

SalesData Market Report: August, 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 August 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.

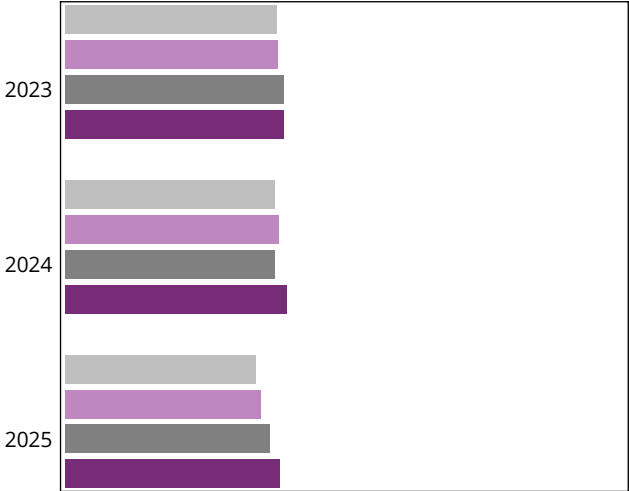
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 32	2023-08-13	2024-08-11	2025-08-10
Week 33	2023-08-20	2024-08-18	2025-08-17
Week 34	2023-08-27	2024-08-25	2025-08-24
Week 35	2023-09-03	2024-09-01	2025-08-31

Month-to-Month Comparisons

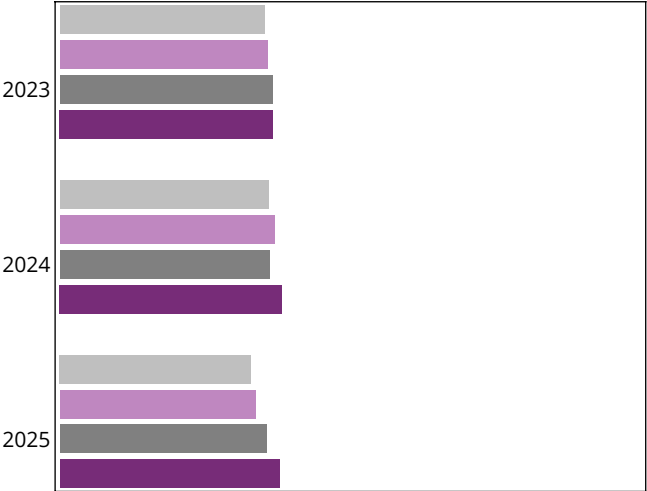
All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	834,640	825,866	749,771
Week 33	838,503	840,885	770,038
Week 34	859,404	827,186	805,029
Week 35	859,505	873,598	845,974
Total	3,392,052	3,367,535	3,170,812

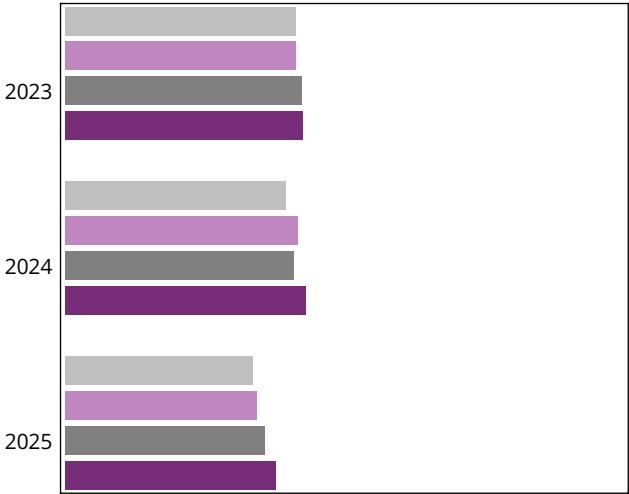
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$18,327,505	\$18,642,507	\$17,107,775
Week 33	\$18,561,093	\$19,207,934	\$17,499,022
Week 34	\$19,007,370	\$18,786,672	\$18,478,208
Week 35	\$19,057,577	\$19,883,832	\$19,682,491
Total	\$74,953,546	\$76,520,945	\$72,767,496

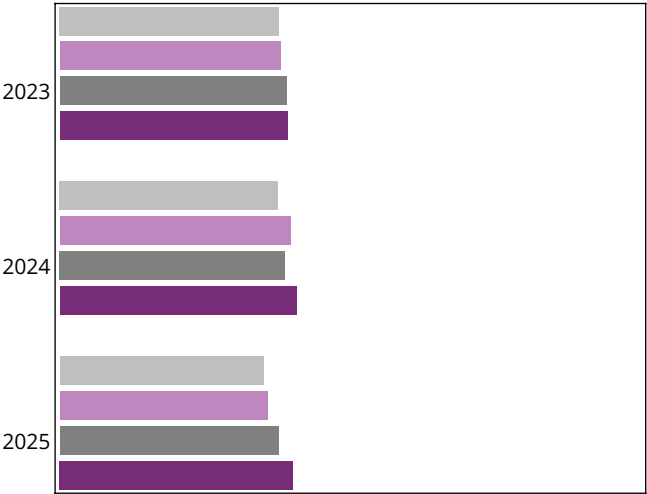
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	826,697	790,867	737,628
Week 33	825,018	834,070	755,839
Week 34	848,527	819,284	785,942
Week 35	850,695	859,736	827,522
Total	3,350,937	3,303,957	3,106,931

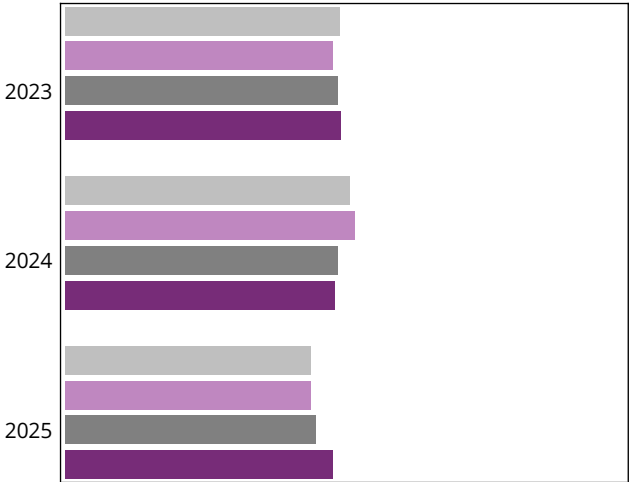
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$18,113,267	\$18,023,398	\$16,815,936
Week 33	\$18,244,538	\$19,034,556	\$17,147,845
Week 34	\$18,719,097	\$18,593,883	\$18,043,489
Week 35	\$18,817,354	\$19,523,835	\$19,245,217
Total	\$73,894,257	\$75,175,672	\$71,252,487

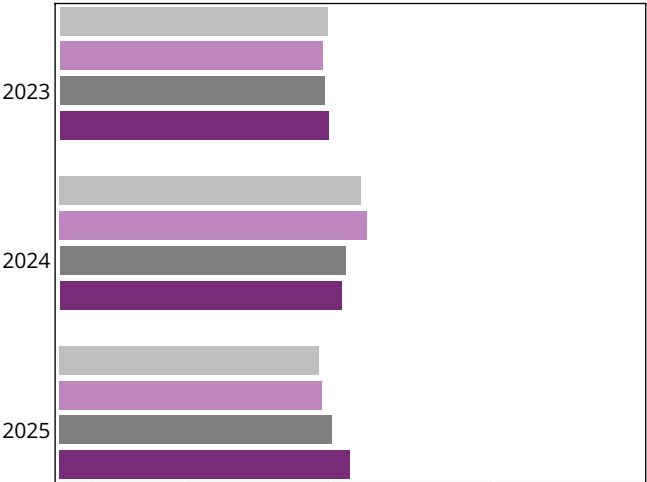
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	275,610	284,898	245,928
Week 33	267,853	290,196	246,448
Week 34	273,523	273,063	251,319
Week 35	275,915	270,276	268,208
Total	1,092,901	1,118,433	1,011,903

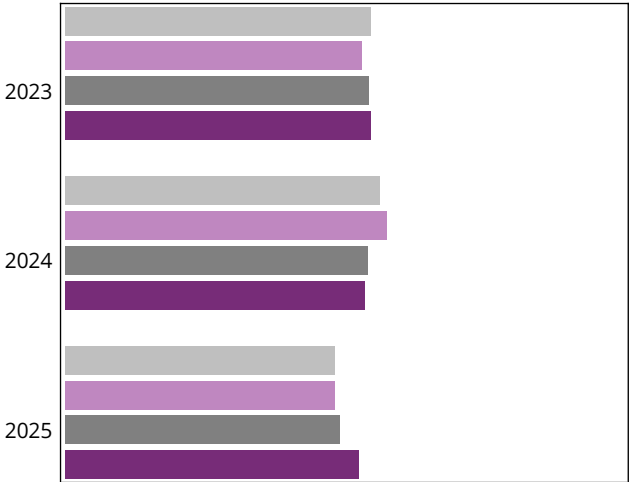
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$6,542,485	\$7,354,304	\$6,336,315
Week 33	\$6,420,698	\$7,501,138	\$6,408,527
Week 34	\$6,473,927	\$6,971,991	\$6,652,647
Week 35	\$6,563,202	\$6,876,370	\$7,092,964
Total	\$26,000,311	\$28,703,803	\$26,490,452

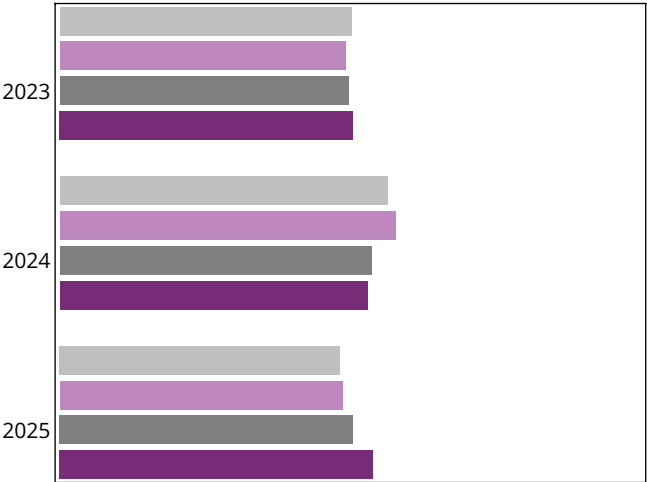
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	273,231	281,958	241,453
Week 33	265,232	288,177	241,542
Week 34	271,387	271,072	245,875
Week 35	273,960	268,269	262,863
Total	1,083,810	1,109,476	991,733

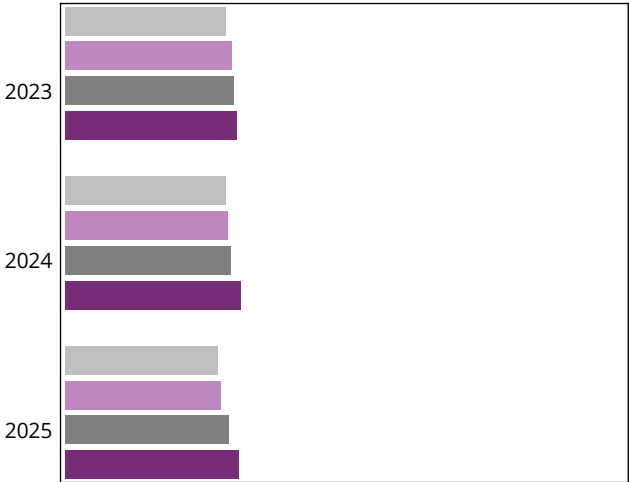
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$6,469,464	\$7,278,045	\$6,215,747
Week 33	\$6,341,092	\$7,447,674	\$6,276,382
Week 34	\$6,411,297	\$6,918,885	\$6,508,446
Week 35	\$6,505,647	\$6,823,883	\$6,953,042
Total	\$25,727,501	\$28,468,486	\$25,953,617

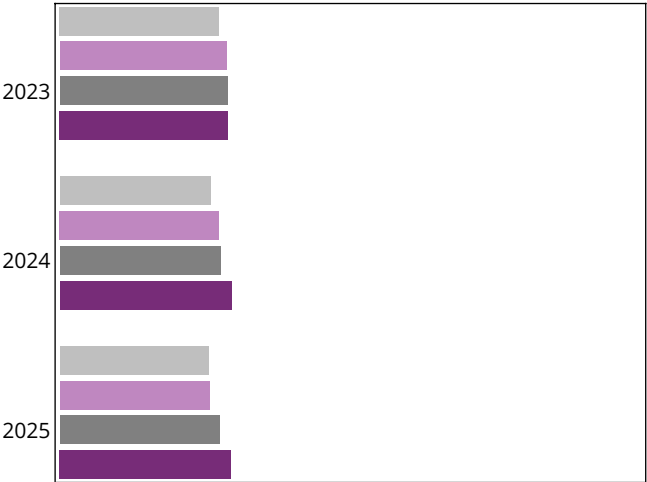
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	224,907	224,125	213,013
Week 33	233,056	227,543	216,572
Week 34	235,118	231,199	228,510
Week 35	239,043	245,123	242,753
Total	932,124	927,990	900,848

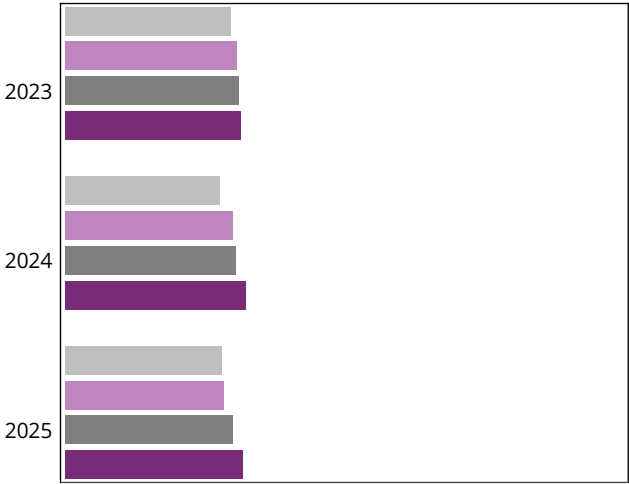
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$6,301,952	\$5,975,059	\$5,885,856
Week 33	\$6,599,333	\$6,294,985	\$5,923,641
Week 34	\$6,637,870	\$6,353,479	\$6,321,889
Week 35	\$6,652,821	\$6,802,750	\$6,769,045
Total	\$26,191,977	\$25,426,273	\$24,900,430

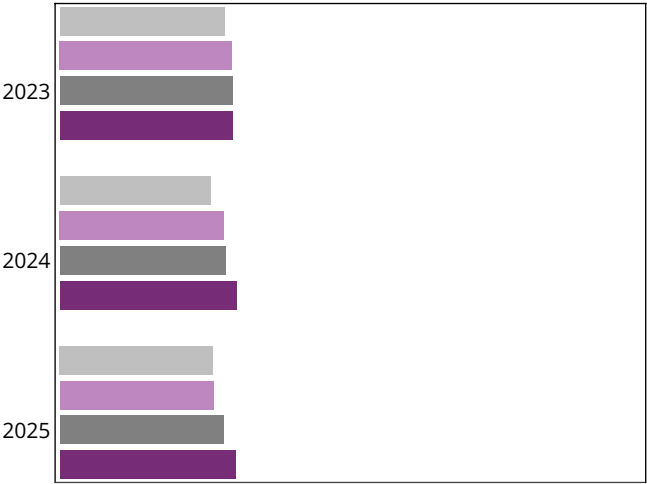
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	222,692	207,209	209,862
Week 33	230,420	225,128	212,745
Week 34	232,403	228,832	224,509
Week 35	235,889	241,861	238,988
Total	921,404	903,030	886,104

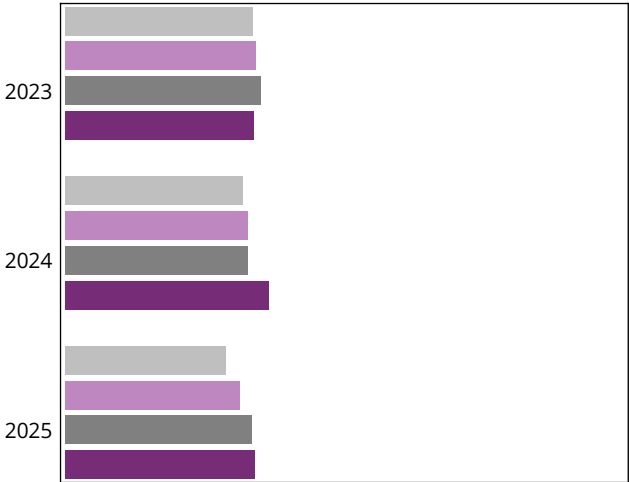
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$6,226,767	\$5,692,208	\$5,795,011
Week 33	\$6,513,131	\$6,219,403	\$5,805,902
Week 34	\$6,546,052	\$6,275,269	\$6,198,294
Week 35	\$6,545,733	\$6,682,482	\$6,658,919
Total	\$25,831,684	\$24,869,362	\$24,458,126

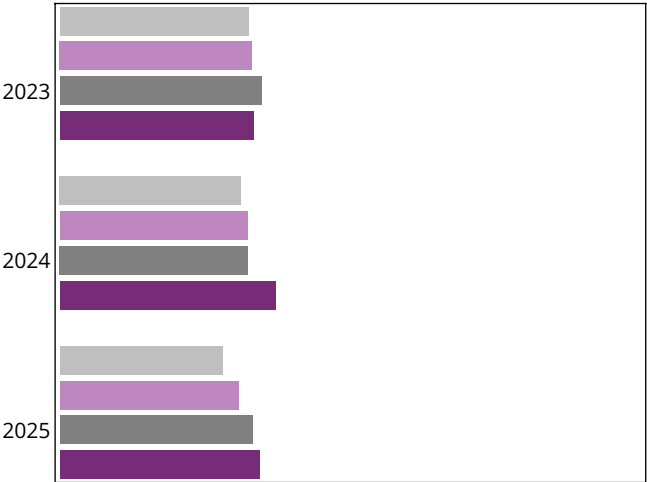
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	275,734	260,113	235,877
Week 33	279,639	268,137	256,814
Week 34	287,581	267,687	274,477
Week 35	277,491	299,313	278,469
Total	1,120,445	1,095,250	1,045,637

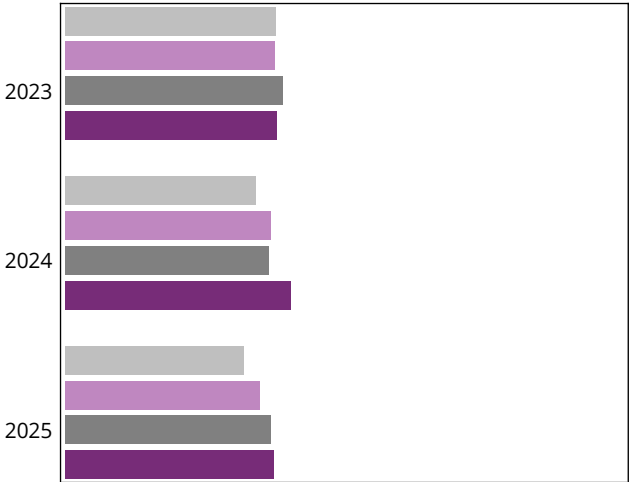
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$4,384,304	\$4,212,084	\$3,774,775
Week 33	\$4,462,857	\$4,354,337	\$4,152,084
Week 34	\$4,688,579	\$4,368,969	\$4,478,725
Week 35	\$4,503,567	\$5,007,540	\$4,640,956
Total	\$18,039,307	\$17,942,930	\$17,046,541

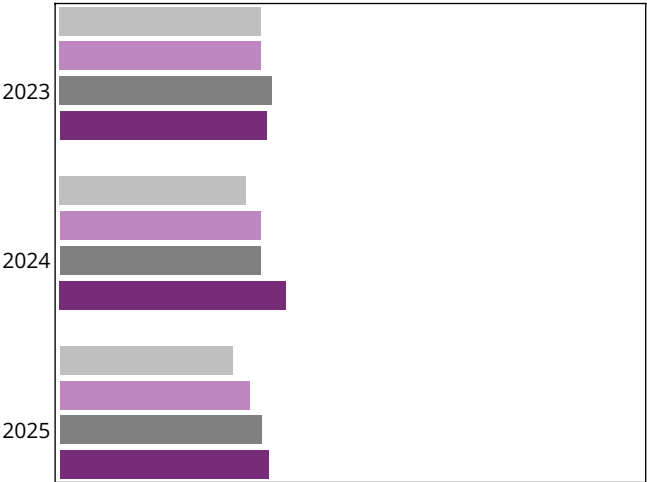
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	272,813	247,249	232,328
Week 33	271,923	266,206	252,645
Week 34	281,953	264,600	266,220
Week 35	274,305	292,457	270,833
Total	1,100,994	1,070,512	1,022,026

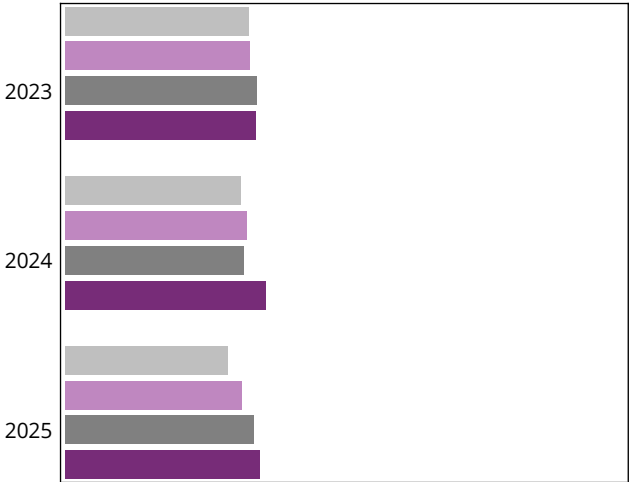
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$4,327,829	\$4,002,374	\$3,711,529
Week 33	\$4,324,530	\$4,319,170	\$4,075,266
Week 34	\$4,563,815	\$4,317,651	\$4,336,055
Week 35	\$4,441,322	\$4,860,746	\$4,492,792
Total	\$17,657,495	\$17,499,941	\$16,615,642

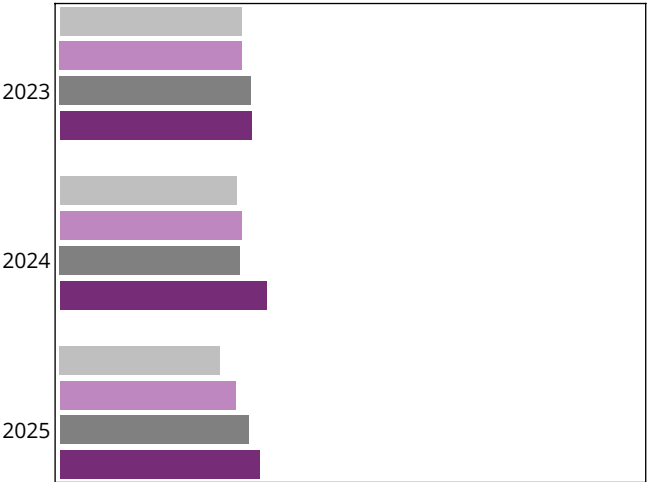
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	206,748	198,581	183,043
Week 33	208,336	204,777	198,841
Week 34	216,394	201,490	212,497
Week 35	214,431	226,661	219,828
Total	845,909	831,509	814,209

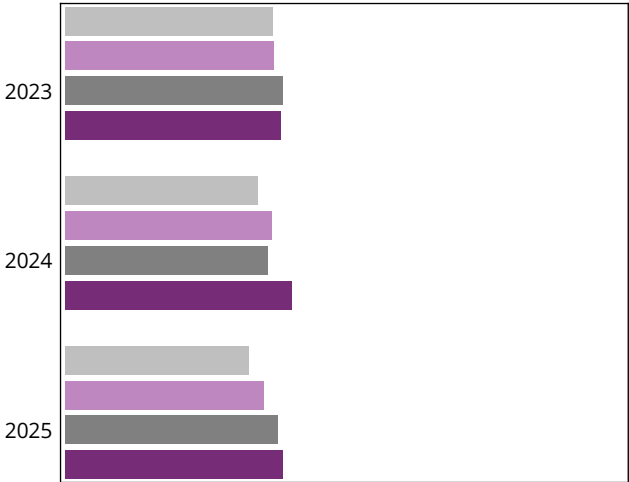
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$3,216,728	\$3,131,283	\$2,840,136
Week 33	\$3,231,330	\$3,222,886	\$3,118,142
Week 34	\$3,389,847	\$3,195,758	\$3,338,086
Week 35	\$3,395,731	\$3,666,538	\$3,543,780
Total	\$13,233,636	\$13,216,466	\$12,840,144

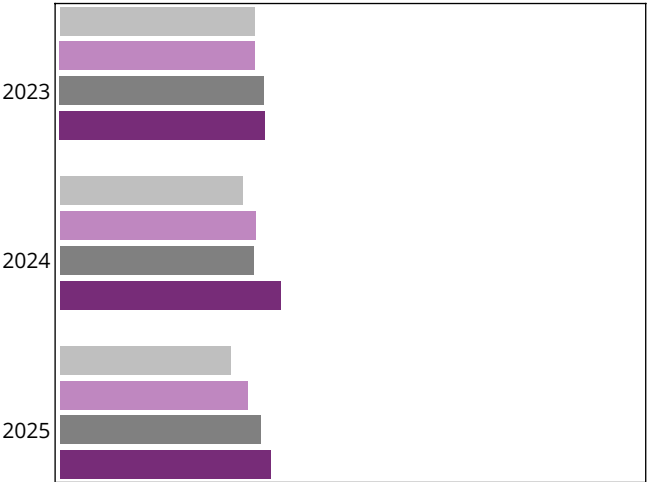
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	204,603	189,404	180,314
Week 33	205,543	203,374	195,852
Week 34	213,855	199,535	208,990
Week 35	212,215	223,361	214,616
Total	836,216	815,674	799,772

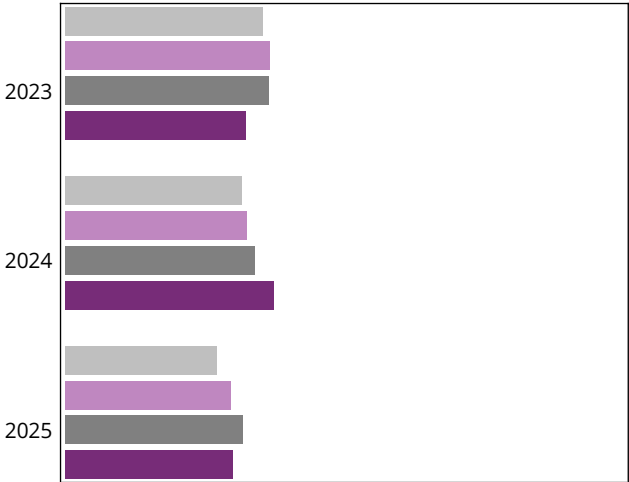
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$3,178,080	\$2,981,156	\$2,792,676
Week 33	\$3,191,791	\$3,198,290	\$3,067,703
Week 34	\$3,338,524	\$3,162,267	\$3,281,994
Week 35	\$3,351,221	\$3,604,496	\$3,448,942
Total	\$13,059,617	\$12,946,209	\$12,591,315

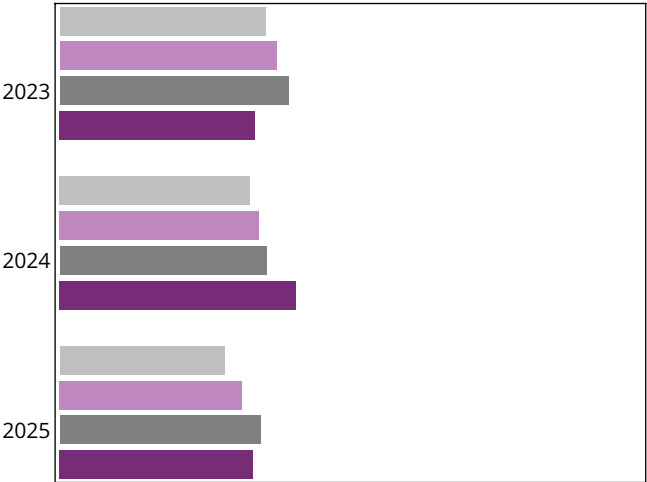
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	68,986	61,532	52,834
Week 33	71,303	63,360	57,973
Week 34	71,187	66,197	61,980
Week 35	63,060	72,652	58,641
Total	274,536	263,741	231,428

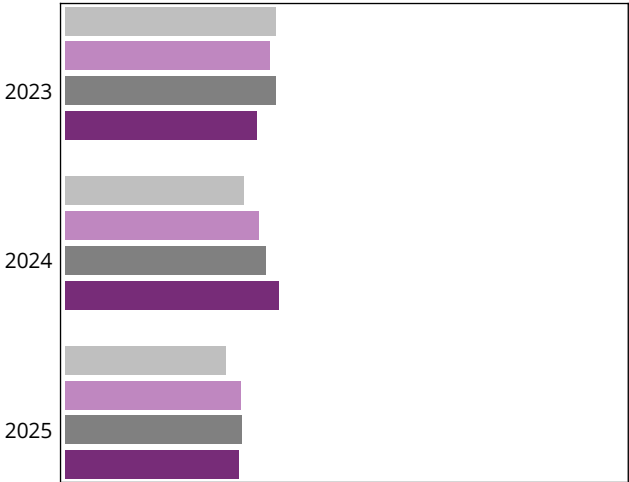
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$1,167,575	\$1,080,800	\$934,640
Week 33	\$1,231,527	\$1,131,451	\$1,033,942
Week 34	\$1,298,732	\$1,173,211	\$1,140,639
Week 35	\$1,107,837	\$1,341,002	\$1,097,176
Total	\$4,805,671	\$4,726,464	\$4,206,397

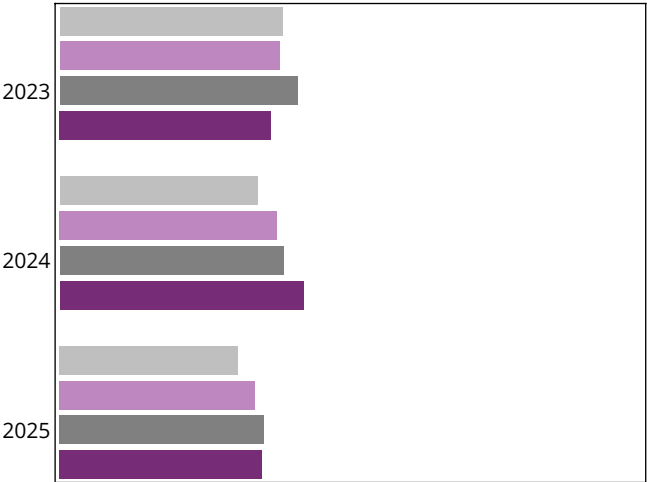
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	68,210	57,845	52,014
Week 33	66,380	62,832	56,793
Week 34	68,098	65,065	57,230
Week 35	62,090	69,096	56,217
Total	264,778	254,838	222,254

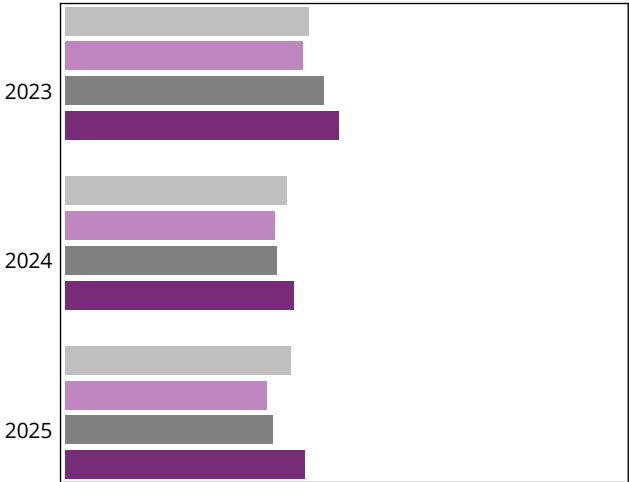
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$1,149,748	\$1,021,218	\$918,852
Week 33	\$1,132,738	\$1,120,880	\$1,007,563
Week 34	\$1,225,291	\$1,155,384	\$1,054,061
Week 35	\$1,090,101	\$1,256,250	\$1,043,850
Total	\$4,597,878	\$4,553,732	\$4,024,327

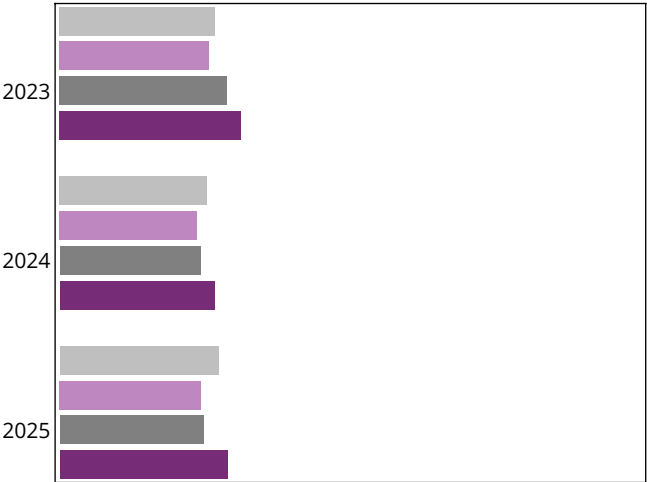
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	45,786	41,724	42,330
Week 33	44,604	39,314	37,947
Week 34	48,640	39,691	38,966
Week 35	51,391	42,956	44,955
Total	190,421	163,685	164,198

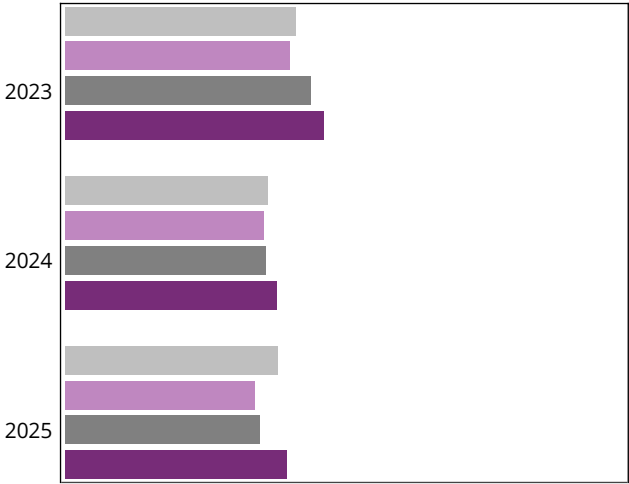
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$934,820	\$885,400	\$954,794
Week 33	\$897,952	\$826,411	\$850,573
Week 34	\$1,005,863	\$847,631	\$866,069
Week 35	\$1,090,532	\$930,274	\$1,010,777
Total	\$3,929,168	\$3,489,715	\$3,682,212

Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	45,466	39,875	41,886
Week 33	44,191	39,024	37,276
Week 34	48,359	39,472	38,254
Week 35	51,004	41,691	43,559
Total	189,020	160,062	160,975

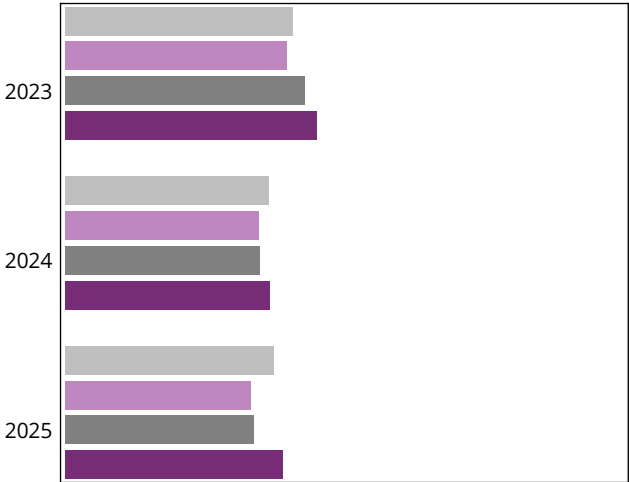
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$927,579	\$840,848	\$944,857
Week 33	\$887,646	\$820,195	\$835,419
Week 34	\$999,194	\$842,862	\$848,359
Week 35	\$1,080,816	\$895,364	\$976,892
Total	\$3,895,235	\$3,399,269	\$3,605,528

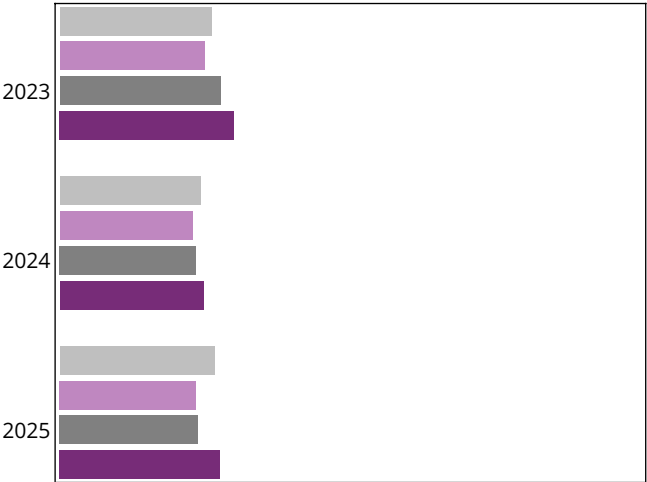
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	44,885	40,096	41,096
Week 33	43,566	38,053	36,512
Week 34	47,125	38,406	37,223
Week 35	49,623	40,364	42,837
Total	185,199	156,919	157,668

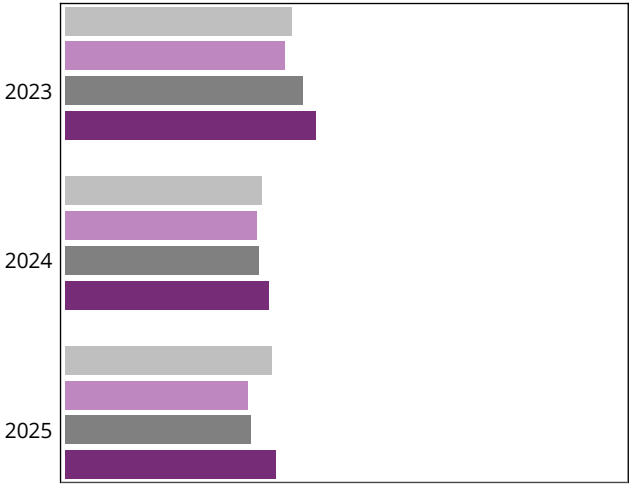
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$913,425	\$847,892	\$930,094
Week 33	\$871,501	\$799,804	\$820,146
Week 34	\$969,109	\$820,073	\$832,213
Week 35	\$1,048,404	\$866,350	\$965,480
Total	\$3,802,438	\$3,334,119	\$3,547,932

Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	44,579	38,678	40,687
Week 33	43,184	37,819	35,881
Week 34	46,857	38,205	36,558
Week 35	49,292	40,095	41,531
Total	183,912	154,797	154,657

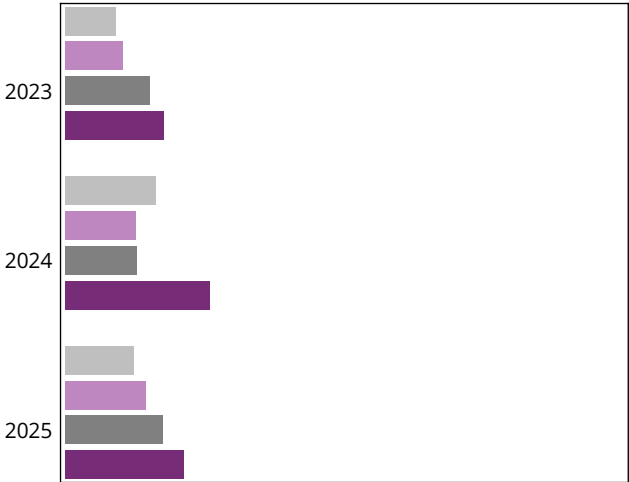
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$906,485	\$816,286	\$921,085
Week 33	\$862,826	\$794,859	\$805,921
Week 34	\$962,871	\$815,860	\$816,066
Week 35	\$1,040,473	\$859,386	\$934,904
Total	\$3,772,655	\$3,286,392	\$3,477,975

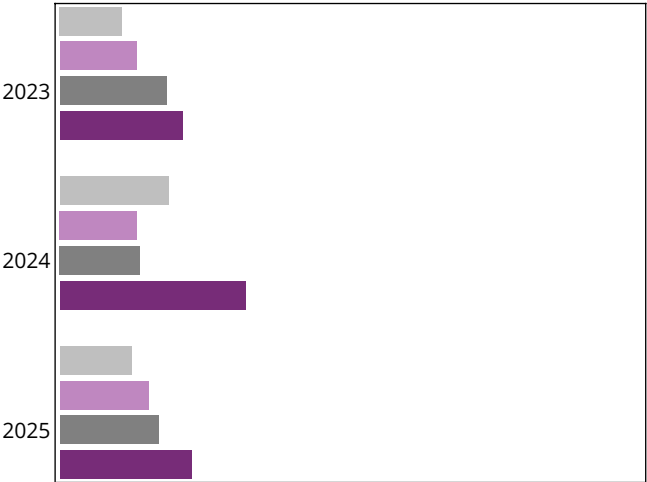
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 32	901	1,628	1,234
Week 33	1,038	1,261	1,435
Week 34	1,515	1,285	1,743
Week 35	1,768	2,592	2,118
Total	5,222	6,766	6,530

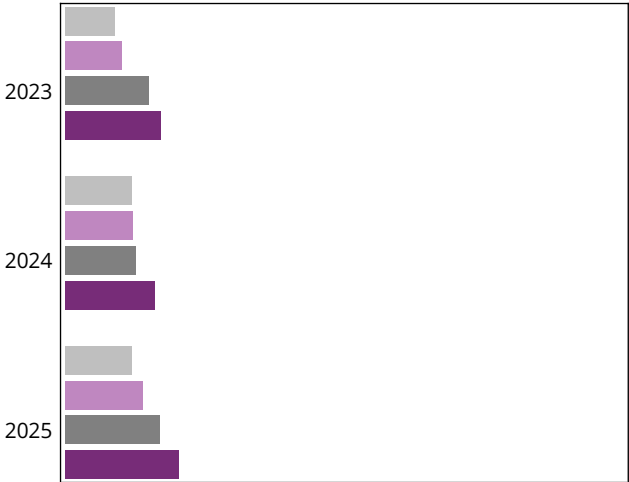
Value Sold (in millions of dollars)



	2023	2024	2025
Week 32	\$21,396	\$37,508	\$24,700
Week 33	\$26,452	\$26,606	\$30,427
Week 34	\$36,755	\$27,558	\$33,855
Week 35	\$42,128	\$63,924	\$45,297
Total	\$126,730	\$155,596	\$134,279

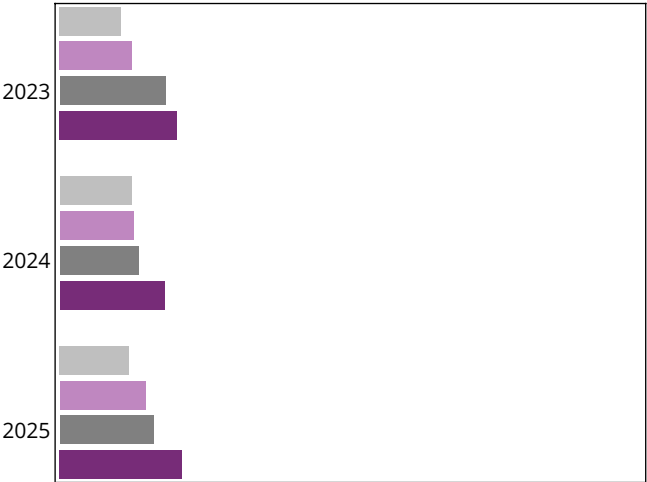
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 32	887	1,197	1,199
Week 33	1,007	1,205	1,395
Week 34	1,502	1,267	1,696
Week 35	1,712	1,596	2,028
Total	5,108	5,265	6,318

Value Sold (in millions of dollars)



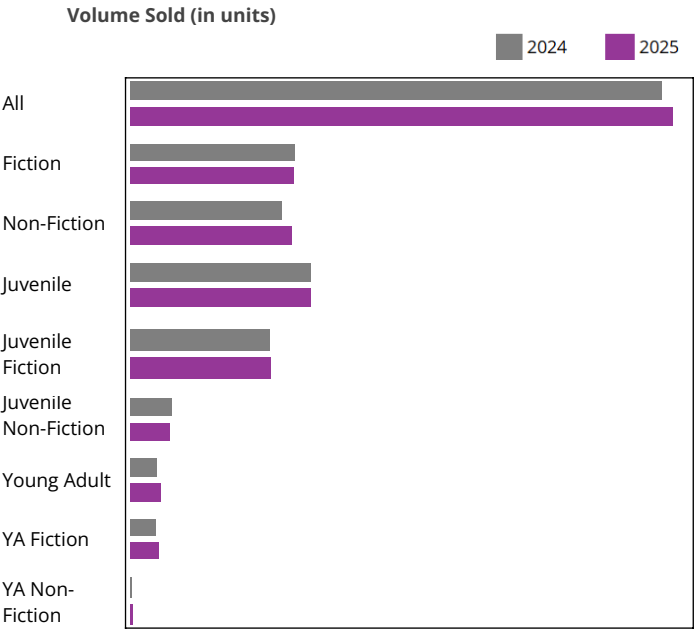
	2023	2024	2025
Week 32	\$21,094	\$24,563	\$23,773
Week 33	\$24,820	\$25,335	\$29,498
Week 34	\$36,323	\$27,001	\$32,293
Week 35	\$40,343	\$35,978	\$41,989
Total	\$122,579	\$112,877	\$127,553

Year-to-Date Comparisons

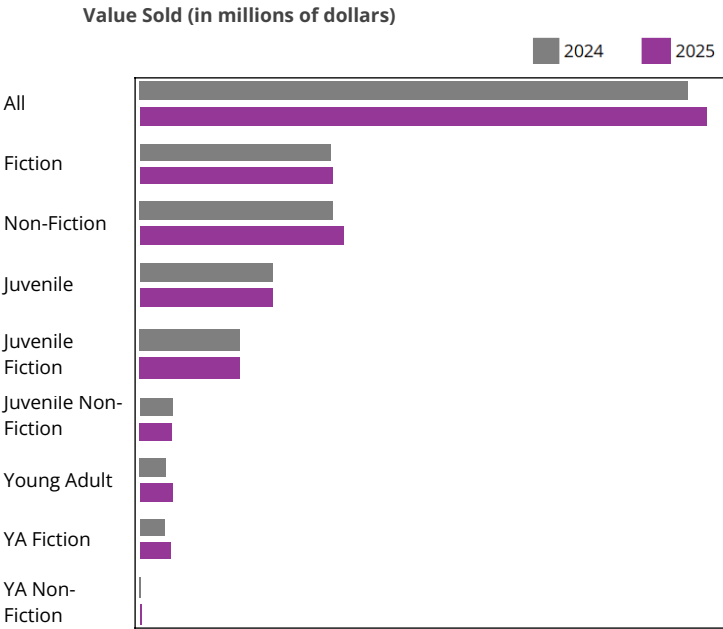
Week-ending dates:

	2024	2025
Week 35	2024-09-01	2025-08-31

All Market

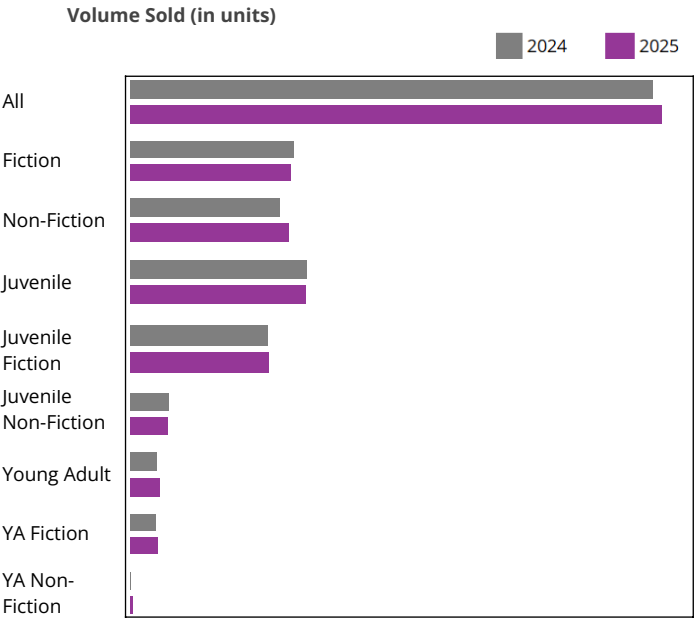


	2024	2025
All	28,550,536	29,143,587
Fiction	8,853,487	8,760,466
Non-Fiction	8,165,563	8,690,651
Juvenile	9,716,985	9,683,643
Juvenile Fiction	7,501,657	7,553,328
Juvenile Non-Fiction	2,215,328	2,130,315
Young Adult (YA)	1,439,139	1,635,540
YA Fiction	1,382,025	1,518,175
YA Non-Fiction	57,114	117,365

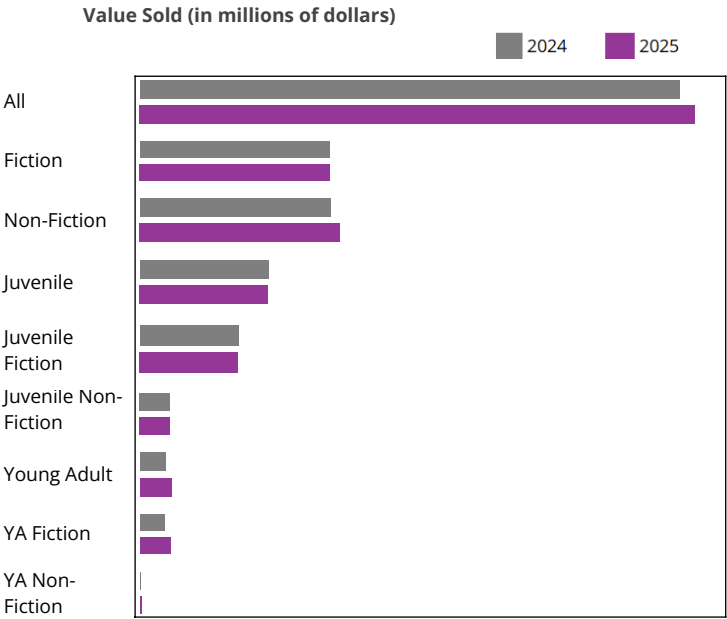


	2024	2025
All	\$660,209,654	\$682,188,004
Fiction	\$230,003,244	\$232,320,276
Non-Fiction	\$232,776,952	\$245,512,752
Juvenile	\$160,107,550	\$159,507,744
Juvenile Fiction	\$120,611,040	\$120,618,337
Juvenile Non-Fiction	\$39,496,510	\$38,889,407
Young Adult (YA)	\$31,417,965	\$39,371,518
YA Fiction	\$29,866,546	\$37,059,191
YA Non-Fiction	\$1,551,419	\$2,312,328

Ring Fence



	2024	2025
All	28,098,897	28,580,723
Fiction	8,796,797	8,647,363
Non-Fiction	8,021,332	8,526,478
Juvenile	9,496,361	9,439,568
Juvenile Fiction	7,406,823	7,421,027
Juvenile Non-Fiction	2,089,538	2,018,541
Young Adult (YA)	1,415,325	1,607,254
YA Fiction	1,368,079	1,498,327
YA Non-Fiction	47,246	108,927



	2024	2025
All	\$649,619,530	\$668,780,106
Fiction	\$228,483,205	\$229,260,439
Non-Fiction	\$229,290,197	\$241,260,322
Juvenile	\$155,370,602	\$154,438,217
Juvenile Fiction	\$118,916,278	\$118,277,689
Juvenile Non-Fiction	\$36,454,324	\$36,160,528
Young Adult (YA)	\$30,678,525	\$38,526,183
YA Fiction	\$29,552,485	\$36,576,331
YA Non-Fiction	\$1,126,039	\$1,949,852

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