



Trendspotting

Book subjects on the move in the Canadian market

Lily Dwyer + Kalpna Patel

March 2026



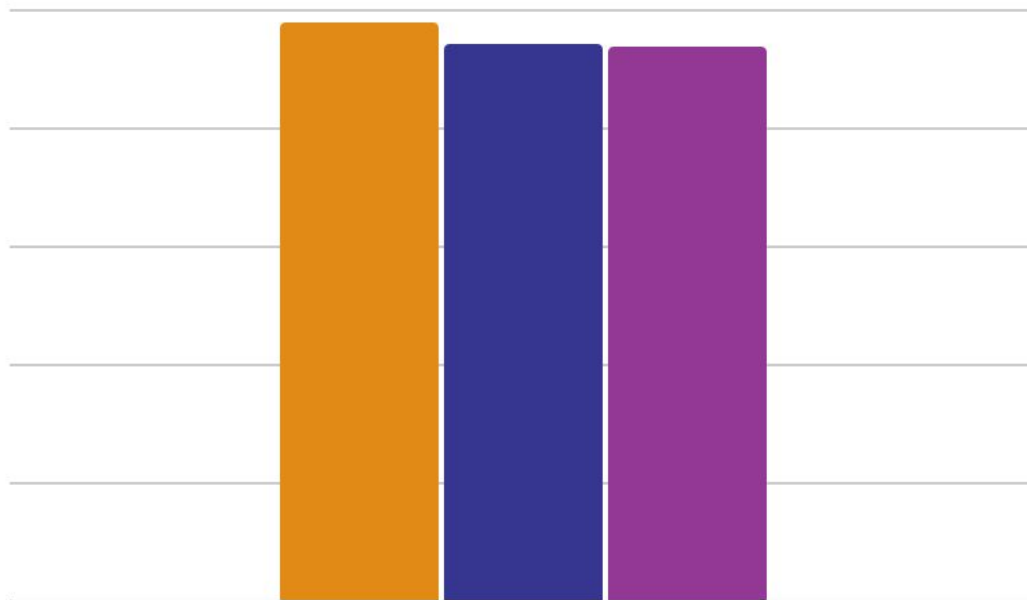
Trendspotting 2026

- Analysis based on data collected from our SalesData retailer aggregation service, and LibraryData which captures circulation data from libraries across the country
- Sales data from a controlled group of comparable stores
- Comparison of sales from 2023 to 2025
- Subject categories are based on BISAC codes



Total units sold

2023 2024 2025



-3.72%

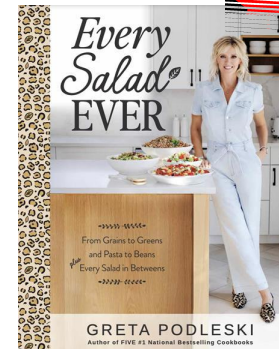
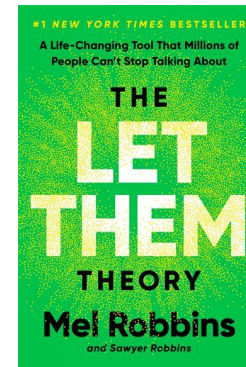
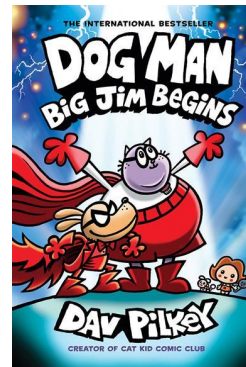
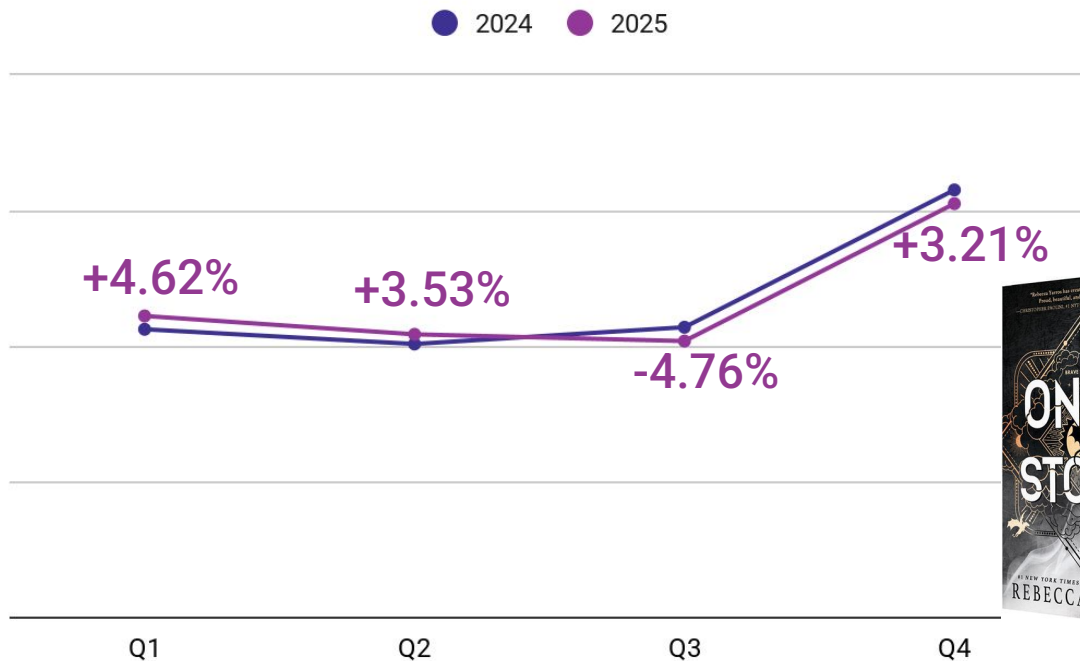
2024 over 2023

-0.36%

2025 over 2024



Quarterly unit sales





-2.02%

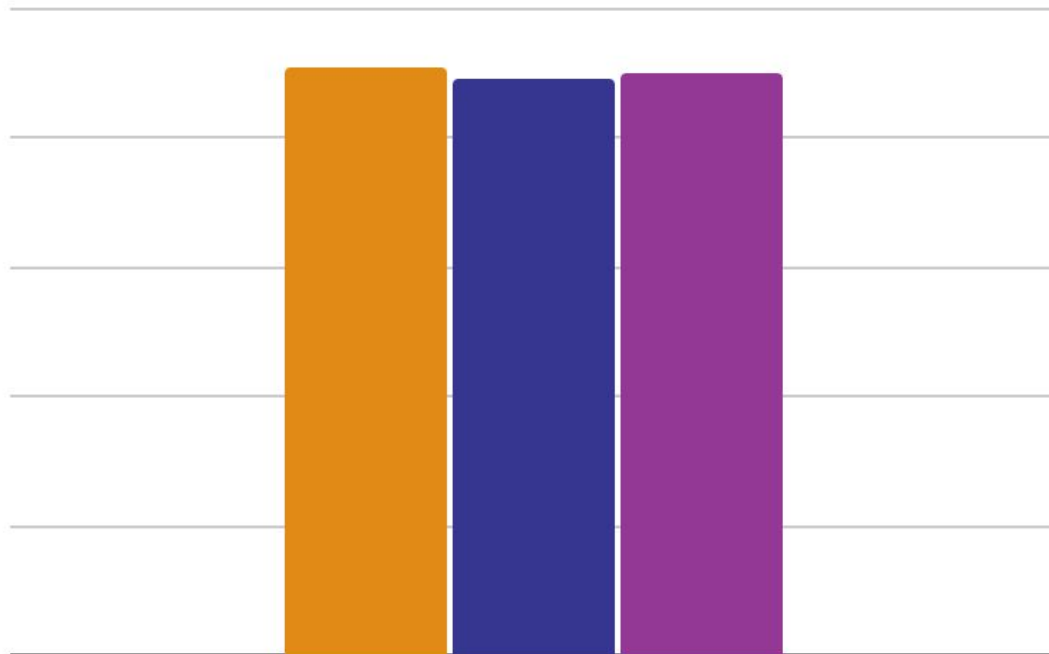
2024 over 2023

+1.11%

2025 over 2024

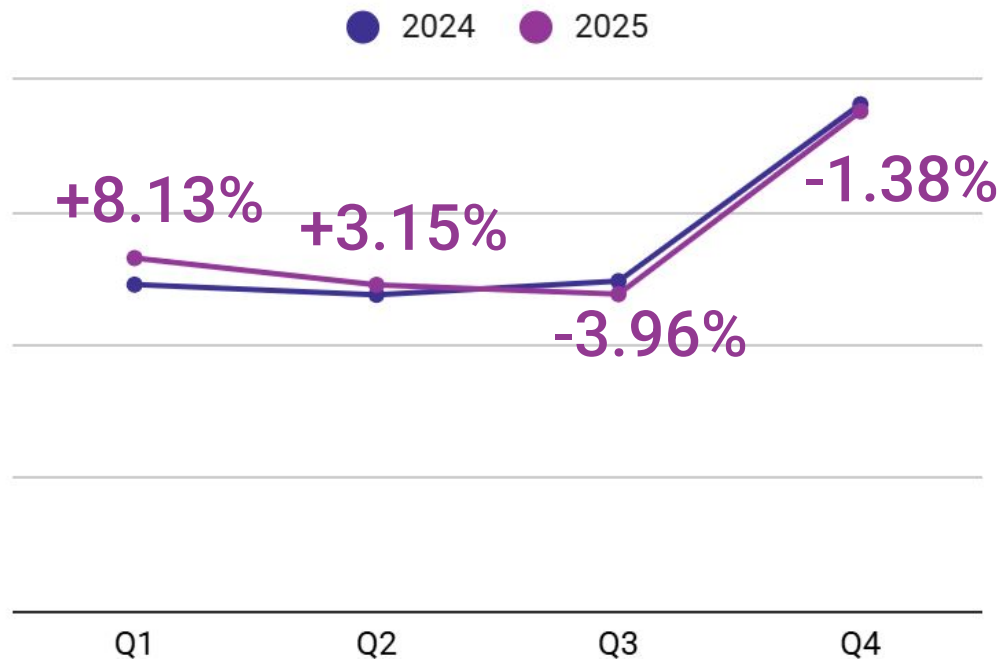
Total value sold

2023 2024 2025





Quarterly value sold

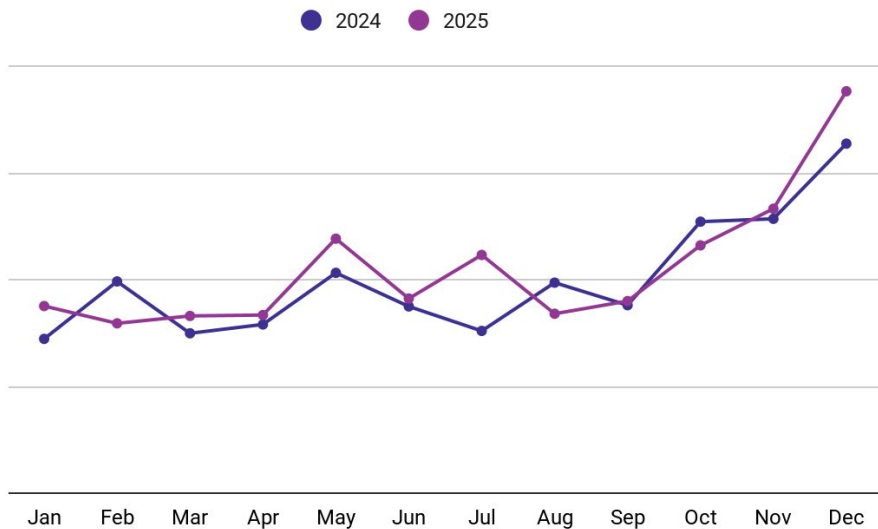




 **+6%**

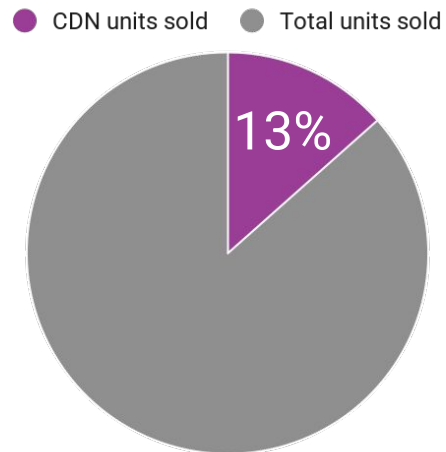
2025 over 2024

Canadian contributor unit sales



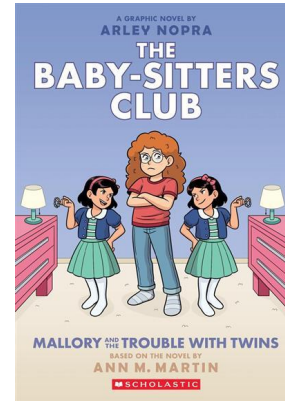
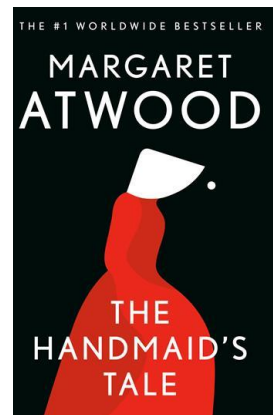
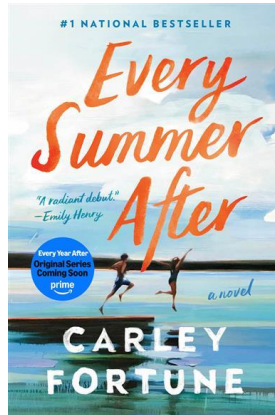
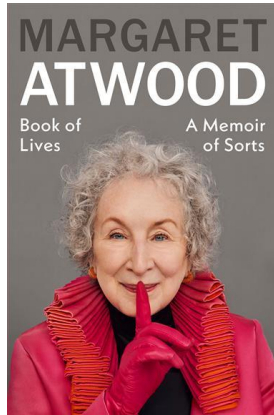
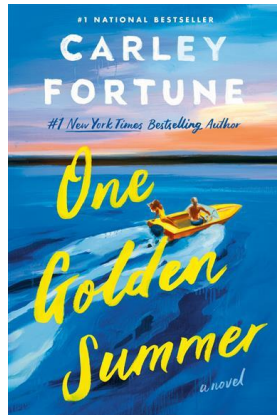
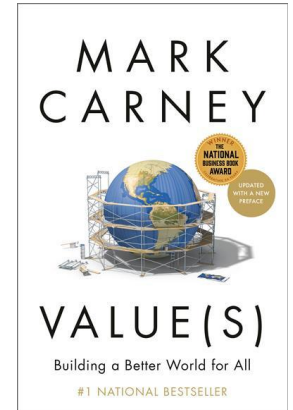
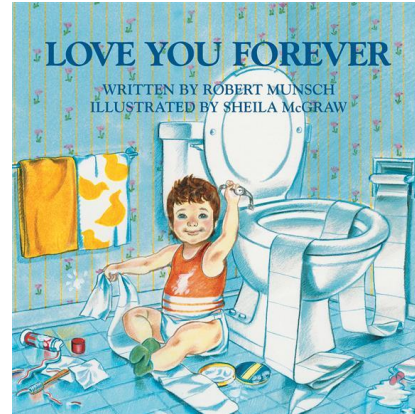
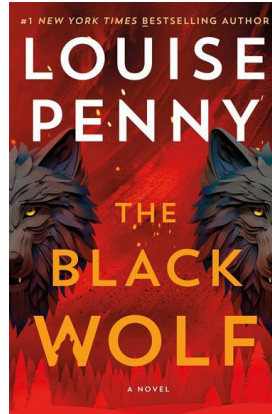
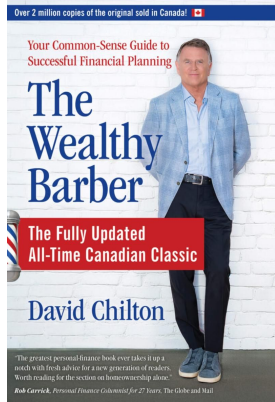
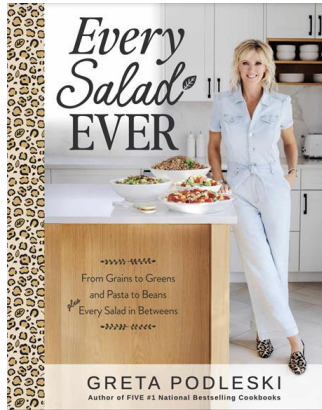
Source: BookNet Canada

Percentage of CDN Contributor sales in 2025



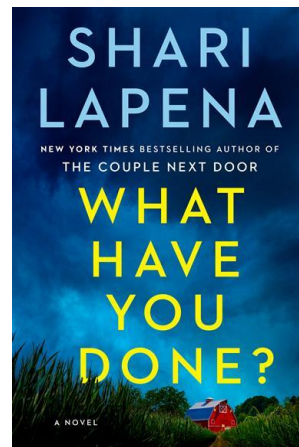
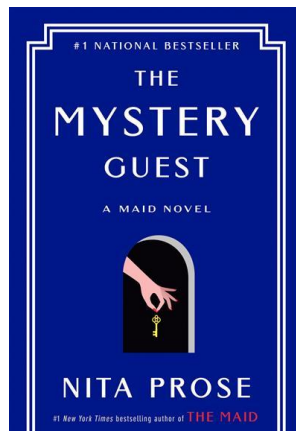
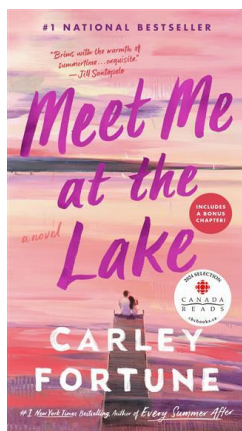
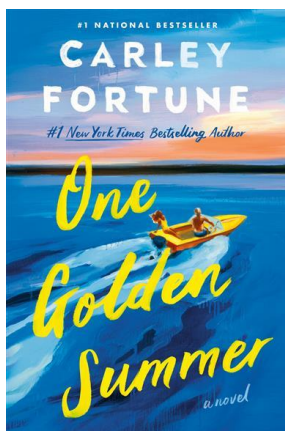
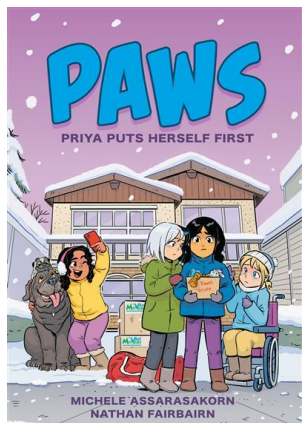
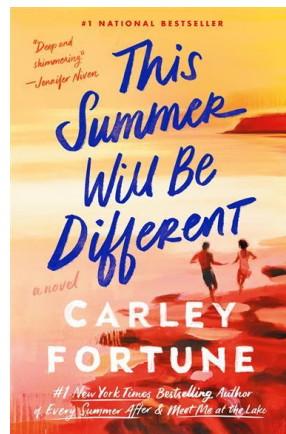
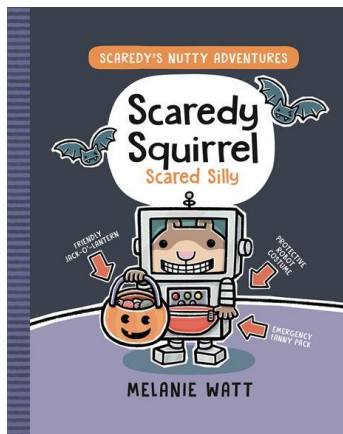
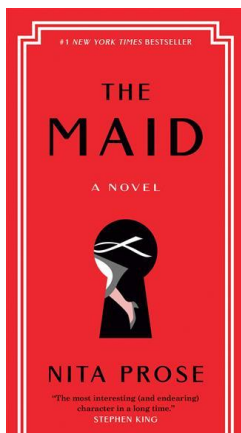
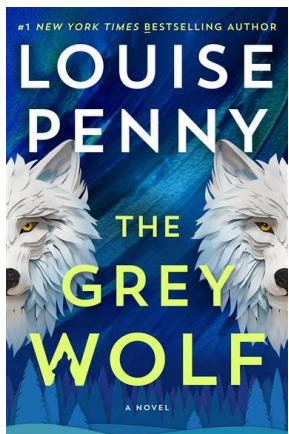


Top selling titles with a Canadian contributor



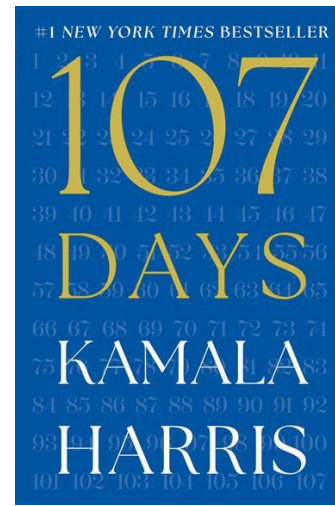
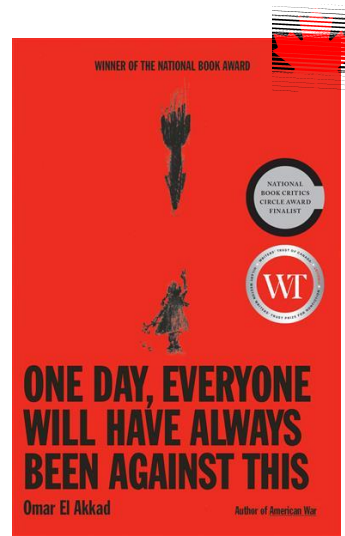
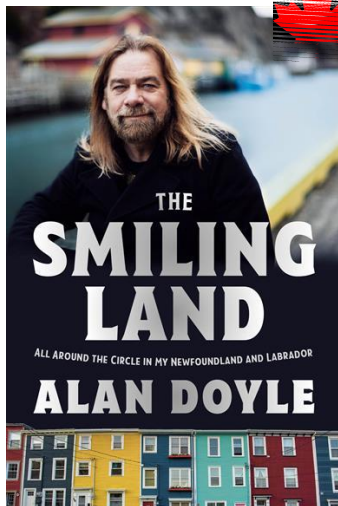
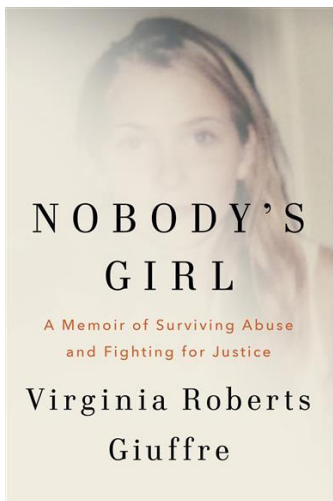
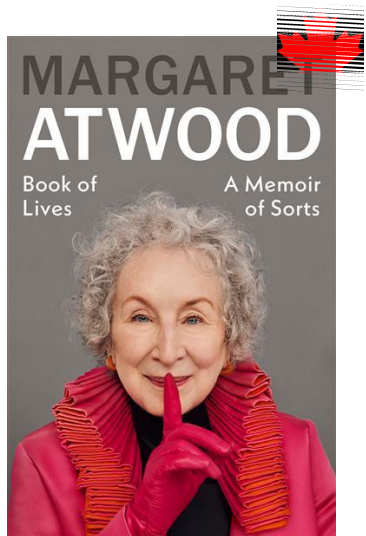


Top borrowed titles with a Canadian contributor



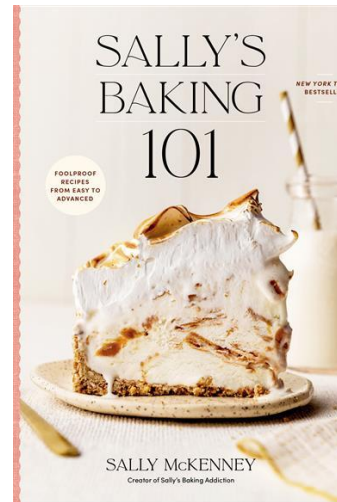
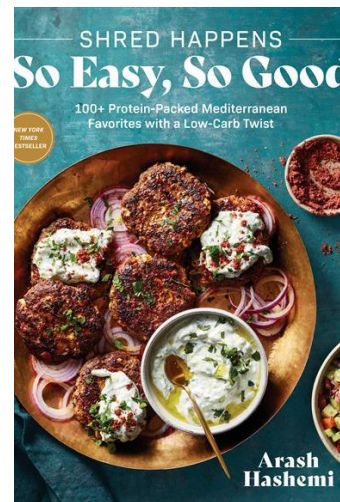
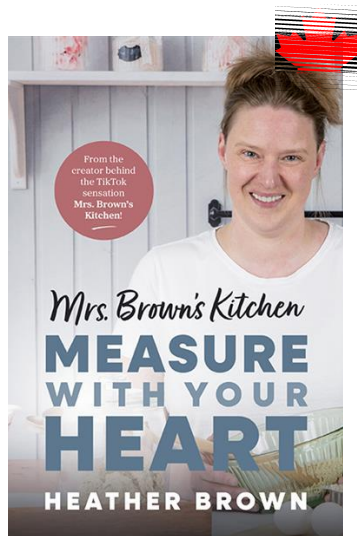
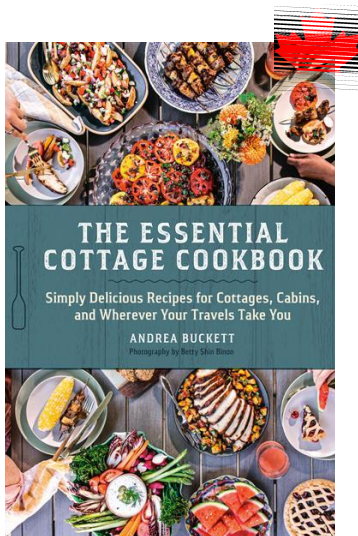
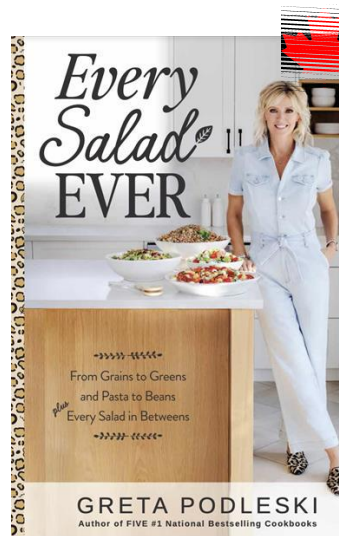


Top 5 in 2025 : Biography + Autobiography



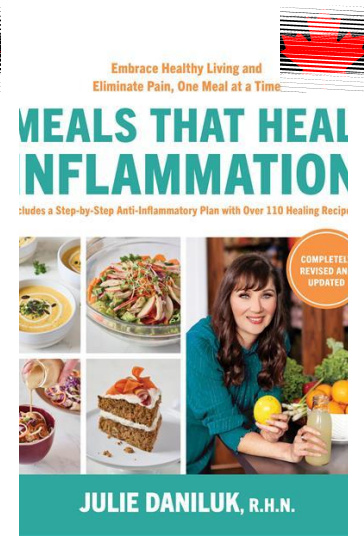
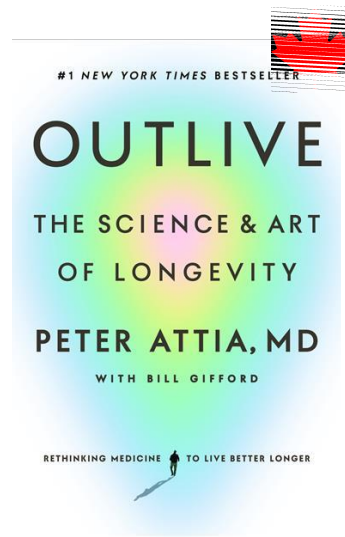
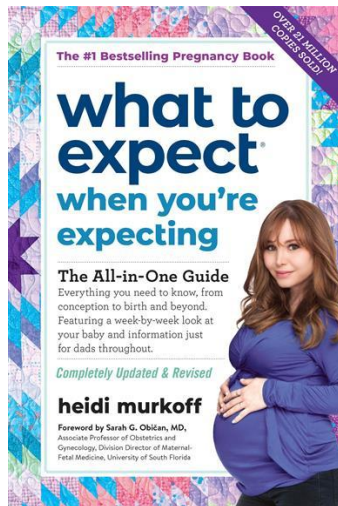
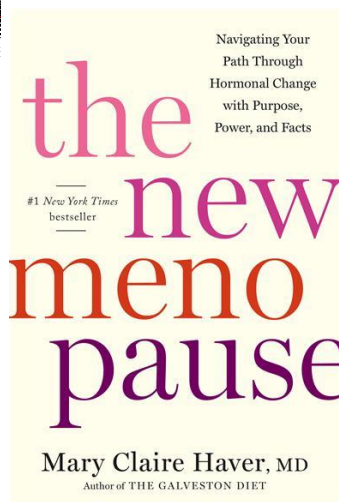
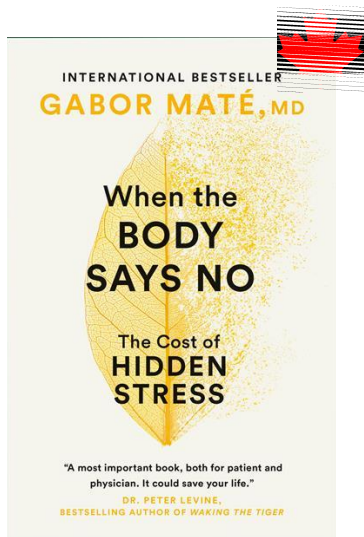


Top 5 in 2025 : Cooking



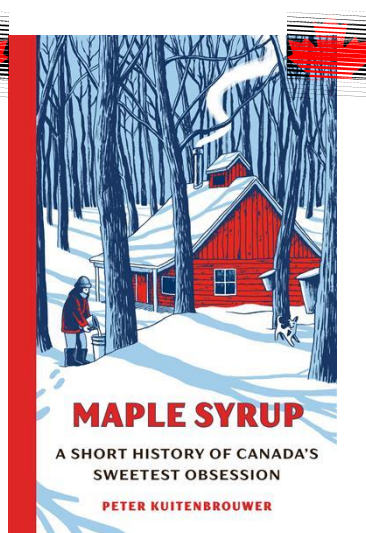
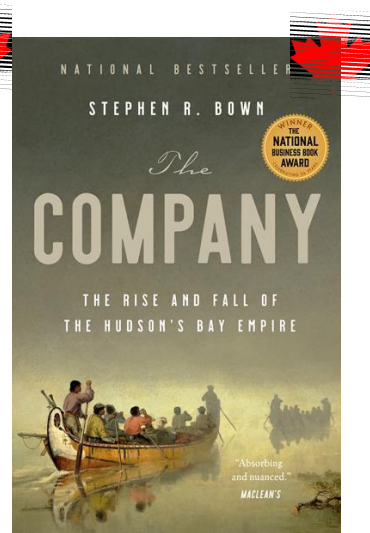
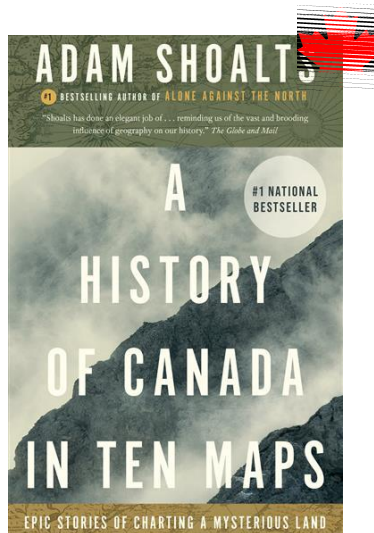
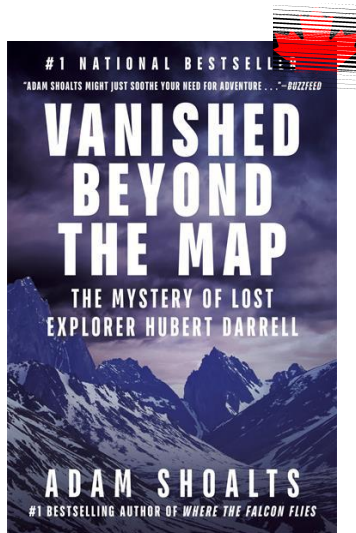
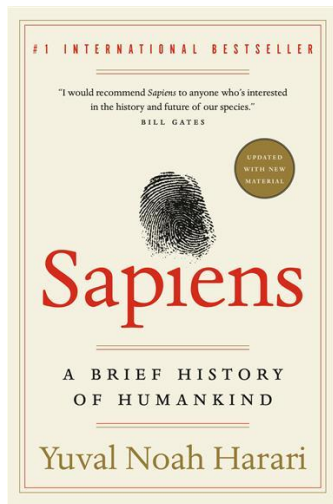


Top 5 in 2025 : Health + Fitness





Top 5 in 2025 : History



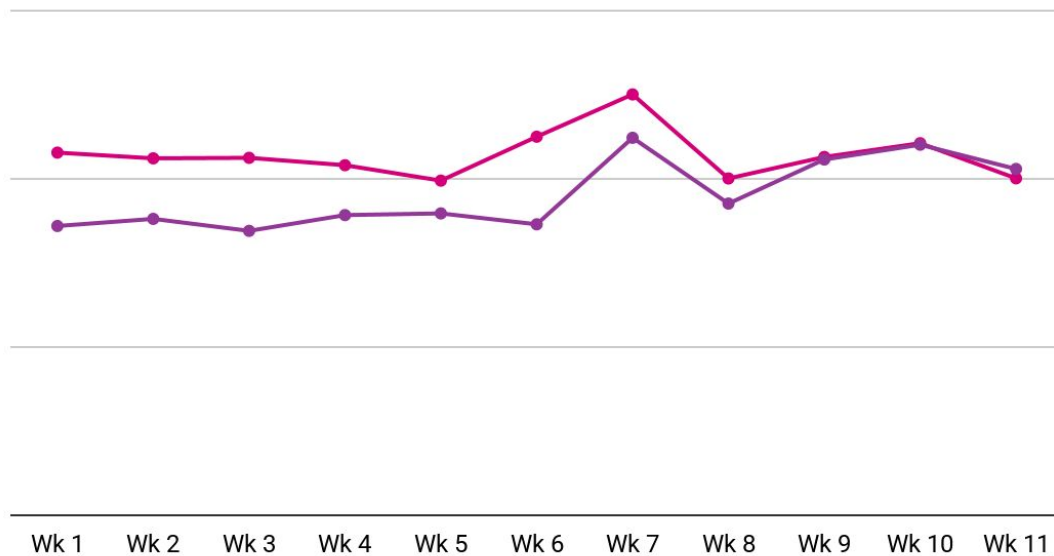


+12%

2026 over 2025 (YTD)

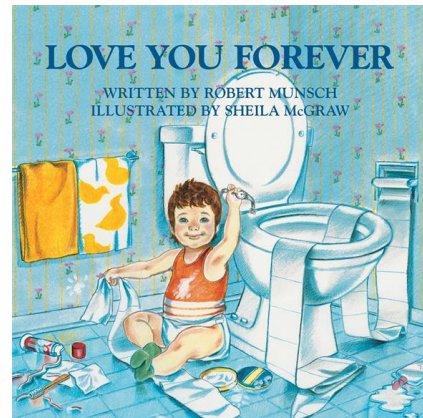
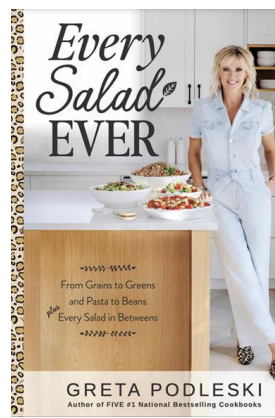
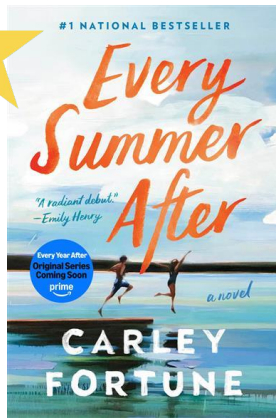
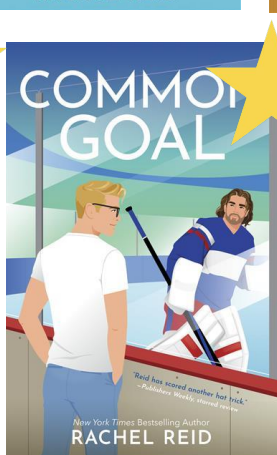
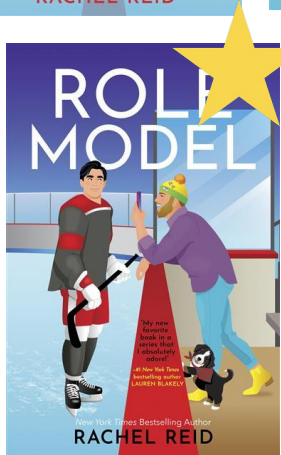
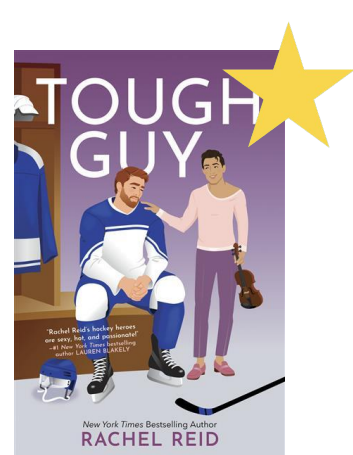
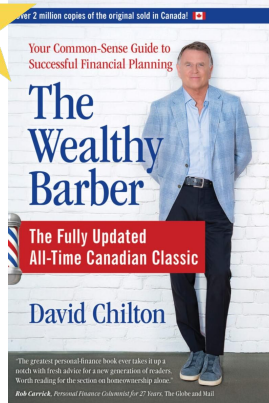
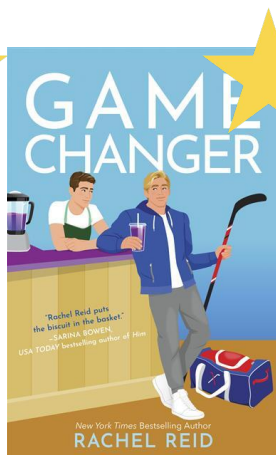
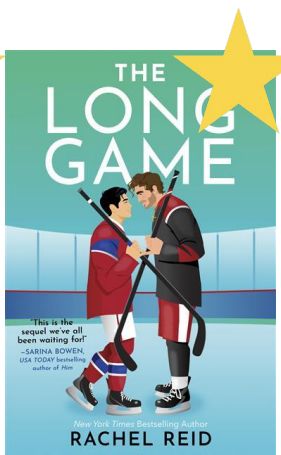
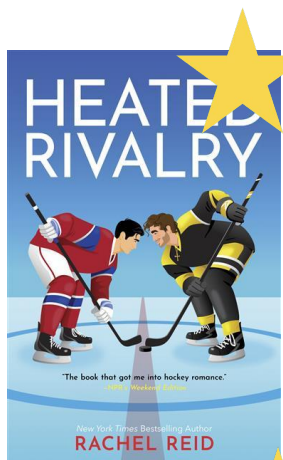
Canadian contributor unit sales

● Year-to-date ● Last-year-to-date





Top selling Canadian titles, year to date

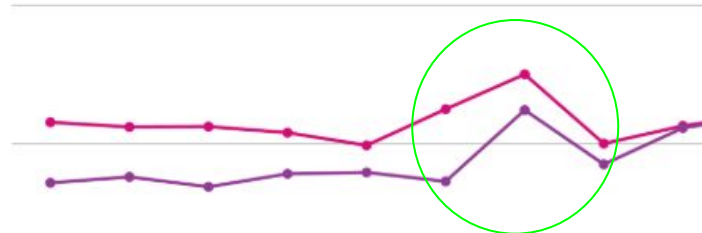
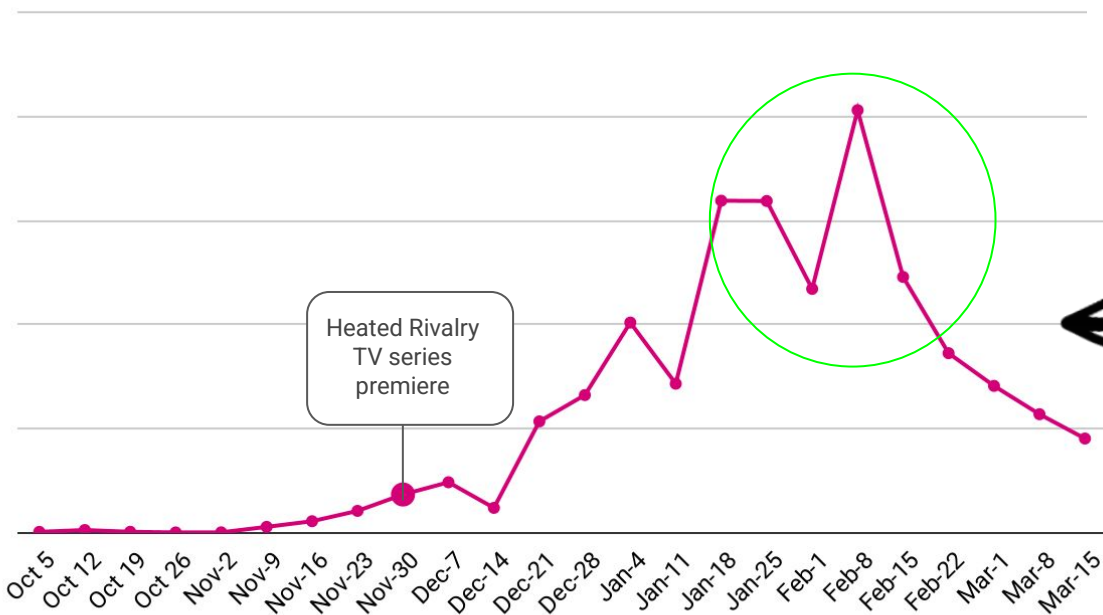




Canadian contributor unit sales

● Year-to-date ● Last-year-to-date

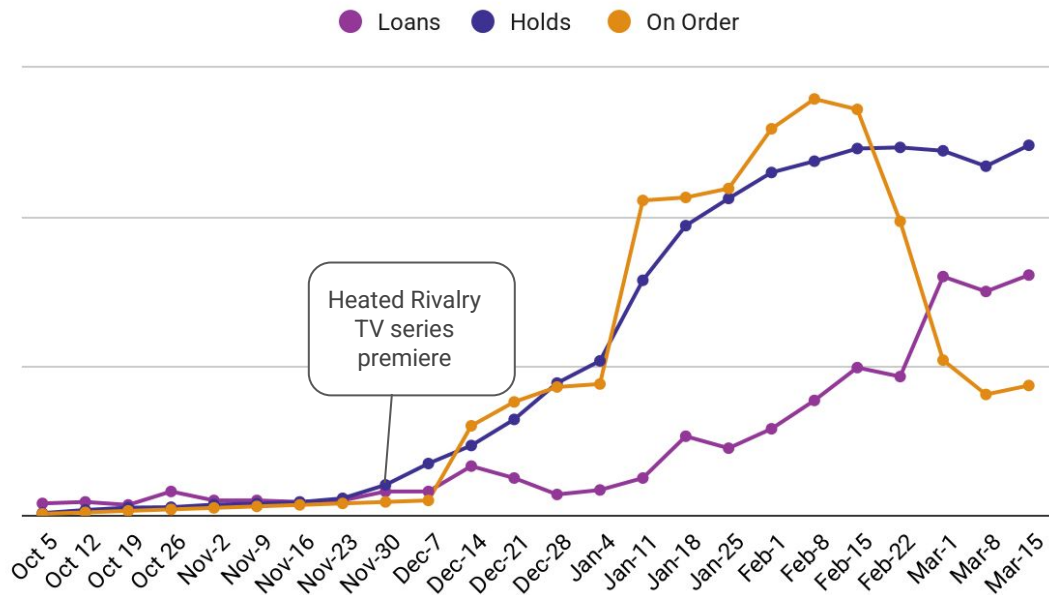
Unit sales of *Heated Rivalry* - Oct.5, 2025 to Mar.15, 2026



Source: BookNet Canada



Library circulation of *Heated Rivalry* - Oct.5, 2025 to Mar. 15, 2026



Source: BookNet Canada



Subjects Collections ▾ Kids Teens Available Now M

HEATED RIVALRY
#2 in series
by **Rachel Reid**
Tor Thom
AUDIOBOOK

Always available

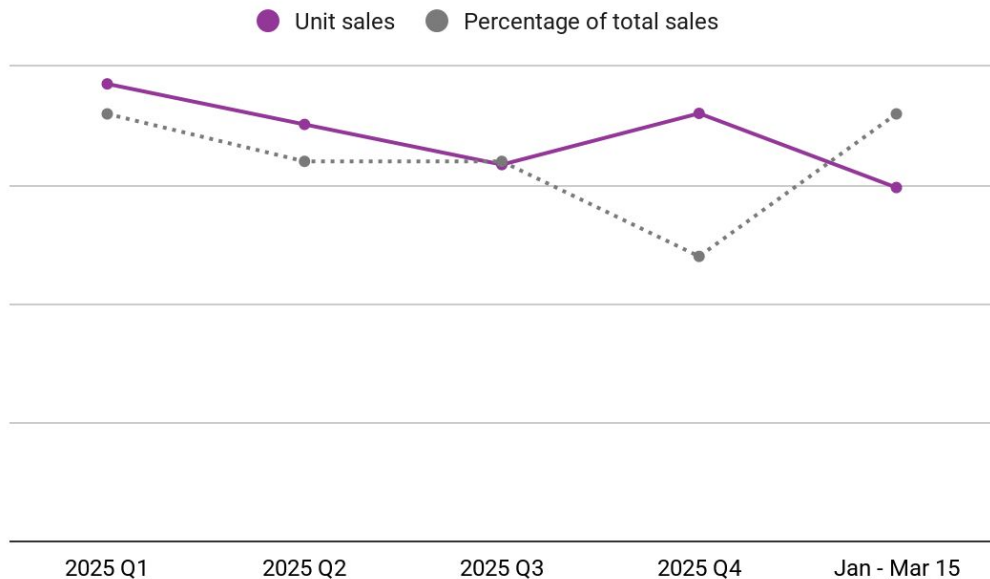
BORROW

ADD TO WISH LIST

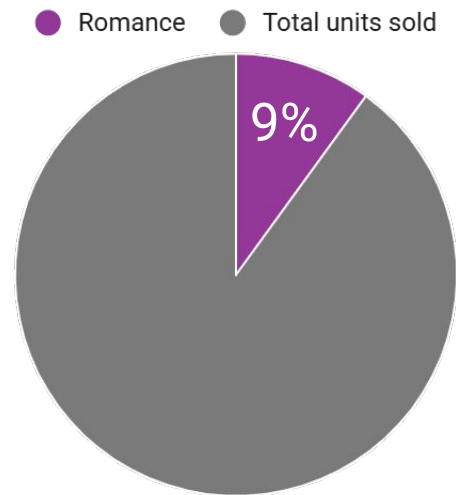
Nothing Interferes with Shan hate.
Pro hockey star Shane Hollar



Quarterly market share of Romance sales



Romance market share in Q1



Source: BookNet Canada

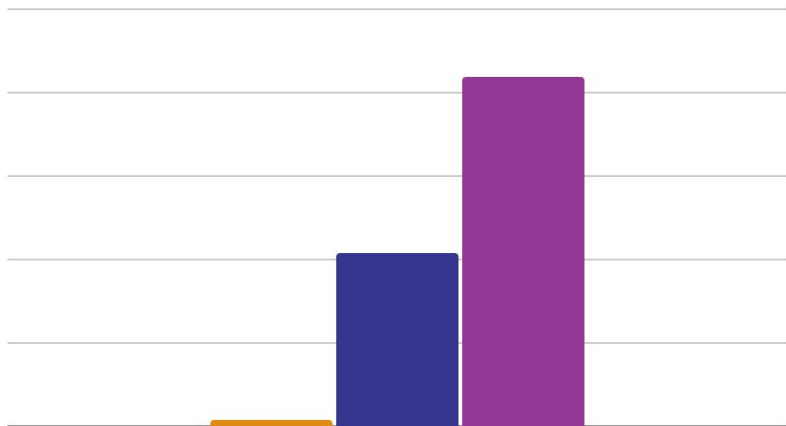


Fiction / Romance / Sports

+102%

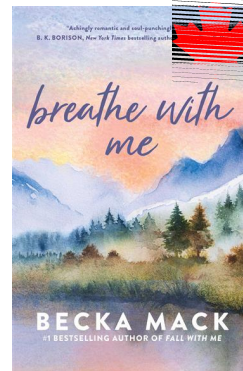
2025 over 2024

2023 2024 2025

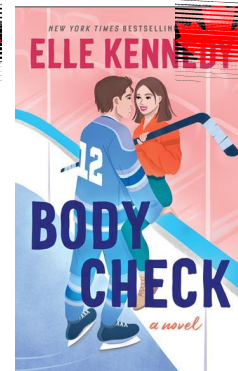


Source: BookNet Canada

Top selling titles



Top borrowed titles



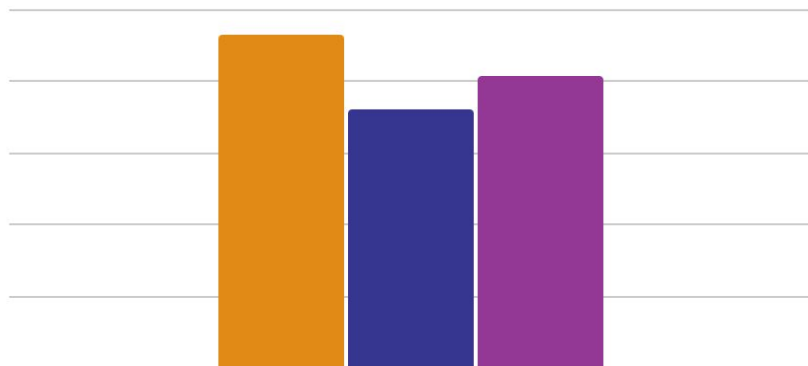


Romance / LGBTQ+ / Gay

+14%

2025 over 2024

2023 2024 2025

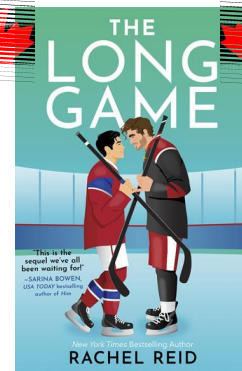
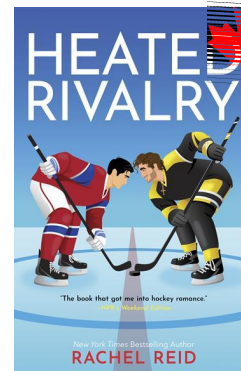
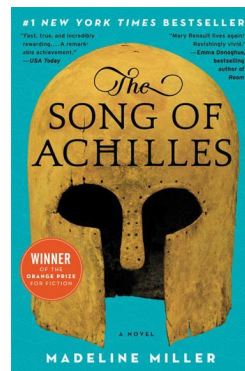


Romance / LGBTQ+ / Gay

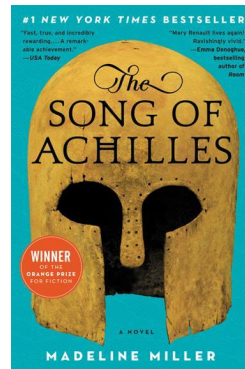


Source: BookNet Canada

Top selling titles



Top borrowed titles



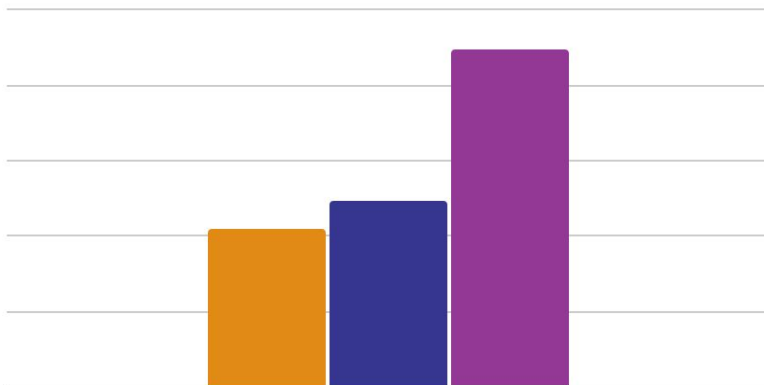


Romance / Holiday

+81%

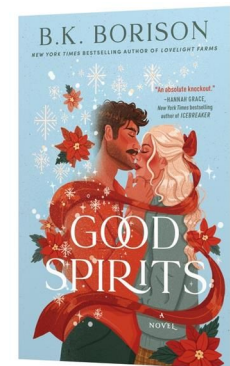
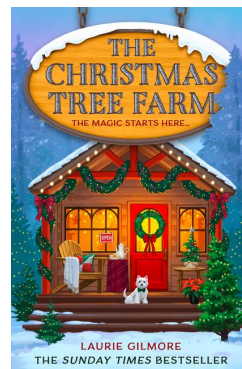
2025 over 2024

■ 2023
 ■ 2024
 ■ 2025

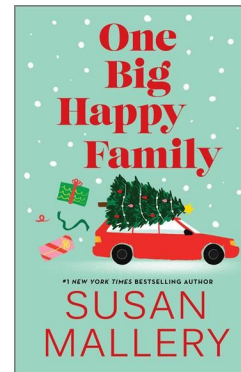
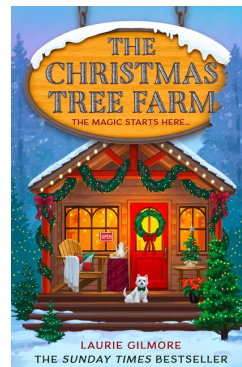


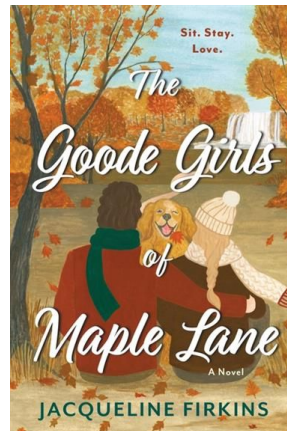
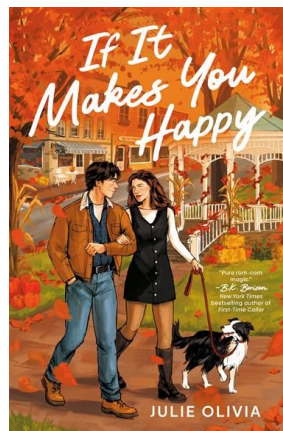
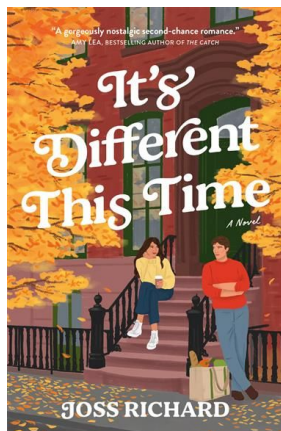
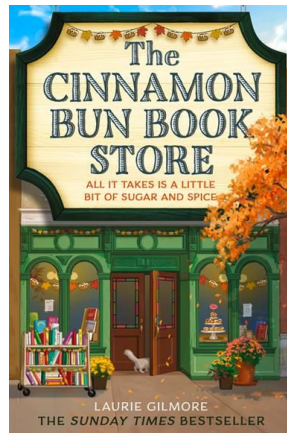
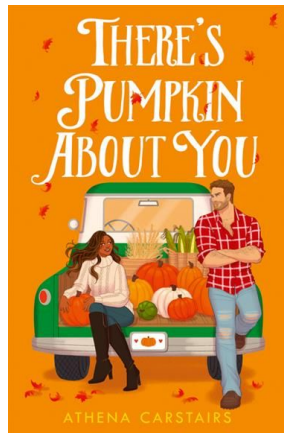
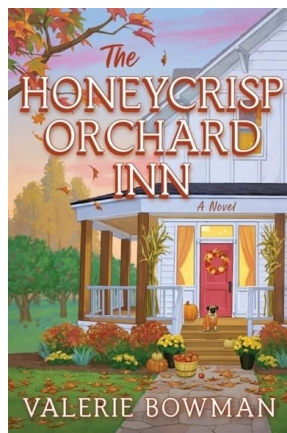
Romance / Holiday

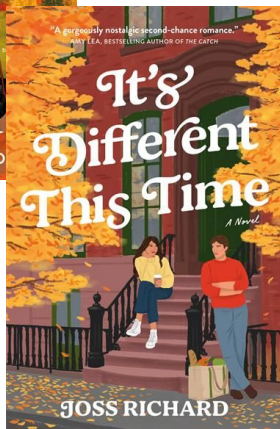
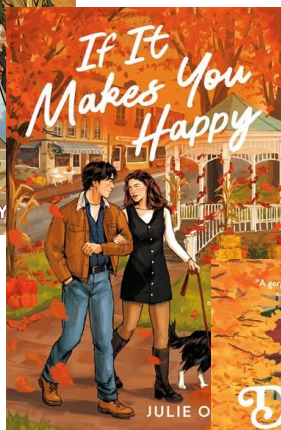
Top selling titles



Top borrowed titles







Add BISAC Subject

Search for subjects by name or code, or select from list.

Fiction / Romance

- ROCK Stars (FIC027400)
- Romantic Comedy (FIC027250)
- Royalty (FIC027450)
- Science Fiction (FIC027130)
- Seasonal (All)
 - Autumn (FIC027730)
 - Spring (FIC027710)
 - Summer (FIC027720)
 - Winter (FIC027700)
- Second Chances (FIC027650)
- Small Town & Rural (FIC027660)
- Sports (FIC027330)
- Suspense (FIC027110)

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Cancel



Why Are We So Into Twisted Romance Books?



Dark Romance Books Are Having a Moment. Here's Where to Start.

Love Spicy Books? The 14 Best Dark Romance Novels You Need to Read

Young women drawn to 'morally grey characters' are driving a boom sparked by TikTok, Instagram and online friendships

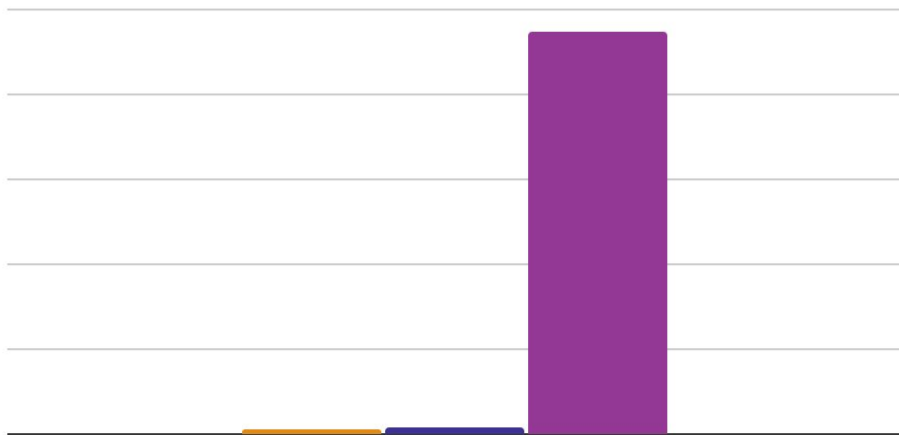


Romance / Dark Romance

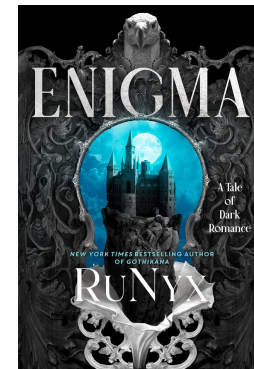
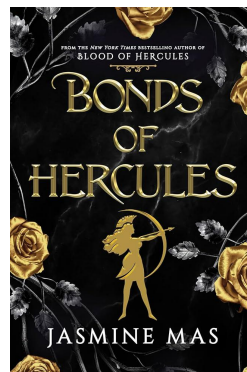
+139176%

2025 over 2024

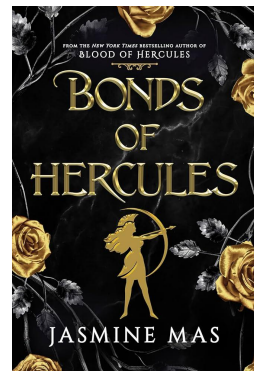
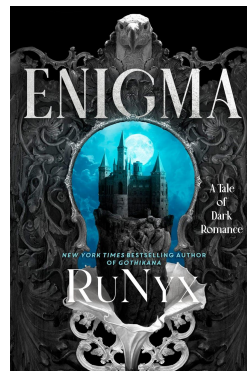
2023 2024 2025



Top selling titles



Top borrowed titles



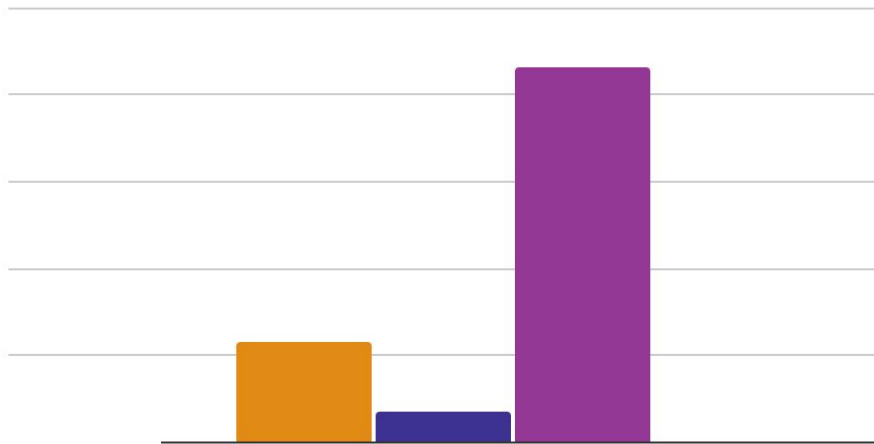


Romance / Mafia

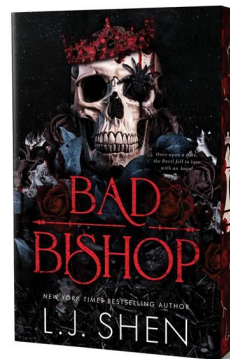
+1166%

2025 over 2024

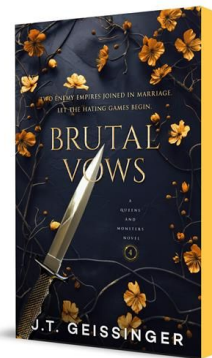
2023 2024 2025



Top selling titles



Top borrowed titles



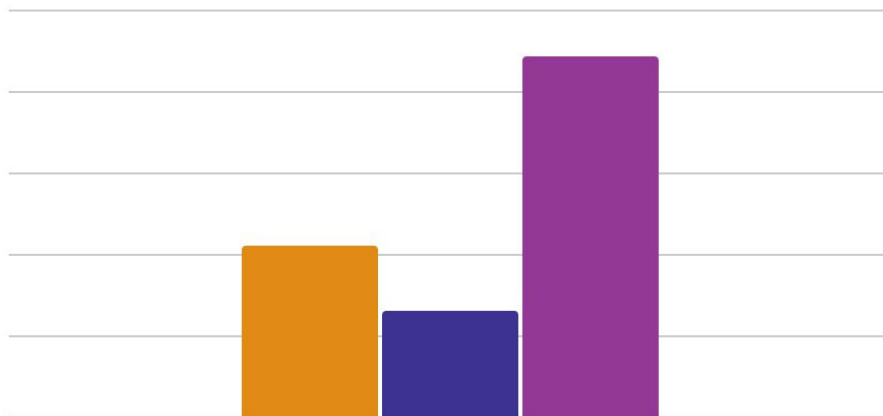


Romance / Science Fiction

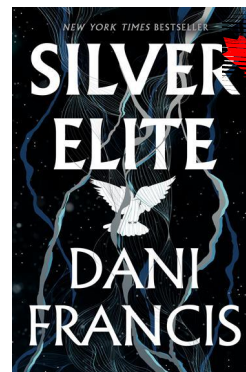
+236%

2025 over 2024

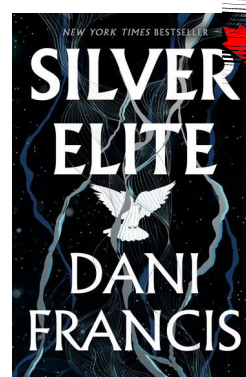
2023 2024 2025



Top selling titles



Top borrowed titles

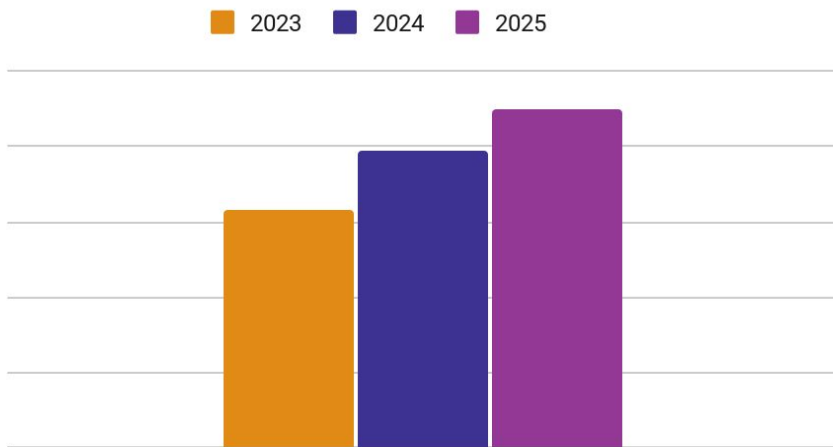




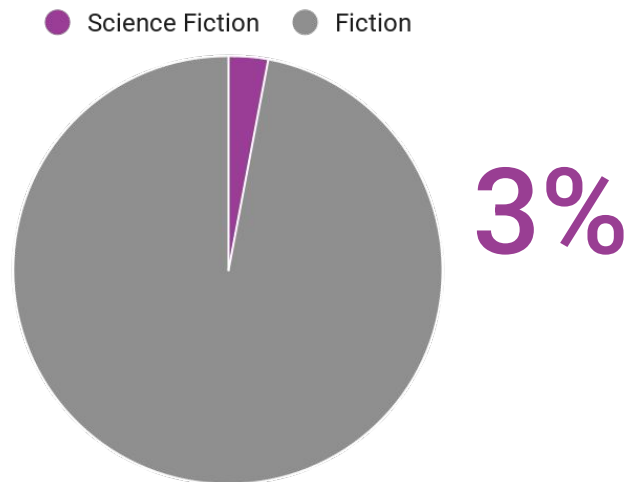
Fiction / Science Fiction

+14%

2025 over 2024



Percentage of Science Fiction sales in 2025



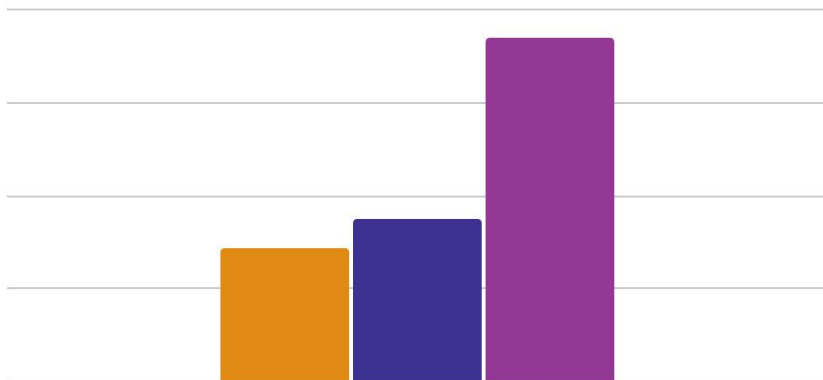


Science Fiction / Action + Adventure

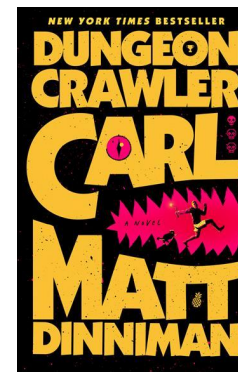
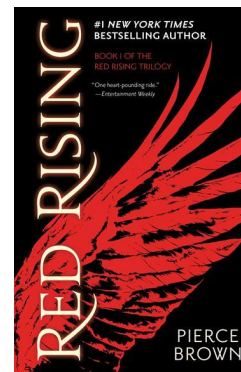
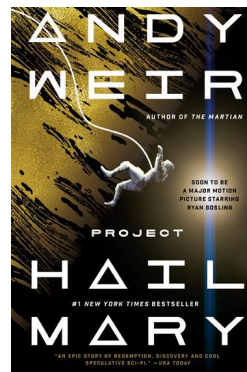
+111%

2025 over 2024

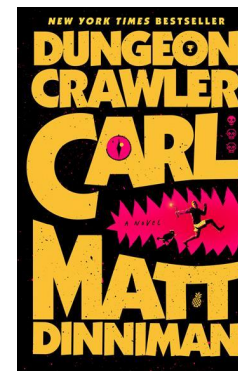
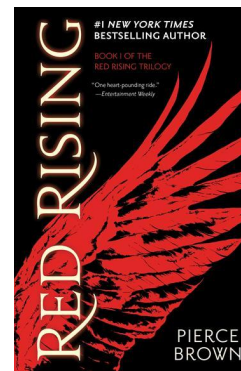
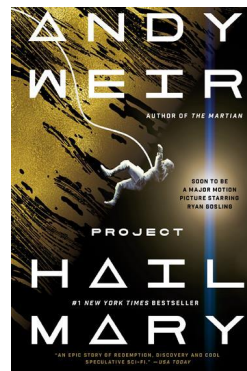
■ 2023 ■ 2024 ■ 2025



Top selling titles



Top borrowed titles



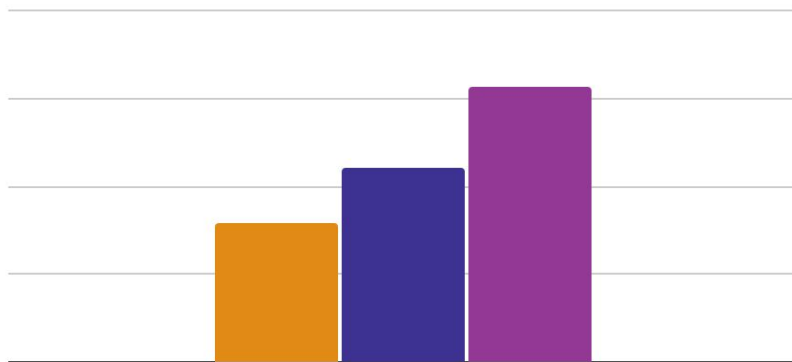


Science Fiction / Apocalyptic & Post-Apocalyptic

+42%

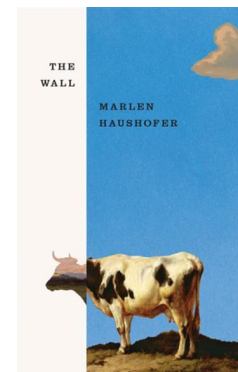
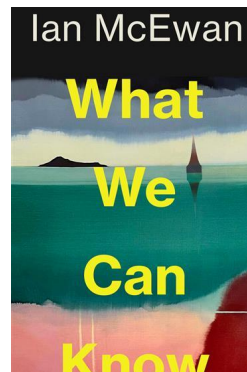
2025 over 2024

■ 2023
 ■ 2024
 ■ 2025

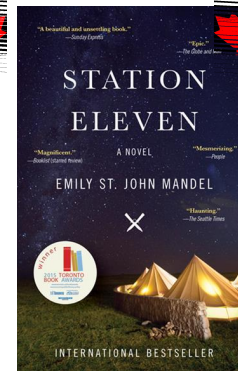
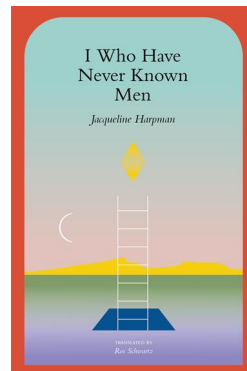


Source: BookNet Canada

Top selling titles



Top borrowed titles



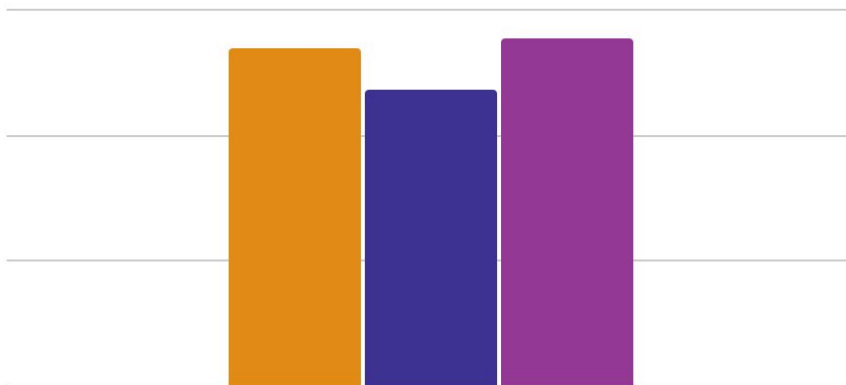


Young Adult / Science Fiction

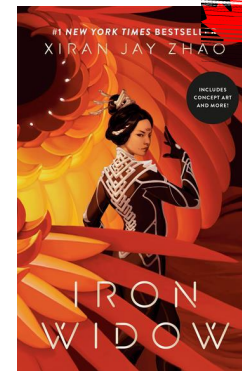
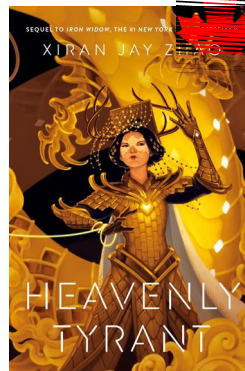
+17%

2025 over 2024

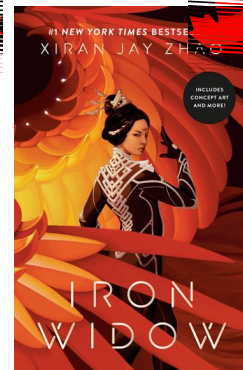
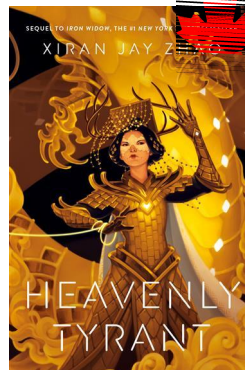
2023 2024 2025



Top selling titles



Top borrowed titles

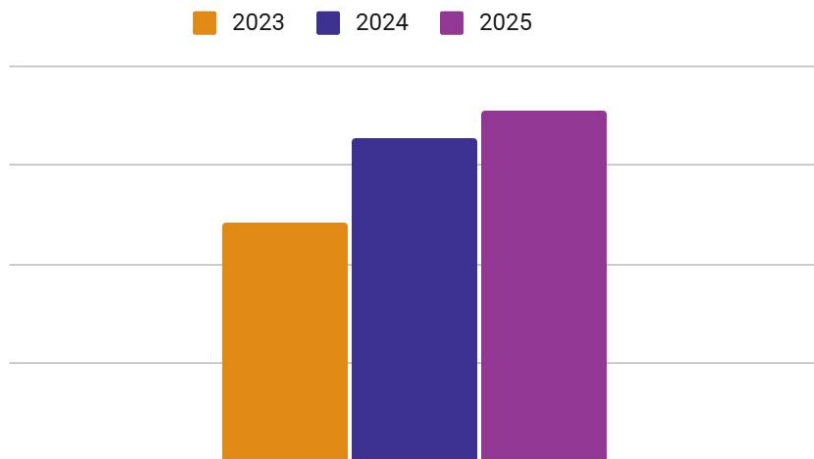




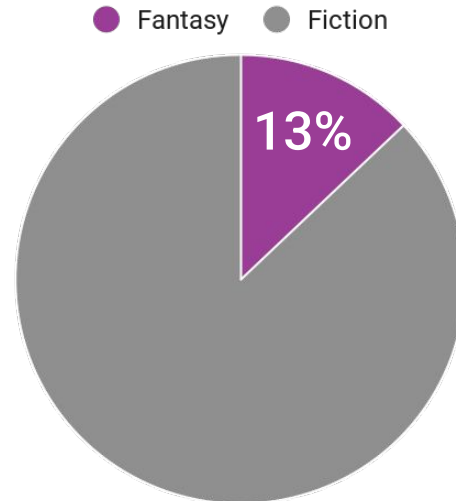
Fiction / Fantasy

+8%

2025 over 2024



Percentage of Fantasy sales in 2025



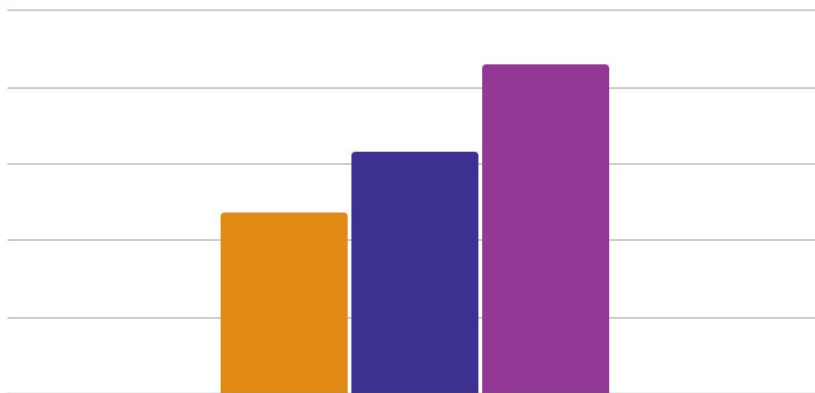


Fiction / Fantasy / Dark Fantasy

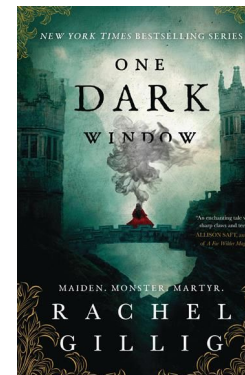
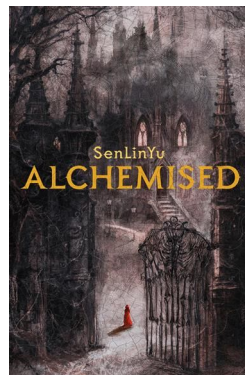
+94%

2025 over 2024

■ 2023
 ■ 2024
 ■ 2025



Top selling titles



Top borrowed titles



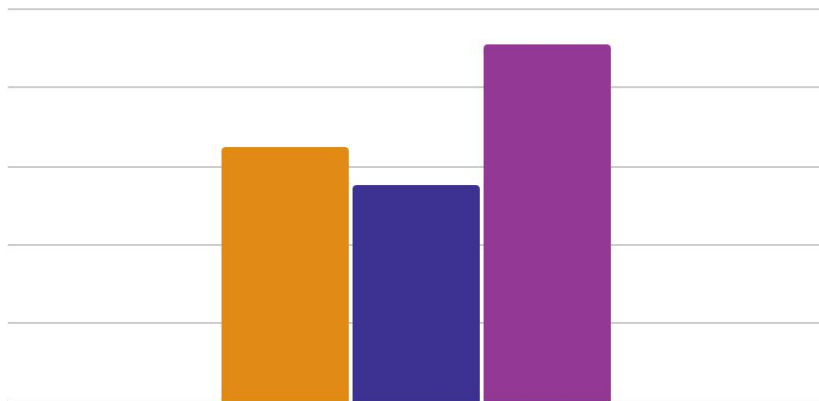


Fiction / Fantasy / Historical

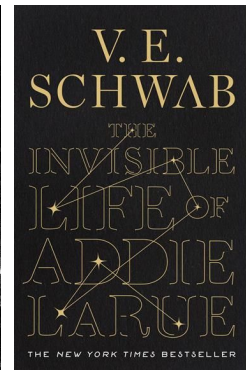
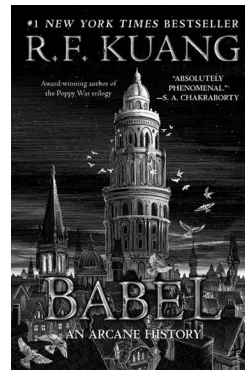
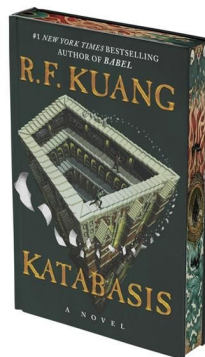
+66%

2025 over 2024

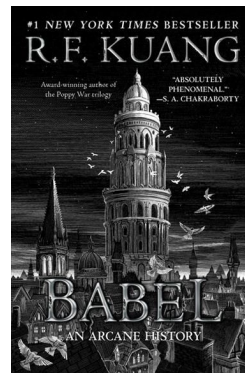
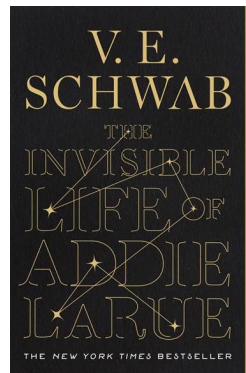
2023 2024 2025



Top selling titles



Top borrowed titles



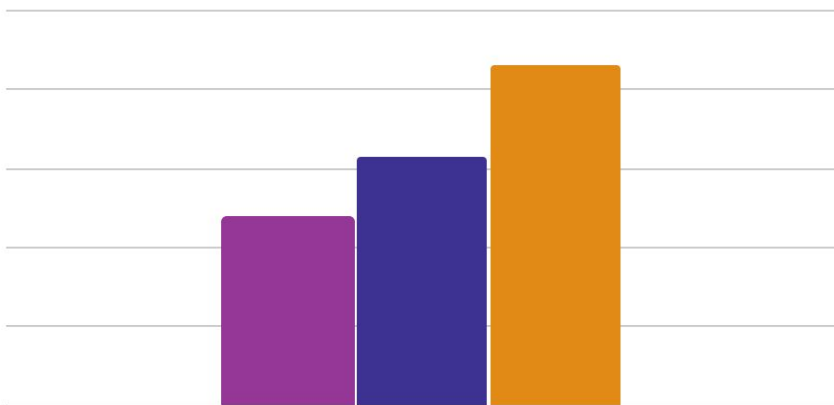


Fiction / Fantasy / Cozy

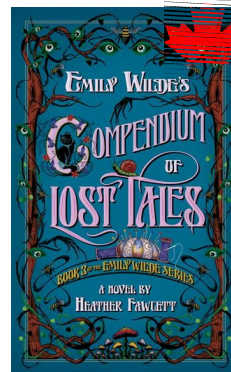
+37%

2025 over 2024

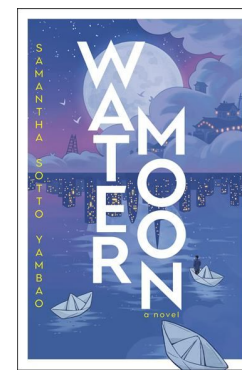
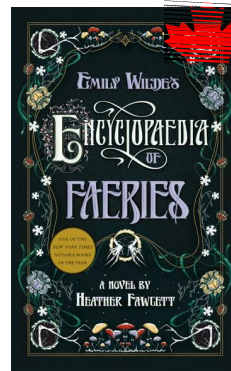
■ 2023
 ■ 2024
 ■ 2025



Top selling titles



Top borrowed titles



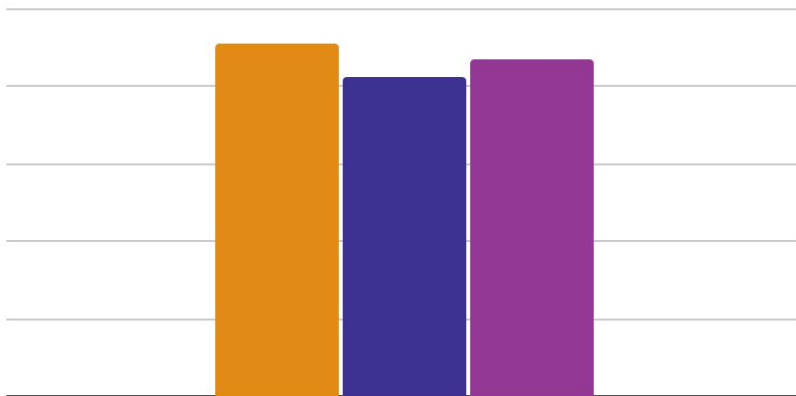


Comics + Graphic Novels

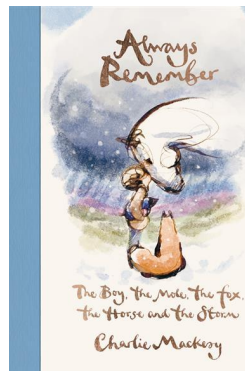
+5%

2025 over 2024

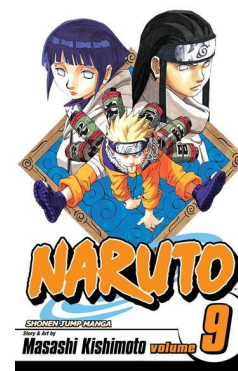
■ 2023
 ■ 2024
 ■ 2025



Top selling titles



Top borrowed titles



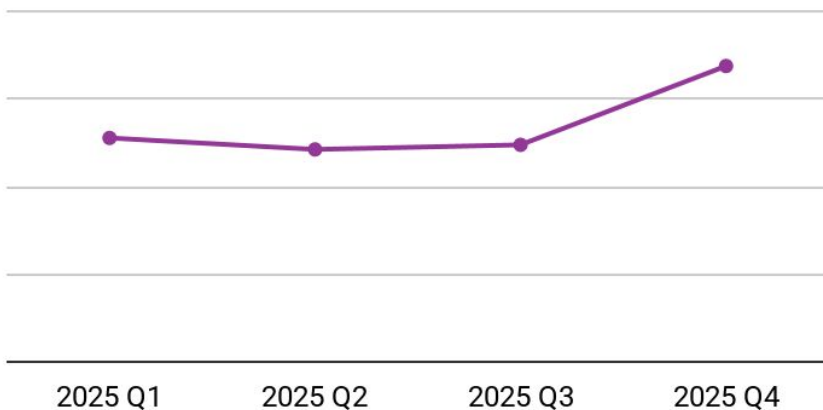


Comics + Graphic Novels

+36%

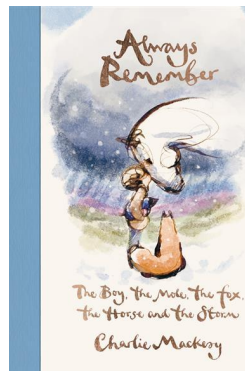
Q4 over Q3

Quarterly unit sales of Comics + Graphic Novels



Source: BookNet Canada

Top selling titles



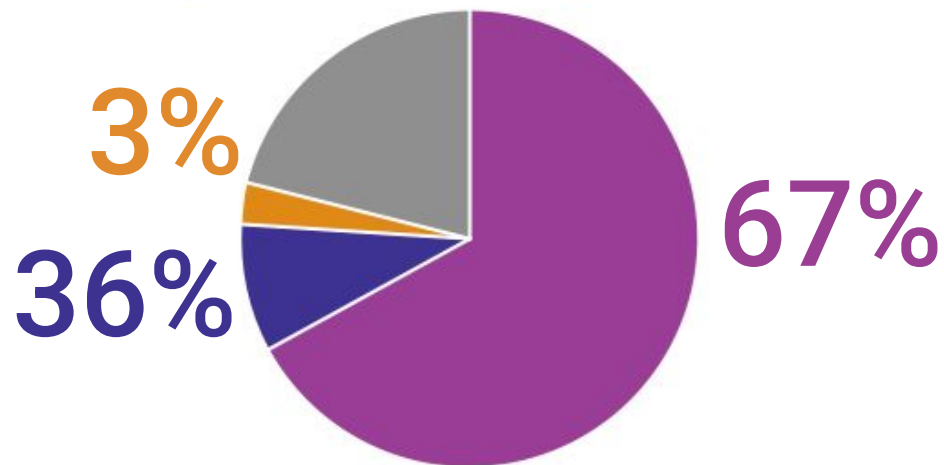
Top borrowed titles





Percentage of Comics + Graphic Novel Sales

● Manga ● Superheroes ● Literary ● Other



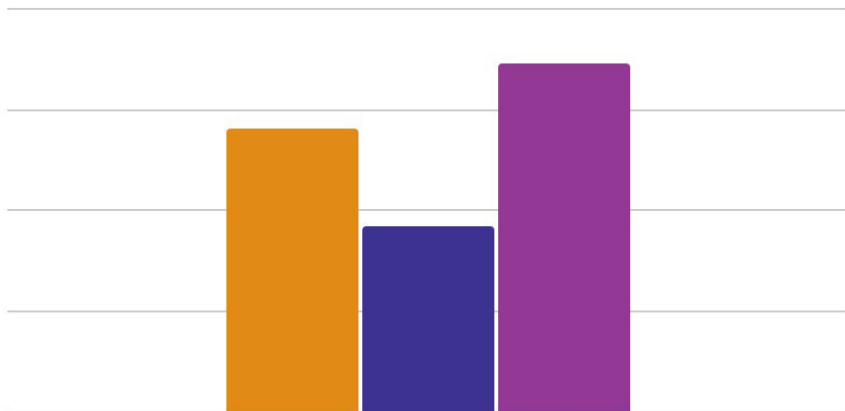


Comics + Graphic Novels / Literary

88%

2025 over 2024

■ 2023
 ■ 2024
 ■ 2025



Top selling titles



Top borrowed titles



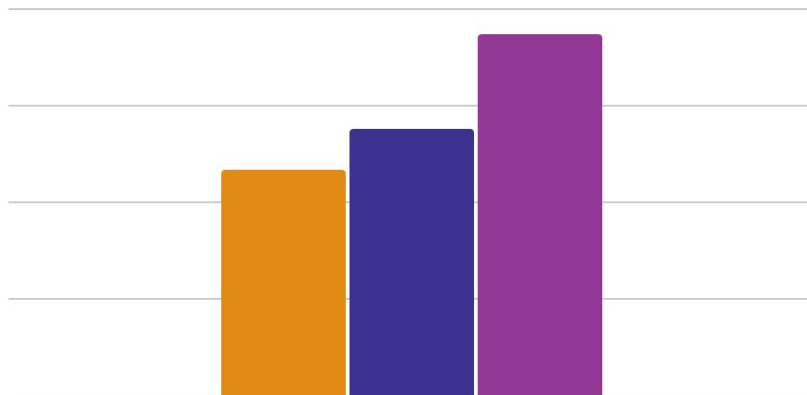


Comics + Graphic Novels / Superheroes

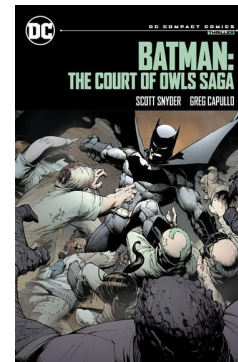
35%

2025 over 2024

2023 2024 2025



Top selling titles



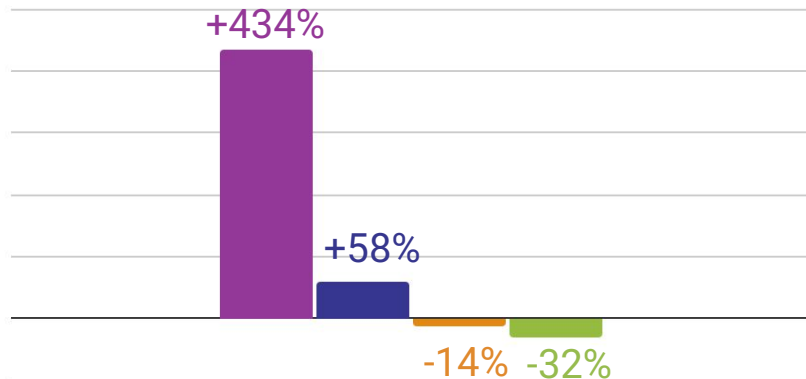
Top borrowed titles





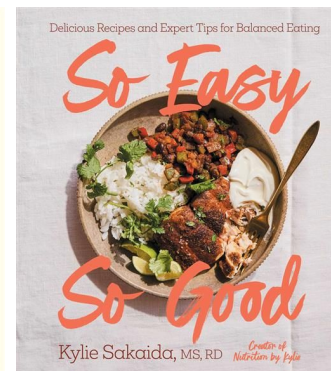
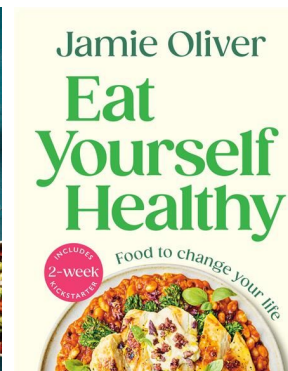
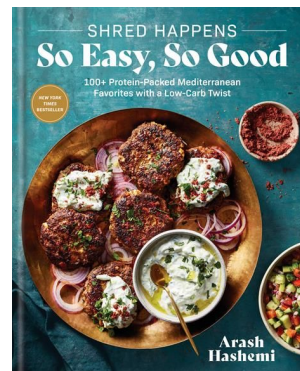
Unit sales of Cooking subjects in 2025

■ Low Carbohydrate
 ■ Health & Healing
 ■ Pasta
 ■ Comfort Food

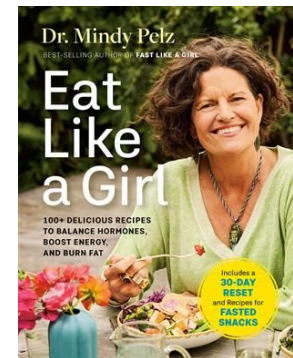
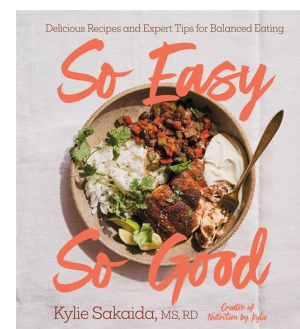


Source: BookNet Canada

Top selling titles



Top borrowed titles

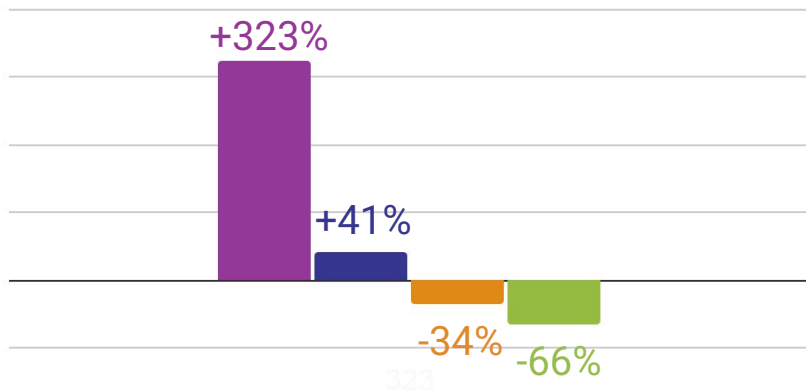




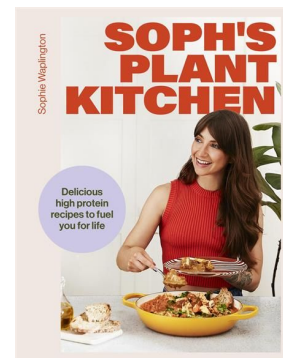
Top selling titles

Unit sales of Cooking subjects in 2025

■ High Protein
 ■ Barbecue & Grilling
 ■ Vegetarian
 ■ Vegan



Source: BookNet Canada



Top borrowed titles



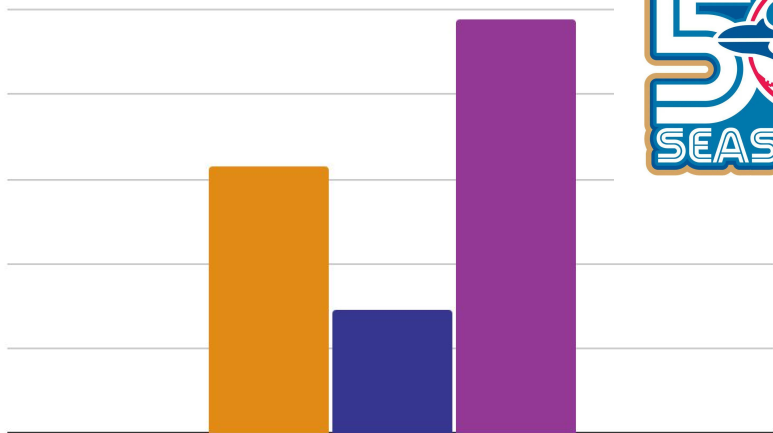


Sports + Recreation / Baseball

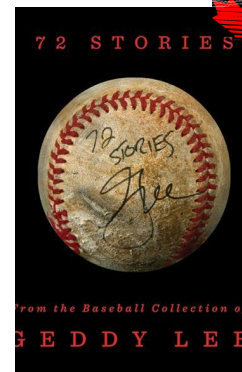
232%

2025 over 2024

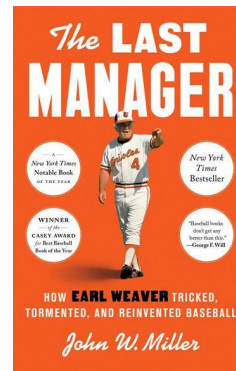
■ 2023 ■ 2024 ■ 2025



Top selling titles



Top borrowed titles





Canada welcomes the FIFA World Cup 2026™

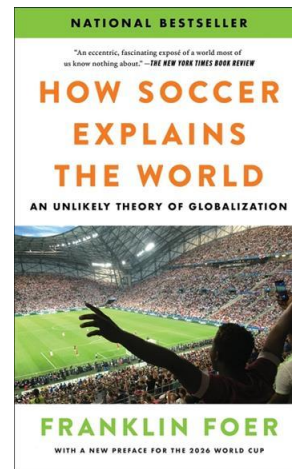
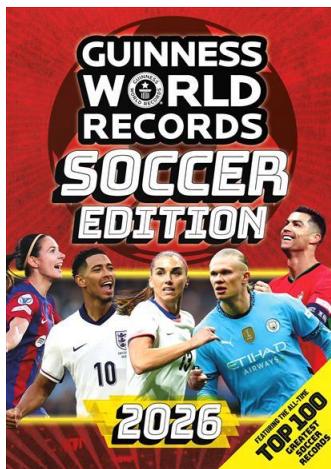
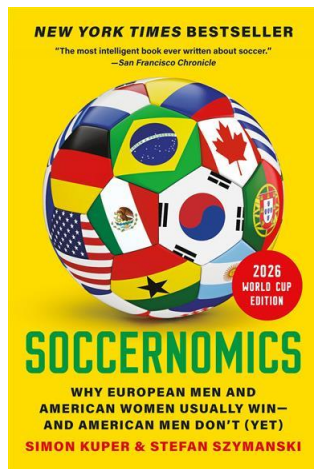
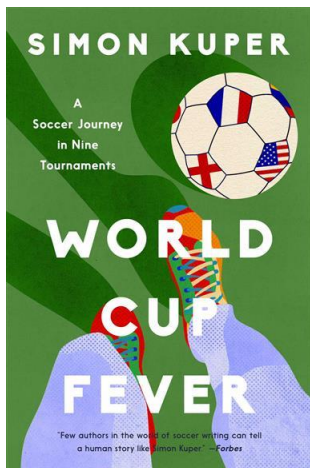
Canada is excited to be hosting the FIFA World Cup 2026™ alongside Mexico and the United States.

From June 11 to July 19, 2026, the biggest tournament in FIFA history will take place, bringing together 48 countries for 104 games across 16 cities. Canada will host 13 matches, in Toronto and Vancouver.

Soccer is the largest participatory sport in Canada and is considered the fastest growing sport in the country, connecting people of all ages and backgrounds, from local fields to the world stage.

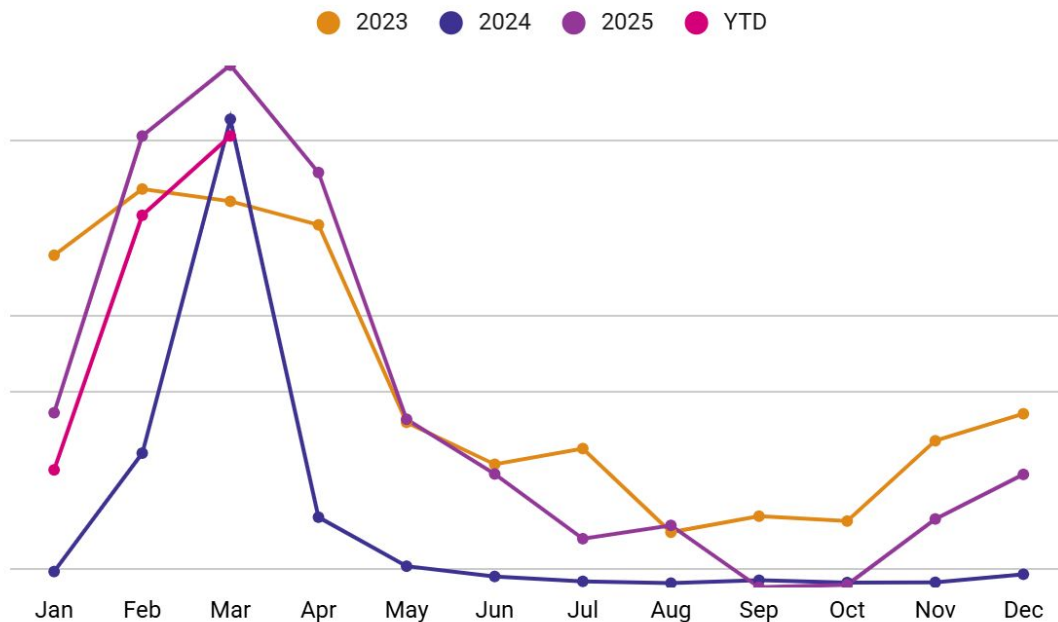


New in 2026:





Unit sales of *Little Blue Truck's Springtime*



Source: BookNet Canada

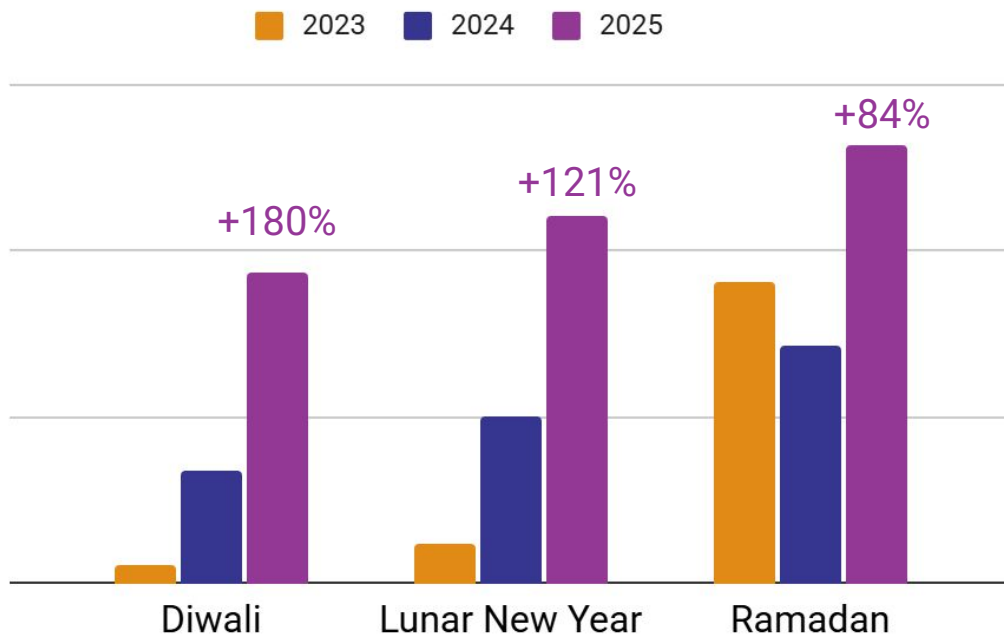


BISAC Subject Headings | 2023 Edition | November 2023

JUV017100	JUVENILE FICTION / Holidays & Celebrations / Birthdays
JUV017010	JUVENILE FICTION / Holidays & Celebrations / Christmas & Advent
JUV017160	JUVENILE FICTION / Holidays & Celebrations / Day of the Dead *
JUV017170	JUVENILE FICTION / Holidays & Celebrations / Diwali *
JUV017020	JUVENILE FICTION / Holidays & Celebrations / Easter & Lent
JUV017140	JUVENILE FICTION / Holidays & Celebrations / Father's Day
JUV017030	JUVENILE FICTION / Holidays & Celebrations / Halloween
JUV017110	JUVENILE FICTION / Holidays & Celebrations / Hanukkah
JUV017180	JUVENILE FICTION / Holidays & Celebrations / Juneteenth *
JUV017050	JUVENILE FICTION / Holidays & Celebrations / Kwanzaa
JUV017190	JUVENILE FICTION / Holidays & Celebrations / Lunar New Year *
JUV017150	JUVENILE FICTION / Holidays & Celebrations / Mother's Day
JUV017120	JUVENILE FICTION / Holidays & Celebrations / Passover
JUV017130	JUVENILE FICTION / Holidays & Celebrations / Patriotic Holidays
JUV017200	JUVENILE FICTION / Holidays & Celebrations / Ramadan *
JUV017060	JUVENILE FICTION / Holidays & Celebrations / Thanksgiving
JUV017070	JUVENILE FICTION / Holidays & Celebrations / Valentine's Day
JUV017080	JUVENILE FICTION / Holidays & Celebrations / Other, Non-Religious
JUV017090	JUVENILE FICTION / Holidays & Celebrations / Other, Religious



Unit sales of Juvenile / Holidays + Celebrations



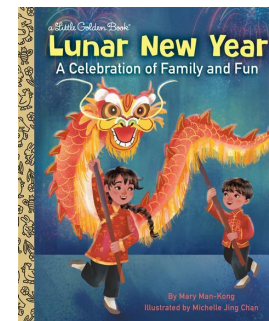
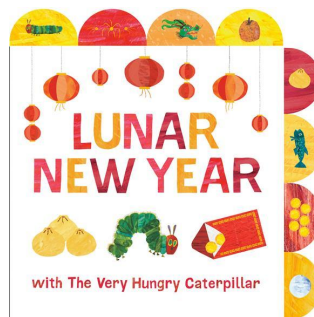
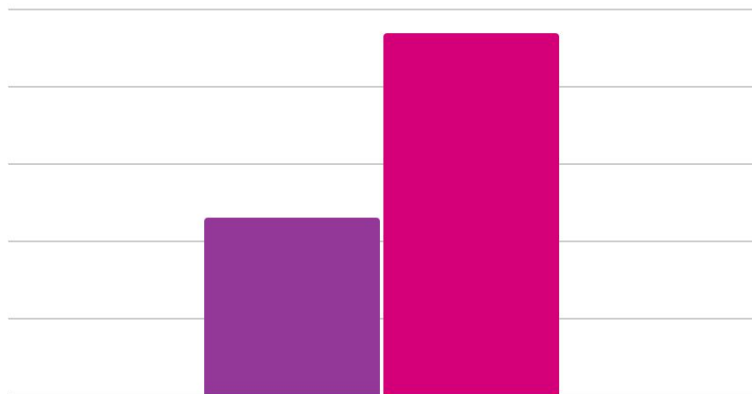


Top selling titles

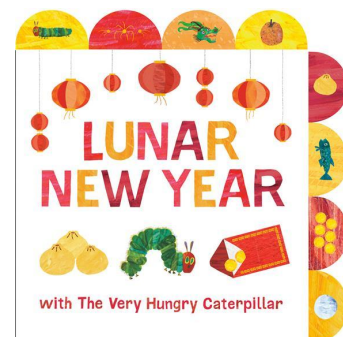
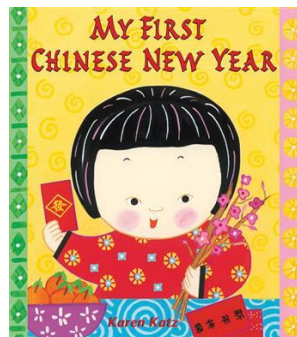
Holidays + Celebrations / Lunar New Year

104%
YTD over 2025

■ 2025 ■ Year-to-date



Top borrowed titles

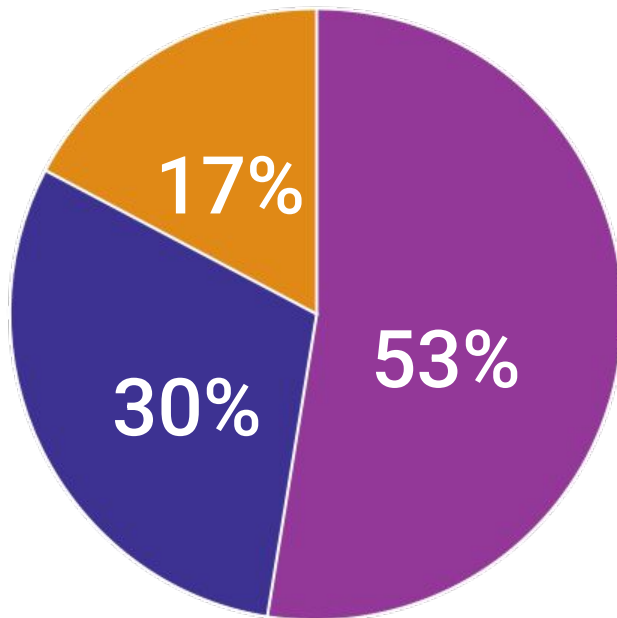


Source: BookNet Canada



Percentage of Lunar New Year sales by format

● Board book ● Hardcover ● Paperback



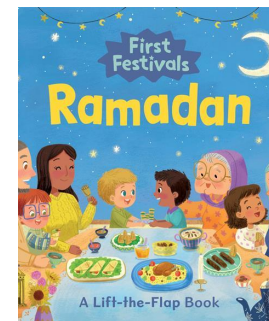
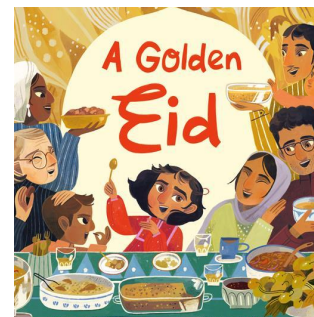
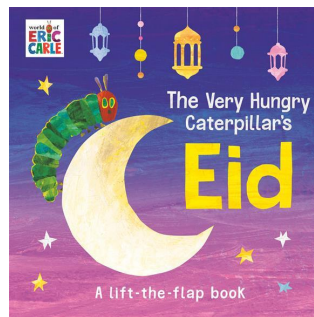
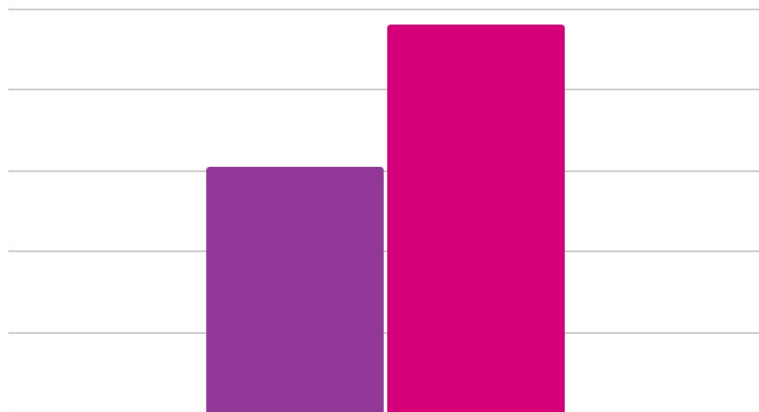


Top selling titles

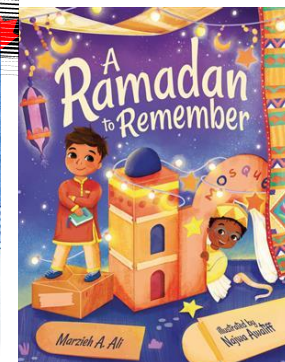
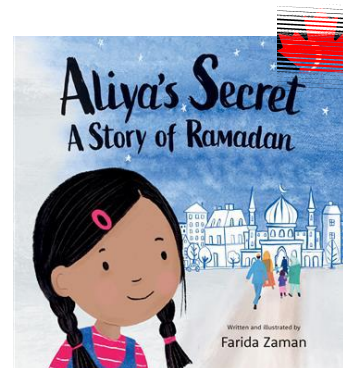
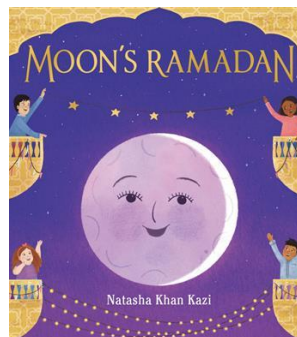
Holidays + Celebrations / Ramadan

+57%
YTD over LYTD

■ Last-year-to-date ■ Year-to-date



Top borrowed titles

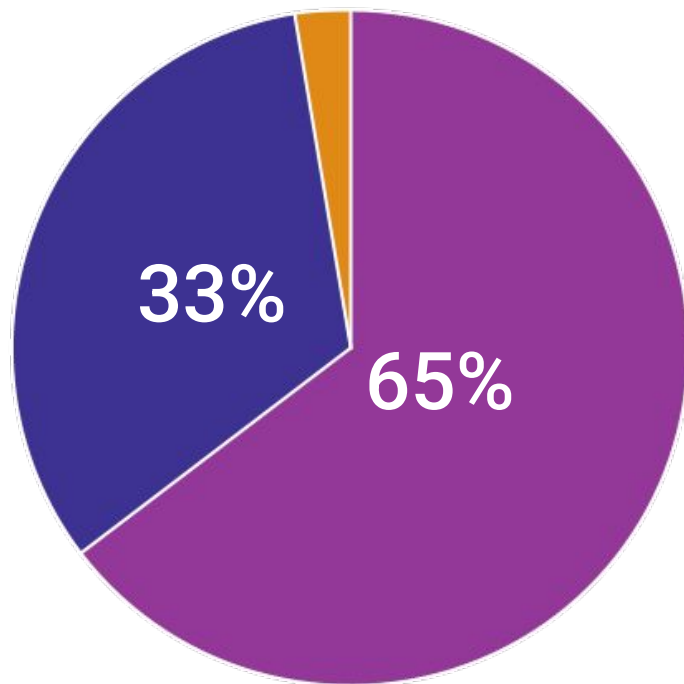


Source: BookNet Canada



Percentage of Ramadan sales by format

● Board book ● Hardcover ● Paperback





So Long to Cheap Books You Could Fit in Your Pocket

The mass market paperback, light in the hand and on the wallet, once filled airport bookstores and supermarket media aisles. You may never buy a new one again.



Have We Reached the Final Days of the Mass-Market Paperback?



Mass-market books are disappearing from grocery store racks

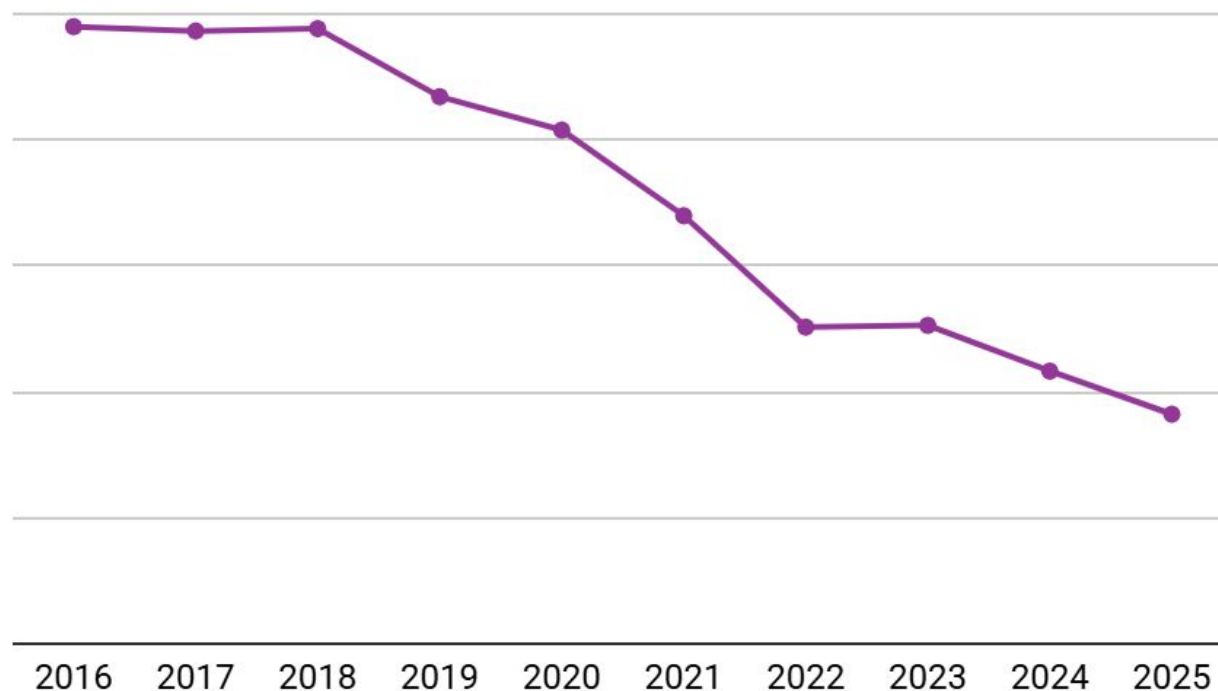
DECEMBER 28, 2025 · 8:00 AM ET

'We're losing accessibility': the US says goodbye to the mass-market paperback



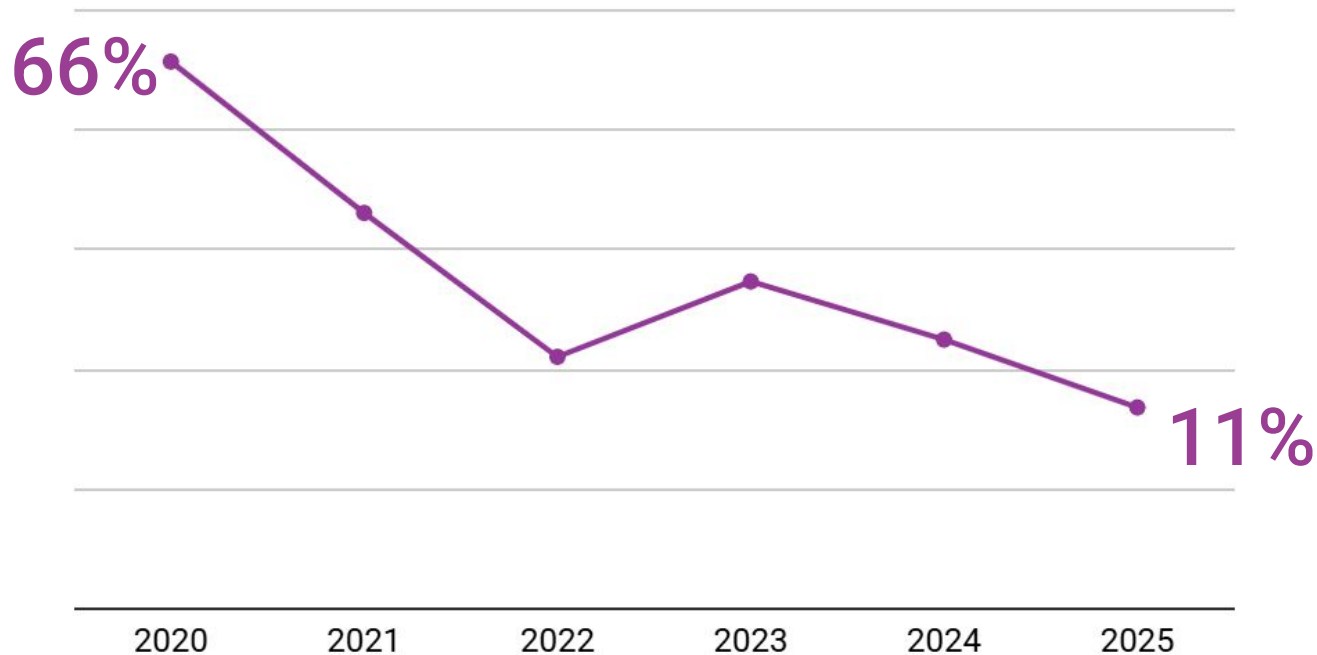


Unit sales of Mass Market and Tall Rack Paperbacks, 2016-2025



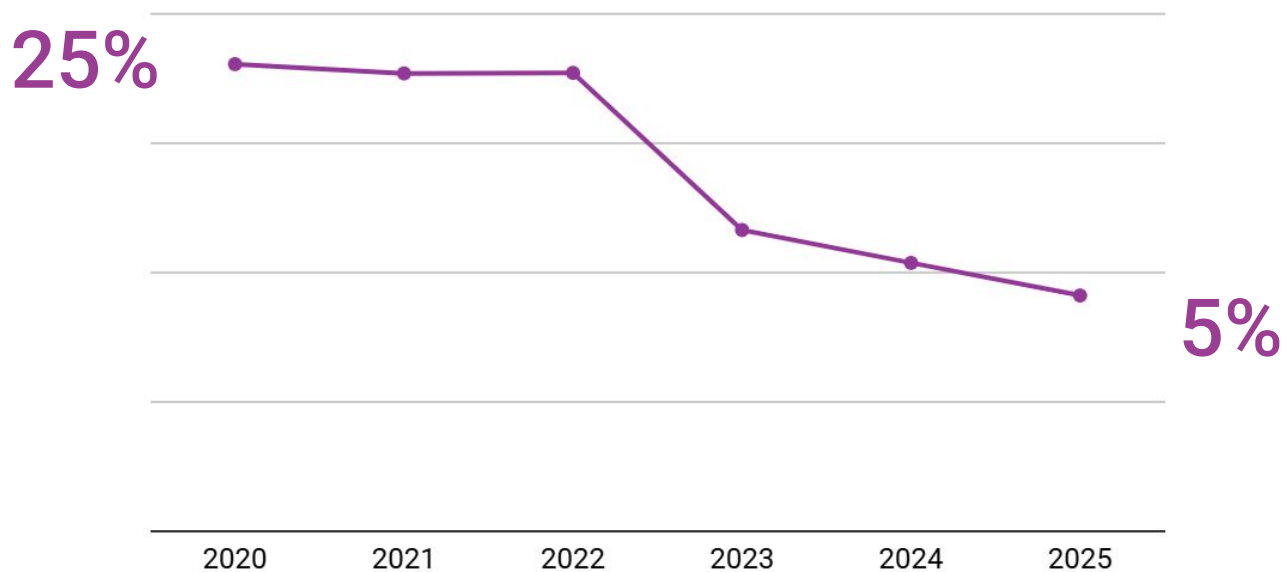


Unit sales of Romance Mass Market and Tall Rack Paperbacks, 2020-2025





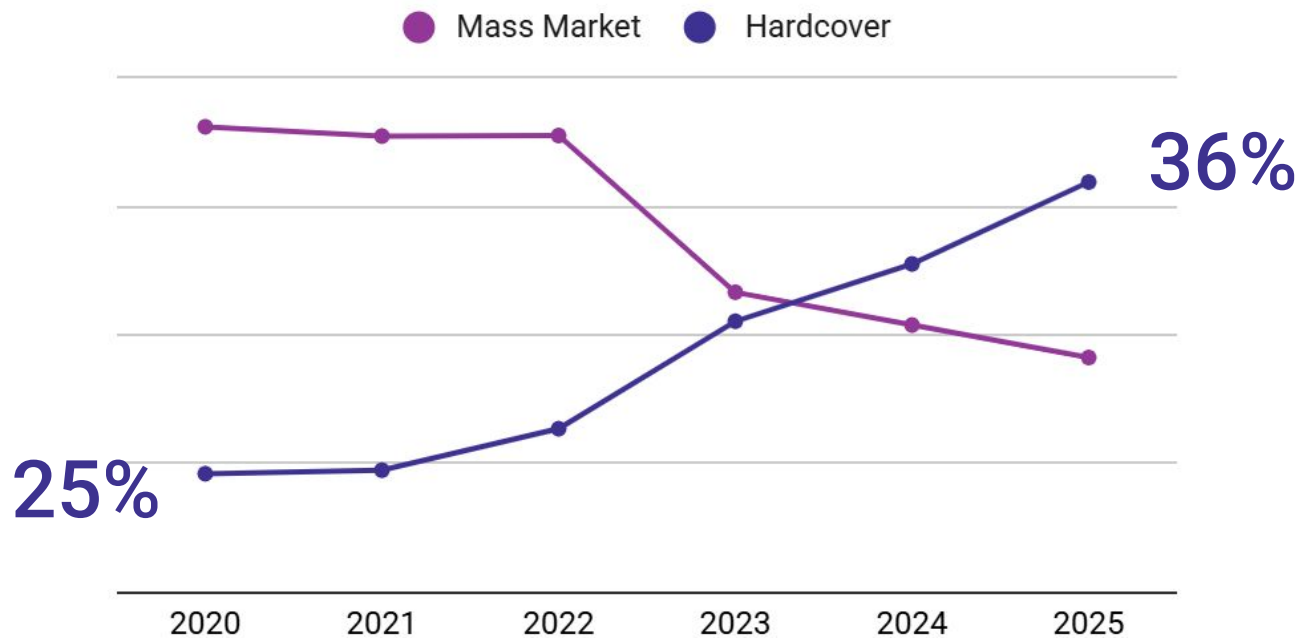
Unit sales of Fantasy Mass Market and Tall Rack Paperbacks, 2020-2025



Source: BookNet Canada

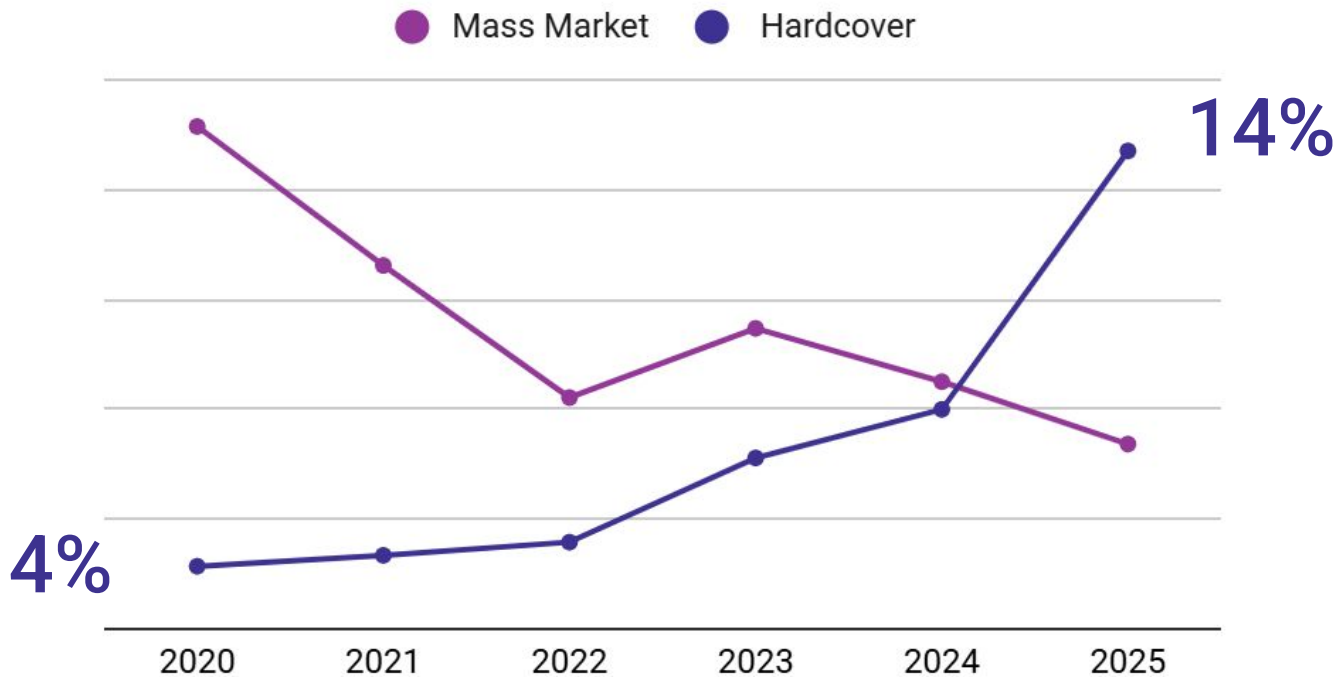


Fantasy Mass Market vs. Hardcover unit sales, 2020-2025



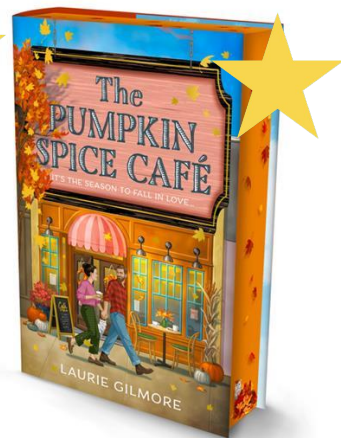
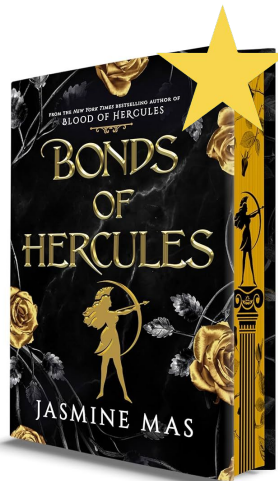
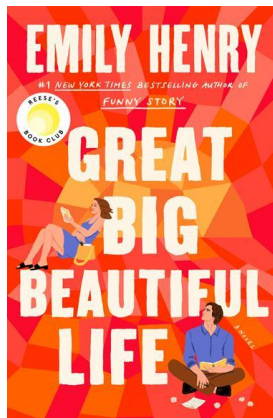
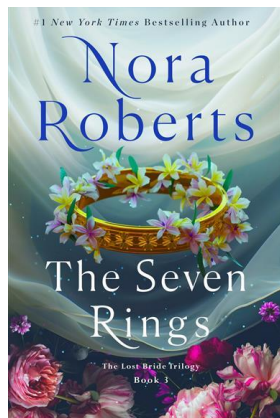
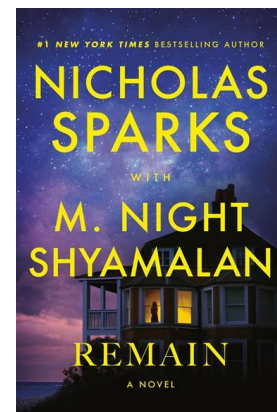
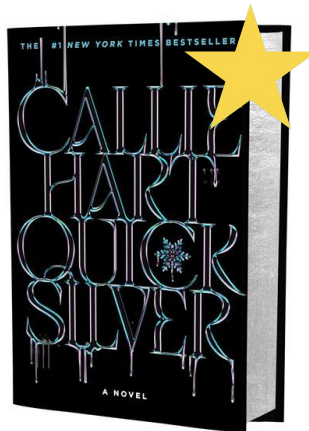
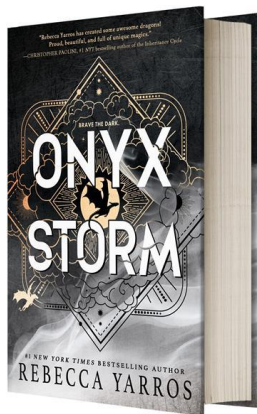
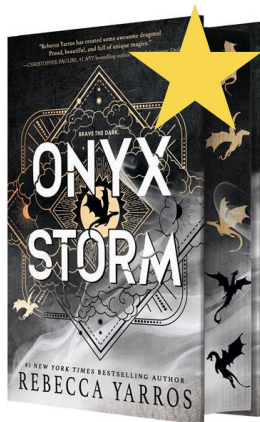


Romance Mass Market vs. Hardcover unit sales, 2020-2025





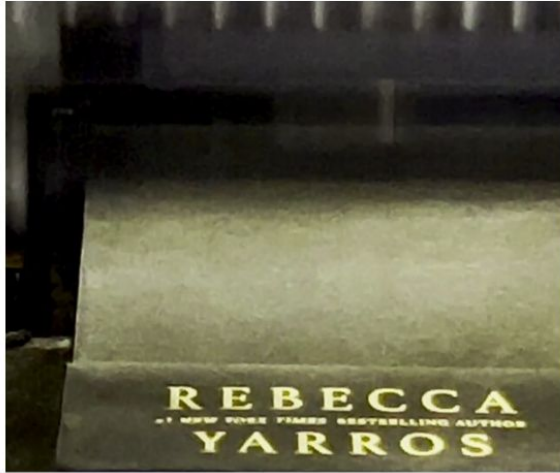
Top selling Romance Hardcover in 2025





The Hottest Trend in Publishing: Books You Can Judge by Their Cover

Elaborately designed books with patterned edges and other effects started as a trend in romance and fantasy, and have now spread throughout the publishing industry.



Spredges effect: why books are becoming more beautiful

FEATURES NOV 18, 2024 BY MATILDA BATTERSBY



Consumer demand for "spredges" has risen significantly © Harper Voyager

Sprayed edges, intricate foils, gilded endpaper—the industry is seeing an increased demand for books with a decorative "aesthetic".



THE GLOBE AND MAIL

Remember paperbacks that fit in your pocket? Indigo's trying to bring them back

The retailer sees its program as a chance to put non-fiction, particularly by Canadian authors, in front of new readers

JOSH O'KANE >

THE GLOBE AND MAIL

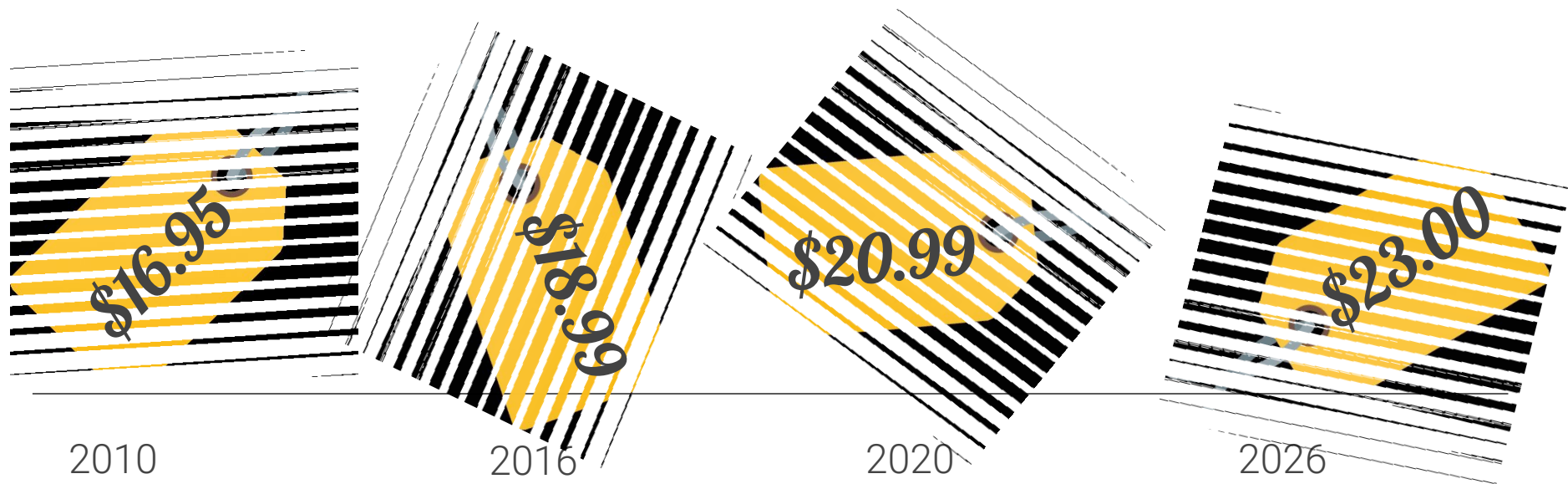
PUBLISHED MARCH 6, 2026

UPDATED MARCH 9, 2026





Mean list price for Trade Paperback Fiction





Blockbuster, board games and boredom: why everyone's parenting like it's 1999



Why Are We Doomed to Keep Reliving the '90s?

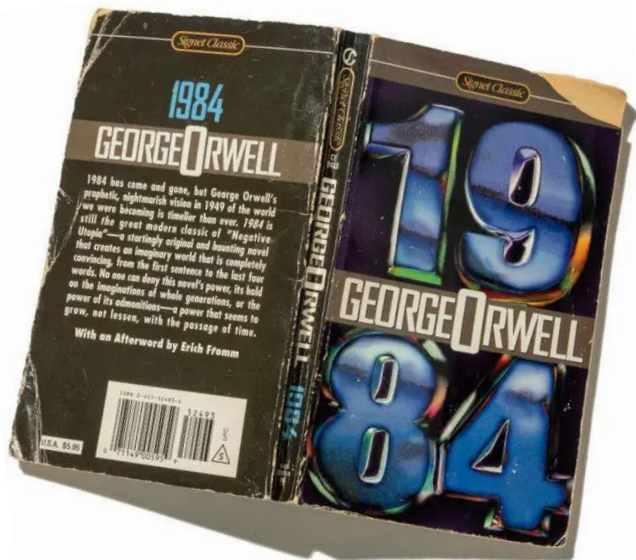
July 4, 2025





“What were you like in the 90s?”





Novelty
Collectibility
Affordability



Upcoming BookNet research

Coming soon:

- *The Canadian Book Market 2025*

Next:

- *Canadian Leisure & Reading Study 2025*
- *Canadian Book Consumer Study 2025*





Thank you

data@booknetcanada.ca

booknetcanada.ca/newsletter-sign-up