

SalesData Market Report:

December 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 December 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:

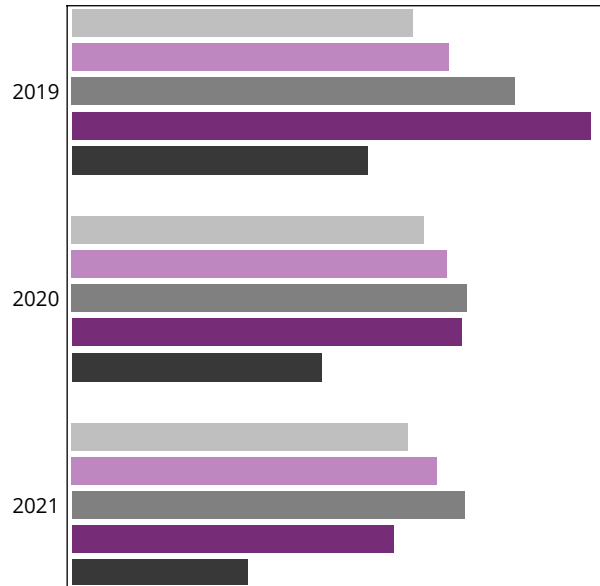
	2019	2020	2021
Week 48	2019-12-01	2020-11-29	2021-12-05
Week 49	2019-12-08	2020-12-06	2021-12-12
Week 50	2019-12-15	2020-12-13	2021-12-19
Week 51	2019-12-22	2020-12-20	2021-12-26
Week 52	2019-12-29	2020-12-27	2022-01-02

N.B. 2019 and 2021 were both 52 weeks long, while 2020 was 53 weeks long. Week 53 of December 2020 (ending 2021-01-03) is not included in the this report.

Month-to-Month Comparisons

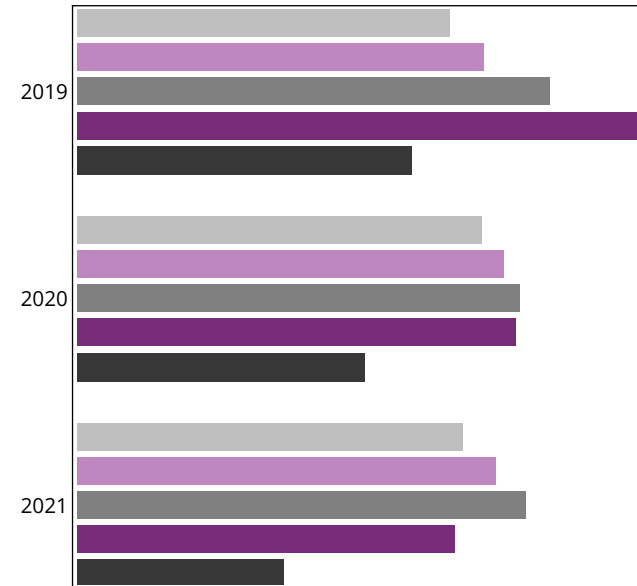
All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	1,728,867	1,786,667	1,705,844
Week 49	1,911,210	1,904,194	1,851,467
Week 50	2,247,502	2,005,413	1,990,625
Week 51	2,630,075	1,977,210	1,632,451
Week 52	1,500,013	1,266,404	892,431
Total	10,017,667	8,939,888	8,072,818

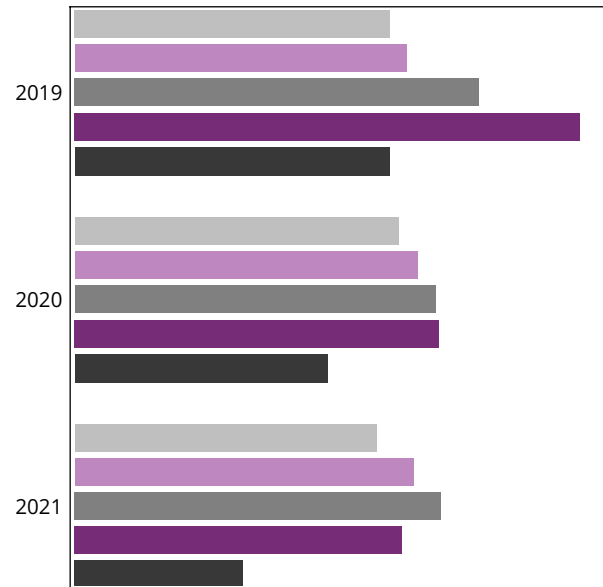
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$37,279,834	\$40,550,777	\$38,634,702
Week 49	\$40,721,711	\$42,750,927	\$41,857,202
Week 50	\$47,338,859	\$44,296,207	\$44,944,874
Week 51	\$56,480,216	\$43,917,802	\$37,820,251
Week 52	\$33,514,240	\$28,785,085	\$20,691,763
Total	\$215,334,860	\$200,300,798	\$183,948,792

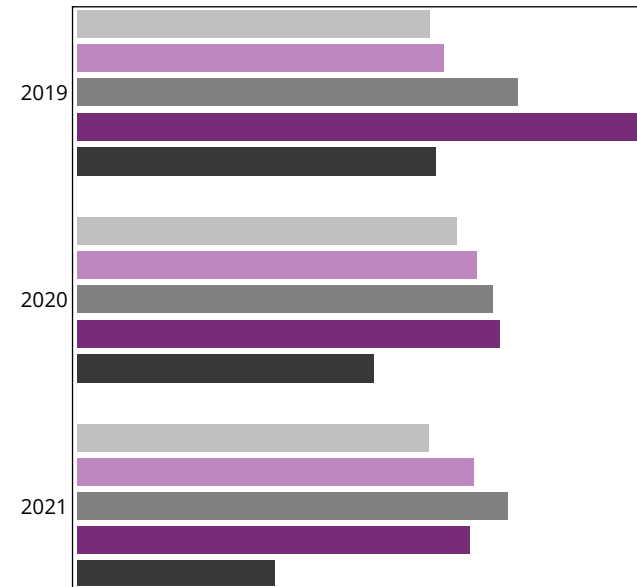
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	1,362,776	1,399,658	1,304,456
Week 49	1,432,186	1,480,885	1,463,578
Week 50	1,746,494	1,557,603	1,582,501
Week 51	2,183,575	1,572,861	1,414,605
Week 52	1,359,715	1,091,794	727,188
Total	8,084,746	7,102,801	6,492,328

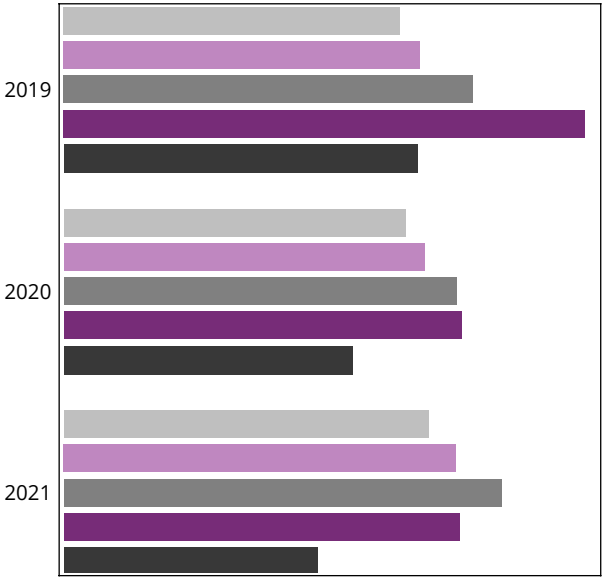
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$29,710,865	\$32,043,539	\$29,678,223
Week 49	\$30,916,125	\$33,678,024	\$33,476,380
Week 50	\$37,109,578	\$35,015,568	\$36,318,360
Week 51	\$47,196,203	\$35,606,610	\$33,076,792
Week 52	\$30,232,093	\$24,970,582	\$16,670,679
Total	\$175,164,864	\$161,314,324	\$149,220,434

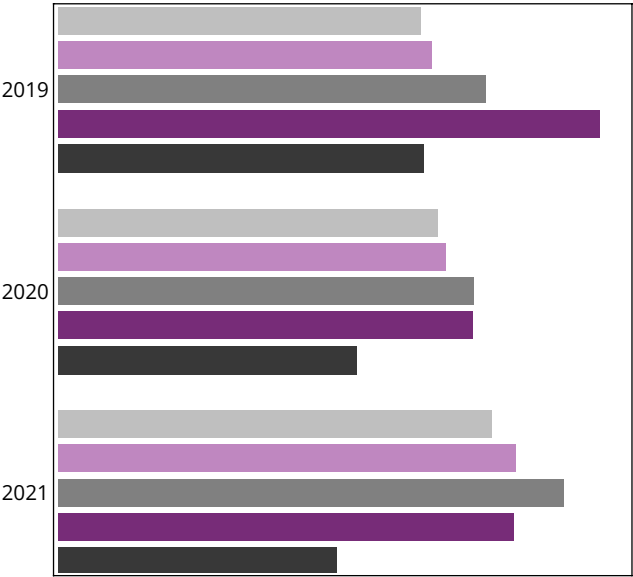
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	328,476	333,711	356,295
Week 49	348,105	352,336	382,992
Week 50	399,800	383,457	427,395
Week 51	509,131	388,285	386,751
Week 52	345,789	282,006	247,593
Total	1,931,301	1,739,795	1,801,026

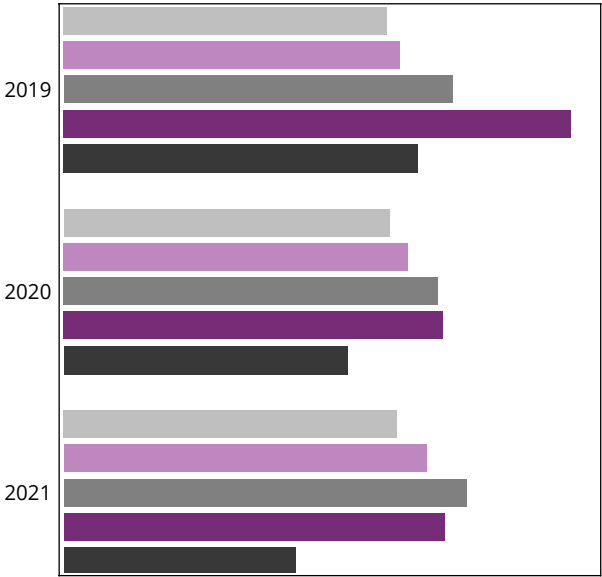
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$7,647,291	\$7,997,743	\$9,128,496
Week 49	\$7,866,655	\$8,162,389	\$9,650,780
Week 50	\$9,014,815	\$8,754,835	\$10,661,095
Week 51	\$11,414,219	\$8,742,653	\$9,595,636
Week 52	\$7,694,895	\$6,288,561	\$5,873,988
Total	\$43,637,875	\$39,946,181	\$44,909,996

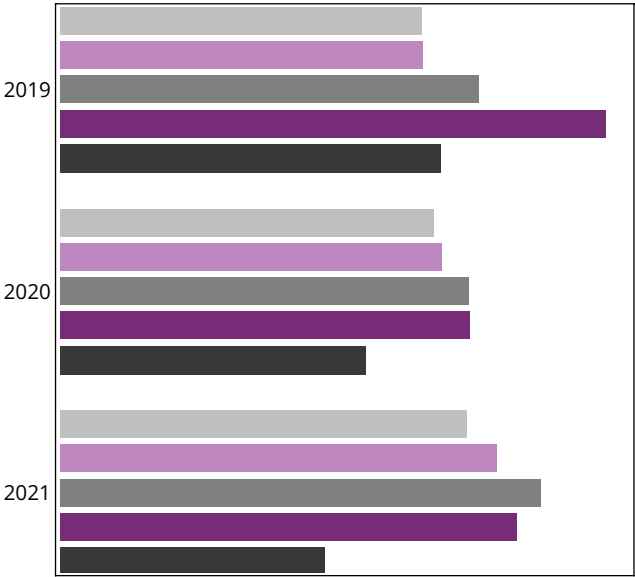
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	303,665	306,169	313,028
Week 49	315,637	323,127	340,724
Week 50	364,956	351,382	378,373
Week 51	476,303	356,357	357,624
Week 52	332,581	266,612	217,596
Total	1,793,142	1,603,647	1,607,345

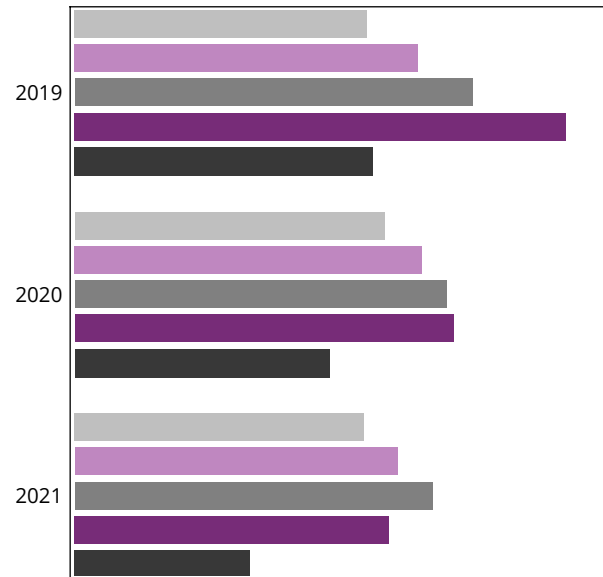
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$6,981,038	\$7,220,975	\$7,847,588
Week 49	\$7,014,794	\$7,375,864	\$8,427,448
Week 50	\$8,092,320	\$7,900,750	\$9,280,361
Week 51	\$10,542,809	\$7,914,494	\$8,824,978
Week 52	\$7,357,255	\$5,896,955	\$5,111,060
Total	\$39,988,216	\$36,309,037	\$39,491,435

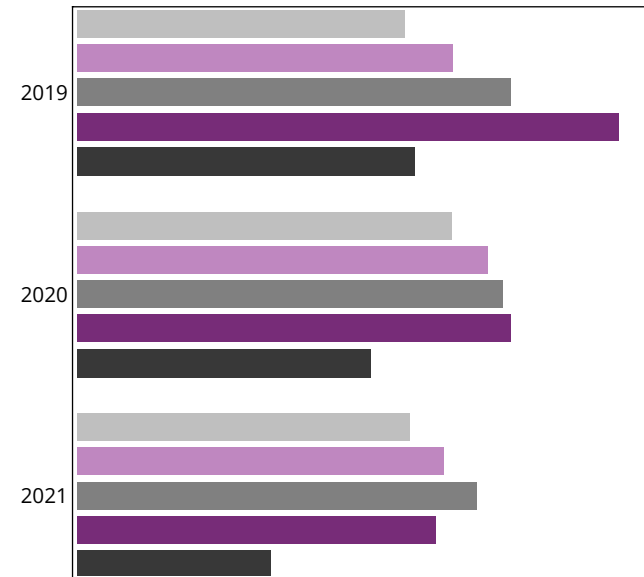
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	603,748	639,752	597,809
Week 49	708,823	717,897	667,262
Week 50	821,944	768,008	739,375
Week 51	1,014,987	783,011	649,240
Week 52	616,443	525,997	362,196
Total	3,765,945	3,434,665	3,015,882

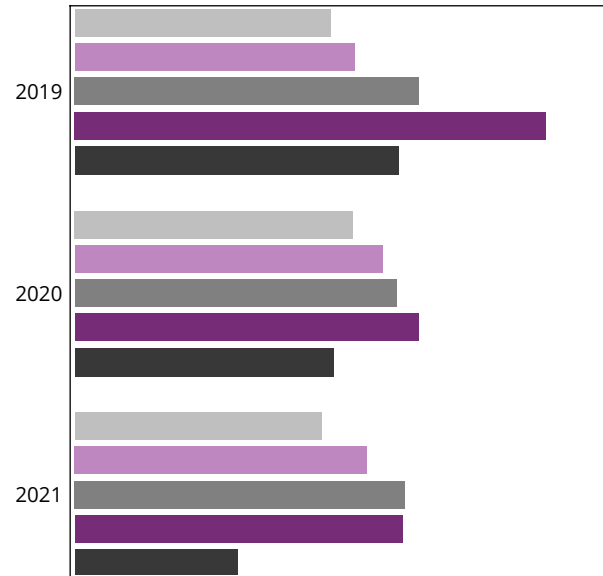
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$16,677,752	\$19,098,738	\$16,914,327
Week 49	\$19,114,435	\$20,920,814	\$18,669,618
Week 50	\$22,080,424	\$21,670,859	\$20,342,700
Week 51	\$27,583,802	\$22,063,952	\$18,287,242
Week 52	\$17,179,095	\$14,930,818	\$9,875,426
Total	\$102,635,508	\$98,685,181	\$84,089,312

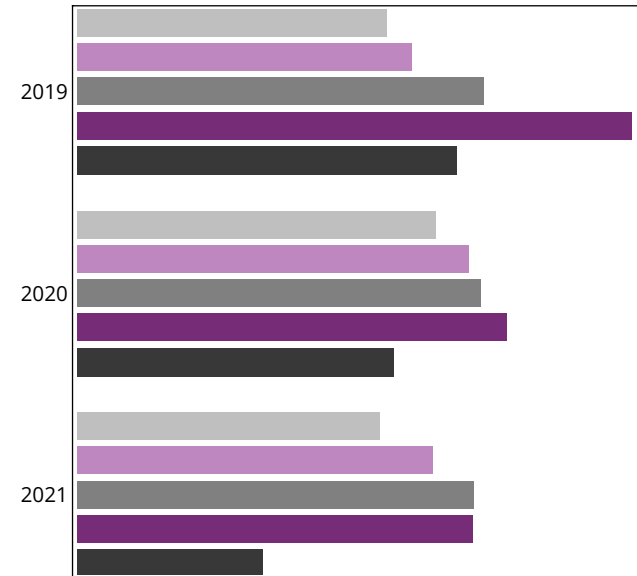
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	417,086	453,616	401,891
Week 49	456,139	501,680	476,335
Week 50	560,944	524,850	538,468
Week 51	768,242	559,982	534,220
Week 52	527,468	422,053	264,902
Total	2,729,879	2,462,181	2,215,816

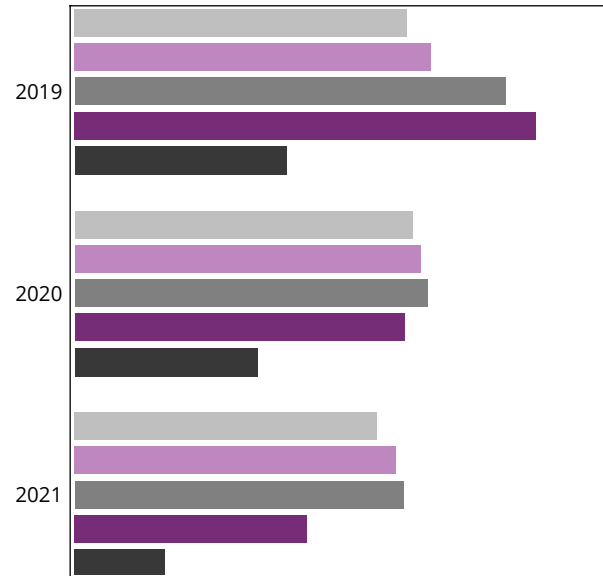
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$12,078,787	\$14,003,398	\$11,798,413
Week 49	\$13,068,114	\$15,303,695	\$13,887,685
Week 50	\$15,868,898	\$15,753,592	\$15,496,762
Week 51	\$21,647,363	\$16,779,956	\$15,426,013
Week 52	\$14,821,753	\$12,369,199	\$7,260,636
Total	\$77,484,916	\$74,209,840	\$63,869,509

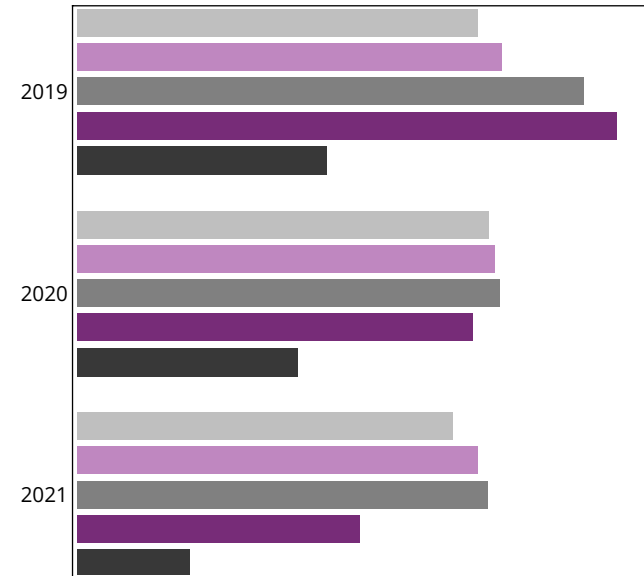
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	725,996	737,722	660,756
Week 49	778,491	756,162	701,585
Week 50	940,829	770,929	717,972
Week 51	1,007,578	720,813	507,569
Week 52	463,037	399,407	196,919
Total	3,915,931	3,385,033	2,784,801

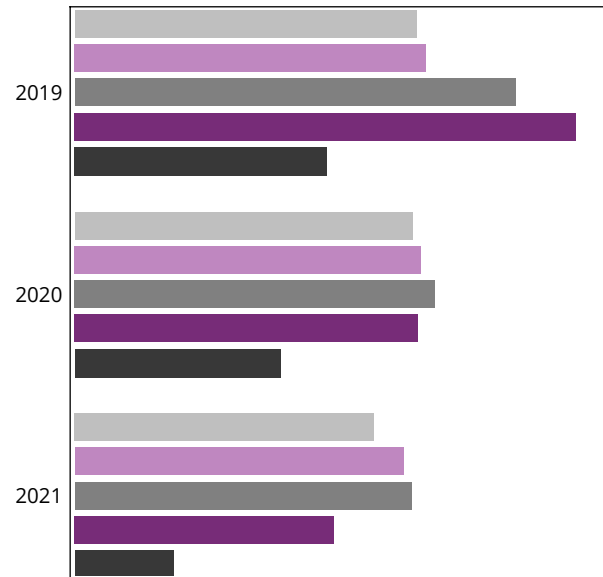
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$11,571,523	\$11,883,008	\$10,830,607
Week 49	\$12,261,977	\$12,061,222	\$11,566,577
Week 50	\$14,604,041	\$12,198,762	\$11,841,377
Week 51	\$15,572,895	\$11,404,218	\$8,154,887
Week 52	\$7,202,825	\$6,369,162	\$3,241,277
Total	\$61,213,260	\$53,916,372	\$45,634,725

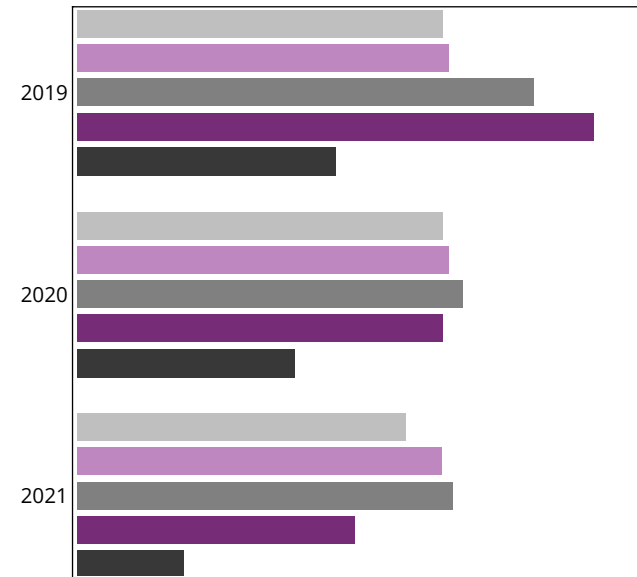
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	582,052	575,284	510,066
Week 49	598,692	590,109	559,924
Week 50	750,784	613,530	574,022
Week 51	854,443	585,132	441,871
Week 52	429,524	350,507	168,199
Total	3,215,495	2,714,562	2,254,082

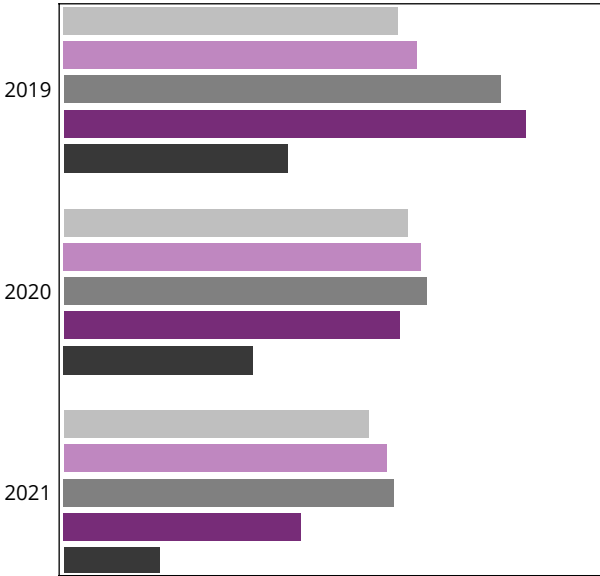
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$9,467,146	\$9,451,378	\$8,491,527
Week 49	\$9,616,035	\$9,607,234	\$9,440,047
Week 50	\$11,805,611	\$9,969,009	\$9,725,577
Week 51	\$13,351,324	\$9,452,351	\$7,190,516
Week 52	\$6,699,016	\$5,622,930	\$2,756,907
Total	\$50,939,132	\$44,102,902	\$37,604,574

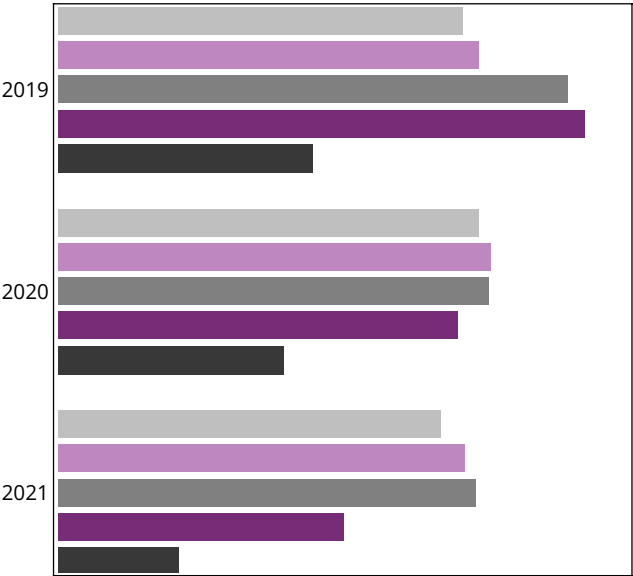
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	543,728	559,463	496,051
Week 49	574,851	581,224	525,139
Week 50	710,773	590,186	537,117
Week 51	750,993	546,662	386,085
Week 52	363,853	308,097	156,079
Total	2,944,198	2,585,632	2,100,471

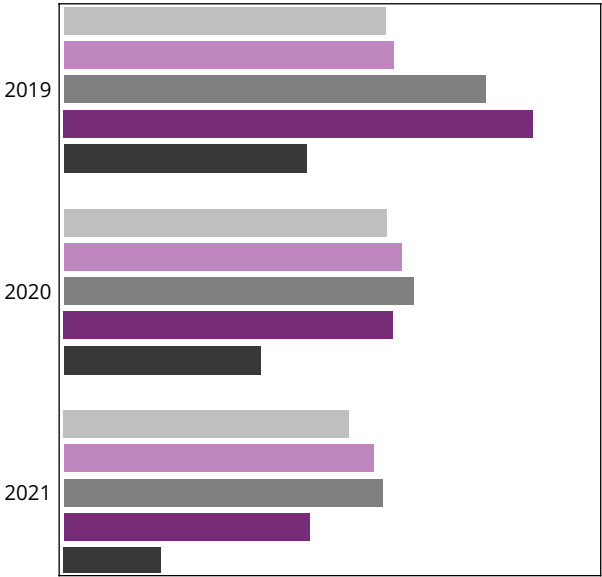
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$8,684,474	\$9,040,294	\$8,221,296
Week 49	\$9,048,192	\$9,305,143	\$8,738,089
Week 50	\$10,951,007	\$9,256,761	\$8,967,350
Week 51	\$11,320,402	\$8,585,550	\$6,144,134
Week 52	\$5,472,046	\$4,841,231	\$2,588,516
Total	\$45,476,121	\$41,028,979	\$34,659,385

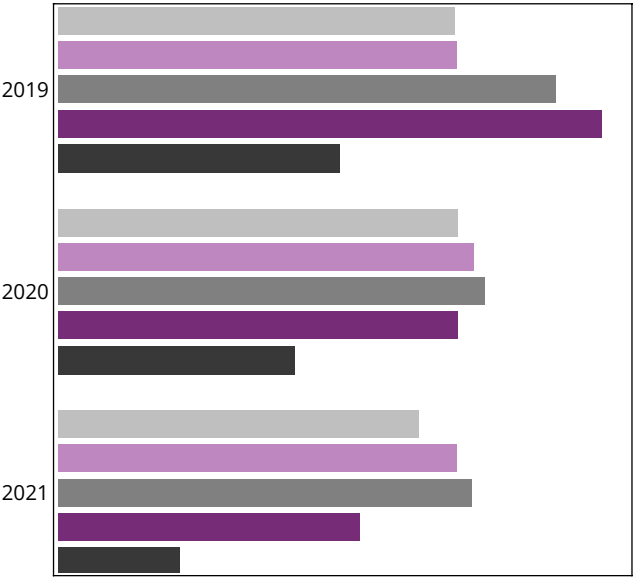
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	453,301	454,304	401,728
Week 49	464,734	475,587	436,652
Week 50	593,949	492,895	449,295
Week 51	661,098	463,829	346,323
Week 52	342,034	277,267	137,114
Total	2,515,116	2,163,882	1,771,112

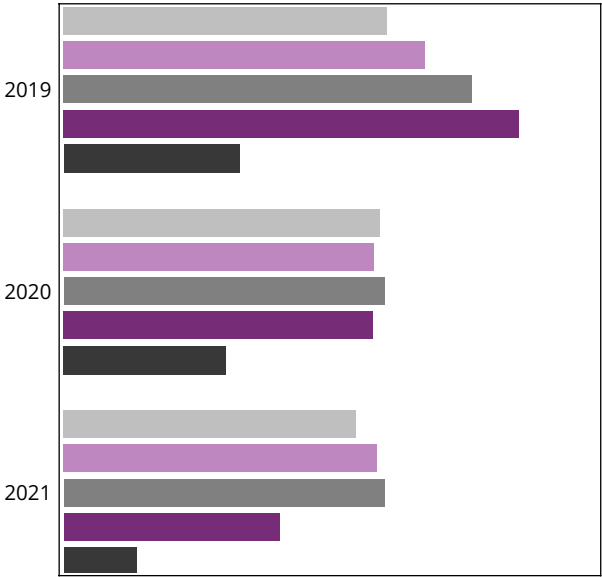
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$7,198,253	\$7,251,286	\$6,551,107
Week 49	\$7,237,263	\$7,542,890	\$7,233,415
Week 50	\$9,035,043	\$7,752,781	\$7,504,287
Week 51	\$9,867,784	\$7,250,893	\$5,480,366
Week 52	\$5,116,947	\$4,305,141	\$2,211,380
Total	\$38,455,290	\$34,102,990	\$28,980,554

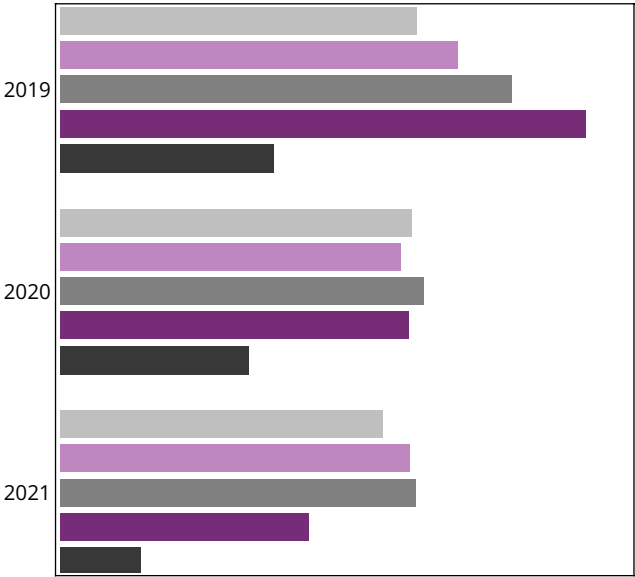
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	182,268	178,259	164,705
Week 49	203,640	174,938	176,446
Week 50	230,056	180,743	180,855
Week 51	256,585	174,151	121,484
Week 52	99,184	91,310	40,840
Total	971,733	799,401	684,330

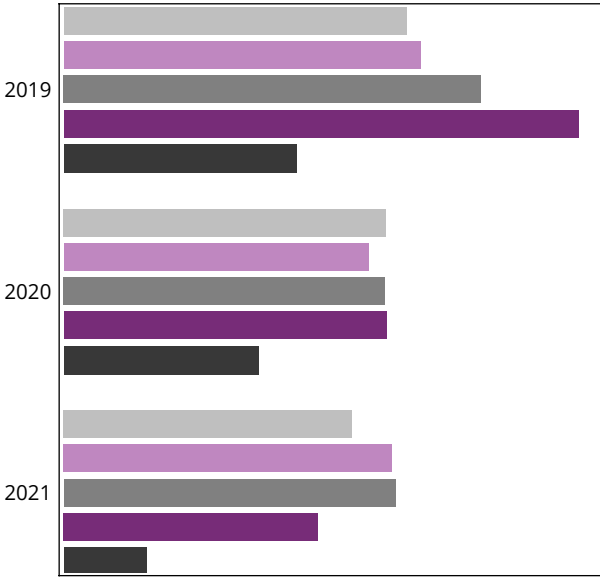
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$2,887,048	\$2,842,713	\$2,609,311
Week 49	\$3,213,784	\$2,756,080	\$2,828,488
Week 50	\$3,653,034	\$2,942,001	\$2,874,027
Week 51	\$4,252,494	\$2,818,667	\$2,010,753
Week 52	\$1,730,779	\$1,527,931	\$652,761
Total	\$15,737,139	\$12,887,393	\$10,975,341

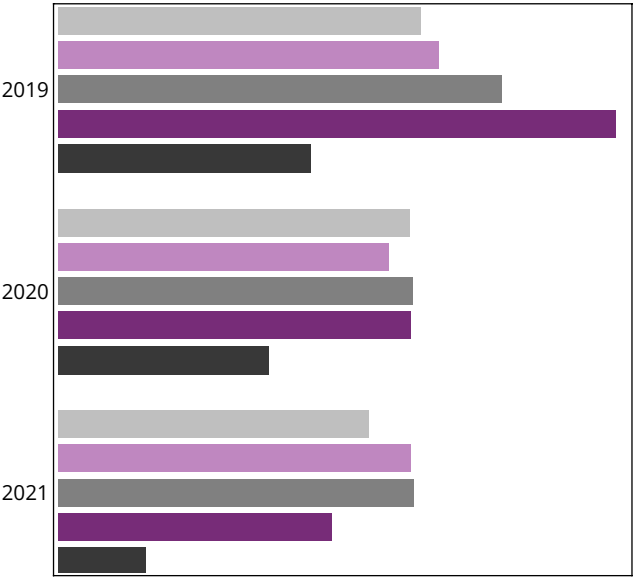
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	128,751	120,980	108,338
Week 49	133,958	114,522	123,272
Week 50	156,835	120,635	124,727
Week 51	193,345	121,303	95,548
Week 52	87,490	73,240	31,085
Total	700,379	550,680	482,970

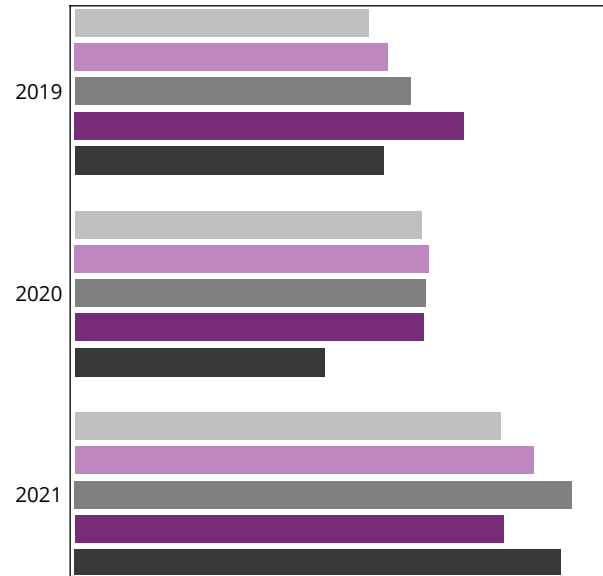
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$2,268,893	\$2,200,092	\$1,940,420
Week 49	\$2,378,771	\$2,064,344	\$2,206,632
Week 50	\$2,770,568	\$2,216,228	\$2,221,290
Week 51	\$3,483,540	\$2,201,459	\$1,710,150
Week 52	\$1,582,070	\$1,317,789	\$545,527
Total	\$12,483,842	\$9,999,912	\$8,624,020

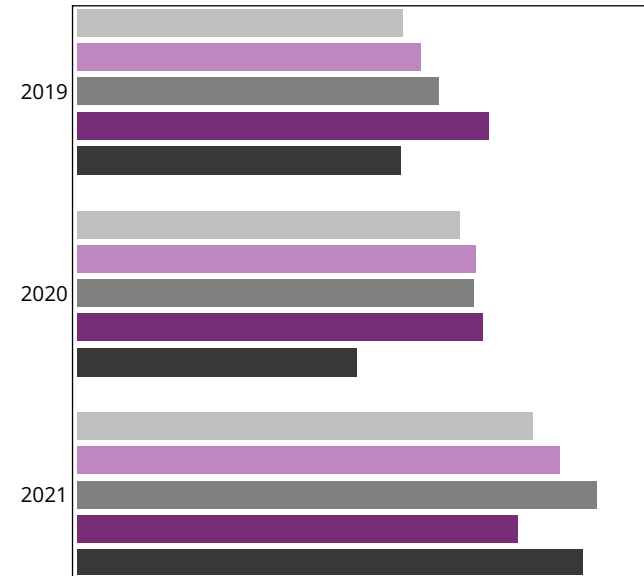
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	44,667	52,746	64,797
Week 49	47,655	53,866	69,767
Week 50	51,075	53,330	75,641
Week 51	59,235	53,057	65,222
Week 52	46,971	37,969	74,000
Total	249,603	250,968	349,427

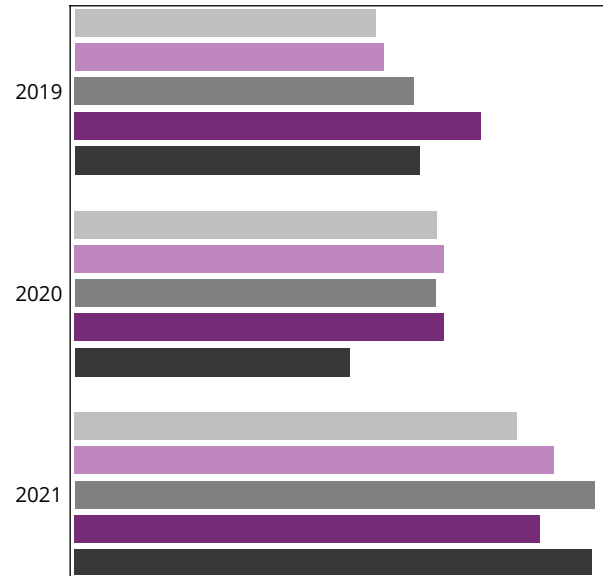
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$954,307	\$1,122,698	\$1,335,742
Week 49	\$1,007,312	\$1,167,715	\$1,413,596
Week 50	\$1,058,720	\$1,161,831	\$1,523,944
Week 51	\$1,206,377	\$1,189,602	\$1,292,831
Week 52	\$948,423	\$820,656	\$1,481,172
Total	\$5,175,139	\$5,462,502	\$7,047,285

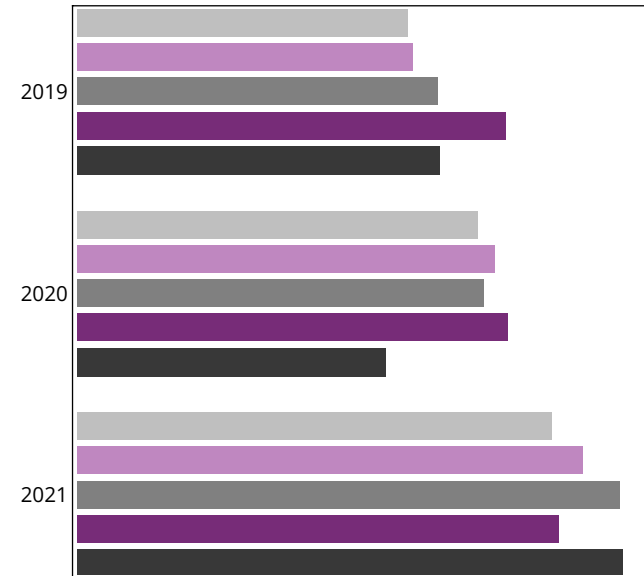
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	39,541	47,642	58,170
Week 49	40,622	48,559	63,023
Week 50	44,612	47,456	68,359
Week 51	53,394	48,528	61,193
Week 52	45,363	36,131	68,031
Total	223,532	228,316	318,776

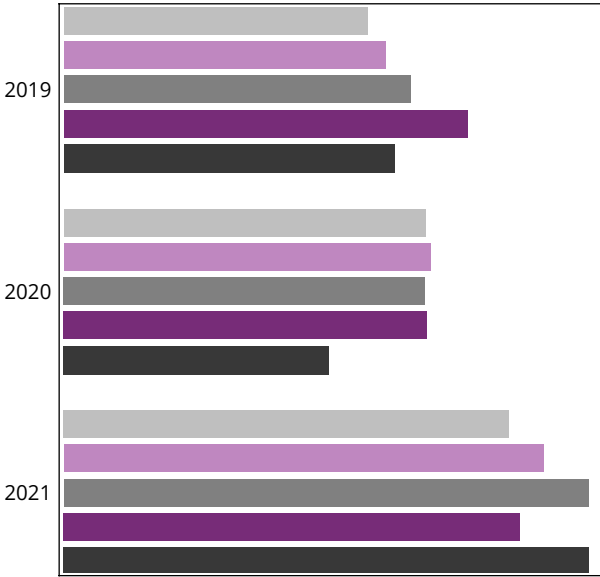
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$829,319	\$1,005,438	\$1,189,787
Week 49	\$841,805	\$1,047,159	\$1,269,236
Week 50	\$903,881	\$1,020,409	\$1,360,832
Week 51	\$1,075,309	\$1,079,667	\$1,209,370
Week 52	\$909,440	\$773,308	\$1,369,347
Total	\$4,559,753	\$4,925,980	\$6,398,572

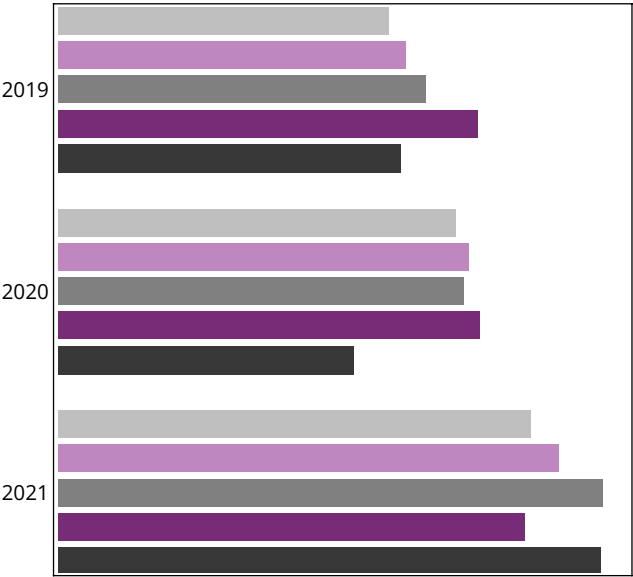
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	42,200	50,259	61,894
Week 49	44,741	50,995	66,699
Week 50	48,221	50,215	72,933
Week 51	56,107	50,507	63,440
Week 52	45,959	36,869	72,983
Total	237,228	238,845	337,949

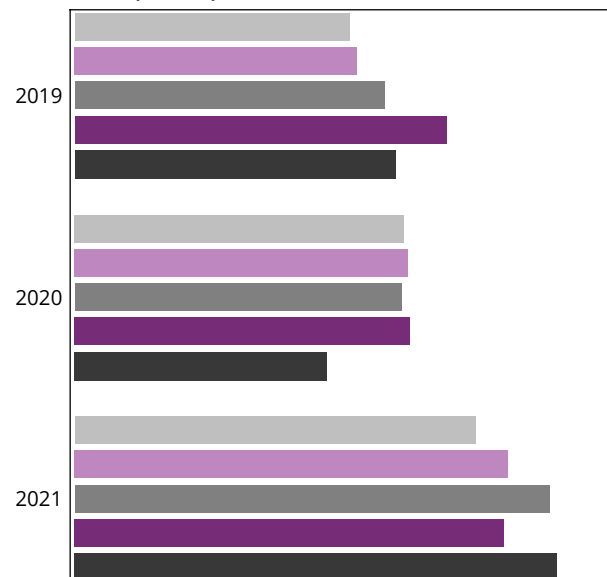
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$886,911	\$1,066,409	\$1,268,255
Week 49	\$932,879	\$1,101,561	\$1,343,516
Week 50	\$986,208	\$1,089,608	\$1,461,504
Week 51	\$1,125,590	\$1,130,651	\$1,251,507
Week 52	\$919,348	\$794,155	\$1,457,383
Total	\$4,850,935	\$5,182,383	\$6,782,165

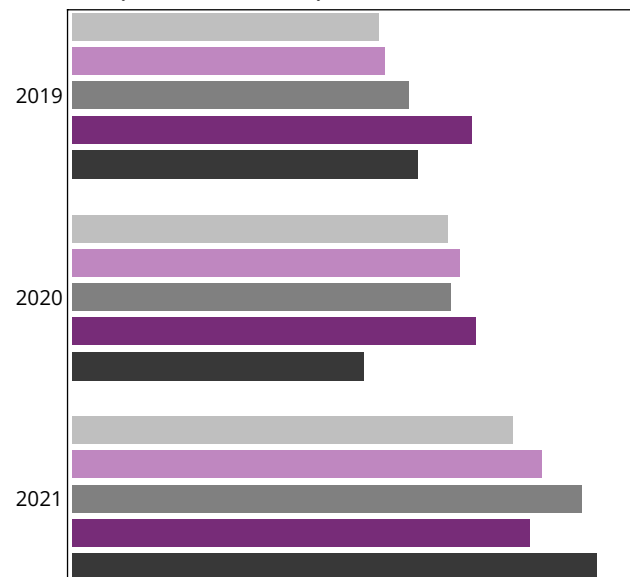
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	38,190	45,788	55,743
Week 49	39,219	46,335	60,237
Week 50	43,066	45,388	66,021
Week 51	51,662	46,590	59,661
Week 52	44,557	35,093	67,047
Total	216,694	219,194	308,709

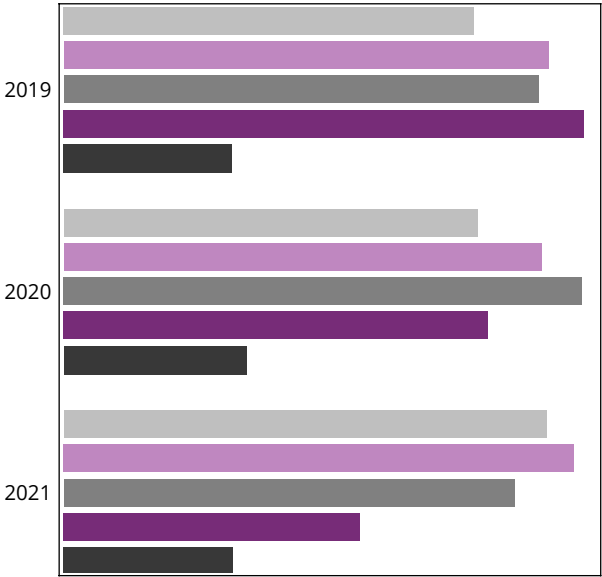
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$787,317	\$962,200	\$1,131,387
Week 49	\$802,660	\$994,856	\$1,204,516
Week 50	\$862,193	\$971,117	\$1,306,267
Week 51	\$1,025,881	\$1,034,168	\$1,173,689
Week 52	\$885,860	\$748,030	\$1,346,301
Total	\$4,363,911	\$4,710,371	\$6,162,161

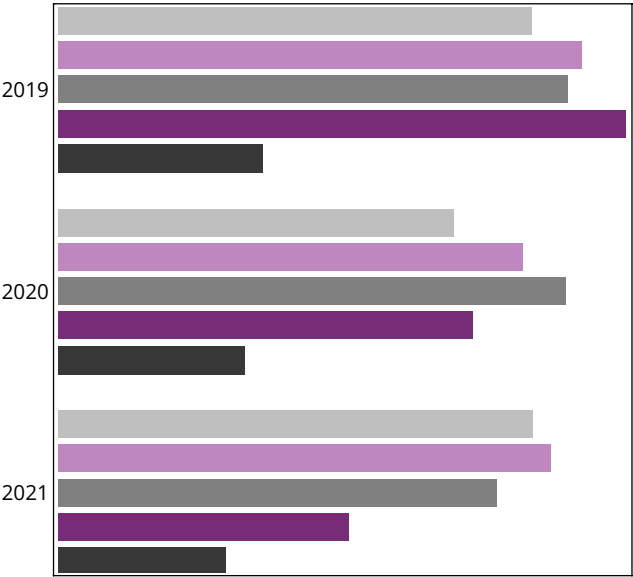
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 48	2,467	2,487	2,903
Week 49	2,914	2,871	3,068
Week 50	2,854	3,115	2,708
Week 51	3,128	2,550	1,782
Week 52	1,012	1,100	1,017
Total	12,375	12,123	11,478

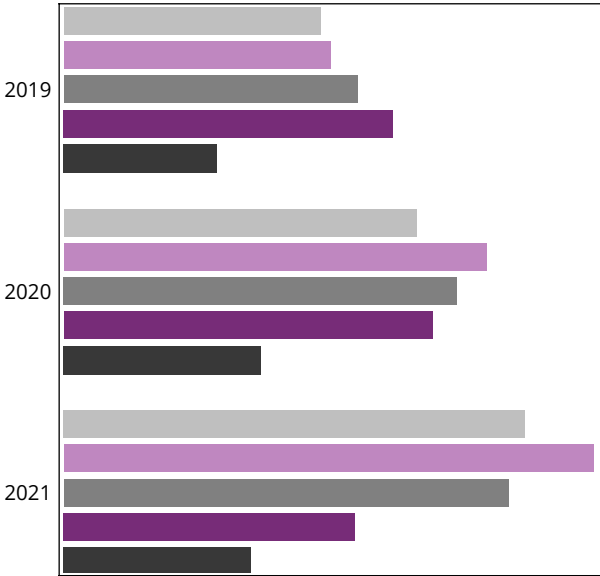
Value Sold (in millions of dollars)



	2019	2020	2021
Week 48	\$67,396	\$56,289	\$67,487
Week 49	\$74,433	\$66,154	\$70,080
Week 50	\$72,513	\$72,223	\$62,440
Week 51	\$80,787	\$58,951	\$41,324
Week 52	\$29,075	\$26,501	\$23,789
Total	\$324,204	\$280,119	\$265,120

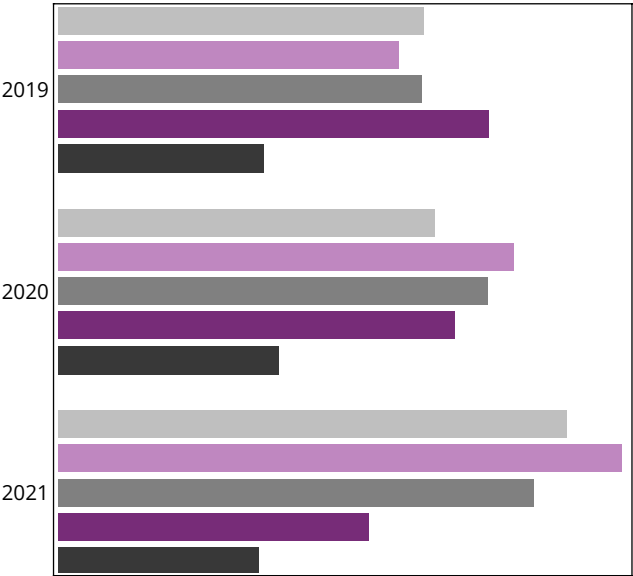
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 48	1,351	1,854	2,427
Week 49	1,403	2,224	2,786
Week 50	1,546	2,068	2,338
Week 51	1,732	1,938	1,532
Week 52	806	1,038	984
Total	6,838	9,122	10,067

Value Sold (in millions of dollars)



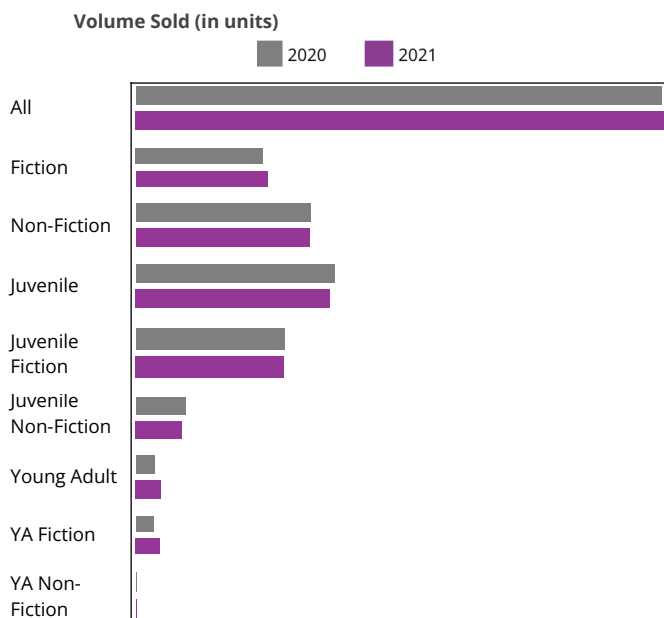
	2019	2020	2021
Week 48	\$42,002	\$43,237	\$58,399
Week 49	\$39,145	\$52,303	\$64,720
Week 50	\$41,687	\$49,292	\$54,564
Week 51	\$49,428	\$45,499	\$35,682
Week 52	\$23,579	\$25,278	\$23,045
Total	\$195,842	\$215,610	\$236,411

Year-to-Date Comparisons

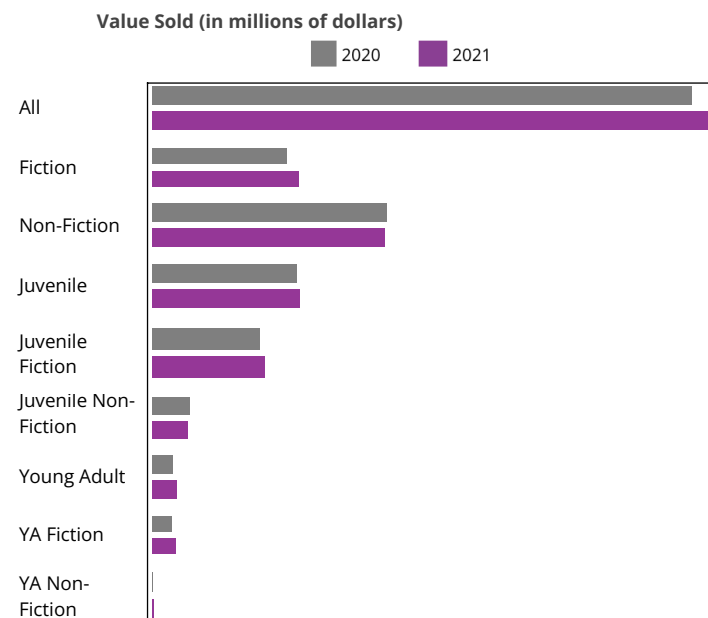
Week-ending dates:

	2020	2021
Week 52	2020-12-27	2022-01-02

All Market

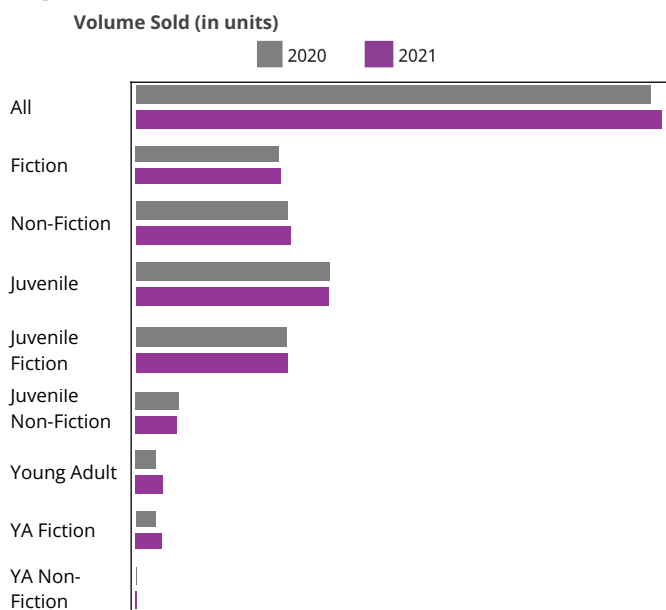


	2020	2021
All	52,336,432	52,893,082
Fiction	12,677,550	13,138,683
Non-Fiction	17,411,570	17,280,723
Juvenile	19,790,097	19,340,188
Juvenile Fiction	14,828,932	14,742,658
Juvenile Non-Fiction	4,961,165	4,597,530
Young Adult (YA)	1,842,020	2,511,613
YA Fiction	1,758,114	2,414,237
YA Non-Fiction	83,906	97,376

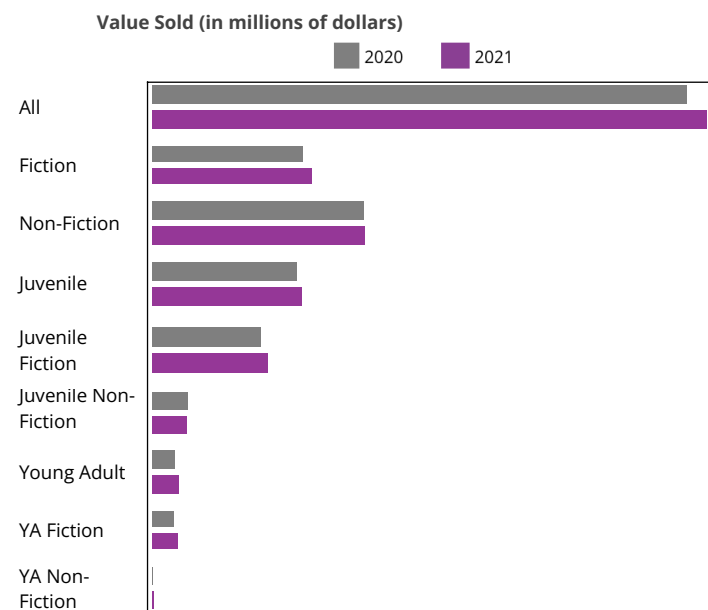


	2020	2021
All	\$1,089,214,275	\$1,123,614,349
Fiction	\$272,194,317	\$295,829,819
Non-Fiction	\$473,165,447	\$469,436,148
Juvenile	\$291,746,751	\$297,242,029
Juvenile Fiction	\$216,541,501	\$226,349,065
Juvenile Non-Fiction	\$75,205,250	\$70,892,964
Young Adult (YA)	\$40,888,222	\$49,801,519
YA Fiction	\$38,950,044	\$47,582,732
YA Non-Fiction	\$1,938,178	\$2,218,787

Ring Fence



	2020	2021
All	42,536,667	43,464,918
Fiction	11,842,954	12,008,995
Non-Fiction	12,535,956	12,784,992
Juvenile	16,007,489	15,937,128
Juvenile Fiction	12,436,605	12,519,170
Juvenile Non-Fiction	3,570,884	3,417,958
Young Adult (YA)	1,684,750	2,262,487
YA Fiction	1,617,658	2,179,789
YA Non-Fiction	67,092	82,698



	2020	2021
All	\$891,682,946	\$925,896,247
Fiction	\$251,279,381	\$266,962,508
Non-Fiction	\$352,777,498	\$355,178,018
Juvenile	\$241,414,246	\$249,515,486
Juvenile Fiction	\$181,392,054	\$191,937,822
Juvenile Non-Fiction	\$60,022,192	\$57,577,664
Young Adult (YA)	\$37,052,349	\$45,005,661
YA Fiction	\$35,485,526	\$43,092,674
YA Non-Fiction	\$1,566,823	\$1,912,987

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