

SalesData Market Report: October 2022

Table of Contents

3	Introduction
3	Report Weeks
4	Month-to-Month Comparisons
4	All Market
5	Ring Fence Market
6	Fiction: All Market
7	Fiction: Ring Fence Market
8	Non-Fiction: All Market
9	Non-Fiction: Ring Fence Market
10	Juvenile: All Market
11	Juvenile: Ring Fence Market
12	Juvenile Fiction: All Market
13	Juvenile Fiction: Ring Fence Market
14	Juvenile Non-Fiction: All Market
15	Juvenile Non-Fiction: Ring Fence Market
16	Young Adult: All Market
17	Young Adult: Ring Fence Market
18	Young Adult Fiction: All Market
19	Young Adult Fiction: Ring Fence Market
20	Young Adult Non-Fiction: All Market
21	Young Adult Non-Fiction: Ring Fence Market
22	Year-to-Date Comparisons
24	Report Week Numbers

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 40	2020-10-04	2021-10-10	2022-10-09
Week 41	2020-10-11	2021-10-17	2022-10-16
Week 42	2020-10-18	2021-10-24	2022-10-23
Week 43	2020-10-25	2021-10-31	2022-10-30

Month-to-Month Comparisons

All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	1,029,688	925,825	916,170
Week 41	1,015,083	915,042	895,457
Week 42	1,049,030	1,025,850	1,029,150
Week 43	1,139,671	1,040,446	1,007,033
Total	4,233,472	3,907,163	3,847,810

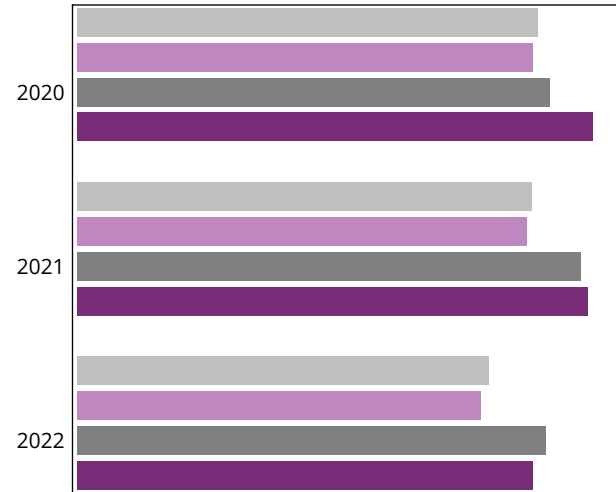
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$21,389,727	\$20,200,542	\$19,747,512
Week 41	\$21,401,191	\$20,121,608	\$19,625,353
Week 42	\$22,187,286	\$22,581,486	\$22,796,043
Week 43	\$23,929,405	\$23,407,678	\$22,411,573
Total	\$88,907,610	\$86,311,314	\$84,580,482

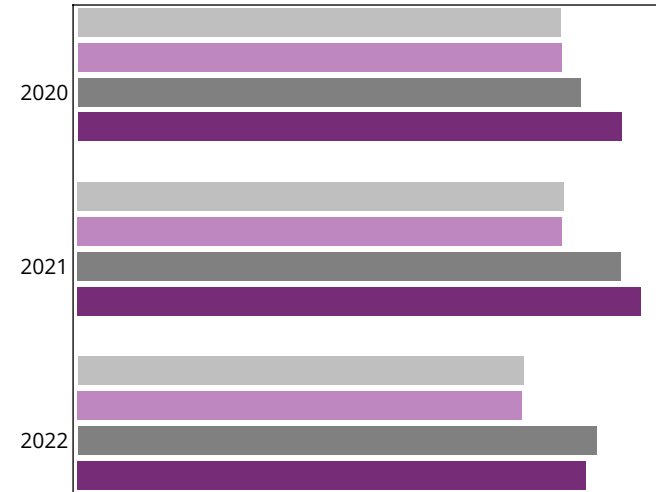
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	936,672	923,860	836,586
Week 41	925,031	913,166	820,833
Week 42	960,015	1,023,516	951,729
Week 43	1,047,114	1,038,235	925,847
Total	3,868,832	3,898,777	3,534,995

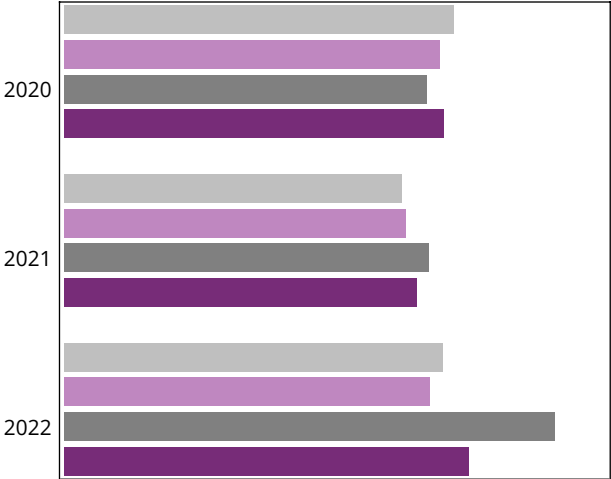
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$20,006,089	\$20,157,556	\$18,469,587
Week 41	\$20,049,452	\$20,081,103	\$18,420,421
Week 42	\$20,846,868	\$22,521,439	\$21,502,407
Week 43	\$22,542,131	\$23,356,967	\$21,062,270
Total	\$83,444,541	\$86,117,065	\$79,454,686

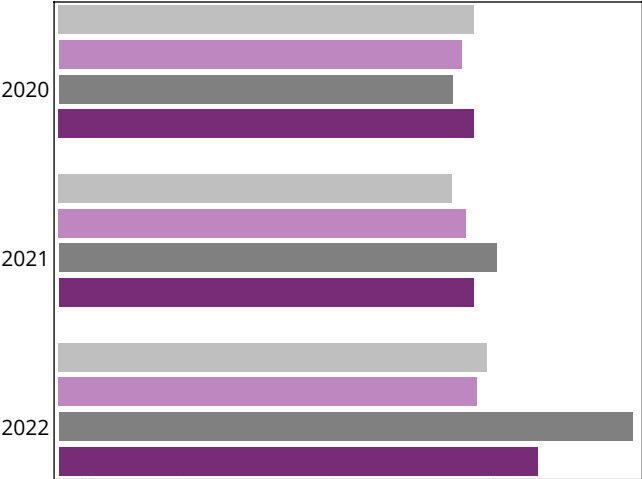
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	251,808	218,060	244,445
Week 41	242,579	220,978	236,115
Week 42	234,366	235,510	317,290
Week 43	245,221	227,822	261,696
Total	973,974	902,370	1,059,546

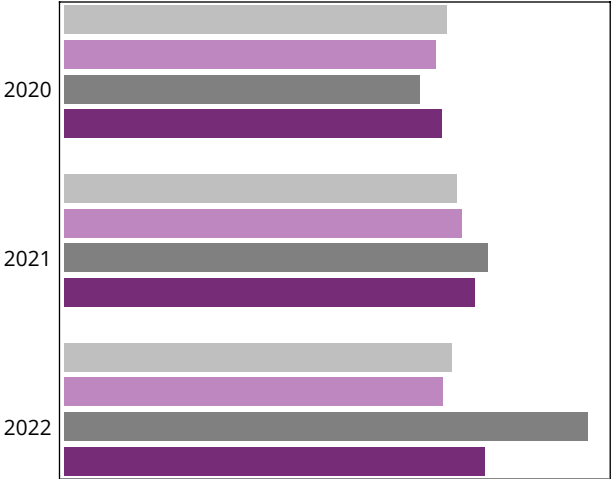
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$5,521,653	\$5,229,233	\$5,696,585
Week 41	\$5,355,283	\$5,418,453	\$5,565,360
Week 42	\$5,238,957	\$5,825,665	\$7,632,443
Week 43	\$5,524,333	\$5,513,595	\$6,365,714
Total	\$21,640,225	\$21,986,946	\$25,260,103

Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	211,910	217,549	214,978
Week 41	205,801	220,440	209,484
Week 42	197,075	234,955	290,295
Week 43	209,233	227,339	233,200
Total	824,019	900,283	947,957

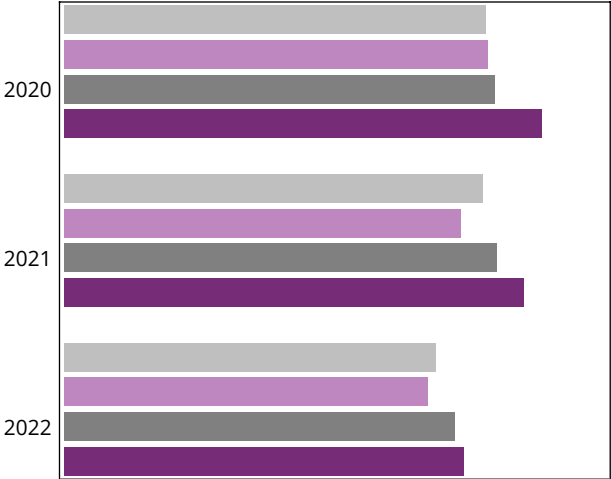
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$4,893,956	\$5,216,862	\$5,205,668
Week 41	\$4,762,361	\$5,405,352	\$5,106,458
Week 42	\$4,632,226	\$5,812,246	\$7,143,446
Week 43	\$4,934,860	\$5,501,888	\$5,870,559
Total	\$19,223,403	\$21,936,349	\$23,326,131

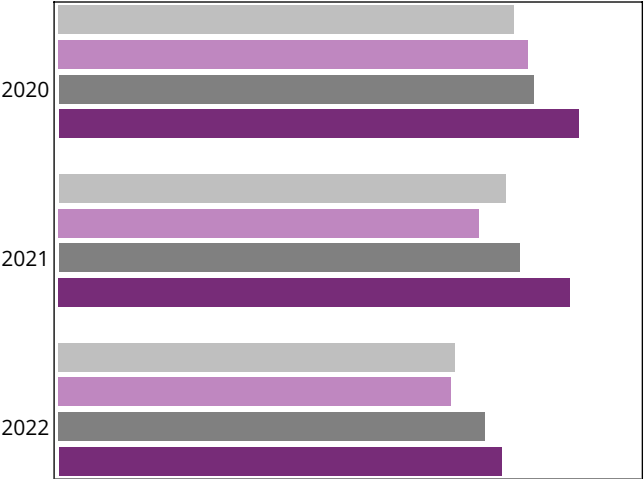
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	311,711	308,955	274,646
Week 41	313,255	293,220	268,648
Week 42	318,230	319,586	288,402
Week 43	352,471	339,187	295,153
Total	1,295,667	1,260,948	1,126,849

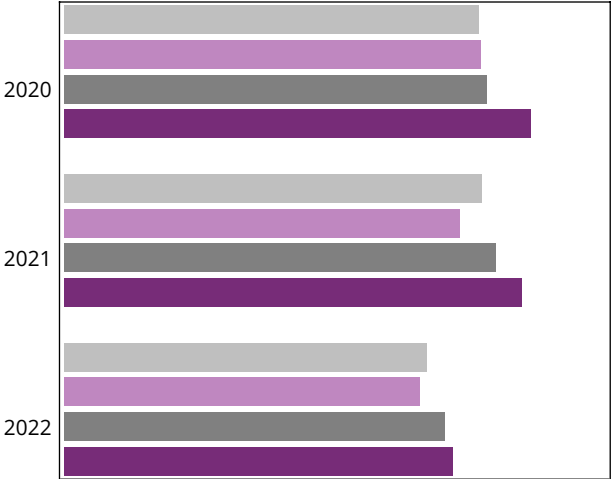
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$8,652,748	\$8,486,027	\$7,532,583
Week 41	\$8,916,519	\$7,986,693	\$7,451,098
Week 42	\$9,015,501	\$8,754,355	\$8,099,063
Week 43	\$9,870,606	\$9,710,437	\$8,412,178
Total	\$36,455,374	\$34,937,512	\$31,494,922

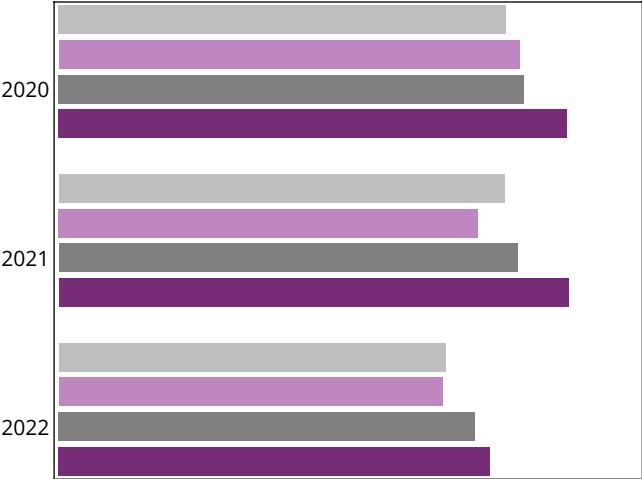
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	306,025	308,130	267,517
Week 41	307,460	292,483	262,558
Week 42	311,907	318,504	281,020
Week 43	344,914	338,226	286,751
Total	1,270,306	1,257,343	1,097,846

Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$8,496,900	\$8,465,342	\$7,345,171
Week 41	\$8,754,948	\$7,968,328	\$7,296,352
Week 42	\$8,840,866	\$8,718,642	\$7,912,405
Week 43	\$9,660,151	\$9,683,598	\$8,193,196
Total	\$35,752,864	\$34,835,911	\$30,747,124

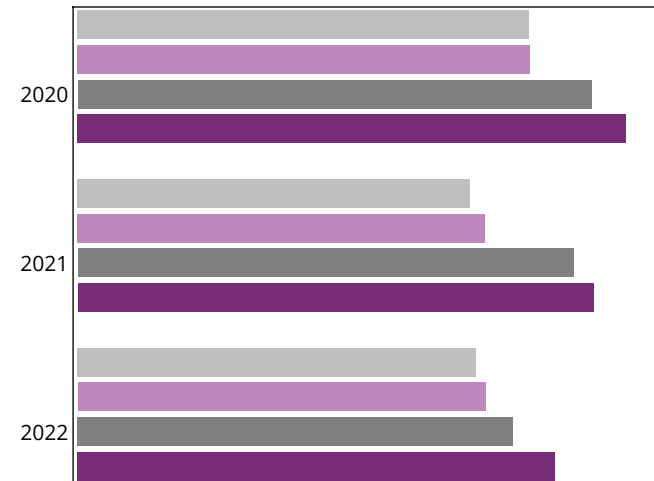
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	420,655	344,941	343,675
Week 41	417,773	346,804	340,545
Week 42	456,507	413,631	370,021
Week 43	496,503	420,777	397,721
Total	1,791,438	1,526,153	1,451,962

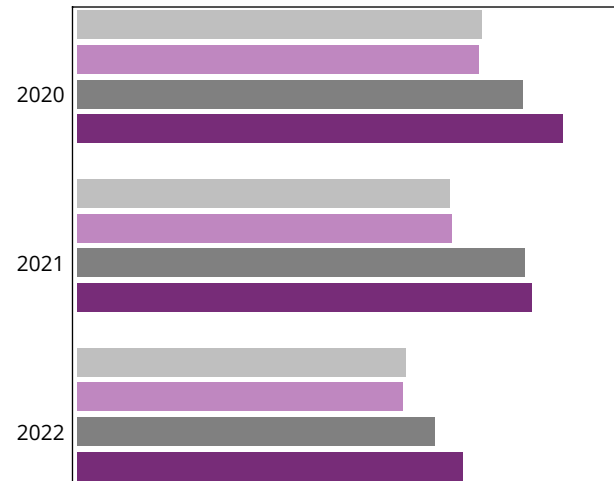
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$6,238,594	\$5,419,952	\$5,502,249
Week 41	\$6,250,255	\$5,625,744	\$5,634,160
Week 42	\$7,098,034	\$6,851,746	\$6,012,009
Week 43	\$7,573,852	\$7,130,163	\$6,592,962
Total	\$27,160,735	\$25,027,605	\$23,741,381

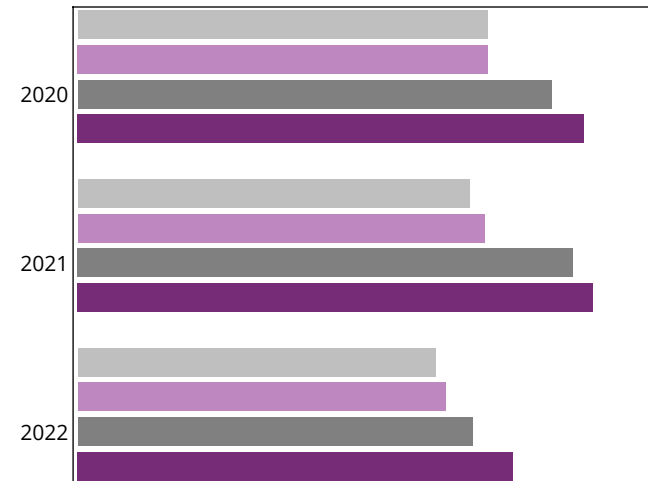
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	373,972	344,418	303,098
Week 41	370,856	346,339	300,658
Week 42	411,490	413,069	330,096
Week 43	447,972	420,149	356,281
Total	1,604,290	1,523,975	1,290,133

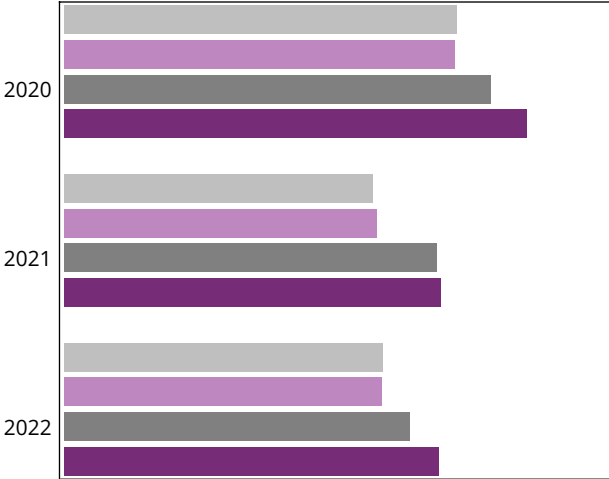
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$5,663,627	\$5,412,090	\$4,946,806
Week 41	\$5,671,435	\$5,619,020	\$5,080,474
Week 42	\$6,549,776	\$6,843,545	\$5,453,851
Week 43	\$6,998,745	\$7,120,486	\$6,014,730
Total	\$24,883,583	\$24,995,142	\$21,495,861

Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	325,856	256,743	264,363
Week 41	324,823	259,537	263,784
Week 42	354,360	309,653	286,800
Week 43	384,586	312,631	311,023
Total	1,389,625	1,138,564	1,125,970

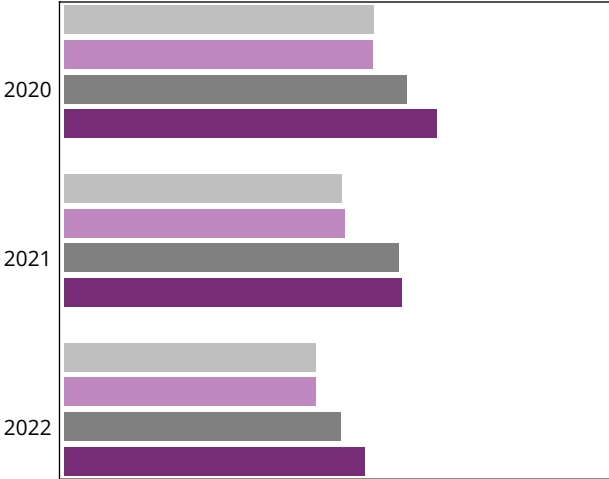
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$4,771,689	\$4,129,554	\$4,073,101
Week 41	\$4,824,433	\$4,129,554	\$4,269,032
Week 42	\$5,467,569	\$5,073,684	\$4,558,242
Week 43	\$5,814,886	\$5,193,618	\$5,031,567
Total	\$20,878,578	\$18,526,409	\$17,931,942

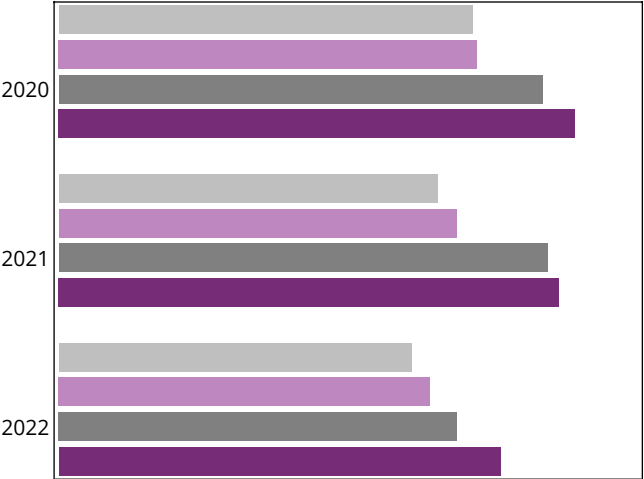
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	286,074	256,309	232,699
Week 41	284,698	259,150	232,144
Week 42	316,577	309,205	254,973
Week 43	344,180	312,120	277,229
Total	1,231,529	1,136,784	997,045

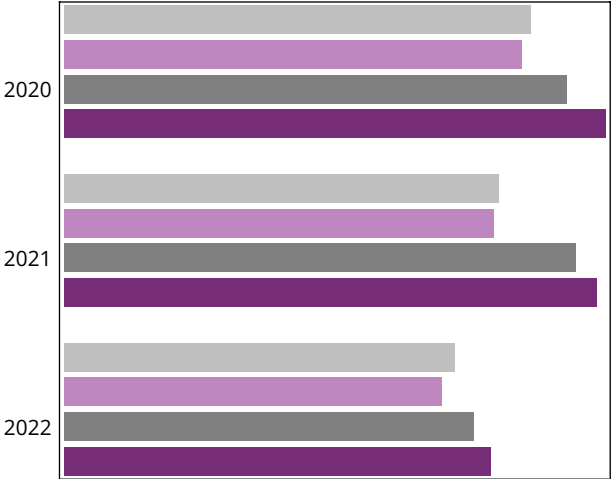
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$4,289,826	\$3,922,687	\$3,655,270
Week 41	\$4,334,871	\$4,123,950	\$3,845,662
Week 42	\$5,015,118	\$5,067,180	\$4,128,731
Week 43	\$5,348,998	\$5,185,970	\$4,577,001
Total	\$18,988,814	\$18,299,787	\$16,206,664

Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	94,799	88,198	79,312
Week 41	92,950	87,267	76,761
Week 42	102,147	103,978	83,221
Week 43	111,917	108,146	86,698
Total	401,813	387,589	325,992

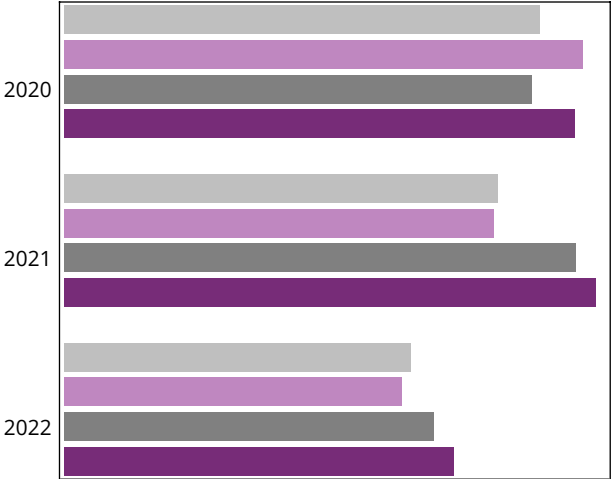
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$1,466,905	\$1,490,843	\$1,429,148
Week 41	\$1,425,822	\$1,496,190	\$1,365,128
Week 42	\$1,630,465	\$1,778,063	\$1,453,767
Week 43	\$1,758,965	\$1,936,545	\$1,561,396
Total	\$6,282,157	\$6,701,641	\$5,809,439

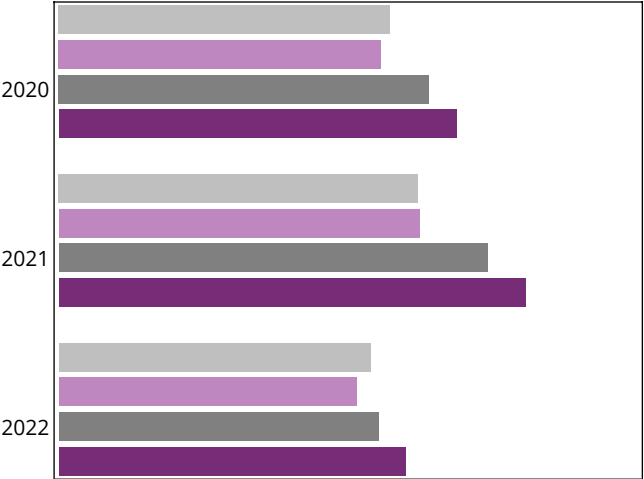
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	87,898	88,109	70,399
Week 41	86,158	87,189	68,514
Week 42	94,913	103,864	75,123
Week 43	103,792	108,029	79,052
Total	372,761	387,191	293,088

Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$1,373,801	\$1,489,404	\$1,291,536
Week 41	\$1,336,563	\$1,495,070	\$1,234,812
Week 42	\$1,534,658	\$1,776,365	\$1,325,120
Week 43	\$1,649,747	\$1,934,516	\$1,437,730
Total	\$5,894,770	\$6,695,355	\$5,289,197

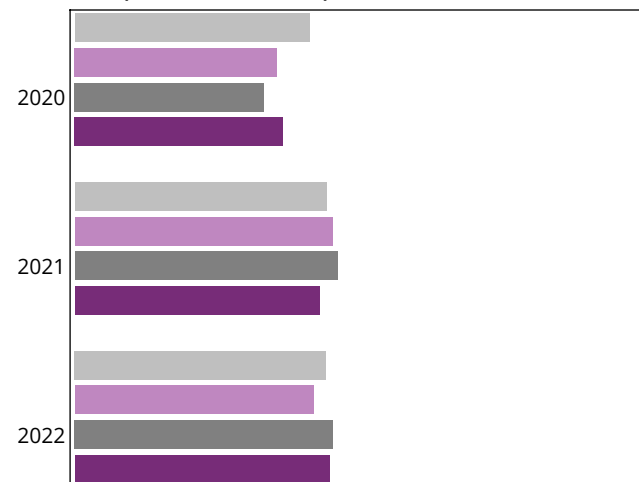
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	35,227	42,445	42,503
Week 41	31,183	42,408	40,238
Week 42	29,622	43,718	42,592
Week 43	33,033	40,778	41,898
Total	129,065	169,349	167,231

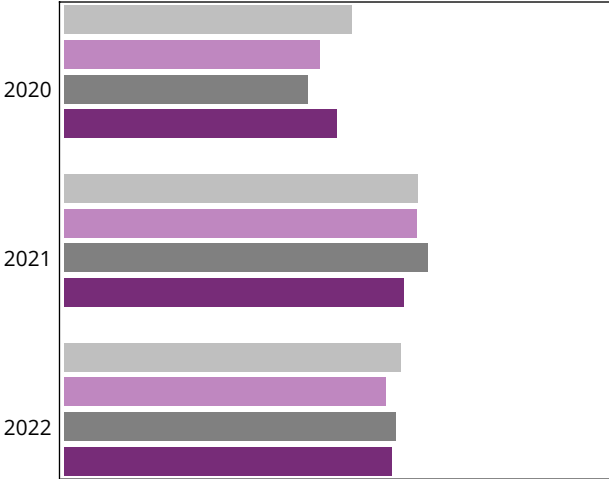
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$789,951	\$847,735	\$846,754
Week 41	\$680,613	\$867,961	\$803,822
Week 42	\$636,772	\$884,072	\$869,543
Week 43	\$700,761	\$824,740	\$858,899
Total	\$2,808,097	\$3,424,509	\$3,379,019

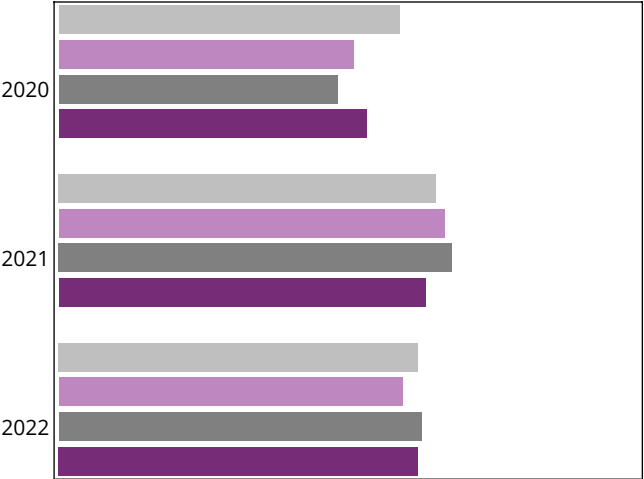
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	34,479	42,393	40,380
Week 41	30,629	42,322	38,543
Week 42	29,268	43,671	39,795
Week 43	32,699	40,716	39,360
Total	127,075	169,102	158,078

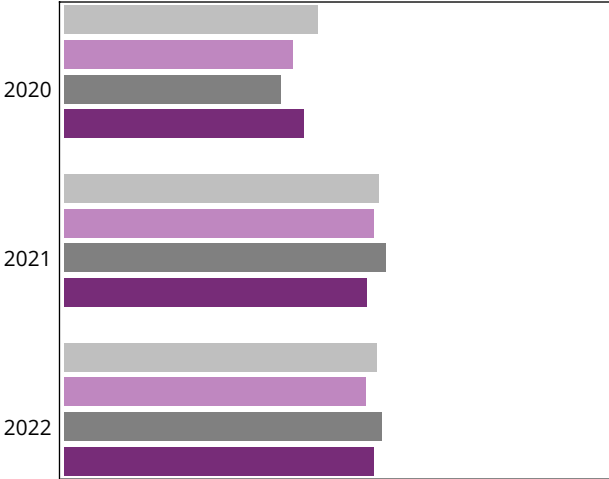
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$764,832	\$846,757	\$807,178
Week 41	\$662,298	\$866,488	\$771,860
Week 42	\$626,425	\$883,084	\$814,786
Week 43	\$691,275	\$823,640	\$807,131
Total	\$2,744,830	\$3,419,969	\$3,200,955

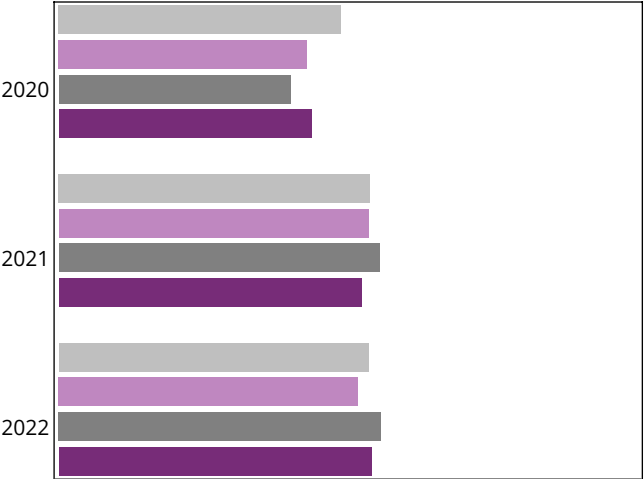
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	32,822	40,675	40,412
Week 41	29,606	40,049	39,004
Week 42	28,044	41,517	41,060
Week 43	30,976	39,062	39,991
Total	121,448	161,303	160,467

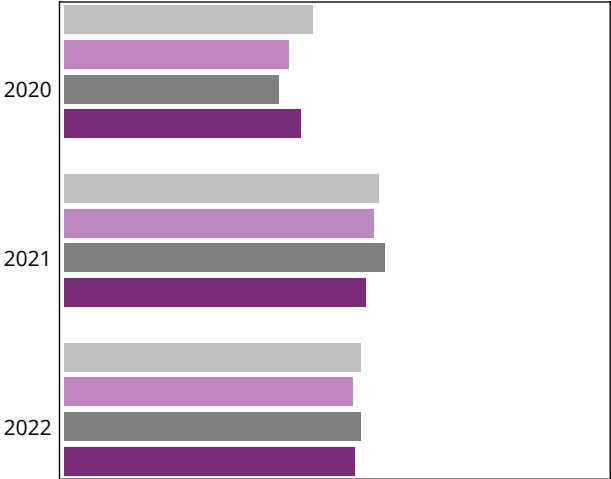
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$731,398	\$806,836	\$802,645
Week 41	\$643,263	\$802,710	\$774,790
Week 42	\$600,449	\$831,184	\$834,557
Week 43	\$655,307	\$784,990	\$809,596
Total	\$2,630,417	\$3,225,719	\$3,221,587

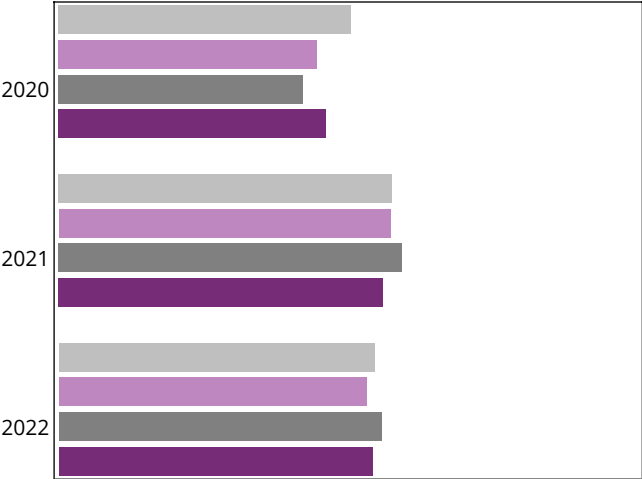
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	32,075	40,626	38,338
Week 41	29,052	39,982	37,340
Week 42	27,691	41,475	38,310
Week 43	30,642	39,003	37,500
Total	119,460	161,086	151,488

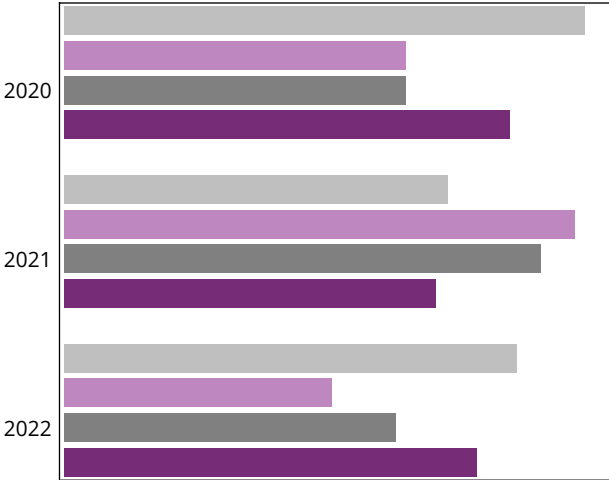
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$706,314	\$805,917	\$764,073
Week 41	\$624,947	\$801,597	\$743,544
Week 42	\$590,136	\$830,416	\$780,801
Week 43	\$645,821	\$783,959	\$759,025
Total	\$2,567,218	\$3,221,889	\$3,047,443

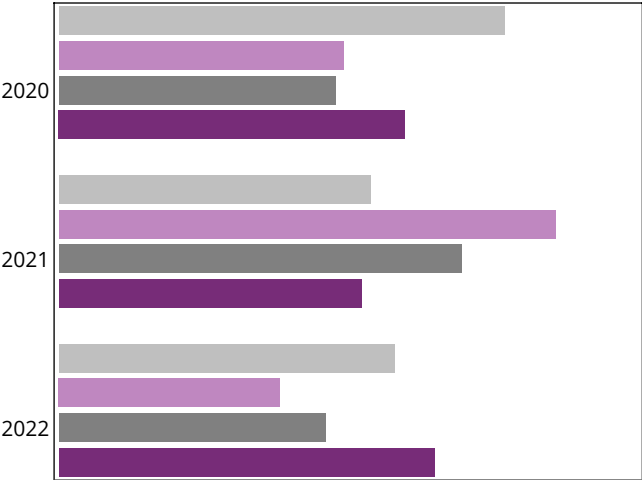
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 40	2,405	1,770	2,091
Week 41	1,577	2,359	1,234
Week 42	1,578	2,201	1,532
Week 43	2,057	1,716	1,907
Total	7,617	8,046	6,764

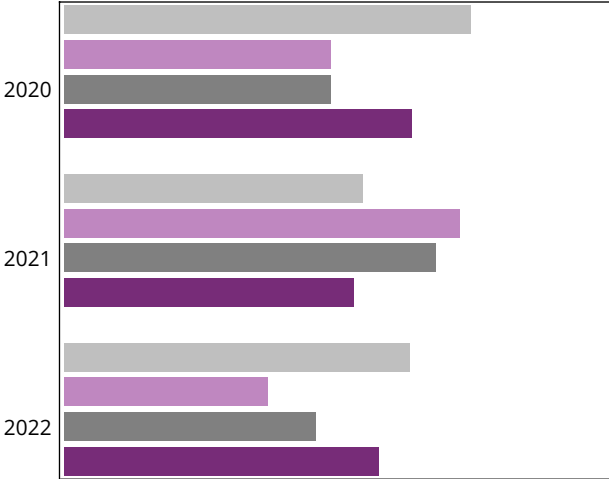
Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$58,553	\$40,899	\$44,110
Week 41	\$37,350	\$65,251	\$29,033
Week 42	\$36,323	\$52,889	\$34,986
Week 43	\$45,454	\$39,750	\$49,304
Total	\$177,680	\$198,789	\$157,432

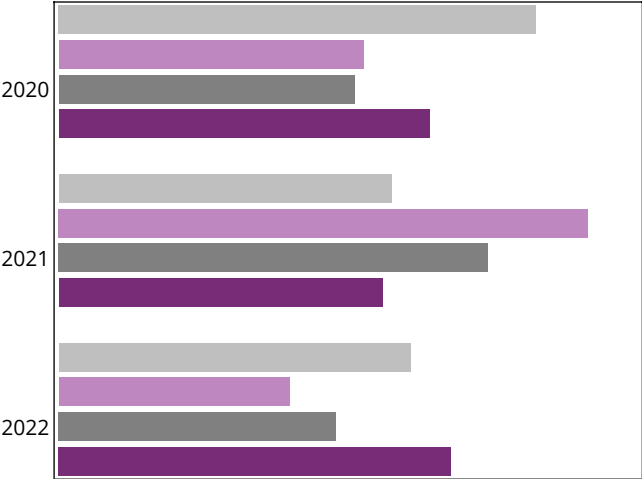
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 40	2,404	1,767	2,042
Week 41	1,577	2,340	1,203
Week 42	1,577	2,196	1,485
Week 43	2,057	1,713	1,860
Total	7,615	8,016	6,590

Value Sold (in millions of dollars)



	2020	2021	2022
Week 40	\$58,519	\$40,839	\$43,105
Week 41	\$37,350	\$64,891	\$28,316
Week 42	\$36,289	\$52,669	\$33,985
Week 43	\$45,454	\$39,680	\$48,106
Total	\$177,612	\$198,080	\$153,512

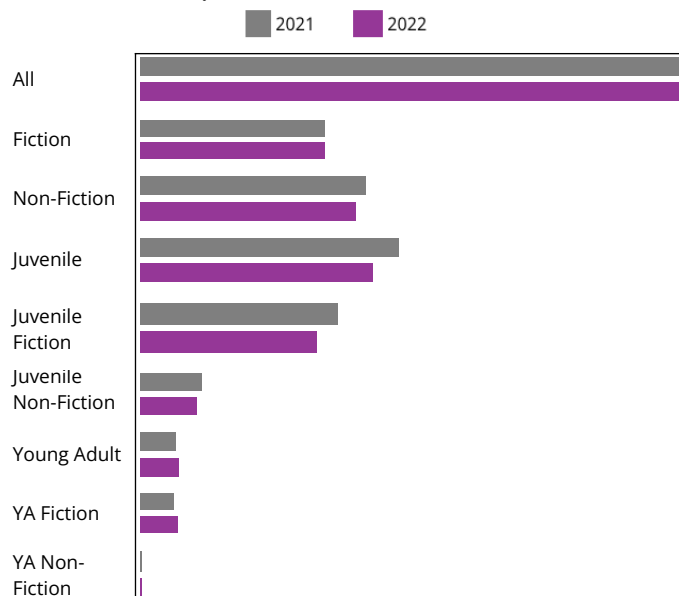
Year-to-Date Comparisons

Week-ending dates:

	2021	2022
Week 43	2021-10-31	2022-10-30

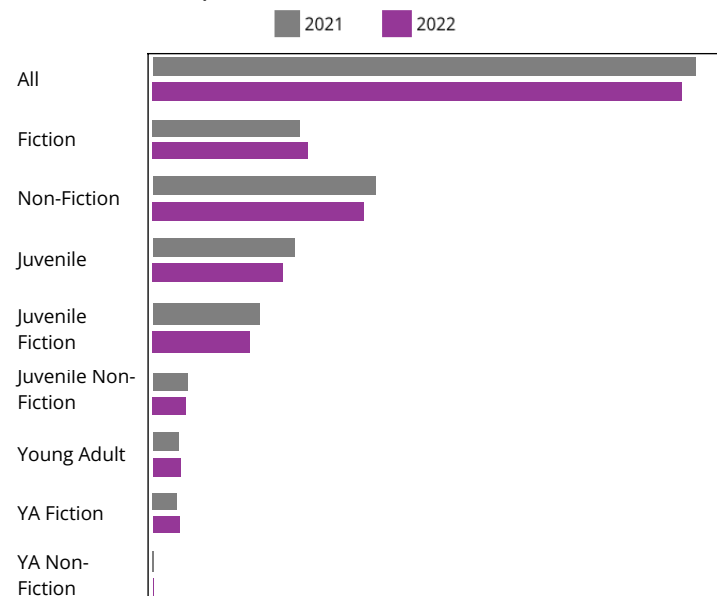
All Market

Volume Sold (in units)



	2021	2022
All	39,432,201	37,648,209
Fiction	10,203,817	10,250,260
Non-Fiction	12,505,625	11,943,693
Juvenile	14,339,741	12,867,381
Juvenile Fiction	10,938,657	9,763,028
Juvenile Non-Fiction	3,401,084	3,104,353
Young Adult (YA)	1,946,125	2,146,125
YA Fiction	1,871,034	2,081,844
YA Non-Fiction	75,091	64,281

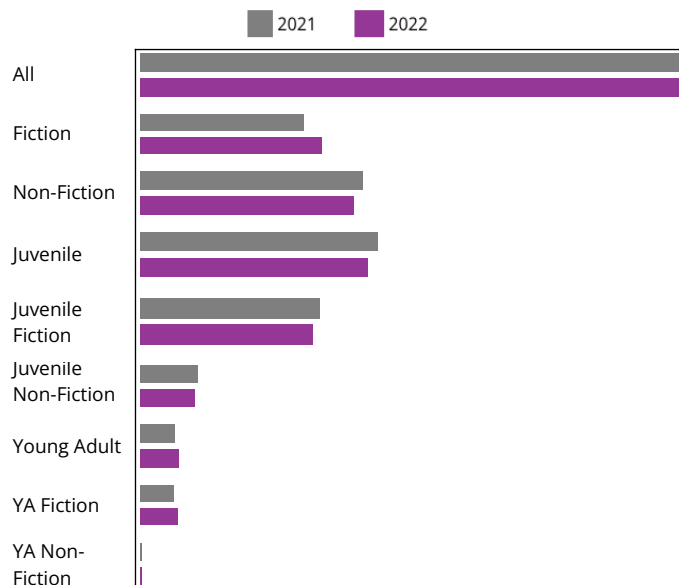
Value Sold (in millions of dollars)



	2021	2022
All	\$822,453,084	\$802,074,035
Fiction	\$223,019,355	\$235,434,487
Non-Fiction	\$337,832,877	\$319,997,889
Juvenile	\$214,999,502	\$197,234,513
Juvenile Fiction	\$161,986,307	\$147,199,969
Juvenile Non-Fiction	\$53,013,195	\$50,034,544
Young Adult (YA)	\$38,685,236	\$41,682,566
YA Fiction	\$36,954,094	\$40,211,907
YA Non-Fiction	\$1,731,142	\$1,470,659

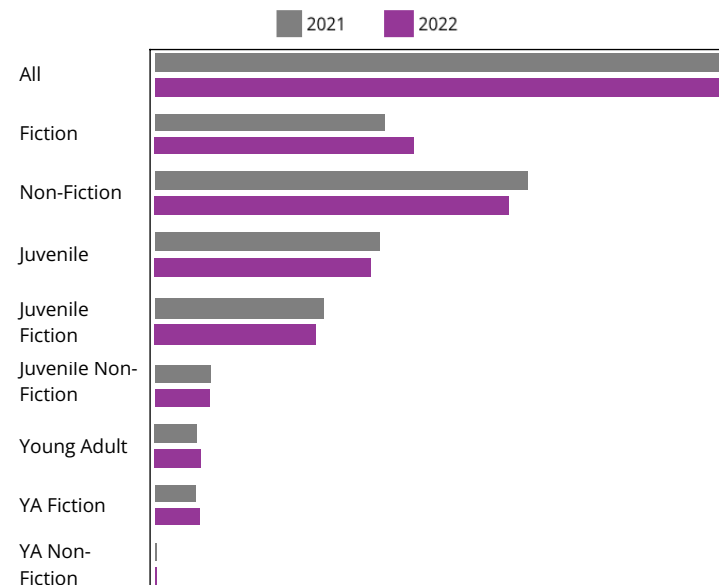
Ring Fence

Volume Sold (in units)



	2021	2022
All	36,871,754	37,016,542
Fiction	9,069,034	10,059,329
Non-Fiction	12,319,879	11,819,891
Juvenile	13,144,186	12,585,673
Juvenile Fiction	9,966,244	9,544,456
Juvenile Non-Fiction	3,177,942	3,041,217
Young Adult (YA)	1,904,831	2,120,509
YA Fiction	1,830,652	2,058,836
YA Non-Fiction	74,179	61,673

Value Sold (in millions of dollars)



	2021	2022
All	\$784,783,385	\$790,445,390
Fiction	\$205,144,141	\$231,853,083
Non-Fiction	\$333,192,536	\$316,624,204
Juvenile	\$200,723,269	\$193,211,191
Juvenile Fiction	\$150,682,187	\$144,170,257
Juvenile Non-Fiction	\$50,041,082	\$49,040,934
Young Adult (YA)	\$37,857,375	\$41,188,189
YA Fiction	\$36,142,925	\$39,770,249
YA Non-Fiction	\$1,714,450	\$1,417,940

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