

SalesData Market Report: July 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 July 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:

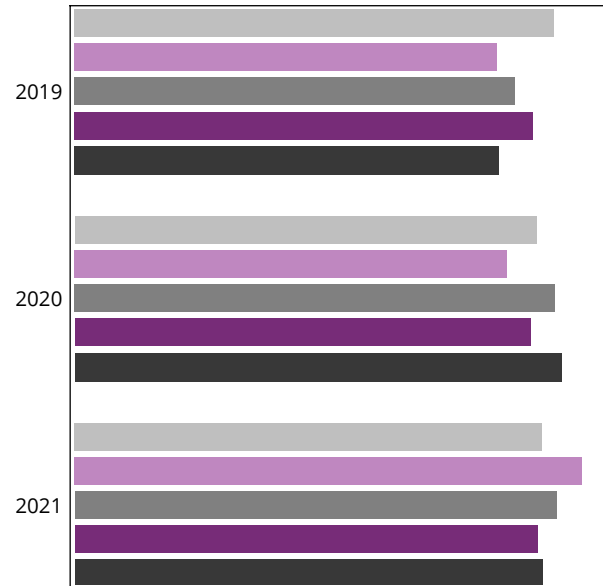
	2019	2020	2021
Week 26	2019-06-30	2020-06-28	2021-07-04
Week 27	2019-07-07	2020-07-05	2021-07-11
Week 28	2019-07-14	2020-07-12	2021-07-18
Week 29	2019-07-21	2020-07-19	2021-07-25
Week 30	2019-07-28	2020-07-26	2021-08-01

Note: Due to an issue with a provider's data, we have reprocessed data for weeks from February 21 – May 2, 2021 with updated data. If you are working with Year to Date or Lifetime data including the affected time period, we recommend updating your reports to ensure you have the accurate data.

Month-to-Month Comparisons

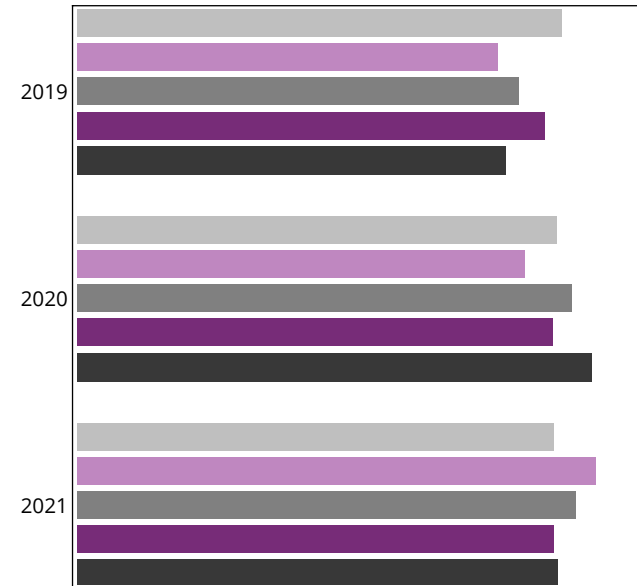
All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	990,225	954,262	965,832
Week 27	872,634	893,550	1,048,283
Week 28	909,908	992,461	994,977
Week 29	947,011	942,058	956,738
Week 30	876,321	1,006,172	966,166
Total	4,596,099	4,788,503	4,931,996

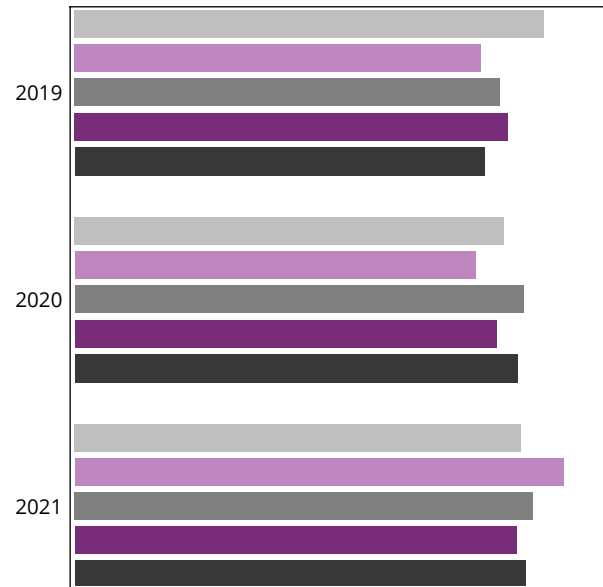
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$19,559,121	\$19,358,578	\$19,240,368
Week 27	\$16,980,939	\$18,075,726	\$20,943,597
Week 28	\$17,856,978	\$19,966,321	\$20,136,466
Week 29	\$18,870,385	\$19,213,662	\$19,251,261
Week 30	\$17,296,224	\$20,803,024	\$19,408,278
Total	\$90,563,646	\$97,417,311	\$98,979,969

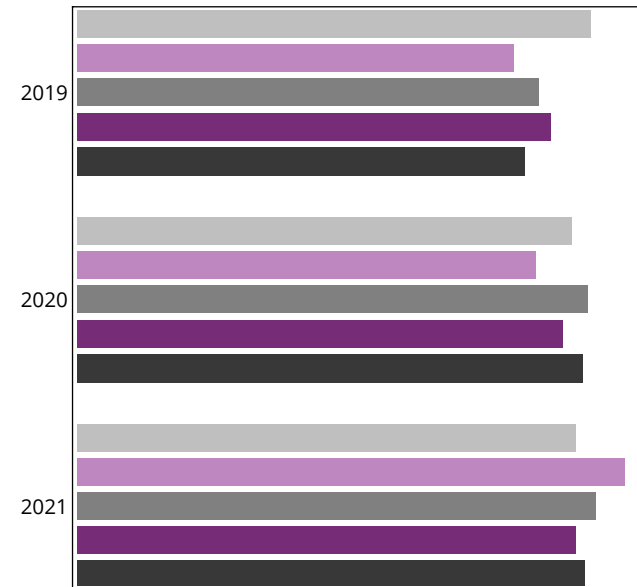
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	881,173	806,205	838,294
Week 27	763,112	752,925	918,271
Week 28	798,449	842,655	860,769
Week 29	813,688	792,605	829,682
Week 30	769,293	831,228	846,318
Total	4,025,715	4,025,618	4,293,334

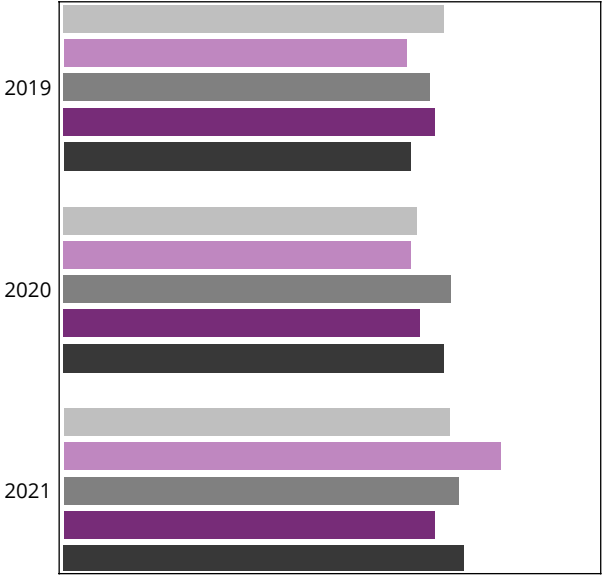
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$17,153,389	\$16,491,678	\$16,640,498
Week 27	\$14,571,842	\$15,293,918	\$18,284,242
Week 28	\$15,406,049	\$17,038,229	\$17,312,232
Week 29	\$15,821,401	\$16,212,159	\$16,654,439
Week 30	\$14,925,173	\$16,862,073	\$16,951,544
Total	\$77,877,854	\$81,898,057	\$85,842,956

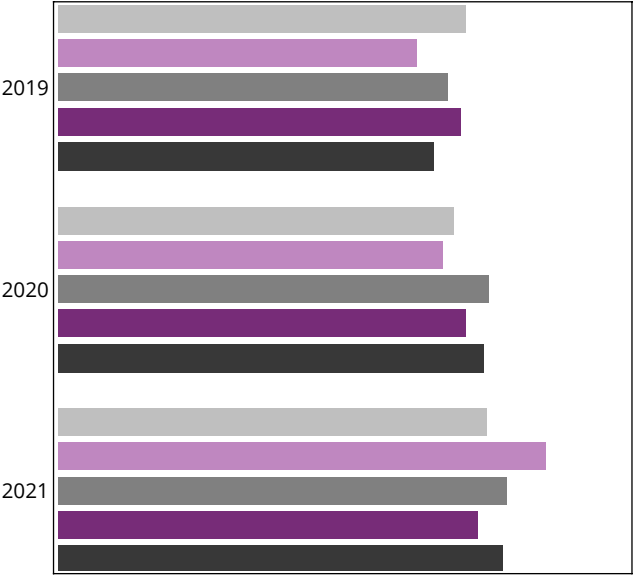
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	285,671	265,507	289,993
Week 27	257,371	260,909	328,156
Week 28	275,265	290,878	296,438
Week 29	278,938	267,830	278,749
Week 30	260,695	285,861	300,669
Total	1,357,940	1,370,985	1,494,005

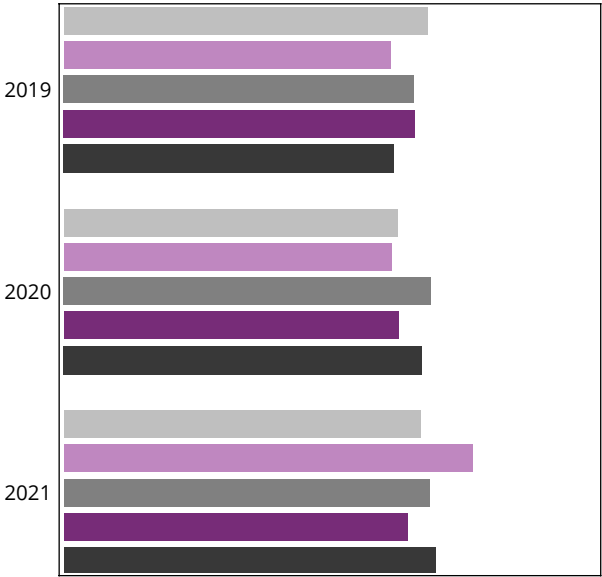
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$5,728,130	\$5,564,727	\$6,021,489
Week 27	\$5,033,655	\$5,410,273	\$6,850,111
Week 28	\$5,473,509	\$6,050,454	\$6,308,873
Week 29	\$5,660,797	\$5,733,888	\$5,898,472
Week 30	\$5,275,162	\$5,980,303	\$6,245,828
Total	\$27,171,252	\$28,739,645	\$31,324,774

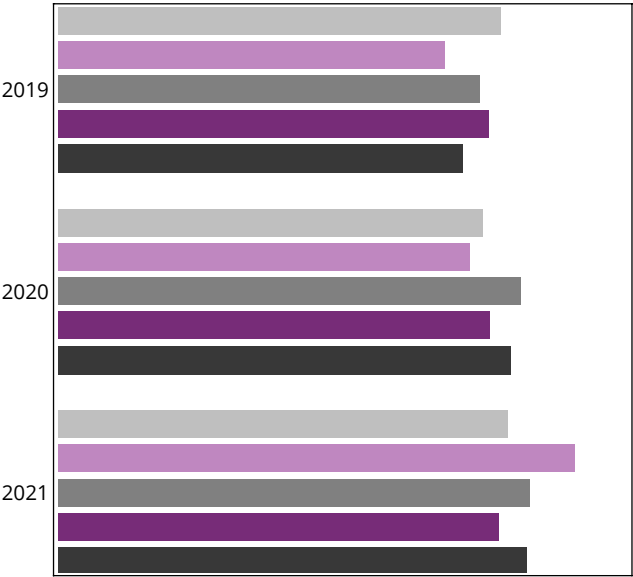
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	273,274	250,964	268,120
Week 27	245,383	246,062	307,047
Week 28	263,304	276,064	274,811
Week 29	263,993	251,337	258,486
Week 30	248,241	269,039	279,162
Total	1,294,195	1,293,466	1,387,626

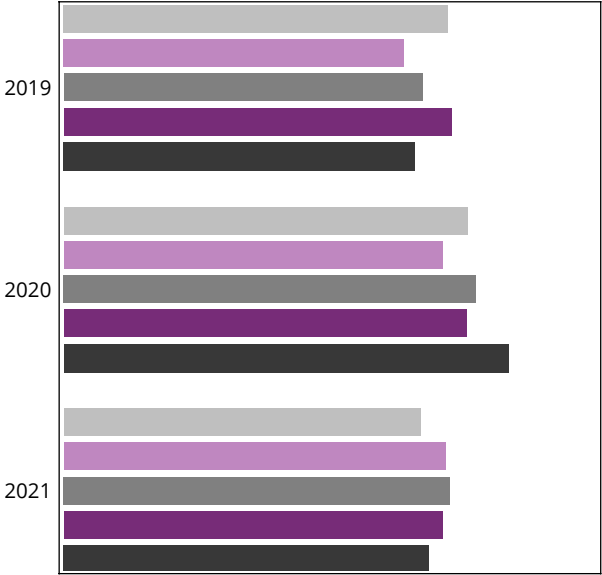
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$5,441,747	\$5,222,580	\$5,530,375
Week 27	\$4,749,516	\$5,061,944	\$6,354,990
Week 28	\$5,187,967	\$5,692,812	\$5,794,376
Week 29	\$5,299,528	\$5,308,287	\$5,422,640
Week 30	\$4,973,000	\$5,564,089	\$5,756,097
Total	\$25,651,758	\$26,849,712	\$28,858,478

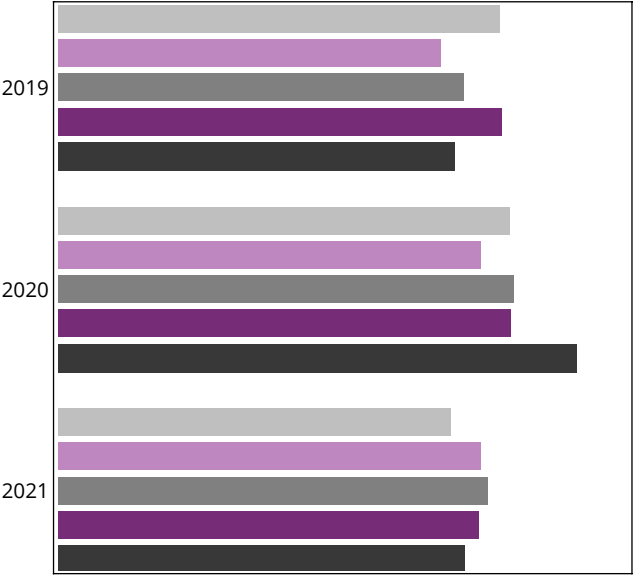
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	288,633	303,286	268,004
Week 27	255,499	284,517	286,789
Week 28	269,507	309,598	290,099
Week 29	291,471	302,692	284,465
Week 30	264,034	334,070	274,326
Total	1,369,144	1,534,163	1,403,683

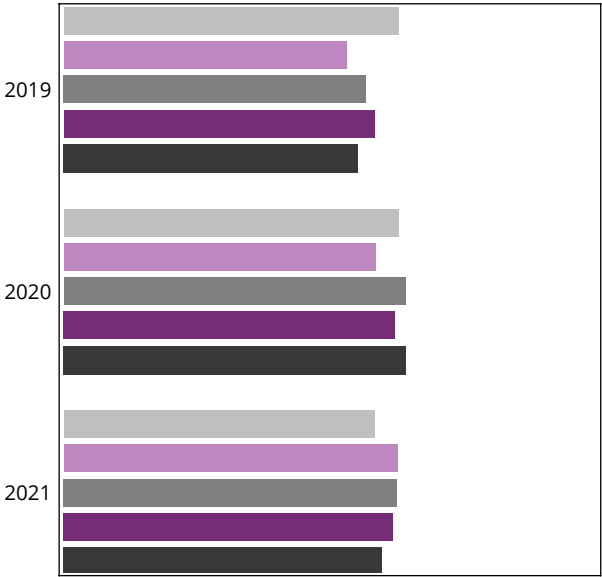
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$7,753,394	\$7,931,335	\$6,892,521
Week 27	\$6,727,293	\$7,419,506	\$7,414,577
Week 28	\$7,118,926	\$8,007,668	\$7,545,041
Week 29	\$7,797,662	\$7,955,436	\$7,379,180
Week 30	\$6,966,883	\$9,111,039	\$7,142,275
Total	\$36,364,158	\$40,424,984	\$36,373,594

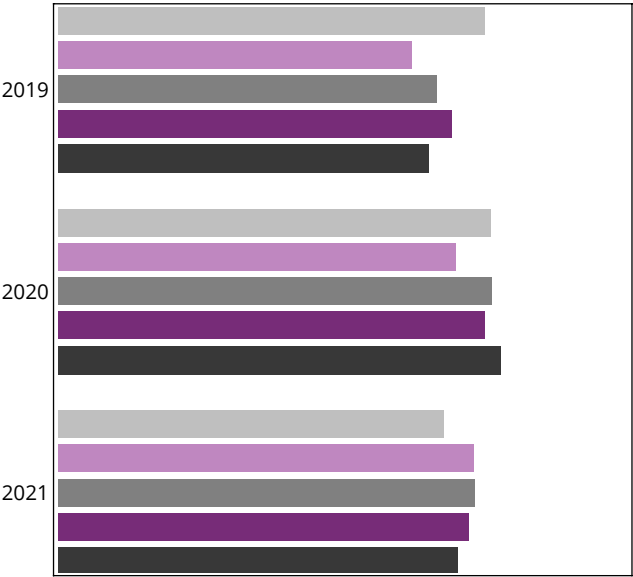
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	231,294	231,220	214,803
Week 27	195,262	215,484	230,689
Week 28	208,751	236,019	230,254
Week 29	214,900	228,810	227,365
Week 30	203,439	236,398	220,004
Total	1,053,646	1,147,931	1,123,115

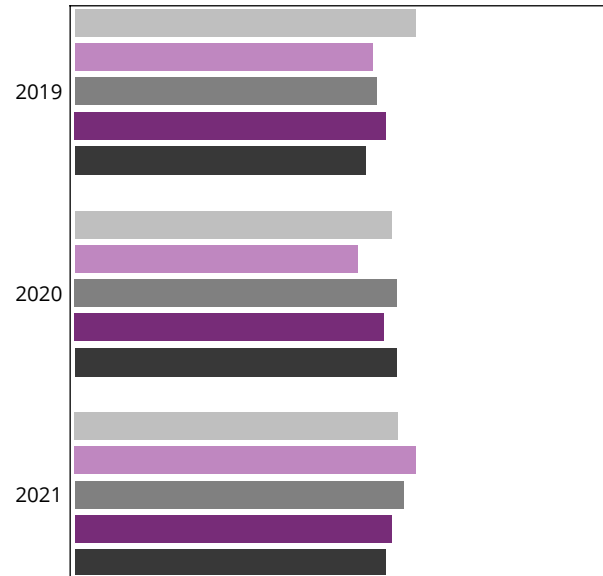
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$6,169,130	\$6,252,254	\$5,570,272
Week 27	\$5,104,385	\$5,747,810	\$6,012,488
Week 28	\$5,469,465	\$6,260,193	\$6,021,754
Week 29	\$5,690,639	\$6,166,243	\$5,936,196
Week 30	\$5,349,969	\$6,389,780	\$5,772,936
Total	\$27,783,588	\$30,816,281	\$29,313,647

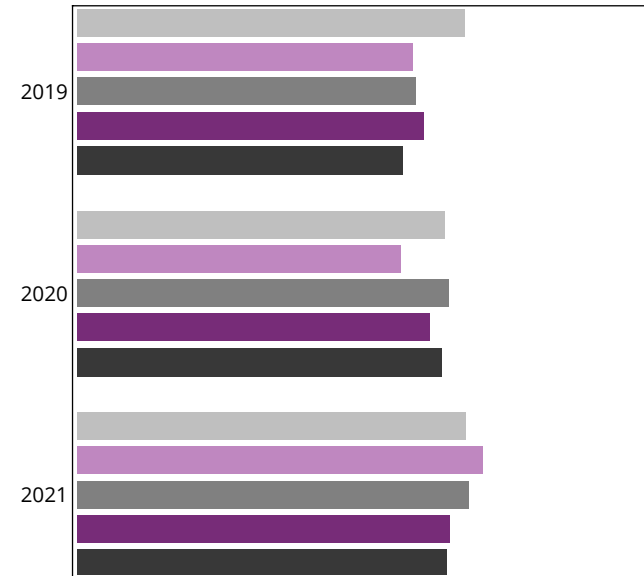
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	360,837	335,469	342,158
Week 27	315,158	299,038	361,070
Week 28	319,527	340,981	347,691
Week 29	329,160	327,079	335,339
Week 30	307,842	340,306	328,609
Total	1,632,524	1,642,873	1,714,867

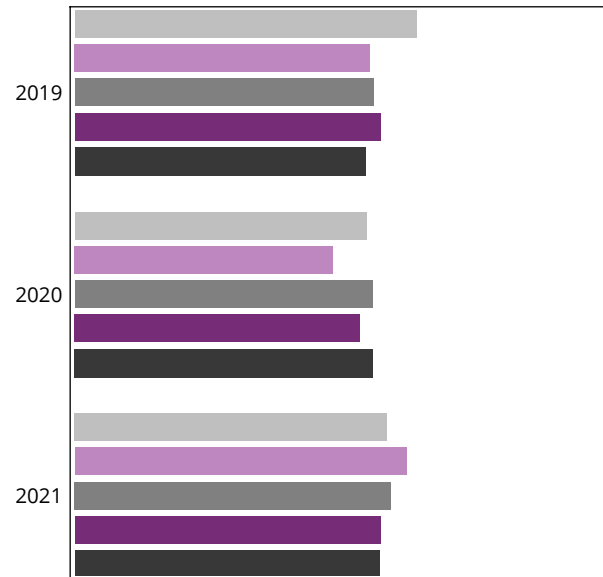
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$5,057,801	\$4,799,068	\$5,066,858
Week 27	\$4,379,015	\$4,224,072	\$5,285,744
Week 28	\$4,416,040	\$4,848,580	\$5,114,304
Week 29	\$4,520,335	\$4,597,886	\$4,863,674
Week 30	\$4,248,053	\$4,756,254	\$4,822,249
Total	\$22,621,244	\$23,225,861	\$25,152,828

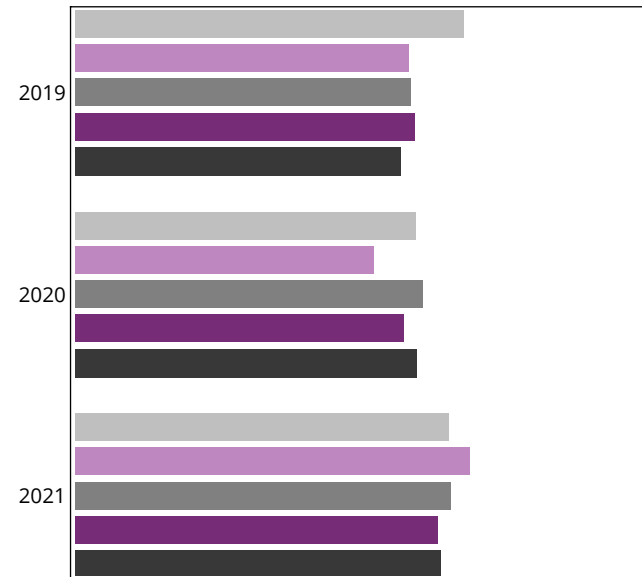
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	325,507	278,065	297,456
Week 27	281,345	246,071	315,984
Week 28	284,540	283,770	301,105
Week 29	291,215	271,818	291,540
Week 30	276,857	284,178	290,097
Total	1,459,464	1,363,902	1,496,182

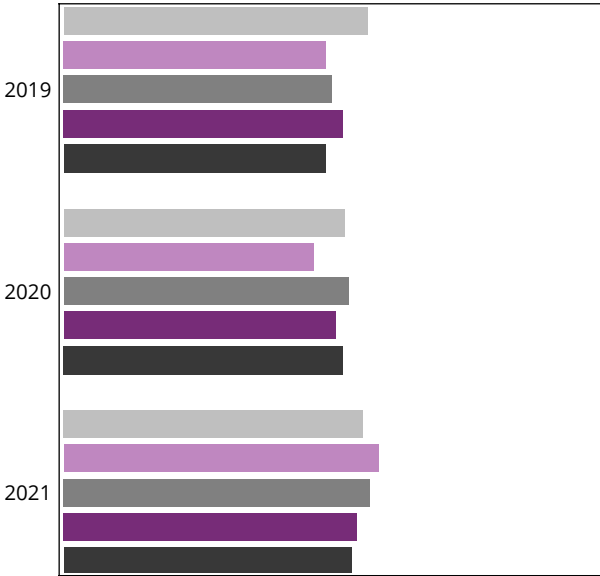
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$4,588,233	\$4,029,047	\$4,419,259
Week 27	\$3,937,600	\$3,529,959	\$4,662,816
Week 28	\$3,960,381	\$4,101,442	\$4,438,587
Week 29	\$4,010,765	\$3,887,267	\$4,286,276
Week 30	\$3,843,906	\$4,037,178	\$4,317,986
Total	\$20,340,887	\$19,584,893	\$22,124,924

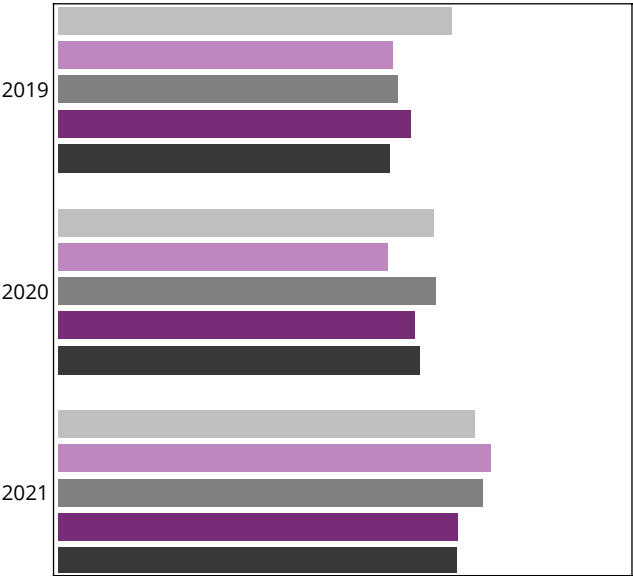
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	266,096	245,889	261,941
Week 27	229,568	218,887	275,699
Week 28	234,838	249,219	268,263
Week 29	244,402	238,129	256,992
Week 30	229,424	244,578	251,932
Total	1,204,328	1,196,702	1,314,827

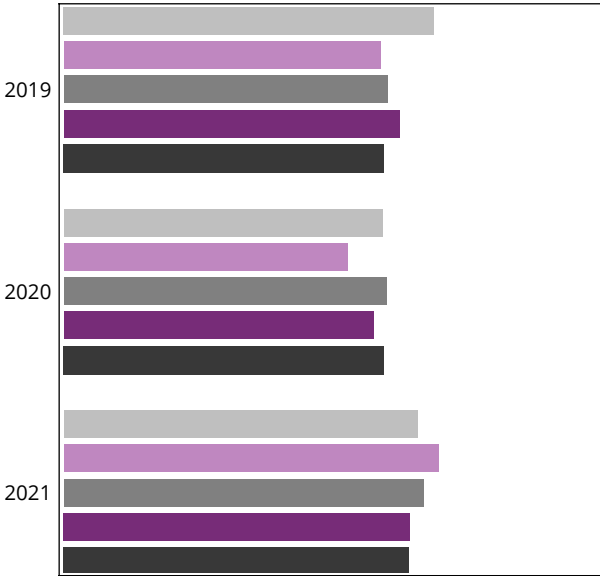
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$3,616,394	\$3,449,293	\$3,828,415
Week 27	\$3,074,769	\$3,027,502	\$3,972,744
Week 28	\$3,122,106	\$3,468,039	\$3,902,493
Week 29	\$3,241,265	\$3,278,868	\$3,669,906
Week 30	\$3,050,281	\$3,327,252	\$3,661,639
Total	\$16,104,814	\$16,550,955	\$19,035,197

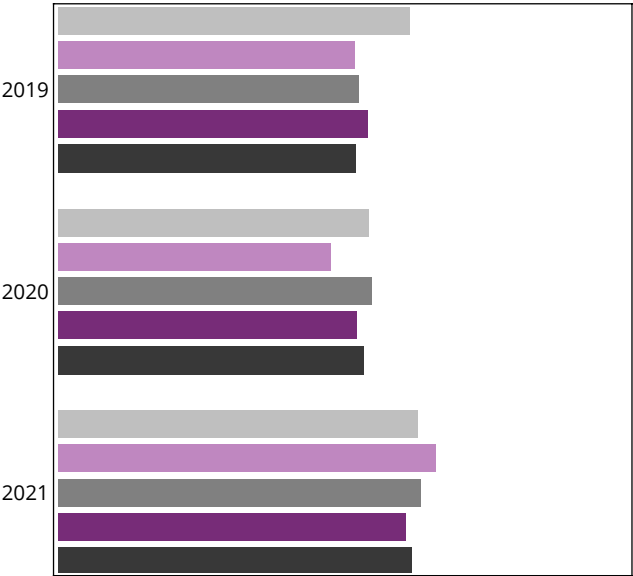
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	243,374	209,381	232,503
Week 27	208,157	186,447	246,219
Week 28	212,949	212,025	236,515
Week 29	220,773	203,684	227,754
Week 30	210,544	210,491	227,101
Total	1,095,797	1,022,028	1,170,092

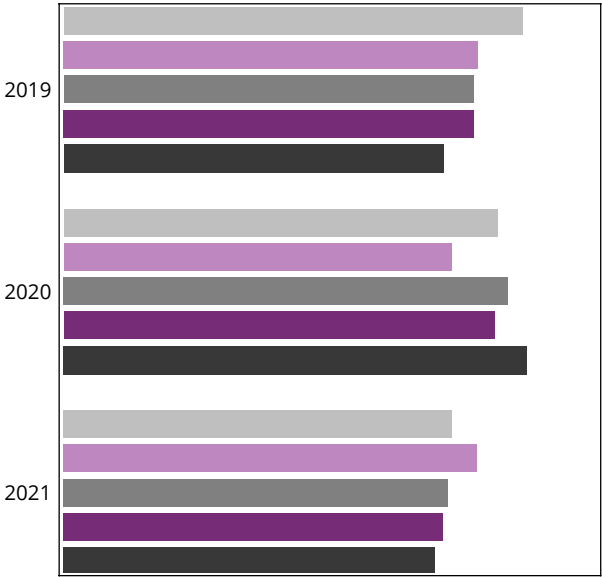
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$3,300,694	\$2,908,645	\$3,371,814
Week 27	\$2,780,790	\$2,556,270	\$3,537,216
Week 28	\$2,823,479	\$2,938,900	\$3,401,330
Week 29	\$2,900,435	\$2,799,932	\$3,260,545
Week 30	\$2,788,934	\$2,863,918	\$3,313,179
Total	\$14,594,333	\$14,067,666	\$16,884,084

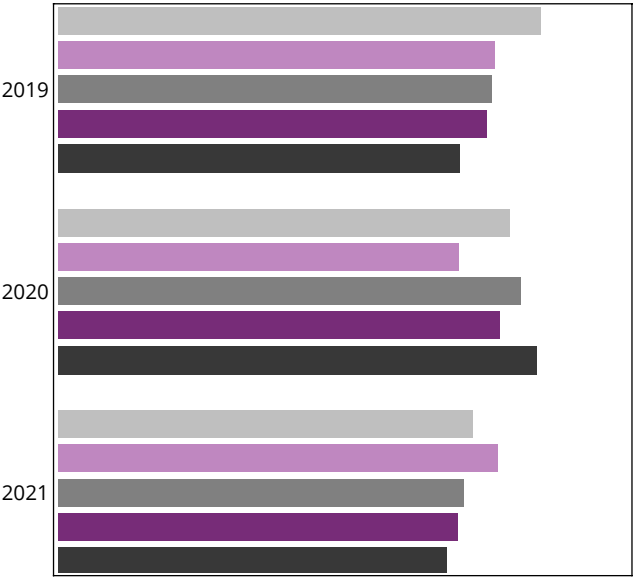
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	94,741	89,580	80,217
Week 27	85,590	80,151	85,371
Week 28	84,689	91,762	79,428
Week 29	84,758	88,950	78,347
Week 30	78,418	95,728	76,677
Total	428,196	446,171	400,040

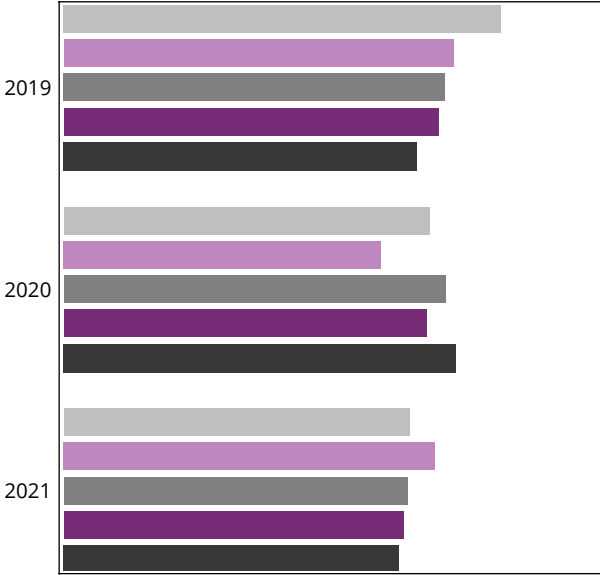
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$1,441,406	\$1,349,775	\$1,238,443
Week 27	\$1,304,246	\$1,196,570	\$1,313,000
Week 28	\$1,293,934	\$1,380,542	\$1,211,811
Week 29	\$1,279,070	\$1,319,018	\$1,193,768
Week 30	\$1,197,772	\$1,429,002	\$1,160,610
Total	\$6,516,429	\$6,674,906	\$6,117,631

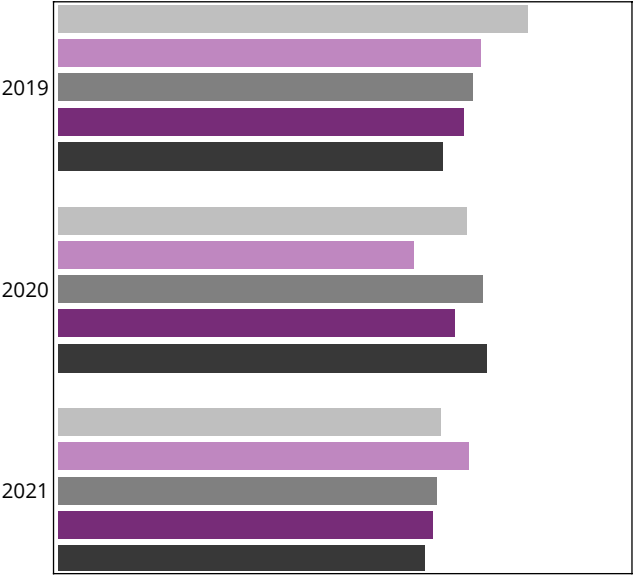
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	82,133	68,684	64,953
Week 27	73,188	59,624	69,765
Week 28	71,591	71,745	64,590
Week 29	70,442	68,134	63,786
Week 30	66,313	73,687	62,996
Total	363,667	341,874	326,090

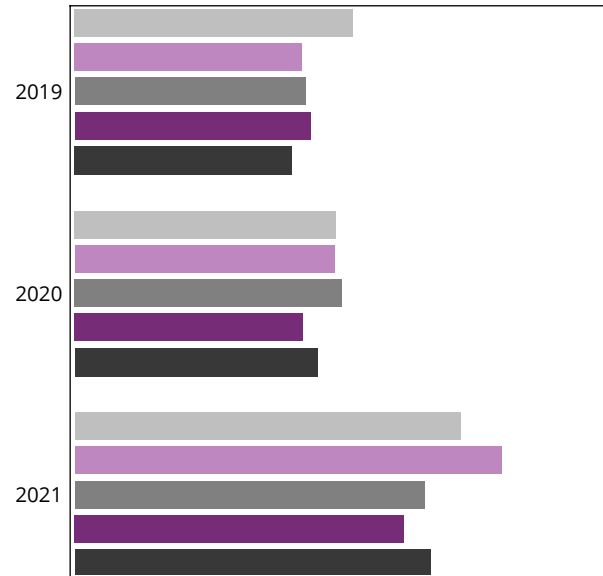
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$1,287,539	\$1,120,402	\$1,047,445
Week 27	\$1,156,810	\$973,688	\$1,125,600
Week 28	\$1,136,902	\$1,162,542	\$1,037,257
Week 29	\$1,110,330	\$1,087,335	\$1,025,732
Week 30	\$1,054,973	\$1,173,260	\$1,004,806
Total	\$5,746,554	\$5,517,227	\$5,240,841

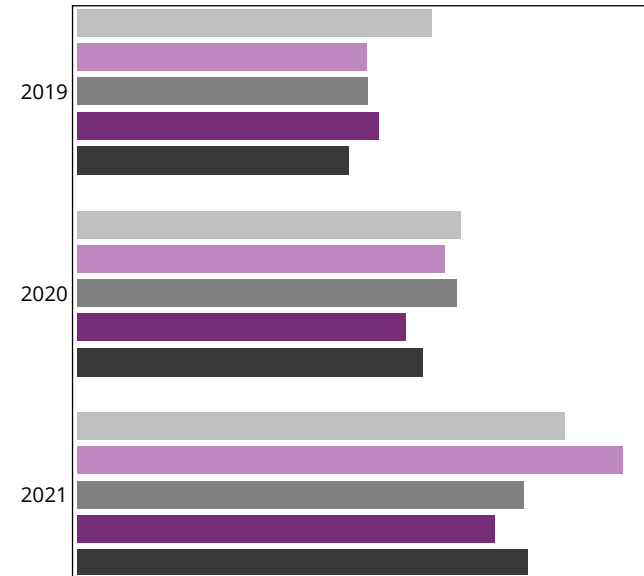
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	41,823	39,288	57,936
Week 27	34,118	39,039	64,121
Week 28	34,636	40,171	52,595
Week 29	35,462	34,308	49,507
Week 30	32,638	36,466	53,463
Total	178,677	189,272	277,622

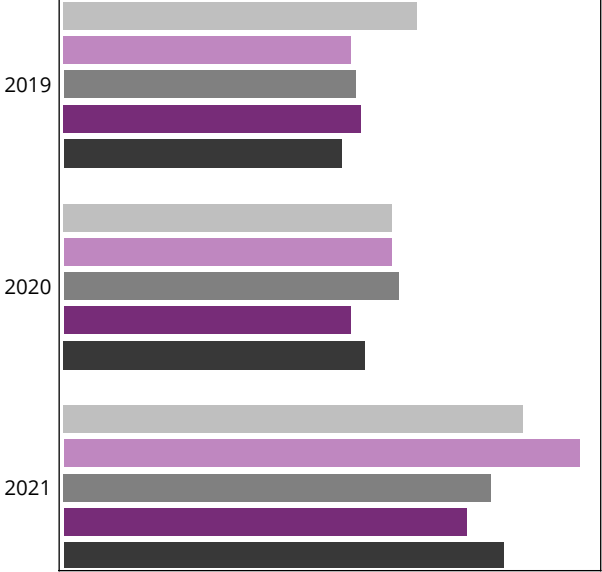
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$808,954	\$875,597	\$1,112,544
Week 27	\$660,944	\$839,187	\$1,245,750
Week 28	\$663,240	\$866,548	\$1,018,933
Week 29	\$687,628	\$750,207	\$953,368
Week 30	\$620,173	\$788,357	\$1,028,362
Total	\$3,440,939	\$4,119,895	\$5,358,956

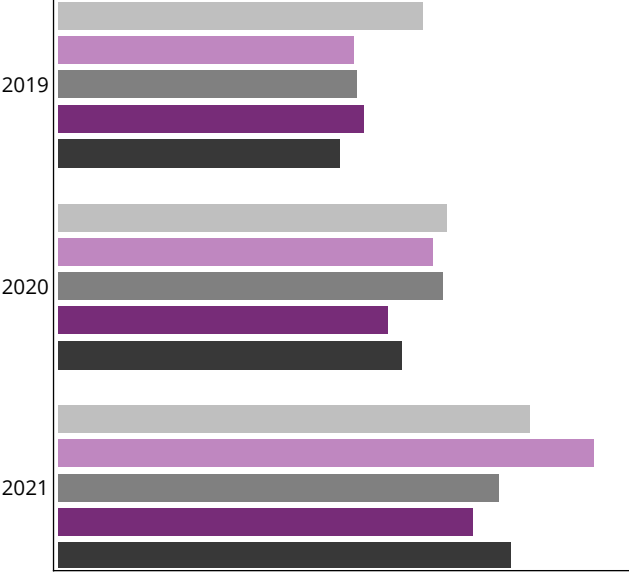
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	39,830	36,981	51,785
Week 27	32,357	36,931	58,108
Week 28	32,865	37,720	48,132
Week 29	33,492	32,290	45,374
Week 30	31,305	33,961	49,572
Total	169,849	177,883	252,971

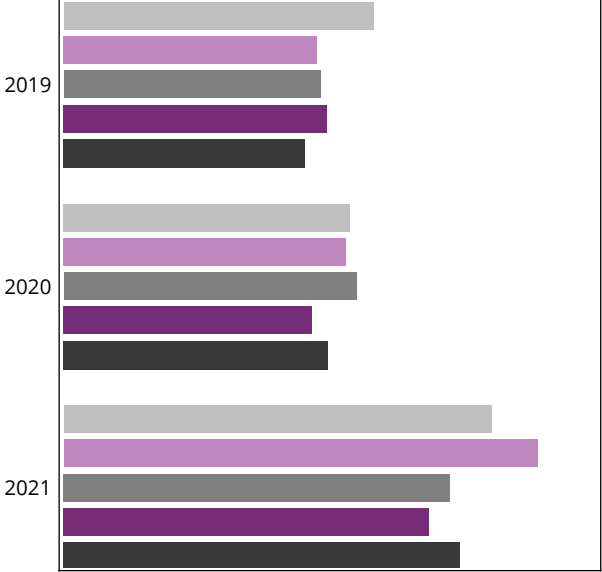
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$768,213	\$818,634	\$994,586
Week 27	\$623,664	\$790,280	\$1,128,602
Week 28	\$628,777	\$810,336	\$929,082
Week 29	\$644,118	\$694,231	\$872,874
Week 30	\$593,809	\$723,857	\$954,167
Total	\$3,258,579	\$3,837,338	\$4,879,311

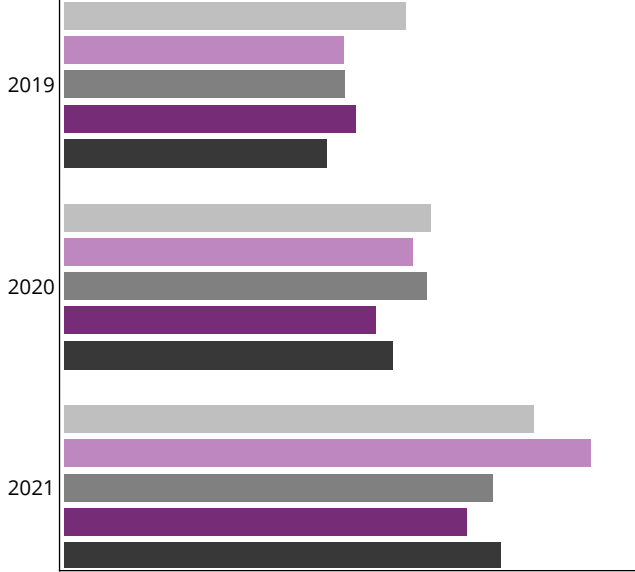
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	40,718	37,657	56,263
Week 27	33,275	37,126	62,300
Week 28	33,753	38,475	50,815
Week 29	34,615	32,622	48,036
Week 30	31,722	34,771	52,078
Total	174,083	180,651	269,492

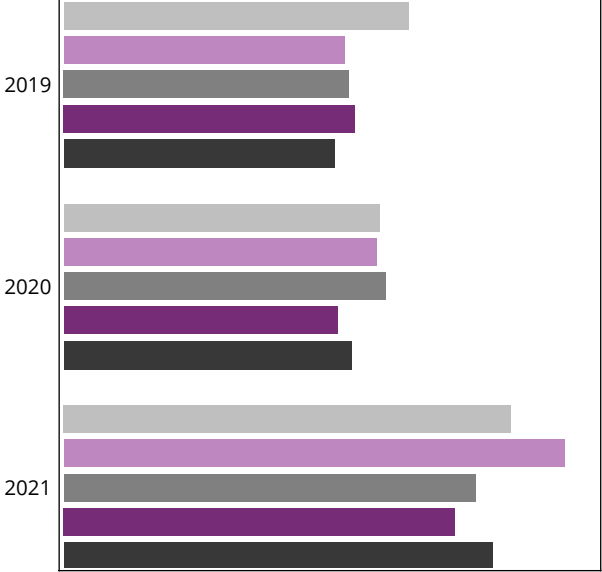
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$779,565	\$837,257	\$1,072,113
Week 27	\$637,612	\$795,364	\$1,201,913
Week 28	\$641,019	\$828,645	\$979,589
Week 29	\$665,852	\$712,358	\$918,639
Week 30	\$599,028	\$750,484	\$995,813
Total	\$3,323,076	\$3,924,107	\$5,168,067

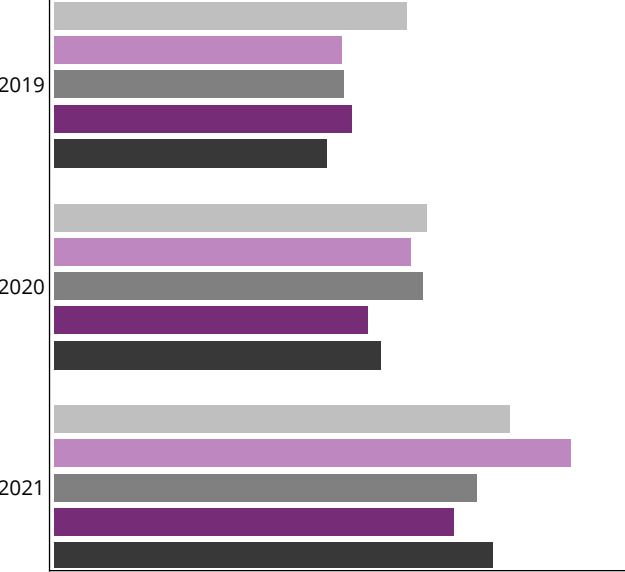
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	38,866	35,599	50,406
Week 27	31,672	35,268	56,435
Week 28	32,137	36,265	46,422
Week 29	32,812	30,824	44,072
Week 30	30,519	32,406	48,311
Total	166,006	170,362	245,646

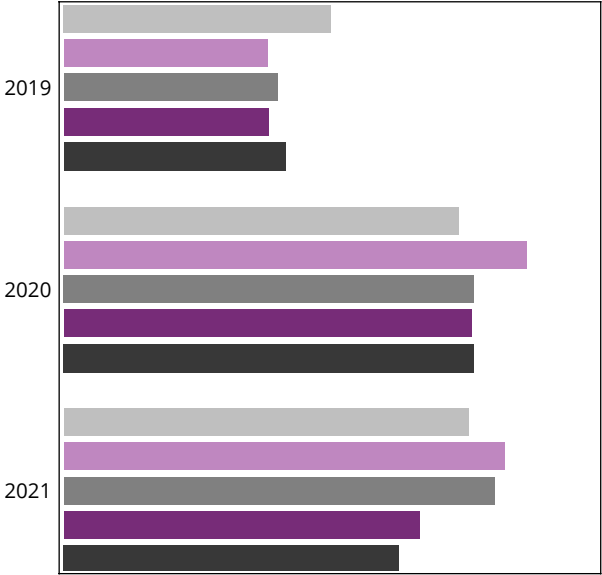
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$743,773	\$785,224	\$960,686
Week 27	\$605,330	\$751,527	\$1,087,943
Week 28	\$610,701	\$777,376	\$891,123
Week 29	\$627,577	\$660,859	\$841,843
Week 30	\$575,316	\$688,745	\$924,081
Total	\$3,162,696	\$3,663,730	\$4,705,677

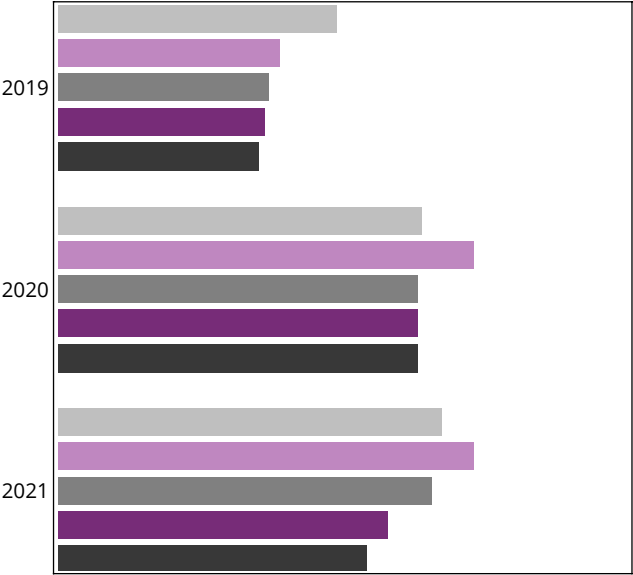
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 26	1,105	1,631	1,673
Week 27	843	1,913	1,821
Week 28	883	1,696	1,780
Week 29	847	1,686	1,471
Week 30	916	1,695	1,385
Total	4,594	8,621	8,130

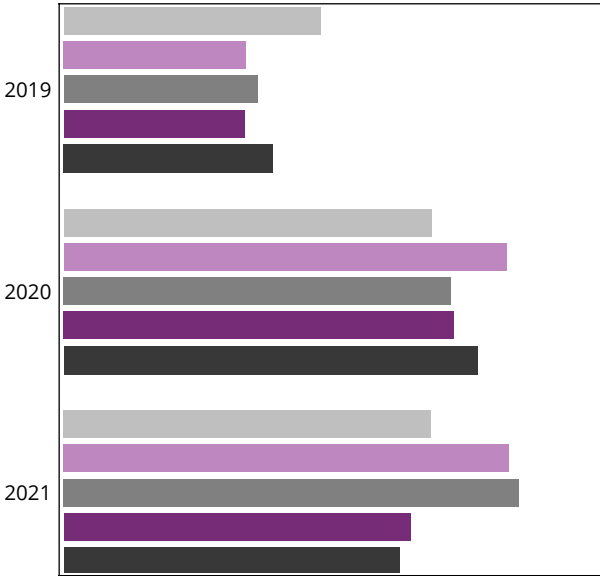
Value Sold (in millions of dollars)



	2019	2020	2021
Week 26	\$29,389	\$38,340	\$40,431
Week 27	\$23,331	\$43,823	\$43,836
Week 28	\$22,221	\$37,903	\$39,343
Week 29	\$21,777	\$37,848	\$34,729
Week 30	\$21,145	\$37,874	\$32,549
Total	\$117,863	\$195,788	\$190,888

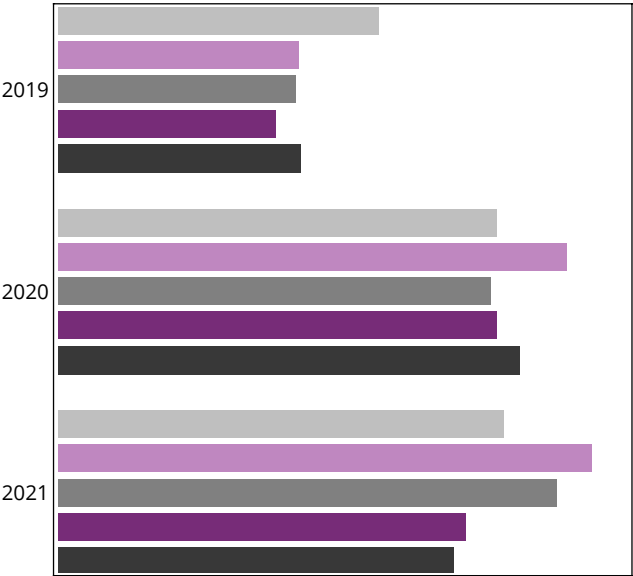
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 26	964	1,382	1,379
Week 27	685	1,663	1,673
Week 28	728	1,455	1,710
Week 29	680	1,466	1,302
Week 30	786	1,555	1,261
Total	3,843	7,521	7,325

Value Sold (in millions of dollars)



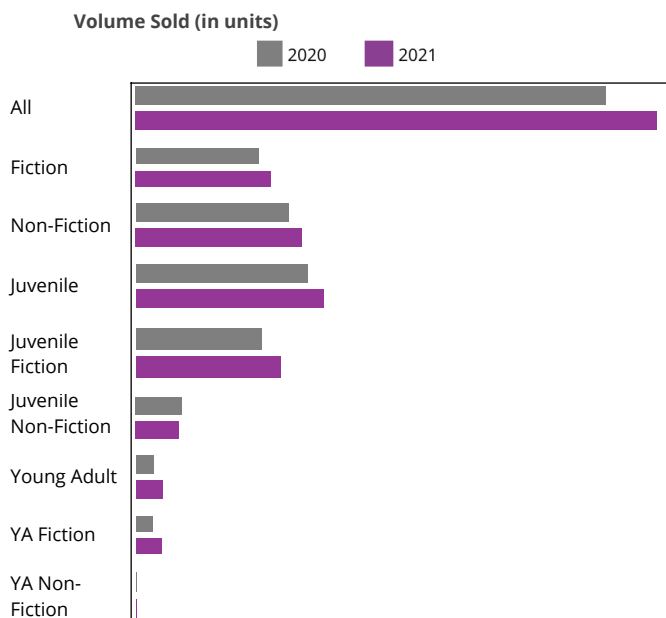
	2019	2020	2021
Week 26	\$24,439	\$33,410	\$33,900
Week 27	\$18,333	\$38,754	\$40,658
Week 28	\$18,076	\$32,960	\$37,959
Week 29	\$16,541	\$33,372	\$31,031
Week 30	\$18,493	\$35,113	\$30,086
Total	\$95,883	\$173,608	\$173,634

Year-to-Date Comparisons

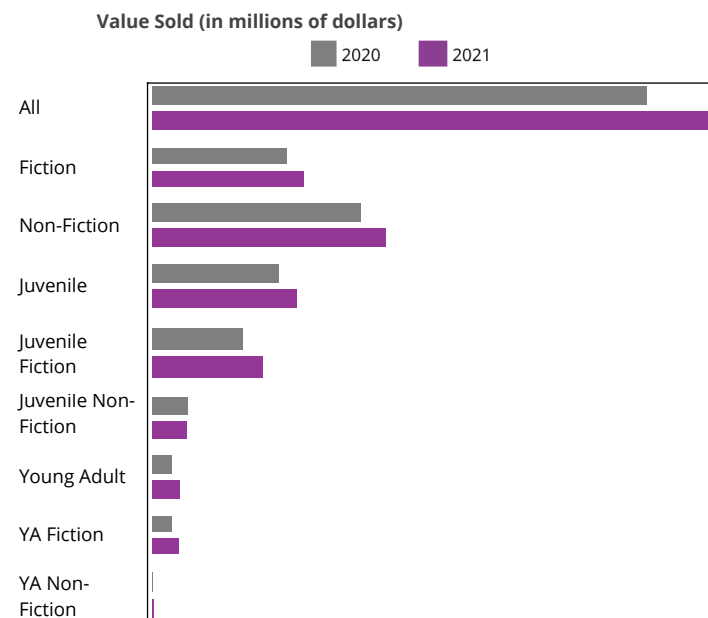
Week-ending dates:

	2020	2021
Week 30	2020-07-26	2021-08-01

All Market

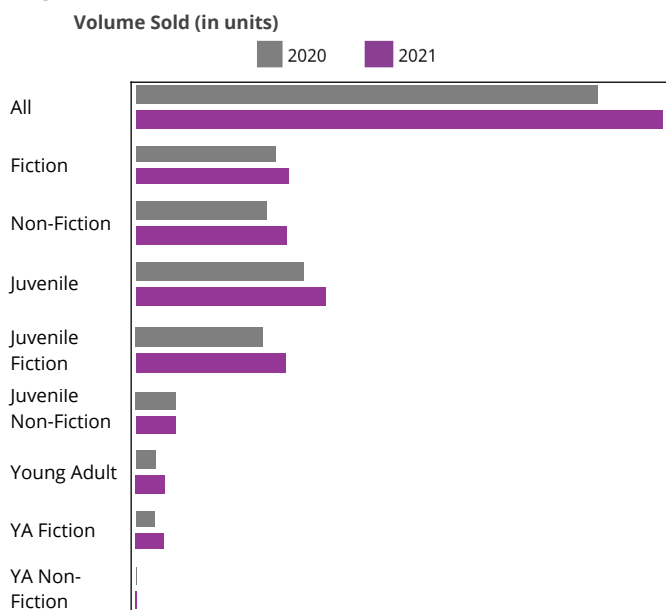


	2020	2021
All	24,738,100	27,419,604
Fiction	6,467,610	7,113,217
Non-Fiction	8,031,086	8,734,599
Juvenile	9,043,800	9,886,092
Juvenile Fiction	6,601,056	7,605,600
Juvenile Non-Fiction	2,442,744	2,280,492
Young Adult (YA)	921,070	1,412,766
YA Fiction	885,971	1,362,160
YA Non-Fiction	35,099	50,606

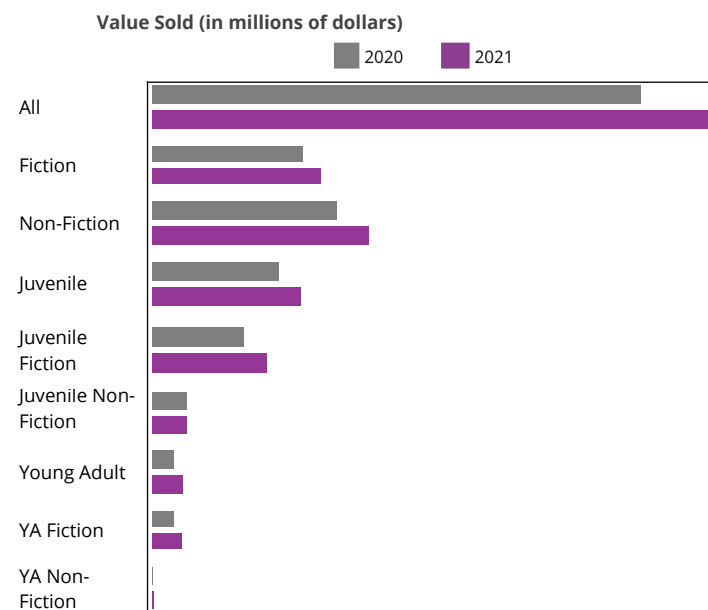


	2020	2021
All	\$495,435,493	\$563,301,052
Fiction	\$134,936,407	\$151,597,169
Non-Fiction	\$209,115,823	\$234,065,576
Juvenile	\$126,803,816	\$144,973,064
Juvenile Fiction	\$90,924,095	\$110,804,054
Juvenile Non-Fiction	\$35,879,721	\$34,169,010
Young Adult (YA)	\$19,995,988	\$27,837,249
YA Fiction	\$19,146,283	\$26,673,864
YA Non-Fiction	\$849,706	\$1,163,385

Ring Fence



	2020	2021
All	19,957,420	22,750,857
Fiction	6,028,436	6,596,639
Non-Fiction	5,644,100	6,503,672
Juvenile	7,237,255	8,195,414
Juvenile Fiction	5,495,458	6,469,742
Juvenile Non-Fiction	1,741,797	1,725,672
Young Adult (YA)	840,573	1,263,095
YA Fiction	812,042	1,218,479
YA Non-Fiction	28,531	44,616



	2020	2021
All	\$403,185,529	\$469,119,738
Fiction	\$124,335,607	\$139,218,540
Non-Fiction	\$152,688,269	\$178,468,562
Juvenile	\$104,303,890	\$122,569,082
Juvenile Fiction	\$75,758,823	\$94,476,063
Juvenile Non-Fiction	\$28,545,067	\$28,093,020
Young Adult (YA)	\$18,071,677	\$25,077,333
YA Fiction	\$17,378,639	\$24,037,203
YA Non-Fiction	\$693,038	\$1,040,130

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