

Production, Shipment of Digital Still Camera
November, January-November 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)				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	5,865,008	93.1	71.4	57,818,633	60.4	5,957,073	92.7	74.3	58,953,281	63.2	604,780	102.8	77.4	6,969,410	86.3	5,352,293	91.7	73.9	51,983,871	61.0
	97,546,472	98.9	95.7	823,067,509	73.7	123,022,773	103.0	104.4	1,078,646,143	77.9	15,450,722	121.4	107.8	142,766,046	97.8	107,572,051	100.8	104.0	935,880,097	75.6

By Type	Camera with Built-in Lens	4,102,943	92.2	67.0	42,274,938	55.4	4,234,040	93.0	69.4	43,108,387	57.8	367,902	90.0	64.2	4,939,108	76.3	3,866,138	93.3	70.0	38,169,279	56.1
			42,509,400	96.1	87.1	383,334,841	64.9	49,658,702	100.8	91.3	457,872,405	67.2	4,853,497	95.4	74.2	61,223,004	78.5	44,805,205	101.5	93.6	396,649,401
Camera with Interchangeable Lens	1,762,065	95.4	84.2	15,543,695	80.0	1,723,033	91.9	89.6	15,844,894	84.6	236,878	132.0	113.9	2,030,302	126.6	1,486,155	87.6	86.7	13,814,592	80.7	
		55,037,072	101.2	103.5	439,732,668	83.6	73,364,071	104.5	115.7	620,773,738	88.3	10,597,225	138.6	136.0	81,543,042	119.8	62,766,846	100.3	112.9	539,230,696	85.0
Single Lens Reflex	1,310,493	88.5	87.1	12,635,462	81.4	1,276,096	85.2	96.0	12,856,069	85.2	144,531	121.3	158.8	1,281,819	141.7	1,131,565	82.1	91.4	11,574,250	81.6	
		40,297,840	89.7	102.2	365,772,391	84.1	51,628,737	91.3	120.5	513,132,556	87.1	6,341,769	124.3	172.6	54,977,940	124.8	45,286,968	88.0	115.6	458,154,616	84.1
Non-Reflex 5)*	451,572	123.0	76.7	2,908,233	74.5	446,937	118.3	75.2	2,988,825	82.2	92,347	153.1	78.9	748,483	107.2	354,590	111.7	74.3	2,240,342	76.2	
		14,739,232	155.9	107.4	73,960,277	81.0	21,735,334	159.4	105.8	107,641,182	94.7	4,255,456	167.5	103.4	26,565,102	110.6	17,479,878	157.5	106.4	81,076,080	90.4

(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				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	604,780	102.8	77.4	6,969,410	86.3	2,315,681	104.2	77.8	19,340,918	62.3	1,780,019	80.9	74.4	17,547,674	62.8	1,045,508	83.8	70.2	13,400,136	59.2	211,085	125.1	55.7	1,695,143	47.9
	15,450,722	121.4	107.8	142,766,046	97.8	40,189,316	110.6	102.8	322,025,753	78.7	30,834,570	86.1	99.2	275,308,198	74.5	32,925,751	102.9	115.3	315,905,851	74.9	3,622,414	140.4	76.8	22,640,295	59.5

By Type	Camera with Built-in Lens	367,902	90.0	64.2	4,939,108	76.3	1,782,962	108.3	77.8	14,213,031	57.9	1,361,197	82.7	71.6	13,786,195	58.9	557,336	77.5	55.7	8,721,799	51.6	164,643	125.3	50.0	1,448,254	44.7
			4,853,497	95.4	74.2	61,223,004	78.5	20,005,799	120.3	108.6	145,190,532	72.3	15,390,343	90.0	92.5	139,163,519	67.4	7,602,852	83.9	77.2	98,389,035	58.1	1,806,211	132.3	61.3	13,906,315
Camera with Interchangeable Lens	236,878	132.0	113.9	2,030,302	126.6	532,719	92.5	77.8	5,127,887	78.7	418,822	75.5	85.4	3,761,479	82.8	488,172	92.5	99.8	4,678,337	81.2	46,442	124.4	92.5	246,889	82.3	
		10,597,225	138.6	136.0	81,543,042	119.8	20,183,517	102.4	97.6	176,835,221	84.8	15,444,227	82.5	106.8	136,144,679	83.5	25,322,899	110.5	135.4	217,516,816	86.3	1,816,203	149.6	102.4	8,733,980	78.8
Single Lens Reflex	144,531	121.3	158.8	1,281,819	141.7	416,642	90.0	76.3	4,496,187	79.4	357,816	70.3	95.1	3,383,525	88.3	326,182	86.3	112.3	3,510,633	78.4	30,925	108.0	122.3	183,905	87.7	
		6,341,769	124.3	172.6	54,977,940	124.8	15,207,106	94.6	96.7	154,434,111	84.5	12,442,674	72.8	113.4	122,583,357	86.5	16,576,702	95.3	141.5	174,835,309	82.1	1,060,486	117.1	137.1	6,301,839	83.0
Non-Reflex 5)*	92,347	153.1	78.9	748,483	107.2	116,077	102.8	83.4	631,700	73.8	61,006	132.9	53.5	377,954	53.2	161,990	108.0	81.4	1,167,704	91.1	15,517	178.5	62.3	62,984	69.9	
		4,255,456	167.5	103.4	26,565,102	110.6	4,976,411	136.9	100.5	22,401,110	87.0	3,001,553	185.1	85.9	13,561,322	63.7	8,746,197	158.0	125.3	42,681,507	109.0	755,717	245.1	75.6	2,432,141	69.7

(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.