

Production,Shipment of Digital Still Camera
January in 2013

Unit Upper:PCS,Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	4,812,886	103.9	81.4	4,812,886	81.4	4,717,228	97.1	84.5	4,717,228	84.5	503,208	46.6	109.0	503,208	109.0	4,214,020	111.6	82.3	4,214,020	82.3
	56,786,259	78.9	84.0	56,786,259	84.0	72,057,764	86.1	95.5	72,057,764	95.5	8,751,525	48.5	110.5	8,751,525	110.5	63,306,239	96.4	93.7	63,306,239	93.7

By Type	Camera with Built-in Lens	3,731,565	125.8	76.5	3,731,565	76.5	3,685,344	107.7	80.1	3,685,344	80.1	382,600	44.9	106.7	382,600	106.7	3,302,744	128.5	77.9	3,302,744	77.9
			27,715,338	105.7	68.7	27,715,338	68.7	32,702,224	98.0	76.6	32,702,224	76.6	3,877,955	42.4	95.7	3,877,955	95.7	28,824,269	119.0	74.5	28,824,269
By Type	Camera with Interchangeable Lens	1,081,321	64.8	104.7	1,081,321	104.7	1,031,884	71.9	104.6	1,031,884	104.6	120,608	52.7	117.0	120,608	117.0	911,276	75.5	103.1	911,276	103.1
		29,070,921	63.5	106.5	29,070,921	106.5	39,355,540	78.2	120.1	39,355,540	120.1	4,873,570	54.7	125.9	4,873,570	125.9	34,481,970	83.2	119.4	34,481,970	119.4
By Type	Single Lens Reflex	847,448	63.1	99.0	847,448	99.0	844,397	75.6	105.7	844,397	105.7	80,045	70.9	134.0	80,045	134.0	764,352	76.2	103.4	764,352	103.4
		23,634,762	62.2	101.5	23,634,762	101.5	32,632,506	84.1	120.4	32,632,506	120.4	3,456,936	68.6	151.4	3,456,936	151.4	29,175,570	86.4	117.5	29,175,570	117.5
By Type	Non-Reflex 5)*	233,873	72.2	132.9	233,873	132.9	187,487	58.7	99.6	187,487	99.6	40,563	35.0	93.6	40,563	93.6	146,924	72.3	101.4	146,924	101.4
		5,436,159	69.7	135.9	5,436,159	135.9	6,723,034	58.2	118.9	6,723,034	118.9	1,416,634	36.6	89.2	1,416,634	89.2	5,306,400	69.1	130.5	5,306,400	130.5

(By Destination)

Unit Upper:PCS,Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas				
	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	503,208	46.6	109.0	503,208	109.0	1,437,365	103.0	82.9	1,437,365	82.9	1,303,977	118.3	85.2	1,303,977	85.2	1,372,213	126.7	81.2	1,372,213	81.2	100,465	51.2	59.1	100,465	59.1
	8,751,525	48.5	110.5	8,751,525	110.5	20,085,205	95.7	97.9	20,085,205	97.9	18,186,497	115.7	99.2	18,186,497	99.2	23,867,487	89.6	88.8	23,867,487	88.8	1,167,050	50.6	64.0	1,167,050	64.0

By Type	Camera with Built-in Lens	382,600	44.9	106.7	382,600	106.7	1,078,009	117.7	75.4	1,078,009	75.4	1,049,532	124.6	79.8	1,049,532	79.8	1,084,046	169.2	81.3	1,084,046	81.3	91,157	53.0	56.2	91,157	56.2
			3,877,955	42.4	95.7	3,877,955	95.7	8,763,034	111.5	72.0	8,763,034	72.0	9,210,251	119.1	80.2	9,210,251	80.2	10,093,755	137.5	75.1	10,093,755	75.1	757,229	58.6	48.2	757,229
By Type	Camera with Interchangeable Lens	120,608	52.7	117.0	120,608	117.0	359,356	75.0	118.1	359,356	118.1	254,445	97.6	117.8	254,445	117.8	288,167	65.1	81.0	288,167	81.0	9,308	38.8	118.9	9,308	118.9
		4,873,570	54.7	125.9	4,873,570	125.9	11,322,171	86.2	135.7	11,322,171	135.7	8,976,246	112.3	130.9	8,976,246	130.9	13,773,732	71.4	102.5	13,773,732	102.5	409,821	40.4	163.8	409,821	163.8
By Type	Single Lens Reflex	80,045	70.9	134.0	80,045	134.0	313,112	72.4	121.7	313,112	121.7	235,326	102.9	125.0	235,326	125.0	209,010	64.1	72.6	209,010	72.6	6,904	42.0	125.1	6,904	125.1
		3,456,936	68.6	151.4	3,456,936	151.4	9,756,526	86.5	137.5	9,756,526	137.5	8,362,199	121.4	138.8	8,362,199	138.8	10,737,126	72.0	93.2	10,737,126	93.2	319,719	47.2	173.5	319,719	173.5
By Type	Non-Reflex 5)*	40,563	35.0	93.6	40,563	93.6	46,244	98.3	98.2	46,244	98.2	19,119	59.6	69.1	19,119	69.1	79,157	67.9	116.8	79,157	116.8	2,404	31.7	104.2	2,404	104.2
		1,416,634	36.6	89.2	1,416,634	89.2	1,565,645	84.2	125.4	1,565,645	125.4	614,047	55.6	74.0	614,047	74.0	3,036,606	69.3	158.0	3,036,606	158.0	90,102	26.8	136.6	90,102	136.6

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

2) Comparison over the previous month.

3) Comparison over the same month a year ago.

4) Comparison over the same period a year ago.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.