



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, 2018

Camera & Imaging Products Association (CIPA)

2018 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

The Camera & Imaging Products Association (CIPA: President Kazuo Ushida) has announced the outlook on the shipment forecast by product-type concerning cameras and related goods for the 2018 term.

1. Track record of shipments 2017

In 2017 total shipments increased by 3.3% year on year in digital cameras and 0.2% in interchangeable lenses.

Total shipments of digital cameras in 2017 (the cumulative total of shipments from January to December) rose by 3.3% year on year to 24,978,486 units (represented by units of million in the attached table).

Since CIPA began compiling records in 1999, digital camera shipments have recorded steady growth, surpassing 100 million units for the first time in 2007. However, shipments fell for the first time in 2009 due to the global recession. Although shipments returned to growth in 2010, they fell again in 2011 because of the serious impact on production from the Great East Japan Earthquake and flooding in Thailand. Since then, shipments had continued to decline. However, it turned into an increase in 2017.

The Kumamoto Earthquake in the spring of 2016 had an impact on production of digital cameras, including causing the big factory of major digital camera parts to shut down its operation temporarily by the direct hit. However, when considering that supply of the parts has resumed since the fall of the same year, it can be considered that shipments in 2017 reflected real ability of demand while having an aspect of counteraction from a downturn due to the Kumamoto Earthquake.

Shipments of lenses for cameras with interchangeable lenses (interchangeable lenses) in 2017 (the cumulative total of shipments from January to December) totaled 19,220,599 units, a year-on-year increase of 0.2 %.

From showing a slight increase in shipments of interchangeable lenses that can be considered to have a minor counteraction due to the Kumamoto Earthquake, we can perceive the existence of solid demand for the products of the industry.

Shipments of both digital cameras with built-in lenses and digital cameras with interchangeable lenses grew

Shipments of digital cameras with built-in lenses (so called compact digital cameras) grew 5.7% year on year to 13,302,797 units.

Shipments of digital cameras with interchangeable lenses grew 0.6% year on year to 11,675,689 units.

Both categories exhibited an increase. In particular, digital cameras with interchangeable lenses in themselves are high-added-value and high-price and at the same time they are platforms when purchasing a full set of interchangeable lenses compatible with them, and play a central role in a photographing system. Shipments of this category turning to a slight increase can be considered a quite positive sign for the industry.

Boosted by enthusiastic camera fans and photo-lovers who work on varied photographic expressions with various kinds of equipment, shipments of digital cameras with interchangeable lenses account for a greater share of total shipments from 27%, close to 30%, 5 years ago in 2013, to 47%, almost 50%, in 2017.

On the other hand, broken down by regions, total shipments of digital cameras to Japan remained the same scale year on year, while shipments to regions outside of Japan grew 3.8%. As for shipments of digital cameras with built-in lenses, those to Japan rose by 2.9% year on year while those to regions outside of Japan increased by 6.3%. As for shipments of digital cameras with interchangeable lenses, those to Japan contracted 5.0% year on year while those to regions outside of Japan rose by 1.3%.

As for shipments of interchangeable lenses, those to Japan contracted 6.4% year on year while those to regions outside of Japan rose by 1.2%.

Shipments to Japan lead in some years while those to regions outside of Japan lead in other years. However, there is an increased trend in those to regions outside of Japan on a long-term basis; accordingly, shipments to region outside of Japan in 2017 also grew more than those to Japan.

2. Outlook on shipments in 2018

Total shipments (the cumulative total of shipments from January to December) of digital cameras in 2018 are projected to be 23.40 million units, a year-on-year decline of 6.4%. Of those, shipments to Japan and those to regions outside of Japan are projected to be 3.30 million units (a year-on-year decrease of 5.7%) and 20.10 million units (a year-on-year decline of 6.5%), respectively.

Broken down by product type, shipments of digital cameras with built-in lenses are projected to be 12.10 million units (a year-on-year fall of 9.0%). Of those, shipments to Japan and those to regions outside of Japan are projected to be 2.10 million units (a year-on-year decrease of 8.7%) and 10.00 million units (a year-on-year decline of 9.1%), respectively. Shipments of digital cameras with interchangeable lenses are projected to be 11.30 million units (a year-on-year fall of 3.4%). Of those, shipments to Japan and those to regions outside of Japan are projected to be 1.20 million units (remaining at the same level year on year) and 10.10 million units (a year-on-year decrease of 3.8%), respectively.

In addition to the step-up demand from users who have come to enjoy taking photos because of smartphones and want digital cameras with the intention of photographic expression that can never be taken by smartphones, expectation will remain high for another step-up in demand from the existing users of digital cameras who replace with or buy better digital cameras in order to pursue photographs as their hobby, pleasure, or meaning for life. Therefore, it is expected that demand for digital cameras with interchangeable lenses will expand its presence further.

Shipments of interchangeable lenses are projected to fall 3.1% year on year to 18.60 million units. Of those, shipments to Japan and those to regions outside of Japan are projected to decline 4.2% year on year to 2.30 million units and 3.6% year on year to 16.30 million units, respectively.

Interchangeable lenses, which make a pair with digital cameras with interchangeable lenses (camera body), are another leading role for expanding potentials of photographic expression remarkably, with users buying another one each time.

Since shipments of interchangeable lenses boast quantities 1.6-1.7 times those of digital cameras with interchangeable lenses, shipments in 2018 are projected with the same ratio.

2018 Outlook on the Shipment Forecast by Product Type Concerning Cameras and Related Goods

Camera & Imaging Products Association

Millions of units

Item	Total Shipments											
					Shipments to Japan				Shipments to countries other than Japan			
	Actual results for 2017	Year-on-year change	Forecast for 2018	Year-on-year change	Actual results for 2017	Year-on-year change	Forecast for 2018	Year-on-year change	Actual results for 2017	Year-on-year change	Forecast for 2018	Year-on-year change
Digital cameras (total)	25.0	103.3%	23.4	93.6%	3.5	100.0%	3.3	94.3%	21.5	103.8%	20.1	93.5%
Built-in lens cameras	13.3	105.7%	12.1	91.0%	2.3	102.9%	2.1	91.3%	11.0	106.3%	10.0	90.9%
Interchangeable lens cameras	11.7	100.0%	11.3	96.6%	1.2	95.0%	1.2	100.0%	10.5	101.3%	10.1	96.2%
Lenses for interchangeable lens cameras	19.2	100.2%	18.6	96.9%	2.4	93.6%	2.3	95.8%	16.9	101.2%	16.3	96.4%

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