

The Canadian Book Market

A comprehensive overview of sales performance
within the Canadian book industry



**BOOKNET
CANADA**

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INTRODUCTION

Welcome to the 2025 edition of *The Canadian Book Market*, compiled by BookNet Canada.

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, industry associations, literary agents, media, and libraries across the country.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print, trade book sales through BNC SalesData.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* put it, "the book industry's supply-chain nerve centre."

BookNet Canada acknowledges that its operations are remote and our colleagues contribute their work from the traditional territories of the [Mississaugas of the Credit](#), the Anishinaabe, the [Haudenosaunee](#), the Wyandot, the Mi'kmaq, the Ojibwa of Fort William First Nation, the Three Fires Confederacy of First Nations (which includes the Ojibwa, the Odawa, and the Potawatomie), the Métis, as well as the unceded and ancestral territory of the Musqueam, Squamish, or Tsleil-Waututh peoples, the original nations and peoples of the lands we now call Beeton, Guelph, Halifax, Thunder Bay, Toronto, Vancouver, Vaughan, and Windsor. We endorse the [Calls to Action from the Truth and Reconciliation Commission of Canada](#) and support an ongoing shift from gatekeeping to spacemaking in the book industry.

The book industry has long been an industry of gatekeeping. Anyone who works at any stage of the book supply chain carries a responsibility to serve readers by publishing, promoting, and supplying works that represent the wide extent of human experiences and identities in all that complicated intersectionality. BookNet is committed to working with our partners in the industry as we move towards a framework that supports "spacemaking," which ensures that marginalized creators and professionals all have the opportunity to contribute, work, and lead.

BookNet Canada produces this annual report as part of our commitment to provide members of the Canadian book supply chain with the information they need to innovate and compete in today's market. Annual editions of *The Canadian Book Market* are comprehensive guides to the Canadian print market. There is high-level quantitative analysis for more than 50 categories, along with comparative data from the prior year for quick and easy year-over-year analysis. The focus is on English-language print, trade book sales at Canadian retailers; other markets, such as direct institutional sales to schools or college/university textbook sales are not included.

What's included in *The Canadian Book Market* (CBM):

Top-level consumer data from BookNet Canada's Canadian Book Consumer survey panel:

- Top 10 ways that buyers became aware of the book they bought and the top 10 reasons they decided to purchase that book
- Purchases by channel in 2024 and 2025
- Top 10 reasons buyers chose to buy their book where they did
- Purchases by format in 2024 and 2025
- Average price paid by buyers, perceived value, and whether buyers paid full price for their books by format

English Canadian library market data from BNC LibraryData:

- Top-level data: overall library circulation by subject
- Top-circulating titles in Fiction, Non-Fiction, Juvenile, Young Adult, and by Canadian contributors

French Canadian trade book market sales data from the Société de gestion de la Banque de titres de langue française (BTLF):

- Top-level data: total value, volume, and a market breakdown by subject
- Top-selling French-language titles in Fiction, Non-Fiction, and Juvenile & YA

English Canadian trade book market sales data by subject, and for Canadian-owned publishers and Canadian Contributors, from BNC SalesData:

- Top-level data: total value, volume, percent change, and subject share of the total market, of comparable stores, and of all stores
- Unit sales by week for comparable stores
- Weekly sales analysis: value and volume for median and average weeks, as well as for best and slowest weeks
- Market shares by volume for the top 10 ranked publishers and distributors
- Top-selling titles by format (hardcover and paperback)
- Median and average pricing by format
- Unit sales distribution by format

More about SalesData, LibraryData, and included information:

In 2025, 3,091 store locations reported physical book sales to BNC SalesData — chain bookstores, independent bookstores, newsstands, general retailers, online retailers, and library wholesalers. Based on publisher feedback, we estimate that BNC SalesData represents 85% of book industry sales for English-language print, trade books; other markets, such as direct institutional sales to schools or college/university textbook sales, are not included.

As with past editions, we're continuing to use the comparable stores data. Comparable stores are a fixed group of retailers that have reported sales consistently since 2020. When we aggregate their sales, we provide a more accurate view of the year-over-year market and individual category fluctuations that are not skewed by the addition of any new reporting retailers. The comparable stores (approximately 1,247 retailers) represent about 98% of the total market in 2025. Totals for comparable stores do not reflect totals for the whole market.

In 2025, 85 public library systems reported their physical book circulation and holdings data to BNC LibraryData. The reporting libraries encompassed 792 branches and covered approximately 25% of the Canadian population.

Data is drawn from the bibliographic information available at the time of production. Data, such as BISAC subject codes, contributor, and list price, that was not reported to R.R. Bowker and BNC SalesData is excluded. In those cases, you will see "N/A" which indicates that bibliographic information was not supplied.

Different formats of the same book may appear under different subject categories. For example, publisher data may classify the hard-cover edition as a Mystery and the mass-market edition as a Thriller.

Data featured from BookNet Canada's Canadian Book Consumer survey panel comes from a survey of Canadians and Canadian book consumers. This biannual survey asks Canadians about their book buying, borrowing, and other book-related behaviours. In 2025, 1,979 Canadians participated in the survey, numbering 976 book buyers.

Inside CBM

- Where a publisher or distributor is listed more than once (e.g., HarperCollins Publishers and HarperCollins Canada), the two listings often represent divisions from different countries (in this case, the US and Canada).
- All additional publishers and distributors not ranked in the top 10 are combined in the "Other" category.

Time period

This edition of CBM compares data from 2025 with 2024 or looks only at 2025 data (market share graphs and top-selling titles). The week-ending dates for 2024 and 2025 are:

	2024	2025
First week	January 1, 2024	December 30, 2024
Last week	December 29, 2024	December 28, 2025

There were 52 weeks in 2024 and 52 weeks in 2025.

Many thanks

BookNet would like to acknowledge the ongoing support of the Department of Canadian Heritage through the Canada Book Fund, which made this publication possible. The hard working cross-product BookNet team has also spent numerous hours extracting data, compiling numbers, reviewing graphs, to put together this cohesive report and for that, I would like to extend my thanks.

Sincerely,
Lauren Stewart

President & CEO, BookNet Canada

DEFINITIONS

All Stores: All retailers that have reported sales to BNC SalesData.

Aggregate: Data combined from one or multiple stores.

Average: A sum of all values in a group divided by the number of values in that group.

Bibliographic information: All descriptive information on titles (e.g., author, title, publisher, subject) that publishers report to R.R. Bowker, BookNet's primary bibliographic data provider.

Bind. / Binding types: Different format categories for how books are physically produced.

- Hardcover books:
 - o HT = Hardcover Trade
- Paperback books:
 - o TP = Trade Paperback
 - o MM = Mass Market
 - o TK = US-Tall Rack
 - o DP = Digest Paperback

BISAC subject codes: These are essentially genre codes. These codes guide shelving, categorization, merchandising, and marketing efforts.

Canadian contributor: A book's author, editor, translator, and/or illustrator who is a Canadian citizen or a permanent resident of Canada. Canadian Contributors are noted by the publisher/distributor supplying bibliographic data according to rules agreed to by the BNC Canadian Bibliographic Committee ([Identifying Canadian Authorship](#)).

Canadian-owned publishers: Publishers with their main operational office located in Canada.

Category share of Total Market: A subject's sales are expressed as a percentage of the market as a whole.

Comparable Stores: Aggregated sales from a fixed group of retailers that have reported sales consistently since 2020. This allows for a more accurate view of the year-over-year market and individual category fluctuations or the addition of new reporting retailers.

Contributor: A book's author, editor, translator, and/or illustrator.

Distributor: A company responsible for the distribution (sales, order fulfillment, warehousing) of books to retailers and other sales channels.

Fiction: Literature in the form of prose, especially short stories and novels, that describes imaginary events and people.

Format information: Books' binding type that publishers report to R.R. Bowker, BookNet's primary bibliographic data provider.

- All Paper includes Mass Market, Trade Paper, and Other Paper
- Other Paper includes Digest Paperback and US-Tall Rack Paperback
- All Hardcover includes Hardcover Trade
- Other includes Audio, Bath Book, Blank Book, Board Book, Calendar, Ebook, Map, Rag Book, Analog Game, Card, Kit, Mixed Media Product, Novelty Book, Picture Book, POS Materials, Sheet Music, Toy, Other Book Format, Other Media, Other Merchandise, and Other Printed Materials

DEFINITIONS

ISBN: (International Standard Book Number) is a system of numerical identification for books and other published works. Each published work is assigned a unique number.

ISBN clusters: Used in BNC LibraryData, a record that can contain multiple ISBNs, often all of the editions of a single work or series of works.

ISBNs reported: The number of ISBNs sold, on hand, or on order.

Juvenile: BISAC subject codes intended for literature targeted to those aged 0 through 11 or in preschool through grade 6.

List price: The price a publisher sets for a book. List price is used to calculate value, median pricing, and average pricing.

Median: When all data is arranged in a series from smallest to largest, the median is the value in the middle.

N/A: Information is not available.

Non-Fiction: Poetry or prose writing that is based on facts, real events, and real people, such as biography or history.

Percent change: Difference in sales within specified category between this year and last year as a percentage. Calculated using volume.

Pricing information: The cost of the book, in Canadian currency, that publishers report to R.R. Bowker, BookNet's primary bibliographic data provider. Median and average prices are calculated using list prices.

Publisher: A company responsible for preparing and issuing books.

Subject: BNC SalesData uses BISAC subject codes to classify books. (Filtering out records without bibliographic data filters out non-book items such as bookmarks and coffee cups.)

Total Market: The aggregate total of all books sold that have both an ISBN and a bibliographic record, as reported to and tracked in BNC SalesData.

Value: The total sum of dollars (by list price) of units sold, calculated using the list price multiplied by the number of units sold.

Volume: The total sum of units sold.

Young Adult: BISAC subject codes intended for literature targeted to those aged 12 through 18 or in grades 7 through 12.

SUBJECT ANALYSIS | NON-FICTION | SPORTS & RECREATION

MARKET SHARE

Market	Comparable Stores Value	Comparable Stores Volume	All Stores Value	All Stores Volume	All Stores ISBNs Reported	All Stores ISBNs with Sales
Total Market 2025	\$1,123,467,732	46,968,351	\$1,145,862,744	47,931,564	883,932	640,615
Sports & Recreation 2025	\$7,024,652	230,176	\$7,073,264	233,590	9,223	6,946
Sports & Recreation 2024	\$6,222,937	207,943	\$6,257,443	210,973	9,185	6,910
Percent Change	12.9%	10.7%	13.0%	10.7%	0.4%	0.5%
Category Share of Total Market	0.6%	0.5%	0.6%	0.5%	1.0%	1.1%

SPORTS & RECREATION

represents

0.5%

of all unit sales

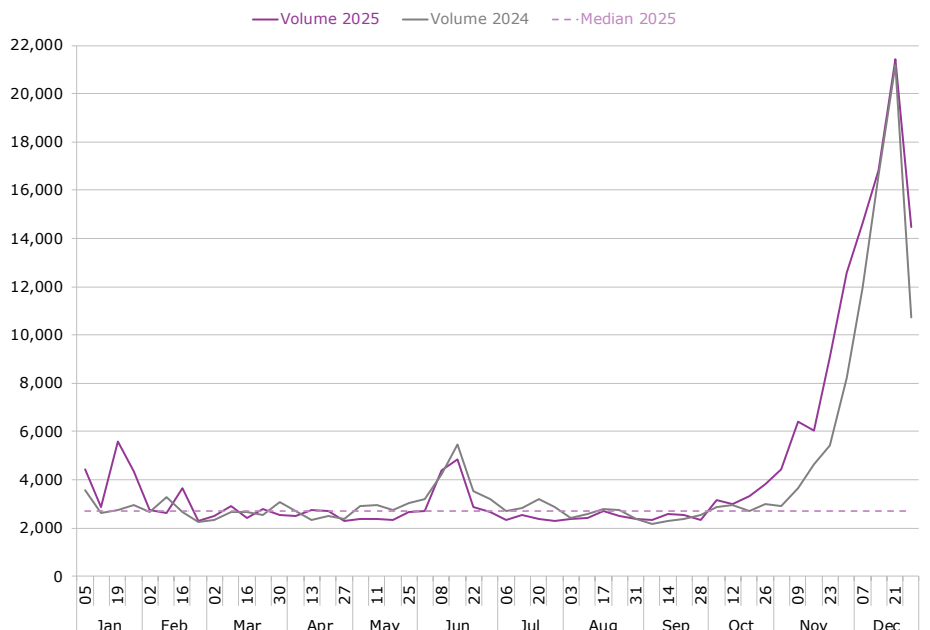
WEEKLY SALES ANALYSIS — VALUE

Value	2025	2024
Median Week	\$84,117	\$90,139
Average Week	\$136,024	\$120,335
Best Week	\$604,976	\$603,277
Slowest Week	\$66,548	\$63,277

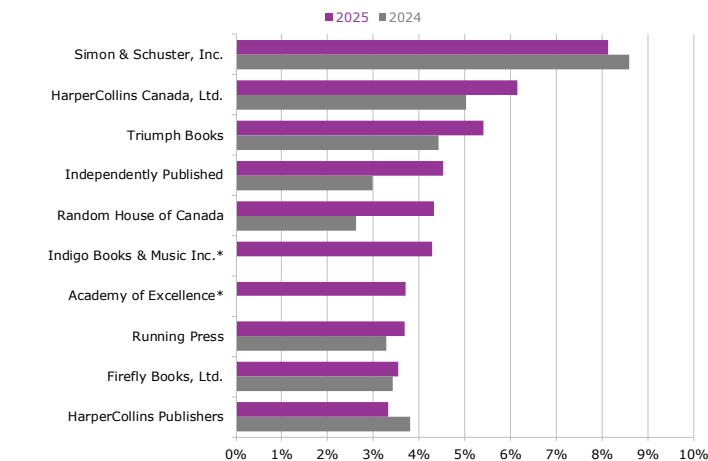
WEEKLY SALES ANALYSIS — VOLUME

Volume	2025	2024
Median Week	2,763	2,889
Average Week	4,492	4,057
Best Week	21,594	21,391
Slowest Week	2,333	2,211

UNIT SALES BY WEEK — COMPARABLE STORES

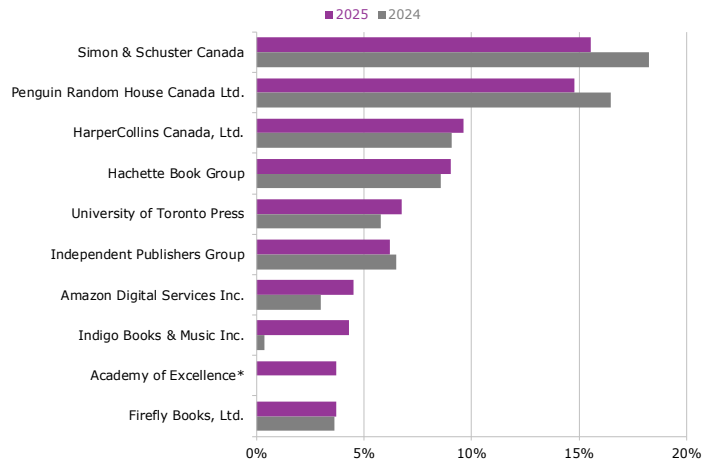


PUBLISHER MARKET SHARE — VOLUME SOLD



*Not present in the 2024 top 30

DISTRIBUTOR MARKET SHARE — VOLUME SOLD



*Not present in the 2024 top 30

SUBJECT ANALYSIS | NON-FICTION | SPORTS & RECREATION

TOP 10 HARDCOVER TITLES

Title	Contributor	ISBN	Publisher	Bind.	List Price
We Breed Lions: Confronting Canada's Troubled Hockey Culture	Westhead, Rick; Brunt, Stephen	9781039012936	Random House of Canada	HT	\$38.00
Lafleur: The Legend	Finn, Steven; Gince, Pierre	9781668204061	Simon & Schuster, Inc.	HT	\$40.00
The Muscle Ladder: Get Jacked Using Science	Nippard, Jeff	9781628604863	Victory Belt Publishing	HT	\$105.55
How to Build a Car: The Autobiography of the World's Greatest Formula 1 Designer	Newey, Adrian; Coulthard, David	9780008196806	HarperCollins Canada, Ltd.	HT	\$39.99
We the Raptors: 30 Players, 30 Stories, 30 Years	Smith, Eric; Bricker, Andrew; Lowry, Kyle	9781668069202	Simon & Schuster, Inc.	HT	\$36.99
The Franchise: Toronto Blue Jays: A Curated History of the Jays	Matheson, Keegan	9781637277928	Triumph Books	HT	\$38.47
Auston Matthews: A Life in Hockey	McGran, Kevin	9781668063095	Simon & Schuster, Inc.	HT	\$36.99
F1 Racing: The Ultimate Companion	Jones, Bruce	9781789298239	Michael O'Mara Books, Ltd.	HT	\$46.30
72 Stories: From the Baseball Collection of Geddy Lee	Lee, Geddy	9780063450196	HarperCollins Publishers	HT	\$62.00
The Last Hart Beating	Neidhart, Nattie; Johnson, Dwayne	9781668098547	Simon & Schuster, Inc.	HT	\$37.99

TOP 10 PAPERBACK TITLES

Title	Contributor	ISBN	Publisher	Bind.	List Price
Inner Excellence: Train Your Mind for Extraordinary Performance and the Best Possible Life	Murphy, Jim	9781734654806	Academy of Excellence	TP	\$24.66
Beauties: Hockey's Greatest Untold Stories	Duthie, James; Loungo, Roberto	9781443460774	HarperCollins Canada, Ltd.	TP	\$21.99
Bushcraft 101: A Field Guide to the Art of Wilderness Survival	Canterbury, Dave	9781440579776	Adams Media Corporation	TP	\$22.99
Hockey Hall of Fame Timeline of the Game: 150 Years of Hockey Stories	Weekes, Don	9780228105756	Firefly Books, Ltd.	TP	\$29.95
Hockey Crossword Puzzles: PLAYERS, TEAMS, LEAGUES, LEGENDS	Designer Ink.	9798767073177	Independently Published	TP	\$20.59
Workout Log Book	Simple Planners	9798482340066	Independently Published	TP	\$6.86
The Franchise: Toronto Blue Jays: A Curated History of the Jays	Matheson, Keegan	9781637275337	Triumph Books	TP	\$27.48
Mental Toughness for Young Athletes: Eight Proven 5-Minute Mindset Exercises	Horne, Troy; Horne, Moses	9780578660639	Buggily Group Inc.	TP	\$17.13
The Golfer's Excuse Handbook	Taylor, Kurt	9798887680132	Red Panda Press	TP	\$14.99
The Ultimate Toronto Blue Jays Trivia Book: A Collection of Amazing Trivia Quizzes and Fun Facts	Walker, Ray	9781953563248	HRP House	TP	\$14.85

MEDIAN LIST PRICING

Formats	2025	2024
All Formats	\$27.46	\$27.41
Mass Market	\$19.16	\$19.85
Trade Paper	\$25.99	\$25.64
Hardcover Trade	\$39.95	\$39.00

AVERAGE LIST PRICING

Formats	2025	2024
All Formats	\$31.62	\$31.27
Mass Market	\$19.03	\$26.89
Trade Paper	\$27.88	\$27.37
Hardcover Trade	\$44.17	\$44.57

FORMAT DISTRIBUTION

Formats	2025	2024
All Paper	58.9%	63.8%
Mass Market	0.1%	0.2%
Trade Paper	58.8%	63.5%
Other Paper	0.0%	0.0%
All Hardcover	34.6%	33.6%
Other	6.6%	2.6%

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