

Production,Shipment of Digital Still Camera
March,January-March in 2014

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	3,158,250	108.9	60.1	9,008,281	62.6	3,339,487	113.8	65.2	9,219,493	65.4	559,660	87.7	73.6	1,711,033	84.9	2,779,827	121.0	63.7	7,508,460	62.1	
	53,694,454	110.3	88.3	151,316,511	88.4	78,720,374	121.7	87.6	205,600,020	88.5	13,826,469	91.3	90.2	41,587,861	111.3	64,893,905	131.0	87.1	164,012,159	84.2	
By Type	Camera with Built-in Lens	2,120,952	108.0	51.3	6,039,100	53.6	2,307,692	114.2	59.0	6,370,975	58.5	403,499	101.8	72.4	1,105,516	72.2	1,904,193	117.2	56.8	5,265,459	56.2
		22,700,221	109.1	74.5	62,053,203	72.3	29,118,952	118.2	70.2	76,887,191	71.5	5,359,521	105.1	72.7	14,276,771	76.9	23,759,431	121.6	69.6	62,610,420	70.4
	Camera with Interchangeable Lens	1,037,298	110.9	93.1	2,969,181	94.7	1,031,795	113.0	84.8	2,848,518	88.9	156,161	64.7	76.6	605,517	125.3	875,634	130.4	86.5	2,243,001	82.4
		30,994,233	111.2	102.1	89,263,308	104.6	49,601,422	123.9	102.6	128,712,829	103.2	8,466,948	84.3	106.4	27,311,090	145.2	41,134,474	137.2	101.8	101,401,739	95.8
	Single Lens Reflex	774,592	102.6	84.7	2,320,792	91.7	769,125	110.6	79.9	2,150,334	82.7	75,557	46.7	57.4	387,166	127.5	693,568	129.9	83.4	1,763,168	76.8
		24,481,060	105.5	94.4	72,334,883	101.2	38,755,404	123.1	95.7	99,788,291	95.4	4,997,226	70.7	86.4	18,544,058	142.0	33,758,178	138.2	97.2	81,244,233	88.8
Non-Reflex 5)*	262,706	145.9	131.6	648,389	107.1	262,670	120.8	103.7	698,184	115.7	80,604	101.4	111.7	218,351	121.6	182,066	131.9	100.5	479,833	113.2	
	6,513,173	139.9	147.4	16,928,425	122.4	10,846,018	127.0	138.5	28,924,538	143.9	3,469,722	116.8	159.8	8,767,032	152.6	7,376,296	132.4	130.3	20,157,506	140.5	

(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					
	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	559,660	87.7	73.6	1,711,033	84.9	1,054,727	134.5	77.6	2,728,686	69.5	779,956	100.4	47.2	2,234,459	50.9	841,934	128.4	69.7	2,272,002	66.6	103,210	129.1	70.7	273,313	75.8	
	13,826,469	91.3	90.2	41,587,861	111.3	20,362,993	136.9	86.2	52,205,207	83.6	14,546,624	103.4	63.8	41,793,884	68.3	27,987,826	143.8	105.1	65,711,802	97.5	1,996,462	177.6	136.9	4,301,266	114.2	
By Type	Camera with Built-in Lens	403,499	101.8	72.4	1,105,516	72.2	795,478	136.0	81.6	2,017,198	70.5	606,546	100.2	43.1	1,721,394	47.2	426,580	116.4	51.3	1,305,560	51.6	75,589	110.8	55.6	221,307	66.4
		5,359,521	105.1	72.7	14,276,771	76.9	9,610,902	132.4	98.6	23,815,456	90.2	7,157,708	102.4	49.2	19,920,596	56.3	6,090,368	132.0	69.9	16,592,519	68.0	900,453	133.1	80.5	2,281,849	83.6
	Camera with Interchangeable Lens	156,161	64.7	76.6	605,517	125.3	259,249	130.4	67.5	711,488	66.6	173,410	100.9	71.4	513,065	69.2	415,354	143.5	110.7	966,442	109.3	27,621	236.5	280.6	52,006	190.9
		8,466,948	84.3	106.4	27,311,090	145.2	10,752,091	141.1	77.5	28,389,751	78.8	7,388,916	104.5	89.5	21,873,288	84.7	21,897,458	147.4	122.2	49,119,283	114.3	1,096,009	245.0	322.0	2,019,417	195.2
	Single Lens Reflex	75,557	46.7	57.4	387,166	127.5	211,028	132.1	60.4	575,848	59.7	153,892	94.3	76.3	456,083	70.9	309,348	153.1	112.6	694,651	103.6	19,300	221.6	355.5	36,586	190.3
		4,997,226	70.7	86.4	18,544,058	142.0	8,601,190	142.3	67.8	22,444,529	69.3	6,667,910	100.0	96.4	19,251,609	84.9	17,731,480	155.6	118.8	38,180,414	106.8	757,598	243.7	377.3	1,367,681	180.4
Non-Reflex 5)*	80,604	101.4	111.7	218,351	121.6	48,221	123.3	138.4	135,640	130.2	19,518	226.0	47.2	56,982	58.0	106,006	121.4	105.3	271,791	127.3	8,321	280.4	188.4	15,420	192.2	
	3,469,722	116.8	159.8	8,767,032	152.6	2,150,901	136.5	180.9	5,945,222	161.6	721,006	180.3	53.9	2,621,679	83.4	4,165,978	120.4	139.1	10,938,869	150.9	338,411	247.9	242.4	651,736	235.8	

(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.