

Production, Shipment of Digital Still Camera
November, January-November 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)				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,635,150	106.4	82.7	21,402,110	64.5	2,601,792	105.1	82.6	21,727,129	65.3	318,999	124.8	87.7	3,113,664	70.2	2,282,793	102.8	82.0	18,613,465	64.5
	58,625,896	109.1	95.0	473,877,212	74.5	78,164,224	107.7	102.6	636,235,425	76.5	8,573,954	119.2	100.4	83,193,497	74.5	69,590,270	106.5	102.9	553,041,928	76.8

By Type	Camera with Built-in Lens	1,364,747	105.9	71.1	11,056,824	52.7	1,358,692	109.3	71.4	11,183,889	53.0	200,756	131.5	85.7	1,985,564	67.1	1,157,936	106.1	69.4	9,198,325	50.7
		18,726,674	103.0	80.1	144,334,877	58.4	22,365,487	103.1	86.1	168,652,582	58.1	3,324,741	119.8	106.3	29,829,849	69.7	19,040,746	100.6	83.3	138,822,733	56.1
	Camera with Interchangeable Lens	1,270,403	106.9	100.4	10,345,286	84.8	1,243,100	100.9	99.8	10,543,240	86.3	118,243	114.9	91.3	1,128,100	76.4	1,124,857	99.6	100.8	9,415,140	87.7
		39,899,222	112.2	104.0	329,542,335	84.7	55,798,737	109.7	111.1	467,582,843	86.3	5,249,213	118.9	97.0	53,363,648	77.5	50,549,524	108.9	112.8	414,219,195	87.6
	Single Lens Reflex	866,615	102.6	94.4	7,560,154	82.9	849,533	96.5	99.2	7,730,154	85.0	61,252	93.4	74.7	723,674	82.0	788,281	96.7	101.8	7,006,480	85.4
		26,807,106	106.1	95.9	241,156,152	82.0	35,998,171	100.8	111.6	336,722,059	83.6	2,648,490	95.5	77.0	35,759,002	82.5	33,349,681	101.2	115.7	300,963,057	83.7
	Non-Reflex 5)*	403,788	117.5	116.5	2,785,132	90.6	393,567	112.0	101.0	2,813,086	90.1	56,991	152.4	119.9	404,426	68.0	336,576	107.2	98.4	2,408,660	95.3
		13,092,116	127.1	125.9	88,386,183	93.1	19,800,566	130.9	110.3	130,860,784	94.1	2,600,723	158.4	131.7	17,604,646	69.2	17,199,843	127.6	107.7	113,256,138	99.7

(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				
	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*	Nov.	2)*	3)*	Jan.-Nov.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	318,999	124.8	87.7	3,113,664	70.2	987,272	126.9	79.7	6,965,746	61.3	659,002	81.0	85.3	5,467,219	63.6	560,612	97.5	82.1	5,696,194	70.8	75,907	143.4	83.6	484,306	56.8
	8,573,954	119.2	100.4	83,193,497	74.5	24,757,812	135.6	105.2	166,876,620	76.3	18,911,737	83.9	99.9	149,368,456	72.2	23,408,300	103.3	102.0	222,051,471	81.0	2,512,421	131.3	112.3	14,745,381	71.0

By Type	Camera with Built-in Lens	200,756	131.5	85.7	1,985,564	67.1	578,588	111.6	69.8	4,087,042	50.8	363,091	108.5	74.5	2,825,017	50.2	176,044	84.2	60.7	1,992,554	51.8	40,213	140.7	64.5	293,712	48.0
		3,324,741	119.8	106.3	29,829,849	69.7	9,512,363	116.4	93.0	58,226,824	56.9	5,441,548	94.6	83.7	36,844,176	51.1	3,397,950	76.2	64.8	39,470,655	60.5	688,885	125.7	77.9	4,281,078	55.5
	Camera with Interchangeable Lens	118,243	114.9	91.3	1,128,100	76.4	408,684	157.4	99.7	2,878,704	86.7	295,911	61.8	103.7	2,642,202	88.9	384,568	105.0	97.9	3,703,640	88.1	35,694	146.5	125.2	190,594	79.5
		5,249,213	118.9	97.0	53,363,648	77.5	15,245,449	151.1	114.6	108,649,796	93.3	13,470,189	80.3	108.3	112,524,280	83.6	20,010,350	110.0	113.0	182,580,816	87.4	1,823,536	133.5	134.7	10,464,303	80.2
	Single Lens Reflex	61,252	93.4	74.7	723,674	82.0	301,486	159.6	92.3	2,229,215	85.4	230,748	60.5	101.8	2,227,454	90.7	234,744	102.4	113.4	2,439,114	81.5	21,303	139.5	153.7	110,697	75.5
		2,648,490	95.5	77.0	35,759,002	82.5	10,189,336	145.4	102.9	79,733,228	92.2	9,705,511	75.6	103.4	89,335,074	82.4	12,393,282	101.4	138.8	125,834,087	80.4	1,061,552	121.3	174.7	6,060,668	75.9
	Non-Reflex 5)*	56,991	152.4	119.9	404,426	68.0	107,198	151.6	128.8	649,489	91.6	65,163	67.0	111.4	414,748	80.5	149,824	109.4	80.7	1,264,526	104.5	14,391	158.3	98.2	79,897	85.9
		2,600,723	158.4	131.7	17,604,646	69.2	5,056,113	164.3	148.8	28,916,568	96.4	3,764,678	95.3	123.3	23,189,206	88.5	7,617,068	127.6	86.8	56,746,729	108.3	761,984	155.5	102.1	4,403,635	87.0

(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.