

SalesData Market Report: January, 2025

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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 January in the years 2023 to 2025 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 2023.

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 2025.

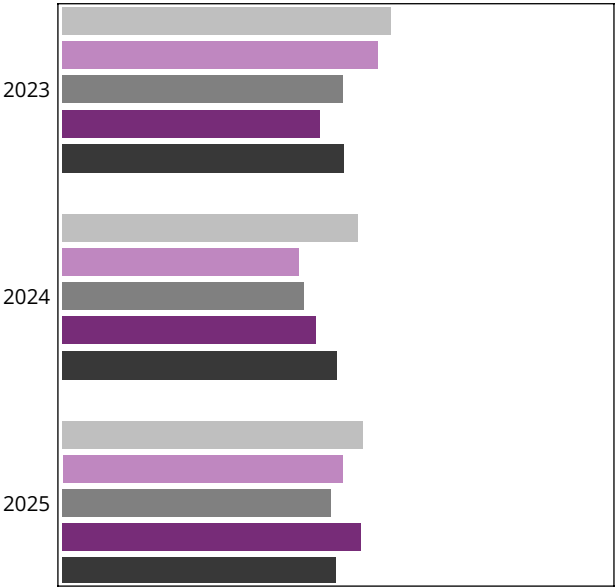
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 1	2023-01-08	2024-01-07	2025-01-05
Week 2	2023-01-15	2024-01-14	2025-01-12
Week 3	2023-01-22	2024-01-21	2025-01-19
Week 4	2023-01-29	2024-01-28	2025-01-26
Week 5	2023-02-05	2024-02-04	2025-02-02

Month-to-Month Comparisons

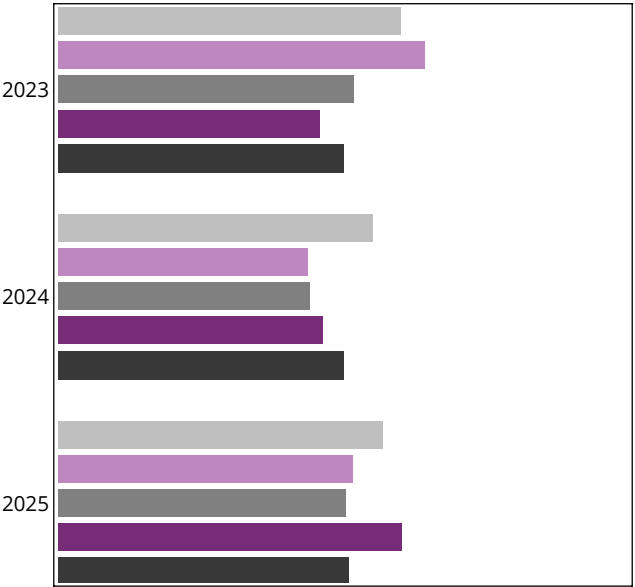
All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	1,033,139	930,180	945,801
Week 2	993,699	742,740	880,633
Week 3	882,679	759,464	843,471
Week 4	809,611	797,892	939,223
Week 5	886,196	863,127	861,528
Total	4,605,324	4,093,403	4,470,656

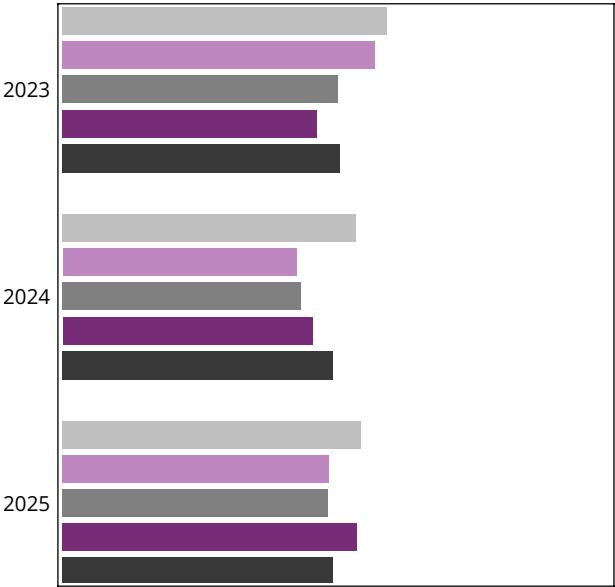
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$24,074,847	\$22,076,180	\$22,810,297
Week 2	\$25,761,103	\$17,555,609	\$20,718,637
Week 3	\$20,742,176	\$17,677,572	\$20,235,062
Week 4	\$18,378,484	\$18,621,665	\$24,122,406
Week 5	\$20,092,995	\$20,047,547	\$20,389,422
Total	\$109,049,605	\$95,978,572	\$108,275,824

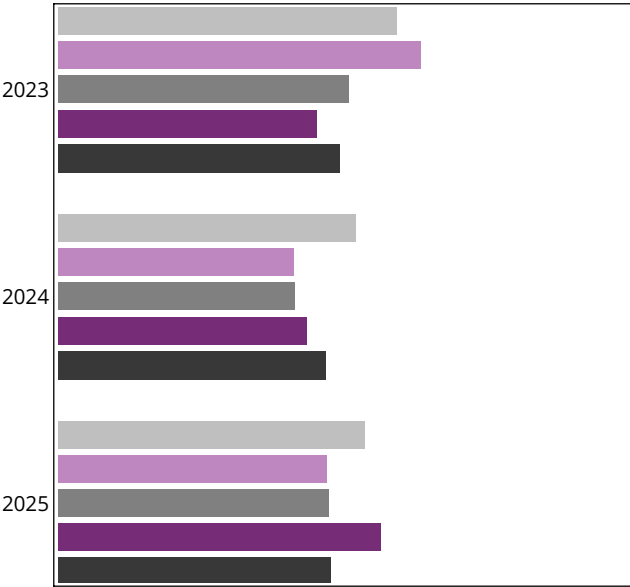
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	1,021,280	923,971	939,791
Week 2	982,025	736,010	836,745
Week 3	867,716	749,870	833,659
Week 4	799,504	786,193	925,964
Week 5	872,947	849,809	851,420
Total	4,543,472	4,045,853	4,387,579

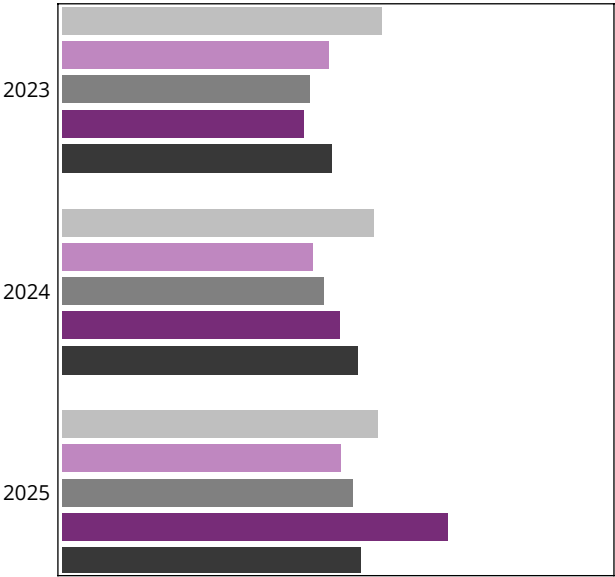
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$23,811,104	\$21,916,793	\$22,635,425
Week 2	\$25,444,509	\$17,382,457	\$19,785,055
Week 3	\$20,416,565	\$17,430,141	\$19,970,826
Week 4	\$18,138,054	\$18,311,886	\$23,764,911
Week 5	\$19,772,252	\$19,701,434	\$20,117,729
Total	\$107,582,485	\$94,742,710	\$106,273,946

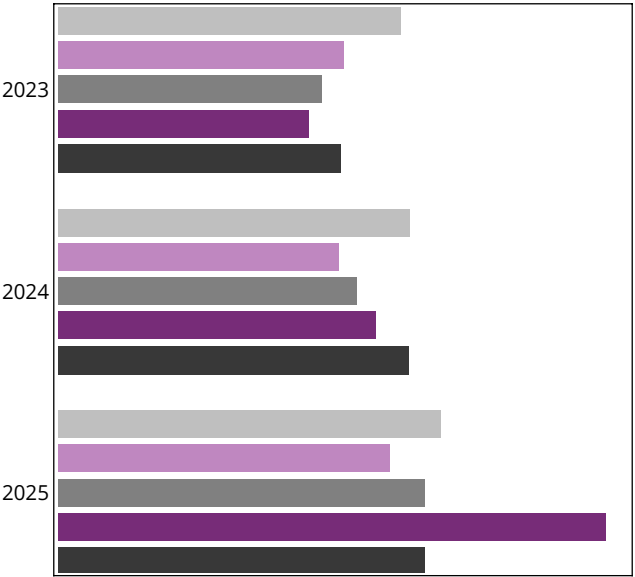
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	280,689	273,204	277,176
Week 2	233,920	219,568	244,421
Week 3	217,058	229,279	255,064
Week 4	211,809	243,882	338,669
Week 5	236,880	259,269	261,713
Total	1,180,356	1,225,202	1,377,043

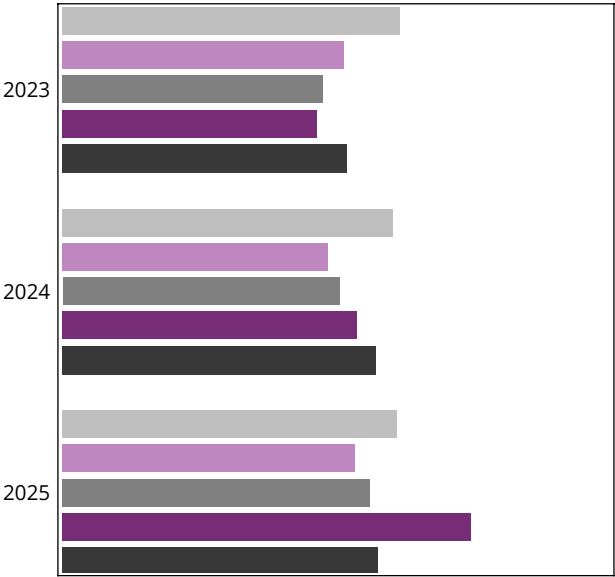
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$6,625,015	\$6,799,058	\$7,386,303
Week 2	\$5,524,393	\$5,419,749	\$6,398,901
Week 3	\$5,083,340	\$5,760,602	\$7,091,256
Week 4	\$4,833,156	\$6,130,717	\$10,587,018
Week 5	\$5,454,107	\$6,779,243	\$7,090,712
Total	\$27,520,011	\$30,889,370	\$38,554,191

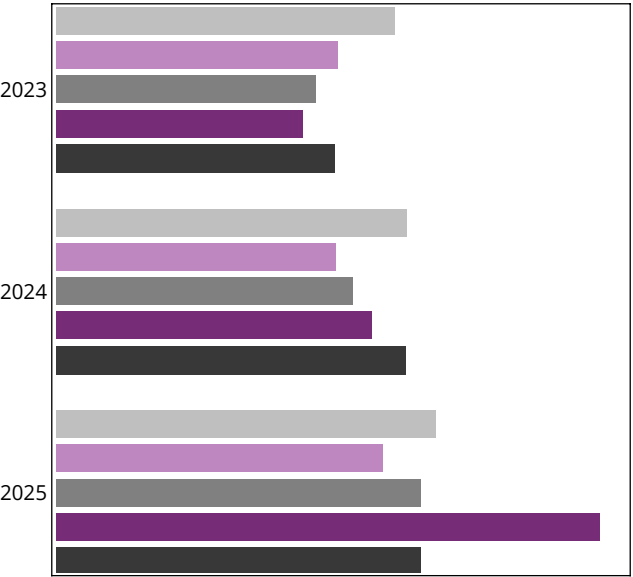
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	277,400	272,318	275,442
Week 2	231,386	218,828	240,736
Week 3	214,003	227,905	253,036
Week 4	209,637	242,672	336,093
Week 5	234,262	258,090	259,716
Total	1,166,688	1,219,813	1,365,023

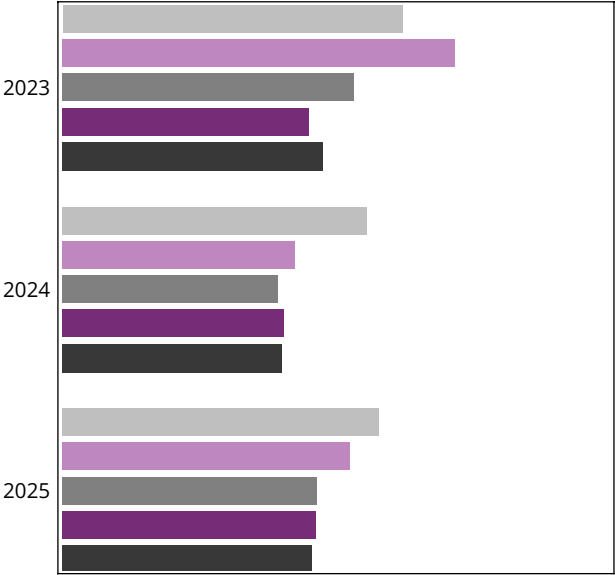
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$6,538,450	\$6,774,913	\$7,340,353
Week 2	\$5,442,437	\$5,399,713	\$6,305,712
Week 3	\$5,005,263	\$5,722,194	\$7,035,756
Week 4	\$4,773,074	\$6,098,313	\$10,507,901
Week 5	\$5,379,229	\$6,747,727	\$7,036,934
Total	\$27,138,453	\$30,742,860	\$38,226,655

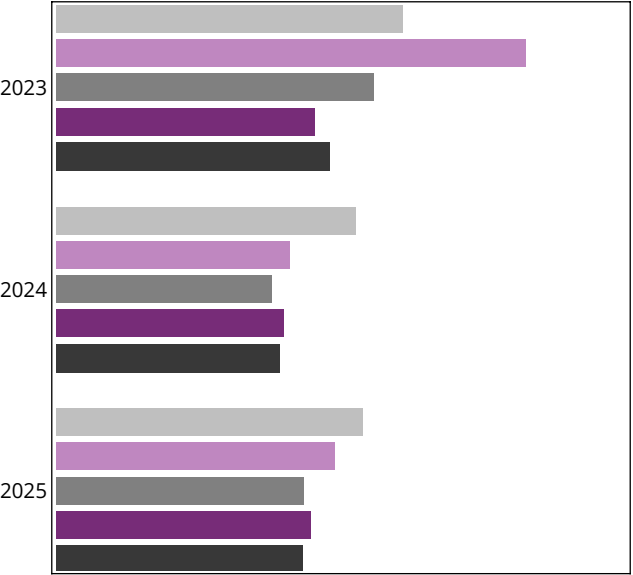
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	379,223	339,332	353,180
Week 2	437,290	259,697	320,507
Week 3	325,058	239,900	284,394
Week 4	274,640	247,331	282,998
Week 5	290,903	244,879	278,164
Total	1,707,114	1,331,139	1,519,243

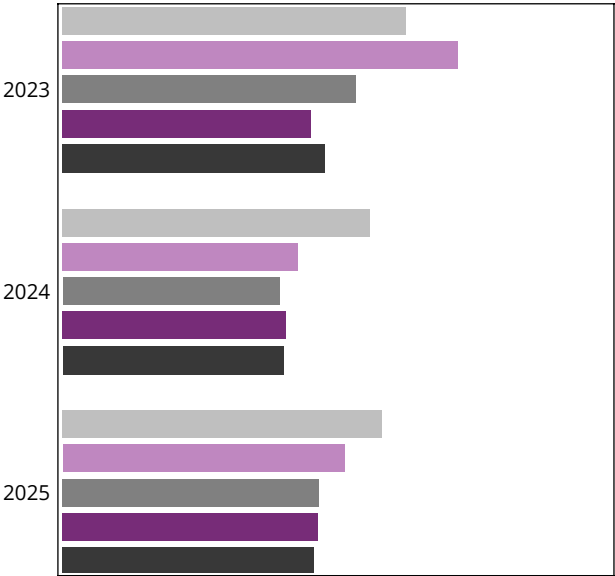
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$10,968,536	\$9,465,670	\$9,706,873
Week 2	\$14,832,219	\$7,382,067	\$8,804,531
Week 3	\$10,044,470	\$6,829,907	\$7,834,593
Week 4	\$8,176,273	\$7,209,088	\$8,040,137
Week 5	\$8,636,341	\$7,080,093	\$7,780,769
Total	\$52,657,839	\$37,966,825	\$42,166,904

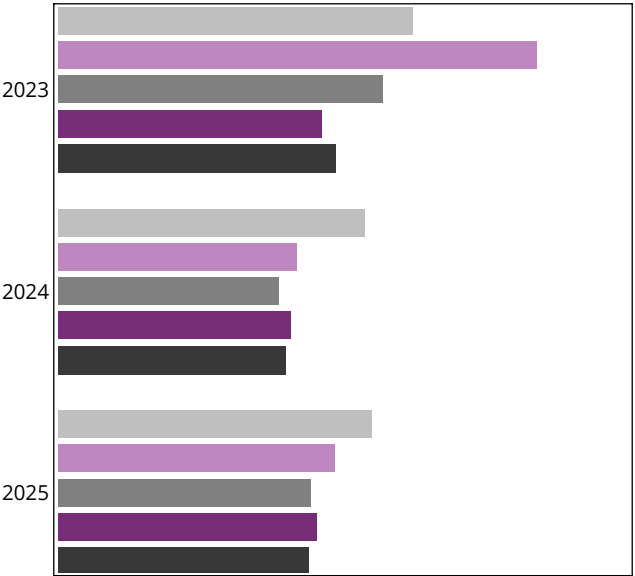
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	376,804	337,604	350,997
Week 2	433,911	258,290	309,395
Week 3	322,516	238,055	281,796
Week 4	272,497	244,860	280,272
Week 5	287,988	242,439	275,621
Total	1,693,716	1,321,248	1,498,081

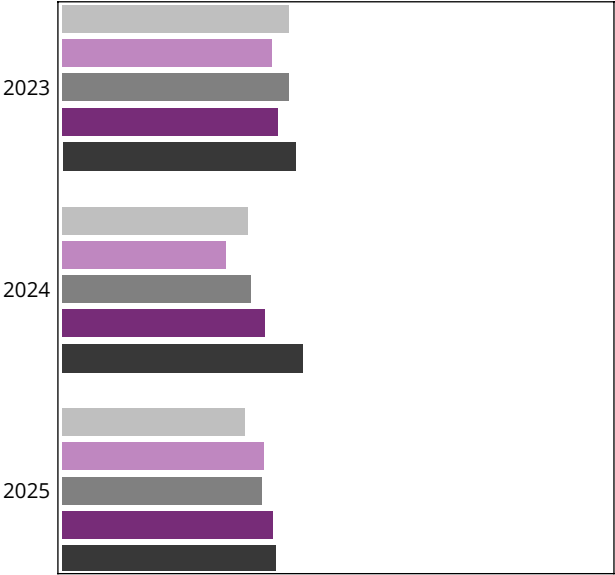
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$10,897,409	\$9,416,472	\$9,623,985
Week 2	\$14,716,506	\$7,340,723	\$8,499,978
Week 3	\$9,962,414	\$6,776,656	\$7,748,485
Week 4	\$8,110,145	\$7,135,167	\$7,960,281
Week 5	\$8,544,252	\$7,000,336	\$7,704,263
Total	\$52,230,727	\$37,669,354	\$41,536,992

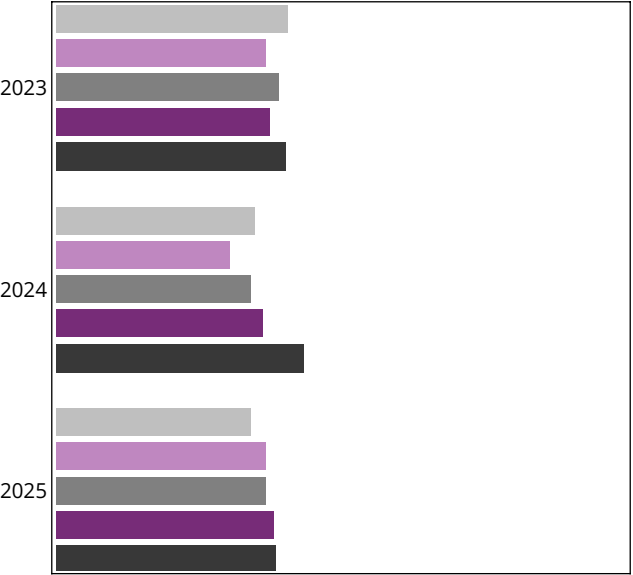
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	290,440	237,636	233,608
Week 2	268,737	209,187	257,318
Week 3	290,045	241,190	255,036
Week 4	275,668	258,607	269,303
Week 5	298,219	308,019	272,989
Total	1,423,109	1,254,639	1,288,254

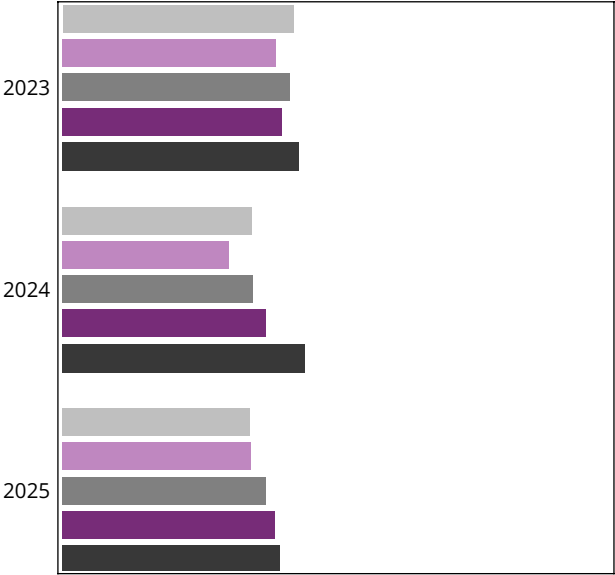
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$4,797,721	\$4,118,773	\$4,026,555
Week 2	\$4,336,238	\$3,592,560	\$4,335,447
Week 3	\$4,607,633	\$4,040,029	\$4,335,645
Week 4	\$4,435,356	\$4,277,332	\$4,498,775
Week 5	\$4,748,015	\$5,126,236	\$4,541,081
Total	\$22,924,961	\$21,154,929	\$21,737,504

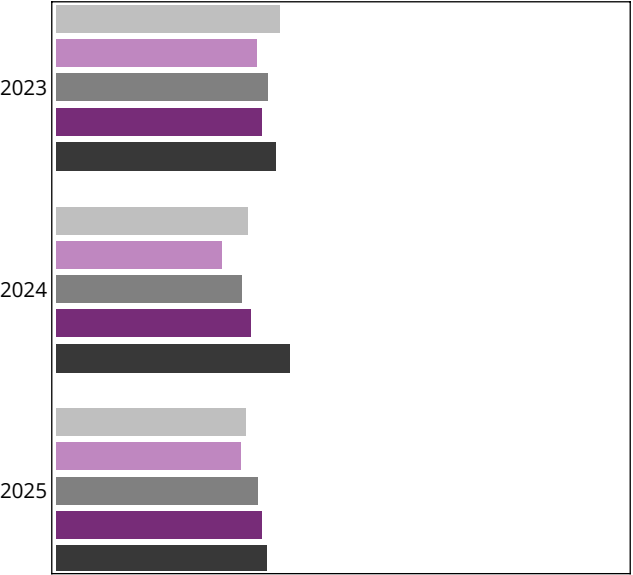
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	285,135	234,458	231,956
Week 2	263,650	204,981	232,284
Week 3	281,342	235,490	250,708
Week 4	270,590	251,396	262,411
Week 5	291,443	299,042	268,465
Total	1,392,160	1,225,367	1,245,824

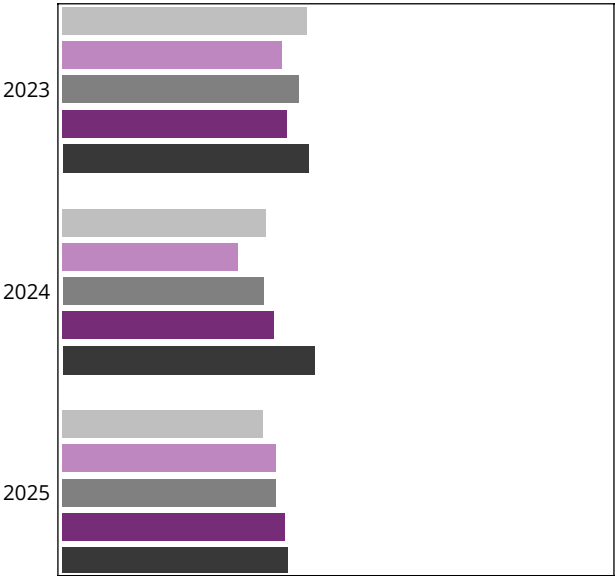
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$4,709,246	\$4,044,837	\$3,990,640
Week 2	\$4,232,552	\$3,494,481	\$3,896,576
Week 3	\$4,456,147	\$3,910,581	\$4,239,645
Week 4	\$4,338,339	\$4,102,687	\$4,338,800
Week 5	\$4,616,907	\$4,917,507	\$4,428,461
Total	\$22,353,190	\$20,470,092	\$20,894,122

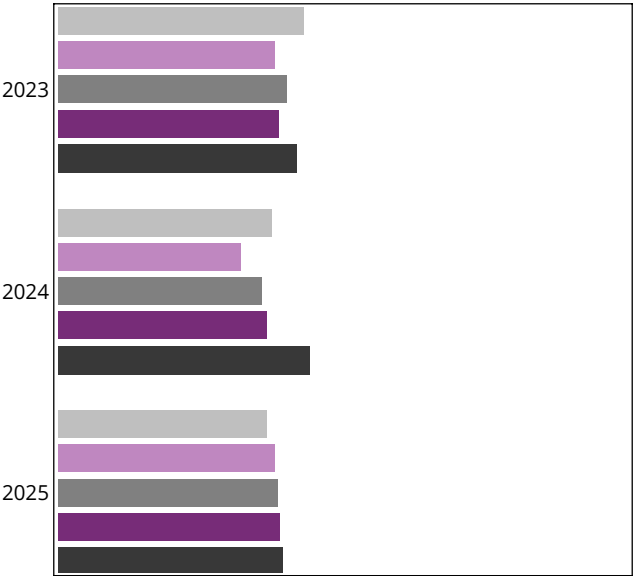
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	232,409	193,375	190,651
Week 2	209,137	167,172	203,023
Week 3	225,282	191,087	202,780
Week 4	213,866	201,416	211,467
Week 5	233,878	239,607	214,134
Total	1,114,572	992,657	1,022,055

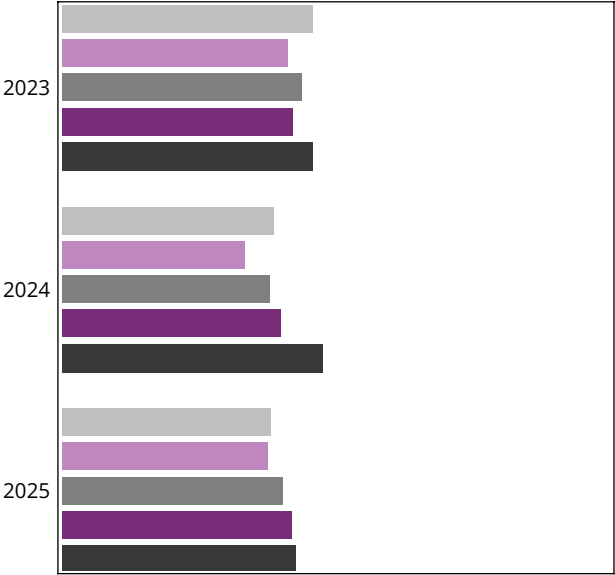
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$3,793,780	\$3,302,182	\$3,229,778
Week 2	\$3,343,464	\$2,824,698	\$3,348,929
Week 3	\$3,531,286	\$3,146,905	\$3,385,758
Week 4	\$3,414,810	\$3,225,458	\$3,423,708
Week 5	\$3,687,616	\$3,887,252	\$3,470,959
Total	\$17,770,955	\$16,386,496	\$16,859,132

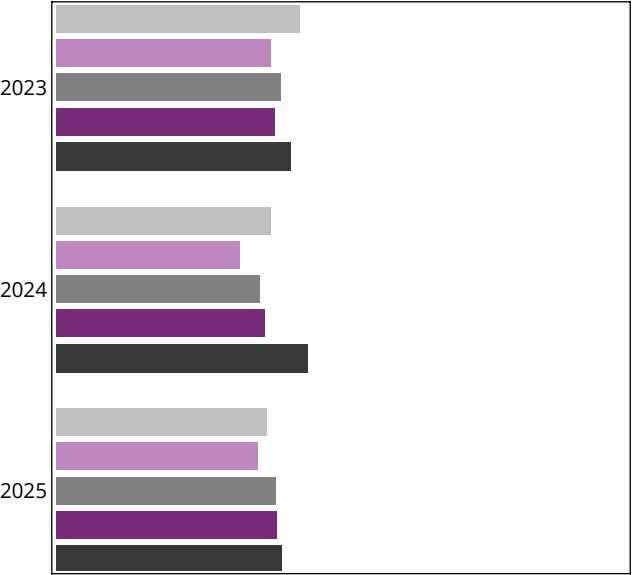
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	227,812	192,332	189,704
Week 2	205,281	166,337	187,097
Week 3	218,401	189,127	200,762
Week 4	209,838	199,354	208,980
Week 5	228,202	237,323	212,625
Total	1,089,534	984,473	999,168

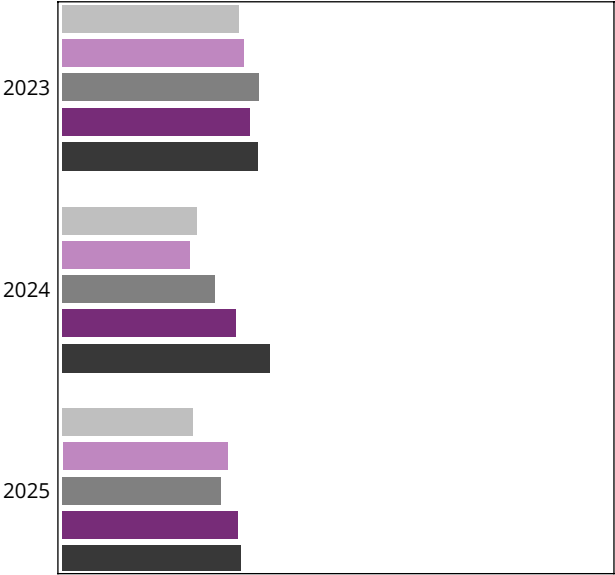
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$3,720,658	\$3,282,792	\$3,213,589
Week 2	\$3,272,470	\$2,807,965	\$3,078,313
Week 3	\$3,425,289	\$3,111,295	\$3,348,233
Week 4	\$3,341,006	\$3,189,038	\$3,376,357
Week 5	\$3,583,031	\$3,845,973	\$3,443,811
Total	\$17,342,454	\$16,237,063	\$16,460,303

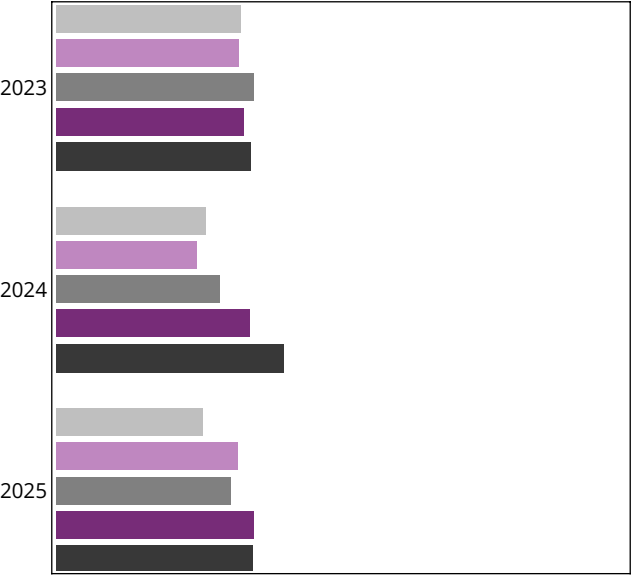
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	58,031	44,261	42,957
Week 2	59,600	42,015	54,295
Week 3	64,763	50,103	52,256
Week 4	61,802	57,191	57,836
Week 5	64,341	68,412	58,855
Total	308,537	261,982	266,199

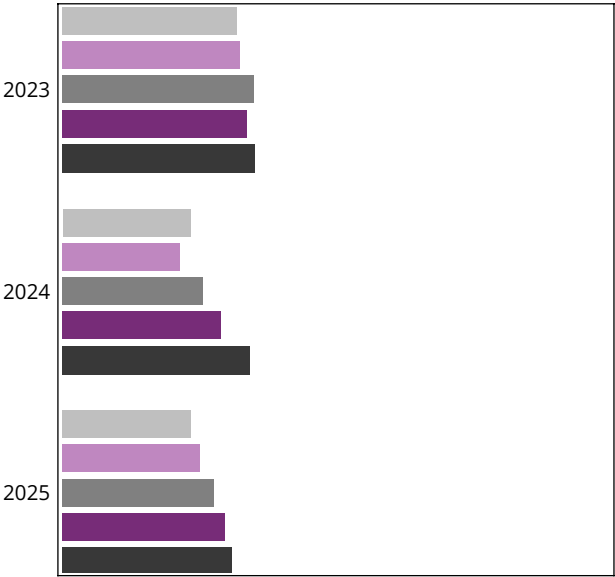
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$1,003,941	\$816,591	\$796,777
Week 2	\$992,774	\$767,861	\$986,518
Week 3	\$1,076,347	\$893,124	\$949,888
Week 4	\$1,020,546	\$1,051,873	\$1,075,067
Week 5	\$1,060,399	\$1,238,984	\$1,070,122
Total	\$5,154,006	\$4,768,434	\$4,878,372

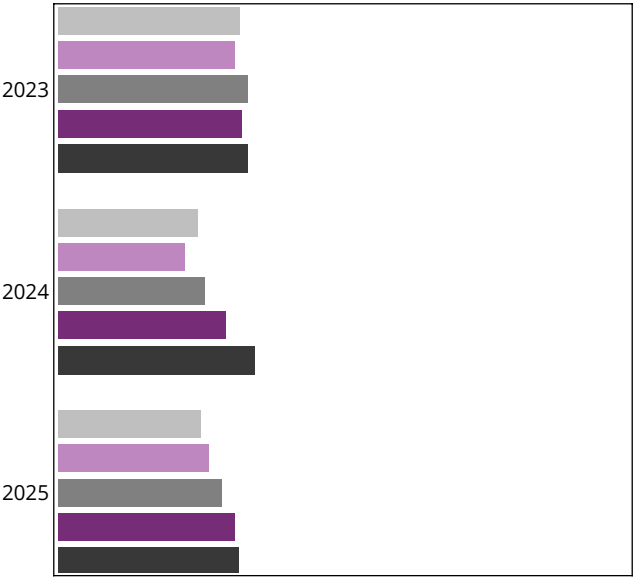
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	57,323	42,126	42,252
Week 2	58,369	38,644	45,187
Week 3	62,941	46,363	49,946
Week 4	60,752	52,042	53,431
Week 5	63,241	61,719	55,840
Total	302,626	240,894	246,656

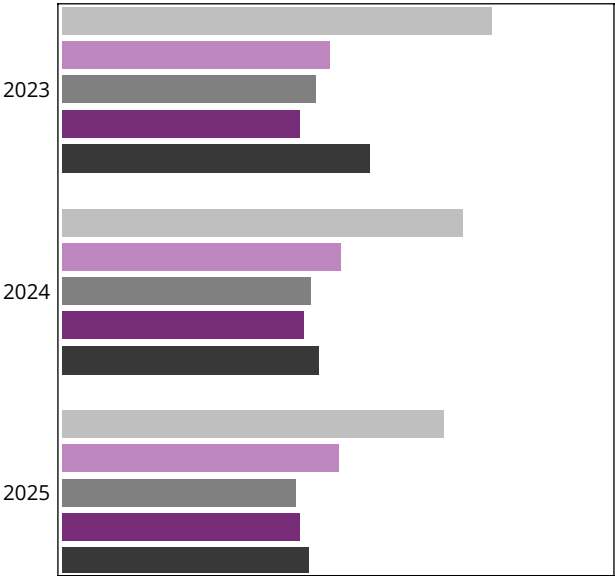
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$988,587	\$762,046	\$777,051
Week 2	\$960,082	\$686,515	\$818,263
Week 3	\$1,030,858	\$799,286	\$891,412
Week 4	\$997,333	\$913,648	\$962,443
Week 5	\$1,033,876	\$1,071,534	\$984,650
Total	\$5,010,735	\$4,233,029	\$4,433,819

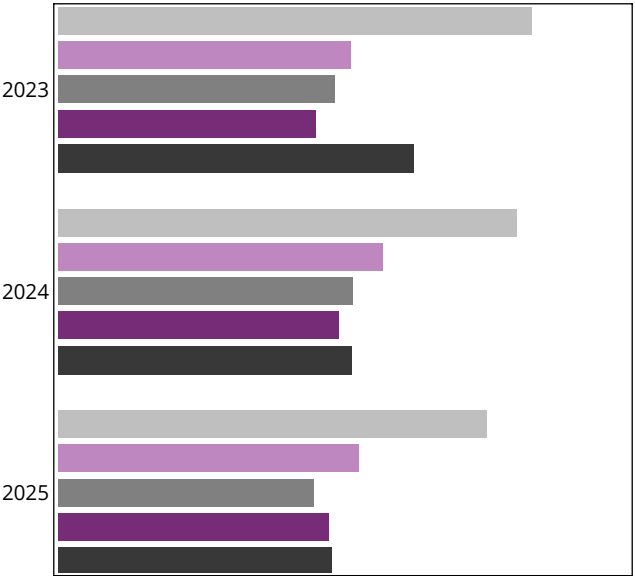
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	69,147	64,512	61,352
Week 2	43,013	44,880	44,441
Week 3	40,763	40,060	37,549
Week 4	38,251	38,925	38,250
Week 5	49,427	41,316	39,603
Total	240,601	229,693	221,195

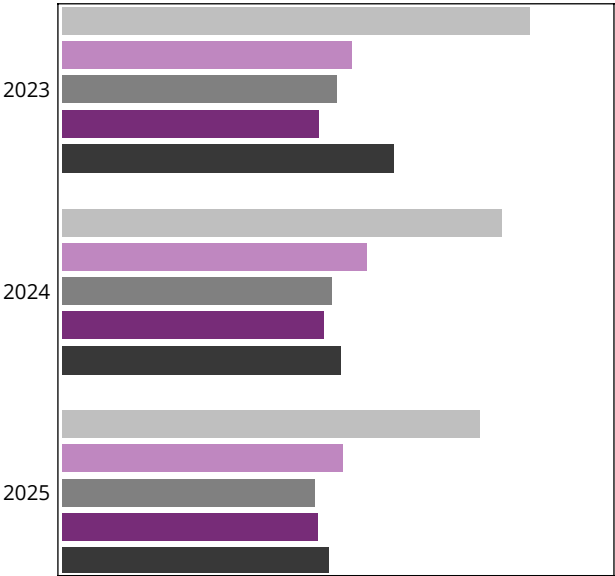
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$1,454,724	\$1,410,015	\$1,318,060
Week 2	\$899,785	\$998,043	\$925,131
Week 3	\$850,774	\$904,739	\$785,521
Week 4	\$792,441	\$861,690	\$832,944
Week 5	\$1,093,319	\$903,304	\$840,113
Total	\$5,091,043	\$5,077,791	\$4,701,769

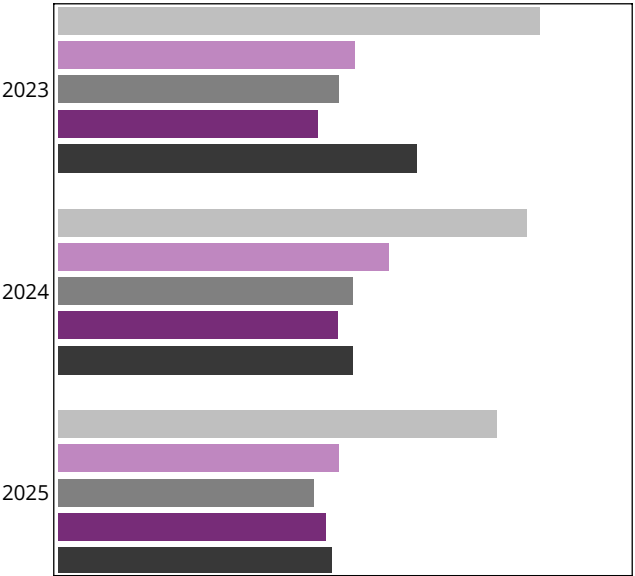
Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	68,354	64,245	61,094
Week 2	42,408	44,572	40,978
Week 3	40,153	39,481	36,878
Week 4	37,579	38,209	37,399
Week 5	48,521	40,736	38,957
Total	237,015	227,243	215,306

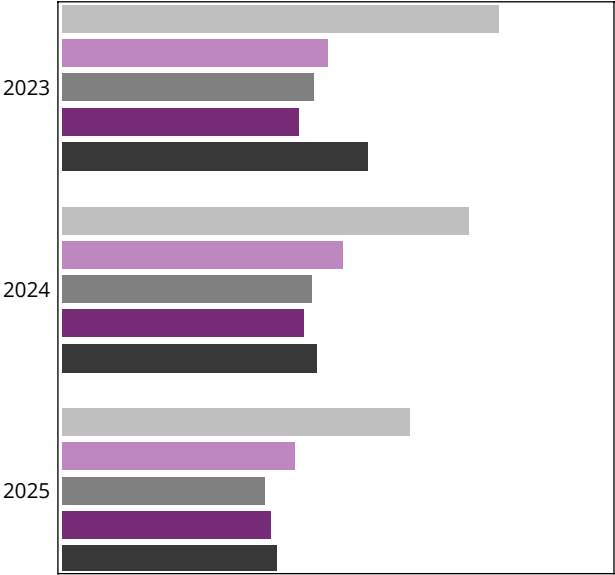
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$1,437,328	\$1,400,325	\$1,310,549
Week 2	\$885,540	\$986,258	\$836,960
Week 3	\$837,222	\$879,680	\$761,764
Week 4	\$775,347	\$834,148	\$797,531
Week 5	\$1,070,571	\$878,870	\$815,598
Total	\$5,006,009	\$4,979,281	\$4,522,402

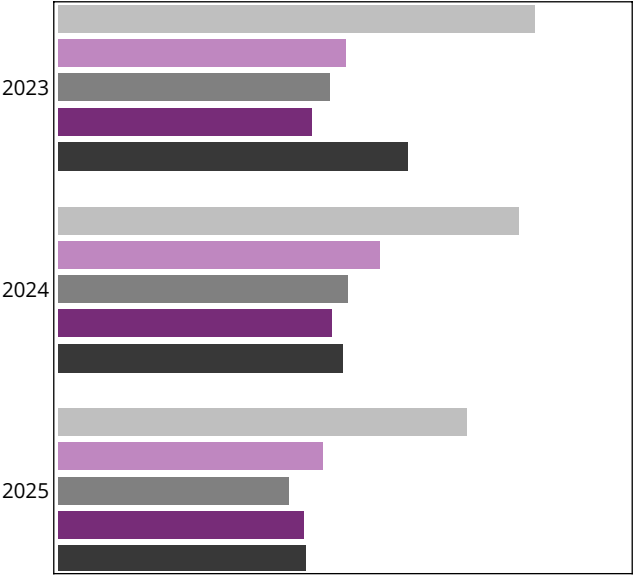
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	67,794	63,181	53,959
Week 2	41,275	43,550	36,203
Week 3	39,078	38,804	31,545
Week 4	36,789	37,552	32,374
Week 5	47,421	39,558	33,398
Total	232,357	222,645	187,479

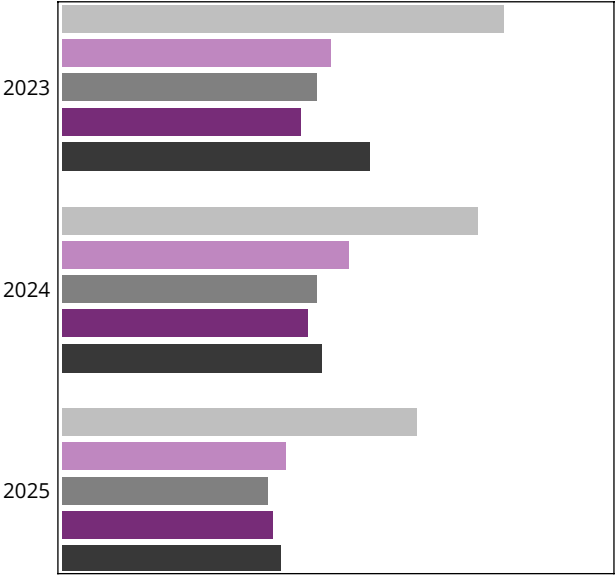
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$1,422,383	\$1,374,495	\$1,220,618
Week 2	\$859,277	\$961,325	\$788,504
Week 3	\$810,103	\$863,550	\$686,901
Week 4	\$756,291	\$816,773	\$733,006
Week 5	\$1,042,366	\$850,315	\$738,815
Total	\$4,890,419	\$4,866,457	\$4,167,844

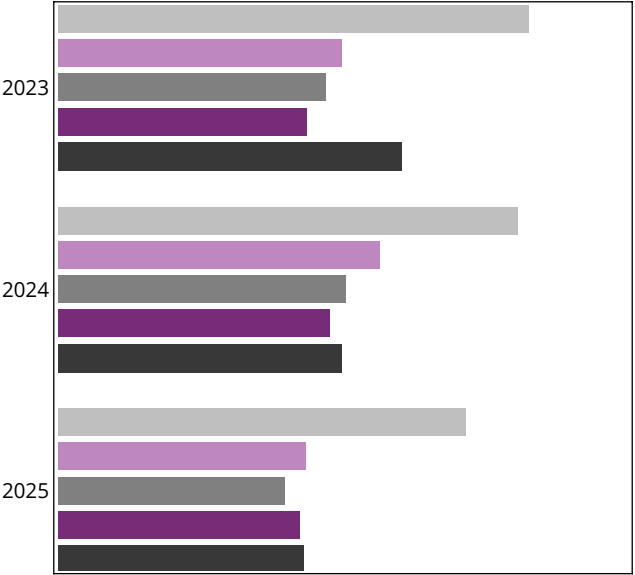
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	67,047	63,027	53,756
Week 2	40,688	43,420	33,899
Week 3	38,579	38,560	31,146
Week 4	36,182	37,194	31,944
Week 5	46,665	39,337	33,162
Total	229,161	221,538	183,907

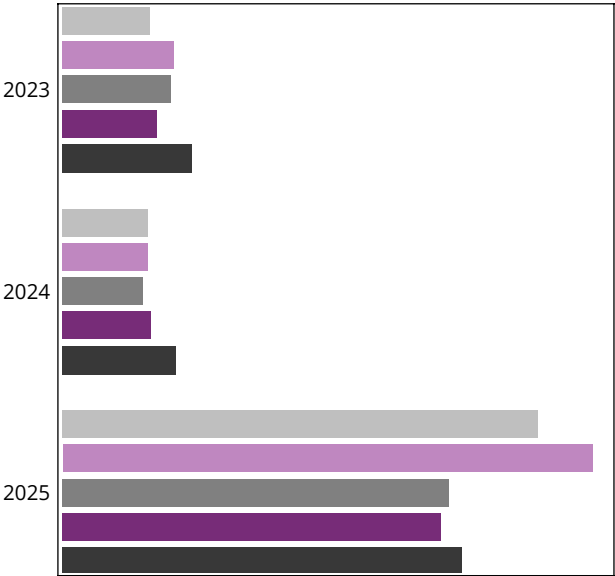
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$1,406,479	\$1,371,256	\$1,216,233
Week 2	\$845,525	\$958,815	\$738,746
Week 3	\$799,839	\$858,034	\$676,369
Week 4	\$741,887	\$809,473	\$720,871
Week 5	\$1,024,457	\$845,868	\$733,825
Total	\$4,818,186	\$4,843,446	\$4,086,043

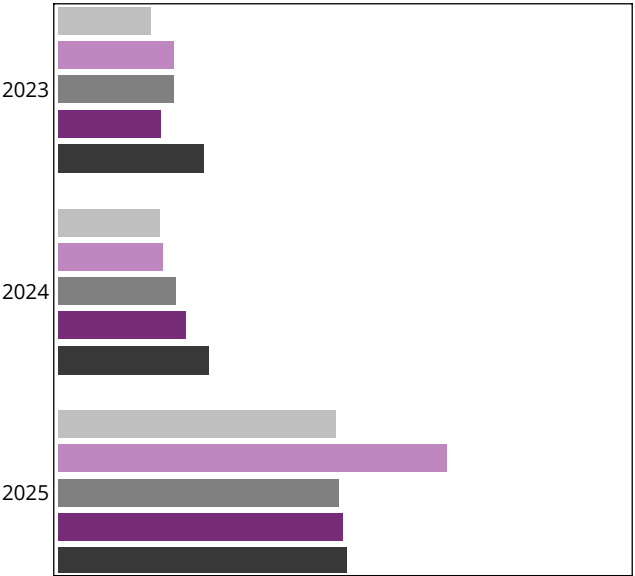
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 1	1,353	1,331	7,393
Week 2	1,738	1,330	8,238
Week 3	1,685	1,256	6,004
Week 4	1,462	1,373	5,876
Week 5	2,006	1,758	6,205
Total	8,244	7,048	33,716

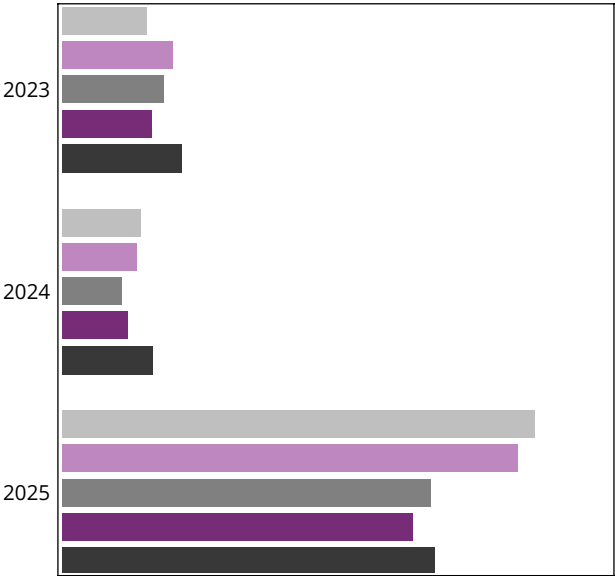
Value Sold (in millions of dollars)



	2023	2024	2025
Week 1	\$32,341	\$35,520	\$97,442
Week 2	\$40,508	\$36,719	\$136,626
Week 3	\$40,671	\$41,190	\$98,620
Week 4	\$36,150	\$44,917	\$99,938
Week 5	\$50,954	\$52,989	\$101,298
Total	\$200,624	\$211,335	\$533,925

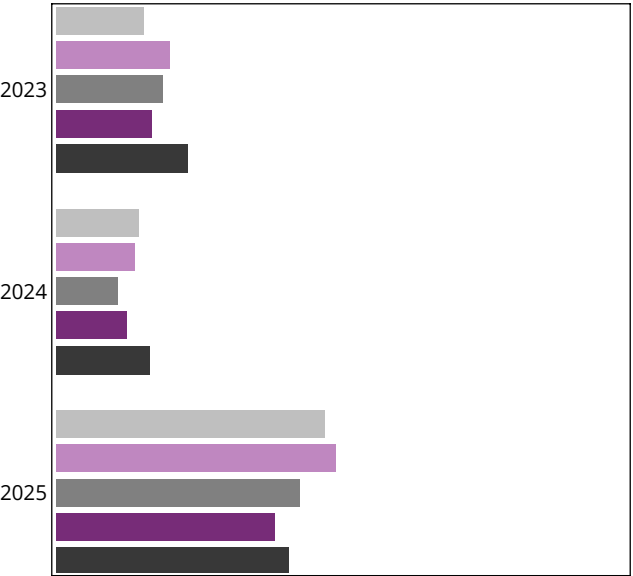
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 1	1,307	1,218	7,338
Week 2	1,720	1,152	7,079
Week 3	1,574	921	5,732
Week 4	1,397	1,015	5,455
Week 5	1,856	1,399	5,795
Total	7,854	5,705	31,399

Value Sold (in millions of dollars)



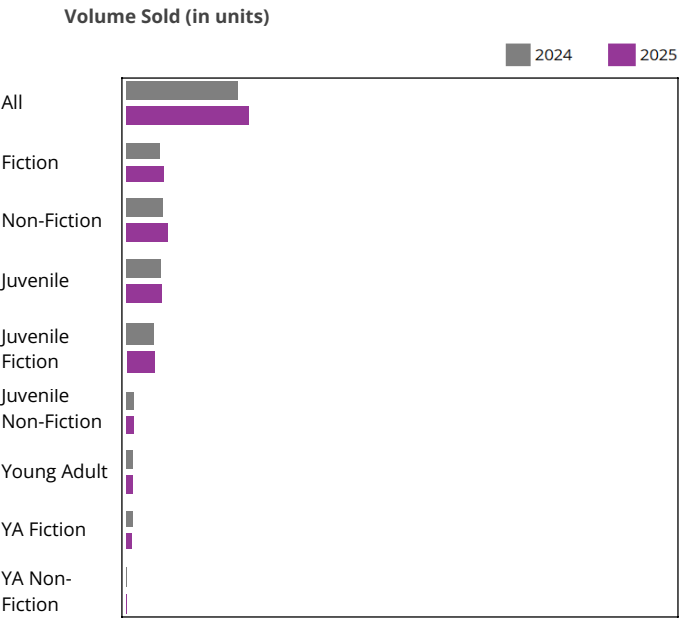
	2023	2024	2025
Week 1	\$30,849	\$29,069	\$94,315
Week 2	\$40,015	\$27,443	\$98,214
Week 3	\$37,383	\$21,646	\$85,395
Week 4	\$33,460	\$24,676	\$76,660
Week 5	\$46,115	\$33,002	\$81,773
Total	\$187,822	\$135,835	\$436,358

Year-to-Date Comparisons

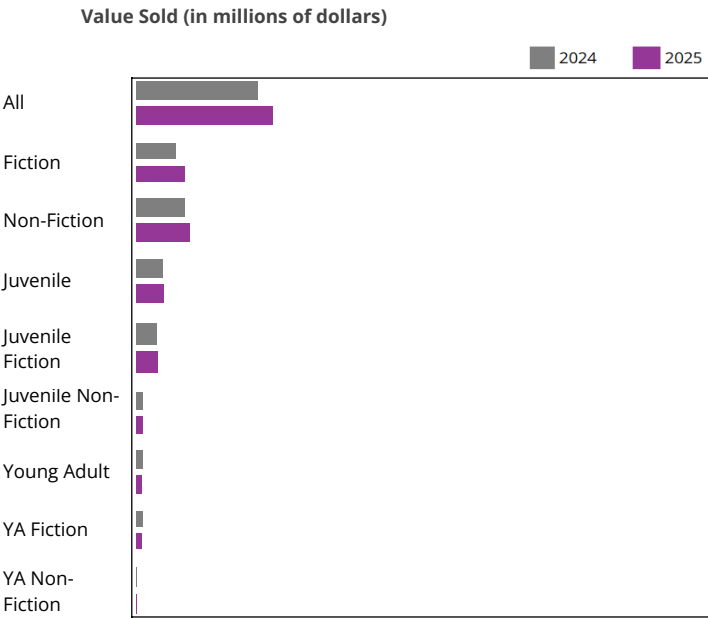
Week-ending dates:

	2024	2025
Week 5	2024-02-04	2025-02-02

All Market

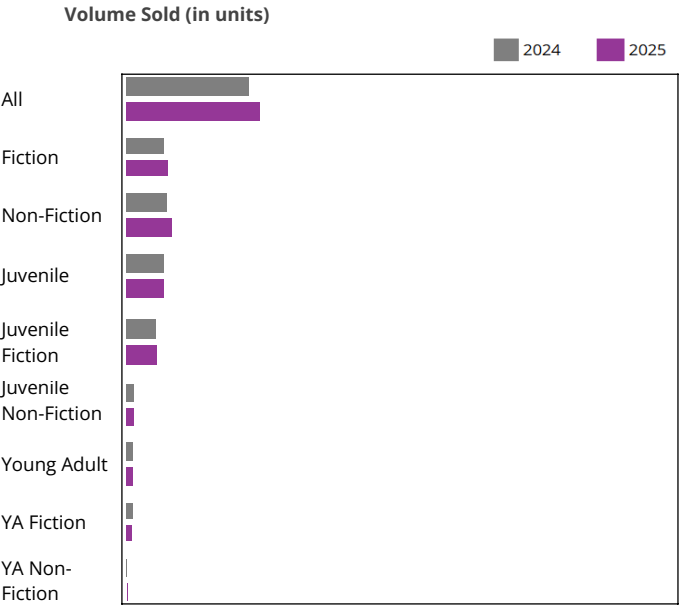


	2024	2025
All	4,093,403	4,470,656
Fiction	1,225,202	1,377,043
Non-Fiction	1,331,139	1,519,243
Juvenile	1,254,639	1,288,254
Juvenile Fiction	992,657	1,022,055
Juvenile Non-Fiction	261,982	266,199
Young Adult (YA)	229,693	221,195
YA Fiction	222,645	187,479
YA Non-Fiction	7,048	33,716

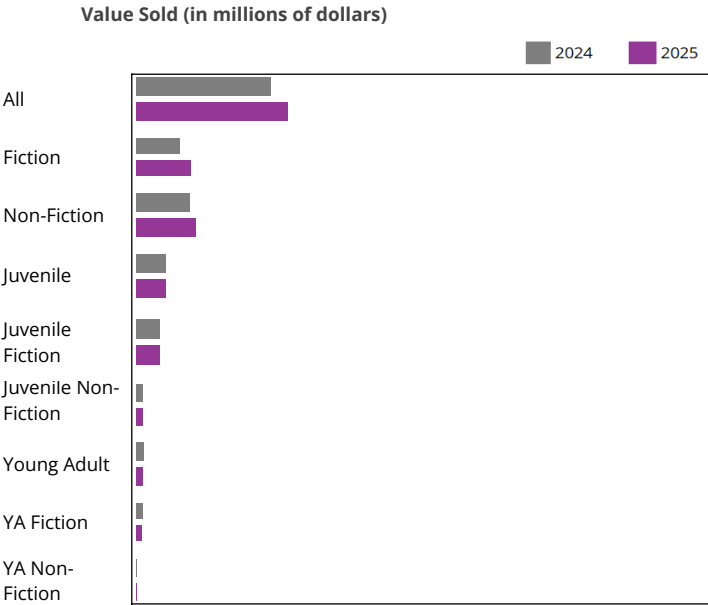


	2024	2025
All	\$95,978,572	\$108,275,824
Fiction	\$30,889,370	\$38,554,191
Non-Fiction	\$37,966,825	\$42,166,904
Juvenile	\$21,154,929	\$21,737,504
Juvenile Fiction	\$16,386,496	\$16,859,132
Juvenile Non-Fiction	\$4,768,434	\$4,878,372
Young Adult (YA)	\$5,077,791	\$4,701,769
YA Fiction	\$4,866,457	\$4,167,844
YA Non-Fiction	\$211,335	\$533,925

Ring Fence



	2024	2025
All	4,045,853	4,387,579
Fiction	1,219,813	1,365,023
Non-Fiction	1,321,248	1,498,081
Juvenile	1,225,367	1,245,824
Juvenile Fiction	984,473	999,168
Juvenile Non-Fiction	240,894	246,656
Young Adult (YA)	227,243	215,306
YA Fiction	221,538	183,907
YA Non-Fiction	5,705	31,399



	2024	2025
All	\$94,742,710	\$106,273,946
Fiction	\$30,742,860	\$38,226,655
Non-Fiction	\$37,669,354	\$41,536,992
Juvenile	\$20,470,092	\$20,894,122
Juvenile Fiction	\$16,237,063	\$16,460,303
Juvenile Non-Fiction	\$4,233,029	\$4,433,819
Young Adult (YA)	\$4,979,281	\$4,522,402
YA Fiction	\$4,843,446	\$4,086,043
YA Non-Fiction	\$135,835	\$436,358

Report Week Numbers

Week	2023	2024	2025
1	2023-01-08	2024-01-07	2025-01-05
2	2023-01-15	2024-01-14	2025-01-12
3	2023-01-22	2024-01-21	2025-01-19
4	2023-01-29	2024-01-28	2025-01-26
5	2023-02-05	2024-02-04	2025-02-02
6	2023-02-12	2024-02-11	2025-02-09
7	2023-02-19	2024-02-18	2025-02-16
8	2023-02-26	2024-02-25	2025-02-23
9	2023-03-05	2024-03-03	2025-03-02
10	2023-03-12	2024-03-10	2025-03-09
11	2023-03-19	2024-03-17	2025-03-16
12	2023-03-26	2024-03-24	2025-03-23
13	2023-04-02	2024-03-31	2024-03-30
14	2023-04-09	2024-04-07	2025-04-06
15	2023-04-16	2024-04-14	2025-04-13
16	2023-04-23	2024-04-21	2025-04-20
17	2023-04-30	2024-04-28	2025-04-27
18	2023-05-07	2024-05-05	2025-05-04
19	2023-05-14	2024-05-12	2025-05-11
20	2023-05-21	2024-05-19	2025-05-18
21	2023-05-28	2024-05-26	2025-05-25
22	2023-06-04	2024-06-02	2025-06-01
23	2023-06-11	2024-06-09	2025-06-08
24	2023-06-18	2024-06-16	2025-06-15
25	2023-06-25	2024-06-23	2025-06-22
26	2023-07-02	2024-06-30	2025-06-29
27	2023-07-09	2024-07-07	2025-07-06
28	2023-07-16	2024-07-14	2025-07-13
29	2023-07-23	2024-07-21	2025-07-20
30	2023-07-30	2024-07-28	2025-07-27
31	2023-08-06	2024-08-04	2025-08-03
32	2023-08-13	2024-08-11	2025-08-10
33	2023-08-20	2024-08-18	2025-08-17
34	2023-08-27	2024-08-25	2025-08-24
35	2023-09-03	2024-09-01	2025-08-31
36	2023-09-10	2024-09-08	2025-09-07
37	2023-09-17	2024-09-15	2025-09-14
38	2023-09-24	2024-09-22	2025-09-21
39	2023-10-01	2024-09-29	2025-09-28

Week	2023	2024	2025
40	2023-10-08	2024-10-06	2025-10-05
41	2023-10-15	2024-10-13	2025-10-12
42	2023-10-22	2024-10-20	2025-10-19
43	2023-10-29	2024-10-27	2025-10-26
44	2023-11-05	2024-11-03	2025-11-02
45	2023-11-12	2024-11-10	2025-11-09
46	2023-11-19	2024-11-17	2025-11-16
47	2023-11-26	2024-11-24	2025-11-23
48	2023-12-03	2024-12-01	2025-11-30
49	2023-12-10	2024-12-08	2025-12-07
50	2023-12-17	2024-12-15	2025-12-14
51	2023-12-24	2024-12-22	2025-12-21
52	2023-12-31	2024-12-29	2025-12-28