

SalesData Market Report:

June 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 June 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 22	2019-06-02	2020-05-31	2021-06-06
Week 23	2019-06-09	2020-06-07	2021-06-13
Week 24	2019-06-16	2020-06-14	2021-06-20
Week 25	2019-06-23	2020-06-21	2021-06-27

Month-to-Month Comparisons

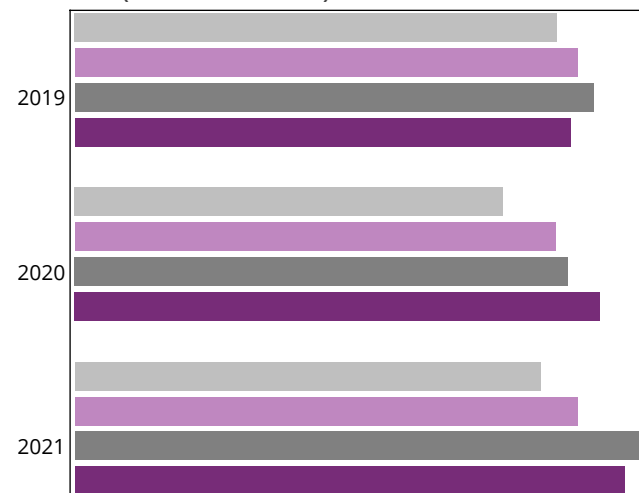
All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	854,205	781,954	806,763
Week 23	897,860	893,745	884,059
Week 24	911,104	898,535	1,015,190
Week 25	897,258	951,560	988,894
Total	3,560,427	3,525,794	3,694,906

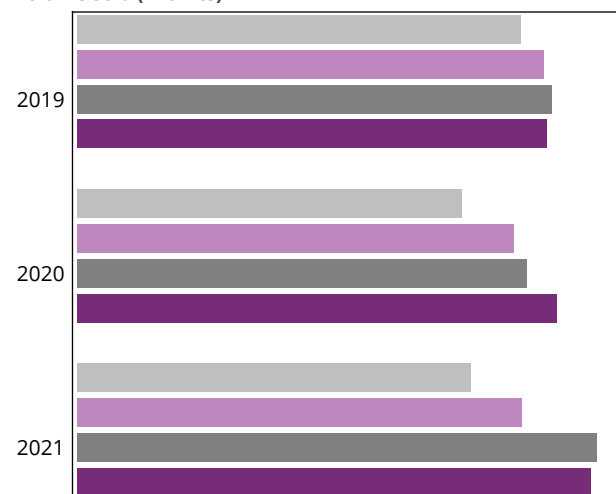
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$17,490,351	\$15,537,073	\$16,900,096
Week 23	\$18,228,345	\$17,438,708	\$18,233,949
Week 24	\$18,811,469	\$17,895,827	\$20,882,826
Week 25	\$17,979,650	\$19,046,818	\$19,935,371
Total	\$72,509,815	\$69,918,426	\$75,952,242

Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	737,339	639,604	653,521
Week 23	775,851	726,498	739,000
Week 24	788,689	746,830	864,320
Week 25	780,208	796,786	852,938
Total	3,082,087	2,909,718	3,109,779

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$14,855,173	\$13,022,763	\$13,822,553
Week 23	\$15,478,373	\$14,597,732	\$15,251,199
Week 24	\$16,073,519	\$15,193,851	\$17,722,253
Week 25	\$15,381,906	\$16,195,303	\$17,149,261
Total	\$61,788,971	\$59,009,649	\$63,945,266

Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	226,318	227,900	215,717
Week 23	240,433	245,719	241,003
Week 24	240,671	247,801	284,454
Week 25	238,573	265,658	270,592
Total	945,995	987,078	1,011,766

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$4,521,343	\$4,729,859	\$4,657,286
Week 23	\$4,793,990	\$5,172,673	\$5,197,537
Week 24	\$4,951,490	\$5,310,677	\$6,133,695
Week 25	\$4,786,820	\$5,630,225	\$5,790,394
Total	\$19,053,644	\$20,843,434	\$21,778,912

Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	215,376	213,317	195,814
Week 23	229,411	229,590	223,193
Week 24	229,455	232,488	265,463
Week 25	227,729	250,298	251,289
Total	901,971	925,693	935,759

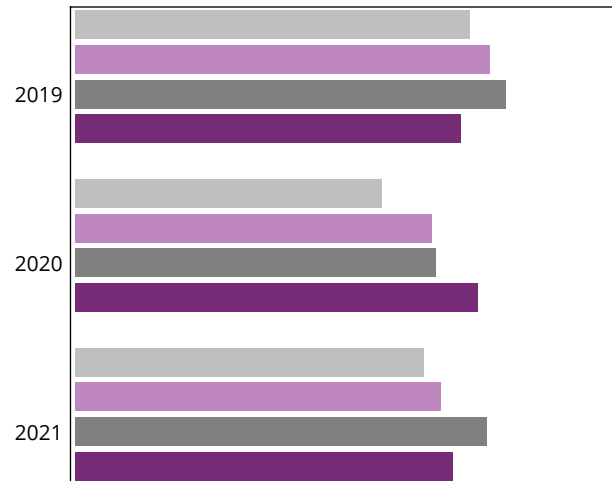
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$4,250,776	\$4,375,045	\$4,179,605
Week 23	\$4,514,456	\$4,802,264	\$4,772,471
Week 24	\$4,678,592	\$4,942,164	\$5,679,475
Week 25	\$4,534,653	\$5,262,958	\$5,346,784
Total	\$17,978,477	\$19,382,431	\$19,978,336

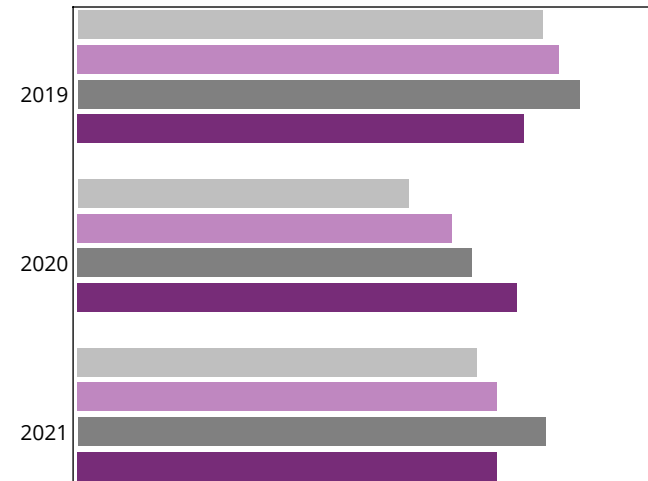
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	291,844	226,498	257,432
Week 23	306,507	263,070	270,165
Week 24	318,335	266,527	304,042
Week 25	285,007	297,649	278,775
Total	1,201,693	1,053,744	1,110,414

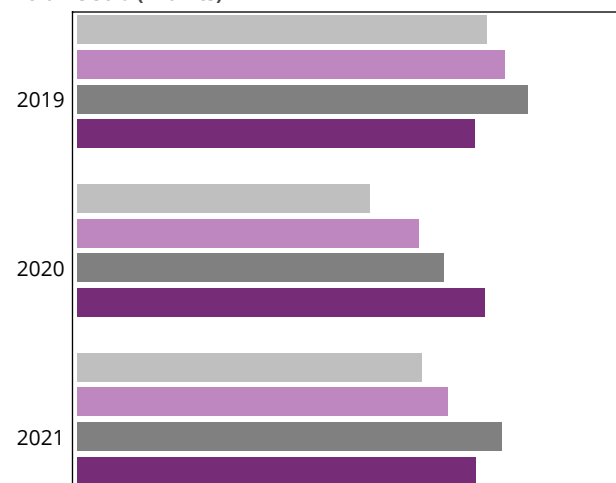
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$8,031,867	\$5,708,635	\$6,894,358
Week 23	\$8,312,399	\$6,467,689	\$7,243,177
Week 24	\$8,665,714	\$6,807,066	\$8,084,402
Week 25	\$7,711,133	\$7,586,097	\$7,245,503
Total	\$32,721,113	\$26,569,487	\$29,467,439

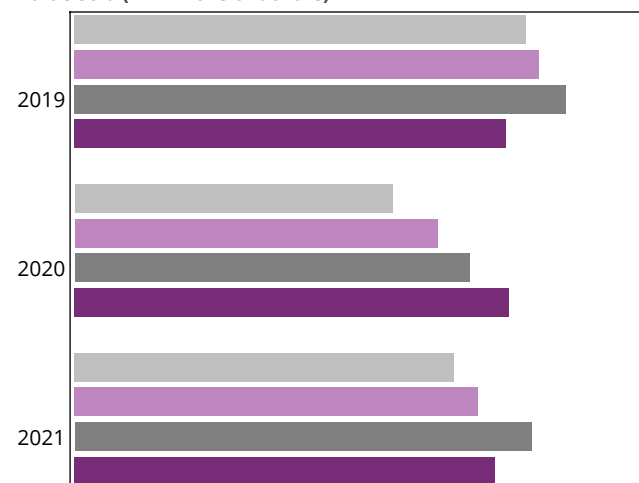
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	226,779	162,098	190,818
Week 23	236,799	189,090	205,344
Week 24	249,674	202,925	235,226
Week 25	220,460	225,554	220,955
Total	933,712	779,667	852,343

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$6,238,625	\$4,387,926	\$5,239,180
Week 23	\$6,417,410	\$5,011,377	\$5,574,997
Week 24	\$6,786,165	\$5,451,259	\$6,308,244
Week 25	\$5,961,659	\$6,002,713	\$5,804,673
Total	\$25,403,859	\$20,853,275	\$22,927,093

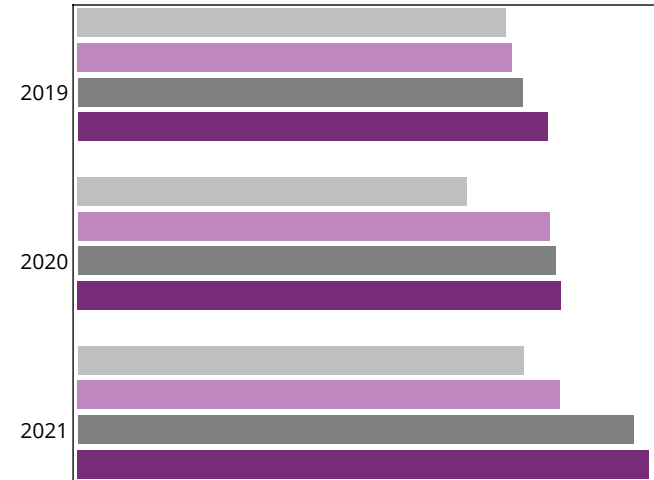
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	297,450	277,805	282,585
Week 23	306,884	333,852	318,330
Week 24	309,243	333,926	365,302
Week 25	327,313	337,507	373,834
Total	1,240,890	1,283,090	1,340,051

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$4,216,588	\$3,832,649	\$4,388,490
Week 23	\$4,275,315	\$4,644,006	\$4,747,320
Week 24	\$4,377,107	\$4,706,659	\$5,472,369
Week 25	\$4,623,658	\$4,756,201	\$5,625,748
Total	\$17,492,669	\$17,939,514	\$20,233,927

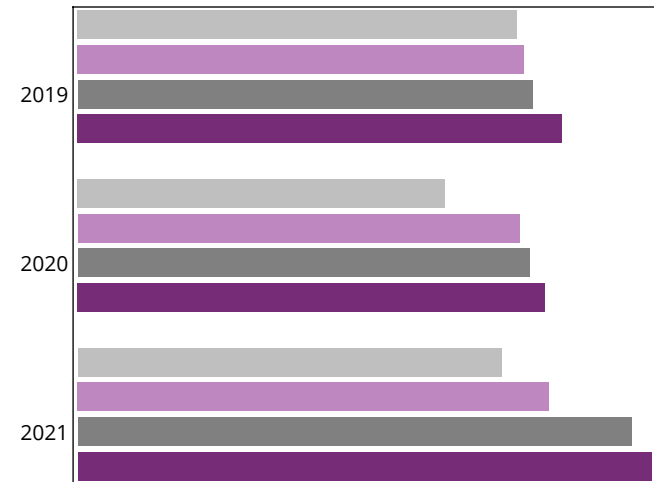
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	260,718	219,239	224,967
Week 23	269,600	262,361	263,521
Week 24	270,411	266,274	310,468
Week 25	289,805	275,018	322,240
Total	1,090,534	1,022,892	1,121,196

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$3,716,623	\$3,106,622	\$3,587,895
Week 23	\$3,778,678	\$3,740,542	\$3,987,498
Week 24	\$3,850,247	\$3,823,237	\$4,687,076
Week 25	\$4,098,264	\$3,954,386	\$4,855,288
Total	\$15,443,812	\$14,624,787	\$17,117,757

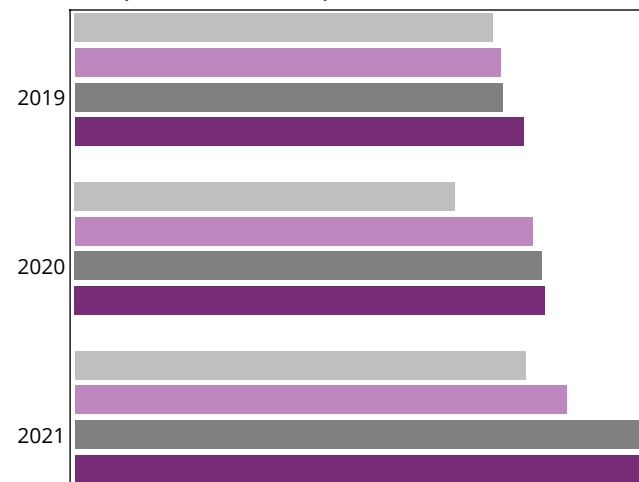
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	225,549	207,242	213,166
Week 23	232,697	247,173	245,643
Week 24	231,773	249,238	283,191
Week 25	242,532	252,787	287,456
Total	932,551	956,440	1,029,456

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$3,106,634	\$2,825,351	\$3,347,396
Week 23	\$3,160,918	\$3,400,444	\$3,653,983
Week 24	\$3,175,795	\$3,471,041	\$4,222,699
Week 25	\$3,333,522	\$3,493,181	\$4,275,421
Total	\$12,776,869	\$13,190,017	\$15,499,499

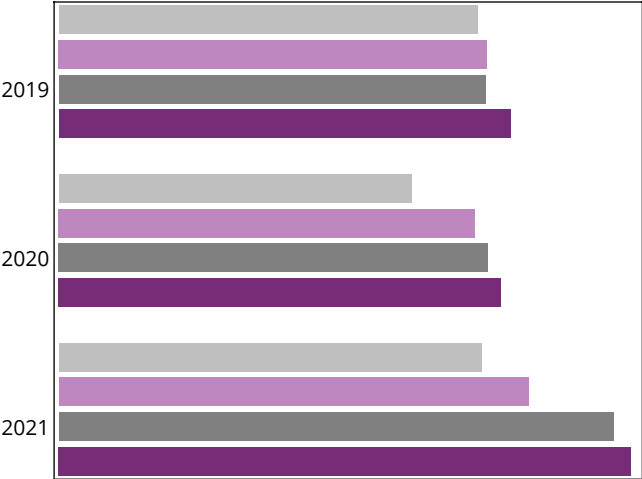
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	200,386	169,697	174,963
Week 23	207,609	198,568	207,646
Week 24	205,108	204,220	245,117
Week 25	217,805	210,637	253,745
Total	830,908	783,122	881,471

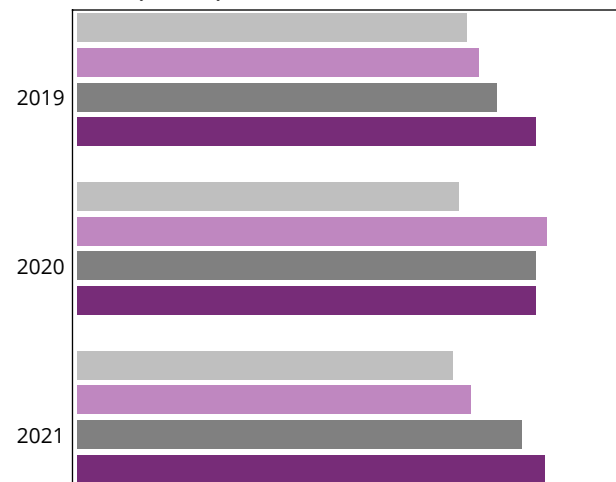
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$2,749,256	\$2,315,694	\$2,773,527
Week 23	\$2,811,660	\$2,731,985	\$3,082,474
Week 24	\$2,799,319	\$2,817,216	\$3,640,071
Week 25	\$2,964,689	\$2,904,008	\$3,756,225
Total	\$11,324,923	\$10,768,903	\$13,252,298

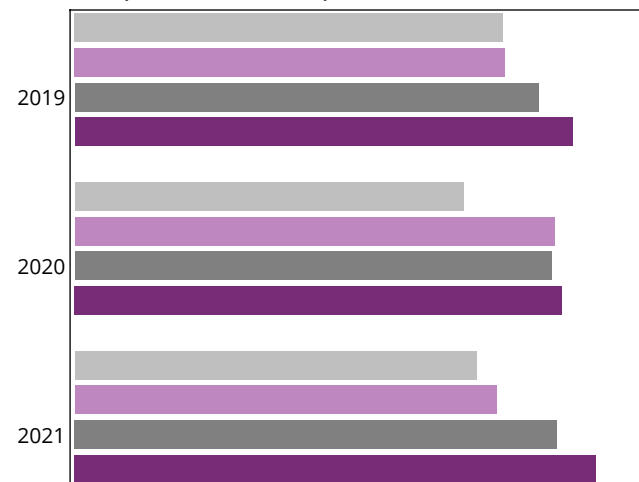
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	71,901	70,563	69,419
Week 23	74,187	86,679	72,687
Week 24	77,470	84,688	82,111
Week 25	84,781	84,720	86,378
Total	308,339	326,650	310,595

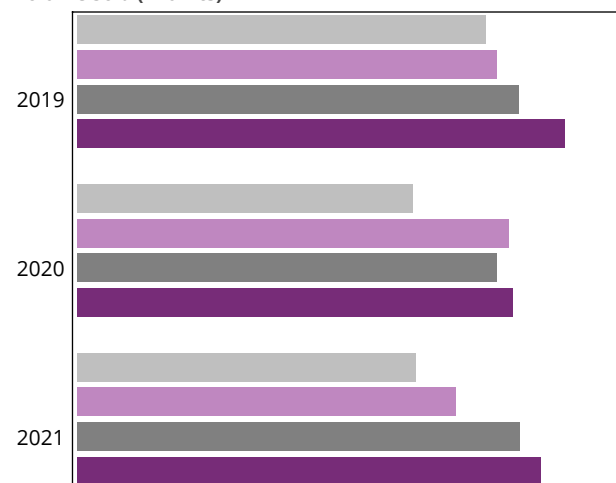
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$1,109,954	\$1,007,298	\$1,041,094
Week 23	\$1,114,397	\$1,243,562	\$1,093,337
Week 24	\$1,201,312	\$1,235,618	\$1,249,669
Week 25	\$1,290,136	\$1,263,019	\$1,350,327
Total	\$4,715,800	\$4,749,497	\$4,734,428

Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	60,332	49,542	50,004
Week 23	61,991	63,793	55,875
Week 24	65,303	62,054	65,351
Week 25	72,000	64,381	68,495
Total	259,626	239,770	239,725

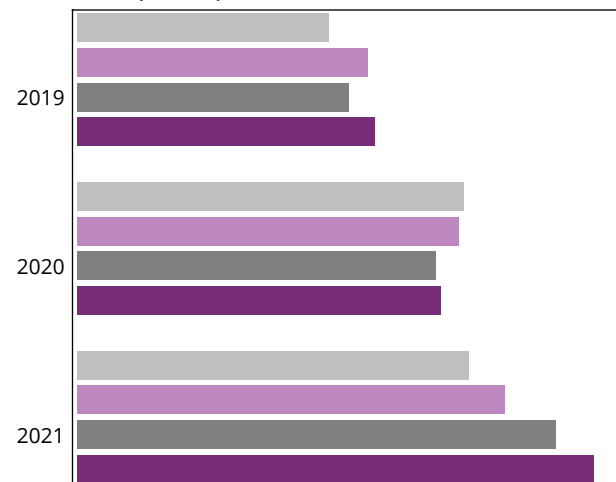
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$967,368	\$790,929	\$814,368
Week 23	\$967,019	\$1,008,557	\$905,023
Week 24	\$1,050,928	\$1,006,021	\$1,047,005
Week 25	\$1,133,575	\$1,050,378	\$1,099,063
Total	\$4,118,890	\$3,855,885	\$3,865,459

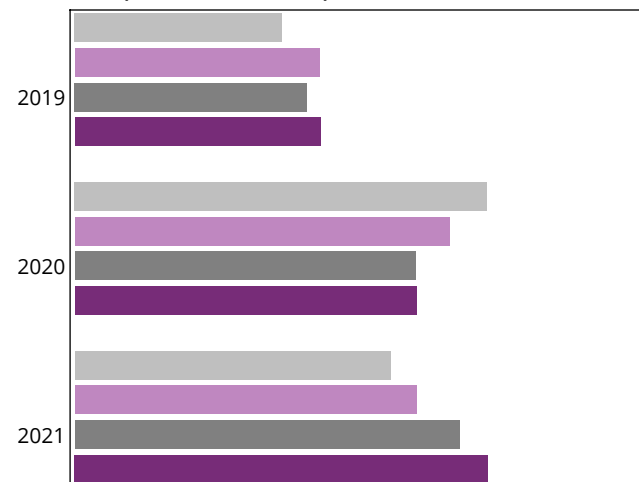
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	27,837	42,857	43,390
Week 23	32,205	42,278	47,432
Week 24	30,088	39,697	53,089
Week 25	33,015	40,278	57,205
Total	123,145	165,110	201,116

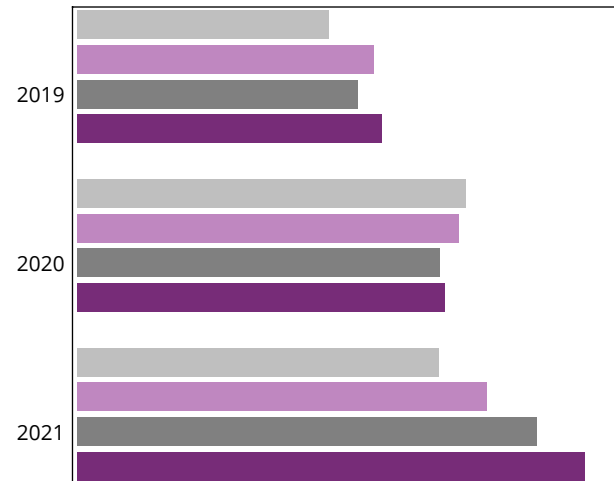
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$554,896	\$1,103,670	\$845,053
Week 23	\$654,625	\$1,002,638	\$915,366
Week 24	\$621,830	\$911,699	\$1,029,912
Week 25	\$657,622	\$914,660	\$1,106,514
Total	\$2,488,973	\$3,932,667	\$3,896,845

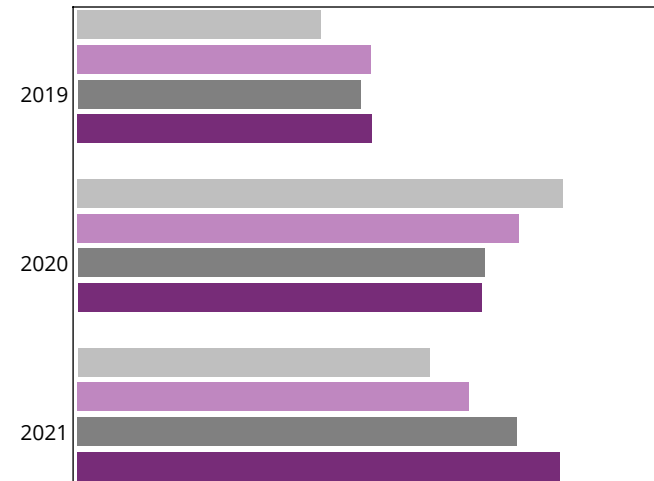
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	25,601	39,423	36,737
Week 23	30,102	38,725	41,602
Week 24	28,464	36,782	46,674
Week 25	30,907	37,334	51,564
Total	115,074	152,264	176,577

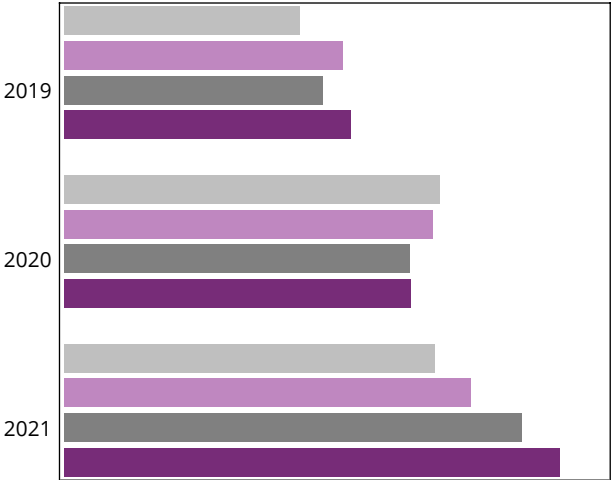
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$504,444	\$1,006,190	\$728,646
Week 23	\$607,422	\$914,637	\$810,558
Week 24	\$585,665	\$842,763	\$910,050
Week 25	\$610,148	\$836,611	\$999,343
Total	\$2,307,679	\$3,600,201	\$3,448,597

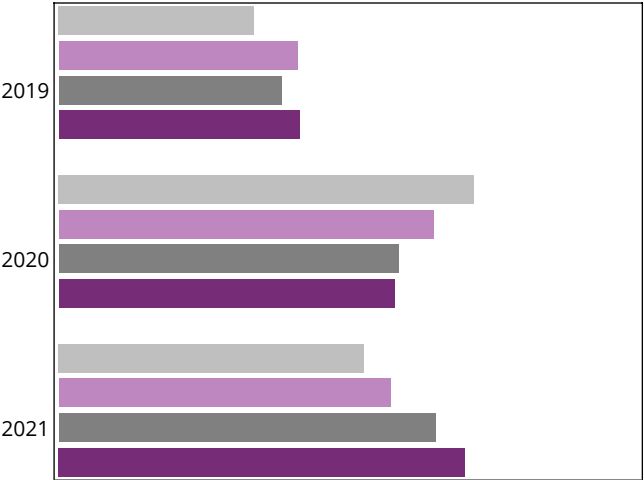
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	26,074	41,632	41,028
Week 23	30,908	40,895	45,025
Week 24	28,606	38,288	50,715
Week 25	31,720	38,366	54,881
Total	117,308	159,181	191,649

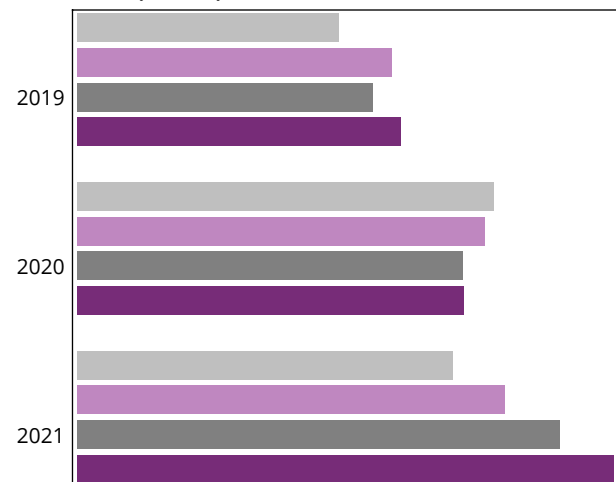
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$506,275	\$1,076,208	\$791,432
Week 23	\$618,826	\$971,702	\$859,884
Week 24	\$577,076	\$879,915	\$976,721
Week 25	\$624,171	\$869,636	\$1,052,994
Total	\$2,326,347	\$3,797,461	\$3,681,030

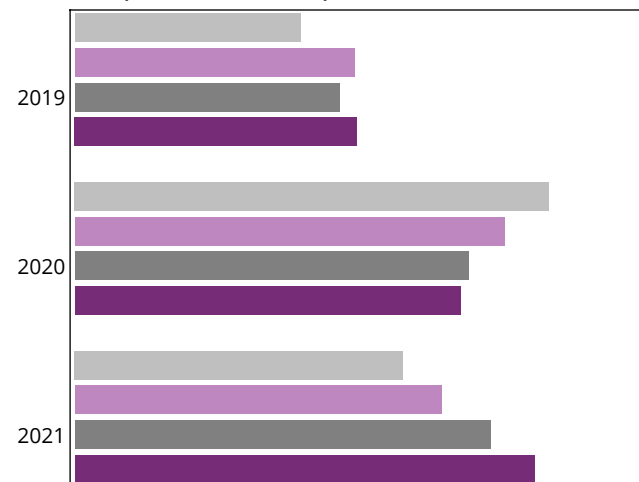
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	24,171	38,431	34,658
Week 23	29,080	37,681	39,453
Week 24	27,283	35,650	44,526
Week 25	29,892	35,731	49,594
Total	110,426	147,493	168,231

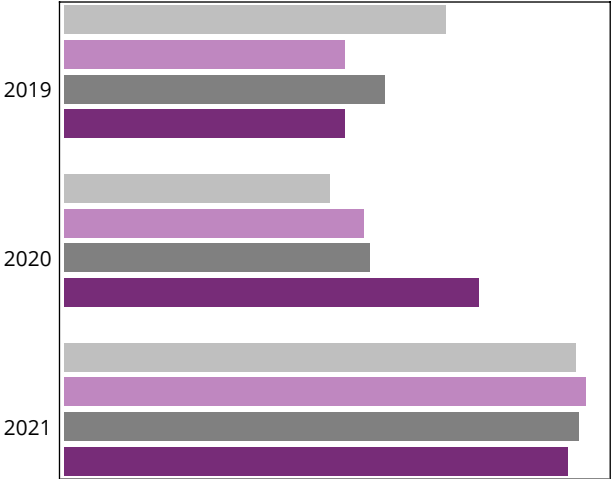
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$467,402	\$983,412	\$680,636
Week 23	\$579,753	\$890,297	\$760,398
Week 24	\$548,776	\$816,243	\$861,218
Week 25	\$585,379	\$800,124	\$953,527
Total	\$2,181,310	\$3,490,076	\$3,255,779

Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 22	1,763	1,225	2,362
Week 23	1,297	1,383	2,407
Week 24	1,482	1,409	2,374
Week 25	1,295	1,912	2,324
Total	5,837	5,929	9,467

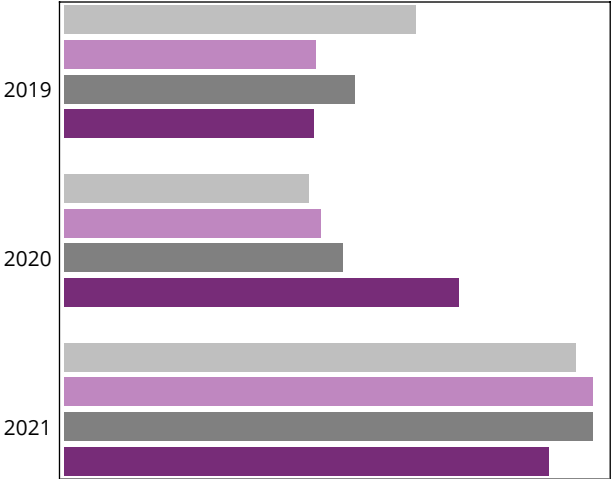
Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$48,621	\$27,462	\$53,621
Week 23	\$35,800	\$30,935	\$55,482
Week 24	\$44,754	\$31,784	\$53,191
Week 25	\$33,451	\$45,024	\$53,520
Total	\$162,626	\$135,205	\$215,815

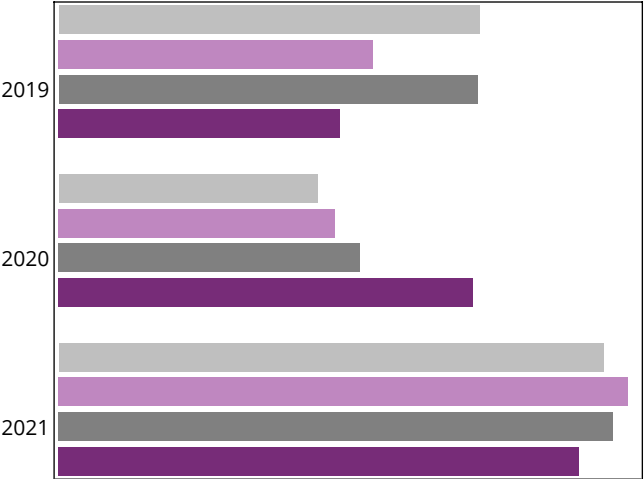
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 22	1,430	992	2,079
Week 23	1,022	1,044	2,149
Week 24	1,181	1,132	2,148
Week 25	1,015	1,603	1,970
Total	4,648	4,771	8,346

Value Sold (in millions of dollars)



	2019	2020	2021
Week 22	\$37,042	\$22,777	\$48,010
Week 23	\$27,669	\$24,341	\$50,160
Week 24	\$36,889	\$26,520	\$48,832
Week 25	\$24,769	\$36,487	\$45,816
Total	\$126,369	\$110,125	\$192,817

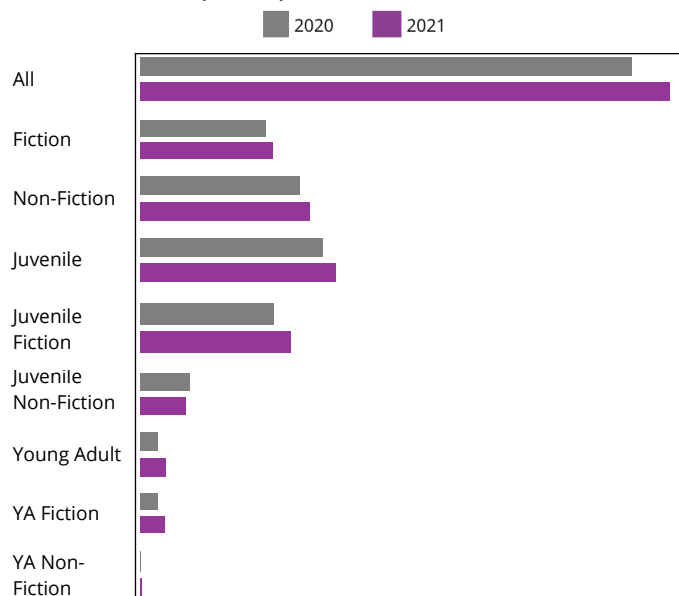
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 25	2020-06-21	2021-06-27

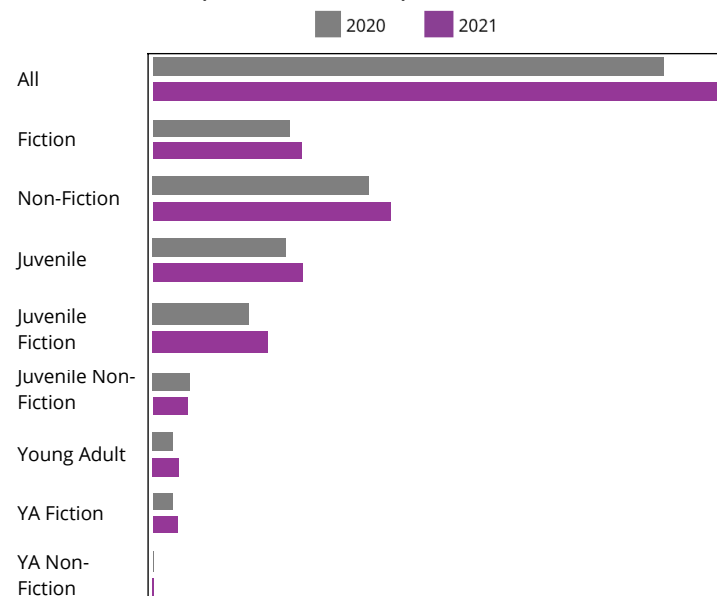
All Market

Volume Sold (in units)



	2020	2021
All	19,966,603	21,509,277
Fiction	5,094,102	5,402,921
Non-Fiction	6,500,430	6,885,846
Juvenile	7,416,637	7,957,292
Juvenile Fiction	5,422,967	6,126,176
Juvenile Non-Fiction	1,993,670	1,831,116
Young Adult (YA)	730,683	1,029,842
YA Fiction	702,882	989,176
YA Non-Fiction	27,801	40,666

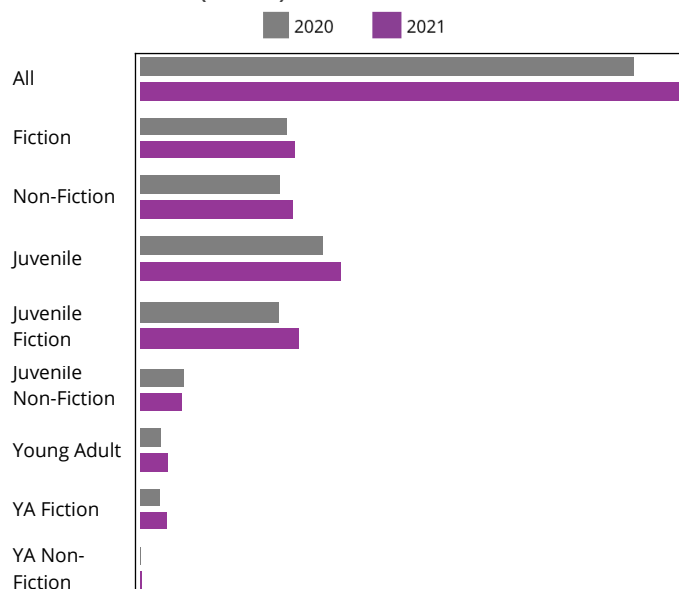
Value Sold (in millions of dollars)



	2020	2021
All	\$397,231,318	\$441,261,960
Fiction	\$106,069,889	\$115,493,624
Non-Fiction	\$167,976,017	\$184,827,569
Juvenile	\$103,683,886	\$116,508,856
Juvenile Fiction	\$74,716,376	\$89,438,197
Juvenile Non-Fiction	\$28,967,510	\$27,070,659
Young Adult (YA)	\$15,854,648	\$20,323,686
YA Fiction	\$15,169,736	\$19,391,846
YA Non-Fiction	\$684,912	\$931,839

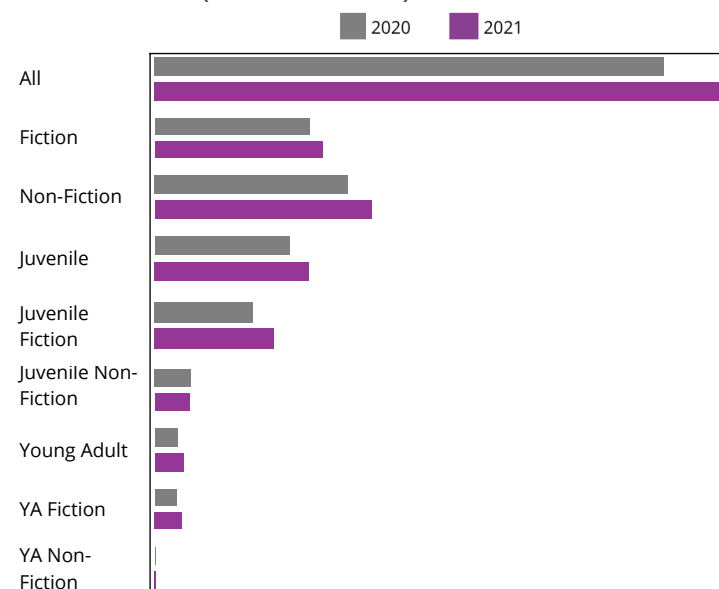
Ring Fence

Volume Sold (in units)



	2020	2021
All	15,945,579	17,477,032
Fiction	4,732,452	4,992,902
Non-Fiction	4,502,668	4,938,185
Juvenile	5,883,465	6,480,995
Juvenile Fiction	4,487,086	5,129,024
Juvenile Non-Fiction	1,396,379	1,351,971
Young Adult (YA)	661,364	905,021
YA Fiction	639,777	869,544
YA Non-Fiction	21,587	35,477

Value Sold (in millions of dollars)



	2020	2021
All	\$321,165,300	\$360,866,713
Fiction	\$97,419,882	\$105,676,791
Non-Fiction	\$121,749,179	\$136,814,036
Juvenile	\$84,844,097	\$97,170,730
Juvenile Fiction	\$61,950,967	\$75,167,753
Juvenile Non-Fiction	\$22,893,130	\$22,002,977
Young Adult (YA)	\$14,207,613	\$18,049,191
YA Fiction	\$13,673,288	\$17,222,307
YA Non-Fiction	\$534,325	\$826,884

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