



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

12.2020

November 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 November 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

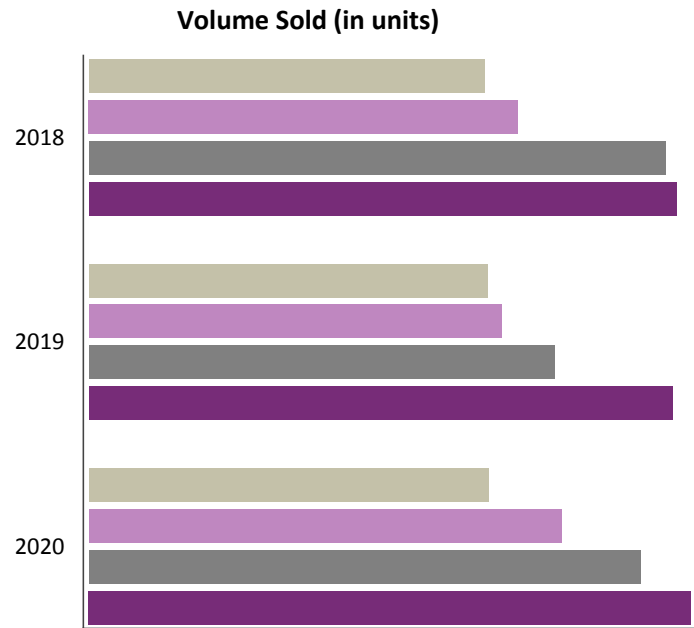
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the 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 45	2018-11-11	2019-11-10	2020-11-08
Week 46	2018-11-18	2019-11-17	2020-11-15
Week 47	2018-11-25	2019-11-24	2020-11-22
Week 48	2018-12-02	2019-12-01	2020-11-29

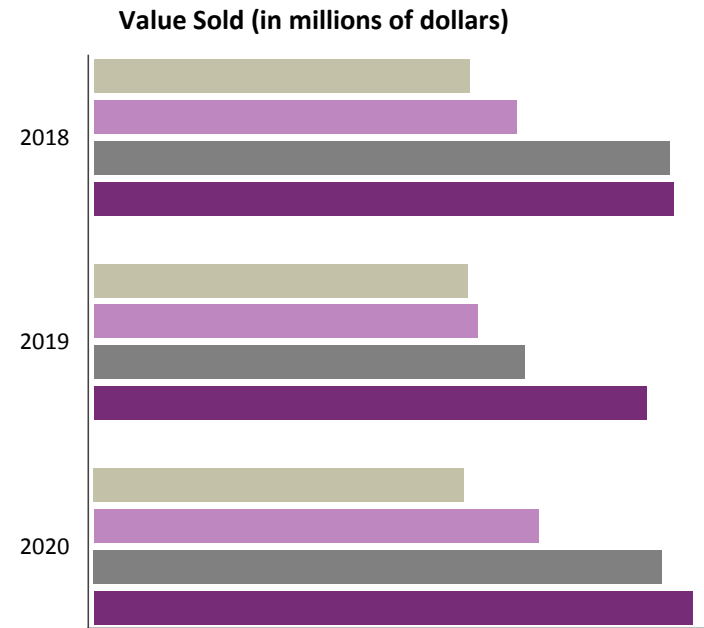
Note: Black Friday occurred in Week 47 in 2018 and Week 48 in 2019 and 2020.

ALL MARKET



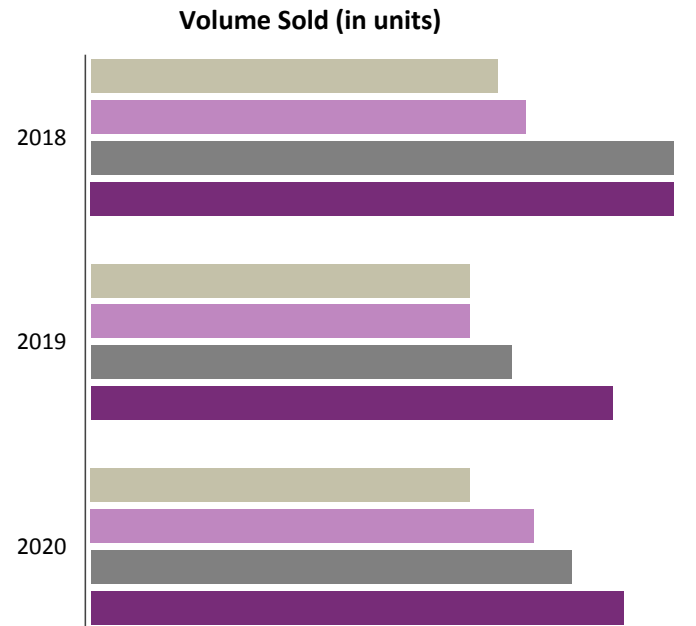
		2018	2019	2020
	Week 45	1,171,316	1,180,082	1,183,647
	Week 46	1,271,599	1,221,987	1,399,300
	Week 47	1,707,362	1,380,419	1,634,798
	Week 48	1,740,159	1,729,222	1,783,974
	Total	5,890,436	5,511,710	6,001,719

ALL MARKET



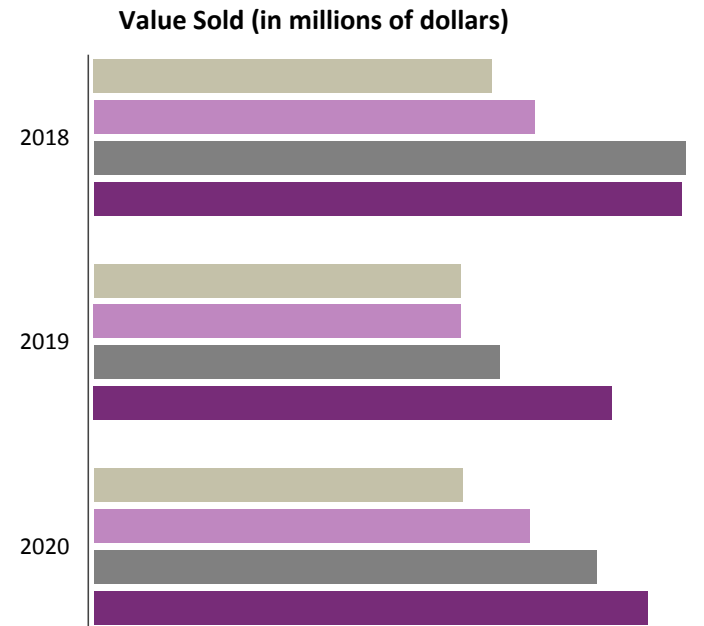
		2018	2019	2020
	Week 45	\$25,361,468	\$25,212,433	\$24,979,993
	Week 46	\$28,514,076	\$25,891,959	\$29,990,692
	Week 47	\$38,865,179	\$29,048,915	\$38,340,616
	Week 48	\$39,112,761	\$37,294,382	\$40,399,768
	Total	\$131,853,483	\$117,447,689	\$133,711,068

RING FENCE MARKET



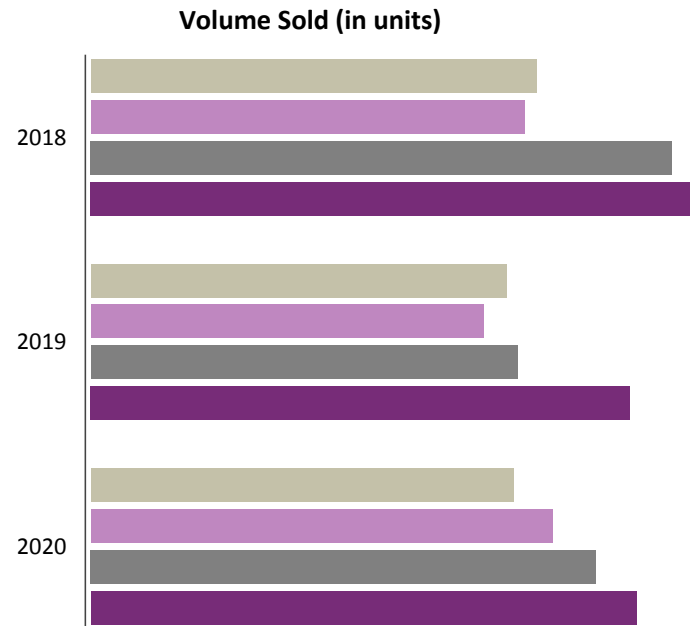
		2018	2019	2020
	Week 45	1,003,298	935,481	936,151
	Week 46	1,073,171	934,631	1,093,952
	Week 47	1,437,930	1,037,834	1,186,596
	Week 48	1,439,874	1,286,982	1,315,493
	Total	4,954,273	4,194,928	4,532,192

RING FENCE MARKET



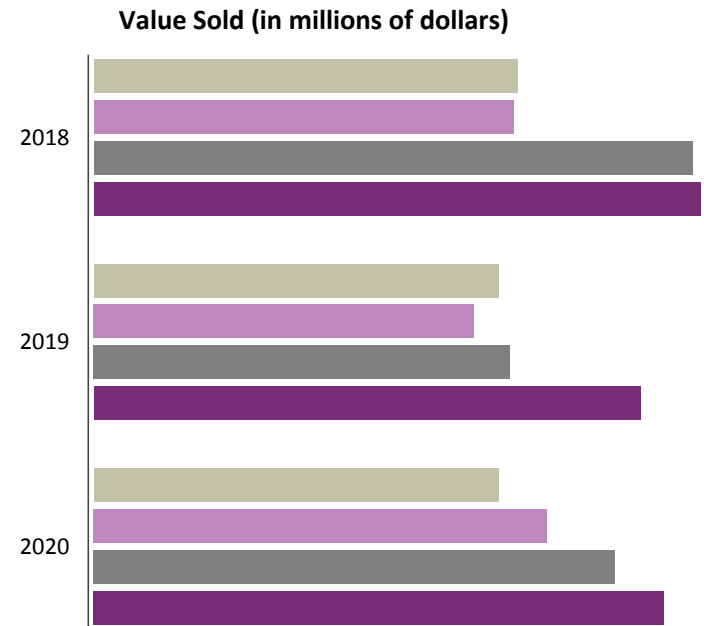
		2018	2019	2020
	Week 45	\$21,622,034	\$19,920,049	\$20,011,406
	Week 46	\$23,940,150	\$19,942,036	\$23,670,495
	Week 47	\$32,126,466	\$22,032,825	\$27,290,140
	Week 48	\$31,908,532	\$28,154,802	\$30,080,326
	Total	\$109,597,181	\$90,049,712	\$101,052,367

FICTION: ALL MARKET



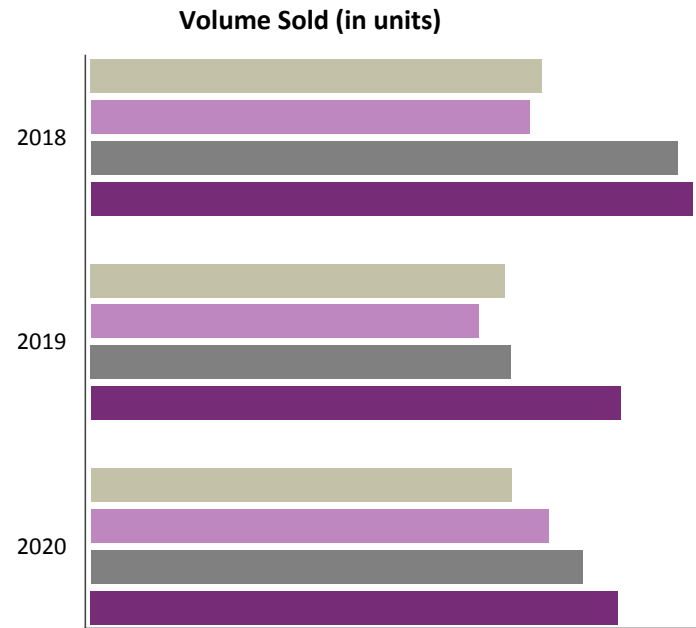
		2018	2019	2020
	Week 45	271,452	253,159	257,258
	Week 46	264,294	239,081	281,160
	Week 47	353,947	259,617	307,671
	Week 48	364,778	328,385	332,459
	Total	1,254,471	1,080,242	1,178,548

FICTION: ALL MARKET



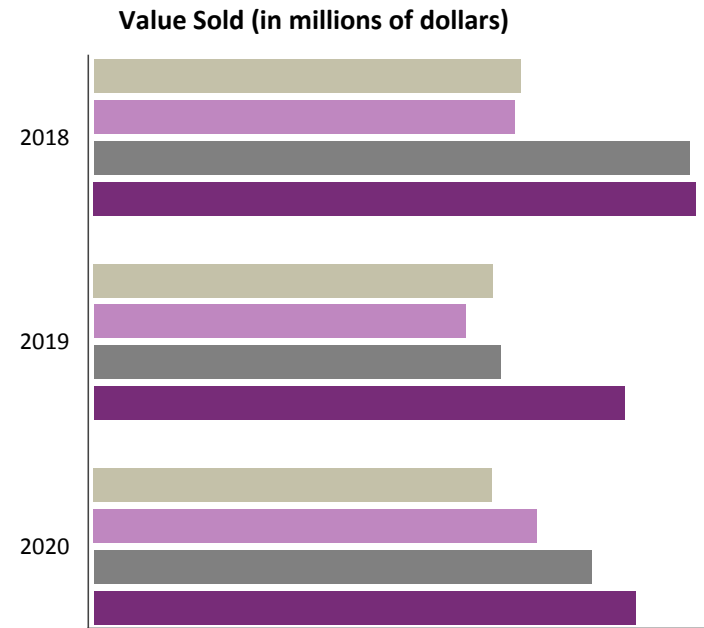
		2018	2019	2020
	Week 45	\$5,925,891	\$5,661,806	\$5,657,631
	Week 46	\$5,872,706	\$5,316,326	\$6,338,120
	Week 47	\$8,373,728	\$5,824,143	\$7,289,988
	Week 48	\$8,489,136	\$7,651,389	\$7,975,294
	Total	\$28,661,461	\$24,453,664	\$27,261,033

FICTION: RING FENCE MARKET



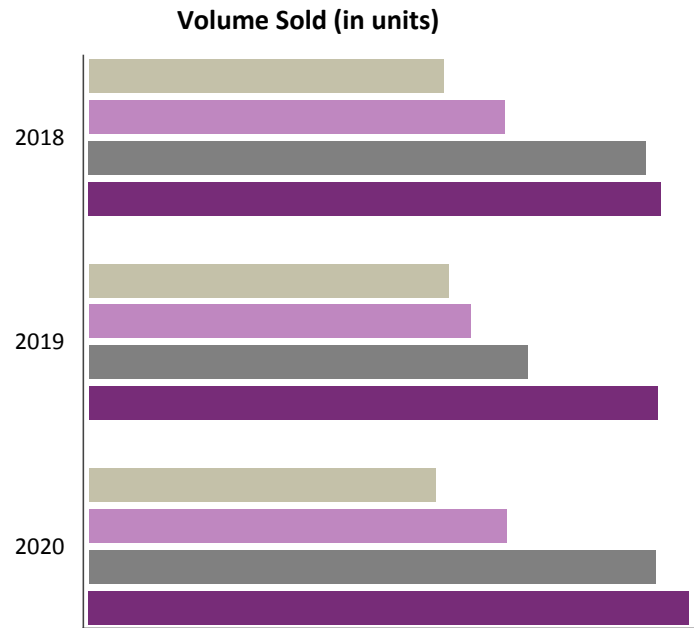
		2018	2019	2020
	Week 45	245,047	225,002	228,462
	Week 46	238,174	210,627	248,594
	Week 47	318,671	228,217	267,170
	Week 48	326,625	287,554	286,290
	Total	1,128,517	951,400	1,030,516

FICTION: RING FENCE MARKET



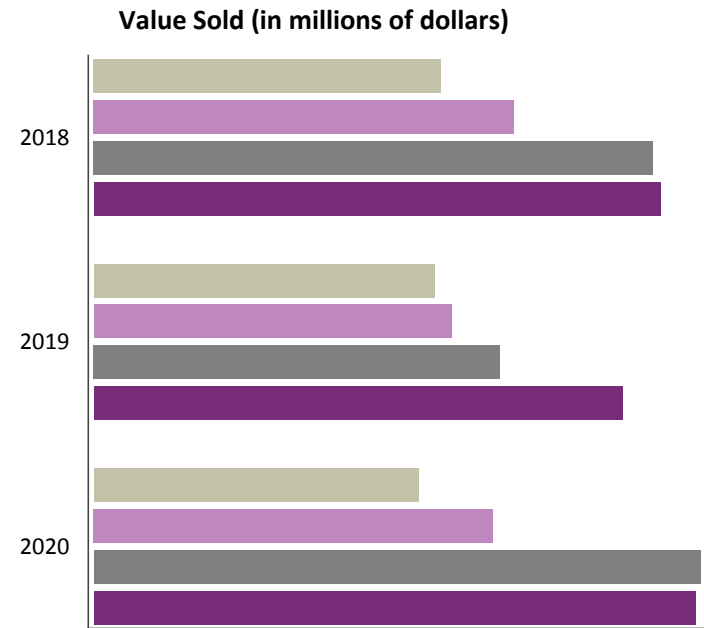
		2018	2019	2020
	Week 45	\$5,340,013	\$4,993,506	\$4,981,078
	Week 46	\$5,263,812	\$4,649,133	\$5,544,577
	Week 47	\$7,454,157	\$5,083,809	\$6,224,690
	Week 48	\$7,532,911	\$6,636,908	\$6,776,059
	Total	\$25,590,893	\$21,363,355	\$23,526,404

NON-FICTION: ALL MARKET



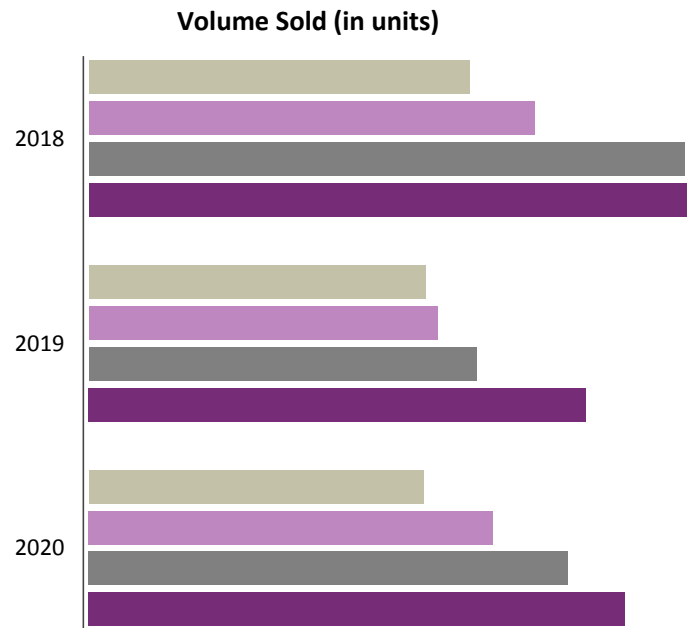
		2018	2019	2020
	Week 45	373,442	378,528	365,367
	Week 46	437,681	402,212	440,099
	Week 47	586,900	462,380	597,219
	Week 48	602,630	598,636	632,285
	Total	2,000,653	1,841,756	2,034,970

NON-FICTION: ALL MARKET



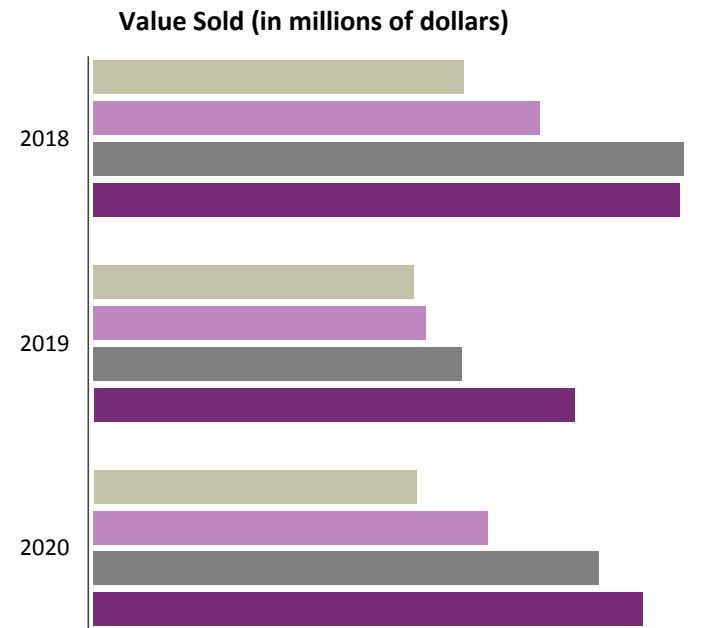
		2018	2019	2020
	Week 45	\$10,915,744	\$10,711,389	\$10,216,744
	Week 46	\$13,209,656	\$11,239,260	\$12,545,889
	Week 47	\$17,574,735	\$12,771,532	\$19,072,420
	Week 48	\$17,819,635	\$16,614,280	\$18,907,972
	Total	\$59,519,771	\$51,336,460	\$60,743,024

NON-FICTION: RING FENCE MARKET



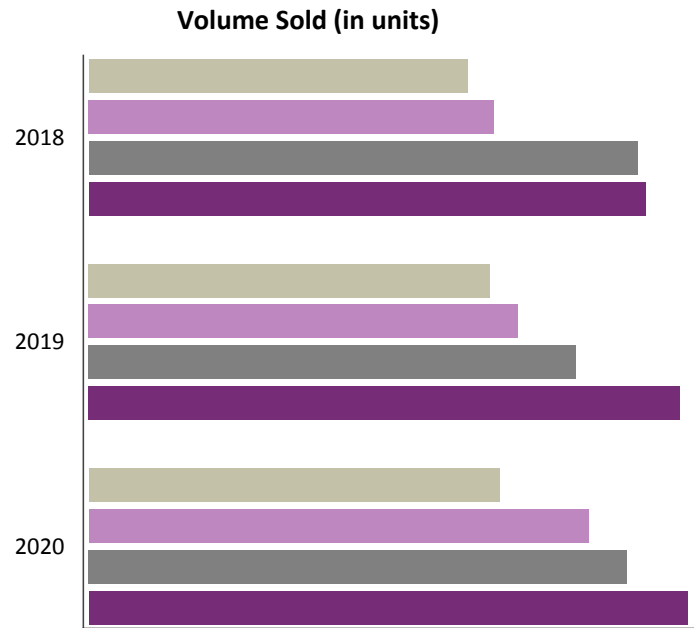
		2018	2019	2020
	Week 45	300,548	265,993	264,509
	Week 46	351,792	275,305	319,271
	Week 47	470,546	306,029	378,631
	Week 48	472,115	392,811	423,584
	Total	1,595,001	1,240,138	1,385,995

NON-FICTION: RING FENCE MARKET



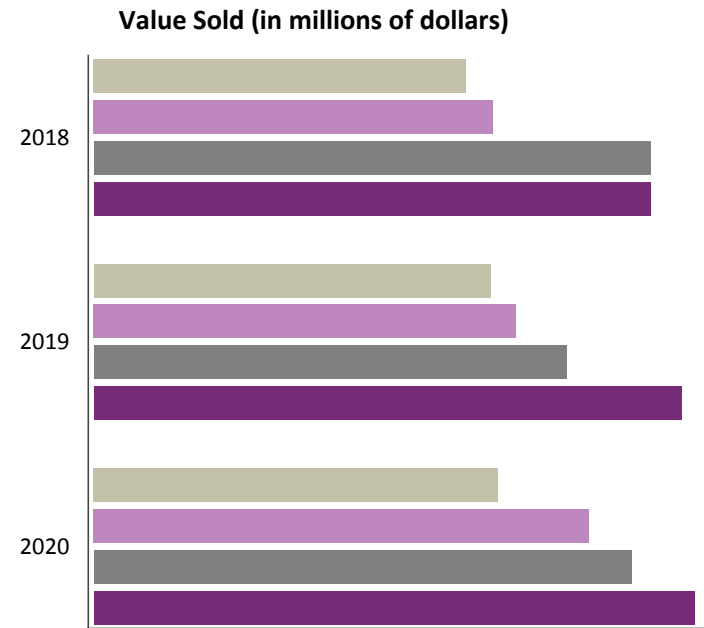
		2018	2019	2020
	Week 45	\$8,839,412	\$7,640,471	\$7,694,951
	Week 46	\$10,652,871	\$7,927,248	\$9,404,334
	Week 47	\$14,086,836	\$8,782,700	\$12,060,760
	Week 48	\$13,991,151	\$11,474,941	\$13,102,936
	Total	\$47,570,271	\$35,825,359	\$42,262,981

JUVENILE: ALL MARKET



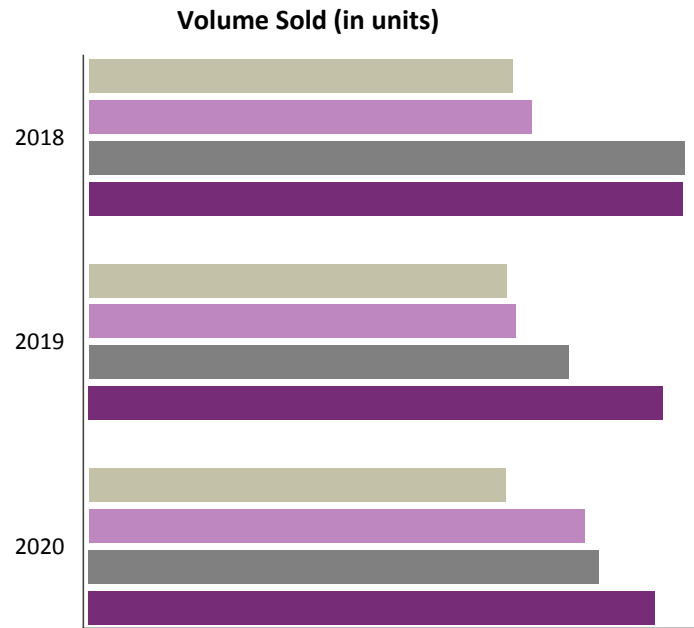
		2018	2019	2020
	Week 45	467,682	495,010	507,284
	Week 46	499,960	529,841	616,683
	Week 47	677,238	601,483	664,438
	Week 48	687,013	729,854	739,279
	Total	2,331,893	2,356,188	2,527,684

JUVENILE: ALL MARKET



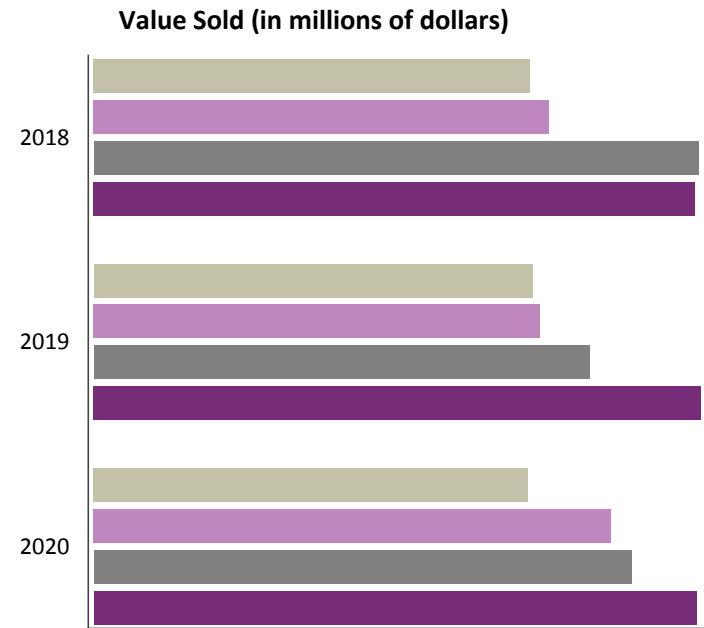
		2018	2019	2020
	Week 45	\$7,352,789	\$7,837,566	\$7,984,479
	Week 46	\$7,886,637	\$8,335,377	\$9,782,666
	Week 47	\$10,996,664	\$9,338,878	\$10,619,569
	Week 48	\$10,994,564	\$11,608,830	\$11,858,316
	Total	\$37,230,655	\$37,120,651	\$40,245,031

JUVENILE: RING FENCE MARKET



		2018	2019	2020
	Week 45	404,688	398,927	397,693
	Week 46	422,479	407,025	473,453
	Week 47	568,348	457,865	487,093
	Week 48	566,396	548,139	540,344
	Total	1,961,911	1,811,956	1,898,583

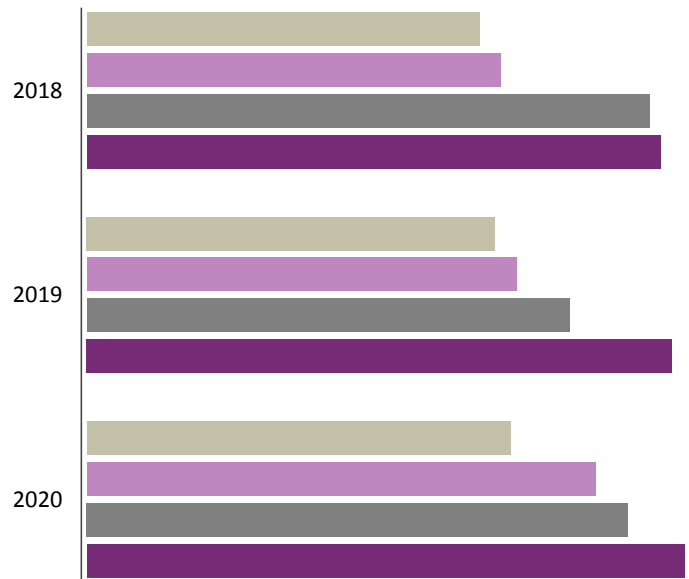
JUVENILE: RING FENCE MARKET



		2018	2019	2020
	Week 45	\$6,391,210	\$6,423,300	\$6,362,913
	Week 46	\$6,669,686	\$6,535,616	\$7,574,298
	Week 47	\$8,854,962	\$7,262,991	\$7,873,464
	Week 48	\$8,806,014	\$8,891,587	\$8,825,418
	Total	\$30,721,872	\$29,113,494	\$30,636,094

JUVENILE FICTION: ALL MARKET

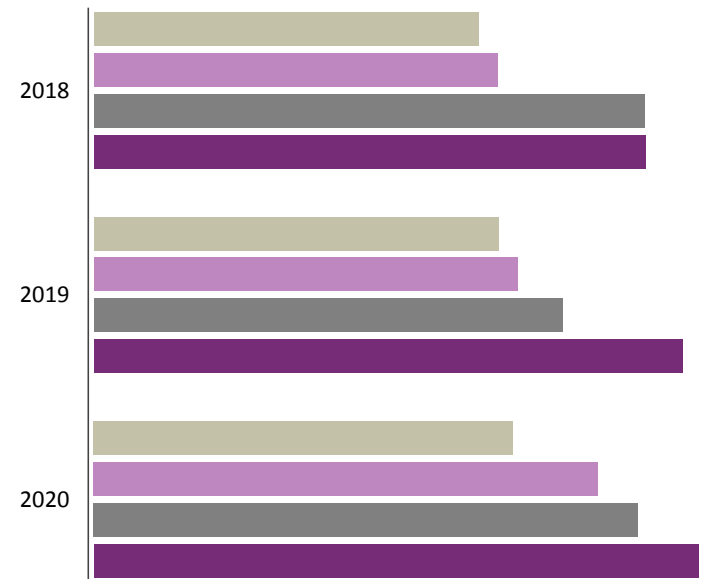
Volume Sold (in units)



		2018	2019	2020
	Week 45	368,656	382,788	397,187
	Week 46	388,026	402,748	477,012
	Week 47	528,133	452,878	507,647
	Week 48	538,019	548,824	560,669
	Total	1,822,834	1,787,238	1,942,515

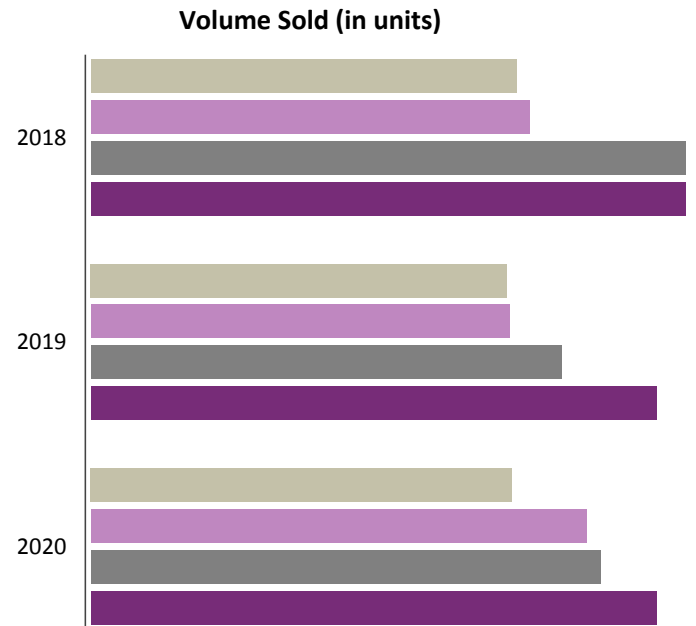
JUVENILE FICTION: ALL MARKET

Value Sold (in millions of dollars)



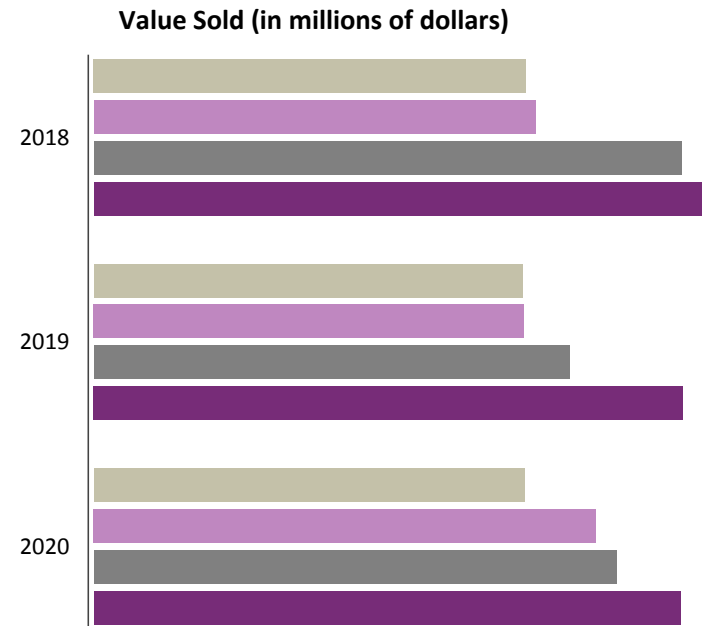
		2018	2019	2020
	Week 45	\$5,695,148	\$5,994,743	\$6,209,407
	Week 46	\$5,977,877	\$6,275,981	\$7,470,922
	Week 47	\$8,159,675	\$6,942,205	\$8,062,007
	Week 48	\$8,172,095	\$8,717,933	\$8,956,617
	Total	\$28,004,796	\$27,930,862	\$30,698,954

JUVENILE FICTION: RING FENCE MARKET



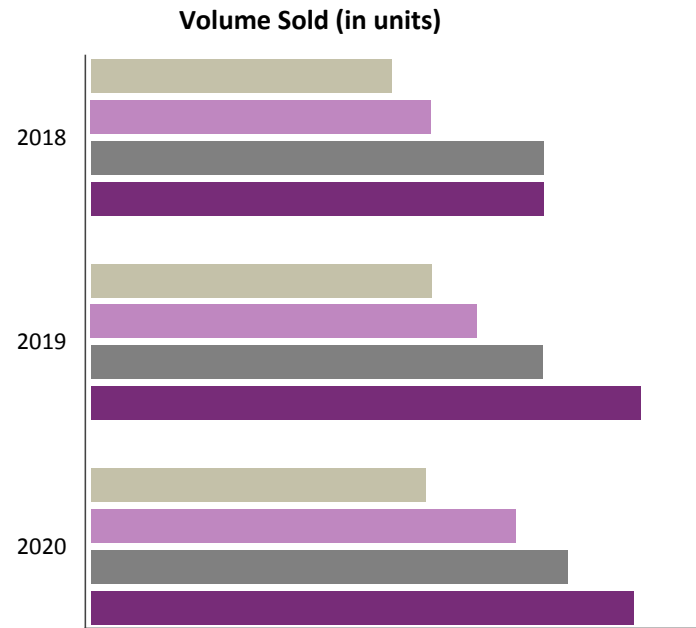
		2018	2019	2020
	Week 45	322,426	315,037	318,903
	Week 46	331,929	316,741	375,332
	Week 47	450,242	356,182	386,117
	Week 48	450,270	428,256	428,105
	Total	1,554,867	1,416,216	1,508,457

JUVENILE FICTION: RING FENCE MARKET



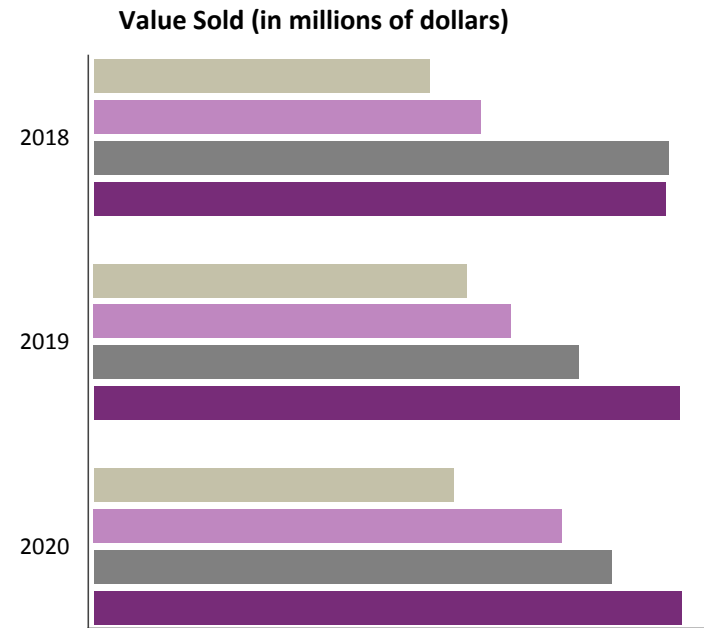
		2018	2019	2020
	Week 45	\$4,978,187	\$4,940,425	\$4,960,780
	Week 46	\$5,091,249	\$4,955,224	\$5,787,319
	Week 47	\$6,774,137	\$5,482,882	\$6,022,030
	Week 48	\$6,751,036	\$6,787,793	\$6,758,198
	Total	\$23,594,609	\$22,166,323	\$23,528,327

JUVENILE NON-FICTION: ALL MARKET



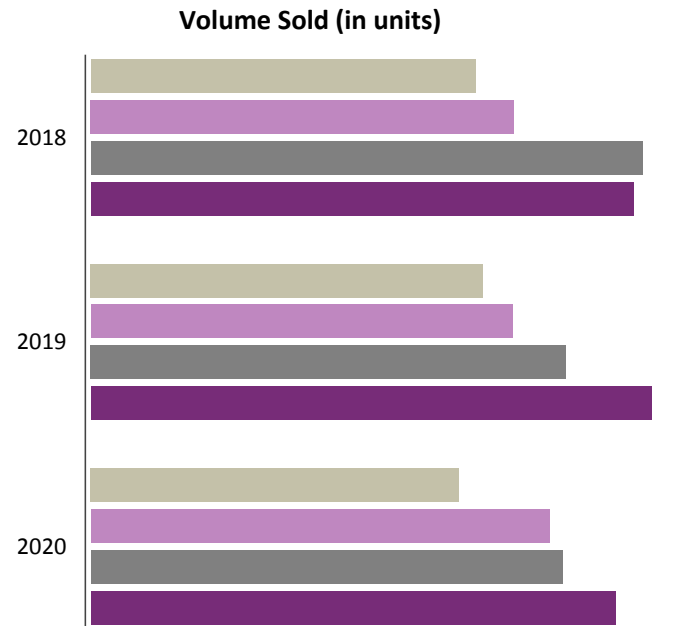
		2018	2019	2020
	Week 45	99,026	112,222	110,097
	Week 46	111,934	127,093	139,671
	Week 47	149,105	148,605	156,791
	Week 48	148,994	181,030	178,610
	Total	509,059	568,950	585,169

JUVENILE NON-FICTION: ALL MARKET



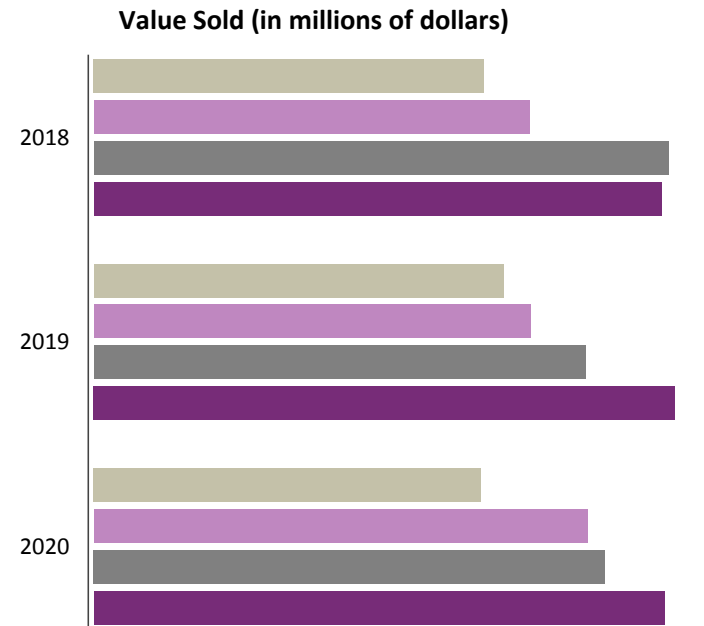
		2018	2019	2020
	Week 45	\$1,657,641	\$1,842,823	\$1,775,072
	Week 46	\$1,908,760	\$2,059,395	\$2,311,744
	Week 47	\$2,836,989	\$2,396,674	\$2,557,561
	Week 48	\$2,822,469	\$2,890,897	\$2,901,700
	Total	\$9,225,859	\$9,189,789	\$9,546,077

JUVENILE NON-FICTION: RING FENCE MARKET



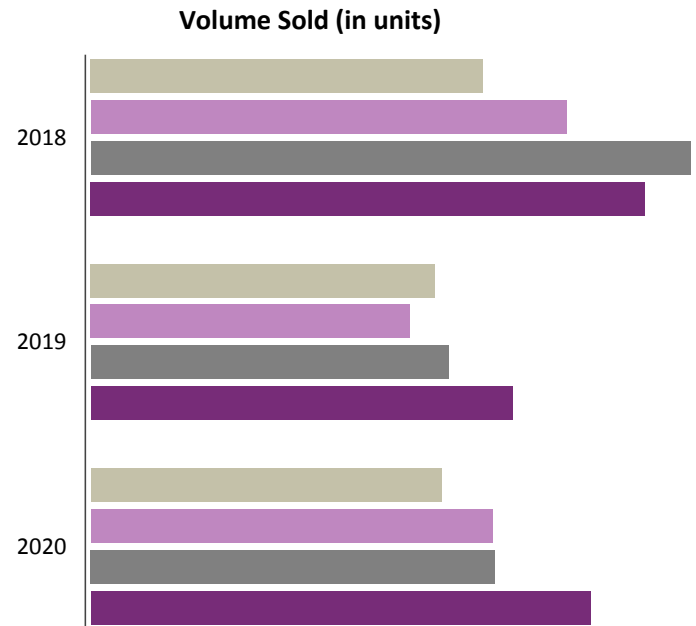
		2018	2019	2020
	Week 45	82,262	83,890	78,790
	Week 46	90,550	90,284	98,121
	Week 47	118,106	101,683	100,976
	Week 48	116,126	119,883	112,239
	Total	407,044	395,740	390,126

JUVENILE NON-FICTION: RING FENCE MARKET



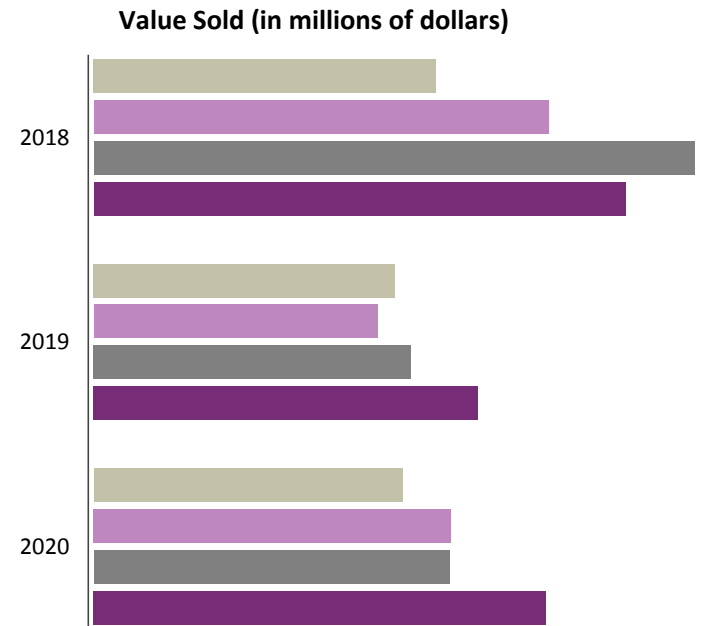
		2018	2019	2020
	Week 45	\$1,413,023	\$1,482,876	\$1,402,133
	Week 46	\$1,578,437	\$1,580,393	\$1,786,979
	Week 47	\$2,080,824	\$1,780,109	\$1,851,434
	Week 48	\$2,054,978	\$2,103,794	\$2,067,220
	Total	\$7,127,263	\$6,947,172	\$7,107,767

YOUNG ADULT: ALL MARKET



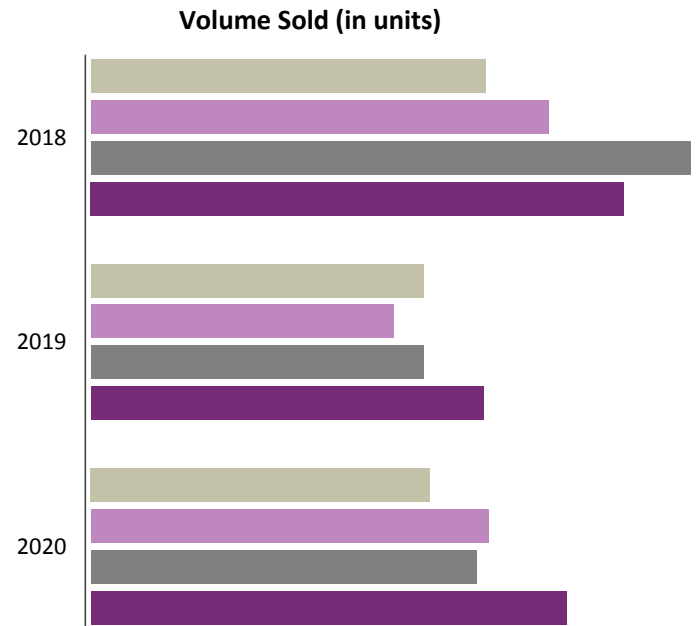
		2018	2019	2020
	Week 45	41,313	36,245	36,921
	Week 46	50,099	33,604	42,328
	Week 47	63,138	37,708	42,556
	Week 48	58,362	44,386	52,636
	Total	212,912	151,943	174,441

YOUNG ADULT: ALL MARKET



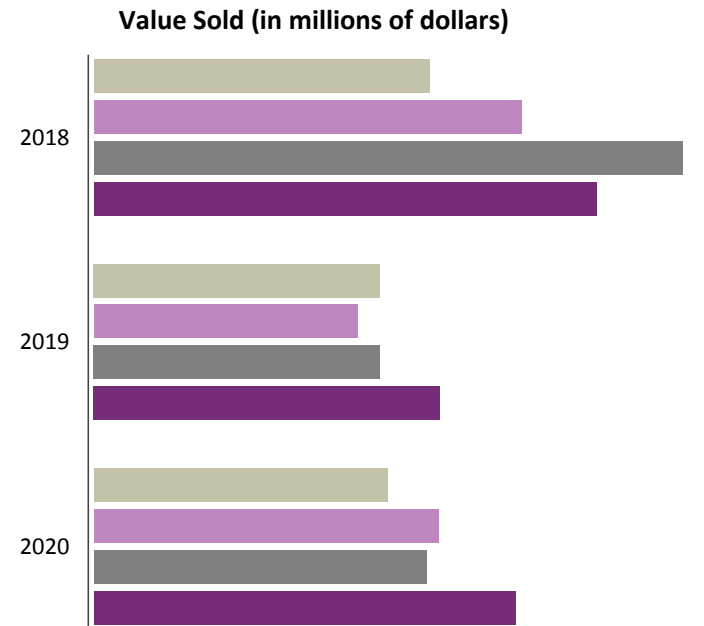
		2018	2019	2020
	Week 45	\$845,081	\$743,706	\$761,878
	Week 46	\$1,121,994	\$701,140	\$881,875
	Week 47	\$1,482,544	\$783,023	\$878,760
	Week 48	\$1,312,954	\$948,778	\$1,116,087
	Total	\$4,762,572	\$3,176,647	\$3,638,600

YOUNG ADULT: RING FENCE MARKET



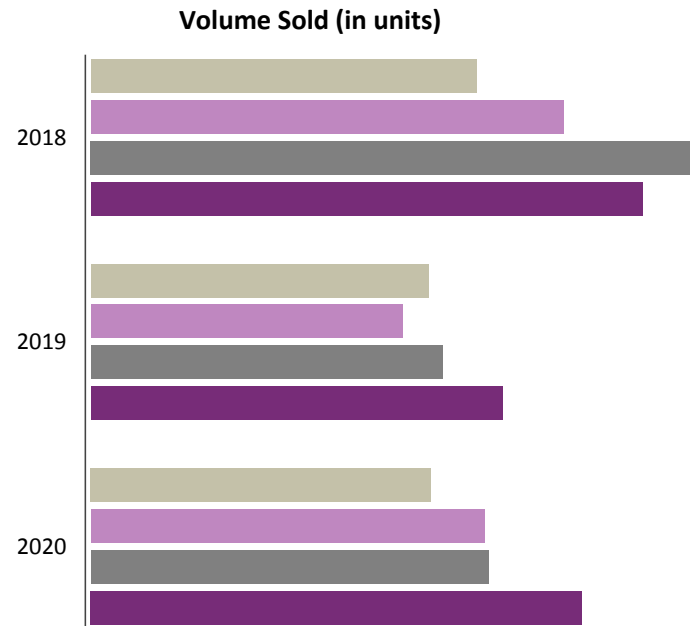
		2018	2019	2020
	Week 45	38,314	32,293	32,934
	Week 46	44,409	29,367	38,614
	Week 47	58,204	32,306	37,471
	Week 48	51,765	38,129	46,212
	Total	192,692	132,095	155,231

YOUNG ADULT: RING FENCE MARKET



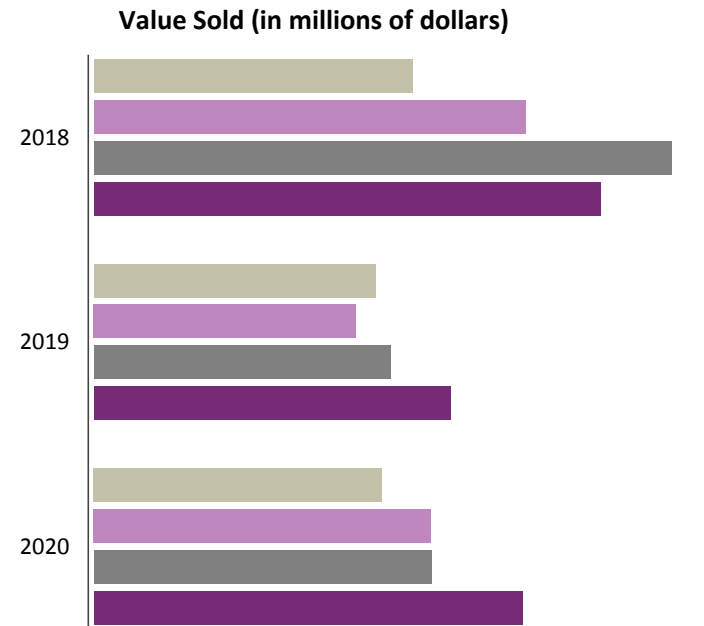
		2018	2019	2020
	Week 45	\$773,887	\$659,383	\$676,564
	Week 46	\$984,901	\$607,084	\$794,205
	Week 47	\$1,356,621	\$659,156	\$767,004
	Week 48	\$1,158,487	\$797,571	\$972,318
	Total	\$4,273,896	\$2,723,194	\$3,210,091

YOUNG ADULT FICTION: ALL MARKET



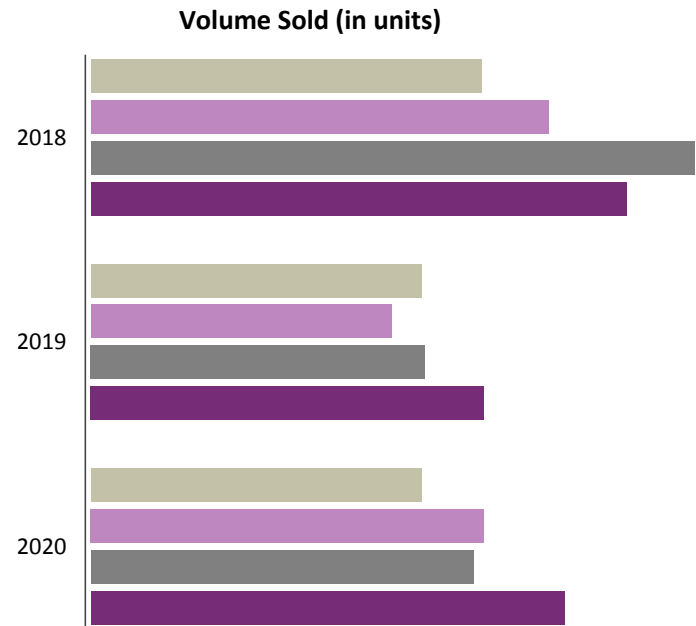
		2018	2019	2020
	Week 45	39,348	34,484	34,719
	Week 46	48,199	31,767	40,188
	Week 47	61,134	35,860	40,553
	Week 48	56,258	42,002	50,109
	Total	204,939	144,113	165,569

YOUNG ADULT FICTION: ALL MARKET



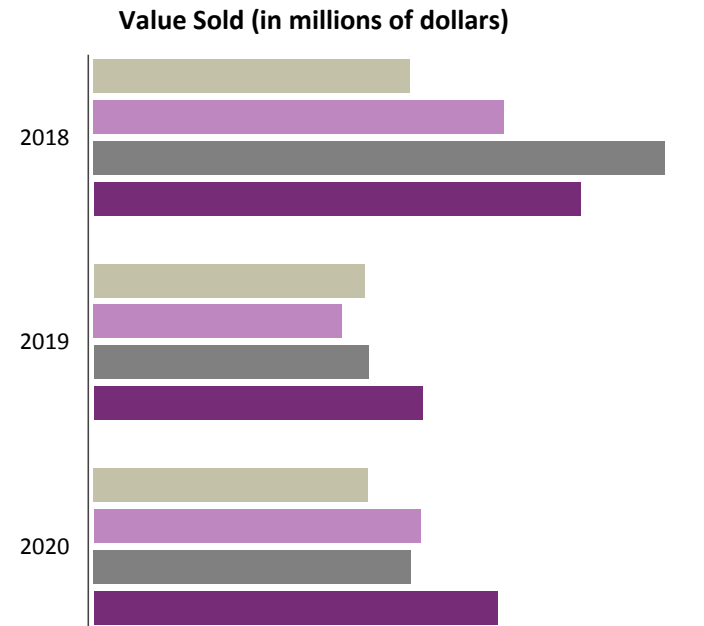
		2018	2019	2020
	Week 45	\$786,923	\$696,189	\$711,254
	Week 46	\$1,065,547	\$647,747	\$832,540
	Week 47	\$1,426,718	\$733,050	\$834,038
	Week 48	\$1,251,680	\$881,067	\$1,058,625
	Total	\$4,530,868	\$2,958,054	\$3,436,457

YOUNG ADULT FICTION: RING FENCE MARKET



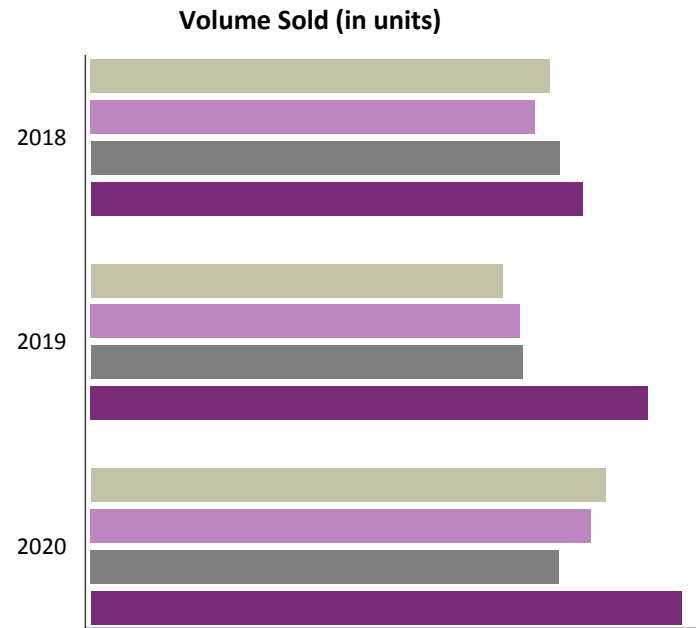
		2018	2019	2020
	Week 45	36,640	31,012	31,011
	Week 46	42,927	28,233	36,880
	Week 47	56,619	31,340	35,891
	Week 48	50,231	36,873	44,427
	Total	186,417	127,458	148,209

YOUNG ADULT FICTION: RING FENCE MARKET



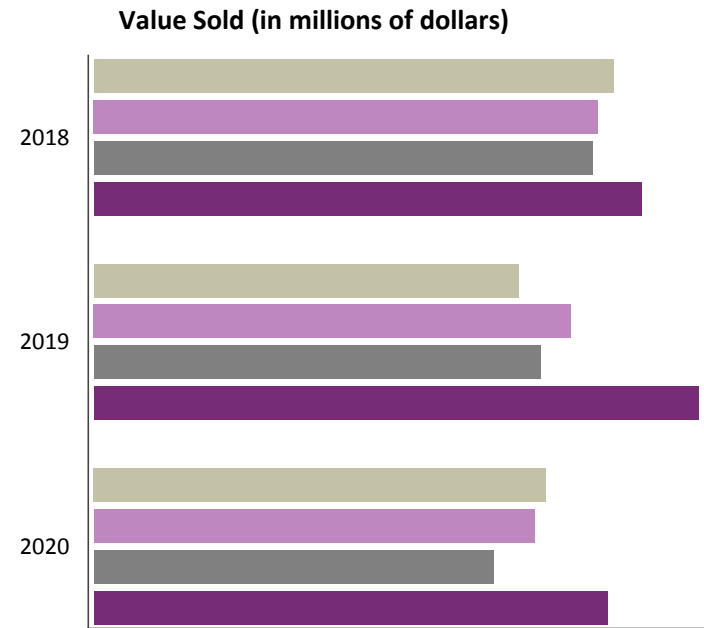
		2018	2019	2020
	Week 45	\$728,664	\$623,411	\$631,675
	Week 46	\$945,459	\$572,122	\$752,842
	Week 47	\$1,316,301	\$633,115	\$731,043
	Week 48	\$1,120,814	\$757,340	\$930,321
	Total	\$4,111,238	\$2,585,988	\$3,045,880

YOUNG ADULT NON-FICTION: ALL MARKET



	2018	2019	2020
Week 45	1,965	1,761	2,202
Week 46	1,900	1,837	2,140
Week 47	2,004	1,848	2,003
Week 48	2,104	2,384	2,527
Total	7,973	7,830	8,872

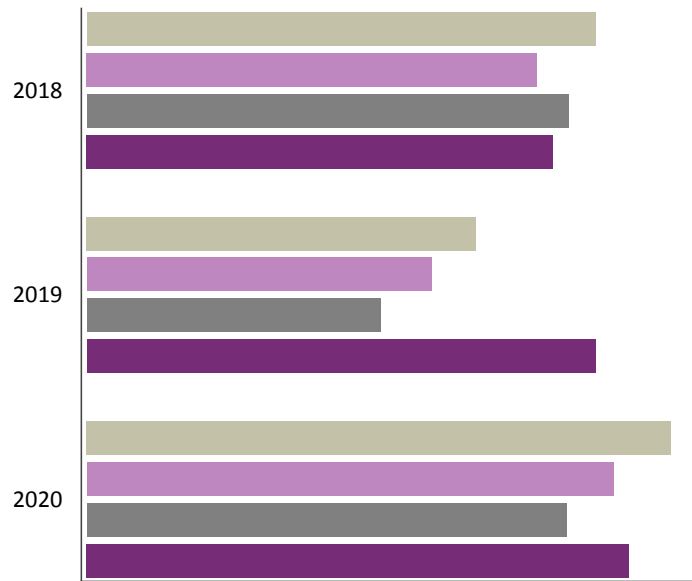
YOUNG ADULT NON-FICTION: ALL MARKET



	2018	2019	2020
Week 45	\$58,157	\$47,517	\$50,623
Week 46	\$56,446	\$53,393	\$49,335
Week 47	\$55,826	\$49,972	\$44,722
Week 48	\$61,274	\$67,710	\$57,462
Total	\$231,704	\$218,593	\$202,143

YOUNG ADULT NON-FICTION: RING FENCE MARKET

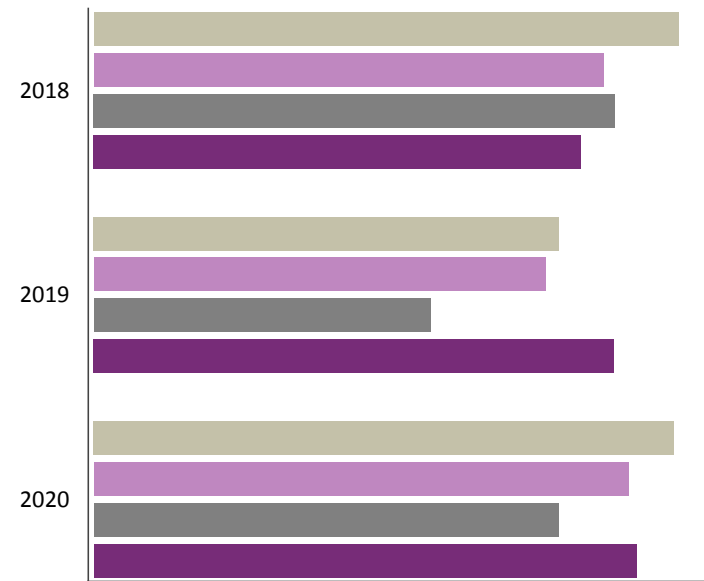
Volume Sold (in units)



	2018	2019	2020
Week 45	1,674	1,281	1,923
Week 46	1,482	1,134	1,734
Week 47	1,585	966	1,580
Week 48	1,534	1,256	1,785
Total	6,275	4,637	7,022

YOUNG ADULT NON-FICTION: RING FENCE MARKET

Value Sold (in millions of dollars)



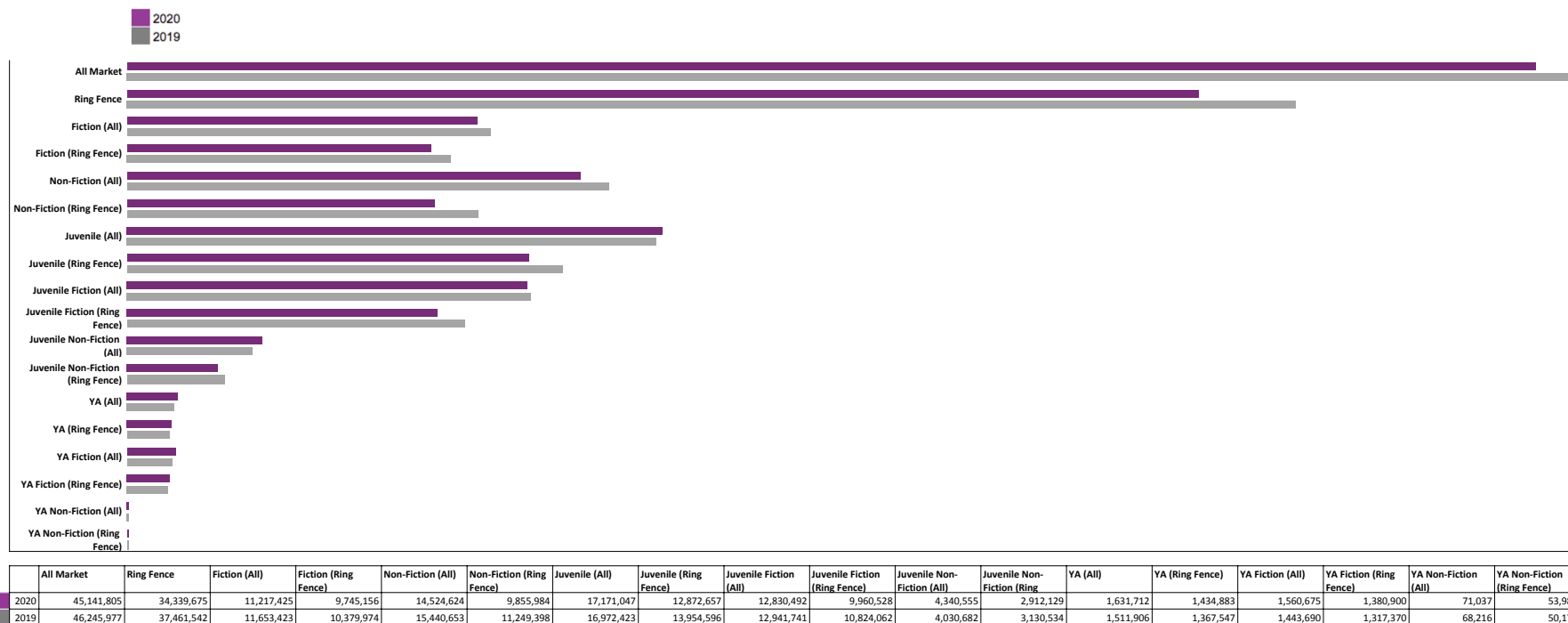
	2018	2019	2020
Week 45	\$45,223	\$35,972	\$44,889
Week 46	\$39,442	\$34,962	\$41,364
Week 47	\$40,320	\$26,041	\$35,961
Week 48	\$37,673	\$40,231	\$41,997
Total	\$162,659	\$137,205	\$164,211

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 48	2019-12-01	2020-11-29

Volume Sold Year-to-Date

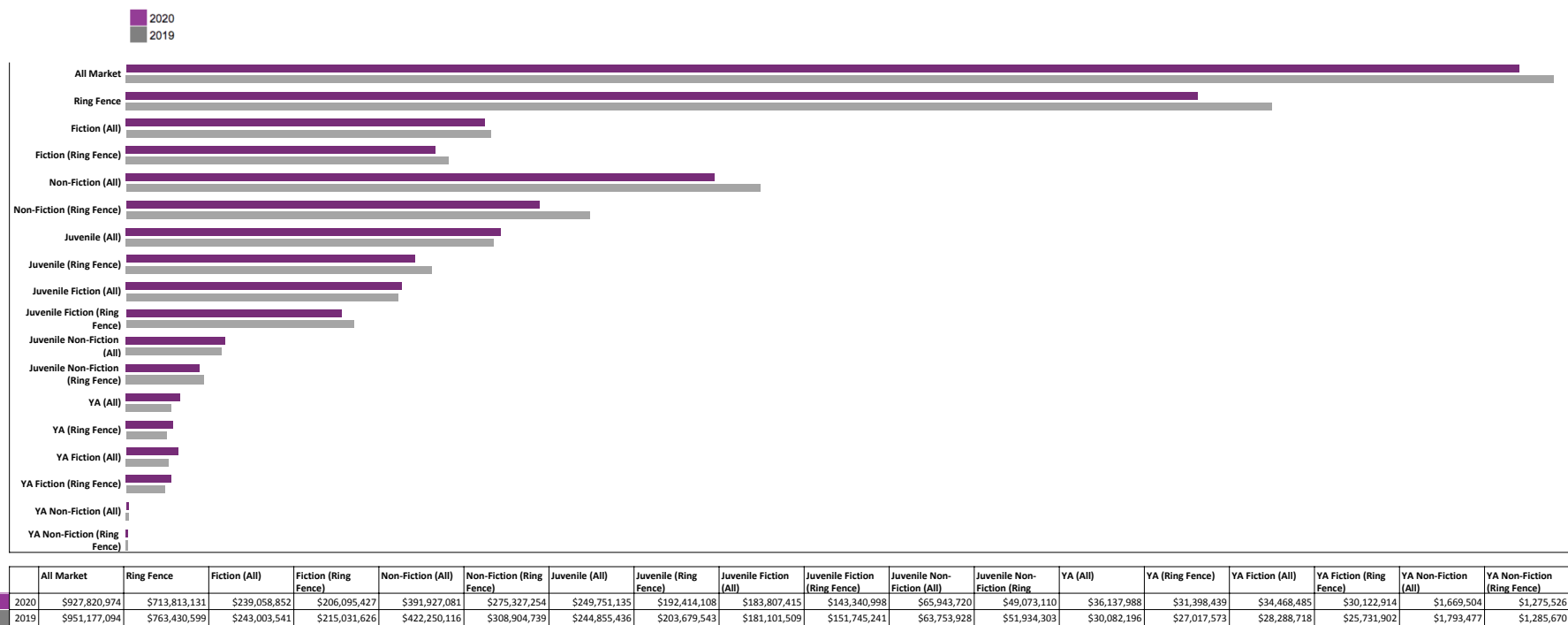


YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 48	2019-12-01	2020-11-29

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