



Camera & Imaging Products Association
MA Shibaura Building 3F, 3-8-10. shibaura,
Minato-ku, Tokyo, 108-0023 Japan
Phone +81-3-5442-4800

PRESS RELEASE

February 1, 2016

Camera & Imaging Products Association

**2016 Outlook on the Shipment Forecast by Product-Type
Concerning Cameras and Related Goods**

The Camera & Imaging Products Association (CIPA, President: Hiroyuki Sasa) has announced the outlook on the shipment forecast by product-type concerning cameras and related goods for the 2016 term.

1. Track record of shipments 2015

Total shipments decline 18.5% year on year; interchangeable lens camera shipments as percent of total shipments grow to 37%

Total shipments of digital cameras in 2015 (the cumulative total of shipments from January to December) fell 18.5% year on year to 35.40 million units.

Since CIPA began compiling records in 1999, digital camera shipments recorded steady growth surpassing 100 million units for the first time in 2007. Shipments, however, fell for the first time in 2009 due to the global recession, and fell again in 2011 because of the serious impact that the Great East Japan Earthquake and flooding in Thailand had on production. Although shipments were expected to recover in 2012, they shrank again that year, and since then shipments have continued to decline through 2015.

However, considering that shipments contracted 30.9% in 2014, the size of the decline in 2015 was substantially less. Although shipments of digital cameras with a built-in lens (so-called compact digital cameras) continued to decline dramatically, shipments of digital cameras with an interchangeable lens were about the same as last year. Digital cameras with an interchangeable lens are rapidly accounting for a greater and greater share of total shipments—27% in 2013, 32% in 2014, and 37% in 2015—and acted as a break on the decline in total shipments.

Shipments of interchangeable lens cameras contract 5.7% year on year

Shipments of digital cameras with a built-in lens declined 24.5% year on year to 22.30 million units.

Although shipments are still weak, less than 80% of what they were in 2014, the pace of decline has markedly slowed.

Shipments of digital cameras with an interchangeable lens fell 5.7% year on year to

13.10 million units.

This is a clear improvement compared to 2014, when shipments declined 19.2%, but there were expectations that the year-on-year declines since 2013 would come to an end because shipments in some months of 2015 rose dramatically and exceeded those in 2014. On an annual basis, however, shipments failed to match those of 2014.

Broken down by regions, shipments of digital cameras with a built-in lens to Japan contracted 17.8% year on year while shipments to regions outside of Japan fell 25.6%. As for shipments of digital cameras with an interchangeable lens, those to Japan shrank 9.9% year on year while those to regions outside of Japan declined 5.0%. Shipments of digital cameras with an interchangeable lens to regions outside of Japan are driving the recovery.

Digital cameras with a built-in lens have faced fierce competition with the advent of the smartphone. Digital cameras with an interchangeable lens, however, provide picture quality that is completely different from that of smartphones and demonstrate an unrestricted expressiveness when combined with highly individualistic exchangeable lenses, which continue to excite camera fans, and demand for these cameras remains firm.

However, even for digital cameras with a built-in lens, companies has launched efforts to appeal to consumers using diverse approaches unique to each company, such as high definition devices with massive sensors and action camera products, whose use is rapidly expanding to new fields, and shipments are expected to increase in the future.

Shipments of interchangeable lenses shrink 5.5%

Digital cameras with an interchangeable lens are not only high-added-value products but also system products that demonstrate their full capabilities when used with various compatible products, such as lenses.

Shipments of the core lenses for these cameras totaled 21.70 million units, a year-on-year decrease of 5.5%. This is about 1.6-1.7 times the shipment of digital cameras with an interchangeable lens, the body for those lenses.

This is because the range of users is expanding due to a wider lineup of both single lens reflex and non-reflex cameras, the two broad categories of digital cameras with interchangeable lenses, and a growing number of users are awakening to the pleasure of possessing numerous lenses and using each one for a particular purpose because they are interchangeable.

2. Outlook on shipments in 2016

Total shipments (the cumulative total of shipments from January to December) of digital cameras in 2016 are projected to be 31.00 million units, a year-on-year decline of

12.4%.

Broken down by product type, shipments of cameras with a built-in lens are projected to be 18.60 million units (a year-on-year fall of 16.6%). Of those, shipments to Japan and those to regions outside of Japan are projected to be 2.90 million units (a year-on-year decrease of 12.1%) and 15.70 million units (a year-on-year decline of 17.8%), respectively. Shipments of cameras with an interchangeable lens are projected to be 12.40 million units (a year-on-year fall of 5.3%). Of those, shipments to Japan and those to regions outside of Japan are projected to be 1.6 million units (the same as 2015) and 10.80 million units (a year-on-year decrease of 5.3%), respectively.

Shipments of lenses for cameras with an interchangeable lens are projected to fall 7.8% year on year to 20.00 million units. Of those, shipments to Japan and those to regions outside of Japan are projected to decline 6.2% year on year to 3.00 million units and 8.1% year on year to 17.00 million units, respectively.

It is expected that not only will there be strong demand from users who have come to enjoy taking photos because of low-end digital cameras and smartphones and want better digital cameras—so-called step-up demand—but also that demand for digital cameras with an exchangeable lens will remain firm compared to that for digital cameras with a built-in lens.

* “Non-reflex digital cameras” refer to mirrorless digital cameras and compact system cameras (interchangeable lens cameras with range finder and interchangeable camera units, etc.)

2016 Outlook on the Shipment Forecast by Product Type Concerning Cameras and Related Goods

Camera & Imaging Produces Association

Millions of units

Item	Total Shipments											
					Shipments to Japan				Shipments to countries other than Japan			
	Actual results for 2015	Year-on-year change	Forecast for 2016	Year-on-year change	Actual results for 2015	Year-on-year change	Forecast for 2016	Year-on-year change	Actual results for 2015	Year-on-year change	Forecast for 2016	Year-on-year change
Digital cameras (total)	35.4	81.5%	31.0	87.6%	4.9	84.7%	4.5	91.8%	30.5	81.0%	26.5	86.9%
Built-in lens cameras	22.3	75.5%	18.6	83.4%	3.3	82.2%	2.9	87.9%	19.1	74.4%	15.7	82.2%
Interchangeable lens cameras	13.1	94.3%	12.4	94.7%	1.6	90.1%	1.6	100.0%	11.4	95.0%	10.8	94.7%
Lenses for interchangeable lens cameras	21.7	94.5%	20.0	92.2%	3.2	96.9%	3.0	93.8%	18.5	94.1%	17.0	91.9%

Notes: Figures may not add up due to rounding.

Inquires concerning this press release:
 Camera & Imaging Products Association
 URL : <http://www.cipa.jp/>
 E-mail : infostat@cipa.jp