

Production, Shipment of Digital Still Camera
January, January-January in 2016

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	1,968,376	96.8	77.9	1,968,376	77.9	1,900,087	90.4	80.4	1,900,087	80.4	234,314	50.6	82.9	234,314	82.9	1,665,773	101.6	80.0	1,665,773	80.0
	38,138,377	91.7	81.4	38,138,377	81.4	49,225,757	92.4	81.3	49,225,757	81.3	5,422,050	54.0	70.9	5,422,050	70.9	43,803,707	101.3	82.8	43,803,707	82.8

By Type	Camera with Built-in Lens	1,196,011	102.2	71.8	1,196,011	71.8	1,108,671	88.1	72.1	1,108,671	72.1	155,623	49.9	86.9	155,623	86.9	953,048	100.6	70.2	953,048	70.2
		14,240,760	106.8	76.3	14,240,760	76.3	15,203,236	89.8	72.9	15,203,236	72.9	2,059,019	50.6	79.7	2,059,019	79.7	13,144,217	102.2	71.9	13,144,217	71.9
	Camera with Interchangeable Lens	772,365	89.5	89.6	772,365	89.6	791,416	93.9	95.7	791,416	95.7	78,691	52.1	76.1	78,691	76.1	712,725	103.0	98.6	712,725	98.6
		23,897,617	84.6	84.8	23,897,617	84.8	34,022,521	93.6	85.8	34,022,521	85.8	3,363,031	56.4	66.4	3,363,031	66.4	30,659,490	100.9	88.6	30,659,490	88.6
	Single Lens Reflex	543,519	79.5	80.6	543,519	80.6	565,488	91.4	88.2	565,488	88.2	52,998	55.2	74.9	52,998	74.9	512,490	98.0	89.8	512,490	89.8
		16,722,131	74.4	72.9	16,722,131	72.9	22,818,819	87.2	71.0	22,818,819	71.0	2,242,438	60.3	59.7	2,242,438	59.7	20,576,381	91.6	72.5	20,576,381	72.5
	Non-Reflex 5)*	228,846	127.5	122.1	228,846	122.1	225,928	100.9	122.0	225,928	122.0	25,693	46.7	78.7	25,693	78.7	200,235	118.6	131.3	200,235	131.3
		7,175,486	124.0	137.2	7,175,486	137.2	11,203,702	110.0	148.8	11,203,702	148.8	1,120,593	49.9	85.5	1,120,593	85.5	10,083,109	127.1	162.1	10,083,109	162.1

(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				
	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	234,314	50.6	82.9	234,314	82.9	621,609	91.0	86.0	621,609	86.0	359,324	99.1	68.9	359,324	68.9	643,336	116.5	83.7	643,336	83.7	41,504	101.2	60.8	41,504	60.8
	5,422,050	54.0	70.9	5,422,050	70.9	11,831,574	92.3	87.3	11,831,574	87.3	8,241,876	84.5	58.3	8,241,876	58.3	23,025,259	119.0	97.1	23,025,259	97.1	704,998	52.6	47.9	704,998	47.9

By Type	Camera with Built-in Lens	155,623	49.9	86.9	155,623	86.9	411,239	81.6	74.1	411,239	74.1	225,199	116.5	76.9	225,199	76.9	280,146	125.1	61.5	280,146	61.5	36,464	141.1	66.1	36,464	66.1
		2,059,019	50.6	79.7	2,059,019	79.7	5,162,006	82.0	72.2	5,162,006	72.2	2,619,804	116.6	73.1	2,619,804	73.1	5,030,141	127.8	72.5	5,030,141	72.5	332,266	85.3	55.7	332,266	55.7
	Camera with Interchangeable Lens	78,691	52.1	76.1	78,691	76.1	210,370	117.4	125.2	210,370	125.2	134,125	79.3	58.7	134,125	58.7	363,190	110.6	115.9	363,190	115.9	5,040	33.2	38.6	5,040	38.6
		3,363,031	56.4	66.4	3,363,031	66.4	6,669,568	102.2	104.2	6,669,568	104.2	5,622,072	74.9	53.3	5,622,072	53.3	17,995,118	116.7	107.2	17,995,118	107.2	372,732	39.2	42.6	372,732	42.6
	Single Lens Reflex	52,998	55.2	74.9	52,998	74.9	159,118	107.6	120.0	159,118	120.0	113,464	75.5	59.0	113,464	59.0	239,173	111.2	101.4	239,173	101.4	735	7.6	7.3	735	7.3
		2,242,438	60.3	59.7	2,242,438	59.7	4,329,113	82.4	85.5	4,329,113	85.5	4,145,177	68.7	45.7	4,145,177	45.7	12,058,512	114.6	89.0	12,058,512	89.0	43,579	6.7	6.3	43,579	6.3
	Non-Reflex 5)*	25,693	46.7	78.7	25,693	78.7	51,252	164.0	144.4	51,252	144.4	20,661	109.8	56.8	20,661	56.8	124,017	109.5	159.8	124,017	159.8	4,305	78.1	145.4	4,305	145.4
		1,120,593	49.9	85.5	1,120,593	85.5	2,340,455	184.3	175.1	2,340,455	175.1	1,476,895	100.4	99.9	1,476,895	99.9	5,936,606	121.3	184.1	5,936,606	184.1	329,153	110.3	182.1	329,153	182.1

(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.