

SalesData Market Report: July 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.

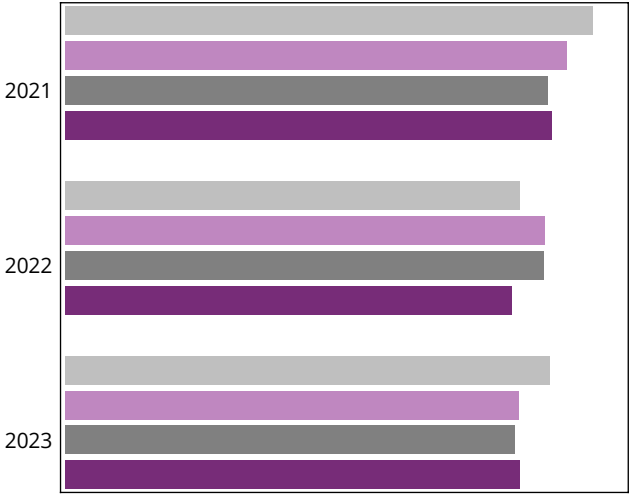
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 27	2021-07-11	2022-07-10	2023-07-09
Week 28	2021-07-18	2022-07-17	2023-07-16
Week 29	2021-07-25	2022-07-24	2023-07-23
Week 30	2021-08-01	2022-07-31	2023-07-30

Month-to-Month Comparisons

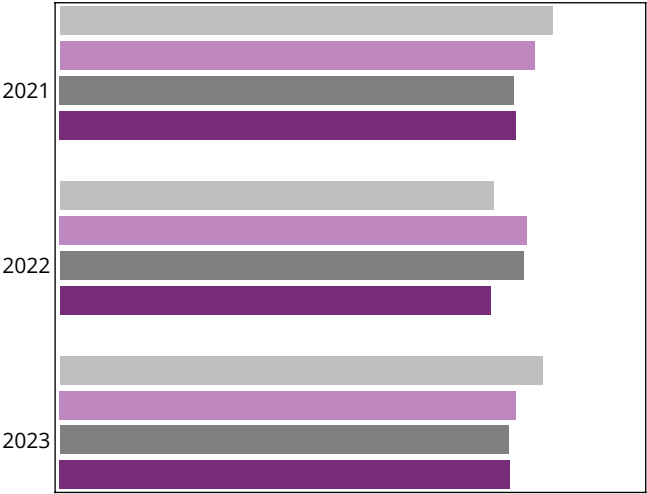
All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	1,039,524	895,142	955,435
Week 28	988,001	944,340	893,495
Week 29	949,946	942,680	885,333
Week 30	957,967	878,759	896,128
Total	3,935,438	3,660,921	3,630,391

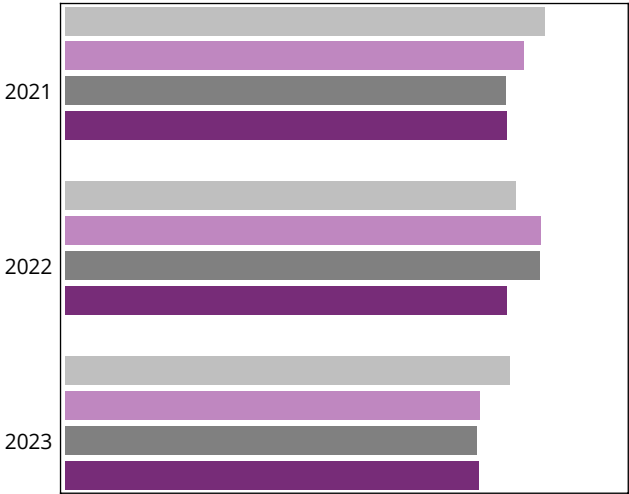
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$21,196,185	\$18,651,903	\$20,768,172
Week 28	\$20,427,178	\$20,101,734	\$19,620,571
Week 29	\$19,534,949	\$19,940,207	\$19,308,629
Week 30	\$19,626,583	\$18,527,959	\$19,370,816
Total	\$80,784,896	\$77,221,803	\$79,068,188

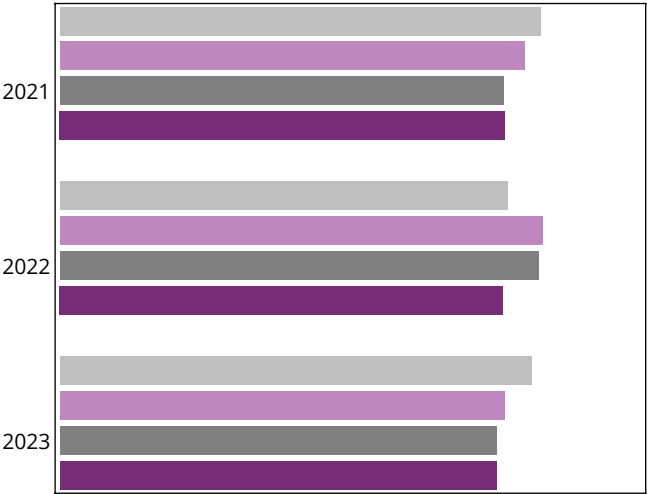
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	945,539	887,241	874,912
Week 28	902,666	935,888	817,334
Week 29	867,070	934,449	810,937
Week 30	869,968	869,517	814,152
Total	3,585,243	3,627,095	3,317,335

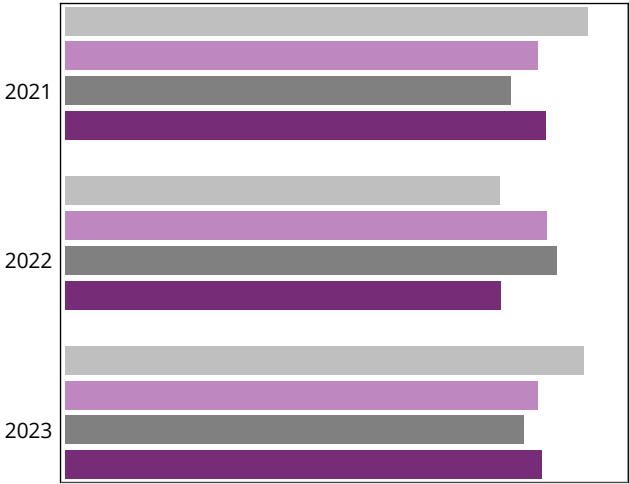
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$19,846,586	\$18,480,948	\$19,465,024
Week 28	\$19,177,310	\$19,920,098	\$18,352,743
Week 29	\$18,325,442	\$19,762,414	\$18,041,849
Week 30	\$18,384,319	\$18,303,224	\$18,021,715
Total	\$75,733,658	\$76,466,685	\$73,881,332

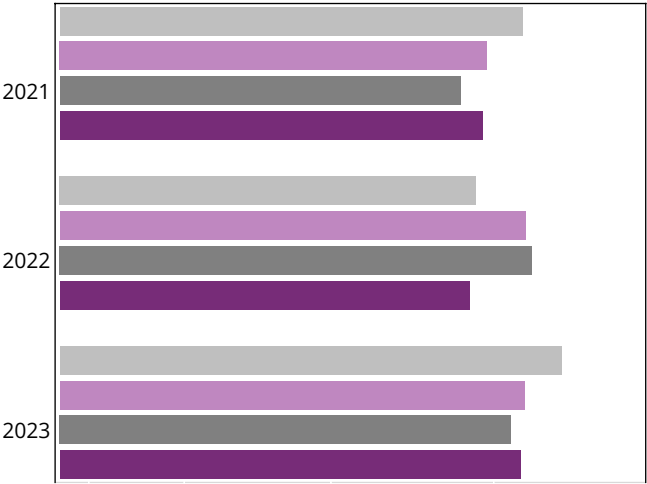
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	327,408	272,179	325,099
Week 28	296,320	301,925	295,898
Week 29	279,226	308,216	287,224
Week 30	300,904	273,316	298,820
Total	1,203,858	1,155,636	1,207,041

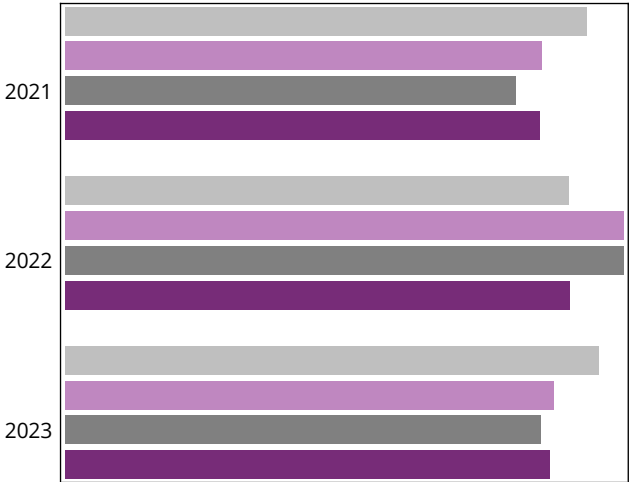
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$6,923,852	\$6,227,776	\$7,506,696
Week 28	\$6,393,839	\$6,975,438	\$6,958,871
Week 29	\$5,997,914	\$7,068,185	\$6,754,391
Week 30	\$6,322,699	\$6,133,130	\$6,892,533
Total	\$25,638,304	\$26,404,530	\$28,112,491

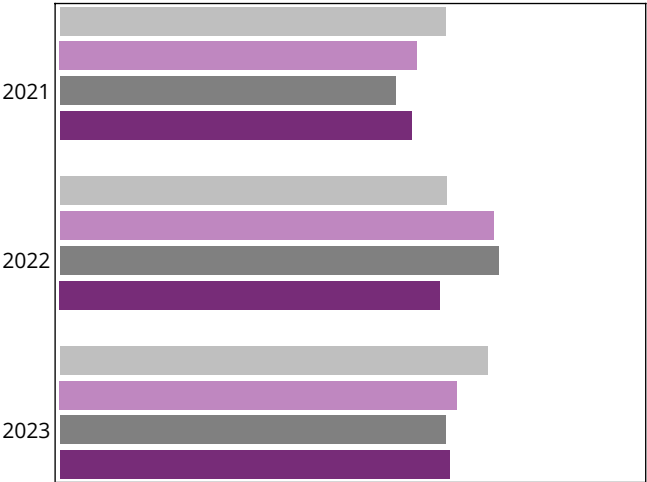
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	280,333	270,326	286,621
Week 28	255,963	300,174	262,612
Week 29	241,846	306,207	255,680
Week 30	254,903	271,041	260,078
Total	1,033,045	1,147,748	1,064,991

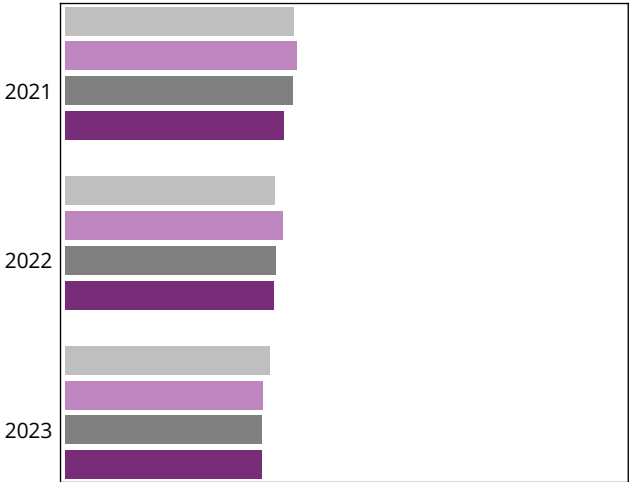
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$6,175,744	\$6,185,410	\$6,842,596
Week 28	\$5,716,530	\$6,935,136	\$6,356,074
Week 29	\$5,368,629	\$7,019,242	\$6,170,220
Week 30	\$5,624,391	\$6,081,423	\$6,238,416
Total	\$22,885,294	\$26,221,211	\$25,607,307

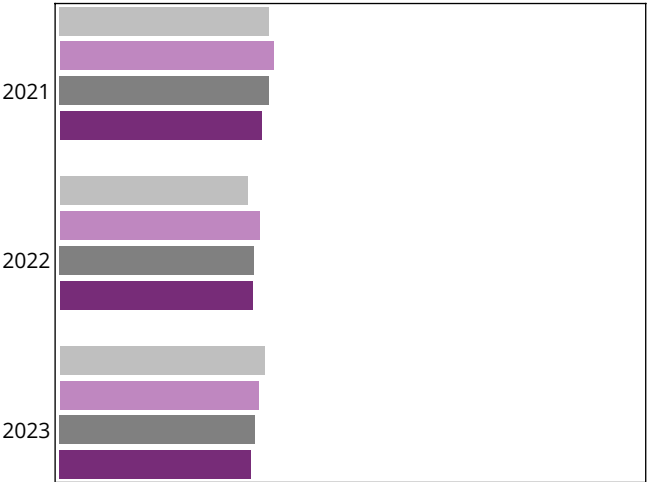
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	285,874	262,070	256,689
Week 28	289,889	272,424	247,007
Week 29	284,877	264,255	246,922
Week 30	274,094	261,750	246,591
Total	1,134,734	1,060,499	997,209

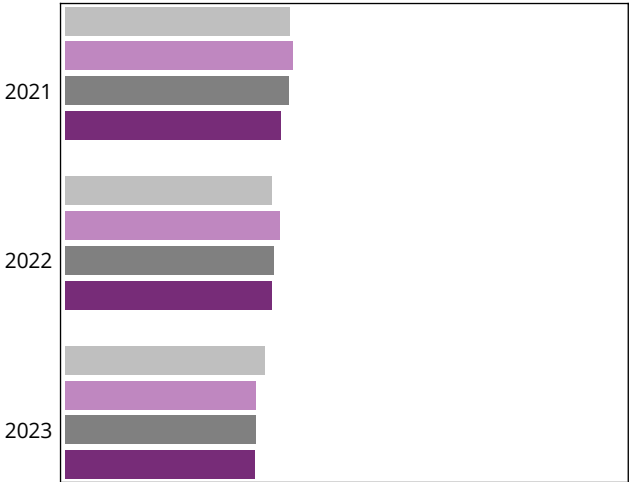
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$7,562,163	\$6,785,006	\$7,392,419
Week 28	\$7,724,616	\$7,211,715	\$7,177,652
Week 29	\$7,557,469	\$7,018,251	\$7,056,339
Week 30	\$7,288,400	\$6,971,244	\$6,902,194
Total	\$30,132,647	\$27,986,216	\$28,528,604

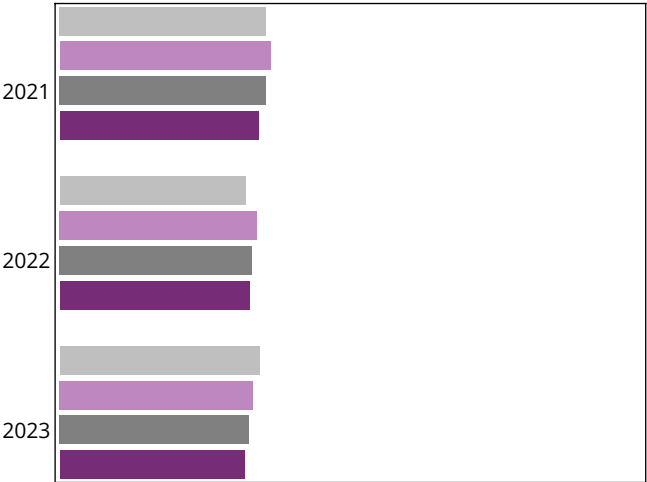
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	280,993	259,233	249,545
Week 28	285,162	269,274	239,329
Week 29	280,120	261,457	238,519
Week 30	269,587	258,644	237,700
Total	1,115,862	1,048,608	965,093

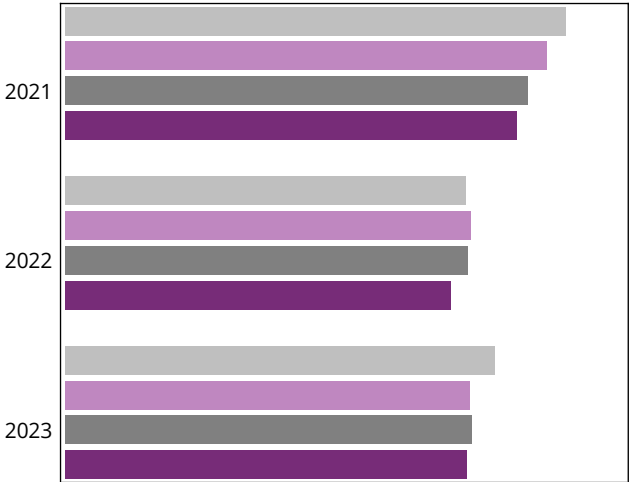
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$7,450,988	\$6,707,424	\$7,217,714
Week 28	\$7,621,929	\$7,129,609	\$6,982,233
Week 29	\$7,454,534	\$6,944,846	\$6,836,435
Week 30	\$7,187,057	\$6,861,672	\$6,671,612
Total	\$29,714,507	\$27,643,550	\$27,707,993

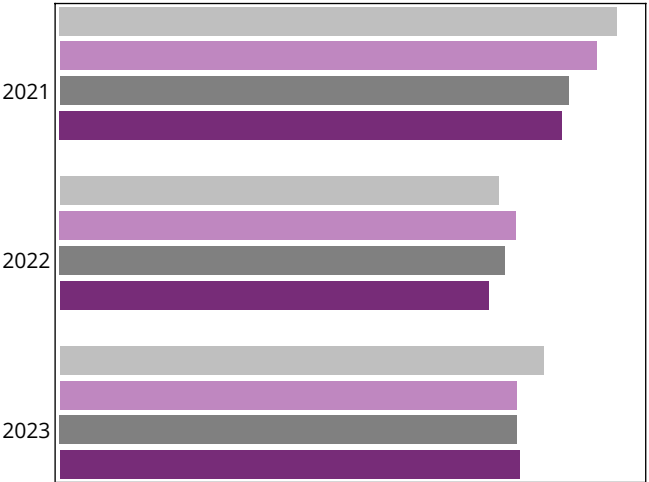
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	358,452	286,621	308,027
Week 28	344,768	290,851	290,094
Week 29	331,473	288,205	290,886
Week 30	323,734	275,945	287,828
Total	1,358,427	1,141,622	1,176,835

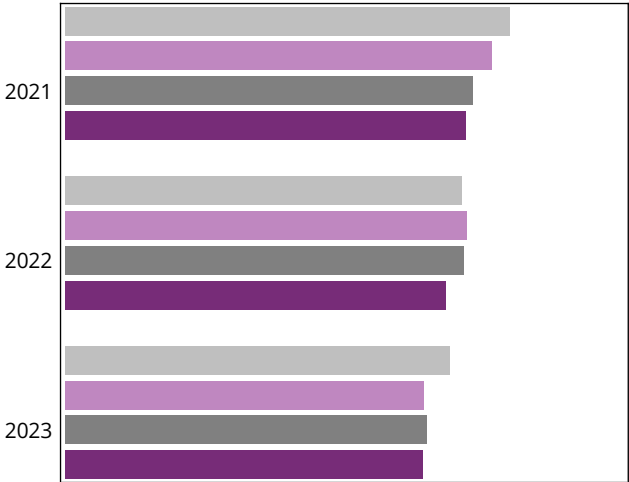
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$5,370,040	\$4,227,970	\$4,659,534
Week 28	\$5,170,603	\$4,394,260	\$4,402,723
Week 29	\$4,898,988	\$4,289,068	\$4,404,208
Week 30	\$4,839,008	\$4,132,822	\$4,431,442
Total	\$20,278,639	\$17,044,120	\$17,897,906

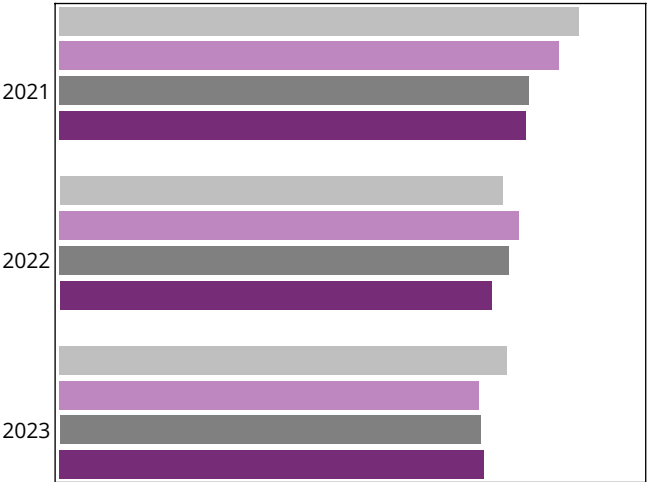
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	318,114	284,059	275,394
Week 28	305,665	287,955	257,107
Week 29	291,654	285,654	258,910
Week 30	287,104	272,913	256,282
Total	1,202,537	1,130,581	1,047,693

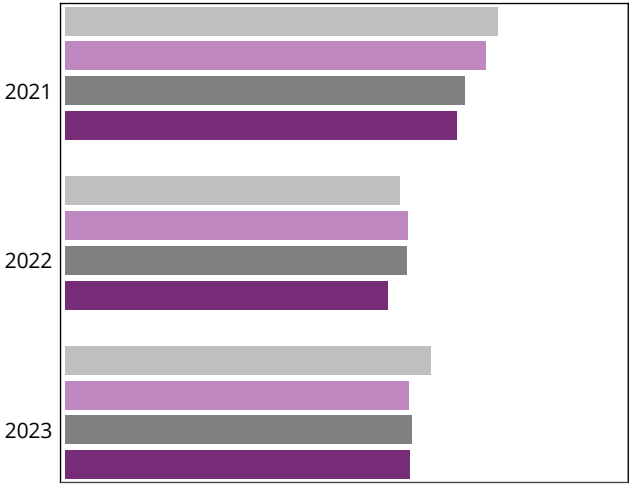
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$4,913,595	\$4,188,889	\$4,233,085
Week 28	\$4,722,548	\$4,346,604	\$3,968,236
Week 29	\$4,438,909	\$4,249,402	\$3,981,221
Week 30	\$4,412,296	\$4,084,565	\$4,014,030
Total	\$18,487,348	\$16,869,461	\$16,196,572

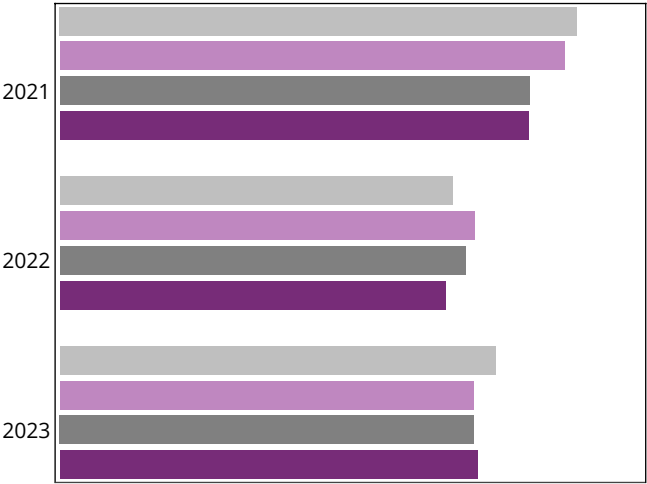
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	271,089	209,910	228,969
Week 28	263,534	214,631	215,630
Week 29	250,684	213,909	217,019
Week 30	245,361	202,366	215,685
Total	1,030,668	840,816	877,303

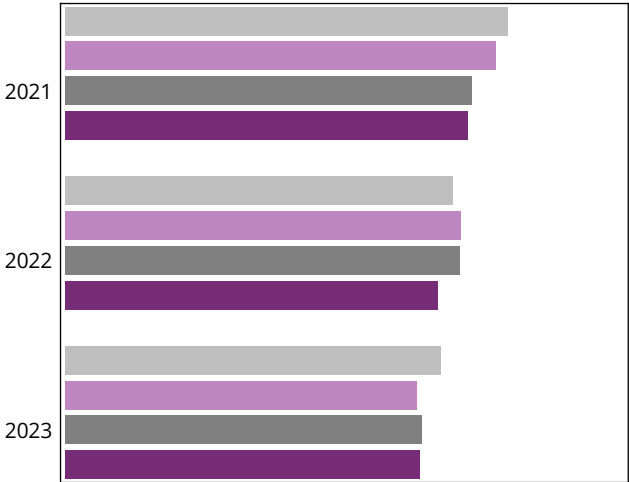
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$4,005,170	\$3,042,542	\$3,372,949
Week 28	\$3,906,002	\$3,211,946	\$3,200,497
Week 29	\$3,635,718	\$3,140,691	\$3,205,925
Week 30	\$3,628,340	\$2,985,599	\$3,236,256
Total	\$15,175,230	\$12,380,777	\$13,015,628

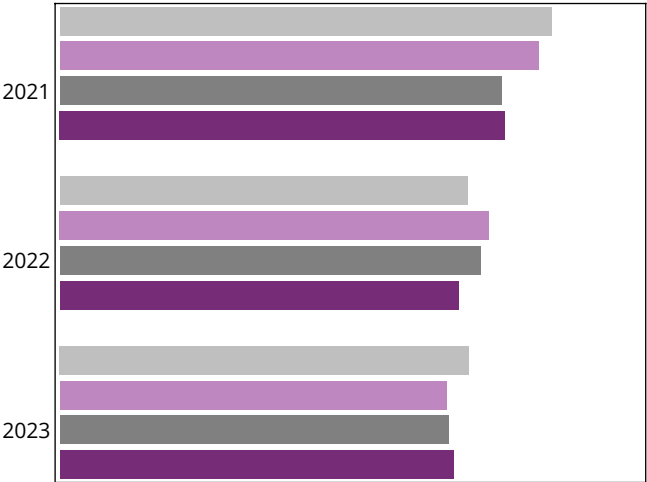
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	237,786	208,010	202,035
Week 28	231,240	212,558	189,063
Week 29	218,311	212,013	191,549
Week 30	216,018	200,095	190,555
Total	903,355	832,676	773,202

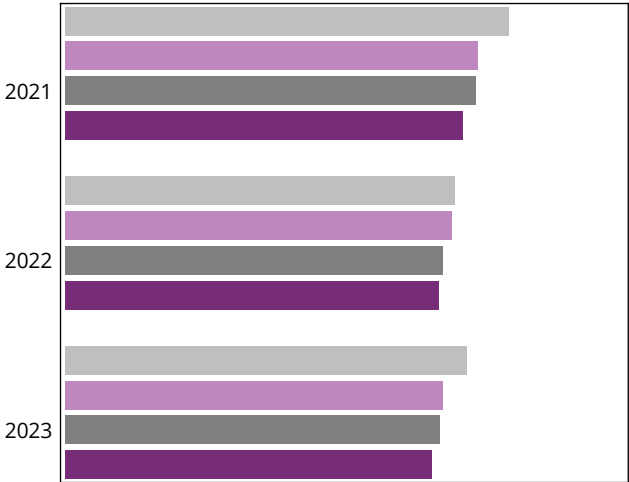
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$3,636,220	\$3,013,910	\$3,026,576
Week 28	\$3,539,739	\$3,176,398	\$2,858,775
Week 29	\$3,266,704	\$3,110,833	\$2,878,025
Week 30	\$3,292,992	\$2,949,365	\$2,914,815
Total	\$13,735,655	\$12,250,506	\$11,678,191

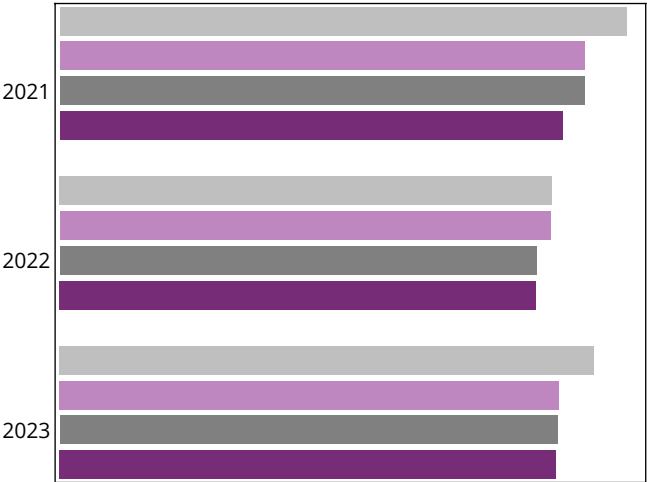
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	87,363	76,711	79,058
Week 28	81,234	76,220	74,464
Week 29	80,789	74,296	73,867
Week 30	78,373	73,579	72,143
Total	327,759	300,806	299,532

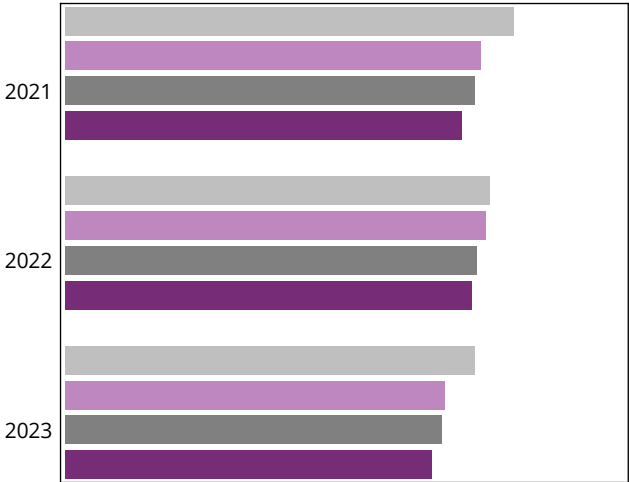
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$1,364,870	\$1,185,428	\$1,286,586
Week 28	\$1,264,601	\$1,182,314	\$1,202,225
Week 29	\$1,263,270	\$1,148,377	\$1,198,283
Week 30	\$1,210,669	\$1,147,223	\$1,195,185
Total	\$5,103,410	\$4,663,343	\$4,882,279

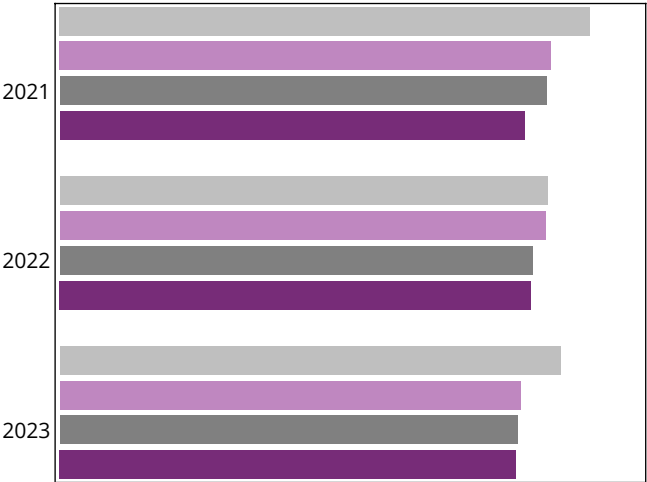
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	80,328	76,049	73,359
Week 28	74,425	75,397	68,044
Week 29	73,343	73,641	67,361
Week 30	71,086	72,818	65,727
Total	299,182	297,905	274,491

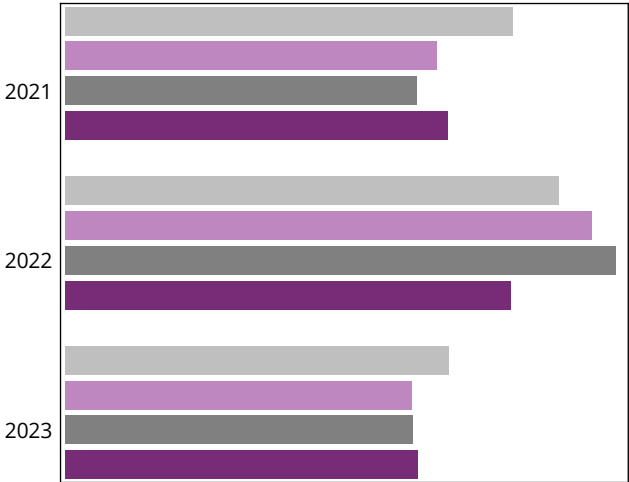
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$1,277,375	\$1,174,979	\$1,206,509
Week 28	\$1,182,809	\$1,170,207	\$1,109,460
Week 29	\$1,172,205	\$1,138,569	\$1,103,196
Week 30	\$1,119,304	\$1,135,200	\$1,099,215
Total	\$4,751,693	\$4,618,955	\$4,518,381

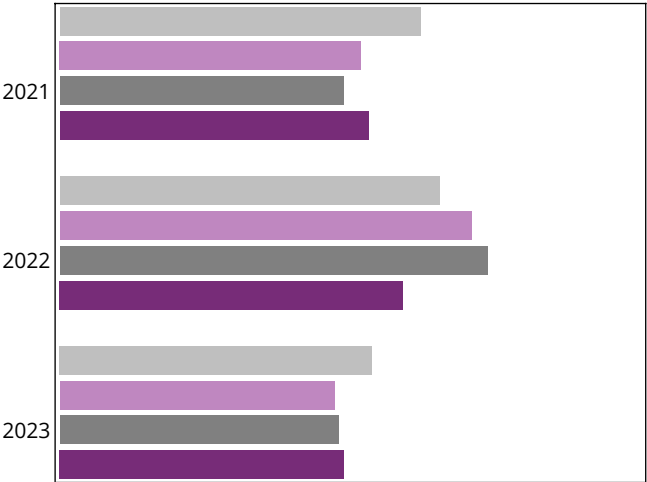
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	61,656	68,026	52,954
Week 28	51,218	72,663	47,841
Week 29	48,488	75,873	47,929
Week 30	52,801	61,386	48,623
Total	214,163	277,948	197,347

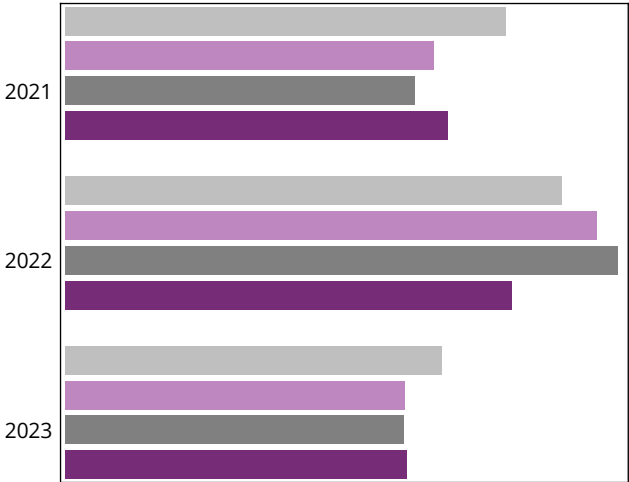
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$1,210,066	\$1,272,839	\$1,047,146
Week 28	\$1,011,050	\$1,381,012	\$921,597
Week 29	\$952,003	\$1,434,848	\$935,735
Week 30	\$1,035,237	\$1,150,971	\$953,244
Total	\$4,208,356	\$5,239,670	\$3,857,722

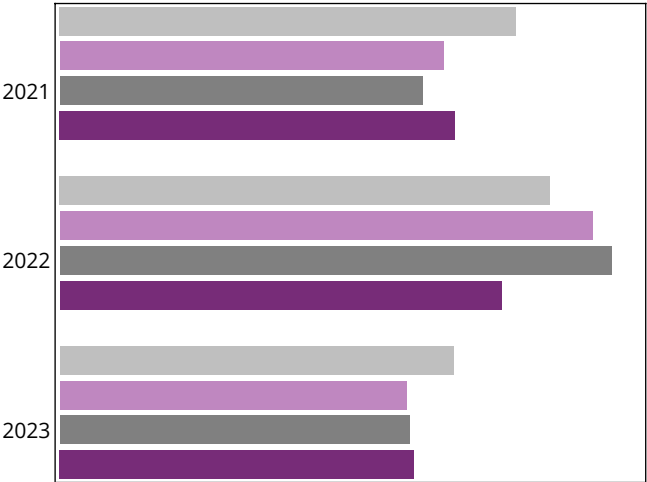
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	60,003	67,647	51,245
Week 28	50,100	72,306	46,279
Week 29	47,613	75,245	46,028
Week 30	52,002	60,808	46,536
Total	209,718	276,006	190,088

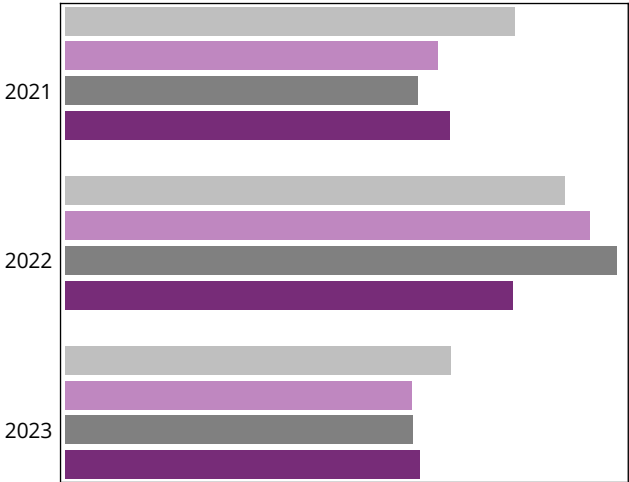
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$1,176,978	\$1,265,197	\$1,016,206
Week 28	\$989,718	\$1,374,118	\$894,096
Week 29	\$935,600	\$1,423,319	\$902,556
Week 30	\$1,020,350	\$1,139,893	\$914,373
Total	\$4,122,645	\$5,202,527	\$3,727,231

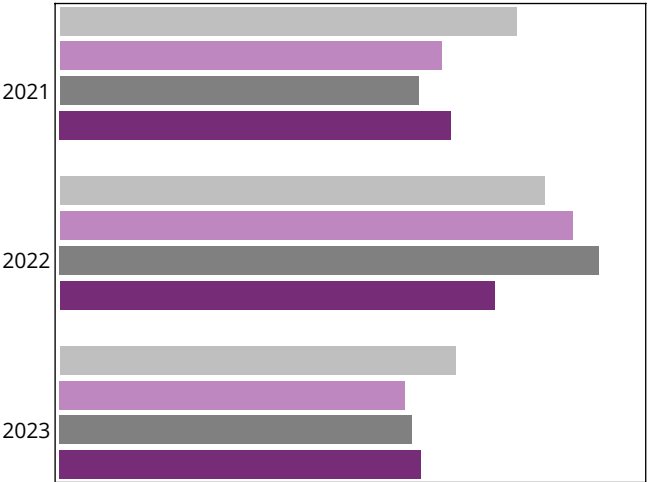
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	60,382	67,111	51,807
Week 28	50,028	70,393	46,597
Week 29	47,371	74,066	46,679
Week 30	51,708	60,133	47,676
Total	209,489	271,703	192,759

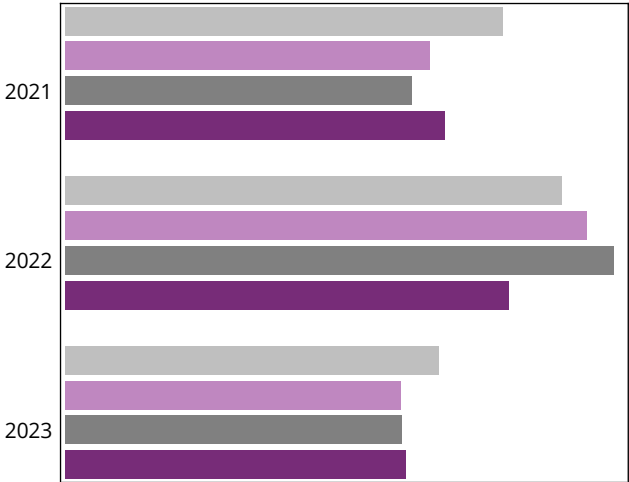
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$1,178,565	\$1,250,898	\$1,021,271
Week 28	\$985,078	\$1,323,089	\$891,233
Week 29	\$925,558	\$1,391,456	\$908,739
Week 30	\$1,009,772	\$1,122,388	\$931,876
Total	\$4,098,973	\$5,087,830	\$3,753,118

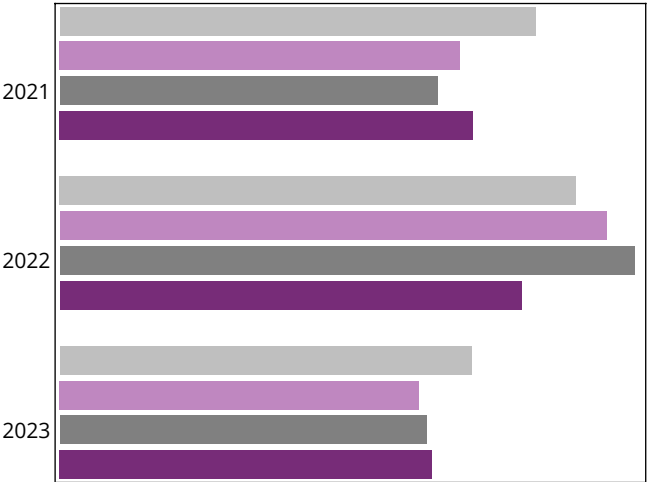
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	58,745	66,752	50,182
Week 28	48,920	70,052	45,110
Week 29	46,507	73,660	45,168
Week 30	50,922	59,589	45,767
Total	205,094	270,053	186,227

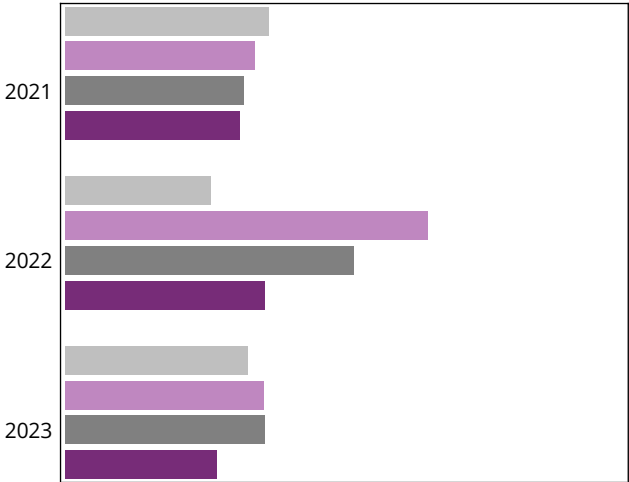
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$1,145,764	\$1,243,622	\$992,167
Week 28	\$963,904	\$1,316,517	\$865,193
Week 29	\$909,363	\$1,383,797	\$882,877
Week 30	\$995,124	\$1,111,948	\$896,863
Total	\$4,014,155	\$5,055,883	\$3,637,100

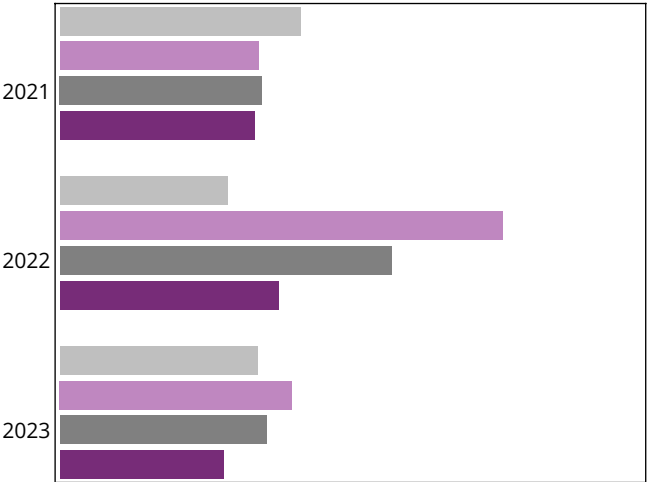
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 27	1,274	915	1,147
Week 28	1,190	2,270	1,244
Week 29	1,117	1,807	1,250
Week 30	1,093	1,253	947
Total	4,674	6,245	4,588

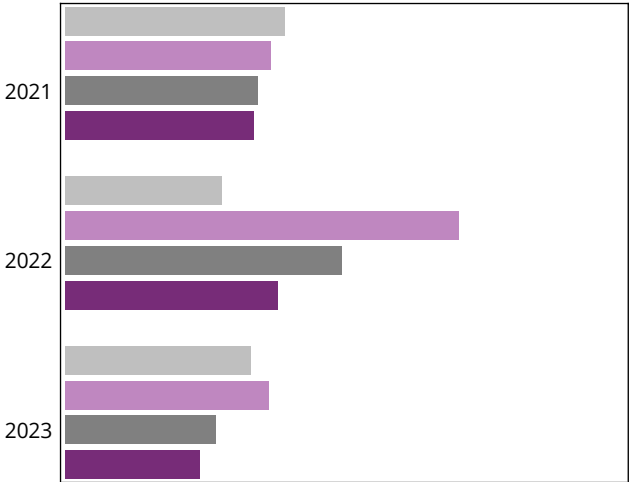
Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$31,500	\$21,941	\$25,875
Week 28	\$25,972	\$57,923	\$30,364
Week 29	\$26,445	\$43,392	\$26,996
Week 30	\$25,466	\$28,583	\$21,368
Total	\$109,383	\$151,839	\$104,603

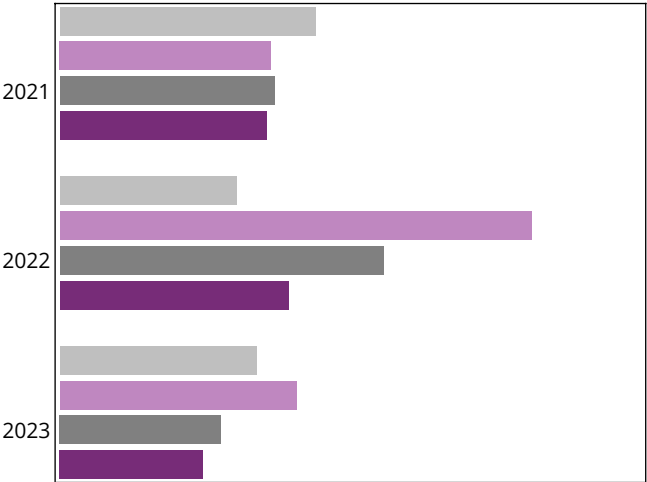
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 27	1,258	895	1,063
Week 28	1,180	2,254	1,169
Week 29	1,106	1,585	860
Week 30	1,080	1,219	769
Total	4,624	5,953	3,861

Value Sold (in millions of dollars)



	2021	2022	2023
Week 27	\$31,214	\$21,575	\$24,039
Week 28	\$25,813	\$57,602	\$28,903
Week 29	\$26,237	\$39,522	\$19,679
Week 30	\$25,226	\$27,945	\$17,510
Total	\$108,491	\$146,644	\$90,131

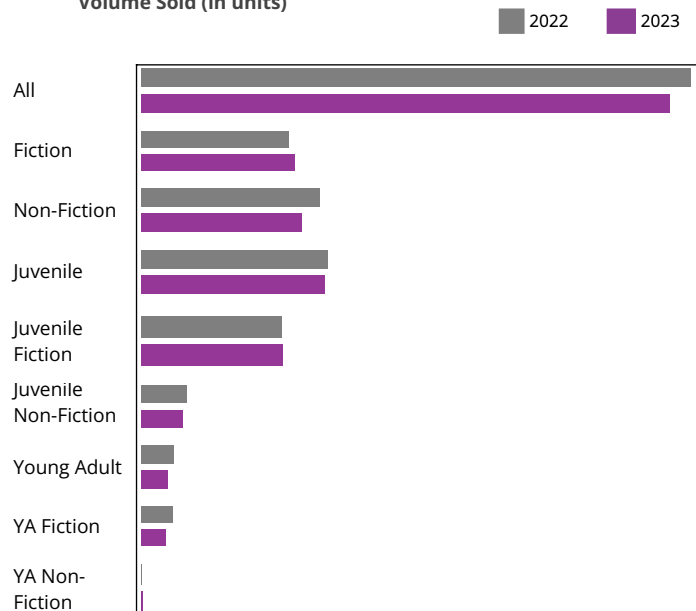
Year-to-Date Comparisons

Week-ending dates:

	2022	2023
Week 30	2022-07-31	2023-07-30

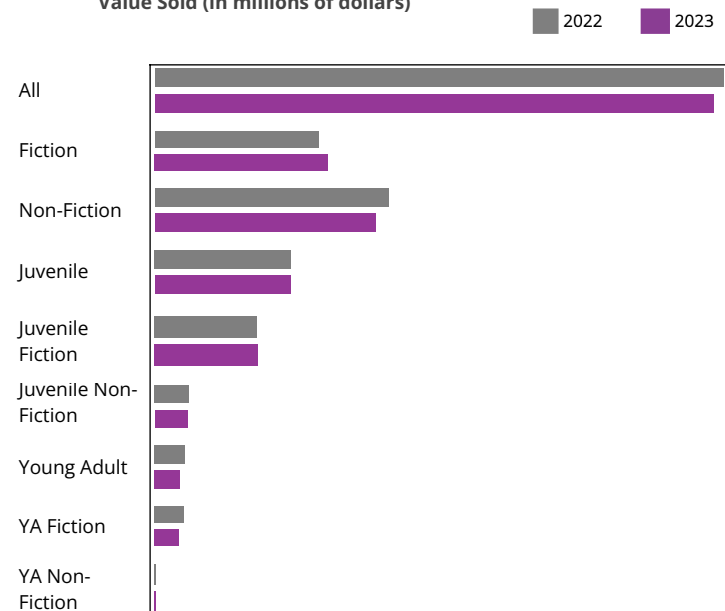
All Market

Volume Sold (in units)



	2022	2023
All	25,584,066	24,626,014
Fiction	6,877,921	7,135,618
Non-Fiction	8,323,556	7,457,308
Juvenile	8,663,346	8,533,989
Juvenile Fiction	6,545,339	6,602,344
Juvenile Non-Fiction	2,118,007	1,931,645
Young Adult (YA)	1,504,198	1,211,935
YA Fiction	1,460,123	1,162,146
YA Non-Fiction	44,075	49,789

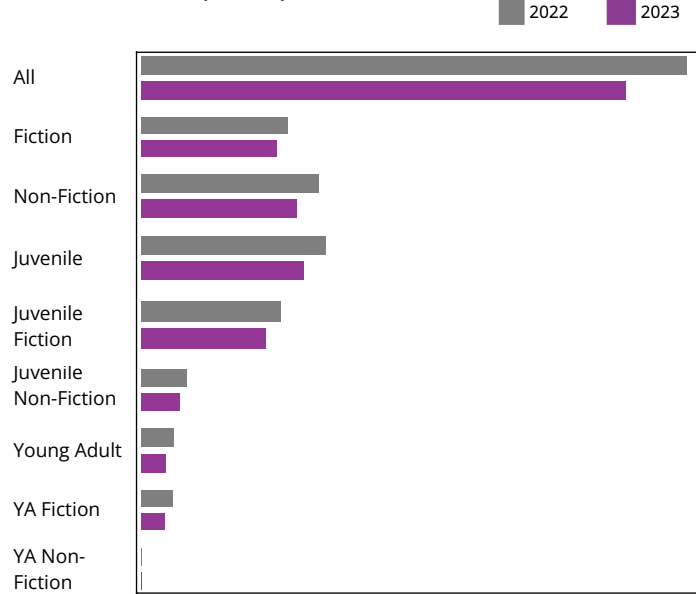
Value Sold (in millions of dollars)



	2022	2023
All	\$547,770,945	\$538,495,091
Fiction	\$157,838,616	\$166,832,767
Non-Fiction	\$225,277,012	\$212,581,854
Juvenile	\$131,213,256	\$130,786,800
Juvenile Fiction	\$98,288,695	\$99,337,413
Juvenile Non-Fiction	\$32,924,561	\$31,449,387
Young Adult (YA)	\$29,212,252	\$24,284,905
YA Fiction	\$28,190,274	\$23,136,219
YA Non-Fiction	\$1,021,978	\$1,148,686

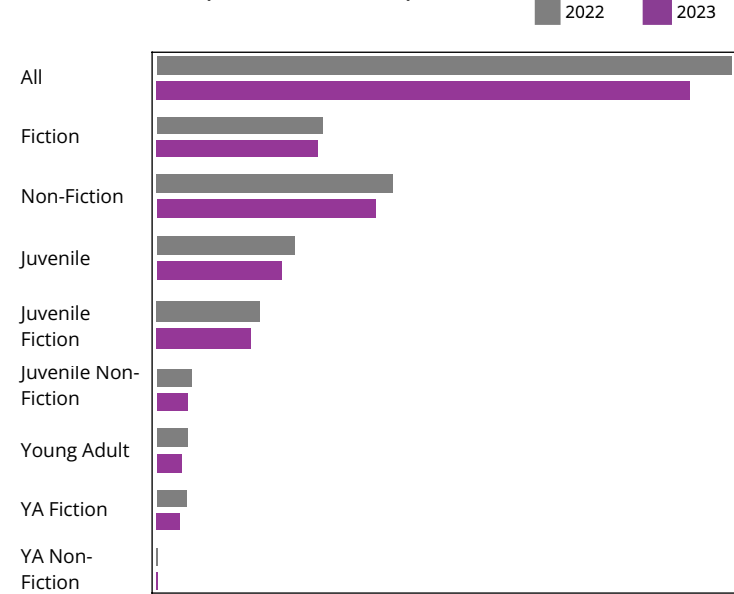
Ring Fence

Volume Sold (in units)



	2022	2023
All	25,419,849	22,561,707
Fiction	6,844,951	6,316,087
Non-Fiction	8,263,074	7,243,176
Juvenile	8,607,678	7,576,168
Juvenile Fiction	6,503,989	5,796,620
Juvenile Non-Fiction	2,103,689	1,779,548
Young Adult (YA)	1,493,552	1,151,106
YA Fiction	1,451,132	1,107,515
YA Non-Fiction	42,420	43,591

Value Sold (in millions of dollars)



	2022	2023
All	\$544,141,196	\$504,509,752
Fiction	\$157,074,902	\$152,635,865
Non-Fiction	\$223,580,446	\$206,720,274
Juvenile	\$130,335,251	\$118,215,245
Juvenile Fiction	\$97,640,170	\$89,005,928
Juvenile Non-Fiction	\$32,695,081	\$29,209,317
Young Adult (YA)	\$29,001,789	\$23,098,441
YA Fiction	\$28,014,039	\$22,099,482
YA Non-Fiction	\$987,750	\$998,960

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	2023-05-14
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	