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PRESS RELEASE

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Camera & Imaging Products Association (CIPA)

2022 Outlook on the Shipment by Product-Type Concerning Cameras and Related Goods

The Camera & Imaging Products Association (CIPA: President Shigeki Ishizuka) has announced the outlook on the shipment by product-type concerning cameras and related goods for the 2022 term..

1. Track record of shipments 2021

Total shipments of digital cameras were 94.1% those of the previous year, and the mainstay "interchangeable lens" type cameras were 100.8%.

In 2021 (January to December cumulative), the total shipments of digital cameras were 8,361,521 units, 94.1% of the previous year (the attached table is in units of 10,000).

Although the market continued to expand significantly since such statistics started being kept 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 four consecutive years since 2018.

However, shipments of interchangeable lens digital cameras, the mainstay type that now accounts for more than 60% of total shipments, were 5,348,271 units, 100.8% of the previous year.

Interchangeable lens digital cameras are high-value-added products consisting of SLR (single lens reflex) camera and mirrorless cameras, and by combining a wide variety of interchangeable lenses, they can achieve high image quality that distinguishes them from smartphones and exhibit overwhelming expressiveness. The performance of interchangeable lens digital camera is directly linked to the expansion of demand for interchangeable lenses, therefore, this performance is a barometer of the industry.

The shortage of semiconductor supply has affected many industries, and this industry is no exception,

but the results show that there is still strong demand for digital cameras.

Shipments of built-in lens cameras (non-interchangeable lens type) remained at 3,013,250 units, or 84.2% of the previous year.

A comparison of digital camera “Shipments to Japan” and “Shipments to countries other than Japan” shows 89.2% and 94.9%, respectively, of the previous year.

Although shipments of built-in lens type “to Japan” were 90.6% of the previous-year figure and exceeded “Shipments to countries other than Japan,” at 82.2%, the figure for interchangeable lens type “Shipments to Japan” was 86.4%, and there was a significant difference from “Shipments to countries other than Japan” of 102.1%.

Interchangeable lenses, another mainstay product, were 105.8% of the previous year.

Shipments of interchangeable lenses, another mainstay product in this industry, totaled 9,549,347, 105.8% of the previous year.

This level is about 1.8 times that of interchangeable lens digital cameras (body side) (for every interchangeable lens digital camera, 1.8 units of interchangeable lenses were shipped in 2021), demonstrating that interchangeable lenses are a mainstay product.

Buying more interchangeable lenses is an approach to broadening the range of expression with digital cameras, and it's a testament to the passion and motivation many people have for photography even under the prolonged COVID-19 disasters.

A comparison of interchangeable lenses as a whole “Shipments to Japan” and “Shipments to countries other than Japan” shows 86.6% of the previous year “Shipments to Japan” and 108.0% of the previous year for “Shipments to countries other than Japan,” showing the same trend as interchangeable lens digital cameras.

2. 2022 Shipping Outlook

In 2022 (January to December cumulative), the total shipments of digital cameras will be 7,850,000 units, 93.9% of the previous year, including 1,090,000 units “to Japan,” at 94%, and 6,760,000 units “to countries other than Japan,” at 93.8%.

By category, 2,560,000 units for built-in lens digital cameras, which is 85.0% of the previous year, with 680,000 units “to Japan,” at 88.3%, and 1,880,000 units “to countries other than Japan,” at 83.9%, and 5,290,000 units for interchangeable lens digital cameras, at 98.9%, with 410,000 units “to Japan,” at

105.1%, and 4,880,000 units “to countries other than Japan,” at 98.4%.

9,480,000 units for interchangeable lenses, which is 99.3% of the previous year, including 860,000 units “to Japan,” at 108.9%, and 8,620,000 units “to countries other than Japan,” at 98.4%.

It was not easy to summarize the “outlook” in the midst of the prolonged COVID-19 disasters, but shipments of interchangeable lenses are expected to continue to grow at 1.8 times the scale of interchangeable lens digital cameras and to stimulate the market with such cameras.

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In 10,000 units

Item	Total Shipments											
					Shipments to Japan				Shipments to countries other than Japan			
	Actual results for 2021	Year-on-year change	Forecast for 2022	Year-on-year change	Actual results for 2021	Year-on-year change	Forecast for 2022	Year-on-year change	Actual results for 2021	Year-on-year change	Forecast for 2022	Year-on-year change
Digital cameras (total)	836	94.1%	785	93.9%	116	89.2%	109	94.0%	721	94.9%	676	93.8%
Built-in lens cameras	301	84.2%	256	85.0%	77	90.6%	68	88.3%	224	82.2%	188	83.9%
Interchangeable lens cameras	535	100.8%	529	98.9%	39	86.4%	41	105.1%	496	102.1%	488	98.4%
Lenses for interchangeable lens cameras	955	105.8%	948	99.3%	79	86.6%	86	108.9%	876	108.0%	862	98.4%

Notes: Figures may not add up due to rounding.

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