

Production, Shipment of Digital Still Camera
October, January-October 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)				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	6,296,629	112.7	65.4	51,953,625	59.4	6,426,480	109.5	68.8	52,996,208	62.2	588,177	77.4	87.2	6,364,630	87.3	5,838,303	114.3	67.4	46,631,578	59.8
	98,618,238	111.5	88.0	725,521,037	71.5	119,456,922	106.7	87.8	955,623,370	75.4	12,730,215	79.1	98.9	127,315,324	96.7	106,726,707	111.3	86.6	828,308,046	73.0

By Type	Camera with Built-in Lens	4,449,473	113.4	59.1	38,171,995	54.4	4,551,060	107.3	62.8	38,874,347	56.8	408,716	75.7	80.0	4,571,206	77.5	4,142,344	111.9	61.5	34,303,141	54.8
		44,240,513	110.8	75.3	340,825,441	62.8	49,241,352	103.6	76.6	408,213,703	65.1	5,086,689	69.8	84.5	56,369,507	78.9	44,154,663	109.8	75.8	351,844,196	63.3
By Type	Camera with Interchangeable Lens	1,847,156	111.2	88.1	13,781,630	79.5	1,875,420	115.4	89.8	14,121,861	84.1	179,461	81.6	109.6	1,793,424	128.5	1,695,959	120.7	88.1	12,328,437	80.0
		54,377,725	112.0	102.1	384,695,596	81.3	70,215,570	108.9	97.7	547,409,667	85.6	7,643,526	86.8	111.5	70,945,817	117.7	62,572,044	112.4	96.3	476,463,850	82.3
By Type	Single Lens Reflex	1,480,145	114.5	101.0	11,324,969	80.8	1,497,564	117.9	96.9	11,579,973	84.2	119,160	96.7	165.9	1,137,288	139.8	1,378,404	120.2	93.5	10,442,685	80.7
		44,920,994	113.5	115.2	325,474,551	82.3	56,576,548	108.9	102.6	461,503,819	84.5	5,102,947	95.9	139.4	48,636,171	120.4	51,473,601	110.3	99.9	412,867,648	81.6
By Type	Non-Reflex 5)*	367,011	99.4	58.1	2,456,661	74.1	377,856	106.4	69.6	2,541,888	83.5	60,301	62.3	65.6	656,136	112.8	317,555	122.9	70.4	1,885,752	76.6
		9,456,731	105.5	66.4	59,221,045	76.3	13,639,022	109.3	81.8	85,905,848	92.2	2,540,579	73.0	79.6	22,309,646	112.1	11,098,443	123.3	82.4	63,596,202	86.8

(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				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	588,177	77.4	87.2	6,364,630	87.3	2,221,737	126.8	71.9	17,025,237	60.6	2,200,690	117.6	63.3	15,767,655	61.7	1,247,129	94.2	71.5	12,354,628	58.4	168,747	106.1	48.5	1,484,058	46.9
	12,730,215	79.1	98.9	127,315,324	96.7	36,340,465	115.3	91.6	281,836,437	76.1	35,821,719	125.2	79.5	244,473,628	72.3	31,984,983	96.2	92.6	282,980,100	72.0	2,579,540	103.4	64.7	19,017,881	57.1

By Type	Camera with Built-in Lens	408,716	75.7	80.0	4,571,206	77.5	1,645,749	131.7	67.7	12,430,069	55.9	1,645,961	112.6	58.9	12,424,998	57.8	719,211	83.9	59.4	8,164,463	51.4	131,423	100.0	43.4	1,283,611	44.1
		5,086,689	69.8	84.5	56,369,507	78.9	16,625,368	123.2	82.6	125,184,733	68.6	17,099,577	120.3	70.4	123,773,176	65.2	9,064,260	82.0	79.8	90,786,183	56.9	1,365,458	93.1	55.1	12,100,104	50.4
By Type	Camera with Interchangeable Lens	179,461	81.6	109.6	1,793,424	128.5	575,988	114.7	87.2	4,595,168	78.8	554,729	135.5	80.9	3,342,657	82.5	527,918	113.2	98.9	4,190,165	79.5	37,324	134.6	82.5	200,447	80.3
		7,643,526	86.8	111.5	70,945,817	117.7	19,715,097	109.4	100.8	156,651,704	83.4	18,722,142	130.0	90.2	120,700,452	81.2	22,920,723	103.2	99.0	192,193,917	82.3	1,214,082	118.2	80.4	6,917,777	74.3
By Type	Single Lens Reflex	119,160	96.7	165.9	1,137,288	139.8	463,022	107.3	89.6	4,079,545	79.8	508,828	142.6	95.1	3,025,709	87.6	377,921	110.5	95.5	3,184,451	76.0	28,633	167.9	107.4	152,980	82.9
		5,102,947	95.9	139.4	48,636,171	120.4	16,080,949	103.3	106.0	139,227,005	83.4	17,100,883	133.4	102.6	110,140,683	84.2	17,386,024	98.7	92.2	158,258,607	78.6	905,745	136.3	110.9	5,241,353	76.8
By Type	Non-Reflex 5)*	60,301	62.3	65.6	656,136	112.8	112,966	159.2	78.5	515,623	71.9	45,901	87.4	30.5	316,948	53.1	149,997	120.7	108.8	1,005,714	92.9	8,691	81.5	46.8	47,467	72.8
		2,540,579	73.0	79.6	22,309,646	112.1	3,634,148	147.8	82.8	17,424,699	83.8	1,621,259	102.5	39.7	10,559,769	59.4	5,534,699	120.5	128.4	33,935,310	105.5	308,337	85.0	44.5	1,676,424	67.4

(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.