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PRESS RELEASE

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Camera & Imaging Products Association

2013 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

The Camera & Imaging Products Association (CIPA, President: Makoto Kimura) has announced the outlook on the shipment forecast by product-type concerning cameras and related goods for the 2013 term.

1. Track Record of Shipments in 2012

Total shipments contract 15% year on year.

The total shipments of digital cameras in 2012 (the cumulative total of shipments from January to December) declined to 98.1 million units.

CIPA began compiling records in 1999, when digital cameras were still in their infancy. Through 2007, digital camera shipments recorded steady growth, reaching 100 million units for the first time in 2007, but in 2009, sales slackened year on year for the first time due to the impact of the global recession. Total shipments reached an historic high in 2010 but contracted again in 2011 because of the Great East Japan Earthquake, which hit on March 11 and the floods in Thailand, damage from which grew more extensive starting in the latter part of October.

It was expected that shipments would recover in 2012 as production systems were restored, but shipments declined 15% year on year with shipments of digital cameras with built-in lens (i.e., compact digital cameras) contracting 21.9% year on year to 78.0 million units.

Interchangeable lens digital camera shipments grow dramatically 28% year on year

While overall shipments of digital cameras declined, shipments of interchangeable lens digital cameras continued to record remarkable growth, increasing 28.4% year on year, surpassing 20 million units, and reaching 20.2 million units.

As for interchangeable lens digital cameras, there have traditionally been single lens reflex digital cameras, but non-reflex digital cameras*, a new category of digital cameras, are being introduced one after another, and these cameras are contributing to the development of new groups of fans. A major factor behind the growth in shipments

has been the ability to capture unique groups of users using the particular characteristics of single lens reflex digital cameras and non-reflex digital cameras.

Owners of interchangeable lens digital cameras possess various interchangeable lenses and use different ones for different situations and subjects, and these products have been positioned as so-called system products.

Shipments of lenses for interchangeable lens cameras, which are linked to the firm shipments of camera bodies, rose 16.7% year on year to 30.4 million units, breaking through the 30 million unit mark.

On the other hand, looking at a breakdown of total digital camera shipments by shipment destination—that is, either “shipments to Japan” or “shipments to countries other than Japan”—reveals that shipments to Japan declined 3.7% year on year to 9.2 million units while those to countries other than Japan contracted 16.1% year on year to 89.0 million units. As for lenses for interchangeable lens cameras, shipments to Japan rose 18.3% year on year to 3.2 million units and those to countries other than Japan increased 16.6% year on year to 27.2 million units. Unlike actual shipments for 2011, the Japanese market was not particularly weak in 2012.

2. Outlook on Shipments in 2013

The forecast for total shipment (the cumulative total of shipments from January to December) of digital cameras in 2013 is 87.0 million units, a year-on-year decline of 11.3%.

In a breakdown of digital cameras by product type, shipment of digital cameras with built-in lens and those with interchangeable lens are forecasted to be 64.3 million units (a year-on-year decrease of 17.6%) and 22.7 million units (a year-on-year increase of 12.4%), respectively.

As for interchangeable lens digital cameras, the market for these cameras is expected to grow throughout the world with shipments to Japan increasing 11.1% year on year to 2.0 million units and those to countries other than Japan rising 13.1% year on year to 20.7 million units.

Looking at lenses for interchangeable lens cameras, shipments are forecast to grow 12.5% year on year to 34.2 million units and to be supported by new user groups who come to understand the fun of changing lenses on account of the introduction of a diverse lineup of interchangeable lens digital cameras. Shipments to Japan are forecast to grow 9.4% year on year to 3.5 million units and shipments to countries other than Japan are projected to grow 12.9% year on year to 30.7 million units.

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

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Millions of units

Item	Total Shipments											
					Shipments to Japan				Shipments to countries other than Japan			
	Actual results for 2012	Year-on-year change	Forecast for 2013	Year-on-year change	Actual results for 2012	Year-on-year change	Forecast for 2013	Year-on-year change	Actual results for 2012	Year-on-year change	Forecast for 2013	Year-on-year change
Digital cameras (total)	98.1	85.0%	87.0	88.7%	9.2	96.3%	8.2	89.1%	89.0	83.9%	78.8	88.5%
Built-in lens cameras	78.0	78.1%	64.3	82.4%	7.3	91.1%	6.2	84.9%	70.7	77.0%	58.1	82.2%
Interchangeable lens cameras	20.2	128.4%	22.7	112.4%	1.8	124.7%	2.0	111.1%	18.3	128.8%	20.7	113.1%
Lenses for interchangeable lens cameras	30.4	116.7%	34.2	112.5%	3.2	118.3%	3.5	109.4%	27.2	116.6%	30.7	112.9%

Notes: Figures may not add up due to rounding.

Inquires concerning this press release:

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