

SalesData Market Report:

March 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.

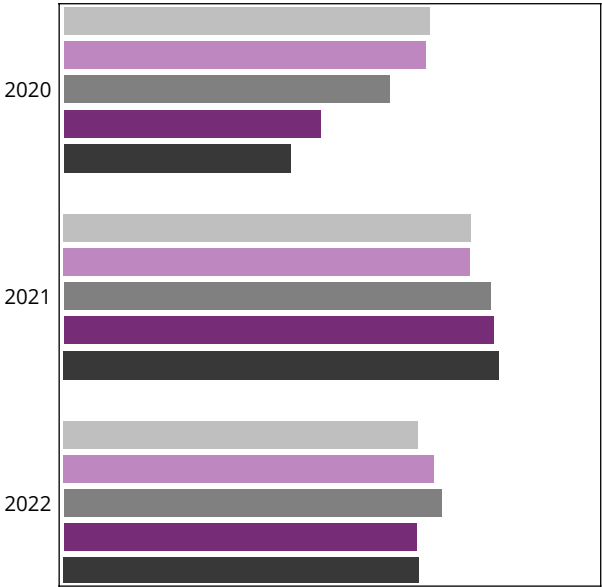
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 9	2020-03-08	2021-03-07	2022-03-06
Week 10	2020-03-15	2021-03-14	2022-03-13
Week 11	2020-03-22	2021-03-21	2022-03-20
Week 12	2020-03-29	2021-03-28	2022-03-27
Week 13	2020-04-05	2021-04-04	2022-04-03

Month-to-Month Comparisons

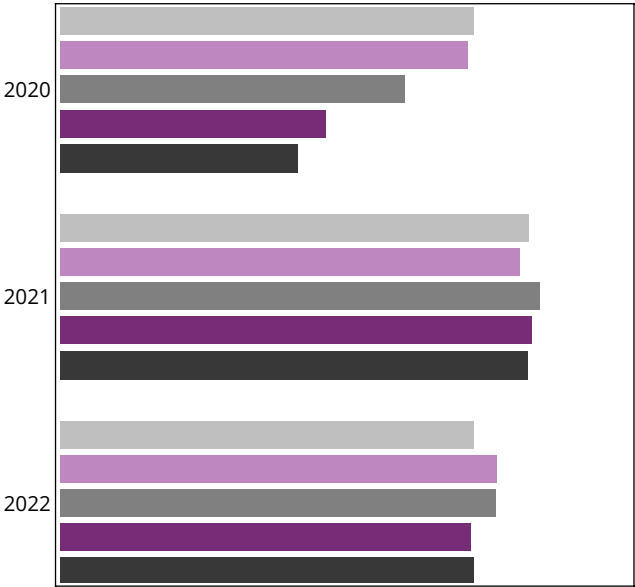
All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	893,695	993,965	864,737
Week 10	882,789	991,718	903,974
Week 11	795,689	1,042,263	922,768
Week 12	626,912	1,049,479	862,041
Week 13	553,974	1,062,413	867,101
Total	3,753,059	5,139,838	4,420,621

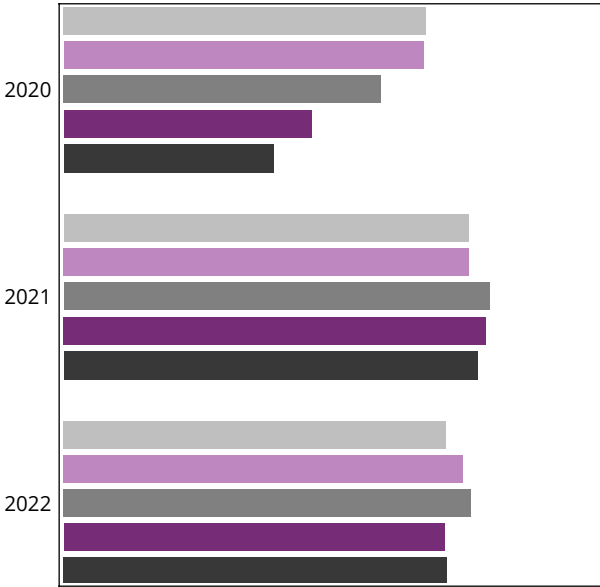
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$18,175,282	\$20,565,392	\$18,180,588
Week 10	\$17,878,451	\$20,202,610	\$19,181,540
Week 11	\$15,140,276	\$21,037,433	\$19,127,805
Week 12	\$11,644,670	\$20,715,748	\$18,025,835
Week 13	\$10,412,109	\$20,546,301	\$18,157,341
Total	\$73,250,788	\$103,067,485	\$92,673,109

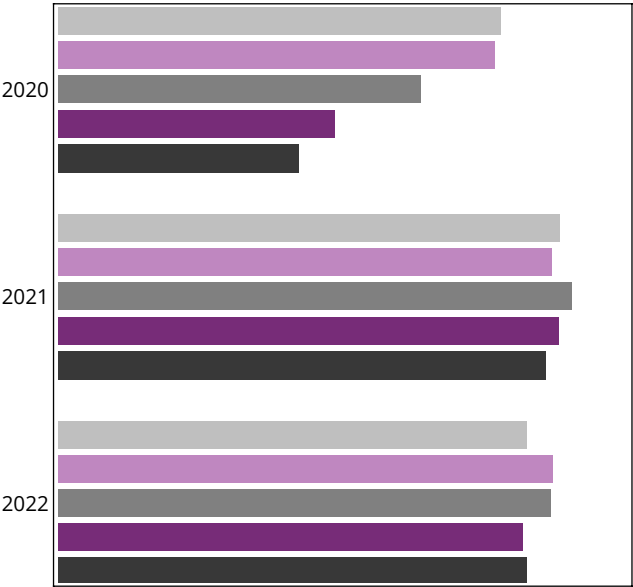
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	816,441	912,144	861,502
Week 10	810,886	913,947	899,886
Week 11	715,594	959,257	918,196
Week 12	557,904	952,137	858,236
Week 13	472,710	932,332	864,096
Total	3,373,535	4,669,817	4,401,916

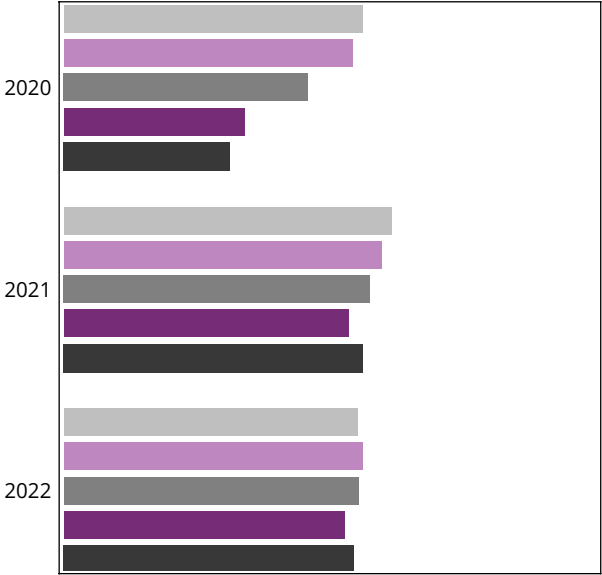
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$17,109,014	\$19,364,768	\$18,106,584
Week 10	\$16,876,879	\$19,079,788	\$19,095,601
Week 11	\$13,997,659	\$19,863,270	\$19,034,666
Week 12	\$10,670,893	\$19,347,641	\$17,937,574
Week 13	\$9,296,369	\$18,822,778	\$18,093,423
Total	\$67,950,815	\$96,478,245	\$92,267,847

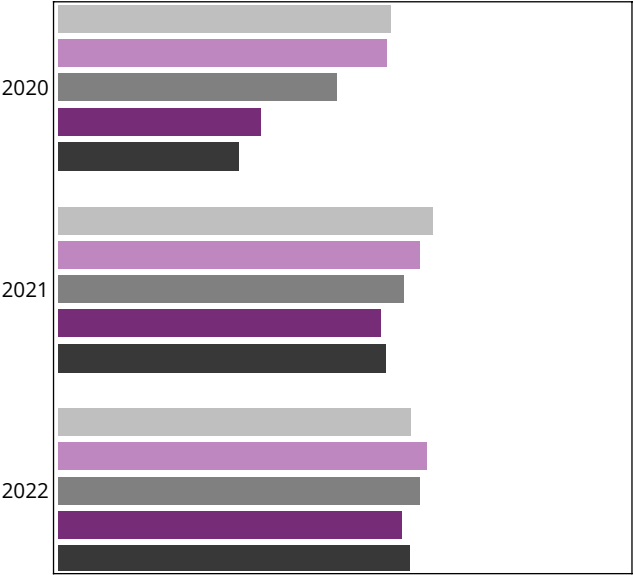
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	224,420	246,340	220,592
Week 10	217,106	238,722	224,657
Week 11	183,459	229,970	221,545
Week 12	135,686	214,078	210,853
Week 13	124,814	224,845	218,222
Total	885,485	1,153,955	1,095,869

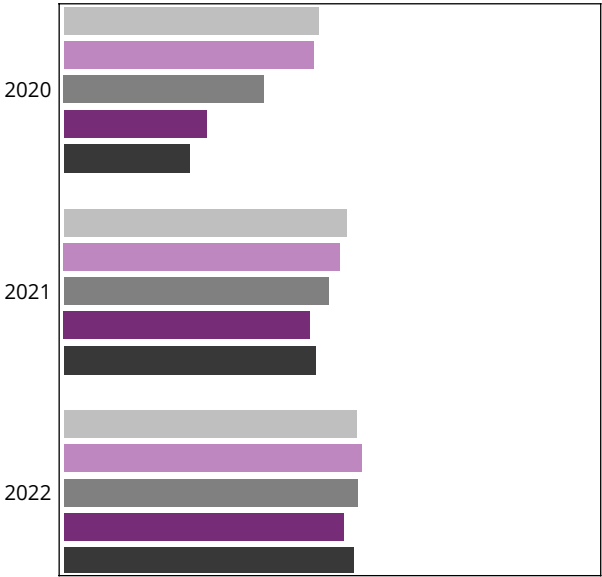
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$4,679,274	\$5,261,380	\$4,959,779
Week 10	\$4,622,570	\$5,081,553	\$5,175,743
Week 11	\$3,918,188	\$4,859,371	\$5,084,943
Week 12	\$2,852,233	\$4,525,661	\$4,828,676
Week 13	\$2,535,389	\$4,606,523	\$4,939,289
Total	\$18,607,654	\$24,334,488	\$24,988,429

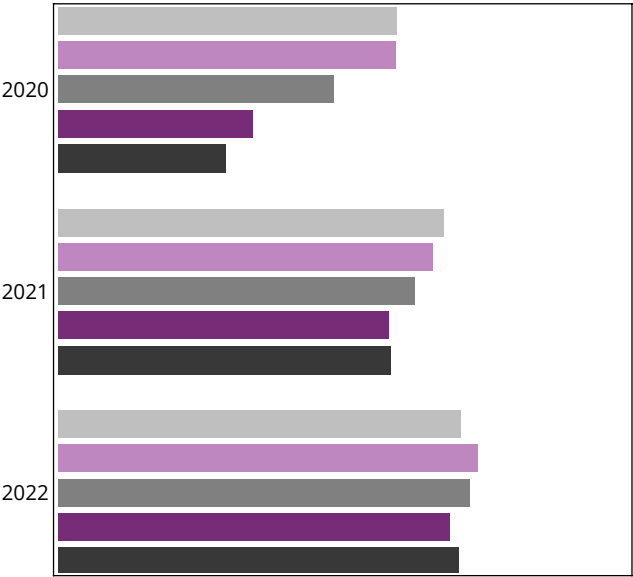
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	191,473	212,260	220,007
Week 10	187,446	207,410	223,885
Week 11	150,606	198,913	220,687
Week 12	107,169	184,952	210,190
Week 13	94,433	189,088	217,595
Total	731,127	992,623	1,092,364

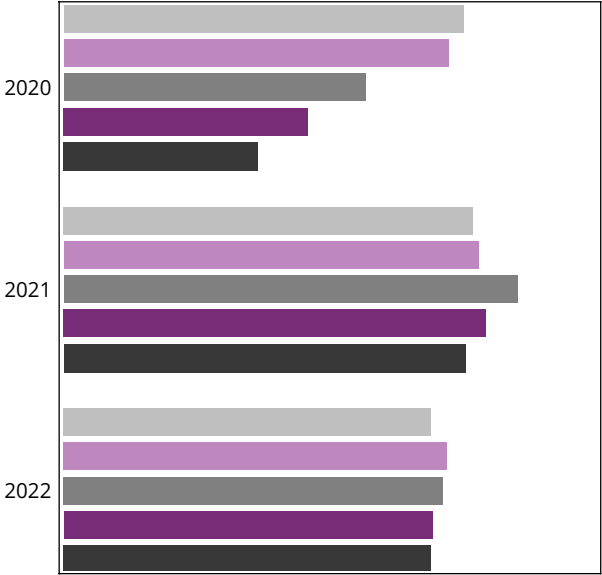
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$4,167,851	\$4,743,573	\$4,945,762
Week 10	\$4,156,400	\$4,606,394	\$5,158,460
Week 11	\$3,391,902	\$4,387,241	\$5,065,212
Week 12	\$2,396,423	\$4,069,130	\$4,813,209
Week 13	\$2,055,910	\$4,083,040	\$4,924,827
Total	\$16,168,486	\$21,889,379	\$24,907,470

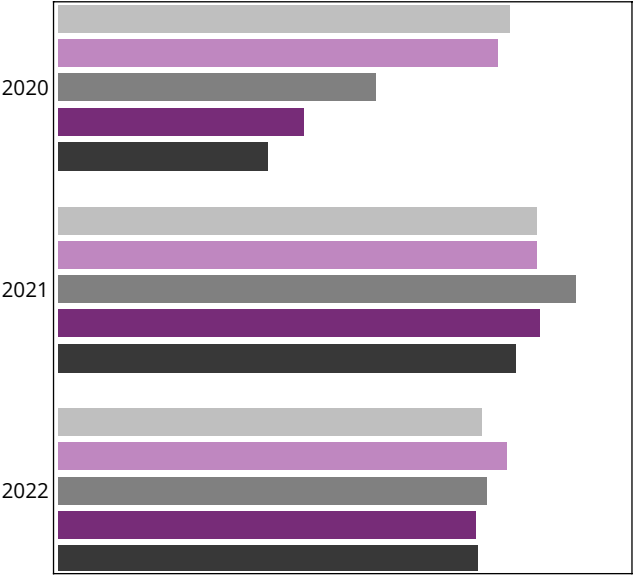
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	300,476	307,416	276,088
Week 10	289,284	311,600	288,110
Week 11	226,866	340,796	284,799
Week 12	183,603	317,431	276,872
Week 13	146,100	302,029	276,016
Total	1,146,329	1,579,272	1,401,885

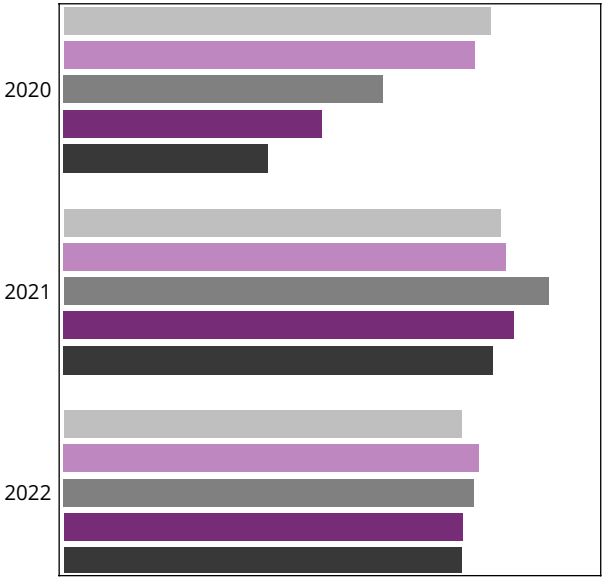
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$7,935,027	\$8,400,937	\$7,439,953
Week 10	\$7,727,697	\$8,406,877	\$7,879,207
Week 11	\$5,581,811	\$9,099,500	\$7,520,140
Week 12	\$4,308,182	\$8,450,925	\$7,334,334
Week 13	\$3,681,893	\$8,032,174	\$7,376,641
Total	\$29,234,610	\$42,390,412	\$37,550,274

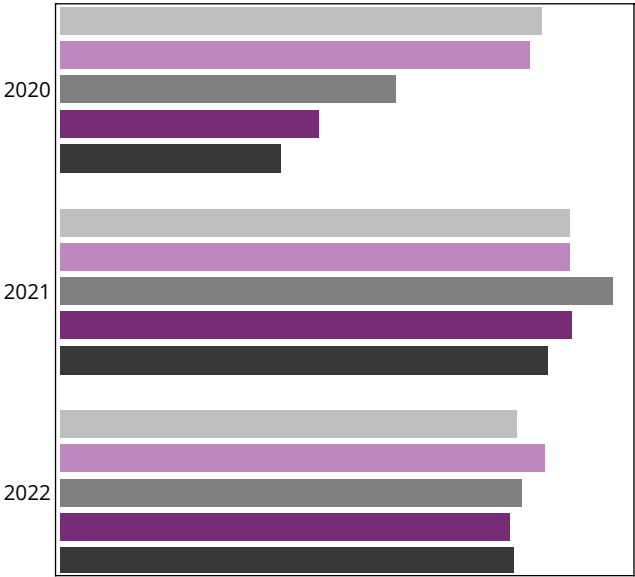
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	294,909	301,690	274,892
Week 10	283,810	305,723	286,904
Week 11	220,585	335,009	283,339
Week 12	178,549	311,152	275,426
Week 13	141,075	296,726	274,892
Total	1,118,928	1,550,300	1,395,453

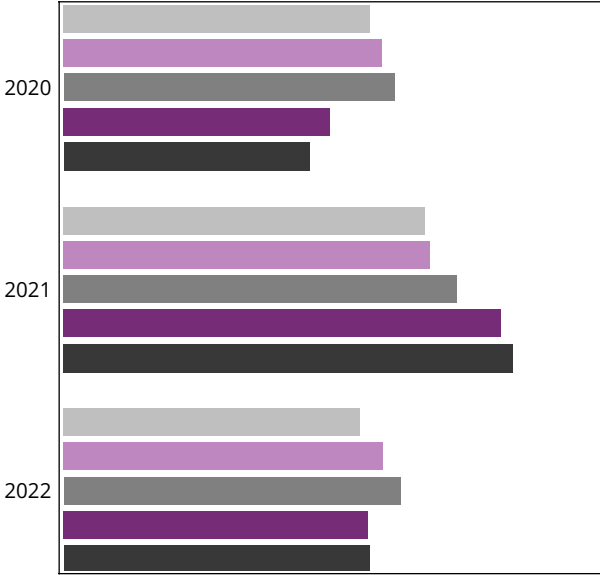
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$7,810,398	\$8,251,521	\$7,404,966
Week 10	\$7,604,636	\$8,261,127	\$7,845,992
Week 11	\$5,440,009	\$8,950,257	\$7,481,637
Week 12	\$4,196,965	\$8,284,928	\$7,290,167
Week 13	\$3,568,452	\$7,896,658	\$7,345,868
Total	\$28,620,460	\$41,644,491	\$37,368,629

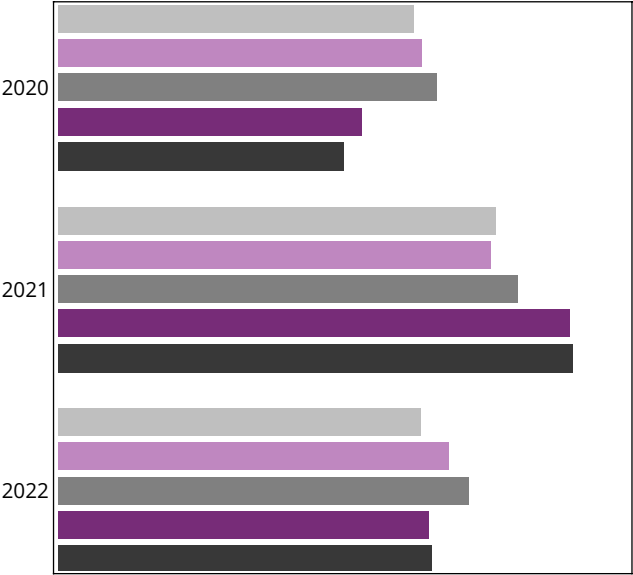
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	324,160	382,280	313,407
Week 10	336,605	387,797	337,656
Week 11	350,007	415,968	356,088
Week 12	281,819	462,789	321,864
Week 13	259,935	475,512	323,366
Total	1,552,526	2,124,346	1,652,381

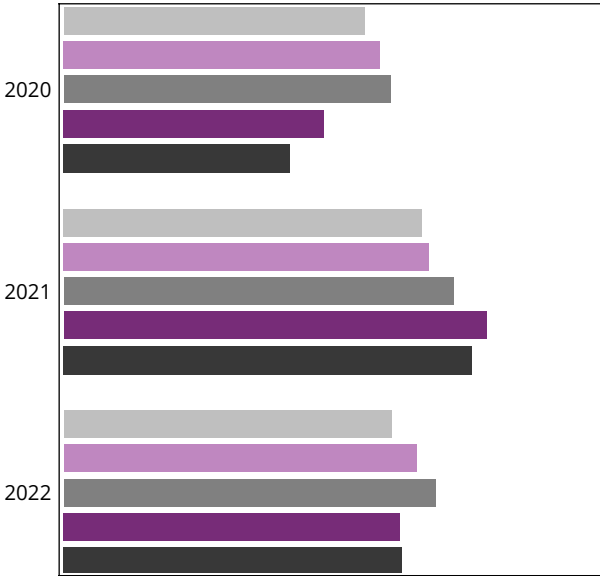
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$4,640,536	\$5,704,715	\$4,734,315
Week 10	\$4,748,642	\$5,650,137	\$5,093,435
Week 11	\$4,944,634	\$5,991,900	\$5,354,898
Week 12	\$3,965,749	\$6,678,516	\$4,839,031
Week 13	\$3,724,271	\$6,720,777	\$4,878,648
Total	\$22,023,832	\$30,746,044	\$24,900,328

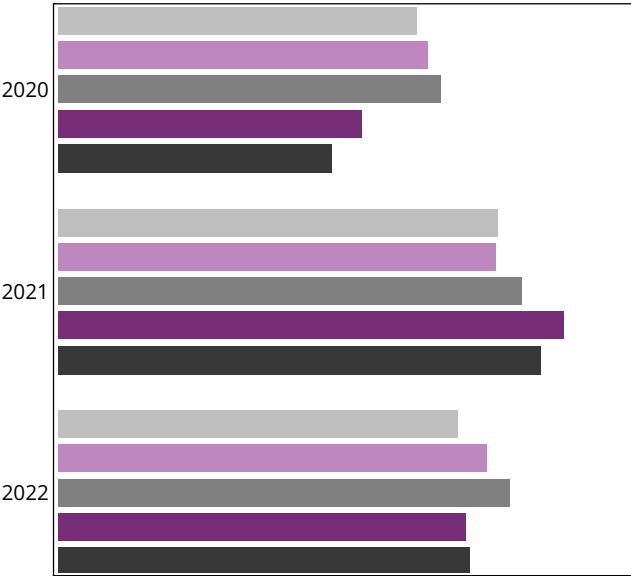
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	286,665	341,325	312,276
Week 10	301,196	348,069	336,092
Week 11	311,099	371,467	354,325
Week 12	247,852	402,838	320,503
Week 13	215,646	388,982	322,378
Total	1,362,458	1,852,681	1,645,574

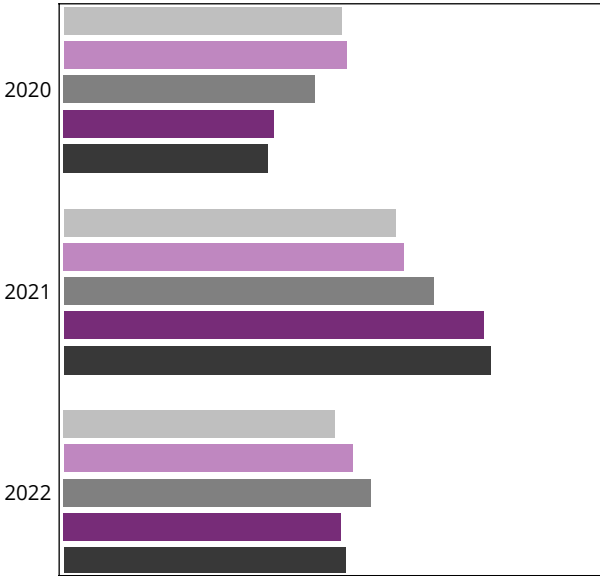
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$4,236,089	\$5,197,468	\$4,715,712
Week 10	\$4,365,936	\$5,169,514	\$5,068,039
Week 11	\$4,514,307	\$5,473,491	\$5,329,728
Week 12	\$3,591,927	\$5,972,328	\$4,816,569
Week 13	\$3,236,983	\$5,705,311	\$4,864,662
Total	\$19,945,242	\$27,518,111	\$24,794,711

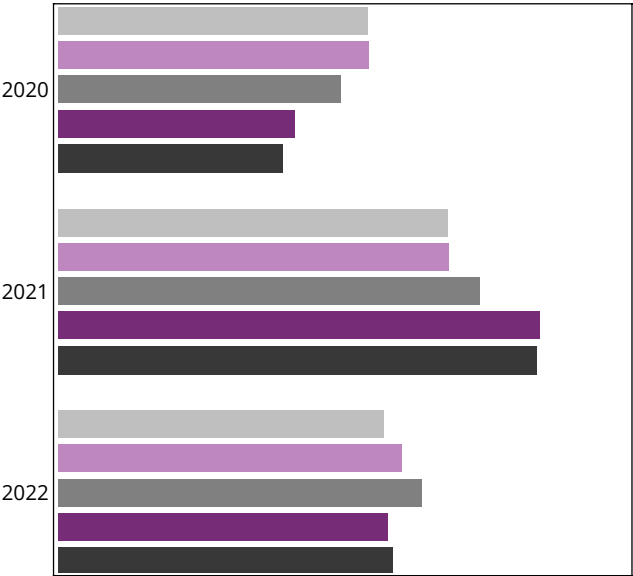
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	243,172	290,521	237,403
Week 10	247,495	297,949	253,135
Week 11	219,965	323,707	269,051
Week 12	184,313	367,858	242,904
Week 13	179,070	373,568	246,596
Total	1,074,015	1,653,603	1,249,089

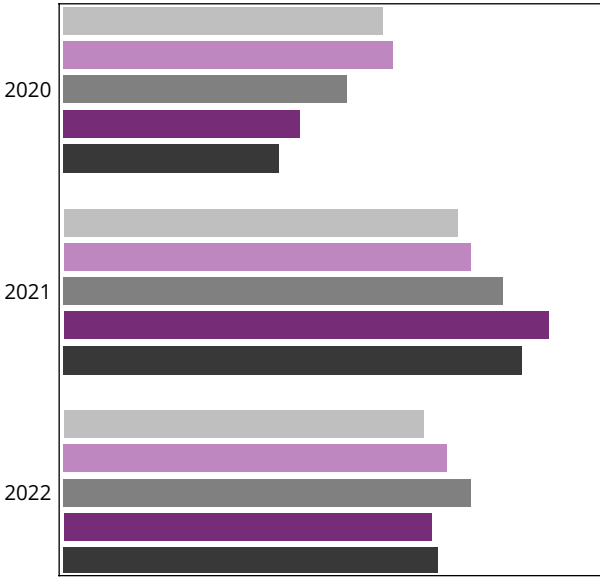
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$3,392,999	\$4,269,023	\$3,560,138
Week 10	\$3,405,343	\$4,273,083	\$3,765,858
Week 11	\$3,094,961	\$4,614,401	\$3,978,285
Week 12	\$2,591,887	\$5,276,692	\$3,609,813
Week 13	\$2,460,118	\$5,238,862	\$3,658,628
Total	\$14,945,308	\$23,672,059	\$18,572,723

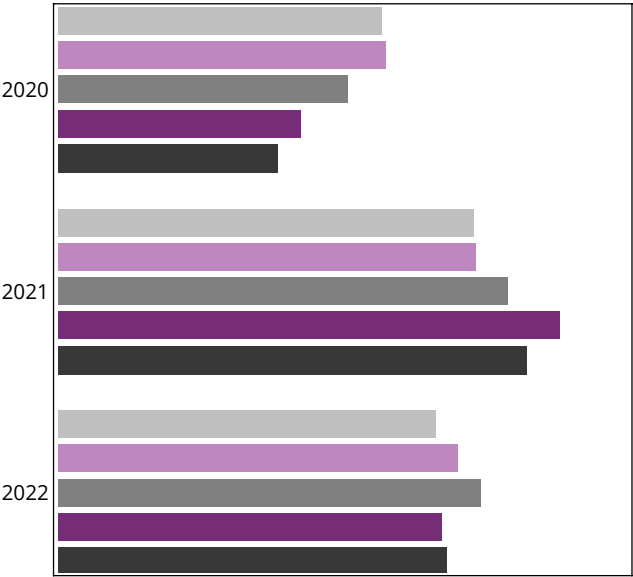
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	209,920	258,979	236,467
Week 10	216,343	267,394	251,821
Week 11	186,173	288,882	267,759
Week 12	155,265	318,675	241,889
Week 13	141,608	301,382	245,901
Total	909,309	1,435,312	1,243,837

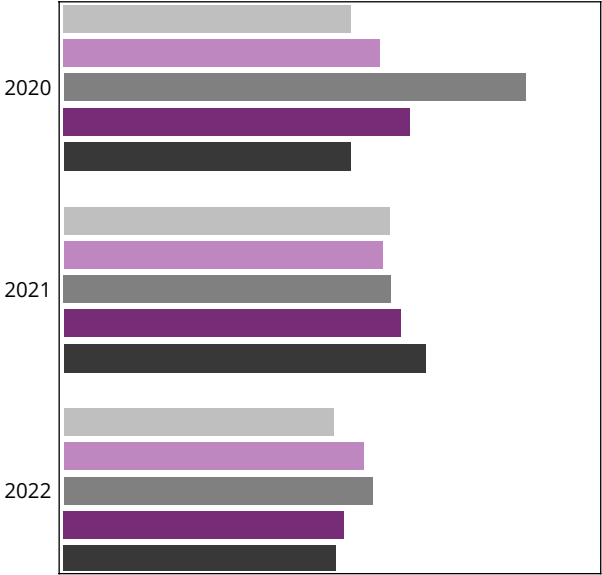
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$3,034,594	\$3,894,511	\$3,544,998
Week 10	\$3,069,454	\$3,920,103	\$3,744,809
Week 11	\$2,720,547	\$4,221,630	\$3,959,544
Week 12	\$2,274,548	\$4,701,406	\$3,593,910
Week 13	\$2,054,781	\$4,391,324	\$3,648,971
Total	\$13,153,924	\$21,128,973	\$18,492,231

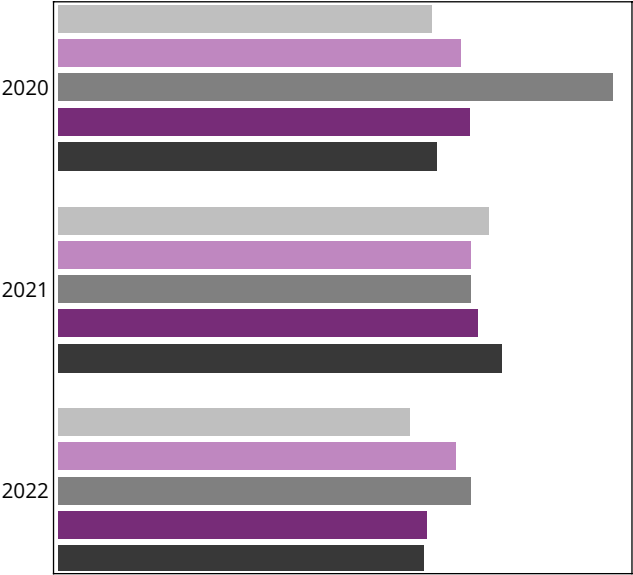
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	80,988	91,759	76,004
Week 10	89,110	89,848	84,521
Week 11	130,042	92,261	87,037
Week 12	97,506	94,931	78,960
Week 13	80,865	101,944	76,770
Total	478,511	470,743	403,292

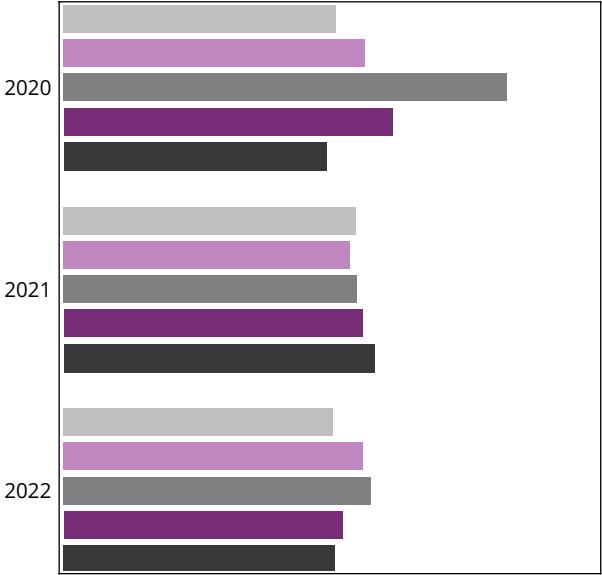
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$1,247,537	\$1,435,692	\$1,174,177
Week 10	\$1,343,299	\$1,377,054	\$1,327,578
Week 11	\$1,849,673	\$1,377,499	\$1,376,613
Week 12	\$1,373,862	\$1,401,824	\$1,229,218
Week 13	\$1,264,154	\$1,481,915	\$1,220,020
Total	\$7,078,524	\$7,073,985	\$6,327,605

Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	76,745	82,346	75,809
Week 10	84,853	80,675	84,271
Week 11	124,926	82,585	86,566
Week 12	92,587	84,163	78,614
Week 13	74,038	87,600	76,477
Total	453,149	417,369	401,737

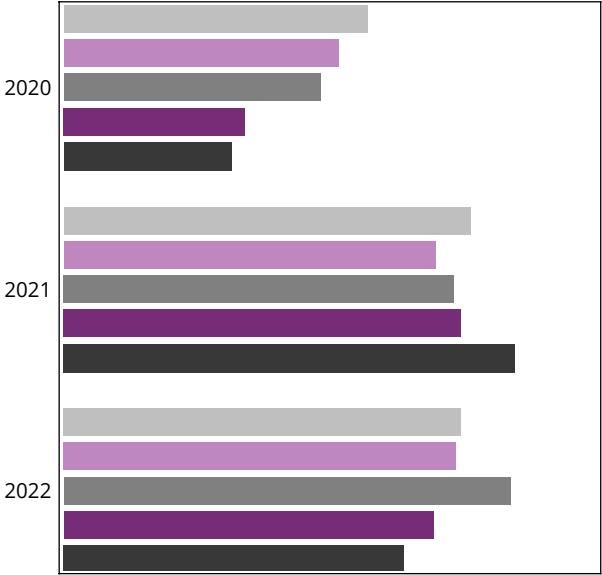
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$1,201,495	\$1,302,957	\$1,170,714
Week 10	\$1,296,482	\$1,249,411	\$1,323,230
Week 11	\$1,793,760	\$1,251,861	\$1,370,184
Week 12	\$1,317,379	\$1,270,922	\$1,222,659
Week 13	\$1,182,202	\$1,313,987	\$1,215,692
Total	\$6,791,318	\$6,389,138	\$6,302,480

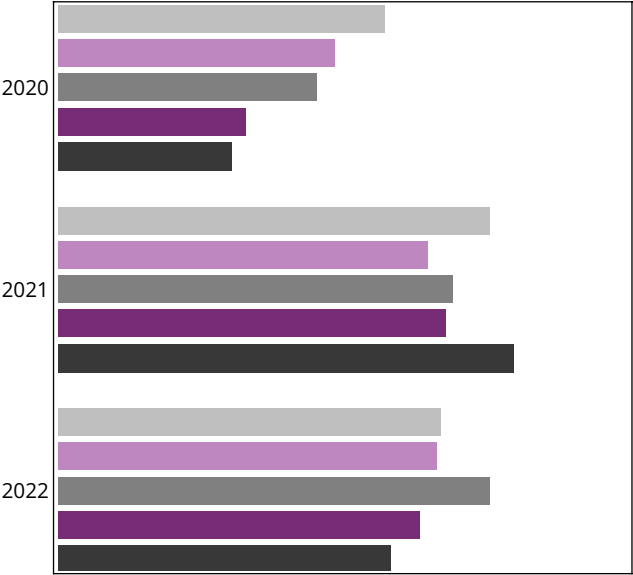
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	34,239	45,826	44,767
Week 10	30,951	41,897	44,198
Week 11	28,918	43,977	50,380
Week 12	20,437	44,777	41,675
Week 13	18,881	50,882	38,338
Total	133,426	227,359	219,358

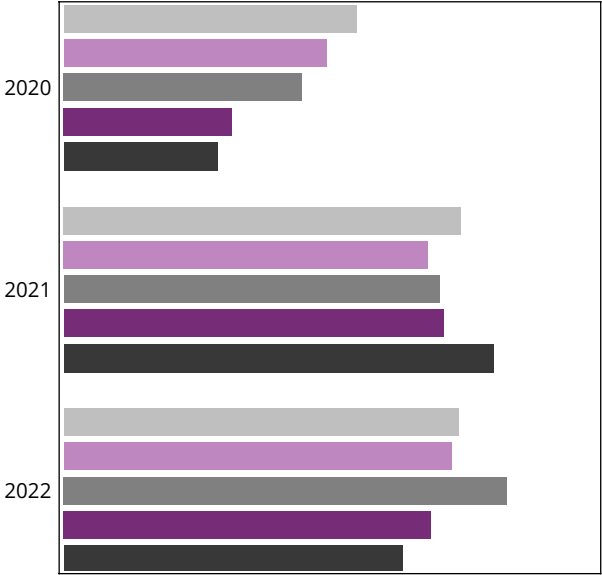
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$744,998	\$984,460	\$873,600
Week 10	\$631,216	\$843,416	\$864,309
Week 11	\$590,249	\$899,951	\$984,714
Week 12	\$427,539	\$884,217	\$825,825
Week 13	\$395,602	\$1,040,235	\$758,793
Total	\$2,789,604	\$4,652,280	\$4,307,241

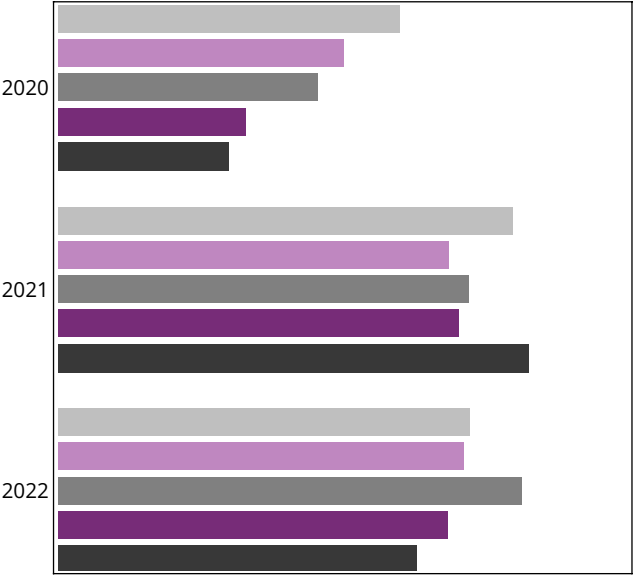
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	32,999	44,792	44,521
Week 10	29,595	41,065	43,726
Week 11	26,867	42,339	49,971
Week 12	18,967	42,813	41,413
Week 13	17,317	48,406	38,153
Total	125,745	219,415	217,784

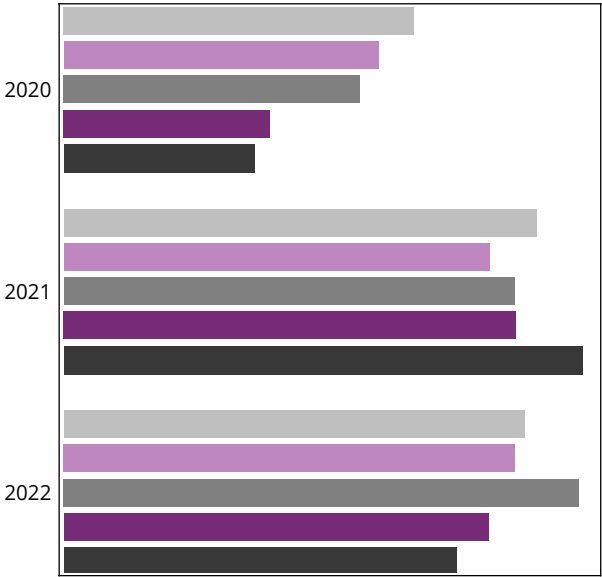
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$719,305	\$958,775	\$868,490
Week 10	\$601,633	\$822,531	\$855,548
Week 11	\$546,123	\$865,989	\$976,262
Week 12	\$394,610	\$845,130	\$821,000
Week 13	\$360,128	\$991,427	\$755,387
Total	\$2,621,799	\$4,483,852	\$4,276,688

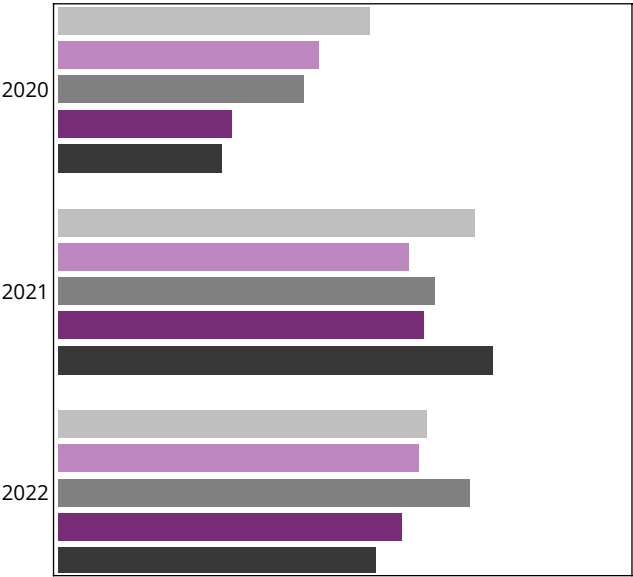
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	32,889	44,409	43,252
Week 10	29,570	39,964	42,374
Week 11	27,817	42,319	48,412
Week 12	19,380	42,466	39,895
Week 13	17,935	48,736	36,887
Total	127,591	217,894	210,820

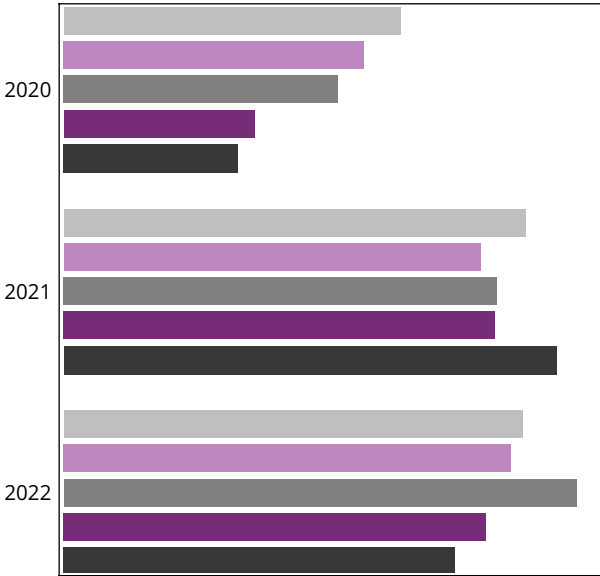
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$711,026	\$951,334	\$840,651
Week 10	\$596,044	\$800,341	\$823,797
Week 11	\$560,697	\$859,794	\$940,589
Week 12	\$395,881	\$833,650	\$783,982
Week 13	\$372,647	\$992,584	\$725,867
Total	\$2,636,295	\$4,437,704	\$4,114,887

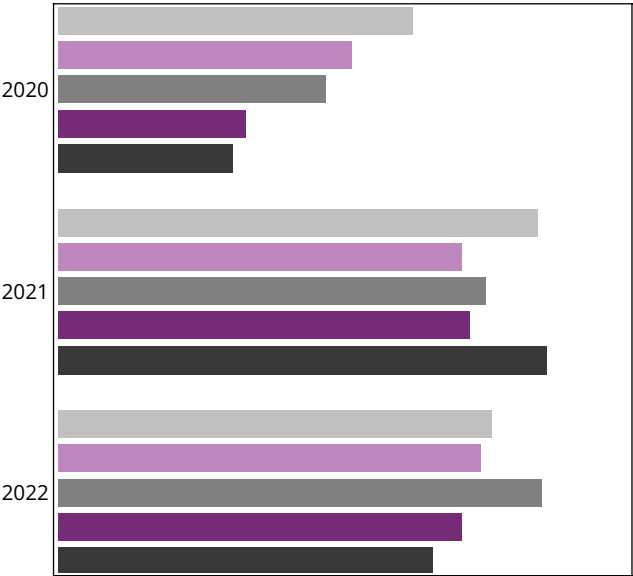
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	31,650	43,394	43,074
Week 10	28,214	39,149	41,988
Week 11	25,766	40,694	48,141
Week 12	17,910	40,512	39,649
Week 13	16,371	46,263	36,737
Total	119,911	210,012	209,589

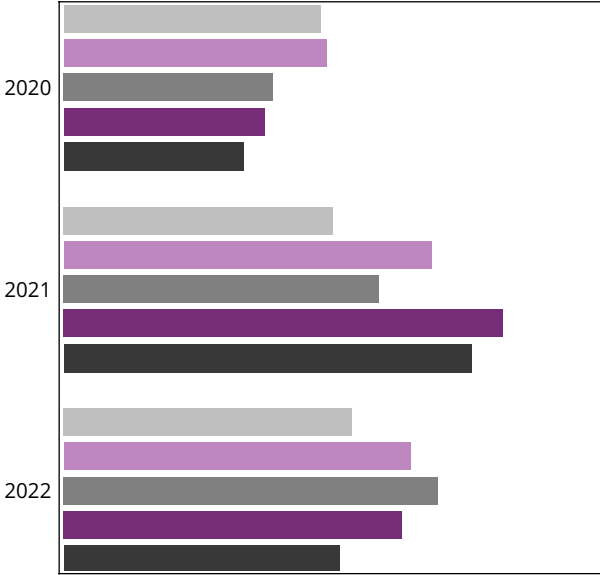
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$685,353	\$926,081	\$836,977
Week 10	\$566,461	\$779,846	\$816,712
Week 11	\$516,571	\$826,131	\$934,667
Week 12	\$362,952	\$794,794	\$779,515
Week 13	\$337,174	\$943,845	\$723,170
Total	\$2,468,509	\$4,270,698	\$4,091,040

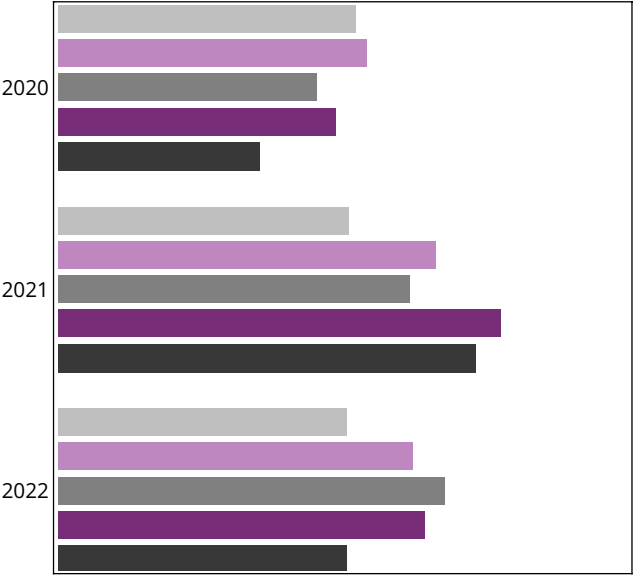
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 9	1,350	1,417	1,515
Week 10	1,381	1,933	1,824
Week 11	1,101	1,658	1,968
Week 12	1,057	2,311	1,780
Week 13	946	2,146	1,451
Total	5,835	9,465	8,538

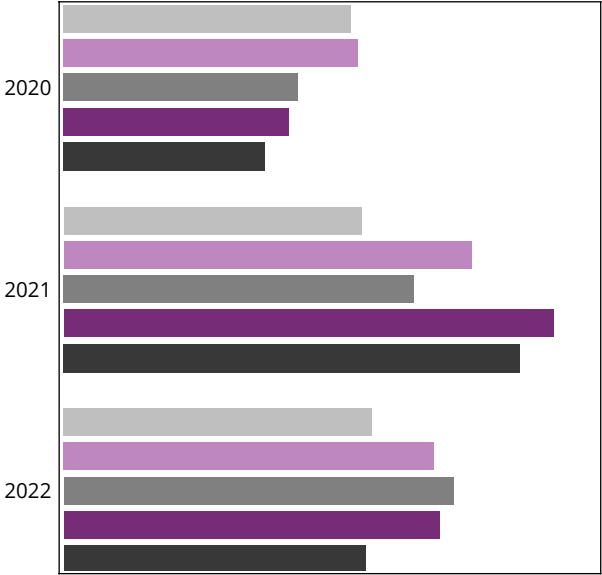
Value Sold (in millions of dollars)



	2020	2021	2022
Week 9	\$33,972	\$33,127	\$32,948
Week 10	\$35,172	\$43,075	\$40,512
Week 11	\$29,553	\$40,157	\$44,125
Week 12	\$31,658	\$50,567	\$41,843
Week 13	\$22,955	\$47,651	\$32,925
Total	\$153,310	\$214,577	\$192,354

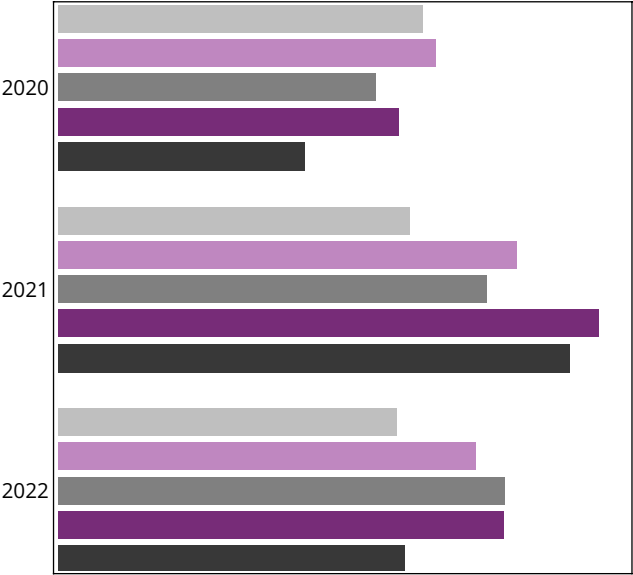
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 9	1,349	1,398	1,447
Week 10	1,381	1,916	1,738
Week 11	1,101	1,645	1,830
Week 12	1,057	2,301	1,764
Week 13	946	2,143	1,416
Total	5,834	9,403	8,195

Value Sold (in millions of dollars)



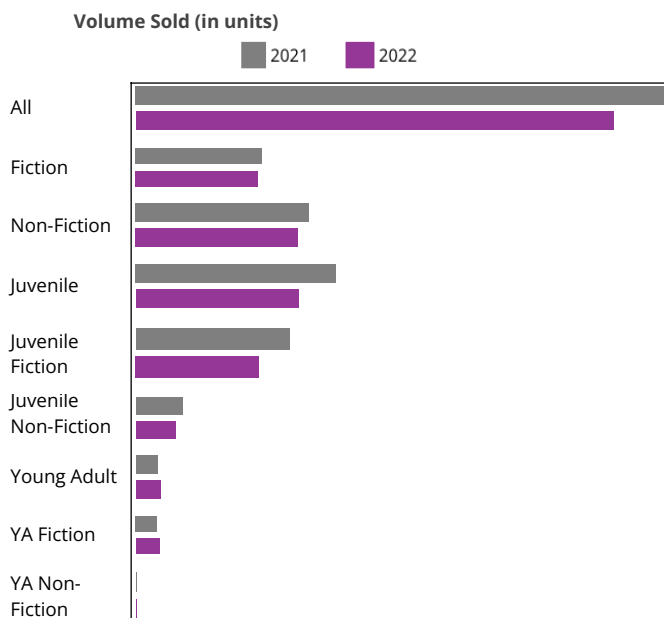
	2020	2021	2022
Week 9	\$33,952	\$32,693	\$31,513
Week 10	\$35,172	\$42,685	\$38,837
Week 11	\$29,553	\$39,858	\$41,595
Week 12	\$31,658	\$50,336	\$41,486
Week 13	\$22,955	\$47,582	\$32,217
Total	\$153,290	\$213,155	\$185,648

Year-to-Date Comparisons

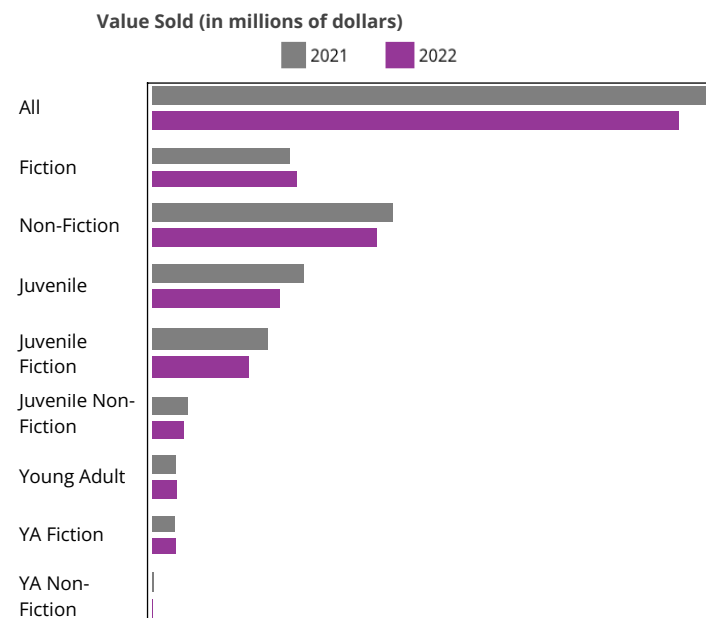
Week-ending dates:

	2021	2022
Week 13	2021-04-04	2022-04-03

All Market

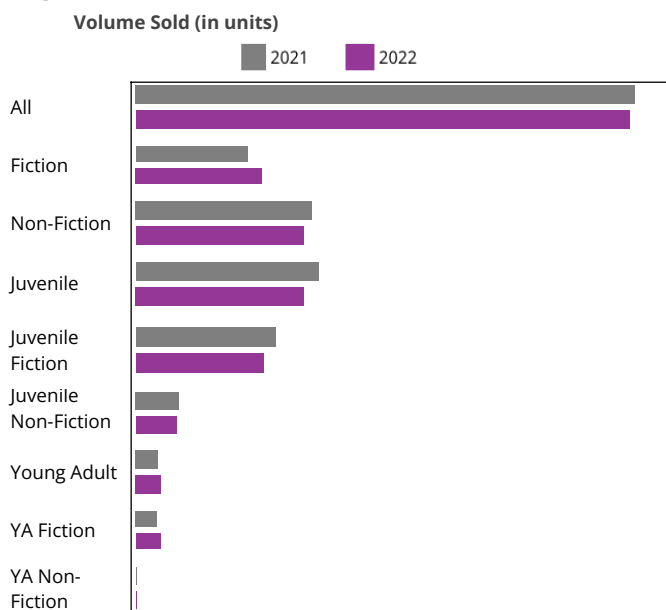


	2021	2022
All	12,354,081	11,170,808
Fiction	2,948,575	2,855,067
Non-Fiction	4,055,095	3,791,093
Juvenile	4,684,376	3,810,507
Juvenile Fiction	3,596,269	2,885,391
Juvenile Non-Fiction	1,088,107	925,116
Young Adult (YA)	513,717	574,039
YA Fiction	491,841	554,396
YA Non-Fiction	21,876	19,643

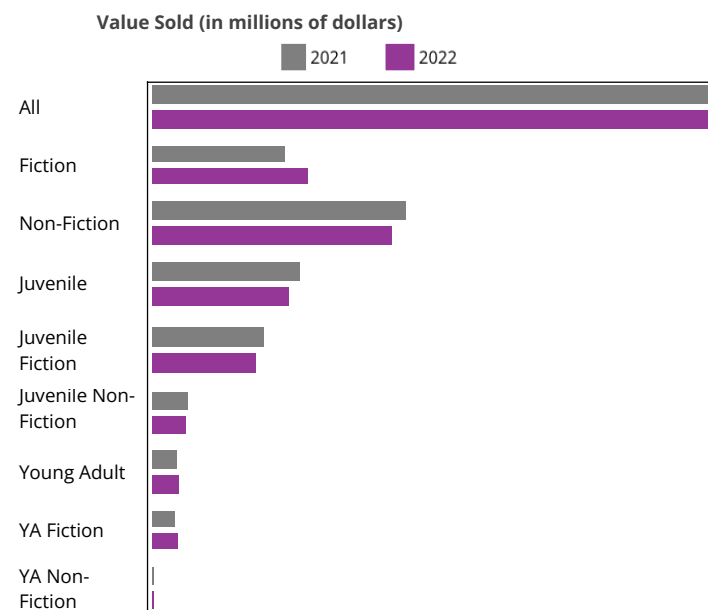


	2021	2022
All	\$253,526,253	\$238,817,604
Fiction	\$62,365,382	\$65,616,485
Non-Fiction	\$109,213,139	\$101,533,170
Juvenile	\$68,758,471	\$57,869,257
Juvenile Fiction	\$52,450,268	\$43,602,100
Juvenile Non-Fiction	\$16,308,203	\$14,267,156
Young Adult (YA)	\$10,533,513	\$11,226,416
YA Fiction	\$10,027,953	\$10,783,402
YA Non-Fiction	\$505,560	\$443,013

Ring Fence



	2021	2022
All	11,257,231	11,129,927
Fiction	2,514,473	2,846,671
Non-Fiction	3,969,926	3,776,308
Juvenile	4,124,059	3,796,402
Juvenile Fiction	3,145,735	2,874,080
Juvenile Non-Fiction	978,324	922,322
Young Adult (YA)	497,525	571,269
YA Fiction	476,533	552,186
YA Non-Fiction	20,992	19,083



	2021	2022
All	\$237,524,972	\$237,900,422
Fiction	\$55,723,441	\$65,419,736
Non-Fiction	\$106,983,140	\$101,097,561
Juvenile	\$62,003,208	\$57,651,615
Juvenile Fiction	\$47,120,296	\$43,429,180
Juvenile Non-Fiction	\$14,882,912	\$14,222,436
Young Adult (YA)	\$10,177,148	\$11,172,498
YA Fiction	\$9,691,939	\$10,741,083
YA Non-Fiction	\$485,209	\$431,414

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	
41	2020-10-11	2021-10-17	
42	2020-10-18	2021-10-24	
43	2020-10-25	2021-10-31	
44	2020-11-01	2021-11-07	
45	2020-11-08	2021-11-14	
46	2020-11-15	2021-11-21	
47	2020-11-22	2021-11-28	
48	2020-11-29	2021-12-05	
49	2020-12-06	2021-12-12	
50	2020-12-13	2021-12-19	
51	2020-12-20	2021-12-26	
52	2020-12-27	2022-01-02	
53	2021-01-03	N/A	