

SalesData Market Report:

September 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 September 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.

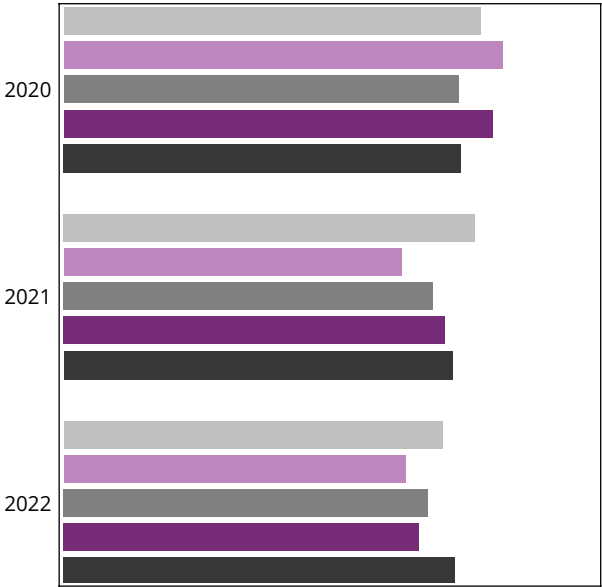
The specific week-ending dates used in this month's report are as follows:

	2020	2021	2022
Week 35	2020-08-30	2021-09-05	2022-09-04
Week 36	2020-09-06	2021-09-12	2022-09-11
Week 37	2020-09-13	2021-09-19	2022-09-18
Week 38	2020-09-20	2021-09-26	2022-09-25
Week 39	2020-09-27	2021-10-03	2022-10-02

Month-to-Month Comparisons

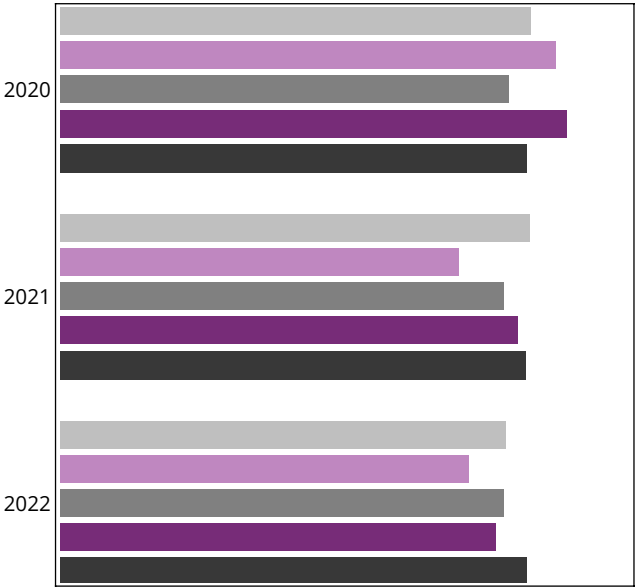
All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	1,017,281	1,004,045	924,698
Week 36	1,071,604	824,257	835,100
Week 37	963,610	901,142	889,171
Week 38	1,047,067	930,727	867,978
Week 39	970,540	949,523	954,873
Total	5,070,102	4,609,694	4,471,820

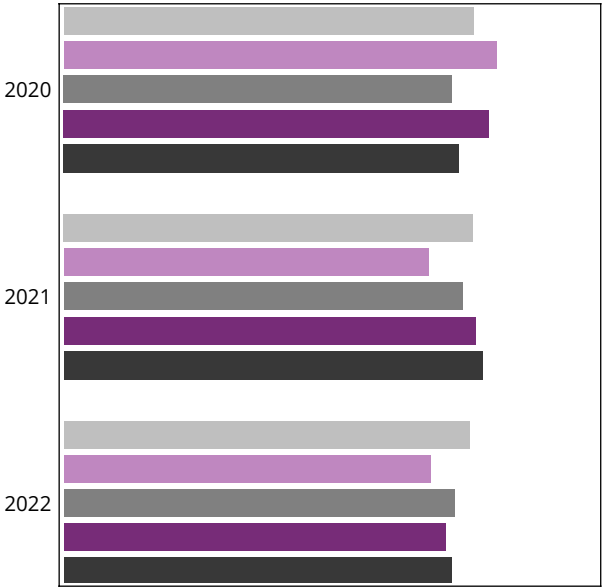
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$20,674,606	\$20,610,810	\$19,570,131
Week 36	\$21,762,696	\$17,504,174	\$17,954,077
Week 37	\$19,692,932	\$19,458,780	\$19,459,606
Week 38	\$22,251,510	\$20,102,443	\$19,114,306
Week 39	\$20,475,686	\$20,428,459	\$20,469,728
Total	\$104,857,430	\$98,104,666	\$96,567,850

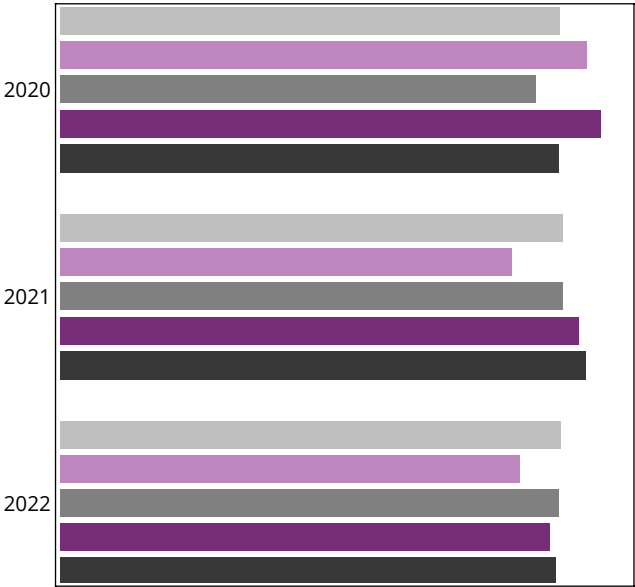
Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	923,435	922,313	914,044
Week 36	976,081	821,959	826,442
Week 37	874,649	899,416	880,592
Week 38	958,722	928,491	860,119
Week 39	891,315	944,377	873,586
Total	4,624,202	4,516,556	4,354,783

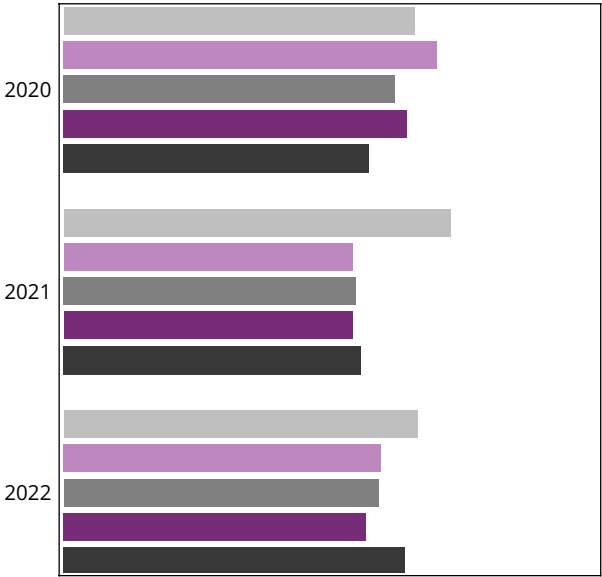
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$19,312,231	\$19,403,981	\$19,333,028
Week 36	\$20,348,353	\$17,450,670	\$17,749,248
Week 37	\$18,368,560	\$19,417,775	\$19,272,571
Week 38	\$20,888,892	\$20,054,093	\$18,936,647
Week 39	\$19,249,636	\$20,321,215	\$19,163,513
Total	\$98,167,672	\$96,647,734	\$94,455,006

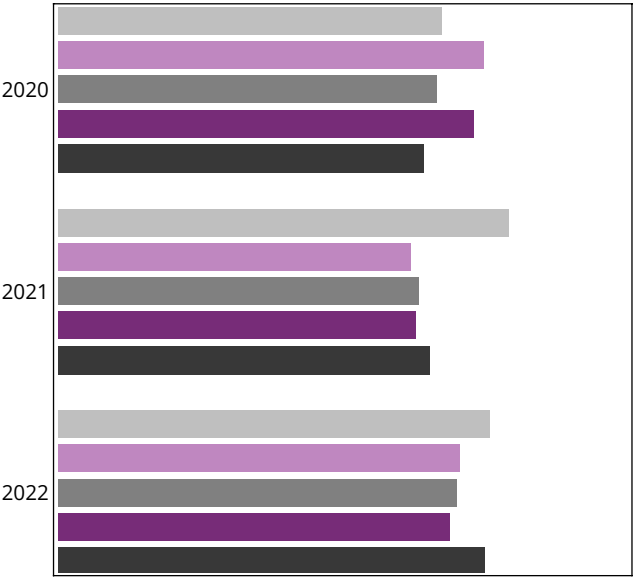
Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	263,333	290,542	265,729
Week 36	280,364	217,002	238,461
Week 37	248,984	219,715	236,623
Week 38	257,826	217,133	227,249
Week 39	229,471	223,332	256,273
Total	1,279,978	1,167,724	1,224,335

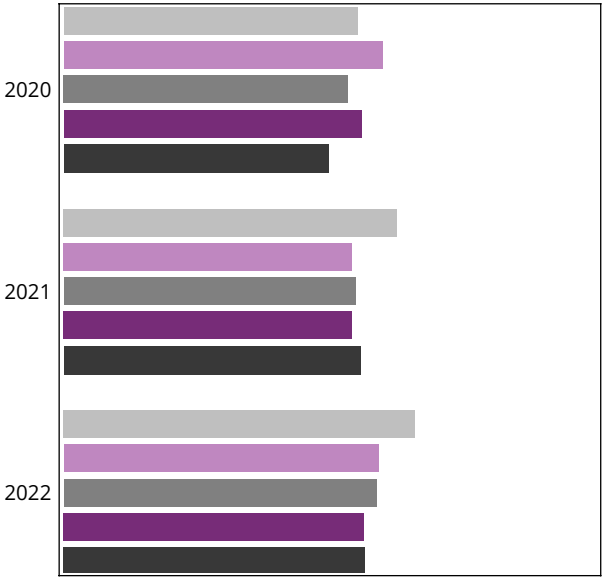
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$5,395,072	\$6,333,020	\$6,067,826
Week 36	\$5,985,235	\$4,952,658	\$5,637,502
Week 37	\$5,324,962	\$5,064,635	\$5,596,450
Week 38	\$5,833,048	\$5,025,299	\$5,503,613
Week 39	\$5,136,419	\$5,226,965	\$5,994,348
Total	\$27,674,735	\$26,602,576	\$28,799,739

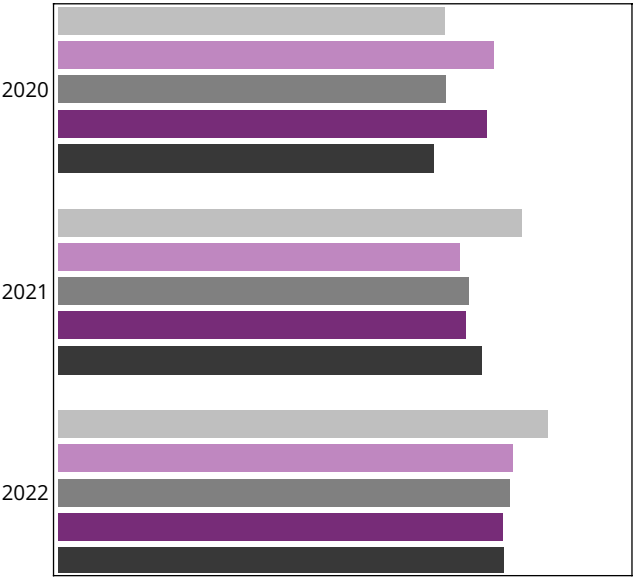
Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	220,872	250,236	263,779
Week 36	239,651	216,426	236,386
Week 37	213,634	219,248	234,828
Week 38	223,837	216,612	225,479
Week 39	198,959	222,758	226,215
Total	1,096,953	1,125,280	1,186,687

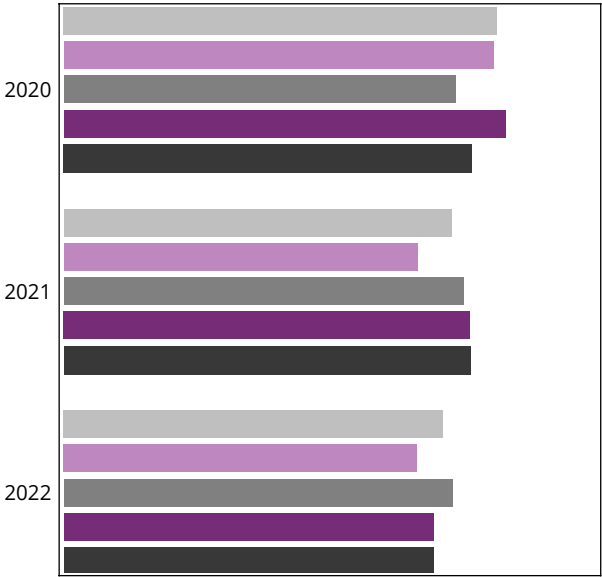
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$4,755,210	\$5,697,569	\$6,024,107
Week 36	\$5,353,999	\$4,939,197	\$5,590,062
Week 37	\$4,766,543	\$5,053,766	\$5,554,229
Week 38	\$5,270,415	\$5,012,823	\$5,462,725
Week 39	\$4,617,875	\$5,213,315	\$5,473,050
Total	\$24,764,042	\$25,916,671	\$28,104,173

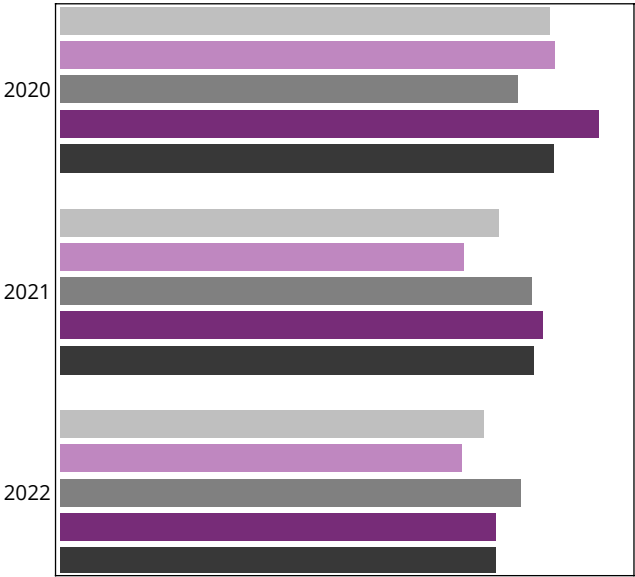
Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	325,611	291,289	284,915
Week 36	323,096	265,637	265,312
Week 37	294,305	300,277	292,068
Week 38	331,970	305,203	277,620
Week 39	306,824	305,732	277,977
Total	1,581,806	1,468,138	1,397,892

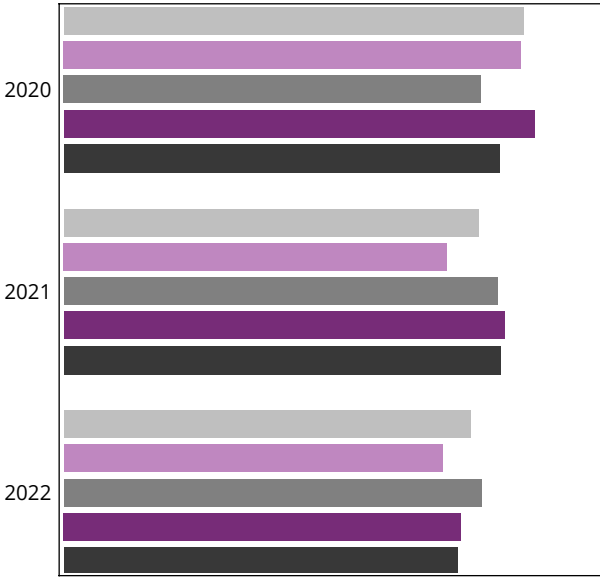
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$8,599,654	\$7,711,076	\$7,431,378
Week 36	\$8,690,259	\$7,095,296	\$7,060,744
Week 37	\$8,034,989	\$8,289,586	\$8,082,288
Week 38	\$9,467,730	\$8,468,899	\$7,657,489
Week 39	\$8,674,230	\$8,318,049	\$7,644,649
Total	\$43,466,862	\$39,882,905	\$37,876,548

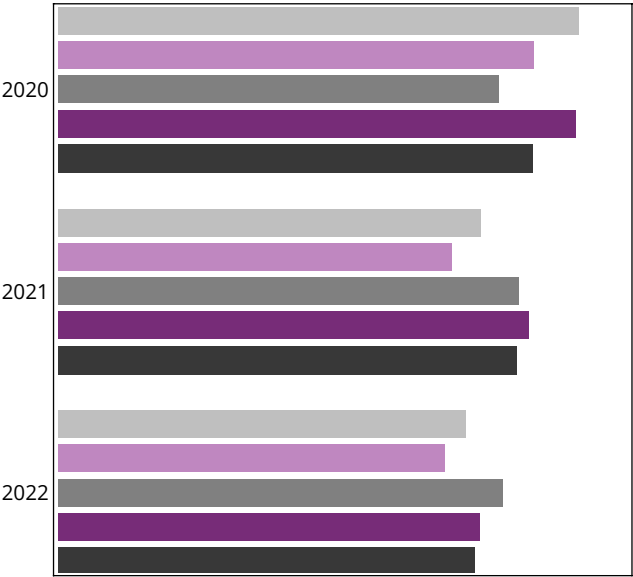
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	317,763	286,440	280,928
Week 36	315,994	264,734	261,680
Week 37	288,222	299,549	288,732
Week 38	325,199	304,376	274,542
Week 39	301,006	301,769	271,905
Total	1,548,184	1,456,868	1,377,787

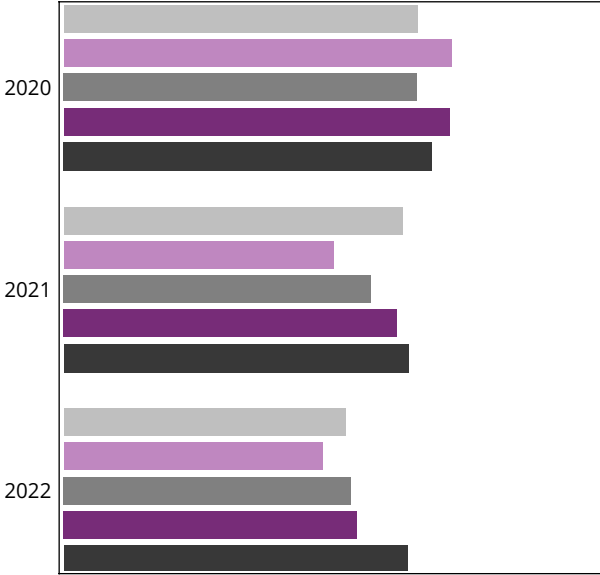
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$8,440,314	\$7,588,741	\$7,316,706
Week 36	\$8,545,714	\$7,066,995	\$6,952,933
Week 37	\$7,907,323	\$8,267,275	\$7,988,628
Week 38	\$9,299,088	\$8,446,191	\$7,568,535
Week 39	\$8,517,620	\$8,233,732	\$7,487,398
Total	\$42,710,058	\$39,602,934	\$37,314,199

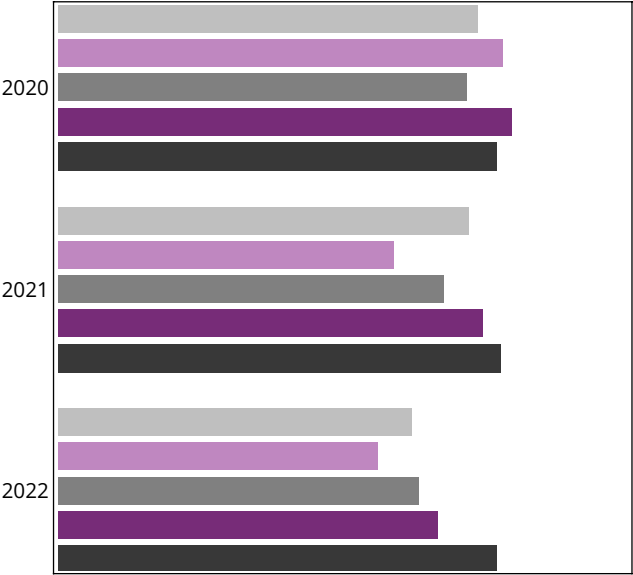
Juvenile: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	374,582	358,319	298,030
Week 36	410,082	285,649	274,099
Week 37	374,051	325,341	303,795
Week 38	408,309	352,900	310,510
Week 39	389,648	364,744	363,765
Total	1,956,672	1,686,953	1,550,199

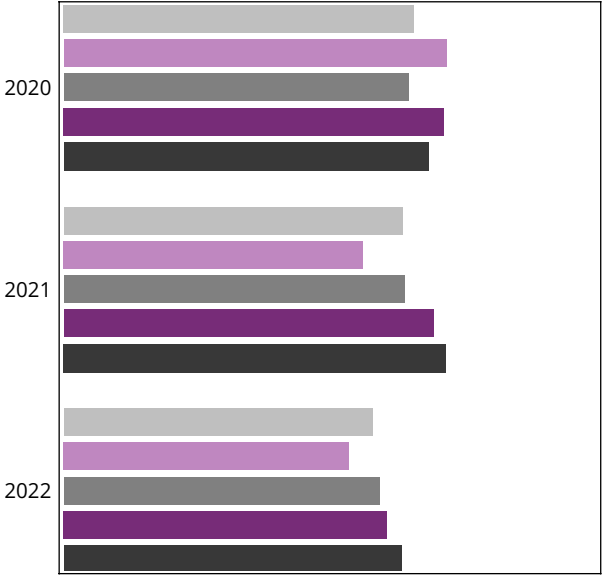
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$5,470,309	\$5,351,531	\$4,618,464
Week 36	\$5,801,324	\$4,382,211	\$4,164,768
Week 37	\$5,332,813	\$5,027,485	\$4,701,722
Week 38	\$5,914,365	\$5,535,573	\$4,949,324
Week 39	\$5,723,942	\$5,772,926	\$5,728,411
Total	\$28,242,753	\$26,069,725	\$24,162,689

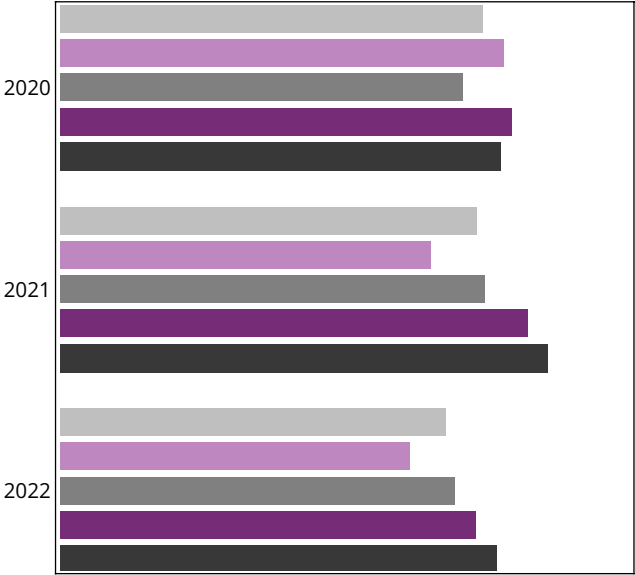
Juvenile: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	333,712	322,581	294,230
Week 36	364,642	284,945	271,832
Week 37	328,355	324,890	300,886
Week 38	362,141	352,097	308,110
Week 39	347,731	364,251	321,575
Total	1,736,581	1,648,764	1,496,633

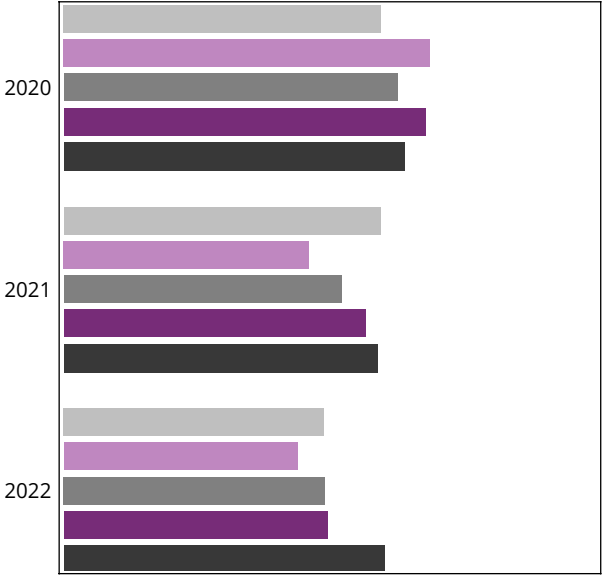
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$4,994,995	\$4,917,969	\$4,555,190
Week 36	\$5,236,028	\$4,372,480	\$4,129,167
Week 37	\$4,756,823	\$5,021,118	\$4,660,147
Week 38	\$5,333,359	\$5,524,125	\$4,912,985
Week 39	\$5,206,335	\$5,765,805	\$5,156,721
Total	\$25,527,539	\$25,601,497	\$23,414,210

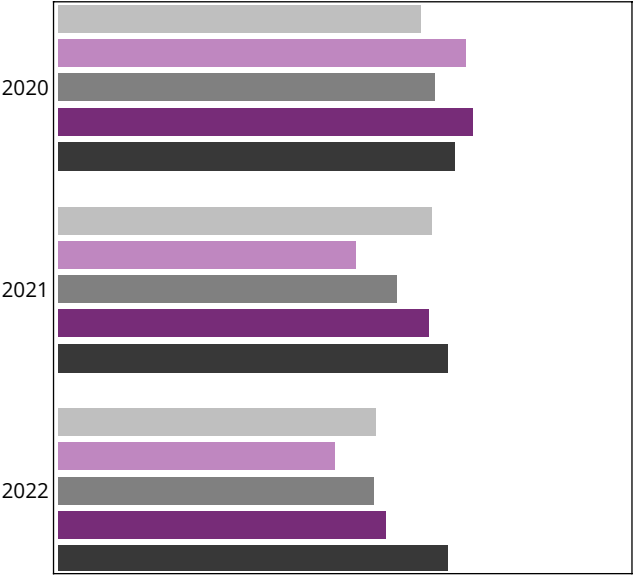
Juvenile Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	277,941	277,369	228,040
Week 36	320,876	214,968	204,760
Week 37	292,467	243,292	228,808
Week 38	316,948	264,155	230,940
Week 39	298,666	275,026	280,968
Total	1,506,898	1,274,810	1,173,516

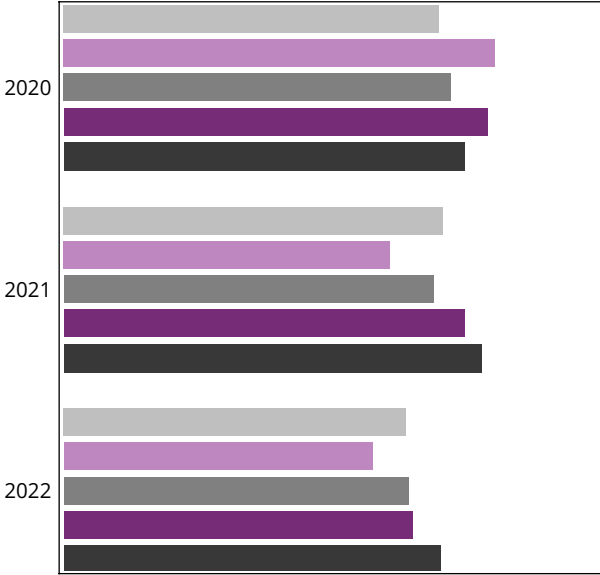
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$3,965,825	\$4,085,992	\$3,475,198
Week 36	\$4,467,108	\$3,254,713	\$3,031,452
Week 37	\$4,119,563	\$3,706,128	\$3,458,871
Week 38	\$4,543,518	\$4,053,587	\$3,588,115
Week 39	\$4,347,928	\$4,263,911	\$4,262,716
Total	\$21,443,943	\$19,364,331	\$17,816,352

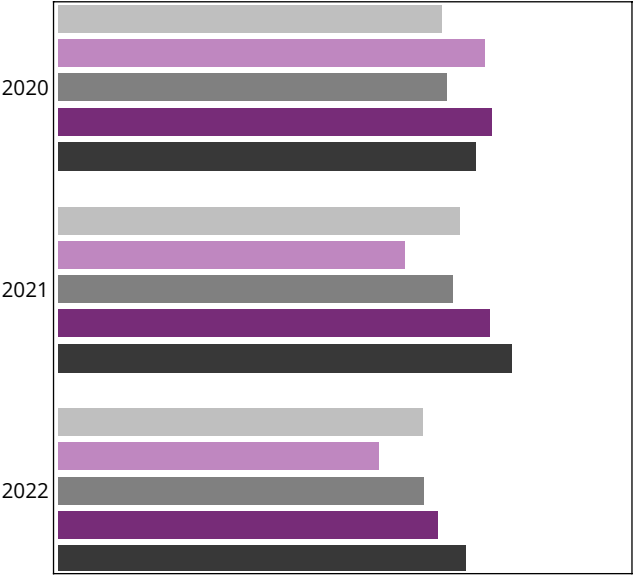
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	246,618	249,281	225,047
Week 36	283,655	214,358	203,139
Week 37	254,615	242,929	226,622
Week 38	278,701	263,463	229,244
Week 39	263,519	274,604	247,811
Total	1,327,108	1,244,635	1,131,863

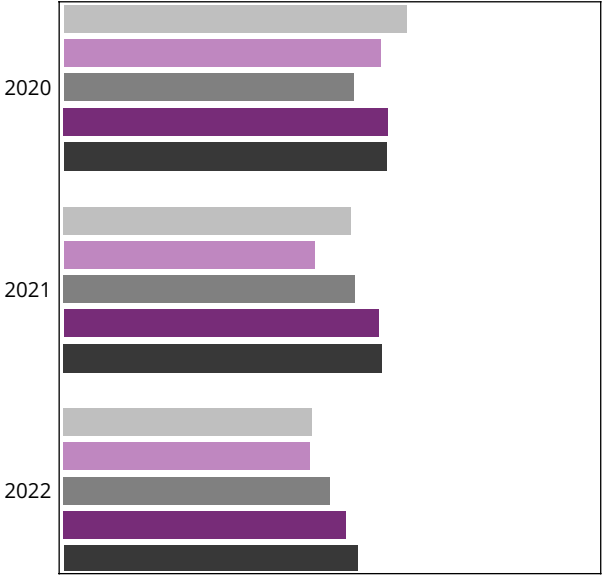
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$3,600,713	\$3,764,789	\$3,423,793
Week 36	\$3,999,781	\$3,246,462	\$3,005,864
Week 37	\$3,643,768	\$3,700,999	\$3,427,417
Week 38	\$4,067,567	\$4,044,008	\$3,562,357
Week 39	\$3,920,861	\$4,257,928	\$3,824,785
Total	\$19,232,689	\$19,014,186	\$17,244,216

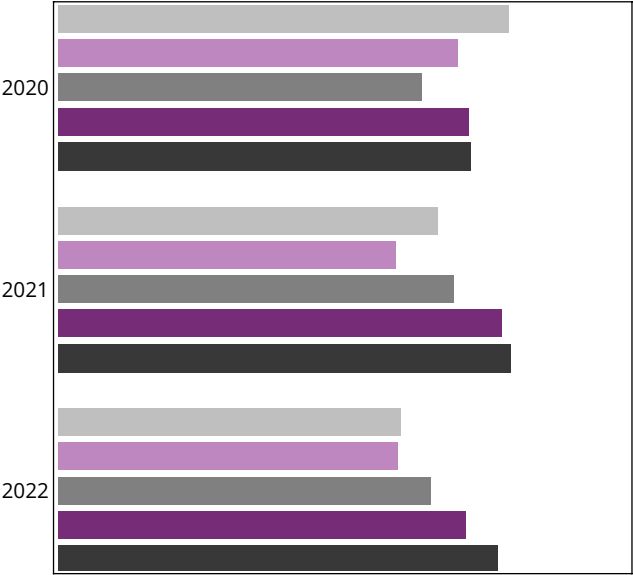
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	96,641	80,950	69,990
Week 36	89,206	70,681	69,339
Week 37	81,584	82,049	74,987
Week 38	91,361	88,745	79,570
Week 39	90,982	89,718	82,797
Total	449,774	412,143	376,683

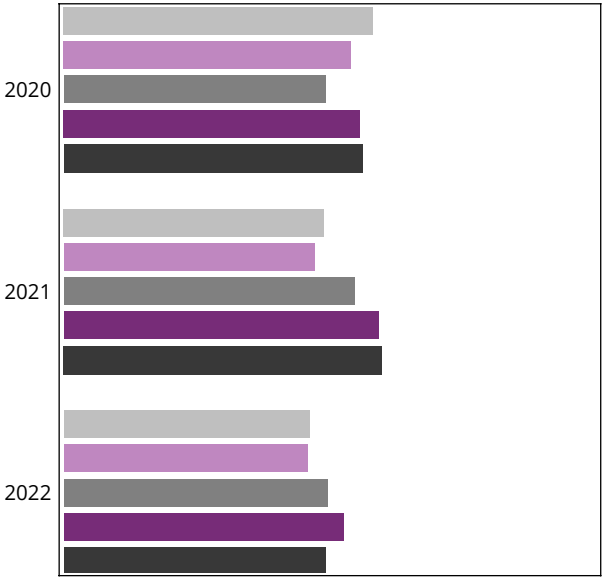
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$1,504,484	\$1,265,540	\$1,143,266
Week 36	\$1,334,216	\$1,127,497	\$1,133,316
Week 37	\$1,213,250	\$1,321,356	\$1,242,851
Week 38	\$1,370,847	\$1,481,986	\$1,361,209
Week 39	\$1,376,014	\$1,509,015	\$1,465,695
Total	\$6,798,810	\$6,705,394	\$6,346,337

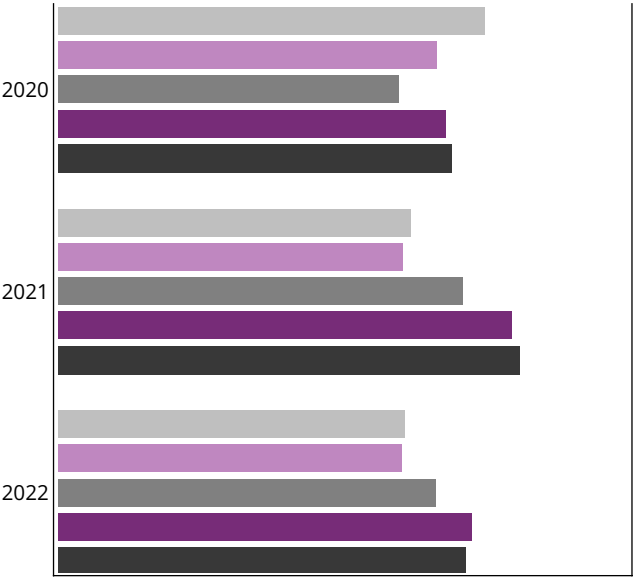
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	87,094	73,300	69,183
Week 36	80,987	70,587	68,693
Week 37	73,740	81,961	74,264
Week 38	83,440	88,634	78,866
Week 39	84,212	89,647	73,764
Total	409,473	404,129	364,770

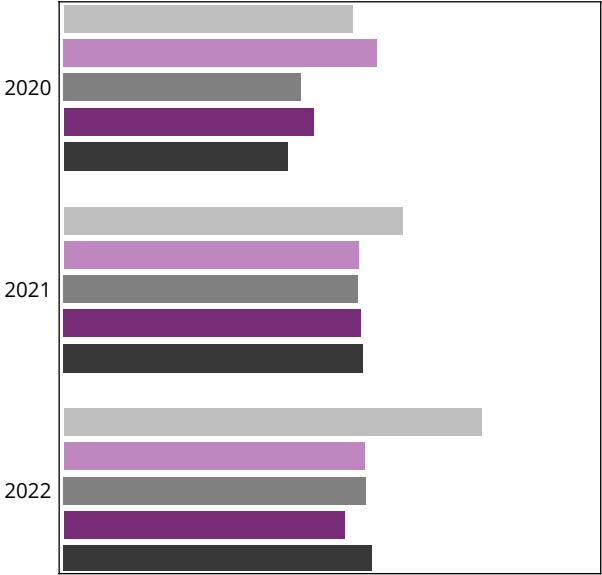
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$1,394,282	\$1,153,180	\$1,131,397
Week 36	\$1,236,247	\$1,126,018	\$1,123,302
Week 37	\$1,113,055	\$1,320,119	\$1,232,730
Week 38	\$1,265,792	\$1,480,117	\$1,350,628
Week 39	\$1,285,473	\$1,507,877	\$1,331,937
Total	\$6,294,850	\$6,587,311	\$6,169,994

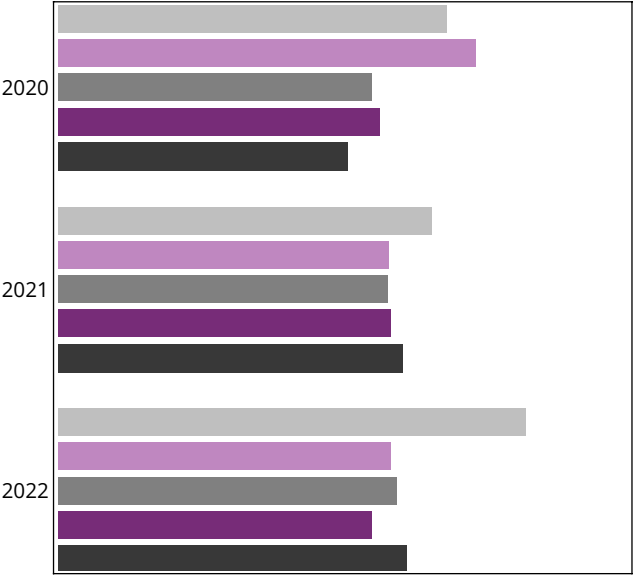
Young Adult: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	43,352	50,894	62,754
Week 36	47,105	44,263	45,203
Week 37	35,676	44,185	45,427
Week 38	37,528	44,692	42,191
Week 39	33,651	44,984	46,295
Total	197,312	229,018	241,870

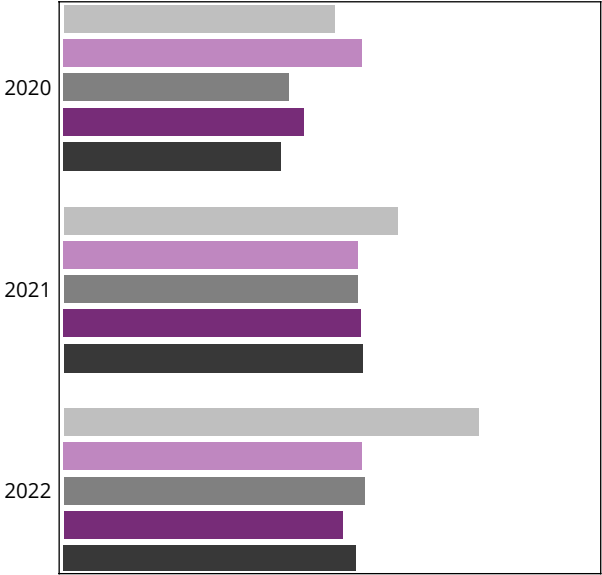
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$1,023,407	\$984,409	\$1,232,972
Week 36	\$1,099,565	\$870,974	\$877,503
Week 37	\$825,507	\$867,400	\$892,777
Week 38	\$846,902	\$876,622	\$826,533
Week 39	\$763,575	\$907,659	\$919,242
Total	\$4,558,956	\$4,507,063	\$4,749,027

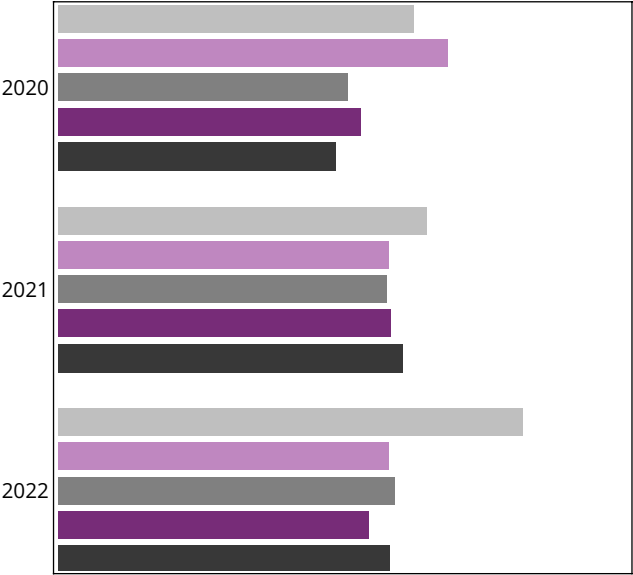
Young Adult: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	40,688	50,129	62,299
Week 36	44,839	44,212	44,849
Week 37	33,846	44,142	45,157
Week 38	36,112	44,644	41,848
Week 39	32,675	44,923	43,885
Total	188,160	228,050	238,038

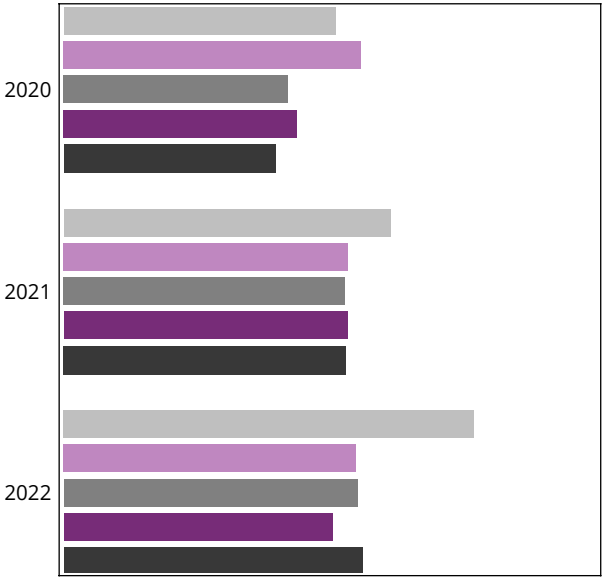
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$935,588	\$970,347	\$1,223,354
Week 36	\$1,026,324	\$869,931	\$870,868
Week 37	\$763,239	\$866,553	\$887,462
Week 38	\$796,583	\$875,689	\$819,412
Week 39	\$730,313	\$906,514	\$874,381
Total	\$4,252,046	\$4,489,034	\$4,675,477

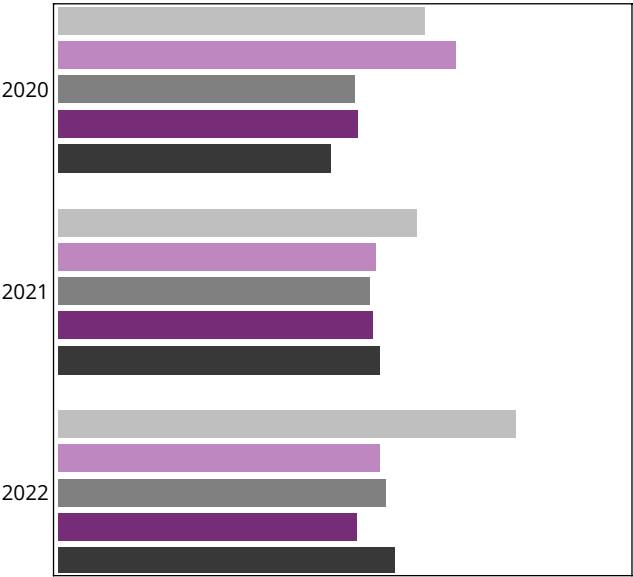
Young Adult Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	40,804	49,084	61,648
Week 36	44,682	42,684	43,929
Week 37	33,668	42,244	44,134
Week 38	35,026	42,617	40,400
Week 39	31,840	42,384	44,866
Total	186,020	219,013	234,977

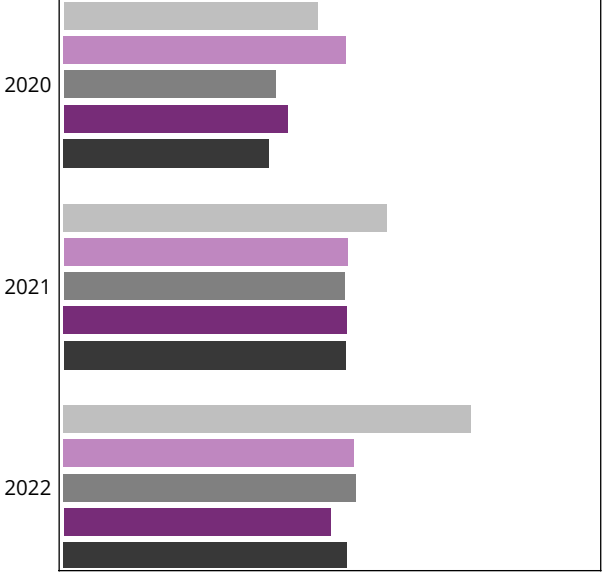
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$966,606	\$945,512	\$1,206,792
Week 36	\$1,047,790	\$835,998	\$847,330
Week 37	\$781,317	\$821,605	\$863,374
Week 38	\$789,903	\$829,969	\$786,657
Week 39	\$717,646	\$847,033	\$888,034
Total	\$4,303,262	\$4,280,116	\$4,592,187

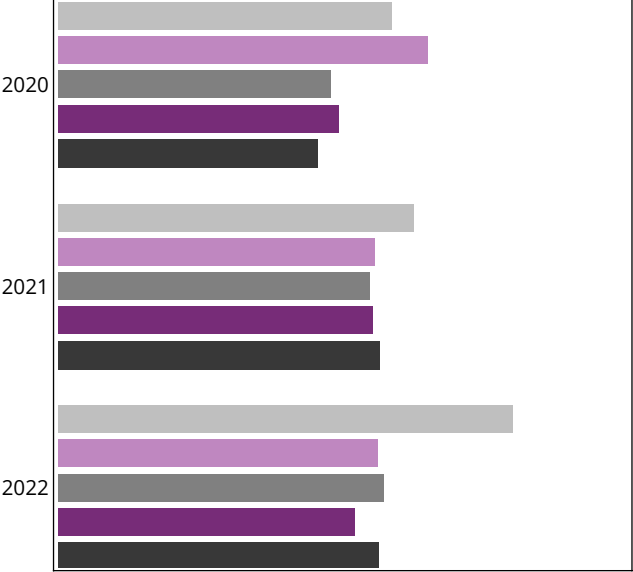
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	38,140	48,597	61,226
Week 36	42,417	42,636	43,642
Week 37	31,841	42,206	43,896
Week 38	33,610	42,573	40,097
Week 39	30,866	42,324	42,537
Total	176,874	218,336	231,398

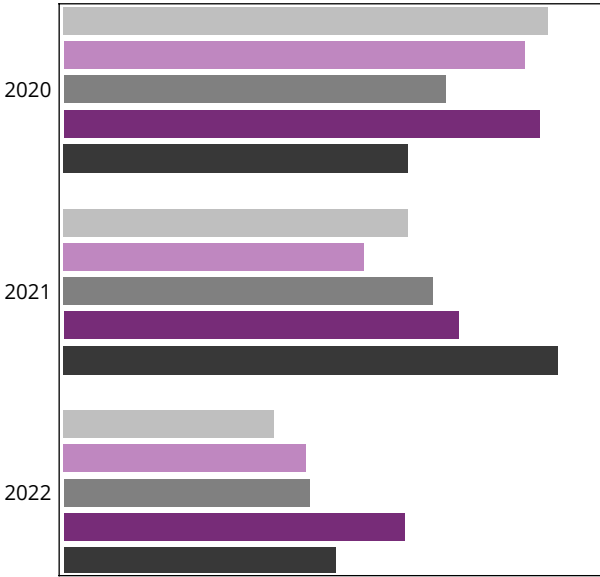
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$878,786	\$936,433	\$1,197,770
Week 36	\$974,559	\$835,101	\$842,087
Week 37	\$719,089	\$820,843	\$858,871
Week 38	\$739,584	\$829,153	\$780,394
Week 39	\$684,452	\$845,908	\$844,811
Total	\$3,996,470	\$4,267,437	\$4,523,934

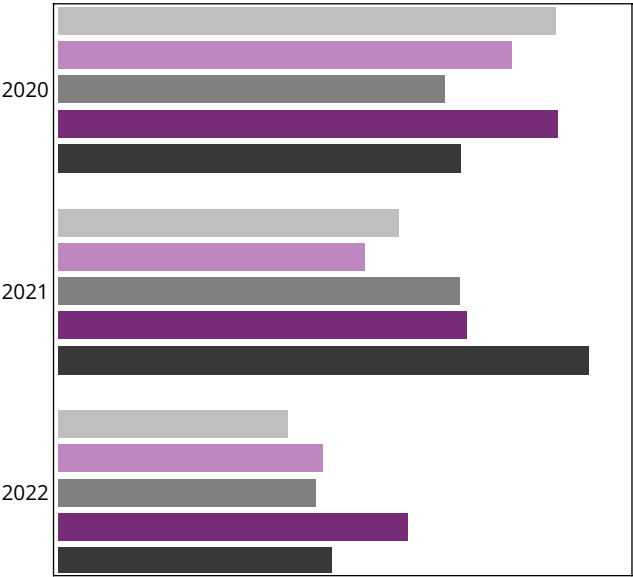
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2020	2021	2022
Week 35	2,548	1,810	1,106
Week 36	2,423	1,579	1,274
Week 37	2,008	1,941	1,293
Week 38	2,502	2,075	1,791
Week 39	1,811	2,600	1,429
Total	11,292	10,005	6,893

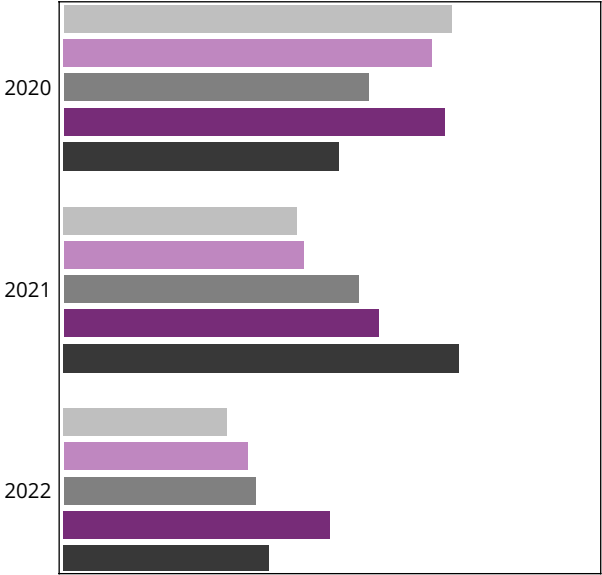
Value Sold (in millions of dollars)



	2020	2021	2022
Week 35	\$56,802	\$38,897	\$26,181
Week 36	\$51,775	\$34,976	\$30,173
Week 37	\$44,189	\$45,795	\$29,403
Week 38	\$56,998	\$46,653	\$39,876
Week 39	\$45,929	\$60,627	\$31,208
Total	\$255,694	\$226,947	\$156,840

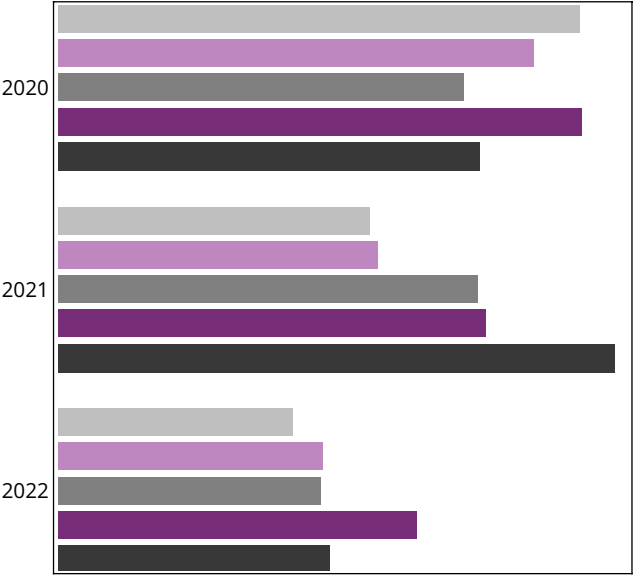
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2020	2021	2022
Week 35	2,548	1,532	1,073
Week 36	2,422	1,576	1,207
Week 37	2,005	1,936	1,261
Week 38	2,502	2,071	1,751
Week 39	1,809	2,599	1,348
Total	11,286	9,714	6,640

Value Sold (in millions of dollars)



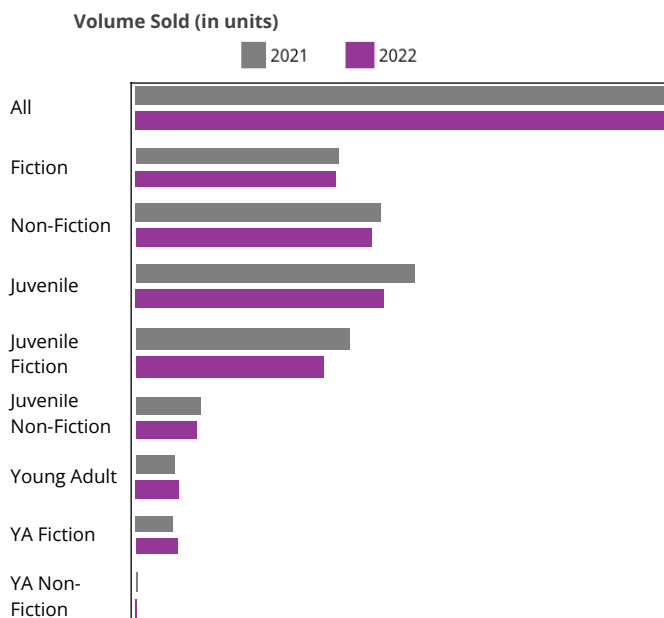
	2020	2021	2022
Week 35	\$56,802	\$33,914	\$25,584
Week 36	\$51,765	\$34,830	\$28,781
Week 37	\$44,149	\$45,711	\$28,591
Week 38	\$56,998	\$46,535	\$39,018
Week 39	\$45,861	\$60,607	\$29,570
Total	\$255,576	\$221,596	\$151,543

Year-to-Date Comparisons

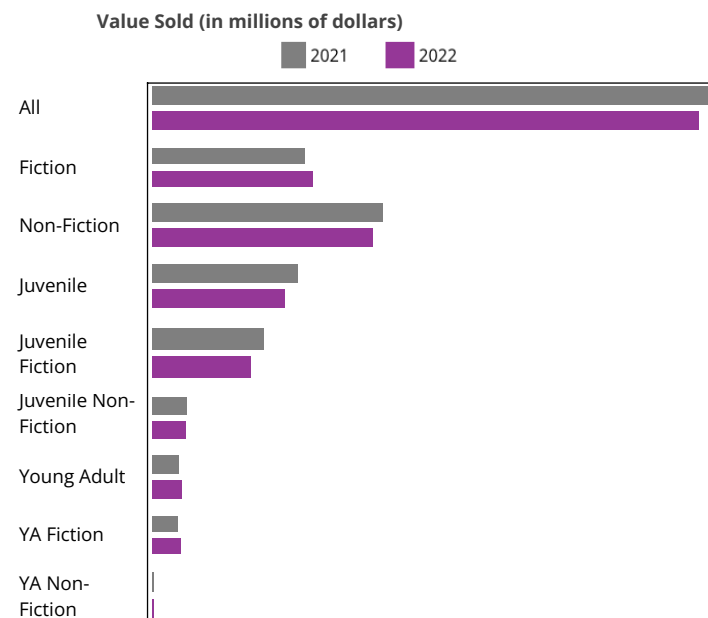
Week-ending dates:

	2021	2022
Week 39	2021-10-03	2022-10-02

All Market

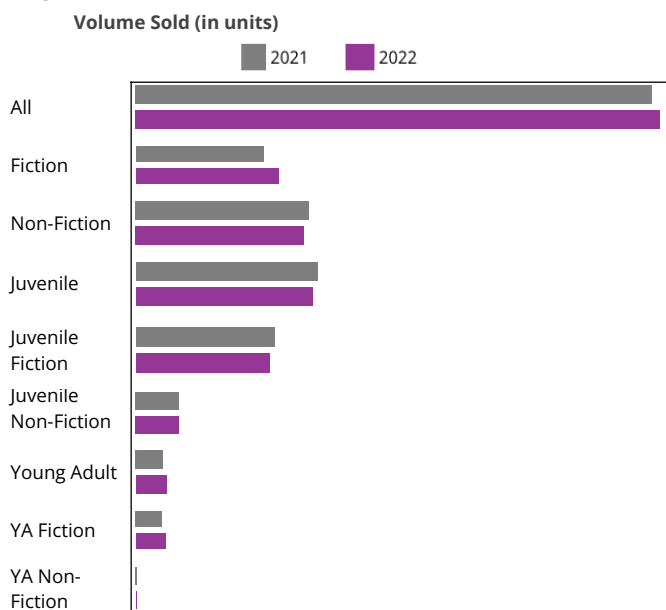


	2021	2022
All	35,518,557	33,813,187
Fiction	9,306,815	9,202,573
Non-Fiction	11,258,991	10,833,291
Juvenile	12,796,135	11,411,980
Juvenile Fiction	9,818,629	8,632,085
Juvenile Non-Fiction	2,977,506	2,779,895
Young Adult (YA)	1,781,356	1,977,805
YA Fiction	1,710,186	1,919,277
YA Non-Fiction	71,170	58,528

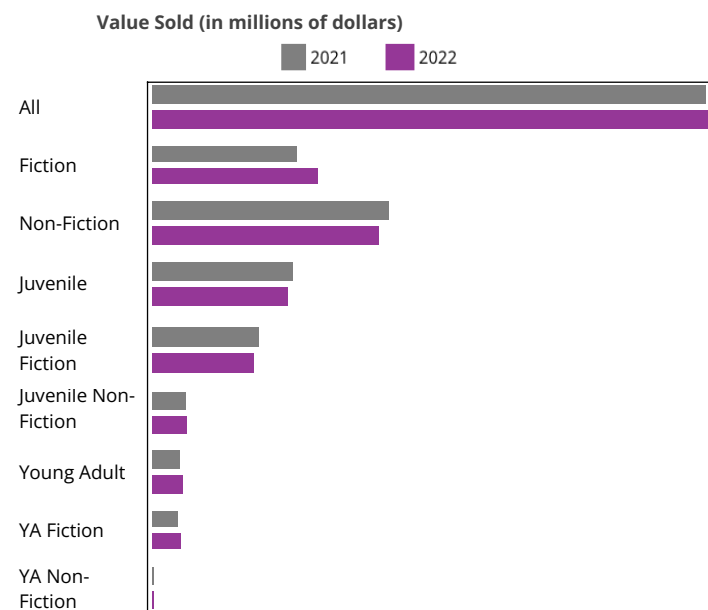


	2021	2022
All	\$737,811,294	\$718,246,417
Fiction	\$201,042,127	\$210,370,973
Non-Fiction	\$303,251,844	\$289,119,239
Juvenile	\$191,600,994	\$173,694,628
Juvenile Fiction	\$145,944,111	\$129,659,656
Juvenile Non-Fiction	\$45,656,883	\$44,034,972
Young Adult (YA)	\$35,329,228	\$38,267,828
YA Fiction	\$33,703,803	\$36,931,373
YA Non-Fiction	\$1,625,425	\$1,336,455

Ring Fence



	2021	2022
All	32,968,432	33,494,263
Fiction	8,174,344	9,123,333
Non-Fiction	11,074,165	10,738,367
Juvenile	11,608,984	11,291,724
Juvenile Fiction	8,850,396	8,541,250
Juvenile Non-Fiction	2,758,588	2,750,474
Young Adult (YA)	1,738,390	1,961,508
YA Fiction	1,668,988	1,905,411
YA Non-Fiction	69,402	56,097



	2021	2022
All	\$700,373,613	\$711,745,274
Fiction	\$183,222,313	\$208,725,858
Non-Fiction	\$298,663,541	\$286,489,212
Juvenile	\$177,479,383	\$171,916,267
Juvenile Fiction	\$134,692,857	\$128,333,027
Juvenile Non-Fiction	\$42,786,526	\$43,583,240
Young Adult (YA)	\$34,464,585	\$37,953,434
YA Fiction	\$32,875,480	\$36,665,716
YA Non-Fiction	\$1,589,104	\$1,287,719

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	2023-01-01
53	2021-01-03	N/A	N/A