

SalesData Market Report:

January 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 January 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.

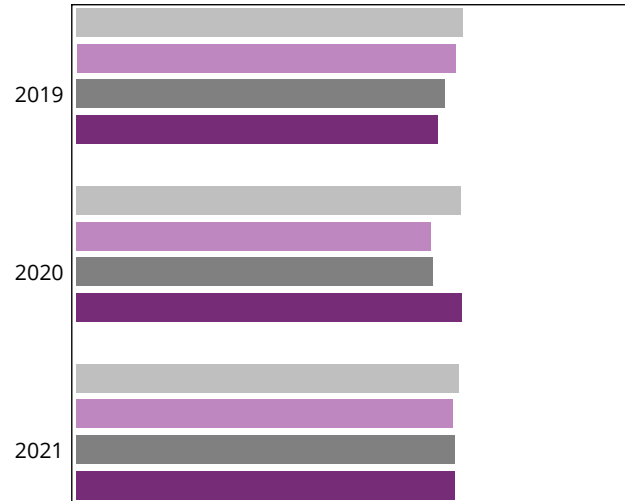
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 1	2019-01-06	2020-01-05	2021-01-10
Week 2	2019-01-13	2020-01-12	2021-01-17
Week 3	2019-01-20	2020-01-19	2021-01-24
Week 4	2019-01-27	2020-01-26	2021-01-31

Month-to-Month Comparisons

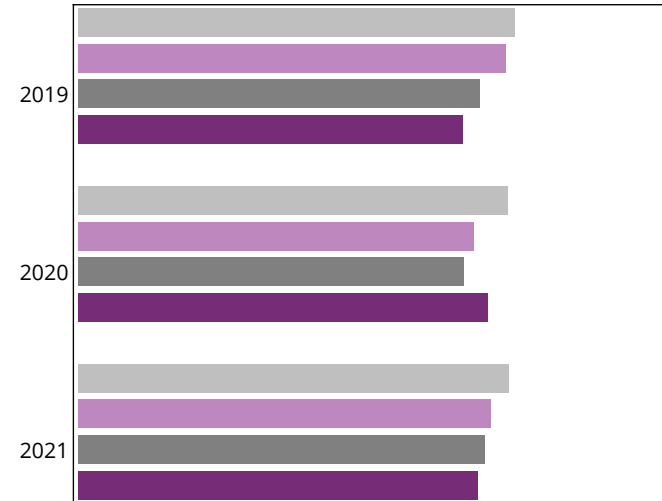
All Market

Volume Sold (in units)



	2019	2020	2021
Week 1	909,124	904,118	898,339
Week 2	890,710	834,177	885,493
Week 3	866,198	837,041	889,077
Week 4	848,805	906,903	889,370
Total	3,514,837	3,482,239	3,562,279

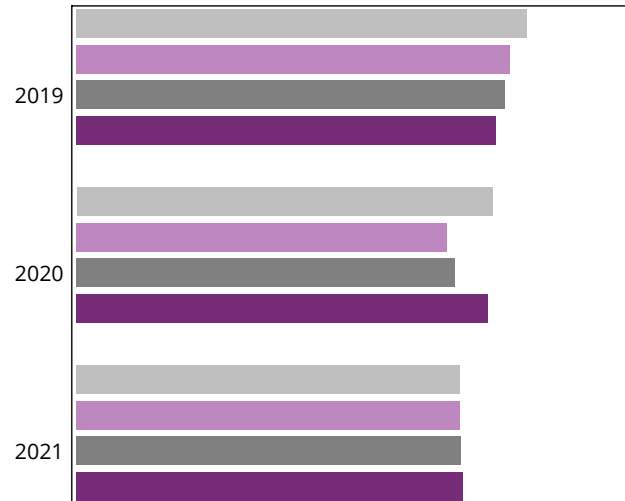
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$19,921,806	\$19,595,189	\$19,661,672
Week 2	\$19,537,057	\$18,051,211	\$18,847,109
Week 3	\$18,315,713	\$17,615,165	\$18,544,972
Week 4	\$17,571,058	\$18,711,639	\$18,240,178
Total	\$75,345,635	\$73,973,205	\$75,293,930

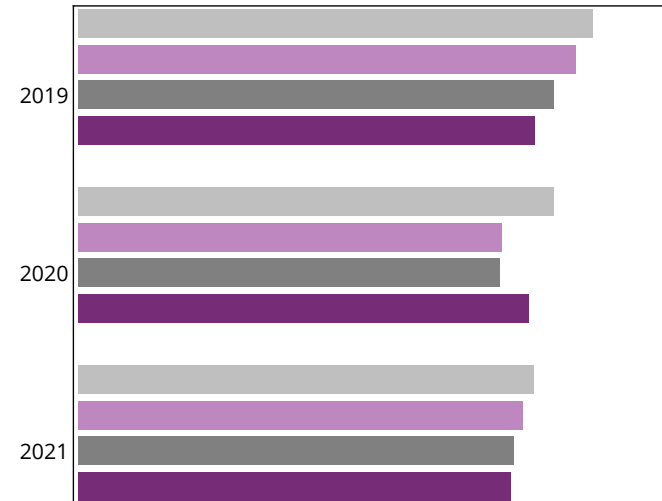
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	814,701	752,147	693,268
Week 2	783,260	669,346	692,956
Week 3	774,899	684,594	694,716
Week 4	758,986	743,792	699,547
Total	3,131,846	2,849,879	2,780,487

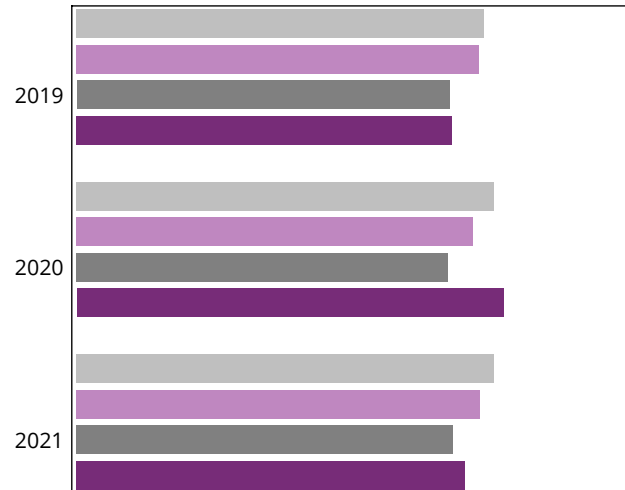
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$17,397,113	\$16,089,607	\$15,410,375
Week 2	\$16,841,328	\$14,320,508	\$15,039,623
Week 3	\$16,080,450	\$14,257,153	\$14,746,758
Week 4	\$15,458,527	\$15,237,000	\$14,614,845
Total	\$65,777,417	\$59,904,268	\$59,811,600

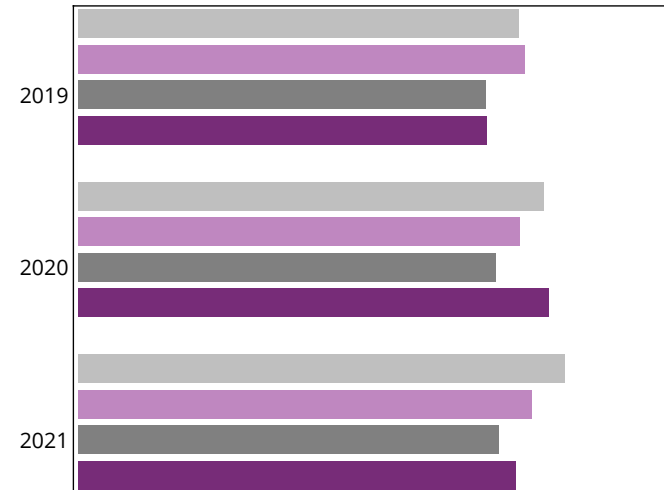
Fiction: All Market

Volume Sold (in units)



		2019	2020	2021
	Week 1	221,049	226,435	226,298
	Week 2	218,444	215,076	218,692
	Week 3	202,352	201,325	204,109
	Week 4	203,832	231,625	210,955
	Total	845,677	874,461	860,054

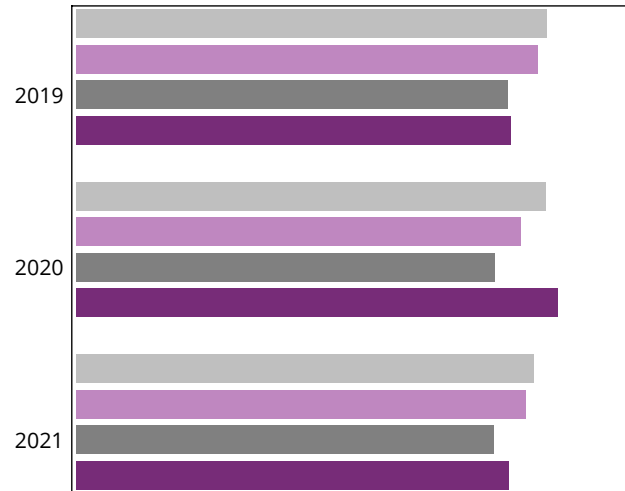
Value Sold (in millions of dollars)



		2019	2020	2021
	Week 1	\$4,465,211	\$4,728,174	\$4,941,256
	Week 2	\$4,526,721	\$4,480,941	\$4,606,746
	Week 3	\$4,135,880	\$4,240,592	\$4,271,854
	Week 4	\$4,150,160	\$4,776,743	\$4,437,659
	Total	\$17,277,972	\$18,226,450	\$18,257,516

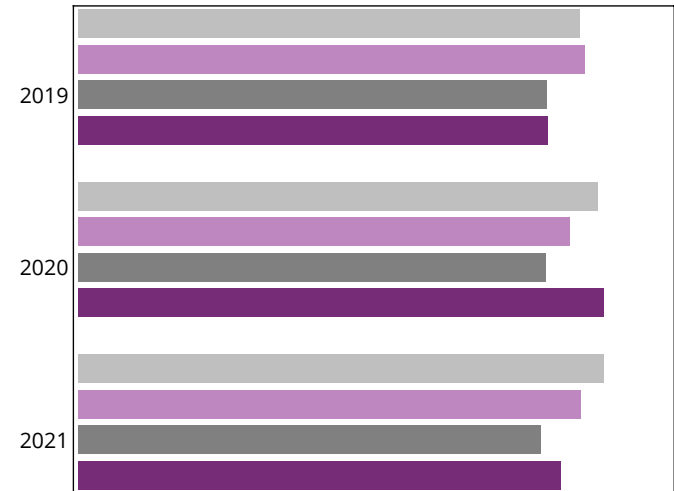
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	212,551	212,419	206,760
Week 2	208,760	200,804	203,240
Week 3	195,026	189,242	188,643
Week 4	196,307	217,584	195,332
Total	812,644	820,049	793,975

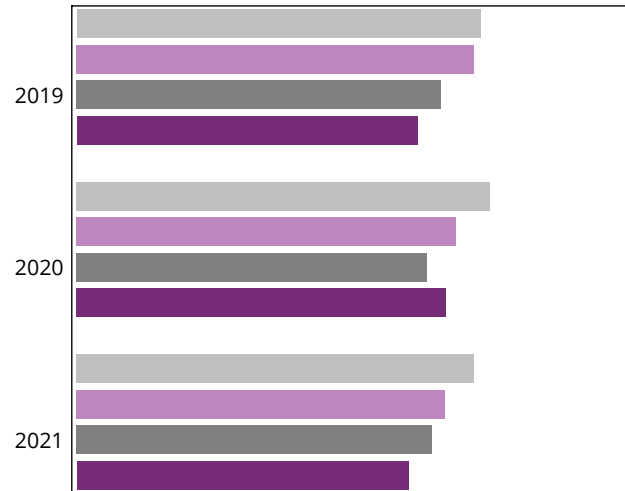
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$4,242,024	\$4,391,711	\$4,447,022
Week 2	\$4,283,868	\$4,153,116	\$4,249,372
Week 3	\$3,958,016	\$3,956,975	\$3,914,309
Week 4	\$3,969,926	\$4,443,907	\$4,076,145
Total	\$16,453,834	\$16,945,710	\$16,686,847

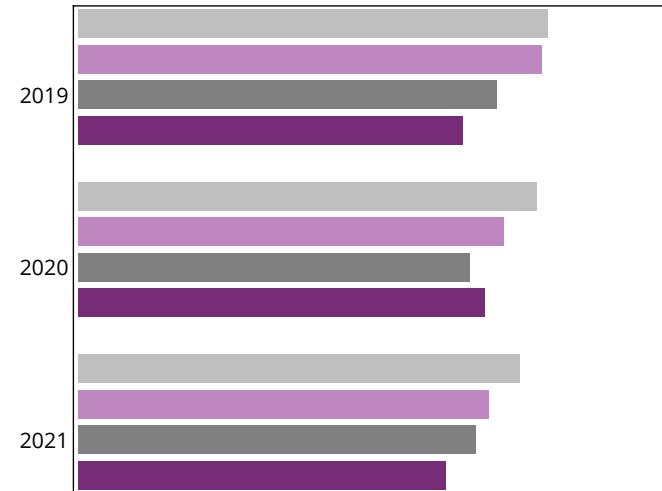
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 1	365,202	374,007	359,535
Week 2	359,653	342,785	332,850
Week 3	329,725	316,541	321,614
Week 4	308,352	334,104	300,142
Total	1,362,932	1,367,437	1,314,141

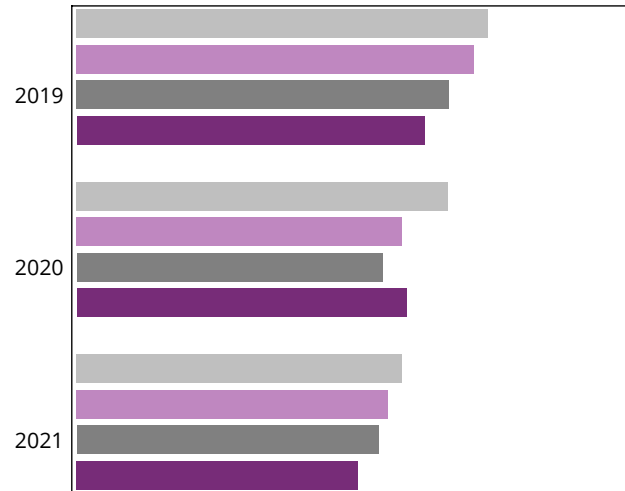
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$10,330,503	\$10,073,642	\$9,700,583
Week 2	\$10,181,771	\$9,348,521	\$9,016,423
Week 3	\$9,204,566	\$8,613,479	\$8,735,231
Week 4	\$8,448,928	\$8,936,913	\$8,089,421
Total	\$38,165,768	\$36,972,555	\$35,541,657

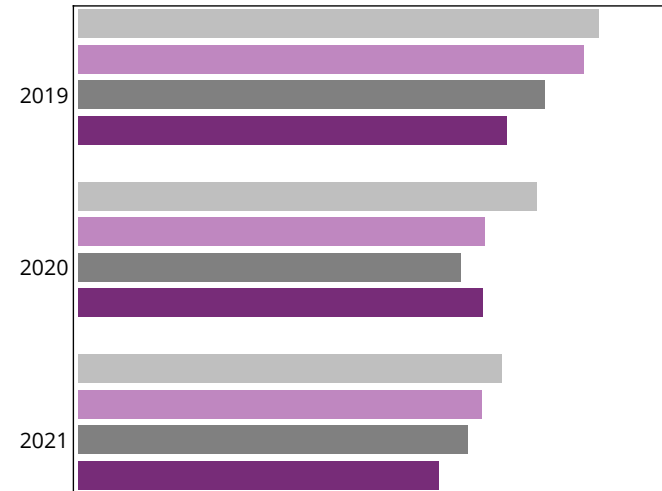
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	297,827	268,708	235,265
Week 2	287,529	235,610	225,421
Week 3	269,279	221,357	218,367
Week 4	251,720	238,702	203,482
Total	1,106,355	964,377	882,535

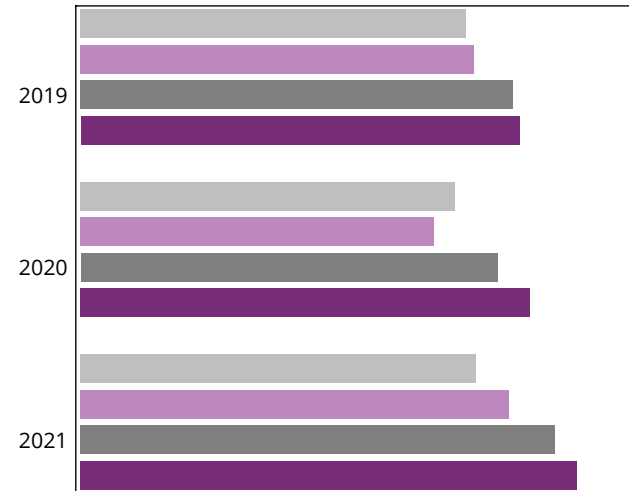
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$8,359,297	\$7,374,984	\$6,804,997
Week 2	\$8,128,683	\$6,532,346	\$6,487,271
Week 3	\$7,498,217	\$6,141,169	\$6,265,200
Week 4	\$6,880,719	\$6,503,847	\$5,791,378
Total	\$30,866,916	\$26,552,347	\$25,348,845

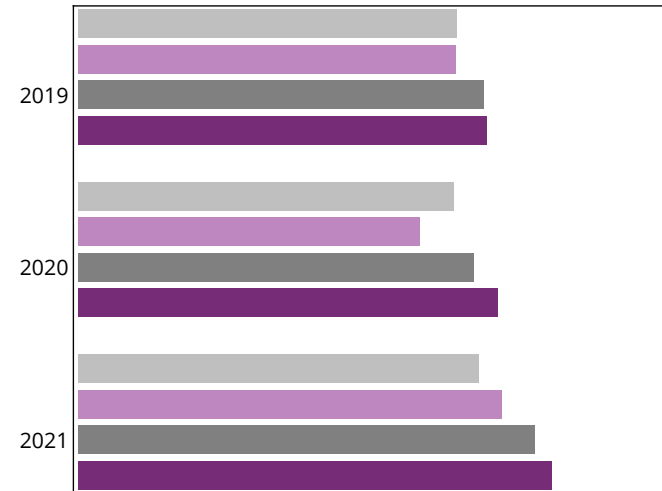
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 1	258,137	250,615	264,343
Week 2	263,407	236,644	286,932
Week 3	289,398	278,982	317,221
Week 4	293,678	300,715	332,119
Total	1,104,620	1,066,956	1,200,615

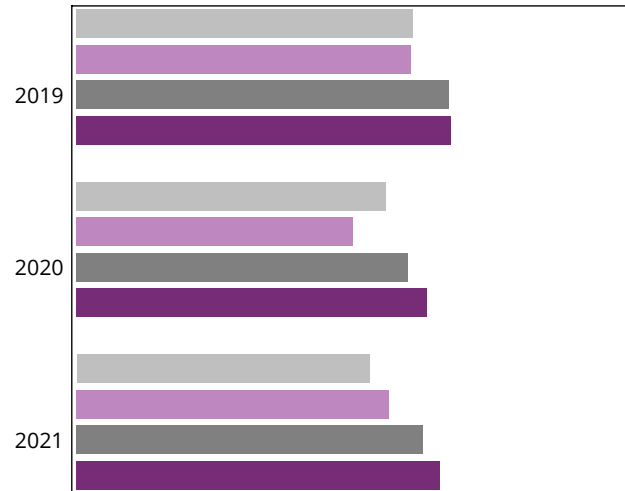
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$3,837,800	\$3,812,452	\$4,067,111
Week 2	\$3,832,344	\$3,470,131	\$4,297,922
Week 3	\$4,114,798	\$4,012,786	\$4,631,199
Week 4	\$4,140,932	\$4,256,256	\$4,803,621
Total	\$15,925,874	\$15,551,625	\$17,799,852

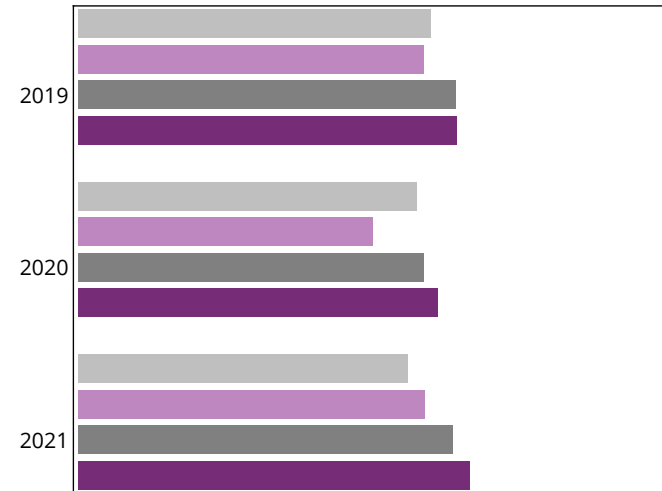
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	243,398	224,044	211,921
Week 2	241,719	199,796	225,740
Week 3	269,412	239,823	250,514
Week 4	270,982	253,602	262,883
Total	1,025,511	917,265	951,058

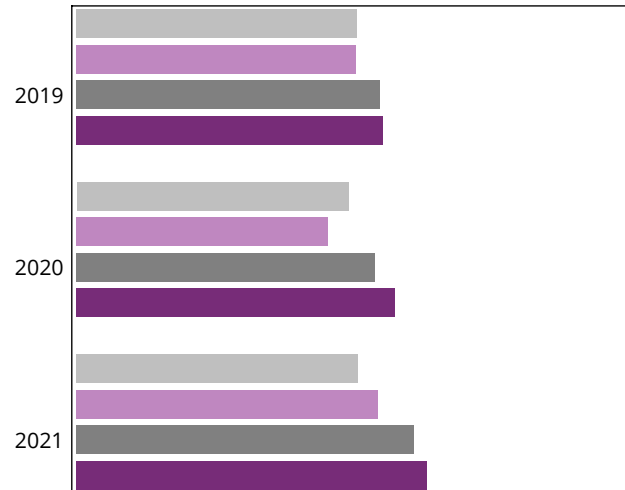
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$3,577,276	\$3,437,553	\$3,343,620
Week 2	\$3,507,414	\$2,988,805	\$3,514,832
Week 3	\$3,832,574	\$3,509,446	\$3,803,695
Week 4	\$3,837,221	\$3,651,860	\$3,971,947
Total	\$14,754,485	\$13,587,664	\$14,634,093

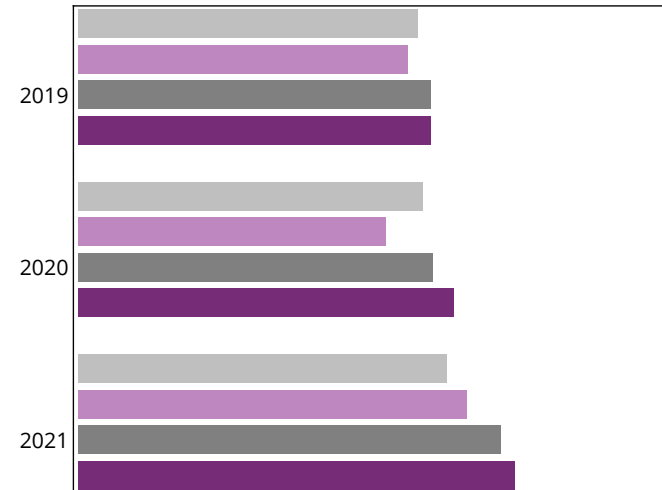
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 1	202,589	196,734	203,338
Week 2	201,939	181,656	218,280
Week 3	219,770	215,863	244,208
Week 4	221,532	230,469	253,673
Total	845,830	824,722	919,499

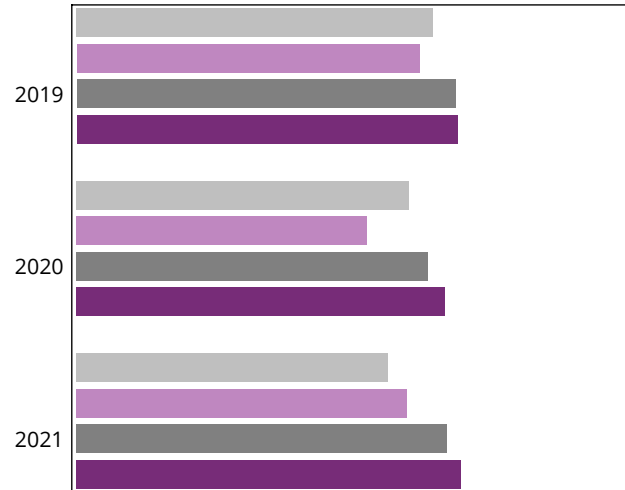
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$2,870,891	\$2,913,966	\$3,114,323
Week 2	\$2,789,299	\$2,597,752	\$3,283,690
Week 3	\$2,977,047	\$2,997,984	\$3,576,935
Week 4	\$2,984,100	\$3,177,193	\$3,689,375
Total	\$11,621,337	\$11,686,894	\$13,664,323

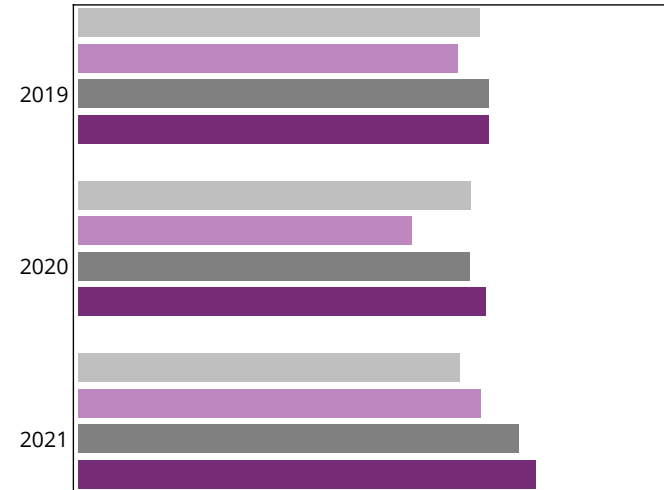
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	193,594	180,271	169,151
Week 2	186,085	157,711	179,364
Week 3	205,616	190,568	200,915
Week 4	206,641	199,941	208,542
Total	791,936	728,491	757,972

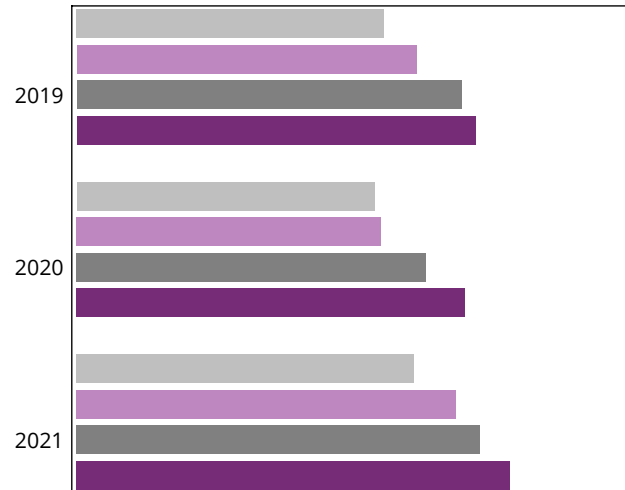
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$2,716,716	\$2,655,453	\$2,583,687
Week 2	\$2,568,182	\$2,258,990	\$2,724,574
Week 3	\$2,774,641	\$2,647,277	\$2,983,297
Week 4	\$2,774,941	\$2,758,353	\$3,094,256
Total	\$10,834,480	\$10,320,074	\$11,385,814

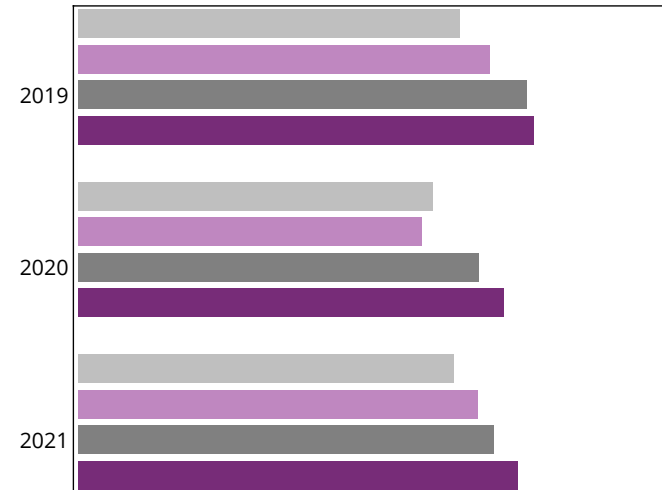
Juvenile Non-Fiction: All Market

Volume Sold (in units)



		2019	2020	2021
Week 1		55,548	53,881	61,005
Week 2		61,468	54,988	68,652
Week 3		69,628	63,119	73,013
Week 4		72,146	70,246	78,446
Total		258,790	242,234	281,116

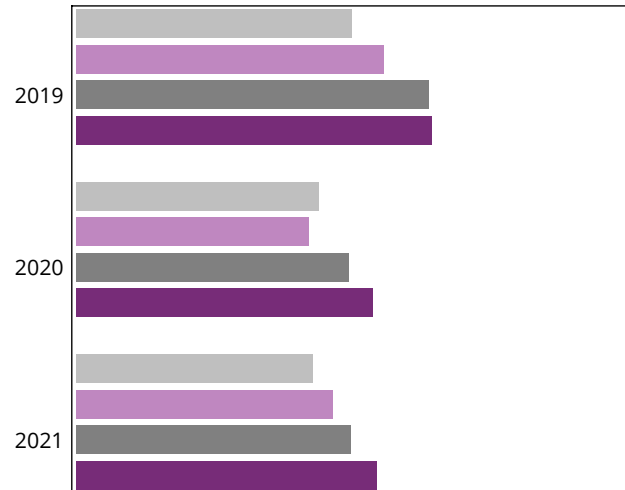
Value Sold (in millions of dollars)



		2019	2020	2021
Week 1		\$966,909	\$898,487	\$952,788
Week 2		\$1,043,045	\$872,380	\$1,014,232
Week 3		\$1,137,751	\$1,014,802	\$1,054,263
Week 4		\$1,156,832	\$1,079,063	\$1,114,246
Total		\$4,304,537	\$3,864,732	\$4,135,529

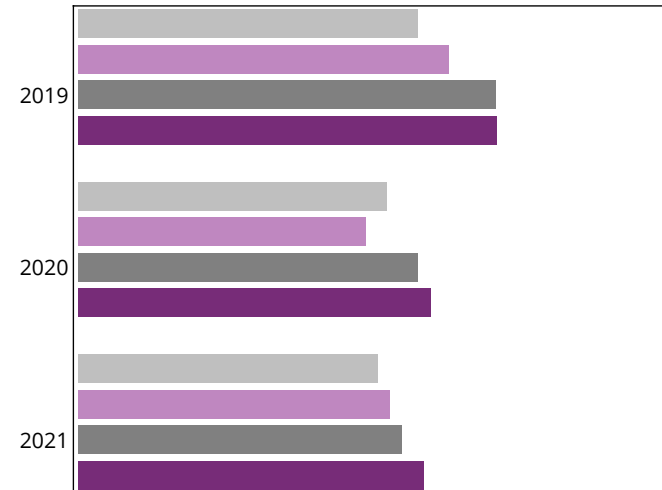
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



		2019	2020	2021
Week 1		49,804	43,773	42,770
Week 2		55,634	42,085	46,376
Week 3		63,796	49,255	49,599
Week 4		64,341	53,661	54,341
Total		233,575	188,774	193,086

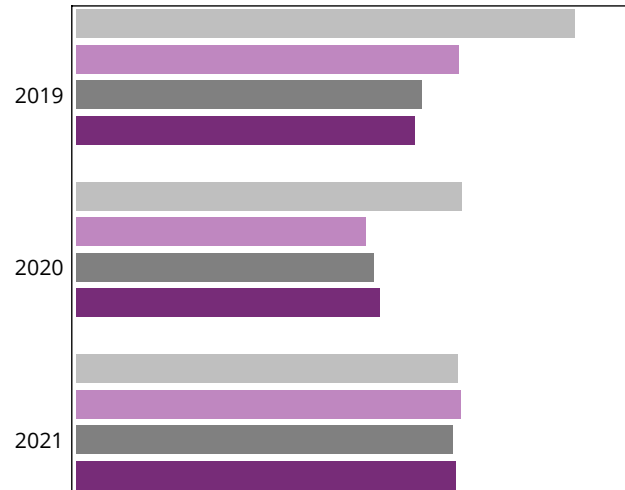
Value Sold (in millions of dollars)



		2019	2020	2021
Week 1		\$860,559	\$782,100	\$759,933
Week 2		\$939,232	\$729,815	\$790,258
Week 3		\$1,057,934	\$862,169	\$820,398
Week 4		\$1,062,279	\$893,507	\$877,691
Total		\$3,920,005	\$3,267,590	\$3,248,279

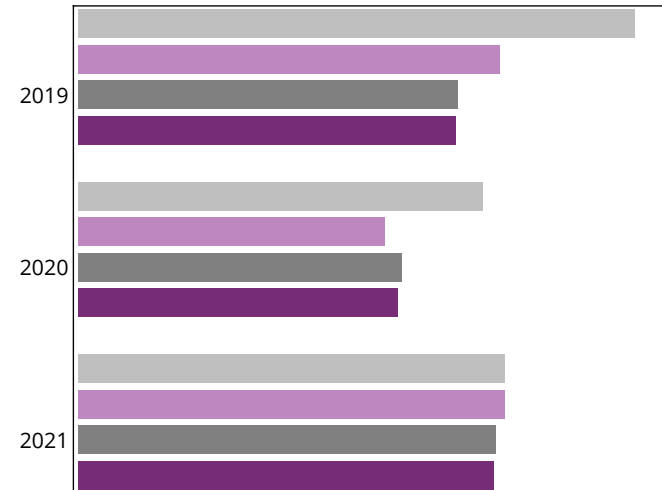
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 1	45,064	34,879	34,481
Week 2	34,589	26,187	34,733
Week 3	31,213	26,897	34,005
Week 4	30,591	27,468	34,320
Total	141,457	115,431	137,539

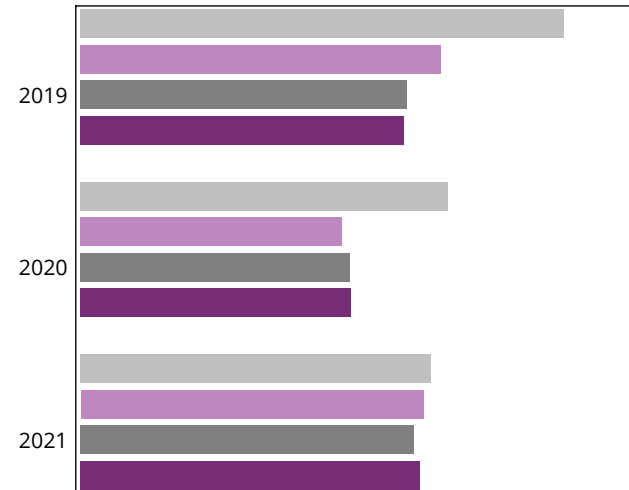
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$941,088	\$684,304	\$720,775
Week 2	\$712,443	\$518,552	\$720,944
Week 3	\$641,667	\$546,794	\$706,199
Week 4	\$638,968	\$540,732	\$703,004
Total	\$2,934,166	\$2,290,382	\$2,850,923

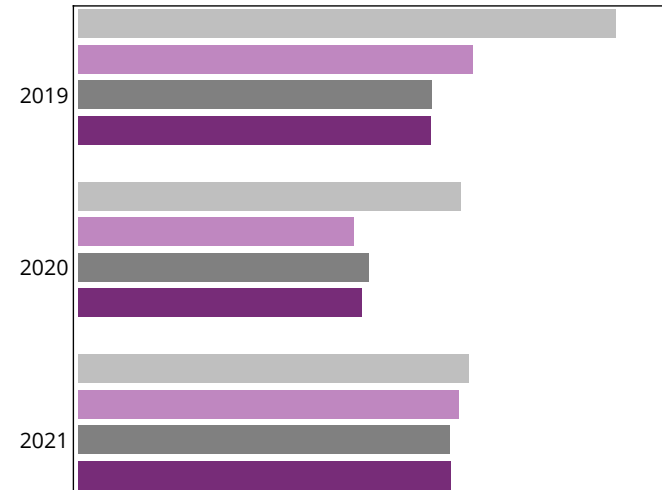
Young Adult: Ring Fence Market

Volume Sold (in units)



		2019	2020	2021
Week 1		43,710	33,209	31,713
Week 2		32,587	23,640	31,008
Week 3		29,547	24,351	30,132
Week 4		29,232	24,451	30,655
Total		135,076	105,651	123,508

Value Sold (in millions of dollars)



		2019	2020	2021
Week 1		\$908,290	\$646,965	\$660,151
Week 2		\$666,907	\$465,630	\$642,842
Week 3		\$597,879	\$492,123	\$628,264
Week 4		\$596,727	\$479,273	\$630,635
Total		\$2,769,803	\$2,083,992	\$2,561,892

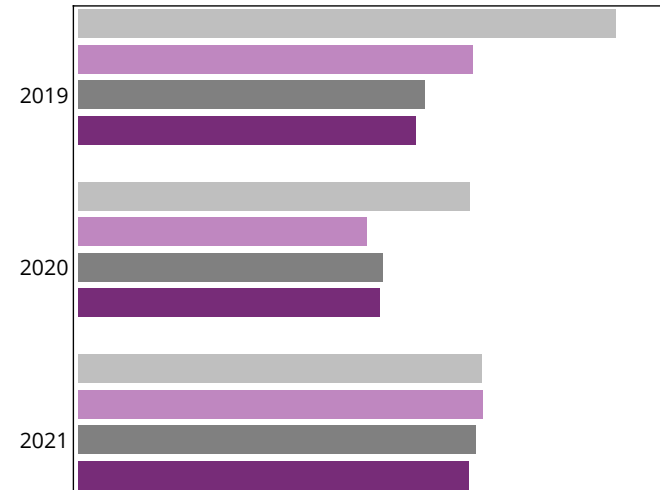
Young Adult Fiction: All Market

Volume Sold (in units)



		2019	2020	2021
Week 1		43,992	34,004	32,869
Week 2		32,872	24,916	33,237
Week 3		29,311	25,540	32,614
Week 4		28,729	26,143	32,541
Total		134,904	110,603	131,261

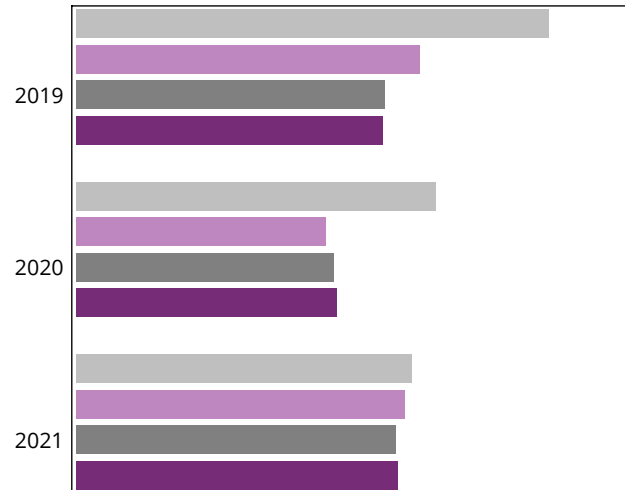
Value Sold (in millions of dollars)



		2019	2020	2021
Week 1		\$908,601	\$661,797	\$683,173
Week 2		\$666,923	\$488,085	\$684,518
Week 3		\$585,315	\$515,029	\$671,897
Week 4		\$570,826	\$509,465	\$660,617
Total		\$2,731,665	\$2,174,376	\$2,700,204

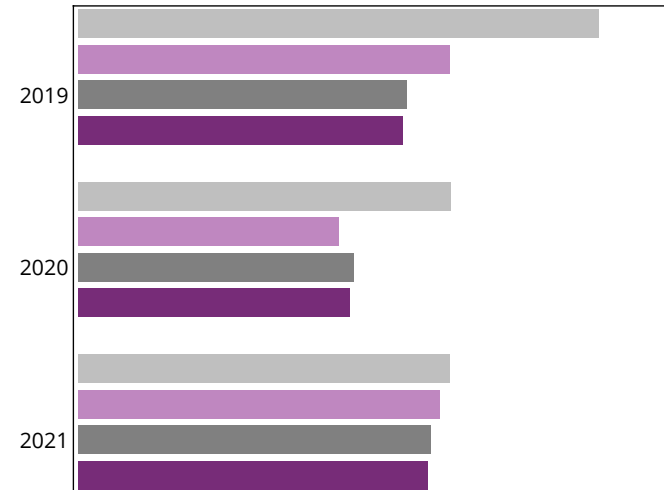
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	42,721	32,520	30,331
Week 2	31,041	22,582	29,697
Week 3	27,919	23,278	28,854
Week 4	27,675	23,513	29,047
Total	129,356	101,893	117,929

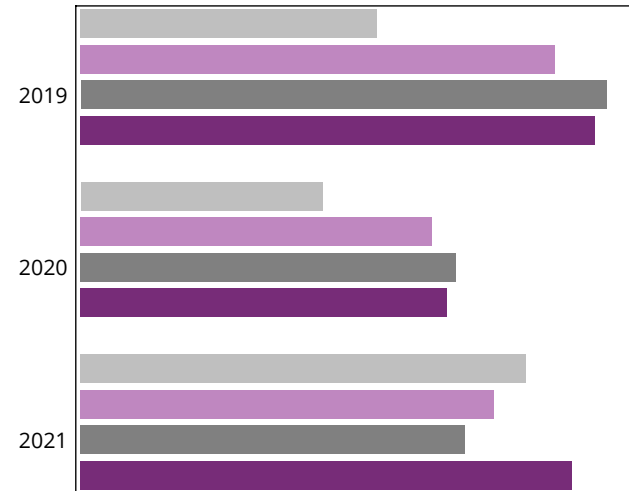
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$880,080	\$629,220	\$627,590
Week 2	\$627,785	\$440,382	\$610,678
Week 3	\$555,737	\$466,543	\$596,613
Week 4	\$549,341	\$458,588	\$591,920
Total	\$2,612,943	\$1,994,733	\$2,426,800

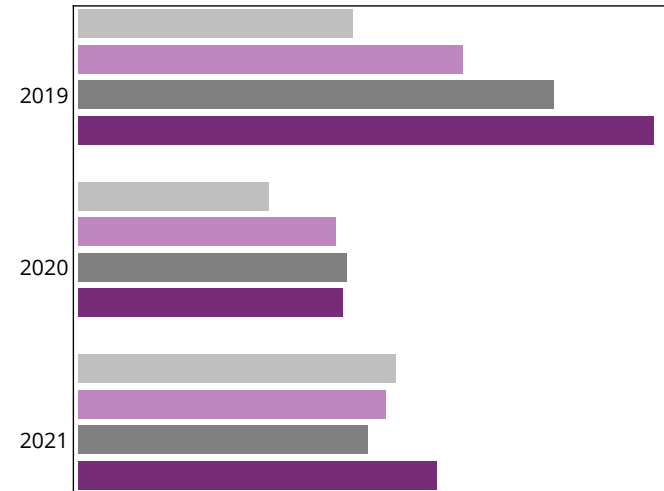
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 1	1,072	875	1,612
Week 2	1,717	1,271	1,496
Week 3	1,902	1,357	1,391
Week 4	1,862	1,325	1,779
Total	6,553	4,828	6,278

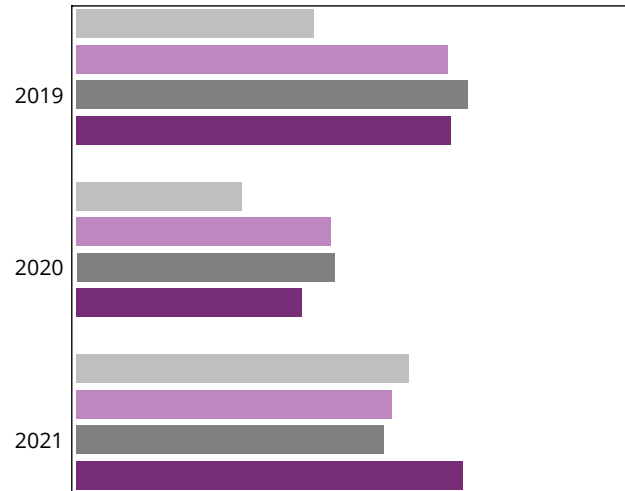
Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$32,486	\$22,506	\$37,602
Week 2	\$45,521	\$30,467	\$36,427
Week 3	\$56,352	\$31,765	\$34,302
Week 4	\$68,142	\$31,267	\$42,387
Total	\$202,500	\$116,005	\$150,718

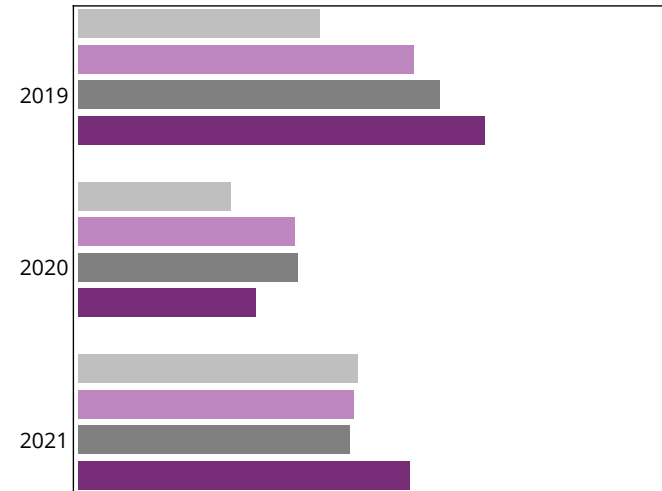
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 1	989	689	1,382
Week 2	1,546	1,058	1,311
Week 3	1,628	1,073	1,278
Week 4	1,557	938	1,608
Total	5,720	3,758	5,579

Value Sold (in millions of dollars)



	2019	2020	2021
Week 1	\$28,210	\$17,745	\$32,561
Week 2	\$39,122	\$25,248	\$32,164
Week 3	\$42,142	\$25,580	\$31,651
Week 4	\$47,386	\$20,686	\$38,715
Total	\$156,860	\$89,259	\$135,091

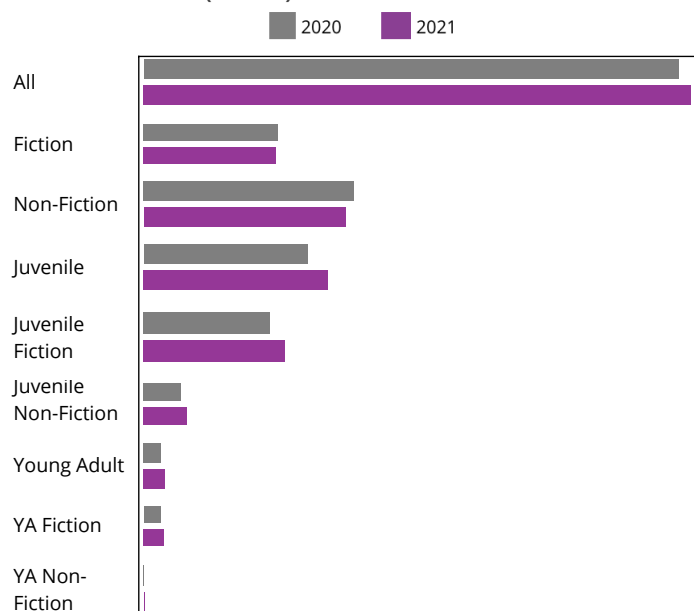
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 4	2020-01-26	2021-01-31

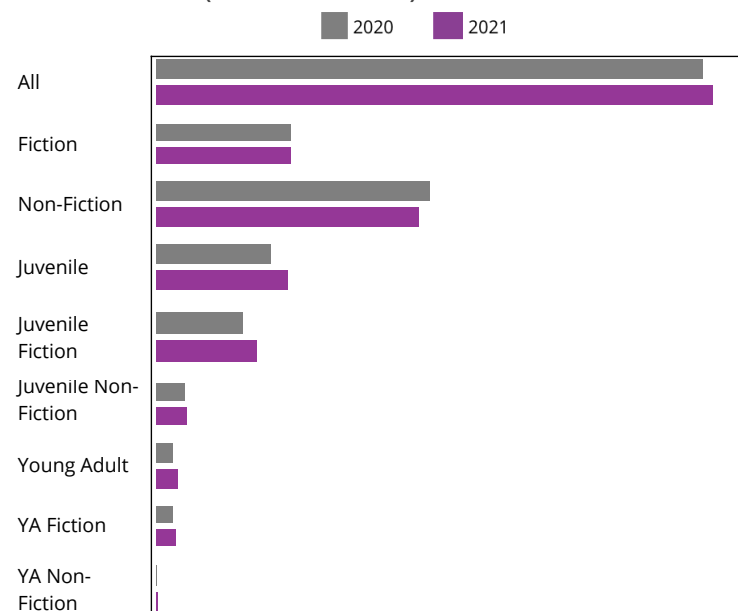
All Market

Volume Sold (in units)



	2020	2021
All	3,482,239	3,562,279
Fiction	874,461	860,054
Non-Fiction	1,367,437	1,314,141
Juvenile	1,066,956	1,200,615
Juvenile Fiction	824,722	919,499
Juvenile Non-Fiction	242,234	281,116
Young Adult (YA)	115,431	137,539
YA Fiction	110,603	131,261
YA Non-Fiction	4,828	6,278

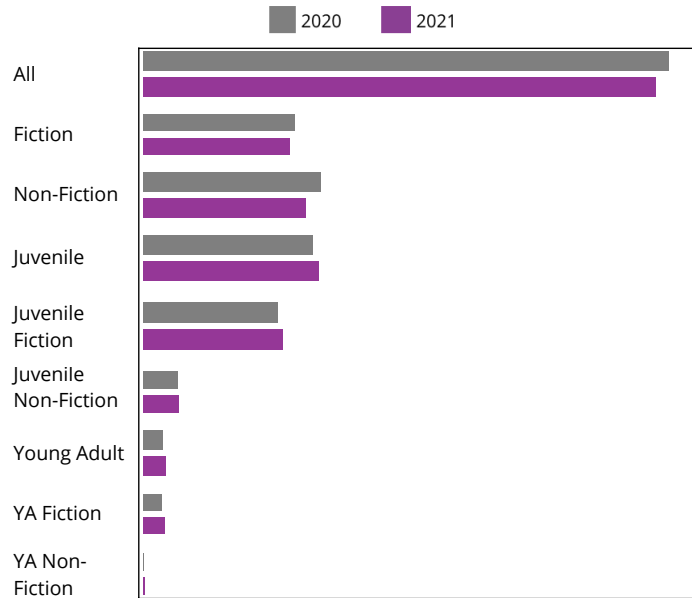
Value Sold (in millions of dollars)



	2020	2021
All	\$73,973,205	\$75,293,930
Fiction	\$18,226,450	\$18,257,516
Non-Fiction	\$36,972,555	\$35,541,657
Juvenile	\$15,551,625	\$17,799,852
Juvenile Fiction	\$11,686,894	\$13,664,323
Juvenile Non-Fiction	\$3,864,732	\$4,135,529
Young Adult (YA)	\$2,290,382	\$2,850,923
YA Fiction	\$2,174,376	\$2,700,204
YA Non-Fiction	\$116,005	\$150,718

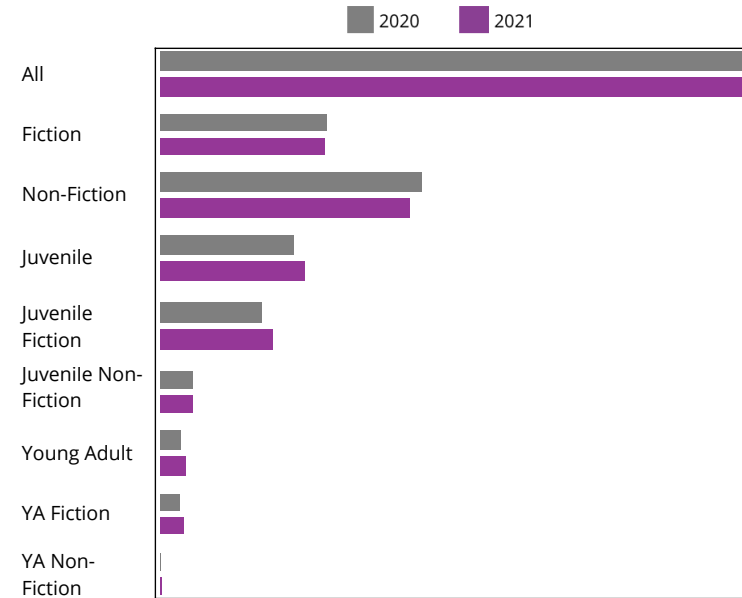
Ring Fence

Volume Sold (in units)



	2020	2021
All	2,849,879	2,780,487
Fiction	820,049	793,975
Non-Fiction	964,377	882,535
Juvenile	917,265	951,058
Juvenile Fiction	728,491	757,972
Juvenile Non-Fiction	188,774	193,086
Young Adult (YA)	105,651	123,508
YA Fiction	101,893	117,929
YA Non-Fiction	3,758	5,579

Value Sold (in millions of dollars)



	2020	2021
All	\$59,904,268	\$59,811,600
Fiction	\$16,945,710	\$16,686,847
Non-Fiction	\$26,552,347	\$25,348,845
Juvenile	\$13,587,664	\$14,634,093
Juvenile Fiction	\$10,320,074	\$11,385,814
Juvenile Non-Fiction	\$3,267,590	\$3,248,279
Young Adult (YA)	\$2,083,992	\$2,561,892
YA Fiction	\$1,994,733	\$2,426,800
YA Non-Fiction	\$89,259	\$135,091

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