



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

1.2021

December SalesData
Market Report



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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 December 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:

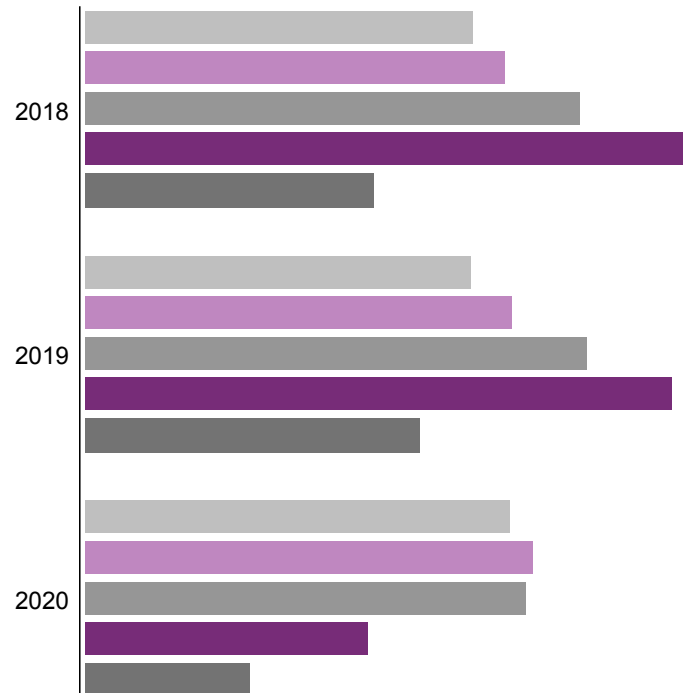
	2018	2019	2020
Week 49	2018-12-02	2019-12-01	2020-12-06
Week 50	2018-12-09	2019-12-08	2020-12-13
Week 51	2018-12-16	2019-12-15	2020-12-20
Week 52	2018-12-23	2019-12-22	2020-12-27
Week 53	2018-12-30	2019-12-29	2021-01-03

Note:

Christmas occurred in Week 52 in 2018, Week 52 in 2019, and Week 51 in 2020.

ALL MARKET

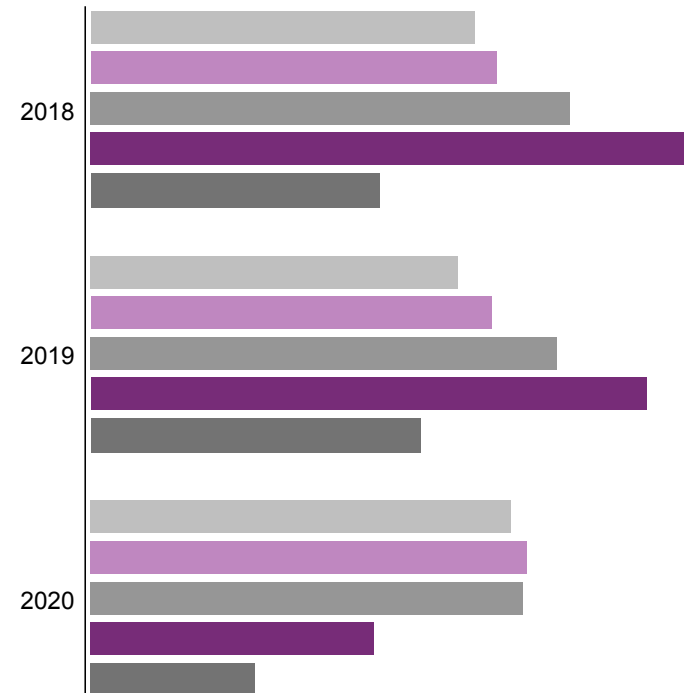
Volume Sold (in units)



	2018	2019	2020
Week 49	1,738,967	1,728,642	1,902,926
Week 50	1,881,078	1,911,205	2,005,365
Week 51	2,217,262	2,247,362	1,976,176
Week 52	2,683,498	2,630,252	1,265,708
Week 53	1,295,786	1,500,489	737,464
Total	9,816,591	10,017,950	7,887,639

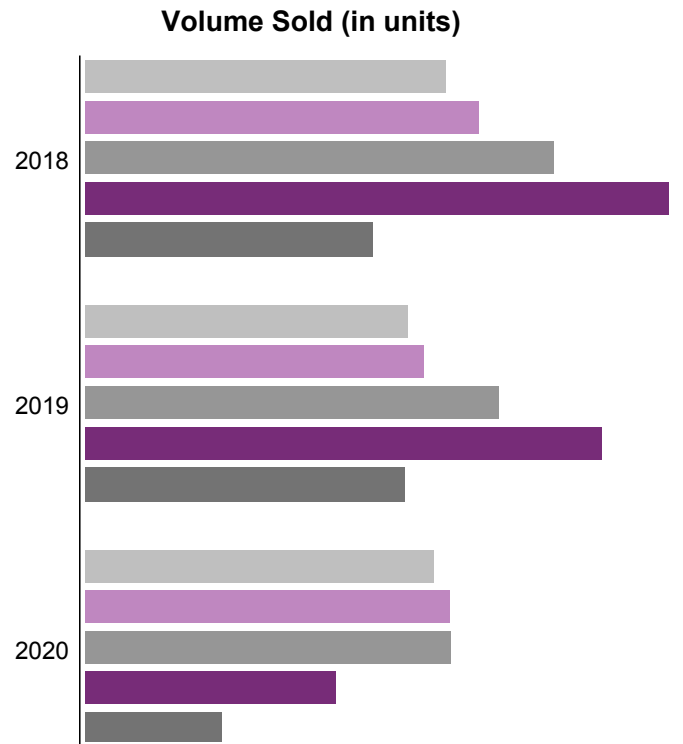
ALL MARKET

Value Sold (in millions of dollars)



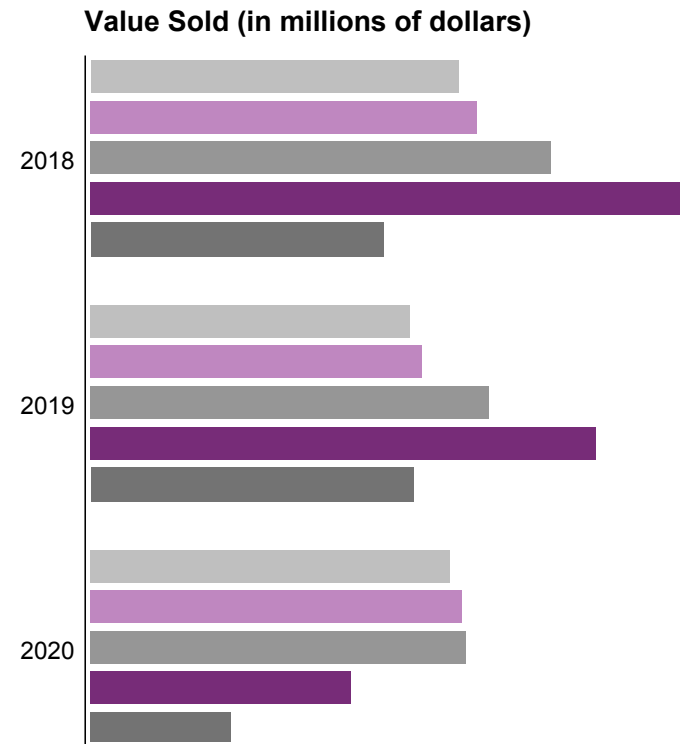
	2018	2019	2020
Week 49	\$38,887,986	\$37,193,277	\$42,598,291
Week 50	\$41,132,049	\$40,631,980	\$44,187,398
Week 51	\$48,572,530	\$47,228,826	\$43,825,988
Week 52	\$60,128,734	\$56,325,876	\$28,731,236
Week 53	\$29,258,704	\$33,437,127	\$16,640,510
Total	\$217,980,003	\$214,817,086	\$175,983,422

RING FENCE MARKET



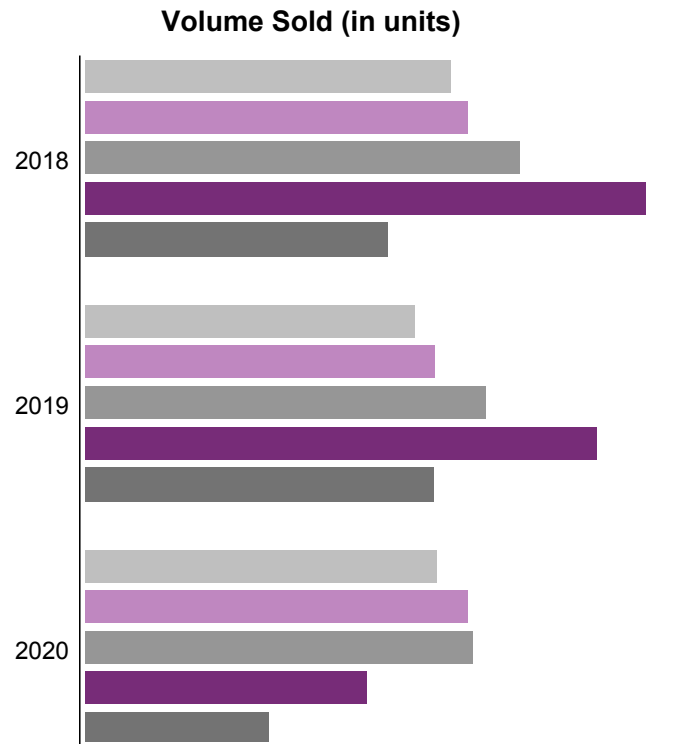
	2018	2019	2020
Week 49	1,439,139	1,286,994	1,390,825
Week 50	1,569,037	1,350,231	1,454,878
Week 51	1,867,313	1,648,262	1,458,805
Week 52	2,327,891	2,059,263	997,808
Week 53	1,145,400	1,274,825	545,635
Total	8,348,780	7,619,575	5,847,951

RING FENCE MARKET



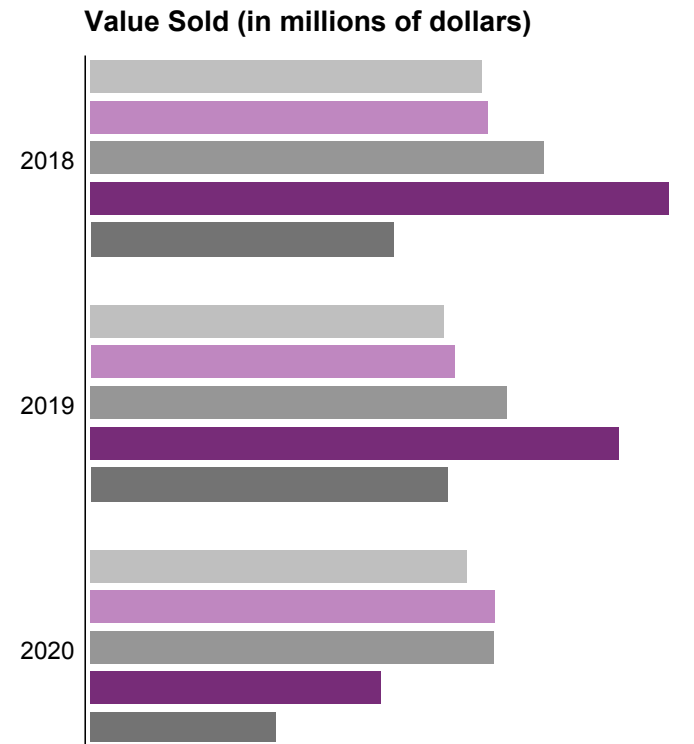
	2018	2019	2020
Week 49	\$31,772,606	\$28,135,290	\$31,616,163
Week 50	\$34,037,067	\$29,182,050	\$32,697,827
Week 51	\$40,543,106	\$35,050,229	\$33,061,433
Week 52	\$51,878,184	\$44,511,822	\$22,932,584
Week 53	\$25,785,794	\$28,436,845	\$12,365,420
Total	\$184,016,757	\$165,316,236	\$132,673,427

FICTION: ALL MARKET



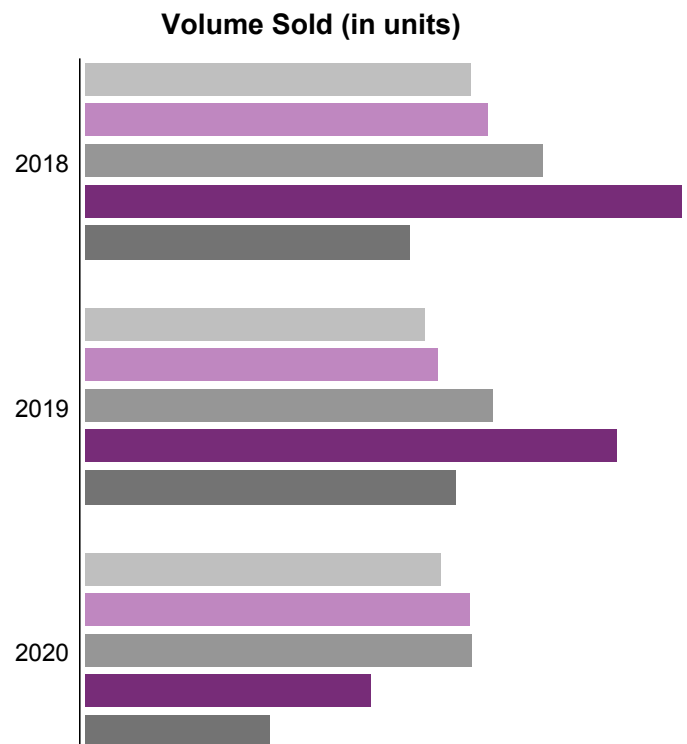
	2018	2019	2020
Week 49	364,564	328,502	350,805
Week 50	381,316	348,217	381,650
Week 51	432,628	399,709	386,518
Week 52	558,410	510,090	280,553
Week 53	301,313	346,994	183,244
Total	2,038,231	1,933,512	1,582,770

FICTION: ALL MARKET



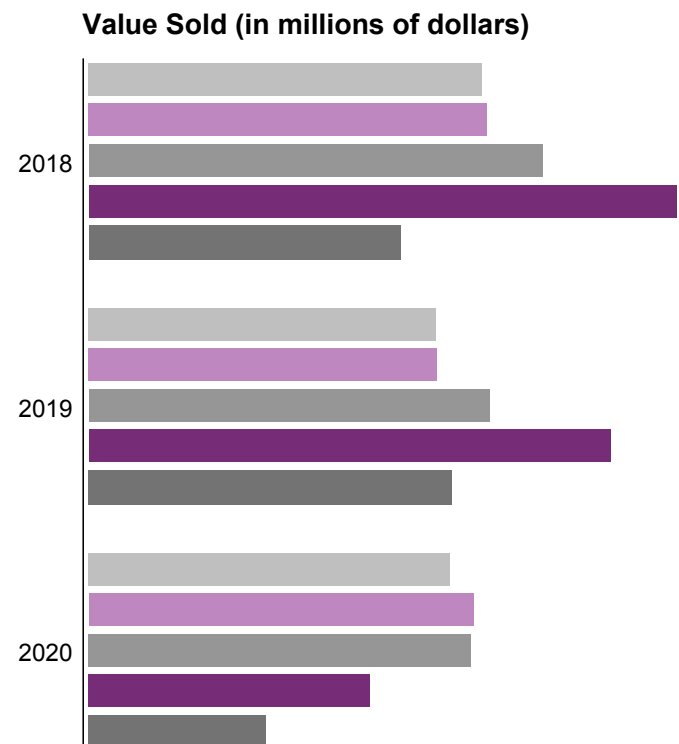
	2018	2019	2020
Week 49	\$8,454,395	\$7,632,797	\$8,133,850
Week 50	\$8,585,663	\$7,854,631	\$8,728,047
Week 51	\$9,790,951	\$8,991,250	\$8,716,173
Week 52	\$12,490,300	\$11,416,699	\$6,263,616
Week 53	\$6,542,714	\$7,703,468	\$3,996,197
Total	\$45,864,023	\$43,598,845	\$35,837,883

FICTION: RING FENCE MARKET



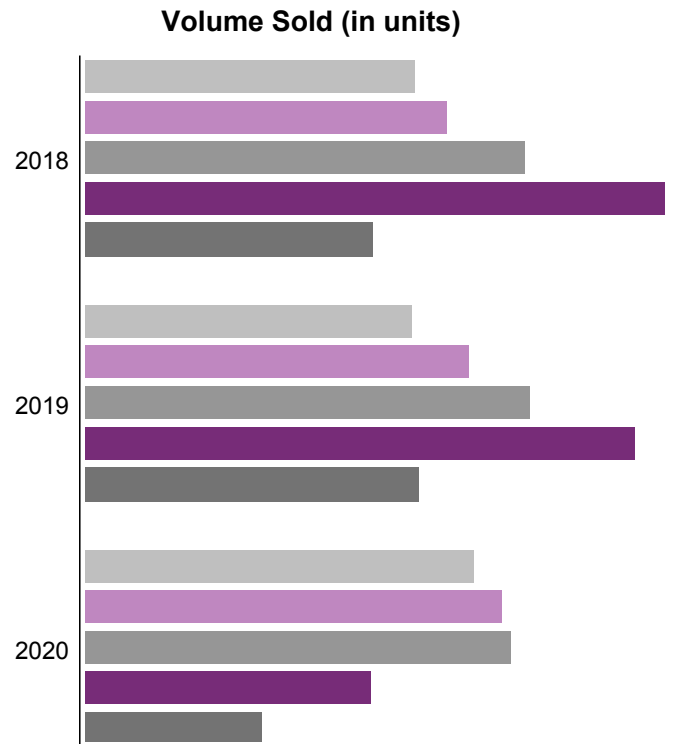
	2018	2019	2020
Week 49	326,623	287,755	301,229
Week 50	341,416	298,982	325,690
Week 51	387,744	345,434	327,452
Week 52	505,441	450,218	241,810
Week 53	275,181	313,515	156,635
Total	1,836,405	1,695,904	1,352,816

FICTION: RING FENCE MARKET



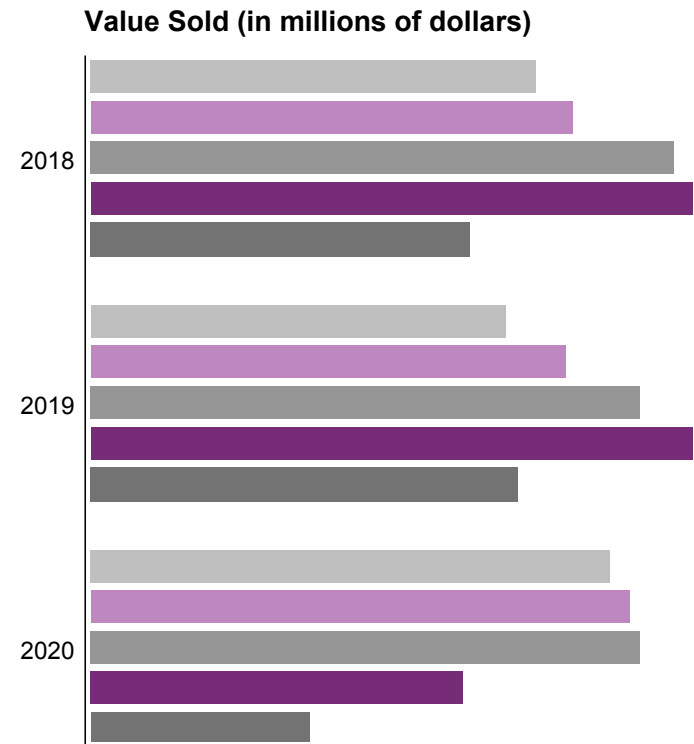
	2018	2019	2020
Week 49	\$7,519,305	\$6,632,825	\$6,902,750
Week 50	\$7,605,281	\$6,651,218	\$7,355,057
Week 51	\$8,673,716	\$7,659,745	\$7,301,644
Week 52	\$11,228,047	\$9,967,236	\$5,379,311
Week 53	\$5,959,745	\$6,943,051	\$3,382,450
Total	\$40,986,094	\$37,854,075	\$30,321,211

NON-FICTION: ALL MARKET



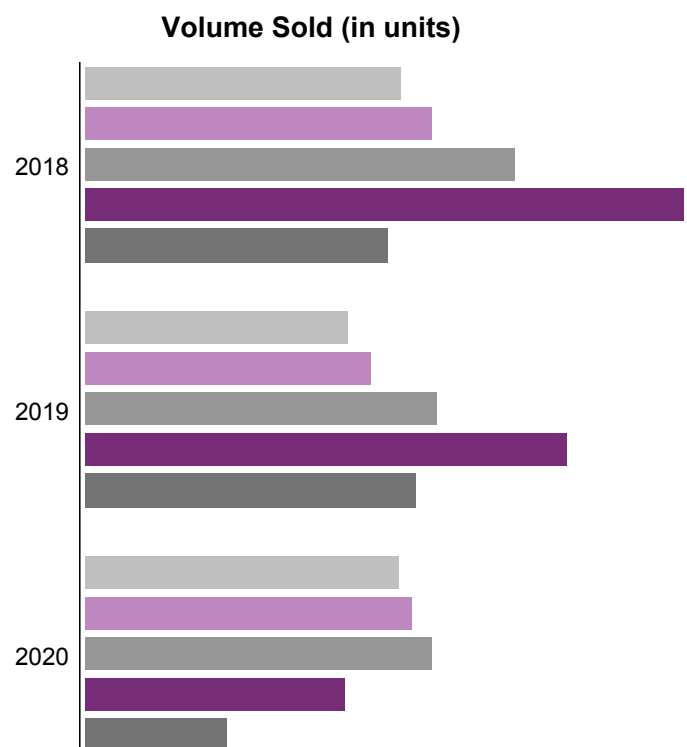
	2018	2019	2020
Week 49	601,342	597,241	710,125
Week 50	660,222	700,521	761,496
Week 51	803,301	812,644	777,042
Week 52	1,058,258	1,003,450	522,651
Week 53	526,110	610,223	322,054
Total	3,649,233	3,724,079	3,093,368

NON-FICTION: ALL MARKET



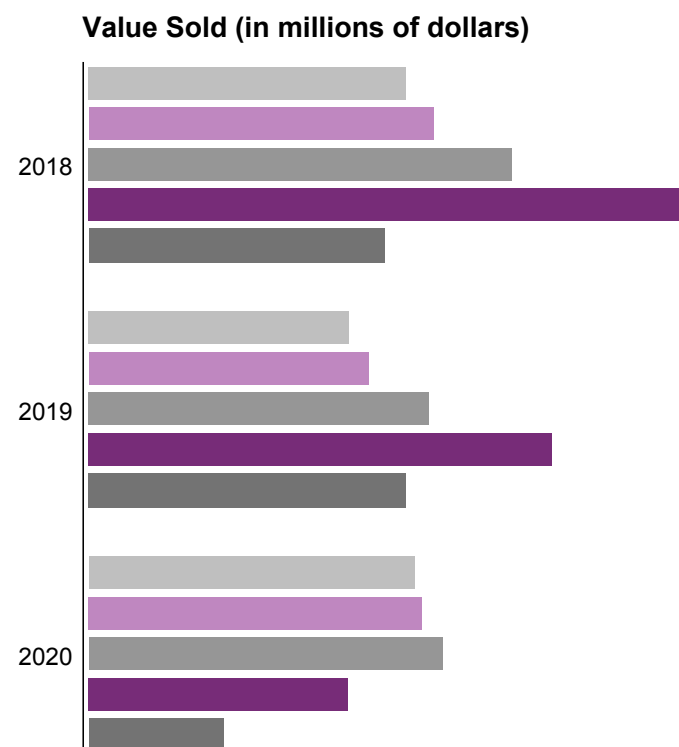
	2018	2019	2020
Week 49	\$17,763,471	\$16,535,885	\$20,711,195
Week 50	\$19,208,683	\$18,930,681	\$21,476,202
Week 51	\$23,253,311	\$21,897,459	\$21,900,843
Week 52	\$30,775,211	\$27,321,063	\$14,843,947
Week 53	\$15,120,395	\$17,031,237	\$8,730,514
Total	\$106,121,072	\$101,716,324	\$87,662,700

NON-FICTION: RING FENCE MARKET



	2018	2019	2020
Week 49	471,284	392,088	468,314
Week 50	518,667	427,322	487,480
Week 51	642,054	525,981	518,503
Week 52	895,301	719,733	388,635
Week 53	452,174	494,296	210,965
Total	2,979,480	2,559,420	2,073,897

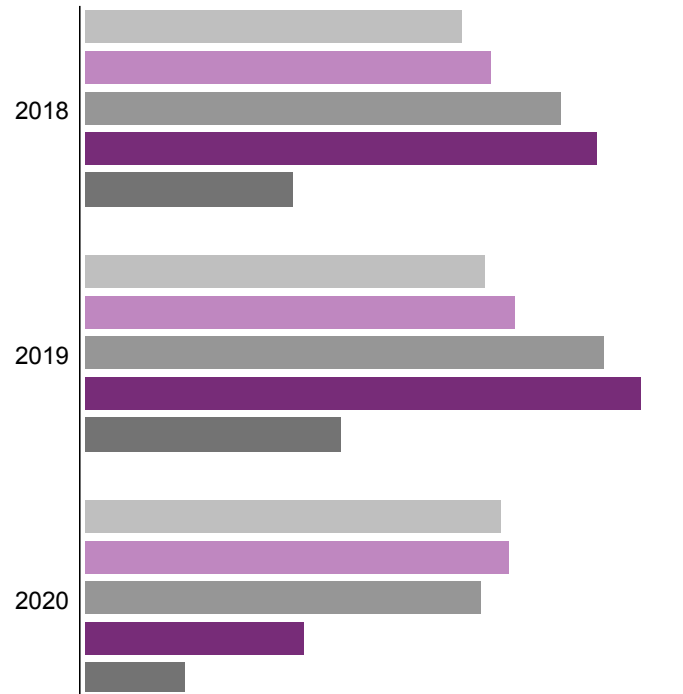
NON-FICTION: RING FENCE MARKET



	2018	2019	2020
Week 49	\$13,964,947	\$11,452,368	\$14,341,058
Week 50	\$15,188,302	\$12,324,148	\$14,673,724
Week 51	\$18,623,016	\$14,991,129	\$15,580,998
Week 52	\$25,989,270	\$20,408,310	\$11,429,123
Week 53	\$13,018,579	\$13,975,256	\$5,939,666
Total	\$86,784,114	\$73,151,211	\$61,964,569

JUVENILE: ALL MARKET

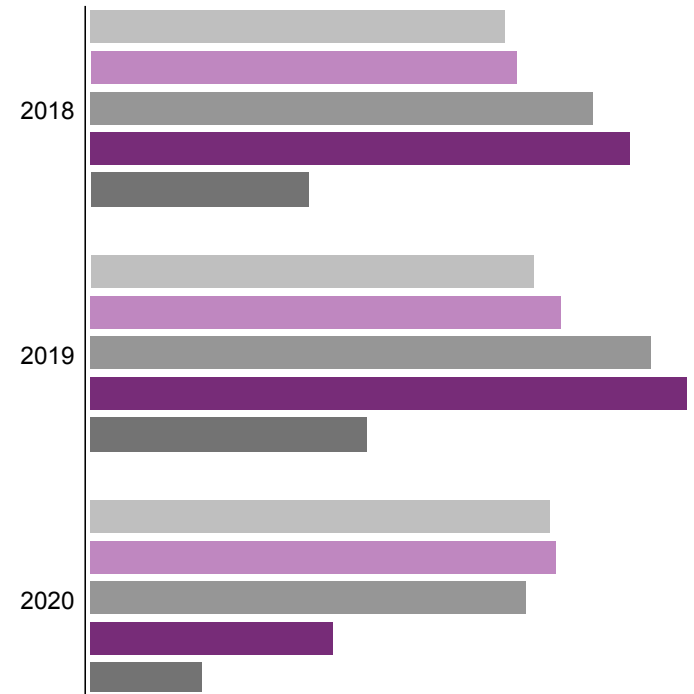
Volume Sold (in units)



	2018	2019	2020
Week 49	687,282	730,718	758,910
Week 50	740,507	784,862	773,295
Week 51	868,341	948,211	722,970
Week 52	935,115	1,015,377	400,097
Week 53	378,307	466,895	181,604
Total	3,609,552	3,946,063	2,836,876

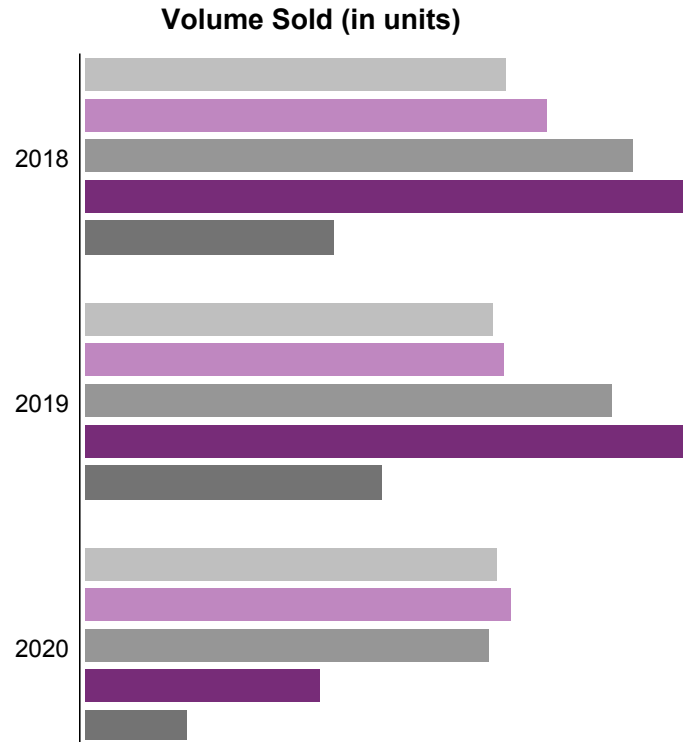
JUVENILE: ALL MARKET

Value Sold (in millions of dollars)



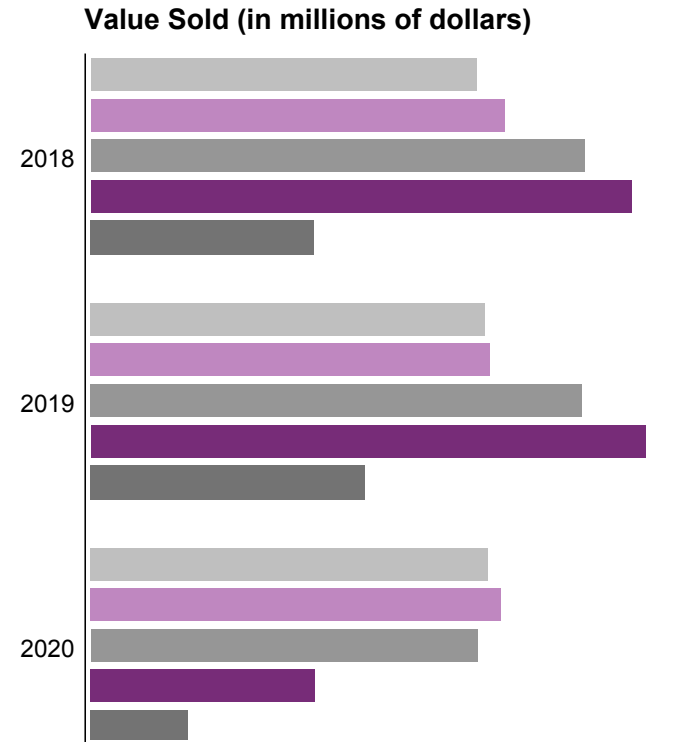
	2018	2019	2020
Week 49	\$10,867,893	\$11,619,246	\$12,062,224
Week 50	\$11,179,281	\$12,340,241	\$12,210,807
Week 51	\$13,181,850	\$14,700,026	\$11,422,923
Week 52	\$14,149,971	\$15,648,191	\$6,366,742
Week 53	\$5,715,785	\$7,246,734	\$2,920,476
Total	\$55,094,780	\$61,554,437	\$44,983,173

JUVENILE: RING FENCE MARKET



		2018	2019	2020
	Week 49	566,457	548,688	554,257
	Week 50	621,572	563,782	572,725
	Week 51	736,132	708,870	542,479
	Week 52	808,442	806,865	315,531
	Week 53	334,351	398,448	136,177
	Total	3,066,954	3,026,653	2,121,169

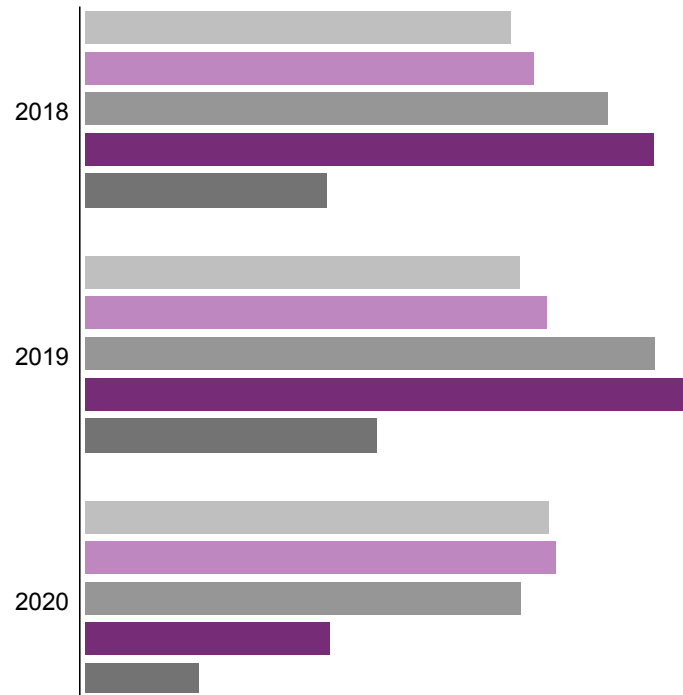
JUVENILE: RING FENCE MARKET



		2018	2019	2020
	Week 49	\$8,715,081	\$8,903,133	\$8,977,492
	Week 50	\$9,353,153	\$9,023,872	\$9,266,752
	Week 51	\$11,159,152	\$11,101,640	\$8,743,812
	Week 52	\$12,217,450	\$12,535,840	\$5,061,325
	Week 53	\$5,048,214	\$6,200,805	\$2,197,847
	Total	\$46,493,049	\$47,765,291	\$34,247,229

JUVENILE FICTION: ALL MARKET

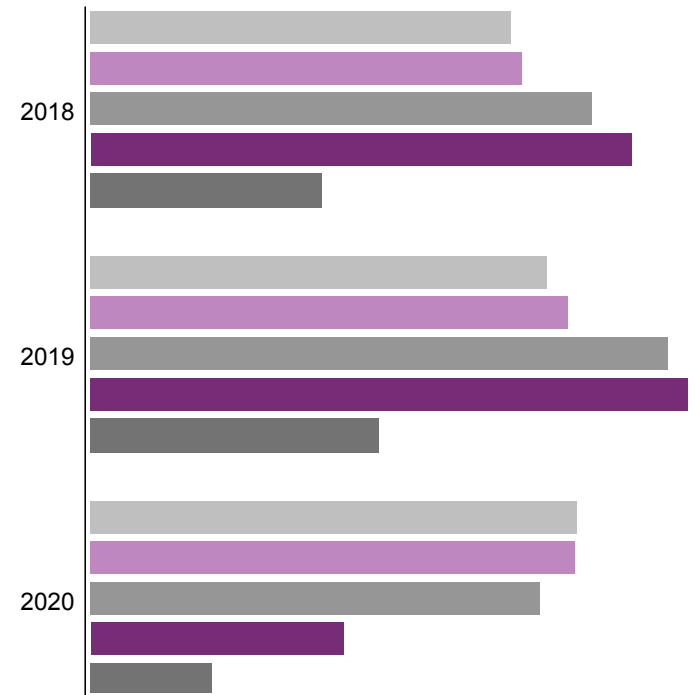
Volume Sold (in units)



	2018	2019	2020
Week 49	537,047	548,999	585,241
Week 50	566,899	582,376	593,967
Week 51	659,558	718,474	550,190
Week 52	717,662	758,919	309,119
Week 53	304,476	367,525	143,641
Total	2,785,642	2,976,293	2,182,158

JUVENILE FICTION: ALL MARKET

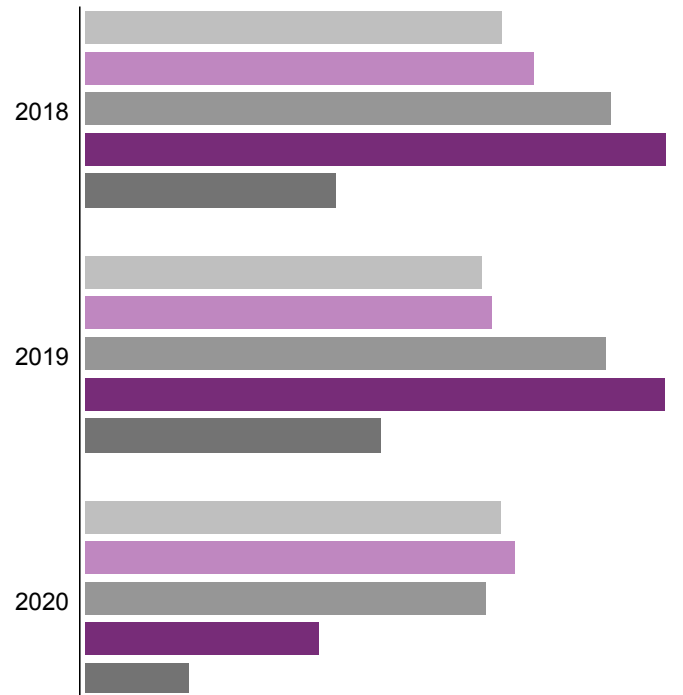
Value Sold (in millions of dollars)



	2018	2019	2020
Week 49	\$8,035,924	\$8,723,725	\$9,290,306
Week 50	\$8,240,880	\$9,117,970	\$9,247,905
Week 51	\$9,579,612	\$11,027,655	\$8,588,722
Week 52	\$10,331,793	\$11,412,900	\$4,830,733
Week 53	\$4,418,563	\$5,509,675	\$2,320,010
Total	\$40,606,771	\$45,791,924	\$34,277,676

JUVENILE FICTION: RING FENCE MARKET

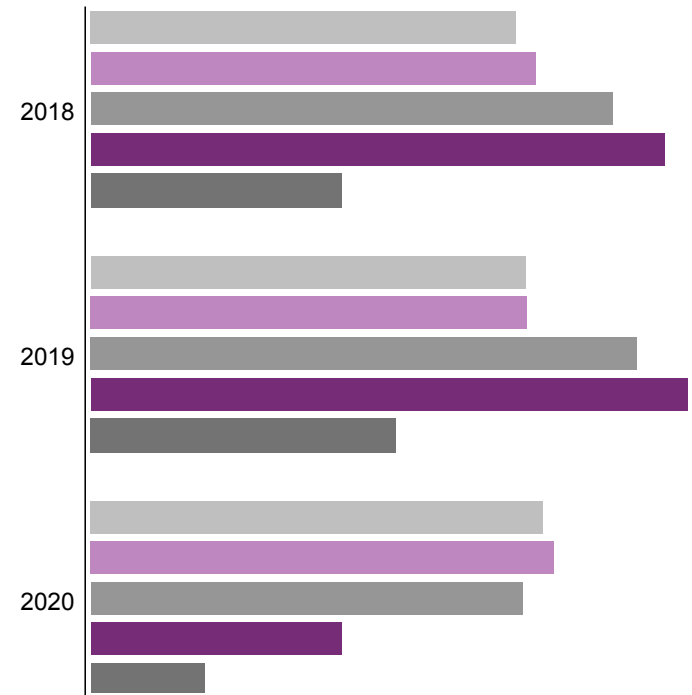
Volume Sold (in units)



	2018	2019	2020
Week 49	449,371	428,260	449,060
Week 50	484,487	439,044	463,269
Week 51	567,454	562,491	432,960
Week 52	626,632	625,561	251,996
Week 53	270,954	318,830	112,149
Total	2,398,898	2,374,186	1,709,434

JUVENILE FICTION: RING FENCE MARKET

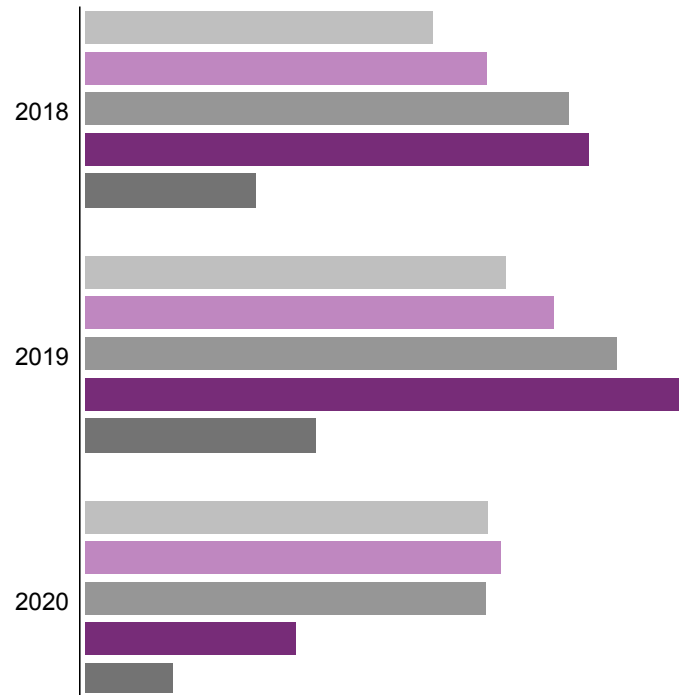
Value Sold (in millions of dollars)



	2018	2019	2020
Week 49	\$6,645,267	\$6,791,595	\$7,064,289
Week 50	\$6,946,713	\$6,815,008	\$7,235,984
Week 51	\$8,151,490	\$8,530,239	\$6,744,262
Week 52	\$8,958,277	\$9,317,474	\$3,917,716
Week 53	\$3,917,964	\$4,766,194	\$1,779,072
Total	\$34,619,712	\$36,220,510	\$26,741,323

JUVENILE NON-FICTION: ALL MARKET

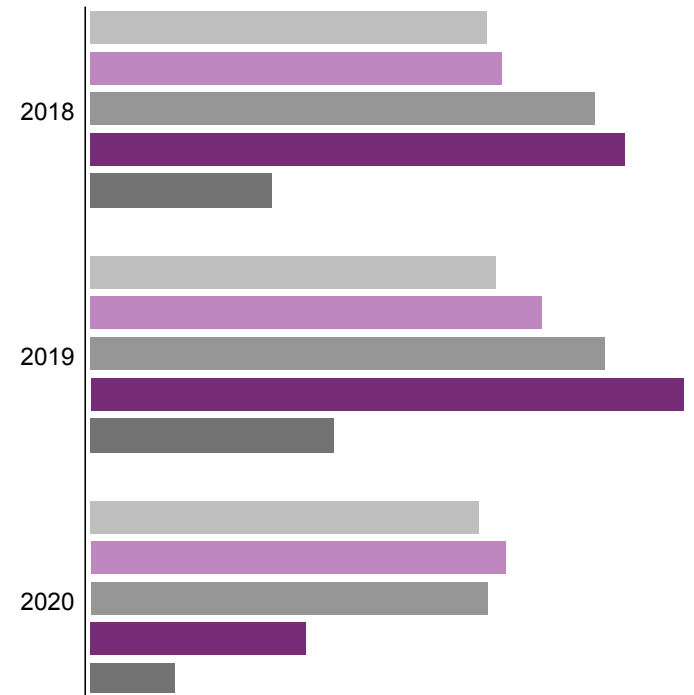
Volume Sold (in units)



	2018	2019	2020
Week 49	150,235	181,719	173,669
Week 50	173,608	202,486	179,328
Week 51	208,783	229,737	172,780
Week 52	217,453	256,458	90,978
Week 53	73,831	99,370	37,963
Total	823,910	969,770	654,718

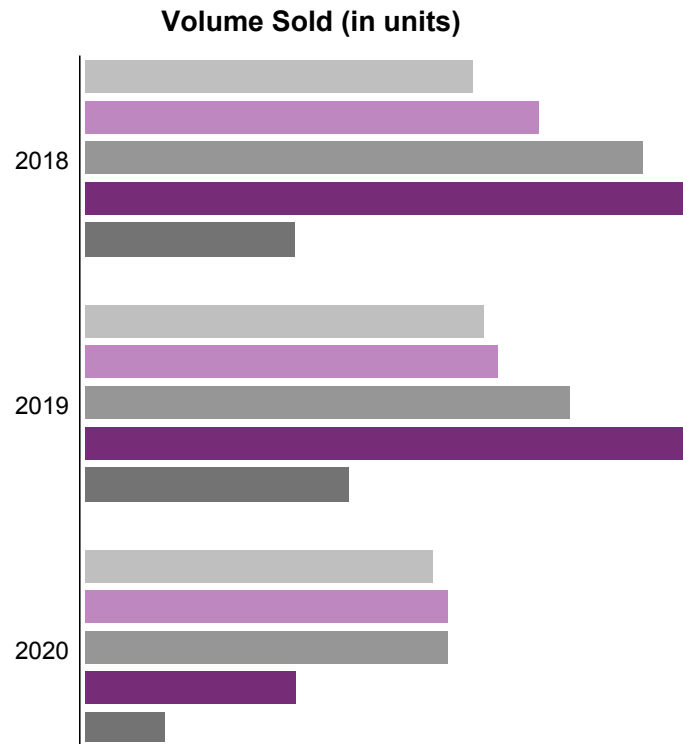
JUVENILE NON-FICTION: ALL MARKET

Value Sold (in millions of dollars)



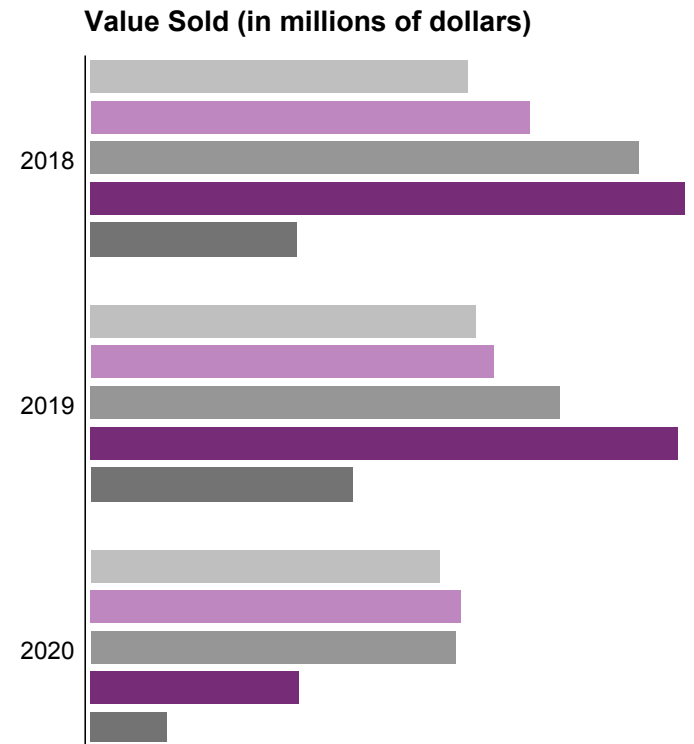
	2018	2019	2020
Week 49	\$2,831,969	\$2,895,521	\$2,771,918
Week 50	\$2,938,402	\$3,222,272	\$2,962,903
Week 51	\$3,602,238	\$3,672,371	\$2,834,201
Week 52	\$3,818,179	\$4,235,290	\$1,536,009
Week 53	\$1,297,222	\$1,737,059	\$600,466
Total	\$14,488,009	\$15,762,512	\$10,705,497

JUVENILE NON-FICTION: RING FENCE MARKET



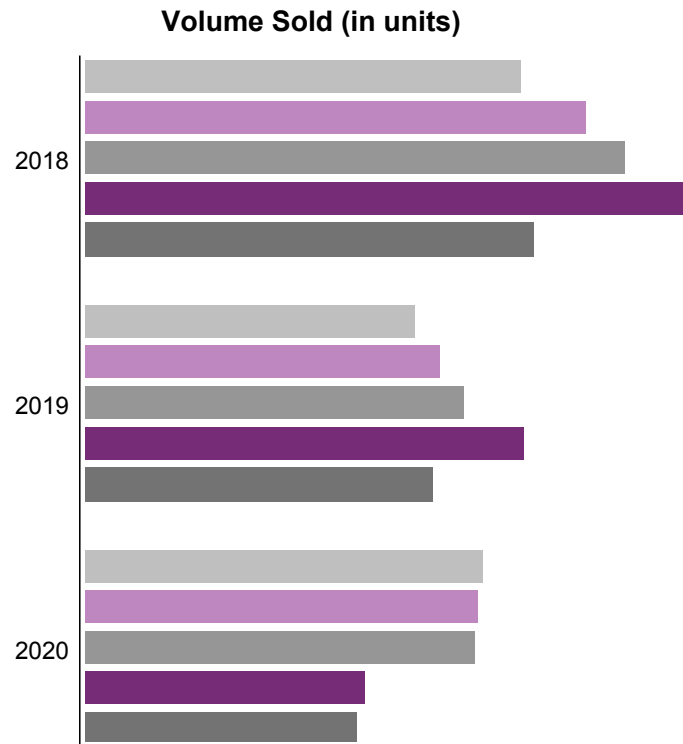
	2018	2019	2020
Week 49	117,086	120,428	105,197
Week 50	137,085	124,738	109,456
Week 51	168,678	146,379	109,519
Week 52	181,810	181,304	63,535
Week 53	63,397	79,618	24,028
Total	668,056	652,467	411,735

JUVENILE NON-FICTION: RING FENCE MARKET



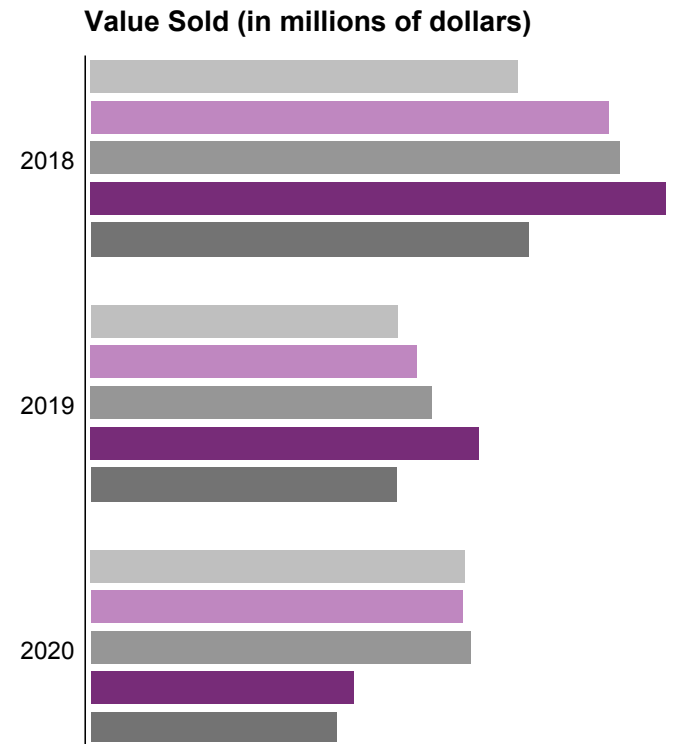
	2018	2019	2020
Week 49	\$2,069,814	\$2,111,538	\$1,913,203
Week 50	\$2,406,439	\$2,208,864	\$2,030,768
Week 51	\$3,007,662	\$2,571,402	\$1,999,550
Week 52	\$3,259,173	\$3,218,366	\$1,143,609
Week 53	\$1,130,249	\$1,434,611	\$418,776
Total	\$11,873,337	\$11,544,781	\$7,505,906

YOUNG ADULT: ALL MARKET



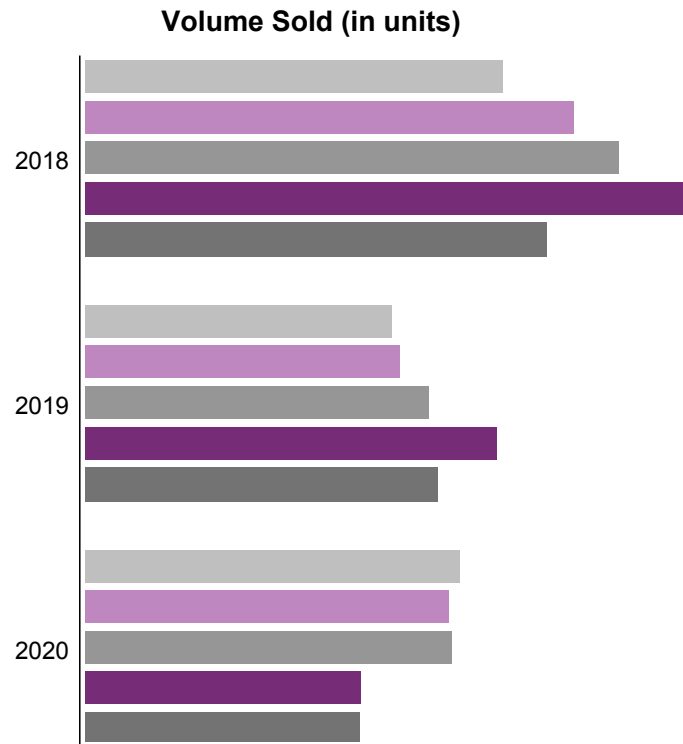
	2018	2019	2020
Week 49	58,581	44,407	53,473
Week 50	67,415	47,689	52,866
Week 51	72,541	50,910	52,438
Week 52	80,694	59,046	37,600
Week 53	60,385	46,827	36,499
Total	339,616	248,879	232,876

YOUNG ADULT: ALL MARKET



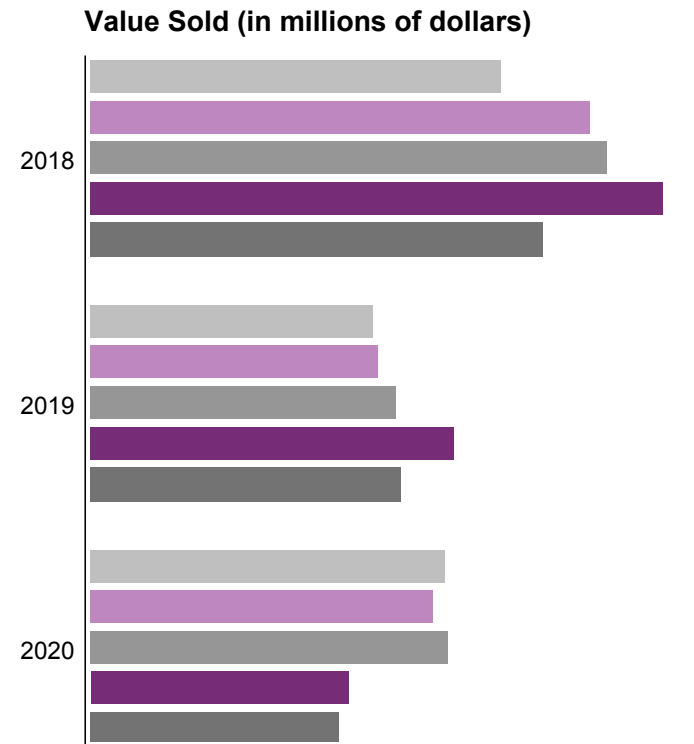
	2018	2019	2020
Week 49	\$1,314,077	\$942,868	\$1,150,755
Week 50	\$1,591,630	\$1,002,063	\$1,143,005
Week 51	\$1,627,355	\$1,048,515	\$1,167,592
Week 52	\$1,768,934	\$1,193,248	\$808,090
Week 53	\$1,345,748	\$939,745	\$755,876
Total	\$7,647,743	\$5,126,439	\$5,025,318

YOUNG ADULT: RING FENCE MARKET



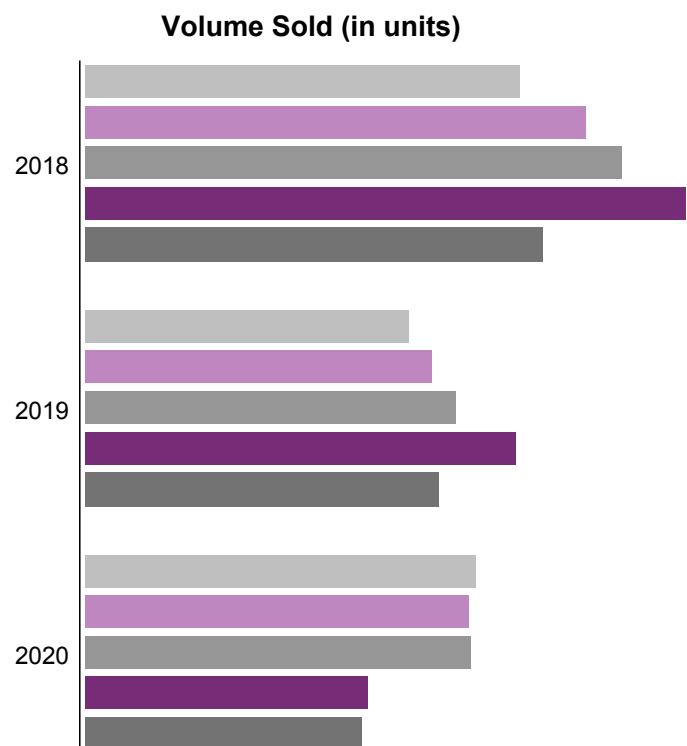
	2018	2019	2020
Week 49	51,981	38,204	46,690
Week 50	60,863	39,224	45,327
Week 51	66,418	42,813	45,651
Week 52	74,599	51,279	34,285
Week 53	57,549	43,961	34,180
Total	311,410	215,481	206,133

YOUNG ADULT: RING FENCE MARKET



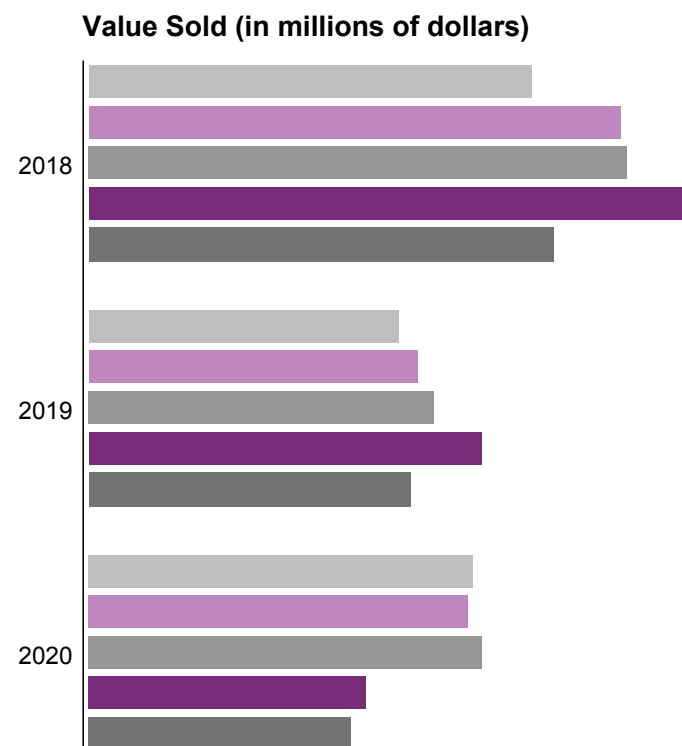
	2018	2019	2020
Week 49	\$1,159,656	\$797,058	\$1,001,342
Week 50	\$1,410,112	\$811,378	\$966,268
Week 51	\$1,458,033	\$861,904	\$1,009,941
Week 52	\$1,616,790	\$1,025,517	\$728,277
Week 53	\$1,277,335	\$876,467	\$701,862
Total	\$6,921,927	\$4,372,324	\$4,407,689

YOUNG ADULT FICTION: ALL MARKET



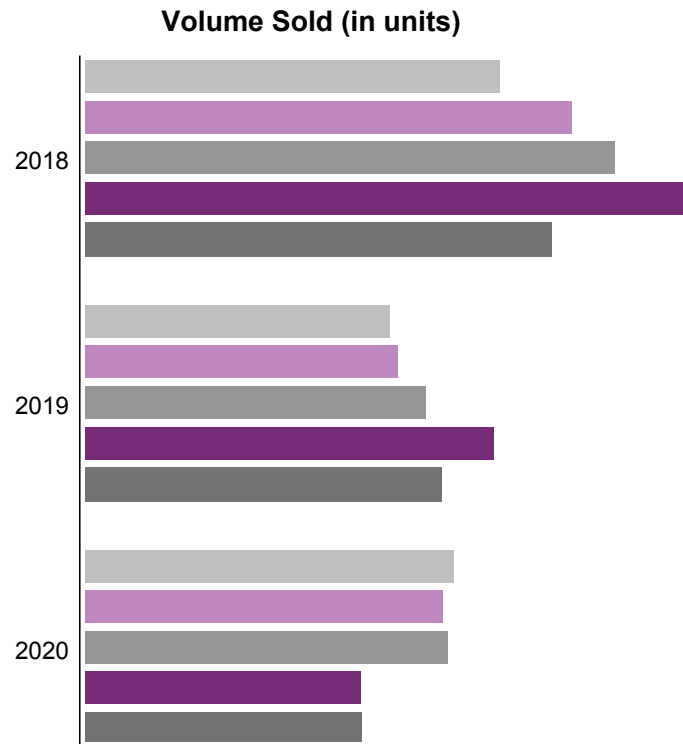
	2018	2019	2020
Week 49	56,320	41,984	50,637
Week 50	64,892	44,845	49,740
Week 51	69,538	48,055	49,966
Week 52	77,871	55,829	36,557
Week 53	59,262	45,797	35,791
Total	327,883	236,510	222,691

YOUNG ADULT FICTION: ALL MARKET



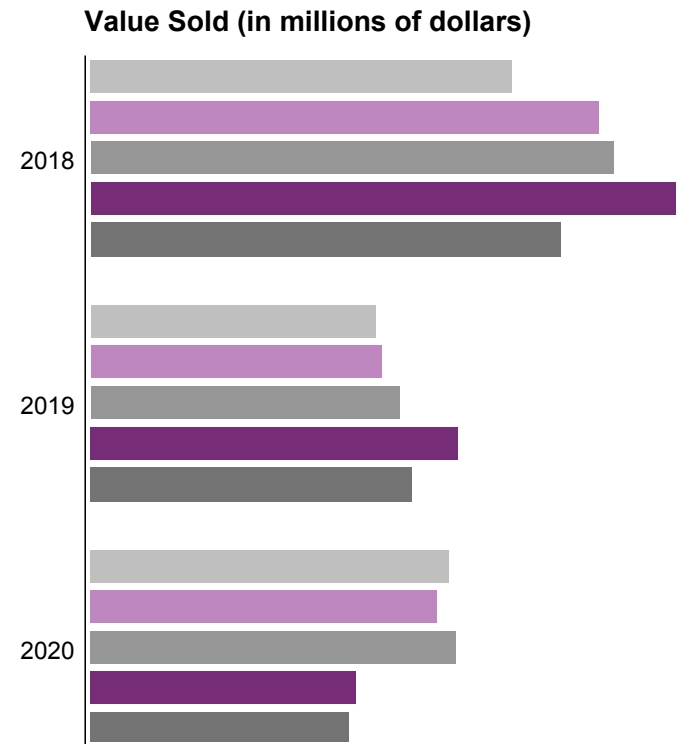
	2018	2019	2020
Week 49	\$1,250,546	\$875,424	\$1,085,217
Week 50	\$1,501,880	\$928,180	\$1,071,286
Week 51	\$1,520,994	\$974,715	\$1,110,249
Week 52	\$1,679,724	\$1,109,370	\$782,326
Week 53	\$1,312,748	\$909,370	\$740,072
Total	\$7,265,891	\$4,797,058	\$4,789,150

YOUNG ADULT FICTION: RING FENCE MARKET



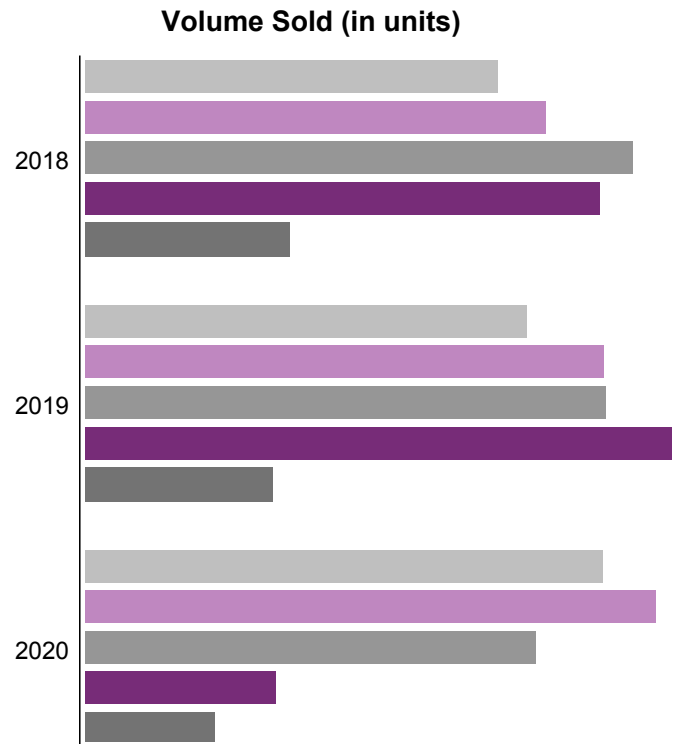
	2018	2019	2020
Week 49	50,291	36,931	44,655
Week 50	59,046	37,868	43,401
Week 51	64,182	41,300	43,970
Week 52	72,453	49,572	33,385
Week 53	56,546	43,196	33,523
Total	302,518	208,867	198,934

YOUNG ADULT FICTION: RING FENCE MARKET



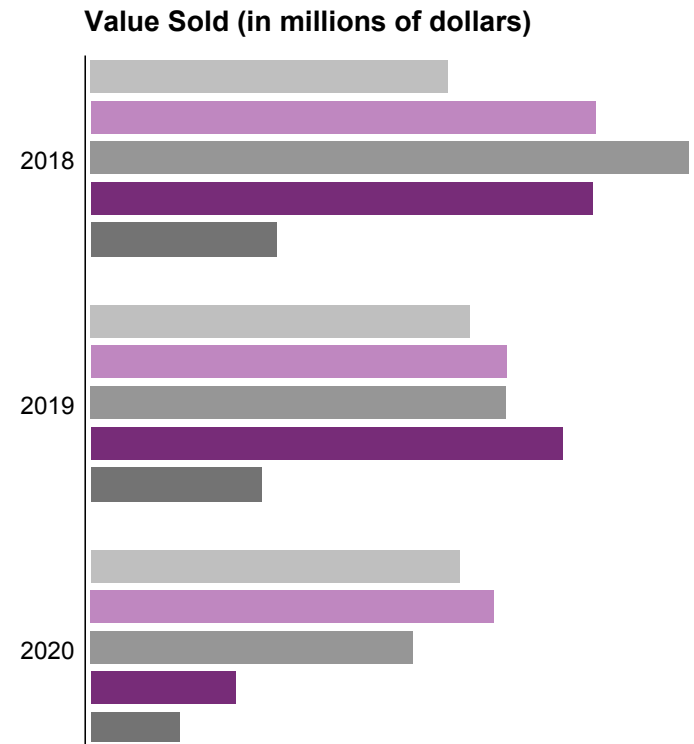
	2018	2019	2020
Week 49	\$1,119,679	\$756,775	\$953,078
Week 50	\$1,350,895	\$772,904	\$921,094
Week 51	\$1,389,516	\$821,168	\$970,388
Week 52	\$1,554,173	\$976,732	\$705,510
Week 53	\$1,248,836	\$853,271	\$687,081
Total	\$6,663,099	\$4,180,850	\$4,237,152

YOUNG ADULT NON-FICTION: ALL MARKET



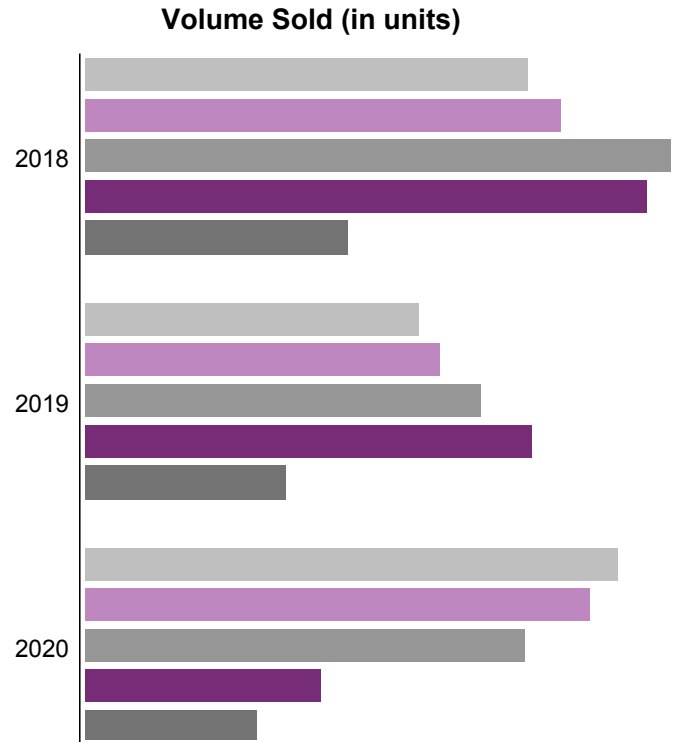
	2018	2019	2020
Week 49	2,261	2,423	2,836
Week 50	2,523	2,844	3,126
Week 51	3,003	2,855	2,472
Week 52	2,823	3,217	1,043
Week 53	1,123	1,030	708
Total	11,733	12,369	10,185

YOUNG ADULT NON-FICTION: ALL MARKET



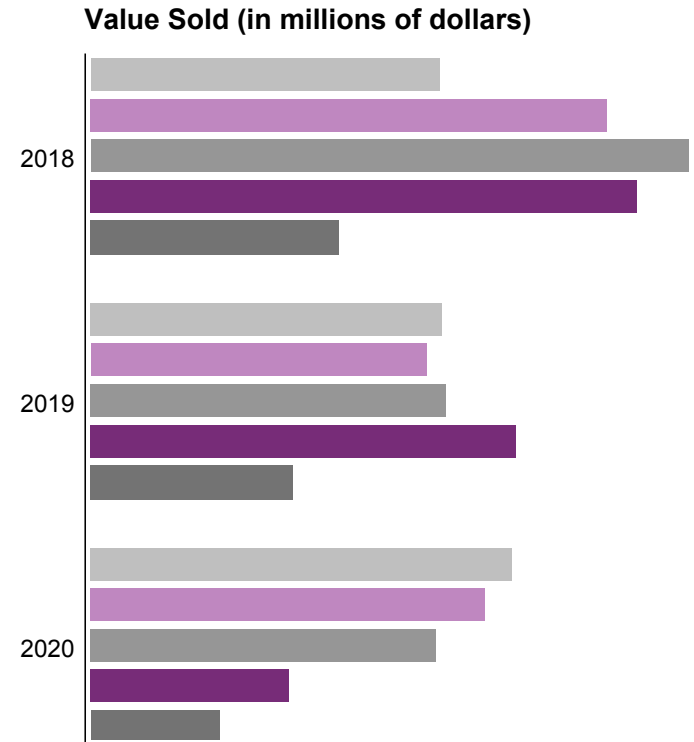
	2018	2019	2020
Week 49	\$63,530	\$67,444	\$65,538
Week 50	\$89,750	\$73,883	\$71,719
Week 51	\$106,362	\$73,800	\$57,343
Week 52	\$89,210	\$83,878	\$25,765
Week 53	\$33,000	\$30,375	\$15,804
Total	\$381,852	\$329,381	\$236,168

YOUNG ADULT NON-FICTION: RING FENCE MARKET



	2018	2019	2020
Week 49	1,690	1,273	2,035
Week 50	1,817	1,356	1,926
Week 51	2,236	1,513	1,681
Week 52	2,146	1,707	900
Week 53	1,003	765	657
Total	8,892	6,614	7,199

YOUNG ADULT NON-FICTION: RING FENCE MARKET



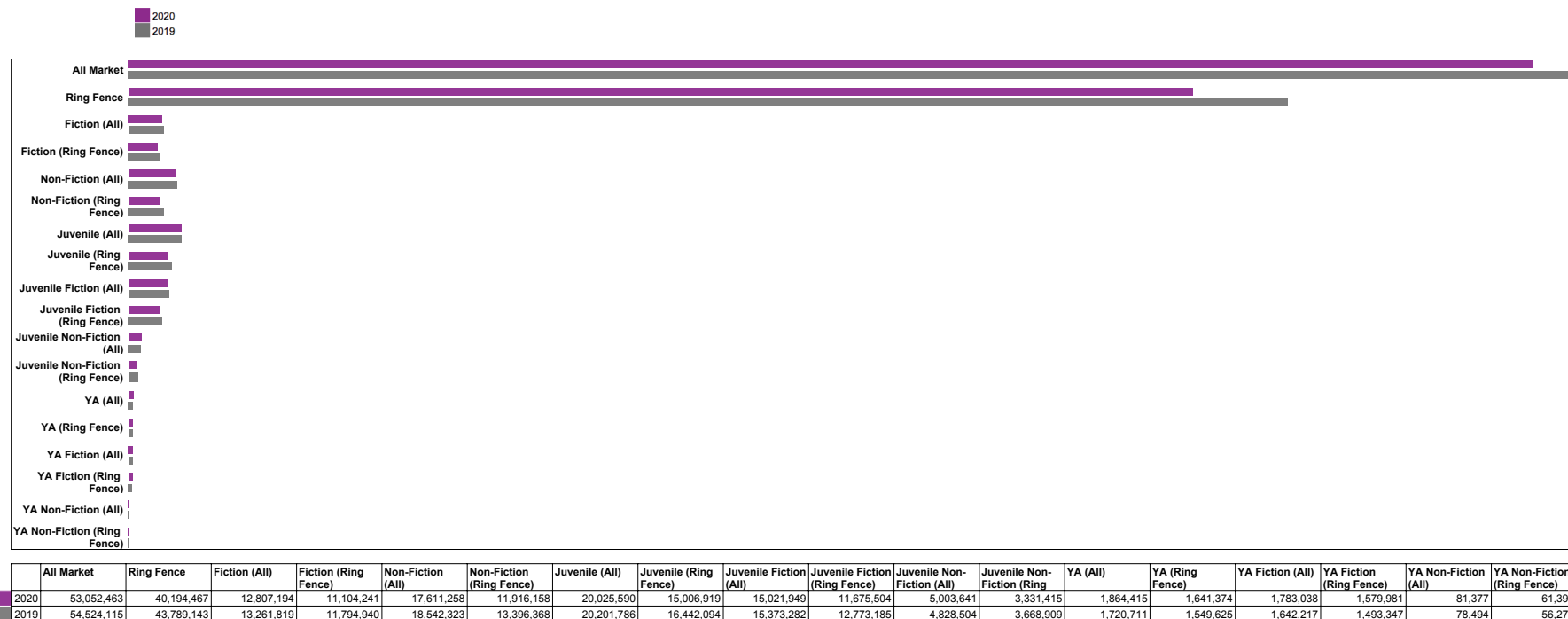
	2018	2019	2020
Week 49	\$39,977	\$40,284	\$48,264
Week 50	\$59,217	\$38,474	\$45,173
Week 51	\$68,517	\$40,737	\$39,553
Week 52	\$62,617	\$48,784	\$22,766
Week 53	\$28,499	\$23,196	\$14,780
Total	\$258,828	\$191,475	\$170,537

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 53	2019-12-29	2021-01-03

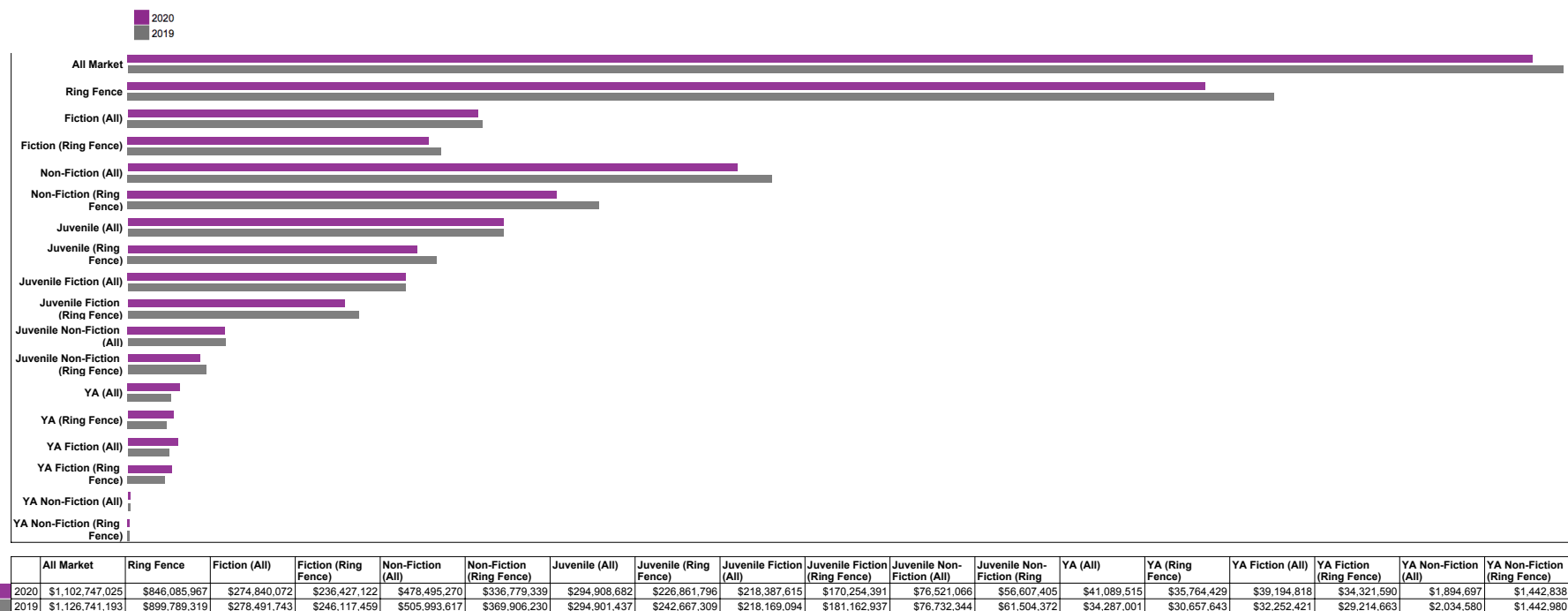
Volume Sold Year-to-Date



YEAR-TO-DATE COMPARISON: VALUE

	2019	2020
The week-ending dates:	2019-12-29	2021-01-03

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

- 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