

SalesData Market Report:

August, 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 August 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 31	2022-08-07	2023-08-06	2024-08-04
Week 32	2022-08-14	2023-08-13	2024-08-11
Week 33	2022-08-21	2023-08-20	2024-08-18
Week 34	2022-08-28	2023-08-27	2024-08-25
Week 35	2022-09-04	2023-09-03	2024-09-01

Month-to-Month Comparisons

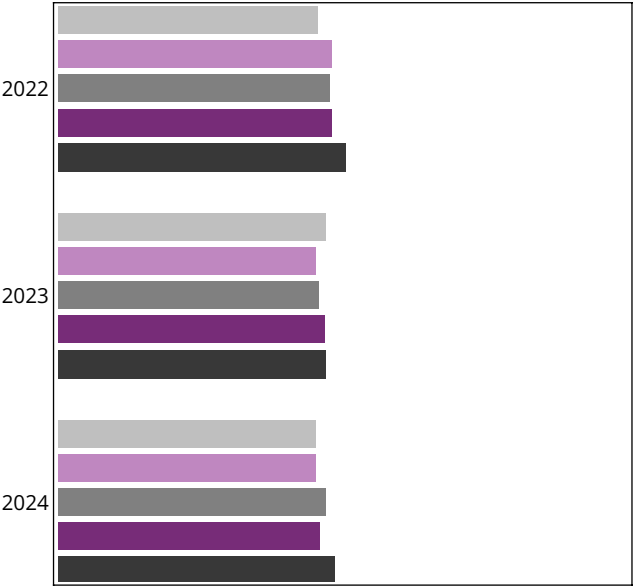
All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	855,470	853,544	799,707
Week 32	895,389	831,496	804,067
Week 33	887,003	836,290	829,801
Week 34	887,983	857,539	815,601
Week 35	922,756	857,780	860,833
Total	4,448,601	4,236,649	4,110,009

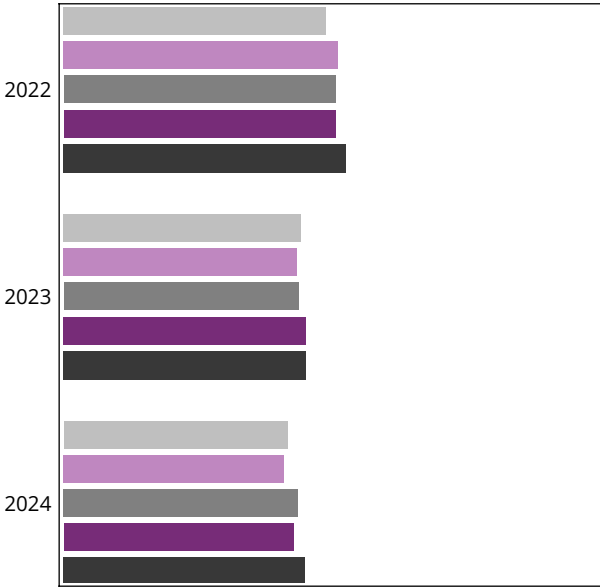
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$18,211,523	\$18,824,342	\$18,097,336
Week 32	\$19,235,180	\$18,062,911	\$18,121,152
Week 33	\$19,049,220	\$18,296,640	\$18,805,606
Week 34	\$19,253,794	\$18,748,269	\$18,370,730
Week 35	\$20,190,998	\$18,811,907	\$19,443,815
Total	\$95,940,716	\$92,744,070	\$92,838,639

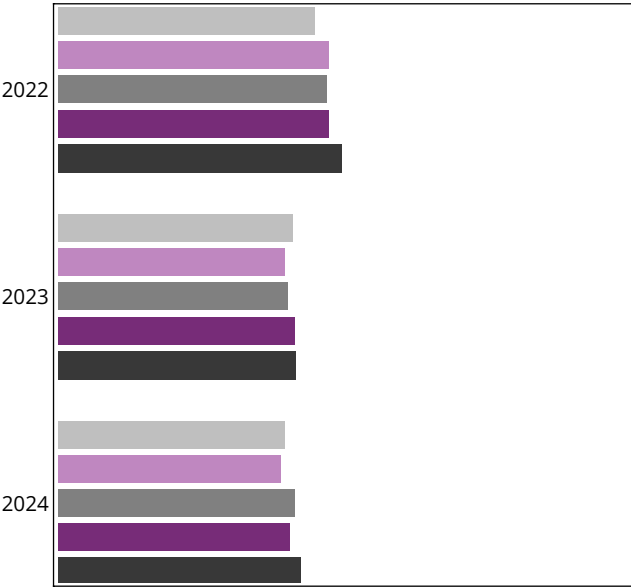
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	847,132	767,175	722,210
Week 32	886,513	753,648	711,084
Week 33	878,074	758,847	756,878
Week 34	878,574	782,342	742,423
Week 35	912,082	782,564	778,794
Total	4,402,375	3,844,576	3,711,389

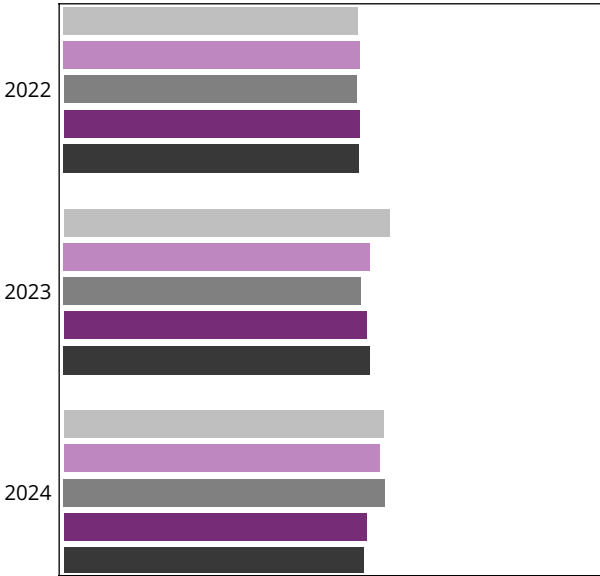
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$18,024,576	\$17,331,252	\$16,701,718
Week 32	\$19,021,605	\$16,729,662	\$16,389,183
Week 33	\$18,840,353	\$16,946,698	\$17,450,026
Week 34	\$19,021,338	\$17,428,404	\$17,051,203
Week 35	\$19,924,731	\$17,504,952	\$17,918,621
Total	\$94,832,603	\$85,940,967	\$85,510,751

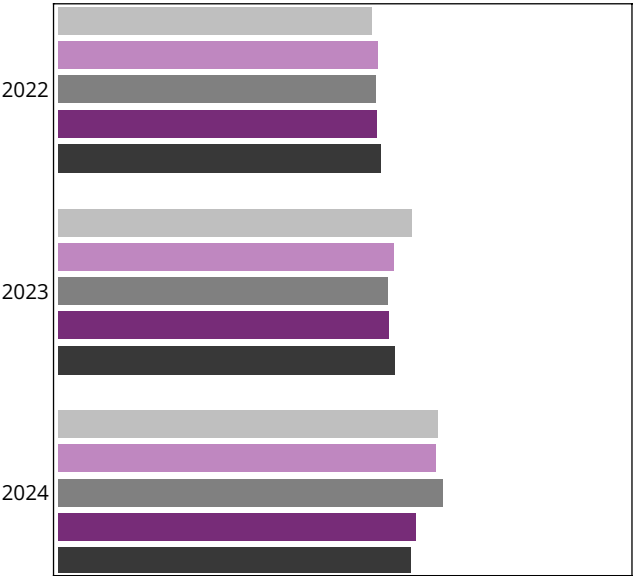
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	265,255	293,726	288,107
Week 32	267,140	276,135	284,897
Week 33	264,144	268,140	289,732
Week 34	266,665	273,085	272,742
Week 35	266,211	276,312	270,026
Total	1,329,415	1,387,398	1,405,504

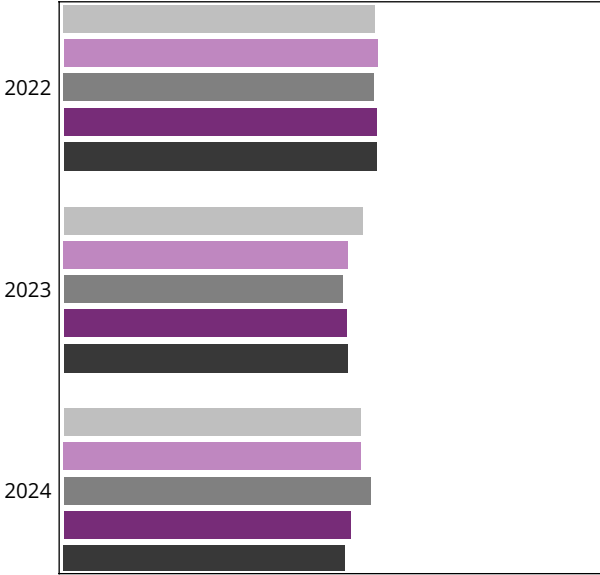
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$6,060,036	\$6,839,809	\$7,339,914
Week 32	\$6,175,166	\$6,491,511	\$7,286,859
Week 33	\$6,139,534	\$6,364,161	\$7,424,556
Week 34	\$6,147,582	\$6,396,090	\$6,900,217
Week 35	\$6,227,589	\$6,511,396	\$6,804,417
Total	\$30,749,907	\$32,602,967	\$35,755,963

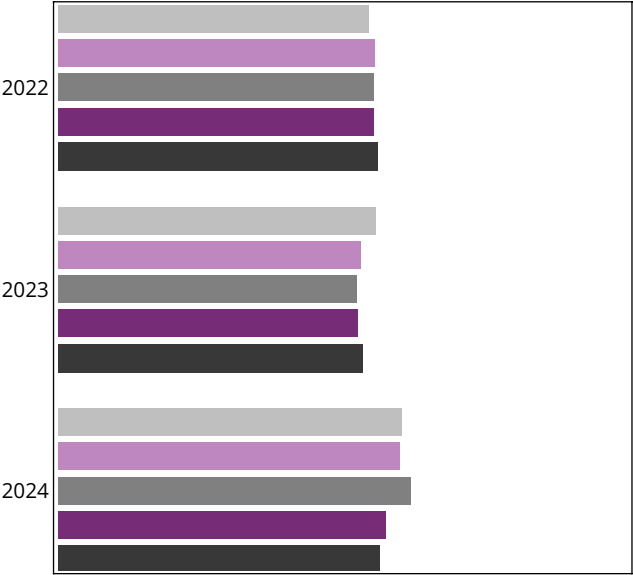
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	263,196	252,502	251,044
Week 32	265,084	240,347	251,230
Week 33	262,141	235,451	259,311
Week 34	264,561	238,991	242,350
Week 35	264,267	240,020	237,868
Total	1,319,249	1,207,311	1,241,803

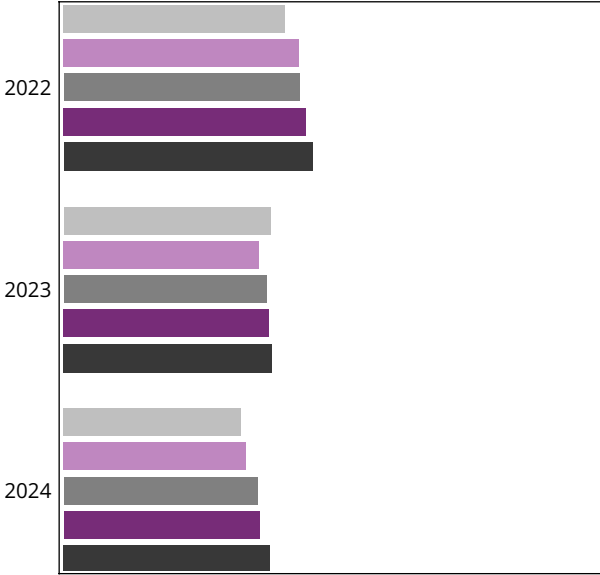
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$6,008,486	\$6,140,338	\$6,631,392
Week 32	\$6,124,167	\$5,839,722	\$6,603,292
Week 33	\$6,089,653	\$5,766,123	\$6,807,014
Week 34	\$6,095,920	\$5,785,355	\$6,319,905
Week 35	\$6,179,521	\$5,883,679	\$6,209,329
Total	\$30,497,746	\$29,415,217	\$32,570,932

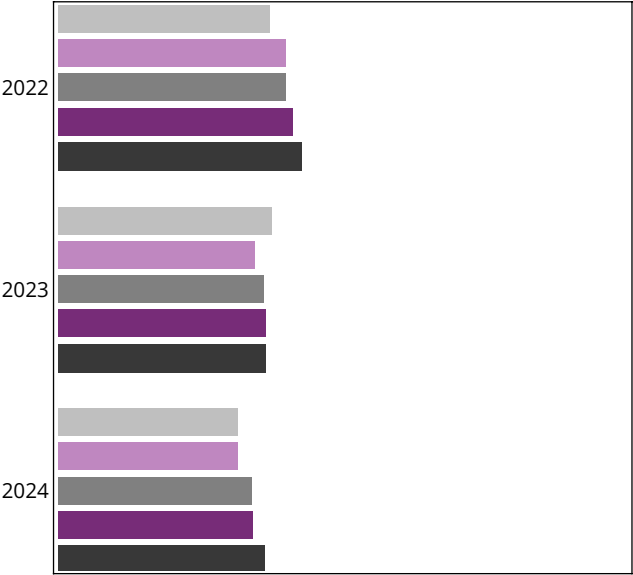
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	253,484	236,829	203,154
Week 32	269,413	223,702	208,660
Week 33	270,387	232,099	222,192
Week 34	277,310	235,150	224,579
Week 35	285,097	238,349	236,210
Total	1,355,691	1,166,129	1,094,795

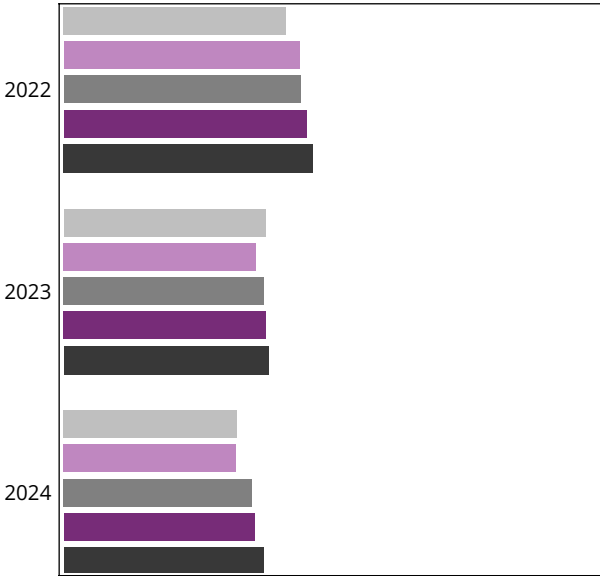
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$6,692,399	\$6,736,687	\$5,685,997
Week 32	\$7,197,306	\$6,199,937	\$5,691,200
Week 33	\$7,182,639	\$6,490,448	\$6,122,937
Week 34	\$7,429,478	\$6,560,430	\$6,153,745
Week 35	\$7,688,485	\$6,554,015	\$6,545,291
Total	\$36,190,307	\$32,541,517	\$30,199,171

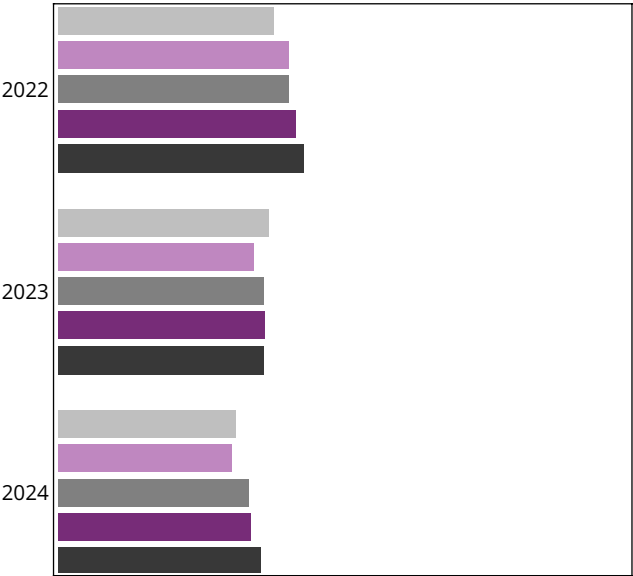
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	250,671	227,646	195,024
Week 32	265,967	216,781	194,318
Week 33	266,984	225,563	212,049
Week 34	273,414	227,756	215,264
Week 35	281,024	230,574	225,212
Total	1,338,060	1,128,320	1,041,867

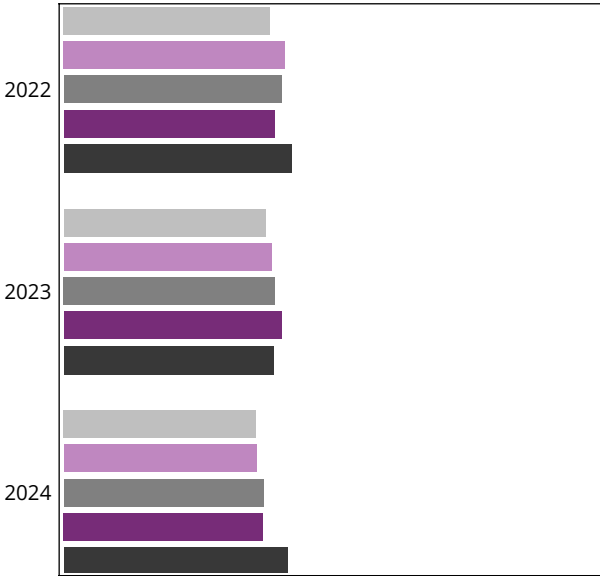
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$6,610,473	\$6,460,438	\$5,469,968
Week 32	\$7,092,359	\$6,018,040	\$5,322,740
Week 33	\$7,082,716	\$6,308,501	\$5,857,980
Week 34	\$7,305,410	\$6,361,452	\$5,906,216
Week 35	\$7,555,298	\$6,329,609	\$6,230,946
Total	\$35,646,255	\$31,478,040	\$28,787,850

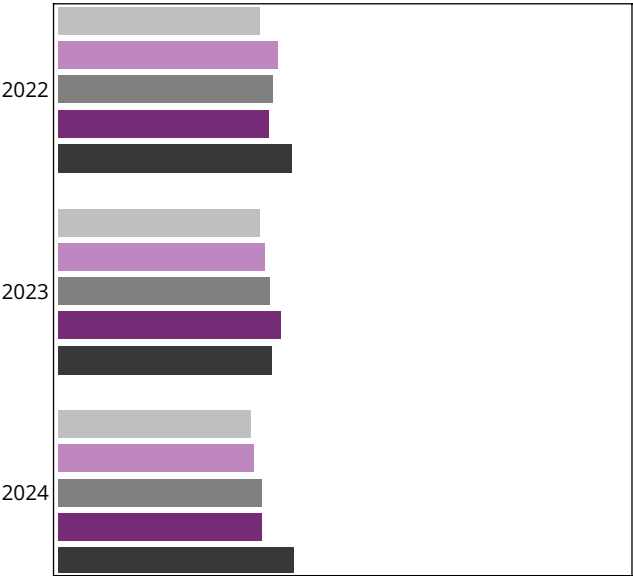
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	270,913	265,168	252,936
Week 32	290,910	272,911	253,633
Week 33	286,007	277,566	262,711
Week 34	277,161	286,234	261,859
Week 35	299,777	276,030	293,967
Total	1,424,768	1,377,909	1,325,106

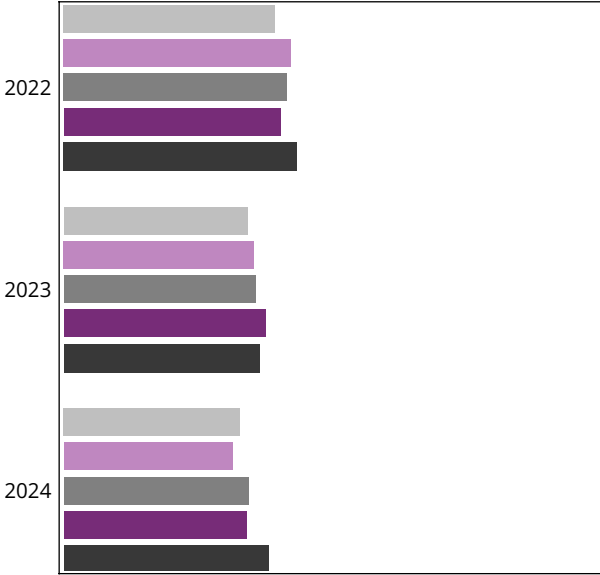
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$4,172,805	\$4,175,860	\$3,998,503
Week 32	\$4,543,676	\$4,281,694	\$4,055,846
Week 33	\$4,439,148	\$4,374,085	\$4,211,363
Week 34	\$4,357,574	\$4,612,355	\$4,211,535
Week 35	\$4,832,578	\$4,433,613	\$4,887,807
Total	\$22,345,781	\$21,877,607	\$21,365,054

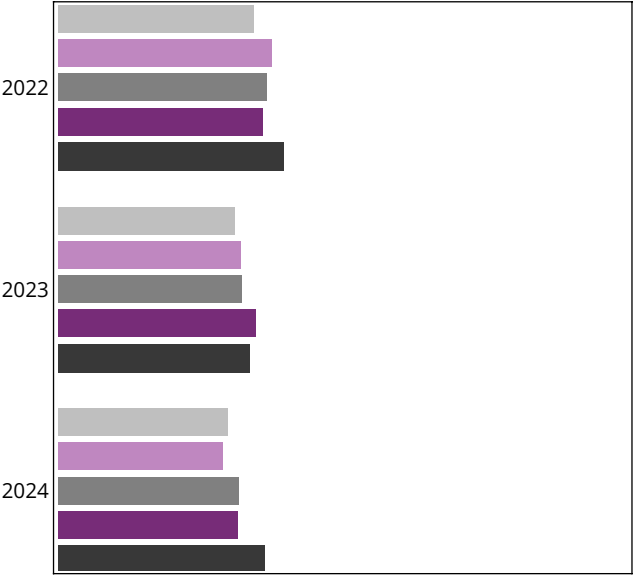
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	268,069	232,746	223,579
Week 32	288,384	241,326	213,799
Week 33	283,277	242,979	234,037
Week 34	274,532	255,488	231,664
Week 35	295,998	247,986	259,327
Total	1,410,260	1,220,525	1,162,406

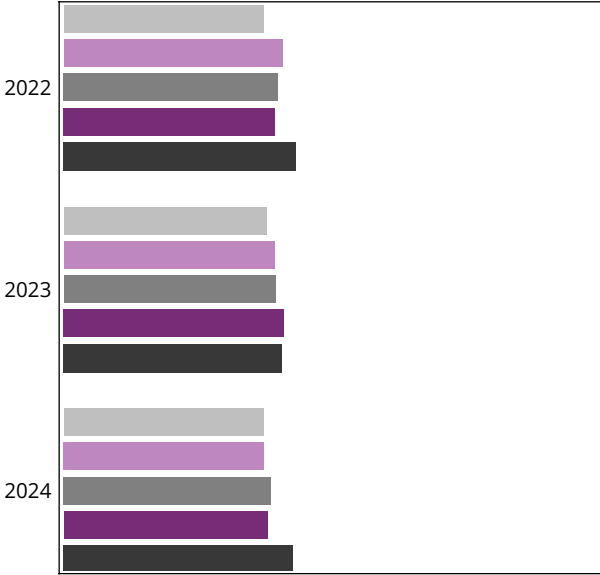
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$4,130,731	\$3,720,345	\$3,581,649
Week 32	\$4,503,042	\$3,842,916	\$3,472,996
Week 33	\$4,394,366	\$3,866,675	\$3,799,707
Week 34	\$4,314,852	\$4,153,469	\$3,774,274
Week 35	\$4,764,068	\$4,037,916	\$4,353,070
Total	\$22,107,058	\$19,621,320	\$18,981,696

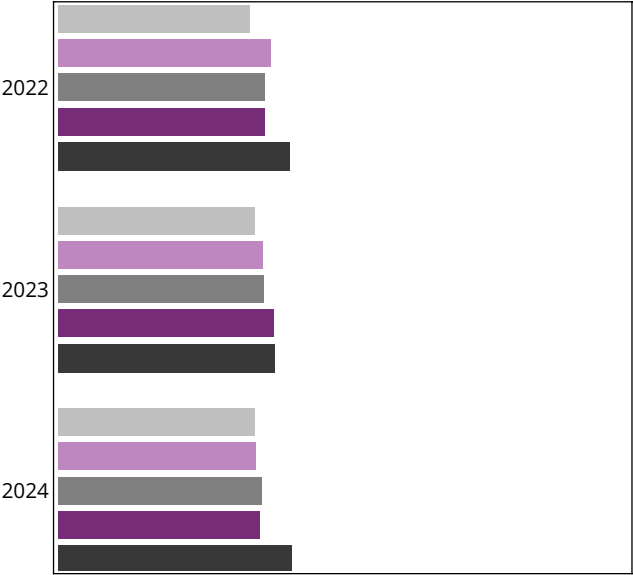
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	195,318	198,193	195,029
Week 32	213,523	205,696	195,483
Week 33	209,471	206,885	202,273
Week 34	206,153	215,183	198,944
Week 35	226,788	213,055	223,855
Total	1,051,253	1,039,012	1,015,584

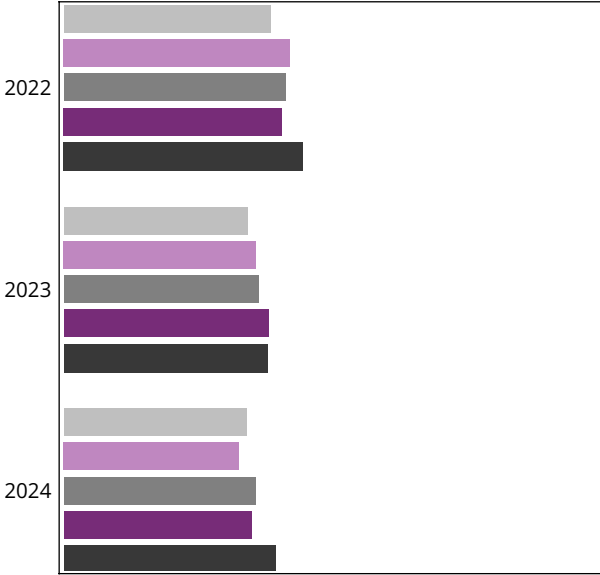
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$2,955,566	\$3,044,065	\$3,031,741
Week 32	\$3,289,150	\$3,165,286	\$3,051,572
Week 33	\$3,186,385	\$3,174,045	\$3,150,013
Week 34	\$3,187,418	\$3,334,052	\$3,120,373
Week 35	\$3,578,593	\$3,340,514	\$3,613,424
Total	\$16,197,112	\$16,057,962	\$15,967,124

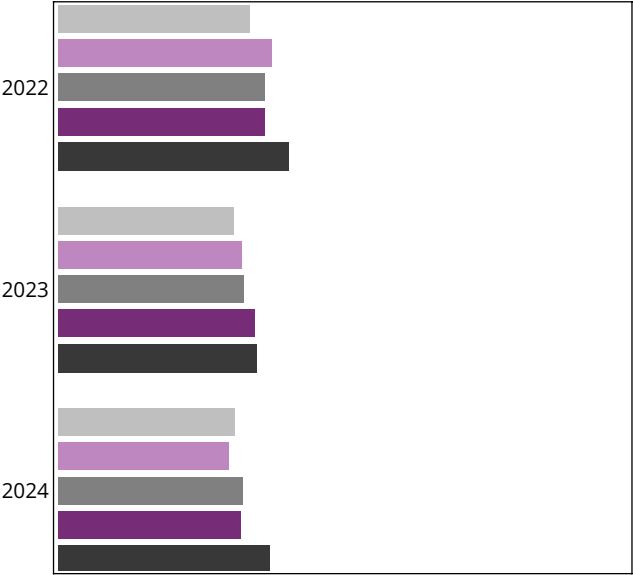
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	193,241	172,078	171,130
Week 32	211,761	179,708	163,977
Week 33	207,577	181,918	179,203
Week 34	204,346	191,690	175,455
Week 35	223,825	190,580	198,166
Total	1,040,750	915,974	887,931

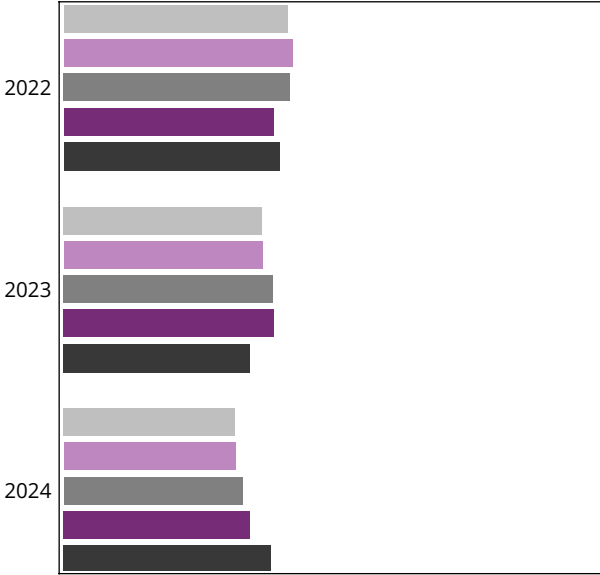
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$2,927,206	\$2,682,551	\$2,702,454
Week 32	\$3,261,897	\$2,810,642	\$2,598,593
Week 33	\$3,156,025	\$2,830,047	\$2,824,224
Week 34	\$3,158,986	\$3,005,378	\$2,784,054
Week 35	\$3,524,071	\$3,029,670	\$3,239,806
Total	\$16,028,185	\$14,358,287	\$14,149,130

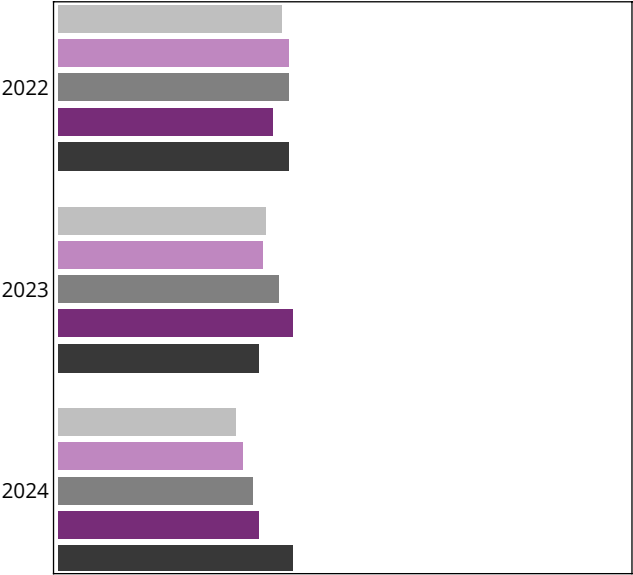
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	75,595	66,975	57,907
Week 32	77,387	67,215	58,150
Week 33	76,536	70,681	60,438
Week 34	71,008	71,051	62,915
Week 35	72,989	62,975	70,112
Total	373,515	338,897	309,522

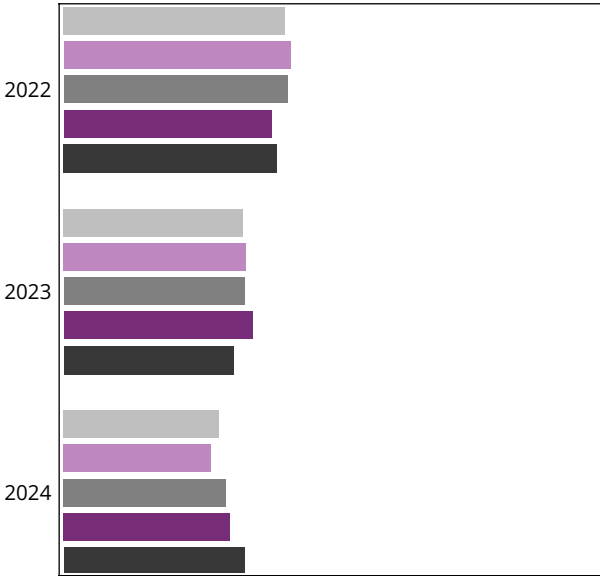
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$1,217,239	\$1,131,795	\$966,761
Week 32	\$1,254,526	\$1,116,408	\$1,004,274
Week 33	\$1,252,763	\$1,200,041	\$1,061,349
Week 34	\$1,170,156	\$1,278,303	\$1,091,163
Week 35	\$1,253,985	\$1,093,099	\$1,274,383
Total	\$6,148,669	\$5,819,645	\$5,397,930

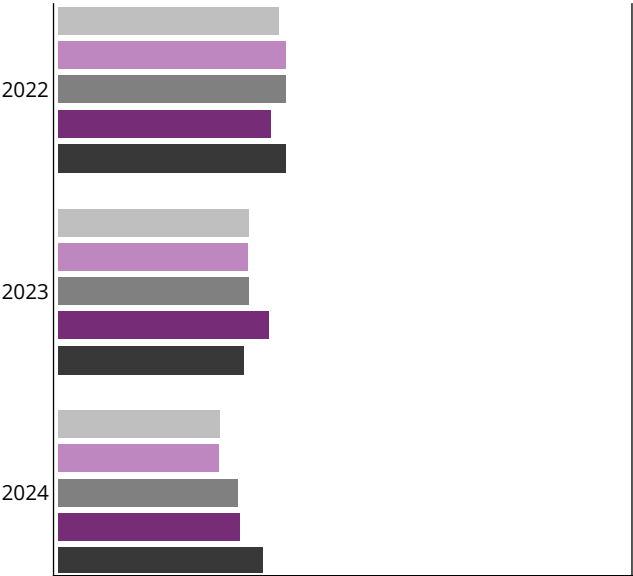
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	74,828	60,668	52,449
Week 32	76,623	61,618	49,822
Week 33	75,700	61,061	54,834
Week 34	70,186	63,798	56,209
Week 35	72,173	57,406	61,161
Total	369,510	304,551	274,475

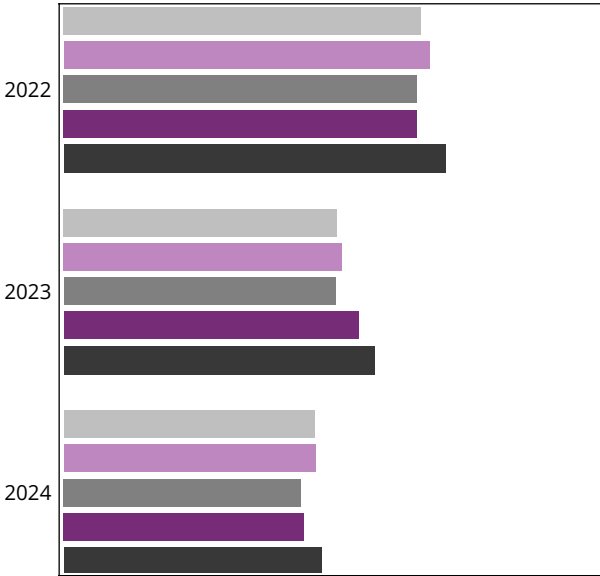
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$1,203,525	\$1,037,795	\$879,195
Week 32	\$1,241,145	\$1,032,274	\$874,403
Week 33	\$1,238,340	\$1,036,628	\$975,483
Week 34	\$1,155,866	\$1,148,091	\$990,220
Week 35	\$1,239,997	\$1,008,246	\$1,113,265
Total	\$6,078,873	\$5,263,033	\$4,832,565

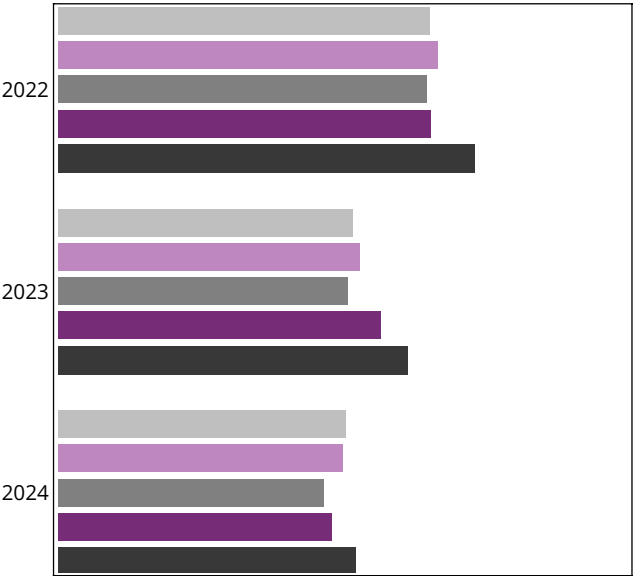
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	59,086	45,131	41,447
Week 32	60,486	45,960	41,576
Week 33	58,406	44,916	39,192
Week 34	58,373	48,718	39,727
Week 35	63,102	51,362	42,620
Total	299,453	236,087	204,562

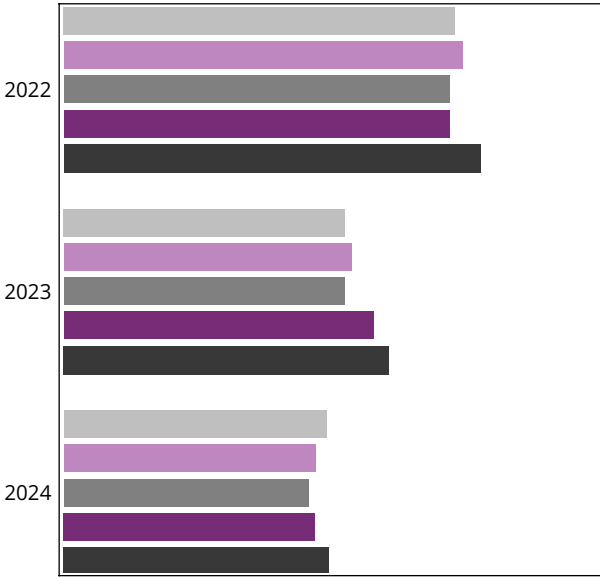
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$1,143,308	\$904,585	\$885,155
Week 32	\$1,166,920	\$925,900	\$873,147
Week 33	\$1,131,995	\$890,291	\$816,609
Week 34	\$1,144,110	\$990,370	\$841,798
Week 35	\$1,279,247	\$1,073,916	\$913,621
Total	\$5,865,581	\$4,785,062	\$4,330,331

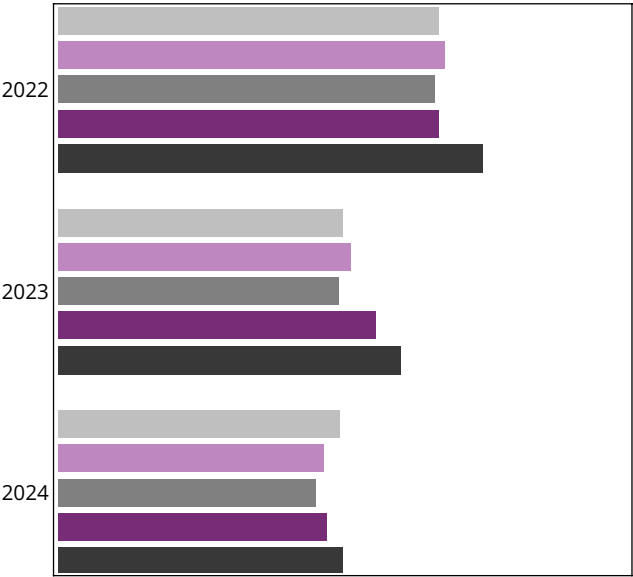
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	58,793	42,280	39,450
Week 32	59,917	43,207	37,807
Week 33	57,967	42,224	36,785
Week 34	57,932	46,552	37,738
Week 35	62,647	48,866	39,875
Total	297,256	223,129	191,655

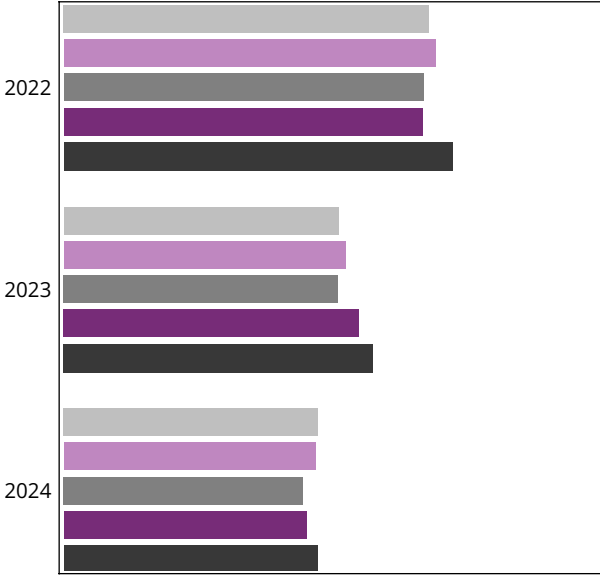
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$1,137,756	\$850,849	\$841,802
Week 32	\$1,154,896	\$873,061	\$792,222
Week 33	\$1,123,844	\$836,404	\$769,431
Week 34	\$1,135,870	\$948,026	\$802,739
Week 35	\$1,269,248	\$1,023,242	\$851,058
Total	\$5,821,613	\$4,531,582	\$4,057,251

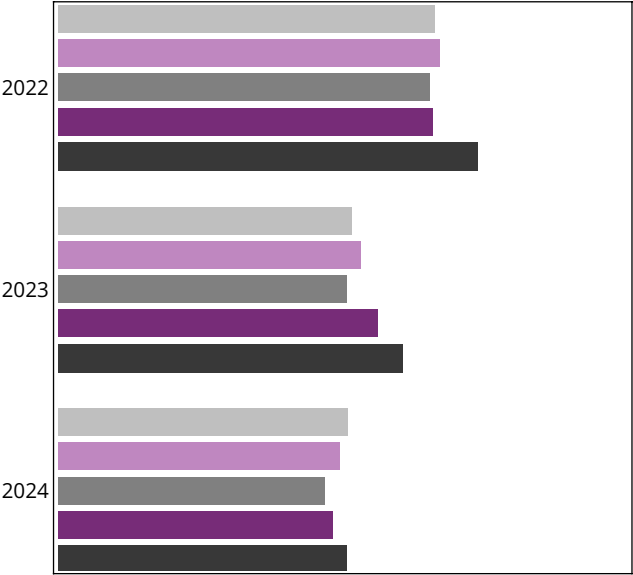
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	58,282	43,884	40,583
Week 32	59,348	44,982	40,199
Week 33	57,479	43,756	38,216
Week 34	57,304	47,146	38,742
Week 35	62,048	49,364	40,530
Total	294,461	229,132	198,270

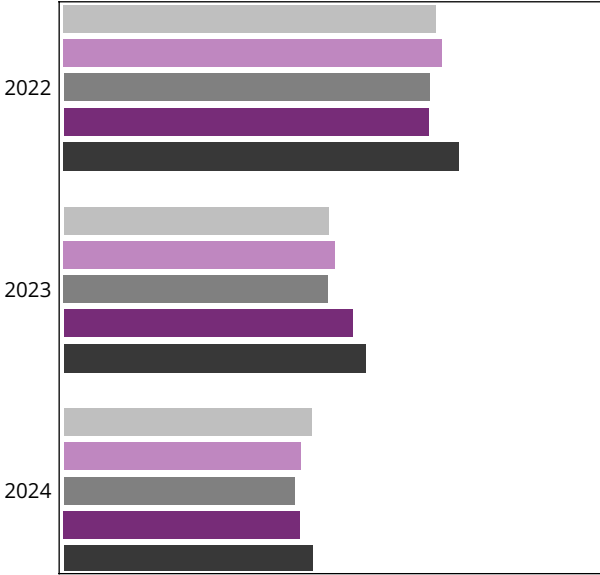
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$1,124,729	\$875,559	\$863,902
Week 32	\$1,139,219	\$903,373	\$841,461
Week 33	\$1,109,472	\$862,299	\$794,569
Week 34	\$1,117,068	\$953,515	\$818,765
Week 35	\$1,253,557	\$1,029,460	\$860,650
Total	\$5,744,046	\$4,624,206	\$4,179,346

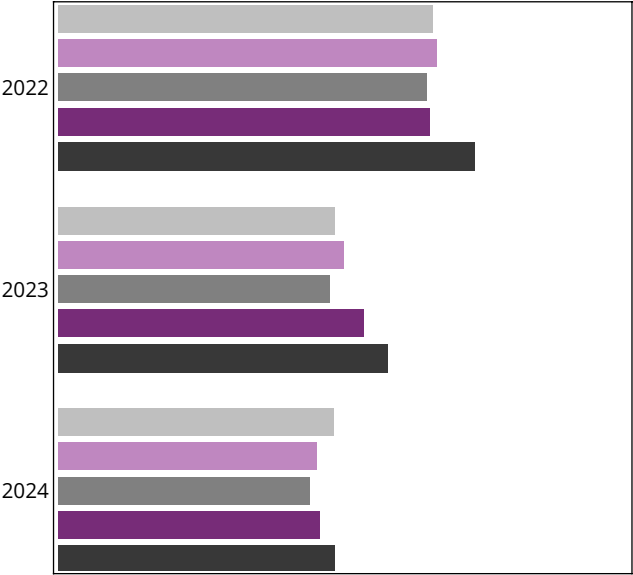
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	58,003	41,254	38,658
Week 32	58,951	42,306	36,934
Week 33	57,064	41,174	35,966
Week 34	56,887	45,057	36,806
Week 35	61,625	47,061	38,780
Total	292,530	216,852	187,144

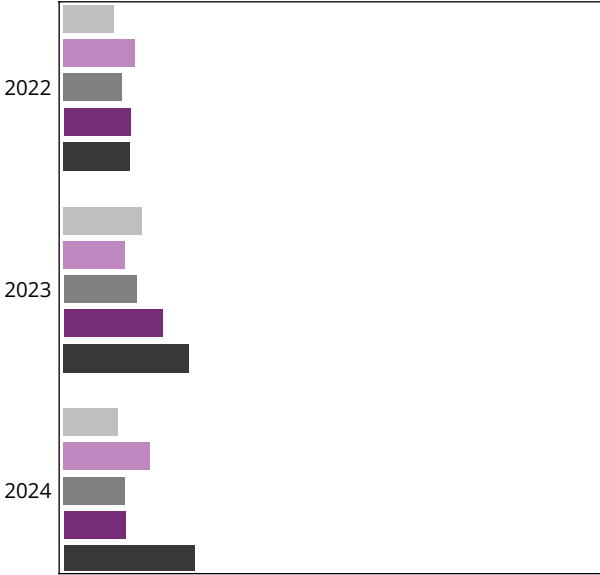
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$1,119,455	\$826,402	\$823,366
Week 32	\$1,131,629	\$852,153	\$772,894
Week 33	\$1,101,788	\$811,709	\$749,950
Week 34	\$1,109,284	\$912,926	\$780,828
Week 35	\$1,244,191	\$983,209	\$824,397
Total	\$5,706,346	\$4,386,399	\$3,951,435

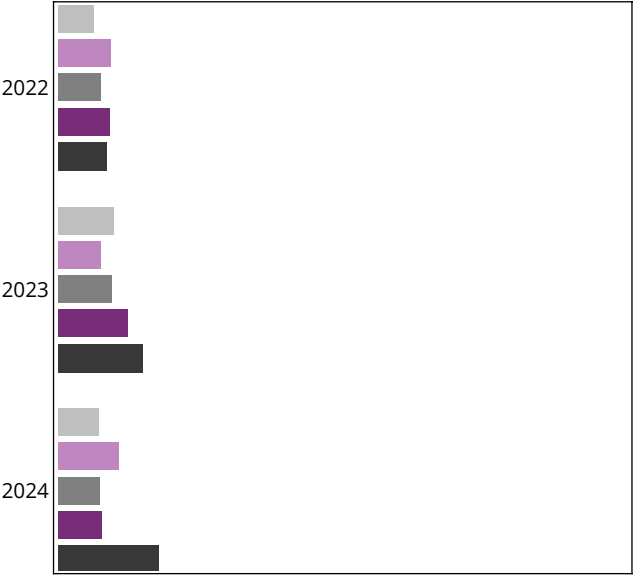
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 31	804	1,247	864
Week 32	1,138	978	1,377
Week 33	927	1,160	976
Week 34	1,069	1,572	985
Week 35	1,054	1,998	2,090
Total	4,992	6,955	6,292

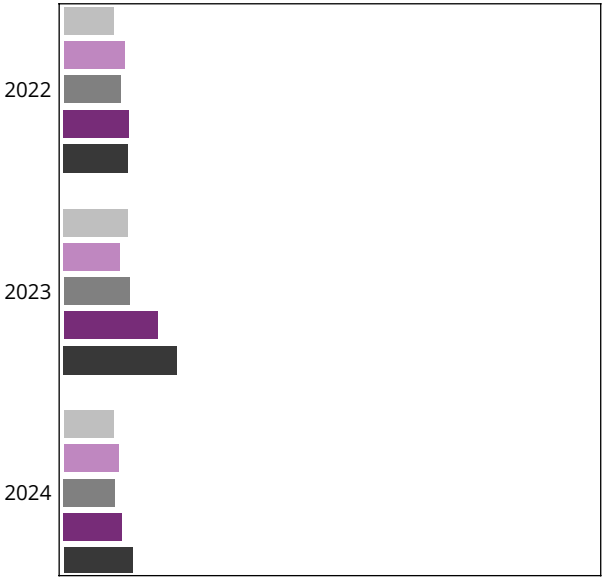
Value Sold (in millions of dollars)



	2022	2023	2024
Week 31	\$18,579	\$29,027	\$21,253
Week 32	\$27,701	\$22,526	\$31,687
Week 33	\$22,522	\$27,992	\$22,041
Week 34	\$27,042	\$36,855	\$23,033
Week 35	\$25,690	\$44,456	\$52,972
Total	\$121,535	\$160,856	\$150,985

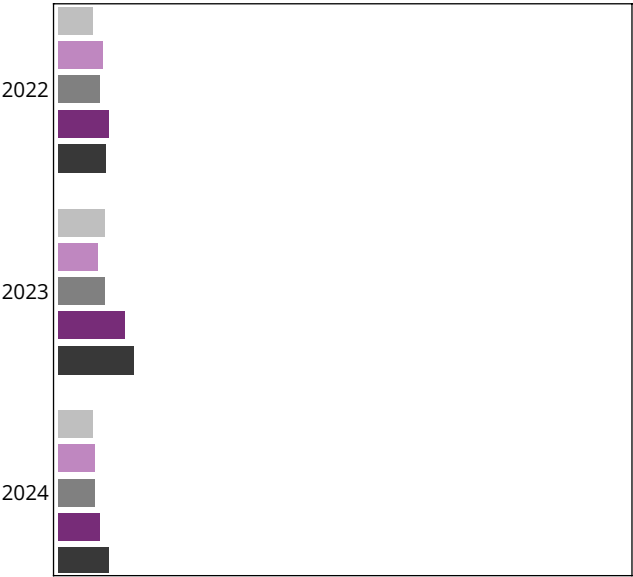
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 31	790	1,026	792
Week 32	966	901	873
Week 33	903	1,050	819
Week 34	1,045	1,495	932
Week 35	1,022	1,805	1,095
Total	4,726	6,277	4,511

Value Sold (in millions of dollars)



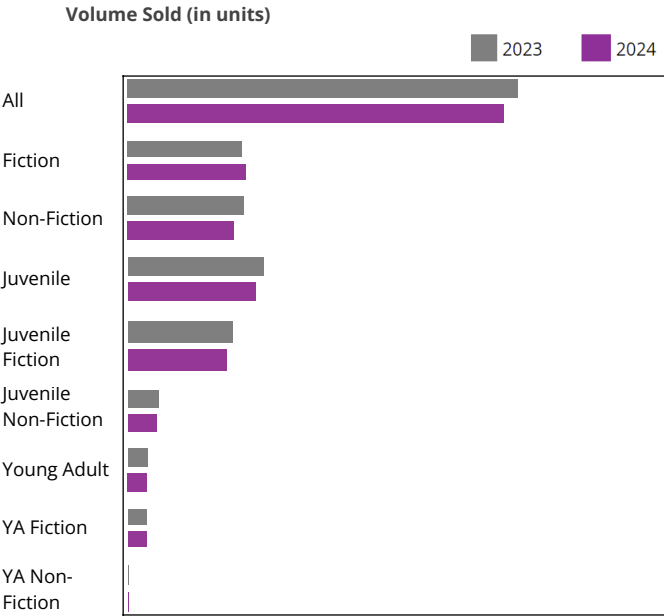
	2022	2023	2024
Week 31	\$18,301	\$24,447	\$18,435
Week 32	\$23,267	\$20,907	\$19,327
Week 33	\$22,055	\$24,695	\$19,481
Week 34	\$26,585	\$35,100	\$21,911
Week 35	\$25,058	\$40,033	\$26,661
Total	\$115,266	\$145,183	\$105,816

Year-to-Date Comparisons

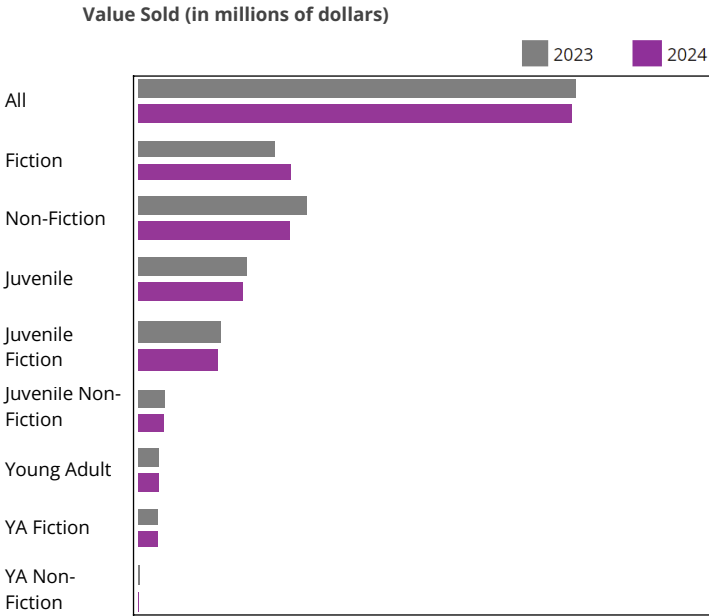
Week-ending dates:

	2023	2024
Week 35	2023-09-03	2024-09-01

All Market

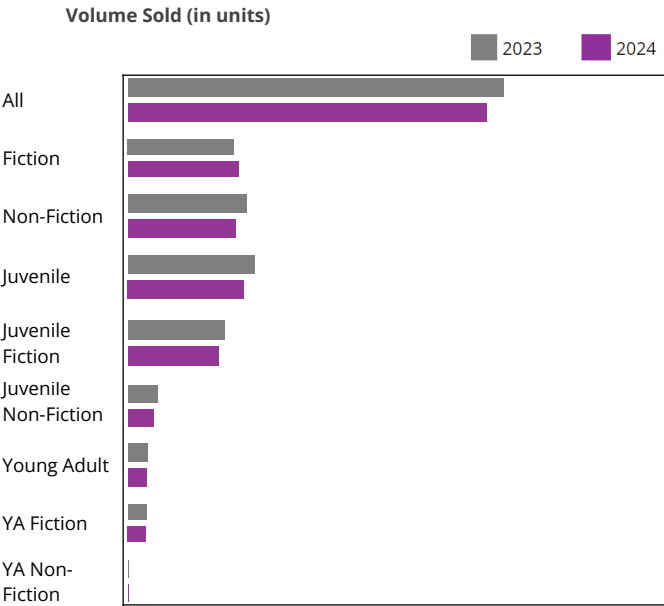


	2023	2024
All	29,325,264	28,259,342
Fiction	8,595,453	8,867,681
Non-Fiction	8,723,906	7,988,940
Juvenile	10,180,925	9,576,914
Juvenile Fiction	7,860,937	7,431,915
Juvenile Non-Fiction	2,319,988	2,144,999
Young Adult (YA)	1,463,572	1,441,813
YA Fiction	1,399,415	1,386,711
YA Non-Fiction	64,157	55,102

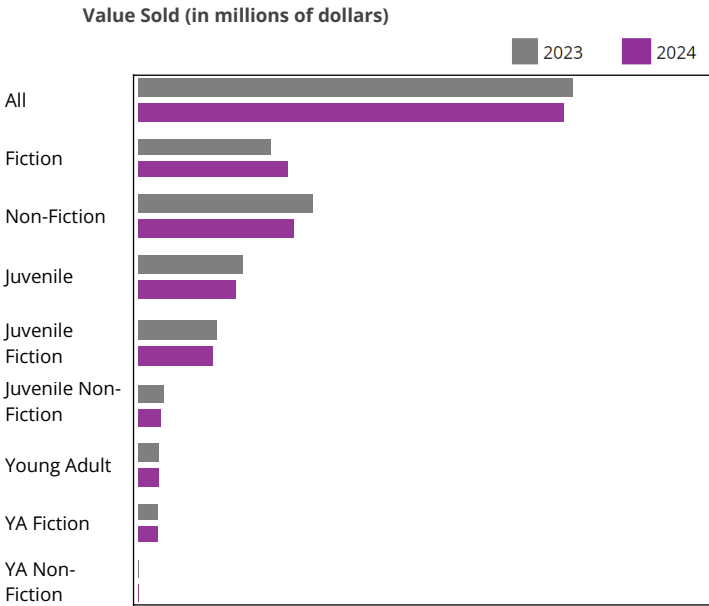


	2023	2024
All	\$653,274,761	\$647,426,940
Fiction	\$203,768,958	\$228,083,619
Non-Fiction	\$252,177,518	\$226,662,944
Juvenile	\$162,207,968	\$155,812,476
Juvenile Fiction	\$123,246,396	\$118,358,419
Juvenile Non-Fiction	\$38,961,572	\$37,454,057
Young Adult (YA)	\$30,204,852	\$31,131,868
YA Fiction	\$28,706,395	\$29,666,385
YA Non-Fiction	\$1,498,457	\$1,465,484

Ring Fence



	2023	2024
All	26,837,491	25,597,673
Fiction	7,595,489	7,910,462
Non-Fiction	8,470,166	7,679,638
Juvenile	9,035,779	8,296,371
Juvenile Fiction	6,905,304	6,461,598
Juvenile Non-Fiction	2,130,475	1,834,773
Young Adult (YA)	1,389,790	1,353,016
YA Fiction	1,332,479	1,311,752
YA Non-Fiction	57,311	41,264



	2023	2024
All	\$610,825,372	\$598,615,750
Fiction	\$186,199,962	\$209,728,054
Non-Fiction	\$244,863,498	\$218,071,926
Juvenile	\$146,300,616	\$136,348,011
Juvenile Fiction	\$110,274,310	\$104,565,134
Juvenile Non-Fiction	\$36,026,306	\$31,782,877
Young Adult (YA)	\$28,747,066	\$29,073,476
YA Fiction	\$27,418,532	\$28,100,433
YA Non-Fiction	\$1,328,534	\$973,043

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	N/A