

Production,Shipment of Digital Still Camera
March, January-March in 2021

Unit Upper:PCS,Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					Except for Shipments to Japan				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Digital Still Camera Total	851,016	125.7	145.4	2,157,880	105.4	830,006	123.2	138.9	2,140,433	102.8	107,364	123.5	85.5	298,572	82.6	722,642	123.2	153.1	1,841,861	107.1
	30,992,523	128.6	177.6	78,556,102	121.1	46,268,477	129.5	212.6	114,983,676	135.6	4,455,427	121.5	123.0	11,037,249	87.8	41,813,050	130.4	230.5	103,946,427	143.9

By Type	Camera with Built-in Lens	305,750	122.9	98.2	769,954	88.0	287,066	116.5	89.4	754,187	83.2	79,135	128.8	84.0	217,047	90.8	207,931	112.4	91.6	537,140	80.5
			5,589,494	147.2	118.7	13,365,061	92.3	6,625,919	137.6	121.3	16,313,648	89.7	1,416,262	136.1	94.2	3,610,828	88.1	5,209,657	138.0	131.5	12,702,820
By Type	Camera with Interchangeable Lens	545,266	127.2	198.9	1,387,926	118.4	542,940	127.1	196.5	1,386,246	118.0	28,229	110.8	90.2	81,525	66.6	514,711	128.2	210.0	1,304,721	123.9
		25,403,029	125.1	199.4	65,191,041	129.4	39,642,558	128.2	243.2	98,670,028	148.1	3,039,165	115.7	143.4	7,426,421	87.7	36,603,393	129.4	258.1	91,243,607	156.9
By Type	Single Lens Reflex	229,692	125.6	197.8	600,277	105.9	224,640	113.3	185.2	615,041	105.8	6,178	83.2	74.6	22,379	62.2	218,462	114.5	193.3	592,662	108.7
		7,058,685	135.0	174.3	18,060,180	89.9	8,397,029	110.6	156.8	23,807,221	93.3	378,655	88.1	57.9	1,226,466	45.9	8,018,374	111.9	170.6	22,580,755	98.9
By Type	Mirrorless 5)*	315,574	128.5	199.8	787,649	130.2	318,300	139.1	205.3	771,205	129.9	22,051	122.1	95.8	59,146	68.5	296,249	140.6	224.3	712,059	140.3
		18,344,344	121.7	211.1	47,130,861	155.5	31,245,529	134.0	285.5	74,862,807	182.1	2,660,510	121.0	181.5	6,199,955	107.0	28,585,019	135.3	301.6	68,662,852	194.4

(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)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Digital Still Camera Total	104,369	146.5	243.7	265,659	137.7	123,699	118.9	178.8	315,658	97.8	278,236	116.0	141.4	714,825	107.4	194,118	127.0	138.4	486,127	104.0	22,220	118.8	97.1	59,592	84.2
	8,718,616	146.0	310.6	21,469,357	178.8	8,223,440	125.0	252.4	20,563,040	127.8	12,068,195	132.6	172.1	29,369,410	120.6	11,384,510	125.1	270.1	28,474,313	167.8	1,418,289	108.3	167.2	4,070,307	144.1

By Type	Camera with Built-in Lens	22,824	145.9	236.7	60,156	146.5	28,083	91.5	123.8	81,274	89.2	88,942	95.4	84.2	246,632	84.0	61,402	156.8	79.6	130,322	63.1	6,680	106.2	56.8	18,756	53.9
			774,612	142.9	277.8	2,126,953	152.3	798,387	120.1	174.0	2,137,553	96.7	2,019,532	127.4	100.6	4,996,900	85.1	1,445,576	173.4	140.5	2,950,099	75.6	171,550	115.5	92.0	491,315
By Type	Camera with Interchangeable Lens	81,545	146.6	245.7	205,503	135.3	95,616	130.4	205.6	234,384	101.1	189,294	129.2	207.7	468,193	125.8	132,716	116.7	210.3	355,805	136.3	15,540	125.1	139.6	40,836	113.5
		7,944,004	146.4	314.2	19,342,404	182.3	7,425,053	125.6	265.2	18,425,487	132.7	10,048,663	133.7	200.8	24,372,510	131.9	9,938,934	120.2	312.0	25,524,214	195.3	1,246,739	107.4	188.4	3,578,992	168.5
By Type	Single Lens Reflex	21,216	106.1	165.2	66,531	101.1	42,119	120.9	256.5	107,051	101.5	101,021	118.6	230.3	259,424	121.8	50,027	107.9	140.3	146,251	96.8	4,079	90.9	96.7	13,405	132.0
		1,203,653	102.2	168.4	4,107,935	98.2	1,798,007	113.2	236.6	4,758,255	98.5	3,242,578	116.7	185.2	8,489,428	106.4	1,641,531	116.0	120.5	4,658,884	85.5	132,605	65.4	117.4	566,253	141.7
By Type	Mirrorless 5)*	60,329	169.4	296.5	138,972	161.4	53,497	139.0	177.8	127,333	100.9	88,273	143.8	186.8	208,769	131.1	82,689	122.8	301.1	209,554	190.6	11,461	144.5	165.8	27,431	106.2
		6,740,351	158.6	371.6	15,234,469	237.1	5,627,046	130.2	275.8	13,667,232	150.9	6,806,085	143.7	209.2	15,883,082	151.3	8,297,403	121.1	455.1	20,865,330	273.8	1,114,134	116.3	203.0	3,012,739	174.7

(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) The same month a year ago was minus.