

SalesData Market Report:

April 2022

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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 April in the years 2020 to 2022 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 2020.

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 2022.

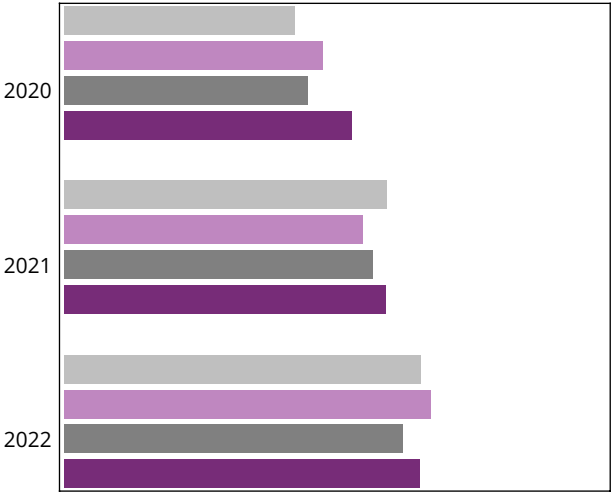
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 14	2020-04-05	2021-04-11	2022-04-10
Week 15	2020-04-12	2021-04-18	2022-04-17
Week 16	2020-04-19	2021-04-25	2022-04-24
Week 17	2020-04-26	2021-05-02	2022-05-01

Month-to-Month Comparisons

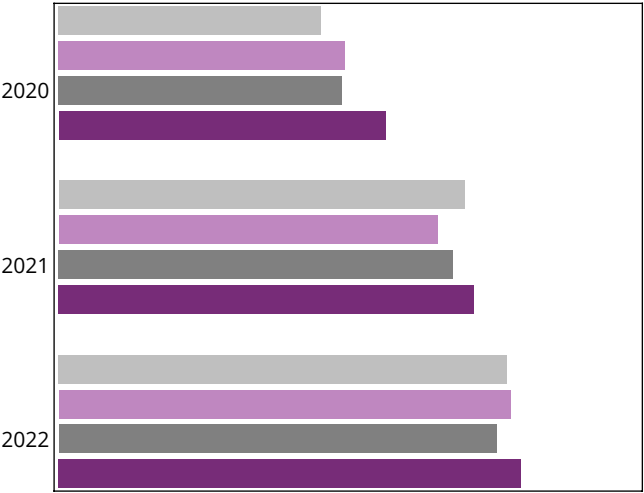
All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	553,927	774,139	855,687
Week 15	620,166	717,769	879,011
Week 16	585,214	739,990	811,999
Week 17	689,898	771,270	854,525
Total	2,449,205	3,003,168	3,401,222

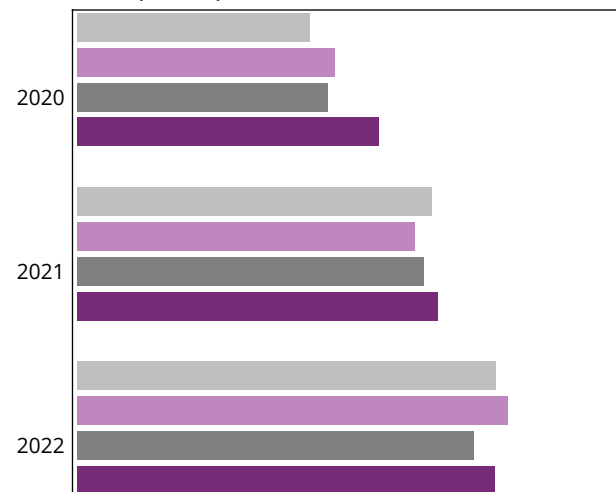
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$10,412,860	\$16,117,605	\$17,805,532
Week 15	\$11,373,768	\$15,050,115	\$17,939,339
Week 16	\$11,249,577	\$15,668,283	\$17,383,711
Week 17	\$12,972,886	\$16,496,017	\$18,370,506
Total	\$46,009,090	\$63,332,021	\$71,499,087

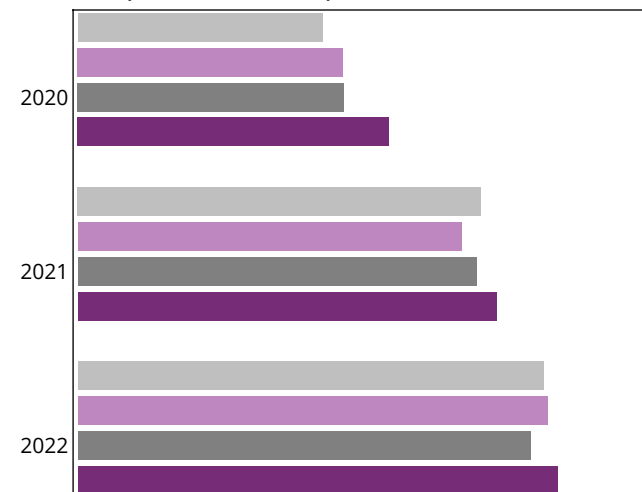
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	472,670	720,796	850,141
Week 15	522,780	684,816	874,577
Week 16	508,329	704,439	805,118
Week 17	612,216	732,215	847,377
Total	2,115,995	2,842,266	3,377,213

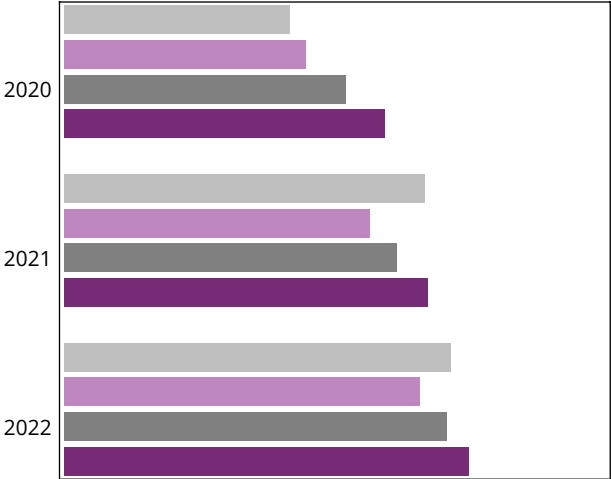
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$9,296,880	\$15,325,968	\$17,694,923
Week 15	\$10,079,891	\$14,578,085	\$17,849,239
Week 16	\$10,124,573	\$15,153,293	\$17,215,942
Week 17	\$11,825,055	\$15,919,970	\$18,221,999
Total	\$41,326,398	\$60,977,316	\$70,982,102

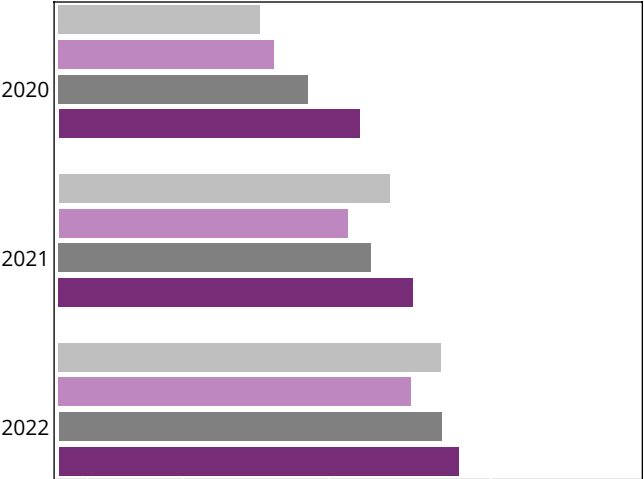
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	124,868	200,038	214,387
Week 15	134,000	169,421	196,921
Week 16	156,269	184,084	211,815
Week 17	177,365	201,250	224,253
Total	592,502	754,793	847,376

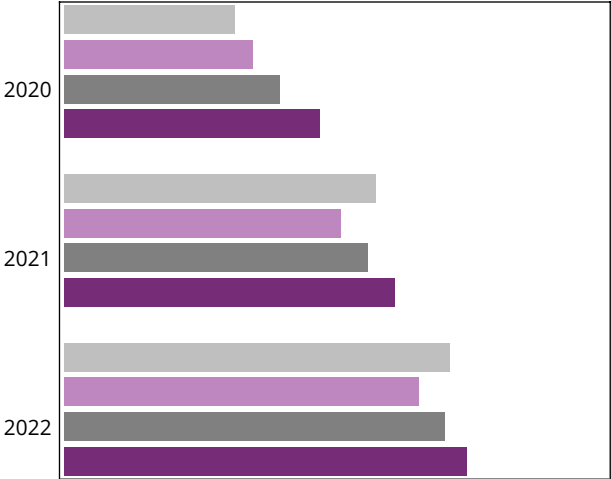
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$2,539,254	\$4,167,132	\$4,821,395
Week 15	\$2,715,611	\$3,639,584	\$4,442,448
Week 16	\$3,143,074	\$3,939,713	\$4,829,779
Week 17	\$3,788,833	\$4,467,768	\$5,043,879
Total	\$12,186,773	\$16,214,198	\$19,137,500

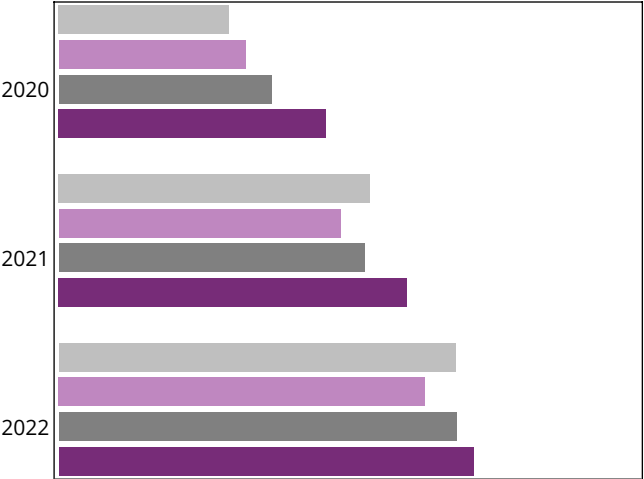
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	94,489	172,619	213,382
Week 15	104,675	153,328	196,242
Week 16	119,331	167,979	210,874
Week 17	141,543	183,398	222,937
Total	460,038	677,324	843,435

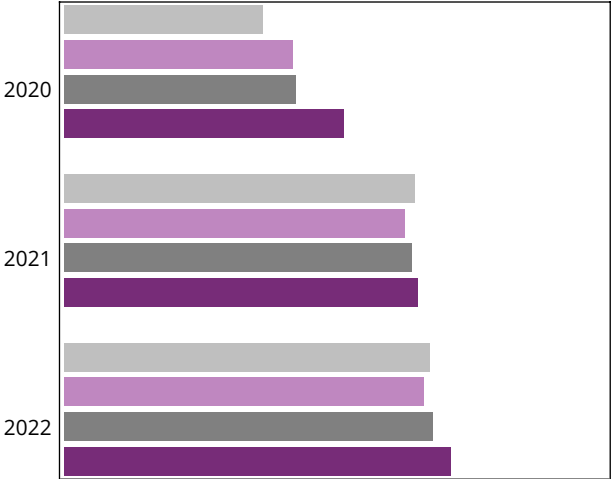
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$2,059,802	\$3,764,363	\$4,799,103
Week 15	\$2,257,318	\$3,406,719	\$4,426,861
Week 16	\$2,572,527	\$3,696,962	\$4,808,779
Week 17	\$3,233,515	\$4,208,911	\$5,013,762
Total	\$10,123,162	\$15,076,955	\$19,048,505

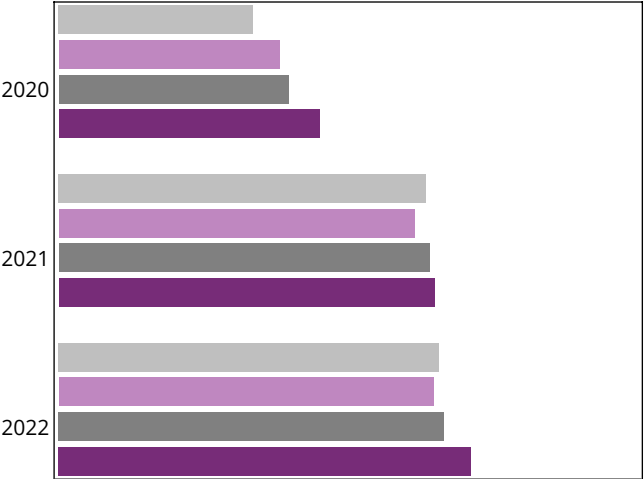
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	146,522	258,954	269,770
Week 15	169,146	251,247	265,305
Week 16	171,326	256,840	272,378
Week 17	206,303	261,492	285,544
Total	693,297	1,028,533	1,092,997

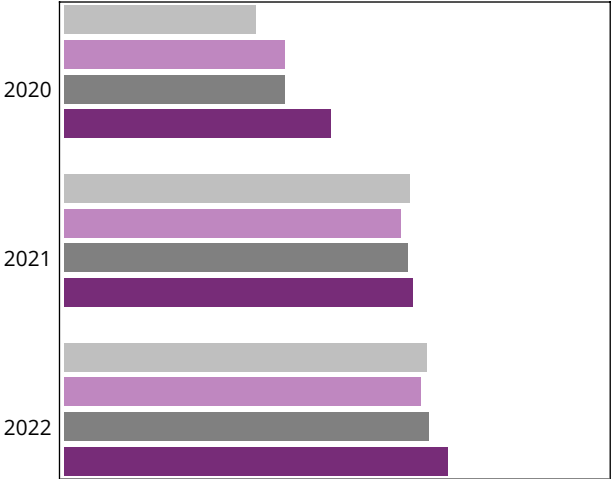
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$3,688,172	\$6,974,190	\$7,227,345
Week 15	\$4,193,471	\$6,763,221	\$7,123,199
Week 16	\$4,367,980	\$7,042,040	\$7,320,590
Week 17	\$4,949,994	\$7,142,875	\$7,833,904
Total	\$17,199,617	\$27,922,325	\$29,505,039

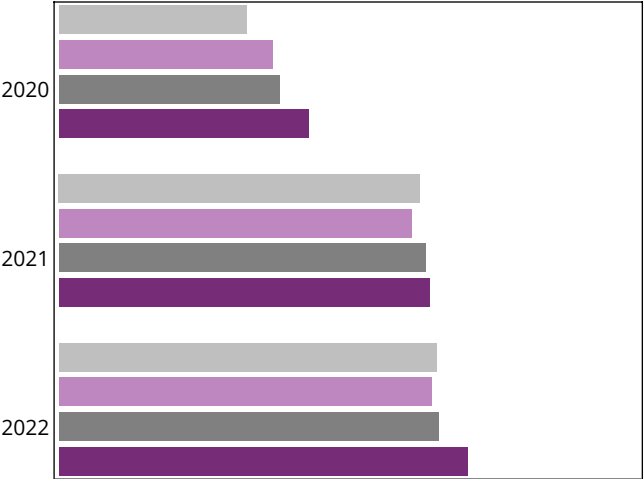
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	141,347	255,033	267,860
Week 15	162,949	248,837	263,661
Week 16	163,102	253,857	268,964
Week 17	197,255	257,800	283,142
Total	664,653	1,015,527	1,083,627

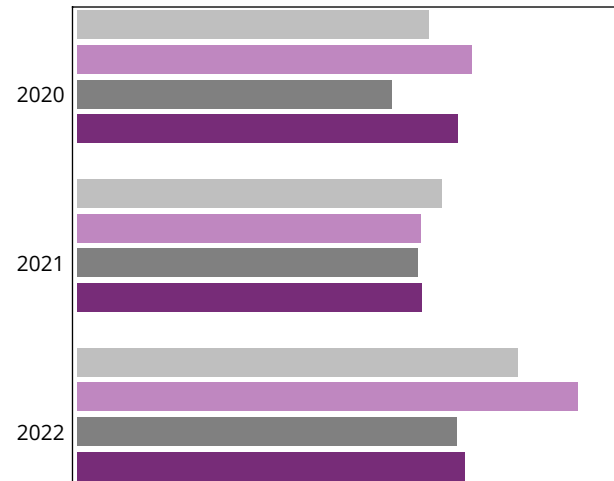
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$3,572,207	\$6,863,379	\$7,180,473
Week 15	\$4,058,422	\$6,703,527	\$7,080,926
Week 16	\$4,189,534	\$6,970,411	\$7,214,170
Week 17	\$4,745,432	\$7,043,334	\$7,771,501
Total	\$16,565,595	\$27,580,651	\$29,247,071

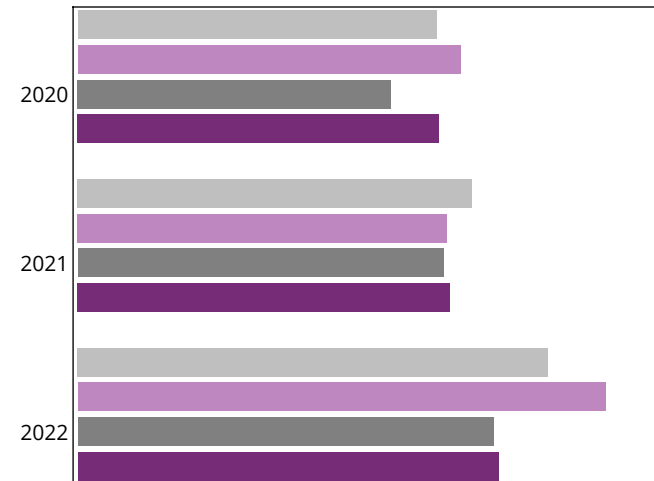
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	259,396	269,561	325,697
Week 15	291,770	253,667	369,589
Week 16	232,733	251,706	280,256
Week 17	281,469	254,421	286,341
Total	1,065,368	1,029,355	1,261,883

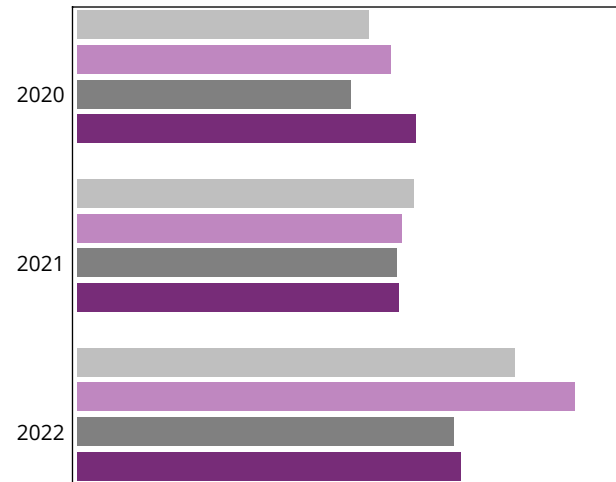
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$3,715,476	\$4,085,894	\$4,875,611
Week 15	\$3,964,310	\$3,824,885	\$5,469,140
Week 16	\$3,246,809	\$3,788,711	\$4,309,065
Week 17	\$3,744,452	\$3,856,534	\$4,359,104
Total	\$14,671,046	\$15,556,025	\$19,012,919

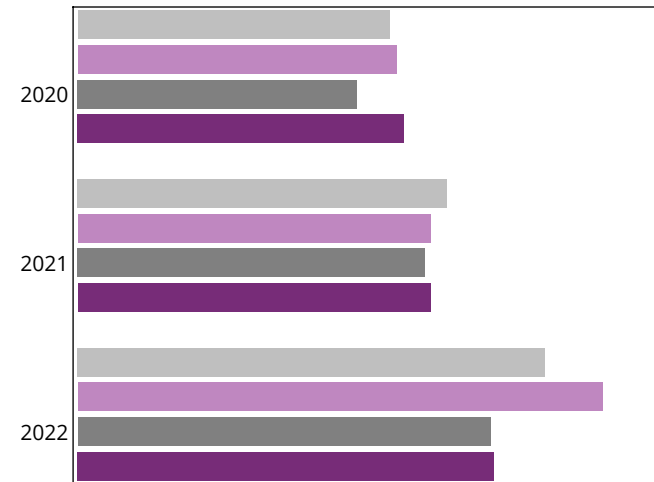
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	215,263	248,548	323,572
Week 15	231,750	239,817	367,722
Week 16	202,123	235,766	278,409
Week 17	249,772	237,713	283,574
Total	898,908	961,844	1,253,277

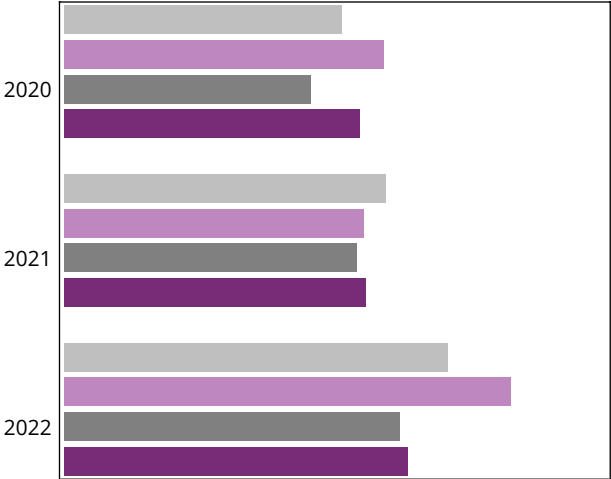
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$3,230,450	\$3,828,136	\$4,843,244
Week 15	\$3,303,072	\$3,657,738	\$5,440,723
Week 16	\$2,896,128	\$3,599,374	\$4,280,544
Week 17	\$3,382,230	\$3,653,989	\$4,315,605
Total	\$12,811,881	\$14,739,236	\$18,880,115

Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	179,509	207,819	247,812
Week 15	206,430	193,816	288,413
Week 16	159,348	189,014	217,044
Week 17	191,065	194,632	222,099
Total	736,352	785,281	975,368

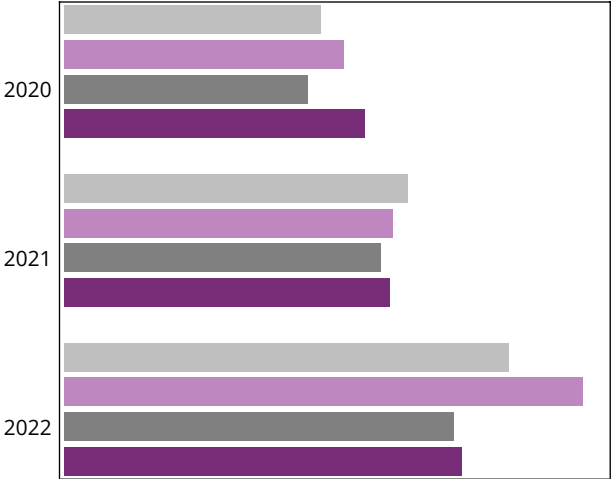
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$2,469,162	\$2,931,449	\$3,671,638
Week 15	\$2,722,476	\$2,931,449	\$4,226,865
Week 16	\$2,193,172	\$2,886,257	\$3,295,663
Week 17	\$2,586,053	\$2,987,785	\$3,328,855
Total	\$9,970,862	\$11,736,941	\$14,523,020

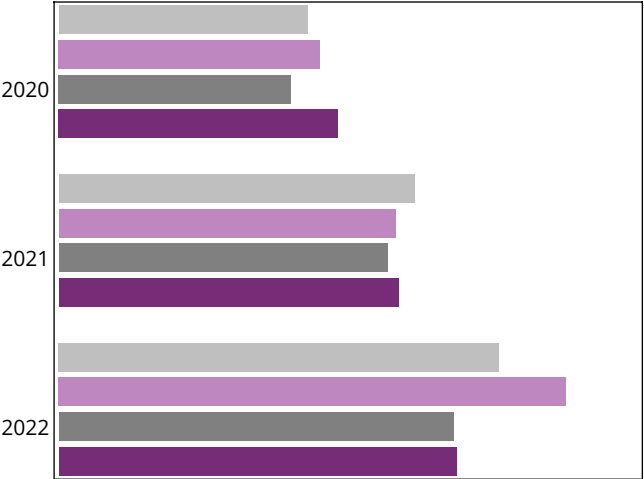
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	142,053	190,465	246,409
Week 15	155,065	182,108	287,166
Week 16	135,043	175,484	215,727
Week 17	166,346	180,483	220,071
Total	598,507	728,540	969,373

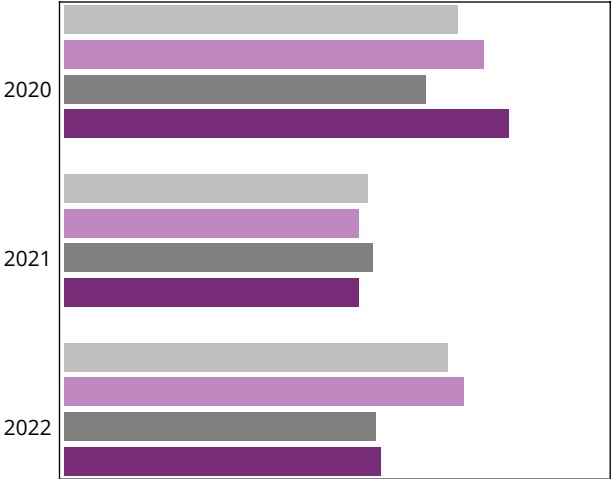
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$2,063,808	\$2,947,412	\$3,649,806
Week 15	\$2,166,207	\$2,789,797	\$4,207,361
Week 16	\$1,926,658	\$2,725,523	\$3,275,060
Week 17	\$2,316,517	\$2,818,665	\$3,296,783
Total	\$8,473,190	\$11,281,398	\$14,429,010

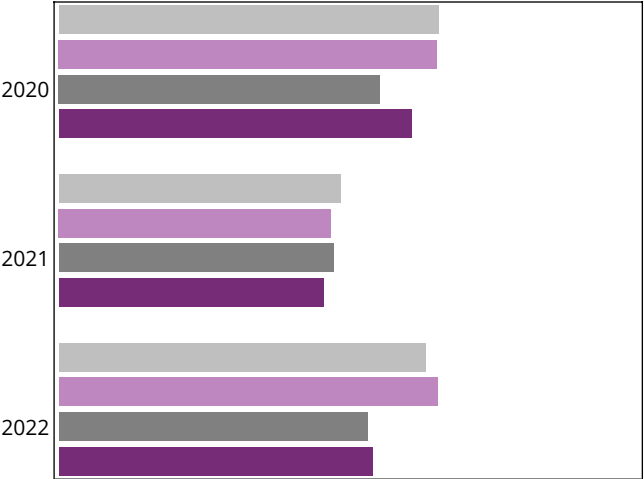
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	79,887	61,742	77,885
Week 15	85,340	59,851	81,176
Week 16	73,385	62,692	63,212
Week 17	90,404	59,789	64,242
Total	329,016	244,074	286,515

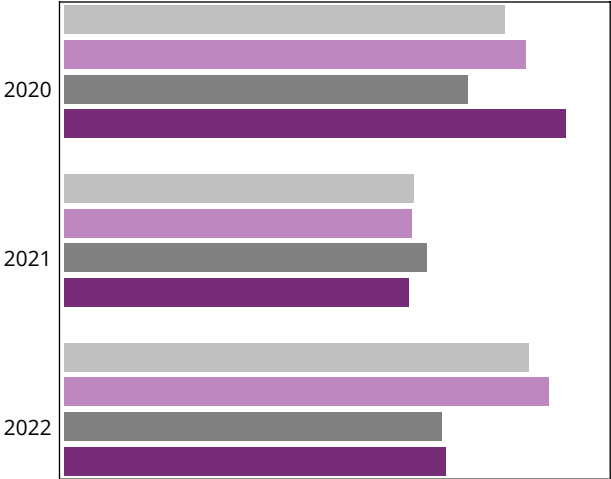
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$1,246,314	\$925,344	\$1,203,973
Week 15	\$1,241,834	\$893,436	\$1,242,275
Week 16	\$1,053,637	\$902,454	\$1,013,402
Week 17	\$1,158,399	\$868,749	\$1,030,248
Total	\$4,700,184	\$3,589,984	\$4,489,899

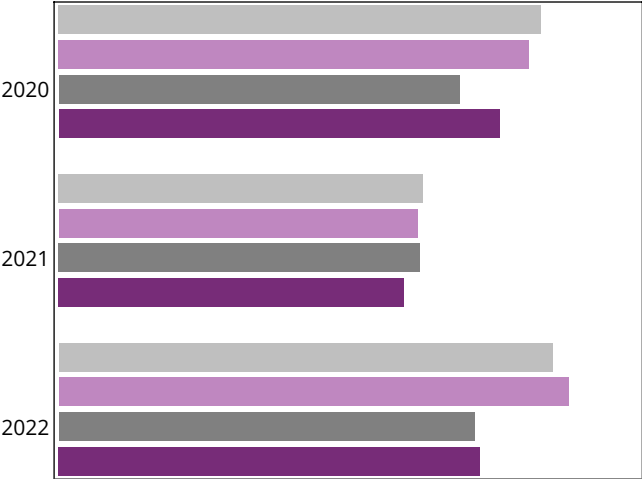
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	73,210	58,083	77,163
Week 15	76,685	57,709	80,556
Week 16	67,080	60,282	62,682
Week 17	83,426	57,230	63,503
Total	300,401	233,304	283,904

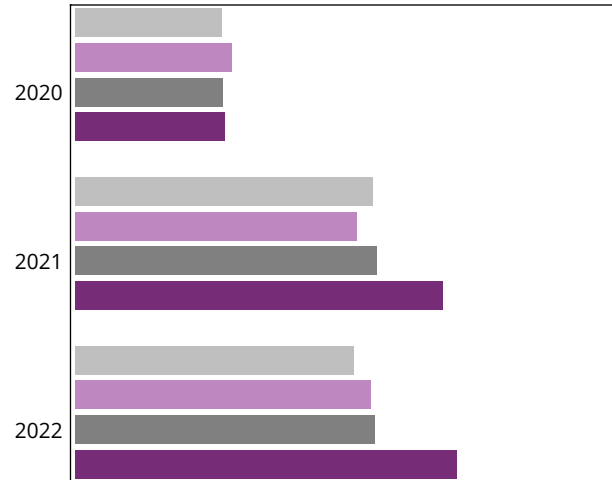
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$1,166,642	\$880,724	\$1,193,438
Week 15	\$1,136,865	\$867,940	\$1,233,362
Week 16	\$969,470	\$873,851	\$1,005,484
Week 17	\$1,065,713	\$835,323	\$1,018,822
Total	\$4,338,691	\$3,457,838	\$4,451,106

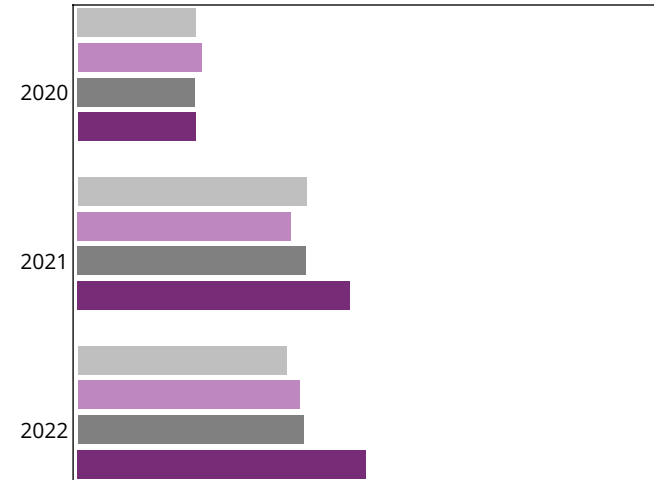
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	19,001	38,423	36,005
Week 15	20,237	36,346	38,172
Week 16	19,119	39,018	38,737
Week 17	19,323	47,549	49,305
Total	77,680	161,336	162,219

Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$398,239	\$769,871	\$702,471
Week 15	\$416,667	\$717,625	\$747,597
Week 16	\$394,503	\$769,336	\$760,678
Week 17	\$397,270	\$917,087	\$970,628
Total	\$1,606,679	\$3,173,919	\$3,181,374

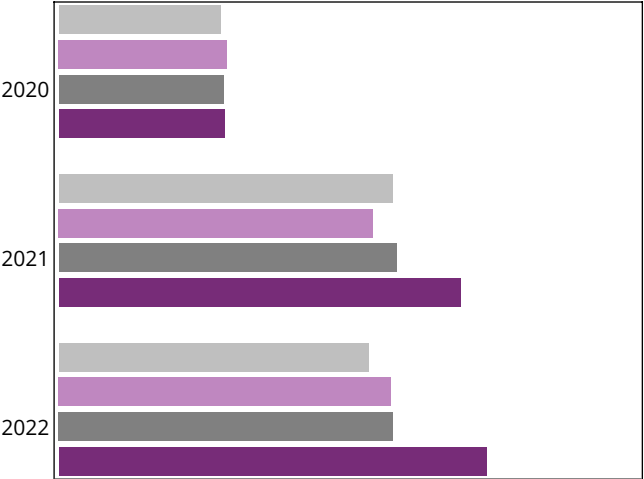
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	17,436	37,446	35,635
Week 15	18,401	35,754	38,079
Week 16	18,023	38,509	38,215
Week 17	18,225	46,767	48,806
Total	72,085	158,476	160,735

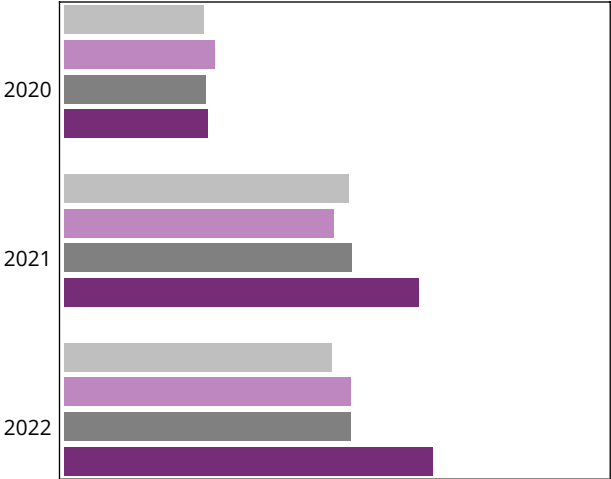
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$362,750	\$749,661	\$695,117
Week 15	\$377,455	\$705,470	\$745,855
Week 16	\$369,300	\$758,259	\$750,817
Week 17	\$371,674	\$902,302	\$960,630
Total	\$1,481,178	\$3,115,691	\$3,152,418

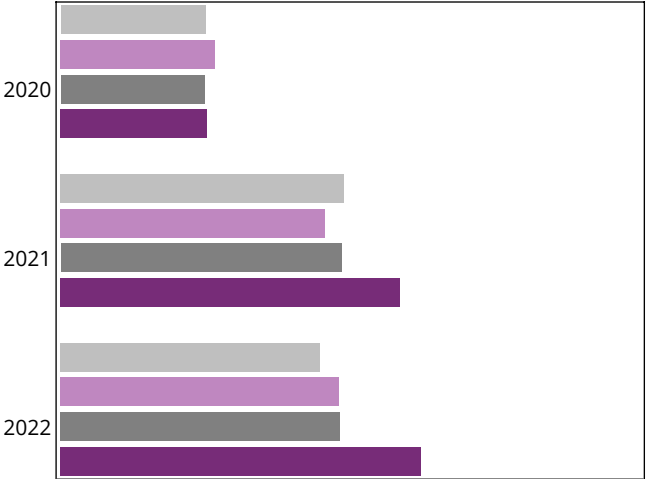
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	18,060	36,823	34,626
Week 15	19,518	34,867	36,991
Week 16	18,350	37,217	37,031
Week 17	18,528	45,804	47,643
Total	74,456	154,711	156,291

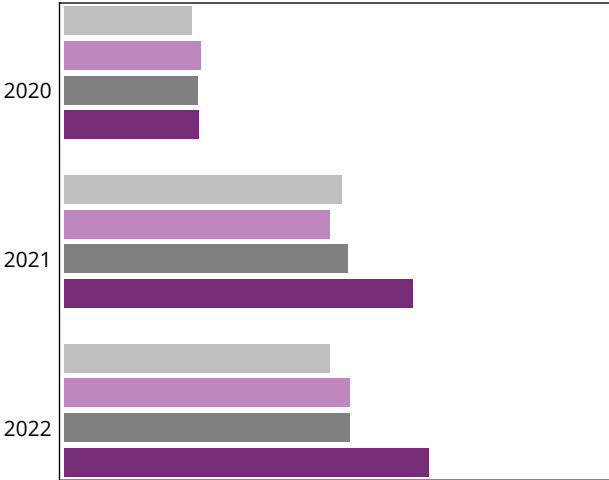
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$375,524	\$734,297	\$671,730
Week 15	\$400,093	\$684,660	\$721,316
Week 16	\$371,960	\$727,257	\$723,218
Week 17	\$379,160	\$878,985	\$933,195
Total	\$1,526,736	\$3,025,199	\$3,049,460

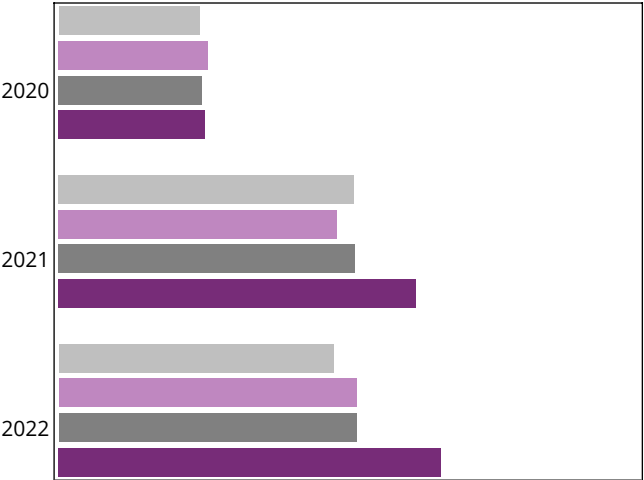
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	16,495	35,846	34,272
Week 15	17,682	34,275	36,912
Week 16	17,255	36,708	36,868
Week 17	17,430	45,022	47,183
Total	68,862	151,851	155,235

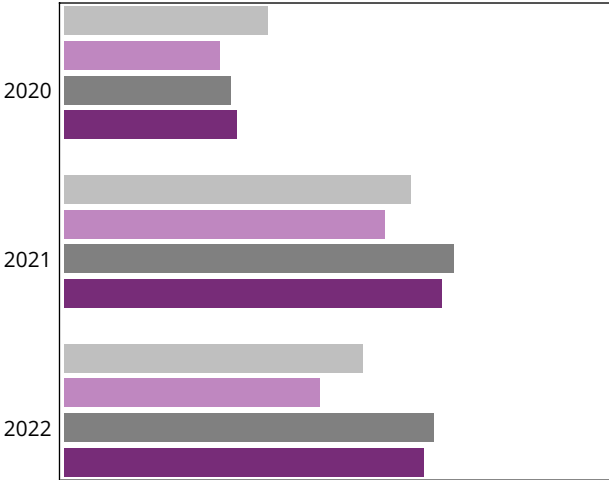
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$340,034	\$714,087	\$664,812
Week 15	\$360,880	\$672,505	\$719,825
Week 16	\$346,782	\$716,180	\$720,308
Week 17	\$353,565	\$864,199	\$923,947
Total	\$1,401,262	\$2,966,971	\$3,028,892

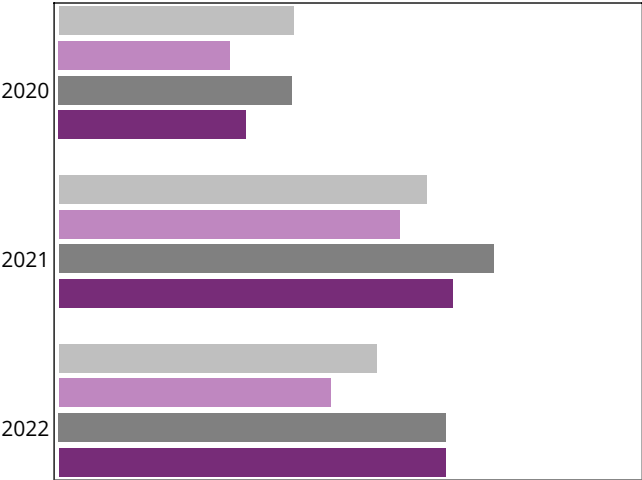
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 14	941	1,600	1,379
Week 15	719	1,479	1,181
Week 16	769	1,801	1,706
Week 17	795	1,745	1,662
Total	3,224	6,625	5,928

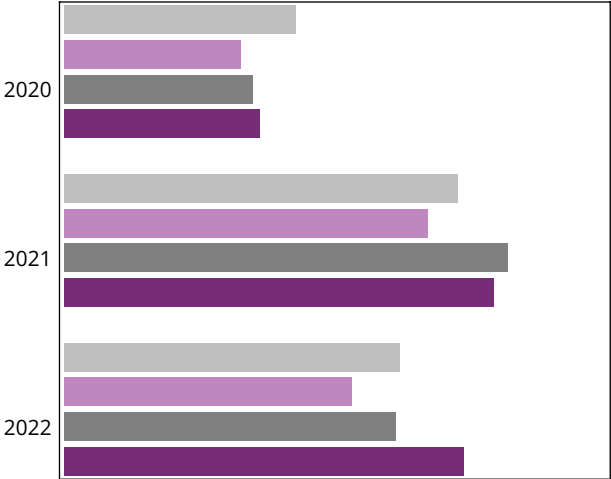
Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$22,716	\$35,574	\$30,741
Week 15	\$16,574	\$32,965	\$26,281
Week 16	\$22,543	\$42,079	\$37,460
Week 17	\$18,109	\$38,102	\$37,433
Total	\$79,942	\$148,720	\$131,915

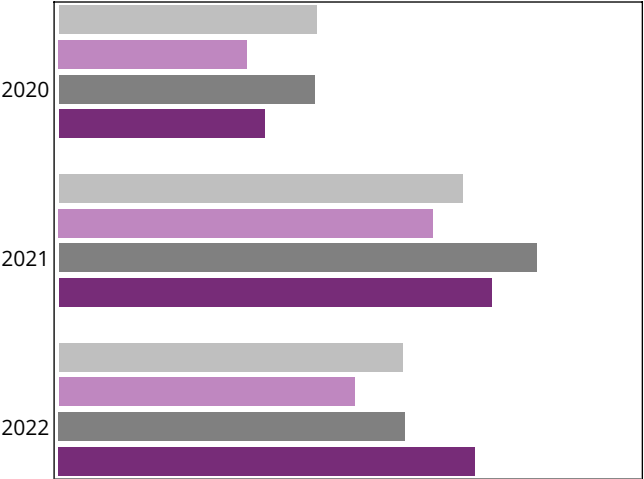
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 14	941	1,600	1,363
Week 15	719	1,479	1,167
Week 16	768	1,801	1,347
Week 17	795	1,745	1,623
Total	3,223	6,625	5,500

Value Sold (in millions of dollars)



	2020	2021	2022
Week 14	\$22,716	\$35,574	\$30,304
Week 15	\$16,574	\$32,965	\$26,031
Week 16	\$22,517	\$42,079	\$30,509
Week 17	\$18,109	\$38,102	\$36,683
Total	\$79,916	\$148,720	\$123,527

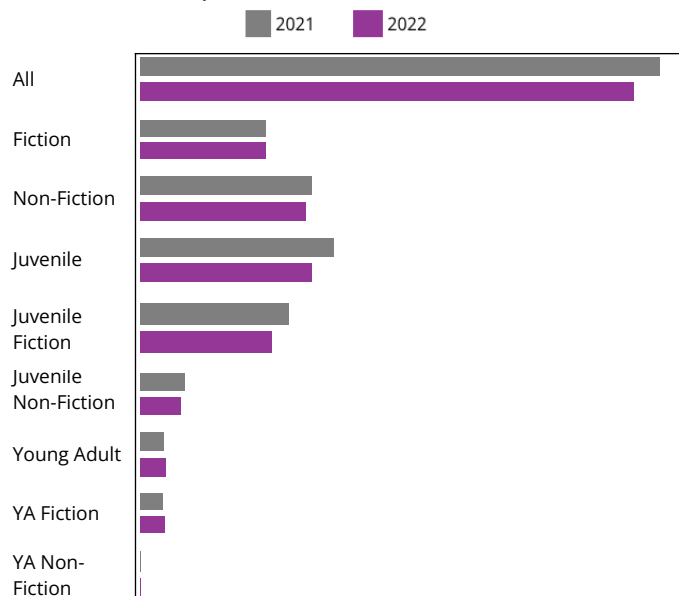
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 17	2021-05-02	2022-05-01

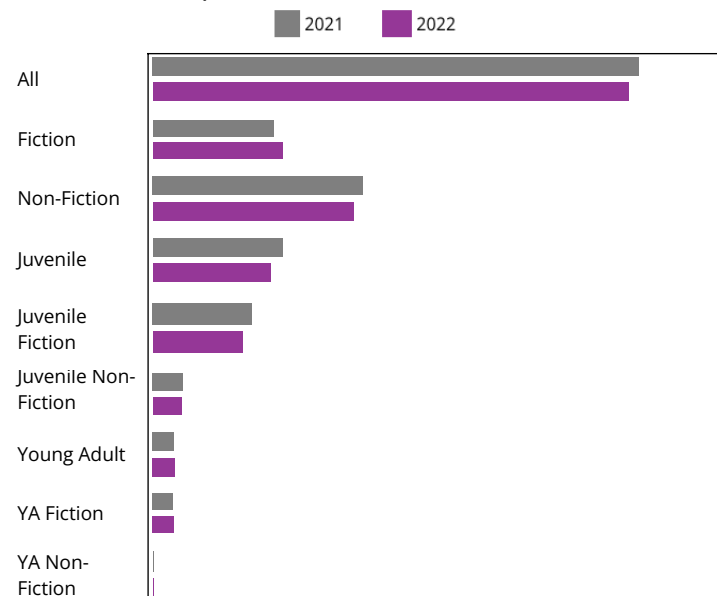
All Market

Volume Sold (in units)



	2021	2022
All	15,357,488	14,574,439
Fiction	3,702,258	3,701,284
Non-Fiction	5,077,487	4,878,426
Juvenile	5,718,460	5,079,096
Juvenile Fiction	4,392,910	3,873,246
Juvenile Non-Fiction	1,325,550	1,205,850
Young Adult (YA)	680,819	741,088
YA Fiction	653,701	715,992
YA Non-Fiction	27,118	25,096

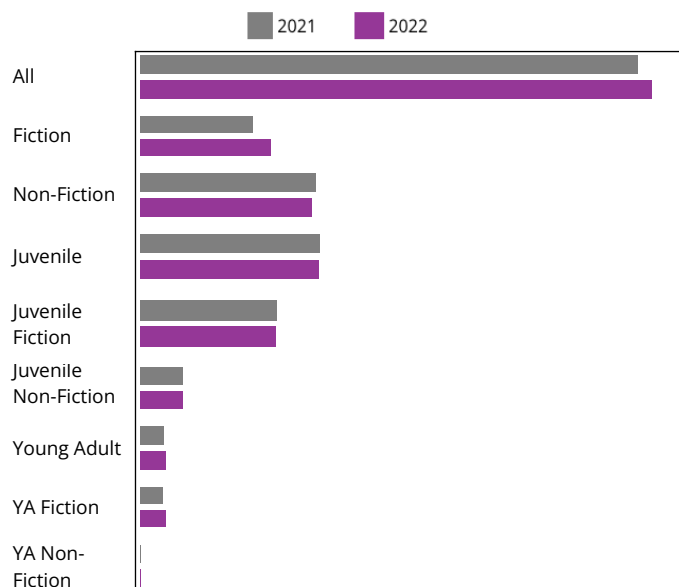
Value Sold (in millions of dollars)



	2021	2022
All	\$317,032,341	\$310,372,070
Fiction	\$78,556,381	\$84,726,717
Non-Fiction	\$137,190,995	\$131,024,175
Juvenile	\$84,405,232	\$76,950,054
Juvenile Fiction	\$64,596,363	\$58,381,985
Juvenile Non-Fiction	\$19,808,869	\$18,568,069
Young Adult (YA)	\$13,823,141	\$14,512,284
YA Fiction	\$13,205,135	\$13,949,142
YA Non-Fiction	\$618,006	\$563,142

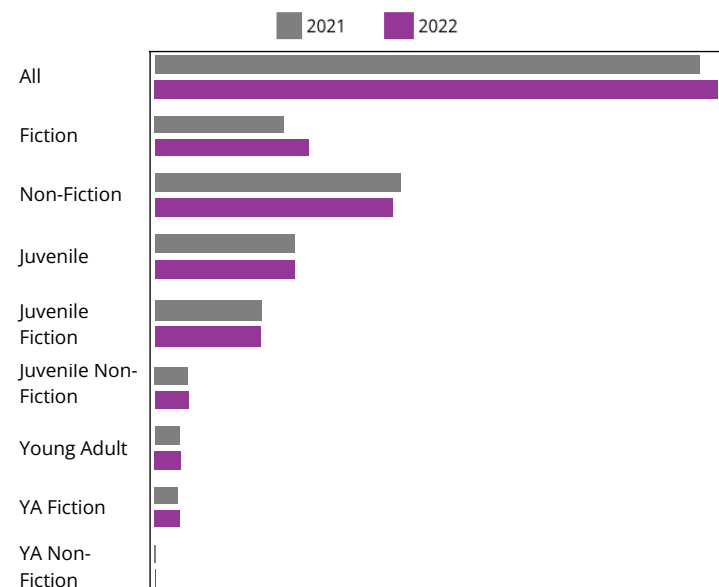
Ring Fence

Volume Sold (in units)



	2021	2022
All	14,099,751	14,509,493
Fiction	3,190,702	3,688,947
Non-Fiction	4,979,542	4,854,236
Juvenile	5,089,538	5,056,375
Juvenile Fiction	3,884,318	3,855,926
Juvenile Non-Fiction	1,205,220	1,200,449
Young Adult (YA)	662,631	736,821
YA Fiction	635,521	712,713
YA Non-Fiction	27,110	24,108

Value Sold (in millions of dollars)



	2021	2022
All	\$298,647,263	\$308,935,860
Fiction	\$70,777,484	\$84,440,927
Non-Fiction	\$134,621,498	\$130,329,143
Juvenile	\$76,781,730	\$76,599,468
Juvenile Fiction	\$58,548,238	\$58,114,905
Juvenile Non-Fiction	\$18,233,492	\$18,484,563
Young Adult (YA)	\$13,428,422	\$14,429,189
YA Fiction	\$12,810,662	\$13,886,019
YA Non-Fiction	\$617,759	\$543,169

Report Week Numbers

Week	2020	2021	2022
1	2020-01-05	2021-01-10	2022-01-09
2	2020-01-12	2021-01-17	2022-01-16
3	2020-01-19	2021-01-24	2022-01-23
4	2020-01-26	2021-01-31	2022-01-30
5	2020-02-02	2021-02-07	2022-02-06
6	2020-02-09	2021-02-14	2022-02-13
7	2020-02-16	2021-02-21	2022-02-20
8	2020-02-23	2021-02-28	2022-02-27
9	2020-03-01	2021-03-07	2022-03-06
10	2020-03-08	2021-03-14	2022-03-13
11	2020-03-15	2021-03-21	2022-03-20
12	2020-03-22	2021-03-28	2022-03-27
13	2020-03-29	2021-04-04	2022-04-03
14	2020-04-05	2021-04-11	2022-04-10
15	2020-04-12	2021-04-18	2022-04-17
16	2020-04-19	2021-04-25	2022-04-24
17	2020-04-26	2021-05-02	2022-05-01
18	2020-05-03	2021-05-09	2022-05-08
19	2020-05-10	2021-05-16	2022-05-15
20	2020-05-17	2021-05-23	2022-05-22
21	2020-05-24	2021-05-30	2022-05-29
22	2020-05-31	2021-06-06	2022-06-05
23	2020-06-07	2021-06-13	2022-06-12
24	2020-06-14	2021-06-20	2022-06-19
25	2020-06-21	2021-06-27	2022-06-26
26	2020-06-28	2021-07-04	2022-07-03
27	2020-07-05	2021-07-11	2022-07-10
28	2020-07-12	2021-07-18	2022-07-17
29	2020-07-19	2021-07-25	2022-07-24
30	2020-07-26	2021-08-01	2022-07-31
31	2020-08-02	2021-08-08	2022-08-07
32	2020-08-09	2021-08-15	2022-08-14
33	2020-08-16	2021-08-22	2022-08-21
34	2020-08-23	2021-08-29	2022-08-28
35	2020-08-30	2021-09-05	2022-09-04
36	2020-09-06	2021-09-12	2022-09-11
37	2020-09-13	2021-09-19	2022-09-18
38	2020-09-20	2021-09-26	2022-09-25
39	2020-09-27	2021-10-03	2022-10-02

Week	2020	2021	2022
40	2020-10-04	2021-10-10	2022-10-09
41	2020-10-11	2021-10-17	2022-10-16
42	2020-10-18	2021-10-24	2022-10-23
43	2020-10-25	2021-10-31	2022-10-30
44	2020-11-01	2021-11-07	2022-11-06
45	2020-11-08	2021-11-14	2022-11-13
46	2020-11-15	2021-11-21	2022-11-20
47	2020-11-22	2021-11-28	2022-11-27
48	2020-11-29	2021-12-05	2022-12-04
49	2020-12-06	2021-12-12	2022-12-11
50	2020-12-13	2021-12-19	2022-12-18
51	2020-12-20	2021-12-26	2022-12-25
52	2020-12-27	2022-01-02	2022-01-01
53	2021-01-03	N/A	N/A