

SalesData Market Report:

February 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.

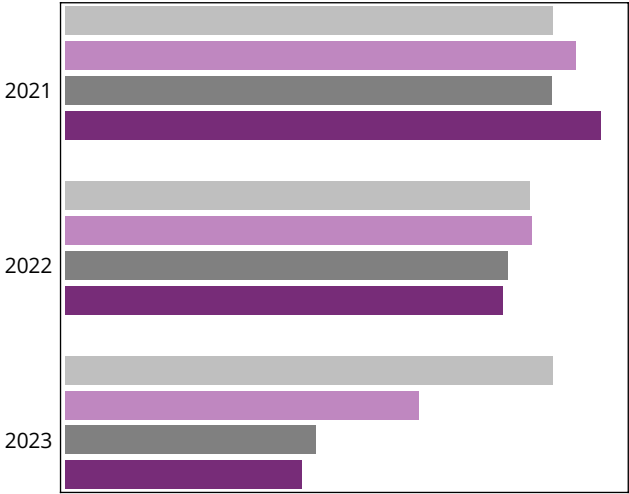
The specific week-ending dates used in this month's report are as follows:

		2021	2022	2023
	Week 5	2021-02-07	2022-02-06	2023-02-05
	Week 6	2021-02-14	2022-02-13	2023-02-12
	Week 7	2021-02-21	2022-02-20	2023-02-19
	Week 8	2021-02-28	2022-02-27	2023-02-26

Month-to-Month Comparisons

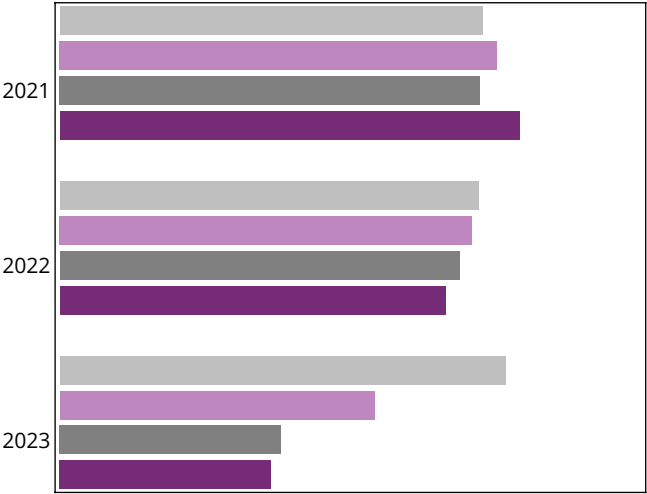
All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	872,577	832,731	872,293
Week 6	915,044	835,702	633,811
Week 7	871,622	793,116	448,181
Week 8	958,753	783,884	424,357
Total	3,617,996	3,245,433	2,378,642

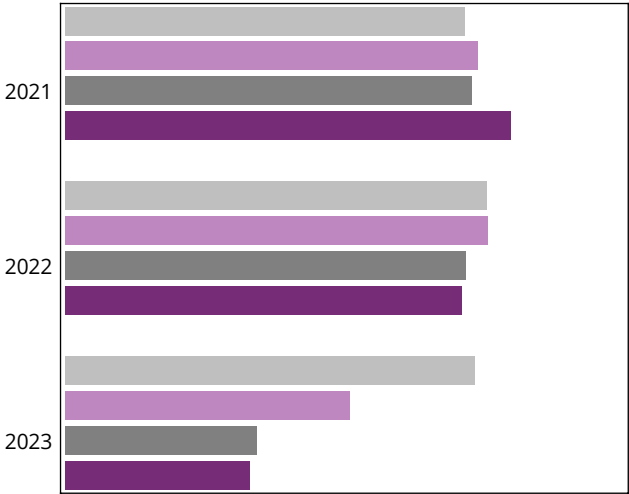
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$18,169,861	\$18,003,118	\$19,165,765
Week 6	\$18,811,320	\$17,731,411	\$13,523,656
Week 7	\$18,076,843	\$17,188,358	\$9,519,735
Week 8	\$19,768,654	\$16,580,747	\$9,089,924
Total	\$74,826,678	\$69,503,634	\$51,299,079

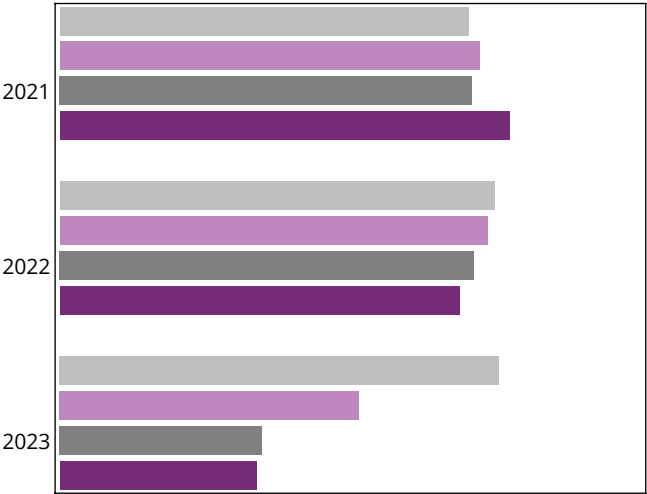
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	786,128	830,162	807,522
Week 6	812,543	832,664	560,465
Week 7	801,306	789,749	376,716
Week 8	877,094	780,285	363,400
Total	3,277,071	3,232,860	2,108,103

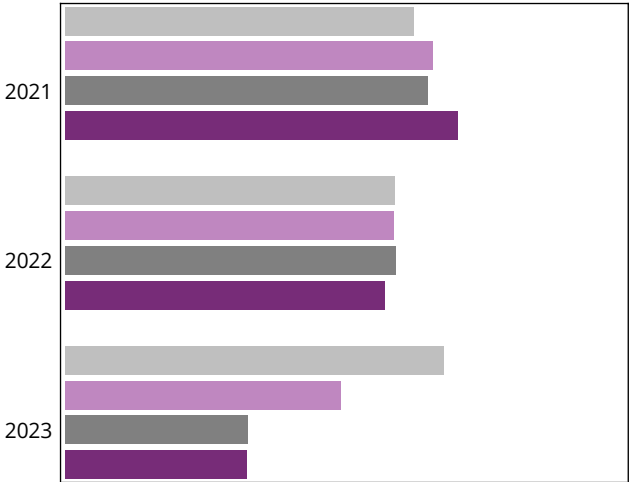
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$16,883,654	\$17,944,374	\$18,135,265
Week 6	\$17,321,031	\$17,666,692	\$12,358,075
Week 7	\$17,023,510	\$17,109,848	\$8,355,161
Week 8	\$18,556,060	\$16,503,086	\$8,109,420
Total	\$69,784,255	\$69,224,000	\$46,957,921

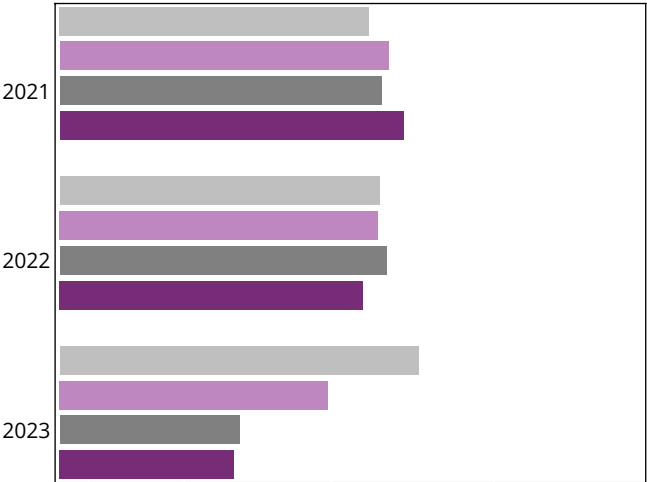
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	218,701	206,803	237,526
Week 6	230,230	206,000	172,794
Week 7	227,132	207,124	114,500
Week 8	246,130	200,395	113,653
Total	922,193	820,322	638,473

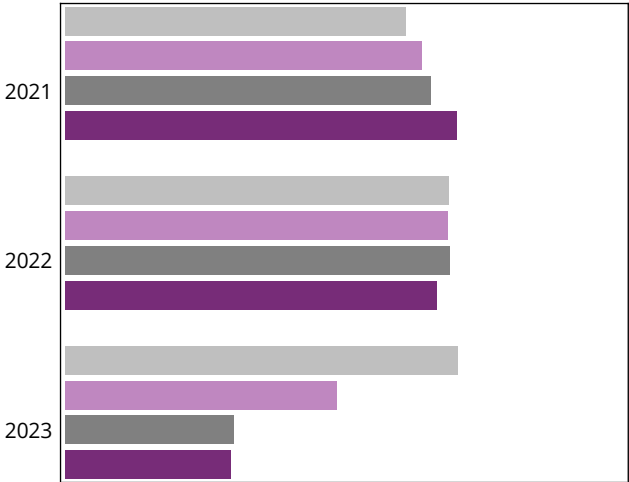
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$4,628,099	\$4,781,343	\$5,366,173
Week 6	\$4,922,023	\$4,764,386	\$4,013,051
Week 7	\$4,814,967	\$4,888,890	\$2,689,482
Week 8	\$5,148,670	\$4,537,716	\$2,609,788
Total	\$19,513,758	\$18,972,335	\$14,678,494

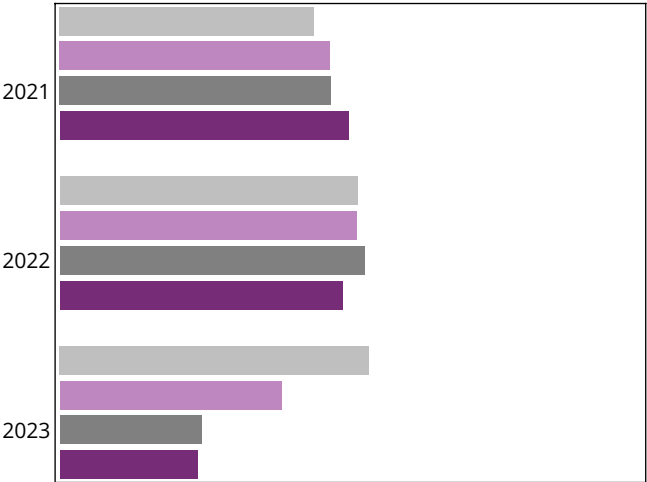
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	182,713	206,141	210,642
Week 6	191,763	205,464	145,747
Week 7	196,451	206,499	90,667
Week 8	210,204	199,624	88,879
Total	781,131	817,728	535,935

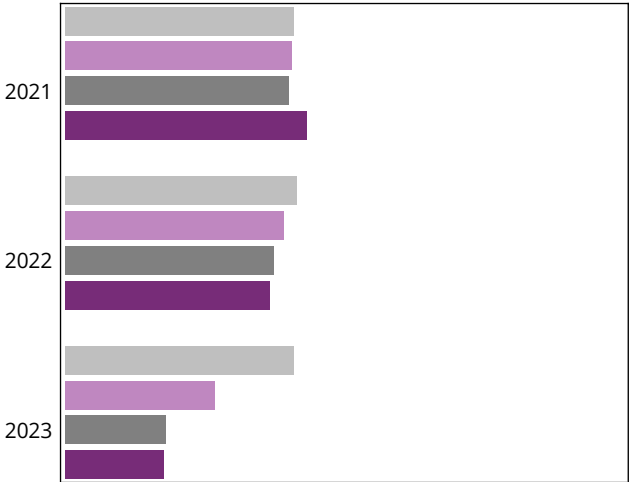
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$4,069,801	\$4,765,474	\$4,944,909
Week 6	\$4,322,581	\$4,751,243	\$3,550,784
Week 7	\$4,337,329	\$4,874,274	\$2,266,321
Week 8	\$4,614,266	\$4,519,629	\$2,198,643
Total	\$17,343,977	\$18,910,620	\$12,960,656

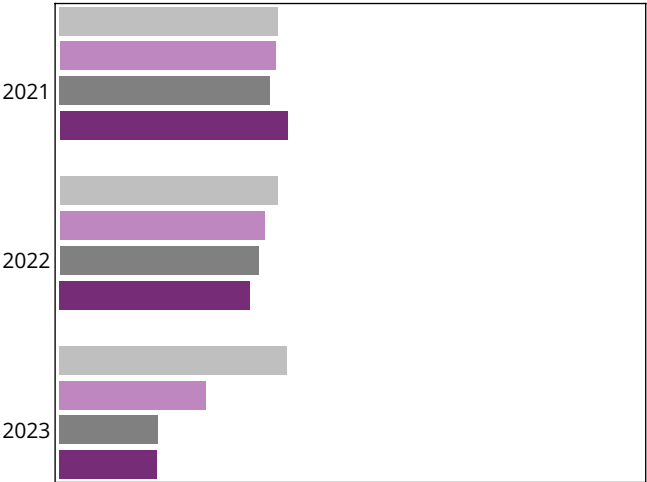
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	286,837	290,347	285,896
Week 6	284,004	273,508	187,143
Week 7	280,016	261,792	126,034
Week 8	302,339	256,028	123,873
Total	1,153,196	1,081,675	722,946

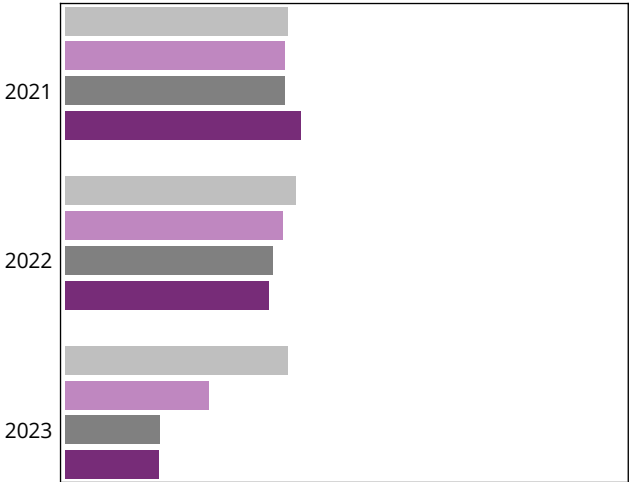
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$7,887,354	\$7,871,783	\$8,209,372
Week 6	\$7,789,916	\$7,399,077	\$5,276,955
Week 7	\$7,592,161	\$7,173,665	\$3,549,432
Week 8	\$8,232,523	\$6,867,921	\$3,515,838
Total	\$31,501,954	\$29,312,446	\$20,551,597

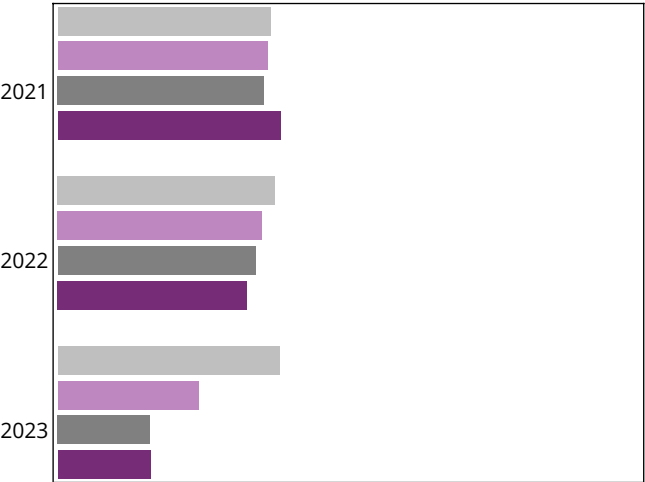
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	279,199	289,428	278,934
Week 6	275,809	272,493	180,008
Week 7	274,732	260,612	118,545
Week 8	295,807	254,790	117,336
Total	1,125,547	1,077,323	694,823

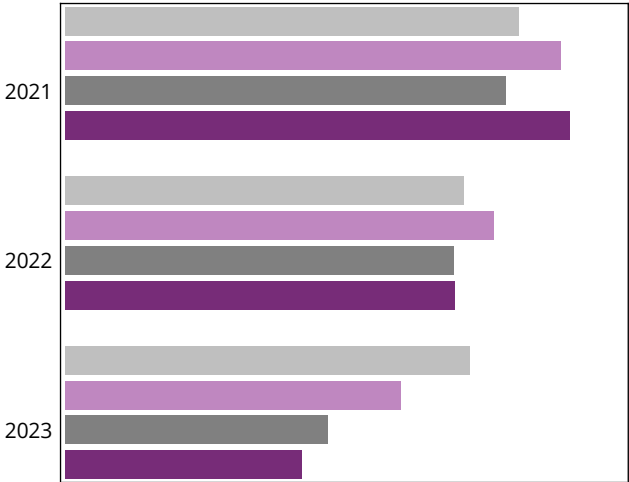
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$7,684,665	\$7,844,379	\$8,001,376
Week 6	\$7,570,306	\$7,371,511	\$5,074,313
Week 7	\$7,455,128	\$7,136,013	\$3,335,640
Week 8	\$8,053,950	\$6,833,067	\$3,337,969
Total	\$30,764,048	\$29,184,970	\$19,749,297

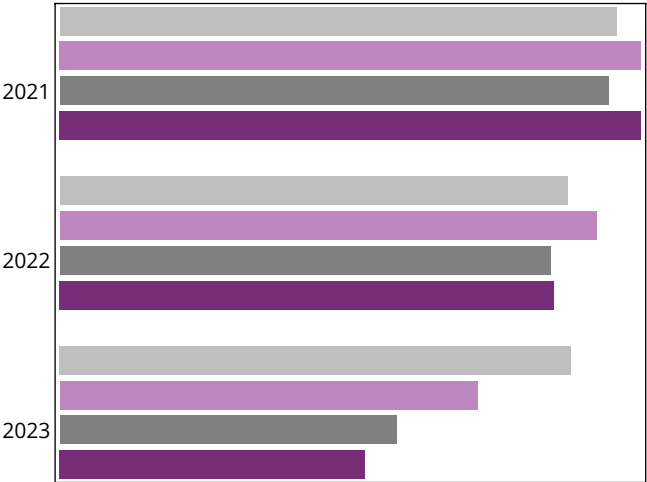
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	325,067	285,466	289,683
Week 6	354,912	307,161	240,722
Week 7	315,522	278,184	187,994
Week 8	361,665	279,164	169,279
Total	1,357,166	1,149,975	887,678

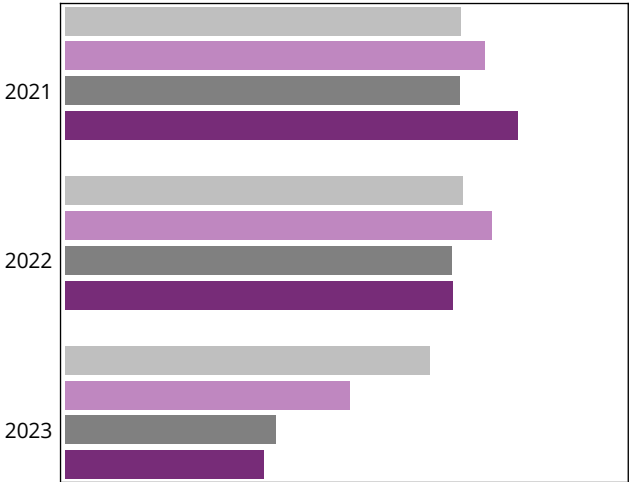
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$4,791,759	\$4,366,221	\$4,397,218
Week 6	\$5,189,845	\$4,615,775	\$3,592,927
Week 7	\$4,721,063	\$4,221,427	\$2,898,362
Week 8	\$5,406,694	\$4,250,487	\$2,626,525
Total	\$20,109,362	\$17,453,910	\$13,515,033

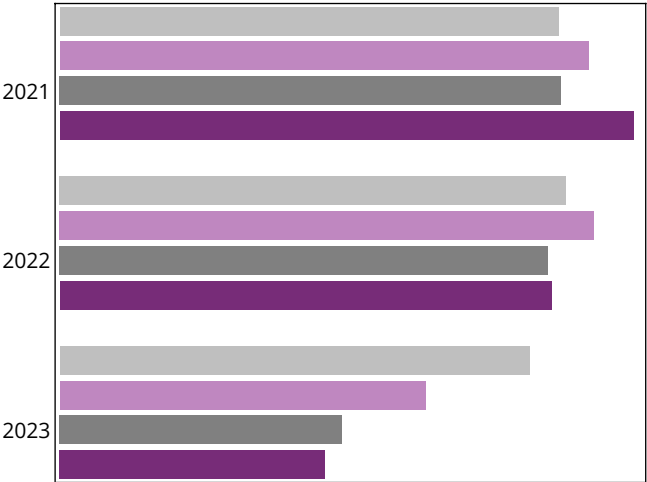
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	283,352	284,617	260,884
Week 6	300,677	305,858	203,981
Week 7	282,843	276,892	150,472
Week 8	323,933	277,880	141,910
Total	1,190,805	1,145,247	757,247

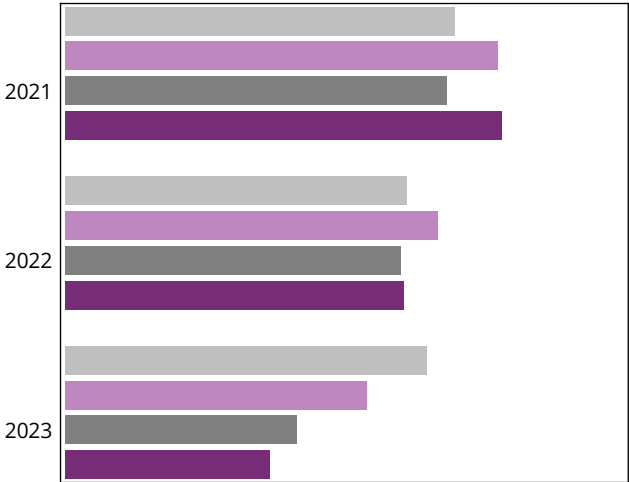
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$4,288,282	\$4,353,310	\$4,039,277
Week 6	\$4,548,782	\$4,595,209	\$3,145,506
Week 7	\$4,312,876	\$4,200,417	\$2,428,360
Week 8	\$4,934,434	\$4,232,036	\$2,281,607
Total	\$18,084,374	\$17,380,972	\$11,894,751

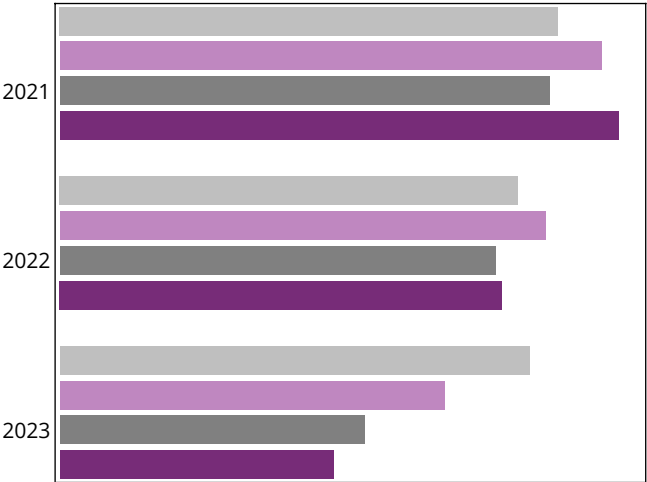
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	244,224	214,123	226,826
Week 6	270,898	233,797	189,001
Week 7	239,124	210,300	145,086
Week 8	273,782	211,949	128,068
Total	1,028,028	870,169	688,981

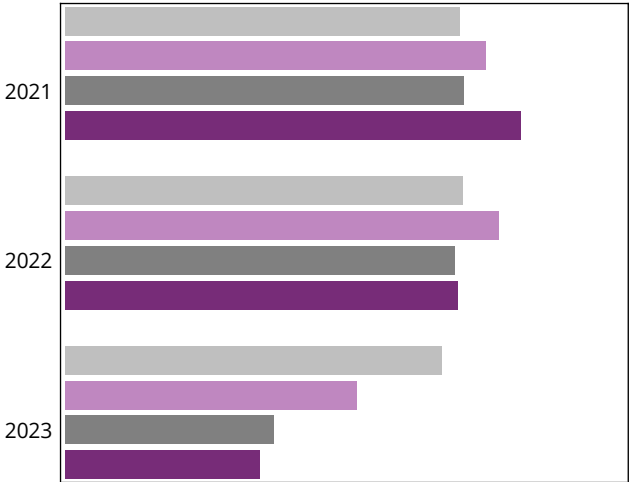
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$3,599,963	\$3,310,957	\$3,394,993
Week 6	\$3,912,751	\$3,510,556	\$2,782,151
Week 7	\$3,538,532	\$3,147,901	\$2,200,777
Week 8	\$4,038,742	\$3,194,413	\$1,979,719
Total	\$15,089,988	\$13,163,827	\$10,357,639

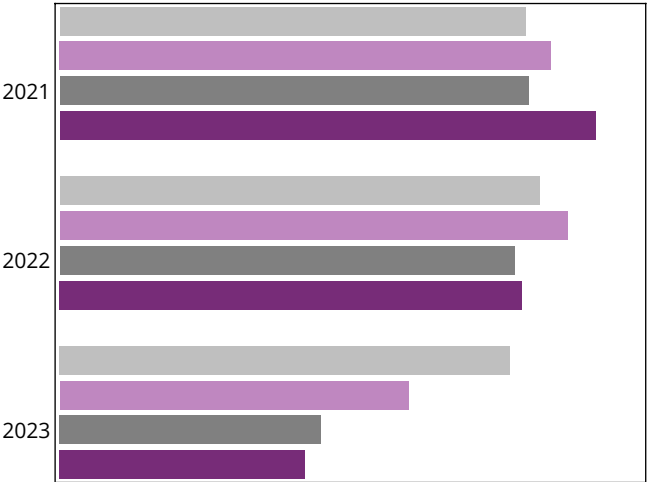
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	211,727	213,373	202,182
Week 6	226,040	232,795	156,820
Week 7	213,926	209,205	112,238
Week 8	244,849	210,942	104,467
Total	896,542	866,315	575,707

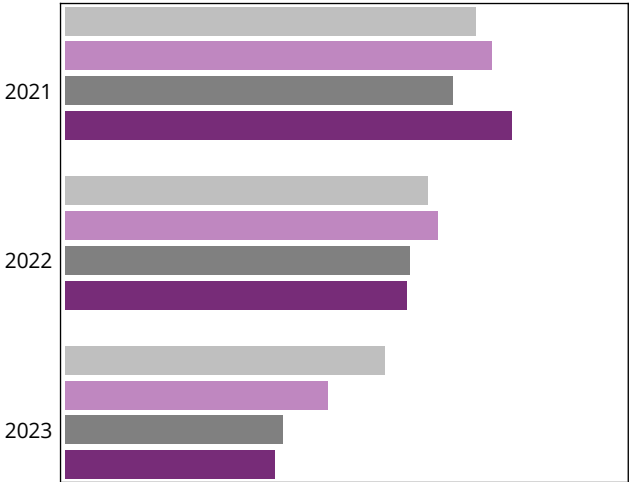
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$3,204,296	\$3,299,760	\$3,097,313
Week 6	\$3,381,481	\$3,494,917	\$2,398,483
Week 7	\$3,226,097	\$3,129,971	\$1,796,936
Week 8	\$3,684,897	\$3,180,005	\$1,687,014
Total	\$13,496,770	\$13,104,652	\$8,979,746

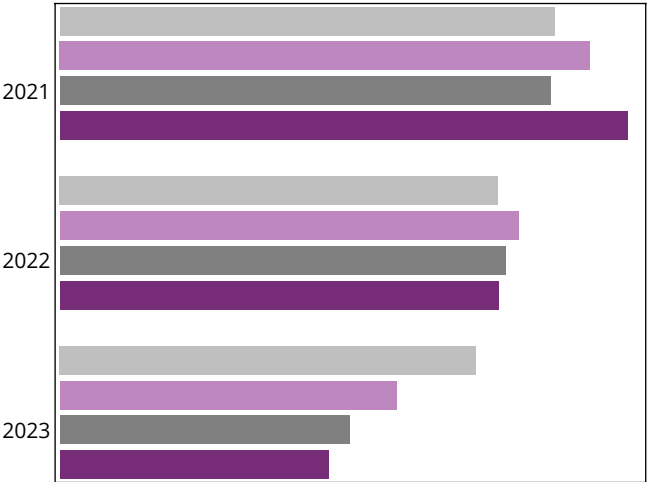
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	80,843	71,343	62,857
Week 6	84,014	73,364	51,721
Week 7	76,398	67,884	42,908
Week 8	87,883	67,215	41,211
Total	329,138	279,806	198,697

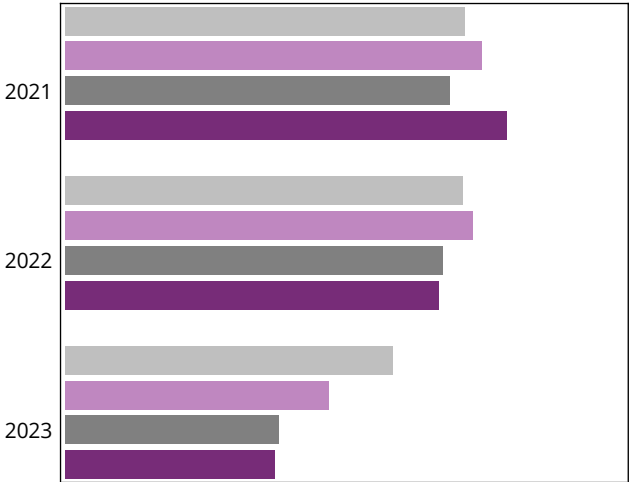
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$1,191,795	\$1,055,264	\$1,002,226
Week 6	\$1,277,095	\$1,105,219	\$810,776
Week 7	\$1,182,531	\$1,073,526	\$697,585
Week 8	\$1,367,952	\$1,056,073	\$646,806
Total	\$5,019,373	\$4,290,083	\$3,157,394

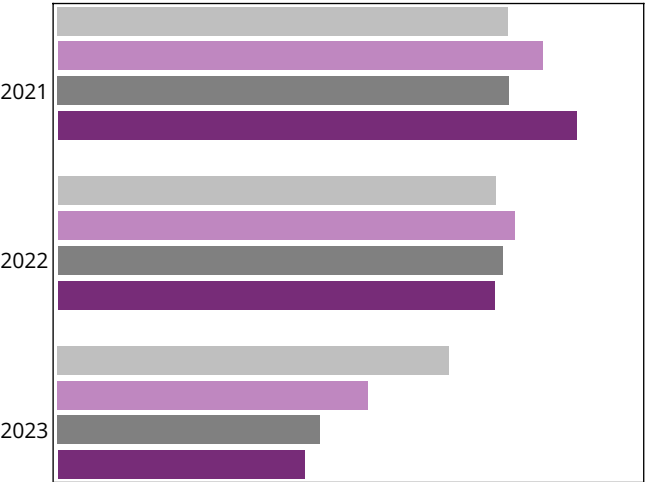
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	71,625	71,244	58,702
Week 6	74,637	73,063	47,161
Week 7	68,917	67,687	38,234
Week 8	79,084	66,938	37,443
Total	294,263	278,932	181,540

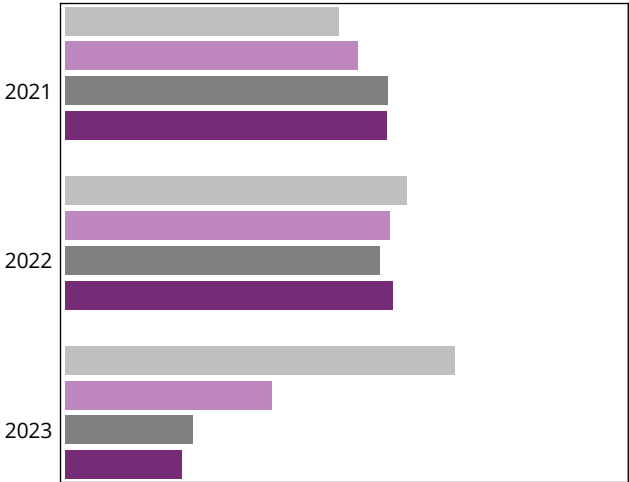
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$1,083,987	\$1,053,551	\$941,964
Week 6	\$1,167,301	\$1,100,292	\$747,024
Week 7	\$1,086,779	\$1,070,447	\$631,424
Week 8	\$1,249,537	\$1,052,031	\$594,593
Total	\$4,587,604	\$4,276,320	\$2,915,005

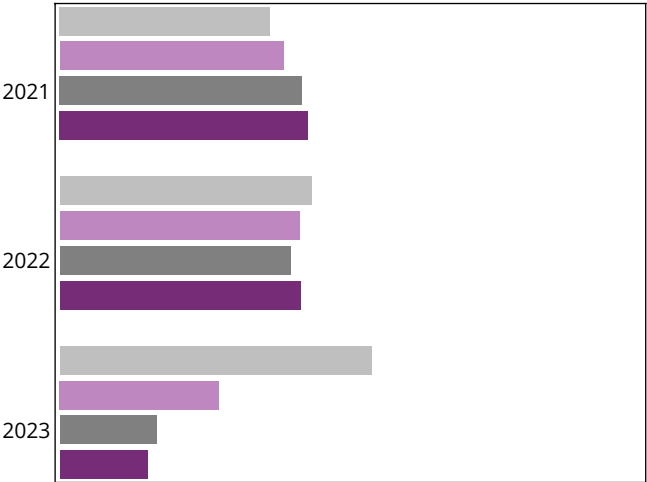
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	34,311	42,849	48,844
Week 6	36,630	40,680	25,920
Week 7	40,451	39,493	16,041
Week 8	40,331	41,110	14,659
Total	151,723	164,132	105,464

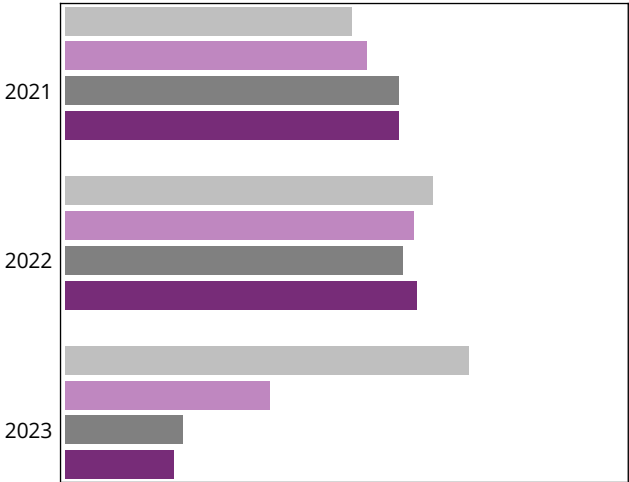
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$705,538	\$844,744	\$1,046,698
Week 6	\$751,337	\$804,410	\$534,415
Week 7	\$812,219	\$773,441	\$324,497
Week 8	\$833,140	\$807,484	\$293,590
Total	\$3,102,234	\$3,230,078	\$2,199,201

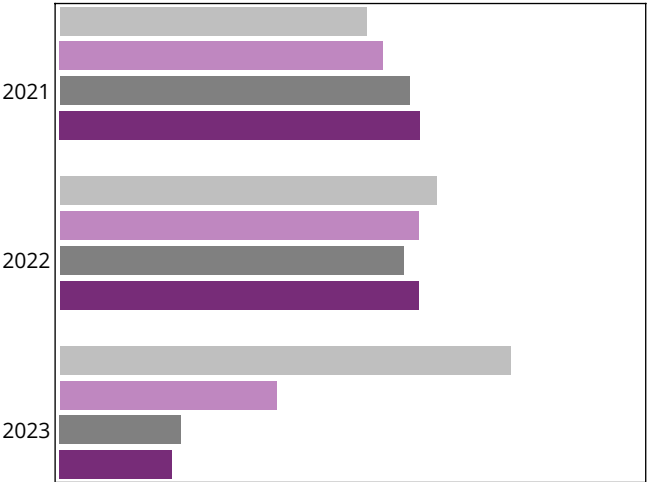
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	33,324	42,762	46,992
Week 6	35,152	40,561	23,778
Week 7	38,811	39,278	13,715
Week 8	38,872	40,869	12,652
Total	146,159	163,470	97,137

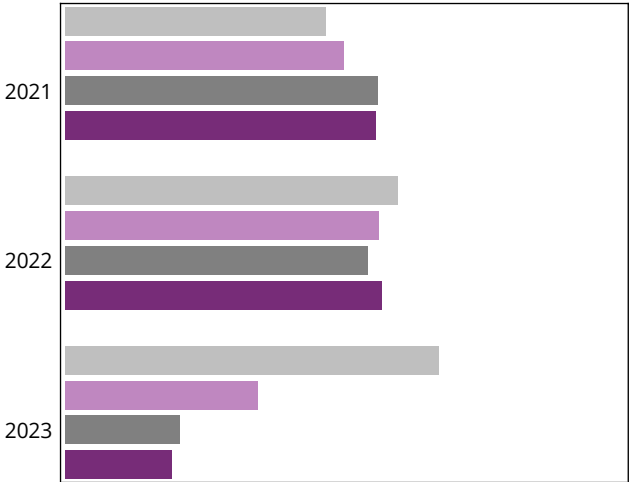
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$685,749	\$843,042	\$1,007,836
Week 6	\$723,223	\$801,999	\$485,132
Week 7	\$782,242	\$769,123	\$270,682
Week 8	\$805,943	\$802,310	\$251,005
Total	\$2,997,156	\$3,216,474	\$2,014,654

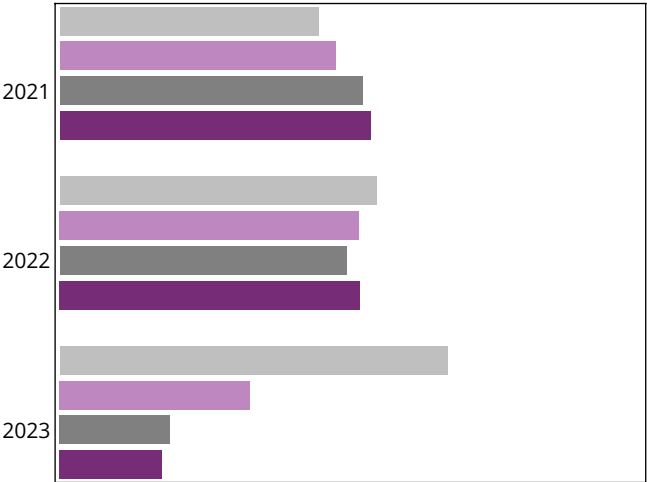
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	32,634	41,640	46,862
Week 6	34,936	39,302	24,165
Week 7	39,166	37,971	14,378
Week 8	38,969	39,666	13,383
Total	145,705	158,579	98,788

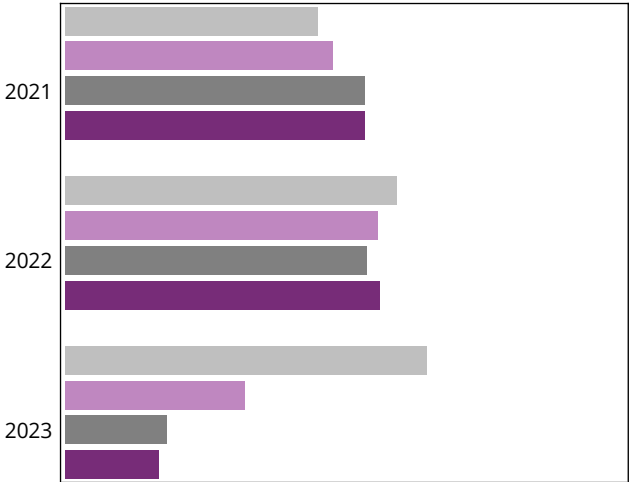
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$667,127	\$816,688	\$1,000,583
Week 6	\$710,900	\$772,270	\$491,076
Week 7	\$781,793	\$739,298	\$283,926
Week 8	\$801,667	\$774,690	\$263,408
Total	\$2,961,488	\$3,102,946	\$2,038,993

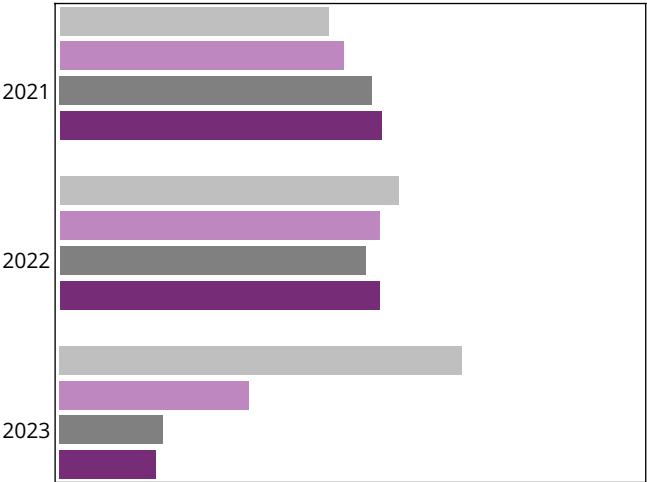
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	31,656	41,571	45,352
Week 6	33,480	39,196	22,488
Week 7	37,538	37,826	12,728
Week 8	37,519	39,458	11,756
Total	140,193	158,051	92,324

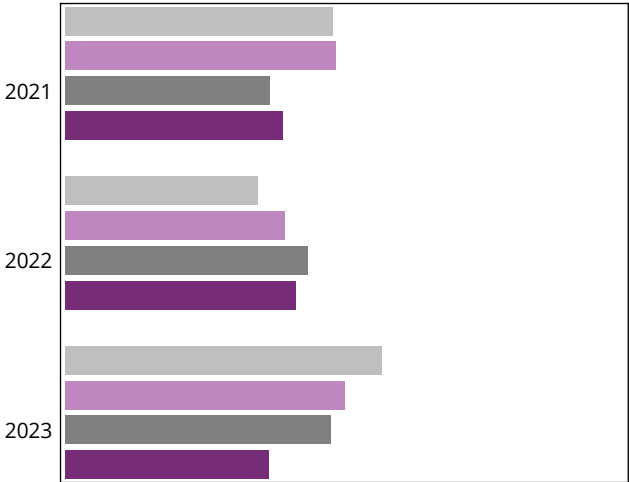
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$647,554	\$815,338	\$968,926
Week 6	\$683,323	\$770,142	\$455,275
Week 7	\$752,104	\$736,605	\$248,909
Week 8	\$774,696	\$770,489	\$231,619
Total	\$2,857,678	\$3,092,574	\$1,904,730

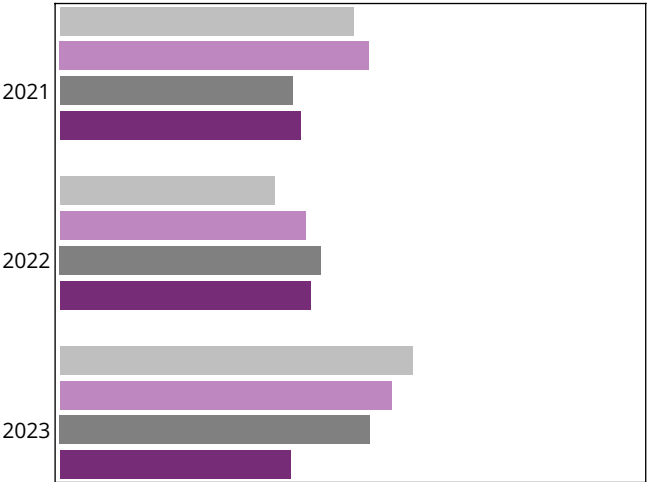
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 5	1,677	1,209	1,982
Week 6	1,694	1,378	1,755
Week 7	1,285	1,522	1,663
Week 8	1,362	1,444	1,276
Total	6,018	5,553	6,676

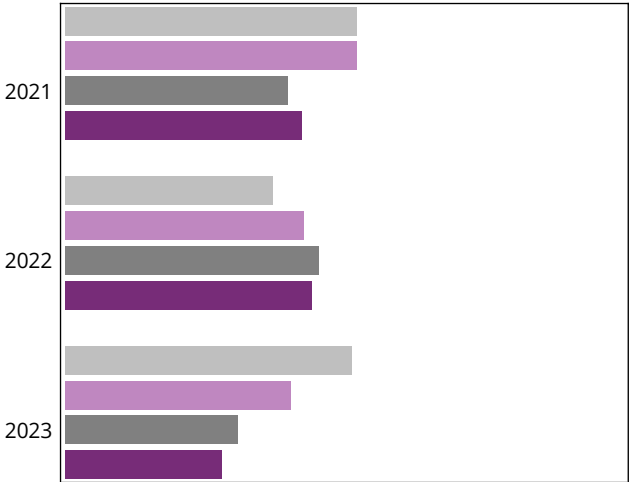
Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$38,411	\$28,056	\$46,115
Week 6	\$40,438	\$32,140	\$43,339
Week 7	\$30,425	\$34,143	\$40,572
Week 8	\$31,472	\$32,794	\$30,182
Total	\$140,746	\$127,133	\$160,207

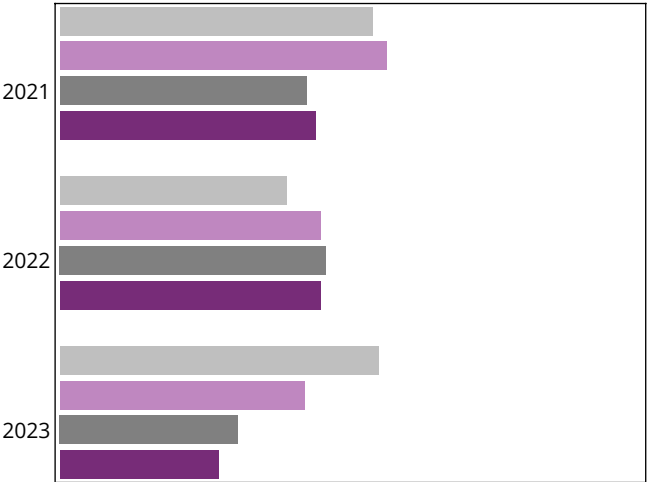
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 5	1,668	1,191	1,640
Week 6	1,672	1,365	1,290
Week 7	1,273	1,452	987
Week 8	1,353	1,411	896
Total	5,966	5,419	4,813

Value Sold (in millions of dollars)



	2021	2022	2023
Week 5	\$38,195	\$27,704	\$38,910
Week 6	\$39,900	\$31,858	\$29,856
Week 7	\$30,137	\$32,518	\$21,773
Week 8	\$31,246	\$31,821	\$19,386
Total	\$139,479	\$123,900	\$109,925

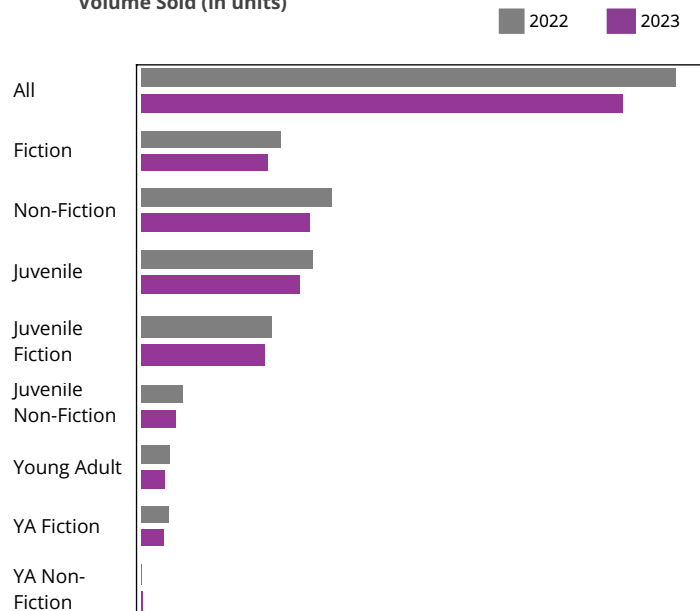
Year-to-Date Comparisons

Week-ending dates:

	2022	2023
Week 8	2022-02-27	2023-02-26

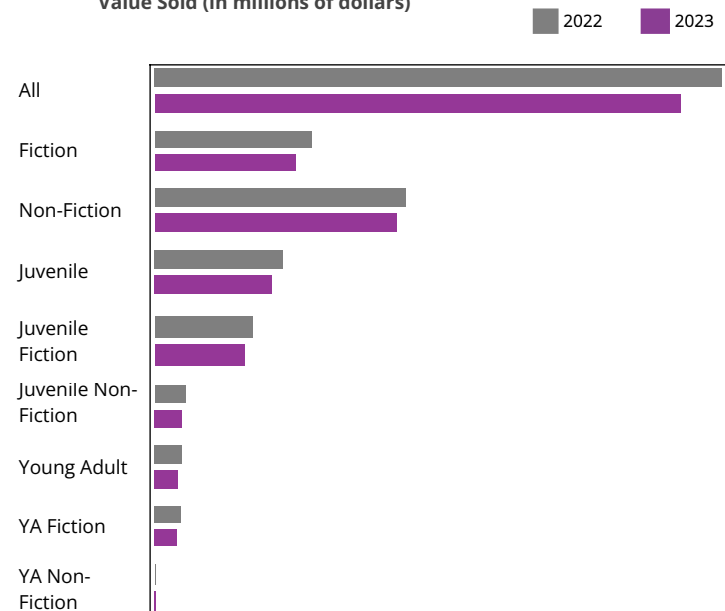
All Market

Volume Sold (in units)



	2022	2023
All	6,696,454	6,036,484
Fiction	1,743,609	1,585,060
Non-Fiction	2,383,974	2,109,288
Juvenile	2,156,074	1,981,612
Juvenile Fiction	1,636,531	1,544,122
Juvenile Non-Fiction	519,543	437,490
Young Adult (YA)	354,250	295,201
YA Fiction	343,461	282,404
YA Non-Fiction	10,789	12,797

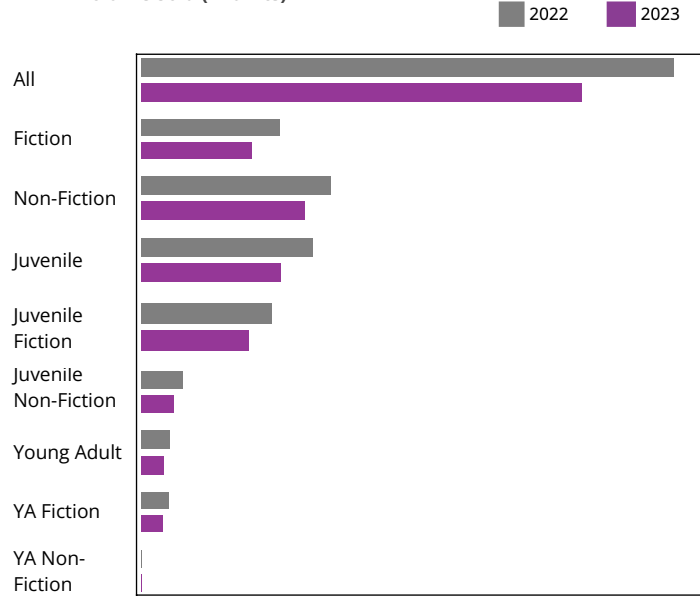
Value Sold (in millions of dollars)



	2022	2023
All	\$146,841,255	\$136,171,415
Fiction	\$40,547,483	\$36,350,708
Non-Fiction	\$64,911,846	\$62,523,298
Juvenile	\$33,201,151	\$30,303,156
Juvenile Fiction	\$25,311,202	\$23,278,365
Juvenile Non-Fiction	\$7,889,949	\$7,024,790
Young Adult (YA)	\$7,017,465	\$6,017,976
YA Fiction	\$6,769,040	\$5,719,912
YA Non-Fiction	\$248,425	\$298,064

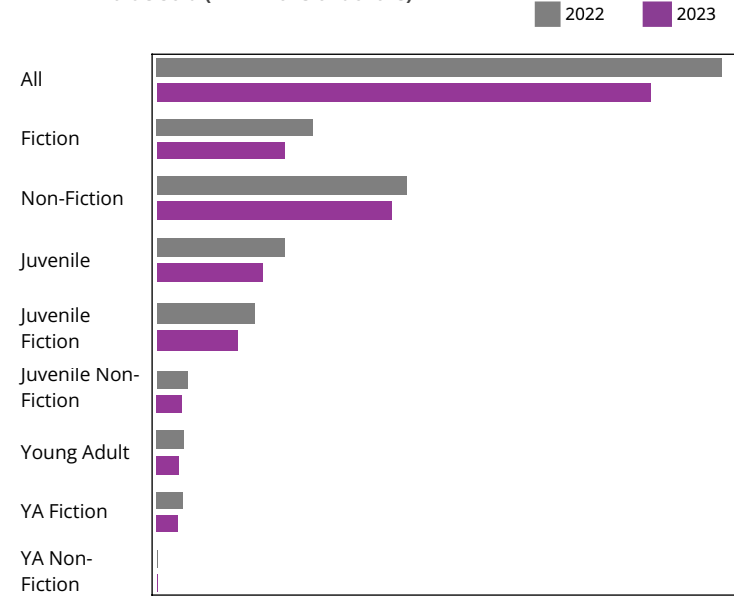
Ring Fence

Volume Sold (in units)



	2022	2023
All	6,674,050	5,528,914
Fiction	1,738,711	1,386,067
Non-Fiction	2,375,341	2,050,678
Juvenile	2,148,830	1,746,921
Juvenile Fiction	1,630,514	1,343,773
Juvenile Non-Fiction	518,316	403,148
Young Adult (YA)	353,067	282,220
YA Fiction	342,492	271,480
YA Non-Fiction	10,575	10,740

Value Sold (in millions of dollars)



	2022	2023
All	\$146,316,711	\$127,838,977
Fiction	\$40,430,126	\$33,059,991
Non-Fiction	\$64,646,568	\$60,754,808
Juvenile	\$33,090,004	\$27,342,288
Juvenile Fiction	\$25,219,826	\$20,819,701
Juvenile Non-Fiction	\$7,870,178	\$6,522,588
Young Adult (YA)	\$6,993,890	\$5,742,384
YA Fiction	\$6,750,326	\$5,498,720
YA Non-Fiction	\$243,564	\$243,664

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	