

Production, Shipment of Digital Still Camera
December, January-December 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)				
	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,451,462	93.0	120.5	23,853,572	67.7	2,462,741	94.7	117.2	24,189,870	68.3	406,713	127.5	87.9	3,520,377	71.9	2,056,028	90.1	125.4	20,669,493	67.8
	53,015,034	90.4	127.5	526,892,246	77.7	74,039,568	94.7	138.9	710,274,993	80.2	11,340,068	132.3	113.0	94,533,565	77.7	62,699,500	90.1	144.9	615,741,428	80.6

By Type	Camera with Built-in Lens	1,384,026	101.4	118.2	12,440,850	56.1	1,398,203	102.9	111.1	12,582,092	56.3	251,570	125.3	80.7	2,237,134	68.4	1,146,633	99.0	121.1	10,344,958	54.2
			18,227,352	97.3	136.7	162,562,229	62.4	22,062,661	98.6	130.3	190,715,243	62.1	4,124,672	124.1	101.3	33,954,521	72.4	17,937,989	94.2	139.5	156,760,722
By Type	Camera with Interchangeable Lens	1,067,436	84.0	123.7	11,412,722	87.4	1,064,538	85.6	126.3	11,607,778	88.9	155,143	131.2	102.8	1,283,243	78.8	909,395	80.8	131.4	10,324,535	90.4
		34,787,682	87.2	123.1	364,330,017	87.3	51,976,907	93.2	143.0	519,559,750	89.8	7,215,396	137.5	121.0	60,579,044	81.0	44,761,511	88.5	147.3	458,980,706	91.2
By Type	Single Lens Reflex	714,849	82.5	104.5	8,275,003	84.4	718,889	84.6	116.1	8,449,043	87.0	82,748	135.1	86.2	806,422	82.4	636,141	80.7	121.6	7,642,621	87.5
		23,481,538	87.6	104.5	264,637,690	83.6	33,404,882	92.8	127.6	370,126,941	86.3	3,584,379	135.3	96.4	39,343,381	83.6	29,820,503	89.4	132.8	330,783,560	86.6
By Type	Non-Reflex 5)*	352,587	87.3	196.5	3,137,719	96.5	345,649	87.8	154.4	3,158,735	94.4	72,395	127.0	131.7	476,821	73.4	273,254	81.2	161.8	2,681,914	99.5
		11,306,144	86.4	195.4	99,692,327	99.0	18,572,025	93.8	182.4	149,432,809	100.1	3,631,017	139.6	161.7	21,235,663	76.7	14,941,008	86.9	188.3	128,197,146	105.5

(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				
	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*	Dec.	2)*	3)*	Jan.-Dec.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	406,713	127.5	87.9	3,520,377	71.9	767,656	77.8	112.4	7,733,402	64.2	528,059	80.1	145.7	5,995,278	66.9	685,542	122.3	124.1	6,381,736	74.2	74,771	98.5	182.3	559,077	62.6
	11,340,068	132.3	113.0	94,533,565	77.7	17,951,091	72.5	140.1	184,827,711	79.8	14,099,616	74.6	144.5	163,468,072	75.5	28,223,272	120.6	145.9	250,274,743	85.3	2,425,521	96.5	181.0	17,170,902	77.7

By Type	Camera with Built-in Lens	251,570	125.3	80.7	2,237,134	68.4	510,259	88.2	101.2	4,597,301	53.8	329,180	90.7	170.2	3,154,197	54.2	261,171	148.4	116.6	2,253,725	55.4	46,023	114.4	178.1	339,735	53.2
			4,124,672	124.1	101.3	33,954,521	72.4	8,104,125	85.2	128.8	66,330,949	61.0	4,631,623	85.1	206.1	41,475,799	55.8	4,542,379	133.7	115.4	44,013,034	63.7	659,862	95.8	169.5	4,940,940
By Type	Camera with Interchangeable Lens	155,143	131.2	102.8	1,283,243	78.8	257,397	63.0	143.7	3,136,101	89.7	198,879	67.2	117.6	2,841,081	90.5	424,371	110.4	129.2	4,128,011	91.1	28,748	80.5	189.3	219,342	86.1
		7,215,396	137.5	121.0	60,579,044	81.0	9,846,966	64.6	150.9	118,496,762	96.4	9,467,993	70.3	126.1	121,992,273	85.8	23,680,893	118.3	153.6	206,261,709	91.9	1,765,659	96.8	185.7	12,229,962	87.4
By Type	Single Lens Reflex	82,748	135.1	86.2	806,422	82.4	192,826	64.0	130.4	2,422,041	87.8	174,222	75.5	115.9	2,401,676	92.1	254,974	108.6	118.5	2,694,088	83.9	14,119	66.3	146.0	124,816	79.9
		3,584,379	135.3	96.4	39,343,381	83.6	6,486,410	63.7	123.5	86,219,638	94.0	7,682,699	79.2	127.3	97,017,773	84.7	14,809,842	119.5	140.8	140,643,929	84.2	841,552	79.3	129.0	6,902,220	79.9
By Type	Non-Reflex 5)*	72,395	127.0	131.7	476,821	73.4	64,571	60.2	206.7	714,060	96.5	24,657	37.8	131.0	439,405	82.3	169,397	113.1	149.5	1,433,923	108.3	14,629	101.7	265.5	94,526	96.0
		3,631,017	139.6	161.7	21,235,663	76.7	3,360,556	66.5	264.6	32,277,124	103.2	1,785,294	47.4	121.3	24,974,500	90.3	8,871,051	116.5	181.2	65,617,780	114.6	924,107	121.3	309.5	5,327,742	99.4

(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.