



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

11.2020

October 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 October 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 market.

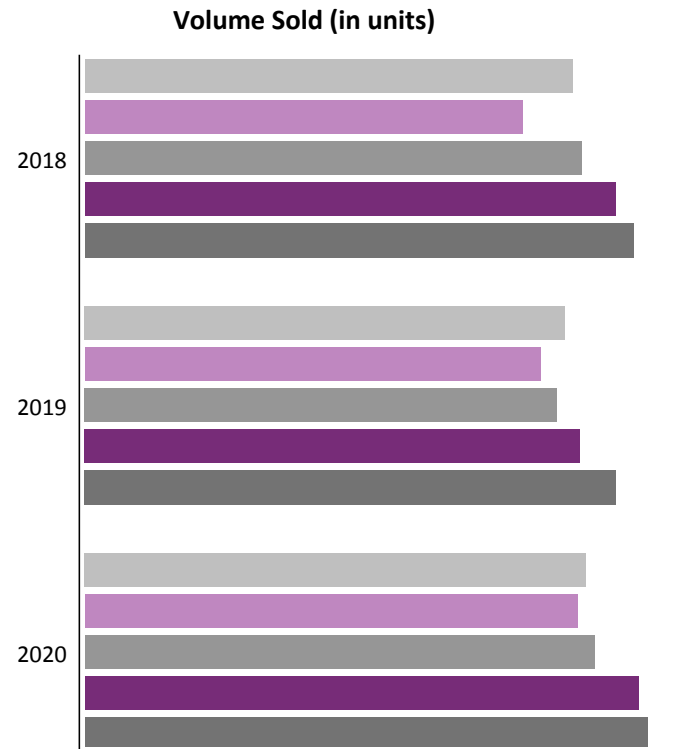
Report Weeks

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:

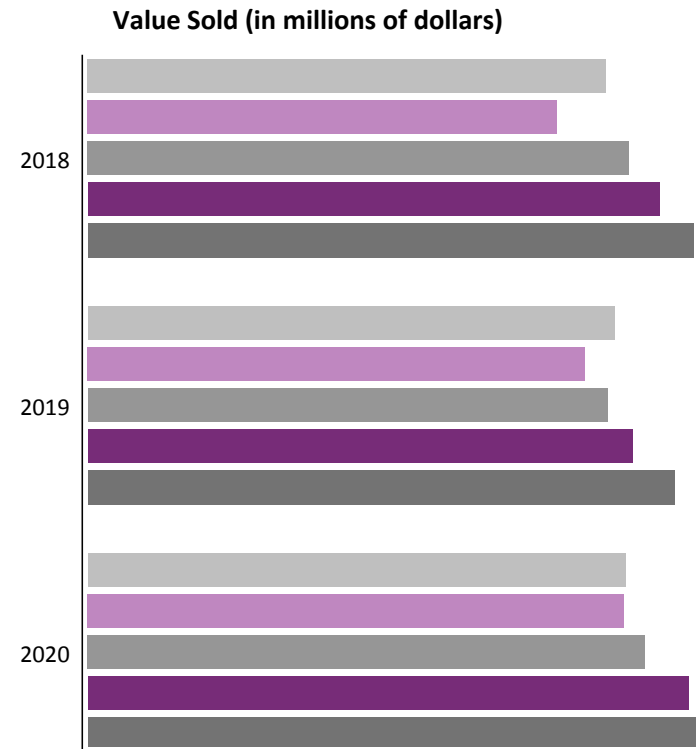
	2018	2019	2020
Week 40	2018-10-07	2019-10-06	2020-10-04
Week 41	2018-10-14	2019-10-13	2020-10-11
Week 42	2018-10-21	2019-10-20	2020-10-18
Week 43	2018-10-28	2019-10-27	2020-10-25
Week 44	2018-11-04	2019-11-03	2020-11-01

ALL MARKET



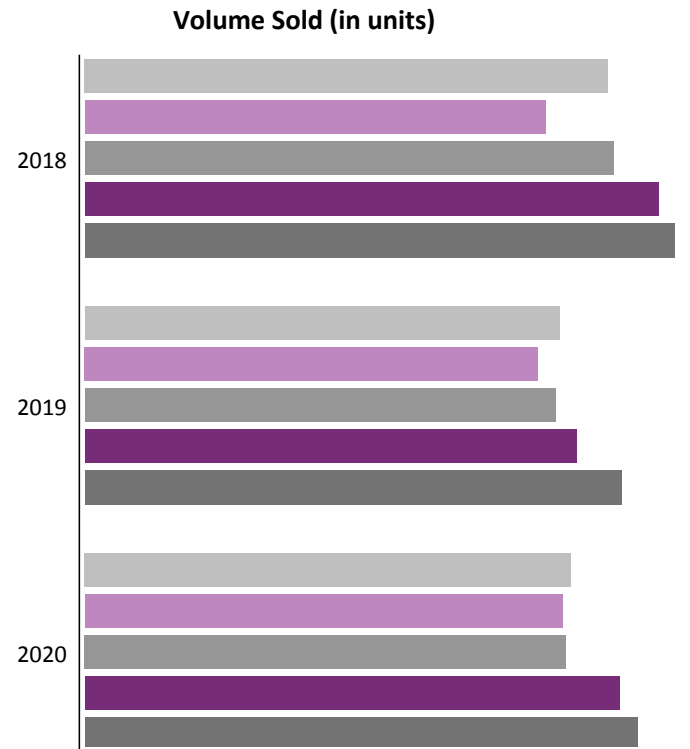
	2018	2019	2020
Week 40	1,003,241	987,530	1,030,766
Week 41	899,818	936,838	1,013,294
Week 42	1,021,339	971,457	1,048,023
Week 43	1,091,831	1,018,723	1,138,455
Week 44	1,128,041	1,092,988	1,158,265
Total	5,144,270	5,007,536	5,388,803

ALL MARKET



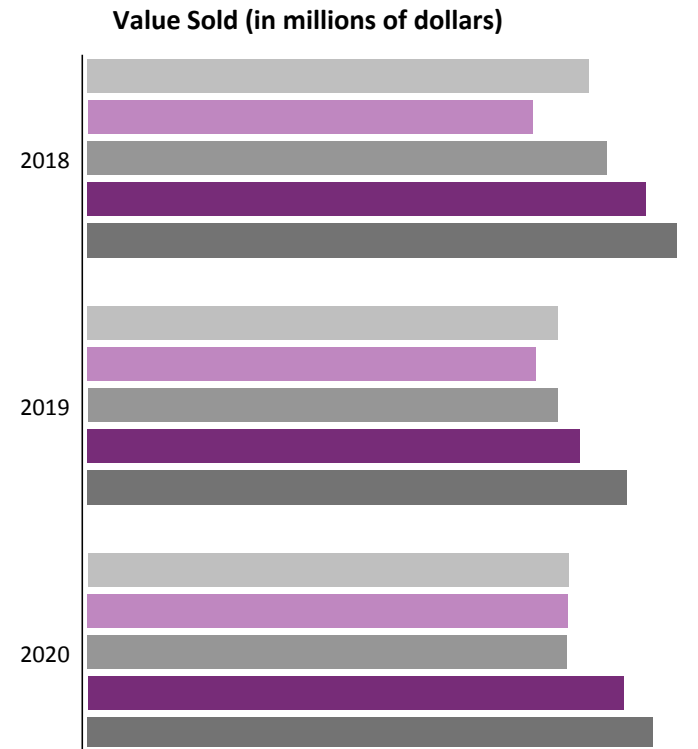
	2018	2019	2020
Week 40	\$20,472,025	\$20,797,182	\$21,251,160
Week 41	\$18,535,530	\$19,635,039	\$21,183,596
Week 42	\$21,374,240	\$20,520,304	\$22,006,290
Week 43	\$22,593,003	\$21,524,586	\$23,731,548
Week 44	\$23,934,625	\$23,183,310	\$24,607,779
Total	\$106,909,422	\$105,660,420	\$112,780,373

RING FENCE MARKET



	2018	2019	2020
Week 40	861,214	780,661	799,896
Week 41	758,207	745,867	785,939
Week 42	869,811	774,493	792,049
Week 43	944,526	809,307	879,408
Week 44	970,279	883,667	909,706
Total	4,404,037	3,993,995	4,166,998

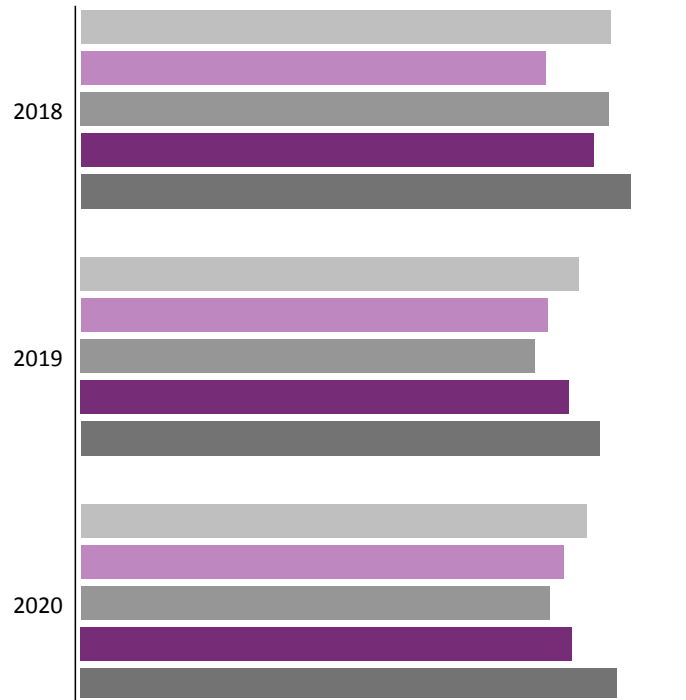
RING FENCE MARKET



	2018	2019	2020
Week 40	\$17,320,507	\$16,258,419	\$16,621,021
Week 41	\$15,364,781	\$15,495,724	\$16,594,034
Week 42	\$17,942,966	\$16,236,394	\$16,568,396
Week 43	\$19,297,348	\$17,005,623	\$18,518,115
Week 44	\$20,360,713	\$18,643,282	\$19,530,488
Total	\$90,286,314	\$83,639,442	\$87,832,053

FICTION: ALL MARKET

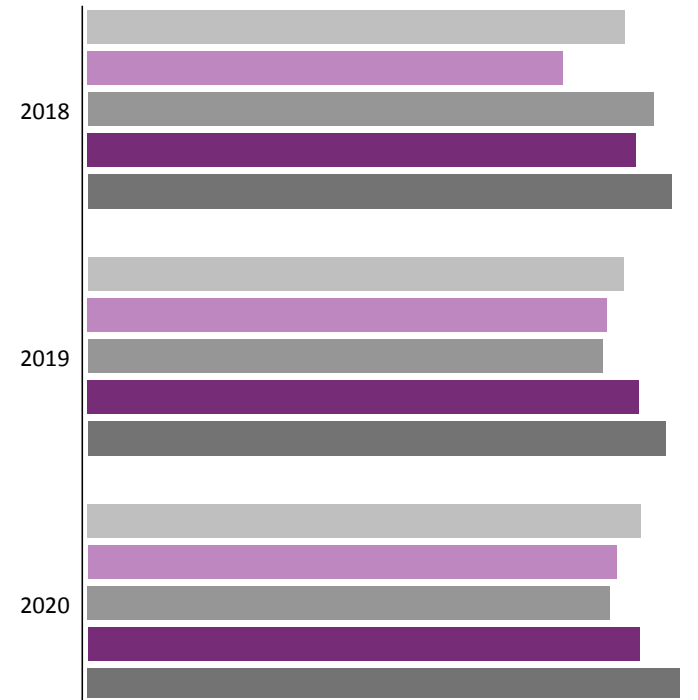
Volume Sold (in units)



	2018	2019	2020
Week 40	261,502	245,917	249,686
Week 41	229,287	230,430	238,146
Week 42	260,790	224,184	231,333
Week 43	253,253	240,994	242,490
Week 44	271,464	256,001	264,734
Total	1,276,296	1,197,526	1,226,389

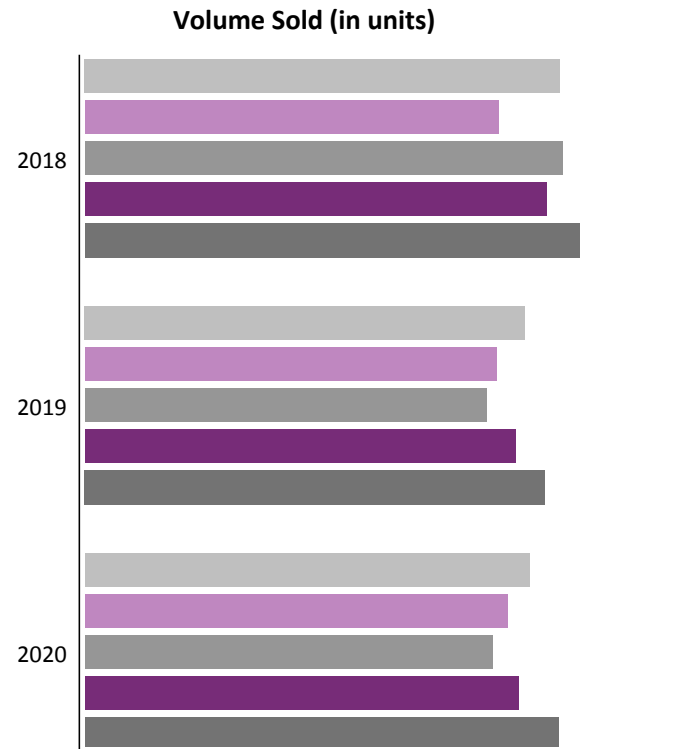
FICTION: ALL MARKET

Value Sold (in millions of dollars)



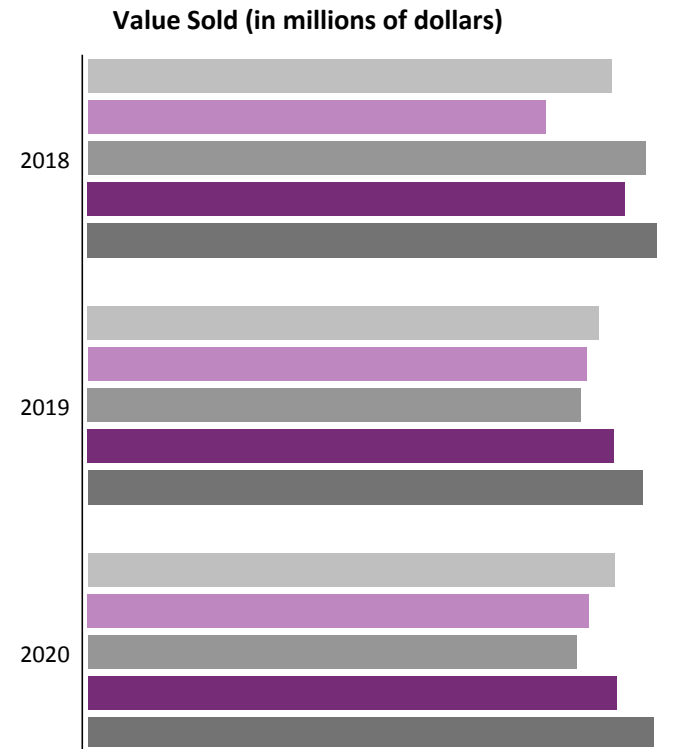
	2018	2019	2020
Week 40	\$5,303,216	\$5,288,157	\$5,464,424
Week 41	\$4,692,919	\$5,127,601	\$5,220,788
Week 42	\$5,586,922	\$5,085,400	\$5,156,773
Week 43	\$5,415,331	\$5,444,479	\$5,449,789
Week 44	\$5,764,463	\$5,702,544	\$5,848,043
Total	\$26,762,851	\$26,648,181	\$27,139,817

FICTION: RING FENCE MARKET



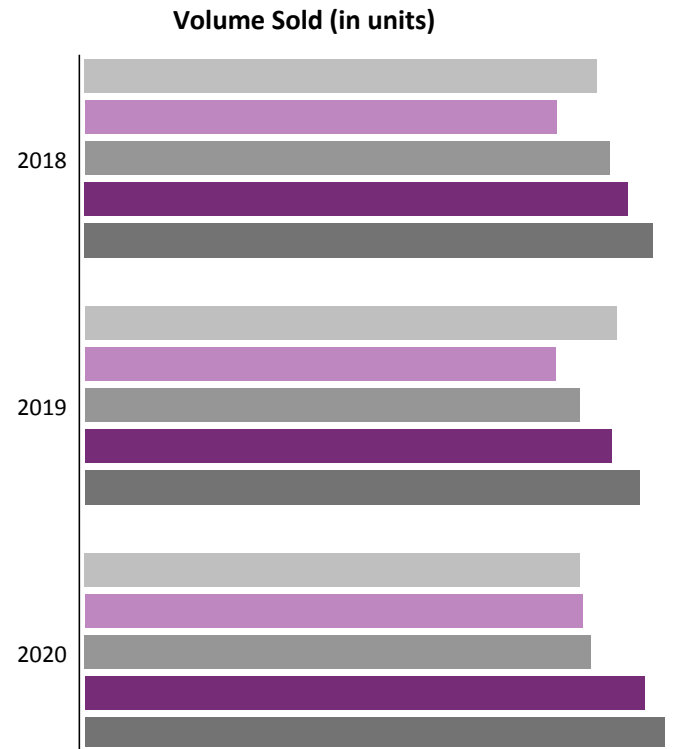
	2018	2019	2020
Week 40	234,629	217,292	219,685
Week 41	204,309	203,259	208,573
Week 42	235,717	198,202	201,348
Week 43	228,013	212,503	214,240
Week 44	244,064	227,142	233,717
Total	1,146,732	1,058,398	1,077,563

FICTION: RING FENCE MARKET



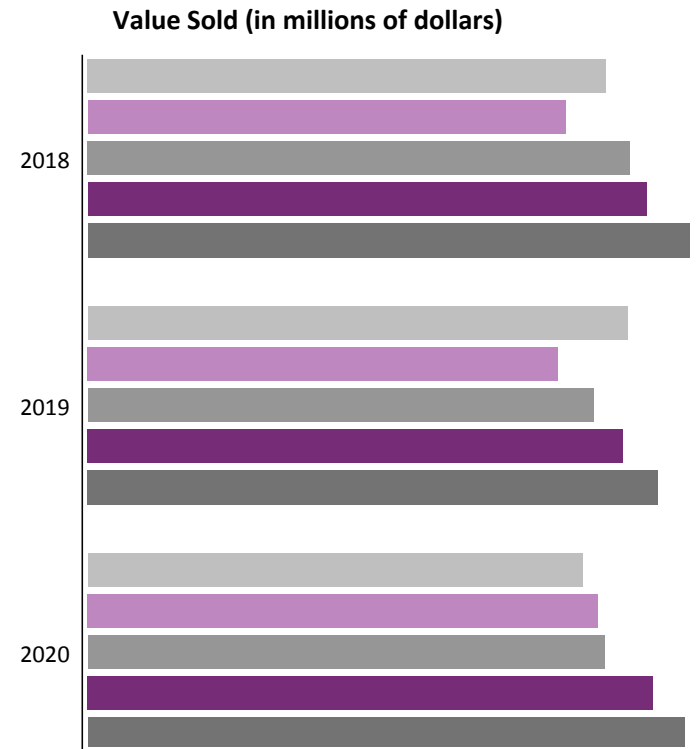
	2018	2019	2020
Week 40	\$4,741,137	\$4,628,279	\$4,767,427
Week 41	\$4,145,522	\$4,513,669	\$4,536,522
Week 42	\$5,049,448	\$4,465,392	\$4,426,401
Week 43	\$4,863,602	\$4,764,007	\$4,785,478
Week 44	\$5,153,666	\$5,023,334	\$5,119,533
Total	\$23,953,376	\$23,394,681	\$23,635,362

NON-FICTION: ALL MARKET



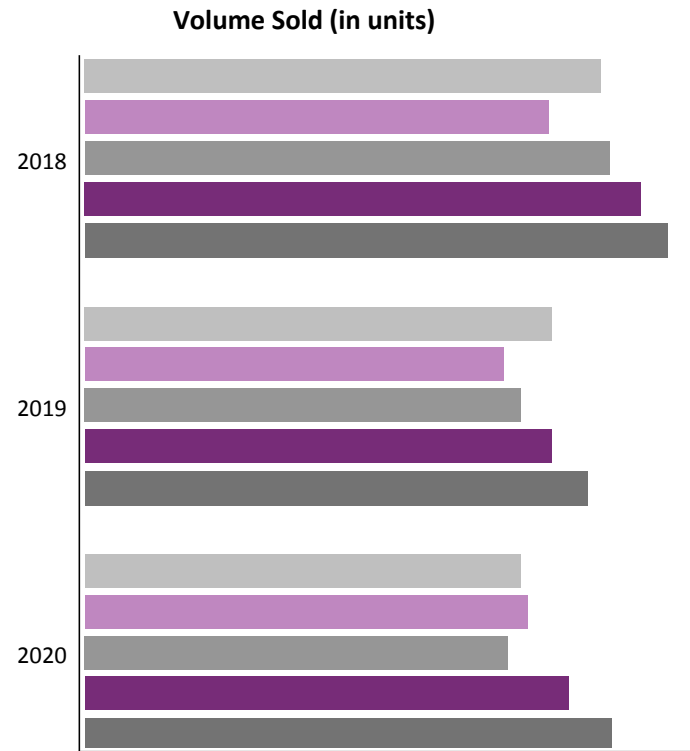
	2018	2019	2020
Week 40	320,237	332,560	309,622
Week 41	295,182	294,560	311,154
Week 42	328,005	309,262	316,491
Week 43	339,652	329,544	350,014
Week 44	355,296	346,997	362,330
Total	1,638,372	1,612,923	1,649,611

NON-FICTION: ALL MARKET



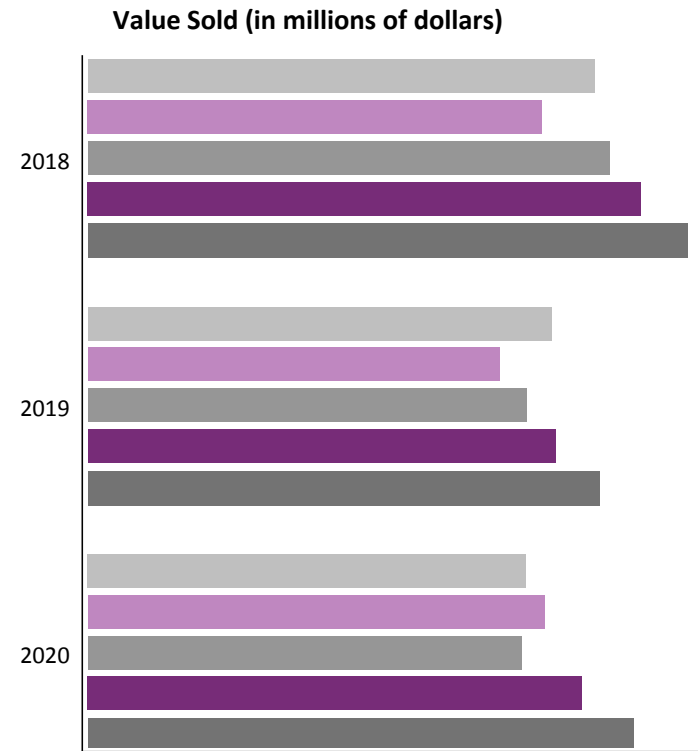
	2018	2019	2020
Week 40	\$8,952,082	\$9,322,600	\$8,544,533
Week 41	\$8,258,929	\$8,125,185	\$8,815,327
Week 42	\$9,369,466	\$8,738,415	\$8,925,448
Week 43	\$9,653,758	\$9,246,182	\$9,769,411
Week 44	\$10,395,800	\$9,854,434	\$10,313,386
Total	\$46,630,034	\$45,286,817	\$46,368,104

NON-FICTION: RING FENCE MARKET



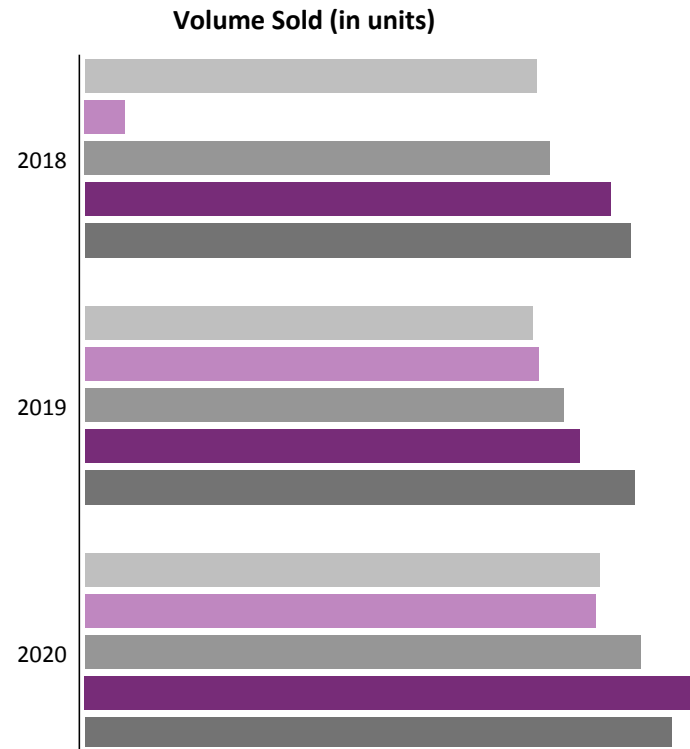
	2018	2019	2020
Week 40	254,783	230,624	215,263
Week 41	228,819	206,822	218,581
Week 42	259,218	215,396	208,934
Week 43	274,649	230,559	238,821
Week 44	287,784	248,266	260,066
Total	1,305,253	1,131,667	1,141,665

NON-FICTION: RING FENCE MARKET



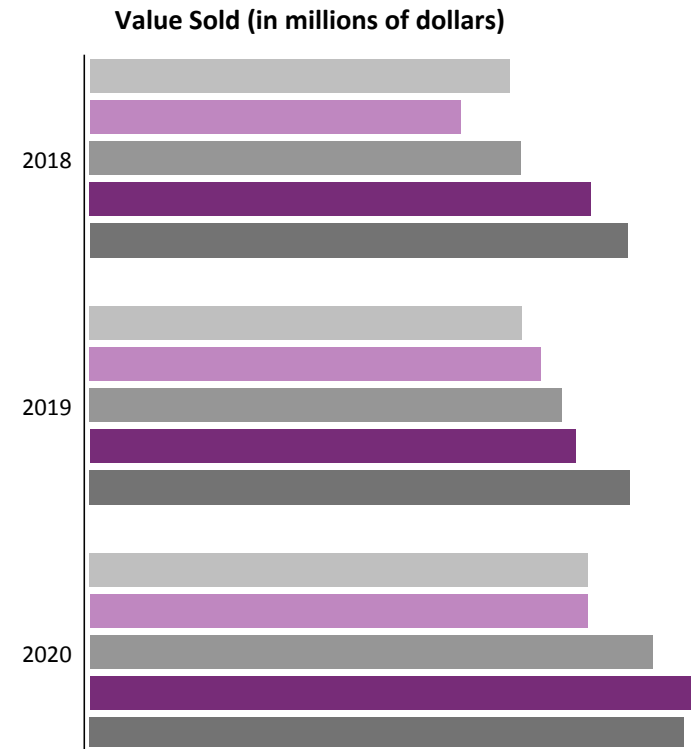
	2018	2019	2020
Week 40	\$7,086,521	\$6,486,576	\$6,132,142
Week 41	\$6,351,811	\$5,760,085	\$6,387,246
Week 42	\$7,299,069	\$6,136,687	\$6,064,971
Week 43	\$7,737,715	\$6,539,547	\$6,912,150
Week 44	\$8,388,003	\$7,156,181	\$7,638,395
Total	\$36,863,119	\$32,079,077	\$33,134,904

JUVENILE: ALL MARKET



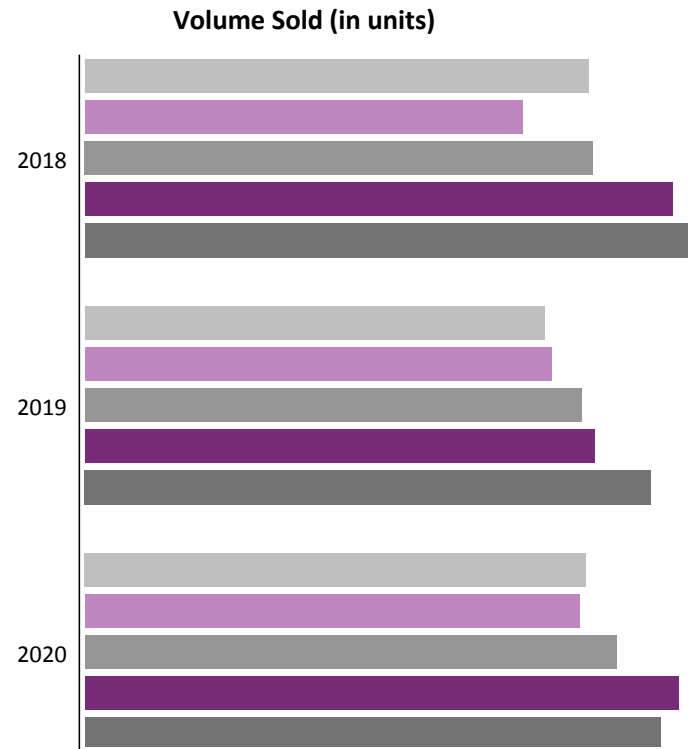
	2018	2019	2020
Week 40	371,920	368,658	423,732
Week 41	329,989	373,293	420,116
Week 42	382,890	393,894	457,381
Week 43	432,497	407,229	497,974
Week 44	449,139	442,996	482,525
Total	1,966,435	1,986,070	2,281,728

JUVENILE: ALL MARKET



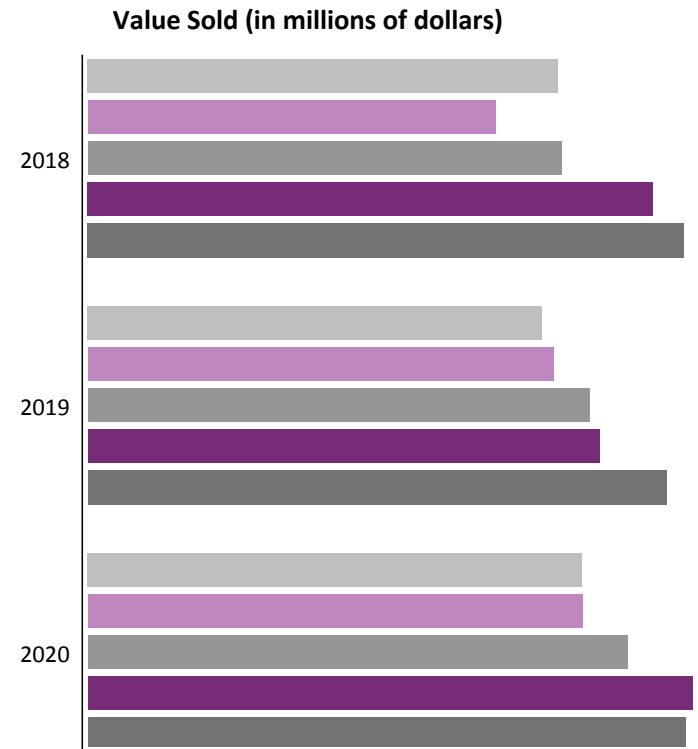
	2018	2019	2020
Week 40	\$5,249,356	\$5,408,547	\$6,233,687
Week 41	\$4,639,876	\$5,642,710	\$6,228,815
Week 42	\$5,392,265	\$5,907,328	\$7,041,438
Week 43	\$6,270,732	\$6,074,409	\$7,516,708
Week 44	\$6,727,491	\$6,758,319	\$7,435,059
Total	\$28,279,719	\$29,791,313	\$34,455,707

JUVENILE: RING FENCE MARKET



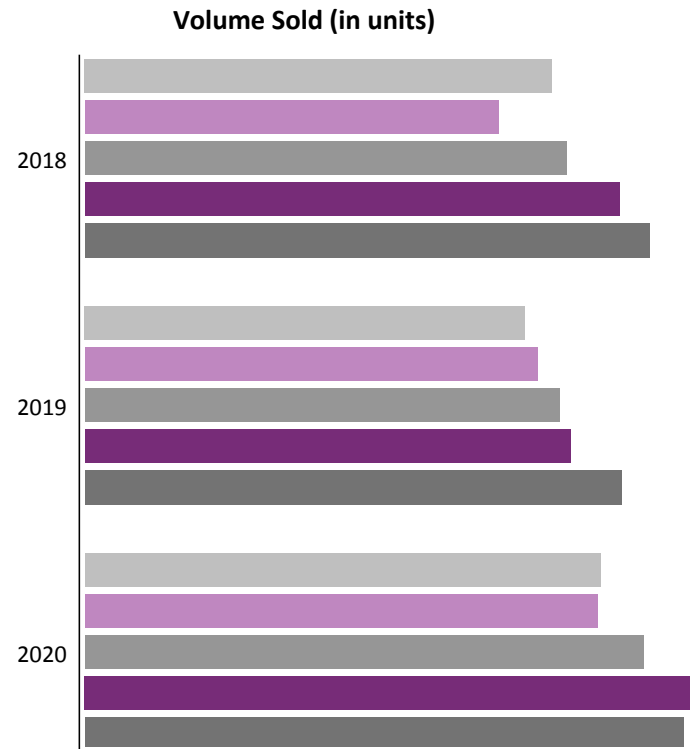
	2018	2019	2020
Week 40	327,519	298,997	325,834
Week 41	284,635	303,553	321,665
Week 42	330,443	322,906	345,536
Week 43	381,844	331,497	385,770
Week 44	391,691	367,972	374,465
Total	1,716,132	1,624,925	1,753,270

JUVENILE: RING FENCE MARKET



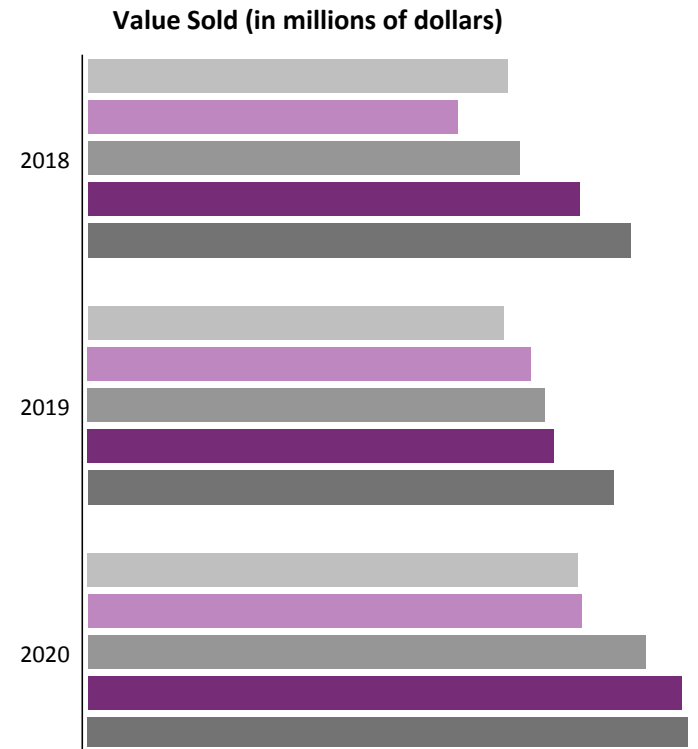
	2018	2019	2020
Week 40	\$4,643,028	\$4,486,891	\$4,882,262
Week 41	\$4,026,341	\$4,599,996	\$4,883,930
Week 42	\$4,678,796	\$4,951,435	\$5,327,902
Week 43	\$5,580,210	\$5,051,599	\$5,970,821
Week 44	\$5,885,981	\$5,713,099	\$5,901,530
Total	\$24,814,357	\$24,803,020	\$26,966,444

JUVENILE FICTION: ALL MARKET



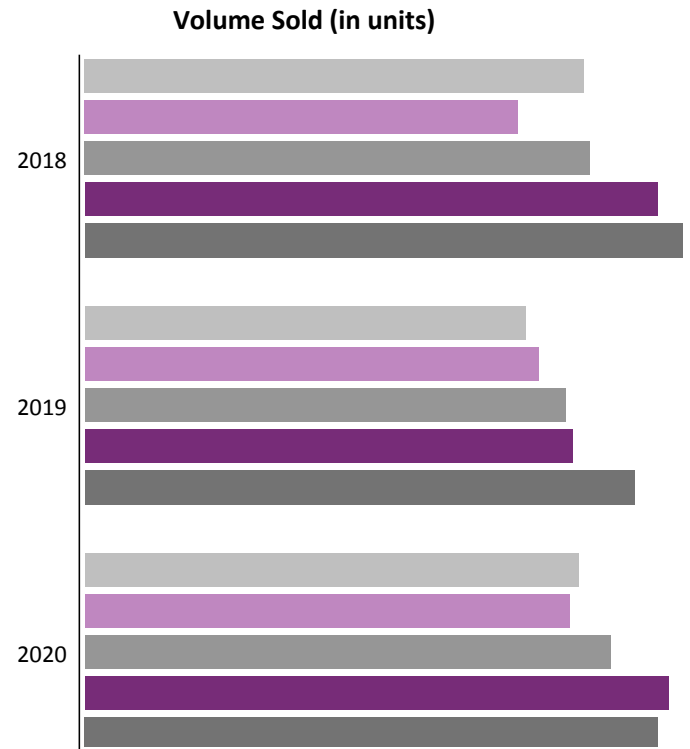
	2018	2019	2020
Week 40	296,722	279,644	327,533
Week 41	262,644	287,577	325,854
Week 42	305,964	301,647	354,703
Week 43	339,577	308,687	385,083
Week 44	358,798	340,836	380,188
Total	1,563,705	1,518,391	1,773,361

JUVENILE FICTION: ALL MARKET



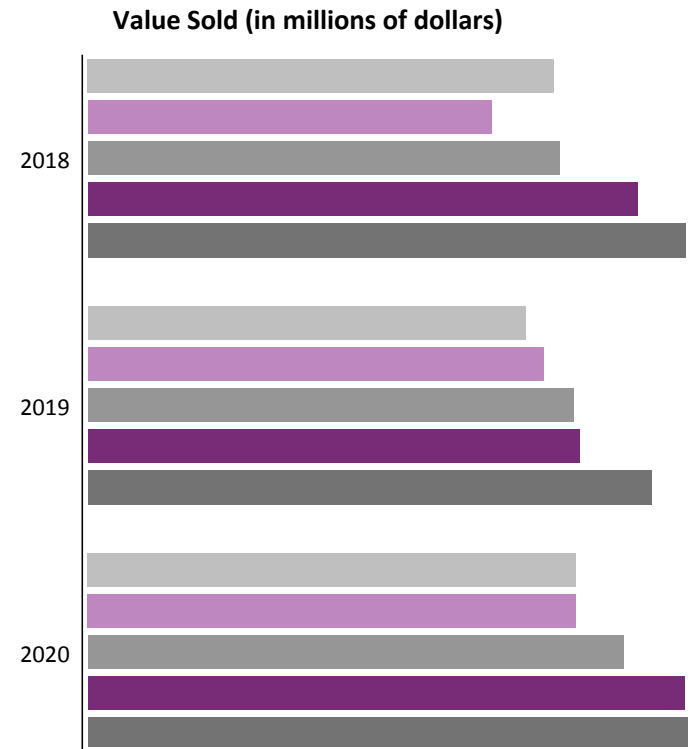
	2018	2019	2020
Week 40	\$4,074,033	\$4,034,499	\$4,758,256
Week 41	\$3,590,067	\$4,304,070	\$4,793,934
Week 42	\$4,192,349	\$4,441,544	\$5,416,046
Week 43	\$4,772,166	\$4,525,197	\$5,762,727
Week 44	\$5,270,859	\$5,106,240	\$5,827,010
Total	\$21,899,473	\$22,411,549	\$26,557,972

JUVENILE FICTION: RING FENCE MARKET



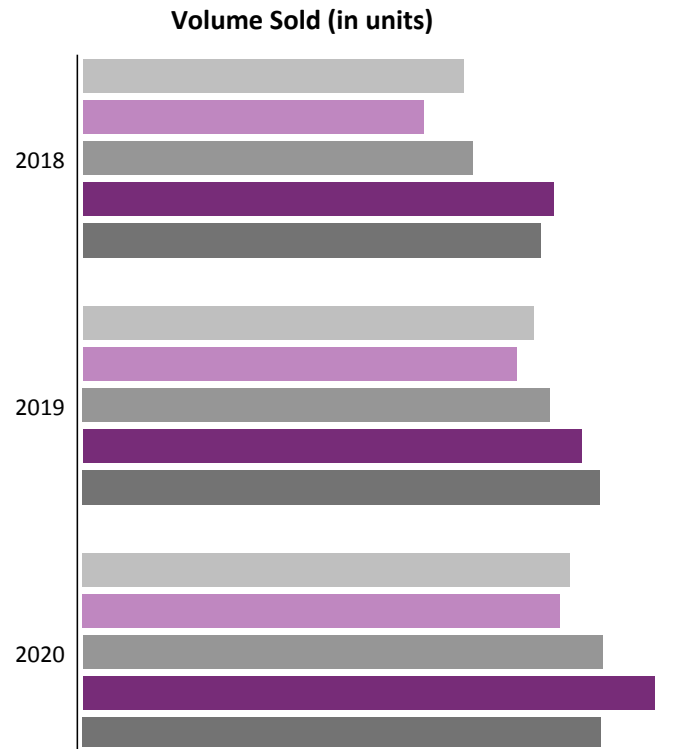
	2018	2019	2020
Week 40	262,844	232,179	259,909
Week 41	228,162	239,046	255,266
Week 42	266,114	252,977	276,857
Week 43	301,659	256,772	307,322
Week 44	314,889	289,482	301,906
Total	1,373,668	1,270,456	1,401,260

JUVENILE FICTION: RING FENCE MARKET



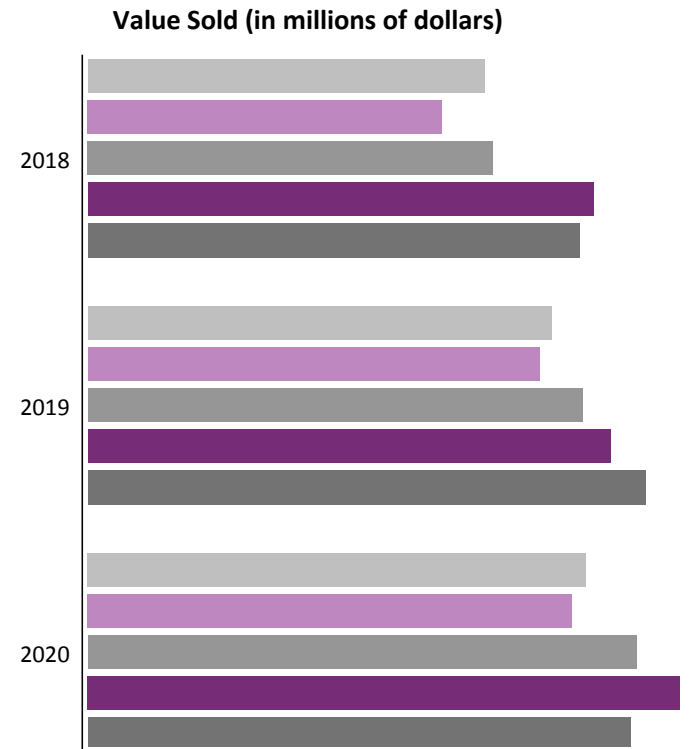
	2018	2019	2020
Week 40	\$3,605,613	\$3,386,179	\$3,776,232
Week 41	\$3,122,092	\$3,523,968	\$3,777,896
Week 42	\$3,647,799	\$3,759,472	\$4,143,727
Week 43	\$4,253,458	\$3,802,651	\$4,616,764
Week 44	\$4,621,885	\$4,361,018	\$4,638,278
Total	\$19,250,847	\$18,833,289	\$20,952,896

JUVENILE NON-FICTION: ALL MARKET



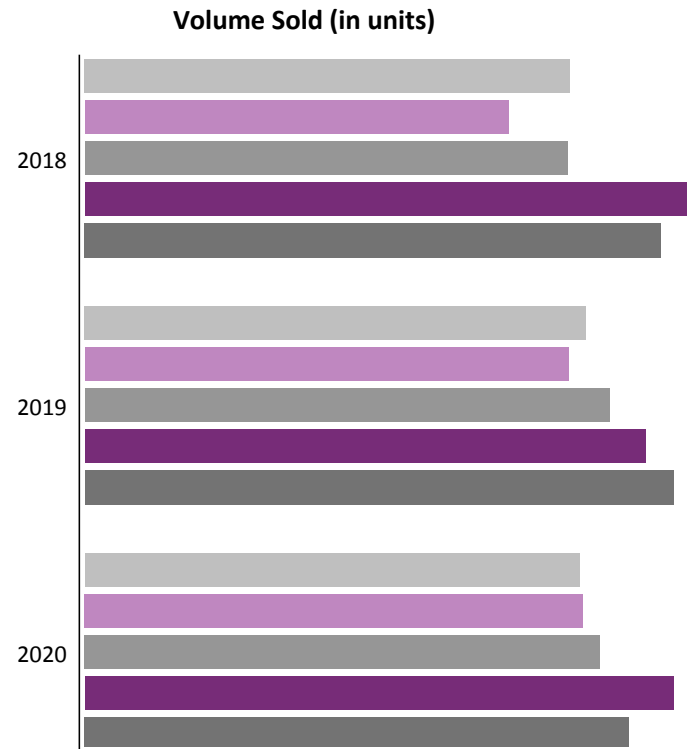
	2018	2019	2020
Week 40	75,198	89,014	96,199
Week 41	67,345	85,716	94,262
Week 42	76,926	92,247	102,678
Week 43	92,920	98,542	112,891
Week 44	90,341	102,160	102,337
Total	402,730	467,679	508,367

JUVENILE NON-FICTION: ALL MARKET



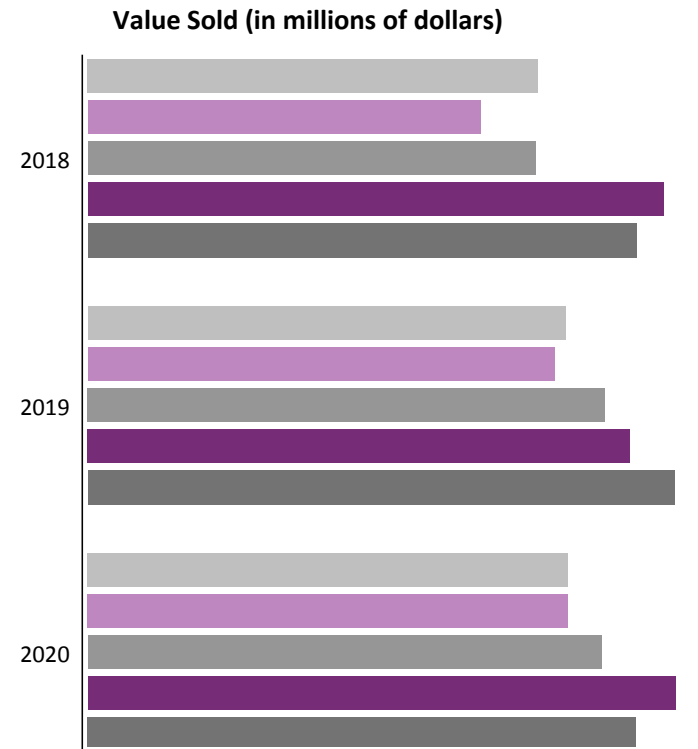
	2018	2019	2020
Week 40	\$1,175,323	\$1,374,048	\$1,475,430
Week 41	\$1,049,810	\$1,338,640	\$1,434,881
Week 42	\$1,199,915	\$1,465,784	\$1,625,391
Week 43	\$1,498,566	\$1,549,212	\$1,753,981
Week 44	\$1,456,632	\$1,652,079	\$1,608,050
Total	\$6,380,245	\$7,379,764	\$7,897,734

JUVENILE NON-FICTION: RING FENCE MARKET



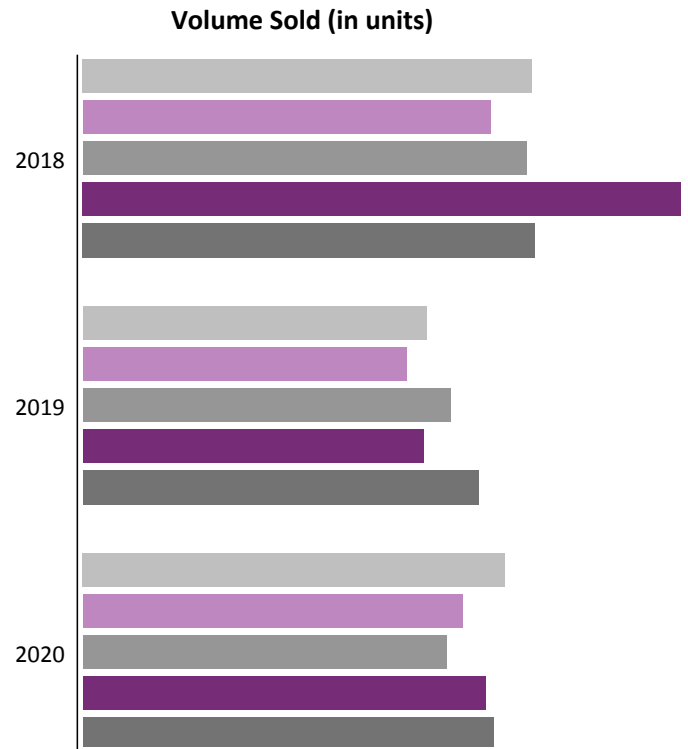
	2018	2019	2020
Week 40	64,675	66,818	65,925
Week 41	56,473	64,507	66,399
Week 42	64,329	69,929	68,679
Week 43	80,185	74,725	78,448
Week 44	76,802	78,490	72,559
Total	342,464	354,469	352,010

JUVENILE NON-FICTION: RING FENCE MARKET



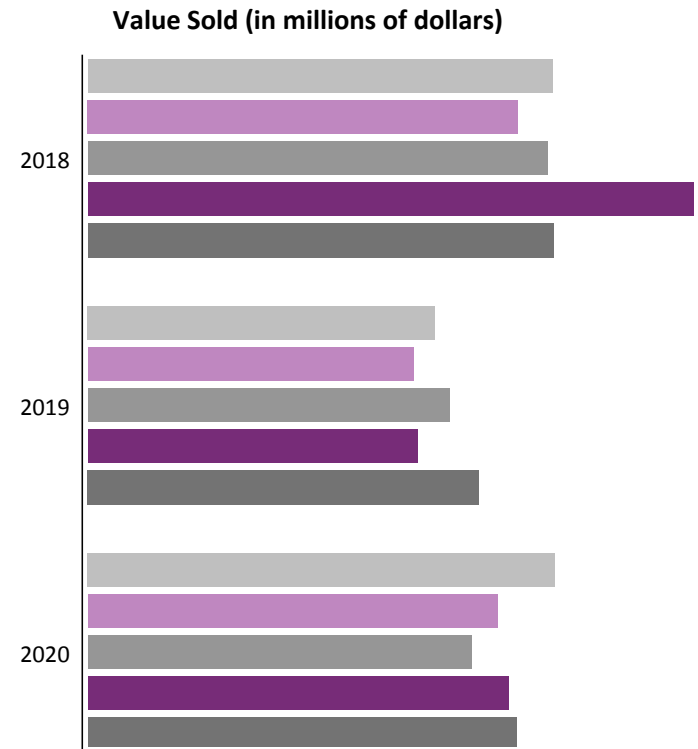
	2018	2019	2020
Week 40	\$1,037,415	\$1,100,712	\$1,106,030
Week 41	\$904,249	\$1,076,028	\$1,106,034
Week 42	\$1,030,997	\$1,191,963	\$1,184,175
Week 43	\$1,326,752	\$1,248,948	\$1,354,057
Week 44	\$1,264,096	\$1,352,081	\$1,263,252
Total	\$5,563,509	\$5,969,732	\$6,013,549

YOUNG ADULT: ALL MARKET



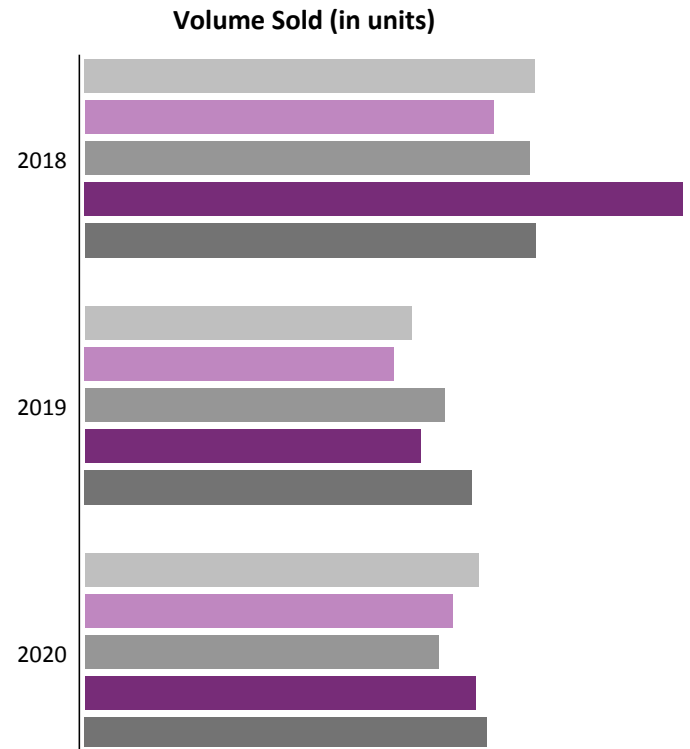
	2018	2019	2020
Week 40	36,221	27,737	34,055
Week 41	32,897	26,095	30,639
Week 42	35,771	29,623	29,302
Week 43	48,241	27,496	32,494
Week 44	36,461	31,930	33,098
Total	189,591	142,881	159,588

YOUNG ADULT: ALL MARKET



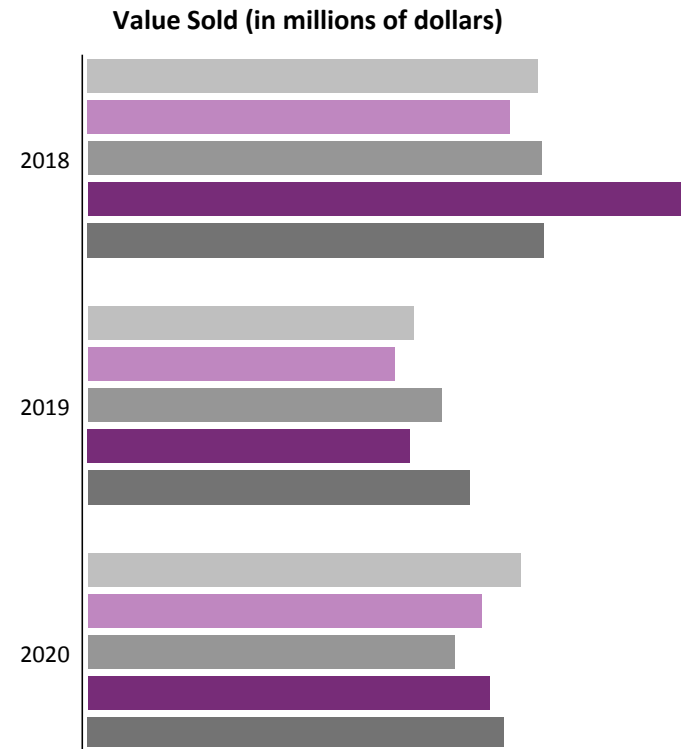
	2018	2019	2020
Week 40	\$749,885	\$559,875	\$753,357
Week 41	\$693,593	\$524,962	\$660,923
Week 42	\$741,041	\$583,274	\$618,804
Week 43	\$977,067	\$531,374	\$678,829
Week 44	\$751,439	\$631,040	\$691,304
Total	\$3,913,025	\$2,830,525	\$3,403,217

YOUNG ADULT: RING FENCE MARKET



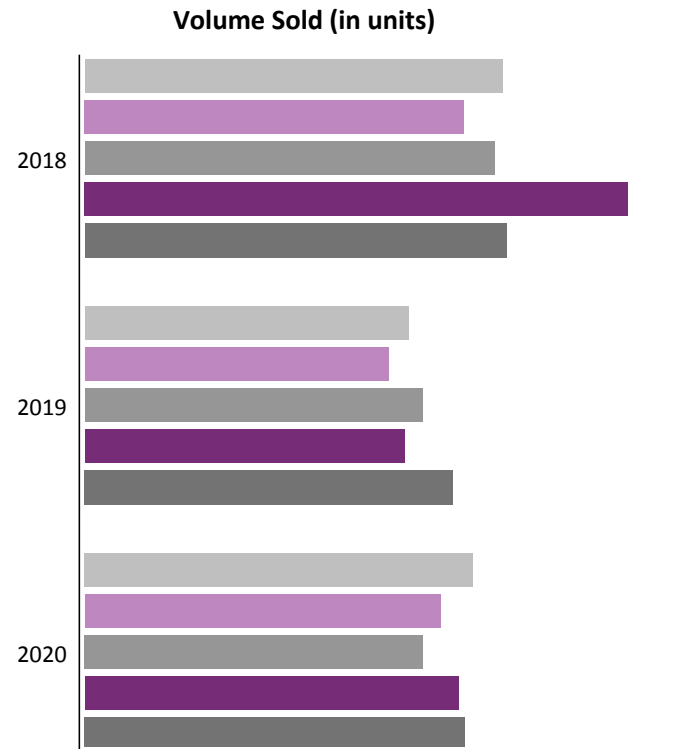
	2018	2019	2020
Week 40	33,330	24,176	29,151
Week 41	30,248	22,889	27,230
Week 42	32,946	26,637	26,183
Week 43	44,302	24,861	28,957
Week 44	33,370	28,683	29,779
Total	174,196	127,246	141,300

YOUNG ADULT: RING FENCE MARKET



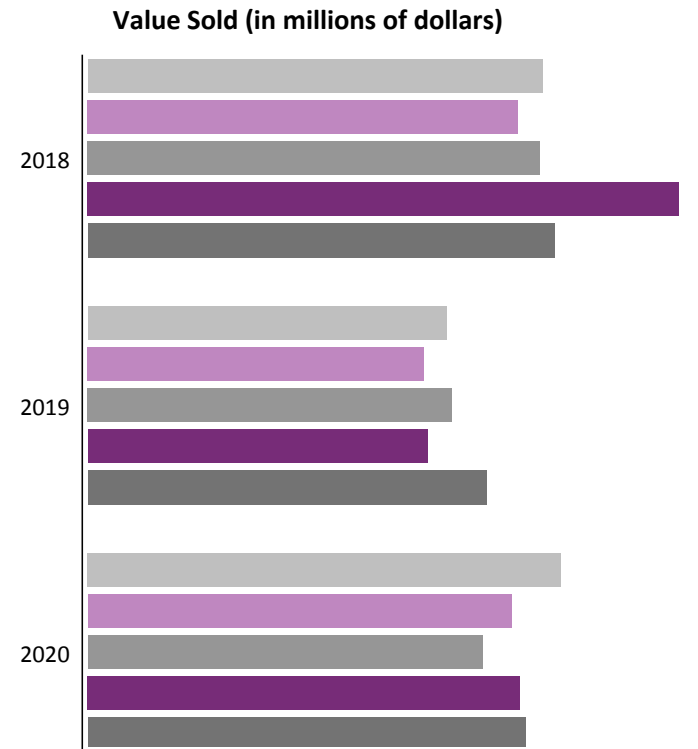
	2018	2019	2020
Week 40	\$666,882	\$482,498	\$640,677
Week 41	\$625,403	\$454,416	\$582,805
Week 42	\$671,691	\$523,578	\$542,876
Week 43	\$877,814	\$477,379	\$594,845
Week 44	\$675,878	\$565,234	\$616,226
Total	\$3,517,669	\$2,503,106	\$2,977,430

YOUNG ADULT FICTION: ALL MARKET



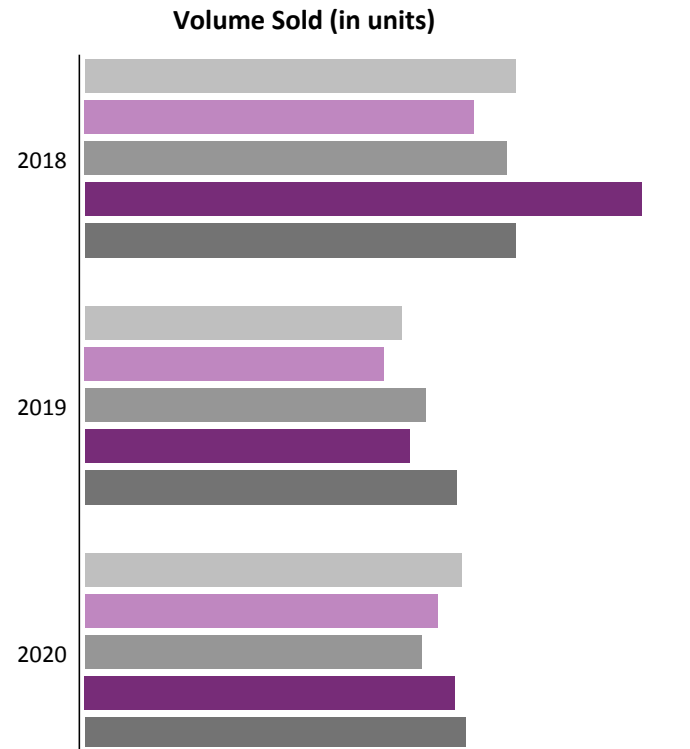
	2018	2019	2020
Week 40	34,379	26,648	31,944
Week 41	31,210	25,015	29,290
Week 42	33,715	27,783	27,836
Week 43	44,701	26,317	30,761
Week 44	34,696	30,291	31,278
Total	178,701	136,054	151,109

YOUNG ADULT FICTION: ALL MARKET



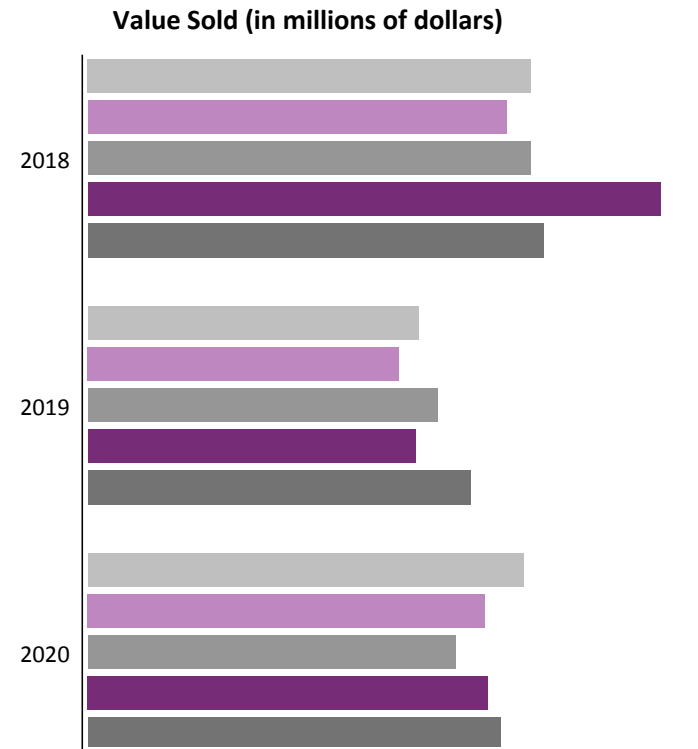
	2018	2019	2020
Week 40	\$673,323	\$531,643	\$700,900
Week 41	\$637,037	\$497,850	\$627,799
Week 42	\$670,056	\$539,579	\$584,987
Week 43	\$875,822	\$503,049	\$639,960
Week 44	\$691,094	\$590,739	\$647,994
Total	\$3,547,332	\$2,662,860	\$3,201,640

YOUNG ADULT FICTION: RING FENCE MARKET



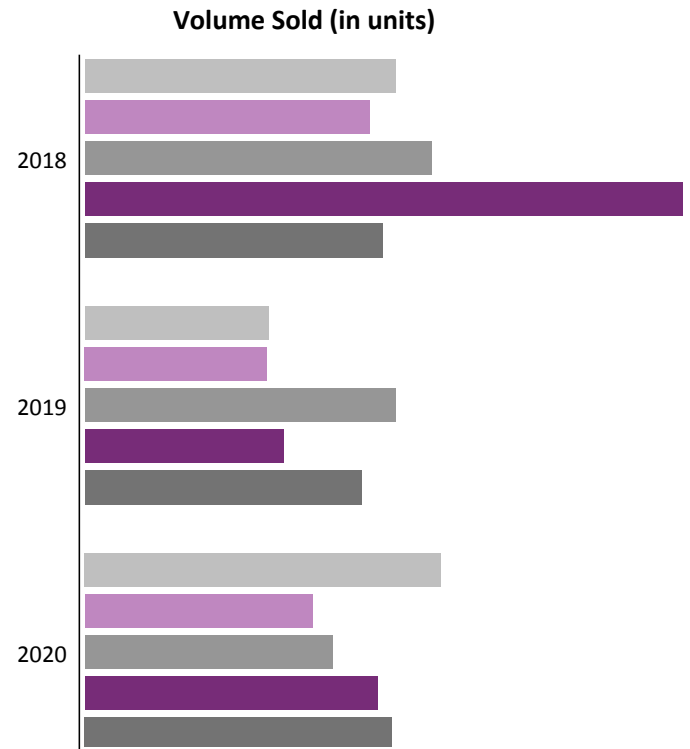
	2018	2019	2020
Week 40	31,878	23,428	27,919
Week 41	28,824	22,152	26,131
Week 42	31,274	25,209	24,954
Week 43	41,225	24,061	27,407
Week 44	31,915	27,499	28,171
Total	165,116	122,349	134,582

YOUNG ADULT FICTION: RING FENCE MARKET



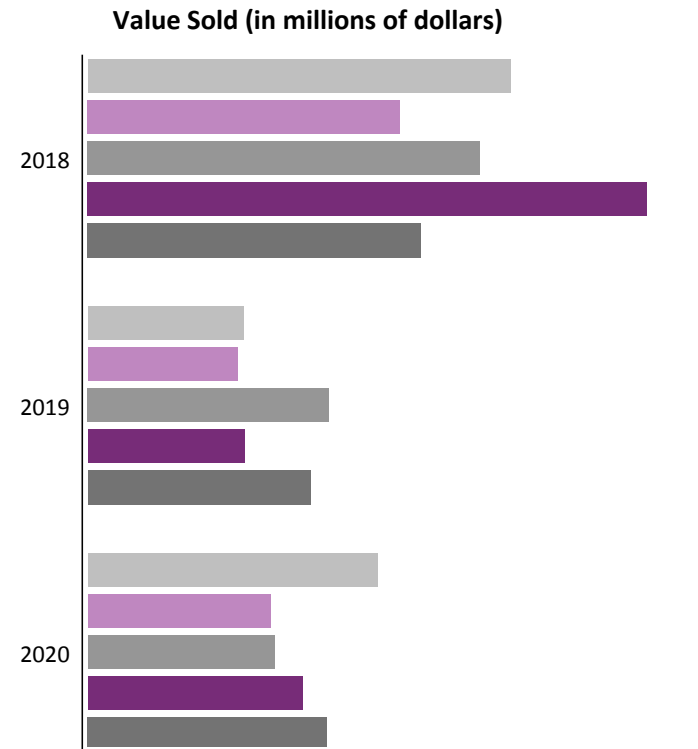
	2018	2019	2020
Week 40	\$620,131	\$462,432	\$609,295
Week 41	\$586,126	\$435,327	\$555,946
Week 42	\$619,184	\$489,506	\$514,109
Week 43	\$801,105	\$458,358	\$559,994
Week 44	\$637,329	\$535,309	\$577,658
Total	\$3,263,876	\$2,380,932	\$2,817,001

YOUNG ADULT NON-FICTION: ALL MARKET



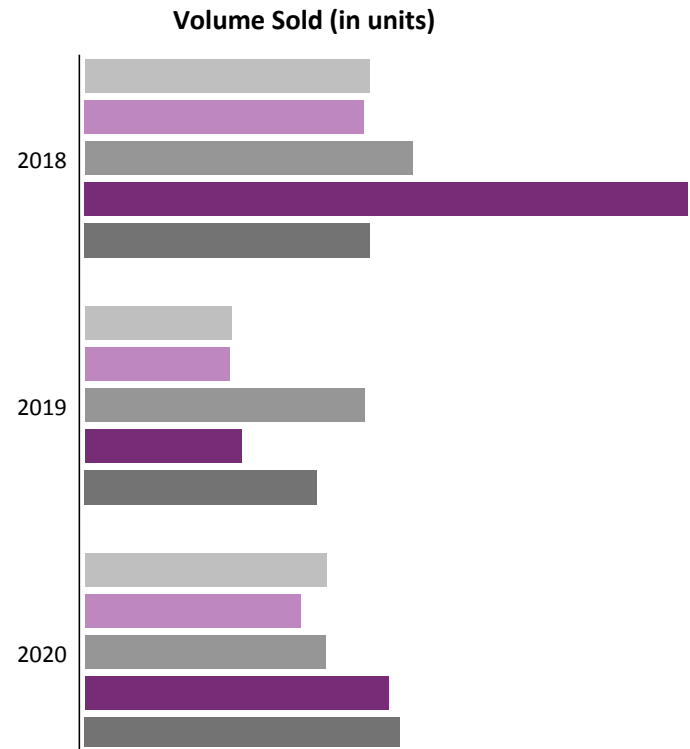
	2018	2019	2020
Week 40	1,842	1,089	2,111
Week 41	1,687	1,080	1,349
Week 42	2,056	1,840	1,466
Week 43	3,540	1,179	1,733
Week 44	1,765	1,639	1,820
Total	10,890	6,827	8,479

YOUNG ADULT NON-FICTION: ALL MARKET



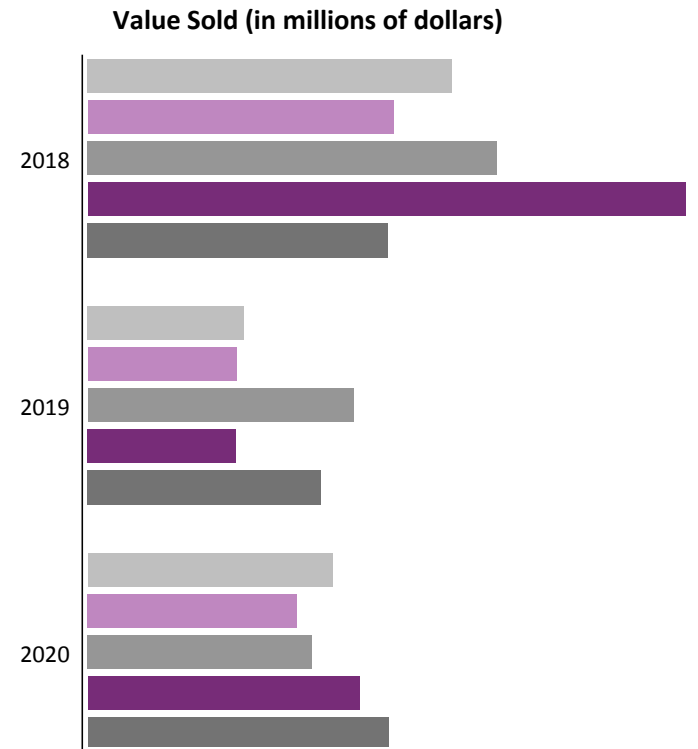
	2018	2019	2020
Week 40	\$76,562	\$28,232	\$52,457
Week 41	\$56,556	\$27,112	\$33,125
Week 42	\$70,985	\$43,695	\$33,817
Week 43	\$101,245	\$28,325	\$38,869
Week 44	\$60,345	\$40,301	\$43,309
Total	\$365,692	\$167,666	\$201,577

YOUNG ADULT NON-FICTION: RING FENCE MARKET



	2018	2019	2020
Week 40	1,452	748	1,232
Week 41	1,424	737	1,099
Week 42	1,672	1,428	1,229
Week 43	3,077	800	1,550
Week 44	1,455	1,184	1,608
Total	9,080	4,897	6,718

YOUNG ADULT NON-FICTION: RING FENCE MARKET



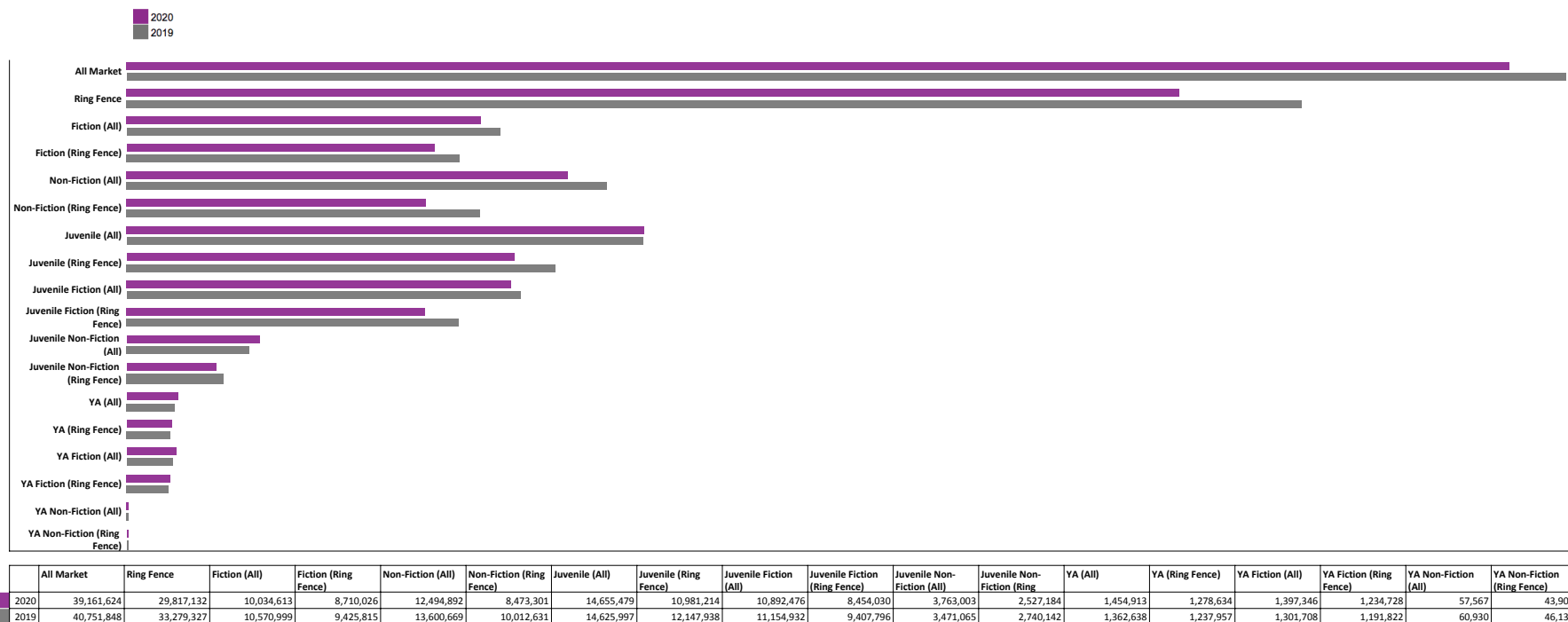
	2018	2019	2020
Week 40	\$46,751	\$20,066	\$31,382
Week 41	\$39,277	\$19,090	\$26,860
Week 42	\$52,507	\$34,072	\$28,767
Week 43	\$76,709	\$19,021	\$34,851
Week 44	\$38,549	\$29,925	\$38,568
Total	\$253,793	\$122,173	\$160,428

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 44	2019-11-03	2020-11-01

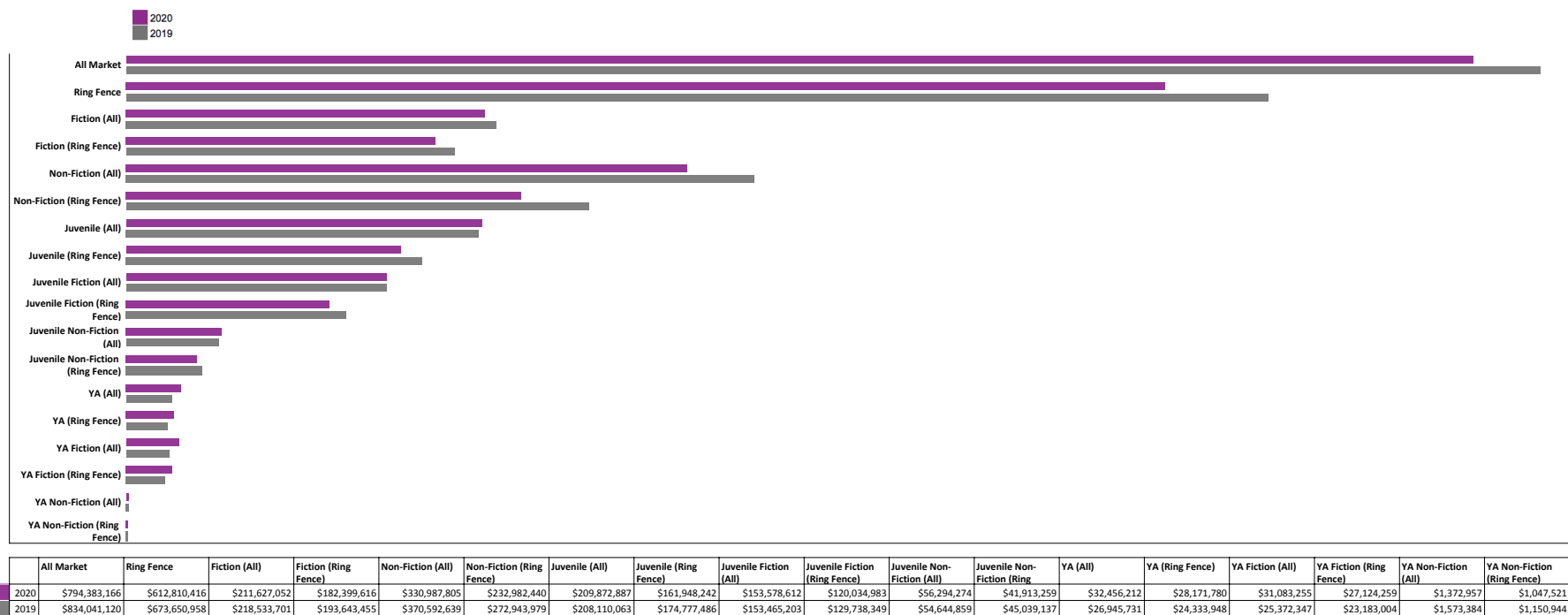
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

	2019	2020
The week-ending dates:	2019-11-03	2020-11-01

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