

SalesData Market Report:

November 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 November 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.

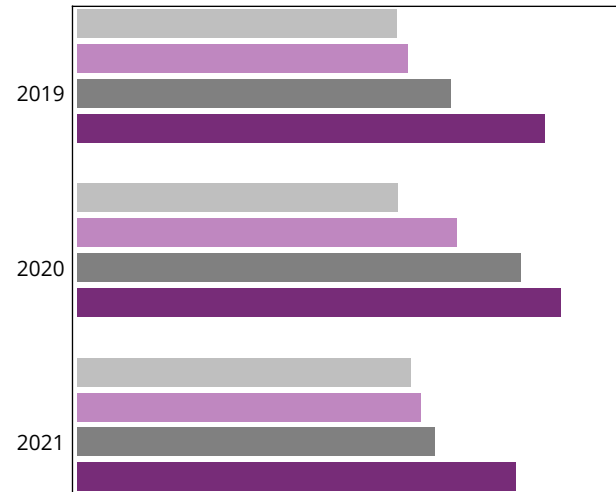
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 44	2019-11-10	2020-11-08	2021-11-07
Week 45	2019-11-17	2020-11-15	2021-11-14
Week 46	2019-11-24	2020-11-22	2021-11-21
Week 47	2019-12-01	2020-11-29	2021-11-28

Month-to-Month Comparisons

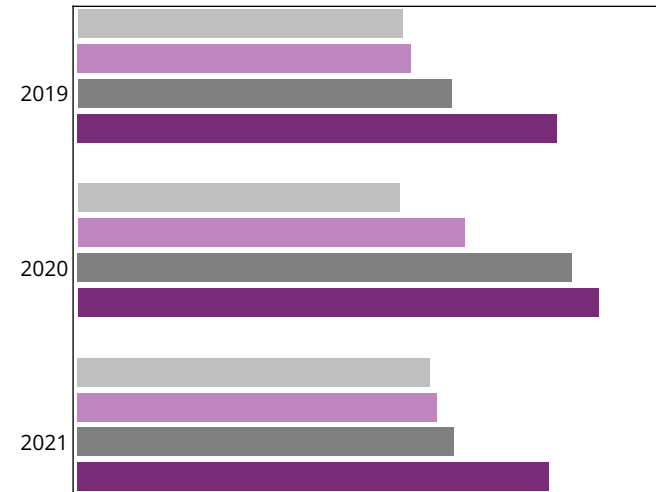
All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	1,179,798	1,183,946	1,233,020
Week 45	1,221,408	1,400,753	1,270,217
Week 46	1,379,991	1,636,977	1,319,274
Week 47	1,727,930	1,785,662	1,620,307
Total	5,509,127	6,007,338	5,442,818

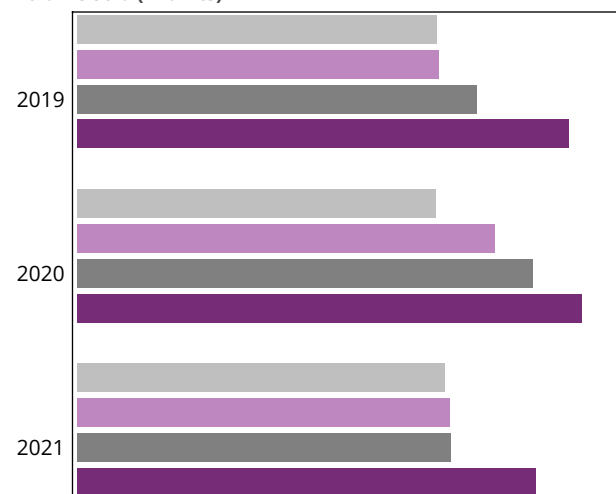
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$25,239,638	\$25,029,634	\$27,382,441
Week 45	\$25,906,004	\$30,070,213	\$27,929,127
Week 46	\$29,056,973	\$38,419,408	\$29,259,470
Week 47	\$37,255,236	\$40,474,239	\$36,641,217
Total	\$117,457,851	\$133,993,494	\$121,212,254

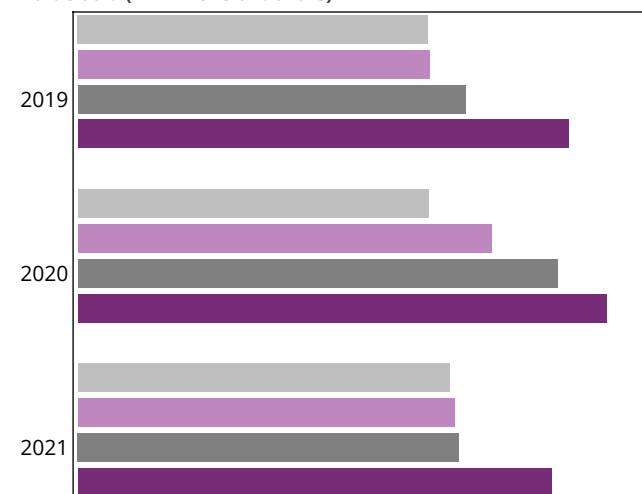
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	995,890	992,830	1,017,351
Week 45	1,001,103	1,156,545	1,032,567
Week 46	1,107,111	1,262,356	1,034,736
Week 47	1,361,876	1,398,905	1,269,816
Total	4,465,980	4,810,636	4,354,470

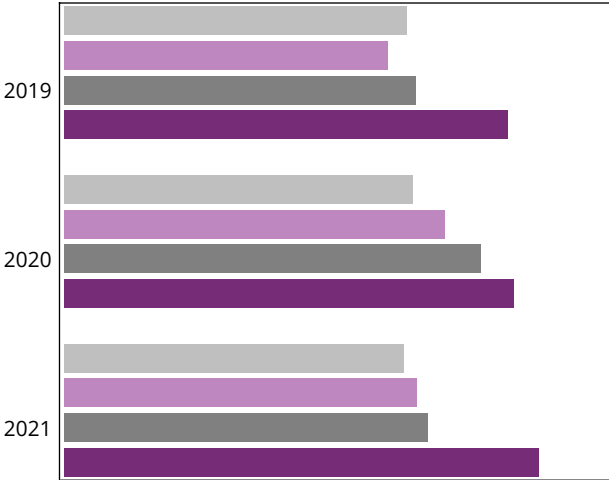
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$21,162,496	\$21,213,927	\$22,484,464
Week 45	\$21,275,255	\$25,023,347	\$22,789,612
Week 46	\$23,443,777	\$29,010,795	\$23,060,835
Week 47	\$29,680,982	\$31,973,070	\$28,630,437
Total	\$95,562,510	\$107,221,139	\$96,965,348

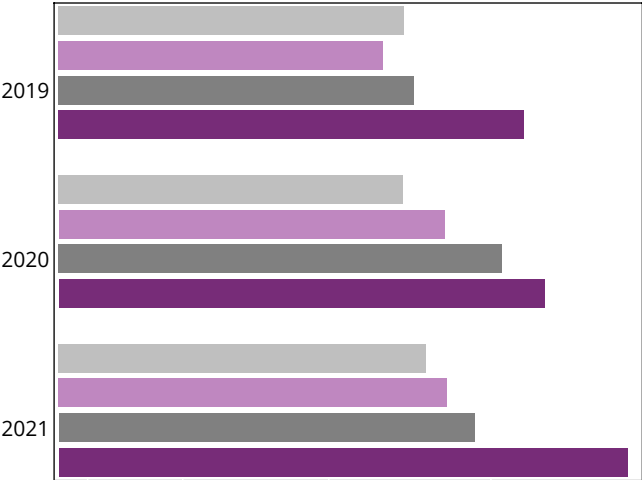
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	253,045	257,330	251,128
Week 45	239,118	281,251	260,260
Week 46	259,780	307,596	268,500
Week 47	328,021	332,444	350,301
Total	1,079,964	1,178,621	1,130,189

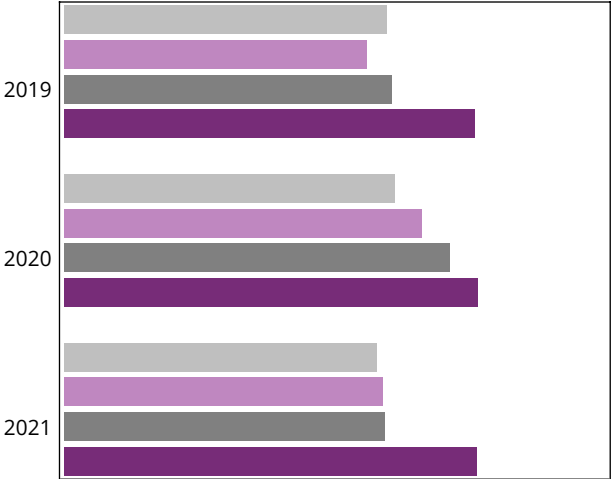
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$5,664,720	\$5,648,864	\$6,024,464
Week 45	\$5,319,542	\$6,329,090	\$6,368,824
Week 46	\$5,831,871	\$7,277,105	\$6,822,856
Week 47	\$7,633,838	\$7,970,513	\$9,335,497
Total	\$24,449,971	\$27,225,572	\$28,551,641

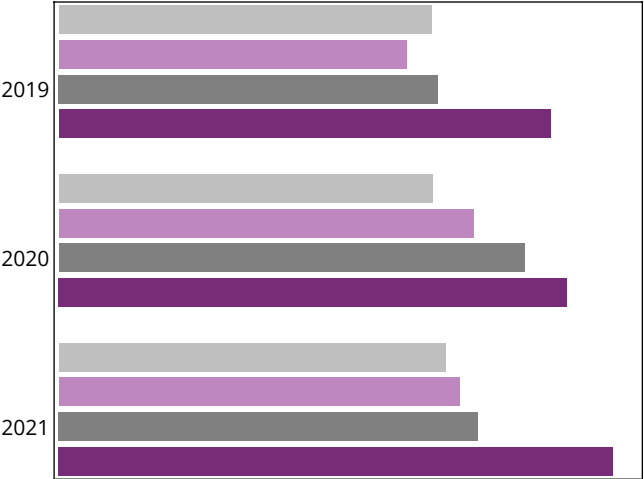
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	238,582	244,254	230,937
Week 45	223,714	264,457	235,156
Week 46	242,085	284,634	237,123
Week 47	303,225	305,268	304,856
Total	1,007,606	1,098,613	1,008,072

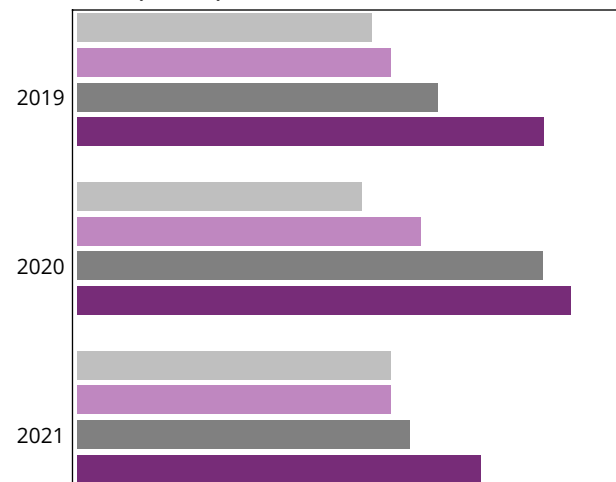
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$5,281,401	\$5,294,589	\$5,476,464
Week 45	\$4,924,256	\$5,874,034	\$5,673,194
Week 46	\$5,373,371	\$6,599,601	\$5,938,553
Week 47	\$6,969,036	\$7,200,090	\$7,852,085
Total	\$22,548,064	\$24,968,314	\$24,940,297

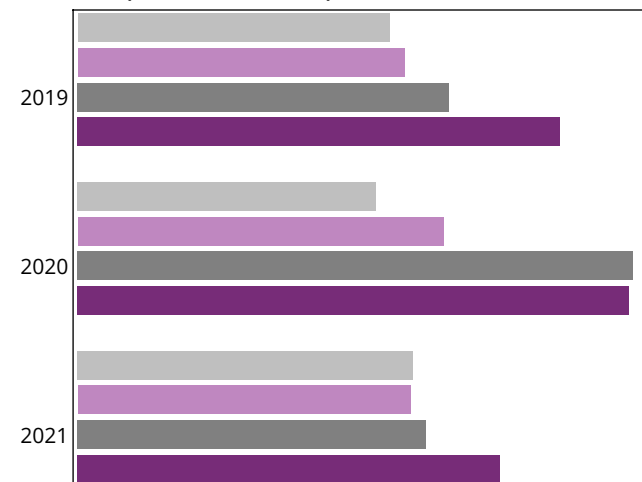
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	381,268	368,457	404,955
Week 45	404,931	444,226	405,940
Week 46	466,140	602,123	430,139
Week 47	602,768	637,745	521,420
Total	1,855,107	2,052,551	1,762,454

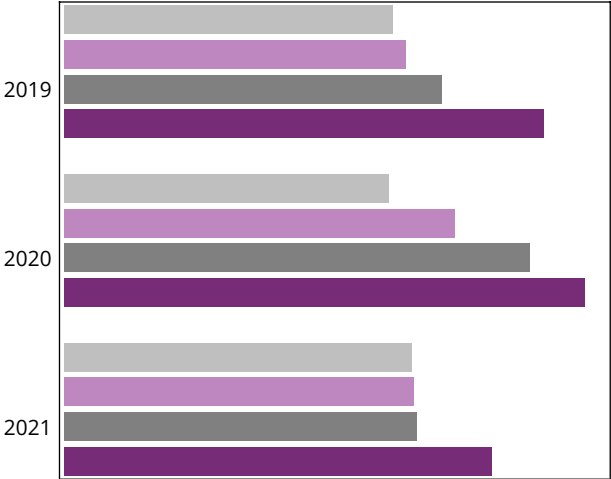
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$10,769,011	\$10,307,530	\$11,584,766
Week 45	\$11,293,159	\$12,641,096	\$11,502,038
Week 46	\$12,830,147	\$19,188,363	\$12,025,227
Week 47	\$16,662,827	\$19,051,309	\$14,588,234
Total	\$51,555,144	\$61,188,299	\$49,700,265

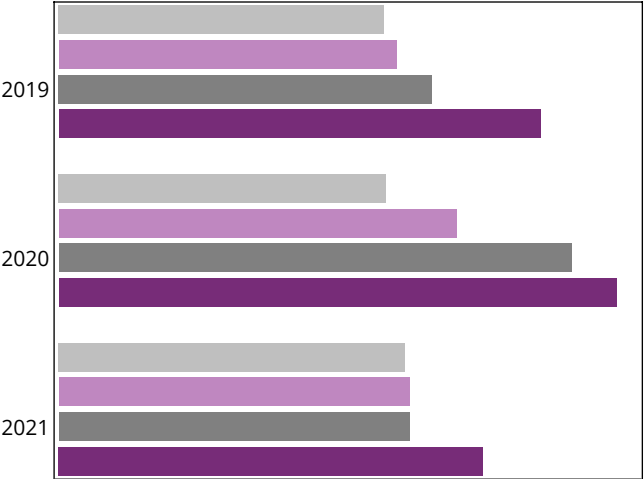
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	285,213	282,132	301,529
Week 45	296,095	339,346	303,457
Week 46	327,809	404,294	305,877
Week 47	416,456	452,315	371,190
Total	1,325,573	1,478,087	1,282,053

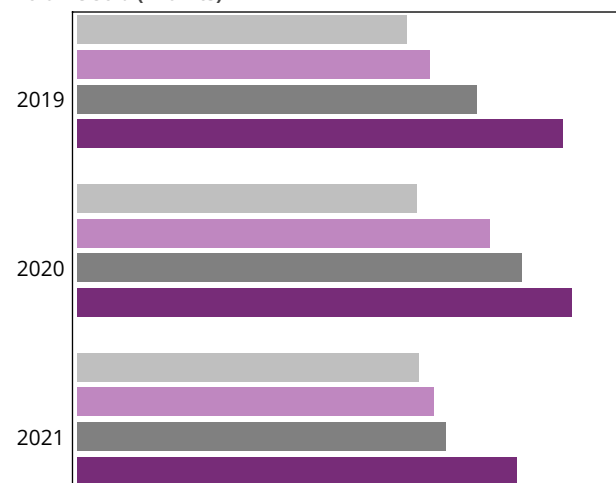
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$8,143,073	\$8,198,126	\$8,671,432
Week 45	\$8,456,247	\$9,967,752	\$8,782,508
Week 46	\$9,343,681	\$12,846,389	\$8,784,290
Week 47	\$12,068,402	\$13,974,713	\$10,628,308
Total	\$38,011,403	\$44,986,980	\$36,866,538

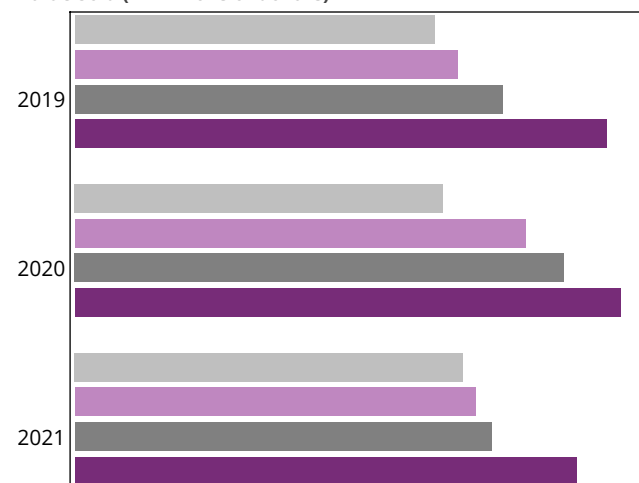
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	493,396	507,416	510,867
Week 45	527,709	617,000	534,015
Week 46	598,336	664,732	551,257
Week 47	726,233	739,918	656,942
Total	2,345,674	2,529,066	2,253,081

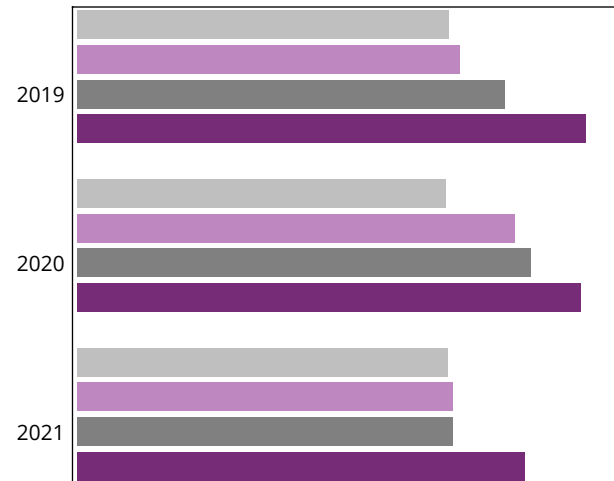
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$7,834,909	\$8,010,758	\$8,454,265
Week 45	\$8,326,656	\$9,814,429	\$8,726,026
Week 46	\$9,311,085	\$10,650,619	\$9,065,347
Week 47	\$11,576,782	\$11,883,090	\$10,919,452
Total	\$37,049,432	\$40,358,896	\$37,165,091

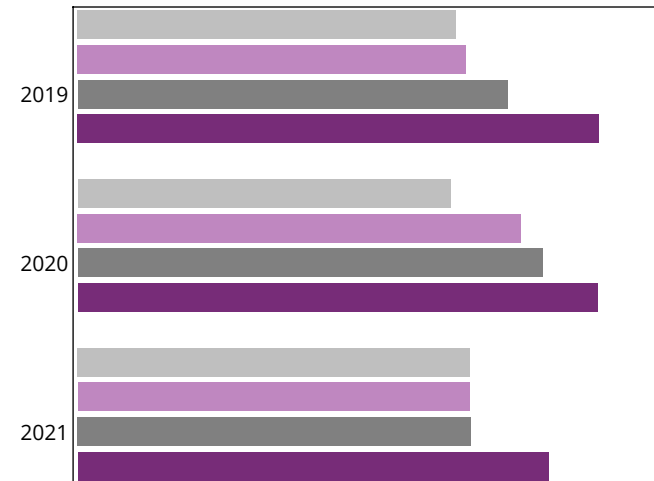
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	425,374	421,599	424,597
Week 45	438,101	500,839	430,293
Week 46	489,746	519,768	430,182
Week 47	581,871	576,528	512,311
Total	1,935,092	2,018,734	1,797,383

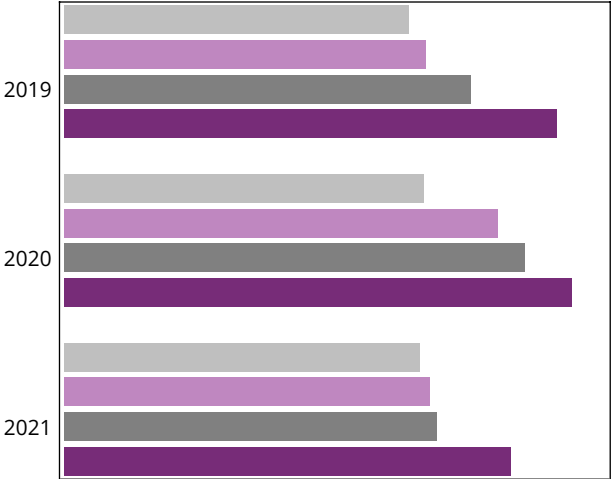
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$6,857,142	\$6,762,243	\$7,116,088
Week 45	\$7,042,263	\$8,041,702	\$7,108,981
Week 46	\$7,790,155	\$8,429,667	\$7,130,781
Week 47	\$9,457,879	\$9,429,439	\$8,543,324
Total	\$31,147,438	\$32,663,052	\$29,899,174

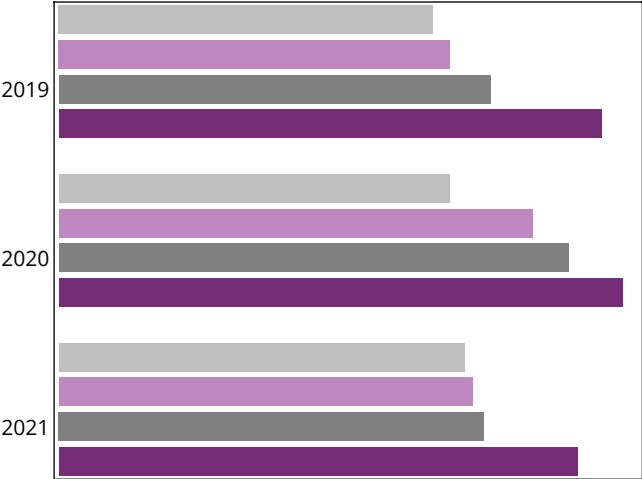
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	381,603	398,894	394,351
Week 45	400,943	480,754	405,464
Week 46	450,271	510,346	412,995
Week 47	545,949	562,836	495,352
Total	1,778,766	1,952,830	1,708,162

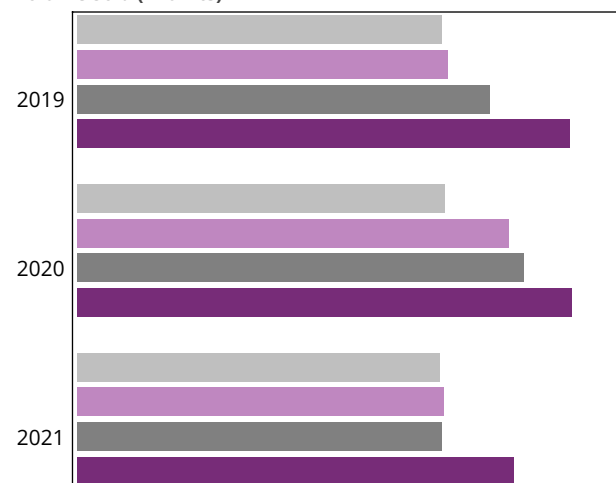
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$6,009,639	\$6,278,216	\$6,514,309
Week 45	\$6,287,861	\$7,607,399	\$6,649,976
Week 46	\$6,938,313	\$8,184,467	\$6,831,986
Week 47	\$8,719,320	\$9,059,006	\$8,335,769
Total	\$27,955,132	\$31,129,087	\$28,332,039

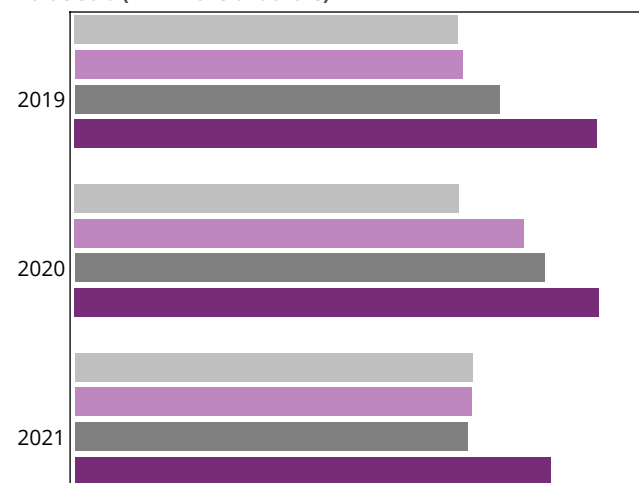
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	336,419	339,361	335,226
Week 45	341,774	398,672	338,499
Week 46	380,837	412,484	336,451
Week 47	454,962	456,440	403,373
Total	1,513,992	1,606,957	1,413,549

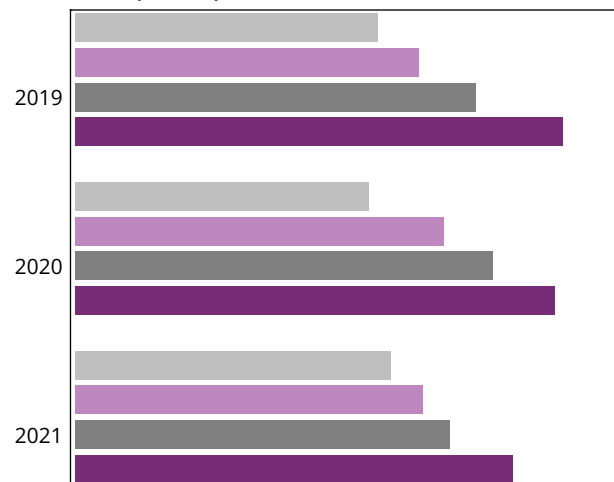
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$5,294,628	\$5,309,917	\$5,496,782
Week 45	\$5,359,314	\$6,206,315	\$5,479,909
Week 46	\$5,871,373	\$6,488,762	\$5,428,232
Week 47	\$7,217,114	\$7,243,907	\$6,576,111
Total	\$23,742,428	\$25,248,902	\$22,981,034

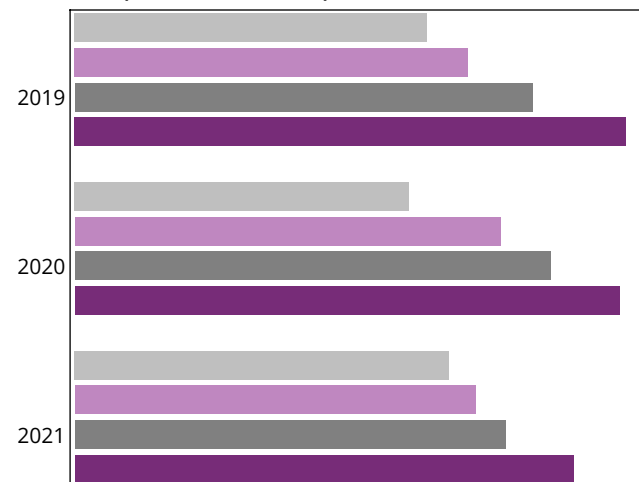
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	111,793	108,522	116,516
Week 45	126,766	136,246	128,551
Week 46	148,065	154,386	138,262
Week 47	180,284	177,082	161,590
Total	566,908	576,236	544,919

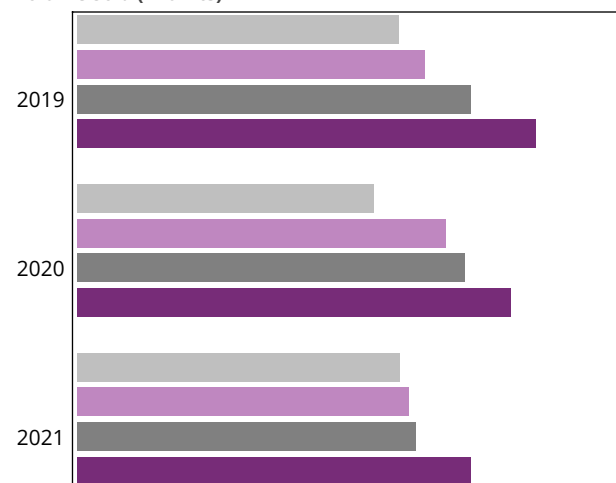
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$1,825,271	\$1,732,542	\$1,939,956
Week 45	\$2,038,795	\$2,207,030	\$2,076,050
Week 46	\$2,372,772	\$2,466,153	\$2,233,361
Week 47	\$2,857,462	\$2,824,084	\$2,583,684
Total	\$9,094,300	\$9,229,809	\$8,833,052

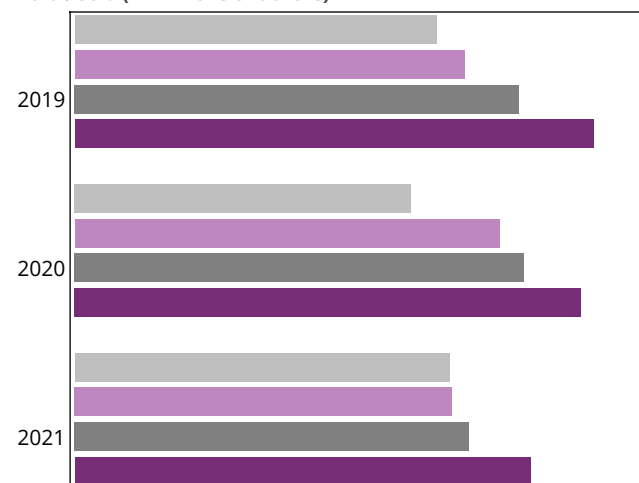
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	88,955	82,238	89,371
Week 45	96,327	102,167	91,794
Week 46	108,909	107,284	93,731
Week 47	126,909	120,088	108,938
Total	421,100	411,777	383,834

Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$1,562,514	\$1,452,326	\$1,619,306
Week 45	\$1,682,950	\$1,835,387	\$1,629,072
Week 46	\$1,918,782	\$1,940,905	\$1,702,549
Week 47	\$2,240,765	\$2,185,532	\$1,967,213
Total	\$7,405,011	\$7,414,150	\$6,918,140

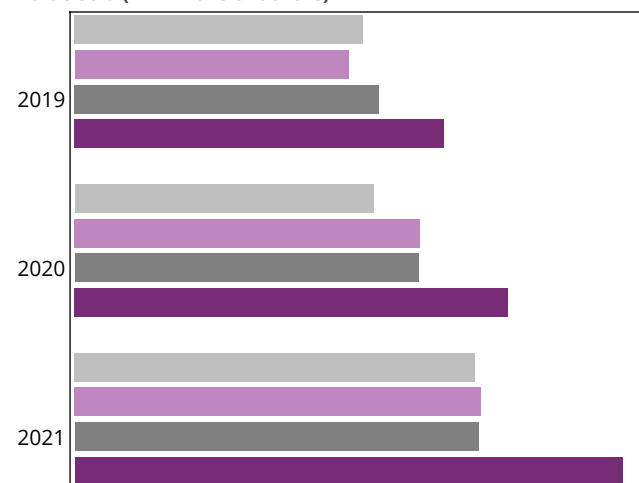
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	36,365	37,352	51,155
Week 45	34,020	42,665	52,914
Week 46	37,991	43,008	51,713
Week 47	44,830	52,820	69,073
Total	153,206	175,845	224,855

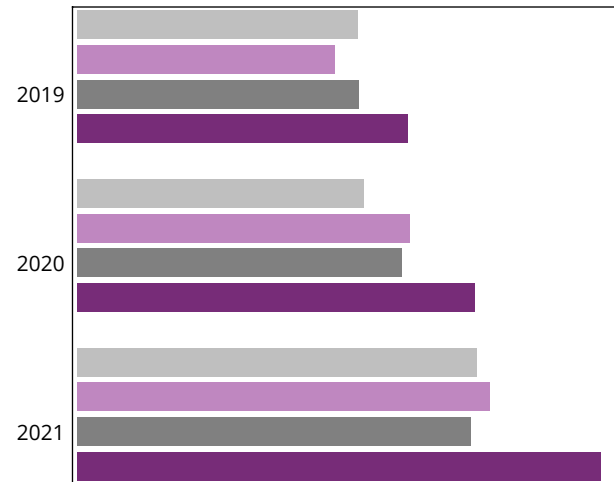
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$746,677	\$774,087	\$1,036,828
Week 45	\$709,188	\$894,150	\$1,053,070
Week 46	\$788,608	\$891,012	\$1,045,453
Week 47	\$956,406	\$1,122,578	\$1,419,209
Total	\$3,200,879	\$3,681,827	\$4,554,560

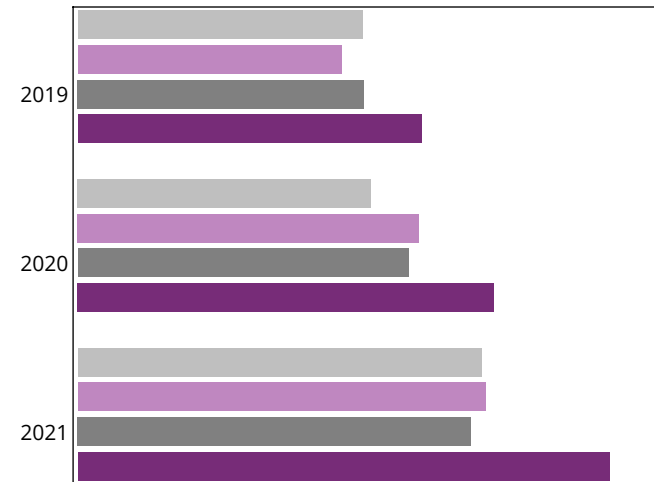
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	33,647	34,387	47,953
Week 45	30,872	39,897	49,559
Week 46	33,795	38,969	47,190
Week 47	39,730	47,780	62,877
Total	138,044	161,033	207,579

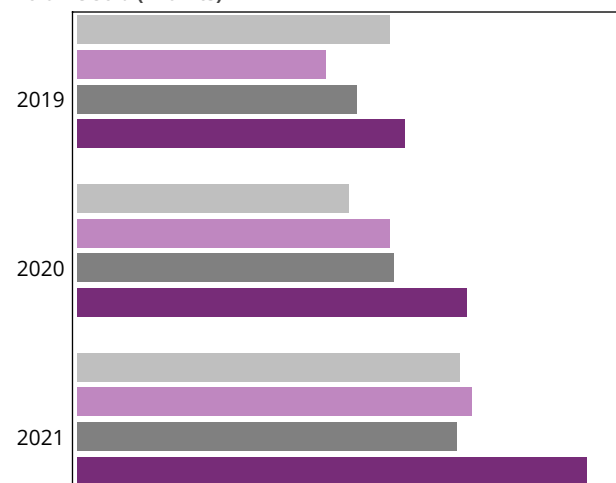
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$688,158	\$709,255	\$975,939
Week 45	\$637,506	\$825,054	\$985,581
Week 46	\$692,302	\$800,033	\$951,314
Week 47	\$831,848	\$1,006,866	\$1,285,531
Total	\$2,849,814	\$3,341,208	\$4,198,364

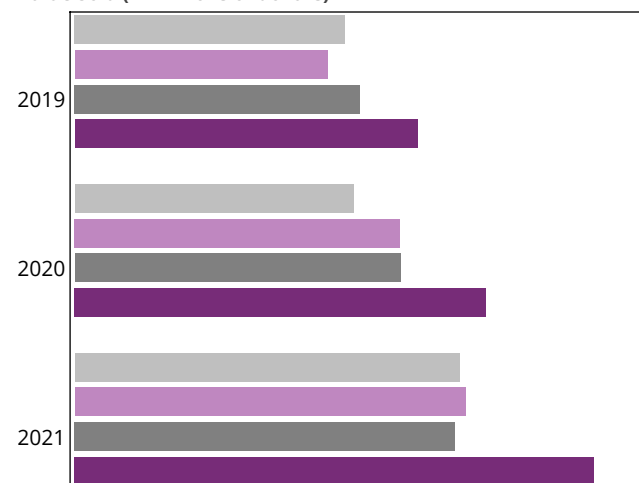
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	34,604	35,123	49,428
Week 45	32,100	40,436	51,054
Week 46	36,091	40,888	49,098
Week 47	42,363	50,332	65,856
Total	145,158	166,779	215,436

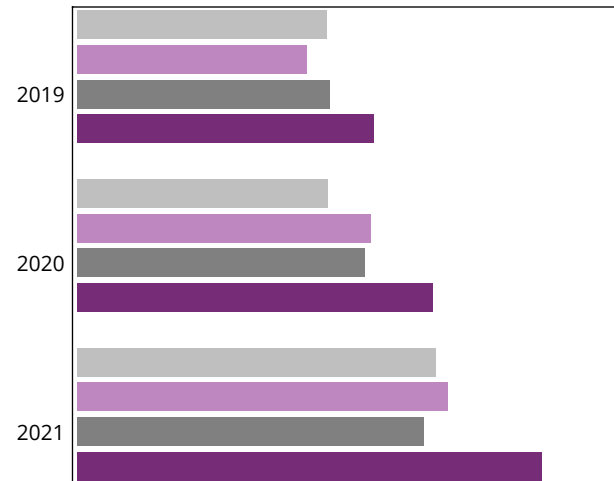
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$699,901	\$722,719	\$997,320
Week 45	\$655,301	\$842,579	\$1,012,809
Week 46	\$738,612	\$844,379	\$984,733
Week 47	\$888,652	\$1,066,079	\$1,345,893
Total	\$2,982,466	\$3,475,756	\$4,340,756

Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	32,298	32,331	46,362
Week 45	29,641	37,971	47,898
Week 46	32,711	37,237	44,811
Week 47	38,379	45,925	60,079
Total	133,029	153,464	199,150

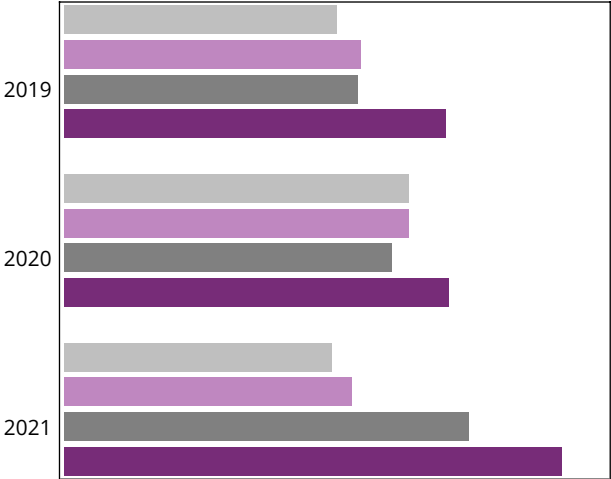
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$651,045	\$661,405	\$939,208
Week 45	\$600,972	\$779,461	\$948,945
Week 46	\$663,509	\$760,754	\$895,641
Week 47	\$789,657	\$963,418	\$1,221,420
Total	\$2,705,183	\$3,165,038	\$4,005,214

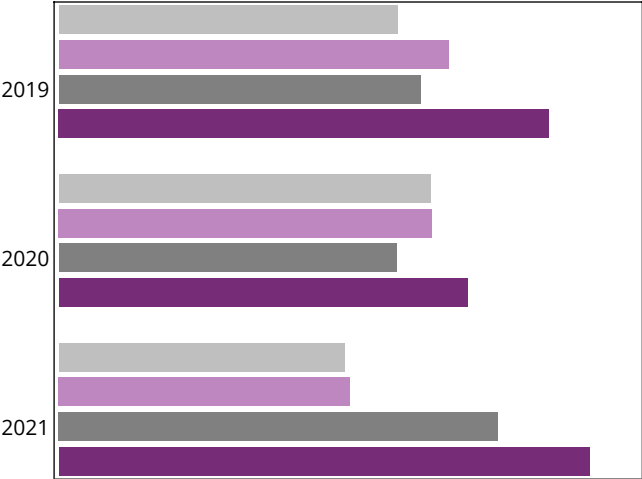
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 44	1,761	2,229	1,727
Week 45	1,920	2,229	1,860
Week 46	1,900	2,120	2,615
Week 47	2,467	2,488	3,217
Total	8,048	9,066	9,419

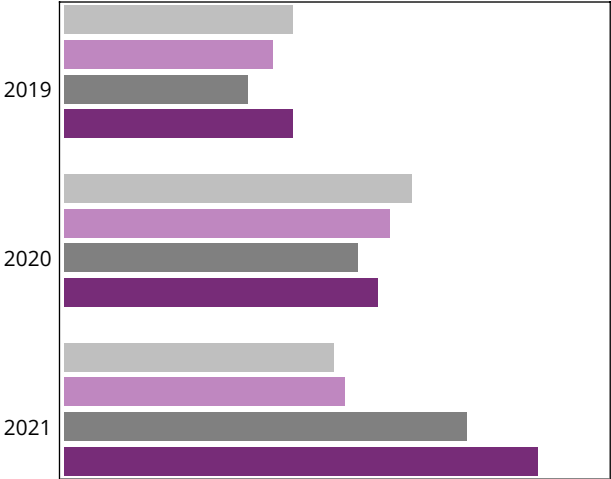
Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$46,777	\$51,368	\$39,508
Week 45	\$53,886	\$51,570	\$40,261
Week 46	\$49,997	\$46,634	\$60,719
Week 47	\$67,753	\$56,499	\$73,316
Total	\$218,413	\$206,071	\$213,804

Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 44	1,349	2,056	1,591
Week 45	1,231	1,926	1,661
Week 46	1,084	1,732	2,379
Week 47	1,351	1,855	2,798
Total	5,015	7,569	8,429

Value Sold (in millions of dollars)



	2019	2020	2021
Week 44	\$37,113	\$47,851	\$36,730
Week 45	\$36,533	\$45,593	\$36,636
Week 46	\$28,793	\$39,279	\$55,674
Week 47	\$42,191	\$43,448	\$64,111
Total	\$144,631	\$176,171	\$193,151

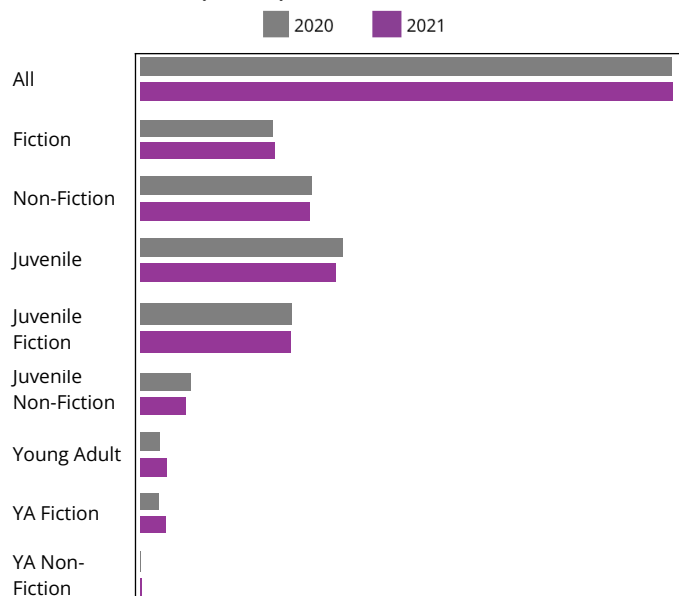
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 47	2020-11-29	2021-11-28

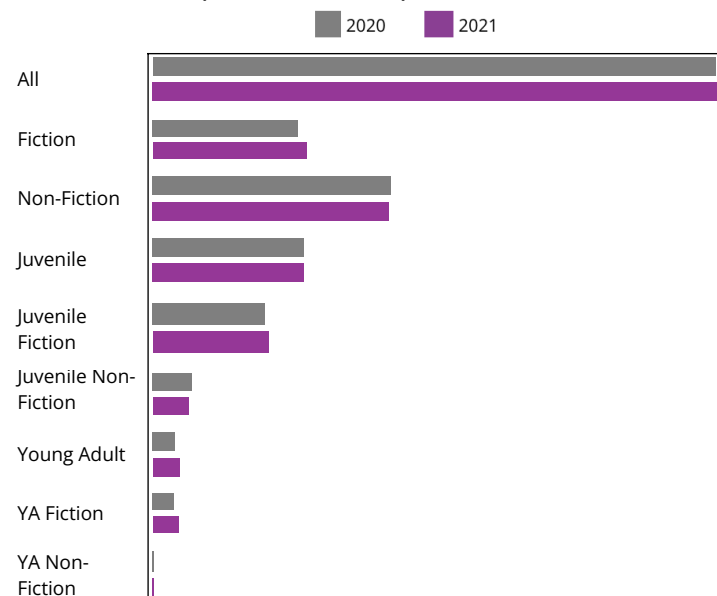
All Market

Volume Sold (in units)



	2020	2021
All	45,155,506	45,227,378
Fiction	11,235,051	11,436,694
Non-Fiction	14,587,668	14,409,492
Juvenile	17,180,131	16,651,605
Juvenile Fiction	12,880,282	12,771,060
Juvenile Non-Fiction	4,299,849	3,880,545
Young Adult (YA)	1,648,699	2,229,629
YA Fiction	1,574,634	2,143,209
YA Non-Fiction	74,065	86,420

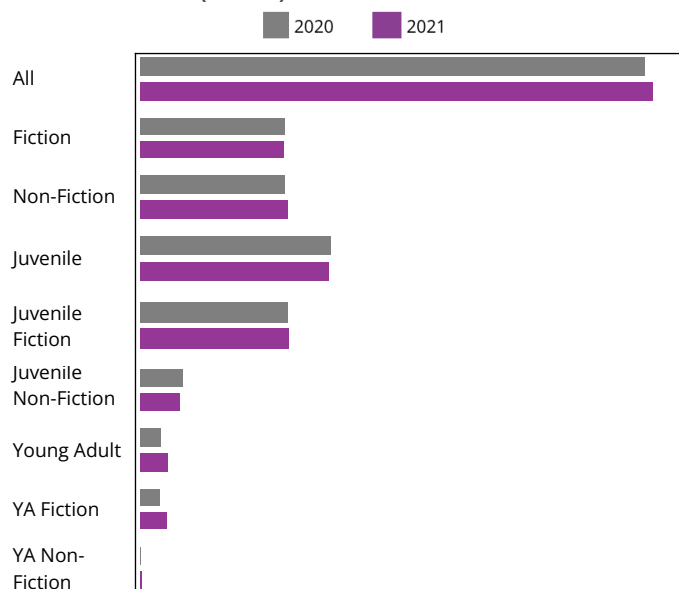
Value Sold (in millions of dollars)



	2020	2021
All	\$928,027,738	\$945,384,971
Fiction	\$239,489,078	\$253,127,524
Non-Fiction	\$392,971,530	\$389,458,299
Juvenile	\$249,755,622	\$249,693,728
Juvenile Fiction	\$185,233,903	\$190,478,973
Juvenile Non-Fiction	\$64,521,719	\$59,214,755
Young Adult (YA)	\$36,601,165	\$44,105,504
YA Fiction	\$34,880,062	\$42,131,620
YA Non-Fiction	\$1,721,103	\$1,973,885

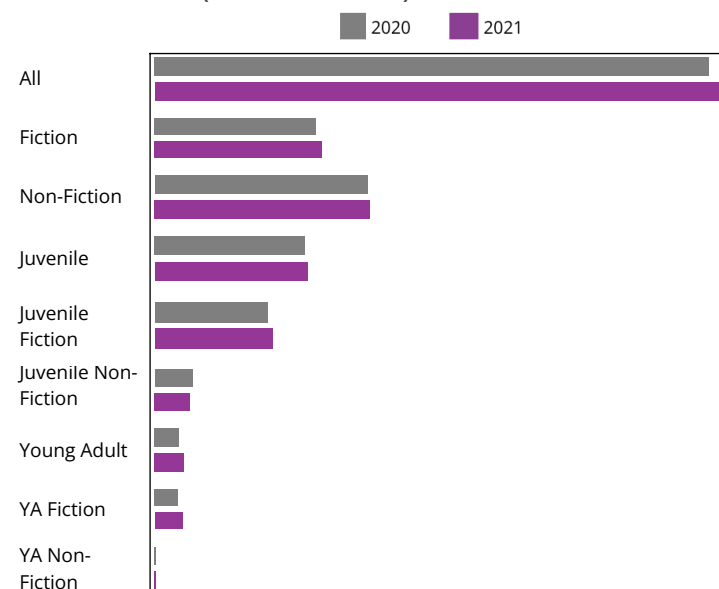
Ring Fence

Volume Sold (in units)



	2020	2021
All	36,806,567	37,390,075
Fiction	10,517,073	10,506,783
Non-Fiction	10,514,396	10,733,924
Juvenile	13,879,954	13,762,642
Juvenile Fiction	10,773,045	10,848,691
Juvenile Non-Fiction	3,106,909	2,913,951
Young Adult (YA)	1,509,813	2,011,481
YA Fiction	1,450,182	1,938,279
YA Non-Fiction	59,631	73,202

Value Sold (in millions of dollars)



	2020	2021
All	\$760,992,906	\$782,646,849
Fiction	\$221,577,544	\$229,768,473
Non-Fiction	\$292,324,728	\$295,821,402
Juvenile	\$206,248,418	\$209,740,613
Juvenile Fiction	\$154,591,682	\$161,348,776
Juvenile Non-Fiction	\$51,656,736	\$48,391,836
Young Adult (YA)	\$33,202,236	\$39,963,565
YA Fiction	\$31,803,743	\$38,266,255
YA Non-Fiction	\$1,398,494	\$1,697,309

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