

SalesData Market Report:

May 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 May 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.

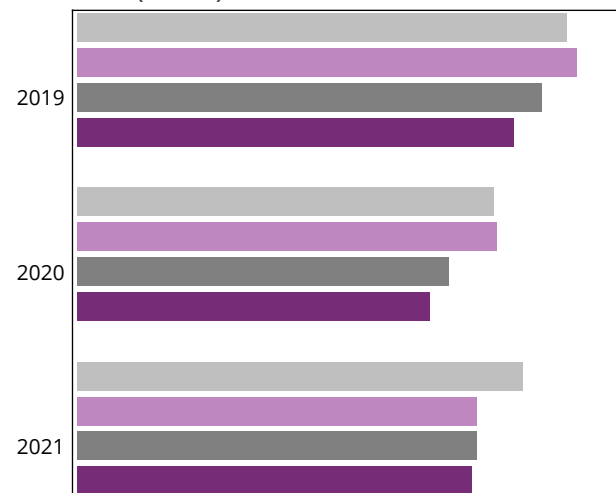
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 18	2019-05-05	2020-05-03	2021-05-09
Week 19	2019-05-12	2020-05-10	2021-05-16
Week 20	2019-05-19	2020-05-17	2021-05-23
Week 21	2019-05-26	2020-05-24	2021-05-30

Month-to-Month Comparisons

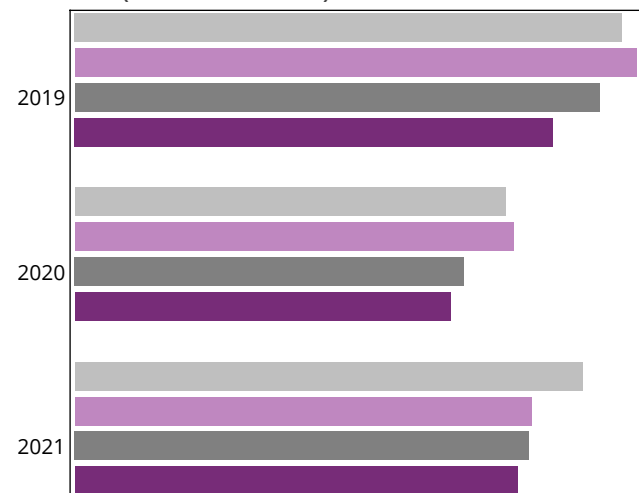
All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	905,048	769,708	822,943
Week 19	922,002	775,467	738,804
Week 20	858,825	687,149	737,704
Week 21	806,165	650,841	728,233
Total	3,492,040	2,883,165	3,027,684

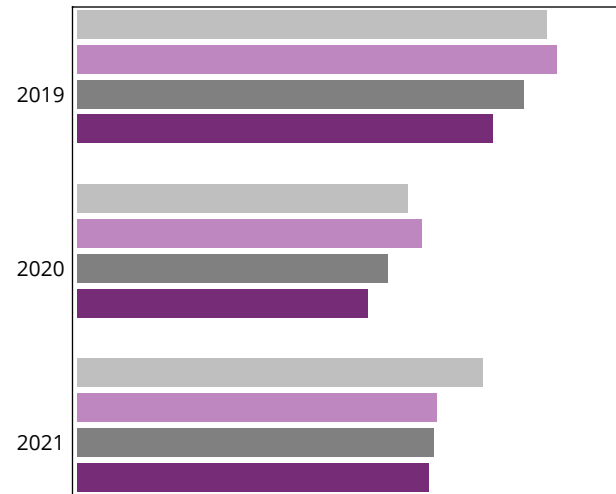
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$18,911,742	\$14,890,718	\$17,534,215
Week 19	\$19,409,437	\$15,148,924	\$15,789,301
Week 20	\$18,120,359	\$13,447,597	\$15,697,972
Week 21	\$16,519,132	\$12,971,536	\$15,300,477
Total	\$72,960,669	\$56,458,774	\$64,321,965

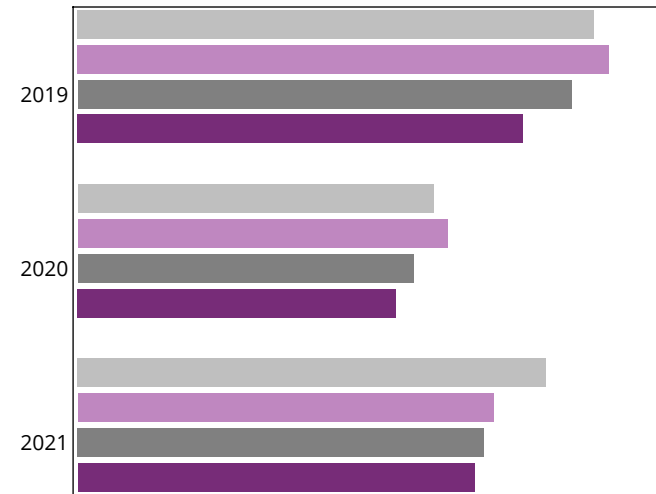
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	780,309	548,720	674,769
Week 19	797,965	572,230	597,560
Week 20	743,062	516,813	592,847
Week 21	691,137	483,073	584,812
Total	3,012,473	2,120,836	2,449,988

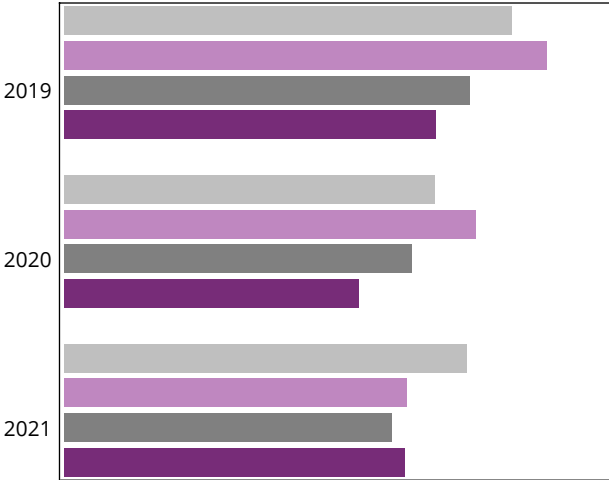
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$16,053,768	\$11,068,728	\$14,563,464
Week 19	\$16,518,035	\$11,504,357	\$12,926,818
Week 20	\$15,356,785	\$10,441,862	\$12,636,375
Week 21	\$13,848,817	\$9,893,301	\$12,340,184
Total	\$61,777,405	\$42,908,248	\$52,466,841

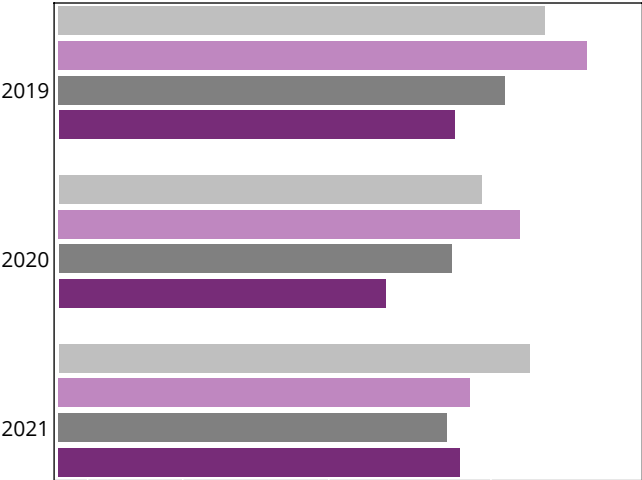
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	247,985	205,275	223,228
Week 19	267,398	227,965	189,610
Week 20	224,903	192,313	181,758
Week 21	205,766	163,297	188,529
Total	946,052	788,850	783,125

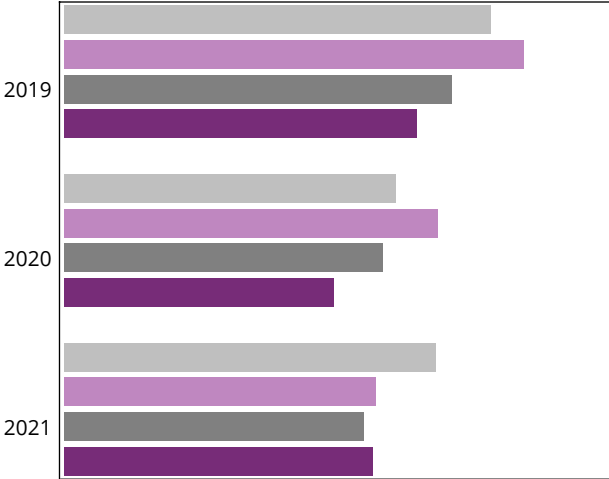
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$5,038,158	\$4,379,635	\$4,878,125
Week 19	\$5,476,511	\$4,778,459	\$4,262,037
Week 20	\$4,622,956	\$4,070,267	\$4,022,543
Week 21	\$4,099,481	\$3,388,766	\$4,158,687
Total	\$19,237,106	\$16,617,127	\$17,321,393

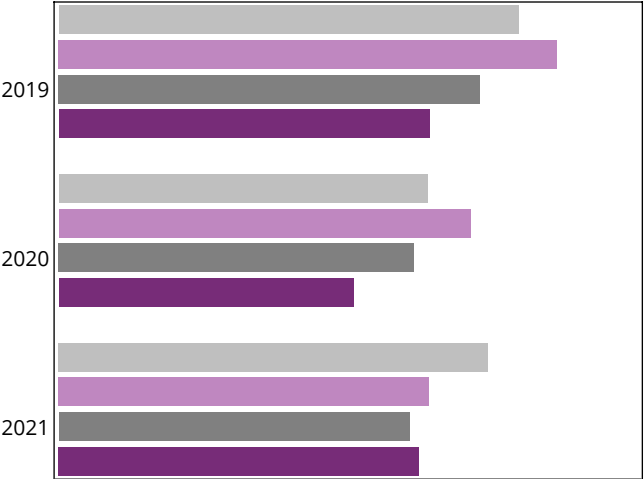
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	236,244	183,459	205,617
Week 19	254,796	206,741	172,516
Week 20	214,822	176,568	165,934
Week 21	195,330	149,121	171,216
Total	901,192	715,889	715,283

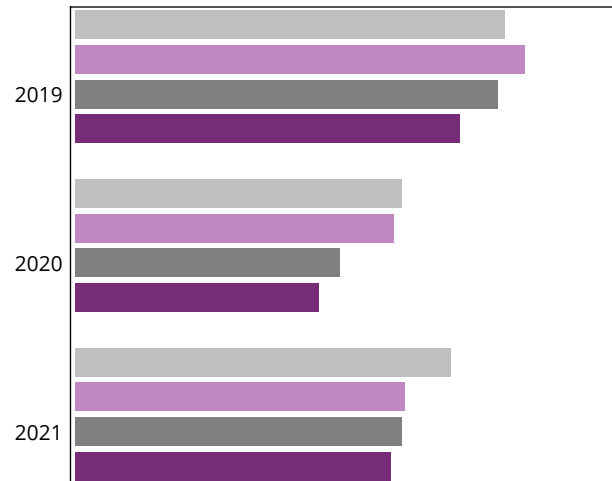
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$4,762,394	\$3,823,281	\$4,446,823
Week 19	\$5,162,317	\$4,269,945	\$3,838,173
Week 20	\$4,364,936	\$3,683,445	\$3,636,558
Week 21	\$3,844,737	\$3,056,910	\$3,733,006
Total	\$18,134,383	\$14,833,581	\$15,654,560

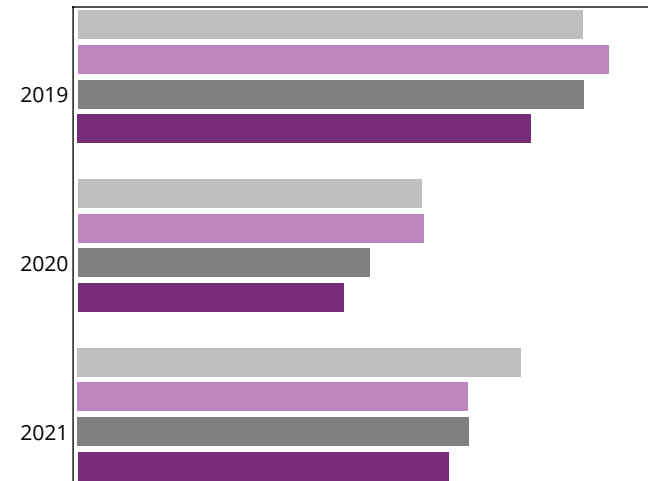
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	317,341	241,147	277,298
Week 19	331,886	235,028	243,792
Week 20	311,874	195,238	241,333
Week 21	283,895	179,937	233,108
Total	1,244,996	851,350	995,531

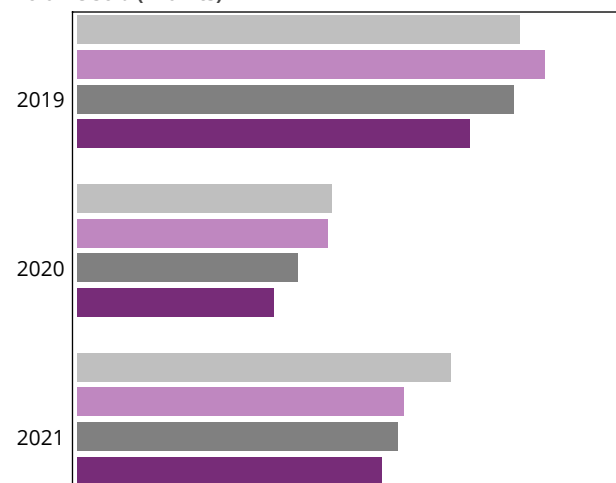
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$8,719,304	\$5,938,401	\$7,654,299
Week 19	\$9,170,033	\$5,976,252	\$6,738,540
Week 20	\$8,732,240	\$5,040,791	\$6,759,687
Week 21	\$7,831,410	\$4,591,615	\$6,399,925
Total	\$34,452,988	\$21,547,060	\$27,552,451

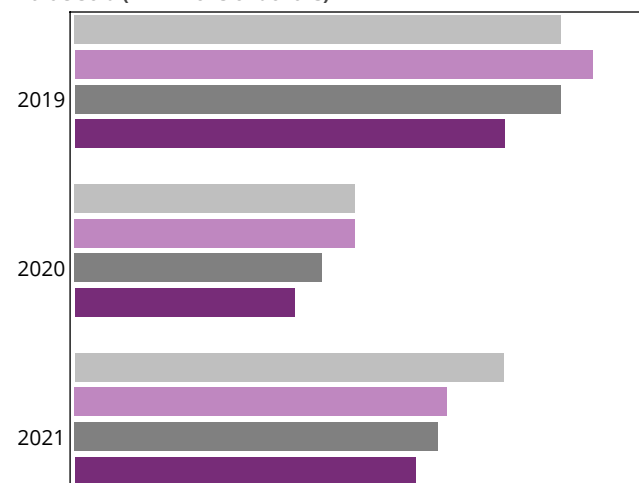
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	245,301	141,105	207,180
Week 19	259,048	139,004	181,131
Week 20	241,713	122,128	177,727
Week 21	217,245	109,092	168,912
Total	963,307	511,329	734,950

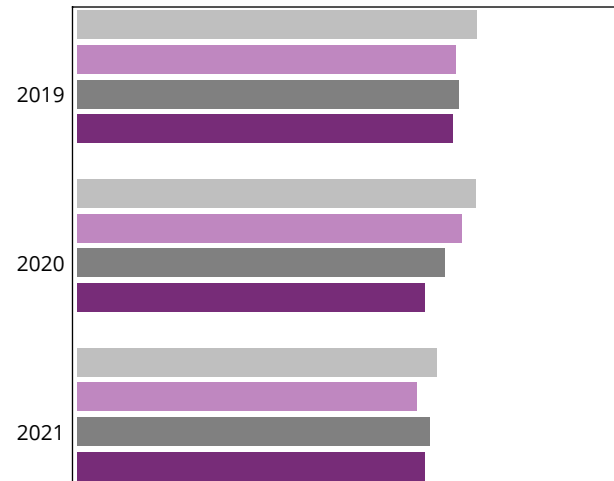
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$6,721,054	\$3,873,315	\$5,923,233
Week 19	\$7,151,786	\$3,870,058	\$5,144,785
Week 20	\$6,714,610	\$3,418,932	\$5,021,059
Week 21	\$5,940,608	\$3,038,208	\$4,706,098
Total	\$26,528,058	\$14,200,513	\$20,795,176

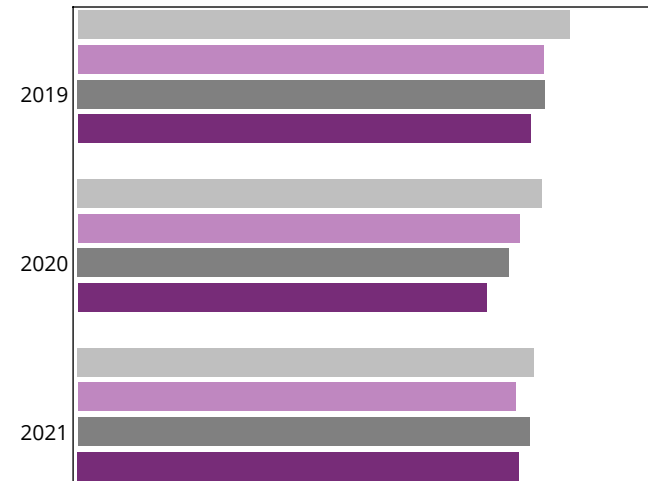
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	295,336	294,541	265,613
Week 19	279,384	283,798	250,973
Week 20	281,993	271,397	260,420
Week 21	277,371	256,624	257,077
Total	1,134,084	1,106,360	1,034,083

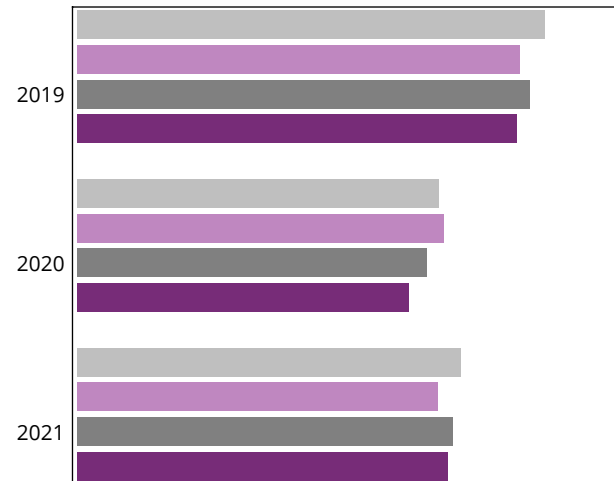
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$4,247,708	\$4,009,085	\$3,941,186
Week 19	\$4,023,759	\$3,816,743	\$3,780,384
Week 20	\$4,034,663	\$3,725,281	\$3,901,485
Week 21	\$3,908,827	\$3,530,048	\$3,811,567
Total	\$16,214,956	\$15,081,156	\$15,434,622

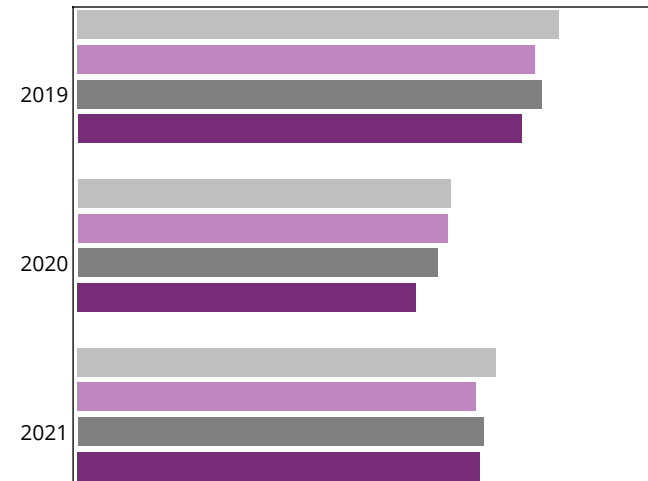
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	258,935	200,090	212,552
Week 19	245,489	202,831	199,792
Week 20	250,645	193,853	207,830
Week 21	243,410	183,711	205,084
Total	998,479	780,485	825,258

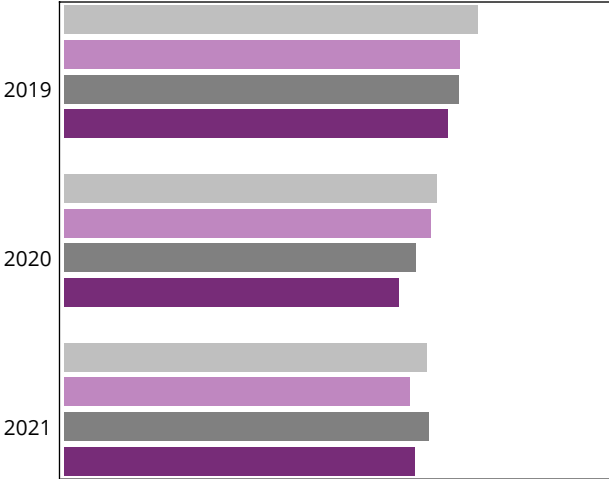
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$3,742,466	\$2,895,727	\$3,252,250
Week 19	\$3,553,379	\$2,873,999	\$3,094,566
Week 20	\$3,608,527	\$2,795,821	\$3,154,127
Week 21	\$3,447,481	\$2,630,732	\$3,127,458
Total	\$14,351,854	\$11,196,278	\$12,628,402

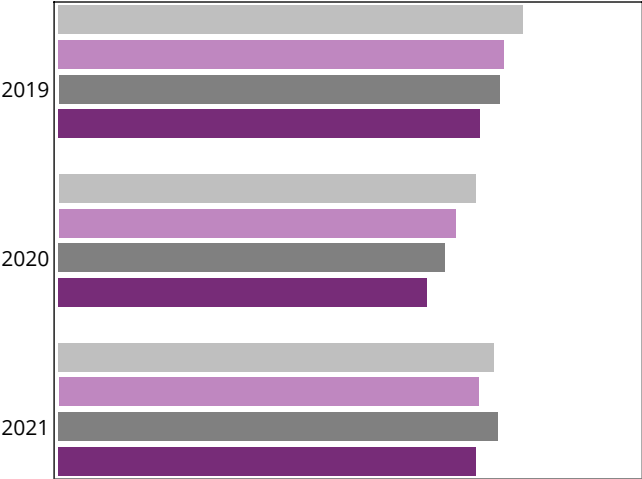
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	229,088	206,183	201,136
Week 19	219,187	203,125	191,498
Week 20	218,428	194,858	202,052
Week 21	212,638	185,403	193,999
Total	879,341	789,569	788,685

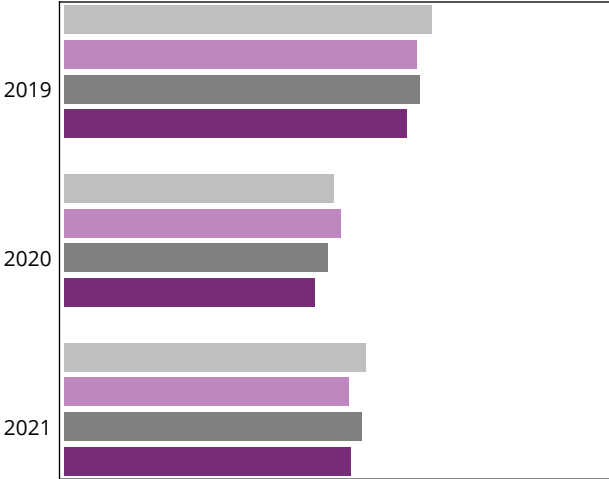
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$3,206,868	\$2,880,831	\$3,007,836
Week 19	\$3,077,160	\$2,742,257	\$2,899,050
Week 20	\$3,045,631	\$2,667,442	\$3,035,278
Week 21	\$2,910,009	\$2,544,350	\$2,882,198
Total	\$12,239,668	\$10,834,879	\$11,824,362

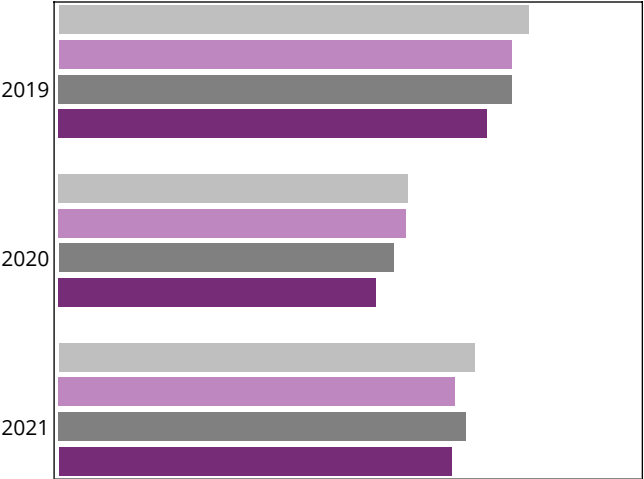
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	203,515	149,270	167,193
Week 19	195,481	153,386	157,391
Week 20	197,268	145,922	165,125
Week 21	189,884	139,071	158,861
Total	786,148	587,649	648,570

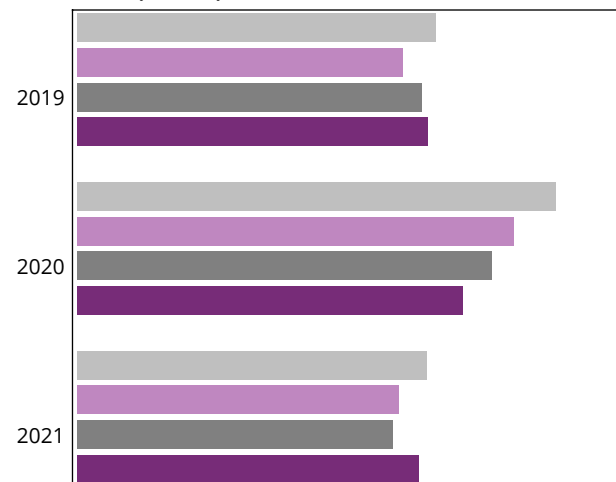
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$2,838,408	\$2,110,444	\$2,514,717
Week 19	\$2,735,557	\$2,099,424	\$2,395,556
Week 20	\$2,741,048	\$2,024,886	\$2,462,103
Week 21	\$2,590,354	\$1,916,813	\$2,374,429
Total	\$10,905,368	\$8,151,568	\$9,746,805

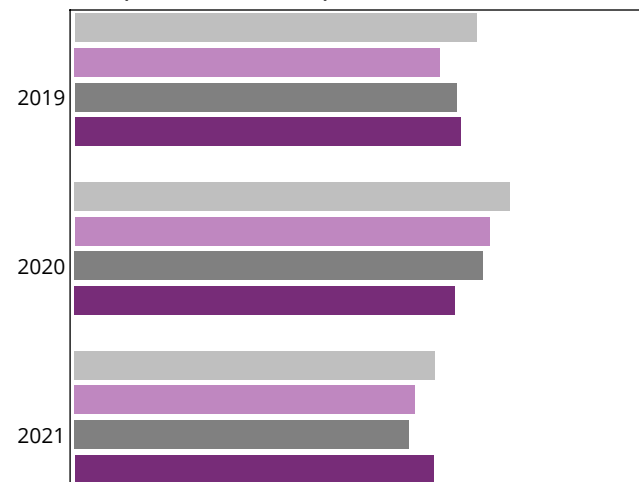
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	66,248	88,358	64,477
Week 19	60,197	80,673	59,475
Week 20	63,565	76,539	58,368
Week 21	64,733	71,221	63,078
Total	254,743	316,791	245,398

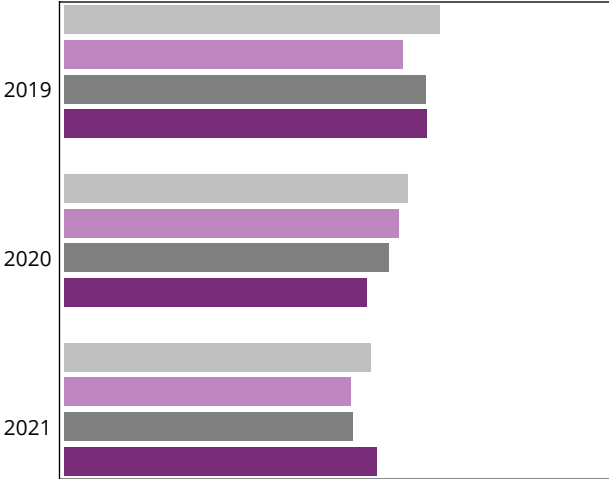
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$1,040,840	\$1,128,253	\$933,350
Week 19	\$946,598	\$1,074,486	\$881,334
Week 20	\$989,032	\$1,057,839	\$866,207
Week 21	\$998,818	\$985,698	\$929,369
Total	\$3,975,288	\$4,246,277	\$3,610,260

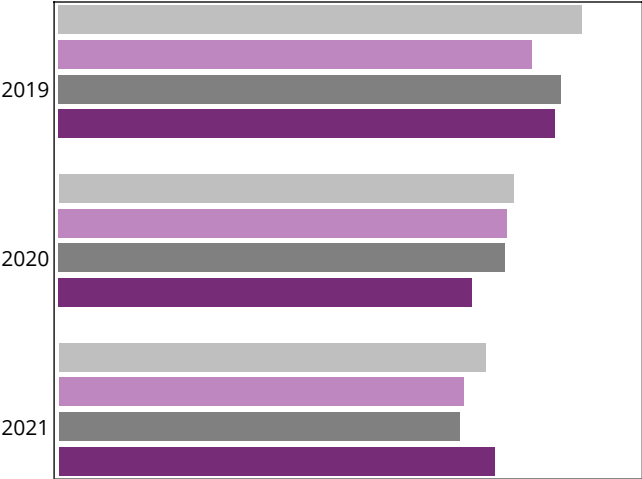
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	55,420	50,820	45,359
Week 19	50,008	49,445	42,401
Week 20	53,377	47,931	42,705
Week 21	53,526	44,640	46,223
Total	212,331	192,836	176,688

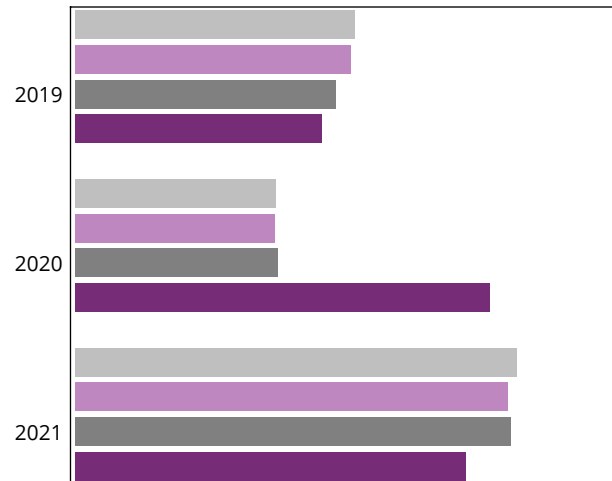
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$904,058	\$785,283	\$737,533
Week 19	\$817,822	\$774,575	\$699,010
Week 20	\$867,479	\$770,934	\$692,024
Week 21	\$857,127	\$713,919	\$753,029
Total	\$3,446,486	\$3,044,711	\$2,881,596

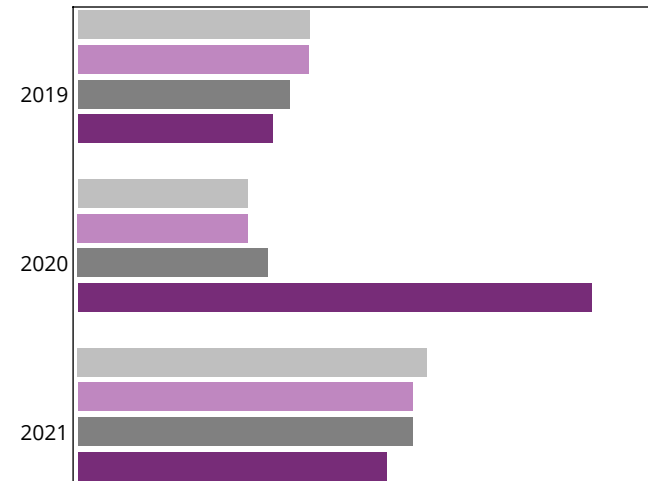
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	31,032	22,195	48,907
Week 19	30,562	22,083	47,935
Week 20	28,904	22,469	48,222
Week 21	27,366	45,995	43,322
Total	117,864	112,742	188,386

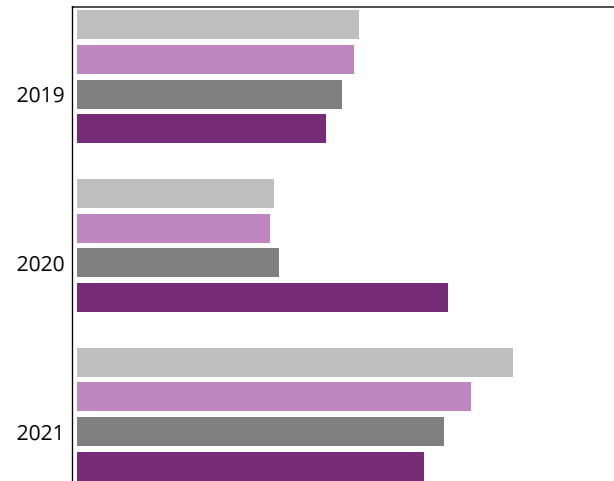
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$619,845	\$453,693	\$934,986
Week 19	\$617,829	\$456,074	\$895,613
Week 20	\$567,450	\$508,757	\$895,669
Week 21	\$521,366	\$1,375,742	\$826,443
Total	\$2,326,490	\$2,794,267	\$3,552,711

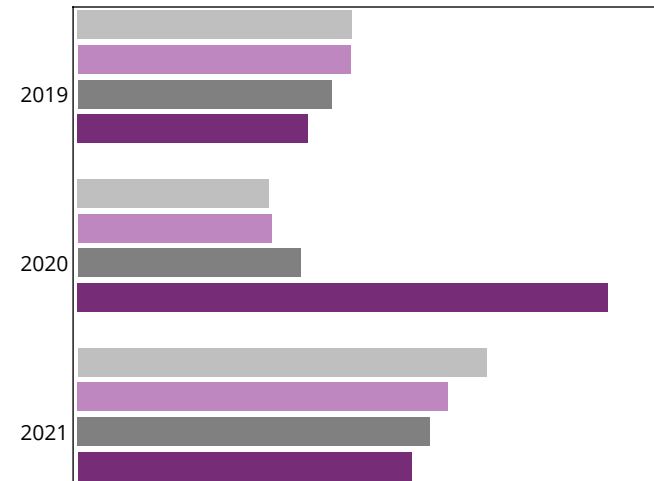
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	28,571	19,922	44,267
Week 19	28,139	19,576	40,022
Week 20	26,893	20,438	37,264
Week 21	25,239	37,649	35,183
Total	108,842	97,585	156,736

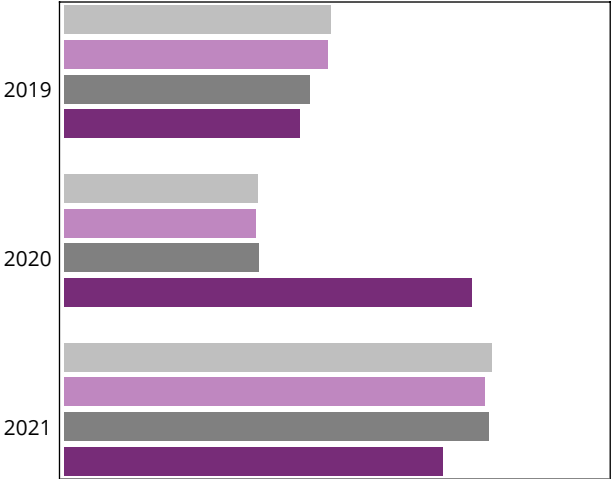
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$568,272	\$396,612	\$847,519
Week 19	\$565,531	\$401,745	\$767,699
Week 20	\$526,344	\$462,272	\$730,472
Week 21	\$476,944	\$1,098,946	\$691,591
Total	\$2,137,091	\$2,359,576	\$3,037,282

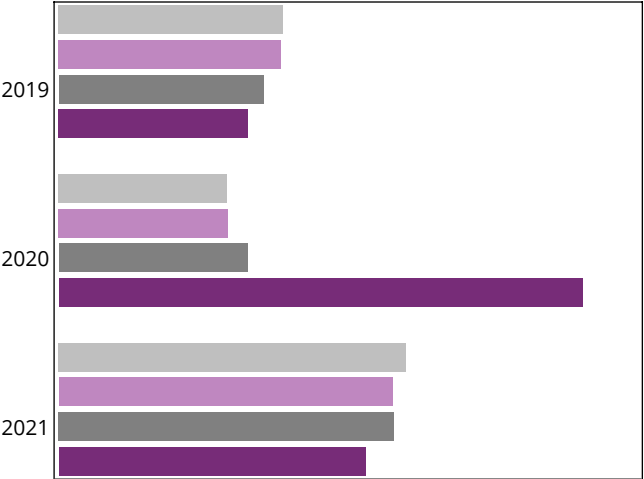
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	29,482	21,401	47,347
Week 19	29,169	21,244	46,555
Week 20	27,265	21,594	47,002
Week 21	26,123	45,143	41,916
Total	112,039	109,382	182,820

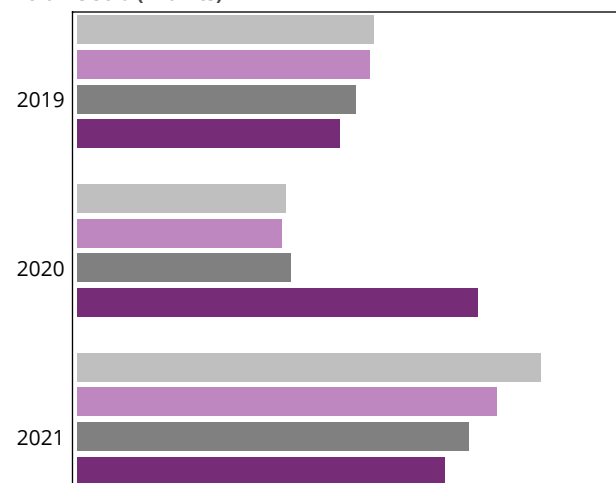
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$581,281	\$435,787	\$899,883
Week 19	\$575,669	\$437,941	\$864,627
Week 20	\$530,395	\$489,376	\$868,477
Week 21	\$490,454	\$1,356,390	\$794,674
Total	\$2,177,800	\$2,719,494	\$3,427,661

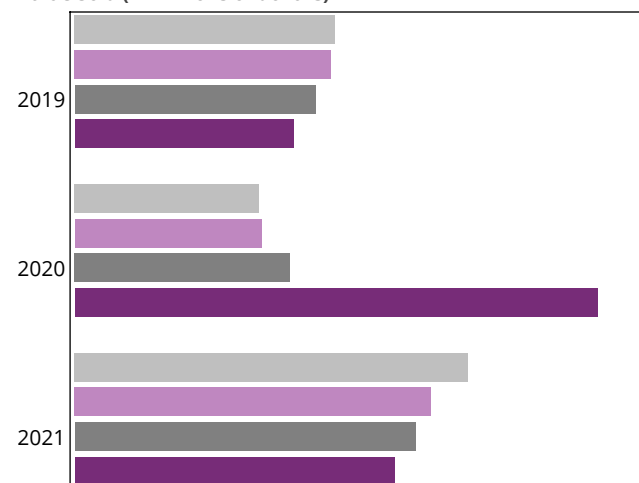
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	27,344	19,272	42,837
Week 19	26,989	18,909	38,710
Week 20	25,682	19,740	36,204
Week 21	24,269	37,022	33,933
Total	104,284	94,943	151,684

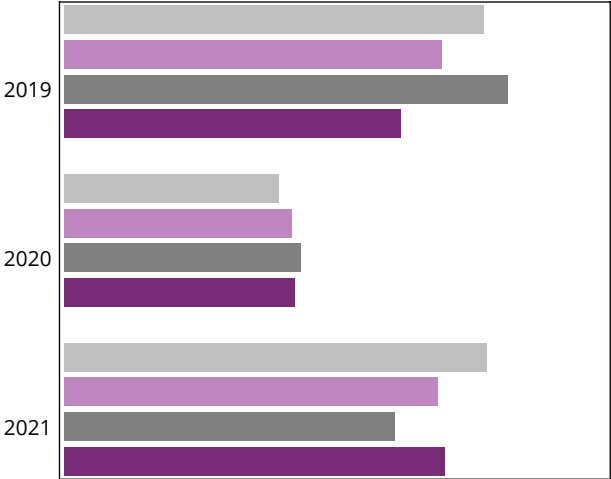
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$539,196	\$381,518	\$815,162
Week 19	\$531,051	\$386,829	\$738,416
Week 20	\$499,430	\$446,096	\$706,094
Week 21	\$453,676	\$1,083,520	\$662,742
Total	\$2,023,353	\$2,297,962	\$2,922,414

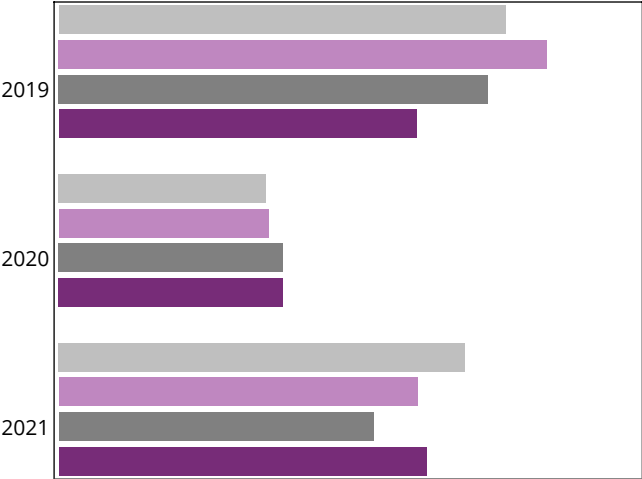
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 18	1,550	794	1,560
Week 19	1,393	839	1,380
Week 20	1,639	875	1,220
Week 21	1,243	852	1,406
Total	5,825	3,360	5,566

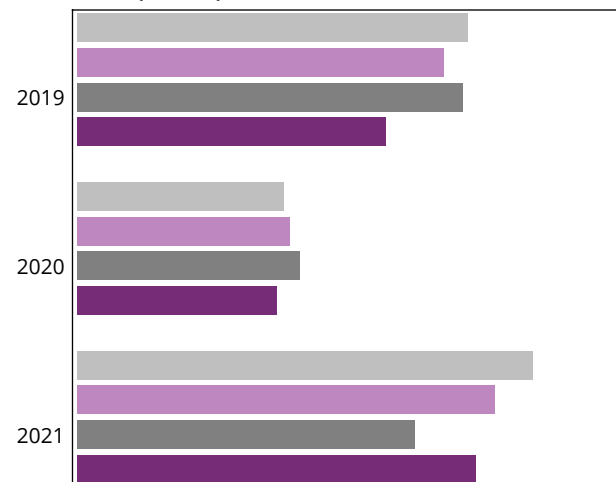
Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$38,564	\$17,906	\$35,103
Week 19	\$42,160	\$18,134	\$30,986
Week 20	\$37,055	\$19,381	\$27,192
Week 21	\$30,911	\$19,352	\$31,769
Total	\$148,690	\$74,773	\$125,050

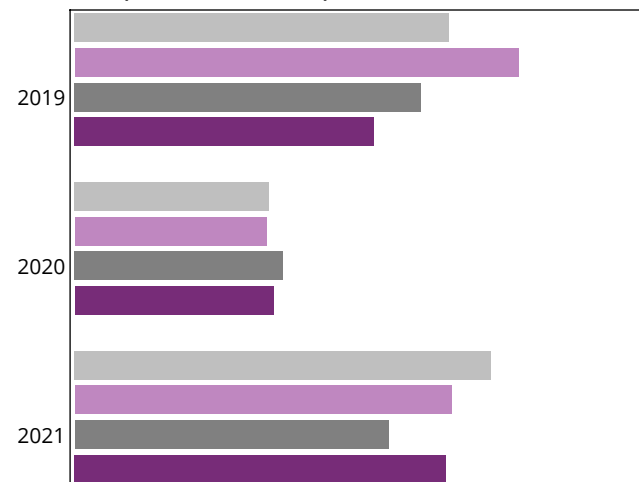
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 18	1,227	650	1,430
Week 19	1,150	667	1,312
Week 20	1,211	698	1,060
Week 21	970	627	1,250
Total	4,558	2,642	5,052

Value Sold (in millions of dollars)



	2019	2020	2021
Week 18	\$29,076	\$15,094	\$32,358
Week 19	\$34,481	\$14,916	\$29,283
Week 20	\$26,913	\$16,177	\$24,379
Week 21	\$23,268	\$15,427	\$28,849
Total	\$113,738	\$61,614	\$114,868

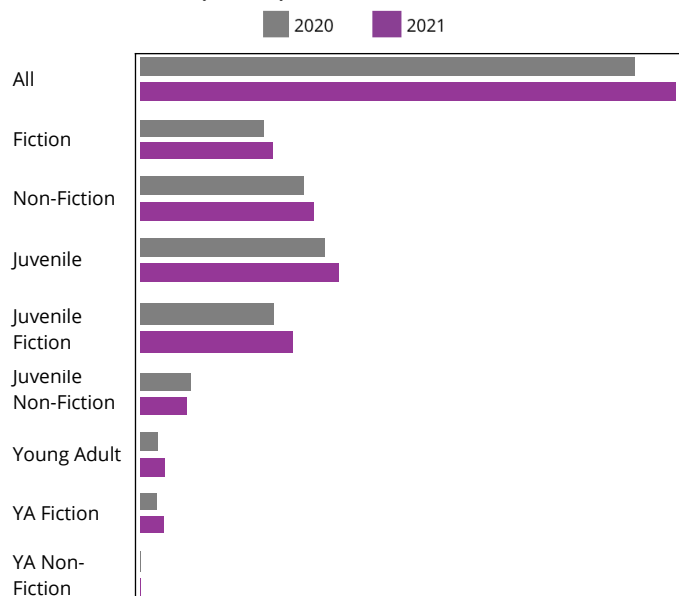
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 21	2020-05-24	2021-05-30

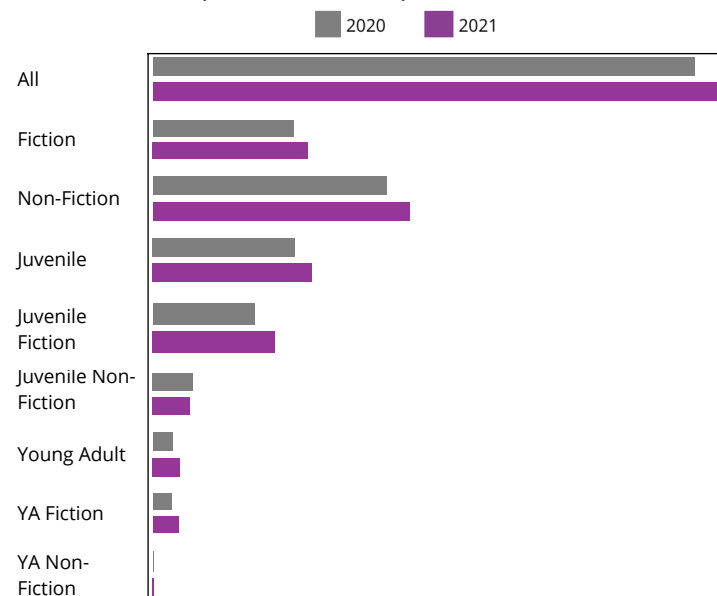
All Market

Volume Sold (in units)



	2020	2021
All	16,430,493	17,797,248
Fiction	4,107,193	4,391,123
Non-Fiction	5,439,002	5,762,217
Juvenile	6,128,734	6,614,295
Juvenile Fiction	4,454,982	5,082,289
Juvenile Non-Fiction	1,673,752	1,532,006
Young Adult (YA)	565,665	830,587
YA Fiction	543,535	797,705
YA Non-Fiction	22,130	32,882

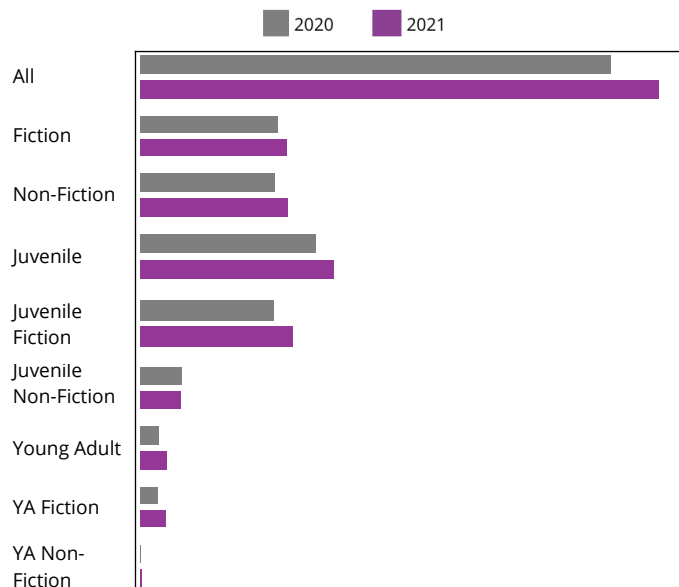
Value Sold (in millions of dollars)



	2020	2021
All	\$327,553,414	\$365,258,034
Fiction	\$85,245,873	\$93,728,437
Non-Fiction	\$141,293,727	\$155,248,584
Juvenile	\$86,019,467	\$96,383,131
Juvenile Fiction	\$61,579,324	\$73,812,928
Juvenile Non-Fiction	\$24,440,143	\$22,570,203
Young Adult (YA)	\$11,921,715	\$16,457,499
YA Fiction	\$11,365,759	\$15,704,755
YA Non-Fiction	\$555,955	\$752,744

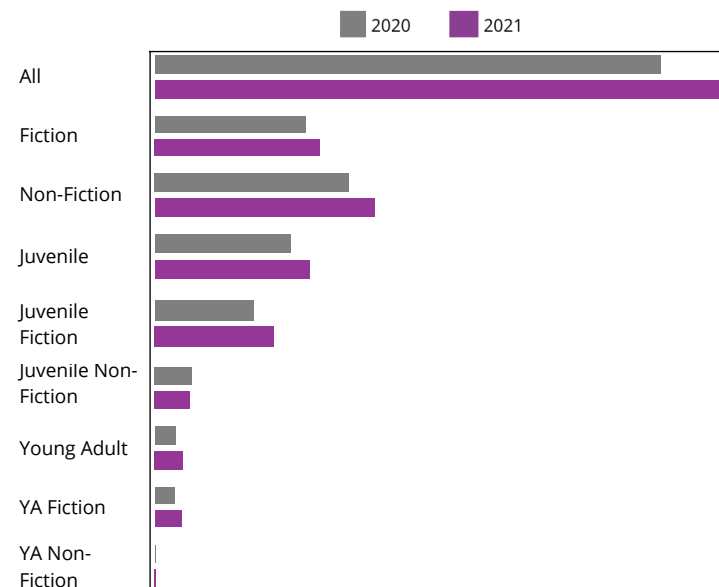
Ring Fence

Volume Sold (in units)



	2020	2021
All	13,028,605	14,356,966
Fiction	3,806,661	4,057,140
Non-Fiction	3,719,380	4,081,792
Juvenile	4,855,143	5,352,939
Juvenile Fiction	3,694,774	4,235,656
Juvenile Non-Fiction	1,160,369	1,117,283
Young Adult (YA)	509,016	730,132
YA Fiction	492,006	701,322
YA Non-Fiction	17,010	28,810

Value Sold (in millions of dollars)



	2020	2021
All	\$262,150,122	\$296,732,220
Fiction	\$78,005,311	\$85,662,701
Non-Fiction	\$100,682,185	\$113,750,733
Juvenile	\$70,408,620	\$80,051,674
Juvenile Fiction	\$51,230,419	\$61,808,516
Juvenile Non-Fiction	\$19,178,201	\$18,243,158
Young Adult (YA)	\$10,600,812	\$14,628,283
YA Fiction	\$10,173,560	\$13,958,568
YA Non-Fiction	\$427,252	\$669,715

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