

Production, Shipment of Digital Still Camera
July, January-July 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)				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	1,981,176	85.5	126.2	14,718,681	115.9	1,942,192	88.1	120.1	14,622,651	112.4	289,918	101.6	113.9	2,085,075	100.9	1,652,274	86.0	121.3	12,537,576	114.6
	43,622,441	87.4	127.1	314,847,459	115.0	62,822,710	85.0	128.6	455,731,727	123.4	8,702,712	98.6	135.9	58,679,615	109.9	54,119,998	83.1	127.5	397,052,112	125.6

By Type	Camera with Built-in Lens	1,028,248	78.8	145.8	8,031,075	117.1	968,541	78.1	137.8	7,901,962	113.5	187,490	96.0	122.4	1,387,053	101.6	781,051	74.7	142.0	6,514,909	116.4
		13,221,290	76.3	171.8	100,699,974	118.7	16,570,976	81.4	179.3	125,788,867	126.6	3,023,118	99.1	150.3	21,572,615	109.8	13,547,858	78.3	187.4	104,216,252	130.7
	Camera with Interchangeable Lens	952,928	94.1	110.2	6,687,606	114.5	973,651	100.9	106.5	6,720,689	111.1	102,428	113.7	101.1	698,022	99.4	871,223	99.5	107.2	6,022,667	112.6
		30,401,151	93.4	114.2	214,147,485	113.3	46,251,734	86.4	116.8	329,942,860	122.2	5,679,594	98.4	129.3	37,107,000	110.0	40,572,140	84.9	115.2	292,835,860	123.9
	Single Lens Reflex	651,007	97.4	99.5	4,329,315	98.6	655,945	103.2	97.1	4,322,753	95.1	63,250	123.4	95.2	390,879	84.0	592,695	101.4	97.3	3,931,874	96.3
		20,058,320	94.9	98.9	132,774,789	93.6	29,725,925	101.5	99.8	199,784,763	100.6	3,757,793	117.4	124.4	21,149,976	90.5	25,968,132	99.6	97.1	178,634,787	101.9
	Non-Reflex 5)*	301,921	87.7	143.1	2,358,291	162.5	317,706	96.4	133.3	2,397,936	159.5	39,178	100.9	112.4	307,143	129.8	278,528	95.8	136.8	2,090,793	165.1
		10,342,831	90.6	163.2	81,372,696	172.4	16,525,809	68.1	168.1	130,158,097	182.2	1,921,801	74.8	139.9	15,957,024	153.6	14,604,008	67.3	172.7	114,201,073	187.1

(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				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	289,918	101.6	113.9	2,085,075	100.9	625,435	78.8	132.1	4,625,192	115.5	436,403	79.3	104.1	3,520,320	113.5	532,104	100.6	123.3	3,999,880	112.4	58,332	123.2	152.0	392,184	139.4
	8,702,712	98.6	135.9	58,679,615	109.9	16,516,816	76.7	130.0	119,162,425	129.2	14,146,297	87.5	121.7	100,608,486	123.6	21,904,693	85.4	127.6	164,650,019	122.3	1,552,192	88.9	164.2	12,631,182	163.4

By Type	Camera with Built-in Lens	187,490	96.0	122.4	1,387,053	101.6	380,478	74.3	179.3	2,842,159	120.9	192,673	60.8	100.7	2,018,119	117.1	167,198	88.7	135.9	1,407,534	105.5	40,702	146.5	175.2	247,097	133.4
		3,023,118	99.1	150.3	21,572,615	109.8	6,326,051	76.3	233.6	44,892,845	144.4	3,348,542	71.6	166.2	28,969,385	140.4	3,303,938	85.9	147.1	26,747,597	104.4	569,327	116.5	217.9	3,606,425	153.2
	Camera with Interchangeable Lens	102,428	113.7	101.1	698,022	99.4	244,957	87.1	93.8	1,783,033	107.9	243,730	104.2	107.1	1,502,201	109.1	364,906	107.2	118.2	2,592,346	116.6	17,630	90.1	116.4	145,087	150.9
		5,679,594	98.4	129.3	37,107,000	110.0	10,190,765	76.9	102.0	74,269,580	121.4	10,797,755	94.0	112.4	71,639,101	117.9	18,600,755	85.4	124.6	137,902,422	126.5	982,865	78.1	143.7	9,024,757	167.9
	Single Lens Reflex	63,250	123.4	95.2	390,879	84.0	171,129	89.4	84.4	1,259,802	95.3	193,121	98.4	98.5	1,158,743	96.9	219,113	117.6	108.7	1,440,942	95.7	9,332	88.8	110.5	72,387	122.3
		3,757,793	117.4	124.4	21,149,976	90.5	6,592,106	86.6	84.9	47,871,007	103.7	7,182,996	98.8	92.5	45,514,661	92.2	11,693,806	110.1	107.6	80,789,223	105.5	499,224	85.4	140.4	4,459,896	137.5
	Non-Reflex 5)*	39,178	100.9	112.4	307,143	129.8	73,828	82.1	126.7	523,231	158.6	50,609	134.7	160.4	343,458	189.3	145,793	94.5	136.2	1,151,404	160.3	8,298	91.6	123.8	72,700	196.9
		1,921,801	74.8	139.9	15,957,024	153.6	3,598,659	63.9	161.3	26,398,573	175.9	3,614,759	85.6	196.4	26,124,440	228.9	6,906,949	61.8	170.3	57,113,199	175.8	483,641	71.8	147.2	4,564,861	214.2

(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.