

Production, Shipment of Digital Still Camera
March, January-March 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)				
	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	2,574,592	111.0	81.5	7,420,408	82.4	2,587,319	106.2	77.5	7,387,555	80.1	461,459	95.7	82.5	1,226,092	71.7	2,125,860	108.8	76.5	6,161,463	82.1
	49,653,370	110.0	92.5	141,643,445	93.6	64,945,817	103.3	82.5	188,342,520	91.6	12,401,687	107.1	89.7	31,630,780	76.1	52,544,130	102.4	81.0	156,711,740	95.5

By Type	Camera with Built-in Lens	1,663,418	111.8	78.4	4,815,935	79.7	1,679,074	105.8	72.8	4,804,053	75.4	290,314	85.0	71.9	810,816	73.3	1,388,760	111.4	72.9	3,993,237	75.8
		20,421,907	115.6	90.0	56,747,430	91.4	24,461,742	110.8	84.0	67,400,341	87.7	4,632,671	95.4	86.4	12,071,919	84.6	19,829,071	115.1	83.5	55,328,422	88.4
By Type	Camera with Interchangeable Lens	911,174	109.6	87.8	2,604,473	87.7	908,245	107.0	88.0	2,583,502	90.7	171,145	121.7	109.6	415,276	68.6	737,100	104.1	84.2	2,168,226	96.7
		29,231,463	106.4	94.3	84,896,015	95.1	40,484,075	99.2	81.6	120,942,179	94.0	7,769,016	115.5	91.8	19,558,861	71.6	32,715,059	96.0	79.5	101,383,318	100.0
By Type	Single Lens Reflex	689,297	103.1	89.0	2,032,462	87.6	676,354	101.2	87.9	1,985,942	92.4	104,062	114.9	137.7	265,404	68.6	572,292	99.1	82.5	1,720,538	97.6
		22,970,144	99.9	93.8	68,920,871	95.3	31,259,073	94.5	80.7	96,472,725	96.7	5,123,772	113.6	102.5	13,387,365	72.2	26,135,301	91.5	77.4	83,085,360	102.3
By Type	Non-Reflex 5)*	221,877	136.3	84.5	572,011	88.2	231,891	128.4	88.3	597,560	85.6	67,083	133.8	83.2	149,872	68.6	164,808	126.4	90.5	447,688	93.3
		6,261,319	139.7	96.1	15,975,144	94.4	9,225,002	119.6	85.1	24,469,454	84.6	2,645,244	119.4	76.2	6,171,496	70.4	6,579,758	119.7	89.2	18,297,958	90.8

(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				
	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	461,459	95.7	82.5	1,226,092	71.7	764,414	109.3	72.5	2,186,901	80.1	585,799	101.1	75.1	1,686,640	75.5	713,096	115.4	84.7	2,099,653	92.4	62,551	108.8	60.6	188,269	68.9
	12,401,687	107.1	89.7	31,630,780	76.1	14,524,879	103.3	71.3	42,129,618	80.7	12,451,260	91.7	85.6	40,168,071	96.1	24,211,121	107.2	86.5	70,524,129	107.3	1,356,870	127.7	68.0	3,889,922	90.4

By Type	Camera with Built-in Lens	290,314	85.0	71.9	810,816	73.3	528,438	113.2	66.4	1,550,300	76.9	445,330	103.2	73.4	1,169,595	67.9	366,635	122.0	85.9	1,122,345	86.0	48,357	101.9	64.0	150,997	68.2
		4,632,671	95.4	86.4	12,071,919	84.6	6,843,245	105.5	71.2	20,479,434	86.0	6,183,758	119.1	86.4	14,963,034	75.1	6,223,145	124.2	102.2	18,175,624	109.5	578,923	108.3	64.3	1,710,330	75.0
By Type	Camera with Interchangeable Lens	171,145	121.7	109.6	415,276	68.6	235,976	101.5	91.0	636,601	89.5	140,469	94.9	81.0	517,045	100.8	346,461	109.2	83.4	977,308	101.1	14,194	141.5	51.4	37,272	71.7
		7,769,016	115.5	91.8	19,558,861	71.6	7,681,634	101.5	71.4	21,650,184	76.3	6,267,502	74.7	84.8	25,205,037	115.2	17,987,976	102.3	82.1	52,348,505	106.6	777,947	147.4	71.0	2,179,592	107.9
By Type	Single Lens Reflex	104,062	114.9	137.7	265,404	68.6	187,844	92.7	89.0	523,096	90.8	118,622	90.6	77.1	441,839	96.9	260,213	109.1	84.1	734,530	105.7	5,613	104.4	29.1	21,073	57.6
		5,123,772	113.6	102.5	13,387,365	72.2	5,907,184	91.4	68.7	17,430,605	77.7	5,260,665	70.2	78.9	21,826,007	113.4	14,642,845	102.1	82.6	42,537,637	111.4	324,607	118.8	42.8	1,291,111	94.4
By Type	Non-Reflex 5)*	67,083	133.8	83.2	149,872	68.6	48,132	161.1	99.8	113,505	83.7	21,847	128.8	111.9	75,206	132.0	86,248	109.3	81.4	242,778	89.3	8,581	184.3	103.1	16,199	105.1
		2,645,244	119.4	76.2	6,171,496	70.4	1,774,450	160.1	82.5	4,219,579	71.0	1,006,837	112.6	139.6	3,379,030	128.9	3,345,131	103.2	80.3	9,810,868	89.7	453,340	178.2	134.0	888,481	136.3

(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.