

SalesData Market Report:

February 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 February 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. Week labels in the Month-to-Month Comparisons are assigned based on the current calendar year.

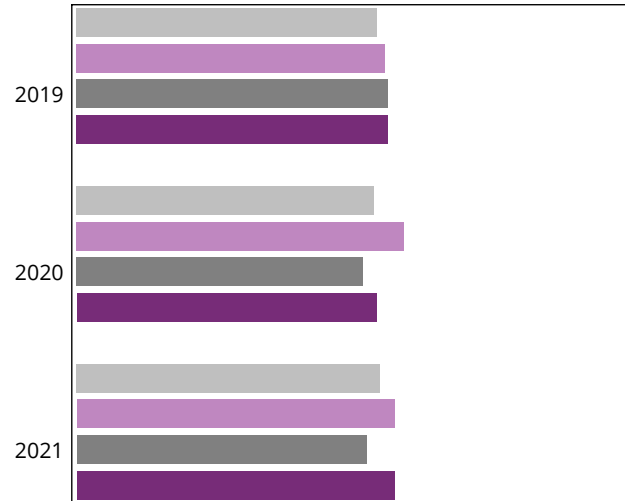
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 5	2019-02-10	2020-02-09	2021-02-07
Week 6	2019-02-17	2020-02-16	2021-02-14
Week 7	2019-02-24	2020-02-23	2021-02-21
Week 8	2019-03-03	2020-03-01	2021-02-28

Month-to-Month Comparisons

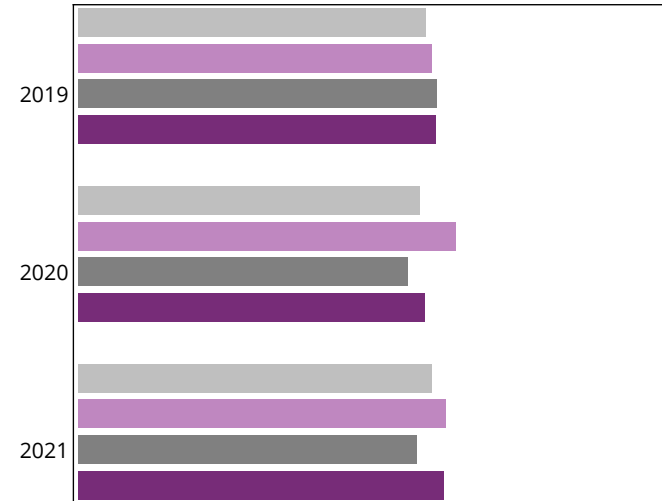
All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	868,745	860,725	877,483
Week 6	892,121	947,137	920,078
Week 7	901,168	829,006	839,035
Week 8	900,543	867,665	920,142
Total	3,562,577	3,504,533	3,556,738

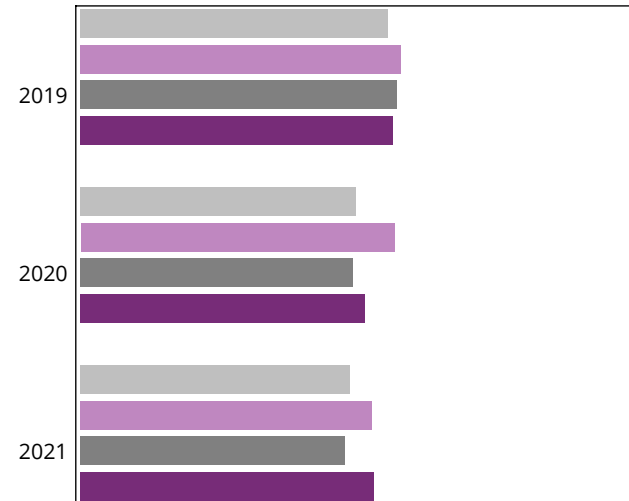
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$17,637,805	\$17,316,388	\$17,955,246
Week 6	\$17,917,063	\$19,151,282	\$18,637,295
Week 7	\$18,211,229	\$16,694,041	\$17,200,201
Week 8	\$18,136,069	\$17,596,608	\$18,556,326
Total	\$71,902,166	\$70,758,318	\$72,349,068

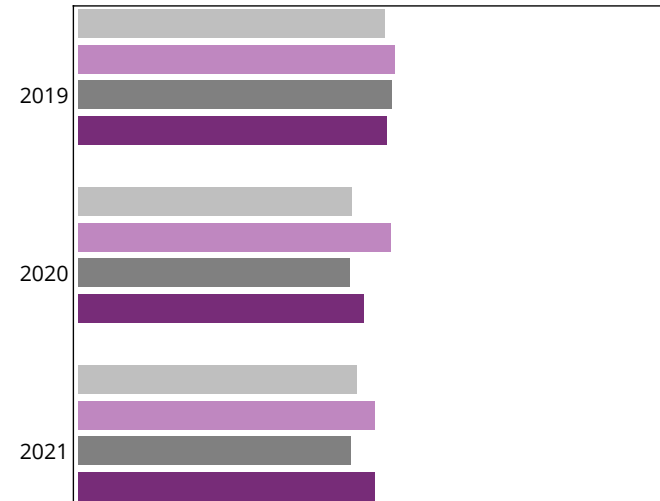
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	777,473	697,843	683,120
Week 6	812,060	794,965	738,037
Week 7	800,926	690,078	670,450
Week 8	791,796	720,165	742,574
Total	3,182,255	2,903,051	2,834,181

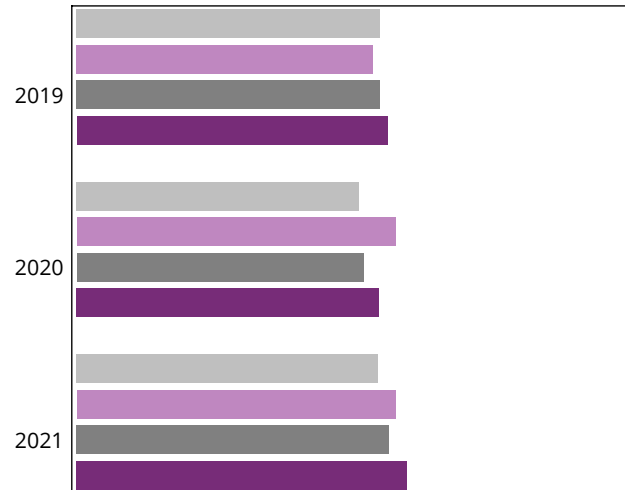
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$15,538,522	\$13,853,978	\$14,144,308
Week 6	\$16,079,677	\$15,843,720	\$15,059,406
Week 7	\$15,894,944	\$13,764,677	\$13,801,852
Week 8	\$15,653,510	\$14,494,384	\$15,035,337
Total	\$63,166,653	\$57,956,758	\$58,040,904

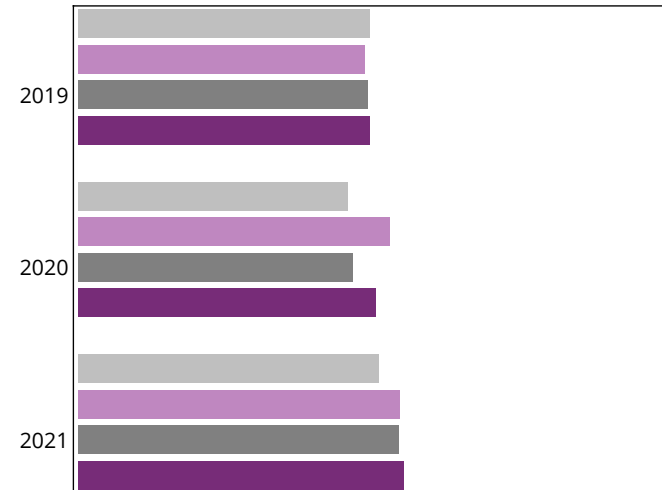
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	219,201	204,507	218,009
Week 6	214,346	230,728	230,652
Week 7	219,472	207,573	225,784
Week 8	224,928	218,602	238,958
Total	877,947	861,410	913,403

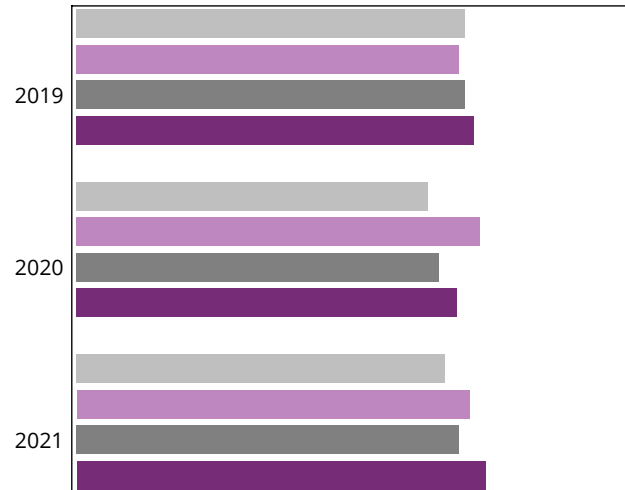
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$4,442,081	\$4,107,939	\$4,574,638
Week 6	\$4,365,939	\$4,742,086	\$4,896,898
Week 7	\$4,410,580	\$4,180,380	\$4,877,396
Week 8	\$4,437,437	\$4,527,729	\$4,956,193
Total	\$17,656,038	\$17,558,135	\$19,305,125

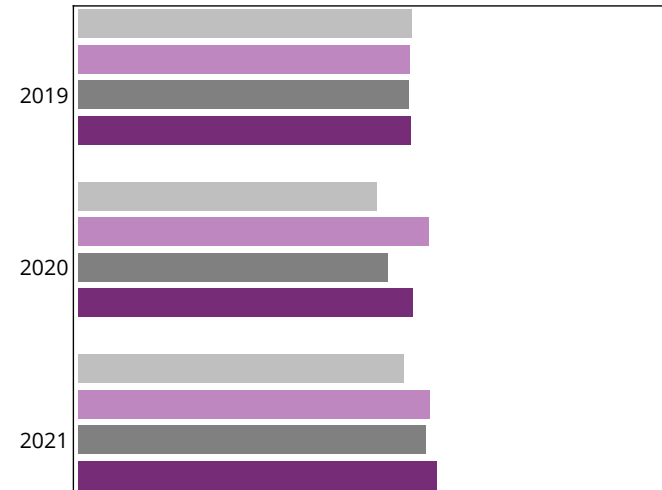
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	210,754	190,824	199,851
Week 6	207,539	218,879	213,194
Week 7	210,681	196,668	207,619
Week 8	215,500	206,578	221,880
Total	844,474	812,949	842,544

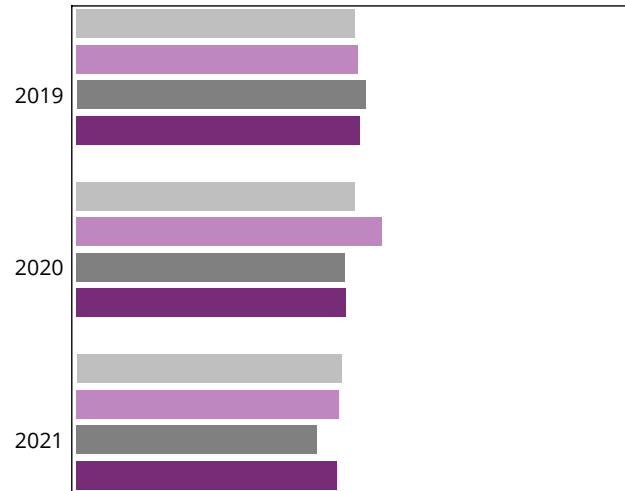
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$4,225,573	\$3,782,323	\$4,124,849
Week 6	\$4,200,237	\$4,450,729	\$4,458,082
Week 7	\$4,197,966	\$3,924,525	\$4,406,453
Week 8	\$4,217,890	\$4,240,810	\$4,547,767
Total	\$16,841,666	\$16,398,388	\$17,537,150

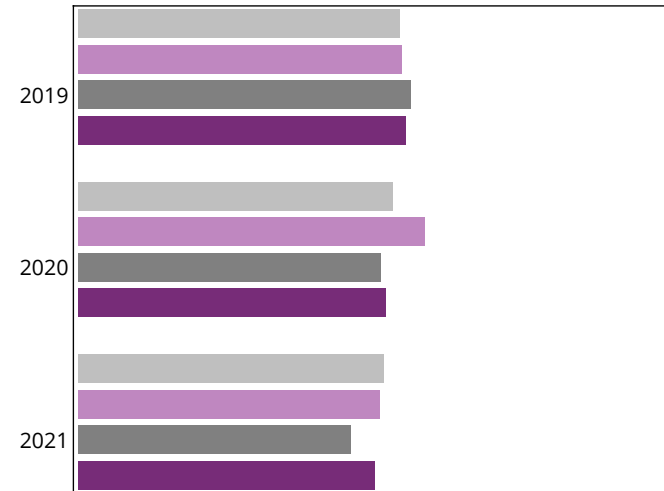
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	301,882	301,766	287,389
Week 6	305,675	331,135	284,442
Week 7	313,538	291,603	260,668
Week 8	307,819	292,402	282,540
Total	1,228,914	1,216,906	1,115,039

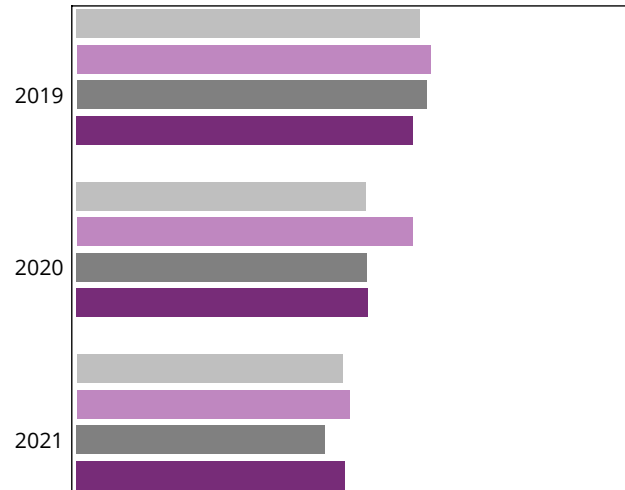
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$8,156,451	\$7,970,555	\$7,754,556
Week 6	\$8,218,185	\$8,795,668	\$7,644,054
Week 7	\$8,431,125	\$7,665,126	\$6,915,656
Week 8	\$8,299,290	\$7,809,452	\$7,519,413
Total	\$33,105,051	\$32,240,801	\$29,833,680

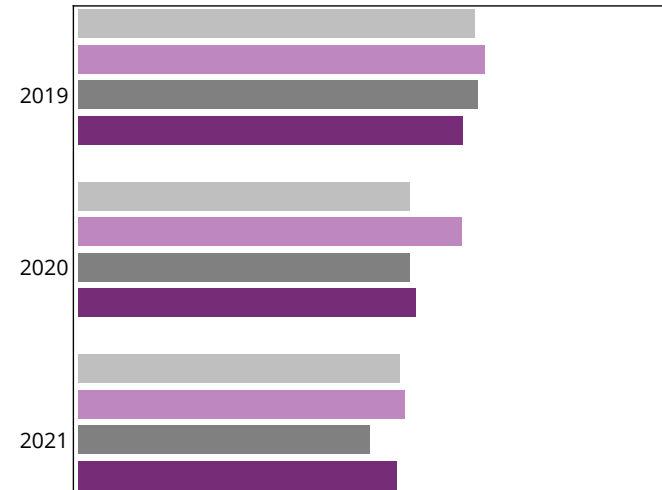
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	248,188	209,076	192,339
Week 6	256,062	243,031	197,444
Week 7	253,105	210,290	179,501
Week 8	243,299	210,921	194,319
Total	1,000,654	873,318	763,603

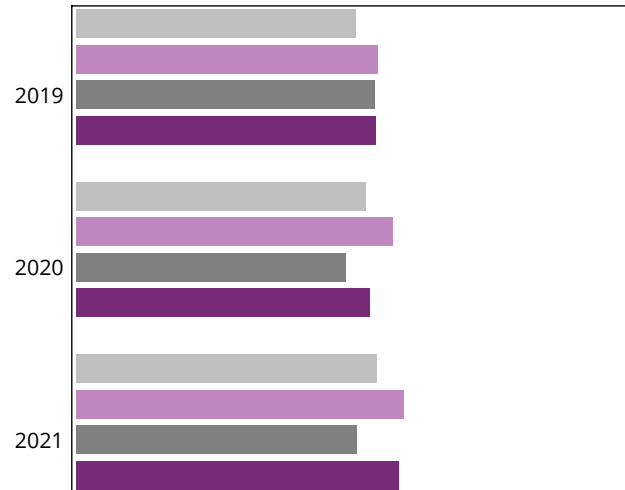
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$6,699,773	\$5,599,057	\$5,439,791
Week 6	\$6,876,444	\$6,485,364	\$5,527,244
Week 7	\$6,761,236	\$5,603,678	\$4,926,436
Week 8	\$6,510,041	\$5,706,093	\$5,379,259
Total	\$26,847,494	\$23,394,191	\$21,272,730

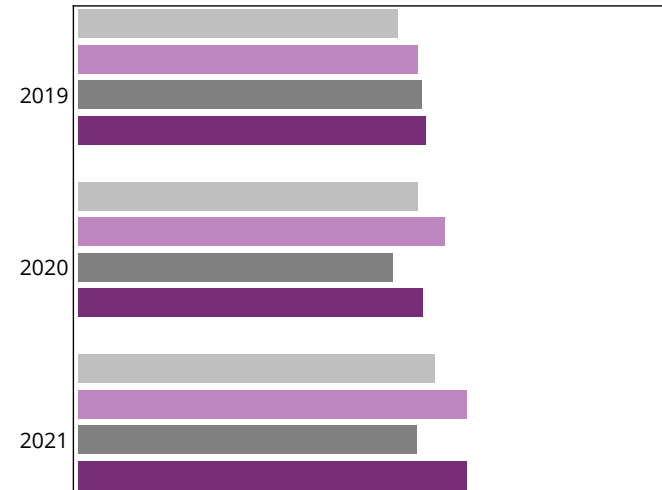
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	303,001	314,351	325,698
Week 6	326,927	343,203	355,409
Week 7	323,692	292,036	304,278
Week 8	324,463	318,787	350,198
Total	1,278,083	1,268,377	1,335,583

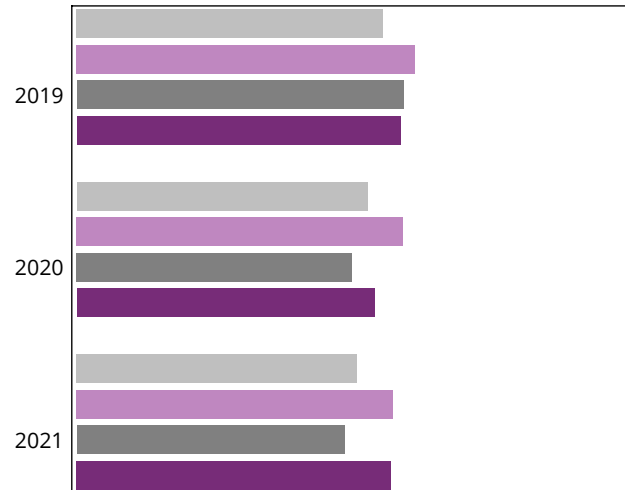
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$4,212,690	\$4,483,901	\$4,709,390
Week 6	\$4,482,748	\$4,834,014	\$5,124,602
Week 7	\$4,528,024	\$4,153,307	\$4,464,760
Week 8	\$4,579,488	\$4,547,704	\$5,122,018
Total	\$17,802,950	\$18,018,926	\$19,420,771

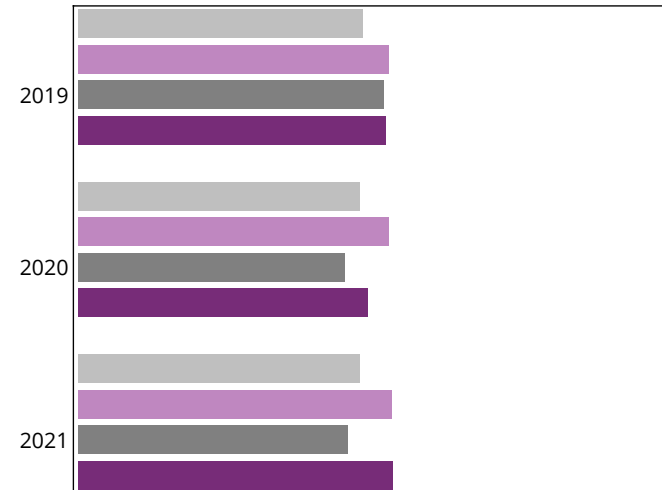
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	277,285	263,019	253,573
Week 6	305,988	295,356	285,938
Week 7	295,570	249,342	242,270
Week 8	292,983	269,414	284,620
Total	1,171,826	1,077,131	1,066,401

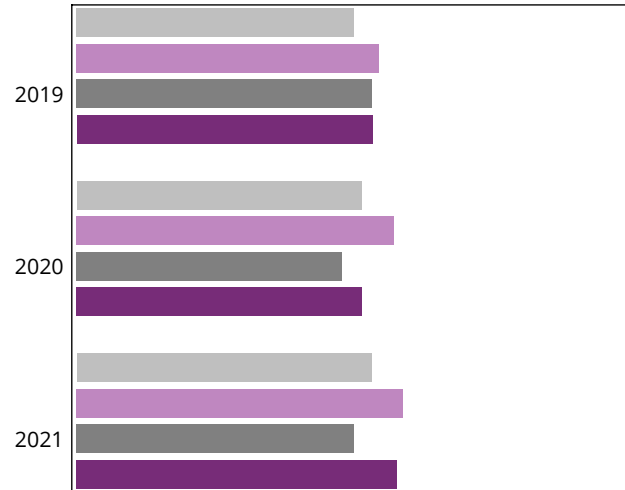
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$3,849,609	\$3,804,441	\$3,814,017
Week 6	\$4,197,513	\$4,201,679	\$4,235,545
Week 7	\$4,140,103	\$3,604,755	\$3,643,505
Week 8	\$4,157,925	\$3,915,214	\$4,260,348
Total	\$16,345,150	\$15,526,089	\$15,953,415

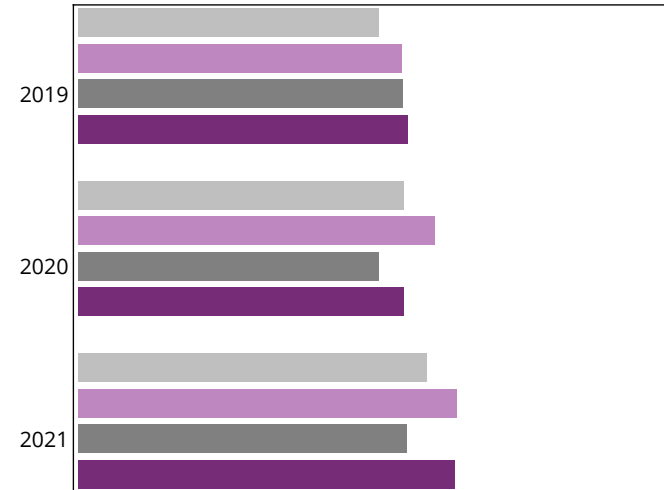
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	230,755	237,087	245,296
Week 6	251,715	264,269	271,306
Week 7	245,881	220,870	230,657
Week 8	246,252	237,495	266,247
Total	974,603	959,721	1,013,506

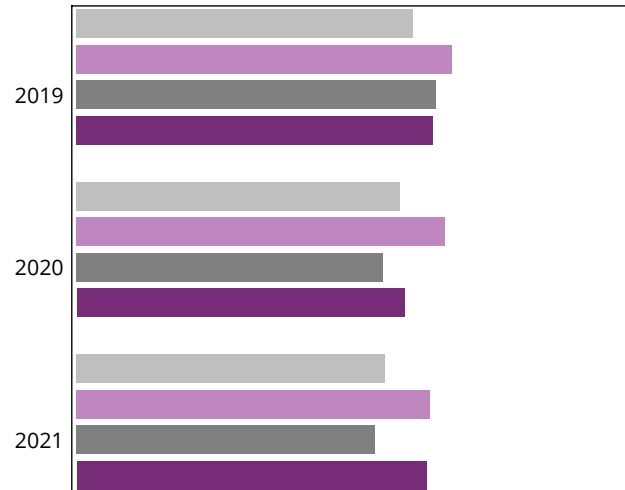
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$3,050,085	\$3,303,314	\$3,531,789
Week 6	\$3,282,462	\$3,622,216	\$3,843,034
Week 7	\$3,289,028	\$3,046,583	\$3,332,987
Week 8	\$3,343,778	\$3,298,670	\$3,825,079
Total	\$12,965,353	\$13,270,783	\$14,532,890

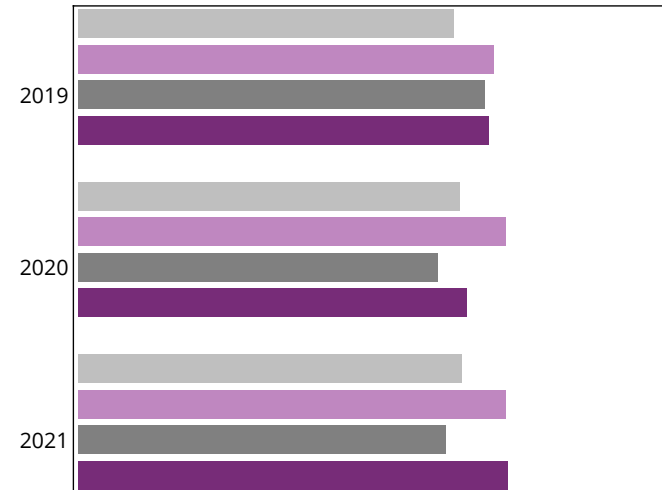
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	213,176	204,611	195,428
Week 6	237,784	233,122	223,571
Week 7	227,727	194,003	188,895
Week 8	225,367	207,597	221,508
Total	904,054	839,333	829,402

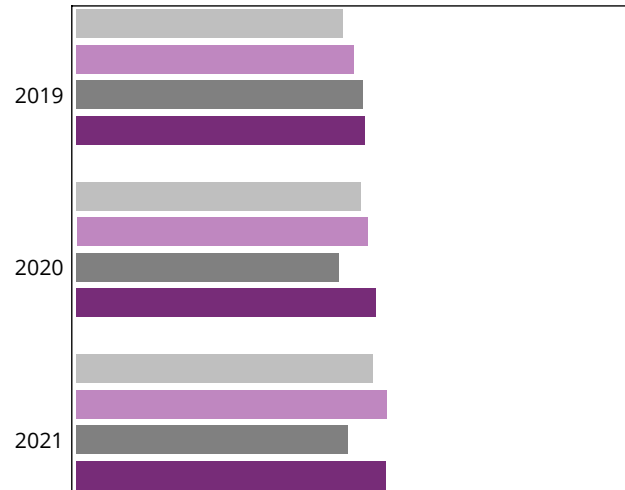
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$2,795,934	\$2,840,438	\$2,851,507
Week 6	\$3,088,419	\$3,182,859	\$3,182,864
Week 7	\$3,025,282	\$2,676,730	\$2,735,590
Week 8	\$3,052,798	\$2,892,100	\$3,196,288
Total	\$11,962,433	\$11,592,127	\$11,966,250

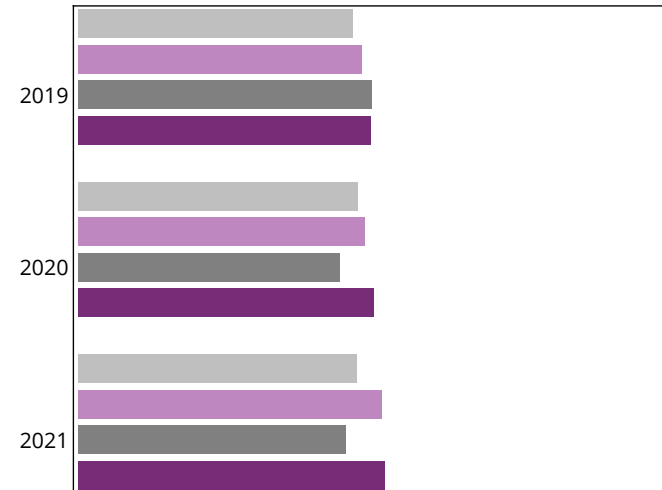
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	72,246	77,264	80,402
Week 6	75,212	78,934	84,103
Week 7	77,811	71,166	73,621
Week 8	78,211	81,292	83,951
Total	303,480	308,656	322,077

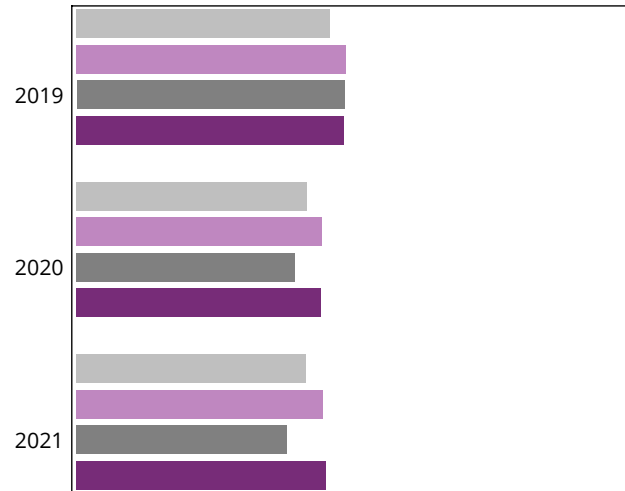
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$1,162,605	\$1,180,586	\$1,177,601
Week 6	\$1,200,286	\$1,211,799	\$1,281,568
Week 7	\$1,238,997	\$1,106,724	\$1,131,773
Week 8	\$1,235,710	\$1,249,034	\$1,296,939
Total	\$4,837,597	\$4,748,143	\$4,887,880

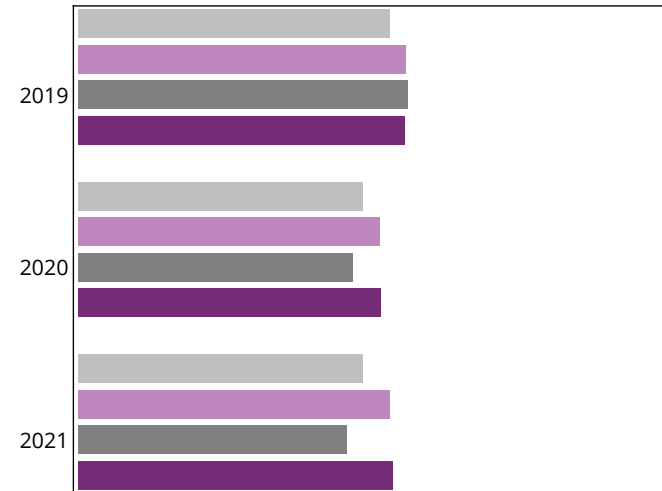
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



		2019	2020	2021
Week 5		64,109	58,408	58,145
Week 6		68,204	62,234	62,367
Week 7		67,843	55,339	53,375
Week 8		67,616	61,817	63,112
Total		267,772	237,798	236,999

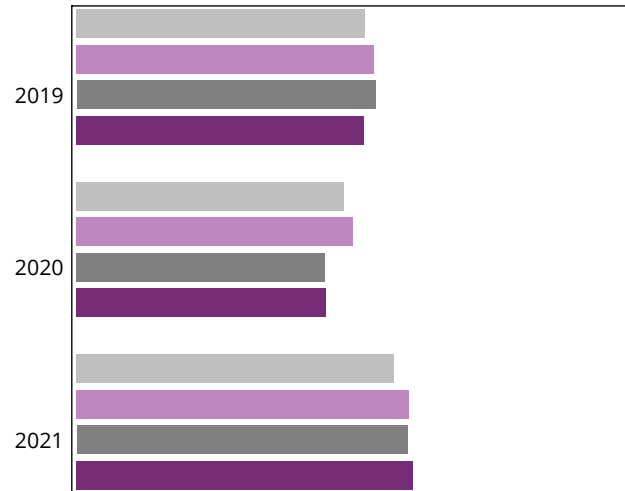
Value Sold (in millions of dollars)



		2019	2020	2021
Week 5		\$1,053,675	\$964,002	\$962,510
Week 6		\$1,109,094	\$1,018,820	\$1,052,681
Week 7		\$1,114,821	\$928,026	\$907,914
Week 8		\$1,105,127	\$1,023,114	\$1,064,060
Total		\$4,382,716	\$3,933,962	\$3,987,165

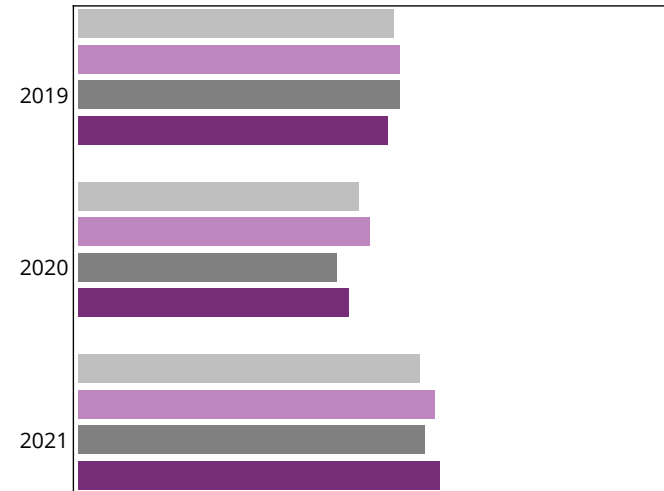
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	31,254	29,051	34,479
Week 6	32,275	30,020	36,059
Week 7	32,436	26,947	35,908
Week 8	31,195	27,065	36,469
Total	127,160	113,083	142,915

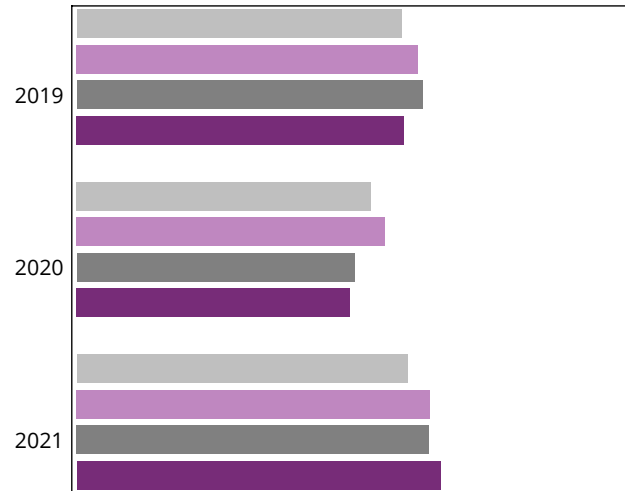
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$639,824	\$569,055	\$693,589
Week 6	\$652,307	\$590,775	\$724,083
Week 7	\$651,592	\$525,077	\$703,454
Week 8	\$628,305	\$549,536	\$733,629
Total	\$2,572,027	\$2,234,442	\$2,854,755

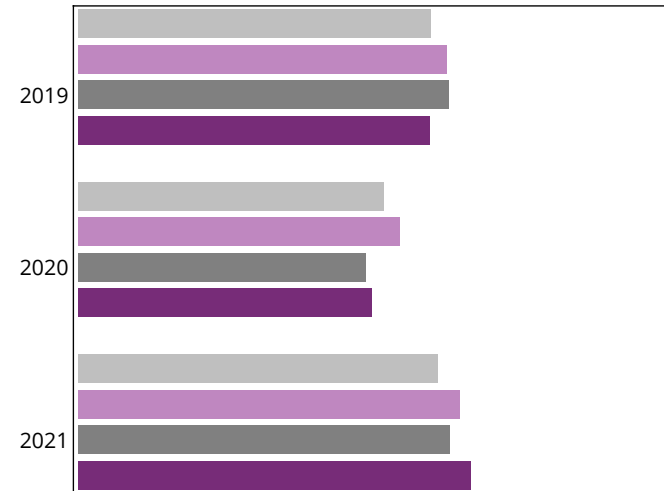
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	29,381	26,604	29,920
Week 6	30,909	27,875	31,974
Week 7	31,280	25,131	31,881
Week 8	29,602	24,758	32,910
Total	121,172	104,368	126,685

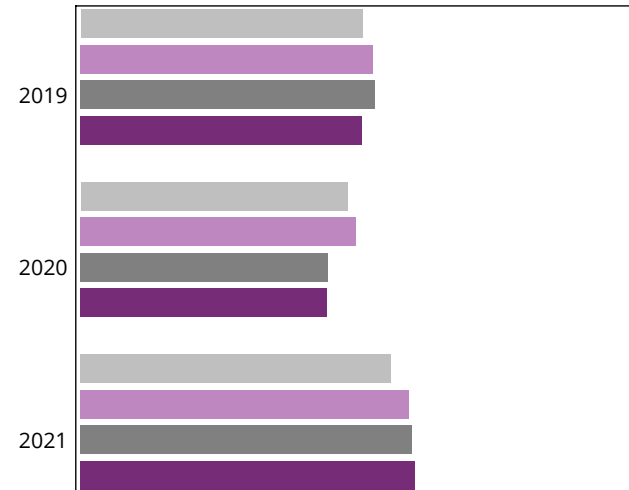
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$595,846	\$516,844	\$607,374
Week 6	\$623,171	\$543,515	\$644,620
Week 7	\$627,056	\$485,609	\$628,932
Week 8	\$595,168	\$496,431	\$663,308
Total	\$2,441,241	\$2,042,400	\$2,544,234

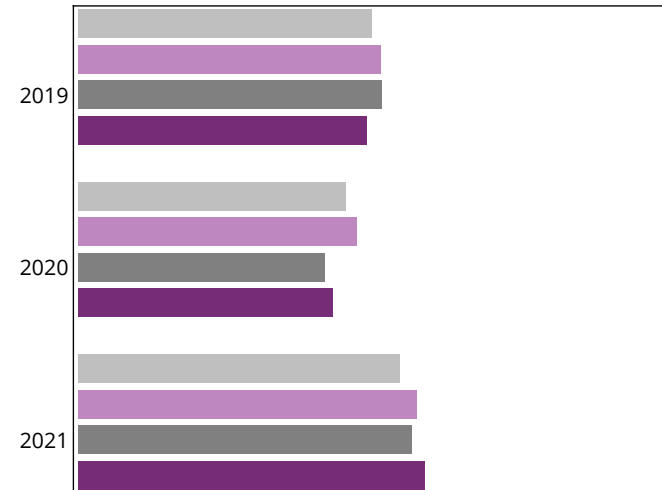
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	29,578	27,995	32,580
Week 6	30,698	28,913	34,407
Week 7	30,911	25,944	34,763
Week 8	29,501	25,841	35,065
Total	120,688	108,693	136,815

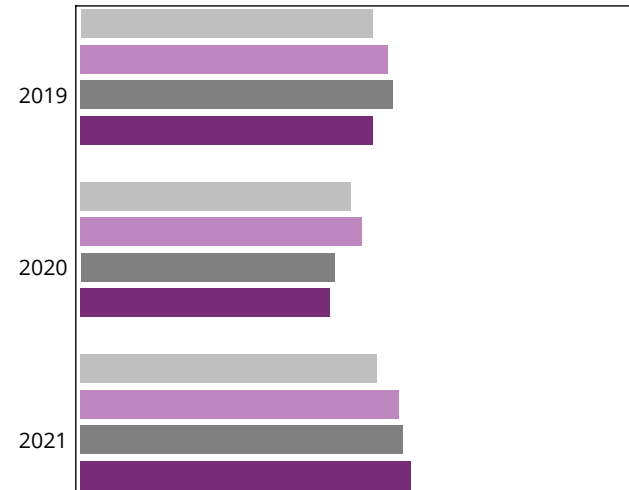
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$596,248	\$543,502	\$652,172
Week 6	\$613,613	\$564,482	\$686,505
Week 7	\$615,402	\$499,912	\$677,640
Week 8	\$585,861	\$516,437	\$703,991
Total	\$2,411,124	\$2,124,333	\$2,720,308

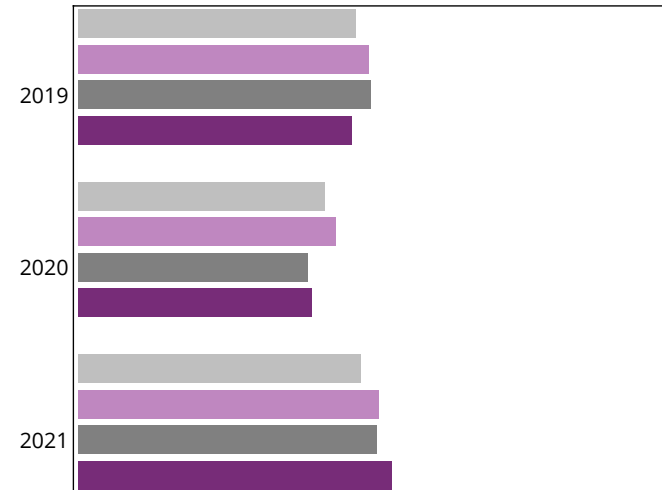
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	27,985	25,906	28,400
Week 6	29,486	26,987	30,486
Week 7	29,913	24,342	30,939
Week 8	28,066	23,886	31,678
Total	115,450	101,121	121,503

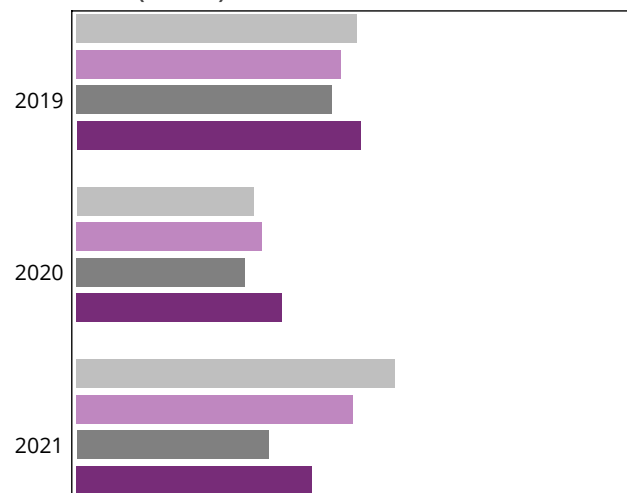
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$563,087	\$500,349	\$572,579
Week 6	\$588,909	\$523,119	\$610,662
Week 7	\$594,080	\$466,041	\$606,737
Week 8	\$556,014	\$473,486	\$637,052
Total	\$2,302,090	\$1,962,995	\$2,427,029

Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 5	1,676	1,056	1,899
Week 6	1,577	1,107	1,652
Week 7	1,525	1,003	1,145
Week 8	1,694	1,224	1,404
Total	6,472	4,390	6,100

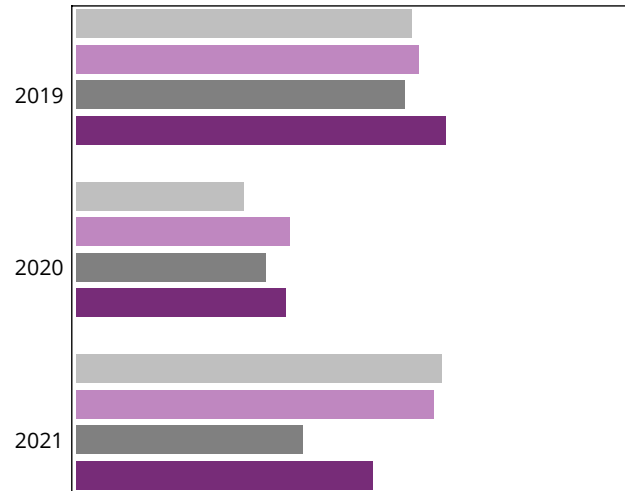
Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$43,576	\$25,553	\$41,418
Week 6	\$38,694	\$26,293	\$37,577
Week 7	\$36,190	\$25,164	\$25,814
Week 8	\$42,444	\$33,099	\$29,639
Total	\$160,904	\$110,109	\$134,448

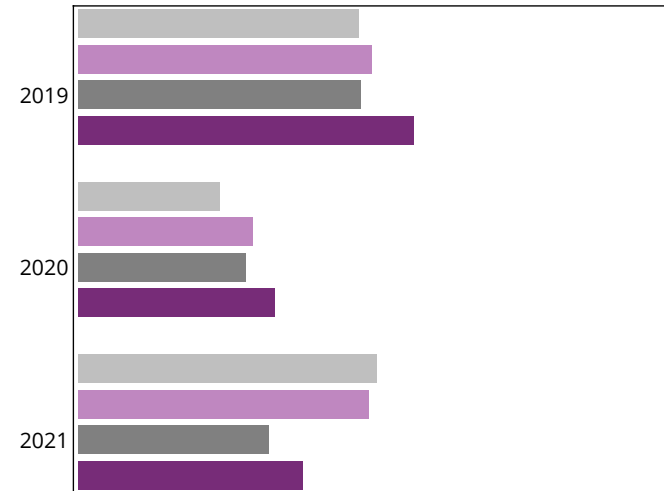
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 5	1,396	698	1,520
Week 6	1,423	888	1,488
Week 7	1,367	789	942
Week 8	1,536	872	1,232
Total	5,722	3,247	5,182

Value Sold (in millions of dollars)



	2019	2020	2021
Week 5	\$32,759	\$16,495	\$34,795
Week 6	\$34,262	\$20,396	\$33,958
Week 7	\$32,976	\$19,568	\$22,195
Week 8	\$39,154	\$22,946	\$26,256
Total	\$139,151	\$79,404	\$117,204

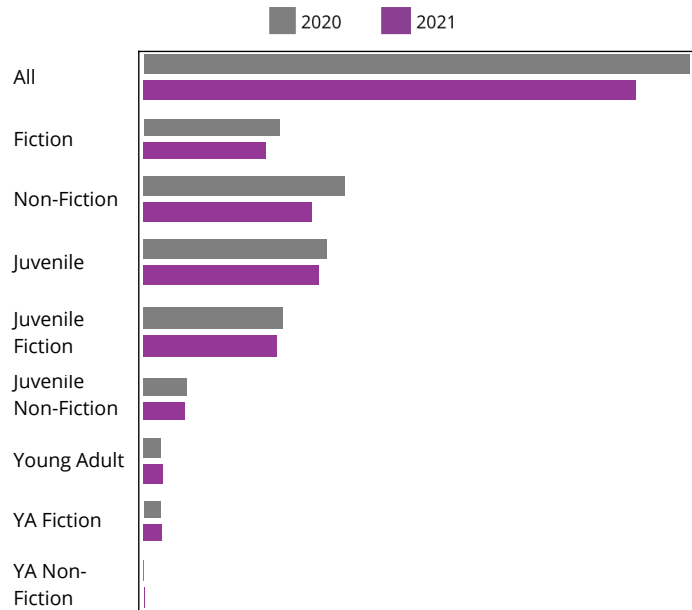
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 8	2020-03-01	2021-02-28

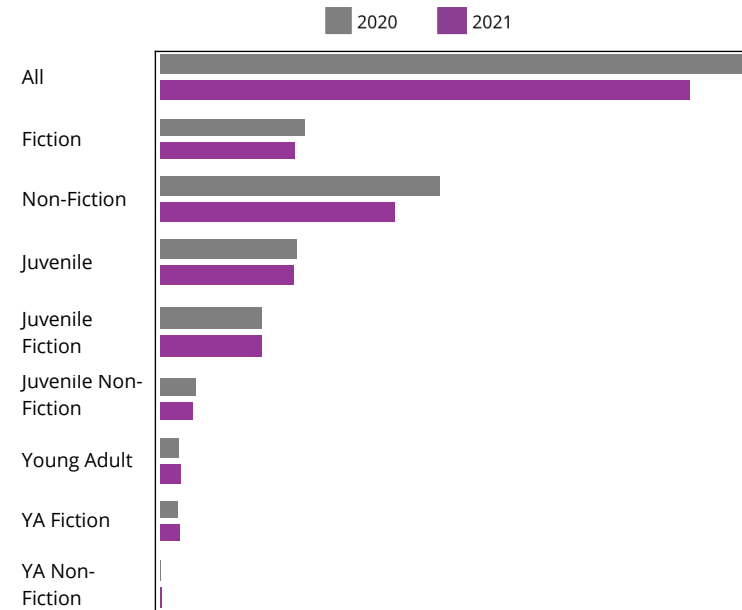
All Market

Volume Sold (in units)



	2020	2021
All	7,899,142	7,123,070
Fiction	1,965,664	1,773,675
Non-Fiction	2,908,369	2,432,555
Juvenile	2,653,397	2,537,467
Juvenile Fiction	2,022,697	1,932,589
Juvenile Non-Fiction	630,700	604,878
Young Adult (YA)	256,165	279,746
YA Fiction	245,576	267,411
YA Non-Fiction	10,589	12,335

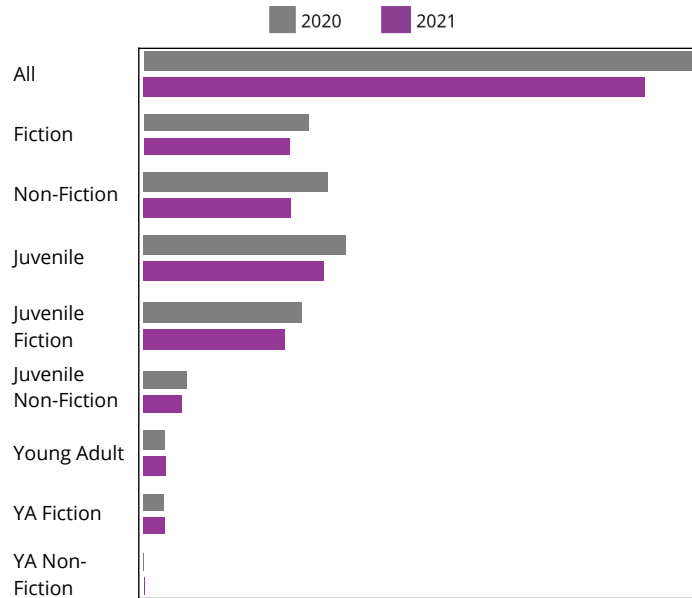
Value Sold (in millions of dollars)



	2020	2021
All	\$163,428,361	\$147,746,008
Fiction	\$40,462,875	\$37,571,232
Non-Fiction	\$77,861,928	\$65,465,272
Juvenile	\$38,171,970	\$37,239,593
Juvenile Fiction	\$28,277,799	\$28,189,573
Juvenile Non-Fiction	\$9,894,170	\$9,050,021
Young Adult (YA)	\$5,077,484	\$5,694,671
YA Fiction	\$4,816,240	\$5,411,845
YA Non-Fiction	\$261,244	\$282,826

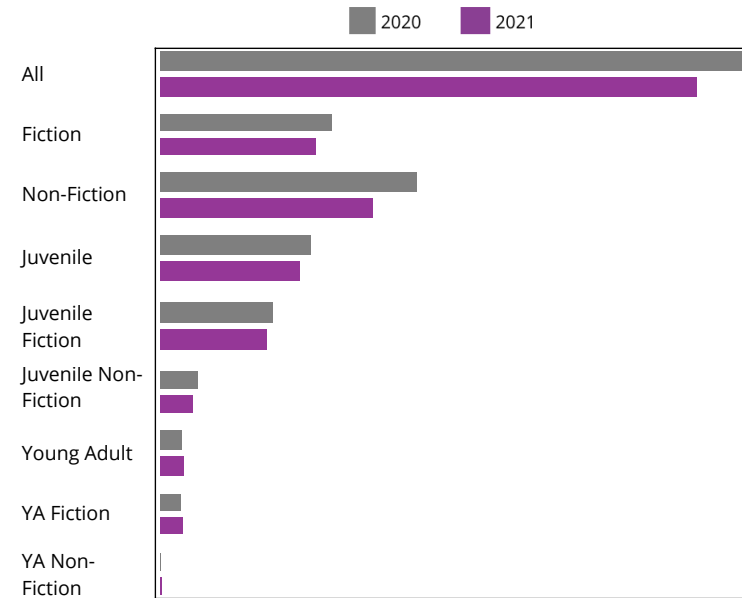
Ring Fence

Volume Sold (in units)



	2020	2021
All	6,511,350	5,617,815
Fiction	1,849,265	1,636,789
Non-Fiction	2,072,311	1,648,721
Juvenile	2,266,294	2,018,458
Juvenile Fiction	1,776,944	1,587,386
Juvenile Non-Fiction	489,350	431,072
Young Adult (YA)	235,516	249,681
YA Fiction	227,466	238,806
YA Non-Fiction	8,050	10,875

Value Sold (in millions of dollars)



	2020	2021
All	\$133,243,982	\$117,888,390
Fiction	\$37,705,564	\$34,229,936
Non-Fiction	\$56,289,154	\$46,661,077
Juvenile	\$33,105,216	\$30,589,064
Juvenile Fiction	\$24,823,920	\$23,342,357
Juvenile Non-Fiction	\$8,281,296	\$7,246,707
Young Adult (YA)	\$4,633,271	\$5,099,221
YA Fiction	\$4,438,376	\$4,845,369
YA Non-Fiction	\$194,895	\$253,852

Week Numbers for 2021

January: Jan. 4 – Jan. 31

Week 1

Week 2

Week 3

Week 4

February: Feb. 1 – Feb. 28

Week 5

Week 6

Week 7

Week 8

March: March 1 – March 28

Week 9

Week 10

Week 11

Week 12

April: March 29 – May 2

Week 13

Week 14

Week 15

Week 16

Week 17

May: May 3 – May 30

Week 18

Week 19

Week 20

Week 21

June: May 31 – June 27

Week 22

Week 23

Week 24

Week 25

July: June 28 – Aug. 1

Week 26

Week 27

Week 28

Week 29

Week 30

August: Aug. 2 – Aug. 29

Week 31

Week 32

Week 33

Week 34

September: Aug. 30 – Oct. 3

Week 35

Week 36

Week 37

Week 38

Week 39

October: Oct. 4 – Oct. 31

Week 40

Week 41

Week 42

Week 43

November: Nov. 1 – Nov. 28

Week 44

Week 45

Week 46

Week 47

December: Nov. 29 – Jan. 2

Week 48

Week 49

Week 50

Week 51

Week 52