

SalesData Market Report:

October 2021

Table of Contents

3	Introduction
3	Report Weeks
4	Month-to-Month Comparisons
4	All Market
5	Ring Fence Market
6	Fiction: All Market
7	Fiction: Ring Fence Market
8	Non-Fiction: All Market
9	Non-Fiction: Ring Fence Market
10	Juvenile: All Market
11	Juvenile: Ring Fence Market
12	Juvenile Fiction: All Market
13	Juvenile Fiction: Ring Fence Market
14	Juvenile Non-Fiction: All Market
15	Juvenile Non-Fiction: Ring Fence Market
16	Young Adult: All Market
17	Young Adult: Ring Fence Market
18	Young Adult Fiction: All Market
19	Young Adult Fiction: Ring Fence Market
20	Young Adult Non-Fiction: All Market
21	Young Adult Non-Fiction: Ring Fence Market
22	Year-to-Date Comparisons
24	Report Week Numbers

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 October 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.

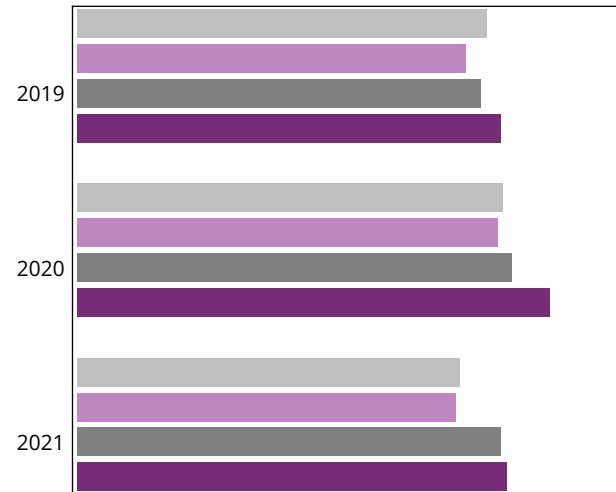
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 40	2019-10-06	2020-10-04	2021-10-10
Week 41	2019-10-13	2020-10-11	2021-10-17
Week 42	2019-10-20	2020-10-18	2021-10-24
Week 43	2019-10-27	2020-10-25	2021-10-31

Month-to-Month Comparisons

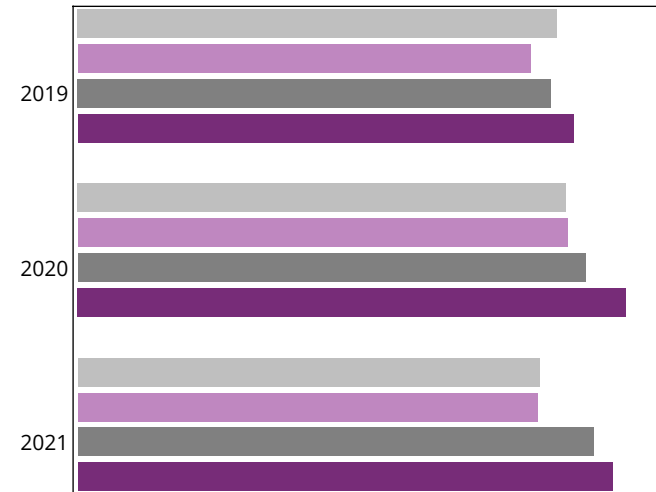
All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	983,134	1,021,836	919,353
Week 41	932,992	1,008,941	907,749
Week 42	968,273	1,043,775	1,016,829
Week 43	1,016,272	1,135,186	1,032,296
Total	3,900,671	4,209,738	3,876,227

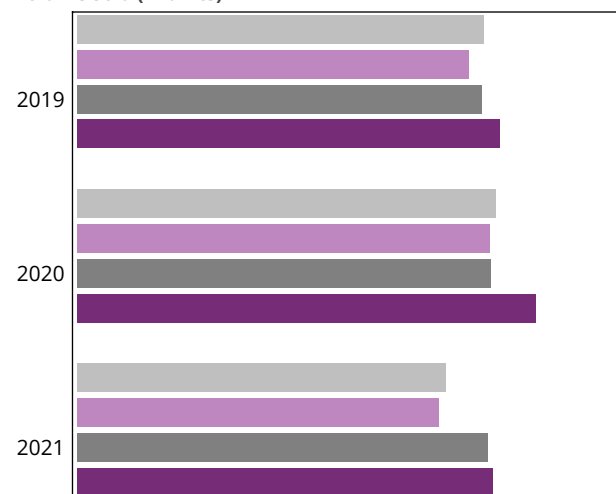
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$20,698,917	\$21,090,165	\$19,938,973
Week 41	\$19,547,860	\$21,151,731	\$19,845,667
Week 42	\$20,442,854	\$21,932,242	\$22,276,678
Week 43	\$21,402,947	\$23,682,933	\$23,102,569
Total	\$82,092,578	\$87,857,071	\$85,163,886

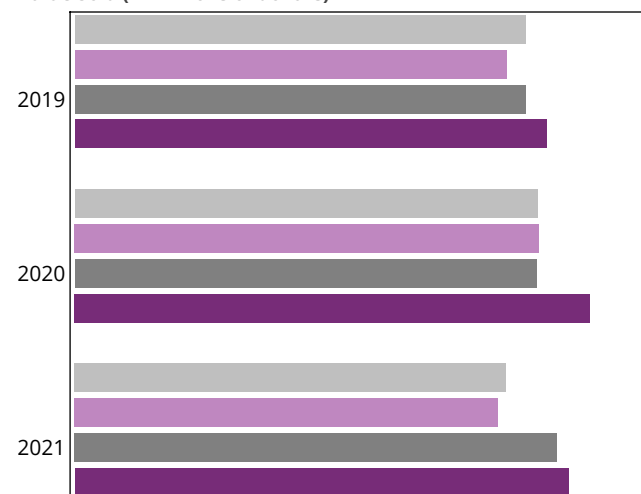
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	826,597	849,606	749,614
Week 41	794,513	838,153	733,583
Week 42	821,275	840,322	834,273
Week 43	859,426	931,870	844,084
Total	3,301,811	3,459,951	3,161,554

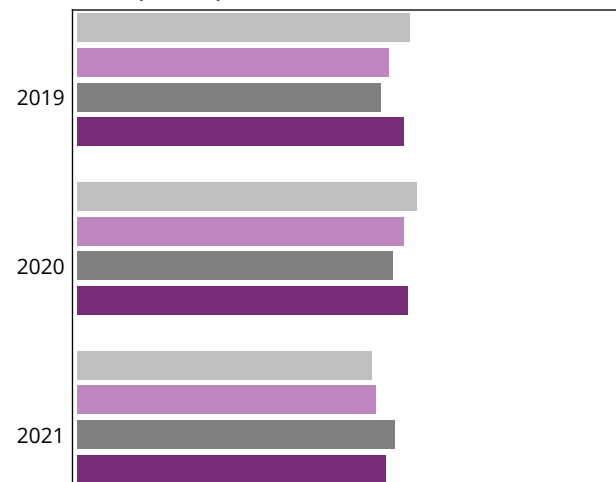
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$17,119,479	\$17,594,289	\$16,382,733
Week 41	\$16,406,216	\$17,640,230	\$16,080,070
Week 42	\$17,136,328	\$17,542,775	\$18,328,797
Week 43	\$17,923,476	\$19,583,440	\$18,774,208
Total	\$68,585,499	\$72,360,735	\$69,565,808

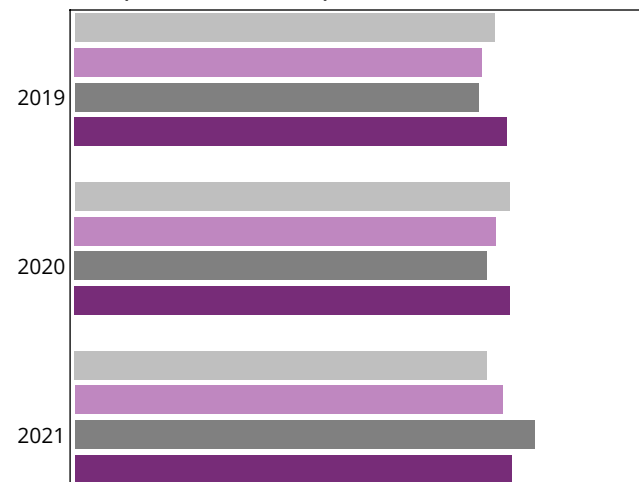
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	245,933	250,531	217,327
Week 41	230,475	241,055	220,646
Week 42	224,172	232,967	234,852
Week 43	240,969	244,032	228,066
Total	941,549	968,585	900,891

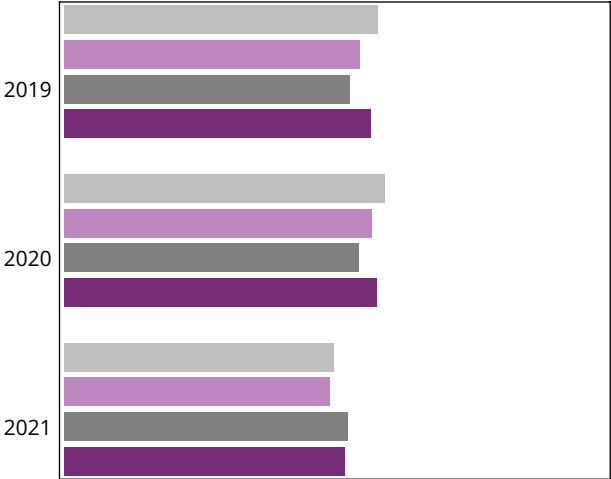
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$5,296,087	\$5,482,707	\$5,197,891
Week 41	\$5,133,998	\$5,310,339	\$5,395,578
Week 42	\$5,091,107	\$5,198,999	\$5,796,646
Week 43	\$5,449,989	\$5,487,003	\$5,507,408
Total	\$20,971,181	\$21,479,048	\$21,897,522

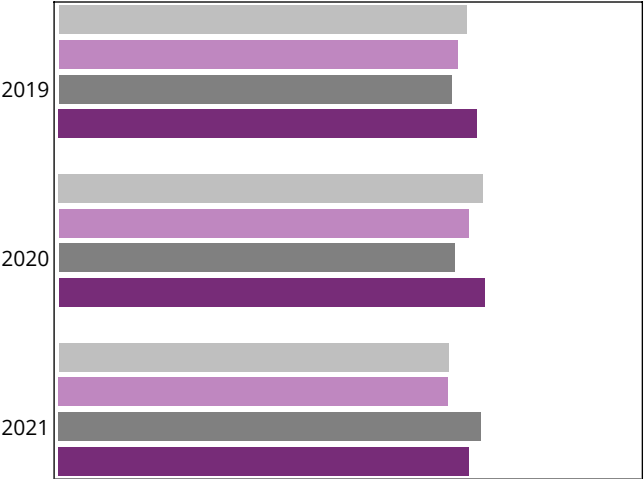
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	232,005	236,830	199,228
Week 41	218,078	227,397	195,894
Week 42	211,308	217,938	209,757
Week 43	226,251	231,059	207,561
Total	887,642	913,224	812,440

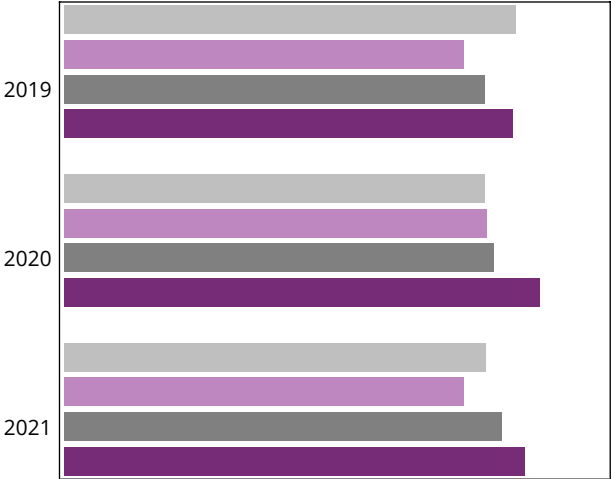
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$4,932,948	\$5,130,624	\$4,715,608
Week 41	\$4,821,805	\$4,953,550	\$4,708,967
Week 42	\$4,750,303	\$4,783,620	\$5,103,831
Week 43	\$5,056,112	\$5,144,867	\$4,958,391
Total	\$19,561,167	\$20,012,661	\$19,486,798

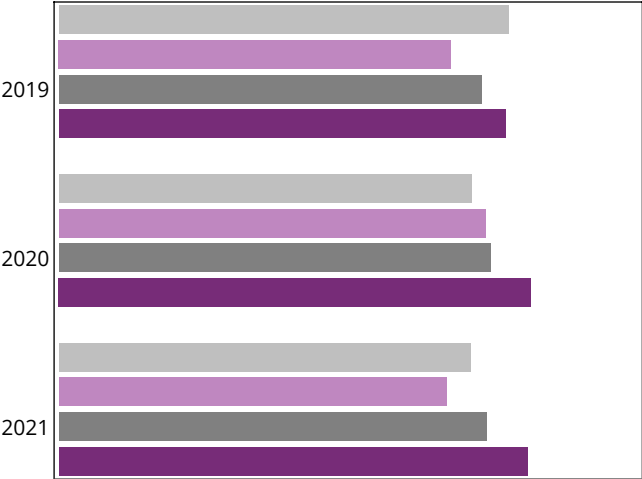
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	333,524	310,445	311,368
Week 41	295,491	312,210	295,516
Week 42	310,796	317,703	322,901
Week 43	331,397	351,106	339,997
Total	1,271,208	1,291,464	1,269,782

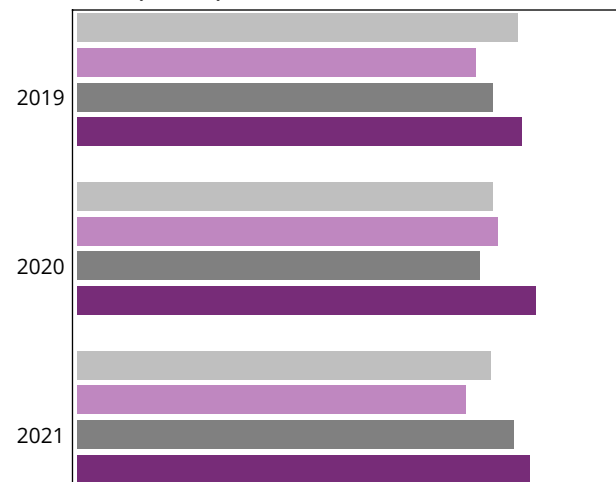
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$9,322,545	\$8,557,220	\$8,534,970
Week 41	\$8,128,537	\$8,842,929	\$8,041,034
Week 42	\$8,757,381	\$8,946,736	\$8,861,670
Week 43	\$9,263,232	\$9,784,867	\$9,713,865
Total	\$35,471,695	\$36,131,752	\$35,151,539

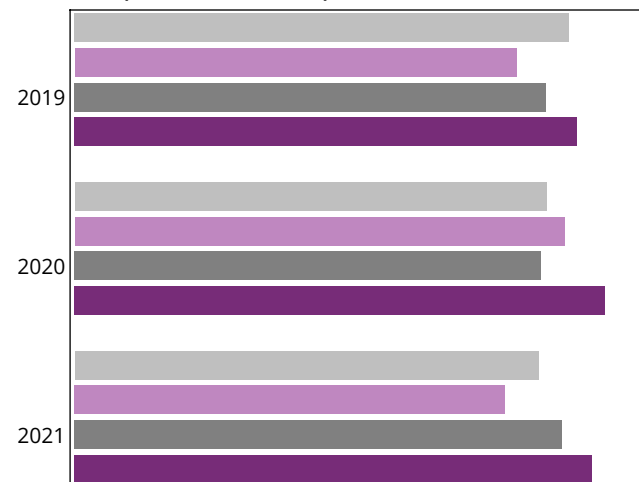
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	244,373	230,459	228,886
Week 41	220,722	232,958	215,097
Week 42	230,098	222,982	242,027
Week 43	246,508	254,157	250,811
Total	941,701	940,556	936,821

Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$6,830,007	\$6,522,500	\$6,405,743
Week 41	\$6,106,890	\$6,769,374	\$5,947,251
Week 42	\$6,510,813	\$6,440,980	\$6,731,430
Week 43	\$6,939,815	\$7,325,963	\$7,146,581
Total	\$26,387,525	\$27,058,817	\$26,231,005

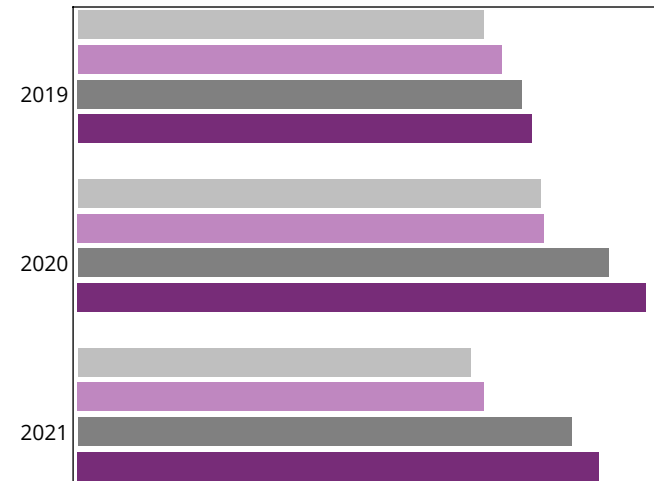
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	364,232	415,105	337,183
Week 41	369,233	414,057	337,882
Week 42	390,077	453,236	402,358
Week 43	403,880	494,590	412,023
Total	1,527,422	1,776,988	1,489,446

Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$5,324,139	\$6,075,793	\$5,156,752
Week 41	\$5,566,103	\$6,123,445	\$5,333,189
Week 42	\$5,830,046	\$6,966,972	\$6,484,947
Week 43	\$5,957,066	\$7,460,127	\$6,842,847
Total	\$22,677,353	\$26,626,336	\$23,817,736

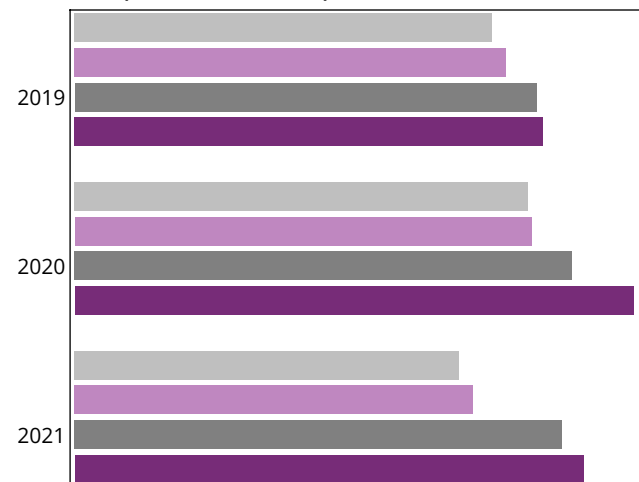
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	315,490	342,806	273,870
Week 41	322,437	340,797	275,406
Week 42	340,897	363,776	331,952
Week 43	350,760	406,754	338,327
Total	1,329,584	1,454,133	1,219,555

Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$4,686,702	\$5,086,628	\$4,315,156
Week 41	\$4,840,689	\$5,128,918	\$4,473,697
Week 42	\$5,181,580	\$5,580,784	\$5,473,016
Week 43	\$5,259,727	\$6,276,032	\$5,709,834
Total	\$19,968,698	\$22,072,361	\$19,971,703

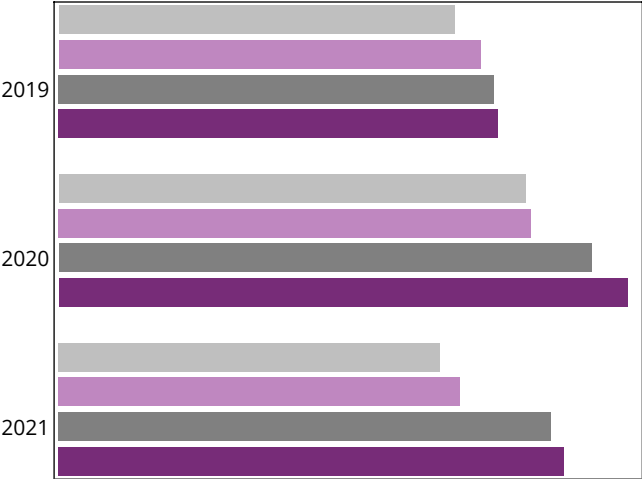
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	279,456	327,378	256,416
Week 41	286,783	326,351	259,516
Week 42	300,766	354,949	309,089
Week 43	308,084	386,040	312,903
Total	1,175,089	1,394,718	1,137,924

Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$4,035,057	\$4,759,214	\$3,884,909
Week 41	\$4,301,120	\$4,813,470	\$4,088,512
Week 42	\$4,436,784	\$5,430,570	\$5,017,459
Week 43	\$4,476,109	\$5,794,743	\$5,148,680
Total	\$17,249,070	\$20,797,997	\$18,139,560

Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	247,596	278,767	214,637
Week 41	255,420	275,153	218,841
Week 42	268,749	295,043	264,345
Week 43	273,478	327,664	265,694
Total	1,045,243	1,176,627	963,517

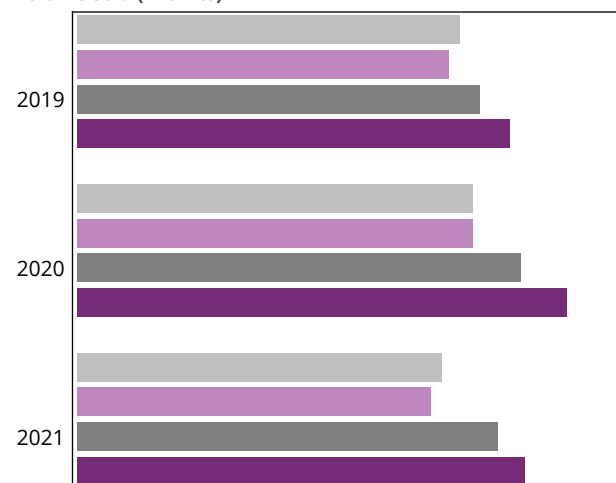
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$3,589,449	\$4,042,355	\$3,290,627
Week 41	\$3,754,220	\$4,062,884	\$3,481,611
Week 42	\$3,983,616	\$4,415,302	\$4,304,960
Week 43	\$3,994,137	\$4,930,202	\$4,328,868
Total	\$15,321,422	\$17,450,743	\$15,406,067

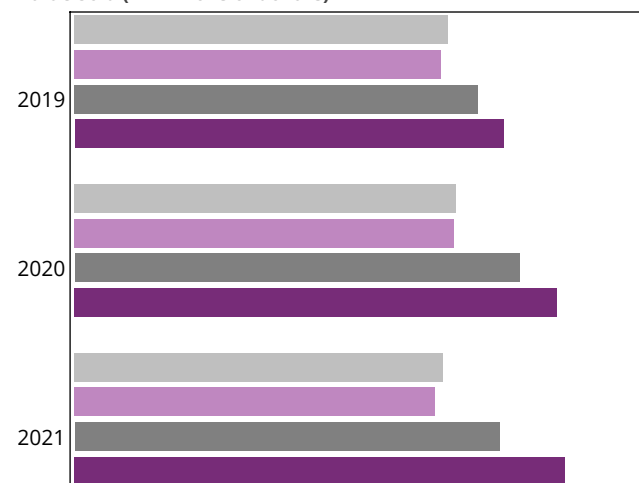
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	84,776	87,727	80,767
Week 41	82,450	87,706	78,366
Week 42	89,311	98,287	93,269
Week 43	95,796	108,550	99,120
Total	352,333	382,270	351,522

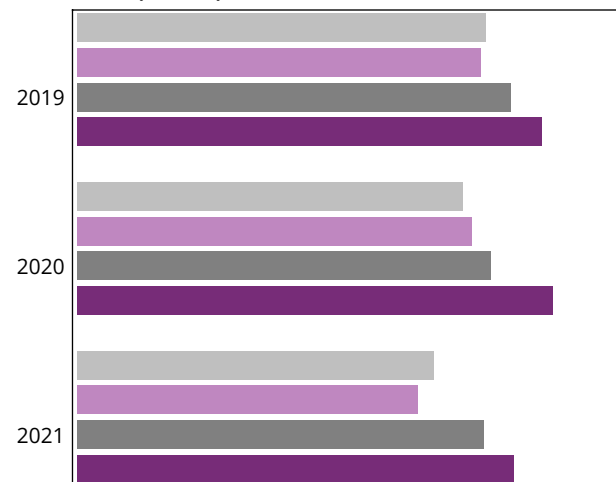
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$1,289,082	\$1,316,579	\$1,271,843
Week 41	\$1,264,982	\$1,309,974	\$1,244,677
Week 42	\$1,393,262	\$1,536,402	\$1,467,488
Week 43	\$1,480,957	\$1,665,384	\$1,694,168
Total	\$5,428,284	\$5,828,339	\$5,678,176

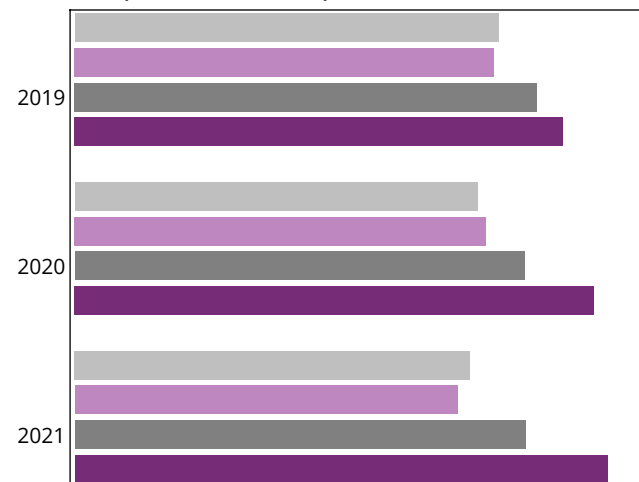
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	67,894	64,039	59,233
Week 41	67,017	65,644	56,565
Week 42	72,148	68,733	67,607
Week 43	77,282	79,090	72,633
Total	284,341	277,506	256,038

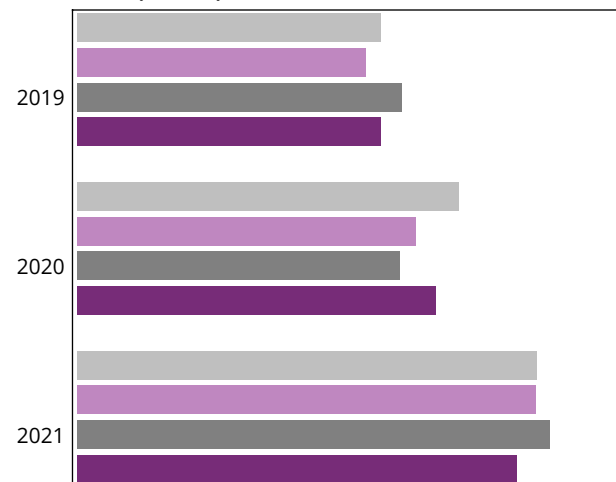
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$1,097,253	\$1,044,274	\$1,024,529
Week 41	\$1,086,469	\$1,066,034	\$992,086
Week 42	\$1,197,964	\$1,165,482	\$1,168,055
Week 43	\$1,265,590	\$1,345,830	\$1,380,966
Total	\$4,647,276	\$4,621,619	\$4,565,636

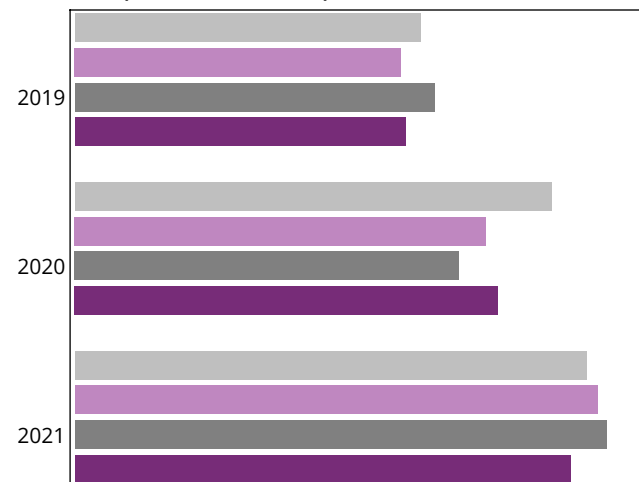
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	28,015	35,265	42,486
Week 41	26,605	31,258	42,379
Week 42	29,951	29,779	43,610
Week 43	28,021	33,154	40,612
Total	112,592	129,456	169,087

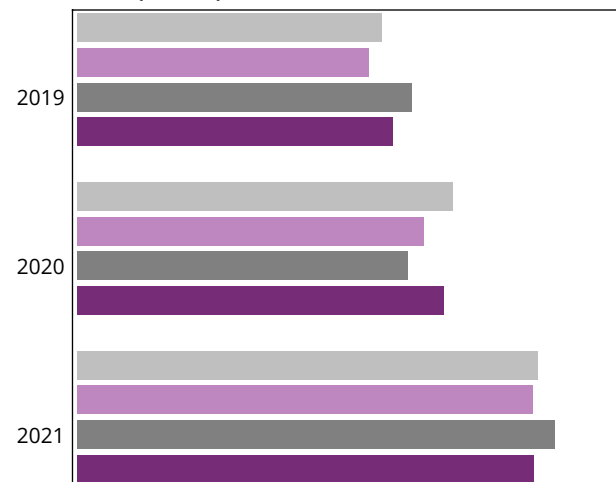
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$567,365	\$781,970	\$839,571
Week 41	\$535,462	\$674,673	\$858,066
Week 42	\$590,227	\$630,571	\$872,496
Week 43	\$543,207	\$694,263	\$813,625
Total	\$2,236,262	\$2,781,477	\$3,383,758

Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	25,348	31,246	38,320
Week 41	24,203	28,786	37,899
Week 42	27,769	27,483	39,723
Week 43	26,265	30,460	37,938
Total	103,585	117,975	153,880

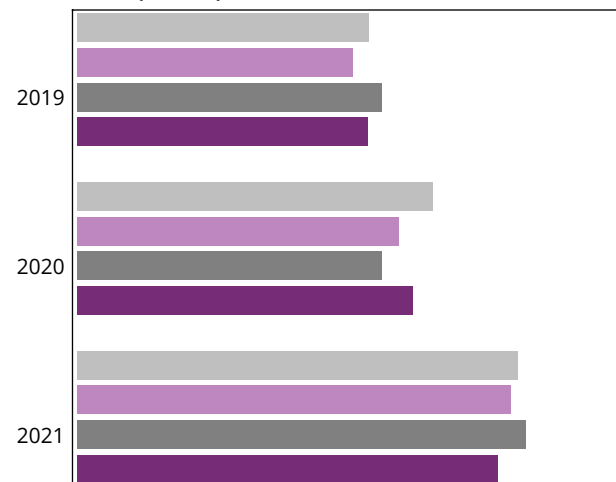
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$507,942	\$689,820	\$760,413
Week 41	\$481,665	\$616,615	\$762,946
Week 42	\$546,861	\$571,439	\$792,891
Week 43	\$507,191	\$627,236	\$763,044
Total	\$2,043,659	\$2,505,111	\$3,079,295

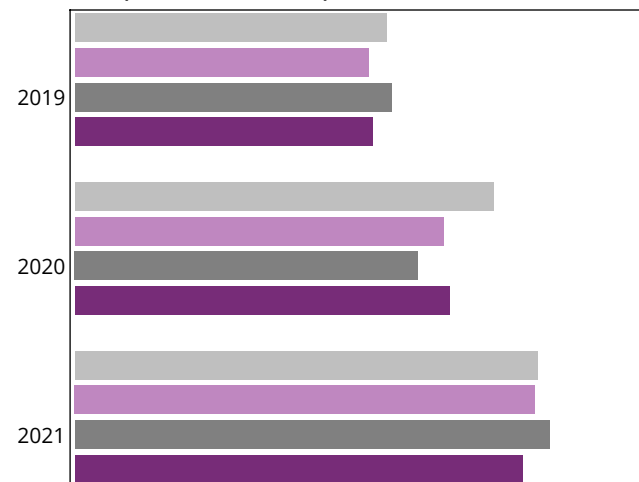
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	26,888	32,835	40,719
Week 41	25,468	29,652	40,050
Week 42	28,112	28,123	41,440
Week 43	26,825	31,021	38,883
Total	107,293	121,631	161,092

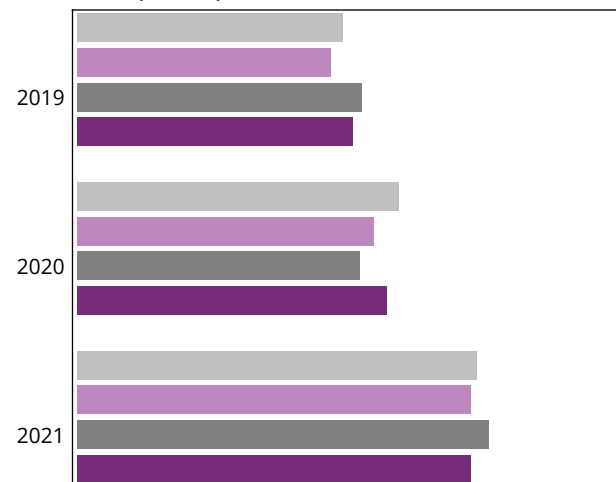
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$538,302	\$723,061	\$799,111
Week 41	\$507,051	\$636,733	\$794,918
Week 42	\$547,270	\$592,769	\$820,170
Week 43	\$514,476	\$647,416	\$773,798
Total	\$2,107,098	\$2,599,978	\$3,187,997

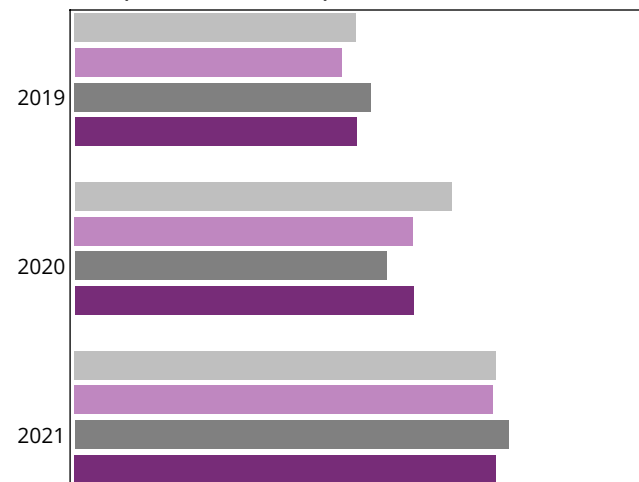
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	24,535	29,677	36,921
Week 41	23,382	27,405	36,372
Week 42	26,285	26,060	37,972
Week 43	25,424	28,560	36,384
Total	99,626	111,702	147,649

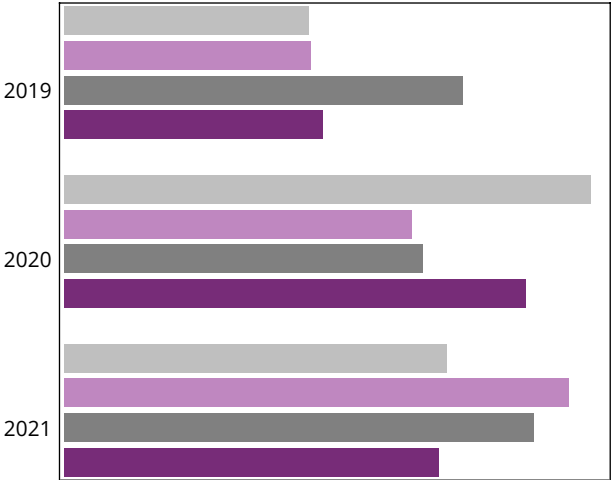
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$486,056	\$651,120	\$727,552
Week 41	\$460,881	\$584,018	\$722,256
Week 42	\$511,929	\$538,345	\$749,540
Week 43	\$486,493	\$585,181	\$727,279
Total	\$1,945,359	\$2,358,663	\$2,926,627

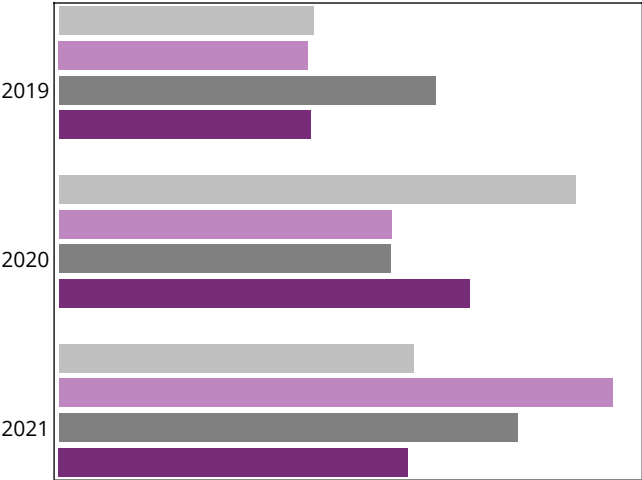
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 40	1,127	2,430	1,767
Week 41	1,137	1,606	2,329
Week 42	1,839	1,656	2,170
Week 43	1,196	2,133	1,729
Total	5,299	7,825	7,995

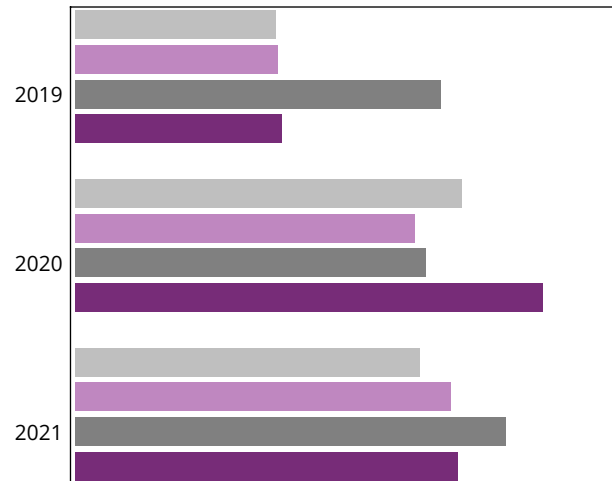
Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$29,063	\$58,909	\$40,460
Week 41	\$28,411	\$37,940	\$63,149
Week 42	\$42,957	\$37,802	\$52,326
Week 43	\$28,732	\$46,847	\$39,826
Total	\$129,164	\$181,498	\$195,761

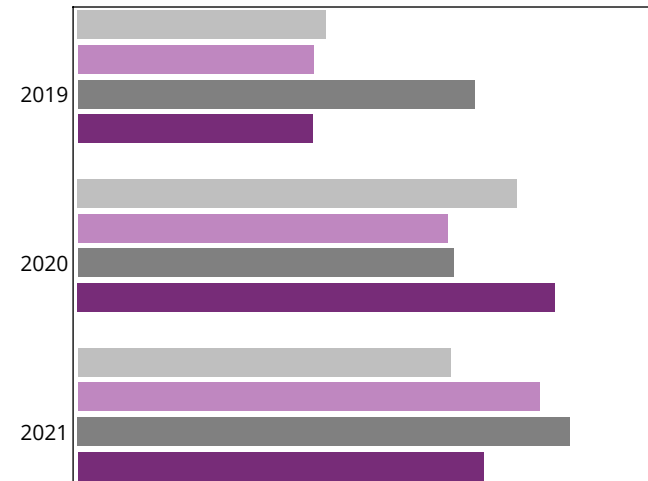
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 40	813	1,569	1,399
Week 41	821	1,381	1,527
Week 42	1,484	1,423	1,751
Week 43	841	1,900	1,554
Total	3,959	6,273	6,231

Value Sold (in millions of dollars)



	2019	2020	2021
Week 40	\$21,886	\$38,701	\$32,861
Week 41	\$20,783	\$32,598	\$40,690
Week 42	\$34,932	\$33,094	\$43,351
Week 43	\$20,698	\$42,055	\$35,765
Total	\$98,299	\$146,447	\$152,668

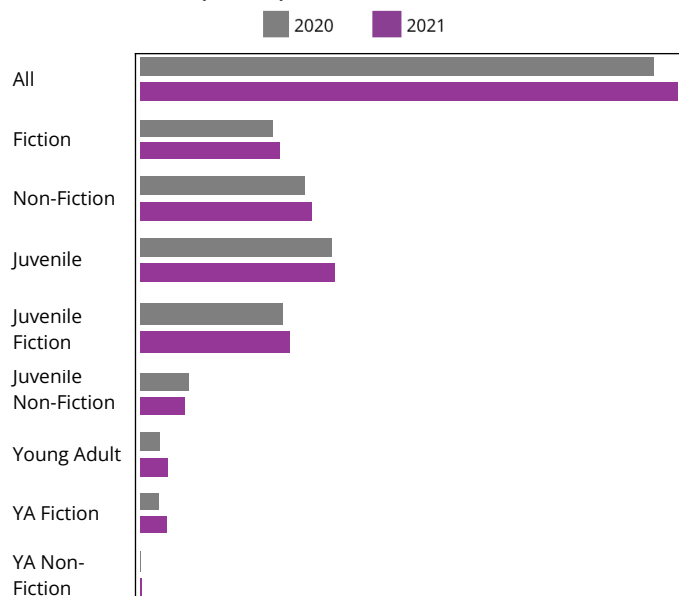
Year-to-Date Comparisons

Week-ending dates:

	2020	2021
Week 43	2020-10-25	2021-10-31

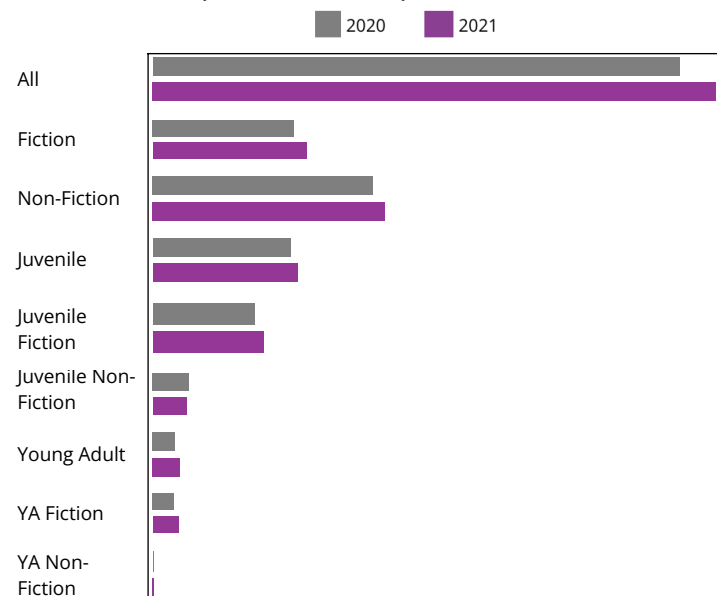
All Market

Volume Sold (in units)



	2020	2021
All	37,951,906	39,723,633
Fiction	9,787,336	10,309,065
Non-Fiction	12,180,130	12,641,977
Juvenile	14,121,068	14,335,147
Juvenile Fiction	10,563,652	11,064,687
Juvenile Non-Fiction	3,557,416	3,270,460
Young Adult (YA)	1,441,241	2,008,410
YA Fiction	1,378,626	1,927,506
YA Non-Fiction	62,615	80,904

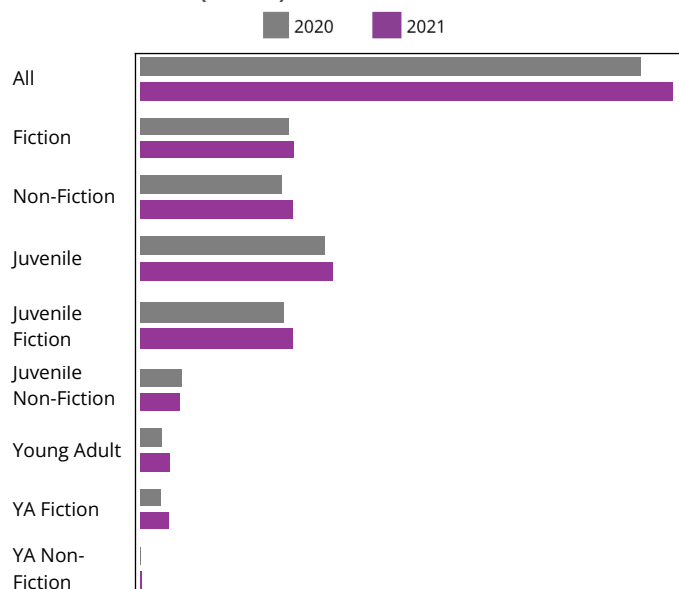
Value Sold (in millions of dollars)



	2020	2021
All	\$768,530,423	\$822,386,134
Fiction	\$206,361,495	\$224,645,484
Non-Fiction	\$321,289,314	\$339,123,282
Juvenile	\$201,214,881	\$211,272,409
Juvenile Fiction	\$148,631,435	\$161,839,802
Juvenile Non-Fiction	\$52,583,446	\$49,432,607
Young Adult (YA)	\$32,202,715	\$39,563,484
YA Fiction	\$30,743,337	\$37,713,372
YA Non-Fiction	\$1,459,378	\$1,850,113

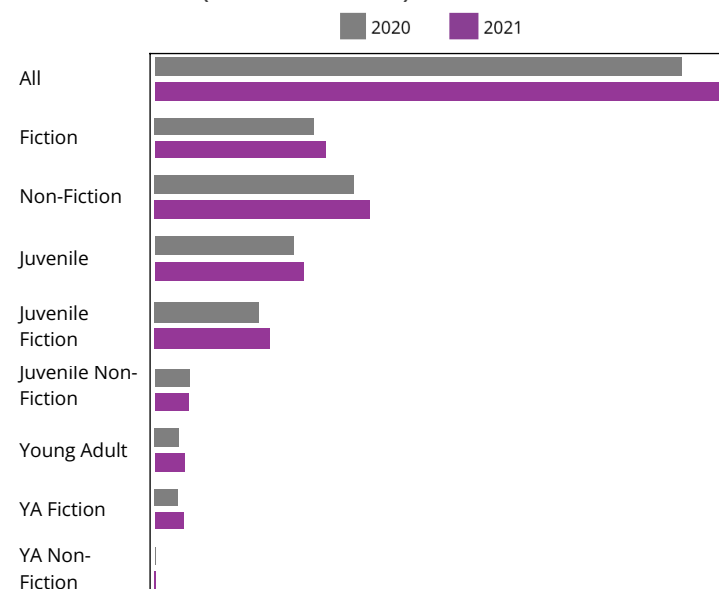
Ring Fence

Volume Sold (in units)



	2020	2021
All	30,990,370	32,982,133
Fiction	9,165,439	9,503,746
Non-Fiction	8,761,699	9,447,100
Juvenile	11,422,414	11,907,620
Juvenile Fiction	8,868,445	9,443,116
Juvenile Non-Fiction	2,553,969	2,464,504
Young Adult (YA)	1,318,637	1,807,078
YA Fiction	1,268,708	1,738,501
YA Non-Fiction	49,929	68,577

Value Sold (in millions of dollars)



	2020	2021
All	\$632,459,304	\$684,274,860
Fiction	\$191,125,037	\$204,957,977
Non-Fiction	\$239,164,071	\$258,521,263
Juvenile	\$166,797,565	\$178,709,752
Juvenile Fiction	\$125,047,016	\$138,265,585
Juvenile Non-Fiction	\$41,750,549	\$40,444,166
Young Adult (YA)	\$29,182,488	\$35,779,994
YA Fiction	\$28,009,668	\$34,188,117
YA Non-Fiction	\$1,172,819	\$1,591,877

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