

SalesData Market Report: August 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 August 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.

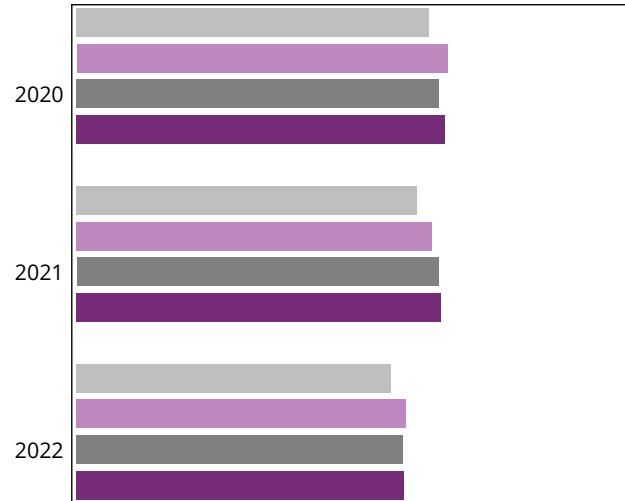
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 31	2020-08-02	2021-08-08	2022-08-07
Week 32	2020-08-09	2021-08-15	2022-08-14
Week 33	2020-08-16	2021-08-22	2022-08-21
Week 34	2020-08-23	2021-08-29	2022-08-28

Month-to-Month Comparisons

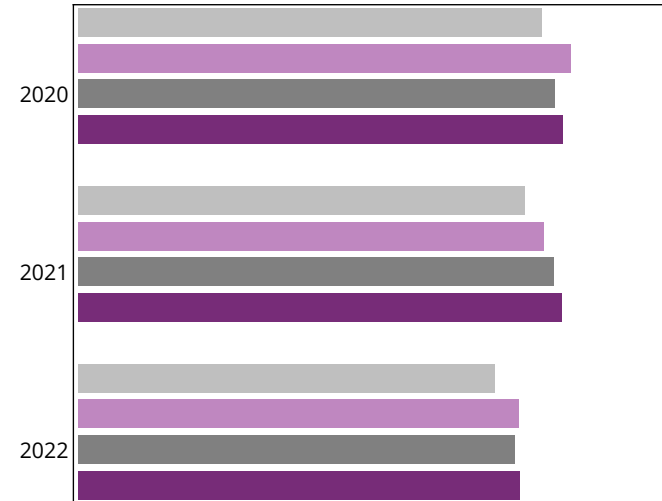
All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	956,679	924,452	852,891
Week 32	1,006,012	965,310	893,318
Week 33	984,011	981,842	885,637
Week 34	1,000,098	987,474	887,152
Total	3,946,800	3,859,078	3,518,998

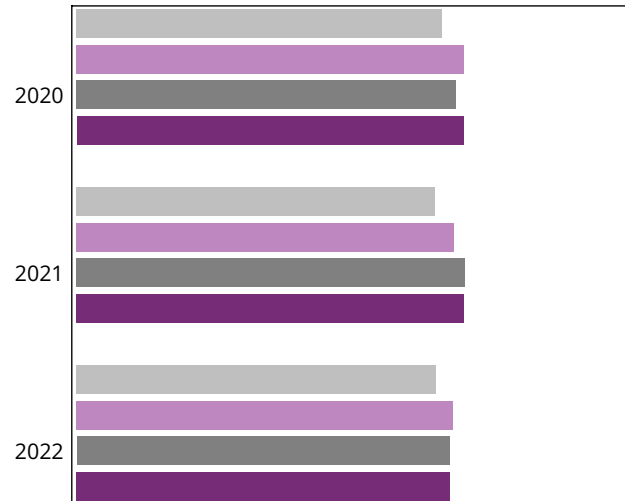
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$19,579,045	\$18,866,460	\$17,631,437
Week 32	\$20,838,624	\$19,703,012	\$18,622,962
Week 33	\$20,144,719	\$20,124,980	\$18,462,039
Week 34	\$20,483,786	\$20,429,695	\$18,662,434
Total	\$81,046,173	\$79,124,147	\$73,378,872

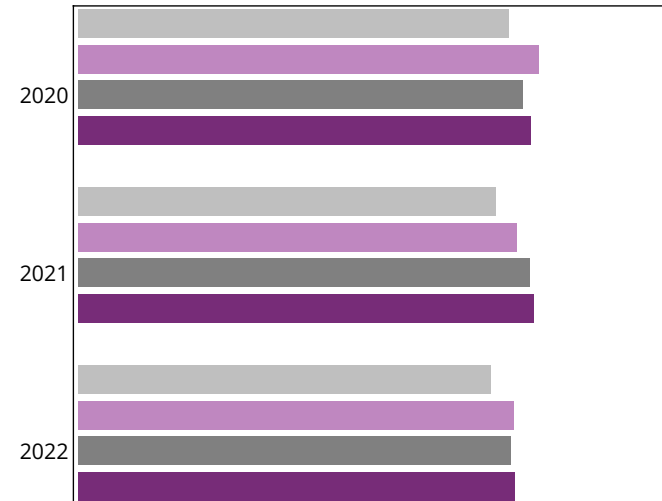
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	858,626	842,712	844,522
Week 32	910,279	888,175	884,375
Week 33	891,455	914,046	876,653
Week 34	909,852	910,250	877,732
Total	3,570,212	3,555,183	3,483,282

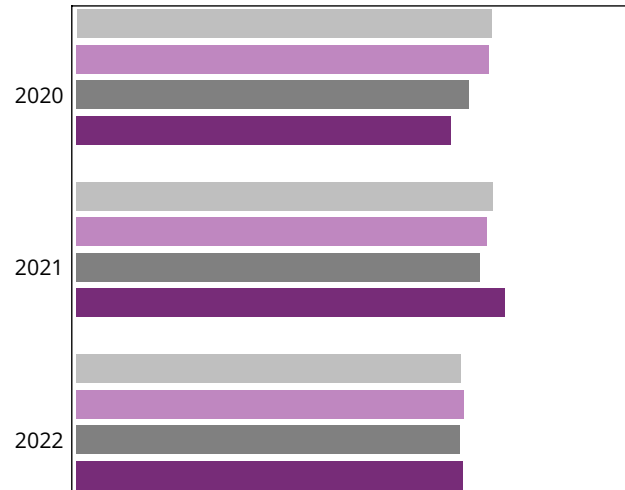
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$18,186,206	\$17,667,319	\$17,462,379
Week 32	\$19,454,732	\$18,551,025	\$18,431,231
Week 33	\$18,788,183	\$19,099,933	\$18,273,187
Week 34	\$19,144,717	\$19,270,368	\$18,451,630
Total	\$75,573,839	\$74,588,645	\$72,618,427

Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	285,152	286,373	264,357
Week 32	283,312	282,148	266,320
Week 33	269,438	277,107	263,351
Week 34	257,118	294,441	265,516
Total	1,095,020	1,140,069	1,059,544

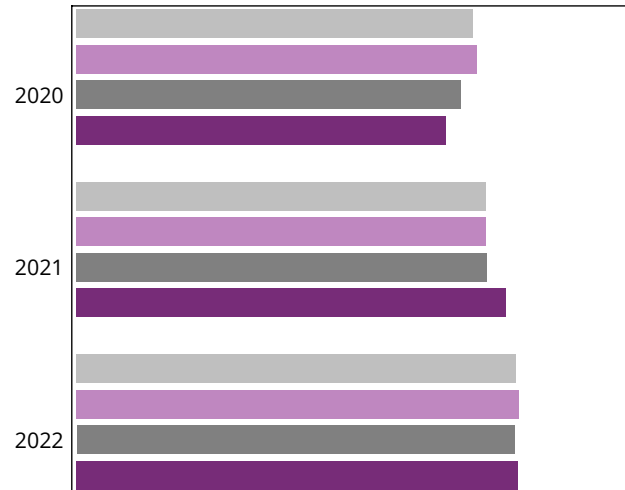
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$5,884,363	\$6,083,977	\$5,905,021
Week 32	\$5,881,843	\$6,105,581	\$6,017,804
Week 33	\$5,593,339	\$6,041,037	\$5,984,223
Week 34	\$5,400,122	\$6,549,155	\$5,971,769
Total	\$22,759,667	\$24,779,749	\$23,878,817

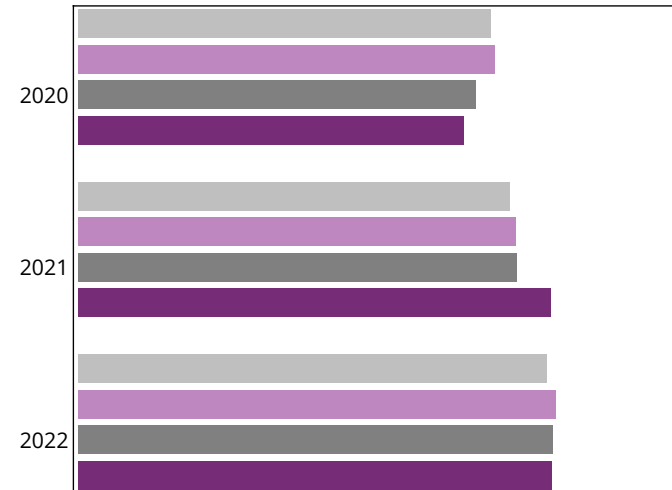
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	236,802	244,237	262,305
Week 32	238,755	244,346	264,268
Week 33	229,503	245,014	261,342
Week 34	220,511	256,408	263,409
Total	925,571	990,005	1,051,324

Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$5,159,859	\$5,400,394	\$5,857,942
Week 32	\$5,213,573	\$5,470,946	\$5,971,325
Week 33	\$4,979,024	\$5,489,221	\$5,938,622
Week 34	\$4,821,608	\$5,909,574	\$5,924,360
Total	\$20,174,064	\$22,270,135	\$23,692,250

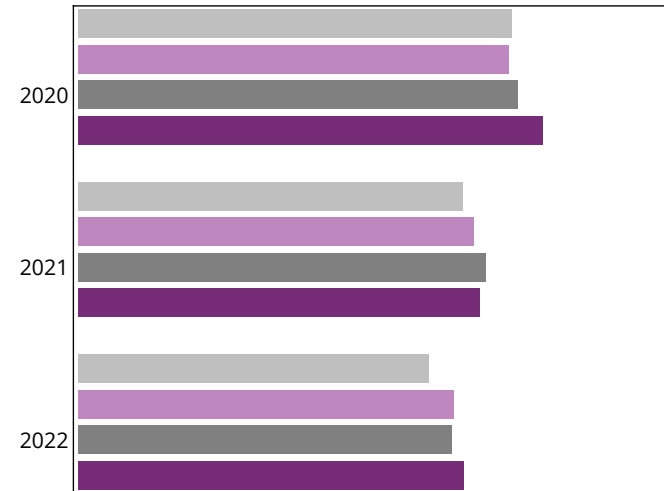
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	300,603	275,647	253,442
Week 32	303,868	280,022	268,755
Week 33	309,242	286,335	268,208
Week 34	326,769	283,512	273,704
Total	1,240,482	1,125,516	1,064,109

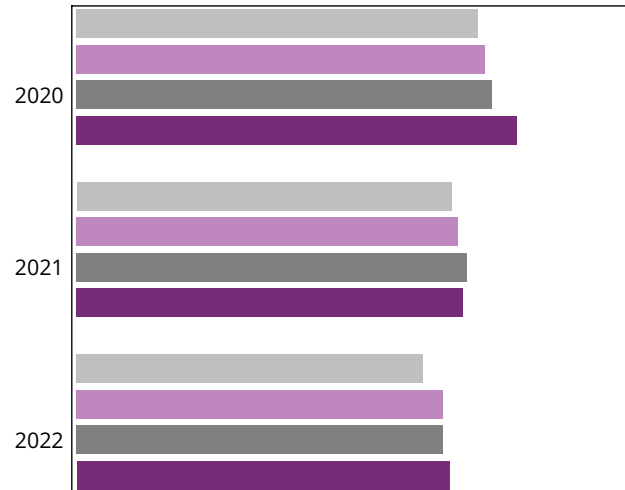
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$8,058,736	\$7,154,649	\$6,515,679
Week 32	\$8,018,230	\$7,355,856	\$6,986,577
Week 33	\$8,172,810	\$7,584,477	\$6,947,546
Week 34	\$8,642,366	\$7,470,713	\$7,173,474
Total	\$32,892,143	\$29,565,695	\$27,623,276

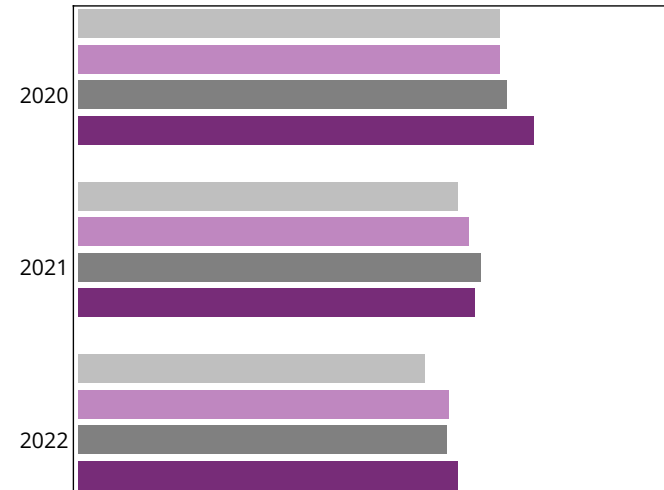
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	290,656	271,253	250,627
Week 32	295,289	275,844	265,296
Week 33	300,445	282,389	264,776
Week 34	318,646	279,386	269,824
Total	1,205,036	1,108,872	1,050,523

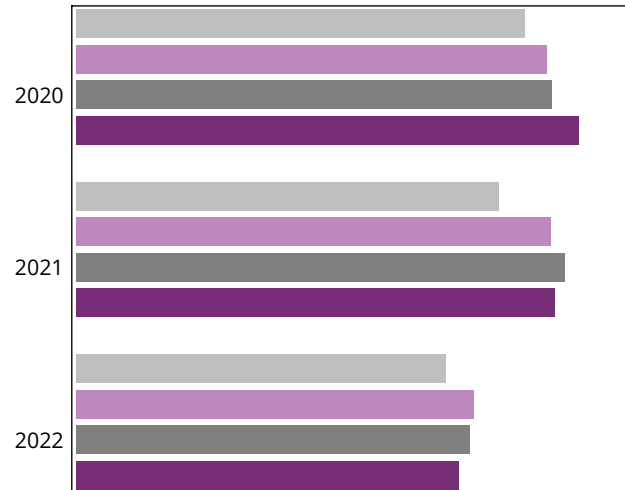
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$7,840,668	\$7,056,082	\$6,443,051
Week 32	\$7,834,307	\$7,259,575	\$6,894,396
Week 33	\$7,977,266	\$7,493,209	\$6,858,242
Week 34	\$8,468,051	\$7,373,074	\$7,062,045
Total	\$32,120,292	\$29,181,940	\$27,257,733

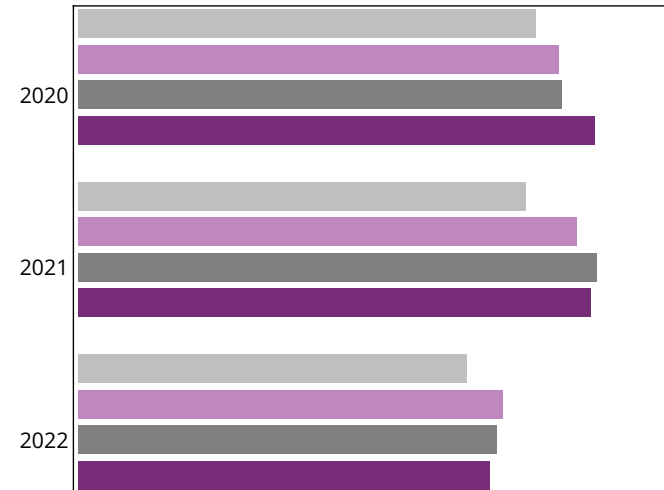
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	324,665	305,832	267,252
Week 32	340,218	342,992	287,719
Week 33	343,971	353,055	284,385
Week 34	363,345	345,936	276,393
Total	1,372,199	1,347,815	1,115,749

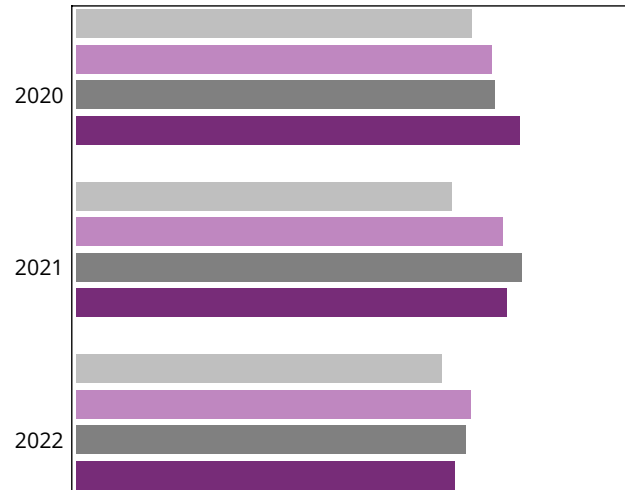
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$4,645,468	\$4,537,039	\$3,942,508
Week 32	\$4,875,305	\$5,061,334	\$4,310,690
Week 33	\$4,910,513	\$5,260,589	\$4,249,464
Week 34	\$5,241,624	\$5,195,831	\$4,180,549
Total	\$19,672,911	\$20,054,792	\$16,683,210

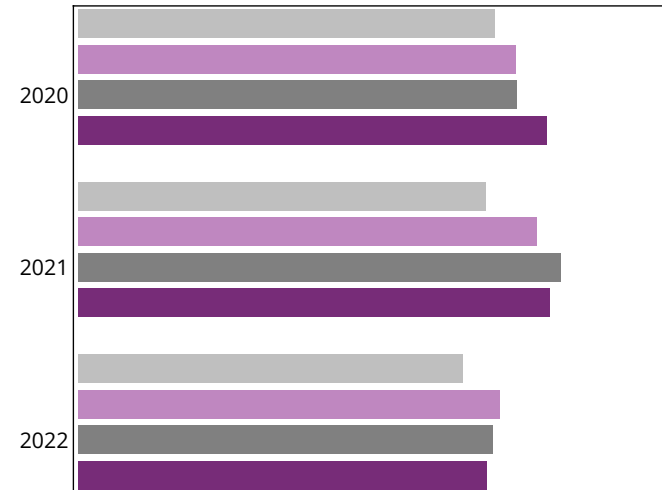
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	285,970	271,356	264,419
Week 32	300,572	308,454	285,216
Week 33	302,932	322,101	281,671
Week 34	320,731	311,542	273,778
Total	1,210,205	1,213,453	1,105,084

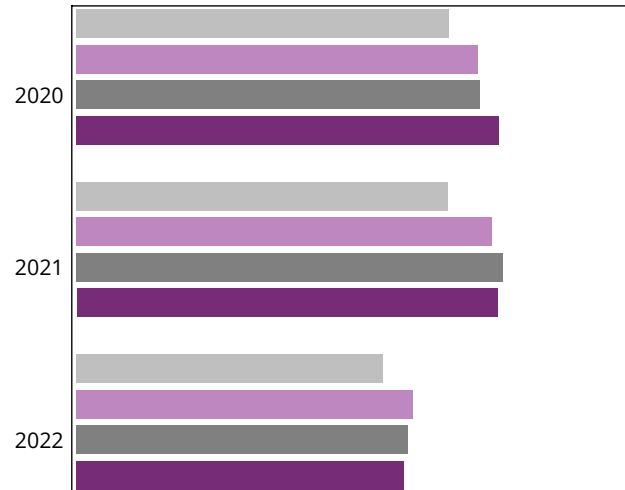
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$4,224,852	\$4,133,863	\$3,904,533
Week 32	\$4,440,506	\$4,651,500	\$4,274,462
Week 33	\$4,454,943	\$4,892,873	\$4,209,266
Week 34	\$4,751,791	\$4,785,586	\$4,142,277
Total	\$17,872,092	\$18,463,823	\$16,530,539

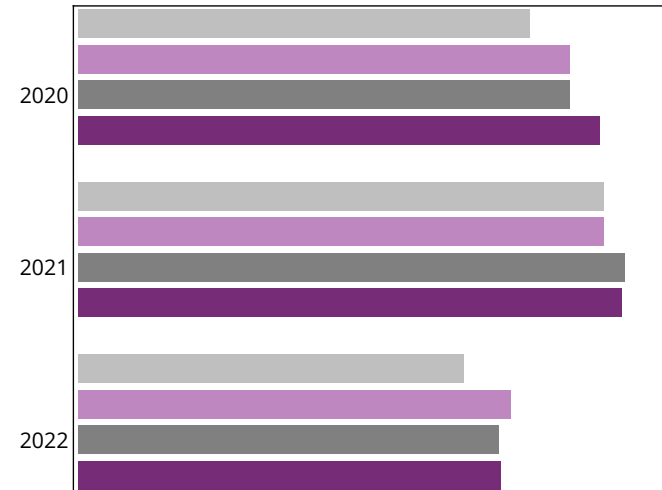
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	235,634	235,094	194,121
Week 32	254,261	263,024	213,146
Week 33	255,365	270,162	209,655
Week 34	267,606	266,461	207,142
Total	1,012,866	1,034,741	824,064

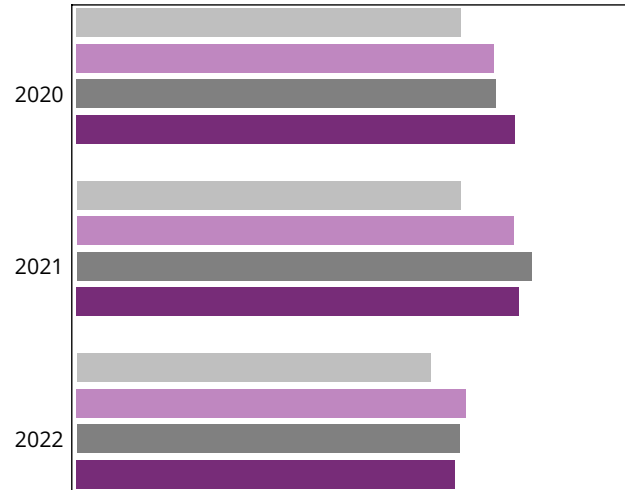
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$3,287,172	\$3,820,894	\$2,805,529
Week 32	\$3,576,287	\$3,820,894	\$3,146,410
Week 33	\$3,573,663	\$3,973,526	\$3,055,660
Week 34	\$3,796,057	\$3,950,611	\$3,073,019
Total	\$14,233,179	\$15,565,925	\$12,080,618

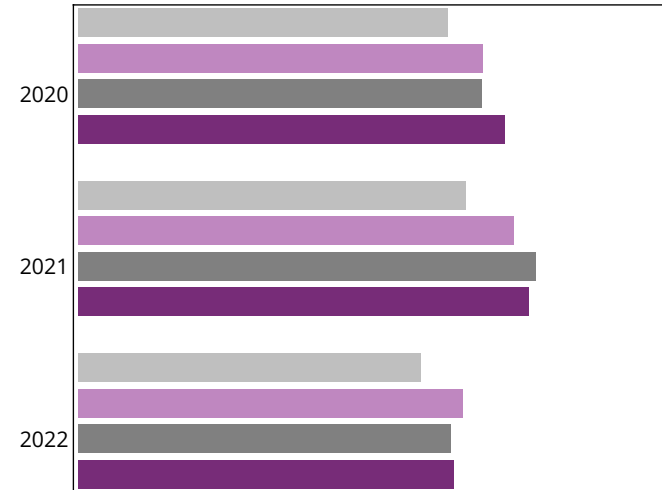
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



		2020	2021	2022
	Week 31	208,381	208,299	192,041
	Week 32	226,491	237,082	211,384
	Week 33	227,602	246,799	207,744
	Week 34	238,026	240,005	205,323
	Total	900,500	932,185	816,492

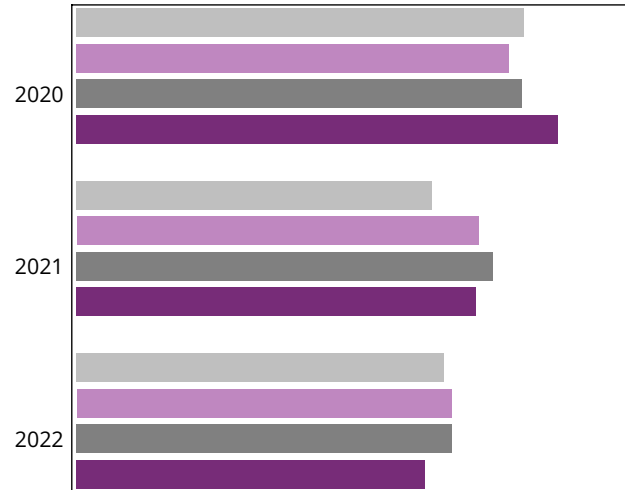
Value Sold (in millions of dollars)



		2020	2021	2022
	Week 31	\$3,001,737	\$3,149,901	\$2,779,216
	Week 32	\$3,283,593	\$3,535,159	\$3,121,270
	Week 33	\$3,276,369	\$3,716,459	\$3,027,262
	Week 34	\$3,463,320	\$3,657,735	\$3,046,773
	Total	\$13,025,019	\$14,059,254	\$11,974,521

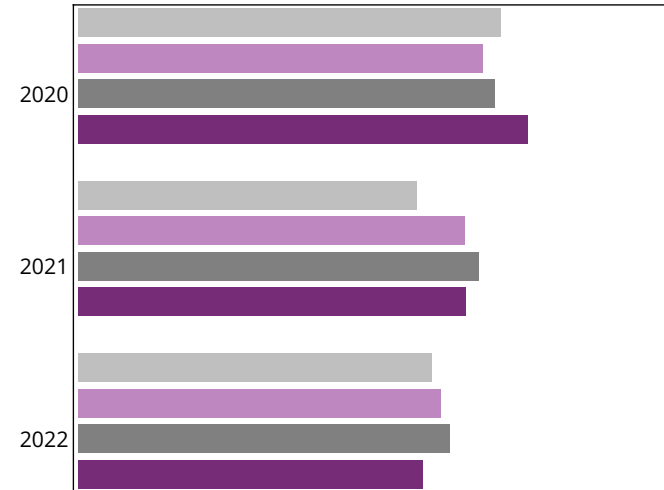
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	89,031	70,738	73,131
Week 32	85,957	79,968	74,573
Week 33	88,606	82,893	74,730
Week 34	95,739	79,475	69,251
Total	359,333	313,074	291,685

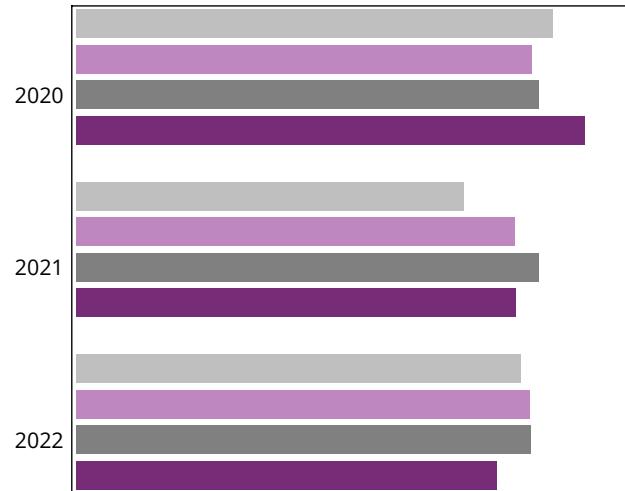
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$1,358,296	\$1,089,037	\$1,136,979
Week 32	\$1,299,018	\$1,240,440	\$1,164,280
Week 33	\$1,336,850	\$1,287,063	\$1,193,804
Week 34	\$1,445,567	\$1,245,221	\$1,107,530
Total	\$5,439,731	\$4,861,760	\$4,602,592

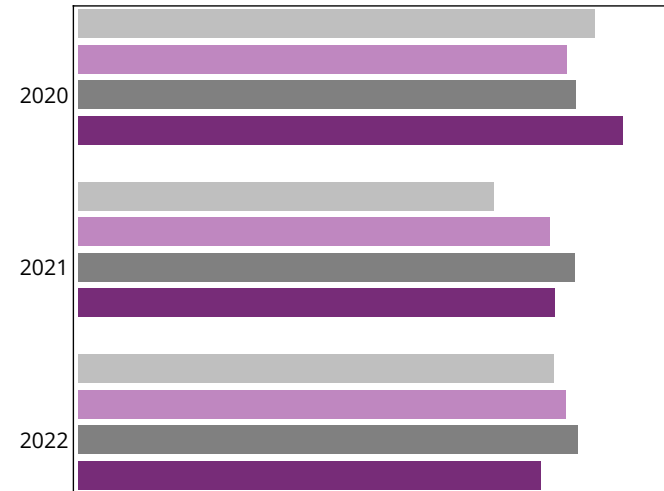
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	77,589	63,057	72,378
Week 32	74,081	71,372	73,832
Week 33	75,330	75,302	73,927
Week 34	82,705	71,537	68,455
Total	309,705	281,268	288,592

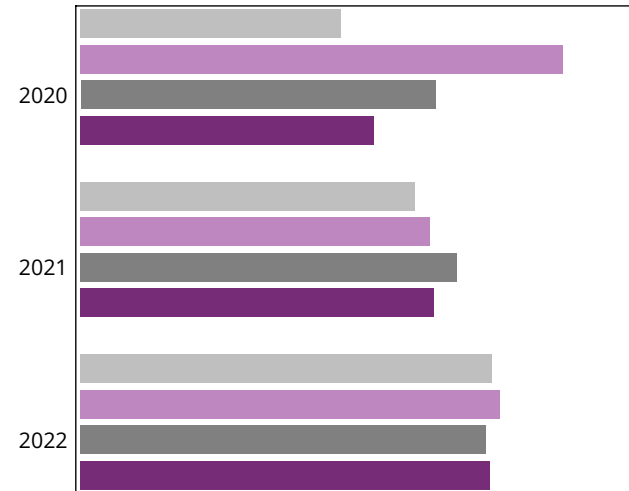
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$1,223,115	\$983,962	\$1,125,317
Week 32	\$1,156,913	\$1,116,341	\$1,153,192
Week 33	\$1,178,573	\$1,176,414	\$1,182,004
Week 34	\$1,288,471	\$1,127,851	\$1,095,504
Total	\$4,847,072	\$4,404,569	\$4,556,018

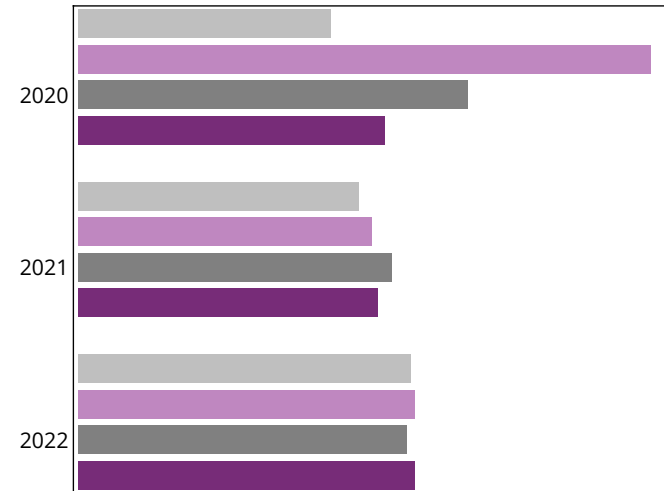
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	37,175	47,745	58,770
Week 32	68,942	49,912	59,980
Week 33	50,705	53,764	57,966
Week 34	41,924	50,515	58,545
Total	198,746	201,936	235,261

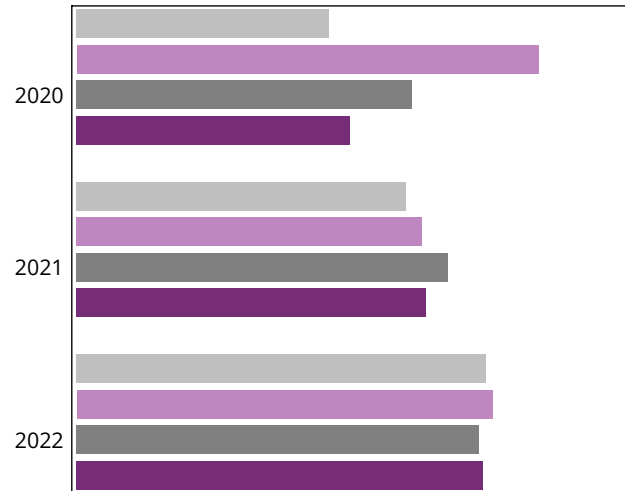
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$831,958	\$925,960	\$1,096,423
Week 32	\$1,887,297	\$969,047	\$1,110,446
Week 33	\$1,285,819	\$1,035,480	\$1,082,543
Week 34	\$1,011,293	\$986,262	\$1,109,913
Total	\$5,016,367	\$3,916,749	\$4,399,325

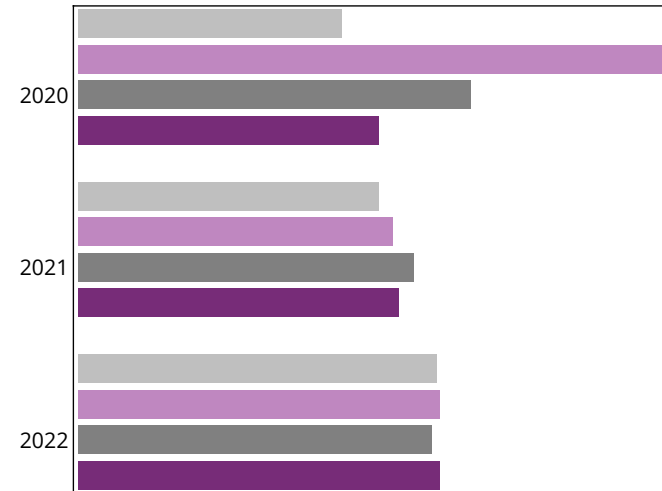
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	36,118	47,100	58,475
Week 32	65,990	49,364	59,414
Week 33	47,922	53,047	57,534
Week 34	39,025	49,920	58,108
Total	189,055	199,431	233,531

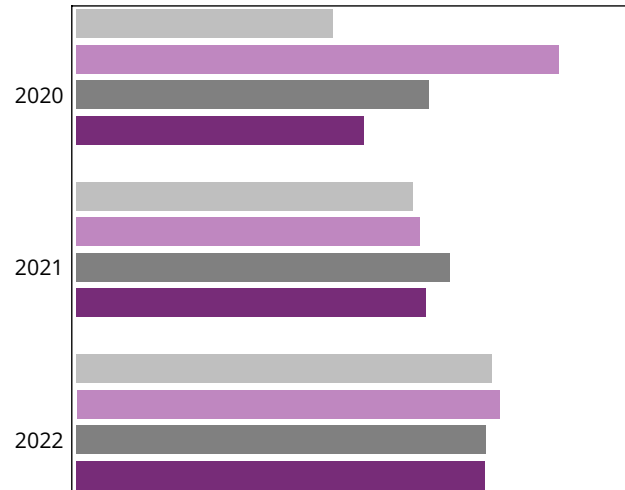
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$802,369	\$913,639	\$1,091,000
Week 32	\$1,790,379	\$958,849	\$1,099,404
Week 33	\$1,194,743	\$1,022,652	\$1,074,839
Week 34	\$914,949	\$975,493	\$1,102,031
Total	\$4,702,440	\$3,870,632	\$4,367,274

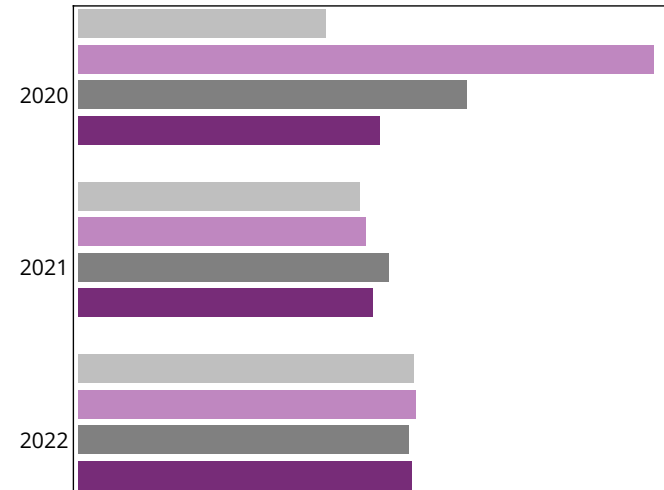
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	35,659	46,828	57,886
Week 32	67,215	47,816	58,904
Week 33	49,066	52,021	57,033
Week 34	40,021	48,670	56,836
Total	191,961	195,335	230,659

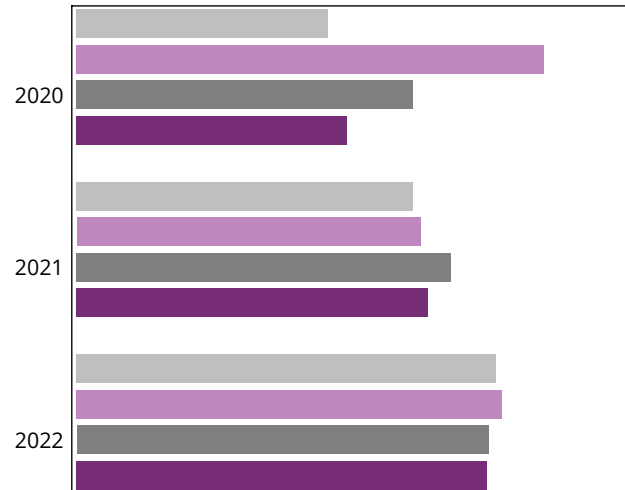
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$796,724	\$904,933	\$1,077,305
Week 32	\$1,848,860	\$923,245	\$1,085,531
Week 33	\$1,249,903	\$997,872	\$1,061,106
Week 34	\$970,473	\$946,513	\$1,070,741
Total	\$4,865,960	\$3,772,562	\$4,294,684

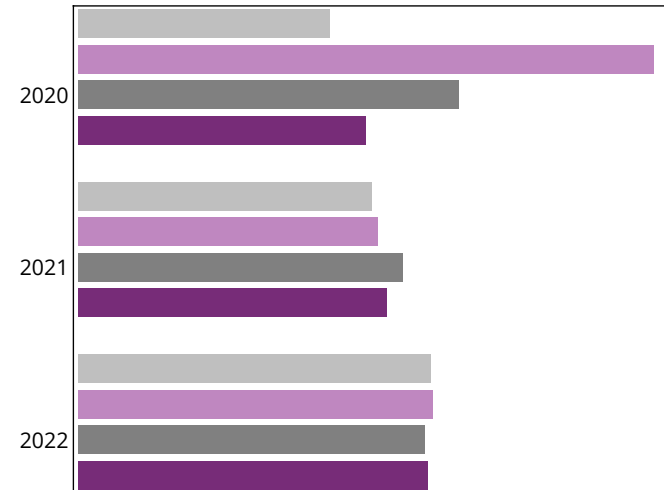
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	34,603	46,190	57,606
Week 32	64,264	47,282	58,513
Week 33	46,283	51,500	56,625
Week 34	37,122	48,349	56,423
Total	182,272	193,321	229,167

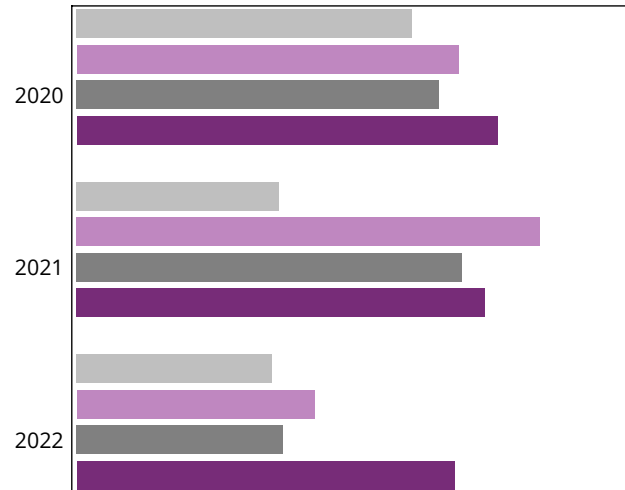
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$767,164	\$892,743	\$1,072,198
Week 32	\$1,751,955	\$913,289	\$1,078,358
Week 33	\$1,158,827	\$988,564	\$1,053,850
Week 34	\$874,129	\$940,640	\$1,063,285
Total	\$4,552,074	\$3,735,236	\$4,267,691

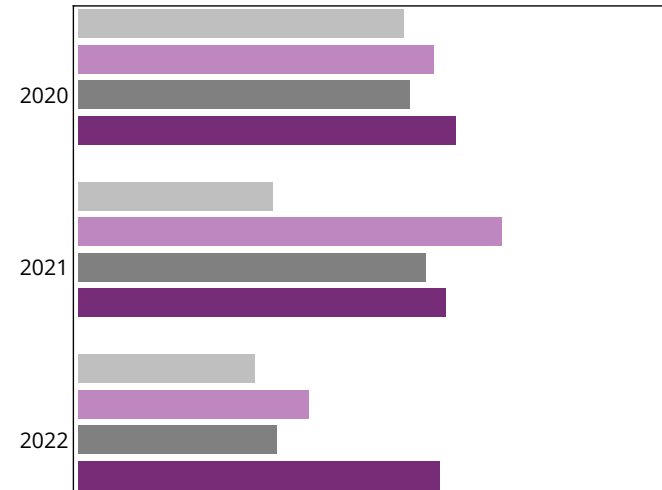
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 31	1,516	917	884
Week 32	1,727	2,096	1,076
Week 33	1,639	1,743	933
Week 34	1,903	1,845	1,709
Total	6,785	6,601	4,602

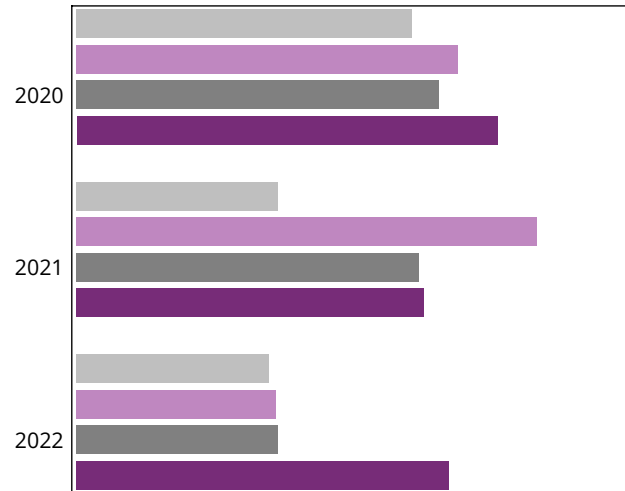
Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$35,234	\$21,027	\$19,118
Week 32	\$38,437	\$45,802	\$24,915
Week 33	\$35,916	\$37,608	\$21,437
Week 34	\$40,820	\$39,750	\$39,172
Total	\$150,407	\$144,187	\$104,641

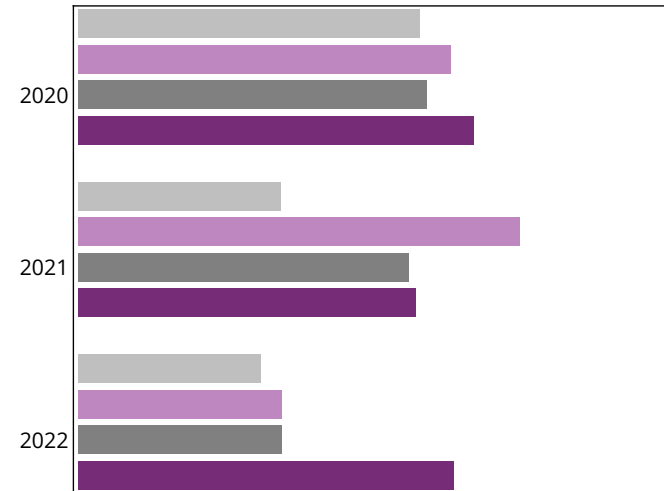
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 31	1,515	910	869
Week 32	1,726	2,082	901
Week 33	1,639	1,547	909
Week 34	1,903	1,571	1,685
Total	6,783	6,110	4,364

Value Sold (in millions of dollars)



	2020	2021	2022
Week 31	\$35,205	\$20,896	\$18,802
Week 32	\$38,425	\$45,559	\$21,046
Week 33	\$35,916	\$34,088	\$20,989
Week 34	\$40,820	\$34,853	\$38,746
Total	\$150,366	\$135,397	\$99,584

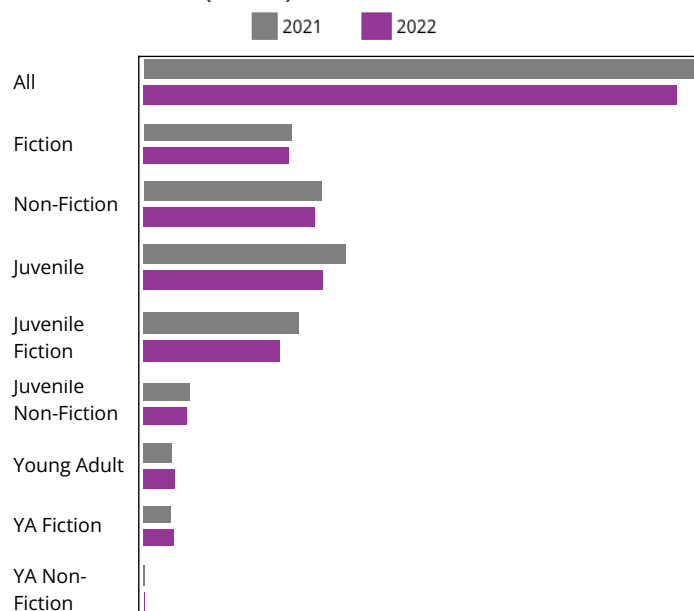
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 34	2021-08-29	2022-08-28

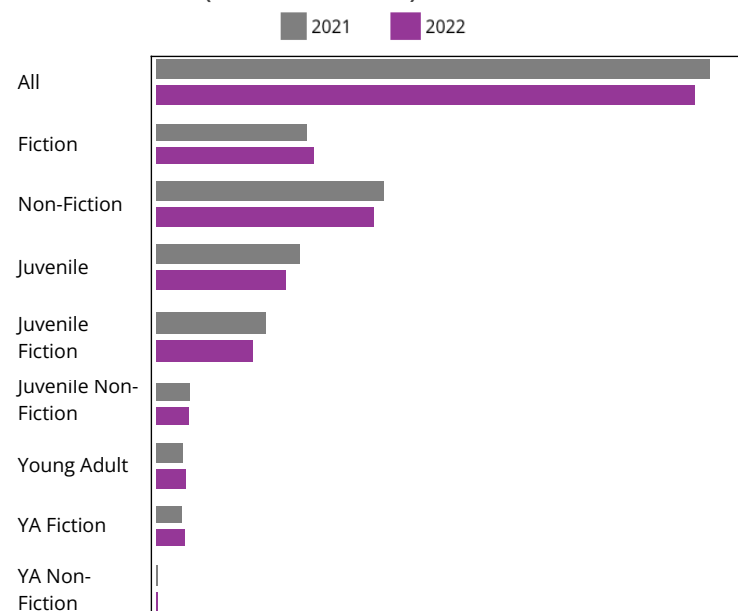
All Market

Volume Sold (in units)



	2021	2022
All	30,923,600	29,339,353
Fiction	8,135,360	7,973,285
Non-Fiction	9,785,543	9,425,409
Juvenile	11,131,102	9,868,255
Juvenile Fiction	8,561,551	7,480,989
Juvenile Non-Fiction	2,569,551	2,387,266
Young Adult (YA)	1,547,415	1,736,787
YA Fiction	1,490,477	1,686,276
YA Non-Fiction	56,938	50,511

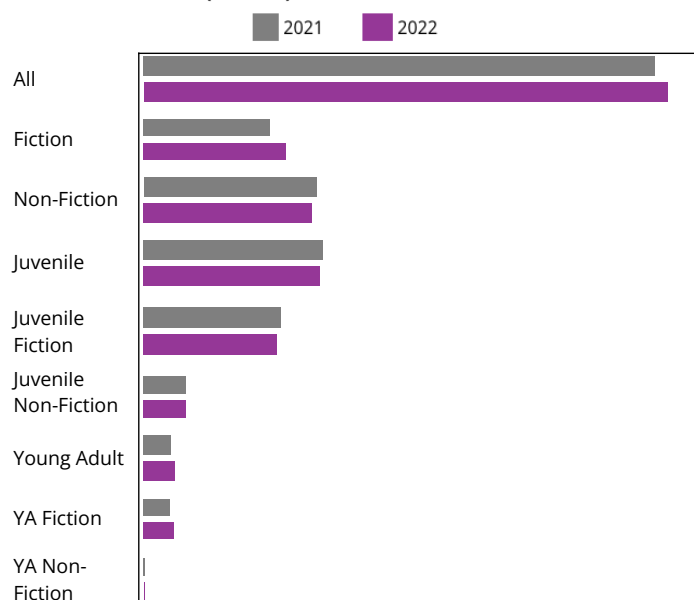
Value Sold (in millions of dollars)



	2021	2022
All	\$639,469,006	\$621,108,807
Fiction	\$174,271,165	\$181,364,119
Non-Fiction	\$263,085,037	\$250,915,722
Juvenile	\$165,726,328	\$149,364,095
Juvenile Fiction	\$126,698,771	\$111,929,371
Juvenile Non-Fiction	\$39,027,556	\$37,434,723
Young Adult (YA)	\$30,715,610	\$33,538,295
YA Fiction	\$29,414,253	\$32,382,842
YA Non-Fiction	\$1,301,357	\$1,155,454

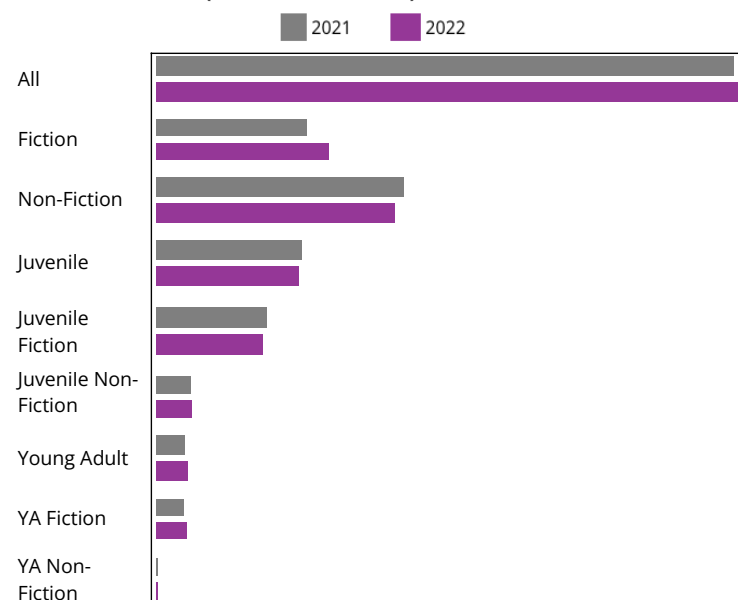
Ring Fence

Volume Sold (in units)



	2021	2022
All	28,462,633	29,137,376
Fiction	7,045,351	7,931,768
Non-Fiction	9,614,339	9,350,256
Juvenile	9,973,892	9,801,720
Juvenile Fiction	7,620,585	7,431,813
Juvenile Non-Fiction	2,353,307	2,369,907
Young Adult (YA)	1,507,336	1,724,339
YA Fiction	1,450,989	1,675,978
YA Non-Fiction	56,347	48,361

Value Sold (in millions of dollars)



	2021	2022
All	\$603,400,611	\$616,722,023
Fiction	\$157,137,904	\$180,416,804
Non-Fiction	\$258,820,065	\$248,839,864
Juvenile	\$151,898,807	\$148,342,043
Juvenile Fiction	\$115,739,384	\$111,178,837
Juvenile Non-Fiction	\$36,159,423	\$37,163,207
Young Adult (YA)	\$29,912,085	\$33,297,708
YA Fiction	\$28,621,365	\$32,185,235
YA Non-Fiction	\$1,290,720	\$1,112,473

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