

SalesData Market Report:

August 2021



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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 August 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.

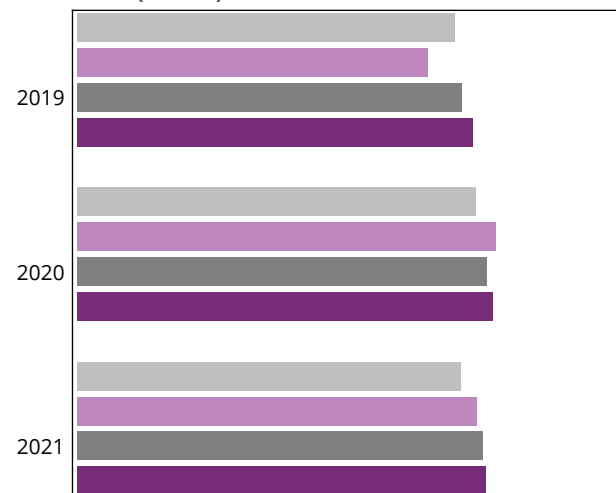
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 31	2019-08-04	2020-08-02	2021-08-08
Week 32	2019-08-11	2020-08-09	2021-08-15
Week 33	2019-08-18	2020-08-16	2021-08-22
Week 34	2019-08-25	2020-08-23	2021-08-29

Month-to-Month Comparisons

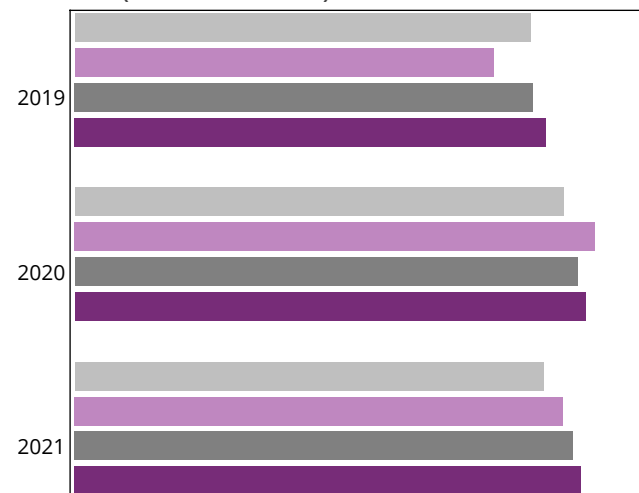
All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	907,058	957,114	920,920
Week 32	841,863	1,006,018	959,148
Week 33	922,450	983,041	974,839
Week 34	950,160	998,911	981,706
Total	3,621,531	3,945,084	3,836,613

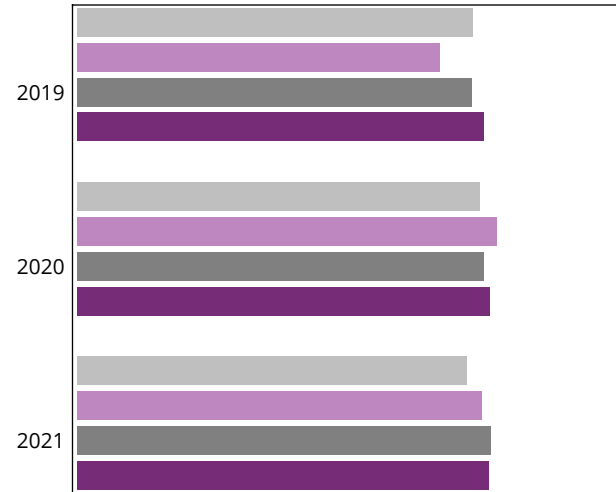
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$18,116,394	\$19,425,405	\$18,618,743
Week 32	\$16,645,200	\$20,665,881	\$19,393,085
Week 33	\$18,199,628	\$19,965,639	\$19,803,153
Week 34	\$18,720,391	\$20,283,524	\$20,121,349
Total	\$71,681,614	\$80,340,449	\$77,936,330

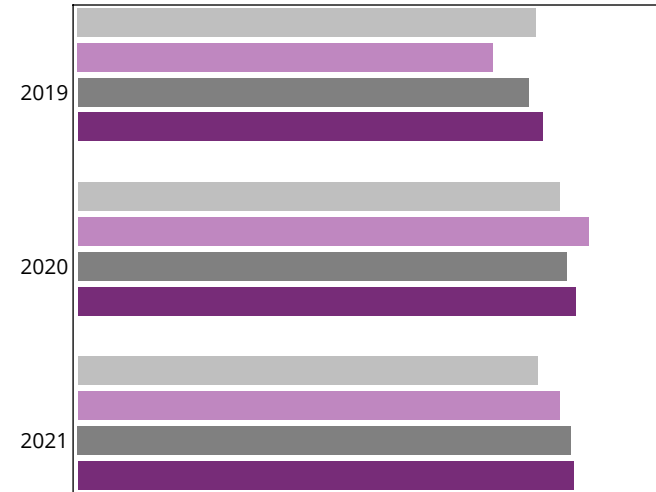
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	804,205	818,208	790,520
Week 32	737,326	852,619	822,775
Week 33	801,190	826,307	839,688
Week 34	826,897	838,997	835,744
Total	3,169,618	3,336,131	3,288,727

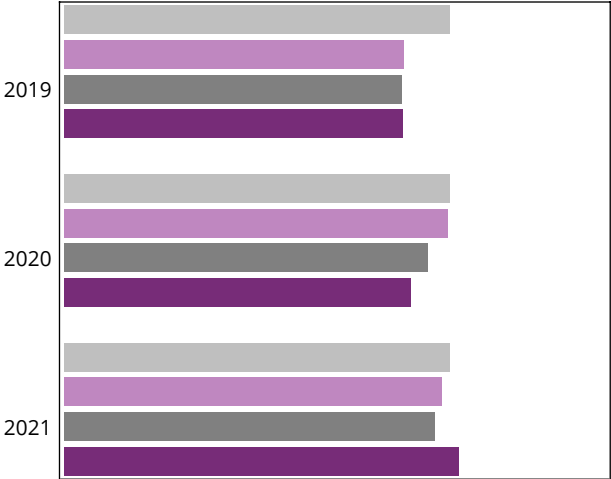
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$15,835,433	\$16,651,644	\$15,874,326
Week 32	\$14,341,343	\$17,639,468	\$16,642,381
Week 33	\$15,570,569	\$16,888,249	\$17,041,773
Week 34	\$16,052,766	\$17,194,932	\$17,131,025
Total	\$61,800,112	\$68,374,293	\$66,689,505

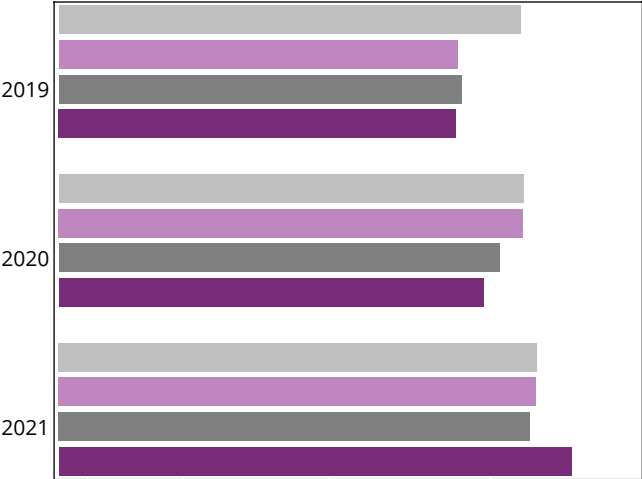
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	285,111	284,894	284,761
Week 32	250,858	283,014	279,134
Week 33	249,606	268,855	273,706
Week 34	249,857	255,844	291,629
Total	1,035,432	1,092,607	1,129,230

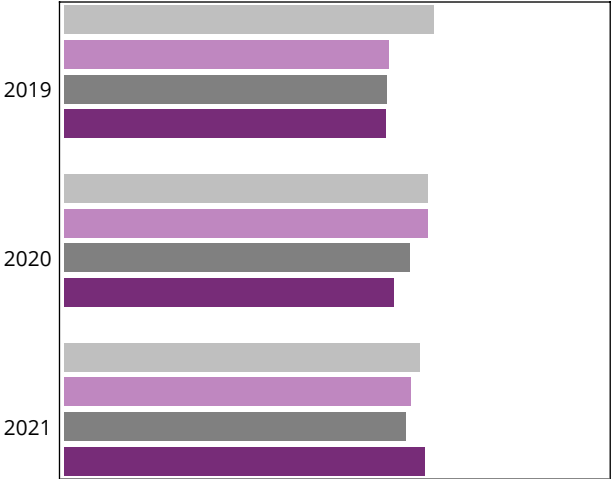
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$5,822,156	\$5,859,274	\$6,030,957
Week 32	\$5,028,977	\$5,854,467	\$6,017,351
Week 33	\$5,078,496	\$5,560,574	\$5,943,152
Week 34	\$5,010,037	\$5,356,745	\$6,463,628
Total	\$20,939,666	\$22,631,061	\$24,455,087

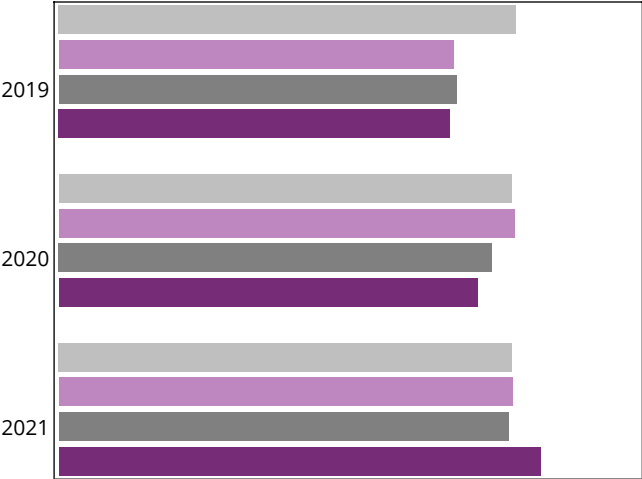
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	272,718	268,687	262,421
Week 32	240,033	268,515	256,267
Week 33	238,115	255,423	252,335
Week 34	237,749	243,230	266,034
Total	988,615	1,035,855	1,037,057

Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$5,528,780	\$5,475,267	\$5,482,288
Week 32	\$4,773,627	\$5,511,371	\$5,488,474
Week 33	\$4,812,663	\$5,239,203	\$5,437,641
Week 34	\$4,729,279	\$5,060,472	\$5,824,415
Total	\$19,844,350	\$21,286,312	\$22,232,817

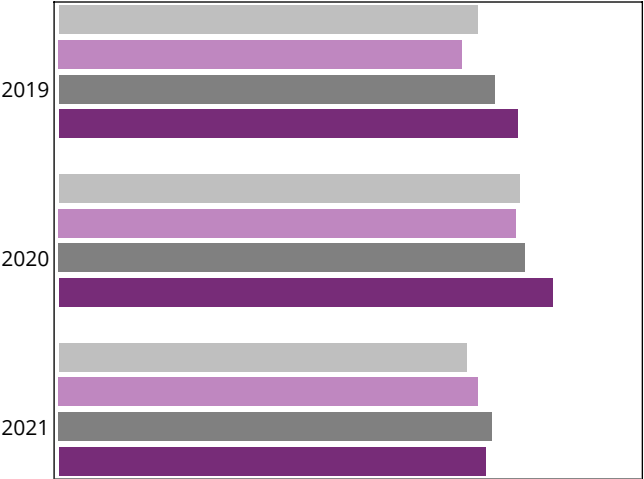
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	274,525	298,923	273,231
Week 32	268,115	301,719	277,731
Week 33	289,540	306,950	284,234
Week 34	304,645	324,895	281,667
Total	1,136,825	1,232,487	1,116,863

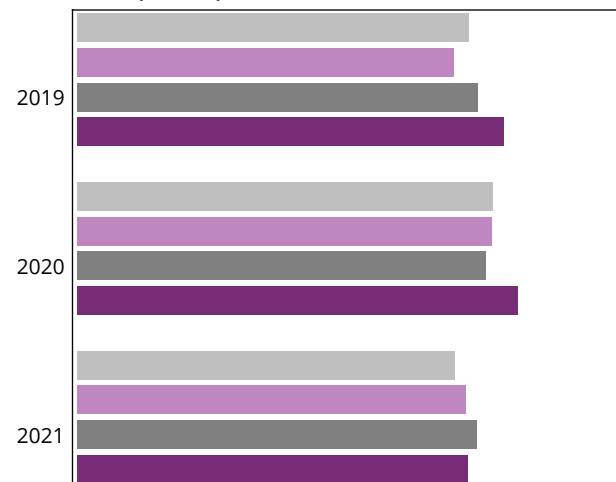
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$7,235,332	\$7,961,575	\$7,040,477
Week 32	\$6,962,818	\$7,900,933	\$7,242,023
Week 33	\$7,530,087	\$8,056,998	\$7,486,526
Week 34	\$7,928,144	\$8,524,136	\$7,368,822
Total	\$29,656,381	\$32,443,642	\$29,137,847

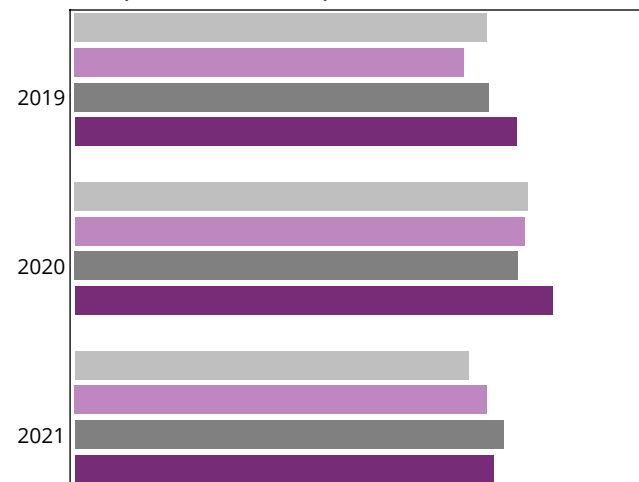
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	217,220	230,209	209,127
Week 32	208,868	229,496	215,361
Week 33	222,149	226,597	221,436
Week 34	236,162	243,984	216,652
Total	884,399	930,286	862,576

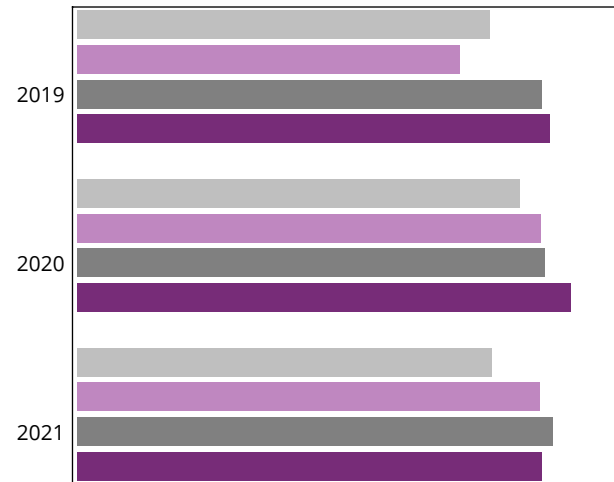
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$5,699,072	\$6,261,109	\$5,438,357
Week 32	\$5,377,221	\$6,215,209	\$5,694,338
Week 33	\$5,726,641	\$6,126,661	\$5,922,782
Week 34	\$6,107,487	\$6,598,224	\$5,783,113
Total	\$22,910,421	\$25,201,202	\$22,838,589

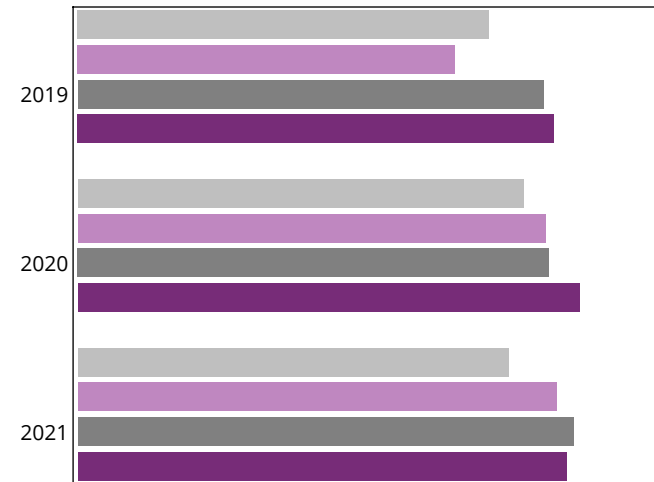
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	305,115	326,654	305,999
Week 32	282,944	342,210	341,831
Week 33	342,897	345,314	350,977
Week 34	349,225	364,865	343,425
Total	1,280,181	1,379,043	1,342,232

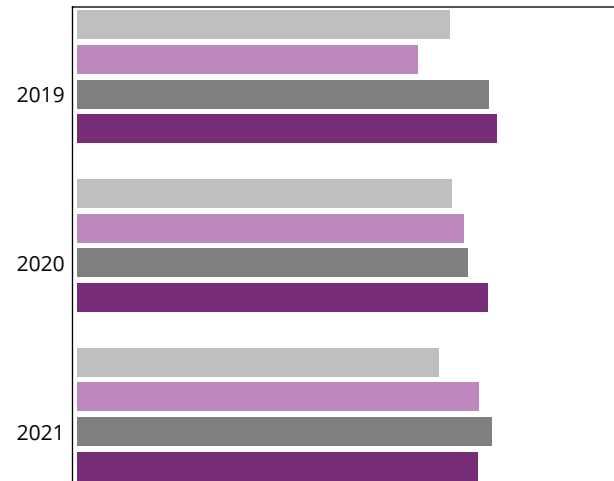
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$4,260,024	\$4,617,506	\$4,465,525
Week 32	\$3,910,835	\$4,850,308	\$4,963,285
Week 33	\$4,825,369	\$4,883,225	\$5,140,033
Week 34	\$4,934,726	\$5,201,693	\$5,067,992
Total	\$17,930,955	\$19,552,733	\$19,636,835

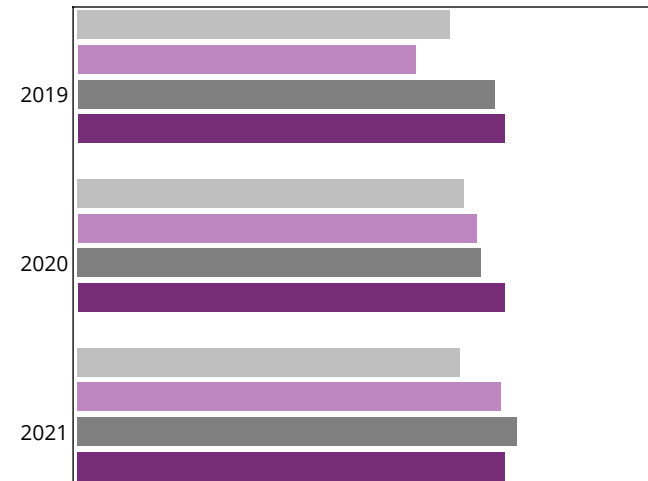
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	274,968	276,646	267,303
Week 32	251,526	285,914	297,031
Week 33	303,968	288,315	306,286
Week 34	310,291	303,673	295,575
Total	1,140,753	1,154,548	1,166,195

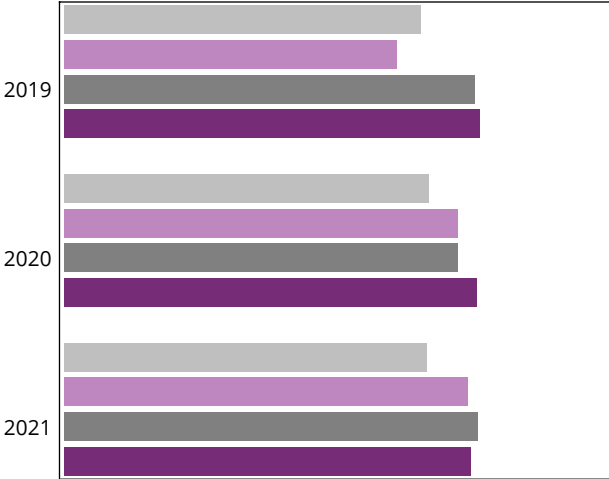
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$3,856,140	\$4,001,394	\$3,960,055
Week 32	\$3,499,088	\$4,135,216	\$4,385,774
Week 33	\$4,321,734	\$4,179,386	\$4,551,070
Week 34	\$4,424,914	\$4,423,979	\$4,428,876
Total	\$16,101,876	\$16,739,976	\$17,325,775

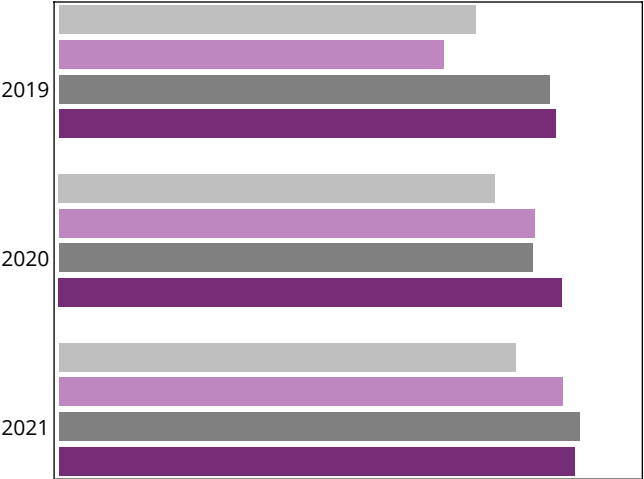
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	230,410	235,454	234,390
Week 32	214,964	254,087	261,023
Week 33	265,670	254,332	267,240
Week 34	268,692	266,790	263,111
Total	979,736	1,010,663	1,025,764

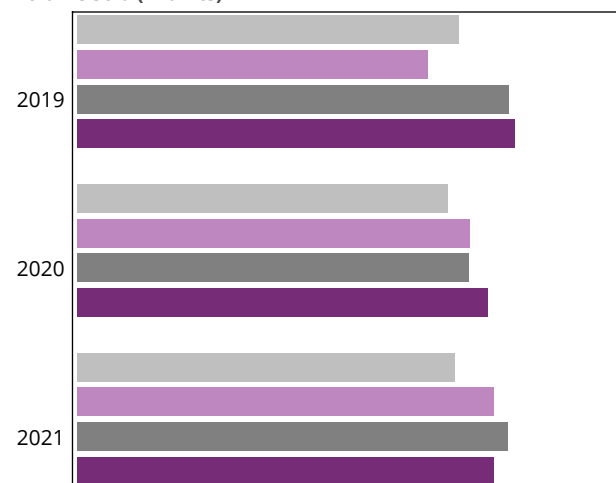
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$3,094,103	\$3,240,441	\$3,393,331
Week 32	\$2,856,018	\$3,531,963	\$3,740,383
Week 33	\$3,645,589	\$3,519,258	\$3,867,512
Week 34	\$3,690,213	\$3,738,200	\$3,830,953
Total	\$13,285,923	\$14,029,862	\$14,832,179

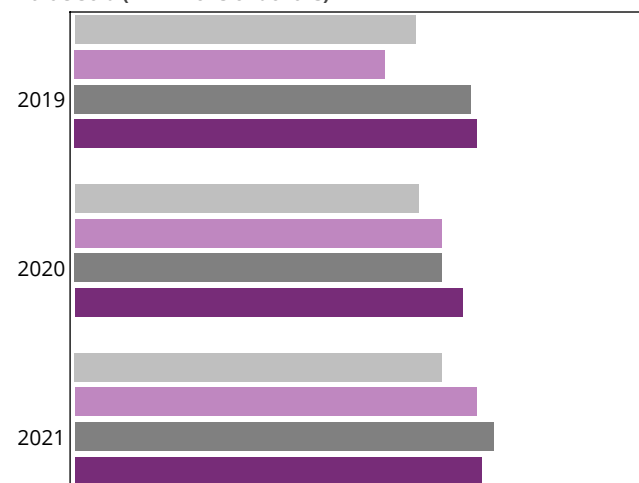
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	211,295	205,311	209,120
Week 32	194,111	217,497	231,088
Week 33	238,930	217,091	238,657
Week 34	242,362	227,706	230,636
Total	886,698	867,605	909,501

Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$2,823,108	\$2,848,667	\$3,045,266
Week 32	\$2,573,058	\$3,041,128	\$3,330,246
Week 33	\$3,286,864	\$3,043,824	\$3,471,146
Week 34	\$3,334,853	\$3,214,546	\$3,371,139
Total	\$12,017,883	\$12,148,165	\$13,217,798

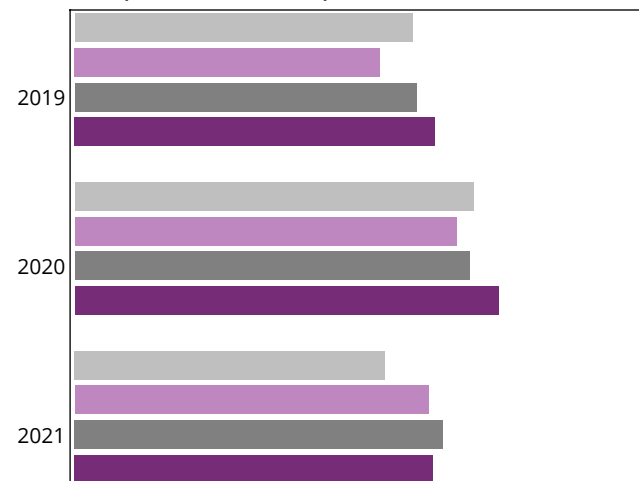
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	74,705	91,200	71,609
Week 32	67,980	88,123	80,808
Week 33	77,227	90,982	83,737
Week 34	80,533	98,075	80,314
Total	300,445	368,380	316,468

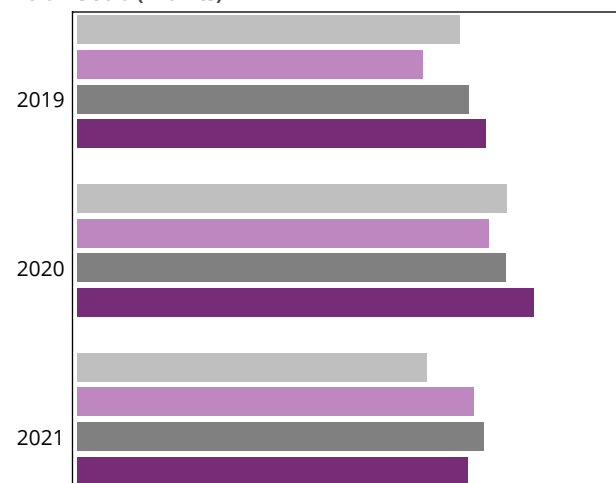
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$1,165,921	\$1,377,065	\$1,072,194
Week 32	\$1,054,817	\$1,318,346	\$1,222,902
Week 33	\$1,179,781	\$1,363,968	\$1,272,521
Week 34	\$1,244,513	\$1,463,493	\$1,237,039
Total	\$4,645,032	\$5,522,871	\$4,804,656

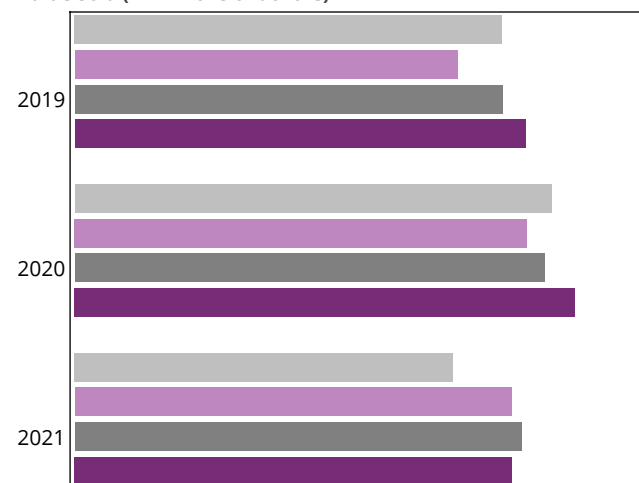
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	63,673	71,335	58,183
Week 32	57,415	68,417	65,943
Week 33	65,038	71,224	67,629
Week 34	67,929	75,967	64,939
Total	254,055	286,943	256,694

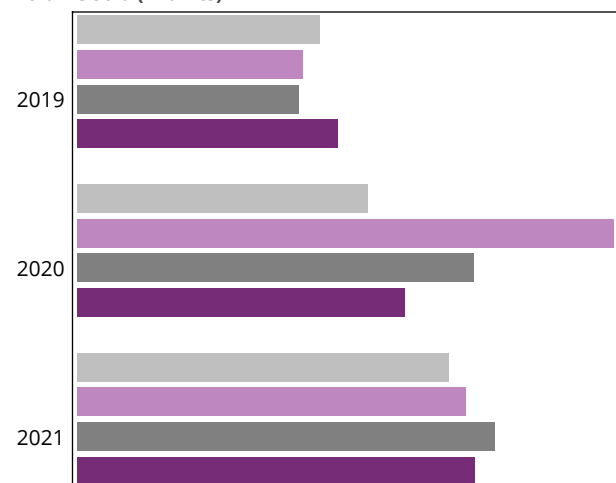
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$1,033,032	\$1,152,727	\$914,788
Week 32	\$926,030	\$1,094,089	\$1,055,528
Week 33	\$1,034,870	\$1,135,562	\$1,079,924
Week 34	\$1,090,060	\$1,209,433	\$1,057,737
Total	\$4,083,992	\$4,591,811	\$4,107,977

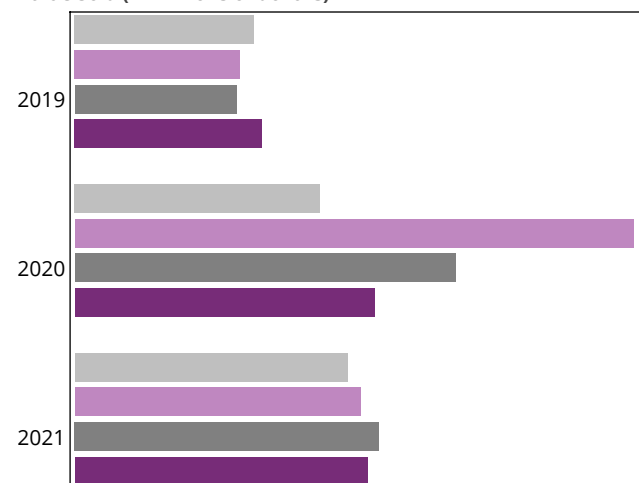
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	31,371	37,503	48,069
Week 32	29,133	69,351	50,192
Week 33	28,703	51,274	53,969
Week 34	33,742	42,374	51,434
Total	122,949	200,502	203,664

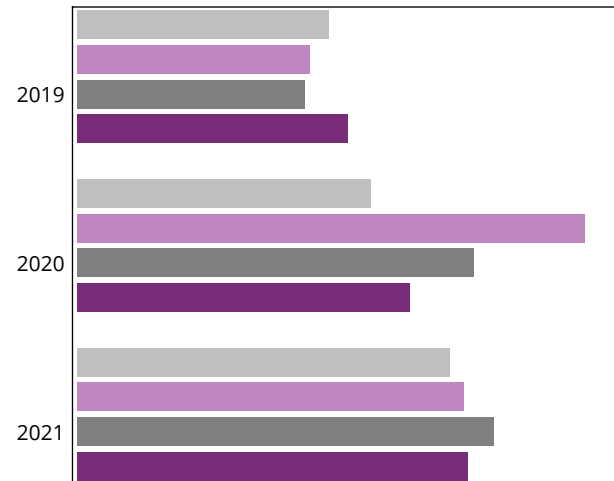
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$604,030	\$825,547	\$917,910
Week 32	\$555,973	\$1,881,224	\$961,679
Week 33	\$545,570	\$1,282,603	\$1,025,385
Week 34	\$630,290	\$1,009,112	\$986,653
Total	\$2,335,862	\$4,998,486	\$3,891,627

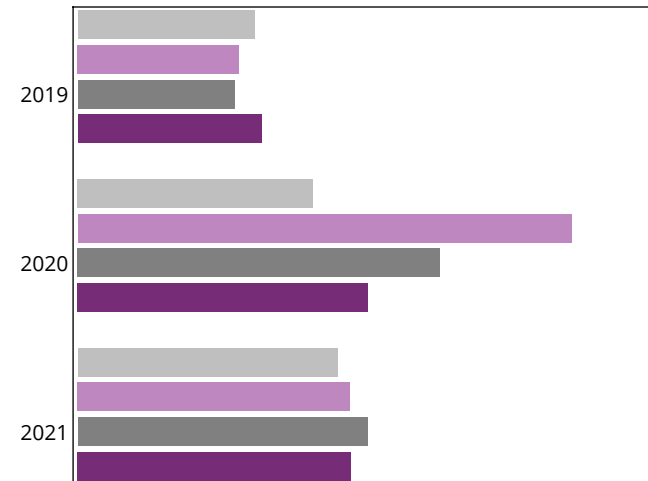
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	30,189	35,269	44,751
Week 32	27,887	60,939	46,403
Week 33	27,263	47,637	49,986
Week 34	32,435	39,881	46,872
Total	117,774	183,726	188,012

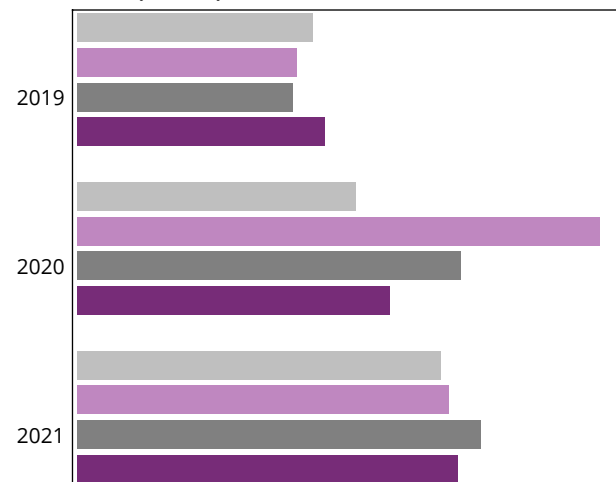
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$579,429	\$771,914	\$852,885
Week 32	\$528,904	\$1,619,814	\$892,937
Week 33	\$515,281	\$1,189,410	\$950,101
Week 34	\$603,084	\$951,973	\$896,784
Total	\$2,226,697	\$4,533,109	\$3,592,707

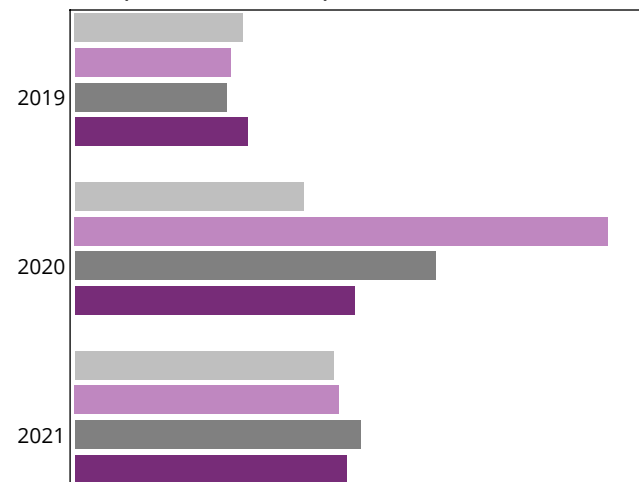
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	30,499	35,967	47,033
Week 32	28,337	67,590	47,995
Week 33	27,831	49,610	52,178
Week 34	32,040	40,432	49,188
Total	118,707	193,599	196,394

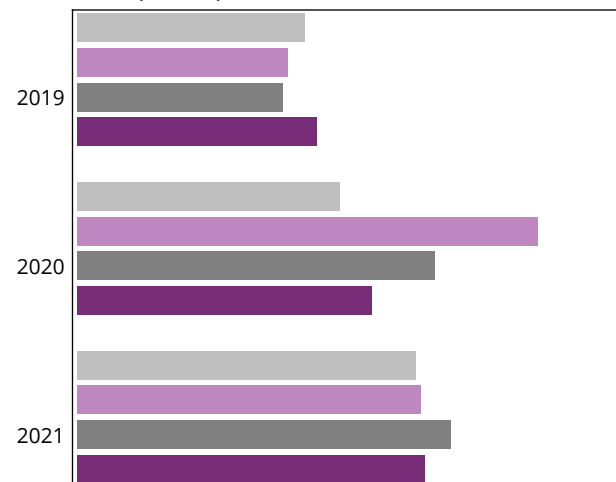
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$581,578	\$789,976	\$893,974
Week 32	\$537,261	\$1,842,228	\$912,707
Week 33	\$524,551	\$1,245,650	\$986,251
Week 34	\$597,454	\$966,855	\$939,155
Total	\$2,240,844	\$4,844,709	\$3,732,087

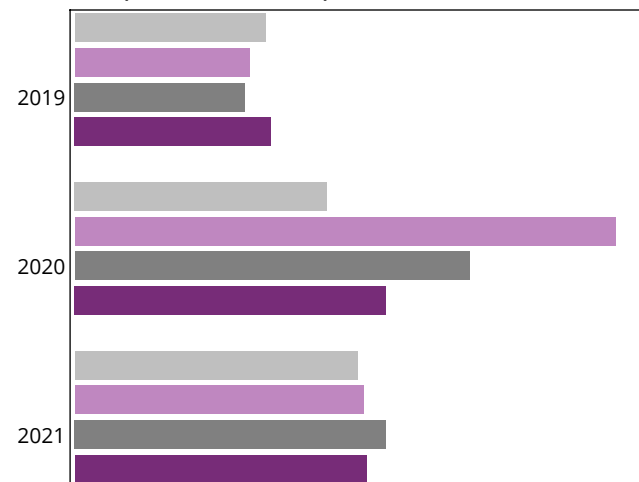
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	29,444	33,911	43,789
Week 32	27,200	59,514	44,373
Week 33	26,575	46,265	48,345
Week 34	30,978	38,132	44,955
Total	114,197	177,822	181,462

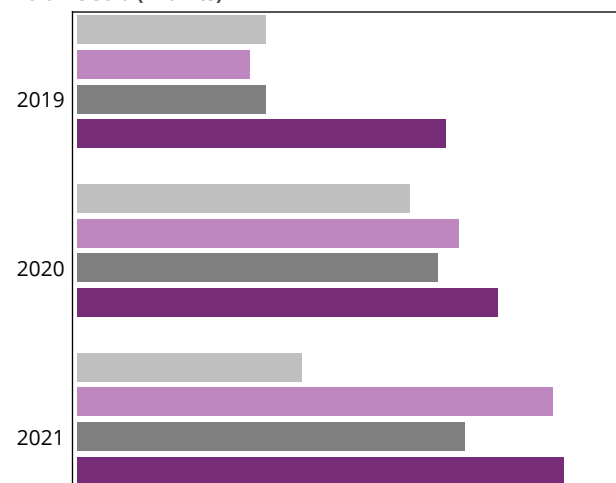
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$560,780	\$740,088	\$830,609
Week 32	\$512,545	\$1,588,023	\$848,084
Week 33	\$499,252	\$1,158,683	\$914,137
Week 34	\$575,713	\$913,950	\$856,140
Total	\$2,148,290	\$4,400,743	\$3,448,970

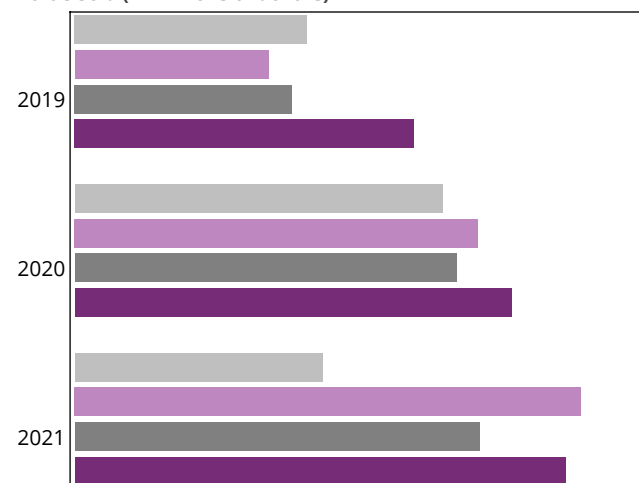
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 31	872	1,536	1,036
Week 32	796	1,761	2,197
Week 33	872	1,664	1,791
Week 34	1,702	1,942	2,246
Total	4,242	6,903	7,270

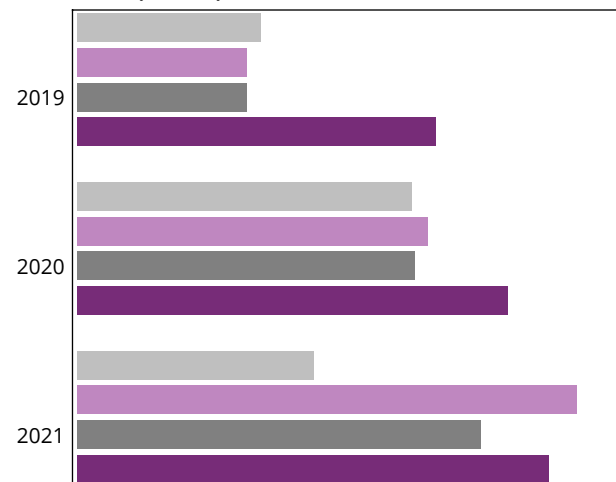
Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$22,452	\$35,571	\$23,936
Week 32	\$18,712	\$38,997	\$48,972
Week 33	\$21,018	\$36,952	\$39,134
Week 34	\$32,836	\$42,257	\$47,499
Total	\$95,018	\$153,777	\$159,540

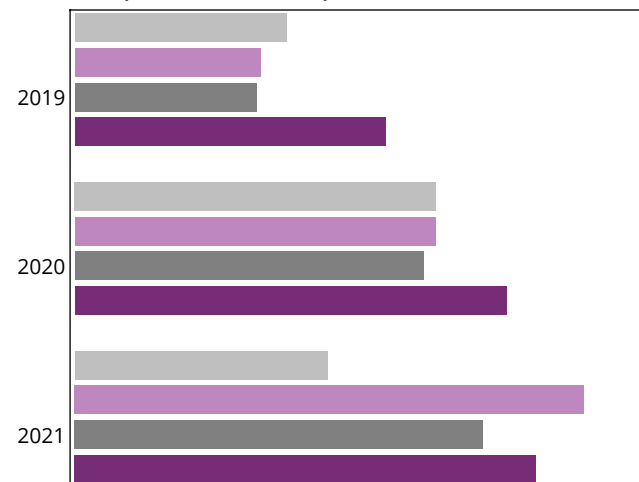
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 31	745	1,358	962
Week 32	687	1,425	2,030
Week 33	688	1,372	1,641
Week 34	1,457	1,749	1,917
Total	3,577	5,904	6,550

Value Sold (in millions of dollars)



	2019	2020	2021
Week 31	\$18,648	\$31,825	\$22,276
Week 32	\$16,359	\$31,791	\$44,853
Week 33	\$16,028	\$30,727	\$35,964
Week 34	\$27,371	\$38,023	\$40,644
Total	\$78,407	\$132,366	\$143,737

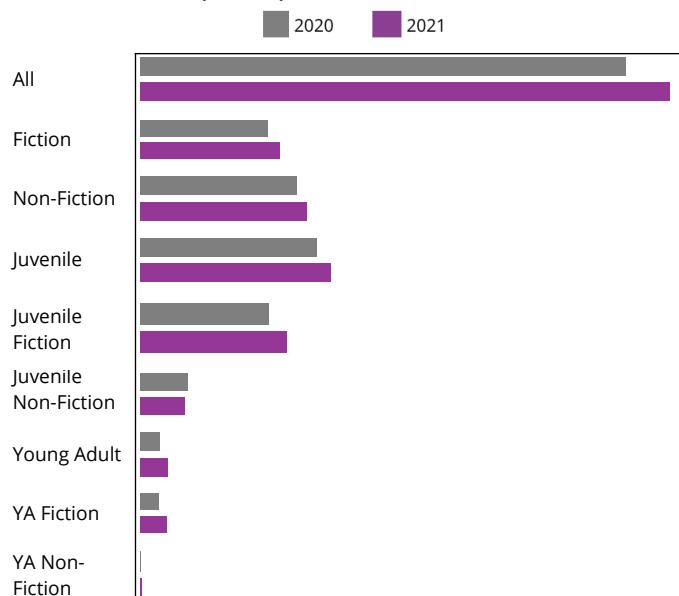
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 34	2020-08-23	2021-08-29

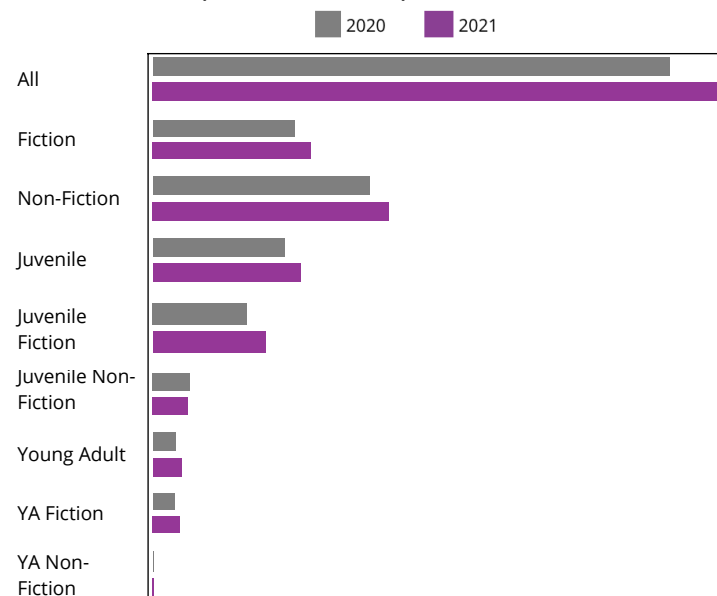
All Market

Volume Sold (in units)



	2020	2021
All	28,698,352	31,302,919
Fiction	7,561,655	8,242,897
Non-Fiction	9,261,436	9,869,349
Juvenile	10,431,929	11,242,647
Juvenile Fiction	7,614,819	8,635,523
Juvenile Non-Fiction	2,817,110	2,607,124
Young Adult (YA)	1,124,828	1,624,197
YA Fiction	1,081,246	1,560,811
YA Non-Fiction	43,582	63,386

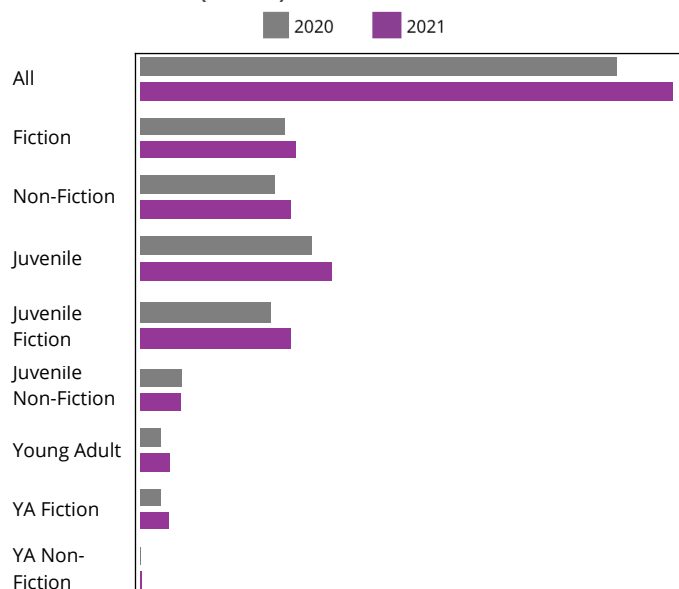
Value Sold (in millions of dollars)



	2020	2021
All	\$575,750,525	\$641,870,460
Fiction	\$157,597,806	\$176,065,995
Non-Fiction	\$241,217,642	\$263,413,753
Juvenile	\$146,489,413	\$164,847,143
Juvenile Fiction	\$105,040,061	\$125,818,254
Juvenile Non-Fiction	\$41,449,352	\$39,028,889
Young Adult (YA)	\$25,042,776	\$31,883,008
YA Fiction	\$24,004,578	\$30,435,814
YA Non-Fiction	\$1,038,198	\$1,447,194

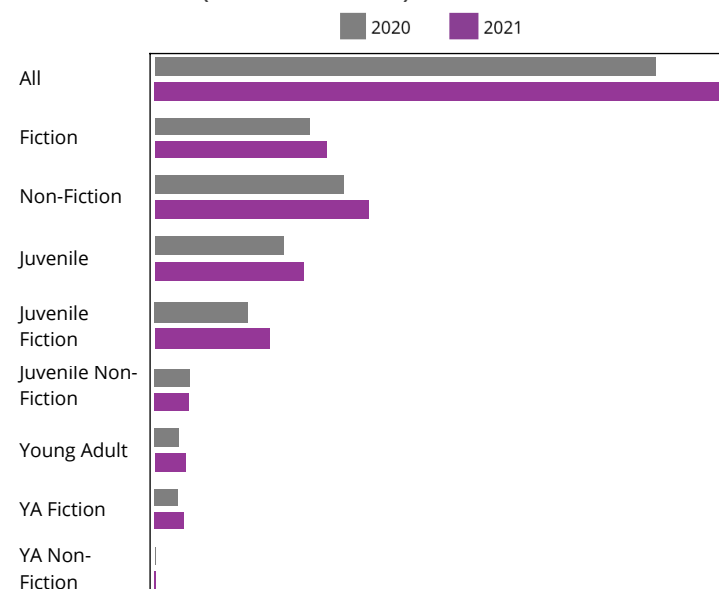
Ring Fence

Volume Sold (in units)



	2020	2021
All	23,305,903	26,067,059
Fiction	7,065,686	7,633,628
Non-Fiction	6,576,432	7,373,390
Juvenile	8,395,820	9,370,401
Juvenile Fiction	6,365,675	7,383,148
Juvenile Non-Fiction	2,030,145	1,987,253
Young Adult (YA)	1,026,101	1,457,722
YA Fiction	990,680	1,401,145
YA Non-Fiction	35,421	56,577

Value Sold (in millions of dollars)



	2020	2021
All	\$471,637,069	\$536,097,463
Fiction	\$145,669,335	\$161,444,678
Non-Fiction	\$177,730,229	\$201,281,146
Juvenile	\$121,093,590	\$140,051,425
Juvenile Fiction	\$87,949,787	\$107,846,886
Juvenile Non-Fiction	\$33,143,803	\$32,204,539
Young Adult (YA)	\$22,631,829	\$28,812,335
YA Fiction	\$21,785,540	\$27,506,314
YA Non-Fiction	\$846,290	\$1,306,020

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