

SalesData Market Report: September, 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 September 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.

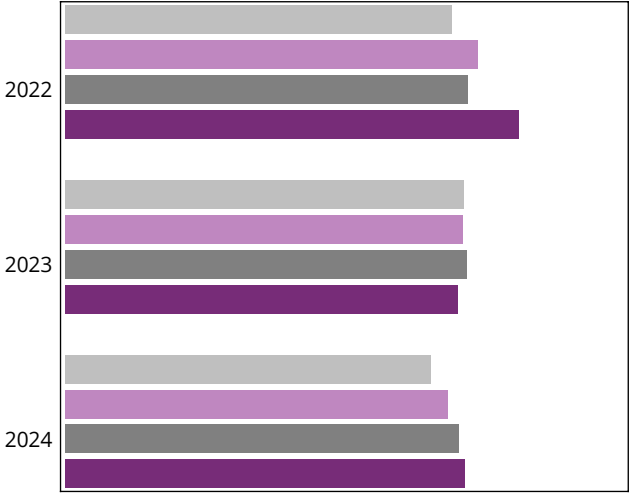
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 36	2022-09-11	2023-09-10	2024-09-08
Week 37	2022-09-18	2023-09-17	2024-09-15
Week 38	2022-09-25	2023-09-24	2024-09-22
Week 39	2022-10-02	2023-10-01	2024-09-29

Month-to-Month Comparisons

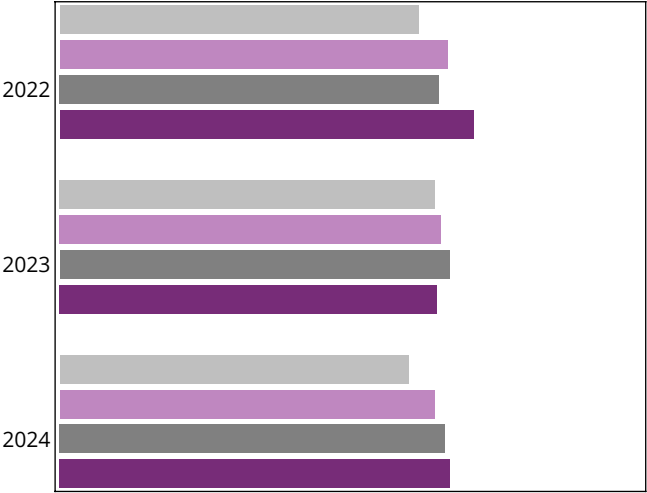
All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	831,780	856,624	786,420
Week 37	886,310	854,859	823,087
Week 38	864,785	862,091	844,681
Week 39	975,109	843,229	858,182
Total	3,557,984	3,416,803	3,312,370

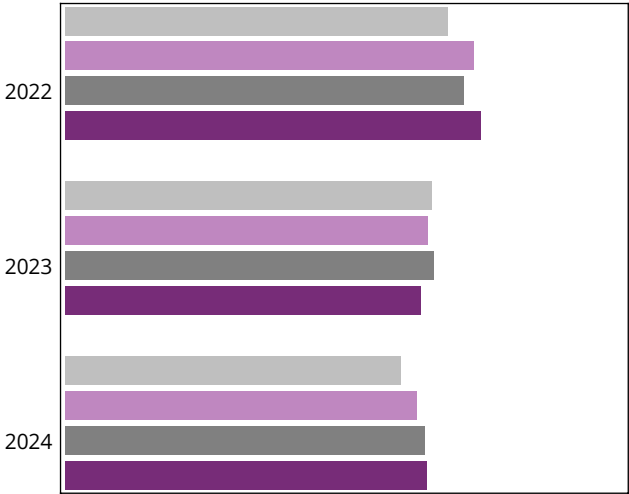
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$18,505,190	\$19,367,212	\$18,000,401
Week 37	\$20,008,713	\$19,679,263	\$19,335,894
Week 38	\$19,576,645	\$20,109,787	\$19,876,534
Week 39	\$21,367,382	\$19,475,036	\$20,138,108
Total	\$79,457,930	\$78,631,297	\$77,350,937

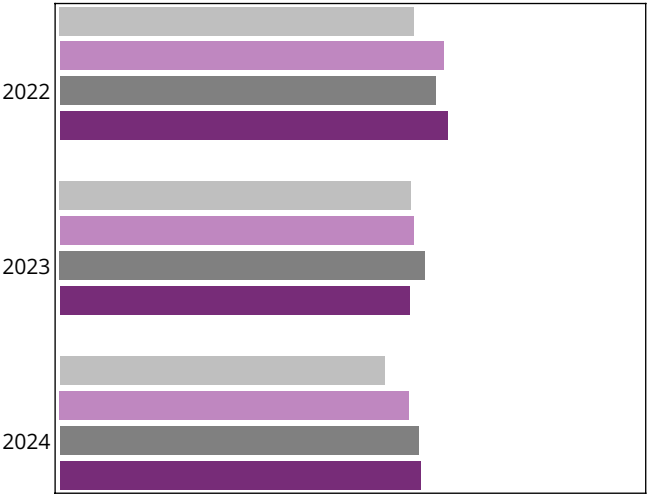
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	823,155	786,789	720,608
Week 37	877,684	778,611	754,532
Week 38	856,892	792,776	771,951
Week 39	893,040	763,015	777,304
Total	3,450,771	3,121,191	3,024,395

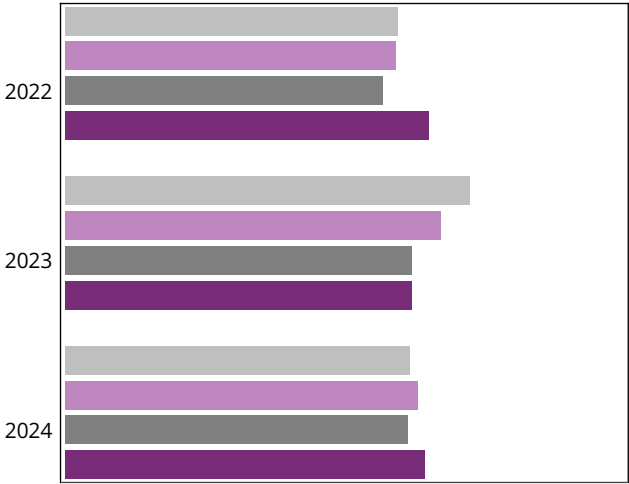
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$18,290,788	\$18,135,899	\$16,754,471
Week 37	\$19,812,196	\$18,262,115	\$18,028,816
Week 38	\$19,389,912	\$18,857,686	\$18,499,795
Week 39	\$20,001,282	\$18,060,880	\$18,629,971
Total	\$77,494,178	\$73,316,581	\$71,913,052

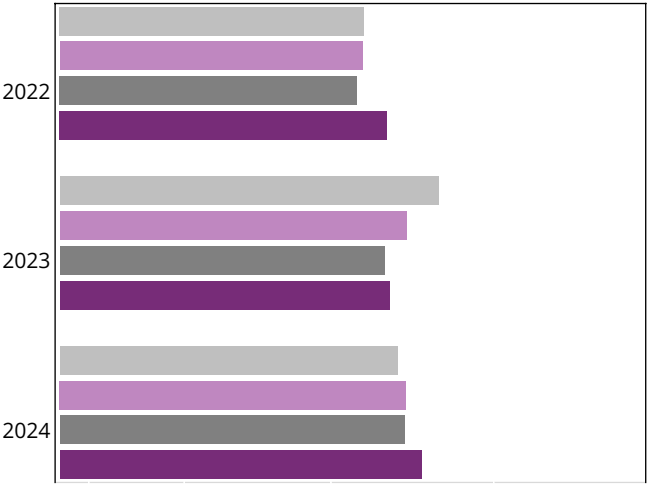
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	238,109	289,785	246,881
Week 37	236,574	268,914	252,389
Week 38	227,298	248,594	245,705
Week 39	260,231	248,336	257,862
Total	962,212	1,055,629	1,002,837

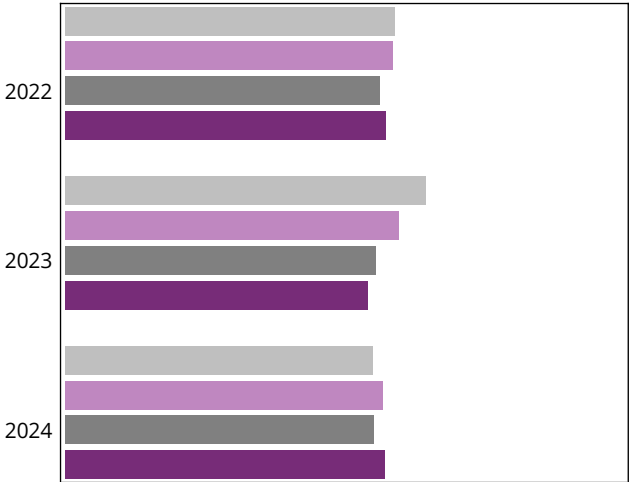
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$5,756,430	\$7,165,463	\$6,390,549
Week 37	\$5,727,983	\$6,565,102	\$6,552,604
Week 38	\$5,626,844	\$6,140,018	\$6,524,512
Week 39	\$6,192,647	\$6,238,153	\$6,849,226
Total	\$23,303,904	\$26,108,736	\$26,316,891

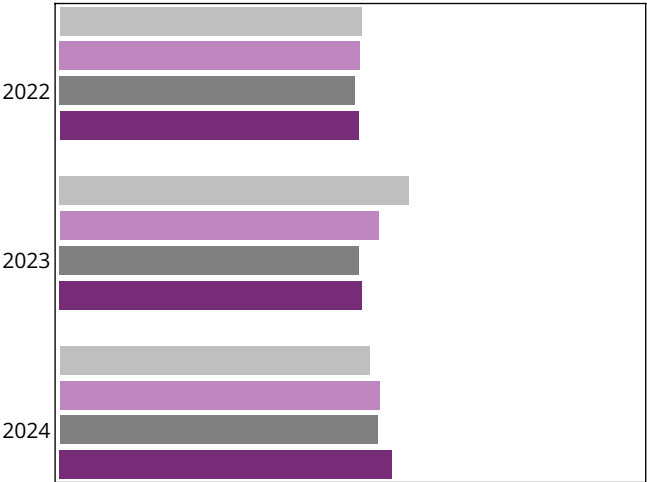
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	236,030	257,951	220,119
Week 37	234,779	238,657	227,331
Week 38	225,511	222,603	220,750
Week 39	229,940	217,014	228,735
Total	926,260	936,225	896,935

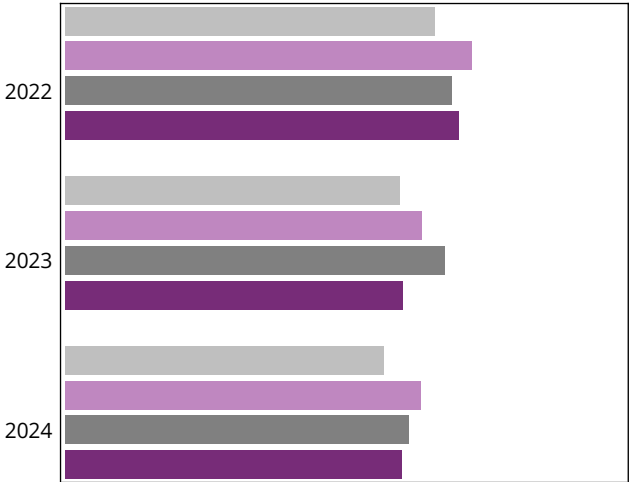
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$5,707,512	\$6,607,762	\$5,865,035
Week 37	\$5,684,271	\$6,026,457	\$6,051,381
Week 38	\$5,583,968	\$5,662,736	\$6,016,413
Week 39	\$5,657,670	\$5,717,682	\$6,288,973
Total	\$22,633,421	\$24,014,637	\$24,221,801

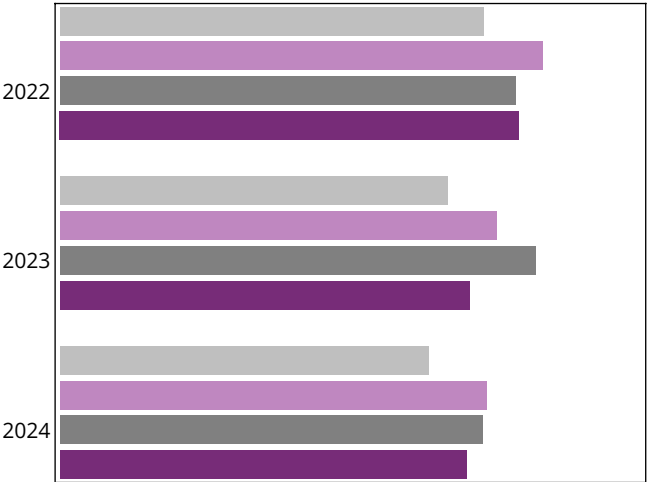
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	264,596	239,813	228,064
Week 37	290,905	255,280	254,927
Week 38	276,829	272,106	245,872
Week 39	281,735	241,649	241,193
Total	1,114,065	1,008,848	970,056

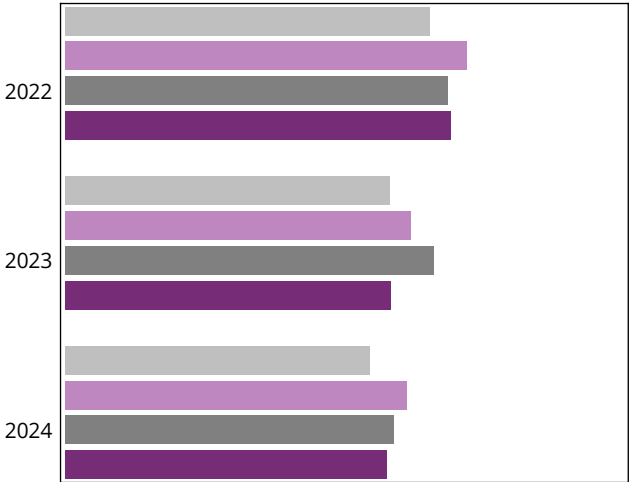
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$7,286,655	\$6,675,337	\$6,343,641
Week 37	\$8,309,285	\$7,515,984	\$7,338,967
Week 38	\$7,842,037	\$8,179,356	\$7,274,981
Week 39	\$7,902,482	\$7,045,648	\$6,994,052
Total	\$31,340,458	\$29,416,325	\$27,951,640

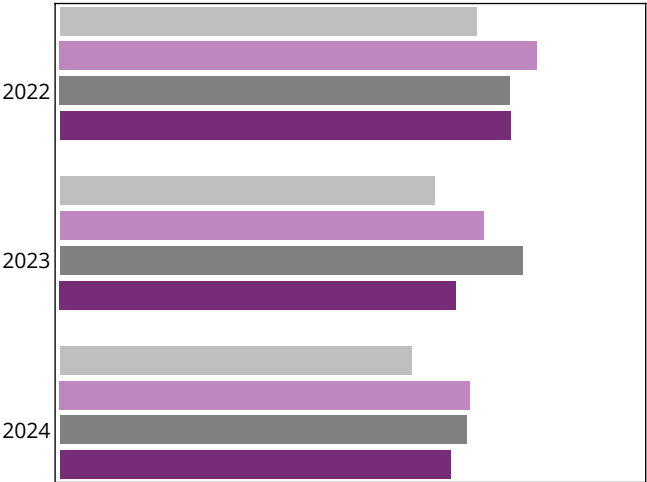
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	260,962	232,192	218,126
Week 37	287,516	247,463	244,896
Week 38	273,715	264,326	235,562
Week 39	275,972	233,508	230,483
Total	1,098,165	977,489	929,067

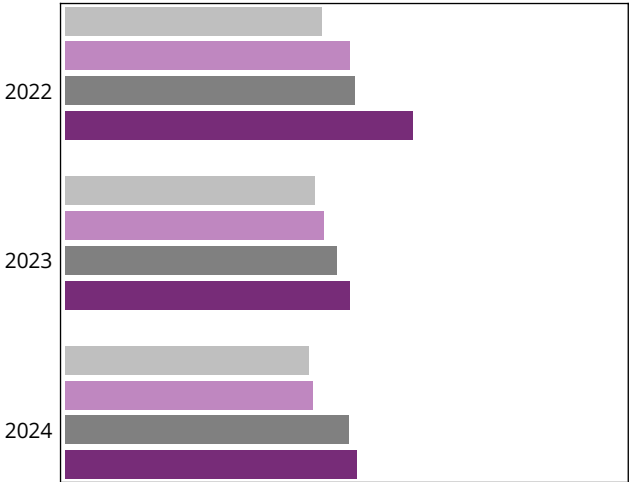
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$7,172,362	\$6,444,468	\$6,053,711
Week 37	\$8,209,631	\$7,293,129	\$7,057,734
Week 38	\$7,747,648	\$7,959,612	\$7,002,503
Week 39	\$7,753,616	\$6,819,710	\$6,724,962
Total	\$30,883,258	\$28,516,918	\$26,838,910

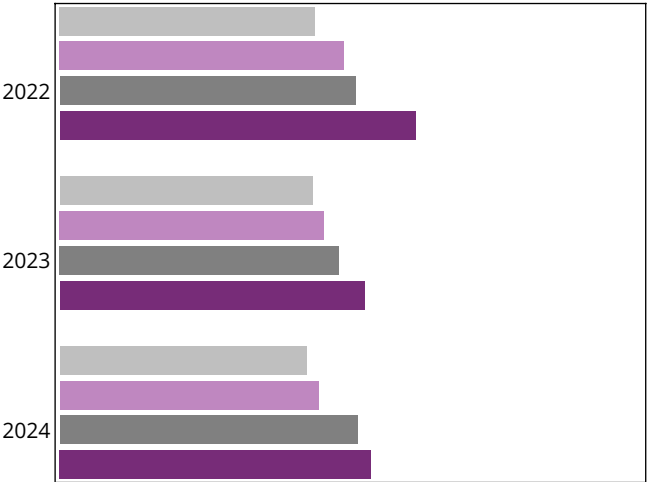
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	275,432	268,136	261,485
Week 37	305,220	278,174	266,132
Week 38	310,691	291,298	305,194
Week 39	373,678	305,298	313,008
Total	1,265,021	1,142,906	1,145,819

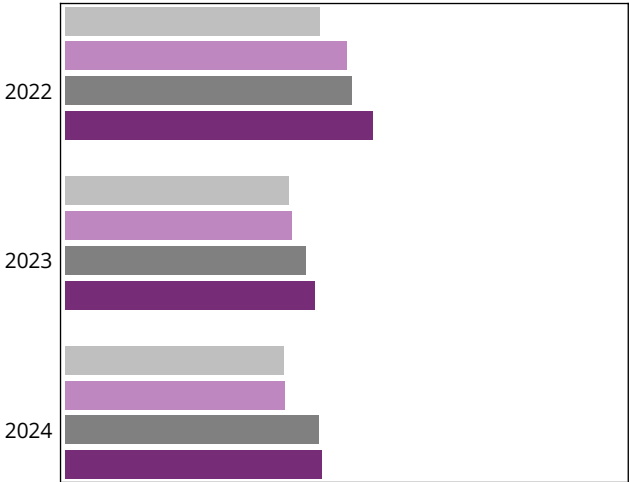
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$4,390,138	\$4,343,295	\$4,247,199
Week 37	\$4,887,474	\$4,544,602	\$4,451,082
Week 38	\$5,091,996	\$4,800,936	\$5,118,972
Week 39	\$6,118,873	\$5,245,890	\$5,355,458
Total	\$20,488,482	\$18,934,723	\$19,172,712

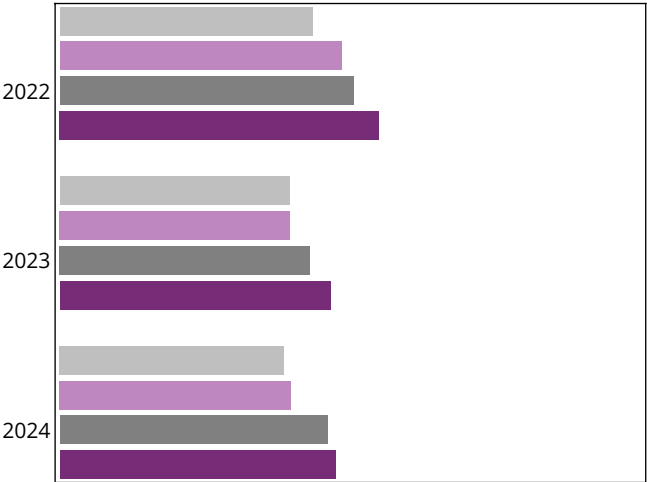
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	273,148	240,591	234,517
Week 37	302,295	243,348	235,769
Week 38	308,282	258,675	271,900
Week 39	330,599	267,815	275,553
Total	1,214,324	1,010,429	1,017,739

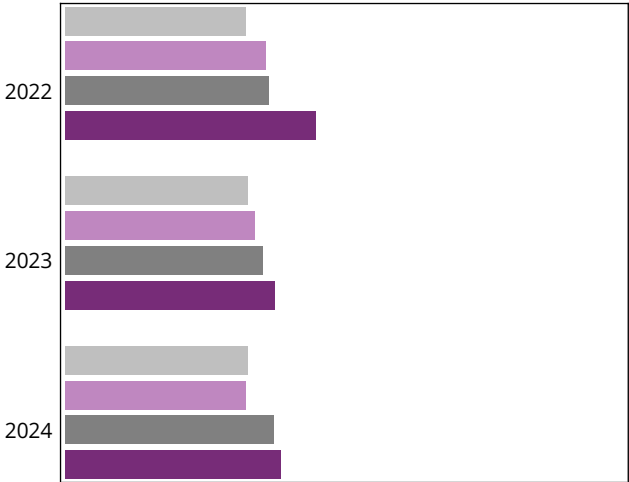
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$4,352,519	\$3,956,872	\$3,857,152
Week 37	\$4,844,123	\$3,962,745	\$3,979,971
Week 38	\$5,053,954	\$4,306,223	\$4,603,365
Week 39	\$5,492,120	\$4,653,460	\$4,744,331
Total	\$19,742,717	\$16,879,299	\$17,184,820

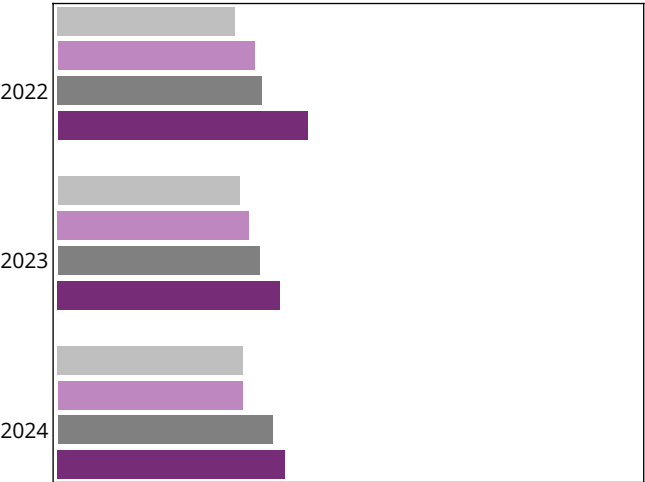
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	203,462	205,704	205,412
Week 37	226,612	214,132	204,176
Week 38	229,827	222,342	235,306
Week 39	283,084	235,847	243,493
Total	942,985	878,025	888,387

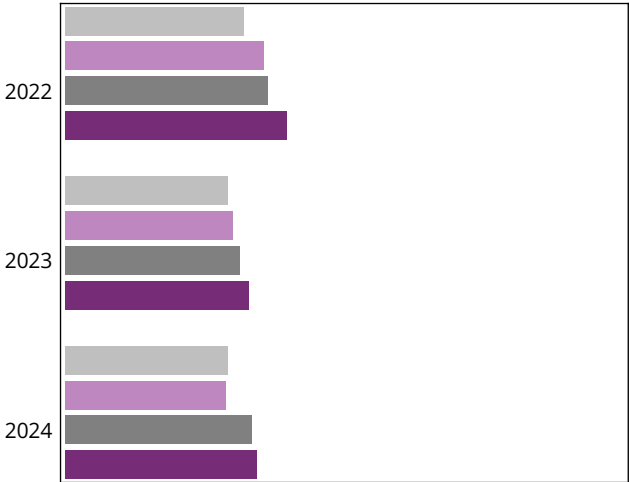
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$3,137,163	\$3,223,515	\$3,281,753
Week 37	\$3,482,261	\$3,389,130	\$3,271,553
Week 38	\$3,615,816	\$3,577,175	\$3,806,557
Week 39	\$4,428,055	\$3,936,541	\$4,025,883
Total	\$14,663,295	\$14,126,361	\$14,385,747

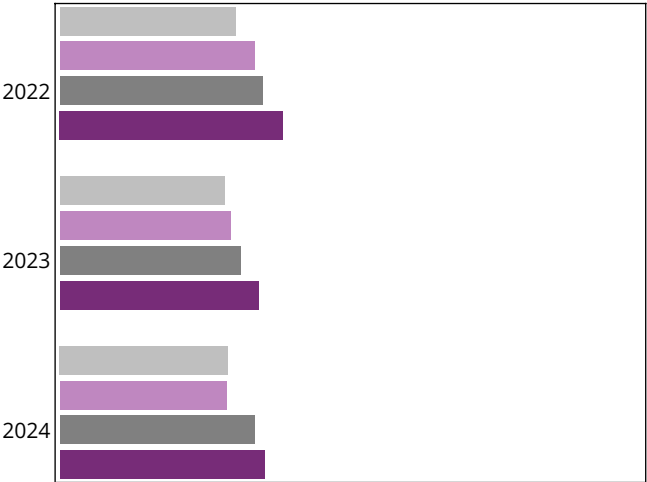
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	201,856	183,347	183,751
Week 37	224,440	189,448	181,621
Week 38	228,129	196,364	210,643
Week 39	249,871	207,493	216,195
Total	904,296	776,652	792,210

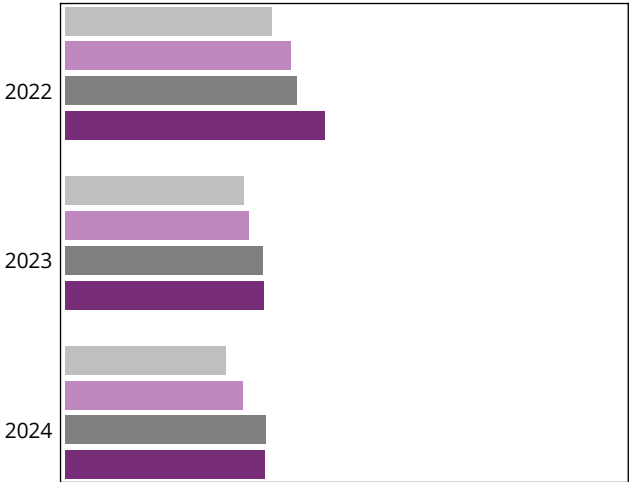
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$3,110,812	\$2,916,989	\$2,977,789
Week 37	\$3,449,873	\$3,030,131	\$2,954,010
Week 38	\$3,589,227	\$3,200,085	\$3,453,761
Week 39	\$3,957,742	\$3,525,421	\$3,633,007
Total	\$14,107,654	\$12,672,626	\$13,018,567

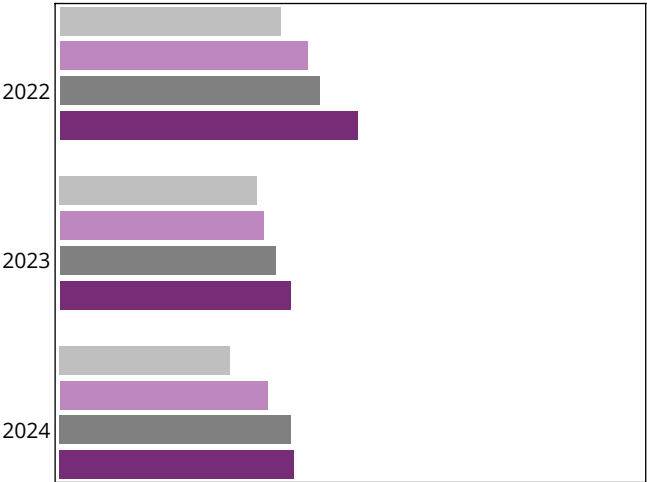
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	71,970	62,432	56,073
Week 37	78,608	64,042	61,956
Week 38	80,864	68,956	69,888
Week 39	90,594	69,451	69,515
Total	322,036	264,881	257,432

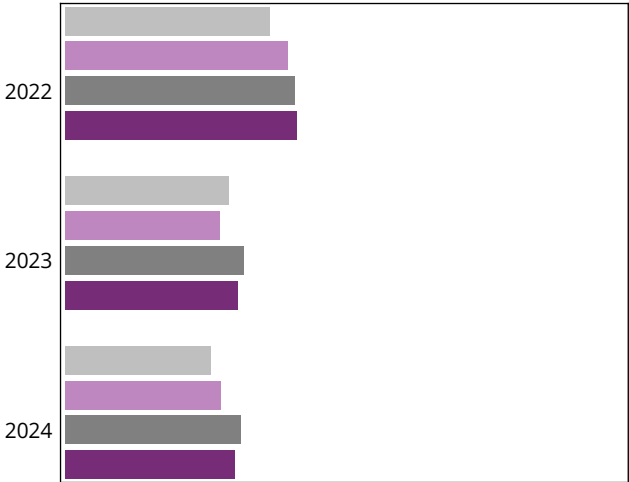
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$1,252,975	\$1,119,780	\$965,446
Week 37	\$1,405,213	\$1,155,472	\$1,179,529
Week 38	\$1,476,181	\$1,223,761	\$1,312,415
Week 39	\$1,690,818	\$1,309,348	\$1,329,575
Total	\$5,825,187	\$4,808,362	\$4,786,965

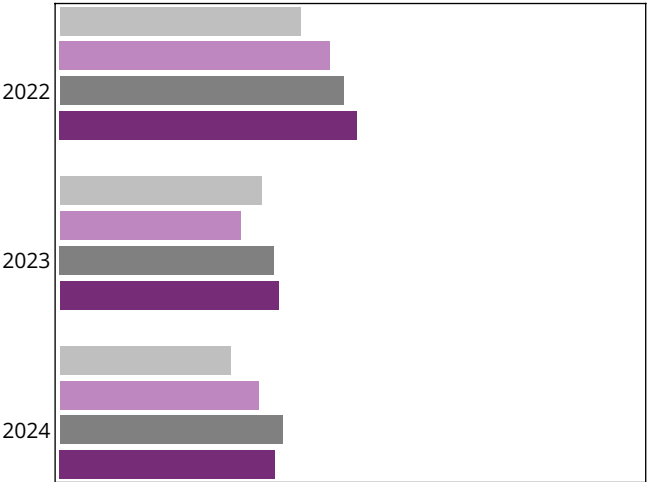
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	71,292	57,244	50,766
Week 37	77,855	53,900	54,148
Week 38	80,153	62,311	61,257
Week 39	80,728	60,322	59,358
Total	310,028	233,777	225,529

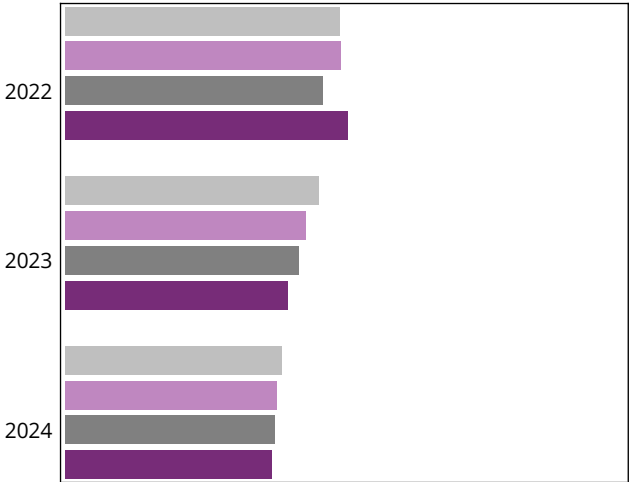
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$1,241,707	\$1,039,883	\$879,364
Week 37	\$1,394,250	\$932,614	\$1,025,961
Week 38	\$1,464,727	\$1,106,138	\$1,149,604
Week 39	\$1,534,378	\$1,128,039	\$1,111,324
Total	\$5,635,062	\$4,206,674	\$4,166,253

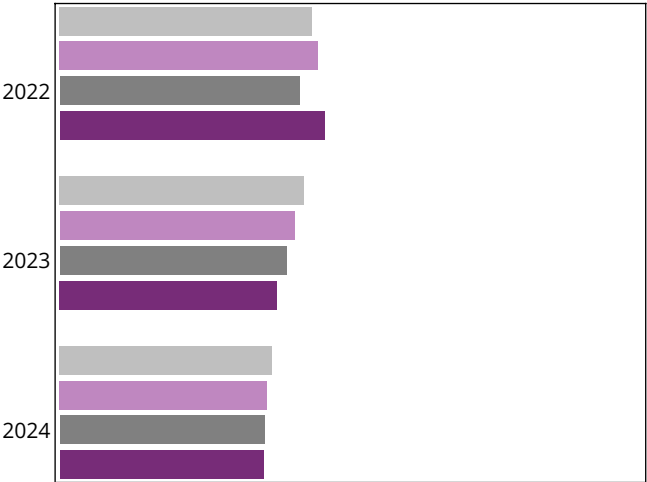
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	45,262	41,791	35,737
Week 37	45,398	39,625	34,912
Week 38	42,414	38,459	34,552
Week 39	46,481	36,602	33,985
Total	179,555	156,477	139,186

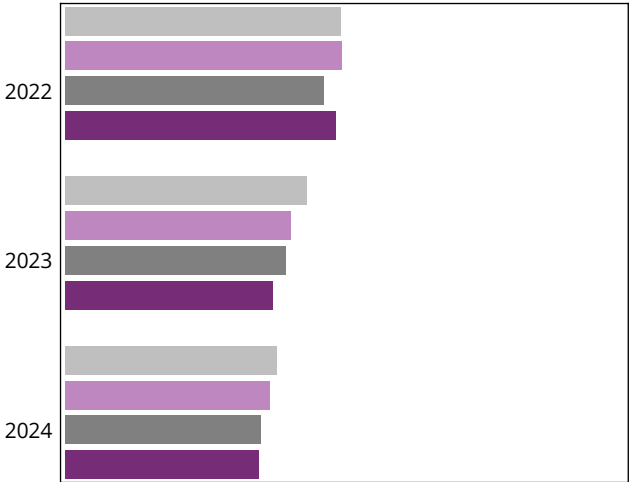
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$910,944	\$882,625	\$766,976
Week 37	\$932,657	\$847,830	\$748,990
Week 38	\$866,703	\$818,483	\$740,008
Week 39	\$956,648	\$784,775	\$736,669
Total	\$3,666,952	\$3,333,713	\$2,992,643

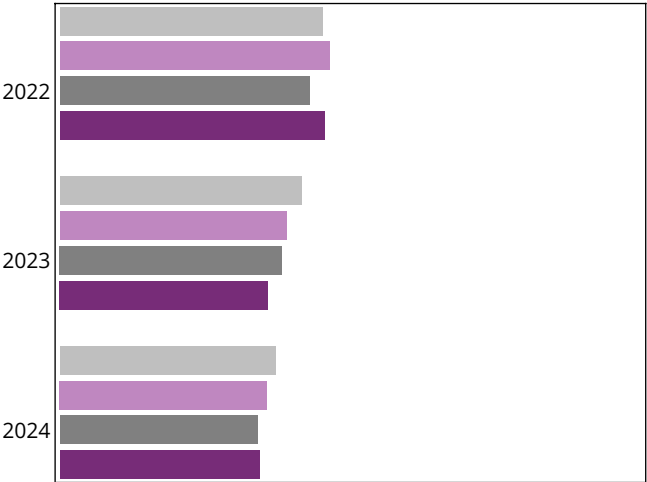
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	44,901	39,432	34,543
Week 37	45,131	36,704	33,337
Week 38	42,072	36,015	31,803
Week 39	44,076	33,809	31,590
Total	176,180	145,960	131,273

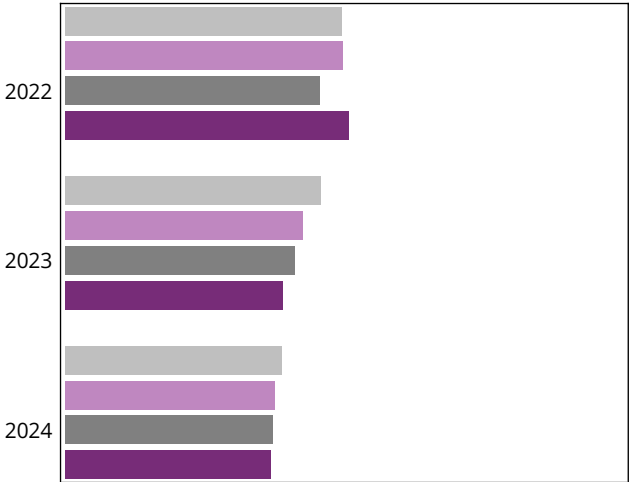
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$903,824	\$831,807	\$742,562
Week 37	\$927,147	\$780,125	\$712,829
Week 38	\$859,460	\$764,734	\$681,317
Week 39	\$911,655	\$715,795	\$686,770
Total	\$3,602,086	\$3,092,462	\$2,823,478

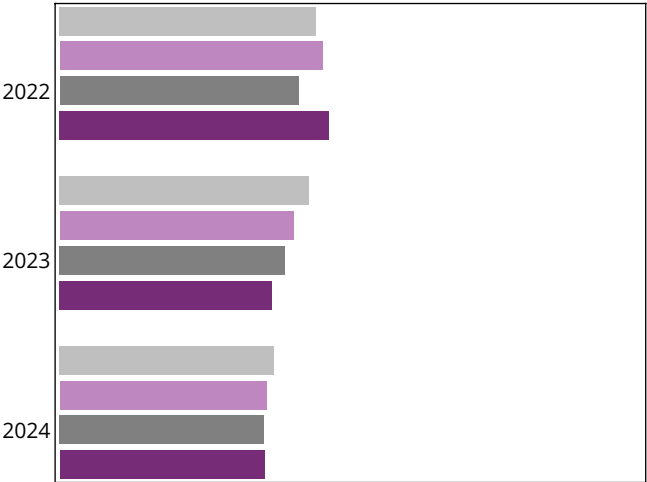
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	44,052	40,661	34,478
Week 37	44,225	37,924	33,453
Week 38	40,525	36,639	33,146
Week 39	45,115	34,605	32,702
Total	173,917	149,829	133,779

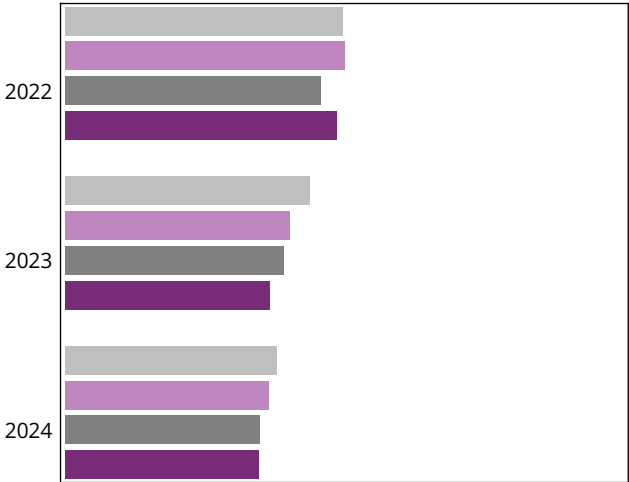
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$882,114	\$857,052	\$736,497
Week 37	\$904,536	\$804,010	\$711,559
Week 38	\$821,363	\$775,399	\$702,931
Week 39	\$926,713	\$729,694	\$703,467
Total	\$3,534,725	\$3,166,155	\$2,854,454

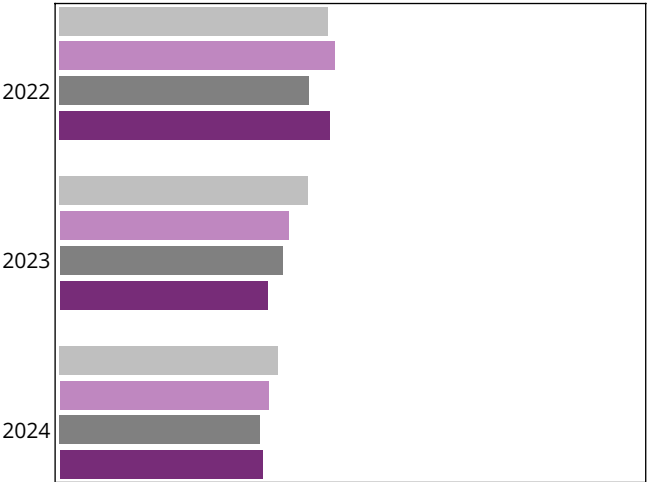
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	43,758	38,541	33,354
Week 37	43,986	35,373	32,041
Week 38	40,222	34,464	30,655
Week 39	42,781	32,254	30,568
Total	170,747	140,632	126,618

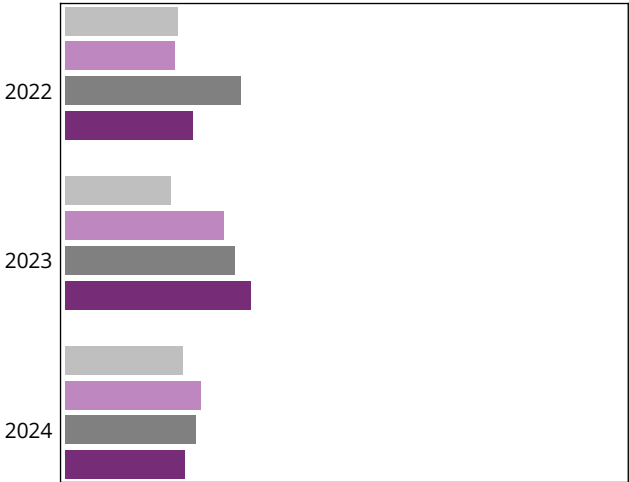
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$876,416	\$810,767	\$713,692
Week 37	\$899,811	\$747,841	\$681,528
Week 38	\$814,910	\$728,322	\$654,395
Week 39	\$883,090	\$678,218	\$662,805
Total	\$3,474,227	\$2,965,149	\$2,712,420

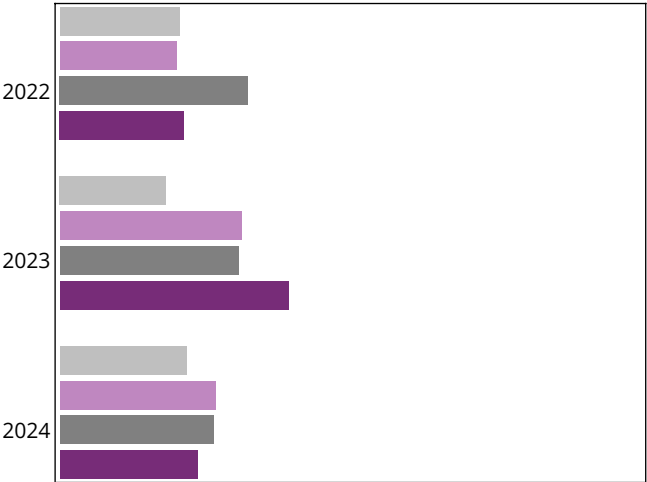
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 36	1,210	1,130	1,259
Week 37	1,173	1,701	1,459
Week 38	1,889	1,820	1,406
Week 39	1,366	1,997	1,283
Total	5,638	6,648	5,407

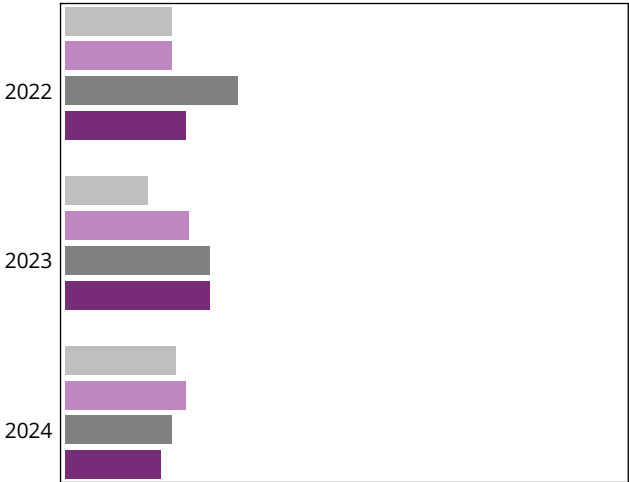
Value Sold (in millions of dollars)



	2022	2023	2024
Week 36	\$28,830	\$25,573	\$30,479
Week 37	\$28,121	\$43,820	\$37,432
Week 38	\$45,340	\$43,084	\$37,076
Week 39	\$29,935	\$55,081	\$33,202
Total	\$132,227	\$167,558	\$138,189

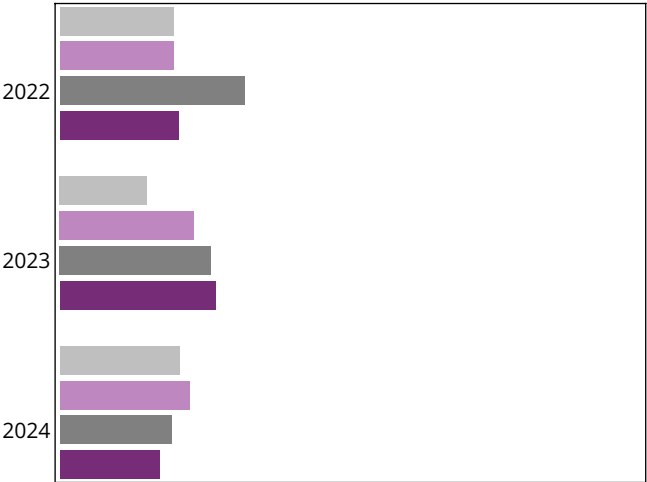
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 36	1,143	891	1,189
Week 37	1,145	1,331	1,296
Week 38	1,850	1,551	1,148
Week 39	1,295	1,555	1,022
Total	5,433	5,328	4,655

Value Sold (in millions of dollars)



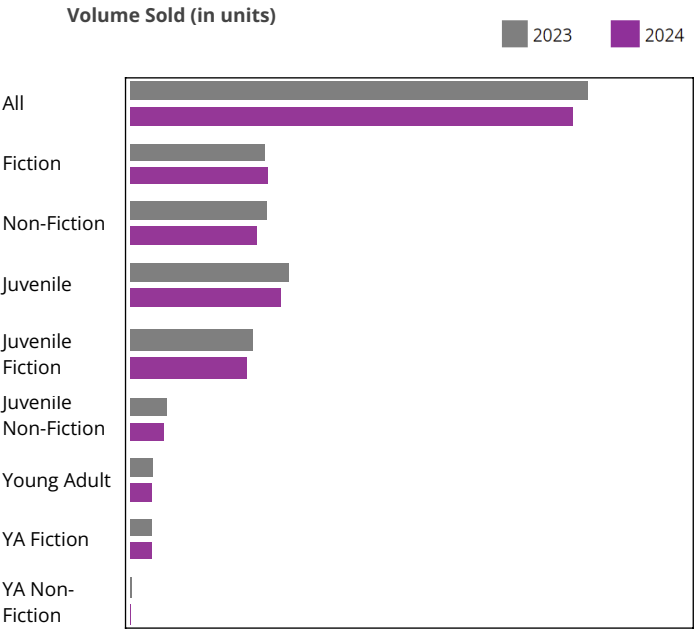
	2022	2023	2024
Week 36	\$27,409	\$21,039	\$28,871
Week 37	\$27,336	\$32,284	\$31,301
Week 38	\$44,550	\$36,412	\$26,921
Week 39	\$28,565	\$37,578	\$23,965
Total	\$127,859	\$127,313	\$111,058

Year-to-Date Comparisons

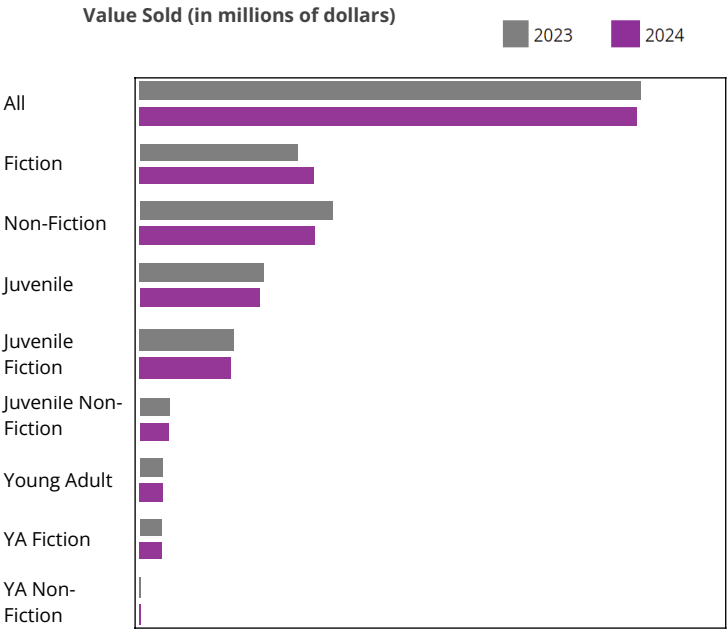
Week-ending dates:

	2023	2024
Week 39	2023-10-01	2024-09-29

All Market

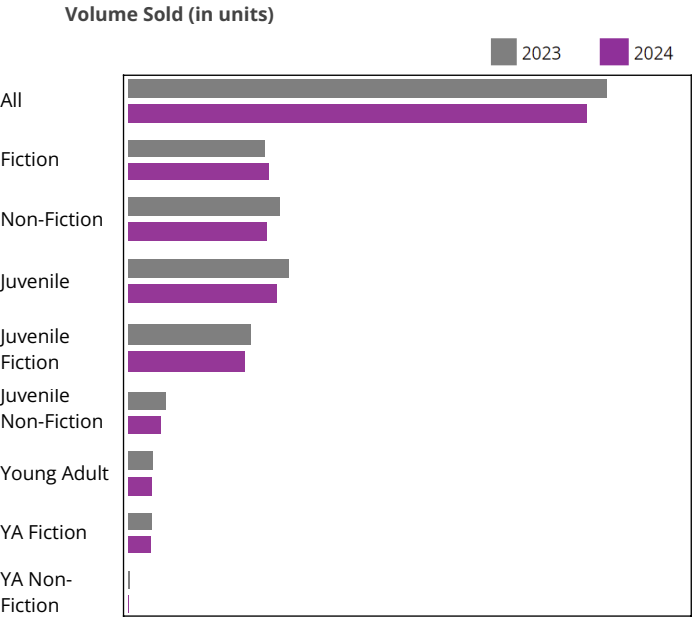


	2023	2024
All	32,769,350	31,683,086
Fiction	9,663,647	9,883,060
Non-Fiction	9,752,528	9,042,323
Juvenile	11,334,136	10,748,584
Juvenile Fiction	8,749,100	8,347,110
Juvenile Non-Fiction	2,585,036	2,401,474
Young Adult (YA)	1,607,813	1,573,620
YA Fiction	1,535,871	1,512,070
YA Non-Fiction	71,942	61,550

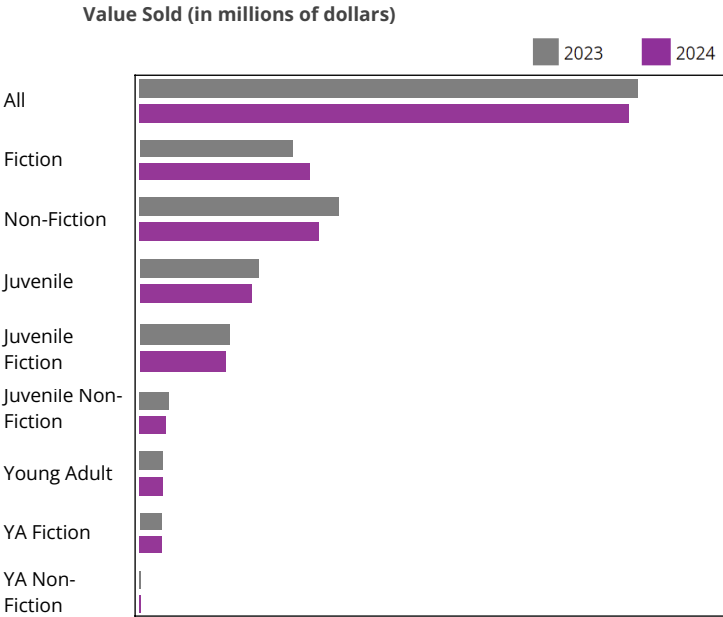


	2023	2024
All	\$732,919,420	\$727,307,725
Fiction	\$230,158,834	\$254,721,337
Non-Fiction	\$282,034,442	\$256,209,532
Juvenile	\$181,526,417	\$175,482,533
Juvenile Fiction	\$137,767,764	\$133,236,272
Juvenile Non-Fiction	\$43,758,654	\$42,246,261
Young Adult (YA)	\$33,380,349	\$34,042,572
YA Fiction	\$31,694,865	\$32,419,745
YA Non-Fiction	\$1,685,484	\$1,622,827

Ring Fence



	2023	2024
All	29,985,548	28,732,300
Fiction	8,542,568	8,819,391
Non-Fiction	9,468,446	8,692,339
Juvenile	10,056,367	9,339,069
Juvenile Fiction	7,693,900	7,274,580
Juvenile Non-Fiction	2,362,467	2,064,489
Young Adult (YA)	1,523,604	1,476,756
YA Fiction	1,459,854	1,430,053
YA Non-Fiction	63,750	46,703



	2023	2024
All	\$685,593,141	\$673,505,771
Fiction	\$210,549,154	\$234,367,767
Non-Fiction	\$274,100,465	\$246,765,975
Juvenile	\$163,647,785	\$154,105,635
Juvenile Fiction	\$123,396,501	\$118,010,474
Juvenile Non-Fiction	\$40,251,284	\$36,095,160
Young Adult (YA)	\$31,685,143	\$31,812,867
YA Fiction	\$30,209,118	\$30,713,021
YA Non-Fiction	\$1,476,025	\$1,099,846

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	