

Production, Shipment of Digital Still Camera
October, January-October 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)				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,477,401	122.0	68.1	18,766,960	62.6	2,475,607	120.5	66.0	19,125,337	63.4	255,636	112.0	78.2	2,794,665	68.7	2,219,971	121.6	64.9	16,330,672	62.6
	53,754,738	107.4	80.4	415,251,316	72.3	72,548,832	113.6	80.9	558,071,201	73.8	7,191,586	104.0	86.8	74,619,543	72.4	65,357,246	114.7	80.3	483,451,658	74.0

By Type	Camera with Built-in Lens	1,288,780	145.1	53.9	9,692,077	50.8	1,243,552	132.3	50.8	9,825,197	51.2	152,692	123.8	71.9	1,784,808	65.5	1,090,860	133.6	48.7	8,040,389	48.9
			18,188,995	128.0	64.9	125,608,203	56.1	21,701,646	150.0	65.8	146,287,095	55.4	2,776,200	137.3	85.2	26,505,108	66.8	18,925,446	152.1	63.7	119,781,987
Camera with Interchangeable Lens	1,188,621	104.0	95.5	9,074,883	83.0	1,232,055	110.6	94.8	9,300,140	84.8	102,944	98.1	89.7	1,009,857	75.0	1,129,111	111.9	95.3	8,290,283	86.2	
	35,565,743	99.3	91.7	289,643,113	82.6	50,847,186	102.9	89.6	411,784,106	83.7	4,415,386	90.2	87.8	48,114,435	75.9	46,431,800	104.3	89.8	363,669,671	84.9	
Single Lens Reflex	844,906	102.5	98.9	6,693,539	81.6	880,640	107.5	92.8	6,880,621	83.6	65,552	96.2	99.7	662,422	82.8	815,088	108.5	92.3	6,218,199	83.7	
	25,263,365	95.7	94.7	214,349,046	80.6	35,720,428	96.8	87.3	300,723,888	81.1	2,773,083	78.2	95.2	33,110,512	82.9	32,947,345	98.8	86.7	267,613,376	80.9	
Non-Reflex 5)*	343,715	107.9	88.1	2,381,344	87.3	351,415	119.2	100.1	2,419,519	88.6	37,392	101.7	76.3	347,435	63.5	314,023	121.8	104.0	2,072,084	94.8	
	10,302,378	109.5	85.0	75,294,067	89.1	15,126,758	120.8	95.6	111,060,218	91.7	1,642,303	122.0	77.6	15,003,923	63.9	13,484,455	120.6	98.4	96,056,295	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				
	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*	Oct.	2)*	3)*	Jan.-Oct.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	255,636	112.0	78.2	2,794,665	68.7	778,190	108.0	55.6	5,978,474	59.1	813,560	160.1	68.8	4,808,217	61.4	575,275	104.3	81.1	5,135,582	69.7	52,946	116.5	40.6	408,399	53.7
	7,191,586	104.0	86.8	74,619,543	72.4	18,257,596	99.0	64.4	142,118,808	72.8	22,532,920	154.1	84.7	130,456,719	69.5	22,653,301	101.4	98.1	198,643,171	79.1	1,913,429	124.0	56.5	12,232,960	66.0

By Type	Camera with Built-in Lens	152,692	123.8	71.9	1,784,808	65.5	518,511	131.6	51.8	3,508,454	48.7	334,696	141.9	43.3	2,461,926	47.9	209,072	130.2	55.6	1,816,510	51.1	28,581	108.9	32.4	253,499	46.1
			2,776,200	137.3	85.2	26,505,108	66.8	8,169,738	138.3	60.0	48,714,461	52.9	5,749,308	199.7	62.4	31,402,628	47.9	4,458,456	139.2	76.8	36,072,705	60.2	547,944	120.1	50.0	3,592,193
Camera with Interchangeable Lens	102,944	98.1	89.7	1,009,857	75.0	259,679	79.5	65.0	2,470,020	84.9	478,864	175.8	116.9	2,346,291	87.3	366,203	93.7	109.8	3,319,072	87.1	24,365	127.0	57.6	154,900	73.4	
	4,415,386	90.2	87.8	48,114,435	75.9	10,087,858	80.4	68.4	93,404,347	90.6	16,783,612	142.9	96.6	99,054,091	81.0	18,194,845	95.0	105.2	162,570,466	85.0	1,365,485	125.6	59.6	8,640,767	73.9	
Single Lens Reflex	65,552	96.2	99.7	662,422	82.8	188,948	76.8	67.0	1,927,729	84.4	381,666	159.6	129.0	1,996,706	89.5	229,198	88.8	81.8	2,204,370	79.1	15,276	191.2	60.6	89,394	67.3	
	2,773,083	78.2	95.2	33,110,512	82.9	7,009,735	74.0	74.1	69,543,892	90.9	12,835,221	129.3	108.4	79,629,563	80.4	12,227,044	90.7	79.9	113,440,805	76.8	875,345	191.1	62.4	4,999,116	67.8	
Non-Reflex 5)*	37,392	101.7	76.3	347,435	63.5	70,731	87.8	60.2	542,291	86.7	97,198	292.3	85.3	349,585	76.6	137,005	103.1	256.5	1,114,702	108.8	9,089	81.2	53.1	65,506	83.6	
	1,642,303	122.0	77.6	15,003,923	63.9	3,078,123	100.3	58.2	23,860,455	89.7	3,948,391	216.8	71.3	19,424,528	84.0	5,967,801	105.4	300.6	49,129,661	112.7	490,140	77.9	55.1	3,641,651	84.4	

(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.