



Camera & Imaging Products Association
JCII BLDG.,25,ICHIBAN-CHO,CHIYODA-KU,
TOKYO,102-0082 JAPAN
TEL:+81-3-5276-3891 FAX:+81-3-5276-3893

Press Release

January 31, 2006

2006 - 2008 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and the Related Goods

CAMERA & IMAGING PRODUCTS
ASSOCIATION (CIPA)

The Camera & Imaging Products Association (CIPA, President: Michio Kariya) has announced the outlook on the shipment forecast by product-type concerning cameras and related goods for the term starting from 2006 to 2008.

1. Trends on the Total Shipment of Cameras

The Japanese economy in the year 2005 showed signs of recovery and an easing of deflationary pressure. Although the world economy remained relatively stable, crude oil price hovering at a high level and the resulting slump in personal consumption have begun to influence the European economy and the condition of the real estate market in the United States. When observing the global situation of the Camera Industry amidst such state of the economy, digital camera sales shows a stable growth although with a decreased growth rate, thereby achieving a dramatically high rate of market penetration, which was in contrast with the continuous downward trend in the market for the silver halide cameras.

Taking these into account and considering that the total shipment of cameras for both domestic and foreign market figures reached approximately 70.15 million pieces in the year 2005, up 0.5% from the previous year, the total shipment of cameras is expected to continue to grow moderately in the year 2006 despite a declining growth rate of digital cameras. It is forecasted to amount to 70.67 million pieces, up 0.7% from the previous year.

2. Outlook on the Shipment in the year 2006

1) Digital Cameras

The total shipment of digital cameras in the year 2005 was approx. 64.77 million pieces, up 8.4% from the previous year with a decreased growth rate brought by increased penetration.

In the year 2006, the shipment of digital cameras is expected to continue to show a moderate growth with a deceleration in growth rate and is forecasted to reach approx. 67.34 million pieces, an increase of 2.57 million pieces from last year (up 4.0% from the previous year). Among these forecasted figures, the domestic shipment is considered to have reached its peak in the year 2004 and forecasted to account for approx. 8.28 million pieces, down 2.0% from the year 2005. Export is expected to maintain strong growth in markets other than North America and Europe for a while. The rate of growth is expected to substantially weaken in markets for North America and Europe; the export is forecasted to reach approx. 59.06 million pieces, up 4.9% from the year 2005.

1-1) Single-lens Reflex (SLR) Digital Cameras with Interchangeable Lens

Among the shipment of digital cameras in the year 2005, the SLR digital cameras with interchangeable lens reached approx. 3.79 million pieces, up 53.0% from the previous year.

The shipment in the year 2006 is forecasted to reach approx. 4.68 million pieces (up 23.4% from the previous year), an increase of 0.89 million pieces from last year, with an expectation that strong growth will continue albeit the downward trend in growth rate. Among these forecasted figures, the domestic shipment is forecasted to account for approx. 0.67 million pieces, up 21.2% from the year 2005. Markets in Europe and other areas are expected to have stronger growth than the Japanese, and the export is forecasted to be approx. 4.01 million pieces, up 23.7% from the year 2005.

2) Silver Halide Cameras

Due to the competitive pricing and the progressive penetration of digital cameras, the shipment of the silver halide cameras in the year 2005 continued to show a downward trend and was 5.38 million pieces, down 46.5% from the previous year.

This trend is expected to continue, and the total shipment in the year 2006 is forecasted to be approx. 3.33 million pieces, down 38.0% from the previous year. The domestic shipment is forecasted to be approx. 0.17 million pieces, down 43.2% from the previous year. The export is forecasted to be approx. 3.16 million pieces, down 37.7% from the previous year.

3) Interchangeable Lenses for SLR Cameras

In the year 2005, the shipment of interchangeable lenses for SLR cameras reached approx. 7.04 million pieces, up 32.3% from the previous year, thanks to the strong growth of SLR digital cameras with interchangeable lens. Particularly, the lenses for exclusive use with digital cameras increased its ration in total shipment to circa 50%. The total shipment in the year 2006 is forecasted to be approx. 7.85 million pieces (up 11.4% from the previous year), an increase of approx. 0.8 million pieces, with an expectation that this trend will be accelerate from this year.

3. Outlook on the Shipment in the year 2007 and 2008

1) Digital Cameras

The growth rate of digital camera will inevitably slow down in the year 2007 and 2008. It is forecasted that the shipment remains approx. 68.66 million pieces, up 2.0% from the previous year, in the year 2007, and approx. 69.19 million pieces, up 0.8% from the previous year, in the year 2008.

1-1) SLR Digital Cameras with Interchangeable Lens

The shipment of SLR digital cameras with interchangeable lens is expected to maintain steady growth in the years 2007 and 2008, although the growth rate might experience a downturn during these years. It is forecasted that the shipment reaches approx. 5.26 million pieces, up 12.4% from the previous year, in the year 2007 and approx. 5.62 million pieces, up 7.0% from the previous year, in the year 2008.

2) Silver Halide Cameras

The shipment of silver halide cameras is expected to remain in the current downward trend even in the years 2007 and 2008. However, the declining rate is expected to gradually become mild. It is forecasted that the shipment accounts for approx. 2.16 million pieces, down 35.2% from the previous year, in the year 2007 and approx. 1.44 million pieces, down 33.3% from the previous year, in the year 2008.

3) Interchangeable Lenses for SLR Cameras

In the year 2007 and 2008, the proportion of the interchangeable lenses for exclusive use with digital cameras is expected to rise in accordance with the increase of SLR digital cameras with interchangeable lens, and at the same time, the total shipment of interchangeable lenses for SLR cameras is also expected to grow steadily. It is forecasted that the shipment reaches approx. 8.36 million pieces, up 6.5% from the previous year, in the year 2007 and approx. 8.7 million pieces, up 4.1% from the previous year, in the year 2008.

For further information, please refer to our website or send e-mail to us.

URL: <http://www.cipa.jp/>

Mail address: infostat@cipa.jp

2006-2008 Outlook on Shipment Forecast by Product-Type Concerning Cameras and the Related Goods

CAMERA & IMAGING
PRODUCTS ASSOCIATION
(CIPA)

Total Shipment

Unit in Thousand Pieces

Item by Type	Performance in the Year 2005		Forecast for the Year 2006-2008					
			The Year 2006		The Year 2007		The Year 2008	
	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)
SLR with Interchangeable Lens	3,791	153.0%	4,677	123.4%	5,255	112.4%	5,624	107.0%
Cameras with Built-in Lens	60,975	106.4%	62,659	102.8%	63,407	101.2%	63,569	100.3%
Digital Cameras Total	64,766	108.4%	67,336	104.0%	68,662	102.0%	69,193	100.8%
FP	543	46.2%	307	56.5%	194	63.2%	132	68.0%
LS	4,829	54.4%	3,022	62.6%	1,960	64.9%	1,303	66.5%
Medium & Large Format	8	76.0%	6	78.5%	5	85.3%	4	86.8%
Silver Halide Cameras (Total)	5,380	53.5%	3,334	62.0%	2,159	64.8%	1,439	66.7%
Cameras (Total)	70,146	100.5%	70,670	100.7%	70,821	100.2%	70,632	99.7%
For 35 mm Cameras	3,548	100.4%	3,347	94.3%	3,047	91.0%	2,841	93.3%
Exclusive use with Digital Camera	3,496	195.2%	4,500	128.7%	5,310	118.0%	5,858	110.3%
Interchangeable Lens for SLR (Total)	7,044	132.3%	7,848	111.4%	8,357	106.5%	8,699	104.1%

【Domestic Shipment】

Unit in Thousand Pieces

Item by Type	Performance in the Year 2005		Forecast for the Year 2006-2008					
			The Year 2006		The Year 2007		The Year 2008	
	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)
SLR with Interchangeable Lens	551	147.7%	668	121.2%	728	109.1%	773	106.2%
Cameras with Built-in Lens	7,892	96.6%	7,609	96.4%	7,425	97.6%	7,273	97.9%
Digital Cameras Total	8,443	98.8%	8,277	98.0%	8,154	98.5%	8,046	98.7%
FP	56	48.3%	33	59.2%	21	64.6%	14	66.4%
LS	243	50.7%	137	56.2%	81	59.0%	52	64.0%
Medium & Large Format	3	75.0%	2	60.8%	2	82.2%	1	80.0%
Silver Halide Cameras (Total)	302	50.4%	172	56.8%	104	60.4%	67	64.7%
Cameras (Total)	8,745	95.6%	8,448	96.6%	8,257	97.7%	8,113	98.3%
For 35 mm Cameras	564	101.6%	550	97.5%	516	93.8%	493	95.6%
Exclusive use with Digital Camera	434	179.3%	586	135.0%	674	115.1%	733	108.8%
Interchangeable Lens for SLR (Total)	998	125.2%	1,136	113.8%	1,190	104.8%	1,226	103.0%

【Export】

Unit in Thousand Pieces

Item by Type	Performance in the Year 2005		Forecast for the Year 2006-2008					
			The Year 2006		The Year 2007		The Year 2008	
	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)
SLR with Interchangeable Lens	3,240	154.0%	4,009	123.7%	4,526	112.9%	4,850	107.2%
Cameras with Built-in Lens	53,083	108.1%	55,050	103.7%	55,982	101.7%	56,296	100.6%
Digital Cameras Total	56,323	110.0%	59,059	104.9%	60,508	102.5%	61,146	101.1%
FP	487	45.9%	274	56.2%	172	63.0%	118	68.2%
LS	4,586	54.7%	2,885	62.9%	1,880	65.1%	1,251	66.6%
Medium & Large Format	5	76.7%	4	90.0%	4	86.7%	3	89.7%
Silver Halide Cameras (Total)	5,078	53.7%	3,163	62.3%	2,056	65.0%	1,372	66.7%
Cameras (Total)	61,401	101.2%	62,222	101.3%	62,564	100.5%	62,518	99.9%
For 35 mm Cameras	2,984	100.2%	2,797	93.7%	2,531	90.5%	2,349	92.8%
Exclusive use with Digital Camera	3,062	197.7%	3,914	127.8%	4,635	118.4%	5,124	110.5%
Interchangeable Lens for SLR (Total)	6,046	133.5%	6,712	111.0%	7,167	106.8%	7,473	104.3%

Note: Figures include decimal-adjusted numbers.

【Europe】

Unit in Thousand Pieces

Item by Type	Performance in the Year 2005		Forecast for the Year 2006-2008					
	Quantity	Year-on-Year Growth (%)	The Year 2006		The Year 2007		The Year 2008	
			Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)
SLR with Interchangeable Lens	1,334	163.5%	1,654	124.0%	1,863	112.6%	1,989	106.8%
Cameras with Built-in Lens	22,313	106.5%	22,851	102.4%	22,856	100.0%	22,686	99.3%
Digital Cameras Total	23,647	108.7%	24,505	103.6%	24,719	100.9%	24,675	99.8%
FP	137	37.4%	74	53.9%	47	64.1%	33	70.1%
LS	1,130	39.2%	628	55.5%	393	62.6%	262	66.8%
Medium & Large Format	2	75.0%	1	90.0%	1	88.9%	1	87.5%
Silver Halide Cameras (Total)	1,269	39.0%	703	55.4%	442	62.8%	297	67.2%
Cameras (Total)	24,916	99.6%	25,208	101.2%	25,161	99.8%	24,971	99.2%
For 35 mm Cameras	953	88.8%	897	94.1%	816	91.0%	775	95.0%
Exclusive use with Digital Camera	1,274	210.2%	1,649	129.4%	1,959	118.8%	2,163	110.4%
Interchangeable Lens for SLR (Total)	2,227	132.6%	2,546	114.3%	2,775	109.0%	2,938	105.9%

【North America】

Unit in Thousand Pieces

Item by Type	Performance in the Year 2005		Forecast for the Year 2006-2008					
	Quantity	Year-on-Year Growth (%)	The Year 2006		The Year 2007		The Year 2008	
			Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)
SLR with Interchangeable Lens	1,314	138.2%	1,581	120.3%	1,737	109.9%	1,830	105.4%
Cameras with Built-in Lens	18,220	105.4%	18,482	101.4%	18,400	99.6%	17,982	97.7%
Digital Cameras Total	19,534	107.1%	20,063	102.7%	20,137	100.4%	19,812	98.4%
FP	286	59.1%	164	57.4%	103	62.4%	69	67.3%
LS	1,964	69.9%	1,315	66.9%	868	66.0%	582	67.1%
Medium & Large Format	1	65.0%	1	90.0%	1	88.9%	1	87.5%
Silver Halide Cameras (Total)	2,251	68.3%	1,480	65.7%	972	65.7%	652	67.1%
Cameras (Total)	21,785	101.2%	21,543	98.9%	21,108	98.0%	20,464	96.9%
For 35 mm Cameras	1,426	103.9%	1,303	91.4%	1,153	88.5%	1,029	89.2%
Exclusive use with Digital Camera	1,263	178.9%	1,570	124.3%	1,812	115.4%	1,995	110.1%
Interchangeable Lens for SLR (Total)	2,689	129.4%	2,873	106.8%	2,966	103.2%	3,024	102.0%

【Others】

Unit in Thousand Pieces

Item by Type	Performance in the Year 2005		Forecast for the Year 2006-2008					
	Quantity	Year-on-Year Growth (%)	The Year 2006		The Year 2007		The Year 2008	
			Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)	Quantity	Year-on-Year Growth (%)
SLR with Interchangeable Lens	592	175.7%	774	130.7%	927	119.8%	1,032	111.3%
Cameras with Built-in Lens	12,550	115.3%	13,717	109.3%	14,725	107.4%	15,628	106.1%
Digital Cameras Total	13,142	117.1%	14,491	110.3%	15,652	108.0%	16,660	106.4%
FP	64	30.5%	35	55.4%	23	63.6%	15	68.1%
LS	1,492	55.3%	943	63.2%	618	65.6%	407	65.8%
Medium & Large Format	2	90.0%	2	90.0%	1	83.3%	1	93.3%
Silver Halide Cameras (Total)	1,558	53.5%	980	62.9%	642	65.6%	423	65.9%
Cameras (Total)	14,700	104.0%	15,471	105.2%	16,294	105.3%	17,083	104.8%
For 35 mm Cameras	605	113.3%	598	98.9%	562	93.9%	545	96.9%
Exclusive use with Digital Camera	525	221.5%	695	132.4%	864	124.3%	966	111.8%
Interchangeable Lens for SLR (Total)	1,130	146.6%	1,294	114.5%	1,426	110.3%	1,511	105.9%

Note: Figures include decimal-adjusted numbers.