

SalesData Market Report: December 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 March 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.

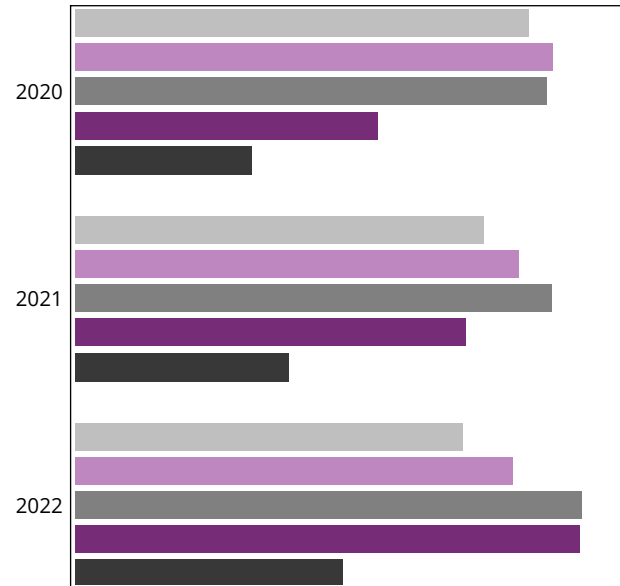
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 48	2020-12-06	2021-12-05	2022-12-04
Week 49	2020-12-13	2021-12-12	2022-12-11
Week 50	2020-12-20	2021-12-19	2022-12-18
Week 51	2020-12-27	2021-12-26	2022-12-25
Week 52	2021-01-03	2022-01-02	2023-01-01

Month-to-Month Comparisons

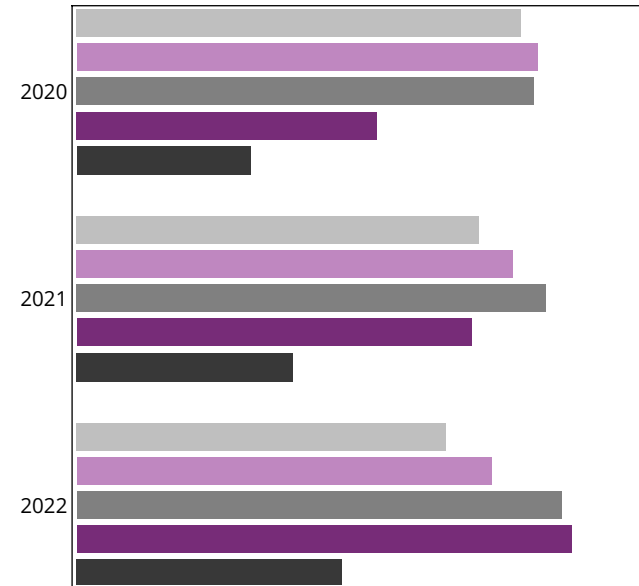
All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	1,899,024	1,708,274	1,621,570
Week 49	1,998,348	1,855,185	1,832,662
Week 50	1,972,187	1,994,231	2,121,990
Week 51	1,264,886	1,634,386	2,110,086
Week 52	738,114	894,669	1,119,435
Total	7,872,559	8,086,745	8,805,743

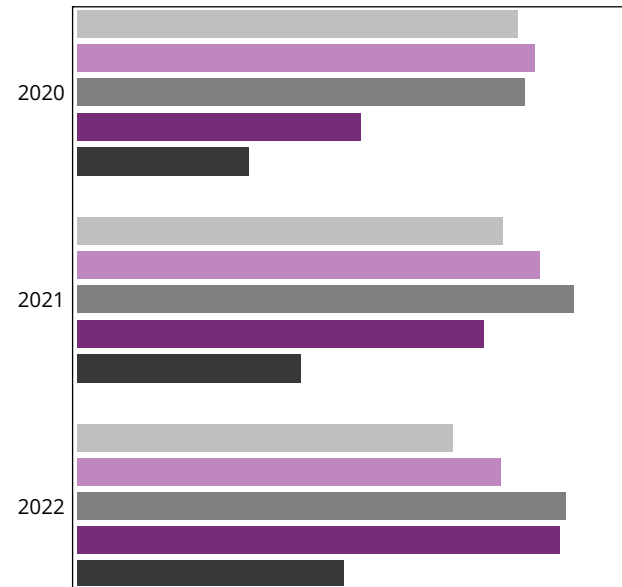
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$42,949,539	\$38,869,103	\$35,704,070
Week 49	\$44,534,842	\$42,153,593	\$40,063,332
Week 50	\$44,194,901	\$45,330,366	\$46,824,288
Week 51	\$29,013,846	\$38,135,083	\$47,795,762
Week 52	\$16,808,188	\$20,881,053	\$25,650,592
Total	\$177,501,316	\$185,369,199	\$196,038,043

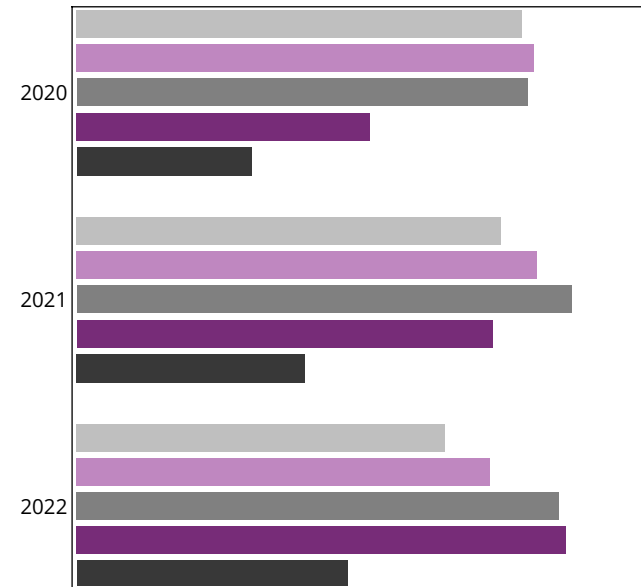
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	1,762,787	1,704,062	1,504,269
Week 49	1,832,951	1,850,996	1,694,284
Week 50	1,792,552	1,988,573	1,957,442
Week 51	1,135,064	1,628,568	1,932,895
Week 52	687,901	893,000	1,066,402
Total	7,211,255	8,065,199	8,155,292

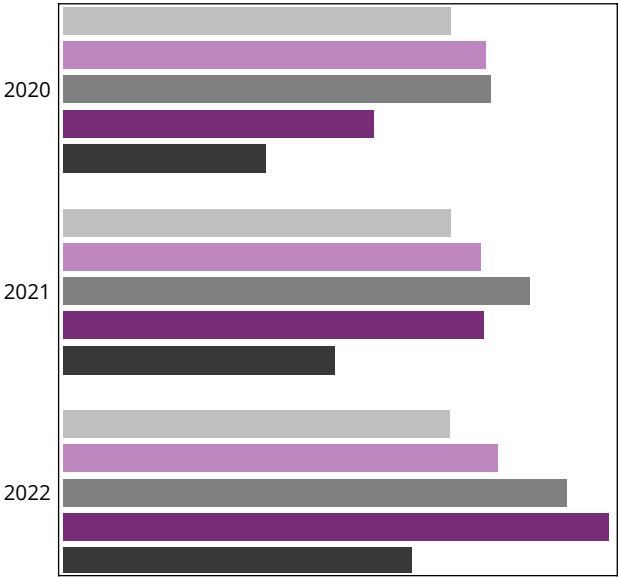
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$40,695,037	\$38,773,278	\$33,667,061
Week 49	\$41,768,074	\$42,055,556	\$37,740,386
Week 50	\$41,176,562	\$45,197,917	\$44,041,866
Week 51	\$26,774,212	\$37,995,495	\$44,717,406
Week 52	\$15,984,454	\$20,841,626	\$24,742,251
Total	\$166,398,338	\$184,863,872	\$184,908,970

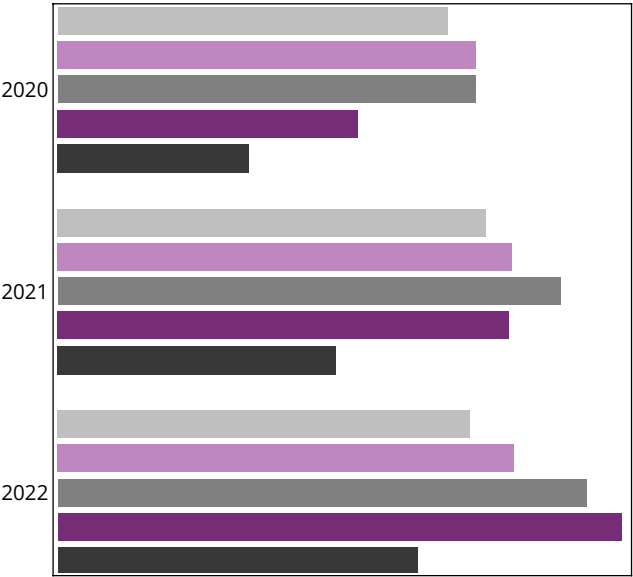
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	352,908	352,318	351,417
Week 49	384,084	379,625	395,027
Week 50	388,926	424,197	458,536
Week 51	282,438	383,029	496,387
Week 52	184,183	246,616	317,149
Total	1,592,539	1,785,785	2,018,516

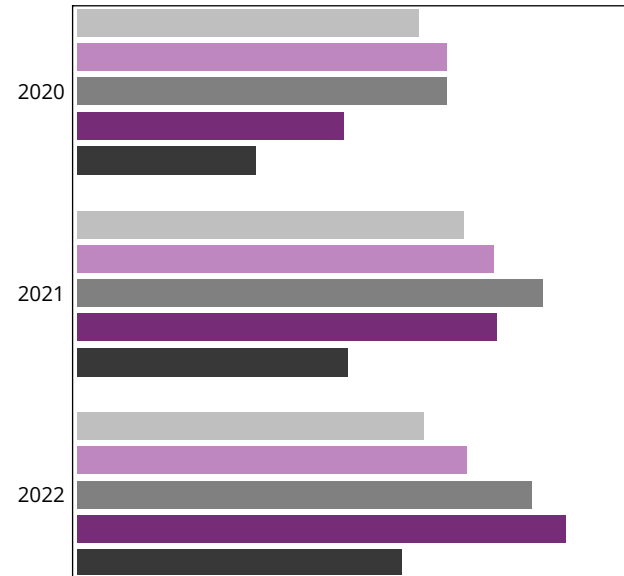
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$8,215,818	\$9,029,284	\$8,693,871
Week 49	\$8,813,210	\$9,577,498	\$9,620,547
Week 50	\$8,803,872	\$10,598,838	\$11,147,534
Week 51	\$6,334,336	\$9,519,175	\$11,884,394
Week 52	\$4,038,903	\$5,871,949	\$7,585,368
Total	\$36,206,138	\$44,596,744	\$48,931,715

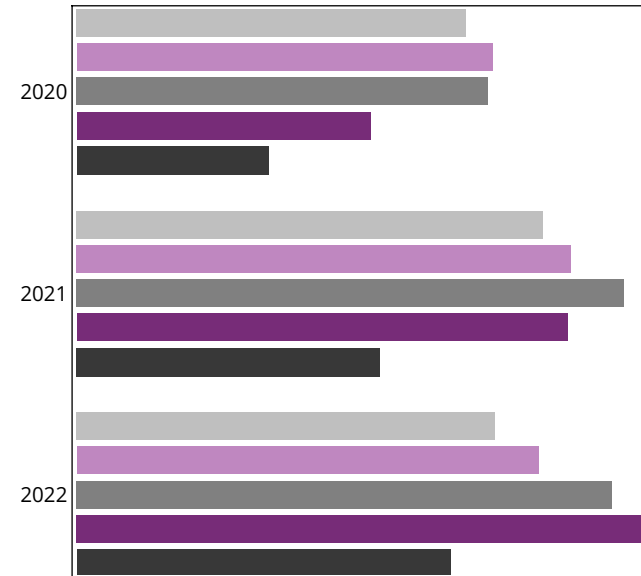
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	310,872	351,536	315,057
Week 49	336,259	378,666	354,360
Week 50	336,267	423,158	413,440
Week 51	242,472	381,605	444,275
Week 52	162,304	246,148	295,681
Total	1,388,174	1,781,113	1,822,813

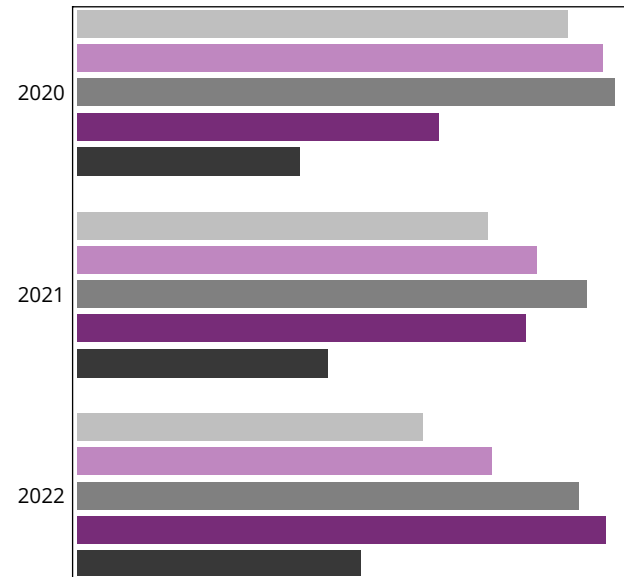
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$7,526,258	\$9,009,582	\$8,078,552
Week 49	\$8,031,801	\$9,553,282	\$8,923,140
Week 50	\$7,953,574	\$10,572,488	\$10,343,338
Week 51	\$5,674,646	\$9,482,936	\$10,921,023
Week 52	\$3,702,999	\$5,860,618	\$7,219,448
Total	\$32,889,277	\$44,478,905	\$45,485,502

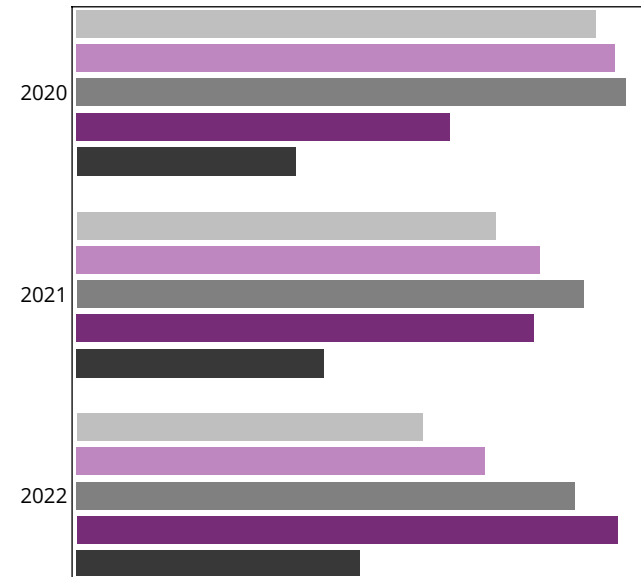
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	714,882	597,648	502,977
Week 49	765,522	668,612	602,966
Week 50	782,236	741,822	729,804
Week 51	526,839	652,834	769,604
Week 52	324,361	364,220	413,148
Total	3,113,840	3,025,136	3,018,499

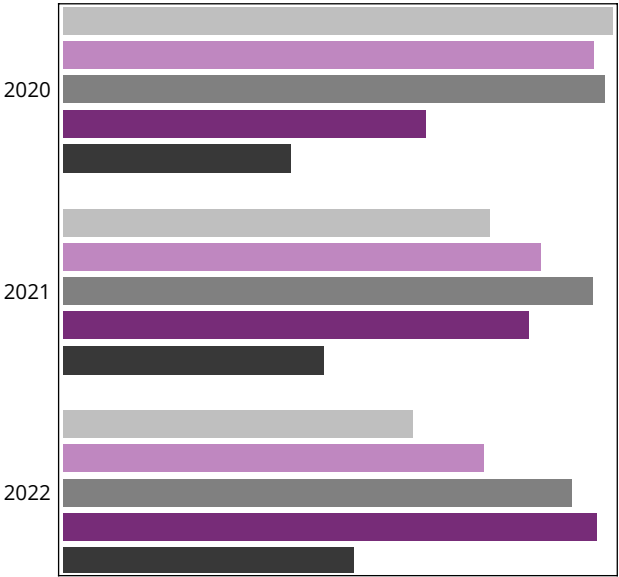
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$20,979,832	\$16,922,235	\$13,976,609
Week 49	\$21,752,965	\$18,718,636	\$16,500,776
Week 50	\$22,200,518	\$20,477,958	\$20,144,791
Week 51	\$15,071,610	\$18,478,747	\$21,858,895
Week 52	\$8,843,428	\$9,995,319	\$11,438,724
Total	\$88,848,353	\$84,592,895	\$83,919,794

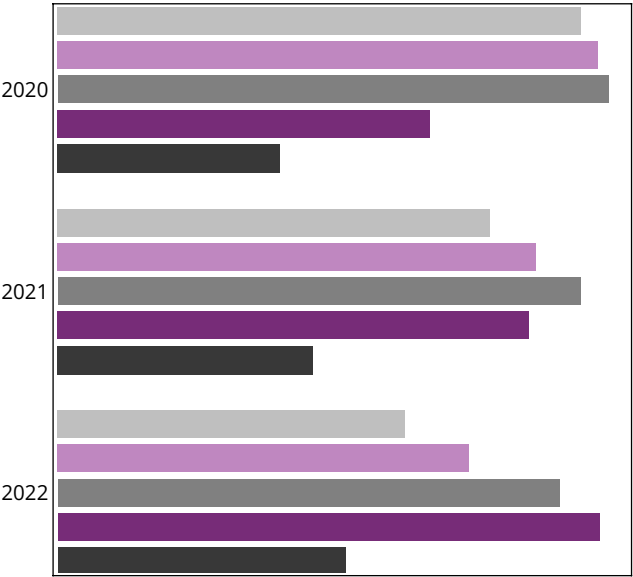
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	695,285	595,913	488,960
Week 49	741,477	666,978	587,247
Week 50	756,209	739,348	710,601
Week 51	506,625	650,197	745,659
Week 52	318,132	363,495	405,875
Total	3,017,728	3,015,931	2,938,342

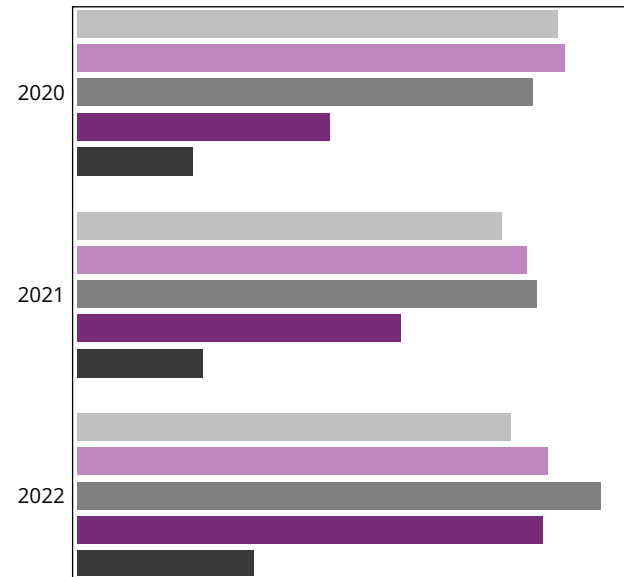
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$20,437,854	\$16,872,547	\$13,572,338
Week 49	\$21,101,424	\$18,671,337	\$16,065,106
Week 50	\$21,511,920	\$20,408,059	\$19,599,916
Week 51	\$14,533,064	\$18,404,517	\$21,162,053
Week 52	\$8,683,986	\$9,975,239	\$11,239,054
Total	\$86,268,248	\$84,331,698	\$81,638,467

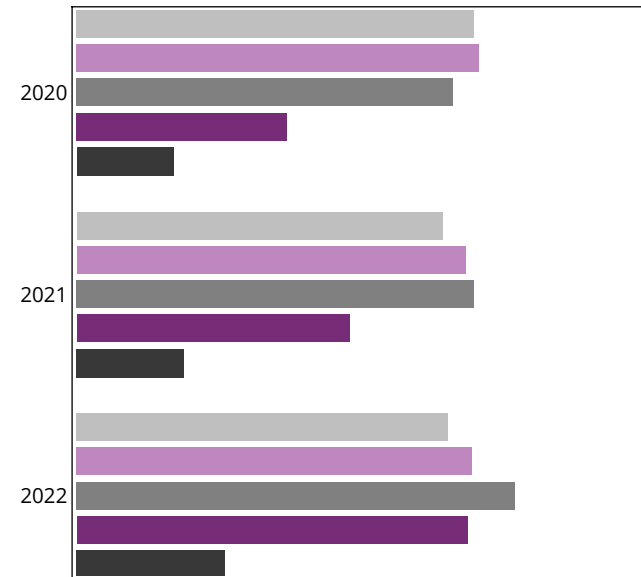
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	754,274	666,974	681,553
Week 49	766,538	706,738	739,318
Week 50	716,505	721,538	822,755
Week 51	396,893	508,930	732,169
Week 52	180,722	197,156	277,720
Total	2,814,932	2,801,336	3,253,515

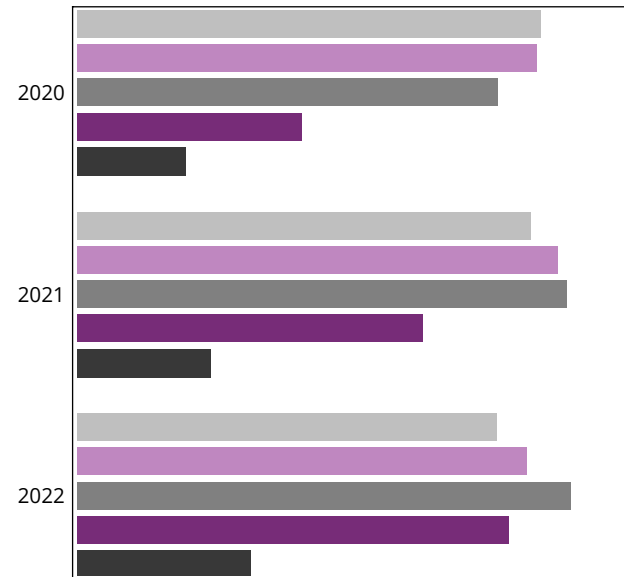
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$12,173,356	\$11,193,675	\$11,360,644
Week 49	\$12,320,605	\$11,909,792	\$12,111,200
Week 50	\$11,522,303	\$12,172,613	\$13,414,539
Week 51	\$6,438,987	\$8,358,177	\$11,960,922
Week 52	\$2,965,210	\$3,281,927	\$4,544,897
Total	\$45,420,460	\$46,916,184	\$53,392,201

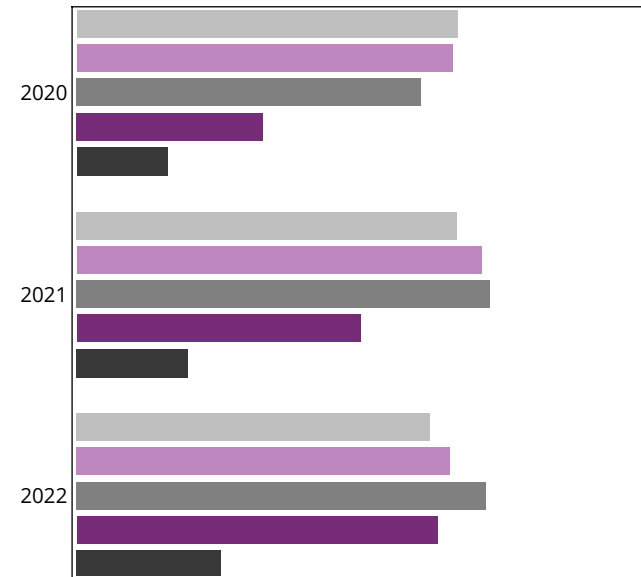
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	681,109	665,564	616,574
Week 49	675,111	705,519	659,637
Week 50	618,320	719,824	725,361
Week 51	329,883	507,534	634,319
Week 52	159,718	196,814	255,176
Total	2,464,141	2,795,255	2,891,067

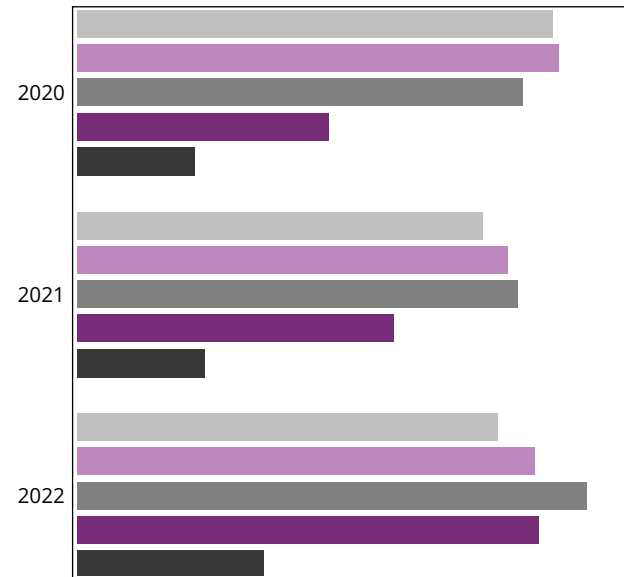
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$11,186,984	\$11,172,882	\$10,384,540
Week 49	\$11,041,511	\$11,890,596	\$10,966,037
Week 50	\$10,118,628	\$12,145,150	\$12,035,329
Week 51	\$5,469,784	\$8,336,001	\$10,603,253
Week 52	\$2,667,632	\$3,276,615	\$4,234,180
Total	\$40,484,539	\$46,821,244	\$48,223,340

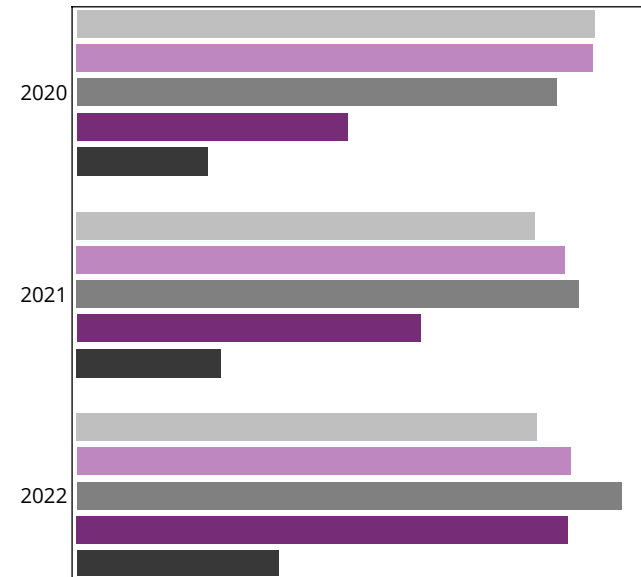
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	576,965	492,310	510,110
Week 49	583,682	522,080	555,090
Week 50	540,589	533,696	617,362
Week 51	304,680	383,305	559,855
Week 52	142,163	154,656	225,633
Total	2,148,079	2,086,047	2,468,050

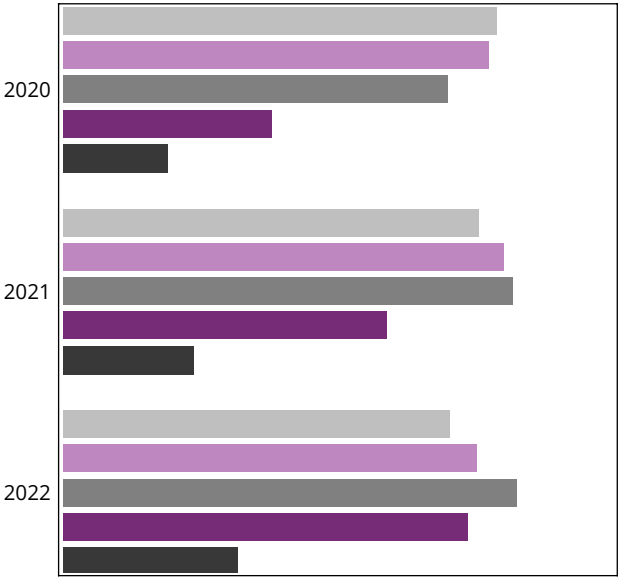
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$9,313,516	\$8,243,087	\$8,280,054
Week 49	\$9,278,724	\$8,777,262	\$8,880,805
Week 50	\$8,623,485	\$9,030,449	\$9,793,175
Week 51	\$4,872,118	\$6,179,163	\$8,836,774
Week 52	\$2,348,713	\$2,593,946	\$3,627,182
Total	\$34,436,556	\$34,823,908	\$39,417,990

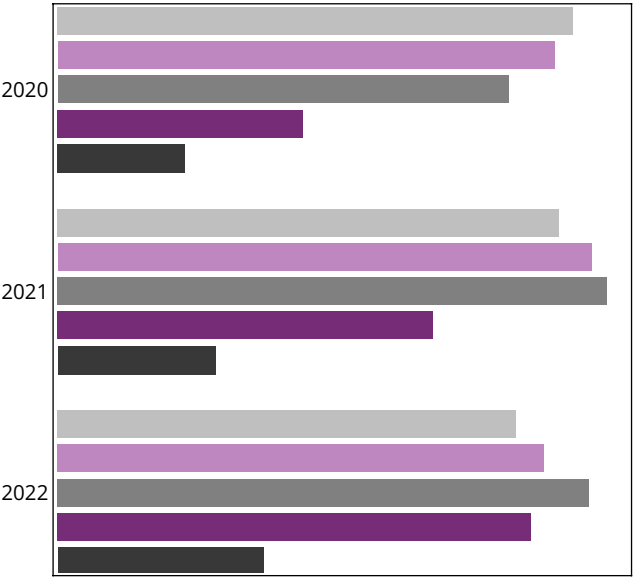
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	512,713	491,208	457,276
Week 49	503,091	521,103	489,188
Week 50	455,005	532,318	536,813
Week 51	246,098	382,181	478,546
Week 52	123,933	154,391	206,959
Total	1,840,840	2,081,201	2,168,782

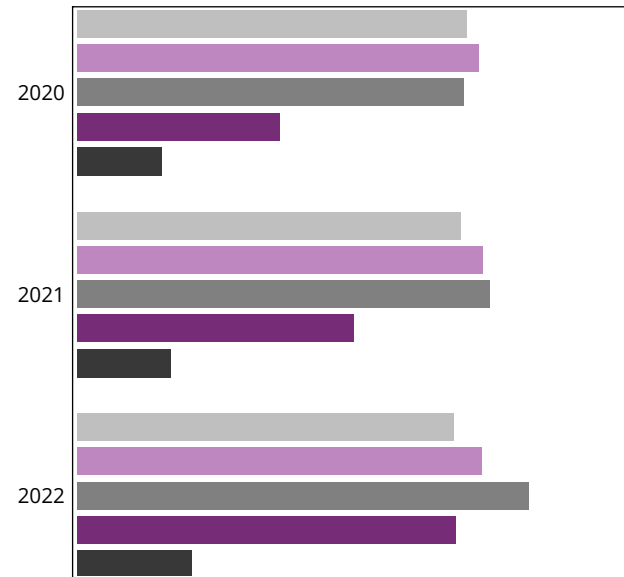
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$8,454,424	\$8,227,287	\$7,522,056
Week 49	\$8,152,362	\$8,762,376	\$7,979,960
Week 50	\$7,397,258	\$9,008,890	\$8,714,311
Week 51	\$4,021,825	\$6,161,849	\$7,769,169
Week 52	\$2,090,014	\$2,589,783	\$3,379,357
Total	\$30,115,884	\$34,750,185	\$35,364,853

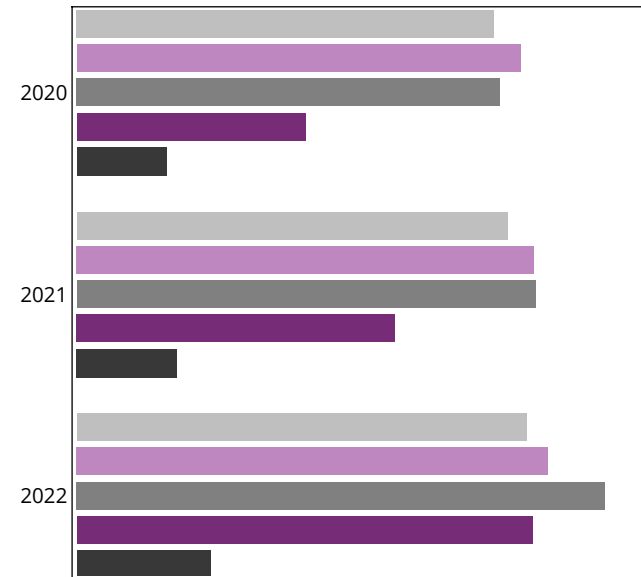
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	177,309	174,664	171,443
Week 49	182,856	184,658	184,228
Week 50	175,916	187,842	205,393
Week 51	92,213	125,625	172,314
Week 52	38,559	42,500	52,087
Total	666,853	715,289	785,465

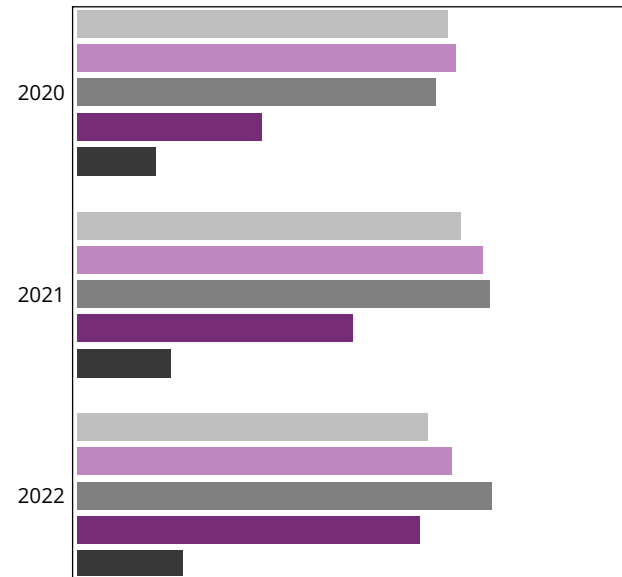
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$2,859,840	\$2,950,588	\$3,080,590
Week 49	\$3,041,880	\$3,132,529	\$3,230,395
Week 50	\$2,898,819	\$3,142,164	\$3,621,364
Week 51	\$1,566,869	\$2,179,013	\$3,124,148
Week 52	\$616,497	\$687,981	\$917,715
Total	\$10,983,905	\$12,092,276	\$13,974,211

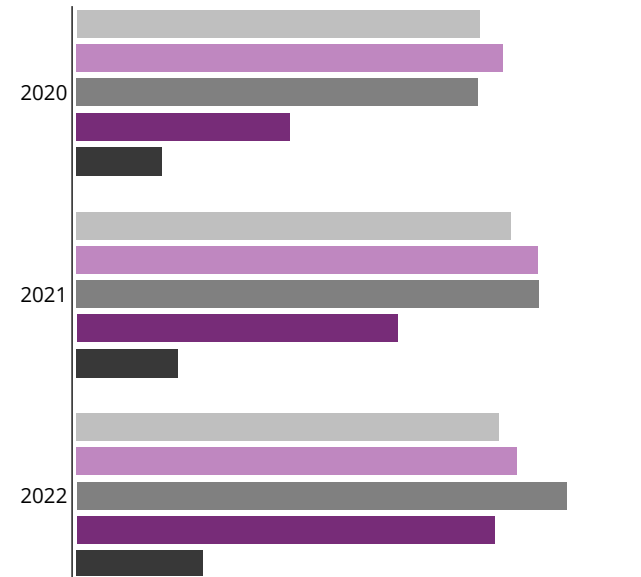
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	168,396	174,356	159,298
Week 49	172,020	184,416	170,449
Week 50	163,315	187,506	188,548
Week 51	83,785	125,353	155,773
Week 52	35,785	42,423	48,217
Total	623,301	714,054	722,285

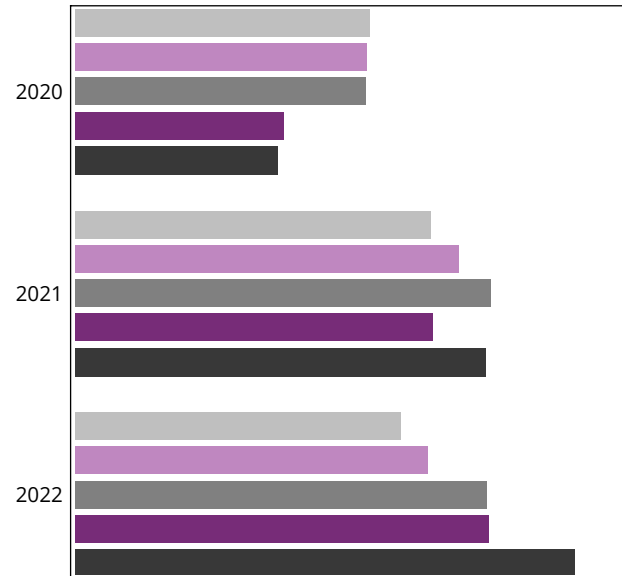
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$2,732,560	\$2,945,594	\$2,862,484
Week 49	\$2,889,149	\$3,128,220	\$2,986,077
Week 50	\$2,721,370	\$3,136,260	\$3,321,018
Week 51	\$1,447,959	\$2,174,152	\$2,834,084
Week 52	\$577,617	\$686,832	\$854,823
Total	\$10,368,655	\$12,071,059	\$12,858,486

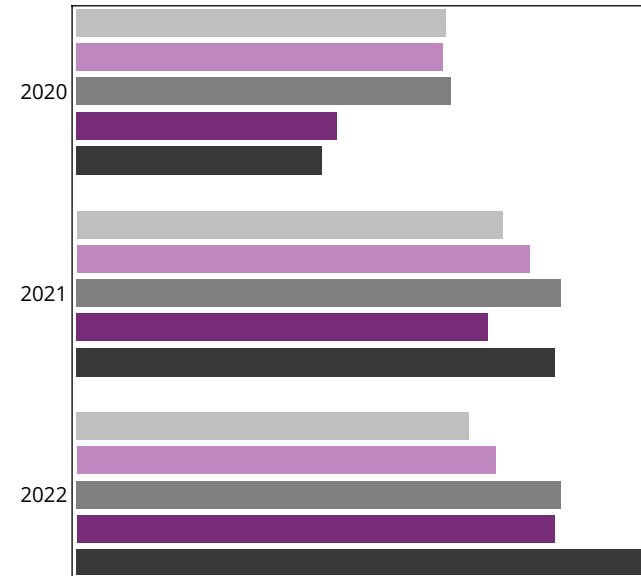
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	53,687	64,644	59,162
Week 49	53,061	69,837	64,087
Week 50	52,889	75,537	74,866
Week 51	37,994	65,137	75,282
Week 52	36,809	74,760	90,869
Total	234,440	349,915	364,266

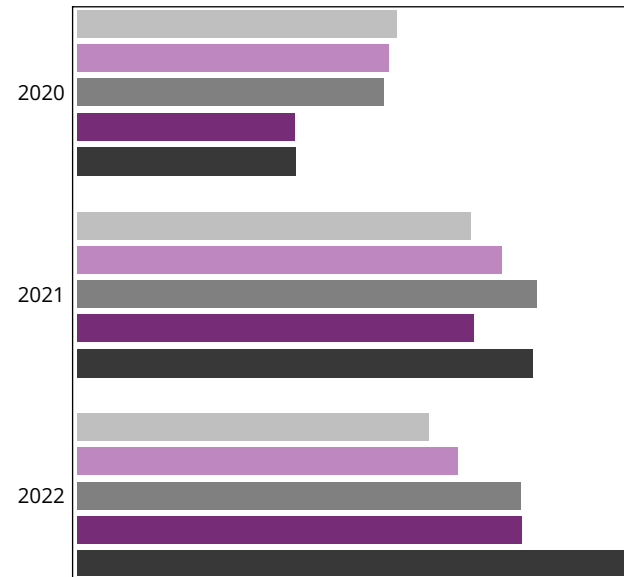
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$1,168,224	\$1,346,483	\$1,240,645
Week 49	\$1,157,473	\$1,431,999	\$1,324,421
Week 50	\$1,184,345	\$1,530,775	\$1,531,027
Week 51	\$822,670	\$1,300,617	\$1,510,320
Week 52	\$774,748	\$1,513,128	\$1,794,195
Total	\$5,107,459	\$7,123,002	\$7,400,608

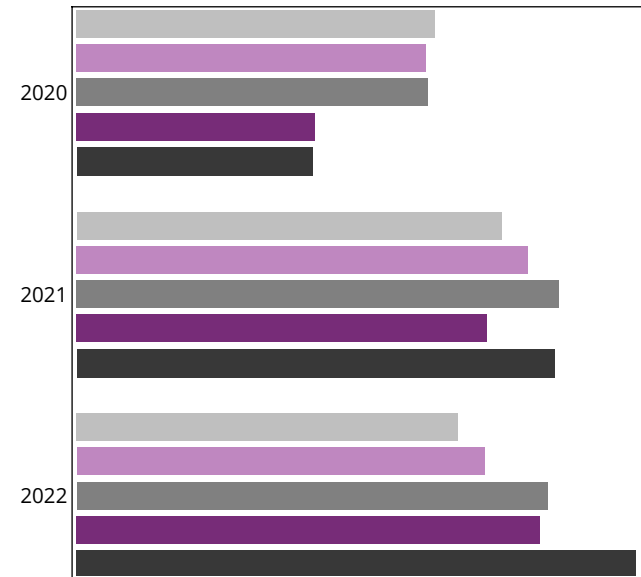
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	52,328	64,466	57,646
Week 49	51,050	69,596	62,358
Week 50	50,225	75,269	72,716
Week 51	35,584	64,967	72,872
Week 52	35,836	74,674	89,460
Total	225,023	348,972	355,052

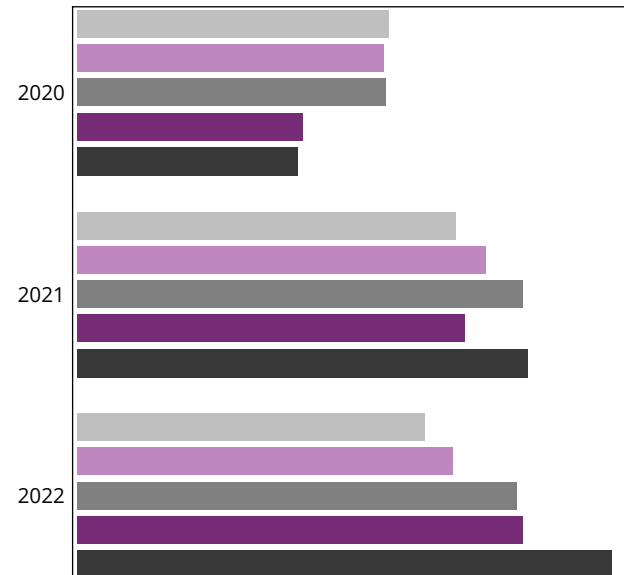
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$1,133,033	\$1,342,831	\$1,206,411
Week 49	\$1,104,230	\$1,427,306	\$1,290,050
Week 50	\$1,110,097	\$1,525,186	\$1,488,991
Week 51	\$753,960	\$1,297,421	\$1,465,180
Week 52	\$745,983	\$1,511,331	\$1,768,345
Total	\$4,847,304	\$7,104,075	\$7,218,977

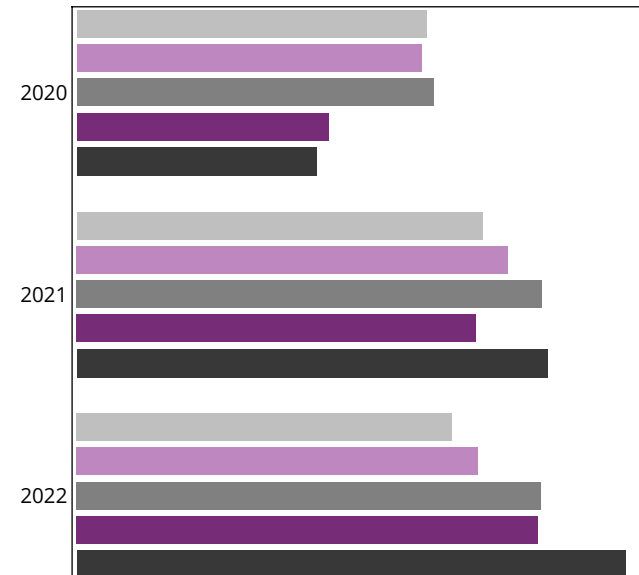
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	51,044	61,967	56,858
Week 49	50,183	66,902	61,573
Week 50	50,498	72,998	72,033
Week 51	36,906	63,489	73,012
Week 52	36,105	73,745	87,525
Total	224,736	339,101	351,001

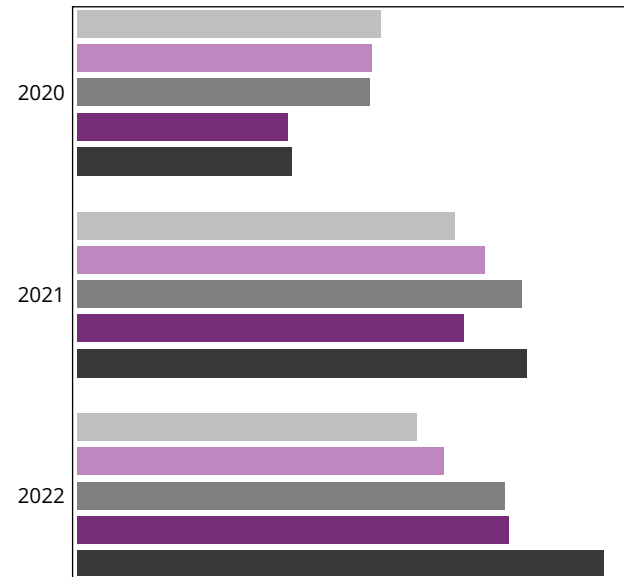
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$1,105,965	\$1,283,500	\$1,187,408
Week 49	\$1,089,673	\$1,364,107	\$1,268,201
Week 50	\$1,127,824	\$1,471,415	\$1,467,777
Week 51	\$796,273	\$1,262,266	\$1,457,932
Week 52	\$758,852	\$1,489,297	\$1,734,783
Total	\$4,878,587	\$6,870,585	\$7,116,101

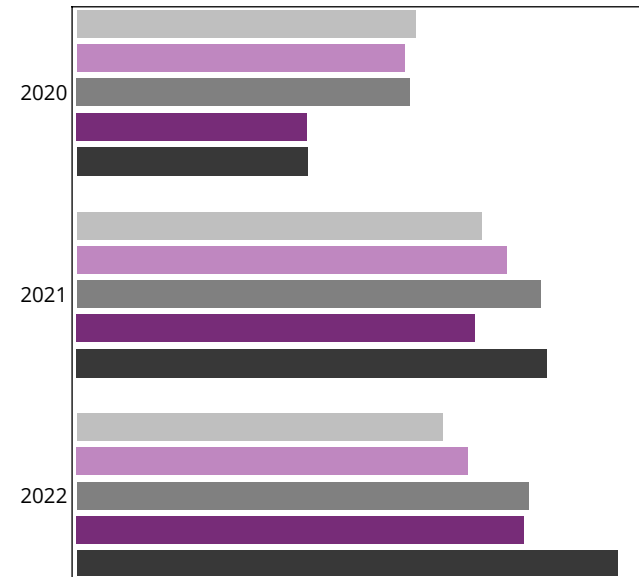
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	49,685	61,800	55,545
Week 49	48,193	66,676	60,075
Week 50	47,836	72,774	70,039
Week 51	34,501	63,326	70,731
Week 52	35,132	73,662	86,174
Total	215,347	338,238	342,564

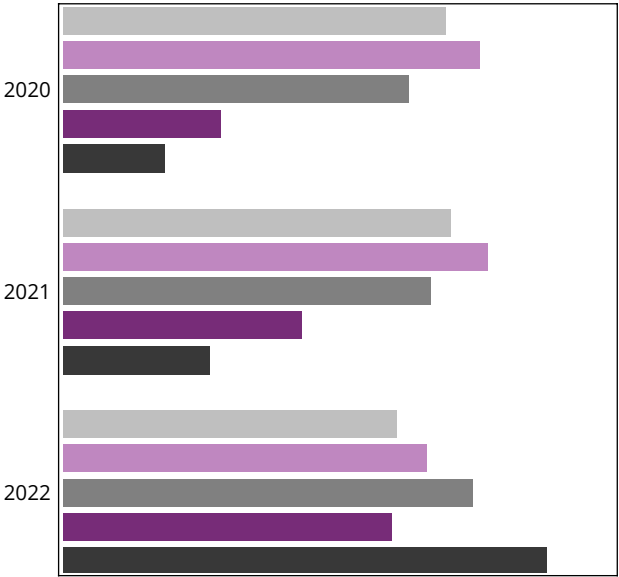
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$1,070,775	\$1,280,125	\$1,157,134
Week 49	\$1,036,844	\$1,359,715	\$1,238,103
Week 50	\$1,053,610	\$1,466,896	\$1,428,892
Week 51	\$727,732	\$1,259,223	\$1,415,289
Week 52	\$730,087	\$1,487,657	\$1,709,991
Total	\$4,619,047	\$6,853,615	\$6,949,410

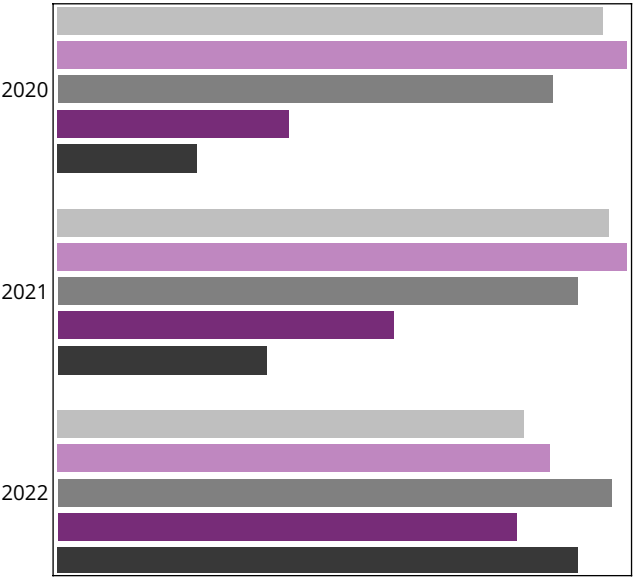
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 48	2,643	2,677	2,304
Week 49	2,878	2,935	2,514
Week 50	2,391	2,539	2,833
Week 51	1,088	1,648	2,270
Week 52	704	1,015	3,344
Total	9,704	10,814	13,265

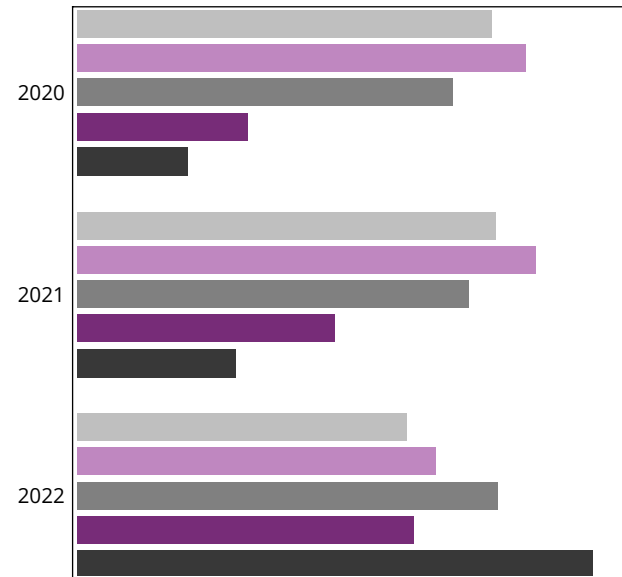
Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$62,258	\$62,984	\$53,237
Week 49	\$67,800	\$67,892	\$56,220
Week 50	\$56,520	\$59,360	\$63,250
Week 51	\$26,398	\$38,351	\$52,388
Week 52	\$15,896	\$23,831	\$59,412
Total	\$228,872	\$252,417	\$284,507

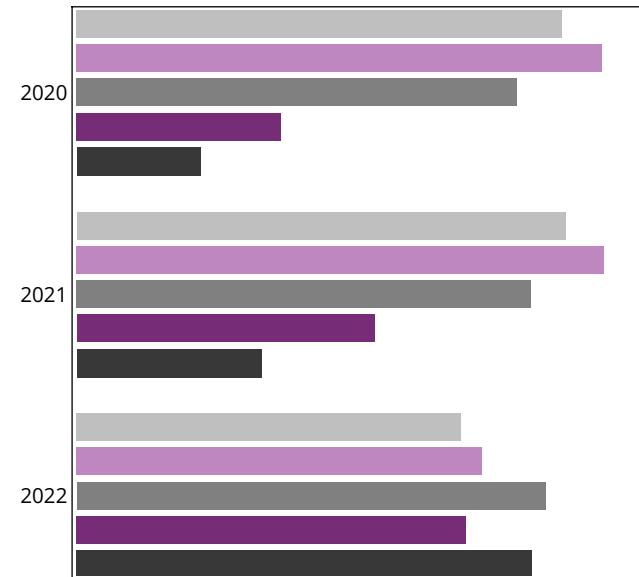
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 48	2,643	2,666	2,101
Week 49	2,857	2,920	2,283
Week 50	2,389	2,495	2,677
Week 51	1,083	1,641	2,141
Week 52	704	1,012	3,286
Total	9,676	10,734	12,488

Value Sold (in millions of dollars)



	2020	2021	2022
Week 48	\$62,258	\$62,706	\$49,277
Week 49	\$67,387	\$67,591	\$51,947
Week 50	\$56,487	\$58,291	\$60,099
Week 51	\$26,228	\$38,198	\$49,890
Week 52	\$15,896	\$23,674	\$58,354
Total	\$228,256	\$250,460	\$269,568

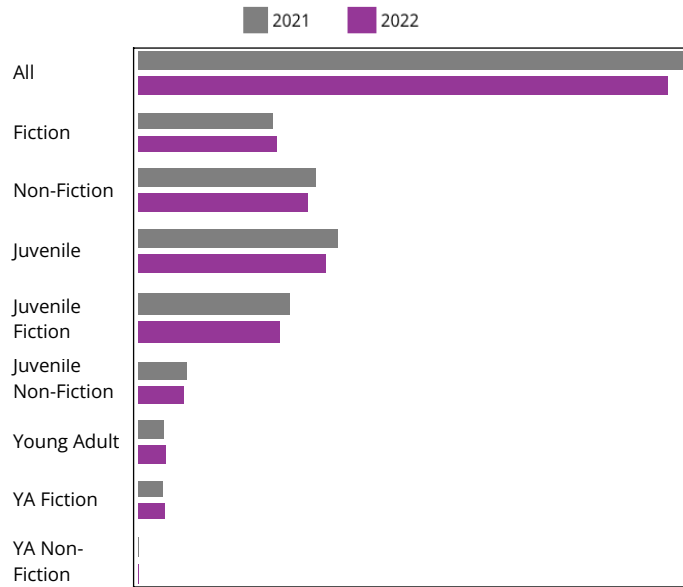
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 52	2022-01-02	2023-01-01

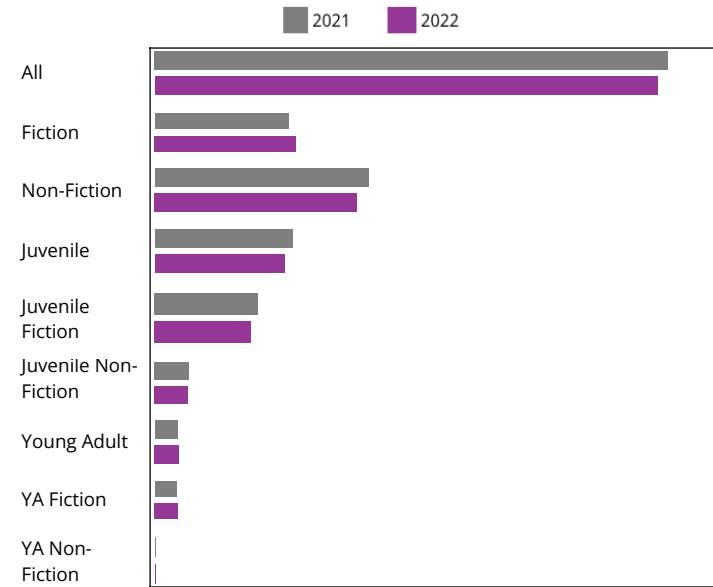
All Market

Volume Sold (in units)



	2021	2022
All	52,965,873	51,514,069
Fiction	13,115,438	13,445,520
Non-Fiction	17,265,412	16,471,339
Juvenile	19,437,667	18,218,347
Juvenile Fiction	14,717,252	13,774,528
Juvenile Non-Fiction	4,720,415	4,443,819
Young Adult (YA)	2,517,888	2,701,720
YA Fiction	2,423,499	2,615,018
YA Non-Fiction	94,389	86,702

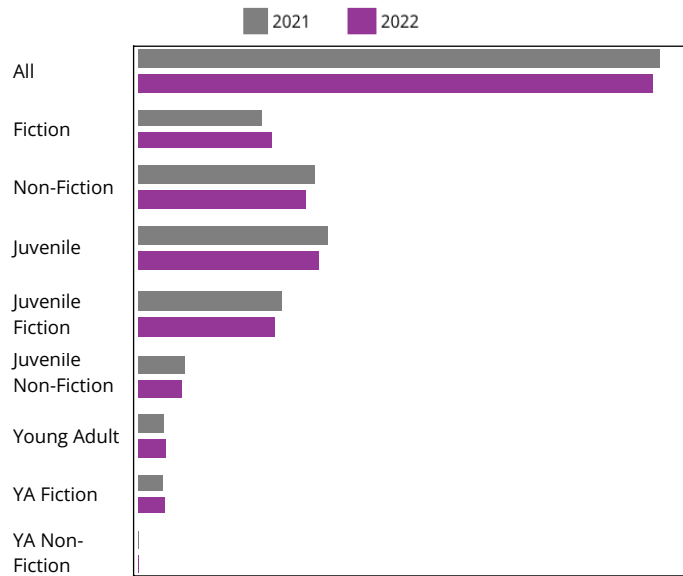
Value Sold (in millions of dollars)



	2021	2022
All	\$1,134,091,503	\$1,110,881,722
Fiction	\$296,129,367	\$312,834,821
Non-Fiction	\$472,350,037	\$446,934,197
Juvenile	\$304,280,047	\$286,714,962
Juvenile Fiction	\$228,508,209	\$212,576,084
Juvenile Non-Fiction	\$75,771,839	\$74,138,879
Young Adult (YA)	\$50,448,182	\$53,096,137
YA Fiction	\$48,261,457	\$51,128,034
YA Non-Fiction	\$2,186,724	\$1,968,104

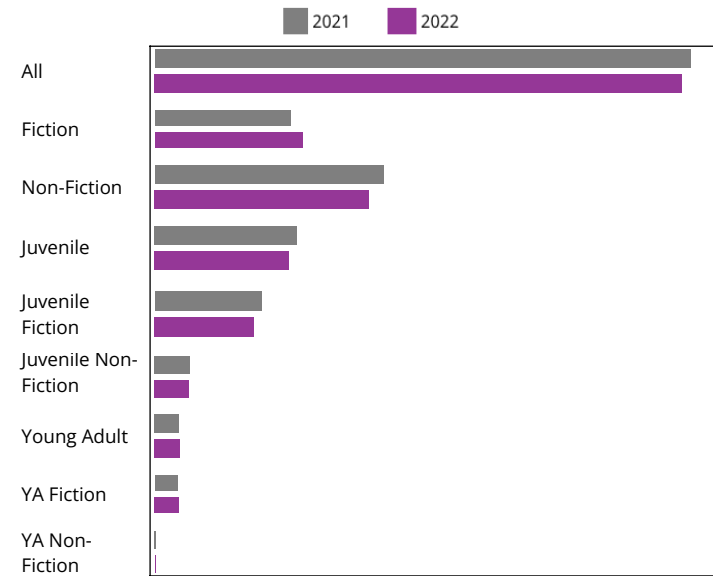
Ring Fence

Volume Sold (in units)



	2021	2022
All	49,385,331	48,725,956
Fiction	11,719,831	12,637,783
Non-Fiction	16,706,157	15,825,310
Juvenile	17,936,163	17,038,758
Juvenile Fiction	13,580,997	12,879,572
Juvenile Non-Fiction	4,355,166	4,159,186
Young Adult (YA)	2,406,751	2,572,401
YA Fiction	2,314,326	2,493,507
YA Non-Fiction	92,425	78,894

Value Sold (in millions of dollars)



	2021	2022
All	\$1,073,259,822	\$1,055,683,774
Fiction	\$271,971,091	\$296,317,610
Non-Fiction	\$457,870,057	\$429,355,320
Juvenile	\$284,586,966	\$268,609,697
Juvenile Fiction	\$214,193,433	\$199,364,201
Juvenile Non-Fiction	\$70,393,533	\$69,245,495
Young Adult (YA)	\$48,194,429	\$50,489,271
YA Fiction	\$46,050,710	\$48,674,488
YA Non-Fiction	\$2,143,719	\$1,814,783

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	2023-01-01
53	2021-01-03	N/A	