

SalesData Market Report:

April, 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.

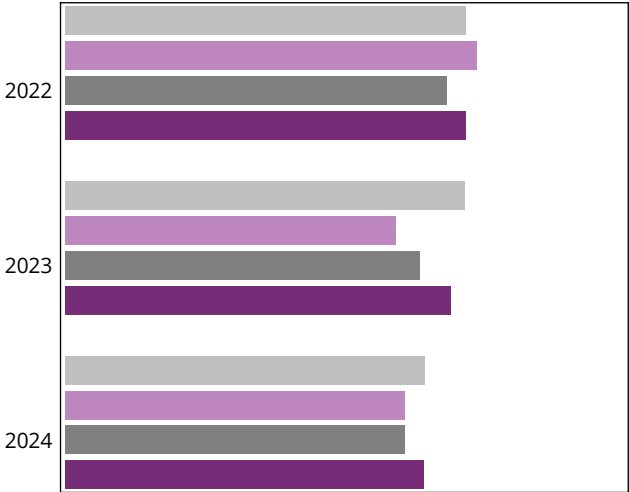
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 14	2022-04-10	2023-04-09	2024-04-07
Week 15	2022-04-17	2023-04-16	2024-04-14
Week 16	2022-04-24	2023-04-23	2024-04-21
Week 17	2022-05-01	2023-04-30	2024-04-28

Month-to-Month Comparisons

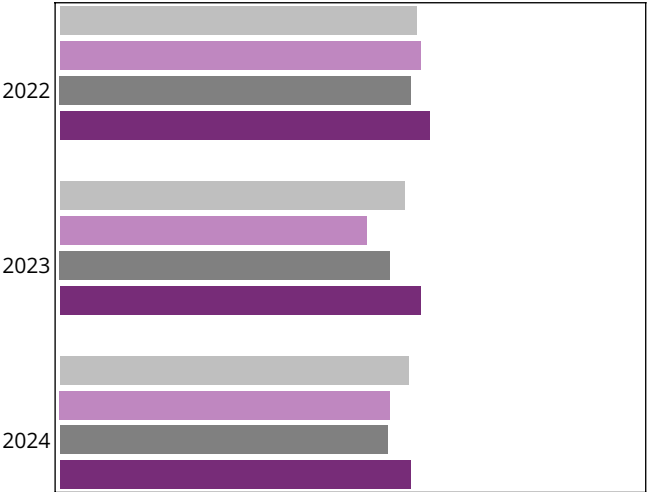
All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	859,902	858,035	773,505
Week 15	885,328	710,560	730,018
Week 16	820,169	761,378	729,083
Week 17	860,729	827,937	770,549
Total	3,426,128	3,157,910	3,003,155

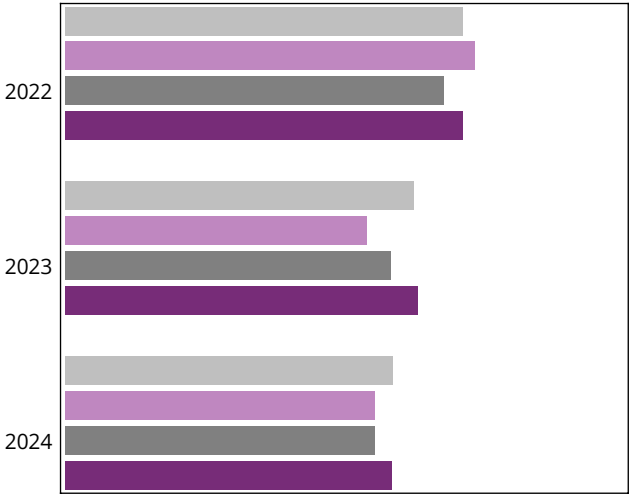
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$18,417,838	\$17,776,425	\$17,989,085
Week 15	\$18,623,588	\$15,814,945	\$17,041,063
Week 16	\$18,126,554	\$17,043,514	\$16,918,161
Week 17	\$19,075,188	\$18,633,817	\$18,088,794
Total	\$74,243,167	\$69,268,701	\$70,037,103

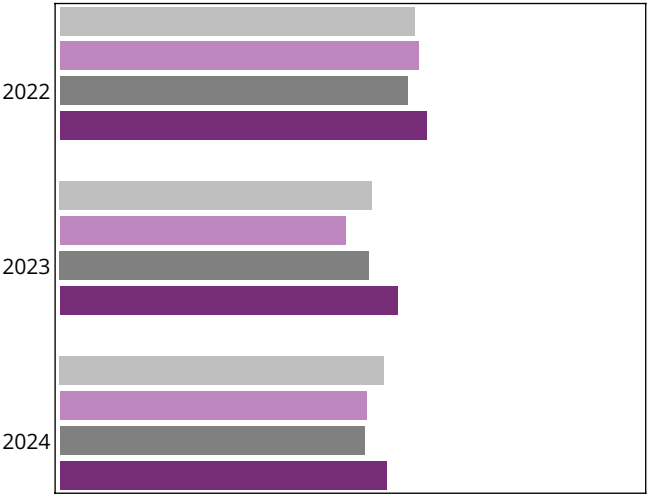
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	854,350	748,017	703,713
Week 15	880,889	648,716	665,322
Week 16	813,301	699,023	664,341
Week 17	853,566	757,212	701,903
Total	3,402,106	2,852,968	2,735,279

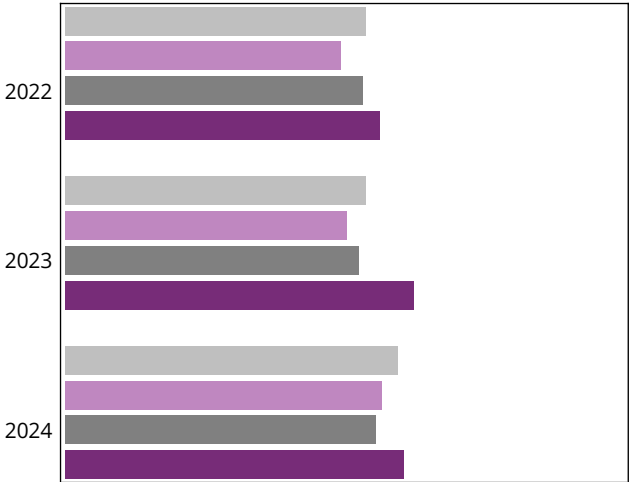
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$18,299,746	\$16,105,421	\$16,742,277
Week 15	\$18,527,476	\$14,750,469	\$15,834,963
Week 16	\$17,950,485	\$15,954,728	\$15,719,932
Week 17	\$18,918,277	\$17,443,759	\$16,847,716
Total	\$73,695,984	\$64,254,377	\$65,144,888

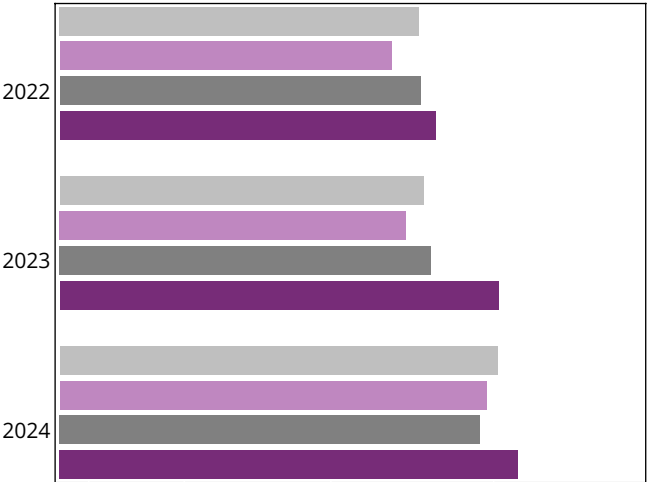
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	215,052	215,140	238,188
Week 15	197,725	201,876	226,603
Week 16	212,809	210,523	222,681
Week 17	225,021	249,670	242,680
Total	850,607	877,209	930,152

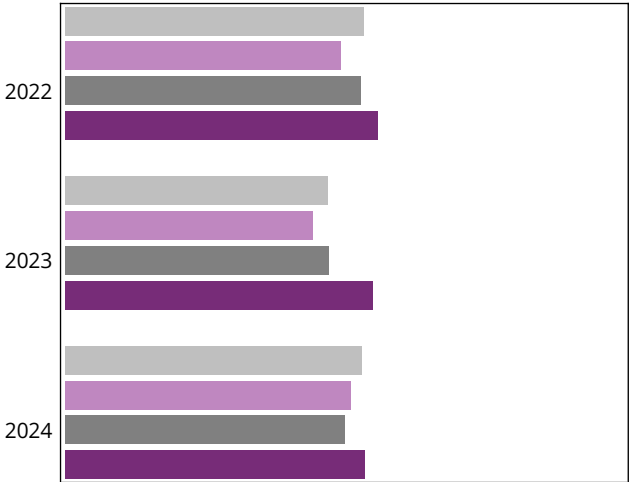
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$4,942,765	\$5,009,684	\$6,023,154
Week 15	\$4,569,410	\$4,763,401	\$5,873,773
Week 16	\$4,966,390	\$5,110,789	\$5,784,994
Week 17	\$5,174,795	\$6,034,737	\$6,307,571
Total	\$19,653,360	\$20,918,612	\$23,989,493

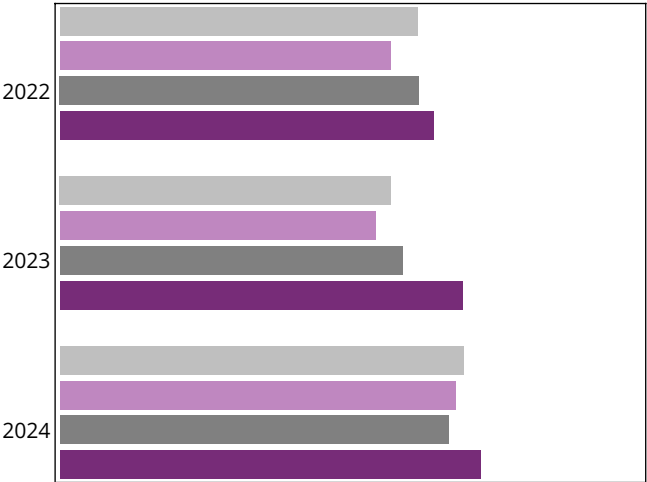
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	214,026	188,019	212,464
Week 15	197,028	177,630	204,191
Week 16	211,852	188,990	200,082
Week 17	223,704	220,331	214,232
Total	846,610	774,970	830,969

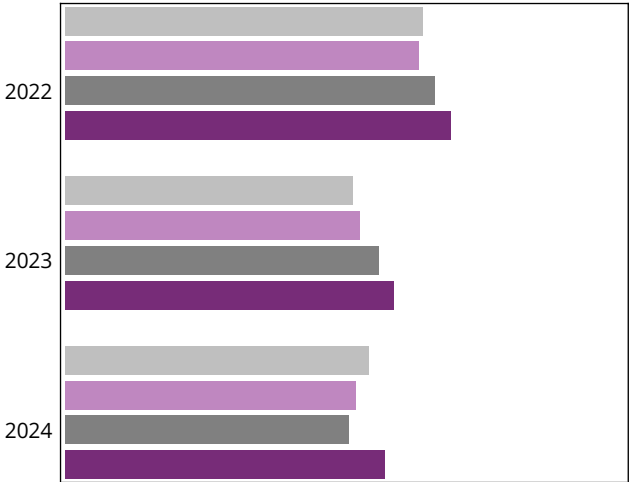
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$4,919,440	\$4,557,167	\$5,560,160
Week 15	\$4,552,836	\$4,342,765	\$5,448,919
Week 16	\$4,944,108	\$4,713,865	\$5,349,117
Week 17	\$5,143,658	\$5,546,823	\$5,788,627
Total	\$19,560,043	\$19,160,619	\$22,146,822

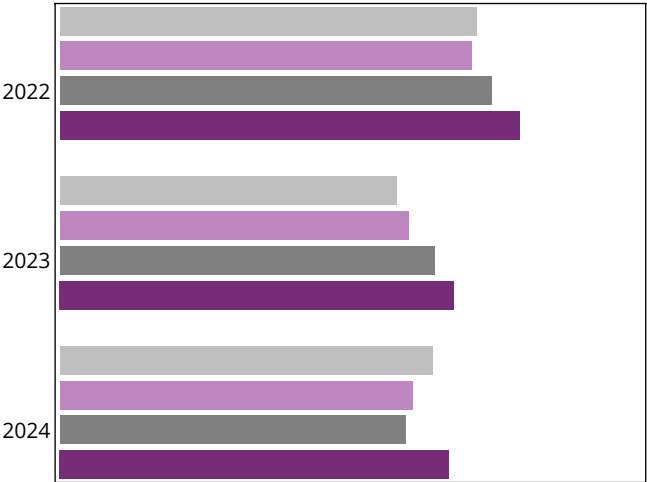
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	255,995	206,215	217,670
Week 15	252,904	211,324	208,224
Week 16	264,496	224,404	203,190
Week 17	276,332	235,026	228,802
Total	1,049,727	876,969	857,886

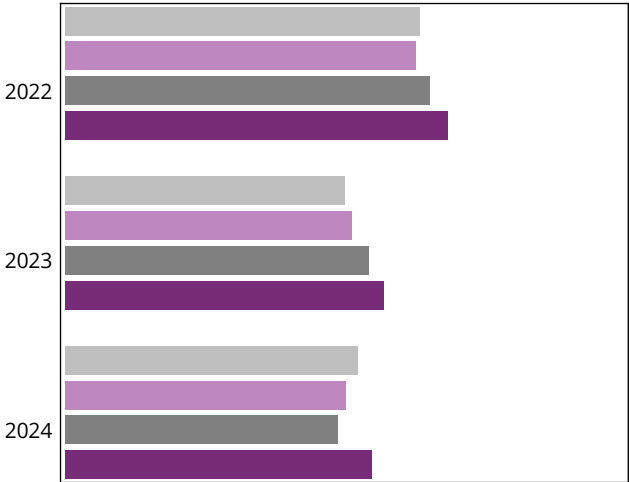
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$7,167,610	\$5,795,790	\$6,416,752
Week 15	\$7,079,199	\$6,003,661	\$6,069,460
Week 16	\$7,423,873	\$6,449,422	\$5,949,737
Week 17	\$7,905,194	\$6,784,398	\$6,696,181
Total	\$29,575,877	\$25,033,270	\$25,132,131

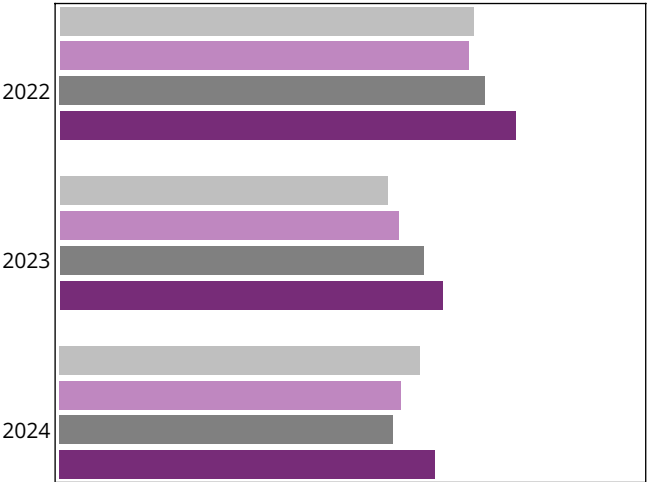
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	254,060	200,506	209,393
Week 15	251,287	204,993	200,686
Week 16	261,095	217,673	195,375
Week 17	273,946	227,992	219,943
Total	1,040,388	851,164	825,397

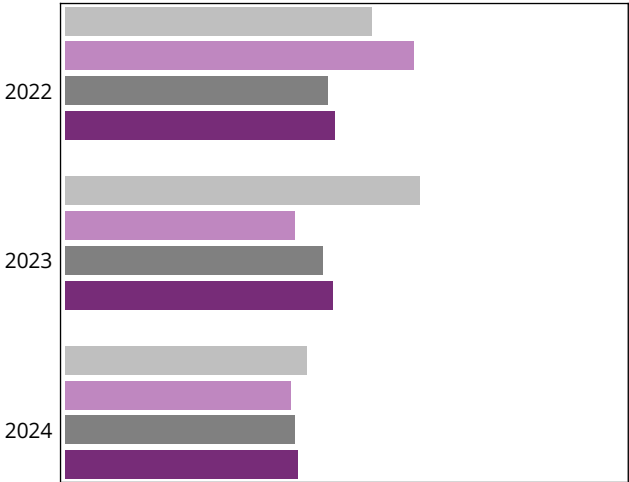
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$7,115,172	\$5,642,624	\$6,197,869
Week 15	\$7,035,167	\$5,826,687	\$5,869,777
Week 16	\$7,313,513	\$6,258,988	\$5,734,759
Week 17	\$7,839,293	\$6,588,065	\$6,458,209
Total	\$29,303,145	\$24,316,364	\$24,260,614

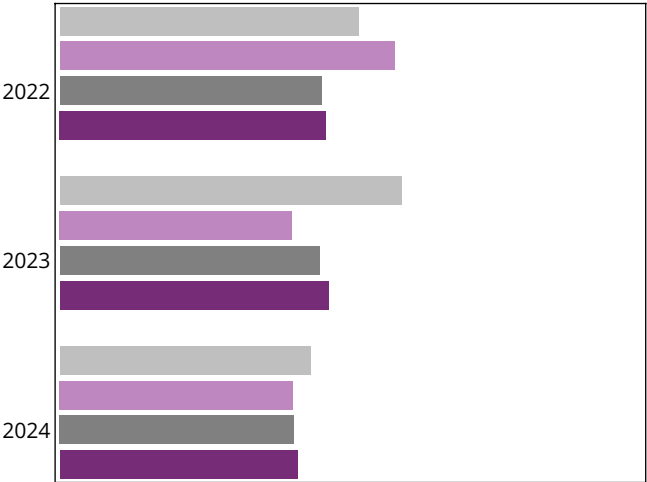
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	329,726	381,150	259,099
Week 15	374,271	246,569	241,806
Week 16	282,482	277,211	246,400
Week 17	289,427	287,967	250,309
Total	1,275,906	1,192,897	997,614

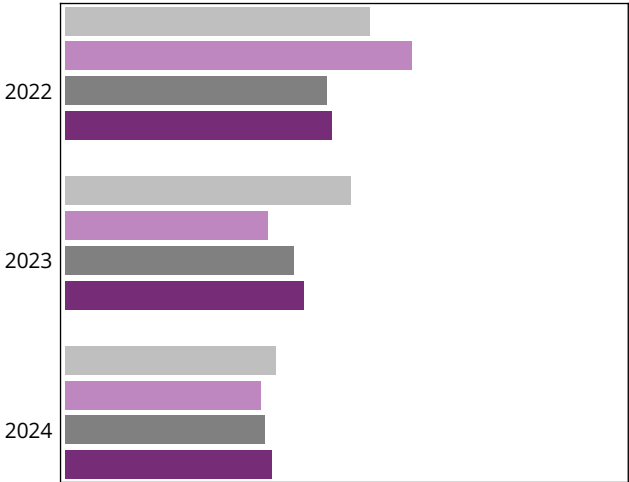
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$5,137,411	\$5,879,189	\$4,318,106
Week 15	\$5,758,347	\$3,995,139	\$4,015,041
Week 16	\$4,505,988	\$4,464,926	\$4,030,272
Week 17	\$4,580,028	\$4,624,109	\$4,093,205
Total	\$19,981,774	\$18,963,362	\$16,456,623

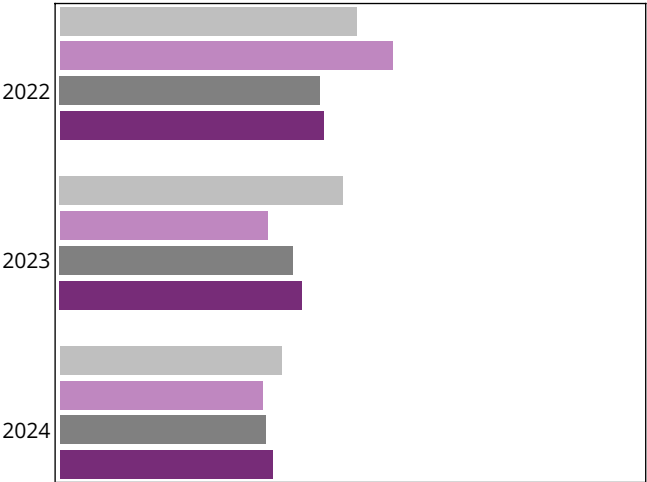
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	327,637	307,054	226,072
Week 15	372,401	217,688	209,686
Week 16	280,608	245,636	214,712
Week 17	286,654	256,256	221,685
Total	1,267,300	1,026,634	872,155

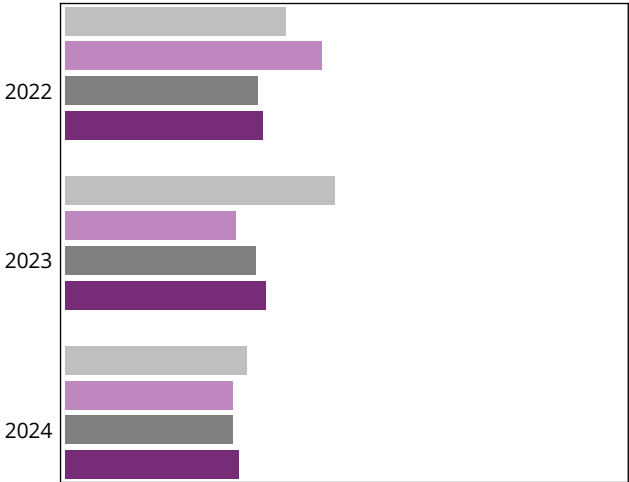
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$5,105,409	\$4,873,290	\$3,809,783
Week 15	\$5,728,167	\$3,574,356	\$3,488,022
Week 16	\$4,475,418	\$4,011,285	\$3,542,646
Week 17	\$4,534,304	\$4,169,655	\$3,663,904
Total	\$19,843,299	\$16,628,587	\$14,504,355

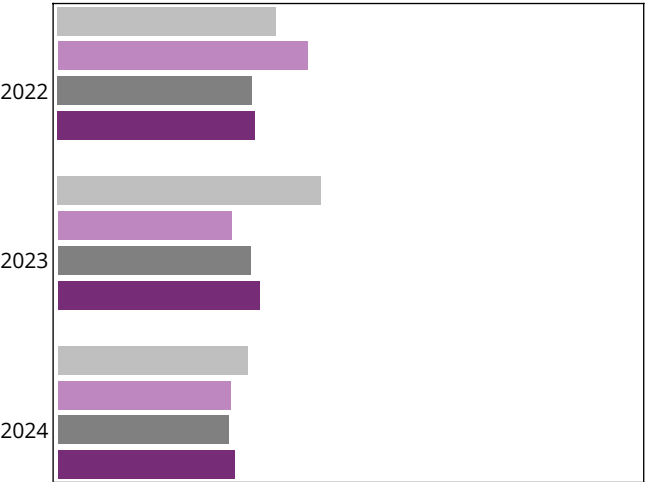
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	249,215	304,323	204,925
Week 15	289,809	192,861	188,763
Week 16	217,601	215,367	189,382
Week 17	223,406	225,932	195,244
Total	980,031	938,483	778,314

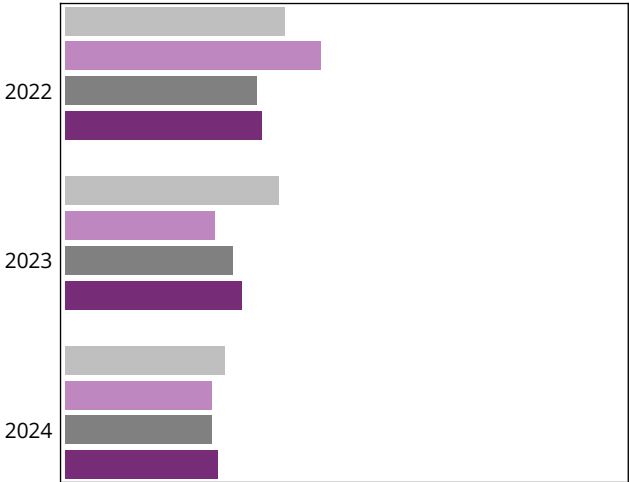
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$3,866,990	\$4,661,620	\$3,366,241
Week 15	\$4,430,412	\$3,073,577	\$3,062,807
Week 16	\$3,442,965	\$3,417,673	\$3,023,469
Week 17	\$3,492,850	\$3,570,029	\$3,133,305
Total	\$15,233,216	\$14,722,899	\$12,585,821

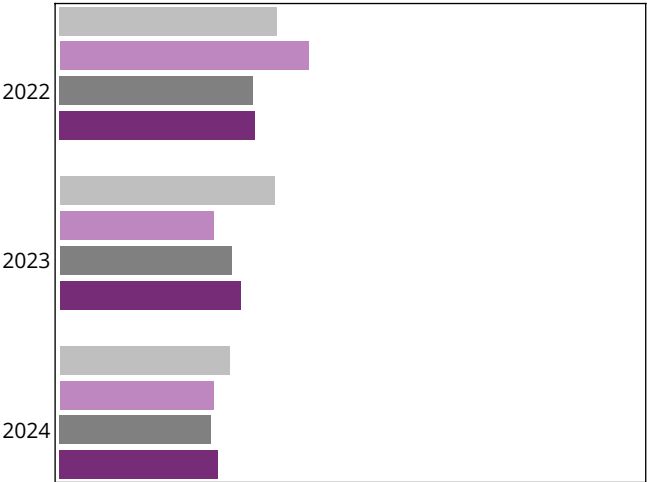
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	247,860	241,021	180,373
Week 15	288,574	168,595	165,779
Week 16	216,280	188,862	165,154
Week 17	221,385	199,454	172,358
Total	974,099	797,932	683,664

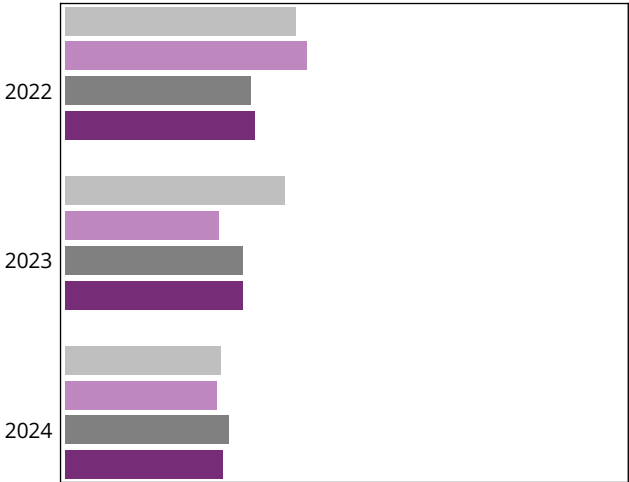
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$3,846,467	\$3,807,825	\$3,009,995
Week 15	\$4,410,204	\$2,722,526	\$2,724,851
Week 16	\$3,421,324	\$3,043,092	\$2,676,497
Week 17	\$3,459,653	\$3,198,966	\$2,805,583
Total	\$15,137,648	\$12,772,409	\$11,216,927

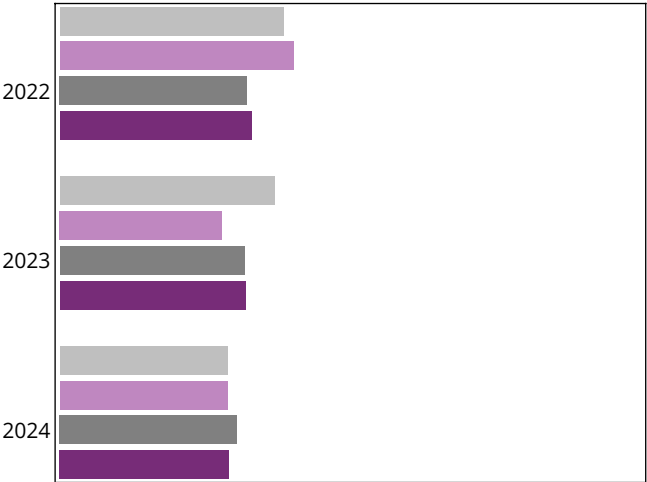
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	80,511	76,827	54,174
Week 15	84,462	53,708	53,043
Week 16	64,881	61,844	57,018
Week 17	66,021	62,035	55,065
Total	295,875	254,414	219,300

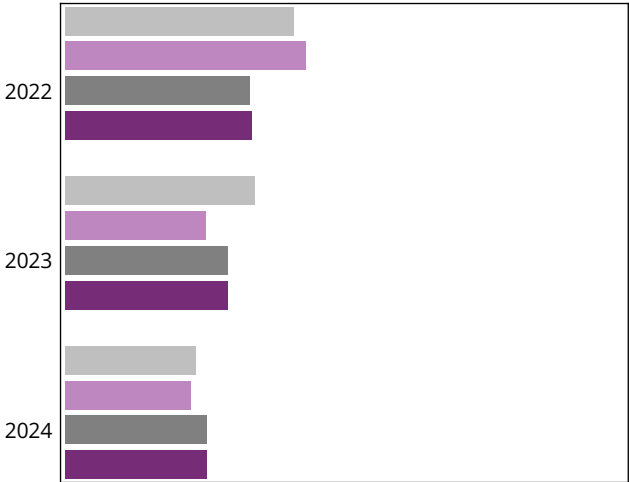
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$1,270,421	\$1,217,569	\$951,865
Week 15	\$1,327,935	\$921,561	\$952,234
Week 16	\$1,063,024	\$1,047,252	\$1,006,803
Week 17	\$1,087,178	\$1,054,080	\$959,900
Total	\$4,748,558	\$4,240,462	\$3,870,802

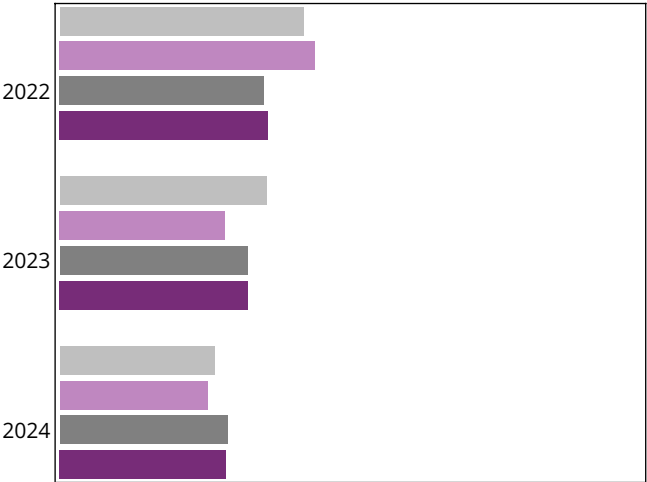
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	79,777	66,033	45,699
Week 15	83,827	49,093	43,907
Week 16	64,328	56,774	49,558
Week 17	65,269	56,802	49,327
Total	293,201	228,702	188,491

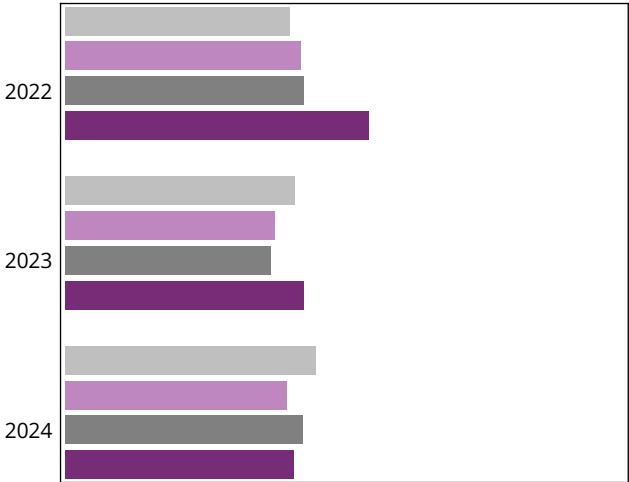
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$1,258,942	\$1,065,465	\$799,788
Week 15	\$1,317,963	\$851,830	\$763,170
Week 16	\$1,054,094	\$968,193	\$866,149
Week 17	\$1,074,651	\$970,690	\$858,321
Total	\$4,705,650	\$3,856,178	\$3,287,428

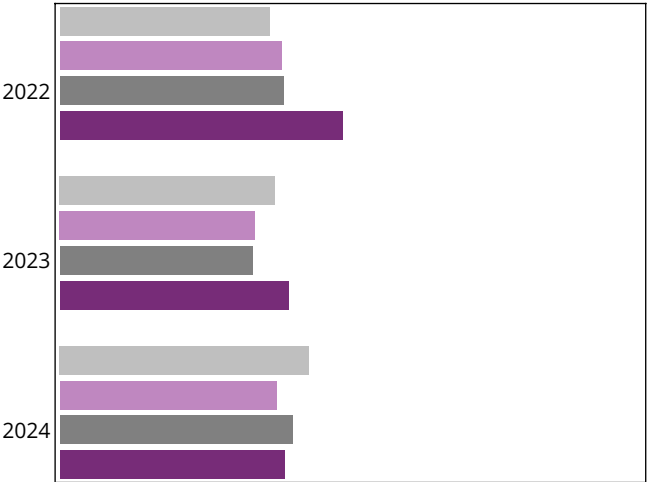
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	37,075	37,895	41,248
Week 15	38,881	34,531	36,467
Week 16	39,361	33,861	39,141
Week 17	50,087	39,364	37,711
Total	165,404	145,651	154,567

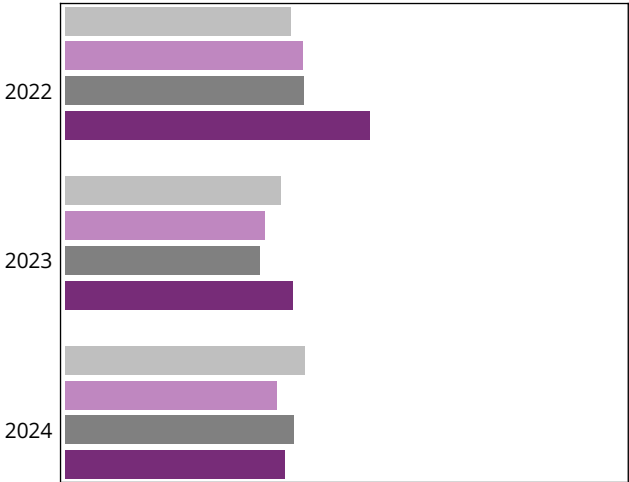
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$757,361	\$777,900	\$900,389
Week 15	\$800,588	\$705,671	\$782,756
Week 16	\$808,664	\$695,593	\$841,402
Week 17	\$1,021,434	\$827,209	\$811,740
Total	\$3,388,047	\$3,006,373	\$3,336,287

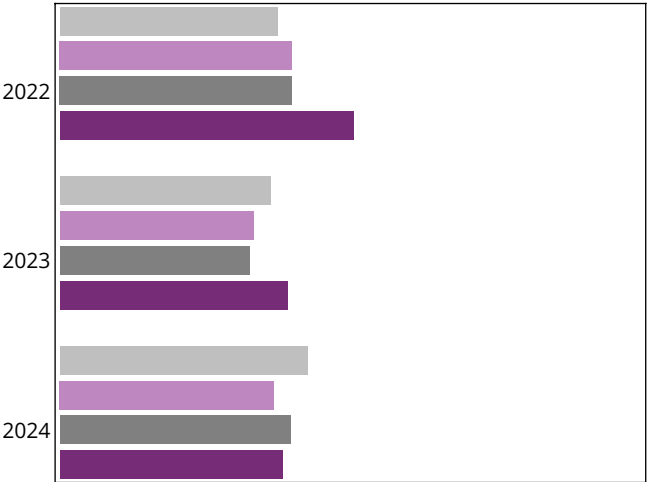
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	36,702	35,163	39,094
Week 15	38,787	32,469	34,469
Week 16	38,862	31,653	37,200
Week 17	49,583	37,158	35,711
Total	163,934	136,443	146,474

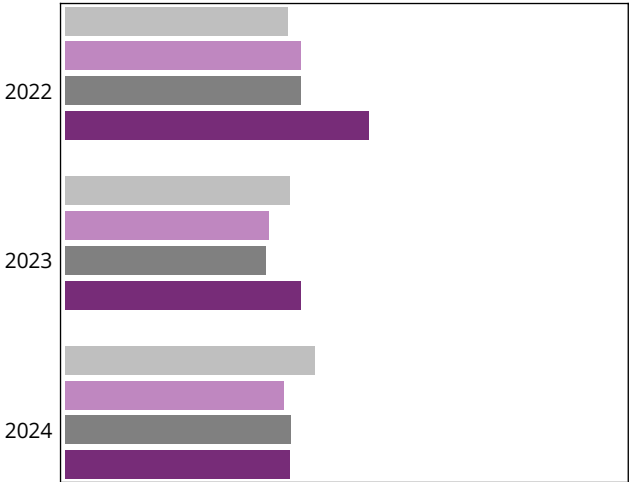
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$749,675	\$724,029	\$852,301
Week 15	\$798,668	\$666,029	\$736,744
Week 16	\$798,904	\$653,713	\$793,050
Week 17	\$1,010,967	\$783,142	\$766,714
Total	\$3,358,213	\$2,826,912	\$3,148,809

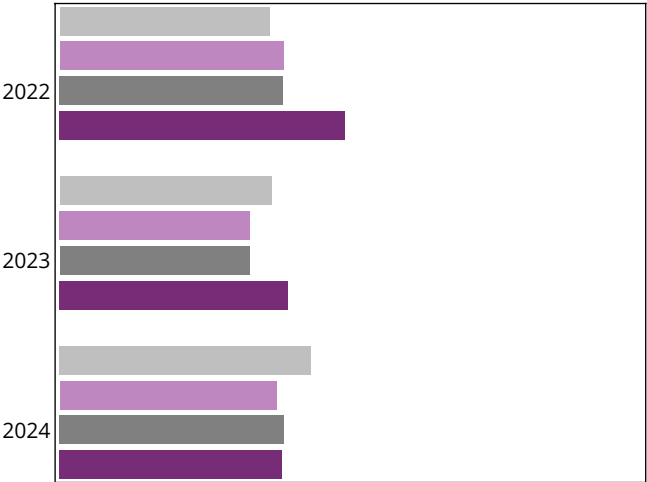
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	35,491	35,783	39,765
Week 15	37,571	32,363	34,849
Week 16	37,572	31,887	36,003
Week 17	48,363	37,619	35,825
Total	158,997	137,652	146,442

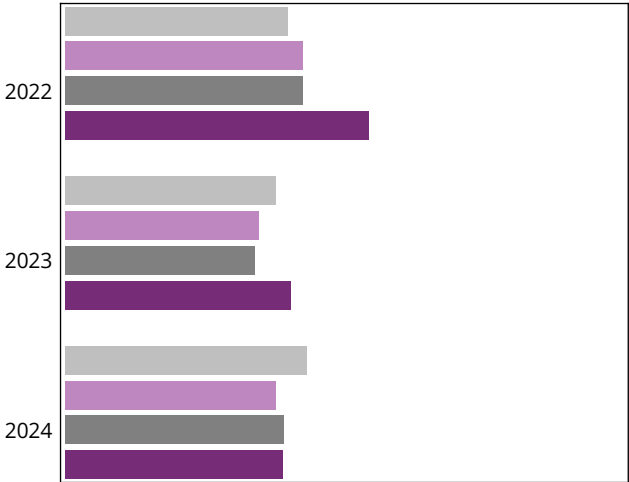
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$721,976	\$727,901	\$864,937
Week 15	\$770,056	\$654,873	\$744,821
Week 16	\$767,971	\$653,363	\$771,854
Week 17	\$981,796	\$785,056	\$764,920
Total	\$3,241,799	\$2,821,192	\$3,146,531

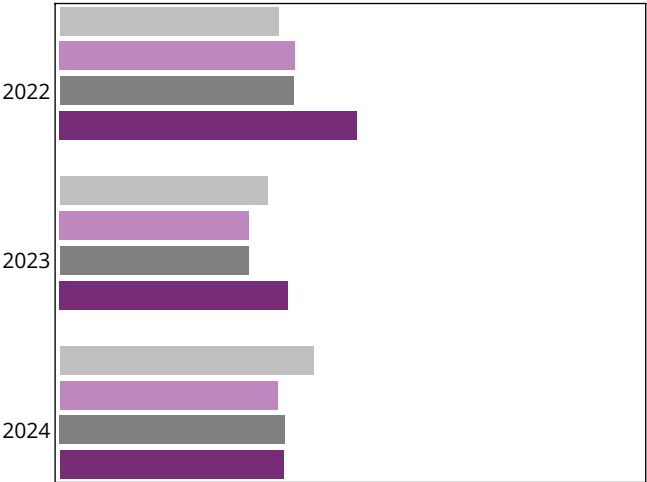
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	35,133	33,250	38,068
Week 15	37,492	30,453	33,255
Week 16	37,409	29,893	34,465
Week 17	47,896	35,547	34,220
Total	157,930	129,143	140,008

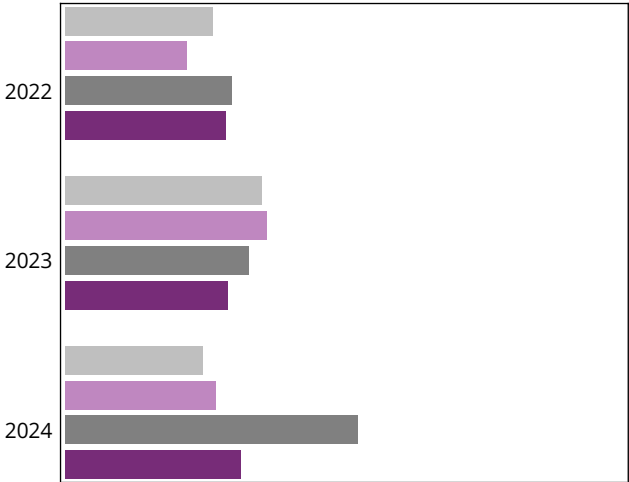
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$714,708	\$678,438	\$829,863
Week 15	\$768,460	\$618,745	\$711,319
Week 16	\$764,823	\$615,924	\$735,884
Week 17	\$972,083	\$745,747	\$731,313
Total	\$3,220,074	\$2,658,855	\$3,008,379

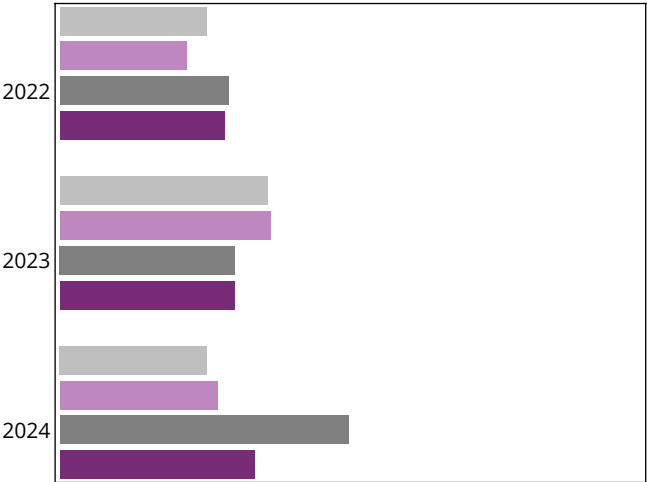
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 14	1,584	2,112	1,483
Week 15	1,310	2,168	1,618
Week 16	1,789	1,974	3,138
Week 17	1,724	1,745	1,886
Total	6,407	7,999	8,125

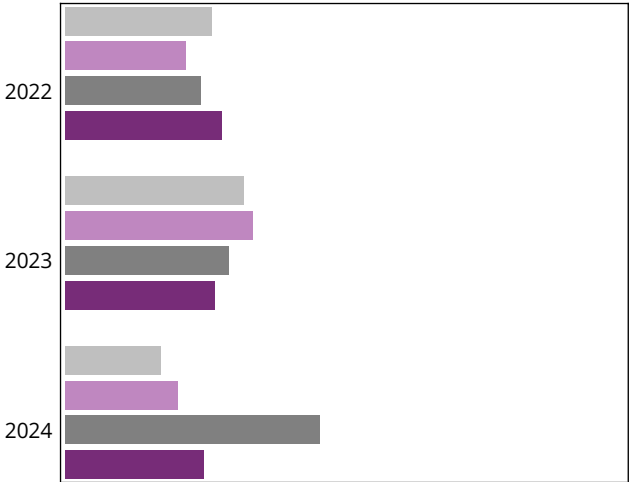
Value Sold (in millions of dollars)



	2022	2023	2024
Week 14	\$35,385	\$49,999	\$35,452
Week 15	\$30,531	\$50,799	\$37,936
Week 16	\$40,693	\$42,230	\$69,548
Week 17	\$39,638	\$42,153	\$46,820
Total	\$146,248	\$185,181	\$189,756

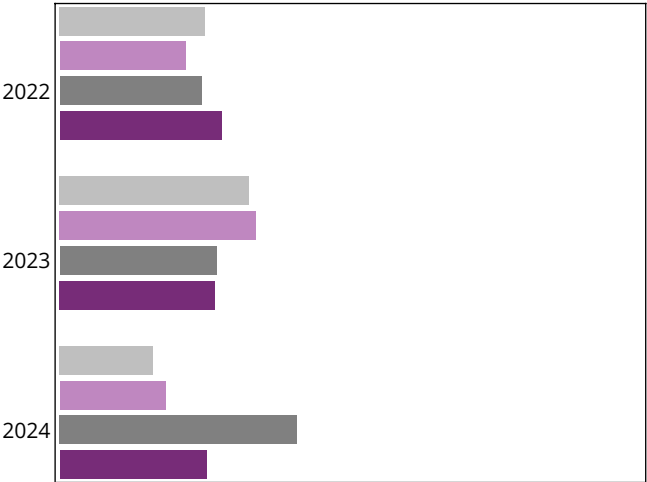
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 14	1,569	1,913	1,026
Week 15	1,295	2,016	1,214
Week 16	1,453	1,760	2,735
Week 17	1,687	1,611	1,491
Total	6,004	7,300	6,466

Value Sold (in millions of dollars)



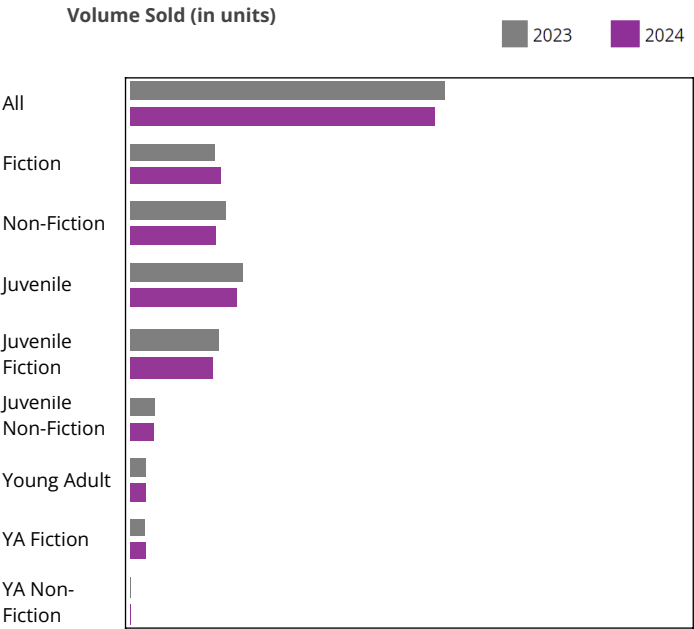
	2022	2023	2024
Week 14	\$34,967	\$45,591	\$22,438
Week 15	\$30,208	\$47,284	\$25,425
Week 16	\$34,081	\$37,789	\$57,166
Week 17	\$38,883	\$37,394	\$35,401
Total	\$138,139	\$168,058	\$140,430

Year-to-Date Comparisons

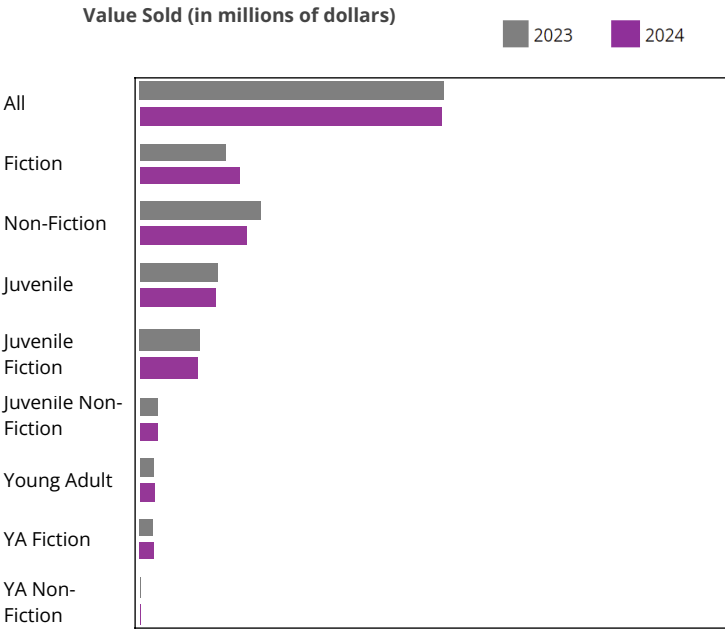
Week-ending dates:

	2023	2024
Week 17	2023-04-30	2024-04-28

All Market

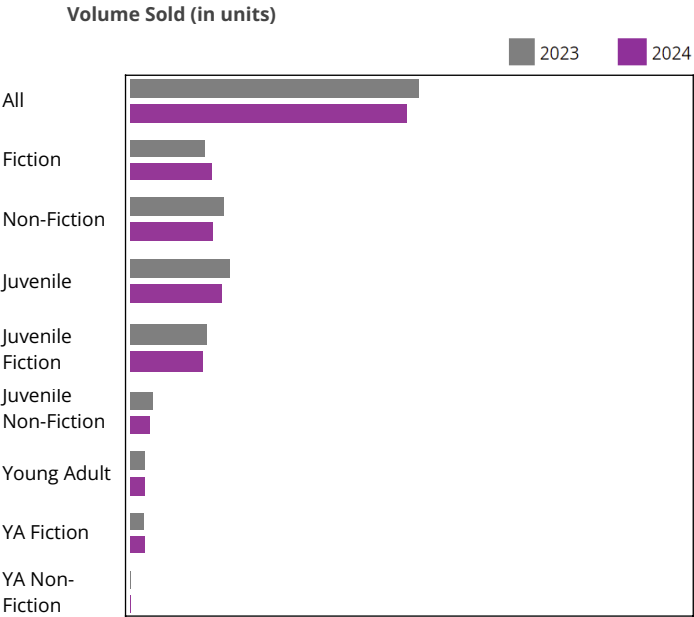


	2023	2024
All	14,093,919	13,627,125
Fiction	3,767,221	4,042,222
Non-Fiction	4,294,253	3,819,710
Juvenile	5,033,788	4,759,802
Juvenile Fiction	3,941,172	3,714,009
Juvenile Non-Fiction	1,092,616	1,045,793
Young Adult (YA)	690,598	708,095
YA Fiction	654,055	678,578
YA Non-Fiction	36,543	29,517

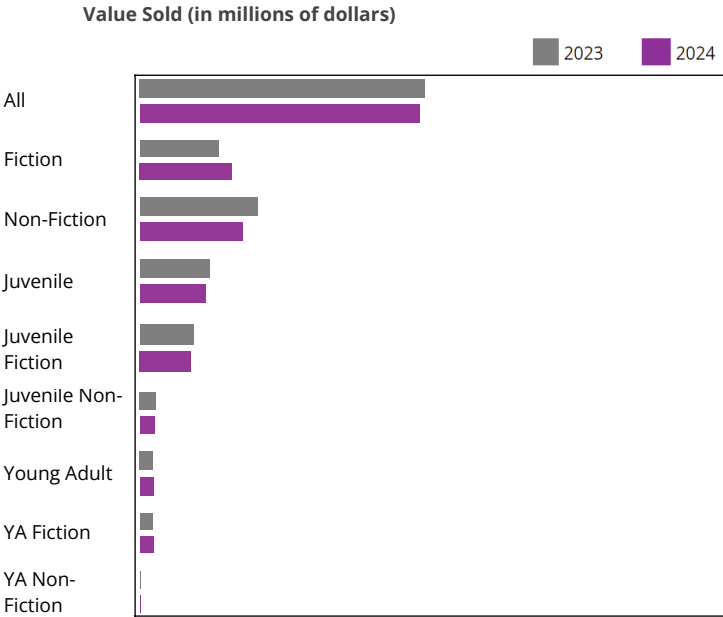


	2023	2024
All	\$314,114,549	\$311,205,732
Fiction	\$88,419,889	\$102,698,421
Non-Fiction	\$124,866,372	\$109,935,140
Juvenile	\$79,930,638	\$77,857,164
Juvenile Fiction	\$61,987,638	\$59,650,925
Juvenile Non-Fiction	\$17,943,000	\$18,206,239
Young Adult (YA)	\$14,296,547	\$15,360,214
YA Fiction	\$13,449,121	\$14,606,912
YA Non-Fiction	\$847,426	\$753,303

Ring Fence



	2023	2024
All	12,915,005	12,374,856
Fiction	3,337,731	3,629,179
Non-Fiction	4,177,515	3,686,337
Juvenile	4,441,714	4,107,053
Juvenile Fiction	3,438,663	3,225,803
Juvenile Non-Fiction	1,003,051	881,250
Young Adult (YA)	655,867	665,224
YA Fiction	623,543	642,452
YA Non-Fiction	32,324	22,772



	2023	2024
All	\$294,582,233	\$288,911,930
Fiction	\$81,117,904	\$95,107,518
Non-Fiction	\$121,454,559	\$106,269,407
Juvenile	\$71,929,954	\$67,976,850
Juvenile Fiction	\$55,293,153	\$52,810,784
Juvenile Non-Fiction	\$16,636,800	\$15,166,066
Young Adult (YA)	\$13,586,012	\$14,350,070
YA Fiction	\$12,844,478	\$13,845,309
YA Non-Fiction	\$741,534	\$504,761

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	