RESEARCH & EDUCATION

SalesData Market Report:

October, 2026

BOOKNET CANADA

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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 October 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.

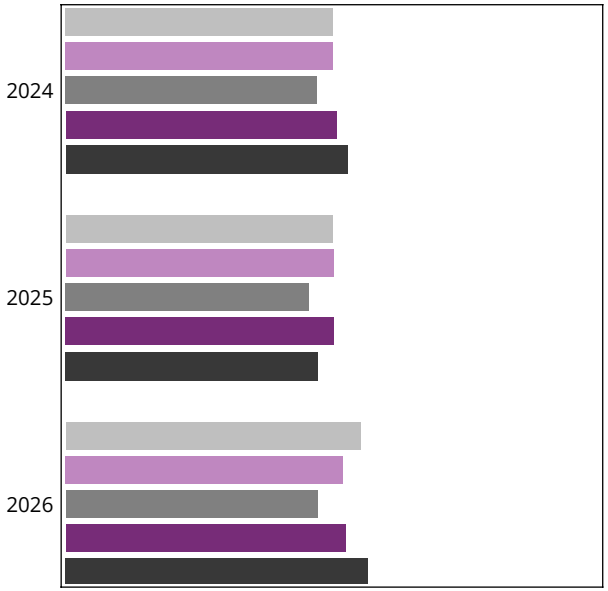
The specific week-ending dates used in this month's report are as follows:

	2024	2025	2026
Week 40	2024-10-06	2025-10-05	2026-10-04
Week 41	2024-10-13	2025-10-12	2026-10-11
Week 42	2024-10-20	2025-10-19	2026-10-18
Week 43	2024-10-27	2025-10-26	2026-10-25
Week 44	2024-11-03	2025-11-02	2026-11-01

Month-to-Month Comparisons

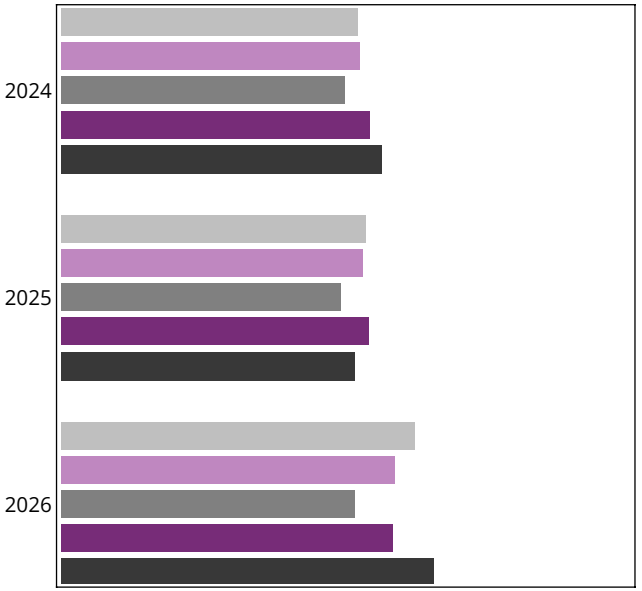
All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	862,970	862,132	952,313
Week 41	862,788	864,428	896,421
Week 42	812,246	785,767	813,849
Week 43	875,006	866,588	903,037
Week 44	910,926	814,946	976,068
Total	4,323,936	4,193,861	4,541,688

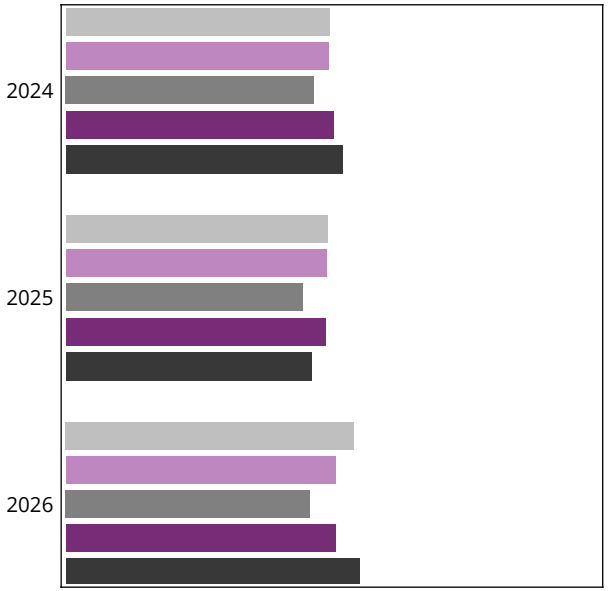
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$20,868,321	$21,428,687	$24,867,300
Week 41	$20,961,810	$21,205,592	$23,444,797
Week 42	$19,892,790	$19,667,088	$20,595,748
Week 43	$21,674,865	$21,633,524	$23,294,354
Week 44	$22,544,490	$20,592,472	$26,160,525
Total	$105,942,277	$104,527,363	$118,362,723

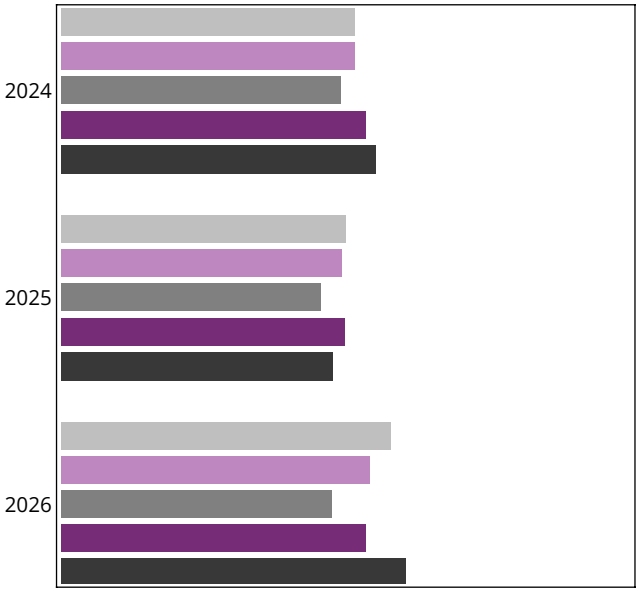
Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	852,787	845,299	931,566
Week 41	849,336	843,143	871,848
Week 42	802,465	764,526	789,554
Week 43	864,545	839,188	871,782
Week 44	894,528	794,275	949,120
Total	4,263,661	4,086,431	4,413,870

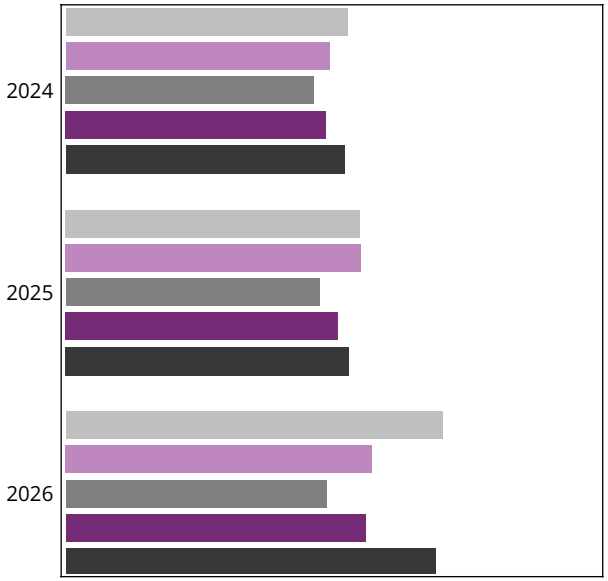
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$20,594,266	$21,008,633	$24,318,918
Week 41	$20,604,849	$20,683,826	$22,780,531
Week 42	$19,624,732	$19,112,165	$19,973,330
Week 43	$21,388,024	$20,902,977	$22,478,501
Week 44	$22,109,231	$20,054,308	$25,417,300
Total	$104,321,102	$101,761,910	$114,968,581

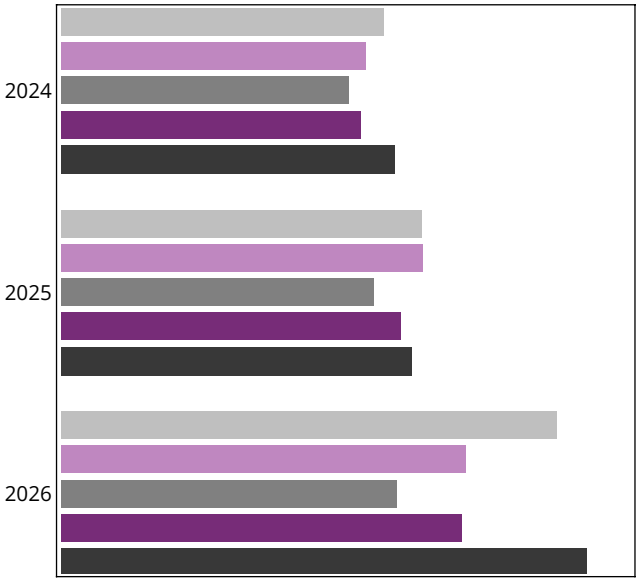
Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	253,976	265,414	339,918
Week 41	237,792	266,161	276,032
Week 42	223,653	228,722	234,909
Week 43	234,615	245,580	270,406
Week 44	251,396	255,514	333,474
Total	1,201,432	1,261,391	1,454,739

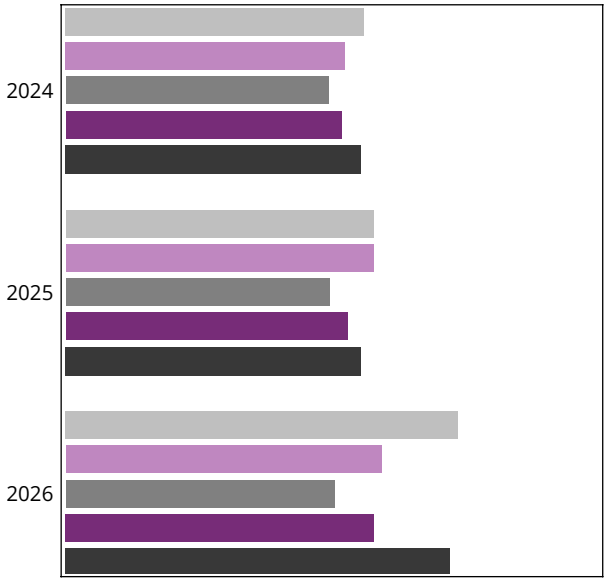
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$6,807,640	$7,600,653	$10,444,434
Week 41	$6,424,060	$7,626,297	$8,529,991
Week 42	$6,057,038	$6,582,136	$7,069,029
Week 43	$6,306,682	$7,150,420	$8,433,374
Week 44	$7,024,089	$7,392,546	$11,086,905
Total	$32,619,509	$36,352,052	$45,563,732

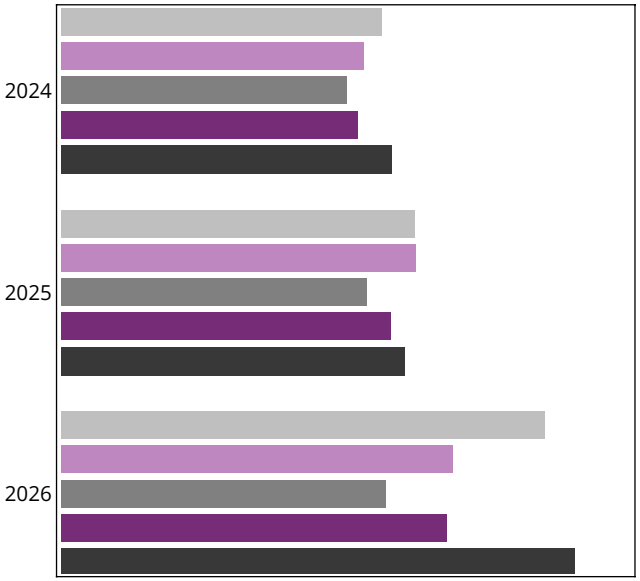
Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	251,972	259,995	331,392
Week 41	235,950	260,248	266,758
Week 42	222,038	222,838	227,039
Week 43	232,894	238,169	260,378
Week 44	249,573	249,706	324,928
Total	1,192,427	1,230,956	1,410,495

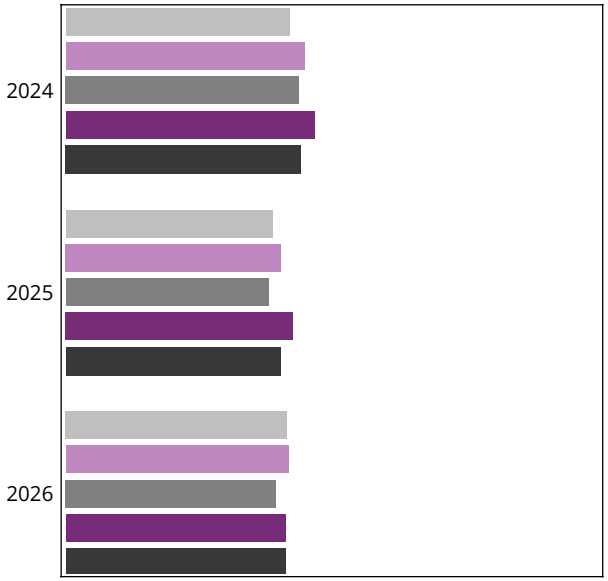
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$6,751,866	$7,456,949	$10,198,371
Week 41	$6,372,548	$7,470,956	$8,248,070
Week 42	$6,011,335	$6,429,983	$6,844,258
Week 43	$6,258,548	$6,951,302	$8,136,892
Week 44	$6,971,259	$7,234,325	$10,821,412
Total	$32,365,556	$35,543,514	$44,249,002

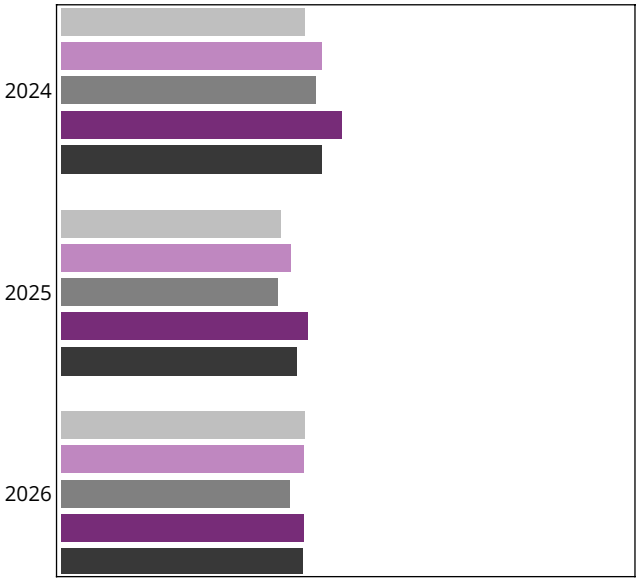
Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	256,444	236,689	253,710
Week 41	273,676	246,807	254,983
Week 42	267,254	232,034	240,857
Week 43	285,219	260,391	251,928
Week 44	269,722	246,131	251,919
Total	1,352,315	1,222,052	1,253,397

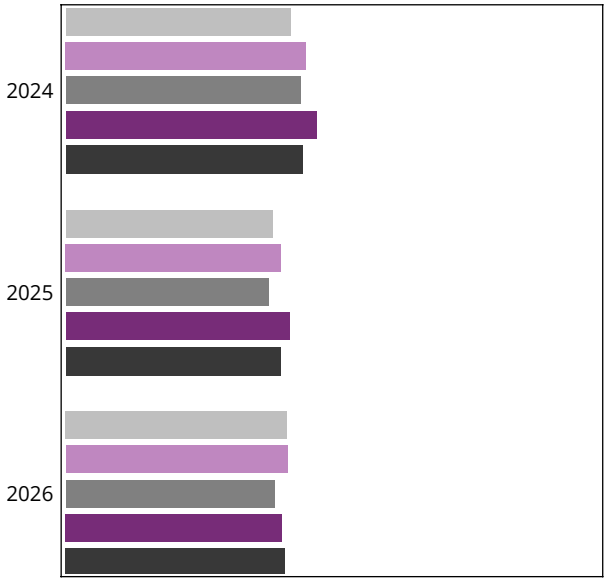
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$7,694,027	$6,926,729	$7,685,613
Week 41	$8,228,380	$7,242,129	$7,659,458
Week 42	$8,039,913	$6,834,891	$7,218,715
Week 43	$8,858,420	$7,783,569	$7,665,640
Week 44	$8,245,216	$7,449,748	$7,621,407
Total	$41,065,955	$36,237,066	$37,850,834

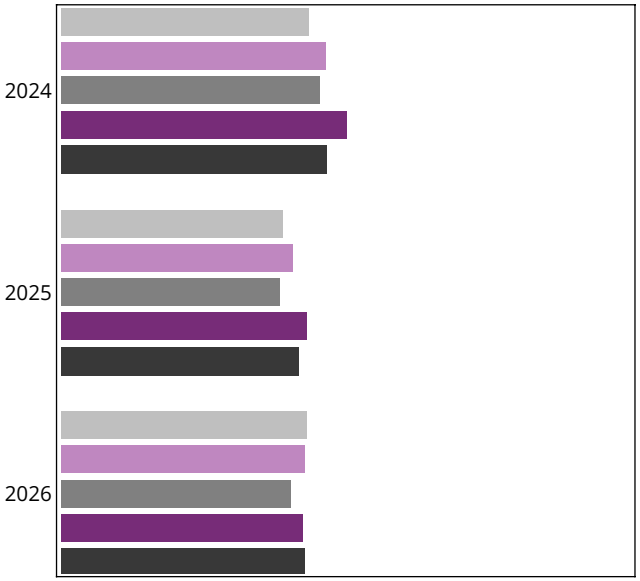
Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	253,387	232,859	249,195
Week 41	270,746	242,813	249,899
Week 42	264,474	228,388	235,344
Week 43	282,819	252,129	243,593
Week 44	266,868	241,961	247,216
Total	1,338,294	1,198,150	1,225,247

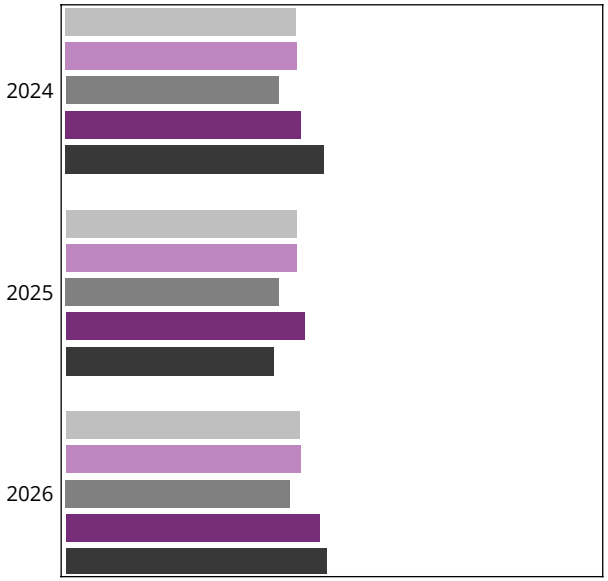
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$7,599,959	$6,807,887	$7,547,172
Week 41	$8,139,158	$7,127,999	$7,496,197
Week 42	$7,943,254	$6,717,134	$7,056,481
Week 43	$8,779,213	$7,534,658	$7,436,790
Week 44	$8,158,108	$7,316,329	$7,482,241
Total	$40,619,691	$35,504,007	$37,018,882

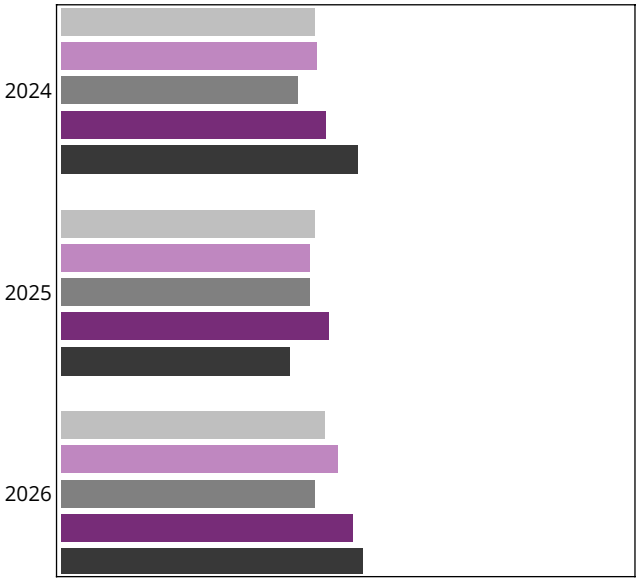
Juvenile: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	302,466	303,672	307,297
Week 41	304,308	303,635	308,437
Week 42	279,451	280,669	294,672
Week 43	309,032	314,273	333,992
Week 44	339,441	272,898	342,547
Total	1,534,698	1,475,147	1,586,945

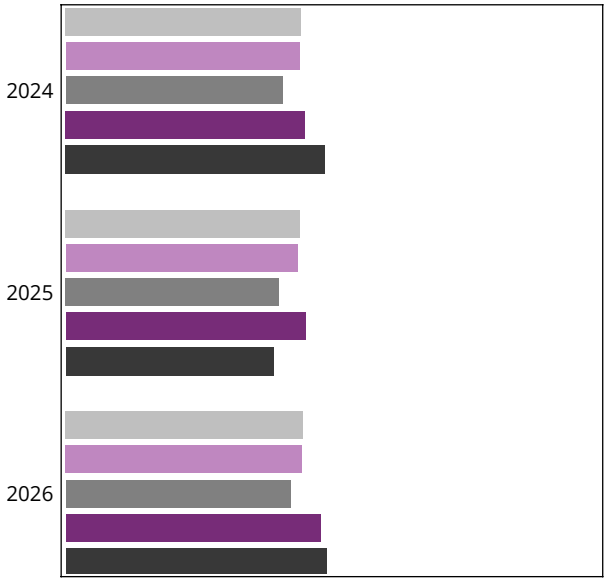
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$5,264,800	$5,245,737	$5,472,480
Week 41	$5,287,689	$5,141,887	$5,739,352
Week 42	$4,895,746	$5,152,158	$5,248,959
Week 43	$5,478,883	$5,542,822	$6,033,027
Week 44	$6,139,153	$4,742,280	$6,242,195
Total	$27,066,271	$25,824,884	$28,736,012

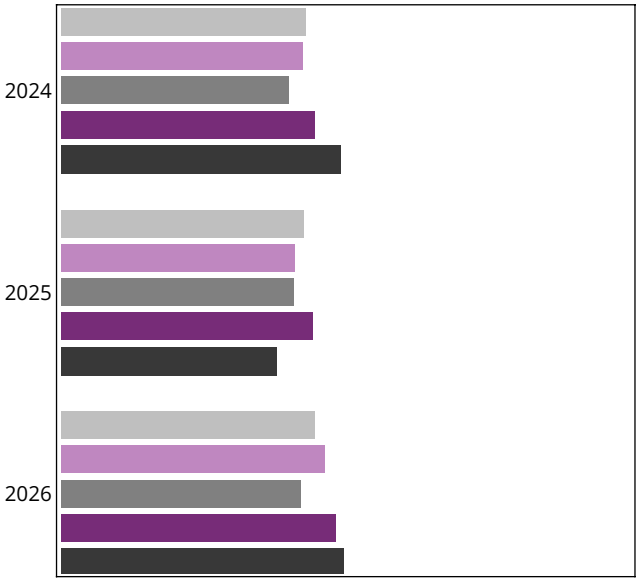
Juvenile: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	298,031	296,981	300,693
Week 41	296,341	293,480	299,768
Week 42	274,973	270,255	285,082
Week 43	303,590	303,926	322,684
Week 44	328,938	263,210	330,762
Total	1,501,873	1,427,852	1,538,989

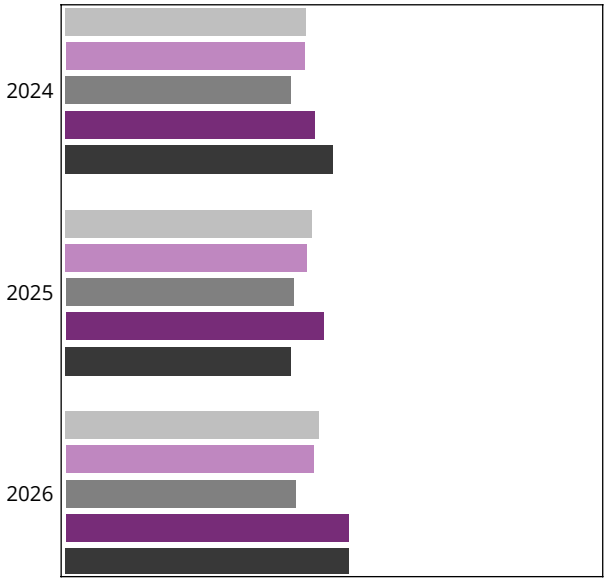
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$5,158,944	$5,119,550	$5,338,931
Week 41	$5,094,354	$4,929,173	$5,548,061
Week 42	$4,794,846	$4,907,498	$5,048,439
Week 43	$5,348,333	$5,306,114	$5,793,156
Week 44	$5,887,932	$4,532,547	$5,962,621
Total	$26,284,410	$24,794,881	$27,691,209

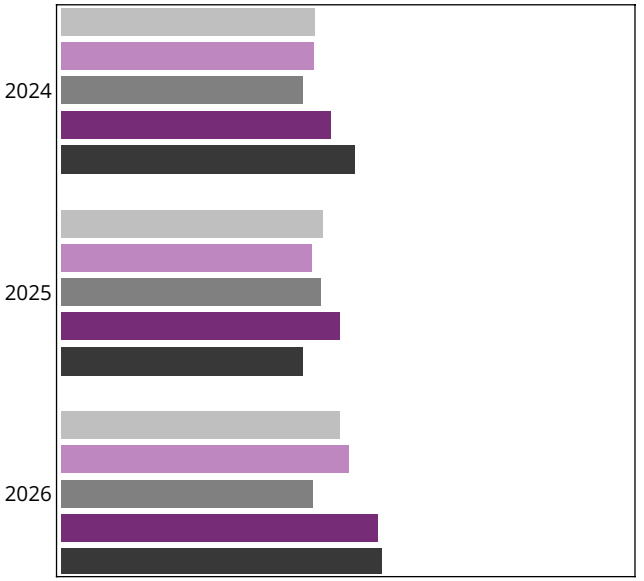
Juvenile Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	234,692	240,306	247,156
Week 41	233,368	235,642	241,833
Week 42	219,997	222,574	224,258
Week 43	243,291	251,877	276,388
Week 44	261,114	219,841	276,753
Total	1,192,462	1,170,240	1,266,388

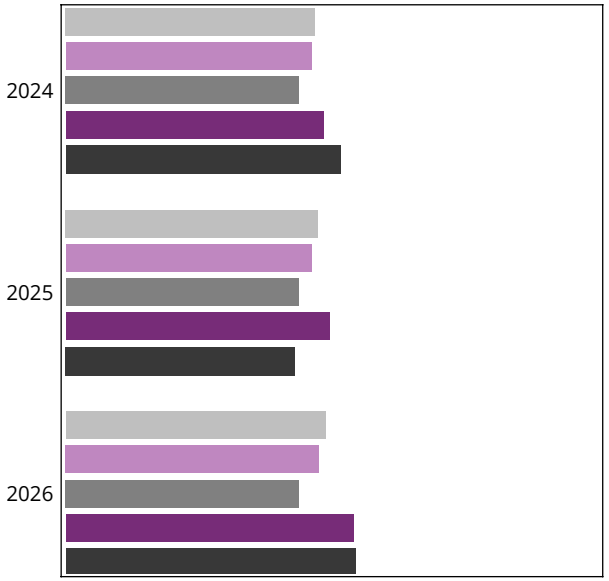
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$3,915,155	$4,045,973	$4,298,628
Week 41	$3,896,158	$3,873,666	$4,437,318
Week 42	$3,729,119	$4,005,059	$3,882,350
Week 43	$4,166,816	$4,300,827	$4,891,821
Week 44	$4,531,348	$3,733,688	$4,954,154
Total	$20,238,595	$19,959,214	$22,464,272

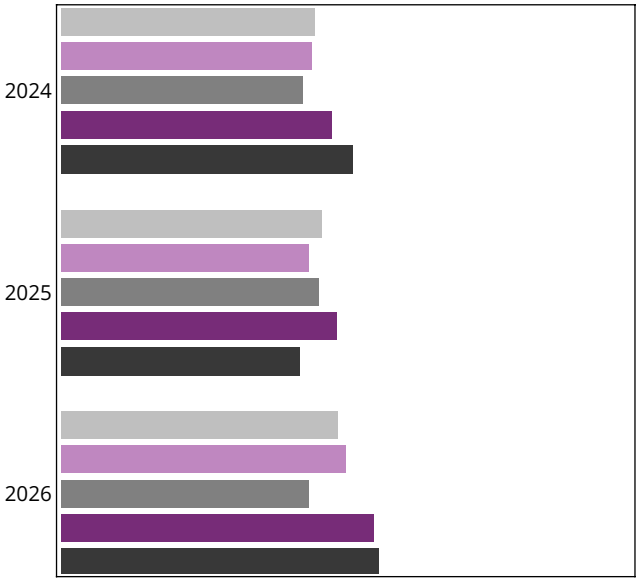
Juvenile Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	232,987	236,112	242,722
Week 41	229,762	230,029	236,874
Week 42	218,188	217,967	218,367
Week 43	241,344	246,842	269,158
Week 44	257,140	214,555	271,050
Total	1,179,421	1,145,505	1,238,171

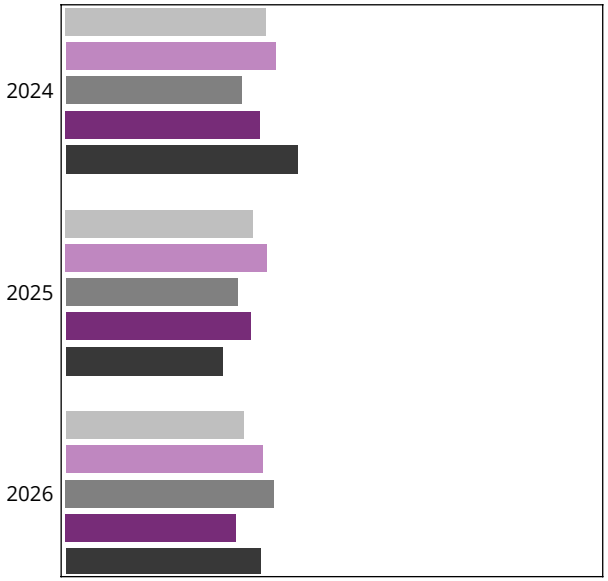
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$3,881,936	$3,983,054	$4,223,063
Week 41	$3,821,396	$3,784,660	$4,350,962
Week 42	$3,696,978	$3,932,160	$3,784,040
Week 43	$4,131,765	$4,214,289	$4,769,557
Week 44	$4,461,011	$3,645,507	$4,851,709
Total	$19,993,086	$19,559,670	$21,979,331

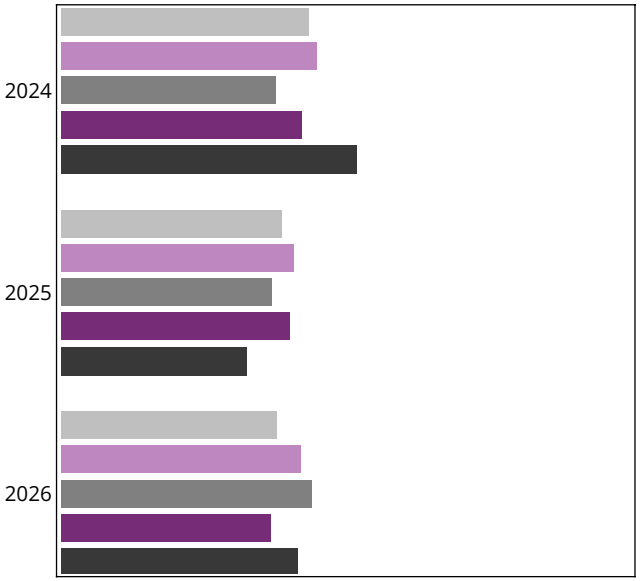
Juvenile Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	67,774	63,366	60,141
Week 41	70,940	67,993	66,604
Week 42	59,454	58,095	70,414
Week 43	65,741	62,396	57,604
Week 44	78,327	53,057	65,794
Total	342,236	304,907	320,557

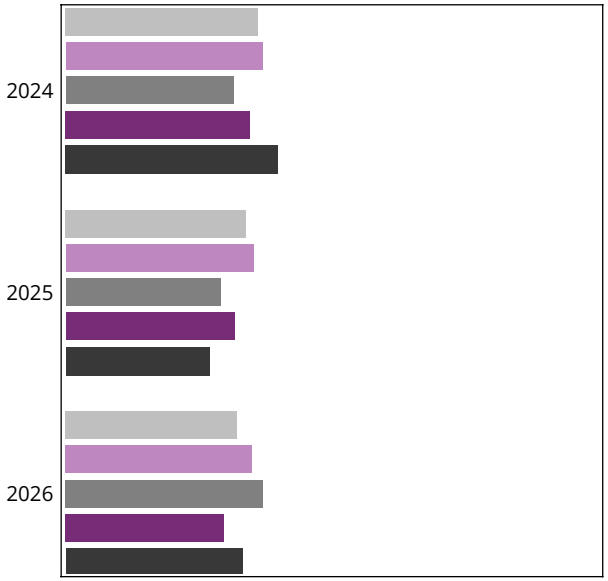
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$1,349,645	$1,199,764	$1,173,851
Week 41	$1,391,531	$1,268,221	$1,302,034
Week 42	$1,166,627	$1,147,099	$1,366,609
Week 43	$1,312,067	$1,241,994	$1,141,206
Week 44	$1,607,805	$1,008,592	$1,288,041
Total	$6,827,676	$5,865,670	$6,271,741

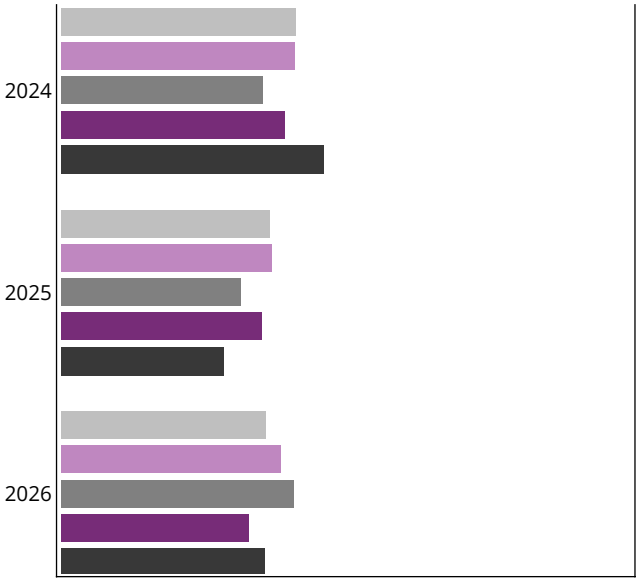
Juvenile Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	65,044	60,869	57,971
Week 41	66,579	63,451	62,894
Week 42	56,785	52,288	66,715
Week 43	62,246	57,084	53,526
Week 44	71,798	48,655	59,712
Total	322,452	282,347	300,818

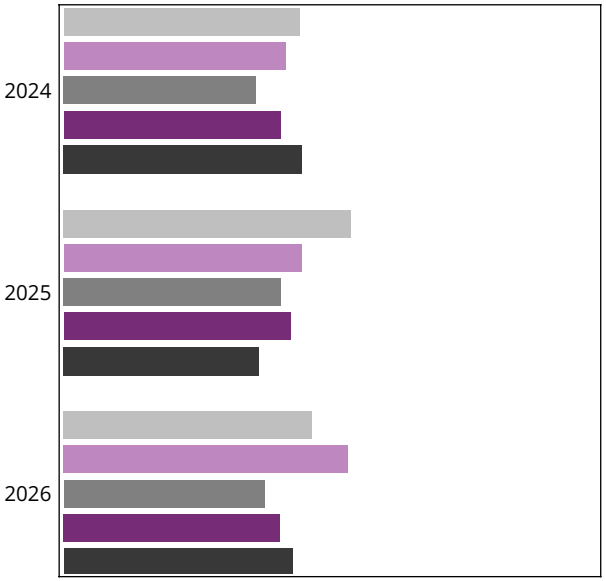
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$1,277,007	$1,136,496	$1,115,868
Week 41	$1,272,958	$1,144,513	$1,197,099
Week 42	$1,097,868	$975,338	$1,264,399
Week 43	$1,216,568	$1,091,825	$1,023,599
Week 44	$1,426,922	$887,040	$1,110,912
Total	$6,291,324	$5,235,211	$5,711,878

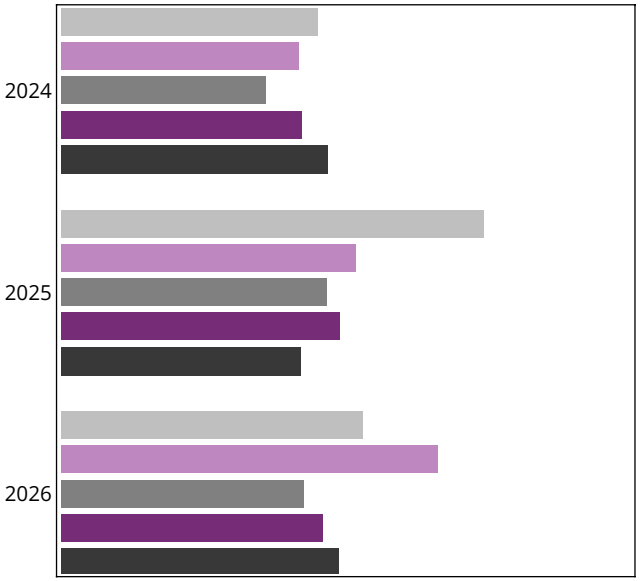
Young Adult: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	38,986	47,478	41,060
Week 41	36,644	39,277	47,004
Week 42	31,803	35,923	33,164
Week 43	35,818	37,474	35,775
Week 44	39,346	32,262	37,778
Total	182,597	192,414	194,781

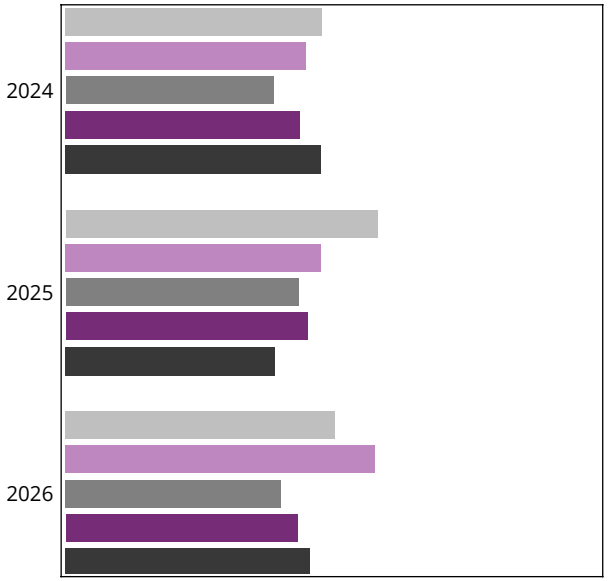
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$900,329	$1,485,851	$1,058,166
Week 41	$833,382	$1,033,013	$1,322,752
Week 42	$719,708	$932,084	$852,646
Week 43	$845,257	$978,199	$919,091
Week 44	$936,717	$841,086	$975,664
Total	$4,235,393	$5,270,233	$5,128,319

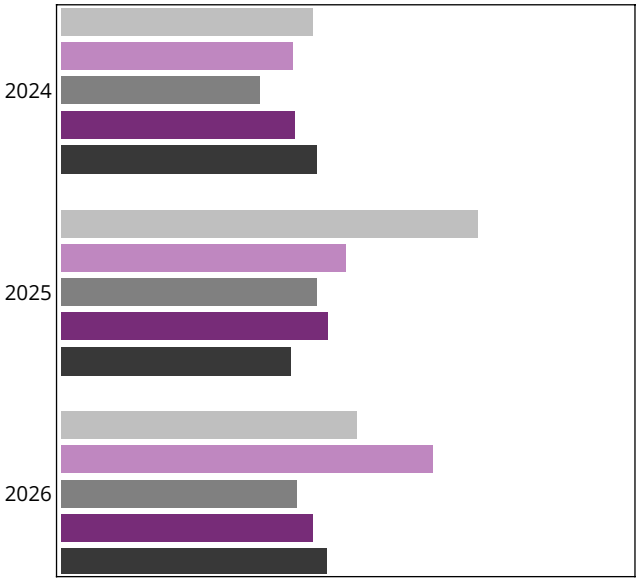
Young Adult: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	38,496	46,819	40,465
Week 41	36,116	38,382	46,446
Week 42	31,217	35,008	32,369
Week 43	35,169	36,367	34,786
Week 44	38,345	31,427	36,718
Total	179,343	188,003	190,784

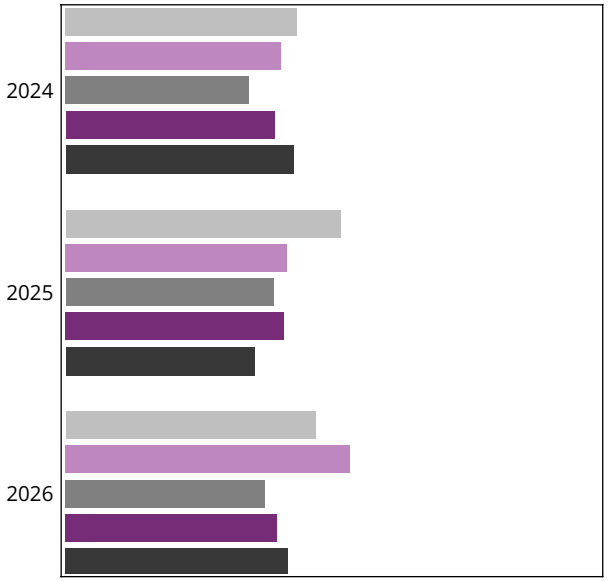
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$885,389	$1,461,868	$1,038,138
Week 41	$814,219	$999,273	$1,306,728
Week 42	$699,192	$897,395	$827,682
Week 43	$820,109	$937,763	$882,618
Week 44	$897,199	$807,866	$933,983
Total	$4,116,109	$5,104,166	$4,989,150

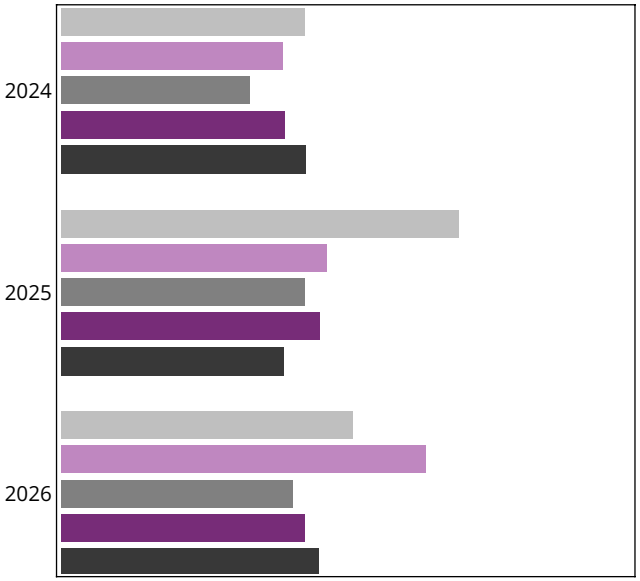
Young Adult Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	36,940	43,899	39,884
Week 41	34,351	35,353	45,379
Week 42	29,266	33,172	31,839
Week 43	33,310	34,874	33,718
Week 44	36,320	30,127	35,475
Total	170,187	177,425	186,295

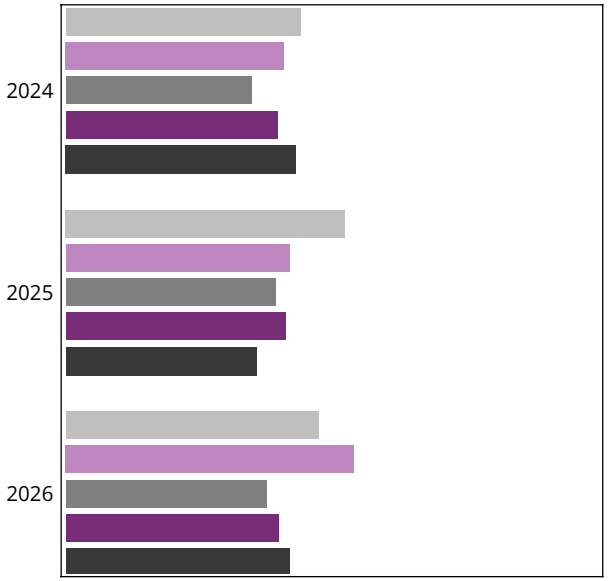
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$853,906	$1,396,632	$1,023,654
Week 41	$778,710	$932,551	$1,279,753
Week 42	$664,010	$856,715	$813,522
Week 43	$785,220	$906,551	$855,652
Week 44	$859,975	$780,224	$905,504
Total	$3,941,820	$4,872,673	$4,878,085

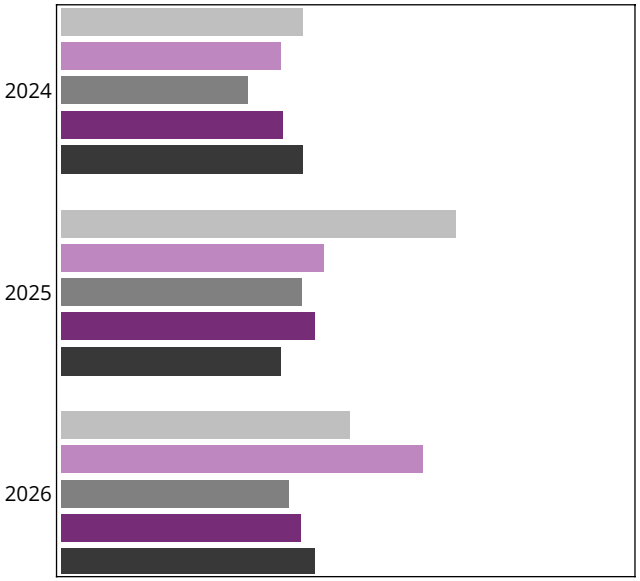
Young Adult Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	36,630	43,510	39,446
Week 41	34,046	34,841	44,941
Week 42	28,921	32,680	31,283
Week 43	32,980	34,250	33,127
Week 44	35,880	29,720	34,924
Total	168,457	175,001	183,721

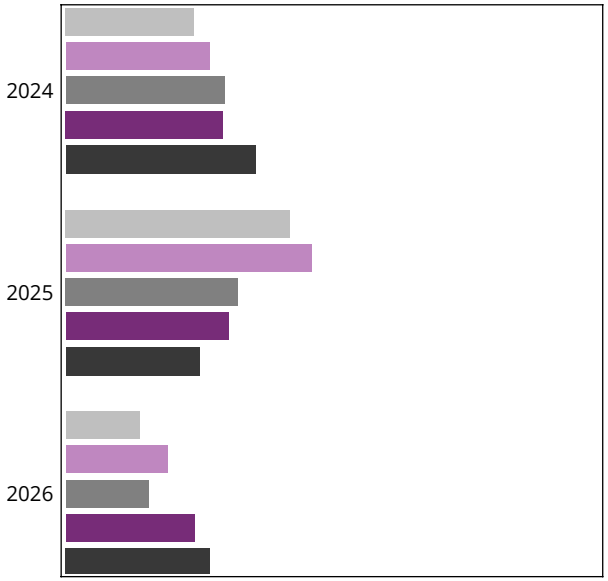
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$847,291	$1,385,976	$1,012,606
Week 41	$772,216	$920,770	$1,268,978
Week 42	$656,262	$845,390	$800,459
Week 43	$778,007	$891,616	$840,828
Week 44	$850,189	$771,032	$891,311
Total	$3,903,965	$4,814,784	$4,814,182

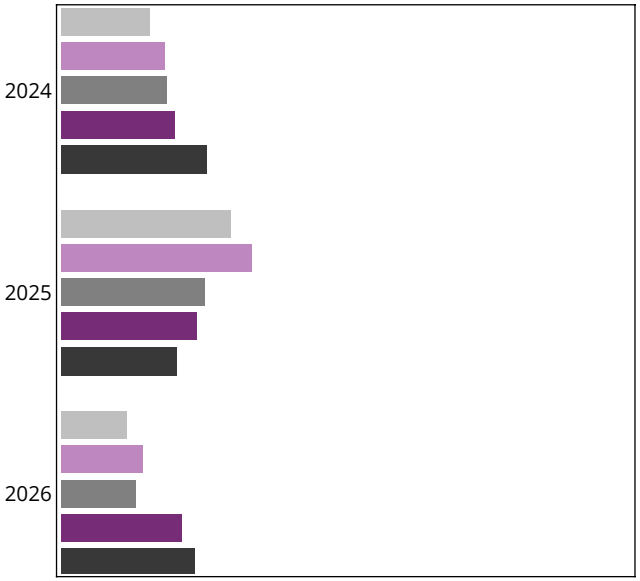
Young Adult Non-Fiction: All Market

Volume Sold (in units)



	2024	2025	2026
Week 40	2,046	3,579	1,176
Week 41	2,293	3,924	1,625
Week 42	2,537	2,751	1,325
Week 43	2,508	2,600	2,057
Week 44	3,026	2,135	2,303
Total	12,410	14,989	8,486

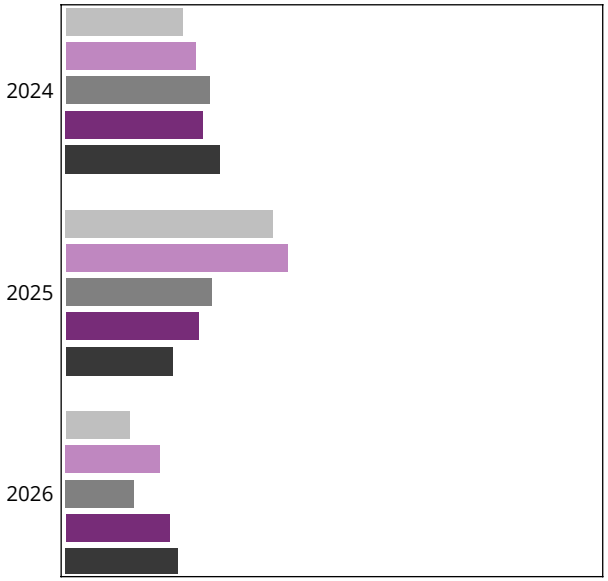
Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$46,424	$89,219	$34,511
Week 41	$54,672	$100,462	$42,999
Week 42	$55,699	$75,369	$39,124
Week 43	$60,038	$71,648	$63,439
Week 44	$76,742	$60,862	$70,160
Total	$293,574	$397,560	$250,234

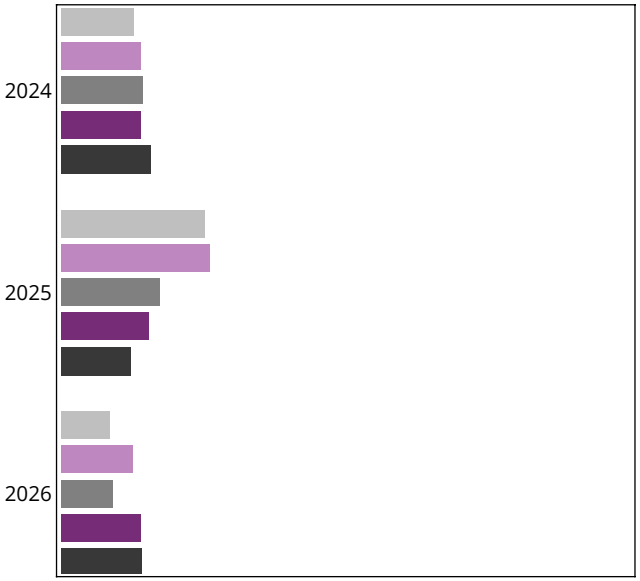
Young Adult Non-Fiction: Ring Fence Market

Volume Sold (in units)



	2024	2025	2026
Week 40	1,866	3,309	1,019
Week 41	2,070	3,541	1,505
Week 42	2,296	2,328	1,086
Week 43	2,189	2,117	1,659
Week 44	2,465	1,707	1,794
Total	10,886	13,002	7,063

Value Sold (in millions of dollars)



	2024	2025	2026
Week 40	$38,098	$75,892	$25,532
Week 41	$42,003	$78,503	$37,751
Week 42	$42,930	$52,006	$27,223
Week 43	$42,103	$46,147	$41,790
Week 44	$47,009	$36,834	$42,673
Total	$212,144	$289,383	$174,968

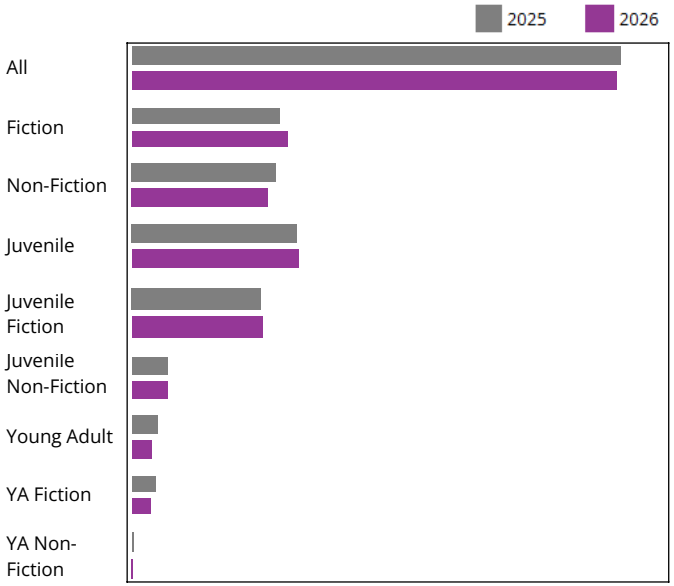
Year-to-Date Comparisons

Week-ending dates:

	2025	2026
Week 44	2025-11-02	2026-11-01

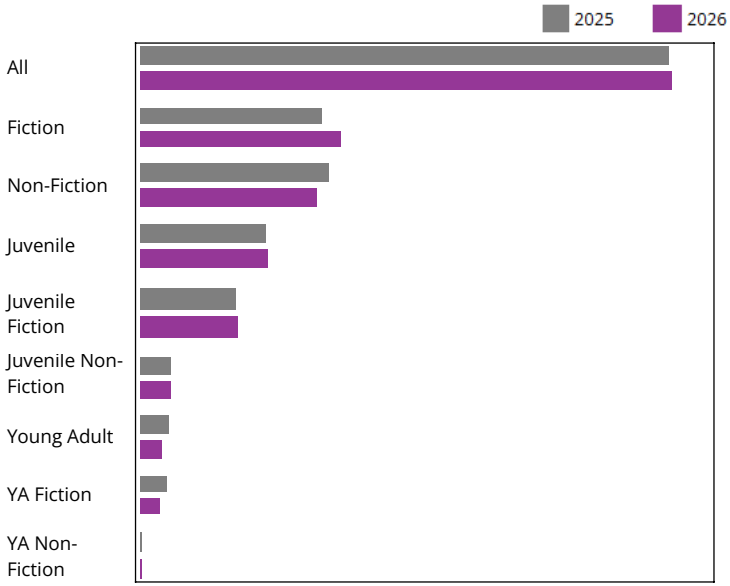
All Market

Volume Sold (in units)



	2025	2026
All	36,742,278	36,403,972
Fiction	11,100,825	11,681,873
Non-Fiction	10,848,700	10,224,721
Juvenile	12,415,074	12,507,312
Juvenile Fiction	9,711,314	9,821,613
Juvenile Non-Fiction	2,703,760	2,685,699
Young Adult (YA)	1,921,942	1,486,428
YA Fiction	1,781,134	1,405,549
YA Non-Fiction	140,808	80,879

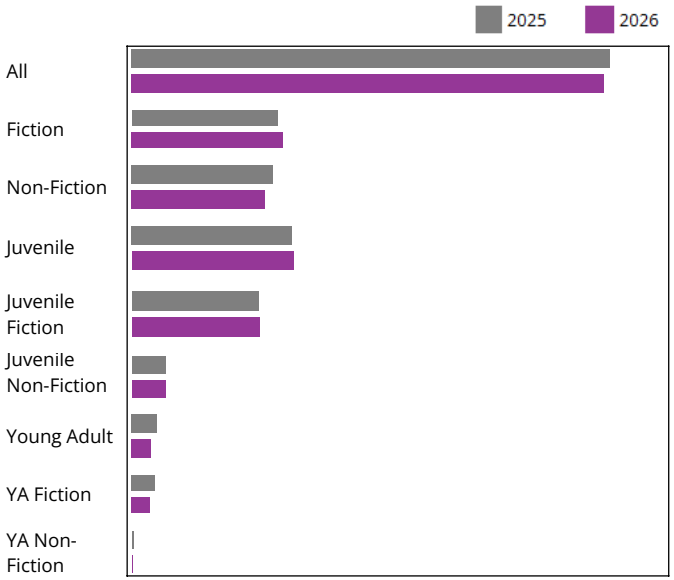
Value Sold (in millions of dollars)



	2025	2026
All	$881,577,515	$887,347,825
Fiction	$302,782,896	$334,487,603
Non-Fiction	$314,145,083	$295,050,802
Juvenile	$209,084,925	$213,151,204
Juvenile Fiction	$158,565,539	$162,511,340
Juvenile Non-Fiction	$50,519,386	$50,639,864
Young Adult (YA)	$47,643,411	$35,070,326
YA Fiction	$44,704,597	$33,050,155
YA Non-Fiction	$2,938,813	$2,020,171

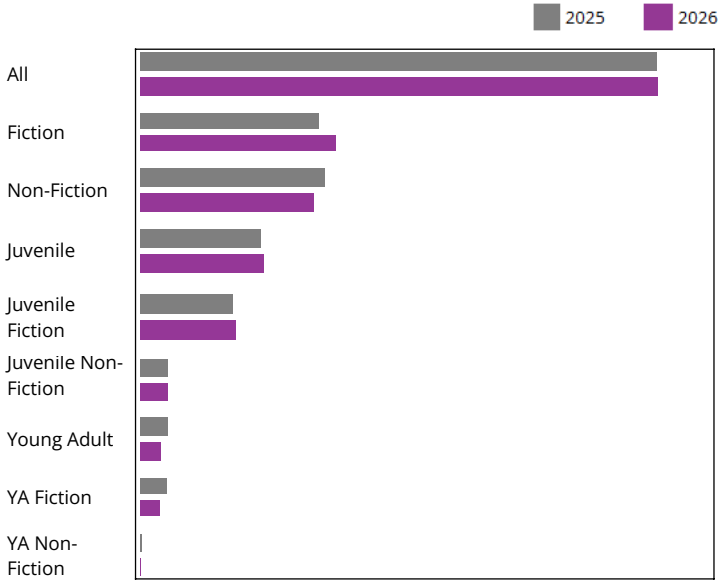
Ring Fence

Volume Sold (in units)



	2025	2026
All	35,920,852	35,475,417
Fiction	10,929,399	11,371,576
Non-Fiction	10,618,785	10,021,460
Juvenile	12,046,622	12,141,053
Juvenile Fiction	9,505,124	9,607,295
Juvenile Non-Fiction	2,541,498	2,533,758
Young Adult (YA)	1,886,484	1,457,176
YA Fiction	1,757,078	1,384,666
YA Non-Fiction	129,406	72,510

Value Sold (in millions of dollars)



	2025	2026
All	$862,050,215	$863,951,461
Fiction	$298,110,094	$325,885,979
Non-Fiction	$308,182,601	$289,052,390
Juvenile	$201,539,153	$205,606,044
Juvenile Fiction	$155,116,971	$158,896,210
Juvenile Non-Fiction	$46,422,182	$46,709,834
Young Adult (YA)	$46,540,907	$34,152,052
YA Fiction	$44,114,315	$32,548,297
YA Non-Fiction	$2,426,592	$1,603,755

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
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