

SalesData Market Report: November 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 April 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.

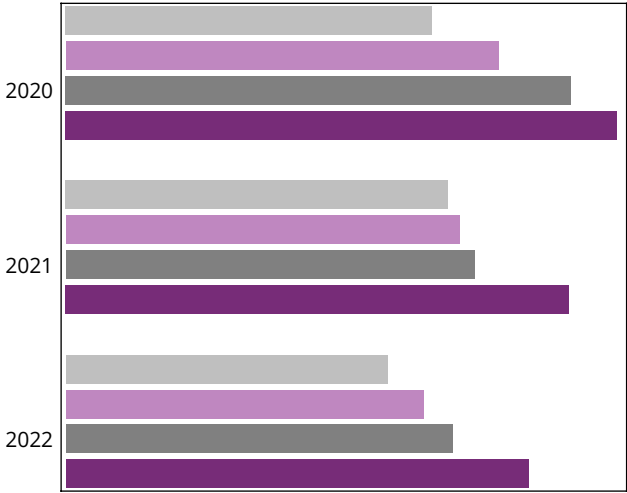
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 44	2020-11-08	2021-11-07	2022-11-06
Week 45	2020-11-15	2021-11-14	2022-11-13
Week 46	2020-11-22	2021-11-21	2022-11-20
Week 47	2020-11-29	2021-11-28	2022-11-27

Month-to-Month Comparisons

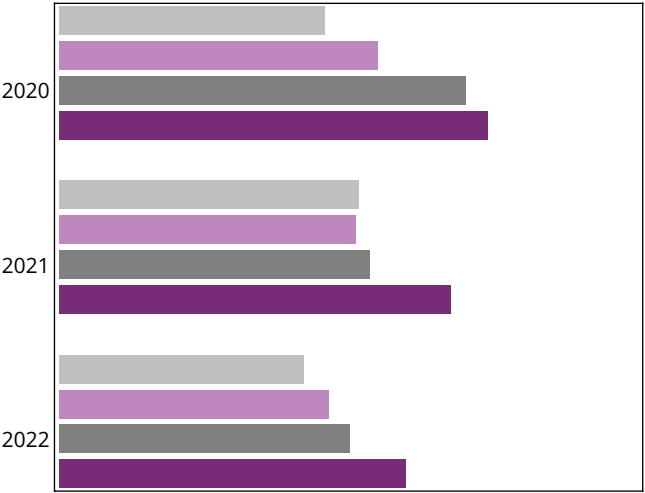
All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	1,184,823	1,237,567	1,040,960
Week 45	1,400,527	1,275,028	1,158,533
Week 46	1,635,621	1,323,083	1,252,188
Week 47	1,784,343	1,628,553	1,497,517
Total	6,005,314	5,464,231	4,949,198

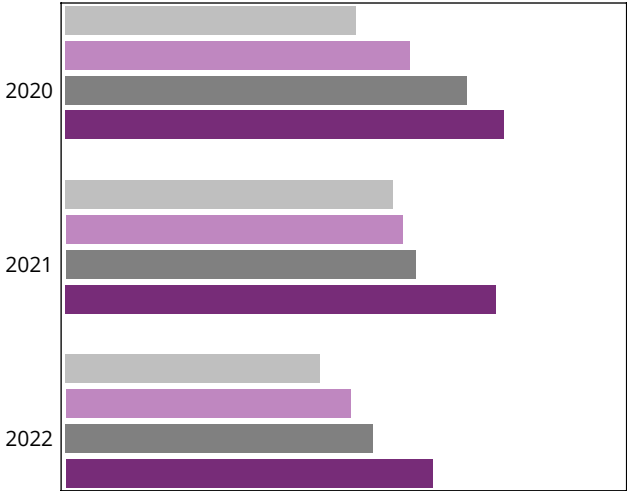
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$25,246,265	\$28,456,949	\$23,197,920
Week 45	\$30,294,689	\$28,189,755	\$25,571,684
Week 46	\$38,648,629	\$29,544,035	\$27,646,002
Week 47	\$40,747,161	\$37,211,506	\$32,881,496
Total	\$134,936,744	\$123,402,245	\$109,297,102

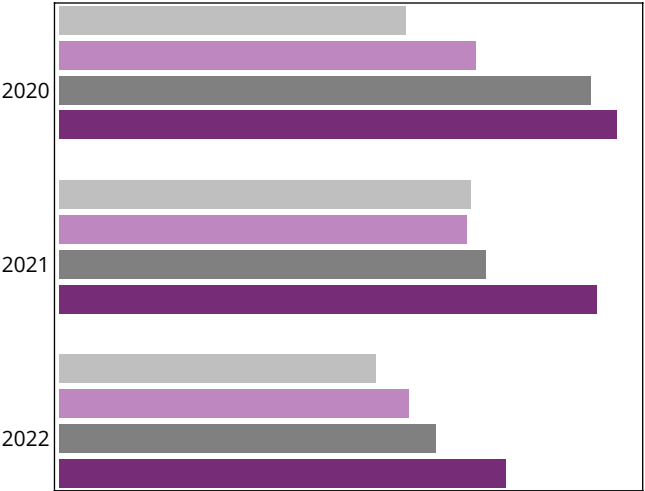
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	1,096,413	1,235,419	960,506
Week 45	1,299,740	1,272,131	1,074,213
Week 46	1,514,943	1,320,471	1,159,708
Week 47	1,654,551	1,625,109	1,385,314
Total	5,565,647	5,453,130	4,579,741

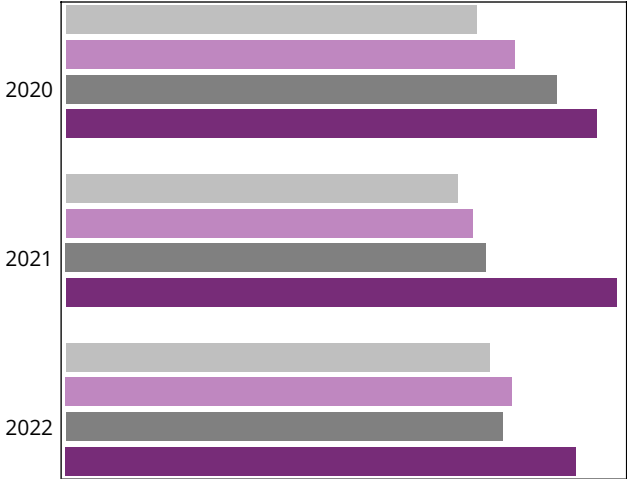
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$23,910,994	\$28,406,351	\$21,876,170
Week 45	\$28,760,205	\$28,126,841	\$24,118,975
Week 46	\$36,694,138	\$29,486,736	\$26,014,445
Week 47	\$38,554,778	\$37,130,706	\$30,860,263
Total	\$127,920,115	\$123,150,633	\$102,869,853

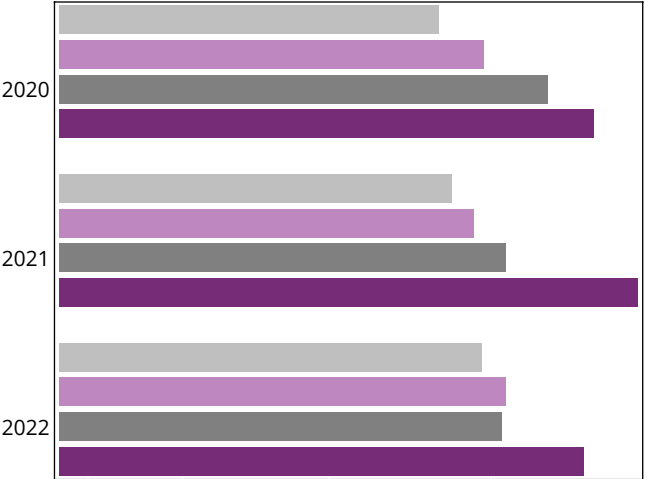
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	258,513	246,677	266,721
Week 45	282,395	255,886	280,848
Week 46	308,879	264,366	274,952
Week 47	333,908	346,709	321,074
Total	1,183,695	1,113,638	1,143,595

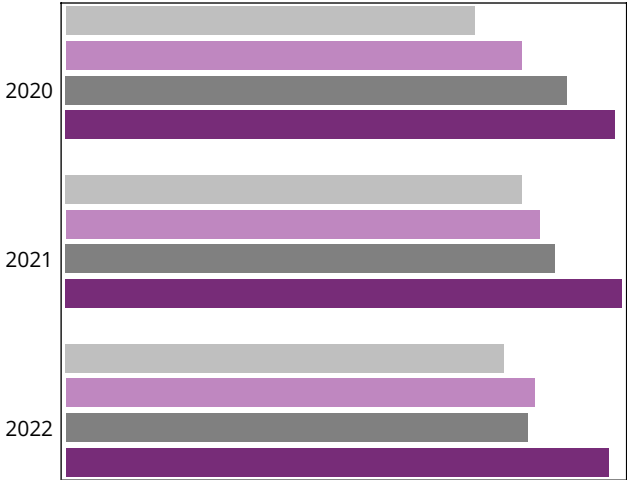
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$5,696,243	\$5,906,324	\$6,342,407
Week 45	\$6,380,313	\$6,232,206	\$6,705,615
Week 46	\$7,334,291	\$6,715,213	\$6,649,786
Week 47	\$8,035,038	\$9,263,867	\$7,876,596
Total	\$27,445,885	\$28,117,610	\$27,574,403

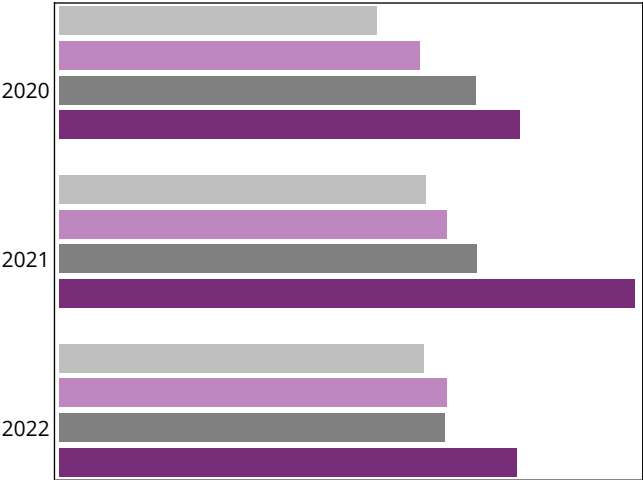
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	220,364	246,184	236,370
Week 45	245,894	255,393	252,878
Week 46	270,384	263,810	249,054
Week 47	296,323	346,032	292,816
Total	1,032,965	1,111,419	1,031,118

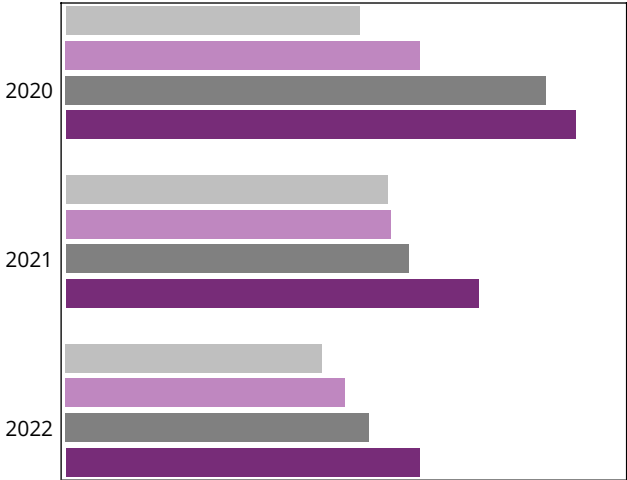
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$5,098,085	\$5,893,942	\$5,859,953
Week 45	\$5,794,248	\$6,220,466	\$6,223,351
Week 46	\$6,692,887	\$6,701,595	\$6,185,851
Week 47	\$7,395,901	\$9,246,940	\$7,354,043
Total	\$24,981,122	\$28,062,943	\$25,623,198

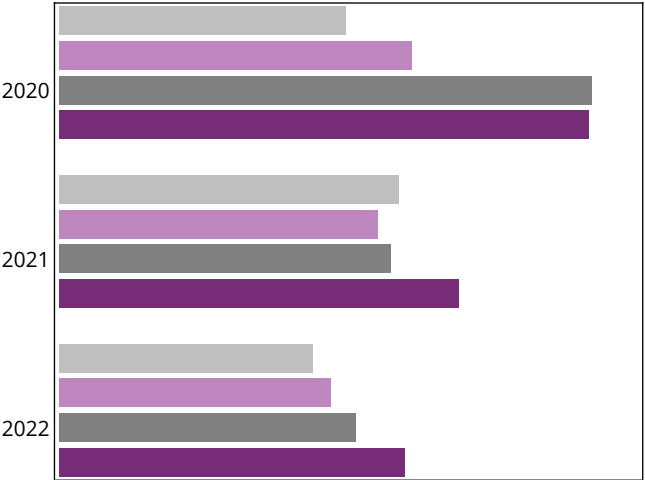
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	369,613	404,555	322,613
Week 45	446,085	408,393	351,620
Week 46	604,551	431,528	381,588
Week 47	641,324	519,676	445,012
Total	2,061,573	1,764,152	1,500,833

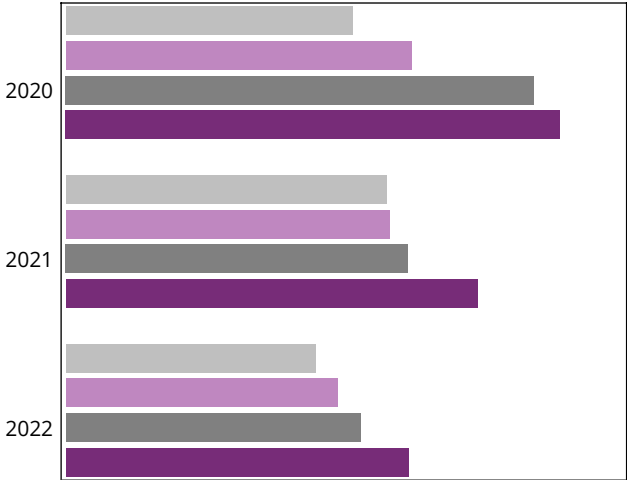
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$10,393,203	\$12,302,393	\$9,197,285
Week 45	\$12,774,221	\$11,536,902	\$9,842,635
Week 46	\$19,316,626	\$12,031,925	\$10,773,029
Week 47	\$19,222,918	\$14,508,998	\$12,544,021
Total	\$61,706,968	\$50,380,217	\$42,356,969

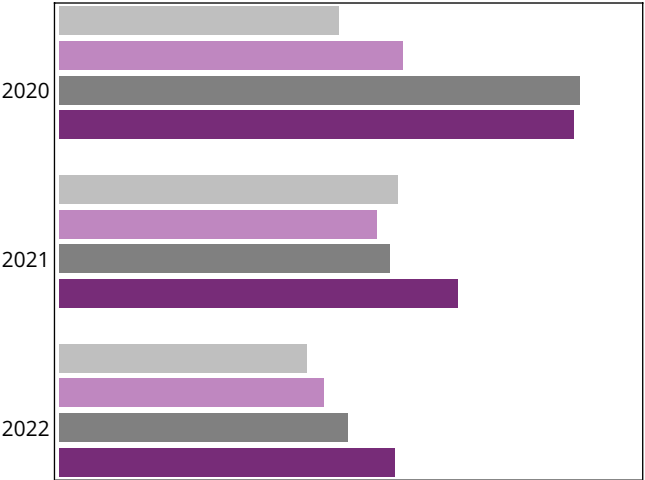
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	361,160	403,669	314,201
Week 45	435,406	407,386	341,846
Week 46	589,459	430,610	370,720
Week 47	622,088	518,318	431,636
Total	2,008,113	1,759,983	1,458,403

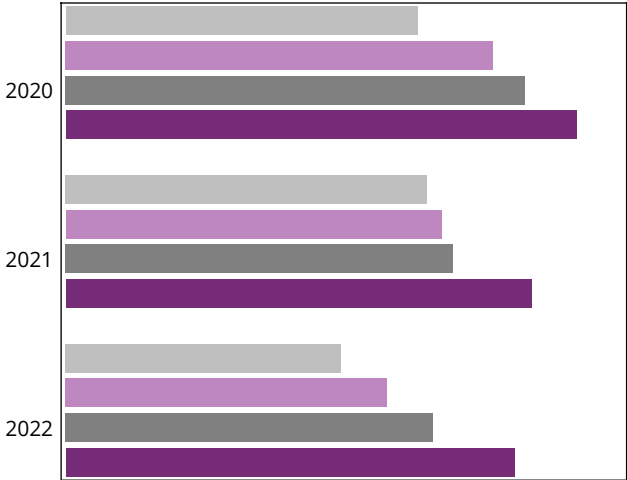
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$10,155,541	\$12,276,104	\$8,976,197
Week 45	\$12,476,784	\$11,507,098	\$9,579,806
Week 46	\$18,865,242	\$12,006,504	\$10,476,488
Week 47	\$18,657,791	\$14,467,775	\$12,170,718
Total	\$60,155,357	\$50,257,481	\$41,203,210

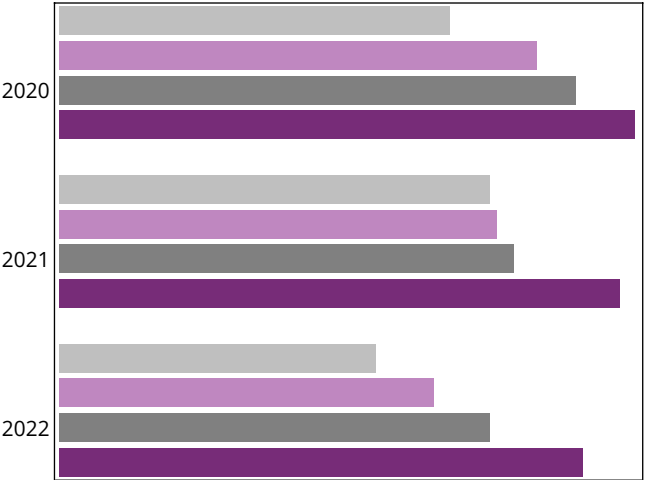
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	506,196	519,859	395,683
Week 45	614,557	540,356	461,999
Week 46	660,583	557,003	528,335
Week 47	734,505	669,844	645,702
Total	2,515,841	2,287,062	2,031,719

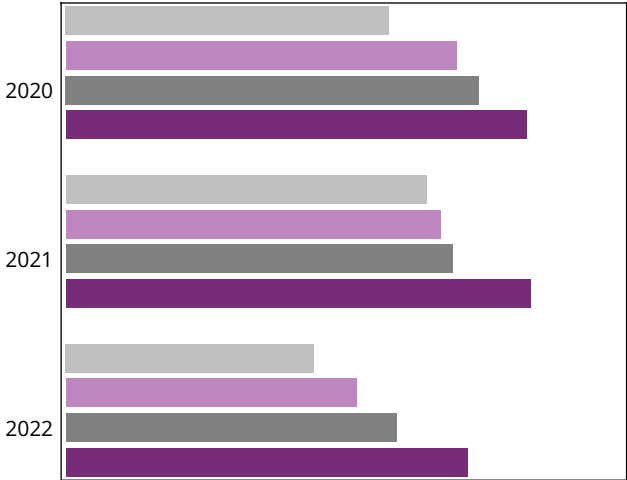
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$8,099,542	\$8,914,018	\$6,565,526
Week 45	\$9,895,492	\$9,070,132	\$7,758,364
Week 46	\$10,716,899	\$9,431,021	\$8,922,122
Week 47	\$11,937,759	\$11,626,776	\$10,842,581
Total	\$40,649,692	\$39,041,947	\$34,088,593

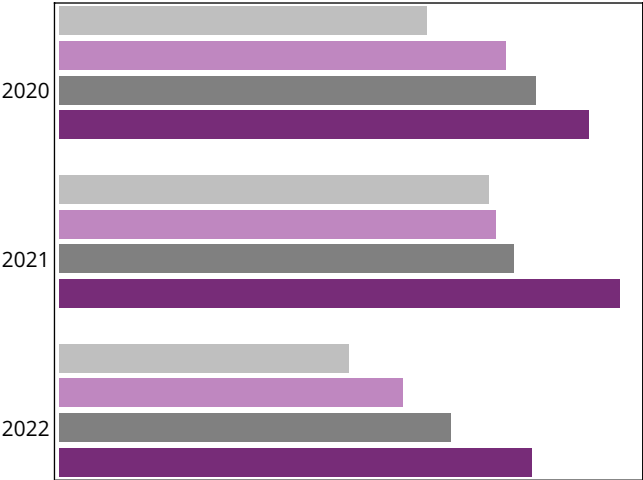
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	464,976	519,224	357,115
Week 45	561,758	539,175	418,462
Week 46	594,552	556,061	475,713
Week 47	663,025	668,729	578,241
Total	2,284,311	2,283,189	1,829,531

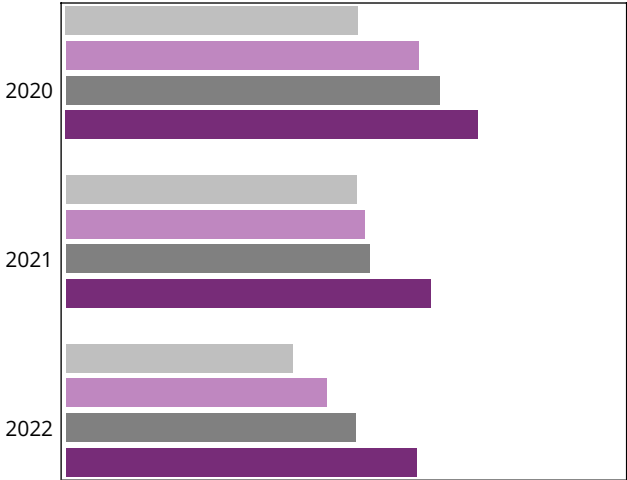
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$7,612,903	\$8,904,524	\$6,011,312
Week 45	\$9,260,627	\$9,052,730	\$7,116,867
Week 46	\$9,875,466	\$9,416,417	\$8,121,174
Week 47	\$10,984,741	\$11,609,871	\$9,786,466
Total	\$37,733,737	\$38,983,542	\$31,035,819

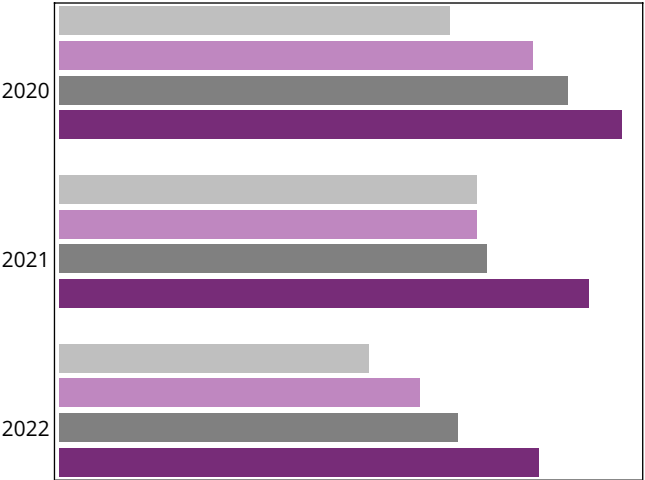
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	394,188	392,367	305,769
Week 45	475,813	402,877	351,632
Week 46	504,032	409,968	390,590
Week 47	555,720	491,996	473,055
Total	1,929,753	1,697,208	1,521,046

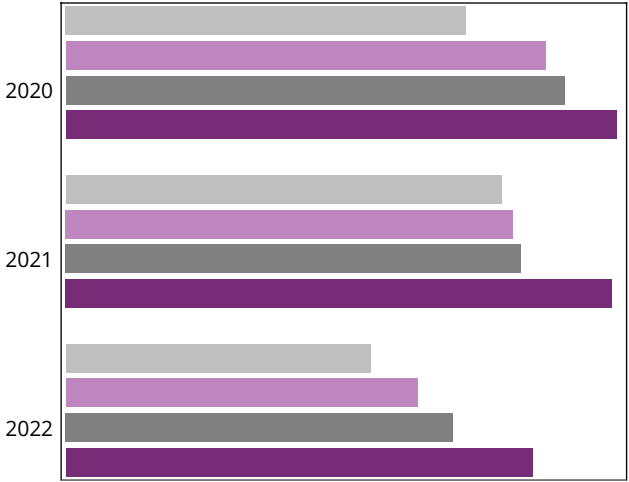
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$6,275,855	\$6,700,797	\$4,970,994
Week 45	\$7,608,469	\$6,700,797	\$5,785,050
Week 46	\$8,164,409	\$6,869,726	\$6,406,191
Week 47	\$9,034,517	\$8,507,448	\$7,706,364
Total	\$31,083,250	\$28,778,768	\$24,868,598

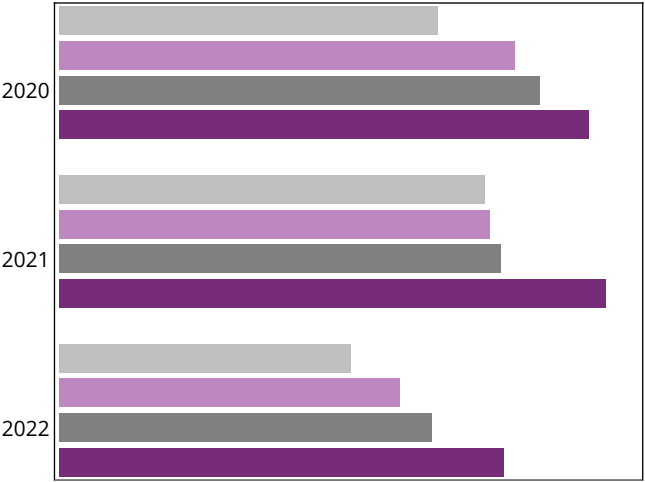
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	359,772	391,848	274,215
Week 45	431,536	401,934	316,163
Week 46	448,240	409,218	348,178
Week 47	494,925	491,062	419,807
Total	1,734,473	1,694,062	1,358,363

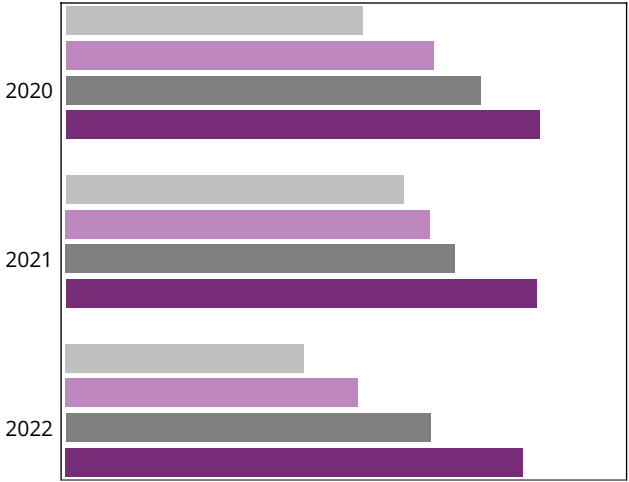
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$5,882,910	\$6,613,005	\$4,535,122
Week 45	\$7,089,547	\$6,687,478	\$5,288,984
Week 46	\$7,465,982	\$6,858,654	\$5,792,387
Week 47	\$8,235,380	\$8,493,680	\$6,904,287
Total	\$28,673,818	\$28,652,817	\$22,520,780

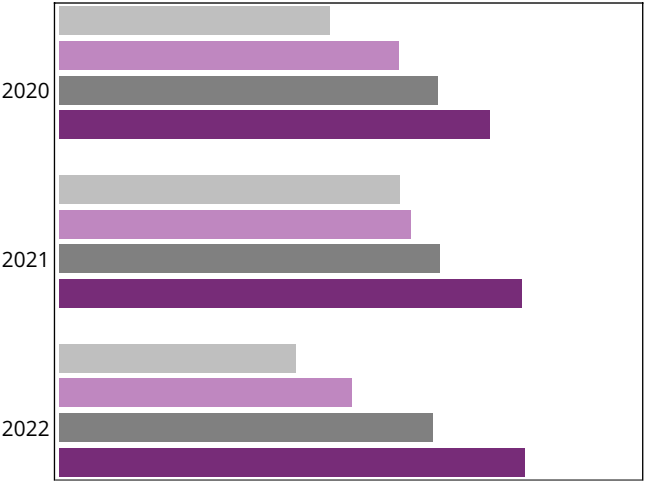
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	112,008	127,492	89,914
Week 45	138,744	137,479	110,367
Week 46	156,551	147,035	137,745
Week 47	178,785	177,848	172,647
Total	586,088	589,854	510,673

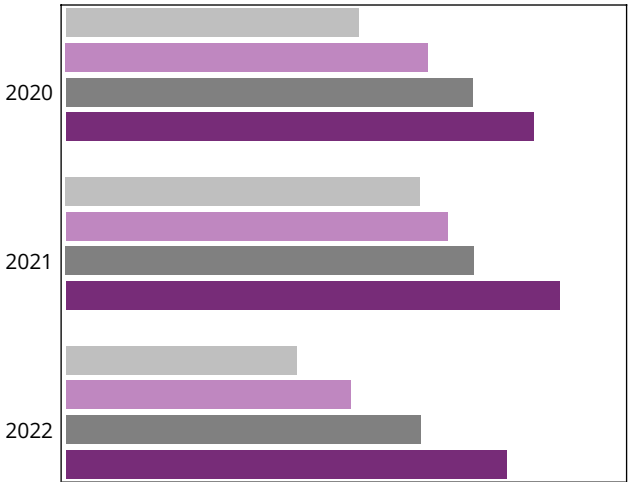
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$1,823,687	\$2,293,274	\$1,594,532
Week 45	\$2,287,023	\$2,369,335	\$1,973,314
Week 46	\$2,552,490	\$2,561,295	\$2,515,931
Week 47	\$2,903,242	\$3,119,327	\$3,136,218
Total	\$9,566,442	\$10,343,231	\$9,219,995

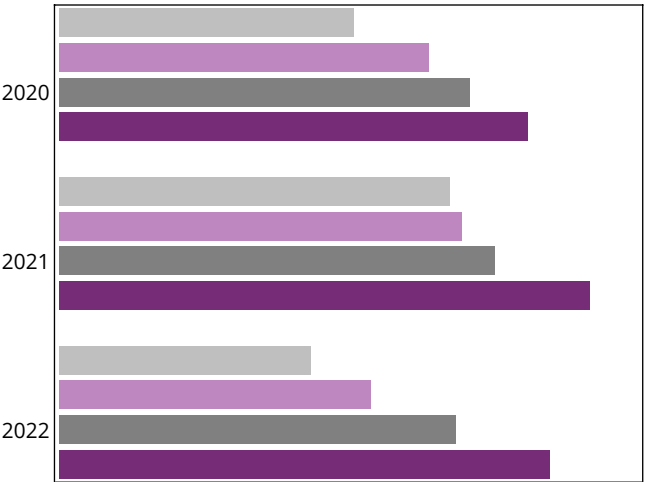
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	105,204	127,376	82,900
Week 45	130,222	137,241	102,299
Week 46	146,312	146,843	127,535
Week 47	168,100	177,667	158,434
Total	549,838	589,127	471,168

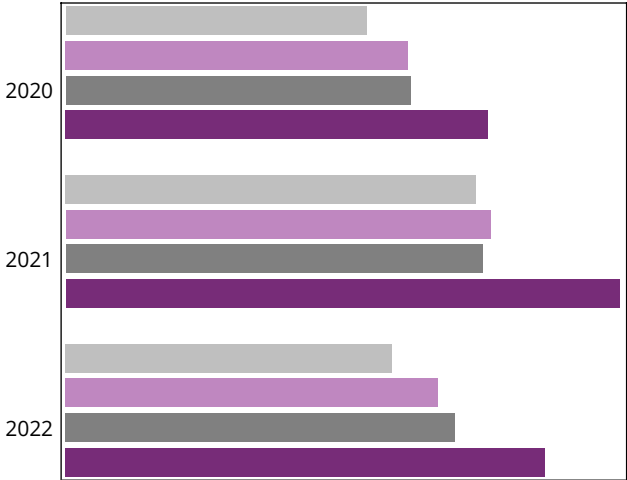
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$1,729,993	\$2,291,519	\$1,476,190
Week 45	\$2,171,080	\$2,365,252	\$1,827,883
Week 46	\$2,409,484	\$2,557,763	\$2,328,787
Week 47	\$2,749,361	\$3,116,191	\$2,882,179
Total	\$9,059,918	\$10,330,725	\$8,515,039

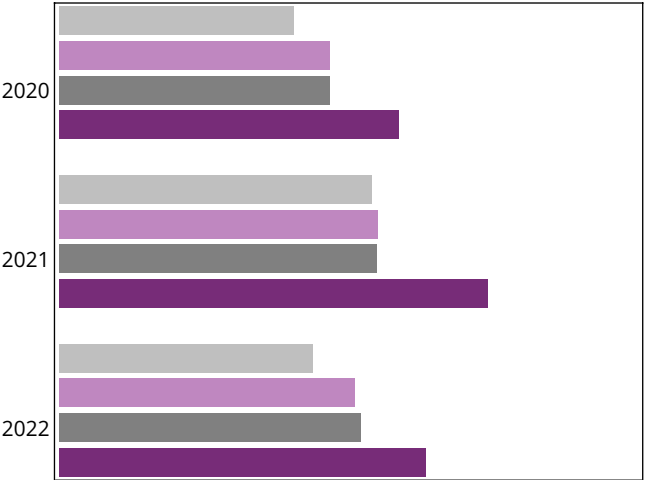
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	37,838	51,611	41,046
Week 45	43,078	53,439	46,839
Week 46	43,404	52,460	48,983
Week 47	53,126	69,670	60,301
Total	177,446	227,180	197,169

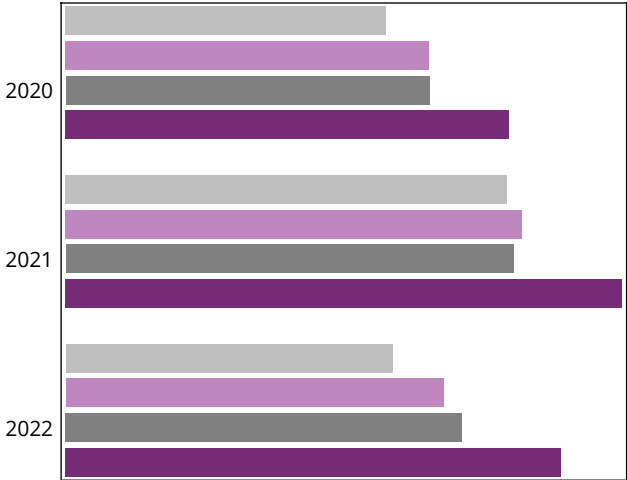
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$790,395	\$1,054,030	\$855,170
Week 45	\$910,621	\$1,073,493	\$994,555
Week 46	\$910,850	\$1,070,563	\$1,016,612
Week 47	\$1,143,583	\$1,442,722	\$1,233,701
Total	\$3,755,449	\$4,640,808	\$4,100,038

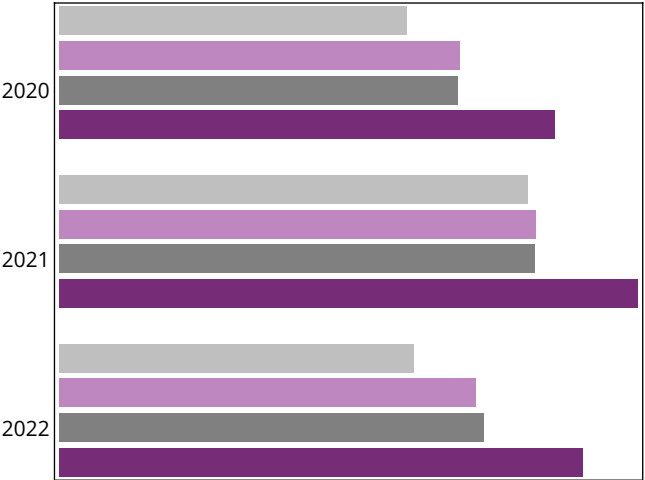
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	37,437	51,554	38,185
Week 45	42,459	53,312	44,156
Week 46	42,521	52,352	46,288
Week 47	51,803	69,474	57,897
Total	174,220	226,692	186,526

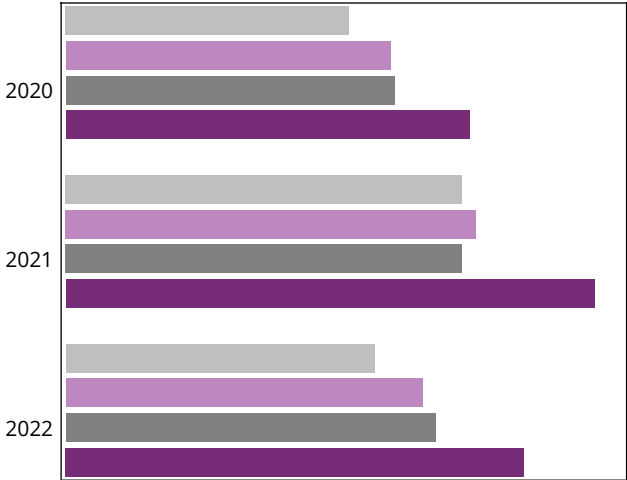
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$781,418	\$1,052,868	\$795,631
Week 45	\$898,355	\$1,071,113	\$934,299
Week 46	\$894,256	\$1,068,473	\$952,923
Week 47	\$1,111,920	\$1,438,794	\$1,176,457
Total	\$3,685,949	\$4,631,249	\$3,859,311

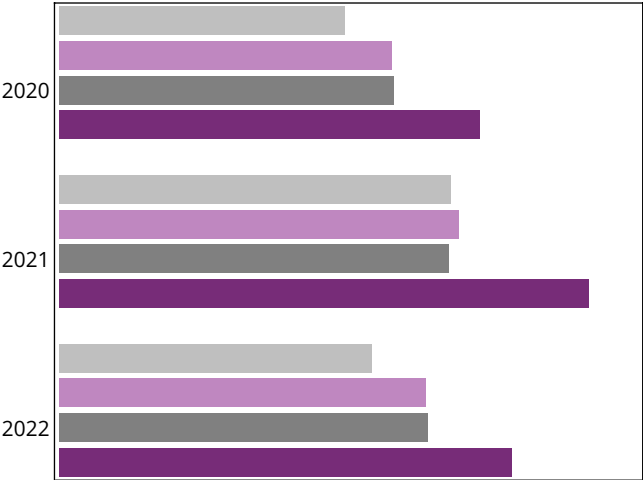
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	35,635	49,876	38,886
Week 45	40,906	51,637	44,904
Week 46	41,409	49,884	46,538
Week 47	50,839	66,570	57,664
Total	168,789	217,967	187,992

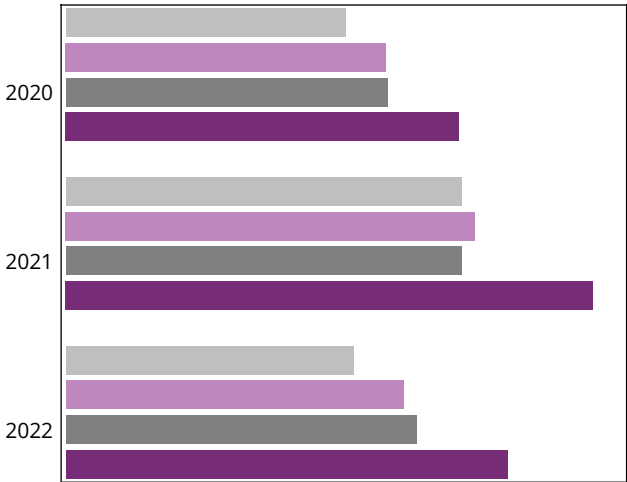
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$739,513	\$1,014,002	\$809,252
Week 45	\$860,331	\$1,034,080	\$950,966
Week 46	\$866,282	\$1,010,259	\$955,573
Week 47	\$1,090,829	\$1,371,254	\$1,171,701
Total	\$3,556,955	\$4,429,595	\$3,887,492

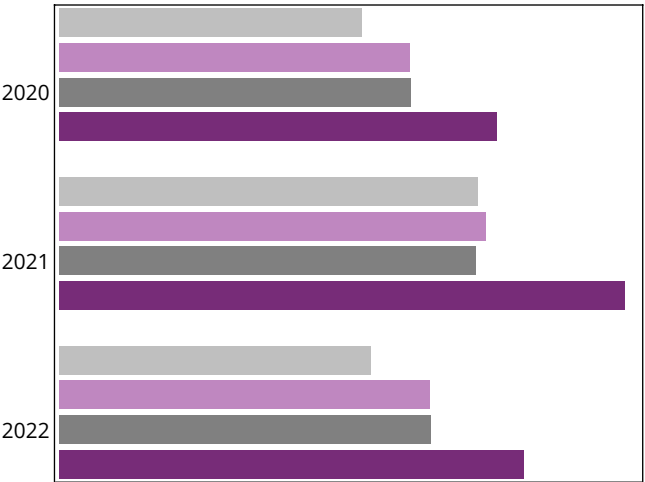
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	35,234	49,822	36,244
Week 45	40,287	51,513	42,484
Week 46	40,526	49,783	44,135
Week 47	49,518	66,385	55,626
Total	165,565	217,503	178,489

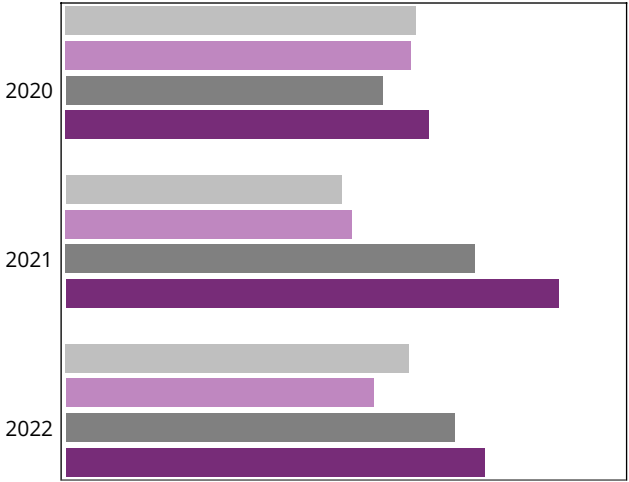
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$730,536	\$1,012,920	\$754,116
Week 45	\$848,065	\$1,031,765	\$896,331
Week 46	\$849,688	\$1,008,346	\$899,285
Week 47	\$1,059,234	\$1,367,585	\$1,124,337
Total	\$3,487,523	\$4,420,616	\$3,674,069

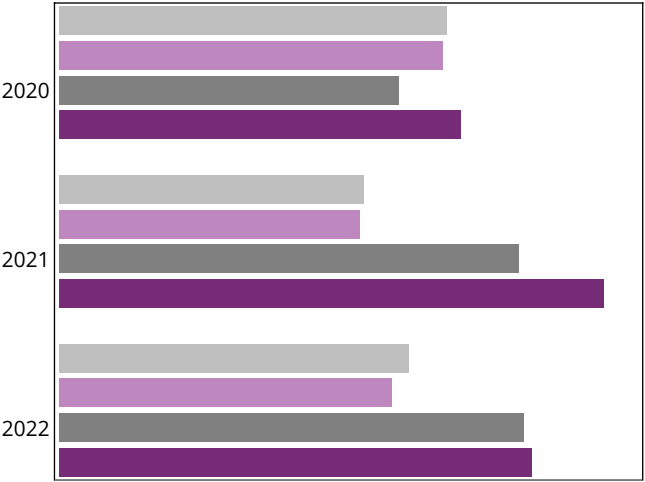
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 44	2,203	1,735	2,160
Week 45	2,172	1,802	1,935
Week 46	1,995	2,576	2,445
Week 47	2,287	3,100	2,637
Total	8,657	9,213	9,177

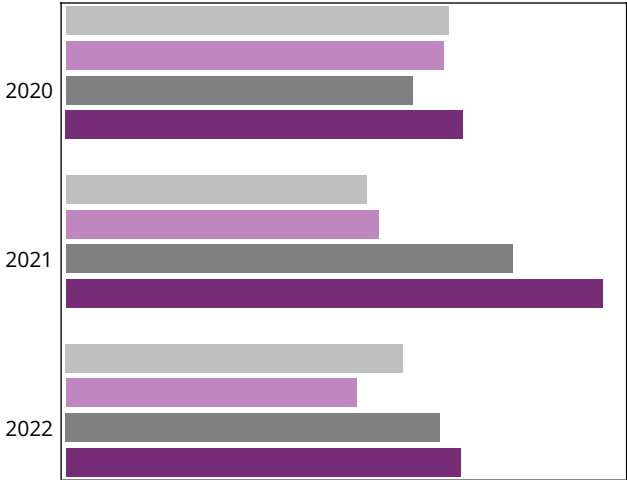
Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$50,882	\$40,029	\$45,918
Week 45	\$50,290	\$39,413	\$43,590
Week 46	\$44,567	\$60,304	\$61,039
Week 47	\$52,754	\$71,468	\$61,999
Total	\$198,494	\$211,213	\$212,546

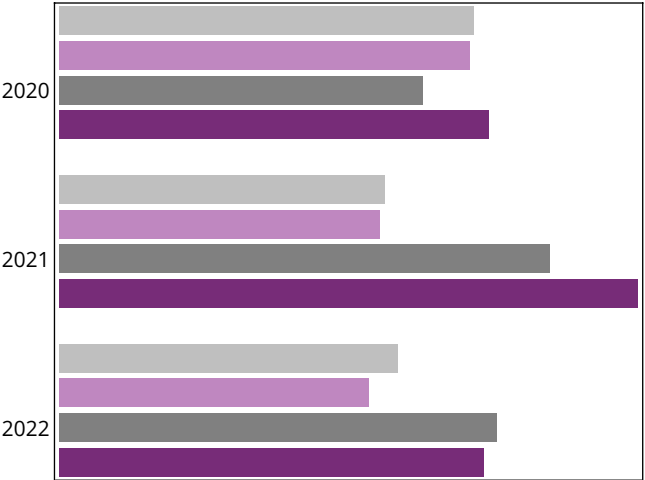
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 44	2,203	1,732	1,941
Week 45	2,172	1,799	1,672
Week 46	1,995	2,569	2,153
Week 47	2,285	3,089	2,271
Total	8,655	9,189	8,037

Value Sold (in millions of dollars)



	2020	2021	2022
Week 44	\$50,882	\$39,948	\$41,516
Week 45	\$50,290	\$39,348	\$37,968
Week 46	\$44,567	\$60,127	\$53,639
Week 47	\$52,686	\$71,209	\$52,120
Total	\$198,426	\$210,632	\$185,242

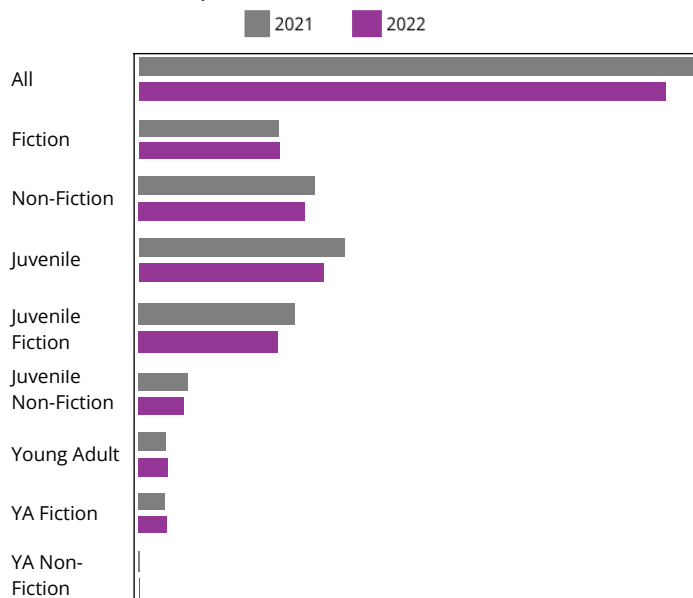
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 47	2021-11-28	2022-11-27

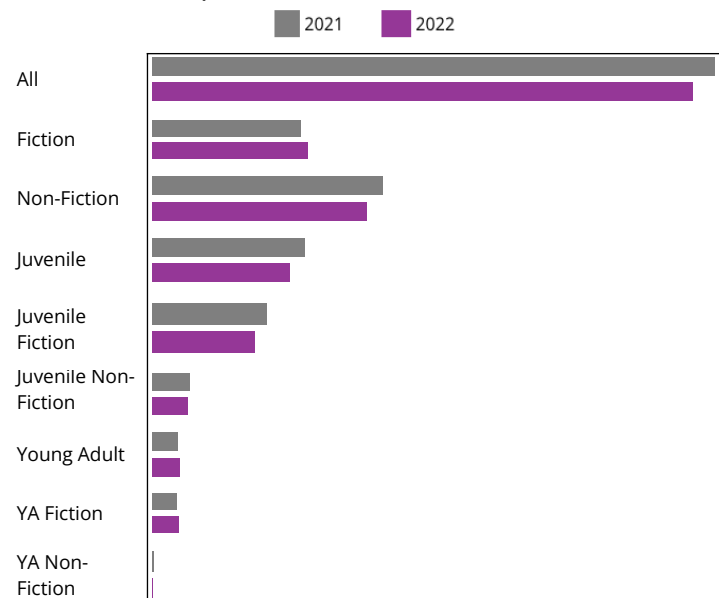
All Market

Volume Sold (in units)



	2021	2022
All	44,904,093	42,634,122
Fiction	11,309,635	11,396,680
Non-Fiction	14,272,789	13,443,325
Juvenile	16,631,358	14,935,812
Juvenile Fiction	12,635,407	11,270,359
Juvenile Non-Fiction	3,995,951	3,665,453
Young Adult (YA)	2,189,122	2,353,886
YA Fiction	2,105,278	2,280,305
YA Non-Fiction	83,844	73,581

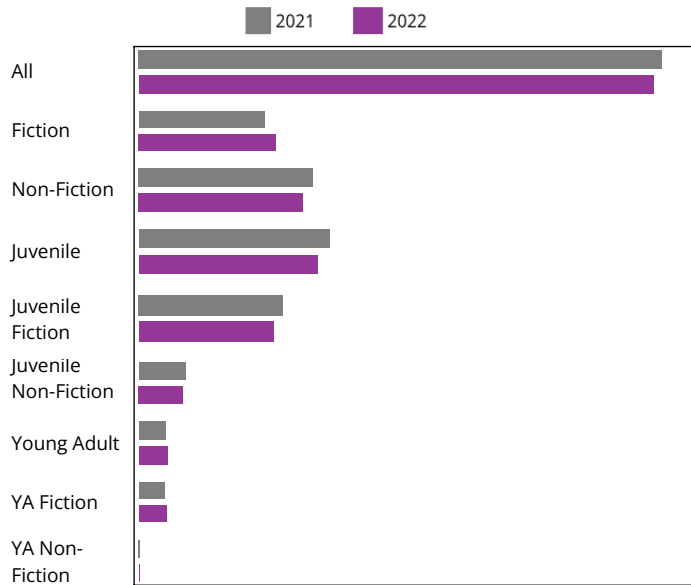
Value Sold (in millions of dollars)



	2021	2022
All	\$949,011,575	\$913,035,326
Fiction	\$251,162,053	\$263,273,405
Non-Fiction	\$388,499,460	\$362,467,719
Juvenile	\$256,824,236	\$232,620,798
Juvenile Fiction	\$193,394,669	\$172,457,881
Juvenile Non-Fiction	\$63,429,567	\$60,162,917
Young Adult (YA)	\$43,554,142	\$45,911,184
YA Fiction	\$41,615,514	\$44,224,533
YA Non-Fiction	\$1,938,628	\$1,686,651

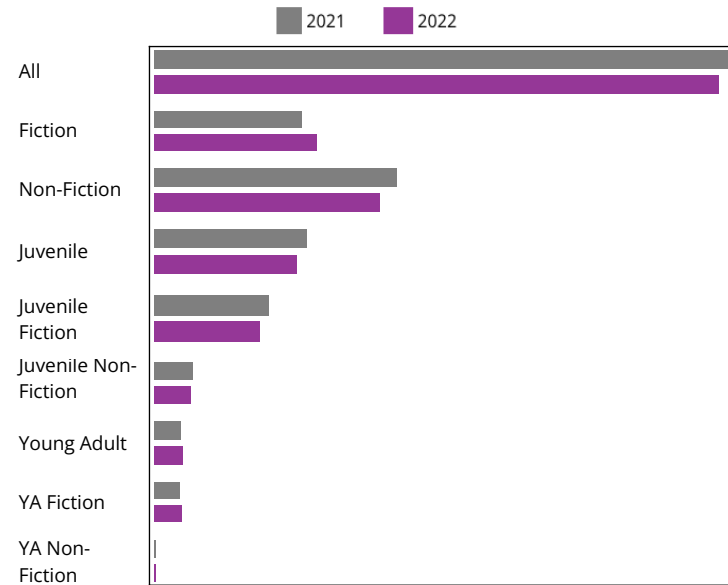
Ring Fence

Volume Sold (in units)



	2021	2022
All	42,330,870	41,633,047
Fiction	10,172,713	11,093,476
Non-Fiction	14,082,840	13,275,776
Juvenile	15,430,172	14,453,053
Juvenile Fiction	11,659,883	10,892,176
Juvenile Non-Fiction	3,770,289	3,560,877
Young Adult (YA)	2,147,260	2,317,430
YA Fiction	2,064,352	2,247,581
YA Non-Fiction	82,908	69,849

Value Sold (in millions of dollars)



	2021	2022
All	\$911,055,929	\$894,973,125
Fiction	\$233,231,266	\$257,735,041
Non-Fiction	\$383,734,781	\$357,916,776
Juvenile	\$242,456,603	\$225,566,861
Juvenile Fiction	\$182,043,901	\$167,128,074
Juvenile Non-Fiction	\$60,412,702	\$58,438,787
Young Adult (YA)	\$42,715,464	\$45,171,917
YA Fiction	\$40,794,086	\$43,564,346
YA Non-Fiction	\$1,921,378	\$1,607,571

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