

SalesData Market Report:

April 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.

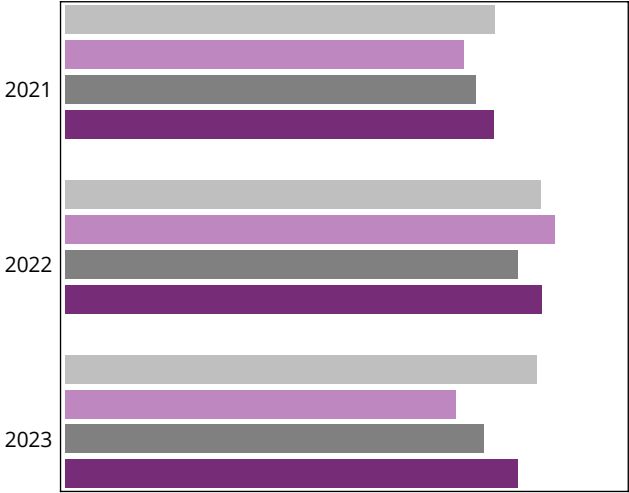
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 14	2021-04-11	2022-04-10	2023-04-09
Week 15	2021-04-18	2022-04-17	2023-04-16
Week 16	2021-04-25	2022-04-24	2023-04-23
Week 17	2021-05-02	2022-05-01	2023-04-30

Month-to-Month Comparisons

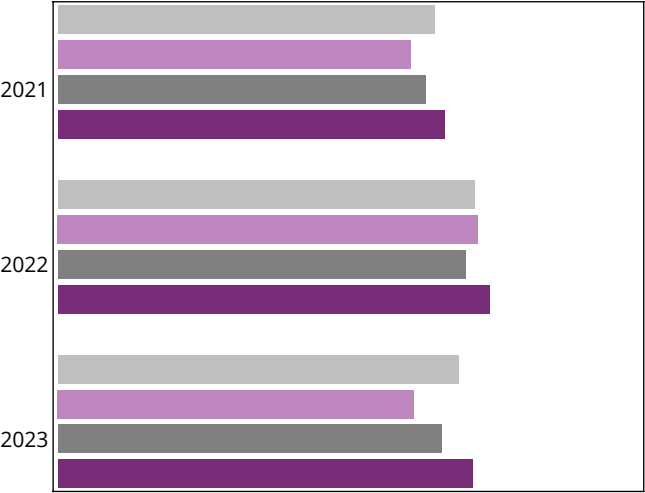
All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	768,755	852,407	844,851
Week 15	713,132	876,410	700,037
Week 16	736,096	809,672	750,021
Week 17	767,800	852,687	810,210
Total	2,985,783	3,391,176	3,105,119

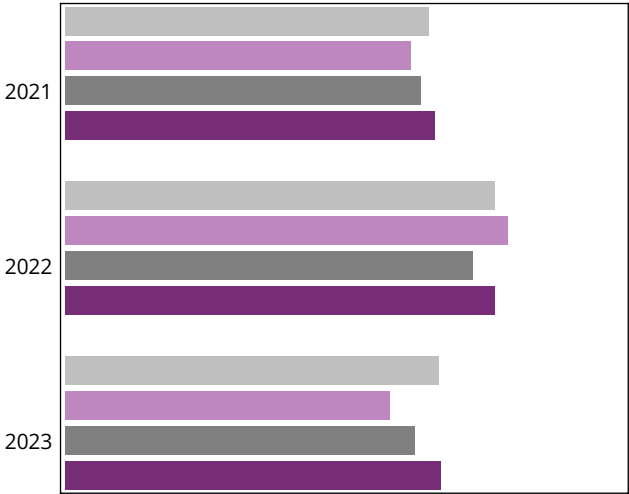
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$16,212,237	\$17,910,179	\$17,238,438
Week 15	\$15,174,508	\$18,079,024	\$15,316,506
Week 16	\$15,808,773	\$17,546,961	\$16,492,802
Week 17	\$16,629,483	\$18,557,668	\$17,825,198
Total	\$63,825,002	\$72,093,832	\$66,872,943

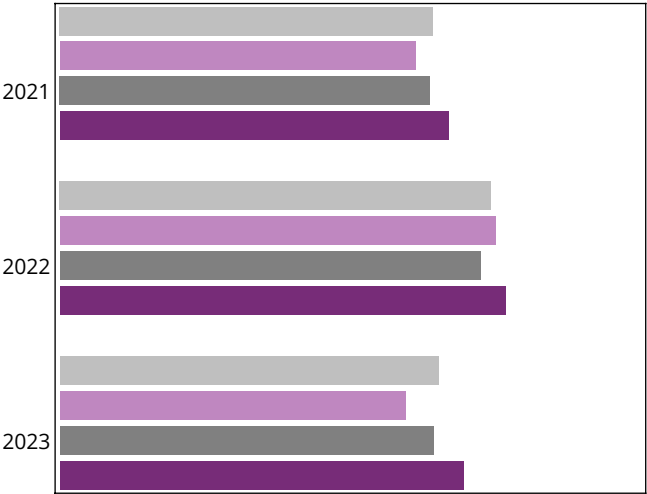
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	715,300	846,919	736,177
Week 15	680,135	871,993	638,883
Week 16	700,478	802,838	688,208
Week 17	728,760	845,557	740,010
Total	2,824,673	3,367,307	2,803,278

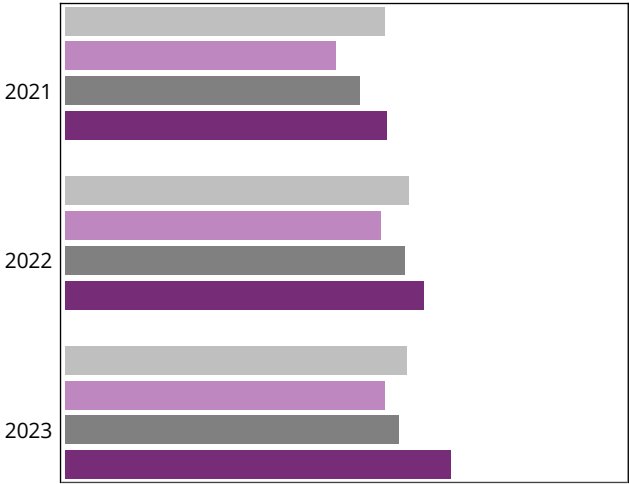
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$15,414,858	\$17,798,359	\$15,626,567
Week 15	\$14,699,481	\$17,987,563	\$14,283,288
Week 16	\$15,290,622	\$17,377,173	\$15,434,362
Week 17	\$16,051,887	\$18,407,455	\$16,666,030
Total	\$61,456,849	\$71,570,550	\$62,010,246

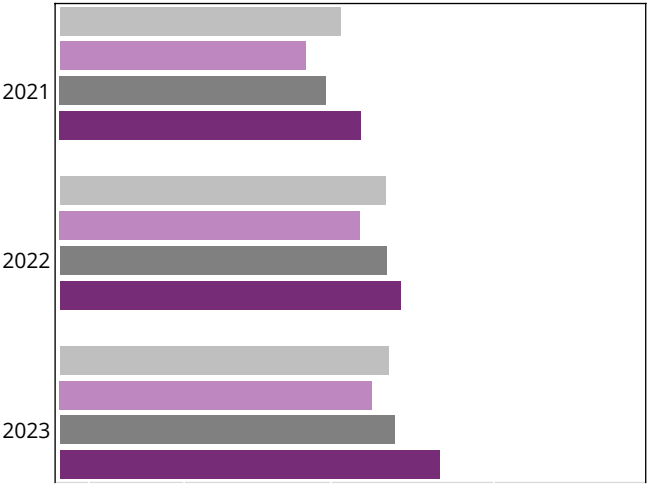
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	200,176	215,027	213,862
Week 15	169,620	197,586	200,421
Week 16	184,513	212,562	209,215
Week 17	201,566	224,738	241,665
Total	755,875	849,913	865,163

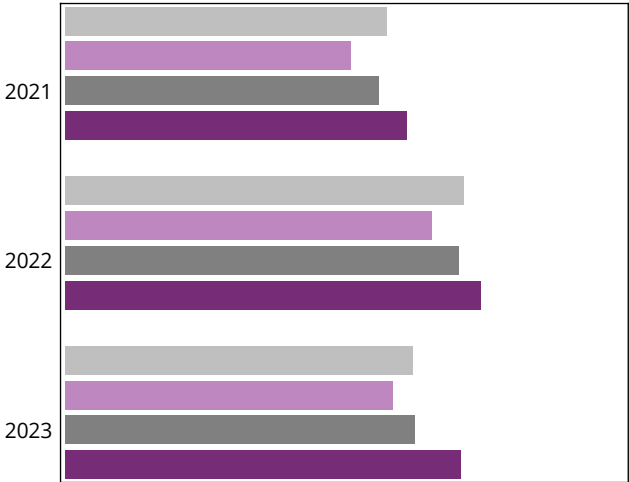
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$4,204,467	\$4,871,527	\$4,921,117
Week 15	\$3,674,732	\$4,494,385	\$4,674,385
Week 16	\$3,982,163	\$4,888,131	\$5,014,333
Week 17	\$4,506,948	\$5,096,947	\$5,684,006
Total	\$16,368,310	\$19,350,989	\$20,293,842

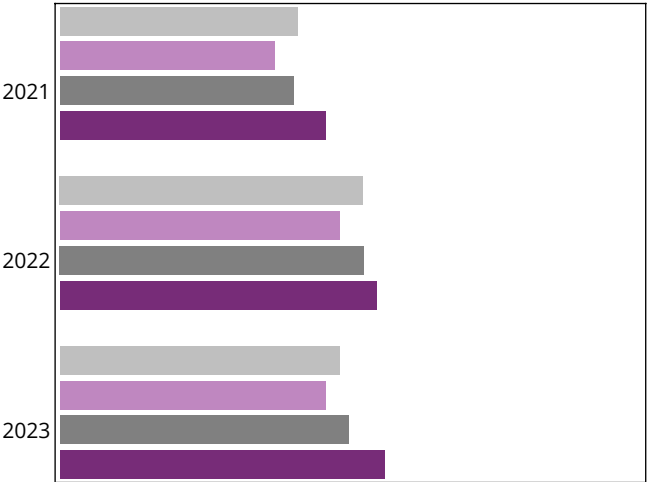
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	172,794	214,000	186,737
Week 15	153,538	196,894	176,176
Week 16	168,417	211,614	187,685
Week 17	183,726	223,418	212,344
Total	678,475	845,926	762,942

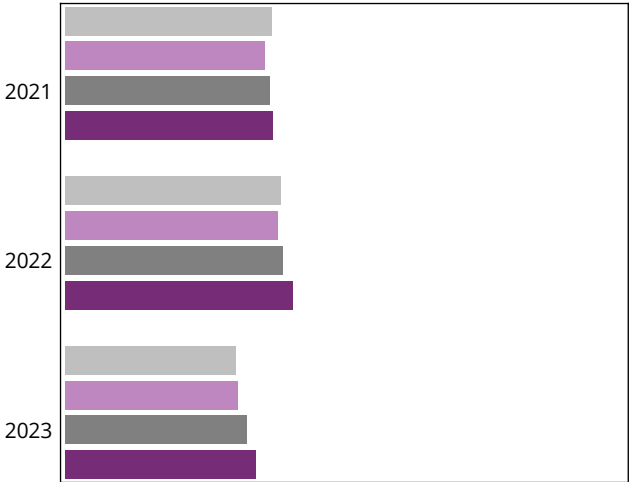
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$3,798,842	\$4,848,935	\$4,470,213
Week 15	\$3,440,191	\$4,478,588	\$4,255,353
Week 16	\$3,737,841	\$4,866,828	\$4,619,356
Week 17	\$4,247,159	\$5,066,644	\$5,199,495
Total	\$15,224,032	\$19,260,994	\$18,544,416

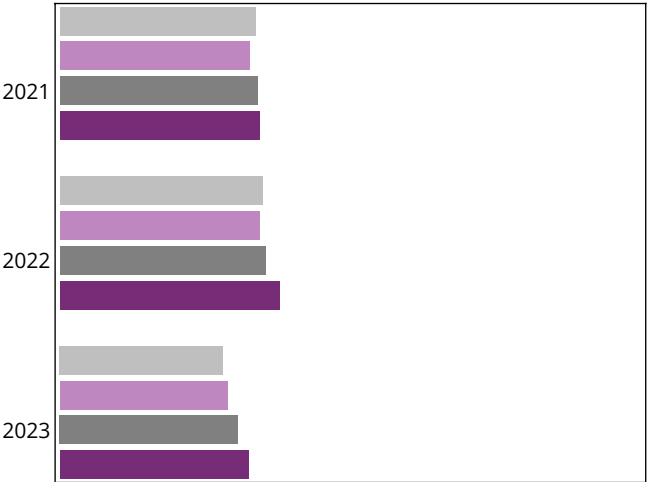
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	258,604	269,694	213,192
Week 15	250,668	265,816	216,813
Week 16	256,086	272,907	227,251
Week 17	260,554	285,351	238,220
Total	1,025,912	1,093,768	895,476

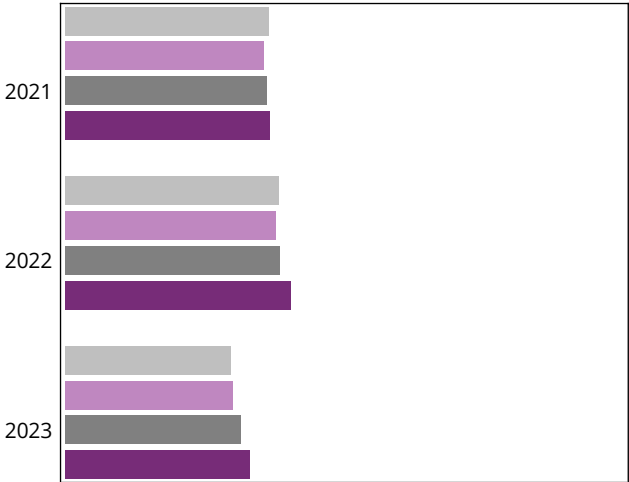
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$7,071,495	\$7,325,214	\$5,901,298
Week 15	\$6,855,420	\$7,216,381	\$6,070,309
Week 16	\$7,142,421	\$7,432,875	\$6,431,978
Week 17	\$7,223,518	\$7,931,121	\$6,810,310
Total	\$28,292,854	\$29,905,591	\$25,213,895

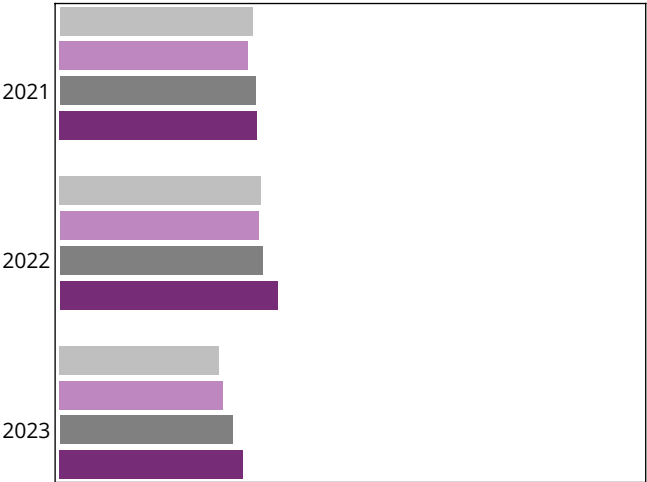
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	254,679	267,774	207,232
Week 15	248,253	264,178	210,472
Week 16	253,097	269,501	220,501
Week 17	256,853	282,960	231,178
Total	1,012,882	1,084,413	869,383

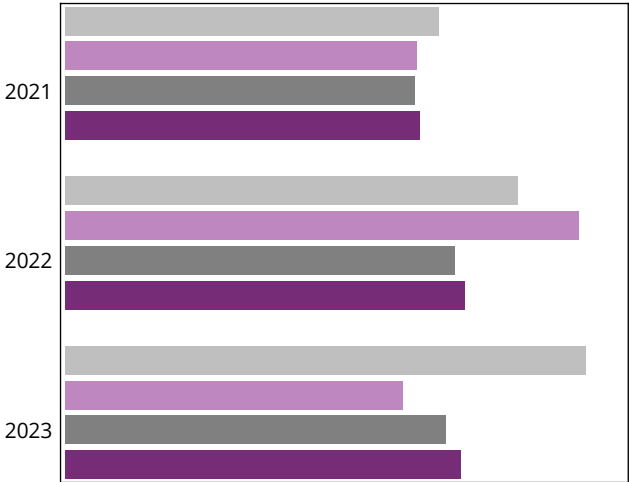
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$6,960,489	\$7,275,464	\$5,748,132
Week 15	\$6,795,567	\$7,173,953	\$5,895,352
Week 16	\$7,070,503	\$7,325,550	\$6,245,125
Week 17	\$7,123,627	\$7,868,442	\$6,618,042
Total	\$27,950,186	\$29,643,408	\$24,506,651

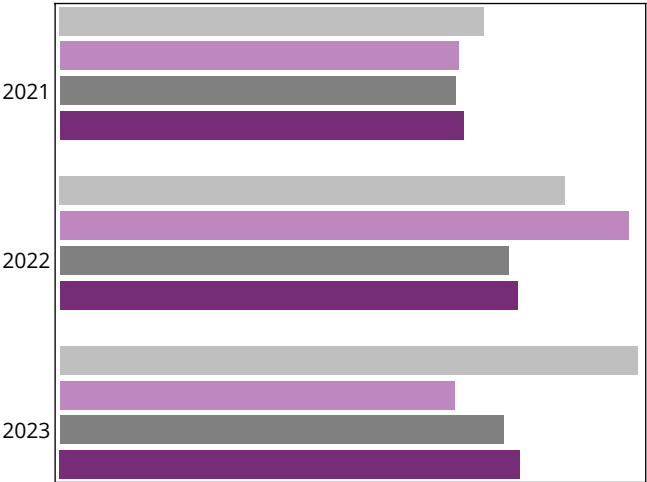
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	267,439	324,195	372,590
Week 15	252,159	368,086	241,861
Week 16	250,738	279,160	272,958
Week 17	253,712	286,572	283,637
Total	1,024,048	1,258,013	1,171,046

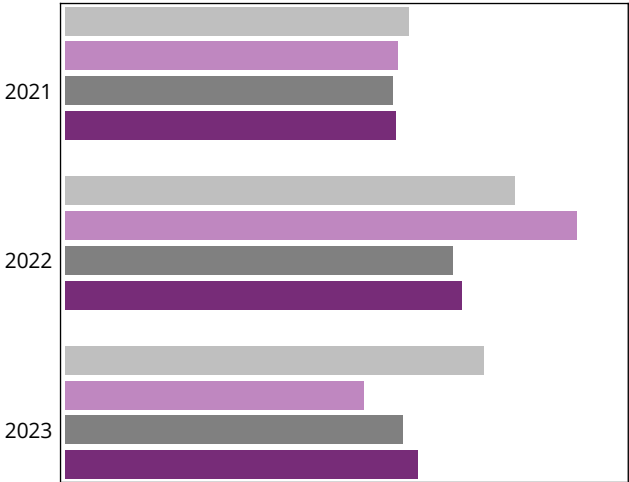
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$4,086,931	\$4,867,622	\$5,566,146
Week 15	\$3,843,422	\$5,481,776	\$3,804,993
Week 16	\$3,812,996	\$4,321,442	\$4,276,992
Week 17	\$3,888,651	\$4,411,010	\$4,433,261
Total	\$15,632,000	\$19,081,851	\$18,081,393

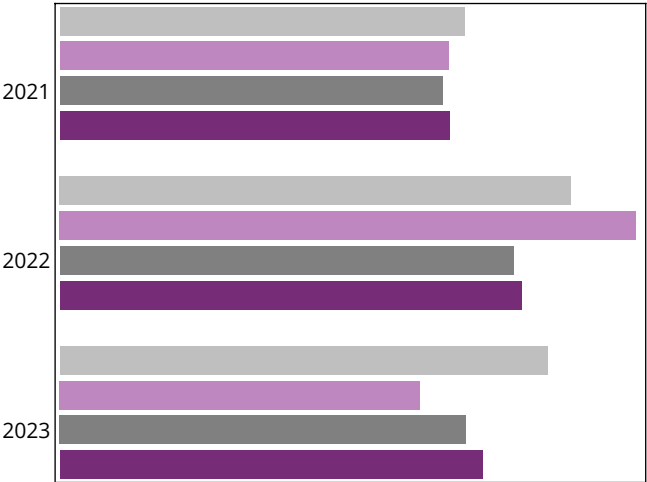
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	246,309	322,131	299,866
Week 15	238,267	366,221	213,563
Week 16	234,734	277,311	241,829
Week 17	237,018	283,806	252,339
Total	956,328	1,249,469	1,007,597

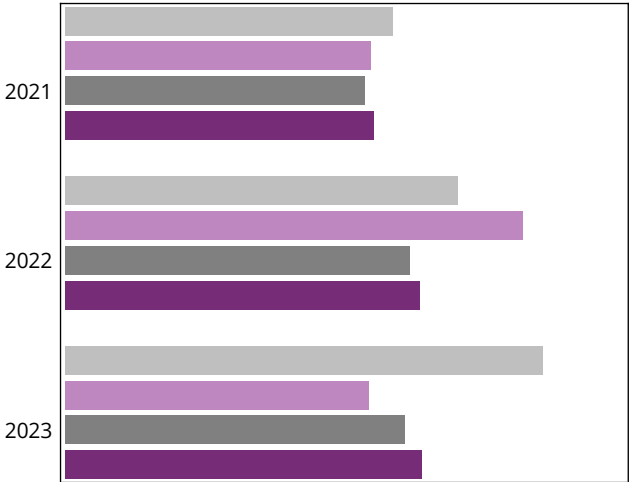
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$3,827,098	\$4,837,554	\$4,612,284
Week 15	\$3,675,314	\$5,452,811	\$3,407,562
Week 16	\$3,622,549	\$4,292,610	\$3,844,491
Week 17	\$3,685,906	\$4,366,790	\$3,999,385
Total	\$14,810,866	\$18,949,766	\$15,863,722

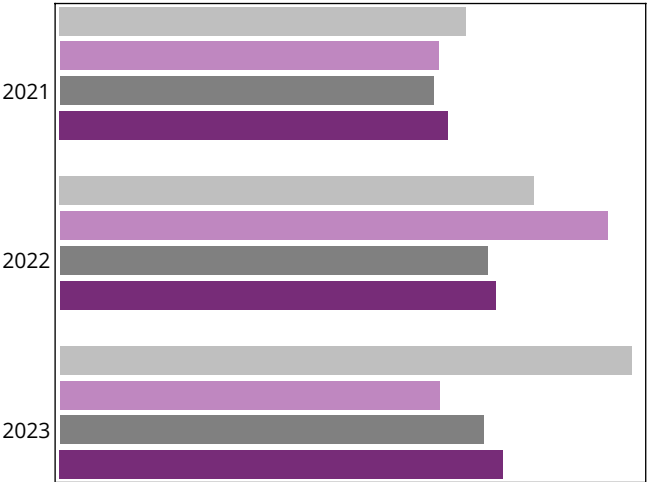
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	205,257	245,891	299,355
Week 15	191,823	286,538	190,402
Week 16	187,808	215,803	213,028
Week 17	193,606	222,288	223,678
Total	778,494	970,520	926,463

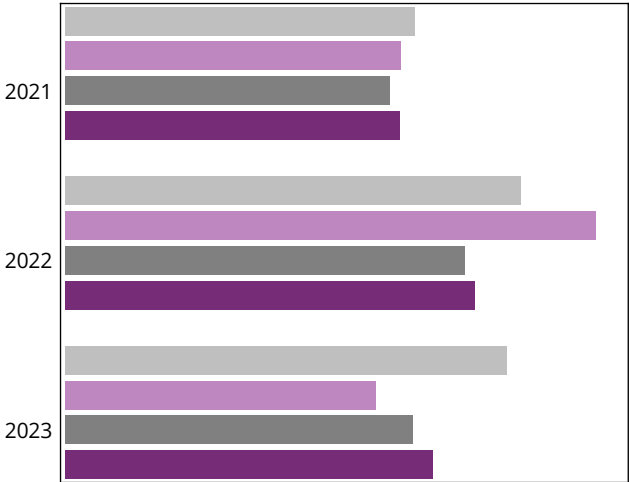
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$3,145,721	\$3,671,198	\$4,425,954
Week 15	\$2,931,217	\$4,239,958	\$2,940,229
Week 16	\$2,895,720	\$3,312,110	\$3,282,208
Week 17	\$3,005,760	\$3,375,559	\$3,431,267
Total	\$11,978,418	\$14,598,824	\$14,079,658

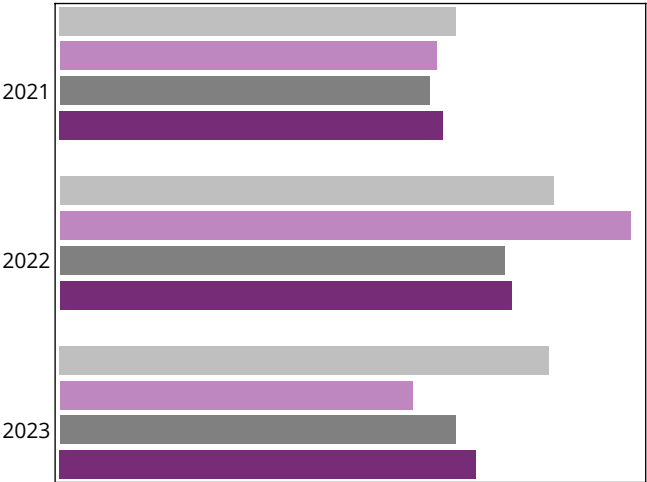
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	187,946	244,555	237,125
Week 15	180,130	285,299	166,572
Week 16	174,315	214,490	186,831
Week 17	179,535	220,257	197,504
Total	721,926	964,601	788,032

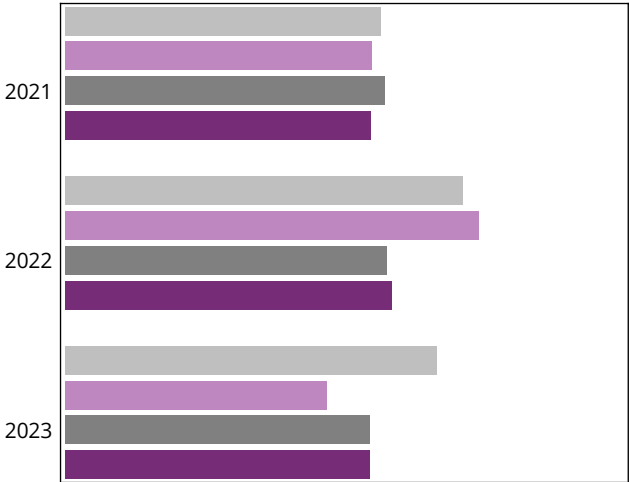
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$2,930,892	\$3,651,896	\$3,618,946
Week 15	\$2,788,148	\$4,220,316	\$2,609,609
Week 16	\$2,733,455	\$3,291,494	\$2,925,494
Week 17	\$2,835,798	\$3,342,966	\$3,078,053
Total	\$11,288,293	\$14,506,672	\$12,232,101

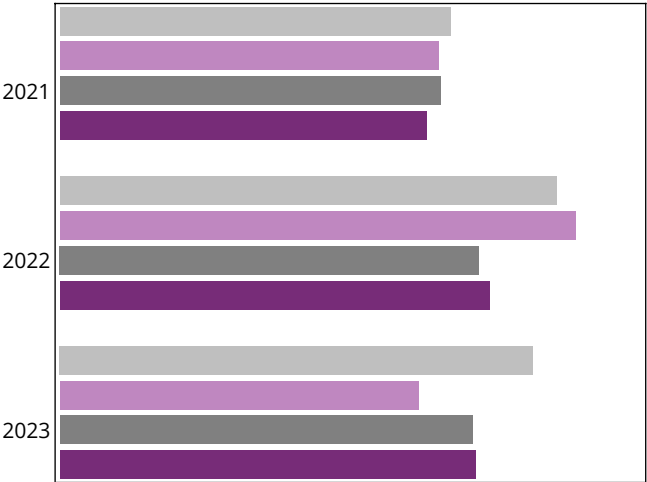
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	62,182	78,304	73,235
Week 15	60,336	81,548	51,459
Week 16	62,930	63,357	59,930
Week 17	60,106	64,284	59,959
Total	245,554	287,493	244,583

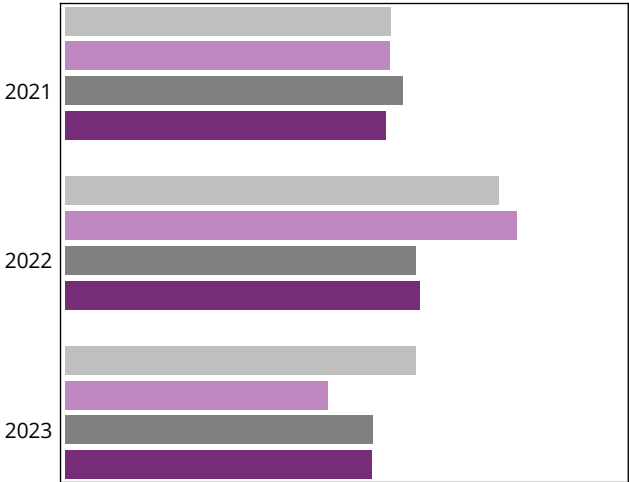
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$941,211	\$1,196,425	\$1,140,192
Week 15	\$912,205	\$1,241,819	\$864,764
Week 16	\$917,275	\$1,009,332	\$994,784
Week 17	\$882,891	\$1,035,451	\$1,001,994
Total	\$3,653,582	\$4,483,027	\$4,001,735

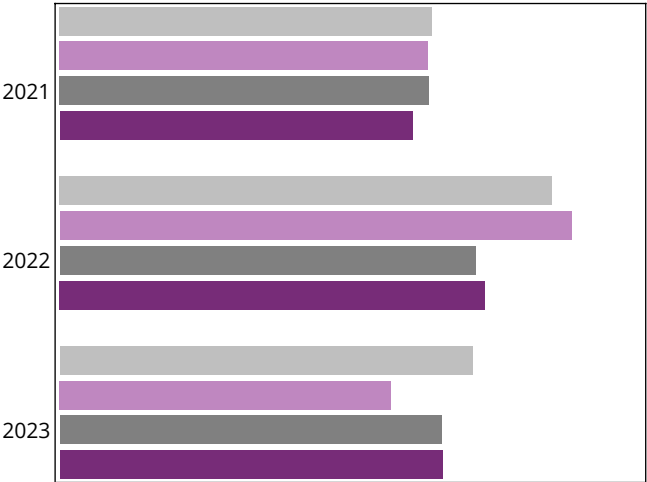
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	58,363	77,576	62,741
Week 15	58,137	80,922	46,991
Week 16	60,419	62,821	54,998
Week 17	57,483	63,549	54,835
Total	234,402	284,868	219,565

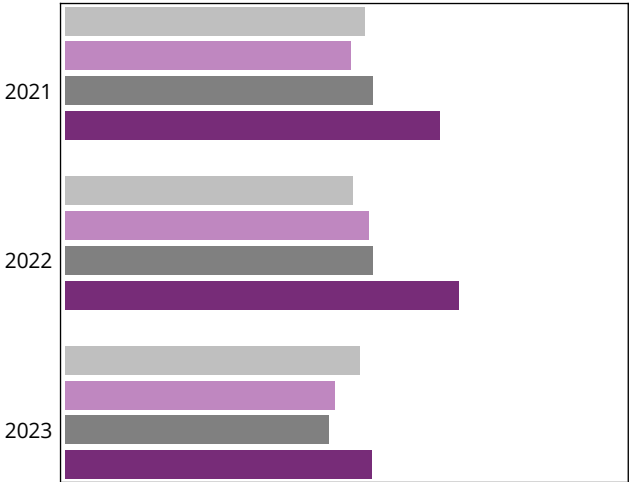
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$896,206	\$1,185,658	\$993,338
Week 15	\$887,166	\$1,232,495	\$797,953
Week 16	\$889,094	\$1,001,116	\$918,998
Week 17	\$850,108	\$1,023,824	\$921,332
Total	\$3,522,573	\$4,443,094	\$3,631,621

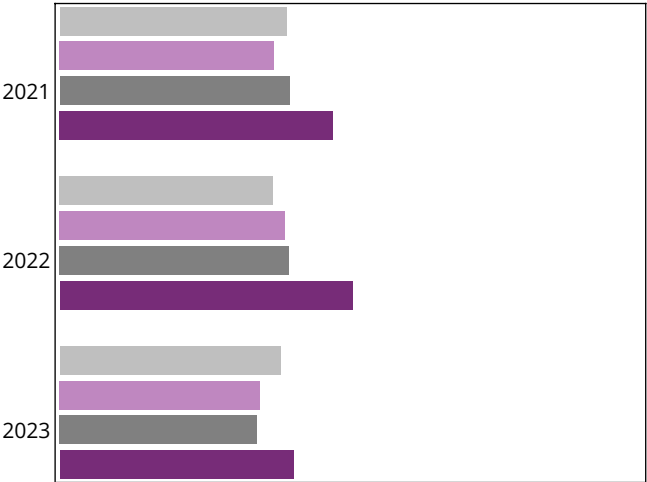
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	37,569	35,997	36,930
Week 15	35,843	38,019	33,744
Week 16	38,579	38,602	33,073
Week 17	46,987	49,279	38,490
Total	158,978	161,897	142,237

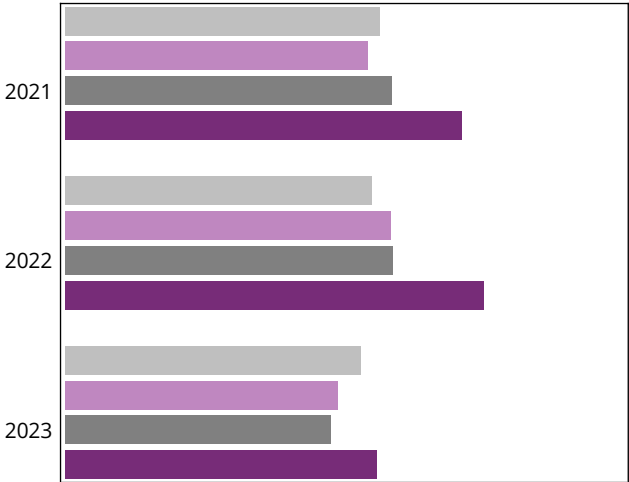
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$761,166	\$714,983	\$740,034
Week 15	\$718,042	\$755,954	\$671,812
Week 16	\$771,258	\$769,524	\$661,373
Week 17	\$916,835	\$981,883	\$784,887
Total	\$3,167,301	\$3,222,344	\$2,858,107

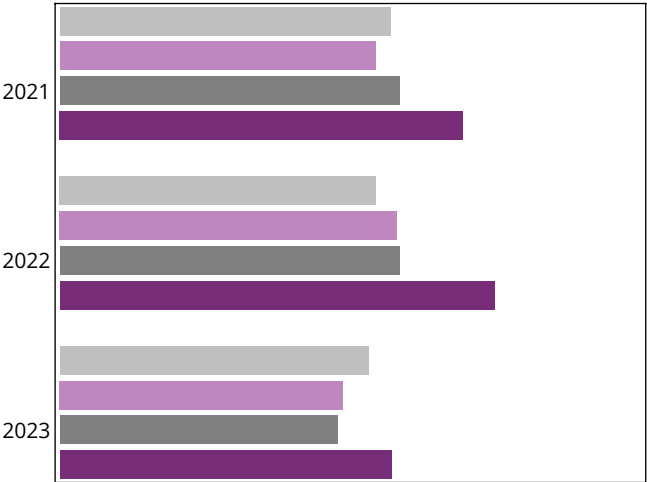
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	36,563	35,629	34,365
Week 15	35,239	37,927	31,736
Week 16	38,059	38,085	30,937
Week 17	46,196	48,780	36,317
Total	156,057	160,421	133,355

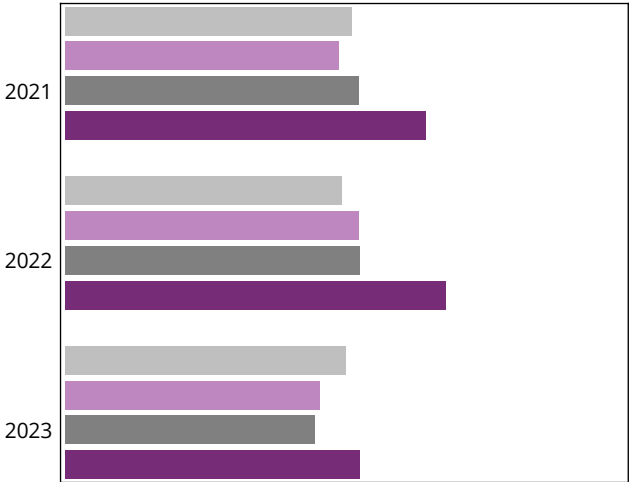
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$740,329	\$707,569	\$690,038
Week 15	\$705,589	\$754,159	\$633,670
Week 16	\$759,929	\$759,633	\$621,201
Week 17	\$901,907	\$971,766	\$741,875
Total	\$3,107,753	\$3,193,126	\$2,686,784

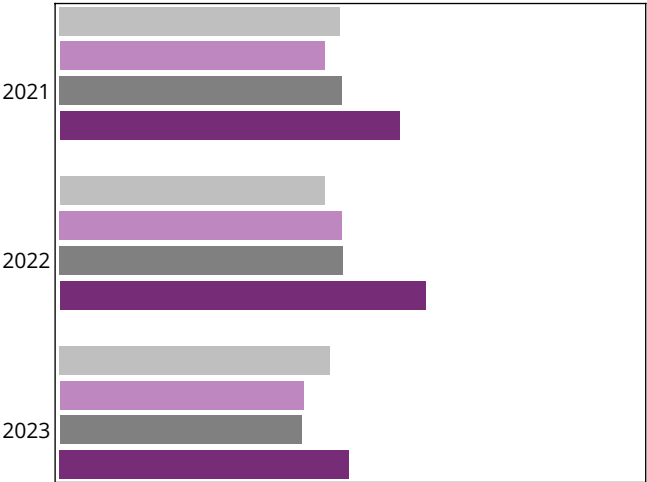
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	35,926	34,629	35,129
Week 15	34,326	36,825	31,884
Week 16	36,755	36,895	31,301
Week 17	45,200	47,646	36,887
Total	152,207	155,995	135,201

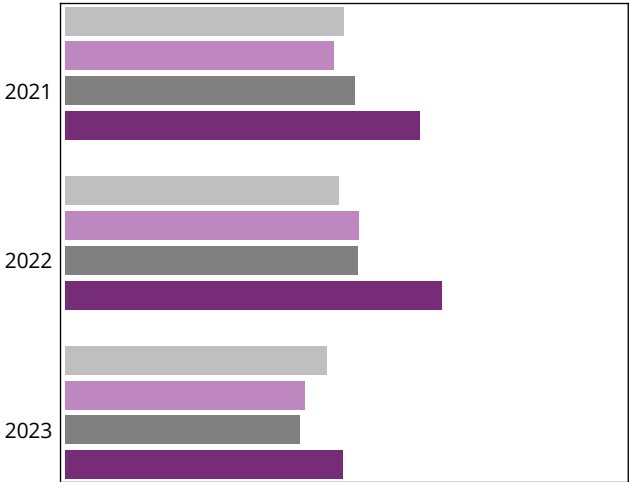
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$723,457	\$683,869	\$697,490
Week 15	\$682,986	\$728,492	\$628,568
Week 16	\$727,923	\$730,971	\$624,049
Week 17	\$877,038	\$944,473	\$745,913
Total	\$3,011,405	\$3,087,805	\$2,696,019

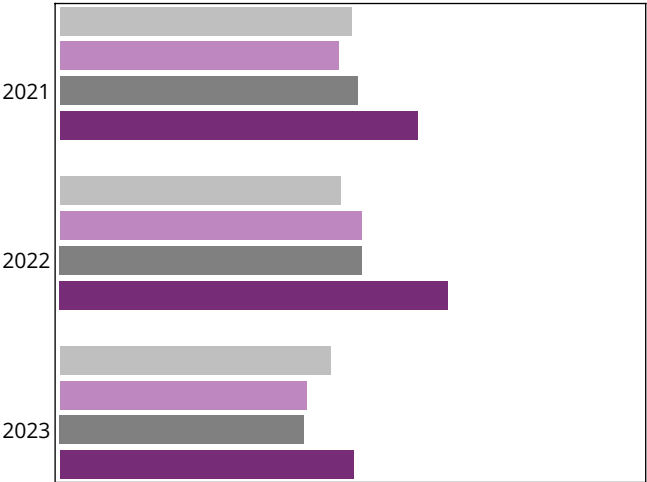
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	34,922	34,276	32,760
Week 15	33,723	36,747	30,028
Week 16	36,238	36,733	29,378
Week 17	44,409	47,186	34,845
Total	149,292	154,942	127,011

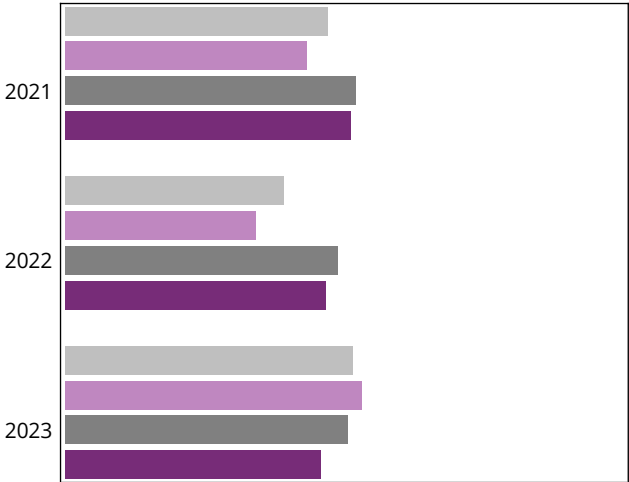
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$702,668	\$676,851	\$651,818
Week 15	\$670,556	\$726,977	\$593,906
Week 16	\$716,666	\$727,959	\$588,264
Week 17	\$862,110	\$935,113	\$707,622
Total	\$2,952,001	\$3,066,900	\$2,541,610

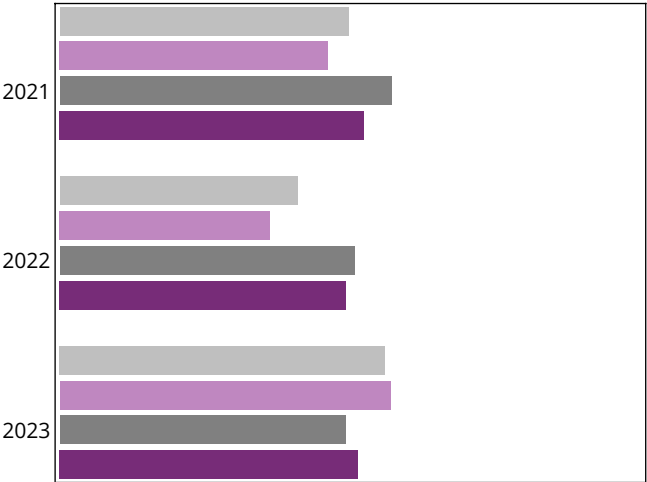
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 14	1,643	1,368	1,801
Week 15	1,517	1,194	1,860
Week 16	1,824	1,707	1,772
Week 17	1,787	1,633	1,603
Total	6,771	5,902	7,036

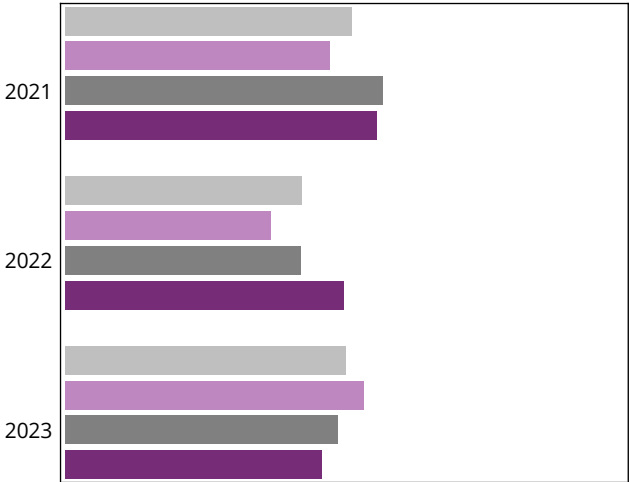
Value Sold (in millions of dollars)



	2021	2022	2023
Week 14	\$37,708	\$31,114	\$42,544
Week 15	\$35,056	\$27,463	\$43,244
Week 16	\$43,335	\$38,553	\$37,325
Week 17	\$39,797	\$37,410	\$38,974
Total	\$155,896	\$134,539	\$162,087

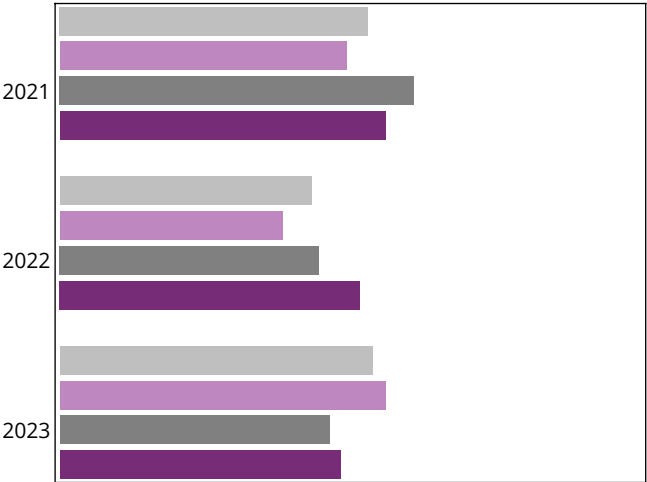
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 14	1,641	1,353	1,605
Week 15	1,516	1,180	1,708
Week 16	1,821	1,352	1,559
Week 17	1,787	1,594	1,472
Total	6,765	5,479	6,344

Value Sold (in millions of dollars)



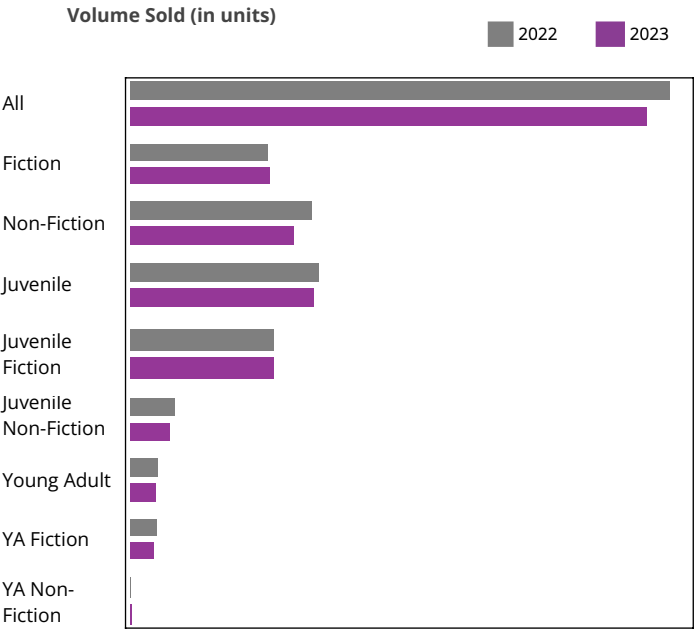
	2021	2022	2023
Week 14	\$37,661	\$30,718	\$38,220
Week 15	\$35,032	\$27,182	\$39,764
Week 16	\$43,263	\$31,674	\$32,937
Week 17	\$39,797	\$36,653	\$34,253
Total	\$155,752	\$126,226	\$145,174

Year-to-Date Comparisons

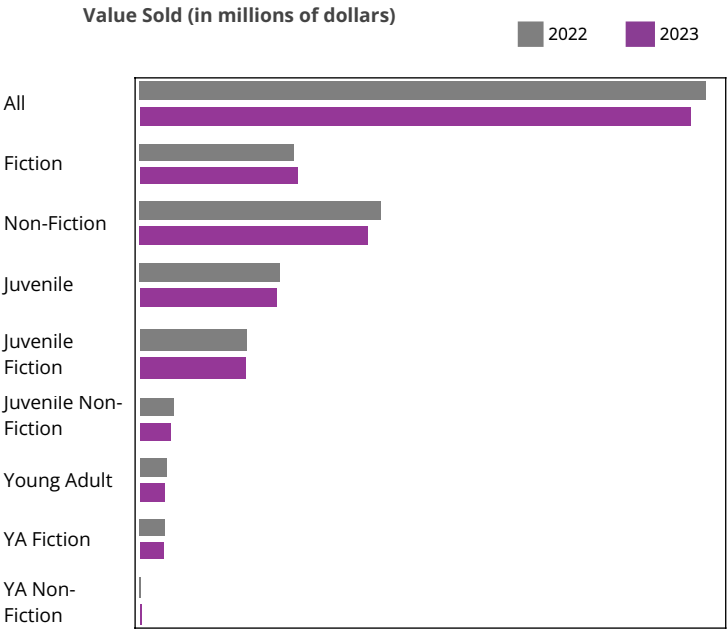
Week-ending dates:

	2022	2023
Week 17	2022-05-01	2023-04-30

All Market



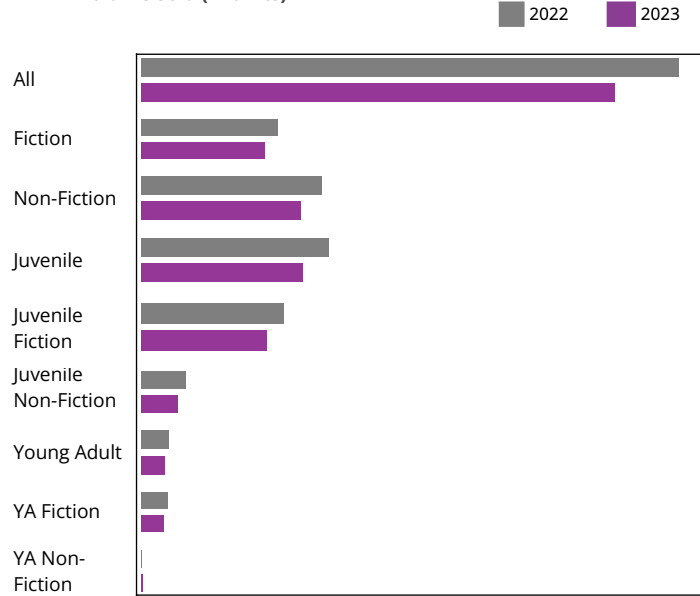
	2022	2023
All	14,493,308	13,886,993
Fiction	3,689,646	3,746,045
Non-Fiction	4,880,824	4,391,123
Juvenile	5,062,044	4,923,547
Juvenile Fiction	3,855,742	3,867,103
Juvenile Non-Fiction	1,206,302	1,056,444
Young Adult (YA)	734,558	676,327
YA Fiction	709,703	642,988
YA Non-Fiction	24,855	33,339



	2022	2023
All	\$312,292,937	\$303,769,259
Fiction	\$85,075,806	\$86,800,894
Non-Fiction	\$132,962,911	\$125,802,835
Juvenile	\$77,347,301	\$75,403,044
Juvenile Fiction	\$58,721,607	\$58,366,899
Juvenile Non-Fiction	\$18,625,694	\$17,036,145
Young Adult (YA)	\$14,545,552	\$13,673,697
YA Fiction	\$13,976,031	\$12,903,839
YA Non-Fiction	\$569,521	\$769,859

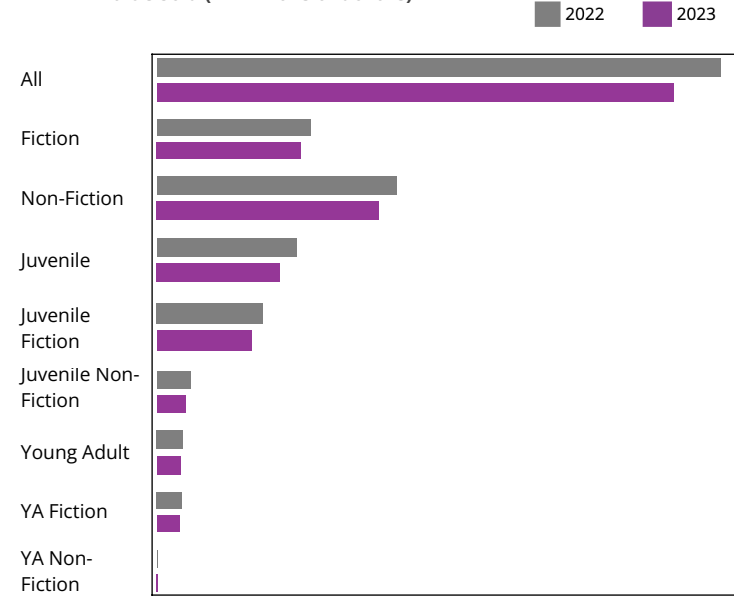
Ring Fence

Volume Sold (in units)



	2022	2023
All	14,428,039	12,721,579
Fiction	3,677,253	3,316,506
Non-Fiction	4,856,185	4,272,808
Juvenile	5,039,455	4,343,691
Juvenile Fiction	3,838,546	3,375,773
Juvenile Non-Fiction	1,200,909	967,918
Young Adult (YA)	730,331	643,502
YA Fiction	706,455	614,376
YA Non-Fiction	23,876	29,126

Value Sold (in millions of dollars)



	2022	2023
All	\$310,826,788	\$284,898,097
Fiction	\$84,786,263	\$79,541,203
Non-Fiction	\$132,246,397	\$122,442,130
Juvenile	\$76,997,129	\$67,892,555
Juvenile Fiction	\$58,456,325	\$52,142,077
Juvenile Non-Fiction	\$18,540,803	\$15,750,478
Young Adult (YA)	\$14,461,898	\$13,007,511
YA Fiction	\$13,912,286	\$12,343,220
YA Non-Fiction	\$549,612	\$664,292

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	