

SalesData Market Report:

February, 2026

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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 February in the years 2024 to 2026 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 2023.

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 2026.

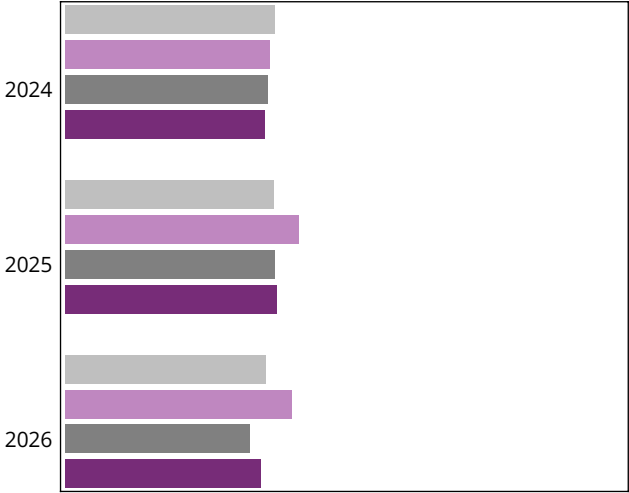
The specific week-ending dates used in this month's report are as follows:

	2024	2025	2026
Week 6	2024-02-11	2025-02-09	2026-02-08
Week 7	2024-02-18	2025-02-16	2026-02-15
Week 8	2024-02-25	2025-02-23	2026-02-22
Week 9	2024-03-03	2025-03-02	2026-03-01

Month-to-Month Comparisons

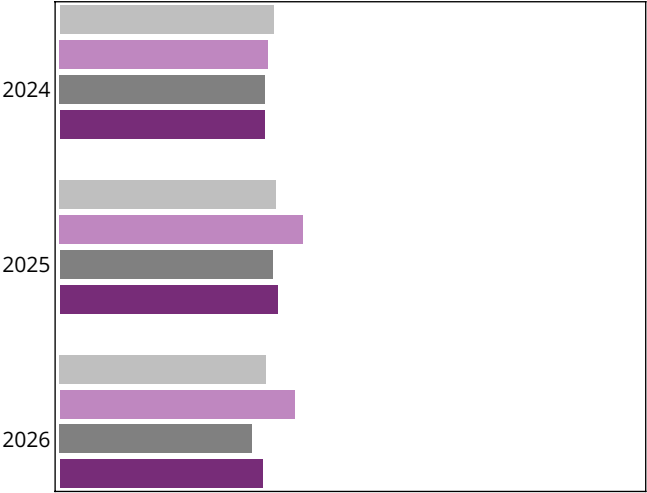
All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	826,456	822,739	790,643
Week 7	804,042	921,661	894,288
Week 8	797,829	824,165	728,698
Week 9	786,043	832,665	770,644
Total	3,214,370	3,401,230	3,184,273

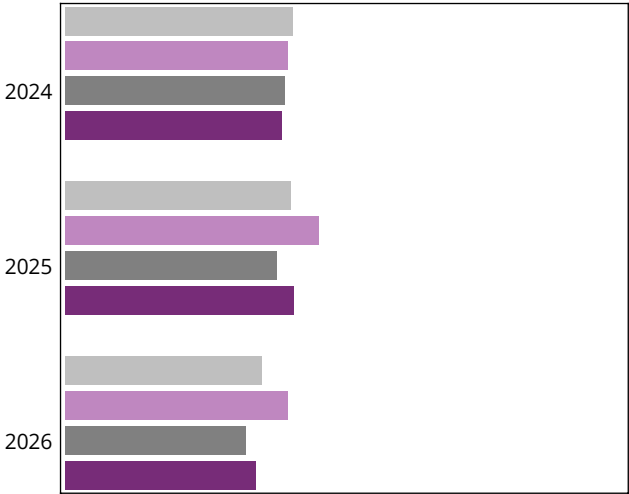
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$19,131,770	\$19,340,329	\$18,433,789
Week 7	\$18,632,609	\$21,760,741	\$20,978,435
Week 8	\$18,359,972	\$19,047,266	\$17,186,183
Week 9	\$18,335,091	\$19,449,962	\$18,108,925
Total	\$74,459,443	\$79,598,298	\$74,707,331

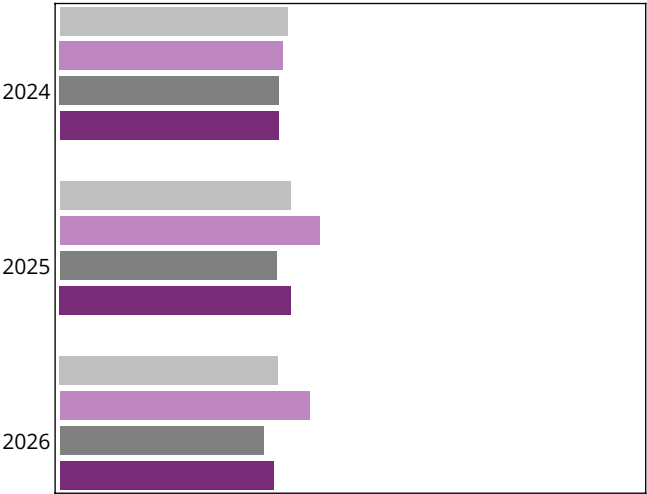
Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	813,928	808,082	774,610
Week 7	795,452	909,773	878,616
Week 8	785,965	759,070	710,921
Week 9	775,311	818,542	750,878
Total	3,170,656	3,295,467	3,115,025

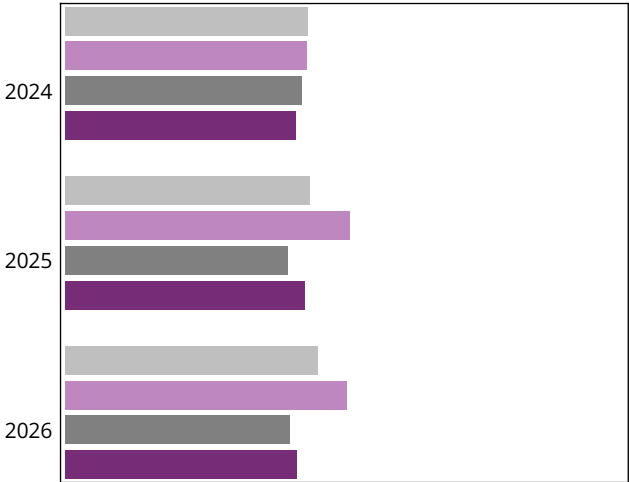
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$18,817,390	\$19,044,308	\$18,014,205
Week 7	\$18,423,280	\$21,464,785	\$20,599,356
Week 8	\$18,090,323	\$17,871,642	\$16,806,997
Week 9	\$18,074,230	\$19,081,511	\$17,622,217
Total	\$73,405,223	\$77,462,246	\$73,042,775

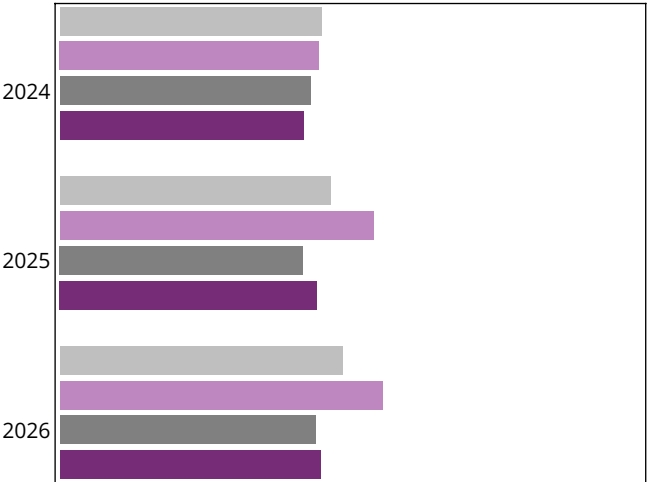
Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	242,775	244,759	253,629
Week 7	242,170	284,904	282,291
Week 8	236,827	223,247	225,078
Week 9	230,731	240,384	232,006
Total	952,503	993,294	993,004

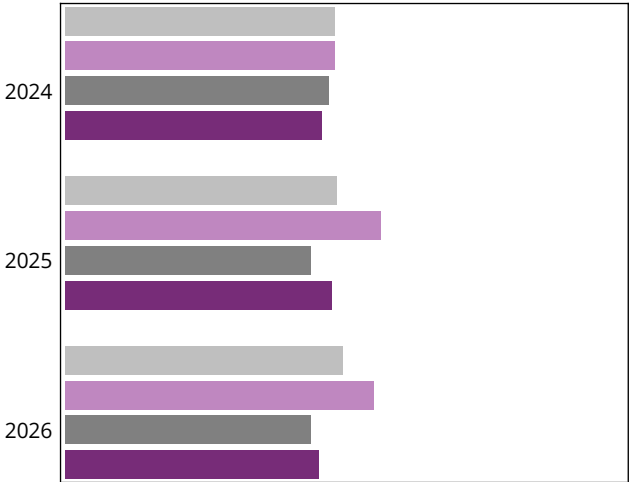
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$6,400,272	\$6,615,065	\$6,903,998
Week 7	\$6,335,431	\$7,658,988	\$7,882,047
Week 8	\$6,120,585	\$5,939,528	\$6,250,251
Week 9	\$5,955,495	\$6,282,550	\$6,370,282
Total	\$24,811,783	\$26,496,131	\$27,406,578

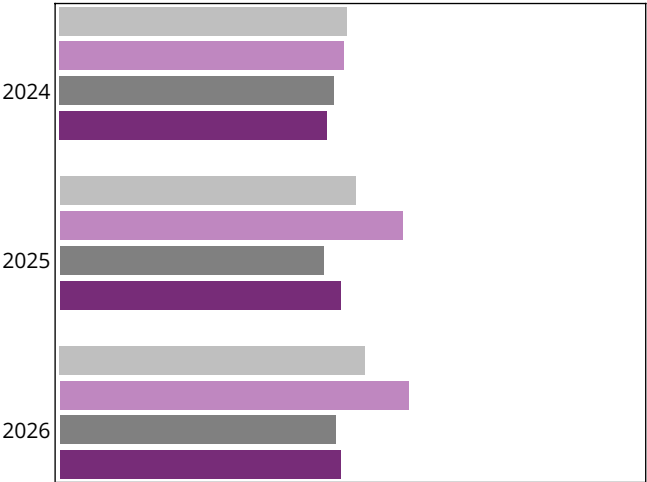
Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	241,635	242,786	248,676
Week 7	241,065	282,922	276,632
Week 8	235,560	219,856	220,077
Week 9	229,771	238,366	226,866
Total	948,031	983,930	972,251

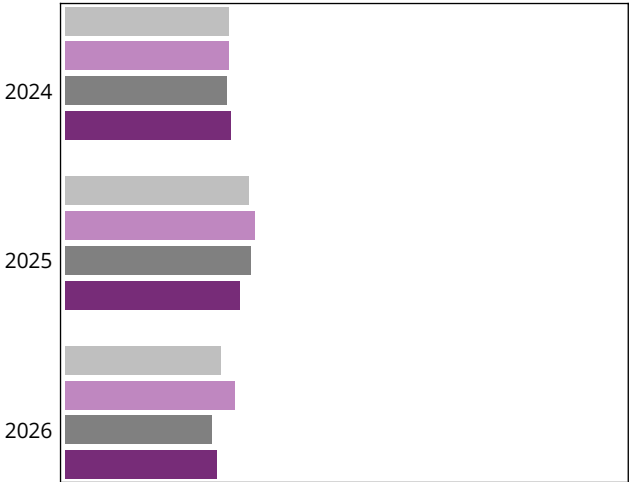
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$6,372,112	\$6,562,678	\$6,775,734
Week 7	\$6,309,132	\$7,607,138	\$7,734,936
Week 8	\$6,089,238	\$5,854,631	\$6,121,989
Week 9	\$5,932,662	\$6,230,837	\$6,235,606
Total	\$24,703,144	\$26,255,283	\$26,868,266

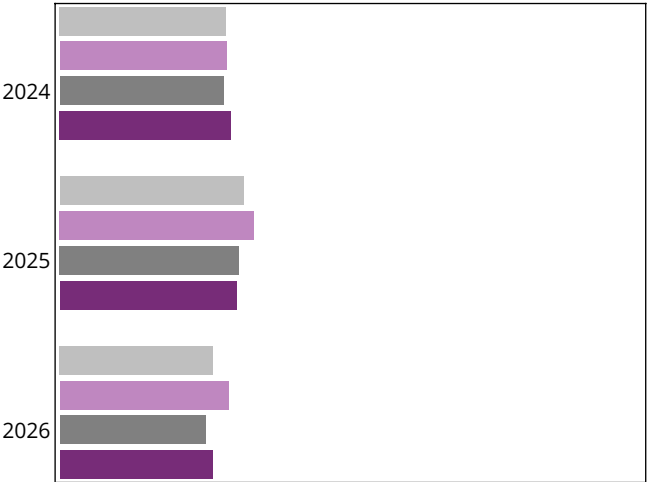
Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	228,273	256,811	216,979
Week 7	229,002	264,993	237,466
Week 8	225,634	259,677	205,323
Week 9	231,100	244,329	211,668
Total	914,009	1,025,810	871,436

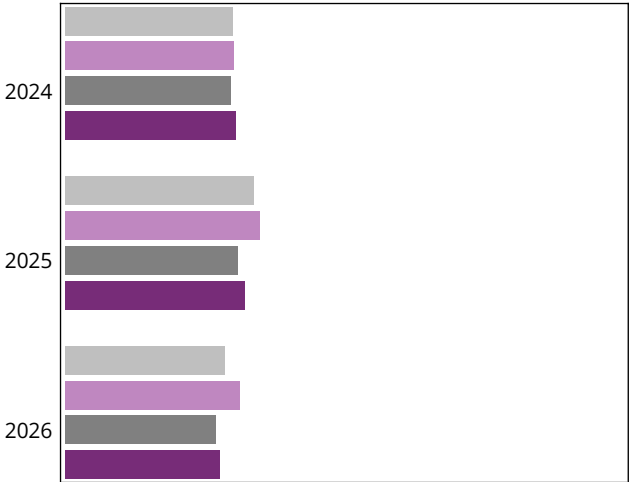
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$6,570,941	\$7,269,305	\$6,063,232
Week 7	\$6,588,440	\$7,686,584	\$6,675,507
Week 8	\$6,465,788	\$7,088,468	\$5,771,810
Week 9	\$6,769,635	\$6,983,964	\$6,039,074
Total	\$26,394,804	\$29,028,321	\$24,549,623

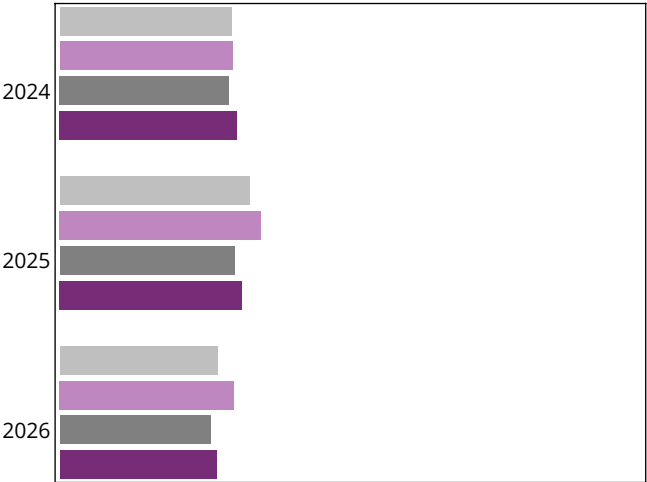
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	225,636	253,583	213,884
Week 7	226,909	261,846	234,002
Week 8	222,750	231,509	201,826
Week 9	228,819	240,879	207,985
Total	904,114	987,817	857,697

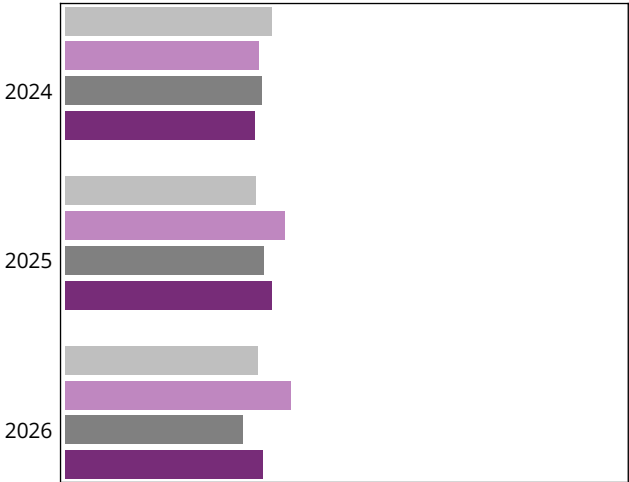
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$6,502,535	\$7,185,793	\$5,973,690
Week 7	\$6,534,289	\$7,609,104	\$6,586,843
Week 8	\$6,401,763	\$6,604,325	\$5,691,989
Week 9	\$6,707,834	\$6,896,258	\$5,930,607
Total	\$26,146,421	\$28,295,479	\$24,183,129

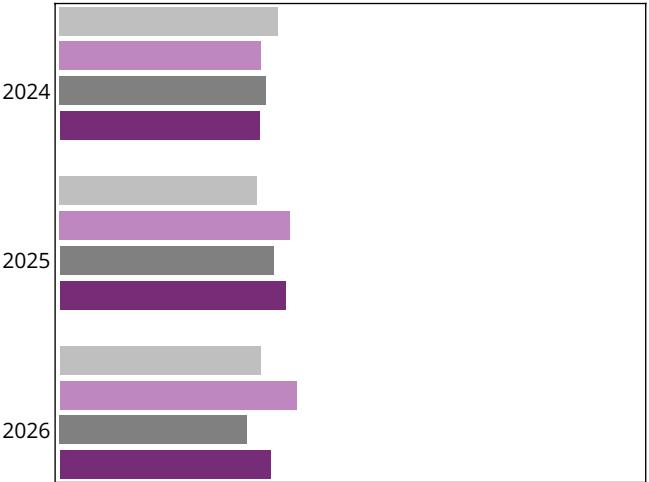
Juvenile: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	303,344	279,197	282,145
Week 7	284,320	321,831	331,315
Week 8	288,377	291,261	260,180
Week 9	279,026	303,681	290,251
Total	1,155,067	1,195,970	1,163,891

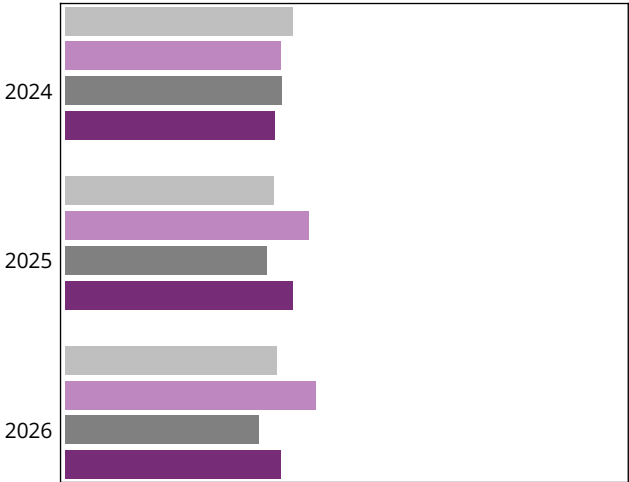
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$5,068,164	\$4,578,817	\$4,667,576
Week 7	\$4,671,861	\$5,350,093	\$5,498,456
Week 8	\$4,788,413	\$4,962,234	\$4,349,471
Week 9	\$4,640,326	\$5,242,895	\$4,894,565
Total	\$19,168,765	\$20,134,039	\$19,410,069

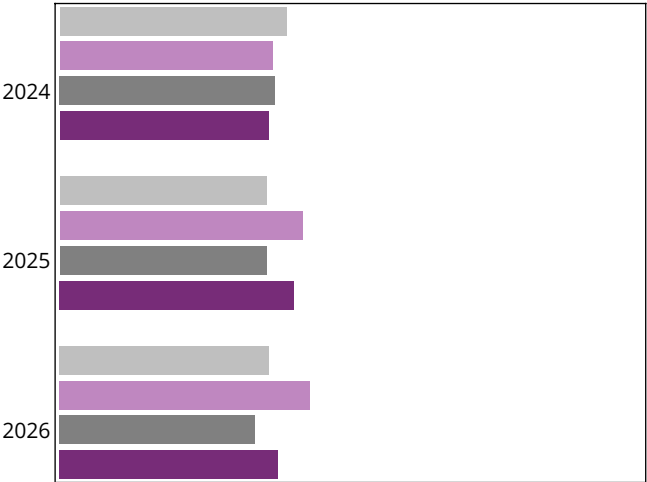
Juvenile: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	295,216	270,667	274,886
Week 7	279,677	315,990	325,588
Week 8	281,360	262,045	251,634
Week 9	272,334	295,735	280,402
Total	1,128,587	1,144,437	1,132,510

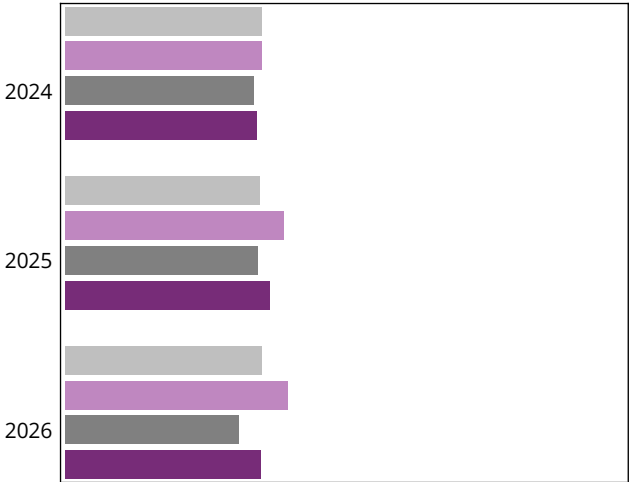
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$4,873,712	\$4,440,613	\$4,496,170
Week 7	\$4,567,279	\$5,215,775	\$5,380,202
Week 8	\$4,631,582	\$4,450,985	\$4,199,295
Week 9	\$4,488,658	\$5,034,579	\$4,689,879
Total	\$18,561,232	\$19,141,952	\$18,765,545

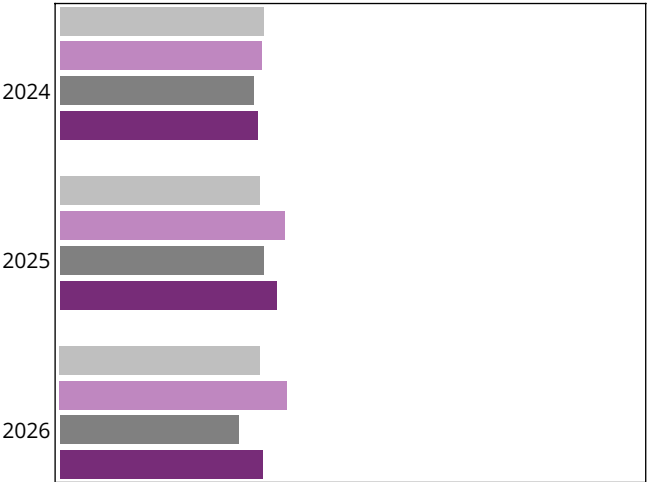
Juvenile Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	222,067	219,657	221,521
Week 7	221,604	246,995	250,782
Week 8	212,219	217,598	195,999
Week 9	216,219	230,341	220,554
Total	872,109	914,591	888,856

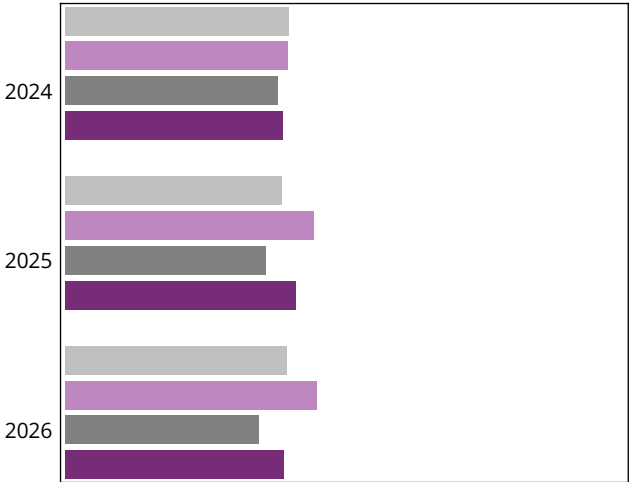
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$3,605,411	\$3,543,109	\$3,550,308
Week 7	\$3,573,596	\$3,984,852	\$4,028,169
Week 8	\$3,434,476	\$3,609,260	\$3,167,050
Week 9	\$3,508,270	\$3,834,984	\$3,589,710
Total	\$14,121,753	\$14,972,205	\$14,335,237

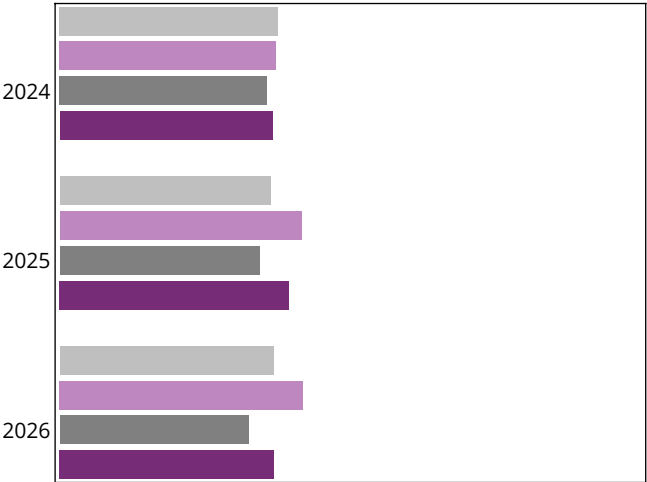
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	219,783	212,926	218,298
Week 7	219,437	244,675	247,647
Week 8	209,536	197,493	190,724
Week 9	214,430	226,735	215,166
Total	863,186	881,829	871,835

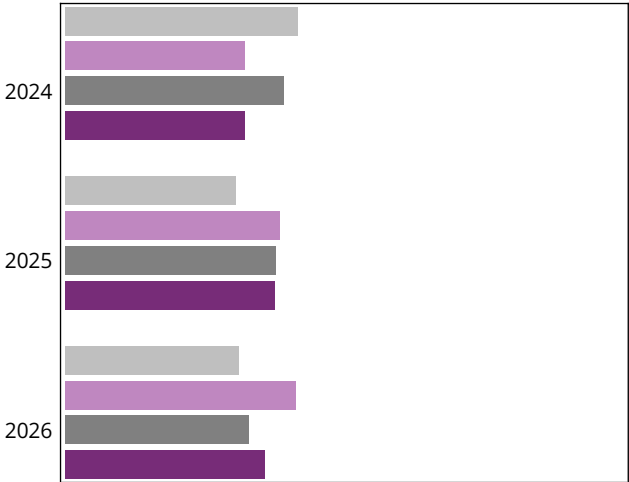
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$3,563,668	\$3,447,061	\$3,496,451
Week 7	\$3,534,008	\$3,945,386	\$3,974,979
Week 8	\$3,387,245	\$3,258,696	\$3,087,317
Week 9	\$3,476,993	\$3,748,433	\$3,502,070
Total	\$13,961,914	\$14,399,576	\$14,060,817

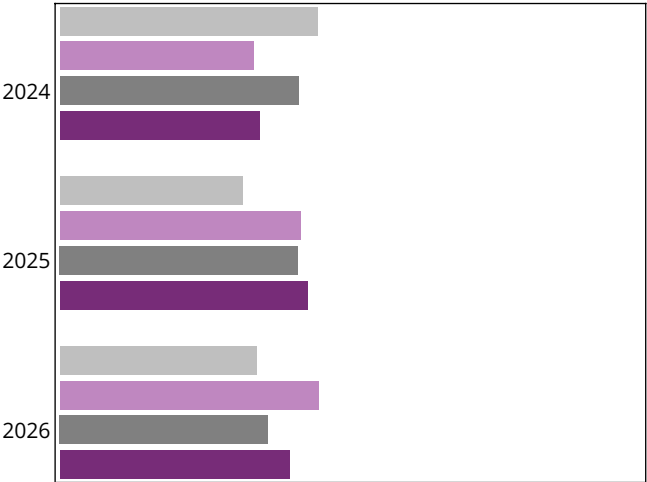
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	81,277	59,540	60,624
Week 7	62,716	74,836	80,533
Week 8	76,158	73,663	64,181
Week 9	62,807	73,340	69,697
Total	282,958	281,379	275,035

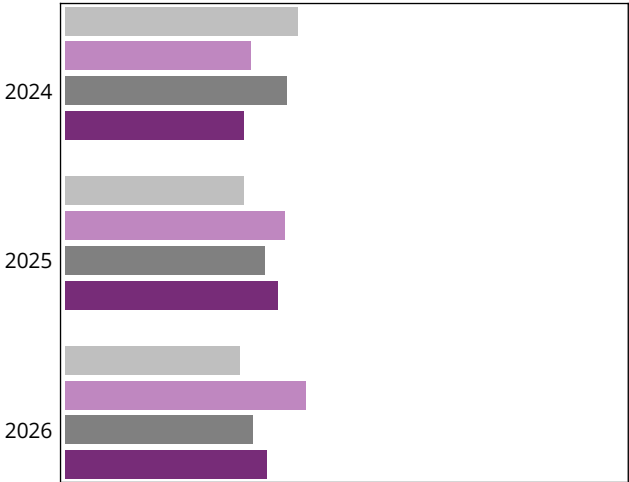
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$1,462,754	\$1,035,708	\$1,117,268
Week 7	\$1,098,264	\$1,365,240	\$1,470,287
Week 8	\$1,353,937	\$1,352,974	\$1,182,421
Week 9	\$1,132,056	\$1,407,912	\$1,304,855
Total	\$5,047,011	\$5,161,835	\$5,074,832

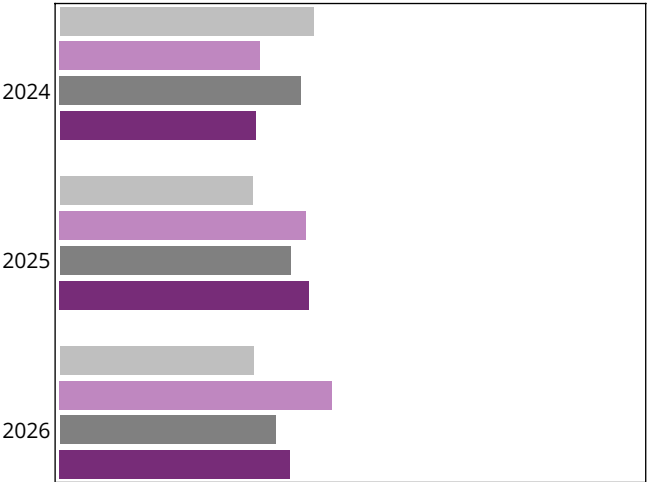
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	75,433	57,741	56,588
Week 7	60,240	71,315	77,941
Week 8	71,824	64,552	60,910
Week 9	57,904	69,000	65,236
Total	265,401	262,608	260,675

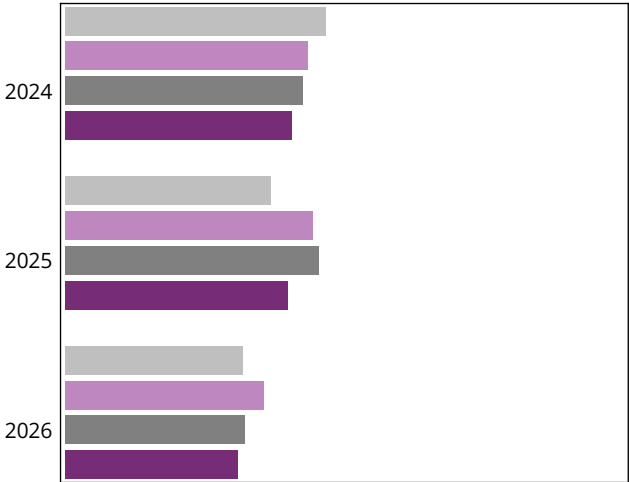
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$1,310,044	\$993,552	\$999,719
Week 7	\$1,033,271	\$1,270,389	\$1,405,223
Week 8	\$1,244,337	\$1,192,290	\$1,111,977
Week 9	\$1,011,666	\$1,286,146	\$1,187,808
Total	\$4,599,318	\$4,742,376	\$4,704,728

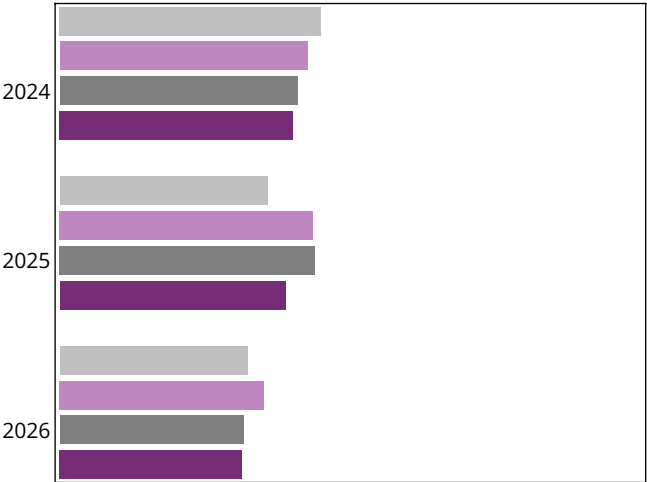
Young Adult: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	42,893	33,910	29,318
Week 7	40,029	40,845	32,663
Week 8	39,073	41,740	29,657
Week 9	37,335	36,593	28,434
Total	159,330	153,088	120,072

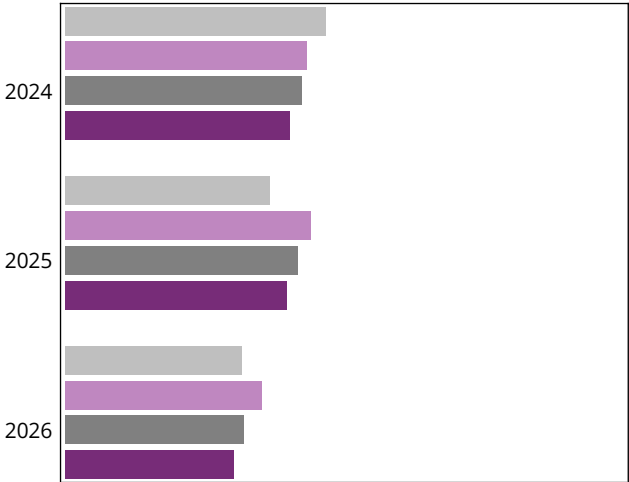
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$943,197	\$750,837	\$677,481
Week 7	\$895,058	\$914,317	\$737,551
Week 8	\$858,890	\$922,127	\$664,360
Week 9	\$841,929	\$816,013	\$658,772
Total	\$3,539,074	\$3,403,294	\$2,738,164

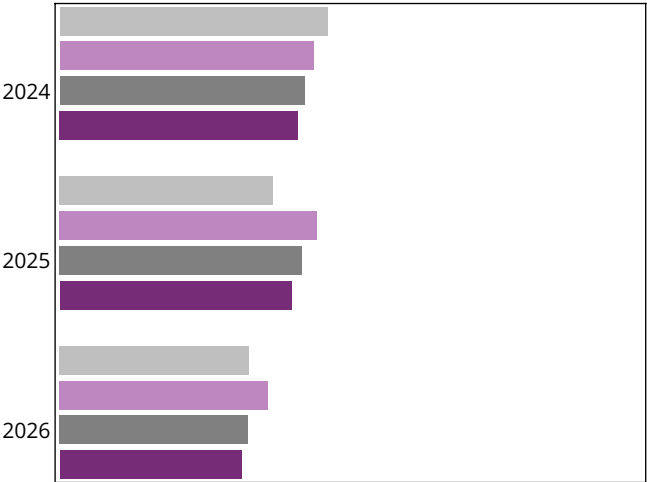
Young Adult: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	42,402	33,388	28,833
Week 7	39,418	40,087	32,098
Week 8	38,491	37,955	29,129
Week 9	36,666	36,025	27,545
Total	156,977	147,455	117,605

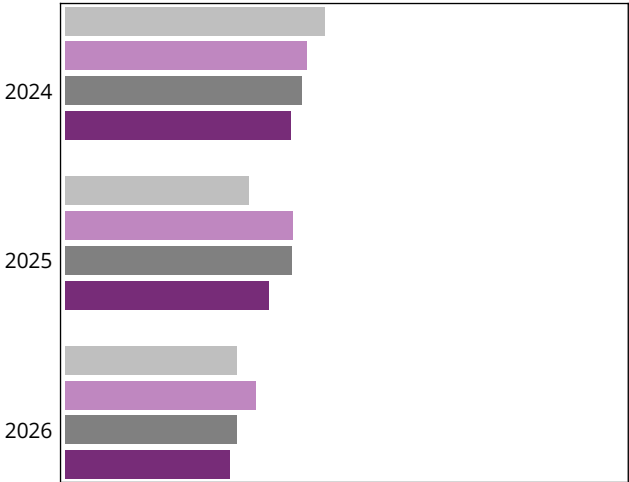
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$922,192	\$733,725	\$651,443
Week 7	\$872,859	\$884,395	\$716,525
Week 8	\$843,092	\$833,892	\$646,964
Week 9	\$819,308	\$797,755	\$624,389
Total	\$3,457,450	\$3,249,767	\$2,639,321

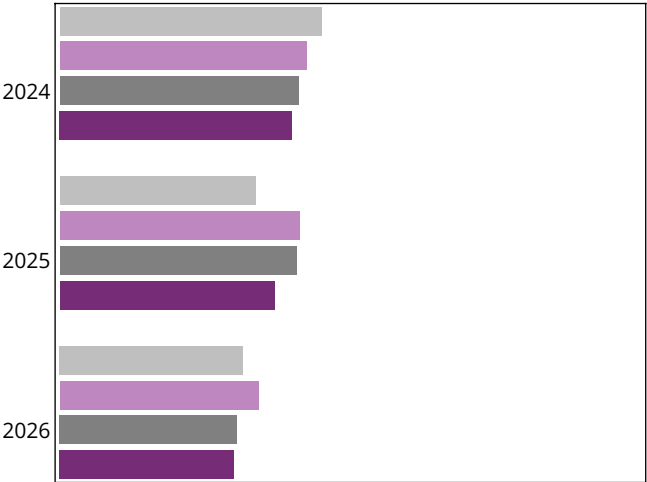
Young Adult Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	41,356	29,324	27,289
Week 7	38,456	36,229	30,425
Week 8	37,740	36,097	27,320
Week 9	35,897	32,487	26,204
Total	153,449	134,137	111,238

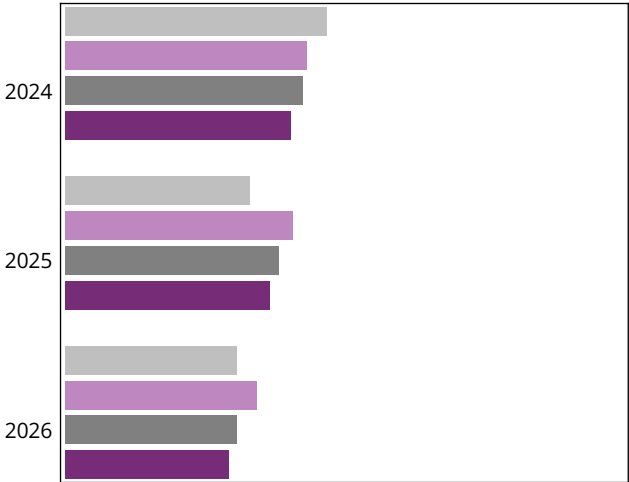
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$899,566	\$674,025	\$630,168
Week 7	\$848,152	\$824,431	\$683,452
Week 8	\$822,156	\$814,713	\$609,927
Week 9	\$798,952	\$738,643	\$599,141
Total	\$3,368,825	\$3,051,811	\$2,522,688

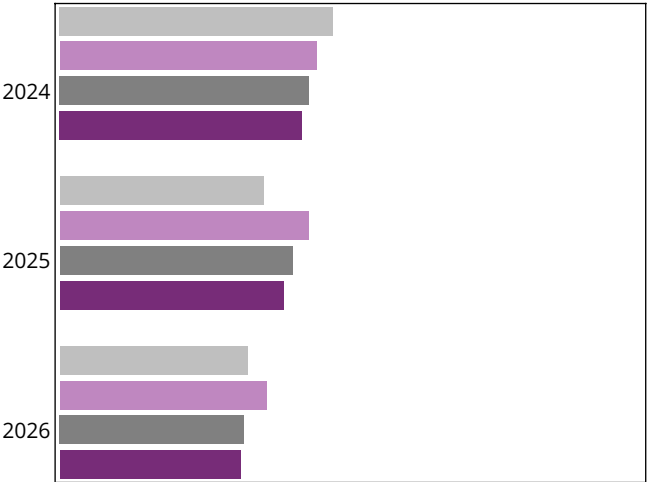
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	41,143	29,020	26,980
Week 7	38,123	35,848	30,117
Week 8	37,365	33,575	26,971
Week 9	35,548	32,197	25,819
Total	152,179	130,640	109,887

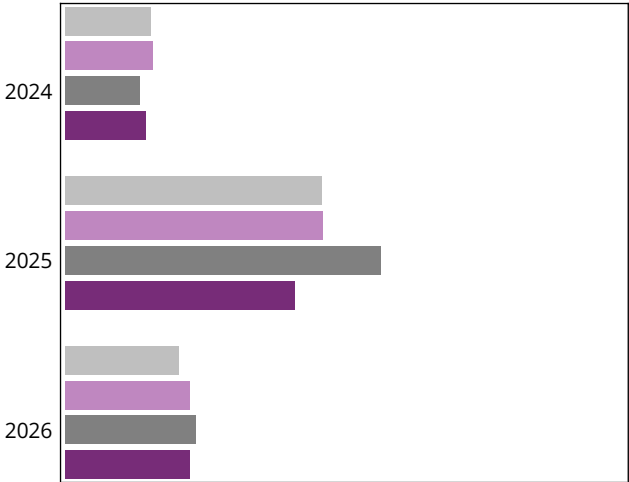
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$893,368	\$666,289	\$613,656
Week 7	\$840,162	\$813,959	\$676,228
Week 8	\$814,538	\$760,217	\$601,750
Week 9	\$791,893	\$732,207	\$590,359
Total	\$3,339,961	\$2,972,673	\$2,481,992

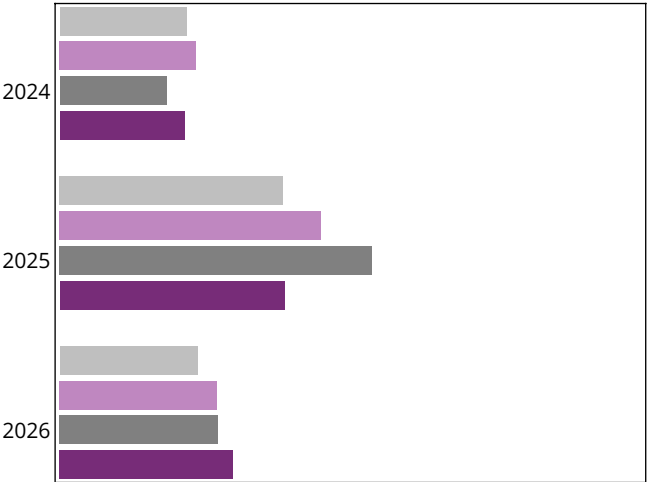
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 6	1,537	4,586	2,029
Week 7	1,573	4,616	2,238
Week 8	1,333	5,643	2,337
Week 9	1,438	4,106	2,230
Total	5,881	18,951	8,834

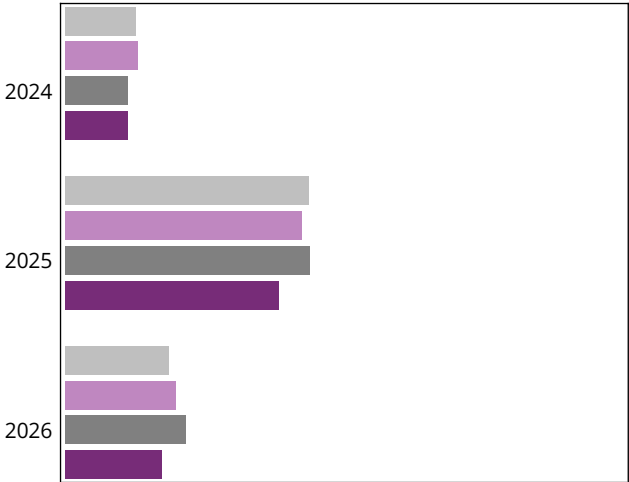
Value Sold (in millions of dollars)



	2024	2025	2026
Week 6	\$43,631	\$76,812	\$47,313
Week 7	\$46,906	\$89,887	\$54,100
Week 8	\$36,734	\$107,414	\$54,433
Week 9	\$42,977	\$77,370	\$59,631
Total	\$170,248	\$351,483	\$215,477

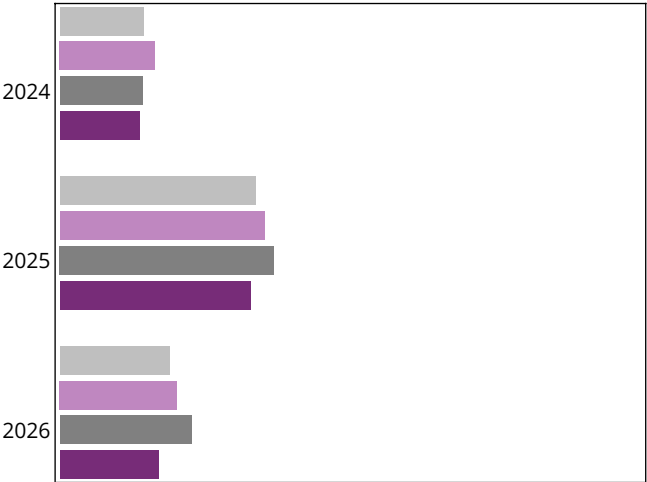
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 6	1,259	4,368	1,853
Week 7	1,295	4,239	1,981
Week 8	1,126	4,380	2,158
Week 9	1,118	3,828	1,726
Total	4,798	16,815	7,718

Value Sold (in millions of dollars)



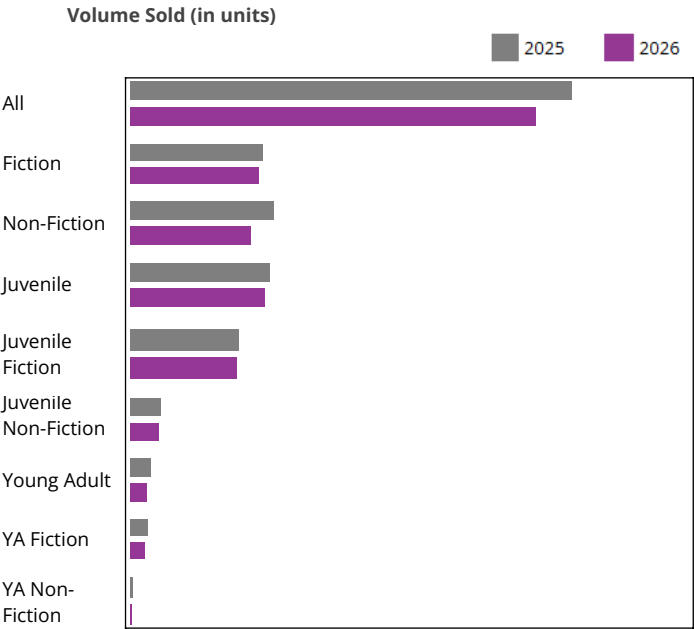
	2024	2025	2026
Week 6	\$28,824	\$67,436	\$37,788
Week 7	\$32,696	\$70,436	\$40,297
Week 8	\$28,554	\$73,675	\$45,214
Week 9	\$27,415	\$65,547	\$34,030
Total	\$117,489	\$277,094	\$157,329

Year-to-Date Comparisons

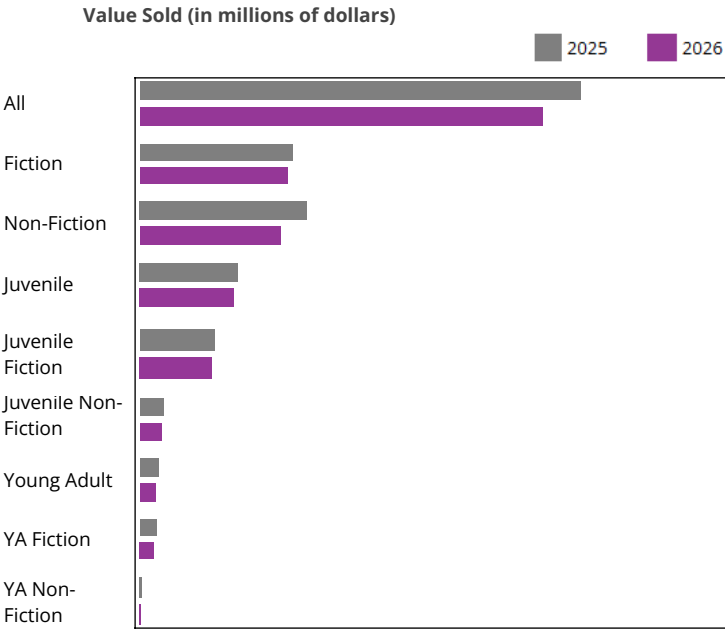
Week-ending dates:

	2025	2026
Week 9	2025-03-02	2026-03-01

All Market

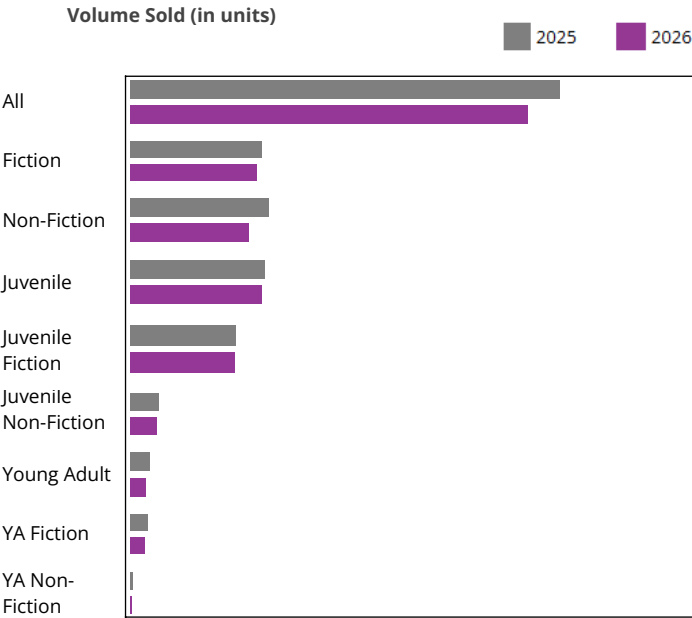


	2025	2026
All	7,903,082	7,264,880
Fiction	2,379,692	2,307,387
Non-Fiction	2,561,866	2,149,713
Juvenile	2,499,400	2,414,681
Juvenile Fiction	1,944,796	1,908,535
Juvenile Non-Fiction	554,604	506,146
Young Adult (YA)	368,065	288,954
YA Fiction	315,149	267,433
YA Non-Fiction	52,916	21,521

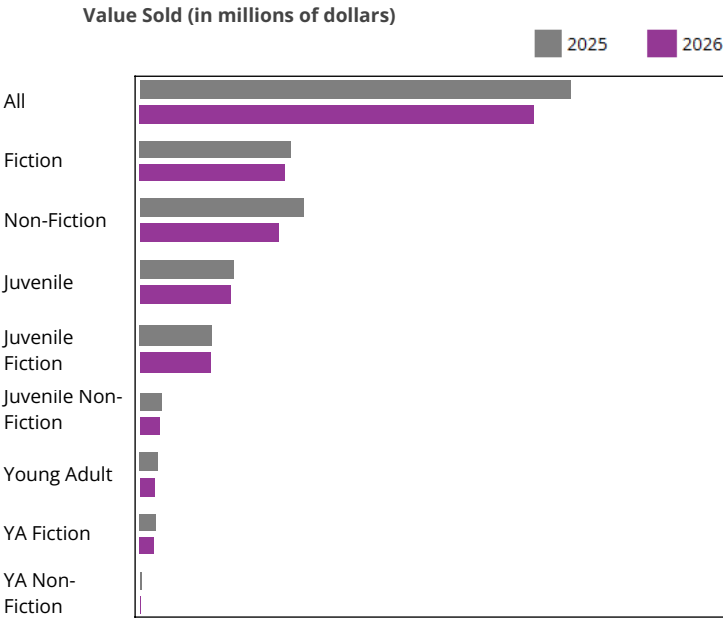


	2025	2026
All	\$189,513,872	\$173,107,926
Fiction	\$65,624,380	\$63,628,930
Non-Fiction	\$71,926,311	\$60,554,872
Juvenile	\$42,281,213	\$40,441,660
Juvenile Fiction	\$32,106,043	\$31,090,795
Juvenile Non-Fiction	\$10,175,171	\$9,350,865
Young Adult (YA)	\$8,072,262	\$6,635,501
YA Fiction	\$7,134,282	\$6,141,631
YA Non-Fiction	\$937,980	\$493,870

Ring Fence



	2025	2026
All	7,697,202	7,115,611
Fiction	2,358,242	2,262,446
Non-Fiction	2,487,147	2,117,900
Juvenile	2,404,060	2,349,620
Juvenile Fiction	1,887,894	1,873,660
Juvenile Non-Fiction	516,166	475,960
Young Adult (YA)	356,401	283,545
YA Fiction	308,109	264,159
YA Non-Fiction	48,292	19,386



	2025	2026
All	\$185,231,666	\$169,528,289
Fiction	\$65,062,662	\$62,482,428
Non-Fiction	\$70,434,757	\$59,710,407
Juvenile	\$40,416,885	\$39,086,060
Juvenile Fiction	\$31,109,259	\$30,522,715
Juvenile Non-Fiction	\$9,307,626	\$8,563,345
Young Adult (YA)	\$7,744,522	\$6,441,453
YA Fiction	\$6,974,843	\$6,055,976
YA Non-Fiction	\$769,680	\$385,477

Report Week Numbers

Week	2024	2025	2026
1	2024-01-07	2025-01-05	2026-01-04
2	2024-01-14	2025-01-12	2026-01-11
3	2024-01-21	2025-01-19	2026-01-18
4	2024-01-28	2025-01-26	2026-01-25
5	2024-02-04	2025-02-02	2026-02-01
6	2024-02-11	2025-02-09	2026-02-08
7	2024-02-18	2025-02-16	2026-02-15
8	2024-02-25	2025-02-23	2026-02-22
9	2024-03-03	2025-03-02	2026-03-01
10	2024-03-10	2025-03-09	2026-03-08
11	2024-03-17	2025-03-16	2026-03-15
12	2024-03-24	2025-03-23	2026-03-22
13	2024-03-31	2024-03-30	2026-03-29
14	2024-04-07	2025-04-06	2026-04-05
15	2024-04-14	2025-04-13	2026-04-12
16	2024-04-21	2025-04-20	2026-04-19
17	2024-04-28	2025-04-27	2026-04-26
18	2024-05-05	2025-05-04	2026-05-03
19	2024-05-12	2025-05-11	2026-05-10
20	2024-05-19	2025-05-18	2026-05-17
21	2024-05-26	2025-05-25	2026-05-24
22	2024-06-02	2025-06-01	2026-05-31
23	2024-06-09	2025-06-08	2026-06-07
24	2024-06-16	2025-06-15	2026-06-14
25	2024-06-23	2025-06-22	2026-06-21
26	2024-06-30	2025-06-29	2026-06-28
27	2024-07-07	2025-07-06	2026-07-05
28	2024-07-14	2025-07-13	2026-07-12
29	2024-07-21	2025-07-20	2026-07-19
30	2024-07-28	2025-07-27	2026-07-26
31	2024-08-04	2025-08-03	2026-07-31
32	2024-08-11	2025-08-10	2026-08-09
33	2024-08-18	2025-08-17	2026-08-16
34	2024-08-25	2025-08-24	2026-08-23
35	2024-09-01	2025-08-31	2026-08-30
36	2024-09-08	2025-09-07	2026-09-06
37	2024-09-15	2025-09-14	2026-09-13
38	2024-09-22	2025-09-21	2026-09-20
39	2024-09-29	2025-09-28	2026-09-27

Week	2024	2025	2026
40	2024-10-06	2025-10-05	2026-10-04
41	2024-10-13	2025-10-12	2026-10-11
42	2024-10-20	2025-10-19	2026-10-18
43	2024-10-27	2025-10-26	2026-10-25
44	2024-11-03	2025-11-02	2026-11-01
45	2024-11-10	2025-11-09	2026-11-08
46	2024-11-17	2025-11-16	2026-11-15
47	2024-11-24	2025-11-23	2026-11-22
48	2024-12-01	2025-11-30	2026-11-29
49	2024-12-08	2025-12-07	2026-12-06
50	2024-12-15	2025-12-14	2026-12-13
51	2024-12-22	2025-12-21	2026-12-20
52	2024-12-29	2025-12-28	2026-12-27
53			2026-01-03