

Production, Shipment of Digital Still Camera
January, January-January in 2015

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,526,879	80.2	85.6	2,526,879	85.6	2,363,912	72.8	80.3	2,363,912	80.3	282,481	49.1	55.0	282,481	55.0	2,081,431	77.8	85.6	2,081,431	85.6
	46,832,528	84.2	95.7	46,832,528	95.7	60,520,231	78.7	97.3	60,520,231	97.3	7,646,828	54.9	60.6	7,646,828	60.6	52,873,403	83.9	106.6	52,873,403	106.6

By Type	Camera with Built-in Lens	1,665,101	75.3	85.2	1,665,101	85.2	1,537,280	67.0	75.3	1,537,280	75.3	179,033	46.0	58.6	179,033	58.6	1,358,247	71.3	78.2	1,358,247	78.2
		18,651,951	79.2	100.6	18,651,951	100.6	20,856,043	72.7	90.2	20,856,043	90.2	2,582,985	52.0	67.6	2,582,985	67.6	18,273,058	77.0	94.6	18,273,058	94.6
	Camera with Interchangeable Lens	861,778	91.8	86.5	861,778	86.5	826,632	86.6	91.5	826,632	91.5	103,448	55.7	49.7	103,448	49.7	723,184	94.0	104.0	723,184	104.0
		28,180,577	87.8	92.7	28,180,577	92.7	39,664,188	82.2	101.5	39,664,188	101.5	5,063,843	56.5	57.5	5,063,843	57.5	34,600,345	88.1	114.3	34,600,345	114.3
	Single Lens Reflex	674,420	92.4	85.2	674,420	85.2	641,502	90.8	93.6	641,502	93.6	70,793	64.0	47.3	70,793	47.3	570,709	95.8	106.5	570,709	106.5
		22,949,268	89.5	93.1	22,949,268	93.1	32,134,029	88.7	108.8	32,134,029	108.8	3,753,480	63.7	57.9	3,753,480	57.9	28,380,549	93.6	123.0	28,380,549	123.0
	Non-Reflex 5)*	187,358	89.8	91.1	187,358	91.1	185,130	74.5	84.9	185,130	84.9	32,655	43.5	56.0	32,655	56.0	152,475	88.0	95.4	152,475	95.4
		5,231,309	80.8	90.8	5,231,309	90.8	7,530,159	62.6	79.0	7,530,159	79.0	1,310,363	42.5	56.3	1,310,363	56.3	6,219,796	69.6	86.3	6,219,796	86.3

(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				
	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*	Jan.	2)*	3)*	Jan.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	282,481	49.1	55.0	282,481	55.0	723,096	67.7	81.2	723,096	81.2	521,430	86.4	77.0	521,430	77.0	768,687	83.2	99.3	768,687	99.3	68,218	86.6	75.6	68,218	75.6
	7,646,828	54.9	60.6	7,646,828	60.6	13,546,213	68.8	79.9	13,546,213	79.9	14,135,312	111.5	107.2	14,135,312	107.2	23,721,132	81.4	129.9	23,721,132	129.9	1,470,746	99.4	124.5	1,470,746	124.5

By Type	Camera with Built-in Lens	179,033	46.0	58.6	179,033	58.6	555,044	64.9	87.2	555,044	87.2	292,802	64.3	57.5	292,802	57.5	455,230	85.9	88.8	455,230	88.8	55,171	85.5	71.2	55,171	71.2
		2,582,985	52.0	67.6	2,582,985	67.6	7,148,099	70.7	102.9	7,148,099	102.9	3,586,291	69.9	62.1	3,586,291	62.1	6,941,901	88.9	117.9	6,941,901	117.9	596,767	86.2	84.7	596,767	84.7
	Camera with Interchangeable Lens	103,448	55.7	49.7	103,448	49.7	168,052	78.8	66.3	168,052	66.3	228,628	154.8	136.3	228,628	136.3	313,457	79.6	119.8	313,457	119.8	13,047	91.6	102.7	13,047	102.7
		5,063,843	56.5	57.5	5,063,843	57.5	6,398,114	66.7	63.9	6,398,114	63.9	10,549,021	139.8	142.3	10,549,021	142.3	16,779,231	78.6	135.6	16,779,231	135.6	873,979	111.0	183.6	873,979	183.6
	Single Lens Reflex	70,793	64.0	47.3	70,793	47.3	132,565	78.9	64.6	132,565	64.6	192,226	161.3	138.3	192,226	138.3	235,832	79.0	128.7	235,832	128.7	10,086	98.6	117.6	10,086	117.6
		3,753,480	63.7	57.9	3,753,480	57.9	5,061,587	68.3	64.9	5,061,587	64.9	9,071,167	154.2	153.4	9,071,167	153.4	13,554,594	82.3	149.7	13,554,594	149.7	693,201	121.2	231.7	693,201	231.7
	Non-Reflex 5)*	32,655	43.5	56.0	32,655	56.0	35,487	78.3	73.4	35,487	73.4	36,402	127.6	126.3	36,402	126.3	77,625	81.4	98.9	77,625	98.9	2,961	73.7	71.7	2,961	71.7
		1,310,363	42.5	56.3	1,310,363	56.3	1,336,527	61.2	60.2	1,336,527	60.2	1,477,854	88.9	98.5	1,477,854	98.5	3,224,637	66.1	97.3	3,224,637	97.3	180,778	83.9	102.2	180,778	102.2

(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.