

SalesData Market Report:

February, 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 March 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 2022.

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.

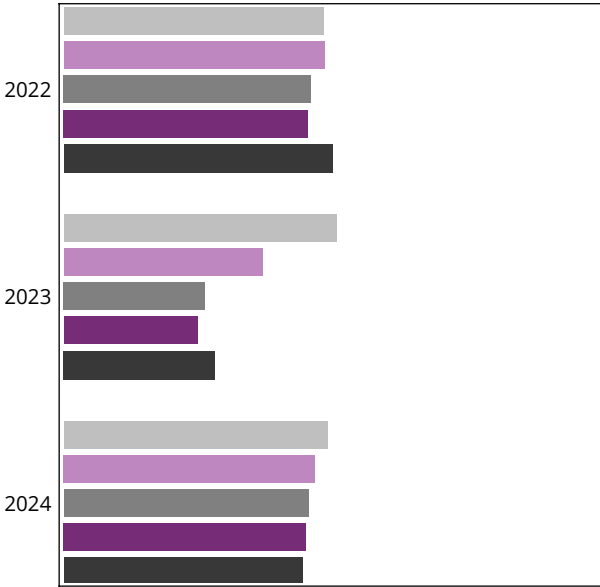
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 5	2022-02-06	2023-02-05	2024-02-04
Week 6	2022-02-13	2023-02-12	2024-02-11
Week 7	2022-02-20	2023-02-19	2024-02-18
Week 8	2022-02-27	2023-02-26	2024-02-25
Week 9	2022-03-06	2023-03-05	2024-03-03

Month-to-Month Comparisons

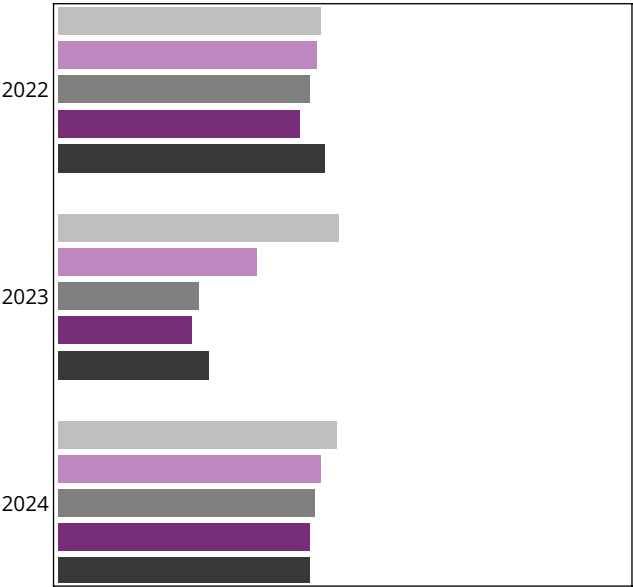
All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	839,325	881,978	852,312
Week 6	842,278	642,932	811,560
Week 7	799,000	456,536	791,222
Week 8	789,366	432,239	783,353
Week 9	867,819	489,253	772,075
Total	4,137,788	2,902,938	4,010,522

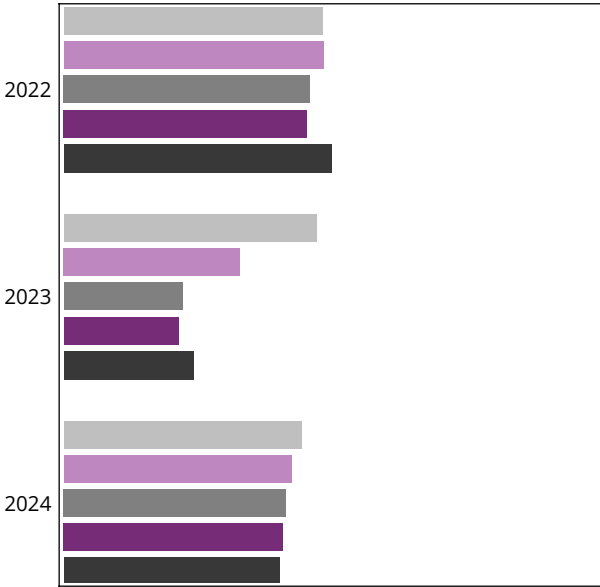
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$18,452,297	\$19,730,202	\$19,574,801
Week 6	\$18,180,020	\$13,959,181	\$18,425,555
Week 7	\$17,642,743	\$9,891,287	\$17,999,156
Week 8	\$17,002,049	\$9,405,390	\$17,687,206
Week 9	\$18,728,550	\$10,550,269	\$17,671,450
Total	\$90,005,659	\$63,536,329	\$91,358,167

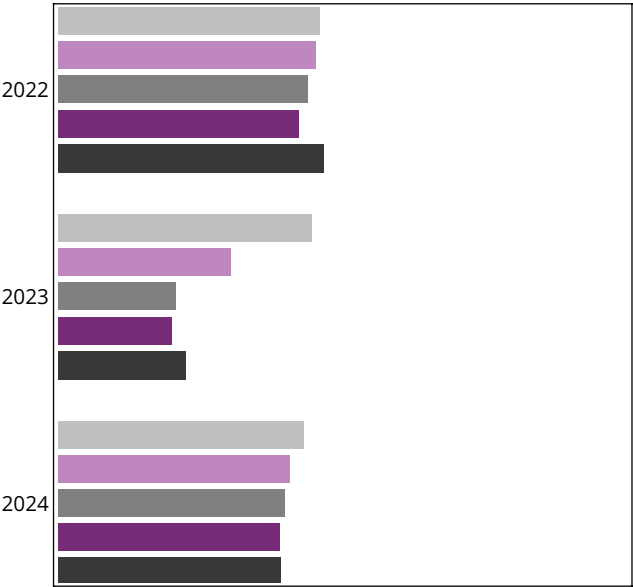
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	836,754	816,523	768,276
Week 6	839,221	568,908	735,612
Week 7	795,622	384,460	717,452
Week 8	785,744	370,795	708,045
Week 9	864,495	419,194	697,383
Total	4,121,836	2,559,880	3,626,768

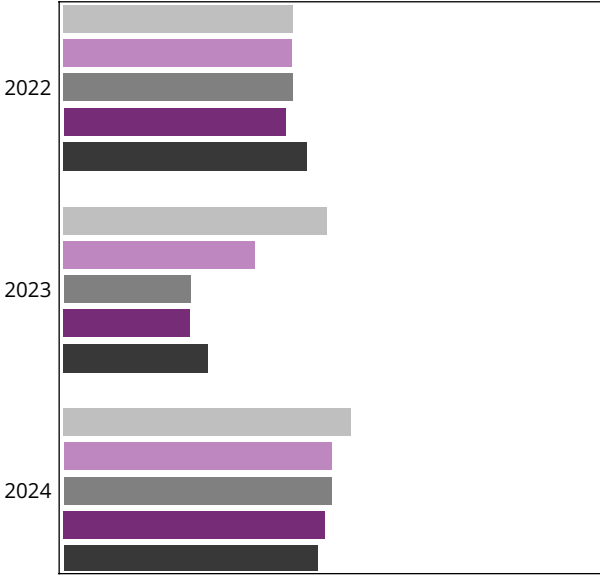
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$18,395,429	\$18,670,636	\$18,089,950
Week 6	\$18,116,093	\$12,762,187	\$17,065,885
Week 7	\$17,565,097	\$8,697,432	\$16,704,451
Week 8	\$16,924,926	\$8,401,178	\$16,339,624
Week 9	\$18,652,482	\$9,429,765	\$16,389,831
Total	\$89,654,026	\$57,961,197	\$84,589,741

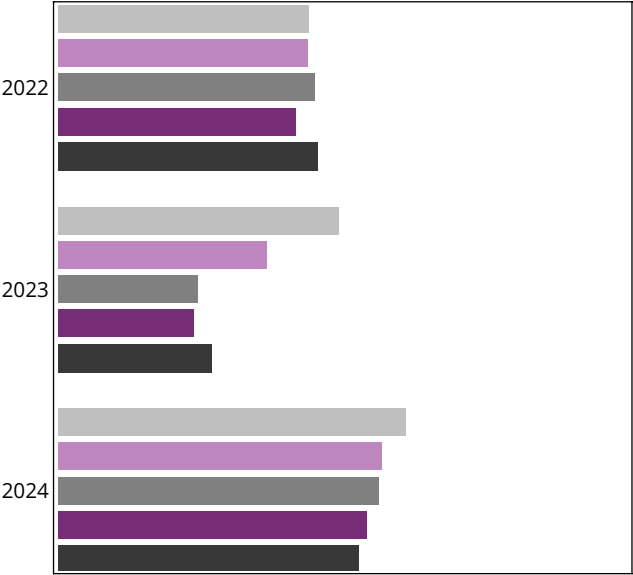
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	206,547	237,498	259,146
Week 6	205,686	172,288	241,638
Week 7	206,785	114,143	241,311
Week 8	200,126	113,706	235,346
Week 9	219,304	130,172	229,023
Total	1,038,448	767,807	1,206,464

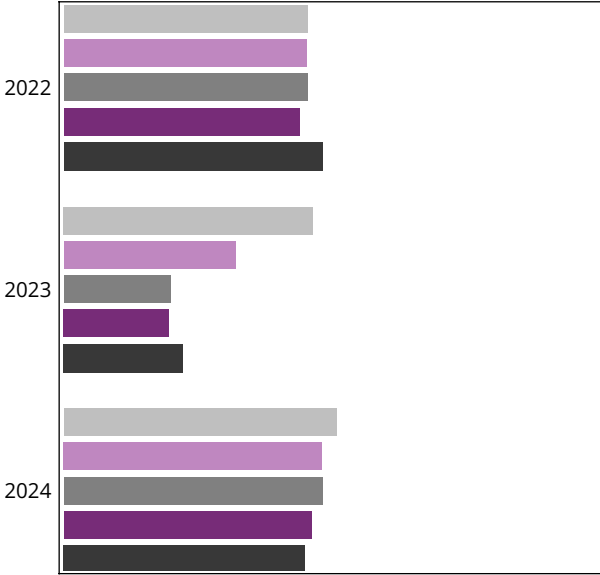
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$4,833,747	\$5,416,686	\$6,724,241
Week 6	\$4,818,928	\$4,029,637	\$6,258,877
Week 7	\$4,957,824	\$2,696,989	\$6,203,156
Week 8	\$4,588,994	\$2,627,176	\$5,971,291
Week 9	\$5,022,776	\$2,975,406	\$5,806,440
Total	\$24,222,269	\$17,745,894	\$30,964,005

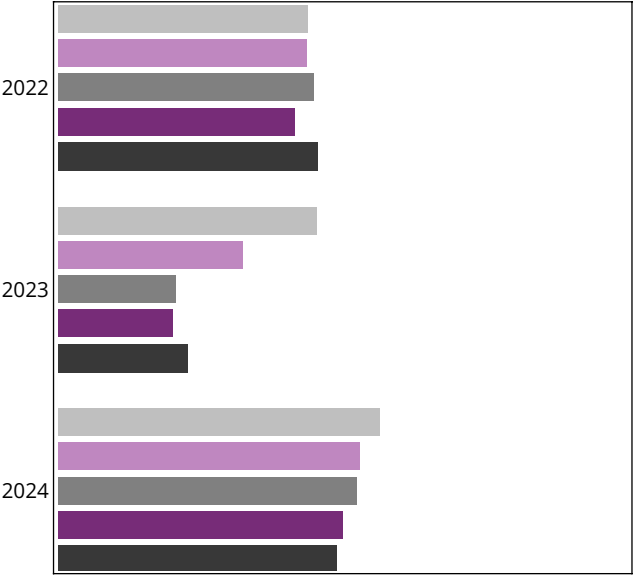
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	205,885	210,617	230,466
Week 6	205,151	145,245	218,282
Week 7	206,158	90,350	218,875
Week 8	199,379	88,953	209,526
Week 9	218,720	100,668	204,053
Total	1,035,293	635,833	1,081,202

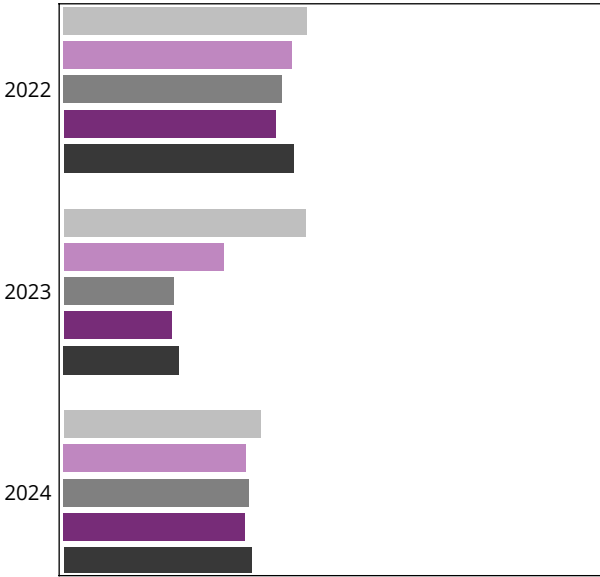
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$4,817,961	\$4,993,936	\$6,221,070
Week 6	\$4,805,841	\$3,565,954	\$5,818,648
Week 7	\$4,943,175	\$2,273,040	\$5,765,508
Week 8	\$4,571,314	\$2,215,598	\$5,499,749
Week 9	\$5,008,643	\$2,497,241	\$5,374,406
Total	\$24,146,934	\$15,545,769	\$28,679,380

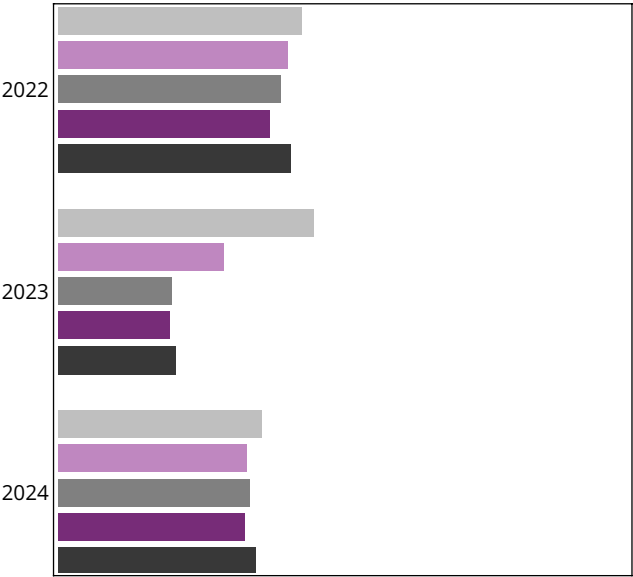
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	278,949	276,835	225,414
Week 6	261,743	183,282	208,835
Week 7	249,860	125,827	212,007
Week 8	242,763	123,283	207,846
Week 9	263,389	131,787	214,906
Total	1,296,704	841,014	1,069,008

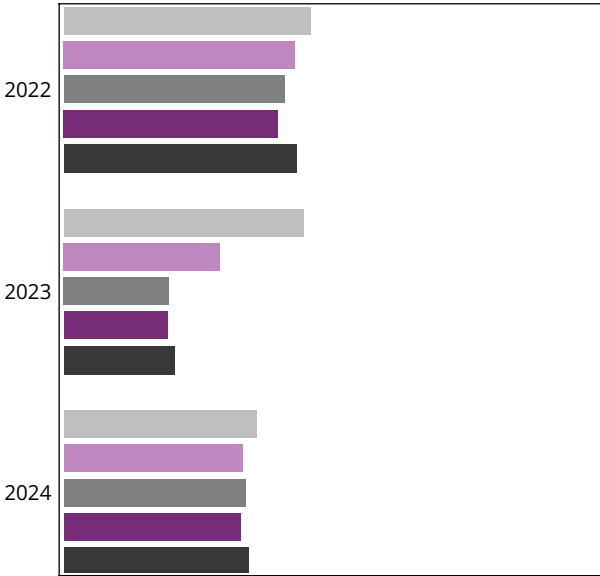
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$7,714,175	\$8,070,958	\$6,447,853
Week 6	\$7,251,280	\$5,235,924	\$5,973,853
Week 7	\$7,027,517	\$3,583,704	\$6,064,132
Week 8	\$6,690,433	\$3,517,237	\$5,895,383
Week 9	\$7,360,048	\$3,719,095	\$6,250,931
Total	\$36,043,453	\$24,126,919	\$30,632,152

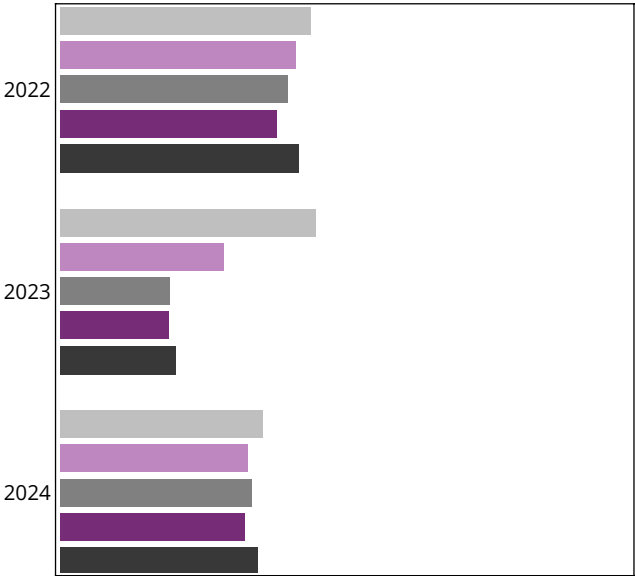
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	278,067	269,899	217,130
Week 6	260,751	176,189	201,398
Week 7	248,709	118,402	204,930
Week 8	241,579	116,996	199,422
Week 9	262,171	125,098	208,298
Total	1,291,277	806,584	1,031,178

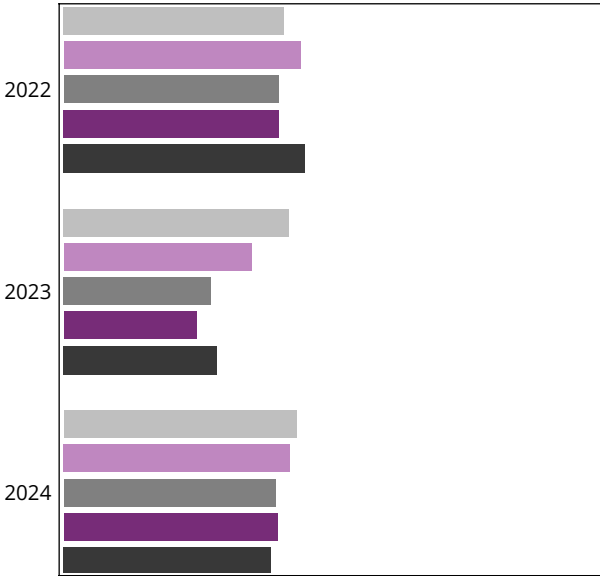
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$7,689,123	\$7,861,656	\$6,215,383
Week 6	\$7,224,887	\$5,032,970	\$5,772,318
Week 7	\$6,991,473	\$3,369,842	\$5,874,512
Week 8	\$6,657,265	\$3,341,725	\$5,659,295
Week 9	\$7,325,539	\$3,540,777	\$6,074,370
Total	\$35,888,288	\$23,146,969	\$29,595,876

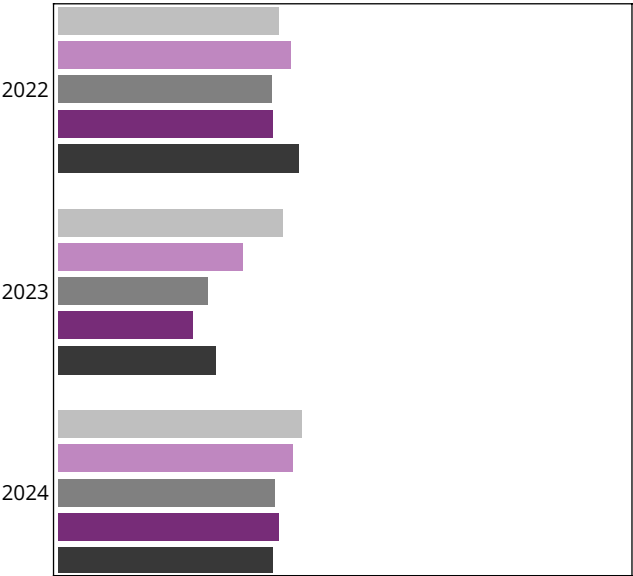
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	289,472	295,932	306,082
Week 6	311,494	247,135	297,586
Week 7	282,473	193,328	278,501
Week 8	283,184	174,175	281,253
Week 9	317,429	201,448	272,481
Total	1,484,052	1,112,018	1,435,903

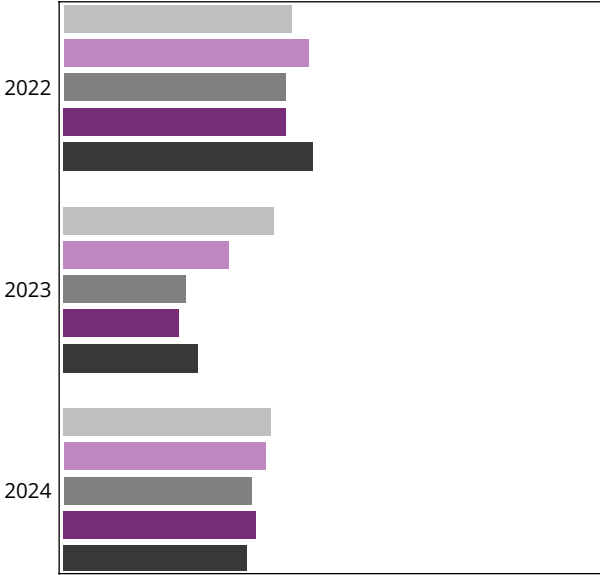
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$4,564,392	\$4,651,597	\$5,042,129
Week 6	\$4,817,315	\$3,827,913	\$4,856,190
Week 7	\$4,422,437	\$3,097,784	\$4,482,264
Week 8	\$4,449,364	\$2,798,248	\$4,577,551
Week 9	\$4,987,277	\$3,274,612	\$4,439,972
Total	\$23,240,786	\$17,650,154	\$23,398,106

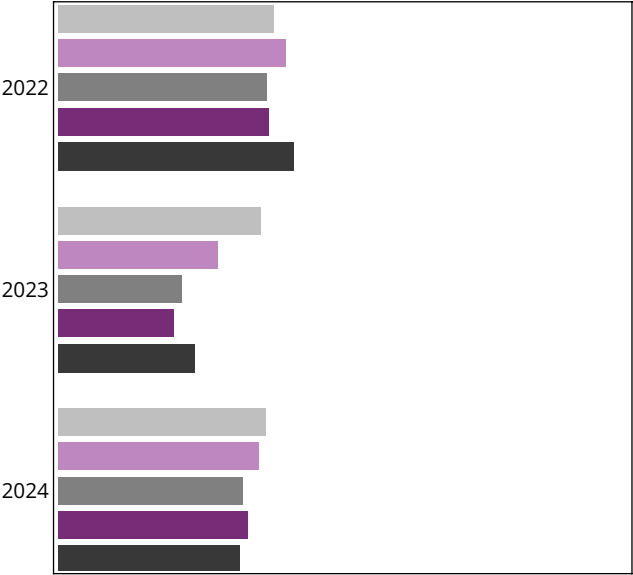
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	288,626	266,532	262,648
Week 6	310,189	209,775	255,973
Week 7	281,180	155,184	237,906
Week 8	281,907	146,353	243,581
Week 9	316,301	170,382	232,267
Total	1,478,203	948,226	1,232,375

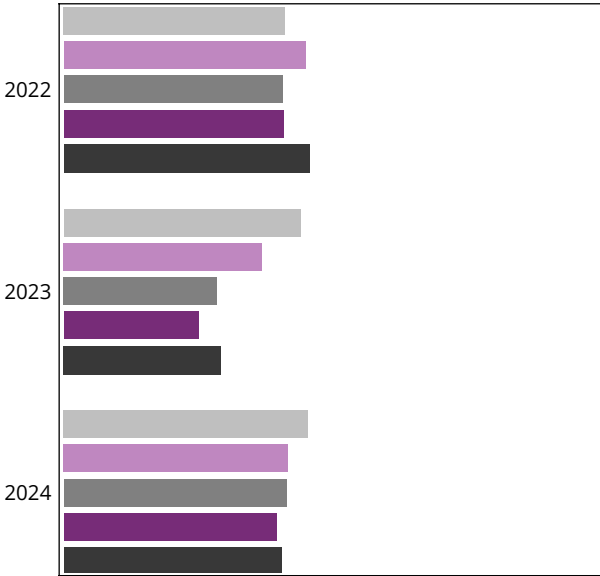
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$4,551,862	\$4,269,392	\$4,374,666
Week 6	\$4,796,753	\$3,353,211	\$4,217,463
Week 7	\$4,401,386	\$2,601,758	\$3,895,820
Week 8	\$4,430,957	\$2,434,829	\$4,005,126
Week 9	\$4,968,538	\$2,868,446	\$3,831,350
Total	\$23,149,496	\$15,527,635	\$20,324,425

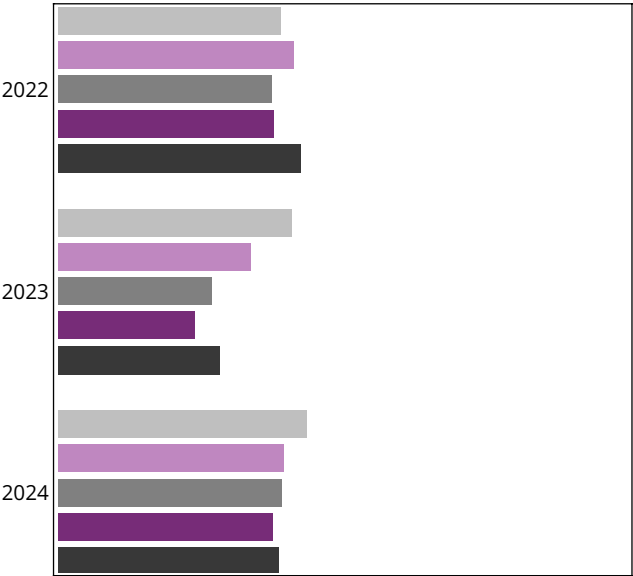
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	216,234	231,281	238,359
Week 6	236,145	193,571	219,239
Week 7	213,434	149,505	217,691
Week 8	214,419	131,716	208,034
Week 9	239,973	153,574	212,855
Total	1,120,205	859,647	1,096,178

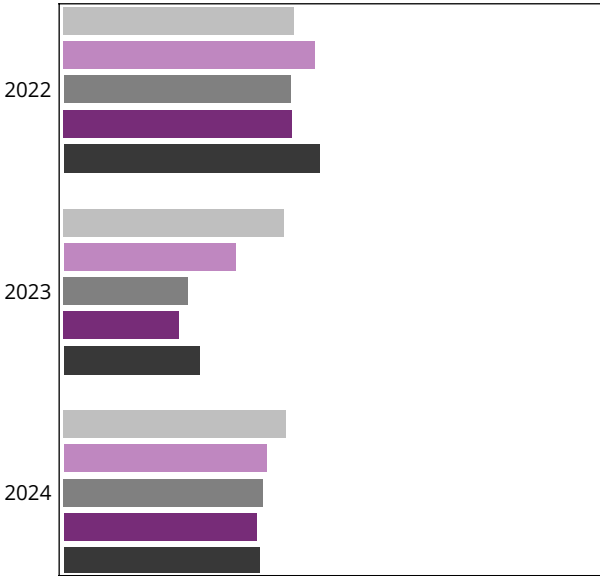
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$3,443,340	\$3,602,720	\$3,837,923
Week 6	\$3,646,337	\$2,971,056	\$3,491,934
Week 7	\$3,295,083	\$2,369,317	\$3,450,930
Week 8	\$3,335,200	\$2,116,116	\$3,310,377
Week 9	\$3,746,823	\$2,492,599	\$3,406,910
Total	\$17,466,783	\$13,551,808	\$17,498,074

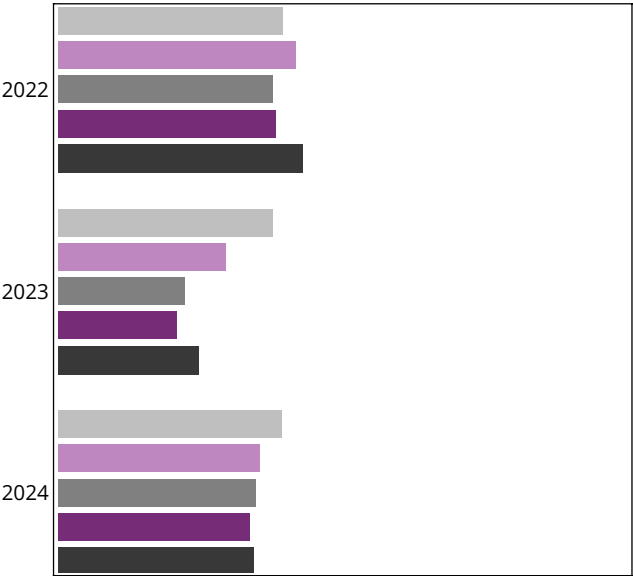
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	215,487	205,964	207,785
Week 6	235,139	160,725	189,485
Week 7	212,339	116,036	186,288
Week 8	213,428	107,650	180,527
Week 9	239,041	126,855	183,341
Total	1,115,434	717,230	947,426

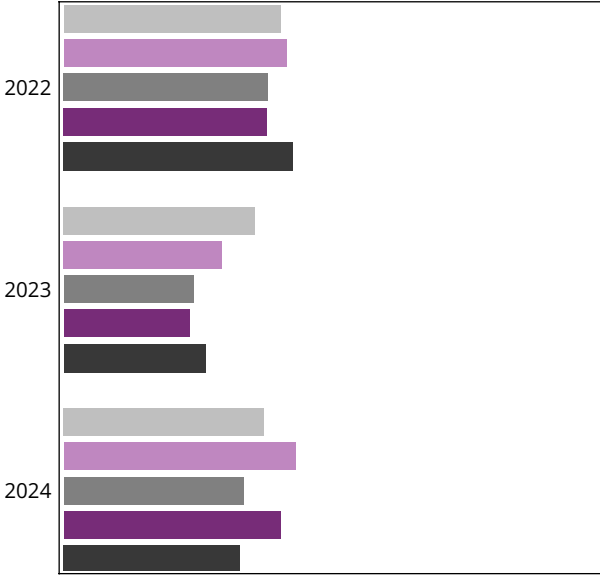
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$3,432,258	\$3,278,791	\$3,421,707
Week 6	\$3,630,489	\$2,559,218	\$3,083,817
Week 7	\$3,276,980	\$1,939,946	\$3,022,755
Week 8	\$3,320,847	\$1,805,057	\$2,923,512
Week 9	\$3,731,430	\$2,147,477	\$2,994,067
Total	\$17,392,004	\$11,730,488	\$15,445,858

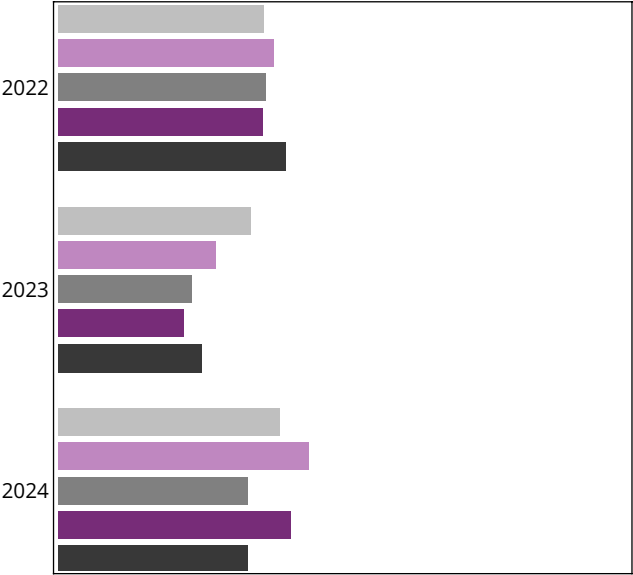
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	73,238	64,651	67,723
Week 6	75,349	53,564	78,347
Week 7	69,039	43,823	60,810
Week 8	68,765	42,459	73,219
Week 9	77,456	47,874	59,626
Total	363,847	252,371	339,725

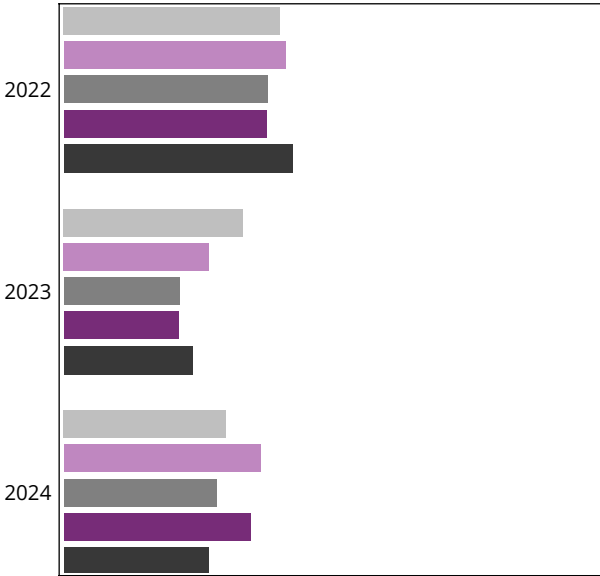
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$1,121,053	\$1,048,877	\$1,204,206
Week 6	\$1,170,978	\$856,857	\$1,364,256
Week 7	\$1,127,354	\$728,467	\$1,031,334
Week 8	\$1,114,164	\$682,132	\$1,267,174
Week 9	\$1,240,454	\$782,013	\$1,033,062
Total	\$5,774,003	\$4,098,345	\$5,900,032

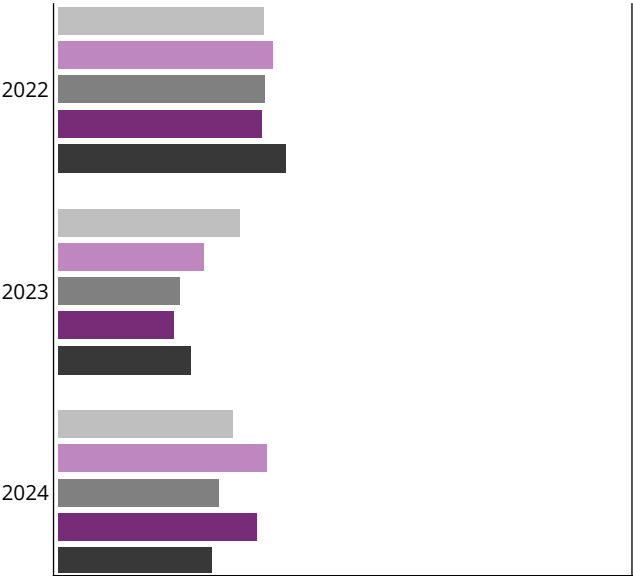
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	73,139	60,568	54,863
Week 6	75,050	49,050	66,488
Week 7	68,841	39,148	51,618
Week 8	68,479	38,703	63,054
Week 9	77,260	43,527	48,926
Total	362,769	230,996	284,949

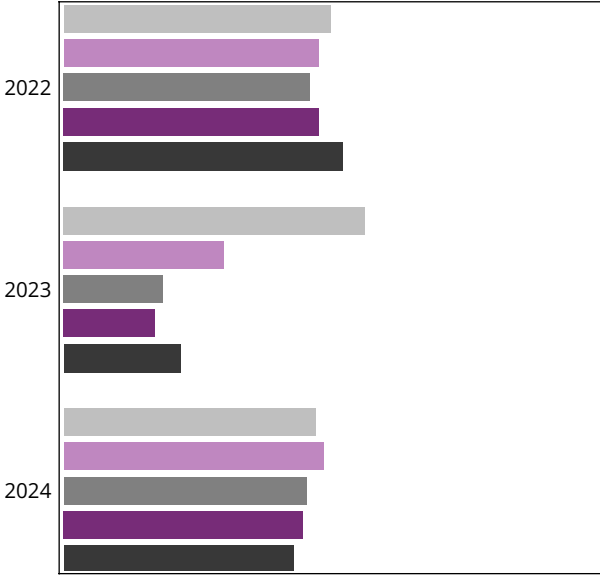
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$1,119,604	\$990,601	\$952,959
Week 6	\$1,166,264	\$793,993	\$1,133,646
Week 7	\$1,124,406	\$661,812	\$873,065
Week 8	\$1,110,110	\$629,772	\$1,081,613
Week 9	\$1,237,108	\$720,969	\$837,283
Total	\$5,757,493	\$3,797,147	\$4,878,567

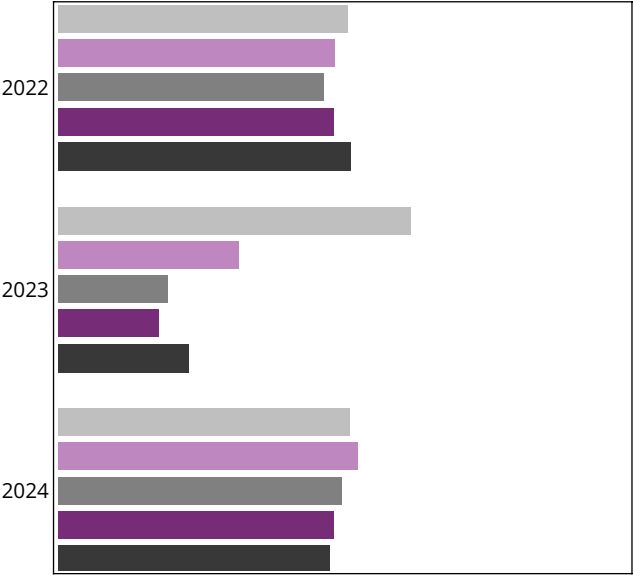
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	44,134	49,786	41,602
Week 6	42,134	26,500	42,927
Week 7	40,730	16,415	40,096
Week 8	42,155	15,107	39,534
Week 9	46,161	19,253	37,948
Total	215,314	127,061	202,107

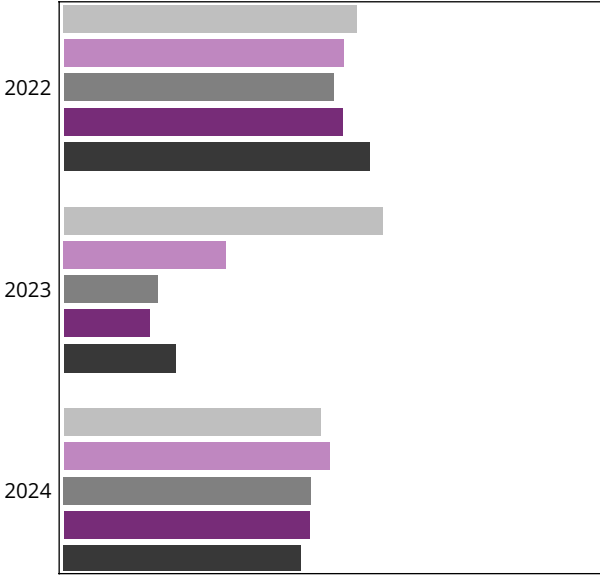
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$890,103	\$1,083,061	\$895,491
Week 6	\$851,121	\$554,709	\$920,193
Week 7	\$815,287	\$337,309	\$871,862
Week 8	\$845,829	\$307,654	\$845,776
Week 9	\$900,390	\$400,740	\$834,413
Total	\$4,302,730	\$2,683,473	\$4,367,735

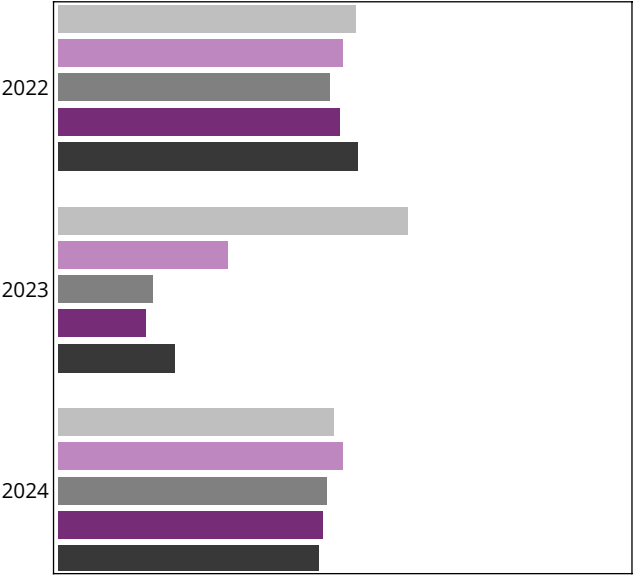
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	44,046	47,904	38,584
Week 6	42,009	24,354	39,949
Week 7	40,512	14,074	37,128
Week 8	41,869	12,885	36,928
Week 9	45,909	16,769	35,626
Total	214,345	115,986	188,215

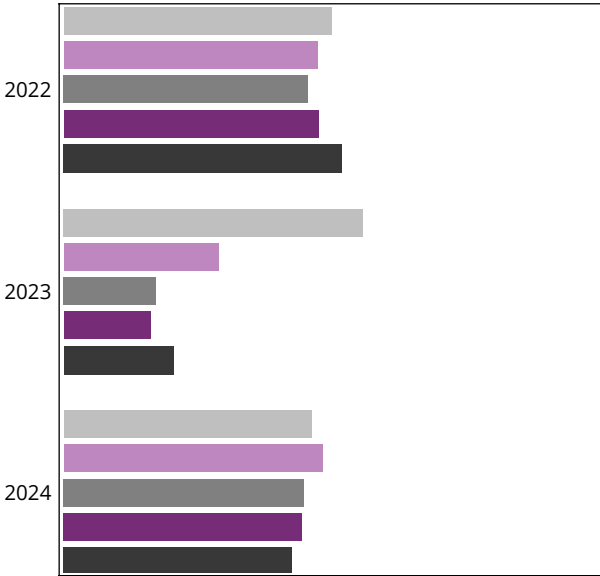
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$888,354	\$1,043,346	\$822,268
Week 6	\$848,563	\$505,149	\$849,286
Week 7	\$810,787	\$283,034	\$800,804
Week 8	\$839,785	\$260,172	\$789,240
Week 9	\$895,072	\$348,224	\$778,459
Total	\$4,282,561	\$2,439,924	\$4,040,057

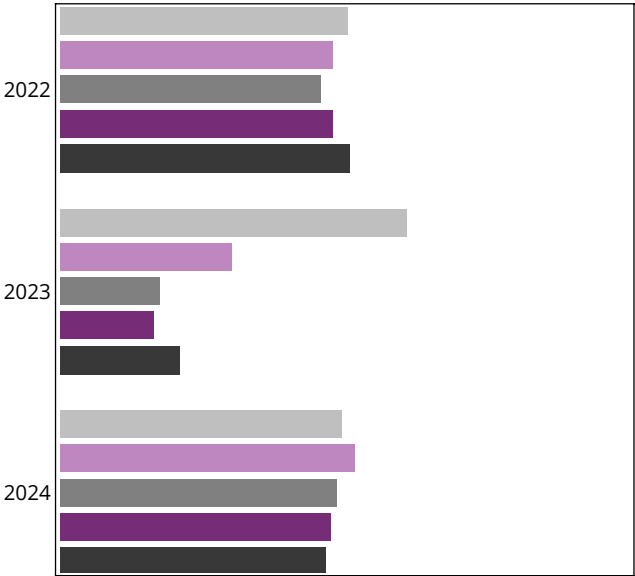
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	42,717	47,764	39,570
Week 6	40,495	24,734	41,326
Week 7	39,032	14,717	38,383
Week 8	40,703	13,868	38,019
Week 9	44,425	17,500	36,423
Total	207,372	118,583	193,721

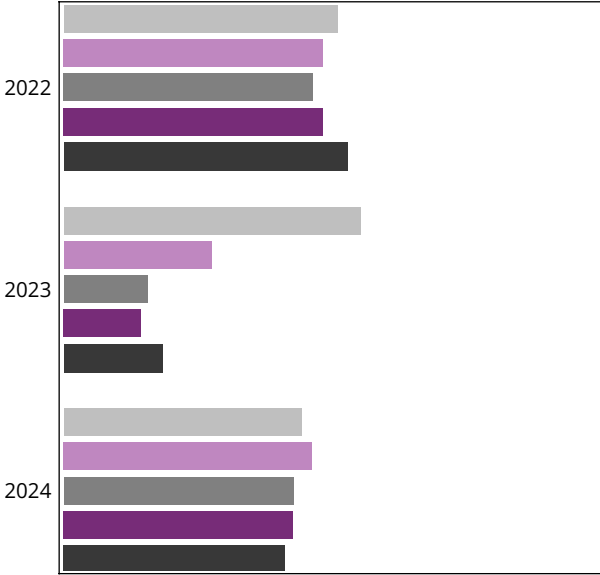
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$858,662	\$1,035,546	\$840,473
Week 6	\$814,965	\$510,980	\$878,353
Week 7	\$778,077	\$295,940	\$825,640
Week 8	\$813,277	\$277,938	\$807,263
Week 9	\$863,679	\$357,354	\$792,056
Total	\$4,128,660	\$2,477,758	\$4,143,784

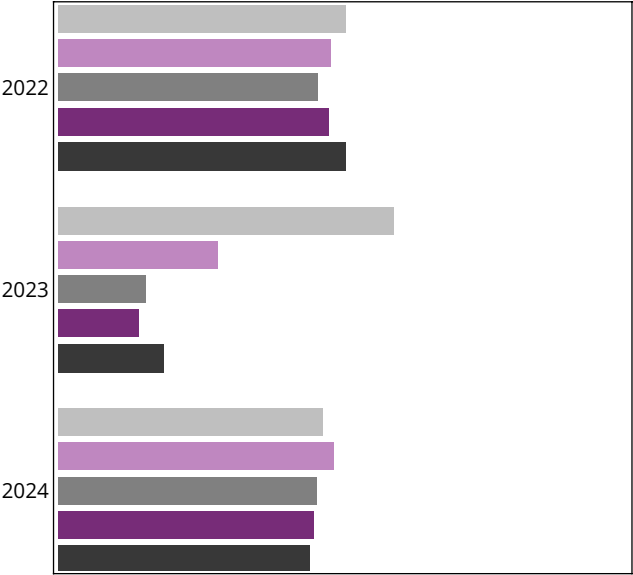
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	42,645	46,227	37,062
Week 6	40,384	23,053	38,727
Week 7	38,885	13,052	35,796
Week 8	40,431	12,026	35,767
Week 9	44,242	15,377	34,489
Total	206,587	109,735	181,841

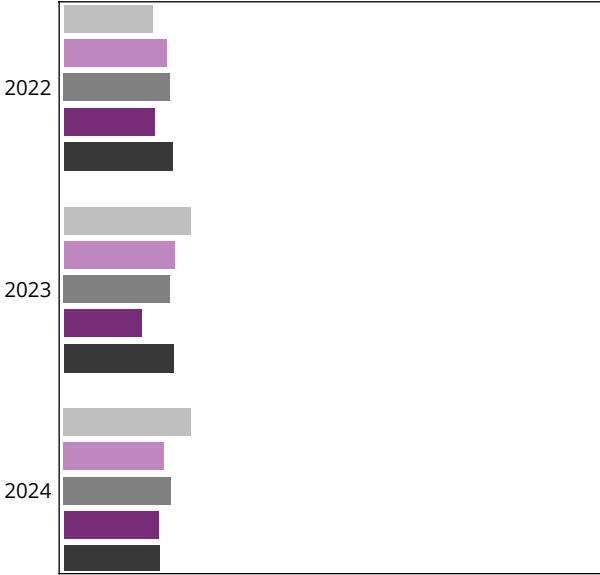
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$857,217	\$1,003,112	\$788,857
Week 6	\$812,696	\$474,911	\$823,522
Week 7	\$775,212	\$260,474	\$770,880
Week 8	\$807,518	\$241,266	\$761,631
Week 9	\$859,812	\$315,051	\$752,408
Total	\$4,112,456	\$2,294,815	\$3,897,297

Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 5	1,417	2,022	2,032
Week 6	1,639	1,766	1,601
Week 7	1,698	1,698	1,713
Week 8	1,452	1,239	1,515
Week 9	1,736	1,753	1,525
Total	7,942	8,478	8,386

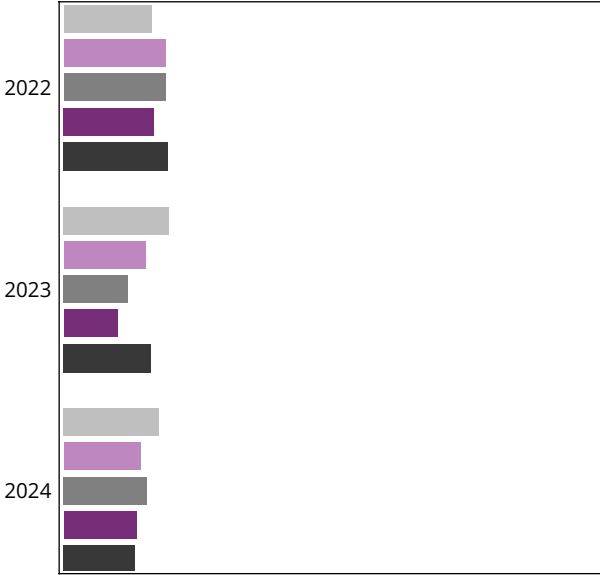
Value Sold (in millions of dollars)



	2022	2023	2024
Week 5	\$31,441	\$47,515	\$55,018
Week 6	\$36,155	\$43,729	\$41,840
Week 7	\$37,210	\$41,369	\$46,223
Week 8	\$32,552	\$29,716	\$38,514
Week 9	\$36,711	\$43,386	\$42,356
Total	\$174,070	\$205,716	\$223,951

Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 5	1,401	1,677	1,522
Week 6	1,625	1,301	1,222
Week 7	1,627	1,022	1,332
Week 8	1,438	859	1,161
Week 9	1,667	1,392	1,137
Total	7,758	6,251	6,374

Value Sold (in millions of dollars)



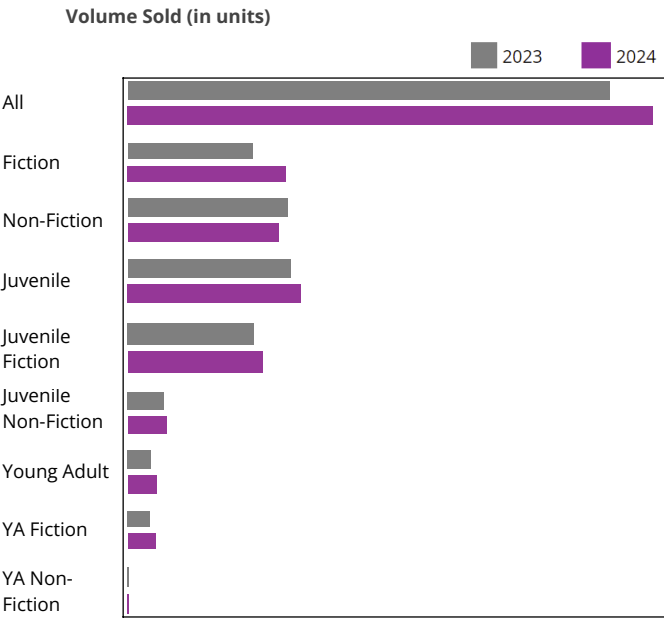
	2022	2023	2024
Week 5	\$31,137	\$40,234	\$33,411
Week 6	\$35,867	\$30,238	\$25,764
Week 7	\$35,575	\$22,560	\$29,924
Week 8	\$32,267	\$18,905	\$27,609
Week 9	\$35,260	\$33,173	\$26,052
Total	\$170,105	\$145,110	\$142,760

Year-to-Date Comparisons

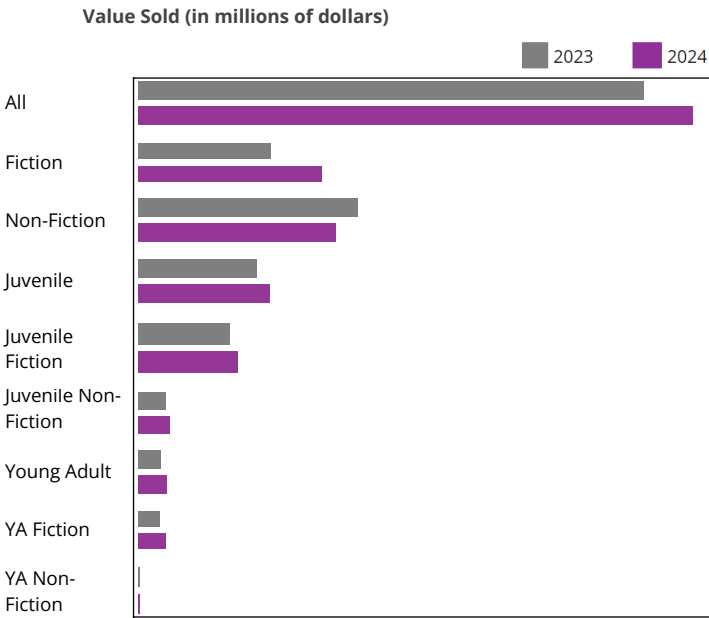
Week-ending dates:

	2023	2024
Week 9	2023-03-0	2024-03-03

All Market

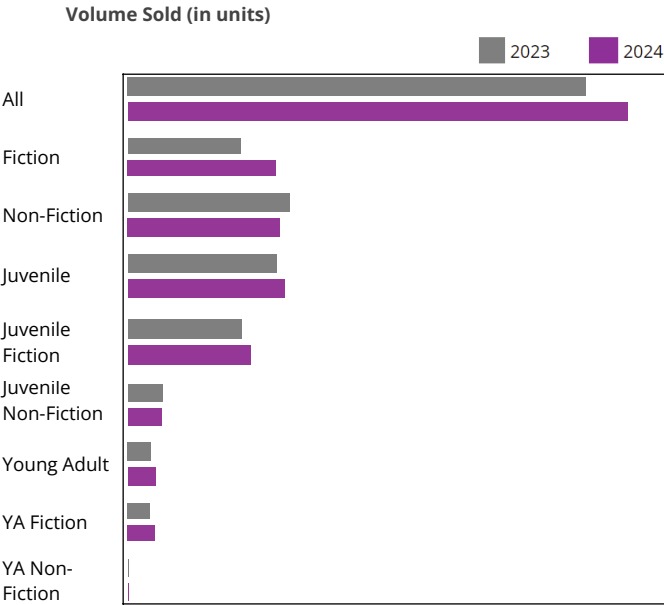


	2023	2024
All	6,606,903	7,203,249
Fiction	1,714,004	2,172,118
Non-Fiction	2,193,643	2,066,227
Juvenile	2,228,795	2,375,319
Juvenile Fiction	1,730,701	1,845,796
Juvenile Non-Fiction	498,094	529,523
Young Adult (YA)	319,827	391,499
YA Fiction	305,119	377,031
YA Non-Fiction	14,708	14,468

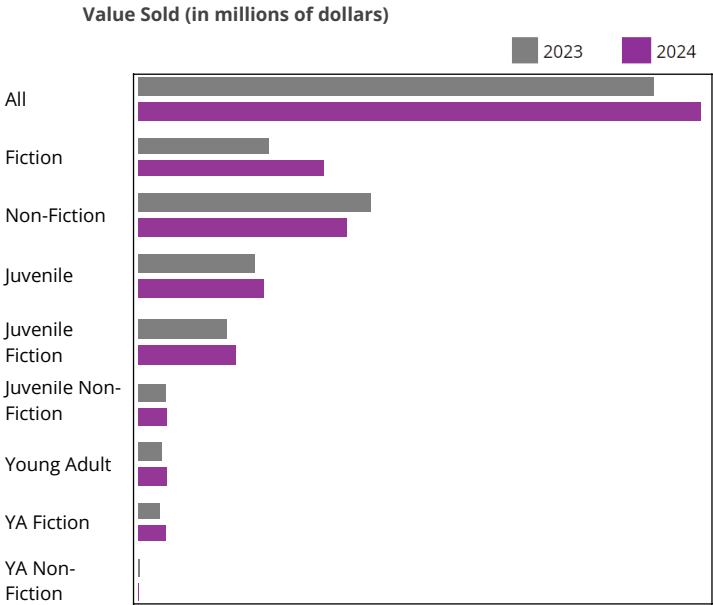


	2023	2024
All	\$151,035,597	\$165,490,183
Fiction	\$39,639,614	\$54,825,622
Non-Fiction	\$65,691,805	\$58,963,193
Juvenile	\$35,487,061	\$39,142,945
Juvenile Fiction	\$27,351,104	\$29,845,636
Juvenile Non-Fiction	\$8,135,957	\$9,297,309
Young Adult (YA)	\$6,642,649	\$8,496,954
YA Fiction	\$6,295,532	\$8,109,577
YA Non-Fiction	\$347,117	\$387,378

Ring Fence



	2023	2024
All	6,023,961	6,570,351
Fiction	1,485,626	1,951,033
Non-Fiction	2,128,709	2,000,299
Juvenile	1,958,296	2,060,089
Juvenile Fiction	1,498,542	1,615,039
Juvenile Non-Fiction	459,754	445,050
Young Adult (YA)	304,038	366,200
YA Fiction	291,750	355,189
YA Non-Fiction	12,288	11,011



	2023	2024
All	\$141,349,779	\$154,270,086
Fiction	\$35,863,294	\$50,861,062
Non-Fiction	\$63,737,914	\$57,147,955
Juvenile	\$31,925,202	\$34,383,119
Juvenile Fiction	\$24,341,975	\$26,677,431
Juvenile Non-Fiction	\$7,583,227	\$7,705,687
Young Adult (YA)	\$6,306,468	\$7,895,730
YA Fiction	\$6,024,025	\$7,649,372
YA Non-Fiction	\$282,443	\$246,358

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	