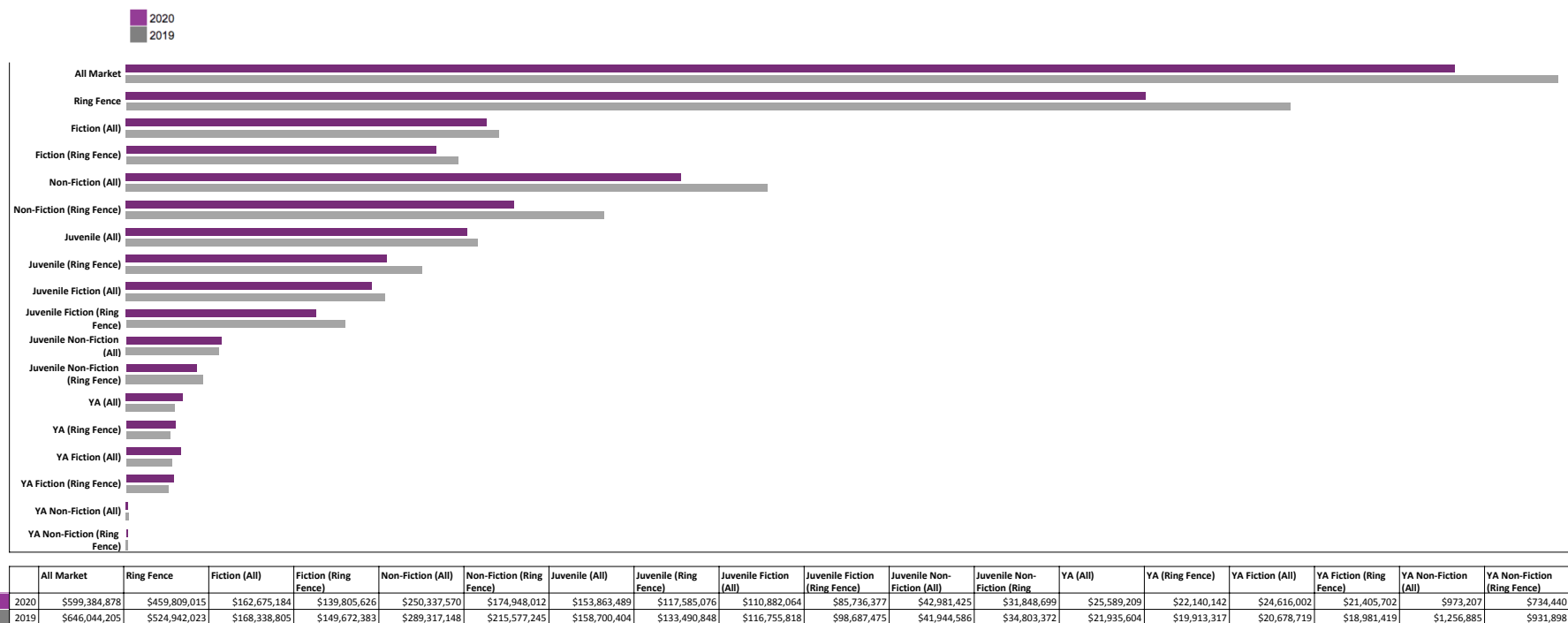


YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 35	2019-09-01	2020-08-30

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