

Production, Shipment of Digital Still Camera
March, January-March in 2019

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)										Shipment to Asia (except for Japan) 7)*										
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Shipment to Japan					Except for Shipments to Japan					Mar.	2)*	3)*	Jan.-Mar.	4)*	
		(%)	(%)				(%)	(%)			(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)	(%)			
Digital Still Camera Total	1,205,277	143.4	70.4	3,115,655	69.8	1,261,875	134.9	75.2	3,198,421	73.4	230,510	133.3	82.0	555,719	73.7	1,031,365	135.3	73.9	2,642,702	73.3	276,644	109.3	57.7	795,090	63.9	
	34,563,426	136.5	74.4	92,812,417	79.9	45,464,548	124.4	73.6	123,445,315	74.9	7,835,637	126.7	86.9	18,609,808	78.6	37,628,911	124.0	71.3	104,835,507	74.3	14,244,676	108.4	63.9	42,904,053	70.0	
By Type	Camera with Built-in Lens	567,079	158.0	84.6	1,399,933	72.9	602,301	145.5	85.4	1,471,442	76.9	154,330	154.0	86.2	353,480	73.5	447,971	142.8	85.1	1,117,962	78.0	77,370	97.3	57.3	243,435	74.6
		8,888,082	168.1	98.9	21,527,899	85.4	11,416,573	153.0	95.4	27,035,474	81.2	3,059,790	173.7	111.2	6,447,377	81.7	8,356,783	146.6	90.6	20,588,097	81.0	2,214,796	121.3	79.3	6,015,958	81.5
	Camera with Interchangeable Lens	638,198	132.5	61.2	1,715,722	67.4	659,574	126.5	67.9	1,726,979	70.6	76,180	104.8	74.6	202,239	74.1	583,394	130.1	67.1	1,524,740	70.2	199,274	114.8	57.9	551,655	60.1
		25,675,344	128.2	68.6	71,284,518	78.4	34,047,975	117.1	68.4	96,409,841	73.3	4,775,847	108.0	76.3	12,162,431	77.1	29,272,128	118.7	67.3	84,247,410	72.8	12,029,880	106.3	61.7	36,888,095	68.5
	Single Lens Reflex	355,970	138.5	53.5	936,742	56.9	360,249	125.4	56.8	972,015	60.6	27,783	113.9	72.6	73,047	57.8	332,466	126.5	55.8	898,968	60.8	78,926	85.7	38.1	259,953	46.7
		11,007,071	138.0	50.6	29,332,985	54.4	13,033,422	100.1	46.8	40,635,505	52.6	1,428,612	107.1	61.5	3,959,719	53.5	11,604,810	99.3	45.4	36,675,786	52.5	3,899,542	67.4	33.9	15,543,194	47.0
Mirrorless 5)*	282,228	125.7	74.9	778,980	86.5	299,325	127.9	88.7	754,964	89.8	48,397	100.2	75.8	129,192	88.1	250,928	135.2	91.7	625,772	90.1	120,348	147.6	87.6	291,702	80.9	
	14,668,273	121.7	93.4	41,951,533	113.6	21,014,553	130.9	95.9	55,774,336	103.1	3,347,235	108.4	85.0	8,202,712	98.0	17,667,318	136.3	98.3	47,571,624	104.0	8,130,338	147.1	101.6	21,344,901	102.6	

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to China 6)*					Shipments to Asia (except for Japan and China)					Shipments to Europe					Shipments to Americas					Shipments to Other Areas					
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	Feb.	2)*	3)*	Jan.-Feb.	4)*	
		(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)				(%)	(%)			(%)
Digital Still Camera Total	102,972	133.6	-	270,333	-	173,672	98.6	-	524,757	-	407,152	146.0	92.0	1,011,717	80.4	314,018	156.6	74.1	725,129	73.6	33,551	112.8	67.4	110,766	94.0	
	6,629,748	121.1	-	18,262,697	-	7,614,928	99.4	-	24,641,356	-	11,756,707	139.1	84.4	29,656,781	72.9	10,199,261	138.0	70.6	27,299,139	80.6	1,428,267	104.1	69.2	4,975,534	93.7	
By Type	Camera with Built-in Lens	22,900	101.7	-	70,271	-	54,470	95.6	-	173,164	-	190,915	159.8	91.7	493,004	79.1	164,300	158.6	100.3	331,689	76.2	15,386	138.7	79.5	49,834	104.2
		857,423	128.4	-	2,110,669	-	1,357,373	117.1	-	3,905,289	-	3,108,107	154.2	83.0	8,162,345	74.1	2,786,888	168.0	121.8	5,606,553	93.5	246,992	123.6	62.9	803,241	79.3
	Camera with Interchangeable Lens	80,072	146.8	-	200,062	-	119,202	100.1	-	351,593	-	216,237	135.7	92.2	518,713	81.8	149,718	154.6	57.5	393,440	71.5	18,165	97.4	59.7	60,932	87.0
		5,772,325	120.0	-	16,152,028	-	6,257,555	96.2	-	20,736,067	-	8,648,600	134.3	84.9	21,494,436	72.5	7,412,373	129.3	61.0	21,692,586	77.9	1,181,275	100.8	70.7	4,172,293	97.1
	Single Lens Reflex	25,550	94.2	-	85,882	-	53,376	82.2	-	174,071	-	140,758	139.1	83.4	340,601	73.0	103,073	177.6	51.2	264,089	64.3	9,709	83.8	51.9	34,325	78.7
		1,653,704	65.9	-	6,709,106	-	2,245,838	68.6	-	8,834,088	-	3,314,016	126.1	56.0	9,288,092	50.4	3,941,463	148.2	55.1	10,054,835	63.0	449,789	72.8	46.0	1,789,665	72.5
Mirrorless 5)*	54,522	198.7	-	114,180	-	65,826	121.7	-	177,522	-	75,479	129.6	114.8	178,112	106.2	46,645	120.1	79.2	129,351	92.5	8,456	119.8	72.0	26,607	100.7	
	4,118,621	179.2	-	9,442,922	-	4,011,717	124.2	-	11,901,979	-	5,334,584	140.0	125.0	12,206,344	108.9	3,470,910	113.0	69.3	11,637,751	97.8	731,486	132.0	105.5	2,382,628	130.4	

(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", a category used for our statistics till 2018, is referred to as "mirrorless" from 2019.
- 6) "To China" is separated from "to Asia" from 2019.
- 7) "To Asia" before 2019 and "to Asia except for Japan" are the same target area.