

SalesData Market Report:

July, 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 July 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.

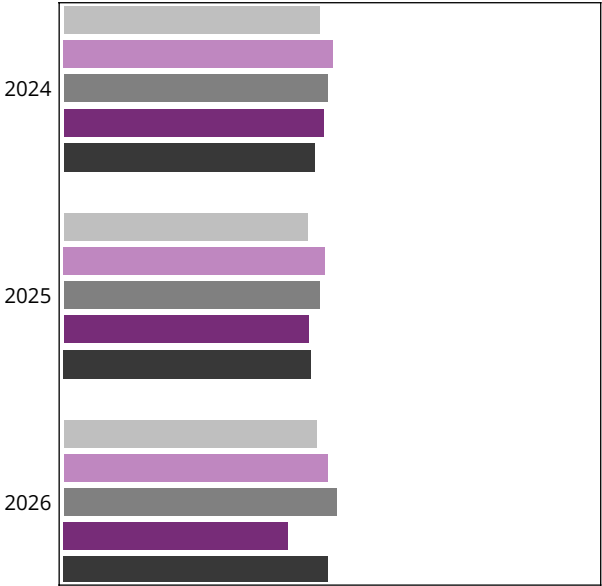
The specific week-ending dates used in this month's report are as follows:

	2024	2025	2026
Week 27	2024-07-07	2025-07-06	2026-07-05
Week 28	2024-07-14	2025-07-13	2026-07-12
Week 29	2024-07-21	2025-07-20	2026-07-19
Week 30	2024-07-28	2025-07-27	2026-07-26
Week 31	2024-08-04	2025-08-03	2026-08-02

Month-to-Month Comparisons

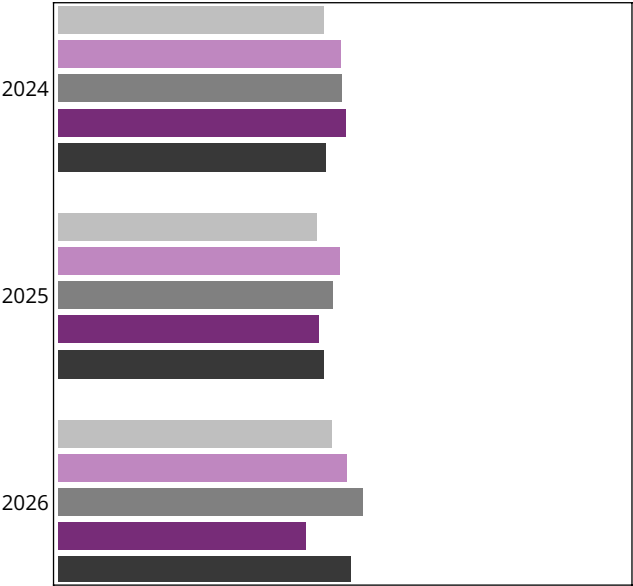
All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	826,644	787,426	817,109
Week 28	870,172	844,527	852,786
Week 29	852,468	827,140	882,013
Week 30	838,884	791,050	724,400
Week 31	810,919	798,136	854,001
Total	4,199,087	4,048,279	4,130,309

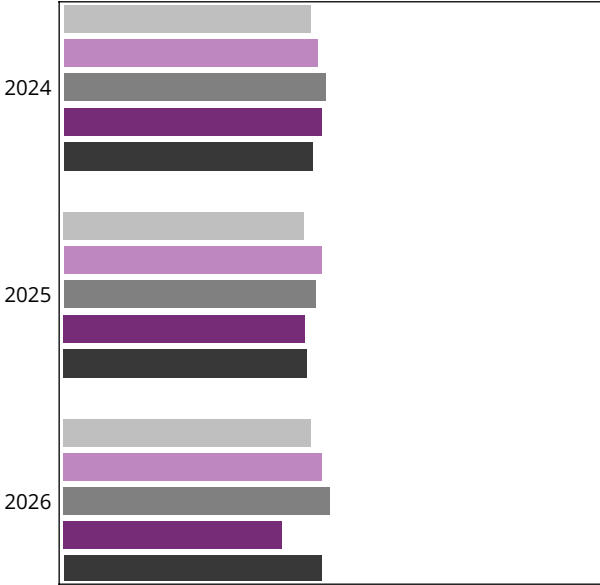
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$18,687,709	\$18,162,818	\$19,219,355
Week 28	\$19,821,150	\$19,782,023	\$20,306,585
Week 29	\$19,921,556	\$19,279,760	\$21,406,225
Week 30	\$20,195,328	\$18,295,316	\$17,397,378
Week 31	\$18,770,495	\$18,661,172	\$20,544,955
Total	\$97,396,238	\$94,181,088	\$98,874,498

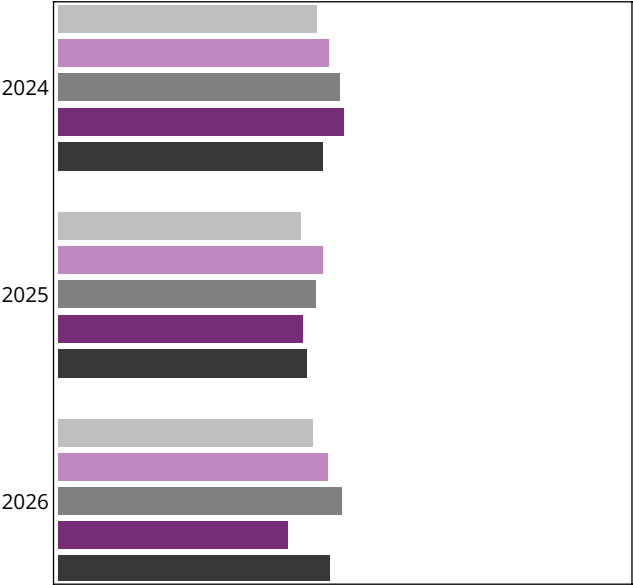
Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	797,398	775,943	799,353
Week 28	819,945	831,865	833,877
Week 29	845,373	813,373	860,503
Week 30	831,999	779,548	705,404
Week 31	804,369	785,186	832,508
Total	4,099,084	3,985,915	4,031,645

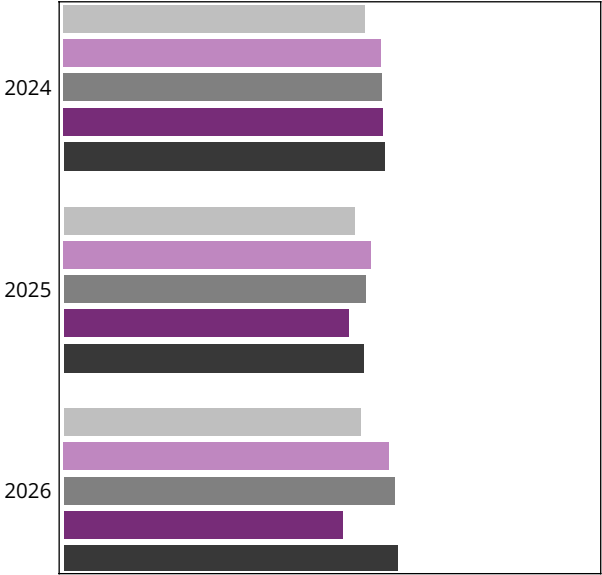
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$18,198,479	\$17,899,309	\$18,797,054
Week 28	\$19,002,563	\$19,491,035	\$19,852,134
Week 29	\$19,760,113	\$18,977,384	\$20,902,861
Week 30	\$20,037,588	\$18,009,854	\$16,950,265
Week 31	\$18,615,450	\$18,364,884	\$20,012,595
Total	\$95,614,193	\$92,742,465	\$96,514,909

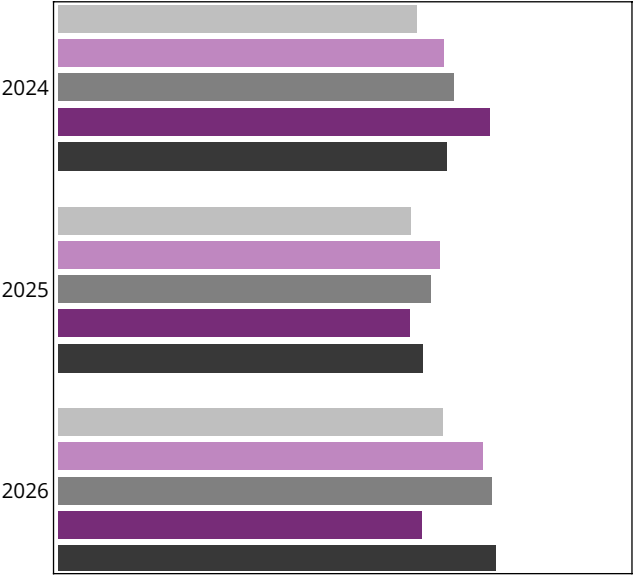
Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	271,736	262,266	267,316
Week 28	286,176	277,101	293,075
Week 29	286,994	272,246	298,088
Week 30	287,924	256,977	251,151
Week 31	289,365	270,423	300,867
Total	1,422,195	1,339,013	1,410,497

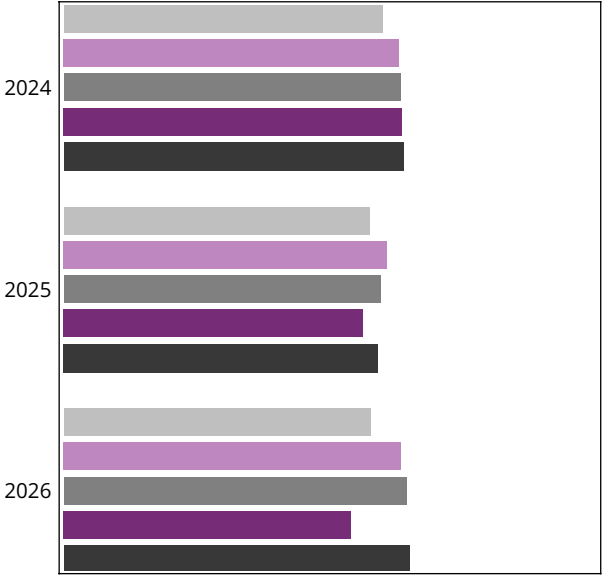
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$6,925,245	\$6,816,943	\$7,431,908
Week 28	\$7,456,904	\$7,378,609	\$8,193,820
Week 29	\$7,644,357	\$7,198,387	\$8,380,491
Week 30	\$8,340,880	\$6,798,648	\$7,032,059
Week 31	\$7,506,306	\$7,052,238	\$8,452,082
Total	\$37,873,690	\$35,244,825	\$39,490,359

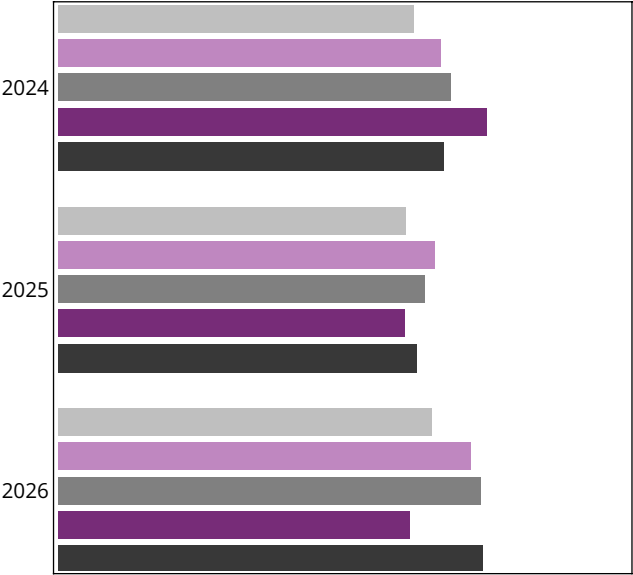
Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	269,230	258,376	259,233
Week 28	283,455	273,081	285,117
Week 29	284,786	267,930	289,801
Week 30	285,860	252,897	242,638
Week 31	287,277	265,569	292,072
Total	1,410,608	1,317,853	1,368,861

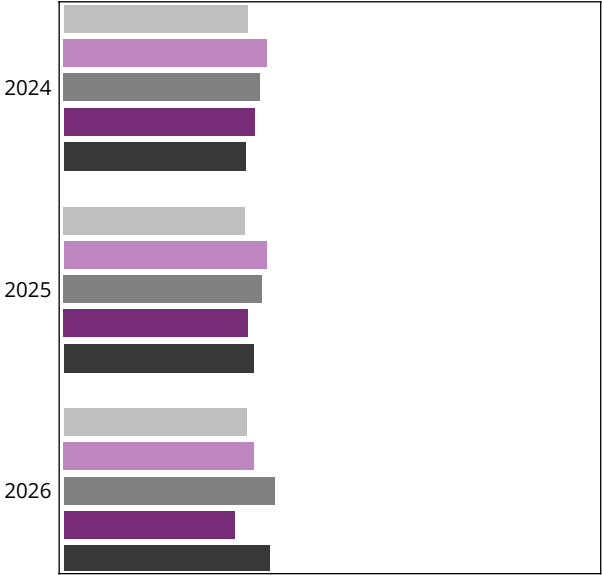
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$6,862,910	\$6,715,591	\$7,212,094
Week 28	\$7,389,140	\$7,271,295	\$7,977,766
Week 29	\$7,589,204	\$7,082,375	\$8,155,775
Week 30	\$8,289,940	\$6,691,228	\$6,801,787
Week 31	\$7,453,948	\$6,922,958	\$8,210,375
Total	\$37,585,142	\$34,683,448	\$38,357,797

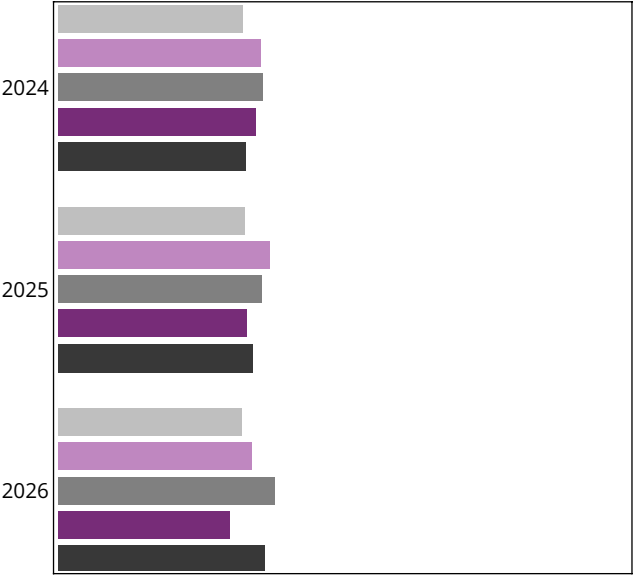
Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	210,485	207,517	209,222
Week 28	233,128	232,567	218,171
Week 29	225,053	227,089	241,310
Week 30	218,504	211,286	195,590
Week 31	208,133	217,661	235,904
Total	1,095,303	1,096,120	1,100,197

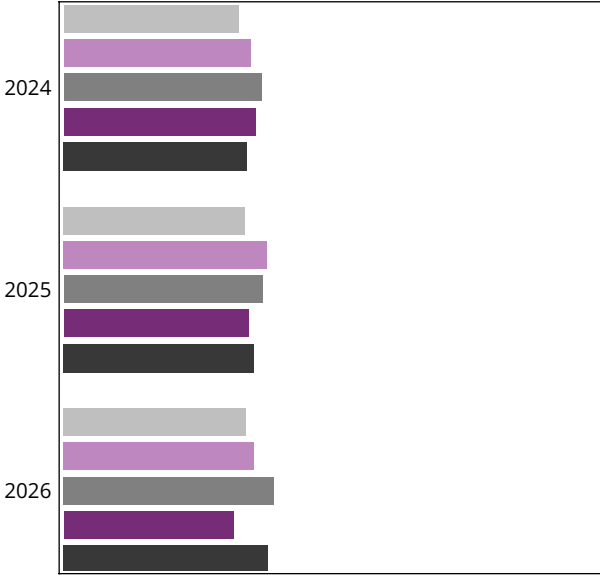
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$5,828,512	\$5,894,556	\$5,812,620
Week 28	\$6,418,992	\$6,674,605	\$6,110,317
Week 29	\$6,455,946	\$6,424,281	\$6,840,080
Week 30	\$6,238,905	\$5,963,536	\$5,418,621
Week 31	\$5,944,154	\$6,150,712	\$6,538,239
Total	\$30,886,509	\$31,107,690	\$30,719,878

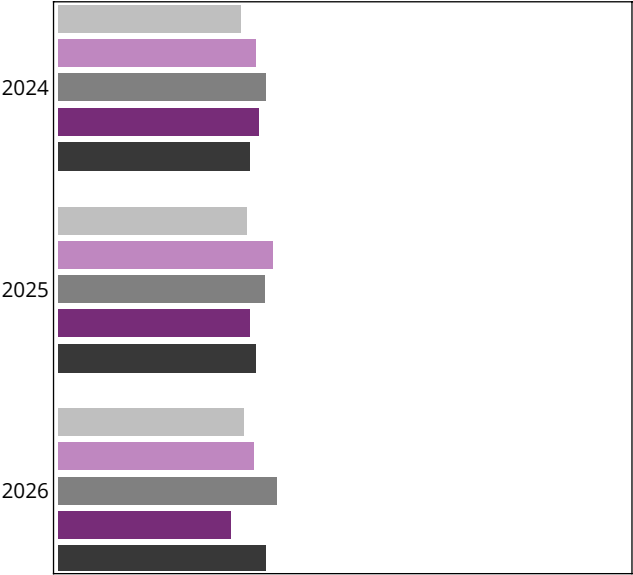
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	196,786	204,360	205,361
Week 28	210,434	229,018	214,277
Week 29	222,698	223,936	236,847
Week 30	216,338	208,301	191,550
Week 31	206,268	214,419	230,198
Total	1,052,524	1,080,034	1,078,233

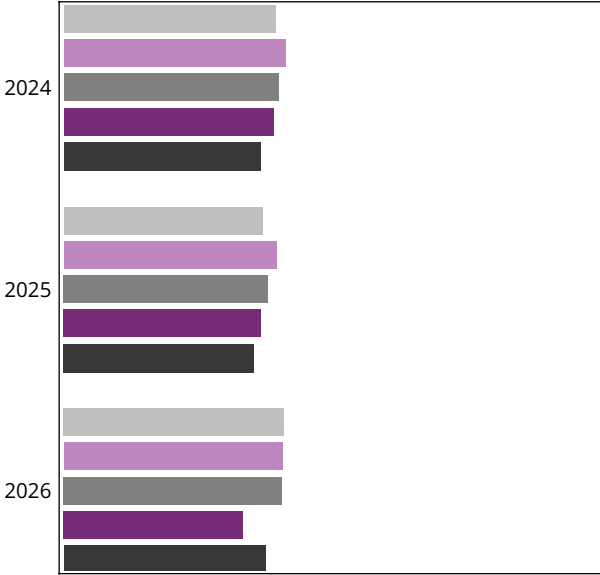
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$5,613,991	\$5,809,645	\$5,705,221
Week 28	\$6,070,149	\$6,588,775	\$6,003,249
Week 29	\$6,392,593	\$6,341,450	\$6,723,025
Week 30	\$6,178,259	\$5,883,452	\$5,308,999
Week 31	\$5,888,785	\$6,064,869	\$6,363,989
Total	\$30,143,778	\$30,688,191	\$30,104,483

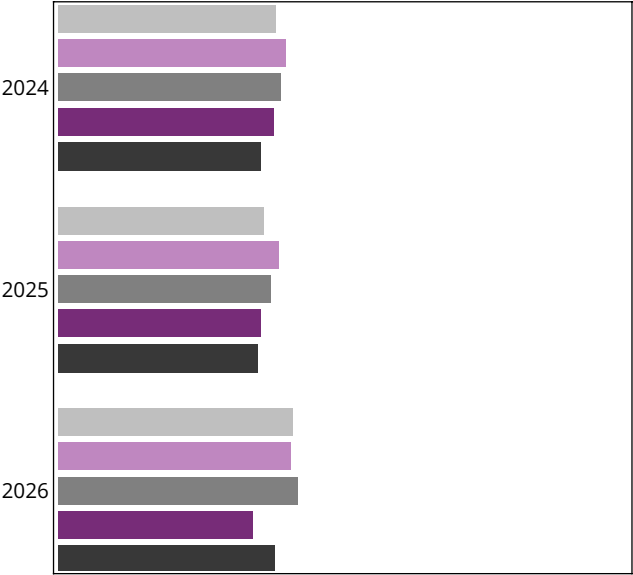
Juvenile: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	278,212	261,417	289,402
Week 28	291,505	279,517	287,473
Week 29	282,232	268,318	286,792
Week 30	276,123	259,534	235,613
Week 31	258,864	250,343	265,528
Total	1,386,936	1,319,129	1,364,808

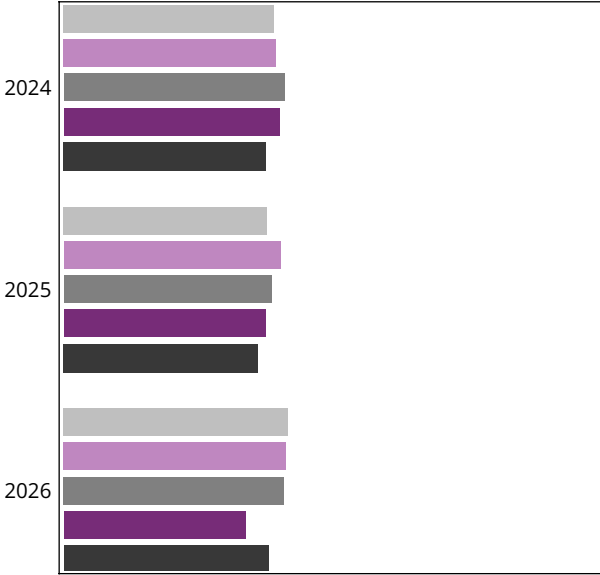
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$4,515,772	\$4,263,258	\$4,868,489
Week 28	\$4,721,521	\$4,571,624	\$4,822,381
Week 29	\$4,615,004	\$4,408,830	\$4,956,824
Week 30	\$4,461,193	\$4,197,735	\$4,040,353
Week 31	\$4,191,747	\$4,137,242	\$4,479,327
Total	\$22,505,236	\$21,578,689	\$23,167,375

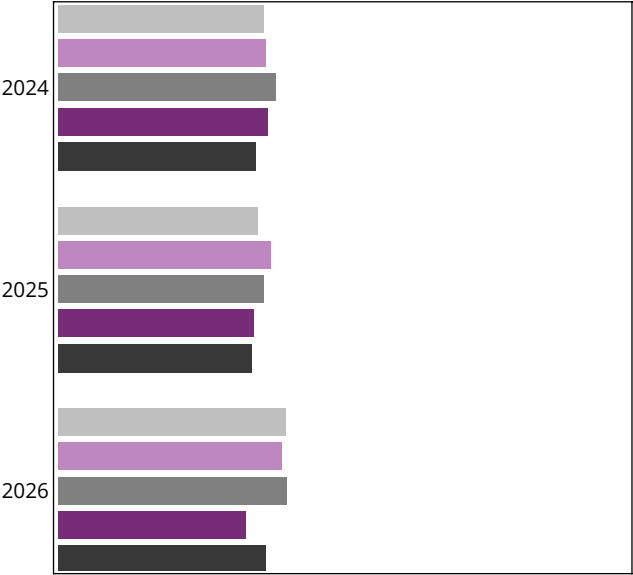
Juvenile: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	266,636	257,847	284,518
Week 28	268,928	275,133	281,725
Week 29	280,112	263,479	279,202
Week 30	273,853	255,721	230,354
Week 31	256,650	246,193	259,474
Total	1,346,179	1,298,373	1,335,273

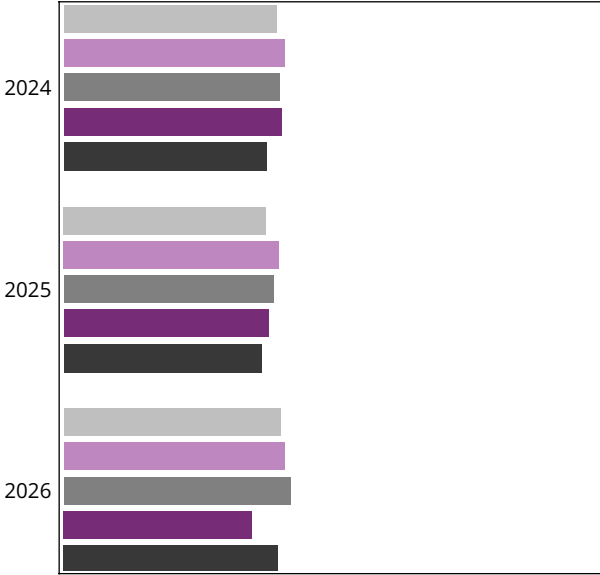
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$4,335,858	\$4,206,576	\$4,792,036
Week 28	\$4,371,885	\$4,489,006	\$4,717,145
Week 29	\$4,580,686	\$4,324,777	\$4,818,862
Week 30	\$4,422,813	\$4,113,592	\$3,953,662
Week 31	\$4,153,355	\$4,071,108	\$4,381,648
Total	\$21,864,598	\$21,205,058	\$22,663,353

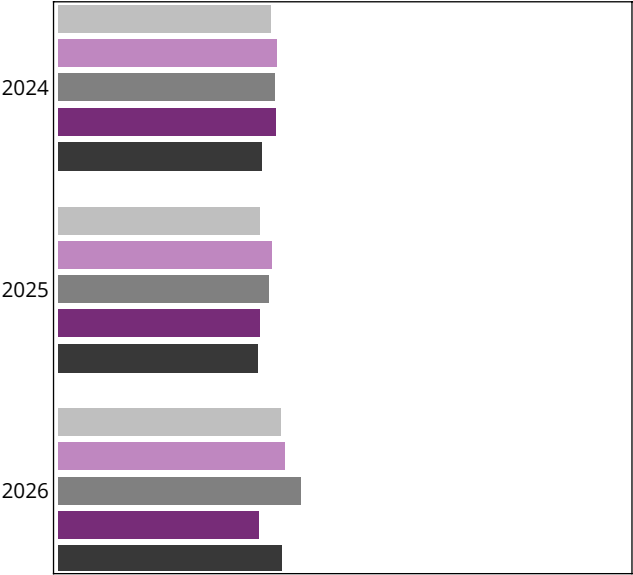
Juvenile Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	208,008	197,644	211,481
Week 28	215,434	210,240	215,831
Week 29	210,970	204,650	221,506
Week 30	212,430	200,062	183,826
Week 31	198,032	193,094	209,423
Total	1,044,874	1,005,690	1,042,067

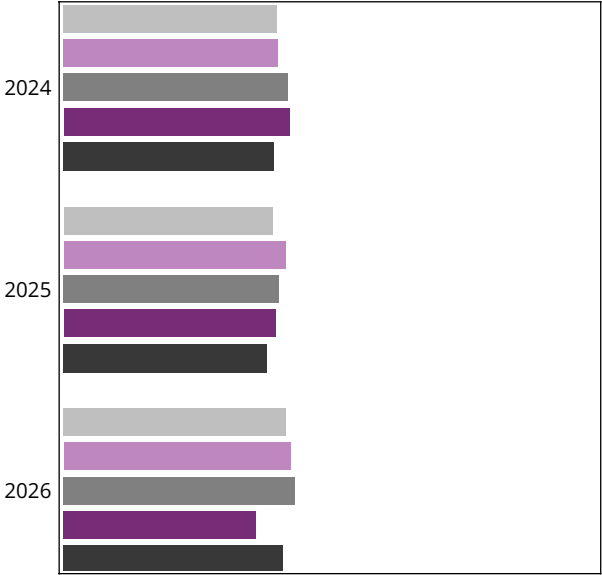
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$3,284,763	\$3,112,183	\$3,439,000
Week 28	\$3,384,387	\$3,305,122	\$3,508,373
Week 29	\$3,348,802	\$3,248,345	\$3,755,629
Week 30	\$3,363,340	\$3,113,416	\$3,096,509
Week 31	\$3,145,139	\$3,081,240	\$3,448,135
Total	\$16,526,431	\$15,860,306	\$17,247,645

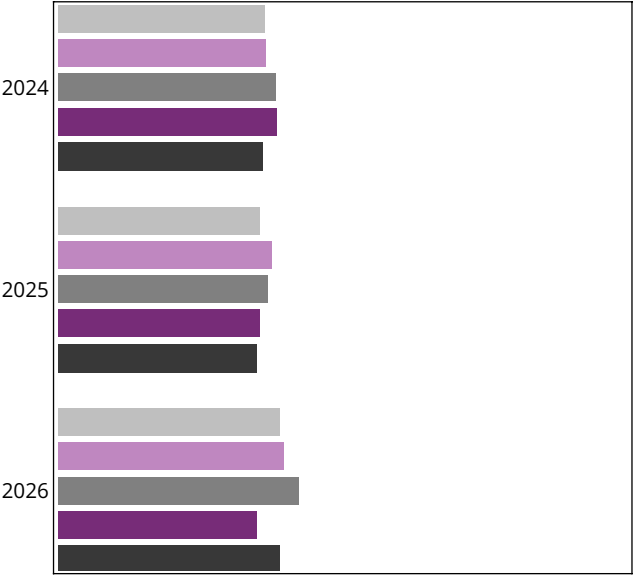
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	199,350	195,159	207,783
Week 28	200,520	207,568	212,100
Week 29	209,662	201,550	216,402
Week 30	211,014	198,106	179,933
Week 31	196,743	190,127	204,951
Total	1,017,289	992,510	1,021,169

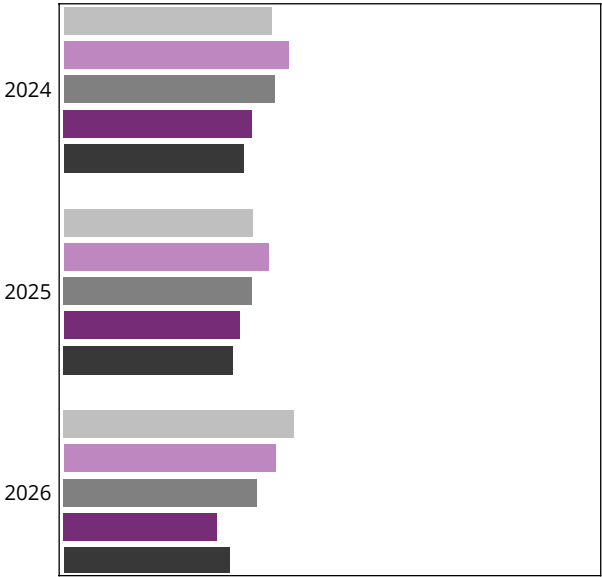
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$3,150,411	\$3,072,886	\$3,380,243
Week 28	\$3,170,074	\$3,261,400	\$3,448,078
Week 29	\$3,329,594	\$3,199,545	\$3,675,724
Week 30	\$3,343,072	\$3,082,502	\$3,034,995
Week 31	\$3,126,058	\$3,034,282	\$3,377,918
Total	\$16,119,209	\$15,650,614	\$16,916,958

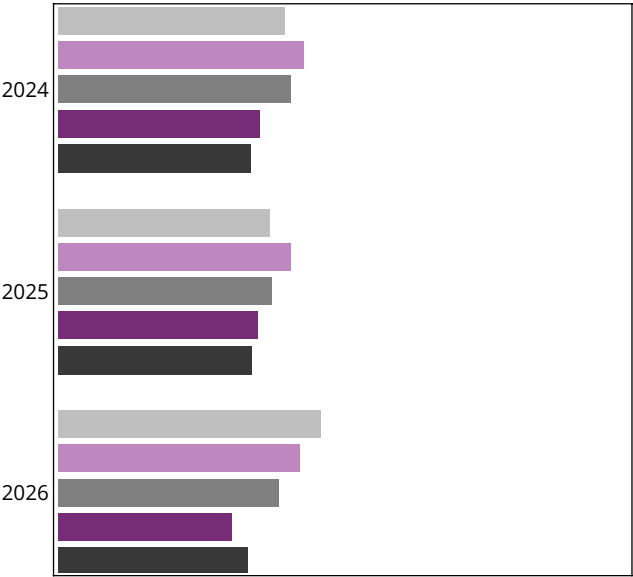
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	70,204	63,773	77,921
Week 28	76,071	69,277	71,642
Week 29	71,262	63,668	65,286
Week 30	63,693	59,472	51,787
Week 31	60,832	57,249	56,105
Total	342,062	313,439	322,741

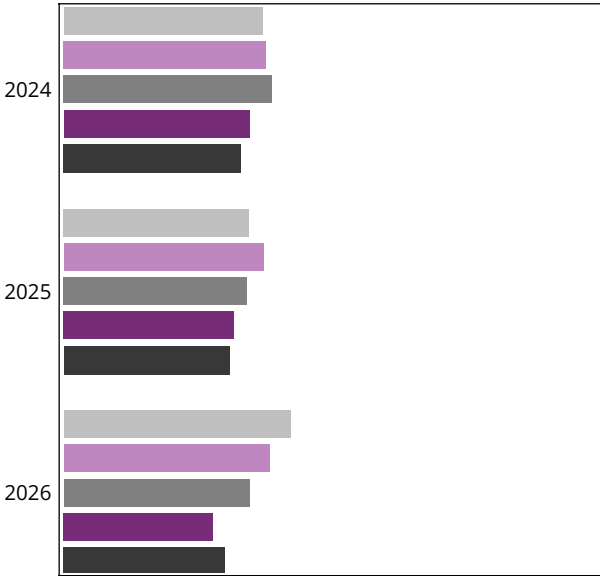
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$1,231,008	\$1,151,075	\$1,429,489
Week 28	\$1,337,134	\$1,266,503	\$1,314,008
Week 29	\$1,266,202	\$1,160,484	\$1,201,196
Week 30	\$1,097,853	\$1,084,319	\$943,844
Week 31	\$1,046,608	\$1,056,002	\$1,031,192
Total	\$5,978,805	\$5,718,384	\$5,919,730

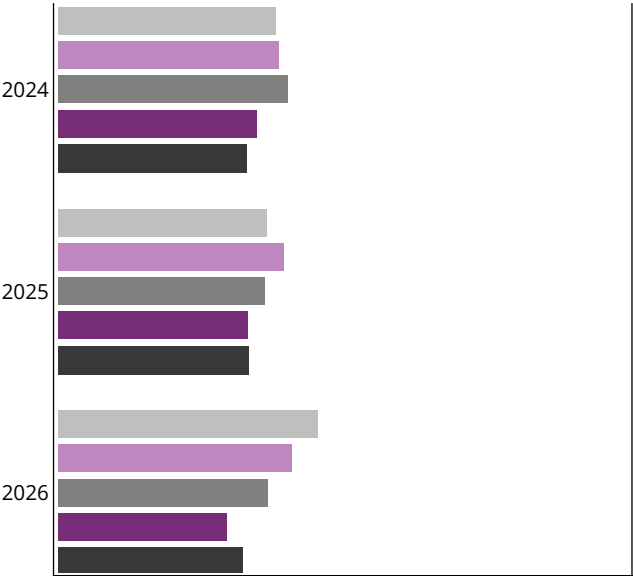
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	67,286	62,688	76,735
Week 28	68,408	67,565	69,625
Week 29	70,450	61,929	62,800
Week 30	62,839	57,615	50,421
Week 31	59,907	56,066	54,523
Total	328,890	305,863	314,104

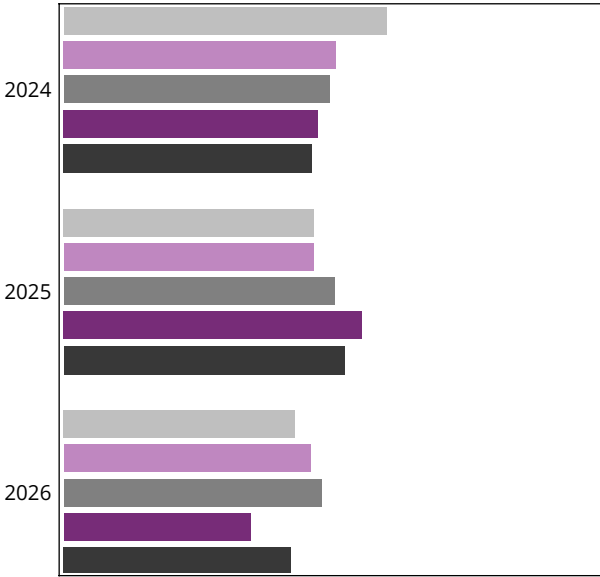
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$1,185,447	\$1,133,690	\$1,411,793
Week 28	\$1,201,811	\$1,227,606	\$1,269,066
Week 29	\$1,251,093	\$1,125,232	\$1,143,139
Week 30	\$1,079,741	\$1,031,091	\$918,667
Week 31	\$1,027,297	\$1,036,826	\$1,003,730
Total	\$5,745,389	\$5,554,445	\$5,746,395

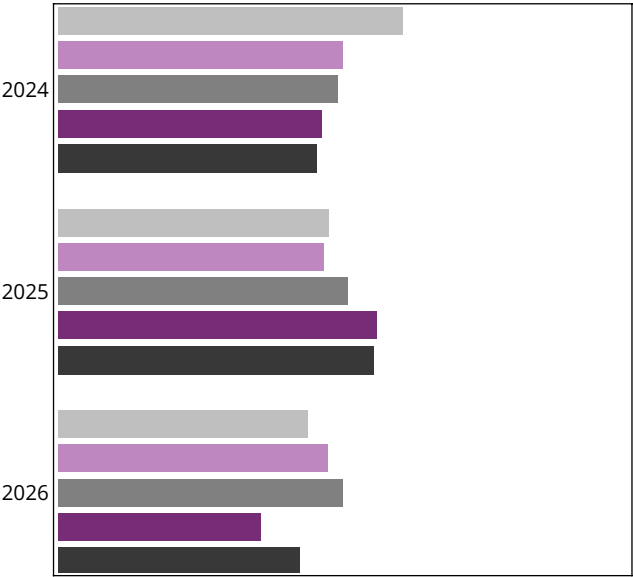
Young Adult: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	53,323	41,391	38,221
Week 28	45,016	41,265	40,769
Week 29	43,898	44,711	42,628
Week 30	42,012	49,328	30,842
Week 31	40,998	46,440	37,585
Total	225,247	223,135	190,045

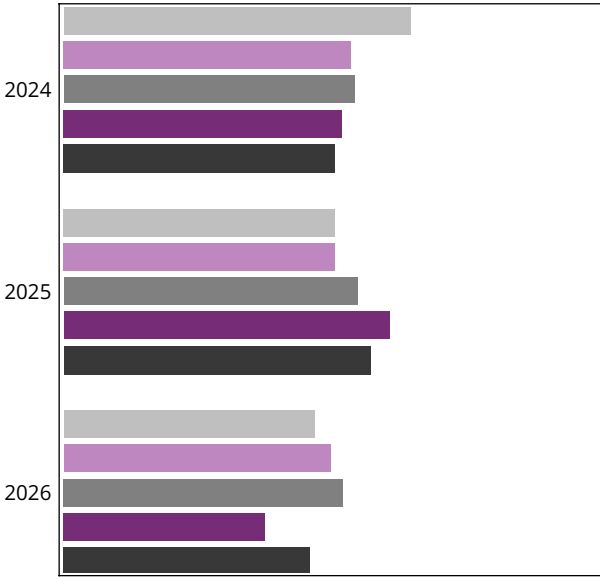
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$1,210,660	\$951,208	\$875,150
Week 28	\$1,000,039	\$931,143	\$948,601
Week 29	\$981,482	\$1,017,773	\$998,609
Week 30	\$926,733	\$1,118,340	\$712,182
Week 31	\$908,713	\$1,108,253	\$849,223
Total	\$5,027,627	\$5,126,718	\$4,383,764

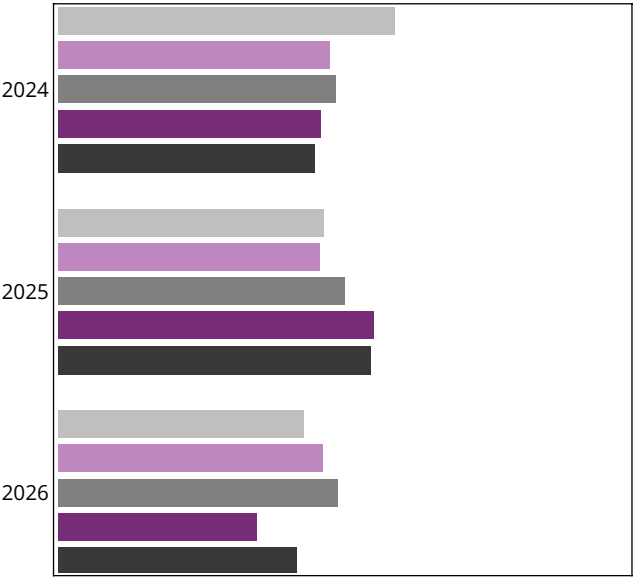
Young Adult: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	52,097	40,735	37,698
Week 28	43,180	40,774	40,099
Week 29	43,660	44,177	41,950
Week 30	41,805	48,976	30,255
Week 31	40,780	46,067	37,034
Total	221,522	220,729	187,036

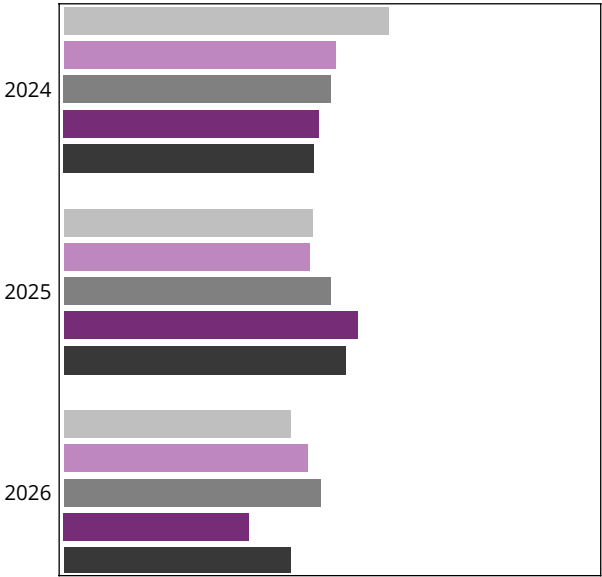
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$1,181,909	\$934,434	\$863,446
Week 28	\$953,510	\$920,177	\$929,831
Week 29	\$976,161	\$1,005,500	\$981,615
Week 30	\$922,035	\$1,108,587	\$698,609
Week 31	\$902,940	\$1,099,363	\$836,716
Total	\$4,936,555	\$5,068,061	\$4,310,215

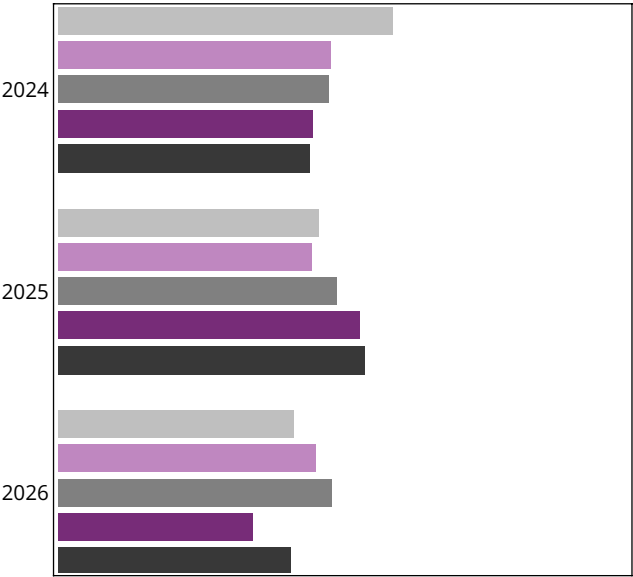
Young Adult Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	51,870	39,673	36,171
Week 28	43,411	39,216	38,915
Week 29	42,663	42,587	40,997
Week 30	40,756	46,926	29,601
Week 31	39,953	44,944	36,168
Total	218,653	213,346	181,852

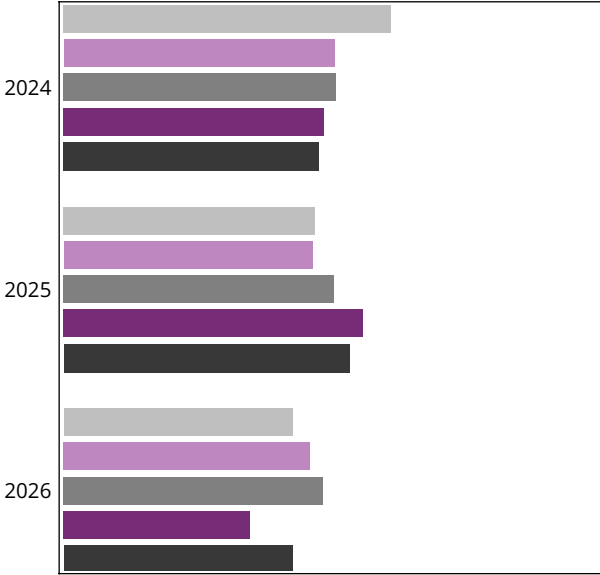
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$1,174,208	\$913,924	\$828,106
Week 28	\$957,562	\$890,016	\$903,950
Week 29	\$951,232	\$977,439	\$959,516
Week 30	\$894,772	\$1,060,723	\$684,589
Week 31	\$883,799	\$1,077,133	\$816,566
Total	\$4,861,573	\$4,919,234	\$4,192,726

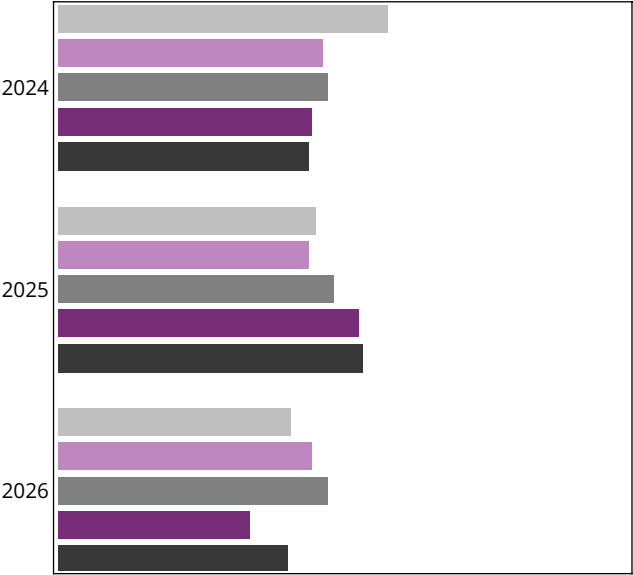
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	51,025	39,182	35,667
Week 28	42,178	38,778	38,403
Week 29	42,455	42,166	40,407
Week 30	40,568	46,634	29,037
Week 31	39,770	44,591	35,639
Total	215,996	211,351	179,153

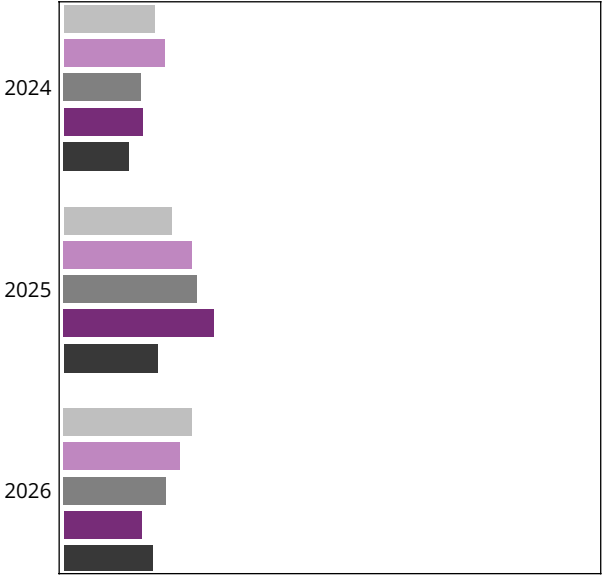
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$1,156,009	\$903,565	\$816,746
Week 28	\$930,380	\$880,720	\$892,197
Week 29	\$946,999	\$967,956	\$946,342
Week 30	\$890,903	\$1,054,242	\$671,739
Week 31	\$880,003	\$1,068,746	\$804,731
Total	\$4,804,295	\$4,875,229	\$4,131,755

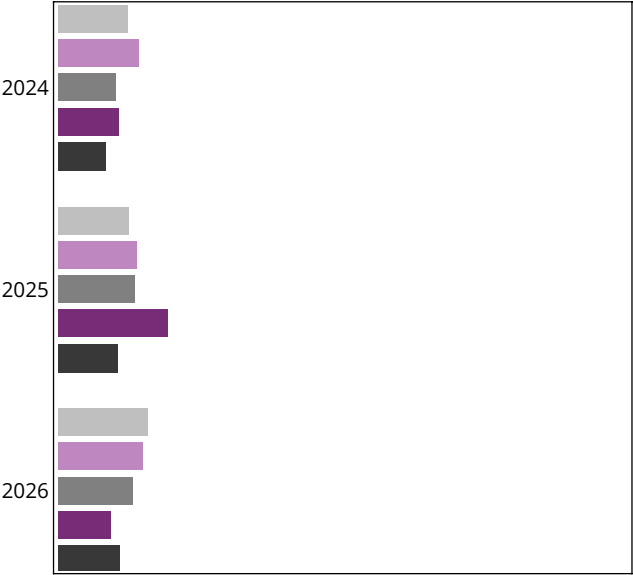
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 27	1,453	1,718	2,050
Week 28	1,605	2,049	1,854
Week 29	1,235	2,124	1,631
Week 30	1,256	2,402	1,241
Week 31	1,045	1,496	1,417
Total	6,594	9,789	8,193

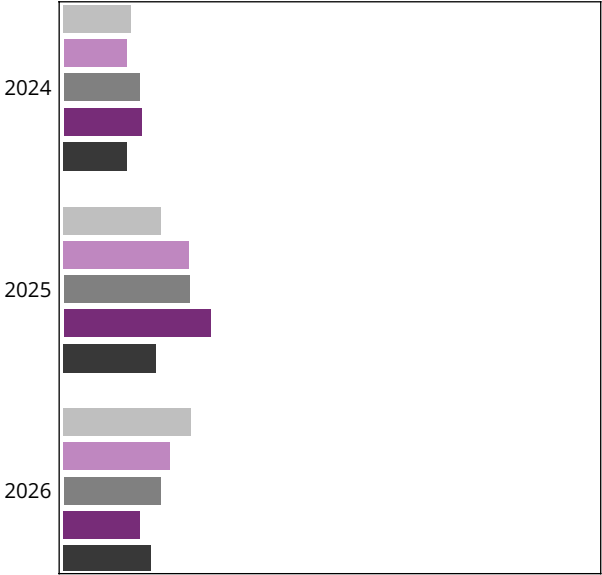
Value Sold (in millions of dollars)



	2024	2025	2026
Week 27	\$36,452	\$37,284	\$47,044
Week 28	\$42,477	\$41,127	\$44,650
Week 29	\$30,250	\$40,335	\$39,093
Week 30	\$31,961	\$57,617	\$27,593
Week 31	\$24,913	\$31,120	\$32,658
Total	\$166,054	\$207,484	\$191,038

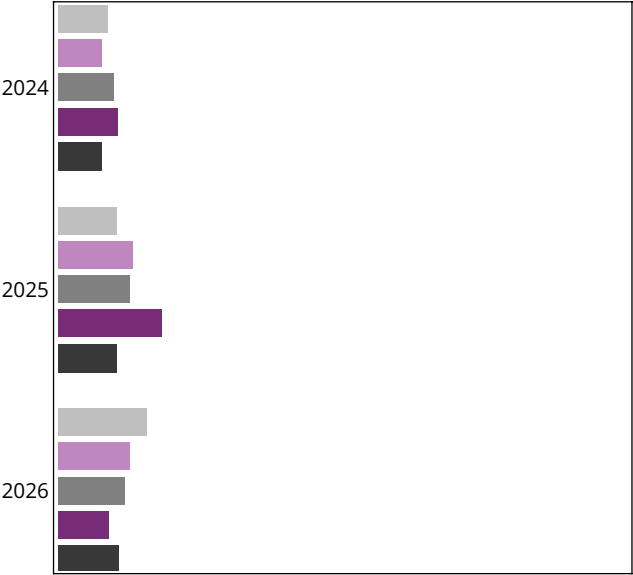
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 27	1,072	1,553	2,031
Week 28	1,002	1,996	1,696
Week 29	1,205	2,011	1,543
Week 30	1,237	2,342	1,218
Week 31	1,010	1,476	1,395
Total	5,526	9,378	7,883

Value Sold (in millions of dollars)



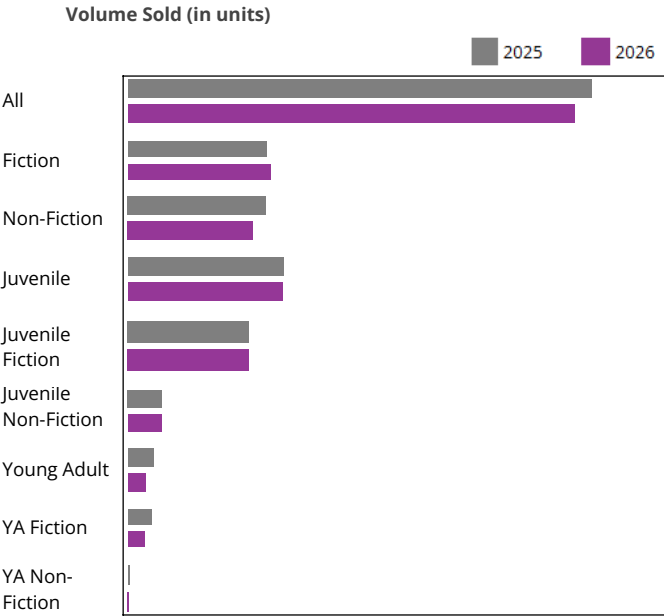
	2024	2025	2026
Week 27	\$25,899	\$30,869	\$46,700
Week 28	\$23,130	\$39,456	\$37,634
Week 29	\$29,162	\$37,545	\$35,273
Week 30	\$31,132	\$54,345	\$26,869
Week 31	\$22,938	\$30,617	\$31,985
Total	\$132,260	\$192,833	\$178,461

Year-to-Date Comparisons

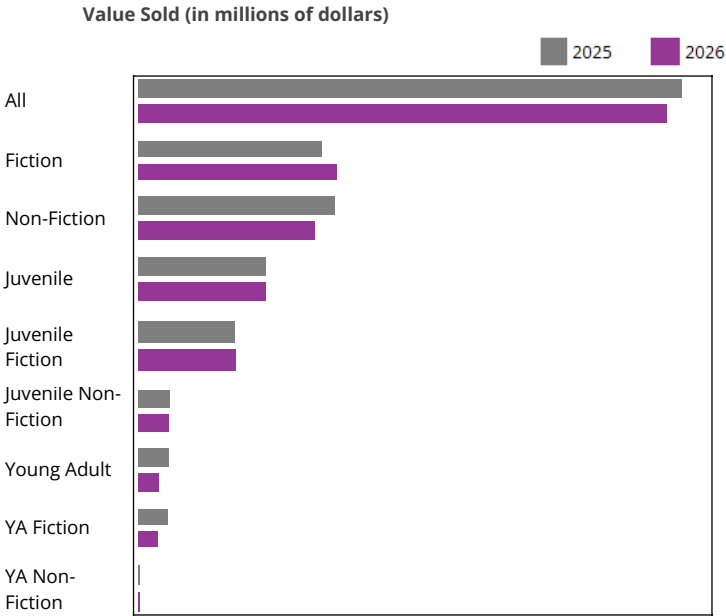
Week-ending dates:

	2025	2026
Week 31	2025-08-03	2026-08-02

All Market

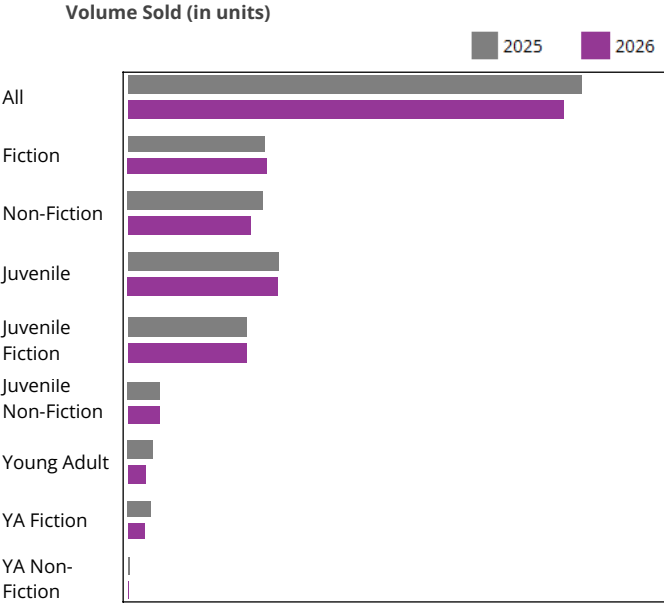


	2025	2026
All	26,134,006	25,173,283
Fiction	7,814,078	8,055,854
Non-Fiction	7,786,844	7,055,826
Juvenile	8,764,135	8,707,542
Juvenile Fiction	6,836,509	6,822,556
Juvenile Non-Fiction	1,927,626	1,884,986
Young Adult (YA)	1,437,182	1,011,103
YA Fiction	1,324,720	950,022
YA Non-Fiction	112,462	61,081

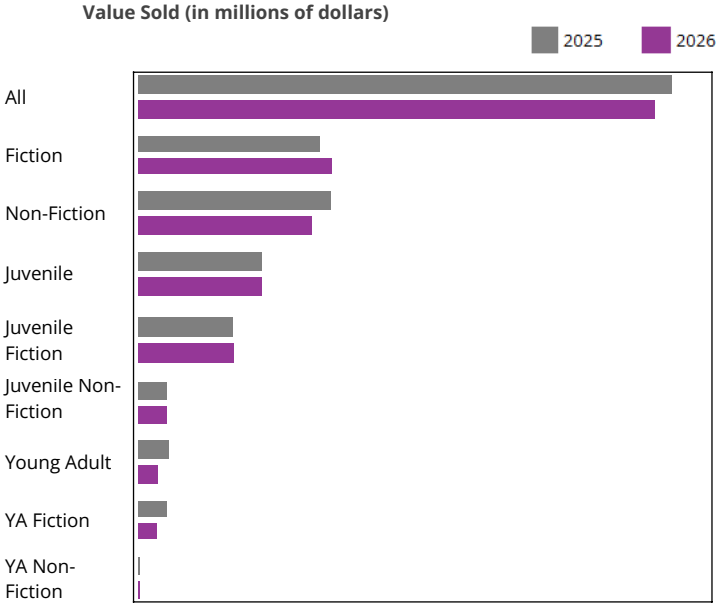


	2025	2026
All	\$621,046,975	\$603,995,249
Fiction	\$210,036,186	\$226,631,263
Non-Fiction	\$223,999,549	\$201,359,830
Juvenile	\$145,888,608	\$146,001,804
Juvenile Fiction	\$110,250,476	\$110,898,888
Juvenile Non-Fiction	\$35,638,132	\$35,102,915
Young Adult (YA)	\$35,363,564	\$23,270,889
YA Fiction	\$33,139,546	\$21,795,753
YA Non-Fiction	\$2,224,018	\$1,475,135

Ring Fence



	2025	2026
All	25,568,005	24,560,965
Fiction	7,720,390	7,857,448
Non-Fiction	7,614,248	6,925,254
Juvenile	8,500,993	8,455,839
Juvenile Fiction	6,688,697	6,678,062
Juvenile Non-Fiction	1,812,296	1,777,777
Young Adult (YA)	1,411,853	990,737
YA Fiction	1,308,046	935,803
YA Non-Fiction	103,807	54,934



	2025	2026
All	\$608,685,099	\$589,386,391
Fiction	\$207,554,754	\$221,347,280
Non-Fiction	\$220,263,339	\$197,856,047
Juvenile	\$140,656,702	\$140,981,066
Juvenile Fiction	\$107,834,633	\$108,545,330
Juvenile Non-Fiction	\$32,822,069	\$32,435,736
Young Adult (YA)	\$34,603,411	\$22,634,501
YA Fiction	\$32,729,810	\$21,455,788
YA Non-Fiction	\$1,873,601	\$1,178,714

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	2026-08-02
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