

SalesData Market Report:

February, 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 February 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.

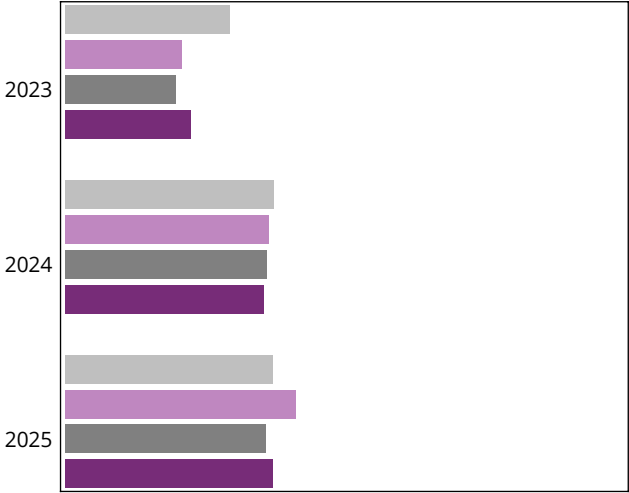
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 6	2023-02-12	2024-02-11	2025-02-09
Week 7	2023-02-19	2024-02-18	2025-02-16
Week 8	2023-02-26	2024-02-25	2025-02-23
Week 9	2023-03-05	2024-03-03	2025-03-02

Month-to-Month Comparisons

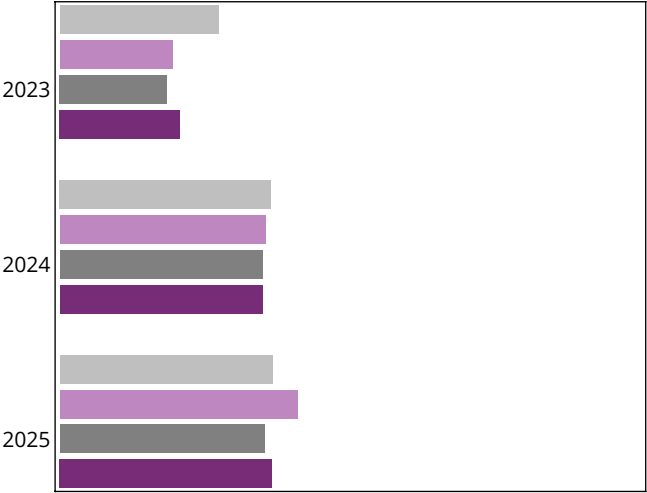
All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	647,505	822,942	816,821
Week 7	460,133	801,238	908,433
Week 8	436,059	794,604	790,429
Week 9	493,616	783,053	818,369
Total	2,037,313	3,201,837	3,334,052

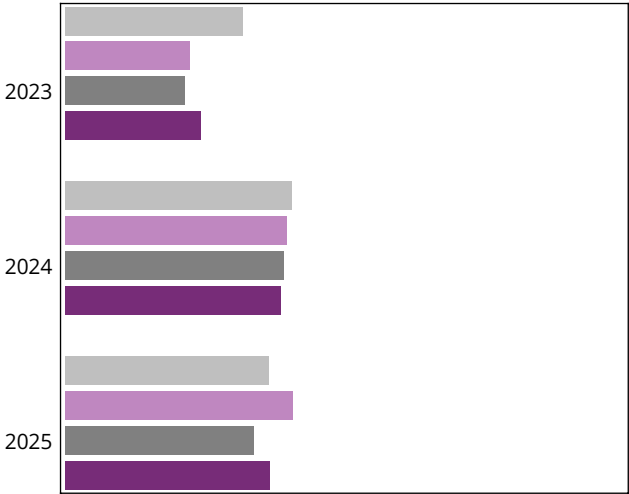
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$14,208,565	\$18,884,973	\$19,052,899
Week 7	\$10,080,463	\$18,399,914	\$21,292,164
Week 8	\$9,600,378	\$18,129,586	\$18,295,332
Week 9	\$10,761,772	\$18,113,161	\$18,976,993
Total	\$44,651,179	\$73,527,634	\$77,617,388

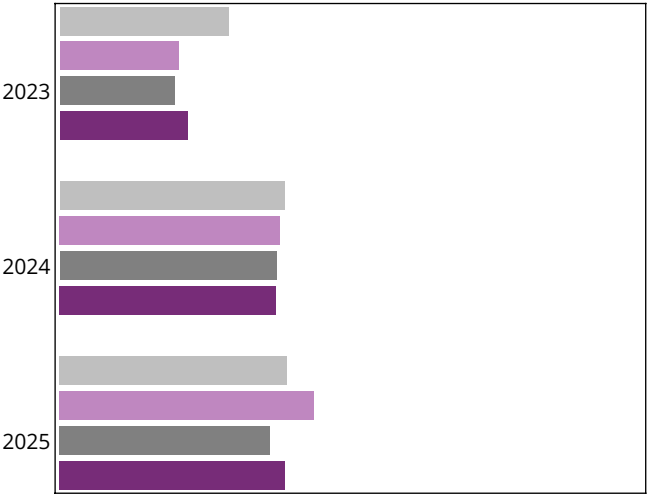
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	634,925	810,991	802,976
Week 7	447,181	792,930	897,146
Week 8	429,774	783,682	743,713
Week 9	483,694	772,569	804,480
Total	1,995,574	3,160,172	3,248,315

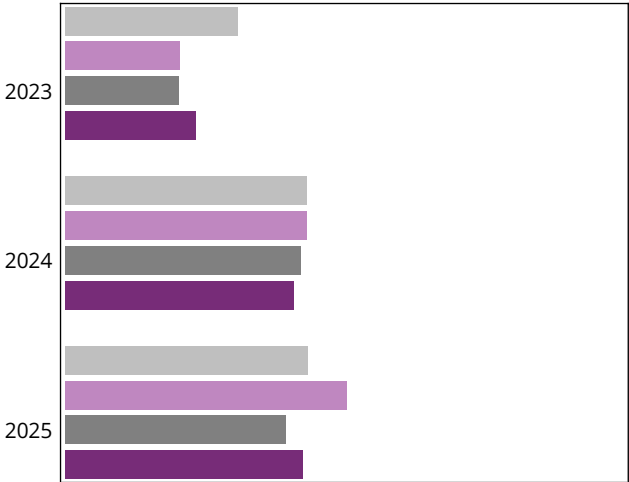
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$13,913,259	\$18,581,619	\$18,763,927
Week 7	\$9,784,133	\$18,192,479	\$20,998,527
Week 8	\$9,454,461	\$17,871,258	\$17,349,136
Week 9	\$10,526,476	\$17,852,089	\$18,602,093
Total	\$43,678,329	\$72,497,446	\$75,713,685

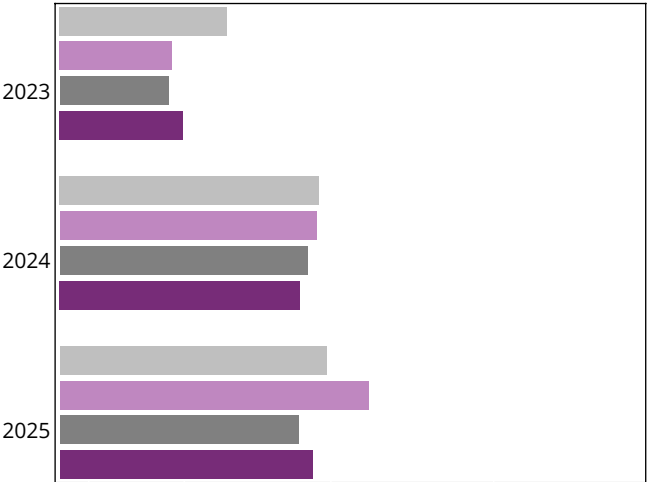
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	173,070	242,546	243,473
Week 7	114,720	241,874	282,696
Week 8	113,950	236,128	221,343
Week 9	130,499	229,457	238,364
Total	532,239	950,005	985,876

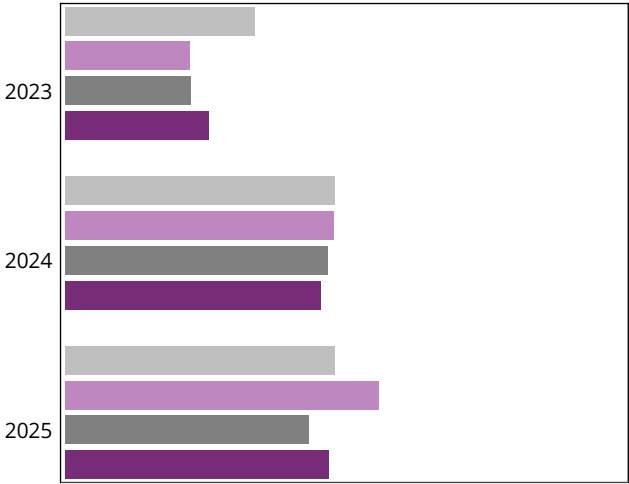
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$4,080,788	\$6,334,303	\$6,514,357
Week 7	\$2,741,660	\$6,267,076	\$7,534,727
Week 8	\$2,660,996	\$6,043,809	\$5,834,003
Week 9	\$3,009,598	\$5,866,802	\$6,179,565
Total	\$12,493,042	\$24,511,990	\$26,062,651

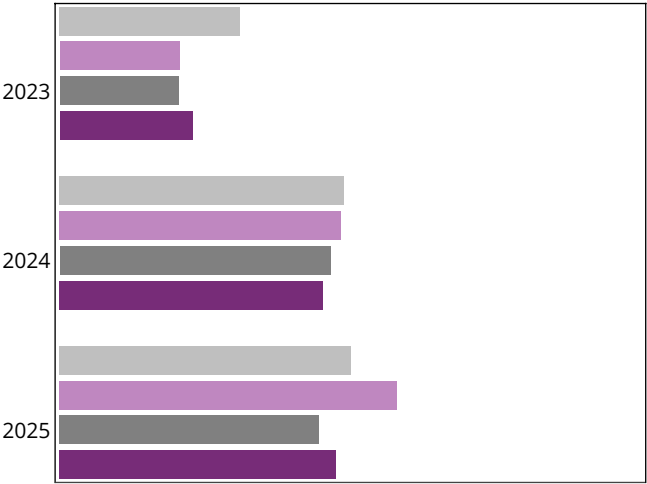
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	170,143	241,403	241,512
Week 7	111,891	240,772	280,731
Week 8	112,814	234,865	217,965
Week 9	128,116	228,502	236,361
Total	522,964	945,542	976,569

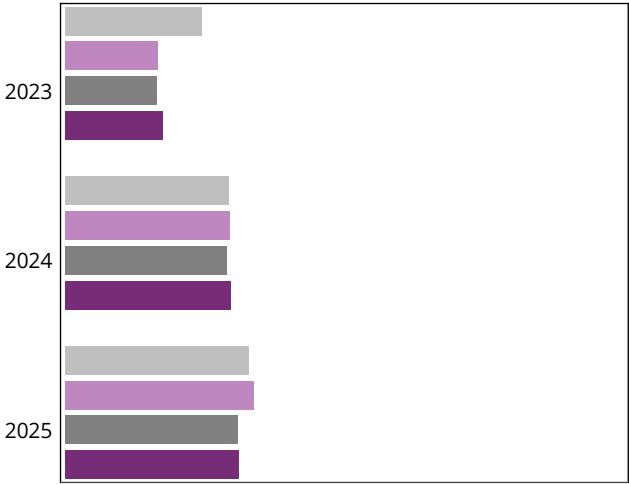
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$3,998,413	\$6,305,675	\$6,462,143
Week 7	\$2,661,036	\$6,240,505	\$7,483,078
Week 8	\$2,629,458	\$6,012,123	\$5,749,715
Week 9	\$2,941,074	\$5,843,546	\$6,127,600
Total	\$12,229,981	\$24,401,850	\$25,822,536

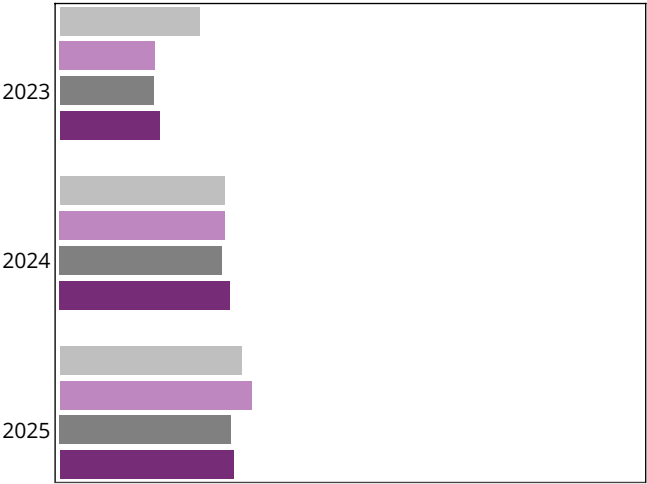
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	190,785	228,564	255,721
Week 7	129,229	229,553	263,887
Week 8	127,243	225,551	241,069
Week 9	136,431	231,899	242,851
Total	583,688	915,567	1,003,528

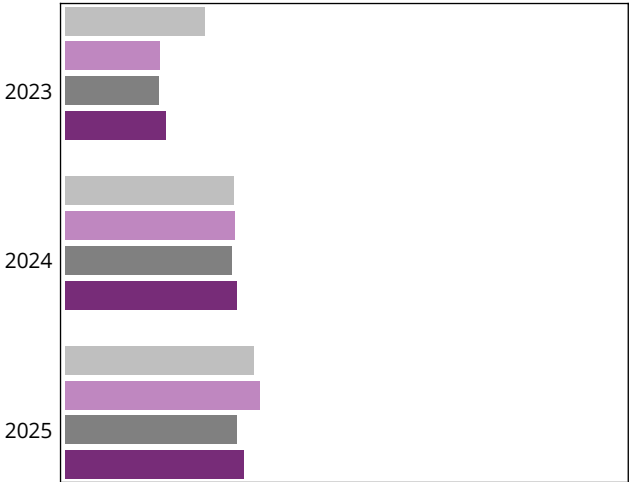
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$5,539,680	\$6,527,702	\$7,187,817
Week 7	\$3,763,103	\$6,542,751	\$7,592,877
Week 8	\$3,715,517	\$6,413,063	\$6,775,798
Week 9	\$3,943,128	\$6,736,952	\$6,884,626
Total	\$16,961,428	\$26,220,467	\$28,441,118

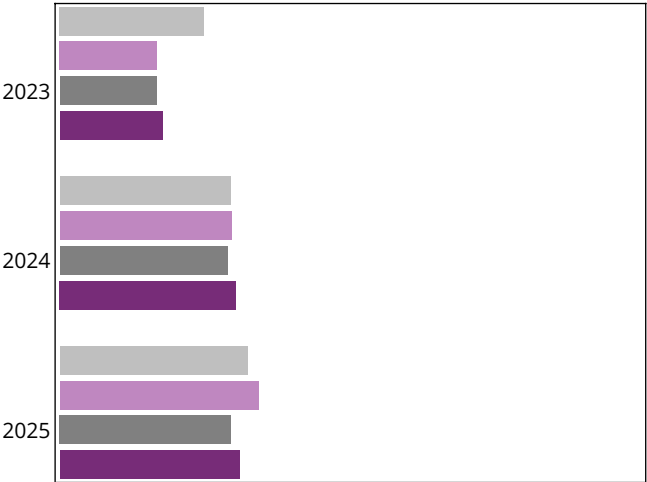
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	187,843	226,188	253,164
Week 7	126,332	227,601	261,244
Week 8	125,333	223,423	229,771
Week 9	134,428	229,763	239,572
Total	573,936	906,975	983,751

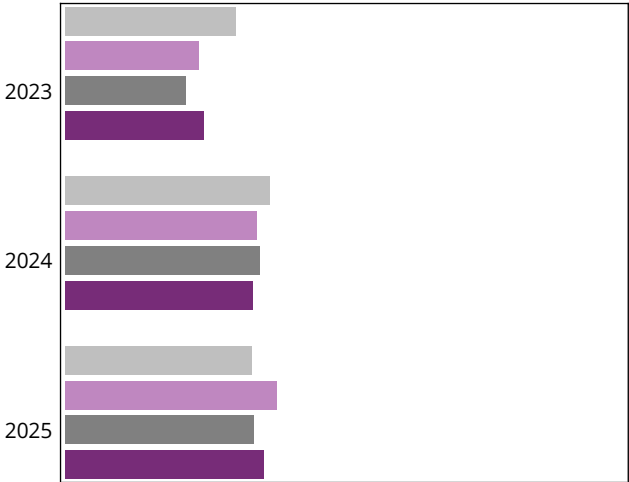
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$5,453,069	\$6,459,875	\$7,110,999
Week 7	\$3,676,639	\$6,488,652	\$7,517,487
Week 8	\$3,661,014	\$6,355,366	\$6,481,338
Week 9	\$3,883,304	\$6,674,778	\$6,795,677
Total	\$16,674,026	\$25,978,670	\$27,905,501

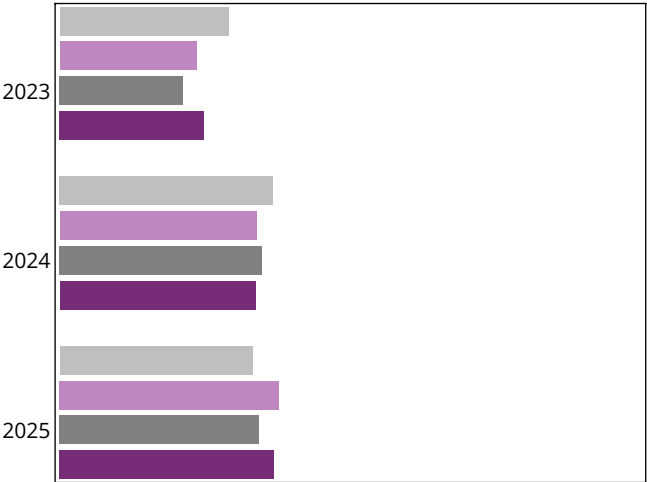
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	249,854	299,866	274,583
Week 7	195,878	281,342	310,546
Week 8	176,538	285,446	276,696
Week 9	203,751	275,884	291,894
Total	826,021	1,142,538	1,153,719

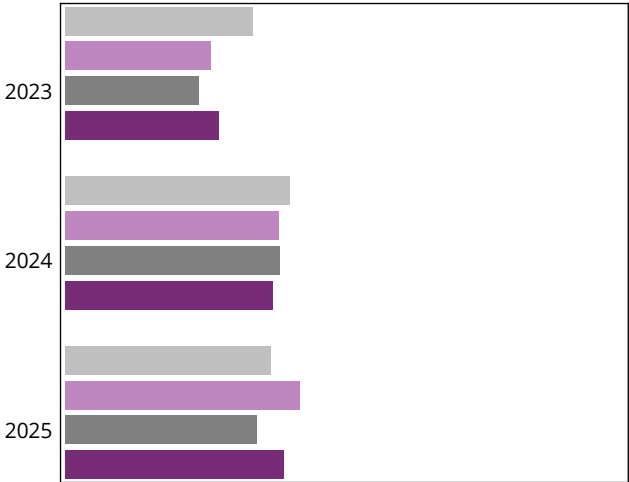
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$3,917,574	\$4,953,139	\$4,472,764
Week 7	\$3,170,246	\$4,574,939	\$5,094,538
Week 8	\$2,864,401	\$4,695,088	\$4,622,526
Week 9	\$3,346,204	\$4,543,329	\$4,971,445
Total	\$13,298,426	\$18,766,494	\$19,161,272

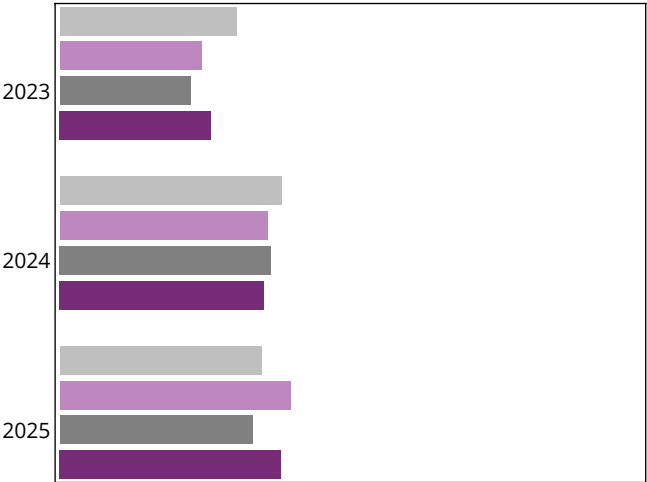
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	243,819	292,078	266,204
Week 7	189,182	276,840	304,795
Week 8	173,584	278,620	248,869
Week 9	198,758	269,298	284,020
Total	805,343	1,116,836	1,103,888

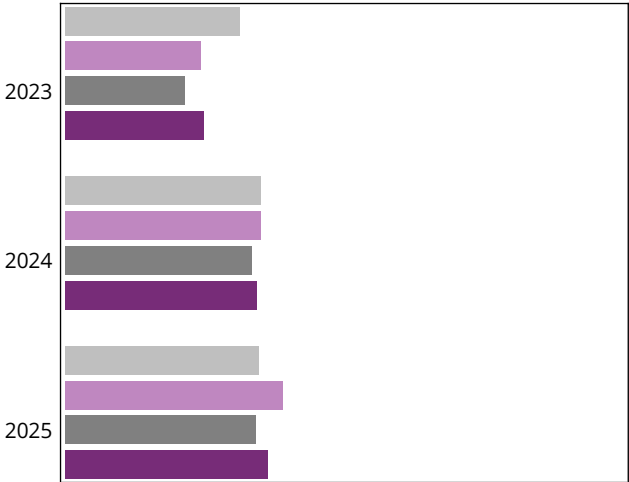
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$3,806,674	\$4,770,176	\$4,335,573
Week 7	\$3,052,106	\$4,472,881	\$4,961,318
Week 8	\$2,810,397	\$4,543,747	\$4,149,098
Week 9	\$3,252,509	\$4,392,600	\$4,759,294
Total	\$12,921,685	\$18,179,403	\$18,205,283

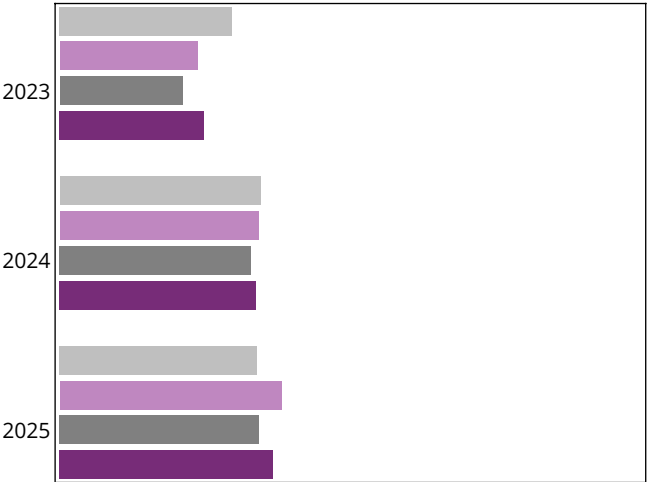
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	196,575	220,697	218,424
Week 7	152,359	220,049	245,006
Week 8	134,402	210,908	214,830
Week 9	156,097	215,621	228,650
Total	639,433	867,275	906,910

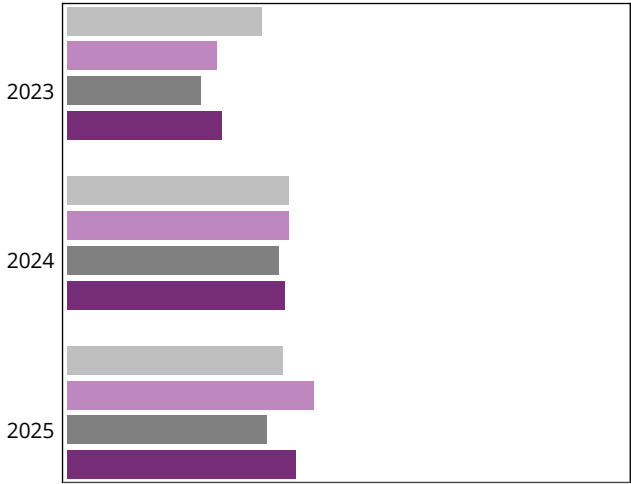
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$3,048,785	\$3,553,025	\$3,495,915
Week 7	\$2,436,158	\$3,519,663	\$3,924,699
Week 8	\$2,178,344	\$3,385,729	\$3,530,665
Week 9	\$2,555,214	\$3,473,777	\$3,780,440
Total	\$10,218,502	\$13,932,194	\$14,731,720

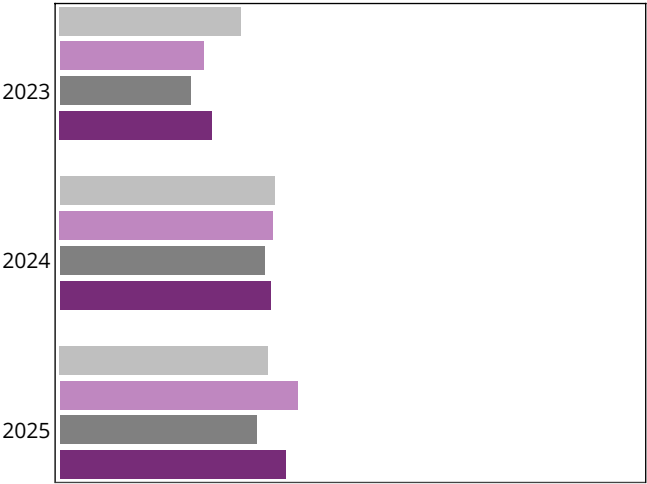
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	191,731	218,431	211,827
Week 7	146,906	217,991	242,693
Week 8	131,920	208,369	196,205
Week 9	151,981	213,845	225,065
Total	622,538	858,636	875,790

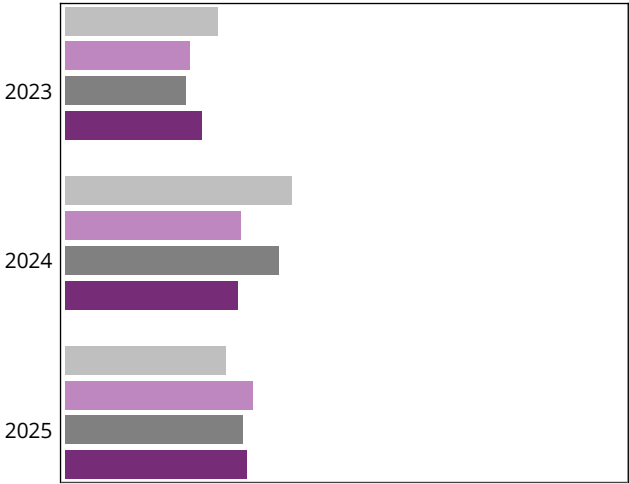
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$2,963,108	\$3,512,007	\$3,400,044
Week 7	\$2,352,817	\$3,481,885	\$3,884,701
Week 8	\$2,135,483	\$3,342,708	\$3,213,202
Week 9	\$2,485,664	\$3,442,828	\$3,691,804
Total	\$9,937,071	\$13,779,428	\$14,189,751

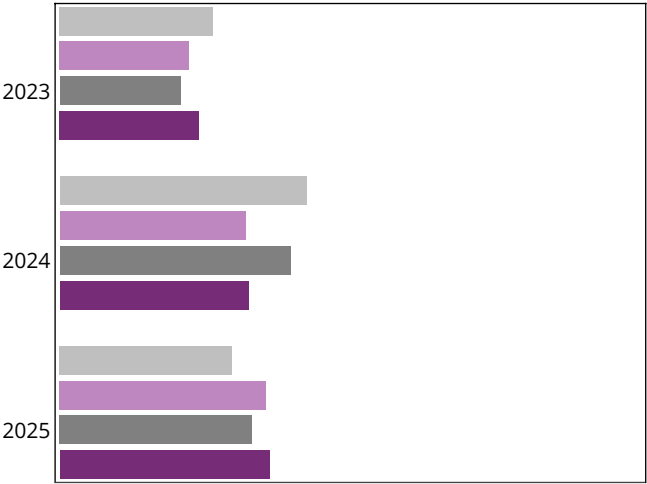
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	53,279	79,169	56,159
Week 7	43,519	61,293	65,540
Week 8	42,136	74,538	61,866
Week 9	47,654	60,263	63,244
Total	186,588	275,263	246,809

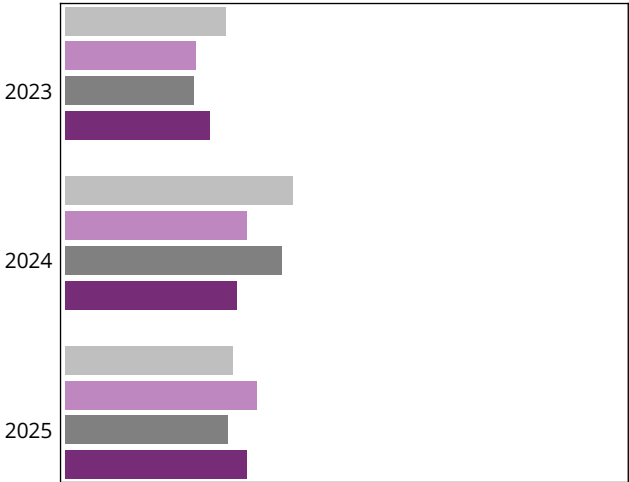
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$868,790	\$1,400,114	\$976,849
Week 7	\$734,088	\$1,055,276	\$1,169,838
Week 8	\$686,057	\$1,309,359	\$1,091,861
Week 9	\$790,990	\$1,069,552	\$1,191,005
Total	\$3,079,924	\$4,834,300	\$4,429,553

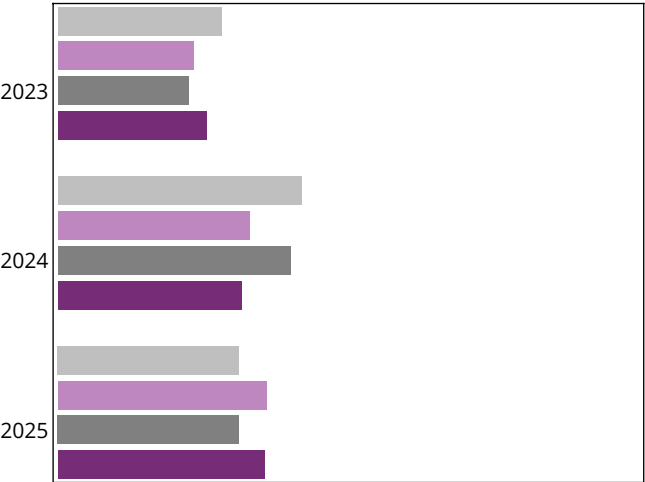
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	52,088	73,647	54,377
Week 7	42,276	58,849	62,102
Week 8	41,664	70,251	52,664
Week 9	46,777	55,453	58,955
Total	182,805	258,200	228,098

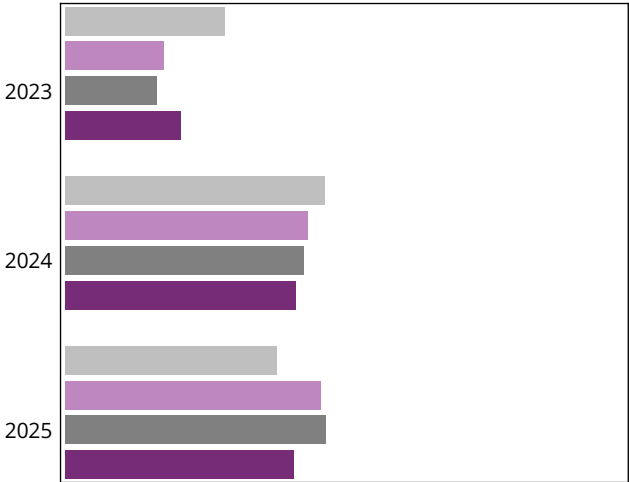
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$843,567	\$1,258,169	\$935,529
Week 7	\$699,289	\$990,996	\$1,076,617
Week 8	\$674,914	\$1,201,038	\$935,896
Week 9	\$766,845	\$949,772	\$1,067,489
Total	\$2,984,614	\$4,399,975	\$4,015,532

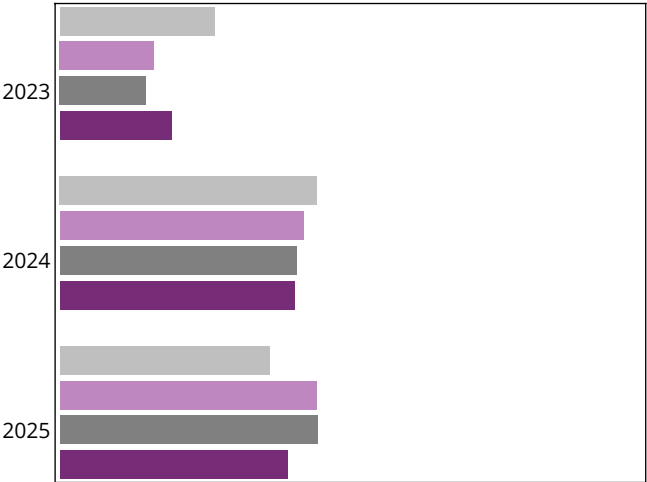
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	26,336	42,782	34,917
Week 7	16,264	39,927	42,141
Week 8	15,046	39,382	42,872
Week 9	19,107	38,041	37,593
Total	76,753	160,132	157,523

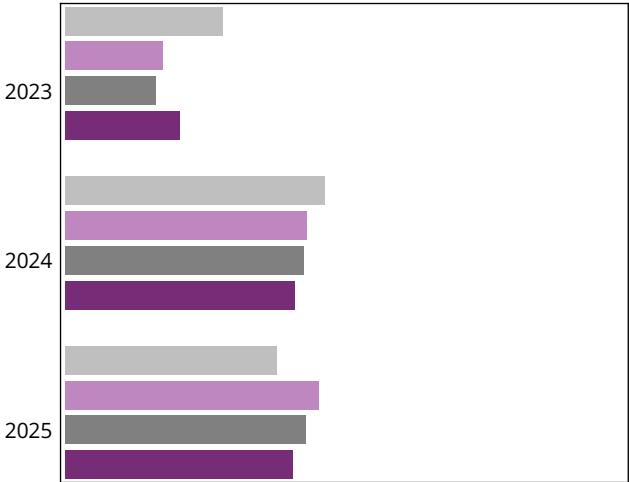
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$559,310	\$928,920	\$757,355
Week 7	\$340,281	\$880,680	\$926,662
Week 8	\$310,844	\$854,052	\$930,734
Week 9	\$403,876	\$847,908	\$823,035
Total	\$1,614,310	\$3,511,559	\$3,437,786

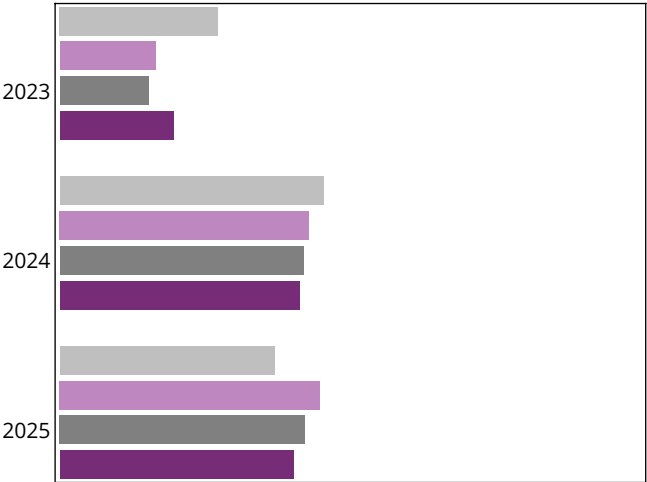
Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	25,731	42,290	34,391
Week 7	15,812	39,320	41,379
Week 8	14,810	38,806	39,199
Week 9	18,607	37,372	37,030
Total	74,960	157,788	151,999

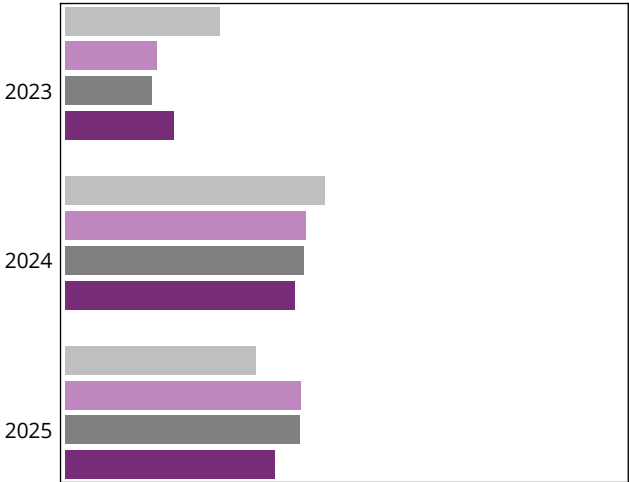
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$544,849	\$907,447	\$739,593
Week 7	\$330,322	\$858,058	\$895,629
Week 8	\$305,692	\$838,333	\$844,009
Week 9	\$391,197	\$824,881	\$804,159
Total	\$1,572,060	\$3,428,719	\$3,283,389

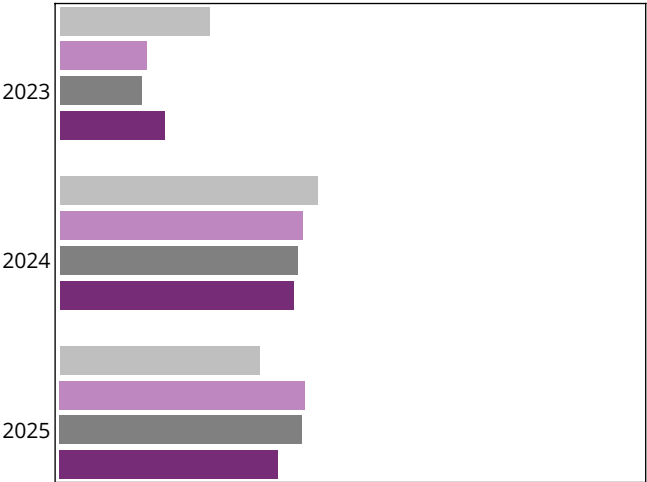
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	24,572	41,289	30,333
Week 7	14,598	38,397	37,554
Week 8	13,816	38,076	37,345
Week 9	17,367	36,620	33,441
Total	70,353	154,382	138,673

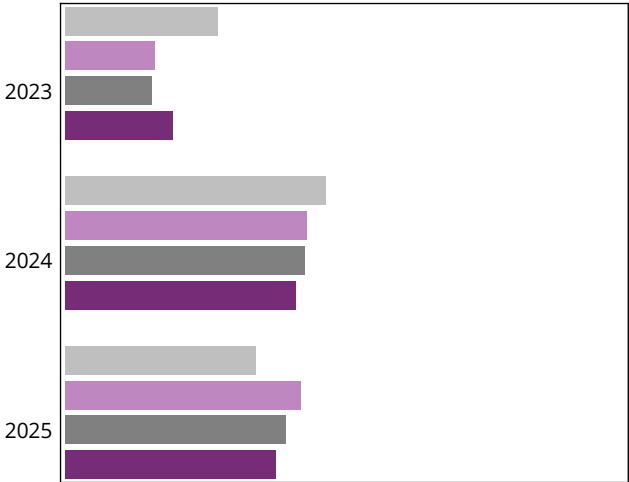
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$514,494	\$886,078	\$687,816
Week 7	\$297,740	\$834,726	\$843,333
Week 8	\$280,213	\$817,998	\$833,316
Week 9	\$359,641	\$805,157	\$750,682
Total	\$1,452,089	\$3,343,959	\$3,115,147

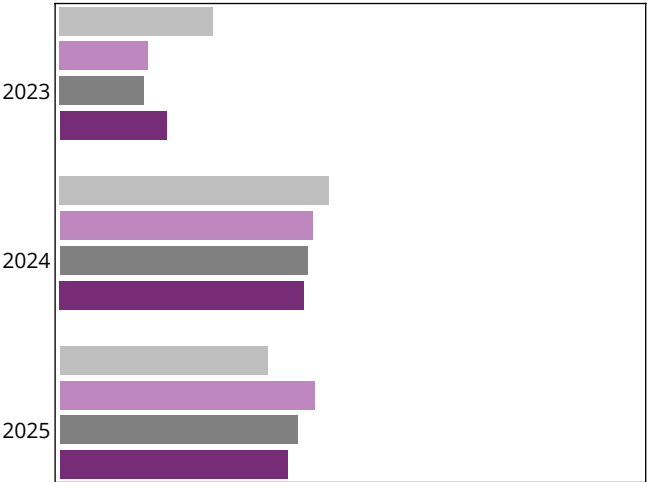
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	23,997	41,076	30,023
Week 7	14,175	38,064	37,167
Week 8	13,586	37,701	34,778
Week 9	16,891	36,271	33,150
Total	68,649	153,112	135,118

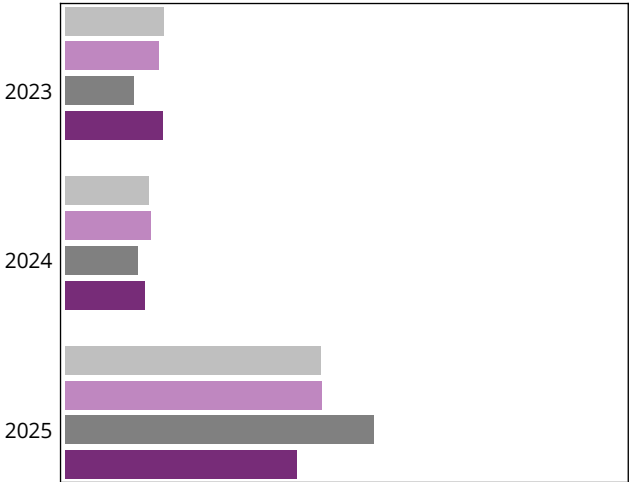
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$501,087	\$879,817	\$679,835
Week 7	\$288,585	\$826,711	\$832,570
Week 8	\$275,252	\$810,410	\$777,648
Week 9	\$347,749	\$798,242	\$744,147
Total	\$1,412,672	\$3,315,180	\$3,034,200

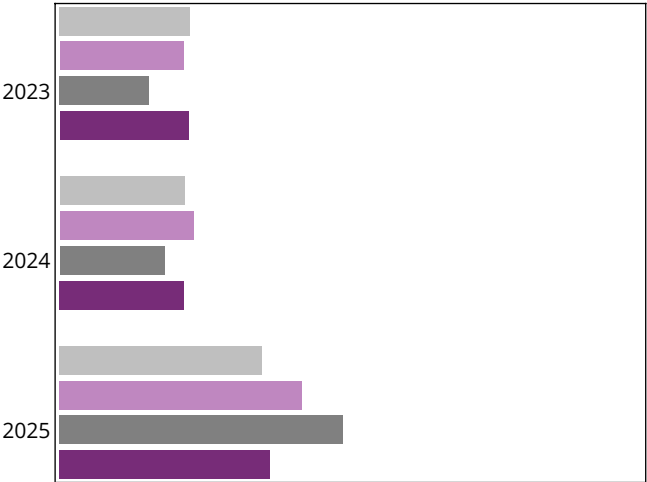
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 6	1,764	1,493	4,584
Week 7	1,666	1,530	4,587
Week 8	1,230	1,306	5,527
Week 9	1,740	1,421	4,152
Total	6,400	5,750	18,850

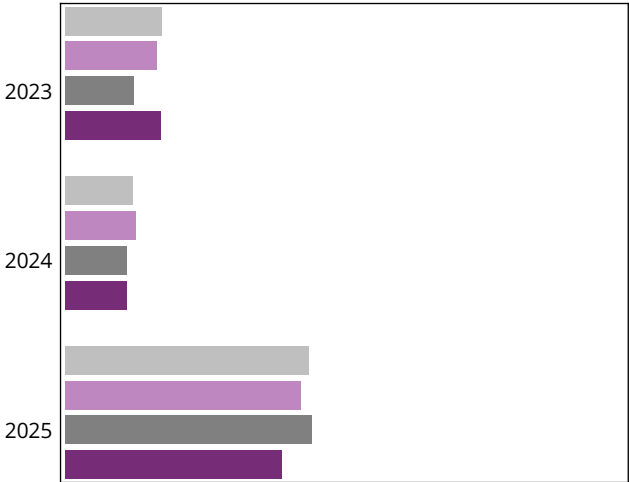
Value Sold (in millions of dollars)



	2023	2024	2025
Week 6	\$44,815	\$42,842	\$69,540
Week 7	\$42,540	\$45,954	\$83,329
Week 8	\$30,631	\$36,054	\$97,418
Week 9	\$44,235	\$42,751	\$72,352
Total	\$162,221	\$167,601	\$322,639

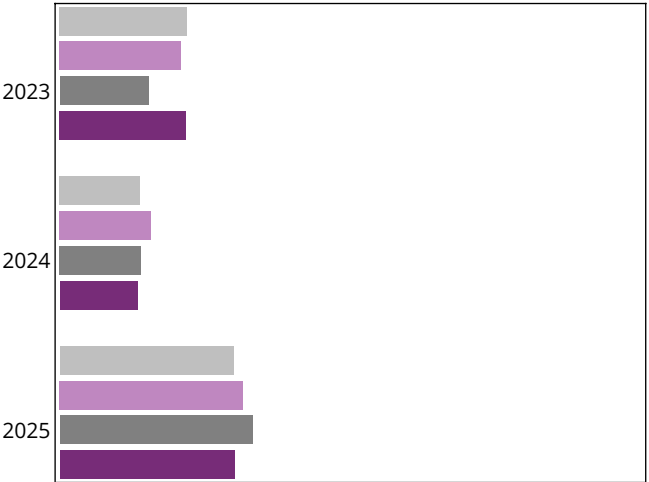
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 6	1,734	1,214	4,368
Week 7	1,637	1,256	4,212
Week 8	1,224	1,105	4,421
Week 9	1,716	1,101	3,880
Total	6,311	4,676	16,881

Value Sold (in millions of dollars)



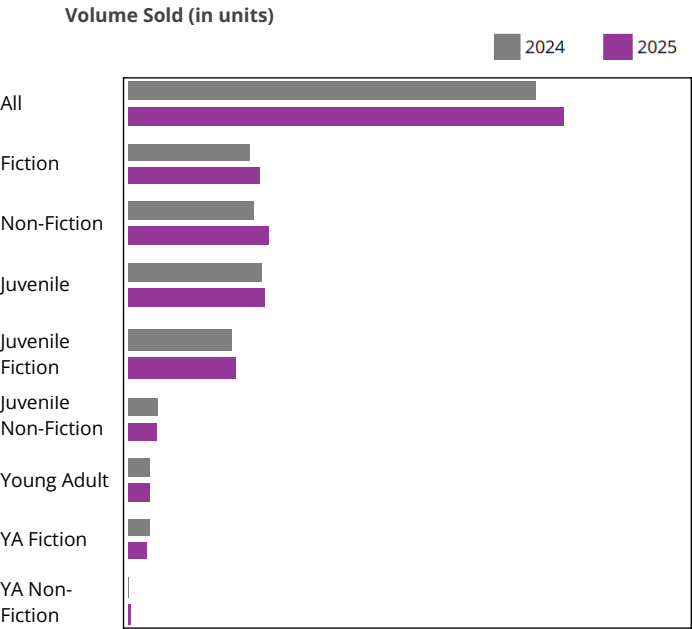
	2023	2024	2025
Week 6	\$43,762	\$27,629	\$59,758
Week 7	\$41,738	\$31,347	\$63,059
Week 8	\$30,440	\$27,923	\$66,361
Week 9	\$43,448	\$26,639	\$60,012
Total	\$159,388	\$113,538	\$249,189

Year-to-Date Comparisons

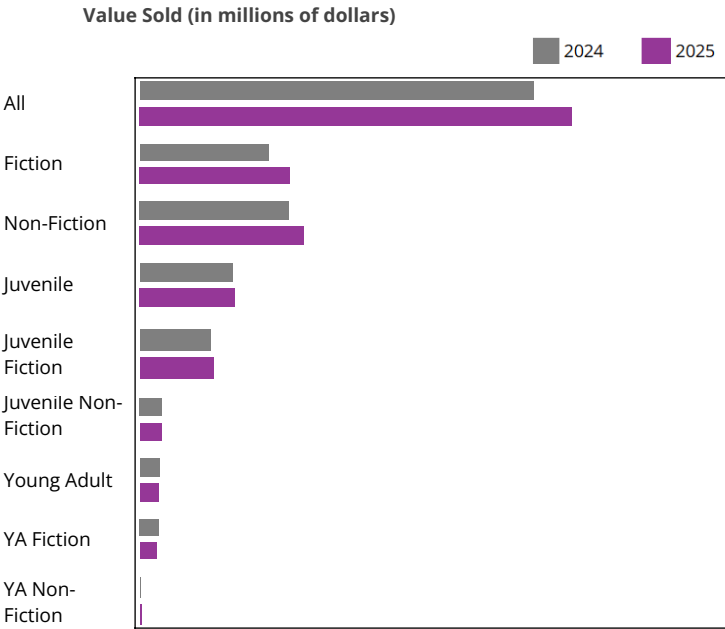
Week-ending dates:

	2024	2025
Week 9	2024-03-03	2025-03-02

All Market

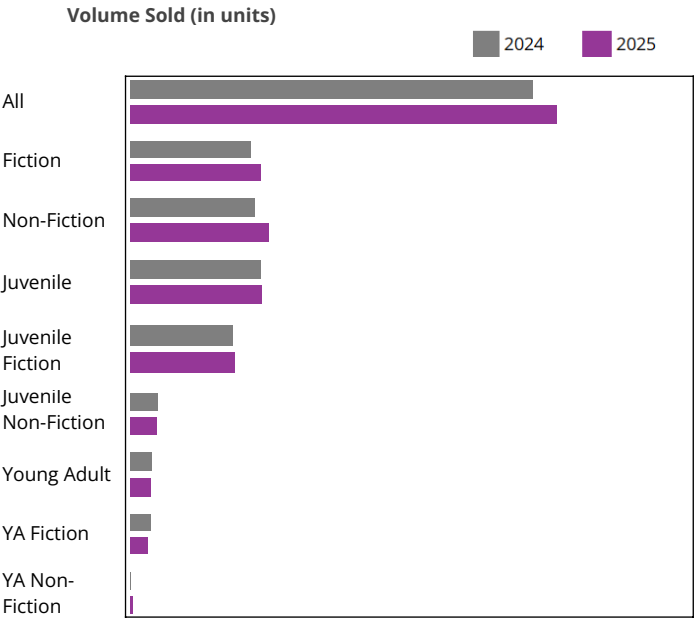


	2024	2025
All	7,295,242	7,804,884
Fiction	2,176,622	2,364,189
Non-Fiction	2,248,184	2,524,156
Juvenile	2,396,975	2,441,622
Juvenile Fiction	1,860,769	1,930,155
Juvenile Non-Fiction	536,206	511,467
Young Adult (YA)	389,232	378,728
YA Fiction	376,422	326,160
YA Non-Fiction	12,810	52,568

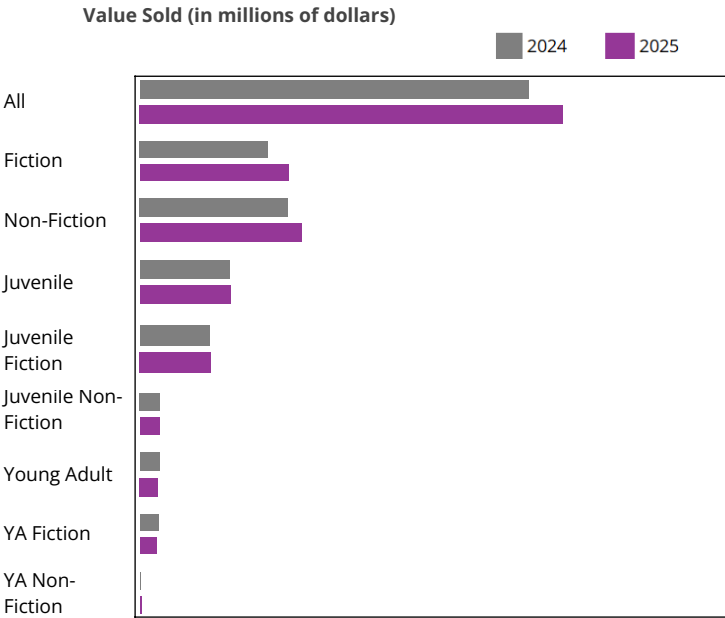


	2024	2025
All	\$169,472,712	\$185,829,487
Fiction	\$55,425,380	\$64,643,082
Non-Fiction	\$64,217,219	\$70,591,038
Juvenile	\$39,912,164	\$40,888,296
Juvenile Fiction	\$30,333,275	\$31,608,284
Juvenile Non-Fiction	\$9,578,889	\$9,280,012
Young Adult (YA)	\$8,570,366	\$8,135,051
YA Fiction	\$8,192,433	\$7,282,841
YA Non-Fiction	\$377,933	\$852,209

Ring Fence



	2024	2025
All	7,206,030	7,636,069
Fiction	2,166,770	2,342,857
Non-Fiction	2,229,701	2,483,207
Juvenile	2,342,000	2,349,394
Juvenile Fiction	1,843,936	1,876,169
Juvenile Non-Fiction	498,064	473,225
Young Adult (YA)	384,437	367,276
YA Fiction	374,044	318,995
YA Non-Fiction	10,393	48,281



	2024	2025
All	\$167,257,008	\$181,977,912
Fiction	\$55,178,630	\$64,083,469
Non-Fiction	\$63,703,664	\$69,458,685
Juvenile	\$38,653,667	\$39,098,414
Juvenile Fiction	\$30,034,305	\$30,670,703
Juvenile Non-Fiction	\$8,619,362	\$8,427,711
Young Adult (YA)	\$8,390,479	\$7,804,140
YA Fiction	\$8,140,844	\$7,119,704
YA Non-Fiction	\$249,635	\$684,436

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