

SalesData Market Report:

April 2021

Table of Contents

3	Introduction
3	Report Weeks
4	Month-to-Month Comparisons
4	All Market
5	Ring Fence Market
6	Fiction: All Market
7	Fiction: Ring Fence Market
8	Non-Fiction: All Market
9	Non-Fiction: Ring Fence Market
10	Juvenile: All Market
11	Juvenile: Ring Fence Market
12	Juvenile Fiction: All Market
13	Juvenile Fiction: Ring Fence Market
14	Juvenile Non-Fiction: All Market
15	Juvenile Non-Fiction: Ring Fence Market
16	Young Adult: All Market
17	Young Adult: Ring Fence Market
18	Young Adult Fiction: All Market
19	Young Adult Fiction: Ring Fence Market
20	Young Adult Non-Fiction: All Market
21	Young Adult Non-Fiction: Ring Fence Market
22	Year-to-Date Comparisons
24	Report Week Numbers

Introduction

This report gives you easy insight into how the marketplace performed in the previous month by comparing the volume and value of books sold in April in the years 2019 to 2021 first for all subjects and then for eight top-level subjects: Fiction, Non-Fiction, Juvenile, Juvenile Fiction, Juvenile Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction.

All subjects are presented with data from two markets:

- All Market: Data from all retailers who currently provide us with their sales data.
- Ring Fence Market: Aggregated sales data from a fixed group of retailers that have reported sales consistently since 2019.

Also included is a Year-to-Date overview of all books sold in the marketplace this year and last year by volume and value sold for each of the eight subjects above. The value sold is calculated using the list price multiplied by the number of units sold for each recorded title.

Combining the information present here with data specific to your own organization can highlight any correlation or special relationships between your data and 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 2021.

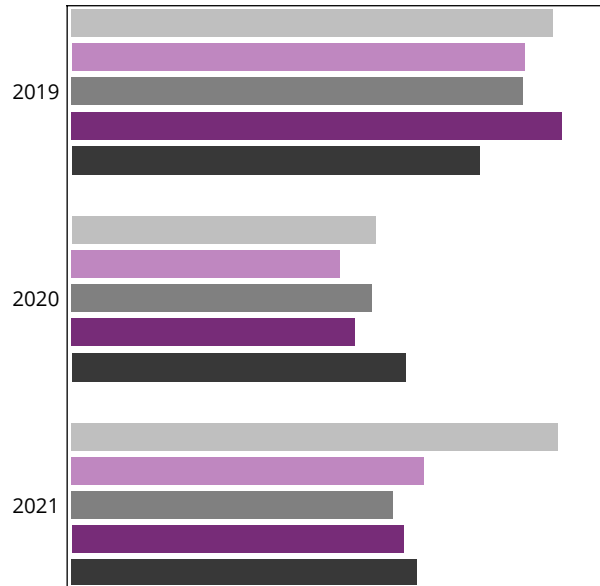
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 13	2019-03-31	2020-03-29	2021-04-04
Week 14	2019-04-07	2020-04-05	2021-04-11
Week 15	2019-04-14	2020-04-12	2021-04-18
Week 16	2019-04-21	2020-04-19	2021-04-25
Week 17	2019-04-28	2020-04-26	2021-05-02

Month-to-Month Comparisons

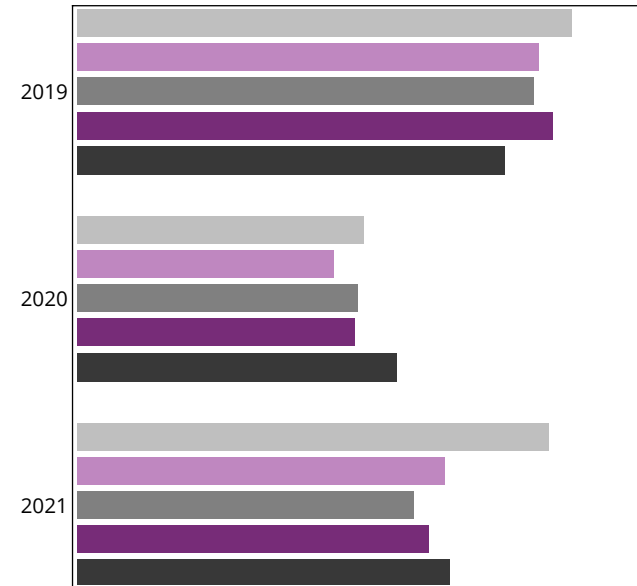
All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	994,291	627,399	1,004,935
Week 14	935,003	554,360	728,163
Week 15	932,193	620,782	663,399
Week 16	1,013,333	585,176	685,286
Week 17	842,686	690,073	713,744
Total	4,717,506	3,077,790	3,795,527

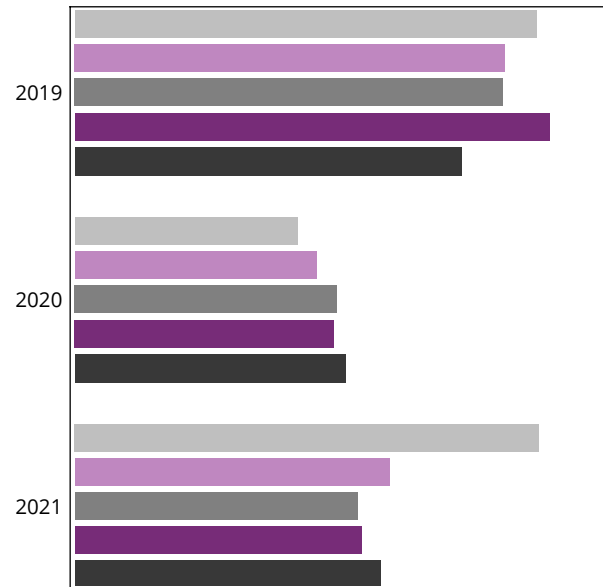
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$19,972,783	\$11,582,942	\$19,040,696
Week 14	\$18,649,770	\$10,364,230	\$14,841,087
Week 15	\$18,463,098	\$11,334,946	\$13,589,954
Week 16	\$19,200,635	\$11,195,871	\$14,207,439
Week 17	\$17,262,979	\$12,922,042	\$15,036,157
Total	\$93,549,265	\$57,400,032	\$76,715,334

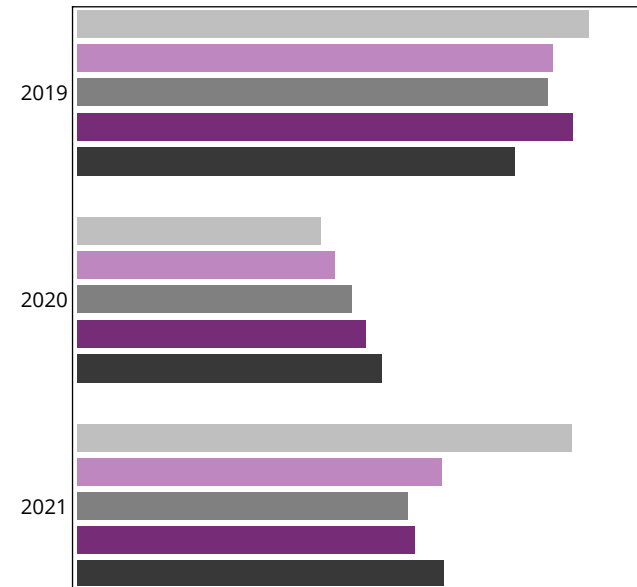
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	867,721	418,417	872,033
Week 14	808,037	454,240	591,083
Week 15	804,418	492,976	531,576
Week 16	891,807	486,781	538,649
Week 17	726,303	508,270	573,875
Total	4,098,286	2,360,684	3,107,216

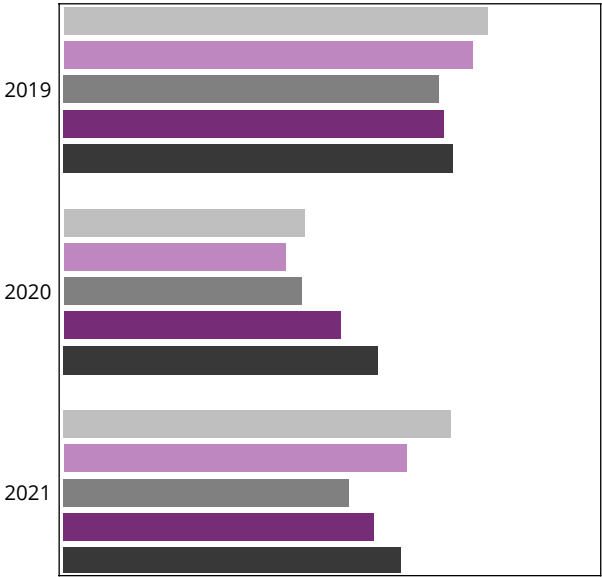
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$17,089,795	\$8,112,398	\$16,495,984
Week 14	\$15,879,655	\$8,596,574	\$12,162,384
Week 15	\$15,704,061	\$9,177,698	\$11,027,213
Week 16	\$16,547,267	\$9,614,685	\$11,268,402
Week 17	\$14,593,342	\$10,161,770	\$12,246,592
Total	\$79,814,119	\$45,663,125	\$63,200,575

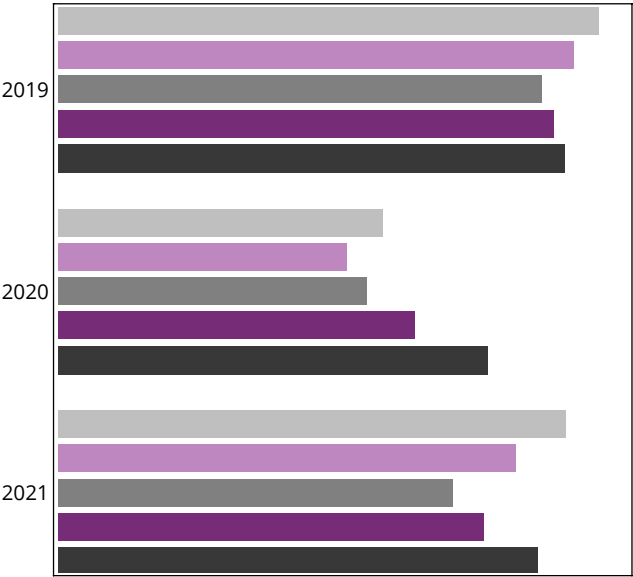
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	238,798	135,608	218,277
Week 14	230,426	124,935	193,203
Week 15	211,356	133,978	160,803
Week 16	214,314	156,054	174,801
Week 17	219,255	177,088	190,054
Total	1,114,149	727,663	937,138

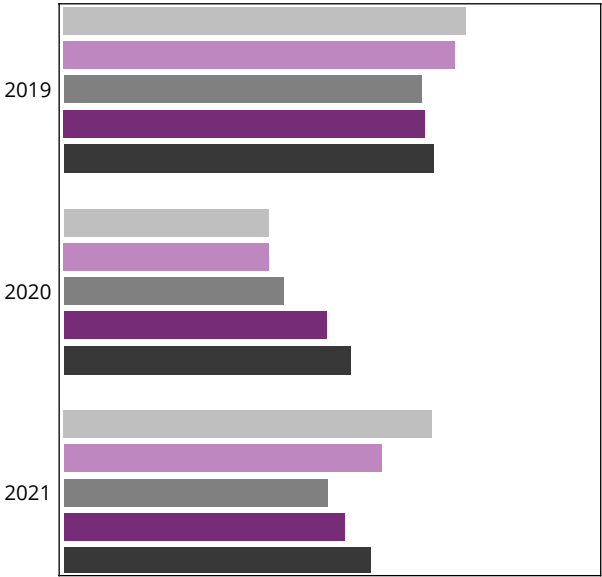
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$4,745,205	\$2,846,070	\$4,462,010
Week 14	\$4,527,544	\$2,537,409	\$4,021,148
Week 15	\$4,249,447	\$2,707,911	\$3,460,927
Week 16	\$4,351,847	\$3,134,274	\$3,741,596
Week 17	\$4,447,126	\$3,776,597	\$4,215,414
Total	\$22,321,170	\$15,002,262	\$19,901,095

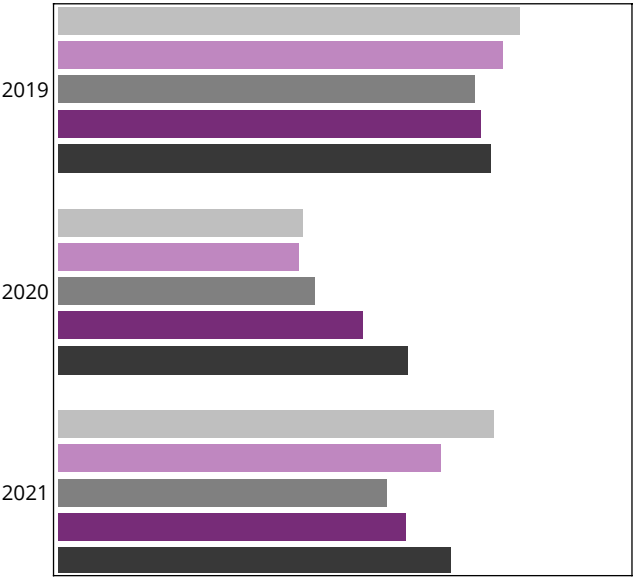
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	226,778	115,295	207,613
Week 14	220,536	115,692	179,063
Week 15	201,682	123,798	148,605
Week 16	203,664	148,163	158,308
Week 17	208,280	161,668	172,827
Total	1,060,940	664,616	866,416

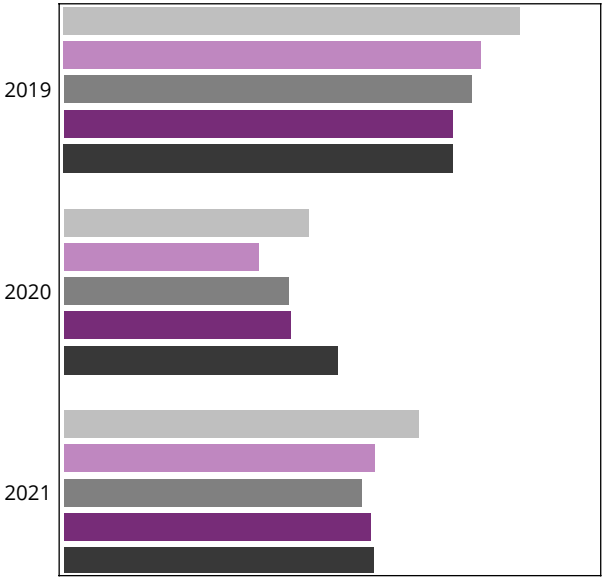
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$4,463,532	\$2,358,499	\$4,212,368
Week 14	\$4,299,552	\$2,327,897	\$3,692,928
Week 15	\$4,023,431	\$2,473,959	\$3,173,126
Week 16	\$4,085,075	\$2,942,818	\$3,360,878
Week 17	\$4,181,857	\$3,375,678	\$3,796,270
Total	\$21,053,447	\$13,478,851	\$18,235,569

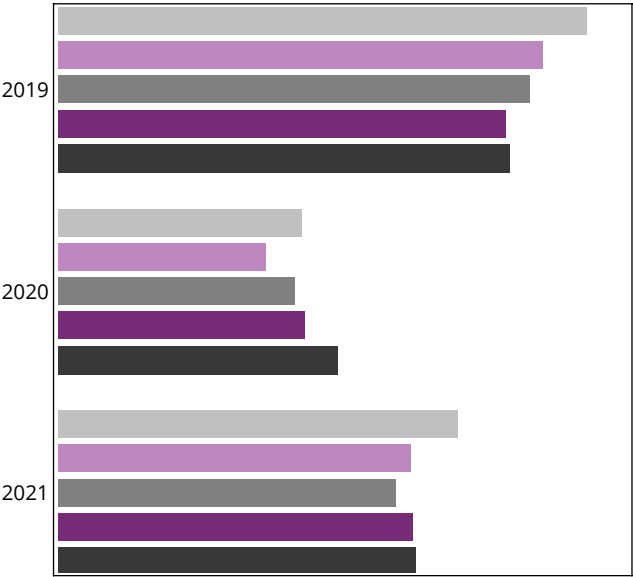
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	342,948	183,773	266,390
Week 14	313,651	146,208	233,503
Week 15	306,469	168,739	223,708
Week 16	292,054	170,199	230,358
Week 17	292,461	205,538	232,878
Total	1,547,583	874,457	1,186,837

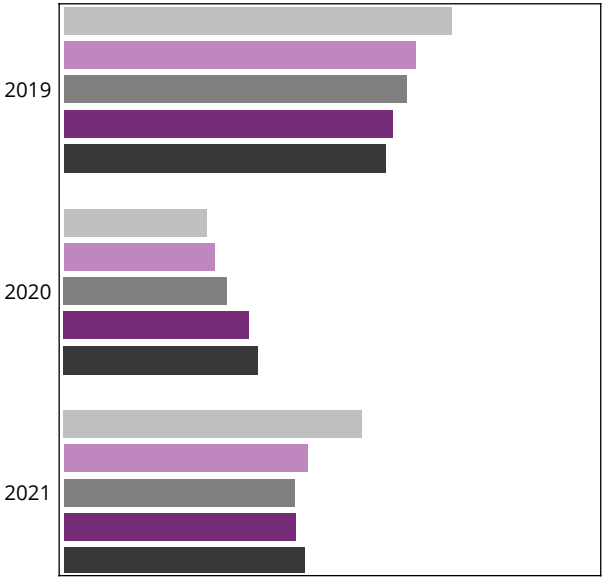
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$9,288,206	\$4,275,232	\$7,026,386
Week 14	\$8,508,618	\$3,650,235	\$6,189,340
Week 15	\$8,288,660	\$4,162,195	\$5,926,609
Week 16	\$7,866,980	\$4,322,551	\$6,222,629
Week 17	\$7,937,315	\$4,912,462	\$6,288,180
Total	\$41,889,778	\$21,322,675	\$31,653,143

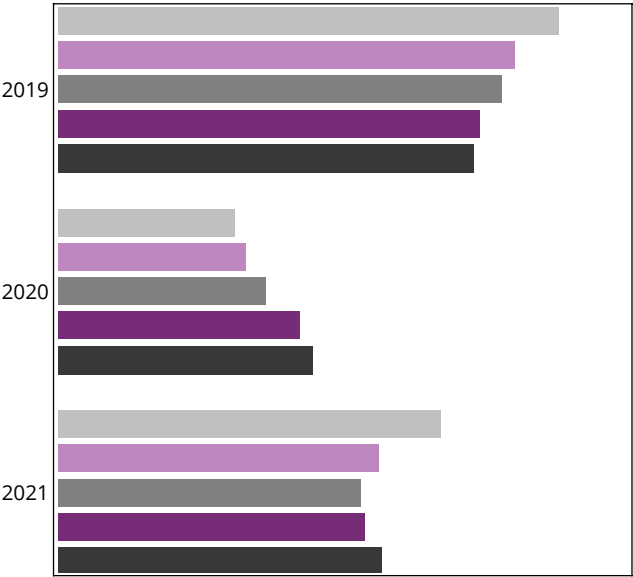
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	267,864	98,727	206,147
Week 14	242,911	103,991	168,565
Week 15	236,704	112,846	159,601
Week 16	227,048	127,969	160,047
Week 17	222,168	134,160	166,435
Total	1,196,695	577,693	860,795

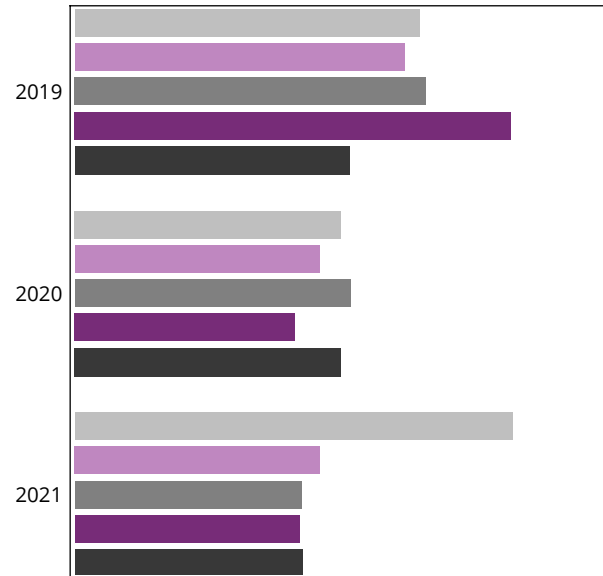
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$7,227,458	\$2,545,763	\$5,534,409
Week 14	\$6,594,067	\$2,714,158	\$4,628,058
Week 15	\$6,403,241	\$2,995,095	\$4,368,152
Week 16	\$6,095,061	\$3,493,918	\$4,435,174
Week 17	\$6,010,414	\$3,676,467	\$4,672,022
Total	\$32,330,241	\$15,425,400	\$23,637,814

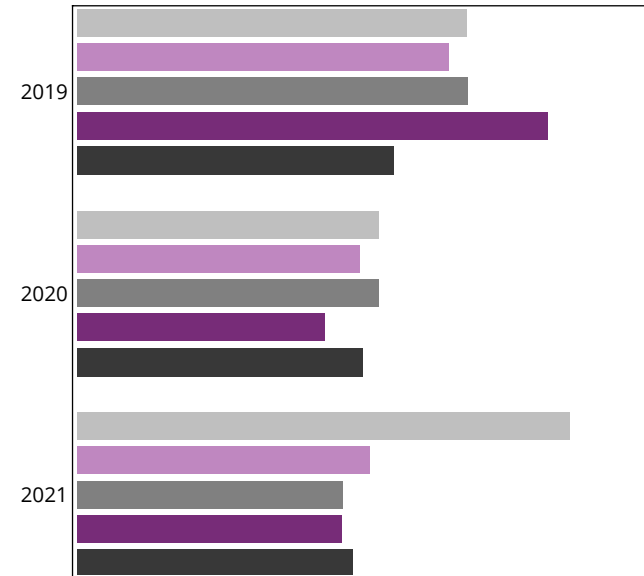
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	364,919	281,528	463,390
Week 14	349,155	259,285	259,644
Week 15	371,541	291,624	239,748
Week 16	461,483	232,913	237,818
Week 17	290,628	281,586	240,912
Total	1,837,726	1,346,936	1,441,512

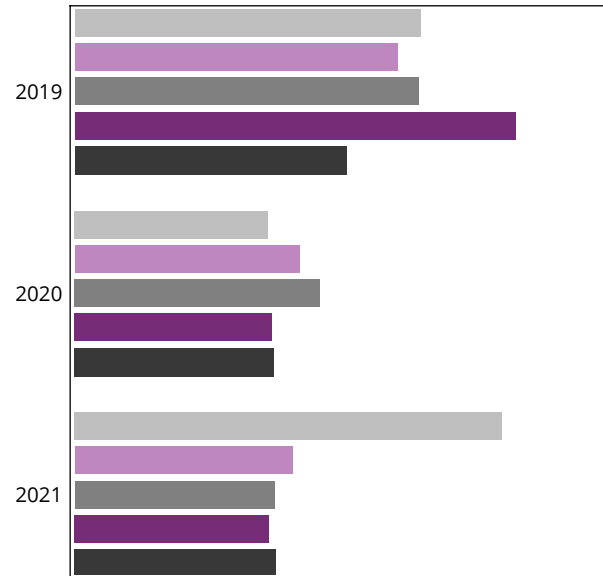
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$5,076,704	\$3,928,363	\$6,428,527
Week 14	\$4,842,200	\$3,684,351	\$3,818,651
Week 15	\$5,099,506	\$3,939,693	\$3,467,763
Week 16	\$6,141,805	\$3,224,785	\$3,452,834
Week 17	\$4,126,473	\$3,722,746	\$3,597,038
Total	\$25,286,689	\$18,499,937	\$20,764,813

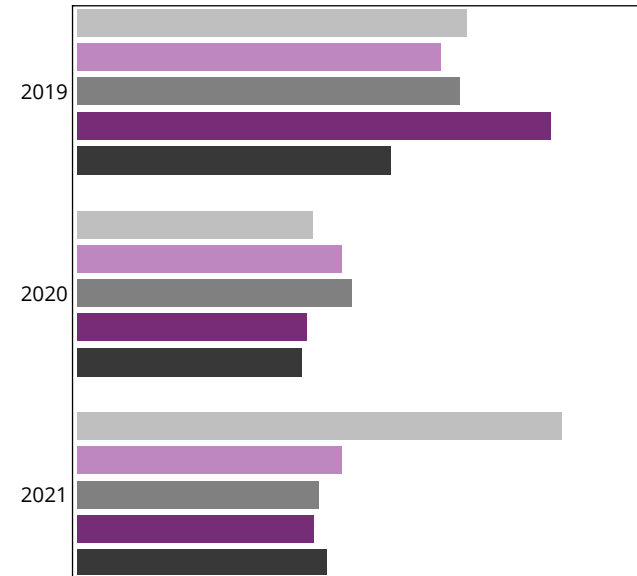
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	329,567	184,068	407,183
Week 14	307,410	213,867	207,409
Week 15	327,224	233,564	190,546
Week 16	419,698	187,809	184,964
Week 17	259,072	189,776	191,750
Total	1,642,971	1,009,084	1,181,852

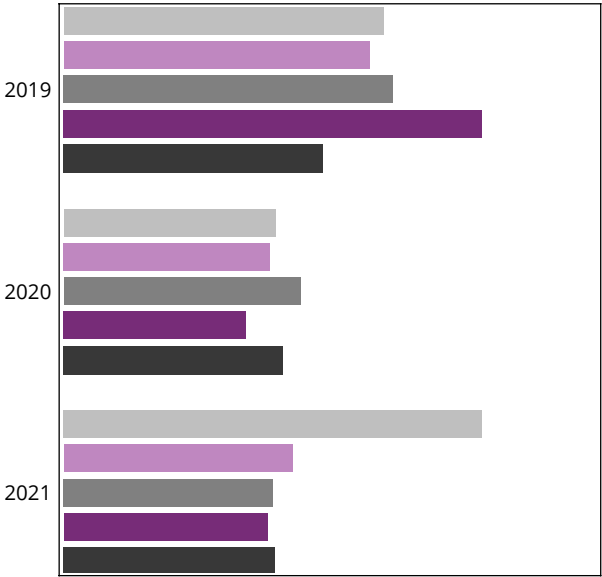
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$4,600,497	\$2,785,127	\$5,726,431
Week 14	\$4,291,325	\$3,124,771	\$3,123,548
Week 15	\$4,525,516	\$3,247,180	\$2,851,017
Week 16	\$5,600,318	\$2,712,776	\$2,794,003
Week 17	\$3,705,274	\$2,653,239	\$2,952,479
Total	\$22,722,931	\$14,523,092	\$17,447,478

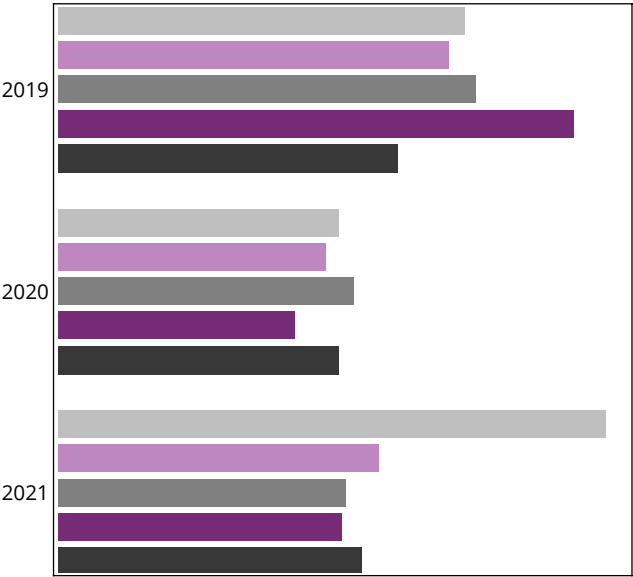
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	279,851	185,392	366,380
Week 14	267,695	180,520	200,275
Week 15	288,509	207,128	183,130
Week 16	366,275	159,451	178,634
Week 17	227,040	191,895	184,951
Total	1,429,370	924,386	1,113,370

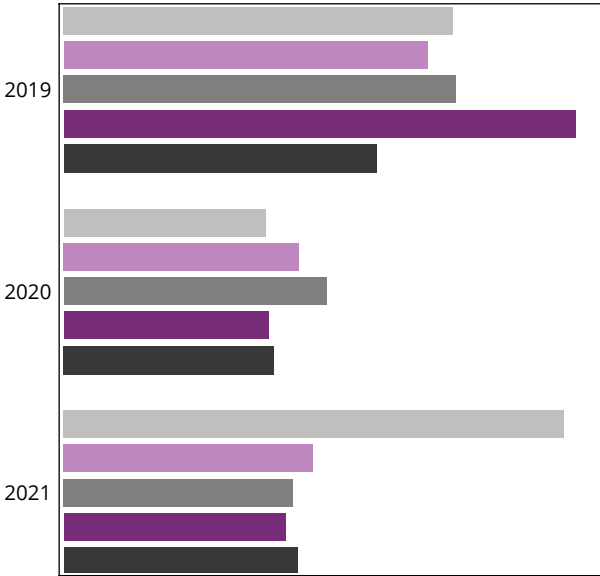
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$3,739,757	\$2,576,944	\$5,034,527
Week 14	\$3,593,471	\$2,457,200	\$2,943,040
Week 15	\$3,840,061	\$2,714,192	\$2,641,164
Week 16	\$4,736,881	\$2,175,912	\$2,610,114
Week 17	\$3,121,078	\$2,578,053	\$2,794,005
Total	\$19,031,249	\$12,502,300	\$16,022,849

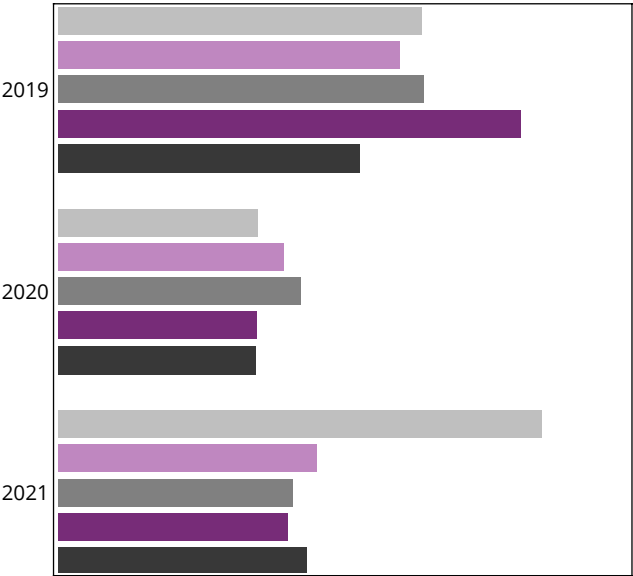
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	256,002	132,468	328,887
Week 14	239,139	154,517	163,991
Week 15	257,861	172,737	150,804
Week 16	336,463	134,424	145,920
Week 17	205,530	138,074	153,570
Total	1,294,995	732,220	943,172

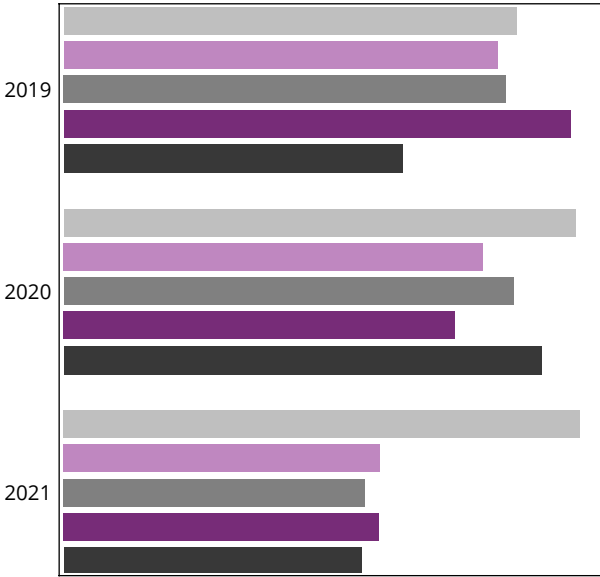
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$3,407,015	\$1,873,635	\$4,532,098
Week 14	\$3,201,564	\$2,112,112	\$2,424,030
Week 15	\$3,430,218	\$2,277,014	\$2,201,913
Week 16	\$4,340,493	\$1,862,751	\$2,156,604
Week 17	\$2,824,596	\$1,855,532	\$2,329,433
Total	\$17,203,884	\$9,981,045	\$13,644,078

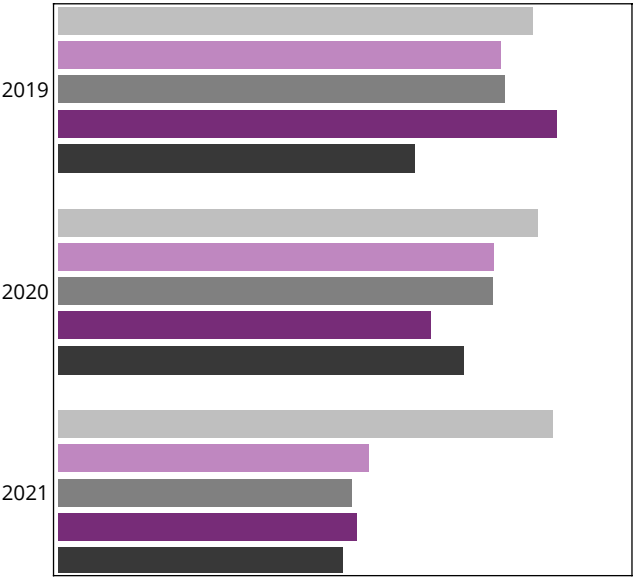
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	85,068	96,136	97,010
Week 14	81,460	78,765	59,369
Week 15	83,032	84,496	56,618
Week 16	95,208	73,462	59,184
Week 17	63,588	89,691	55,961
Total	408,356	422,550	328,142

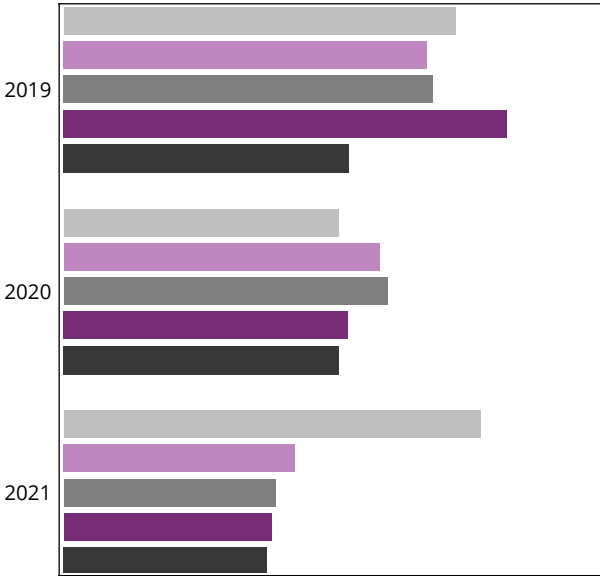
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$1,336,946	\$1,351,420	\$1,394,000
Week 14	\$1,248,729	\$1,227,151	\$875,611
Week 15	\$1,259,445	\$1,225,500	\$826,599
Week 16	\$1,404,925	\$1,048,873	\$842,720
Week 17	\$1,005,395	\$1,144,693	\$803,032
Total	\$6,255,440	\$5,997,637	\$4,741,963

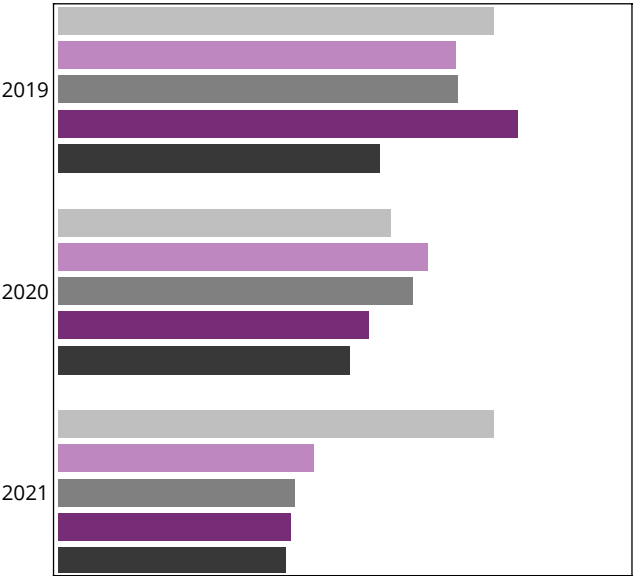
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	73,565	51,600	78,296
Week 14	68,271	59,350	43,418
Week 15	69,363	60,827	39,742
Week 16	83,235	53,385	39,044
Week 17	53,542	51,702	38,180
Total	347,976	276,864	238,680

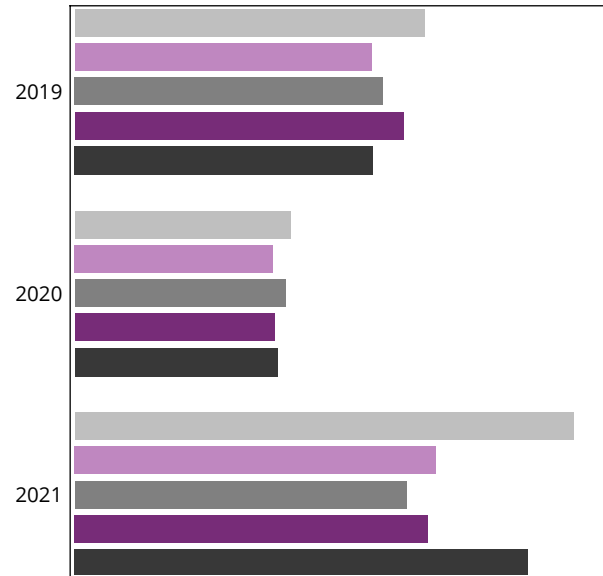
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$1,193,482	\$911,492	\$1,194,333
Week 14	\$1,089,762	\$1,012,659	\$699,518
Week 15	\$1,095,299	\$970,166	\$649,104
Week 16	\$1,259,826	\$850,025	\$637,399
Week 17	\$880,678	\$797,707	\$623,046
Total	\$5,519,046	\$4,542,048	\$3,803,400

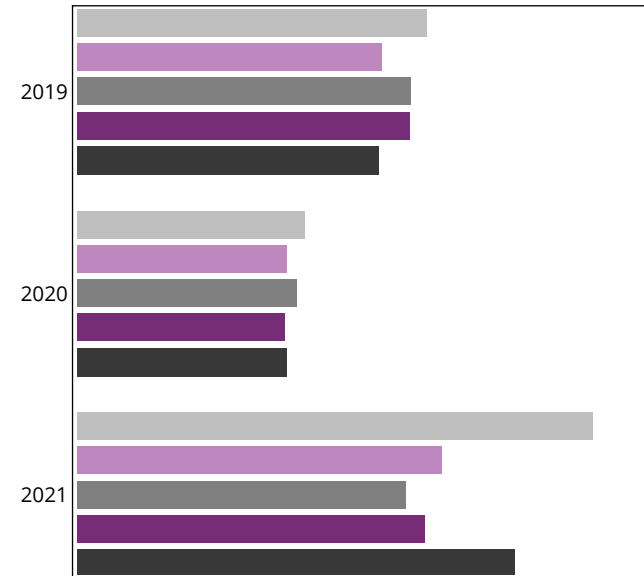
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	33,524	20,686	47,796
Week 14	28,405	19,008	34,600
Week 15	29,543	20,213	31,775
Week 16	31,482	19,133	33,823
Week 17	28,550	19,398	43,431
Total	151,504	98,438	191,425

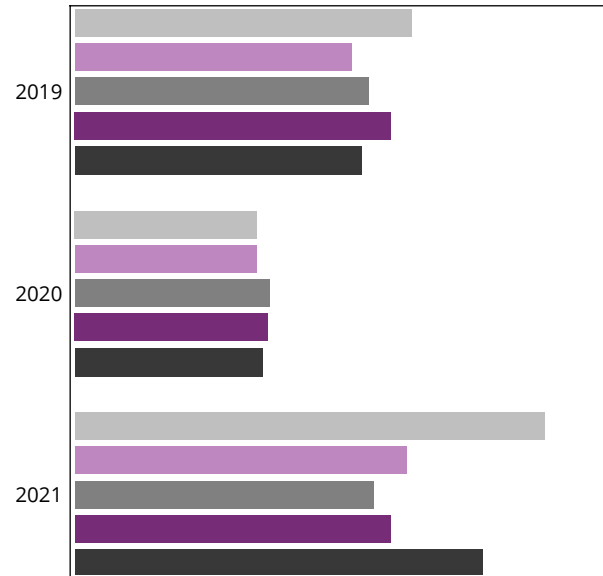
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$656,752	\$427,007	\$968,977
Week 14	\$571,969	\$393,376	\$684,659
Week 15	\$626,911	\$411,881	\$617,480
Week 16	\$625,133	\$390,526	\$653,445
Week 17	\$565,618	\$393,218	\$821,476
Total	\$3,046,384	\$2,016,008	\$3,746,038

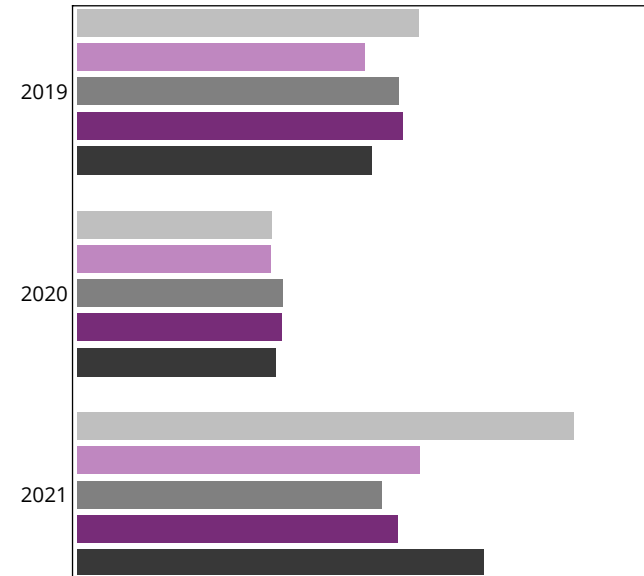
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	31,650	17,098	44,111
Week 14	25,974	17,089	31,146
Week 15	27,610	18,291	28,039
Week 16	29,717	18,132	29,674
Week 17	26,946	17,655	38,275
Total	141,897	88,265	171,245

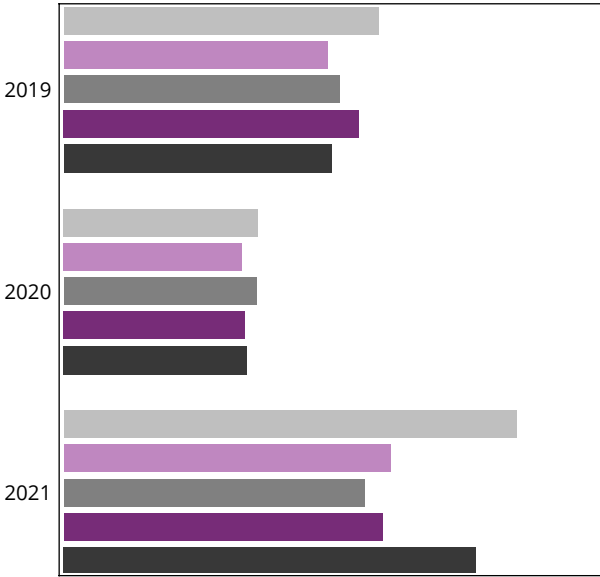
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$616,701	\$352,179	\$896,878
Week 14	\$519,650	\$349,699	\$619,229
Week 15	\$580,536	\$371,801	\$549,787
Week 16	\$588,408	\$368,795	\$579,477
Week 17	\$531,958	\$358,060	\$734,186
Total	\$2,837,252	\$1,800,534	\$3,379,557

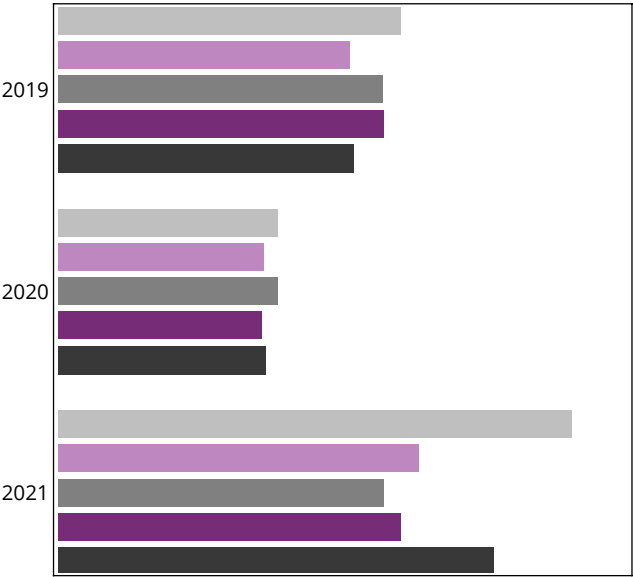
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	31,925	19,680	45,905
Week 14	26,759	18,078	33,121
Week 15	27,959	19,537	30,498
Week 16	29,954	18,374	32,306
Week 17	27,180	18,608	41,834
Total	143,777	94,277	183,664

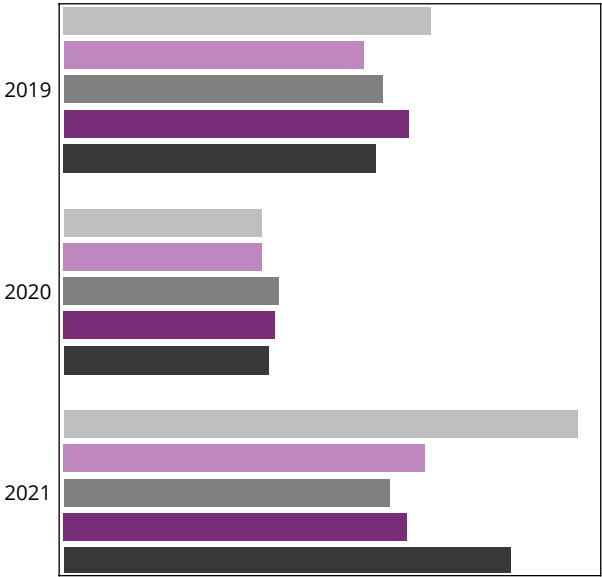
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$618,810	\$396,398	\$928,536
Week 14	\$526,898	\$370,699	\$652,006
Week 15	\$586,920	\$396,233	\$588,863
Week 16	\$587,513	\$368,061	\$618,323
Week 17	\$534,414	\$375,121	\$786,077
Total	\$2,854,555	\$1,906,512	\$3,573,805

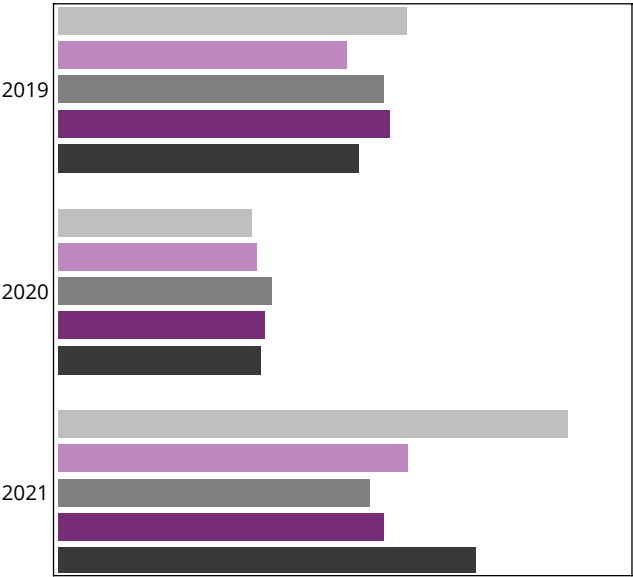
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	30,343	16,322	42,447
Week 14	24,782	16,390	29,860
Week 15	26,354	17,773	26,936
Week 16	28,487	17,460	28,352
Week 17	25,813	16,934	36,947
Total	135,779	84,879	164,542

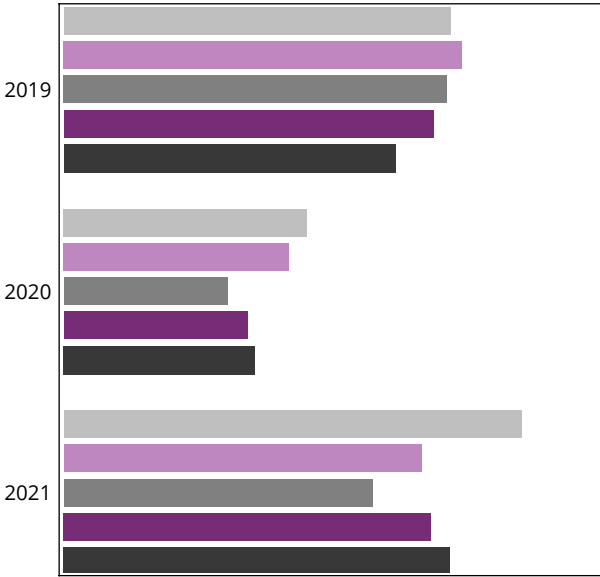
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$587,183	\$327,166	\$860,357
Week 14	\$486,295	\$334,357	\$590,035
Week 15	\$549,524	\$359,411	\$524,757
Week 16	\$558,751	\$348,181	\$549,141
Week 17	\$507,108	\$341,371	\$704,343
Total	\$2,688,860	\$1,710,486	\$3,228,632

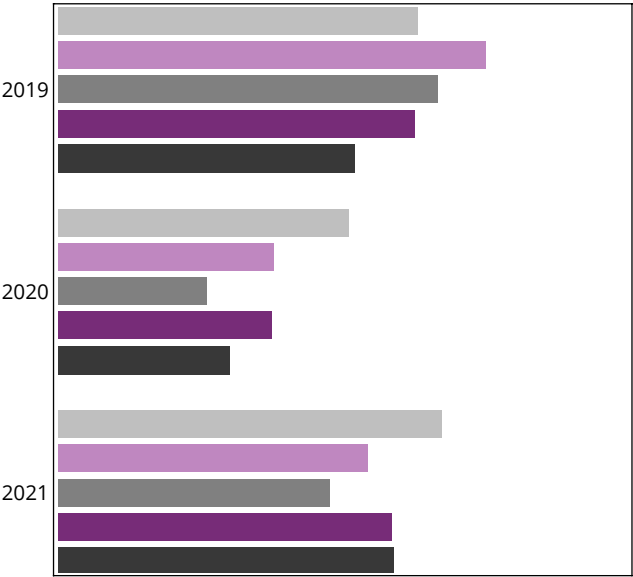
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 13	1,599	1,006	1,891
Week 14	1,646	930	1,479
Week 15	1,584	676	1,277
Week 16	1,528	759	1,517
Week 17	1,370	790	1,597
Total	7,727	4,161	7,761

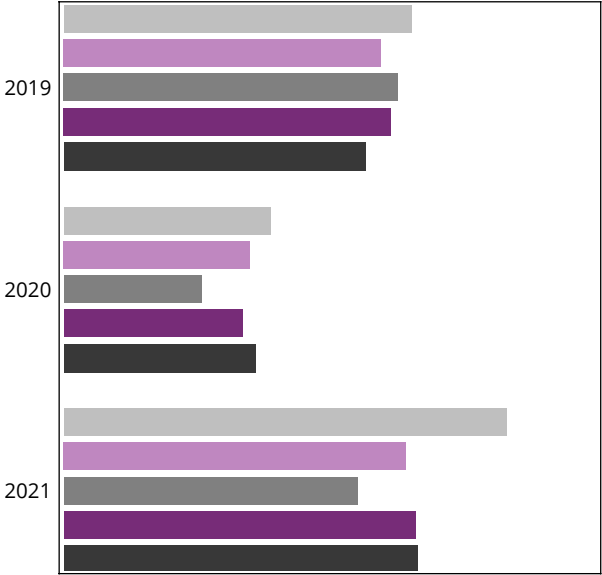
Value Sold (in millions of dollars)



	2019	2020	2021
Week 13	\$37,942	\$30,609	\$40,441
Week 14	\$45,071	\$22,677	\$32,653
Week 15	\$39,991	\$15,648	\$28,617
Week 16	\$37,620	\$22,465	\$35,122
Week 17	\$31,204	\$18,097	\$35,400
Total	\$191,828	\$109,497	\$172,233

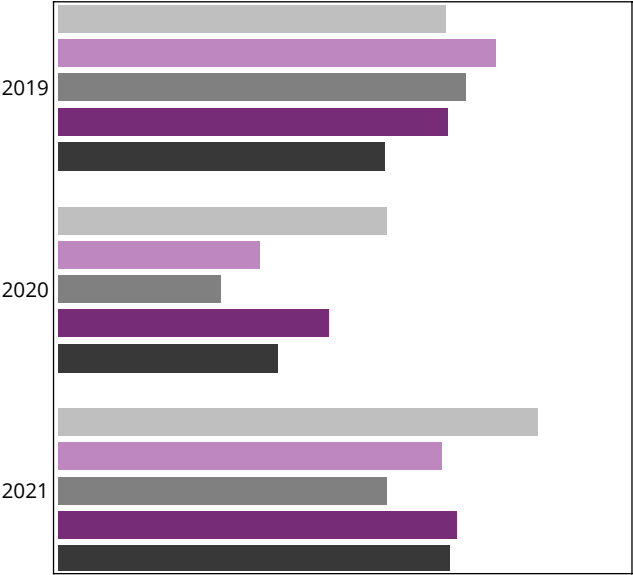
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 13	1,307	776	1,664
Week 14	1,192	699	1,286
Week 15	1,256	518	1,103
Week 16	1,230	672	1,322
Week 17	1,133	721	1,328
Total	6,118	3,386	6,703

Value Sold (in millions of dollars)



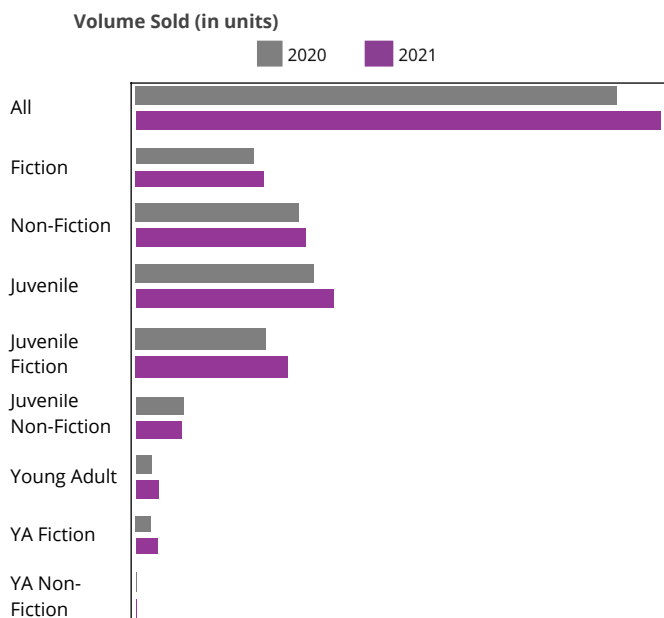
	2019	2020	2021
Week 13	\$29,517	\$25,013	\$36,521
Week 14	\$33,355	\$15,342	\$29,194
Week 15	\$31,012	\$12,390	\$25,031
Week 16	\$29,657	\$20,615	\$30,336
Week 17	\$24,851	\$16,689	\$29,843
Total	\$148,392	\$90,048	\$150,925

Year-to-Date Comparisons

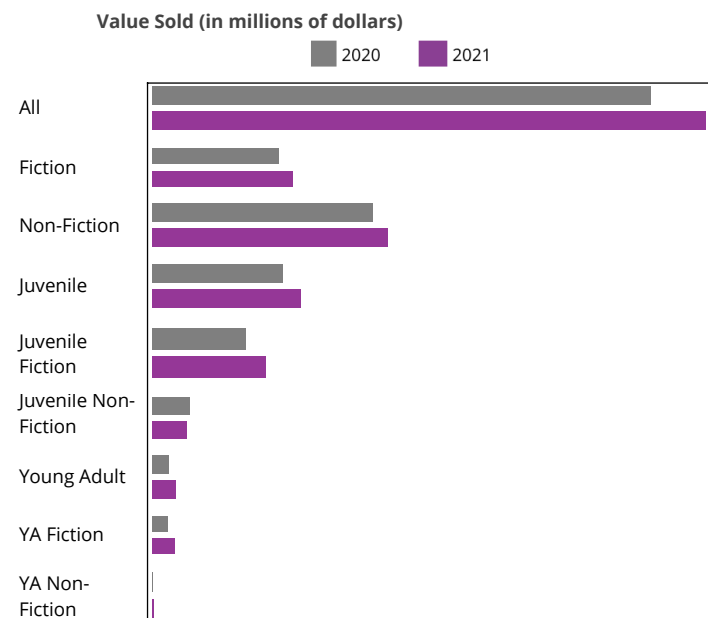
Week-ending dates:

	2020	2021
Week 17	2020-04-26	2021-05-02

All Market

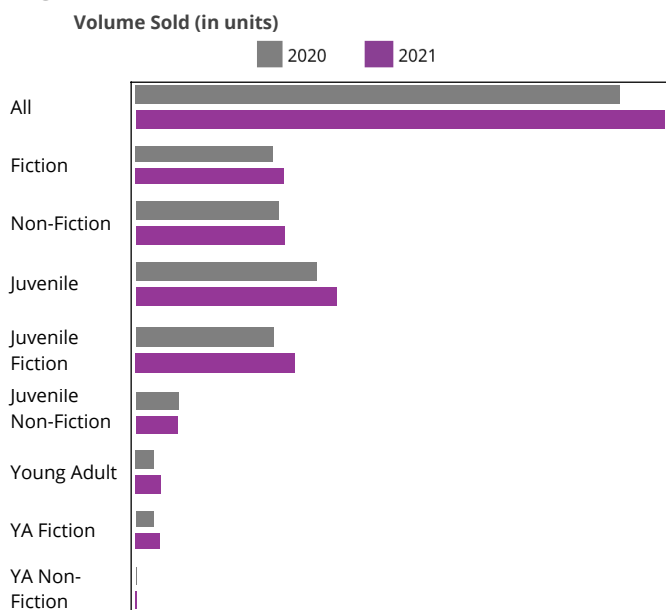


	2020	2021
All	13,557,163	14,782,100
Fiction	3,320,278	3,608,856
Non-Fiction	4,594,381	4,775,529
Juvenile	5,020,500	5,575,721
Juvenile Fiction	3,668,319	4,292,629
Juvenile Non-Fiction	1,352,181	1,283,092
Young Adult (YA)	450,720	638,664
YA Fiction	432,450	612,320
YA Non-Fiction	18,270	26,344

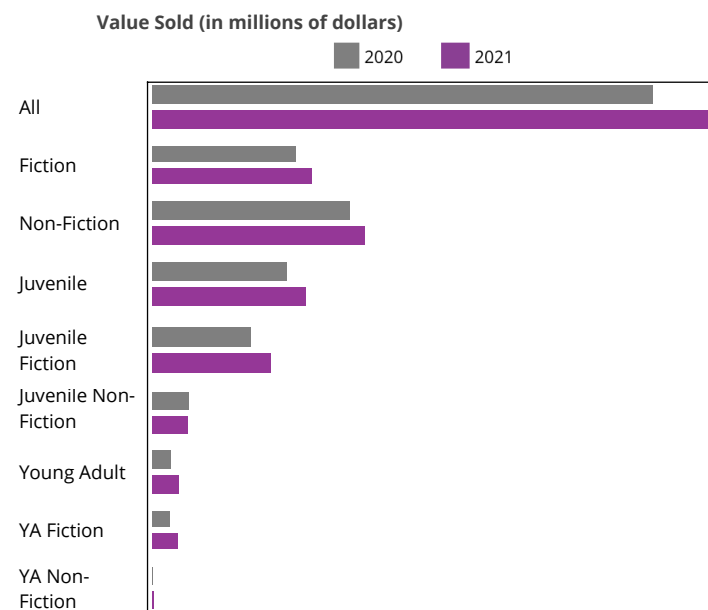


	2020	2021
All	\$271,716,165	\$301,533,345
Fiction	\$68,705,426	\$76,481,246
Non-Fiction	\$120,098,464	\$128,127,095
Juvenile	\$71,000,763	\$80,838,113
Juvenile Fiction	\$50,751,769	\$61,827,224
Juvenile Non-Fiction	\$20,248,994	\$19,010,889
Young Adult (YA)	\$9,071,811	\$12,820,988
YA Fiction	\$8,606,637	\$12,223,152
YA Non-Fiction	\$465,174	\$597,836

Ring Fence



	2020	2021
All	10,916,112	11,917,769
Fiction	3,092,677	3,343,245
Non-Fiction	3,211,758	3,351,209
Juvenile	4,074,035	4,526,498
Juvenile Fiction	3,107,798	3,587,427
Juvenile Non-Fiction	966,237	939,071
Young Adult (YA)	409,570	570,043
YA Fiction	395,572	547,226
YA Non-Fiction	13,998	22,817



	2020	2021
All	\$219,666,087	\$244,607,262
Fiction	\$63,242,004	\$70,069,703
Non-Fiction	\$86,660,621	\$93,148,124
Juvenile	\$59,282,643	\$67,345,104
Juvenile Fiction	\$43,100,794	\$51,944,391
Juvenile Non-Fiction	\$16,181,849	\$15,400,713
Young Adult (YA)	\$8,195,332	\$11,512,476
YA Fiction	\$7,841,336	\$10,986,415
YA Non-Fiction	\$353,995	\$526,061

Report Week Numbers

Week	2019	2020	2021
1	2019-01-06	2020-01-05	2021-01-10
2	2019-01-13	2020-01-12	2021-01-17
3	2019-01-20	2020-01-19	2021-01-24
4	2019-01-27	2020-01-26	2021-01-31
5	2019-02-03	2020-02-02	2021-02-07
6	2019-02-10	2020-02-09	2021-02-14
7	2019-02-17	2020-02-16	2021-02-21
8	2019-02-24	2020-02-23	2021-02-28
9	2019-03-03	2020-03-01	2021-03-07
10	2019-03-10	2020-03-08	2021-03-14
11	2019-03-17	2020-03-15	2021-03-21
12	2019-03-24	2020-03-22	2021-03-28
13	2019-03-31	2020-03-29	2021-04-04
14	2019-04-07	2020-04-05	2021-04-11
15	2019-04-14	2020-04-12	2021-04-18
16	2019-04-21	2020-04-19	2021-04-25
17	2019-04-28	2020-04-26	2021-05-02
18	2019-05-05	2020-05-03	2021-05-09
19	2019-05-12	2020-05-10	2021-05-16
20	2019-05-19	2020-05-17	2021-05-23
21	2019-05-26	2020-05-24	2021-05-30
22	2019-06-02	2020-05-31	2021-06-06
23	2019-06-09	2020-06-07	2021-06-13
24	2019-06-16	2020-06-14	2021-06-20
25	2019-06-23	2020-06-21	2021-06-27
26	2019-06-30	2020-06-28	2021-07-04
27	2019-07-07	2020-07-05	2021-07-11
28	2019-07-14	2020-07-12	2021-07-18
29	2019-07-21	2020-07-19	2021-07-25
30	2019-07-28	2020-07-26	2021-08-01
31	2019-08-04	2020-08-02	2021-08-08
32	2019-08-11	2020-08-09	2021-08-15
33	2019-08-18	2020-08-16	2021-08-22
34	2019-08-25	2020-08-23	2021-08-29
35	2019-09-01	2020-08-30	2021-09-05
36	2019-09-08	2020-09-06	2021-09-12
37	2019-09-15	2020-09-13	2021-09-19
38	2019-09-22	2020-09-20	2021-09-26
39	2019-09-29	2020-09-27	2021-10-03

Week	2019	2020	2021
40	2019-10-06	2020-10-04	2021-10-10
41	2019-10-13	2020-10-11	2021-10-17
42	2019-10-20	2020-10-18	2021-10-24
43	2019-10-27	2020-10-25	2021-10-31
44	2019-11-03	2020-11-01	2021-11-07
45	2019-11-10	2020-11-08	2021-11-14
46	2019-11-17	2020-11-15	2021-11-21
47	2019-11-24	2020-11-22	2021-11-28
48	2019-12-01	2020-11-29	2021-12-05
49	2019-12-08	2020-12-06	2021-12-12
50	2019-12-15	2020-12-13	2021-12-19
51	2019-12-22	2020-12-20	2021-12-26
52	2019-12-29	2020-12-27	2022-01-02
53	N/A	2021-01-03	N/A