

SalesData Market Report: March, 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.

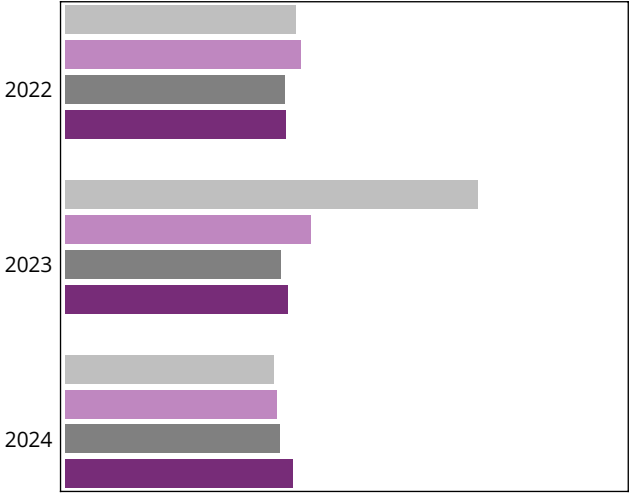
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 10	2022-03-13	2023-03-12	2024-03-10
Week 11	2022-03-20	2023-03-19	2024-03-17
Week 12	2022-03-27	2023-03-26	2024-03-24
Week 13	2022-04-03	2023-04-02	2024-03-31

Month-to-Month Comparisons

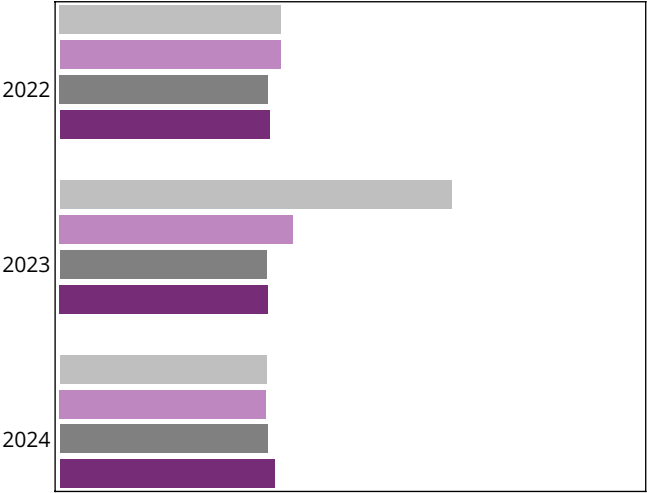
All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	906,553	1,623,849	820,281
Week 11	926,692	968,182	834,992
Week 12	865,612	847,220	844,836
Week 13	870,411	874,909	897,374
Total	3,569,268	4,314,160	3,397,483

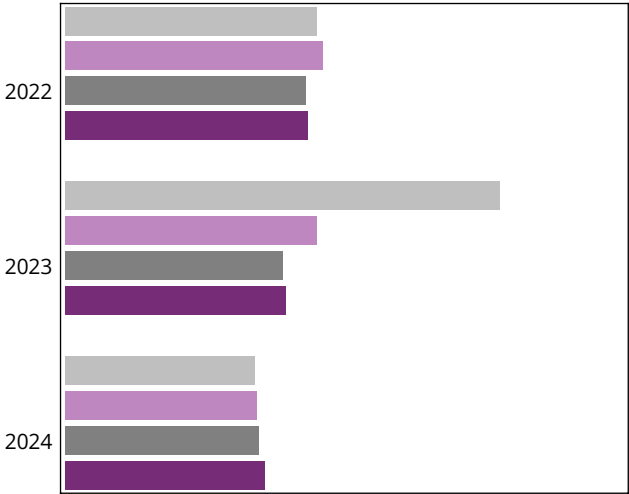
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$19,775,274	\$35,057,356	\$18,479,519
Week 11	\$19,733,546	\$20,865,146	\$18,443,804
Week 12	\$18,619,531	\$18,493,511	\$18,603,701
Week 13	\$18,762,837	\$18,637,424	\$19,231,683
Total	\$76,891,189	\$93,053,438	\$74,758,707

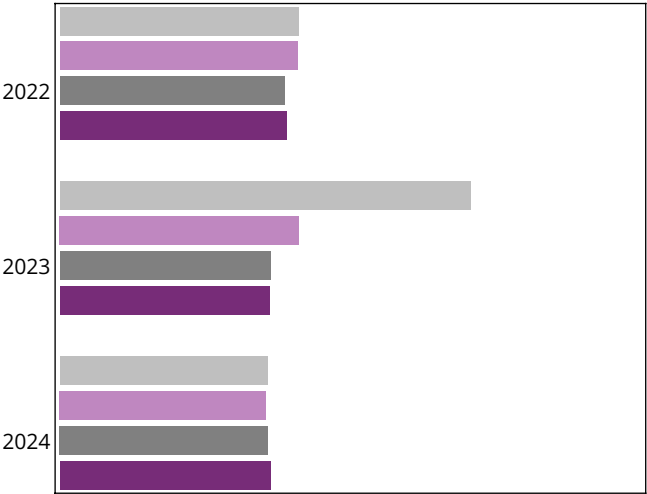
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	902,391	1,556,386	744,848
Week 11	922,038	900,494	755,557
Week 12	861,725	778,085	762,498
Week 13	867,369	789,986	784,592
Total	3,553,523	4,024,951	3,047,495

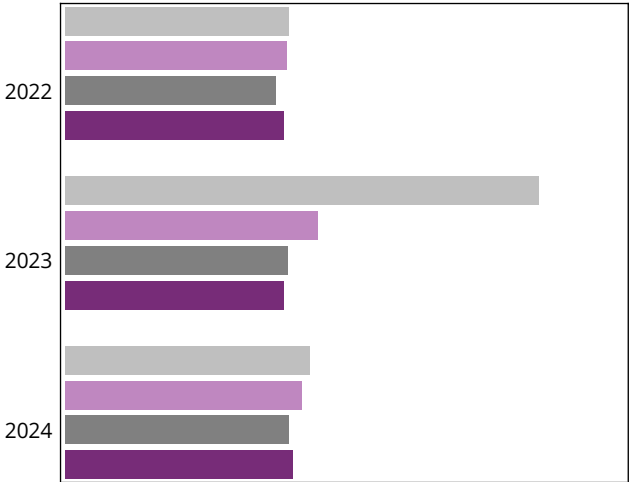
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$19,689,163	\$33,925,904	\$17,134,434
Week 11	\$19,640,651	\$19,743,519	\$17,015,612
Week 12	\$18,531,254	\$17,379,265	\$17,181,080
Week 13	\$18,699,808	\$17,310,142	\$17,385,635
Total	\$76,560,876	\$88,358,830	\$68,716,761

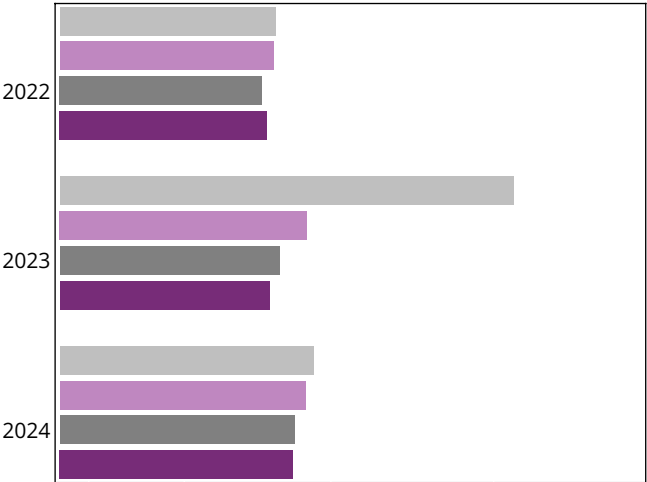
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	224,413	474,620	244,748
Week 11	222,028	253,548	236,876
Week 12	211,549	223,531	224,438
Week 13	218,811	218,952	228,263
Total	876,801	1,170,651	934,325

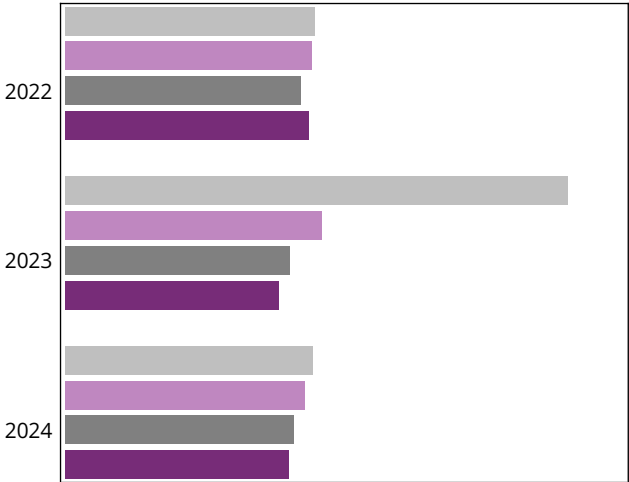
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$5,273,852	\$11,078,919	\$6,199,292
Week 11	\$5,213,667	\$6,035,465	\$6,004,694
Week 12	\$4,943,913	\$5,373,116	\$5,731,973
Week 13	\$5,059,959	\$5,128,188	\$5,697,848
Total	\$20,491,391	\$27,615,687	\$23,633,806

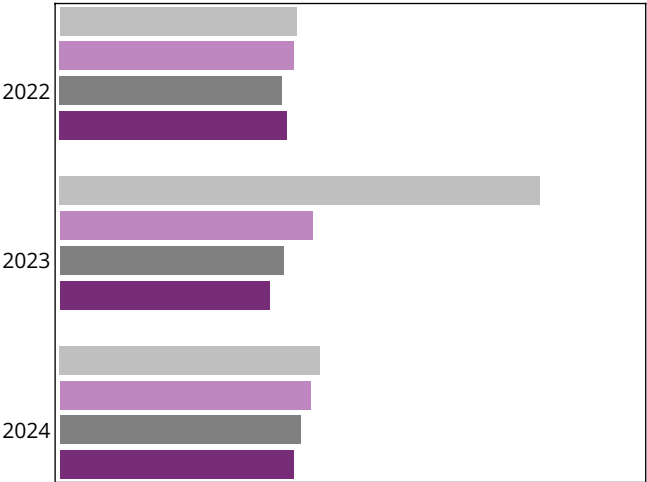
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	223,664	450,085	222,041
Week 11	221,179	229,958	214,444
Week 12	210,882	201,056	205,044
Week 13	218,181	190,781	200,181
Total	873,906	1,071,880	841,710

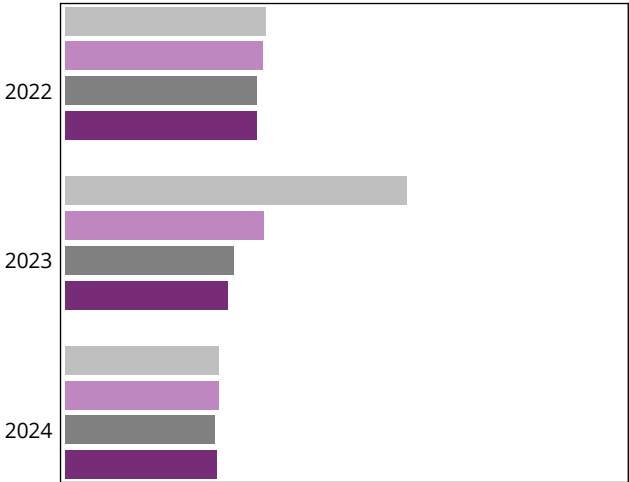
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$5,257,396	\$10,655,340	\$5,771,383
Week 11	\$5,195,171	\$5,603,927	\$5,564,578
Week 12	\$4,928,758	\$4,957,678	\$5,346,613
Week 13	\$5,045,784	\$4,654,804	\$5,186,480
Total	\$20,427,109	\$25,871,750	\$21,869,053

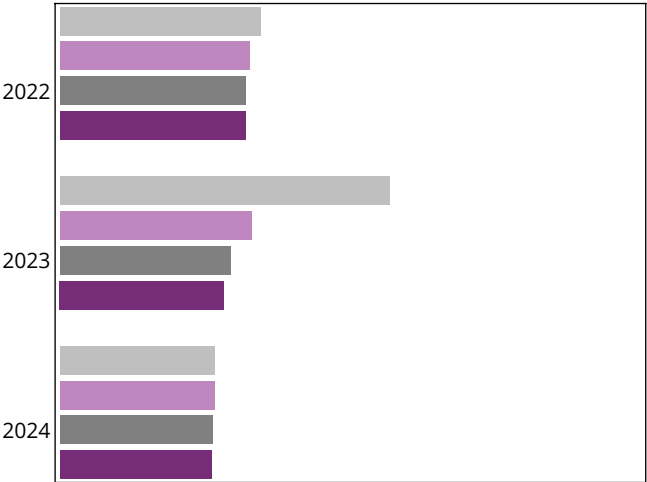
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	280,444	476,753	214,343
Week 11	275,582	277,016	215,024
Week 12	267,603	235,536	209,398
Week 13	266,954	227,157	211,730
Total	1,090,583	1,216,462	850,495

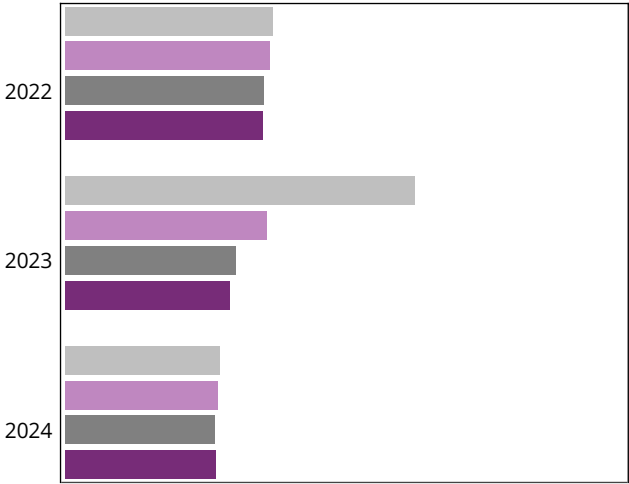
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$7,931,675	\$13,040,478	\$6,127,636
Week 11	\$7,504,827	\$7,594,610	\$6,121,220
Week 12	\$7,356,960	\$6,741,730	\$6,036,785
Week 13	\$7,342,446	\$6,491,244	\$6,010,536
Total	\$30,135,908	\$33,868,063	\$24,296,178

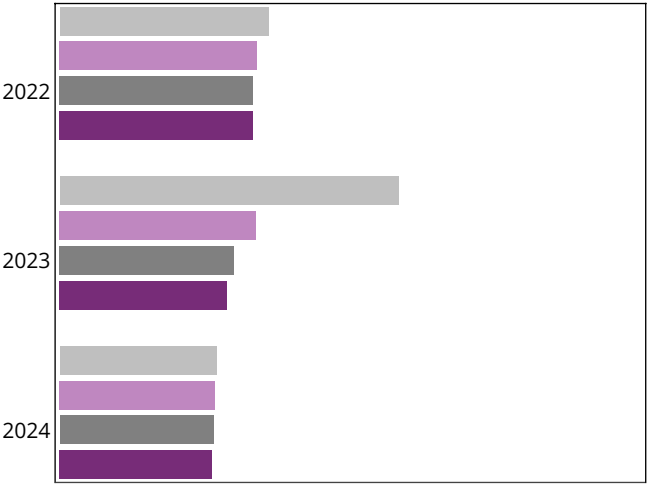
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	279,207	469,521	207,324
Week 11	274,115	270,694	205,381
Week 12	266,132	229,608	201,485
Week 13	265,815	221,279	201,946
Total	1,085,269	1,191,102	816,136

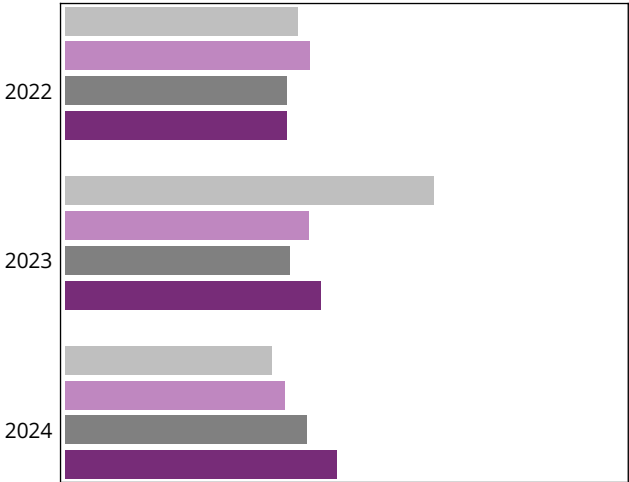
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$7,899,034	\$12,829,209	\$5,940,404
Week 11	\$7,467,703	\$7,428,456	\$5,869,292
Week 12	\$7,313,731	\$6,592,359	\$5,817,656
Week 13	\$7,312,511	\$6,332,953	\$5,755,231
Total	\$29,992,978	\$33,182,976	\$23,382,583

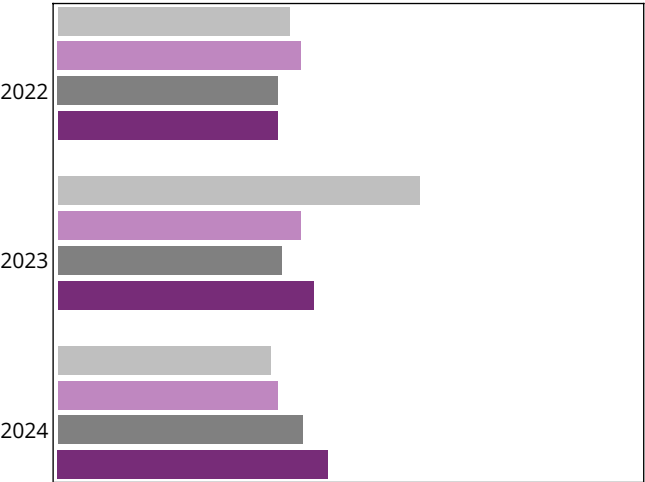
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	340,804	541,359	303,999
Week 11	359,288	356,901	322,736
Week 12	325,044	330,212	355,200
Week 13	325,817	375,092	398,066
Total	1,350,953	1,603,564	1,380,001

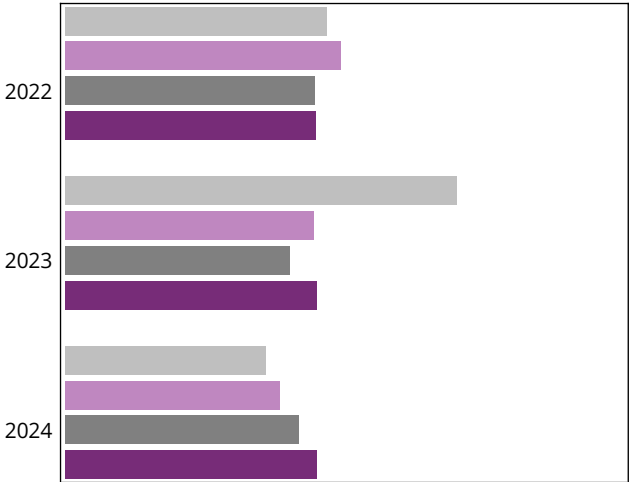
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$5,374,818	\$8,407,837	\$4,938,197
Week 11	\$5,649,540	\$5,634,175	\$5,097,404
Week 12	\$5,110,360	\$5,188,559	\$5,681,733
Week 13	\$5,100,219	\$5,946,127	\$6,278,045
Total	\$21,234,938	\$25,176,698	\$21,995,380

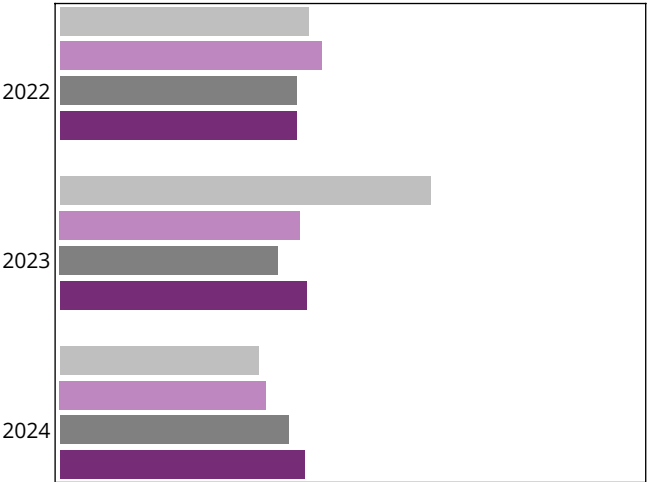
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	339,239	508,717	260,844
Week 11	357,519	322,110	278,770
Week 12	323,683	291,925	302,955
Week 13	324,825	326,794	326,407
Total	1,345,266	1,449,546	1,168,976

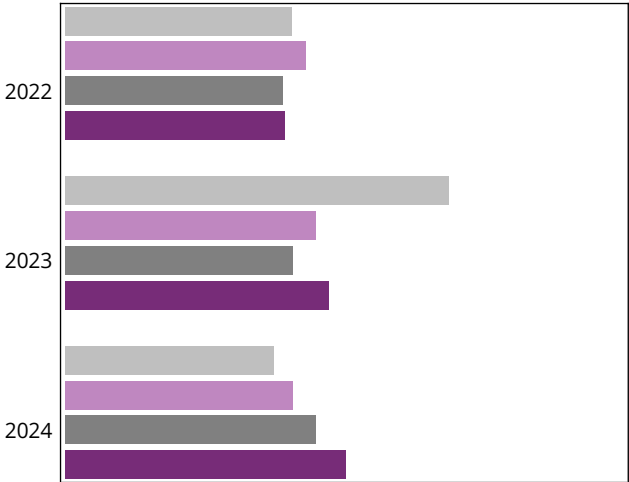
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$5,349,558	\$7,972,158	\$4,267,987
Week 11	\$5,624,464	\$5,169,278	\$4,435,890
Week 12	\$5,088,187	\$4,688,975	\$4,920,606
Week 13	\$5,086,704	\$5,299,260	\$5,261,063
Total	\$21,148,913	\$23,129,671	\$18,885,545

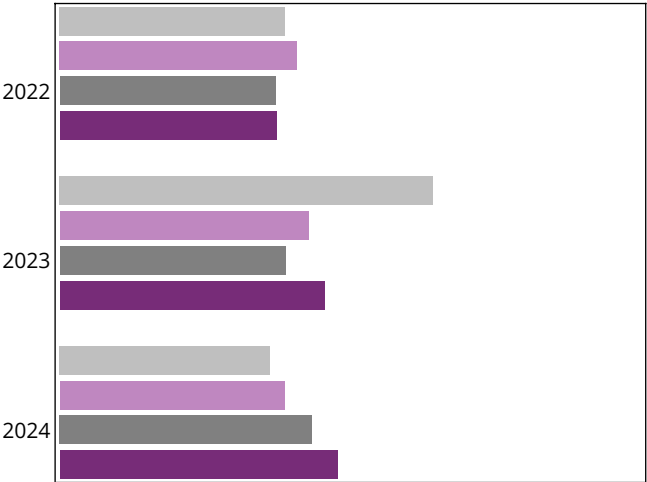
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	255,625	432,850	235,439
Week 11	271,526	282,363	256,585
Week 12	245,659	256,845	282,328
Week 13	247,560	297,080	316,126
Total	1,020,370	1,269,138	1,090,478

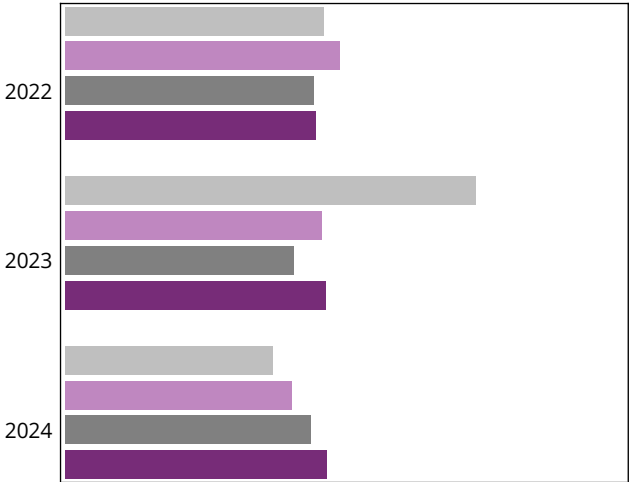
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$3,988,333	\$6,610,578	\$3,727,911
Week 11	\$4,206,370	\$4,405,508	\$3,981,509
Week 12	\$3,823,920	\$4,003,861	\$4,469,227
Week 13	\$3,841,108	\$4,692,126	\$4,924,530
Total	\$15,859,731	\$19,712,072	\$17,103,177

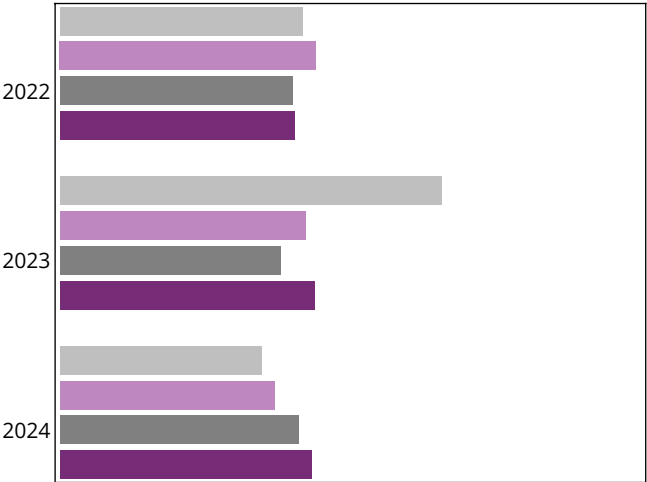
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	254,320	404,855	204,753
Week 11	270,233	253,050	222,838
Week 12	244,645	225,512	242,084
Week 13	246,867	256,681	257,469
Total	1,016,065	1,140,098	927,144

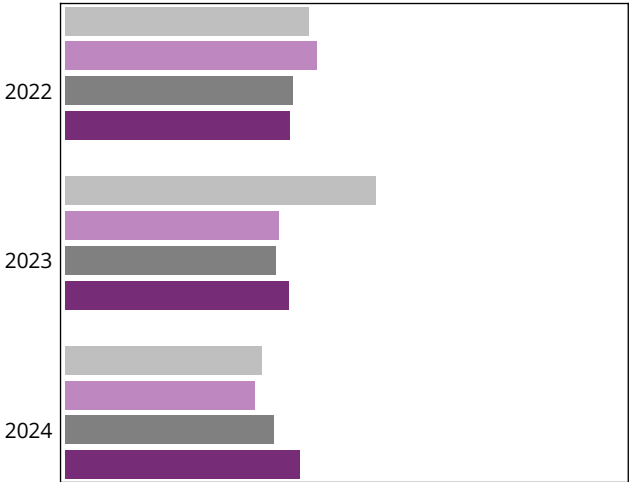
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$3,967,082	\$6,240,930	\$3,300,659
Week 11	\$4,187,446	\$4,019,178	\$3,503,979
Week 12	\$3,807,964	\$3,601,974	\$3,901,637
Week 13	\$3,831,559	\$4,158,352	\$4,112,255
Total	\$15,794,051	\$18,020,434	\$14,818,530

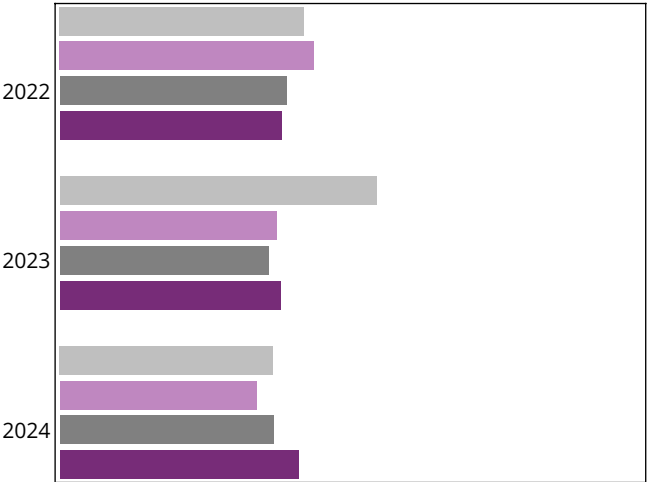
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	85,179	108,509	68,560
Week 11	87,762	74,538	66,151
Week 12	79,385	73,367	72,872
Week 13	78,257	78,012	81,940
Total	330,583	334,426	289,523

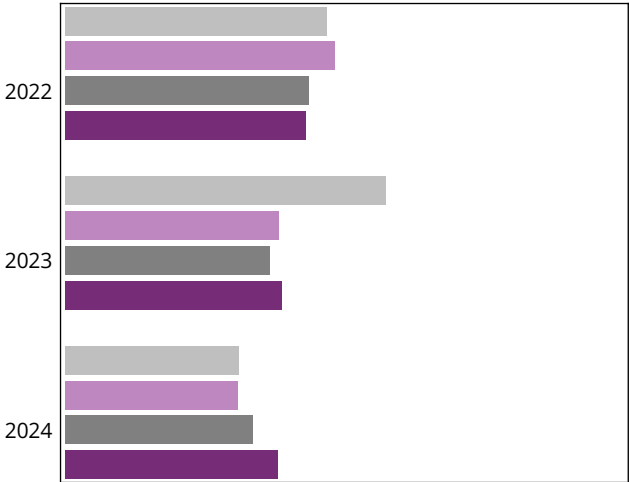
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$1,386,486	\$1,797,259	\$1,210,286
Week 11	\$1,443,170	\$1,228,667	\$1,115,895
Week 12	\$1,286,440	\$1,184,698	\$1,212,506
Week 13	\$1,259,111	\$1,254,001	\$1,353,516
Total	\$5,375,207	\$5,464,626	\$4,892,203

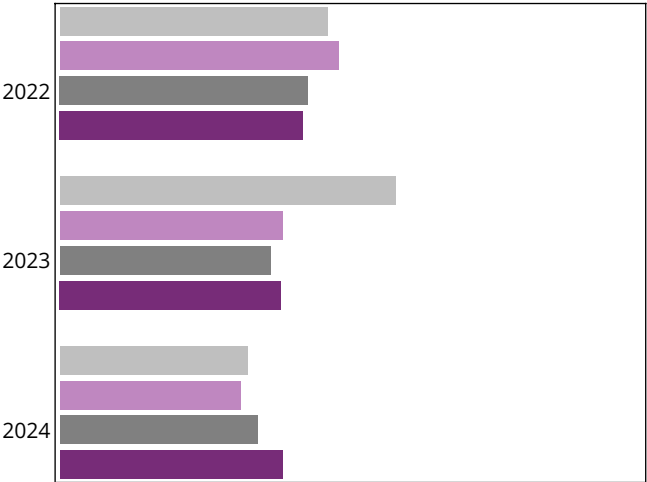
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	84,919	103,862	56,091
Week 11	87,286	69,060	55,932
Week 12	79,038	66,413	60,871
Week 13	77,958	70,113	68,938
Total	329,201	309,448	241,832

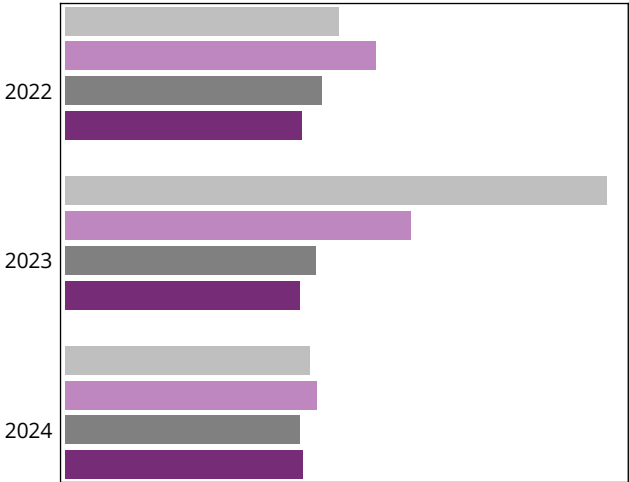
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$1,382,476	\$1,731,229	\$967,328
Week 11	\$1,437,017	\$1,150,099	\$931,911
Week 12	\$1,280,223	\$1,087,001	\$1,018,968
Week 13	\$1,255,146	\$1,140,908	\$1,148,808
Total	\$5,354,862	\$5,109,238	\$4,067,015

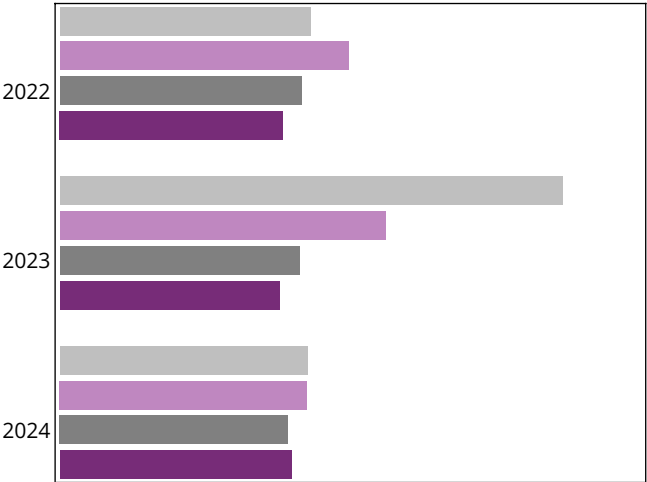
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	45,025	89,148	40,290
Week 11	51,136	56,959	41,477
Week 12	42,250	41,252	38,608
Week 13	38,974	38,662	39,181
Total	177,385	226,021	159,556

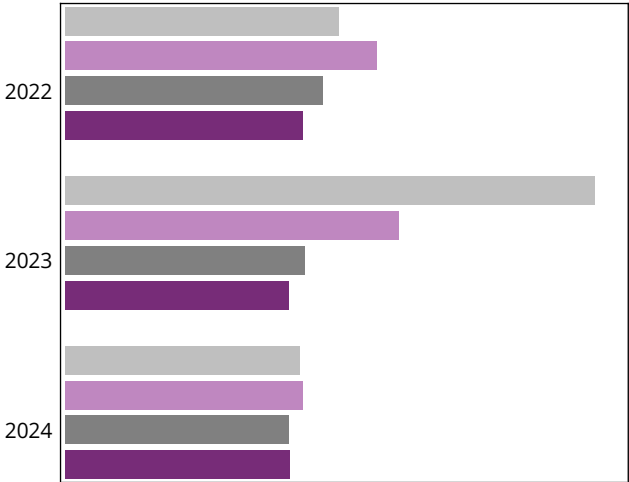
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$906,503	\$1,816,602	\$895,278
Week 11	\$1,041,985	\$1,177,345	\$892,710
Week 12	\$872,658	\$865,963	\$824,409
Week 13	\$806,519	\$793,408	\$836,559
Total	\$3,627,664	\$4,653,318	\$3,448,955

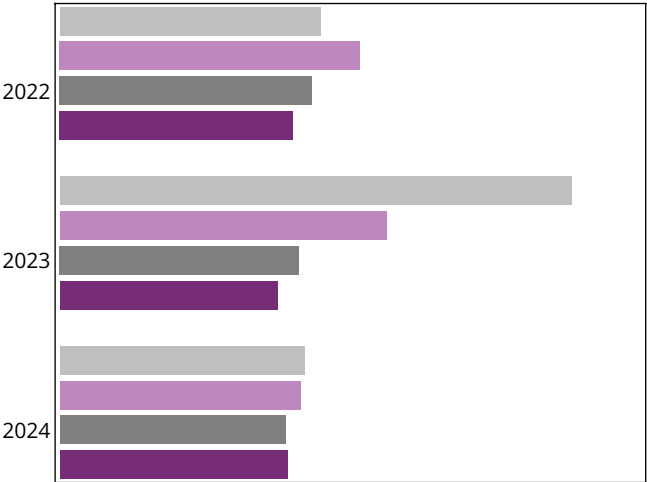
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	44,525	86,368	38,244
Week 11	50,703	54,305	38,784
Week 12	41,982	39,113	36,427
Week 13	38,785	36,492	36,646
Total	175,995	216,278	150,101

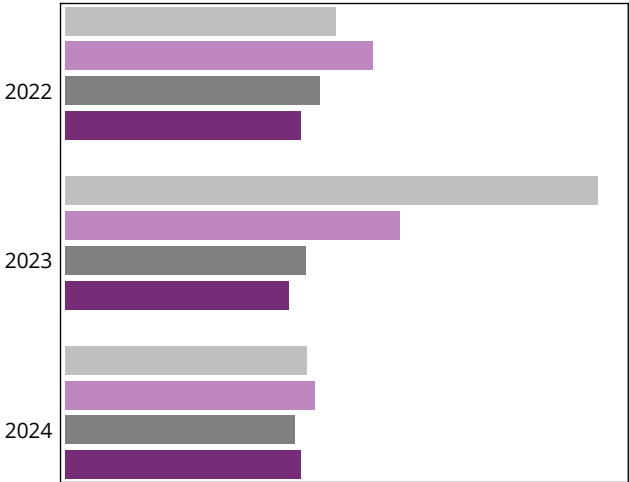
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$896,942	\$1,761,847	\$843,095
Week 11	\$1,032,743	\$1,124,168	\$828,728
Week 12	\$867,532	\$822,584	\$775,524
Week 13	\$802,953	\$750,128	\$784,311
Total	\$3,600,170	\$4,458,727	\$3,231,658

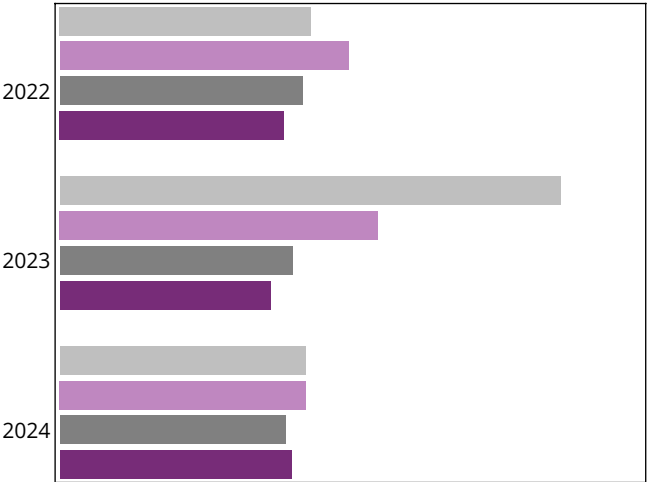
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	43,162	84,953	38,521
Week 11	48,959	53,384	39,734
Week 12	40,637	38,324	36,527
Week 13	37,462	35,610	37,473
Total	170,220	212,271	152,255

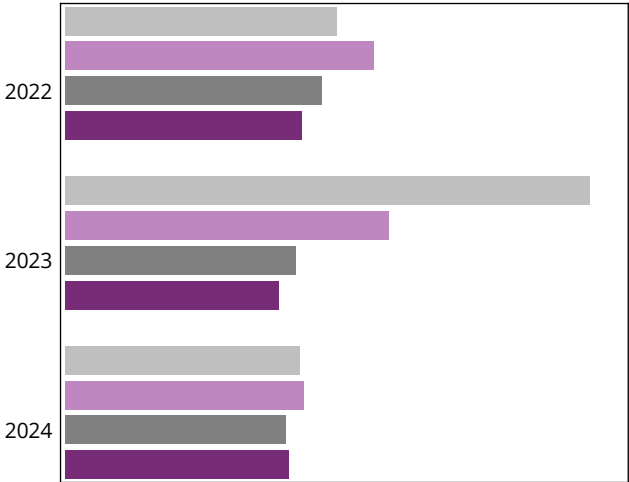
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$864,321	\$1,722,654	\$845,771
Week 11	\$993,799	\$1,094,965	\$846,947
Week 12	\$834,243	\$799,784	\$776,355
Week 13	\$771,504	\$724,202	\$797,894
Total	\$3,463,867	\$4,341,604	\$3,266,967

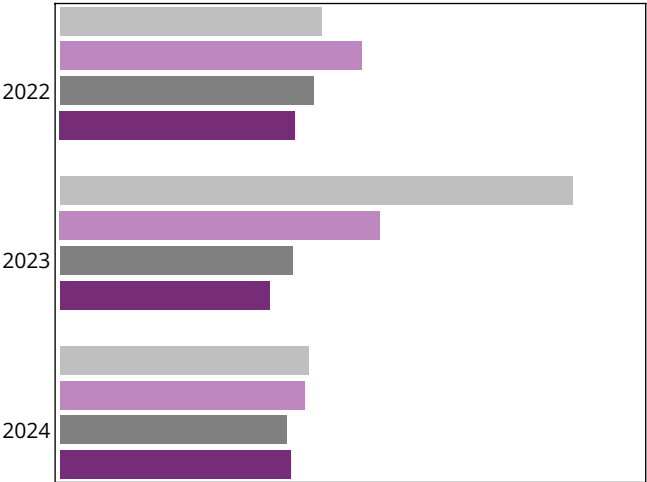
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	42,741	82,674	36,902
Week 11	48,665	50,948	37,589
Week 12	40,385	36,346	34,785
Week 13	37,308	33,661	35,269
Total	169,099	203,629	144,545

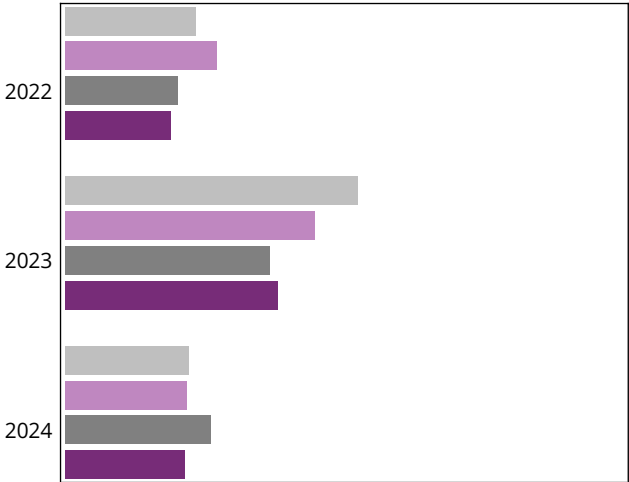
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$856,315	\$1,677,006	\$812,562
Week 11	\$987,229	\$1,047,273	\$799,956
Week 12	\$829,462	\$760,714	\$741,390
Week 13	\$768,640	\$686,028	\$754,051
Total	\$3,441,646	\$4,171,022	\$3,107,960

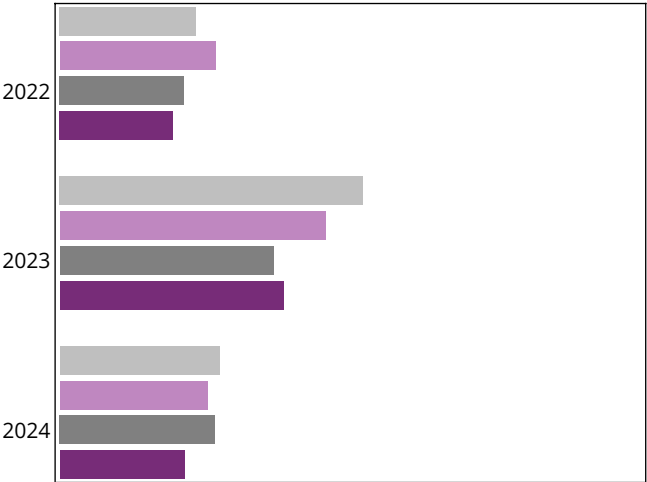
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 10	1,863	4,195	1,769
Week 11	2,177	3,575	1,743
Week 12	1,613	2,928	2,081
Week 13	1,512	3,052	1,708
Total	7,165	13,750	7,301

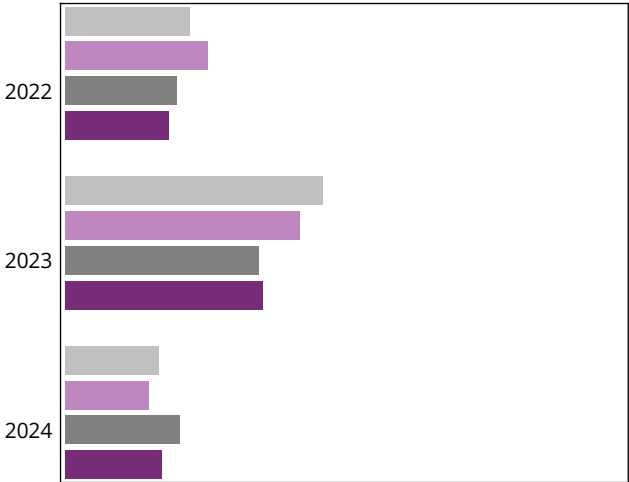
Value Sold (in millions of dollars)



	2022	2023	2024
Week 10	\$42,181	\$93,948	\$49,506
Week 11	\$48,186	\$82,380	\$45,763
Week 12	\$38,415	\$66,179	\$48,054
Week 13	\$35,015	\$69,206	\$38,664
Total	\$163,797	\$311,714	\$181,988

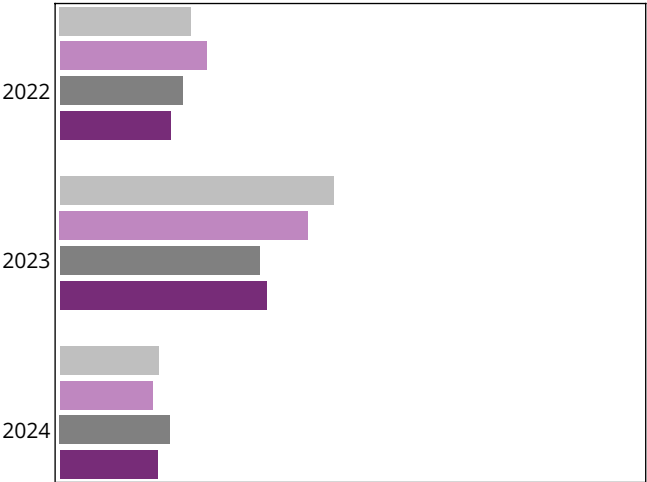
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 10	1,784	3,694	1,342
Week 11	2,038	3,357	1,195
Week 12	1,597	2,767	1,642
Week 13	1,477	2,831	1,377
Total	6,896	12,649	5,556

Value Sold (in millions of dollars)



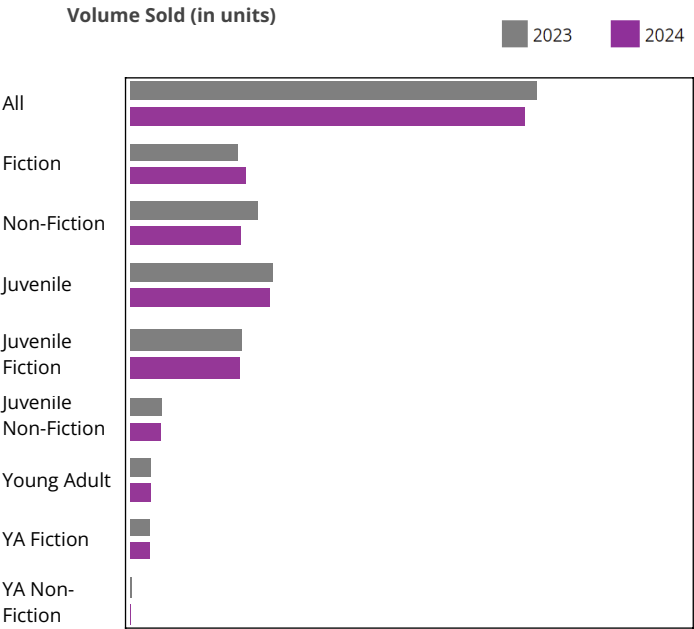
	2022	2023	2024
Week 10	\$40,627	\$84,842	\$30,533
Week 11	\$45,514	\$76,894	\$28,771
Week 12	\$38,070	\$61,869	\$34,134
Week 13	\$34,313	\$64,100	\$30,260
Total	\$158,524	\$287,705	\$123,698

Year-to-Date Comparisons

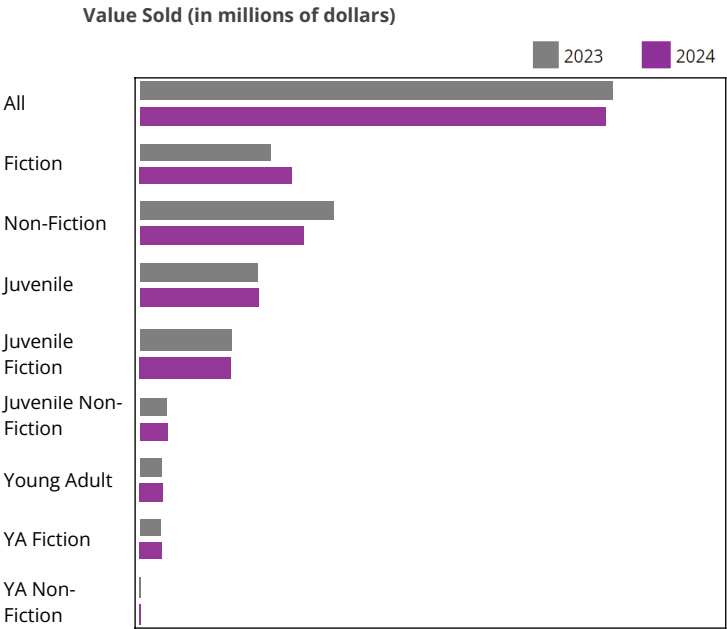
Week-ending dates:

	2023	2024
Week 13	2023-04-02	2024-03-31

All Market

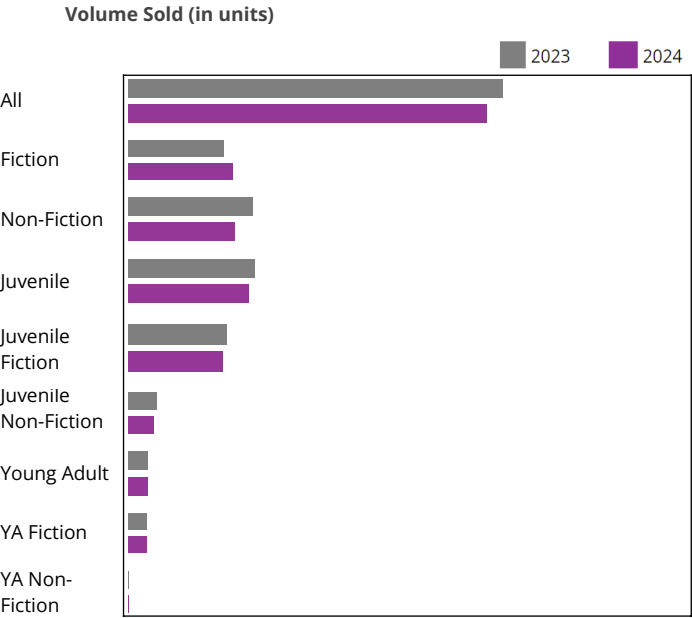


	2023	2024
All	10,925,574	10,605,214
Fiction	2,889,865	3,110,777
Non-Fiction	3,431,707	2,956,475
Juvenile	3,835,325	3,755,863
Juvenile Fiction	3,000,922	2,935,836
Juvenile Non-Fiction	834,403	820,027
Young Adult (YA)	544,196	549,638
YA Fiction	515,759	528,023
YA Non-Fiction	28,437	21,615

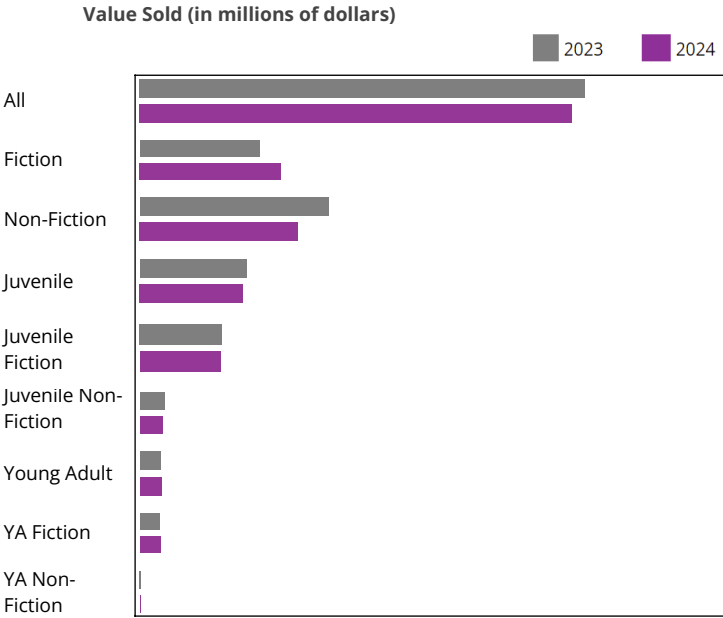


	2023	2024
All	\$244,140,573	\$240,360,592
Fiction	\$67,381,769	\$78,580,688
Non-Fiction	\$99,910,208	\$84,469,018
Juvenile	\$60,772,147	\$61,205,619
Juvenile Fiction	\$47,167,965	\$47,017,012
Juvenile Non-Fiction	\$13,604,182	\$14,188,606
Young Adult (YA)	\$11,272,069	\$11,928,508
YA Fiction	\$10,613,826	\$11,362,223
YA Non-Fiction	\$658,243	\$566,285

Ring Fence



	2023	2024
All	10,053,453	9,622,251
Fiction	2,562,572	2,796,930
Non-Fiction	3,340,703	2,855,850
Juvenile	3,411,265	3,229,653
Juvenile Fiction	2,640,486	2,541,935
Juvenile Non-Fiction	770,779	687,718
Young Adult (YA)	518,683	514,882
YA Fiction	493,761	498,459
YA Non-Fiction	24,922	16,423



	2023	2024
All	\$229,773,530	\$223,104,664
Fiction	\$61,861,188	\$72,853,045
Non-Fiction	\$97,270,972	\$81,736,031
Juvenile	\$55,171,937	\$53,336,380
Juvenile Fiction	\$42,473,411	\$41,565,333
Juvenile Non-Fiction	\$12,698,526	\$11,771,047
Young Adult (YA)	\$10,741,744	\$11,109,570
YA Fiction	\$10,171,979	\$10,742,731
YA Non-Fiction	\$569,765	\$366,839

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