

Production, Shipment of Digital Still Camera
March, January-March 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)				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	5,251,830	121.3	48.1	14,394,132	56.0	5,124,859	120.2	47.2	14,103,990	56.6	760,880	101.4	75.6	2,014,240	87.2	4,363,979	124.3	44.3	12,089,750	53.5
	60,836,952	113.6	51.0	171,174,762	61.0	89,837,077	127.8	56.3	232,203,865	66.6	15,329,359	115.3	81.8	37,376,242	93.7	74,507,718	130.7	52.9	194,827,623	63.1

By Type	Camera with Built-in Lens	4,137,541	122.1	45.1	11,258,079	52.4	3,908,573	118.2	42.9	10,899,693	52.4	557,037	94.2	64.2	1,531,017	78.2	3,351,536	123.5	40.6	9,368,676	49.7
		30,475,006	110.2	43.2	85,836,713	51.0	41,487,632	124.5	47.8	107,508,908	55.2	7,374,702	100.8	68.9	18,568,340	79.3	34,112,930	131.2	44.8	88,940,568	51.9
By Type	Camera with Interchangeable Lens	1,114,289	118.5	63.9	3,136,053	73.9	1,216,286	127.2	69.7	3,204,297	77.6	203,843	128.4	147.6	483,223	137.5	1,012,443	127.0	63.0	2,721,074	72.1
		30,361,946	117.2	62.2	85,338,049	75.9	48,349,445	130.7	66.4	124,694,957	81.1	7,954,657	133.0	99.0	18,807,902	114.4	40,394,788	130.3	62.3	105,887,055	77.1
By Type	Single Lens Reflex	914,650	119.0	63.8	2,530,874	73.5	962,886	121.3	66.8	2,600,765	76.8	131,684	143.3	162.5	303,621	143.2	831,202	118.5	61.1	2,297,144	72.4
		25,944,267	118.3	63.1	71,504,235	76.7	40,516,916	128.8	64.9	104,598,909	80.9	5,783,464	151.3	98.1	13,061,904	116.9	34,733,452	125.7	61.5	91,537,005	77.5
By Type	Non-Reflex 5)*	199,639	116.3	64.1	605,179	75.8	253,400	155.8	83.6	603,532	81.5	72,159	107.9	126.4	179,602	128.9	181,241	189.3	73.6	423,930	70.5
		4,417,679	111.0	57.7	13,833,814	71.6	7,832,529	141.4	75.0	20,096,048	82.1	2,171,193	100.6	101.6	5,745,998	109.1	5,661,336	167.4	68.1	14,350,050	74.6

(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				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	760,880	101.4	75.6	2,014,240	87.2	1,359,049	120.2	41.3	3,927,536	50.5	1,651,855	115.2	49.7	4,389,614	61.7	1,207,182	145.0	42.7	3,411,811	50.0	145,893	127.5	35.3	360,789	40.1
	15,329,359	115.3	81.8	37,376,242	93.7	23,618,769	126.0	57.4	62,443,452	66.2	22,793,899	112.6	51.0	61,220,935	66.8	26,636,762	157.7	52.7	67,398,085	59.6	1,458,288	127.9	32.0	3,765,151	39.5

By Type	Camera with Built-in Lens	557,037	94.2	64.2	1,531,017	78.2	974,702	120.8	35.1	2,859,308	43.9	1,408,860	118.4	49.5	3,647,959	60.0	831,926	136.0	37.2	2,527,865	46.7	136,048	127.9	35.1	333,544	39.6
		7,374,702	100.8	68.9	18,568,340	79.3	9,746,893	123.6	42.9	26,397,352	49.4	14,537,902	124.8	54.6	35,400,299	63.5	8,710,213	155.3	37.4	24,412,355	44.5	1,117,922	130.7	32.3	2,730,562	37.0
By Type	Camera with Interchangeable Lens	203,843	128.4	147.6	483,223	137.5	384,347	118.4	74.6	1,068,228	83.9	242,995	99.5	51.1	741,655	71.6	375,256	170.2	63.5	883,946	62.7	9,845	121.7	38.8	27,245	47.7
		7,954,657	133.0	99.0	18,807,902	114.4	13,871,876	127.8	75.4	36,046,100	88.1	8,255,997	96.1	45.7	25,820,636	71.8	17,926,549	158.8	65.8	42,985,730	73.7	340,366	119.7	31.1	1,034,589	48.0
By Type	Single Lens Reflex	131,684	143.3	162.5	303,621	143.2	349,506	116.0	73.8	964,025	85.5	201,655	97.7	50.3	643,411	72.7	274,612	147.0	59.0	670,486	60.0	5,429	78.8	26.3	19,222	42.6
		5,783,464	151.3	98.1	13,061,904	116.9	12,682,718	127.7	74.8	32,368,188	89.2	6,918,389	93.6	44.4	22,675,923	73.0	14,931,567	148.3	64.7	35,734,757	72.9	200,778	84.5	23.0	758,137	44.0
By Type	Non-Reflex 5)*	72,159	107.9	126.4	179,602	128.9	34,841	150.7	83.3	104,203	71.3	41,340	109.4	55.5	98,244	64.9	100,644	299.0	80.4	213,460	73.1	4,416	367.1	93.8	8,023	67.2
		2,171,193	100.6	101.6	5,745,998	109.1	1,189,158	128.8	81.9	3,677,912	79.4	1,337,608	112.1	54.2	3,144,713	64.3	2,994,982	245.6	71.9	7,250,973	78.2	139,588	298.5	62.9	276,452	63.7

(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.