

Production, Shipment of Digital Still Camera
July, January-July 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)				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	3,356,247	106.7	97.5	20,223,717	87.0	3,304,174	107.3	94.5	20,183,153	86.3	435,534	98.4	98.2	2,972,236	89.1	2,868,640	108.8	94.0	17,210,917	85.8
	67,055,427	102.7	116.2	394,121,981	101.7	88,244,337	103.7	112.2	517,185,922	100.7	10,792,659	90.8	97.6	75,606,344	94.3	77,451,678	105.9	114.5	441,579,578	101.9

By Type	Camera with Built-in Lens	2,009,062	106.7	86.0	12,722,356	81.7	2,005,088	107.7	83.2	12,734,149	80.0	299,262	101.9	95.6	1,978,337	87.2	1,705,826	108.8	81.3	10,755,812	78.8
			24,220,964	103.3	98.0	151,103,486	93.3	28,383,052	102.3	97.0	178,784,254	93.0	4,240,498	101.5	101.8	28,649,854	96.2	24,142,554	102.4	96.2	150,134,400
By Type	Camera with Interchangeable Lens	1,347,185	106.8	121.8	7,501,361	97.9	1,299,086	106.6	119.9	7,449,004	99.6	136,272	91.6	104.3	993,899	93.1	1,162,814	108.7	122.0	6,455,105	100.7
		42,834,463	102.4	129.8	243,018,495	107.8	59,861,285	104.4	121.1	338,401,668	105.3	6,552,161	84.9	95.0	46,956,490	93.1	53,309,124	107.5	125.4	291,445,178	107.5
By Type	Single Lens Reflex	1,010,450	110.7	120.9	5,710,069	95.5	967,519	108.7	119.6	5,629,887	98.5	77,634	88.3	110.4	607,407	94.4	889,885	110.9	120.5	5,022,480	99.1
		31,861,088	102.1	125.4	188,851,673	105.0	44,594,948	104.3	117.9	261,685,199	105.0	4,052,735	83.8	89.5	30,780,047	92.0	40,542,213	106.9	121.8	230,905,152	107.1
By Type	Non-Reflex 5)*	336,735	96.7	124.4	1,791,292	106.3	331,567	101.1	120.6	1,819,117	103.0	58,638	96.5	97.1	386,492	91.1	272,929	102.1	127.3	1,432,625	106.7
		10,973,375	103.3	144.6	54,166,822	118.7	15,266,337	105.0	131.6	76,716,469	106.0	2,499,426	86.8	105.6	16,176,443	95.3	12,766,911	109.4	138.3	60,540,026	109.3

(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				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	435,534	98.4	98.2	2,972,236	89.1	1,156,739	100.6	105.5	6,529,713	89.2	715,713	104.2	83.6	4,766,290	83.6	930,649	130.7	97.3	5,424,827	86.4	65,539	73.7	46.2	490,087	64.5
	10,792,659	90.8	97.6	75,606,344	94.3	21,705,551	92.1	109.1	125,411,915	91.1	18,713,793	100.5	107.6	117,656,358	107.2	35,329,425	123.6	126.4	187,182,514	107.6	1,702,909	71.0	71.5	11,328,791	92.5

By Type	Camera with Built-in Lens	299,262	101.9	95.6	1,978,337	87.2	809,101	98.1	94.7	4,674,834	88.7	452,589	102.4	72.7	3,161,768	74.8	394,152	161.1	77.6	2,554,415	72.4	49,984	88.1	44.0	364,795	58.2
			4,240,498	101.5	101.8	28,649,854	96.2	10,055,513	92.2	101.0	60,124,850	97.4	6,133,590	91.6	85.4	41,829,941	84.6	7,262,832	139.5	106.9	43,707,642	98.2	690,619	91.7	59.2	4,471,967
By Type	Camera with Interchangeable Lens	136,272	91.6	104.3	993,899	93.1	347,638	106.9	143.7	1,854,879	90.4	263,124	107.5	112.5	1,604,522	108.5	536,497	114.8	119.5	2,870,412	104.4	15,555	48.2	55.4	125,292	94.9
		6,552,161	84.9	95.0	46,956,490	93.1	11,650,038	92.0	117.3	65,287,065	86.0	12,580,203	105.6	123.2	75,826,417	125.7	28,066,593	120.1	132.6	143,474,872	110.8	1,012,290	61.5	83.3	6,856,824	126.8
By Type	Single Lens Reflex	77,634	88.3	110.4	607,407	94.4	281,811	116.2	153.6	1,482,593	88.1	222,230	110.1	118.8	1,353,808	108.2	377,837	113.1	108.5	2,103,023	102.8	8,007	33.9	40.6	83,056	94.1
		4,052,735	83.8	89.5	30,780,047	92.0	8,549,030	92.5	113.4	50,164,060	82.6	10,227,780	104.8	124.9	63,949,569	127.5	21,188,041	119.6	127.1	112,175,103	110.9	577,362	47.3	64.8	4,616,420	126.2
By Type	Non-Reflex 5)*	58,638	96.5	97.1	386,492	91.1	65,827	79.6	112.5	372,286	101.2	40,894	95.3	87.2	250,714	110.2	158,660	119.3	157.5	767,389	109.1	7,548	87.8	90.5	42,236	96.5
		2,499,426	86.8	105.6	16,176,443	95.3	3,101,008	90.8	129.5	15,123,005	99.7	2,352,423	108.9	116.6	11,876,848	116.8	6,878,552	121.5	153.1	31,299,769	110.7	434,928	102.1	134.4	2,240,404	128.0

(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.