

Production, Shipment of Digital Still Camera
September, January-September 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)				
	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,030,742	130.4	64.7	16,289,559	61.8	2,054,037	129.7	64.0	16,649,730	63.1	228,304	93.9	59.0	2,539,029	67.8	1,825,733	136.2	64.7	14,110,701	62.3
	50,031,054	132.8	87.3	361,496,578	71.2	63,884,027	122.4	84.1	485,522,369	72.9	6,915,573	97.1	74.3	67,427,957	71.1	56,968,454	126.5	85.4	418,094,412	73.2

By Type	Camera with Built-in Lens	888,127	135.8	43.6	8,403,297	50.4	939,923	138.1	46.1	8,581,645	51.3	123,344	86.1	46.6	1,632,116	65.0	816,579	151.9	46.1	6,949,529	48.9
		14,211,879	169.4	60.5	107,419,208	54.8	14,465,323	134.3	54.3	124,585,449	53.9	2,022,132	97.9	52.0	23,728,908	65.1	12,443,191	143.0	54.6	100,856,541	51.8
Camera with Interchangeable Lens	1,142,615	126.4	103.5	7,886,262	81.4	1,114,114	123.3	95.0	8,068,085	83.5	104,960	104.9	85.8	906,913	73.6	1,009,154	125.6	96.1	7,161,172	84.9	
	35,819,175	122.4	106.0	254,077,370	81.5	49,418,704	119.3	100.2	360,936,920	83.0	4,893,441	96.7	90.3	43,699,049	74.9	44,525,263	122.5	101.4	317,237,871	84.2	
Single Lens Reflex	824,072	129.7	95.9	5,848,633	79.6	819,409	129.4	89.6	5,999,981	82.4	68,176	107.5	100.2	596,870	81.3	751,233	131.8	88.8	5,403,111	82.5	
	26,406,743	126.4	101.9	189,085,681	79.0	36,893,854	125.4	100.6	265,003,460	80.4	3,547,362	103.4	114.9	30,337,429	82.0	33,346,492	128.3	99.3	234,666,031	80.2	
Non-Reflex 5)*	318,543	118.8	130.6	2,037,629	87.2	294,705	109.1	114.1	2,068,104	86.9	36,784	100.5	67.7	310,043	62.3	257,921	110.4	126.5	1,758,061	93.4	
	9,412,432	112.4	119.8	64,991,689	89.8	12,524,850	104.5	99.0	95,933,460	91.1	1,346,079	82.7	57.7	13,361,620	62.5	11,178,771	107.9	108.3	82,571,840	98.4	

(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				
	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	228,304	93.9	59.0	2,539,029	67.8	720,544	151.5	63.9	5,200,284	59.6	508,265	131.8	53.5	3,994,657	60.1	551,495	122.3	82.6	4,560,307	68.5	45,429	158.5	58.4	355,453	56.4
	6,915,573	97.1	74.3	67,427,957	71.1	18,448,545	140.3	88.8	123,861,212	74.2	14,626,912	123.0	66.9	107,923,799	66.9	22,349,489	117.9	100.8	175,989,870	77.2	1,543,508	147.4	82.0	10,319,531	68.2

By Type	Camera with Built-in Lens	123,344	86.1	46.6	1,632,116	65.0	393,930	161.2	50.4	2,989,943	48.1	235,867	140.9	39.8	2,127,230	48.7	160,541	142.9	46.7	1,607,438	50.6	26,241	195.2	47.3	224,918	48.7
		2,022,132	97.9	52.0	23,728,908	65.1	5,905,464	166.7	65.4	40,544,723	51.6	2,879,124	134.8	38.9	25,653,320	45.5	3,202,287	114.7	57.2	31,614,249	58.4	456,316	195.3	61.6	3,044,249	53.1
Camera with Interchangeable Lens	104,960	104.9	85.8	906,913	73.6	326,614	141.2	94.2	2,210,341	88.1	272,398	124.8	76.1	1,867,427	82.0	390,954	115.5	120.8	2,952,869	84.9	19,188	126.0	86.0	130,535	77.3	
	4,893,441	96.7	90.3	43,699,049	74.9	12,543,081	130.5	106.8	83,316,489	94.3	11,747,788	120.4	81.1	82,270,479	78.5	19,147,202	118.4	115.6	144,375,621	83.0	1,087,192	133.6	95.3	7,275,282	77.4	
Single Lens Reflex	68,176	107.5	100.2	596,870	81.3	246,086	144.7	85.3	1,738,781	86.9	239,140	132.4	75.7	1,615,040	83.5	258,017	121.7	112.7	1,975,172	78.8	7,990	115.2	61.5	74,118	68.9	
	3,547,362	103.4	114.9	30,337,429	82.0	9,475,663	137.3	105.1	62,534,157	93.2	9,926,696	132.2	82.1	66,794,342	76.6	13,486,004	120.9	113.5	101,213,761	76.5	458,129	108.4	75.2	4,123,771	69.0	
Non-Reflex 5)*	36,784	100.5	67.7	310,043	62.3	80,528	131.7	138.8	471,560	92.8	33,258	88.3	79.5	252,387	73.7	132,937	105.1	140.4	977,697	100.7	11,198	135.1	120.3	56,417	92.2	
	1,346,079	82.7	57.7	13,361,620	62.5	3,067,418	113.2	112.7	20,782,332	97.5	1,821,092	81.2	76.1	15,476,137	87.9	5,661,198	112.9	121.0	43,161,860	103.7	629,063	160.8	118.2	3,151,511	91.9	

(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.