

Production, Shipment of Digital Still Camera
September, January-September 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)				
	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	3,747,133	97.9	67.1	30,818,547	67.5	3,962,604	99.9	67.5	31,325,732	67.3	543,094	113.7	71.4	4,356,149	75.4	3,419,510	98.0	67.0	26,969,583	66.1
	60,567,287	102.3	68.5	507,210,209	80.9	87,624,991	101.8	78.3	687,452,524	82.2	12,658,887	118.8	78.7	103,518,485	90.3	74,966,104	99.4	78.2	583,934,039	80.9

By Type	Camera with Built-in Lens	2,640,285	97.1	67.3	20,940,386	62.1	2,635,273	97.9	62.1	21,243,154	61.9	381,004	112.9	70.5	2,986,222	71.7	2,254,269	95.8	60.9	18,256,932	60.5
		28,164,626	104.6	70.6	217,024,626	73.2	32,063,165	106.4	67.5	254,464,216	70.9	5,369,202	126.5	73.7	39,381,115	76.8	26,693,963	103.1	66.4	215,083,101	69.9
By Type	Camera with Interchangeable Lens	1,106,848	99.9	66.6	9,878,161	82.8	1,327,331	104.1	81.7	10,082,578	82.3	162,090	115.7	73.7	1,369,927	84.9	1,165,241	102.6	82.9	8,712,651	81.9
		32,402,661	100.4	66.7	290,185,583	87.9	55,561,826	99.3	86.2	432,988,308	90.7	7,289,685	113.6	82.8	64,137,370	101.3	48,272,141	97.5	86.7	368,850,938	89.1
By Type	Single Lens Reflex	794,397	96.1	61.5	7,598,355	77.2	991,586	100.5	78.0	7,691,731	76.3	85,682	107.2	69.5	809,290	79.5	905,904	99.9	79.0	6,882,441	75.9
		23,640,634	95.7	59.7	228,213,917	81.3	41,654,428	93.9	80.1	335,149,421	82.8	4,239,387	98.1	79.7	42,021,859	96.5	37,415,041	93.5	80.2	293,127,562	81.1
By Type	Non-Reflex 5)*	312,451	111.0	84.6	2,279,806	109.1	335,745	116.3	94.5	2,390,847	110.5	76,408	127.1	79.0	560,637	94.1	259,337	113.5	100.4	1,830,210	116.7
		8,762,027	115.7	97.7	61,971,666	124.5	13,907,398	120.0	111.4	97,838,887	135.4	3,050,298	145.7	87.6	22,115,511	111.9	10,857,100	114.4	120.7	75,723,376	144.2

(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	543,094	113.7	71.4	4,356,149	75.4	1,182,966	114.4	67.5	9,535,456	64.4	1,086,642	91.8	58.1	7,974,294	58.8	1,034,461	87.9	78.1	8,489,119	76.4	115,441	120.2	72.6	970,714	73.8
	12,658,887	118.8	78.7	103,518,485	90.3	23,045,804	119.3	73.1	179,996,815	73.3	21,710,640	101.2	75.9	152,903,977	73.3	27,897,688	85.1	83.9	234,617,406	93.5	2,311,972	124.2	92.7	16,415,841	99.9

By Type	Camera with Built-in Lens	381,004	112.9	70.5	2,986,222	71.7	851,318	111.7	68.1	6,881,163	63.8	706,543	82.0	48.3	5,793,075	53.7	603,202	91.5	70.3	4,791,063	64.4	93,206	130.8	70.9	791,631	68.7
		5,369,202	126.5	73.7	39,381,115	76.8	9,900,499	118.4	73.4	80,001,532	73.7	7,878,954	94.5	55.4	65,648,068	61.5	7,747,649	93.1	70.1	60,556,048	74.1	1,166,861	132.9	79.5	8,877,453	82.7
By Type	Camera with Interchangeable Lens	162,090	115.7	73.7	1,369,927	84.9	331,648	122.1	66.0	2,654,293	66.0	380,099	118.1	92.9	2,181,219	78.2	431,259	83.4	92.5	3,698,056	101.0	22,235	89.7	80.2	179,083	109.8
		7,289,685	113.6	82.8	64,137,370	101.3	13,145,305	119.9	72.9	99,995,283	73.0	13,831,686	105.5	96.0	87,255,909	85.6	20,150,039	82.4	90.8	174,061,358	102.8	1,145,111	116.3	111.5	7,538,388	132.2
By Type	Single Lens Reflex	85,682	107.2	69.5	809,290	79.5	250,411	112.7	58.0	2,156,030	59.6	349,399	127.7	97.9	1,874,824	74.5	295,636	75.0	86.5	2,735,751	97.5	10,458	61.2	61.3	115,836	93.2
		4,239,387	98.1	79.7	42,021,859	96.5	9,804,140	109.9	63.0	79,438,995	64.5	12,291,927	113.4	95.9	73,265,257	78.7	14,822,656	75.4	84.2	135,646,228	96.3	496,318	79.7	74.7	4,777,082	110.2
By Type	Non-Reflex 5)*	76,408	127.1	79.0	560,637	94.1	81,237	164.7	114.5	498,263	123.7	30,700	63.7	58.5	306,395	113.0	135,623	110.0	109.2	962,305	112.5	11,777	153.1	110.4	63,247	163.1
		3,050,298	145.7	87.6	22,115,511	111.9	3,341,165	163.3	135.9	20,556,288	149.1	1,539,759	67.6	97.3	13,990,652	156.5	5,327,383	110.8	115.9	38,415,130	135.3	648,793	179.4	178.8	2,761,306	201.8

(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.