

Production, Shipment of Digital Still Camera  
July, January-July 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)				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	1,570,119	98.5	46.8	12,700,953	62.8	1,616,828	99.8	48.9	13,011,516	64.5	254,466	115.2	58.4	2,067,483	69.6	1,362,362	97.4	47.5	10,944,033	63.6
	34,313,200	91.4	51.2	273,805,144	69.5	48,845,078	100.7	55.4	369,461,552	71.4	6,405,093	110.2	59.3	53,387,110	70.6	42,439,985	99.4	54.8	316,074,442	71.6

By Type	Camera with Built-in Lens	705,005	94.2	35.1	6,861,068	53.9	703,006	91.7	35.1	6,961,001	54.7	153,155	108.7	51.2	1,365,564	69.0	549,851	87.8	32.2	5,595,437	52.0
		7,695,790	83.9	31.8	84,815,626	56.1	9,240,971	87.8	32.6	99,349,904	55.6	2,011,165	98.3	47.4	19,640,485	68.6	7,229,806	85.2	29.9	79,709,419	53.1
	Camera with Interchangeable Lens	865,114	102.3	64.2	5,839,885	77.9	913,822	107.2	70.3	6,050,515	81.2	101,311	126.6	74.3	701,919	70.6	812,511	105.2	69.9	5,348,596	82.9
		26,617,410	93.9	62.1	188,989,518	77.8	39,604,107	104.2	66.2	270,111,648	79.8	4,393,928	116.6	67.1	33,746,625	71.9	35,210,179	102.9	66.0	236,365,023	81.1
	Single Lens Reflex	654,185	103.1	64.7	4,388,996	76.9	675,411	103.3	69.8	4,547,337	80.8	66,459	130.0	85.6	465,255	76.6	608,952	101.0	68.4	4,082,082	81.3
		20,279,454	94.5	63.6	141,782,447	75.1	29,776,007	99.2	66.8	198,690,857	75.9	3,019,790	114.5	74.5	23,359,678	75.9	26,756,217	97.7	66.0	175,331,179	75.9
	Non-Reflex 5)*	210,929	99.7	62.6	1,450,889	81.0	238,411	120.2	71.9	1,503,178	82.6	34,852	120.6	59.4	236,664	61.2	203,559	120.1	74.6	1,266,514	88.4
		6,337,956	91.9	57.8	47,207,071	87.2	9,828,100	123.2	64.4	71,420,791	93.1	1,374,138	121.4	55.0	10,386,947	64.2	8,453,962	123.4	66.2	61,033,844	100.8

(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				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	254,466	115.2	58.4	2,067,483	69.6	473,286	92.2	40.9	4,004,146	61.3	419,031	104.9	58.5	3,100,666	65.1	431,659	96.5	46.4	3,557,862	65.6	38,386	100.2	58.6	281,359	57.4
	6,405,093	110.2	59.3	53,387,110	70.6	12,701,511	99.6	58.5	92,261,446	73.6	11,623,823	110.5	62.1	81,407,312	69.2	17,169,232	93.0	48.6	134,677,038	71.9	945,419	96.2	55.5	7,728,646	68.2

By Type	Camera with Built-in Lens	153,155	108.7	51.2	1,365,564	69.0	212,190	79.4	26.2	2,351,661	50.3	191,394	89.0	42.3	1,723,962	54.5	123,031	103.2	31.2	1,334,577	52.2	23,236	93.5	46.5	185,237	50.8
		2,011,165	98.3	47.4	19,640,485	68.6	2,708,057	77.4	26.9	31,096,536	51.7	2,015,142	83.0	32.9	20,638,346	49.3	2,245,326	99.2	30.9	25,620,258	58.6	261,281	89.0	37.8	2,354,279	52.6
	Camera with Interchangeable Lens	101,311	126.6	74.3	701,919	70.6	261,096	106.1	75.1	1,652,485	89.1	227,637	123.3	86.5	1,376,704	85.8	308,628	94.1	57.5	2,223,285	77.5	15,150	112.5	97.4	96,122	76.7
		4,393,928	116.6	67.1	33,746,625	71.9	9,993,454	108.0	85.8	61,164,910	93.7	9,608,681	118.8	76.4	60,768,966	80.1	14,923,906	92.1	53.2	109,056,780	76.0	684,138	99.3	67.6	5,374,367	78.4
	Single Lens Reflex	66,459	130.0	85.6	465,255	76.6	202,806	100.4	72.0	1,322,594	89.2	196,078	123.7	88.2	1,195,228	88.3	201,620	86.4	53.4	1,505,067	71.6	8,448	95.4	105.5	59,193	71.3
		3,019,790	114.5	74.5	23,359,678	75.9	7,763,035	102.8	90.8	46,159,252	92.0	7,768,586	112.4	76.0	49,357,254	77.2	10,868,995	87.5	51.3	76,571,614	68.3	355,601	71.1	61.6	3,243,059	70.3
	Non-Reflex 5)*	34,852	120.6	59.4	236,664	61.2	58,290	132.4	88.6	329,891	88.6	31,559	120.8	77.2	181,476	72.4	107,008	113.0	67.4	718,218	93.6	6,702	145.3	88.8	36,929	87.4
		1,374,138	121.4	55.0	10,386,947	64.2	2,230,419	131.3	71.9	15,005,658	99.2	1,840,095	156.1	78.2	11,411,712	96.1	4,054,911	107.2	59.0	32,485,166	103.8	328,537	174.1	75.5	2,131,308	95.1

(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.