

Production, Shipment of Digital Still Camera
March, January-March 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)				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,090,769	120.6	81.2	5,792,826	78.1	2,214,668	129.9	85.6	5,819,336	78.8	386,742	112.2	83.8	965,602	78.8	1,827,926	134.4	86.0	4,853,734	78.8
	46,274,925	124.9	93.2	121,475,689	85.8	65,526,734	141.1	100.9	161,188,508	85.6	11,017,371	147.6	88.8	23,905,616	75.6	54,509,363	139.9	103.7	137,282,892	87.6

By Type	Camera with Built-in Lens	1,098,760	112.2	66.1	3,273,680	68.0	1,160,521	117.8	69.1	3,254,627	67.7	246,168	94.8	84.8	661,587	81.6	914,353	126.0	65.8	2,593,040	64.9
		14,030,970	107.9	68.7	41,277,970	72.7	17,152,184	114.8	70.1	47,299,868	70.2	3,588,532	90.3	77.5	9,621,795	79.7	13,563,652	123.6	68.4	37,678,073	68.1
	Camera with Interchangeable Lens	992,009	131.4	108.9	2,519,146	96.7	1,054,147	146.6	116.1	2,564,709	99.3	140,574	165.9	82.1	304,015	73.2	913,573	144.0	123.9	2,260,694	104.3
		32,243,955	134.0	110.3	80,197,719	94.5	48,374,550	153.6	119.5	113,888,640	94.2	7,428,839	212.7	95.6	14,283,821	73.0	40,945,711	146.2	125.2	99,604,819	98.2
	Single Lens Reflex	741,359	134.3	107.6	1,836,954	90.4	797,125	152.9	117.9	1,884,010	94.9	91,716	164.7	88.1	200,398	75.5	705,409	151.5	123.3	1,683,612	97.9
		23,847,606	137.1	103.8	57,964,918	84.1	35,000,061	168.0	112.0	78,654,276	81.5	5,211,931	248.4	101.7	9,552,980	71.4	29,788,130	159.0	114.0	69,101,296	83.2
	Non-Reflex 5)*	250,650	123.7	113.0	682,192	119.3	257,022	130.0	110.8	680,699	113.9	48,858	168.1	72.8	103,617	69.1	208,164	123.4	126.3	577,082	128.9
		8,396,349	126.1	134.1	22,232,801	139.2	13,374,489	125.5	145.0	35,234,364	144.0	2,216,908	159.1	83.8	4,730,841	76.7	11,157,581	120.5	169.6	30,503,523	166.7

(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				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	386,742	112.2	83.8	965,602	78.8	638,890	124.2	83.6	1,774,801	81.2	559,556	163.7	95.5	1,260,788	74.8	581,707	126.0	81.6	1,686,674	80.3	47,773	113.2	76.4	131,471	69.8
	11,017,371	147.6	88.8	23,905,616	75.6	14,861,740	123.4	102.3	38,733,871	91.9	15,423,390	170.9	123.9	32,688,164	81.4	22,640,045	134.7	93.5	62,473,809	88.6	1,584,188	144.3	116.8	3,387,048	87.1

By Type	Camera with Built-in Lens	246,168	94.8	84.8	661,587	81.6	350,773	115.2	66.4	1,066,512	68.8	302,841	152.7	68.0	726,414	62.1	232,572	120.7	63.4	705,378	62.8	28,167	93.6	58.2	94,736	62.7
		3,588,532	90.3	77.5	9,621,795	79.7	4,555,181	106.3	66.6	14,002,510	68.4	3,734,209	156.1	60.4	8,745,858	58.4	4,822,780	122.0	77.5	13,805,589	76.0	451,482	132.6	78.0	1,124,116	65.7
	Camera with Interchangeable Lens	140,574	165.9	82.1	304,015	73.2	288,117	137.3	122.1	708,289	111.3	256,715	178.9	182.8	534,374	103.4	349,135	129.8	100.8	981,296	100.4	19,606	162.2	138.1	36,735	98.6
		7,428,839	212.7	95.6	14,283,821	73.0	10,306,559	132.9	134.2	24,731,361	114.2	11,689,181	176.3	186.5	23,942,306	95.0	17,817,265	138.6	99.1	48,668,220	93.0	1,132,706	149.5	145.6	2,262,932	103.8
	Single Lens Reflex	91,716	164.7	88.1	200,398	75.5	244,217	143.2	130.0	573,901	109.7	227,037	183.8	191.4	464,026	105.0	220,780	133.6	84.8	625,212	85.1	13,375	210.2	238.3	20,473	97.2
		5,211,931	248.4	101.7	9,552,980	71.4	7,979,669	147.5	135.1	17,718,184	101.6	9,545,945	187.2	181.5	18,789,140	86.1	11,552,062	147.5	78.9	31,442,926	73.9	710,454	178.9	218.9	1,151,046	89.2
	Non-Reflex 5)*	48,858	168.1	72.8	103,617	69.1	43,900	111.9	91.2	134,388	118.4	29,678	148.3	135.8	70,348	93.5	128,355	123.8	148.8	356,084	146.7	6,231	108.8	72.6	16,262	100.4
		2,216,908	159.1	83.8	4,730,841	76.7	2,326,890	99.2	131.1	7,013,177	166.2	2,143,236	139.8	212.9	5,153,166	152.5	6,265,203	124.7	187.3	17,225,294	175.6	422,252	117.1	93.1	1,111,886	125.1

(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.