

Production, Shipment of Digital Still Camera  
November, January-November 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)				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	3,185,653	87.6	73.2	33,181,865	83.8	3,148,484	84.0	73.0	33,293,694	82.9	363,886	111.3	86.4	4,434,206	85.1	2,784,598	81.3	71.5	28,859,488	82.5
	61,717,313	92.4	83.2	636,244,636	96.8	76,194,335	84.9	76.7	832,151,823	93.8	8,540,771	103.1	78.2	111,623,167	89.7	67,653,564	83.1	76.5	720,528,656	94.4

By Type	Camera with Built-in Lens	1,920,712	80.3	63.0	20,986,264	77.5	1,902,675	77.7	64.5	21,082,495	77.2	234,316	110.4	79.7	2,957,556	82.4	1,668,359	74.5	62.8	18,124,939	76.4
			23,366,515	83.4	68.6	247,332,782	86.8	25,985,109	78.8	69.3	290,212,819	87.8	3,126,432	96.0	78.1	42,805,821	90.5	22,858,677	76.9	68.2	247,406,998
Camera with Interchangeable Lens	1,264,941	101.6	96.9	12,195,601	97.2	1,245,809	95.8	91.4	12,211,199	94.8	129,570	112.9	101.9	1,476,650	91.1	1,116,239	94.2	90.3	10,734,549	95.3	
	38,350,798	98.9	95.6	388,911,854	104.4	50,209,226	88.5	81.3	541,939,004	97.3	5,414,339	107.6	78.3	68,817,346	89.2	44,794,887	86.6	81.6	473,121,658	98.6	
Single Lens Reflex	918,415	107.5	93.8	9,122,071	95.1	856,303	90.2	82.5	9,090,138	92.3	82,034	124.7	105.4	882,342	90.8	774,269	87.7	80.7	8,207,796	92.5	
	27,949,375	104.8	90.6	294,006,815	100.8	32,262,116	78.8	67.7	402,855,032	93.3	3,439,026	118.0	72.9	43,362,608	84.8	28,823,090	75.8	67.2	359,492,424	94.4	
Non-Reflex 5)*	346,526	88.8	106.3	3,073,530	103.9	389,506	111.0	119.5	3,121,061	102.6	47,536	97.0	96.4	594,308	91.5	341,970	113.3	123.6	2,526,753	105.7	
	10,401,423	85.9	112.3	94,905,039	117.4	17,947,110	113.4	126.8	139,083,972	111.2	1,975,313	93.3	90.1	25,454,738	97.9	15,971,797	116.6	133.6	113,629,234	114.7	

(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				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	363,886	111.3	86.4	4,434,206	85.1	1,238,366	88.4	78.4	11,358,028	90.0	772,923	65.3	62.3	8,601,497	79.3	682,493	96.2	73.3	8,047,990	78.2	90,816	69.6	64.4	851,973	70.0
	8,540,771	103.1	78.2	111,623,167	89.7	23,526,630	82.9	77.1	218,832,458	91.1	18,938,980	71.2	77.9	206,767,622	98.6	22,949,735	99.4	75.2	274,162,031	94.1	2,238,219	66.0	74.1	20,766,545	95.5

By Type	Camera with Built-in Lens	234,316	110.4	79.7	2,957,556	82.4	828,499	82.8	73.5	8,039,064	88.2	487,697	63.1	54.3	5,629,785	72.1	289,862	77.1	55.0	3,843,731	66.1	62,301	70.7	60.8	612,359	62.9
			3,126,432	96.0	78.1	42,805,821	90.5	10,226,440	75.1	72.3	102,385,969	95.3	6,502,637	70.6	63.9	72,112,792	81.9	5,245,197	90.4	66.0	65,191,166	85.2	884,403	80.6	72.1	7,717,071
Camera with Interchangeable Lens	129,570	112.9	101.9	1,476,650	91.1	409,867	102.6	90.6	3,318,964	94.5	285,226	69.6	83.6	2,971,712	97.8	392,631	117.7	97.0	4,204,259	94.0	28,515	67.4	73.9	239,614	98.5	
	5,414,339	107.6	78.3	68,817,346	89.2	13,300,190	90.1	81.3	116,446,489	87.7	12,436,343	71.6	88.0	134,654,830	110.7	17,704,538	102.4	78.4	208,970,865	97.2	1,353,816	59.1	75.6	13,049,474	123.4	
Single Lens Reflex	82,034	124.7	105.4	882,342	90.8	326,620	115.8	92.3	2,610,272	92.2	226,720	76.6	79.6	2,456,803	95.1	207,068	73.9	68.3	2,994,082	90.5	13,861	55.0	76.4	146,639	99.0	
	3,439,026	118.0	72.9	43,362,608	84.8	9,901,840	104.7	78.8	86,442,461	82.1	9,381,930	79.2	81.7	108,466,621	107.1	8,931,642	58.3	49.8	156,596,981	93.3	607,678	43.3	65.8	7,986,361	123.0	
Non-Reflex 5)*	47,536	97.0	96.4	594,308	91.5	83,247	70.8	84.6	708,692	104.4	58,506	51.4	103.9	514,909	113.6	185,563	347.4	182.7	1,210,177	104.0	14,654	85.7	71.7	92,975	97.7	
	1,975,313	93.3	90.1	25,454,738	97.9	3,398,350	64.2	89.7	30,004,028	109.2	3,054,413	55.2	114.7	26,188,209	128.6	8,772,896	441.9	189.2	52,373,884	111.0	746,138	84.0	85.9	5,063,113	124.0	

(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.