

Production, Shipment of Digital Still Camera  
October, January-October 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)				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	3,637,204	115.9	81.8	29,996,212	85.1	3,750,106	116.8	82.5	30,145,210	84.0	327,015	84.5	75.9	4,070,320	85.0	3,423,091	121.3	83.2	26,074,890	83.9
	66,820,062	116.6	87.9	574,527,323	98.5	89,728,243	118.1	89.0	755,957,488	95.9	8,287,906	89.1	82.8	103,082,396	90.8	81,440,337	122.1	89.7	652,875,092	96.8

By Type	Camera with Built-in Lens	2,392,308	117.5	77.7	19,065,552	79.4	2,450,140	120.2	78.8	19,179,820	78.8	212,231	80.2	69.1	2,723,240	82.7	2,237,909	126.2	79.9	16,456,580	78.1
			28,033,319	119.3	83.1	223,966,267	89.3	32,979,711	123.7	85.6	264,227,710	90.2	3,257,421	83.8	83.3	39,679,389	91.7	29,722,290	130.5	85.9	224,548,321
Camera with Interchangeable Lens	1,244,896	112.8	91.2	10,930,660	97.2	1,299,966	110.9	90.4	10,965,390	95.2	114,784	93.8	92.6	1,347,080	90.2	1,185,182	112.8	90.2	9,618,310	95.9	
	38,786,743	114.8	91.7	350,561,056	105.4	56,748,532	115.0	91.1	491,729,778	99.3	5,030,485	92.8	82.5	63,403,007	90.3	51,718,047	117.7	92.0	428,326,771	100.8	
Single Lens Reflex	854,533	99.4	84.3	8,203,656	95.3	948,998	103.8	85.2	8,233,835	93.5	65,768	96.7	78.0	800,308	89.6	883,230	104.3	85.8	7,433,527	94.0	
	26,671,232	102.9	81.6	266,057,440	102.0	40,928,243	111.6	83.2	370,592,916	96.4	2,913,223	94.4	66.2	39,923,582	86.0	38,015,020	113.2	84.9	330,669,334	97.9	
Non-Reflex 5)*	390,363	160.0	110.9	2,727,004	103.6	350,968	135.9	108.3	2,731,555	100.6	49,016	90.2	123.3	546,772	91.1	301,952	148.1	106.2	2,184,783	103.3	
	12,115,511	154.2	126.4	84,503,616	118.1	15,820,289	125.0	120.7	121,136,862	109.2	2,117,262	90.8	124.6	23,479,425	98.6	13,703,027	132.7	120.1	97,657,437	112.1	

(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				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	327,015	84.5	75.9	4,070,320	85.0	1,400,395	124.2	93.0	10,119,662	91.7	1,182,953	124.5	72.3	7,828,574	81.5	709,335	106.3	81.7	7,365,497	78.7	130,408	167.6	124.4	761,157	70.8
	8,287,906	89.1	82.8	103,082,396	90.8	28,363,354	136.6	95.3	195,305,828	93.1	26,588,977	121.5	81.9	187,828,642	101.3	23,098,682	104.2	87.9	251,212,296	96.3	3,389,324	180.0	147.2	18,528,326	99.0

By Type	Camera with Built-in Lens	212,231	80.2	69.1	2,723,240	82.7	1,000,840	128.1	90.8	7,210,565	90.3	773,242	130.5	69.0	5,142,088	74.4	375,727	109.3	75.3	3,553,869	67.2	88,100	158.8	111.2	550,058	63.2
			3,257,421	83.8	83.3	39,679,389	91.7	13,609,877	150.8	102.3	92,159,529	98.8	9,211,600	124.4	75.1	65,610,155	84.2	5,804,081	103.6	72.6	59,945,969	87.5	1,096,732	147.9	103.8	6,832,668
Camera with Interchangeable Lens	114,784	93.8	92.6	1,347,080	90.2	399,555	115.2	98.9	2,909,097	95.1	409,711	114.5	79.6	2,686,486	99.6	333,608	103.1	90.3	3,811,628	93.7	42,308	189.6	165.1	211,099	103.1	
	5,030,485	92.8	82.5	63,403,007	90.3	14,753,477	125.7	89.6	103,146,299	88.6	17,377,377	120.0	86.0	122,218,487	113.7	17,294,601	104.4	94.6	191,266,327	99.4	2,292,592	200.9	184.0	11,695,658	133.1	
Single Lens Reflex	65,768	96.7	78.0	800,308	89.6	282,048	97.7	87.7	2,283,652	92.2	295,790	93.6	69.7	2,230,083	97.0	280,187	122.4	103.9	2,787,014	92.7	25,205	193.9	178.0	132,778	102.1	
	2,913,223	94.4	66.2	39,923,582	86.0	9,460,350	104.9	70.9	76,540,621	82.5	11,841,274	98.0	71.8	99,084,691	110.4	15,309,558	128.8	108.1	147,665,339	98.6	1,403,838	230.5	176.8	7,378,683	132.4	
Non-Reflex 5)*	49,016	90.2	123.3	546,772	91.1	117,507	202.5	142.6	625,445	107.7	113,921	272.5	125.7	456,403	114.9	53,421	56.4	53.5	1,024,614	96.5	17,103	183.7	149.3	78,321	104.8	
	2,117,262	90.8	124.6	23,479,425	98.6	5,293,127	194.5	168.9	26,605,678	112.3	5,536,103	231.5	149.3	23,133,796	130.7	1,985,043	42.4	48.3	43,600,988	102.5	888,754	167.0	196.7	4,316,975	134.4	

(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.