

SalesData Market Report: September 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.

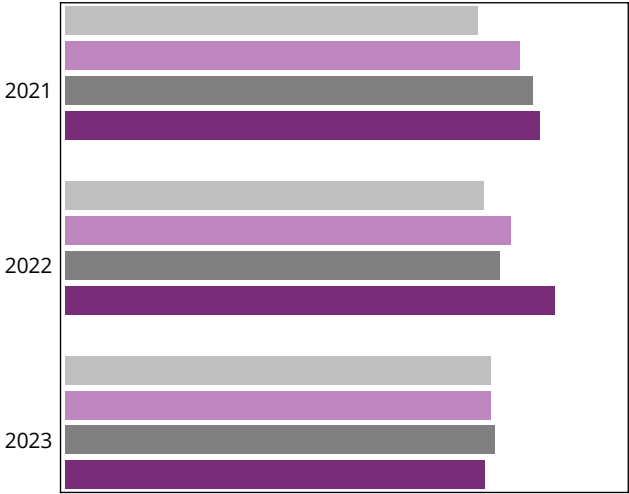
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 36	2021-09-12	2022-09-11	2023-09-10
Week 37	2021-09-19	2022-09-18	2023-09-17
Week 38	2021-09-26	2022-09-25	2023-09-24
Week 39	2021-10-03	2022-10-02	2023-10-01

Month-to-Month Comparisons

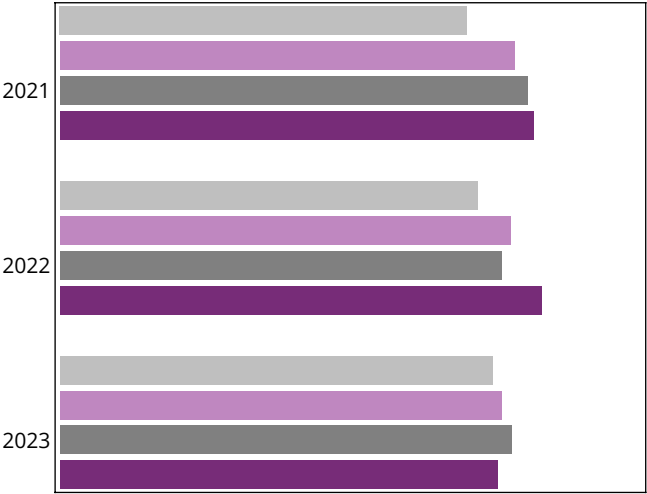
All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	813,297	824,323	838,621
Week 37	894,545	877,428	839,119
Week 38	920,128	855,824	845,300
Week 39	935,473	964,116	826,861
Total	3,563,443	3,521,691	3,349,901

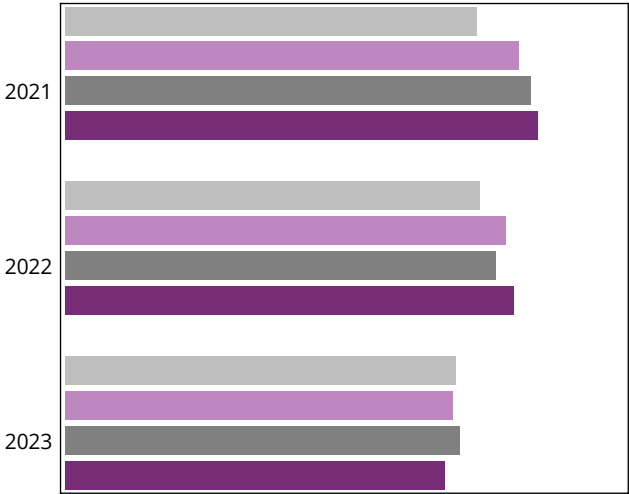
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$17,507,413	\$17,956,821	\$18,615,792
Week 37	\$19,557,028	\$19,378,318	\$19,004,151
Week 38	\$20,109,058	\$19,002,700	\$19,429,927
Week 39	\$20,377,671	\$20,730,088	\$18,813,788
Total	\$77,551,170	\$77,067,926	\$75,863,659

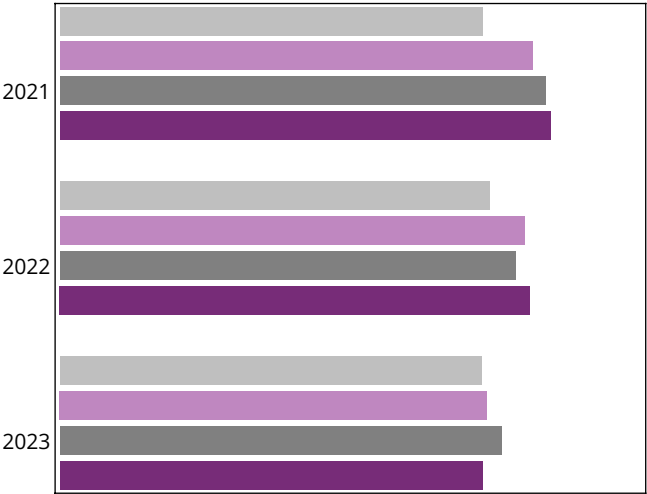
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	811,001	815,765	769,666
Week 37	892,824	868,849	764,066
Week 38	917,890	848,035	777,414
Week 39	930,331	883,287	748,451
Total	3,552,046	3,415,936	3,059,597

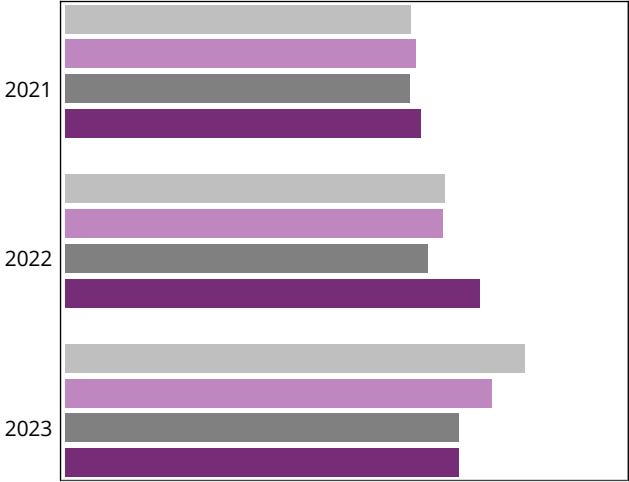
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$17,452,677	\$17,750,189	\$17,421,362
Week 37	\$19,515,528	\$19,188,339	\$17,646,183
Week 38	\$20,059,823	\$18,823,939	\$18,232,391
Week 39	\$20,269,891	\$19,415,216	\$17,463,365
Total	\$77,297,919	\$75,177,682	\$70,763,302

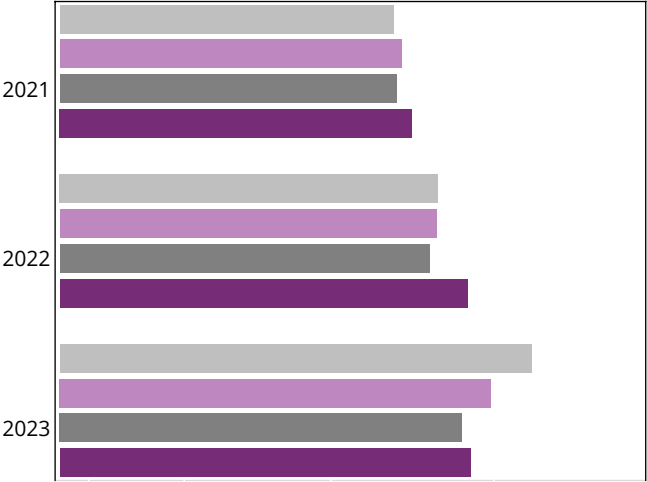
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	216,890	238,036	288,016
Week 37	219,787	236,515	267,437
Week 38	216,270	227,008	246,586
Week 39	223,090	259,812	246,909
Total	876,037	961,371	1,048,948

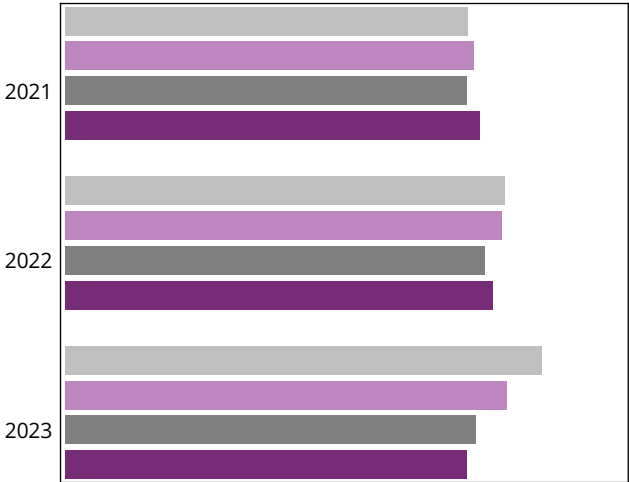
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$4,998,925	\$5,658,975	\$7,056,419
Week 37	\$5,118,659	\$5,638,041	\$6,455,869
Week 38	\$5,038,491	\$5,538,588	\$6,018,916
Week 39	\$5,273,996	\$6,097,825	\$6,146,424
Total	\$20,430,070	\$22,933,428	\$25,677,628

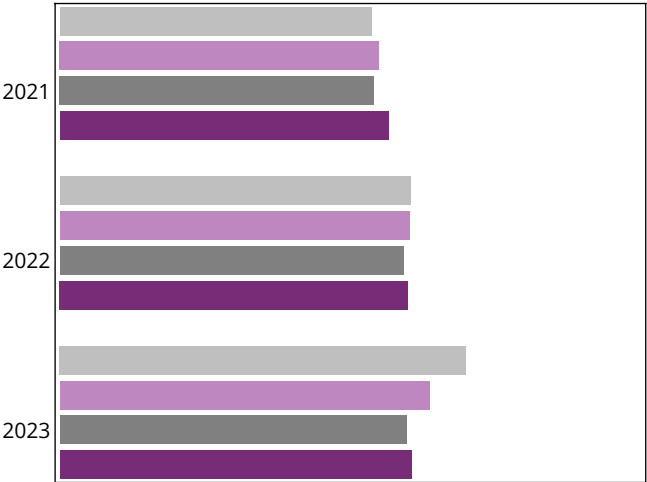
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	216,314	235,967	256,231
Week 37	219,319	234,722	237,234
Week 38	215,748	225,243	220,628
Week 39	222,518	229,520	215,760
Total	873,899	925,452	929,853

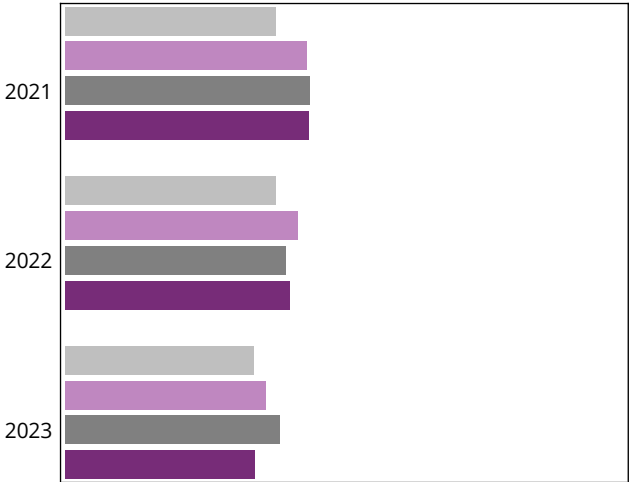
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$4,985,306	\$5,611,199	\$6,501,072
Week 37	\$5,107,605	\$5,595,240	\$5,919,933
Week 38	\$5,025,861	\$5,497,270	\$5,543,609
Week 39	\$5,260,196	\$5,569,435	\$5,629,267
Total	\$20,378,968	\$22,273,144	\$23,593,882

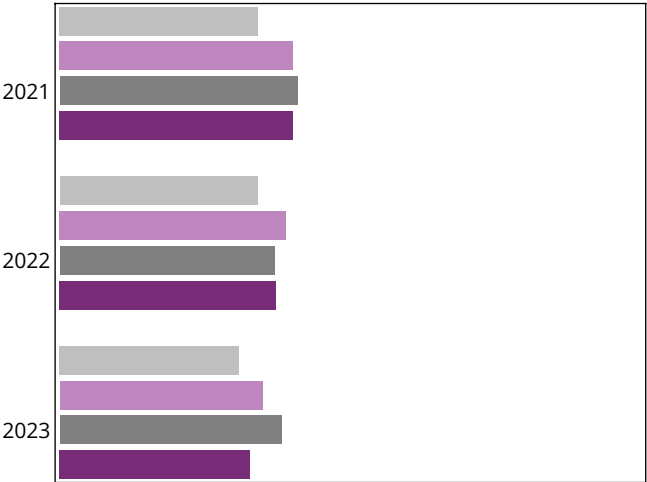
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	264,020	264,015	236,386
Week 37	303,317	291,020	251,195
Week 38	306,178	276,782	269,436
Week 39	305,751	281,373	237,767
Total	1,179,266	1,113,190	994,784

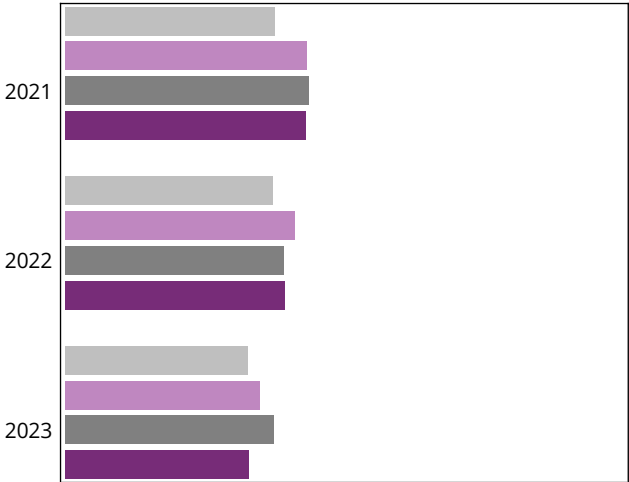
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$7,164,566	\$7,144,674	\$6,469,742
Week 37	\$8,426,997	\$8,172,483	\$7,313,420
Week 38	\$8,590,337	\$7,752,252	\$8,013,316
Week 39	\$8,420,502	\$7,808,068	\$6,867,565
Total	\$32,602,402	\$30,877,478	\$28,664,043

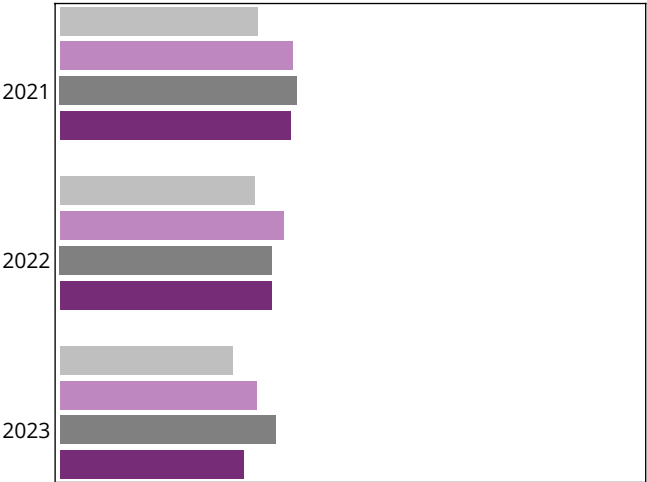
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	263,117	260,408	228,816
Week 37	302,588	287,647	243,411
Week 38	305,350	273,715	261,736
Week 39	301,782	275,223	229,654
Total	1,172,837	1,096,993	963,617

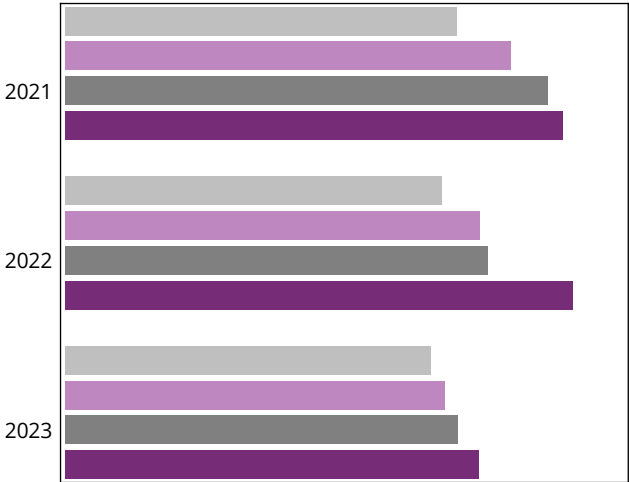
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$7,135,640	\$7,035,054	\$6,243,334
Week 37	\$8,404,374	\$8,076,740	\$7,098,408
Week 38	\$8,567,178	\$7,662,512	\$7,800,634
Week 39	\$8,335,805	\$7,648,102	\$6,646,957
Total	\$32,442,996	\$30,422,409	\$27,789,333

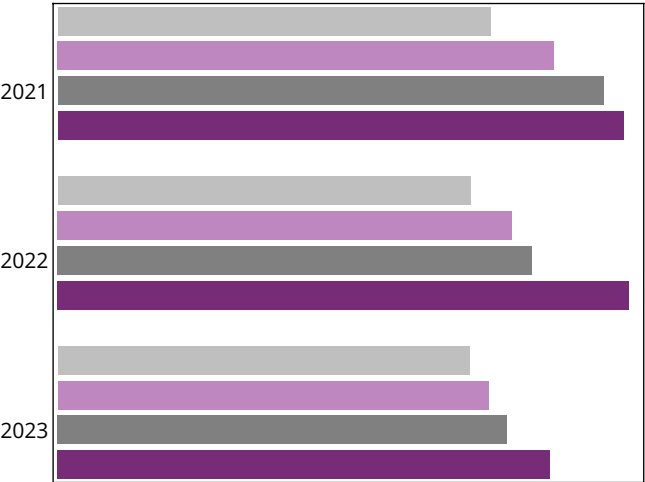
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	280,322	269,518	262,206
Week 37	318,879	297,088	271,598
Week 38	345,697	302,590	281,351
Week 39	356,234	363,592	296,179
Total	1,301,132	1,232,788	1,111,334

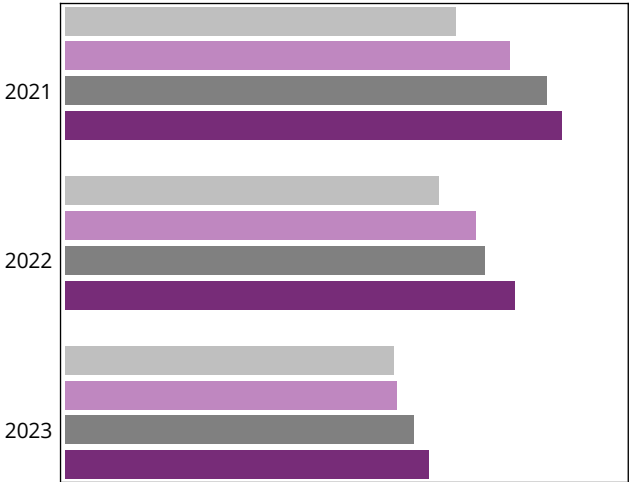
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$4,317,634	\$4,119,799	\$4,109,952
Week 37	\$4,950,090	\$4,531,455	\$4,299,298
Week 38	\$5,447,025	\$4,733,120	\$4,482,797
Week 39	\$5,647,776	\$5,699,630	\$4,912,073
Total	\$20,362,525	\$19,084,004	\$17,804,120

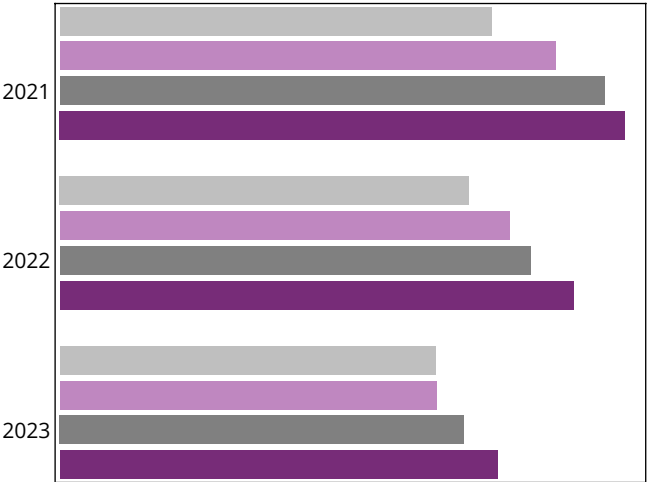
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	279,620	267,261	235,326
Week 37	318,432	294,190	237,769
Week 38	344,897	300,197	249,950
Week 39	355,739	322,147	260,175
Total	1,298,688	1,183,795	983,220

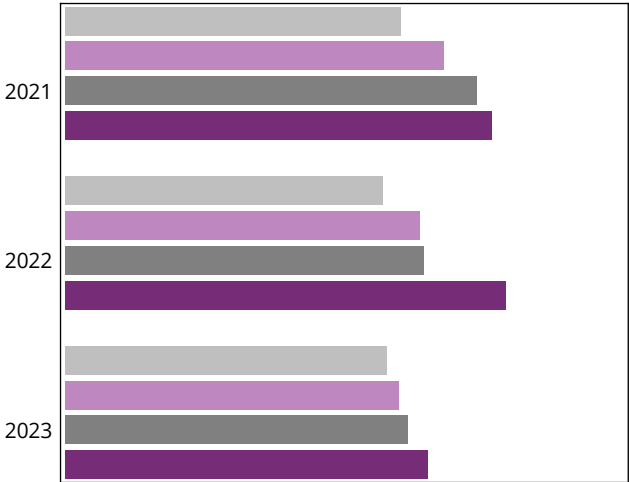
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$4,307,857	\$4,083,714	\$3,752,195
Week 37	\$4,943,732	\$4,489,538	\$3,761,996
Week 38	\$5,435,270	\$4,696,361	\$4,032,099
Week 39	\$5,640,526	\$5,128,991	\$4,370,199
Total	\$20,327,385	\$18,398,603	\$15,916,489

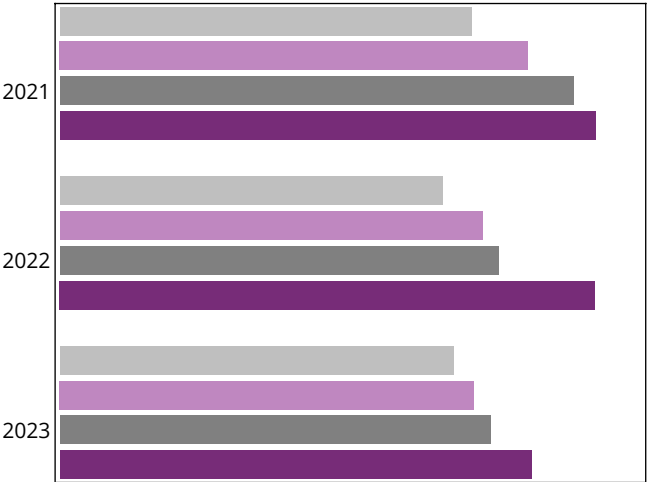
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	210,067	199,317	201,566
Week 37	237,173	222,094	209,133
Week 38	258,158	224,945	214,806
Week 39	267,443	276,133	227,029
Total	972,841	922,489	852,534

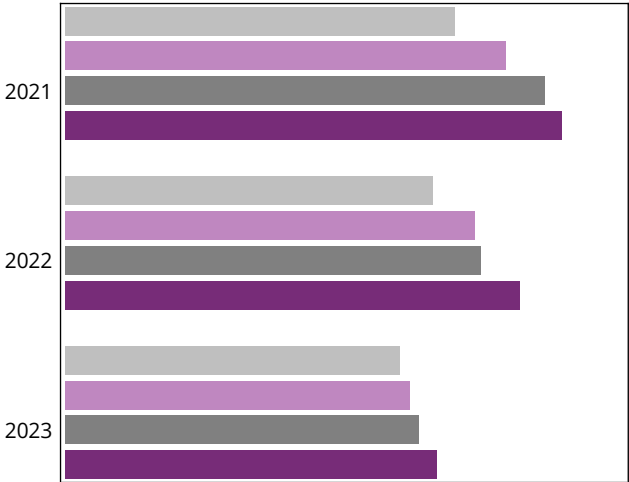
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$3,187,102	\$2,961,186	\$3,050,046
Week 37	\$3,624,646	\$3,274,678	\$3,205,577
Week 38	\$3,975,738	\$3,395,798	\$3,332,819
Week 39	\$4,147,422	\$4,143,954	\$3,650,916
Total	\$14,934,908	\$13,775,616	\$13,239,358

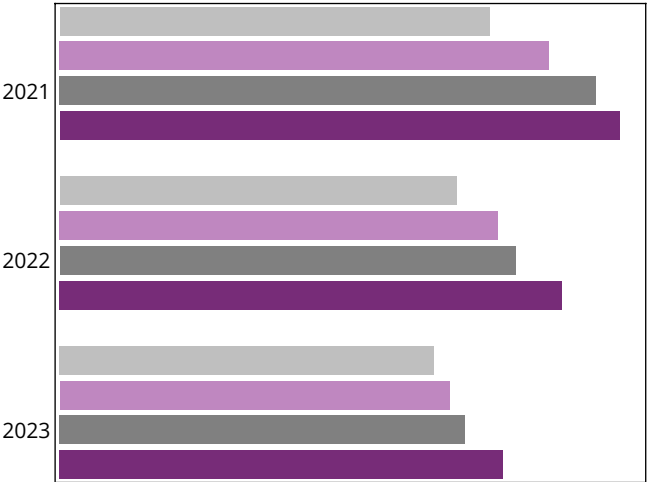
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	209,454	197,694	179,735
Week 37	236,808	219,909	185,360
Week 38	257,463	223,245	190,151
Week 39	267,011	244,317	199,831
Total	970,736	885,165	755,077

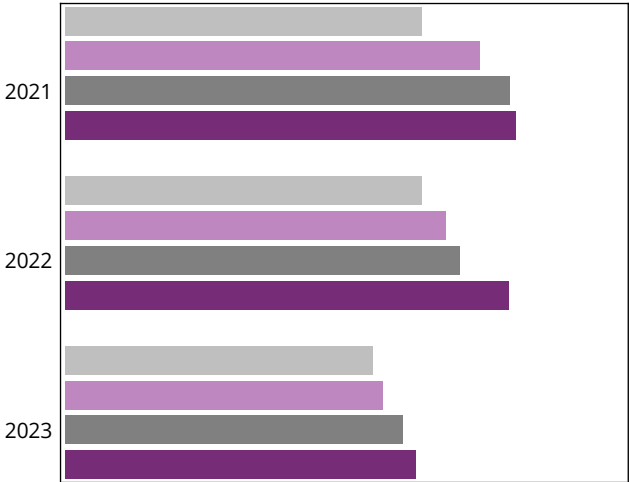
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$3,178,687	\$2,935,072	\$2,768,826
Week 37	\$3,619,416	\$3,242,834	\$2,880,985
Week 38	\$3,965,723	\$3,369,725	\$2,997,995
Week 39	\$4,141,159	\$3,715,638	\$3,279,049
Total	\$14,904,985	\$13,263,268	\$11,926,855

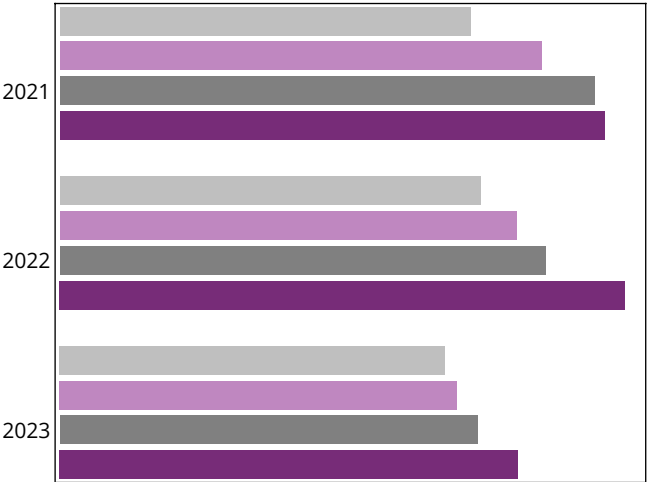
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	70,255	70,201	60,640
Week 37	81,706	74,994	62,465
Week 38	87,539	77,645	66,545
Week 39	88,791	87,459	69,150
Total	328,291	310,299	258,800

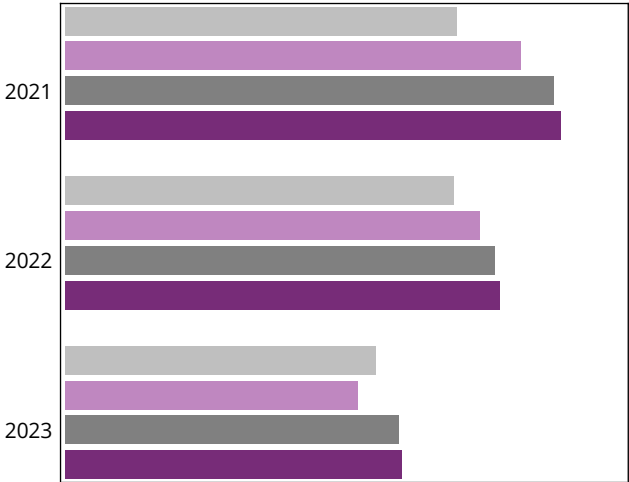
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$1,130,532	\$1,158,613	\$1,059,906
Week 37	\$1,325,444	\$1,256,777	\$1,093,721
Week 38	\$1,471,287	\$1,337,322	\$1,149,978
Week 39	\$1,500,354	\$1,555,676	\$1,261,157
Total	\$5,427,617	\$5,308,389	\$4,564,762

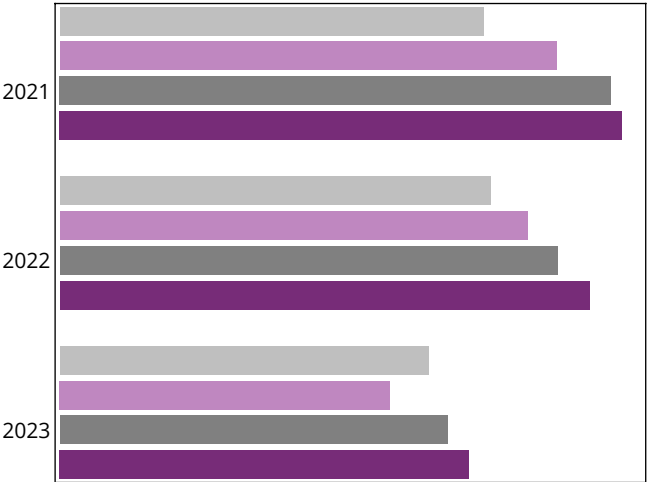
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	70,166	69,567	55,591
Week 37	81,624	74,281	52,409
Week 38	87,434	76,952	59,799
Week 39	88,728	77,830	60,344
Total	327,952	298,630	228,143

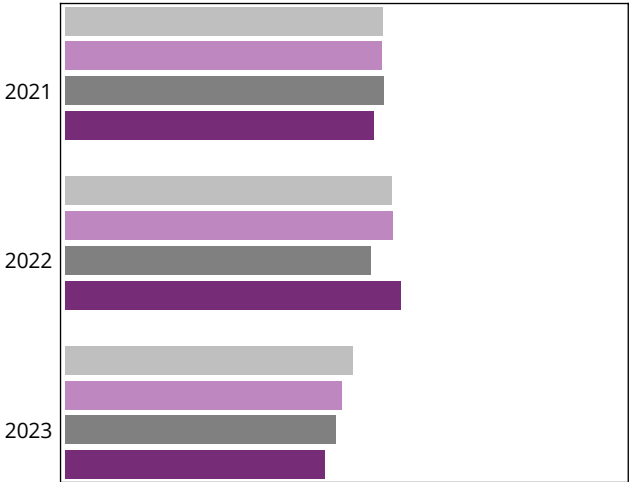
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$1,129,170	\$1,148,642	\$983,368
Week 37	\$1,324,316	\$1,246,703	\$881,012
Week 38	\$1,469,547	\$1,326,636	\$1,034,104
Week 39	\$1,499,367	\$1,413,354	\$1,091,150
Total	\$5,422,400	\$5,135,335	\$3,989,634

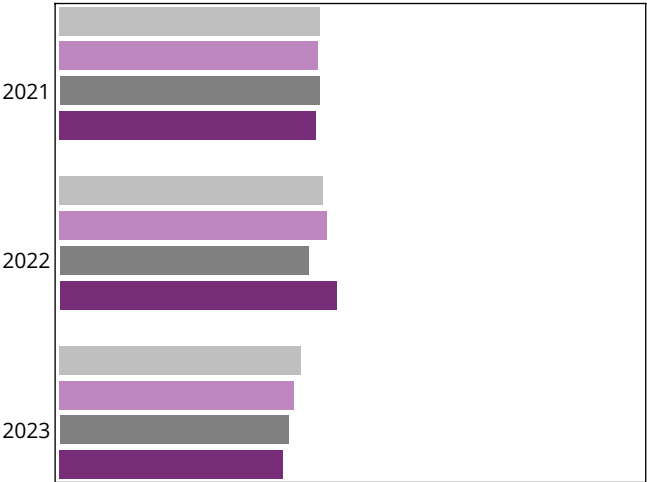
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	43,790	45,084	39,659
Week 37	43,607	45,127	38,124
Week 38	43,892	42,150	37,237
Week 39	42,568	46,334	35,824
Total	173,857	178,695	150,844

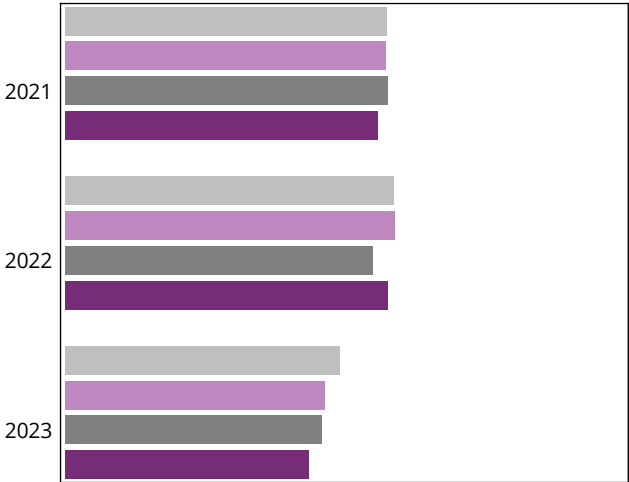
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$873,122	\$883,095	\$808,956
Week 37	\$865,712	\$895,912	\$786,293
Week 38	\$870,912	\$834,621	\$767,598
Week 39	\$859,011	\$928,138	\$749,061
Total	\$3,468,756	\$3,541,766	\$3,111,908

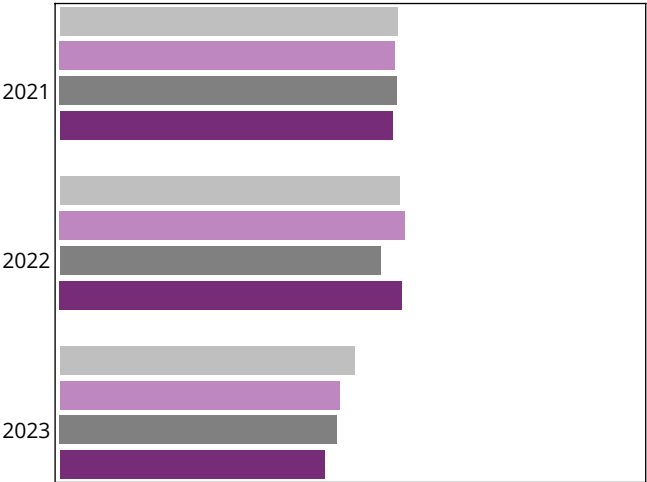
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	43,740	44,732	37,402
Week 37	43,566	44,858	35,309
Week 38	43,846	41,812	34,882
Week 39	42,507	43,933	33,116
Total	173,659	175,335	140,709

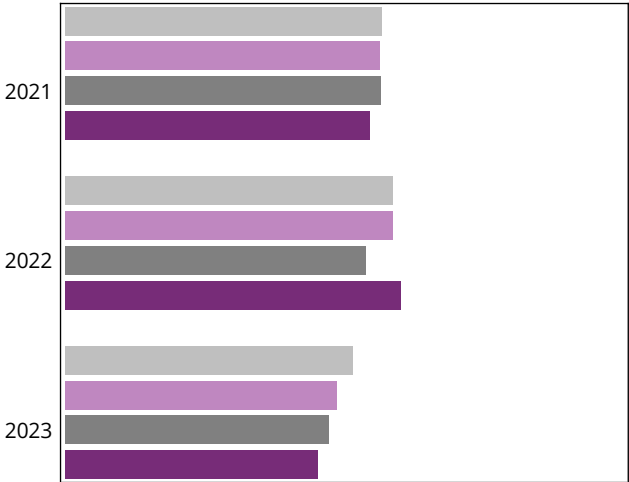
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$872,078	\$876,317	\$759,890
Week 37	\$864,921	\$890,525	\$722,530
Week 38	\$870,033	\$827,567	\$715,459
Week 39	\$857,853	\$883,340	\$683,802
Total	\$3,464,885	\$3,477,749	\$2,881,681

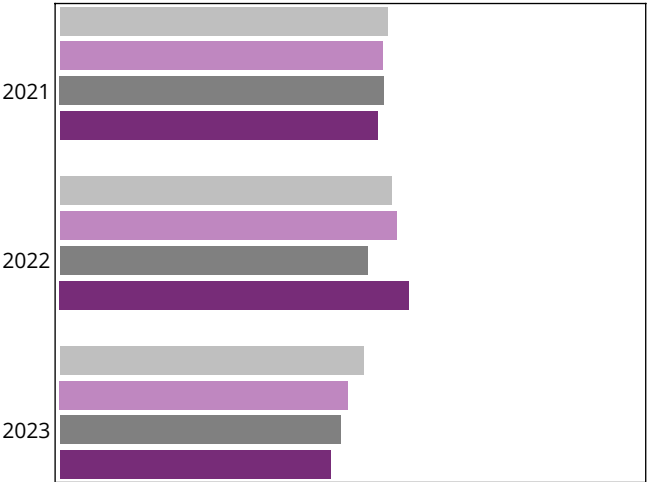
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	42,577	43,928	38,561
Week 37	42,206	43,947	36,435
Week 38	42,373	40,352	35,393
Week 39	40,944	45,076	33,971
Total	168,100	173,303	144,360

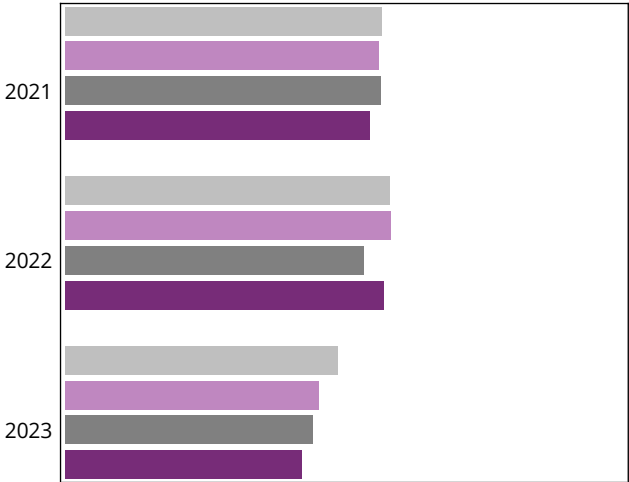
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$845,808	\$856,096	\$784,376
Week 37	\$832,932	\$868,966	\$743,934
Week 38	\$836,749	\$793,576	\$724,985
Week 39	\$819,597	\$900,786	\$699,262
Total	\$3,335,086	\$3,419,424	\$2,952,558

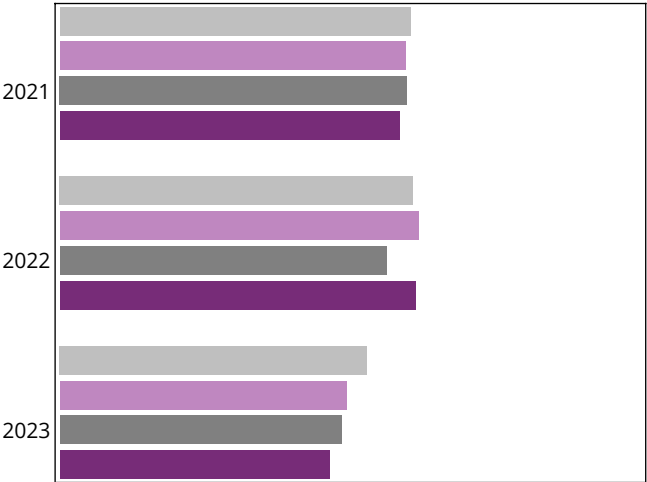
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	42,530	43,642	36,547
Week 37	42,168	43,709	33,988
Week 38	42,329	40,050	33,313
Week 39	40,884	42,745	31,705
Total	167,911	170,146	135,553

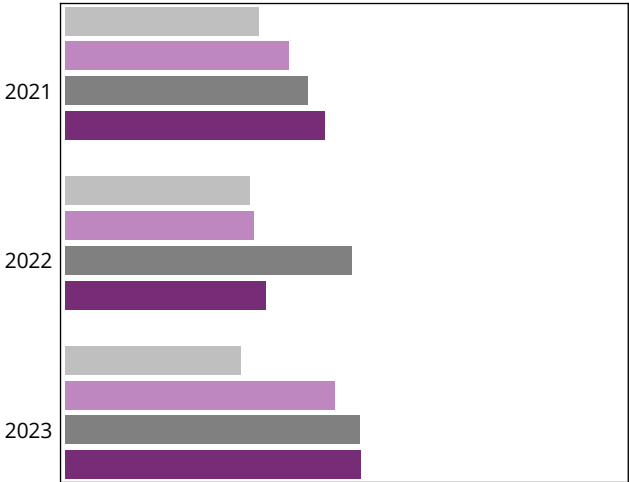
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$844,913	\$850,710	\$739,826
Week 37	\$832,185	\$864,377	\$690,867
Week 38	\$835,930	\$787,230	\$679,288
Week 39	\$818,463	\$857,330	\$649,946
Total	\$3,331,491	\$3,359,648	\$2,759,926

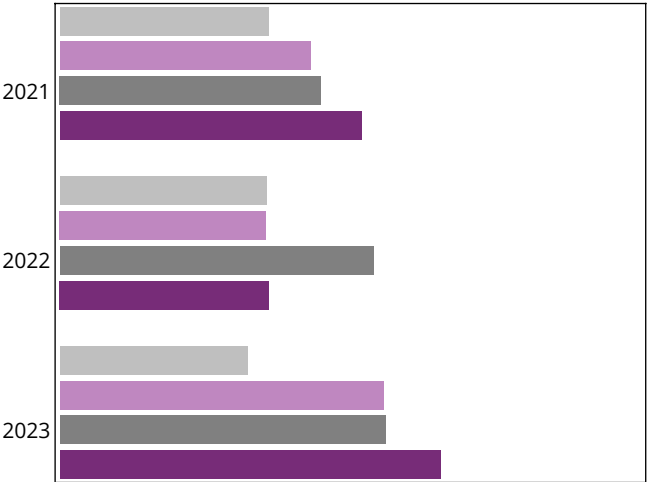
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 36	1,213	1,156	1,098
Week 37	1,401	1,180	1,689
Week 38	1,519	1,798	1,844
Week 39	1,624	1,258	1,853
Total	5,757	5,392	6,484

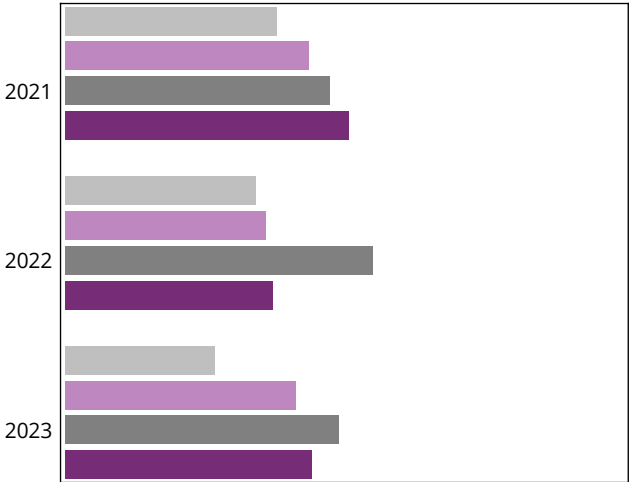
Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$27,314	\$26,999	\$24,580
Week 37	\$32,779	\$26,945	\$42,358
Week 38	\$34,163	\$41,046	\$42,613
Week 39	\$39,414	\$27,353	\$49,799
Total	\$133,670	\$122,342	\$159,350

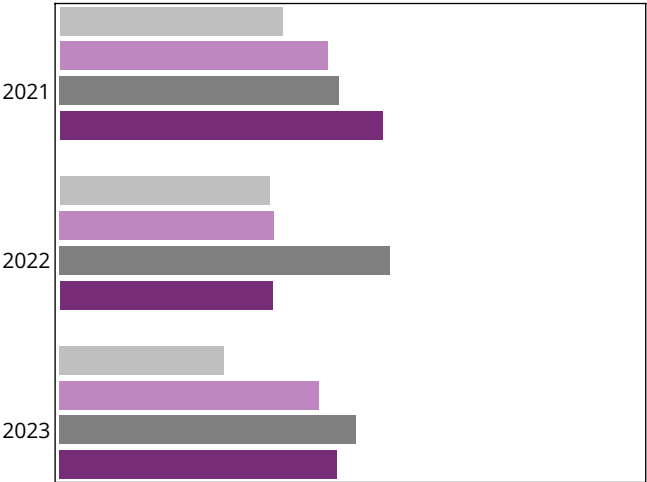
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 36	1,210	1,090	855
Week 37	1,398	1,149	1,321
Week 38	1,517	1,762	1,569
Week 39	1,623	1,188	1,411
Total	5,748	5,189	5,156

Value Sold (in millions of dollars)



	2021	2022	2023
Week 36	\$27,165	\$25,606	\$20,064
Week 37	\$32,735	\$26,148	\$31,663
Week 38	\$34,104	\$40,337	\$36,171
Week 39	\$39,390	\$26,010	\$33,857
Total	\$133,393	\$118,101	\$121,755

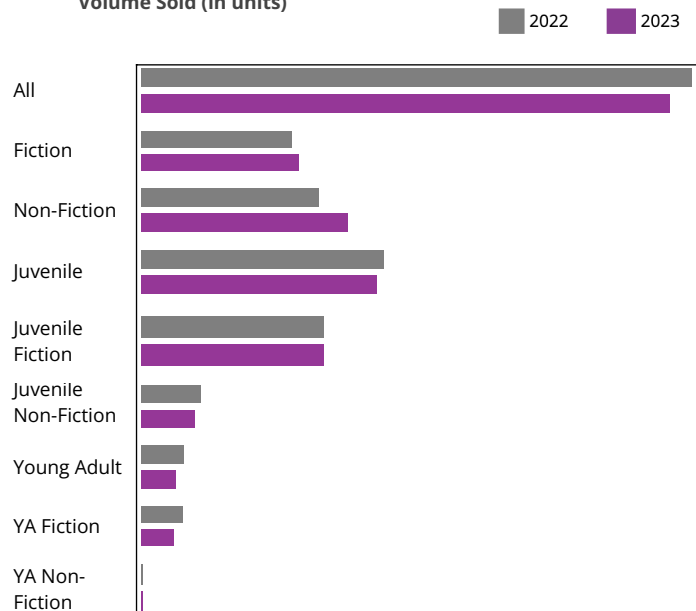
Year-to-Date Comparisons

Week-ending dates:

	2022	2023
Week 39	2022-10-02	2023-10-01

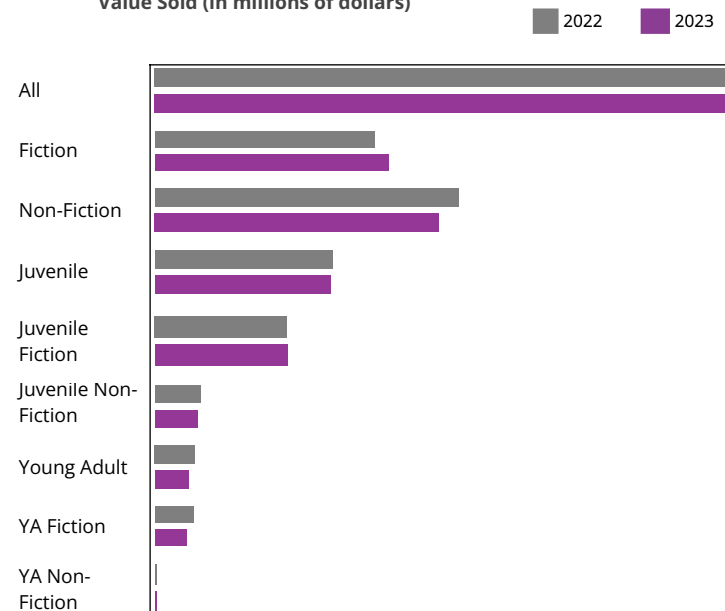
All Market

Volume Sold (in units)



	2022	2023
All	33,533,231	32,159,219
Fiction	9,186,545	9,578,315
Non-Fiction	10,798,463	9,624,603
Juvenile	11,296,232	10,983,066
Juvenile Fiction	8,504,166	8,477,518
Juvenile Non-Fiction	2,792,066	2,505,548
Young Adult (YA)	1,975,449	1,594,712
YA Fiction	1,918,591	1,524,337
YA Non-Fiction	56,858	70,375

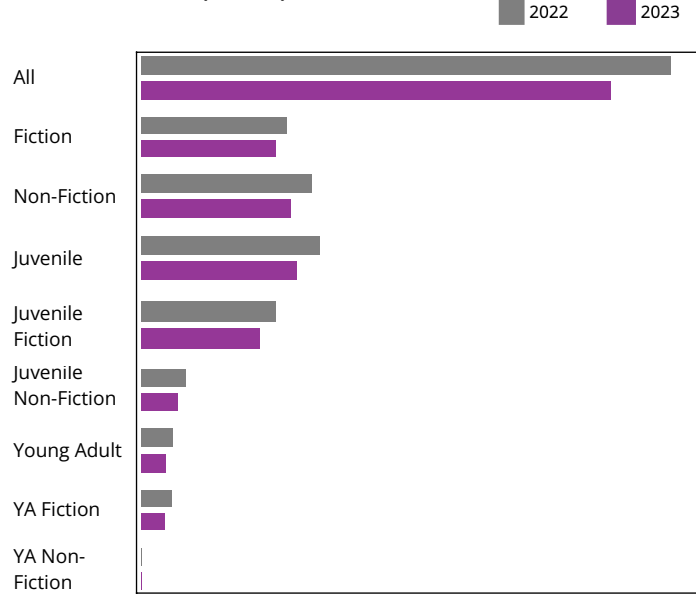
Value Sold (in millions of dollars)



	2022	2023
All	\$719,433,128	\$705,336,910
Fiction	\$211,531,256	\$225,169,967
Non-Fiction	\$292,482,167	\$273,818,000
Juvenile	\$171,460,792	\$169,043,029
Juvenile Fiction	\$127,353,979	\$127,836,281
Juvenile Non-Fiction	\$44,106,813	\$41,206,748
Young Adult (YA)	\$38,553,153	\$32,204,931
YA Fiction	\$37,237,905	\$30,578,747
YA Non-Fiction	\$1,315,247	\$1,626,183

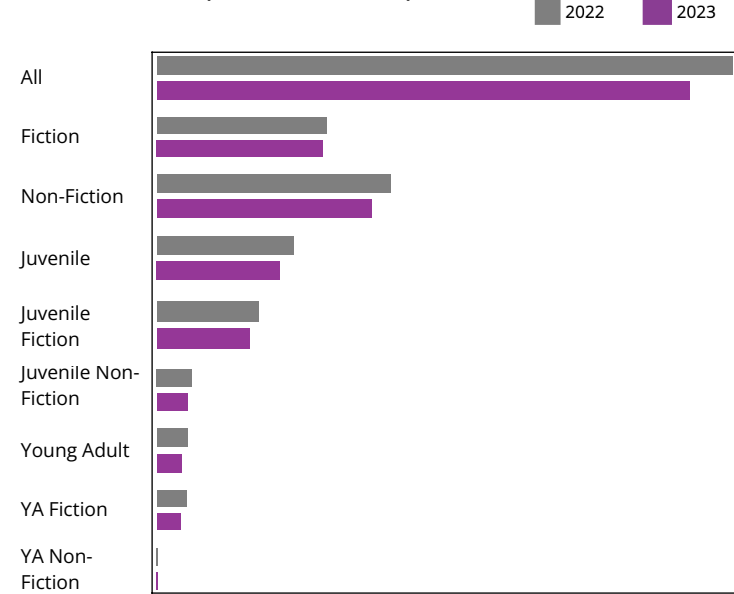
Ring Fence

Volume Sold (in units)



	2022	2023
All	33,217,305	29,420,144
Fiction	9,107,226	8,459,328
Non-Fiction	10,704,301	9,341,346
Juvenile	11,177,247	9,746,664
Juvenile Fiction	8,414,894	7,456,574
Juvenile Non-Fiction	2,762,353	2,290,090
Young Adult (YA)	1,959,133	1,511,000
YA Fiction	1,904,662	1,449,024
YA Non-Fiction	54,471	61,976

Value Sold (in millions of dollars)



	2022	2023
All	\$712,899,104	\$659,717,370
Fiction	\$209,868,578	\$205,683,575
Non-Fiction	\$289,840,293	\$266,061,017
Juvenile	\$169,679,461	\$152,551,432
Juvenile Fiction	\$126,033,747	\$114,666,579
Juvenile Non-Fiction	\$43,645,714	\$37,884,854
Young Adult (YA)	\$38,234,691	\$30,539,943
YA Fiction	\$36,967,224	\$29,119,182
YA Non-Fiction	\$1,267,468	\$1,420,760

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	