

SalesData Market Report:

December, 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 December 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.

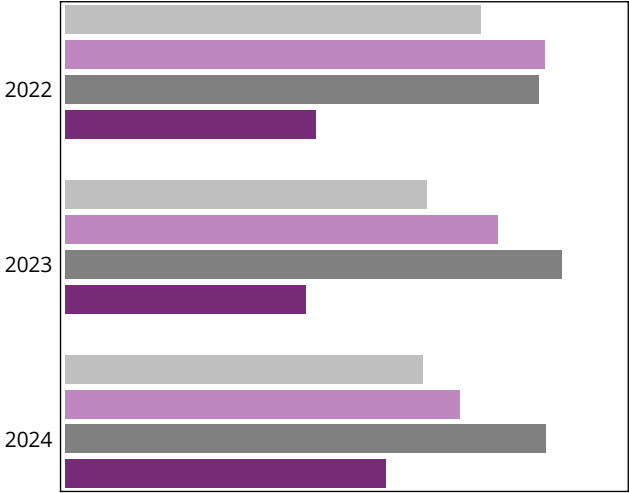
The specific week-ending dates used in this month's report are as follows:

	2022	2023	2024
Week 49	2022-12-11	2023-12-10	2024-12-08
Week 50	2022-12-18	2023-12-17	2024-12-15
Week 51	2022-12-25	2023-12-24	2024-12-22
Week 52	2023-01-01	2023-12-31	2024-12-29

Month-to-Month Comparisons

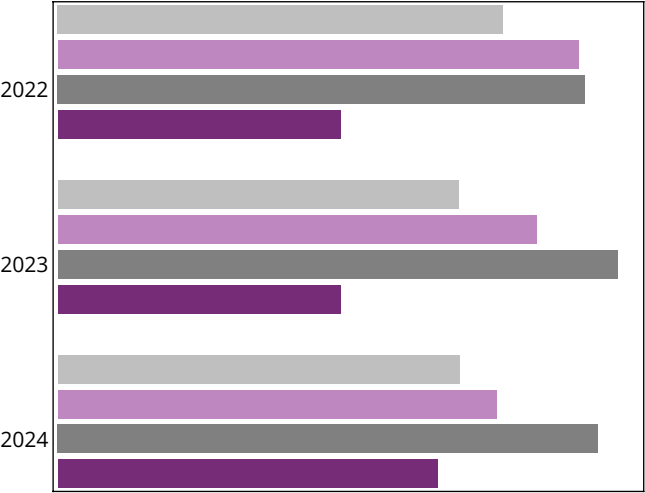
All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	1,860,288	1,617,969	1,601,771
Week 50	2,146,965	1,937,824	1,765,133
Week 51	2,120,885	2,221,469	2,152,746
Week 52	1,122,538	1,078,984	1,433,144
Total	7,250,676	6,856,246	6,952,794

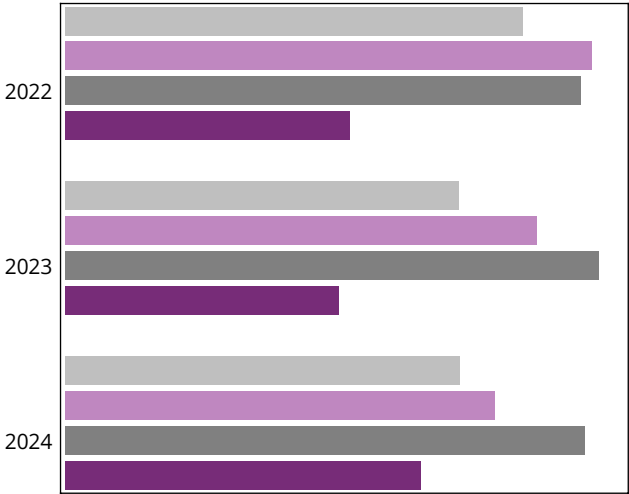
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$42,128,083	\$37,905,959	\$38,025,280
Week 50	\$49,255,762	\$45,324,309	\$41,495,885
Week 51	\$49,897,223	\$52,972,756	\$51,116,863
Week 52	\$26,749,020	\$26,780,194	\$35,907,268
Total	\$168,030,088	\$162,983,218	\$166,545,296

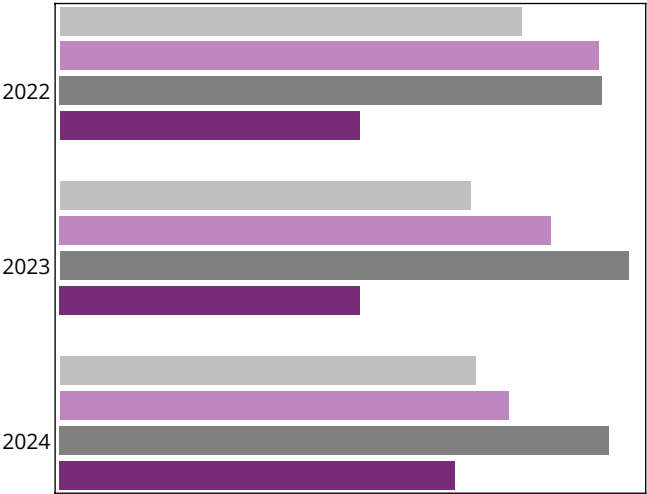
Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	1,719,631	1,479,991	1,482,722
Week 50	1,979,848	1,771,778	1,613,713
Week 51	1,940,450	2,006,718	1,953,800
Week 52	1,068,808	1,026,902	1,335,921
Total	6,708,737	6,285,389	6,386,156

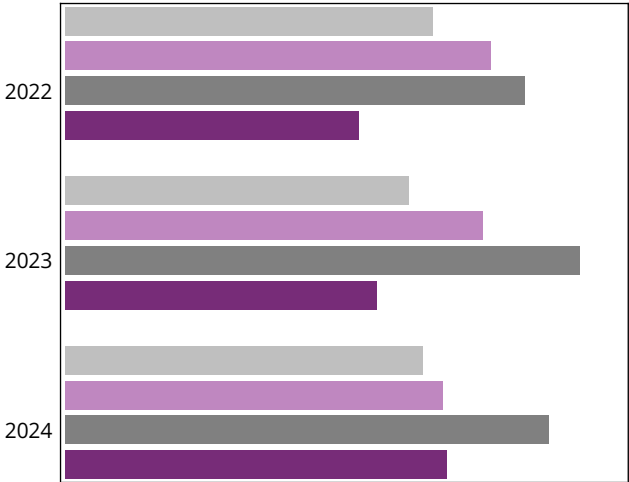
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$39,698,282	\$35,348,082	\$35,771,479
Week 50	\$46,341,921	\$42,248,974	\$38,572,561
Week 51	\$46,654,241	\$48,919,934	\$47,244,535
Week 52	\$25,803,087	\$25,810,863	\$33,987,516
Total	\$158,497,531	\$152,327,854	\$155,576,092

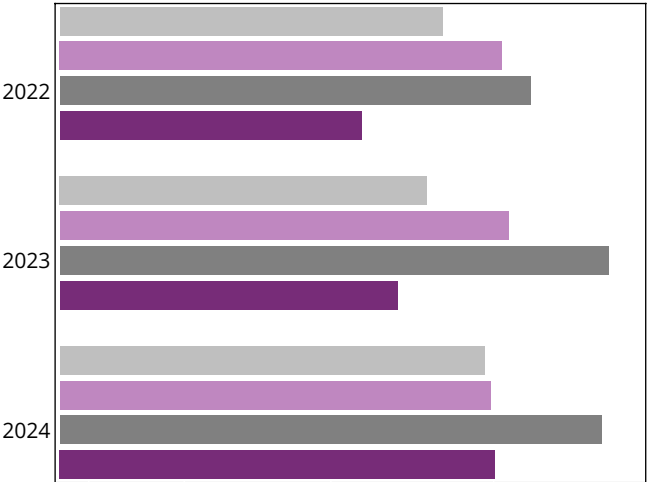
Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	395,334	369,038	384,583
Week 50	457,154	448,139	405,448
Week 51	493,833	553,144	519,814
Week 52	315,562	334,744	410,159
Total	1,661,883	1,705,065	1,720,004

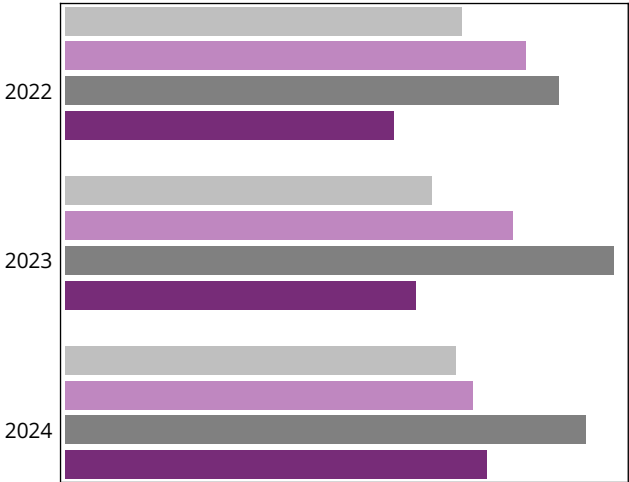
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$9,875,387	\$9,476,369	\$10,952,283
Week 50	\$11,410,280	\$11,577,216	\$11,117,302
Week 51	\$12,146,764	\$14,164,006	\$13,983,437
Week 52	\$7,778,926	\$8,707,925	\$11,232,076
Total	\$41,211,358	\$43,925,516	\$47,285,098

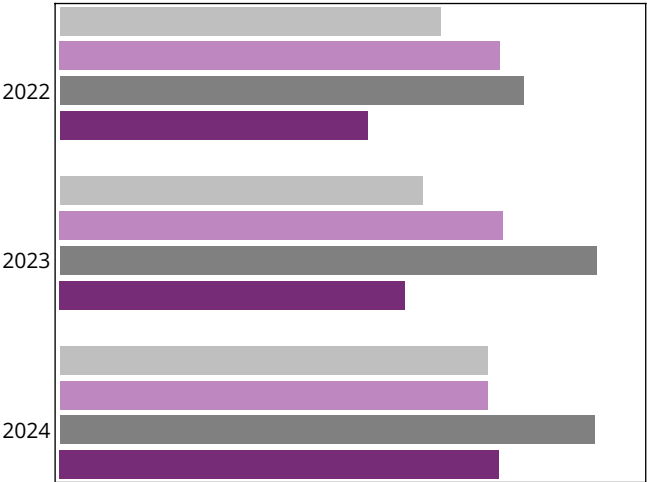
Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	354,718	328,130	349,912
Week 50	412,087	401,166	364,529
Week 51	441,778	490,789	465,737
Week 52	294,147	313,760	377,880
Total	1,502,730	1,533,845	1,558,058

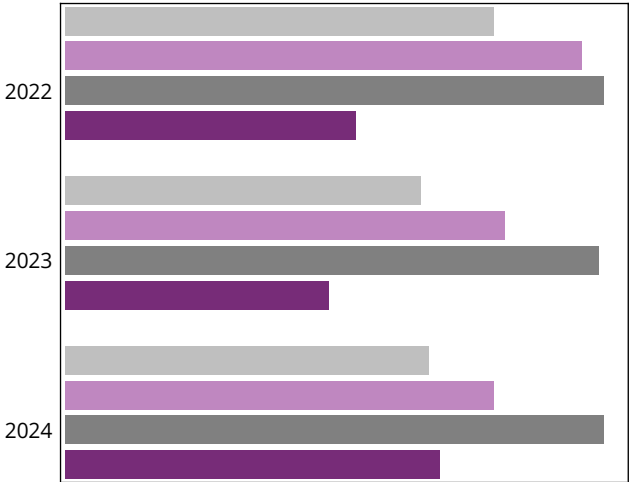
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$9,176,157	\$8,741,148	\$10,300,435
Week 50	\$10,601,211	\$10,678,453	\$10,306,479
Week 51	\$11,176,504	\$12,931,355	\$12,882,762
Week 52	\$7,411,857	\$8,317,188	\$10,575,337
Total	\$38,365,729	\$40,668,142	\$44,065,013

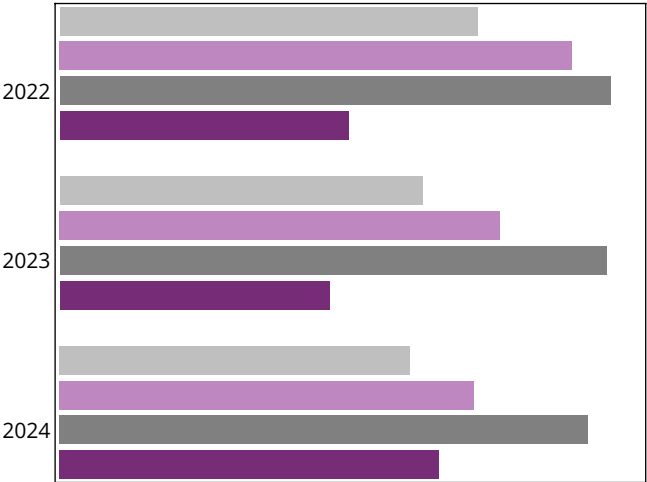
Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	613,440	510,079	520,518
Week 50	740,007	630,017	613,662
Week 51	771,782	764,061	771,492
Week 52	415,935	377,493	536,296
Total	2,541,164	2,281,650	2,441,968

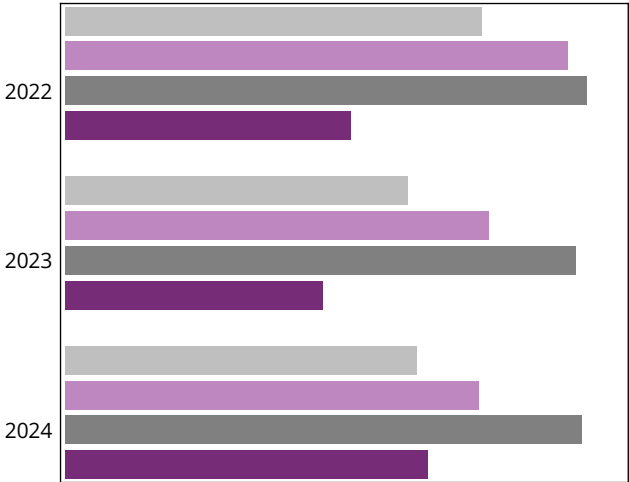
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$17,236,632	\$14,969,806	\$14,463,883
Week 50	\$21,156,169	\$18,183,171	\$17,097,402
Week 51	\$22,727,093	\$22,579,879	\$21,815,205
Week 52	\$11,907,757	\$11,133,595	\$15,660,621
Total	\$73,027,650	\$66,866,451	\$69,037,112

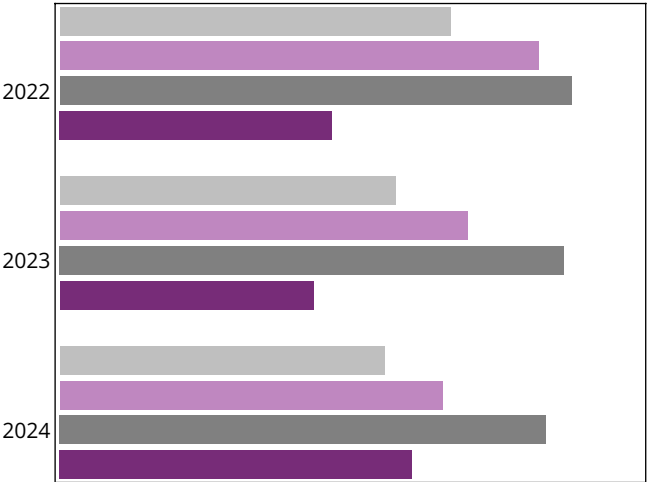
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	597,041	491,000	503,320
Week 50	720,156	606,126	592,158
Week 51	747,098	732,176	740,444
Week 52	408,503	369,291	519,049
Total	2,472,798	2,198,593	2,354,971

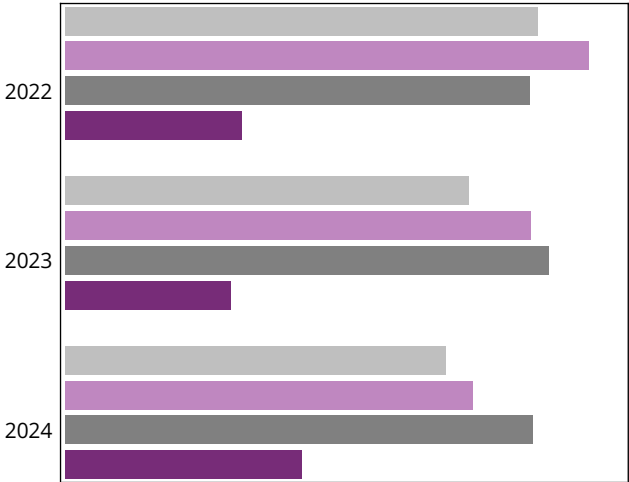
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$16,792,385	\$14,452,830	\$13,976,399
Week 50	\$20,603,466	\$17,526,277	\$16,474,837
Week 51	\$22,014,419	\$21,690,979	\$20,916,712
Week 52	\$11,705,302	\$10,908,843	\$15,154,625
Total	\$71,115,571	\$64,578,929	\$66,522,574

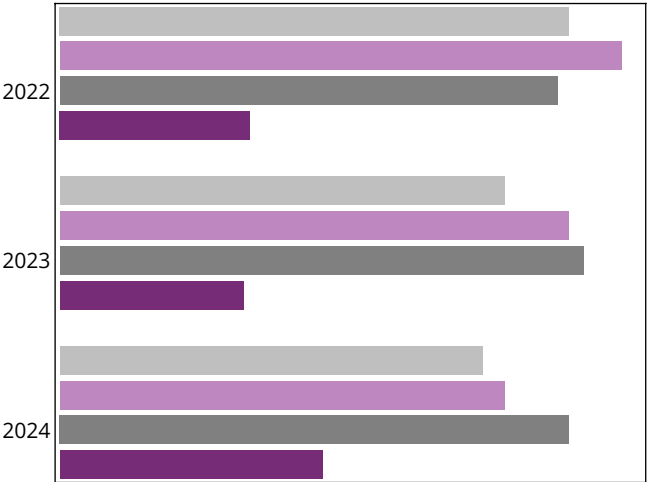
Juvenile: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	760,917	650,947	613,960
Week 50	844,110	750,325	656,151
Week 51	748,878	778,851	753,533
Week 52	284,397	267,511	381,451
Total	2,638,302	2,447,634	2,405,095

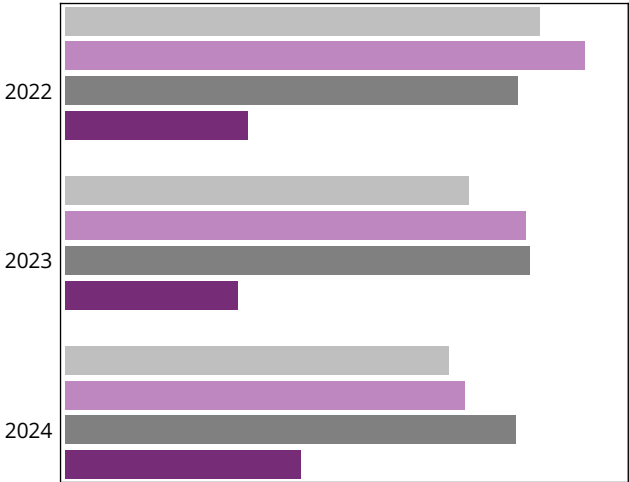
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$13,143,851	\$11,468,641	\$10,907,191
Week 50	\$14,496,354	\$13,126,483	\$11,476,917
Week 51	\$12,851,881	\$13,520,294	\$13,144,436
Week 52	\$4,907,025	\$4,748,263	\$6,777,620
Total	\$45,399,111	\$42,863,680	\$42,306,165

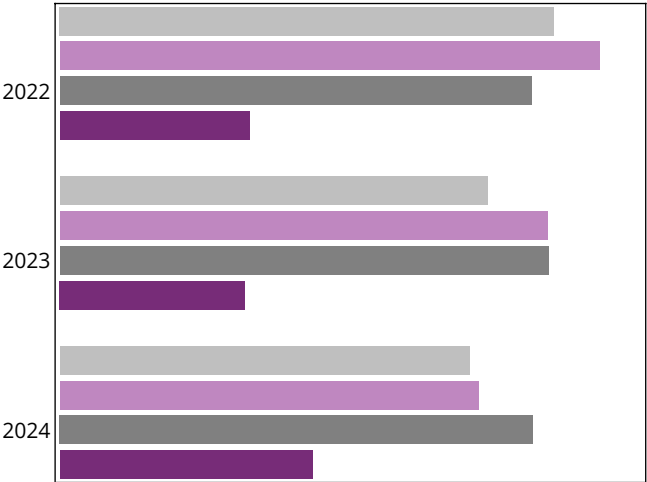
Juvenile: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	679,621	577,971	550,100
Week 50	744,641	660,531	572,084
Week 51	648,335	665,801	645,933
Week 52	261,195	247,634	337,383
Total	2,333,792	2,151,937	2,105,500

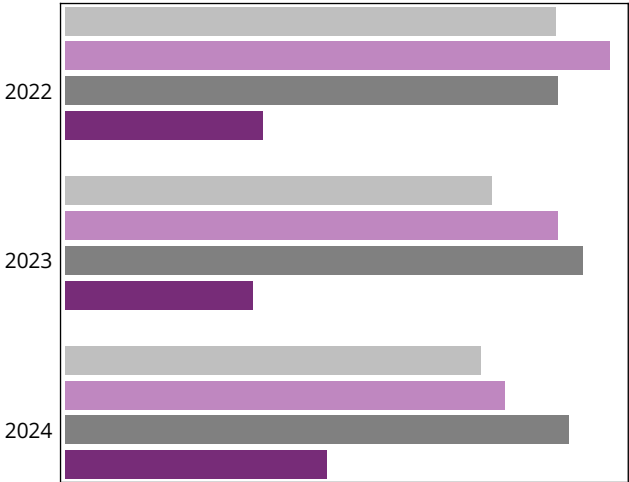
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$11,903,785	\$10,298,541	\$9,865,813
Week 50	\$12,998,507	\$11,740,045	\$10,086,680
Week 51	\$11,354,609	\$11,768,556	\$11,400,992
Week 52	\$4,562,616	\$4,458,588	\$6,091,901
Total	\$40,819,518	\$38,265,730	\$37,445,386

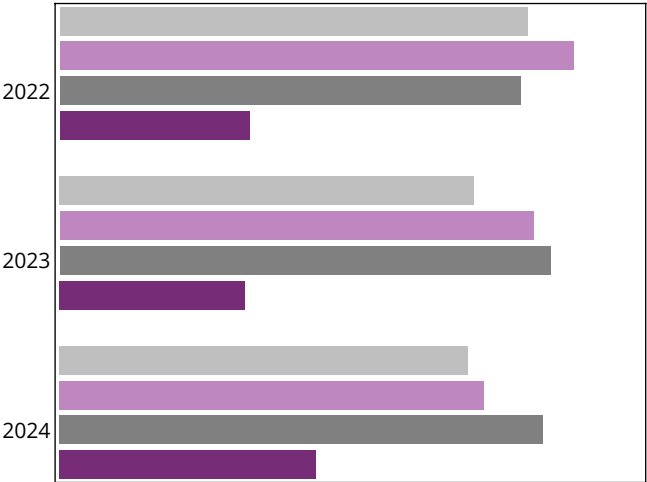
Juvenile Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	571,585	496,704	483,592
Week 50	633,864	573,894	511,095
Week 51	572,863	601,903	585,845
Week 52	230,447	218,036	304,752
Total	2,008,759	1,890,537	1,885,284

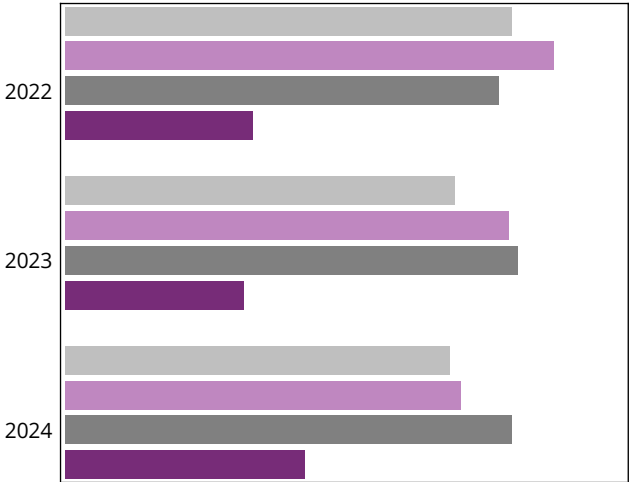
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$9,653,531	\$8,551,292	\$8,424,932
Week 50	\$10,606,037	\$9,786,501	\$8,759,499
Week 51	\$9,516,098	\$10,126,294	\$9,973,939
Week 52	\$3,913,656	\$3,821,775	\$5,292,661
Total	\$33,689,322	\$32,285,862	\$32,451,030

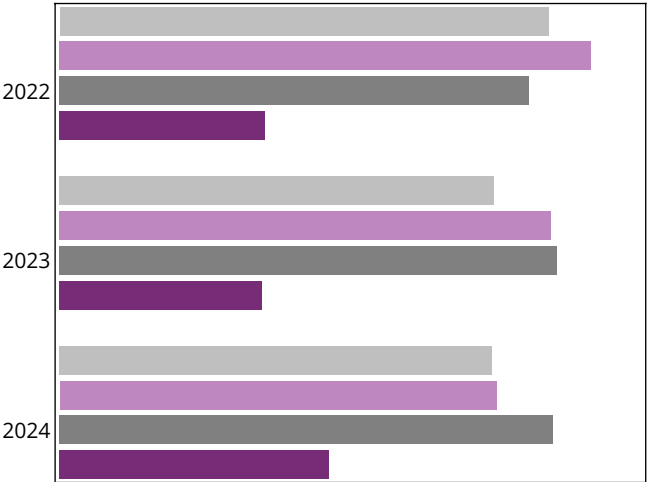
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	503,943	439,120	434,066
Week 50	551,158	500,203	445,808
Week 51	489,030	510,610	504,346
Week 52	211,156	201,091	269,961
Total	1,755,287	1,651,024	1,654,181

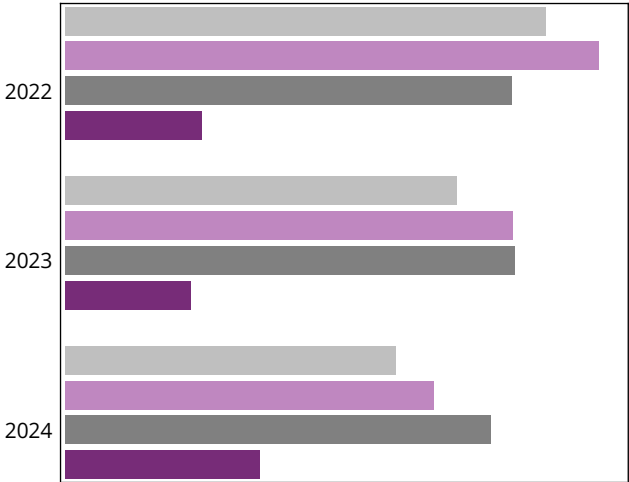
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$8,659,792	\$7,693,874	\$7,658,007
Week 50	\$9,411,759	\$8,706,118	\$7,742,250
Week 51	\$8,315,941	\$8,812,609	\$8,738,741
Week 52	\$3,633,104	\$3,581,577	\$4,770,689
Total	\$30,020,596	\$28,794,178	\$28,909,688

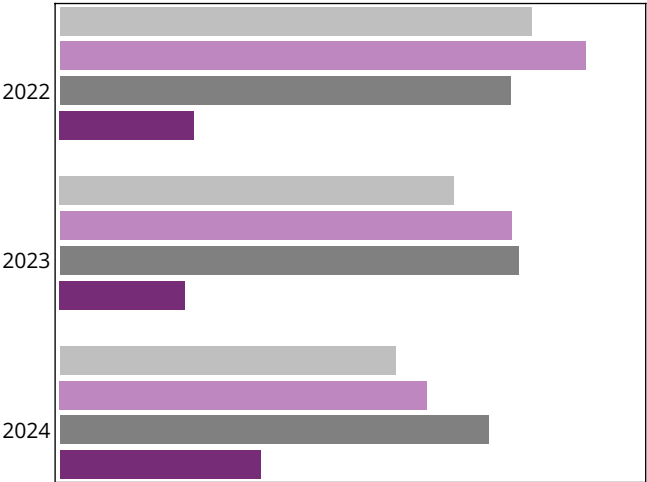
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	189,332	154,243	130,368
Week 50	210,246	176,431	145,056
Week 51	176,015	176,948	167,688
Week 52	53,950	49,475	76,699
Total	629,543	557,097	519,811

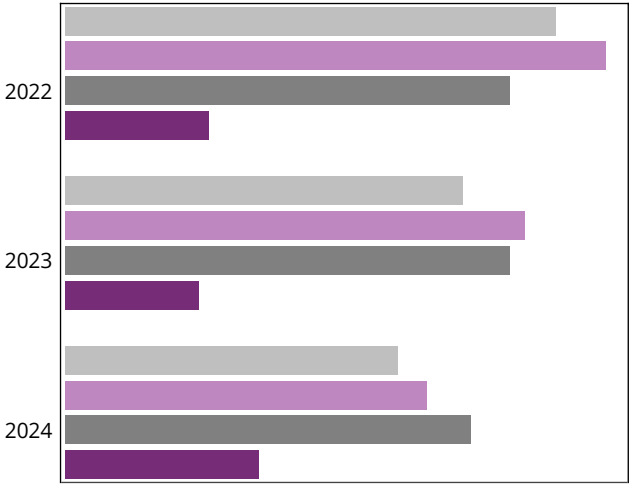
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$3,490,320	\$2,917,349	\$2,482,258
Week 50	\$3,890,318	\$3,339,982	\$2,717,419
Week 51	\$3,335,783	\$3,394,000	\$3,170,497
Week 52	\$993,369	\$926,487	\$1,484,960
Total	\$11,709,789	\$10,577,819	\$9,855,134

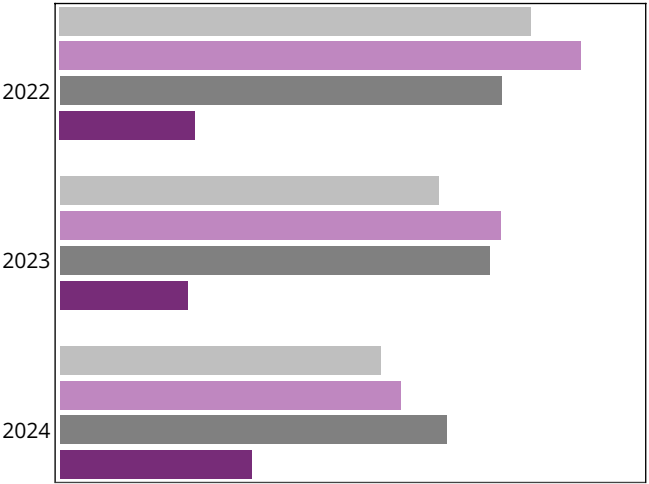
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	175,678	138,851	116,034
Week 50	193,483	160,328	126,276
Week 51	159,305	155,191	141,587
Week 52	50,039	46,543	67,422
Total	578,505	500,913	451,319

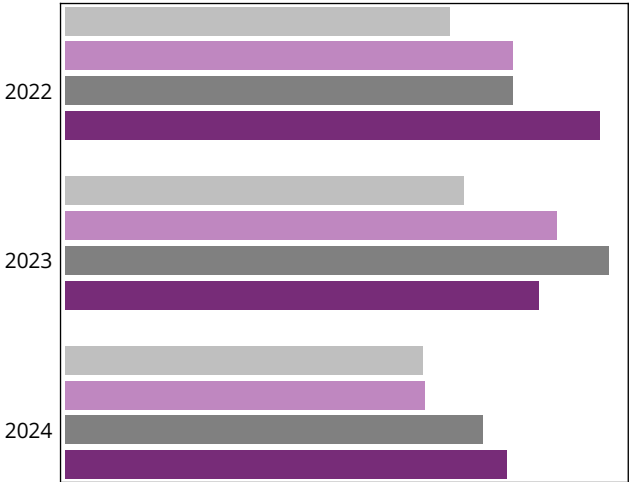
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$3,243,993	\$2,604,666	\$2,207,806
Week 50	\$3,586,748	\$3,033,927	\$2,344,430
Week 51	\$3,038,668	\$2,955,947	\$2,662,251
Week 52	\$929,512	\$877,011	\$1,321,212
Total	\$10,798,921	\$9,471,552	\$8,535,699

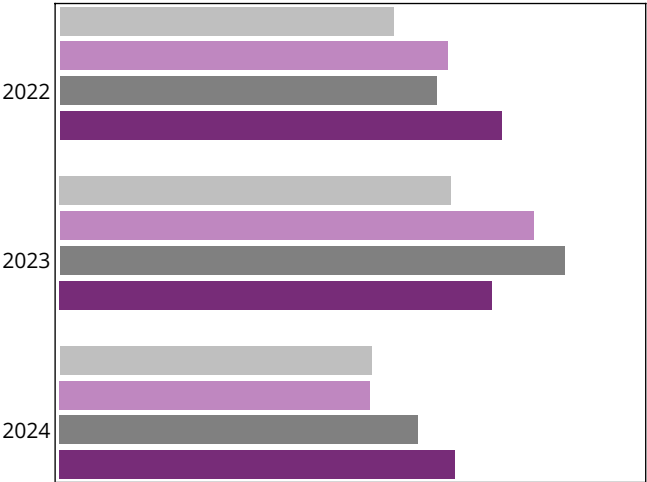
Young Adult: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	65,406	67,815	60,915
Week 50	76,150	83,651	61,192
Week 51	76,100	92,521	70,973
Week 52	90,915	80,570	75,153
Total	308,571	324,557	268,233

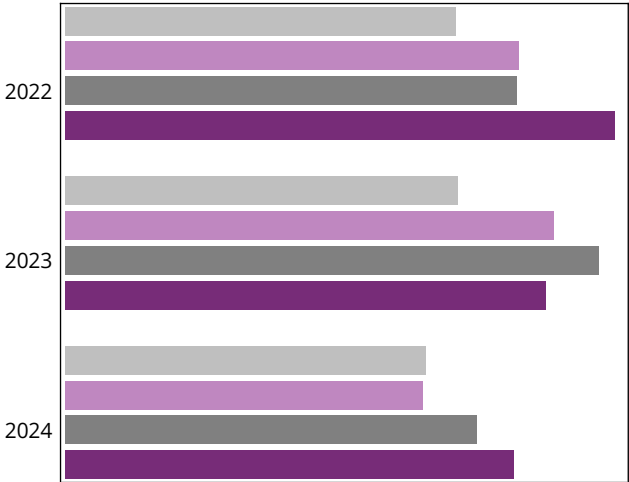
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$1,434,626	\$1,682,223	\$1,340,356
Week 50	\$1,667,037	\$2,038,002	\$1,333,763
Week 51	\$1,620,597	\$2,170,732	\$1,540,756
Week 52	\$1,900,820	\$1,858,926	\$1,699,998
Total	\$6,623,080	\$7,749,883	\$5,914,873

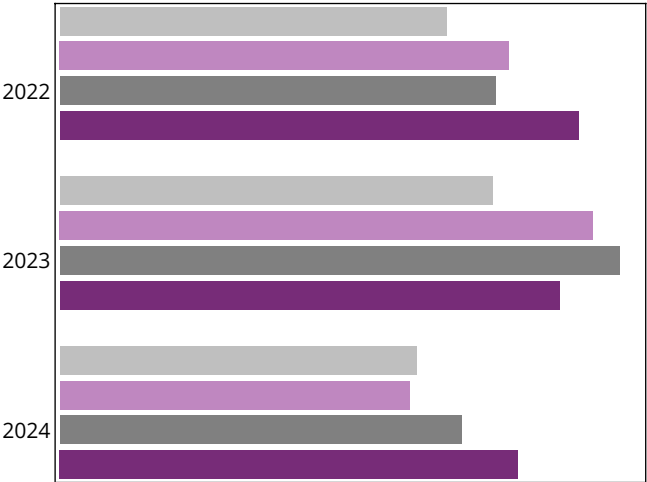
Young Adult: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	63,570	63,914	58,815
Week 50	73,964	79,672	58,240
Week 51	73,671	86,982	67,058
Week 52	89,508	78,250	73,093
Total	300,713	308,818	257,206

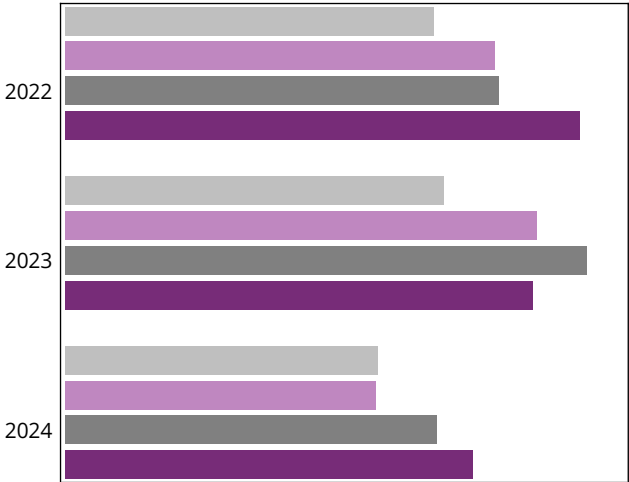
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$1,397,176	\$1,563,040	\$1,288,115
Week 50	\$1,623,016	\$1,925,975	\$1,262,792
Week 51	\$1,574,025	\$2,022,664	\$1,450,514
Week 52	\$1,874,591	\$1,805,714	\$1,655,666
Total	\$6,468,809	\$7,317,393	\$5,657,087

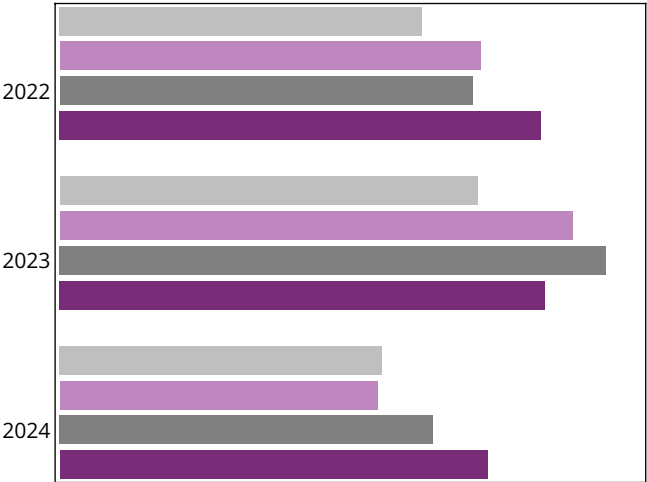
Young Adult Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	62,772	64,460	53,109
Week 50	73,087	80,150	52,861
Week 51	73,735	88,798	63,139
Week 52	87,592	79,627	69,277
Total	297,186	313,035	238,386

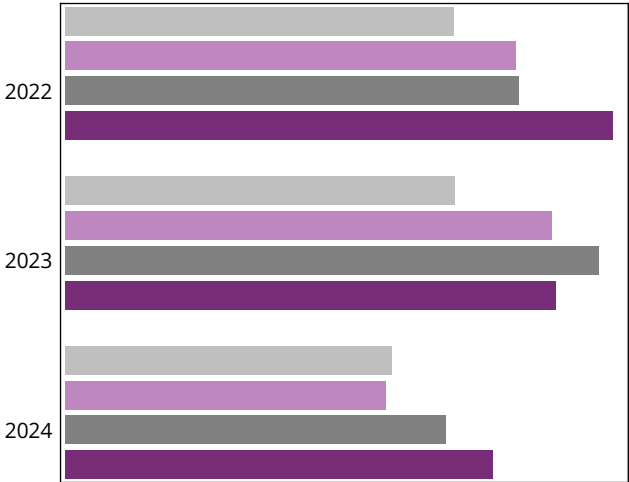
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$1,370,653	\$1,579,970	\$1,219,190
Week 50	\$1,592,111	\$1,941,745	\$1,201,578
Week 51	\$1,561,876	\$2,067,247	\$1,412,496
Week 52	\$1,820,852	\$1,837,098	\$1,619,104
Total	\$6,345,492	\$7,426,059	\$5,452,369

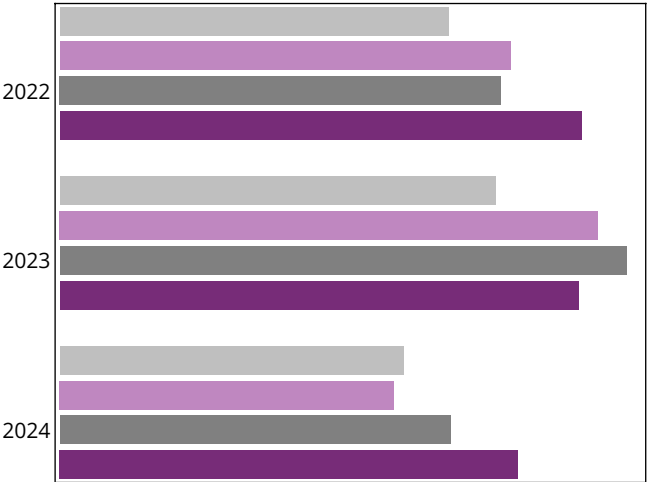
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	61,165	61,385	51,473
Week 50	71,056	76,753	50,439
Week 51	71,431	84,022	59,921
Week 52	86,242	77,370	67,344
Total	289,894	299,530	229,177

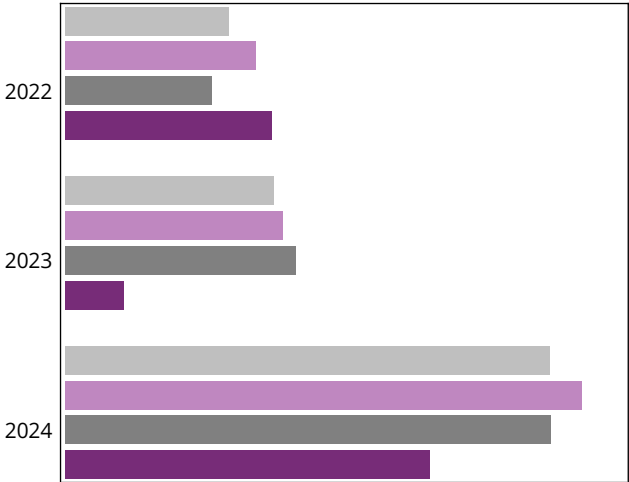
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$1,337,625	\$1,499,249	\$1,182,901
Week 50	\$1,551,560	\$1,852,500	\$1,149,628
Week 51	\$1,517,944	\$1,950,387	\$1,343,667
Week 52	\$1,795,777	\$1,785,377	\$1,577,219
Total	\$6,202,905	\$7,087,513	\$5,253,416

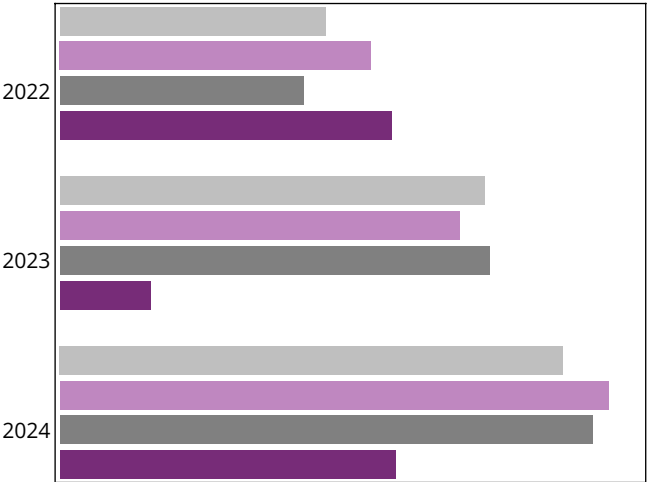
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2022	2023	2024
Week 49	2,634	3,355	7,806
Week 50	3,063	3,501	8,331
Week 51	2,365	3,723	7,834
Week 52	3,323	943	5,876
Total	11,385	11,522	29,847

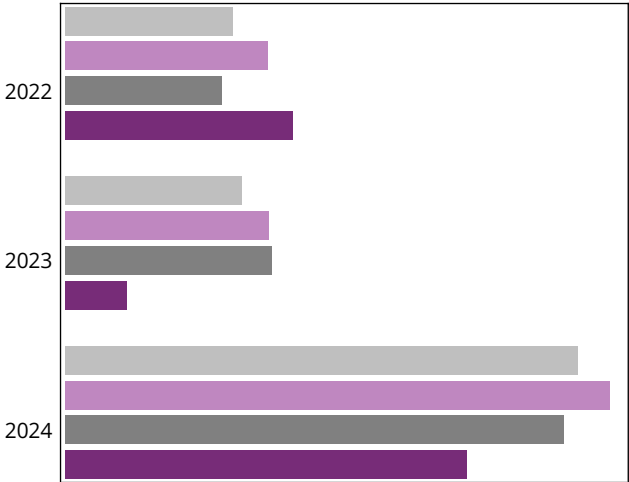
Value Sold (in millions of dollars)



	2022	2023	2024
Week 49	\$63,974	\$102,254	\$121,166
Week 50	\$74,926	\$96,257	\$132,185
Week 51	\$58,721	\$103,485	\$128,260
Week 52	\$79,968	\$21,829	\$80,894
Total	\$277,588	\$323,824	\$462,505

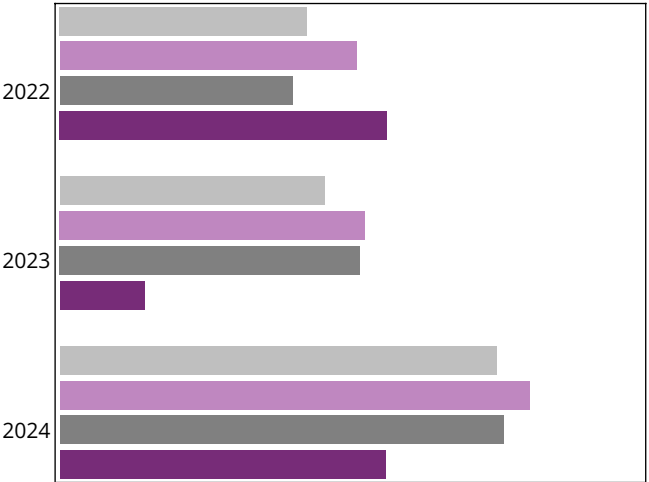
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2022	2023	2024
Week 49	2,405	2,529	7,342
Week 50	2,908	2,919	7,801
Week 51	2,240	2,960	7,137
Week 52	3,266	880	5,749
Total	10,819	9,288	28,029

Value Sold (in millions of dollars)



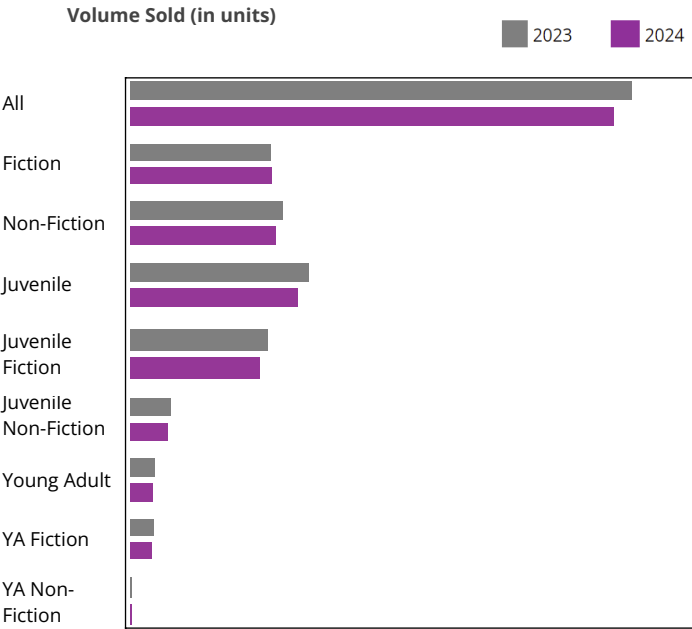
	2022	2023	2024
Week 49	\$59,551	\$63,791	\$105,214
Week 50	\$71,457	\$73,475	\$113,163
Week 51	\$56,082	\$72,277	\$106,847
Week 52	\$78,814	\$20,337	\$78,447
Total	\$265,903	\$229,880	\$403,671

Year-to-Date Comparisons

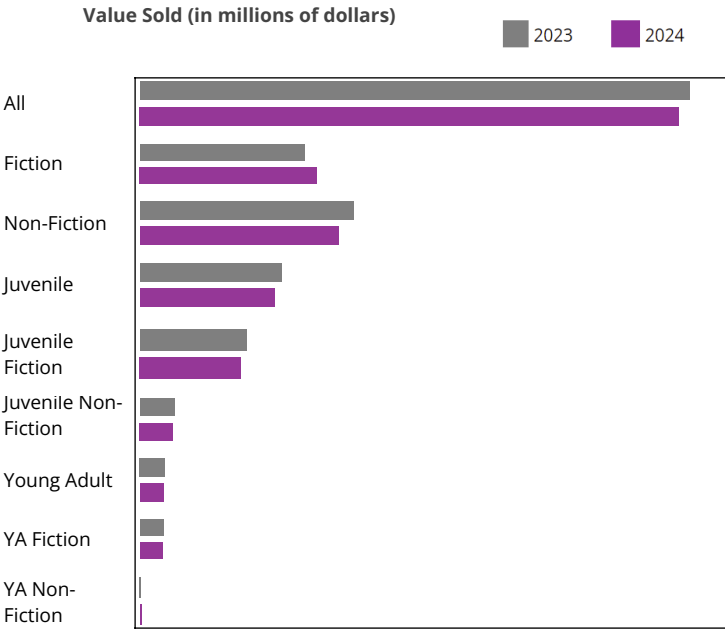
Week-ending dates:

	2023	2024
Week 52	2023-12-31	2024-12-29

All Market

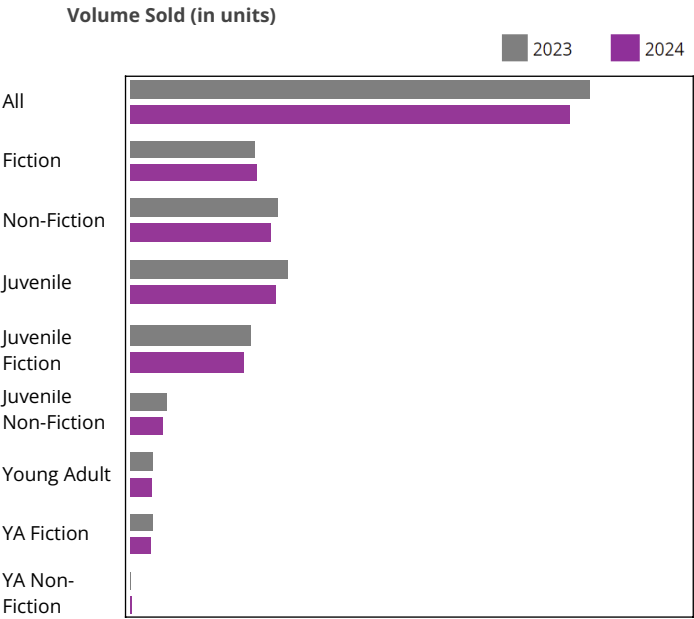


	2023	2024
All	49,451,450	47,630,684
Fiction	13,823,363	13,901,498
Non-Fiction	15,039,157	14,348,361
Juvenile	17,574,727	16,488,981
Juvenile Fiction	13,543,133	12,769,128
Juvenile Non-Fiction	4,031,594	3,719,853
Young Adult (YA)	2,388,411	2,237,582
YA Fiction	2,283,911	2,112,682
YA Non-Fiction	104,500	124,900

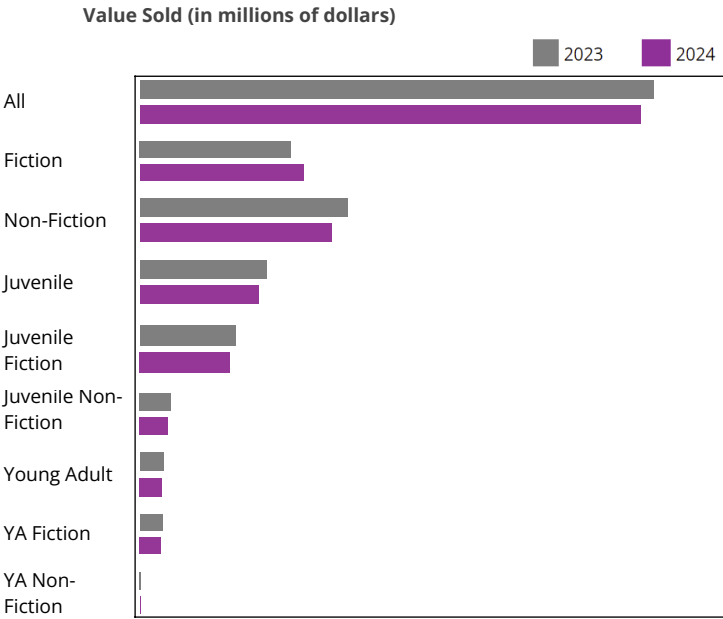


	2023	2024
All	\$1,134,552,137	\$1,113,414,999
Fiction	\$339,528,543	\$365,640,425
Non-Fiction	\$441,412,047	\$410,694,503
Juvenile	\$292,412,622	\$277,689,229
Juvenile Fiction	\$220,530,759	\$209,219,459
Juvenile Non-Fiction	\$71,881,863	\$68,469,770
Young Adult (YA)	\$52,093,003	\$48,987,751
YA Fiction	\$49,298,296	\$46,184,228
YA Non-Fiction	\$2,794,707	\$2,803,522

Ring Fence



	2023	2024
All	45,233,533	43,325,585
Fiction	12,272,982	12,427,306
Non-Fiction	14,565,555	13,803,313
Juvenile	15,541,295	14,379,288
Juvenile Fiction	11,906,150	11,182,145
Juvenile Non-Fiction	3,635,145	3,197,143
Young Adult (YA)	2,255,171	2,106,243
YA Fiction	2,169,516	2,002,018
YA Non-Fiction	85,655	104,225



	2023	2024
All	\$1,060,140,617	\$1,033,167,377
Fiction	\$312,140,572	\$337,345,046
Non-Fiction	\$428,216,585	\$395,715,970
Juvenile	\$262,108,409	\$244,448,236
Juvenile Fiction	\$197,386,278	\$186,097,180
Juvenile Non-Fiction	\$64,722,131	\$58,351,056
Young Adult (YA)	\$48,953,118	\$45,879,198
YA Fiction	\$46,852,697	\$43,872,578
YA Non-Fiction	\$2,100,422	\$2,006,620

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	