

SalesData Market Report:

March 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 March 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.

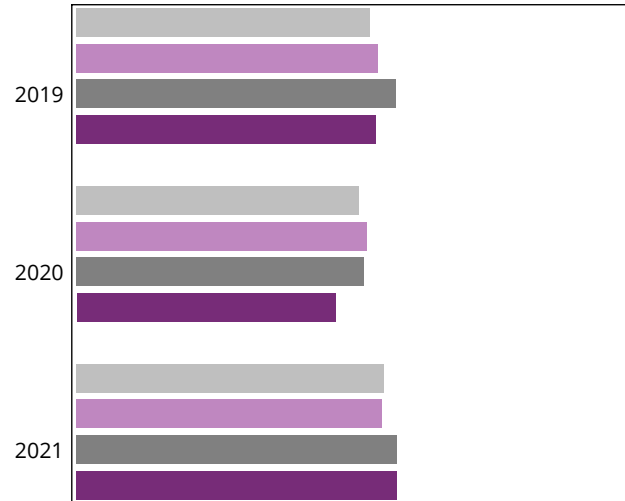
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 9	2019-03-03	2020-03-01	2021-03-07
Week 10	2019-03-10	2020-03-08	2021-03-14
Week 11	2019-03-17	2020-03-15	2021-03-21
Week 12	2019-03-24	2020-03-22	2021-03-28

Month-to-Month Comparisons

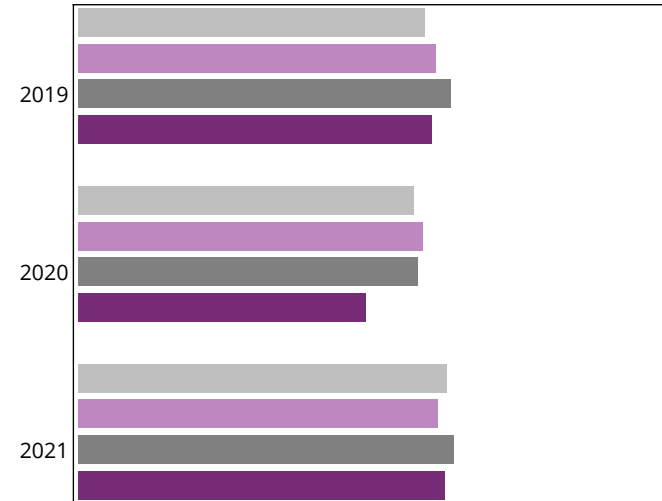
All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	901,242	868,760	945,035
Week 10	926,684	893,797	939,589
Week 11	982,619	883,226	984,421
Week 12	920,244	796,165	984,587
Total	3,730,789	3,441,948	3,853,632

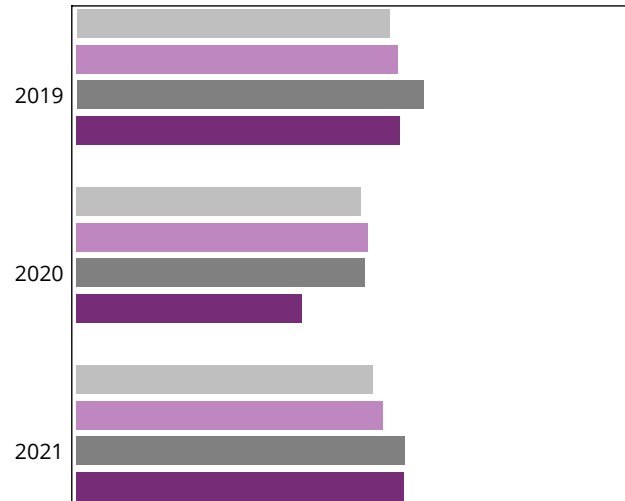
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$18,143,184	\$17,607,370	\$19,339,155
Week 10	\$18,747,817	\$18,068,099	\$18,872,984
Week 11	\$19,541,828	\$17,785,229	\$19,682,782
Week 12	\$18,531,021	\$15,068,356	\$19,191,516
Total	\$74,963,851	\$68,529,054	\$77,086,437

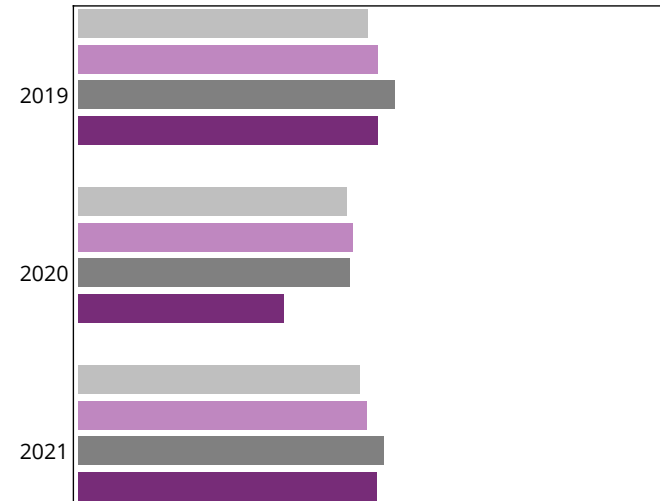
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	792,453	721,144	750,873
Week 10	814,323	737,320	776,821
Week 11	878,306	729,878	831,879
Week 12	819,114	570,912	829,371
Total	3,304,196	2,759,254	3,188,944

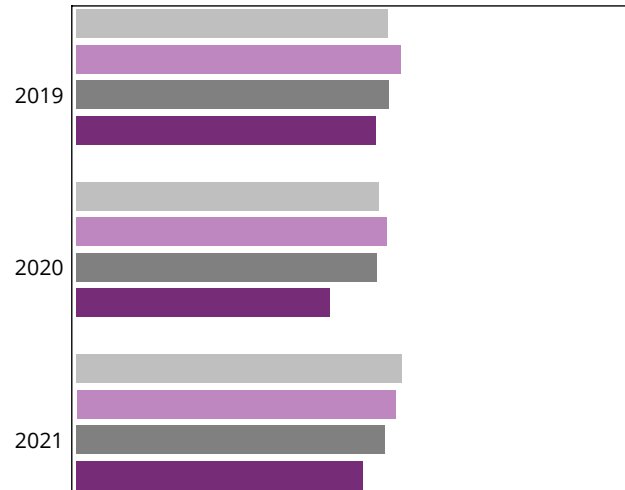
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$15,664,135	\$14,509,673	\$15,217,869
Week 10	\$16,183,820	\$14,834,119	\$15,594,794
Week 11	\$17,129,613	\$14,687,906	\$16,526,366
Week 12	\$16,225,517	\$11,146,876	\$16,160,933
Total	\$65,203,085	\$55,178,574	\$63,499,961

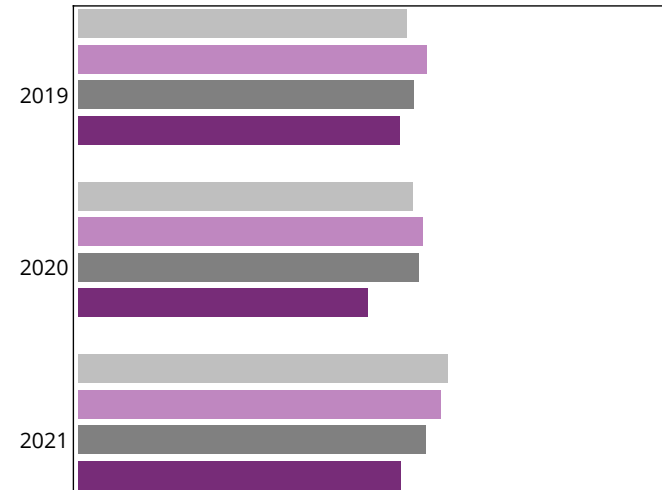
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	225,032	218,753	235,122
Week 10	234,645	224,410	230,697
Week 11	226,195	217,256	223,224
Week 12	216,481	183,423	207,088
Total	902,353	843,842	896,131

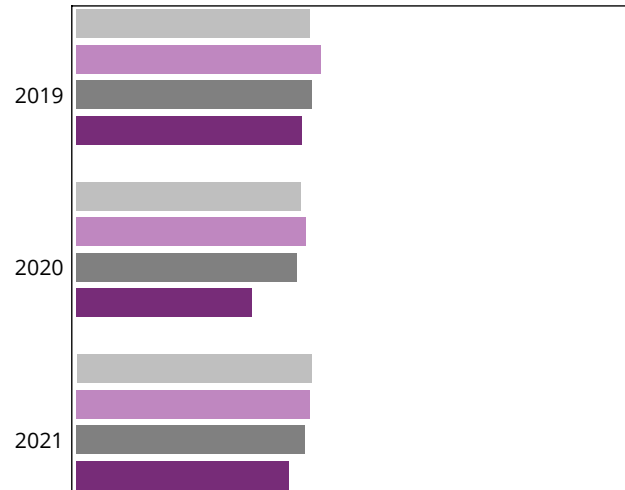
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$4,438,626	\$4,529,565	\$5,004,524
Week 10	\$4,718,981	\$4,662,119	\$4,905,043
Week 11	\$4,543,873	\$4,611,882	\$4,702,365
Week 12	\$4,353,801	\$3,912,035	\$4,369,443
Total	\$18,055,280	\$17,715,601	\$18,981,375

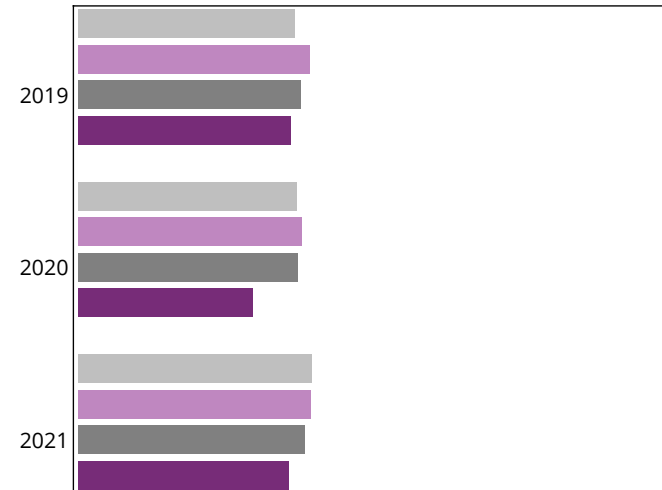
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	215,629	206,744	216,717
Week 10	225,408	211,910	215,398
Week 11	217,329	203,114	210,651
Week 12	207,819	161,881	195,546
Total	866,185	783,649	838,312

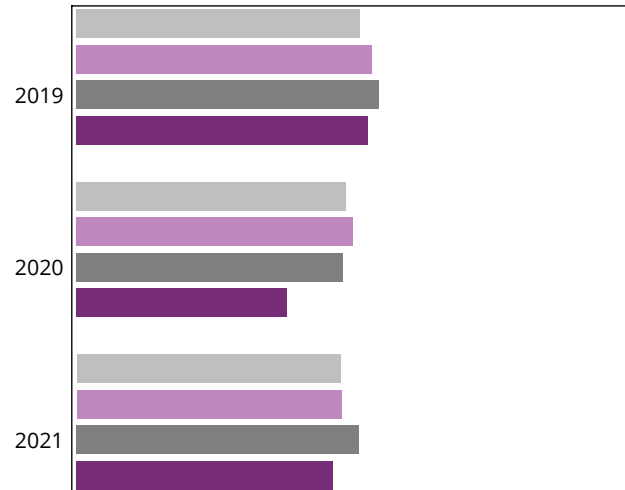
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$4,220,164	\$4,243,361	\$4,541,453
Week 10	\$4,495,558	\$4,348,654	\$4,526,271
Week 11	\$4,329,976	\$4,261,215	\$4,405,293
Week 12	\$4,140,770	\$3,388,937	\$4,099,126
Total	\$17,186,468	\$16,242,167	\$17,572,143

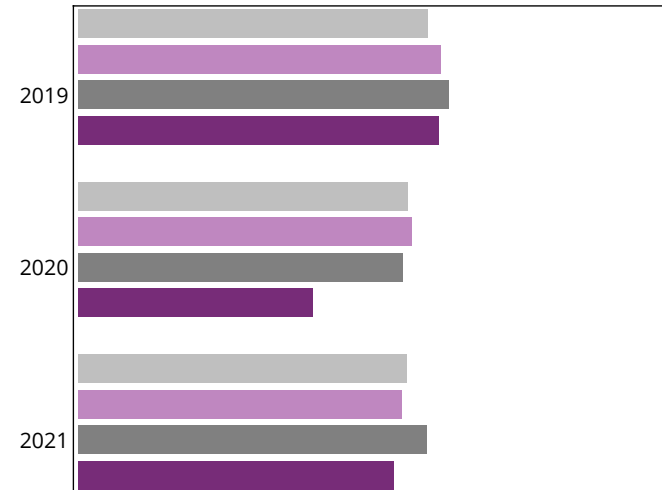
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	307,563	292,162	286,433
Week 10	320,770	299,994	287,544
Week 11	327,896	289,422	306,458
Week 12	316,426	228,277	278,329
Total	1,272,655	1,109,855	1,158,764

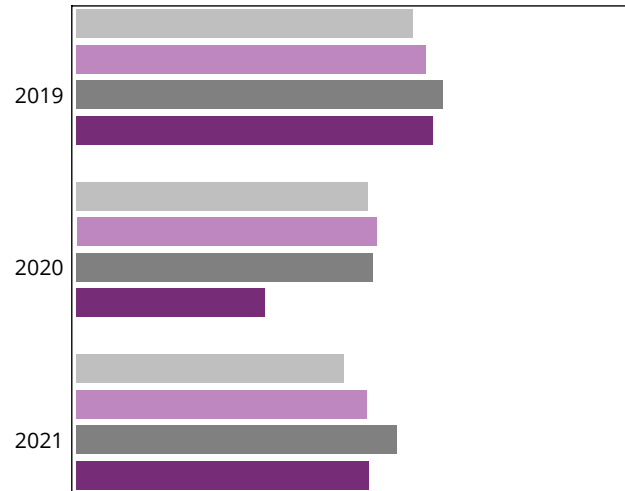
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$8,285,862	\$7,794,989	\$7,778,708
Week 10	\$8,594,260	\$7,898,690	\$7,653,070
Week 11	\$8,778,053	\$7,688,808	\$8,248,126
Week 12	\$8,530,801	\$5,549,144	\$7,479,480
Total	\$34,188,976	\$28,931,631	\$31,159,384

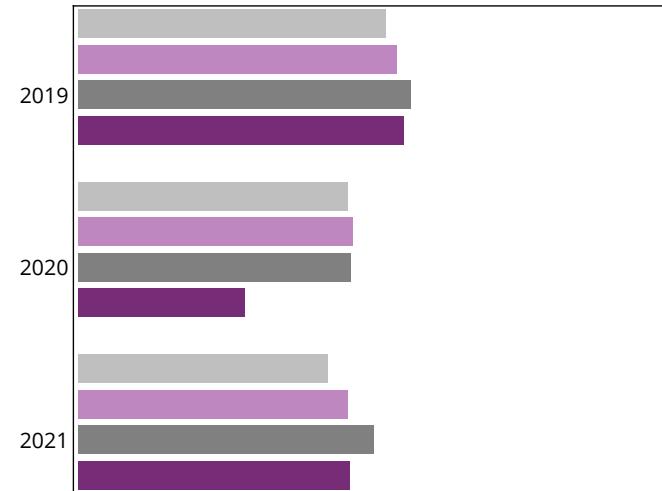
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	243,079	210,644	193,213
Week 10	252,562	217,014	210,270
Week 11	265,158	214,695	231,607
Week 12	257,770	136,547	211,421
Total	1,018,569	778,900	846,511

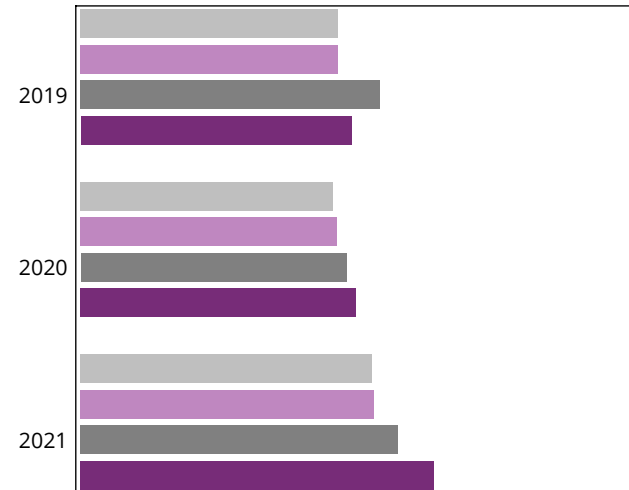
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$6,501,062	\$5,696,773	\$5,272,316
Week 10	\$6,739,412	\$5,795,686	\$5,704,269
Week 11	\$7,026,218	\$5,757,208	\$6,247,874
Week 12	\$6,890,118	\$3,522,318	\$5,736,703
Total	\$27,156,809	\$20,771,985	\$22,961,162

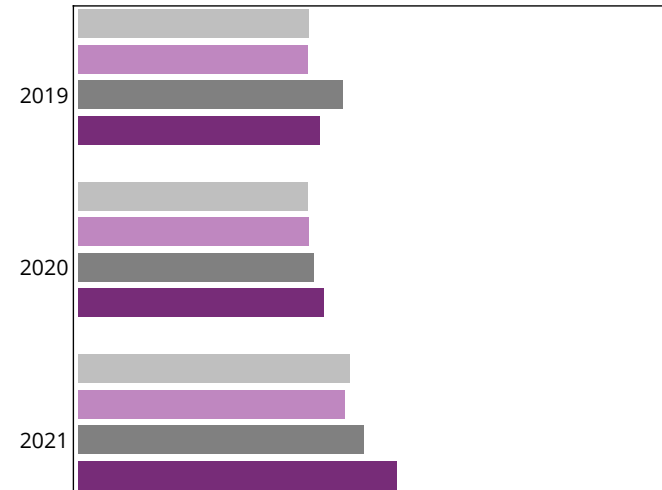
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	325,362	319,989	369,154
Week 10	326,094	324,869	371,735
Week 11	378,946	336,750	402,169
Week 12	342,917	349,082	447,579
Total	1,373,319	1,330,690	1,590,637

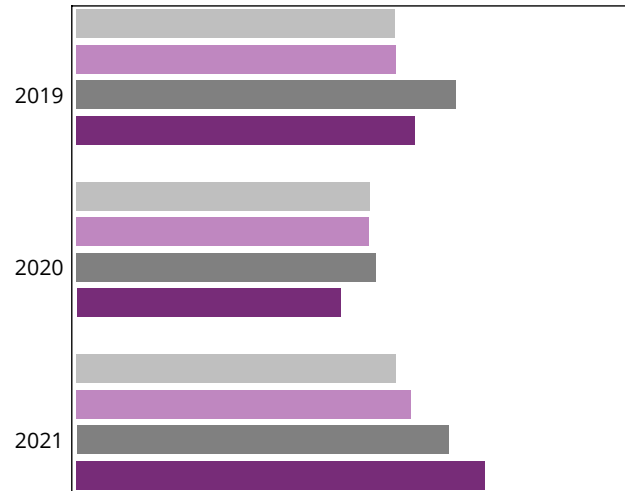
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$4,600,072	\$4,571,480	\$5,428,377
Week 10	\$4,587,644	\$4,594,563	\$5,321,655
Week 11	\$5,286,680	\$4,705,299	\$5,695,703
Week 12	\$4,819,108	\$4,896,246	\$6,347,724
Total	\$19,293,504	\$18,767,588	\$22,793,460

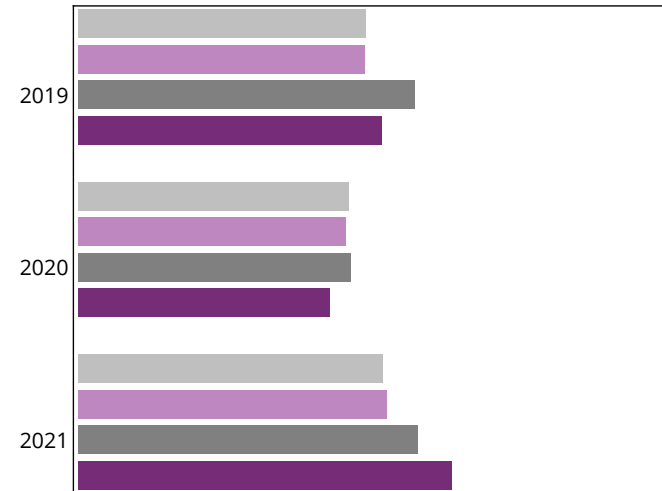
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	293,780	270,500	294,881
Week 10	294,929	269,516	308,469
Week 11	349,607	276,517	343,115
Week 12	312,138	243,400	376,522
Total	1,250,454	1,059,933	1,322,987

Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$4,176,360	\$3,937,460	\$4,427,396
Week 10	\$4,166,740	\$3,885,904	\$4,487,291
Week 11	\$4,897,543	\$3,966,372	\$4,940,710
Week 12	\$4,416,693	\$3,652,144	\$5,426,042
Total	\$17,657,335	\$15,441,879	\$19,281,438

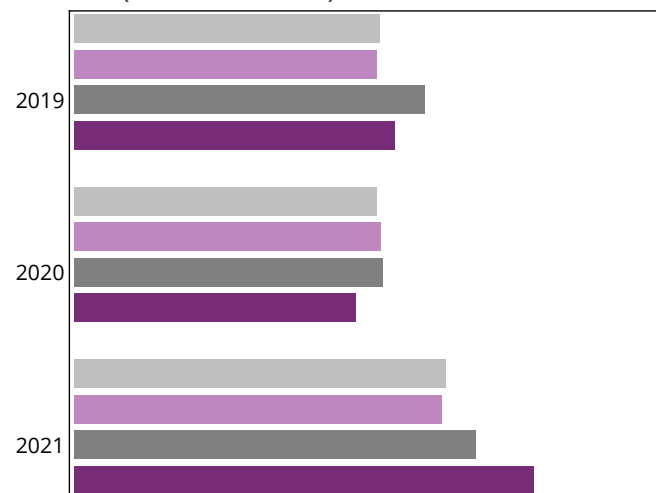
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	246,966	238,903	283,336
Week 10	246,524	244,397	287,937
Week 11	290,239	249,236	315,693
Week 12	261,671	222,205	359,156
Total	1,045,400	954,741	1,246,122

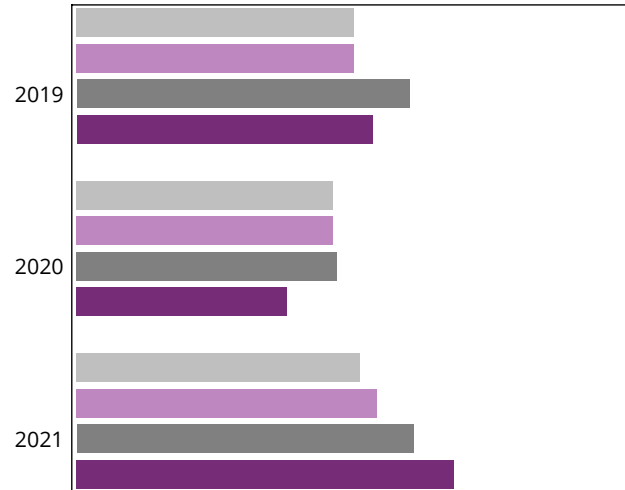
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$3,363,409	\$3,330,714	\$4,089,256
Week 10	\$3,324,925	\$3,367,835	\$4,045,649
Week 11	\$3,858,699	\$3,390,650	\$4,411,420
Week 12	\$3,526,926	\$3,089,267	\$5,048,831
Total	\$14,073,960	\$13,178,466	\$17,595,155

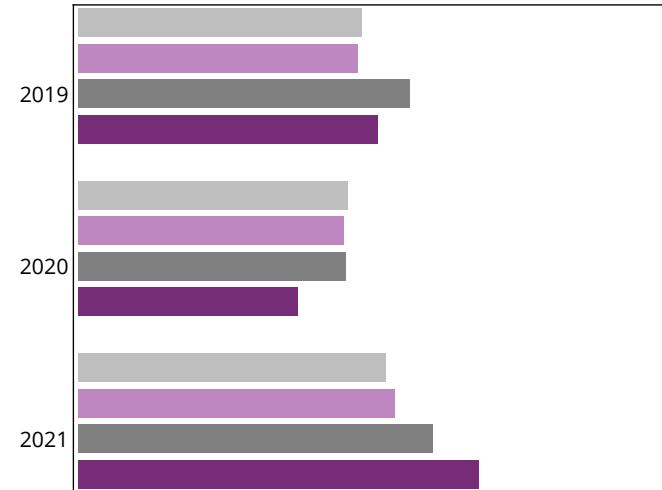
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	225,941	208,893	230,454
Week 10	225,449	208,458	244,177
Week 11	270,932	212,126	274,240
Week 12	240,799	171,135	307,083
Total	963,121	800,612	1,055,954

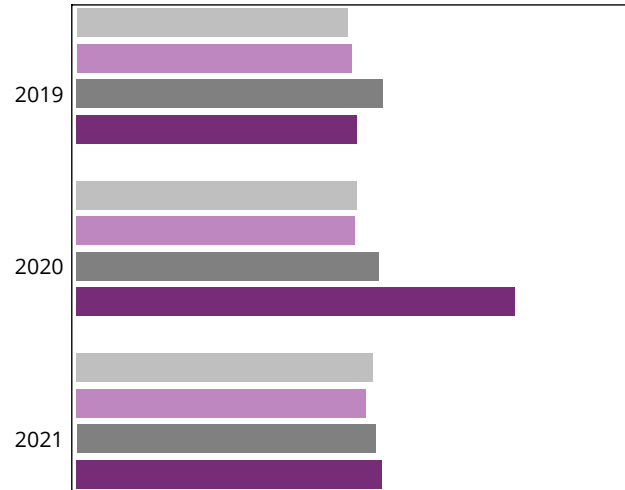
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$3,069,393	\$2,921,168	\$3,327,529
Week 10	\$3,026,637	\$2,875,442	\$3,428,700
Week 11	\$3,593,459	\$2,898,896	\$3,841,490
Week 12	\$3,247,239	\$2,378,320	\$4,338,019
Total	\$12,936,727	\$11,073,825	\$14,935,739

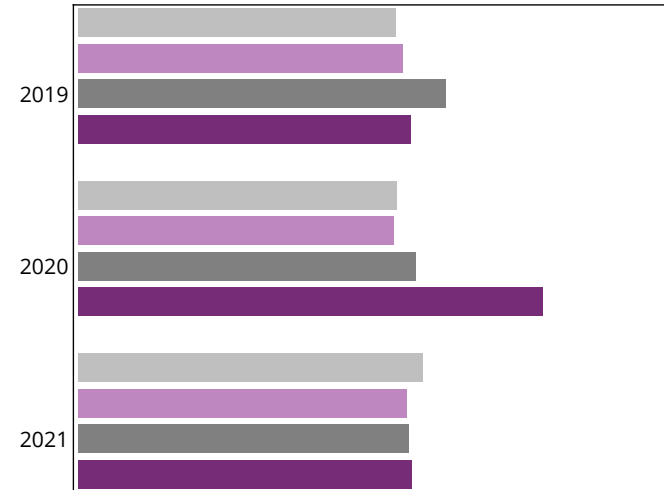
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	78,396	81,086	85,818
Week 10	79,570	80,472	83,798
Week 11	88,707	87,514	86,476
Week 12	81,246	126,877	88,423
Total	327,919	375,949	344,515

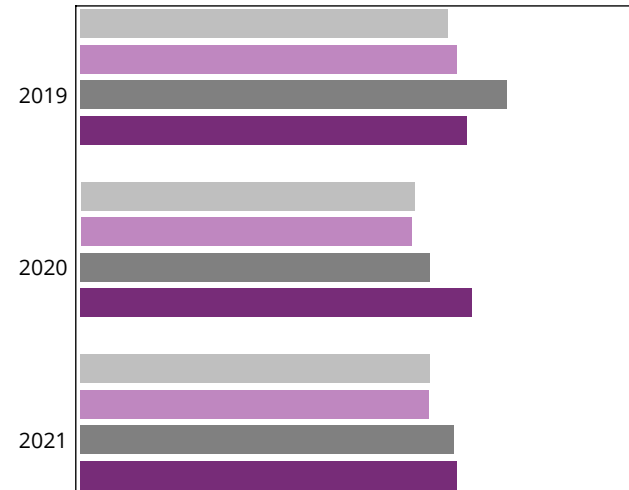
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$1,236,663	\$1,240,766	\$1,339,122
Week 10	\$1,262,719	\$1,226,727	\$1,276,007
Week 11	\$1,427,981	\$1,314,649	\$1,284,283
Week 12	\$1,292,182	\$1,806,979	\$1,298,893
Total	\$5,219,545	\$5,589,121	\$5,198,305

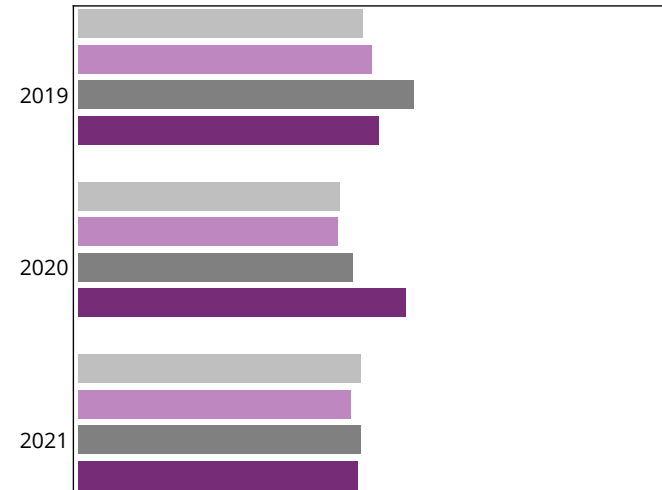
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	67,839	61,607	64,427
Week 10	69,480	61,058	64,292
Week 11	78,675	64,391	68,875
Week 12	71,339	72,265	69,439
Total	287,333	259,321	267,033

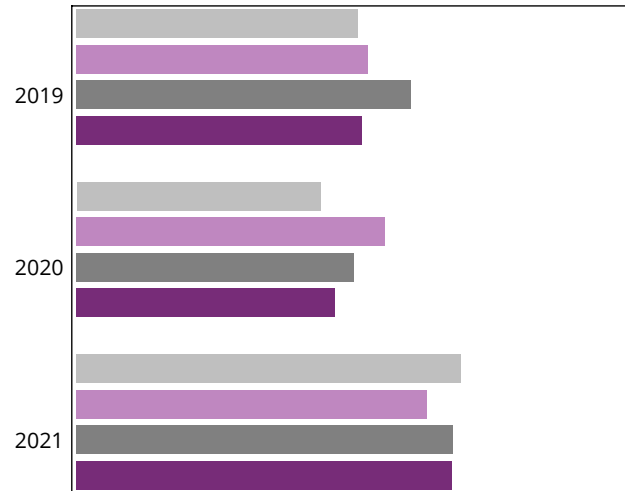
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$1,106,967	\$1,016,292	\$1,099,866
Week 10	\$1,140,103	\$1,010,462	\$1,058,591
Week 11	\$1,304,083	\$1,067,476	\$1,099,219
Week 12	\$1,169,454	\$1,273,824	\$1,088,022
Total	\$4,720,608	\$4,368,054	\$4,345,699

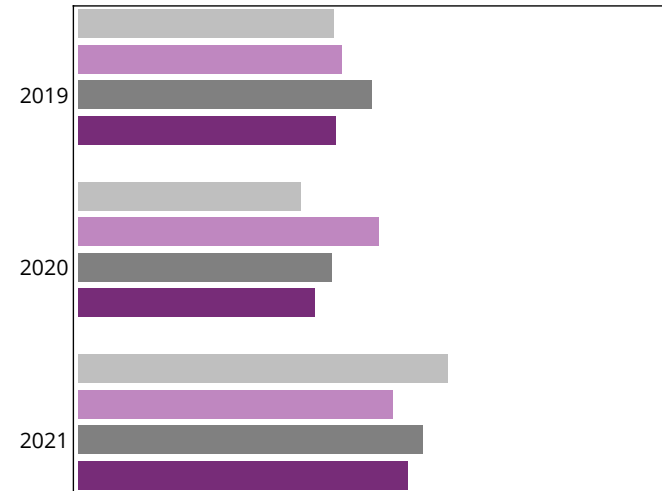
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	31,049	26,914	42,366
Week 10	32,192	33,981	38,662
Week 11	36,896	30,592	41,570
Week 12	31,528	28,538	41,455
Total	131,665	120,025	164,053

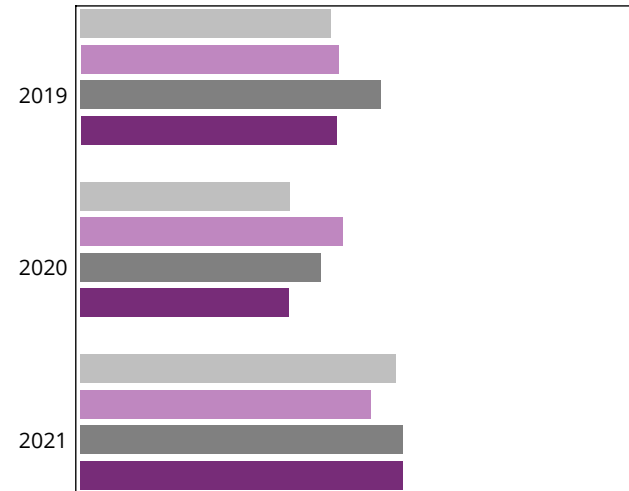
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$625,531	\$546,502	\$905,023
Week 10	\$645,814	\$736,261	\$770,762
Week 11	\$720,222	\$620,890	\$844,857
Week 12	\$630,773	\$579,431	\$808,305
Total	\$2,622,340	\$2,483,084	\$3,328,947

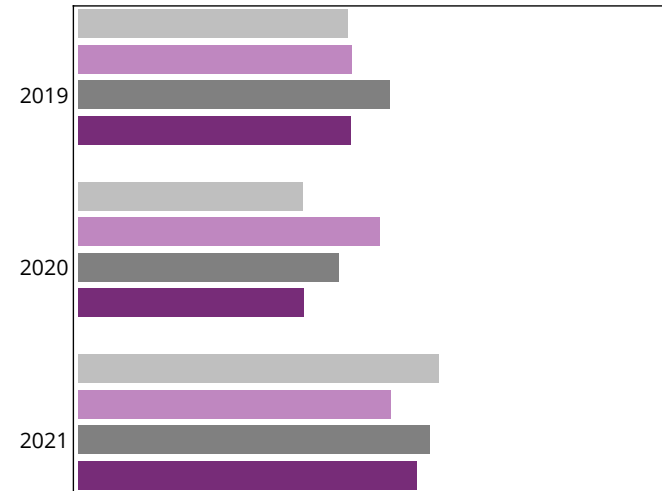
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	29,441	24,630	37,042
Week 10	30,313	30,848	34,153
Week 11	35,277	28,303	37,875
Week 12	30,079	24,533	37,857
Total	125,110	108,314	146,927

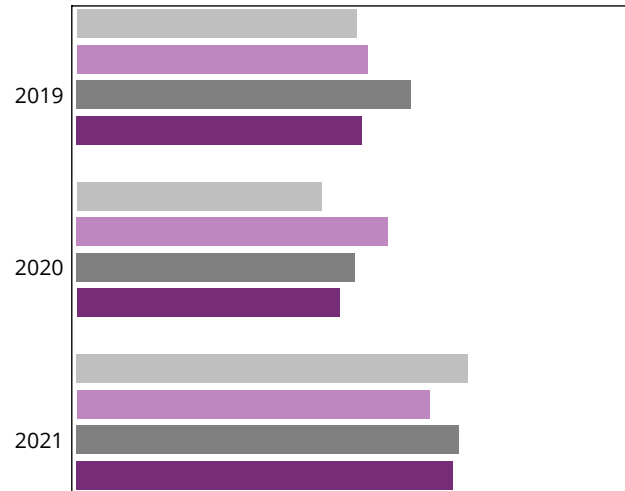
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$592,261	\$493,877	\$792,683
Week 10	\$601,903	\$663,995	\$687,826
Week 11	\$683,829	\$572,306	\$773,469
Week 12	\$599,688	\$494,824	\$744,703
Total	\$2,477,681	\$2,225,002	\$2,998,681

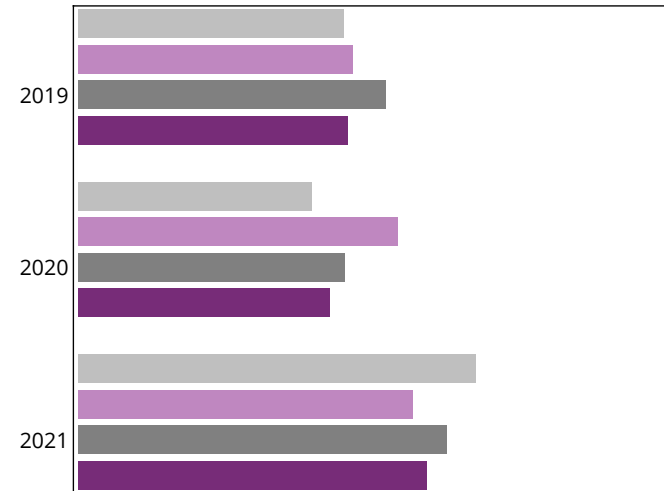
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	29,356	25,693	41,071
Week 10	30,516	32,647	37,011
Week 11	35,117	29,226	40,104
Week 12	29,968	27,579	39,474
Total	124,957	115,145	157,660

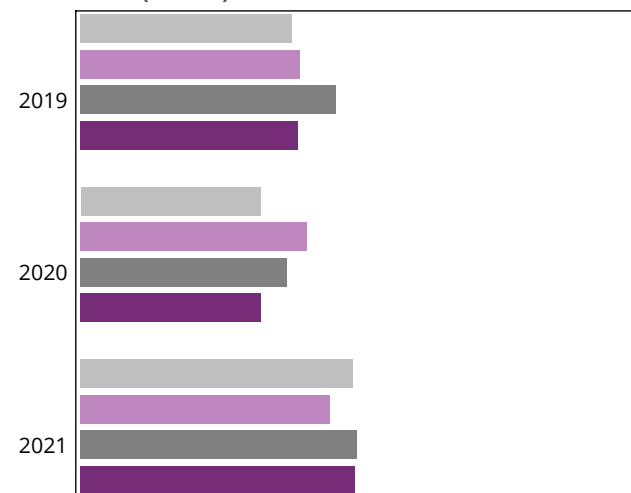
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$583,346	\$513,523	\$874,832
Week 10	\$603,202	\$702,650	\$734,479
Week 11	\$676,452	\$586,143	\$809,446
Week 12	\$592,268	\$552,202	\$766,806
Total	\$2,455,268	\$2,354,518	\$3,185,562

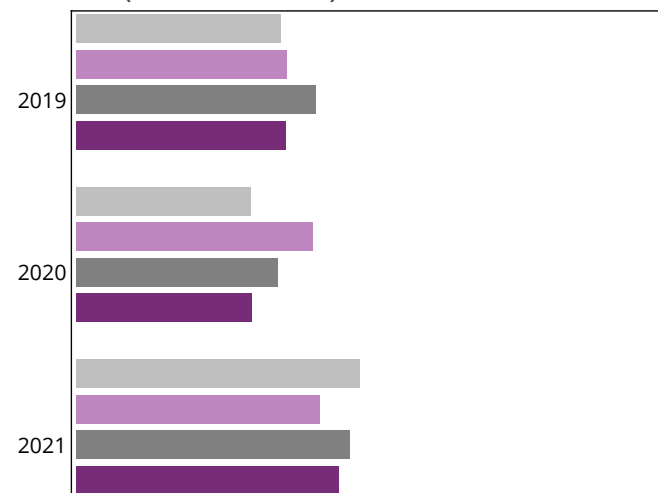
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	27,906	23,762	35,984
Week 10	28,935	29,893	32,893
Week 11	33,739	27,280	36,526
Week 12	28,714	23,835	36,180
Total	119,294	104,770	141,583

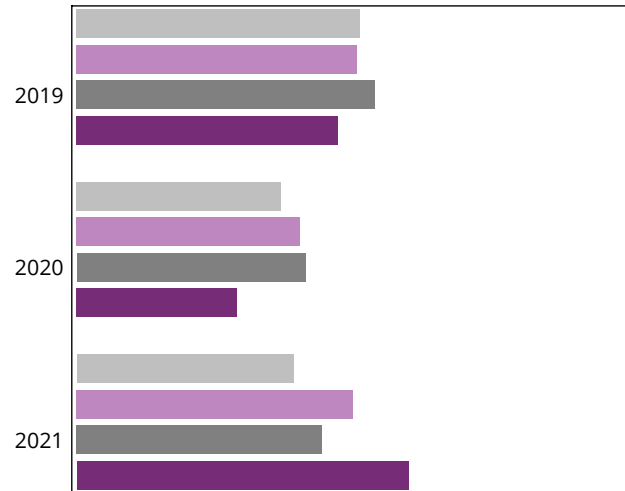
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$553,237	\$471,056	\$767,491
Week 10	\$569,185	\$640,162	\$659,758
Week 11	\$647,845	\$545,531	\$740,552
Week 12	\$566,732	\$474,827	\$709,621
Total	\$2,336,998	\$2,131,576	\$2,877,422

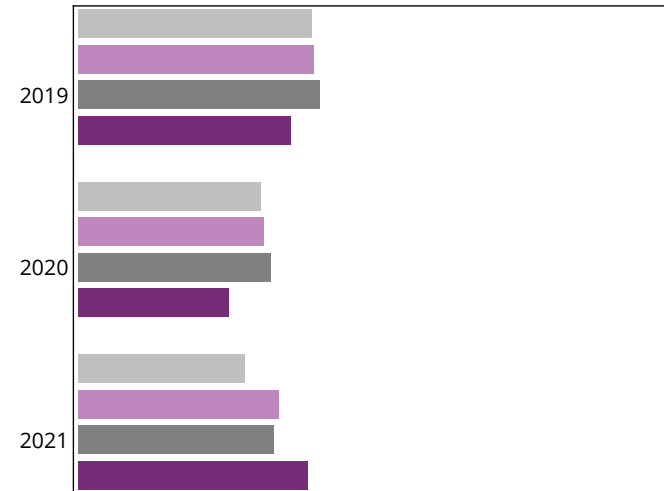
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 9	1,693	1,221	1,295
Week 10	1,676	1,334	1,651
Week 11	1,779	1,366	1,466
Week 12	1,560	959	1,981
Total	6,708	4,880	6,393

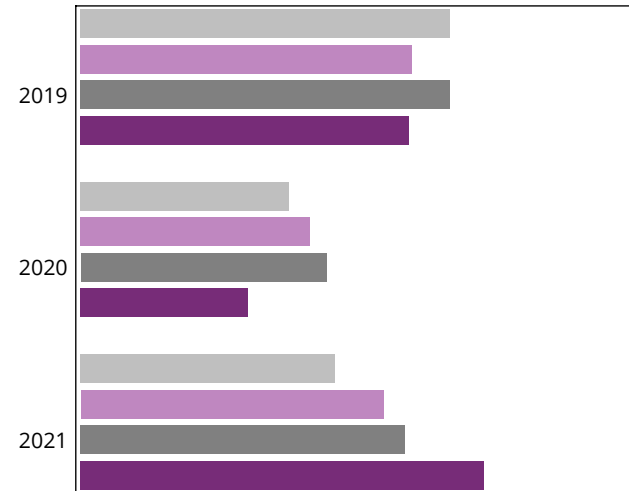
Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$42,185	\$32,980	\$30,191
Week 10	\$42,612	\$33,611	\$36,283
Week 11	\$43,770	\$34,747	\$35,411
Week 12	\$38,505	\$27,229	\$41,499
Total	\$167,072	\$128,566	\$143,385

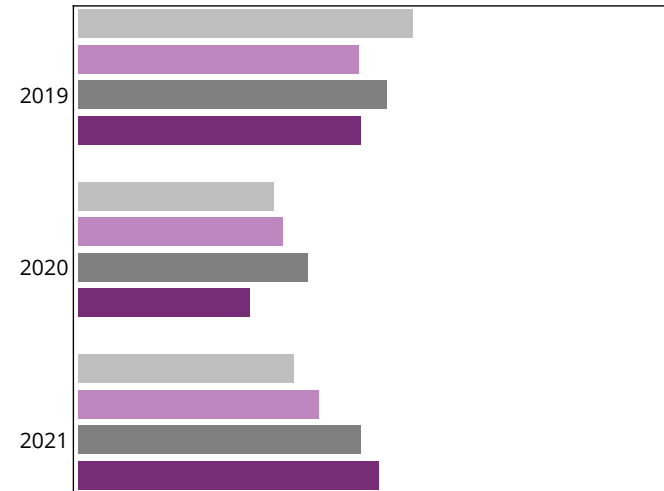
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 9	1,535	868	1,058
Week 10	1,378	955	1,260
Week 11	1,538	1,023	1,349
Week 12	1,365	698	1,677
Total	5,816	3,544	5,344

Value Sold (in millions of dollars)



	2019	2020	2021
Week 9	\$39,024	\$22,821	\$25,192
Week 10	\$32,719	\$23,833	\$28,068
Week 11	\$35,984	\$26,774	\$32,917
Week 12	\$32,956	\$19,997	\$35,082
Total	\$140,683	\$93,426	\$121,259

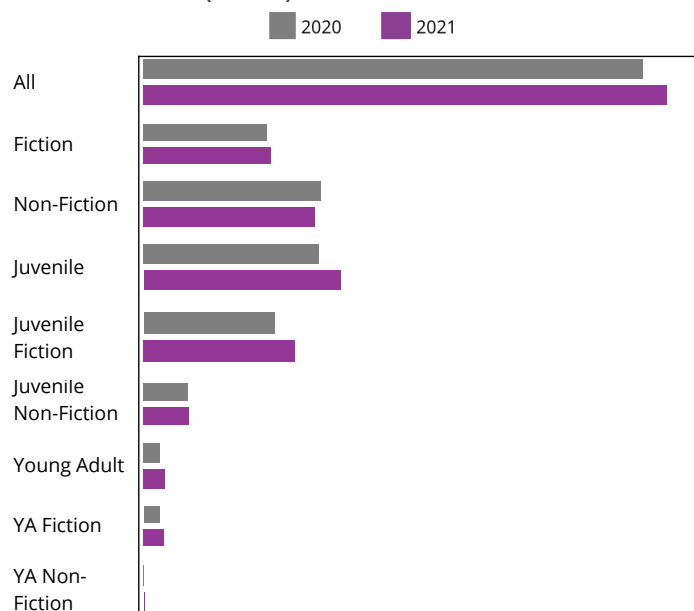
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 12	2020-03-22	2021-03-28

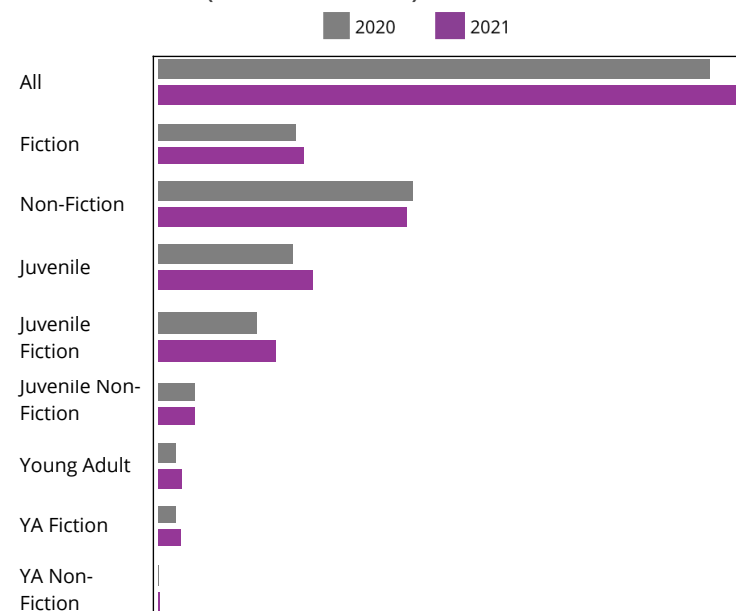
All Market

Volume Sold (in units)



	2020	2021
All	10,478,646	10,980,385
Fiction	2,591,985	2,670,705
Non-Fiction	3,723,861	3,591,736
Juvenile	3,671,558	4,130,993
Juvenile Fiction	2,744,853	3,182,989
Juvenile Non-Fiction	926,705	948,004
Young Adult (YA)	348,474	442,558
YA Fiction	334,263	424,188
YA Non-Fiction	14,211	18,370

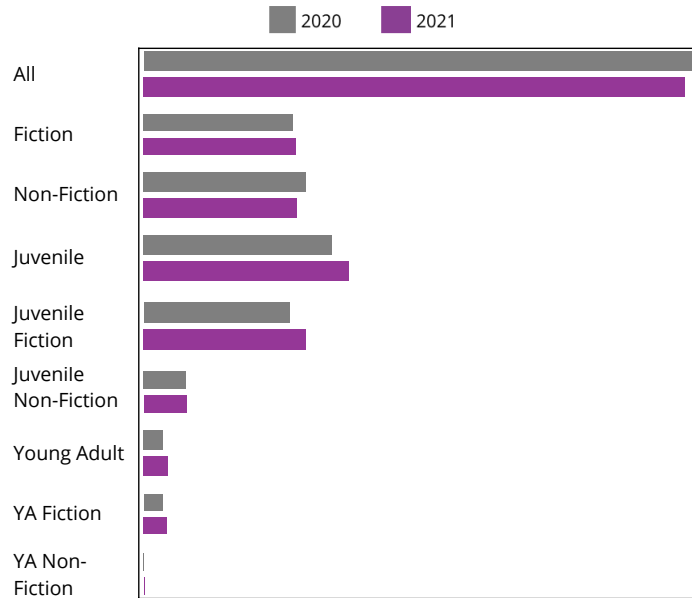
Value Sold (in millions of dollars)



	2020	2021
All	\$214,353,412	\$224,790,856
Fiction	\$53,668,480	\$56,554,330
Non-Fiction	\$98,842,037	\$96,521,558
Juvenile	\$52,513,020	\$60,074,916
Juvenile Fiction	\$38,281,781	\$45,855,943
Juvenile Non-Fiction	\$14,231,239	\$14,218,973
Young Adult (YA)	\$6,999,515	\$9,007,768
YA Fiction	\$6,644,956	\$8,589,023
YA Non-Fiction	\$354,559	\$418,745

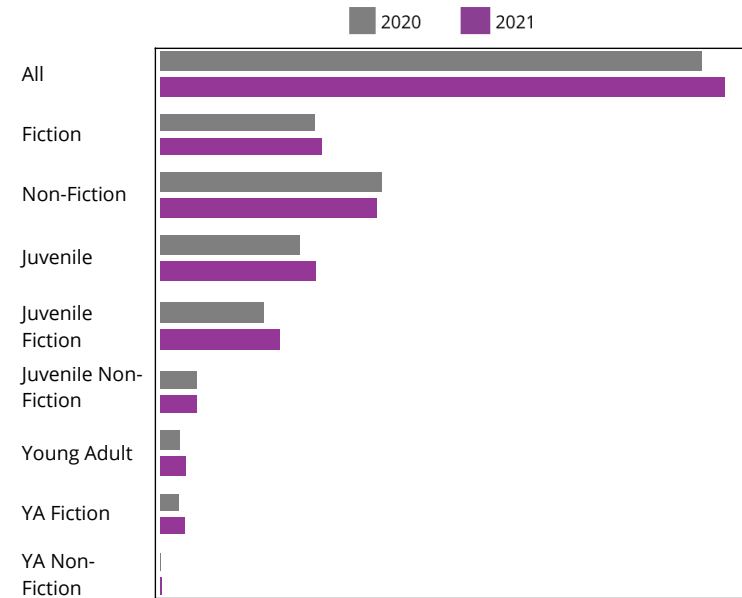
Ring Fence

Volume Sold (in units)



	2020	2021
All	8,554,880	8,807,386
Fiction	2,427,488	2,475,956
Non-Fiction	2,638,318	2,494,911
Juvenile	3,062,211	3,342,461
Juvenile Fiction	2,373,963	2,644,003
Juvenile Non-Fiction	688,248	698,458
Young Adult (YA)	318,397	395,205
YA Fiction	307,698	379,544
YA Non-Fiction	10,699	15,661

Value Sold (in millions of dollars)



	2020	2021
All	\$173,963,655	\$181,357,448
Fiction	\$49,729,754	\$51,807,907
Non-Fiction	\$71,262,800	\$69,567,909
Juvenile	\$44,741,043	\$49,887,000
Juvenile Fiction	\$33,108,993	\$38,289,877
Juvenile Non-Fiction	\$11,632,050	\$11,597,124
Young Adult (YA)	\$6,350,143	\$8,075,954
YA Fiction	\$6,086,156	\$7,713,521
YA Non-Fiction	\$263,988	\$362,434

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