

SalesData Market Report:

April, 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 April 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.

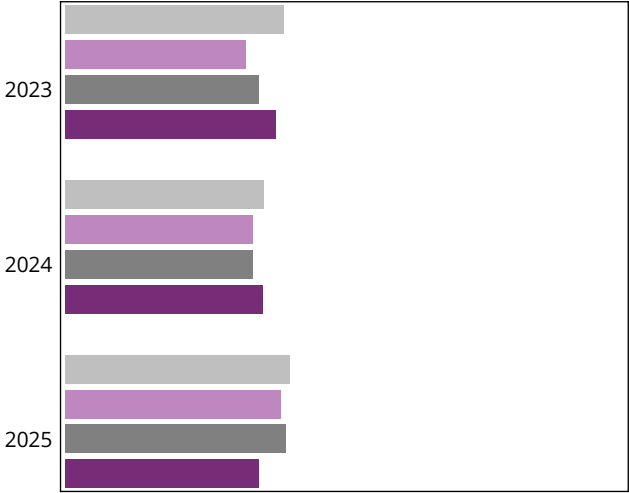
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 14	2023-04-09	2024-04-07	2025-04-06
Week 15	2023-04-16	2024-04-14	2025-04-13
Week 16	2023-04-23	2024-04-21	2025-04-20
Week 17	2023-04-30	2024-04-28	2025-04-27

Month-to-Month Comparisons

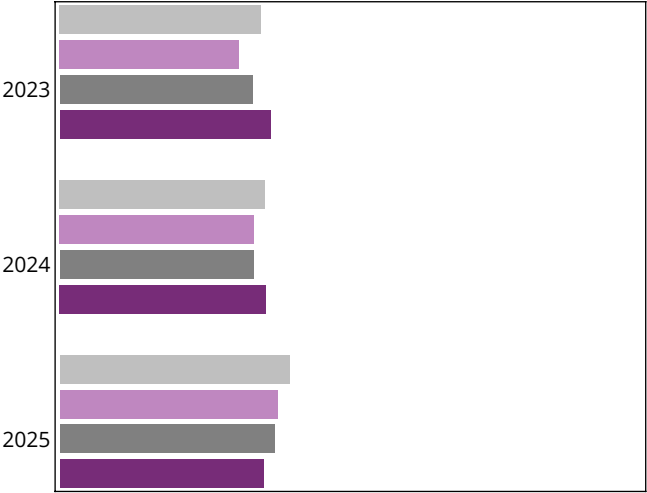
All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	861,388	782,974	885,757
Week 15	712,937	737,549	848,624
Week 16	764,285	740,149	868,134
Week 17	830,876	779,258	764,058
Total	3,169,486	3,039,930	3,366,573

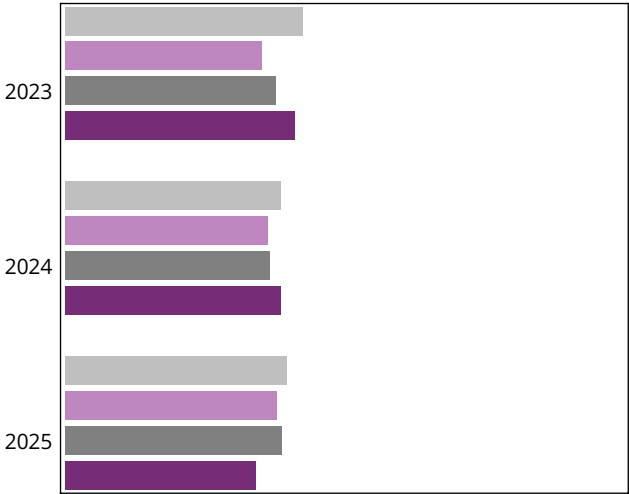
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$18,003,534	\$18,345,310	\$20,544,940
Week 15	\$16,017,998	\$17,358,911	\$19,448,761
Week 16	\$17,264,780	\$17,349,463	\$19,221,714
Week 17	\$18,867,402	\$18,449,135	\$18,209,249
Total	\$70,153,713	\$71,502,819	\$77,424,665

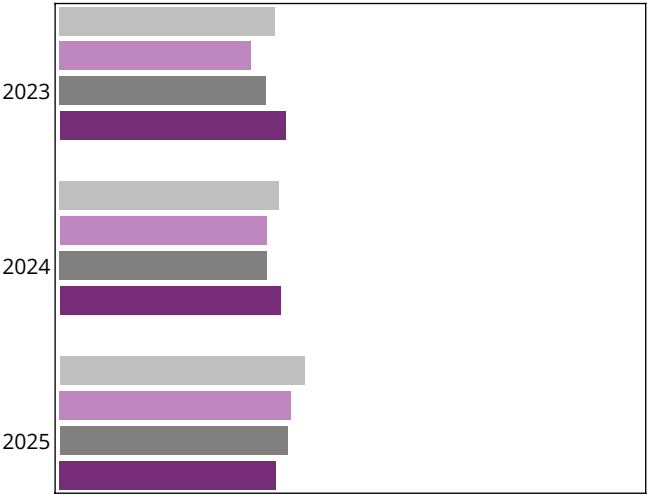
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	852,405	772,138	873,118
Week 15	703,545	726,057	834,833
Week 16	755,199	731,298	851,547
Week 17	821,610	770,575	750,222
Total	3,132,759	3,000,068	3,309,720

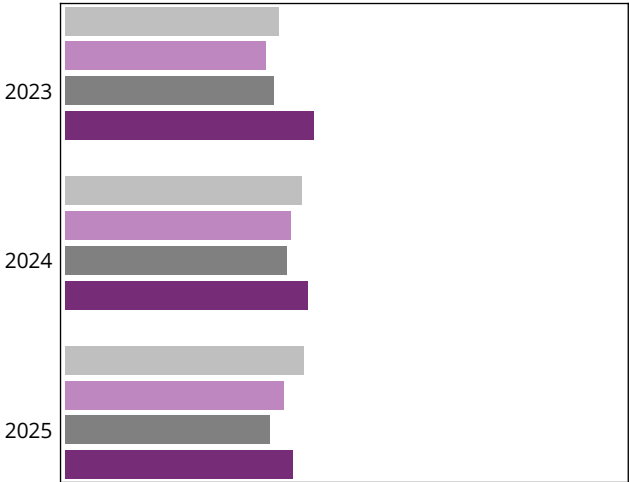
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$17,779,493	\$18,103,503	\$20,210,631
Week 15	\$15,790,169	\$17,073,242	\$19,096,262
Week 16	\$17,031,259	\$17,121,295	\$18,825,956
Week 17	\$18,641,535	\$18,244,299	\$17,855,587
Total	\$69,242,456	\$70,542,339	\$75,988,436

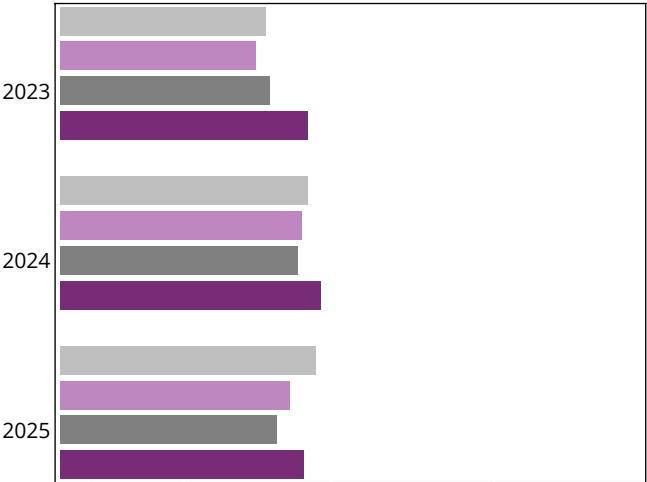
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	214,362	237,673	239,698
Week 15	201,105	226,128	219,071
Week 16	209,535	222,125	204,980
Week 17	249,038	243,046	227,700
Total	874,040	928,972	891,449

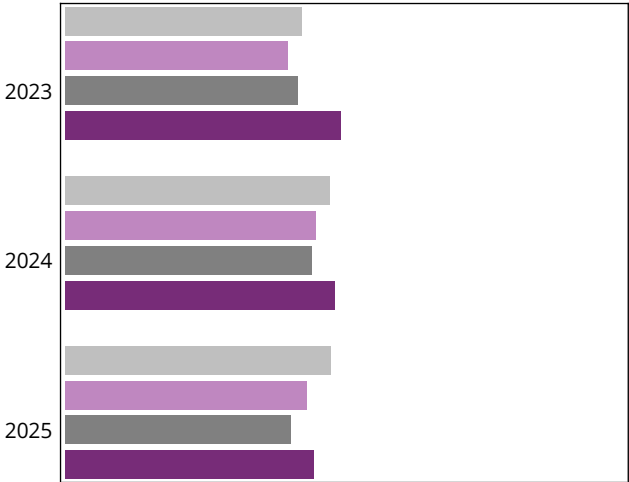
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$5,024,365	\$6,055,525	\$6,252,771
Week 15	\$4,778,713	\$5,905,861	\$5,615,697
Week 16	\$5,122,415	\$5,813,849	\$5,294,807
Week 17	\$6,056,906	\$6,364,622	\$5,957,728
Total	\$20,982,400	\$24,139,857	\$23,121,004

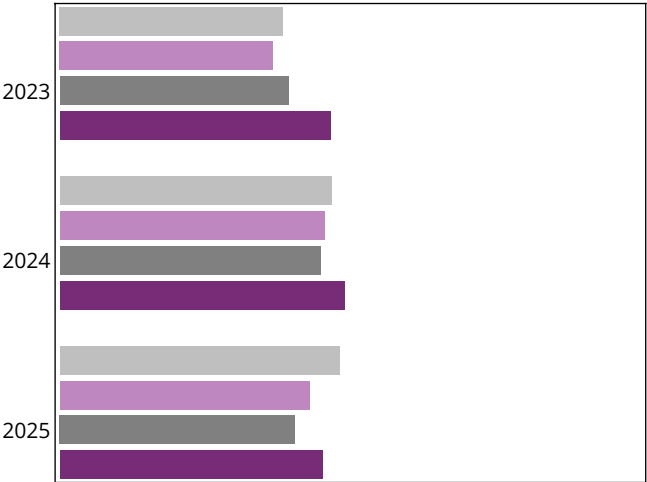
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	211,760	236,449	237,883
Week 15	199,370	224,719	216,368
Week 16	207,908	220,738	202,092
Week 17	247,069	241,179	222,959
Total	866,107	923,085	879,302

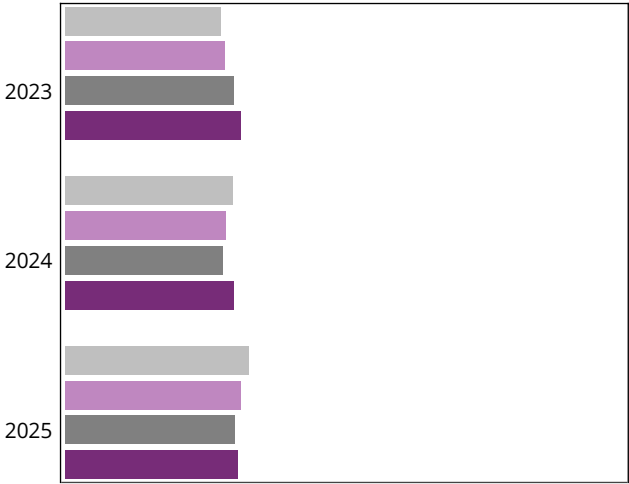
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$4,949,910	\$6,025,270	\$6,204,368
Week 15	\$4,727,970	\$5,870,130	\$5,544,136
Week 16	\$5,073,260	\$5,779,234	\$5,218,374
Week 17	\$6,002,451	\$6,319,438	\$5,831,521
Total	\$20,753,592	\$23,994,073	\$22,798,399

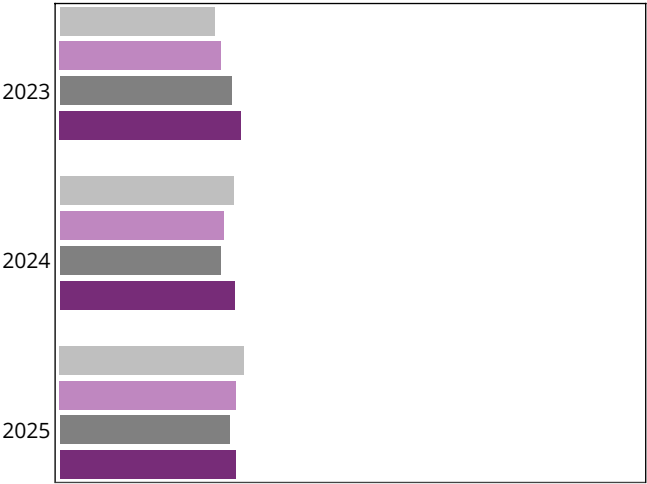
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	217,445	234,669	256,627
Week 15	222,208	224,497	245,203
Week 16	234,979	219,817	236,527
Week 17	245,164	235,996	241,164
Total	919,796	914,979	979,521

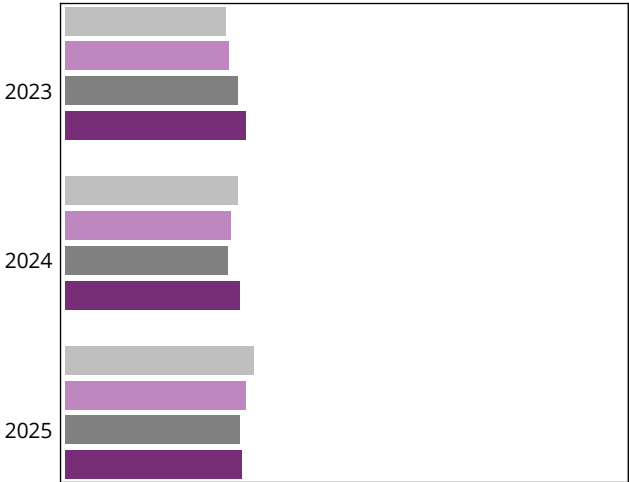
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$6,118,386	\$6,873,187	\$7,289,705
Week 15	\$6,377,272	\$6,479,350	\$6,966,287
Week 16	\$6,801,262	\$6,361,431	\$6,714,236
Week 17	\$7,170,878	\$6,923,620	\$6,960,758
Total	\$26,467,798	\$26,637,588	\$27,930,985

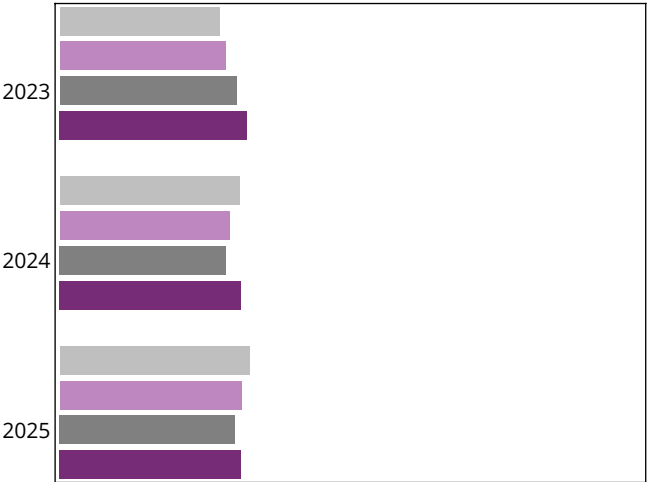
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	215,375	231,708	253,028
Week 15	219,144	222,235	242,052
Week 16	231,536	217,729	233,807
Week 17	242,215	233,854	237,450
Total	908,270	905,526	966,337

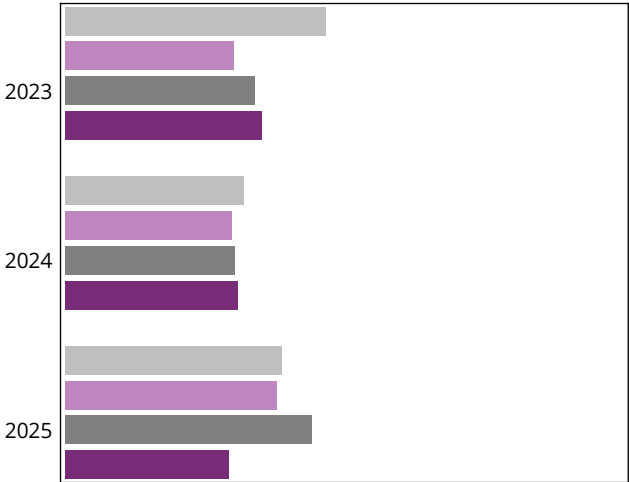
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$6,051,712	\$6,799,245	\$7,188,897
Week 15	\$6,277,032	\$6,419,566	\$6,879,400
Week 16	\$6,693,835	\$6,296,664	\$6,633,296
Week 17	\$7,080,166	\$6,863,735	\$6,856,637
Total	\$26,102,745	\$26,379,209	\$27,558,229

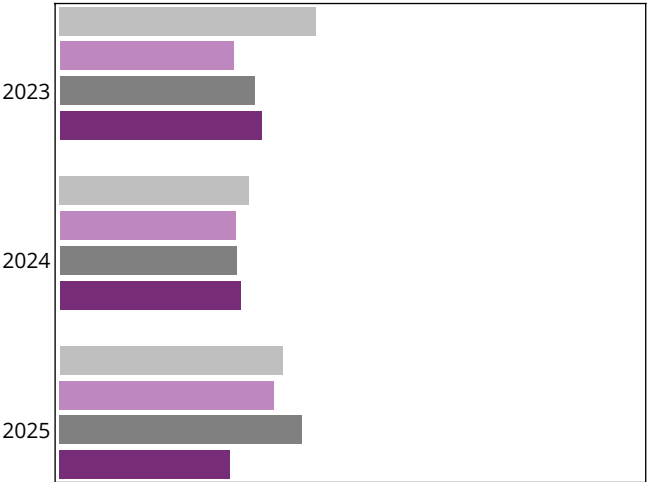
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	382,957	262,370	318,531
Week 15	247,436	244,240	310,384
Week 16	278,286	248,418	362,184
Week 17	289,160	253,653	239,494
Total	1,197,839	1,008,681	1,230,593

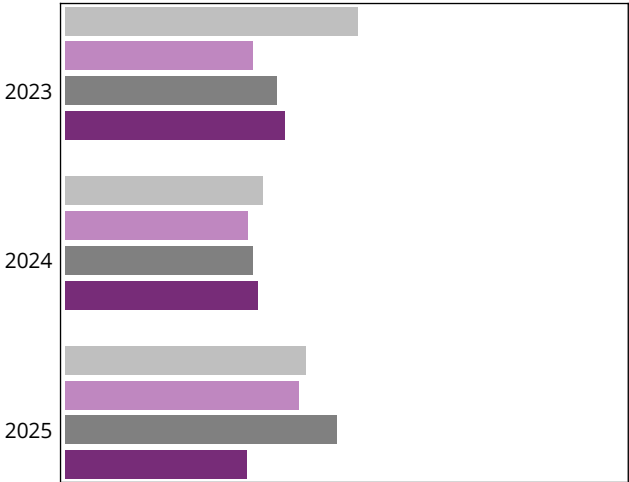
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$5,953,232	\$4,396,086	\$5,165,457
Week 15	\$4,038,487	\$4,086,628	\$4,973,224
Week 16	\$4,526,632	\$4,104,591	\$5,626,215
Week 17	\$4,688,546	\$4,192,062	\$3,956,736
Total	\$19,206,897	\$16,779,367	\$19,721,631

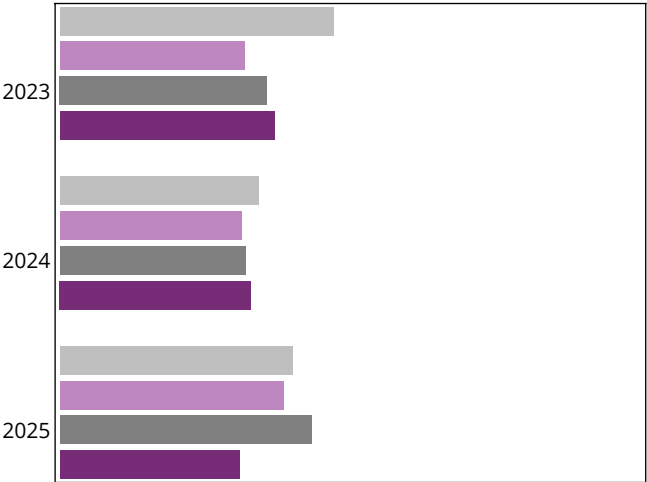
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	379,268	256,329	312,117
Week 15	243,260	236,913	303,278
Week 16	274,709	243,562	351,995
Week 17	285,362	249,725	235,193
Total	1,182,599	986,529	1,202,583

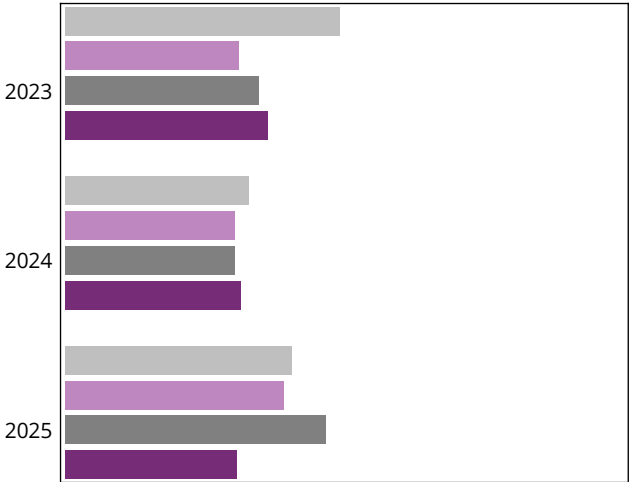
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$5,883,746	\$4,272,305	\$5,005,608
Week 15	\$3,970,059	\$3,910,696	\$4,804,440
Week 16	\$4,459,123	\$3,993,665	\$5,413,296
Week 17	\$4,619,832	\$4,110,116	\$3,862,486
Total	\$18,932,760	\$16,286,782	\$19,085,830

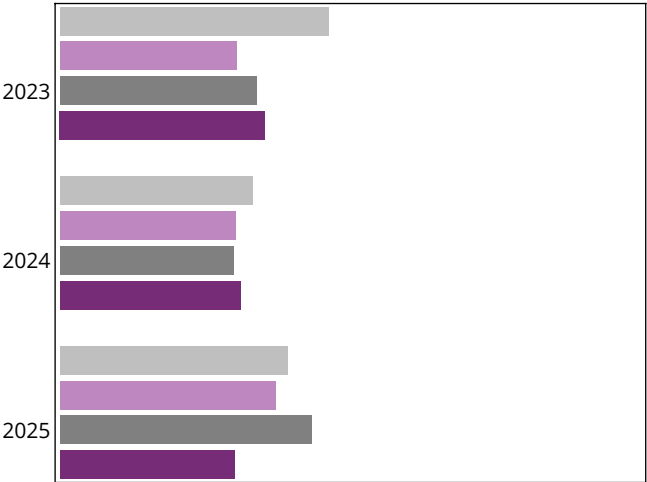
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	309,212	206,909	256,018
Week 15	195,785	190,975	247,076
Week 16	218,324	191,481	293,677
Week 17	228,566	197,956	193,786
Total	951,887	787,321	990,557

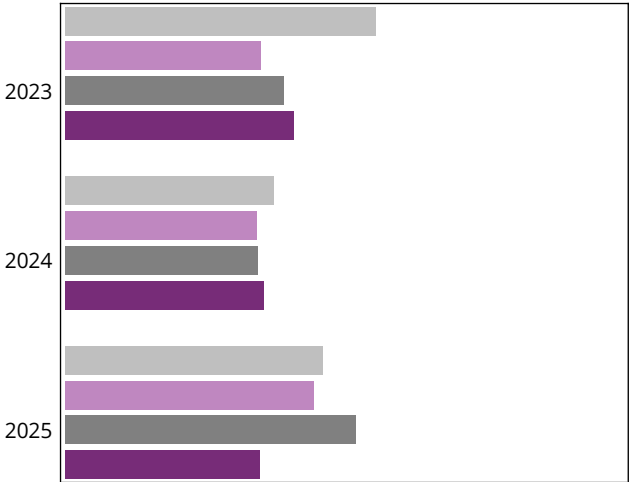
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$4,761,016	\$3,412,985	\$4,038,421
Week 15	\$3,136,108	\$3,116,505	\$3,822,198
Week 16	\$3,488,681	\$3,077,378	\$4,465,590
Week 17	\$3,636,616	\$3,200,048	\$3,099,748
Total	\$15,022,420	\$12,806,916	\$15,425,957

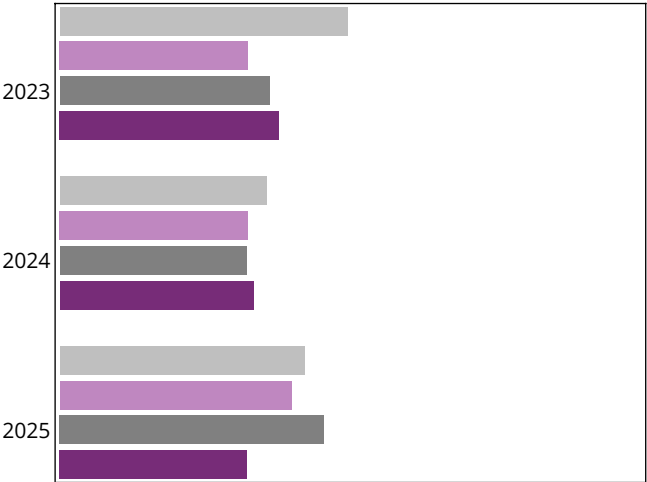
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	306,104	205,095	253,966
Week 15	192,109	188,928	244,981
Week 16	215,255	189,901	285,977
Week 17	225,434	195,903	191,605
Total	938,902	779,827	976,529

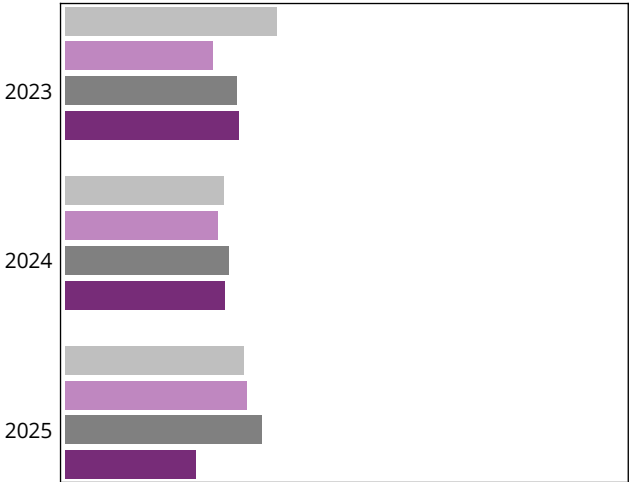
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$4,703,266	\$3,381,726	\$4,001,181
Week 15	\$3,077,456	\$3,078,533	\$3,786,335
Week 16	\$3,432,123	\$3,048,568	\$4,317,002
Week 17	\$3,583,118	\$3,164,721	\$3,061,462
Total	\$14,795,963	\$12,673,549	\$15,165,979

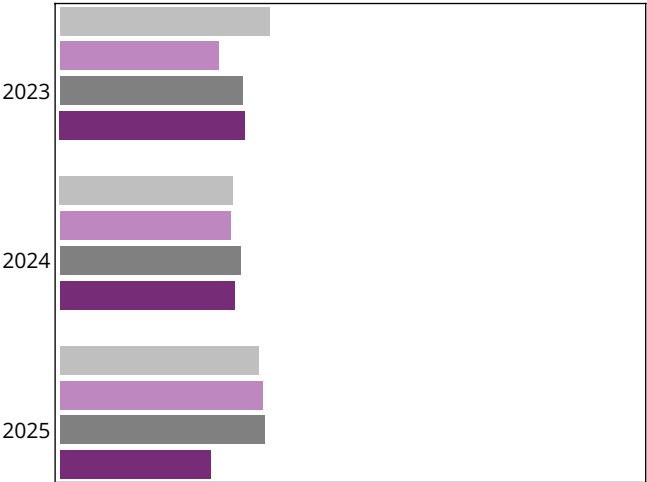
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	73,745	55,461	62,513
Week 15	51,651	53,265	63,308
Week 16	59,962	56,937	68,507
Week 17	60,594	55,697	45,708
Total	245,952	221,360	240,036

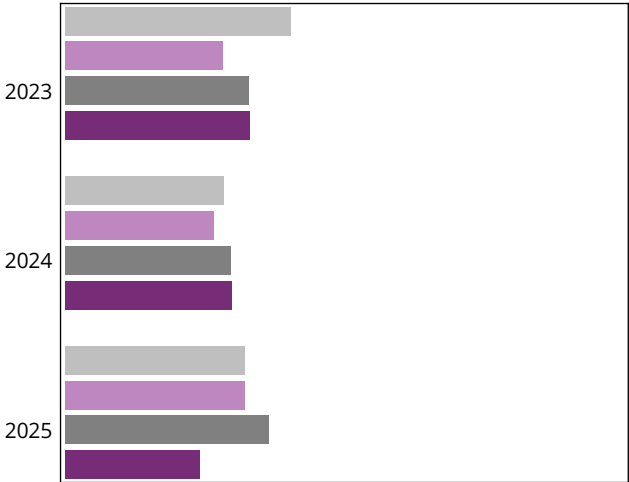
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$1,192,216	\$983,101	\$1,127,036
Week 15	\$902,380	\$970,123	\$1,151,026
Week 16	\$1,037,951	\$1,027,213	\$1,160,625
Week 17	\$1,051,930	\$992,014	\$856,987
Total	\$4,184,477	\$3,972,451	\$4,295,674

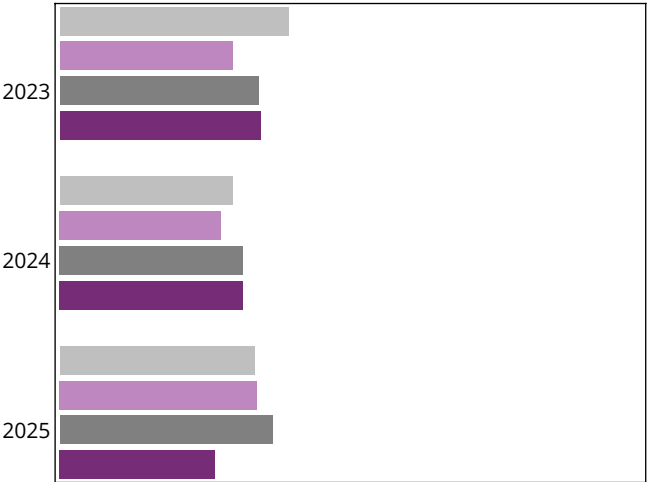
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	73,164	51,234	58,151
Week 15	51,151	47,985	58,297
Week 16	59,454	53,661	66,018
Week 17	59,928	53,822	43,588
Total	243,697	206,702	226,054

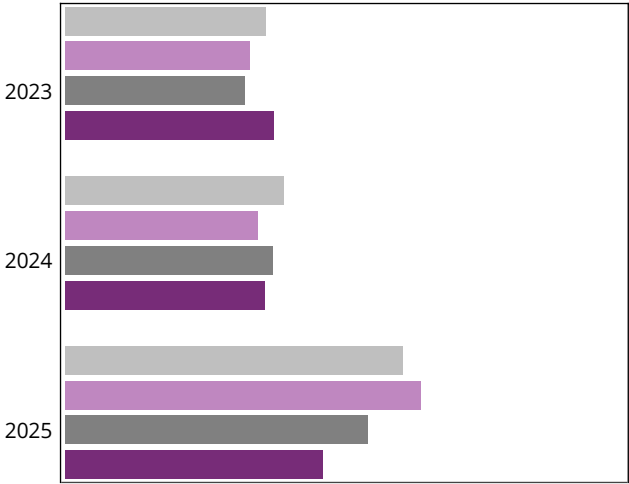
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$1,180,480	\$890,578	\$1,004,427
Week 15	\$892,602	\$832,163	\$1,018,105
Week 16	\$1,027,000	\$945,097	\$1,096,295
Week 17	\$1,036,714	\$945,395	\$801,024
Total	\$4,136,797	\$3,613,234	\$3,919,852

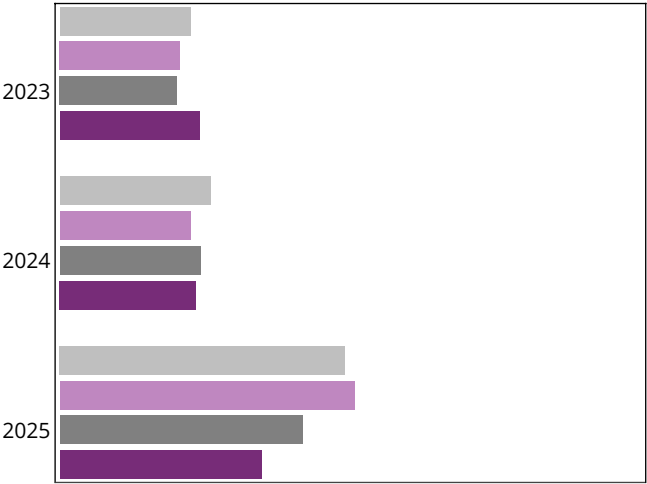
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	37,800	41,136	63,399
Week 15	34,671	36,165	66,781
Week 16	33,806	39,045	56,880
Week 17	39,250	37,605	48,474
Total	145,527	153,951	235,534

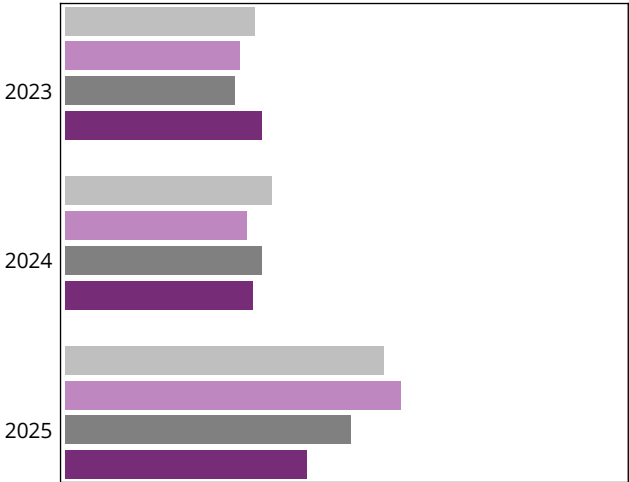
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$788,742	\$907,593	\$1,718,316
Week 15	\$723,419	\$785,728	\$1,775,218
Week 16	\$706,353	\$847,747	\$1,461,770
Week 17	\$839,371	\$819,076	\$1,213,866
Total	\$3,057,884	\$3,360,144	\$6,169,170

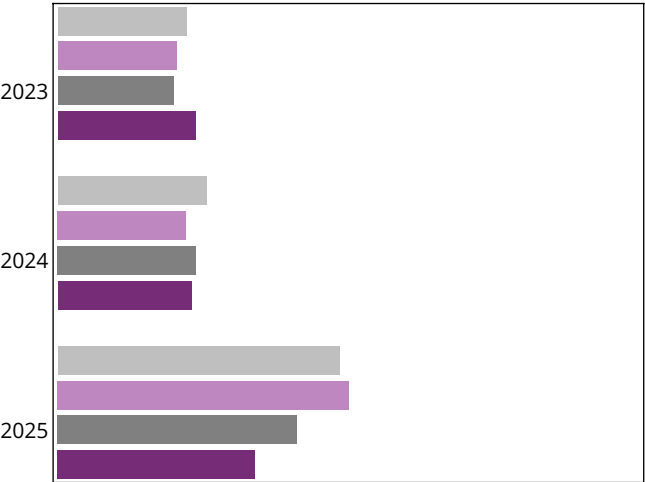
Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	37,241	40,689	62,830
Week 15	34,353	35,794	66,169
Week 16	33,439	38,645	56,281
Week 17	38,778	37,022	47,603
Total	143,811	152,150	232,883

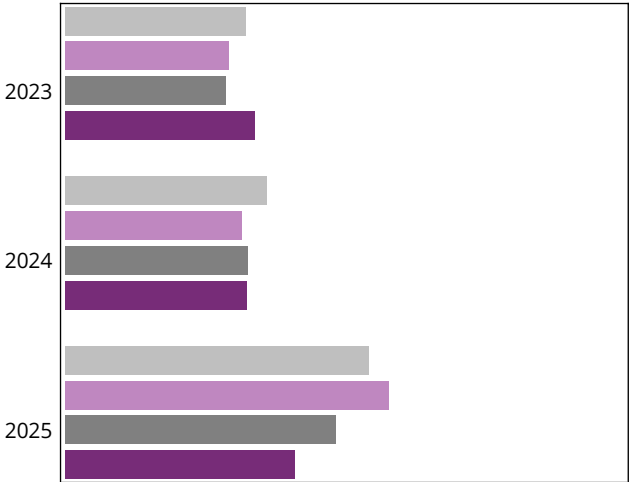
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$776,151	\$895,514	\$1,696,517
Week 15	\$716,224	\$772,868	\$1,753,431
Week 16	\$697,935	\$831,926	\$1,439,940
Week 17	\$828,332	\$803,628	\$1,188,266
Total	\$3,018,642	\$3,303,937	\$6,078,153

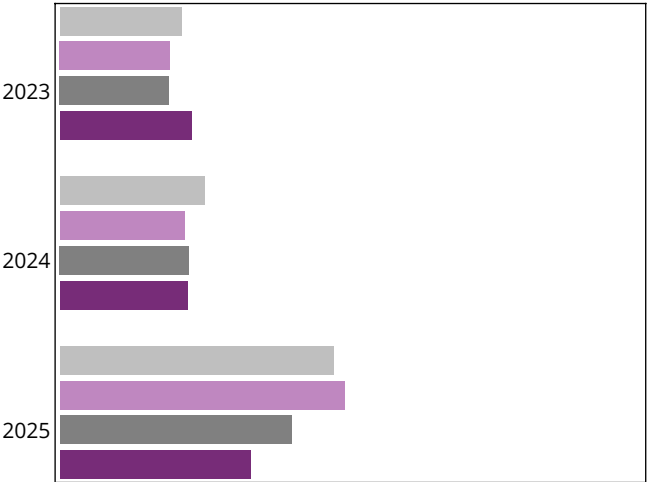
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	35,465	39,734	59,830
Week 15	32,192	34,766	63,671
Week 16	31,658	35,967	53,383
Week 17	37,355	35,722	45,232
Total	136,670	146,189	222,116

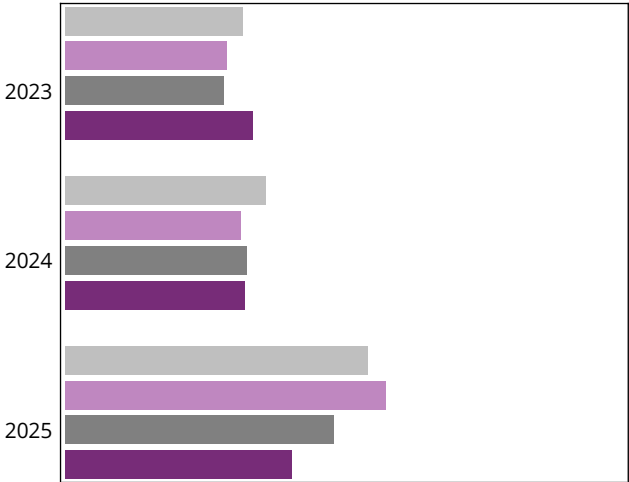
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$732,389	\$871,651	\$1,646,225
Week 15	\$663,761	\$749,235	\$1,714,854
Week 16	\$658,462	\$777,798	\$1,396,237
Week 17	\$791,050	\$769,718	\$1,149,013
Total	\$2,845,663	\$3,168,402	\$5,906,328

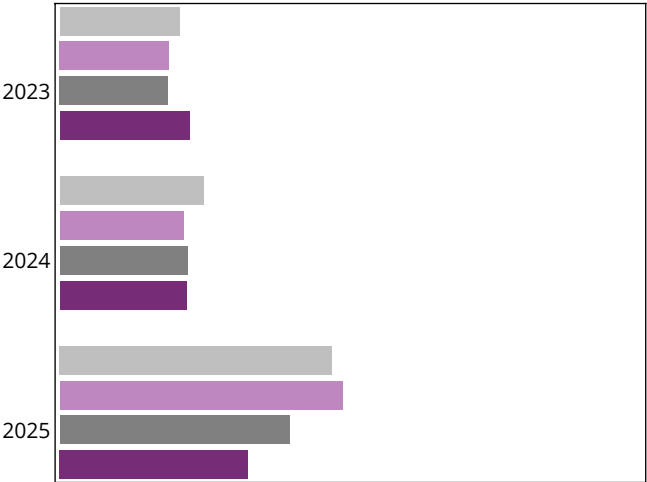
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	34,936	39,419	59,551
Week 15	31,900	34,563	63,240
Week 16	31,321	35,711	52,982
Week 17	36,946	35,309	44,560
Total	135,103	145,002	220,333

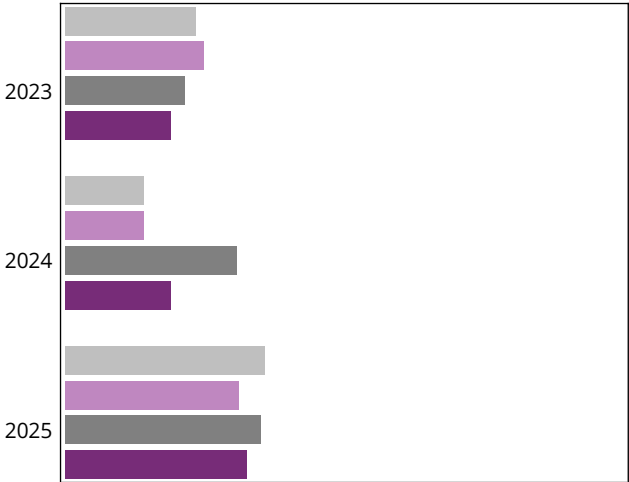
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$720,617	\$865,345	\$1,639,345
Week 15	\$657,276	\$744,862	\$1,702,647
Week 16	\$650,696	\$769,182	\$1,383,826
Week 17	\$781,723	\$761,447	\$1,132,444
Total	\$2,810,312	\$3,140,836	\$5,858,261

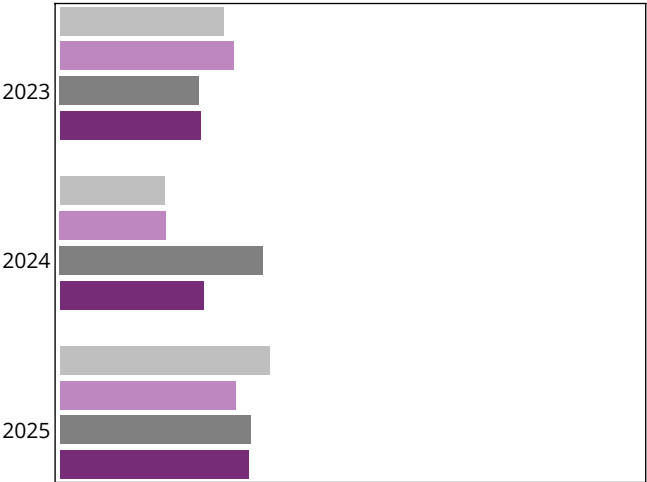
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 14	2,335	1,402	3,569
Week 15	2,479	1,399	3,110
Week 16	2,148	3,078	3,497
Week 17	1,895	1,883	3,242
Total	8,857	7,762	13,418

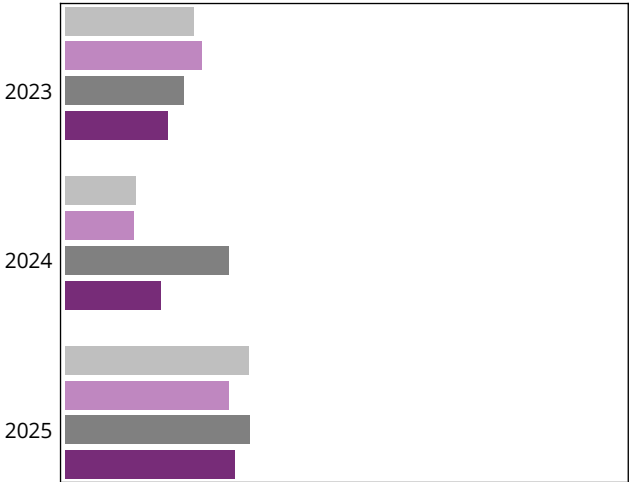
Value Sold (in millions of dollars)



	2023	2024	2025
Week 14	\$56,352	\$35,942	\$72,090
Week 15	\$59,658	\$36,493	\$60,365
Week 16	\$47,890	\$69,950	\$65,534
Week 17	\$48,321	\$49,357	\$64,853
Total	\$212,221	\$191,742	\$262,842

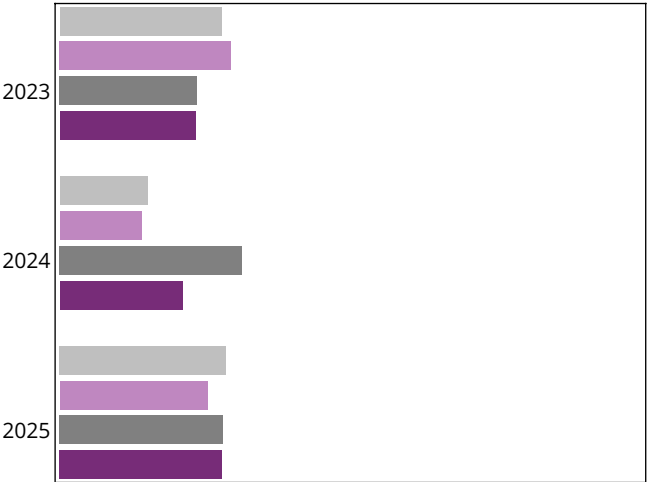
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 14	2,305	1,270	3,279
Week 15	2,453	1,231	2,929
Week 16	2,118	2,934	3,299
Week 17	1,832	1,713	3,043
Total	8,708	7,148	12,550

Value Sold (in millions of dollars)



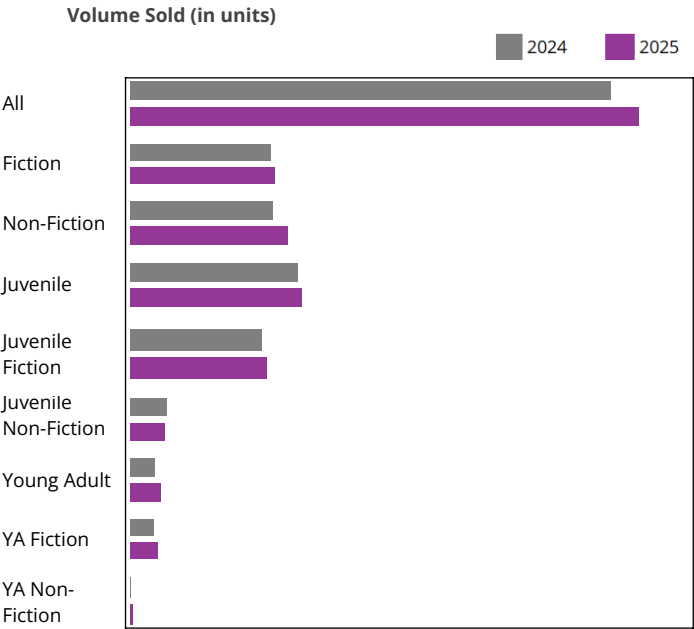
	2023	2024	2025
Week 14	\$55,534	\$30,169	\$57,172
Week 15	\$58,948	\$28,005	\$50,784
Week 16	\$47,239	\$62,744	\$56,114
Week 17	\$46,609	\$42,181	\$55,822
Total	\$208,330	\$163,100	\$219,892

Year-to-Date Comparisons

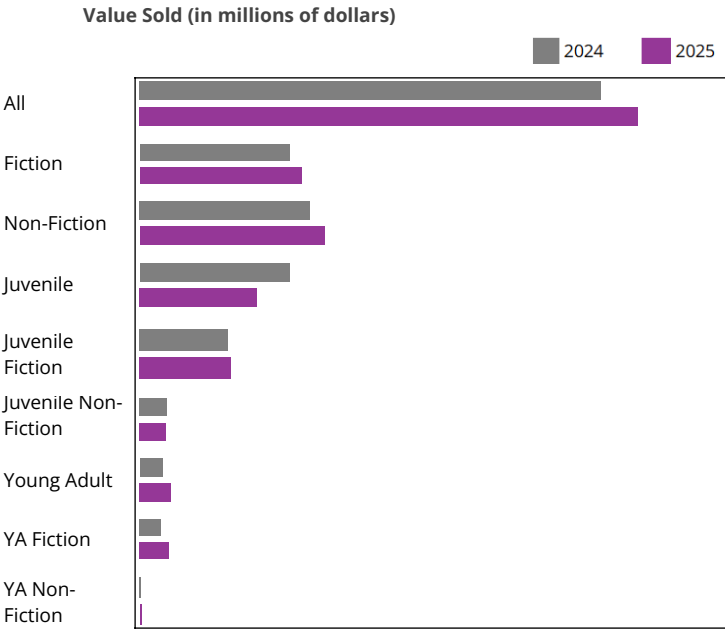
Week-ending dates:

	2024	2025
Week 17	2024-04-28	2025-04-27

All Market

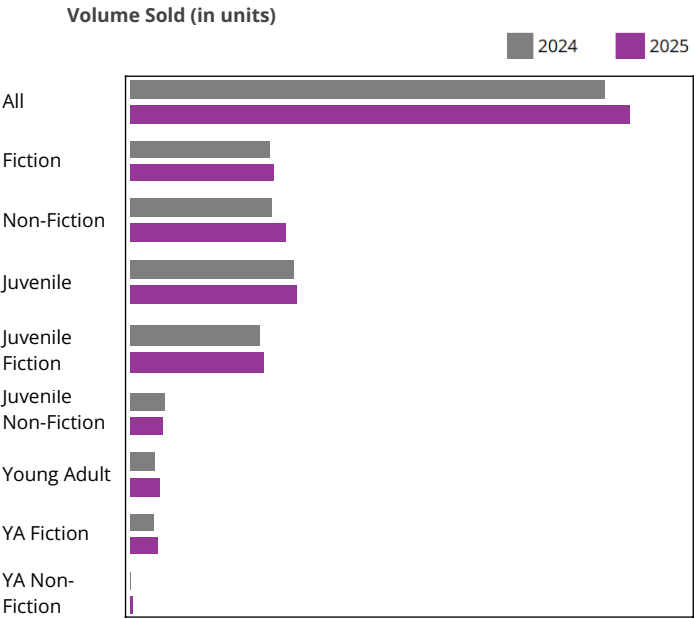


	2024	2025
All	13,777,949	14,584,226
Fiction	4,032,429	4,147,592
Non-Fiction	4,088,885	4,510,056
Juvenile	4,806,212	4,906,282
Juvenile Fiction	3,754,824	3,906,630
Juvenile Non-Fiction	1,051,388	999,652
Young Adult (YA)	702,407	870,429
YA Fiction	675,354	791,319
YA Non-Fiction	27,053	79,110

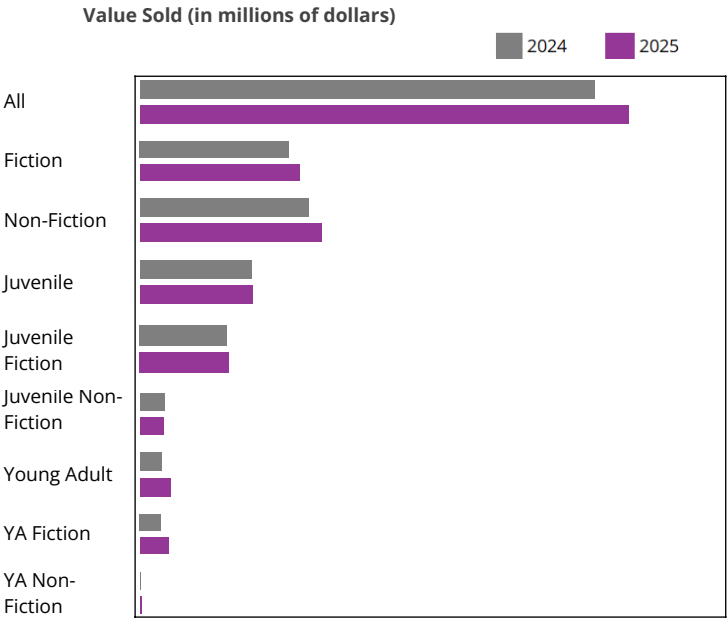


	2024	2025
All	\$317,353,722	\$342,746,364
Fiction	\$103,196,732	\$111,089,805
Non-Fiction	\$117,102,786	\$127,080,364
Juvenile	\$79,240,262	\$80,655,769
Juvenile Fiction	\$60,638,952	\$62,685,312
Juvenile Non-Fiction	\$18,601,310	\$17,970,457
Young Adult (YA)	\$15,422,880	\$21,494,319
YA Fiction	\$14,673,849	\$20,160,926
YA Non-Fiction	\$749,031	\$1,333,393

Ring Fence



	2024	2025
All	13,599,254	14,311,689
Fiction	4,011,542	4,105,473
Non-Fiction	4,049,948	4,443,407
Juvenile	4,698,859	4,763,841
Juvenile Fiction	3,718,853	3,829,211
Juvenile Non-Fiction	980,006	934,630
Young Adult (YA)	693,014	853,716
YA Fiction	669,958	780,522
YA Non-Fiction	23,056	73,194



	2024	2025
All	\$312,919,050	\$336,250,635
Fiction	\$102,659,791	\$109,970,122
Non-Fiction	\$115,978,257	\$125,185,588
Juvenile	\$76,821,673	\$77,742,532
Juvenile Fiction	\$59,981,841	\$61,321,445
Juvenile Non-Fiction	\$16,839,833	\$16,421,087
Young Adult (YA)	\$15,097,814	\$20,988,420
YA Fiction	\$14,549,714	\$19,900,645
YA Non-Fiction	\$548,101	\$1,087,775

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	2025-03-30
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