

SalesData Market Report:

January 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 January 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 1	2020-01-05	2021-01-10	2022-01-09
Week 2	2020-01-12	2021-01-17	2022-01-16
Week 3	2020-01-19	2021-01-24	2022-01-23
Week 4	2020-01-26	2021-01-31	2022-01-30

Month-to-Month Comparisons

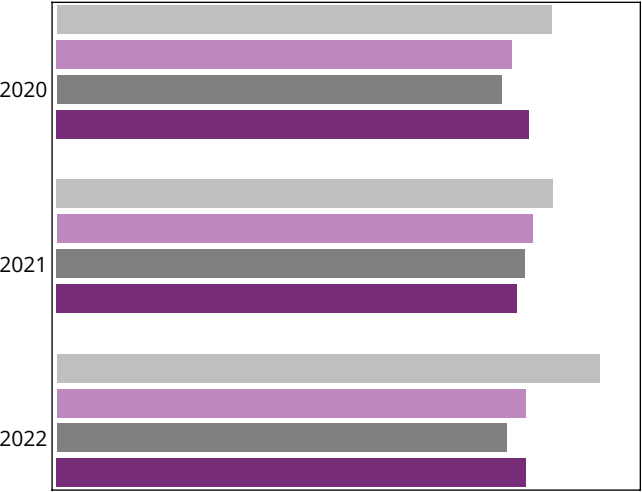
All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	903,451	898,981	961,579
Week 2	833,458	886,431	839,850
Week 3	836,937	889,675	818,173
Week 4	906,897	889,913	863,100
Total	3,480,743	3,565,000	3,482,702

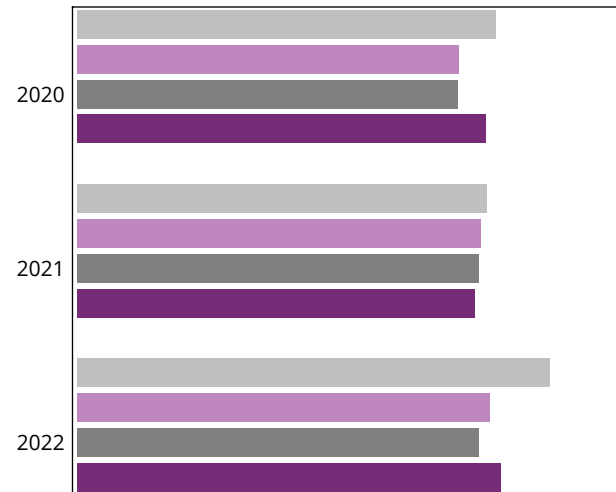
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$19,645,221	\$19,711,666	\$21,554,104
Week 2	\$18,088,703	\$18,906,530	\$18,612,418
Week 3	\$17,661,720	\$18,596,998	\$17,864,887
Week 4	\$18,767,630	\$18,292,833	\$18,636,891
Total	\$74,163,274	\$75,508,028	\$76,668,300

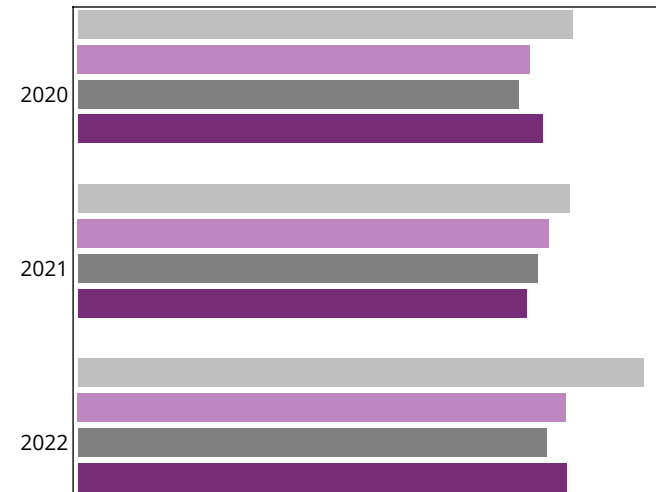
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	849,400	833,012	959,292
Week 2	774,925	820,702	837,460
Week 3	773,635	815,484	815,760
Week 4	829,108	807,484	860,423
Total	3,227,068	3,276,682	3,472,935

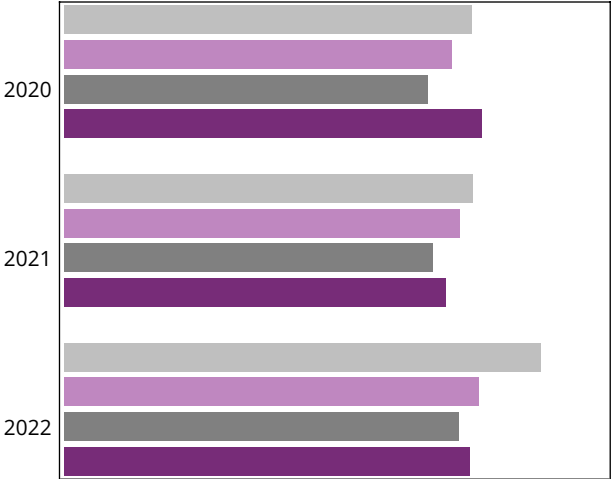
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$18,801,872	\$18,689,048	\$21,495,527
Week 2	\$17,193,686	\$17,902,430	\$18,553,402
Week 3	\$16,742,813	\$17,471,423	\$17,806,601
Week 4	\$17,670,078	\$17,060,234	\$18,574,129
Total	\$70,408,449	\$71,123,135	\$76,429,659

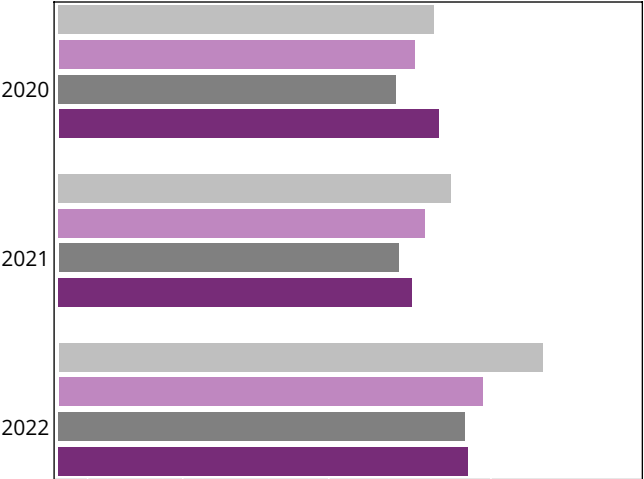
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	226,007	226,389	263,868
Week 2	214,979	219,046	229,439
Week 3	201,491	204,453	218,645
Week 4	231,628	211,456	224,453
Total	874,105	861,344	936,405

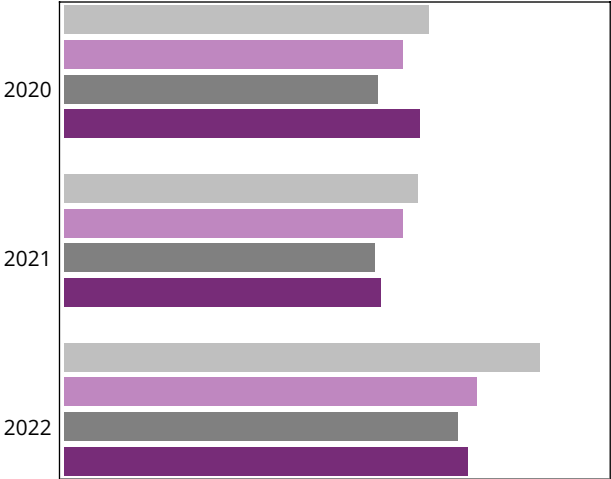
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$4,733,892	\$4,945,215	\$6,101,674
Week 2	\$4,488,506	\$4,620,077	\$5,339,709
Week 3	\$4,253,627	\$4,282,871	\$5,120,936
Week 4	\$4,786,828	\$4,452,265	\$5,159,731
Total	\$18,262,853	\$18,300,428	\$21,722,051

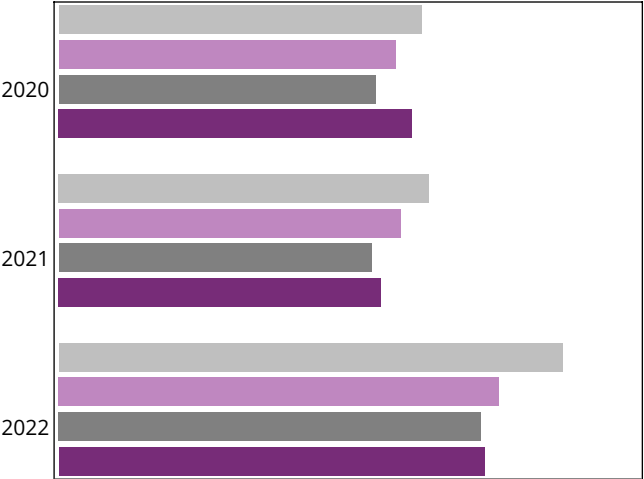
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	201,910	196,065	263,417
Week 2	187,826	187,561	228,749
Week 3	173,661	172,298	218,105
Week 4	197,075	175,604	223,822
Total	760,472	731,528	934,093

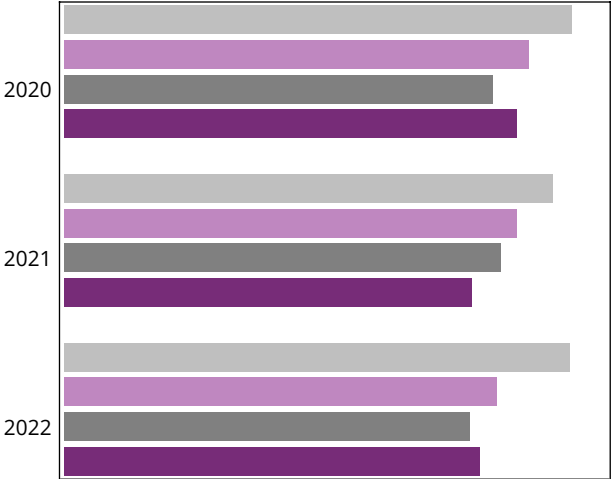
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$4,383,282	\$4,478,158	\$6,090,849
Week 2	\$4,074,609	\$4,133,518	\$5,323,610
Week 3	\$3,829,129	\$3,784,905	\$5,107,879
Week 4	\$4,273,102	\$3,896,732	\$5,144,639
Total	\$16,560,121	\$16,293,312	\$21,666,977

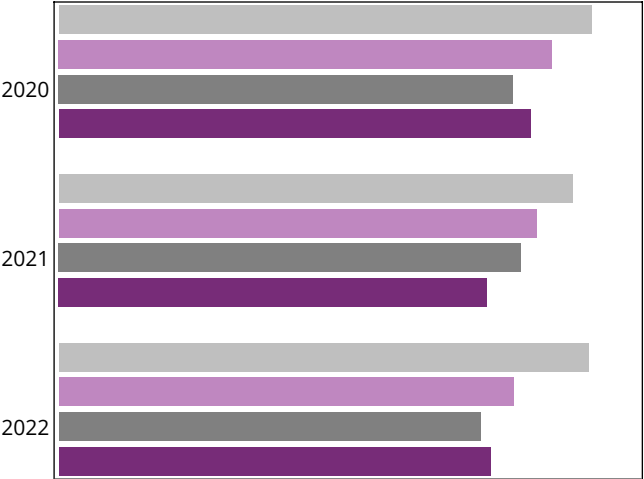
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	375,066	360,965	373,736
Week 2	343,118	334,506	319,656
Week 3	316,768	322,854	299,814
Week 4	334,469	301,371	307,266
Total	1,369,421	1,319,696	1,300,472

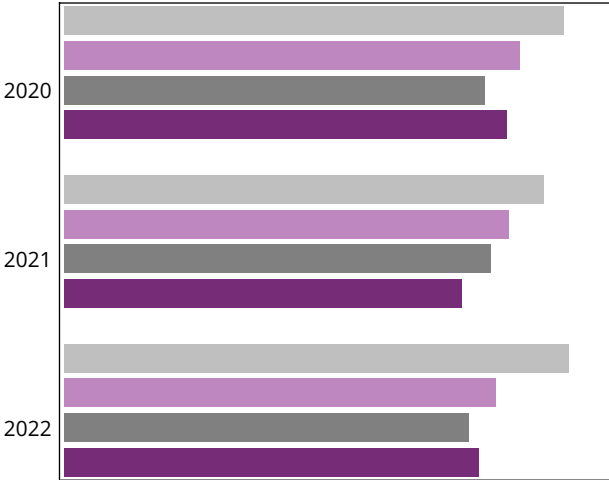
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$10,122,590	\$9,757,450	\$10,062,131
Week 2	\$9,373,516	\$9,075,890	\$8,640,078
Week 3	\$8,630,368	\$8,784,257	\$8,011,371
Week 4	\$8,962,194	\$8,137,785	\$8,207,312
Total	\$37,088,668	\$35,755,382	\$34,920,893

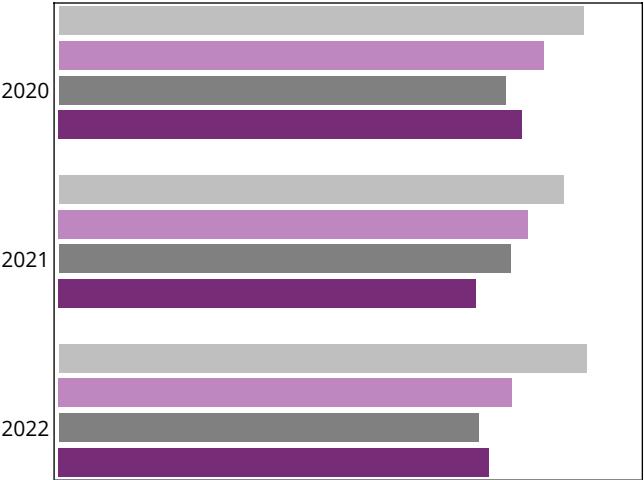
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	369,186	354,137	372,433
Week 2	336,874	328,194	318,779
Week 3	310,628	315,320	298,783
Week 4	326,983	293,404	306,305
Total	1,343,671	1,291,055	1,296,300

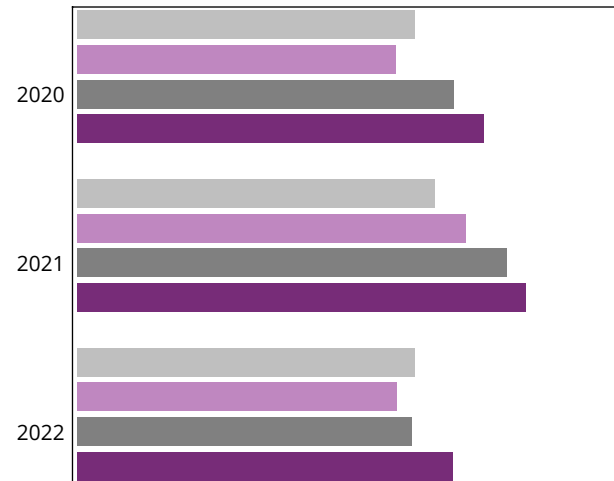
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$9,966,876	\$9,590,522	\$10,022,515
Week 2	\$9,213,835	\$8,917,345	\$8,610,581
Week 3	\$8,491,720	\$8,583,667	\$7,979,369
Week 4	\$8,799,782	\$7,928,587	\$8,177,693
Total	\$36,472,213	\$35,020,121	\$34,790,159

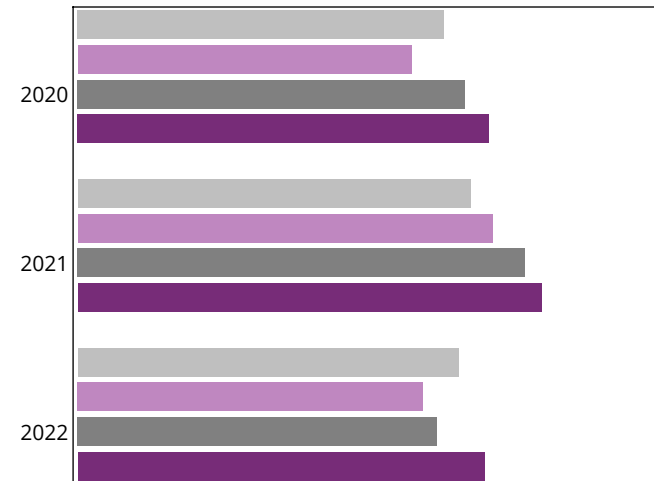
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	249,484	264,232	249,196
Week 2	235,633	286,885	236,294
Week 3	278,388	317,073	247,125
Week 4	300,345	331,717	277,375
Total	1,063,850	1,199,907	1,009,990

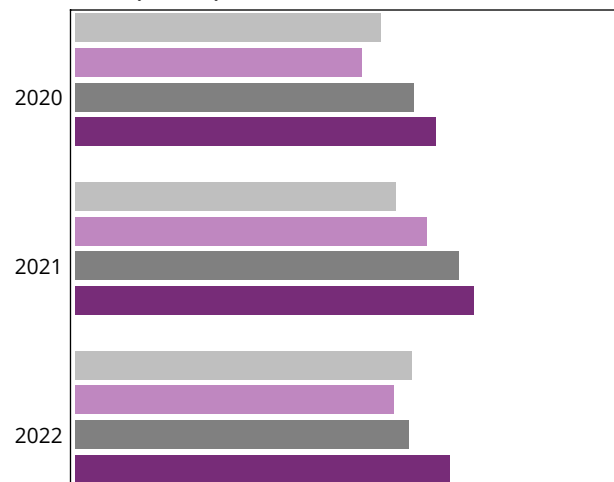
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$3,797,731	\$4,070,547	\$3,943,264
Week 2	\$3,461,580	\$4,301,351	\$3,576,542
Week 3	\$4,014,968	\$4,634,068	\$3,723,961
Week 4	\$4,263,944	\$4,804,111	\$4,217,769
Total	\$15,538,222	\$17,810,077	\$15,461,536

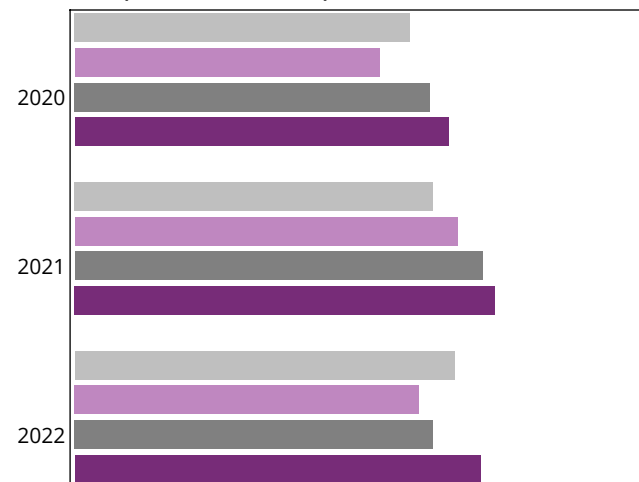
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	225,990	236,640	248,810
Week 2	211,380	259,958	235,705
Week 3	250,240	283,603	246,418
Week 4	266,066	294,158	276,490
Total	953,676	1,074,359	1,007,423

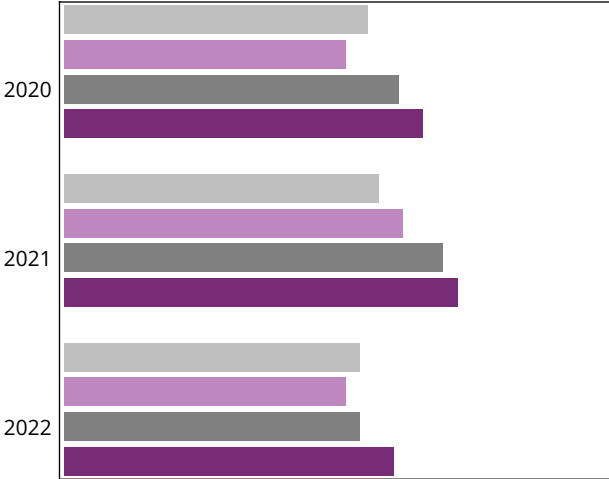
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$3,472,798	\$3,714,463	\$3,937,811
Week 2	\$3,156,172	\$3,967,800	\$3,567,216
Week 3	\$3,681,951	\$4,228,809	\$3,712,980
Week 4	\$3,871,044	\$4,357,019	\$4,203,288
Total	\$14,181,966	\$16,268,091	\$15,421,296

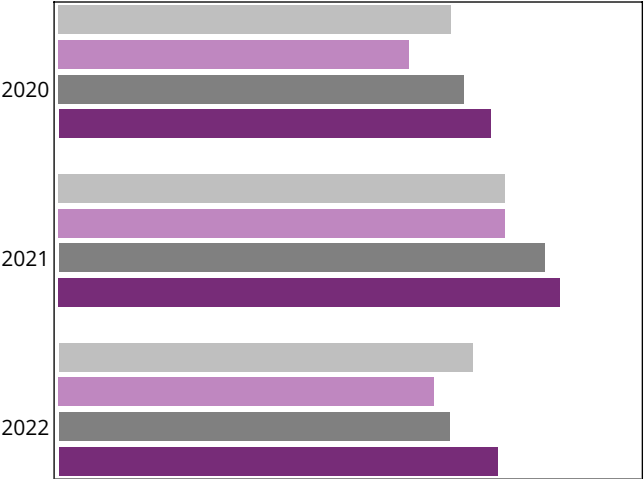
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	196,542	203,356	190,884
Week 2	181,718	219,062	181,899
Week 3	216,179	244,880	190,782
Week 4	231,947	254,410	213,253
Total	826,386	921,708	776,818

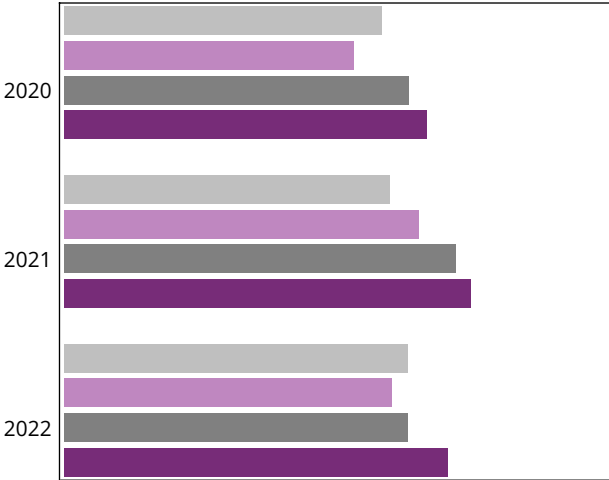
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$2,912,901	\$3,315,934	\$3,074,177
Week 2	\$2,601,491	\$3,315,934	\$2,787,015
Week 3	\$3,010,982	\$3,608,174	\$2,901,431
Week 4	\$3,208,978	\$3,722,350	\$3,258,785
Total	\$11,734,353	\$13,962,394	\$12,021,408

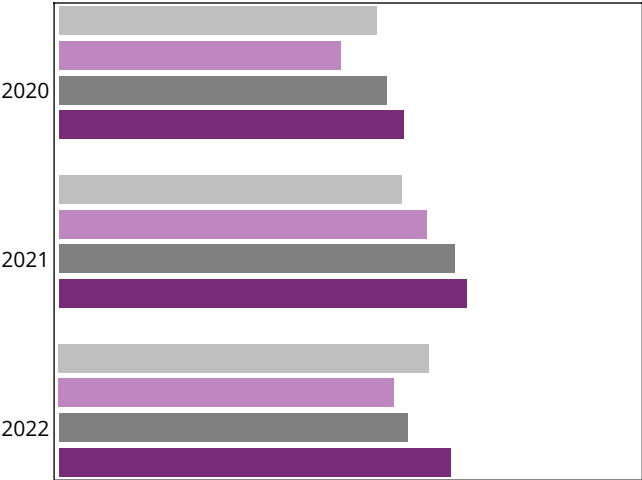
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	176,109	180,381	190,558
Week 2	160,308	196,648	181,392
Week 3	190,893	216,981	190,169
Week 4	201,051	225,273	212,482
Total	728,361	819,283	774,601

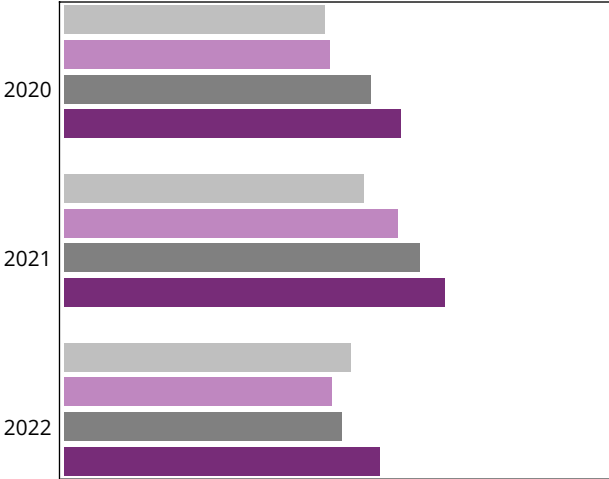
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$2,635,183	\$2,843,061	\$3,069,715
Week 2	\$2,336,798	\$3,048,534	\$2,779,030
Week 3	\$2,715,220	\$3,281,428	\$2,892,118
Week 4	\$2,857,356	\$3,380,741	\$3,246,171
Total	\$10,544,557	\$12,553,764	\$11,987,034

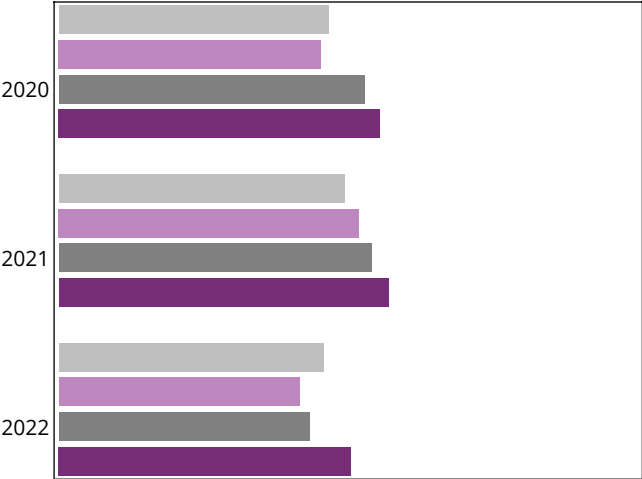
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	52,942	60,876	58,312
Week 2	53,915	67,823	54,395
Week 3	62,209	72,193	56,343
Week 4	68,398	77,307	64,122
Total	237,464	278,199	233,172

Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$884,830	\$937,528	\$869,087
Week 2	\$860,089	\$985,417	\$789,527
Week 3	\$1,003,985	\$1,025,893	\$822,530
Week 4	\$1,054,965	\$1,081,761	\$958,984
Total	\$3,803,869	\$4,030,599	\$3,440,128

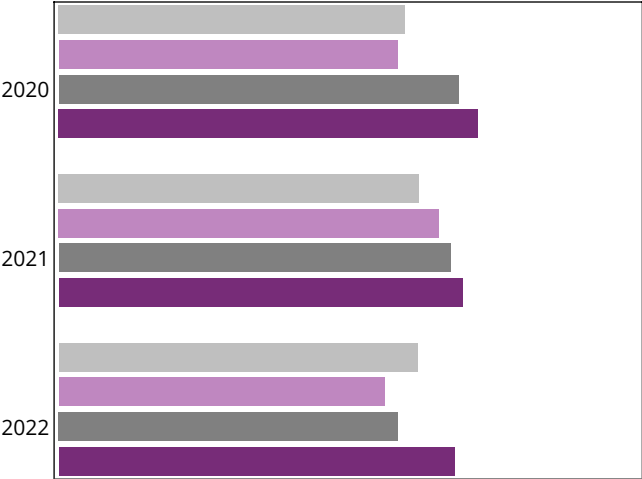
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	49,881	56,259	58,252
Week 2	51,072	63,310	54,313
Week 3	59,347	66,622	56,249
Week 4	65,015	68,885	64,008
Total	225,315	255,076	232,822

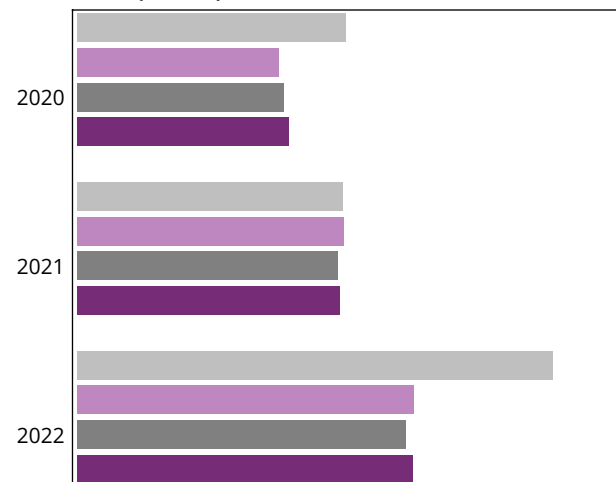
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$837,616	\$871,403	\$868,096
Week 2	\$819,375	\$919,266	\$788,185
Week 3	\$966,730	\$947,380	\$820,863
Week 4	\$1,013,688	\$976,277	\$957,117
Total	\$3,637,409	\$3,714,327	\$3,434,261

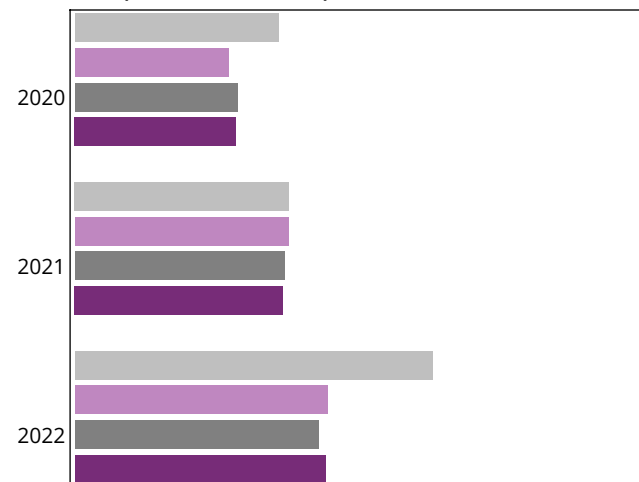
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	34,703	34,318	61,521
Week 2	26,016	34,456	43,514
Week 3	26,765	33,747	42,439
Week 4	27,334	33,977	43,336
Total	114,818	136,498	190,810

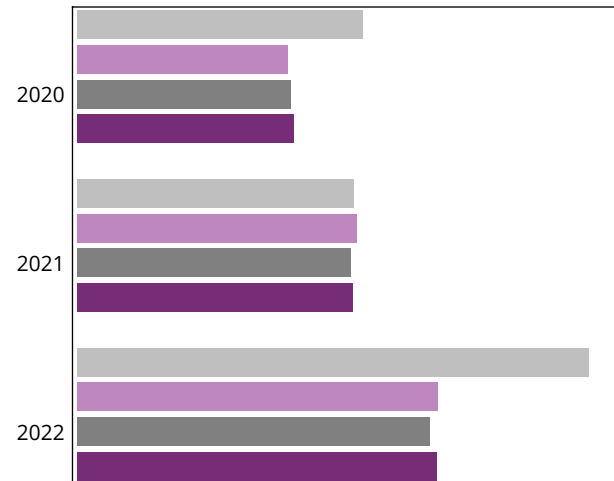
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$685,619	\$721,953	\$1,204,556
Week 2	\$518,697	\$720,279	\$850,329
Week 3	\$548,734	\$705,570	\$821,618
Week 4	\$542,781	\$701,120	\$845,013
Total	\$2,295,831	\$2,848,922	\$3,721,516

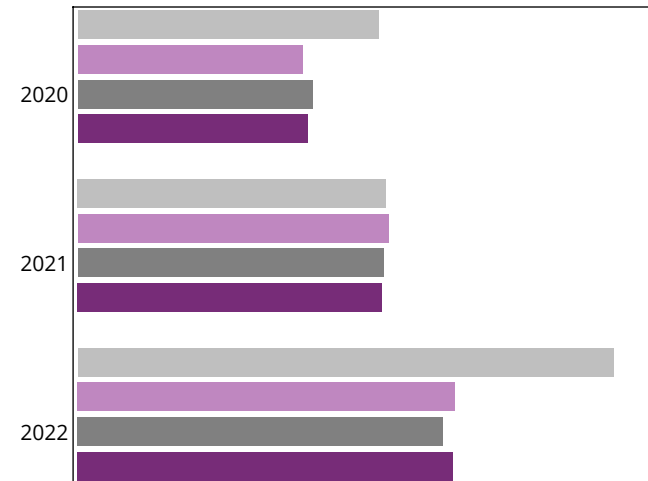
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	34,264	33,253	61,417
Week 2	25,302	33,612	43,334
Week 3	25,662	32,898	42,348
Week 4	25,936	33,107	43,190
Total	111,164	132,870	190,289

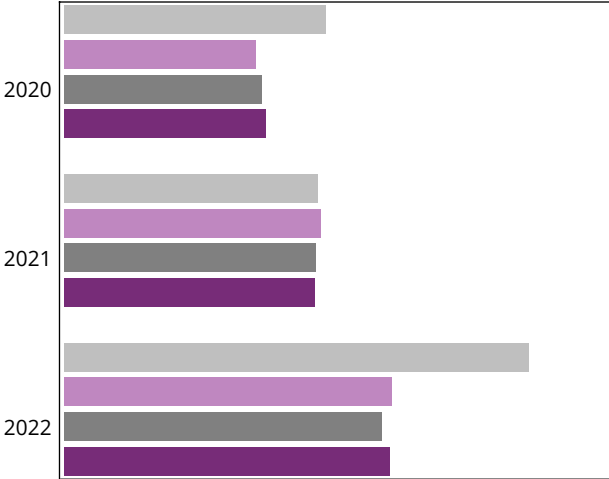
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$675,260	\$692,042	\$1,202,683
Week 2	\$505,211	\$697,397	\$846,880
Week 3	\$527,207	\$686,803	\$819,899
Week 4	\$515,493	\$683,261	\$842,294
Total	\$2,223,172	\$2,759,503	\$3,711,756

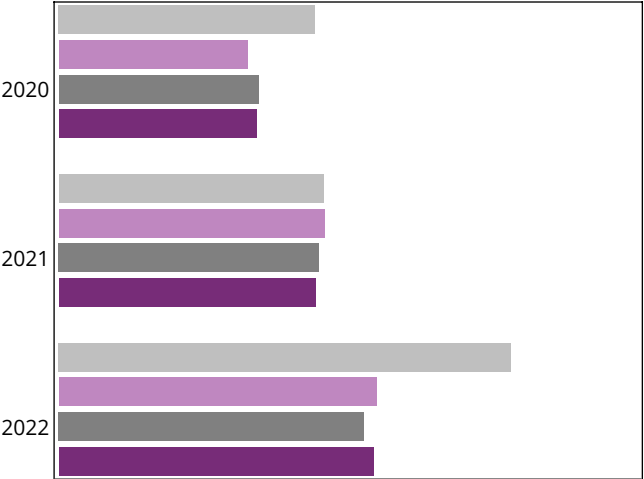
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	33,876	32,788	60,042
Week 2	24,788	33,173	42,339
Week 3	25,474	32,502	41,101
Week 4	26,078	32,454	42,047
Total	110,216	130,917	185,529

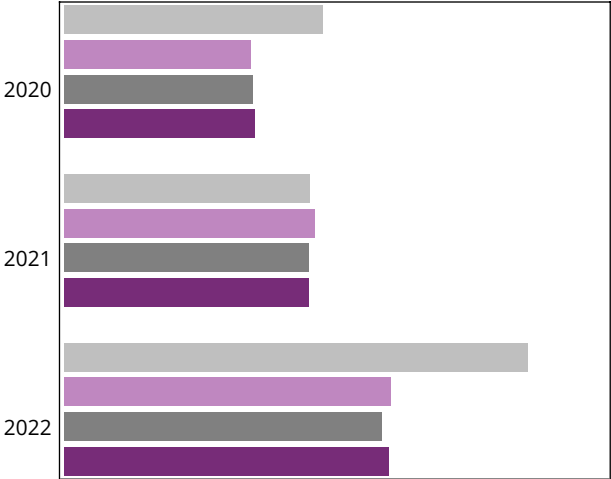
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$664,088	\$686,276	\$1,171,578
Week 2	\$489,616	\$688,721	\$823,569
Week 3	\$517,909	\$674,537	\$791,266
Week 4	\$512,942	\$664,527	\$814,885
Total	\$2,184,556	\$2,714,061	\$3,601,298

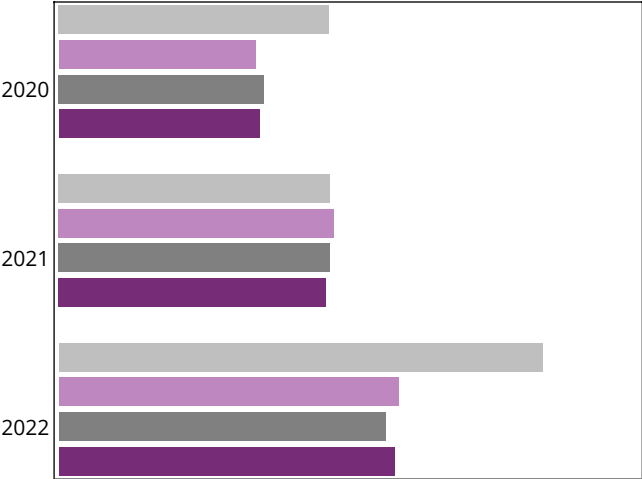
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	33,437	31,723	59,952
Week 2	24,075	32,330	42,206
Week 3	24,371	31,654	41,025
Week 4	24,680	31,585	41,906
Total	106,563	127,292	185,089

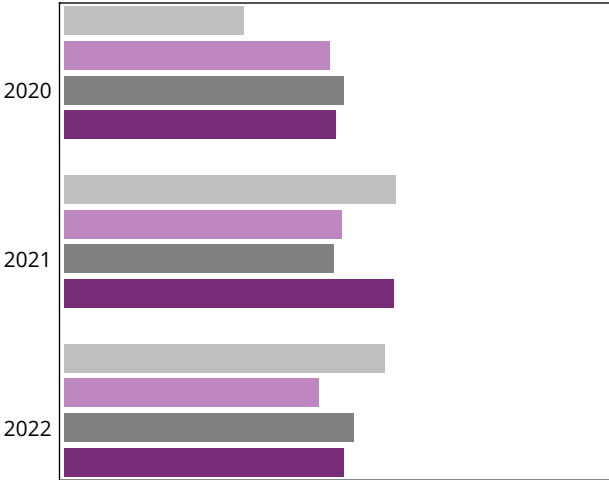
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$653,729	\$656,364	\$1,169,971
Week 2	\$476,143	\$665,883	\$821,073
Week 3	\$496,383	\$655,804	\$789,856
Week 4	\$485,655	\$646,702	\$812,285
Total	\$2,111,910	\$2,624,752	\$3,593,186

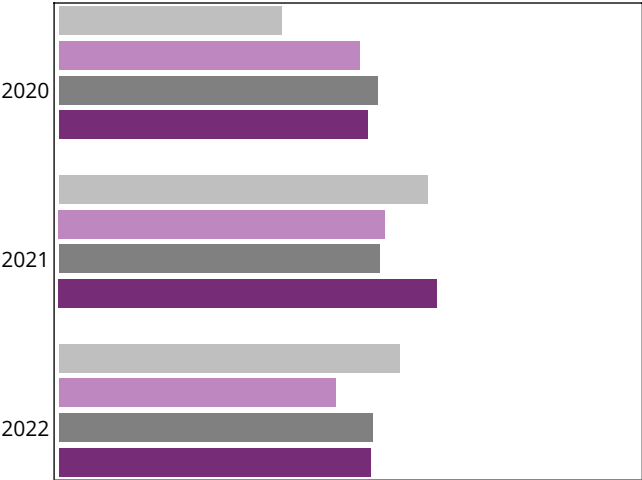
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 1	827	1,530	1,479
Week 2	1,228	1,283	1,175
Week 3	1,291	1,245	1,338
Week 4	1,256	1,523	1,289
Total	4,602	5,581	5,281

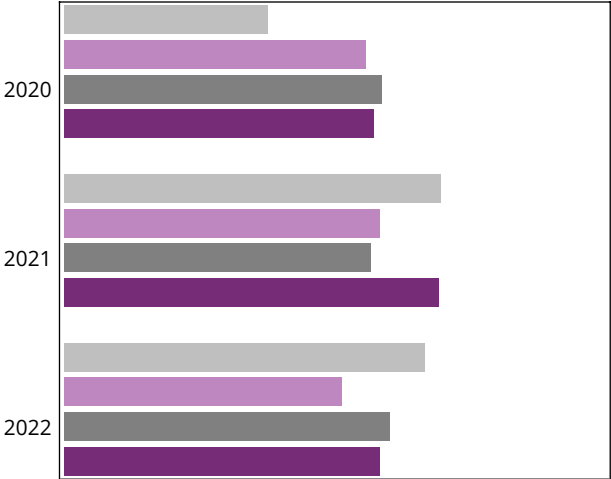
Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$21,531	\$35,678	\$32,979
Week 2	\$29,081	\$31,558	\$26,760
Week 3	\$30,824	\$31,033	\$30,352
Week 4	\$29,838	\$36,593	\$30,128
Total	\$111,275	\$134,861	\$120,218

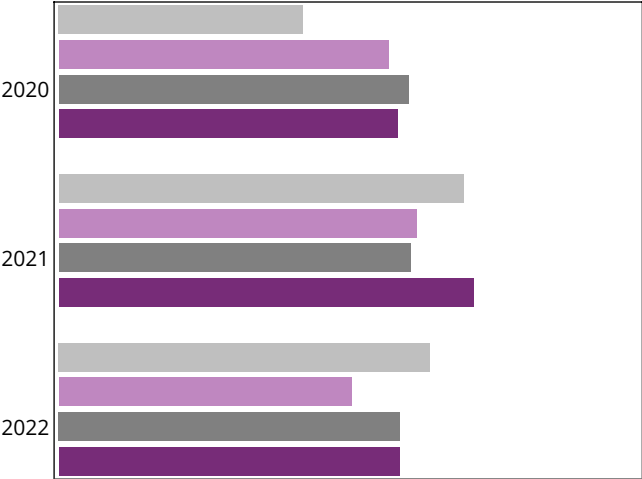
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 1	827	1,530	1,465
Week 2	1,227	1,282	1,128
Week 3	1,291	1,244	1,323
Week 4	1,256	1,522	1,284
Total	4,601	5,578	5,200

Value Sold (in millions of dollars)



	2020	2021	2022
Week 1	\$21,531	\$35,678	\$32,711
Week 2	\$29,069	\$31,515	\$25,807
Week 3	\$30,824	\$30,999	\$30,043
Week 4	\$29,838	\$36,559	\$30,009
Total	\$111,262	\$134,750	\$118,570

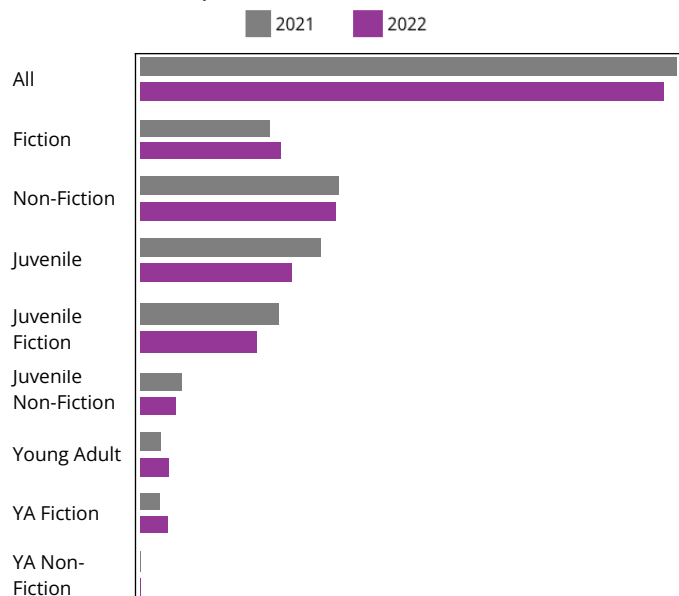
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 4	2021-01-31	2022-01-30

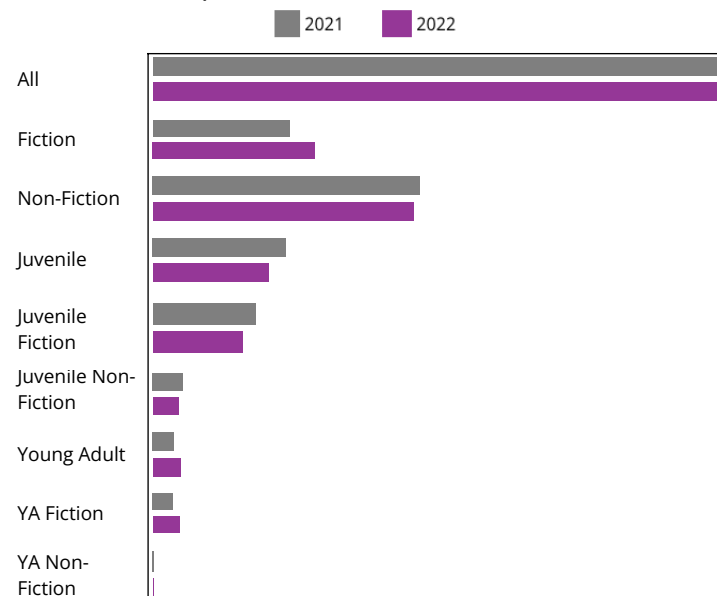
All Market

Volume Sold (in units)



	2021	2022
All	3,565,000	3,482,702
Fiction	861,344	936,405
Non-Fiction	1,319,696	1,300,472
Juvenile	1,199,907	1,009,990
Juvenile Fiction	921,708	776,818
Juvenile Non-Fiction	278,199	233,172
Young Adult (YA)	136,498	190,810
YA Fiction	130,917	185,529
YA Non-Fiction	5,581	5,281

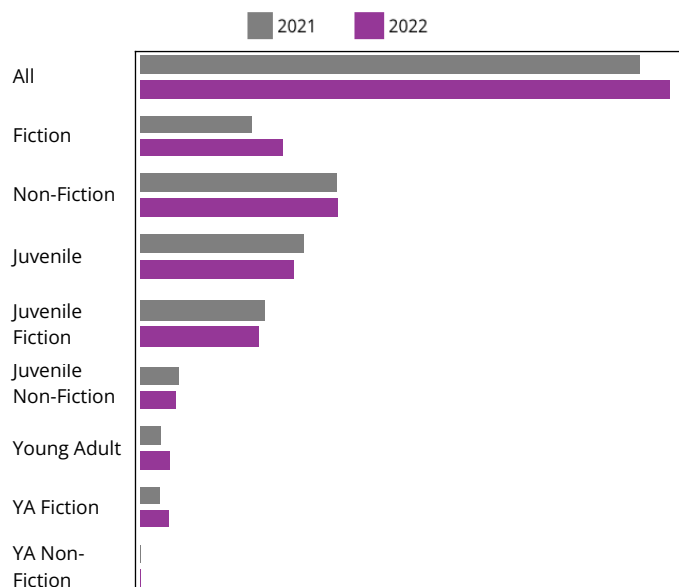
Value Sold (in millions of dollars)



	2021	2022
All	\$75,508,028	\$76,668,300
Fiction	\$18,300,428	\$21,722,051
Non-Fiction	\$35,755,382	\$34,920,893
Juvenile	\$17,810,077	\$15,461,536
Juvenile Fiction	\$13,779,478	\$12,021,408
Juvenile Non-Fiction	\$4,030,599	\$3,440,128
Young Adult (YA)	\$2,848,922	\$3,721,516
YA Fiction	\$2,714,061	\$3,601,298
YA Non-Fiction	\$134,861	\$120,218

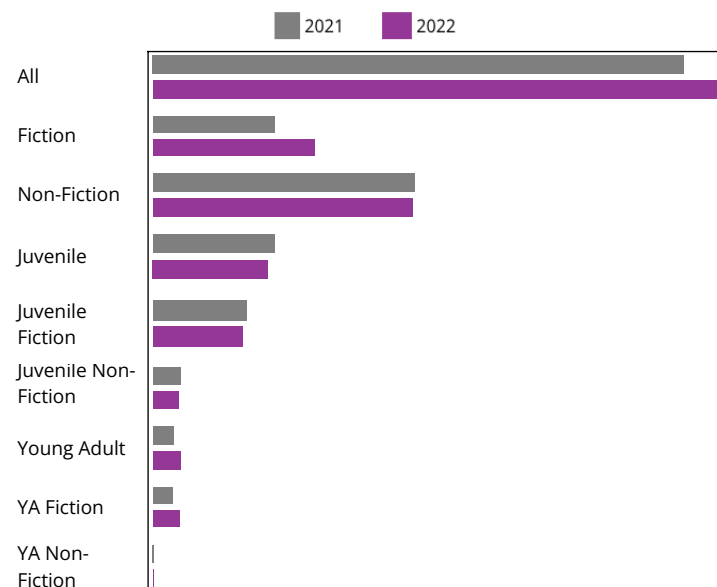
Ring Fence

Volume Sold (in units)



	2021	2022
All	3,276,682	3,472,935
Fiction	731,528	934,093
Non-Fiction	1,291,055	1,296,300
Juvenile	1,074,359	1,007,423
Juvenile Fiction	819,283	774,601
Juvenile Non-Fiction	255,076	232,822
Young Adult (YA)	132,870	190,289
YA Fiction	127,292	185,089
YA Non-Fiction	5,578	5,200

Value Sold (in millions of dollars)



	2021	2022
All	\$71,123,135	\$76,429,659
Fiction	\$16,293,312	\$21,666,977
Non-Fiction	\$35,020,121	\$34,790,159
Juvenile	\$16,268,091	\$15,421,296
Juvenile Fiction	\$12,553,764	\$11,987,034
Juvenile Non-Fiction	\$3,714,327	\$3,434,261
Young Adult (YA)	\$2,759,503	\$3,711,756
YA Fiction	\$2,624,752	\$3,593,186
YA Non-Fiction	\$134,750	\$118,570

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