

Production, Shipment of Digital Still Camera
October, January-October in 2014

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	4,446,324	118.7	70.6	35,264,871	67.9	4,546,136	114.7	70.7	35,871,868	67.7	431,124	79.4	73.3	4,787,273	75.2	4,115,012	120.3	70.5	31,084,595	66.7
	76,008,631	125.5	77.1	583,218,840	80.4	100,820,174	115.1	84.4	788,272,698	82.5	10,007,785	79.1	78.6	113,526,270	89.2	90,812,389	121.1	85.1	674,746,428	81.5

By Type	Camera with Built-in Lens	3,080,621	116.7	69.2	24,021,007	62.9	3,108,218	117.9	68.3	24,351,372	62.6	307,112	80.6	75.1	3,293,334	72.0	2,801,106	124.3	67.6	21,058,038	61.4
		33,722,625	119.7	76.2	250,747,251	73.6	38,518,906	120.1	78.2	292,983,122	71.8	3,908,957	72.8	76.8	43,290,072	76.8	34,609,949	129.7	78.4	249,693,050	71.0
	Camera with Interchangeable Lens	1,365,703	123.4	73.9	11,243,864	81.6	1,437,918	108.3	76.7	11,520,496	81.6	124,012	76.5	69.1	1,493,939	83.3	1,313,906	112.8	77.5	10,026,557	81.3
		42,286,006	130.5	77.8	332,471,589	86.4	62,301,268	112.1	88.7	495,289,576	90.5	6,098,828	83.7	79.8	70,236,198	99.0	56,202,440	116.4	89.8	425,053,378	89.2
	Single Lens Reflex	1,013,711	127.6	68.5	8,612,066	76.0	1,113,890	112.3	74.4	8,805,621	76.0	84,264	98.3	70.7	893,554	78.6	1,029,626	113.7	74.7	7,912,067	75.8
		32,699,718	138.3	72.8	260,913,635	80.2	49,194,845	118.1	87.0	384,344,266	83.3	4,399,162	103.8	86.2	46,421,021	95.4	44,795,683	119.7	87.0	337,923,245	81.8
	Non-Reflex 5)*	351,992	112.7	95.9	2,631,798	107.1	324,028	96.5	85.8	2,714,875	106.8	39,748	52.0	65.9	600,385	91.5	284,280	109.6	89.5	2,114,490	112.1
		9,586,288	109.4	101.4	71,557,954	120.8	13,106,423	94.2	96.1	110,945,310	129.1	1,699,666	55.7	66.9	23,815,177	106.7	11,406,757	105.1	102.8	87,130,133	137.0

(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	431,124	79.4	73.3	4,787,273	75.2	1,506,120	127.3	67.8	11,041,576	64.9	1,635,948	150.6	74.3	9,610,242	60.9	868,102	83.9	69.6	9,357,221	75.7	104,842	90.8	62.1	1,075,556	72.5
	10,007,785	79.1	78.6	113,526,270	89.2	29,776,560	129.2	81.9	209,773,375	74.4	32,464,473	149.5	90.6	185,368,450	75.8	26,269,193	94.2	82.1	260,886,599	92.2	2,302,163	99.6	89.2	18,718,004	98.4

By Type	Camera with Built-in Lens	307,112	80.6	75.1	3,293,334	72.0	1,102,126	129.5	67.0	7,983,289	64.2	1,121,093	158.7	68.1	6,914,168	55.6	498,664	82.7	69.3	5,289,727	64.8	79,223	85.0	60.3	870,854	67.8
		3,908,957	72.8	76.8	43,290,072	76.8	13,303,949	134.4	80.0	93,305,481	74.5	12,258,747	155.6	71.7	77,906,815	62.9	7,990,999	103.1	88.2	68,547,047	75.5	1,056,254	90.5	77.4	9,933,707	82.1
	Camera with Interchangeable Lens	124,012	76.5	69.1	1,493,939	83.3	403,994	121.8	70.1	3,058,287	66.6	514,855	135.5	92.8	2,696,074	80.7	369,438	85.7	70.0	4,067,494	97.1	25,619	115.2	68.6	204,702	102.1
		6,098,828	83.7	79.8	70,236,198	99.0	16,472,611	125.3	83.6	116,467,894	74.3	20,205,726	146.1	107.9	107,461,635	89.0	18,278,194	90.7	79.7	192,339,552	100.1	1,245,909	108.8	102.6	8,784,297	127.0
	Single Lens Reflex	84,264	98.3	70.7	893,554	78.6	321,615	128.4	69.5	2,477,645	60.7	424,194	121.4	83.4	2,299,018	76.0	269,654	91.2	71.4	3,005,405	94.4	14,163	135.4	49.5	129,999	85.0
		4,399,162	103.8	86.2	46,421,021	95.4	13,338,469	136.0	82.9	92,777,464	66.6	16,497,150	134.2	96.5	89,762,407	81.5	14,165,927	95.6	81.5	149,812,155	94.7	794,137	160.0	87.7	5,571,219	106.3
	Non-Reflex 5)*	39,748	52.0	65.9	600,385	91.5	82,379	101.4	72.9	580,642	112.6	90,661	295.3	197.5	397,056	125.3	99,784	73.6	66.5	1,062,089	105.6	11,456	97.3	131.8	74,703	157.4
		1,699,666	55.7	66.9	23,815,177	106.7	3,134,142	93.8	86.2	23,690,430	136.0	3,708,576	240.9	228.7	17,699,228	167.6	4,112,267	77.2	74.3	42,527,397	125.3	451,772	69.6	146.5	3,213,078	191.7

(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.