

Production, Shipment of Digital Still Camera
February, January-February in 2015

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	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	2,318,937	91.8	80.0	4,845,816	82.8	2,436,324	103.1	83.0	4,800,236	81.6	482,152	170.7	75.6	764,633	66.4	1,954,172	93.9	85.1	4,035,603	85.3
	45,157,547	96.4	92.8	91,990,075	94.2	62,876,472	103.9	97.2	123,396,703	97.3	11,582,265	151.5	76.5	19,229,093	69.3	51,294,207	97.0	103.6	104,167,610	105.1

By Type	Camera with Built-in Lens	1,487,416	89.3	75.7	3,152,517	80.5	1,587,699	103.3	78.5	3,124,979	76.9	341,469	190.7	86.1	520,502	74.1	1,246,230	91.8	76.7	2,604,477	77.5
		17,673,572	94.8	85.0	36,325,523	92.3	22,082,556	105.9	89.6	42,938,599	89.9	4,856,263	188.0	95.2	7,439,248	83.4	17,226,293	94.3	88.2	35,499,351	91.4
Camera with Interchangeable Lens	831,521	96.5	88.9	1,693,299	87.7	848,625	102.7	92.9	1,675,257	92.2	140,683	136.0	58.3	244,131	54.3	707,942	97.9	105.4	1,431,126	104.7	
	27,483,975	97.5	98.6	55,664,552	95.5	40,793,916	102.8	101.9	80,458,104	101.7	6,726,002	132.8	67.0	11,789,845	62.6	34,067,914	98.5	113.6	68,668,259	113.9	
Single Lens Reflex	668,745	99.2	88.6	1,343,165	86.9	668,086	104.1	96.0	1,309,588	94.8	90,549	127.9	55.9	161,342	51.8	577,537	101.2	108.2	1,148,246	107.4	
	23,001,459	100.2	99.1	45,950,727	96.0	33,079,623	102.9	105.1	65,213,652	106.9	4,510,113	120.2	63.8	8,263,593	61.0	28,569,510	100.7	117.0	56,950,059	119.9	
Non-Reflex 5)*	162,776	86.9	90.4	350,134	90.8	180,539	97.5	83.0	365,669	84.0	50,134	153.5	63.1	82,789	60.1	130,405	85.5	94.5	282,880	95.0	
	4,482,516	85.7	96.3	9,713,825	93.3	7,714,293	102.4	90.3	15,244,452	84.3	2,215,889	169.1	74.6	3,526,252	66.6	5,498,404	88.4	98.7	11,718,200	91.7	

(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				
	Feb.	2)*	3)*	Jan.-Feb.	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	482,152	170.7	75.6	764,633	66.4	699,391	96.7	89.2	1,422,487	85.0	579,411	111.1	74.6	1,100,841	75.7	617,870	80.4	94.2	1,386,557	97.0	57,500	84.3	72.0	125,718	73.9
	11,582,265	151.5	76.5	19,229,093	69.3	14,058,526	103.8	94.5	27,604,739	86.7	13,581,499	96.1	96.6	27,716,811	101.7	22,591,876	95.2	116.1	46,313,008	122.8	1,062,306	72.2	94.5	2,533,052	109.9

By Type	Camera with Built-in Lens	341,469	190.7	86.1	520,502	74.1	466,818	84.1	79.8	1,021,862	83.6	431,463	147.4	71.3	724,265	65.0	300,480	66.0	82.0	755,710	86.0	47,469	86.0	69.6	102,640	70.4
		4,856,263	188.0	95.2	7,439,248	83.4	6,488,090	90.8	89.4	13,636,189	96.0	5,192,985	144.8	74.3	8,779,276	68.8	5,010,578	72.2	108.6	11,952,479	113.8	534,640	89.6	79.0	1,131,407	81.9
Camera with Interchangeable Lens	140,683	136.0	58.3	244,131	54.3	232,573	138.4	117.0	400,625	88.6	147,948	64.7	86.1	376,576	110.9	317,390	101.3	109.7	630,847	114.5	10,031	76.9	85.9	23,078	94.6	
	6,726,002	132.8	67.0	11,789,845	62.6	7,570,436	118.3	99.3	13,968,550	79.2	8,388,514	79.5	118.6	18,937,535	130.7	17,581,298	104.8	118.4	34,360,529	126.2	527,666	60.4	117.9	1,401,645	151.8	
Single Lens Reflex	90,549	127.9	55.9	161,342	51.8	202,687	152.9	126.9	335,252	91.9	130,991	68.1	80.2	323,217	107.0	238,485	101.1	118.0	474,317	123.1	5,374	53.3	61.7	15,460	89.4	
	4,510,113	120.2	63.8	8,263,593	61.0	6,461,834	127.7	106.9	11,523,421	83.2	7,494,175	82.6	112.3	16,565,342	131.6	14,340,198	105.8	125.9	27,894,792	136.4	273,303	39.4	87.9	966,504	158.4	
Non-Reflex 5)*	50,134	153.5	63.1	82,789	60.1	29,886	84.2	76.4	65,373	74.8	16,957	46.6	196.3	53,359	142.4	78,905	101.6	90.4	156,530	94.4	4,657	157.3	156.9	7,618	107.3	
	2,215,889	169.1	74.6	3,526,252	66.6	1,108,602	82.9	70.4	2,445,129	64.4	894,339	60.5	223.7	2,372,193	124.8	3,241,100	100.5	93.7	6,465,737	95.5	254,363	140.7	186.3	435,141	138.9	

(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.