

SalesData Market Report:

August, 2026

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 August 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.

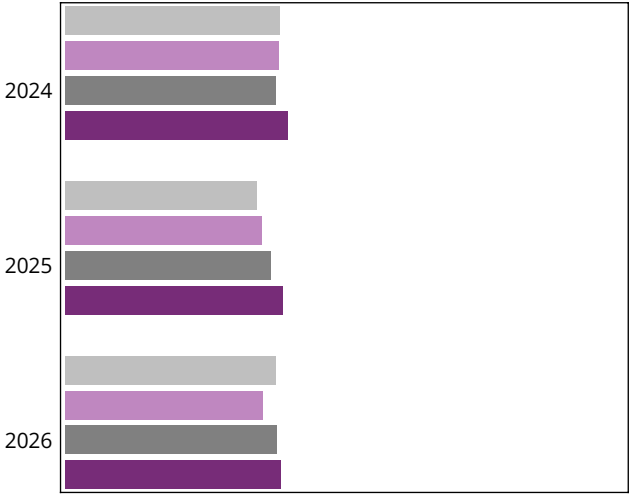
The specific week-ending dates used in this month's report are as follows:

	2024	2025	2026
Week 32	2024-08-11	2025-08-10	2026-08-09
Week 33	2024-08-18	2025-08-17	2026-08-16
Week 34	2024-08-25	2025-08-24	2026-08-23
Week 35	2024-09-01	2025-08-31	2026-08-30

Month-to-Month Comparisons

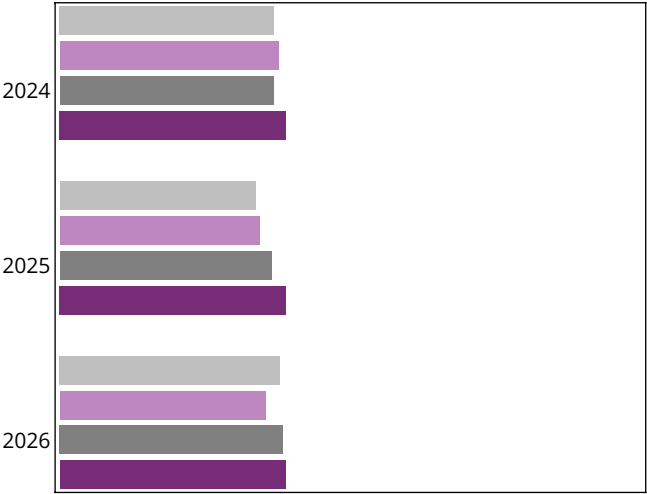
All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	843,948	753,695	829,904
Week 33	842,478	774,470	778,733
Week 34	828,902	811,177	834,032
Week 35	875,066	856,286	849,006
Total	3,390,394	3,195,628	3,291,675

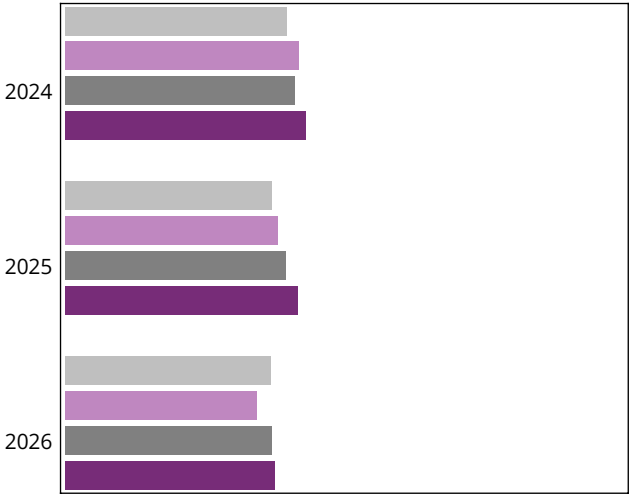
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$19,161,795	\$17,495,136	\$19,687,970
Week 33	\$19,542,454	\$17,892,573	\$18,428,573
Week 34	\$19,104,073	\$18,910,578	\$19,962,395
Week 35	\$20,249,739	\$20,232,347	\$20,170,191
Total	\$78,058,061	\$74,530,634	\$78,249,129

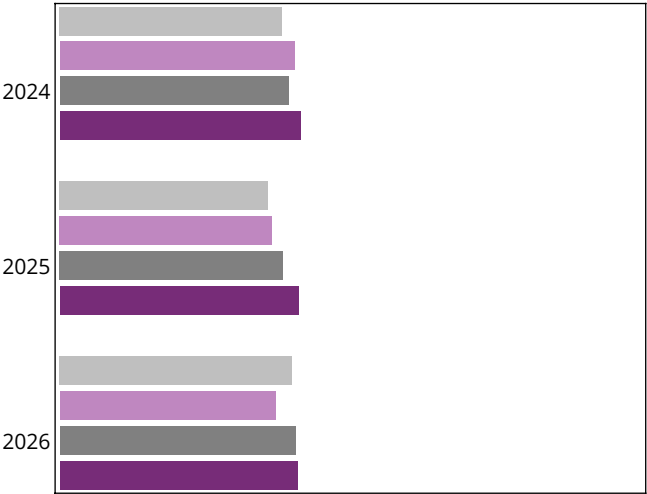
Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	792,122	741,361	808,190
Week 33	835,393	760,070	754,360
Week 34	820,908	790,545	812,401
Week 35	861,167	833,552	827,123
Total	3,309,590	3,125,528	3,202,074

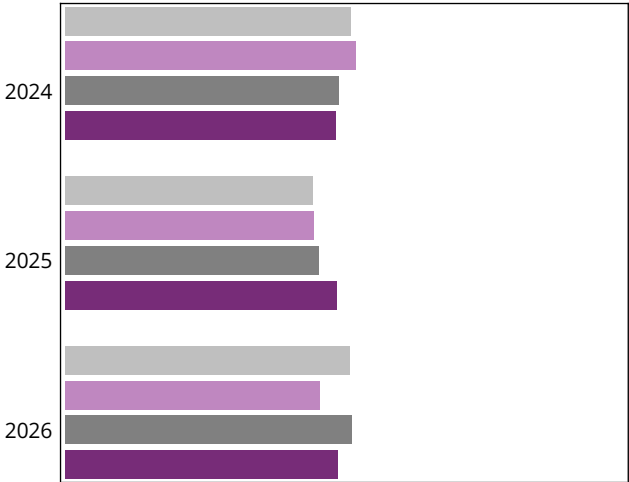
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$18,343,859	\$17,198,040	\$19,161,326
Week 33	\$19,365,664	\$17,535,171	\$17,833,067
Week 34	\$18,907,304	\$18,437,741	\$19,454,582
Week 35	\$19,883,300	\$19,704,139	\$19,652,530
Total	\$76,500,127	\$72,875,091	\$76,101,506

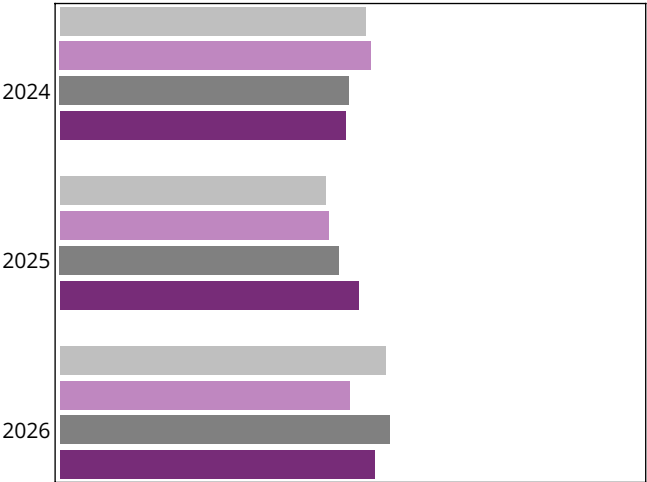
Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	286,229	248,329	285,737
Week 33	291,447	249,087	255,706
Week 34	274,065	254,201	287,101
Week 35	271,621	272,485	273,361
Total	1,123,362	1,024,102	1,101,905

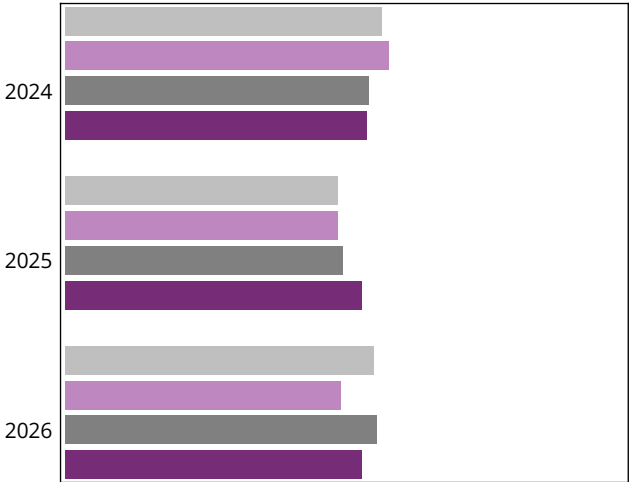
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$7,462,828	\$6,494,202	\$7,956,016
Week 33	\$7,599,150	\$6,571,672	\$7,085,450
Week 34	\$7,062,887	\$6,820,272	\$8,047,909
Week 35	\$6,978,225	\$7,291,490	\$7,681,328
Total	\$29,103,090	\$27,177,636	\$30,770,704

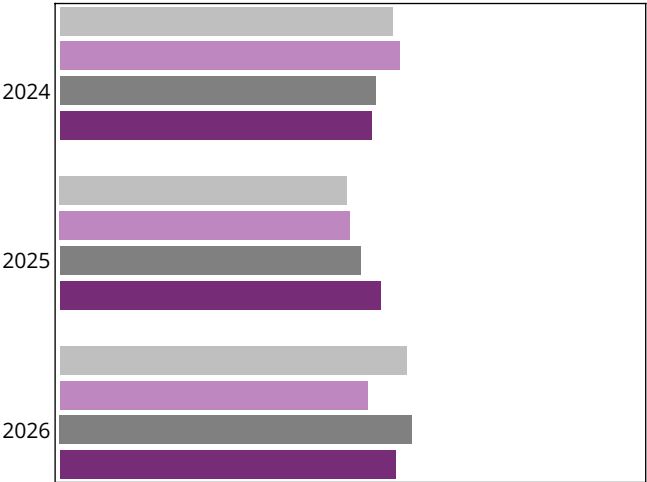
Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	283,276	243,828	276,456
Week 33	289,416	244,148	246,534
Week 34	272,058	248,725	278,821
Week 35	269,596	265,565	265,159
Total	1,114,346	1,002,266	1,066,970

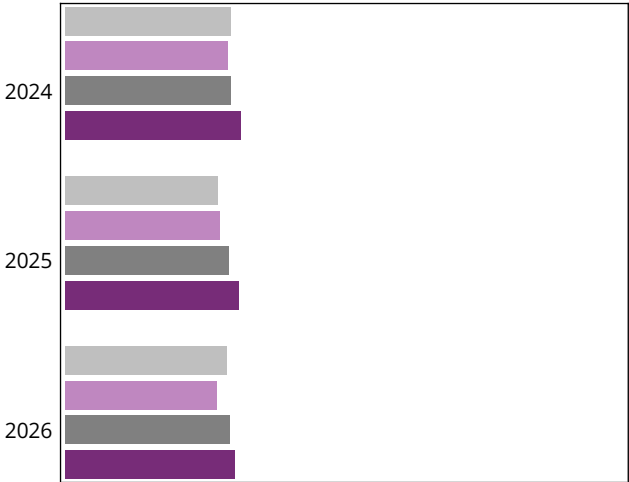
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$7,385,716	\$6,371,334	\$7,698,985
Week 33	\$7,545,158	\$6,437,348	\$6,833,034
Week 34	\$7,008,995	\$6,673,157	\$7,820,705
Week 35	\$6,924,904	\$7,117,720	\$7,455,266
Total	\$28,864,773	\$26,599,559	\$29,807,990

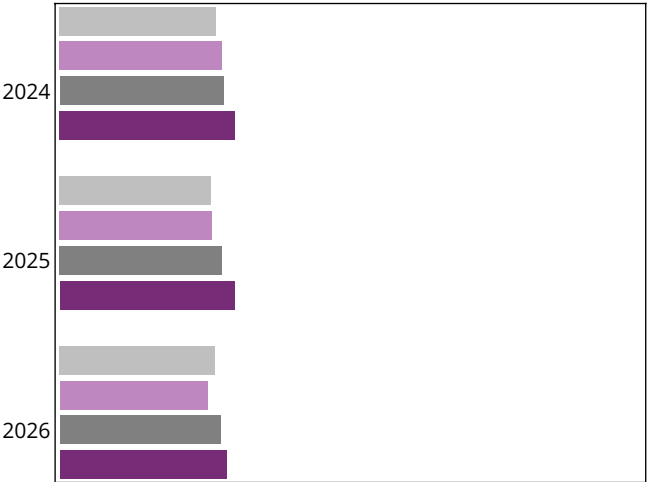
Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	231,515	212,693	225,119
Week 33	227,638	216,033	211,692
Week 34	231,291	227,923	229,462
Week 35	244,726	242,546	237,069
Total	935,170	899,195	903,342

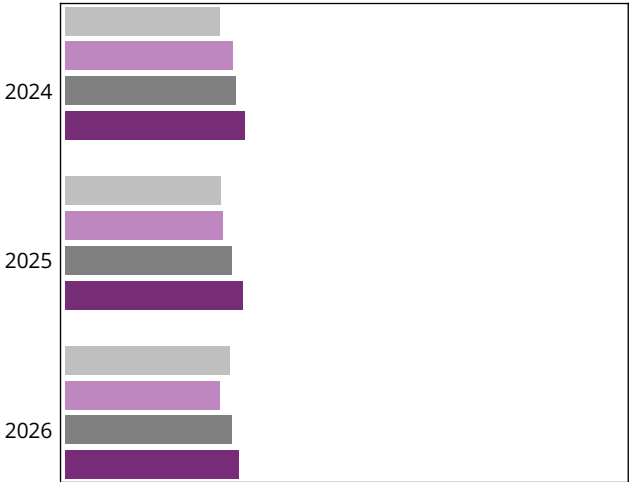
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$6,174,912	\$5,984,754	\$6,143,820
Week 33	\$6,423,433	\$6,026,328	\$5,850,192
Week 34	\$6,476,224	\$6,423,705	\$6,357,935
Week 35	\$6,932,908	\$6,916,937	\$6,583,939
Total	\$26,007,478	\$25,351,725	\$24,935,887

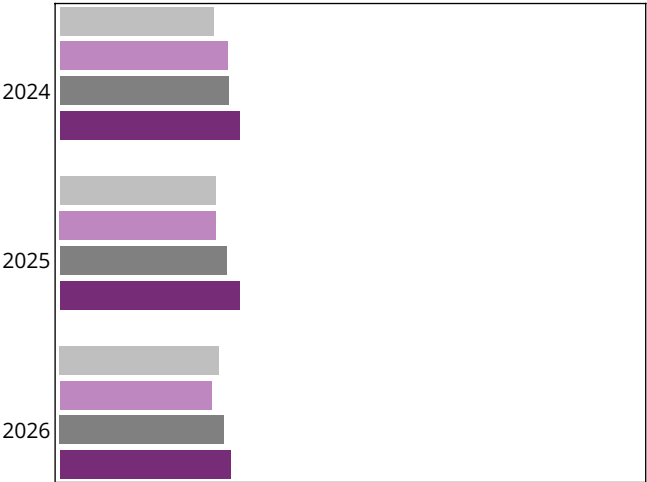
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	207,477	209,502	220,778
Week 33	225,121	212,176	207,436
Week 34	228,923	223,725	223,917
Week 35	241,463	238,503	232,417
Total	902,984	883,906	884,548

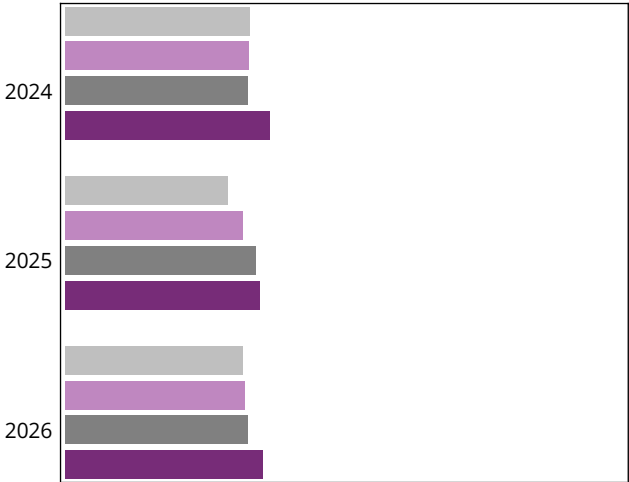
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$5,808,791	\$5,892,966	\$6,024,716
Week 33	\$6,346,928	\$5,906,910	\$5,729,506
Week 34	\$6,395,677	\$6,297,312	\$6,214,091
Week 35	\$6,808,313	\$6,794,167	\$6,451,941
Total	\$25,359,709	\$24,891,354	\$24,420,253

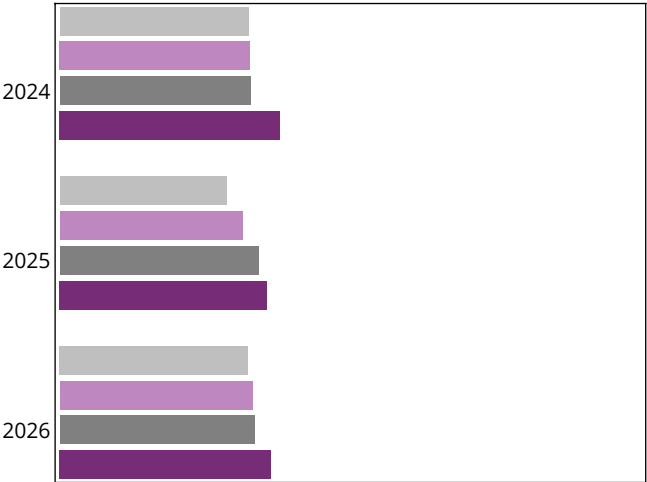
Juvenile: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	270,359	238,825	260,718
Week 33	269,097	260,138	263,347
Week 34	268,721	279,421	268,363
Week 35	300,604	285,790	290,561
Total	1,108,781	1,064,174	1,082,989

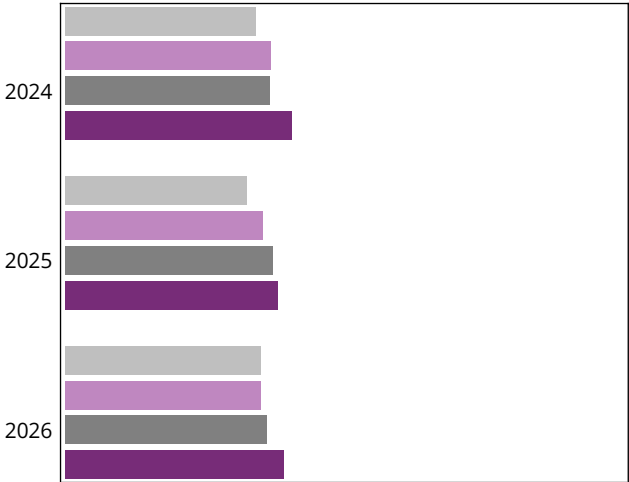
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$4,380,856	\$3,869,586	\$4,369,455
Week 33	\$4,418,079	\$4,249,937	\$4,477,830
Week 34	\$4,430,968	\$4,613,700	\$4,517,571
Week 35	\$5,112,650	\$4,816,162	\$4,904,194
Total	\$18,342,553	\$17,549,385	\$18,269,051

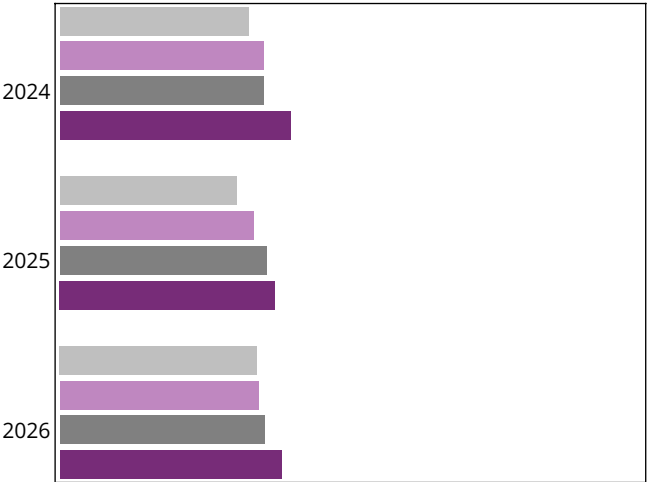
Juvenile: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	247,783	235,149	253,635
Week 33	267,024	255,830	253,623
Week 34	265,567	269,848	261,573
Week 35	293,716	275,766	283,232
Total	1,074,090	1,036,593	1,052,063

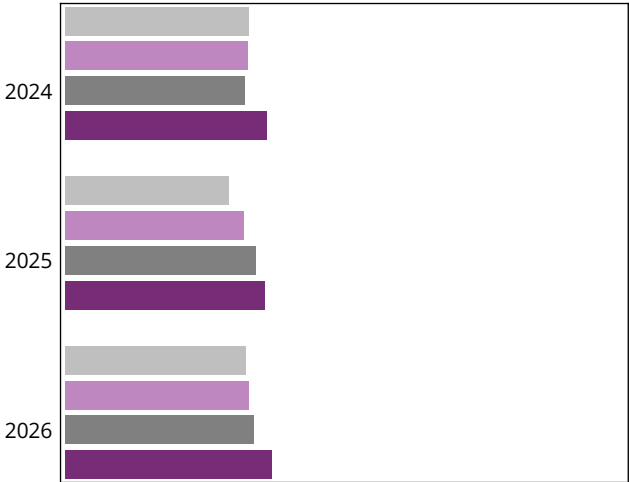
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$4,055,331	\$3,804,278	\$4,238,586
Week 33	\$4,380,956	\$4,170,859	\$4,278,906
Week 34	\$4,378,594	\$4,439,292	\$4,401,138
Week 35	\$4,963,042	\$4,625,433	\$4,769,920
Total	\$17,777,924	\$17,039,862	\$17,688,550

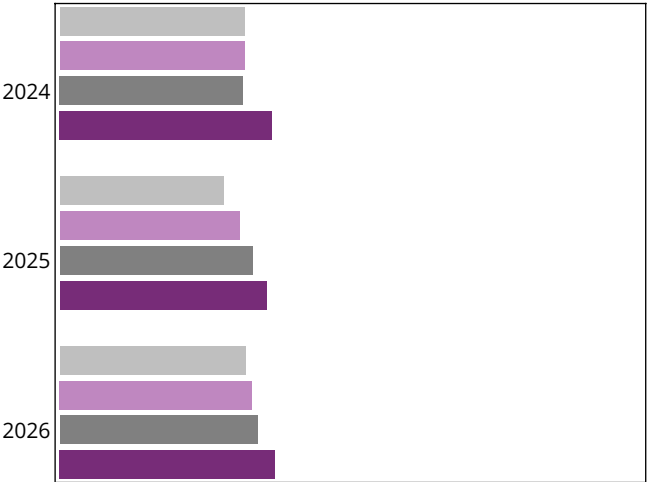
Juvenile Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	206,806	184,853	203,313
Week 33	205,625	200,965	206,578
Week 34	202,242	214,869	213,127
Week 35	227,828	224,931	232,964
Total	842,501	825,618	855,982

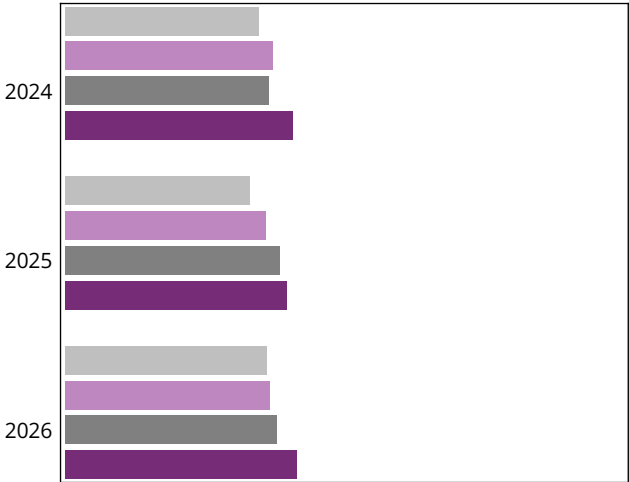
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$3,270,930	\$2,904,917	\$3,292,781
Week 33	\$3,277,377	\$3,186,063	\$3,406,937
Week 34	\$3,248,491	\$3,415,358	\$3,506,803
Week 35	\$3,758,861	\$3,667,706	\$3,815,946
Total	\$13,555,659	\$13,174,044	\$14,022,466

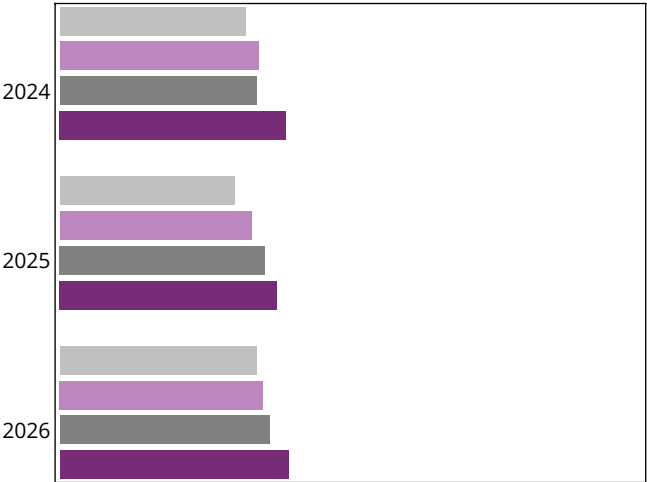
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	190,372	182,053	198,673
Week 33	204,117	197,875	201,440
Week 34	200,173	211,146	208,276
Week 35	224,505	218,162	227,919
Total	819,167	809,236	836,308

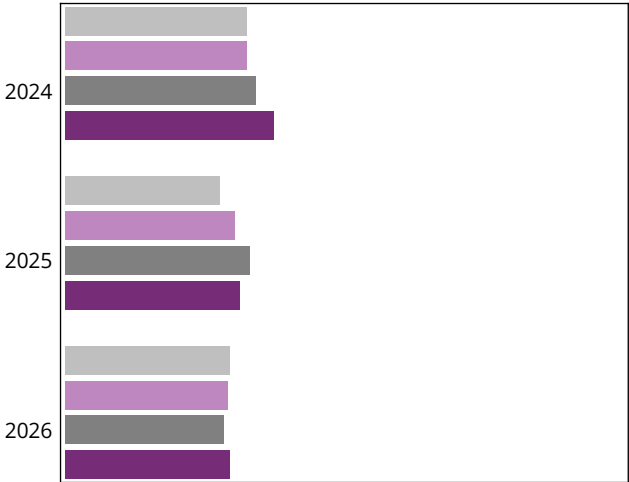
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$3,035,199	\$2,856,114	\$3,219,465
Week 33	\$3,251,298	\$3,134,089	\$3,319,932
Week 34	\$3,213,459	\$3,354,184	\$3,426,849
Week 35	\$3,696,112	\$3,550,187	\$3,734,517
Total	\$13,196,068	\$12,894,574	\$13,700,763

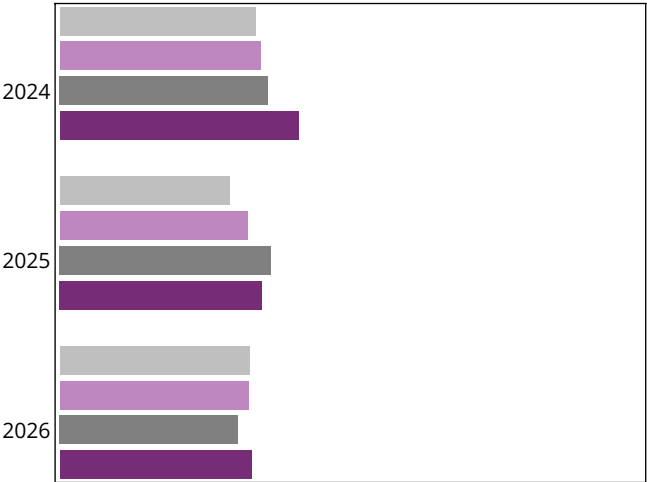
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	63,553	53,972	57,405
Week 33	63,472	59,173	56,769
Week 34	66,479	64,552	55,236
Week 35	72,776	60,859	57,597
Total	266,280	238,556	227,007

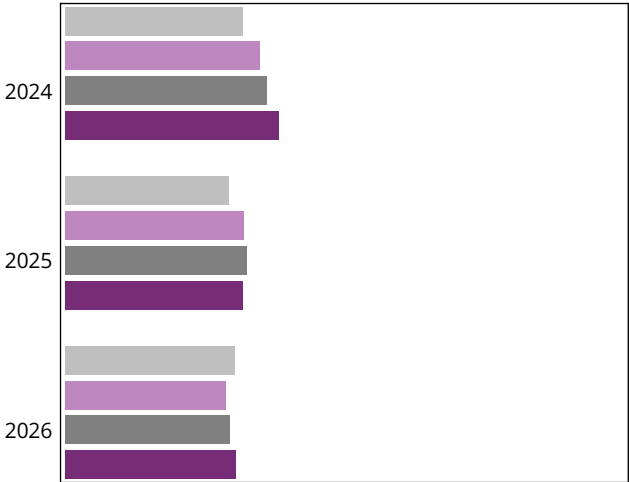
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$1,109,926	\$964,670	\$1,076,675
Week 33	\$1,140,702	\$1,063,874	\$1,070,893
Week 34	\$1,182,477	\$1,198,342	\$1,010,768
Week 35	\$1,353,789	\$1,148,456	\$1,088,249
Total	\$4,786,894	\$4,375,341	\$4,246,584

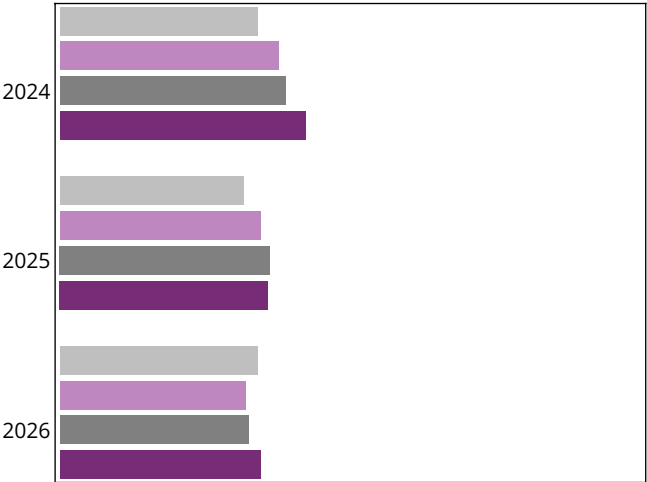
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	57,411	53,096	54,962
Week 33	62,907	57,955	52,183
Week 34	65,394	58,702	53,297
Week 35	69,211	57,604	55,313
Total	254,923	227,357	215,755

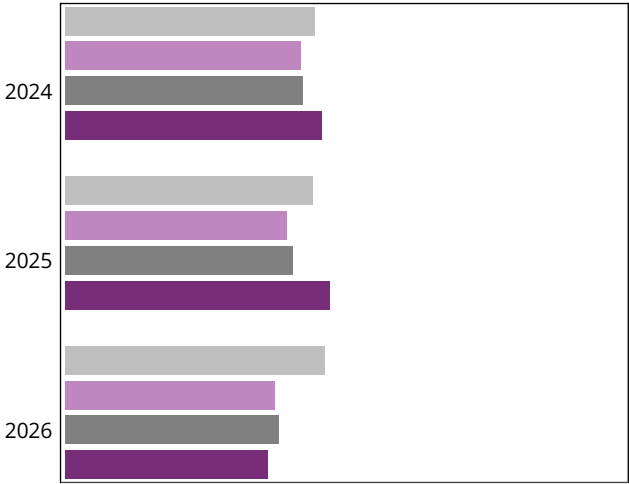
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$1,020,132	\$948,164	\$1,019,121
Week 33	\$1,129,658	\$1,036,771	\$958,974
Week 34	\$1,165,135	\$1,085,108	\$974,289
Week 35	\$1,266,931	\$1,075,246	\$1,035,402
Total	\$4,581,856	\$4,145,289	\$3,987,786

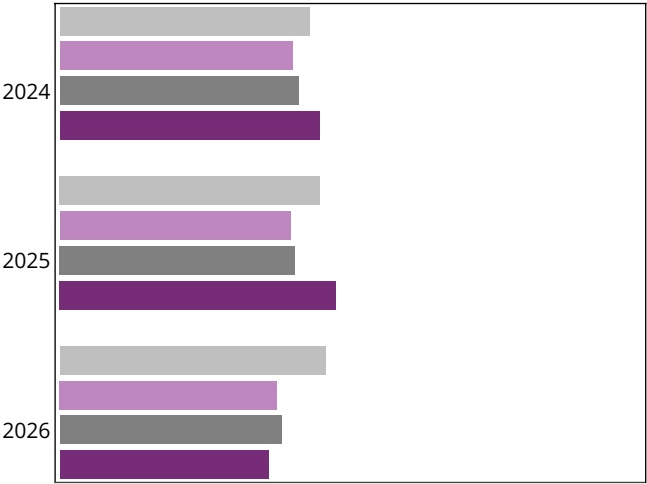
Young Adult: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	41,180	40,796	42,810
Week 33	38,755	36,500	34,461
Week 34	39,214	37,461	35,099
Week 35	42,264	43,570	33,348
Total	161,413	158,327	145,718

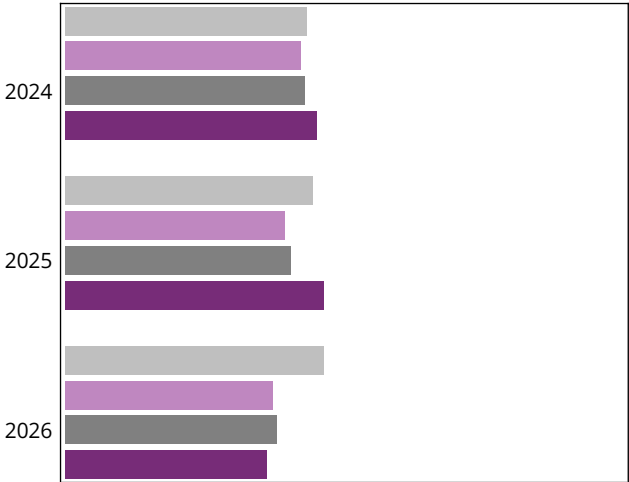
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$902,681	\$939,583	\$960,463
Week 33	\$841,397	\$832,734	\$784,350
Week 34	\$862,146	\$850,204	\$799,928
Week 35	\$937,609	\$997,277	\$753,475
Total	\$3,543,833	\$3,619,798	\$3,298,216

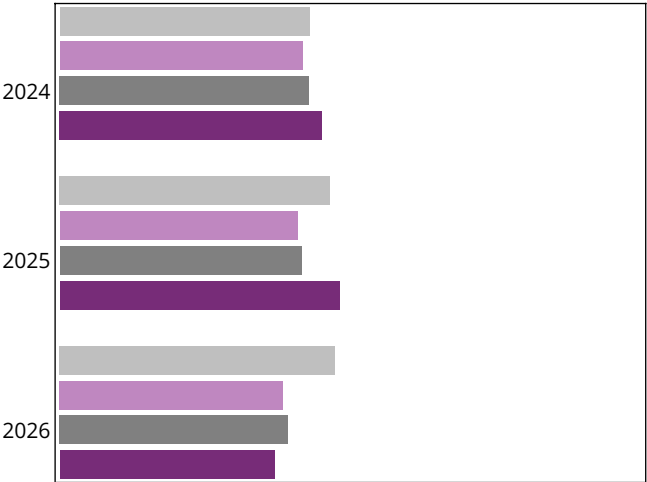
Young Adult: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	39,361	40,356	42,182
Week 33	38,463	35,839	33,833
Week 34	38,995	36,761	34,494
Week 35	41,003	42,137	32,812
Total	157,822	155,093	143,321

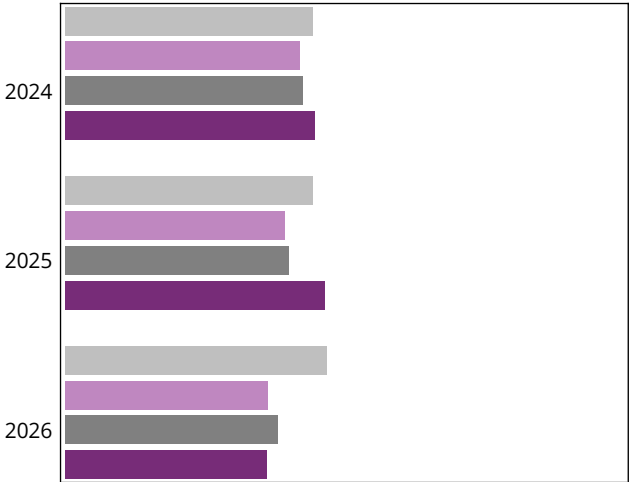
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$858,997	\$929,552	\$946,476
Week 33	\$834,981	\$817,683	\$768,259
Week 34	\$857,281	\$832,188	\$785,414
Week 35	\$901,985	\$962,018	\$738,892
Total	\$3,453,244	\$3,541,441	\$3,239,041

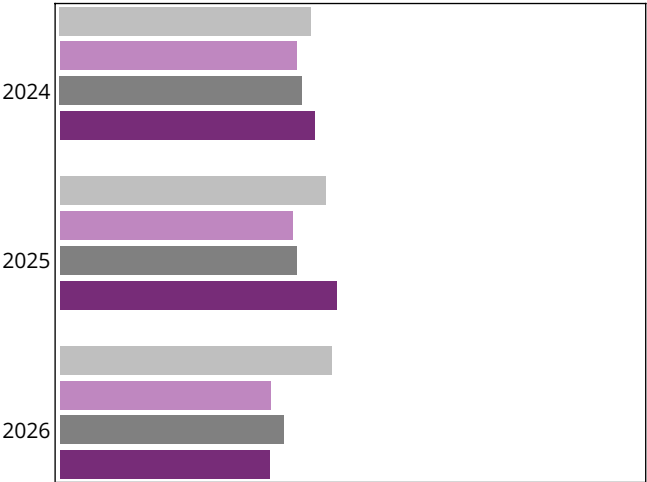
Young Adult Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	39,507	39,524	41,675
Week 33	37,441	35,025	32,225
Week 34	37,891	35,680	33,832
Week 35	39,746	41,385	32,090
Total	154,585	151,614	139,822

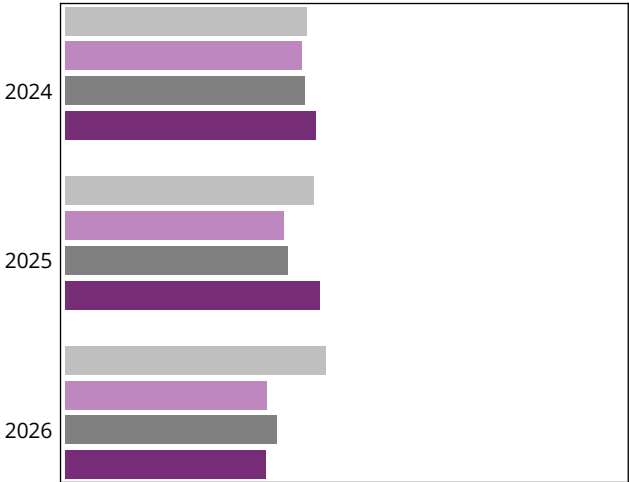
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$864,292	\$913,857	\$935,741
Week 33	\$813,427	\$801,361	\$725,142
Week 34	\$833,623	\$815,298	\$769,579
Week 35	\$875,329	\$951,382	\$722,286
Total	\$3,386,671	\$3,481,898	\$3,152,747

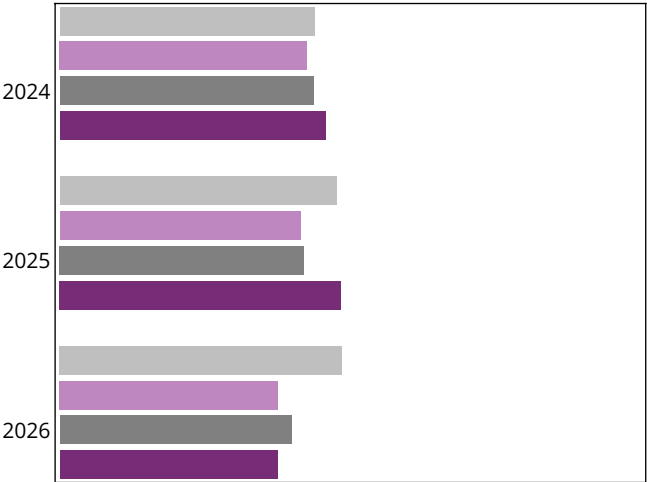
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	38,124	39,119	41,065
Week 33	37,206	34,406	31,712
Week 34	37,690	35,025	33,263
Week 35	39,484	40,040	31,622
Total	152,504	148,590	137,662

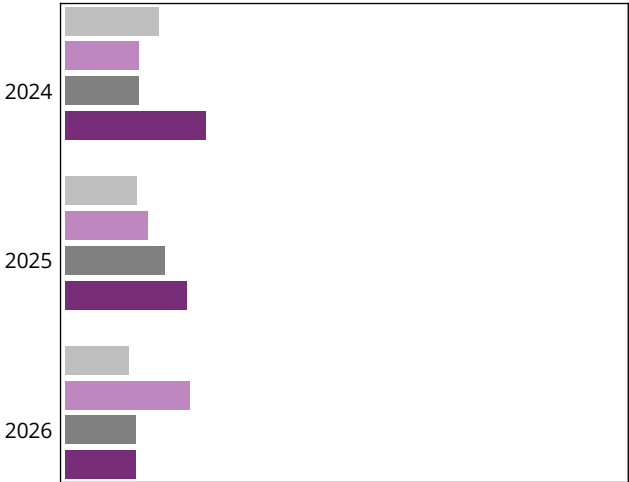
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$833,305	\$904,747	\$922,435
Week 33	\$808,288	\$787,211	\$713,633
Week 34	\$829,301	\$798,780	\$756,495
Week 35	\$868,106	\$919,483	\$710,619
Total	\$3,339,000	\$3,410,222	\$3,103,182

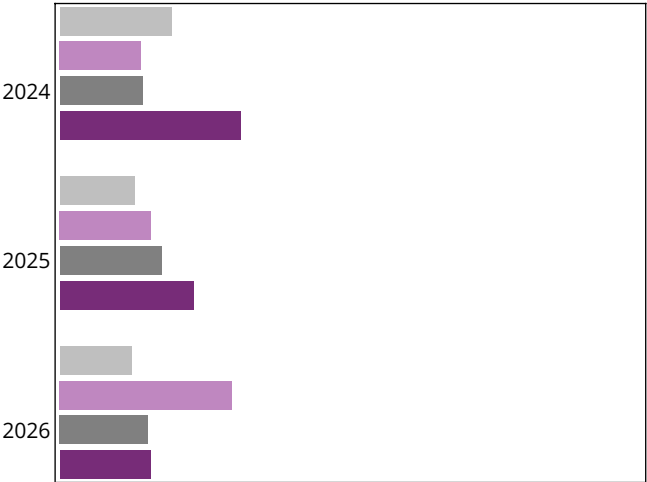
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 32	1,673	1,272	1,135
Week 33	1,314	1,475	2,236
Week 34	1,323	1,781	1,267
Week 35	2,518	2,185	1,258
Total	6,828	6,713	5,896

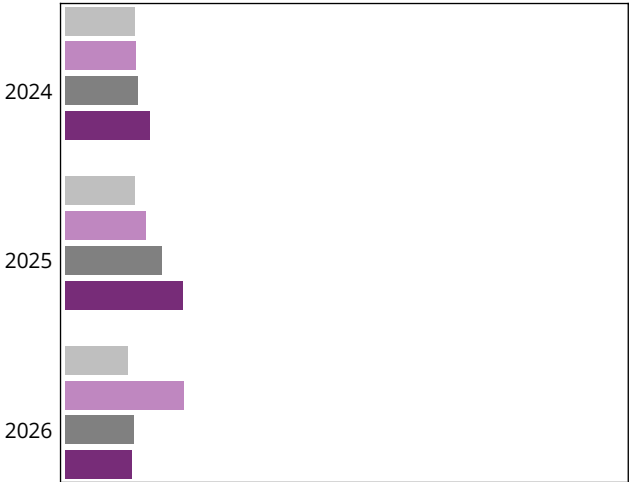
Value Sold (in millions of dollars)



	2024	2025	2026
Week 32	\$38,389	\$25,726	\$24,722
Week 33	\$27,971	\$31,372	\$59,208
Week 34	\$28,523	\$34,905	\$30,350
Week 35	\$62,280	\$45,895	\$31,189
Total	\$157,162	\$137,900	\$145,469

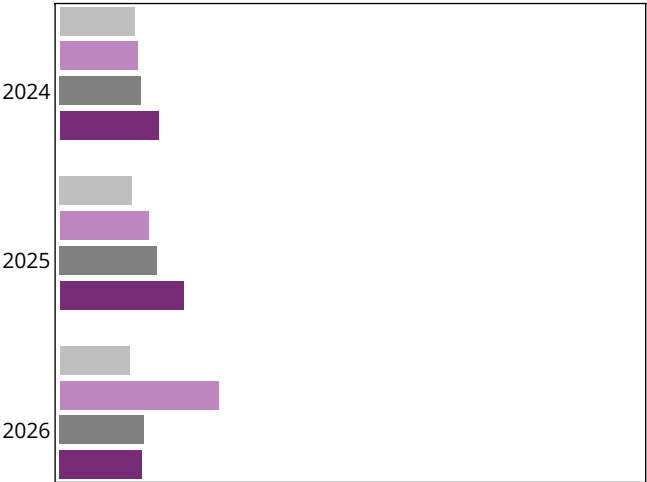
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 32	1,237	1,237	1,117
Week 33	1,257	1,433	2,121
Week 34	1,305	1,736	1,231
Week 35	1,519	2,097	1,190
Total	5,318	6,503	5,659

Value Sold (in millions of dollars)



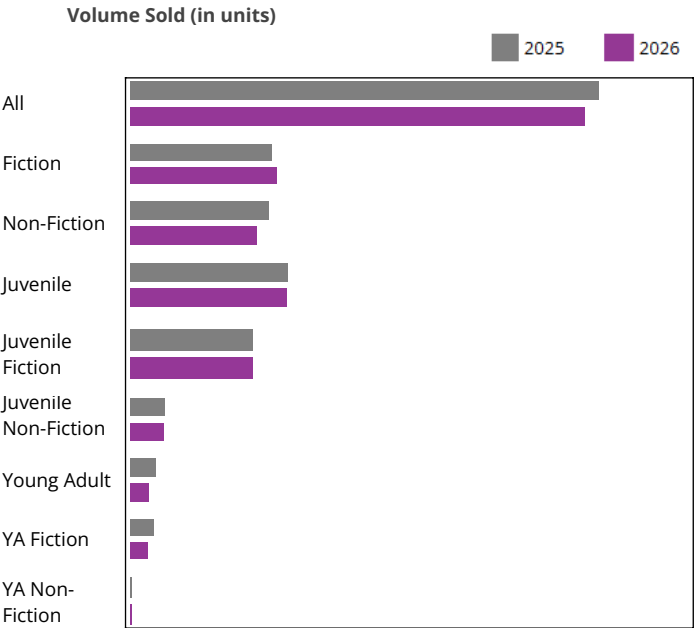
	2024	2025	2026
Week 32	\$25,691	\$24,805	\$24,041
Week 33	\$26,693	\$30,472	\$54,626
Week 34	\$27,980	\$33,408	\$28,919
Week 35	\$33,879	\$42,535	\$28,273
Total	\$114,244	\$131,219	\$135,859

Year-to-Date Comparisons

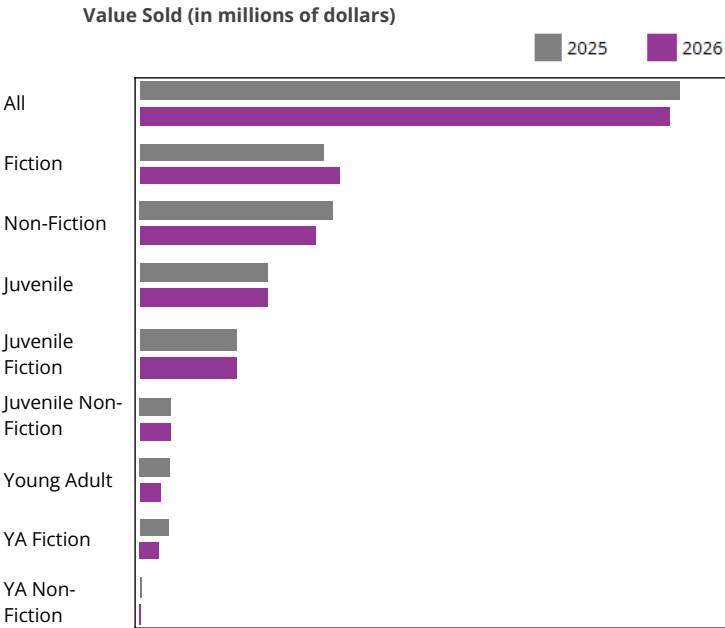
Week-ending dates:

	2025	2026
Week 35	2025-08-31	2026-08-30

All Market

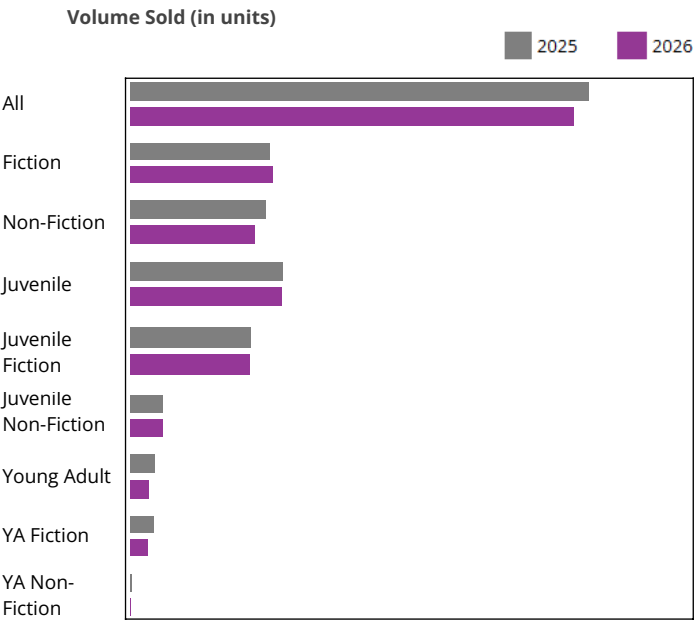


	2025	2026
All	29,365,005	28,491,440
Fiction	8,839,092	9,165,441
Non-Fiction	8,688,777	7,959,379
Juvenile	9,864,228	9,804,971
Juvenile Fiction	7,691,614	7,678,289
Juvenile Non-Fiction	2,172,614	2,126,682
Young Adult (YA)	1,591,360	1,152,926
YA Fiction	1,472,522	1,085,925
YA Non-Fiction	118,838	67,001

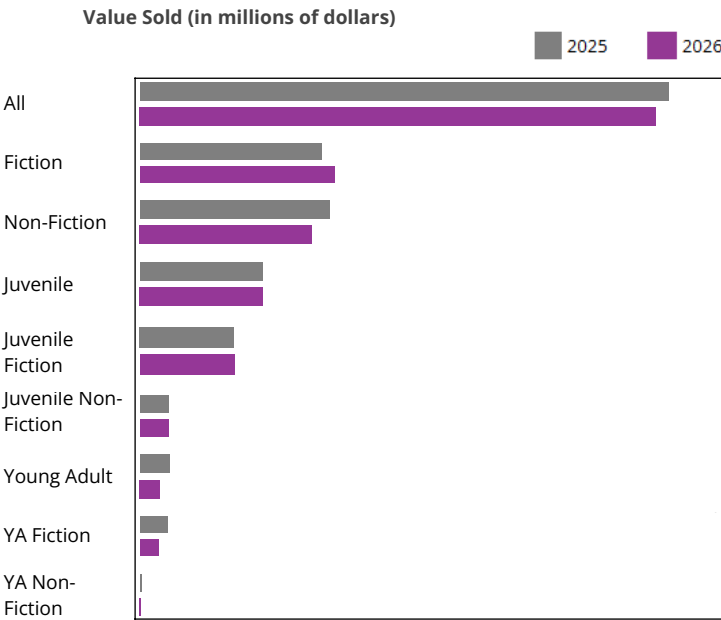


	2025	2026
All	\$696,818,348	\$683,228,618
Fiction	\$237,390,772	\$257,761,458
Non-Fiction	\$249,421,369	\$226,405,692
Juvenile	\$164,492,826	\$164,710,810
Juvenile Fiction	\$124,346,097	\$125,097,653
Juvenile Non-Fiction	\$40,146,729	\$39,613,156
Young Adult (YA)	\$38,938,565	\$26,524,112
YA Fiction	\$36,592,597	\$24,906,730
YA Non-Fiction	\$2,345,968	\$1,617,382

Ring Fence



	2025	2026
All	28,728,889	27,789,060
Fiction	8,723,527	8,931,803
Non-Fiction	8,500,938	7,810,050
Juvenile	9,573,181	9,522,097
Juvenile Fiction	7,527,388	7,514,113
Juvenile Non-Fiction	2,045,793	2,007,984
Young Adult (YA)	1,562,913	1,130,172
YA Fiction	1,452,839	1,069,564
YA Non-Fiction	110,074	60,608



	2025	2026
All	\$682,322,793	\$666,096,041
Fiction	\$234,241,042	\$251,431,600
Non-Fiction	\$244,940,973	\$222,163,044
Juvenile	\$158,656,912	\$159,027,077
Juvenile Fiction	\$121,595,732	\$122,377,808
Juvenile Non-Fiction	\$37,061,179	\$36,649,269
Young Adult (YA)	\$38,085,721	\$25,823,963
YA Fiction	\$36,106,892	\$24,516,233
YA Non-Fiction	\$1,978,829	\$1,307,730

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