

SalesData Market Report:

October, 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 October 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 40	2022-10-09	2023-10-08	2024-10-06
Week 41	2022-10-16	2023-10-15	2024-10-13
Week 42	2022-10-23	2023-10-22	2024-10-20
Week 43	2022-10-30	2023-10-29	2024-10-27
Week 44	2022-11-06	2023-11-05	2024-11-03

Month-to-Month Comparisons

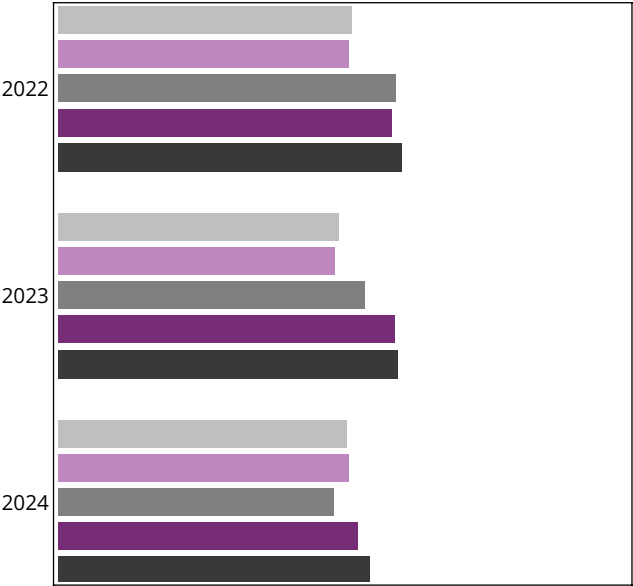
All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	935,109	841,879	858,579
Week 41	911,713	832,330	858,979
Week 42	1,046,978	922,327	808,701
Week 43	1,028,771	981,751	870,695
Week 44	1,052,989	1,000,721	903,680
Total	4,975,560	4,579,008	4,300,634

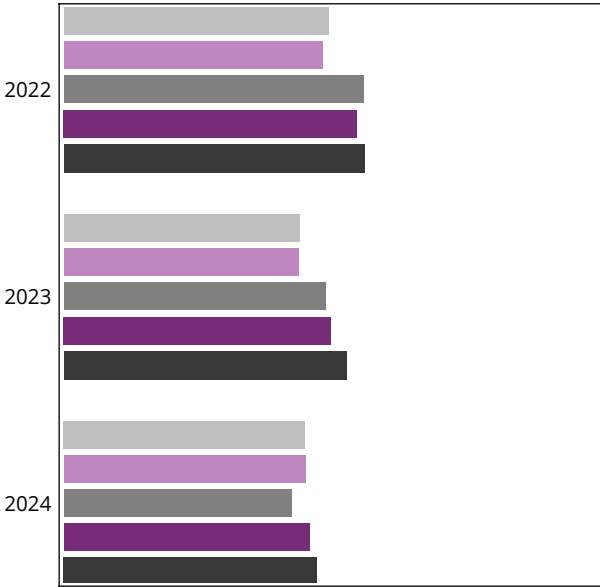
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$20,656,598	\$19,679,451	\$20,273,462
Week 41	\$20,434,417	\$19,455,354	\$20,387,444
Week 42	\$23,725,093	\$21,568,374	\$19,336,519
Week 43	\$23,410,219	\$23,677,436	\$21,076,047
Week 44	\$24,138,967	\$23,881,396	\$21,898,593
Total	\$112,365,294	\$108,262,011	\$102,972,065

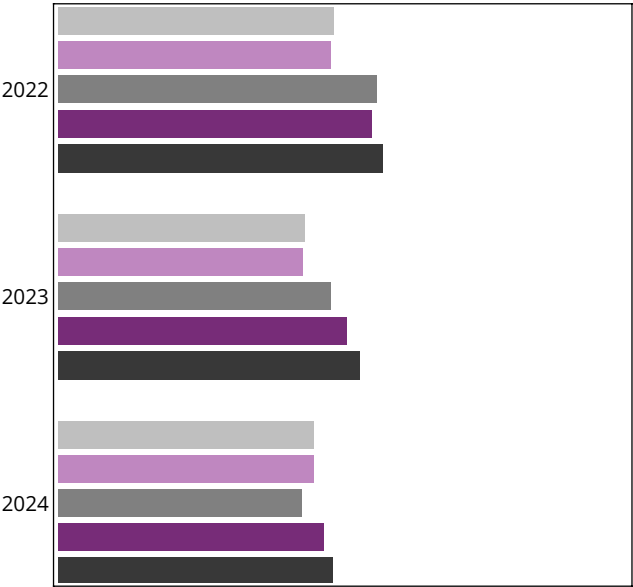
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	854,878	760,990	778,968
Week 41	836,388	758,208	780,765
Week 42	968,898	846,266	736,624
Week 43	947,017	862,786	794,513
Week 44	971,895	912,667	817,533
Total	4,579,076	4,140,917	3,908,403

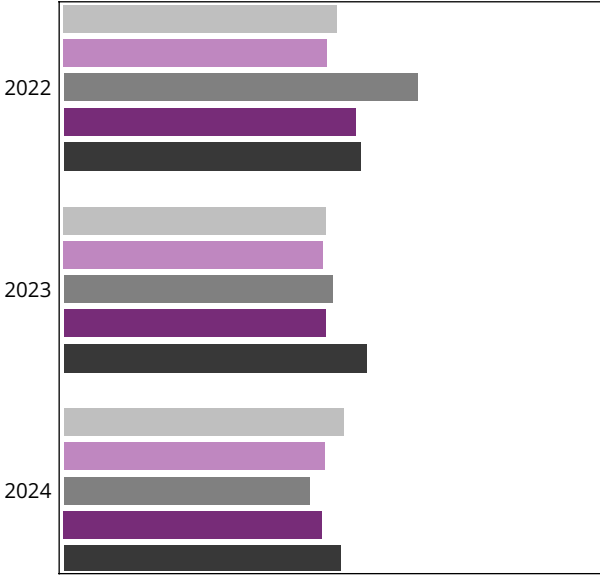
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$19,330,296	\$18,216,668	\$18,817,673
Week 41	\$19,182,695	\$18,075,666	\$18,877,594
Week 42	\$22,385,697	\$20,138,590	\$17,948,922
Week 43	\$22,020,063	\$21,280,543	\$19,604,483
Week 44	\$22,779,204	\$22,233,477	\$20,228,298
Total	\$105,697,955	\$99,944,943	\$95,476,970

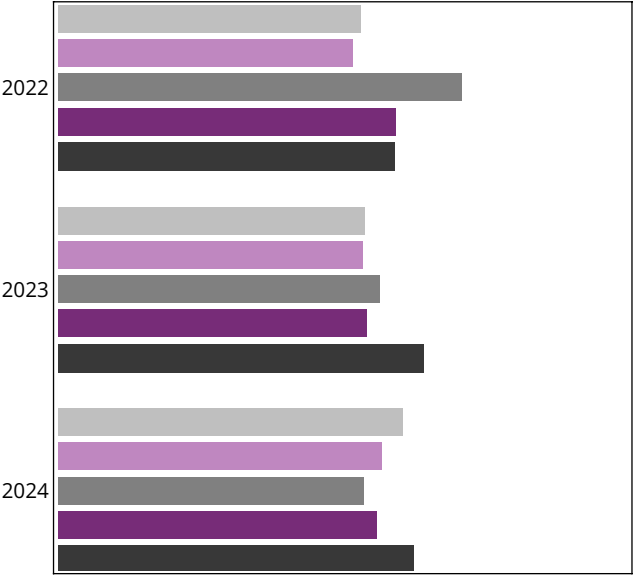
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	246,269	236,292	252,029
Week 41	237,204	233,766	235,272
Week 42	318,824	242,379	221,720
Week 43	262,880	235,992	232,680
Week 44	267,571	272,997	249,288
Total	1,332,748	1,221,426	1,190,989

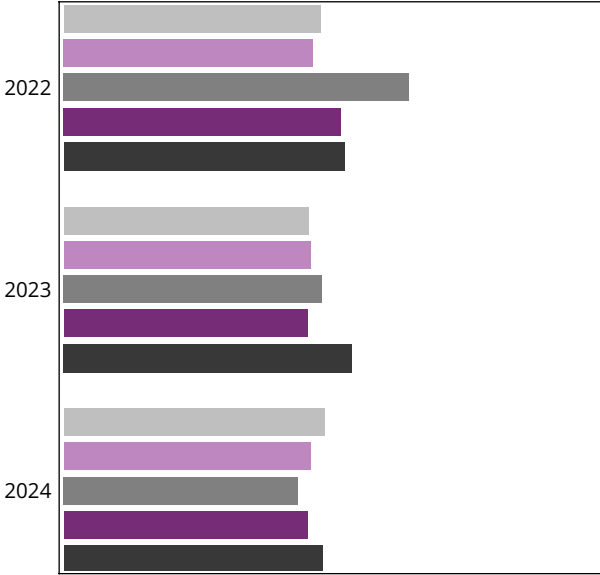
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$5,847,828	\$5,917,122	\$6,647,830
Week 41	\$5,700,148	\$5,884,147	\$6,243,692
Week 42	\$7,789,922	\$6,208,716	\$5,896,432
Week 43	\$6,518,553	\$5,960,300	\$6,152,626
Week 44	\$6,494,724	\$7,066,397	\$6,860,588
Total	\$32,351,175	\$31,036,682	\$31,801,169

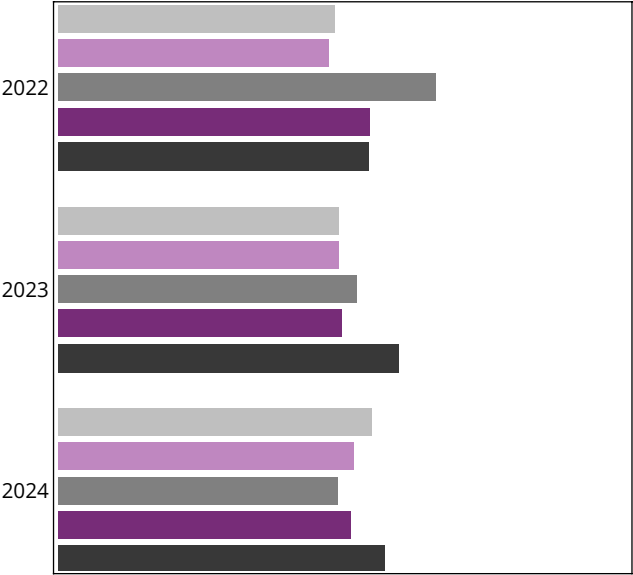
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	216,786	207,094	220,550
Week 41	210,529	208,376	208,631
Week 42	291,843	218,288	197,856
Week 43	234,361	206,221	206,245
Week 44	237,226	243,495	218,555
Total	1,190,745	1,083,474	1,051,837

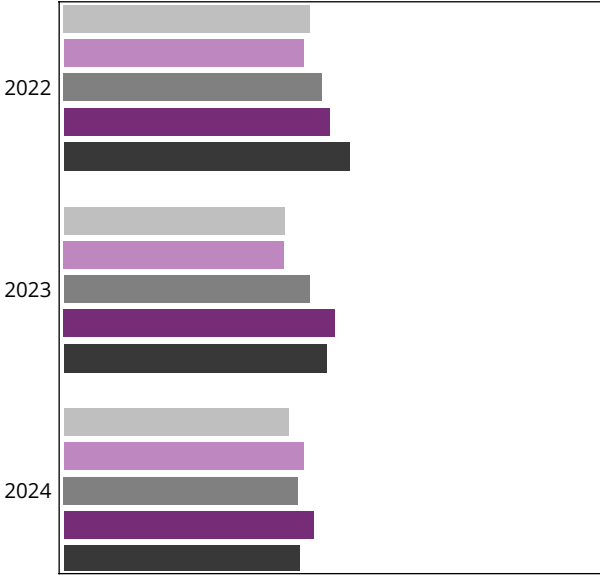
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$5,349,447	\$5,413,612	\$6,056,602
Week 41	\$5,231,989	\$5,419,149	\$5,711,764
Week 42	\$7,292,005	\$5,770,956	\$5,409,503
Week 43	\$6,015,434	\$5,475,658	\$5,646,291
Week 44	\$6,006,941	\$6,581,010	\$6,302,407
Total	\$29,895,816	\$28,660,384	\$29,126,567

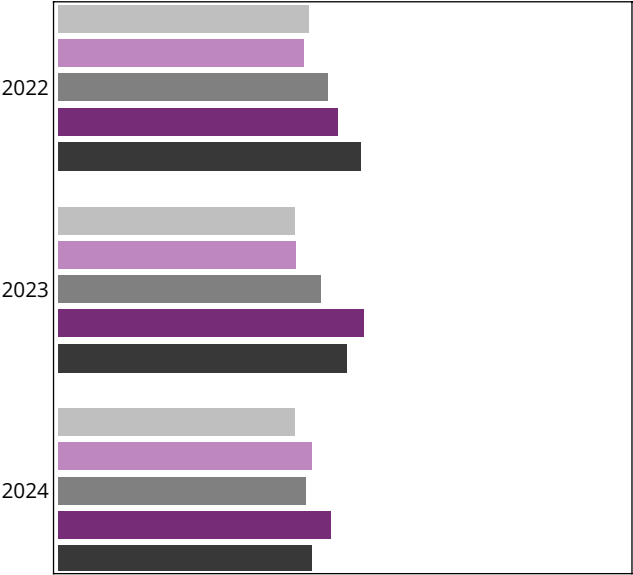
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	282,044	253,116	257,677
Week 41	274,558	252,561	274,769
Week 42	296,139	281,440	268,231
Week 43	304,650	310,737	286,231
Week 44	327,411	301,184	270,232
Total	1,484,802	1,399,038	1,357,140

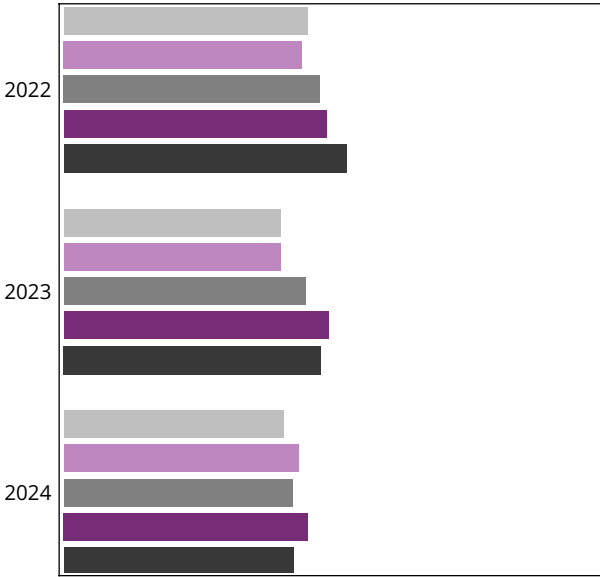
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$7,928,543	\$7,475,796	\$7,488,609
Week 41	\$7,777,927	\$7,505,350	\$8,019,474
Week 42	\$8,508,545	\$8,303,350	\$7,823,112
Week 43	\$8,842,001	\$9,667,995	\$8,630,463
Week 44	\$9,578,281	\$9,123,824	\$8,019,006
Total	\$42,635,296	\$42,076,315	\$39,980,664

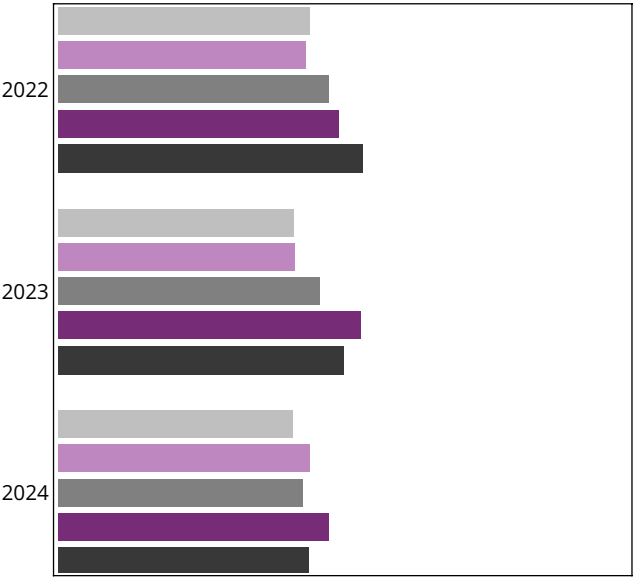
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	274,826	244,255	247,606
Week 41	268,379	244,492	264,780
Week 42	288,645	272,242	257,958
Week 43	296,130	298,375	275,308
Week 44	318,895	289,695	258,868
Total	1,446,875	1,349,059	1,304,520

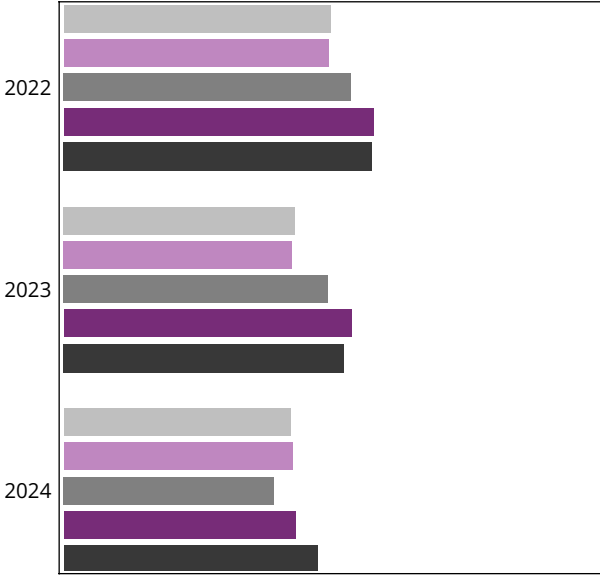
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$7,737,957	\$7,229,591	\$7,217,506
Week 41	\$7,619,886	\$7,273,849	\$7,739,411
Week 42	\$8,318,214	\$8,041,433	\$7,527,562
Week 43	\$8,618,180	\$9,297,904	\$8,310,243
Week 44	\$9,354,742	\$8,783,711	\$7,690,245
Total	\$41,648,979	\$40,626,487	\$38,484,968

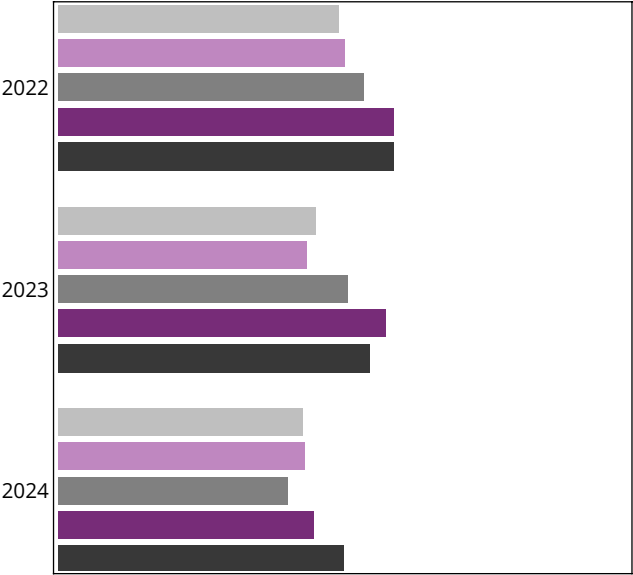
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	351,066	304,085	297,939
Week 41	348,023	300,339	300,528
Week 42	377,475	347,175	276,343
Week 43	407,556	378,304	305,057
Week 44	405,049	368,712	333,325
Total	1,889,169	1,698,615	1,513,192

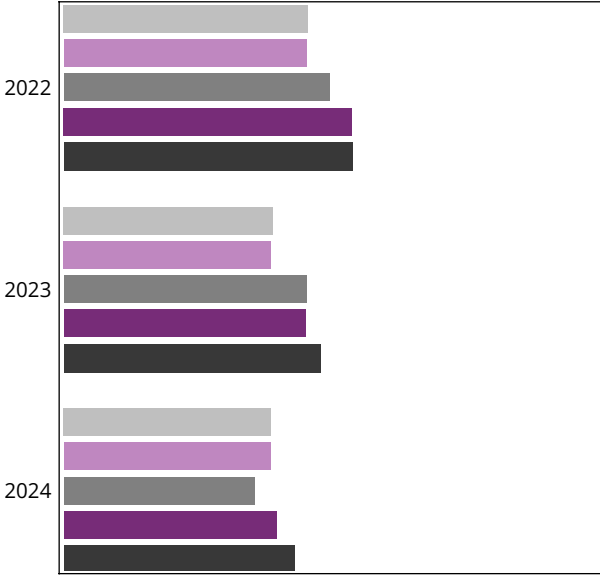
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$5,804,958	\$5,328,383	\$5,068,083
Week 41	\$5,931,482	\$5,150,307	\$5,115,659
Week 42	\$6,324,120	\$6,002,190	\$4,749,399
Week 43	\$6,954,084	\$6,795,706	\$5,294,463
Week 44	\$6,955,737	\$6,451,302	\$5,913,774
Total	\$31,970,381	\$29,727,888	\$26,141,378

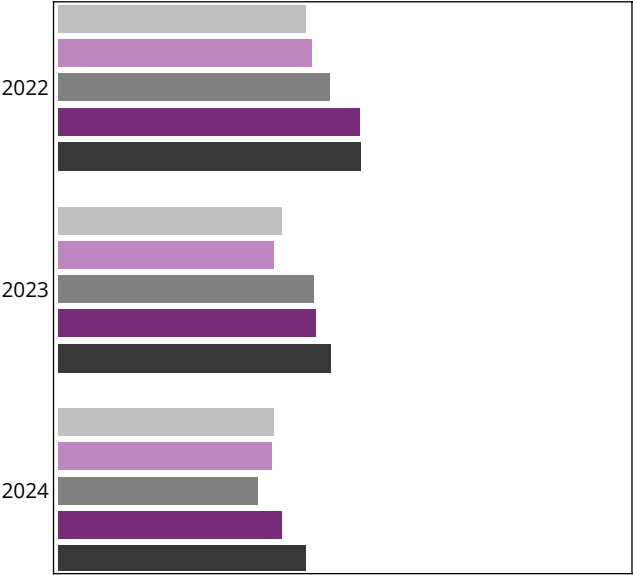
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	309,821	265,125	263,045
Week 41	307,508	262,888	262,457
Week 42	336,961	307,969	241,608
Week 43	365,627	306,834	269,401
Week 44	365,870	325,759	292,649
Total	1,685,787	1,468,575	1,329,160

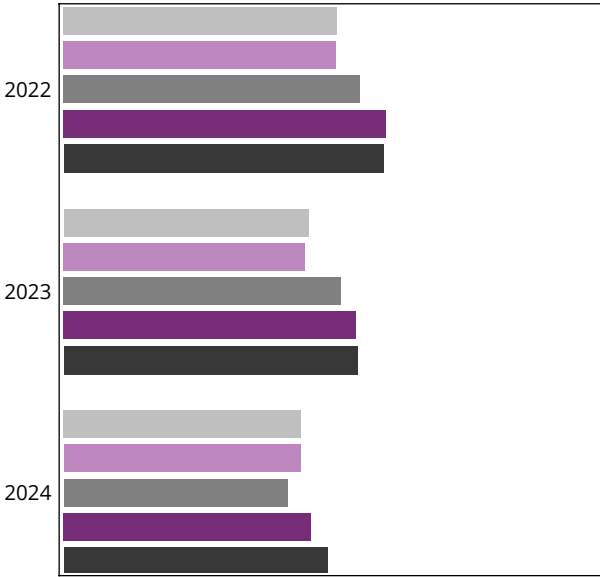
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$5,210,401	\$4,705,451	\$4,536,712
Week 41	\$5,342,666	\$4,547,793	\$4,491,931
Week 42	\$5,733,593	\$5,375,939	\$4,211,029
Week 43	\$6,347,306	\$5,423,802	\$4,720,973
Week 44	\$6,371,947	\$5,738,349	\$5,214,525
Total	\$29,005,914	\$25,791,334	\$23,175,170

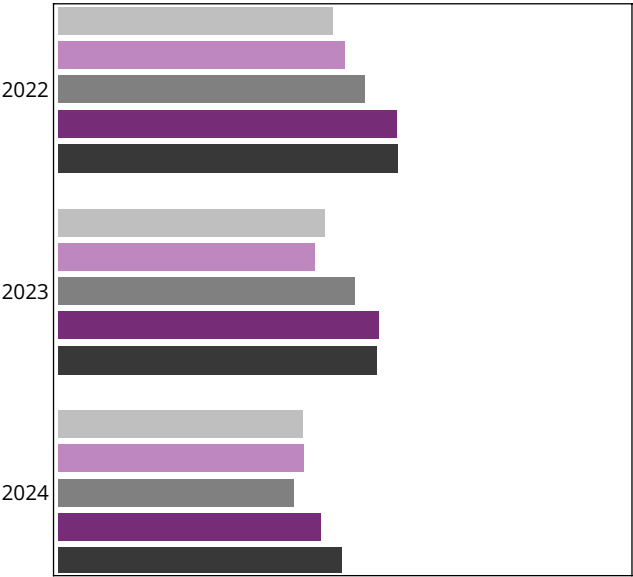
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	266,823	238,950	231,919
Week 41	265,883	235,522	231,421
Week 42	289,311	270,617	218,576
Week 43	314,853	285,393	241,705
Week 44	312,519	286,932	257,598
Total	1,449,389	1,317,414	1,181,219

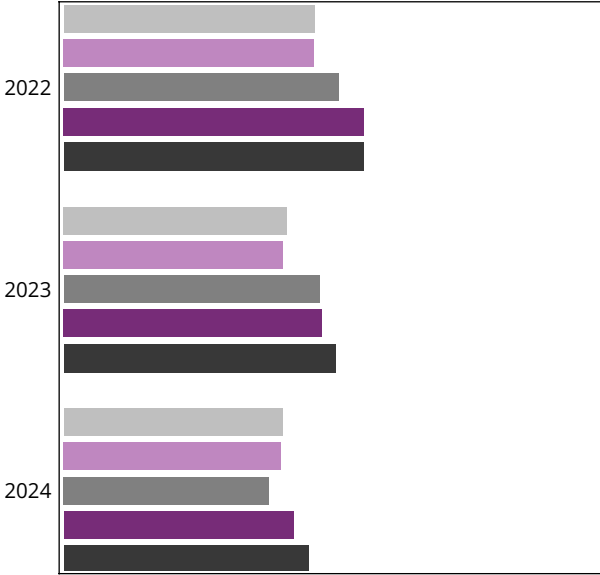
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$4,244,314	\$4,120,846	\$3,785,112
Week 41	\$4,436,464	\$3,958,666	\$3,790,272
Week 42	\$4,735,072	\$4,584,393	\$3,640,598
Week 43	\$5,234,417	\$4,959,414	\$4,061,111
Week 44	\$5,252,856	\$4,918,187	\$4,390,475
Total	\$23,903,123	\$22,541,505	\$19,667,568

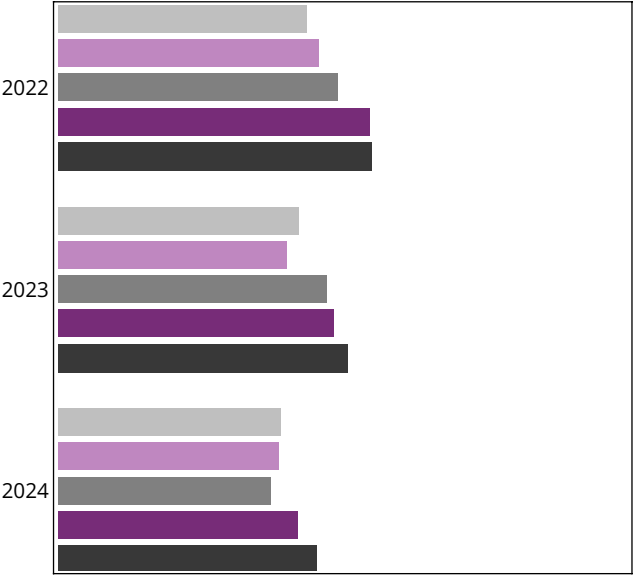
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	234,728	208,757	204,707
Week 41	234,150	205,123	203,166
Week 42	257,251	239,072	191,799
Week 43	280,954	241,700	214,920
Week 44	280,630	254,356	229,007
Total	1,287,713	1,149,008	1,043,599

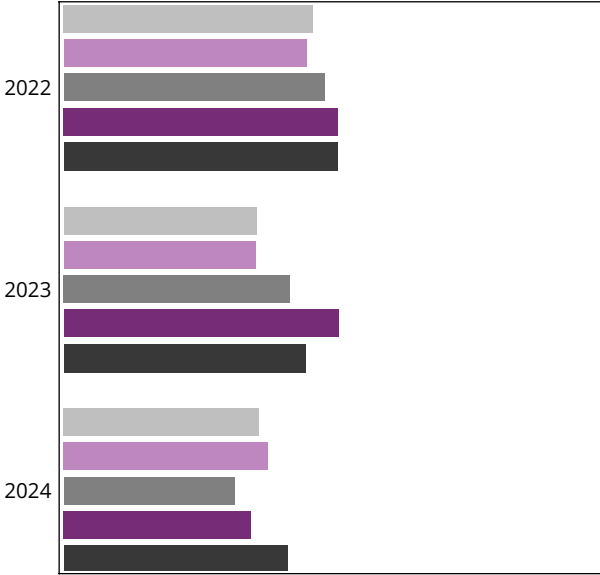
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$3,791,280	\$3,669,639	\$3,403,132
Week 41	\$3,984,270	\$3,493,920	\$3,365,102
Week 42	\$4,277,116	\$4,101,343	\$3,249,070
Week 43	\$4,755,088	\$4,211,776	\$3,661,059
Week 44	\$4,790,347	\$4,417,738	\$3,951,696
Total	\$21,598,100	\$19,894,416	\$17,630,059

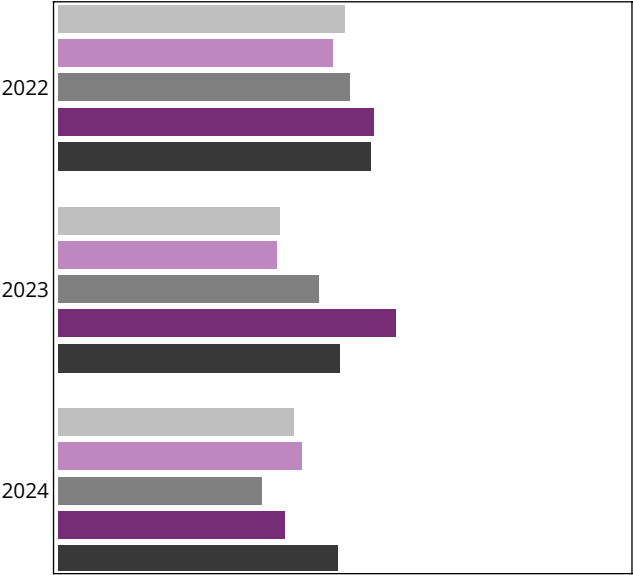
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	84,243	65,135	66,020
Week 41	82,140	64,817	69,107
Week 42	88,164	76,558	57,767
Week 43	92,703	92,911	63,352
Week 44	92,530	81,780	75,727
Total	439,780	381,201	331,973

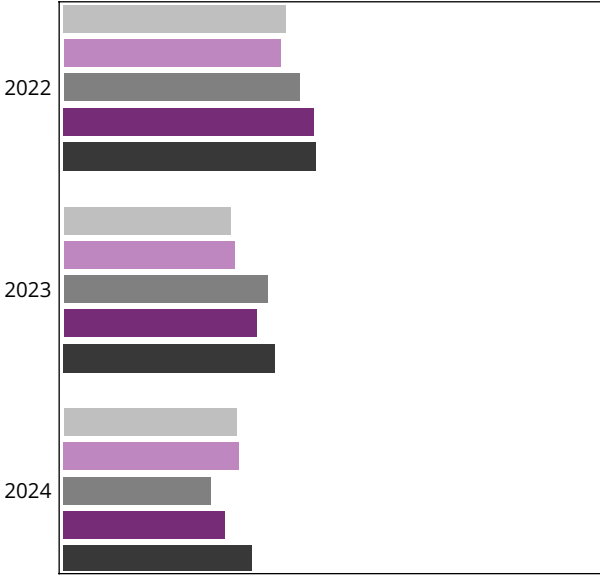
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$1,560,645	\$1,207,537	\$1,282,970
Week 41	\$1,495,018	\$1,191,641	\$1,325,387
Week 42	\$1,589,049	\$1,417,797	\$1,108,801
Week 43	\$1,719,666	\$1,836,293	\$1,233,353
Week 44	\$1,702,881	\$1,533,115	\$1,523,299
Total	\$8,067,258	\$7,186,383	\$6,473,810

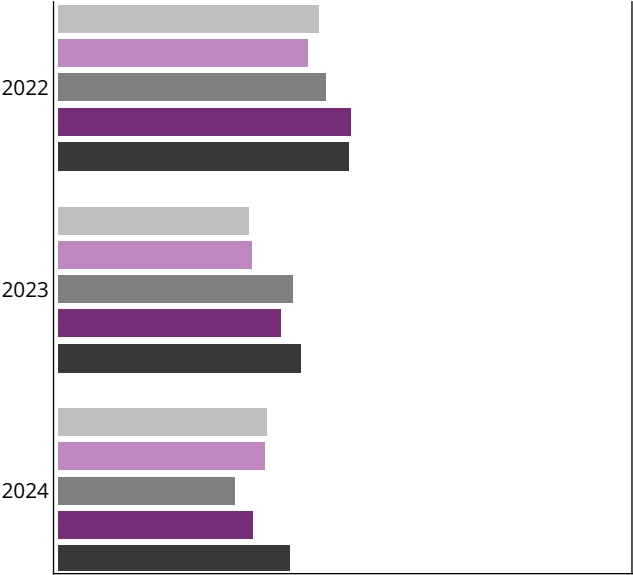
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	75,093	56,368	58,338
Week 41	73,358	57,765	59,291
Week 42	79,710	68,897	49,809
Week 43	84,673	65,134	54,481
Week 44	85,240	71,403	63,642
Total	398,074	319,567	285,561

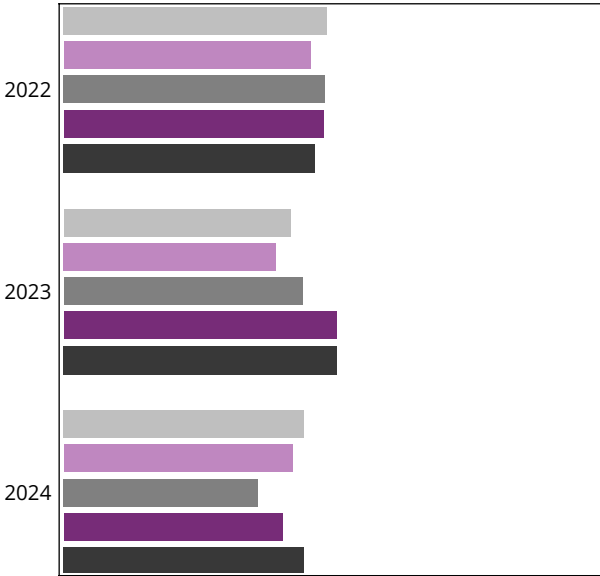
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$1,419,121	\$1,035,812	\$1,133,581
Week 41	\$1,358,396	\$1,053,873	\$1,126,829
Week 42	\$1,456,477	\$1,274,597	\$961,959
Week 43	\$1,592,219	\$1,212,026	\$1,059,915
Week 44	\$1,581,601	\$1,320,611	\$1,262,829
Total	\$7,407,814	\$5,896,918	\$5,545,111

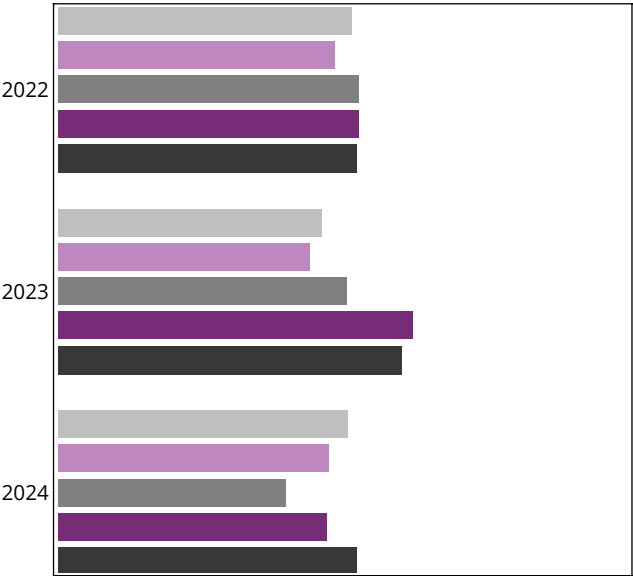
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	43,510	37,438	39,693
Week 41	40,780	35,048	37,850
Week 42	43,154	39,507	32,071
Week 43	42,923	45,110	36,176
Week 44	41,500	45,140	39,714
Total	211,867	202,243	185,504

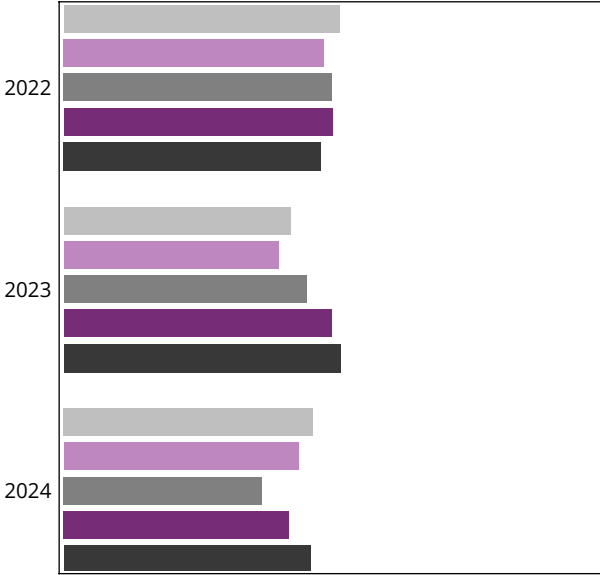
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$902,429	\$811,226	\$888,499
Week 41	\$848,926	\$774,094	\$832,671
Week 42	\$922,844	\$888,156	\$700,291
Week 43	\$922,412	\$1,090,792	\$825,266
Week 44	\$916,999	\$1,057,434	\$918,731
Total	\$4,513,610	\$4,621,703	\$4,165,458

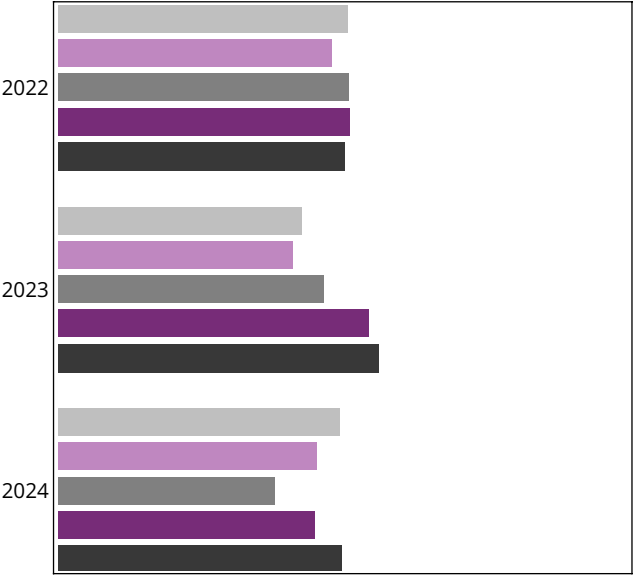
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	41,454	34,032	37,463
Week 41	39,089	32,273	35,258
Week 42	40,312	36,446	29,776
Week 43	40,390	40,274	33,836
Week 44	38,647	41,620	37,087
Total	199,892	184,645	173,420

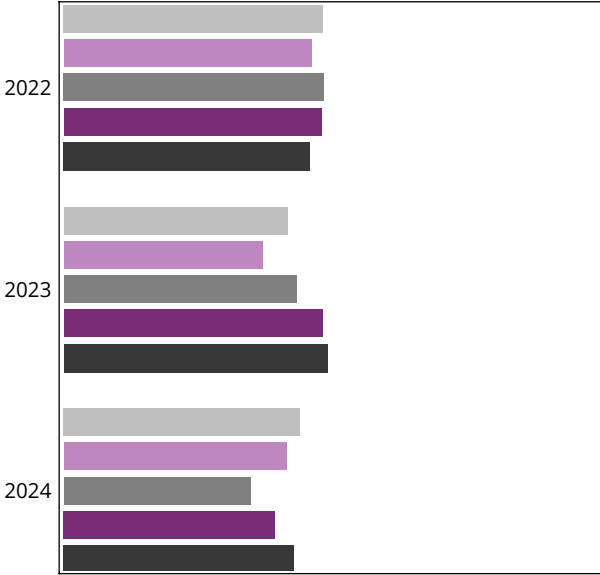
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$863,479	\$728,066	\$840,796
Week 41	\$816,811	\$699,418	\$772,526
Week 42	\$866,385	\$792,109	\$646,202
Week 43	\$870,354	\$928,399	\$765,937
Week 44	\$856,052	\$957,373	\$846,212
Total	\$4,273,082	\$4,105,365	\$3,871,674

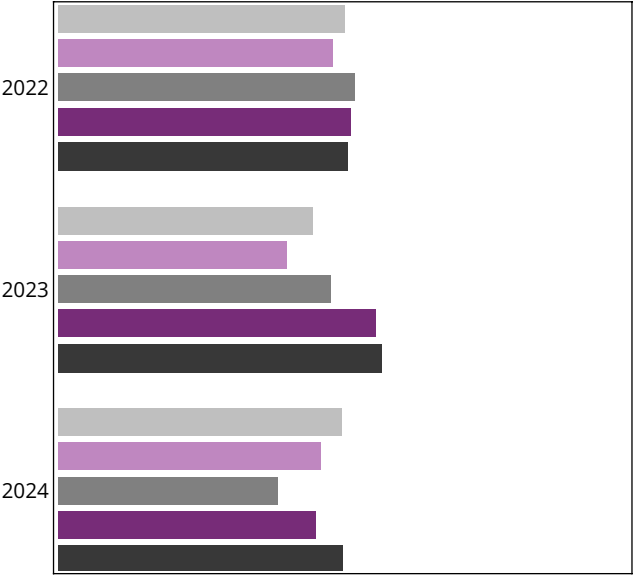
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	41,425	35,682	37,684
Week 41	39,533	31,715	35,583
Week 42	41,586	37,148	29,803
Week 43	41,124	41,342	33,703
Week 44	39,302	42,154	36,758
Total	202,970	188,041	173,531

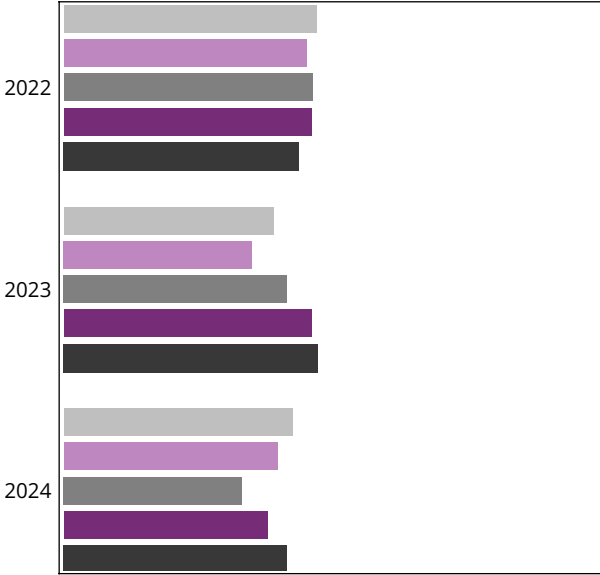
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$857,030	\$761,351	\$846,580
Week 41	\$818,596	\$682,706	\$782,719
Week 42	\$885,132	\$814,653	\$654,544
Week 43	\$872,823	\$948,901	\$770,272
Week 44	\$864,897	\$966,951	\$849,307
Total	\$4,298,478	\$4,174,562	\$3,903,422

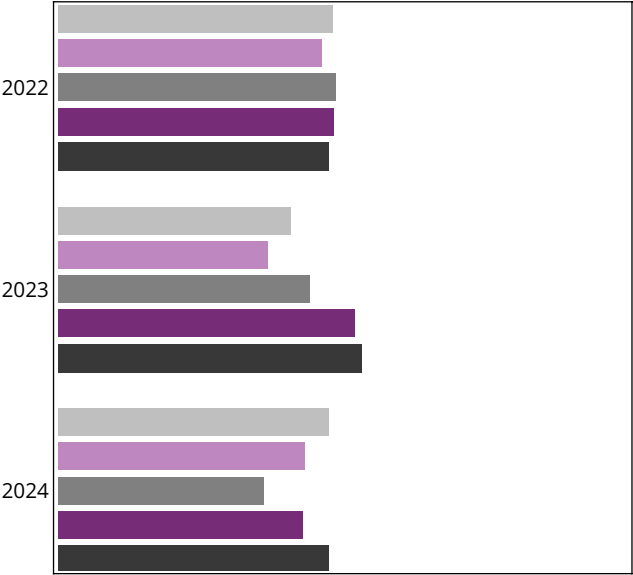
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	39,408	32,681	35,681
Week 41	37,866	29,341	33,288
Week 42	38,788	34,822	27,793
Week 43	38,635	38,582	31,733
Week 44	36,656	39,623	34,782
Total	191,353	175,049	163,277

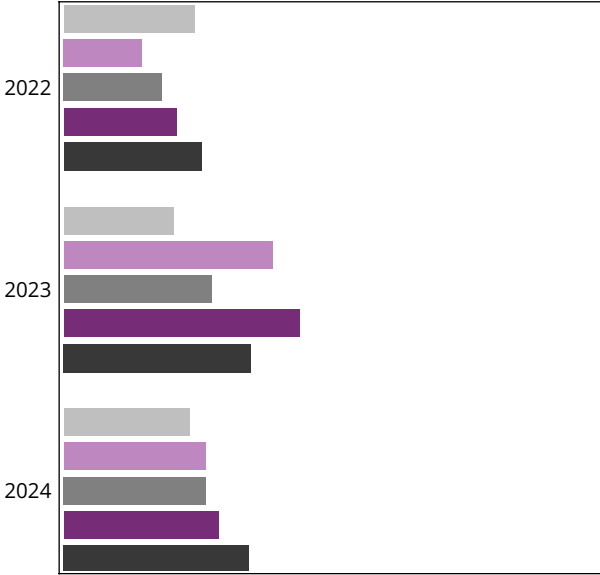
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$818,801	\$693,408	\$807,551
Week 41	\$787,011	\$626,036	\$736,235
Week 42	\$829,630	\$751,928	\$613,520
Week 43	\$822,043	\$884,819	\$729,232
Week 44	\$808,549	\$906,066	\$807,516
Total	\$4,066,035	\$3,862,257	\$3,694,055

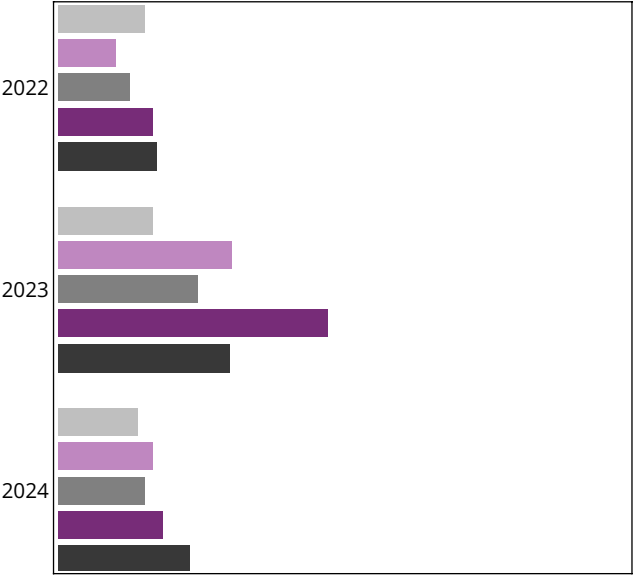
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 40	2,085	1,756	2,009
Week 41	1,247	3,333	2,267
Week 42	1,568	2,359	2,268
Week 43	1,799	3,768	2,473
Week 44	2,198	2,986	2,956
Total	8,897	14,202	11,973

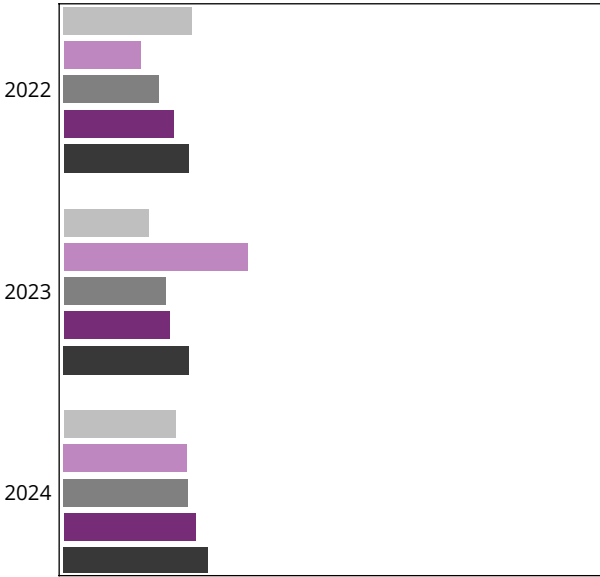
Value Sold (in millions of dollars)



	2022	2023	2024
Week 40	\$45,399	\$49,876	\$41,919
Week 41	\$30,330	\$91,388	\$49,952
Week 42	\$37,712	\$73,503	\$45,747
Week 43	\$49,589	\$141,891	\$54,995
Week 44	\$52,102	\$90,483	\$69,423
Total	\$215,132	\$447,141	\$262,036

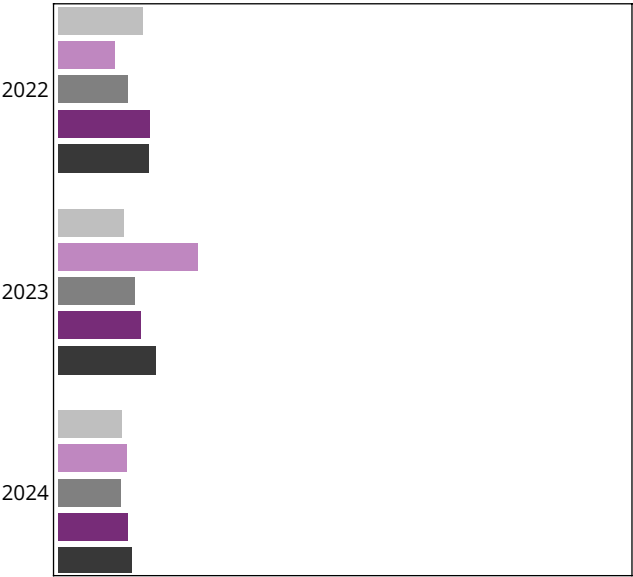
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 40	2,046	1,351	1,782
Week 41	1,223	2,932	1,970
Week 42	1,524	1,624	1,983
Week 43	1,755	1,692	2,103
Week 44	1,991	1,997	2,305
Total	8,539	9,596	10,143

Value Sold (in millions of dollars)



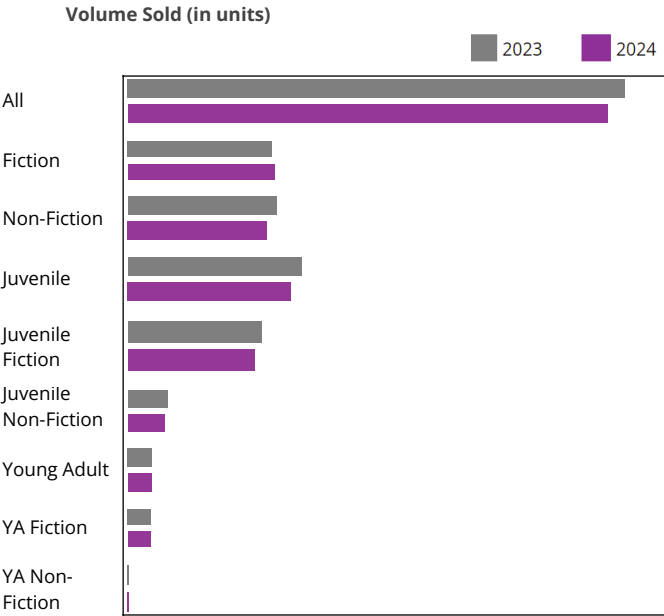
	2022	2023	2024
Week 40	\$44,677	\$34,658	\$33,245
Week 41	\$29,800	\$73,382	\$36,291
Week 42	\$36,755	\$40,181	\$32,682
Week 43	\$48,311	\$43,580	\$36,705
Week 44	\$47,503	\$51,307	\$38,696
Total	\$207,047	\$243,108	\$177,619

Year-to-Date Comparisons

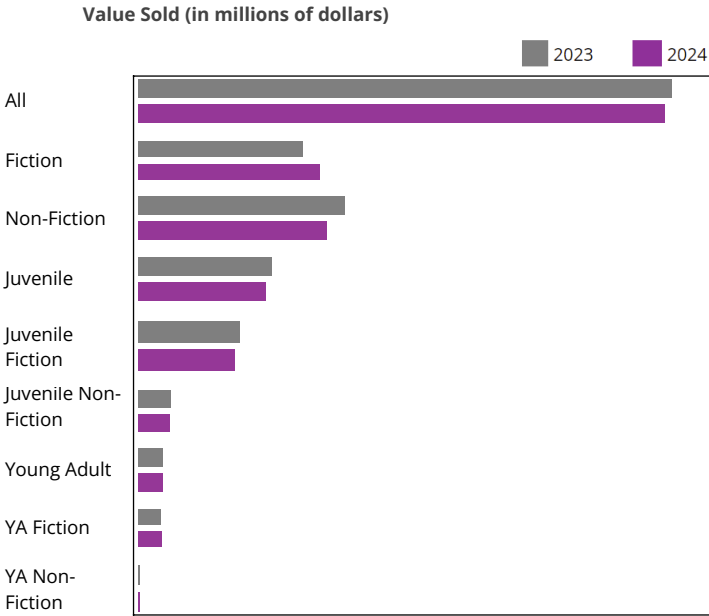
Week-ending dates:

	2023	2024
Week 44	2023-11-05	2024-11-03

All Market

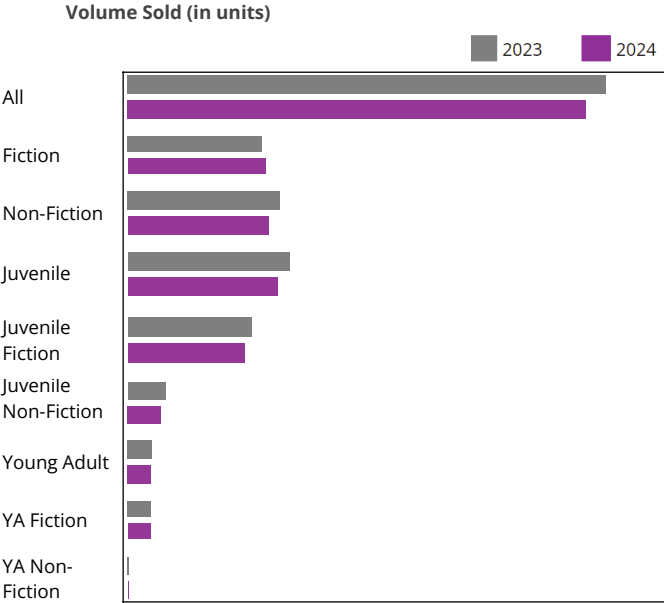


	2023	2024
All	37,367,094	36,043,118
Fiction	10,842,073	11,045,037
Non-Fiction	11,193,337	10,459,906
Juvenile	13,043,396	12,280,151
Juvenile Fiction	10,068,090	9,527,546
Juvenile Non-Fiction	2,975,306	2,752,605
Young Adult (YA)	1,823,971	1,772,235
YA Fiction	1,738,661	1,695,814
YA Non-Fiction	85,310	76,421

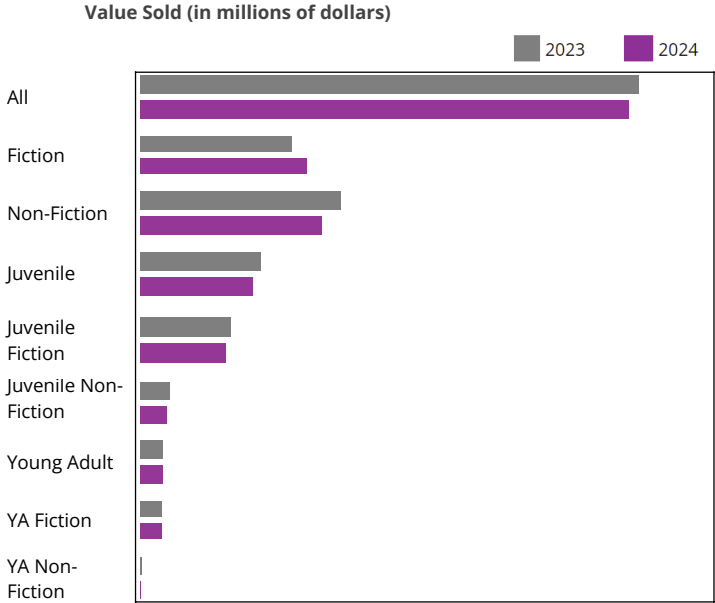


	2023	2024
All	\$843,192,910	\$832,976,671
Fiction	\$260,738,410	\$286,331,504
Non-Fiction	\$325,737,723	\$298,144,260
Juvenile	\$211,824,215	\$202,291,733
Juvenile Fiction	\$160,543,822	\$153,101,493
Juvenile Non-Fiction	\$51,280,392	\$49,190,240
Young Adult (YA)	\$38,326,040	\$38,490,861
YA Fiction	\$36,161,641	\$36,539,716
YA Non-Fiction	\$2,164,400	\$1,951,145

Ring Fence



	2023	2024
All	34,143,689	32,699,773
Fiction	9,585,716	9,843,041
Non-Fiction	10,857,349	10,056,685
Juvenile	11,533,238	10,685,853
Juvenile Fiction	8,840,054	8,320,669
Juvenile Non-Fiction	2,693,184	2,365,184
Young Adult (YA)	1,721,810	1,662,759
YA Fiction	1,649,252	1,602,828
YA Non-Fiction	72,558	59,931



	2023	2024
All	\$787,649,686	\$771,740,728
Fiction	\$238,833,225	\$263,370,116
Non-Fiction	\$316,419,899	\$287,292,491
Juvenile	\$189,982,681	\$177,883,357
Juvenile Fiction	\$143,456,938	\$135,880,370
Juvenile Non-Fiction	\$46,525,743	\$42,002,987
Young Adult (YA)	\$36,102,158	\$35,944,321
YA Fiction	\$34,355,158	\$34,610,202
YA Non-Fiction	\$1,747,000	\$1,334,118

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