

SalesData Market Report: September 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 September 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.

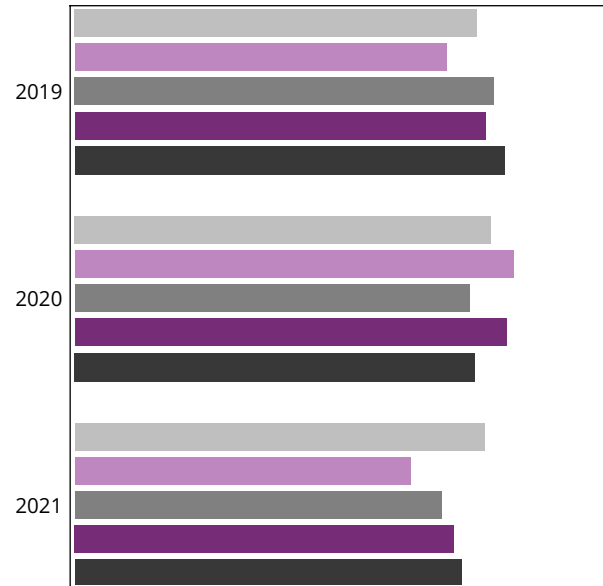
The specific week-ending dates used in this month's report are as follows:

	2019	2020	2021
Week 35	2019-09-01	2020-08-30	2021-09-05
Week 36	2019-09-08	2020-09-06	2021-09-12
Week 37	2019-09-15	2020-09-13	2021-09-19
Week 38	2019-09-22	2020-09-20	2021-09-26
Week 39	2019-09-29	2020-09-27	2021-10-03

Month-to-Month Comparisons

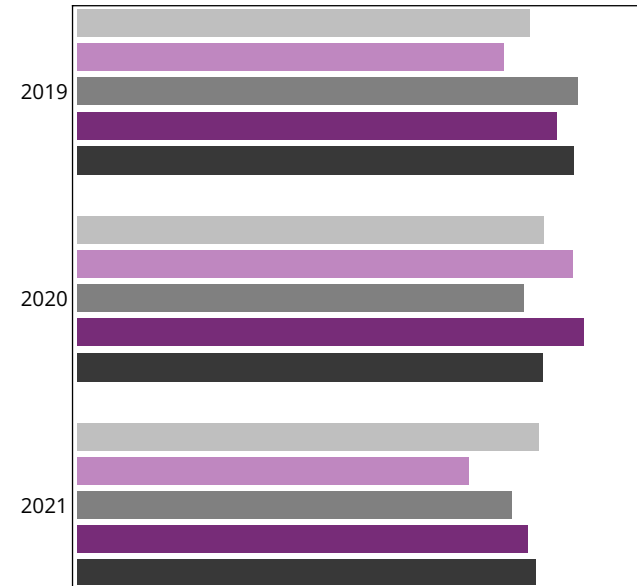
All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	982,222	1,016,566	1,000,348
Week 36	908,014	1,071,063	819,659
Week 37	1,024,186	963,334	895,368
Week 38	1,002,559	1,053,727	925,997
Week 39	1,049,547	977,196	944,823
Total	4,966,528	5,081,886	4,586,195

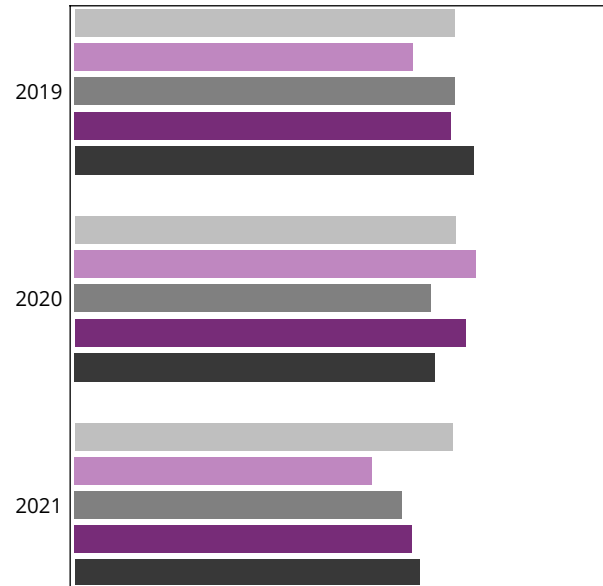
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$19,879,061	\$20,484,966	\$20,280,295
Week 36	\$18,725,371	\$21,748,523	\$17,185,093
Week 37	\$21,986,641	\$19,602,615	\$19,092,004
Week 38	\$21,076,777	\$22,252,091	\$19,775,924
Week 39	\$21,811,806	\$20,455,640	\$20,124,618
Total	\$103,479,655	\$104,543,834	\$96,457,935

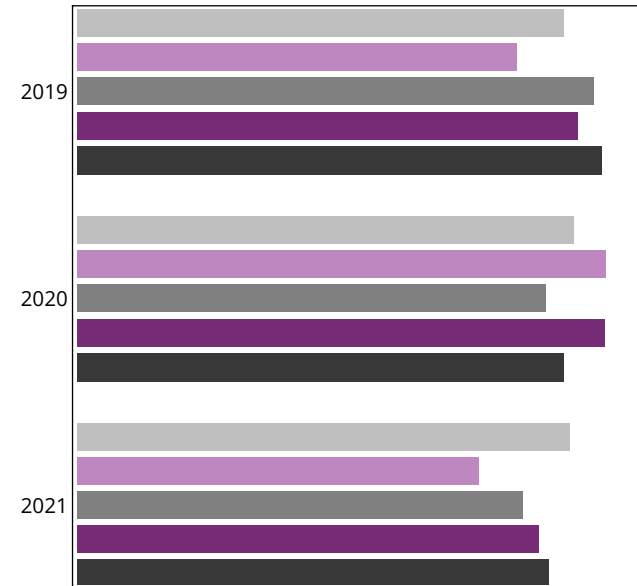
Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	855,605	857,667	851,198
Week 36	762,690	904,378	669,941
Week 37	857,234	802,868	737,419
Week 38	848,251	880,884	759,996
Week 39	899,361	812,393	777,632
Total	4,223,141	4,258,190	3,796,186

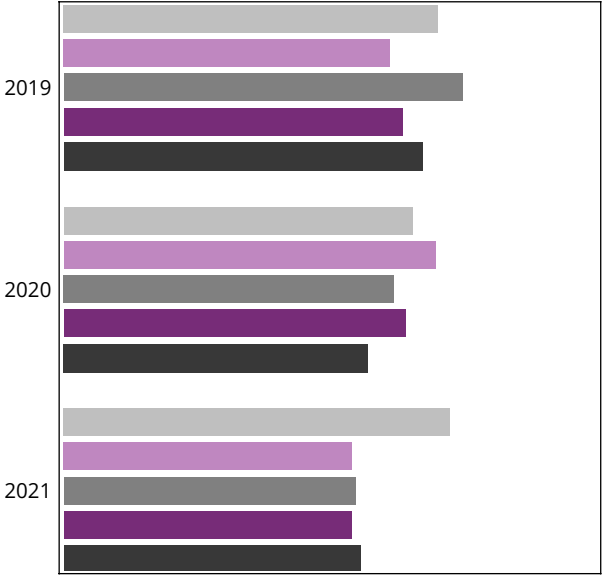
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$17,095,535	\$17,459,884	\$17,312,694
Week 36	\$15,454,596	\$18,553,551	\$14,118,742
Week 37	\$18,142,844	\$16,472,831	\$15,666,957
Week 38	\$17,572,680	\$18,527,302	\$16,208,508
Week 39	\$18,440,452	\$17,107,106	\$16,581,164
Total	\$86,706,106	\$88,120,673	\$79,888,065

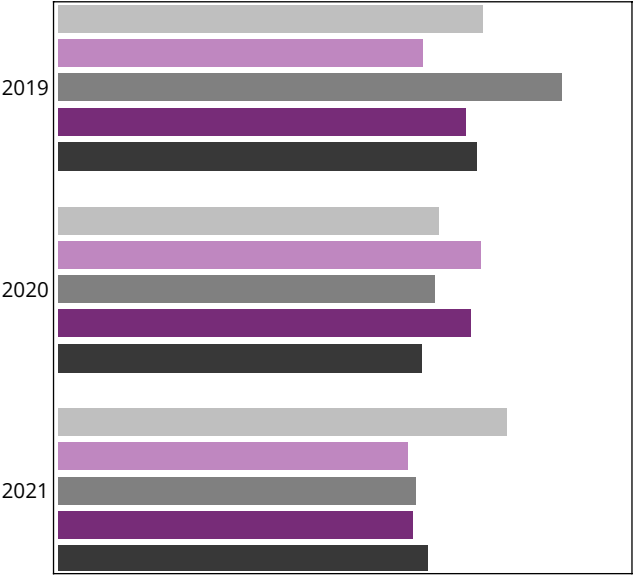
Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	281,112	261,981	290,202
Week 36	245,032	279,187	216,434
Week 37	299,648	248,128	219,045
Week 38	254,425	256,898	216,037
Week 39	269,644	228,528	222,818
Total	1,349,861	1,274,722	1,164,536

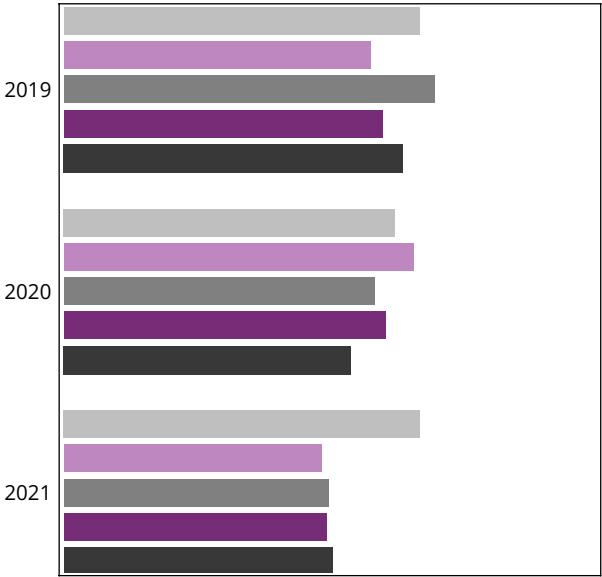
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$5,961,002	\$5,348,006	\$6,299,482
Week 36	\$5,117,898	\$5,944,744	\$4,918,450
Week 37	\$7,074,782	\$5,291,730	\$5,028,201
Week 38	\$5,729,154	\$5,796,534	\$4,979,275
Week 39	\$5,882,669	\$5,102,160	\$5,195,657
Total	\$29,765,506	\$27,483,174	\$26,421,065

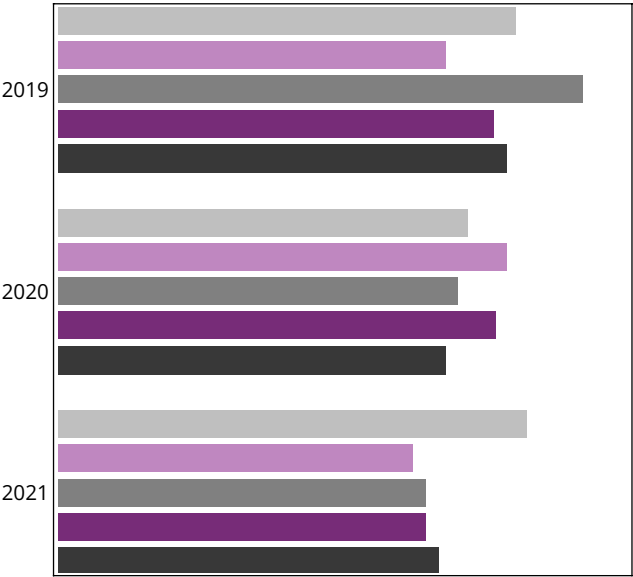
Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	267,143	248,794	267,580
Week 36	230,619	262,977	193,853
Week 37	278,403	233,312	198,907
Week 38	239,534	241,945	197,270
Week 39	255,013	215,919	202,007
Total	1,270,712	1,202,947	1,059,617

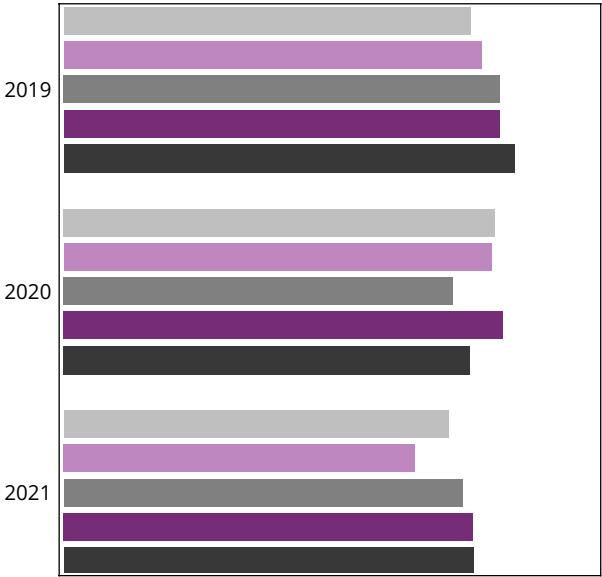
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$5,623,084	\$5,037,288	\$5,757,816
Week 36	\$4,761,991	\$5,519,065	\$4,364,836
Week 37	\$6,456,113	\$4,915,577	\$4,524,989
Week 38	\$5,354,439	\$5,375,866	\$4,514,527
Week 39	\$5,516,060	\$4,768,280	\$4,673,844
Total	\$27,711,687	\$25,616,076	\$23,836,013

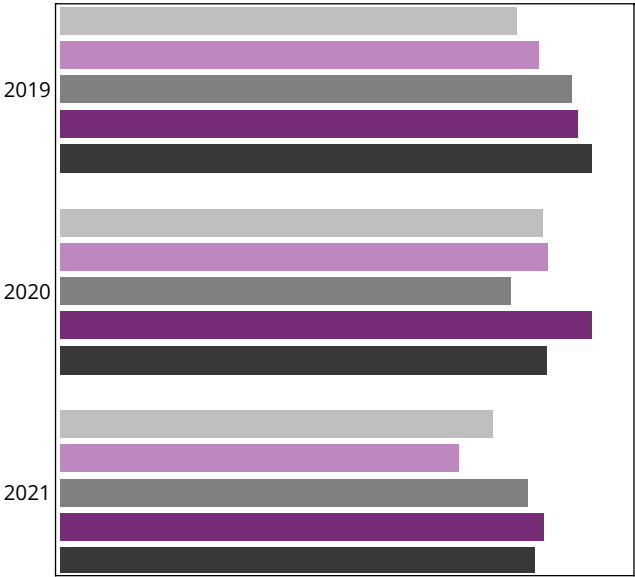
Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	305,649	324,014	289,239
Week 36	313,779	321,282	263,902
Week 37	327,830	292,560	299,675
Week 38	327,303	329,912	307,391
Week 39	338,570	305,148	307,736
Total	1,613,131	1,572,916	1,467,943

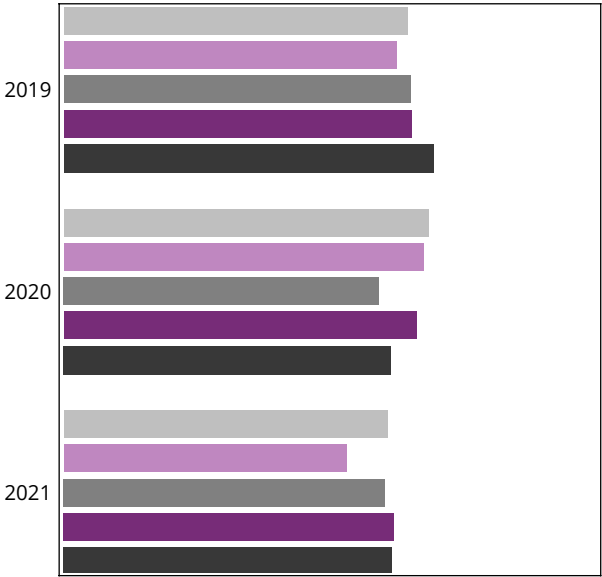
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$8,020,806	\$8,475,107	\$7,593,204
Week 36	\$8,414,405	\$8,566,885	\$6,994,102
Week 37	\$8,990,948	\$7,913,568	\$8,220,309
Week 38	\$9,096,177	\$9,343,629	\$8,499,664
Week 39	\$9,342,253	\$8,548,745	\$8,342,225
Total	\$43,864,590	\$42,847,934	\$39,649,505

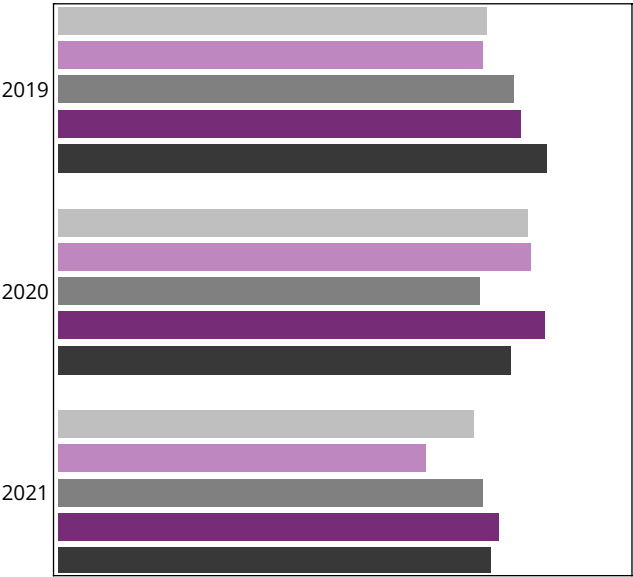
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	237,636	252,153	223,568
Week 36	229,877	248,579	195,406
Week 37	239,572	217,721	222,105
Week 38	240,161	243,859	228,270
Week 39	255,422	226,243	226,703
Total	1,202,668	1,188,555	1,096,052

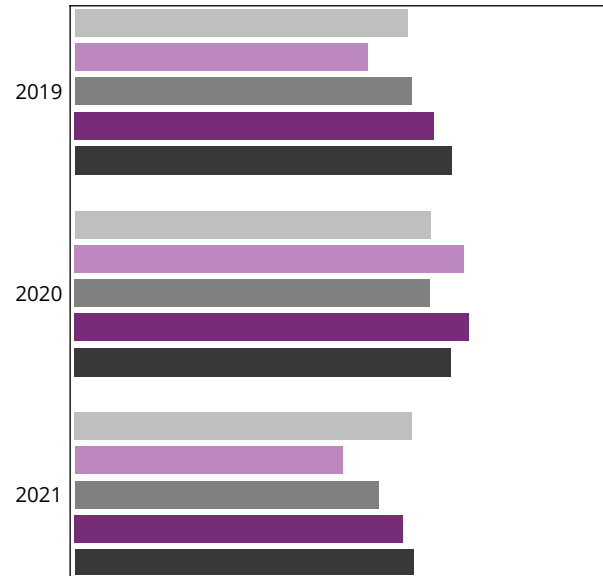
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$6,192,989	\$6,781,538	\$5,999,240
Week 36	\$6,138,005	\$6,836,336	\$5,309,496
Week 37	\$6,582,741	\$6,089,901	\$6,141,880
Week 38	\$6,689,330	\$7,028,492	\$6,361,571
Week 39	\$7,056,643	\$6,539,897	\$6,245,999
Total	\$32,659,709	\$33,276,165	\$30,058,187

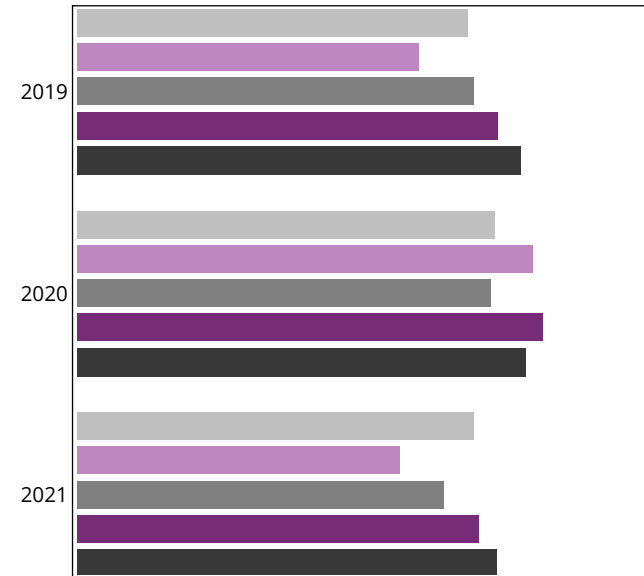
Juvenile: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	352,194	376,272	356,830
Week 36	309,845	412,139	283,395
Week 37	356,350	375,968	321,267
Week 38	380,174	417,258	347,182
Week 39	398,803	398,173	358,319
Total	1,797,366	1,979,810	1,666,993

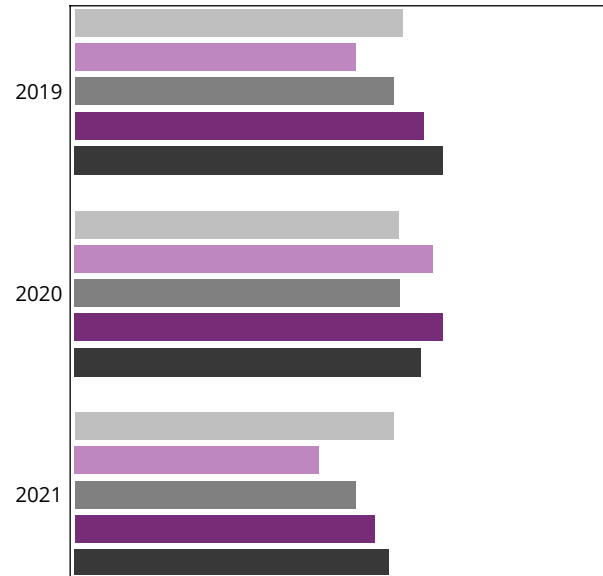
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$5,097,522	\$5,442,651	\$5,180,403
Week 36	\$4,454,912	\$5,945,145	\$4,208,380
Week 37	\$5,171,289	\$5,392,747	\$4,780,858
Week 38	\$5,485,809	\$6,068,656	\$5,234,095
Week 39	\$5,781,826	\$5,853,300	\$5,476,491
Total	\$25,991,359	\$28,702,499	\$24,880,227

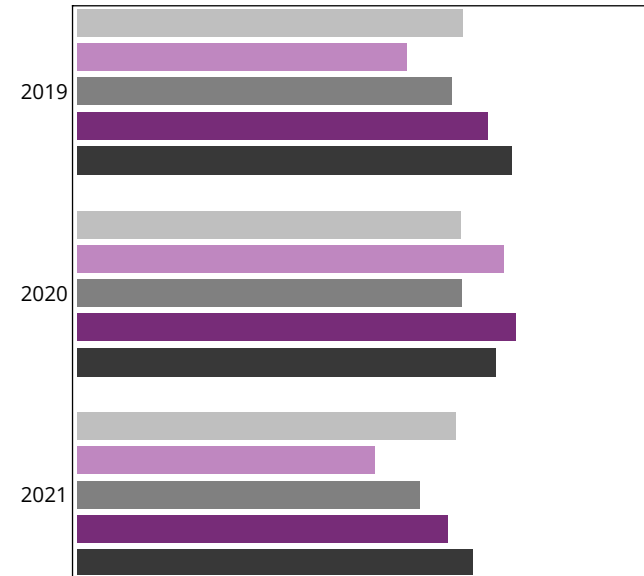
Juvenile: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	312,353	308,254	303,464
Week 36	267,281	341,091	232,731
Week 37	303,405	309,703	267,400
Week 38	332,503	350,952	285,424
Week 39	350,762	329,832	299,537
Total	1,566,304	1,639,832	1,388,556

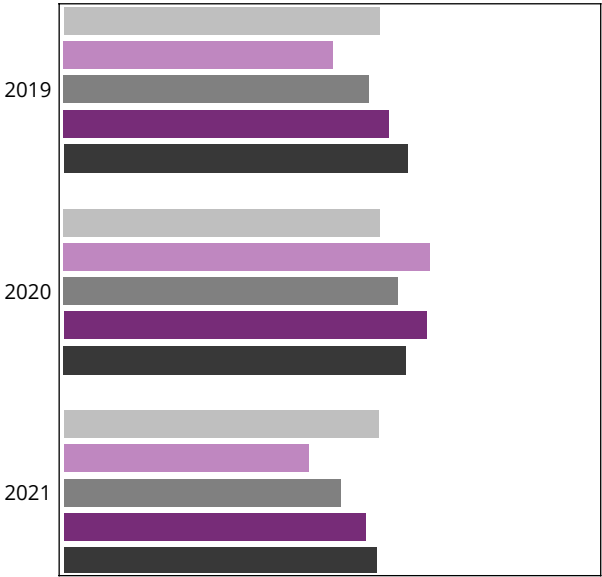
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$4,555,890	\$4,530,769	\$4,470,972
Week 36	\$3,892,299	\$5,034,630	\$3,515,917
Week 37	\$4,428,965	\$4,538,429	\$4,045,534
Week 38	\$4,846,461	\$5,183,653	\$4,374,438
Week 39	\$5,140,061	\$4,943,618	\$4,670,873
Total	\$22,863,676	\$24,231,099	\$21,077,733

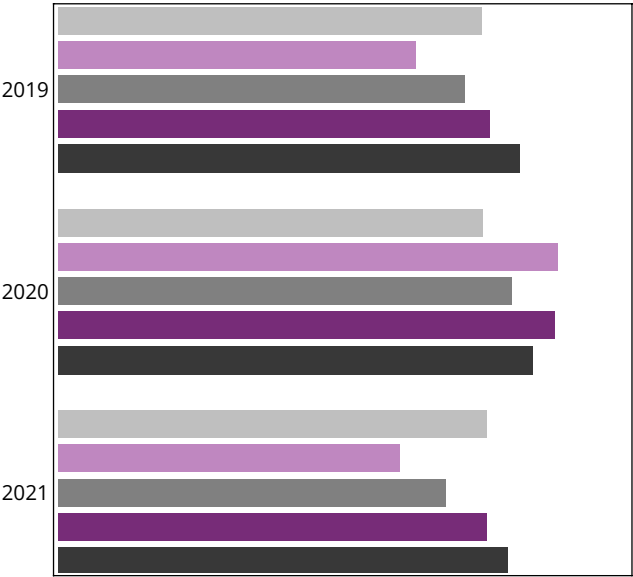
Juvenile Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	276,576	276,820	275,799
Week 36	235,703	320,799	214,188
Week 37	267,208	292,831	242,528
Week 38	284,682	317,496	264,129
Week 39	301,237	299,875	273,862
Total	1,365,406	1,507,821	1,270,506

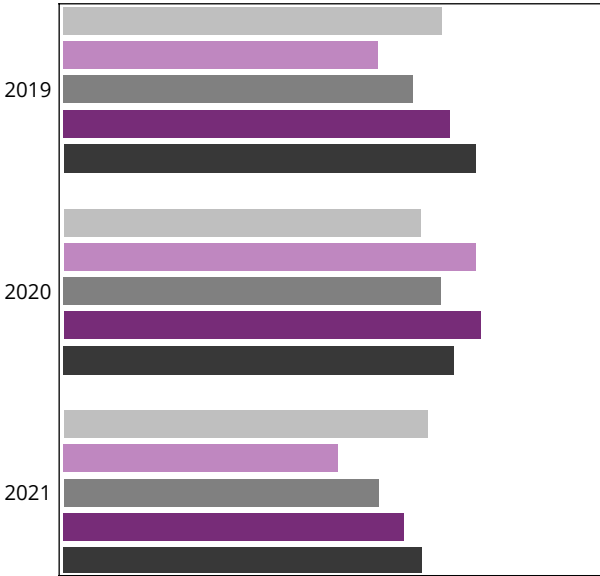
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$3,898,159	\$3,904,919	\$3,939,557
Week 36	\$3,284,592	\$4,592,193	\$3,137,577
Week 37	\$3,742,134	\$4,170,583	\$3,564,568
Week 38	\$3,966,553	\$4,567,932	\$3,943,927
Week 39	\$4,248,466	\$4,367,810	\$4,137,895
Total	\$19,139,903	\$21,603,437	\$18,723,523

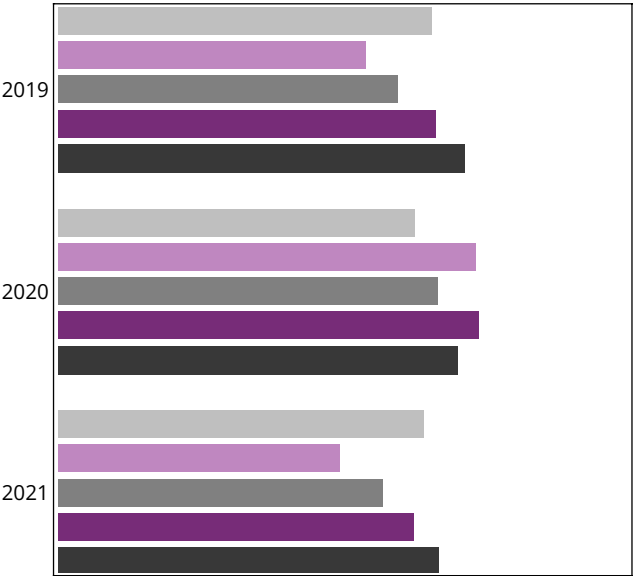
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	248,604	234,400	239,120
Week 36	206,524	270,857	180,336
Week 37	229,744	248,117	206,966
Week 38	254,078	274,024	223,664
Week 39	270,551	256,457	235,424
Total	1,209,501	1,283,855	1,085,510

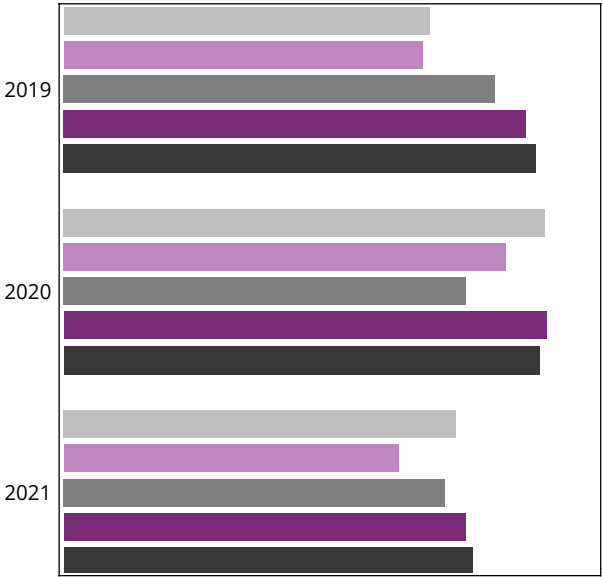
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$3,504,487	\$3,342,457	\$3,430,125
Week 36	\$2,885,602	\$3,920,806	\$2,645,016
Week 37	\$3,188,212	\$3,563,413	\$3,040,352
Week 38	\$3,537,166	\$3,945,923	\$3,334,897
Week 39	\$3,812,070	\$3,751,652	\$3,572,929
Total	\$16,927,537	\$18,524,252	\$16,023,319

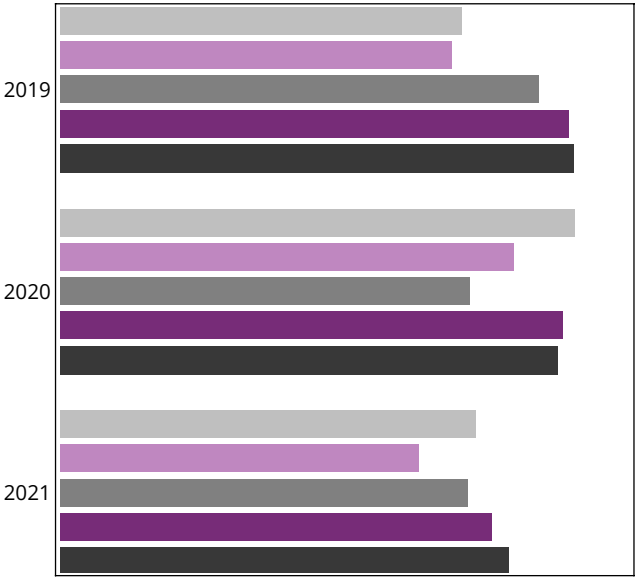
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	75,618	99,452	81,031
Week 36	74,142	91,340	69,207
Week 37	89,142	83,137	78,739
Week 38	95,492	99,762	83,053
Week 39	97,566	98,298	84,457
Total	431,960	471,989	396,487

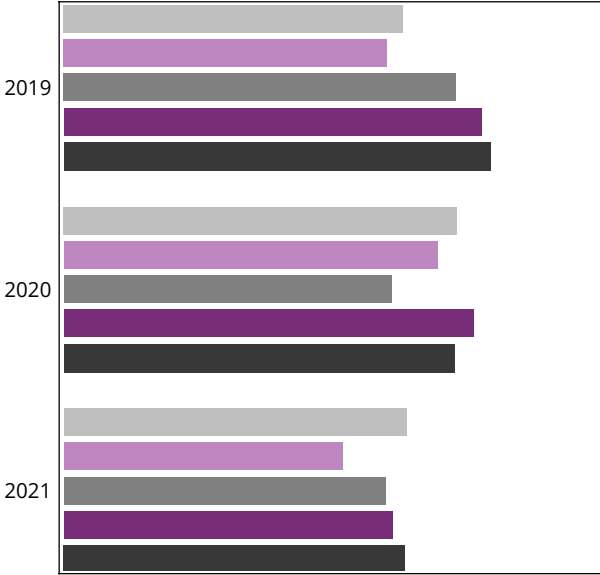
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$1,199,363	\$1,537,732	\$1,240,847
Week 36	\$1,170,321	\$1,352,953	\$1,070,802
Week 37	\$1,429,156	\$1,222,164	\$1,216,290
Week 38	\$1,519,256	\$1,500,723	\$1,290,169
Week 39	\$1,533,360	\$1,485,490	\$1,338,596
Total	\$6,851,456	\$7,099,062	\$6,156,704

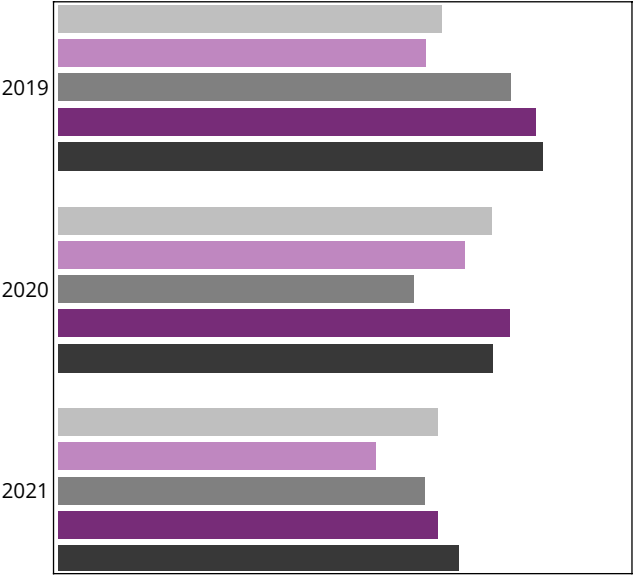
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	63,749	73,854	64,344
Week 36	60,757	70,234	52,395
Week 37	73,661	61,586	60,434
Week 38	78,425	76,928	61,760
Week 39	80,211	73,375	64,113
Total	356,803	355,977	303,046

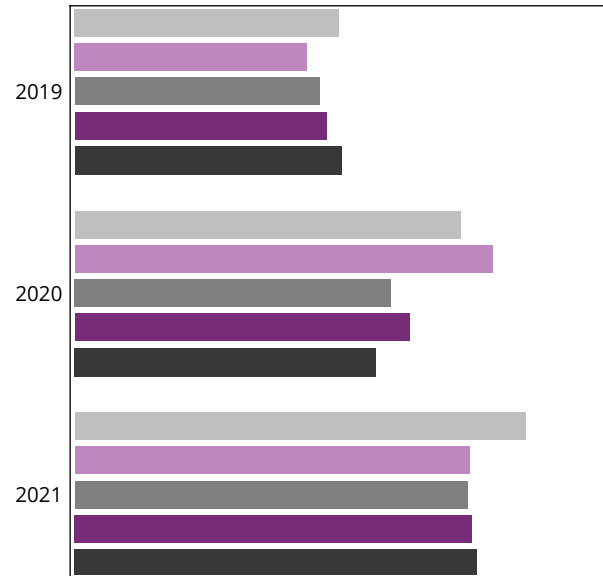
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$1,051,403	\$1,188,312	\$1,040,846
Week 36	\$1,006,697	\$1,113,824	\$870,901
Week 37	\$1,240,753	\$975,016	\$1,005,182
Week 38	\$1,309,295	\$1,237,729	\$1,039,541
Week 39	\$1,327,991	\$1,191,966	\$1,097,945
Total	\$5,936,139	\$5,706,847	\$5,054,414

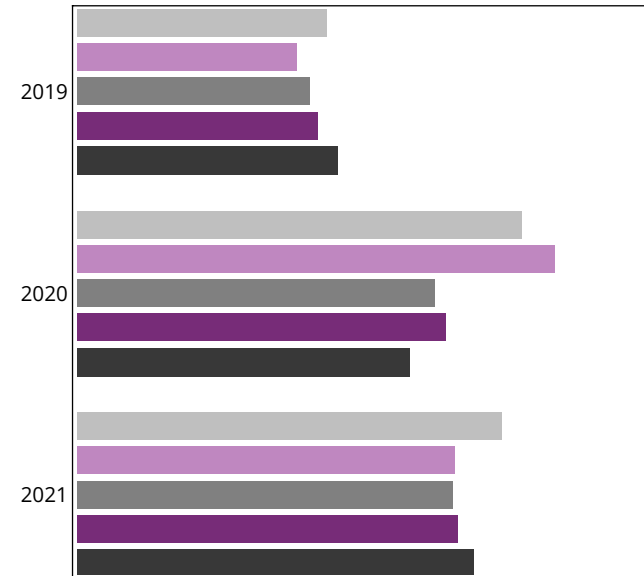
Young Adult: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	29,804	43,501	50,804
Week 36	26,184	47,085	44,520
Week 37	27,588	35,651	44,282
Week 38	28,386	37,731	44,785
Week 39	30,041	33,932	45,316
Total	142,003	197,900	229,707

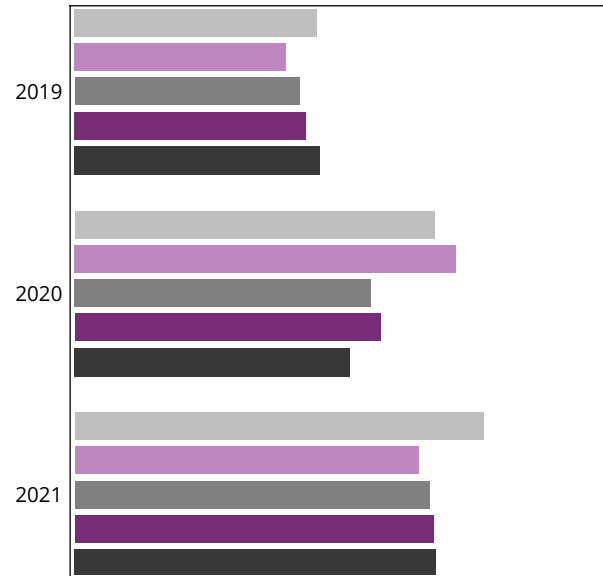
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$570,303	\$1,015,980	\$970,178
Week 36	\$502,371	\$1,089,472	\$863,217
Week 37	\$531,426	\$815,570	\$858,356
Week 38	\$549,499	\$840,767	\$868,174
Week 39	\$594,686	\$760,110	\$906,206
Total	\$2,748,286	\$4,521,900	\$4,466,131

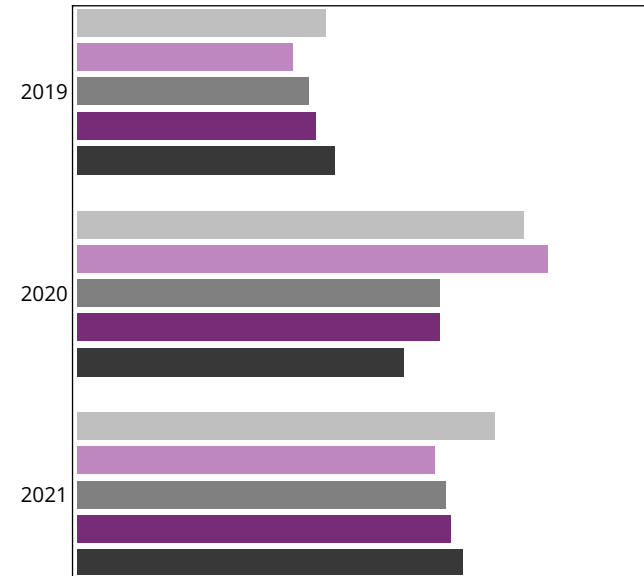
Young Adult: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	27,284	40,563	46,070
Week 36	23,807	42,986	38,753
Week 37	25,341	33,401	39,977
Week 38	26,038	34,460	40,440
Week 39	27,657	31,015	40,723
Total	130,127	182,425	205,963

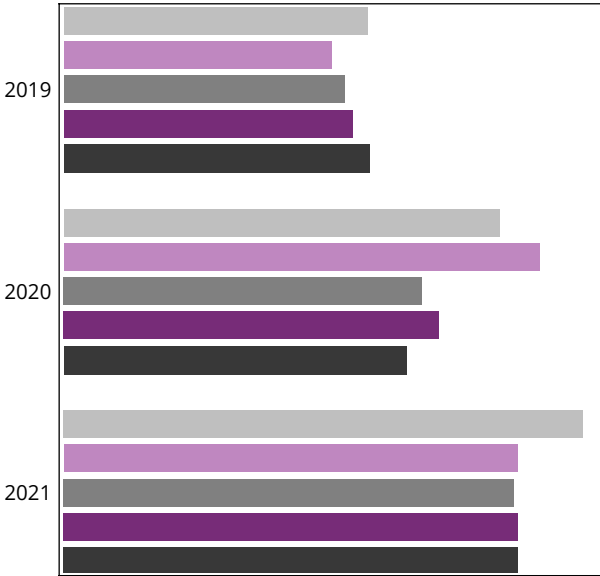
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$523,037	\$942,291	\$880,210
Week 36	\$453,525	\$991,283	\$754,283
Week 37	\$487,765	\$764,025	\$776,894
Week 38	\$503,491	\$763,792	\$787,965
Week 39	\$543,682	\$689,231	\$813,584
Total	\$2,511,501	\$4,150,622	\$4,012,936

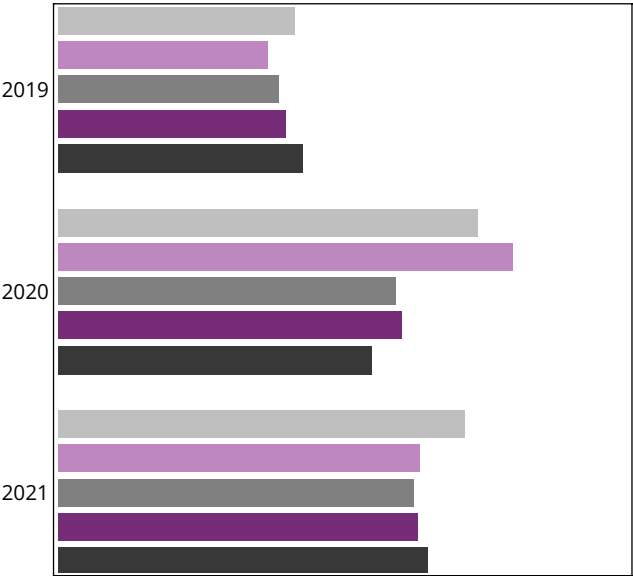
Young Adult Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	28,542	40,949	48,754
Week 36	25,148	44,681	42,625
Week 37	26,382	33,662	42,279
Week 38	27,112	35,243	42,654
Week 39	28,710	32,170	42,663
Total	135,894	186,705	218,975

Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$541,261	\$958,974	\$927,923
Week 36	\$478,810	\$1,038,061	\$824,693
Week 37	\$503,633	\$771,927	\$811,735
Week 38	\$519,968	\$784,124	\$820,763
Week 39	\$557,560	\$715,256	\$844,693
Total	\$2,601,232	\$4,268,343	\$4,229,807

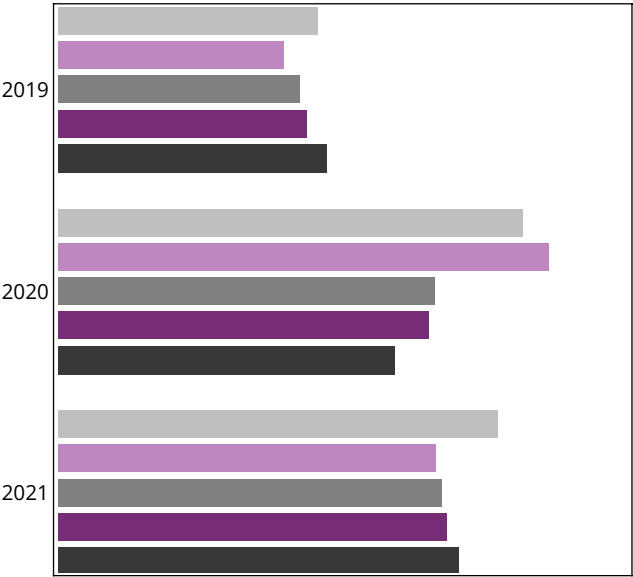
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	26,308	38,487	44,642
Week 36	23,003	40,946	37,693
Week 37	24,436	31,726	38,445
Week 38	25,025	32,334	38,823
Week 39	26,711	29,522	39,113
Total	125,483	173,015	198,716

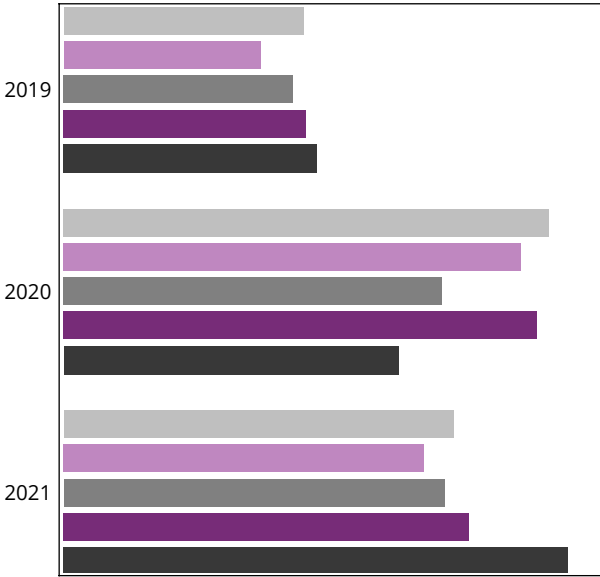
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$500,651	\$898,366	\$849,573
Week 36	\$436,315	\$948,068	\$730,042
Week 37	\$467,534	\$727,259	\$741,109
Week 38	\$479,902	\$716,105	\$751,588
Week 39	\$518,399	\$651,131	\$774,528
Total	\$2,402,801	\$3,940,929	\$3,846,840

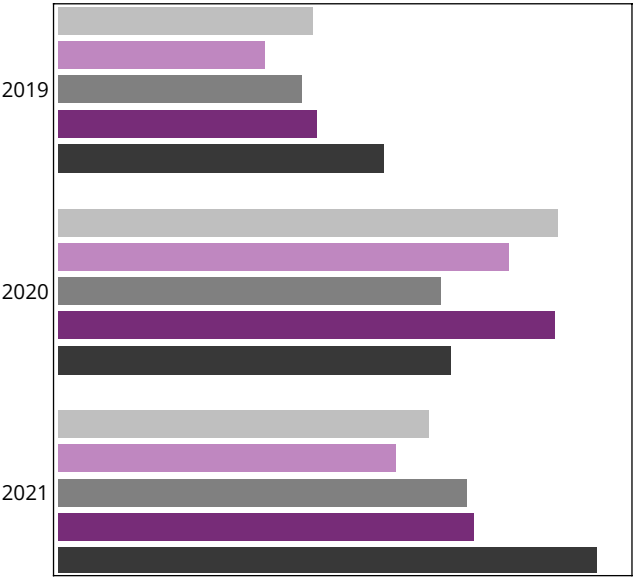
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2019	2020	2021
Week 35	1,262	2,552	2,050
Week 36	1,036	2,404	1,895
Week 37	1,206	1,989	2,003
Week 38	1,274	2,488	2,131
Week 39	1,331	1,762	2,653
Total	6,109	11,195	10,732

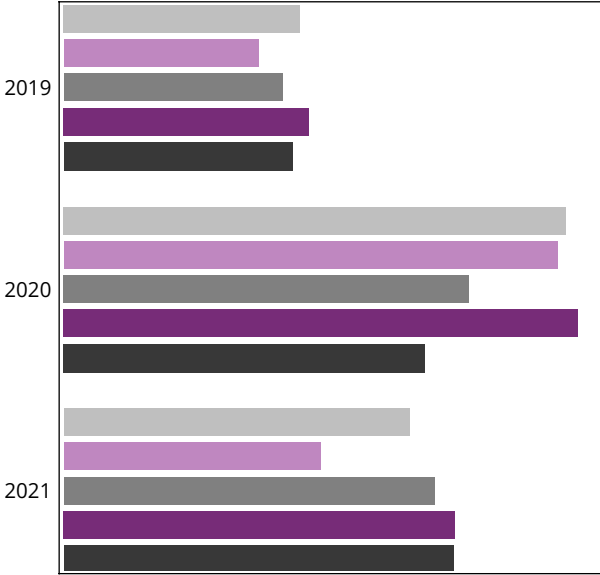
Value Sold (in millions of dollars)



	2019	2020	2021
Week 35	\$29,042	\$57,006	\$42,255
Week 36	\$23,561	\$51,411	\$38,524
Week 37	\$27,794	\$43,643	\$46,621
Week 38	\$29,530	\$56,643	\$47,411
Week 39	\$37,126	\$44,854	\$61,513
Total	\$147,053	\$253,557	\$236,324

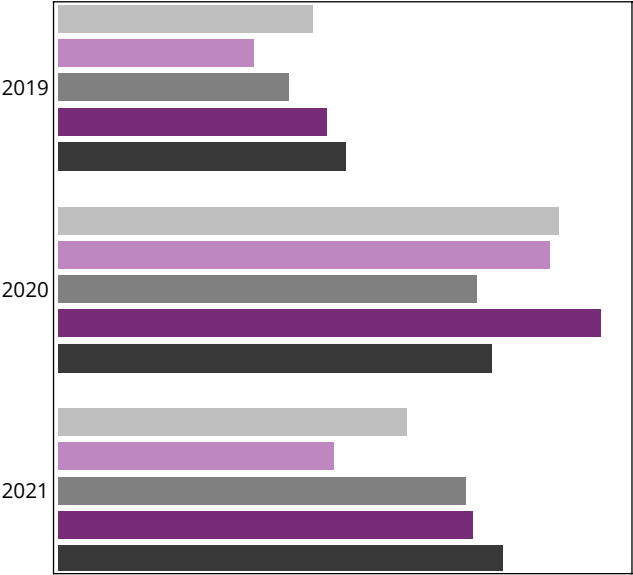
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2019	2020	2021
Week 35	976	2,076	1,428
Week 36	804	2,040	1,060
Week 37	905	1,675	1,532
Week 38	1,013	2,126	1,617
Week 39	946	1,493	1,610
Total	4,644	9,410	7,247

Value Sold (in millions of dollars)



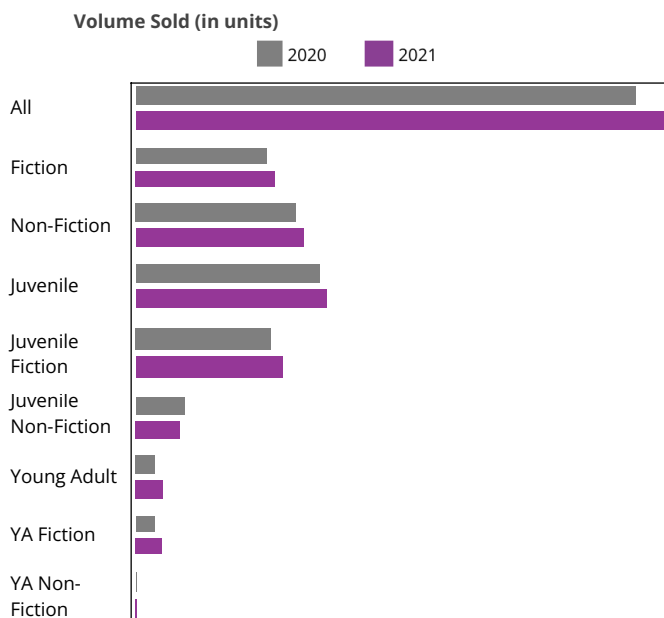
	2019	2020	2021
Week 35	\$22,387	\$43,925	\$30,636
Week 36	\$17,210	\$43,215	\$24,241
Week 37	\$20,231	\$36,766	\$35,786
Week 38	\$23,589	\$47,687	\$36,377
Week 39	\$25,283	\$38,100	\$39,056
Total	\$108,700	\$209,692	\$166,096

Year-to-Date Comparisons

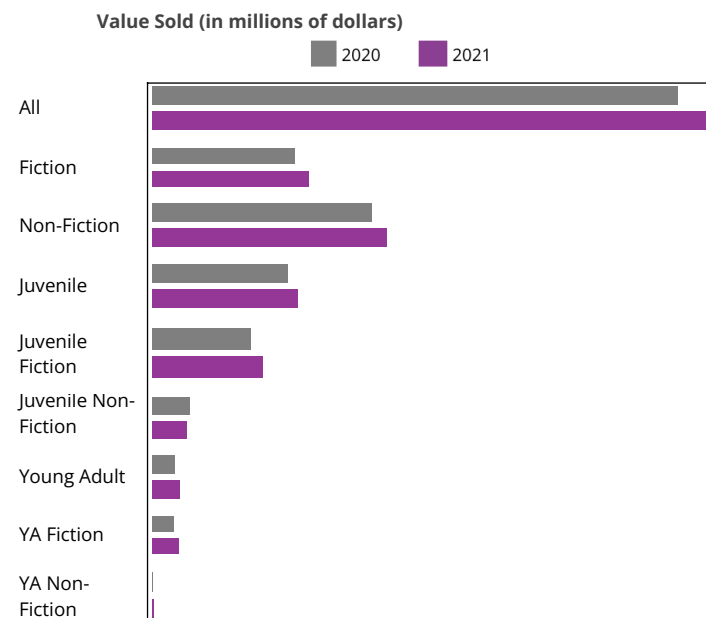
Week-ending dates:

	2020	2021
Week 39	2020-09-27	2021-10-03

All Market

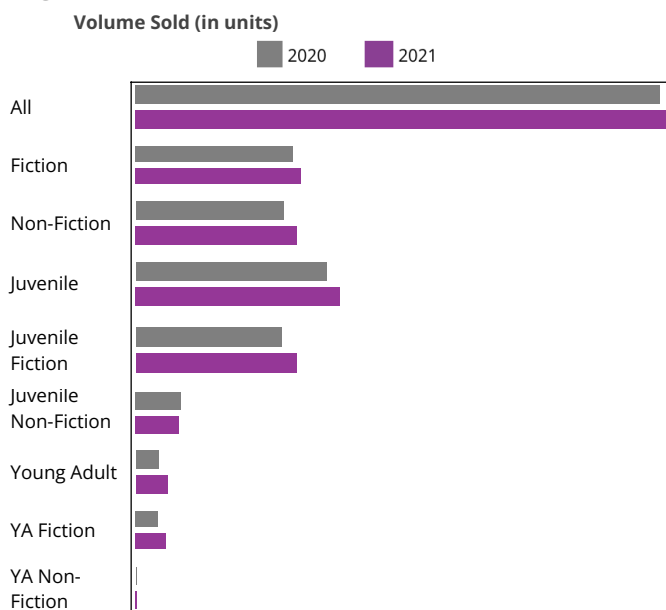


	2020	2021
All	33,782,349	35,891,473
Fiction	8,833,730	9,415,293
Non-Fiction	10,844,422	11,349,144
Juvenile	12,411,924	12,899,123
Juvenile Fiction	9,133,679	9,915,103
Juvenile Non-Fiction	3,278,245	2,984,020
Young Adult (YA)	1,314,567	1,844,189
YA Fiction	1,259,809	1,770,718
YA Non-Fiction	54,758	73,471

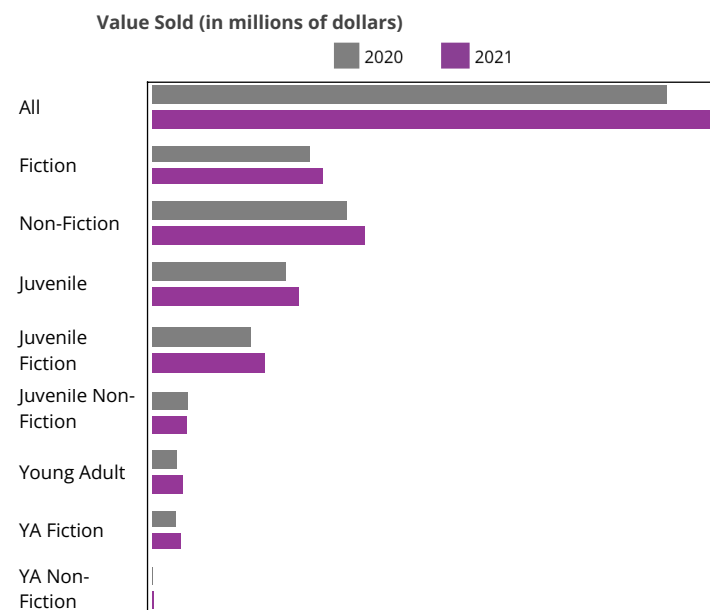


	2020	2021
All	\$681,297,168	\$737,659,849
Fiction	\$185,037,088	\$202,659,285
Non-Fiction	\$284,384,564	\$303,471,329
Juvenile	\$175,790,795	\$188,441,142
Juvenile Fiction	\$127,416,391	\$143,604,012
Juvenile Non-Fiction	\$48,374,404	\$44,837,129
Young Adult (YA)	\$29,471,644	\$36,225,922
YA Fiction	\$28,191,954	\$34,564,817
YA Non-Fiction	\$1,279,690	\$1,661,105

Ring Fence



	2020	2021
All	27,564,417	29,861,368
Fiction	8,265,073	8,697,906
Non-Fiction	7,775,104	8,483,556
Juvenile	10,032,946	10,742,250
Juvenile Fiction	7,653,083	8,462,884
Juvenile Non-Fiction	2,379,863	2,279,366
Young Adult (YA)	1,203,689	1,657,886
YA Fiction	1,159,118	1,594,983
YA Non-Fiction	44,571	62,903



	2020	2021
All	\$560,594,970	\$615,103,900
Fiction	\$171,226,150	\$185,389,087
Non-Fiction	\$211,331,553	\$231,753,878
Juvenile	\$145,836,492	\$159,705,299
Juvenile Fiction	\$107,045,658	\$122,618,011
Juvenile Non-Fiction	\$38,790,834	\$37,087,288
Young Adult (YA)	\$26,725,710	\$32,746,535
YA Fiction	\$25,685,826	\$31,300,407
YA Non-Fiction	\$1,039,884	\$1,446,128

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