

SalesData Market Report: January 2023

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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 April in the years 2021 to 2023 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 2020.

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 2023.

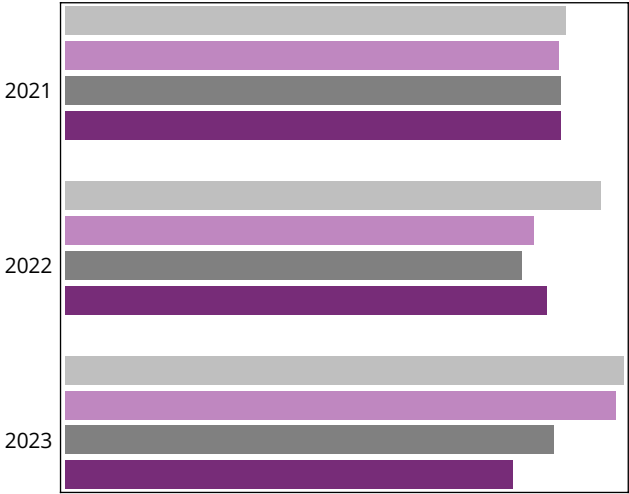
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 1	2021-01-10	2022-01-09	2023-01-08
Week 2	2021-01-17	2022-01-16	2023-01-15
Week 3	2021-01-24	2022-01-23	2023-01-22
Week 4	2021-01-31	2022-01-30	2023-01-29

Month-to-Month Comparisons

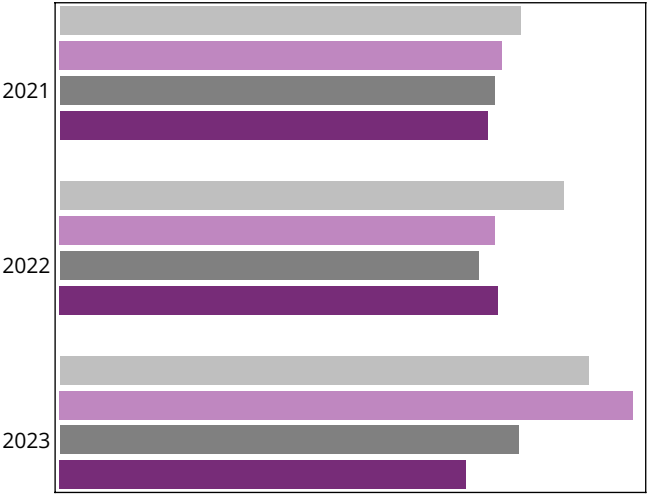
All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	896,765	959,622	1,021,243
Week 2	884,671	838,297	985,193
Week 3	887,814	817,128	874,853
Week 4	888,112	862,640	801,576
Total	3,557,362	3,477,687	3,682,865

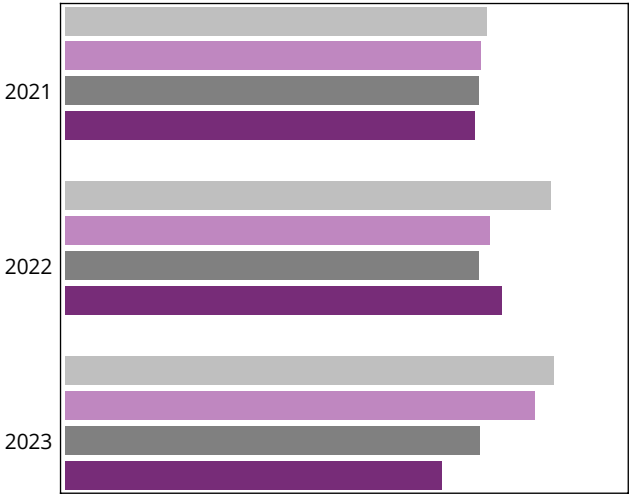
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$19,806,405	\$21,665,336	\$22,745,807
Week 2	\$19,013,288	\$18,720,428	\$24,657,926
Week 3	\$18,687,764	\$18,010,883	\$19,740,149
Week 4	\$18,385,479	\$18,850,607	\$17,475,934
Total	\$75,892,936	\$77,247,255	\$84,619,816

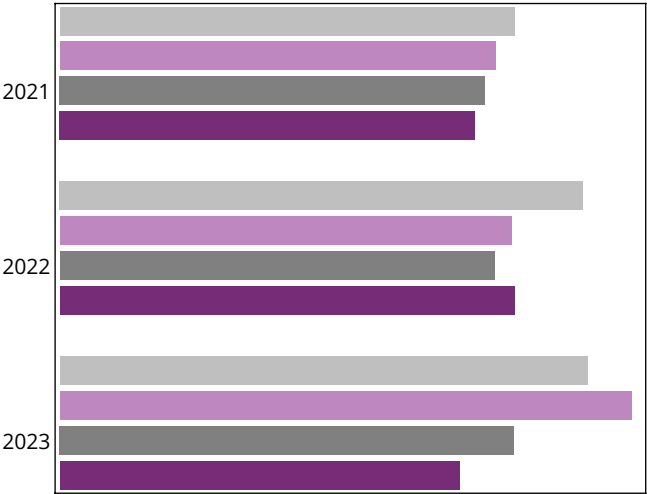
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	831,209	957,314	962,611
Week 2	819,198	835,882	925,499
Week 3	813,919	814,682	816,315
Week 4	805,876	859,941	740,917
Total	3,270,202	3,467,819	3,445,342

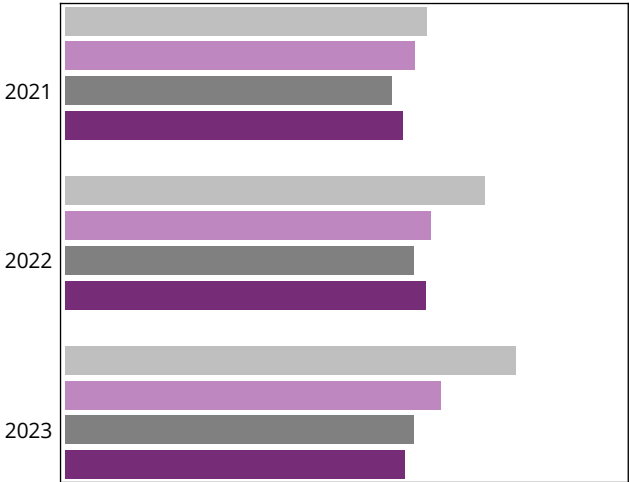
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$18,775,462	\$21,605,980	\$21,787,549
Week 2	\$18,000,005	\$18,660,198	\$23,609,273
Week 3	\$17,552,092	\$17,951,444	\$18,748,981
Week 4	\$17,139,632	\$18,787,029	\$16,499,937
Total	\$71,467,192	\$77,004,652	\$80,645,740

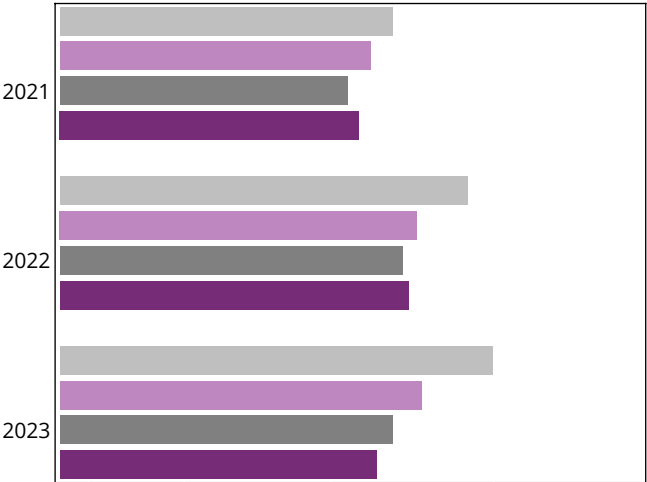
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	226,864	263,205	282,256
Week 2	219,403	229,115	235,341
Week 3	204,824	218,563	218,219
Week 4	211,813	225,855	213,066
Total	862,904	936,738	948,882

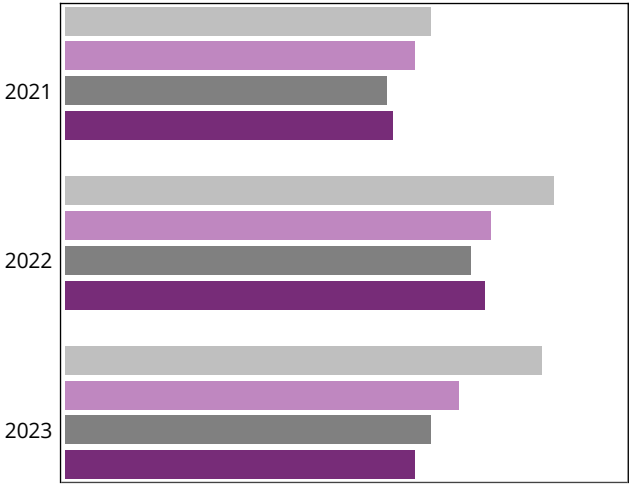
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$4,983,916	\$6,101,700	\$6,479,742
Week 2	\$4,648,466	\$5,348,718	\$5,412,043
Week 3	\$4,306,124	\$5,131,922	\$4,978,723
Week 4	\$4,478,527	\$5,223,525	\$4,744,017
Total	\$18,417,032	\$21,805,865	\$21,614,524

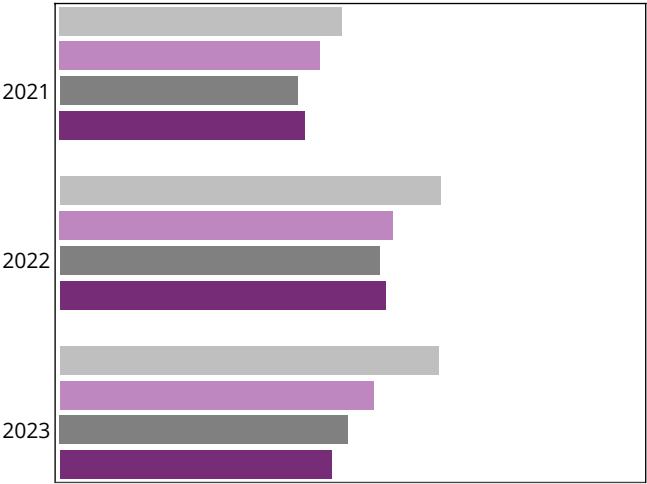
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	196,539	262,752	256,271
Week 2	187,915	228,423	211,403
Week 3	172,669	218,026	196,420
Week 4	175,960	225,223	188,032
Total	733,083	934,424	852,126

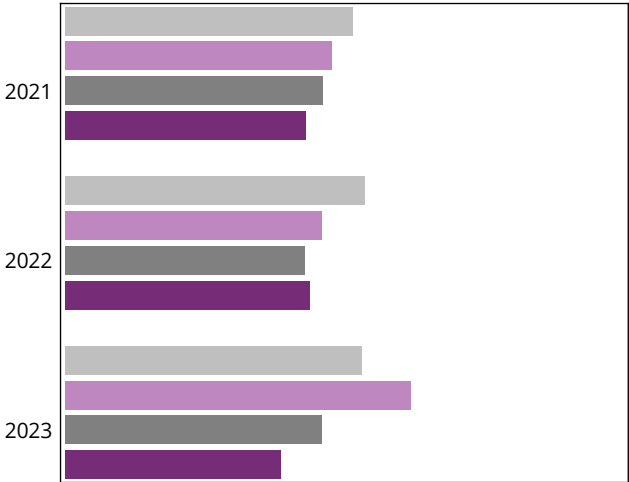
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$4,516,608	\$6,090,772	\$6,060,221
Week 2	\$4,161,710	\$5,332,506	\$5,019,574
Week 3	\$3,807,984	\$5,118,842	\$4,610,703
Week 4	\$3,922,778	\$5,208,346	\$4,350,087
Total	\$16,409,080	\$21,750,467	\$20,040,585

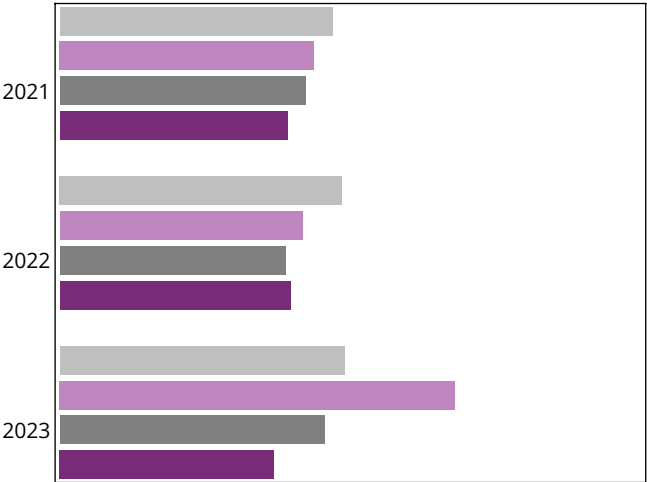
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	360,283	375,346	371,646
Week 2	334,422	321,114	433,048
Week 3	323,024	300,796	321,387
Week 4	301,066	307,031	270,745
Total	1,318,795	1,304,287	1,396,826

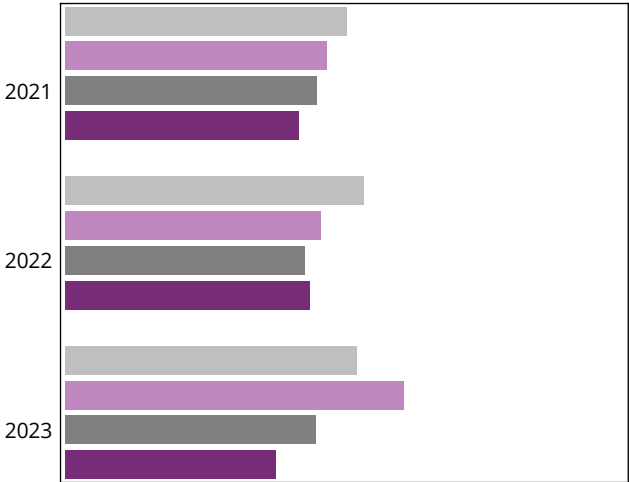
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$9,843,440	\$10,192,097	\$10,297,408
Week 2	\$9,181,225	\$8,759,532	\$14,284,014
Week 3	\$8,880,692	\$8,145,879	\$9,561,611
Week 4	\$8,216,818	\$8,327,005	\$7,744,687
Total	\$36,122,175	\$35,424,512	\$41,887,720

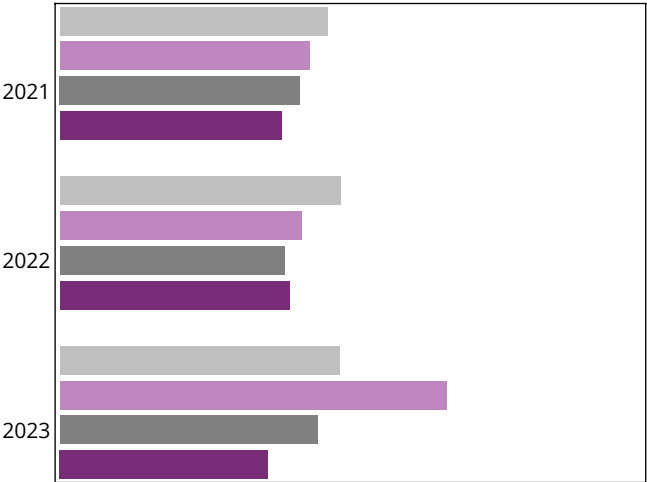
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	353,463	374,030	364,875
Week 2	328,121	320,215	423,922
Week 3	315,521	299,740	313,912
Week 4	293,138	306,057	263,508
Total	1,290,243	1,300,042	1,366,217

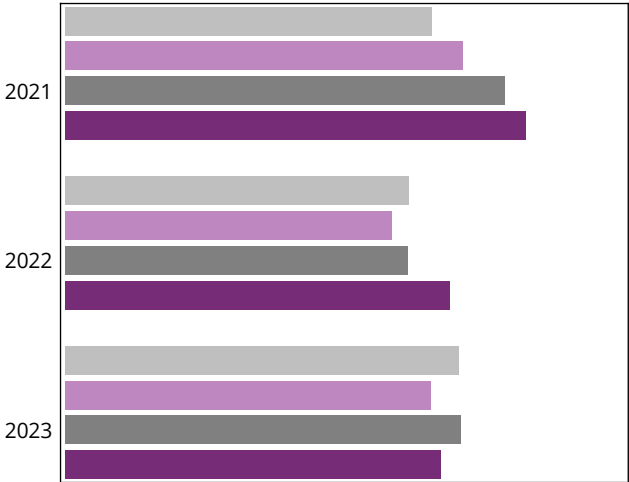
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$9,670,794	\$10,151,970	\$10,103,248
Week 2	\$9,018,936	\$8,729,003	\$13,978,634
Week 3	\$8,678,029	\$8,113,053	\$9,319,286
Week 4	\$8,005,613	\$8,296,870	\$7,523,935
Total	\$35,373,372	\$35,290,896	\$40,925,103

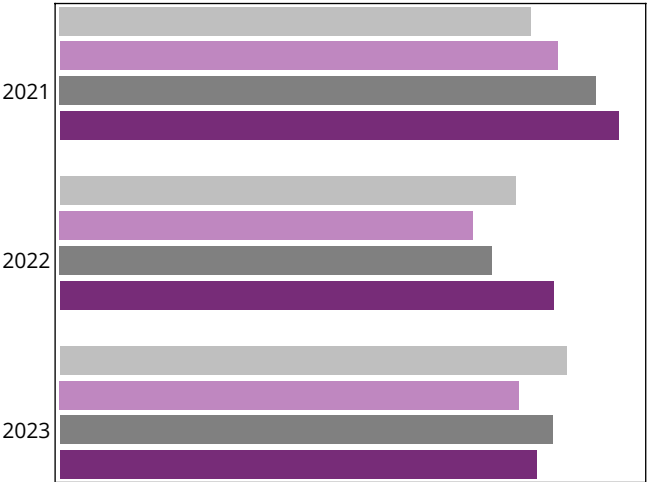
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	262,294	246,301	281,780
Week 2	284,716	233,586	261,683
Week 3	314,627	245,375	283,571
Week 4	329,913	275,811	269,156
Total	1,191,550	1,001,073	1,096,190

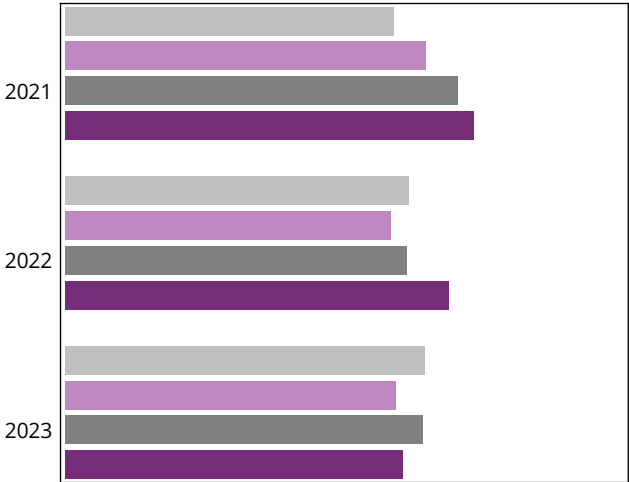
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$4,052,410	\$3,918,792	\$4,360,120
Week 2	\$4,279,981	\$3,554,593	\$3,949,494
Week 3	\$4,612,396	\$3,716,902	\$4,238,728
Week 4	\$4,804,342	\$4,247,643	\$4,099,066
Total	\$17,749,130	\$15,437,930	\$16,647,408

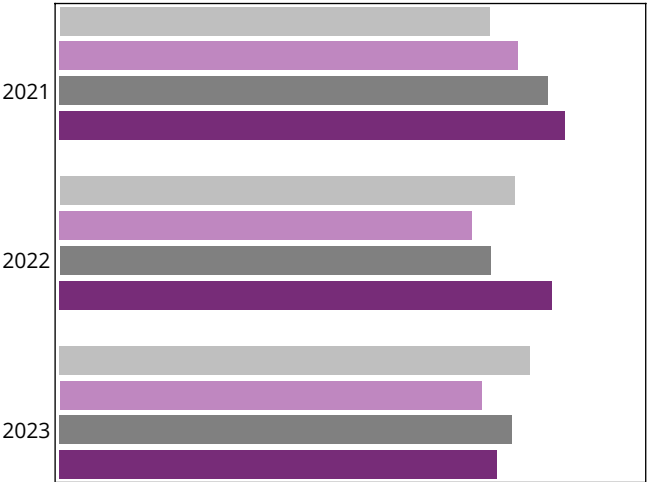
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	235,117	245,913	257,465
Week 2	258,050	232,996	236,628
Week 3	281,430	244,666	255,974
Week 4	292,530	274,928	242,085
Total	1,067,127	998,503	992,152

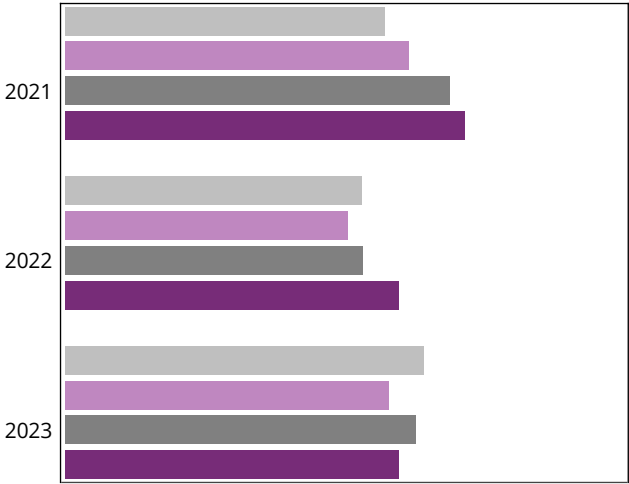
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$3,694,077	\$3,913,301	\$4,044,087
Week 2	\$3,941,372	\$3,545,309	\$3,628,380
Week 3	\$4,199,391	\$3,705,833	\$3,889,825
Week 4	\$4,346,545	\$4,233,199	\$3,762,412
Total	\$16,181,386	\$15,397,641	\$15,324,704

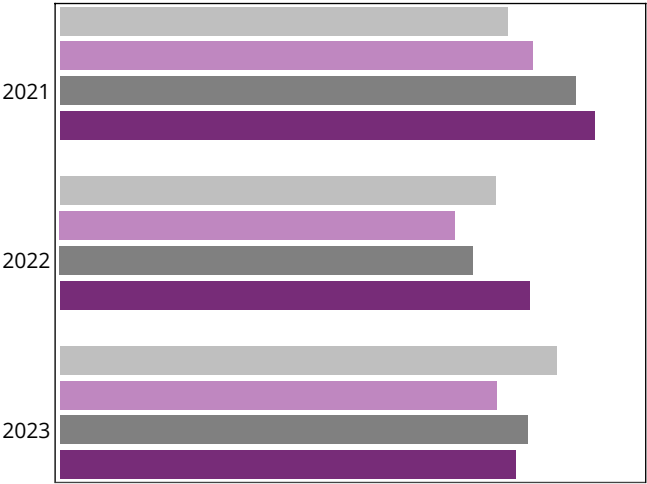
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	200,173	185,995	224,747
Week 2	215,206	177,243	202,704
Week 3	240,917	186,553	219,574
Week 4	250,544	209,062	208,885
Total	906,840	758,853	855,910

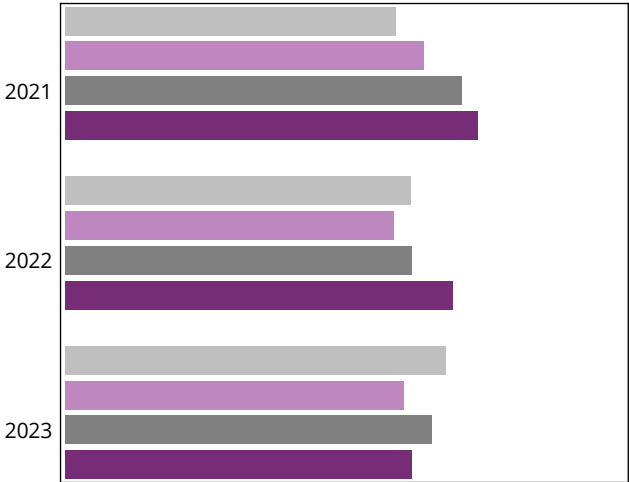
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$3,079,699	\$2,999,460	\$3,416,825
Week 2	\$3,252,837	\$2,718,983	\$3,006,366
Week 3	\$3,547,001	\$2,843,671	\$3,218,112
Week 4	\$3,677,844	\$3,233,069	\$3,135,598
Total	\$13,557,380	\$11,795,182	\$12,776,902

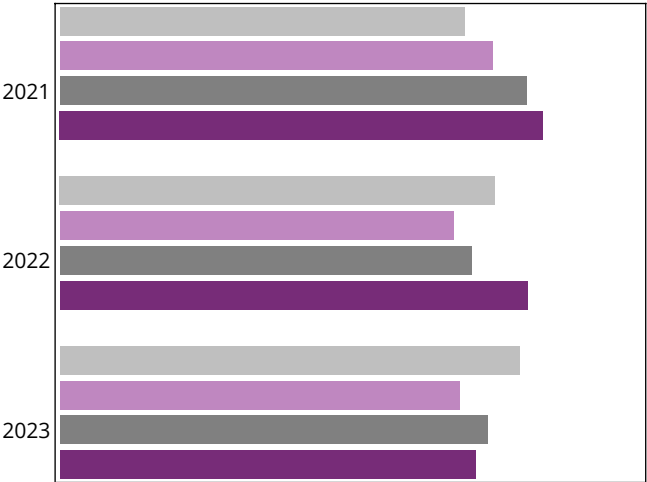
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	177,397	185,667	204,406
Week 2	192,879	176,735	181,942
Week 3	213,106	185,941	196,756
Week 4	221,426	208,296	186,019
Total	804,808	756,639	769,123

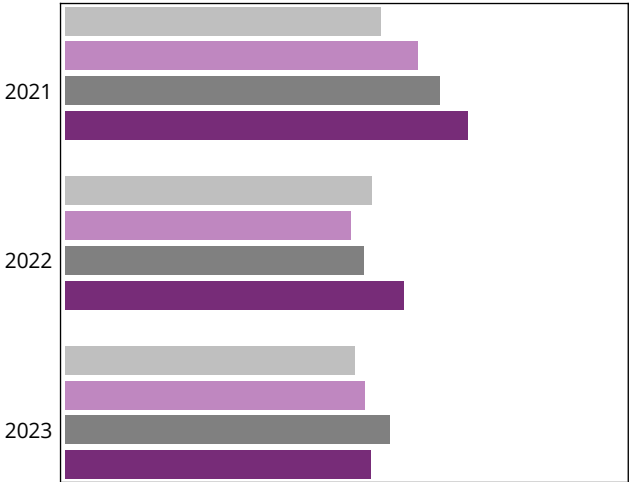
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$2,785,412	\$2,994,967	\$3,161,739
Week 2	\$2,978,802	\$2,711,032	\$2,749,754
Week 3	\$3,210,944	\$2,834,333	\$2,941,546
Week 4	\$3,324,488	\$3,220,547	\$2,860,999
Total	\$12,299,646	\$11,760,879	\$11,714,038

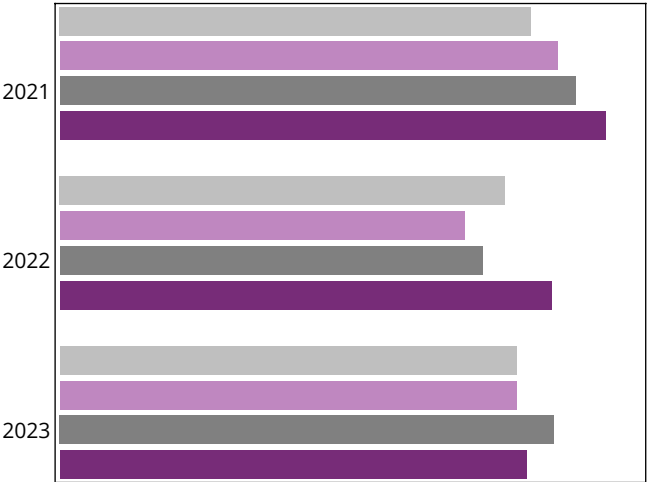
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	62,121	60,306	57,033
Week 2	69,510	56,343	58,979
Week 3	73,710	58,822	63,997
Week 4	79,369	66,749	60,271
Total	284,710	242,220	240,280

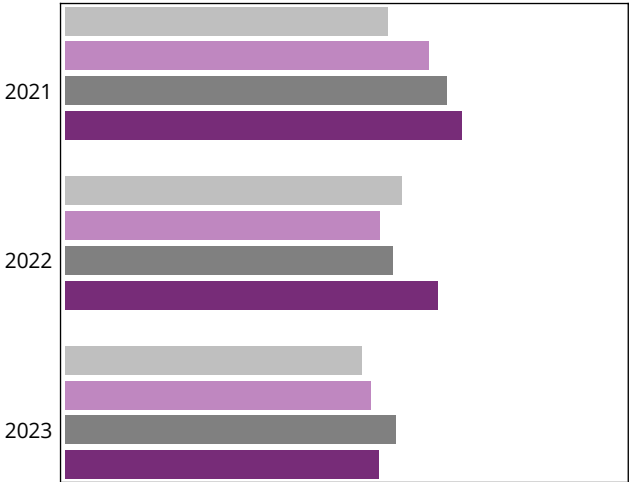
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$972,712	\$919,333	\$943,295
Week 2	\$1,027,144	\$835,610	\$943,127
Week 3	\$1,065,396	\$873,231	\$1,020,616
Week 4	\$1,126,498	\$1,014,574	\$963,468
Total	\$4,191,749	\$3,642,748	\$3,870,506

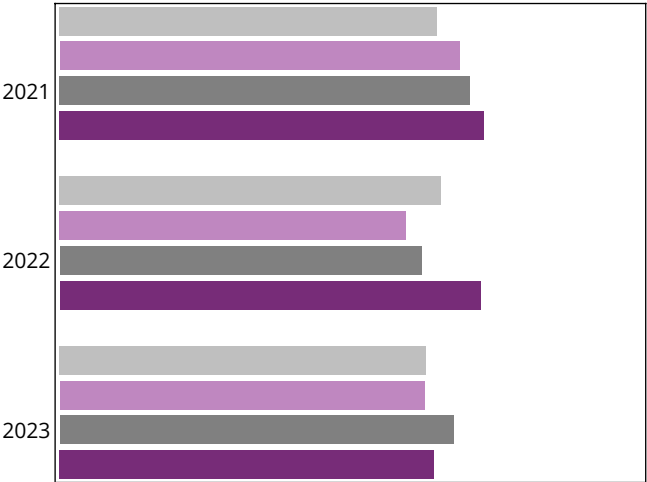
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	57,720	60,246	53,059
Week 2	65,171	56,261	54,686
Week 3	68,324	58,725	59,218
Week 4	71,104	66,632	56,066
Total	262,319	241,864	223,029

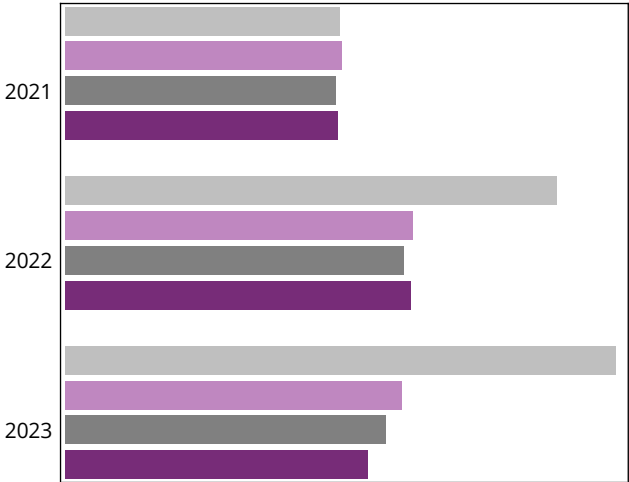
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$908,665	\$918,333	\$882,348
Week 2	\$962,571	\$834,277	\$878,626
Week 3	\$988,447	\$871,500	\$948,279
Week 4	\$1,022,057	\$1,012,652	\$901,413
Total	\$3,881,739	\$3,636,763	\$3,610,666

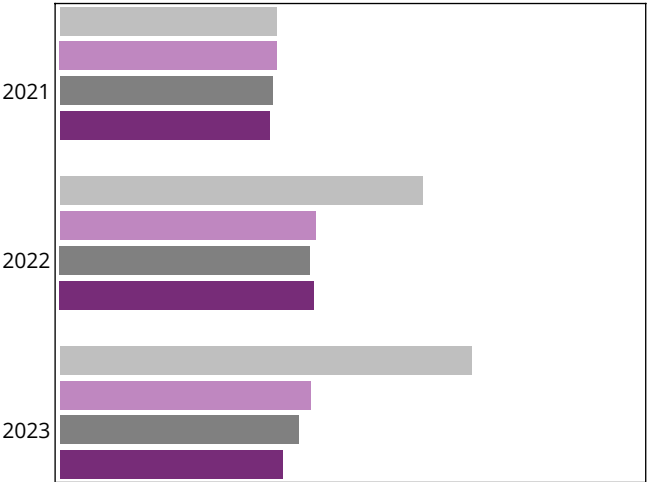
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	34,437	61,612	68,969
Week 2	34,726	43,528	42,135
Week 3	33,955	42,465	40,233
Week 4	34,116	43,364	37,902
Total	137,234	190,969	189,239

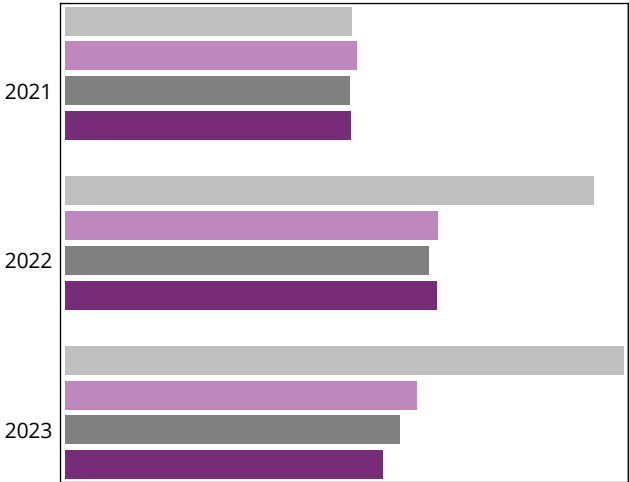
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$726,555	\$1,216,090	\$1,381,228
Week 2	\$728,390	\$857,606	\$840,207
Week 3	\$713,446	\$838,834	\$800,462
Week 4	\$704,156	\$852,720	\$747,917
Total	\$2,872,547	\$3,765,250	\$3,769,814

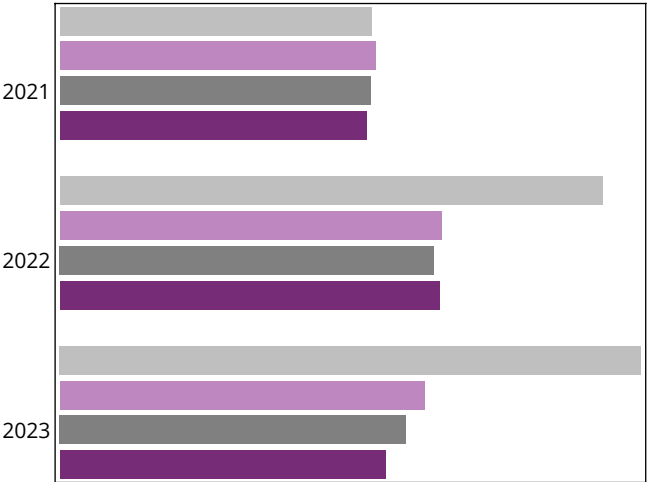
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	33,371	61,508	67,830
Week 2	33,882	43,348	40,907
Week 3	33,102	42,374	38,918
Week 4	33,241	43,217	36,922
Total	133,596	190,447	184,577

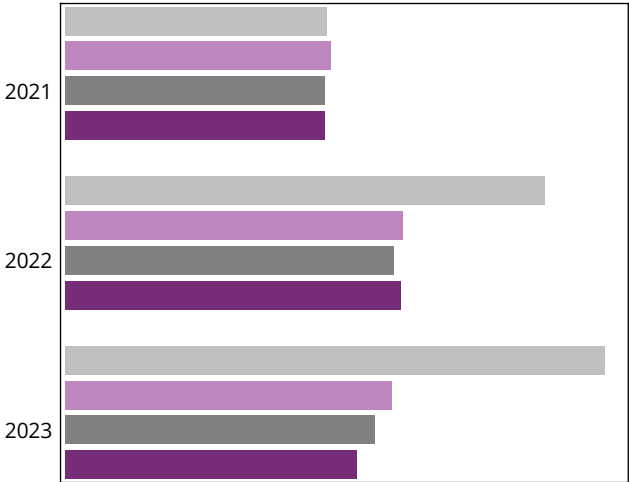
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$696,599	\$1,214,209	\$1,359,938
Week 2	\$705,480	\$854,114	\$816,115
Week 3	\$694,561	\$837,122	\$774,482
Week 4	\$686,148	\$849,941	\$728,293
Total	\$2,782,789	\$3,755,386	\$3,678,828

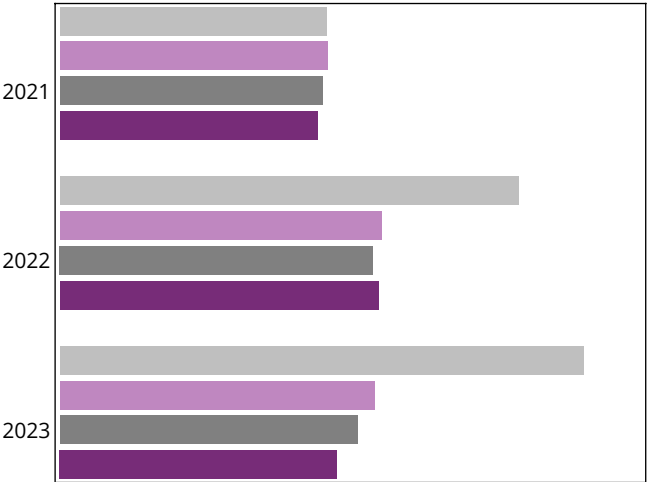
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	32,817	60,137	67,651
Week 2	33,248	42,361	40,893
Week 3	32,567	41,136	38,851
Week 4	32,528	42,106	36,524
Total	131,160	185,740	183,919

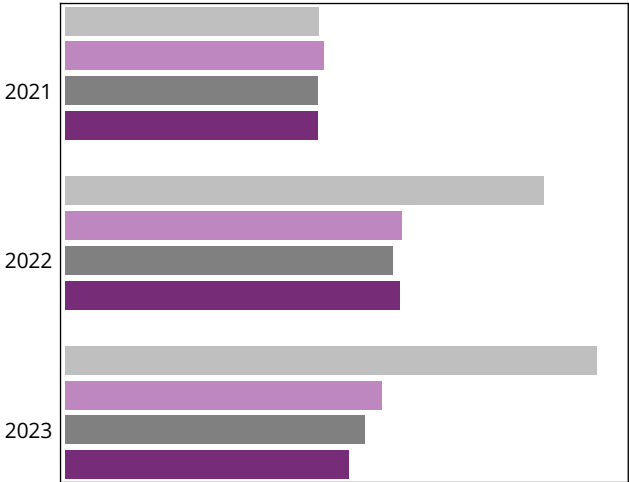
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$688,486	\$1,183,001	\$1,352,054
Week 2	\$691,613	\$830,745	\$812,335
Week 3	\$678,637	\$808,314	\$768,793
Week 4	\$665,843	\$823,096	\$715,738
Total	\$2,724,579	\$3,645,156	\$3,648,920

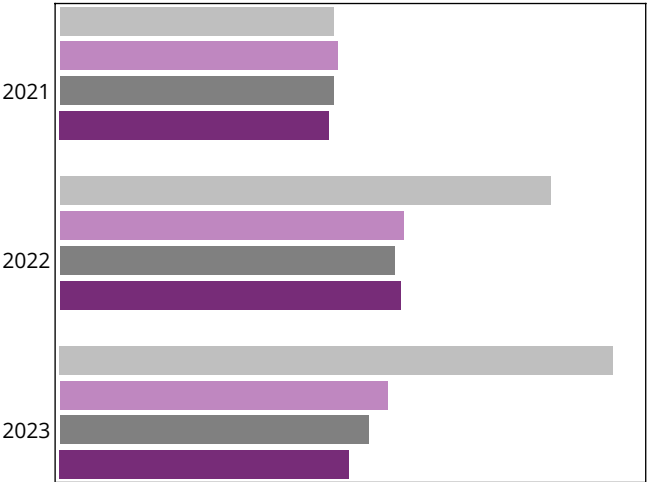
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	31,751	60,047	66,577
Week 2	32,405	42,228	39,698
Week 3	31,718	41,060	37,597
Week 4	31,659	41,963	35,581
Total	127,533	185,298	179,453

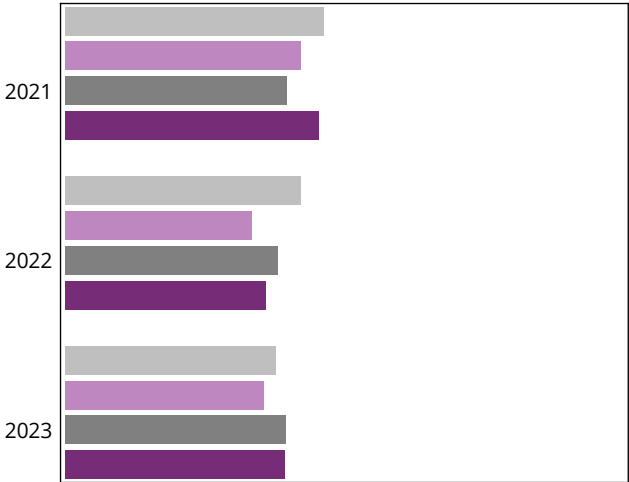
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$658,529	\$1,181,388	\$1,332,132
Week 2	\$668,747	\$828,206	\$788,948
Week 3	\$659,859	\$806,911	\$744,033
Week 4	\$647,989	\$820,416	\$696,950
Total	\$2,635,124	\$3,636,921	\$3,562,063

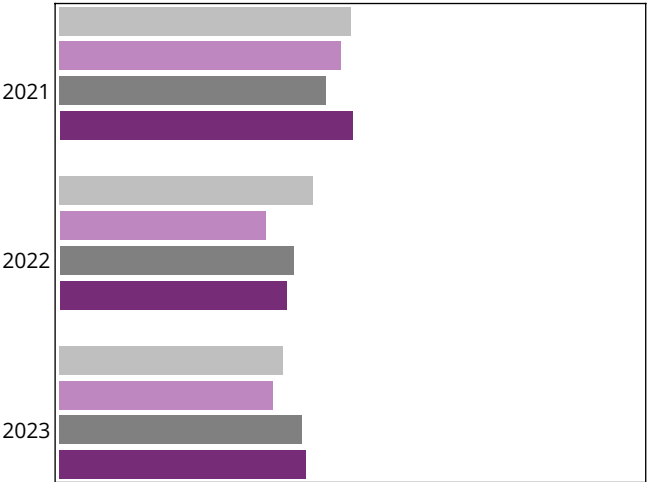
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 1	1,620	1,475	1,318
Week 2	1,478	1,167	1,242
Week 3	1,388	1,329	1,382
Week 4	1,588	1,258	1,378
Total	6,074	5,229	5,320

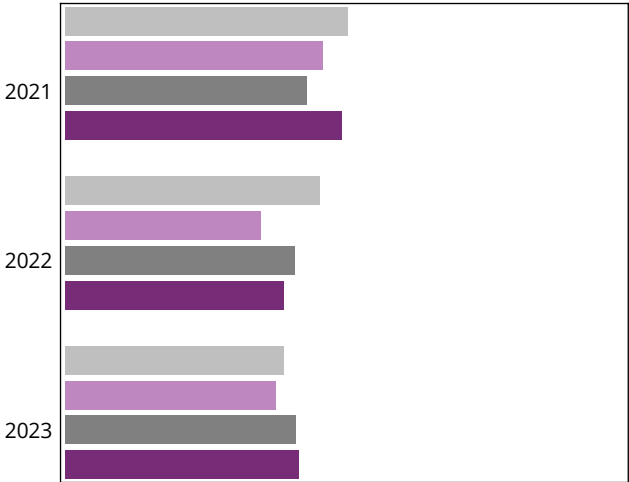
Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$38,069	\$33,089	\$29,174
Week 2	\$36,776	\$26,861	\$27,872
Week 3	\$34,809	\$30,520	\$31,669
Week 4	\$38,313	\$29,624	\$32,179
Total	\$147,968	\$120,094	\$120,894

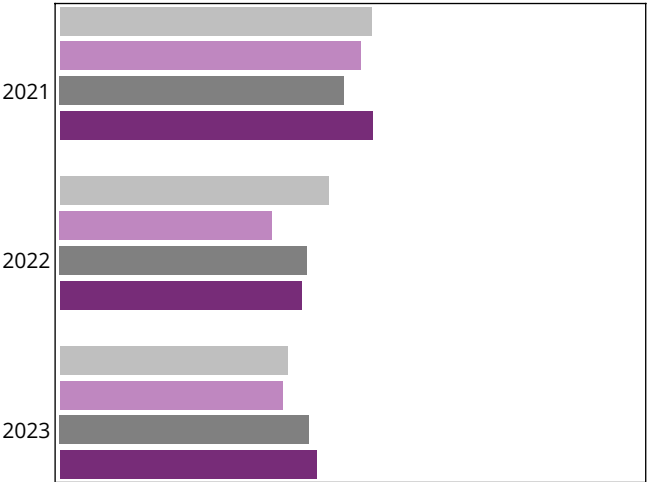
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 1	1,620	1,461	1,253
Week 2	1,477	1,120	1,209
Week 3	1,384	1,314	1,321
Week 4	1,582	1,254	1,341
Total	6,063	5,149	5,124

Value Sold (in millions of dollars)



	2021	2022	2023
Week 1	\$38,069	\$32,821	\$27,806
Week 2	\$36,733	\$25,908	\$27,167
Week 3	\$34,703	\$30,211	\$30,448
Week 4	\$38,159	\$29,525	\$31,343
Total	\$147,665	\$118,465	\$116,764

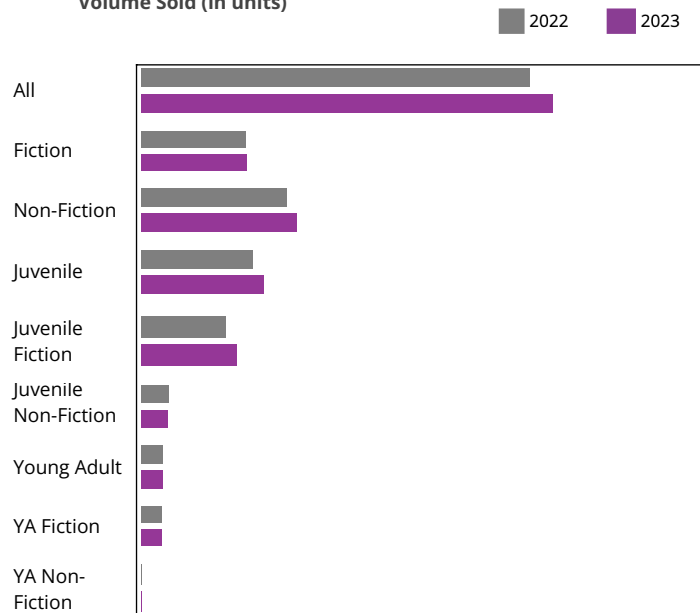
Year-to-Date Comparisons

Week-ending dates:

	2022	2023
Week 4	2022-01-30	2023-01-29

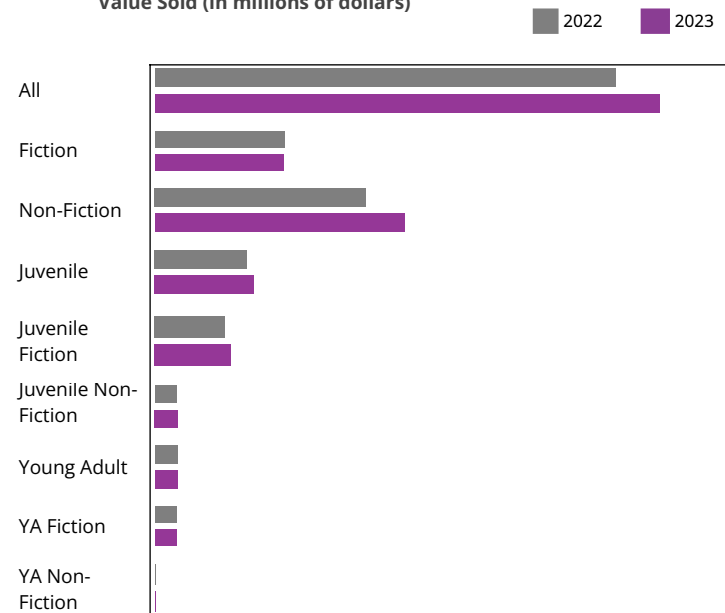
All Market

Volume Sold (in units)



	2022	2023
All	3,477,687	3,682,865
Fiction	936,738	948,882
Non-Fiction	1,304,287	1,396,826
Juvenile	1,001,073	1,096,190
Juvenile Fiction	758,853	855,910
Juvenile Non-Fiction	242,220	240,280
Young Adult (YA)	190,969	189,239
YA Fiction	185,740	183,919
YA Non-Fiction	5,229	5,320

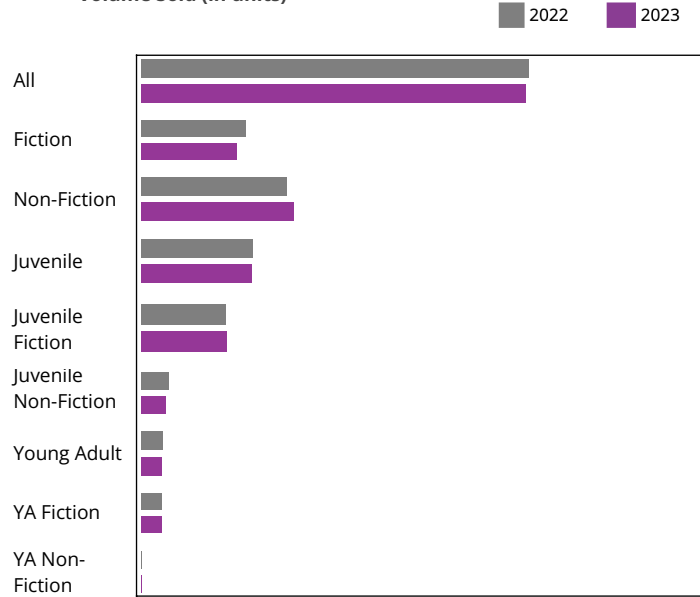
Value Sold (in millions of dollars)



	2022	2023
All	\$77,247,255	\$84,619,816
Fiction	\$21,805,865	\$21,614,524
Non-Fiction	\$35,424,512	\$41,887,720
Juvenile	\$15,437,930	\$16,647,408
Juvenile Fiction	\$11,795,182	\$12,776,902
Juvenile Non-Fiction	\$3,642,748	\$3,870,506
Young Adult (YA)	\$3,765,250	\$3,769,814
YA Fiction	\$3,645,156	\$3,648,920
YA Non-Fiction	\$120,094	\$120,894

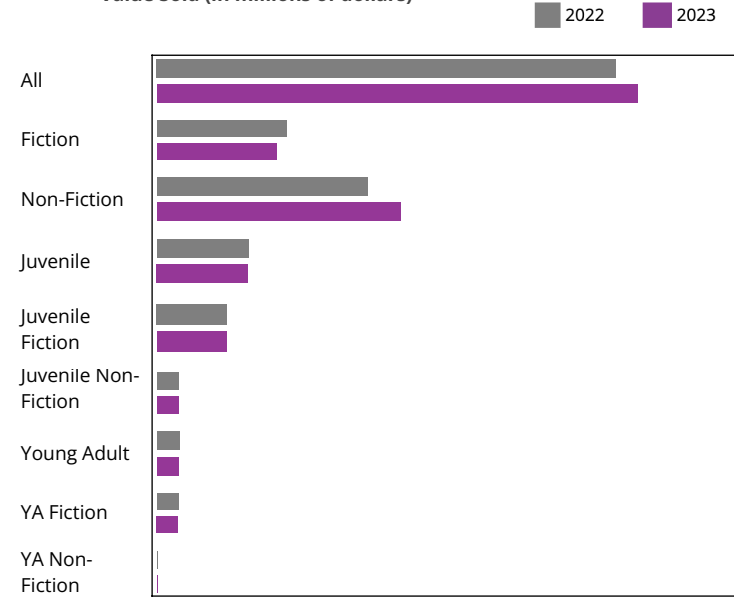
Ring Fence

Volume Sold (in units)



	2022	2023
All	3,467,819	3,445,342
Fiction	934,424	852,126
Non-Fiction	1,300,042	1,366,217
Juvenile	998,503	992,152
Juvenile Fiction	756,639	769,123
Juvenile Non-Fiction	241,864	223,029
Young Adult (YA)	190,447	184,577
YA Fiction	185,298	179,453
YA Non-Fiction	5,149	5,124

Value Sold (in millions of dollars)



	2022	2023
All	\$77,004,652	\$80,645,740
Fiction	\$21,750,467	\$20,040,585
Non-Fiction	\$35,290,896	\$40,925,103
Juvenile	\$15,397,641	\$15,324,704
Juvenile Fiction	\$11,760,879	\$11,714,038
Juvenile Non-Fiction	\$3,636,763	\$3,610,666
Young Adult (YA)	\$3,755,386	\$3,678,828
YA Fiction	\$3,636,921	\$3,562,063
YA Non-Fiction	\$118,465	\$116,764

Report Week Numbers

Week	2021	2022	2023
1	2021-01-10	2022-01-09	2023-01-08
2	2021-01-17	2022-01-16	2023-01-15
3	2021-01-24	2022-01-23	2023-01-22
4	2021-01-31	2022-01-30	2023-01-29
5	2021-02-07	2022-02-06	2023-02-05
6	2021-02-14	2022-02-13	2023-02-12
7	2021-02-21	2022-02-20	2023-02-19
8	2021-02-28	2022-02-27	2023-02-26
9	2021-03-07	2022-03-06	2023-03-05
10	2021-03-14	2022-03-13	2023-03-12
11	2021-03-21	2022-03-20	2023-03-19
12	2021-03-28	2022-03-27	2023-03-26
13	2021-04-04	2022-04-03	2023-04-02
14	2021-04-11	2022-04-10	2023-04-09
15	2021-04-18	2022-04-17	2023-04-16
16	2021-04-25	2022-04-24	2023-04-23
17	2021-05-02	2022-05-01	2023-04-30
18	2021-05-09	2022-05-08	2023-05-07
19	2021-05-16	2022-05-15	2023-05-24
20	2021-05-23	2022-05-22	2023-05-21
21	2021-05-30	2022-05-29	2023-05-28
22	2021-06-06	2022-06-05	2023-06-04
23	2021-06-13	2022-06-12	2023-06-11
24	2021-06-20	2022-06-19	2023-06-18
25	2021-06-27	2022-06-26	2023-06-25
26	2021-07-04	2022-07-03	2023-07-02
27	2021-07-11	2022-07-10	2023-07-09
28	2021-07-18	2022-07-17	2023-07-16
29	2021-07-25	2022-07-24	2023-07-23
30	2021-08-01	2022-07-31	2023-07-30
31	2021-08-08	2022-08-07	2023-08-06
32	2021-08-15	2022-08-14	2023-08-13
33	2021-08-22	2022-08-21	2023-08-20
34	2021-08-29	2022-08-28	2023-08-27
35	2021-09-05	2022-09-04	2023-09-03
36	2021-09-12	2022-09-11	2023-09-10
37	2021-09-19	2022-09-18	2023-09-17
38	2021-09-26	2022-09-25	2023-09-24
39	2021-10-03	2022-10-02	2023-10-01

Week	2021	2022	2023
40	2021-10-10	2022-10-09	2023-10-08
41	2021-10-17	2022-10-16	2023-10-15
42	2021-10-24	2022-10-23	2023-10-22
43	2021-10-31	2022-10-30	2023-10-29
44	2021-11-07	2022-11-06	2023-11-05
45	2021-11-14	2022-11-13	2023-11-12
46	2021-11-21	2022-11-20	2023-11-19
47	2021-11-28	2022-11-27	2023-11-26
48	2021-12-05	2022-12-04	2023-12-03
49	2021-12-12	2022-12-11	2023-12-10
50	2021-12-19	2022-12-18	2023-12-17
51	2021-12-26	2022-12-25	2023-12-24
52	2022-01-02	2022-01-01	2023-12-31
53	N/A	N/A	