

Production, Shipment of Digital Still Camera  
August, January-August 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)				
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	1,557,864	99.2	52.0	14,258,817	61.4	1,584,177	98.0	52.8	14,595,693	63.0	243,242	95.6	63.4	2,310,725	68.9	1,340,935	98.4	51.2	12,284,968	62.0
	37,660,380	109.8	66.9	311,465,524	69.2	52,176,790	106.8	71.4	421,638,342	71.4	7,125,274	111.2	72.1	60,512,384	70.8	45,051,516	106.2	71.3	361,125,958	71.5

By Type	Camera with Built-in Lens	654,102	92.8	34.1	7,515,170	51.3	680,721	96.8	34.8	7,641,722	52.0	143,208	93.5	53.5	1,508,772	67.2	537,513	97.8	31.8	6,132,950	49.3
		8,391,703	109.0	39.4	93,207,329	54.1	10,770,222	116.5	41.7	110,120,126	53.8	2,066,291	102.7	53.2	21,706,776	66.7	8,703,931	120.4	39.7	88,413,350	51.4
By Type	Camera with Interchangeable Lens	903,762	104.5	83.6	6,743,647	78.6	903,456	98.9	86.6	6,953,971	81.9	100,034	98.7	86.2	801,953	72.3	803,422	98.9	86.6	6,152,018	83.3
		29,268,677	110.0	83.7	218,258,195	78.5	41,406,568	104.6	87.7	311,518,216	80.8	5,058,983	115.1	84.3	38,805,608	73.3	36,347,585	103.2	88.1	272,712,608	82.0
By Type	Single Lens Reflex	635,565	97.2	81.5	5,024,561	77.4	633,235	93.8	85.5	5,180,572	81.3	63,439	95.5	107.3	528,694	79.3	569,796	93.6	83.6	4,651,878	81.6
		20,896,491	103.0	84.9	162,678,938	76.2	29,418,749	98.8	94.0	228,109,606	77.9	3,430,389	113.6	109.1	26,790,067	79.0	25,988,360	97.1	92.3	201,319,539	77.7
By Type	Non-Reflex 5)*	268,197	127.2	89.0	1,719,086	82.1	270,221	113.3	89.1	1,773,399	83.6	36,595	105.0	64.3	273,259	61.6	233,626	114.8	94.8	1,500,140	89.3
		8,372,186	132.1	80.8	55,579,257	86.1	11,987,819	122.0	75.2	83,408,610	90.0	1,628,594	118.5	57.1	12,015,541	63.1	10,359,225	122.5	79.1	71,393,069	97.0

(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				
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	243,242	95.6	63.4	2,310,725	68.9	475,594	100.5	44.8	4,479,740	59.0	385,726	92.1	41.5	3,486,392	61.2	450,950	104.5	80.0	4,008,812	66.9	28,665	74.7	45.6	310,024	56.1
	7,125,274	111.2	72.1	60,512,384	70.8	13,151,221	103.5	63.3	105,412,667	72.1	11,889,575	102.3	54.8	93,296,887	66.9	18,963,343	110.4	101.1	153,640,381	74.6	1,047,377	110.8	54.3	8,776,023	66.2

By Type	Camera with Built-in Lens	143,208	93.5	53.5	1,508,772	67.2	244,352	115.2	32.4	2,596,013	47.8	167,401	87.5	27.2	1,891,363	50.1	112,320	91.3	40.1	1,446,897	51.0	13,440	57.8	32.3	198,677	48.9
		2,066,291	102.7	53.2	21,706,776	66.7	3,542,723	130.8	37.7	34,639,259	49.8	2,135,850	106.0	29.8	22,774,196	46.5	2,791,704	124.3	57.8	28,411,962	58.5	233,654	89.4	44.7	2,587,933	51.8
By Type	Camera with Interchangeable Lens	100,034	98.7	86.2	801,953	72.3	231,242	88.6	75.1	1,883,727	87.1	218,325	95.9	69.4	1,595,029	83.1	338,630	109.7	119.2	2,561,915	81.2	15,225	100.5	71.9	111,347	76.0
		5,058,983	115.1	84.3	38,805,608	73.3	9,608,498	96.1	84.5	70,773,408	92.3	9,753,725	101.5	67.1	70,522,691	78.0	16,171,639	108.4	116.1	125,228,419	79.6	813,723	118.9	57.9	6,188,090	74.9
By Type	Single Lens Reflex	63,439	95.5	107.3	528,694	79.3	170,101	83.9	73.8	1,492,695	87.1	180,672	92.1	68.3	1,375,900	85.0	212,088	105.2	121.2	1,717,155	75.4	6,935	82.1	60.2	66,128	69.9
		3,430,389	113.6	109.1	26,790,067	79.0	6,899,242	88.9	87.4	53,058,494	91.4	7,510,392	96.7	67.0	56,867,646	75.7	11,156,143	102.6	134.5	87,727,757	72.8	422,583	118.8	56.4	3,665,642	68.3
By Type	Non-Reflex 5)*	36,595	105.0	64.3	273,259	61.6	61,141	104.9	78.8	391,032	86.9	37,653	119.3	75.4	219,129	72.9	126,542	118.3	116.0	844,760	96.4	8,290	123.7	85.7	45,219	87.1
		1,628,594	118.5	57.1	12,015,541	63.1	2,709,256	121.5	78.1	17,714,914	95.3	2,243,333	121.9	67.4	13,655,045	89.8	5,015,496	123.7	89.0	37,500,662	101.5	391,140	119.1	59.7	2,522,448	87.1

(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.