

SalesData Market Report: January, 2024

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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 2022 to 2024 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 2024.

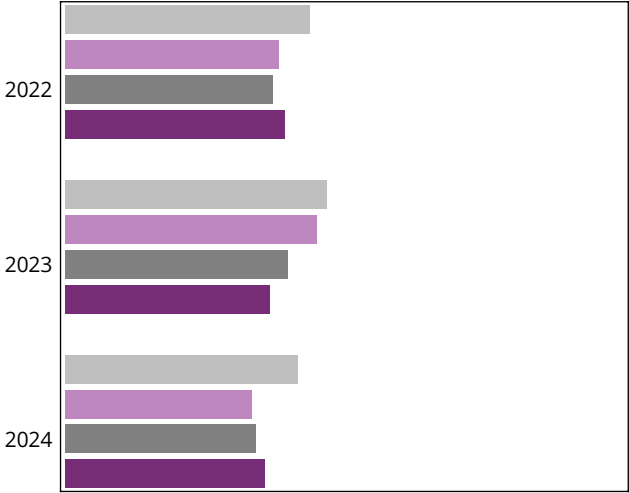
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 1	2022-01-09	2023-01-08	2024-01-07
Week 2	2022-01-16	2023-01-15	2024-01-14
Week 3	2022-01-23	2023-01-22	2024-01-21
Week 4	2022-01-30	2023-01-29	2024-01-28

Month-to-Month Comparisons

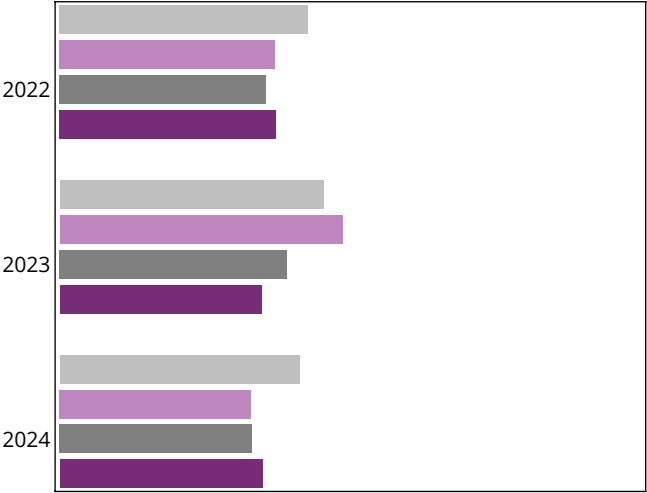
All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	961,978	1,028,537	916,815
Week 2	841,636	989,150	734,062
Week 3	817,609	878,340	749,087
Week 4	863,694	805,580	786,733
Total	3,484,917	3,701,607	3,186,697

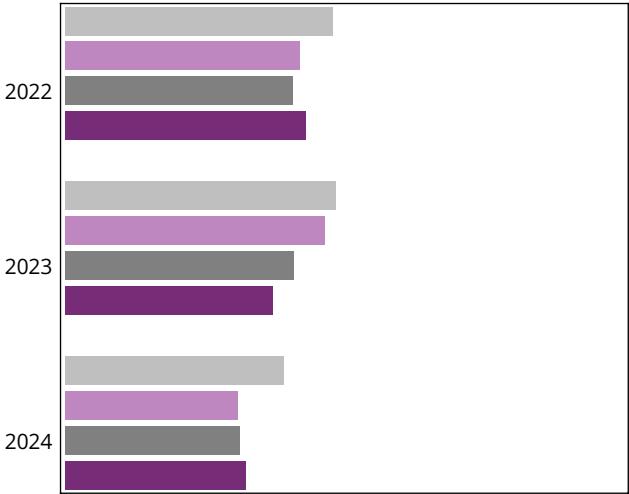
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$22,208,521	\$23,585,753	\$21,462,533
Week 2	\$19,241,396	\$25,315,906	\$17,119,182
Week 3	\$18,442,957	\$20,329,869	\$17,205,688
Week 4	\$19,331,590	\$18,019,228	\$18,112,297
Total	\$79,224,463	\$87,250,756	\$73,899,700

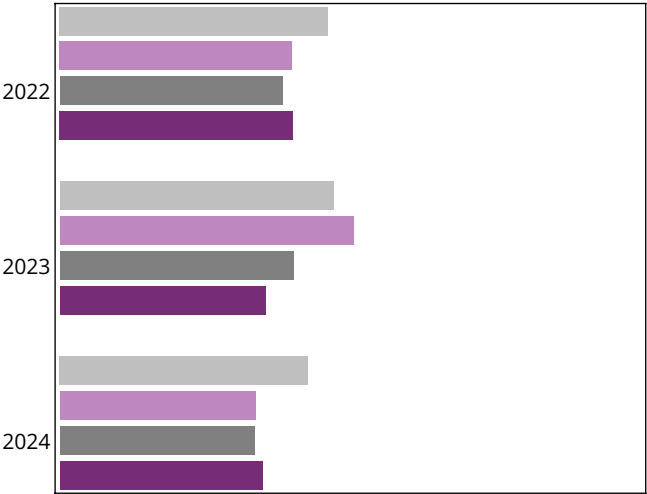
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	959,660	969,384	861,105
Week 2	839,213	928,933	680,327
Week 3	815,169	819,241	686,471
Week 4	860,996	744,287	710,258
Total	3,475,038	3,461,845	2,938,161

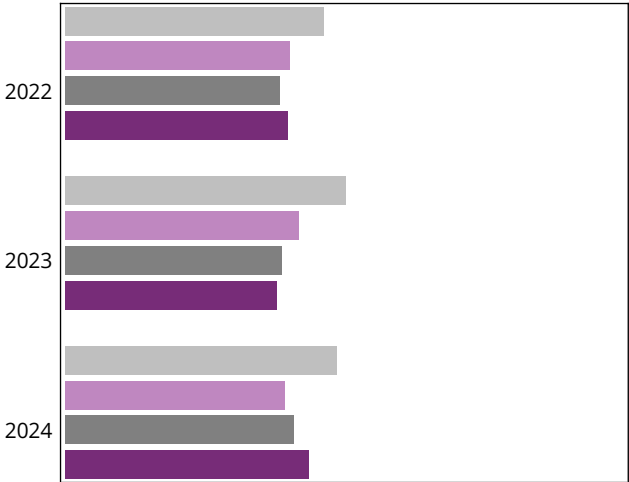
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$22,152,099	\$22,596,292	\$20,493,484
Week 2	\$19,184,157	\$24,236,547	\$16,167,607
Week 3	\$18,385,214	\$19,307,016	\$16,078,315
Week 4	\$19,269,835	\$17,011,426	\$16,722,909
Total	\$78,991,304	\$83,151,281	\$69,462,316

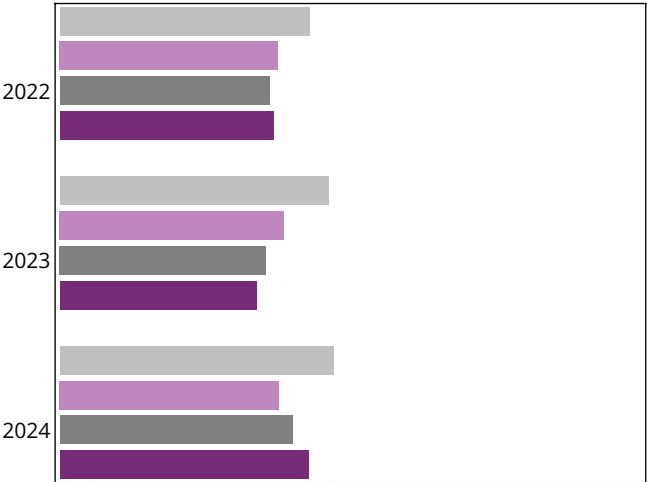
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	259,191	281,441	272,506
Week 2	224,763	234,630	219,858
Week 3	214,939	217,513	228,949
Week 4	222,711	212,520	243,807
Total	921,604	946,104	965,120

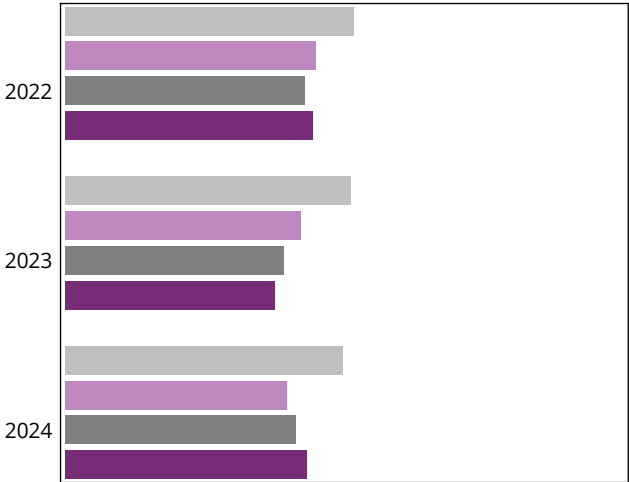
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$6,105,693	\$6,560,622	\$6,691,719
Week 2	\$5,328,150	\$5,475,868	\$5,359,007
Week 3	\$5,119,064	\$5,036,360	\$5,688,634
Week 4	\$5,225,952	\$4,800,713	\$6,068,033
Total	\$21,778,859	\$21,873,564	\$23,807,393

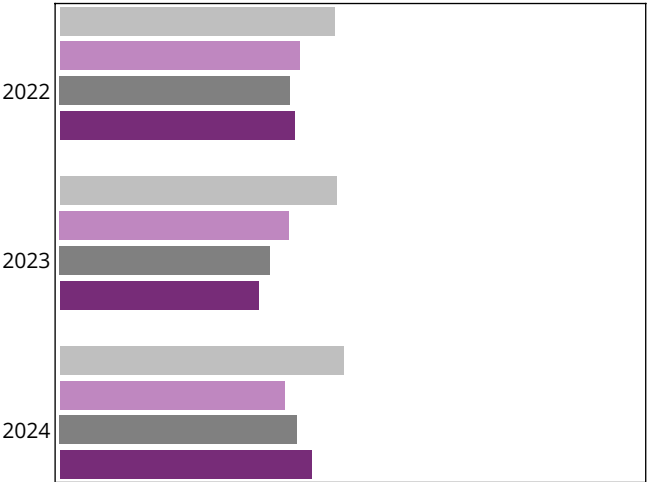
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	258,739	255,578	248,238
Week 2	224,079	210,806	198,522
Week 3	214,407	195,808	206,036
Week 4	222,081	187,508	216,496
Total	919,306	849,700	869,292

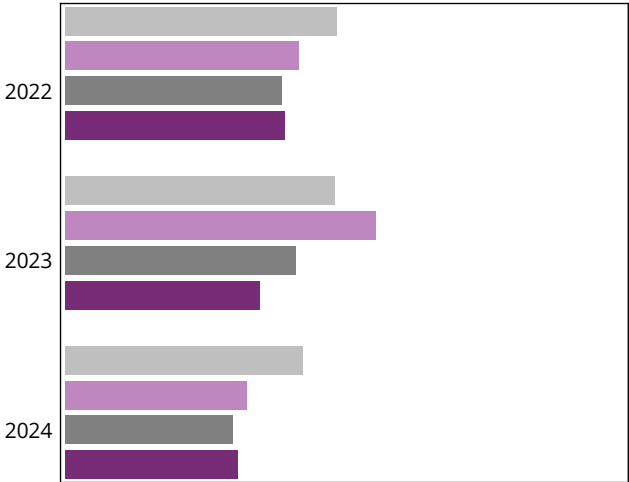
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$6,095,557	\$6,141,351	\$6,289,344
Week 2	\$5,312,764	\$5,083,884	\$4,986,321
Week 3	\$5,106,643	\$4,668,585	\$5,266,886
Week 4	\$5,211,292	\$4,405,734	\$5,586,643
Total	\$21,726,255	\$20,299,555	\$22,129,193

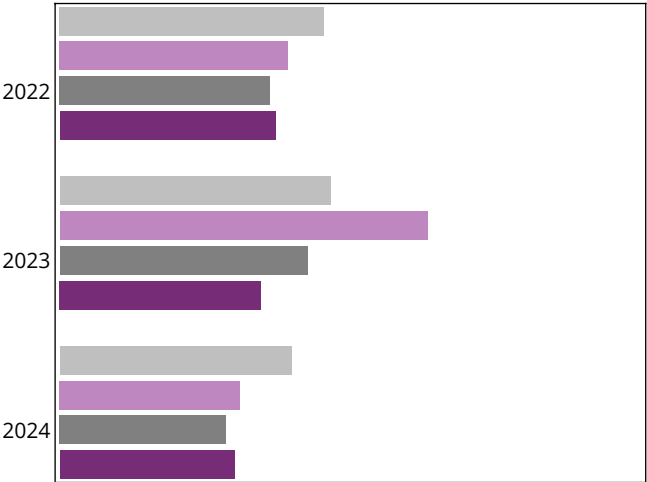
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	379,370	376,608	332,131
Week 2	325,619	434,022	253,800
Week 3	301,859	322,029	233,336
Week 4	307,202	271,705	240,572
Total	1,314,050	1,404,364	1,059,839

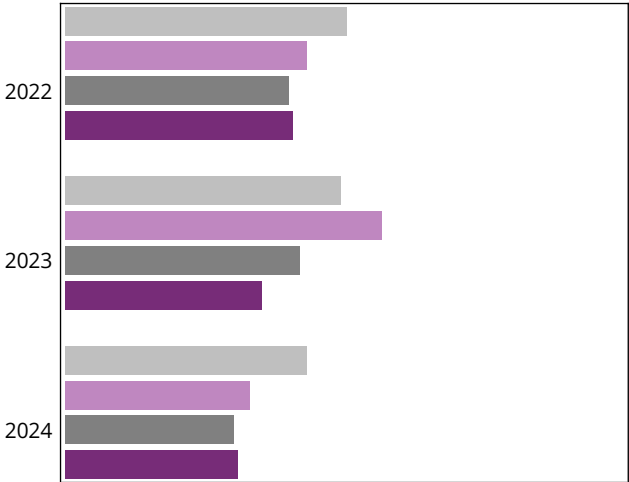
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$10,449,384	\$10,706,439	\$9,164,581
Week 2	\$9,023,526	\$14,559,089	\$7,130,825
Week 3	\$8,315,085	\$9,793,997	\$6,572,357
Week 4	\$8,523,864	\$7,958,598	\$6,922,473
Total	\$36,311,859	\$43,018,122	\$29,790,236

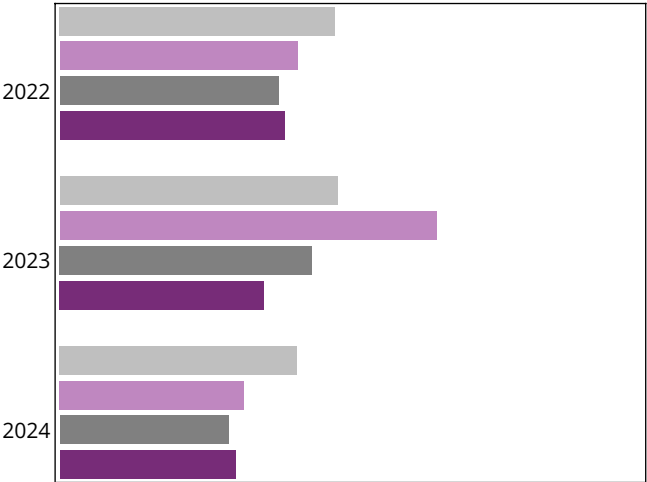
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	378,049	369,756	325,018
Week 2	324,689	424,839	247,560
Week 3	300,801	314,507	226,800
Week 4	306,200	264,407	231,603
Total	1,309,739	1,373,509	1,030,981

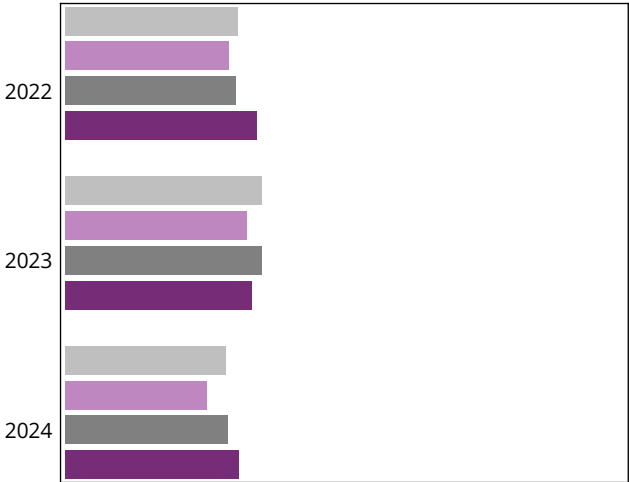
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$10,410,832	\$10,508,489	\$8,978,511
Week 2	\$8,994,029	\$14,249,000	\$6,966,043
Week 3	\$8,282,473	\$9,547,881	\$6,392,993
Week 4	\$8,492,964	\$7,734,370	\$6,658,538
Total	\$36,180,298	\$42,039,739	\$28,996,085

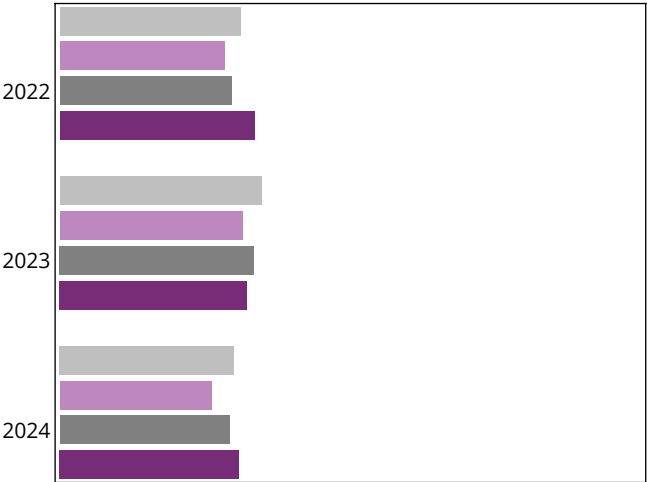
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	252,698	287,991	235,819
Week 2	239,620	266,839	207,548
Week 3	250,878	288,237	238,712
Week 4	281,736	273,846	255,223
Total	1,024,932	1,116,913	937,302

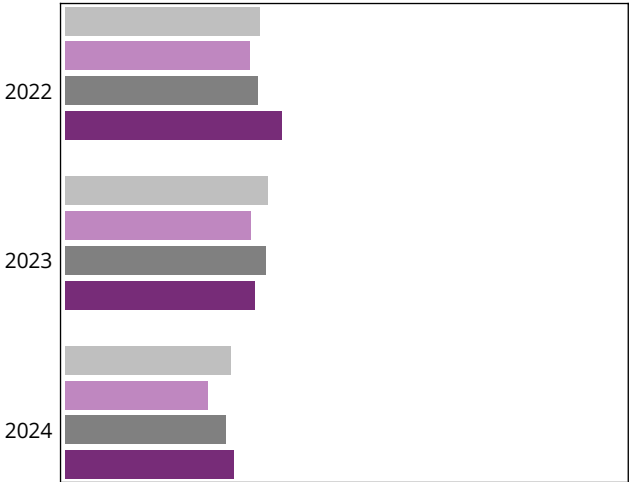
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$4,196,975	\$4,687,708	\$4,045,592
Week 2	\$3,825,847	\$4,243,504	\$3,525,710
Week 3	\$3,980,715	\$4,512,996	\$3,940,411
Week 4	\$4,527,368	\$4,349,103	\$4,159,375
Total	\$16,530,905	\$17,793,311	\$15,671,088

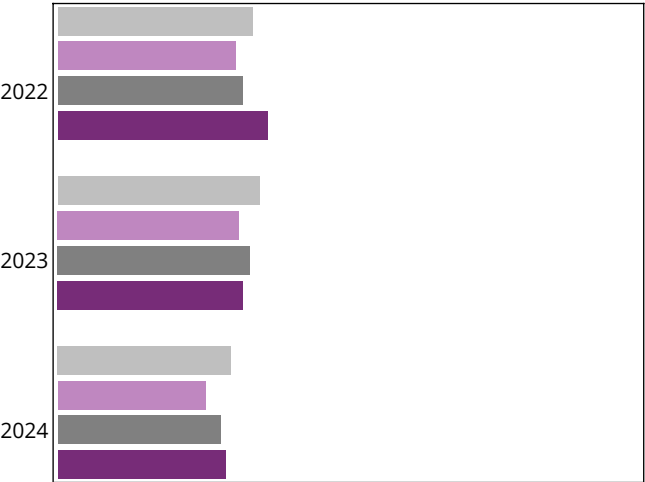
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	252,305	263,016	214,268
Week 2	239,057	241,135	184,416
Week 3	250,173	259,997	208,926
Week 4	280,877	246,152	219,185
Total	1,022,412	1,010,300	826,795

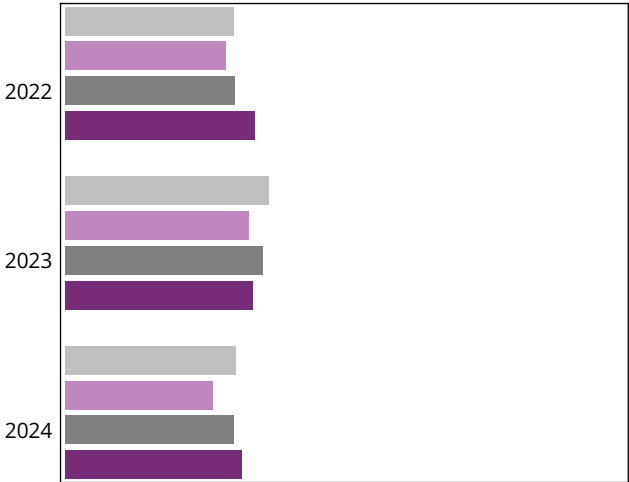
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$4,192,004	\$4,343,005	\$3,727,903
Week 2	\$3,818,000	\$3,895,510	\$3,180,664
Week 3	\$3,970,558	\$4,136,393	\$3,495,528
Week 4	\$4,515,047	\$3,985,491	\$3,606,036
Total	\$16,495,608	\$16,360,399	\$14,010,131

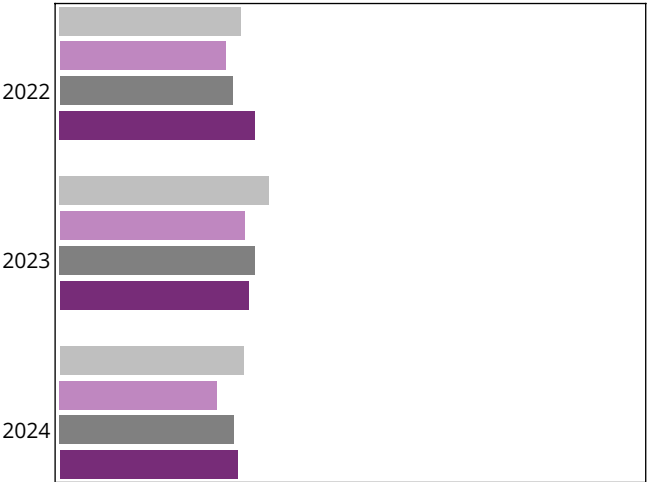
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	189,701	229,331	192,301
Week 2	181,475	206,995	166,343
Week 3	190,711	223,062	189,826
Week 4	213,675	211,769	198,654
Total	775,562	871,157	747,124

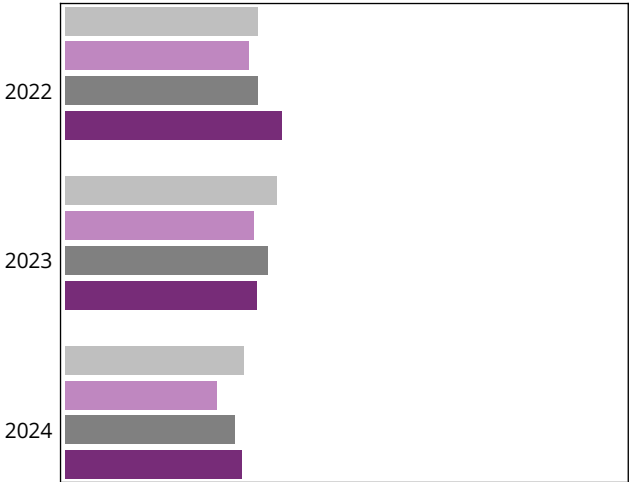
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$3,209,856	\$3,704,992	\$3,257,983
Week 2	\$2,933,560	\$3,273,022	\$2,788,487
Week 3	\$3,055,854	\$3,456,717	\$3,086,508
Week 4	\$3,457,068	\$3,340,023	\$3,151,557
Total	\$12,656,339	\$13,774,754	\$12,284,535

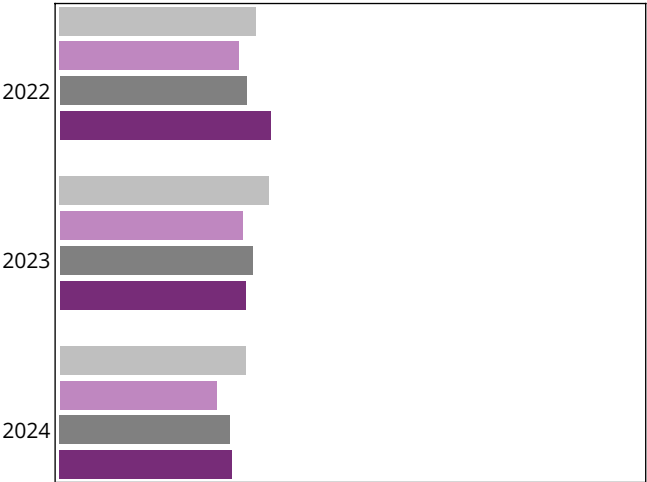
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	189,370	208,197	175,582
Week 2	180,991	185,502	149,378
Week 3	190,106	199,441	167,452
Week 4	212,935	188,188	173,918
Total	773,402	781,328	666,330

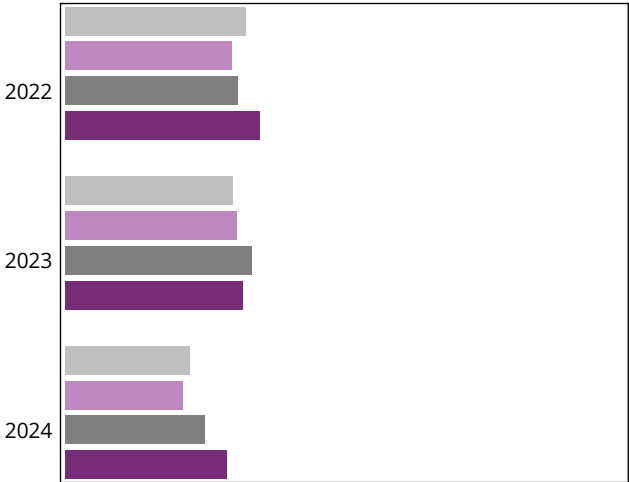
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$3,205,490	\$3,418,298	\$3,030,015
Week 2	\$2,926,685	\$2,987,106	\$2,561,642
Week 3	\$3,046,950	\$3,148,373	\$2,781,005
Week 4	\$3,445,967	\$3,036,284	\$2,814,730
Total	\$12,625,091	\$12,590,060	\$11,187,391

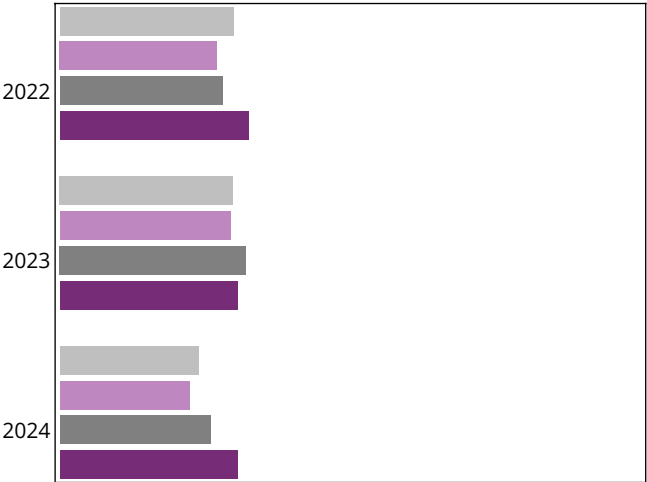
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	62,997	58,660	43,518
Week 2	58,145	59,844	41,205
Week 3	60,167	65,175	48,886
Week 4	68,061	62,077	56,569
Total	249,370	245,756	190,178

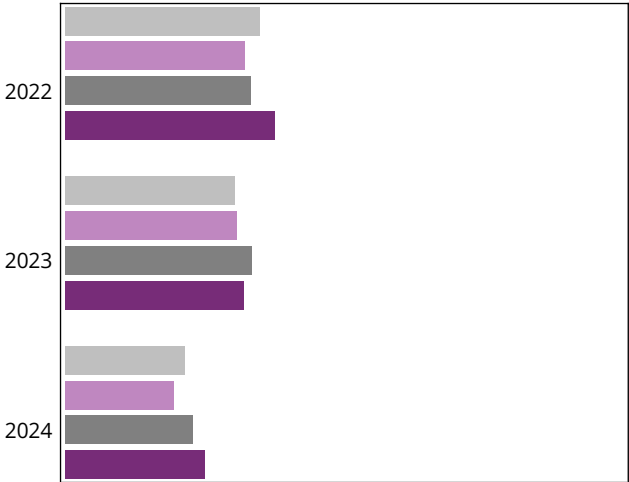
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$987,119	\$982,715	\$787,608
Week 2	\$892,286	\$970,483	\$737,223
Week 3	\$924,861	\$1,056,278	\$853,904
Week 4	\$1,070,299	\$1,009,080	\$1,007,818
Total	\$3,874,566	\$4,018,556	\$3,386,553

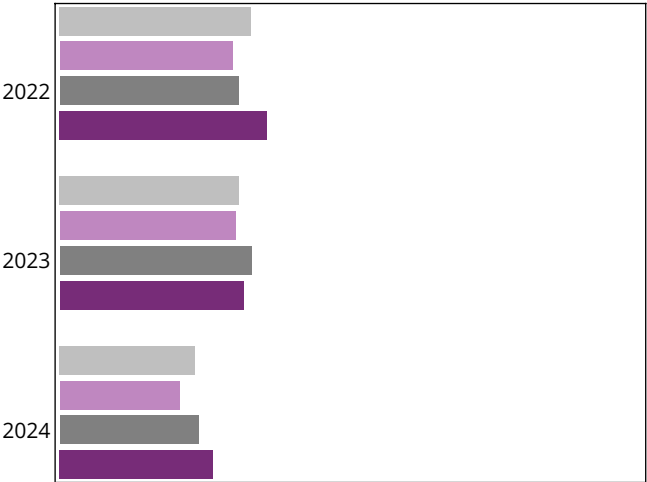
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	62,935	54,819	38,686
Week 2	58,066	55,633	35,038
Week 3	60,067	60,556	41,474
Week 4	67,942	57,964	45,267
Total	249,010	228,972	160,465

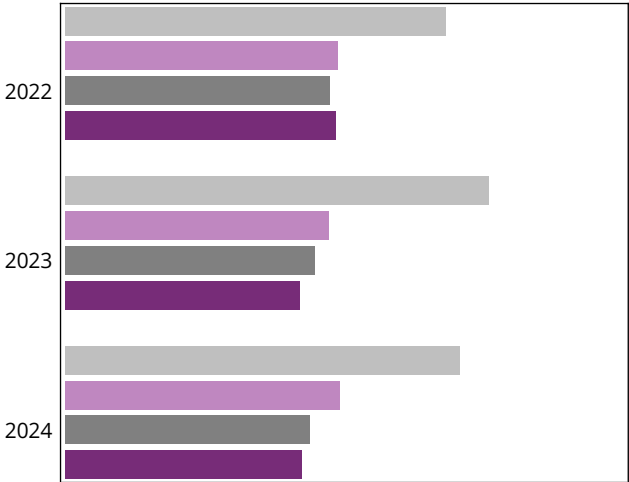
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$986,514	\$924,707	\$697,889
Week 2	\$891,315	\$908,404	\$619,022
Week 3	\$923,608	\$988,020	\$714,523
Week 4	\$1,069,080	\$949,207	\$791,306
Total	\$3,870,517	\$3,770,338	\$2,822,740

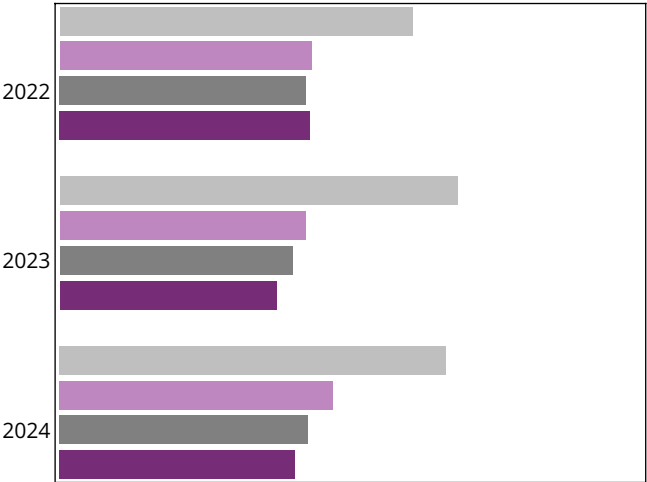
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	62,704	69,774	65,008
Week 2	44,850	43,400	45,226
Week 3	43,530	41,172	40,348
Week 4	44,605	38,600	39,027
Total	195,689	192,946	189,609

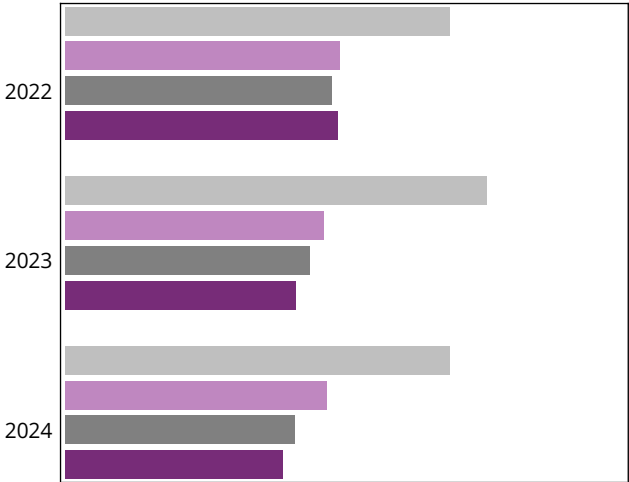
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$1,274,184	\$1,437,182	\$1,395,225
Week 2	\$909,652	\$887,582	\$987,010
Week 3	\$889,690	\$840,728	\$896,645
Week 4	\$904,185	\$783,629	\$850,214
Total	\$3,977,711	\$3,949,121	\$4,129,093

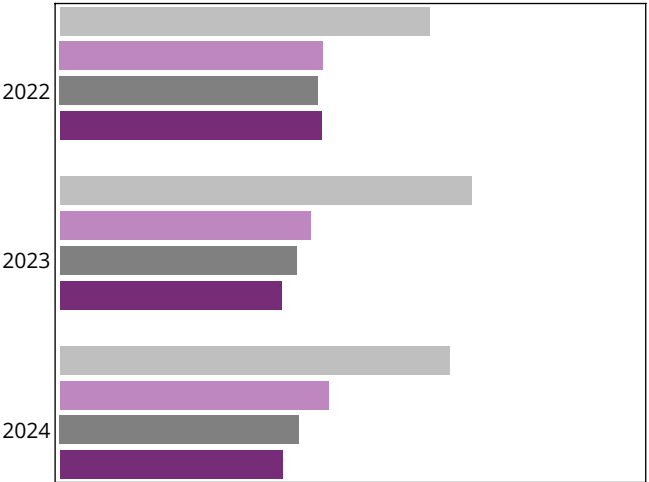
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	62,599	68,628	62,722
Week 2	44,660	42,168	42,611
Week 3	43,437	39,823	37,449
Week 4	44,454	37,611	35,436
Total	195,150	188,230	178,218

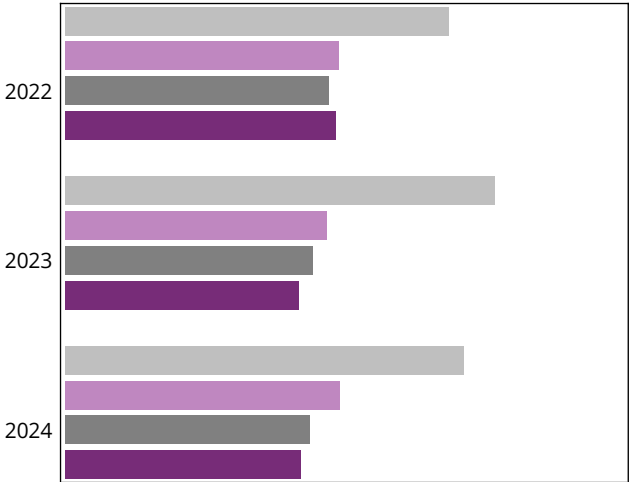
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$1,272,301	\$1,415,617	\$1,340,331
Week 2	\$905,955	\$863,210	\$925,252
Week 3	\$887,892	\$813,972	\$823,279
Week 4	\$901,289	\$763,790	\$767,327
Total	\$3,967,437	\$3,856,589	\$3,856,189

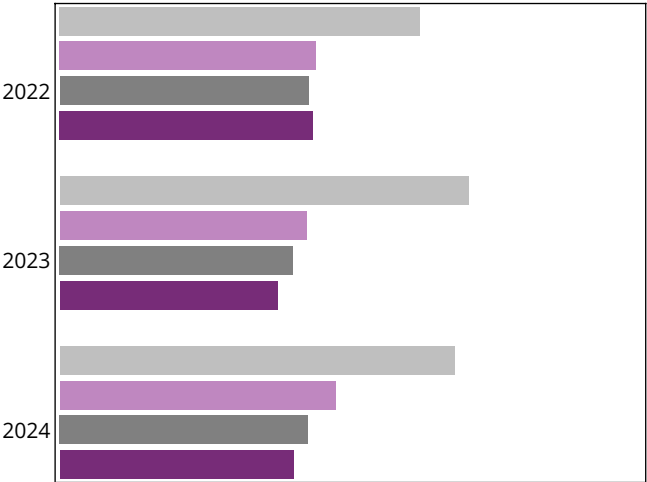
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	61,137	68,420	63,488
Week 2	43,600	41,667	43,698
Week 3	41,994	39,488	38,903
Week 4	43,144	37,157	37,463
Total	189,875	186,732	183,552

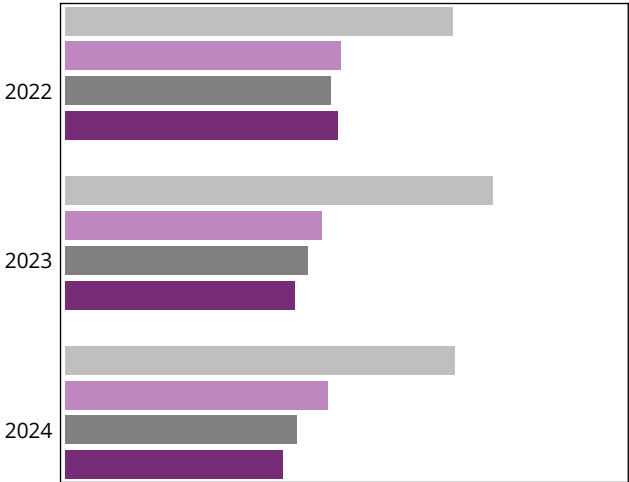
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$1,239,470	\$1,406,917	\$1,357,719
Week 2	\$881,042	\$849,341	\$948,822
Week 3	\$855,059	\$802,165	\$854,539
Week 4	\$870,998	\$749,745	\$804,976
Total	\$3,846,570	\$3,808,169	\$3,966,057

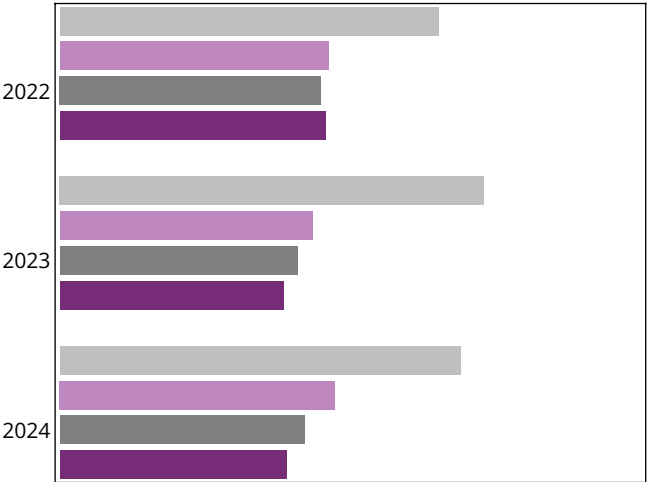
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	61,046	67,336	61,407
Week 2	43,458	40,468	41,449
Week 3	41,916	38,200	36,413
Week 4	42,997	36,204	34,313
Total	189,417	182,208	173,582

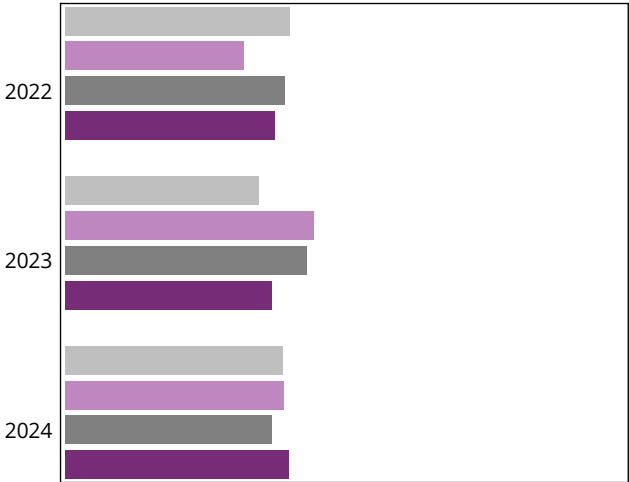
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$1,237,843	\$1,386,665	\$1,310,753
Week 2	\$878,303	\$825,681	\$899,768
Week 3	\$853,566	\$776,662	\$800,306
Week 4	\$868,193	\$730,650	\$741,611
Total	\$3,837,905	\$3,719,659	\$3,752,438

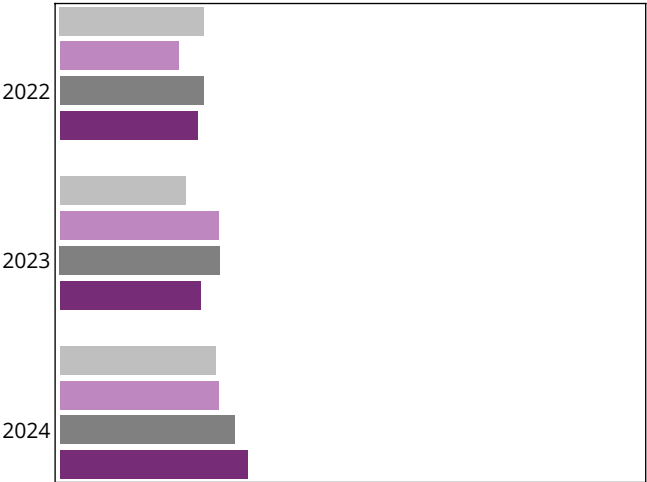
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 1	1,567	1,354	1,520
Week 2	1,250	1,733	1,528
Week 3	1,536	1,684	1,445
Week 4	1,461	1,443	1,564
Total	5,814	6,214	6,057

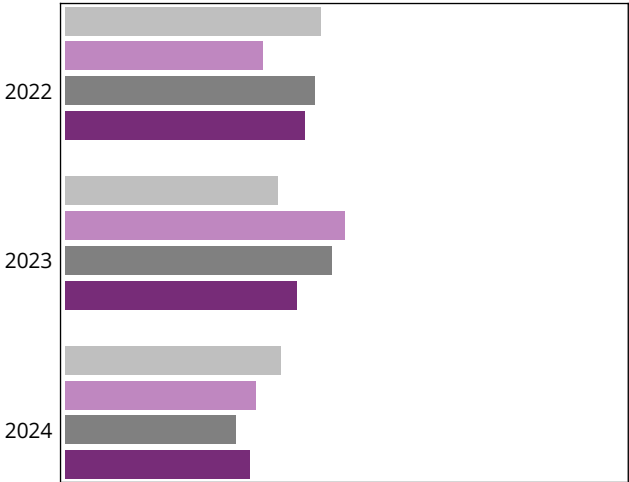
Value Sold (in millions of dollars)



	2022	2023	2024
Week 1	\$34,714	\$30,265	\$37,506
Week 2	\$28,609	\$38,240	\$38,188
Week 3	\$34,630	\$38,563	\$42,106
Week 4	\$33,187	\$33,884	\$45,238
Total	\$131,141	\$140,952	\$163,037

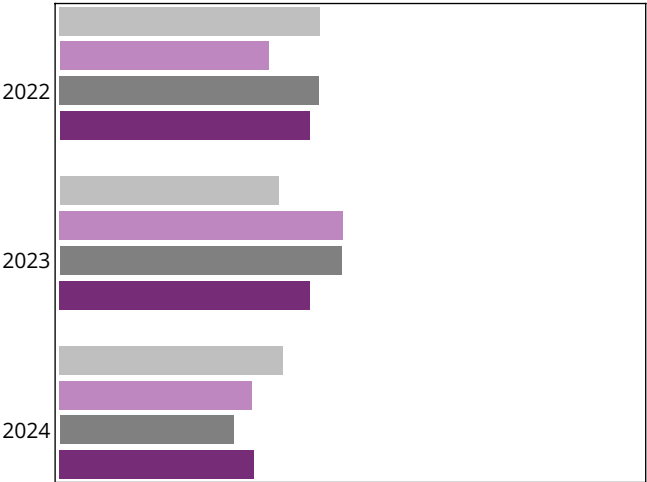
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 1	1,553	1,292	1,315
Week 2	1,202	1,700	1,162
Week 3	1,521	1,623	1,036
Week 4	1,457	1,407	1,123
Total	5,733	6,022	4,636

Value Sold (in millions of dollars)



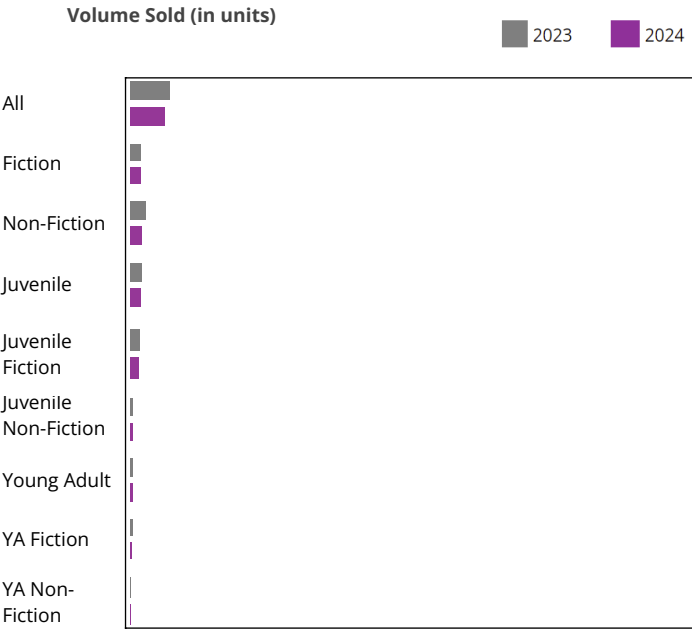
	2022	2023	2024
Week 1	\$34,458	\$28,952	\$29,578
Week 2	\$27,652	\$37,529	\$25,484
Week 3	\$34,326	\$37,310	\$22,973
Week 4	\$33,096	\$33,140	\$25,716
Total	\$129,532	\$136,931	\$103,751

Year-to-Date Comparisons

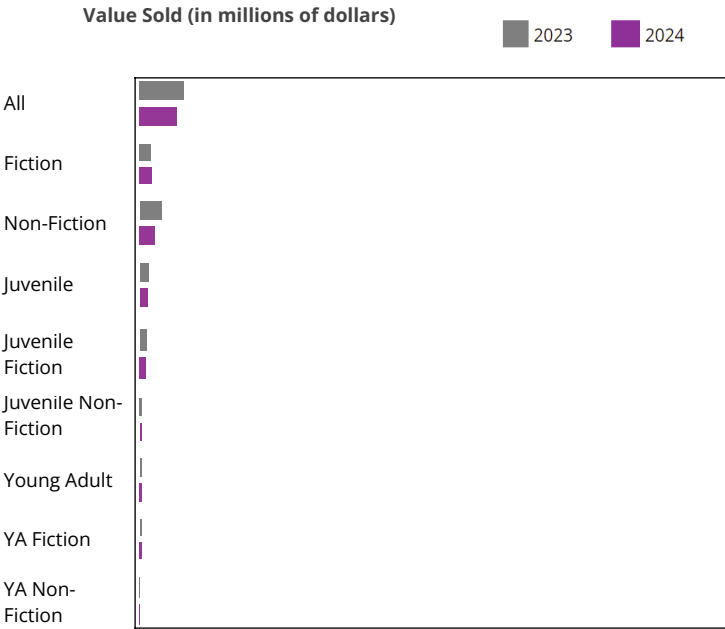
Week-ending dates:

	2023	2024
Week 4	2023-01-29	2024-01-28

All Market

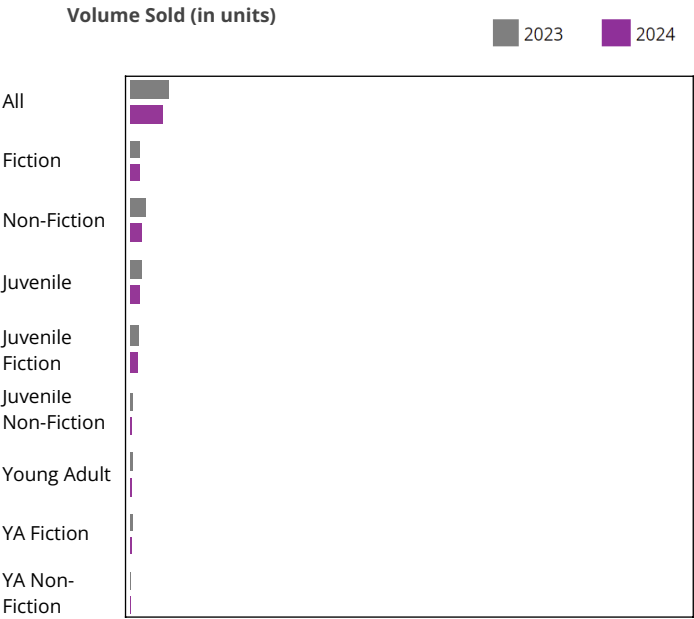


	2023	2024
All	3,701,607	3,186,697
Fiction	946,104	965,120
Non-Fiction	1,404,364	1,059,839
Juvenile	1,116,913	937,302
Juvenile Fiction	871,157	747,124
Juvenile Non-Fiction	245,756	190,178
Young Adult (YA)	192,946	189,609
YA Fiction	186,732	183,552
YA Non-Fiction	6,214	6,057

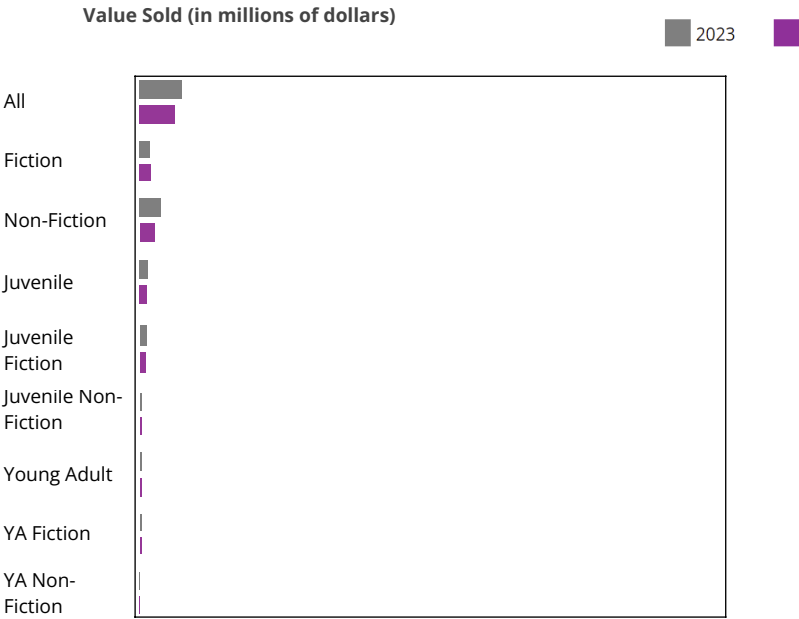


	2023	2024
All	\$87,250,756	\$73,899,700
Fiction	\$21,873,564	\$23,807,393
Non-Fiction	\$43,018,122	\$29,790,236
Juvenile	\$17,793,311	\$15,671,088
Juvenile Fiction	\$13,774,754	\$12,284,535
Juvenile Non-Fiction	\$4,018,556	\$3,386,553
Young Adult (YA)	\$3,949,121	\$4,129,093
YA Fiction	\$3,808,169	\$3,966,057
YA Non-Fiction	\$140,952	\$163,037

Ring Fence



	2023	2024
All	3,461,845	2,938,161
Fiction	849,700	869,292
Non-Fiction	1,373,509	1,030,981
Juvenile	1,010,300	826,795
Juvenile Fiction	781,328	666,330
Juvenile Non-Fiction	228,972	160,465
Young Adult (YA)	188,230	178,218
YA Fiction	182,208	173,582
YA Non-Fiction	6,022	4,636



	2023	2024
All	\$83,151,281	\$69,462,316
Fiction	\$20,299,555	\$22,129,193
Non-Fiction	\$42,039,739	\$28,996,085
Juvenile	\$16,360,399	\$14,010,131
Juvenile Fiction	\$12,590,060	\$11,187,391
Juvenile Non-Fiction	\$3,770,338	\$2,822,740
Young Adult (YA)	\$3,856,589	\$3,856,189
YA Fiction	\$3,719,659	\$3,752,438
YA Non-Fiction	\$136,931	\$103,751

Report Week Numbers

Week	2022	2023	2024
1	2022-01-09	2023-01-08	2024-01-07
2	2022-01-16	2023-01-15	2024-01-14
3	2022-01-23	2023-01-22	2024-01-21
4	2022-01-30	2023-01-29	2024-01-28
5	2022-02-06	2023-02-05	2024-02-04
6	2022-02-13	2023-02-12	2024-02-11
7	2022-02-20	2023-02-19	2024-02-18
8	2022-02-27	2023-02-26	2024-02-25
9	2022-03-06	2023-03-05	2024-03-03
10	2022-03-13	2023-03-12	2024-03-10
11	2022-03-20	2023-03-19	2024-03-17
12	2022-03-27	2023-03-26	2024-03-24
13	2022-04-03	2023-04-02	2024-03-31
14	2022-04-10	2023-04-09	2024-04-07
15	2022-04-17	2023-04-16	2024-04-14
16	2022-04-24	2023-04-23	2024-04-21
17	2022-05-01	2023-04-30	2024-04-28
18	2022-05-08	2023-05-07	2024-05-05
19	2022-05-15	2023-05-14	2024-05-12
20	2022-05-22	2023-05-21	2024-05-19
21	2022-05-29	2023-05-28	2024-05-26
22	2022-06-05	2023-06-04	2024-06-02
23	2022-06-12	2023-06-11	2024-06-09
24	2022-06-19	2023-06-18	2024-06-16
25	2022-06-26	2023-06-25	2024-06-23
26	2022-07-03	2023-07-02	2024-06-30
27	2022-07-10	2023-07-09	2024-07-07
28	2022-07-17	2023-07-16	2024-07-14
29	2022-07-24	2023-07-23	2024-07-21
30	2022-07-31	2023-07-30	2024-07-28
31	2022-08-07	2023-08-06	2024-08-04
32	2022-08-14	2023-08-13	2024-08-11
33	2022-08-21	2023-08-20	2024-08-18
34	2022-08-28	2023-08-27	2024-08-25
35	2022-09-04	2023-09-03	2024-09-01
36	2022-09-11	2023-09-10	2024-09-08
37	2022-09-18	2023-09-17	2024-09-15
38	2022-09-25	2023-09-24	2024-09-22
39	2022-10-02	2023-10-01	2024-09-29

Week	2022	2023	2024
40	2022-10-09	2023-10-08	2024-10-06
41	2022-10-16	2023-10-15	2024-10-13
42	2022-10-23	2023-10-22	2024-10-20
43	2022-10-30	2023-10-29	2024-10-27
44	2022-11-06	2023-11-05	2024-11-03
45	2022-11-13	2023-11-12	2024-11-10
46	2022-11-20	2023-11-19	2024-11-17
47	2022-11-27	2023-11-26	2024-11-24
48	2022-12-04	2023-12-03	2024-12-01
49	2022-12-11	2023-12-10	2024-12-08
50	2022-12-18	2023-12-17	2024-12-15
51	2022-12-25	2023-12-24	2024-12-22
52	2023-01-01	2023-12-31	2024-12-29
53	N/A	N/A	