

The Future of Engagement and Faith

Ideas that shape where we go from here

SEPA

November 2021

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About Us

EXPERTISE IN MORE THAN 20 INDUSTRIES

POINT-OF-SALE DATA FROM OVER
600,000 retail locations,
PLUS E-COMMERCE AND
MOBILE PLATFORMS

MORE THAN **2,000** OF THE
WORLD'S LEADING BRANDS AND
RETAILERS ARE NPD CLIENTS

Millions of receipts
FROM BRICK-AND-MORTAR
AND E-COMMERCE
(CHECKOUT)

MORE THAN **8 million**
CONSUMER SURVEYS
CONDUCTED ANNUALLY

SERVICES IN 19 COUNTRIES

IN THE AMERICAS, EUROPE, AND ASIA-PACIFIC



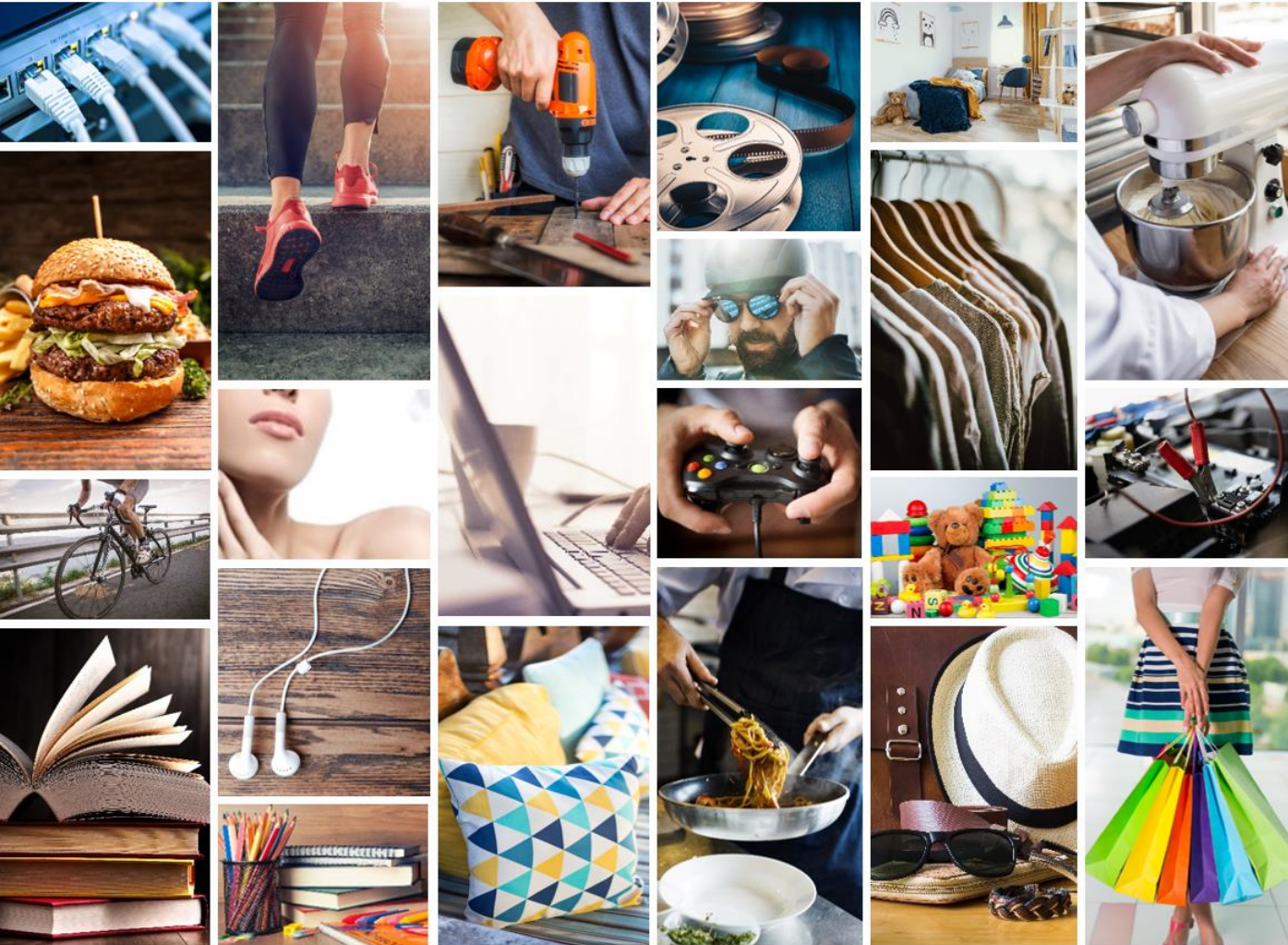
FOUNDED IN
1966

1600+ EMPLOYEES WORLDWIDE

**We combine data, industry expertise, and prescriptive analytics
to help our clients grow their business in a changing world.**



Industries We Track at NPD



Apparel
Appliances
Automotive
B2B Technology
Beauty
Books
Consumer Technology
E-commerce
Fashion Accessories
Food Consumption
Foodservice

Footwear
Home
Home Improvement
Juvenile Products
Media Entertainment
Mobile
Office Supplies
Retail
Sports
Toys
Video Games

Future of Engagement

Where do we take our business from here?



EMPOWERED NETWORKS

Looking for new platforms and organizations that help network the community and support healthy social and business development for the present and the future.



EXPANDED FORMATS

Understand evolving consumer reading and listening behavior and investing in the best formats to meet the needs of different generational and situational readers.



EQUITY & INCLUSION

Look for new voices and publishing opportunities that empower the conversations at the intersection of faith, values, justice, diversity, equity, and inclusion.



RAISING NEW READERS

The outlook for children's books remains very strong, and there is an ongoing opportunity to publish Christian-centered content that helps families raise the next generation of Christian readers.

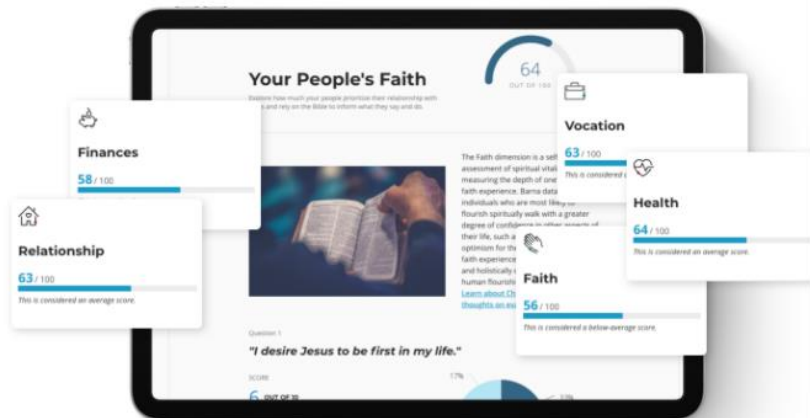
Empowered Networks



Barna CITIES

powered by gloo

Bringing churches together, equipping leaders to be more informed, and empowering you to connect better with the communities you serve.



DYNAMIC PARISH

Transforming parishes one person at a time



Dreaming of a Better Tomorrow

Dynamic Catholic has been inspiring Catholics to rediscover the genius of Catholicism for a decade. We are dedicated to spending the next decade partnering with parishes across the country to uncover what is essential to a community becoming truly dynamic.

OUR VISION

To be the innovative leader in helping Catholics and their parishes become the best-version-of-themselves.



Dynamic Catholic

Be Bold. Be Catholic.®

Meeting people where they are . . . Leading them to where *God calls them to be!*

Expanded formats

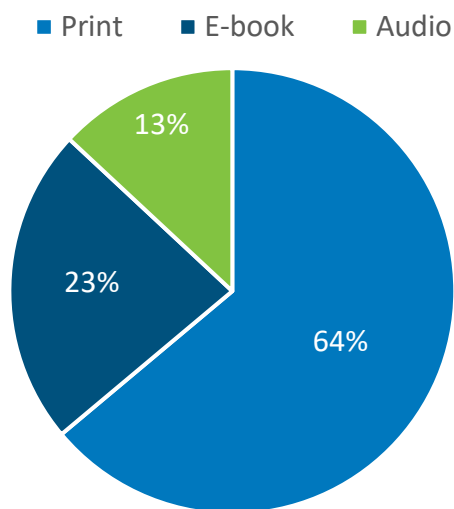


Total Market Format Share – thru May 2021

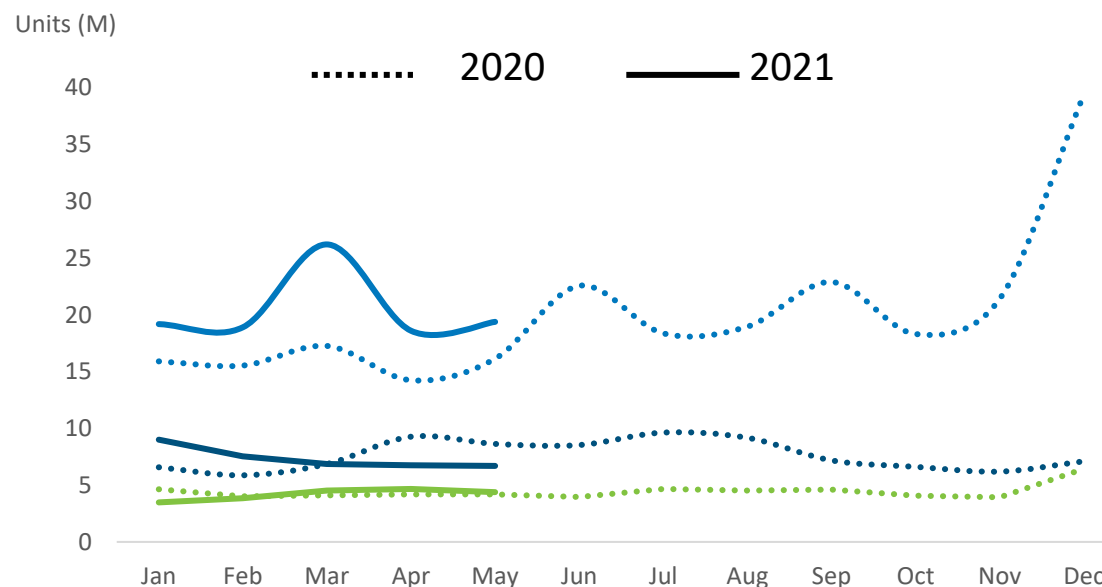


Audio and E-books have been pretty flat after a good run in 2020

YTD Share



Monthly Trend



YTD change



Print | +29%



E-book | -1%



Digital Audio | -1%

PubTrack Digital Audio includes audiobook information from Hachette Book Group, HarperCollins, Simon & Schuster, Macmillan, Abrams, Chronicle, and IPG.

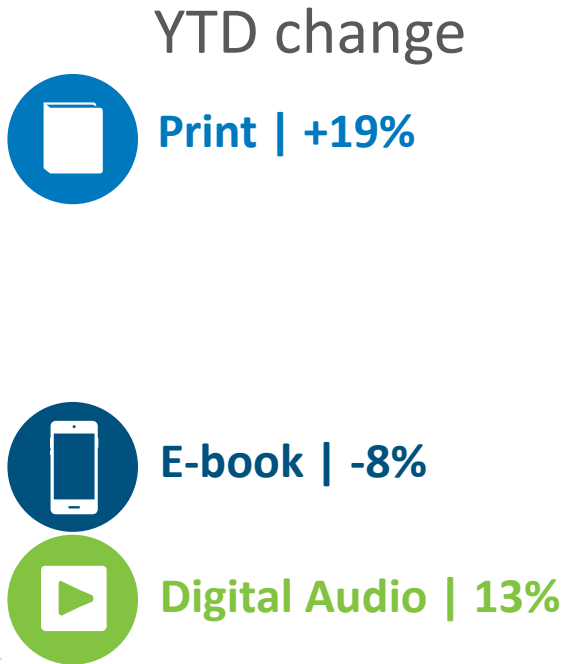
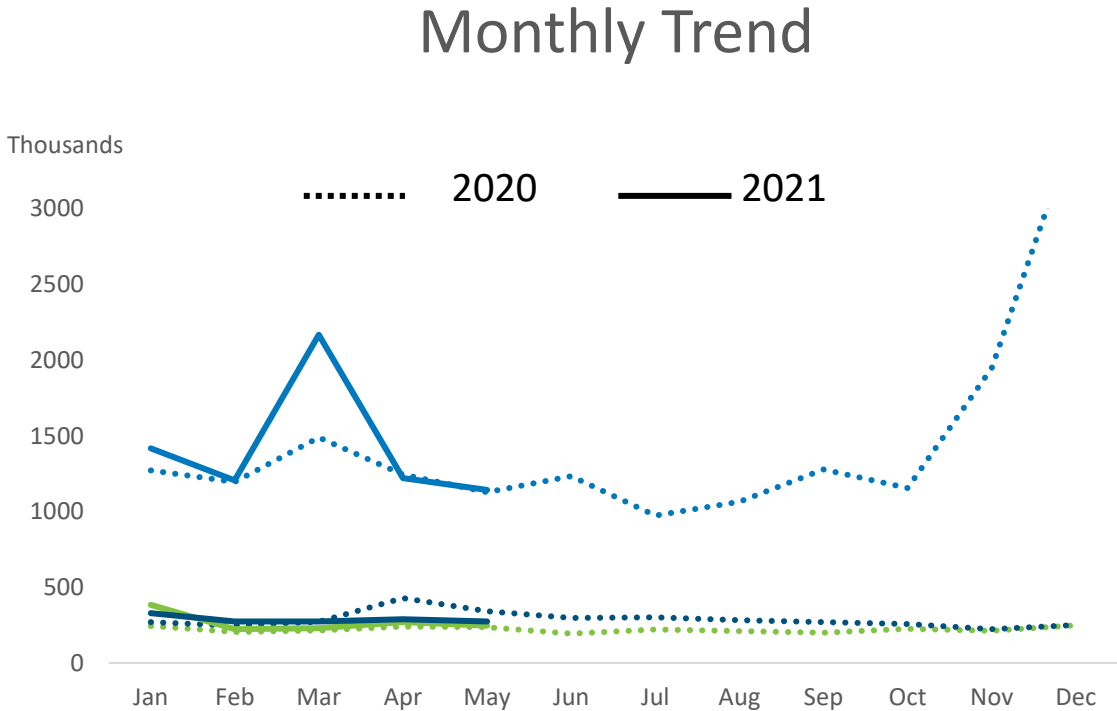
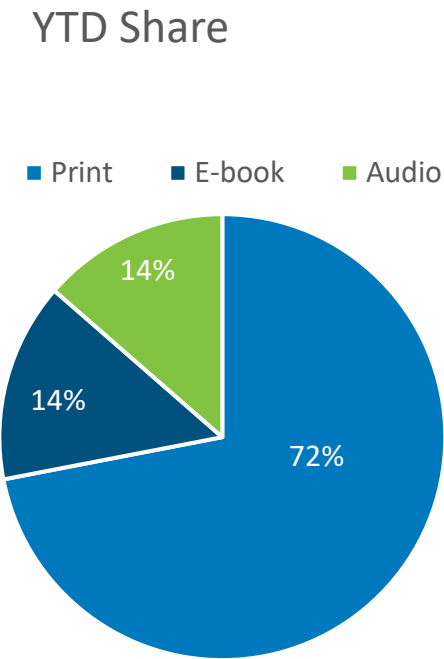
Available

Source: The NPD Group/NPD BookScan, PubTrack Digital, PubTrack Digital Audio, YTD month ending May 2021, includes participating digital audio publishers only

Christian Format Share – thru May 2021



Audio and Ebook have equal share, but print share is higher overall



PubTrack Digital Audio includes audiobook information from Hachette Book Group, HarperCollins, Simon & Schuster, Macmillan, Abrams, Chronicle, and IPG.



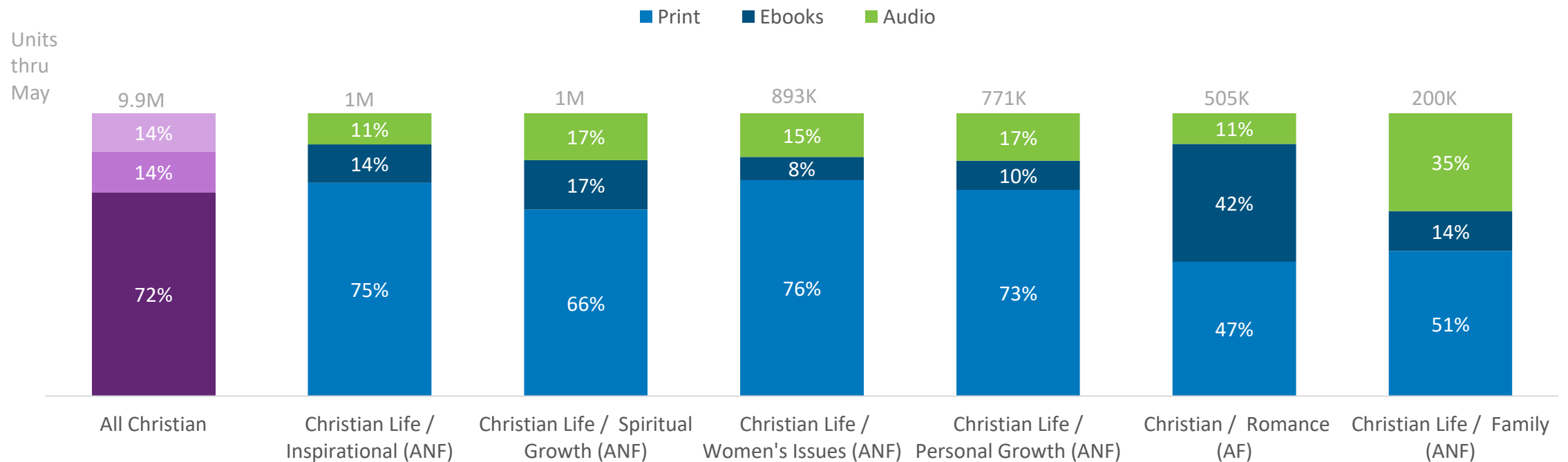
Source: The NPD Group/NPD BookScan, PubTrack Digital, PubTrack Digital Audio, YTD month ending May 2021, Christian BISAC only from participating digital audio publishers only

Format share - top Christian audio categories



There is wide range in share by category; opportunities vary by title

Top 6 Christian Audio Categories



PubTrack Digital Audio includes audiobook information from Hachette Book Group, HarperCollins, Simon & Schuster, Macmillan, Abrams, Chronicle, and IPG.

Source: The NPD Group/NPD BookScan, PubTrack Digital, PubTrack Digital Audio, YTD month ending May 2021, Christian BISAC only from participating digital audio publishers only

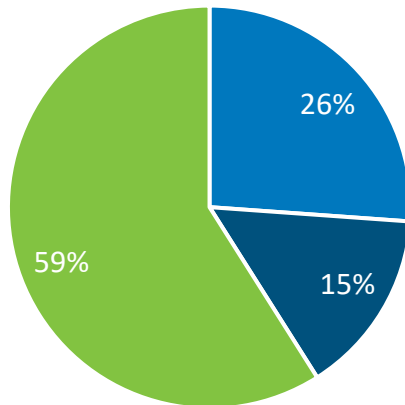
Finding: Public personas get high audio share



Non-fiction authors with broad crossover platforms over-perform the most

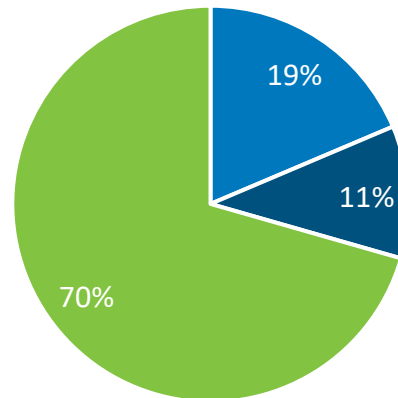
■ Print ■ E-book ■ Audio

Self-Help
Guru



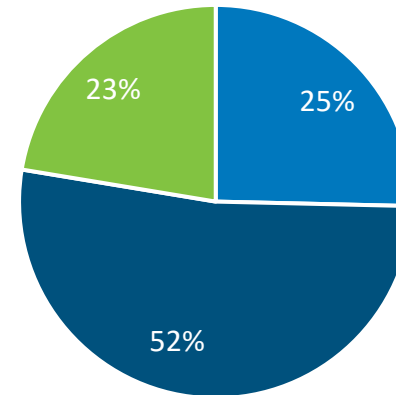
Read by Author

Autobiography
of a Musician



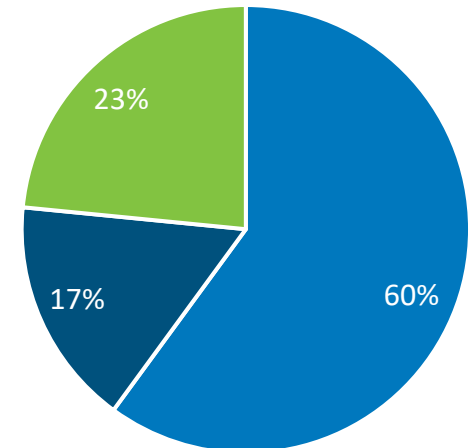
Read by Author

Bestselling
Romance



Read by a narrator

Bestselling
Suspense



Read by a narrator

*PubTrack Digital Audio (beta) includes audiobook data from a subset of publishers including Hachette Book Group, HarperCollins, Simon & Schuster, Macmillan, and others – this view shows format share from the publishers participating in PubTrack Digital Audio only to give an accurate “apples to apples” view. Any differences in relative format share to total market views reflects this data subset.

Source: The NPD Group/NPD BookScan, PubTrack Digital, PubTrack Digital Audio | 1 month units sales - May 2020, includes participating digital audio publishers only

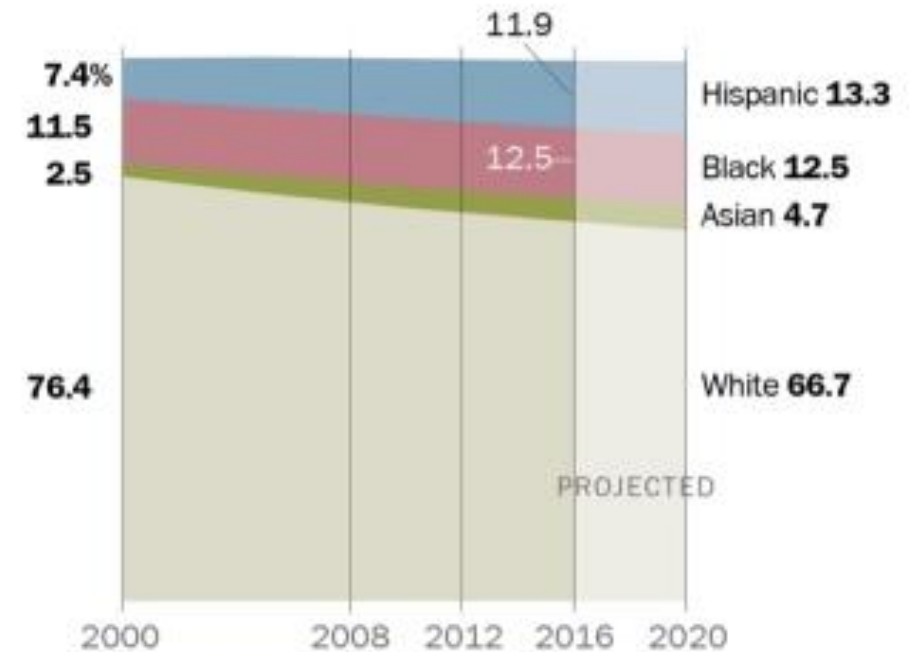
Equity & Inclusion is good business





Hispanics projected to become largest minority group in electorate in 2020

% of eligible voters by racial and ethnic group

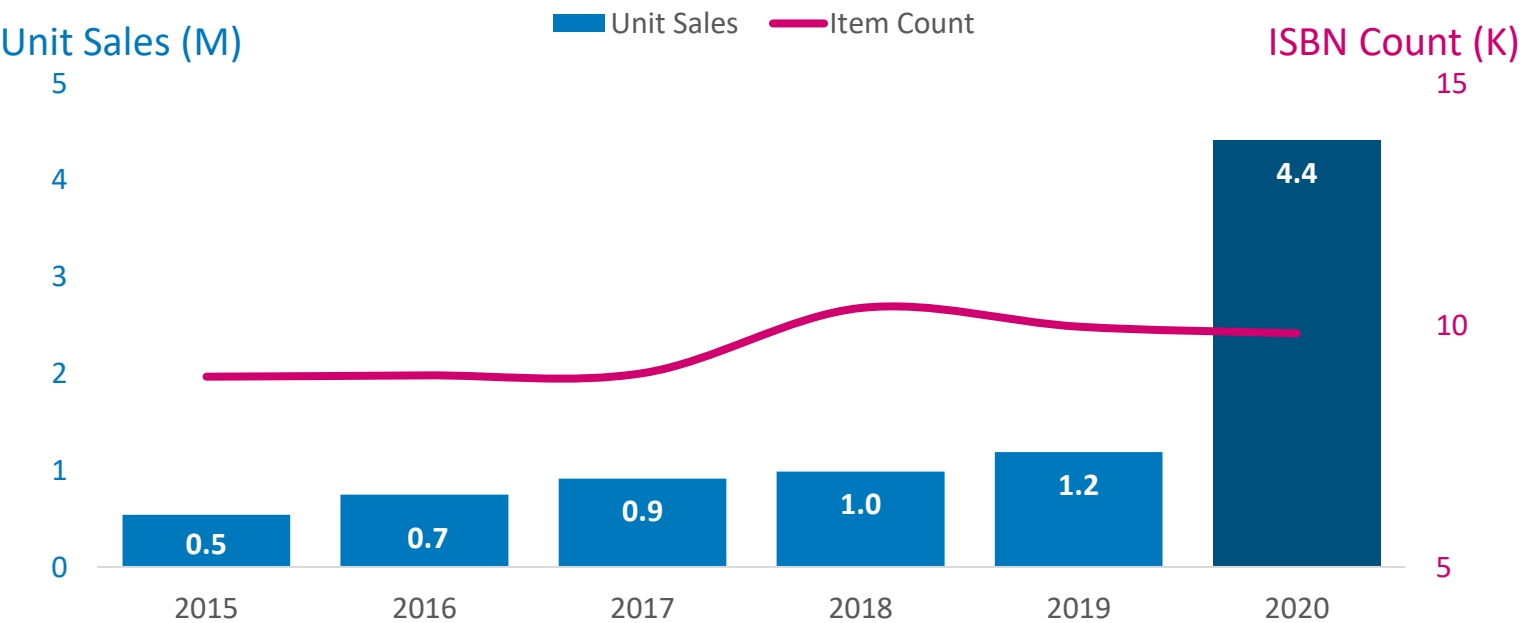


Source: The Pew research Center. Retrieved from: <https://www.pewresearch.org/fact-tank/2019/04/11/6-demographic-trends-shaping-the-u-s-and-the-world-in-2019/>

Civil Rights & Social Justice

2020 was a galvanizing moment

Adult Civil Rights and Social Justice BISACs (Print)



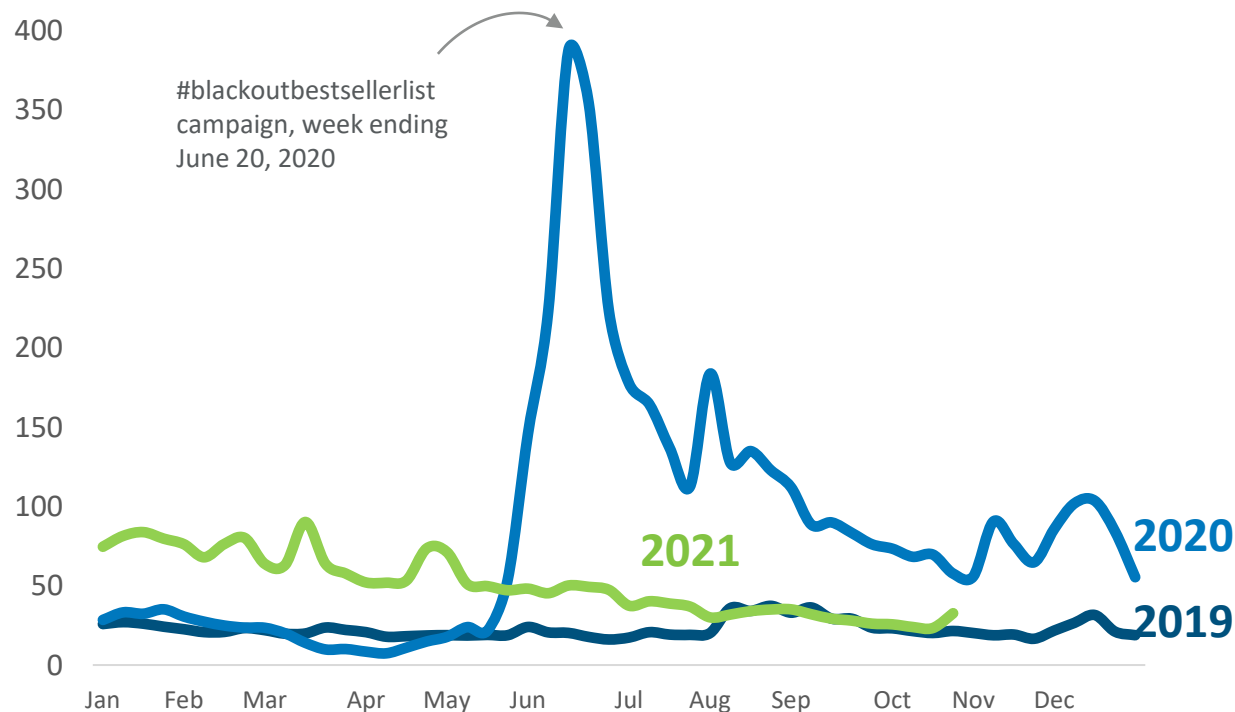
Source: The NPD Group/NPD BookScan™, U.S. print sales only; includes combined BISAC subjects Political Science/Civil Rights, Social Science/Discrimination, Social Science/Ethnic Studies, Social Science/Minority Studies, Social Science/Social Classes



Civil Rights & Social Justice Trends

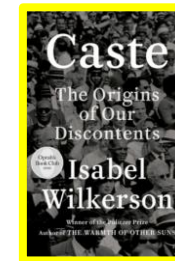
Books related to these categories remain elevated, up nearly 1M units YTD in 2021 compared to 2019

Units (K)

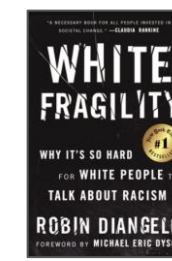


Bestseller List (YTD 2021)

— Front List Title (published in last 12 months)



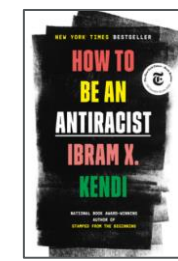
Random House
248K unit sales



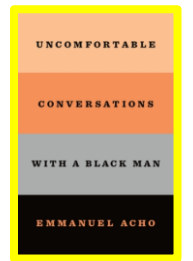
Random House
112K unit sales



Random House
110K unit sales



Random House
106K unit sales



Macmillan
84K unit sales



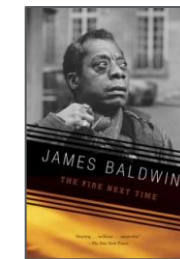
Hachette
64K unit sales



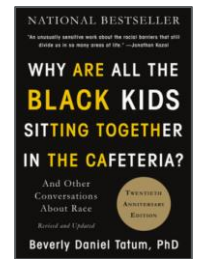
Random House
61K unit sales



Hachette
55K unit sales



Random House
50K unit sales



Hachette
30K unit sales

Source: The NPD Group/NPD BookScan™, week ending Oct 30, 2021, U.S. print sales only; includes combined BISAC subjects Political Science/Civil Rights, Social Science/Discrimination, Social Science/Ethnic Studies, Social Science/Minority Studies, Social Science/Social Classes

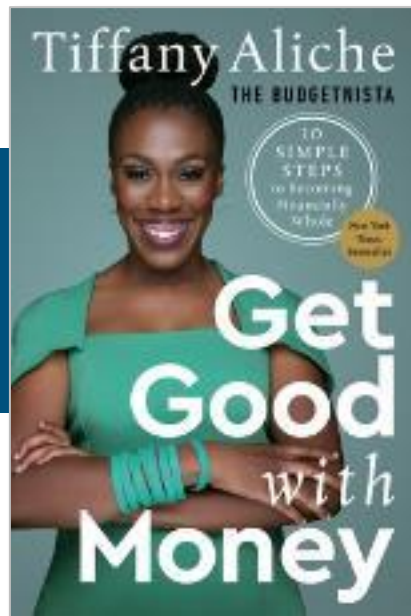
Diversity, Equity, and Inclusion evolves

The trend will move toward broader growth and empowerment themes



Woman Evolve

Sarah Jakes Roberts
Thomas Nelson
REL / Christian Life



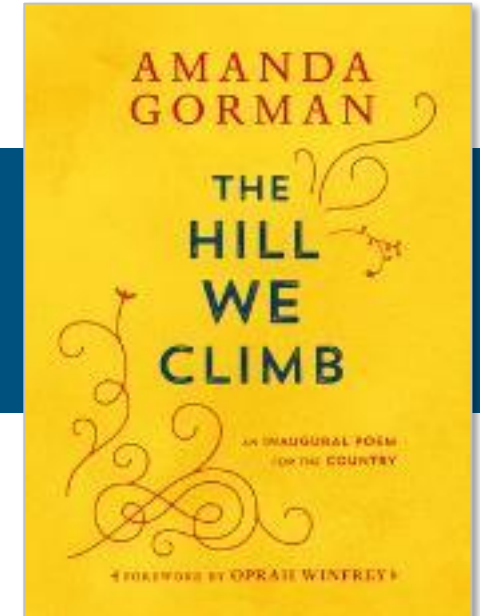
Get Good with Money

Tiffany Aliche
Rodale
BUS / Personal Finance



Kindness Makes Us Strong

Sophie Beer
Penguin USA
JF / Emigration & Immigration



The Hill We Climb

Amanda Gorman
Viking / Penguin
ANF / Poetry

Juvenile BISACS present more Diversity challenges

What BISACs are included in our kids' Diversity and Social Issues views

Included

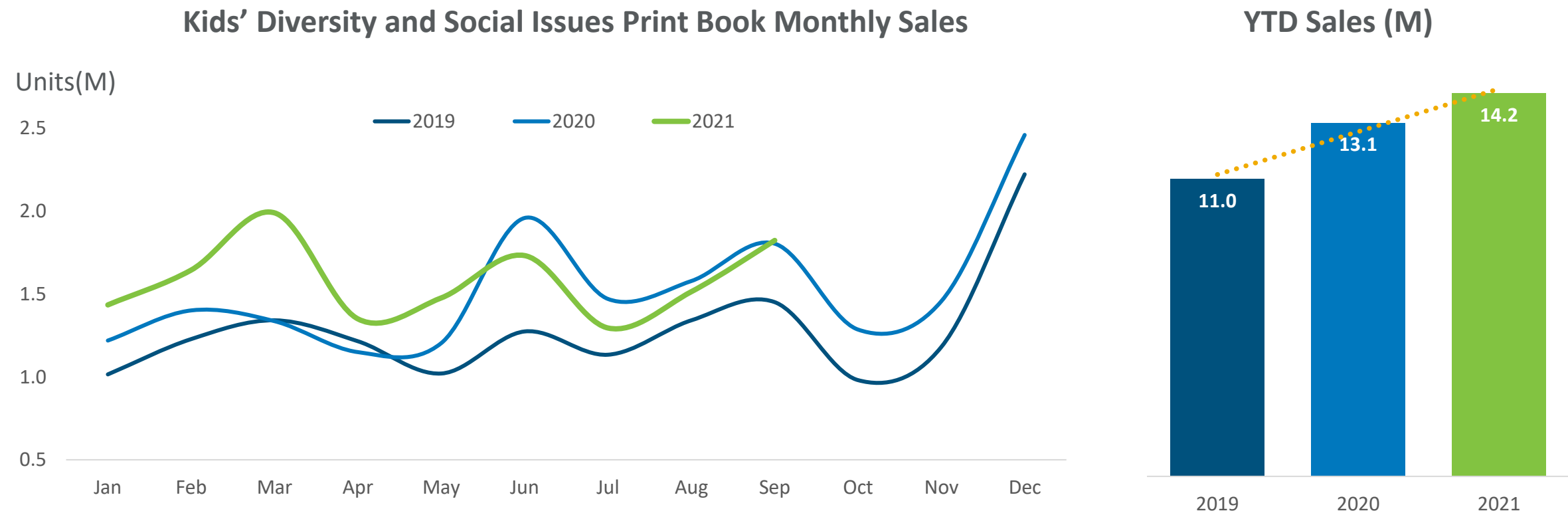
JUVENILE FICTION / Social Themes / Emotions & Feelings
JUVENILE FICTION / Social Themes / Friendship
JUVENILE FICTION / Social Themes / Self-Esteem & Self-Reliance
JUVENILE FICTION / Social Themes / Values & Virtues
JUVENILE FICTION / Social Themes / General
JUVENILE NONFICTION / Social Topics / Emotions & Feelings
JUVENILE FICTION / Social Themes / Special Needs
JUVENILE FICTION / Social Themes / Emigration & Immigration
JUVENILE FICTION / Social Themes / Manners & Etiquette
JUVENILE FICTION / Social Themes / Bullying
JUVENILE FICTION / Social Themes / Prejudice & Racism
JUVENILE NONFICTION / Social Topics / Self-Esteem
JUVENILE FICTION / Diversity & Multicultural / General

Excluded

JUVENILE FICTION and NONFICTION:
Social Themes or Social Topics /Adolescence
Social Themes or Social Topics /Alcohol
Social Themes or Social Topics /Dating & Relationships
Social Themes or Social Topics /Death & Dying
Social Themes or Social Topics /Depression & Mental Illness
Social Themes or Social Topics /Drugs & Substance Abuse
Social Themes or Social Topics /Homelessness & Poverty
Social Themes or Social Topics /New Experience
Social Themes or Social Topics /Physical & Emotional Abuse
Social Themes or Social Topics /Sexual Abuse
Social Themes or Social Topics /Strangers
Social Themes or Social Topics /Suicide
Social Themes or Social Topics /Violence

Trends in Kids' Diversity and Social Issues BISACs

While summer volume has slipped below 2020, unit sales are 8% up YTD.



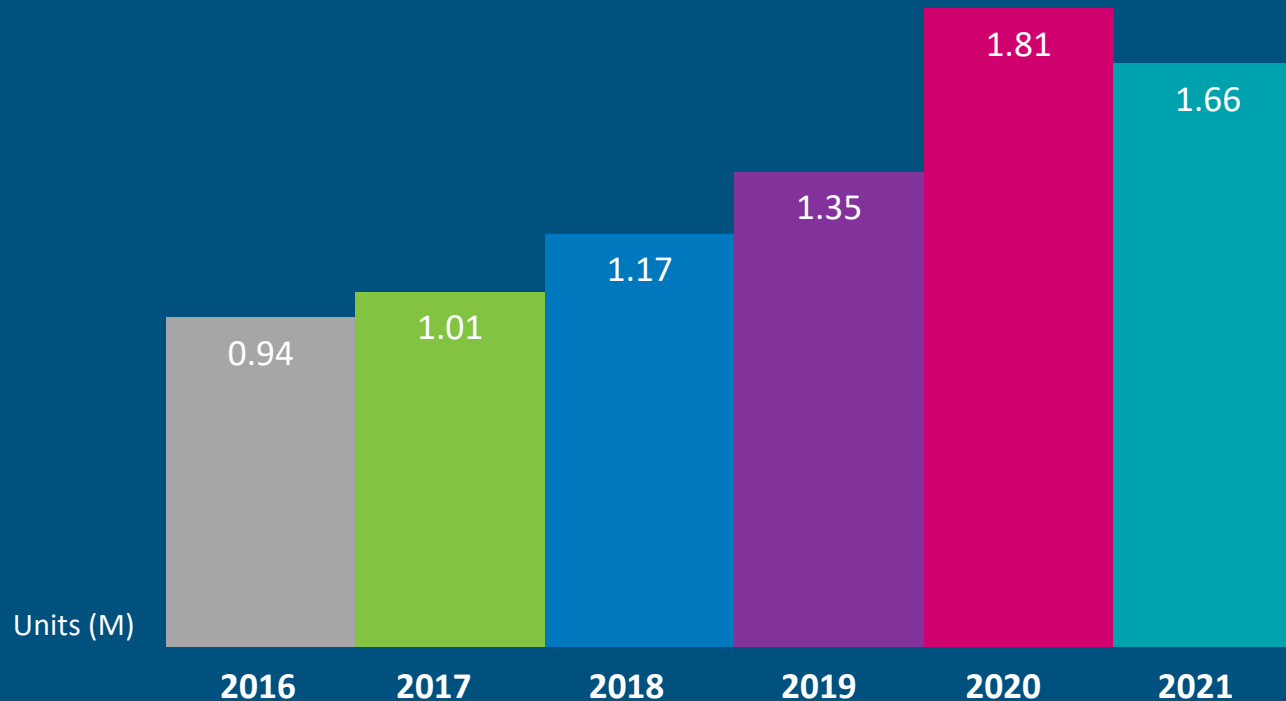
Source: The NPD Group/NPD BookScan™, week ending Aug 30, 2021, U.S. print sales only; includes combined BISAC subjects Juvenile Fiction and Non-Fiction/Diversity & Multicultural, Juvenile Fiction/Social Issues, Juvenile Fiction/Social Themes, Juvenile Non-Fiction/Social Topics, excluding non-related topics

Raising new readers



The moment is ripe with opportunity in the U.S.

YTD Sales of Common Home School Ed. BISAC Topics



Source: The NPD Group | NPD BookScan, YTD thru WE 10-30-21. Includes EDUCATION BISAC-2s: Bilingual Education, Early Childhood (incl. Preschool & Kindergarten), Elementary, Home Schooling, Multicultural Education, Reference, Study Skills, Teaching Methods & Materials - Language Arts

The New York Times

Christian Schools Boom in a Revolt Against Curriculum and Pandemic Rules

With public schools on the defensive, is this a blip or a 'once-in-100-year moment for the growth of Christian education'?



Kaelyn Ball, a 15-year-old ninth grader, during physical science class at Smith Mountain Lake Christian Academy in Moneta, Va.

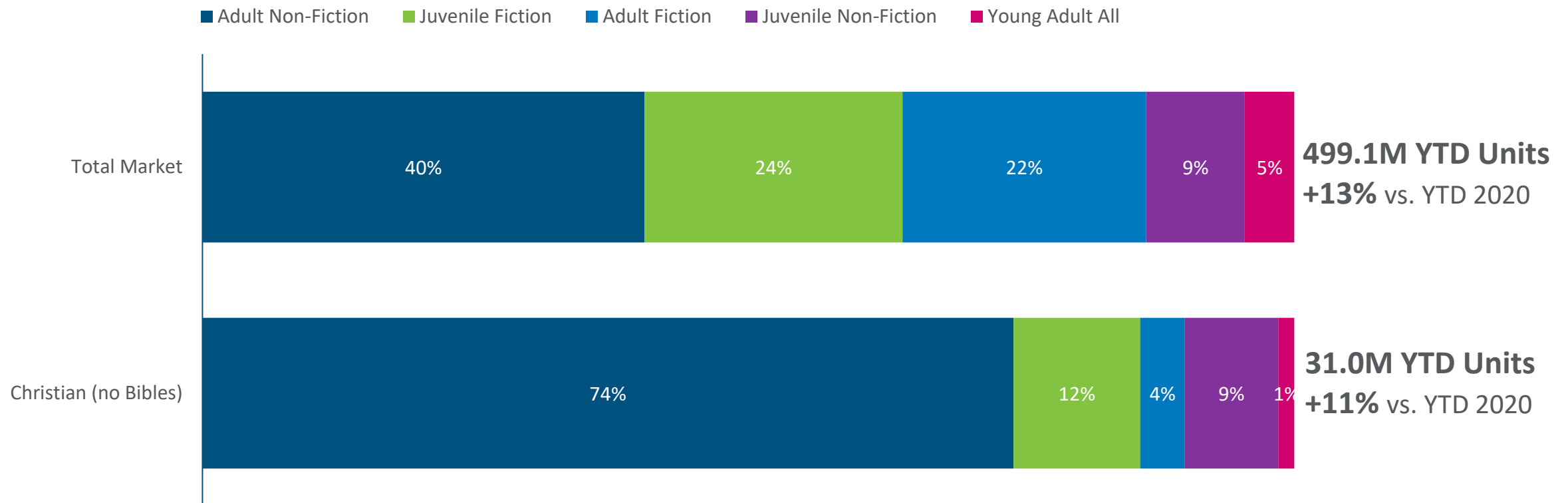
Credit...Vesey Conway for The New York Times, Oct. 19, 2021

Christian Children's books have room to grow



Compared to the total market, kids' is a smaller piece of the pie

Sales Share by Supercategory – Units

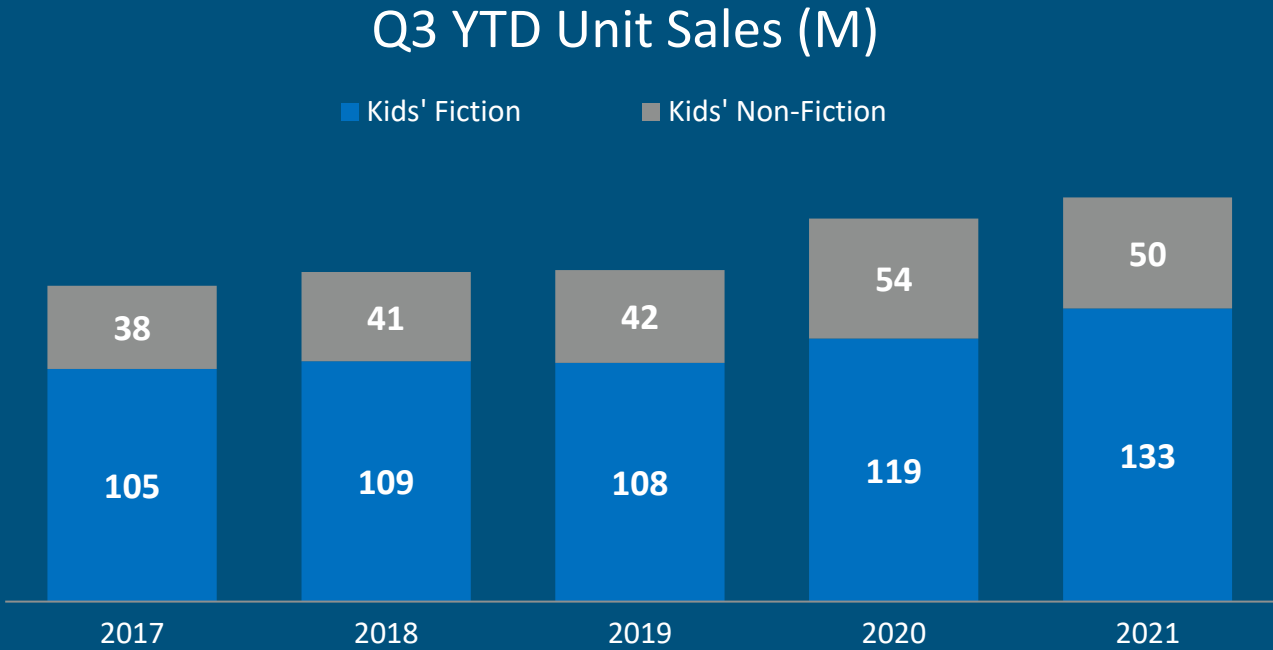


Source: The NPD Group | NPD BookScan, Christian Market includes all sales in all non-Bible Christian BISACs, YTD thru week ending Aug 28, 2021. Print sales only.



Kids' Q3 Performance Trend

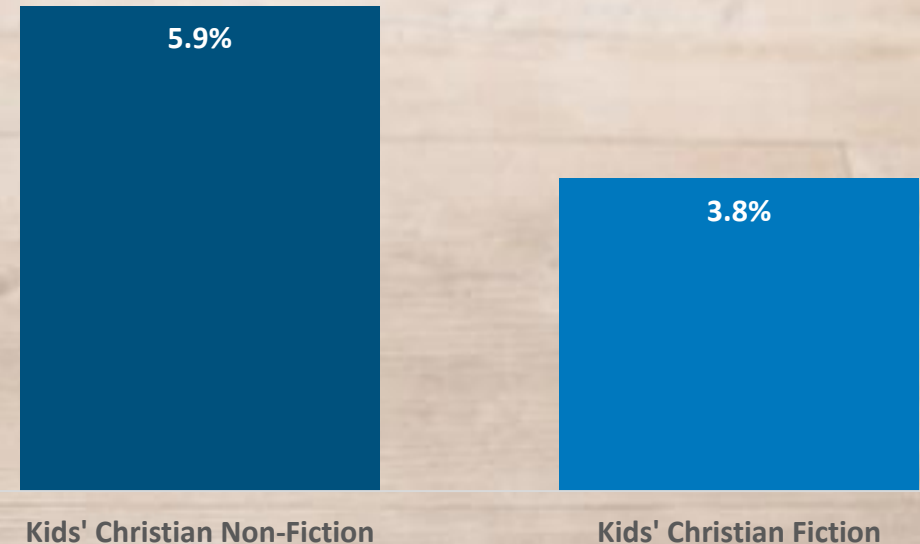
Kids' fiction leading gains, up 12%, while non-fiction is down 8%



Source: The NPD Group/BookScan, YTD thru week ending Oct 2, 2021

Kids' Non-Fiction Growing 1.5X Faster Than Fiction

YTD Unit % Change



Source: The NPD Group | NPD BookScan, Juvenile Fiction and Non-Fiction Christian Market BISACs, YTD thru week ending Oct 23, 2021. Print sales only.

Spanish Language Bestsellers YTD 2021

Six out of the top ten are kids' books

Rank	Title	Author	Publisher	ISBN	BISAC 3
1	First 100 Words Bilingual: Primeras 100 Palabras	Priddy, Roger	Macmillan	9780312515836	Juvenile Nonfiction / Concepts / Words (See Also Headings Under Language Arts)
2	Eres Mi Mama?	Eastman, P. D.	Random House	9780375815058	Juvenile Fiction / Family / Parents
3	Biblia NVI, Edición Económica	Nueva Versión Internacional	HC Christian Publishing	9780829767858	Bibles / Nueva Version International / Text
4	La Oruga Muy Hambrienta/The Very Hungry Caterpillar	Carle, Eric	Penguin Group USA	9780399256059	Juvenile Fiction / Animals / Insects, Spiders, Etc.
5	Santa Biblia-RV-1909	Publishing, Barbour	Barbour Publishing Inc	9781586609733	Bibles / Reina Valera / Text
6	Padre Rico, Padre Pobre / Rich Dad Poor Dad	Kiyosaki, Robert T.	PRH Grupo Editorial	9781945540820	Business & Economics / Personal Finance / Money Management
7	Un Pez Dos Peces Pez Rojo Pez Azul/One Fish Two Fish Red Fish Blue Fish	Dr Seuss	Random House	9780525707295	Juvenile Fiction / Concepts / Counting & Numbers
8	Qué Cosas Dice Mi Abuela/The Things My Grandmother Says	Galán, Ana	Scholastic Books	9780545328630	Juvenile Fiction / Family / General (See Also Headings Under Social Themes)
9	The Alchemist \ Alquimista	Coelho, Paulo	Harpercollins Publishers	9780062511409	Fiction / General / General
10	Huevos Verdes Con Jamón/Green Eggs And Ham	Dr Seuss	Random House	9780525707233	Juvenile Fiction / Concepts / Counting & Numbers

Source: The NPD Group | NPD BookScan™, YTD through week ending Oct 23, 2021



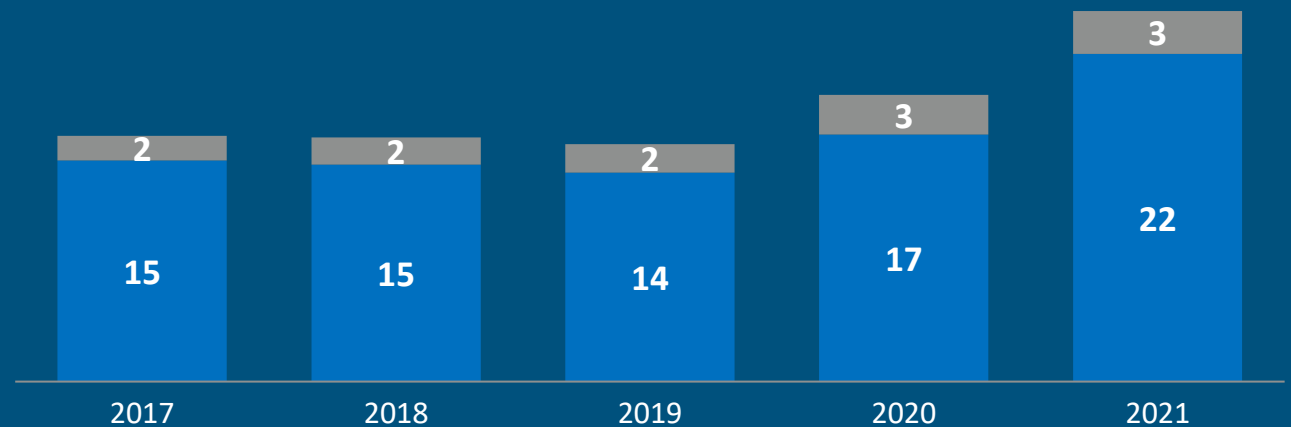
Young Adult Q3 Performance Trend

YA fiction is up 33% and YA non-fiction grew 8%

Q3 YTD Unit Sales (M)

■ YA Fiction

■ YA Non-Fiction



Source: The NPD Group/BookScan, YTD thru week ending Oct 2, 2021

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QUESTIONS?

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THANK YOU

Apparel | Appliances | Automotive | B2B Technology | Beauty | Books | Consumer Technology | E-commerce
Fashion Accessories | Food Consumption | Foodservice | Footwear | Home | Juvenile Products | Media Entertainment
Mobile | Office Supplies | Retail | Sports | Toys | Travel Retail | Video Games | Watches

