

SalesData Market Report: February 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 February 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.

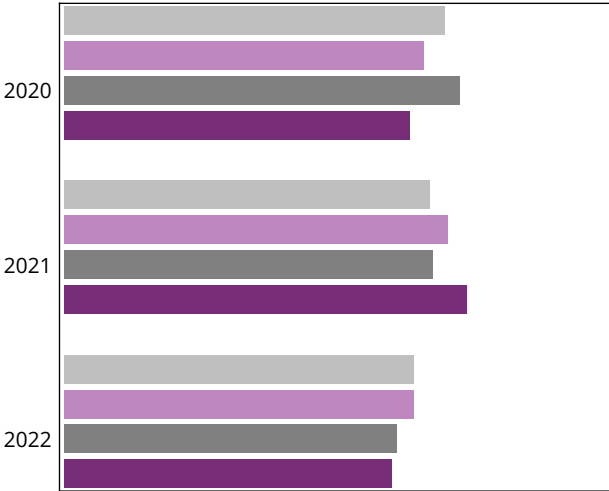
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 5	2020-02-02	2021-02-07	2022-02-06
Week 6	2020-02-09	2021-02-14	2022-02-13
Week 7	2020-02-16	2021-02-21	2022-02-20
Week 8	2020-02-23	2021-02-28	2022-02-27

Month-to-Month Comparisons

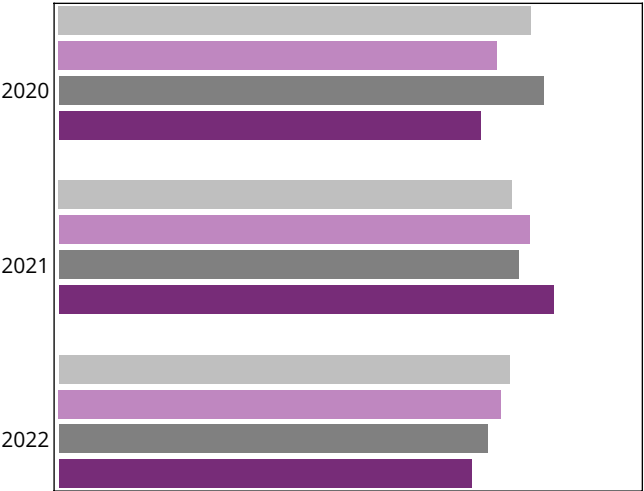
All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	913,610	877,063	838,568
Week 6	862,295	920,119	840,413
Week 7	948,711	884,542	797,325
Week 8	829,021	965,827	785,911
Total	3,553,637	3,647,551	3,262,217

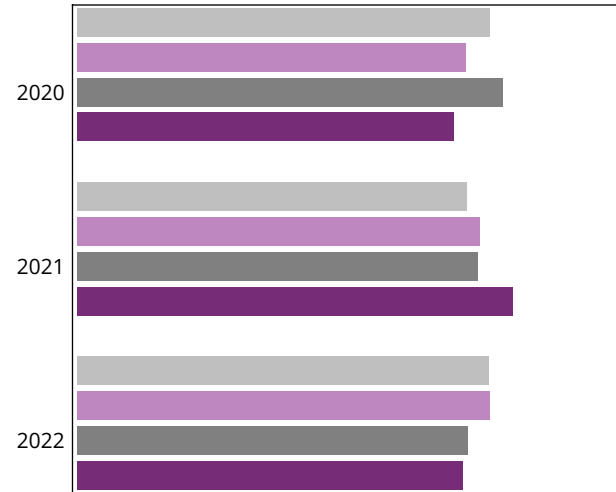
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$18,760,635	\$18,008,573	\$17,896,956
Week 6	\$17,417,516	\$18,701,404	\$17,569,438
Week 7	\$19,261,128	\$18,257,664	\$17,029,872
Week 8	\$16,766,120	\$19,666,333	\$16,405,288
Total	\$72,205,399	\$74,633,974	\$68,901,553

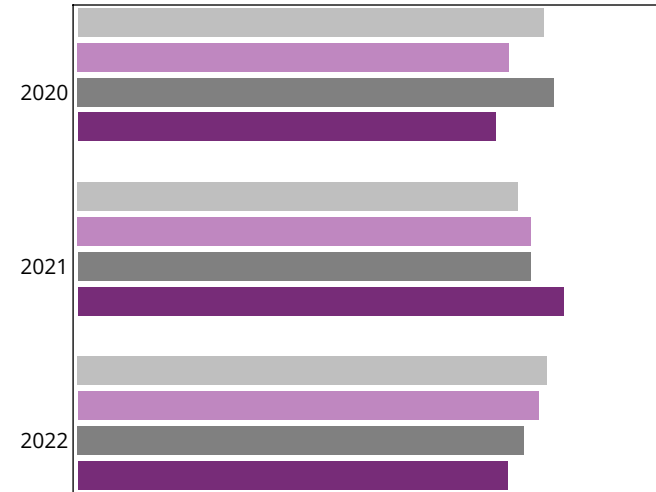
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	838,248	791,111	836,017
Week 6	789,285	818,040	837,456
Week 7	864,816	814,614	793,993
Week 8	764,517	884,331	782,351
Total	3,256,866	3,308,096	3,249,817

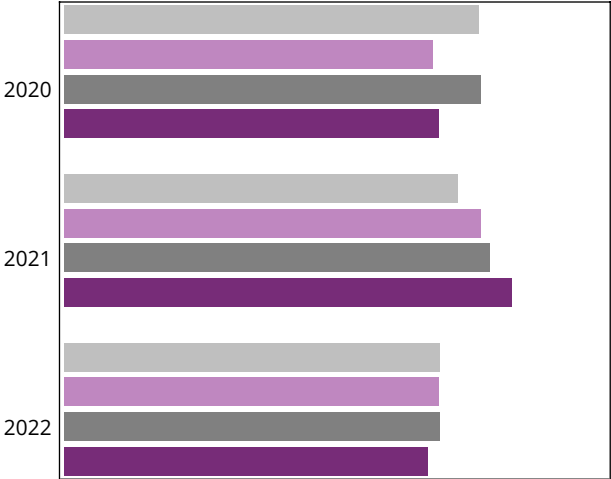
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$17,699,516	\$16,732,475	\$17,839,581
Week 6	\$16,394,699	\$17,221,291	\$17,506,295
Week 7	\$18,092,561	\$17,214,386	\$16,952,990
Week 8	\$15,870,447	\$18,464,742	\$16,329,650
Total	\$68,057,224	\$69,632,895	\$68,628,515

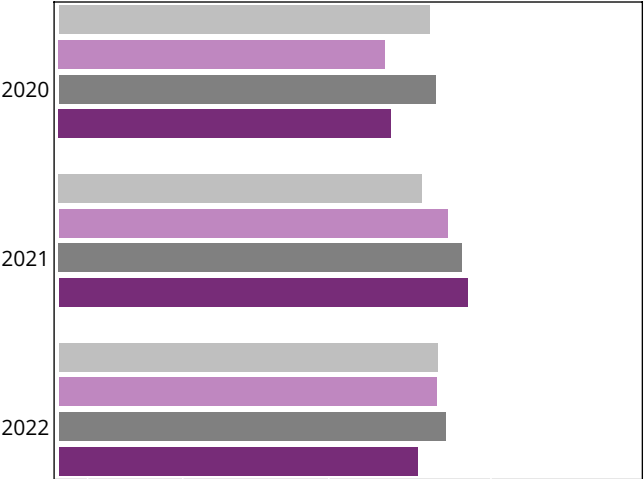
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	229,615	218,332	208,160
Week 6	204,263	231,068	207,706
Week 7	230,548	235,915	208,262
Week 8	207,410	248,029	201,426
Total	871,836	933,344	825,554

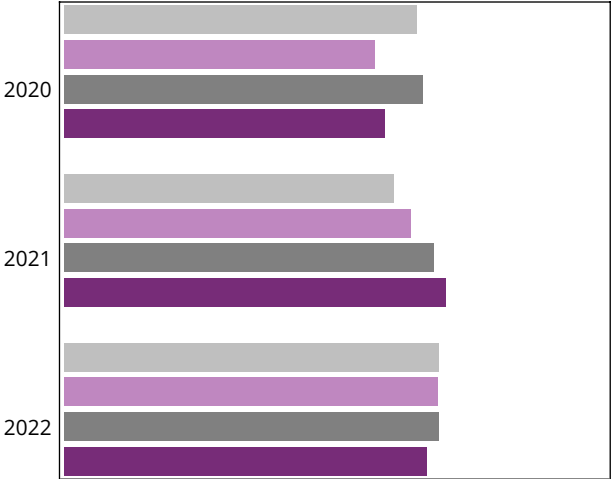
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$4,677,633	\$4,581,630	\$4,775,511
Week 6	\$4,112,933	\$4,905,481	\$4,762,355
Week 7	\$4,752,078	\$5,082,647	\$4,878,598
Week 8	\$4,189,310	\$5,150,574	\$4,524,680
Total	\$17,731,954	\$19,720,331	\$18,941,143

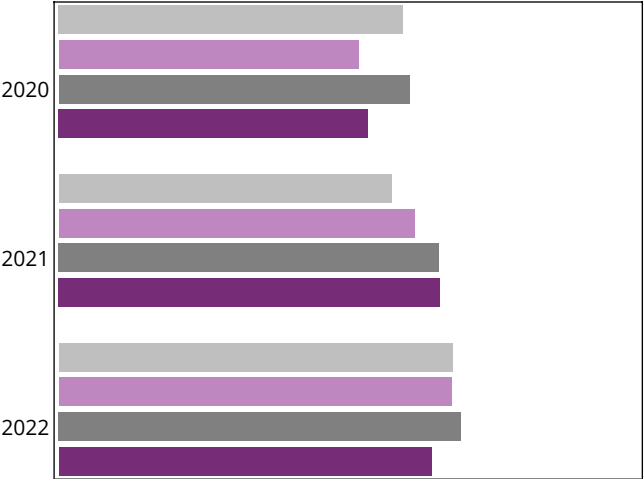
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	195,068	182,344	207,499
Week 6	172,323	192,273	207,169
Week 7	198,801	204,496	207,639
Week 8	177,692	211,283	200,659
Total	743,884	790,396	822,966

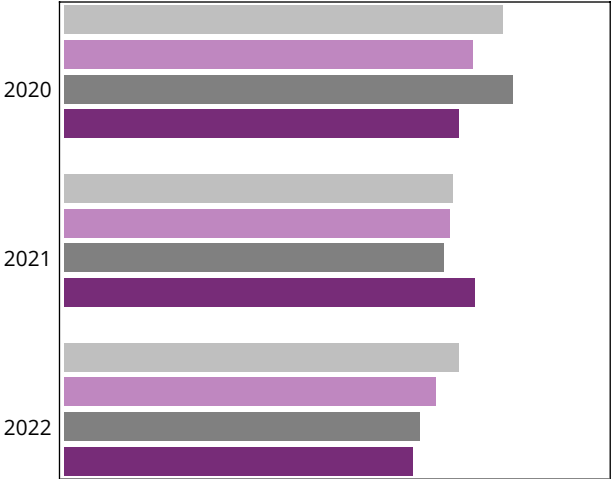
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$4,163,215	\$4,023,903	\$4,759,959
Week 6	\$3,625,405	\$4,302,394	\$4,749,387
Week 7	\$4,243,955	\$4,596,899	\$4,864,187
Week 8	\$3,741,640	\$4,609,026	\$4,506,903
Total	\$15,774,214	\$17,532,223	\$18,880,436

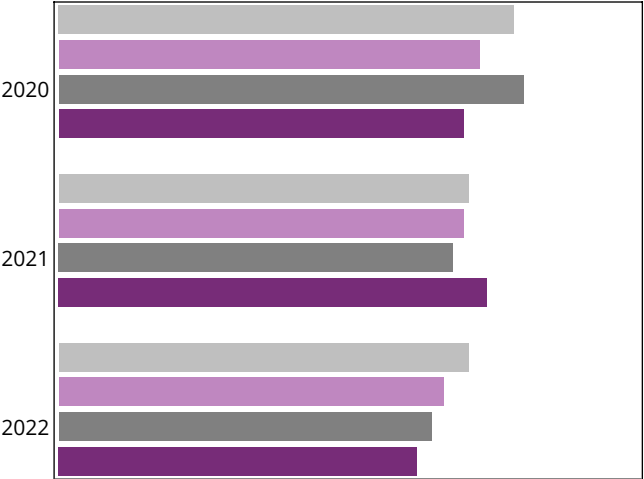
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	324,090	287,394	291,567
Week 6	302,006	285,097	274,180
Week 7	331,522	280,502	262,426
Week 8	291,704	303,565	257,659
Total	1,249,322	1,156,558	1,085,832

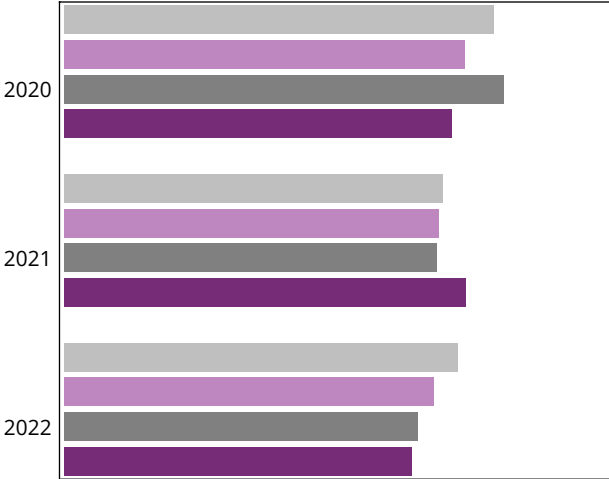
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$8,649,014	\$7,785,176	\$7,782,705
Week 6	\$7,997,791	\$7,691,733	\$7,306,764
Week 7	\$8,829,420	\$7,488,033	\$7,085,200
Week 8	\$7,693,065	\$8,135,577	\$6,802,997
Total	\$33,169,290	\$31,100,519	\$28,977,666

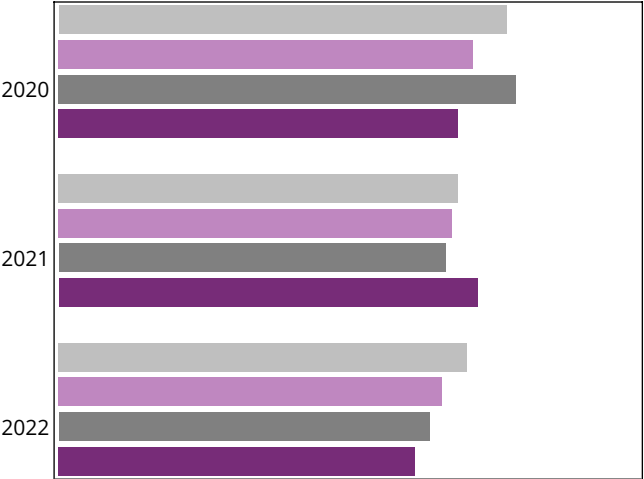
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	317,591	279,794	290,658
Week 6	296,117	276,970	273,251
Week 7	324,472	275,230	261,273
Week 8	286,322	296,977	256,448
Total	1,224,502	1,128,971	1,081,630

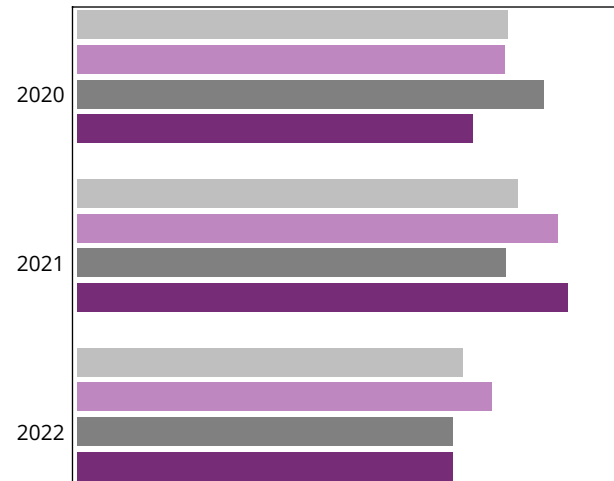
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$8,509,524	\$7,583,064	\$7,755,911
Week 6	\$7,870,263	\$7,473,021	\$7,280,069
Week 7	\$8,684,405	\$7,351,326	\$7,048,423
Week 8	\$7,583,709	\$7,956,090	\$6,769,142
Total	\$32,647,901	\$30,363,501	\$28,853,545

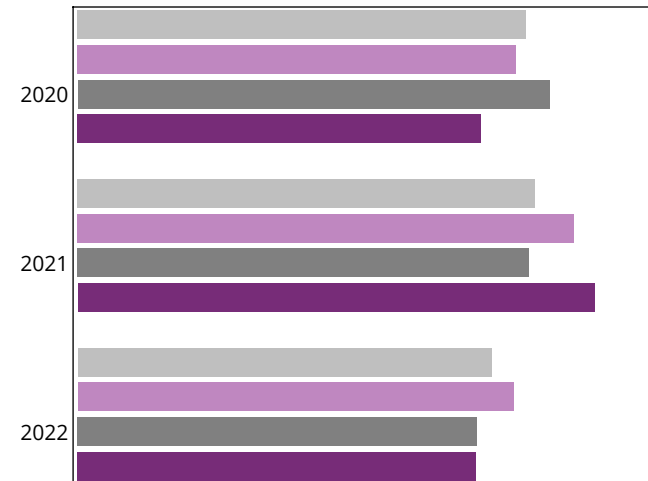
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	318,280	325,534	284,762
Week 6	315,785	354,767	305,994
Week 7	344,443	316,493	277,526
Week 8	291,965	362,593	277,310
Total	1,270,473	1,359,387	1,145,592

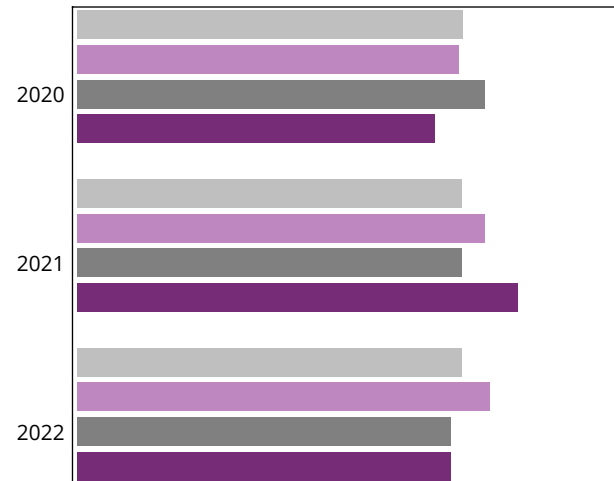
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$4,644,783	\$4,738,847	\$4,286,653
Week 6	\$4,542,455	\$5,144,006	\$4,517,972
Week 7	\$4,890,455	\$4,678,662	\$4,136,933
Week 8	\$4,179,298	\$5,356,793	\$4,125,782
Total	\$18,256,991	\$19,918,308	\$17,067,340

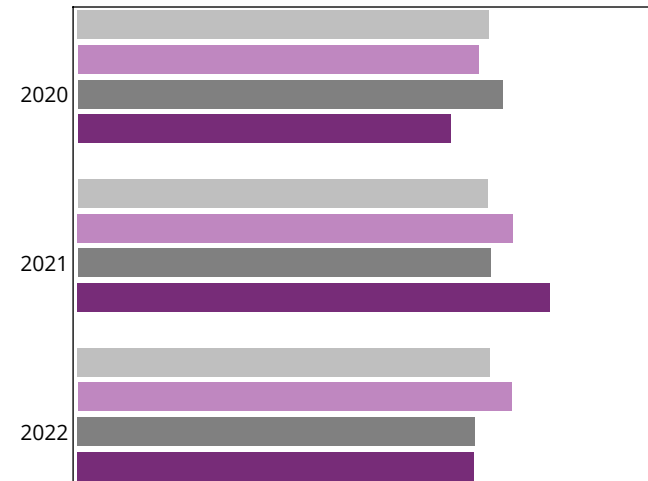
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	285,167	284,272	283,906
Week 6	281,677	300,873	304,696
Week 7	300,900	284,189	276,238
Week 8	263,805	325,242	276,028
Total	1,131,549	1,194,576	1,140,868

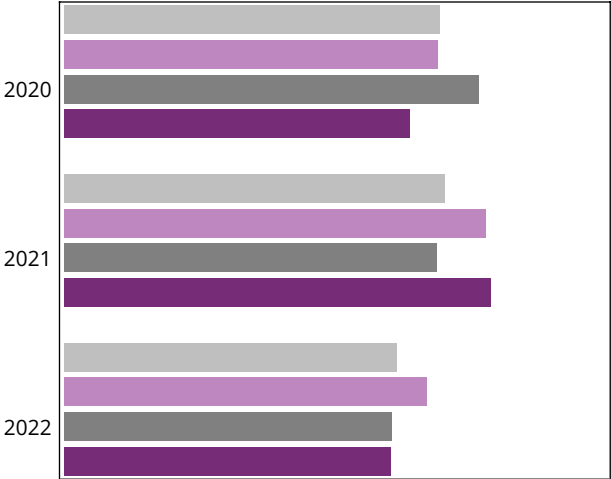
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$4,260,346	\$4,243,837	\$4,273,861
Week 6	\$4,155,163	\$4,510,873	\$4,497,833
Week 7	\$4,403,339	\$4,277,994	\$4,116,293
Week 8	\$3,863,066	\$4,894,473	\$4,107,667
Total	\$16,681,914	\$17,927,177	\$16,995,654

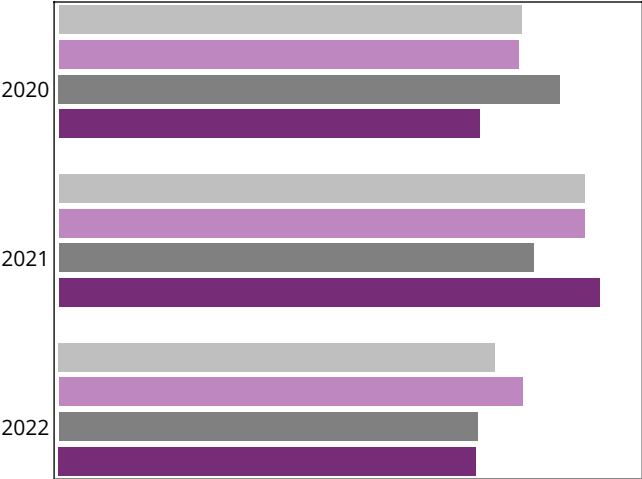
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	242,669	246,298	214,804
Week 6	241,513	272,372	234,661
Week 7	268,206	241,008	211,813
Week 8	223,627	275,484	211,229
Total	976,015	1,035,162	872,507

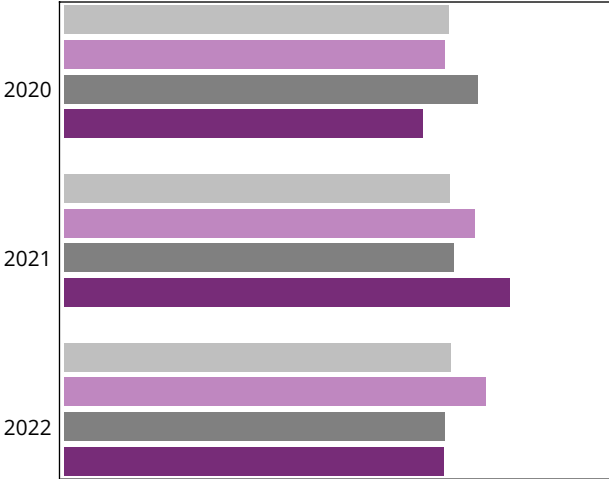
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$3,436,485	\$3,907,010	\$3,241,827
Week 6	\$3,413,854	\$3,907,010	\$3,446,573
Week 7	\$3,723,783	\$3,526,505	\$3,108,574
Week 8	\$3,124,620	\$4,018,633	\$3,098,885
Total	\$13,698,742	\$15,359,160	\$12,895,859

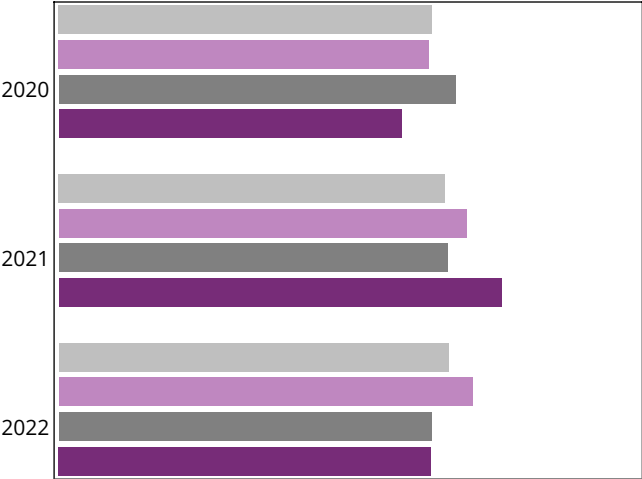
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	212,998	213,639	214,048
Week 6	210,972	227,377	233,660
Week 7	229,315	215,870	210,733
Week 8	198,593	246,609	210,228
Total	851,878	903,495	868,669

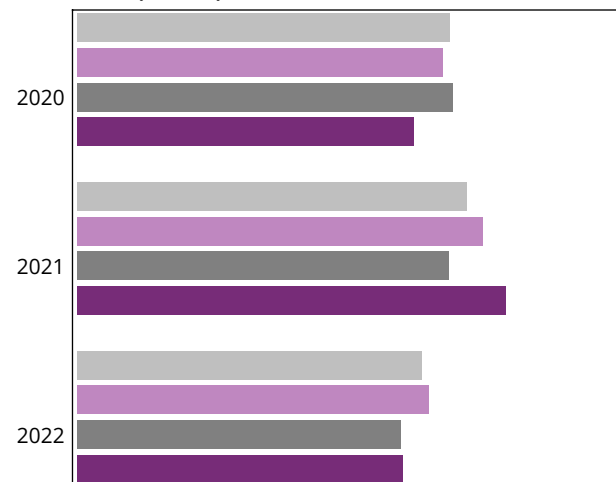
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$3,094,223	\$3,202,756	\$3,230,739
Week 6	\$3,068,374	\$3,382,526	\$3,431,205
Week 7	\$3,291,661	\$3,221,548	\$3,091,238
Week 8	\$2,843,958	\$3,672,782	\$3,084,760
Total	\$12,298,216	\$13,479,612	\$12,837,943

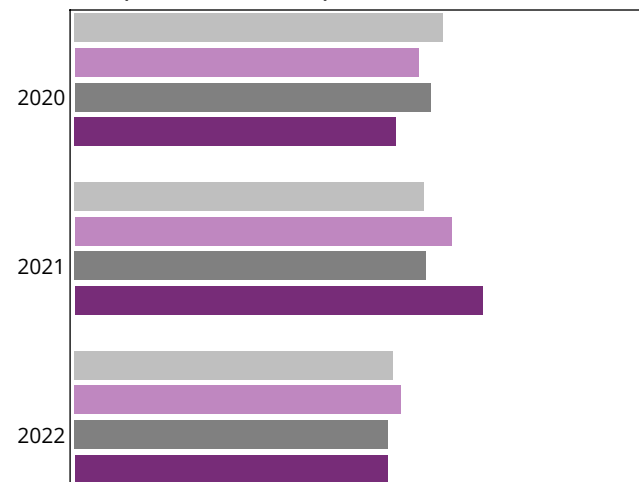
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	75,611	79,236	69,958
Week 6	74,272	82,395	71,333
Week 7	76,237	75,485	65,713
Week 8	68,338	87,109	66,081
Total	294,458	324,225	273,085

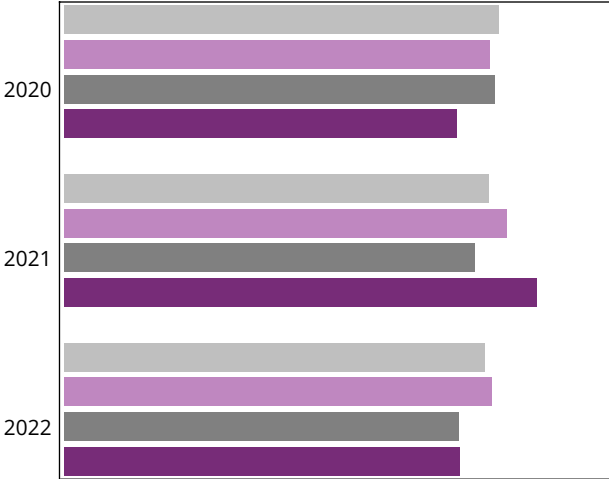
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$1,208,299	\$1,146,891	\$1,044,826
Week 6	\$1,128,601	\$1,236,995	\$1,071,400
Week 7	\$1,166,672	\$1,152,157	\$1,028,359
Week 8	\$1,054,678	\$1,338,160	\$1,026,897
Total	\$4,558,250	\$4,874,203	\$4,171,481

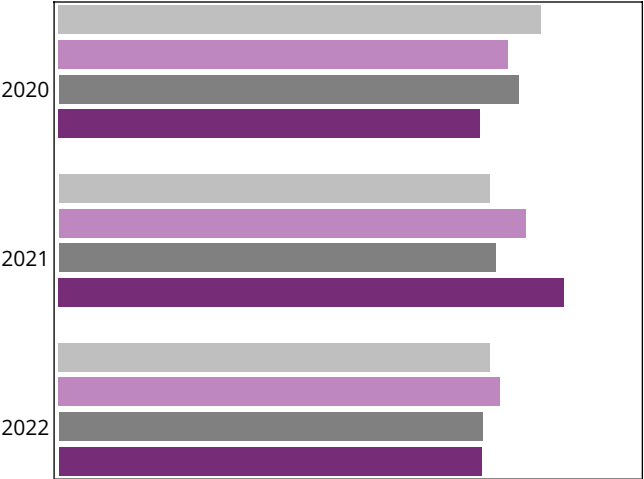
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	72,169	70,633	69,858
Week 6	70,705	73,496	71,036
Week 7	71,585	68,319	65,505
Week 8	65,212	78,633	65,800
Total	279,671	291,081	272,199

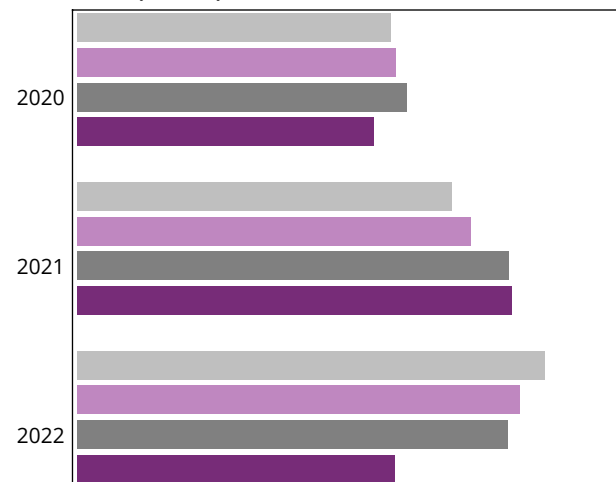
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$1,166,123	\$1,041,081	\$1,043,122
Week 6	\$1,086,790	\$1,128,347	\$1,066,627
Week 7	\$1,111,678	\$1,056,447	\$1,025,055
Week 8	\$1,019,108	\$1,221,691	\$1,022,907
Total	\$4,383,698	\$4,447,565	\$4,157,711

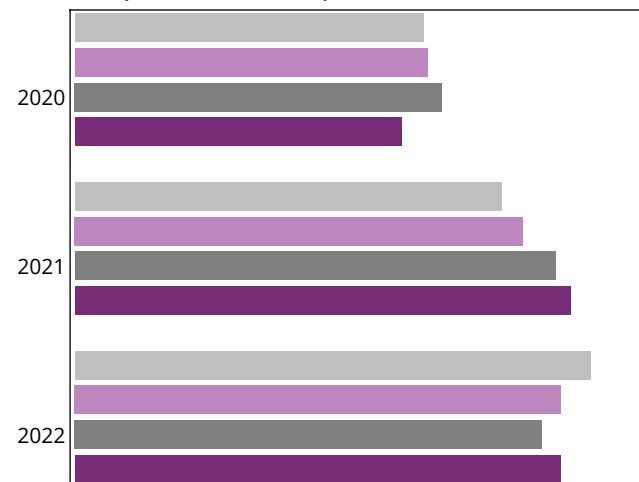
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	28,929	34,631	43,147
Week 6	29,371	36,320	40,912
Week 7	30,425	39,895	39,743
Week 8	27,370	40,122	41,055
Total	116,095	150,968	164,857

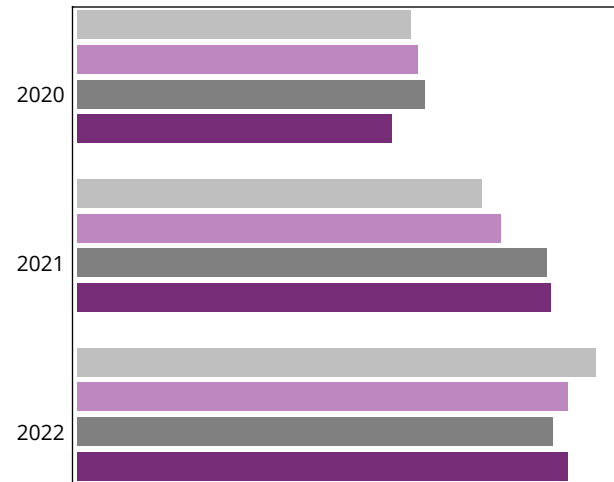
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$572,191	\$700,391	\$845,882
Week 6	\$578,859	\$735,336	\$798,121
Week 7	\$602,334	\$788,610	\$766,410
Week 8	\$536,549	\$813,782	\$797,177
Total	\$2,289,933	\$3,038,118	\$3,207,590

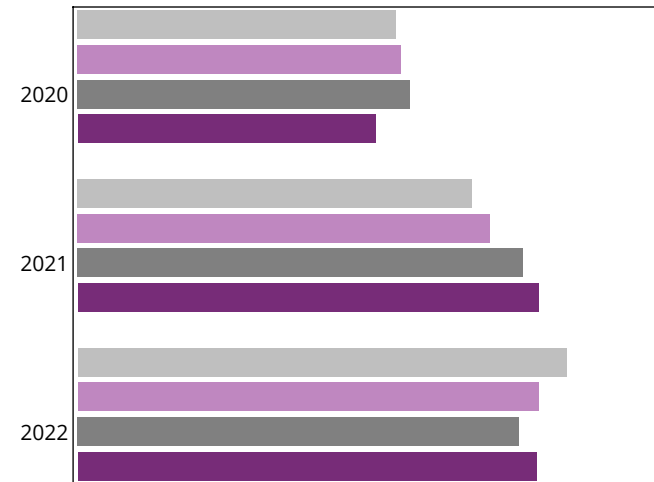
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	27,738	33,654	43,060
Week 6	28,303	35,192	40,791
Week 7	28,880	38,997	39,522
Week 8	26,130	39,323	40,804
Total	111,051	147,166	164,177

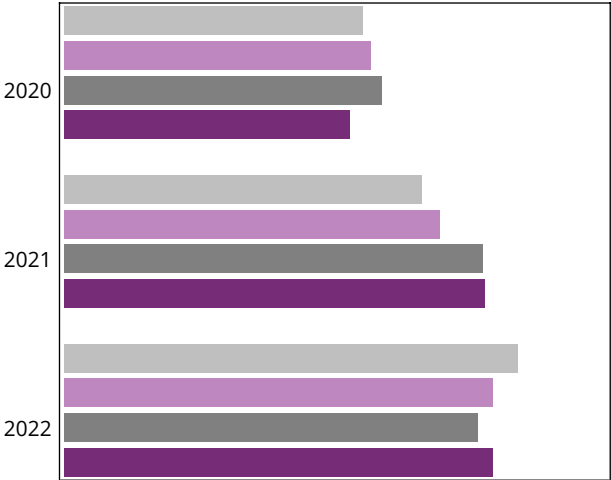
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$549,575	\$681,184	\$844,205
Week 6	\$558,435	\$712,419	\$795,709
Week 7	\$574,212	\$769,017	\$762,071
Week 8	\$514,208	\$795,753	\$791,947
Total	\$2,196,430	\$2,958,373	\$3,193,932

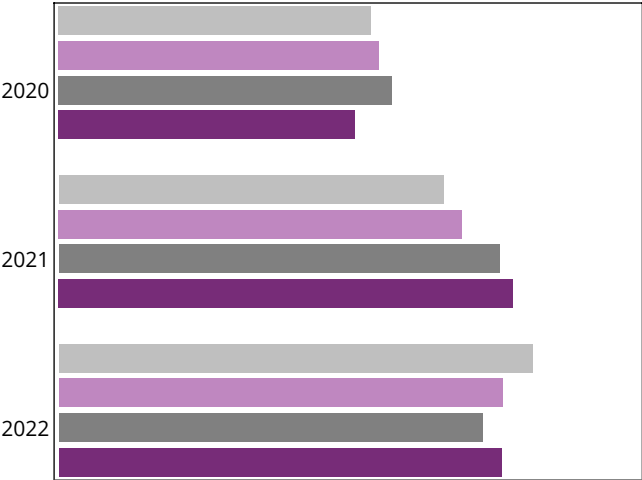
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	27,612	33,021	41,919
Week 6	28,298	34,658	39,543
Week 7	29,315	38,688	38,181
Week 8	26,396	38,817	39,585
Total	111,621	145,184	159,228

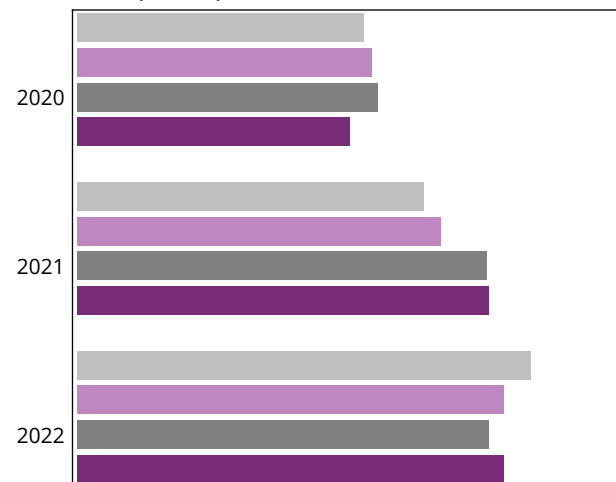
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$539,494	\$664,161	\$818,120
Week 6	\$552,958	\$696,630	\$766,925
Week 7	\$575,606	\$761,093	\$732,054
Week 8	\$511,632	\$784,585	\$764,374
Total	\$2,179,691	\$2,906,469	\$3,081,473

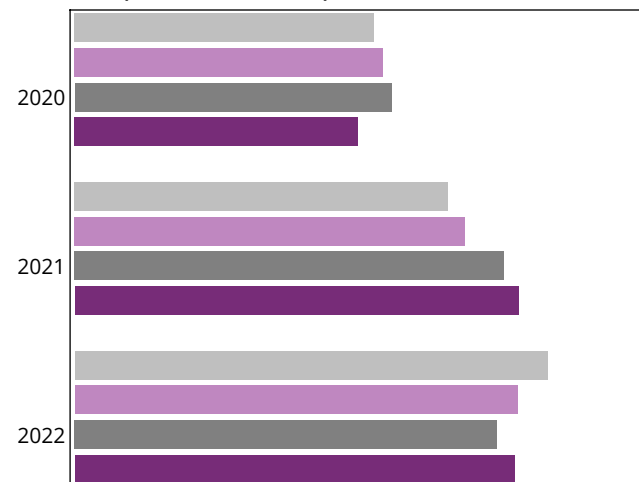
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	26,421	32,044	41,850
Week 6	27,230	33,531	39,437
Week 7	27,770	37,790	38,031
Week 8	25,157	38,019	39,367
Total	106,578	141,384	158,685

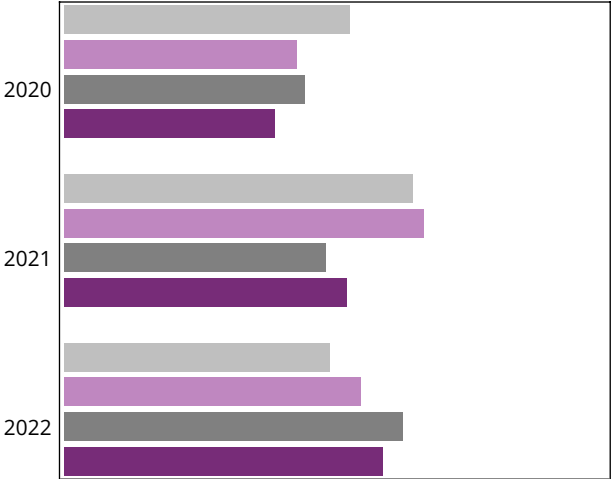
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$516,879	\$644,954	\$816,792
Week 6	\$532,535	\$673,747	\$764,832
Week 7	\$547,484	\$741,501	\$729,353
Week 8	\$489,315	\$766,590	\$760,094
Total	\$2,086,213	\$2,826,792	\$3,071,071

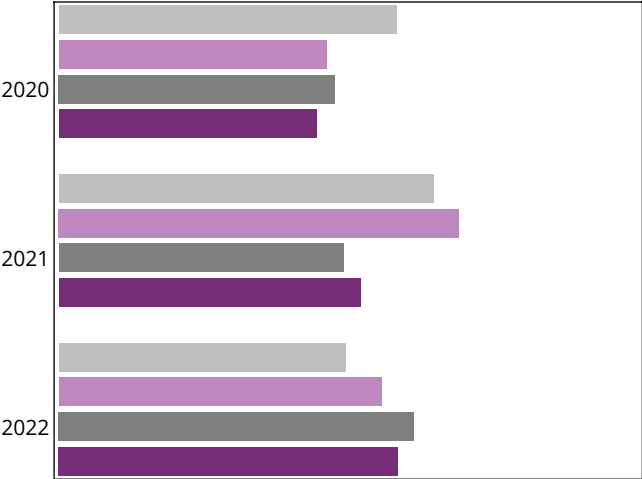
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 5	1,317	1,610	1,228
Week 6	1,073	1,662	1,369
Week 7	1,110	1,207	1,562
Week 8	974	1,305	1,470
Total	4,474	5,784	5,629

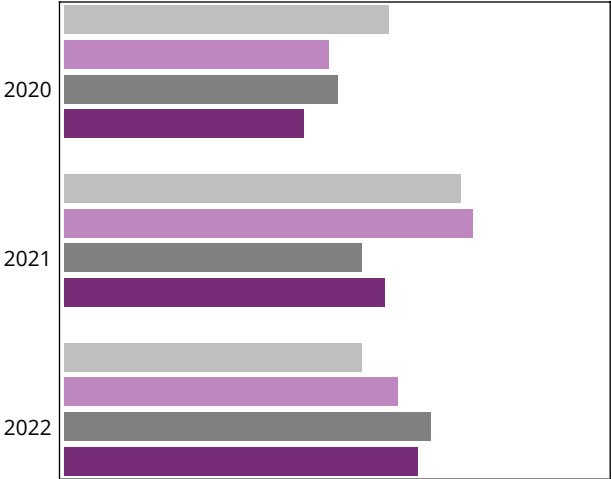
Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$32,697	\$36,230	\$27,762
Week 6	\$25,901	\$38,706	\$31,196
Week 7	\$26,728	\$27,516	\$34,356
Week 8	\$24,917	\$29,197	\$32,803
Total	\$110,242	\$131,650	\$126,118

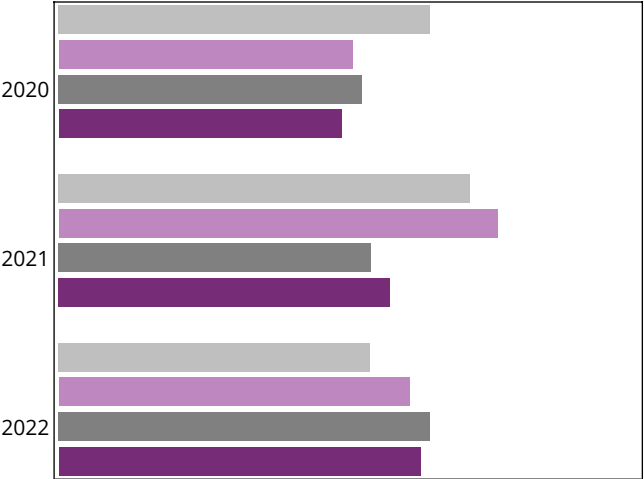
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 5	1,317	1,610	1,210
Week 6	1,073	1,661	1,354
Week 7	1,110	1,207	1,491
Week 8	973	1,304	1,437
Total	4,473	5,782	5,492

Value Sold (in millions of dollars)



	2020	2021	2022
Week 5	\$32,697	\$36,230	\$27,413
Week 6	\$25,901	\$38,672	\$30,877
Week 7	\$26,728	\$27,516	\$32,718
Week 8	\$24,892	\$29,163	\$31,853
Total	\$110,217	\$131,582	\$122,860

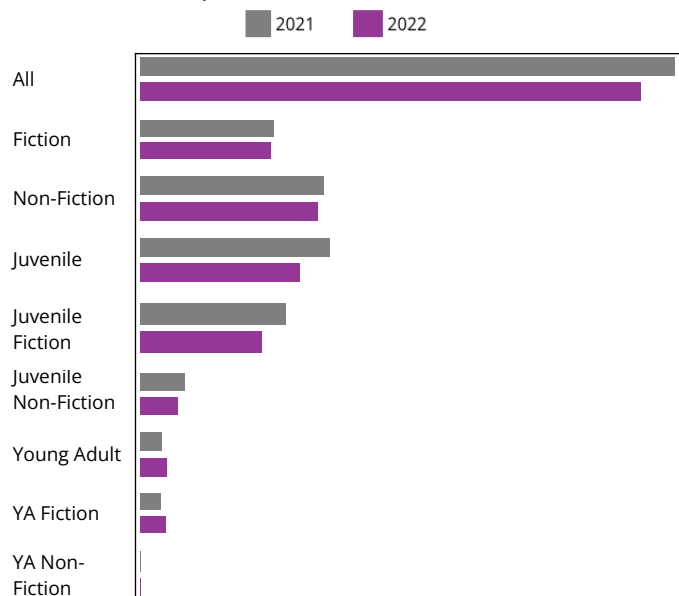
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 8	2021-02-28	2022-02-27

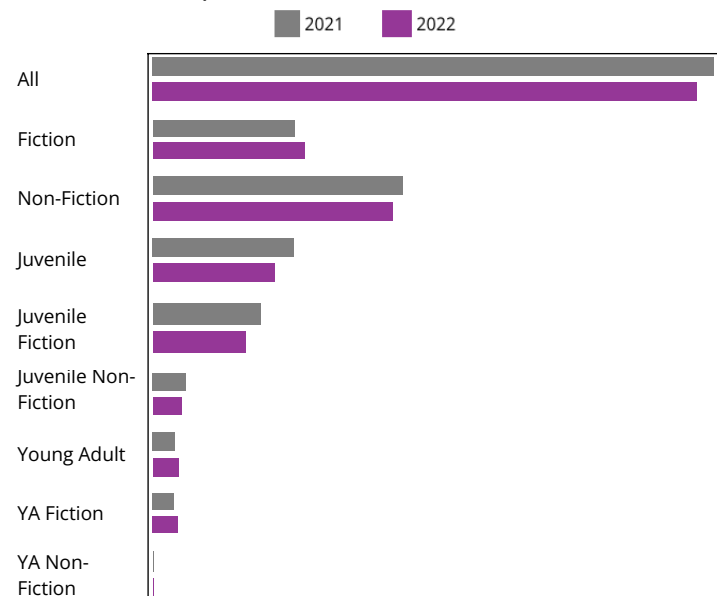
All Market

Volume Sold (in units)



	2021	2022
All	7,212,034	6,742,897
Fiction	1,794,106	1,758,204
Non-Fiction	2,476,548	2,392,950
Juvenile	2,559,066	2,150,736
Juvenile Fiction	1,955,861	1,643,744
Juvenile Non-Fiction	603,205	506,992
Young Adult (YA)	288,583	356,249
YA Fiction	277,162	345,309
YA Non-Fiction	11,421	10,940

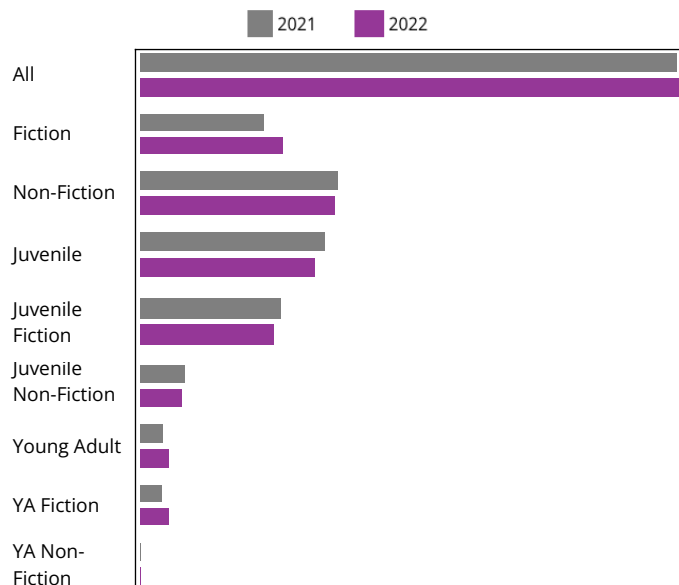
Value Sold (in millions of dollars)



	2021	2022
All	\$150,266,381	\$145,699,775
Fiction	\$38,006,370	\$40,558,342
Non-Fiction	\$66,925,354	\$64,164,927
Juvenile	\$37,820,641	\$32,515,021
Juvenile Fiction	\$28,894,710	\$24,885,562
Juvenile Non-Fiction	\$8,925,931	\$7,629,458
Young Adult (YA)	\$5,906,562	\$6,941,384
YA Fiction	\$5,639,382	\$6,694,661
YA Non-Fiction	\$267,179	\$246,723

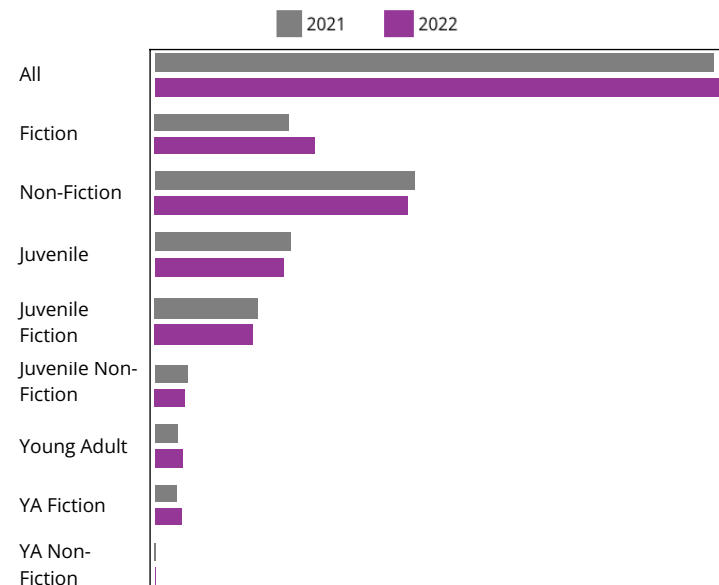
Ring Fence

Volume Sold (in units)



	2021	2022
All	6,584,719	6,720,735
Fiction	1,521,340	1,753,315
Non-Fiction	2,420,474	2,384,523
Juvenile	2,268,960	2,143,497
Juvenile Fiction	1,721,842	1,637,743
Juvenile Non-Fiction	547,118	505,754
Young Adult (YA)	281,152	355,044
YA Fiction	269,736	344,322
YA Non-Fiction	11,416	10,722

Value Sold (in millions of dollars)



	2021	2022
All	\$140,844,800	\$145,188,165
Fiction	\$33,811,182	\$40,442,819
Non-Fiction	\$65,441,466	\$63,907,381
Juvenile	\$34,262,566	\$32,405,704
Juvenile Fiction	\$26,078,733	\$24,795,907
Juvenile Non-Fiction	\$8,183,833	\$7,609,797
Young Adult (YA)	\$5,737,375	\$6,917,891
YA Fiction	\$5,470,375	\$6,676,074
YA Non-Fiction	\$267,000	\$241,817

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