

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

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										except for Shipments to Japan(Europe+Americas+Asia+Others)									
	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*					
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)	(%)	(%)	(%)	(%)	
Digital Still Camera Total	1,733,681	88.1	74.8	3,702,057	76.4	1,704,581	89.7	70.0	3,604,668	75.1	344,546	147.0	71.5	578,860	75.7	1,360,035	81.6	69.6	3,025,808	75.0					
	37,062,387	97.2	82.1	75,200,764	81.7	46,436,017	94.3	73.9	95,661,774	77.5	7,466,195	137.7	64.5	12,888,245	67.0	38,969,822	89.0	76.0	82,773,529	79.5					

By Type	Camera with Built-in Lens	978,909	81.8	65.8	2,174,920	69.0	985,435	88.9	62.1	2,094,106	67.0	259,796	166.9	76.1	415,419	79.8	725,639	76.1	58.2	1,678,687	64.5
				13,006,240	91.3	73.6	27,247,000	75.0	14,944,448	98.3	67.7	30,147,684	70.2	3,974,244	193.0	81.8	6,033,263	81.1	10,970,204	83.5	63.7
By Type	Camera with Interchangeable Lens	754,772	97.7	90.8	1,527,137	90.2	719,146	90.9	84.7	1,510,562	90.2	84,750	107.7	60.2	163,441	66.9	634,396	89.0	89.6	1,347,121	94.1
				24,056,147	100.7	87.5	47,953,764	86.1	31,491,569	92.6	77.2	65,514,090	81.4	3,491,951	103.8	51.9	6,854,982	58.1	27,999,618	91.3	82.2
By Type	Single Lens Reflex	552,076	101.6	82.6	1,095,595	81.6	521,397	92.2	78.0	1,086,885	83.0	55,684	105.1	61.5	108,682	67.4	465,713	90.9	80.6	978,203	85.2
				17,395,181	104.0	75.6	34,117,312	74.2	20,835,396	91.3	63.0	43,654,215	66.9	2,098,611	93.6	46.5	4,341,049	52.5	18,736,785	91.1	65.6
By Type	Non-Reflex 5)*	202,696	88.6	124.5	431,542	123.3	197,749	87.5	109.5	423,677	115.9	29,066	113.1	58.0	54,759	66.1	168,683	84.2	129.4	368,918	130.4
				6,660,966	92.8	148.6	13,836,452	142.4	10,656,173	95.1	138.1	21,859,875	143.4	1,393,340	124.3	62.9	2,513,933	71.3	9,262,833	91.9	168.5

(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				
	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	344,546	147.0	71.5	578,860	75.7	514,302	82.7	73.5	1,135,911	79.9	341,908	95.2	59.0	701,232	63.7	461,631	71.8	74.7	1,104,967	79.7	42,194	101.7	73.4	83,698	66.6
	7,466,195	137.7	64.5	12,888,245	67.0	12,040,557	101.8	85.6	23,872,131	86.5	9,022,898	109.5	66.4	17,264,774	62.3	16,808,505	73.0	74.4	39,833,764	86.0	1,097,862	155.7	103.3	1,802,860	71.2

By Type	Camera with Built-in Lens	259,796	166.9	76.1	415,419	79.8	304,500	74.0	65.2	715,739	70.0	198,374	88.1	46.0	423,573	58.5	192,660	68.8	64.1	472,806	62.6	30,105	82.6	63.4	66,569	64.9
				3,974,244	193.0	81.8	6,033,263	81.1	4,285,323	83.0	66.0	9,447,329	69.3	2,391,845	91.3	46.1	5,011,649	57.1	3,952,668	78.6	78.9	8,982,809	75.2	340,368	102.4	63.7
By Type	Camera with Interchangeable Lens	84,750	107.7	60.2	163,441	66.9	209,802	99.7	90.2	420,172	104.9	143,534	107.0	97.0	277,659	73.7	268,971	74.1	84.7	632,161	100.2	12,089	239.9	120.5	17,129	74.2
				3,491,951	103.8	51.9	6,854,982	58.1	7,755,234	116.3	102.4	14,424,802	103.3	6,631,053	117.9	79.0	12,253,125	64.7	12,855,837	71.4	73.1	30,850,955	89.8	757,494	203.2	143.6
By Type	Single Lens Reflex	55,684	105.1	61.5	108,682	67.4	170,566	107.2	84.2	329,684	98.3	123,525	108.9	94.3	236,989	73.3	165,259	69.1	69.3	404,432	85.3	6,363	865.7	118.4	7,098	45.9
				2,098,611	93.6	46.5	4,341,049	52.5	5,409,402	125.0	83.7	9,738,515	84.5	5,098,018	123.0	68.0	9,243,195	55.8	7,832,352	65.0	54.6	19,890,864	71.3	397,013	911.0	145.3
By Type	Non-Reflex 5)*	29,066	113.1	58.0	54,759	66.1	39,236	76.6	131.3	90,488	138.4	20,009	96.8	118.0	40,670	76.2	103,712	83.6	131.4	227,729	145.5	5,726	133.0	123.0	10,031	131.7
				1,393,340	124.3	62.9	2,513,933	71.3	2,345,832	100.2	211.6	4,686,287	191.7	1,533,035	103.8	171.4	3,009,930	126.9	5,023,485	84.6	155.0	10,960,091	169.5	360,481	109.5	141.7

(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.