



Literary Award Report:

Canada Reads 2020-2021



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CANADA**

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Introduction

To get a sense of what to expect during the upcoming award season, and to help publishers with stock and demand planning, BNC Research's literary award reports show a trend analysis of last year's shortlist and winner as well as a comparison in sales and stock position of all winning titles between 2018 and 2021. By looking at sales data from previous years, we can help you to better predict potential sales and order spikes, giving you the data you need to ensure you have enough copies in the warehouse and on booksellers' shelves.

This report includes:

- bibliographic data for shortlisted titles
- week-over-week comparison of volume sold, volume on hand, and volume on order for each shortlisted title within the graphed time period
- market trends by week and percentage of market share for shortlisted titles
- year-over-year comparison of volume sold for winners from 2018 to 2021

Important notes for how to read the graphs and percent change figures:

- All dates used in the graphs represent week-ending dates.
- The graphed time period is from week ending Dec. 21, 2020 to April 4, 2021.
- Where multiple editions are noted (i.e., paperback and hardcover editions), sales are combined within tables and graphs.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week or week after of each announcement, depending on which day of the week the announcement is made. These calculations are dependent on a given title's availability in the market.

Caveats

Based on publisher feedback, we estimate that BNC SalesData represents 85% of physical English-language trade book sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any interpretation of these results, as the effect of certain awards may not be fully captured in our data. These retail categories include:

- Independent bookstores: BNC SalesData includes most major independent bookstores and many smaller ones but not all, any of which could be actively promoting an award winner. It also does not capture some specialty independent bookstores where a genre- or subject-specific award may have more impact.

However, we are able to detect even the slightest variation in sales in our independent panel, so we are confident that sales changes in the independent market are well represented.

- K-12 and higher-education sales: Our panel does not include direct institutional sales to schools or college/university textbook sales.

New booksellers have begun contributing to BNC SalesData since our first literary awards study, conducted in October 2006. Some changes seen in year-over-year sales figures may be due to the increased number of stores reporting sales, rather than a true increase in overall sales.

At this time, ebook and audiobook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

Literary Award Report: Canada Reads 2020–2021

Canada Reads

2021 winner

- *Jonny Appleseed* by Joshua Whitehead, Arsenal Pulp Press, TP, 9781551527253, \$19.95

2021 shortlisted titles

- *Butter Honey Pig Bread* by Francesca Ekwuyasi, Arsenal Pulp Press, TP, 9781551528236, \$23.95
- *Hench* by Natalie Zina Walschots, HarperCollins Publishers, HT, 9780062978578, \$34.99
- *The Midnight Bargain* by C.L. Polk, Erewhon Books, HT, 9781645660071, \$33.95
- *Two Trees Make a Forest* by Jessica J. Lee, Hamish Hamilton, TP, 9780735239579, \$24.95

2021 announcement dates

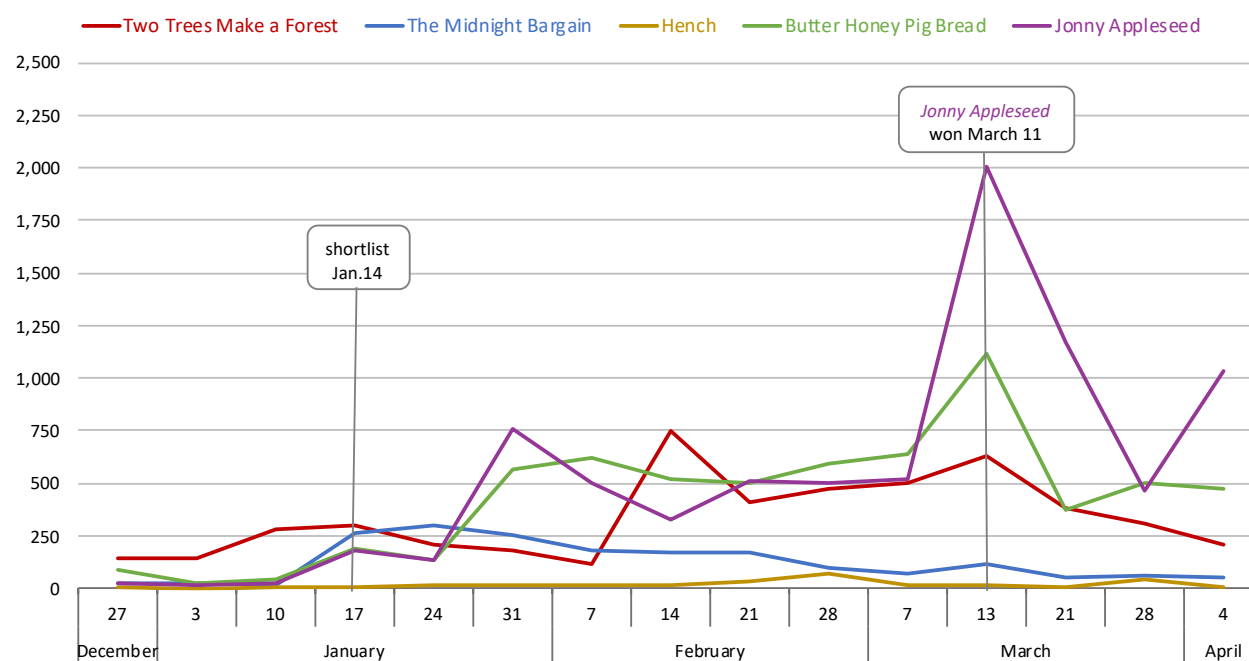
- Shortlist: January 14, 2021
- Winner: March 11, 2021

Shortlisted titles — Volume of sales

		Shortlist announced					Winner announced			
										
		<i>Two Trees Make a Forest</i>	<i>The Midnight Bargain</i>	<i>Hench</i>	<i>Butter Honey Pig Bread</i>	<i>Jonny Appleseed</i>	Overall Unit Sales	2020-2021 Markets		
								Non-Fiction	Fiction	Week
December	27	146	29	5	86	27	293	523,807	281,883	1
January	3	148	26	0	22	15	211	323,610	183,982	2
	10	281	20	5	45	24	375	360,631	226,205	3
	17	302	267	10	187	177	943	334,038	218,955	4
	24	213	304	14	137	132	800	322,779	204,302	5
	31	182	256	12	562	760	1,772	301,169	211,127	6
February	7	113	178	19	625	501	1,436	287,167	218,110	7
	14	746	169	20	522	329	1,786	284,865	230,934	8
	21	413	168	36	498	508	1,623	296,862	258,728	9
	28	474	96	71	596	501	1,738	316,960	263,991	10
March	7	499	67	13	636	522	1,737	316,841	256,938	11
	14	627	115	19	1,119	2,010	3,890	321,313	246,522	12
	21	384	53	4	378	1,176	1,995	361,804	237,075	13
	28	311	61	42	505	468	1,387	334,224	219,241	14
April	4	206	56	10	471	1,033	1,776	310,792	229,866	15

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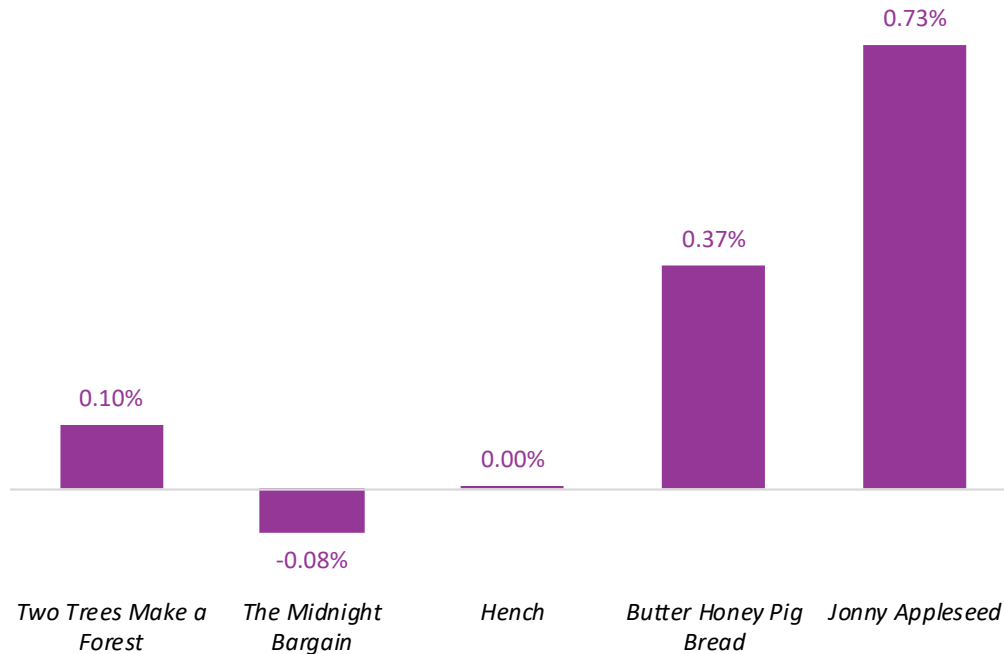
Shortlisted titles



Announcement percent changes

	<i>Two Trees Make a Forest</i>	<i>The Midnight Bargain</i>	<i>Hench</i>	<i>Butter Honey Pig Bread</i>	<i>Jonny Appleseed</i>	Percent change
Shortlist announcement's percent change	58%	968%	200%	267%	705%	439%
Winner announcement's percent change	36%	4%	-53%	94%	294%	75%

Shortlisted titles — Market share shift



Each shortlisted title's market share percentage (i.e., the portion of either the Fiction or Non-Fiction market, depending on the title's subject, that is allocated to sales of that title) during debate week was compared with a baseline market share from eight weeks earlier to calculate the shift each title experienced during debate week.

Two Trees Make a Forest was voted off on day one, *The Midnight Bargain* was voted off on day two, and so on leading up to the final day, with *Jonny Appleseed* the 2021 winner. The market share percentages for *Two Trees Make a Forest* are compared with the Non-Fiction market; all other titles are compared with the Fiction market.

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Nominee title: *Two Trees Make a Forest* by Jessica J. Lee

Units sold, on hand, and on order

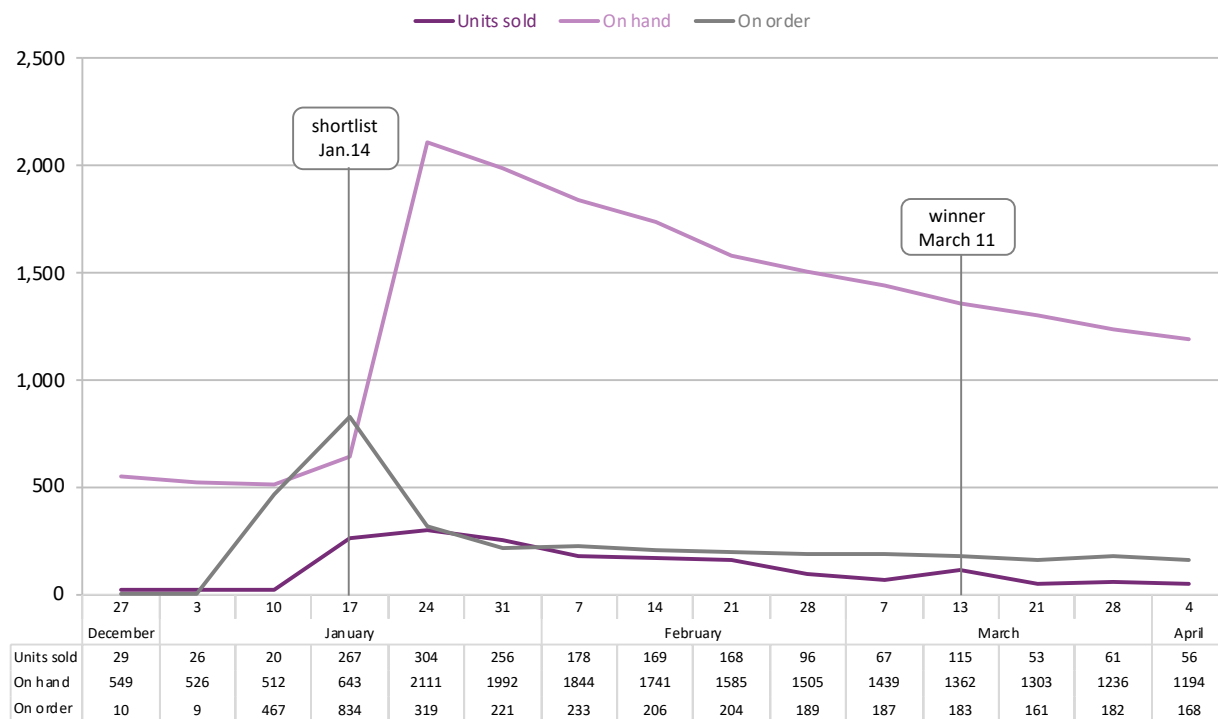


Two Trees Make a Forest was championed by Scott Helman and voted off on day one.

Literary Award Report: Canada Reads 2020–2021

Nominee title: *The Midnight Bargain* by C.L. Polk

Units sold, on hand, and on order



The Midnight Bargain was championed by Rosey Edeh and voted off on day two.

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Nominee title: *Hench* by Natalie Zina Walschots

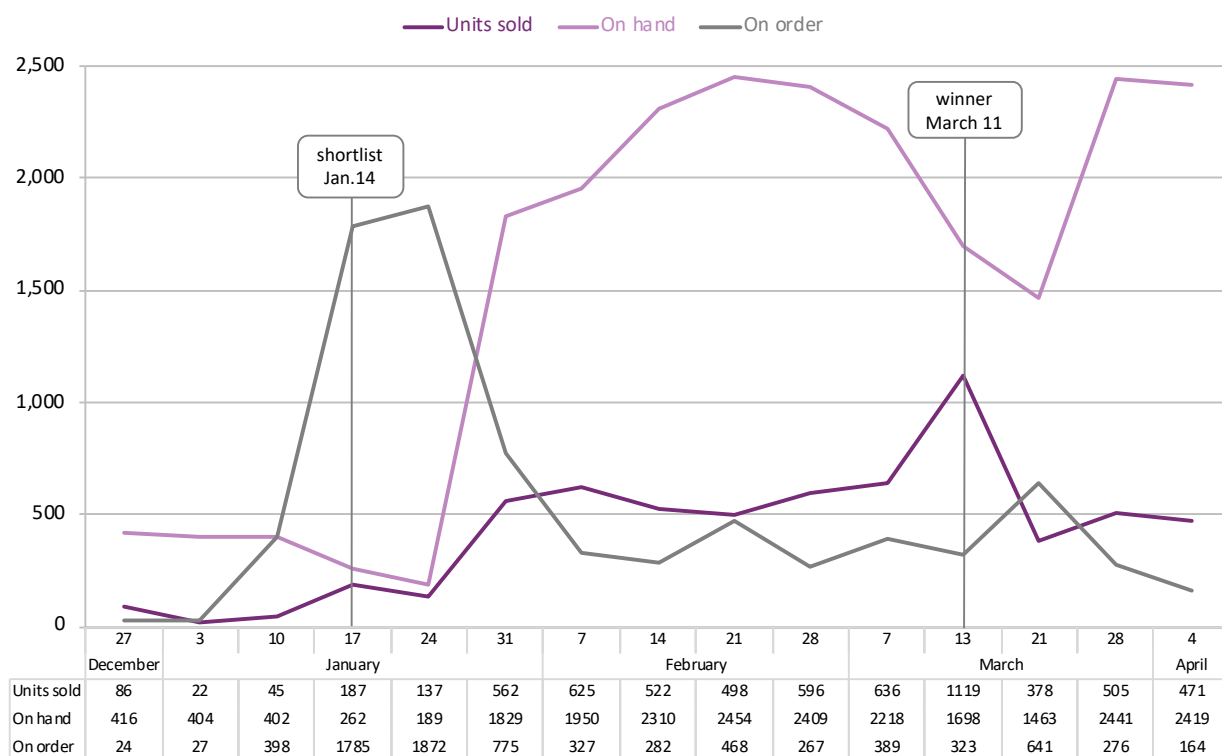
Units sold, on hand, and on order



Hench was championed by Paul Sun-Hyung Lee and voted off on day three.

Nominee title: *Butter Honey Pig Bread* by Francesca Ekwuyasi

Units sold, on hand, and on order

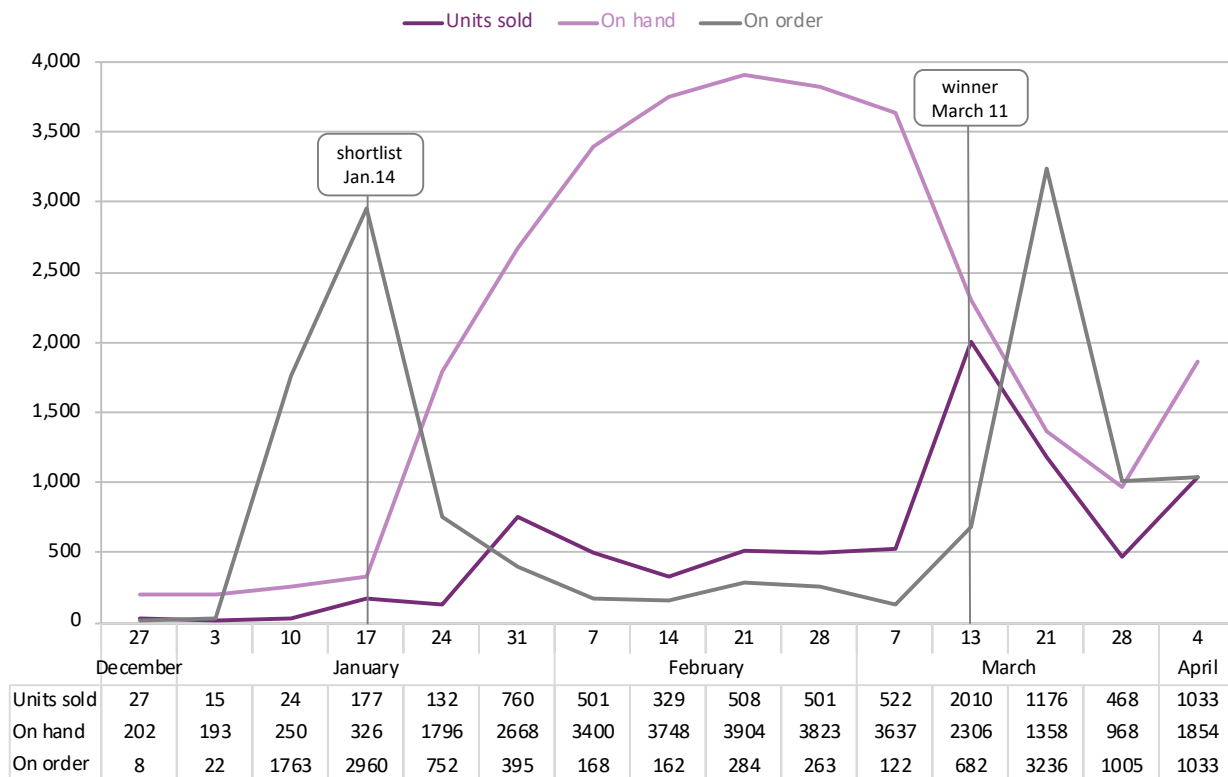


Butter Honey Pig Bread was championed by Roger Mooking and was the runner-up title.

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Winning title: *Jonny Appleseed* by Joshua Whitehead

Units sold, on hand, and on order



Jonny Appleseed was championed by Devery Jacobs and won.

Winner comparison 2018–2021

- **2021:** *Jonny Appleseed* by Joshua Whitehead, Arsenal Pulp Press, TP, 9781551527253, \$19.95
- **2020:** *We Have Always Been Here: A Queer Muslim Memoir* by Samra Habib, Penguin Canada, TP, 9780735235007, \$24.95
- **2019:** *By Chance Alone* by Max Eisen, HarperCollins Publishers, TP, 9781443448543, \$21.00
- **2018:** *Forgiveness* by Mark Sakamoto, HarperCollins Publishers
 - TP, 9781443417983, \$19.99
 - HT, 9781443417976, \$29.99

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Volume of sales — Winner comparison — 2018–2019

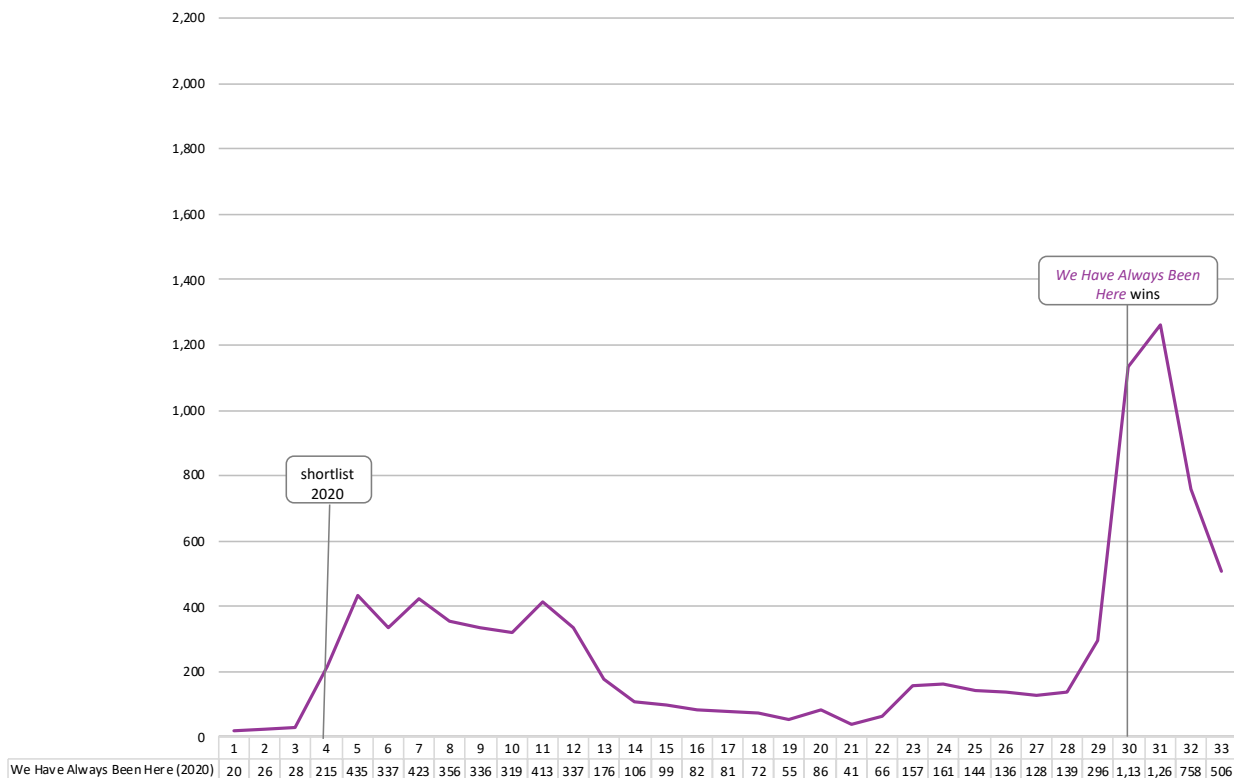


In 2019, the winning title, *By Chance Alone*, sold the highest number of copies during the 22-week time period, and all shortlisted titles experienced large sales increases following the shortlist announcement which peaked during the debate week.

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Because of COVID-19, the Canada Reads 2020 debate was postponed to week 30. As the 2020 time period of 33 weeks cannot be directly compared with the 22-week time period for prior years, we have separated out the 2020 winner into a separate graph below, however we have used the same x axis for both 2020 and 2021 winner graphs to allow for easy comparisons.

Volume of sales — 2020 winner



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In 2020, COVID-19 retail closures during the analyzed period were from weeks 11 to 21 (the week ending March 15, 2020 to the week ending May 24, 2020).

The Canada Reads 2021 debate (15 weeks) cannot be directly compared to the 2020 time period of 33 weeks nor to the 22-week time period for years prior, we have separated out the 2021 winner.

Volume of sales — 2021 winner

