

SalesData Market Report: July 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 July 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.

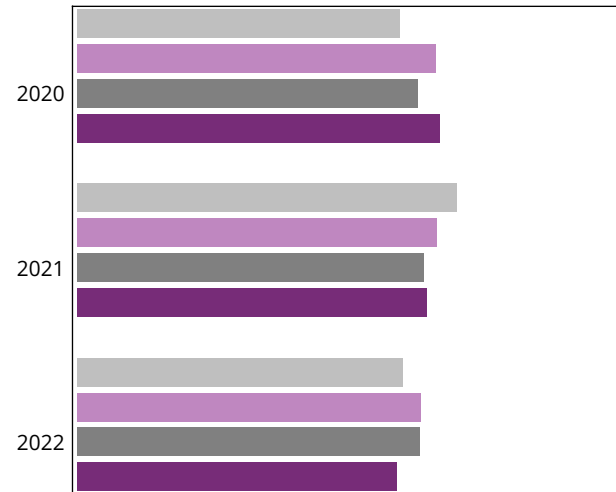
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 27	2020-07-05	2021-07-11	2022-07-10
Week 28	2020-07-12	2021-07-18	2022-07-17
Week 29	2020-07-19	2021-07-25	2022-07-24
Week 30	2020-07-26	2021-08-01	2022-07-31

Month-to-Month Comparisons

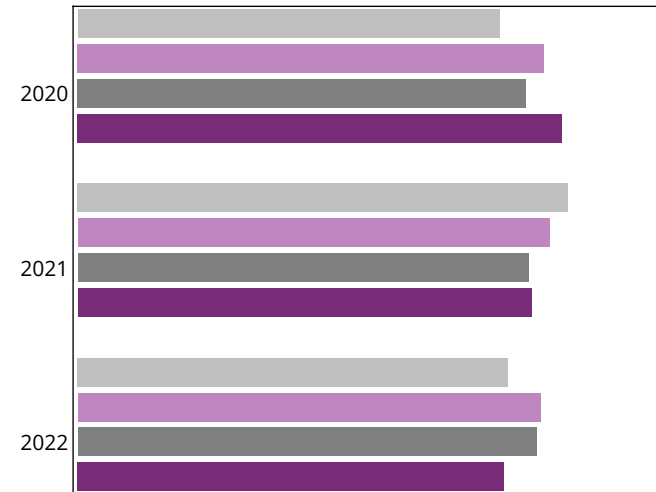
All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	894,382	1,050,538	902,554
Week 28	993,460	997,345	950,572
Week 29	942,501	959,503	949,452
Week 30	1,005,004	967,804	885,784
Total	3,835,347	3,975,190	3,688,362

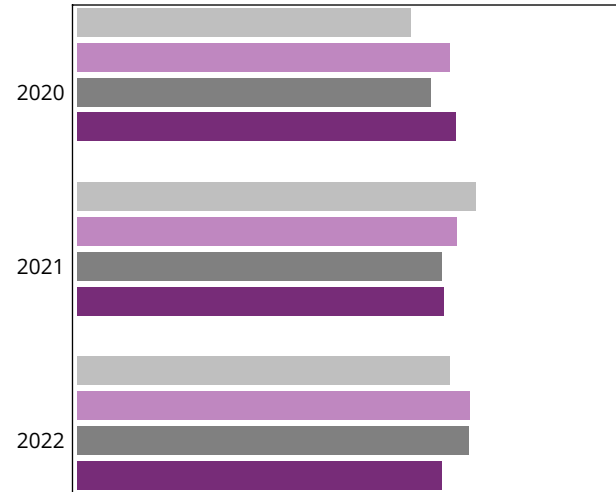
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$18,212,874	\$21,162,981	\$18,578,438
Week 28	\$20,132,777	\$20,366,321	\$19,995,040
Week 29	\$19,348,393	\$19,472,410	\$19,814,706
Week 30	\$20,920,465	\$19,590,386	\$18,407,791
Total	\$78,614,510	\$80,592,097	\$76,795,976

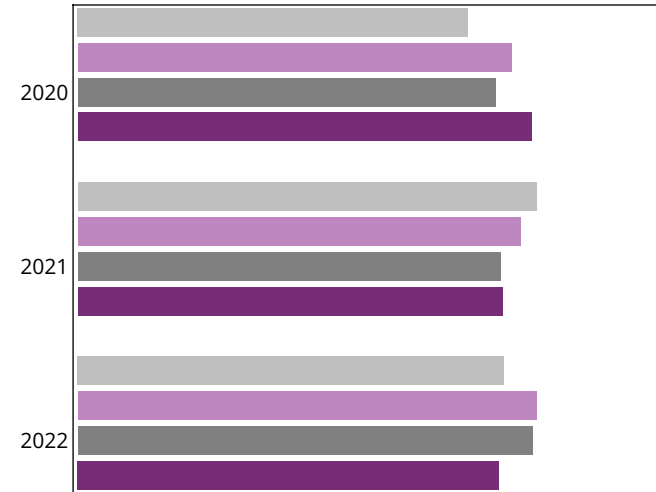
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	801,637	956,127	894,528
Week 28	894,566	911,782	942,054
Week 29	849,498	876,386	940,971
Week 30	909,864	879,666	876,465
Total	3,455,565	3,623,961	3,654,018

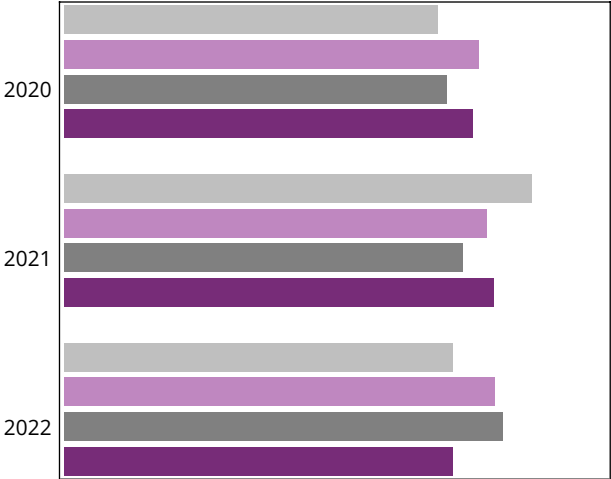
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$16,845,278	\$19,811,267	\$18,407,192
Week 28	\$18,727,498	\$19,116,780	\$19,814,306
Week 29	\$18,041,443	\$18,263,658	\$19,635,404
Week 30	\$19,598,535	\$18,349,479	\$18,185,391
Total	\$73,212,755	\$75,541,184	\$76,042,294

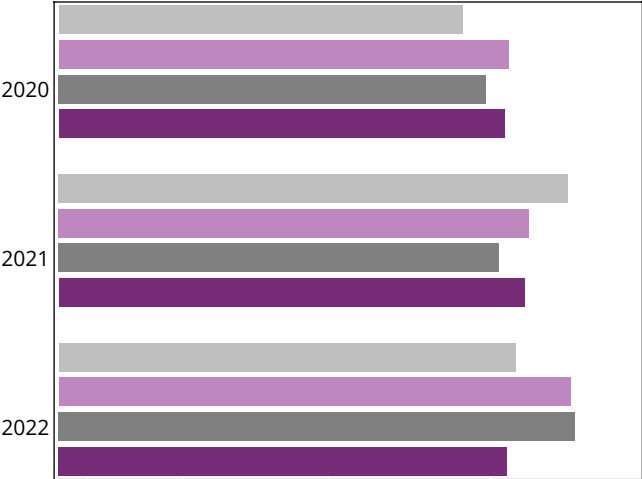
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	261,849	328,181	272,518
Week 28	290,926	296,889	302,240
Week 29	268,445	279,440	307,926
Week 30	286,404	301,542	272,967
Total	1,107,624	1,206,052	1,155,651

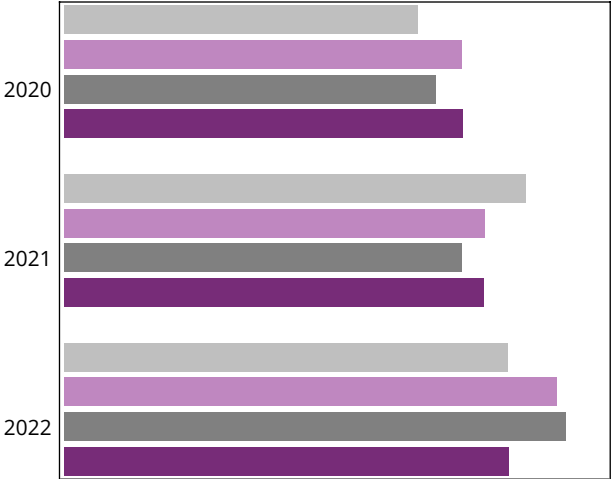
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$5,441,686	\$6,860,842	\$6,152,883
Week 28	\$6,061,864	\$6,335,215	\$6,892,927
Week 29	\$5,757,321	\$5,933,576	\$6,955,945
Week 30	\$6,002,711	\$6,278,212	\$6,040,279
Total	\$23,263,582	\$25,407,845	\$26,042,033

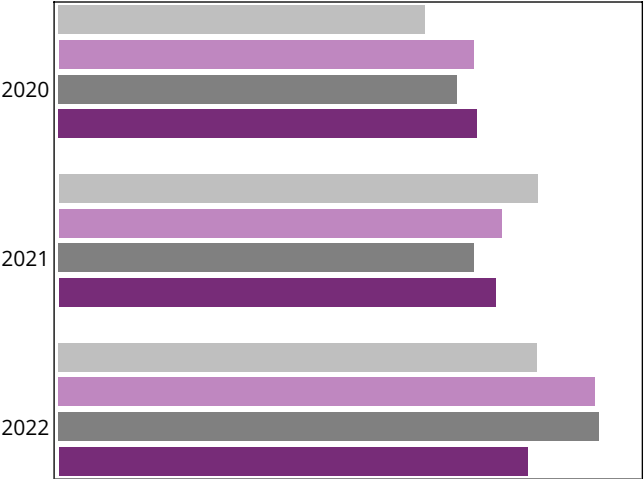
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	215,443	281,103	270,649
Week 28	242,360	256,571	300,484
Week 29	226,557	242,105	305,910
Week 30	243,105	255,580	270,691
Total	927,465	1,035,359	1,147,734

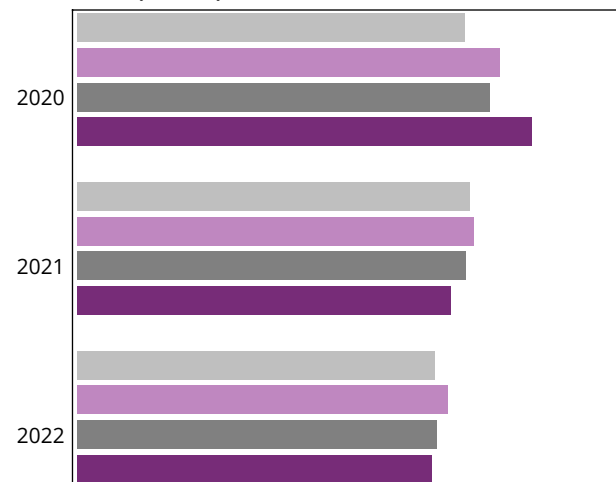
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$4,683,493	\$6,117,219	\$6,110,717
Week 28	\$5,298,118	\$5,662,190	\$6,853,004
Week 29	\$5,093,198	\$5,308,205	\$6,907,631
Week 30	\$5,344,989	\$5,582,948	\$5,989,599
Total	\$20,419,798	\$22,670,562	\$25,860,951

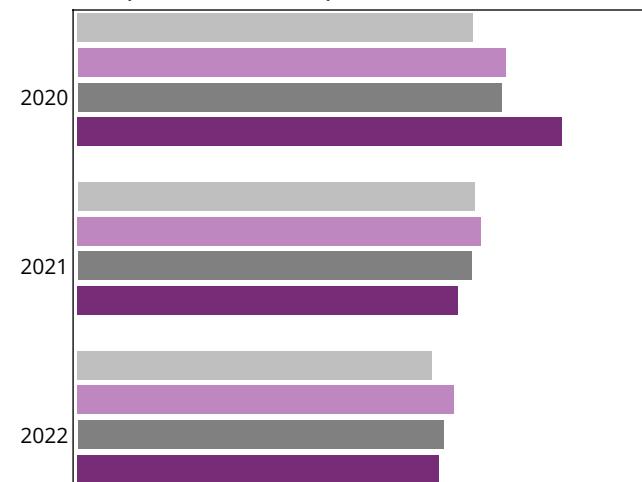
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	286,361	290,154	264,079
Week 28	312,116	293,200	273,675
Week 29	304,667	287,238	265,867
Week 30	335,990	276,317	261,867
Total	1,239,134	1,146,909	1,065,488

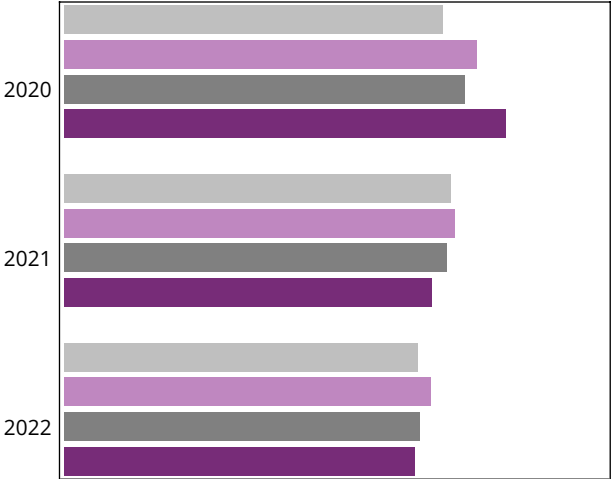
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$7,506,717	\$7,536,395	\$6,730,013
Week 28	\$8,126,536	\$7,662,179	\$7,148,788
Week 29	\$8,047,520	\$7,481,835	\$6,950,946
Week 30	\$9,198,522	\$7,227,428	\$6,864,265
Total	\$32,879,296	\$29,907,838	\$27,694,012

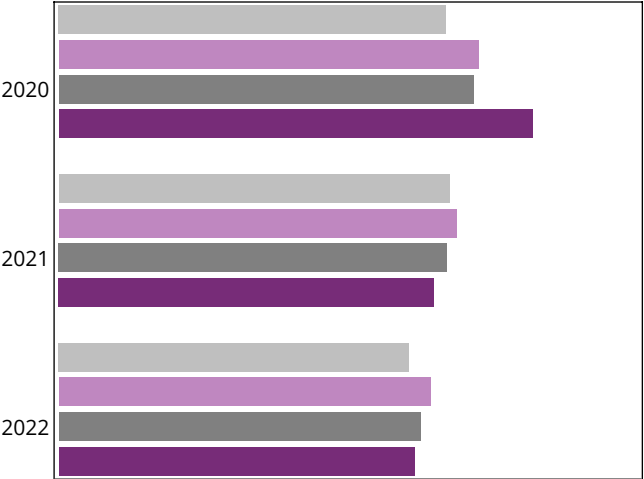
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	279,354	285,267	261,177
Week 28	304,562	288,474	270,476
Week 29	296,021	282,471	262,854
Week 30	326,311	271,804	258,723
Total	1,206,248	1,128,016	1,053,230

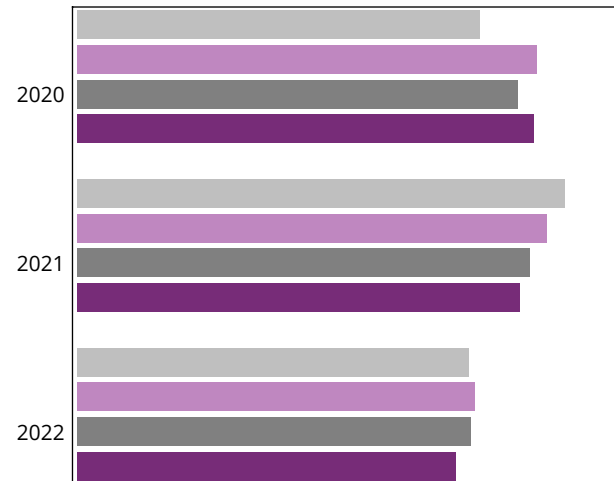
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$7,361,958	\$7,425,778	\$6,651,909
Week 28	\$7,973,927	\$7,560,000	\$7,066,357
Week 29	\$7,883,085	\$7,379,272	\$6,874,512
Week 30	\$9,005,477	\$7,126,532	\$6,755,486
Total	\$32,224,447	\$29,491,581	\$27,348,263

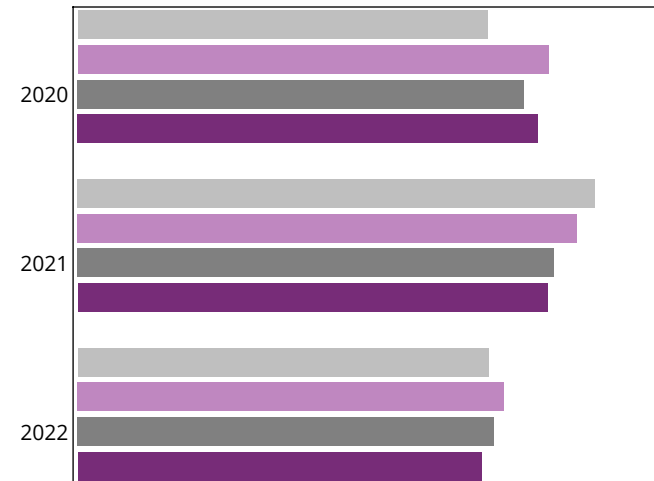
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	297,354	360,124	289,021
Week 28	339,457	346,605	293,496
Week 29	325,380	334,623	290,762
Week 30	337,085	327,161	279,868
Total	1,299,276	1,368,513	1,153,147

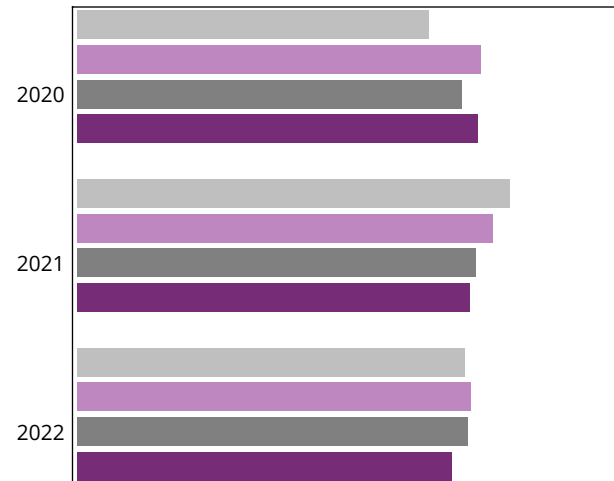
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$4,244,045	\$5,361,672	\$4,258,615
Week 28	\$4,879,694	\$5,175,624	\$4,417,413
Week 29	\$4,622,850	\$4,936,393	\$4,315,226
Week 30	\$4,770,138	\$4,870,864	\$4,182,955
Total	\$18,516,726	\$20,344,553	\$17,174,210

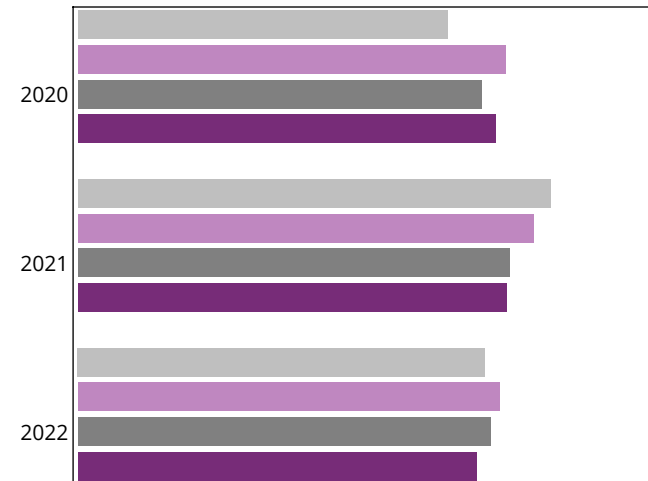
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	259,859	319,374	286,435
Week 28	298,201	307,242	290,548
Week 29	284,241	294,530	288,201
Week 30	296,093	290,354	276,829
Total	1,138,394	1,211,500	1,142,013

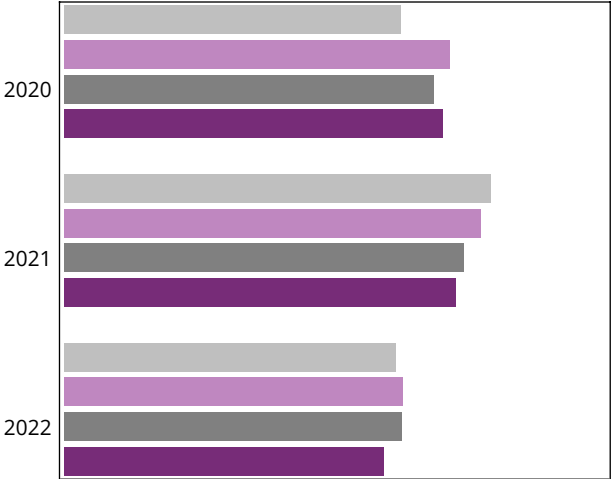
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$3,834,161	\$4,898,114	\$4,219,596
Week 28	\$4,434,887	\$4,723,269	\$4,369,768
Week 29	\$4,183,186	\$4,472,862	\$4,276,334
Week 30	\$4,331,983	\$4,441,899	\$4,135,161
Total	\$16,784,217	\$18,536,144	\$17,000,859

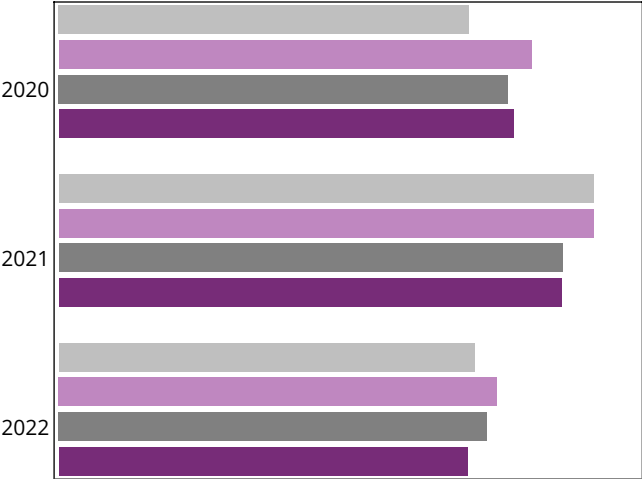
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	217,659	275,923	214,169
Week 28	249,260	269,033	219,065
Week 29	238,962	258,243	218,059
Week 30	244,969	253,369	206,688
Total	950,850	1,056,568	857,981

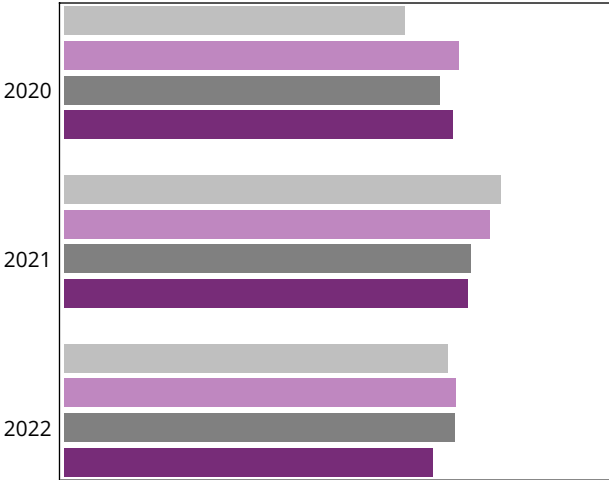
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$3,047,411	\$3,969,946	\$3,089,015
Week 28	\$3,512,284	\$3,969,946	\$3,256,090
Week 29	\$3,336,211	\$3,742,554	\$3,181,863
Week 30	\$3,378,632	\$3,734,133	\$3,037,490
Total	\$13,274,539	\$15,416,578	\$12,564,459

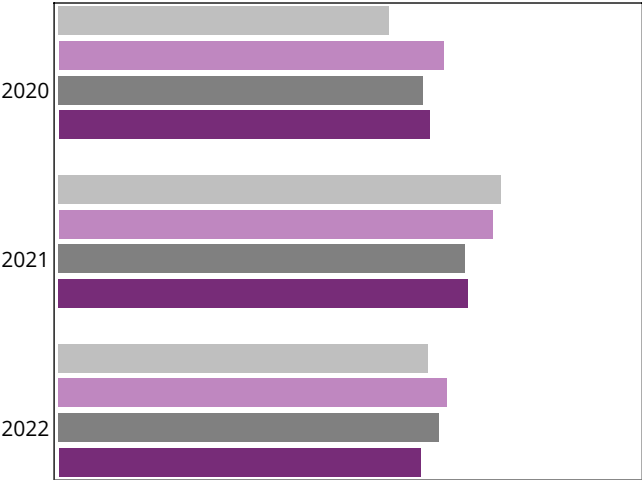
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	188,738	241,792	212,265
Week 28	218,382	235,998	216,927
Week 29	208,311	225,189	216,156
Week 30	215,337	223,527	204,397
Total	830,768	926,506	849,745

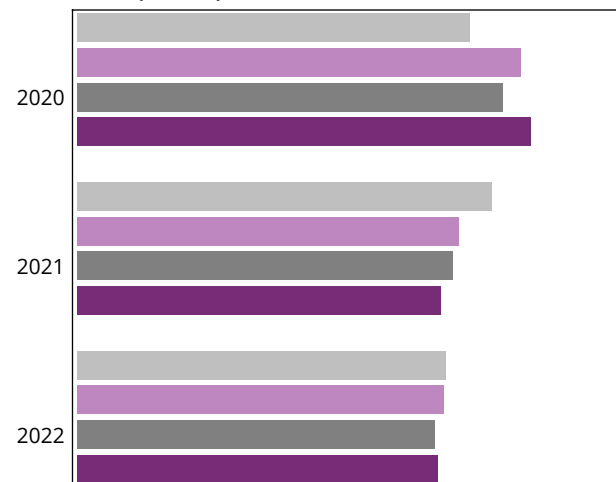
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$2,737,455	\$3,666,548	\$3,060,575
Week 28	\$3,187,896	\$3,596,330	\$3,219,919
Week 29	\$3,019,102	\$3,367,243	\$3,152,633
Week 30	\$3,072,689	\$3,394,408	\$3,001,246
Total	\$12,017,141	\$14,024,529	\$12,434,372

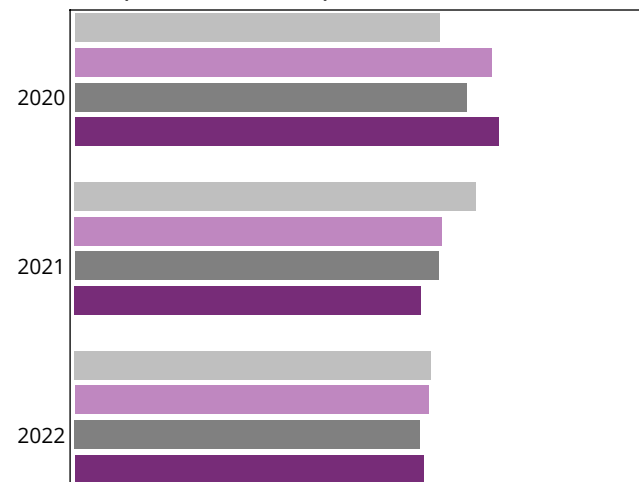
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	79,695	84,201	74,852
Week 28	90,197	77,572	74,431
Week 29	86,418	76,380	72,703
Week 30	92,116	73,792	73,180
Total	348,426	311,945	295,166

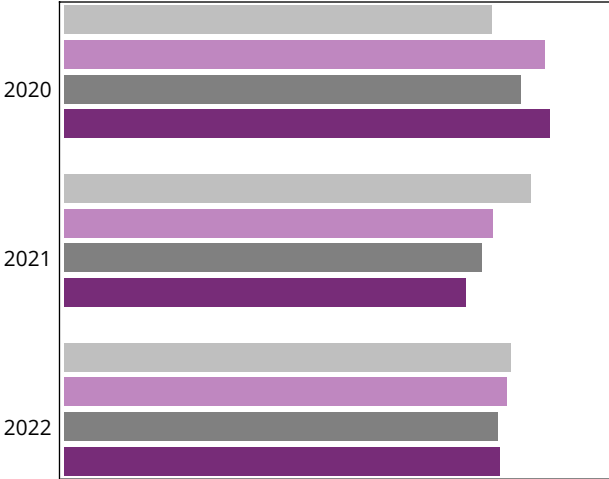
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$1,196,633	\$1,317,209	\$1,169,599
Week 28	\$1,367,410	\$1,205,678	\$1,161,323
Week 29	\$1,286,638	\$1,193,840	\$1,133,364
Week 30	\$1,391,505	\$1,136,731	\$1,145,465
Total	\$5,242,187	\$4,853,458	\$4,609,751

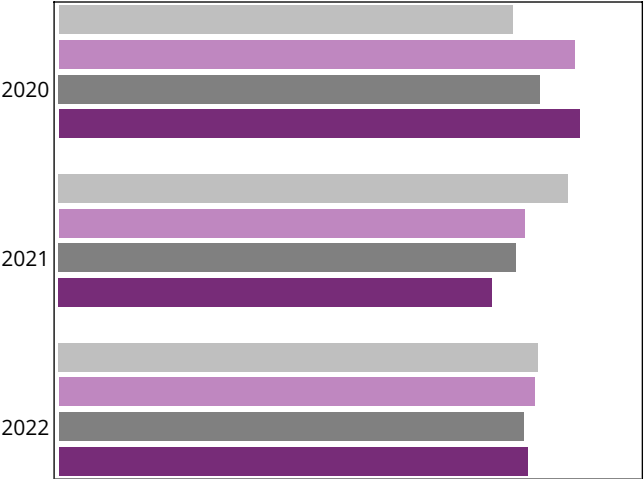
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	71,121	77,582	74,170
Week 28	79,819	71,244	73,621
Week 29	75,930	69,341	72,045
Week 30	80,756	66,827	72,432
Total	307,626	284,994	292,268

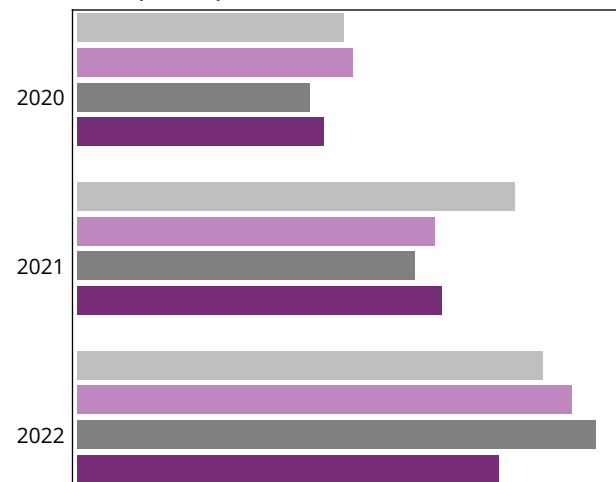
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$1,096,707	\$1,231,566	\$1,159,021
Week 28	\$1,246,991	\$1,126,939	\$1,149,849
Week 29	\$1,164,084	\$1,105,619	\$1,123,701
Week 30	\$1,259,294	\$1,047,491	\$1,133,915
Total	\$4,767,076	\$4,511,615	\$4,566,487

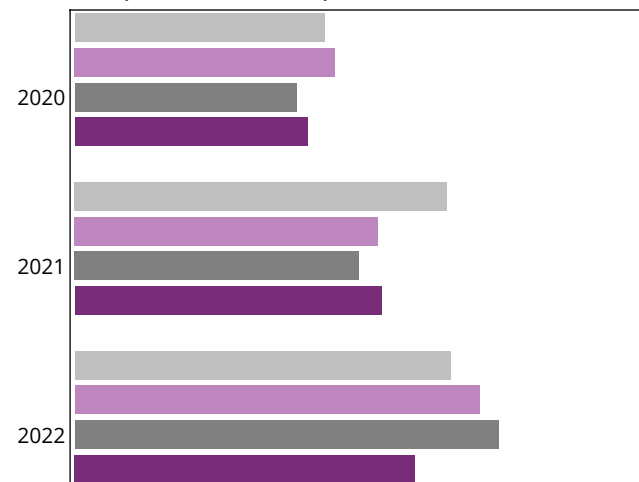
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	38,820	63,792	67,860
Week 28	40,226	52,168	72,160
Week 29	33,909	49,181	75,648
Week 30	36,012	53,214	61,549
Total	148,967	218,355	277,217

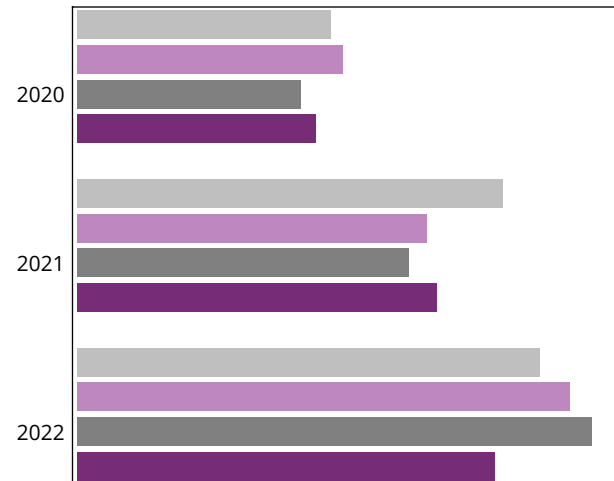
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$841,677	\$1,254,538	\$1,265,437
Week 28	\$876,521	\$1,021,700	\$1,363,079
Week 29	\$747,389	\$957,212	\$1,426,678
Week 30	\$783,934	\$1,033,062	\$1,145,554
Total	\$3,249,520	\$4,266,511	\$5,200,748

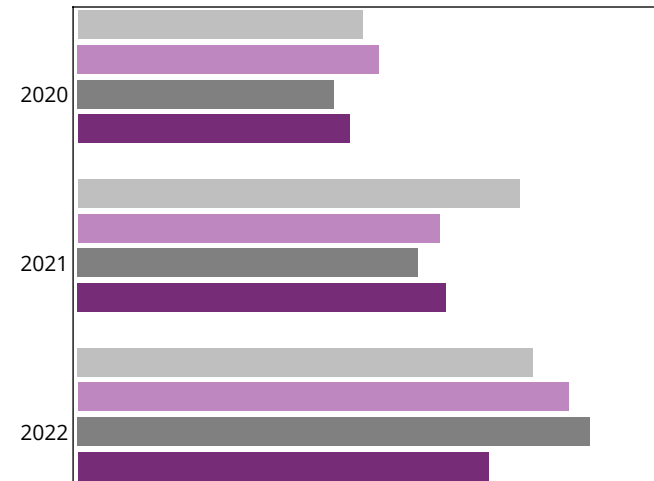
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	36,985	62,134	67,484
Week 28	38,711	51,042	71,804
Week 29	32,581	48,309	75,018
Week 30	34,845	52,418	60,974
Total	143,122	213,903	275,280

Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$786,946	\$1,221,308	\$1,257,949
Week 28	\$832,427	\$1,000,169	\$1,356,296
Week 29	\$708,704	\$940,841	\$1,415,246
Week 30	\$750,953	\$1,018,243	\$1,134,743
Total	\$3,079,030	\$4,180,561	\$5,164,235

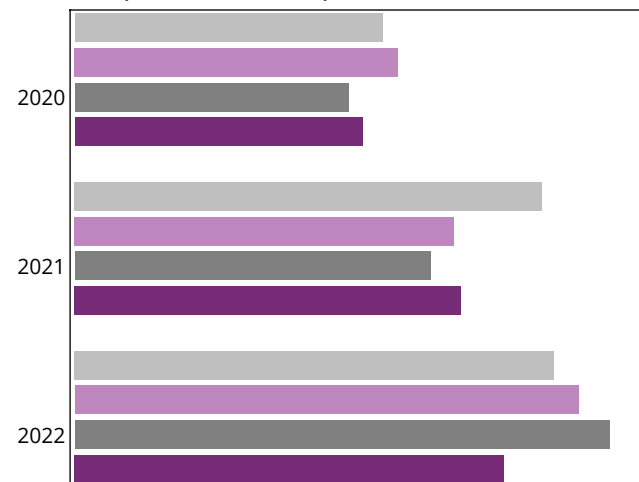
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	36,848	61,943	66,846
Week 28	38,470	50,399	69,852
Week 29	32,178	47,672	73,933
Week 30	34,300	51,823	60,115
Total	141,796	211,837	270,746

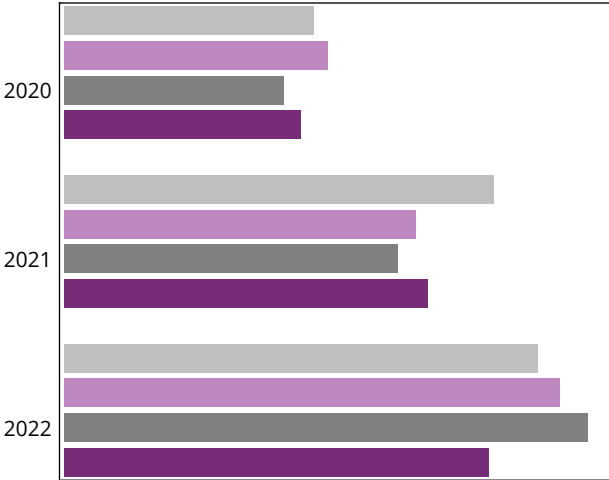
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$797,030	\$1,210,486	\$1,241,439
Week 28	\$837,953	\$982,800	\$1,304,627
Week 29	\$708,861	\$922,112	\$1,385,018
Week 30	\$745,983	\$1,000,507	\$1,112,565
Total	\$3,089,827	\$4,115,906	\$5,043,649

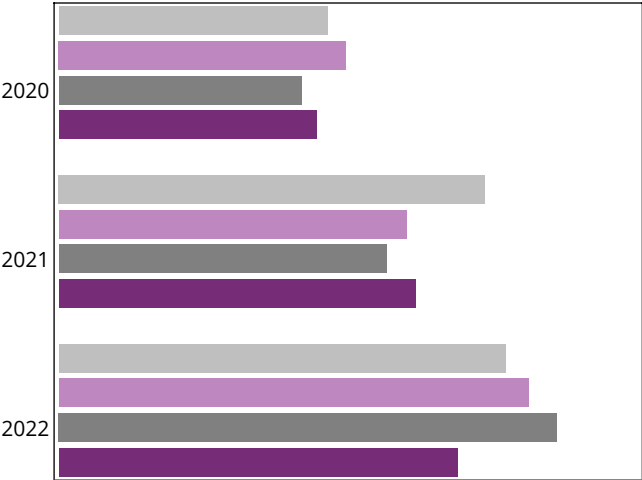
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	35,013	60,298	66,490
Week 28	36,955	49,281	69,514
Week 29	30,850	46,809	73,527
Week 30	33,134	51,039	59,576
Total	135,952	207,427	269,107

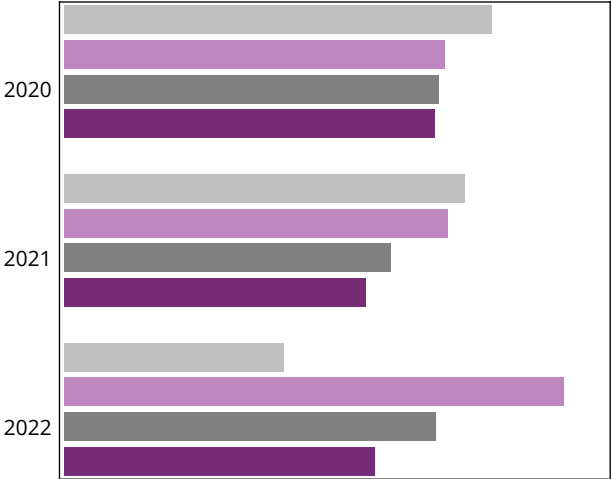
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$742,298	\$1,177,471	\$1,234,338
Week 28	\$793,860	\$961,379	\$1,298,232
Week 29	\$670,176	\$905,900	\$1,377,486
Week 30	\$713,022	\$985,898	\$1,102,468
Total	\$2,919,356	\$4,030,647	\$5,012,523

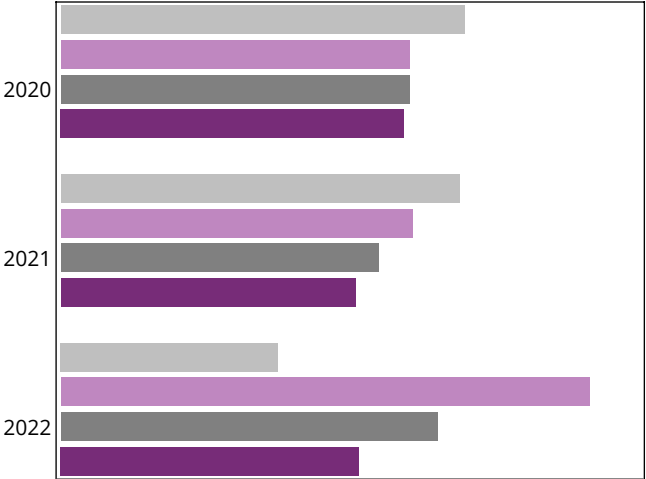
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 27	1,972	1,849	1,014
Week 28	1,756	1,769	2,308
Week 29	1,731	1,509	1,715
Week 30	1,712	1,391	1,434
Total	7,171	6,518	6,471

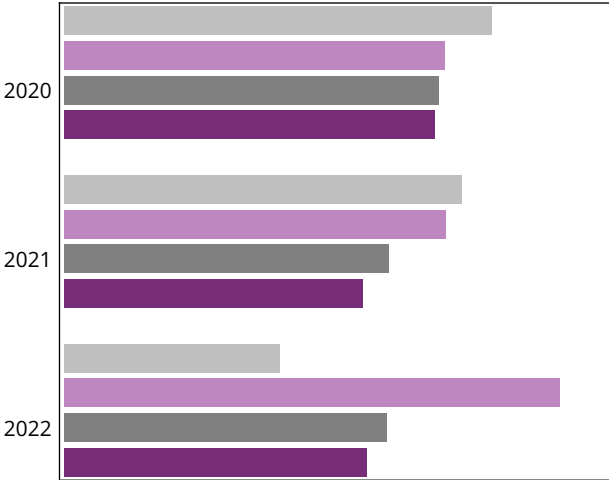
Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$44,647	\$44,052	\$23,998
Week 28	\$38,567	\$38,900	\$58,452
Week 29	\$38,527	\$35,099	\$41,660
Week 30	\$37,951	\$32,554	\$32,989
Total	\$159,693	\$150,606	\$157,099

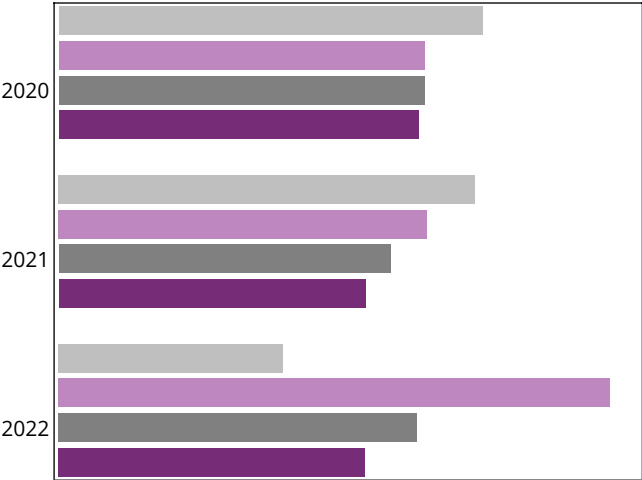
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 27	1,972	1,836	994
Week 28	1,756	1,761	2,290
Week 29	1,731	1,500	1,491
Week 30	1,711	1,379	1,398
Total	7,170	6,476	6,173

Value Sold (in millions of dollars)



	2020	2021	2022
Week 27	\$44,647	\$43,838	\$23,611
Week 28	\$38,567	\$38,790	\$58,065
Week 29	\$38,527	\$34,941	\$37,760
Week 30	\$37,931	\$32,345	\$32,275
Total	\$159,673	\$149,914	\$151,712

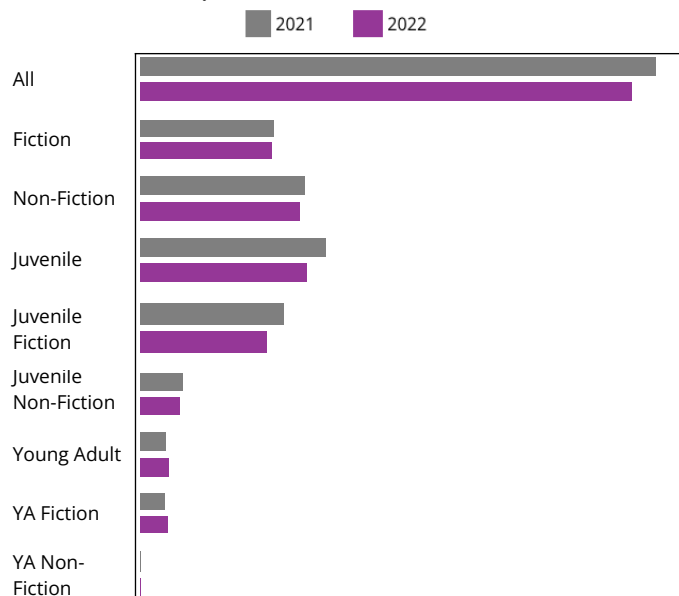
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 30	2021-08-01	2022-07-31

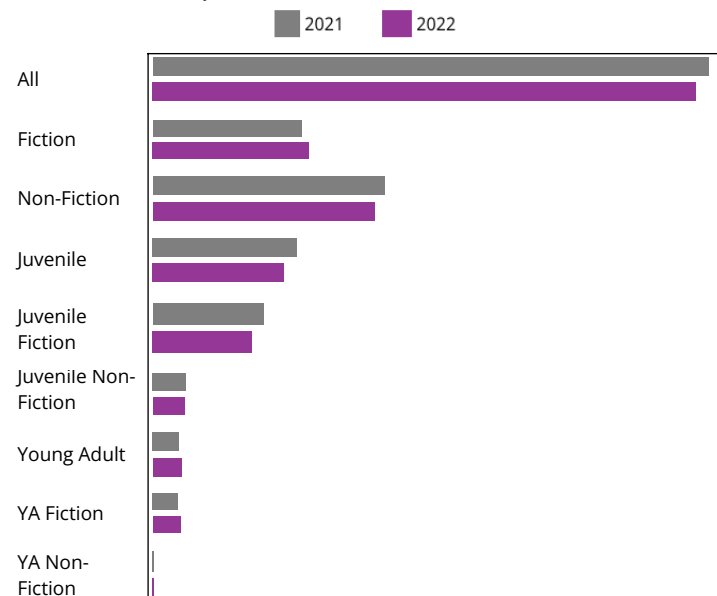
All Market

Volume Sold (in units)



	2021	2022
All	27,033,345	25,789,524
Fiction	7,001,619	6,915,132
Non-Fiction	8,655,989	8,358,096
Juvenile	9,756,562	8,719,736
Juvenile Fiction	7,527,914	6,655,638
Juvenile Non-Fiction	2,228,648	2,064,098
Young Adult (YA)	1,338,823	1,499,302
YA Fiction	1,288,732	1,453,352
YA Non-Fiction	50,091	45,950

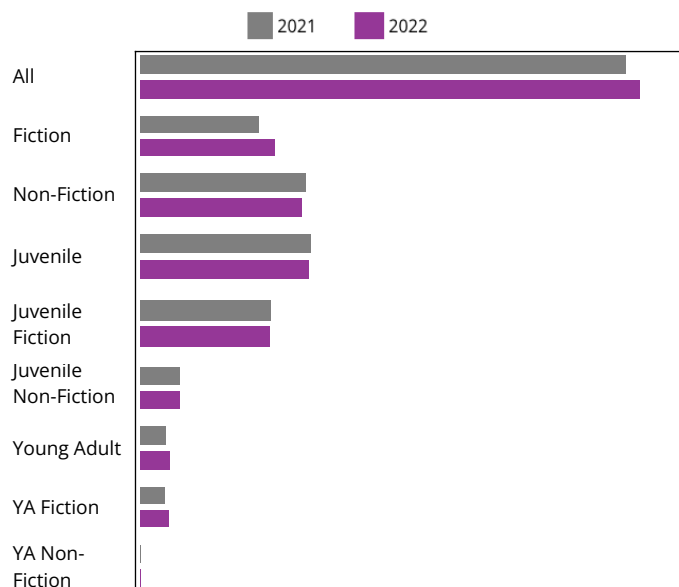
Value Sold (in millions of dollars)



	2021	2022
All	\$559,216,053	\$546,490,085
Fiction	\$149,453,091	\$157,168,474
Non-Fiction	\$233,073,636	\$223,001,532
Juvenile	\$145,185,668	\$132,023,404
Juvenile Fiction	\$111,625,421	\$99,926,630
Juvenile Non-Fiction	\$33,560,247	\$32,096,774
Young Adult (YA)	\$26,587,224	\$29,007,085
YA Fiction	\$25,435,658	\$27,953,757
YA Non-Fiction	\$1,151,566	\$1,053,328

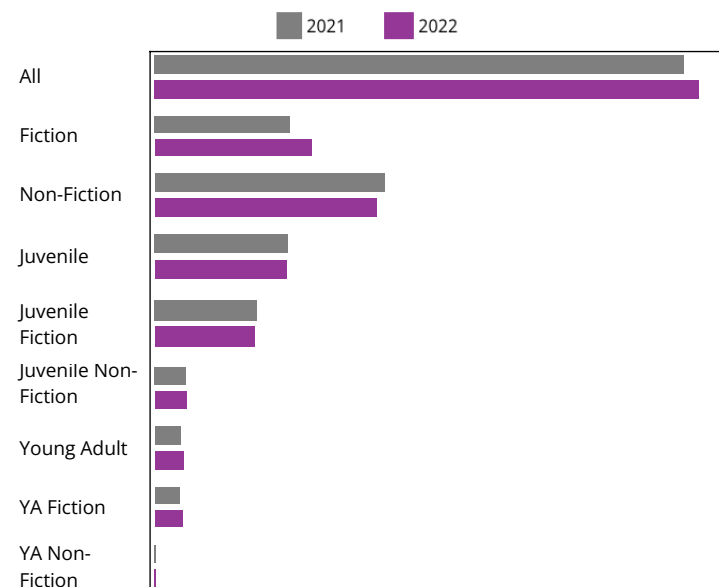
Ring Fence

Volume Sold (in units)



	2021	2022
All	24,880,054	25,623,370
Fiction	6,058,358	6,881,790
Non-Fiction	8,499,099	8,296,718
Juvenile	8,739,210	8,663,821
Juvenile Fiction	6,691,543	6,614,068
Juvenile Non-Fiction	2,047,667	2,049,753
Young Adult (YA)	1,304,553	1,488,575
YA Fiction	1,254,562	1,444,559
YA Non-Fiction	49,991	44,016

Value Sold (in millions of dollars)



	2021	2022
All	\$527,775,804	\$542,873,200
Fiction	\$134,786,560	\$156,408,029
Non-Fiction	\$229,148,805	\$221,304,027
Juvenile	\$133,076,467	\$131,150,186
Juvenile Fiction	\$101,846,603	\$99,278,211
Juvenile Non-Fiction	\$31,229,864	\$31,871,975
Young Adult (YA)	\$25,872,895	\$28,799,208
YA Fiction	\$24,723,176	\$27,783,986
YA Non-Fiction	\$1,149,720	\$1,015,223

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