

Production, Shipment of Digital Still Camera  
August, January-August 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)				
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	2,996,598	89.3	78.3	23,220,315	85.8	3,001,654	90.8	75.7	23,184,807	84.7	383,930	88.2	80.4	3,356,166	88.0	2,617,724	91.3	75.0	19,828,641	84.2
	56,297,092	84.0	95.1	450,419,073	100.8	73,043,717	82.8	84.9	590,229,639	98.4	9,883,185	91.6	92.7	85,489,529	94.1	63,160,532	81.5	83.7	504,740,110	99.2

By Type	Camera with Built-in Lens	1,915,709	95.4	70.5	14,638,065	80.0	1,957,902	97.6	72.7	14,692,051	79.0	267,883	89.5	79.4	2,246,220	86.2	1,690,019	99.1	71.8	12,445,831	77.8
		21,324,756	88.0	79.2	172,428,242	91.3	25,804,191	90.9	85.6	204,588,445	92.0	3,885,178	91.6	91.6	32,535,032	95.7	21,919,013	90.8	84.6	172,053,413	91.3
By Type	Camera with Interchangeable Lens	1,080,889	80.2	97.5	8,582,250	97.8	1,043,752	80.3	81.8	8,492,756	97.0	116,047	85.2	82.9	1,109,946	91.9	927,705	79.8	81.7	7,382,810	97.8
		34,972,336	81.6	108.4	277,990,831	107.8	47,239,526	78.9	84.4	385,641,194	102.2	5,998,007	91.5	93.5	52,954,497	93.2	41,241,519	77.4	83.3	332,686,697	103.8
By Type	Single Lens Reflex	779,479	77.1	94.3	6,489,548	95.4	740,459	76.5	75.0	6,370,346	95.1	59,100	76.1	73.9	666,507	92.1	681,359	76.6	75.1	5,703,839	95.4
		24,609,661	77.2	99.7	213,461,334	104.3	31,296,819	70.2	70.6	292,982,018	99.8	3,143,807	77.6	72.7	33,923,854	89.8	28,153,012	69.4	70.3	259,058,164	101.3
By Type	Non-Reflex 5)*	301,410	89.5	107.0	2,092,702	106.4	303,293	91.5	105.1	2,122,410	103.3	56,947	97.1	94.8	443,439	91.6	246,346	90.3	107.8	1,678,971	106.9
		10,362,675	94.4	136.8	64,529,497	121.3	15,942,707	104.4	137.6	92,659,176	110.4	2,854,200	114.2	136.4	19,030,643	99.8	13,088,507	102.5	137.9	73,628,533	113.5

(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				
	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*	Aug.	2)*	3)*	Jan.-Aug.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	383,930	88.2	80.4	3,356,166	88.0	1,061,624	91.8	102.7	7,591,337	90.9	929,216	129.8	78.5	5,695,506	82.7	564,028	60.6	48.0	5,988,855	80.3	62,856	95.9	65.5	552,943	64.7
	9,883,185	91.6	92.7	85,489,529	94.1	20,764,606	95.7	107.4	146,176,521	93.1	21,703,603	116.0	101.2	139,359,961	106.2	18,764,876	53.1	57.2	205,947,390	99.6	1,927,447	113.2	103.5	13,256,238	94.0

By Type	Camera with Built-in Lens	267,883	89.5	79.4	2,246,220	86.2	753,653	93.1	98.9	5,428,487	90.0	614,722	135.8	71.4	3,776,490	74.2	279,974	71.0	42.5	2,834,389	67.7	41,670	83.4	58.5	406,465	58.2
		3,885,178	91.6	91.6	32,535,032	95.7	9,399,246	93.5	112.4	69,524,096	99.2	7,165,554	116.8	85.9	48,995,495	84.8	4,831,615	66.5	58.1	48,539,257	91.9	522,598	75.7	59.5	4,994,565	64.8
By Type	Camera with Interchangeable Lens	116,047	85.2	82.9	1,109,946	91.9	307,971	88.6	113.4	2,162,850	93.1	314,494	119.5	97.7	1,919,016	106.5	284,054	52.9	54.9	3,154,466	96.6	21,186	136.2	85.5	146,478	93.4
		5,998,007	91.5	93.5	52,954,497	93.2	11,365,360	97.6	103.6	76,652,425	88.3	14,538,049	115.6	110.9	90,364,466	123.1	13,933,261	49.6	57.0	157,408,133	102.3	1,404,849	138.8	142.7	8,261,673	129.2
By Type	Single Lens Reflex	59,100	76.1	73.9	666,507	92.1	230,355	81.7	103.6	1,712,948	89.9	264,536	119.0	96.7	1,618,344	106.1	174,953	46.3	44.4	2,277,976	93.4	11,515	143.8	67.4	94,571	89.7
		3,143,807	77.6	72.7	33,923,854	89.8	7,897,714	92.4	88.5	58,061,774	83.4	11,208,930	109.6	103.4	75,158,499	123.3	8,296,993	39.2	42.2	120,472,096	99.7	749,375	129.8	120.4	5,365,795	125.3
By Type	Non-Reflex 5)*	56,947	97.1	94.8	443,439	91.6	77,616	117.9	157.3	449,902	107.9	49,958	122.2	103.7	300,672	109.1	109,101	68.8	88.5	876,490	106.0	9,671	128.1	125.7	51,907	100.8
		2,854,200	114.2	136.4	19,030,643	99.8	3,467,646	111.8	169.5	18,590,651	108.0	3,329,119	141.5	146.1	15,205,967	122.1	5,636,268	81.9	117.3	36,936,037	111.6	655,474	150.7	181.3	2,895,878	137.1

(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.