

SalesData Market Report:

August 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 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.

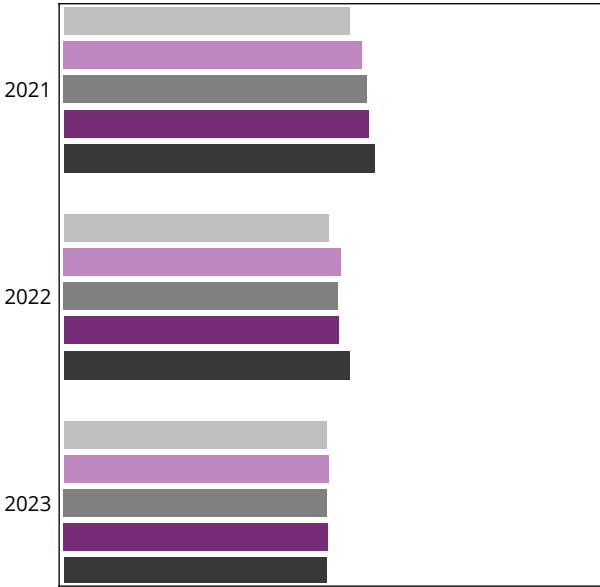
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 31	2021-08-08	2022-08-07	2023-08-06
Week 32	2021-08-15	2022-08-14	2023-08-13
Week 33	2021-08-22	2022-08-21	2023-08-20
Week 34	2021-08-29	2022-08-28	2023-08-27
Week 35	2021-09-05	2022-09-04	2023-09-03

Month-to-Month Comparisons

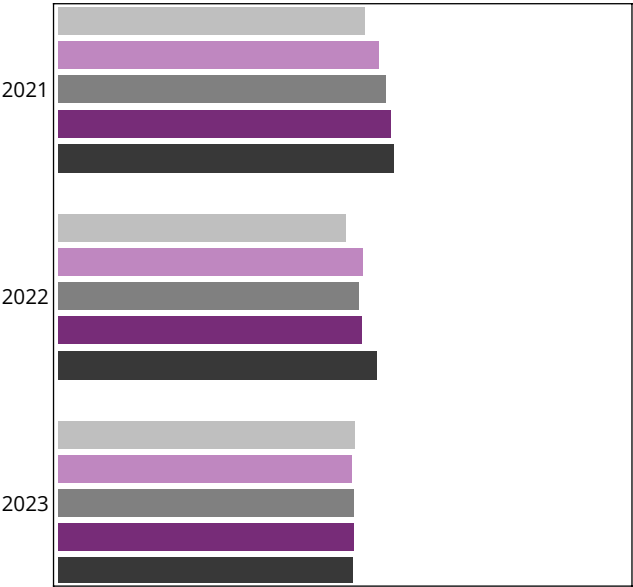
All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	912,142	845,455	839,606
Week 32	952,066	885,180	844,808
Week 33	968,392	875,681	840,243
Week 34	973,633	876,805	843,630
Week 35	991,426	911,796	839,376
Total	4,797,659	4,394,917	4,207,663

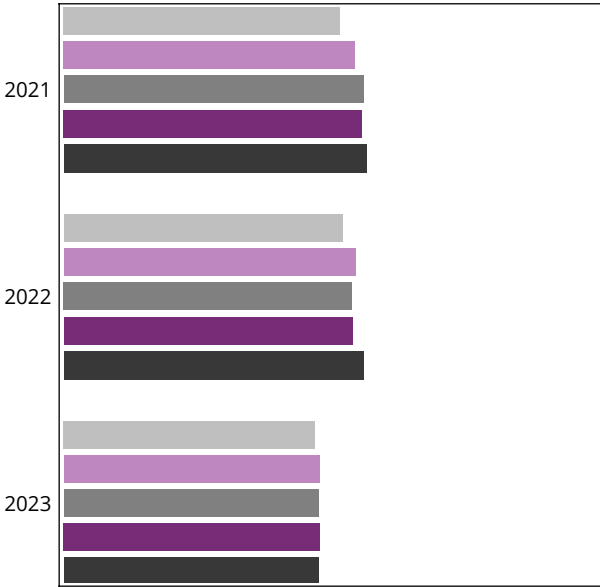
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$18,857,744	\$17,690,491	\$18,213,079
Week 32	\$19,681,416	\$18,701,246	\$18,069,531
Week 33	\$20,154,747	\$18,505,315	\$18,165,214
Week 34	\$20,442,633	\$18,683,317	\$18,159,216
Week 35	\$20,630,813	\$19,557,100	\$18,079,828
Total	\$99,767,354	\$93,137,469	\$90,686,868

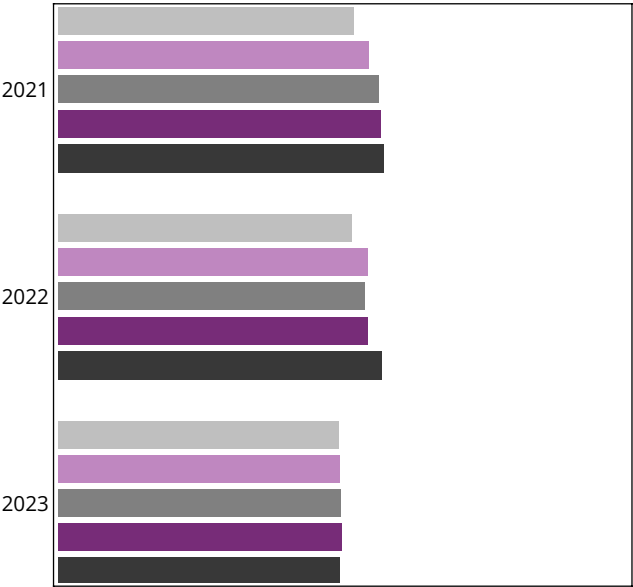
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	830,488	837,180	754,487
Week 32	875,052	876,367	768,374
Week 33	900,714	866,805	765,125
Week 34	896,420	867,462	769,718
Week 35	909,617	901,263	765,216
Total	4,412,291	4,349,077	3,822,920

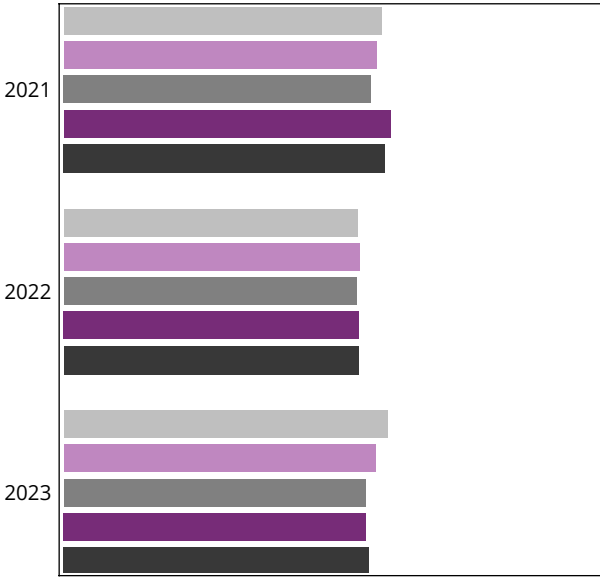
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$17,659,636	\$17,520,532	\$16,778,339
Week 32	\$18,531,538	\$18,508,647	\$16,796,926
Week 33	\$19,130,547	\$18,315,429	\$16,899,787
Week 34	\$19,281,172	\$18,471,267	\$16,903,786
Week 35	\$19,418,691	\$19,318,982	\$16,833,212
Total	\$94,021,584	\$92,134,856	\$84,212,050

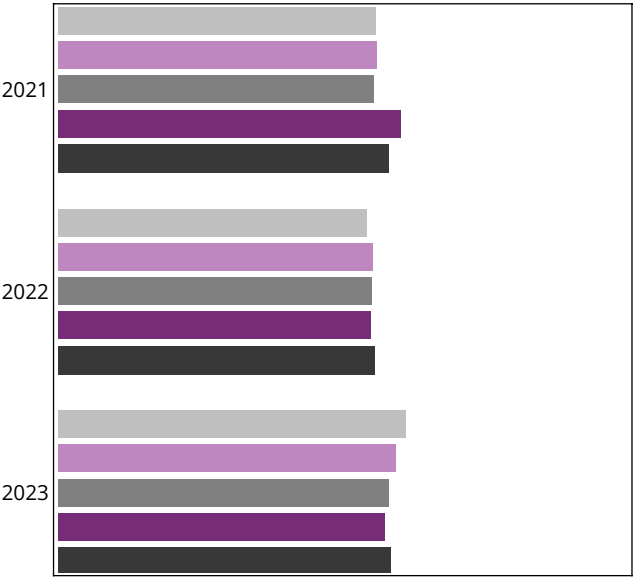
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	286,443	264,845	292,087
Week 32	282,093	266,855	280,955
Week 33	277,052	264,029	272,146
Week 34	294,401	266,387	272,607
Week 35	289,773	265,903	275,228
Total	1,429,762	1,328,019	1,393,023

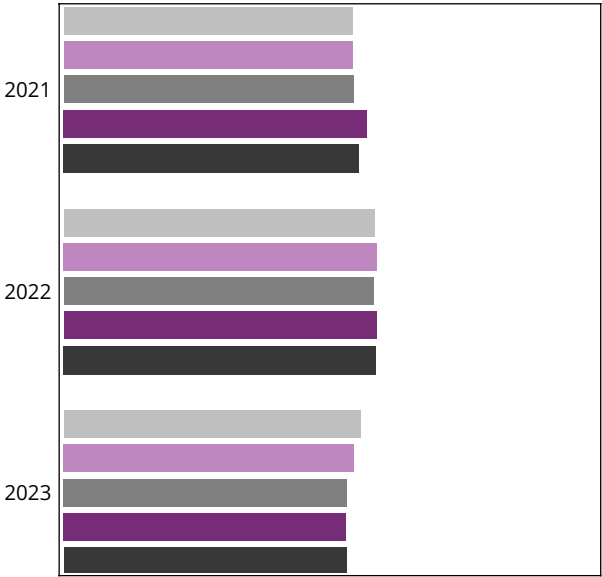
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$6,139,472	\$5,964,034	\$6,723,285
Week 32	\$6,163,009	\$6,079,118	\$6,524,376
Week 33	\$6,100,606	\$6,049,401	\$6,388,488
Week 34	\$6,612,737	\$6,041,551	\$6,317,208
Week 35	\$6,380,785	\$6,120,109	\$6,420,009
Total	\$31,396,609	\$30,254,214	\$32,373,366

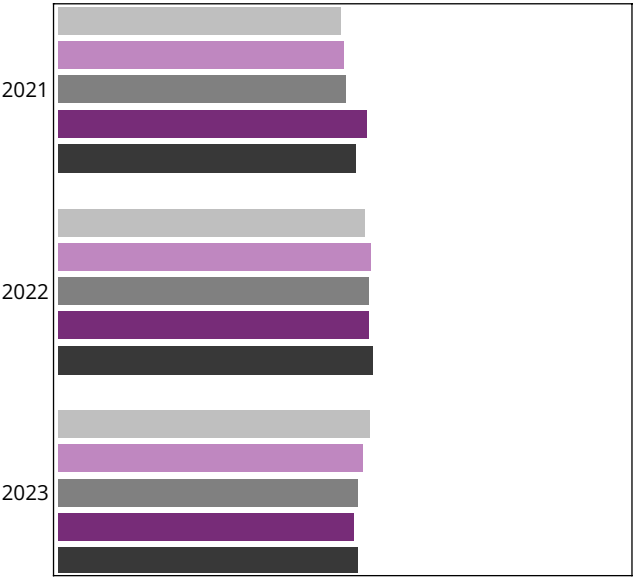
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	244,285	262,787	250,856
Week 32	244,282	264,804	245,160
Week 33	244,950	262,022	239,456
Week 34	256,355	264,281	238,438
Week 35	249,459	263,954	238,852
Total	1,239,331	1,317,848	1,212,762

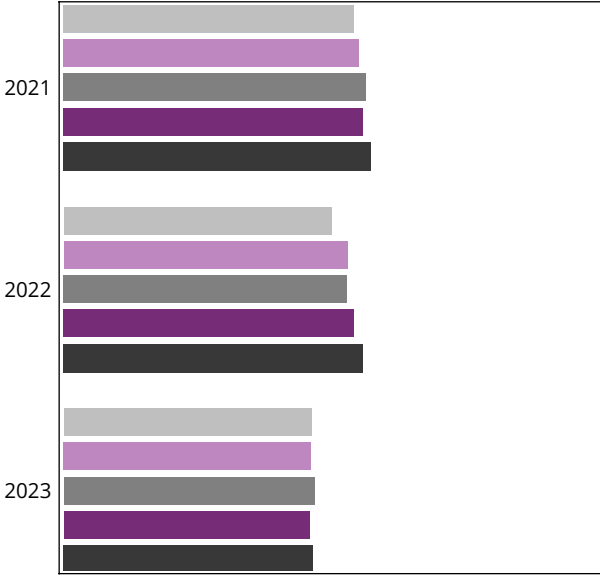
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$5,453,605	\$5,916,173	\$6,028,993
Week 32	\$5,526,542	\$6,031,974	\$5,877,054
Week 33	\$5,546,985	\$6,003,305	\$5,795,263
Week 34	\$5,969,157	\$5,993,610	\$5,709,603
Week 35	\$5,740,186	\$6,075,917	\$5,794,222
Total	\$28,236,475	\$30,020,978	\$29,205,135

Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	272,576	251,530	232,905
Week 32	277,180	266,639	232,277
Week 33	283,734	266,014	235,402
Week 34	281,106	272,536	230,588
Week 35	288,631	281,255	233,918
Total	1,403,227	1,337,974	1,165,090

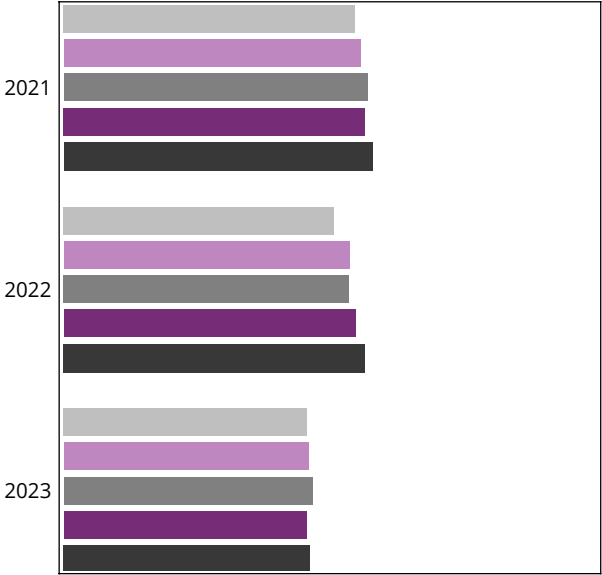
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$7,195,699	\$6,574,191	\$6,521,244
Week 32	\$7,410,184	\$7,081,959	\$6,315,474
Week 33	\$7,655,498	\$7,026,444	\$6,539,624
Week 34	\$7,551,481	\$7,246,823	\$6,366,356
Week 35	\$7,762,245	\$7,465,001	\$6,343,403
Total	\$37,575,107	\$35,394,418	\$32,086,100

Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	268,177	248,766	223,825
Week 32	272,998	263,243	225,433
Week 33	279,791	262,653	228,983
Week 34	277,083	268,709	223,385
Week 35	284,097	277,260	226,450
Total	1,382,146	1,320,631	1,128,076

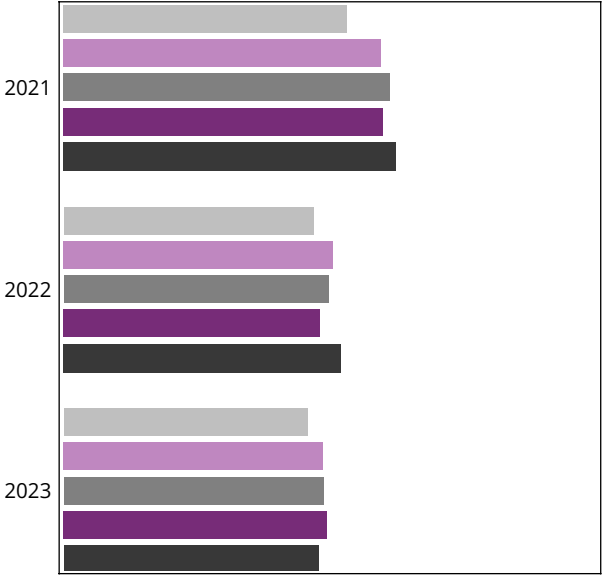
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$7,096,600	\$6,501,607	\$6,260,486
Week 32	\$7,313,134	\$6,989,709	\$6,144,682
Week 33	\$7,563,592	\$6,937,515	\$6,369,918
Week 34	\$7,455,211	\$7,135,352	\$6,183,801
Week 35	\$7,644,720	\$7,347,108	\$6,140,176
Total	\$37,073,257	\$34,911,291	\$31,099,063

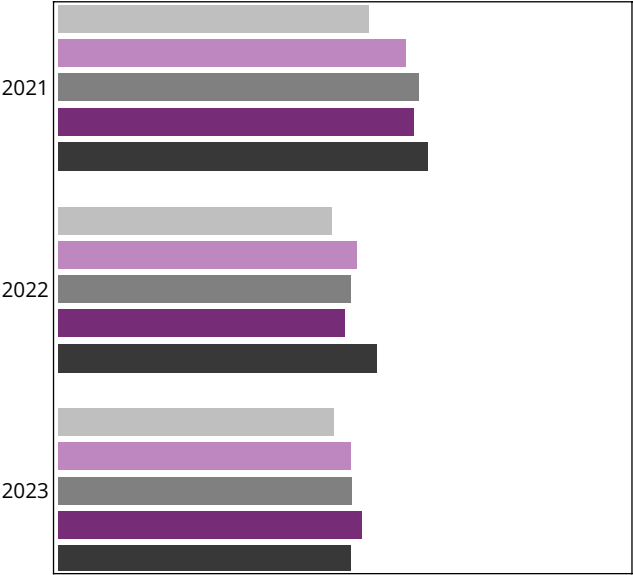
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	299,578	264,379	257,997
Week 32	335,702	284,785	274,380
Week 33	345,204	280,299	274,989
Week 34	337,820	271,082	278,696
Week 35	351,752	293,194	269,381
Total	1,670,056	1,393,739	1,355,443

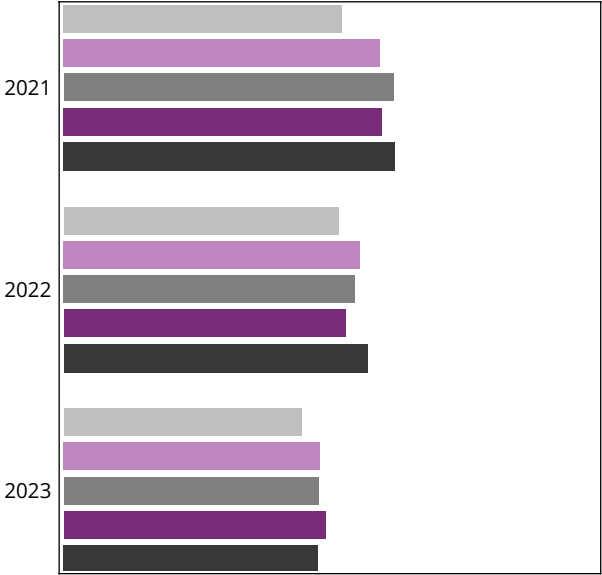
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$4,452,016	\$3,915,199	\$3,937,418
Week 32	\$4,969,465	\$4,278,083	\$4,194,230
Week 33	\$5,166,286	\$4,189,548	\$4,199,649
Week 34	\$5,093,696	\$4,106,271	\$4,342,992
Week 35	\$5,286,661	\$4,561,961	\$4,186,833
Total	\$24,968,124	\$21,051,061	\$20,861,122

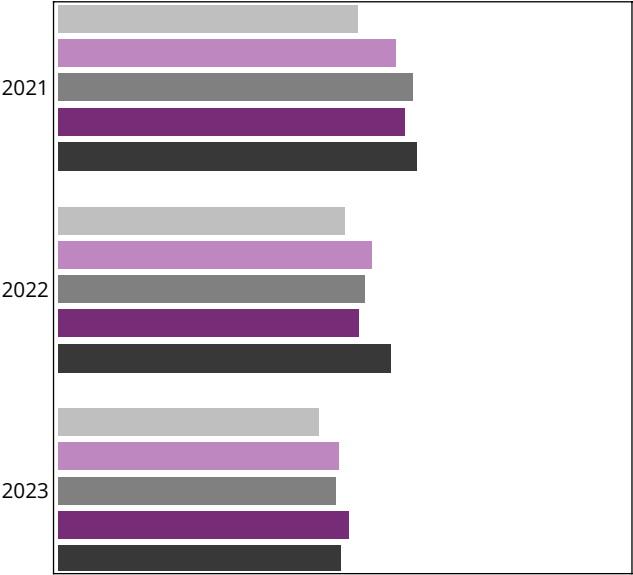
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	265,174	261,553	226,727
Week 32	301,280	282,286	244,123
Week 33	314,346	277,583	242,617
Week 34	303,326	268,467	249,119
Week 35	315,612	289,483	242,155
Total	1,499,738	1,379,372	1,204,741

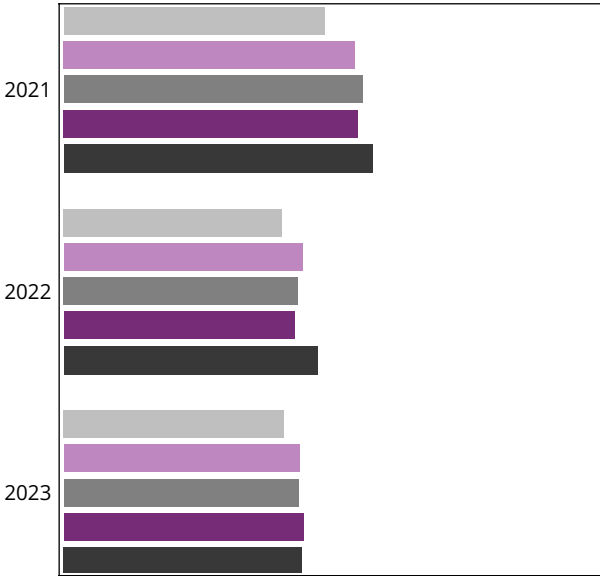
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$4,052,180	\$3,876,835	\$3,519,048
Week 32	\$4,564,065	\$4,241,285	\$3,799,842
Week 33	\$4,801,573	\$4,148,418	\$3,758,681
Week 34	\$4,683,806	\$4,067,222	\$3,927,392
Week 35	\$4,848,231	\$4,501,596	\$3,826,938
Total	\$22,949,855	\$20,835,356	\$18,831,901

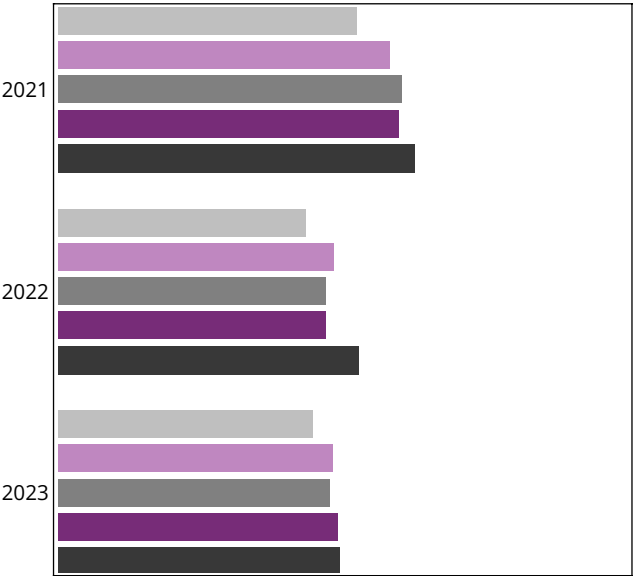
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	228,513	191,126	192,826
Week 32	255,206	209,046	206,534
Week 33	261,452	205,085	205,489
Week 34	257,639	202,288	209,900
Week 35	270,341	222,225	208,668
Total	1,273,151	1,029,770	1,023,417

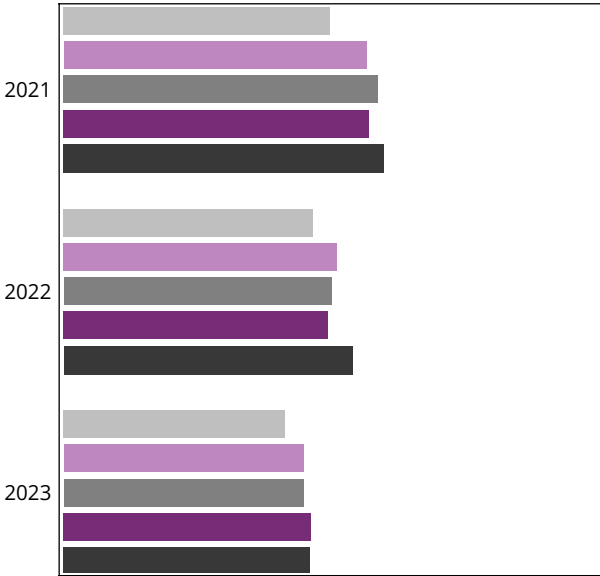
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$3,357,971	\$2,780,279	\$2,862,379
Week 32	\$3,728,168	\$3,100,177	\$3,088,332
Week 33	\$3,859,335	\$3,004,038	\$3,048,668
Week 34	\$3,832,622	\$3,012,859	\$3,137,780
Week 35	\$4,007,314	\$3,383,911	\$3,162,369
Total	\$18,785,411	\$15,281,264	\$15,299,528

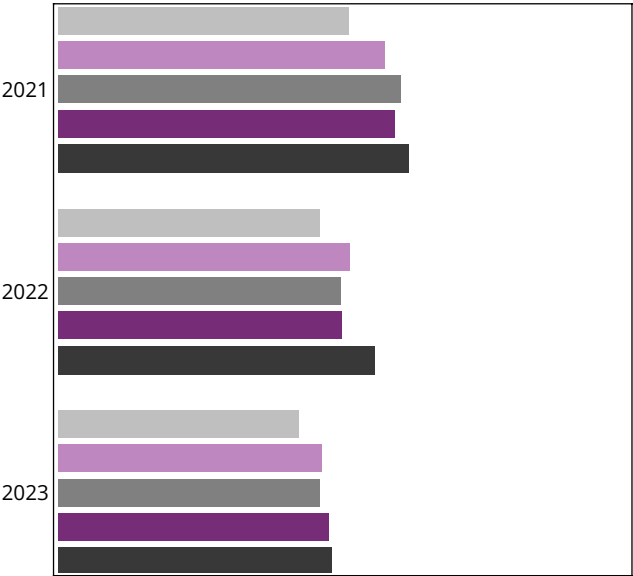
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	201,969	189,049	167,883
Week 32	229,544	207,293	181,942
Week 33	238,341	203,184	182,028
Week 34	231,477	200,475	187,659
Week 35	242,970	219,322	186,797
Total	1,144,301	1,019,323	906,309

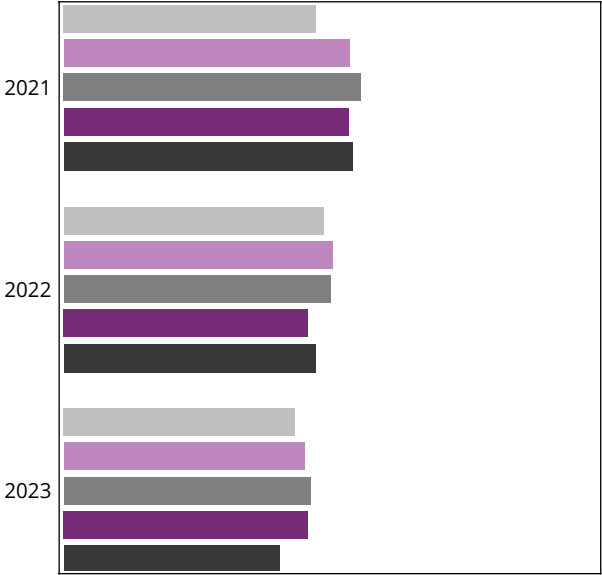
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$3,062,227	\$2,753,674	\$2,535,124
Week 32	\$3,445,837	\$3,074,762	\$2,776,020
Week 33	\$3,605,037	\$2,975,441	\$2,754,167
Week 34	\$3,543,536	\$2,986,285	\$2,849,622
Week 35	\$3,695,596	\$3,335,819	\$2,881,610
Total	\$17,352,233	\$15,125,981	\$13,796,543

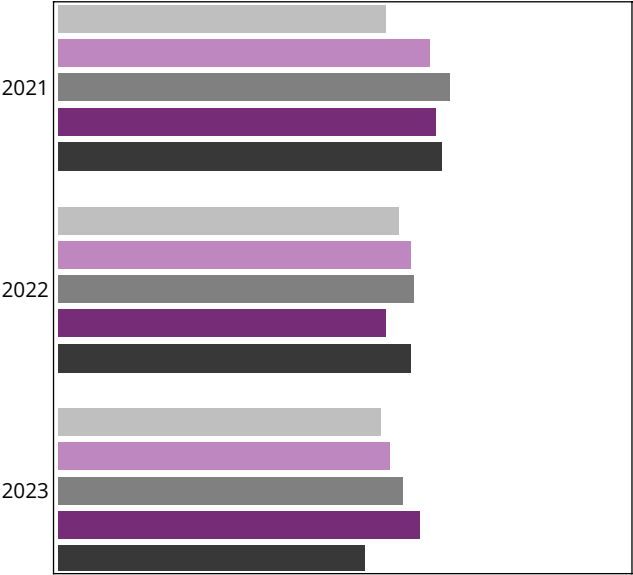
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	71,065	73,253	65,171
Week 32	80,496	75,739	67,846
Week 33	83,752	75,214	69,500
Week 34	80,181	68,794	68,796
Week 35	81,411	70,969	60,713
Total	396,905	363,969	332,026

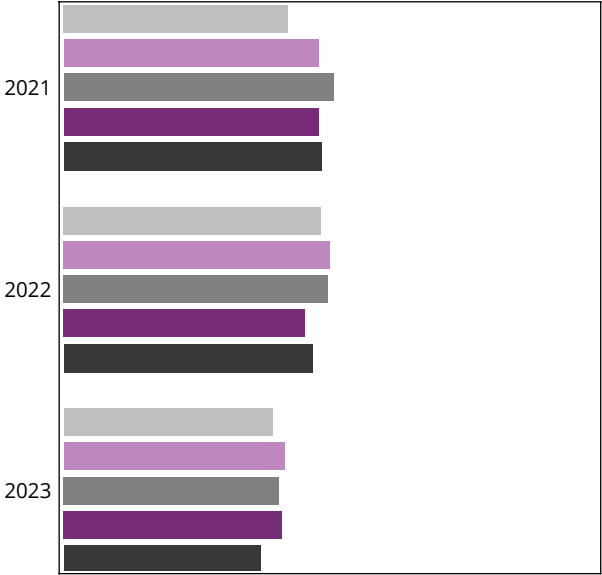
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$1,094,045	\$1,134,920	\$1,075,039
Week 32	\$1,241,297	\$1,177,906	\$1,105,898
Week 33	\$1,306,951	\$1,185,510	\$1,150,981
Week 34	\$1,261,074	\$1,093,412	\$1,205,212
Week 35	\$1,279,347	\$1,178,049	\$1,024,464
Total	\$6,182,714	\$5,769,797	\$5,561,594

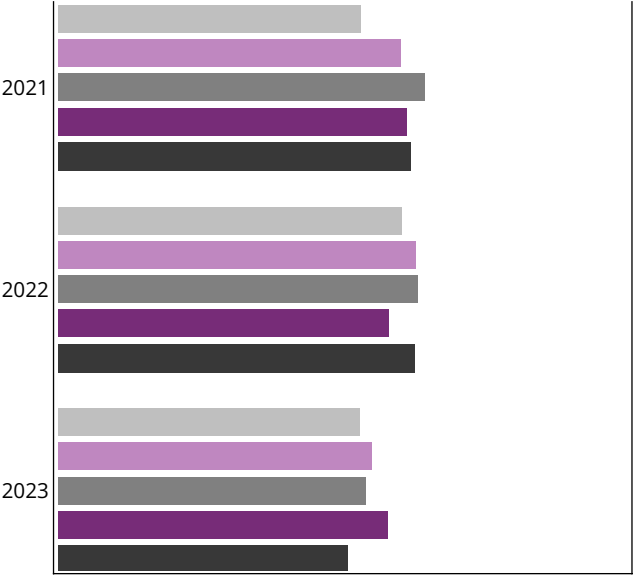
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	63,205	72,504	58,844
Week 32	71,736	74,993	62,181
Week 33	76,005	74,399	60,589
Week 34	71,849	67,992	61,460
Week 35	72,642	70,161	55,358
Total	355,437	360,049	298,432

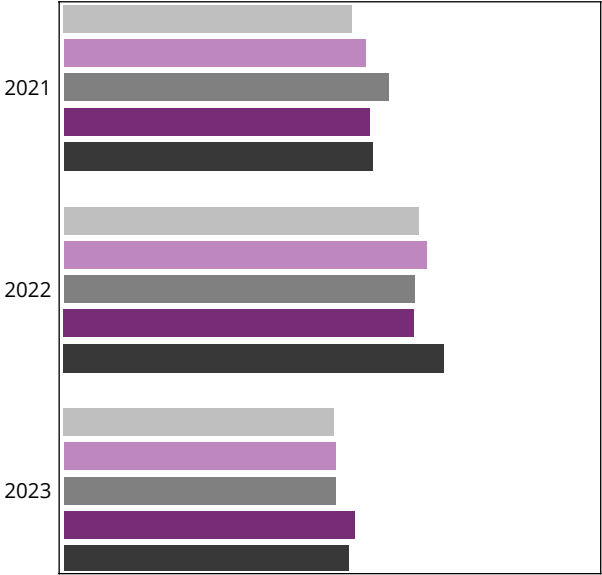
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$989,953	\$1,123,160	\$983,924
Week 32	\$1,118,228	\$1,166,523	\$1,023,822
Week 33	\$1,196,537	\$1,172,977	\$1,004,514
Week 34	\$1,140,270	\$1,080,938	\$1,077,770
Week 35	\$1,152,635	\$1,165,776	\$945,328
Total	\$5,597,622	\$5,709,374	\$5,035,359

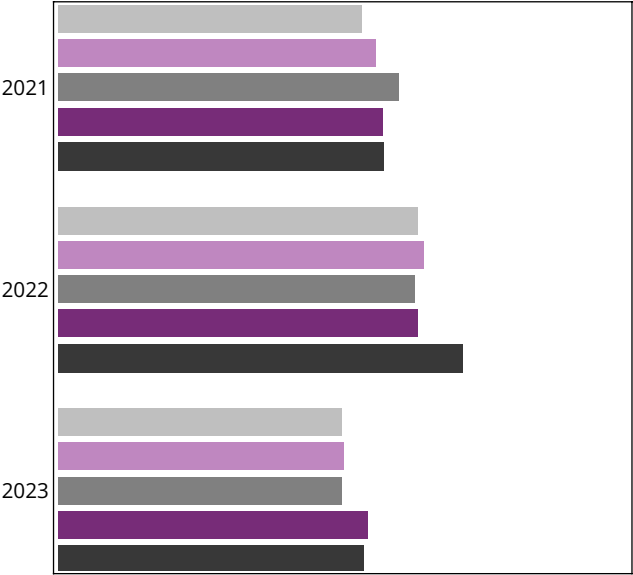
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	47,671	58,669	44,635
Week 32	49,848	60,003	44,882
Week 33	53,691	57,980	44,934
Week 34	50,504	57,930	48,025
Week 35	51,072	62,863	47,043
Total	252,786	297,445	229,519

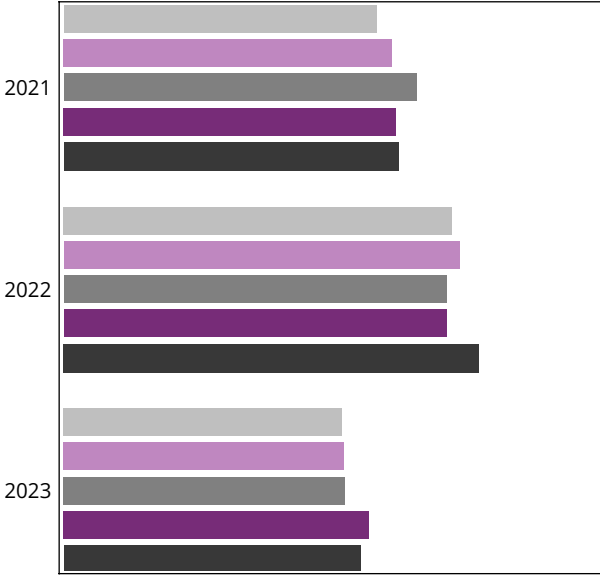
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$933,333	\$1,106,322	\$871,123
Week 32	\$977,442	\$1,124,941	\$878,925
Week 33	\$1,046,793	\$1,095,605	\$870,180
Week 34	\$998,750	\$1,106,340	\$950,684
Week 35	\$999,674	\$1,243,996	\$939,490
Total	\$4,955,993	\$5,677,205	\$4,510,401

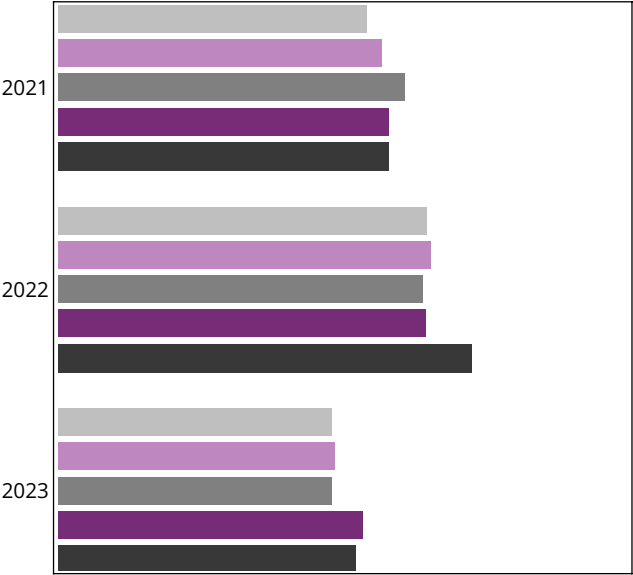
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	47,026	58,373	41,781
Week 32	49,298	59,433	42,137
Week 33	52,980	57,539	42,256
Week 34	49,911	57,492	45,858
Week 35	50,309	62,411	44,557
Total	249,524	295,248	216,589

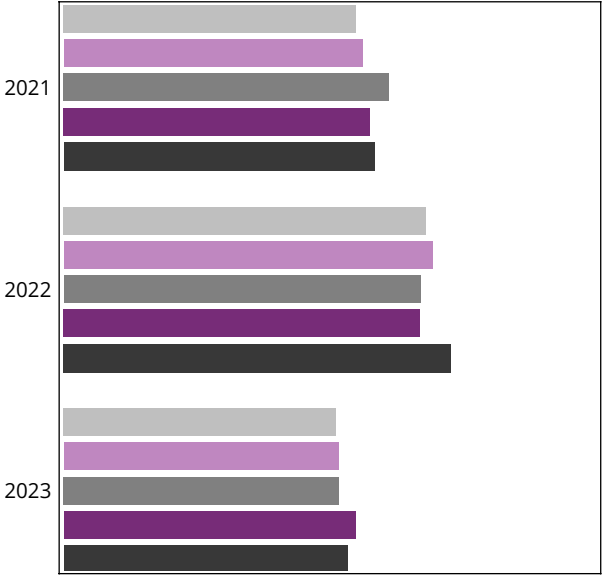
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$921,012	\$1,100,893	\$817,963
Week 32	\$967,228	\$1,113,722	\$826,701
Week 33	\$1,034,040	\$1,087,643	\$817,841
Week 34	\$987,999	\$1,098,377	\$908,847
Week 35	\$985,586	\$1,234,417	\$889,752
Total	\$4,895,866	\$5,635,053	\$4,261,104

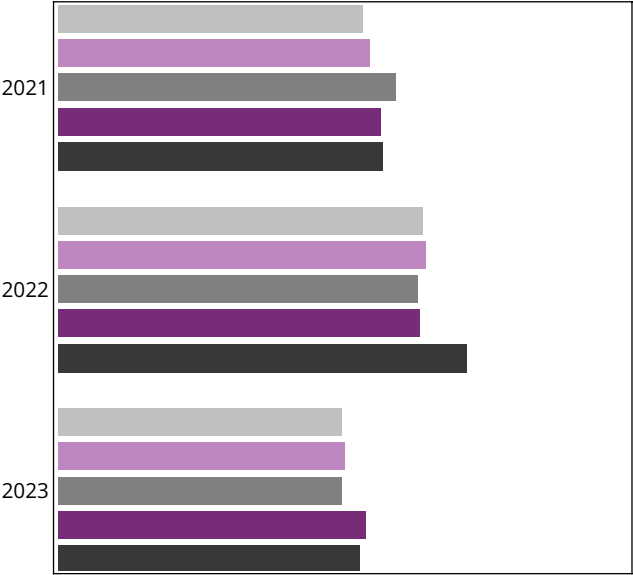
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	46,627	57,855	43,492
Week 32	47,674	58,892	43,828
Week 33	51,954	57,002	43,926
Week 34	48,882	56,890	46,579
Week 35	49,584	61,828	45,308
Total	244,721	292,467	223,133

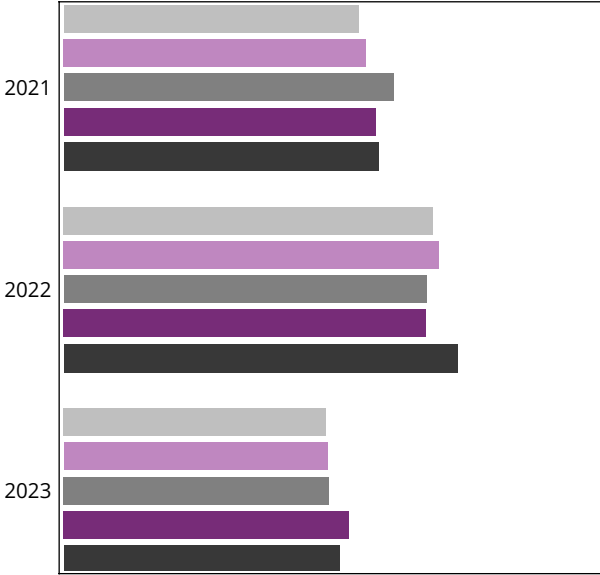
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$908,946	\$1,088,272	\$845,300
Week 32	\$930,241	\$1,098,798	\$854,586
Week 33	\$1,008,853	\$1,073,079	\$845,811
Week 34	\$962,448	\$1,081,032	\$917,706
Week 35	\$967,740	\$1,219,296	\$901,232
Total	\$4,778,229	\$5,560,477	\$4,364,634

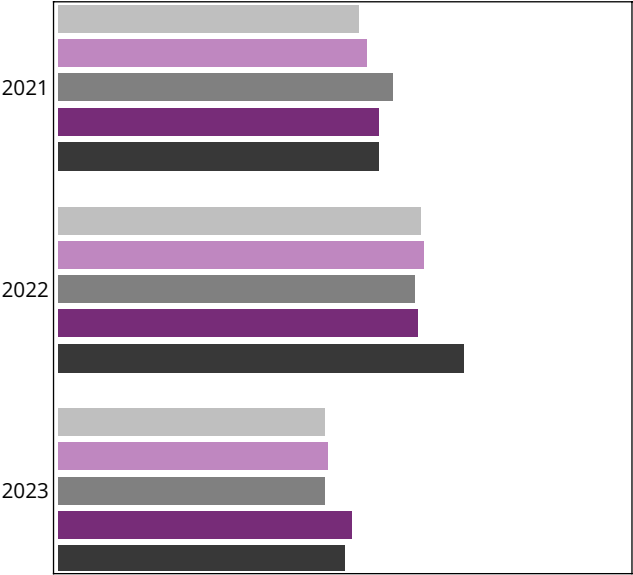
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	45,988	57,574	40,858
Week 32	47,138	58,495	41,156
Week 33	51,439	56,584	41,337
Week 34	48,564	56,474	44,491
Week 35	49,097	61,408	43,017
Total	242,226	290,535	210,859

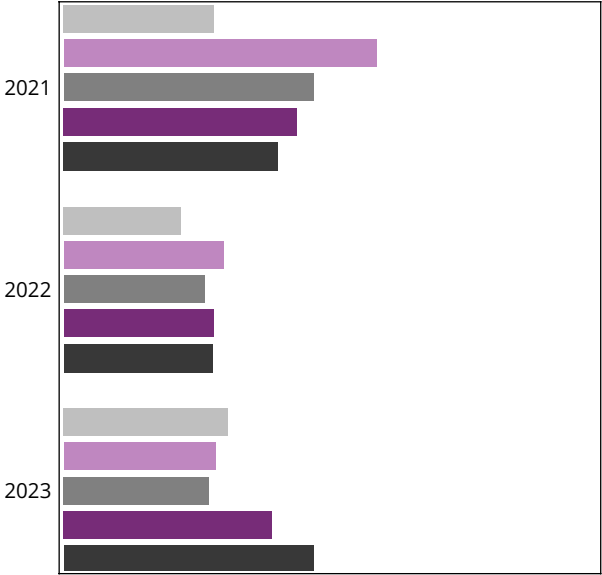
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$896,732	\$1,083,106	\$796,599
Week 32	\$920,269	\$1,091,415	\$803,878
Week 33	\$999,623	\$1,065,551	\$795,883
Week 34	\$956,616	\$1,073,464	\$877,570
Week 35	\$958,596	\$1,210,306	\$855,705
Total	\$4,731,836	\$5,523,842	\$4,129,635

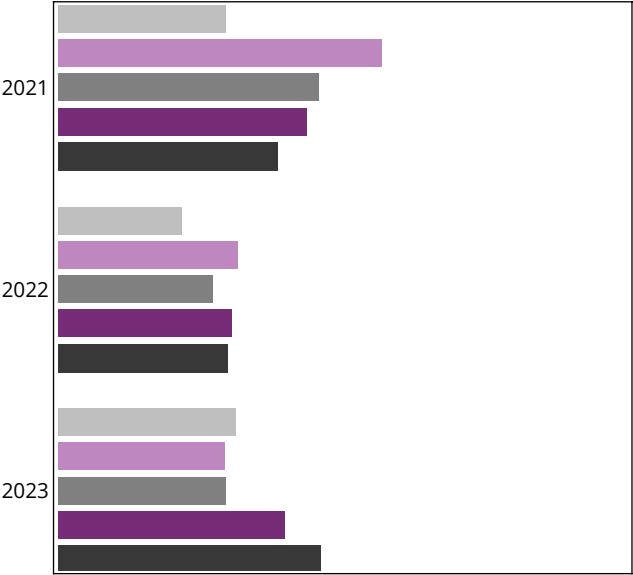
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 31	1,044	814	1,143
Week 32	2,174	1,111	1,054
Week 33	1,737	978	1,008
Week 34	1,622	1,040	1,446
Week 35	1,488	1,035	1,735
Total	8,065	4,978	6,386

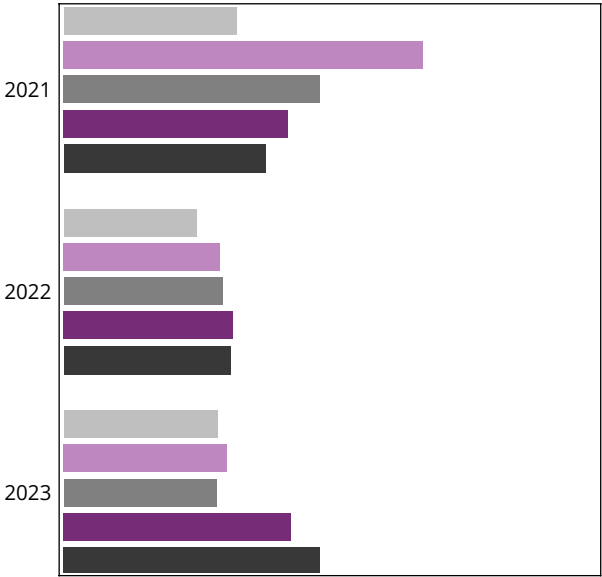
Value Sold (in millions of dollars)



	2021	2022	2023
Week 31	\$24,386	\$18,051	\$25,823
Week 32	\$47,201	\$26,143	\$24,339
Week 33	\$37,940	\$22,526	\$24,369
Week 34	\$36,302	\$25,308	\$32,979
Week 35	\$31,934	\$24,700	\$38,258
Total	\$177,764	\$116,728	\$145,768

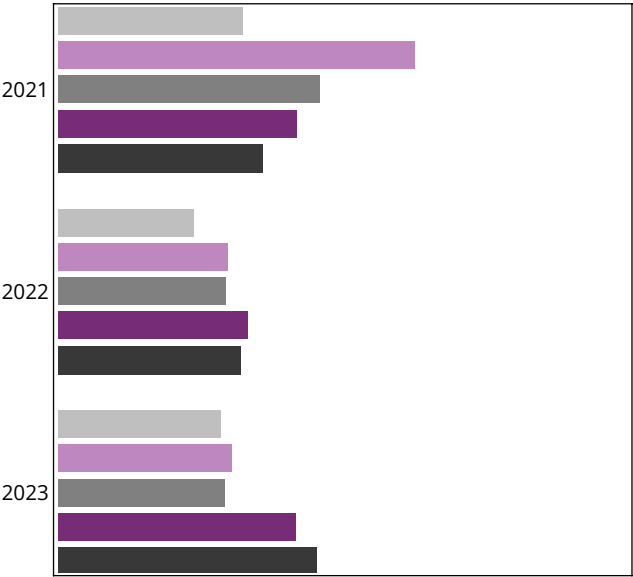
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 31	1,038	799	923
Week 32	2,160	938	981
Week 33	1,541	955	919
Week 34	1,347	1,018	1,367
Week 35	1,212	1,003	1,540
Total	7,298	4,713	5,730

Value Sold (in millions of dollars)



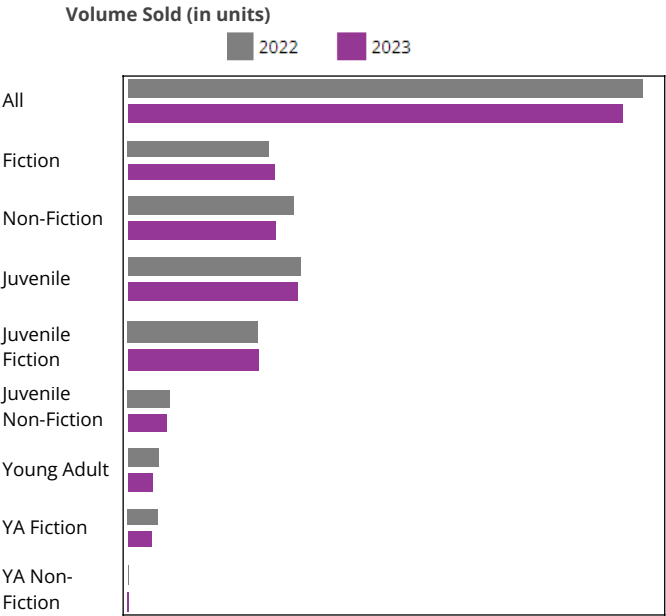
	2021	2022	2023
Week 31	\$24,279	\$17,787	\$21,364
Week 32	\$46,959	\$22,306	\$22,823
Week 33	\$34,418	\$22,092	\$21,958
Week 34	\$31,383	\$24,914	\$31,277
Week 35	\$26,990	\$24,112	\$34,047
Total	\$164,029	\$111,211	\$131,468

Year-to-Date Comparisons

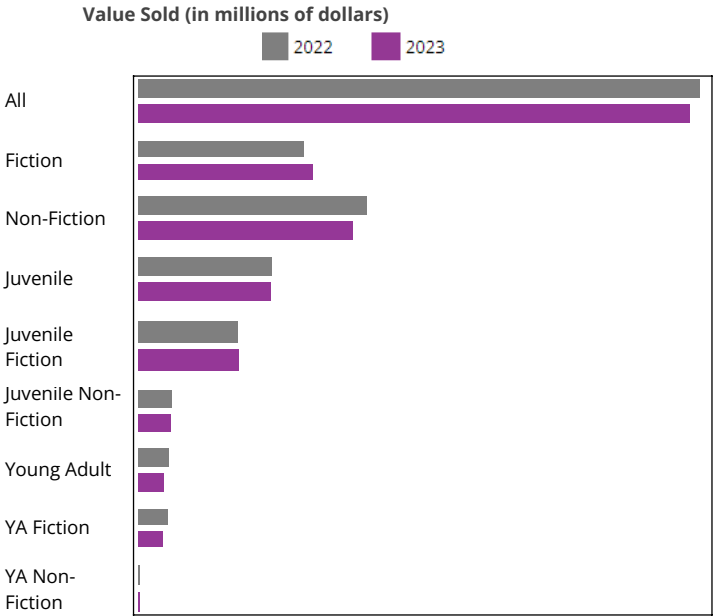
Week-ending dates:

	2022	2023
Week 35	2022-09-0	2023-09-03

All Market

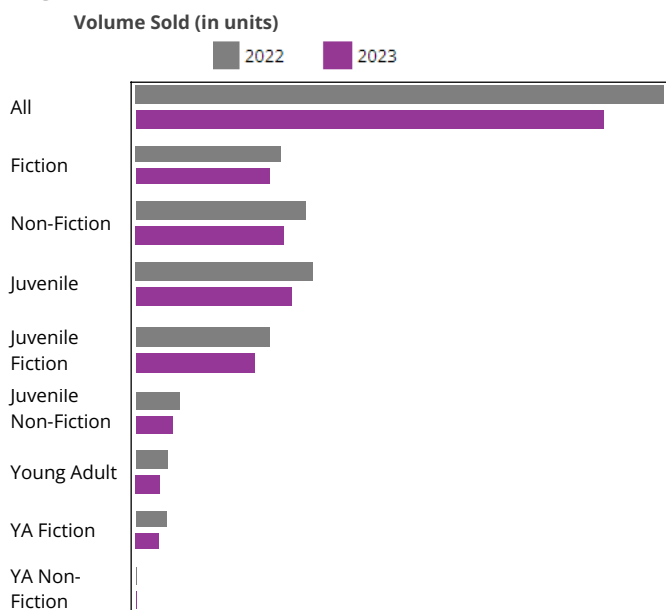


	2022	2023
All	29,968,809	28,818,997
Fiction	8,221,894	8,542,939
Non-Fiction	9,642,724	8,615,041
Juvenile	10,049,220	9,870,059
Juvenile Fiction	7,579,433	7,621,026
Juvenile Non-Fiction	2,469,787	2,249,033
Young Adult (YA)	1,805,085	1,448,161
YA Fiction	1,754,085	1,385,044
YA Non-Fiction	51,000	63,117

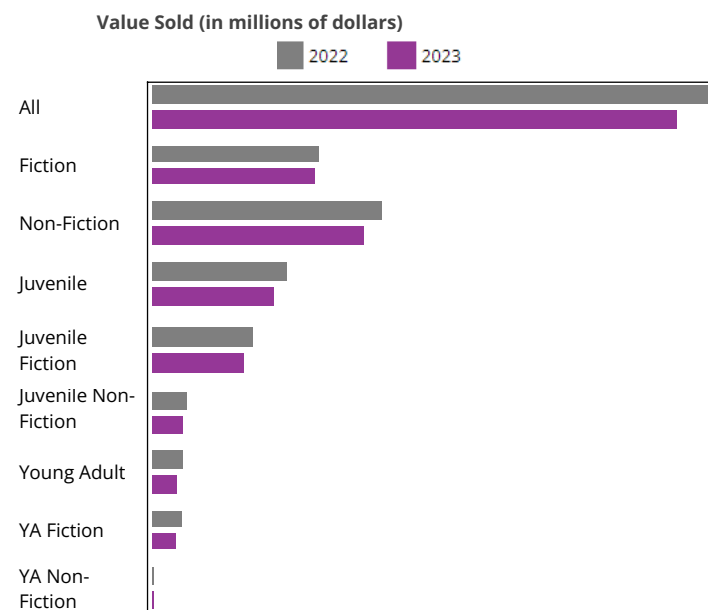


	2022	2023
All	\$641,348,285	\$629,625,095
Fiction	\$188,497,967	\$199,710,366
Non-Fiction	\$260,653,498	\$244,788,149
Juvenile	\$152,167,172	\$151,426,085
Juvenile Fiction	\$113,552,591	\$114,636,993
Juvenile Non-Fiction	\$38,614,581	\$36,789,092
Young Adult (YA)	\$35,084,240	\$29,006,283
YA Fiction	\$33,901,202	\$27,555,784
YA Non-Fiction	\$1,183,038	\$1,450,499

Ring Fence



	2022	2023
All	29,758,785	26,372,750
Fiction	8,178,630	7,542,009
Non-Fiction	9,565,051	8,364,117
Juvenile	9,979,200	8,764,857
Juvenile Fiction	7,527,585	6,705,950
Juvenile Non-Fiction	2,451,615	2,058,907
Young Adult (YA)	1,791,932	1,374,249
YA Fiction	1,743,088	1,318,155
YA Non-Fiction	48,844	56,094



	2022	2023
All	\$636,709,648	\$589,160,488
Fiction	\$187,497,863	\$182,297,302
Non-Fiction	\$258,472,701	\$237,936,308
Juvenile	\$151,071,852	\$136,868,314
Juvenile Fiction	\$112,746,851	\$102,901,959
Juvenile Non-Fiction	\$38,325,001	\$33,966,355
Young Adult (YA)	\$34,826,823	\$27,567,247
YA Fiction	\$33,686,810	\$26,283,486
YA Non-Fiction	\$1,140,013	\$1,283,761

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	