

Production, Shipment of Digital Still Camera
April, January-April 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)				
	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,162,820	103.4	67.1	7,955,646	74.8	2,297,688	103.7	68.3	8,117,024	75.5	339,266	87.7	73.4	1,304,868	77.3	1,958,422	107.1	67.5	6,812,156	75.2
	46,181,952	99.8	76.1	167,657,641	82.9	65,307,406	99.7	81.7	226,495,914	84.4	10,157,678	92.2	90.0	34,063,294	79.4	55,149,728	101.2	80.4	192,432,620	85.4

By Type	Camera with Built-in Lens	1,272,115	115.8	62.0	4,545,795	66.2	1,336,058	115.1	62.3	4,590,685	66.0	220,623	89.6	73.1	882,210	79.3	1,115,435	122.0	60.5	3,708,475	63.5
		15,835,248	112.9	67.4	57,113,218	71.2	19,108,476	111.4	66.7	66,408,344	69.1	3,258,335	90.8	75.2	12,880,130	78.5	15,850,141	116.9	65.2	53,528,214	67.2
Camera with Interchangeable Lens	890,705	89.8	76.1	3,409,851	90.3	961,630	91.2	78.9	3,526,339	92.7	118,643	84.4	74.1	422,658	73.5	842,987	92.3	79.6	3,103,681	96.2	
	30,346,704	94.1	81.7	110,544,423	90.6	46,198,930	95.5	90.1	160,087,570	93.0	6,899,343	92.9	99.2	21,183,164	79.9	39,299,587	96.0	88.7	138,904,406	95.3	
Single Lens Reflex	703,070	94.8	79.1	2,540,024	87.0	739,163	92.7	79.2	2,623,173	89.9	80,649	87.9	80.7	281,047	76.9	658,514	93.4	79.0	2,342,126	91.7	
	24,057,086	100.9	84.4	82,022,004	84.2	35,452,251	101.3	88.5	114,106,527	83.6	5,107,325	98.0	109.3	14,660,305	81.2	30,344,926	101.9	85.7	99,446,222	83.9	
Non-Reflex 5)*	187,635	74.9	66.7	869,827	101.9	222,467	86.6	78.0	903,166	102.3	37,994	77.8	63.2	141,611	67.4	184,473	88.6	81.9	761,555	113.2	
	6,289,618	74.9	72.9	28,522,419	115.9	10,746,679	80.4	95.9	45,981,043	128.9	1,792,018	80.8	78.6	6,522,859	77.2	8,954,661	80.3	100.3	39,458,184	144.9	

(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				
	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*	Apr.	2)*	3)*	Jan.-Apr.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	339,266	87.7	73.4	1,304,868	77.3	716,044	112.1	77.1	2,490,845	79.9	652,548	116.6	70.0	1,913,336	73.1	553,867	95.2	57.5	2,240,541	73.1	35,963	75.3	46.3	167,434	62.9
	10,157,678	92.2	90.0	34,063,294	79.4	16,119,710	108.5	98.2	54,853,581	93.7	17,132,820	111.1	77.6	49,820,984	80.0	20,483,110	90.5	72.1	82,956,919	83.8	1,414,088	89.3	81.7	4,801,136	85.4

By Type	Camera with Built-in Lens	220,623	89.6	73.1	882,210	79.3	493,360	140.6	71.8	1,559,872	69.7	382,649	126.4	62.6	1,109,063	62.3	220,636	94.9	45.2	926,014	57.5	18,790	66.7	32.9	113,526	54.5
		3,258,335	90.8	75.2	12,880,130	78.5	6,538,370	143.5	79.6	20,540,880	71.6	4,795,558	128.4	62.2	13,541,416	59.7	4,137,765	85.8	53.9	17,943,354	69.4	378,448	83.8	53.8	1,502,564	62.3
Camera with Interchangeable Lens	118,643	84.4	74.1	422,658	73.5	222,684	77.3	92.2	930,973	106.0	269,899	105.1	84.1	804,273	96.0	333,231	95.4	70.1	1,314,527	90.5	17,173	87.6	83.3	53,908	93.1	
	6,899,343	92.9	99.2	21,183,164	79.9	9,581,340	93.0	116.9	34,312,701	115.0	12,337,262	105.5	85.9	36,279,568	91.7	16,345,345	91.7	78.8	65,013,565	89.0	1,035,640	91.4	100.9	3,298,572	102.9	
Single Lens Reflex	80,649	87.9	80.7	281,047	76.9	177,949	72.9	94.7	751,850	105.7	232,985	102.6	86.0	697,011	97.8	235,740	106.8	65.6	860,952	78.7	11,840	88.5	76.6	32,313	88.5	
	5,107,325	98.0	109.3	14,660,305	81.2	7,528,034	94.3	123.9	25,246,218	107.4	10,203,852	106.9	83.7	28,992,992	85.2	11,913,833	103.1	72.8	43,356,759	73.6	699,207	98.4	90.6	1,850,253	89.7	
Non-Reflex 5)*	37,994	77.8	63.2	141,611	67.4	44,735	101.9	83.6	179,123	107.2	36,914	124.4	73.6	107,262	85.6	97,491	76.0	83.8	453,575	126.3	5,333	85.6	103.4	21,595	101.1	
	1,792,018	80.8	78.6	6,522,859	77.2	2,053,306	88.2	96.8	9,066,483	143.0	2,133,410	99.5	98.2	7,286,576	131.2	4,431,512	70.7	101.1	21,656,806	152.6	336,433	79.7	131.9	1,448,319	126.6	

(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.