

SalesData Market Report: July, 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 July 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.

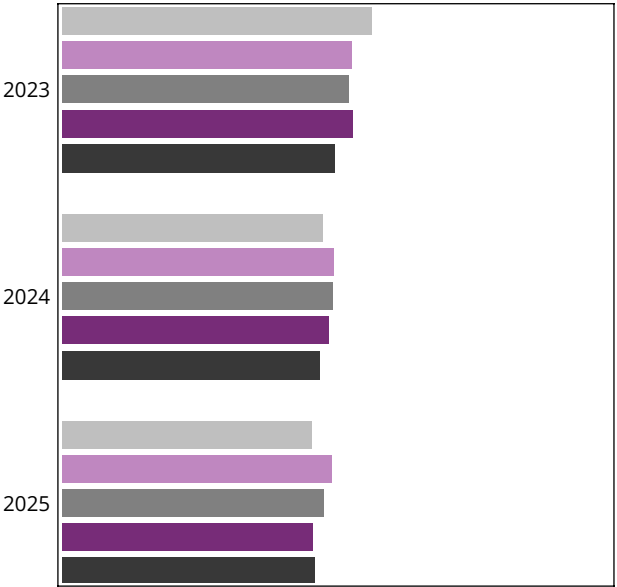
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 27	2023-07-09	2024-07-07	2025-07-06
Week 28	2023-07-16	2024-07-14	2025-07-13
Week 29	2023-07-23	2024-07-21	2025-07-20
Week 30	2023-07-30	2024-07-28	2025-07-27
Week 31	2023-08-06	2024-08-04	2025-08-03

Month-to-Month Comparisons

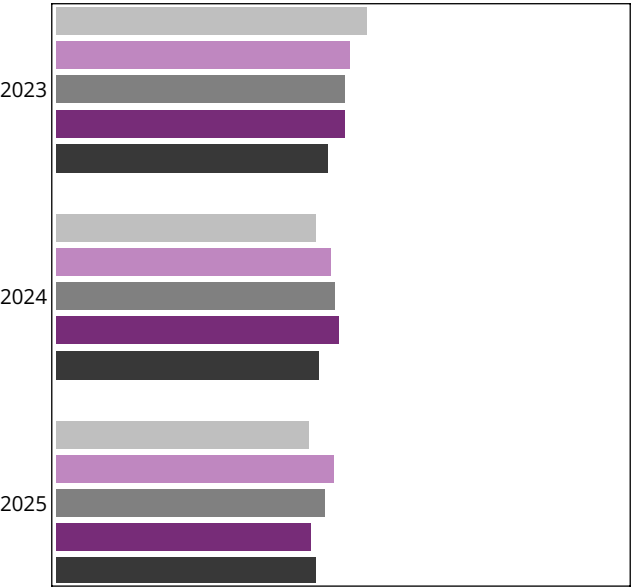
All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	974,704	818,790	783,805
Week 28	911,365	852,947	847,925
Week 29	902,489	850,685	822,866
Week 30	913,563	837,536	786,505
Week 31	855,609	809,689	793,673
Total	4,557,730	4,169,647	4,034,774

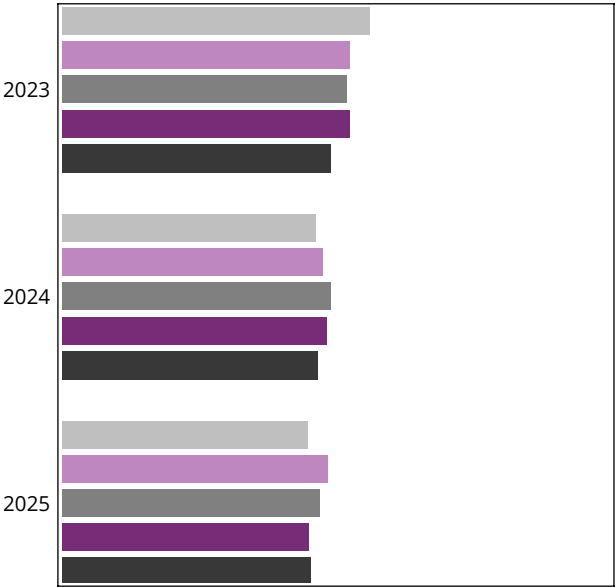
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$21,816,252	\$18,232,328	\$17,767,889
Week 28	\$20,606,365	\$19,256,303	\$19,515,468
Week 29	\$20,263,056	\$19,536,131	\$18,844,635
Week 30	\$20,293,956	\$19,822,294	\$17,871,338
Week 31	\$19,047,639	\$18,420,522	\$18,260,299
Total	\$102,027,268	\$95,267,577	\$92,259,629

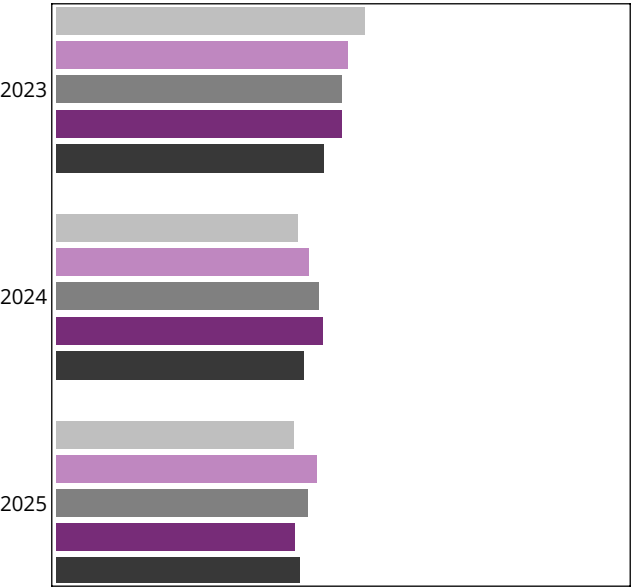
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	968,601	795,884	772,502
Week 28	905,575	818,335	835,895
Week 29	894,655	843,925	809,446
Week 30	903,284	830,680	775,340
Week 31	844,549	803,162	780,820
Total	4,516,664	4,091,986	3,974,003

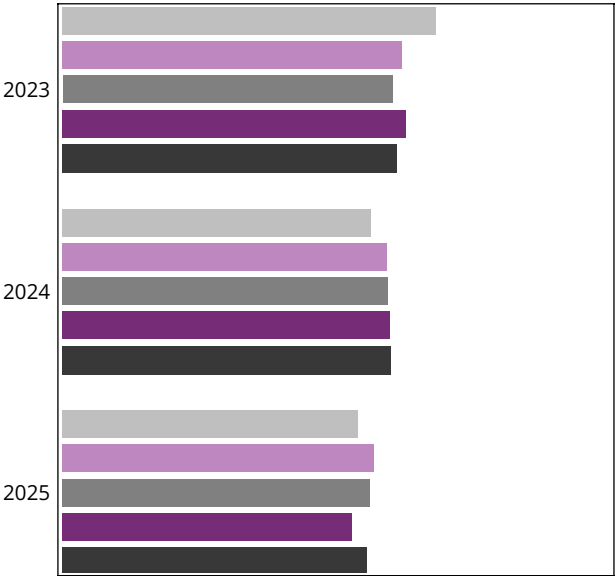
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$21,694,914	\$17,820,940	\$17,506,867
Week 28	\$20,470,992	\$18,624,064	\$19,235,831
Week 29	\$20,091,259	\$19,377,600	\$18,547,509
Week 30	\$20,059,976	\$19,663,963	\$17,592,664
Week 31	\$18,789,711	\$18,265,102	\$17,965,444
Total	\$101,106,852	\$93,751,669	\$90,848,314

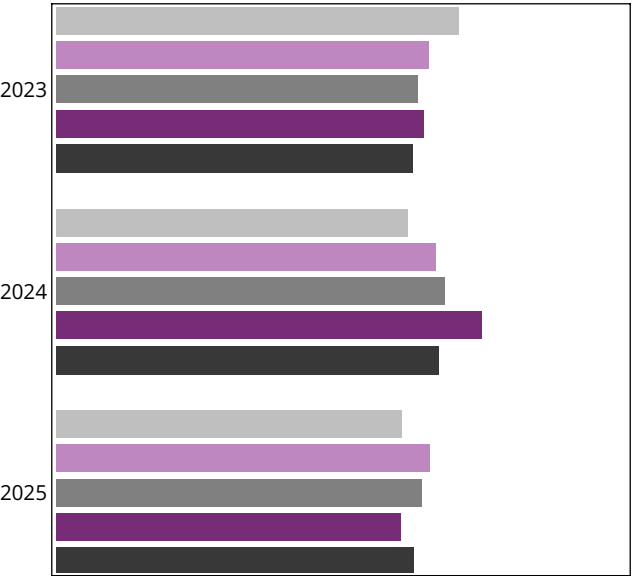
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	327,573	270,705	259,608
Week 28	298,289	285,061	273,721
Week 29	289,654	285,682	269,702
Week 30	301,344	287,269	254,420
Week 31	293,228	288,164	267,398
Total	1,510,088	1,416,881	1,324,849

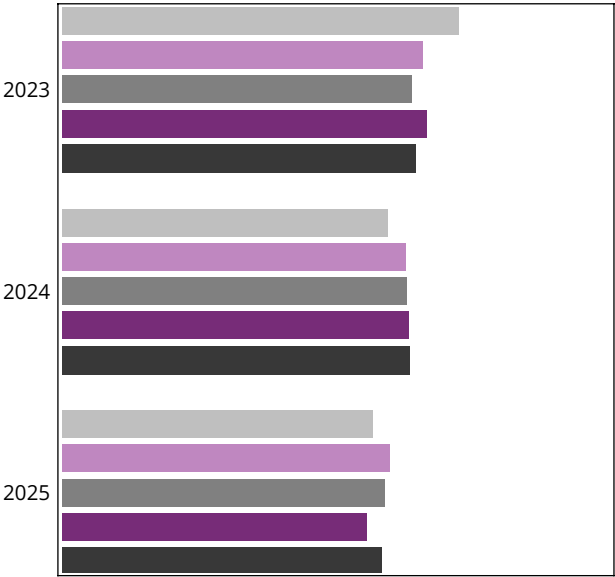
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$7,771,042	\$6,798,936	\$6,671,684
Week 28	\$7,188,946	\$7,327,076	\$7,215,324
Week 29	\$6,982,902	\$7,510,604	\$7,055,556
Week 30	\$7,098,254	\$8,226,619	\$6,652,720
Week 31	\$6,880,457	\$7,384,118	\$6,900,539
Total	\$35,921,601	\$37,247,354	\$34,495,823

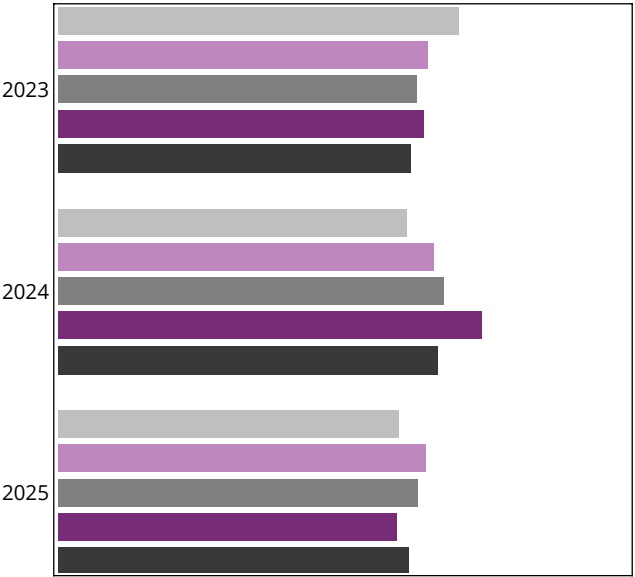
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	326,489	268,203	255,745
Week 28	296,878	282,350	269,753
Week 29	287,861	283,484	265,407
Week 30	299,733	285,214	250,357
Week 31	290,538	286,084	262,579
Total	1,501,499	1,405,335	1,303,841

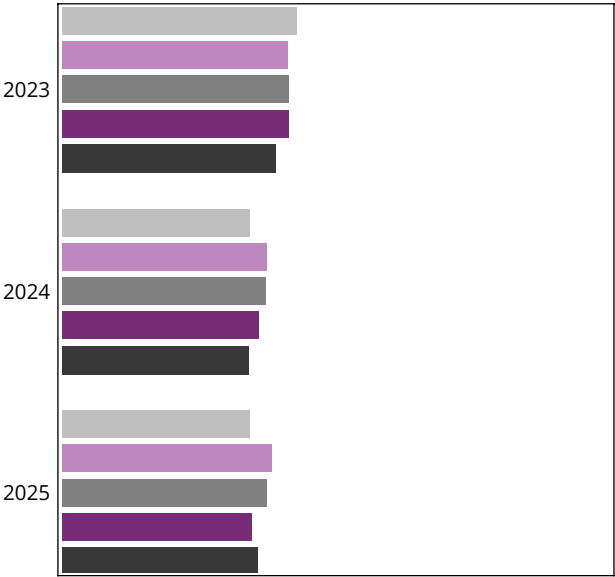
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$7,744,443	\$6,736,591	\$6,571,430
Week 28	\$7,148,902	\$7,259,576	\$7,109,828
Week 29	\$6,937,070	\$7,455,535	\$6,940,665
Week 30	\$7,057,384	\$8,175,263	\$6,546,167
Week 31	\$6,804,854	\$7,331,790	\$6,772,765
Total	\$35,692,652	\$36,958,755	\$33,940,855

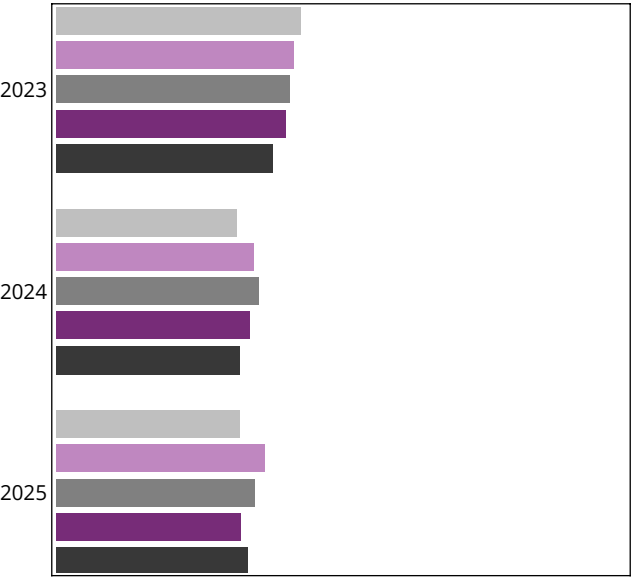
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	261,614	209,410	209,149
Week 28	251,773	227,973	234,114
Week 29	252,199	227,457	227,904
Week 30	252,266	219,417	211,677
Week 31	238,430	208,051	218,317
Total	1,256,282	1,092,308	1,101,161

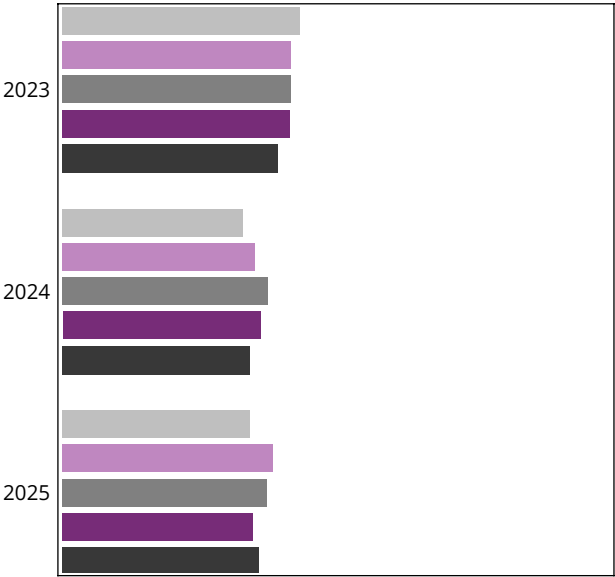
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$7,722,133	\$5,701,021	\$5,798,864
Week 28	\$7,507,625	\$6,235,650	\$6,578,582
Week 29	\$7,396,820	\$6,396,517	\$6,290,961
Week 30	\$7,248,434	\$6,123,141	\$5,844,226
Week 31	\$6,849,875	\$5,818,357	\$6,042,359
Total	\$36,724,888	\$30,274,687	\$30,554,992

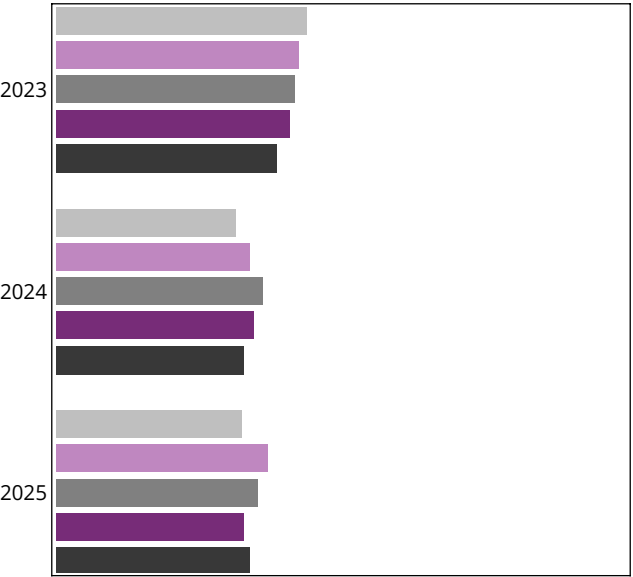
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	260,343	198,496	206,068
Week 28	250,370	211,660	230,683
Week 29	250,285	225,283	224,796
Week 30	249,601	217,252	208,777
Week 31	235,949	206,192	215,063
Total	1,246,548	1,058,883	1,085,387

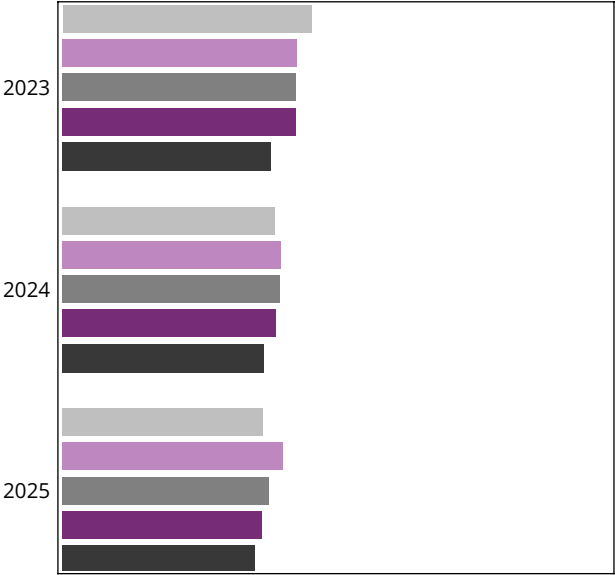
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$7,687,201	\$5,519,945	\$5,713,925
Week 28	\$7,468,777	\$5,960,371	\$6,492,692
Week 29	\$7,339,776	\$6,333,608	\$6,206,578
Week 30	\$7,168,356	\$6,061,122	\$5,763,278
Week 31	\$6,771,387	\$5,761,402	\$5,954,510
Total	\$36,435,498	\$29,636,448	\$30,130,984

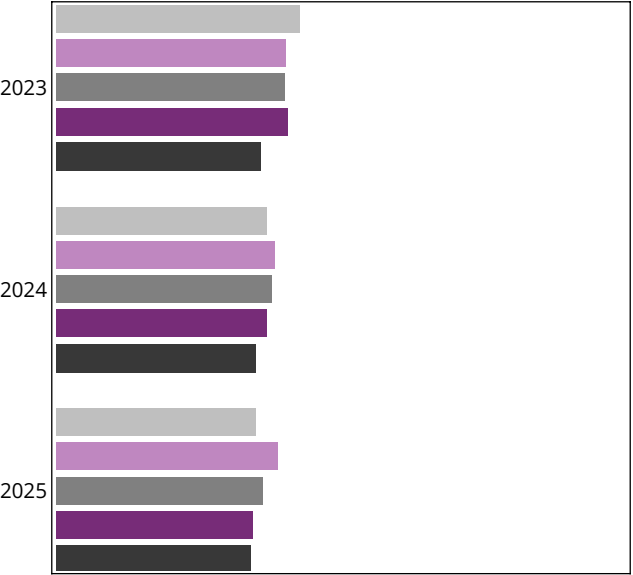
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	318,696	271,636	257,188
Week 28	300,054	279,960	282,348
Week 29	299,394	278,149	264,135
Week 30	298,495	273,343	255,529
Week 31	266,313	257,528	246,405
Total	1,482,952	1,360,616	1,305,605

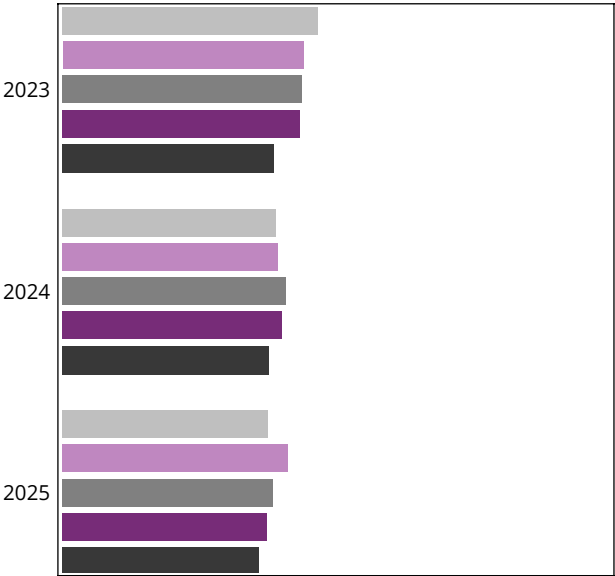
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$5,039,752	\$4,368,644	\$4,145,230
Week 28	\$4,766,459	\$4,524,773	\$4,582,933
Week 29	\$4,735,456	\$4,465,861	\$4,288,524
Week 30	\$4,793,595	\$4,359,260	\$4,078,827
Week 31	\$4,235,958	\$4,125,479	\$4,027,415
Total	\$23,571,221	\$21,844,017	\$21,122,930

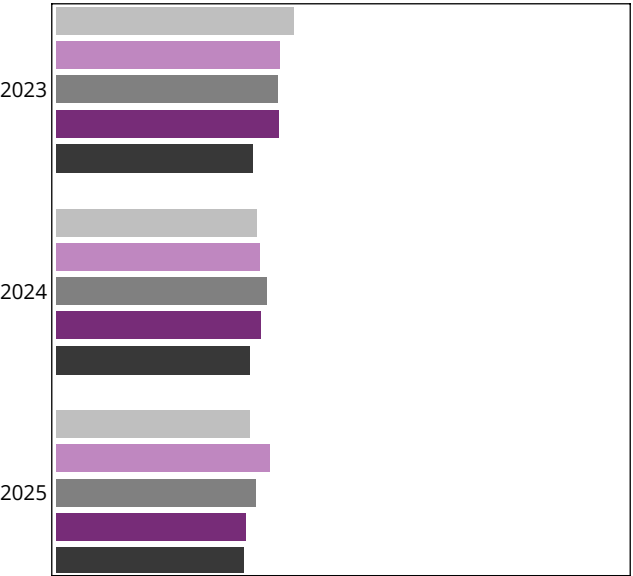
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	315,794	263,538	253,693
Week 28	297,438	266,532	278,439
Week 29	295,882	276,175	259,573
Week 30	293,195	271,093	251,972
Week 31	260,953	255,334	242,317
Total	1,463,262	1,332,672	1,285,994

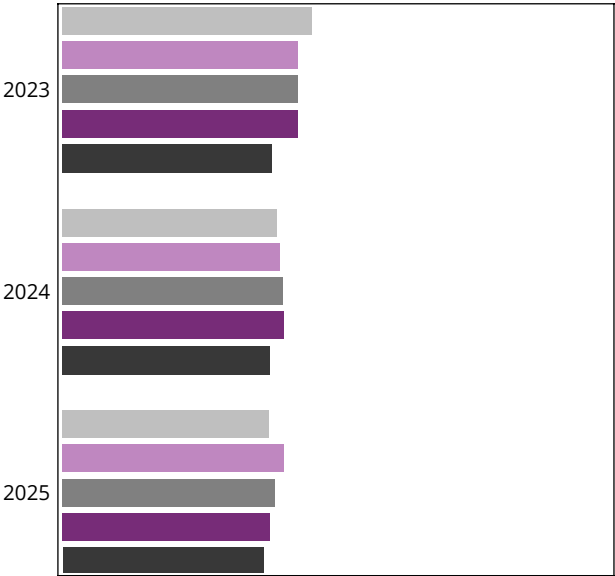
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$4,996,607	\$4,231,372	\$4,089,225
Week 28	\$4,716,838	\$4,285,635	\$4,509,386
Week 29	\$4,678,458	\$4,433,161	\$4,209,399
Week 30	\$4,695,975	\$4,321,302	\$4,001,259
Week 31	\$4,142,788	\$4,087,630	\$3,962,251
Total	\$23,230,666	\$21,359,100	\$20,771,520

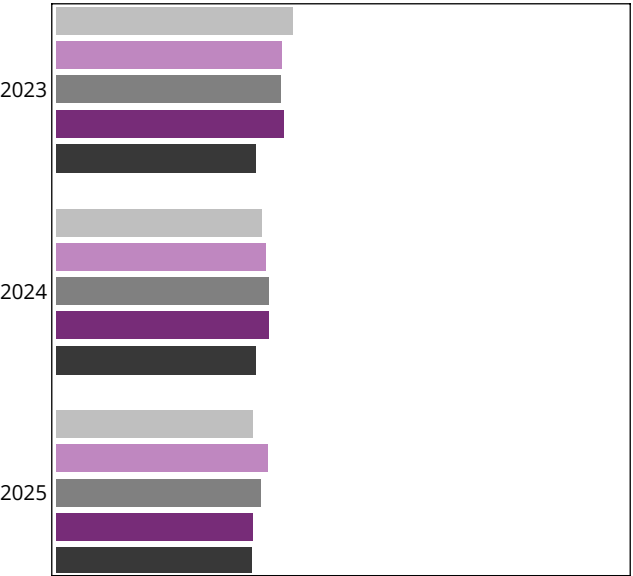
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	237,351	203,932	195,900
Week 28	223,877	207,023	210,337
Week 29	224,078	209,347	202,309
Week 30	223,627	210,720	197,733
Week 31	199,258	197,054	191,110
Total	1,108,191	1,028,076	997,389

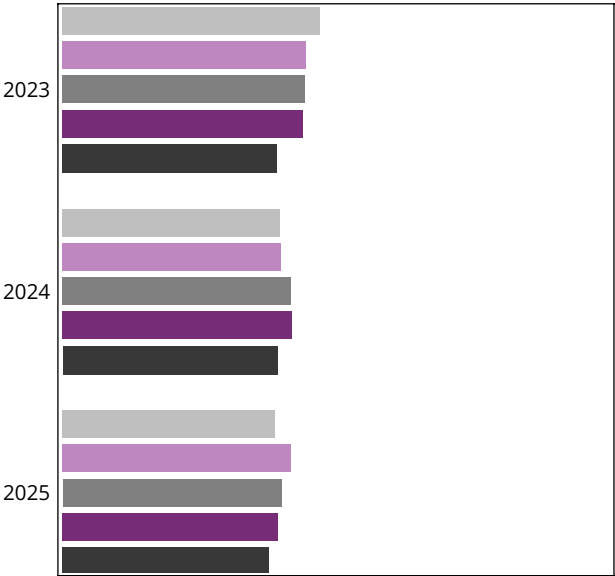
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$3,662,637	\$3,183,568	\$3,040,936
Week 28	\$3,487,909	\$3,232,022	\$3,268,494
Week 29	\$3,465,463	\$3,278,336	\$3,167,628
Week 30	\$3,510,852	\$3,289,752	\$3,037,554
Week 31	\$3,086,934	\$3,087,503	\$3,015,519
Total	\$17,213,794	\$16,071,180	\$15,530,131

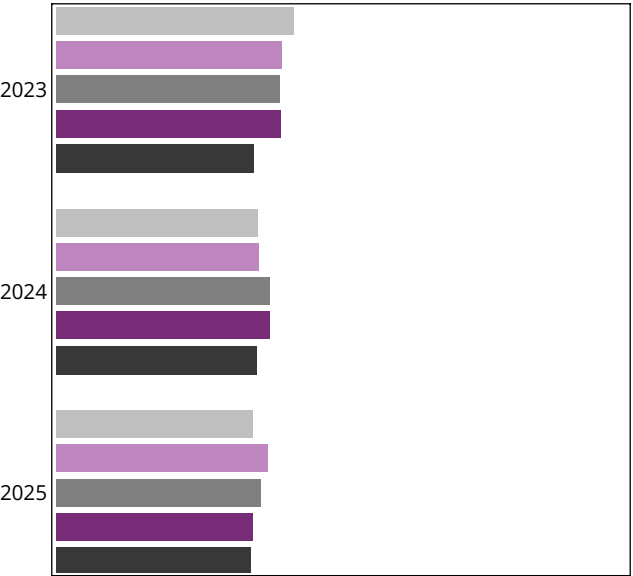
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	234,804	198,076	193,495
Week 28	221,672	198,786	208,011
Week 29	221,012	208,125	199,406
Week 30	219,142	209,317	195,878
Week 31	195,188	195,768	188,215
Total	1,091,818	1,010,072	985,005

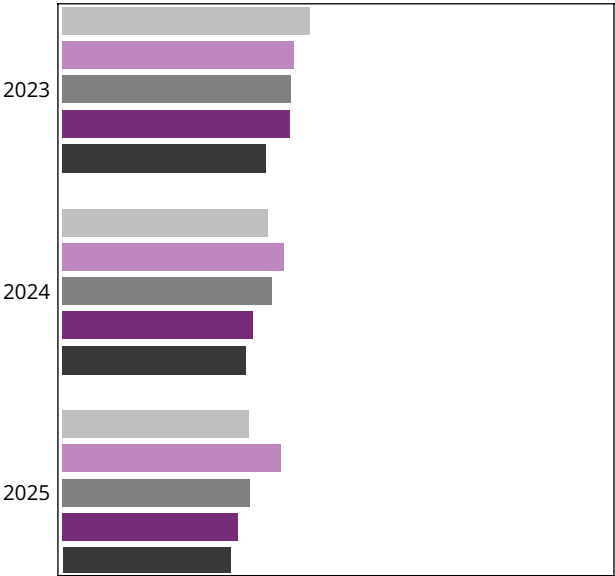
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$3,626,966	\$3,084,032	\$3,002,637
Week 28	\$3,447,447	\$3,095,763	\$3,230,432
Week 29	\$3,417,463	\$3,260,244	\$3,121,692
Week 30	\$3,432,460	\$3,269,467	\$3,007,864
Week 31	\$3,018,200	\$3,068,312	\$2,969,948
Total	\$16,942,535	\$15,777,817	\$15,332,572

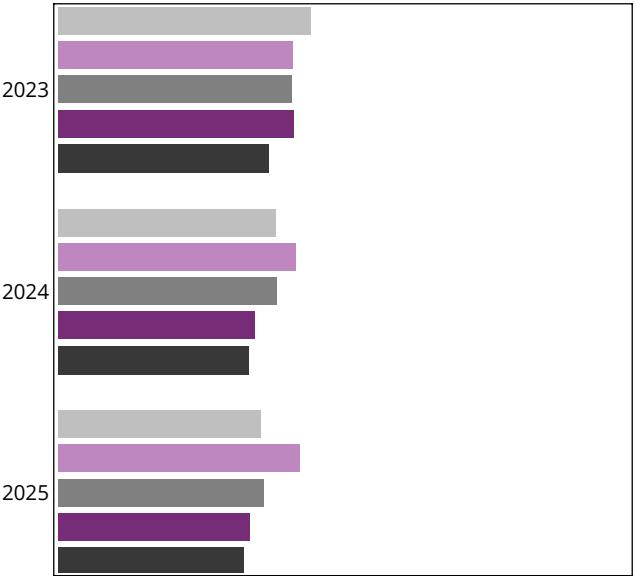
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	81,345	67,704	61,288
Week 28	76,177	72,937	72,011
Week 29	75,316	68,802	61,826
Week 30	74,868	62,623	57,796
Week 31	67,055	60,474	55,295
Total	374,761	332,540	308,216

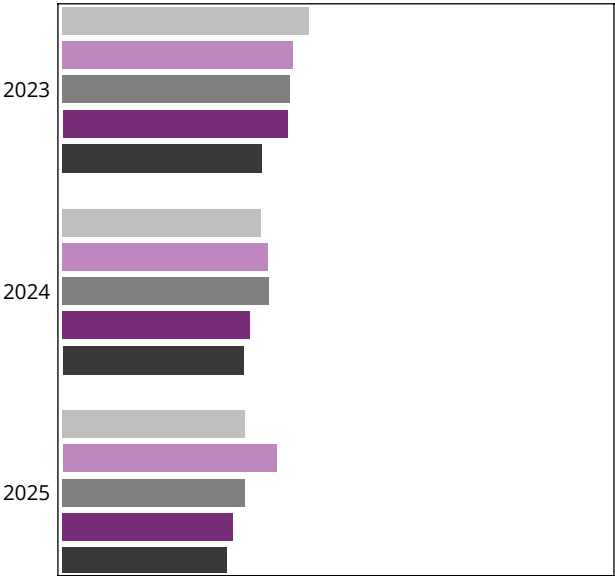
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$1,377,115	\$1,185,077	\$1,104,294
Week 28	\$1,278,551	\$1,292,751	\$1,314,439
Week 29	\$1,269,993	\$1,187,525	\$1,120,896
Week 30	\$1,282,743	\$1,069,508	\$1,041,274
Week 31	\$1,149,024	\$1,037,976	\$1,011,896
Total	\$6,357,426	\$5,772,837	\$5,592,799

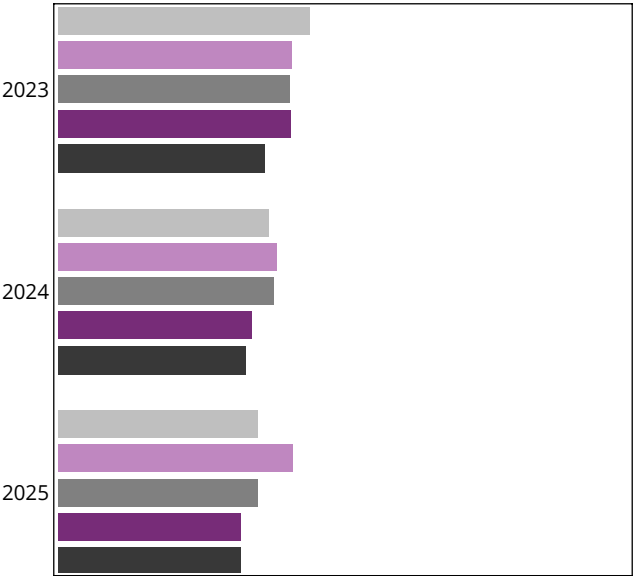
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



		2023	2024	2025
	Week 27	80,990	65,462	60,198
	Week 28	75,766	67,746	70,428
	Week 29	74,870	68,050	60,167
	Week 30	74,053	61,776	56,094
	Week 31	65,765	59,566	54,102
	Total	371,444	322,600	300,989

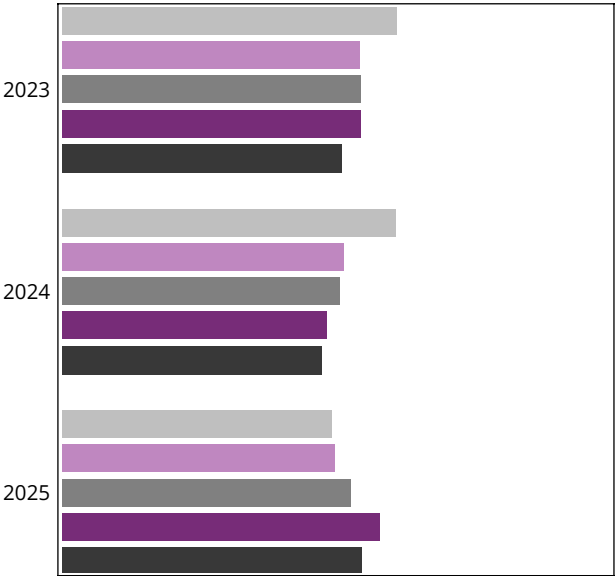
Value Sold (in millions of dollars)



		2023	2024	2025
	Week 27	\$1,369,641	\$1,147,340	\$1,086,588
	Week 28	\$1,269,391	\$1,189,873	\$1,278,954
	Week 29	\$1,260,996	\$1,172,918	\$1,087,707
	Week 30	\$1,263,515	\$1,051,835	\$993,395
	Week 31	\$1,124,588	\$1,019,318	\$992,303
	Total	\$6,288,131	\$5,581,283	\$5,438,947

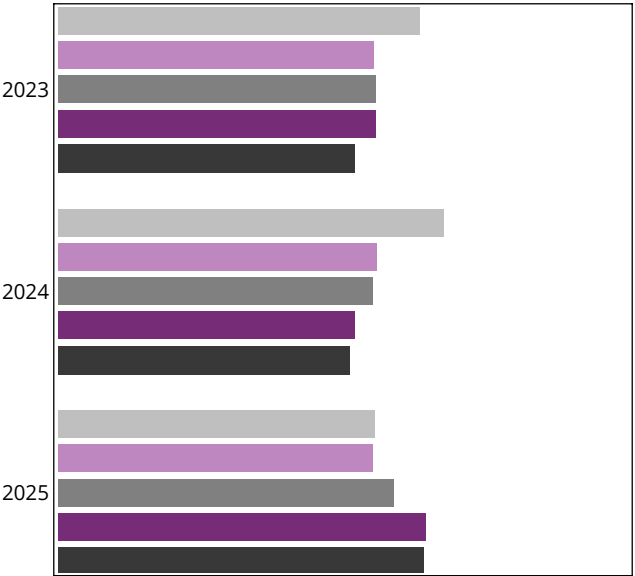
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	53,775	53,680	43,294
Week 28	47,920	45,331	43,843
Week 29	48,028	44,661	46,495
Week 30	48,103	42,580	51,072
Week 31	44,910	41,698	48,234
Total	242,736	227,950	232,938

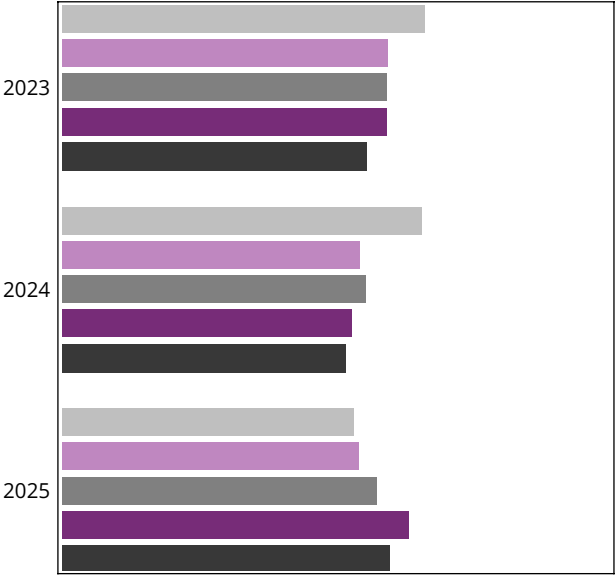
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$1,111,452	\$1,185,123	\$972,169
Week 28	\$969,103	\$978,391	\$966,556
Week 29	\$976,031	\$968,110	\$1,031,902
Week 30	\$977,126	\$912,468	\$1,130,919
Week 31	\$910,555	\$895,422	\$1,125,013
Total	\$4,944,267	\$4,939,514	\$5,226,559

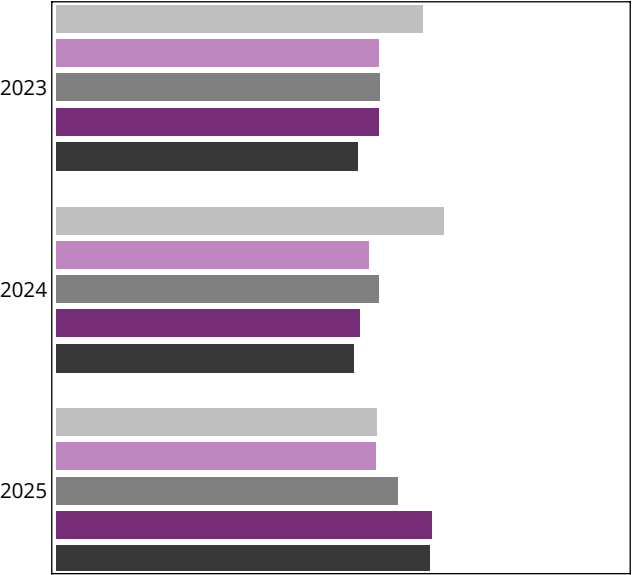
Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	53,017	52,532	42,649
Week 28	47,672	43,574	43,345
Week 29	47,486	44,425	45,966
Week 30	47,495	42,369	50,707
Week 31	44,480	41,477	47,863
Total	240,150	224,377	230,530

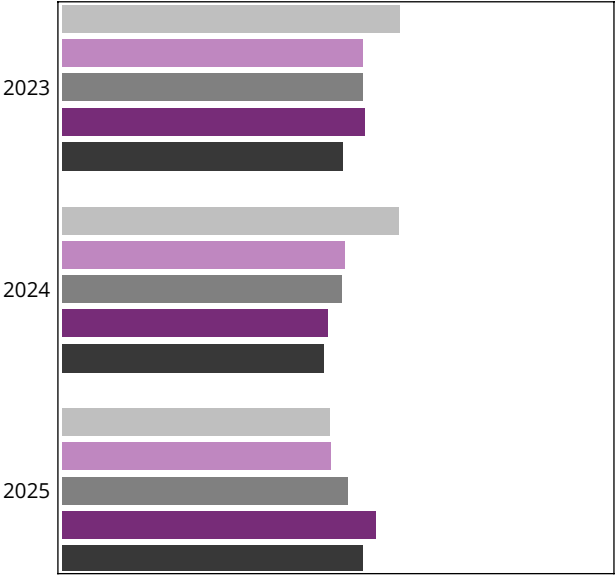
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$1,095,784	\$1,157,628	\$955,765
Week 28	\$963,420	\$933,360	\$955,510
Week 29	\$965,337	\$962,939	\$1,019,752
Week 30	\$963,021	\$907,746	\$1,120,998
Week 31	\$901,324	\$889,755	\$1,116,258
Total	\$4,888,886	\$4,851,428	\$5,168,283

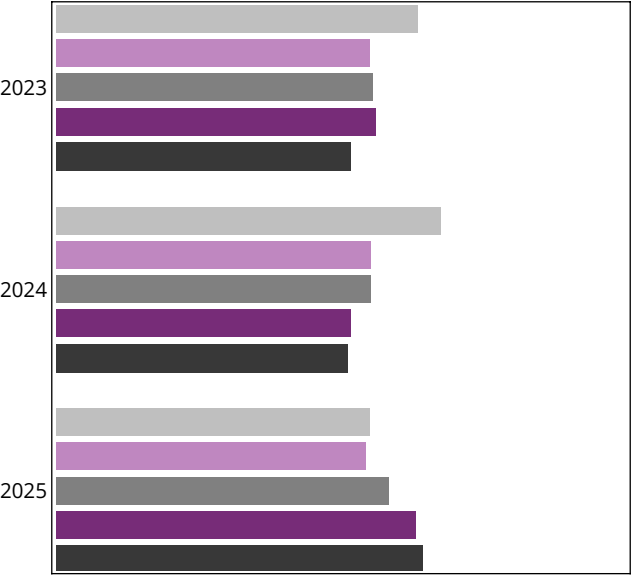
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	52,408	52,300	41,598
Week 28	46,669	43,836	41,773
Week 29	46,637	43,445	44,372
Week 30	47,083	41,326	48,671
Week 31	43,657	40,648	46,733
Total	236,454	221,555	223,147

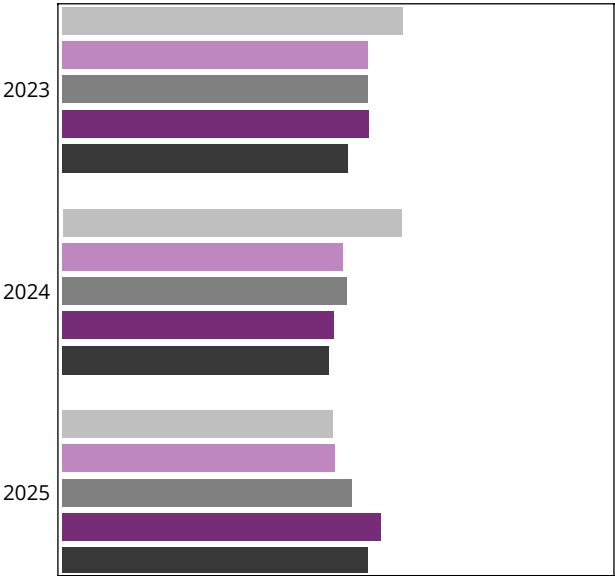
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$1,079,254	\$1,149,779	\$935,739
Week 28	\$934,843	\$938,168	\$925,117
Week 29	\$944,507	\$938,623	\$993,035
Week 30	\$953,160	\$880,807	\$1,074,628
Week 31	\$880,215	\$870,606	\$1,094,176
Total	\$4,791,979	\$4,777,983	\$5,022,696

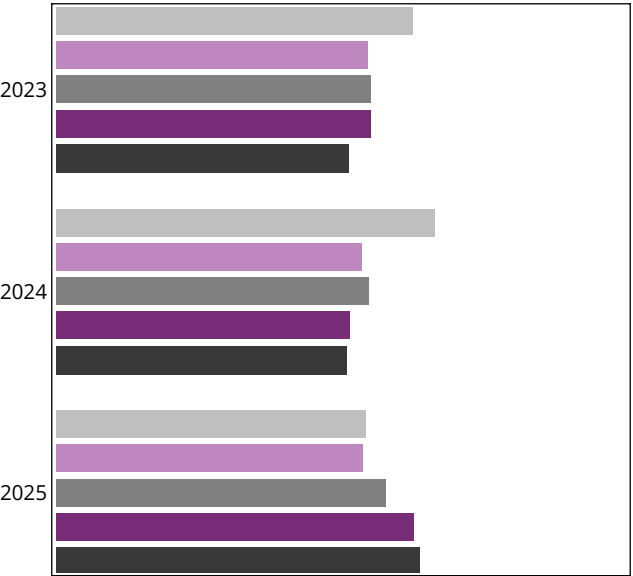
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	51,669	51,452	41,105
Week 28	46,432	42,598	41,325
Week 29	46,426	43,235	43,946
Week 30	46,549	41,134	48,367
Week 31	43,328	40,462	46,380
Total	234,404	218,881	221,123

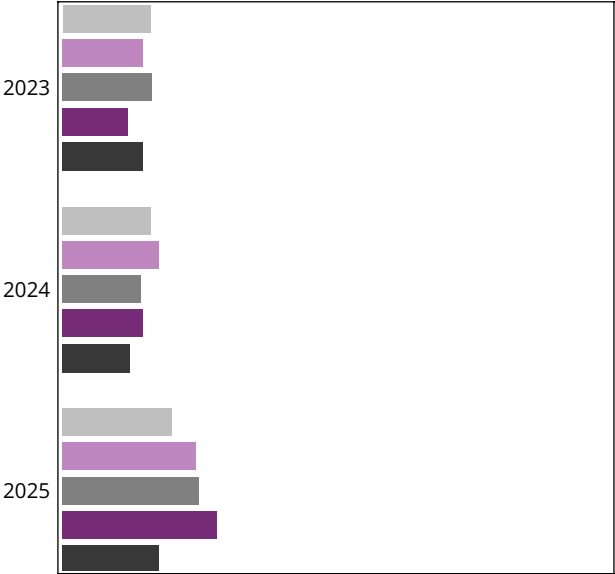
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$1,064,002	\$1,131,711	\$925,487
Week 28	\$929,482	\$911,171	\$915,757
Week 29	\$939,902	\$934,468	\$983,561
Week 30	\$940,620	\$876,934	\$1,067,974
Week 31	\$873,159	\$866,889	\$1,085,936
Total	\$4,747,165	\$4,721,173	\$4,978,715

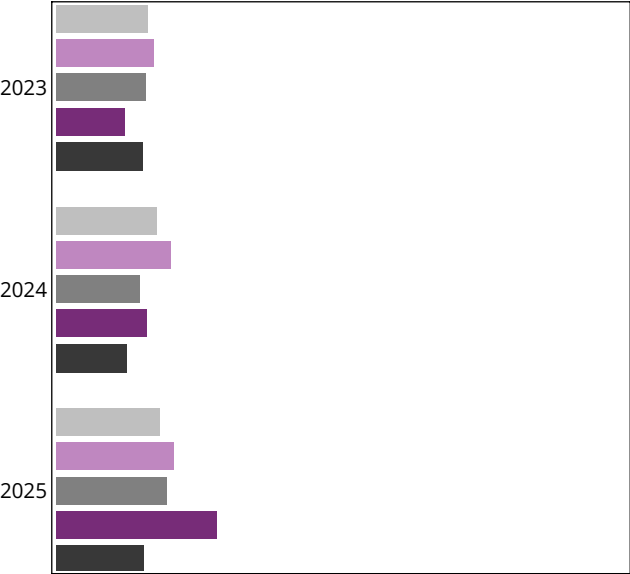
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 27	1,367	1,380	1,696
Week 28	1,251	1,495	2,070
Week 29	1,391	1,216	2,123
Week 30	1,020	1,254	2,401
Week 31	1,253	1,050	1,501
Total	6,282	6,395	9,791

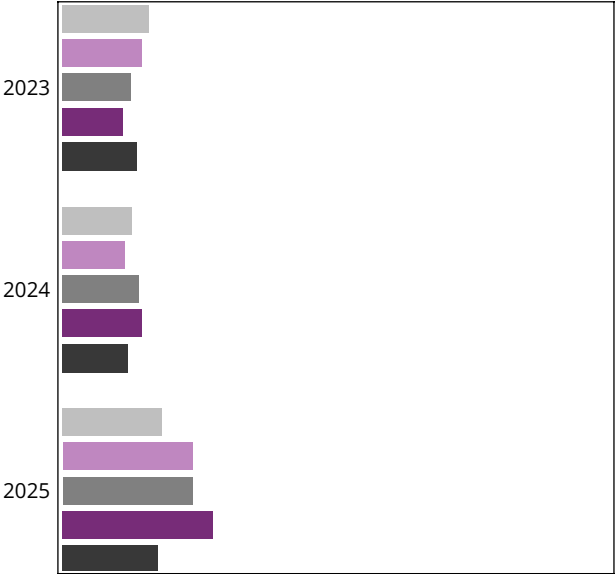
Value Sold (in millions of dollars)



	2023	2024	2025
Week 27	\$32,197	\$35,344	\$36,430
Week 28	\$34,260	\$40,223	\$41,439
Week 29	\$31,524	\$29,487	\$38,867
Week 30	\$23,966	\$31,661	\$56,291
Week 31	\$30,341	\$24,817	\$30,837
Total	\$152,288	\$161,531	\$203,863

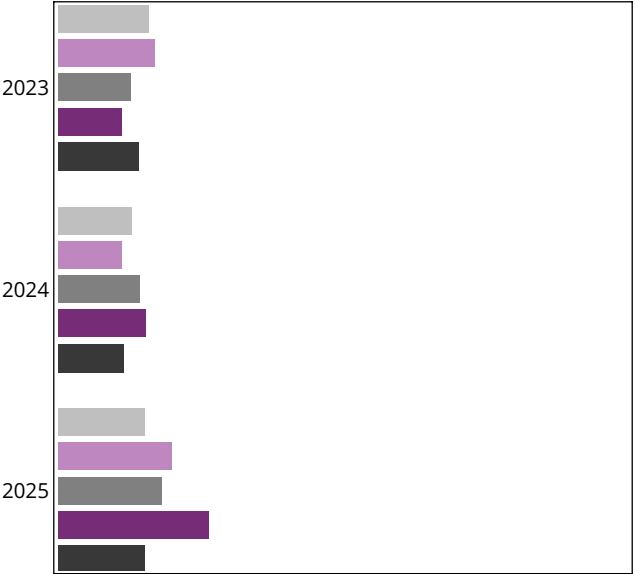
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 27	1,348	1,080	1,544
Week 28	1,240	976	2,020
Week 29	1,060	1,190	2,020
Week 30	946	1,235	2,340
Week 31	1,152	1,015	1,483
Total	5,746	5,496	9,407

Value Sold (in millions of dollars)



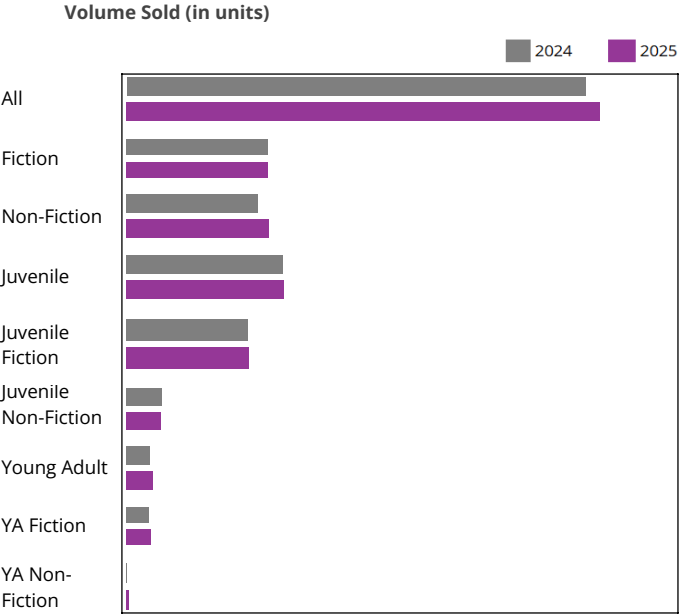
	2023	2024	2025
Week 27	\$31,782	\$25,917	\$30,278
Week 28	\$33,938	\$22,189	\$39,754
Week 29	\$25,435	\$28,471	\$36,191
Week 30	\$22,402	\$30,812	\$53,024
Week 31	\$28,165	\$22,866	\$30,322
Total	\$141,722	\$130,255	\$189,568

Year-to-Date Comparisons

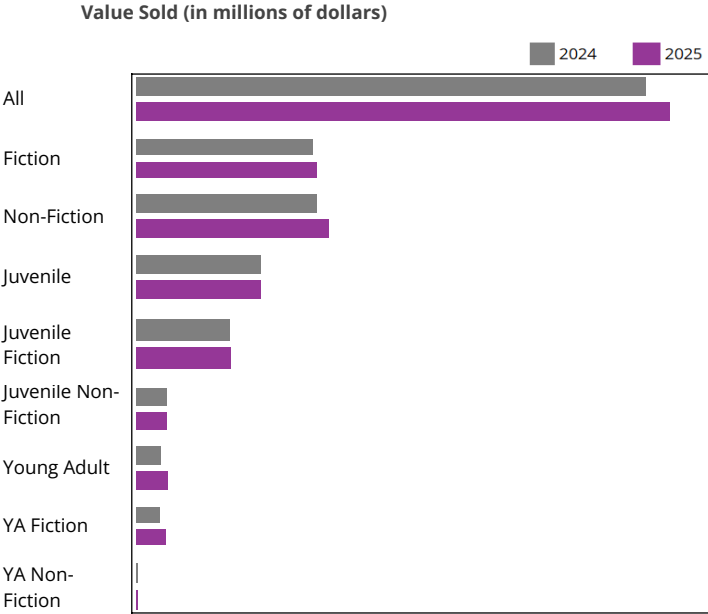
Week-ending dates:

	2024	2025
Week 31	2024-08-04	2025-08-03

All Market

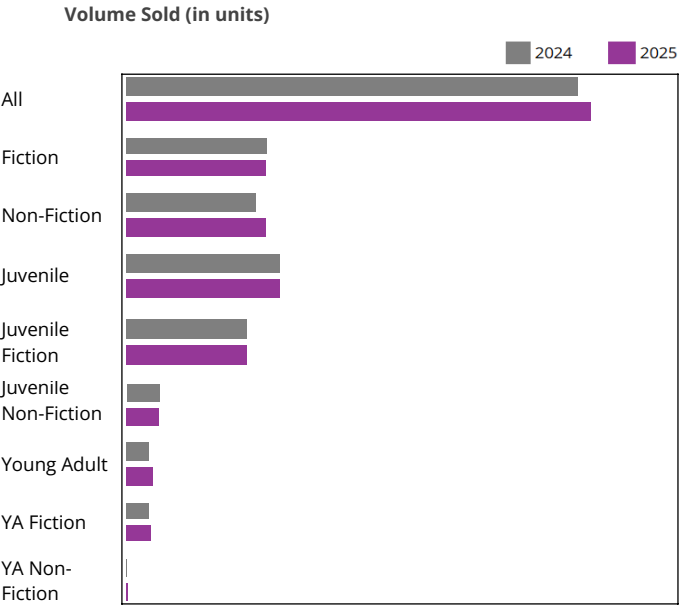


	2024	2025
All	25,180,337	25,969,089
Fiction	7,749,412	7,754,543
Non-Fiction	7,233,768	7,792,125
Juvenile	8,600,735	8,618,012
Juvenile Fiction	6,673,454	6,742,179
Juvenile Non-Fiction	1,927,281	1,875,833
Young Adult (YA)	1,276,761	1,473,412
YA Fiction	1,225,941	1,362,074
YA Non-Fiction	50,820	111,338

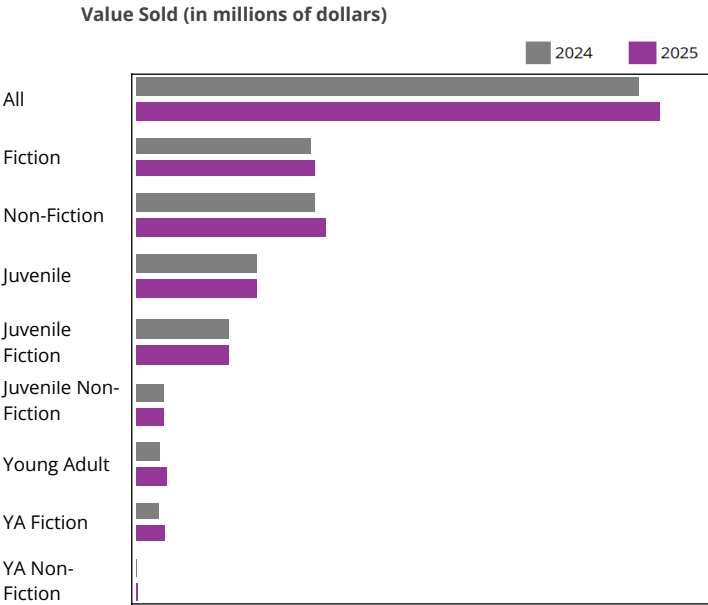


	2024	2025
All	\$582,194,302	\$608,672,614
Fiction	\$201,032,351	\$206,189,561
Non-Fiction	\$206,579,272	\$220,041,051
Juvenile	\$141,664,164	\$141,893,891
Juvenile Fiction	\$107,243,651	\$107,521,274
Juvenile Non-Fiction	\$34,420,513	\$34,372,617
Young Adult (YA)	\$27,884,109	\$35,642,859
YA Fiction	\$26,482,672	\$33,471,290
YA Non-Fiction	\$1,401,438	\$2,171,569

Ring Fence



	2024	2025
All	24,792,462	25,470,543
Fiction	7,701,537	7,661,418
Non-Fiction	7,114,913	7,643,442
Juvenile	8,404,818	8,397,739
Juvenile Fiction	6,594,428	6,624,434
Juvenile Non-Fiction	1,810,390	1,773,305
Young Adult (YA)	1,256,679	1,448,236
YA Fiction	1,214,120	1,345,043
YA Non-Fiction	42,559	103,193



	2024	2025
All	\$573,347,290	\$597,220,507
Fiction	\$199,825,869	\$203,724,041
Non-Fiction	\$203,849,814	\$216,481,946
Juvenile	\$137,463,984	\$137,359,806
Juvenile Fiction	\$105,866,702	\$105,485,900
Juvenile Non-Fiction	\$31,597,282	\$31,873,905
Young Adult (YA)	\$27,246,265	\$34,888,879
YA Fiction	\$26,220,583	\$33,059,088
YA Non-Fiction	\$1,025,681	\$1,829,791

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