



Camera & Imaging Products Association
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PRESS RELEASE

February 1, 2021
Camera & Imaging Products Association (CIPA)

2021 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 2021 term.

1. Track record of shipments 2020

Total shipments of digital cameras were 58.4% those of the previous year.

In 2020 (January to December cumulative), the total shipments of digital cameras were 8,886,292 units (represented by units of ten thousands in the attached table), 58.4% of those of the previous year.

Although the market continued to expand significantly from the start of keeping statistics in 1999, it decreased in 2009 for the first time due to the impact of the worldwide economic recession, decreased in 2011 due to the impact of the Great East Japan Earthquake and the flooding in Thailand, and then continued to decrease. Although it started to increase in 2017, it has fallen below the previous year's level for three consecutive years since 2018.

Shipments of built-in lens digital cameras (so called compact digital cameras) declined very sharply, and those of interchangeable lens digital cameras (single-lens reflex and mirrorless), which now account for about 60% of total shipments, also fell sharply from the previous year.

Originally, the digital camera market can expect to have a promising selling season in the Olympic year, where focusing on the main products, many attractive items come out; however the spread of COVID-19 and the subsequent postponement of the Olympics cast a shadow on the market.

However, although the year-end figure is low, the recovery has been progressing at a rapid pace since last fall, and monthly shipments of interchangeable lens digital cameras have continued to exceed 80% in volume and 100% in value since October last year.

As leading products of each company, which had looked at the Olympic year, have appeared one after another, they have touched the hearts of photography fans, and this has had a remarkable effect.

53.0% for built-in lens digital cameras, and 62.7% for interchangeable lens digital cameras.

3,578,643 units of built-in lens digital cameras, which is 53.0% the volume of the previous year.

5,307,649 units of interchangeable lens digital cameras," which is 62.7% the volume of the previous year,

and 9,024,460 units of interchangeable lenses, which is 63.4% the volume of the previous year.

The fact that the number of interchangeable lenses has reached 1.7 times the number of interchangeable lens digital cameras (body side) can be said to be a barometer that many fans continue to upgrade their photography systems and pursue photography.

Photography fans are annoyed by the daily life where due to COVID-19, they have no choice but to refrain from going out or traveling; on the other hand, in a recent user survey conducted by the Association, many people voiced that during the self-restraint period, they were supported by facing their irreplaceable hobby of photography.

Shipments were by no means high; however, we received enough encouragement to look forward to a boost in purchasing when we are able to go out and travel. We would like to expect that the deepening fans will heartily recommend people around from now on.

“Taking photos of things I like makes my life meaningful.” (18, male)

“I can’t see the face of people as we all have to wear face masks. I think we can enjoy daily life more if we can share photos showing everyone’s face!” (28, female)

“Photography is a great hobby which makes you mentally healthier.” (37, male)

Therefore...“I want more people take photos with a camera as their hobby.” (47, male)

From January 21, 2021 PRESS RELEASE "CIPA: Integrated Survey of Photo Imaging Market: Special Edition"

The results by region for digital cameras as a whole were "Shipments to Japan" 55.9% and "Shipments to countries other than Japan" 58.8%. "Shipments to Japan" 57.3% and "Shipments to countries other than Japan" 51.8% for built-in lens digital cameras, and "Shipments to Japan" 53.6% and "Shipments to countries other than Japan" 63.7% for interchangeable lens digital cameras.

“Shipments to Japan” 54.9% and “Shipments to countries other than Japan” 64.5% for interchangeable lenses.

Over the long term, the ratio of " Shipments to countries other than Japan" tended to increase; however there were differences among the categories in 2020. Regarding interchangeable lens digital cameras and interchangeable lenses, the year-on-year rate of " Shipments to countries other than Japan" was slightly higher than that of “Shipments to Japan.”

2. Outlook on shipments in 2021

Total shipments of digital cameras will be 107.2%, with 113.4% for interchangeable lens digital cameras. Double-digit growth is expected.

In 2021 (January to December cumulative), the total shipments of digital cameras will be 9.53 million units, 107.2% of the previous year, including 1.32 million units “Shipments to Japan,” at 101.5%, 8.21 million units “Shipments to countries other than Japan,” at 108.2%.

By category, 3.51million units for built-in lens digital cameras, which is 98.0% the volume of the previous

year, including 0.8 million units “Shipments to Japan,” 94.1%, 2.71 million units “Shipments to countries other than Japan,” 99.3%, and 6.02 million units for interchangeable lens digital cameras, 113.4%, including 0.52 million units “Shipments to Japan,” 115.6%, 5.5 million units “Shipment other than for Japan,” 113.2%.

Total shipments of interchangeable lenses are expected to increase in "Total", "Shipments to Japan" and "Shipments to countries other than Japan."

9.74 million units for interchangeable lenses, which is 108.0% the volume of the previous year, including 0.96 million units “Shipments to Japan,” 105.5%, 8.78 million units “Shipments to countries other than Japan” 108.1%.

The number of shipment of interchangeable lenses, which is another leading product, is expected to continue to shift at a scale of beyond 1.6 times the number of shipment of interchangeable lens digital cameras.

The end

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Camera & Imaging Produces Association

In 10,000 units

Item	Total Shipments											
					Shipments to Japan				Shipments to countries other than Japan			
	Actual results for 2020	Year-on-year change	Forecast for 2021	Year-on-year change	Actual results for 2020	Year-on-year change	Forecast for 2021	Year-on-year change	Actual results for 2020	Year-on-year change	Forecast for 2021	Year-on-year change
Digital cameras (Total)	889	58.4%	953	107.2%	130	55.9%	132	101.5%	759	58.8%	821	108.2%
Built-in lens cameras	358	53.0%	351	98.0%	85	57.3%	80	94.1%	273	51.8%	271	99.3%
Interchangeable lens cameras	531	62.7%	602	113.4%	45	53.6%	52	115.6%	486	63.7%	550	113.2%
Lenses for interchangeable lens cameras	902	63.4%	974	108.0%	91	54.9%	96	105.5%	812	64.5%	878	108.1%

Notes: Figures may not add up due to rounding.

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