

Production, Shipment of Digital Still Camera  
July, January-July in 2018

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	1,588,799	92.6	80.2	11,354,049	77.1	1,496,604	89.3	77.1	11,181,190	76.5	248,442	109.9	85.7	1,690,174	81.1	1,248,162	86.1	75.5	9,491,016	75.7
	42,039,465	89.2	96.4	298,383,522	94.8	54,176,824	85.5	86.2	413,661,489	90.8	7,106,122	98.4	81.7	51,283,903	87.4	47,070,702	83.8	87.0	362,377,586	91.3

By Type	Camera with Built-in Lens	699,222	103.7	68.0	4,826,001	60.1	675,711	97.5	69.8	4,850,925	61.4	161,854	118.6	86.3	1,065,167	76.8	513,857	92.3	65.8	3,785,758	58.1
			11,076,704	103.1	83.8	67,702,586	67.2	13,491,581	95.3	81.4	88,034,546	70.0	2,701,307	113.8	89.4	17,443,410	80.9	10,790,274	91.6	79.6	70,591,136
Camera with Interchangeable Lens	889,577	85.4	93.4	6,528,048	97.6	820,893	83.6	84.3	6,330,265	94.2	86,588	96.7	84.5	625,007	89.5	734,305	82.3	84.3	5,705,258	94.7	
	30,962,761	85.1	101.8	230,680,936	107.7	40,685,243	82.7	88.0	325,626,943	98.7	4,404,815	90.9	77.6	33,840,493	91.2	36,280,428	81.8	89.4	291,786,450	99.6	
Single Lens Reflex	543,296	86.4	83.5	4,042,028	93.4	509,570	82.3	77.7	3,977,858	92.0	41,962	95.7	66.3	288,112	73.7	467,608	81.3	78.9	3,689,746	93.8	
	17,709,097	85.4	88.3	132,076,586	99.5	22,316,435	80.1	75.1	183,792,073	92.0	1,906,472	83.4	50.7	15,687,309	74.2	20,409,963	79.9	78.6	168,104,764	94.1	
Non-Reflex 5)*	346,281	83.8	114.7	2,486,020	105.4	311,323	85.8	98.0	2,352,407	98.1	44,626	97.7	113.9	336,895	109.7	266,697	84.1	95.8	2,015,512	96.4	
	13,253,664	84.8	128.1	98,604,350	121.2	18,368,808	85.9	111.2	141,834,870	109.0	2,498,343	97.5	130.0	18,153,184	113.8	15,870,465	84.3	108.7	123,681,686	108.3	

(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	248,442	109.9	85.7	1,690,174	81.1	402,217	67.6	64.3	3,287,339	71.1	387,568	104.8	88.8	2,828,606	80.4	406,087	94.4	76.3	3,064,448	76.6	52,290	96.0	89.6	310,623	79.2
	7,106,122	98.4	81.7	51,283,903	87.4	12,402,415	60.8	75.1	105,796,625	88.8	12,909,246	105.2	91.3	94,290,120	93.7	19,638,527	92.4	89.7	149,076,153	90.5	2,120,514	95.0	136.6	13,214,688	104.6

By Type	Camera with Built-in Lens	161,854	118.6	86.3	1,065,167	76.8	215,871	80.9	56.7	1,663,419	58.5	175,431	106.2	91.1	1,237,822	61.3	98,057	98.1	58.6	747,120	53.1	24,498	99.1	60.2	137,397	55.6
			2,701,307	113.8	89.4	17,443,410	80.9	4,575,186	83.9	72.3	31,270,277	69.7	3,334,166	102.0	99.6	19,404,418	67.0	2,410,870	96.3	73.0	17,097,121	63.9	470,052	84.7	82.6	2,819,320
Camera with Interchangeable Lens	86,588	96.7	84.5	625,007	89.5	186,346	56.9	76.1	1,623,920	91.1	212,137	103.6	87.0	1,590,784	105.9	308,030	93.3	84.4	2,317,328	89.4	27,792	93.4	157.6	173,226	119.4	
	4,404,815	90.9	77.6	33,840,493	91.2	7,827,229	52.4	76.8	74,526,348	100.3	9,575,080	106.4	88.7	74,885,702	104.5	17,227,657	91.8	92.6	131,979,032	95.7	1,650,462	98.4	167.9	10,395,368	115.2	
Single Lens Reflex	41,962	95.7	66.3	288,112	73.7	98,093	47.2	57.3	1,056,096	83.8	157,623	105.7	81.6	1,176,905	101.6	192,676	94.7	87.9	1,358,484	94.3	19,216	130.1	205.9	98,261	135.7	
	1,906,472	83.4	50.7	15,687,309	74.2	3,606,202	43.5	54.7	42,014,258	87.8	5,349,766	104.3	74.5	43,356,756	95.3	10,492,380	92.2	89.7	77,557,016	96.0	961,615	126.5	192.6	5,176,734	116.1	
Non-Reflex 5)*	44,626	97.7	113.9	336,895	109.7	88,253	73.7	119.5	567,824	108.5	54,514	98.0	107.7	413,879	120.5	115,354	91.1	79.1	958,844	83.3	8,576	57.2	103.4	74,965	103.1	
	2,498,343	97.5	130.0	18,153,184	113.8	4,221,027	63.4	117.3	32,512,090	123.2	4,225,314	109.2	116.9	31,528,946	120.7	6,735,277	91.3	97.5	54,422,016	95.3	688,847	75.1	142.4	5,218,634	114.3	

(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.