

SalesData Market Report:

July, 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 July 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.

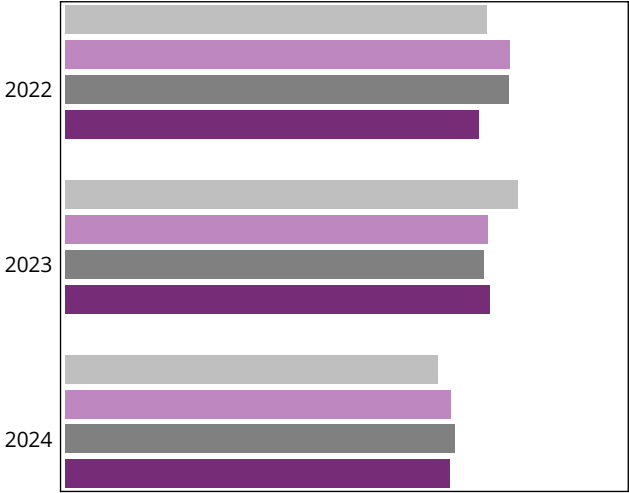
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 27	2022-07-10	2023-07-09	2024-07-07
Week 28	2022-07-17	2023-07-16	2024-07-14
Week 29	2022-07-24	2023-07-23	2024-07-21
Week 30	2022-07-31	2023-07-30	2024-07-28

Month-to-Month Comparisons

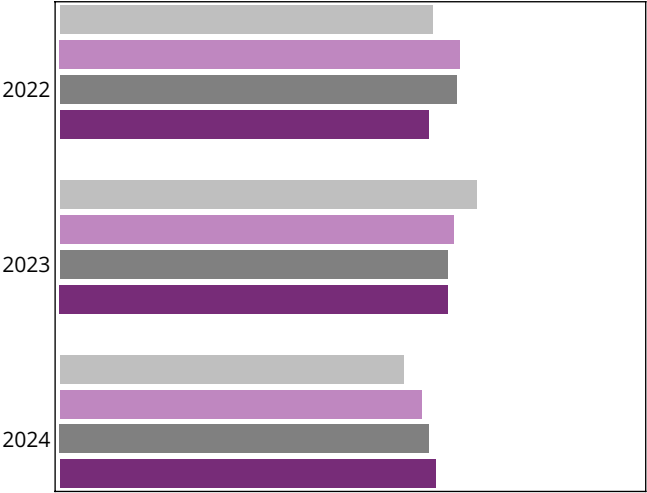
All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	906,360	972,115	800,041
Week 28	955,072	909,101	827,996
Week 29	952,597	900,416	837,842
Week 30	888,129	911,381	825,429
Total	3,702,158	3,693,013	3,291,308

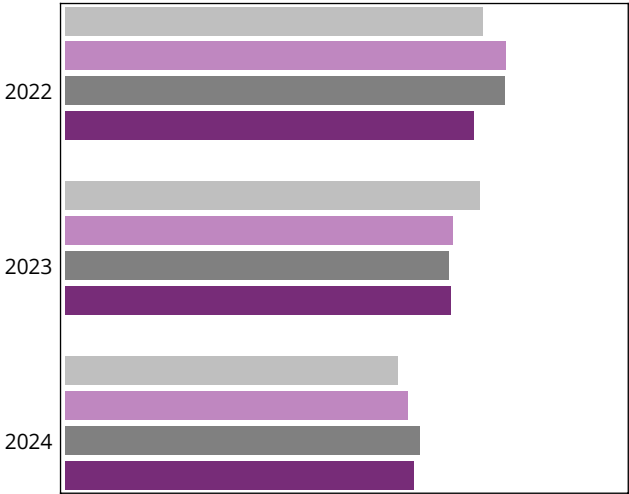
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$19,244,465	\$21,515,574	\$17,740,667
Week 28	\$20,654,526	\$20,331,092	\$18,654,332
Week 29	\$20,483,444	\$19,996,285	\$19,060,842
Week 30	\$19,027,724	\$20,030,084	\$19,394,995
Total	\$79,410,159	\$81,873,034	\$74,850,835

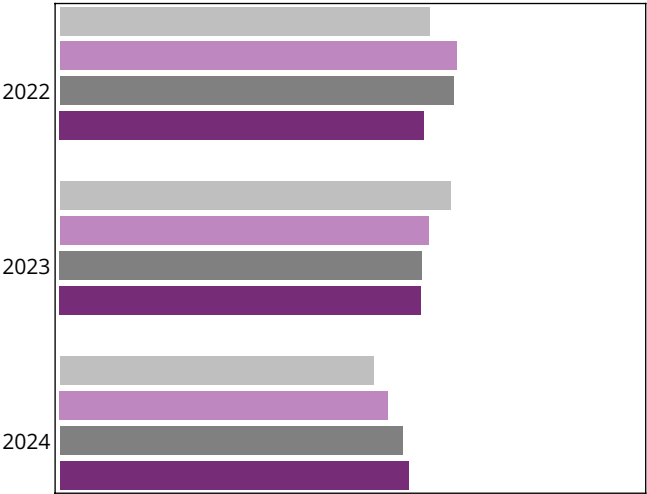
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	898,408	890,570	714,181
Week 28	946,584	831,869	735,250
Week 29	944,323	825,036	762,252
Week 30	878,847	828,532	748,326
Total	3,668,162	3,376,007	2,960,009

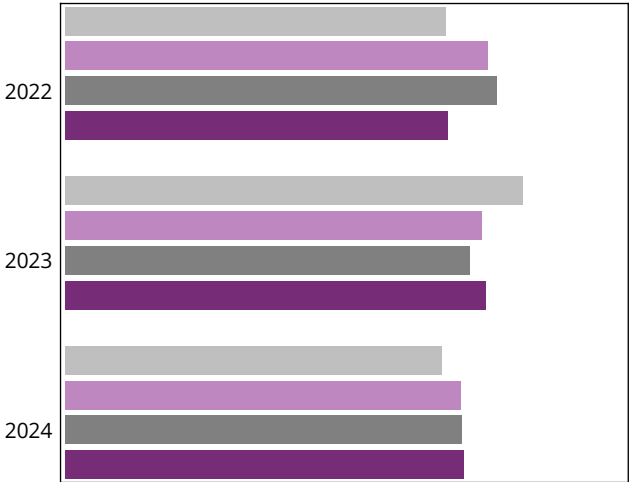
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$19,073,192	\$20,176,597	\$16,193,844
Week 28	\$20,473,587	\$19,026,695	\$16,946,731
Week 29	\$20,306,433	\$18,695,037	\$17,690,925
Week 30	\$18,801,066	\$18,648,780	\$18,012,921
Total	\$78,654,277	\$76,547,109	\$68,844,421

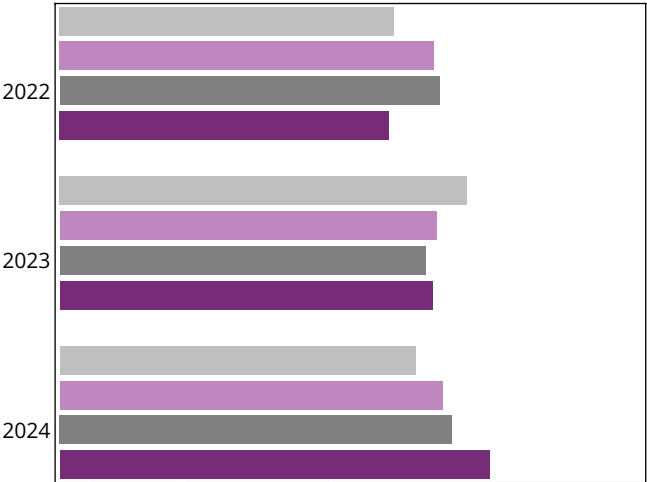
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	272,725	327,922	269,835
Week 28	302,505	298,466	283,542
Week 29	308,796	289,640	284,157
Week 30	273,706	301,504	285,769
Total	1,157,732	1,217,532	1,123,303

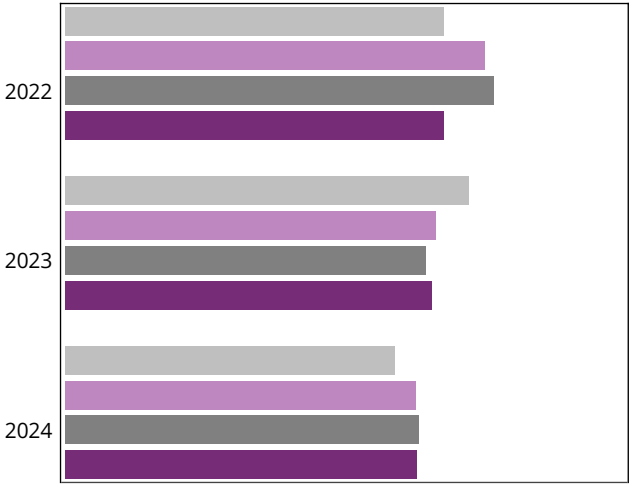
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$6,325,595	\$7,704,959	\$6,727,008
Week 28	\$7,080,231	\$7,125,121	\$7,238,524
Week 29	\$7,184,733	\$6,921,067	\$7,419,938
Week 30	\$6,229,989	\$7,050,649	\$8,138,478
Total	\$26,820,547	\$28,801,796	\$29,523,948

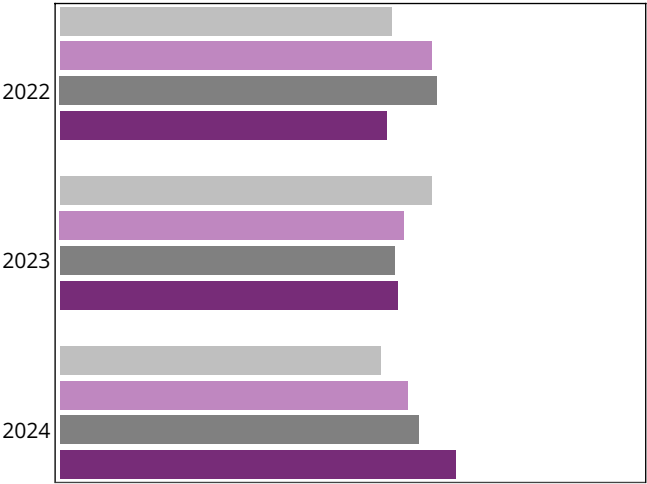
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	270,869	289,416	236,290
Week 28	300,750	265,163	250,949
Week 29	306,783	258,067	253,124
Week 30	271,428	262,747	251,620
Total	1,149,830	1,075,393	991,983

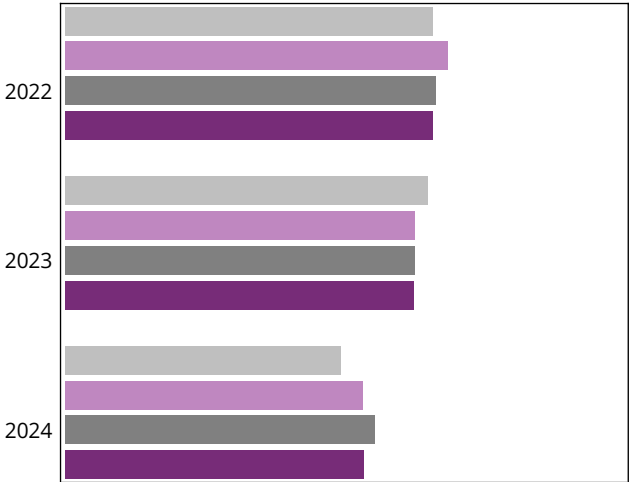
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$6,283,648	\$7,034,555	\$6,073,594
Week 28	\$7,040,683	\$6,517,299	\$6,585,292
Week 29	\$7,136,656	\$6,333,576	\$6,793,051
Week 30	\$6,178,701	\$6,393,026	\$7,488,474
Total	\$26,639,689	\$26,278,456	\$26,940,412

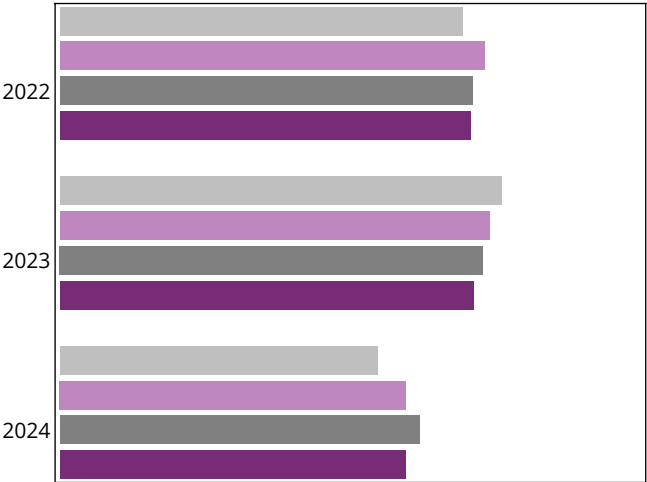
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	263,572	259,793	197,623
Week 28	273,698	250,227	213,018
Week 29	265,618	250,475	221,482
Week 30	263,559	249,863	213,502
Total	1,066,447	1,010,358	845,625

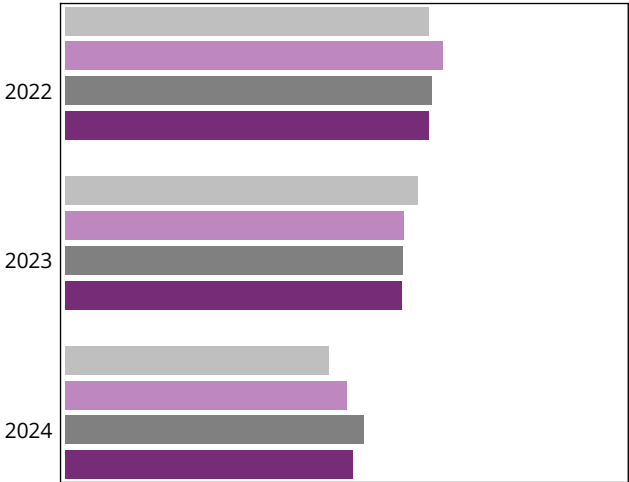
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$6,926,811	\$7,599,320	\$5,467,626
Week 28	\$7,308,205	\$7,393,277	\$5,958,992
Week 29	\$7,102,696	\$7,281,895	\$6,183,436
Week 30	\$7,070,399	\$7,114,430	\$5,945,700
Total	\$28,408,111	\$29,388,922	\$23,555,754

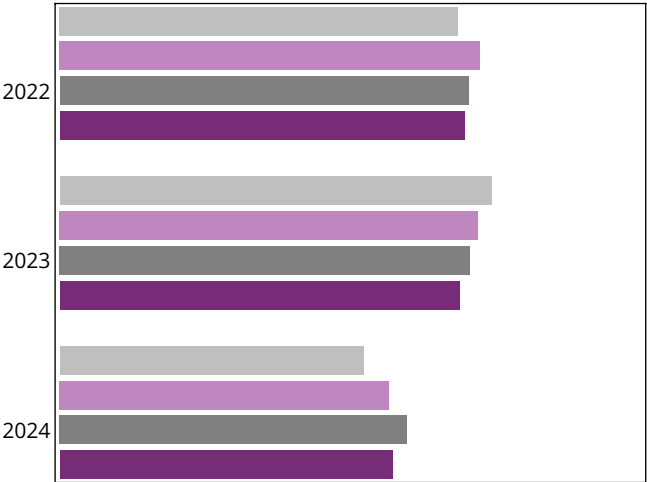
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	260,722	252,587	188,523
Week 28	270,526	242,458	201,602
Week 29	262,798	242,002	213,630
Week 30	260,435	240,919	205,836
Total	1,054,481	977,966	809,591

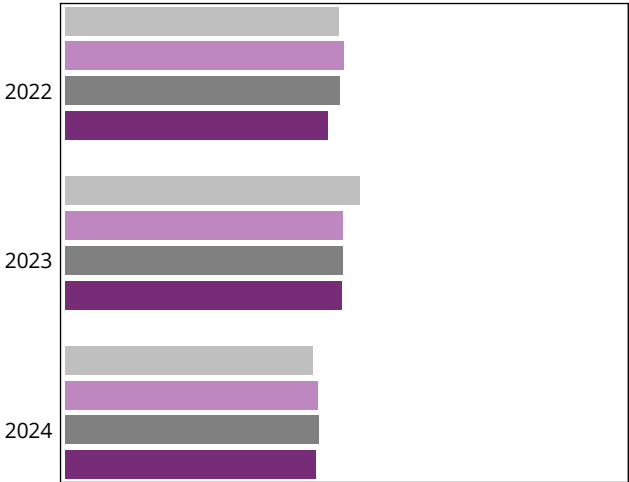
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$6,849,817	\$7,423,444	\$5,225,055
Week 28	\$7,226,848	\$7,196,172	\$5,662,715
Week 29	\$7,030,519	\$7,058,972	\$5,971,936
Week 30	\$6,959,598	\$6,881,319	\$5,728,730
Total	\$28,066,782	\$28,559,906	\$22,588,436

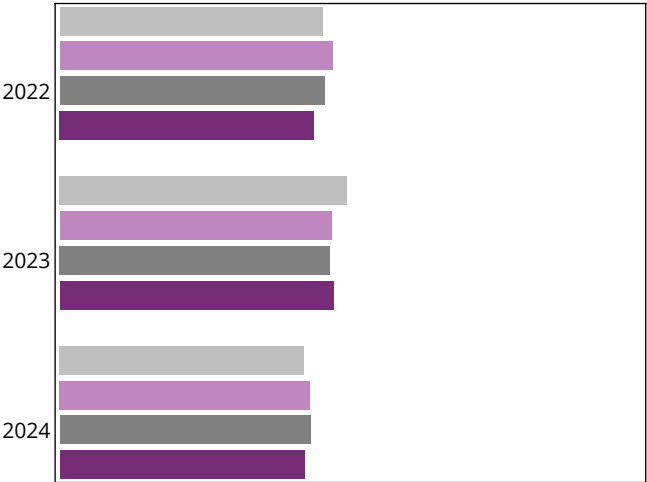
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	294,295	317,004	265,615
Week 28	298,975	298,646	271,497
Week 29	294,717	298,423	272,928
Week 30	281,696	297,589	268,863
Total	1,169,683	1,211,662	1,078,903

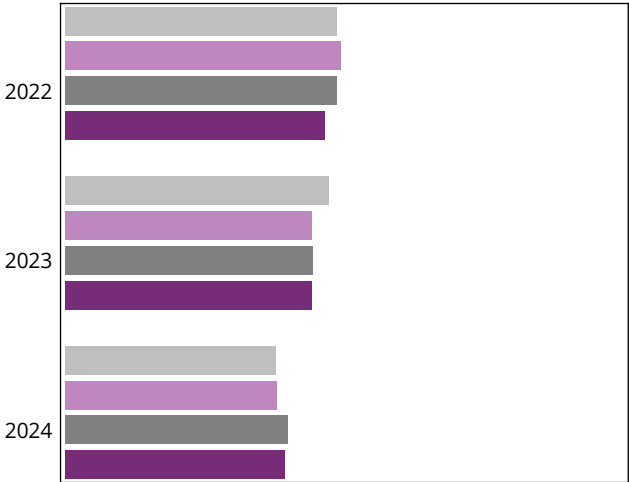
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$4,517,465	\$4,939,147	\$4,201,860
Week 28	\$4,694,297	\$4,677,706	\$4,304,442
Week 29	\$4,550,995	\$4,651,279	\$4,313,076
Week 30	\$4,372,377	\$4,710,581	\$4,213,081
Total	\$18,135,134	\$18,978,714	\$17,032,459

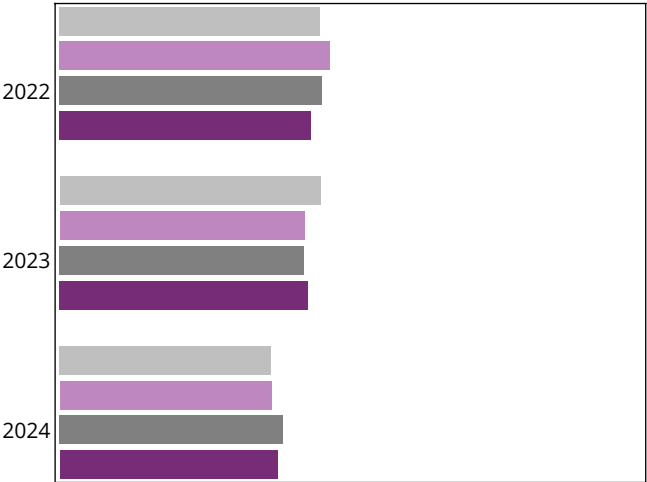
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	291,707	283,437	226,318
Week 28	296,077	264,730	227,353
Week 29	292,166	265,577	239,200
Week 30	278,655	265,273	236,332
Total	1,158,605	1,079,017	929,203

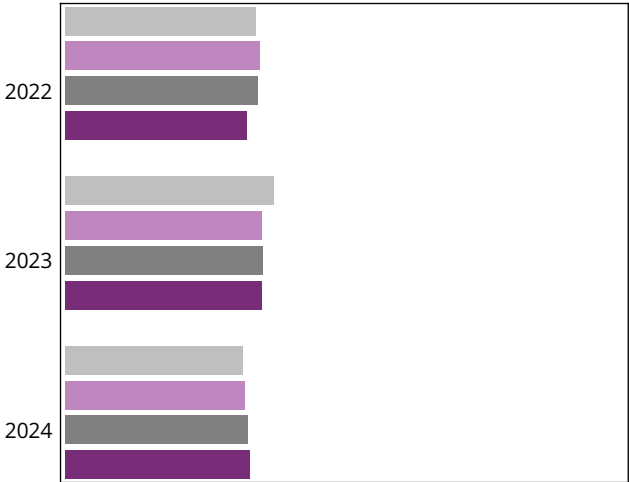
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$4,477,534	\$4,485,056	\$3,630,559
Week 28	\$4,646,268	\$4,214,601	\$3,642,412
Week 29	\$4,510,425	\$4,200,954	\$3,837,454
Week 30	\$4,323,730	\$4,268,329	\$3,749,911
Total	\$17,957,957	\$17,168,941	\$14,860,336

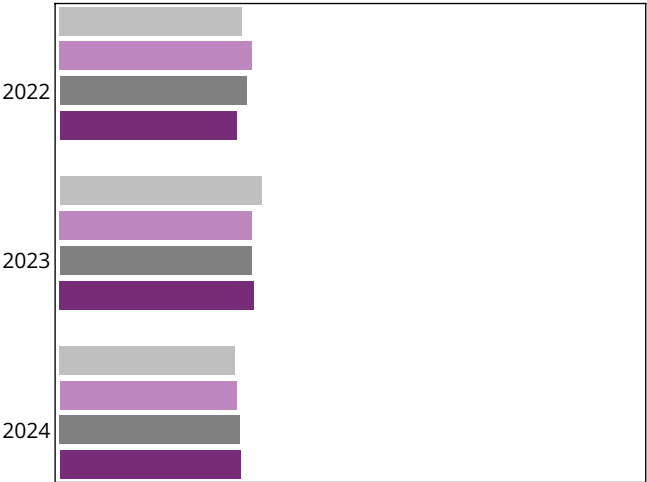
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	214,490	234,777	200,401
Week 28	218,992	221,328	202,595
Week 29	217,251	222,309	205,817
Week 30	204,974	222,136	207,969
Total	855,707	900,550	816,782

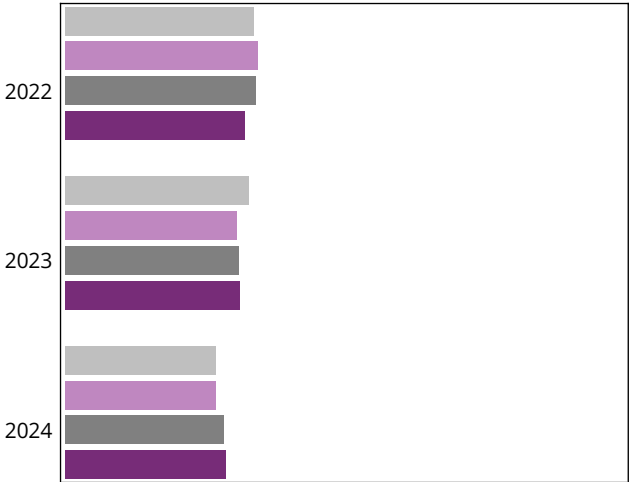
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$3,231,732	\$3,575,783	\$3,102,110
Week 28	\$3,404,657	\$3,406,388	\$3,133,733
Week 29	\$3,308,683	\$3,392,580	\$3,193,946
Week 30	\$3,131,862	\$3,442,268	\$3,204,098
Total	\$13,076,934	\$13,817,019	\$12,633,887

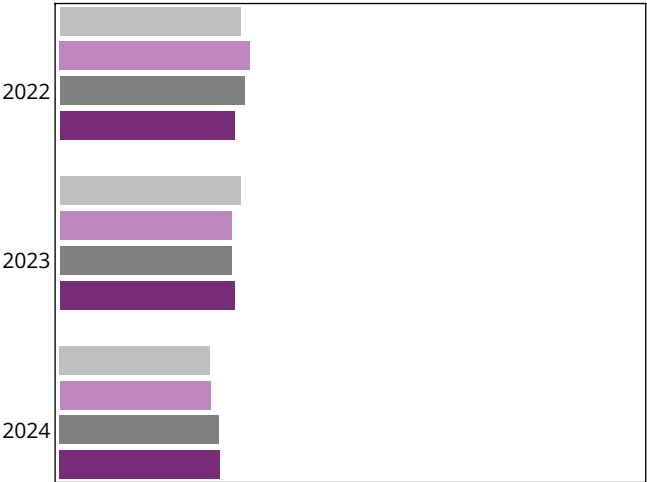
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	212,580	207,174	169,320
Week 28	216,913	194,074	169,828
Week 29	215,354	196,125	178,822
Week 30	202,707	196,348	181,555
Total	847,554	793,721	699,525

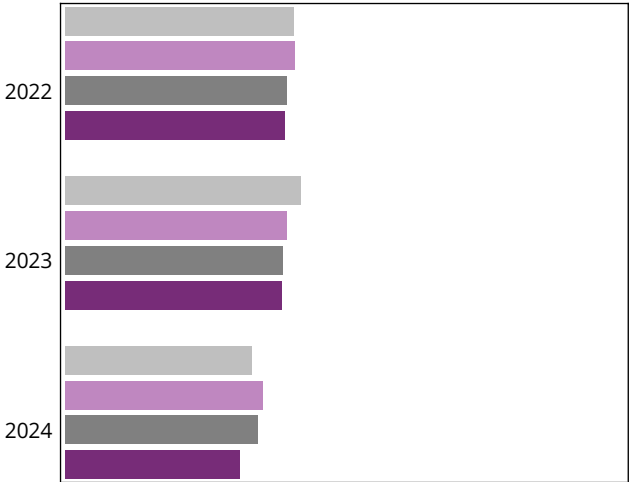
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$3,202,454	\$3,206,372	\$2,660,381
Week 28	\$3,368,689	\$3,040,517	\$2,666,226
Week 29	\$3,277,871	\$3,040,569	\$2,823,482
Week 30	\$3,095,063	\$3,098,104	\$2,838,449
Total	\$12,944,077	\$12,385,563	\$10,988,539

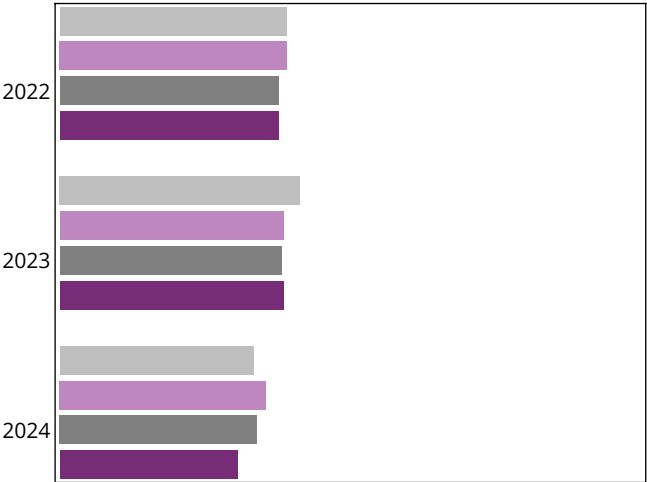
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	79,805	82,227	65,214
Week 28	79,983	77,318	68,902
Week 29	77,466	76,114	67,111
Week 30	76,722	75,453	60,894
Total	313,976	311,112	262,121

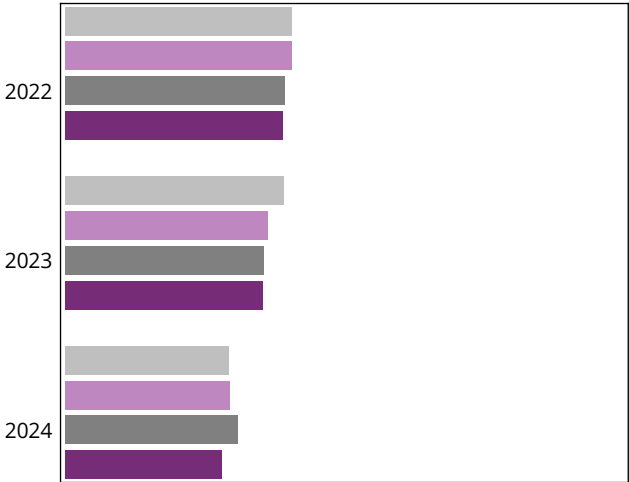
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$1,285,733	\$1,363,364	\$1,099,750
Week 28	\$1,289,640	\$1,271,318	\$1,170,709
Week 29	\$1,242,312	\$1,258,699	\$1,119,130
Week 30	\$1,240,515	\$1,268,313	\$1,008,983
Total	\$5,058,200	\$5,161,695	\$4,398,572

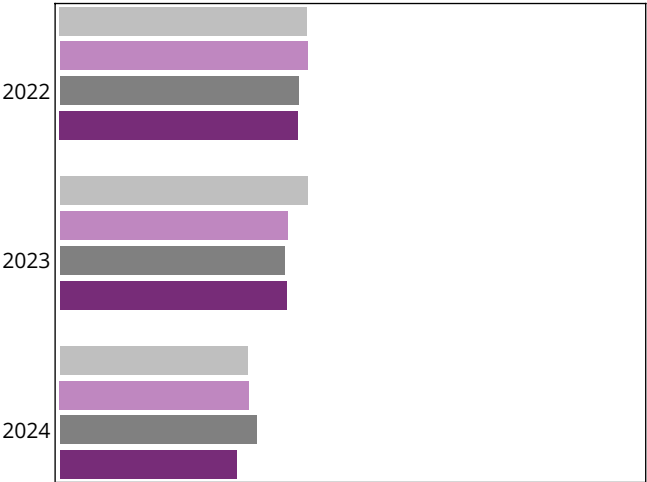
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	79,127	76,263	56,998
Week 28	79,164	70,656	57,525
Week 29	76,812	69,452	60,378
Week 30	75,948	68,925	54,777
Total	311,051	285,296	229,678

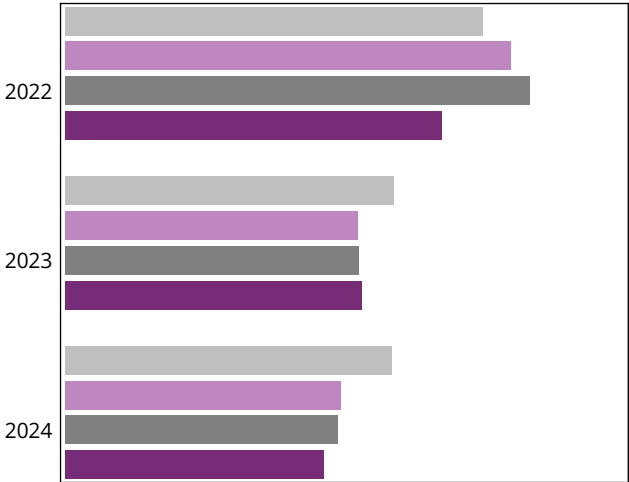
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$1,275,080	\$1,278,684	\$970,178
Week 28	\$1,277,578	\$1,174,083	\$976,185
Week 29	\$1,232,555	\$1,160,385	\$1,013,972
Week 30	\$1,228,667	\$1,170,225	\$911,462
Total	\$5,013,880	\$4,783,378	\$3,871,798

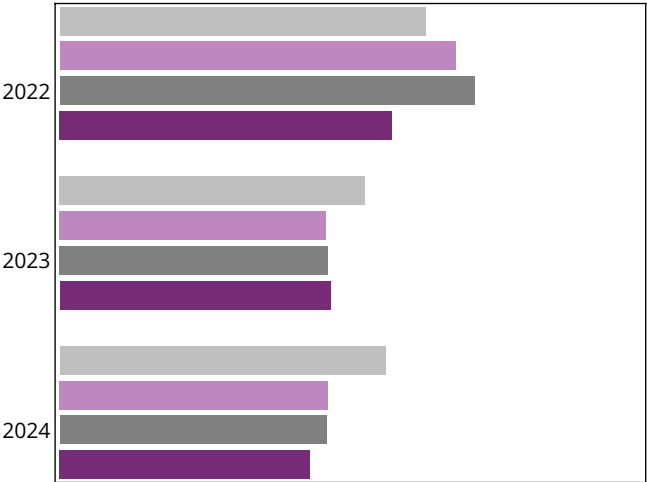
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	68,749	54,209	53,856
Week 28	73,329	48,269	45,461
Week 29	76,553	48,417	44,910
Week 30	62,116	48,844	42,579
Total	280,747	199,739	186,806

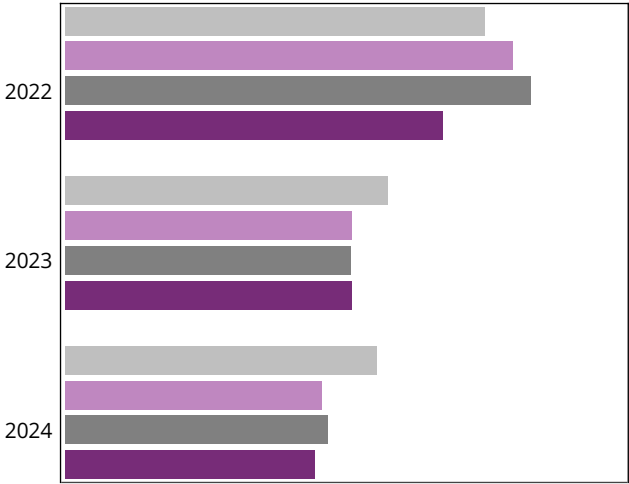
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$1,321,888	\$1,102,728	\$1,177,698
Week 28	\$1,430,120	\$961,197	\$969,155
Week 29	\$1,497,952	\$969,489	\$962,693
Week 30	\$1,200,395	\$977,286	\$903,690
Total	\$5,450,355	\$4,010,701	\$4,013,235

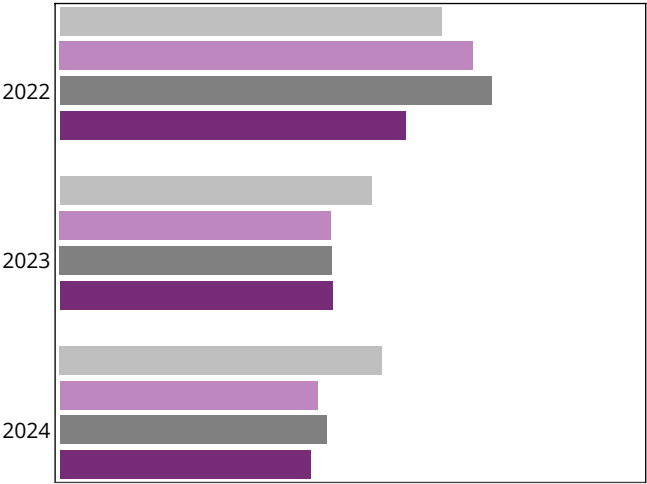
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	68,367	52,496	50,730
Week 28	72,909	46,699	41,874
Week 29	75,916	46,513	42,817
Week 30	61,534	46,725	40,684
Total	278,726	192,433	176,105

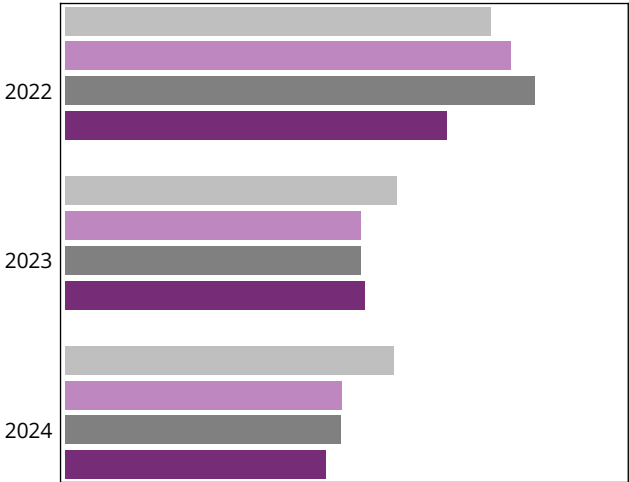
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$1,314,095	\$1,071,544	\$1,109,018
Week 28	\$1,422,233	\$933,503	\$886,271
Week 29	\$1,486,186	\$936,095	\$917,850
Week 30	\$1,188,781	\$937,651	\$862,839
Total	\$5,411,296	\$3,878,793	\$3,775,977

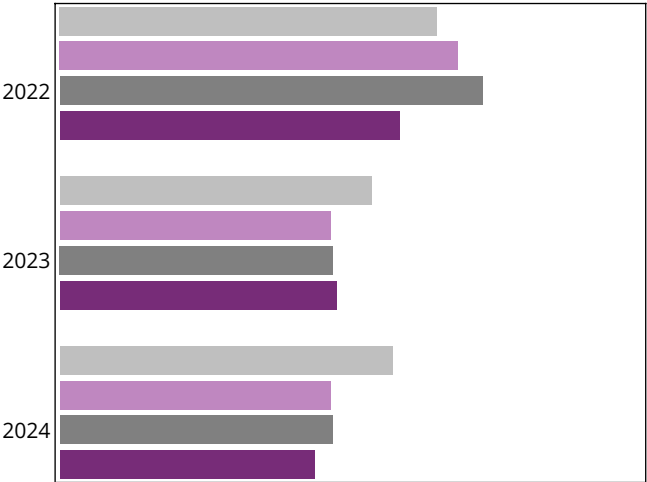
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	67,758	52,809	52,424
Week 28	71,002	47,114	44,025
Week 29	74,816	47,048	43,923
Week 30	60,836	47,722	41,510
Total	274,412	194,693	181,882

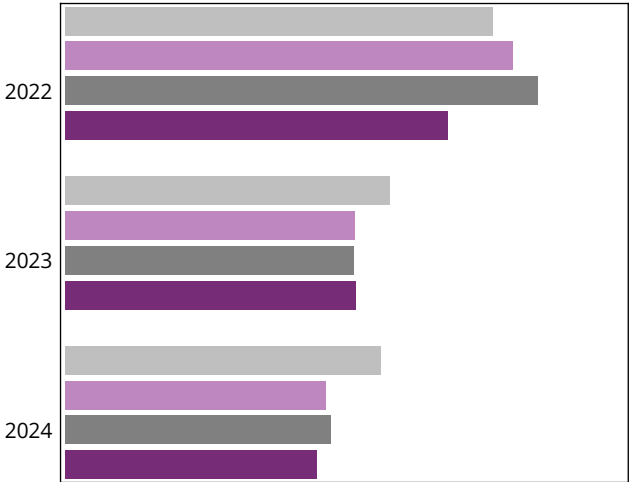
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$1,298,104	\$1,072,584	\$1,144,024
Week 28	\$1,369,824	\$931,919	\$932,381
Week 29	\$1,455,495	\$939,696	\$939,205
Week 30	\$1,169,209	\$953,046	\$875,997
Total	\$5,292,633	\$3,897,245	\$3,891,608

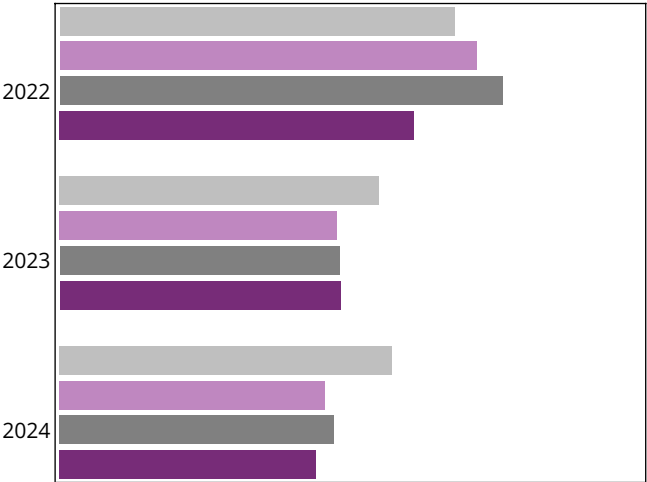
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	67,398	51,180	49,693
Week 28	70,599	45,625	41,041
Week 29	74,404	45,533	41,899
Week 30	60,280	45,811	39,694
Total	272,681	188,149	172,327

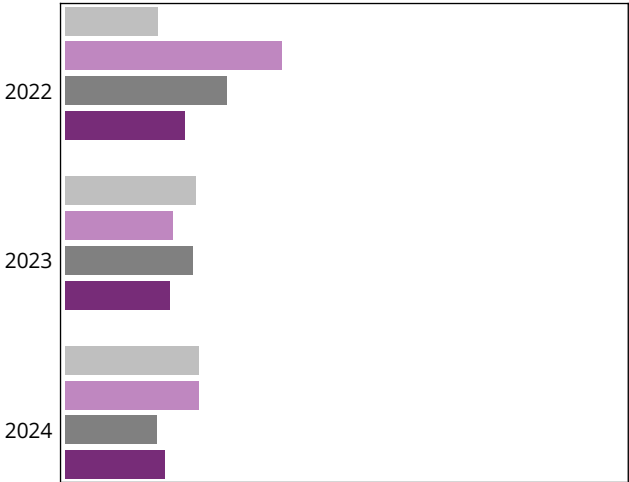
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$1,290,719	\$1,043,250	\$1,085,424
Week 28	\$1,362,255	\$905,780	\$867,143
Week 29	\$1,447,638	\$913,631	\$896,160
Week 30	\$1,158,146	\$917,794	\$837,191
Total	\$5,258,759	\$3,780,456	\$3,685,918

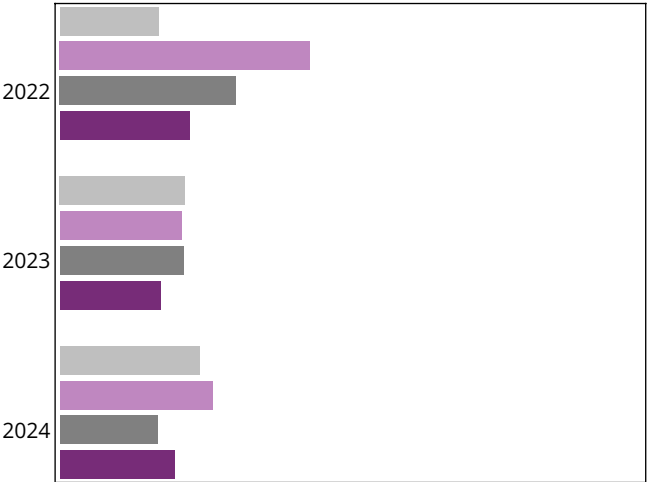
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 27	991	1,400	1,432
Week 28	2,327	1,155	1,436
Week 29	1,737	1,369	987
Week 30	1,280	1,122	1,069
Total	6,335	5,046	4,924

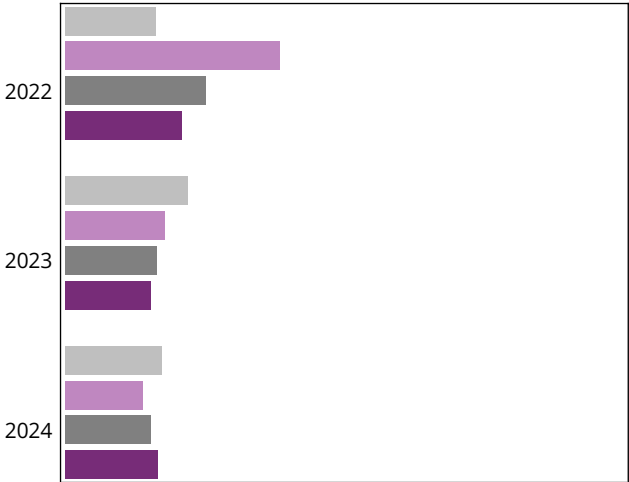
Value Sold (in millions of dollars)



	2022	2023	2024
Week 27	\$23,784	\$30,145	\$33,674
Week 28	\$60,296	\$29,278	\$36,773
Week 29	\$42,457	\$29,793	\$23,488
Week 30	\$31,186	\$24,241	\$27,693
Total	\$157,723	\$113,456	\$121,627

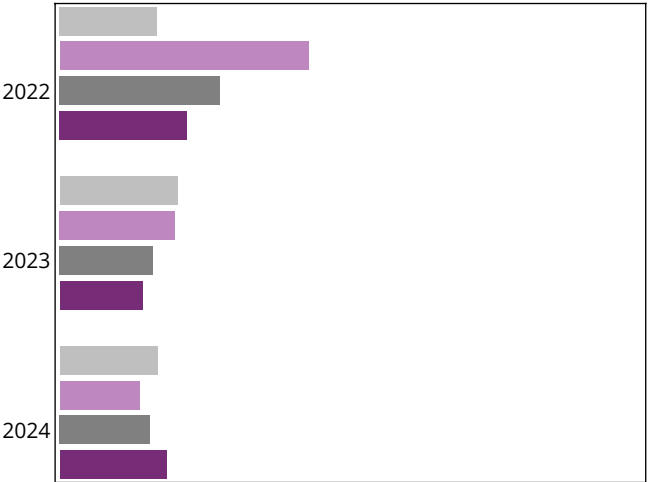
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 27	969	1,316	1,037
Week 28	2,310	1,074	833
Week 29	1,512	980	918
Week 30	1,254	914	990
Total	6,045	4,284	3,778

Value Sold (in millions of dollars)



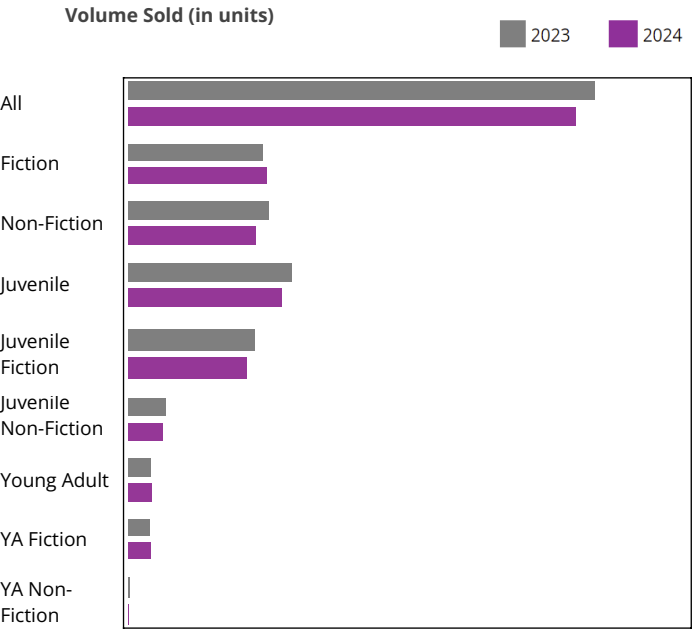
	2022	2023	2024
Week 27	\$23,375	\$28,294	\$23,593
Week 28	\$59,978	\$27,722	\$19,128
Week 29	\$38,548	\$22,465	\$21,690
Week 30	\$30,636	\$19,857	\$25,648
Total	\$152,537	\$98,337	\$90,060

Year-to-Date Comparisons

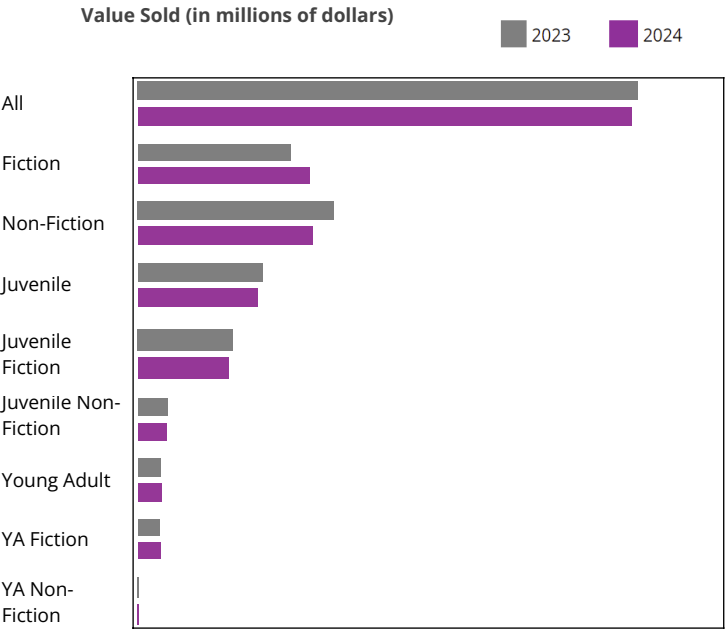
Week-ending dates:

	2023	2024
Week 30	2023-07-30	2024-07-28

All Market

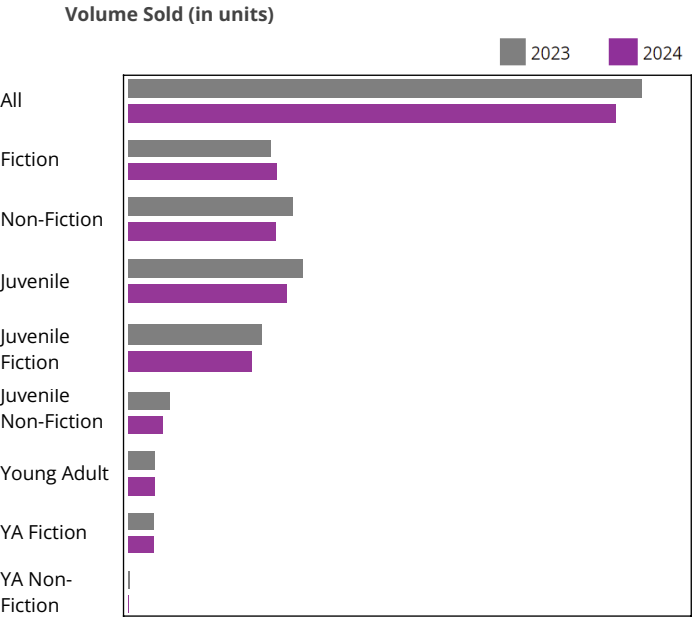


	2023	2024
All	25,087,695	24,069,531
Fiction	7,203,769	7,447,231
Non-Fiction	7,562,436	6,862,276
Juvenile	8,790,400	8,224,443
Juvenile Fiction	6,795,160	6,382,473
Juvenile Non-Fiction	1,995,240	1,841,970
Young Adult (YA)	1,233,126	1,241,024
YA Fiction	1,176,171	1,192,754
YA Non-Fiction	56,955	48,270

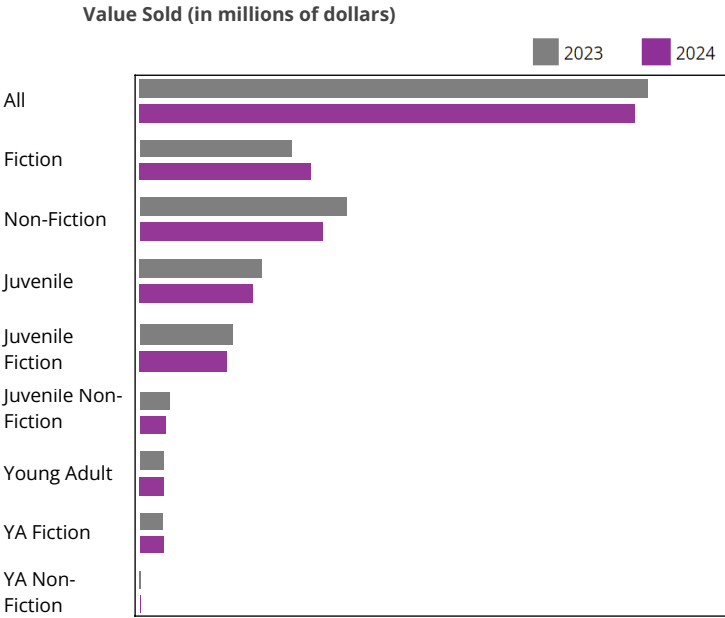


	2023	2024
All	\$559,536,335	\$552,136,260
Fiction	\$170,970,732	\$191,845,181
Non-Fiction	\$219,424,272	\$195,562,544
Juvenile	\$139,587,081	\$133,629,064
Juvenile Fiction	\$106,638,160	\$101,709,998
Juvenile Non-Fiction	\$32,948,920	\$31,919,066
Young Adult (YA)	\$25,471,883	\$26,824,798
YA Fiction	\$24,147,068	\$25,530,849
YA Non-Fiction	\$1,324,815	\$1,293,948

Ring Fence



	2023	2024
All	22,992,410	21,807,506
Fiction	6,383,625	6,654,556
Non-Fiction	7,347,658	6,606,758
Juvenile	7,803,022	7,106,811
Juvenile Fiction	5,964,137	5,545,336
Juvenile Non-Fiction	1,838,885	1,561,475
Young Adult (YA)	1,171,958	1,164,671
YA Fiction	1,121,179	1,128,503
YA Non-Fiction	50,779	36,168



	2023	2024
All	\$524,514,910	\$511,294,542
Fiction	\$156,710,929	\$176,842,976
Non-Fiction	\$213,549,386	\$188,737,591
Juvenile	\$126,079,183	\$116,671,118
Juvenile Fiction	\$95,438,709	\$89,864,738
Juvenile Non-Fiction	\$30,640,474	\$26,806,381
Young Adult (YA)	\$24,266,673	\$25,041,838
YA Fiction	\$23,095,051	\$24,189,883
YA Non-Fiction	\$1,171,622	\$851,955

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	