



RESEARCH & EDUCATION

Literary Award Report:

Canada Reads 2024



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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 from previous years.

Looking at sales data from 2021 to 2024, this report can help you to better predict potential sales and order spikes by 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; and
- year-over-year comparison of volume sold for winners from 2021 to 2024.

How to interpret 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. 24, 2023 to March 31, 2024.
- 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: 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 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 SalesData. Therefore, all numbers in this report refer to print books only.

The study was prepared by BookNet Canada staff.

Canada Reads

In 2024, the Canada Reads shortlist was announced on January 11, 2024. Debates took place from March 4 to March 7, 2024 and the prize was awarded on March 7, 2024.

These are the shortlisted titles:

2024 winner

- *The Future* by Catherine Leroux, Biblioasis, TP, 9781771965606, \$24.95

2024 nominated titles

- *Meet Me at the Lake* by Carley Fortune, Penguin Canada, TP, 9780735243781, \$24.95
- *Denison Avenue* by Daniel Innes, ECW Press, TP, 9781770417151, \$32.95
- *Bad Cree* by Jessica Johns, HarperCollins Canada, TP, 9781443465489, \$24.99
- *Shut Up You're Pretty* by Tea Mutonji, Arsenal Pulp Press, TP, 9781551527550, \$17.95

The above nominated titles are presented in order of elimination.

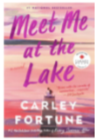
Shortlisted titles

This section includes data on the volume of sales for the entire shortlist of Canada Reads 2024, as well as the specific impact of the shortlist and winner announcement on book sales. This data is presented both for the entire shortlist and title-by-title.

Volume of sales for 2024 shortlisted titles

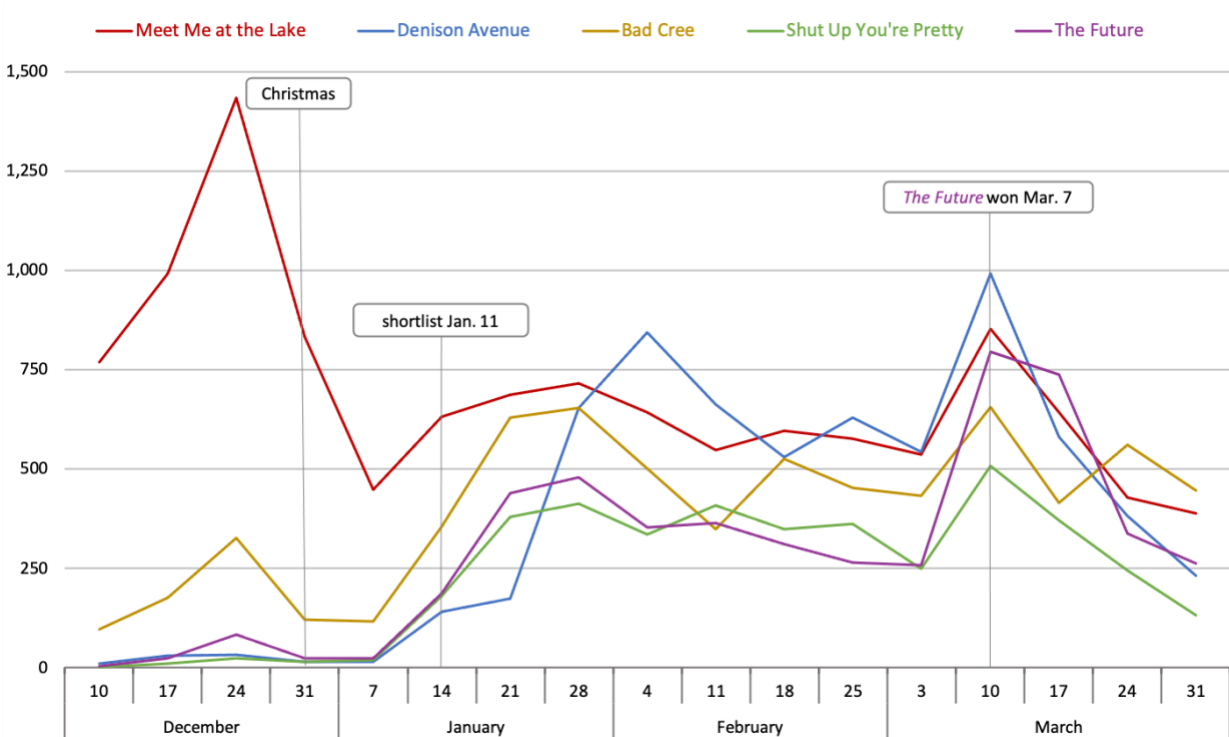
Shortlist announced

Winner announced



		<i>Meet Me at the Lake</i>	<i>Denison Avenue</i>	<i>Bad Cree</i>	<i>Shut Up You're Pretty</i>	<i>The Future</i>	Overall Unit Sales	2024 Fiction Market	Week
December	10	768	10	96	2	5	881	369,213	1
	17	992	30	177	10	23	1,232	449,415	2
	24	1,435	33	327	23	83	1,901	554,697	3
	31	834	15	121	15	24	1,009	336,045	4
January	7	449	16	117	19	25	626	274,705	5
	14	631	142	355	181	187	1,496	221,307	6
	21	688	175	629	379	440	2,311	230,435	7
February	28	717	653	654	414	479	2,917	244,939	8
	4	642	844	501	336	354	2,677	260,285	9
	11	547	662	349	408	364	2,330	243,361	10
	18	596	530	525	350	311	2,312	242,662	11
	25	576	629	452	363	264	2,284	236,876	12
March	3	536	544	434	249	258	2,021	230,194	13
	10	854	993	656	508	796	3,807	245,373	14
	17	642	580	415	371	737	2,745	237,637	15
	24	429	383	561	246	339	1,958	225,029	16
	31	389	231	446	132	263	1,461	228,371	17

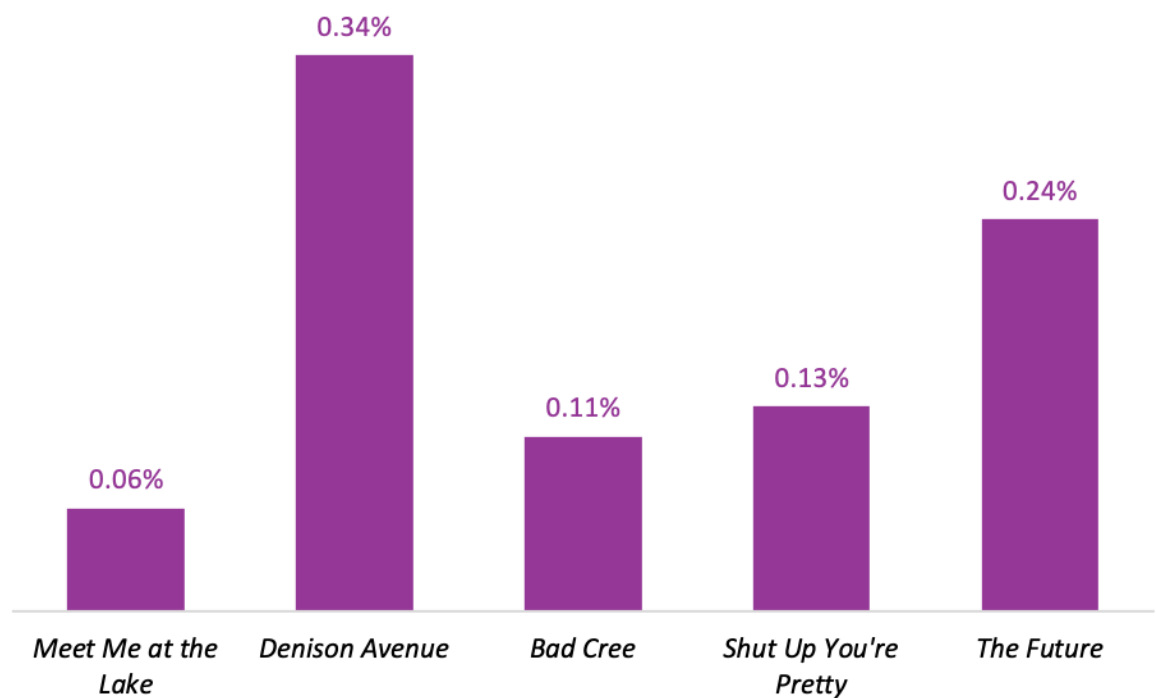
Volume of sales for 2024 shortlisted titles



Percent changes by announcement for 2024 shortlisted titles

	<i>Meet Me at the Lake</i>	<i>Denison Avenue</i>	<i>Bad Cree</i>	<i>Shut Up You're Pretty</i>	<i>The Future</i>	Average percent change
Shortlist	-30%	566%	88%	853%	325%	360%
Winner	50%	75%	39%	58%	187%	82%

Market share shift for 2024 shortlisted titles

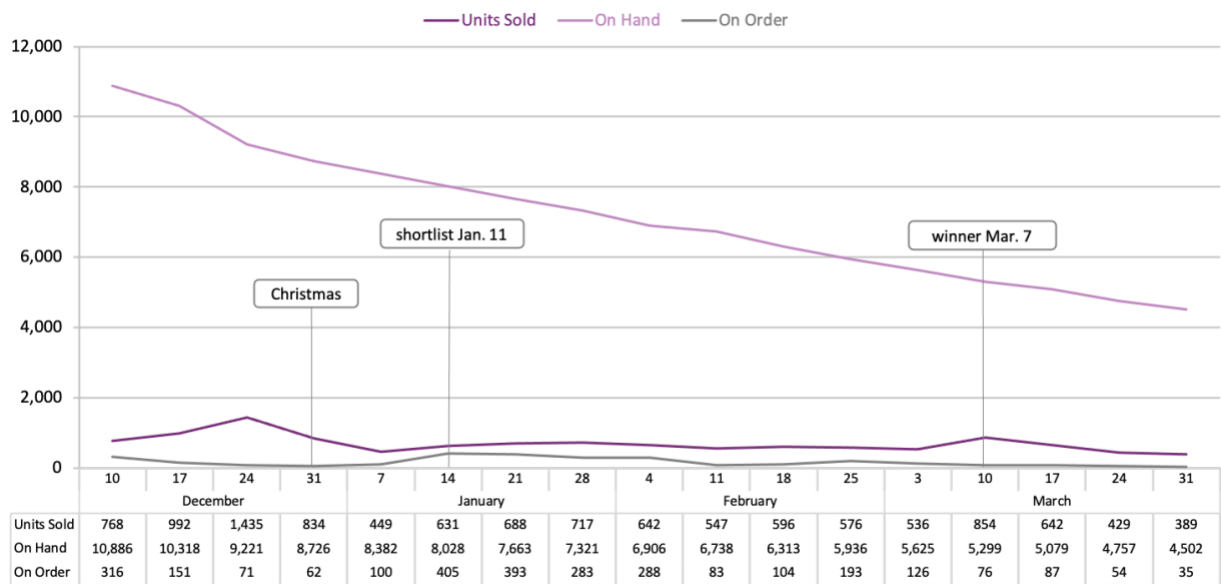


The above bar graph represents the shift for each shortlisted title’s market share (i.e., the portion of either the Fiction or Non-Fiction market, depending on the title's subject, that is allocated to sales of that title) during Canada Reads 2024.

To calculate this shift, each shortlisted title’s market share during Canada Reads 2024’s debate week (week ending March 10, 2024) was compared with a baseline market share from eight weeks prior (week ending January 14, 2024).

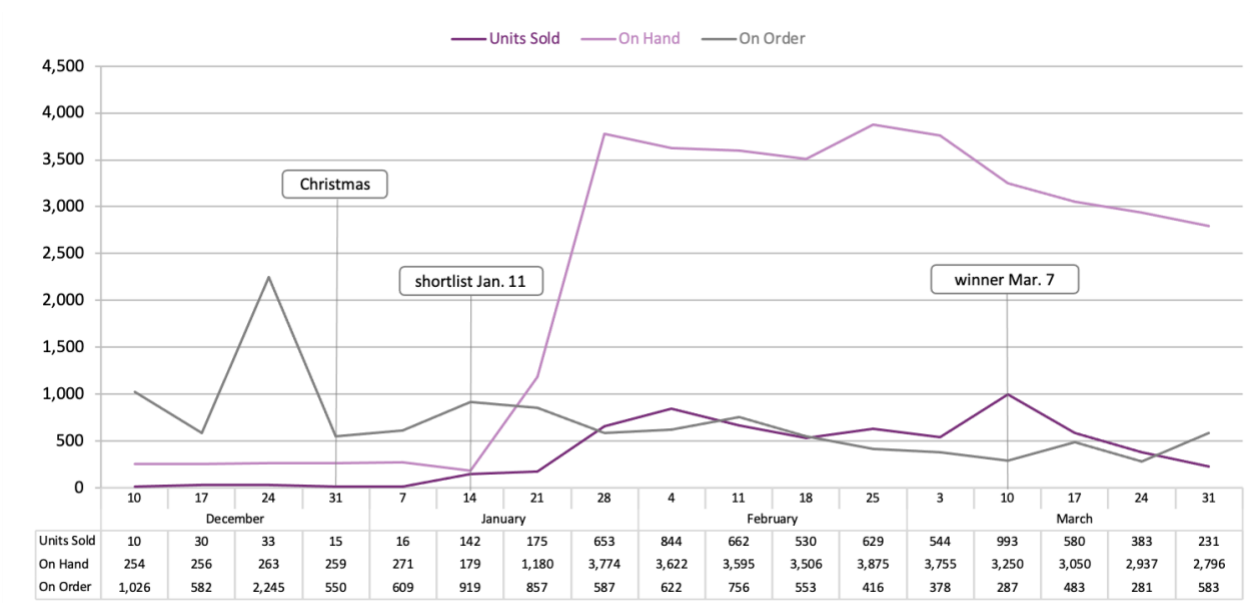
Shortlisted titles are presented in order of elimination, with *The Future* as the winner. All titles are compared with the Fiction market.

Nominated title: *Meet Me at the Lake* by Carley Fortune



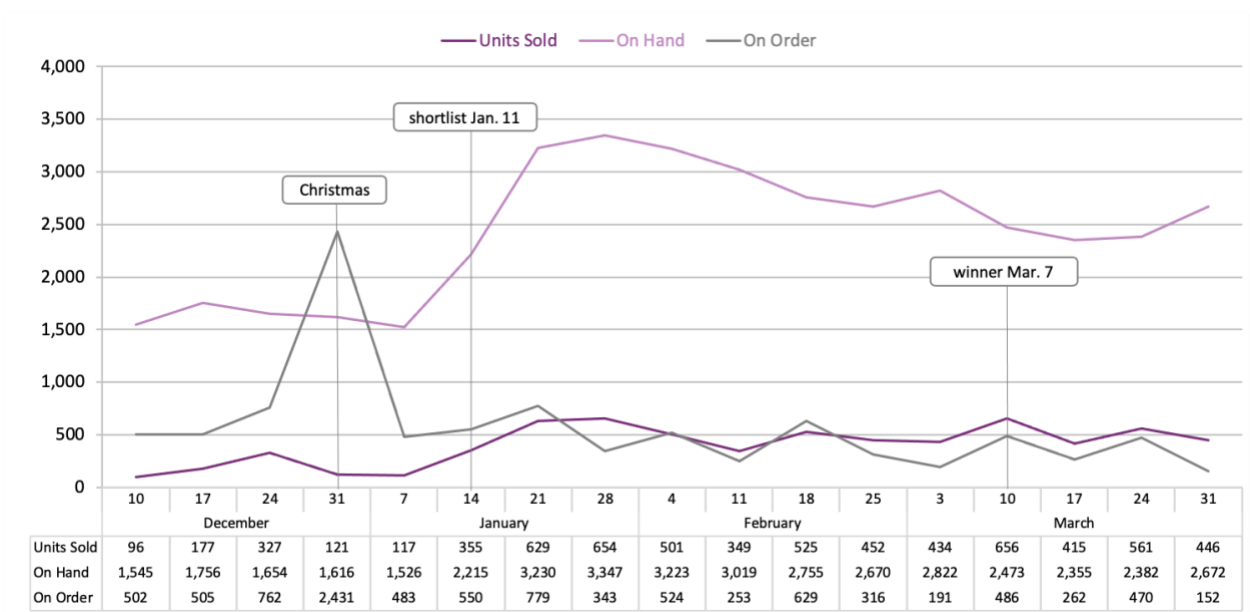
This title was championed by Mirian Njoh and eliminated on day one, March 4, 2024.

Nominated title: *Denison Avenue* by Daniel Innes



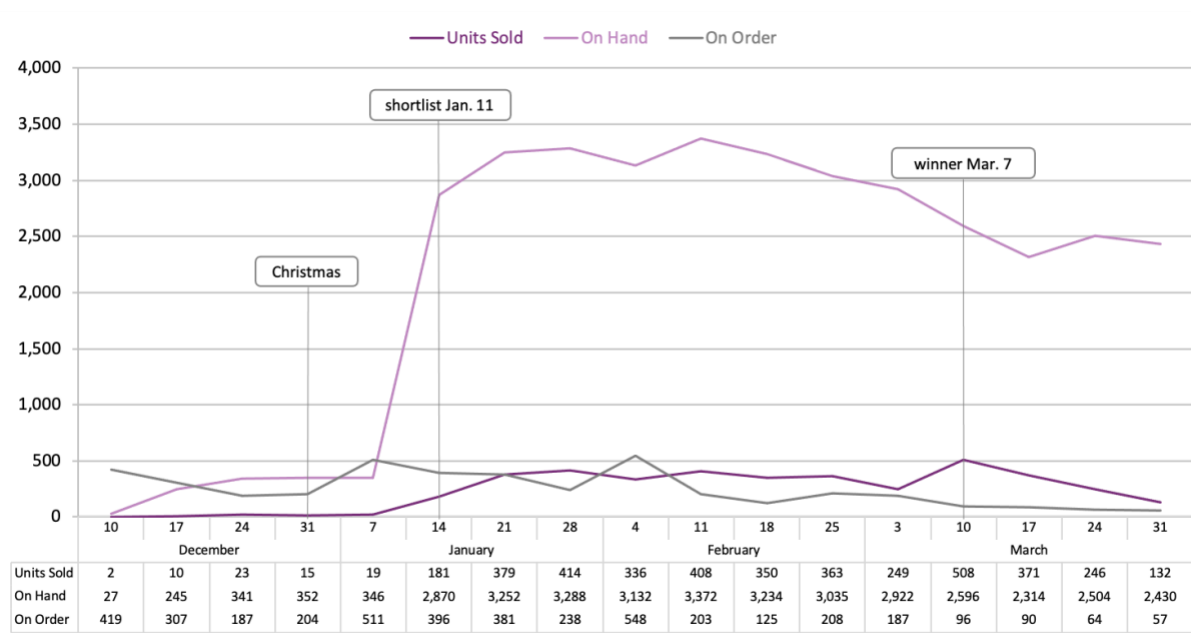
This title was championed by Naheed Nenshi and eliminated on day two, March 5, 2024.

Nominated title: *Bad Cree* by Jessica Johns



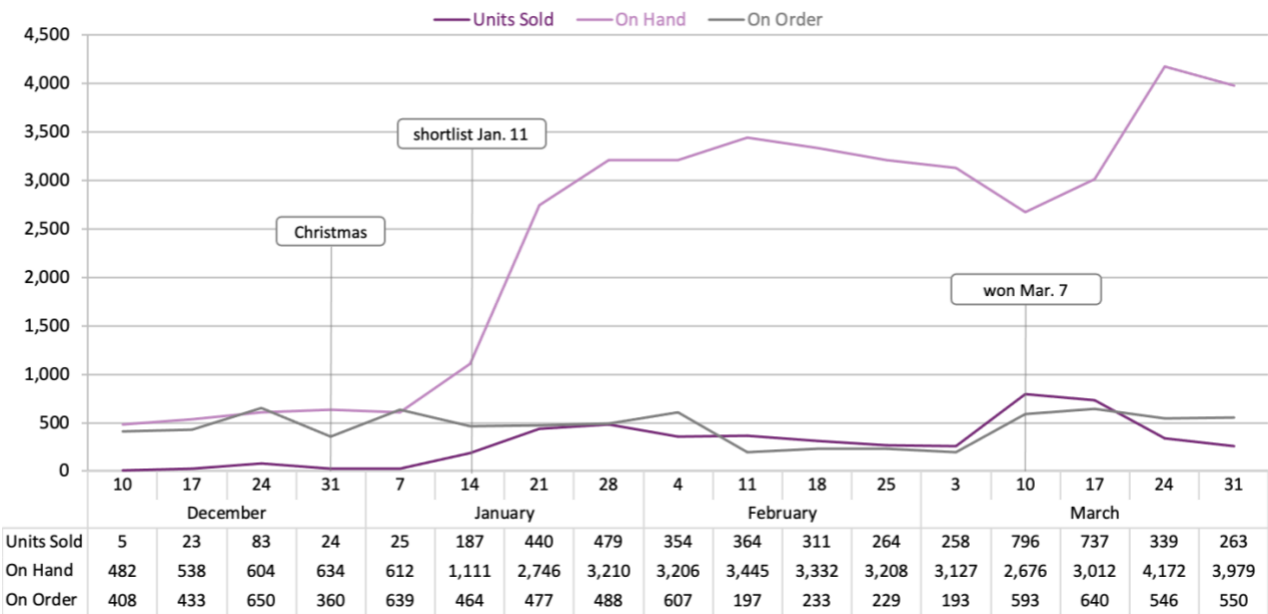
This title was championed by Dallas Soonias and eliminated on day three, March 6, 2024.

Nominated title: *Shut Up You're Pretty* by Tea Mutonji



This title was championed by Kudakwashe Rutendo and eliminated on day four as the runner-up title, March 7, 2024.

Winning title: *The Future* by Catherine Leroux



This title was championed by Heather O'Neill and won on day four, March 7, 2024.

Winner comparison

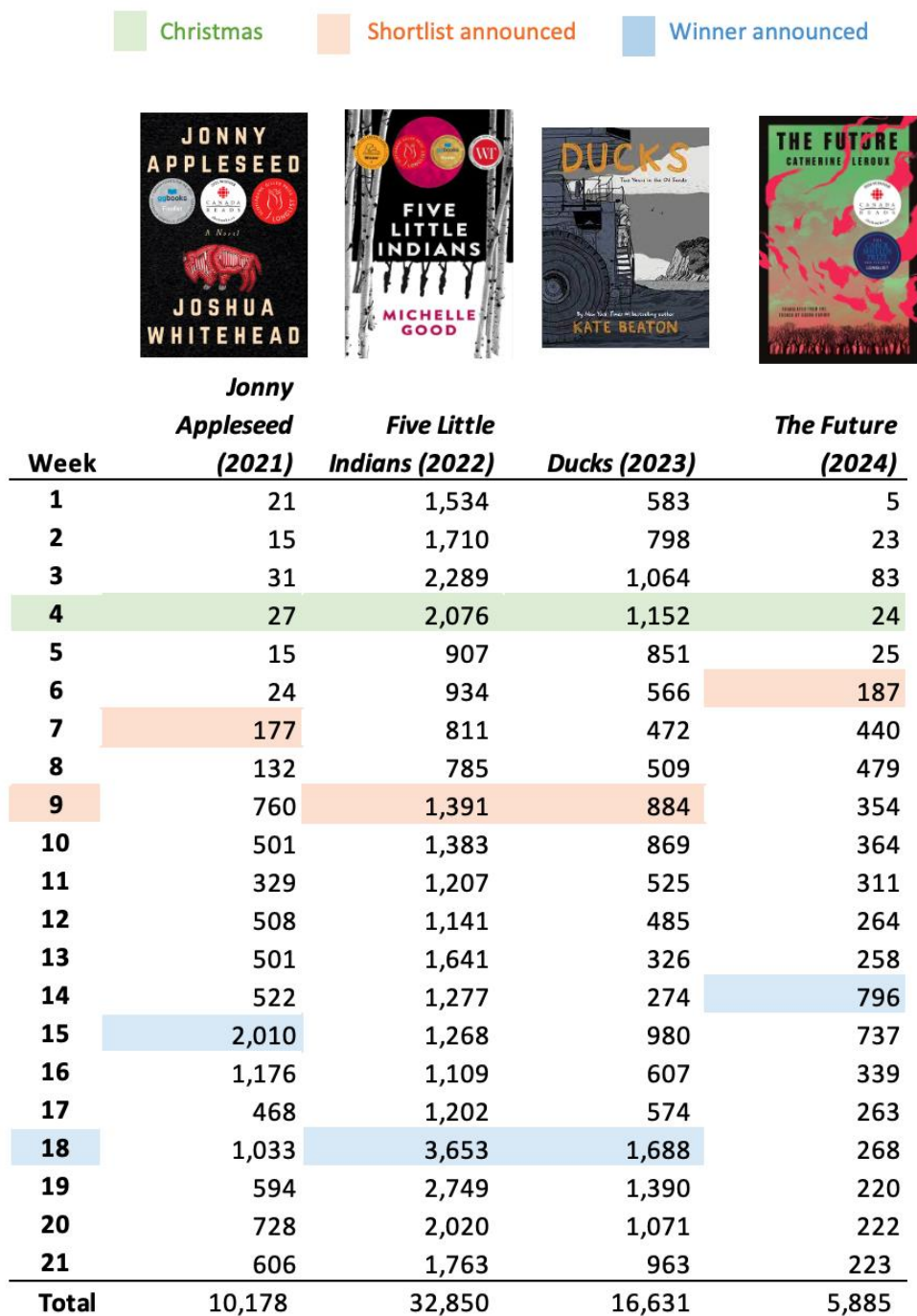
This section compares the volume of sales of Canada Reads award winners from 2021 to 2024.

Award winners:

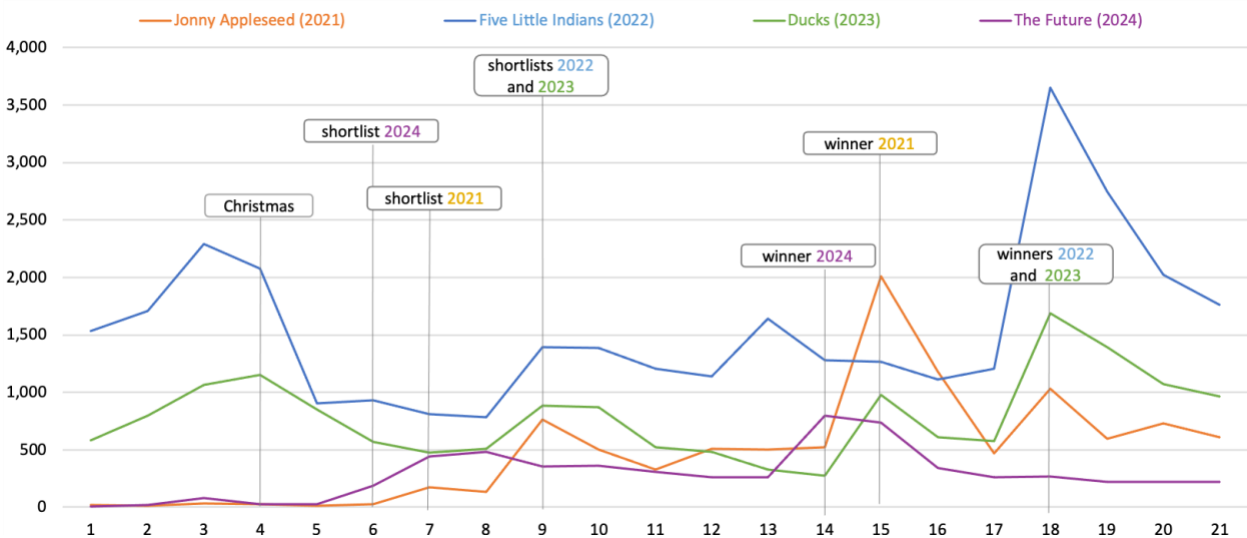
- **2024:** *The Future* by Catherine Leroux, Biblioasis, TP, 9781771965606, \$24.95
- **2023:** *Ducks* by Kate Beaton, Drawn and Quarterly, HT, 9781770462892, \$39.95
- **2022:** *Five Little Indians* by Michelle Good, HarperCollins Canada, TP, 9781443459181, \$22.99
- **2021:** *Jonny Appleseed* by Joshua Whitehead, Arsenal Pulp Press, TP, 9781551527253, \$19.95

The data in the following graph and tables covers a 21-week period for each year's winner.

Volume of sales for winning titles from 2021 to 2024



Volume of sales for winning titles from 2021 to 2024



Percent changes by announcement for winning titles from 2021 to 2024

	<i>Jonny Appleseed</i> (2021)	<i>Five Little Indians</i> (2022)	<i>Ducks</i> (2023)	<i>The Future</i> (2024)	Average percent change
Shortlist	705%	65%	71%	1,045%	471%
Winner	294%	206%	134%	187%	205%

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada acknowledges that its operations are remote and our colleagues contribute their work from the traditional territories of the [Mississaugas of the Credit](#), the Anishinaabe, the [Haudenosaunee](#), the Wyandot, the Mi'kmaq, the Ojibwa of Fort William First Nation, the Three Fires Confederacy of First Nations (which includes the Ojibwa, the Odawa, and the Potawatomie), and the Métis, the original nations and peoples of the lands we now call Beeton, Brampton, Guelph, Halifax, Thunder Bay, Toronto, Vaughan, and Windsor. We encourage you to visit the native-land.ca website to learn more about the peoples whose land you are joining from today. Moreover, BookNet endorses the [Calls to Action from the Truth and Reconciliation Commission of Canada](#) and supports an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities in all that complicated intersectionality. We, at BookNet, are committed to working with our partners in the industry as we move towards a framework that supports "spacemaking," which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print trade book sales through BNC SalesData.

BookNet Canada has extensive research available on our [website](#), both free and for purchase. We also feature our research on the [BookNet Canada Podcast](#). To stay updated on current and future research, including our forthcoming study on what readers think about diversity in the Canadian book market, subscribe to our monthly [BNC Research newsletter](#). To stay up-to-date on all BookNet Canada news and information, subscribe to our [weekly eNews](#).

If you have any questions or comments about this or other studies, please contact the research team at research@booknetcanada.ca.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, “the book industry’s supply-chain nerve centre.”

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