

Production, Shipment of Digital Still Camera  
August, January-August 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)					
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	5,457,985	108.0	62.2	40,071,297	56.9	5,700,342	108.4	65.3	40,703,303	59.6	677,957	106.0	94.8	5,016,260	86.6	5,022,385	108.7	62.7	35,687,043	57.1	
	83,026,542	107.0	78.6	538,441,469	66.8	104,380,854	105.2	81.0	724,202,512	72.0	13,280,443	98.7	102.4	98,494,918	95.0	91,100,411	106.2	78.6	625,707,594	69.3	
By Type	Camera with Built-in Lens	3,858,471	107.9	56.7	29,798,657	52.3	4,174,499	111.3	60.2	30,082,453	54.3	486,976	111.2	84.5	3,622,311	76.6	3,687,523	111.3	58.0	26,460,142	52.3
		35,670,166	100.9	70.3	256,668,367	58.8	43,051,046	102.6	71.9	311,462,108	61.6	5,802,193	101.6	79.8	43,994,435	77.2	37,248,853	102.8	70.8	267,467,673	59.6
	Camera with Interchangeable Lens	1,599,514	108.2	81.1	10,272,640	76.3	1,525,843	101.1	85.4	10,620,850	81.8	190,981	94.7	137.3	1,393,949	131.0	1,334,862	102.1	81.1	9,226,901	77.4
		47,356,376	112.1	86.3	281,773,102	76.2	61,329,808	107.0	88.8	412,740,404	82.5	7,478,250	96.5	131.4	54,500,483	116.8	53,851,558	108.7	85.0	358,239,921	79.0
	Single Lens Reflex	1,293,715	101.6	80.7	8,552,367	77.4	1,277,009	100.4	85.4	8,811,952	81.9	124,264	101.3	142.0	894,868	136.3	1,152,745	100.3	81.9	7,917,084	78.3
		40,035,735	107.8	85.0	240,973,506	77.1	52,730,940	106.5	86.6	352,952,436	81.8	5,316,931	100.1	129.3	38,212,208	117.3	47,414,009	107.3	83.5	314,740,228	78.9
Non-Reflex 5)*	305,799	148.9	82.9	1,720,273	70.9	248,834	104.8	85.7	1,808,898	81.1	66,717	84.5	129.5	499,081	122.4	182,117	114.9	76.3	1,309,817	71.9	
	7,320,641	142.7	94.1	40,799,596	71.4	8,598,868	110.3	105.6	59,787,968	87.1	2,161,319	88.7	136.8	16,288,275	115.6	6,437,549	120.2	98.1	43,499,693	79.7	

(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					
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	
Digital Still Camera Total	677,957	106.0	94.8	5,016,260	86.6	1,836,750	96.6	72.2	13,051,189	57.8	1,702,898	123.5	57.0	11,695,990	59.4	1,335,801	111.0	59.5	9,783,653	55.3	146,936	107.6	62.6	1,156,211	44.9	
	13,280,443	98.7	102.4	98,494,918	95.0	32,021,389	101.0	93.6	213,981,230	73.0	24,845,580	108.7	67.1	180,038,742	69.0	31,989,862	109.5	75.9	217,743,626	67.8	2,243,580	111.0	87.5	13,943,996	51.8	
By Type	Camera with Built-in Lens	486,976	111.2	84.5	3,622,311	76.6	1,310,158	93.1	69.0	9,534,383	52.8	1,356,266	131.8	52.3	9,317,356	55.8	899,415	118.1	54.1	6,587,590	48.9	121,684	106.1	59.5	1,020,813	42.6
		5,802,193	101.6	79.8	43,994,435	77.2	13,319,925	91.8	95.1	95,066,361	64.8	11,899,159	110.3	56.5	92,462,517	62.9	10,726,597	109.5	67.5	70,671,393	52.2	1,303,172	112.2	78.8	9,267,402	46.7
	Camera with Interchangeable Lens	190,981	94.7	137.3	1,393,949	131.0	526,592	106.7	81.7	3,516,806	78.0	346,632	98.9	88.6	2,378,634	79.2	436,386	98.7	75.1	3,196,063	75.5	25,252	115.4	83.8	135,398	75.1
		7,478,250	96.5	131.4	54,500,483	116.8	18,701,464	108.8	92.5	118,914,869	81.2	12,946,421	107.2	81.1	87,576,225	76.8	21,263,265	109.4	81.0	147,072,233	79.1	940,408	109.3	103.2	4,676,594	66.3
	Single Lens Reflex	124,264	101.3	142.0	894,868	136.3	477,205	105.7	83.1	3,185,099	79.5	310,154	92.4	87.4	2,160,099	83.2	346,819	100.5	76.3	2,464,596	73.2	18,567	108.1	74.9	107,290	77.5
		5,316,931	100.1	129.3	38,212,208	117.3	17,076,071	109.1	92.7	107,583,067	81.6	11,676,913	101.7	78.6	80,219,630	79.1	17,953,074	109.6	78.7	123,266,249	77.0	707,951	102.9	102.8	3,671,282	67.0
Non-Reflex 5)*	66,717	84.5	129.5	499,081	122.4	49,387	117.2	70.1	331,707	65.5	36,478	250.0	100.2	218,535	53.6	89,567	92.2	70.8	731,467	84.5	6,685	142.4	125.3	28,108	67.2	
	2,161,319	88.7	136.8	16,288,275	115.6	1,625,393	105.8	89.5	11,331,802	77.7	1,269,508	214.8	115.4	7,356,595	58.3	3,310,191	108.2	96.7	23,805,984	92.3	232,457	134.9	104.5	1,005,312	63.8	

(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.