

Production, Shipment of Digital Still Camera
September, January-September in 2013

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	5,585,699	102.3	75.2	45,656,996	58.6	5,866,425	102.9	77.4	46,569,728	61.3	760,193	112.1	92.2	5,776,453	87.3	5,106,232	101.7	75.5	40,793,275	58.9
	88,461,330	106.5	91.1	626,902,799	69.4	111,963,936	107.3	90.0	836,166,448	74.0	16,090,191	121.2	106.1	114,585,109	96.4	95,873,745	105.2	87.7	721,581,339	71.3

By Type	Camera with Built-in Lens	3,923,865	101.7	69.2	33,722,522	53.8	4,240,834	101.6	72.3	34,323,287	56.1	540,179	110.9	82.2	4,162,490	77.3	3,700,655	100.4	71.1	30,160,797	54.0
			39,916,561	111.9	84.4	296,584,928	61.3	47,510,243	110.4	83.3	358,972,351	63.8	7,288,383	125.6	86.8	51,282,818	78.4	40,221,860	108.0	82.7	307,689,533
Camera with Interchangeable Lens	1,661,834	103.9	94.4	11,934,474	78.4	1,625,591	106.5	94.6	12,246,441	83.3	220,014	115.2	131.6	1,613,963	131.1	1,405,577	105.3	90.6	10,632,478	78.9	
	48,544,769	102.5	97.4	330,317,871	78.7	64,453,693	105.1	95.6	477,194,097	84.1	8,801,808	117.7	130.0	63,302,291	118.5	55,651,885	103.3	91.8	413,891,806	80.5	
Single Lens Reflex	1,292,457	99.9	86.1	9,844,824	78.5	1,270,457	99.5	87.7	10,082,409	82.6	123,260	99.2	144.0	1,018,128	137.2	1,147,197	99.5	84.2	9,064,281	79.0	
	39,580,051	98.9	90.6	280,553,557	78.7	51,974,835	98.6	87.2	404,927,271	82.4	5,321,016	100.1	128.2	43,533,224	118.5	46,653,819	98.4	84.1	361,394,047	79.5	
Non-Reflex 5)*	369,377	120.8	142.6	2,089,650	77.8	355,134	142.7	130.9	2,164,032	86.5	96,754	145.0	118.5	595,835	121.7	258,380	141.9	136.2	1,568,197	78.0	
	8,964,718	122.5	145.2	49,764,314	78.6	12,478,858	145.1	160.0	72,266,826	94.5	3,480,792	161.0	133.0	19,769,067	118.3	8,998,066	139.8	173.7	52,497,759	87.9	

(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				
	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*	Sep.	2)*	3)*	Jan.-Sep.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	760,193	112.1	92.2	5,776,453	87.3	1,752,311	95.4	72.5	14,803,500	59.2	1,870,975	109.9	78.4	13,566,965	61.4	1,323,846	99.1	77.0	11,107,499	57.2	159,100	108.3	67.1	1,315,311	46.8
	16,090,191	121.2	106.1	114,585,109	96.4	31,514,742	98.4	84.5	245,495,972	74.3	28,613,167	115.2	88.8	208,651,909	71.1	33,251,491	103.9	89.1	250,995,117	70.0	2,494,345	111.2	102.6	16,438,341	56.1

By Type	Camera with Built-in Lens	540,179	110.9	82.2	4,162,490	77.3	1,249,937	95.4	71.2	10,784,320	54.4	1,461,681	107.8	72.3	10,779,037	57.6	857,662	95.4	70.5	7,445,252	50.7	131,375	108.0	61.7	1,152,188	44.2
			7,288,383	125.6	86.8	51,282,818	78.4	13,493,004	101.3	86.5	108,559,365	66.9	14,211,082	119.4	77.0	106,673,599	64.5	11,050,530	103.0	85.8	81,721,923	55.1	1,467,244	112.6	87.0	10,734,646
Camera with Interchangeable Lens	220,014	115.2	131.6	1,613,963	131.1	502,374	95.4	76.1	4,019,180	77.7	409,294	118.1	112.5	2,787,928	82.8	466,184	106.8	92.5	3,662,247	77.3	27,725	109.8	114.7	163,123	79.8	
	8,801,808	117.7	130.0	63,302,291	118.5	18,021,738	96.4	83.1	136,936,607	81.4	14,402,085	111.2	104.6	101,978,310	79.8	22,200,961	104.4	90.9	169,273,194	80.5	1,027,101	109.2	138.1	5,703,695	73.1	
Single Lens Reflex	123,260	99.2	144.0	1,018,128	137.2	431,424	90.4	72.7	3,616,523	78.6	356,782	115.0	109.9	2,516,881	86.2	341,934	98.6	80.5	2,806,530	74.0	17,057	91.9	88.0	124,347	78.8	
	5,321,016	100.1	128.2	43,533,224	118.5	15,562,989	91.1	78.2	123,146,056	81.1	12,820,170	109.8	101.0	93,039,800	81.5	17,606,334	98.1	78.7	140,872,583	77.2	664,326	93.8	126.6	4,335,608	72.2	
Non-Reflex 5)*	96,754	145.0	118.5	595,835	121.7	70,950	143.7	106.9	402,657	70.3	52,512	144.0	134.4	271,047	60.7	124,250	138.7	156.5	855,717	90.6	10,668	159.6	222.6	38,776	83.2	
	3,480,792	161.0	133.0	19,769,067	118.3	2,458,749	151.3	136.1	13,790,551	84.1	1,581,915	124.6	146.1	8,938,510	65.2	4,594,627	138.8	221.7	28,400,611	101.9	362,775	156.1	165.4	1,368,087	76.2	

(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.