

SalesData Market Report:

December, 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 December 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.

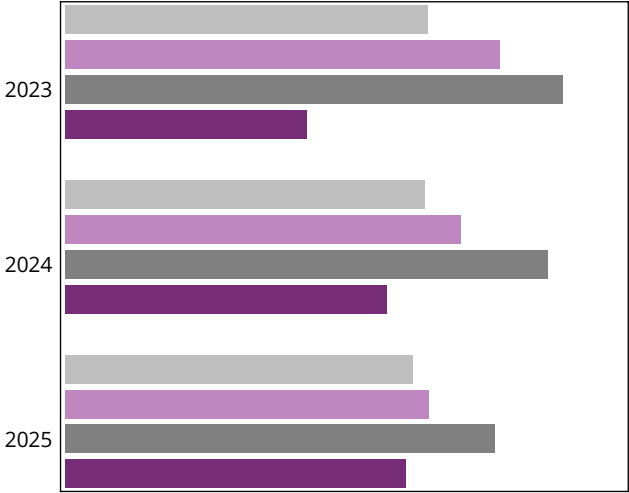
The specific week-ending dates used in this month's report are as follows:

	2023	2024	2025
Week 49	2023-12-10	2024-12-08	2025-12-07
Week 50	2023-12-17	2024-12-15	2025-12-14
Week 51	2023-12-24	2024-12-22	2025-12-21
Week 52	2023-12-31	2024-12-29	2025-12-28

Month-to-Month Comparisons

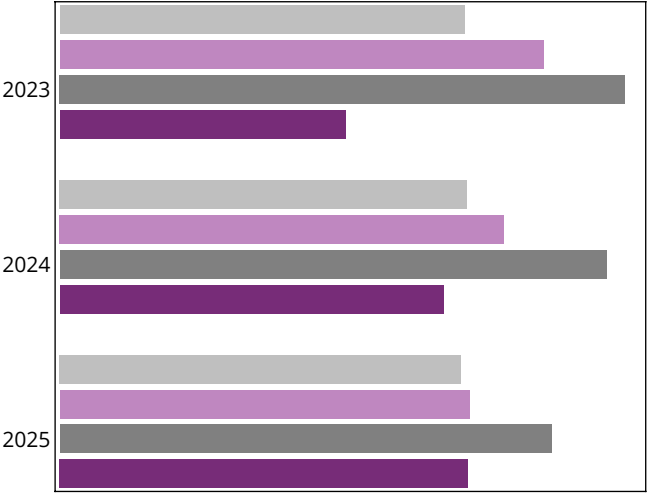
All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	1,624,078	1,609,424	1,553,839
Week 50	1,943,440	1,773,035	1,626,855
Week 51	2,227,007	2,162,059	1,923,280
Week 52	1,080,617	1,437,928	1,524,808
Total	6,875,142	6,982,446	6,628,782

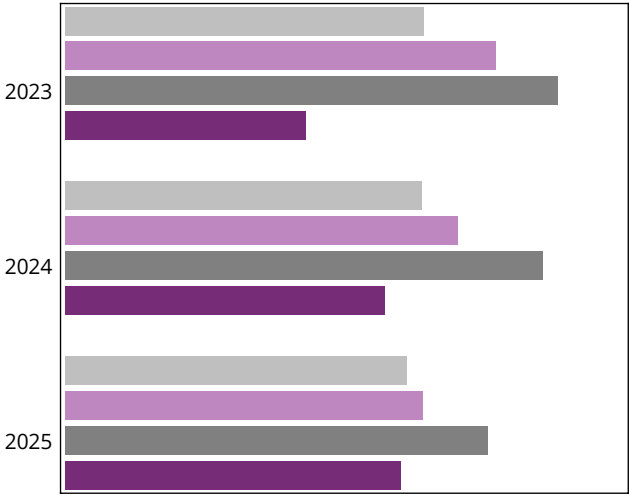
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$38,306,777	\$38,518,042	\$37,957,563
Week 50	\$45,789,063	\$42,022,497	\$38,789,377
Week 51	\$53,496,819	\$51,739,277	\$46,506,868
Week 52	\$27,045,660	\$36,324,920	\$38,629,937
Total	\$164,638,318	\$168,604,736	\$161,883,744

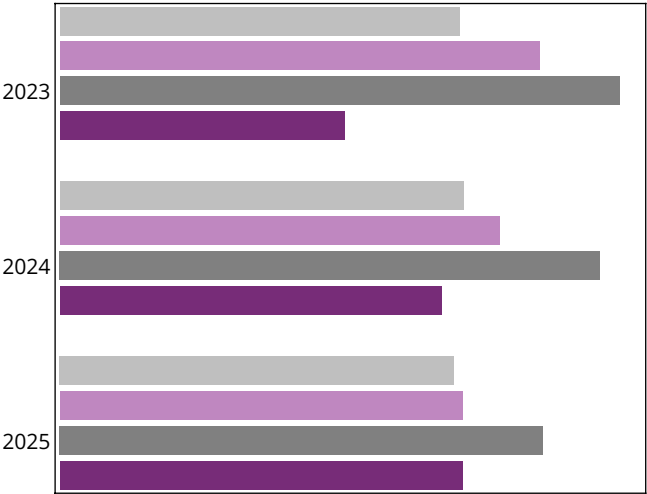
Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	1,603,456	1,595,818	1,527,439
Week 50	1,926,944	1,756,186	1,600,183
Week 51	2,205,708	2,137,153	1,891,370
Week 52	1,076,070	1,429,274	1,502,795
Total	6,812,178	6,918,431	6,521,787

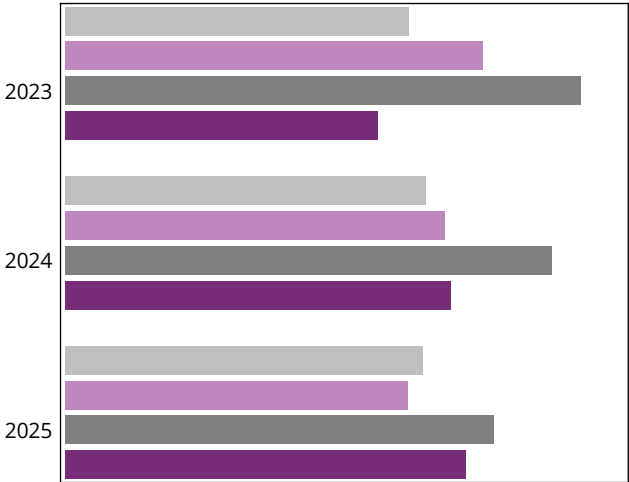
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$37,806,604	\$38,190,073	\$37,308,958
Week 50	\$45,393,675	\$41,601,034	\$38,128,012
Week 51	\$52,954,263	\$51,120,827	\$45,713,223
Week 52	\$26,940,260	\$36,112,501	\$38,094,902
Total	\$163,094,802	\$167,024,435	\$159,245,095

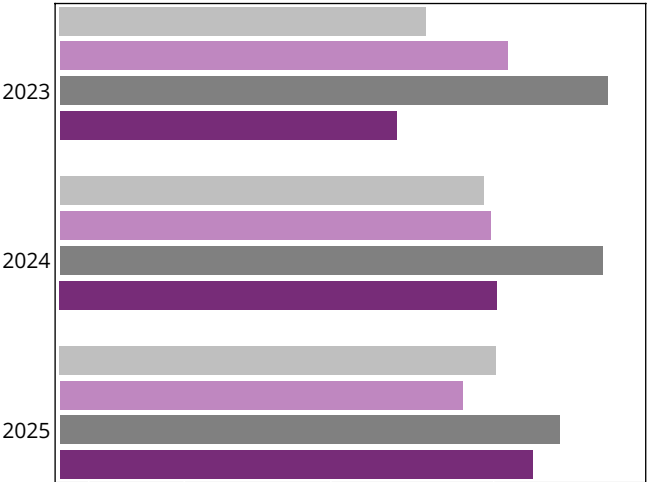
Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	369,497	387,226	384,718
Week 50	449,183	408,005	368,198
Week 51	554,169	523,181	460,830
Week 52	335,619	414,520	429,870
Total	1,708,468	1,732,932	1,643,616

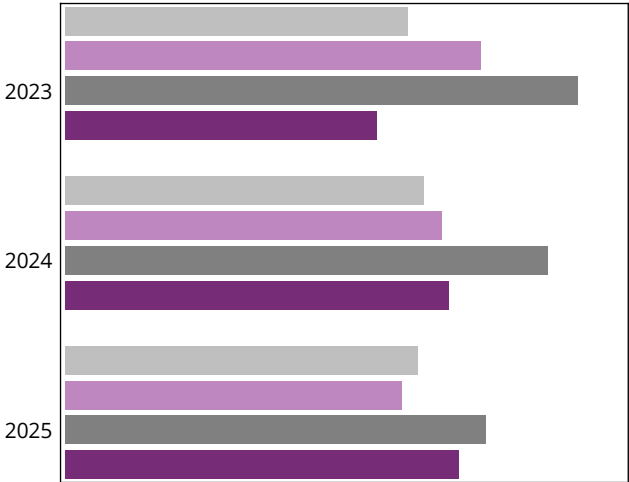
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$9,578,630	\$11,084,064	\$11,411,233
Week 50	\$11,715,556	\$11,262,413	\$10,523,455
Week 51	\$14,321,846	\$14,184,669	\$13,067,223
Week 52	\$8,812,628	\$11,431,145	\$12,357,923
Total	\$44,428,660	\$47,962,291	\$47,359,834

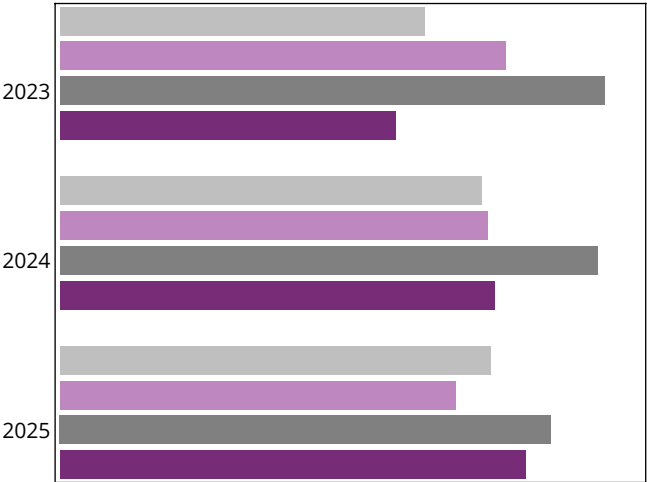
Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	367,794	384,812	379,346
Week 50	446,669	404,898	361,319
Week 51	550,949	518,820	452,427
Week 52	334,506	412,023	422,795
Total	1,699,918	1,720,553	1,615,887

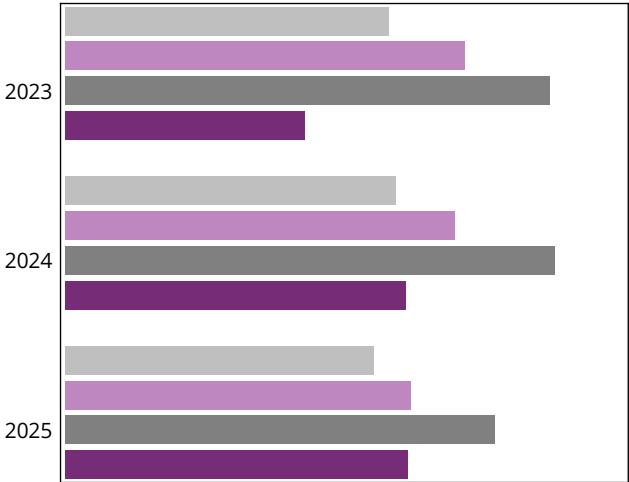
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$9,534,160	\$11,019,914	\$11,270,413
Week 50	\$11,648,873	\$11,179,105	\$10,342,597
Week 51	\$14,237,933	\$14,067,828	\$12,845,027
Week 52	\$8,783,885	\$11,365,314	\$12,176,663
Total	\$44,204,852	\$47,632,162	\$46,634,700

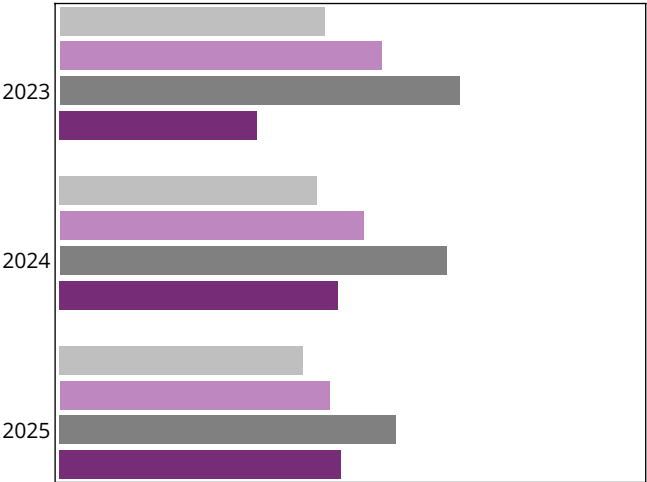
Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	509,589	520,584	486,910
Week 50	629,770	613,774	545,022
Week 51	764,294	771,580	676,840
Week 52	377,407	536,566	539,461
Total	2,281,060	2,442,504	2,248,233

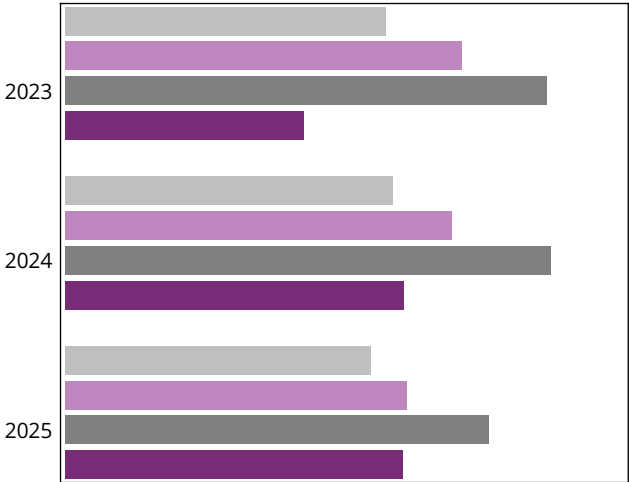
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$15,036,145	\$14,595,172	\$13,811,530
Week 50	\$18,258,722	\$17,241,623	\$15,326,270
Week 51	\$22,693,819	\$21,967,143	\$19,097,658
Week 52	\$11,198,033	\$15,786,329	\$15,958,814
Total	\$67,186,720	\$69,590,267	\$64,194,270

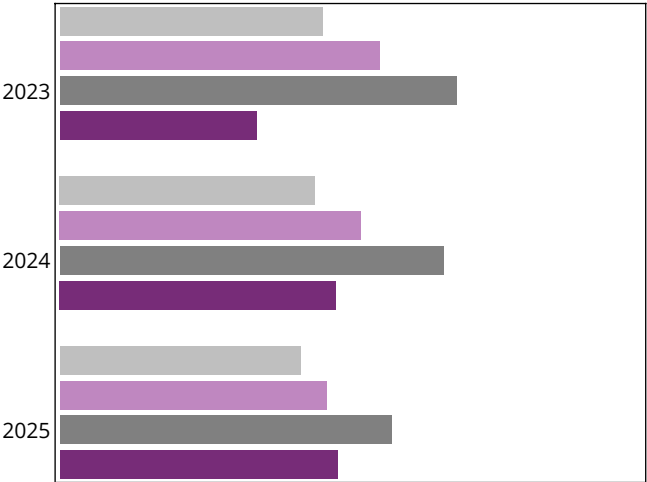
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	505,534	516,339	481,595
Week 50	625,522	609,028	538,748
Week 51	758,606	764,446	668,261
Week 52	375,750	533,021	532,656
Total	2,265,412	2,422,834	2,221,260

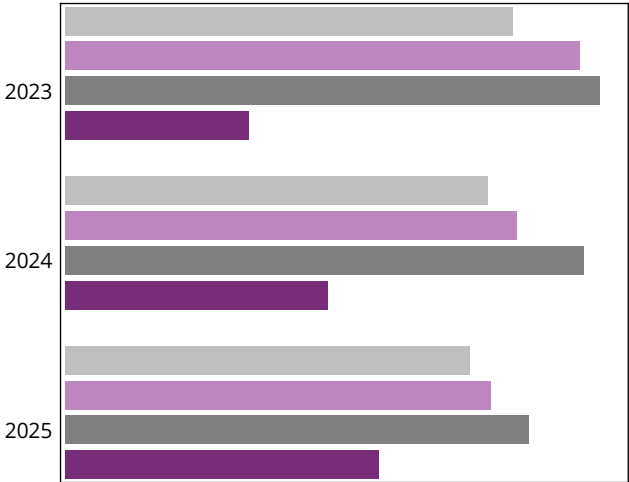
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$14,925,335	\$14,481,317	\$13,661,884
Week 50	\$18,138,825	\$17,104,899	\$15,143,740
Week 51	\$22,528,191	\$21,767,163	\$18,845,136
Week 52	\$11,150,449	\$15,684,751	\$15,754,994
Total	\$66,742,801	\$69,038,129	\$63,405,755

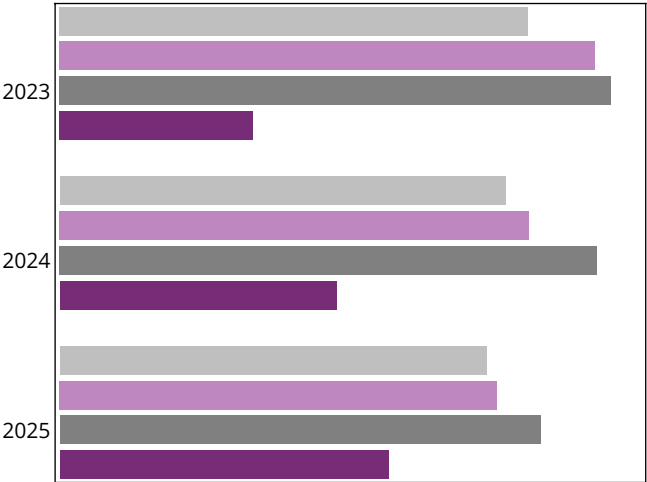
Juvenile: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	657,943	620,441	594,145
Week 50	756,150	662,978	624,965
Week 51	784,497	761,432	680,102
Week 52	269,176	385,794	460,437
Total	2,467,766	2,430,645	2,359,649

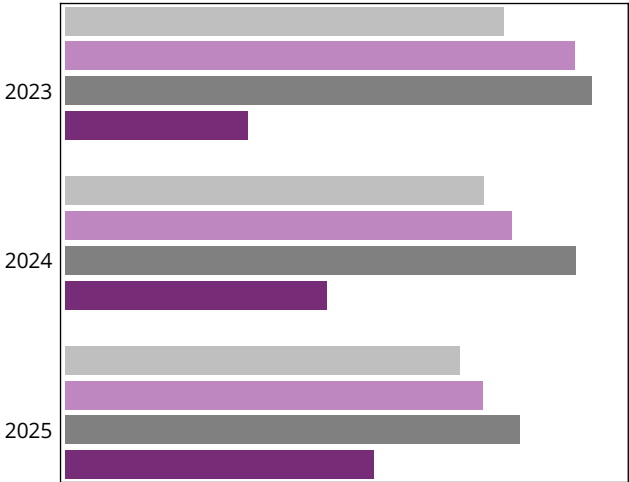
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$11,681,661	\$11,120,704	\$10,643,357
Week 50	\$13,352,094	\$11,701,595	\$10,905,079
Week 51	\$13,750,933	\$13,402,803	\$11,986,903
Week 52	\$4,820,672	\$6,904,798	\$8,199,963
Total	\$43,605,360	\$43,129,900	\$41,735,301

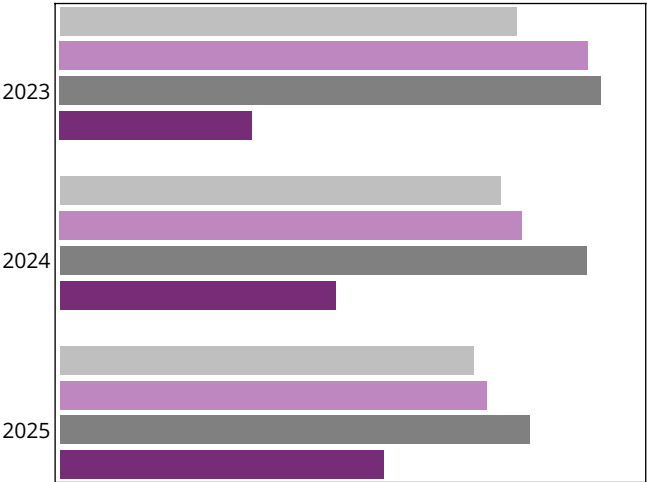
Juvenile: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	644,583	614,379	579,761
Week 50	747,620	655,441	613,017
Week 51	773,587	749,632	667,094
Week 52	267,735	383,752	453,383
Total	2,433,525	2,403,204	2,313,255

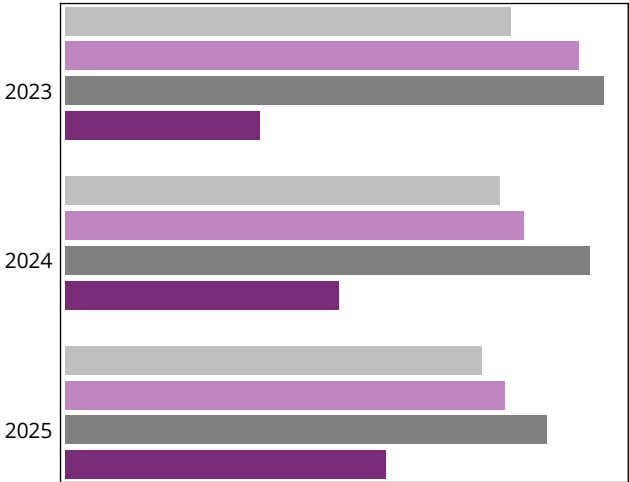
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$11,387,849	\$10,997,096	\$10,319,748
Week 50	\$13,179,001	\$11,533,110	\$10,647,802
Week 51	\$13,501,550	\$13,141,429	\$11,717,876
Week 52	\$4,798,554	\$6,871,231	\$8,072,463
Total	\$42,866,954	\$42,542,865	\$40,757,889

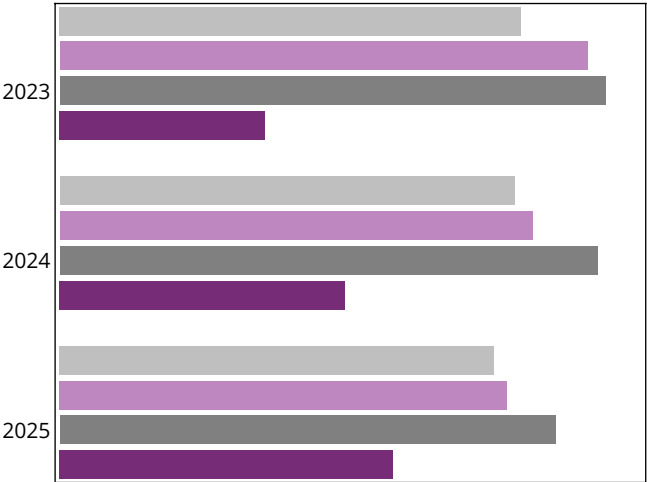
Juvenile Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	503,014	490,062	469,486
Week 50	579,940	517,009	496,435
Week 51	607,716	592,275	543,177
Week 52	219,324	308,162	361,213
Total	1,909,994	1,907,508	1,870,311

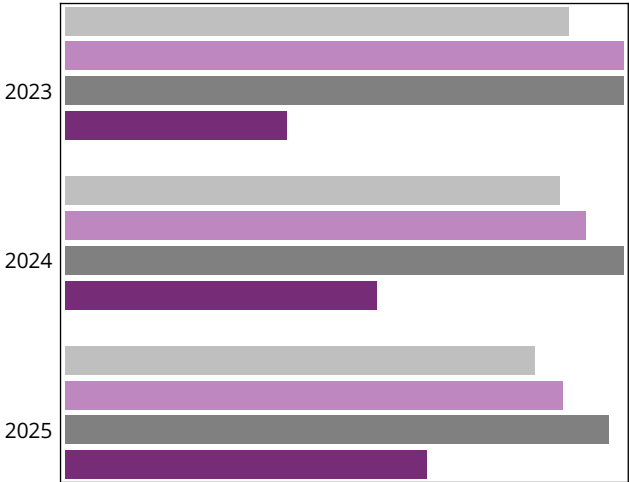
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$8,725,982	\$8,603,554	\$8,215,825
Week 50	\$9,983,069	\$8,942,088	\$8,462,667
Week 51	\$10,324,599	\$10,174,104	\$9,377,954
Week 52	\$3,880,270	\$5,397,752	\$6,303,079
Total	\$32,913,920	\$33,117,497	\$32,359,525

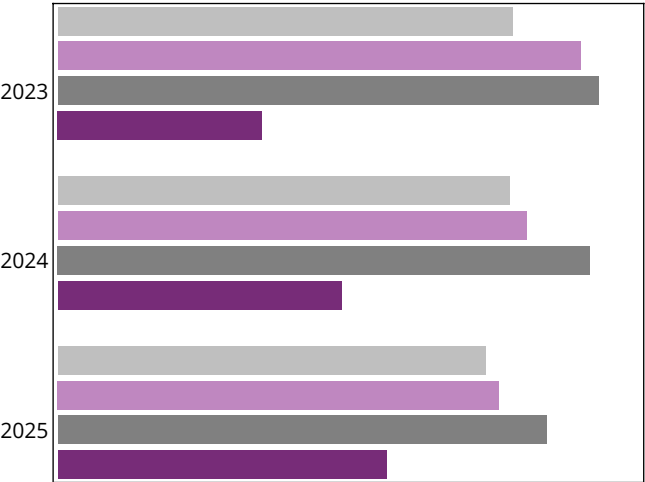
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	496,215	486,990	462,387
Week 50	574,713	513,077	489,862
Week 51	603,019	586,618	535,148
Week 52	218,115	306,524	356,059
Total	1,892,062	1,893,209	1,843,456

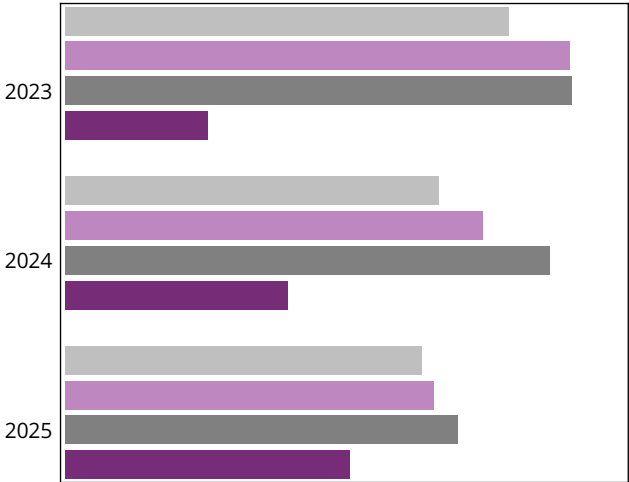
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$8,602,996	\$8,550,593	\$8,092,029
Week 50	\$9,891,955	\$8,872,031	\$8,351,802
Week 51	\$10,238,230	\$10,073,799	\$9,244,406
Week 52	\$3,862,515	\$5,371,442	\$6,215,941
Total	\$32,595,696	\$32,867,865	\$31,904,178

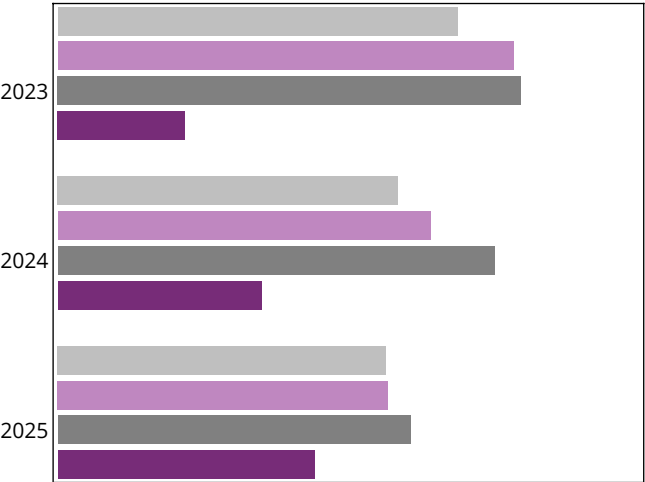
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	154,929	130,379	124,659
Week 50	176,210	145,969	128,530
Week 51	176,781	169,157	136,925
Week 52	49,852	77,632	99,224
Total	557,772	523,137	489,338

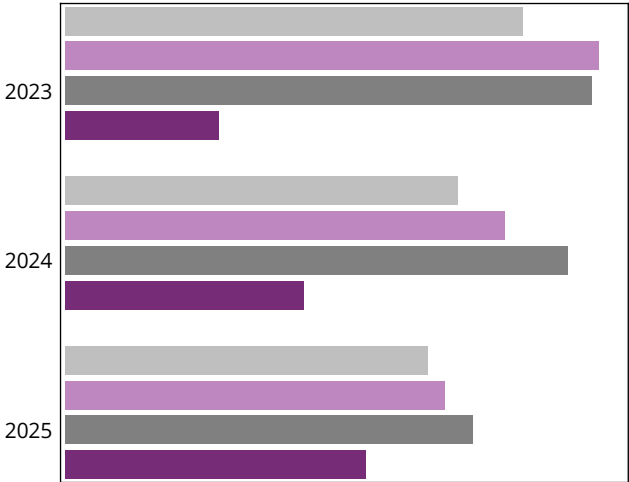
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$2,955,679	\$2,517,150	\$2,427,531
Week 50	\$3,369,025	\$2,759,507	\$2,442,411
Week 51	\$3,426,334	\$3,228,700	\$2,608,949
Week 52	\$940,403	\$1,507,046	\$1,896,884
Total	\$10,691,441	\$10,012,403	\$9,375,776

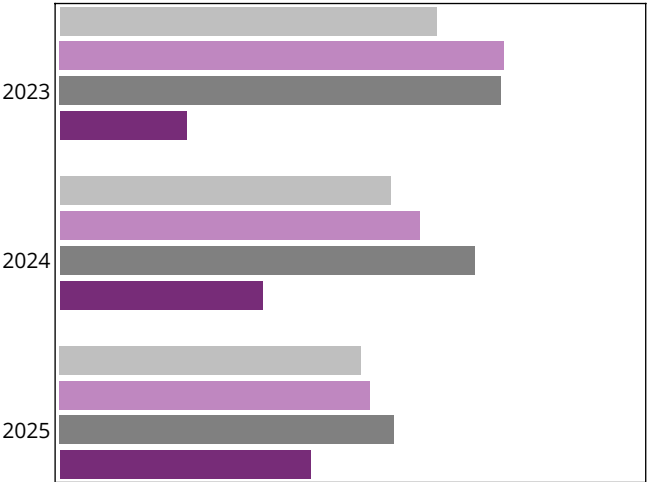
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	148,368	127,389	117,374
Week 50	172,907	142,364	123,155
Week 51	170,568	163,014	131,946
Week 52	49,620	77,228	97,324
Total	541,463	509,995	469,799

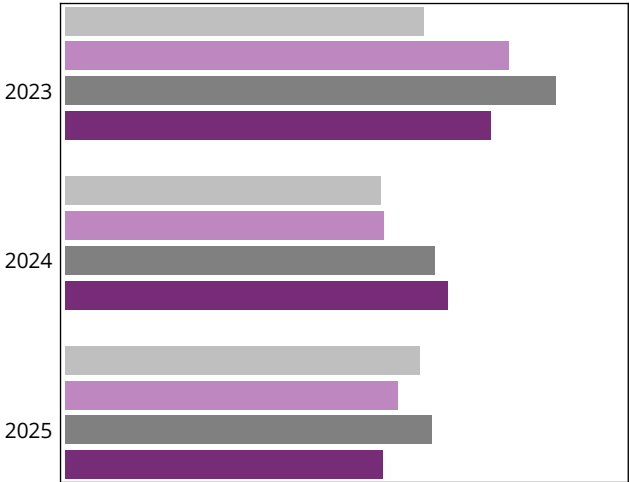
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$2,784,853	\$2,446,503	\$2,227,719
Week 50	\$3,287,046	\$2,661,078	\$2,296,000
Week 51	\$3,263,320	\$3,067,630	\$2,473,470
Week 52	\$936,039	\$1,499,789	\$1,856,522
Total	\$10,271,257	\$9,675,000	\$8,853,711

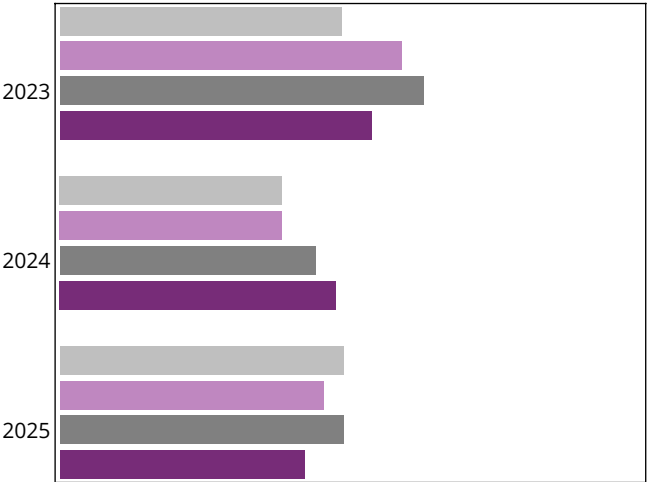
Young Adult: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	67,436	59,331	66,693
Week 50	83,370	59,928	62,462
Week 51	92,211	69,511	68,884
Week 52	79,969	72,011	59,782
Total	322,986	260,781	257,821

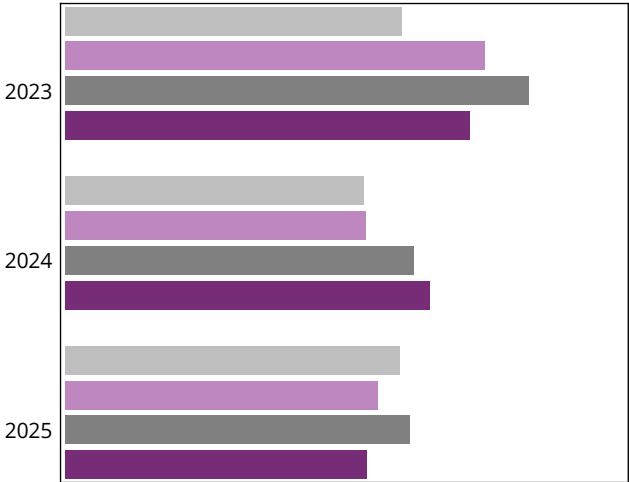
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$1,694,385	\$1,337,133	\$1,707,016
Week 50	\$2,057,625	\$1,337,092	\$1,587,827
Week 51	\$2,189,994	\$1,539,387	\$1,710,062
Week 52	\$1,876,655	\$1,663,297	\$1,472,305
Total	\$7,818,659	\$5,876,909	\$6,477,209

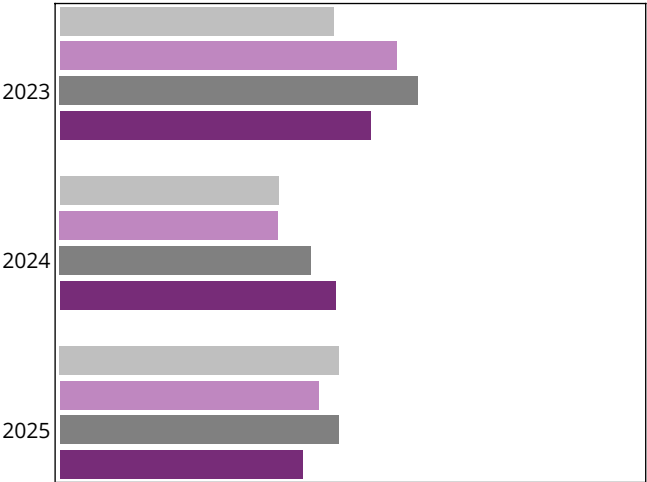
Young Adult: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	66,252	58,760	65,819
Week 50	82,595	59,248	61,572
Week 51	91,281	68,585	67,914
Week 52	79,785	71,823	59,335
Total	319,913	258,416	254,640

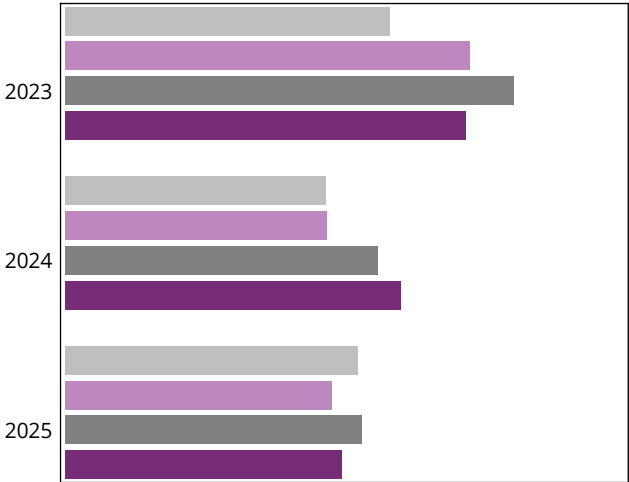
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$1,648,671	\$1,316,732	\$1,680,996
Week 50	\$2,028,945	\$1,313,333	\$1,558,466
Week 51	\$2,156,747	\$1,511,780	\$1,676,582
Week 52	\$1,872,824	\$1,659,052	\$1,461,294
Total	\$7,707,188	\$5,800,896	\$6,377,337

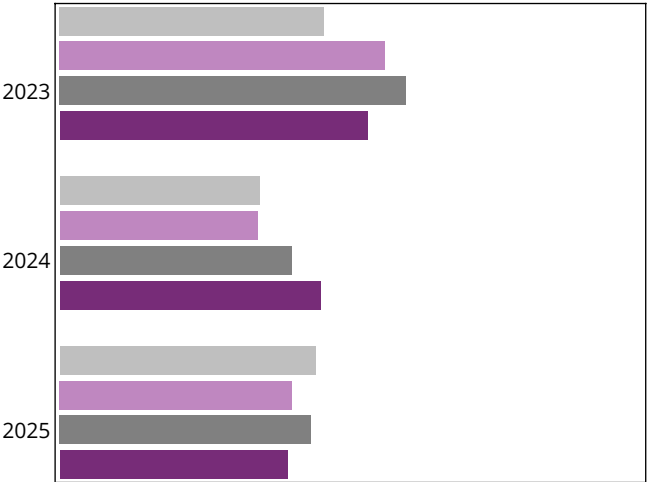
Young Adult Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	64,012	51,416	57,650
Week 50	79,692	51,534	52,490
Week 51	88,383	61,514	58,490
Week 52	78,970	66,057	54,564
Total	311,057	230,521	223,194

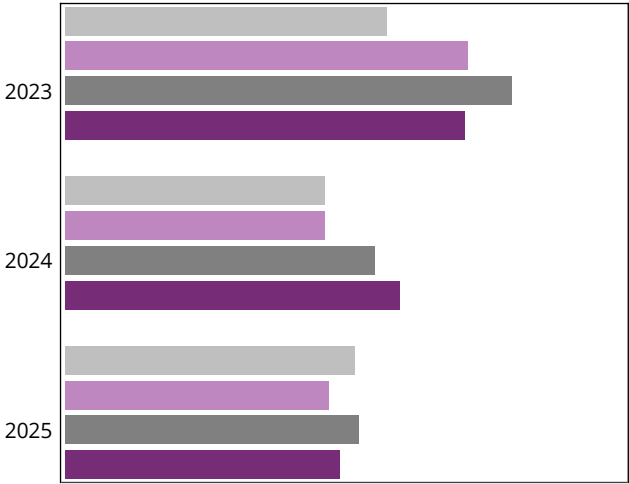
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$1,590,940	\$1,200,769	\$1,541,605
Week 50	\$1,958,230	\$1,190,300	\$1,397,920
Week 51	\$2,084,917	\$1,396,696	\$1,511,957
Week 52	\$1,853,596	\$1,570,275	\$1,370,964
Total	\$7,487,683	\$5,358,039	\$5,822,446

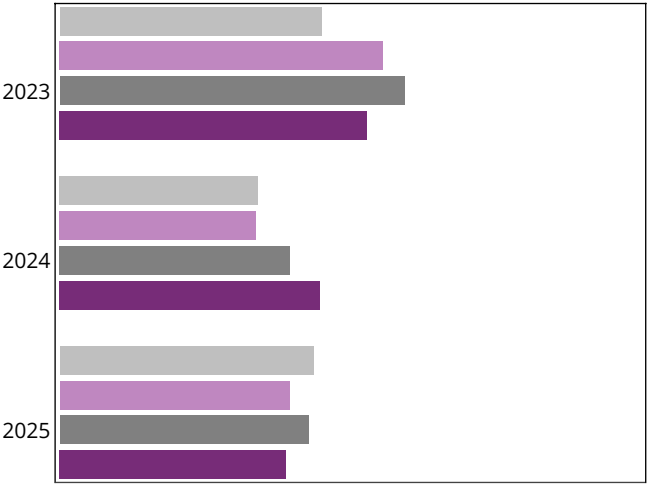
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	63,426	51,153	57,027
Week 50	79,235	51,147	51,944
Week 51	87,881	60,969	57,873
Week 52	78,792	65,882	54,154
Total	309,334	229,151	220,998

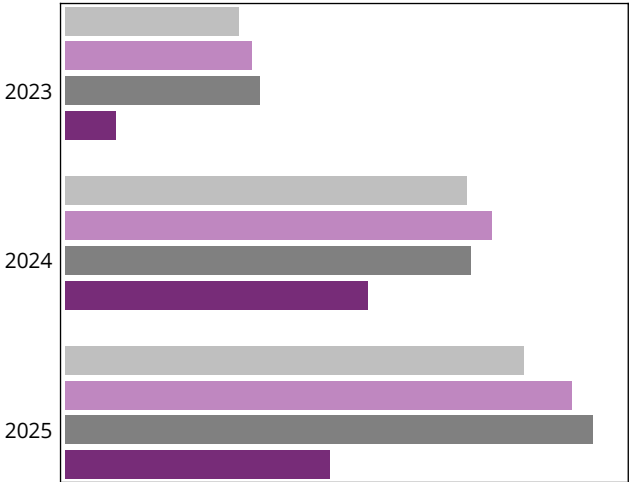
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$1,577,784	\$1,193,906	\$1,526,125
Week 50	\$1,946,084	\$1,181,785	\$1,384,913
Week 51	\$2,074,171	\$1,385,107	\$1,496,080
Week 52	\$1,849,888	\$1,566,336	\$1,361,064
Total	\$7,447,926	\$5,327,134	\$5,768,182

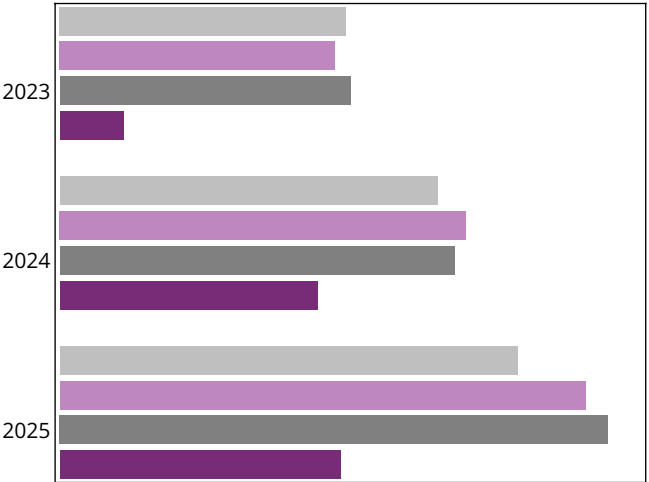
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2023	2024	2025
Week 49	3,424	7,915	9,043
Week 50	3,678	8,394	9,972
Week 51	3,828	7,997	10,394
Week 52	999	5,954	5,218
Total	11,929	30,260	34,627

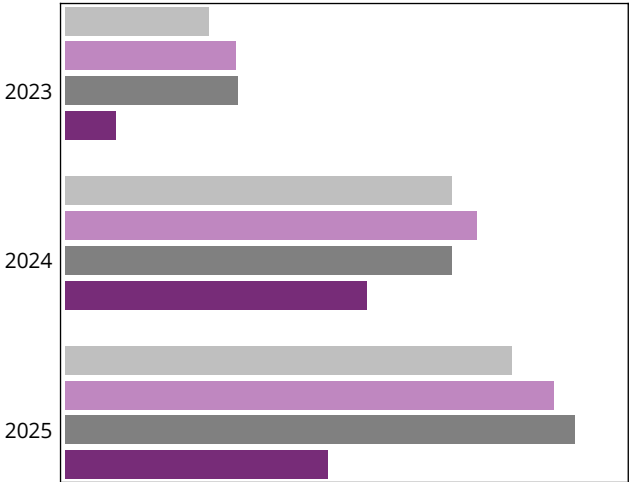
Value Sold (in millions of dollars)



	2023	2024	2025
Week 49	\$103,444	\$136,364	\$165,411
Week 50	\$99,395	\$146,793	\$189,907
Week 51	\$105,078	\$142,691	\$198,105
Week 52	\$23,059	\$93,022	\$101,341
Total	\$330,976	\$518,869	\$654,763

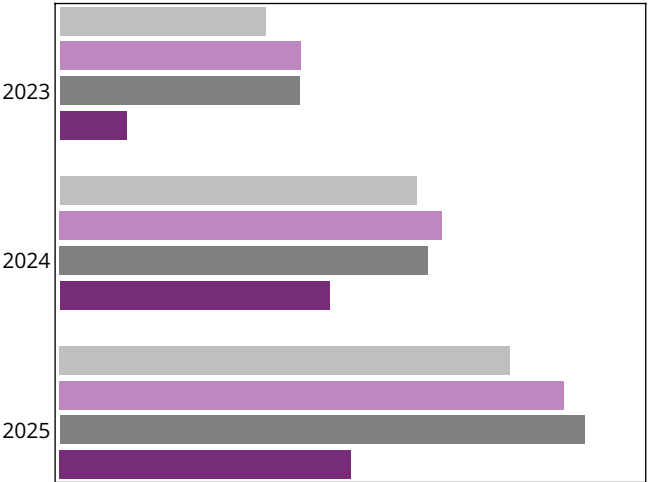
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2023	2024	2025
Week 49	2,826	7,607	8,792
Week 50	3,360	8,101	9,628
Week 51	3,400	7,616	10,041
Week 52	993	5,941	5,181
Total	10,579	29,265	33,642

Value Sold (in millions of dollars)



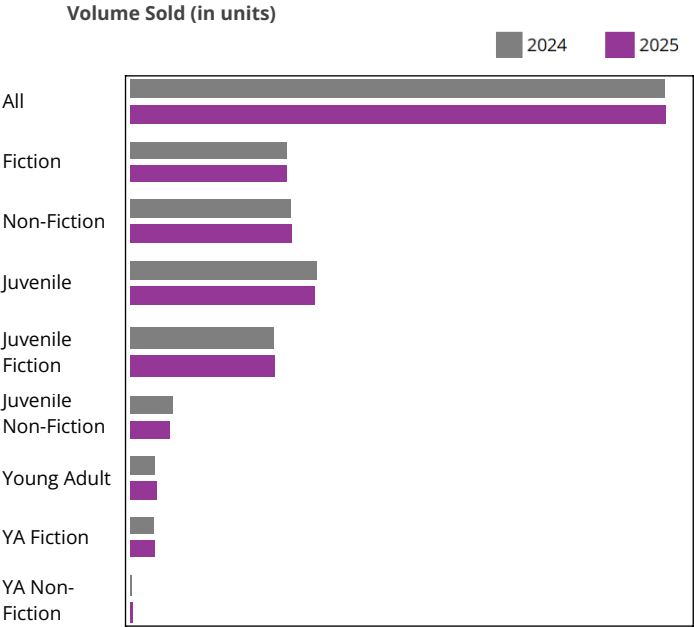
	2023	2024	2025
Week 49	\$70,888	\$122,826	\$154,871
Week 50	\$82,861	\$131,547	\$173,553
Week 51	\$82,577	\$126,673	\$180,502
Week 52	\$22,936	\$92,716	\$100,230
Total	\$259,261	\$473,762	\$609,156

Year-to-Date Comparisons

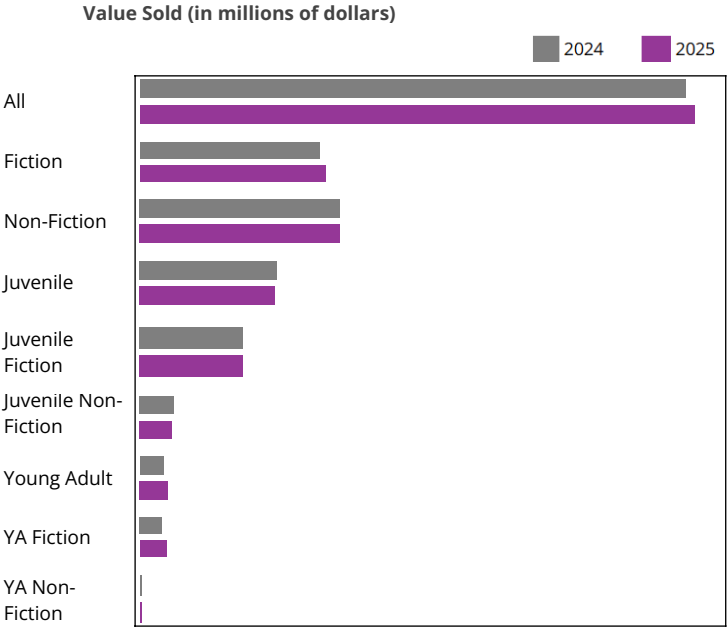
Week-ending dates:

	2024	2025
Week 52	2024-12-29	2025-12-28

All Market

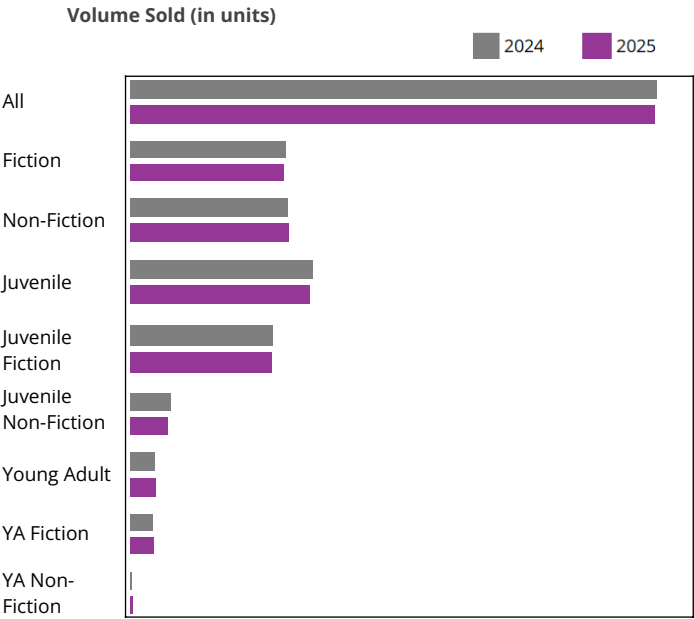


	2024	2025
All	47,874,670	47,920,614
Fiction	13,980,045	13,976,570
Non-Fiction	14,357,814	14,480,885
Juvenile	16,689,854	16,479,528
Juvenile Fiction	12,890,102	12,937,367
Juvenile Non-Fiction	3,799,752	3,542,161
Young Adult (YA)	2,199,264	2,364,695
YA Fiction	2,070,643	2,168,597
YA Non-Fiction	128,621	196,098

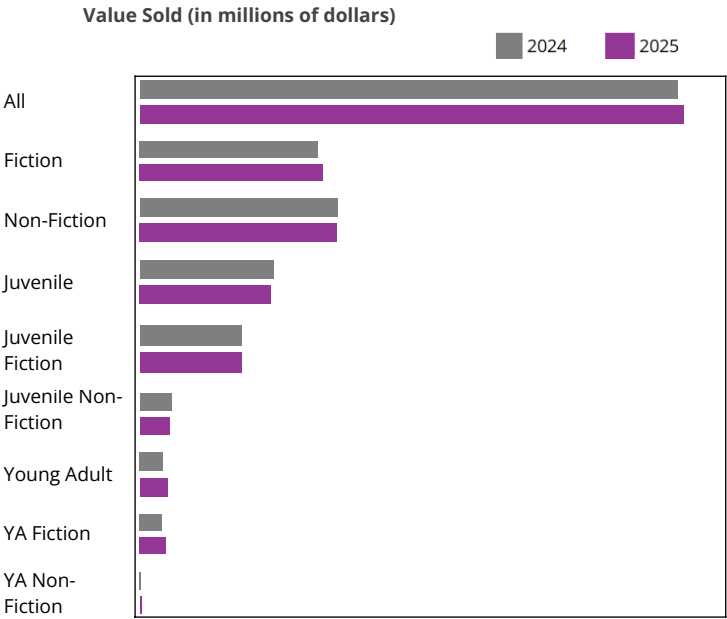


	2024	2025
All	\$1,126,932,785	\$1,145,232,076
Fiction	\$370,458,251	\$384,009,492
Non-Fiction	\$413,450,769	\$413,619,592
Juvenile	\$283,559,251	\$279,464,905
Juvenile Fiction	\$212,819,525	\$213,302,034
Juvenile Non-Fiction	\$70,739,726	\$66,162,872
Young Adult (YA)	\$48,880,176	\$58,429,538
YA Fiction	\$45,906,773	\$54,445,554
YA Non-Fiction	\$2,973,403	\$3,983,984

Ring Fence



	2024	2025
All	47,160,806	46,957,508
Fiction	13,884,277	13,754,653
Non-Fiction	14,142,986	14,222,499
Juvenile	16,334,713	16,059,859
Juvenile Fiction	12,741,129	12,711,472
Juvenile Non-Fiction	3,593,584	3,348,387
Young Adult (YA)	2,164,241	2,322,612
YA Fiction	2,050,601	2,140,422
YA Non-Fiction	113,640	182,190



	2024	2025
All	\$1,110,120,596	\$1,122,353,209
Fiction	\$367,993,664	\$378,198,668
Non-Fiction	\$408,308,894	\$406,951,172
Juvenile	\$275,666,915	\$270,661,772
Juvenile Fiction	\$210,162,717	\$209,432,769
Juvenile Non-Fiction	\$65,504,198	\$61,229,003
Young Adult (YA)	\$47,762,013	\$57,131,923
YA Fiction	\$45,456,248	\$53,771,312
YA Non-Fiction	\$2,305,765	\$3,360,611

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