



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

10.2020

September SalesData
Market Report



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2020

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 September 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

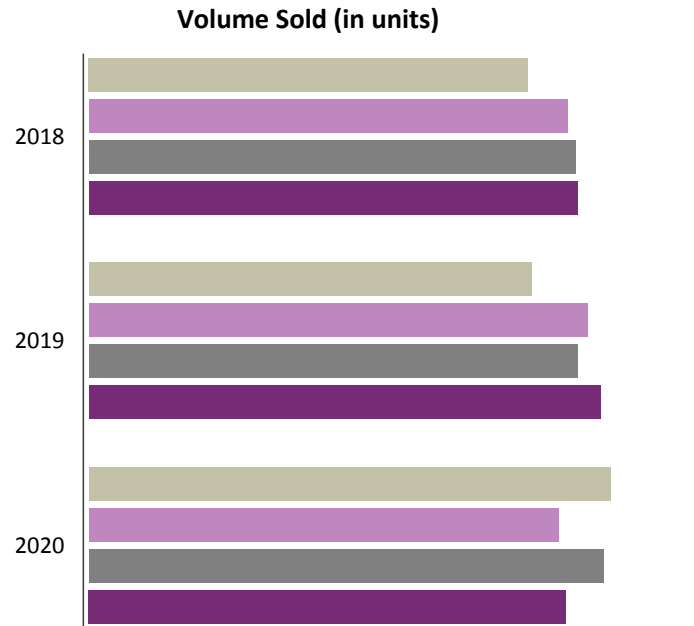
Report Weeks

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:

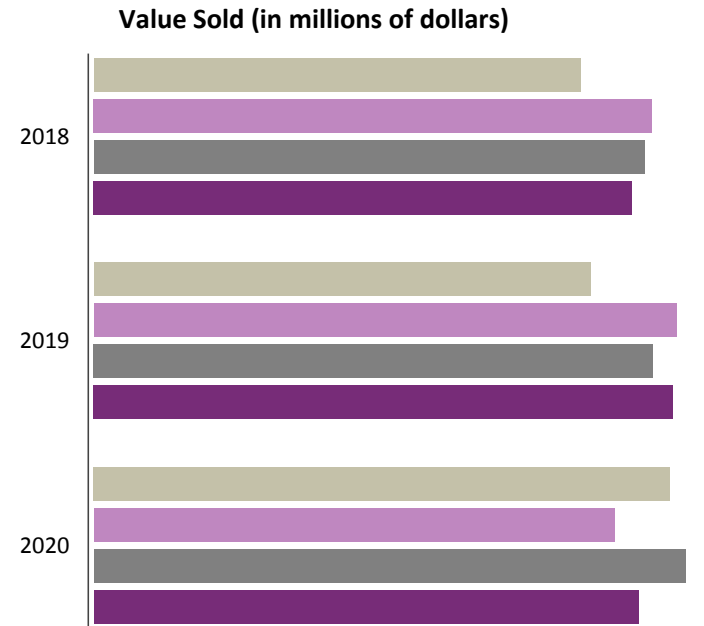
	2018	2019	2020
Week 36	2018-09-09	2019-09-08	2020-09-06
Week 37	2018-09-16	2019-09-15	2020-09-13
Week 38	2018-09-23	2019-09-22	2020-09-20
Week 39	2018-09-30	2019-09-29	2020-09-27

ALL MARKET



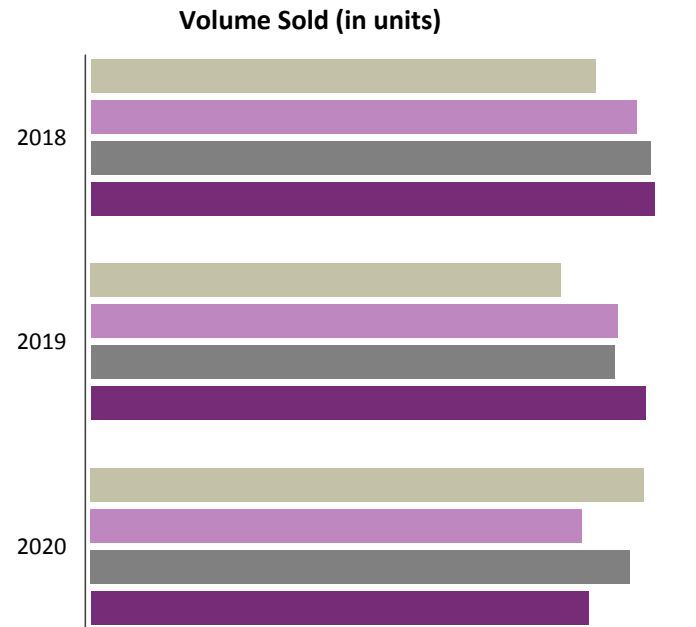
		2018	2019	2020
	Week 36	903,282	910,090	1,073,557
	Week 37	985,222	1,026,410	966,159
	Week 38	1,001,502	1,005,538	1,058,447
	Week 39	1,004,816	1,053,094	981,808
	Total	3,894,822	3,995,132	4,079,971

ALL MARKET



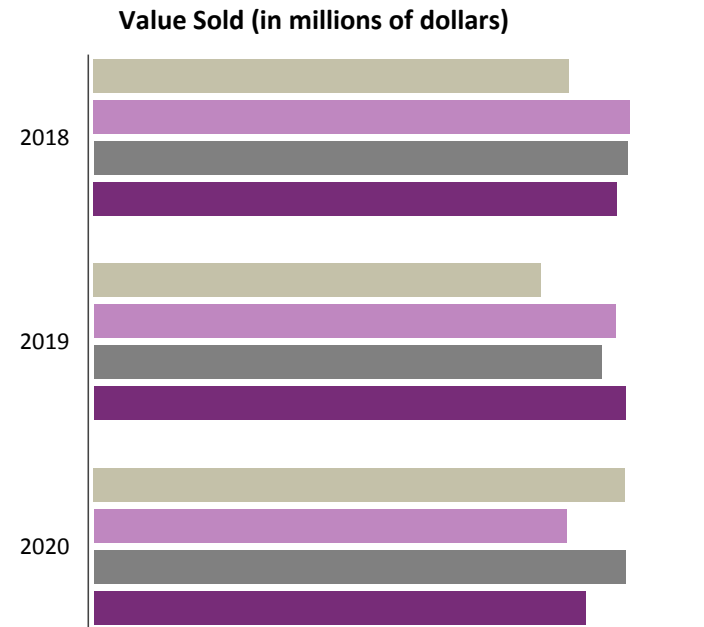
		2018	2019	2020
	Week 36	\$18,423,459	\$18,798,476	\$21,813,106
	Week 37	\$21,126,759	\$22,066,439	\$19,706,642
	Week 38	\$20,857,061	\$21,174,748	\$22,409,696
	Week 39	\$20,372,743	\$21,921,379	\$20,617,471
	Total	\$80,780,022	\$83,961,042	\$84,546,915

RING FENCE MARKET



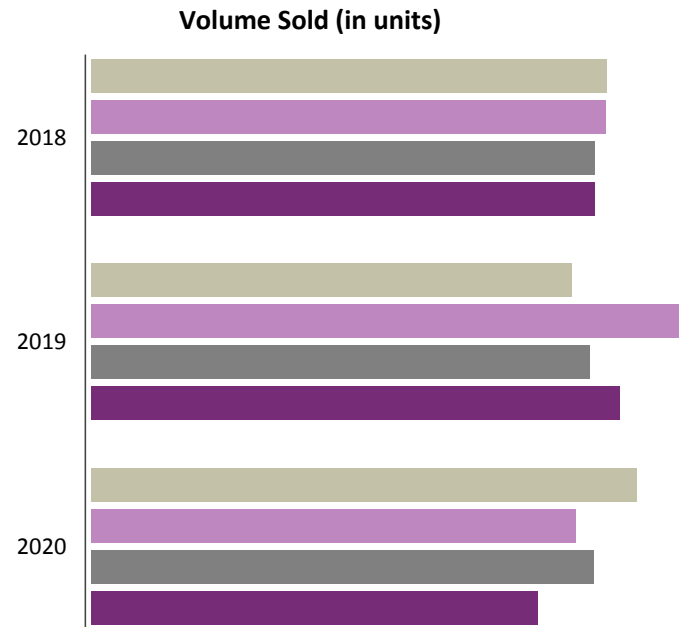
		2018	2019	2020
	Week 36	771,986	719,468	846,616
	Week 37	834,996	806,623	751,813
	Week 38	856,361	801,809	825,392
	Week 39	863,023	848,590	761,931
	Total	3,326,366	3,176,490	3,185,752

RING FENCE MARKET



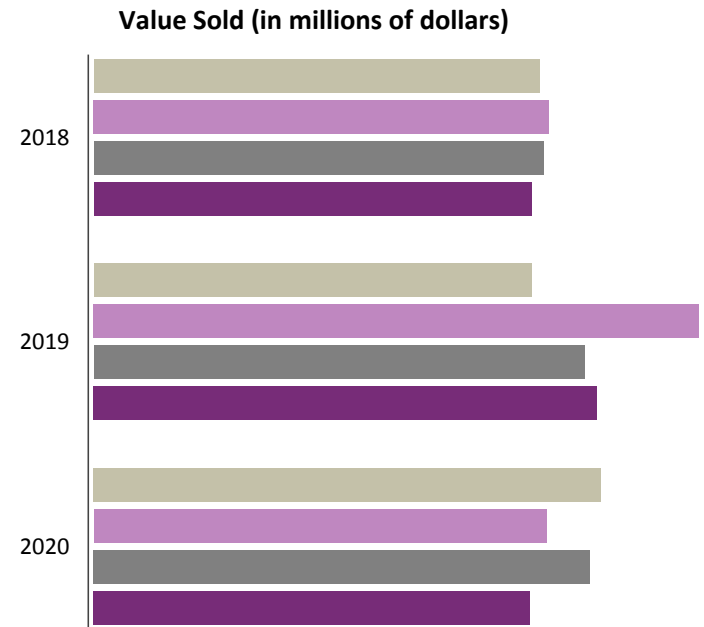
		2018	2019	2020
	Week 36	\$15,637,949	\$14,716,117	\$17,480,959
	Week 37	\$17,644,931	\$17,175,672	\$15,568,136
	Week 38	\$17,561,127	\$16,721,663	\$17,499,335
	Week 39	\$17,227,222	\$17,508,321	\$16,195,354
	Total	\$68,071,229	\$66,121,773	\$66,743,784

FICTION: ALL MARKET



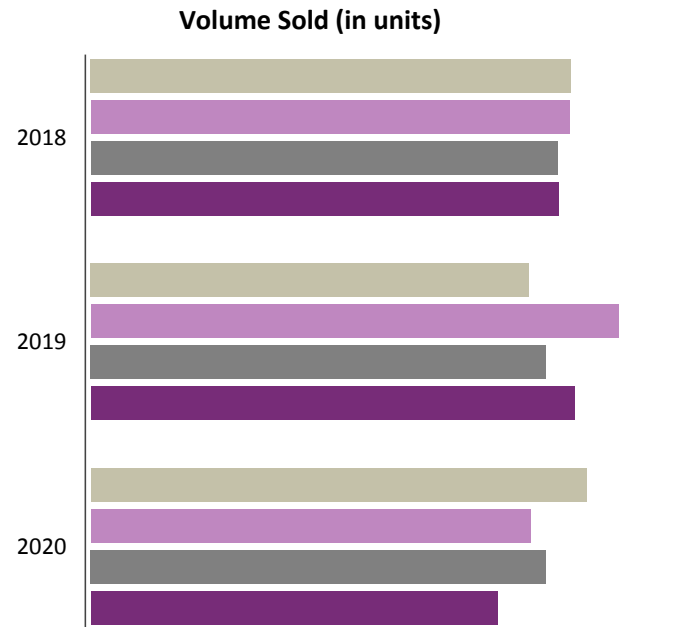
		2018	2019	2020
	Week 36	263,092	245,189	278,303
	Week 37	262,728	299,653	247,299
	Week 38	256,880	254,486	256,338
	Week 39	256,800	269,573	227,931
	Total	1,039,500	1,068,901	1,009,871

FICTION: ALL MARKET



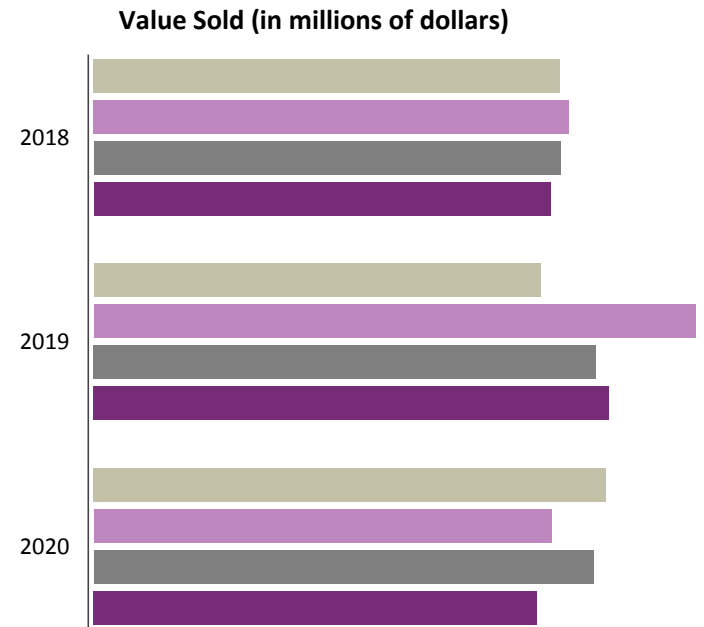
		2018	2019	2020
	Week 36	\$5,209,003	\$5,114,718	\$5,927,120
	Week 37	\$5,320,581	\$7,073,795	\$5,288,114
	Week 38	\$5,252,291	\$5,730,758	\$5,797,495
	Week 39	\$5,114,362	\$5,878,609	\$5,097,078
	Total	\$20,896,237	\$23,797,880	\$22,109,807

FICTION: RING FENCE MARKET



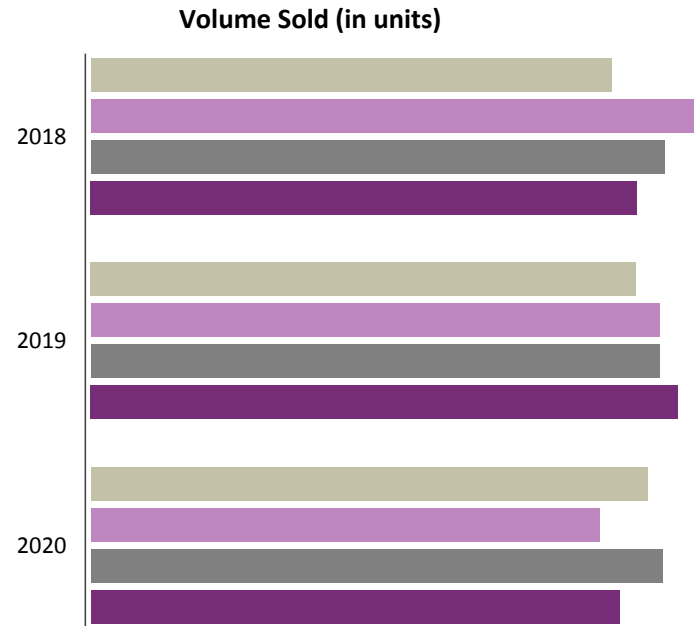
		2018	2019	2020
	Week 36	237,031	216,398	244,674
	Week 37	236,297	260,495	216,914
	Week 38	230,331	224,736	224,700
	Week 39	231,037	238,631	200,782
	Total	934,696	940,260	887,070

FICTION: RING FENCE MARKET



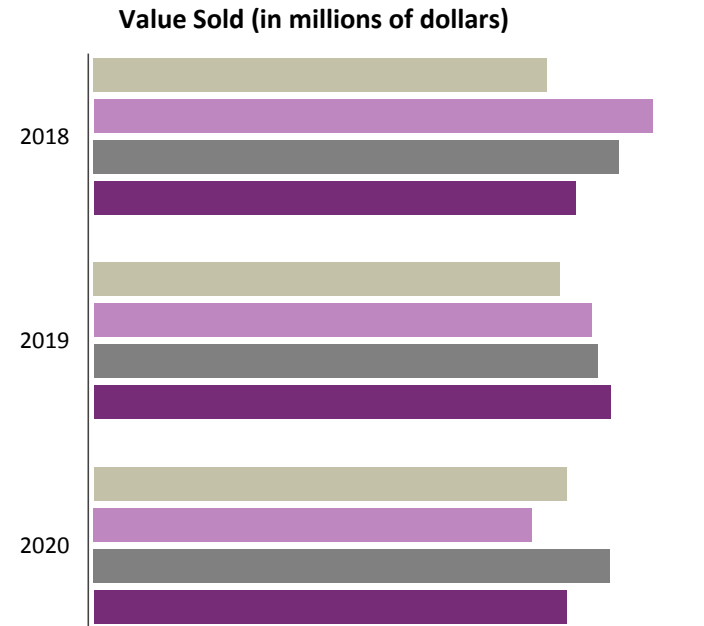
		2018	2019	2020
	Week 36	\$4,679,538	\$4,486,341	\$5,142,709
	Week 37	\$4,772,464	\$6,042,192	\$4,592,953
	Week 38	\$4,686,328	\$5,040,516	\$5,016,286
	Week 39	\$4,586,662	\$5,172,738	\$4,449,935
	Total	\$18,724,991	\$20,741,787	\$19,201,884

NON-FICTION: ALL MARKET



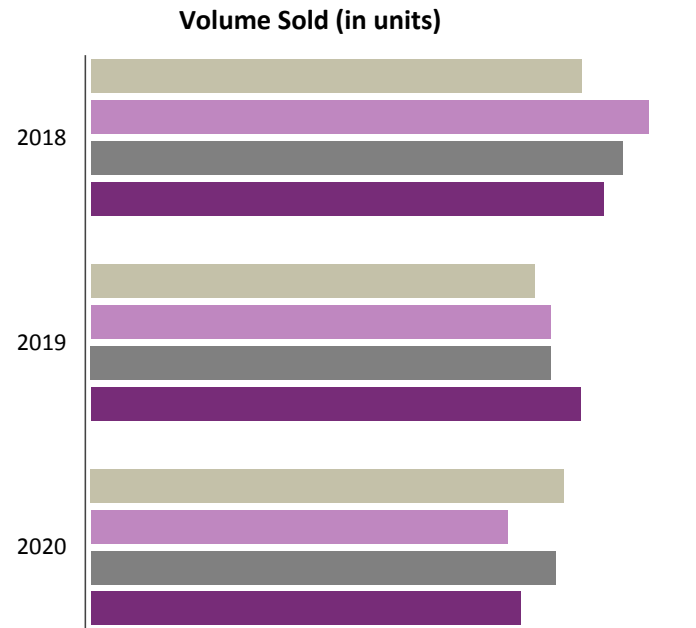
		2018	2019	2020
	Week 36	299,874	314,068	320,672
	Week 37	347,249	327,523	292,818
	Week 38	330,640	327,374	329,410
	Week 39	314,533	338,184	304,695
	Total	1,292,296	1,307,149	1,247,595

NON-FICTION: ALL MARKET



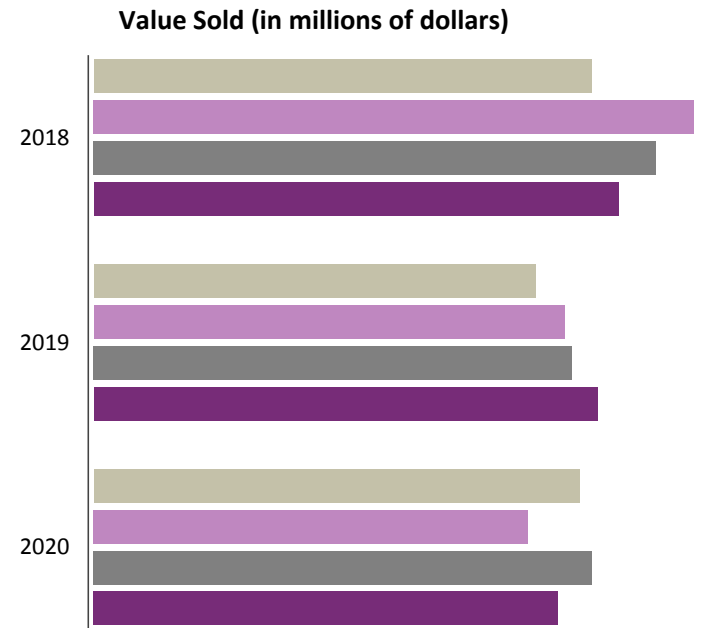
		2018	2019	2020
	Week 36	\$8,207,470	\$8,439,865	\$8,559,155
	Week 37	\$10,113,415	\$9,008,113	\$7,932,498
	Week 38	\$9,508,458	\$9,120,284	\$9,348,254
	Week 39	\$8,721,527	\$9,350,816	\$8,560,356
	Total	\$36,550,871	\$35,919,078	\$34,400,263

NON-FICTION: RING FENCE MARKET



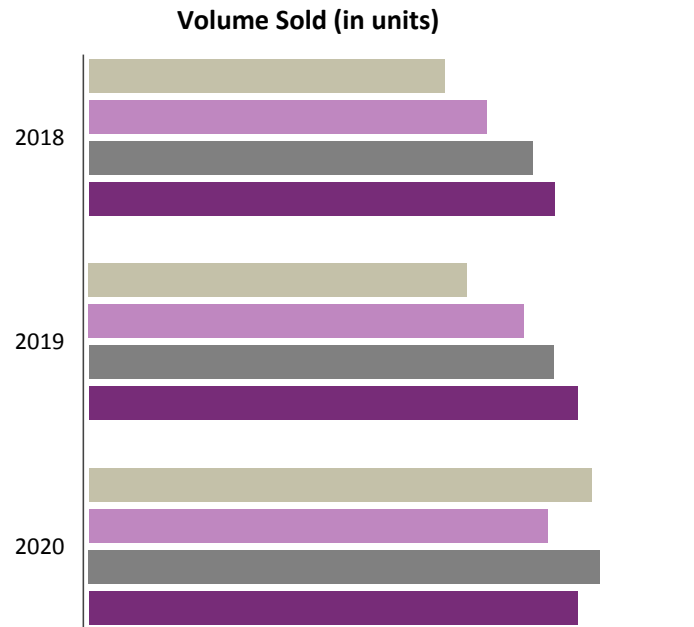
		2018	2019	2020
	Week 36	242,204	219,026	233,611
	Week 37	275,267	226,838	205,582
	Week 38	262,338	227,241	229,326
	Week 39	253,283	241,680	212,278
	Total	1,033,092	914,785	880,797

NON-FICTION: RING FENCE MARKET



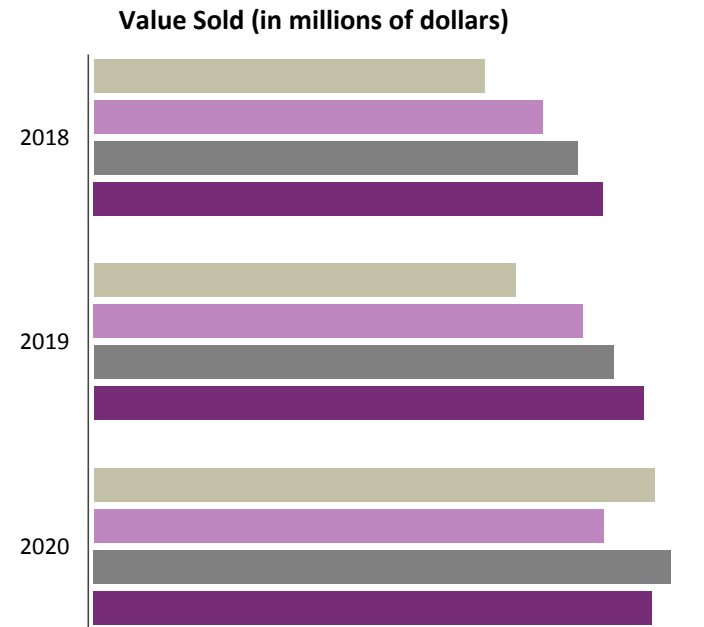
		2018	2019	2020
	Week 36	\$6,634,017	\$5,891,381	\$6,471,496
	Week 37	\$8,004,199	\$6,271,997	\$5,787,590
	Week 38	\$7,496,325	\$6,374,658	\$6,639,766
	Week 39	\$6,998,208	\$6,715,601	\$6,188,255
	Total	\$29,132,750	\$25,253,636	\$25,087,107

JUVENILE: ALL MARKET



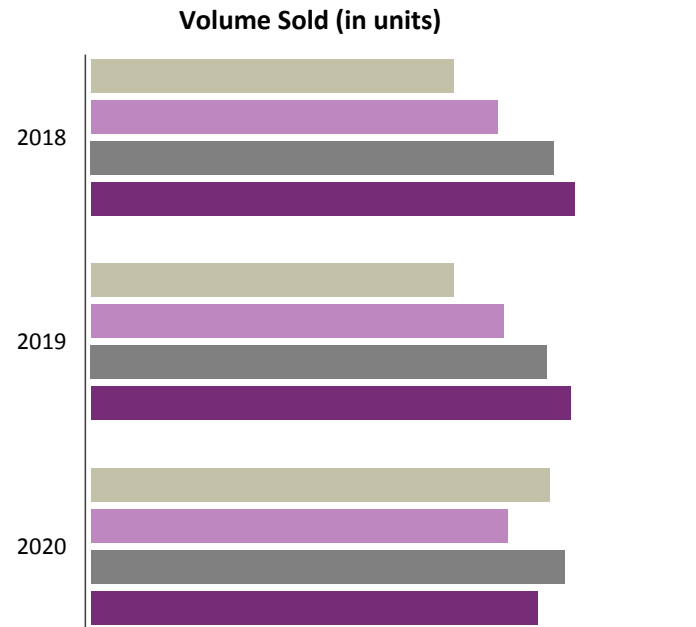
		2018	2019	2020
	Week 36	292,942	311,293	413,738
	Week 37	327,002	358,127	377,707
	Week 38	365,025	382,633	420,563
	Week 39	383,157	401,961	401,835
	Total	1,368,126	1,454,014	1,613,843

JUVENILE: ALL MARKET



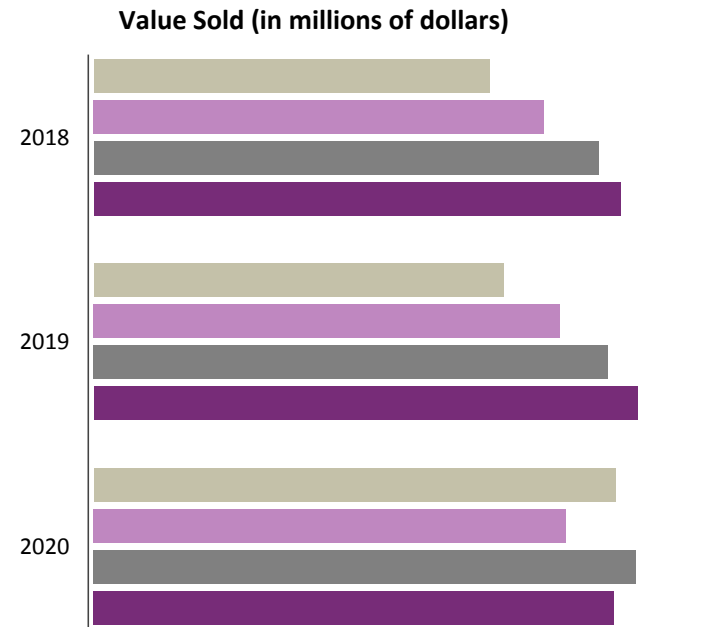
		2018	2019	2020
	Week 36	\$4,180,845	\$4,511,773	\$5,999,843
	Week 37	\$4,799,713	\$5,233,403	\$5,453,928
	Week 38	\$5,175,062	\$5,561,729	\$6,176,389
	Week 39	\$5,448,799	\$5,879,730	\$5,971,458
	Total	\$19,604,419	\$21,186,635	\$23,601,618

JUVENILE: RING FENCE MARKET



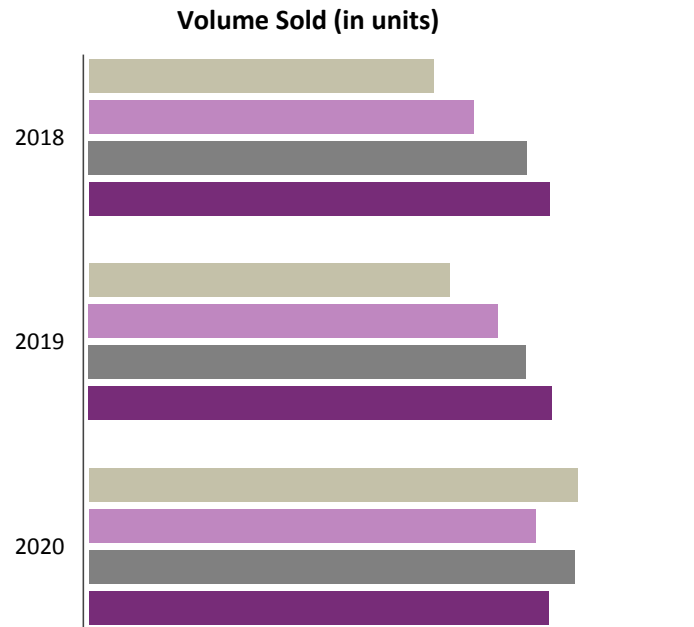
		2018	2019	2020
	Week 36	250,798	250,860	317,196
	Week 37	280,982	285,077	287,800
	Week 38	320,177	315,350	327,392
	Week 39	334,497	331,750	308,799
	Total	1,186,454	1,183,037	1,241,187

JUVENILE: RING FENCE MARKET



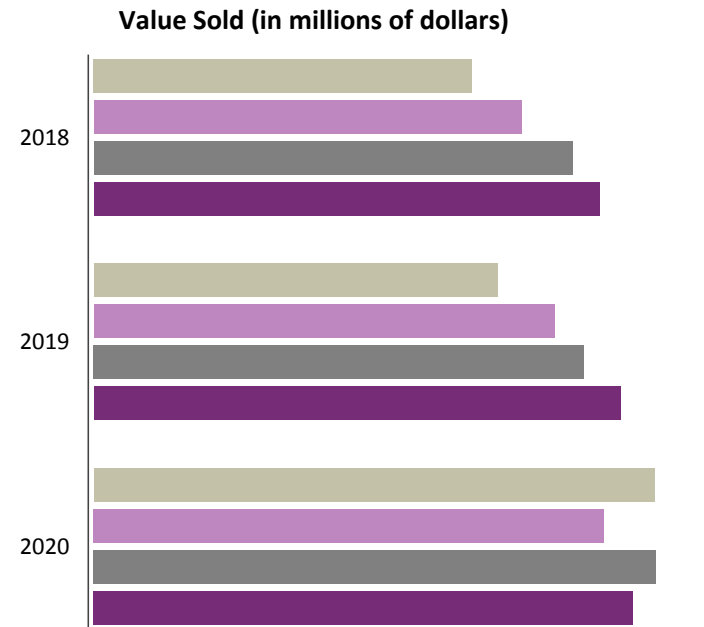
		2018	2019	2020
	Week 36	\$3,580,313	\$3,710,451	\$4,725,245
	Week 37	\$4,074,133	\$4,218,492	\$4,273,737
	Week 38	\$4,570,096	\$4,653,074	\$4,909,139
	Week 39	\$4,769,848	\$4,923,561	\$4,708,982
	Total	\$16,994,391	\$17,505,578	\$18,617,103

JUVENILE FICTION: ALL MARKET



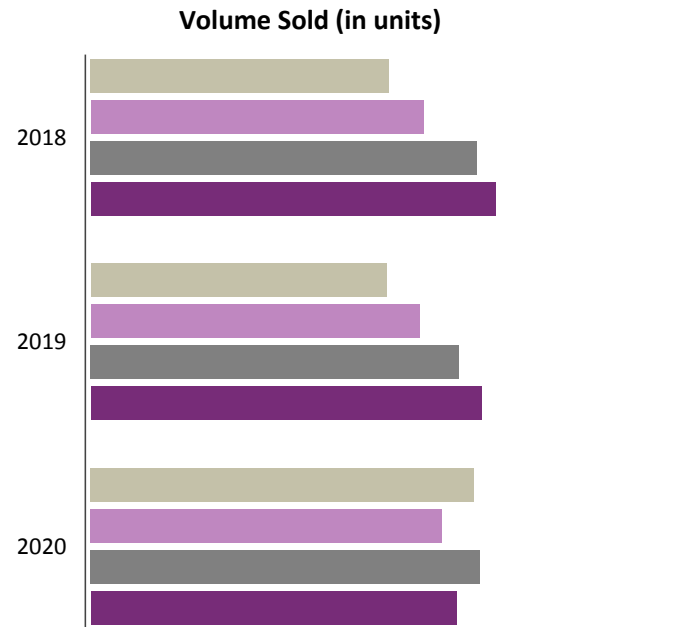
		2018	2019	2020
	Week 36	226,850	237,453	321,751
	Week 37	253,361	269,388	293,967
	Week 38	288,449	287,881	319,870
	Week 39	303,356	304,942	302,482
	Total	1,072,016	1,099,664	1,238,070

JUVENILE FICTION: ALL MARKET



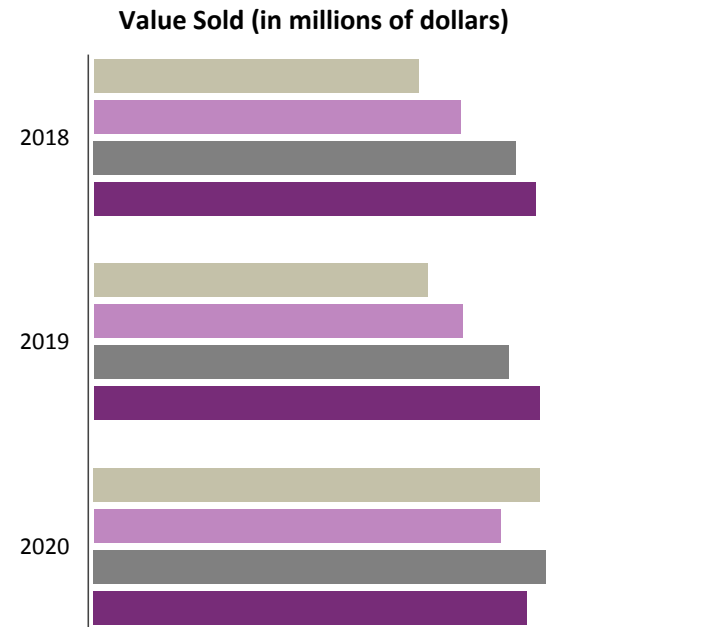
		2018	2019	2020
	Week 36	\$3,112,263	\$3,322,850	\$4,615,992
	Week 37	\$3,522,001	\$3,789,788	\$4,197,587
	Week 38	\$3,937,583	\$4,033,490	\$4,625,832
	Week 39	\$4,160,208	\$4,333,564	\$4,437,005
	Total	\$14,732,054	\$15,479,692	\$17,876,416

JUVENILE FICTION: RING FENCE MARKET



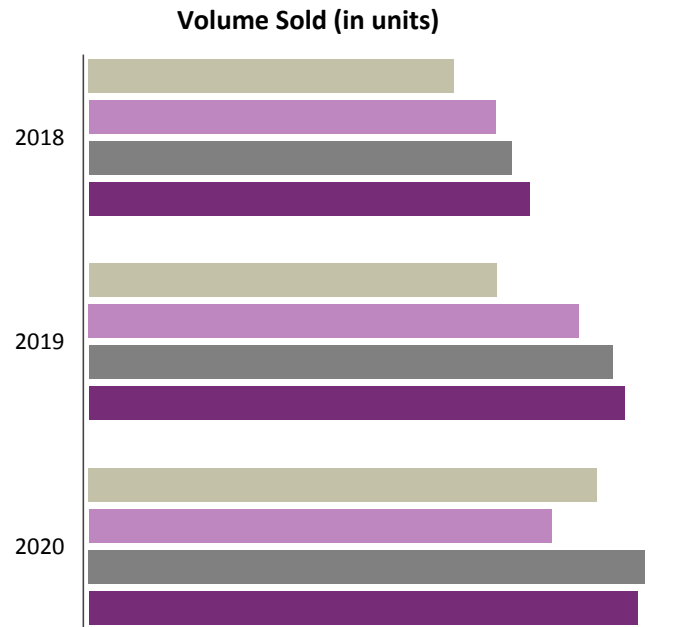
		2018	2019	2020
	Week 36	196,332	194,426	252,298
	Week 37	219,050	216,373	231,242
	Week 38	254,238	242,413	256,159
	Week 39	266,234	257,322	240,771
	Total	935,854	910,534	980,470

JUVENILE FICTION: RING FENCE MARKET



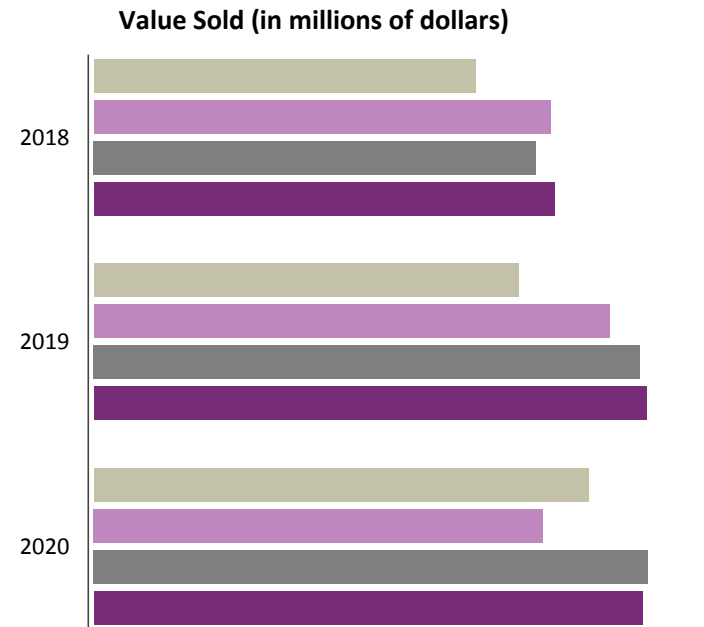
		2018	2019	2020
	Week 36	\$2,672,109	\$2,747,083	\$3,670,728
	Week 37	\$3,018,901	\$3,035,844	\$3,345,175
	Week 38	\$3,474,153	\$3,411,782	\$3,720,948
	Week 39	\$3,636,205	\$3,668,359	\$3,564,613
	Total	\$12,801,367	\$12,863,069	\$14,301,463

JUVENILE NON-FICTION: ALL MARKET



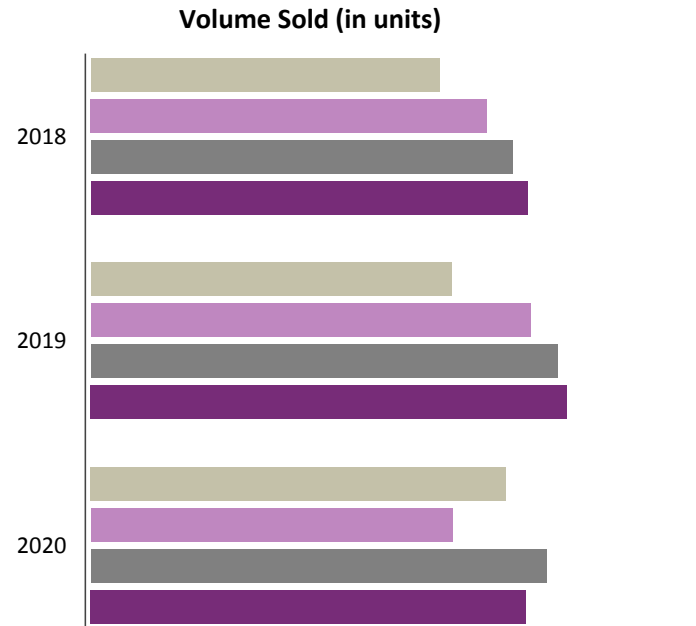
		2018	2019	2020
	Week 36	66,092	73,840	91,987
	Week 37	73,641	88,739	83,740
	Week 38	76,576	94,752	100,693
	Week 39	79,801	97,019	99,353
	Total	296,110	354,350	375,773

JUVENILE NON-FICTION: ALL MARKET



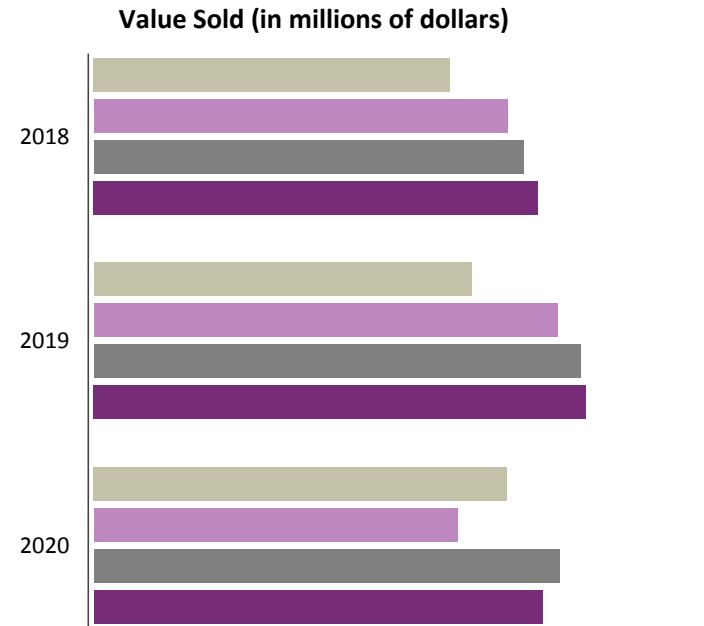
		2018	2019	2020
	Week 36	\$1,068,582	\$1,188,923	\$1,383,852
	Week 37	\$1,277,712	\$1,443,615	\$1,256,341
	Week 38	\$1,237,479	\$1,528,239	\$1,550,557
	Week 39	\$1,288,591	\$1,546,166	\$1,534,453
	Total	\$4,872,365	\$5,706,943	\$5,725,202

JUVENILE NON-FICTION: RING FENCE MARKET



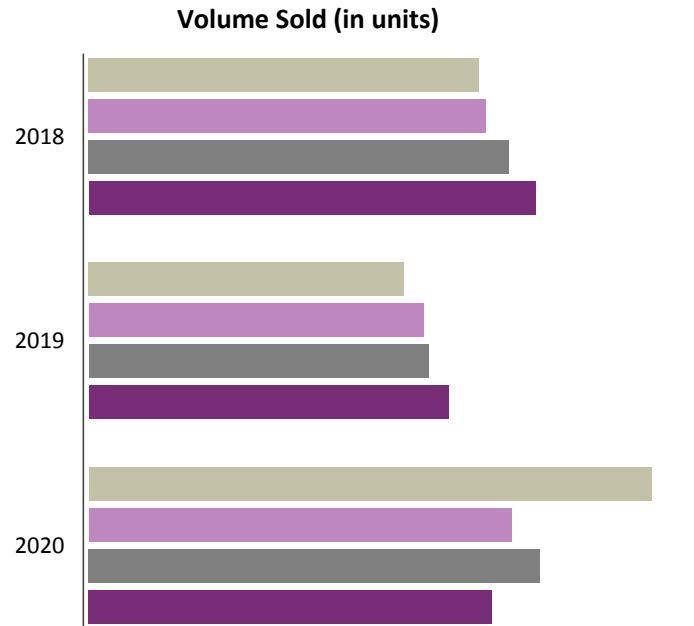
		2018	2019	2020
	Week 36	54,466	56,434	64,898
	Week 37	61,932	68,704	56,558
	Week 38	65,939	72,937	71,233
	Week 39	68,263	74,428	68,028
	Total	250,600	272,503	260,717

JUVENILE NON-FICTION: RING FENCE MARKET



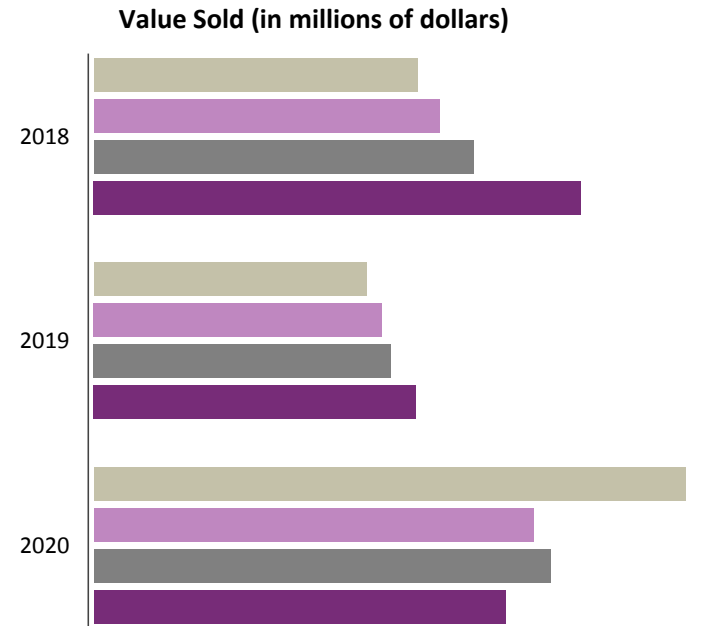
		2018	2019	2020
	Week 36	\$908,205	\$963,368	\$1,054,517
	Week 37	\$1,055,233	\$1,182,648	\$928,562
	Week 38	\$1,095,943	\$1,241,292	\$1,188,192
	Week 39	\$1,133,644	\$1,255,201	\$1,144,369
	Total	\$4,193,024	\$4,642,509	\$4,315,640

YOUNG ADULT: ALL MARKET



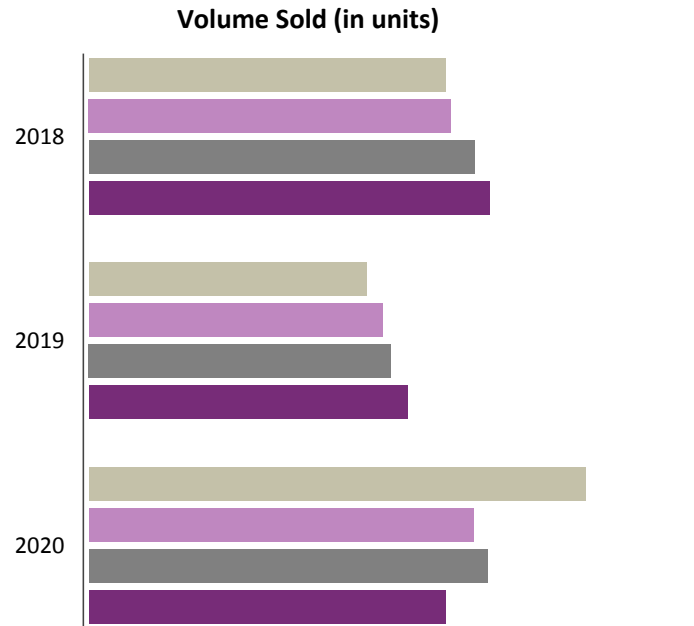
		2018	2019	2020
	Week 36	32,114	25,933	46,313
	Week 37	32,679	27,530	34,801
	Week 38	34,574	27,963	37,136
	Week 39	36,757	29,575	33,172
	Total	136,124	111,001	151,422

YOUNG ADULT: ALL MARKET



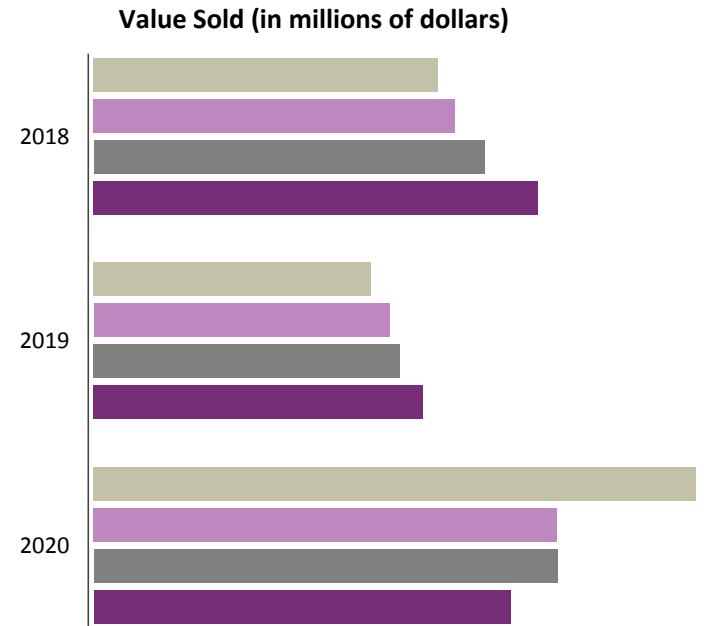
		2018	2019	2020
	Week 36	\$586,358	\$493,503	\$1,071,236
	Week 37	\$625,468	\$521,819	\$796,413
	Week 38	\$687,054	\$538,045	\$826,556
	Week 39	\$881,916	\$583,258	\$744,860
	Total	\$2,780,795	\$2,136,626	\$3,439,065

YOUNG ADULT: RING FENCE MARKET



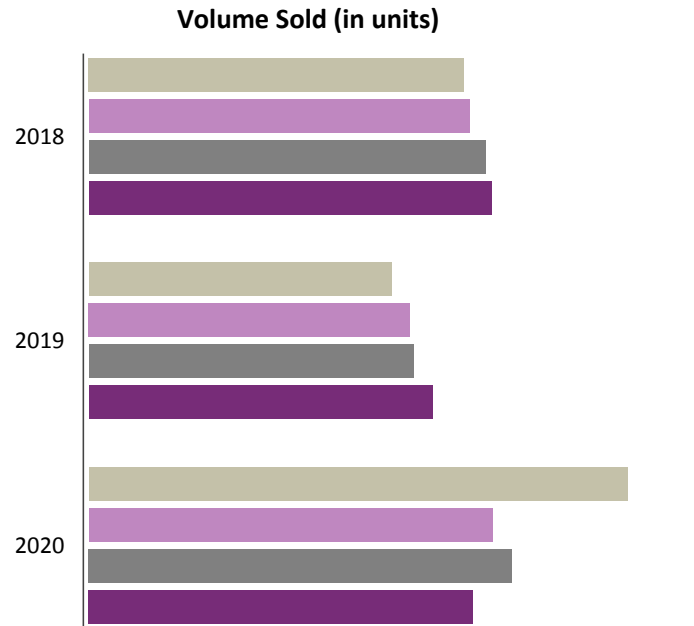
		2018	2019	2020
	Week 36	29,354	22,849	40,884
	Week 37	29,791	24,171	31,681
	Week 38	31,719	24,854	32,828
	Week 39	32,988	26,212	29,327
	Total	123,852	98,086	134,720

YOUNG ADULT: RING FENCE MARKET



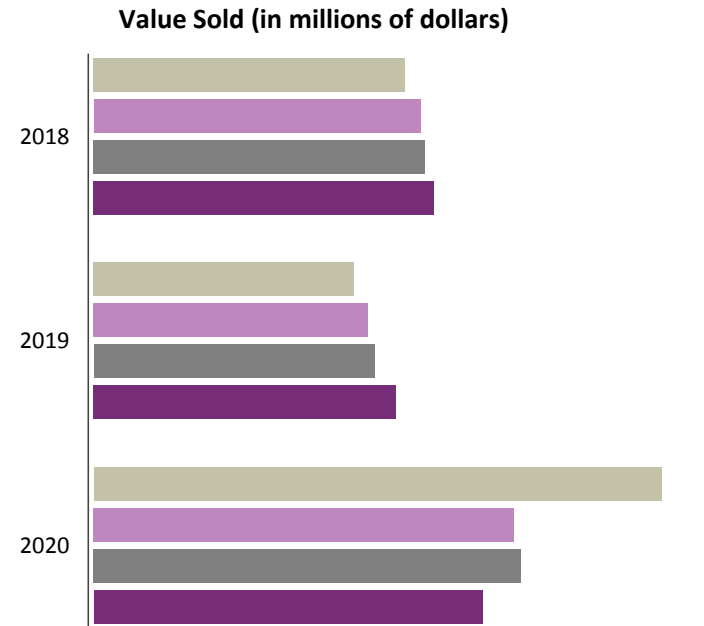
		2018	2019	2020
	Week 36	\$537,877	\$433,394	\$941,391
	Week 37	\$565,021	\$462,246	\$723,988
	Week 38	\$610,543	\$478,646	\$725,274
	Week 39	\$694,589	\$514,546	\$651,903
	Total	\$2,408,030	\$1,888,832	\$3,042,555

YOUNG ADULT FICTION: ALL MARKET



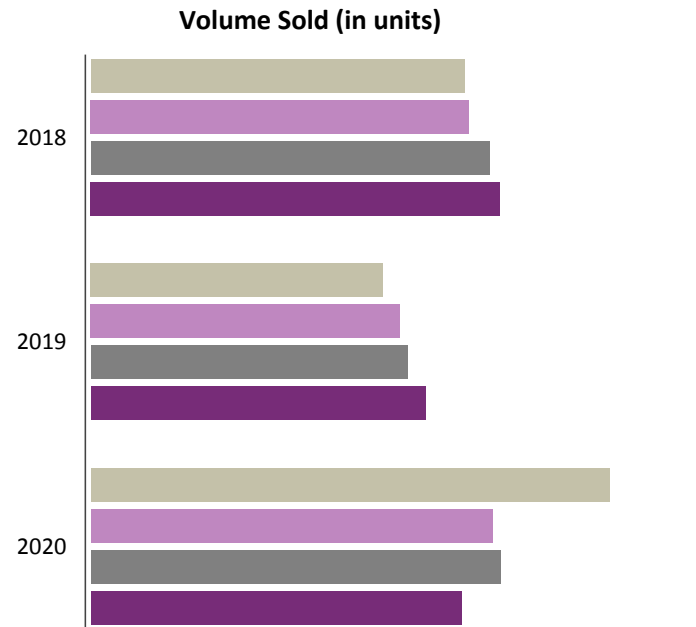
		2018	2019	2020
	Week 36	30,866	24,915	44,302
	Week 37	31,337	26,419	33,209
	Week 38	32,618	26,692	34,833
	Week 39	33,130	28,278	31,606
	Total	127,951	106,304	143,950

YOUNG ADULT FICTION: ALL MARKET



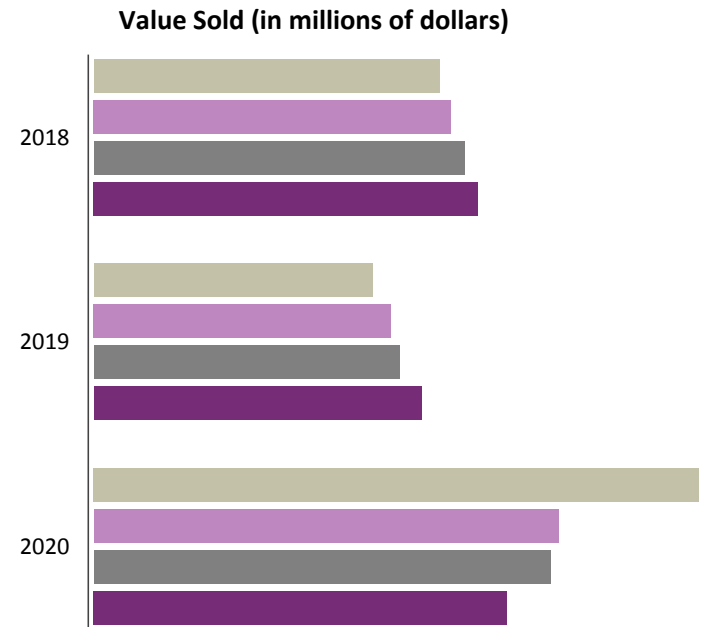
		2018	2019	2020
	Week 36	\$563,436	\$470,724	\$1,027,910
	Week 37	\$591,950	\$496,126	\$760,914
	Week 38	\$599,293	\$508,549	\$773,580
	Week 39	\$615,643	\$546,863	\$703,784
	Total	\$2,370,322	\$2,022,261	\$3,266,188

YOUNG ADULT FICTION: RING FENCE MARKET



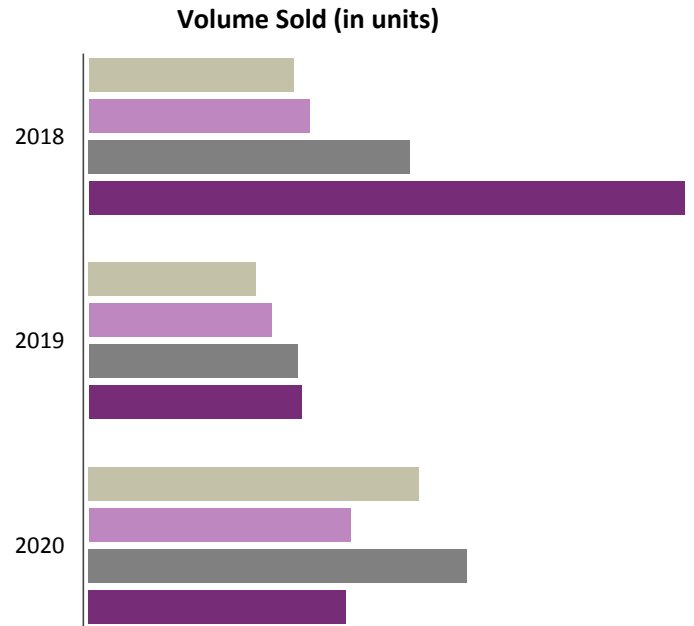
		2018	2019	2020
	Week 36	28,276	22,114	39,257
	Week 37	28,628	23,412	30,415
	Week 38	30,178	23,953	30,990
	Week 39	30,970	25,352	28,068
	Total	118,052	94,831	128,730

YOUNG ADULT FICTION: RING FENCE MARKET



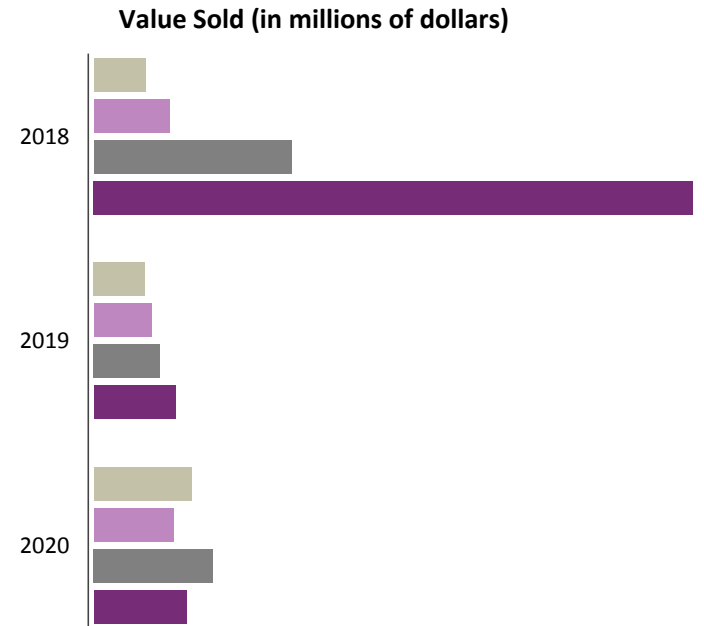
		2018	2019	2020
	Week 36	\$518,037	\$417,749	\$906,492
	Week 37	\$534,842	\$444,926	\$695,621
	Week 38	\$555,109	\$457,525	\$683,974
	Week 39	\$575,467	\$491,016	\$618,820
	Total	\$2,183,455	\$1,811,216	\$2,904,906

YOUNG ADULT NON-FICTION: ALL MARKET



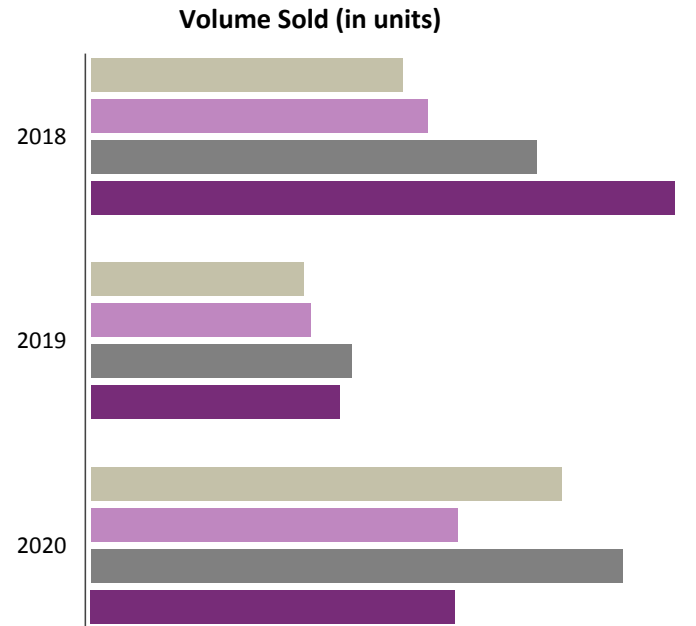
		2018	2019	2020
	Week 36	1,248	1,018	2,011
	Week 37	1,342	1,111	1,592
	Week 38	1,956	1,271	2,303
	Week 39	3,627	1,297	1,566
	Total	8,173	4,697	7,472

YOUNG ADULT NON-FICTION: ALL MARKET



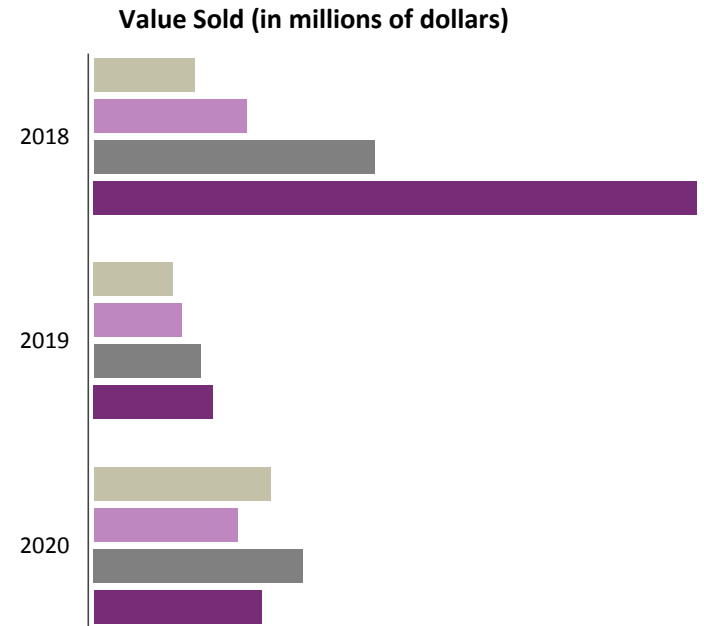
		2018	2019	2020
	Week 36	\$22,922	\$22,780	\$43,326
	Week 37	\$33,518	\$25,693	\$35,498
	Week 38	\$87,761	\$29,496	\$52,977
	Week 39	\$266,273	\$36,395	\$41,076
	Total	\$410,473	\$114,365	\$172,877

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 36	1,078	735	1,627
	Week 37	1,163	759	1,266
	Week 38	1,541	901	1,838
	Week 39	2,018	860	1,259
	Total	5,800	3,255	5,990

YOUNG ADULT NON-FICTION: RING FENCE MARKET



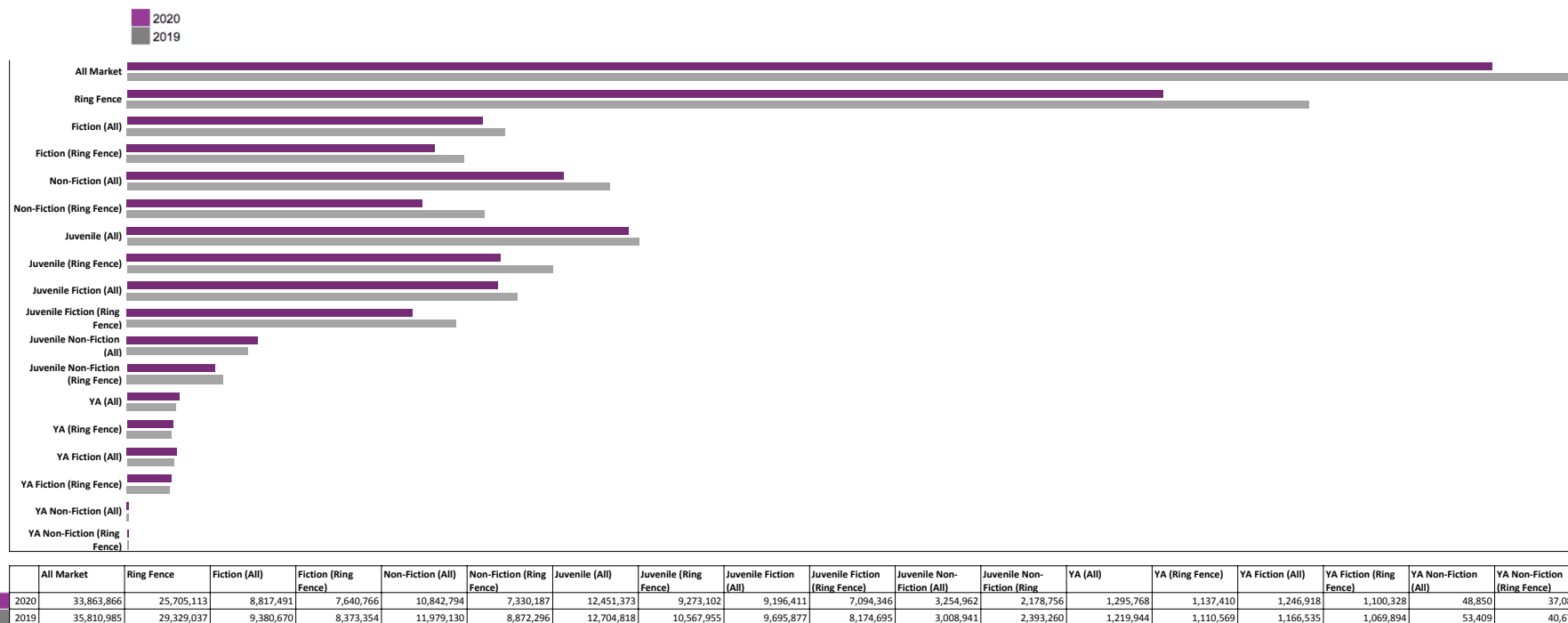
		2018	2019	2020
	Week 36	\$19,840	\$15,645	\$34,899
	Week 37	\$30,179	\$17,320	\$28,367
	Week 38	\$55,434	\$21,120	\$41,300
	Week 39	\$119,123	\$23,530	\$33,083
	Total	\$224,576	\$77,615	\$137,649

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 39	2019-09-29	2020-09-27

Volume Sold Year-to-Date



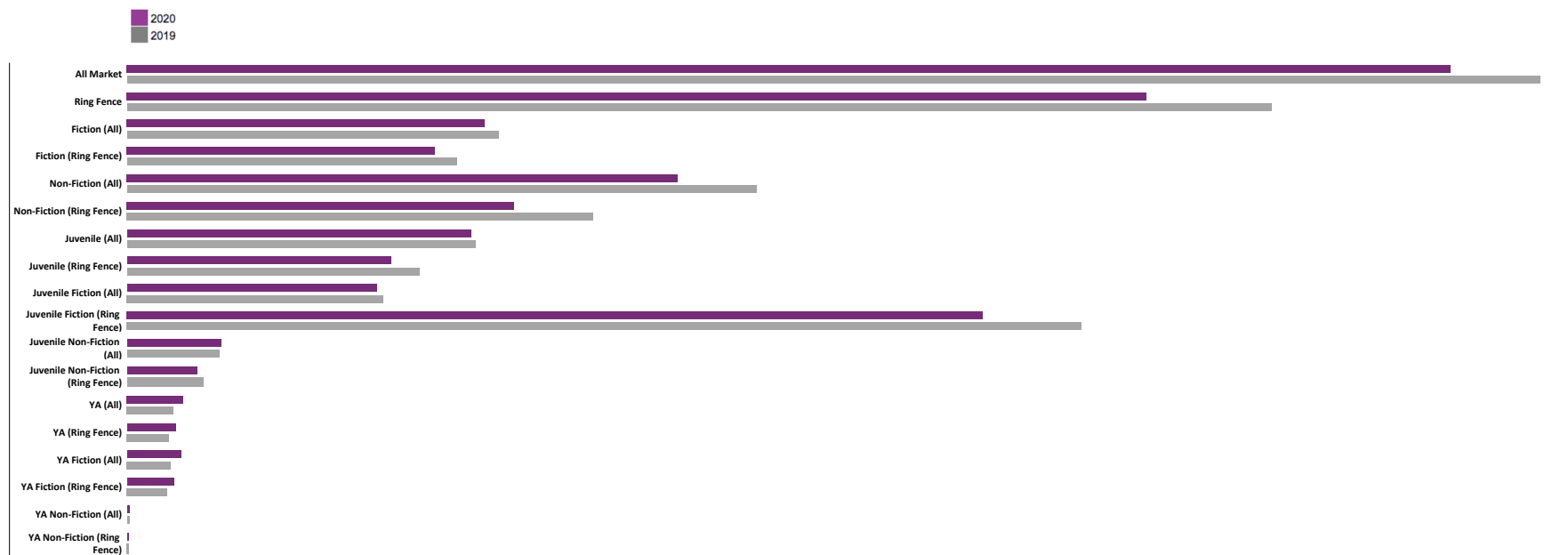
YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 39	2019-09-29	2020-09-27

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	\$684,314,479	\$526,895,287	\$184,843,687	\$159,078,724	\$284,727,214	\$200,020,361	\$177,754,428	\$136,449,018	\$129,070,304	\$100,296,538	\$48,684,124	\$36,152,479	\$29,059,051	\$25,197,815	\$27,899,991	\$24,317,266	\$1,159,059	\$880,550
2019	\$730,513,180	\$591,553,670	\$192,117,125	\$170,402,810	\$325,390,359	\$240,950,025	\$180,108,375	\$151,228,861	\$132,497,620	\$111,820,547	\$47,610,755	\$39,408,314	\$24,093,935	\$21,815,357	\$22,719,125	\$20,805,426	\$1,374,810	\$1,009,931

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