

SalesData Market Report:

March 2023

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 March 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 2021.

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.

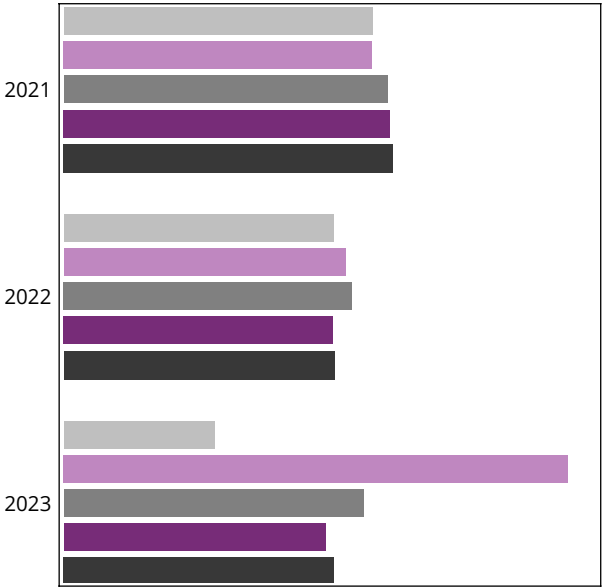
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 9	2021-03-07	2022-03-06	2023-03-05
Week 10	2021-03-14	2022-03-13	2023-03-12
Week 11	2021-03-21	2022-03-20	2023-03-19
Week 12	2021-03-28	2022-03-27	2023-03-26
Week 13	2021-04-04	2022-04-03	2023-04-02

Month-to-Month Comparisons

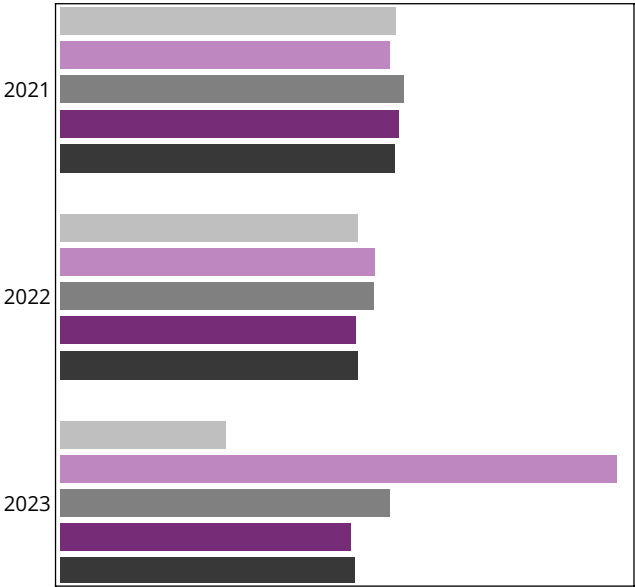
All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	985,570	861,574	481,287
Week 10	984,403	900,535	1,609,537
Week 11	1,034,448	919,802	956,667
Week 12	1,041,788	859,499	835,168
Week 13	1,051,698	864,268	862,731
Total	5,097,907	4,405,678	4,745,390

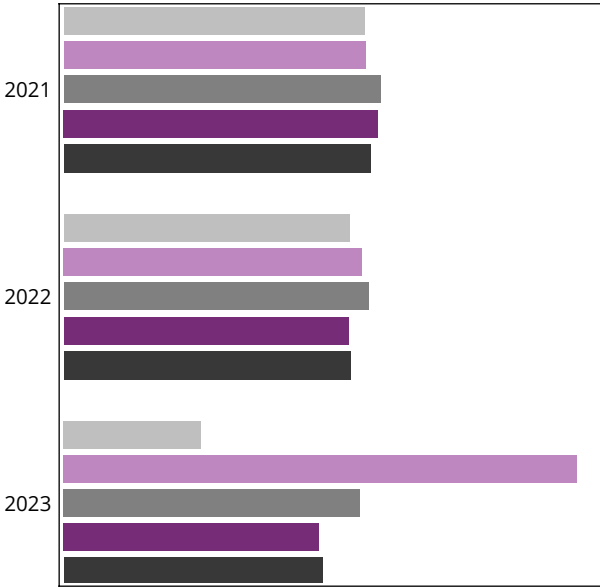
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$20,615,193	\$18,284,379	\$10,193,154
Week 10	\$20,285,940	\$19,325,580	\$34,234,413
Week 11	\$21,130,404	\$19,282,331	\$20,281,270
Week 12	\$20,824,023	\$18,181,180	\$17,889,476
Week 13	\$20,581,715	\$18,284,381	\$18,126,588
Total	\$103,437,277	\$93,357,850	\$100,724,901

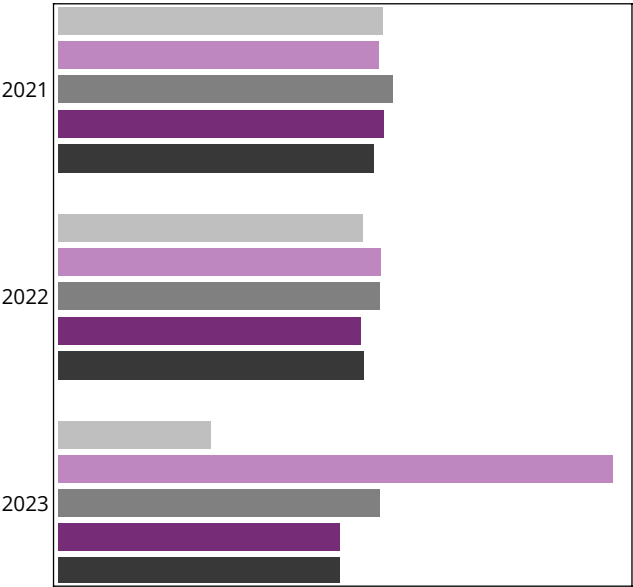
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	904,076	858,267	411,933
Week 10	906,871	896,387	1,542,773
Week 11	951,492	915,168	889,679
Week 12	944,315	855,617	766,599
Week 13	921,395	861,243	778,403
Total	4,628,149	4,386,682	4,389,387

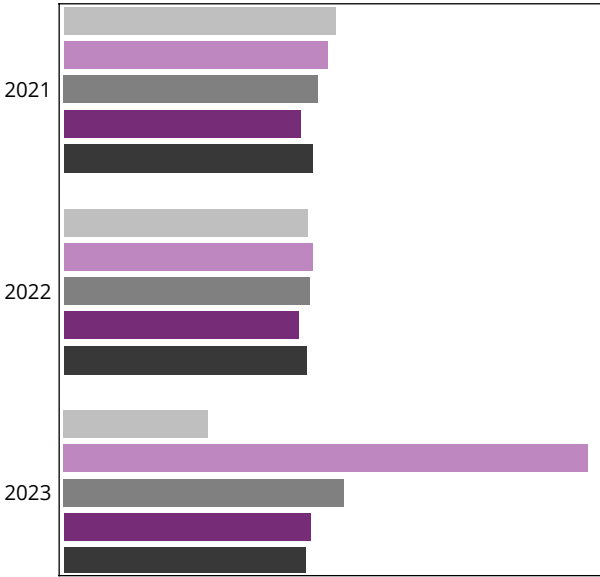
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$19,412,153	\$18,207,813	\$9,102,706
Week 10	\$19,160,130	\$19,237,019	\$33,131,190
Week 11	\$19,950,955	\$19,186,227	\$19,187,886
Week 12	\$19,447,675	\$18,089,844	\$16,799,601
Week 13	\$18,843,948	\$18,218,624	\$16,827,490
Total	\$96,814,861	\$92,939,528	\$95,048,873

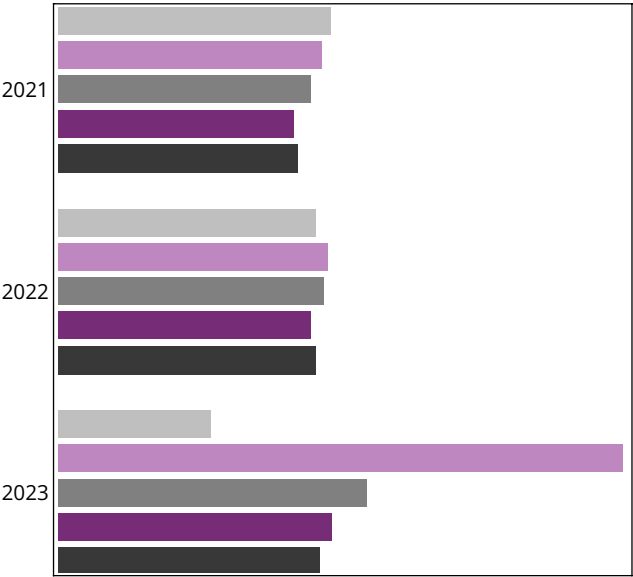
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	244,999	219,904	130,172
Week 10	237,655	224,464	472,583
Week 11	229,137	221,638	252,548
Week 12	213,528	211,452	222,382
Week 13	224,403	218,666	218,137
Total	1,149,722	1,096,124	1,295,822

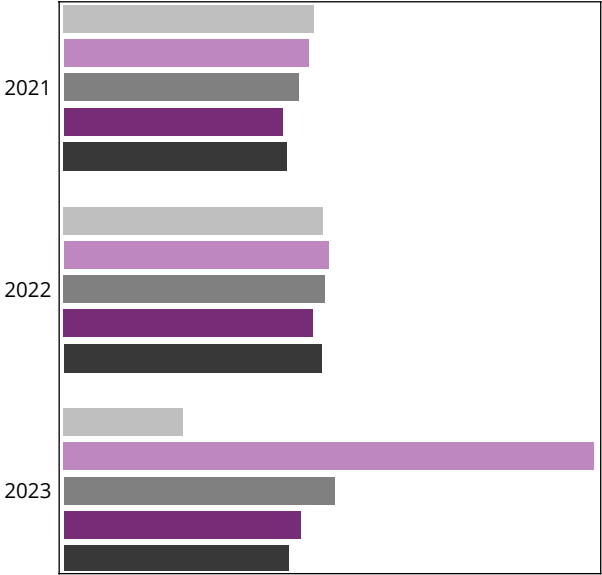
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$5,265,060	\$4,977,298	\$2,954,628
Week 10	\$5,095,132	\$5,208,850	\$10,910,598
Week 11	\$4,876,066	\$5,126,548	\$5,954,175
Week 12	\$4,547,518	\$4,879,390	\$5,285,164
Week 13	\$4,632,124	\$4,985,248	\$5,051,779
Total	\$24,415,900	\$25,177,333	\$30,156,344

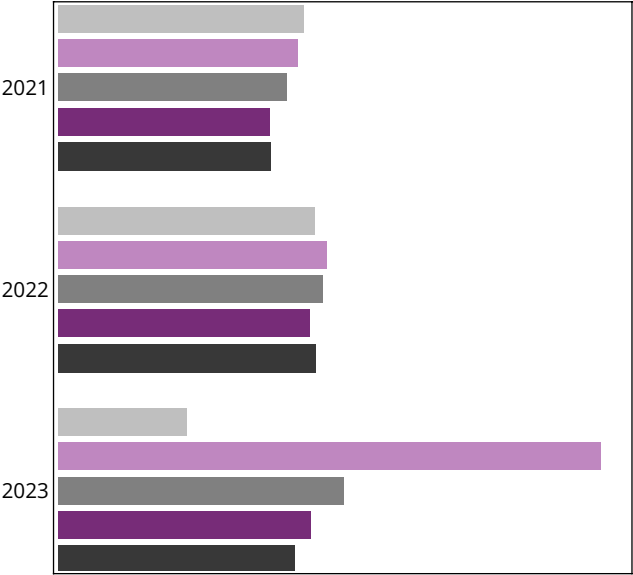
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	211,527	219,316	100,629
Week 10	206,801	223,693	448,055
Week 11	198,424	220,777	228,970
Week 12	184,704	210,790	199,906
Week 13	188,786	218,040	189,937
Total	990,242	1,092,616	1,167,497

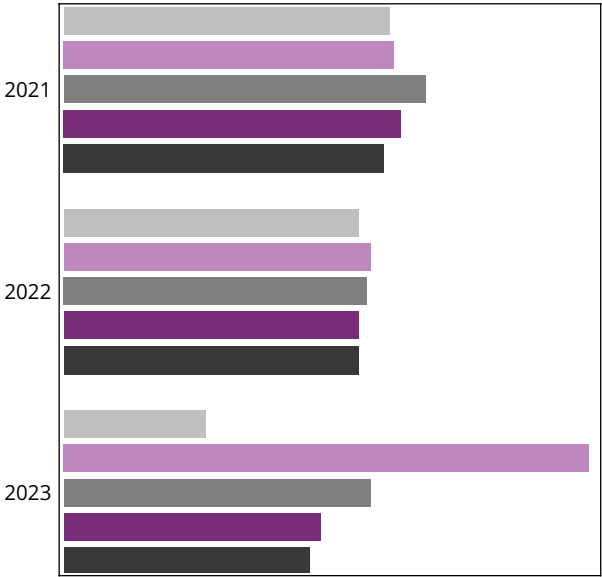
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$4,752,798	\$4,963,039	\$2,476,808
Week 10	\$4,624,166	\$5,191,334	\$10,487,976
Week 11	\$4,406,975	\$5,106,475	\$5,523,823
Week 12	\$4,093,550	\$4,863,689	\$4,869,982
Week 13	\$4,107,657	\$4,970,607	\$4,578,208
Total	\$21,985,146	\$25,095,143	\$27,936,796

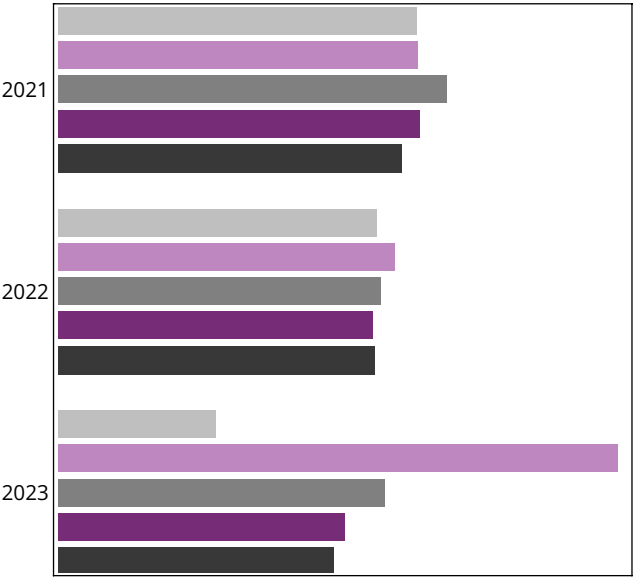
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	306,045	276,589	133,104
Week 10	310,122	287,860	493,258
Week 11	339,711	285,017	288,196
Week 12	316,577	276,956	241,061
Week 13	300,605	276,660	230,740
Total	1,573,060	1,403,082	1,386,359

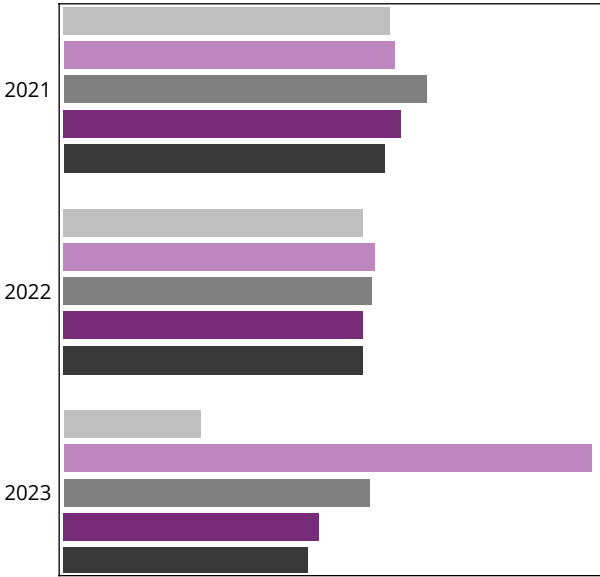
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$8,506,969	\$7,562,396	\$3,727,102
Week 10	\$8,529,292	\$7,990,177	\$13,263,412
Week 11	\$9,223,107	\$7,640,135	\$7,746,627
Week 12	\$8,576,711	\$7,448,847	\$6,785,181
Week 13	\$8,137,459	\$7,503,919	\$6,543,320
Total	\$42,973,537	\$38,145,475	\$38,065,642

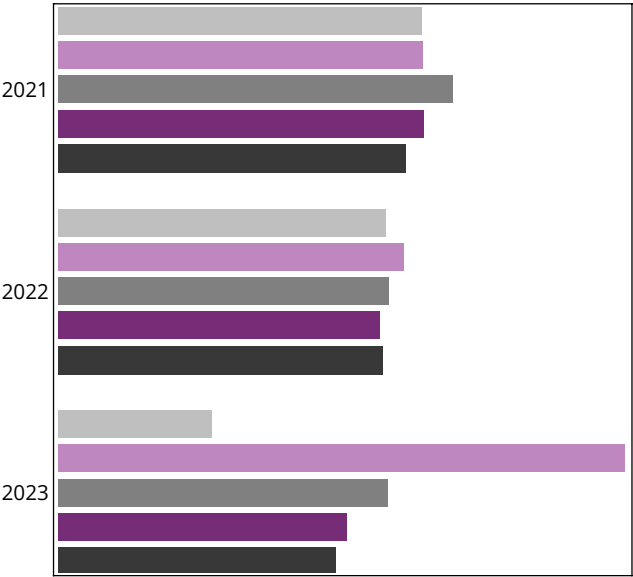
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	300,309	275,338	126,000
Week 10	304,232	286,603	485,714
Week 11	333,914	283,523	281,595
Week 12	310,285	275,461	234,836
Week 13	295,288	275,506	224,602
Total	1,544,028	1,396,431	1,352,747

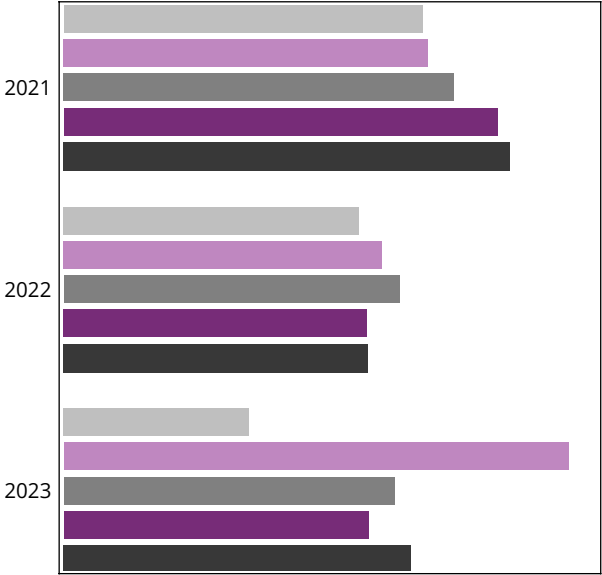
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$8,357,129	\$7,526,169	\$3,543,635
Week 10	\$8,383,063	\$7,955,206	\$13,047,457
Week 11	\$9,073,341	\$7,600,183	\$7,576,655
Week 12	\$8,410,308	\$7,403,003	\$6,630,474
Week 13	\$8,001,533	\$7,471,860	\$6,382,450
Total	\$42,225,375	\$37,956,421	\$37,180,671

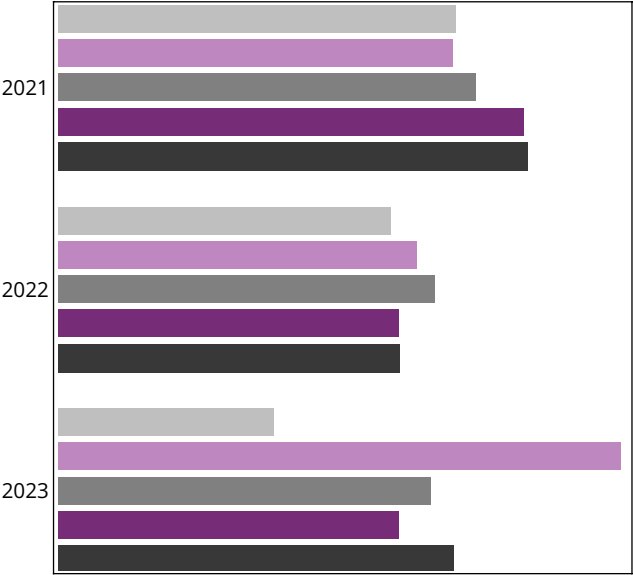
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	379,508	312,649	196,202
Week 10	385,415	336,941	534,368
Week 11	412,957	355,063	349,966
Week 12	458,980	321,133	322,781
Week 13	472,089	322,171	367,572
Total	2,108,949	1,647,957	1,770,889

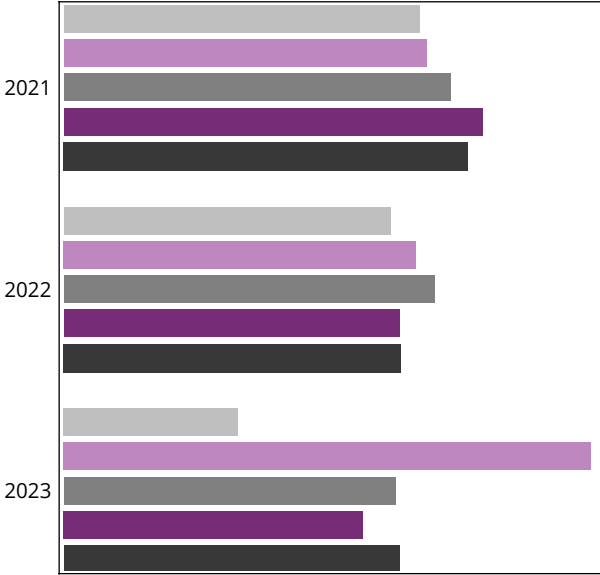
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$5,692,804	\$4,762,404	\$3,082,919
Week 10	\$5,650,310	\$5,138,346	\$8,059,939
Week 11	\$5,982,934	\$5,395,648	\$5,336,417
Week 12	\$6,664,800	\$4,882,261	\$4,882,277
Week 13	\$6,722,800	\$4,885,640	\$5,656,943
Total	\$30,713,648	\$25,064,299	\$27,018,496

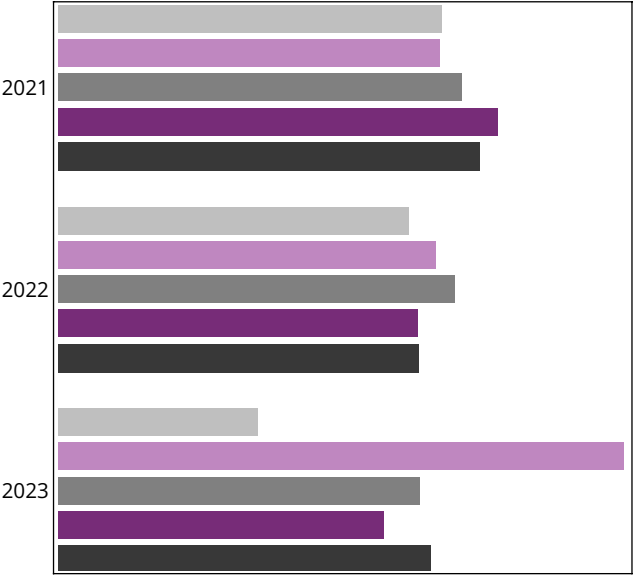
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	338,722	311,521	165,878
Week 10	345,800	335,378	502,461
Week 11	368,412	353,301	315,868
Week 12	398,819	319,770	285,024
Week 13	385,319	321,186	319,942
Total	1,837,072	1,641,156	1,589,173

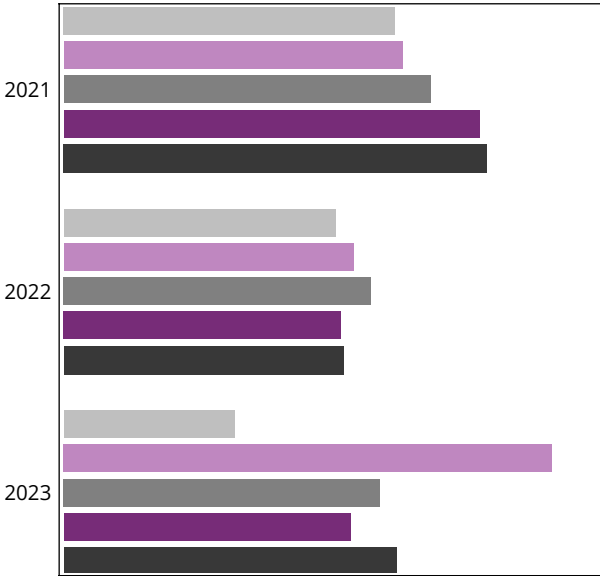
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$5,184,045	\$4,743,575	\$2,701,944
Week 10	\$5,167,304	\$5,112,678	\$7,648,598
Week 11	\$5,460,314	\$5,370,165	\$4,895,916
Week 12	\$5,951,372	\$4,859,461	\$4,404,034
Week 13	\$5,696,494	\$4,871,480	\$5,036,054
Total	\$27,459,528	\$24,957,359	\$24,686,545

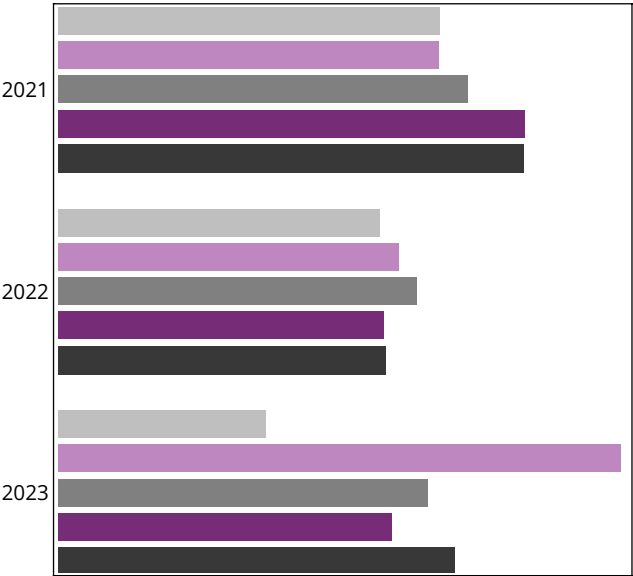
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	290,010	237,894	149,342
Week 10	296,614	253,555	427,600
Week 11	321,282	269,184	276,823
Week 12	364,051	242,977	251,217
Week 13	370,537	245,081	291,536
Total	1,642,494	1,248,691	1,396,518

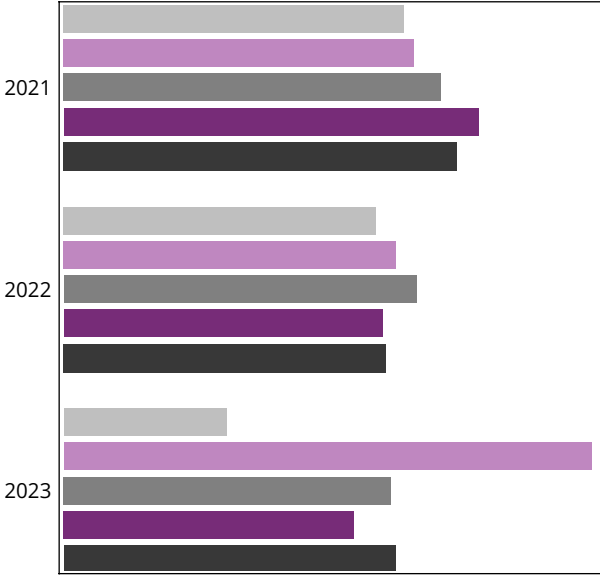
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$4,290,896	\$3,609,363	\$2,330,988
Week 10	\$4,282,376	\$3,827,875	\$6,320,310
Week 11	\$4,599,055	\$4,034,570	\$4,154,677
Week 12	\$5,245,347	\$3,655,899	\$3,747,839
Week 13	\$5,231,766	\$3,683,874	\$4,455,061
Total	\$23,649,440	\$18,811,581	\$21,008,875

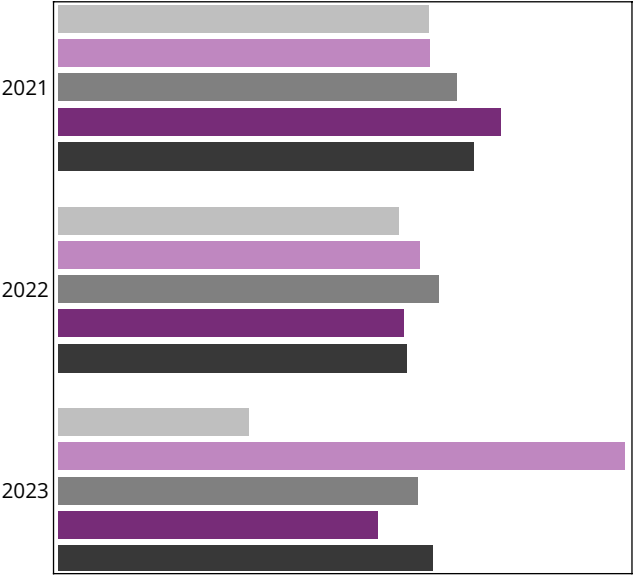
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	258,133	236,961	123,372
Week 10	265,820	252,235	400,330
Week 11	286,314	267,888	248,171
Week 12	314,933	241,958	220,258
Week 13	298,477	244,389	251,837
Total	1,423,677	1,243,431	1,243,968

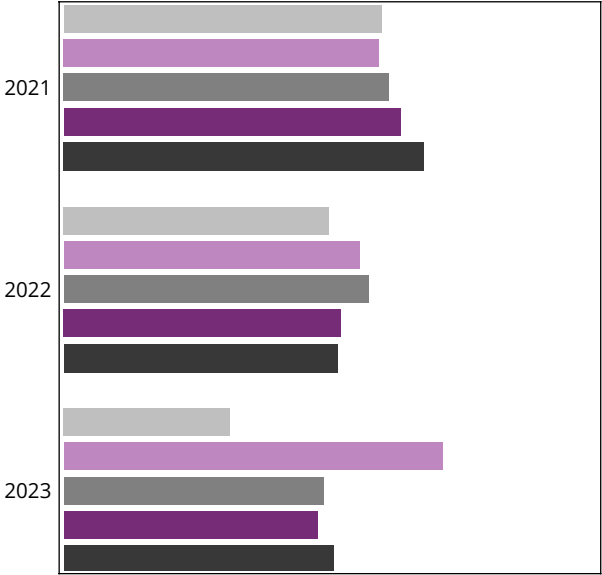
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$3,904,448	\$3,594,002	\$2,010,217
Week 10	\$3,919,436	\$3,806,521	\$5,974,955
Week 11	\$4,199,812	\$4,015,529	\$3,791,887
Week 12	\$4,665,804	\$3,639,673	\$3,364,719
Week 13	\$4,377,955	\$3,674,103	\$3,948,496
Total	\$21,067,456	\$18,729,828	\$19,090,275

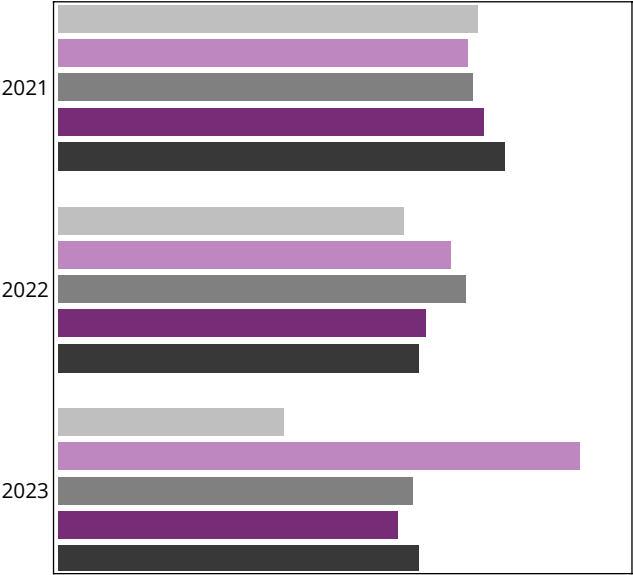
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	89,498	74,755	46,860
Week 10	88,801	83,386	106,768
Week 11	91,675	85,879	73,143
Week 12	94,929	78,156	71,564
Week 13	101,552	77,090	76,036
Total	466,455	399,266	374,371

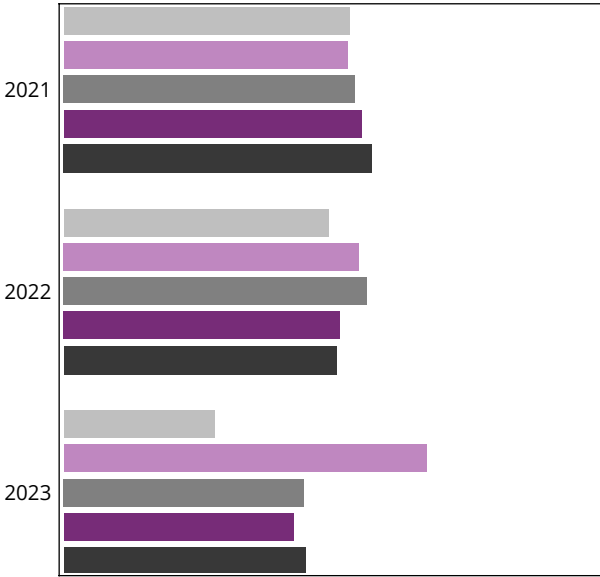
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$1,401,908	\$1,153,041	\$751,931
Week 10	\$1,367,934	\$1,310,472	\$1,739,629
Week 11	\$1,383,879	\$1,361,078	\$1,181,740
Week 12	\$1,419,453	\$1,226,362	\$1,134,438
Week 13	\$1,491,034	\$1,201,766	\$1,201,882
Total	\$7,064,208	\$6,252,718	\$6,009,620

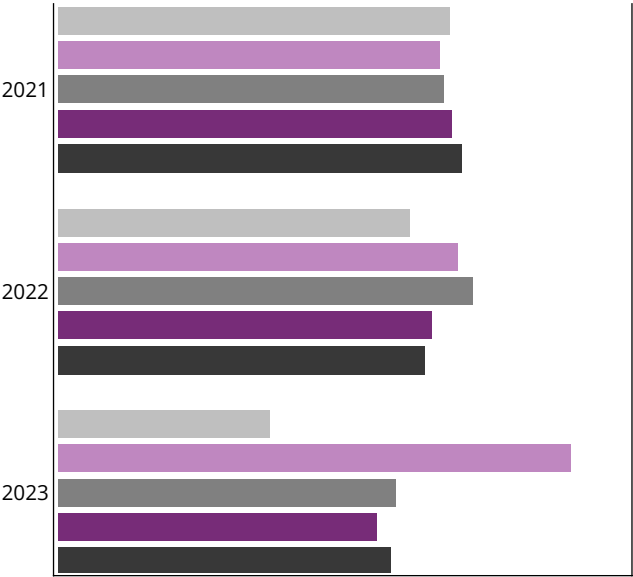
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	80,589	74,560	42,506
Week 10	79,980	83,143	102,131
Week 11	82,098	85,413	67,697
Week 12	83,886	77,812	64,766
Week 13	86,842	76,797	68,105
Total	413,395	397,725	345,205

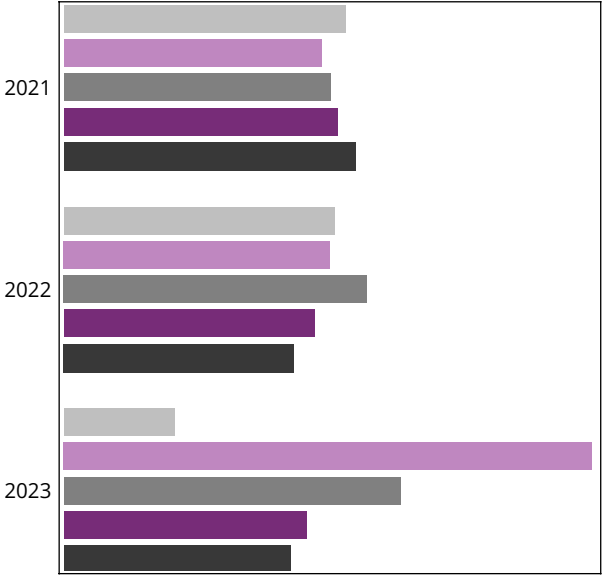
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$1,279,597	\$1,149,572	\$691,727
Week 10	\$1,247,868	\$1,306,157	\$1,673,642
Week 11	\$1,260,501	\$1,354,637	\$1,104,028
Week 12	\$1,285,567	\$1,219,788	\$1,039,314
Week 13	\$1,318,539	\$1,197,378	\$1,087,557
Total	\$6,392,072	\$6,227,532	\$5,596,269

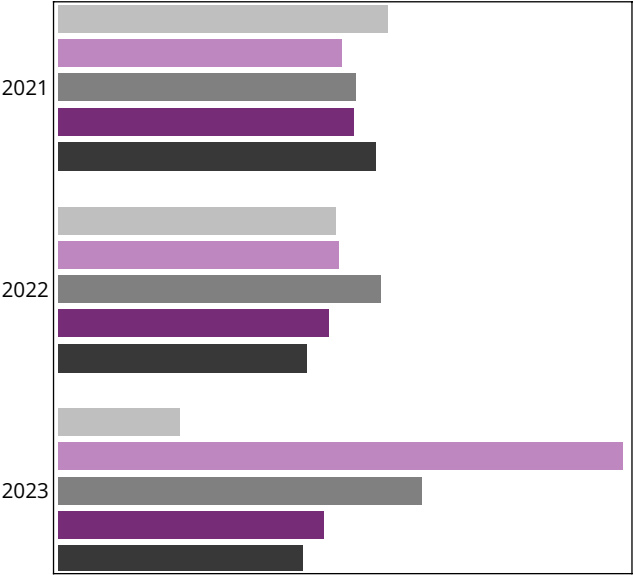
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	46,557	44,751	18,342
Week 10	42,647	44,040	87,302
Week 11	44,094	50,137	55,630
Week 12	45,235	41,410	40,138
Week 13	48,261	38,073	37,477
Total	226,794	218,411	238,889

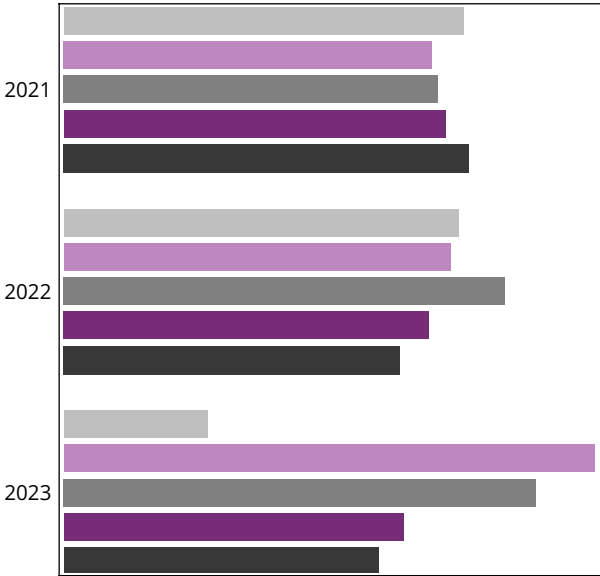
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$1,011,869	\$854,451	\$373,634
Week 10	\$871,801	\$862,274	\$1,736,868
Week 11	\$915,858	\$991,297	\$1,116,919
Week 12	\$908,499	\$832,512	\$817,375
Week 13	\$977,572	\$765,209	\$752,819
Total	\$4,685,599	\$4,305,743	\$4,797,615

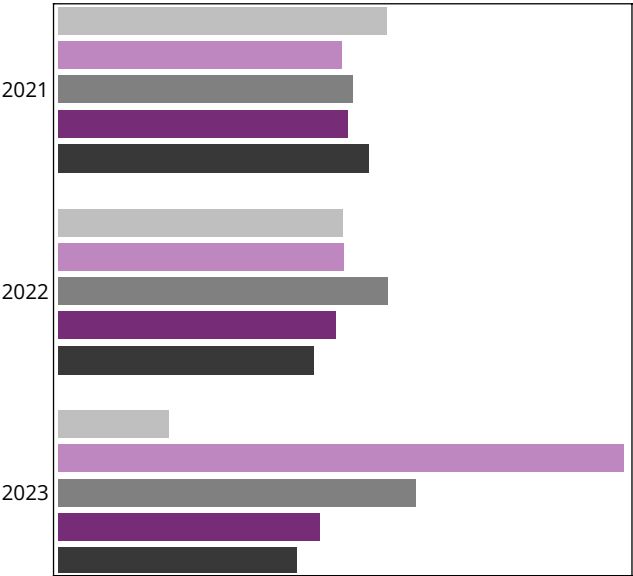
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	45,072	44,508	16,204
Week 10	41,485	43,573	84,754
Week 11	42,202	49,723	53,203
Week 12	43,048	41,149	38,282
Week 13	45,666	37,890	35,484
Total	217,473	216,843	227,927

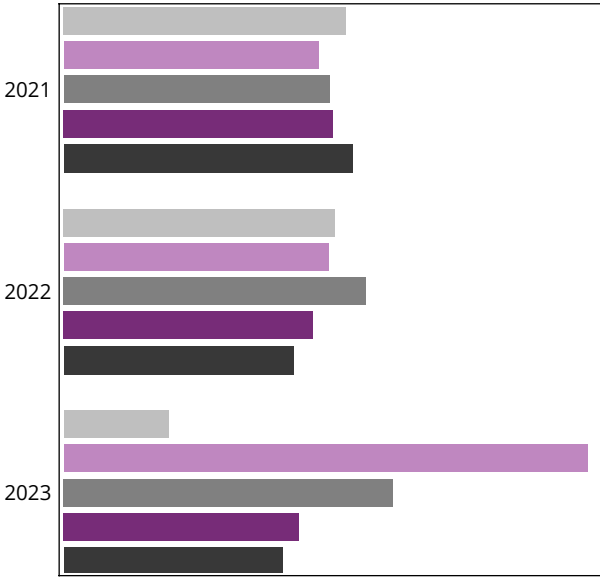
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$979,911	\$849,331	\$328,858
Week 10	\$846,349	\$853,458	\$1,687,458
Week 11	\$878,067	\$982,625	\$1,068,824
Week 12	\$866,008	\$827,695	\$779,762
Week 13	\$926,545	\$761,772	\$713,441
Total	\$4,496,880	\$4,274,882	\$4,578,344

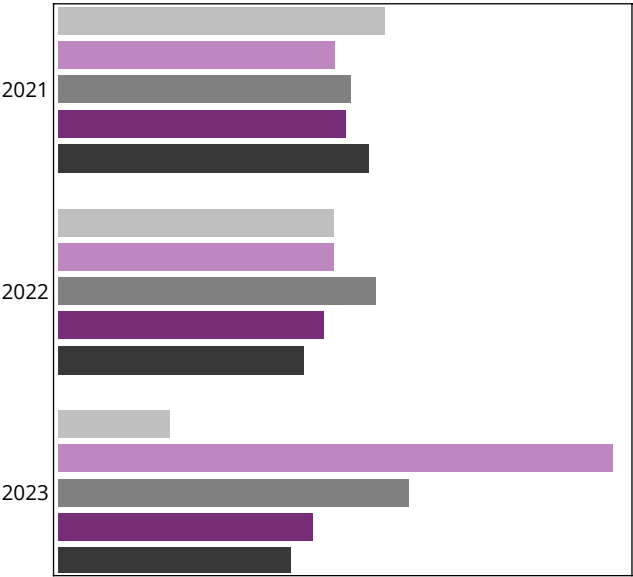
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	45,048	43,273	16,711
Week 10	40,677	42,257	83,651
Week 11	42,427	48,238	52,562
Week 12	42,993	39,815	37,551
Week 13	46,068	36,664	34,908
Total	217,213	210,247	225,383

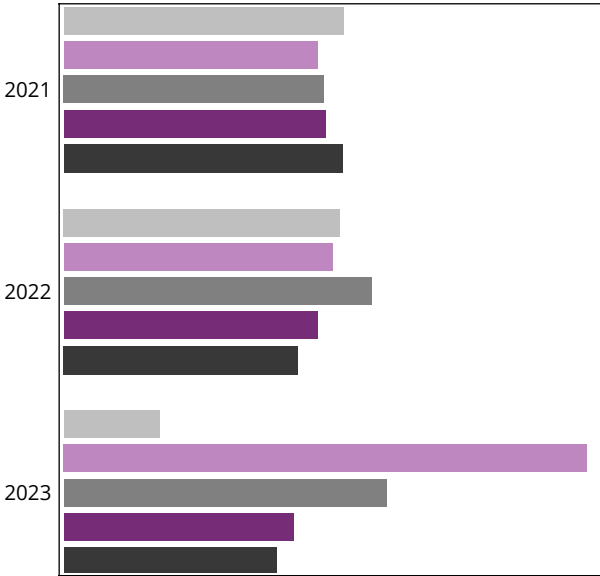
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$975,510	\$821,652	\$332,977
Week 10	\$826,749	\$821,993	\$1,654,983
Week 11	\$874,825	\$948,543	\$1,046,790
Week 12	\$857,542	\$794,317	\$759,124
Week 13	\$927,300	\$732,680	\$694,034
Total	\$4,461,927	\$4,119,186	\$4,487,908

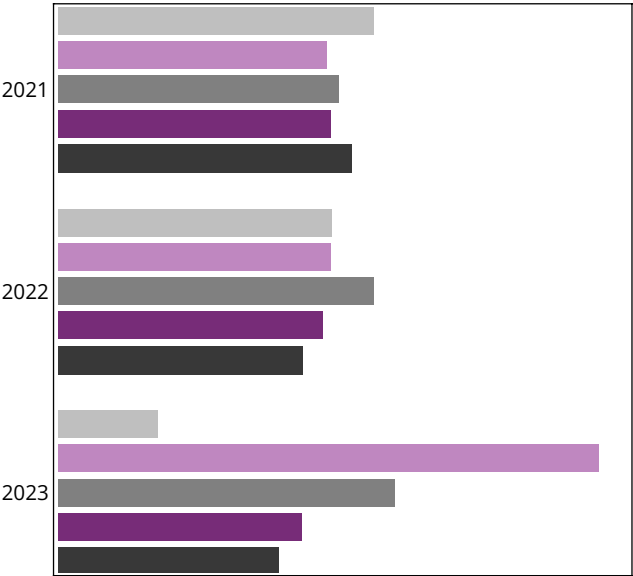
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	43,571	43,097	14,931
Week 10	39,522	41,876	81,605
Week 11	40,544	47,962	50,354
Week 12	40,813	39,570	35,857
Week 13	43,482	36,516	33,138
Total	207,932	209,021	215,885

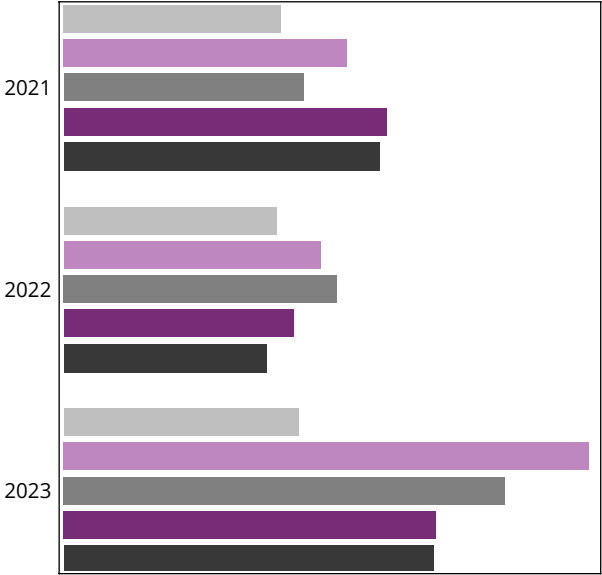
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$943,740	\$817,946	\$298,416
Week 10	\$801,465	\$814,852	\$1,614,688
Week 11	\$837,250	\$942,445	\$1,004,192
Week 12	\$815,219	\$789,865	\$725,809
Week 13	\$876,489	\$729,952	\$659,784
Total	\$4,274,164	\$4,095,060	\$4,302,890

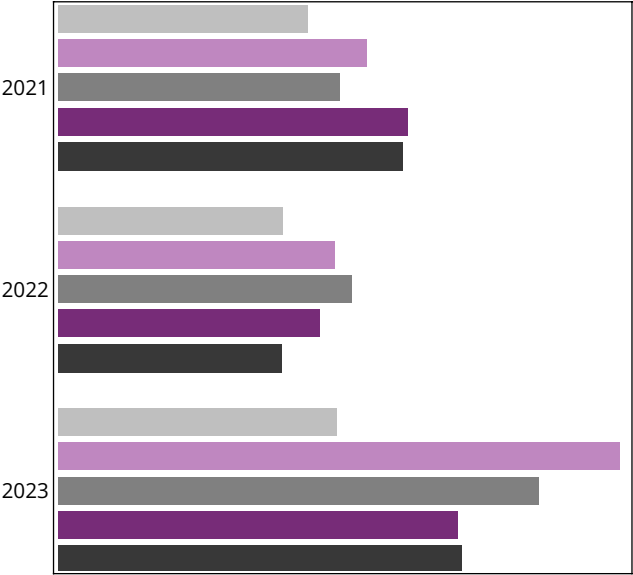
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 9	1,509	1,478	1,631
Week 10	1,970	1,783	3,651
Week 11	1,667	1,899	3,068
Week 12	2,242	1,595	2,587
Week 13	2,193	1,409	2,569
Total	9,581	8,164	13,506

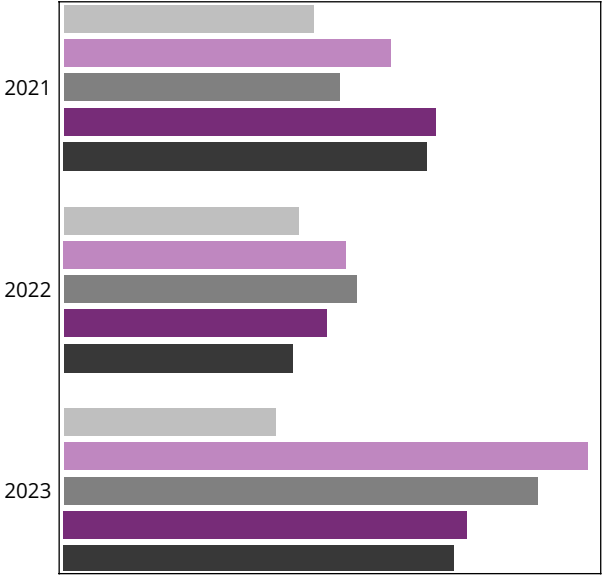
Value Sold (in millions of dollars)



	2021	2022	2023
Week 9	\$36,359	\$32,799	\$40,657
Week 10	\$45,052	\$40,281	\$81,885
Week 11	\$41,033	\$42,754	\$70,129
Week 12	\$50,957	\$38,195	\$58,252
Week 13	\$50,272	\$32,528	\$58,784
Total	\$223,672	\$186,557	\$309,707

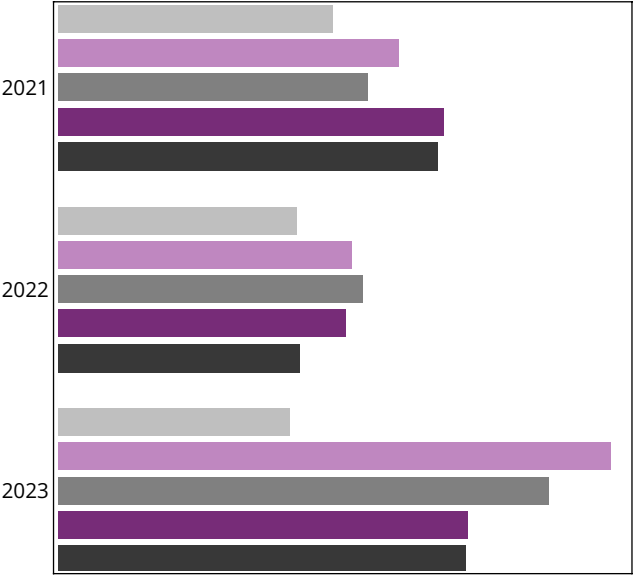
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 9	1,501	1,411	1,273
Week 10	1,963	1,697	3,149
Week 11	1,658	1,761	2,849
Week 12	2,235	1,579	2,425
Week 13	2,184	1,374	2,346
Total	9,541	7,822	12,042

Value Sold (in millions of dollars)



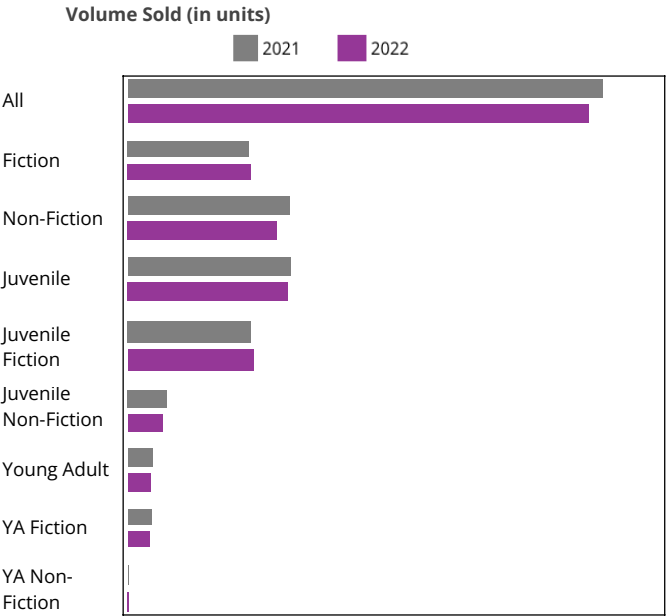
	2021	2022	2023
Week 9	\$36,171	\$31,385	\$30,442
Week 10	\$44,884	\$38,606	\$72,770
Week 11	\$40,817	\$40,181	\$64,632
Week 12	\$50,789	\$37,830	\$53,953
Week 13	\$50,056	\$31,820	\$53,657
Total	\$222,716	\$179,822	\$275,454

Year-to-Date Comparisons

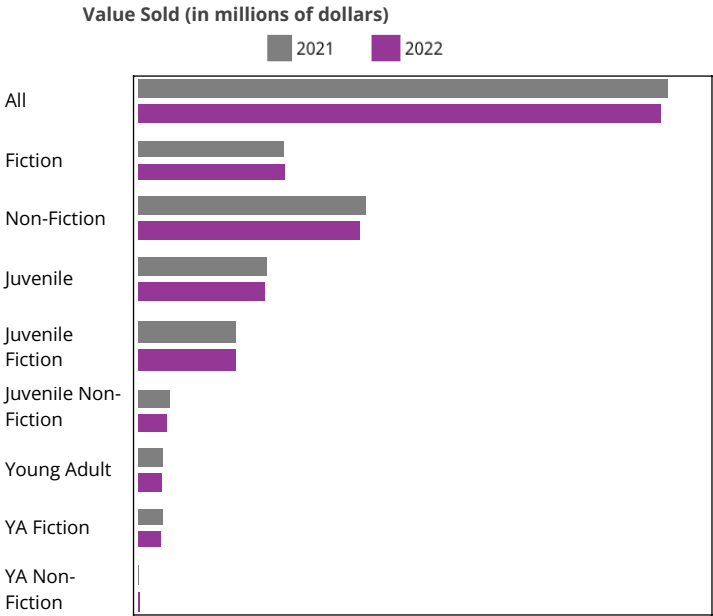
Week-ending dates:

	2022	2023
Week 13	2022-04-0	2023-04-02

All Market

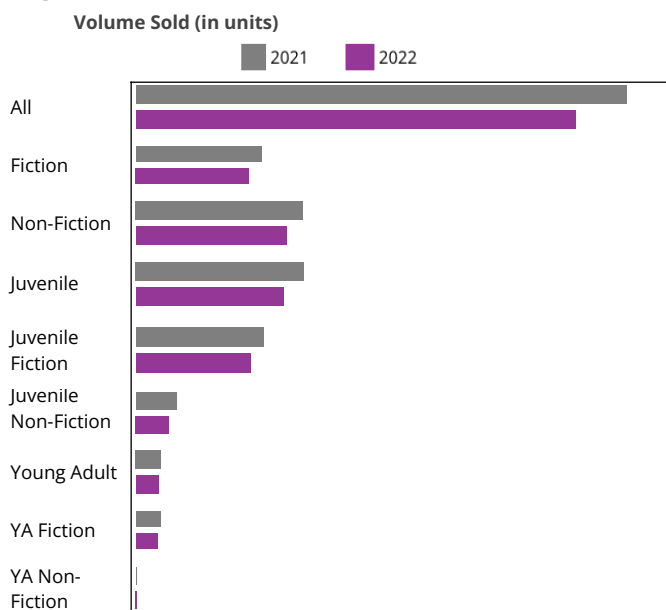


	2022	2023
All	11,102,132	10,781,874
Fiction	2,839,733	2,880,882
Non-Fiction	3,787,056	3,495,647
Juvenile	3,804,031	3,752,501
Juvenile Fiction	2,885,222	2,940,640
Juvenile Non-Fiction	918,809	811,861
Young Adult (YA)	572,661	534,090
YA Fiction	553,708	507,787
YA Non-Fiction	18,953	26,303

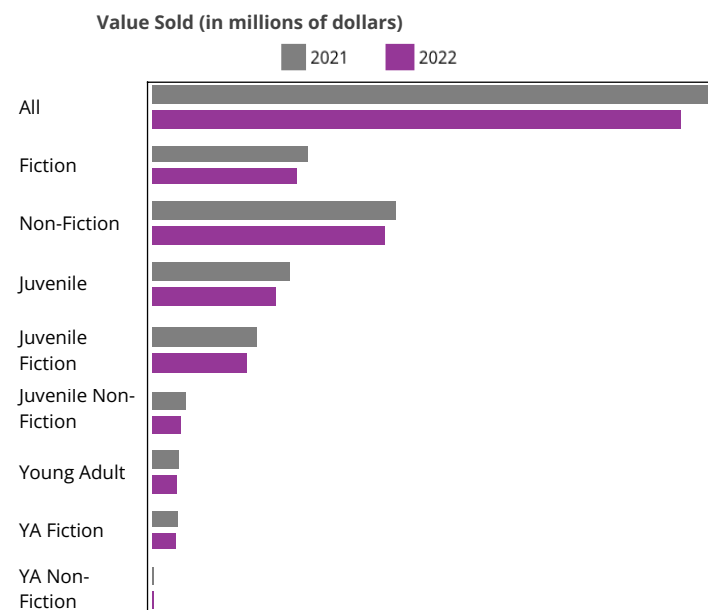


	2022	2023
All	\$240,199,105	\$236,896,316
Fiction	\$65,724,817	\$66,507,052
Non-Fiction	\$103,057,320	\$100,588,940
Juvenile	\$58,265,450	\$57,321,651
Juvenile Fiction	\$44,122,783	\$44,287,240
Juvenile Non-Fiction	\$14,142,667	\$13,034,411
Young Adult (YA)	\$11,323,208	\$10,815,591
YA Fiction	\$10,888,226	\$10,207,819
YA Non-Fiction	\$434,982	\$607,772

Ring Fence



	2022	2023
All	11,060,732	9,918,301
Fiction	2,831,327	2,553,564
Non-Fiction	3,771,772	3,403,425
Juvenile	3,789,986	3,336,094
Juvenile Fiction	2,873,945	2,587,741
Juvenile Non-Fiction	916,041	748,353
Young Adult (YA)	569,910	510,147
YA Fiction	551,513	487,365
YA Non-Fiction	18,397	22,782



	2022	2023
All	\$239,256,239	\$222,887,850
Fiction	\$65,525,268	\$60,996,787
Non-Fiction	\$102,602,989	\$97,935,479
Juvenile	\$58,047,363	\$52,028,833
Juvenile Fiction	\$43,949,653	\$39,909,976
Juvenile Non-Fiction	\$14,097,710	\$12,118,857
Young Adult (YA)	\$11,268,772	\$10,320,727
YA Fiction	\$10,845,386	\$9,801,610
YA Non-Fiction	\$423,386	\$519,118

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	