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PRESS RELEASE

February 3, 2020

Camera & Imaging Products Association (CIPA)

2020 Outlook on the Shipment by Product-Type Concerning Cameras and Related Goods

The Camera & Imaging Products Association (CIPA: President Masaya Maeda) has announced the outlook on the shipment by product-type concerning cameras and related goods for the 2020 term.

1. Track record of shipments 2019

In 2019 total shipments decreased by 21.7% year on year in digital cameras and 21.4% in interchangeable lens cameras, items which are core products.

Total shipments of digital cameras in 2019 (the cumulative total of shipments from January to December) fell by 21.7% year on year to 15,216,957 units (represented by units of one million in the attached table.)

After the dramatic continued growth of the early-days of the digital camera market since 1999, the year our statistics started, shipments fell for the first time in 2009. The market shrunk again in 2011 because of the serious impact on production brought about by the Great East Japan Earthquake and flooding in Thailand, as well as the emergence of smartphones. Shipments have since continued to decline. An increase was observed in 2017, though 2018 and 2019 saw consecutive declines.

Seen by product category, interchangeable lens digital cameras, products that now account for more than half of total shipments thanks to their higher value added and unit prices, failed to reach the level of shipments of a year before.

Shipments of digital cameras with a built-in lens (so called compact digital cameras) decreased by 22.0% year on year to 6,755,467 units.

Shipments of interchangeable lens digital cameras (single-lens reflex and mirrorless) also decreased by 21.4% year on year to 8,461,490 units.

Within the category, mirrorless cameras performed rather well in contrast to single-lens reflex cameras, whose shipments fell by 32.0%. Shipments of mirrorless products decreased as little as 4.4%, almost the same as in 2018, when the subcategory experienced modest year-on-year growth.

Despite a decline on a year-on-year basis, shipments of interchangeable lenses for digital cameras were 70% larger than those of bodies.

Shipments of interchangeable lenses decreased by 21.0% year on year to 14,236,912 units.

Interchangeable lenses are often regarded as a supporting player for camera bodies, both single-lens reflex or mirrorless. In fact, however, they play another starring role in the camera industry because photographers need a set of high-performance lenses with unique characteristics to take photos with great artistic quality that no smartphone camera can deliver.

For years, many more lenses had been shipped than bodies (interchangeable-lens digital camera). No change was observed in this trend in 2019 as shipments of lens were 70% larger than those of bodies.

Broken down by region, total shipments of digital cameras to Japan and regions outside of Japan decreased 18.6% and 22.2%, respectively. As for shipments of digital cameras with built-in lenses, those to Japan and regions outside of Japan decreased by 16.9% and 23.3%, respectively. As for shipments of digital cameras for interchangeable lenses, those to Japan and regions outside of Japan decreased by 21.5% and 21.3%, respectively.

As for shipments of interchangeable lenses, those to Japan and regions outside of Japan decreased by 20.3% and 21.1%, respectively.

Shipments to Japan had been decreasing more moderately than those to regions outside of Japan. Nonetheless, the latter maintained a large share in the total shipments of digital cameras at around 85%, a figure that demonstrates overwhelming presence of Japanese brands in the worldwide market.

2. Outlook on shipments in 2020

Total shipments (the cumulative total of shipments from January to December) of digital cameras in 2020 are projected to be 11.67 million units, a year-on-year decline of 23.3%. Of those, shipments to Japan and those to regions outside of Japan are projected to be 1.78 million units (a year-on-year decrease of 23.3%) and 9.89 million units (a year-on-year decline of 23.3%), respectively.

Broken down by product type, shipments of built-in lens digital cameras are projected to be 4.8 million units (a year-on-year fall of 29.0%). Of those, shipments to Japan and those to regions outside of Japan are projected to be 1.1 million units (a year-on-year decrease of 25.7%) and 3.7 million units (a year-on-year decline of 29.8%), respectively. Shipments of interchangeable lens digital cameras are projected to be 6.87 million units (a year-on-year fall of 18.8%). Of those, shipments to Japan and those to regions outside of

Japan are projected to be 0.68 million units (a year-on-year fall of 18.1%) and 6.19 million units (a year-on-year decrease of 18.9%), respectively.

Shipments of interchangeable lenses are projected to fall 16.4% year on year to 11.9 million units. Of those, shipments to Japan and those to regions outside of Japan are projected to decline 15.2% year on year to 1.4 million units and 16.6% year on year to 10.5 million units, respectively.

In light of the results in 2019, we have made conservative projections for 2020. However, precisely because we live in the age where everyone can take photos with their smartphone, it is not unreasonable to expect that there will be an increase in those who desire new digital cameras in order to take photos that give them a greater sense of satisfaction, take scene pictures that they could never achieve with their smartphone, and take pictures with a great sense of artistic quality that they really feel content with.

In 2019, we conducted a questionnaire survey, asking camera users, including those using only smartphones to take photos, "Which device or instrument would you like to buy within a year?" Among the teenage respondents, the most common answer was "Digital camera". In their reports, some news media mentioned the result as "a sign of hope."

Photographic equipment makers will continue releasing new products with great ambition while adopting approaches to lower hurdles that might put off new users. Our industry will make tireless endeavors to regain momentum for growth.

The end

2020 Outlook on the Shipment by Product-Type Concerning Cameras and Related Goods

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In 10,000 units

Item	Total shipments											
					Shipments to Japan				Except for Shipments to Japan			
	2019 (Results)	% of results a year before	2020 (Projection)	% of results a year before	2019 (Results)	% of results a year before	2020 (Projection)	% of results a year before	2019 (Results)	% of results a year before	2020 (Projection)	% of results a year before
Digital Camera (Total)	1522	78.3%	1167	76.7%	232	81.4%	178	76.7%	1290	77.8%	989	76.7%
Camera with Built-in Lens	676	78.0%	480	71.0%	148	83.1%	110	74.3%	527	76.7%	370	70.2%
Camera with Interchangeable Lens	846	78.6%	687	81.2%	83	78.5%	68	81.9%	763	78.7%	619	81.1%
Interchangeable Lens	1424	79.0%	1190	83.6%	165	79.7%	140	84.8%	1259	78.9%	1050	83.4%

Note: figures may not add up due to rounding.

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