

Production, Shipment of Digital Still Camera  
March, January-March in 2017

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	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	2,297,869	126.1	109.9	6,013,763	103.8	2,273,892	124.5	102.7	5,967,531	102.5	392,776	131.6	101.6	958,793	99.3	1,881,116	123.2	102.9	5,008,738	103.2
	48,290,494	124.6	104.4	127,155,748	104.7	67,421,600	119.8	102.9	180,727,621	112.1	10,243,071	124.2	93.0	25,198,319	105.4	57,178,529	119.1	104.9	155,529,302	113.3

By Type	Camera with Built-in Lens	1,253,250	128.2	114.1	3,280,688	100.2	1,241,535	126.4	107.0	3,253,871	100.0	257,847	132.2	104.7	636,184	96.2	983,688	124.9	107.6	2,617,687	101.0
			14,909,788	127.7	106.3	39,834,138	96.5	19,083,664	125.3	111.3	50,541,991	106.9	3,873,285	124.3	107.9	9,611,965	99.9	15,210,379	125.5	112.1	40,930,026
By Type	Camera with Interchangeable Lens	1,044,619	123.6	105.3	2,733,075	108.5	1,032,357	122.4	97.9	2,713,660	105.8	134,929	130.7	96.0	322,609	106.1	897,428	121.3	98.2	2,391,051	105.8
		33,380,706	123.2	103.5	87,321,610	108.9	48,337,936	117.8	99.9	130,185,630	114.3	6,369,786	124.1	85.7	15,586,354	109.1	41,968,150	116.9	102.5	114,599,276	115.1
By Type	Single Lens Reflex	678,788	125.2	91.6	1,749,745	95.3	669,600	120.8	84.0	1,726,931	91.7	76,312	119.2	83.2	181,708	90.7	593,288	121.0	84.1	1,545,223	91.8
		20,526,067	121.9	86.1	53,898,345	93.0	30,346,427	110.7	86.7	82,072,223	104.3	3,669,508	124.5	70.4	8,705,259	91.1	26,676,919	109.0	89.6	73,366,964	106.2
By Type	Non-Reflex 5)*	365,831	120.8	146.0	983,330	144.1	362,757	125.6	141.1	986,729	145.0	58,617	149.5	120.0	140,901	136.0	304,140	121.8	146.1	845,828	146.6
		12,854,639	125.5	153.1	33,423,265	150.3	17,991,509	132.2	134.5	48,113,407	136.6	2,700,278	123.5	121.8	6,881,095	145.5	15,291,231	133.9	137.0	41,232,312	135.2

(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				
	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	392,776	131.6	101.6	958,793	99.3	676,928	129.1	106.0	1,765,841	99.5	522,364	126.3	93.4	1,353,552	107.4	627,868	115.8	107.9	1,731,721	102.7	53,956	114.0	112.9	157,624	119.9
	10,243,071	124.2	93.0	25,198,319	105.4	16,934,488	127.3	113.9	44,540,238	115.0	14,342,574	132.8	93.0	36,807,577	112.6	24,020,002	107.5	106.1	68,889,119	110.3	1,881,465	119.7	118.8	5,292,368	156.3

By Type	Camera with Built-in Lens	257,847	132.2	104.7	636,184	96.2	440,631	145.9	125.6	1,087,892	102.0	285,765	106.3	94.4	818,438	112.7	228,965	122.1	98.4	616,994	87.5	28,327	97.5	100.6	94,363	99.6
			3,873,285	124.3	107.9	9,611,965	99.9	7,075,154	164.6	155.3	17,156,076	122.5	3,904,235	108.9	104.6	11,213,581	128.2	3,750,618	98.4	77.8	11,196,296	81.1	480,372	114.7	106.4	1,364,073
By Type	Camera with Interchangeable Lens	134,929	130.7	96.0	322,609	106.1	236,297	106.3	82.0	677,949	95.7	236,599	163.5	92.2	535,114	100.1	398,903	112.5	114.3	1,114,727	113.6	25,629	140.1	130.7	63,261	172.2
		6,369,786	124.1	85.7	15,586,354	109.1	9,859,334	109.5	95.7	27,384,162	110.7	10,438,339	144.8	89.3	25,593,996	106.9	20,269,384	109.4	113.8	57,692,823	118.5	1,401,093	121.6	123.7	3,928,295	173.6
By Type	Single Lens Reflex	76,312	119.2	83.2	181,708	90.7	166,244	98.8	68.1	483,252	84.2	192,846	181.5	84.9	409,823	88.3	221,564	107.5	100.4	619,541	99.1	12,634	130.3	94.5	32,607	159.3
		3,669,508	124.5	70.4	8,705,259	91.1	6,162,619	93.9	77.2	18,393,654	103.8	7,221,535	161.5	75.7	16,665,693	88.7	12,672,021	99.0	109.7	36,233,809	115.2	620,744	96.2	87.4	2,073,808	180.2
By Type	Non-Reflex 5)*	58,617	149.5	120.0	140,901	136.0	70,053	129.6	159.6	194,697	144.9	43,753	113.7	147.4	125,291	178.1	177,339	119.4	138.2	495,186	139.1	12,995	151.2	208.6	30,654	188.5
		2,700,278	123.5	121.8	6,881,095	145.5	3,696,715	151.4	158.9	8,990,508	128.2	3,216,804	117.5	150.1	8,928,303	173.3	7,597,363	132.5	121.3	21,459,014	124.6	780,349	153.8	184.8	1,854,487	166.8

(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.