

SalesData Market Report:

October 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 40	2021-10-10	2022-10-09	2023-10-08
Week 41	2021-10-17	2022-10-16	2023-10-15
Week 42	2021-10-24	2022-10-23	2023-10-22
Week 43	2021-10-31	2022-10-30	2023-10-29

Month-to-Month Comparisons

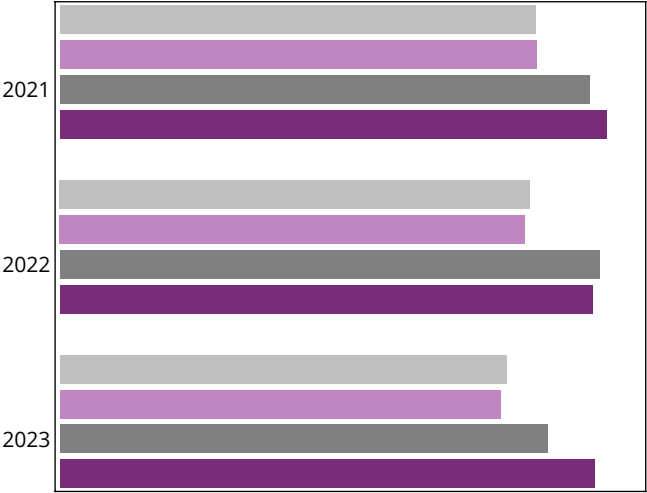
All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	916,631	926,655	828,562
Week 41	903,590	902,354	818,264
Week 42	1,012,361	1,036,501	906,849
Week 43	1,028,480	1,018,481	962,505
Total	3,861,062	3,883,991	3,516,180

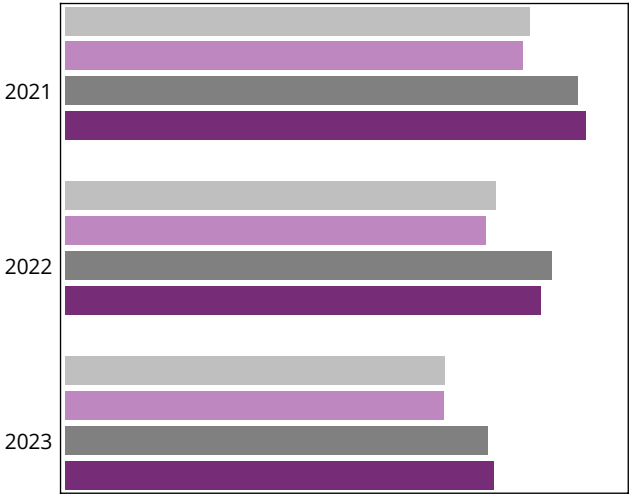
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$20,453,680	\$20,217,697	\$19,201,362
Week 41	\$20,504,264	\$20,002,619	\$18,946,727
Week 42	\$22,783,191	\$23,227,412	\$20,987,359
Week 43	\$23,508,382	\$22,922,082	\$22,997,564
Total	\$87,249,517	\$86,369,811	\$82,133,012

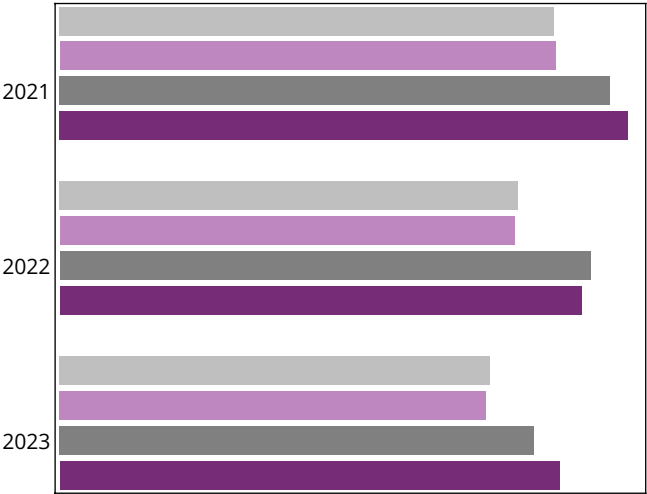
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	914,662	847,261	748,618
Week 41	901,710	827,759	744,993
Week 42	1,010,026	959,050	831,637
Week 43	1,026,276	937,248	844,541
Total	3,852,674	3,571,318	3,169,789

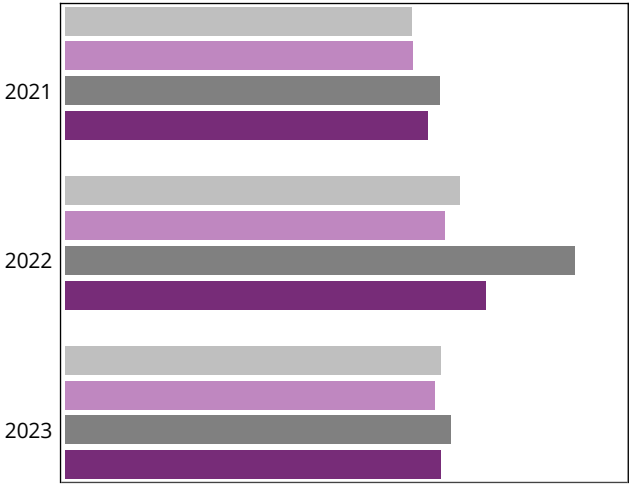
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$20,409,986	\$18,917,767	\$17,768,143
Week 41	\$20,462,878	\$18,775,963	\$17,592,756
Week 42	\$22,721,807	\$21,912,490	\$19,585,446
Week 43	\$23,456,816	\$21,555,320	\$20,647,204
Total	\$87,051,486	\$81,161,539	\$75,593,549

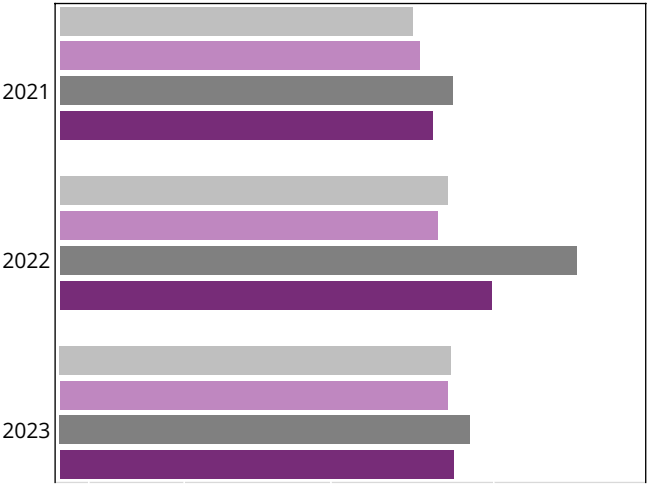
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	217,128	247,194	235,370
Week 41	218,068	237,767	231,908
Week 42	234,484	319,101	241,360
Week 43	227,216	263,481	235,207
Total	896,896	1,067,543	943,845

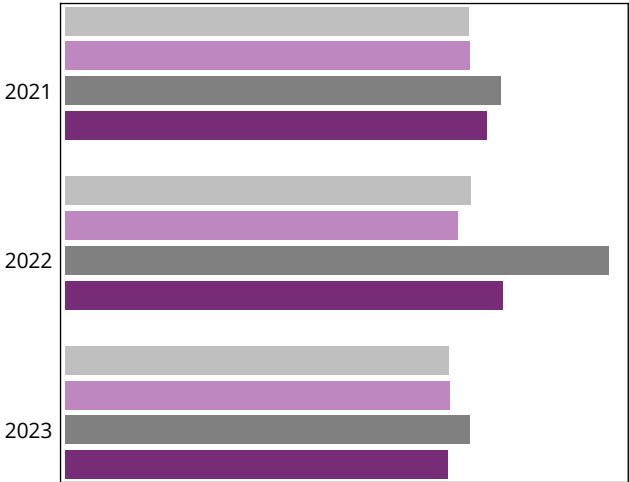
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$5,276,044	\$5,803,532	\$5,856,012
Week 41	\$5,384,155	\$5,649,019	\$5,799,350
Week 42	\$5,878,706	\$7,729,749	\$6,139,367
Week 43	\$5,578,001	\$6,460,820	\$5,896,140
Total	\$22,116,906	\$25,643,120	\$23,690,869

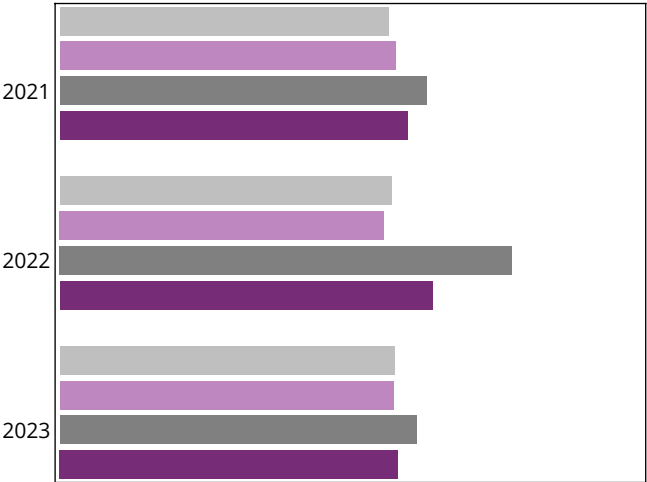
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	216,619	217,706	206,323
Week 41	217,534	211,106	206,618
Week 42	233,928	292,069	217,384
Week 43	226,735	234,964	205,462
Total	894,816	955,845	835,787

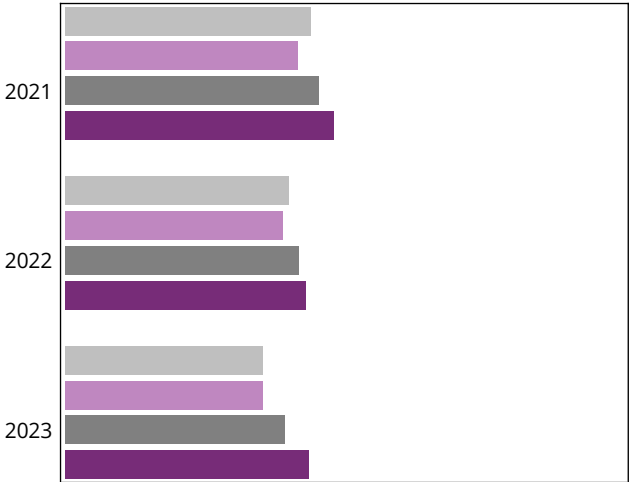
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$5,263,564	\$5,309,091	\$5,354,123
Week 41	\$5,371,000	\$5,186,184	\$5,335,102
Week 42	\$5,864,967	\$7,235,919	\$5,702,832
Week 43	\$5,566,020	\$5,962,419	\$5,412,513
Total	\$22,065,550	\$23,693,613	\$21,804,571

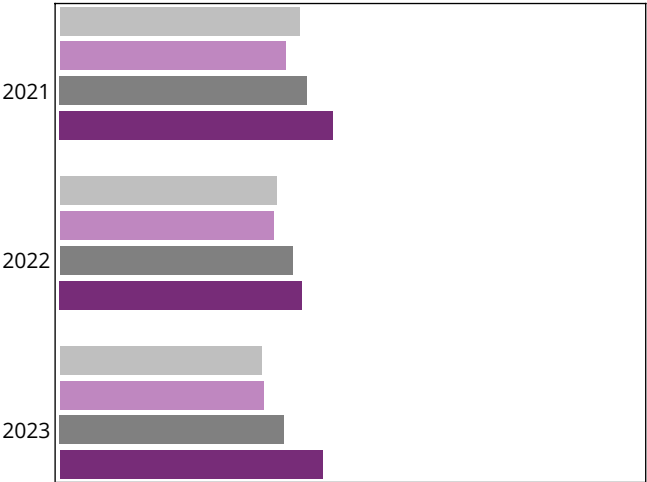
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	307,972	279,743	248,074
Week 41	291,418	272,716	248,171
Week 42	317,370	292,846	275,331
Week 43	336,669	301,465	305,603
Total	1,253,429	1,146,770	1,077,179

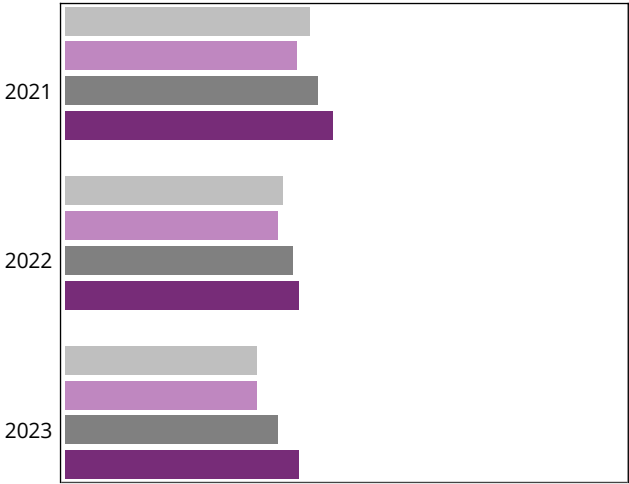
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$8,651,186	\$7,840,219	\$7,297,170
Week 41	\$8,146,913	\$7,719,175	\$7,354,164
Week 42	\$8,931,560	\$8,405,252	\$8,098,156
Week 43	\$9,866,923	\$8,745,772	\$9,482,071
Total	\$35,596,582	\$32,710,419	\$32,231,561

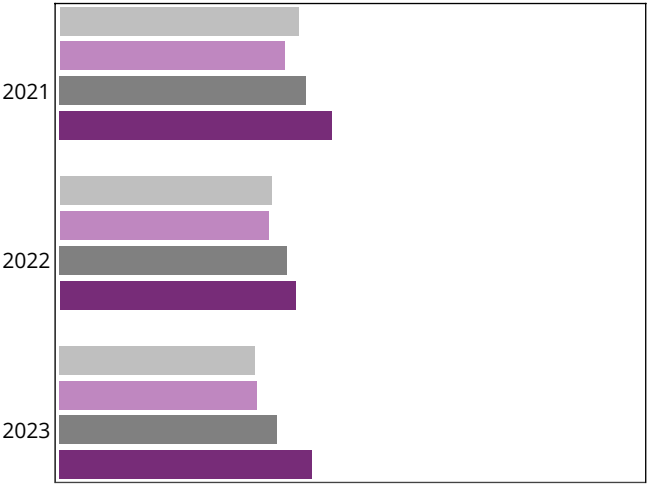
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	307,150	272,301	239,486
Week 41	290,694	266,373	240,354
Week 42	316,294	285,266	266,343
Week 43	335,714	292,890	293,140
Total	1,249,852	1,116,830	1,039,323

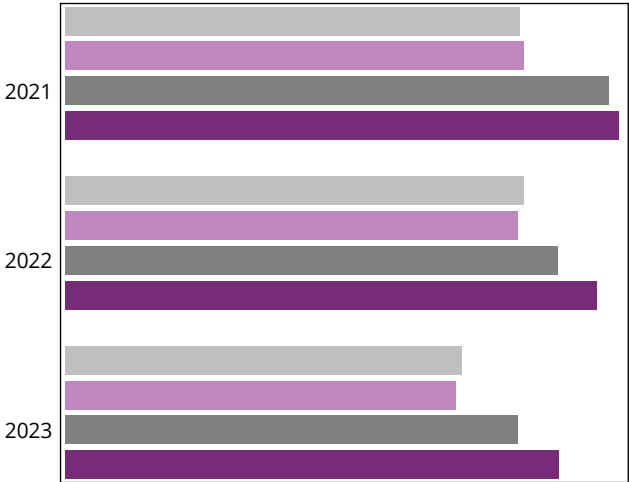
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$8,630,221	\$7,636,942	\$7,058,162
Week 41	\$8,128,451	\$7,550,995	\$7,128,640
Week 42	\$8,895,220	\$8,205,481	\$7,841,984
Week 43	\$9,839,973	\$8,514,853	\$9,111,601
Total	\$35,493,864	\$31,908,272	\$31,140,387

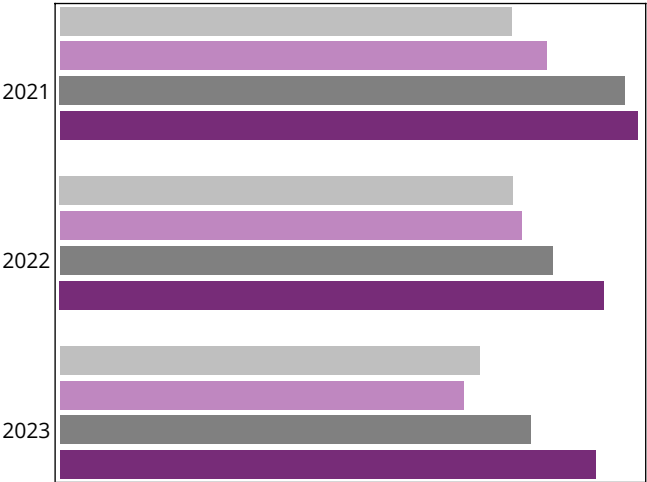
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	342,112	344,856	298,193
Week 41	344,916	340,584	294,055
Week 42	409,094	370,394	340,534
Week 43	416,365	400,164	371,404
Total	1,512,487	1,455,998	1,304,186

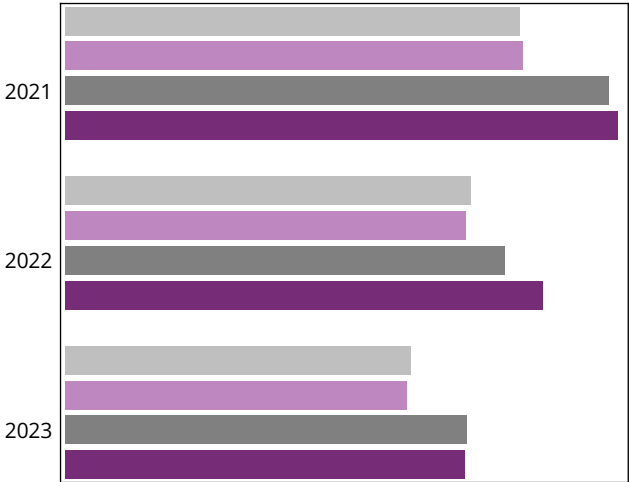
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$5,519,243	\$5,534,779	\$5,127,972
Week 41	\$5,946,931	\$5,640,673	\$4,928,725
Week 42	\$6,905,940	\$6,020,612	\$5,746,595
Week 43	\$7,057,356	\$6,646,040	\$6,540,935
Total	\$25,429,470	\$23,842,104	\$22,344,226

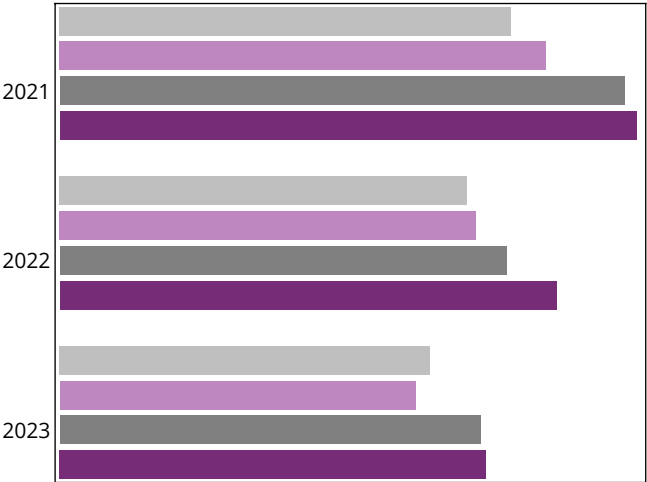
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	341,589	304,710	259,677
Week 41	344,444	300,993	257,081
Week 42	408,530	330,636	301,798
Week 43	415,732	358,834	300,899
Total	1,510,295	1,295,173	1,119,455

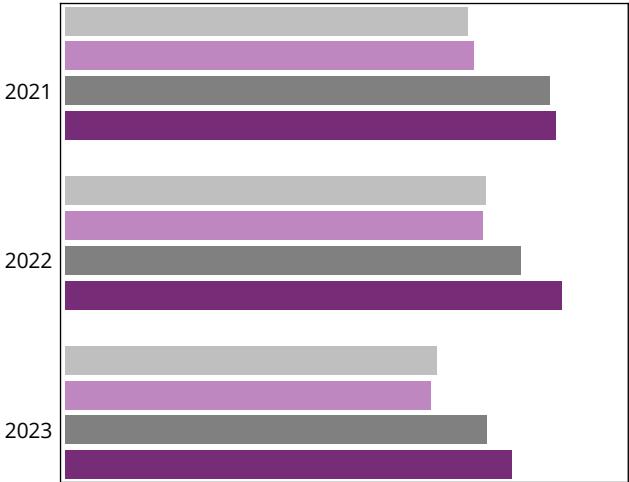
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$5,511,259	\$4,975,969	\$4,523,252
Week 41	\$5,939,945	\$5,082,984	\$4,343,759
Week 42	\$6,897,497	\$5,459,446	\$5,138,173
Week 43	\$7,047,349	\$6,065,380	\$5,208,425
Total	\$25,396,050	\$21,583,778	\$19,213,610

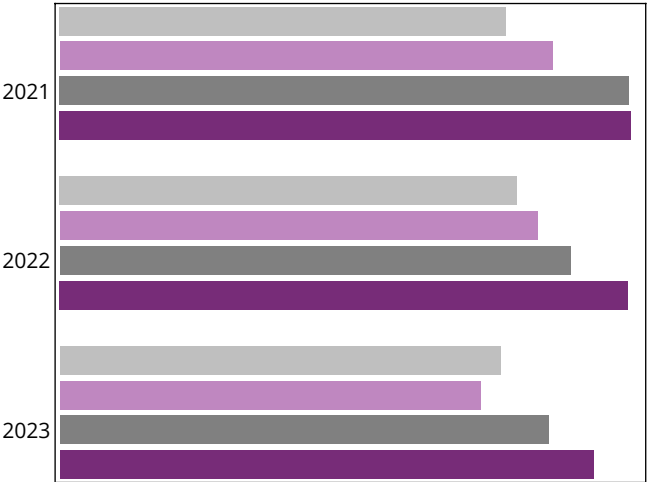
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	252,440	263,380	232,656
Week 41	255,947	261,964	229,203
Week 42	303,653	285,722	264,448
Week 43	307,745	311,256	280,088
Total	1,119,785	1,122,322	1,006,395

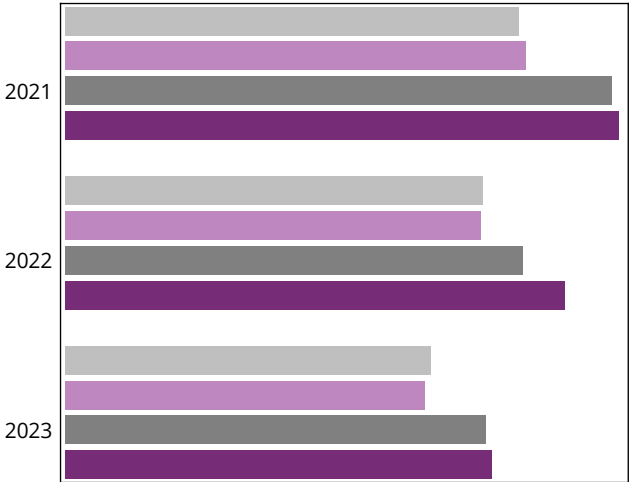
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$3,991,395	\$4,091,513	\$3,944,669
Week 41	\$4,407,604	\$4,272,397	\$3,765,183
Week 42	\$5,093,844	\$4,570,418	\$4,372,204
Week 43	\$5,111,201	\$5,082,456	\$4,774,768
Total	\$18,604,044	\$18,016,783	\$16,856,824

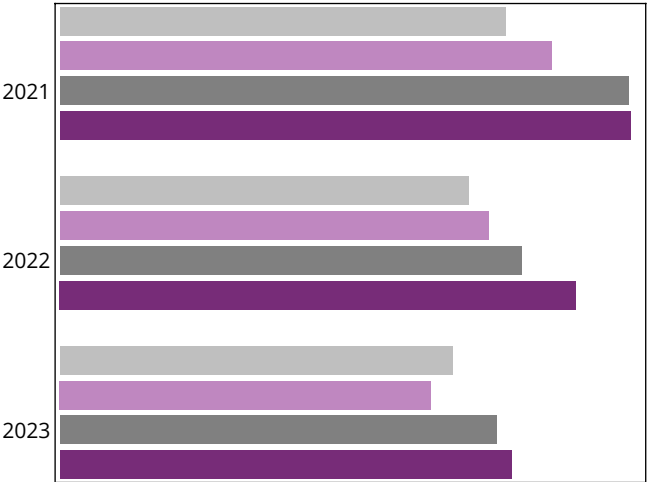
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	252,007	231,837	203,000
Week 41	255,559	230,640	199,436
Week 42	303,205	253,940	233,471
Week 43	307,235	277,548	236,863
Total	1,118,006	993,965	872,770

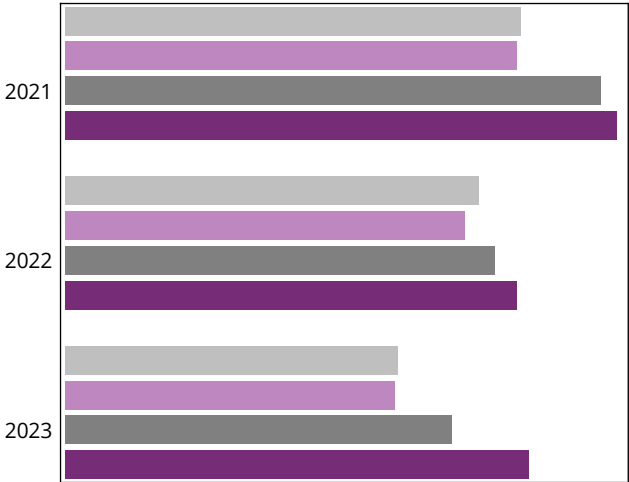
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$3,984,898	\$3,658,030	\$3,511,726
Week 41	\$4,401,812	\$3,836,637	\$3,320,468
Week 42	\$5,087,195	\$4,128,034	\$3,908,645
Week 43	\$5,103,369	\$4,617,201	\$4,043,656
Total	\$18,577,274	\$16,239,902	\$14,784,494

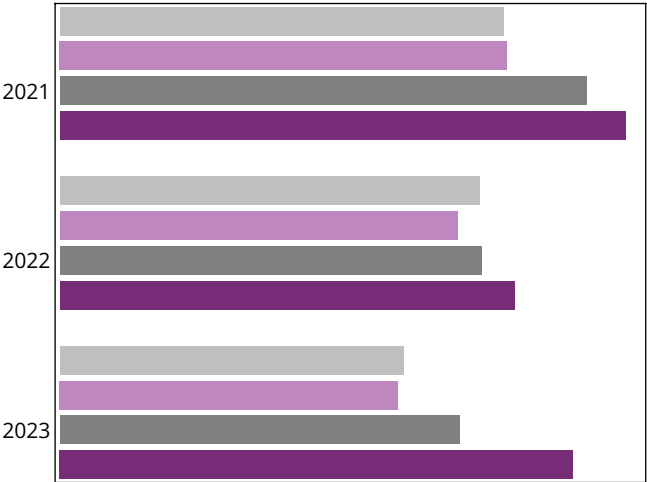
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	89,672	81,476	65,537
Week 41	88,969	78,620	64,852
Week 42	105,441	84,672	76,086
Week 43	108,620	88,908	91,316
Total	392,702	333,676	297,791

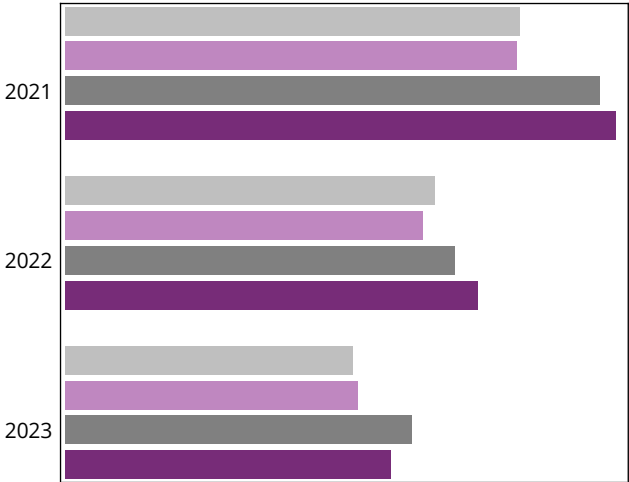
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$1,527,849	\$1,443,266	\$1,183,302
Week 41	\$1,539,328	\$1,368,276	\$1,163,542
Week 42	\$1,812,096	\$1,450,194	\$1,374,391
Week 43	\$1,946,154	\$1,563,585	\$1,766,167
Total	\$6,825,426	\$5,825,321	\$5,487,402

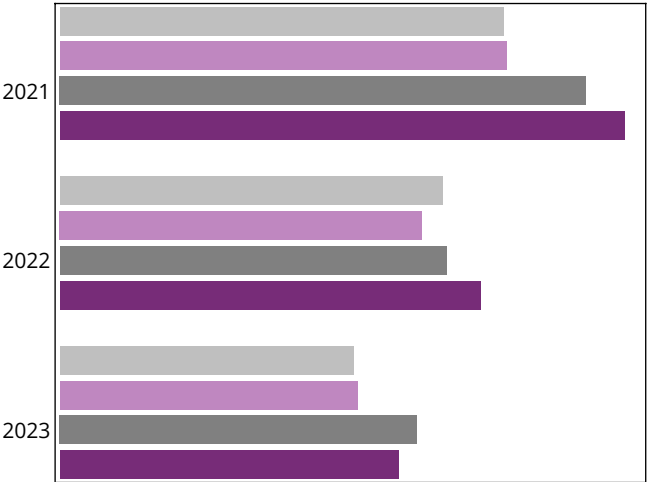
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	89,582	72,873	56,677
Week 41	88,885	70,353	57,645
Week 42	105,325	76,696	68,327
Week 43	108,497	81,286	64,036
Total	392,289	301,208	246,685

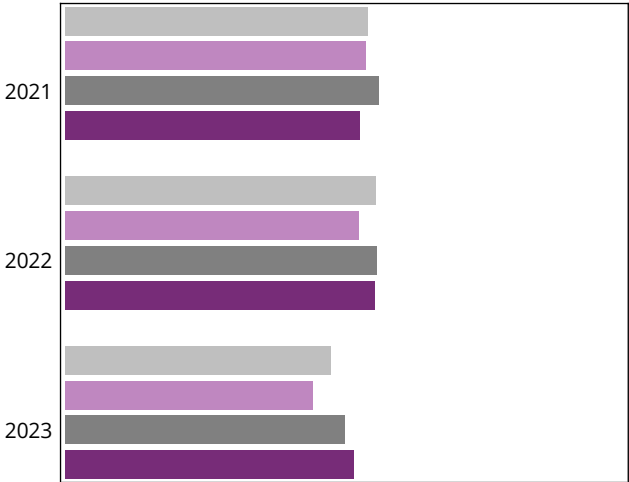
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$1,526,361	\$1,317,939	\$1,011,526
Week 41	\$1,538,134	\$1,246,347	\$1,023,292
Week 42	\$1,810,301	\$1,331,412	\$1,229,528
Week 43	\$1,943,980	\$1,448,178	\$1,164,770
Total	\$6,818,776	\$5,343,876	\$4,429,115

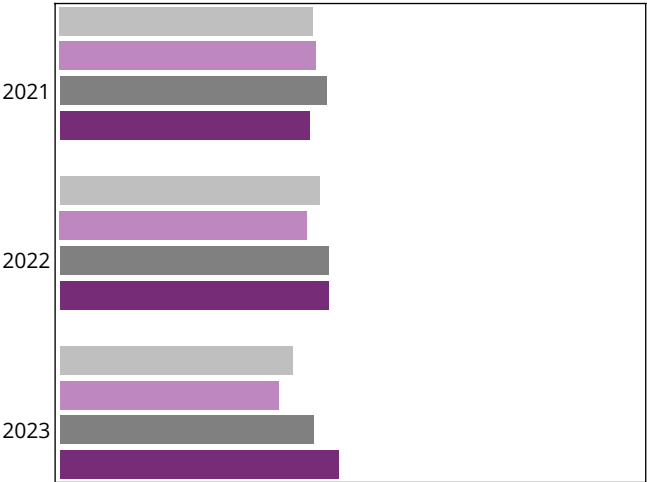
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	41,707	42,863	36,628
Week 41	41,450	40,537	34,077
Week 42	43,216	42,928	38,513
Week 43	40,600	42,660	39,763
Total	166,973	168,988	148,981

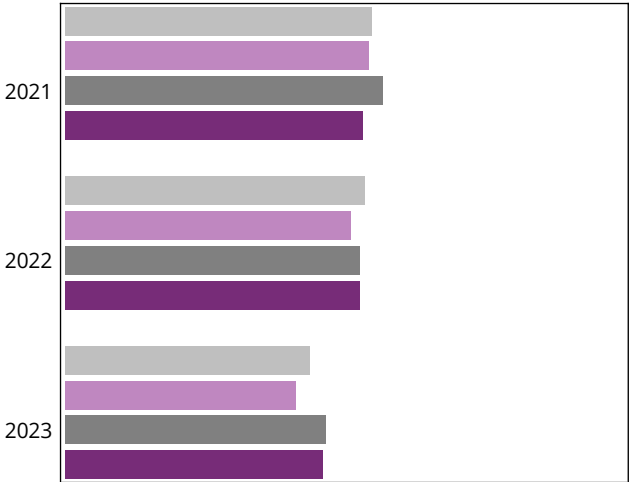
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$848,936	\$872,269	\$781,672
Week 41	\$859,261	\$828,854	\$732,916
Week 42	\$894,692	\$901,503	\$851,042
Week 43	\$838,269	\$902,099	\$934,200
Total	\$3,441,158	\$3,504,725	\$3,299,830

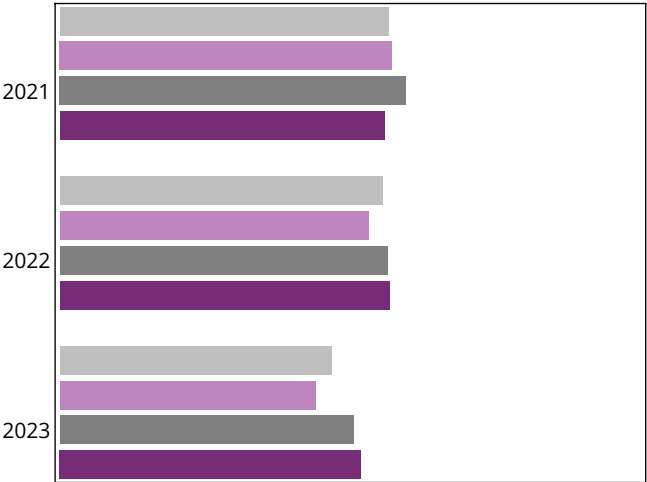
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	41,657	40,808	33,326
Week 41	41,363	38,851	31,355
Week 42	43,169	40,143	35,509
Week 43	40,539	40,133	35,023
Total	166,728	159,935	135,213

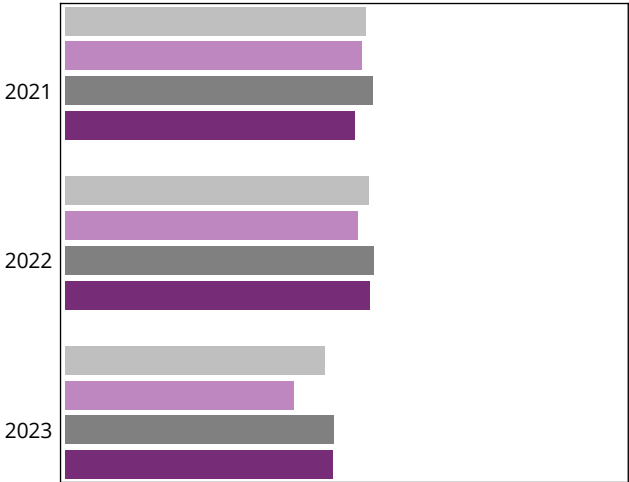
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$847,968	\$833,409	\$701,139
Week 41	\$857,687	\$796,896	\$659,714
Week 42	\$893,678	\$846,402	\$757,601
Week 43	\$837,174	\$850,261	\$777,652
Total	\$3,436,507	\$3,326,967	\$2,896,106

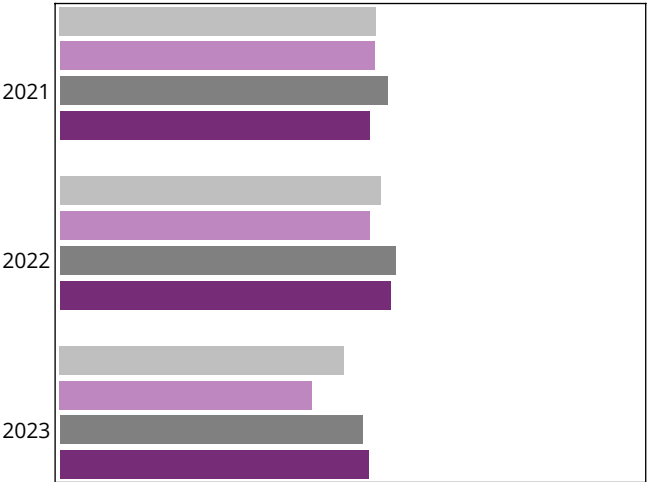
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	40,355	40,791	34,853
Week 41	39,790	39,264	30,673
Week 42	41,248	41,400	36,129
Week 43	38,918	40,850	35,974
Total	160,311	162,305	137,629

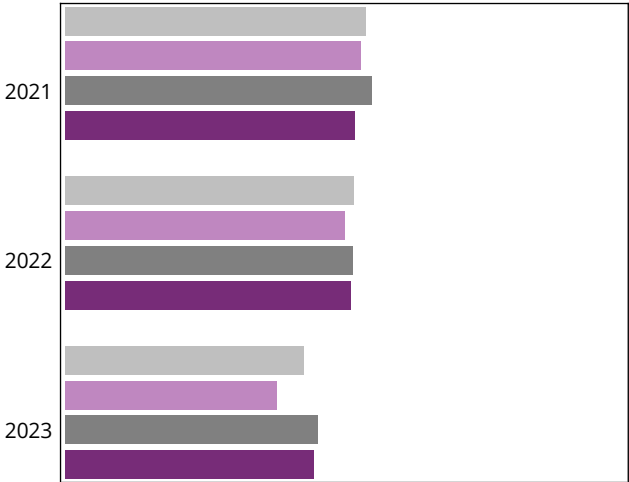
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$816,179	\$828,170	\$733,008
Week 41	\$812,655	\$798,895	\$650,500
Week 42	\$845,892	\$866,310	\$780,575
Week 43	\$798,933	\$854,224	\$796,559
Total	\$3,273,659	\$3,347,598	\$2,960,642

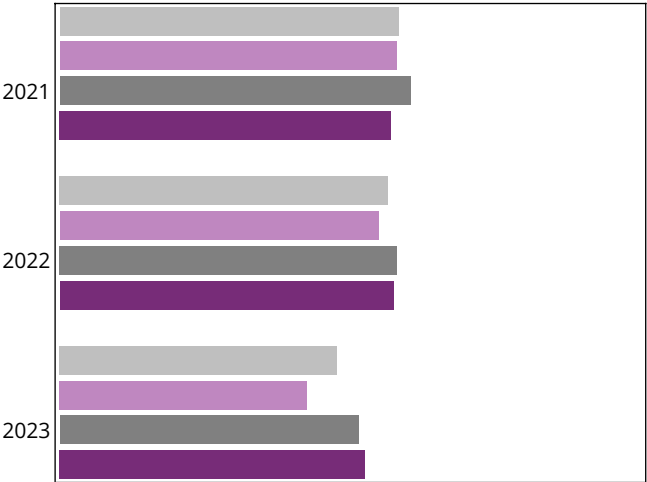
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	40,306	38,776	31,982
Week 41	39,722	37,604	28,384
Week 42	41,206	38,658	33,901
Week 43	38,859	38,363	33,348
Total	160,093	153,401	127,615

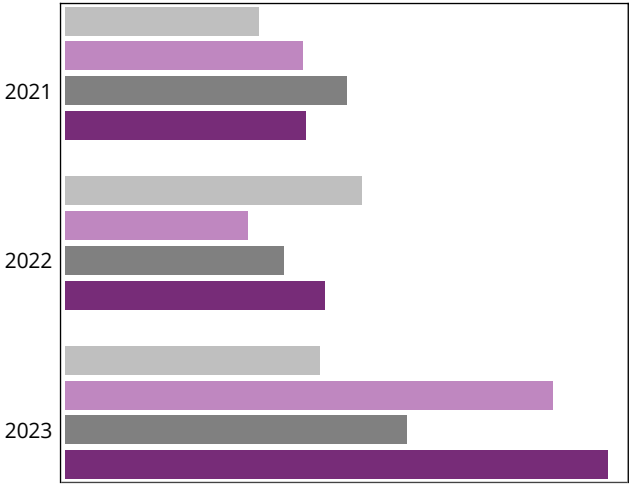
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$815,231	\$790,106	\$667,753
Week 41	\$811,441	\$767,531	\$595,209
Week 42	\$845,101	\$812,151	\$719,622
Week 43	\$797,888	\$803,449	\$735,322
Total	\$3,269,660	\$3,173,237	\$2,717,907

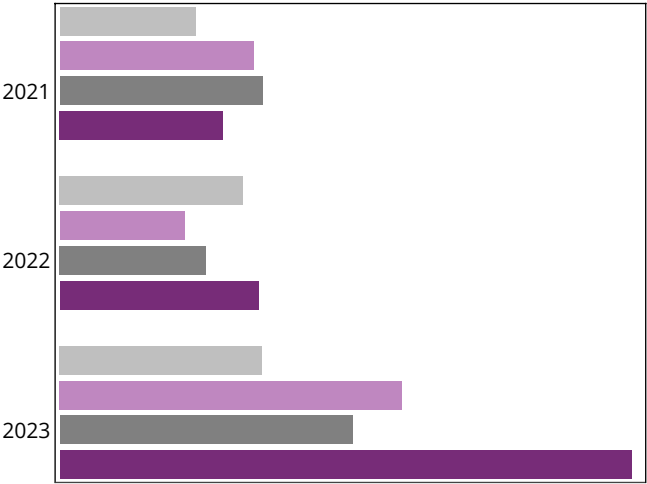
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 40	1,352	2,072	1,775
Week 41	1,660	1,273	3,404
Week 42	1,968	1,528	2,384
Week 43	1,682	1,810	3,789
Total	6,662	6,683	11,352

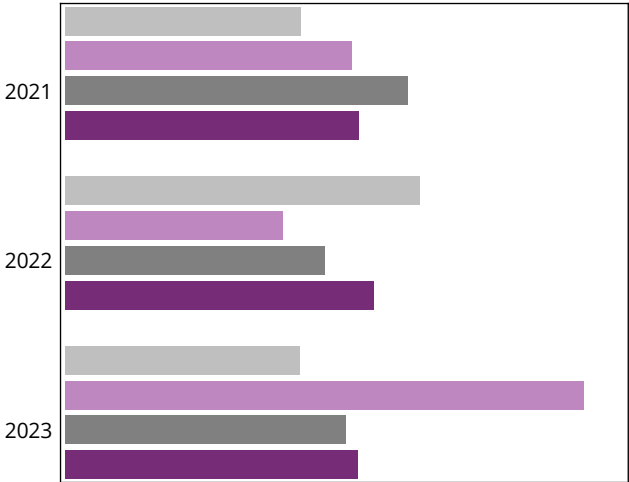
Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$32,757	\$44,099	\$48,664
Week 41	\$46,606	\$29,959	\$82,416
Week 42	\$48,800	\$35,194	\$70,468
Week 43	\$39,336	\$47,876	\$137,641
Total	\$167,499	\$157,127	\$339,188

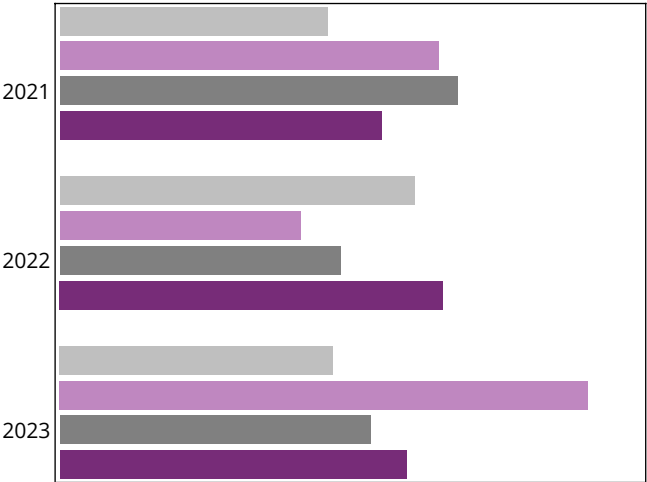
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 40	1,351	2,032	1,344
Week 41	1,641	1,247	2,971
Week 42	1,963	1,485	1,608
Week 43	1,680	1,770	1,675
Total	6,635	6,534	7,598

Value Sold (in millions of dollars)



	2021	2022	2023
Week 40	\$32,737	\$43,303	\$33,386
Week 41	\$46,246	\$29,365	\$64,504
Week 42	\$48,577	\$34,250	\$37,979
Week 43	\$39,286	\$46,812	\$42,330
Total	\$166,847	\$153,730	\$178,199

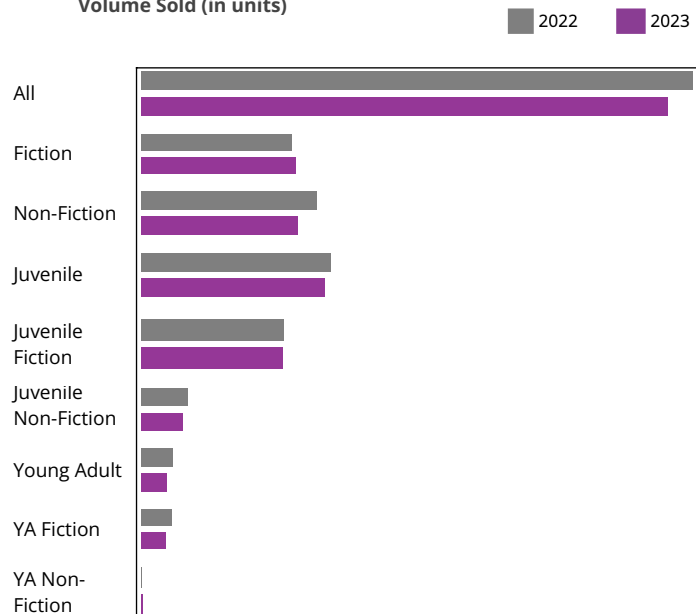
Year-to-Date Comparisons

Week-ending dates:

	2022	2023
Week 43	2022-10-30	2023-10-29

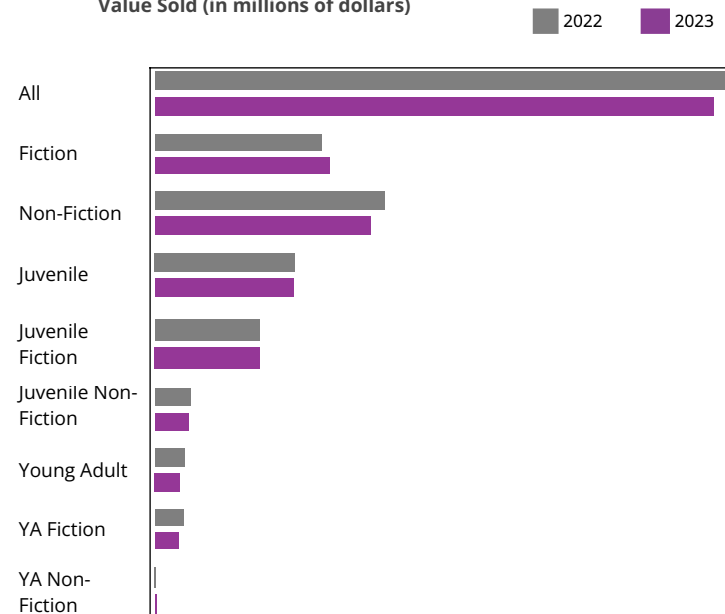
All Market

Volume Sold (in units)



	2022	2023
All	37,553,191	35,852,864
Fiction	10,246,994	10,517,734
Non-Fiction	11,936,619	10,684,366
Juvenile	12,888,485	12,476,818
Juvenile Fiction	9,709,543	9,643,258
Juvenile Non-Fiction	3,178,942	2,833,560
Young Adult (YA)	2,157,550	1,752,901
YA Fiction	2,093,684	1,670,955
YA Non-Fiction	63,866	81,946

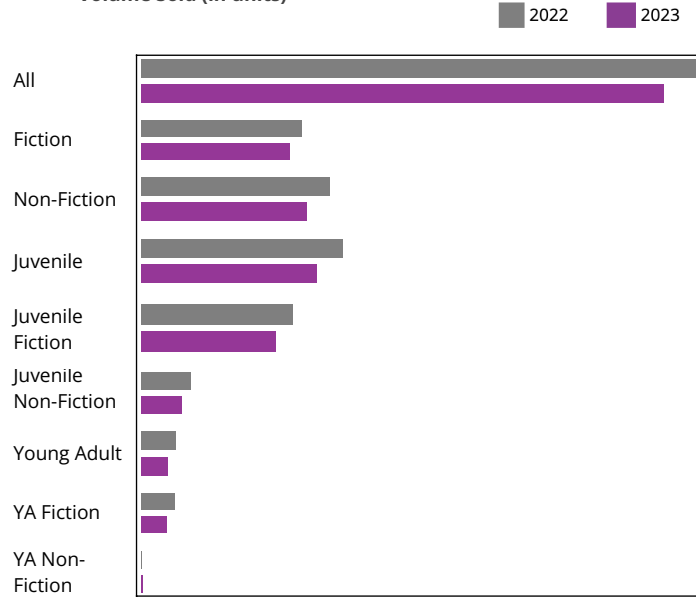
Value Sold (in millions of dollars)



	2022	2023
All	\$815,002,315	\$797,547,672
Fiction	\$238,218,311	\$249,768,998
Non-Fiction	\$327,691,393	\$308,406,237
Juvenile	\$200,331,263	\$197,796,737
Juvenile Fiction	\$149,050,273	\$150,134,278
Juvenile Non-Fiction	\$51,280,989	\$47,662,458
Young Adult (YA)	\$42,694,214	\$36,004,551
YA Fiction	\$41,212,651	\$34,026,206
YA Non-Fiction	\$1,481,563	\$1,978,346

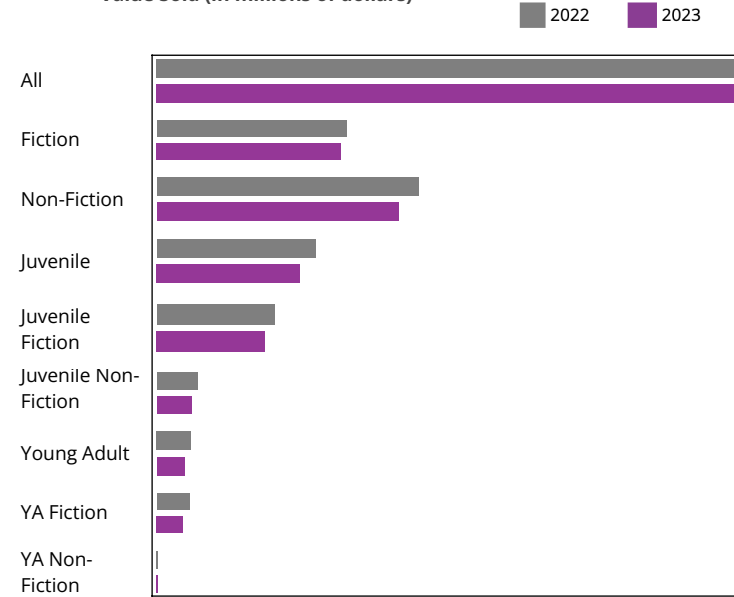
Ring Fence

Volume Sold (in units)



	2022	2023
All	36,923,790	32,736,205
Fiction	10,055,944	9,290,824
Non-Fiction	11,813,100	10,365,851
Juvenile	12,608,058	11,021,011
Juvenile Fiction	9,491,590	8,453,073
Juvenile Non-Fiction	3,116,468	2,567,938
Young Adult (YA)	2,132,103	1,656,926
YA Fiction	2,070,784	1,587,170
YA Non-Fiction	61,319	69,756

Value Sold (in millions of dollars)



	2022	2023
All	\$803,174,194	\$744,398,055
Fiction	\$234,595,789	\$228,381,634
Non-Fiction	\$324,222,132	\$299,522,787
Juvenile	\$196,259,723	\$177,225,036
Juvenile Fiction	\$145,932,123	\$133,985,576
Juvenile Non-Fiction	\$50,327,600	\$43,239,460
Young Adult (YA)	\$42,194,634	\$33,961,799
YA Fiction	\$40,765,089	\$32,353,316
YA Non-Fiction	\$1,429,546	\$1,608,483

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	