



Camera & Imaging Products Association

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PRESS RELEASE

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Camera & Imaging Products Association (CIPA)

2023 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 2023.

1. Track record of shipments 2022

Total shipments of digital cameras were 95.8% those of the previous-year, and the mainstay “interchangeable-lens” type cameras were 110.8%, a two-digit growth.

In 2022 (January to December cumulative), the total shipments of digital cameras were 8,011,598 units, 95.8% of the previous year. (The attached table is in units of 10,000.)

Although the market continued to expand significantly after such statistics started being compiled in 1999, it decreased in 2009 for the first time owing to the impact of the worldwide economic recession, decreased in 2011 owing 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 five consecutive years since 2018.

However, shipments of interchangeable-lens digital cameras, which account for nearly 3/4 or 74% of total shipments, were 5,926,733 units, 110.8% of the previous year.

Shipments of digital cameras with a built-in lens, so-called compact digital cameras, which were a major driving force behind the previous dramatic increase, were 2,084,865 units, 69.2% of the previous year. Thanks to their ease of use, they accounted for the majority of all digital cameras until 2017, but the number has been decreasing owing to the rise of more convenient smartphones.

On the other hand, shipments of interchangeable-lens digital cameras were strong and increased by double digits compared to the previous year.

At a time when an enormous number of people continue to take a lot of pictures as soon as they have a

smartphone in hand, and in no time at all they become skilled in photography, interchangeable-lens digital cameras are a receptacle for the newly sprouted desire to “take better pictures” and “take pictures that I couldn't take before.”

Of course, the existence of users of interchangeable-lens digital cameras, who do not compromise on the subject they want to photograph and take on the subject seriously, is also a core of this market.

Please refer to Results of “Integrated Survey of the Photo Imaging Market: Japan” for details of the amount of energy these users have, which this market is proud of.

www.cipa.jp/documents/e/pressrelease20230201_e.pdf

Interchangeable lenses, another mainstay product, were 101.9% of the previous year.

Shipments of interchangeable lenses, another mainstay product in this market, were 9,727,978 units, 101.9% of the previous year.

It reached to about 1.6 times that of interchangeable-lens digital cameras (body only) (for every interchangeable-lens digital camera, 1.6 units of interchangeable lenses were shipped in 2022) and made a presence.

Interchangeable lenses change the photographic expression decisively.

Buying more interchangeable lenses is an approach to broadening the range of expression through the camera, and it is a sign of the “depth” at which you approach photography. Many people continue to be passionate about using interchangeable lenses to take pictures with their cameras.

Shipments to Japan and shipments to countries other than Japan: year-on-year changes

By region, shipments of all digital cameras to Japan were 80.4%, and to countries other than Japan were 98.3%.

Shipments of digital cameras with a built-in lens to Japan were 59.5%, and to countries other than Japan were 72.5%

Shipments of interchangeable-lens digital cameras to Japan were 122.3%, and to countries other than Japan were 109.9%.

In these areas, interchangeable-lens digital cameras, a high-value-added product, appear to be leading in digital cameras for Japan, but the ratio of interchangeable-lens digital cameras has tended to be slightly lower in Japan than in other regions, so it can be said that the balance of interchangeable lens digital cameras

has come closer to that of other regions.

As for interchangeable lenses, shipments to Japan were 111.6% and to countries other than Japan were 101.0%.

2. Shipping Outlook 2023

Since the worldwide semiconductor supply shortage is continuing in addition to the fact that the dark clouds of the coronavirus disaster have not been completely cleared, concerns about not being able to maximize our ability remain. Total digital camera shipments in 2023 (from January to December) are expected to be 7.4 million units, which is 92.4% of the previous year, including 840,000 units or 90.3% to Japan, and 6.56 million units or 92.7% to countries other than Japan.

By category, 1.68 million units for digital cameras with a built-in lens, which is 80.8% of the previous year, including 370,000 units or 80.4% to Japan and 1.31 million units or 80.4% to countries other than Japan. As for interchangeable-lens digital cameras, it is 5.72 million units or 96.5%, including 470,000 units or 100.0% to Japan and 5.25 million units or 96.2% to countries other than Japan.

For interchangeable lenses, it is 9.39 million units, which is 96.5% of the previous year, including 860,000 units or 97.7% to Japan and 8.53 million units or 96.4% to countries other than Japan.

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In 10,000 units

Item	Total Shipments											
					Shipments to Japan				Shipments to countries other than Japan			
	Actual results for 2022	Year-on-year change	Forecast for 2023	Year-on-year change	Actual results for 2022	Year-on-year change	Forecast for 2023	Year-on-year change	Actual results for 2022	Year-on-year change	Forecast for 2023	Year-on-year change
Digital cameras (total)	801	95.8%	740	92.4%	93	80.4%	84	90.3%	708	98.3%	656	92.7%
Built-in lens cameras	208	69.2%	168	80.8%	46	59.5%	37	80.4%	163	72.5%	131	80.4%
Interchangeable lens	593	110.8%	572	96.5%	47	122.3%	47	100.0%	546	109.9%	525	96.2%
Lenses for interchangeable lens cameras	973	101.9%	939	96.5%	88	111.6%	86	97.7%	885	101.0%	853	96.4%

Notes: Figures may not add up due to rounding.

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