

SalesData Market Report:

October, 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 October 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.

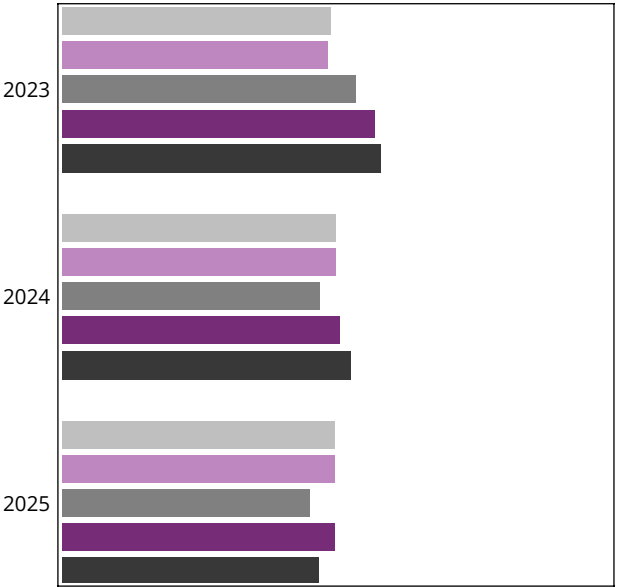
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 40	2023-10-08	2024-10-06	2025-10-05
Week 41	2023-10-15	2024-10-13	2025-10-12
Week 42	2023-10-22	2024-10-20	2025-10-19
Week 43	2023-10-29	2024-10-27	2025-10-26
Week 44	2023-11-05	2024-11-03	2025-11-02

Month-to-Month Comparisons

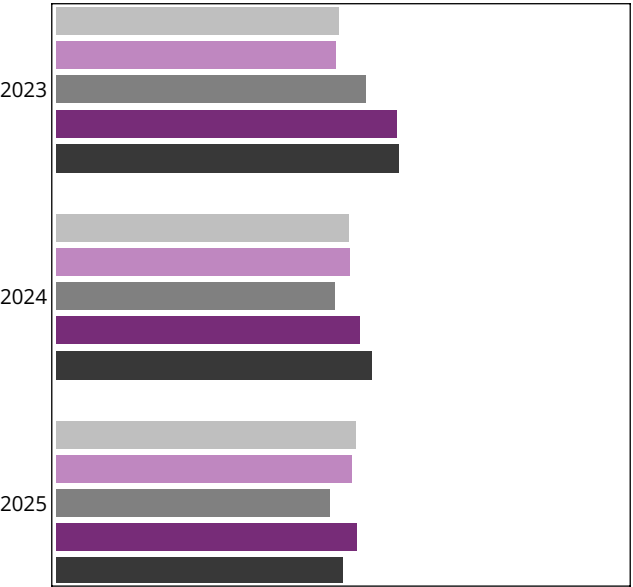
All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	843,000	861,529	856,466
Week 41	836,318	861,461	856,878
Week 42	923,592	810,761	777,495
Week 43	982,884	873,421	856,128
Week 44	1,001,876	908,551	807,047
Total	4,587,670	4,315,723	4,154,014

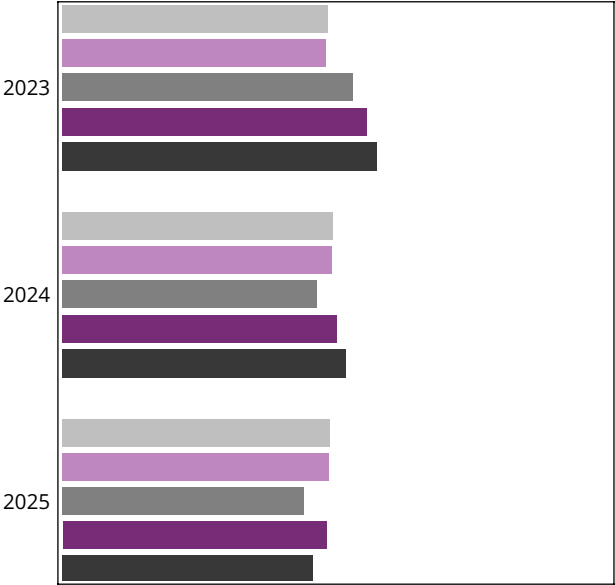
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$19,849,081	\$20,525,520	\$21,031,408
Week 41	\$19,671,589	\$20,638,374	\$20,773,038
Week 42	\$21,762,827	\$19,587,061	\$19,229,160
Week 43	\$23,907,007	\$21,342,267	\$21,115,288
Week 44	\$24,086,841	\$22,202,988	\$20,151,219
Total	\$109,277,344	\$104,296,211	\$102,300,113

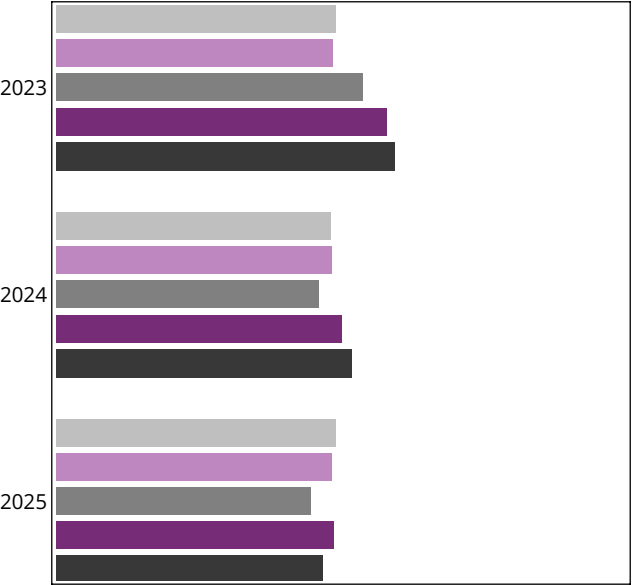
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	833,571	851,616	840,421
Week 41	828,334	848,319	837,509
Week 42	914,954	801,101	758,178
Week 43	958,576	863,065	830,221
Week 44	989,802	892,542	787,419
Total	4,525,237	4,256,643	4,053,748

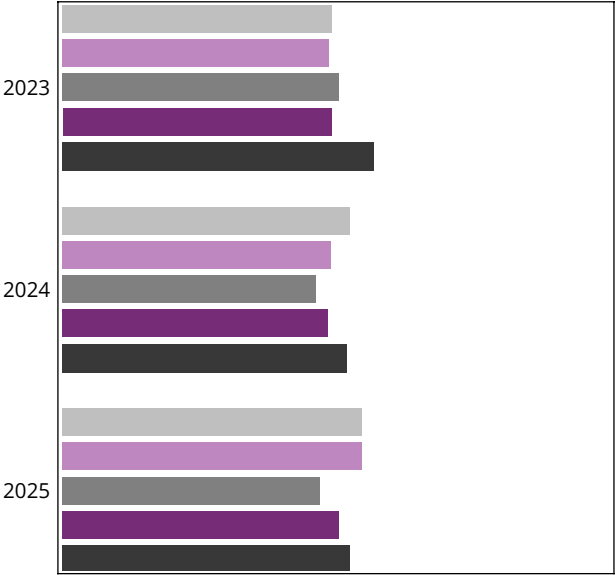
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$19,611,594	\$20,272,702	\$20,649,599
Week 41	\$19,455,359	\$20,304,261	\$20,312,801
Week 42	\$21,528,918	\$19,338,953	\$18,748,257
Week 43	\$23,228,668	\$21,078,999	\$20,448,588
Week 44	\$23,765,834	\$21,795,273	\$19,659,653
Total	\$107,590,373	\$102,790,188	\$99,818,898

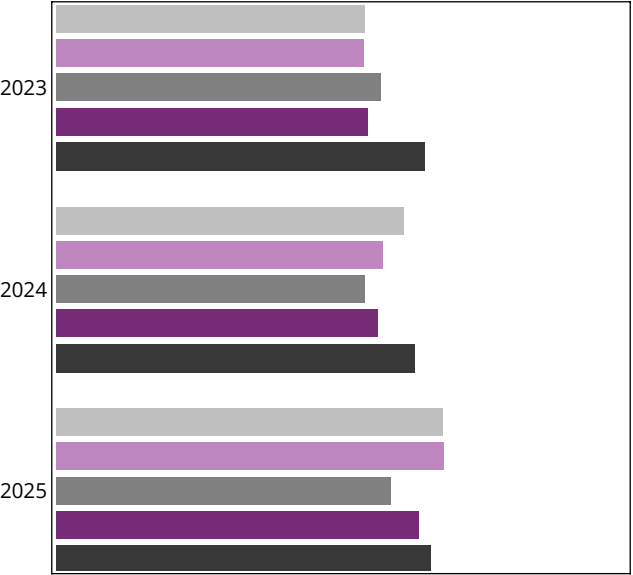
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	236,311	252,523	262,883
Week 41	233,905	235,761	263,124
Week 42	242,506	222,226	226,276
Week 43	236,098	233,239	242,674
Week 44	273,207	249,871	252,221
Total	1,222,027	1,193,620	1,247,178

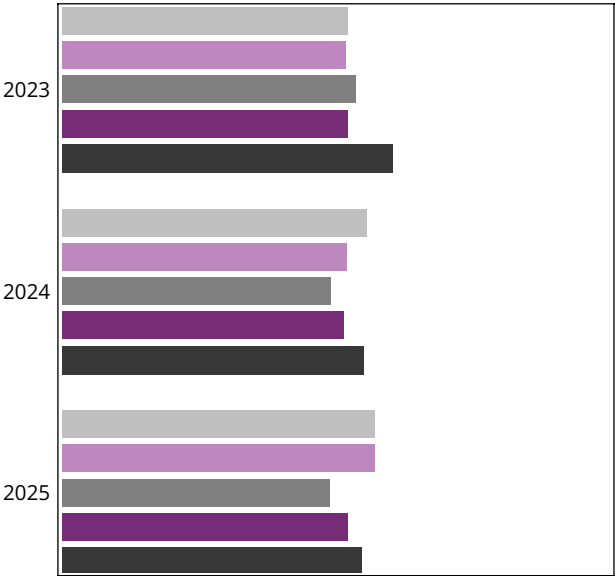
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$5,967,919	\$6,710,606	\$7,471,483
Week 41	\$5,941,171	\$6,313,585	\$7,478,879
Week 42	\$6,268,977	\$5,966,218	\$6,459,553
Week 43	\$6,015,360	\$6,219,515	\$7,001,128
Week 44	\$7,128,023	\$6,927,604	\$7,230,200
Total	\$31,321,450	\$32,137,528	\$35,641,242

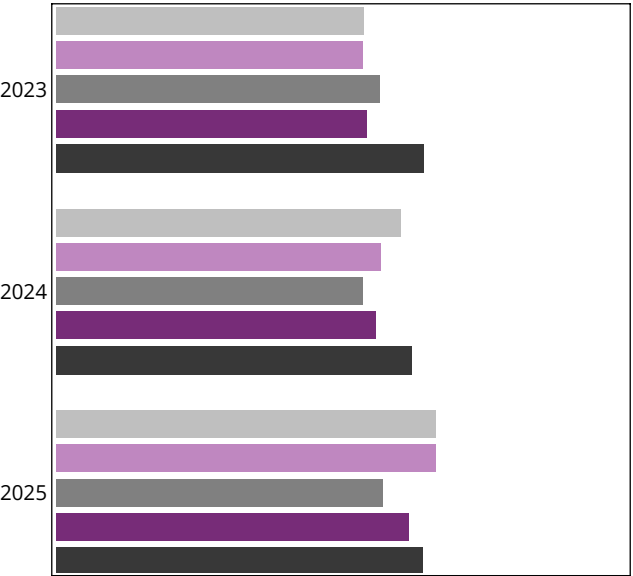
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	235,224	250,528	257,492
Week 41	232,978	233,928	257,238
Week 42	241,604	220,622	220,413
Week 43	235,197	231,527	235,297
Week 44	272,057	248,061	246,435
Total	1,217,060	1,184,666	1,216,875

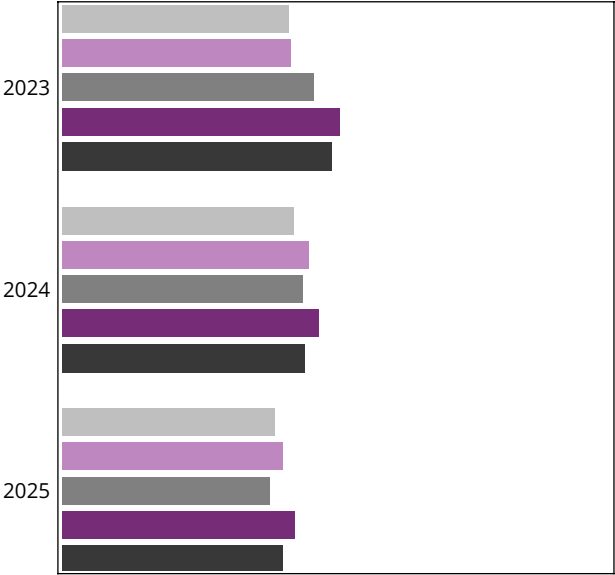
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$5,938,992	\$6,657,920	\$7,332,688
Week 41	\$5,916,808	\$6,265,236	\$7,328,295
Week 42	\$6,245,694	\$5,923,533	\$6,311,587
Week 43	\$5,991,441	\$6,174,557	\$6,807,149
Week 44	\$7,094,692	\$6,878,064	\$7,076,651
Total	\$31,187,626	\$31,899,310	\$34,856,370

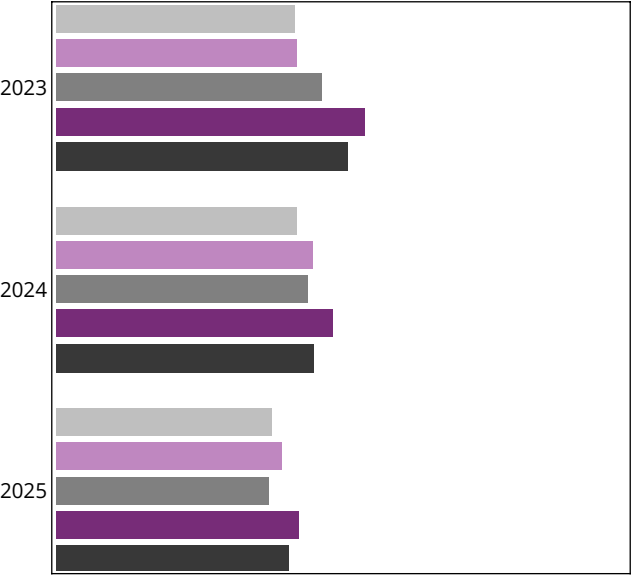
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	252,684	257,759	236,800
Week 41	255,041	274,470	246,384
Week 42	280,999	268,095	231,198
Week 43	310,012	286,142	259,469
Week 44	300,704	270,721	246,164
Total	1,399,440	1,357,187	1,220,015

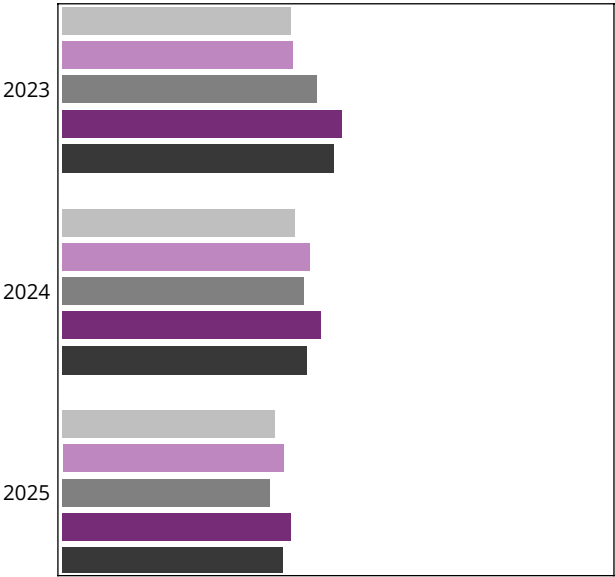
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$7,545,873	\$7,608,862	\$6,814,905
Week 41	\$7,604,238	\$8,123,947	\$7,127,363
Week 42	\$8,381,002	\$7,944,753	\$6,720,538
Week 43	\$9,746,318	\$8,754,828	\$7,657,492
Week 44	\$9,203,579	\$8,141,133	\$7,358,687
Total	\$42,481,009	\$40,573,522	\$35,678,986

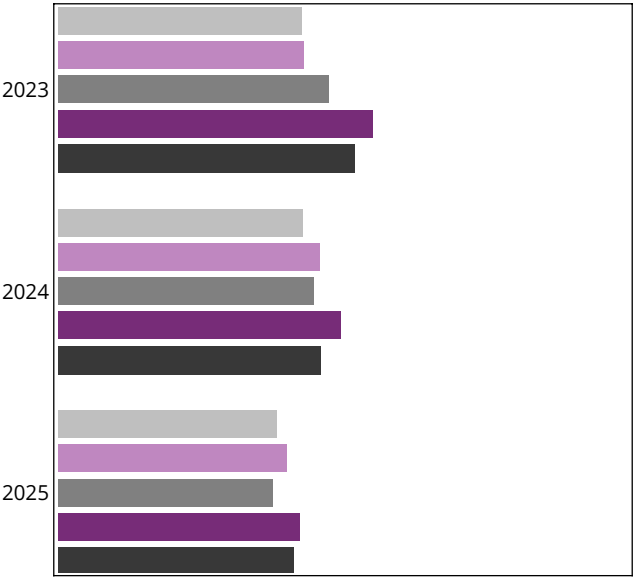
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	250,889	254,742	232,982
Week 41	253,145	271,558	242,490
Week 42	278,886	265,217	227,477
Week 43	306,894	283,663	251,198
Week 44	298,371	267,906	241,937
Total	1,388,185	1,343,086	1,196,084

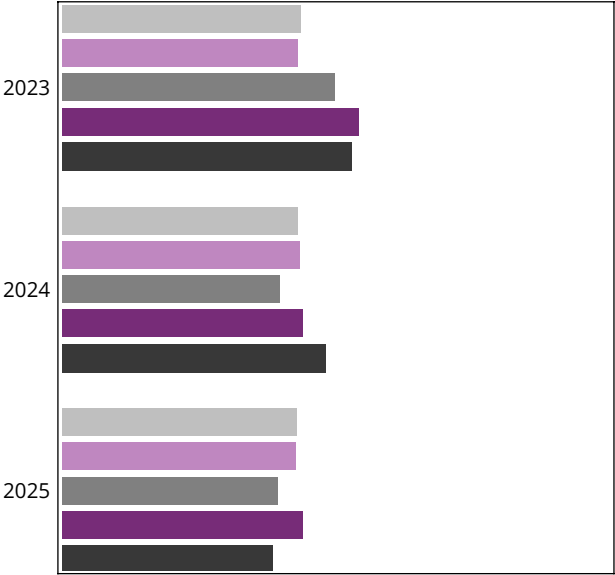
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$7,492,052	\$7,523,240	\$6,705,221
Week 41	\$7,541,396	\$8,043,738	\$7,020,523
Week 42	\$8,317,589	\$7,854,693	\$6,607,961
Week 43	\$9,654,484	\$8,684,641	\$7,417,672
Week 44	\$9,129,037	\$8,061,235	\$7,230,637
Total	\$42,134,558	\$40,167,547	\$34,982,014

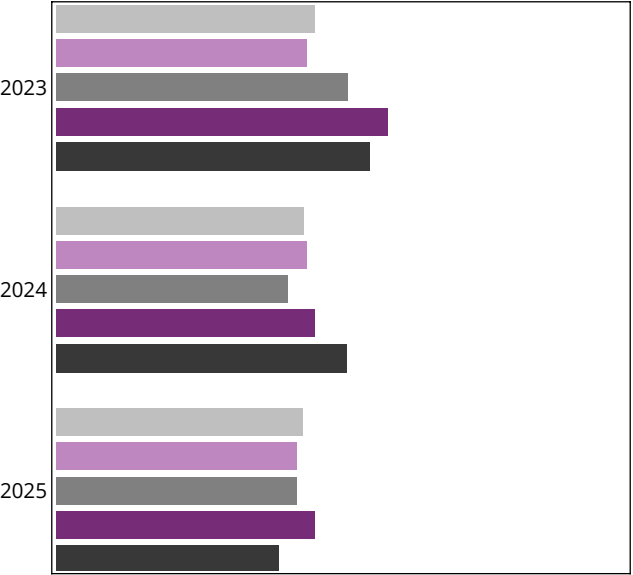
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	305,600	301,359	300,320
Week 41	301,679	303,912	299,311
Week 42	348,925	278,704	275,755
Week 43	380,078	307,986	308,223
Week 44	370,077	337,825	268,994
Total	1,706,359	1,529,786	1,452,603

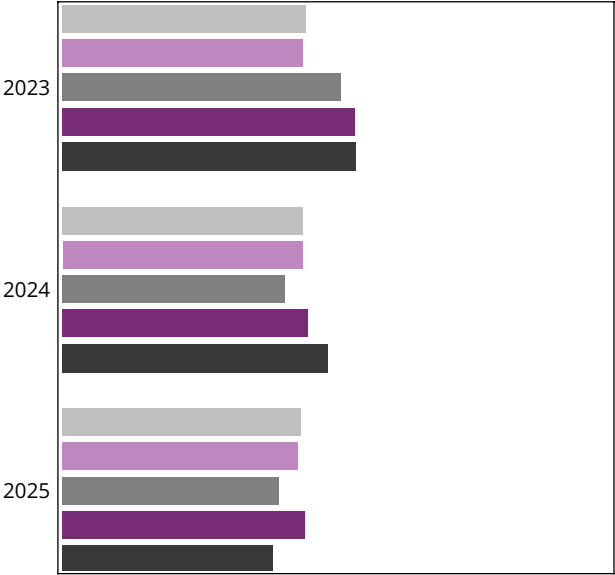
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$5,360,763	\$5,140,025	\$5,117,277
Week 41	\$5,192,840	\$5,194,876	\$4,993,120
Week 42	\$6,046,293	\$4,804,591	\$4,987,833
Week 43	\$6,875,149	\$5,365,361	\$5,349,193
Week 44	\$6,496,339	\$6,024,777	\$4,605,099
Total	\$29,971,383	\$26,529,629	\$25,052,523

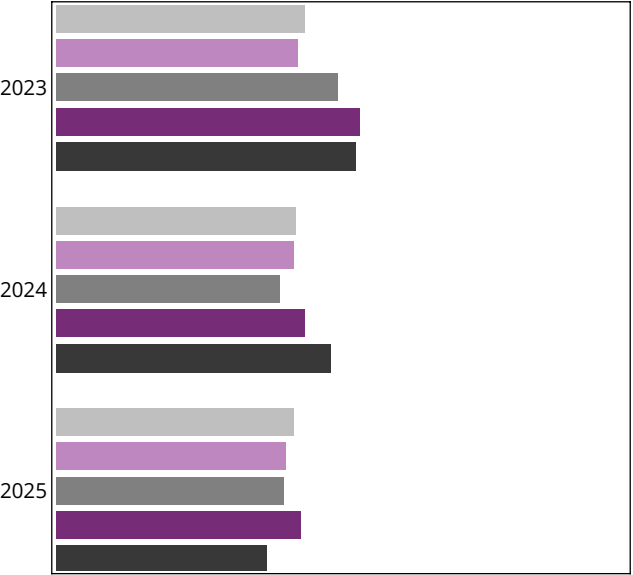
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	299,996	297,127	294,379
Week 41	297,025	296,224	290,947
Week 42	344,173	274,426	267,329
Week 43	361,448	302,713	299,359
Week 44	362,383	327,645	260,386
Total	1,665,025	1,498,135	1,412,400

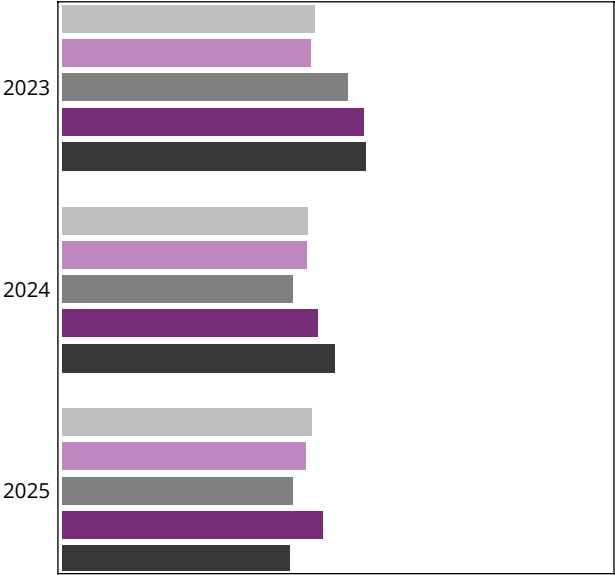
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$5,231,614	\$5,042,740	\$5,013,906
Week 41	\$5,084,076	\$5,011,340	\$4,828,252
Week 42	\$5,940,965	\$4,712,890	\$4,806,453
Week 43	\$6,397,954	\$5,245,000	\$5,161,325
Week 44	\$6,318,603	\$5,789,096	\$4,430,807
Total	\$28,973,213	\$25,801,066	\$24,240,743

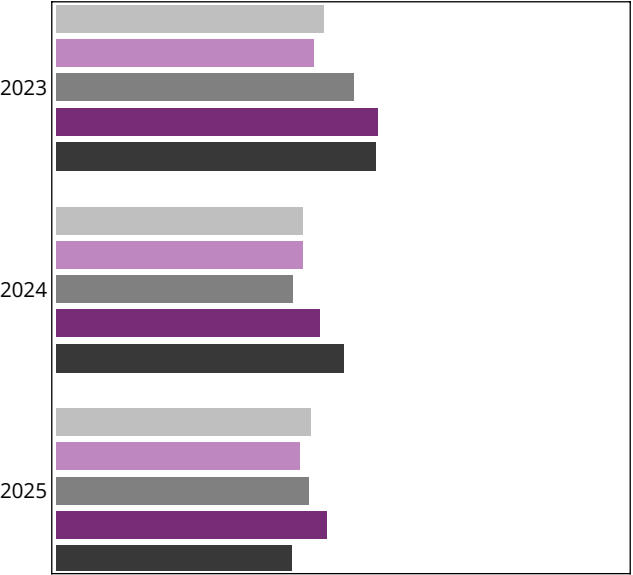
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	240,081	233,200	236,812
Week 41	236,414	232,655	231,878
Week 42	271,578	219,423	218,827
Week 43	286,474	242,511	247,274
Week 44	288,176	259,438	216,714
Total	1,322,723	1,187,227	1,151,505

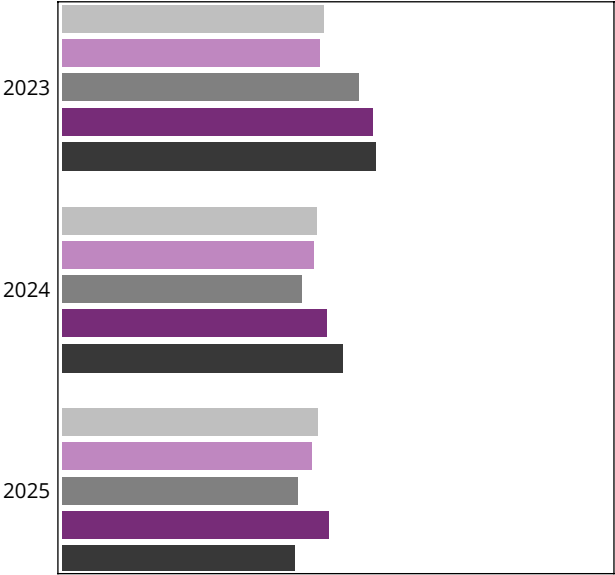
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$4,130,884	\$3,806,156	\$3,938,003
Week 41	\$3,973,284	\$3,816,605	\$3,768,620
Week 42	\$4,594,384	\$3,657,917	\$3,899,370
Week 43	\$4,971,559	\$4,081,031	\$4,177,117
Week 44	\$4,936,902	\$4,438,053	\$3,636,111
Total	\$22,607,015	\$19,799,761	\$19,419,221

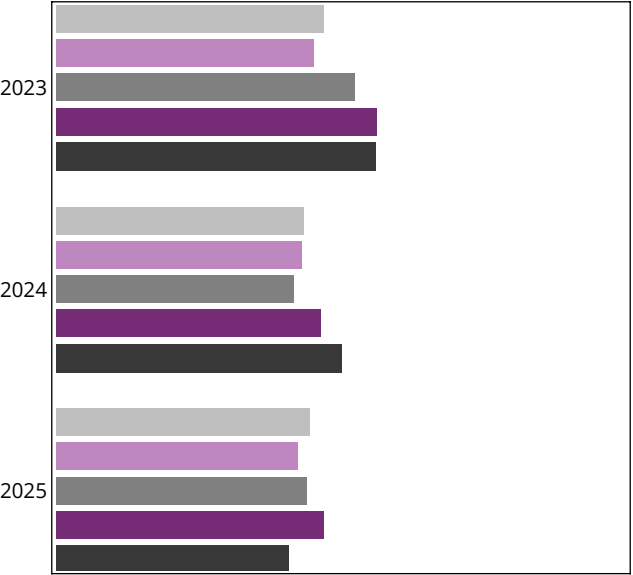
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	237,793	231,596	232,780
Week 41	234,512	229,158	226,779
Week 42	269,636	217,688	214,446
Week 43	282,665	240,569	242,444
Week 44	285,497	255,596	211,560
Total	1,310,103	1,174,607	1,128,009

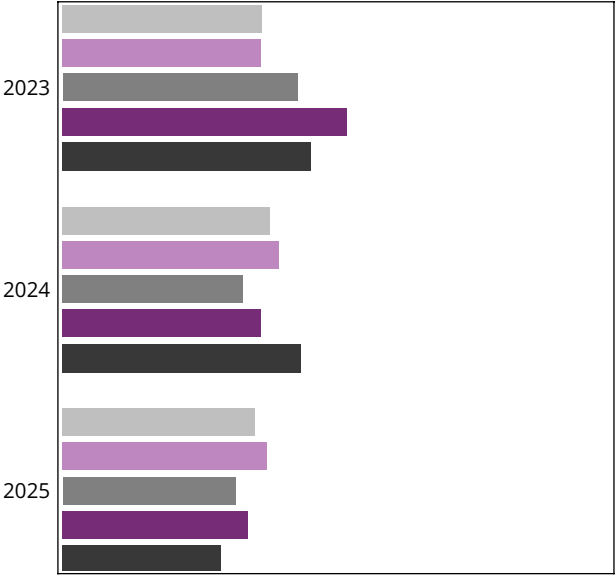
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$4,090,787	\$3,775,971	\$3,879,182
Week 41	\$3,937,164	\$3,744,774	\$3,687,362
Week 42	\$4,558,325	\$3,628,496	\$3,832,325
Week 43	\$4,901,500	\$4,047,909	\$4,096,071
Week 44	\$4,886,345	\$4,371,086	\$3,552,197
Total	\$22,374,121	\$19,568,238	\$19,047,138

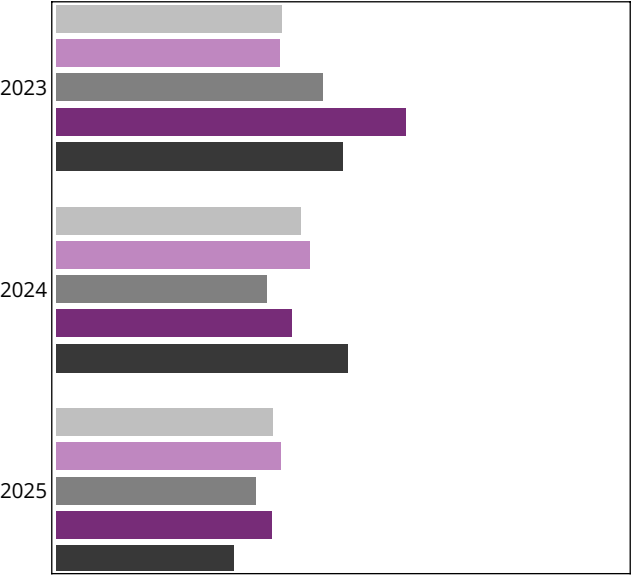
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	65,519	68,159	63,508
Week 41	65,265	71,257	67,433
Week 42	77,347	59,281	56,928
Week 43	93,604	65,475	60,949
Week 44	81,901	78,387	52,280
Total	383,636	342,559	301,098

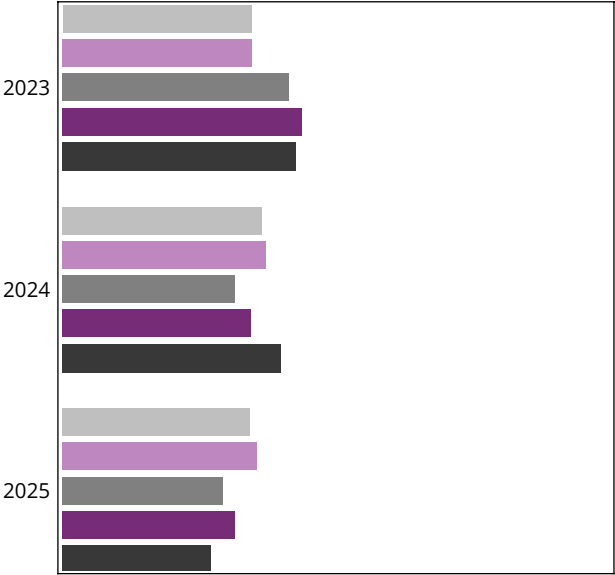
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$1,229,878	\$1,333,869	\$1,179,274
Week 41	\$1,219,556	\$1,378,271	\$1,224,500
Week 42	\$1,451,908	\$1,146,674	\$1,088,464
Week 43	\$1,903,589	\$1,284,330	\$1,172,076
Week 44	\$1,559,437	\$1,586,724	\$968,987
Total	\$7,364,368	\$6,729,868	\$5,633,301

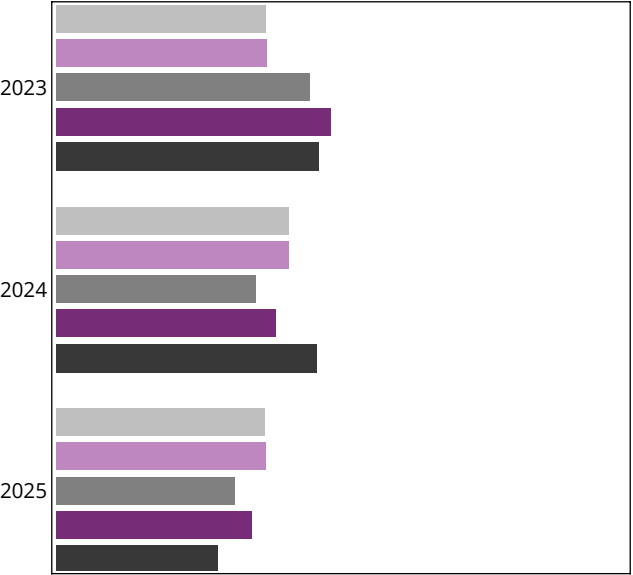
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	62,203	65,531	61,599
Week 41	62,513	67,066	64,168
Week 42	74,537	56,738	52,883
Week 43	78,783	62,144	56,915
Week 44	76,886	72,049	48,826
Total	354,922	323,528	284,391

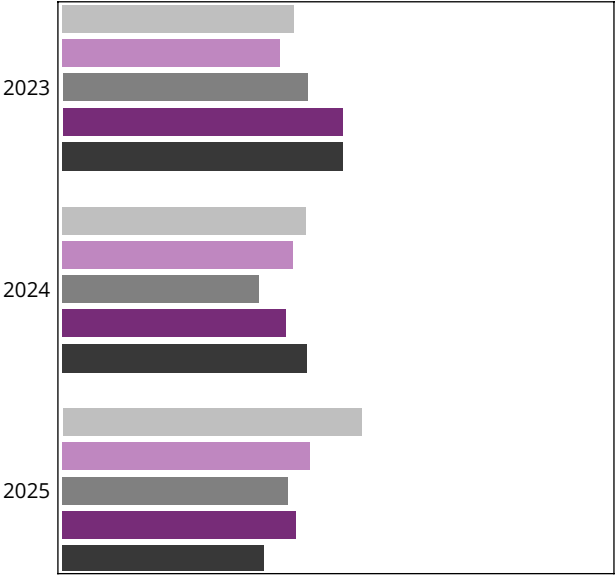
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$1,140,827	\$1,266,769	\$1,134,724
Week 41	\$1,146,912	\$1,266,565	\$1,140,891
Week 42	\$1,382,640	\$1,084,394	\$974,128
Week 43	\$1,496,454	\$1,197,091	\$1,065,254
Week 44	\$1,432,259	\$1,418,009	\$878,609
Total	\$6,599,092	\$6,232,828	\$5,193,606

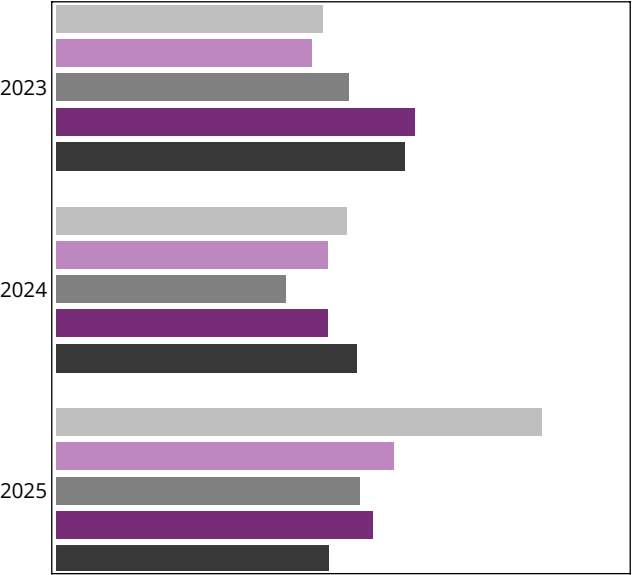
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	37,191	39,166	48,117
Week 41	34,929	37,125	39,871
Week 42	39,423	31,613	36,248
Week 43	45,052	35,923	37,569
Week 44	45,090	39,282	32,418
Total	201,685	183,109	194,223

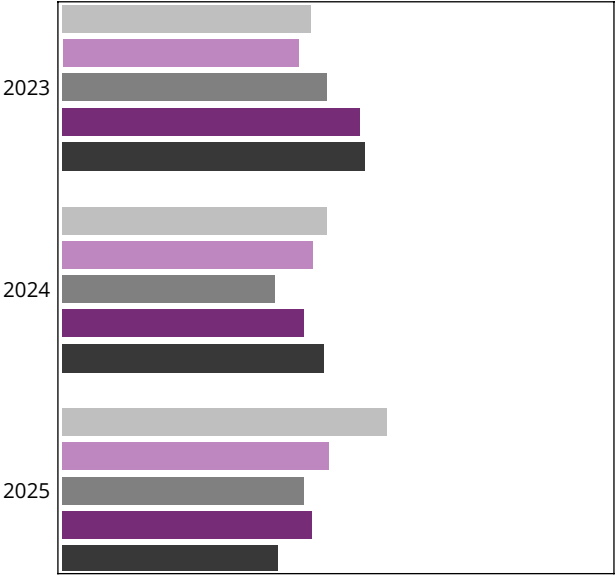
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$820,017	\$892,467	\$1,492,335
Week 41	\$786,885	\$833,834	\$1,038,187
Week 42	\$899,891	\$705,129	\$932,040
Week 43	\$1,103,332	\$835,085	\$974,120
Week 44	\$1,070,275	\$924,555	\$838,603
Total	\$4,680,400	\$4,191,069	\$5,275,285

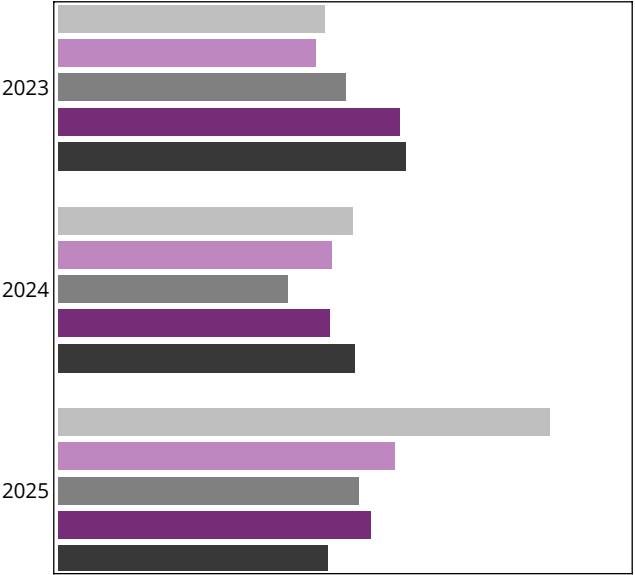
Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	36,347	38,705	47,462
Week 41	34,523	36,619	38,979
Week 42	38,665	31,037	35,328
Week 43	43,481	35,292	36,480
Week 44	44,319	38,312	31,583
Total	197,335	179,965	189,832

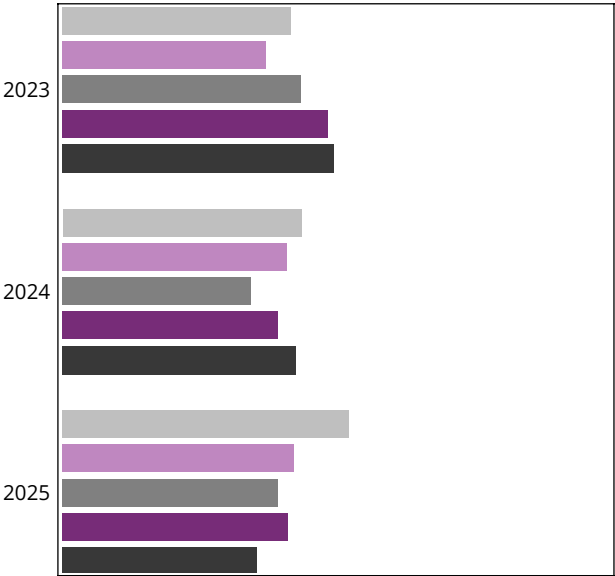
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$795,970	\$878,393	\$1,469,180
Week 41	\$768,161	\$815,346	\$1,005,829
Week 42	\$860,033	\$685,273	\$898,111
Week 43	\$1,019,681	\$810,759	\$934,373
Week 44	\$1,037,091	\$886,177	\$805,856
Total	\$4,480,935	\$4,075,948	\$5,113,349

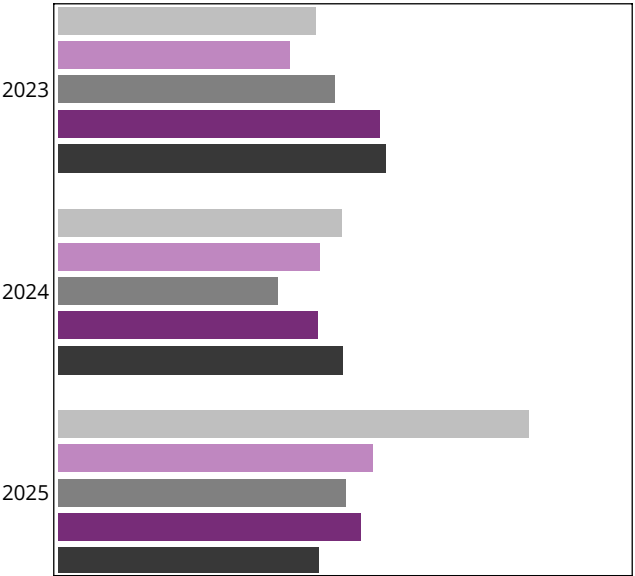
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	35,445	37,149	44,555
Week 41	31,610	34,881	35,947
Week 42	37,052	29,347	33,508
Week 43	41,276	33,435	34,989
Week 44	42,133	36,343	30,284
Total	187,516	171,155	179,283

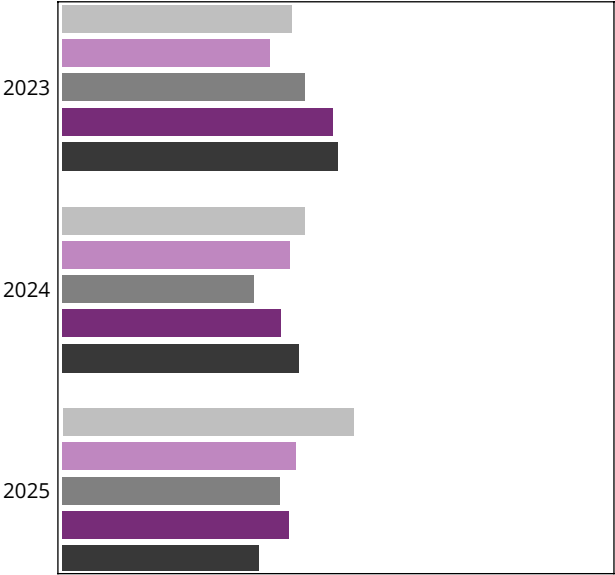
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$769,172	\$846,944	\$1,404,499
Week 41	\$690,652	\$780,581	\$939,004
Week 42	\$824,495	\$655,268	\$857,853
Week 43	\$959,097	\$775,814	\$903,093
Week 44	\$978,587	\$850,443	\$778,389
Total	\$4,222,001	\$3,909,050	\$4,882,838

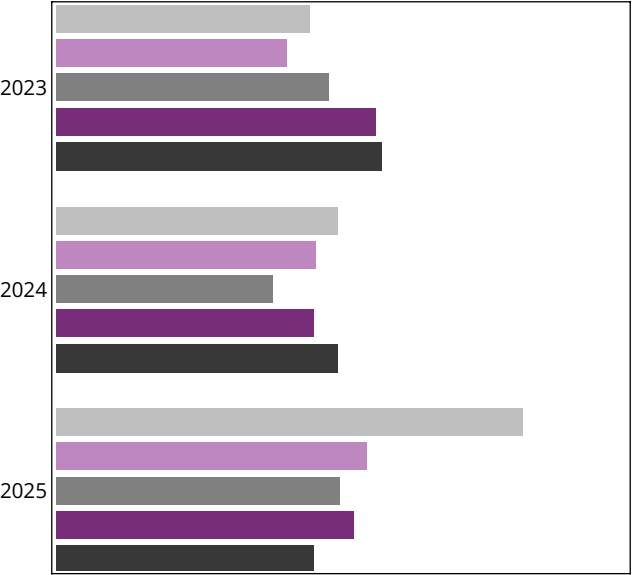
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	34,861	36,867	44,165
Week 41	31,477	34,598	35,440
Week 42	36,800	29,006	33,011
Week 43	41,002	33,119	34,354
Week 44	41,830	35,920	29,882
Total	185,970	169,510	176,852

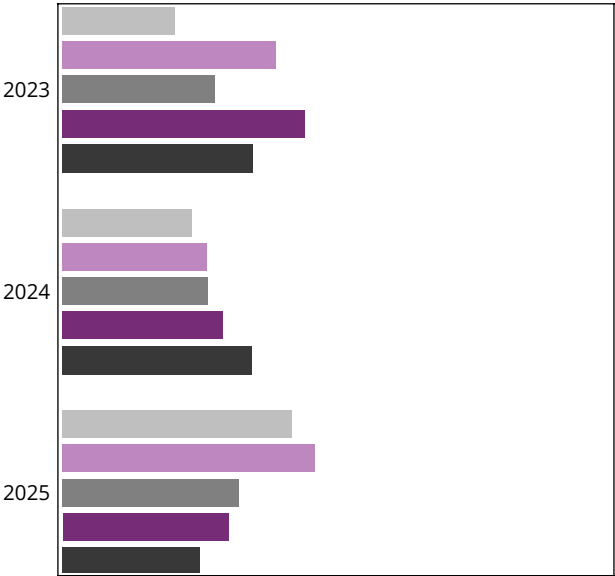
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$758,166	\$840,997	\$1,393,888
Week 41	\$687,881	\$774,504	\$927,815
Week 42	\$813,698	\$647,752	\$846,611
Week 43	\$953,623	\$768,982	\$888,050
Week 44	\$971,876	\$841,074	\$769,434
Total	\$4,185,244	\$3,873,308	\$4,825,797

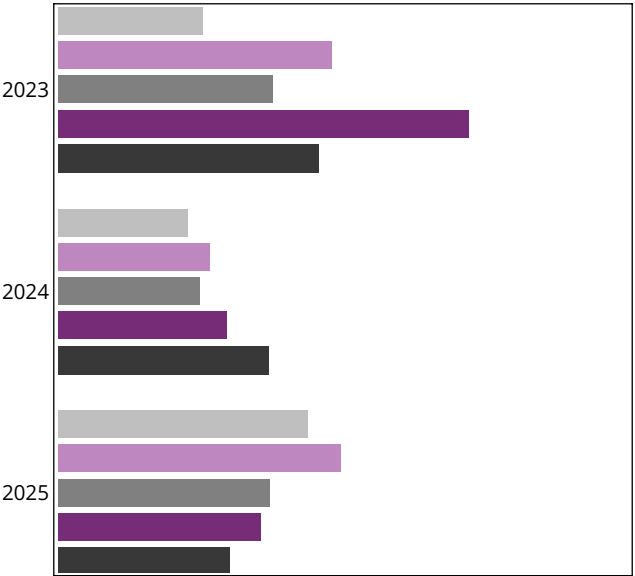
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 40	1,746	2,017	3,562
Week 41	3,319	2,244	3,924
Week 42	2,371	2,266	2,740
Week 43	3,776	2,488	2,580
Week 44	2,957	2,939	2,134
Total	14,169	11,954	14,940

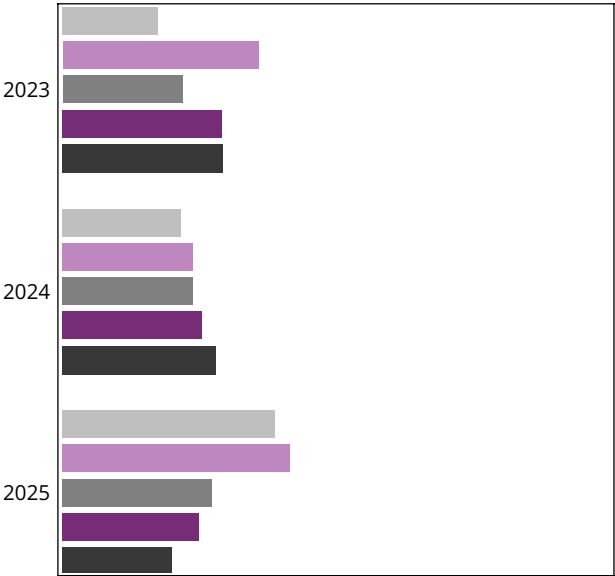
Value Sold (in millions of dollars)



	2023	2024	2025
Week 40	\$50,845	\$45,523	\$87,836
Week 41	\$96,233	\$53,253	\$99,183
Week 42	\$75,396	\$49,861	\$74,188
Week 43	\$144,236	\$59,271	\$71,026
Week 44	\$91,688	\$74,112	\$60,214
Total	\$458,398	\$282,019	\$392,447

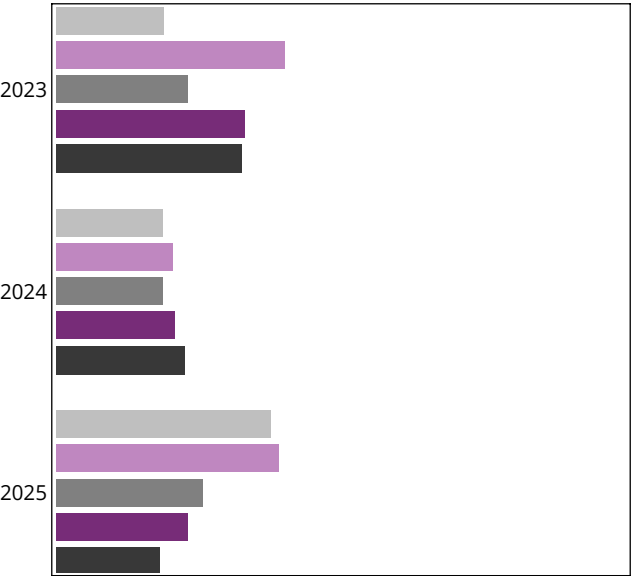
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 40	1,486	1,838	3,297
Week 41	3,046	2,021	3,539
Week 42	1,865	2,031	2,317
Week 43	2,479	2,173	2,126
Week 44	2,489	2,392	1,701
Total	11,365	10,455	12,980

Value Sold (in millions of dollars)



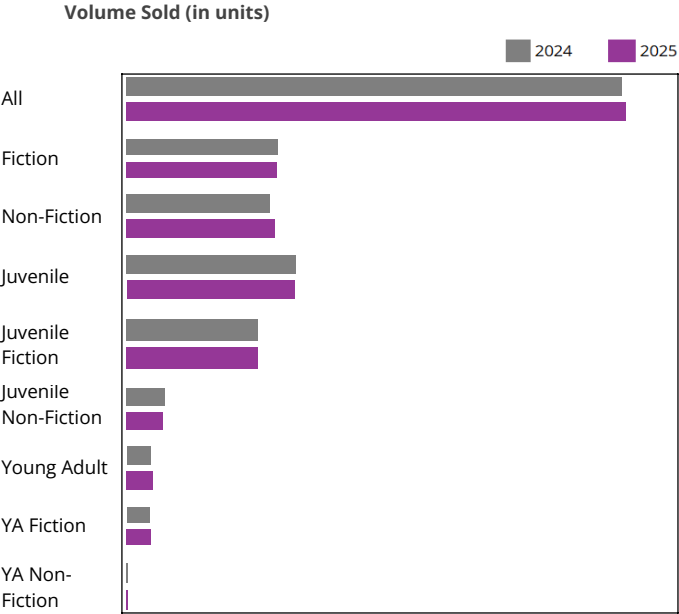
	2023	2024	2025
Week 40	\$37,804	\$37,396	\$75,293
Week 41	\$80,279	\$40,843	\$78,014
Week 42	\$46,335	\$37,521	\$51,500
Week 43	\$66,058	\$41,777	\$46,323
Week 44	\$65,214	\$45,103	\$36,422
Total	\$295,691	\$202,640	\$287,552

Year-to-Date Comparisons

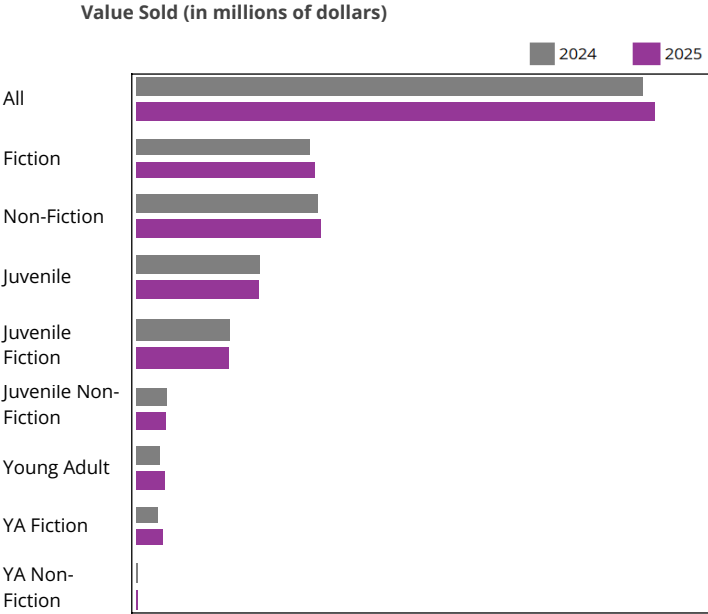
Week-ending dates:

	2024	2025
Week 44	2024-11-03	2025-11-02

All Market

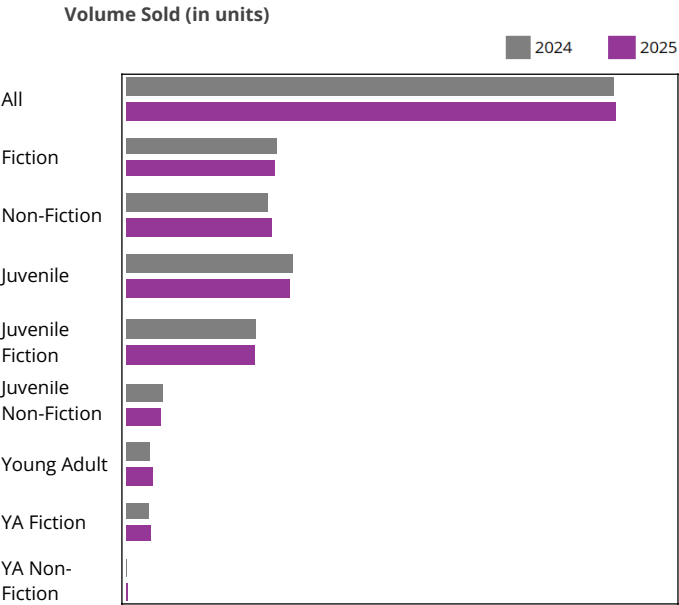


	2024	2025
All	36,226,365	36,520,757
Fiction	11,063,352	10,996,644
Non-Fiction	10,499,620	10,844,619
Juvenile	12,429,178	12,285,767
Juvenile Fiction	9,589,726	9,592,824
Juvenile Non-Fiction	2,839,452	2,692,943
Young Adult (YA)	1,754,105	1,942,642
YA Fiction	1,678,483	1,803,359
YA Non-Fiction	75,622	139,283

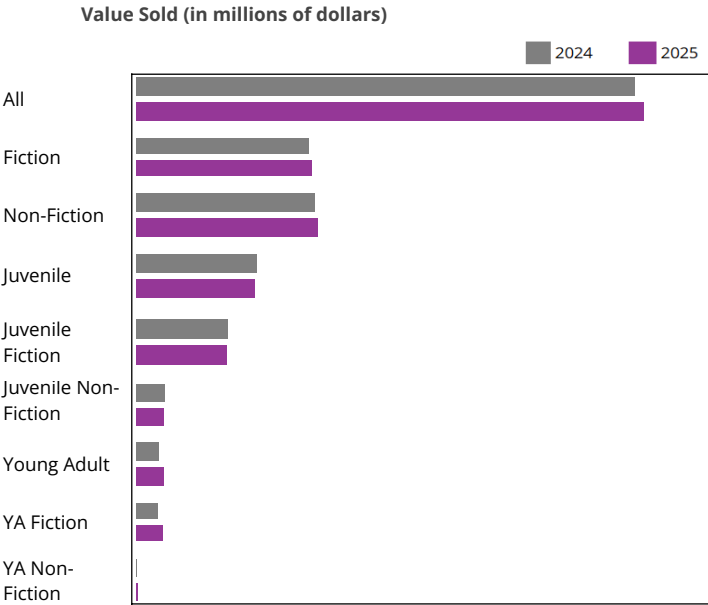


	2024	2025
All	\$845,375,609	\$864,524,690
Fiction	\$289,484,272	\$297,292,528
Non-Fiction	\$302,589,355	\$308,651,334
Juvenile	\$206,947,430	\$204,118,767
Juvenile Fiction	\$155,308,920	\$154,653,110
Juvenile Non-Fiction	\$51,638,511	\$49,465,657
Young Adult (YA)	\$38,670,006	\$47,694,614
YA Fiction	\$36,669,636	\$44,805,630
YA Non-Fiction	\$2,000,370	\$2,888,984

Ring Fence



	2024	2025
All	35,658,321	35,770,596
Fiction	10,989,051	10,826,232
Non-Fiction	10,320,729	10,630,689
Juvenile	12,152,671	11,971,706
Juvenile Fiction	9,472,537	9,419,517
Juvenile Non-Fiction	2,680,134	2,552,189
Young Adult (YA)	1,725,482	1,907,631
YA Fiction	1,661,707	1,779,272
YA Non-Fiction	63,775	128,359



	2024	2025
All	\$832,114,116	\$846,915,735
Fiction	\$287,554,481	\$292,820,199
Non-Fiction	\$298,345,332	\$303,261,253
Juvenile	\$200,914,184	\$197,663,806
Juvenile Fiction	\$153,212,186	\$151,678,304
Juvenile Non-Fiction	\$47,701,998	\$45,985,502
Young Adult (YA)	\$37,761,695	\$46,627,968
YA Fiction	\$36,292,340	\$44,224,961
YA Non-Fiction	\$1,469,355	\$2,403,006

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