

SalesData Market Report:

December 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.

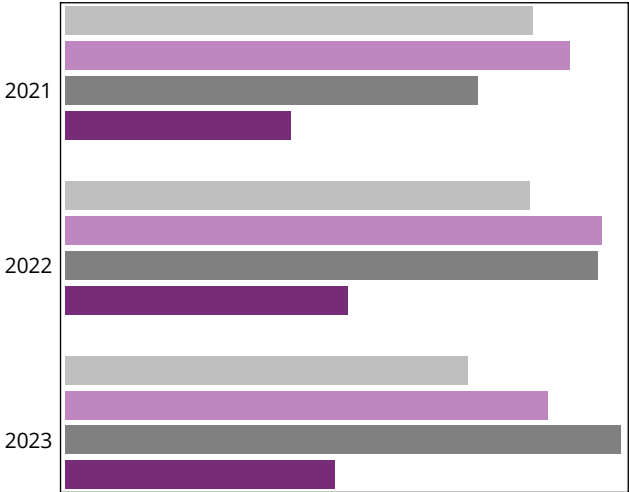
The specific week-ending dates used in this month's report are as follows:

	2021	2022	2023
Week 49	2021-12-12	2022-12-11	2023-12-10
Week 50	2021-12-19	2022-12-18	2023-12-17
Week 51	2021-12-26	2022-12-25	2023-12-24
Week 52	2022-01-02	2023-01-01	2023-12-31

Month-to-Month Comparisons

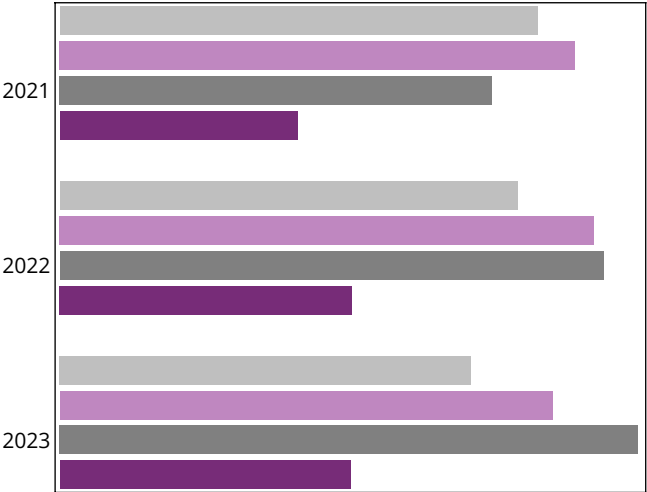
All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	1,843,541	1,830,137	1,586,805
Week 50	1,986,131	2,115,591	1,902,742
Week 51	1,625,102	2,096,754	2,190,731
Week 52	889,044	1,112,962	1,062,407
Total	6,343,818	7,155,444	6,742,685

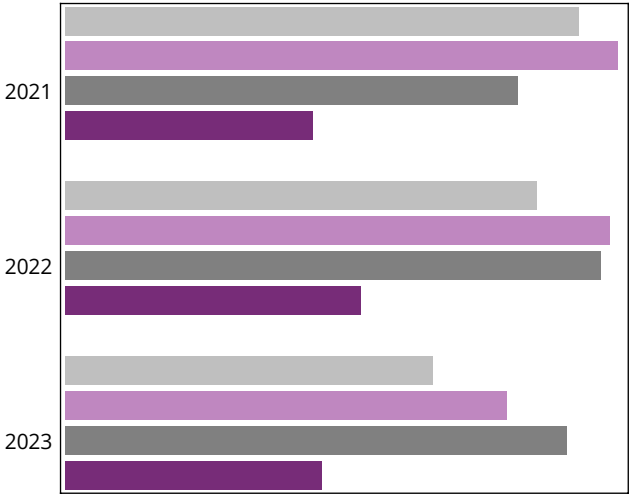
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$42,740,828	\$40,940,560	\$36,796,202
Week 50	\$46,084,730	\$47,790,899	\$44,078,241
Week 51	\$38,678,457	\$48,627,671	\$51,715,135
Week 52	\$21,236,999	\$26,152,710	\$25,989,684
Total	\$148,741,013	\$163,511,840	\$158,579,263

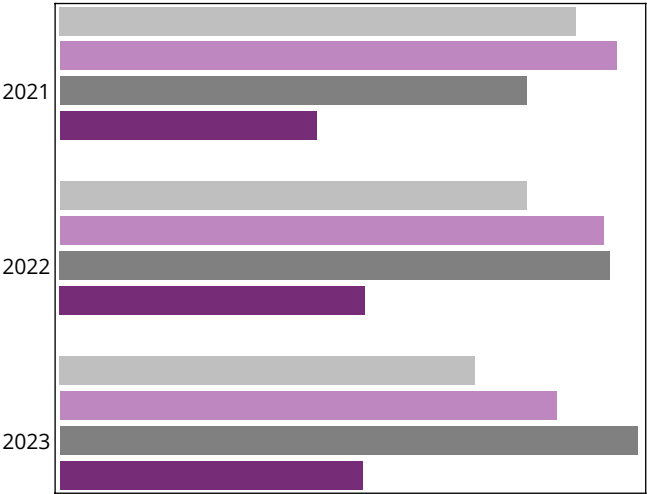
Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	1,839,342	1,690,419	1,449,728
Week 50	1,980,486	1,949,346	1,737,765
Week 51	1,619,290	1,917,276	1,977,098
Week 52	887,371	1,059,474	1,010,531
Total	6,326,489	6,616,515	6,175,122

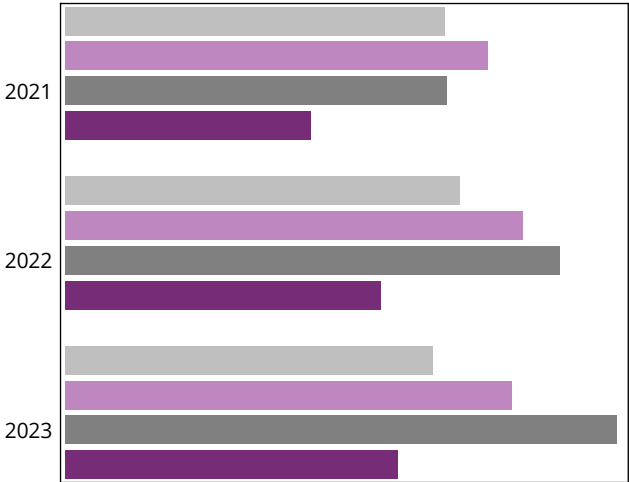
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$42,640,637	\$38,535,385	\$34,277,656
Week 50	\$45,950,089	\$44,906,582	\$41,039,109
Week 51	\$38,536,024	\$45,425,032	\$47,714,951
Week 52	\$21,196,473	\$25,213,021	\$25,024,098
Total	\$148,323,222	\$154,080,020	\$148,055,814

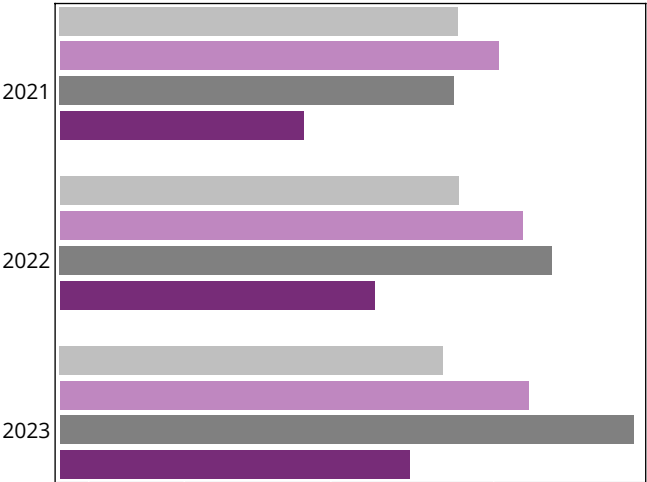
Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	380,370	395,228	368,431
Week 50	423,568	458,568	448,089
Week 51	382,531	495,592	553,184
Week 52	246,540	316,942	333,372
Total	1,433,009	1,666,330	1,703,076

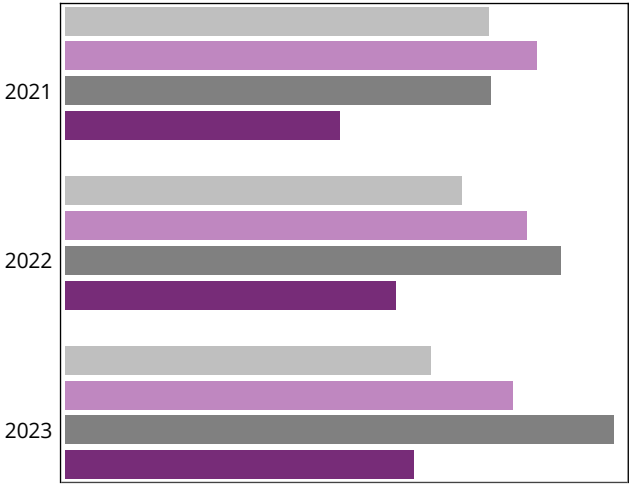
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$9,732,100	\$9,746,843	\$9,364,886
Week 50	\$10,722,779	\$11,305,853	\$11,452,624
Week 51	\$9,627,889	\$12,029,465	\$14,015,688
Week 52	\$5,961,159	\$7,695,590	\$8,544,532
Total	\$36,043,926	\$40,777,751	\$43,377,731

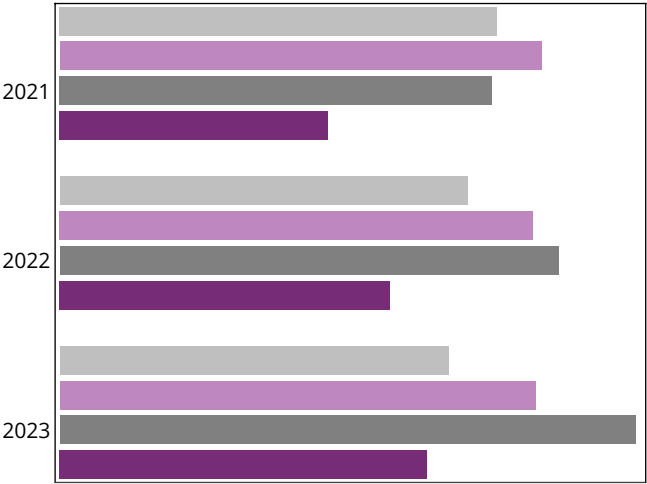
Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	379,409	354,708	327,623
Week 50	422,533	413,599	401,179
Week 51	381,103	443,647	490,853
Week 52	246,070	295,556	312,399
Total	1,429,115	1,507,510	1,532,054

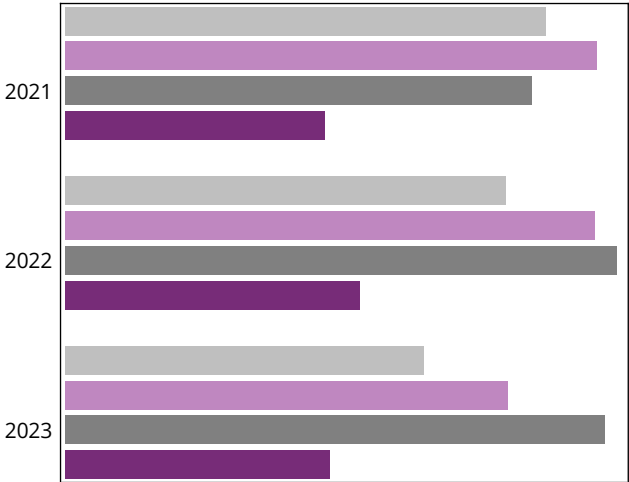
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$9,707,389	\$9,048,383	\$8,631,907
Week 50	\$10,696,132	\$10,499,446	\$10,555,495
Week 51	\$9,590,829	\$11,063,467	\$12,784,705
Week 52	\$5,949,478	\$7,328,841	\$8,153,110
Total	\$35,943,828	\$37,940,136	\$40,125,216

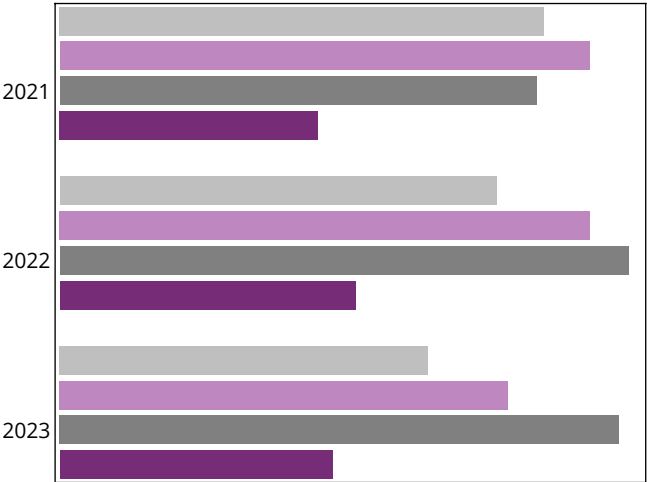
Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	670,631	615,553	500,266
Week 50	743,038	739,783	617,979
Week 51	651,127	770,134	753,757
Week 52	363,071	411,821	369,926
Total	2,427,867	2,537,291	2,241,928

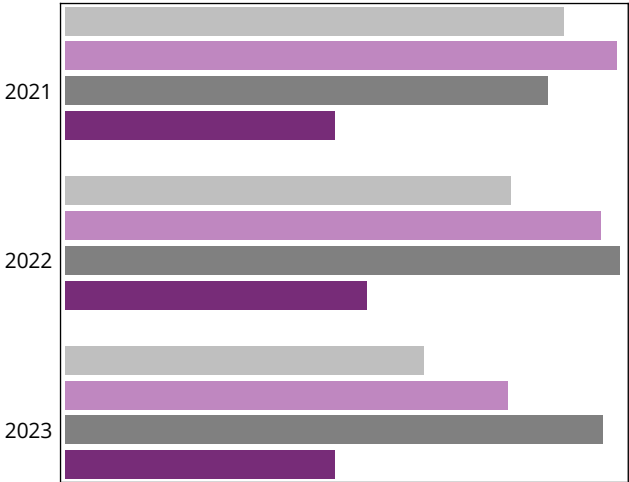
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$19,163,061	\$17,293,029	\$14,567,657
Week 50	\$20,967,464	\$20,984,724	\$17,736,714
Week 51	\$18,854,029	\$22,500,613	\$22,128,688
Week 52	\$10,219,066	\$11,713,723	\$10,799,639
Total	\$69,203,620	\$72,492,088	\$65,232,698

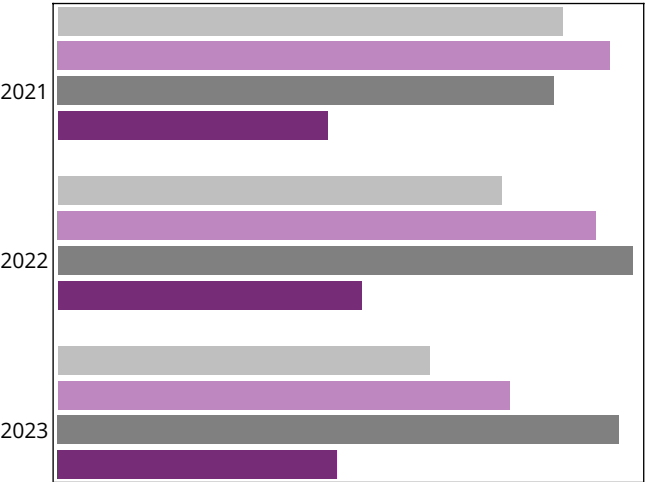
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	668,989	598,472	481,534
Week 50	740,565	718,950	594,545
Week 51	648,488	744,822	722,216
Week 52	362,339	404,415	361,768
Total	2,420,381	2,466,659	2,160,063

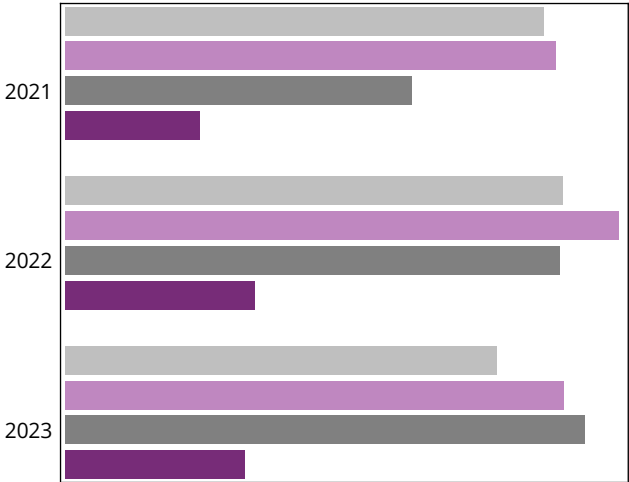
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$19,114,515	\$16,802,422	\$14,057,262
Week 50	\$20,896,348	\$20,374,543	\$17,085,858
Week 51	\$18,778,291	\$21,748,866	\$21,246,579
Week 52	\$10,198,346	\$11,505,936	\$10,574,058
Total	\$68,987,501	\$70,431,767	\$62,963,756

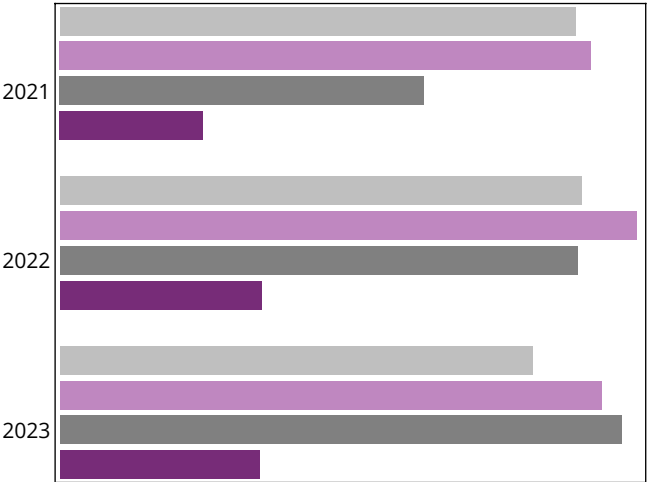
Juvenile: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	702,388	730,740	633,602
Week 50	720,868	813,301	731,693
Week 51	508,312	725,745	763,358
Week 52	196,888	278,166	263,834
Total	2,128,456	2,547,952	2,392,487

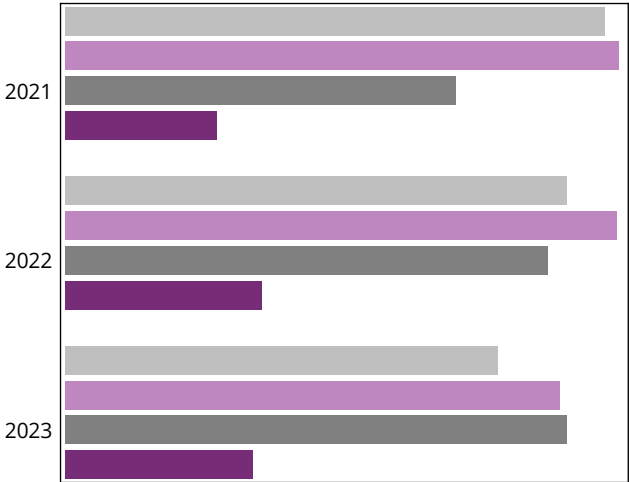
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$11,983,145	\$12,110,143	\$10,977,073
Week 50	\$12,339,642	\$13,400,415	\$12,583,269
Week 51	\$8,461,985	\$12,022,631	\$13,039,523
Week 52	\$3,328,846	\$4,678,966	\$4,635,664
Total	\$36,113,618	\$42,212,155	\$41,235,528

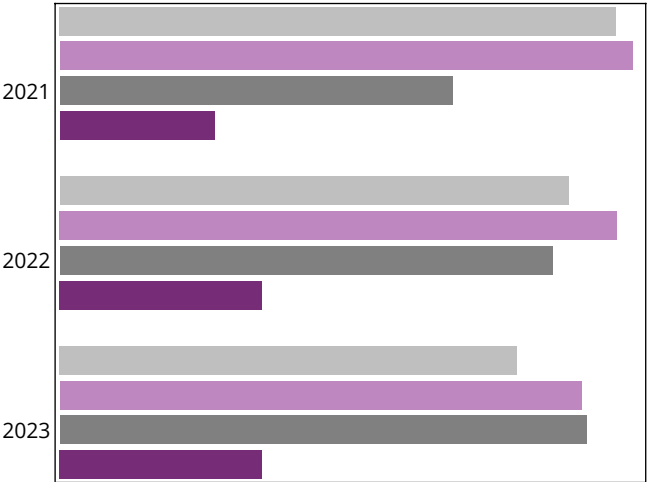
Juvenile: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	701,173	650,926	561,175
Week 50	719,165	715,581	642,390
Week 51	506,924	626,683	651,058
Week 52	196,548	255,161	244,035
Total	2,123,810	2,248,351	2,098,658

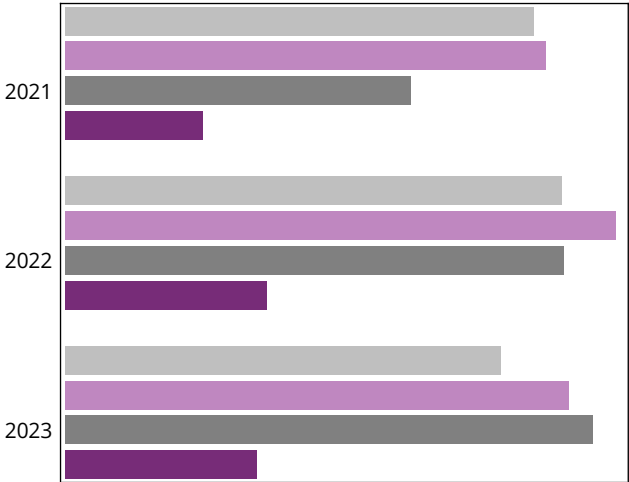
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$11,963,793	\$10,939,151	\$9,836,115
Week 50	\$12,311,779	\$11,985,844	\$11,222,145
Week 51	\$8,439,468	\$10,599,660	\$11,330,153
Week 52	\$3,323,464	\$4,345,597	\$4,349,622
Total	\$36,038,504	\$37,870,252	\$36,738,035

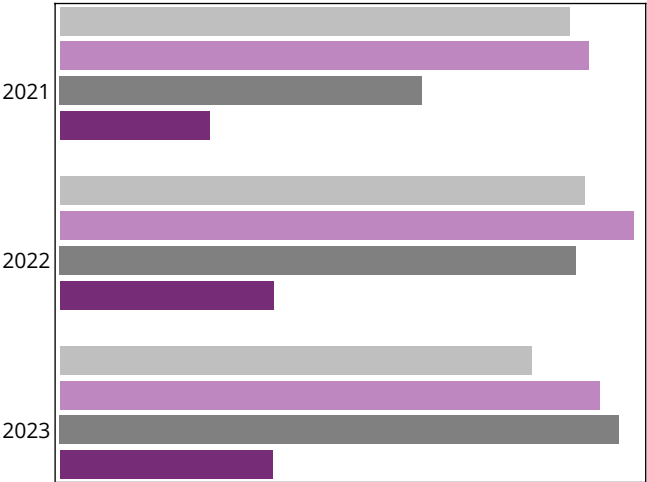
Juvenile Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	528,101	559,780	491,464
Week 50	542,043	620,724	567,626
Week 51	389,388	562,277	595,482
Week 52	155,562	227,020	216,264
Total	1,615,094	1,969,801	1,870,836

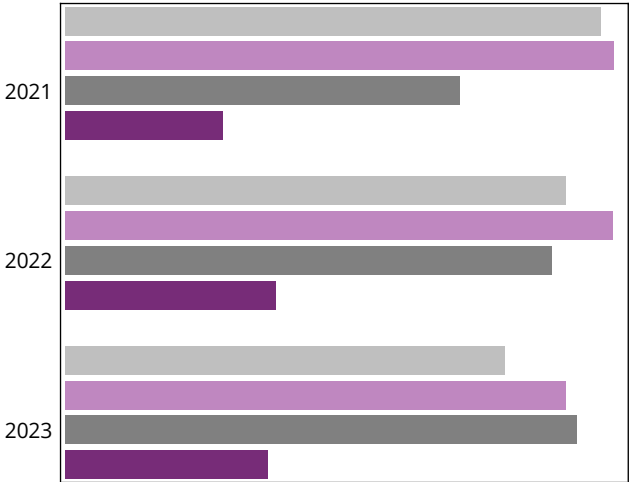
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$9,036,231	\$9,295,292	\$8,359,066
Week 50	\$9,368,879	\$10,168,429	\$9,558,614
Week 51	\$6,415,885	\$9,144,925	\$9,911,096
Week 52	\$2,656,868	\$3,787,006	\$3,768,790
Total	\$27,477,863	\$32,395,653	\$31,597,567

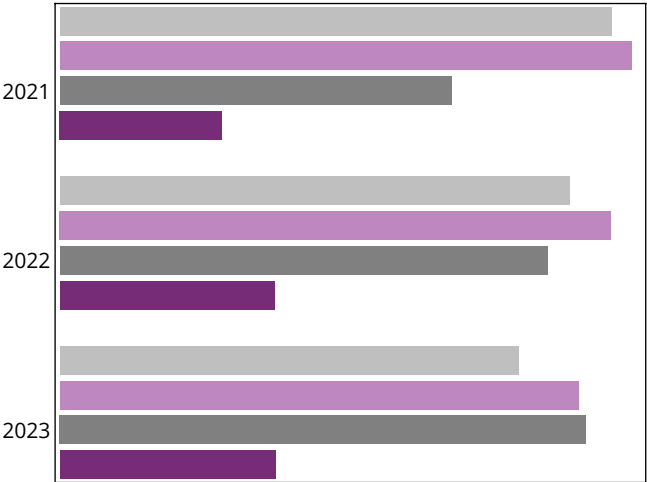
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	527,126	493,026	433,332
Week 50	540,668	538,955	493,471
Week 51	388,266	478,955	503,634
Week 52	155,297	207,821	199,281
Total	1,611,357	1,718,757	1,629,718

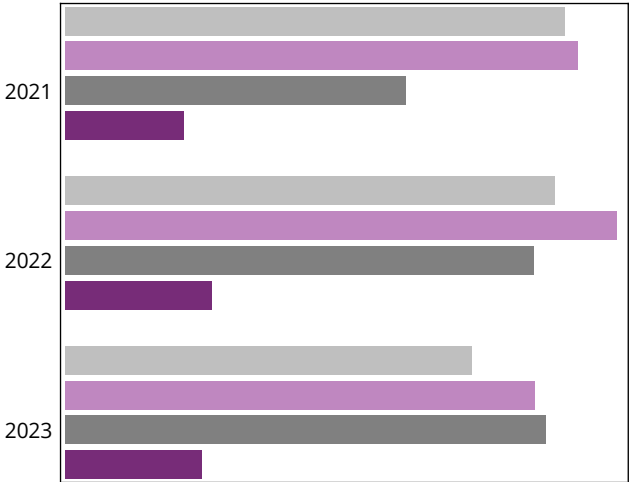
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$9,021,151	\$8,331,730	\$7,501,382
Week 50	\$9,346,794	\$9,007,236	\$8,482,283
Week 51	\$6,398,176	\$7,972,744	\$8,602,459
Week 52	\$2,652,613	\$3,512,226	\$3,530,033
Total	\$27,418,735	\$28,823,937	\$28,116,158

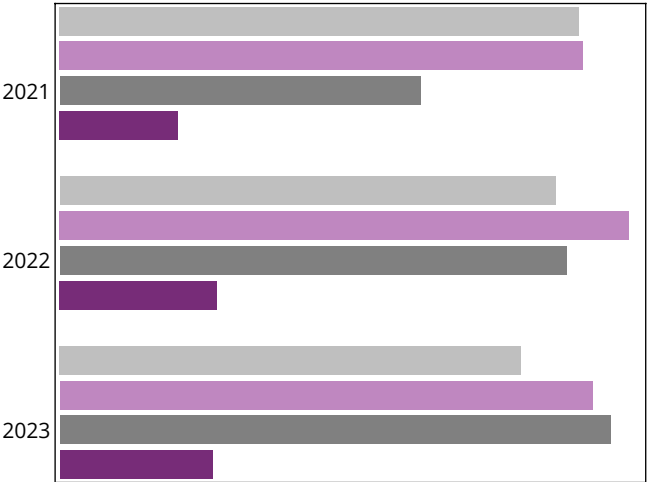
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	174,287	170,960	142,138
Week 50	178,825	192,577	164,067
Week 51	118,924	163,468	167,876
Week 52	41,326	51,146	47,570
Total	513,362	578,151	521,651

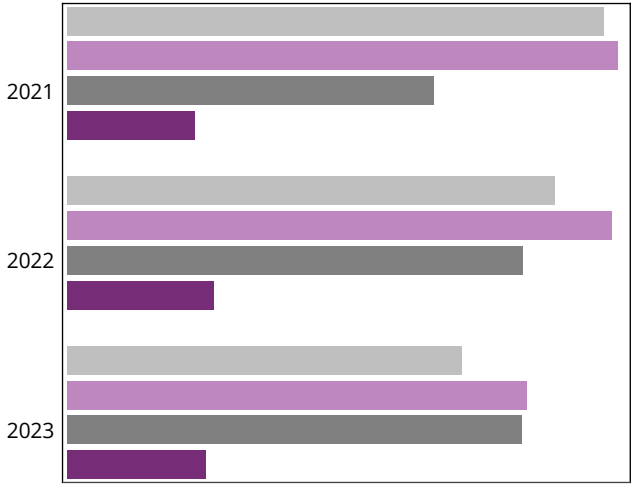
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$2,946,914	\$2,814,851	\$2,618,007
Week 50	\$2,970,763	\$3,231,986	\$3,024,654
Week 51	\$2,046,099	\$2,877,705	\$3,128,427
Week 52	\$671,978	\$891,959	\$866,873
Total	\$8,635,755	\$9,816,502	\$9,637,961

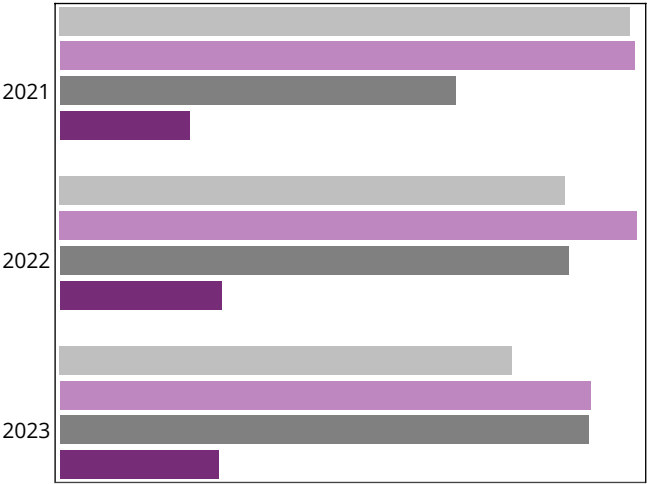
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	174,047	157,900	127,843
Week 50	178,497	176,626	148,919
Week 51	118,658	147,728	147,424
Week 52	41,251	47,340	44,754
Total	512,453	529,594	468,940

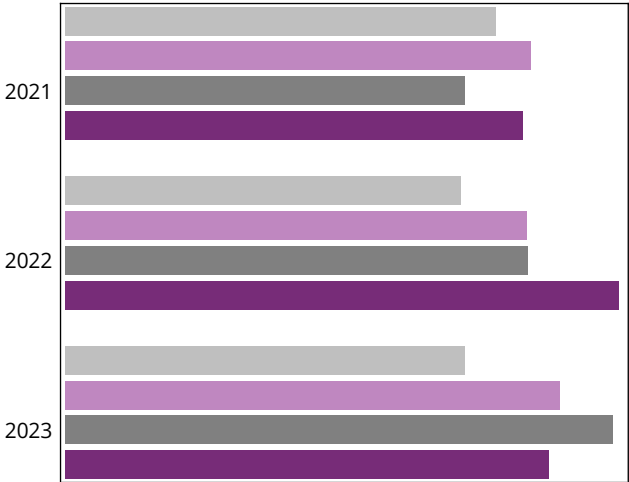
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$2,942,642	\$2,607,421	\$2,334,733
Week 50	\$2,964,985	\$2,978,608	\$2,739,862
Week 51	\$2,041,292	\$2,626,915	\$2,727,694
Week 52	\$670,850	\$833,371	\$819,588
Total	\$8,619,769	\$9,046,316	\$8,621,877

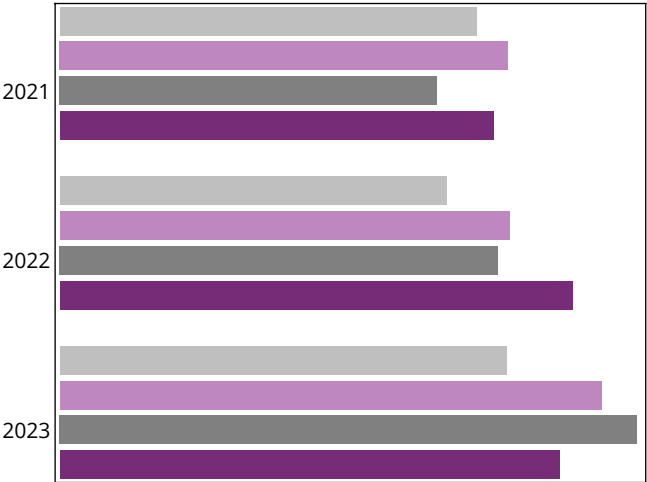
Young Adult: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	70,981	65,131	65,804
Week 50	76,654	76,097	81,473
Week 51	65,862	76,156	90,144
Week 52	75,324	91,259	79,602
Total	288,821	308,643	317,023

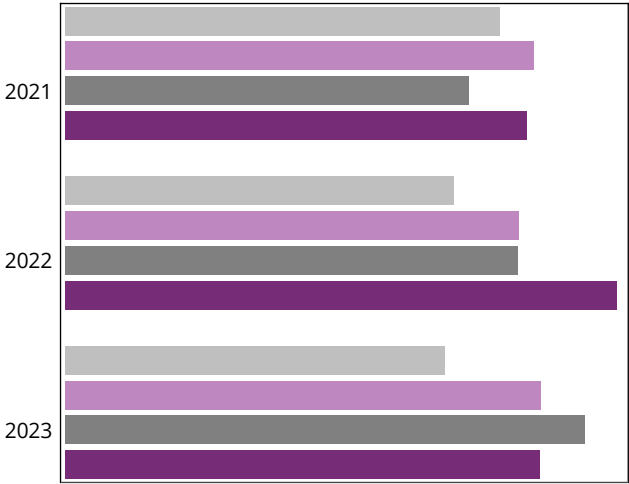
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$1,506,194	\$1,398,031	\$1,613,155
Week 50	\$1,619,143	\$1,625,638	\$1,958,316
Week 51	\$1,363,218	\$1,583,530	\$2,085,240
Week 52	\$1,566,259	\$1,852,027	\$1,806,404
Total	\$6,054,813	\$6,459,226	\$7,463,115

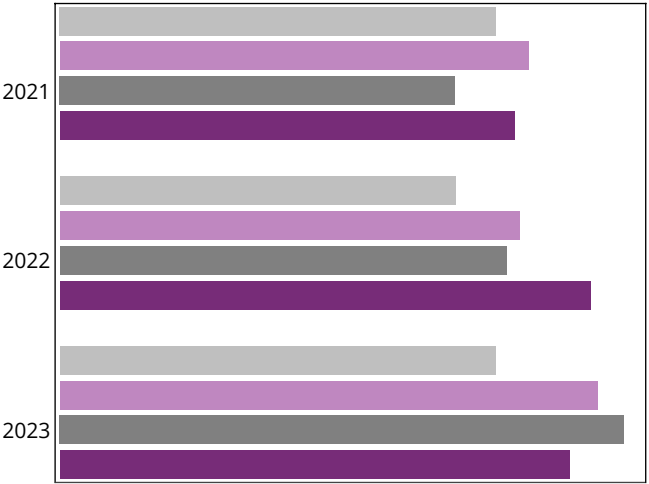
Young Adult: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	70,741	63,340	61,932
Week 50	76,382	73,926	77,538
Week 51	65,689	73,734	84,666
Week 52	75,238	89,852	77,297
Total	288,050	300,852	301,433

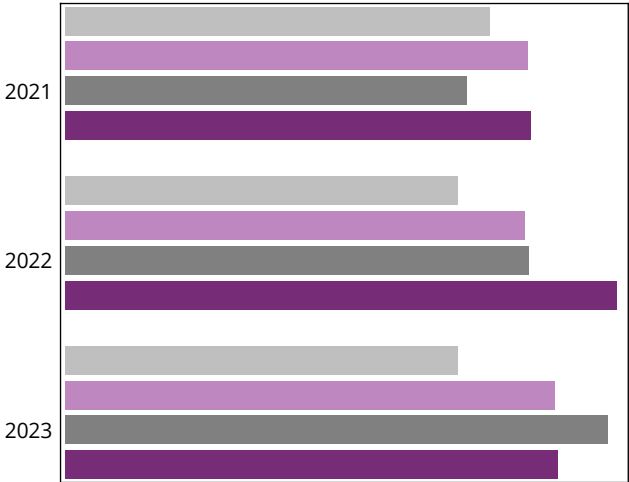
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$1,501,404	\$1,361,727	\$1,498,362
Week 50	\$1,613,324	\$1,582,547	\$1,849,399
Week 51	\$1,359,824	\$1,537,399	\$1,941,031
Week 52	\$1,564,418	\$1,825,963	\$1,753,683
Total	\$6,038,971	\$6,307,636	\$7,042,475

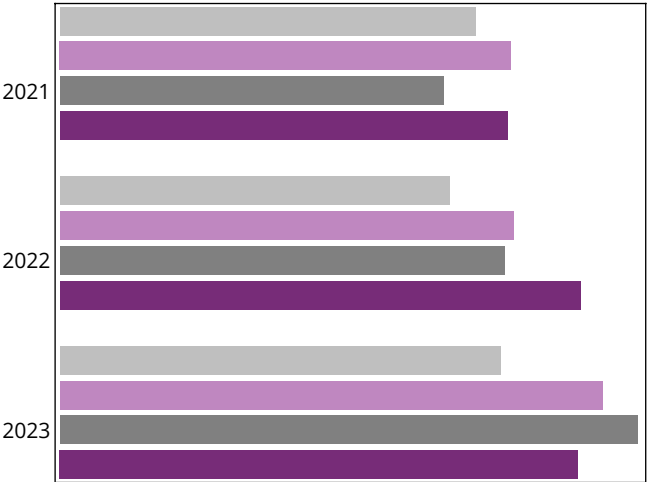
Young Adult Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	67,643	62,606	62,502
Week 50	73,737	73,170	77,976
Week 51	63,986	73,820	86,556
Week 52	74,193	87,918	78,574
Total	279,559	297,514	305,608

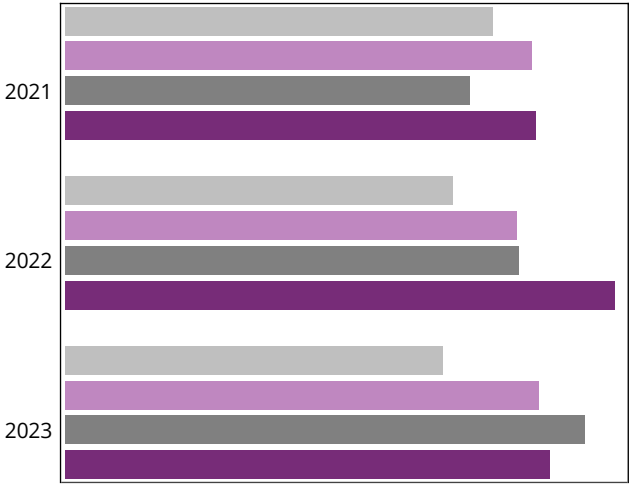
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$1,430,235	\$1,341,146	\$1,516,308
Week 50	\$1,552,304	\$1,560,634	\$1,866,455
Week 51	\$1,319,866	\$1,529,365	\$1,988,951
Week 52	\$1,540,132	\$1,792,175	\$1,783,421
Total	\$5,842,537	\$6,223,319	\$7,155,135

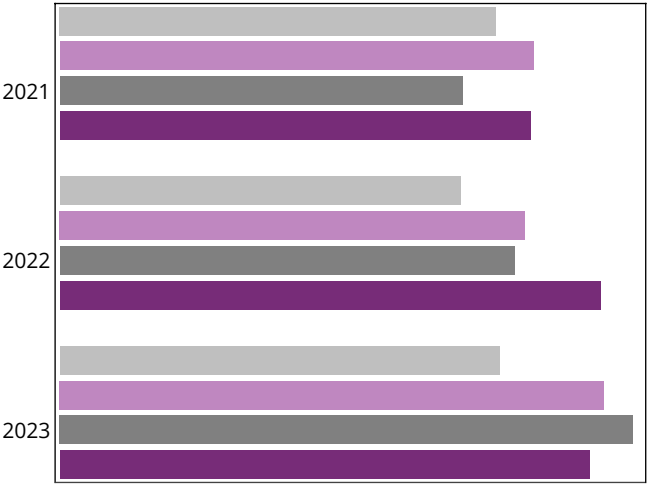
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	67,417	61,044	59,454
Week 50	73,509	71,153	74,628
Week 51	63,820	71,524	81,838
Week 52	74,110	86,567	76,332
Total	278,856	290,288	292,252

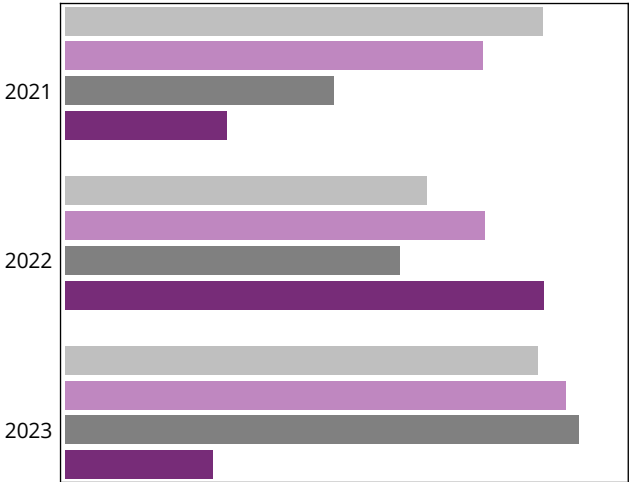
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$1,425,733	\$1,309,126	\$1,436,897
Week 50	\$1,547,558	\$1,520,718	\$1,778,832
Week 51	\$1,316,626	\$1,485,754	\$1,873,519
Week 52	\$1,538,448	\$1,767,205	\$1,732,176
Total	\$5,828,366	\$6,082,803	\$6,821,425

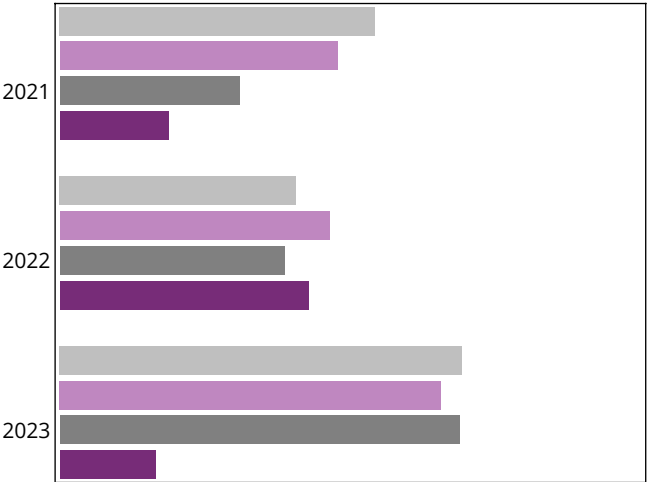
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2021	2022	2023
Week 49	3,338	2,525	3,302
Week 50	2,917	2,927	3,497
Week 51	1,876	2,336	3,588
Week 52	1,131	3,341	1,028
Total	9,262	11,129	11,415

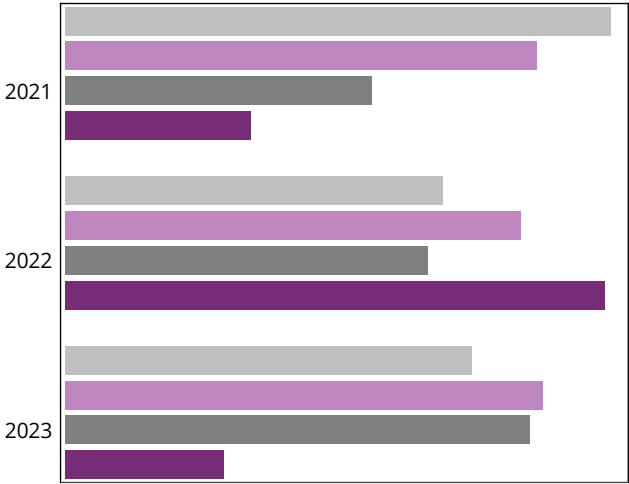
Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$75,958	\$56,886	\$96,847
Week 50	\$66,839	\$65,005	\$91,860
Week 51	\$43,352	\$54,165	\$96,289
Week 52	\$26,127	\$59,852	\$22,983
Total	\$212,276	\$235,907	\$307,980

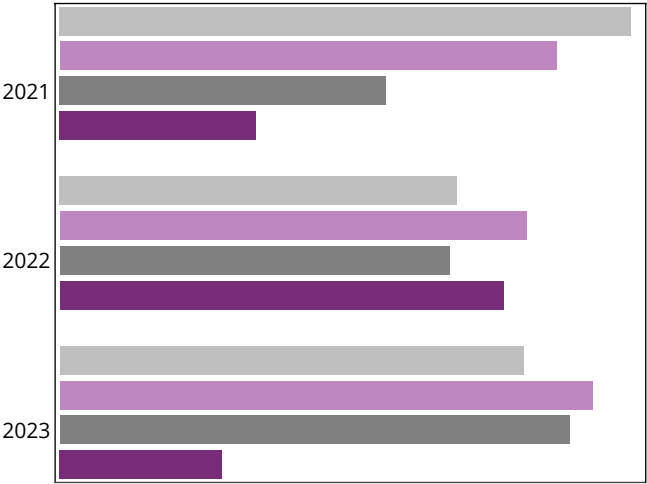
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2021	2022	2023
Week 49	3,324	2,296	2,478
Week 50	2,873	2,773	2,910
Week 51	1,869	2,210	2,828
Week 52	1,128	3,285	965
Total	9,194	10,564	9,181

Value Sold (in millions of dollars)



	2021	2022	2023
Week 49	\$75,671	\$52,602	\$61,465
Week 50	\$65,766	\$61,829	\$70,567
Week 51	\$43,198	\$51,644	\$67,512
Week 52	\$25,970	\$58,759	\$21,507
Total	\$210,605	\$224,834	\$221,050

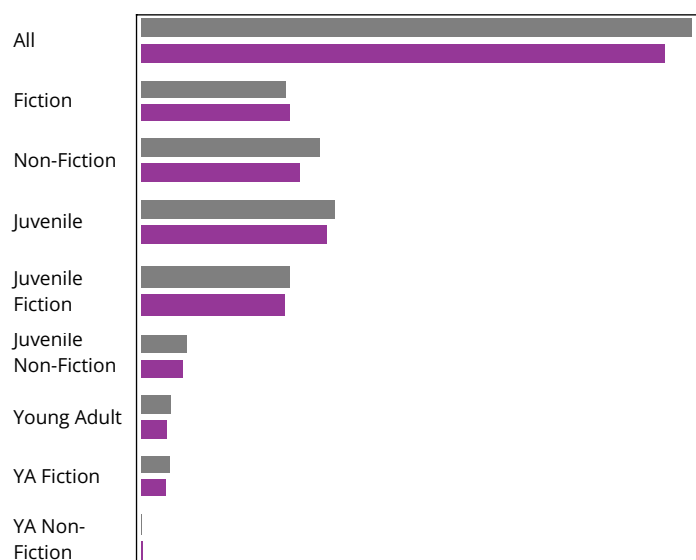
Year-to-Date Comparisons

Week-ending dates:

	2022	2023
Week 52	2023-01-01	2023-12-31

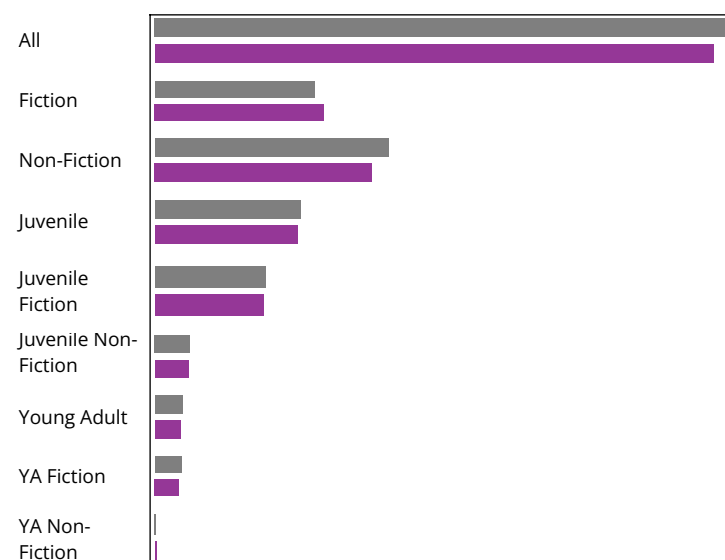
All Market

Volume Sold (in units)

 2022
 2023


	2022	2023
All	51,291,638	48,787,358
Fiction	13,424,639	13,802,680
Non-Fiction	16,591,241	14,790,752
Juvenile	18,065,872	17,261,033
Juvenile Fiction	13,806,612	13,383,997
Juvenile Non-Fiction	4,259,260	3,877,036
Young Adult (YA)	2,729,243	2,357,591
YA Fiction	2,641,792	2,248,414
YA Non-Fiction	87,451	109,177

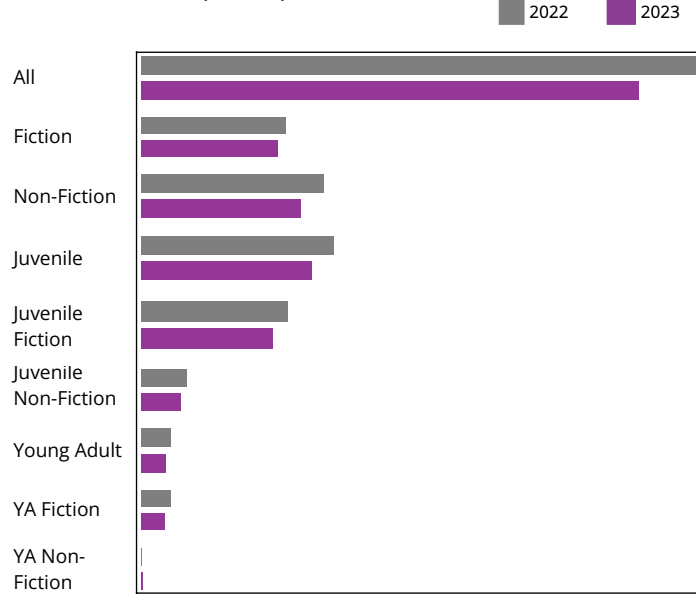
Value Sold (in millions of dollars)

 2022
 2023


	2022	2023
All	\$1,130,414,307	\$1,105,116,449
Fiction	\$316,351,104	\$334,831,197
Non-Fiction	\$461,776,068	\$429,732,081
Juvenile	\$288,671,807	\$282,355,972
Juvenile Fiction	\$218,755,990	\$215,140,314
Juvenile Non-Fiction	\$69,915,817	\$67,215,658
Young Adult (YA)	\$54,998,929	\$50,391,557
YA Fiction	\$52,990,832	\$47,632,657
YA Non-Fiction	\$2,008,096	\$2,758,901

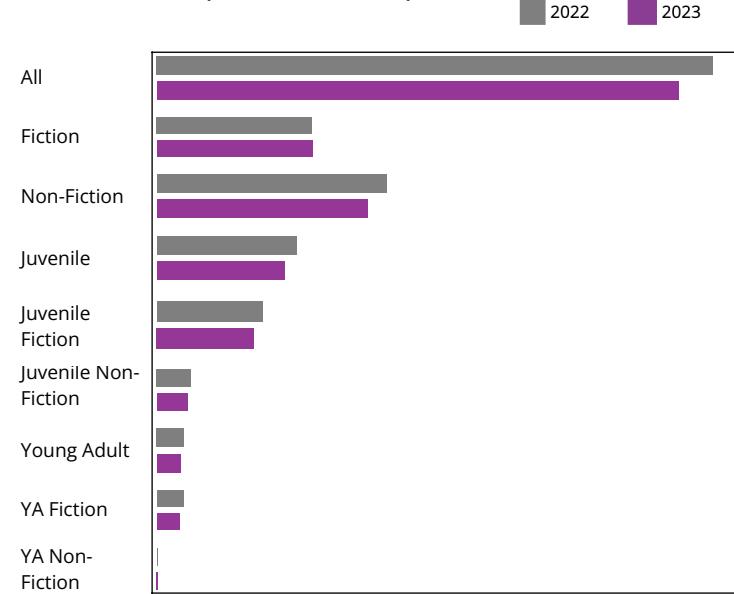
Ring Fence

Volume Sold (in units)



	2022	2023
All	49,633,948	44,592,574
Fiction	12,926,389	12,250,914
Non-Fiction	16,335,757	14,321,850
Juvenile	17,219,090	15,248,146
Juvenile Fiction	13,114,450	11,754,156
Juvenile Non-Fiction	4,104,640	3,493,990
Young Adult (YA)	2,683,947	2,225,245
YA Fiction	2,600,869	2,135,304
YA Non-Fiction	83,078	89,941

Value Sold (in millions of dollars)



	2022	2023
All	\$1,100,461,429	\$1,031,648,473
Fiction	\$307,315,984	\$307,444,726
Non-Fiction	\$454,515,620	\$416,687,191
Juvenile	\$276,158,189	\$252,797,164
Juvenile Fiction	\$208,694,718	\$192,323,441
Juvenile Non-Fiction	\$67,463,471	\$60,473,723
Young Adult (YA)	\$54,071,579	\$47,335,120
YA Fiction	\$52,155,983	\$45,229,289
YA Non-Fiction	\$1,915,596	\$2,105,831

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	