

CIPA

出荷実績 & 見通し

Statistical results & outlook

CP+2020のCIPAセミナーで配布を予定していた資料です。CP+2020及び同セミナーは中止となりましたが、参考資料としてここに公開します。

These are materials that were scheduled to be distributed at the CIPA seminar at CP+2020. CP+2020 and the seminar have been cancelled, but the reference materials are being released here.

一般社団法人カメラ映像機器工業会 / CIPA

調査統計作業部会 / Research & Statistics Working Group

部会長 太田学 / Chair, Manabu Ohta

March, 2020

CIPA

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

Camera & Imaging Produces Association

In 10,000 units

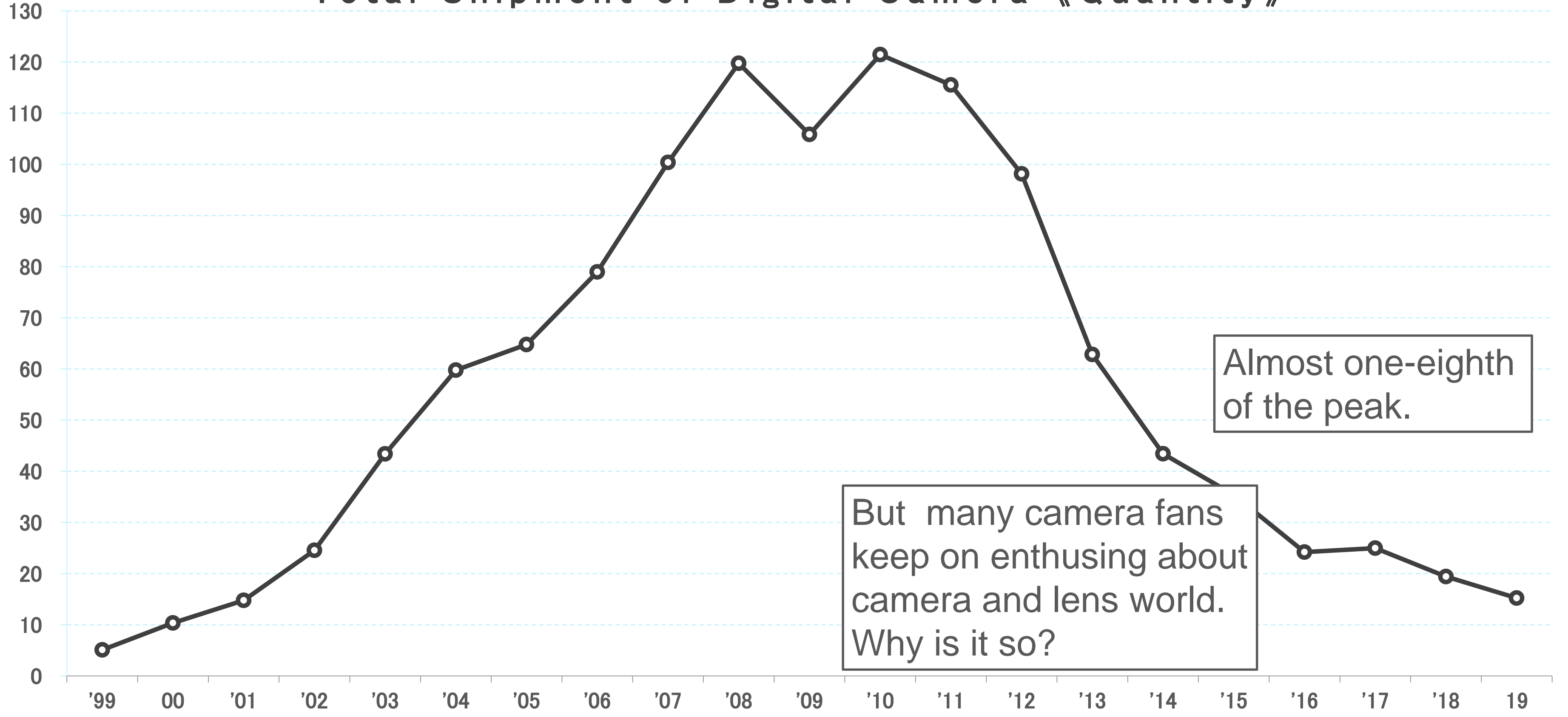
Item	Total Shipments				Shipments to Japan				Except for Shipments to Japan			
	2019 (Results)	Year-on-year change	2020 (Outlook)	Year-on-year change	2019 (Results)	Year-on-year change	2020 (Outlook)	Year-on-year change	2019 (Results)	Year-on-year change	2020 (Outlook)	Year-on-year change
Digital cameras (total)	1522	78.3%	1167	76.7%	232	81.4%	178	76.7%	1290	77.8%	989	76.7%
Built-in lens cameras (Compact)	676	78.0%	480	71.0%	148	83.1%	110	74.3%	527	76.7%	370	70.2%
Interchangeable lens cameras	846	78.6%	687	81.2%	83	78.5%	68	81.9%	763	78.7%	619	81.1%
Lenses for interchangeable lens cameras	1424	79.0%	1190	83.6%	165	79.7%	140	84.8%	1259	78.9%	1050	83.4%

Notes: Figures may not add up due to rounding.

デジタルカメラ出荷数量推移

Total Shipment of Digital Camera 《Quantity》

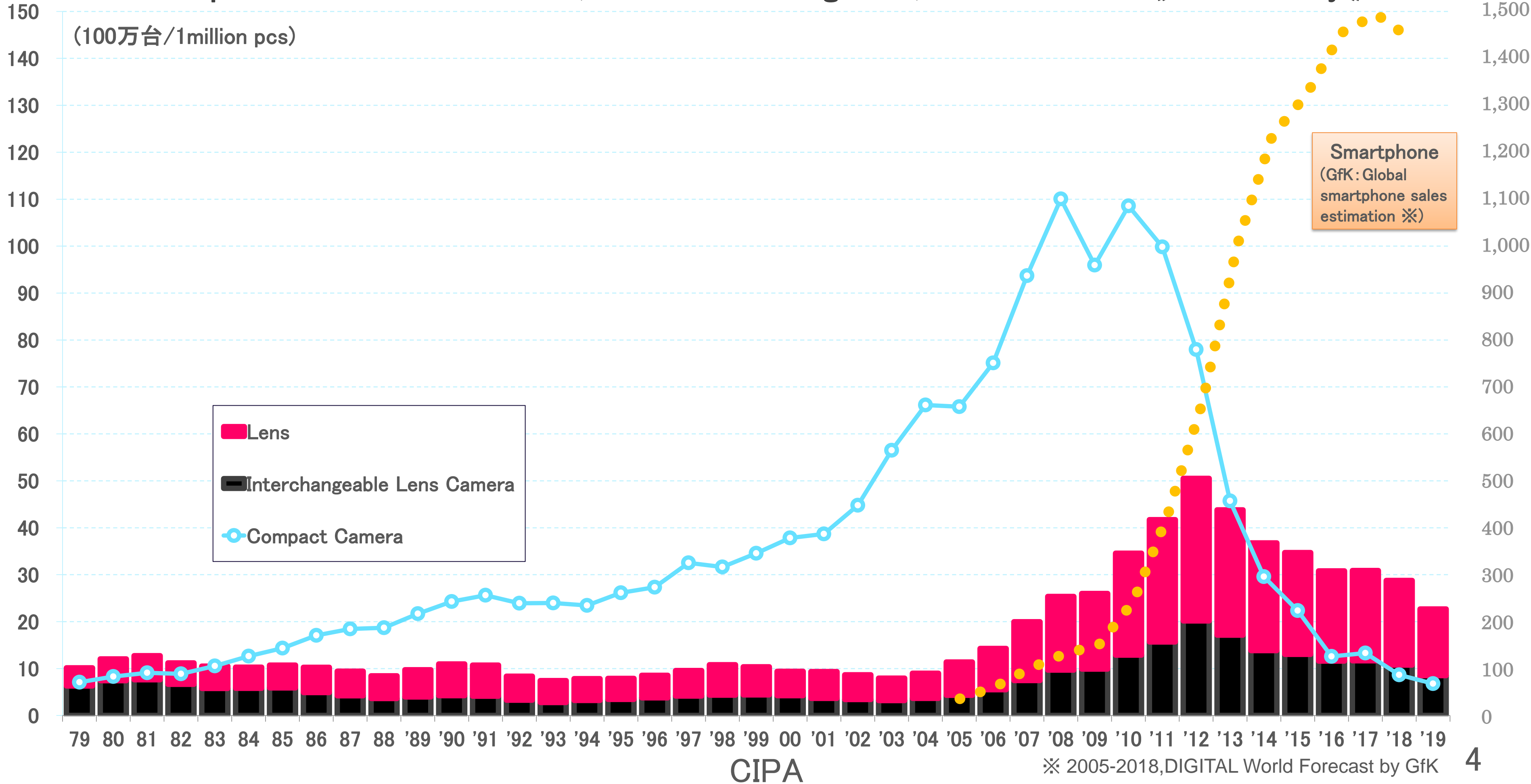
(100万台/1million pcs)



Almost one-eighth of the peak.

But many camera fans keep on enthusing about camera and lens world. Why is it so?

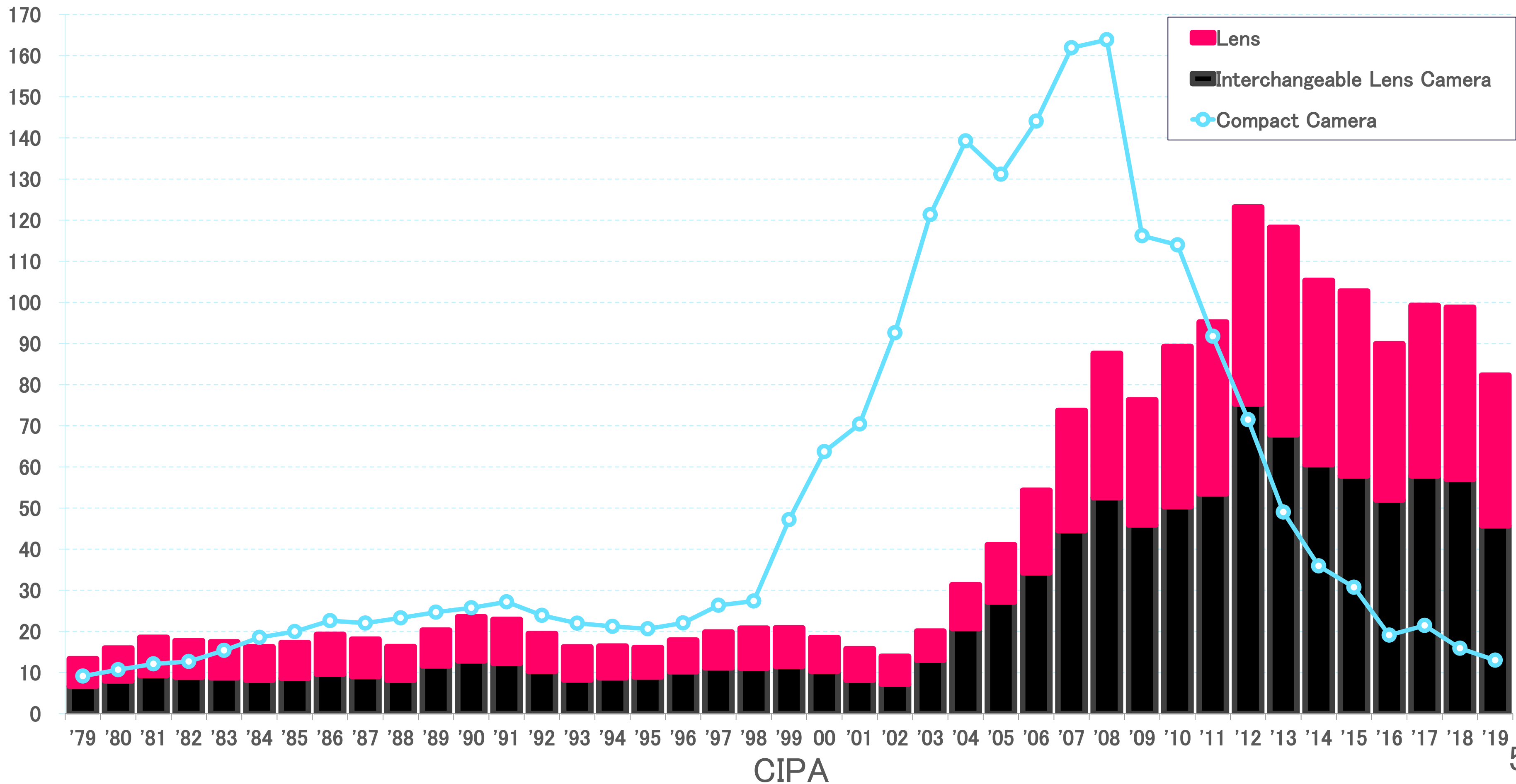
カメラ（フィルム＋デジタル）及び交換レンズ出荷数量推移 Shipment of Camera (Film and Digital) and Lens 《Quantity》



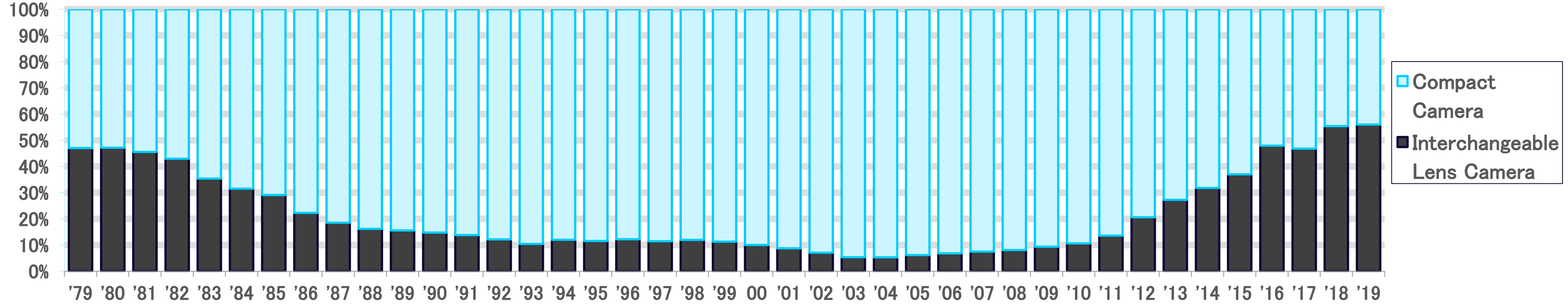
カメラ（銀塩＋デジタル）及び交換レンズ出荷金額推移

Shipment of Camera (Film and Digital) and Lens 《Value》

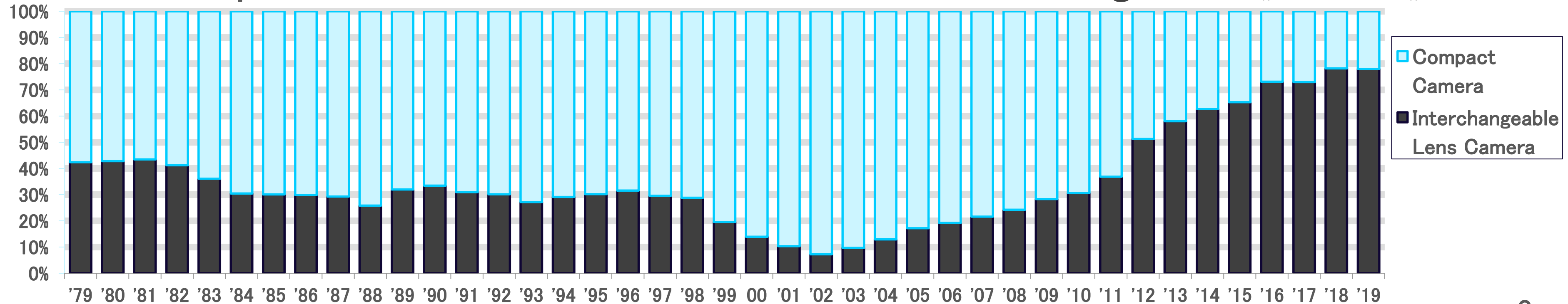
(100億円/10billion yen)



カメラ（フィルム＋デジタル）タイプ別出荷数量構成比 Composition Ratio of Camera (Film and Digital) 《Quantity》

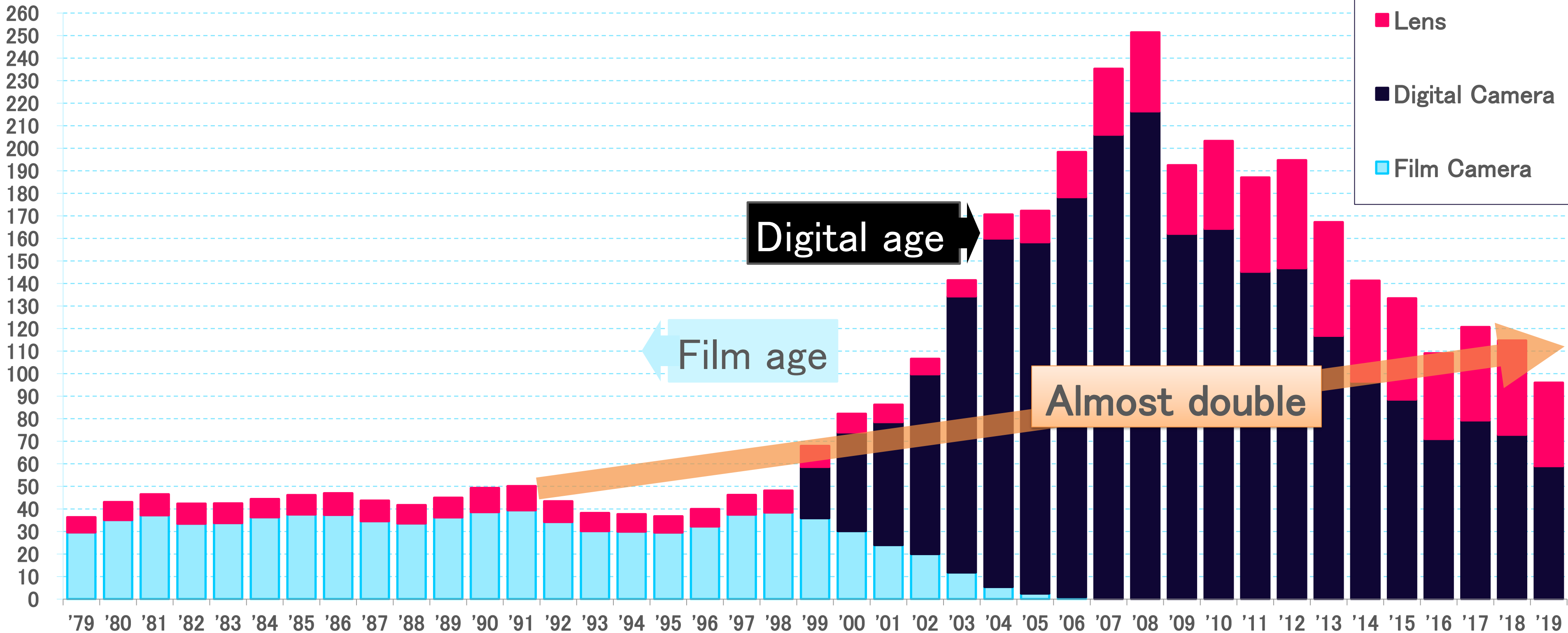


カメラ（フィルム＋デジタル）タイプ別出荷金額構成比 Composition Ratio of Camera (Film and Digital) 《Value》



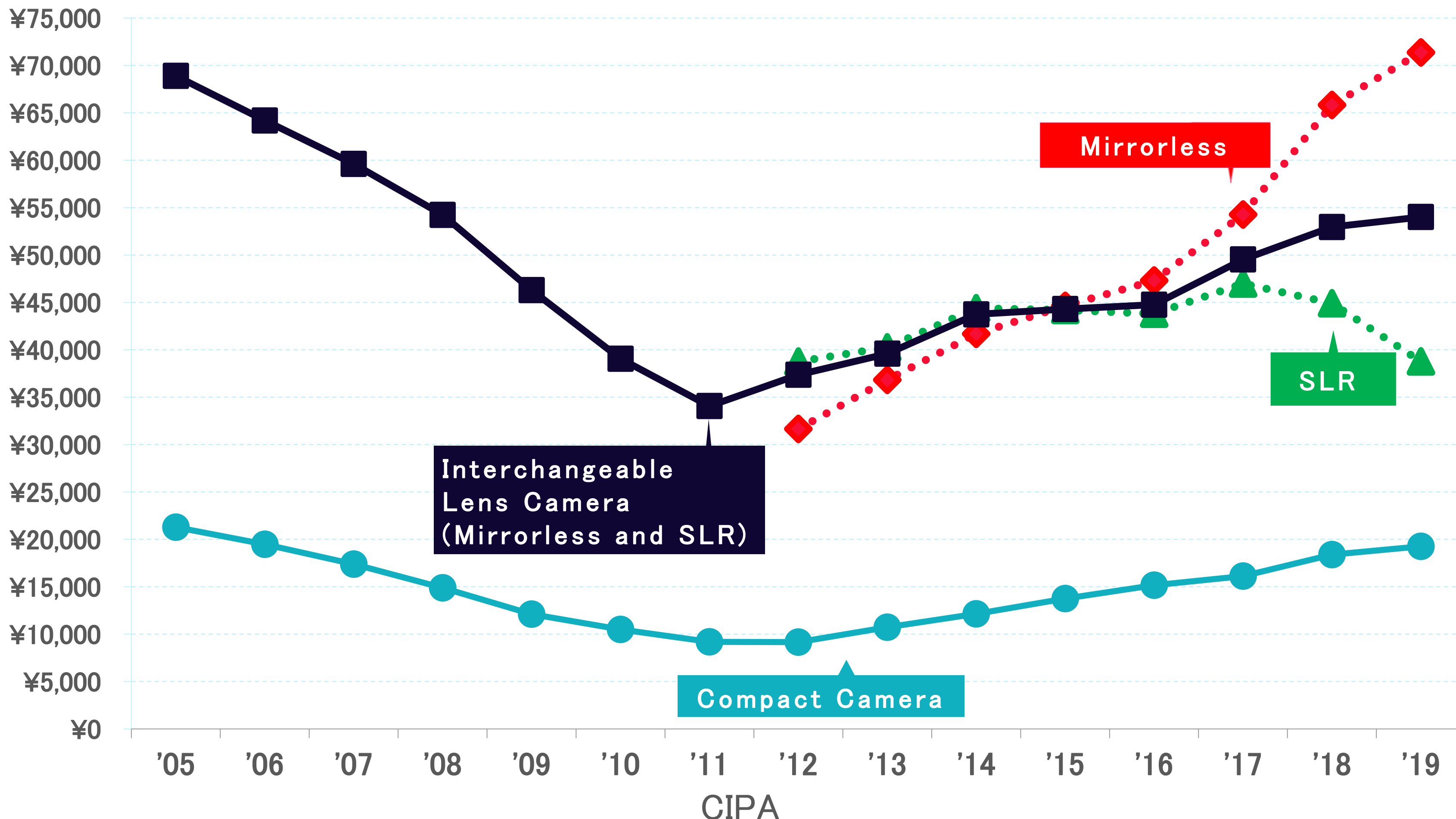
市場規模(金額) / Market size (Value)

(100億円/10billion yen)



普及期・コンデジブーム期を過ぎてなお、フィルム時代のおよそ2倍の市場規模。

カメラ平均出荷単価 / Average shipping price of camera



カメラ総出荷金額の8割はレンズ交換式。

カメラ&レンズの市場規模は9千5百億円超。

▶▶▶ NEXT 交換レンズ概観

Interchangeable lens camera comes 80 percent from camera total value.

Production of camera and lens is surely an 9.5 hundred million industry.

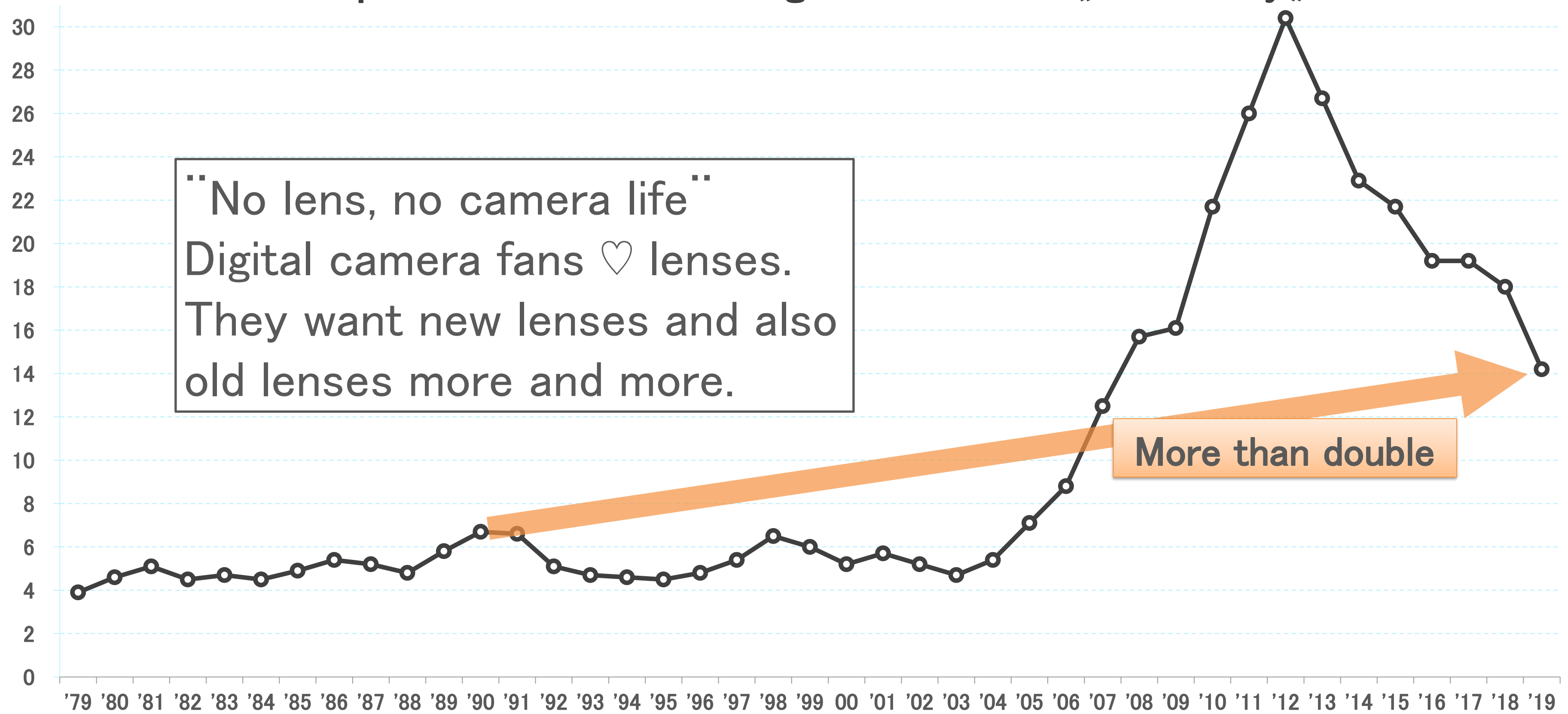
NEXT: Overview of Interchangeable Lens

交換レンズ出荷数量推移

Shipment of Interchangeable Lens 《Quantity》

(100万台/1million pcs)

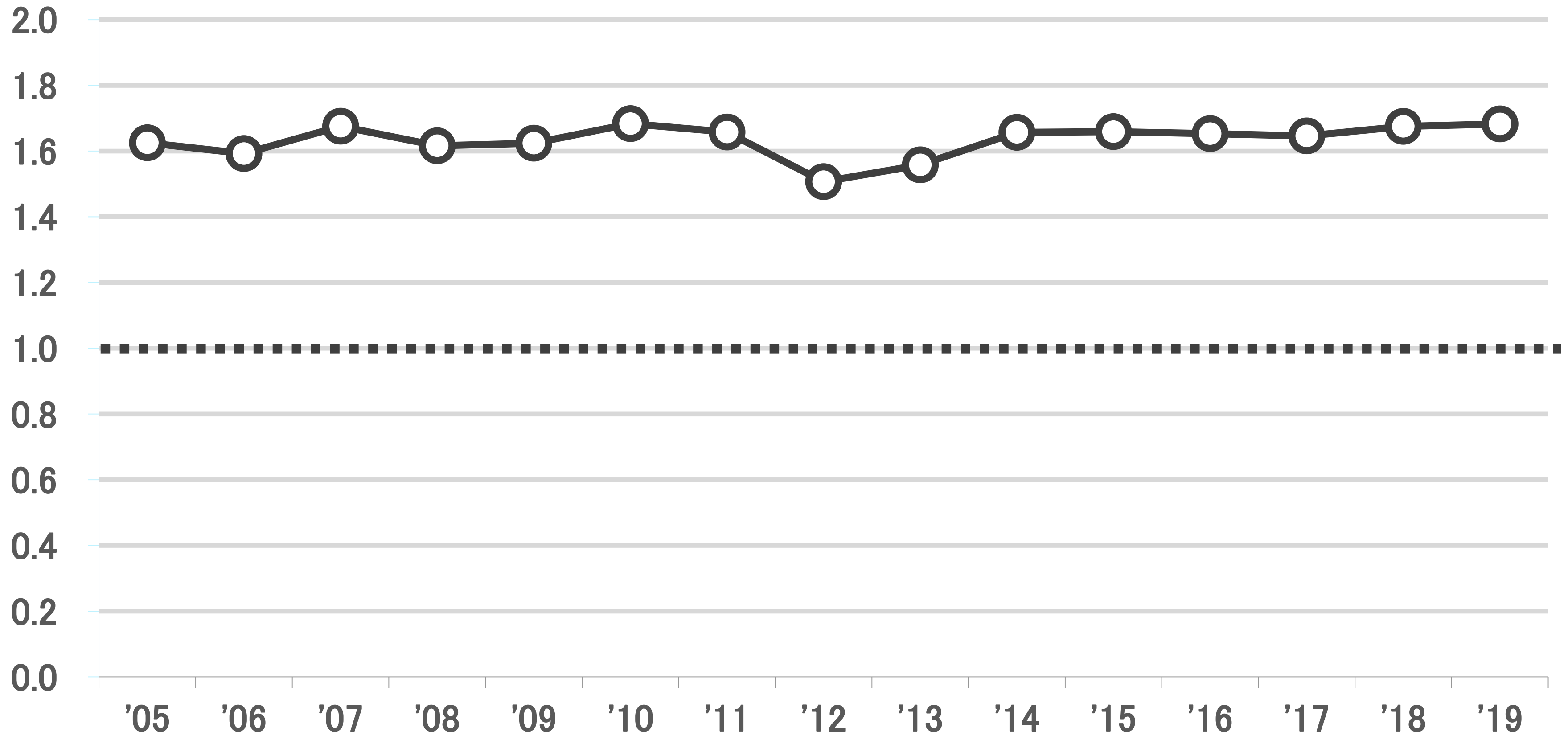
“No lens, no camera life”
Digital camera fans ♡ lenses.
They want new lenses and also
old lenses more and more.



More than double

写真ファン拡大・深化のバロメーター。フィルムカメラ時代の2倍の規模で推移。

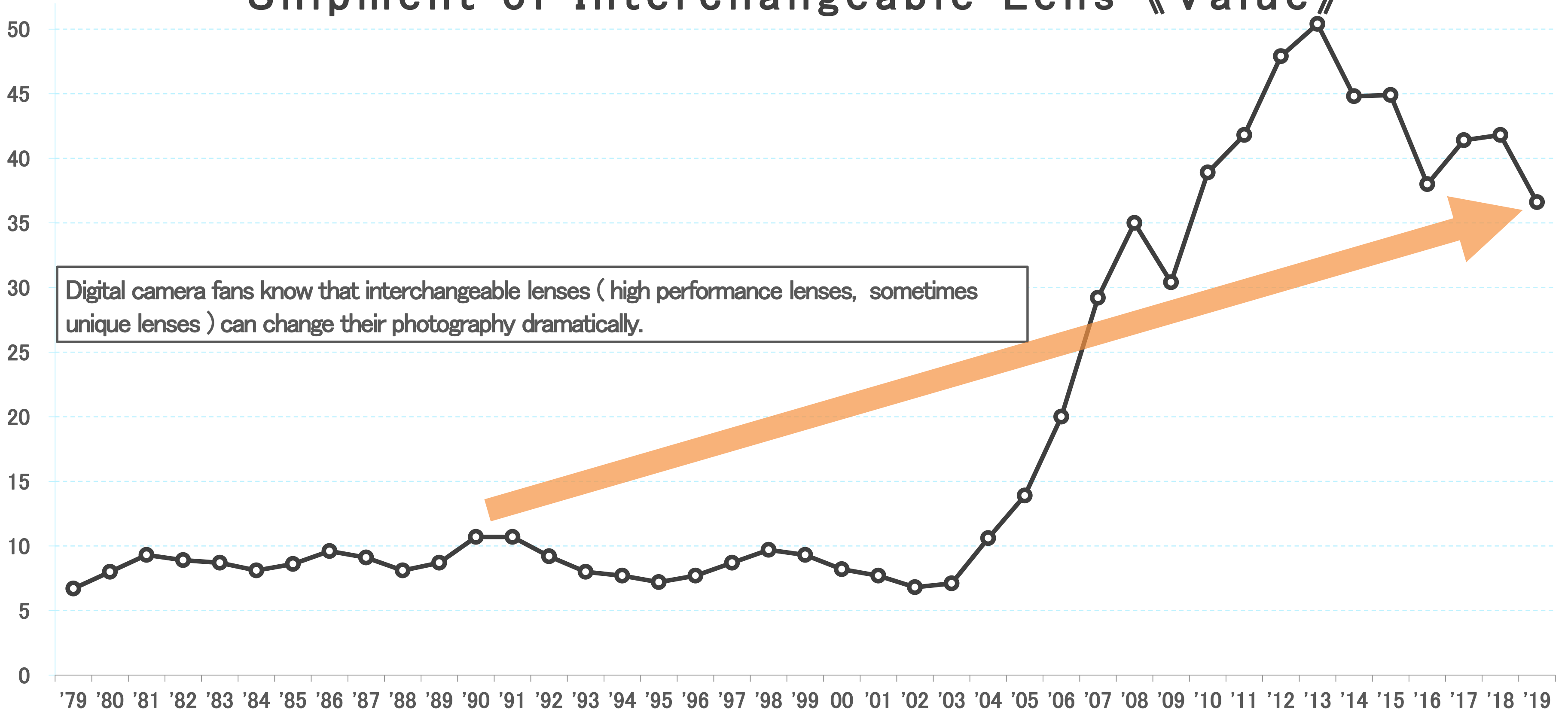
交換レンズ付帯率 / Incidental rate of lens



交換レンズ出荷金額推移

Shipment of Interchangeable Lens 《Value》

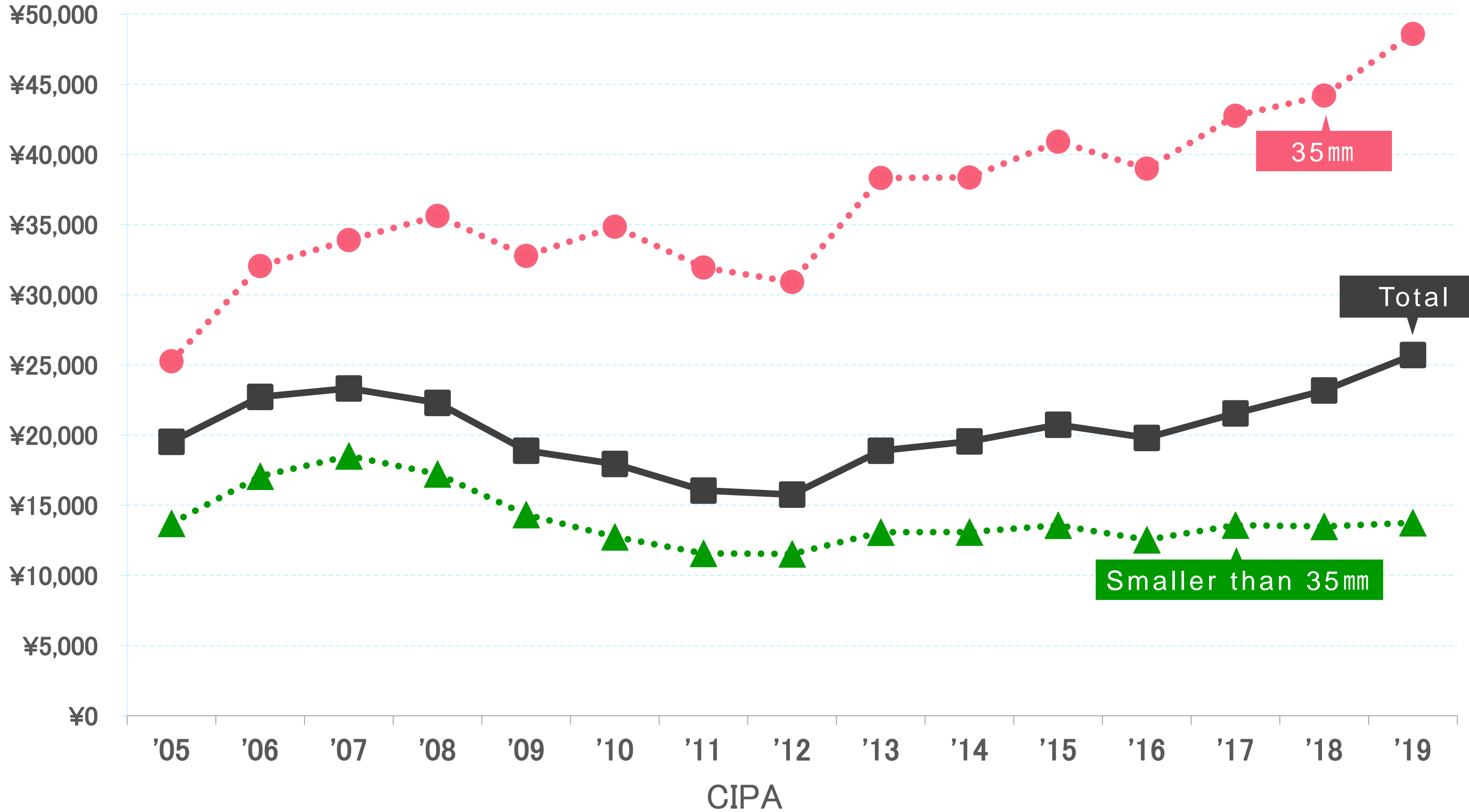
(100億円/10 billion yen)



Digital camera fans know that interchangeable lenses (high performance lenses, sometimes unique lenses) can change their photography dramatically.

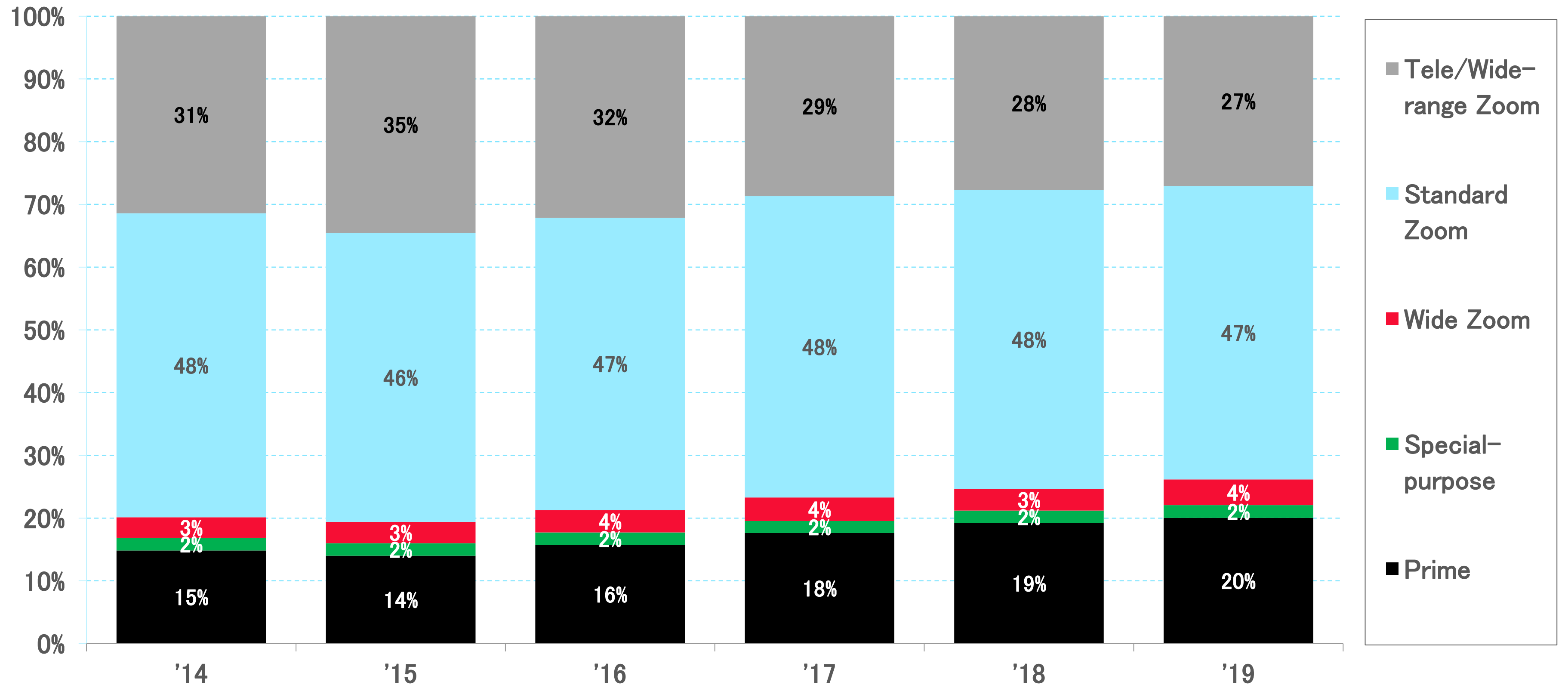
フィルムカメラ時代の3倍を優に超える規模。

交換レンズ平均出荷単価 / Average shipping price of Lens



交換レンズ タイプ別構成比推移 《数量》

Type of Interchangeable Lens 《Quantity》



一眼レフ、そしてミラーレス、多様な
ボディが生かすレンズ追加導入に期待。

▶▶▶ NEXT 国・地域別動向

The synergistic effect between SLR and mirrorless will increase additional purchases on the interchangeable lens market.

That's diversity !

NEXT: region-by-region

CIPA は「カメラ映像機器総合カタログ2020」にプロモーション原稿を準備。CP+2020は中止となり同誌の発行は叶わなかったが、同原稿はCIPA Websiteで公開した。

▶▶▶ “Change the lens!”

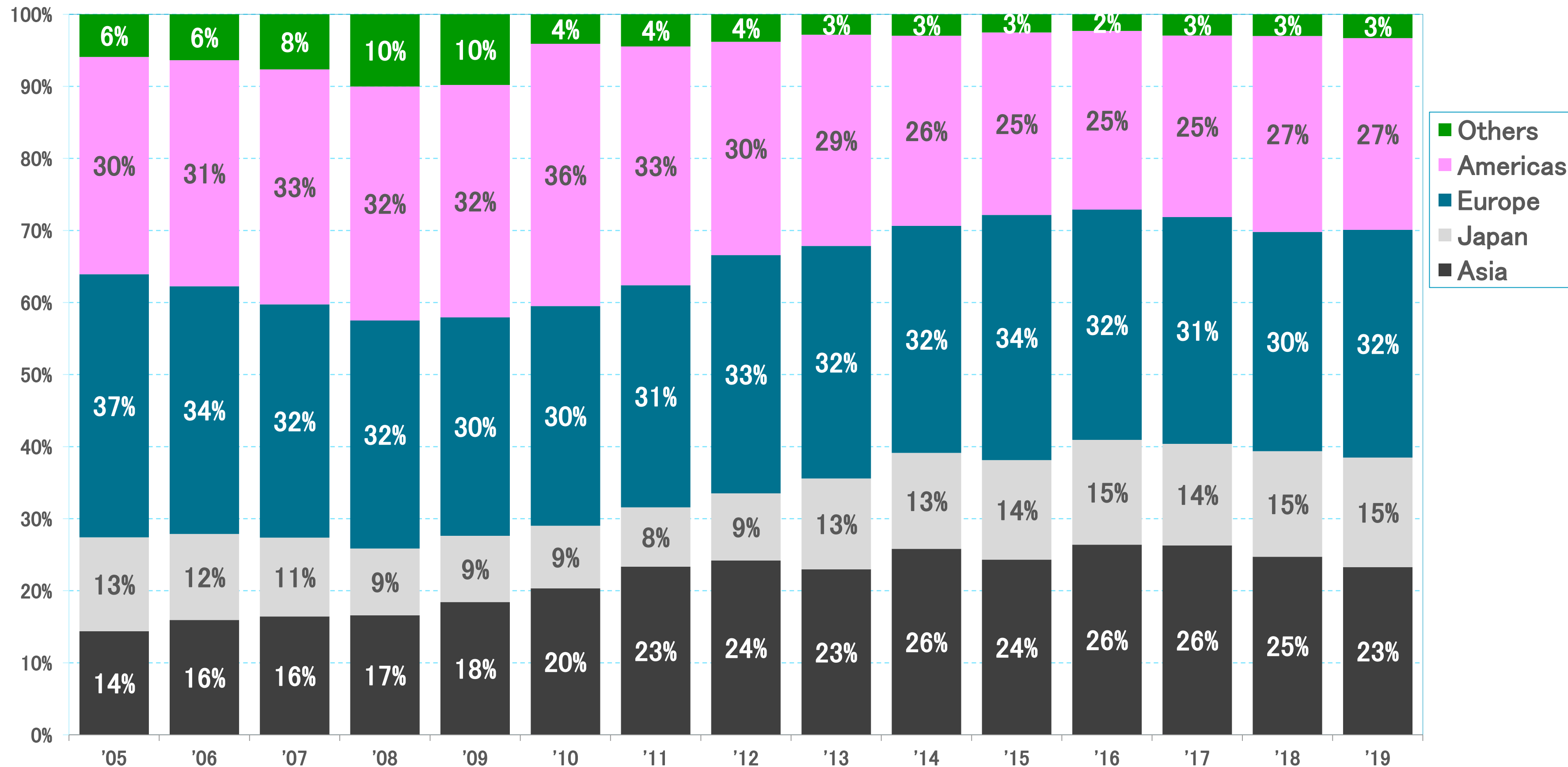
日本語版はこのボタンから

English translation edition
Open here

CIPA prepared a promotional manuscript for the “Camera and Imaging Products General Catalog 2020.” While CP+2020 has been cancelled and the catalog was not published, the manuscript has been made publicly available on the CIPA website.

デジタルカメラ地域別構成比推移 《数量》

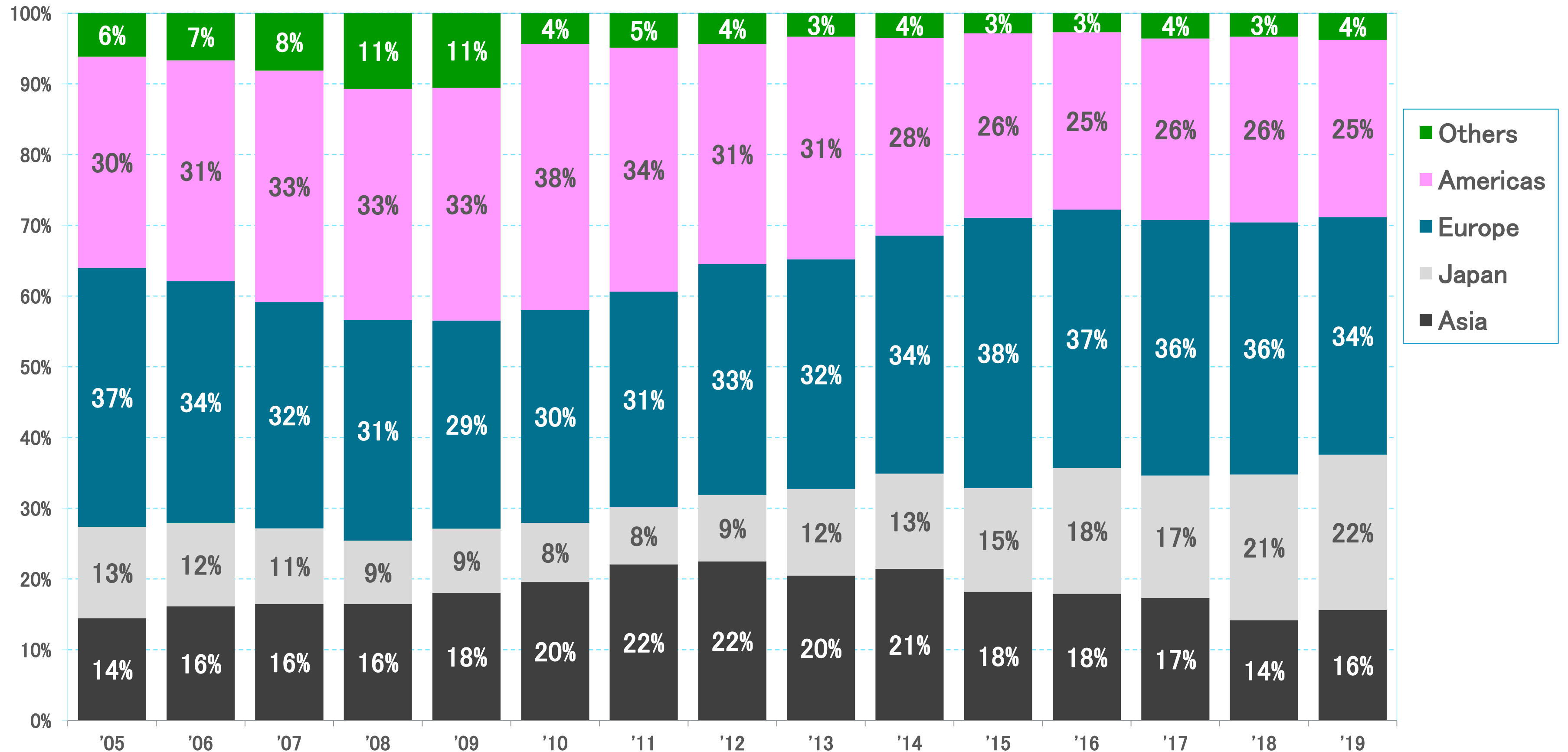
Digital Camera 《Quantity》



注：2009年まで「North America/北米」、2010年から「Americas/米州」。

レンズ一体型デジタルカメラ地域別構成比推移 《数量》

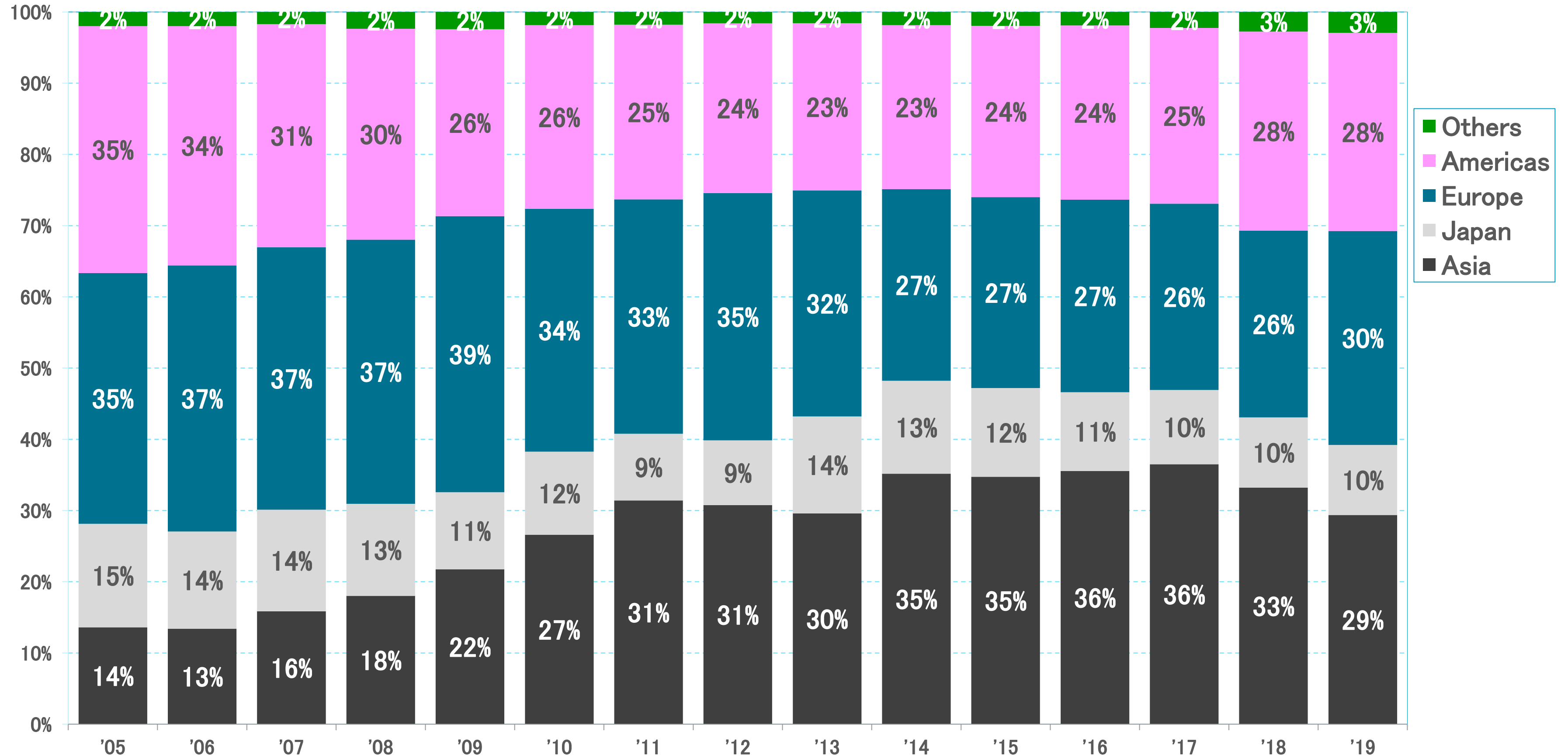
Compact Digital Camera 《Quantity》



注：2009年まで「North America/北米」、2010年から「Americas/米州」。

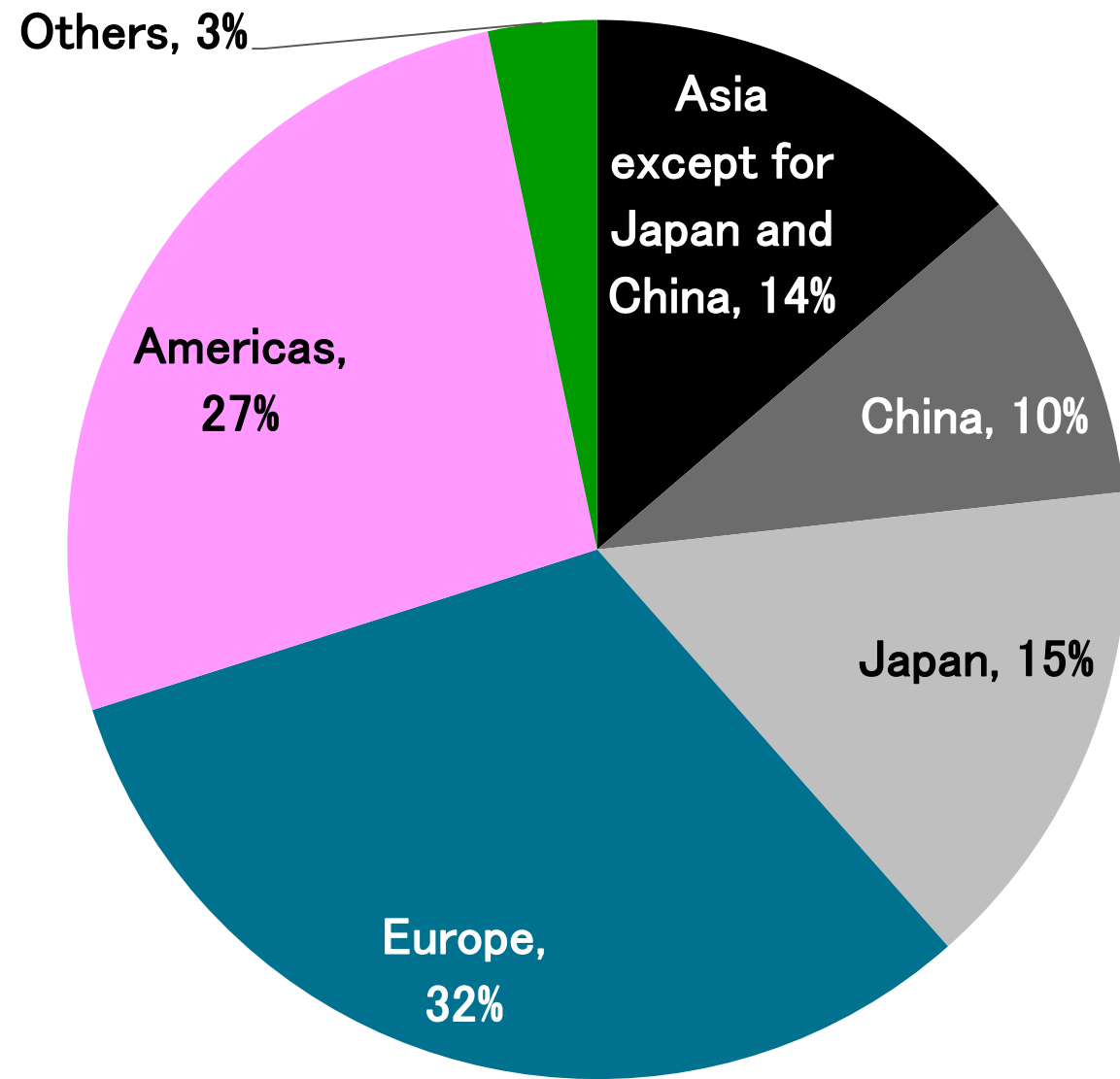
レンズ交換式デジタルカメラ地域別構成比推移 《数量》

Interchangeable Lens Digital Camera 《Quantity》

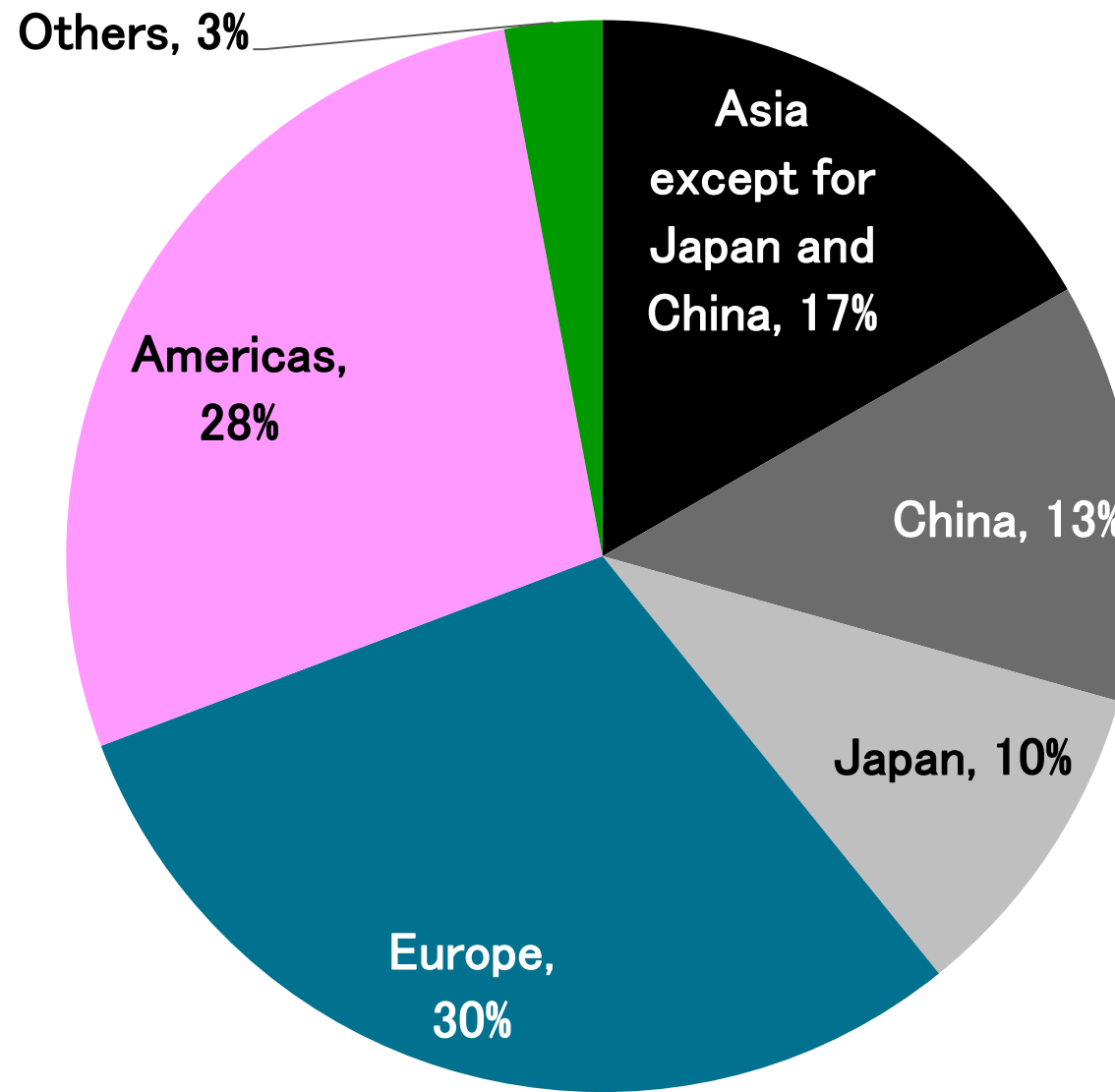


注：2009年まで「North America/北米」、2010年から「Americas/米州」。

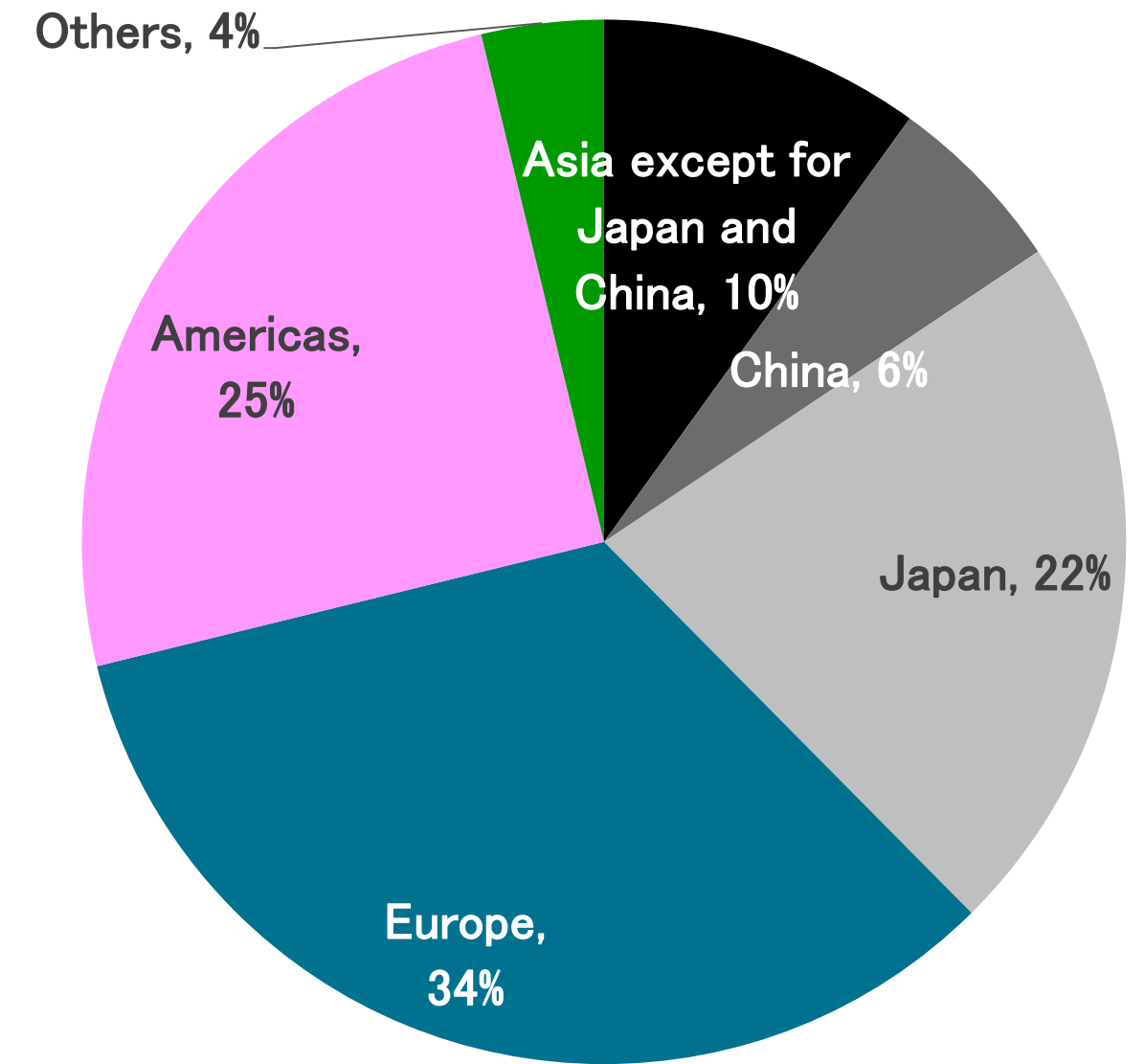
2019 《Quantity》



Digital Camera
《Total》



Interchangeable
Lens Digital
Camera

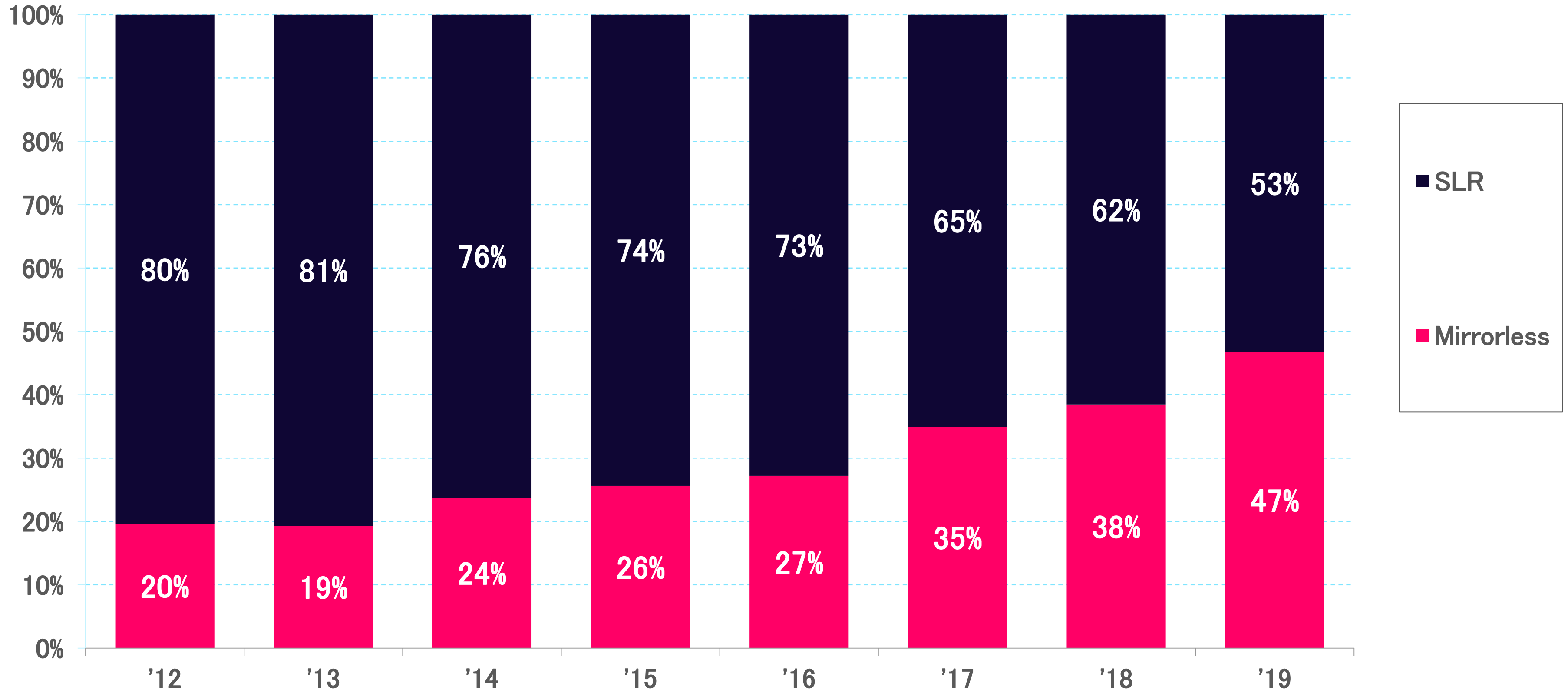


Compact Digital
Camera

レンズ交換式 タイプ別構成比推移 《数量》

Interchangeable Lens Camera 《Quantity》

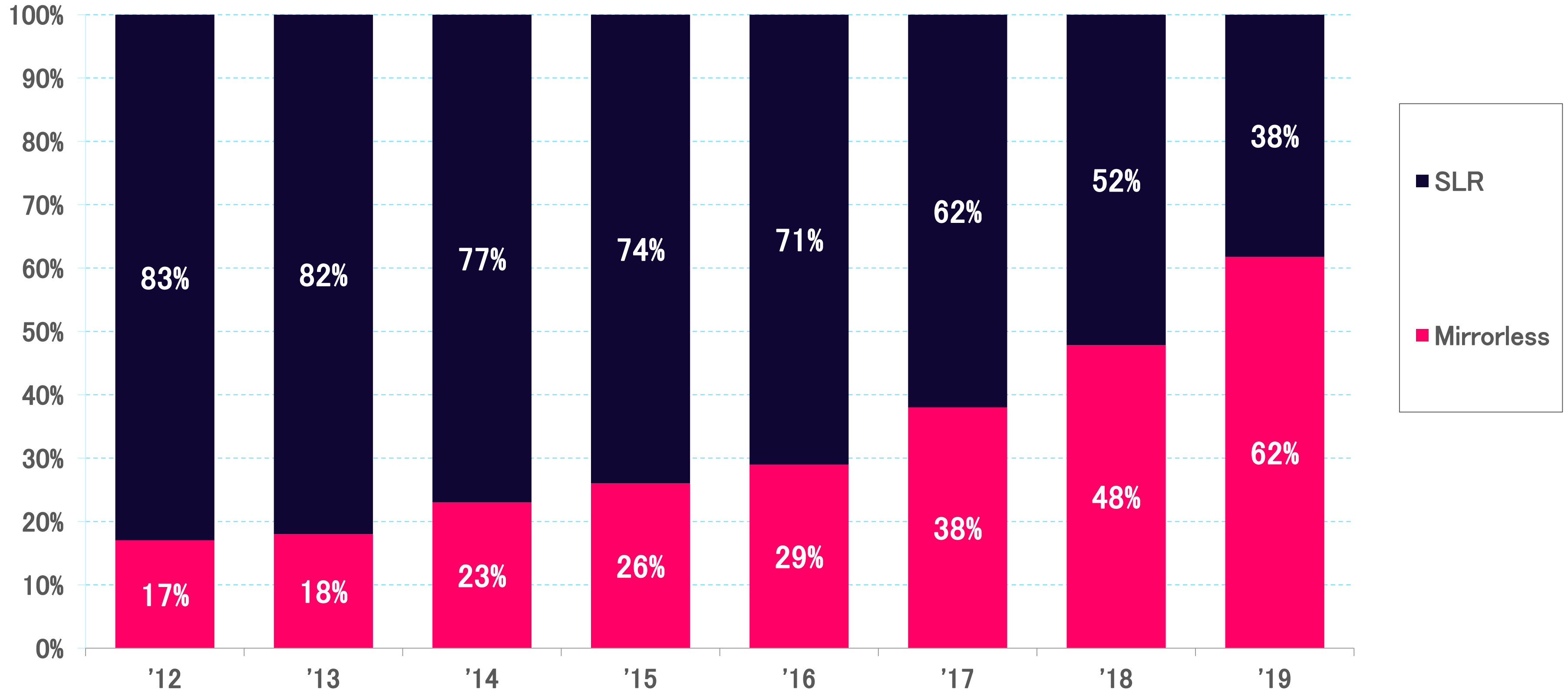
Worldwide



レンズ交換式 タイプ別構成比推移 《金額》

Interchangeable Lens Camera 《Value》

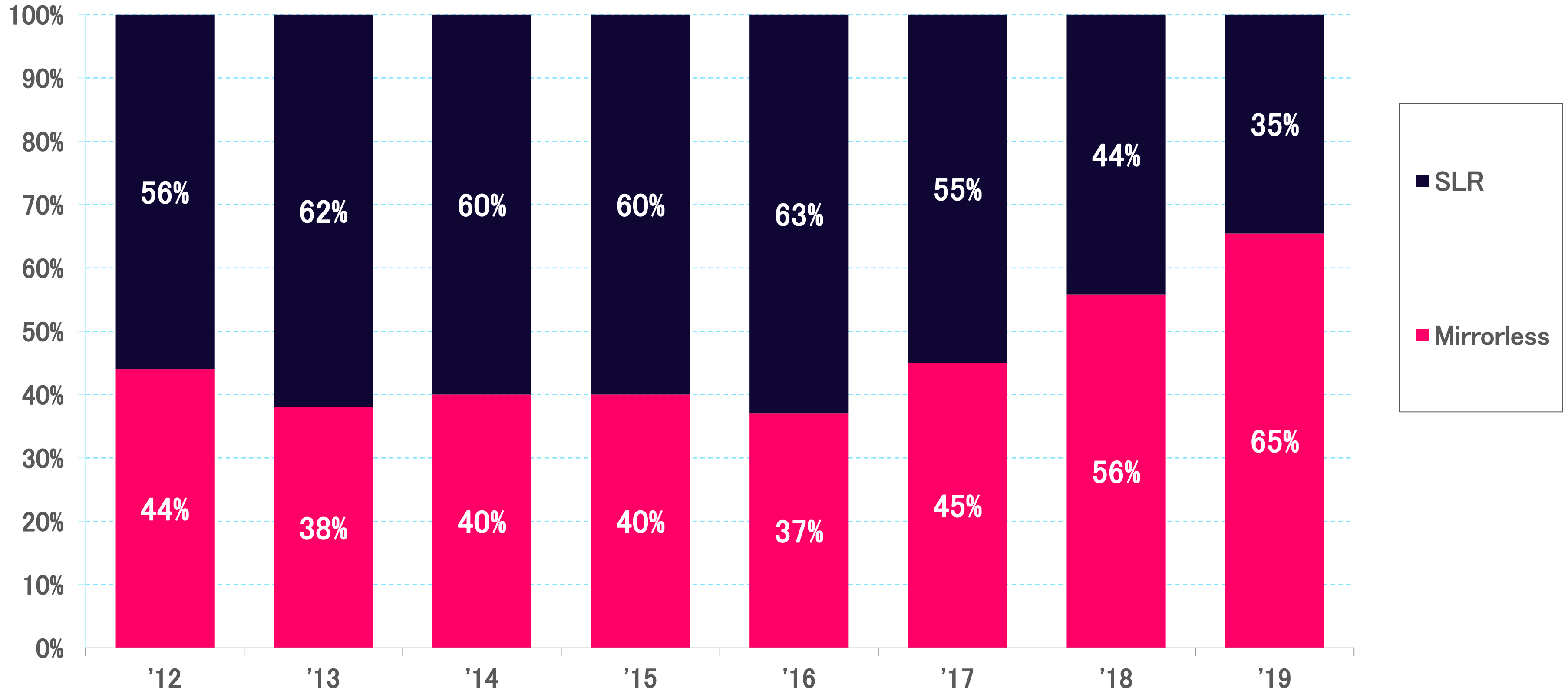
Worldwide



レンズ交換式 タイプ別構成比推移 《数量》

Interchangeable Lens Camera 《Quantity》

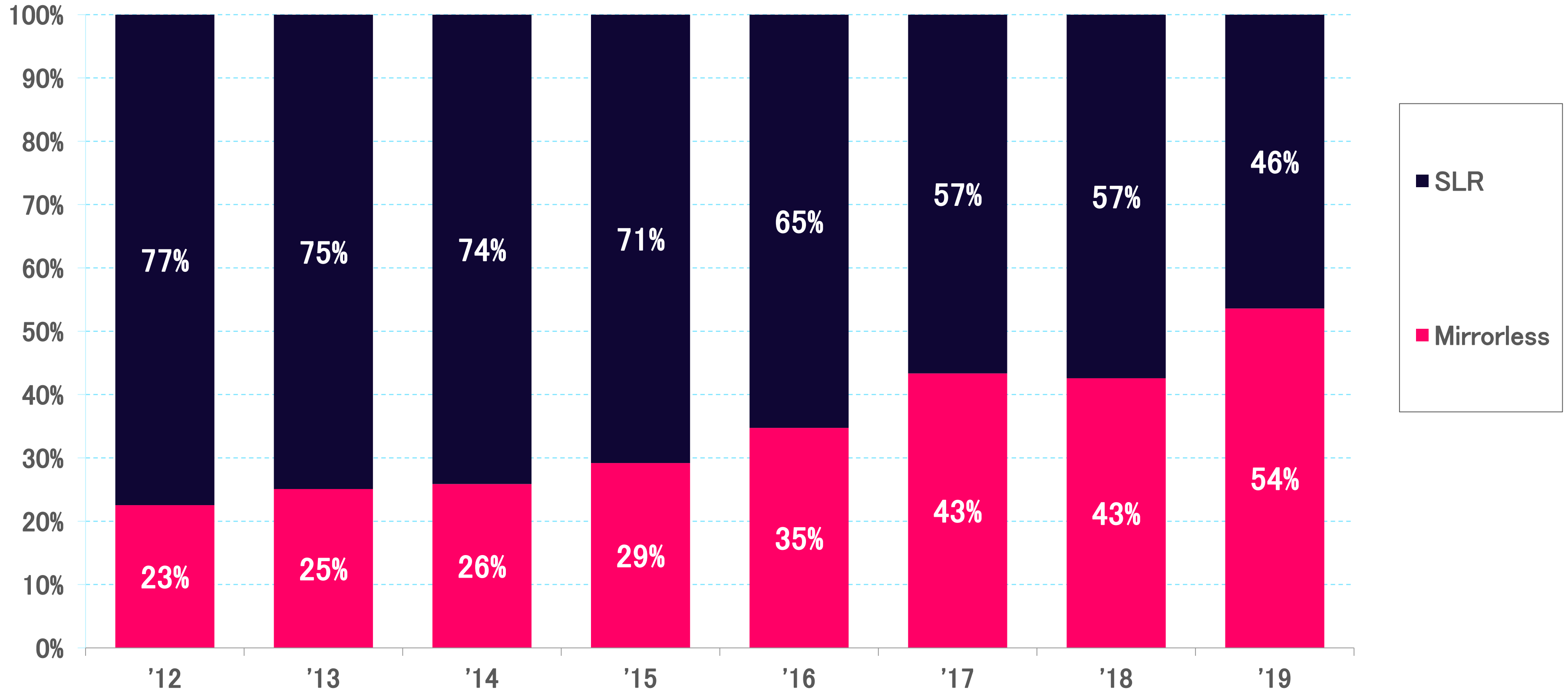
Japan



レンズ交換式 タイプ別構成比推移 《数量》

Interchangeable Lens Camera 《Quantity》

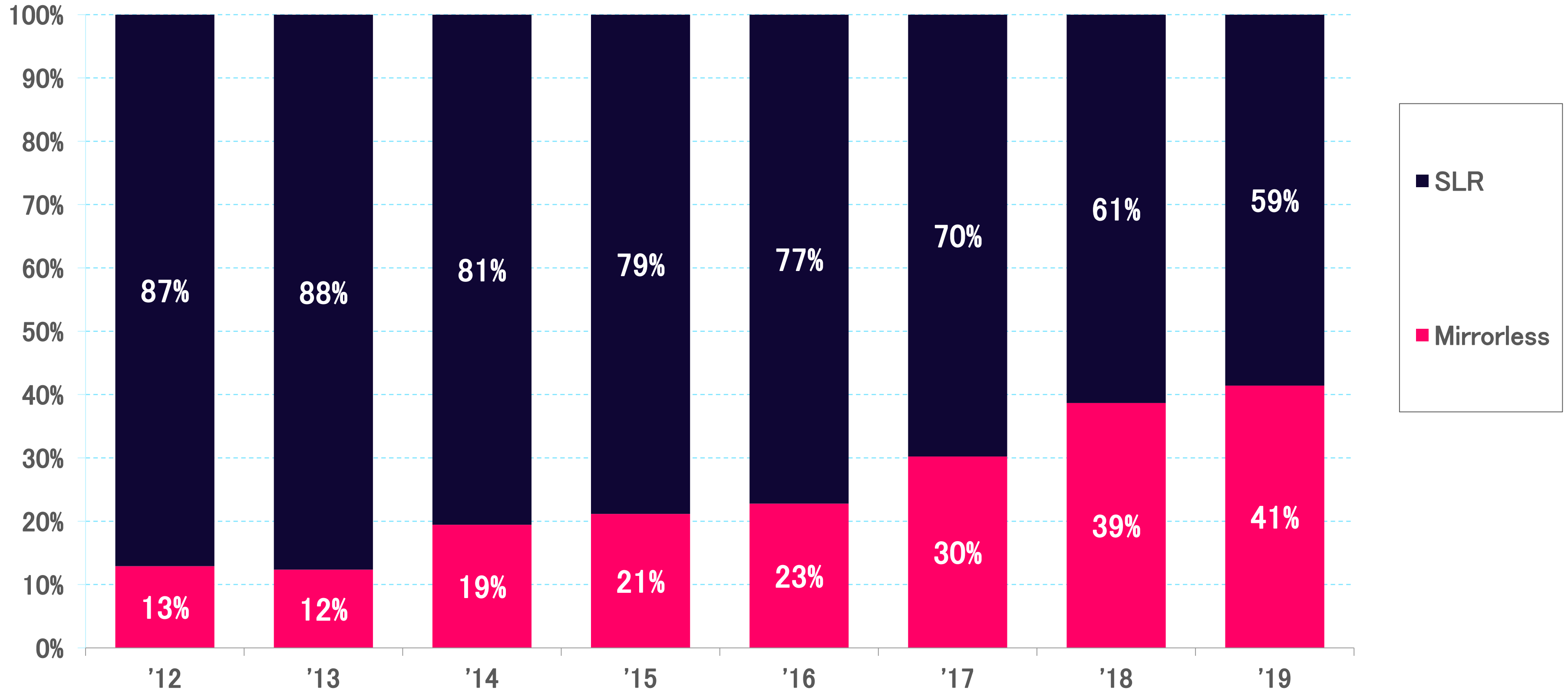
Asia



レンズ交換式 タイプ別構成比推移 《数量》

Interchangeable Lens Camera 《Quantity》

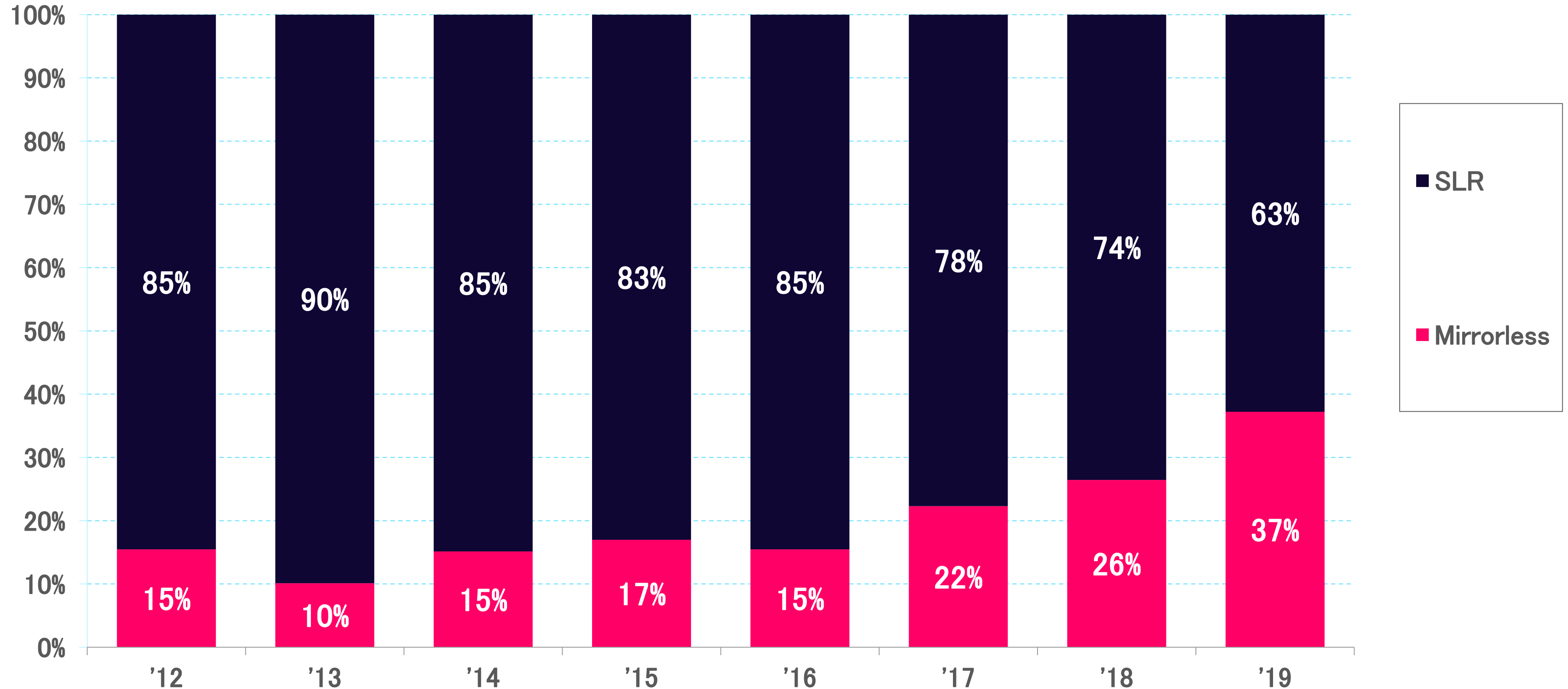
Europe



レンズ交換式 タイプ別構成比推移 《数量》

Interchangeable Lens Camera 《Quantity》

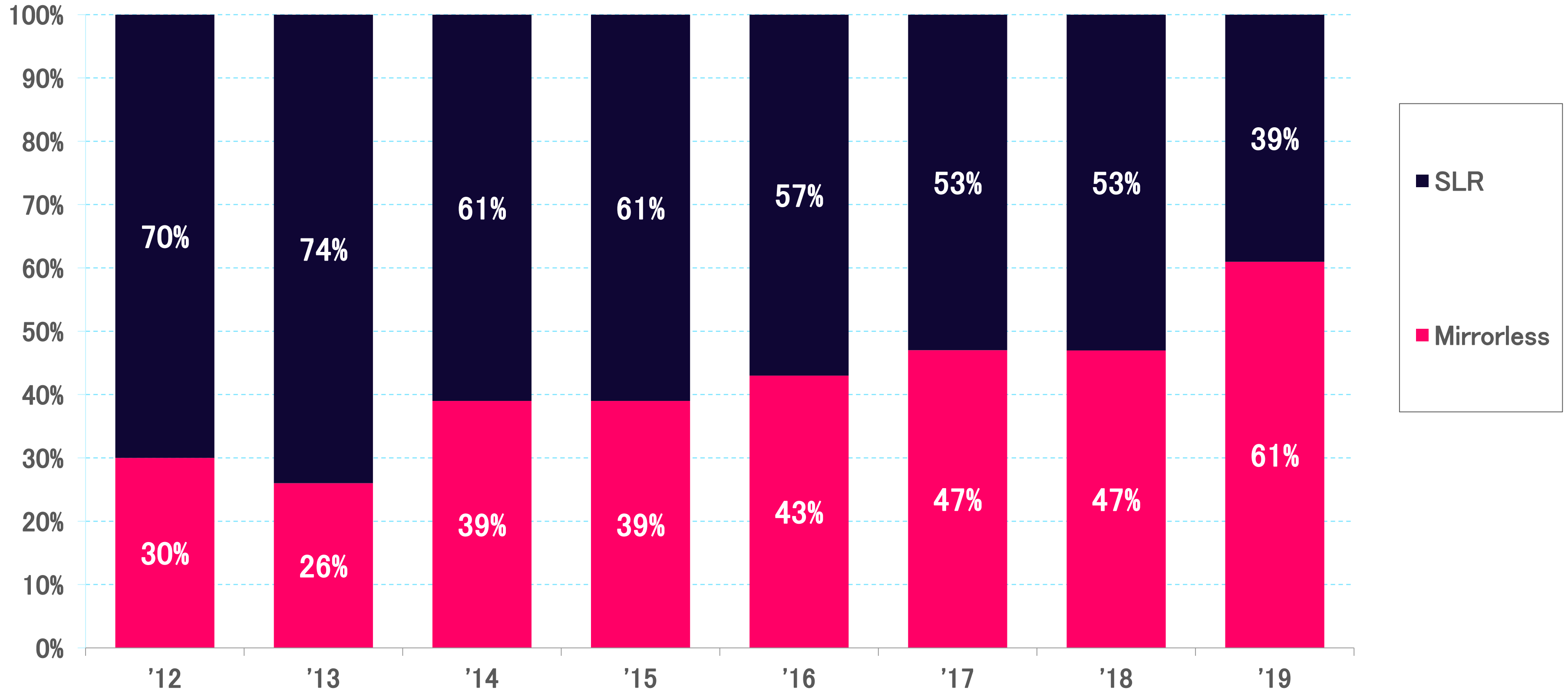
Americas



レンズ交換式 タイプ別構成比推移 《数量》

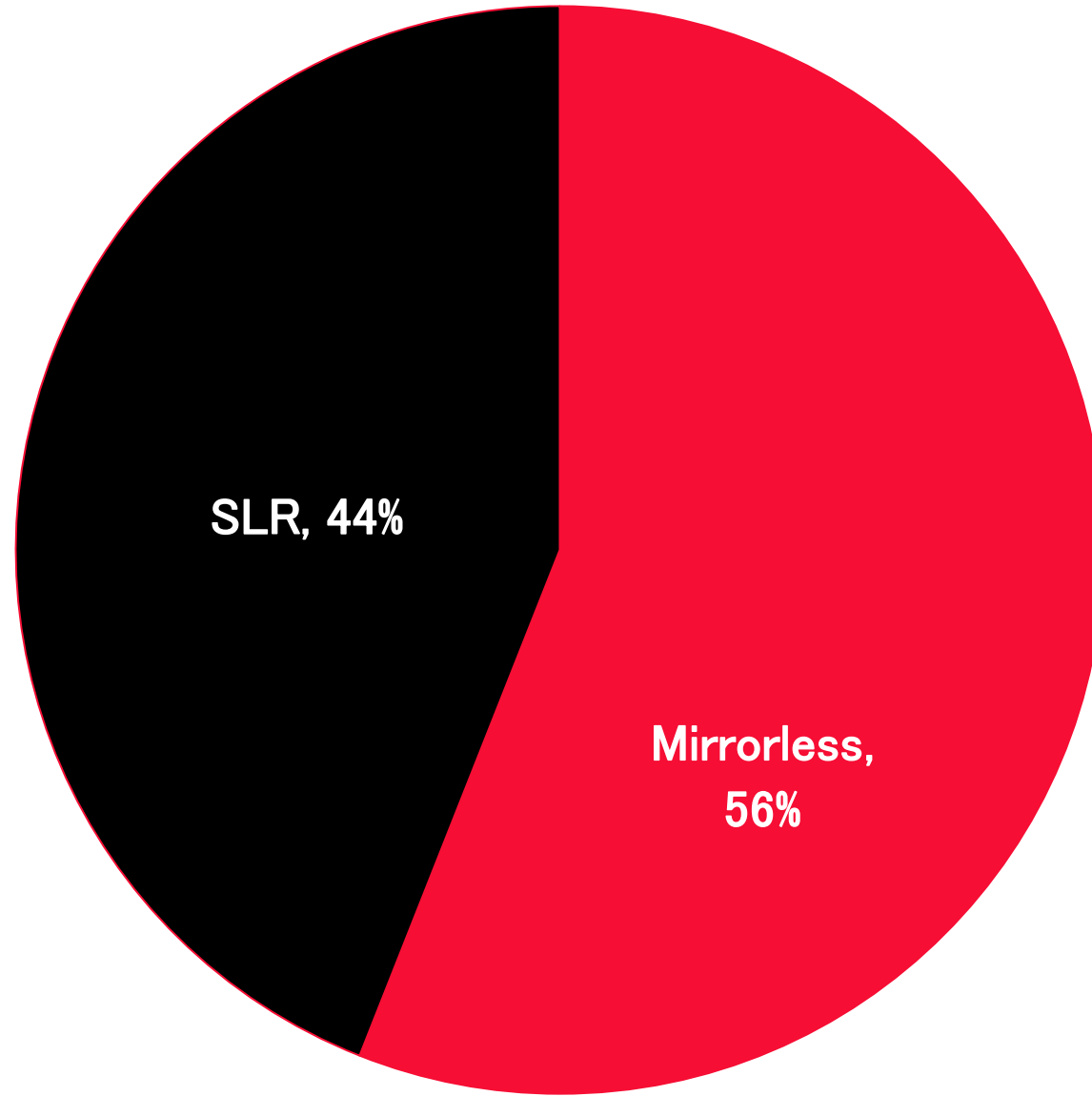
Interchangeable Lens Camera 《Quantity》

Others

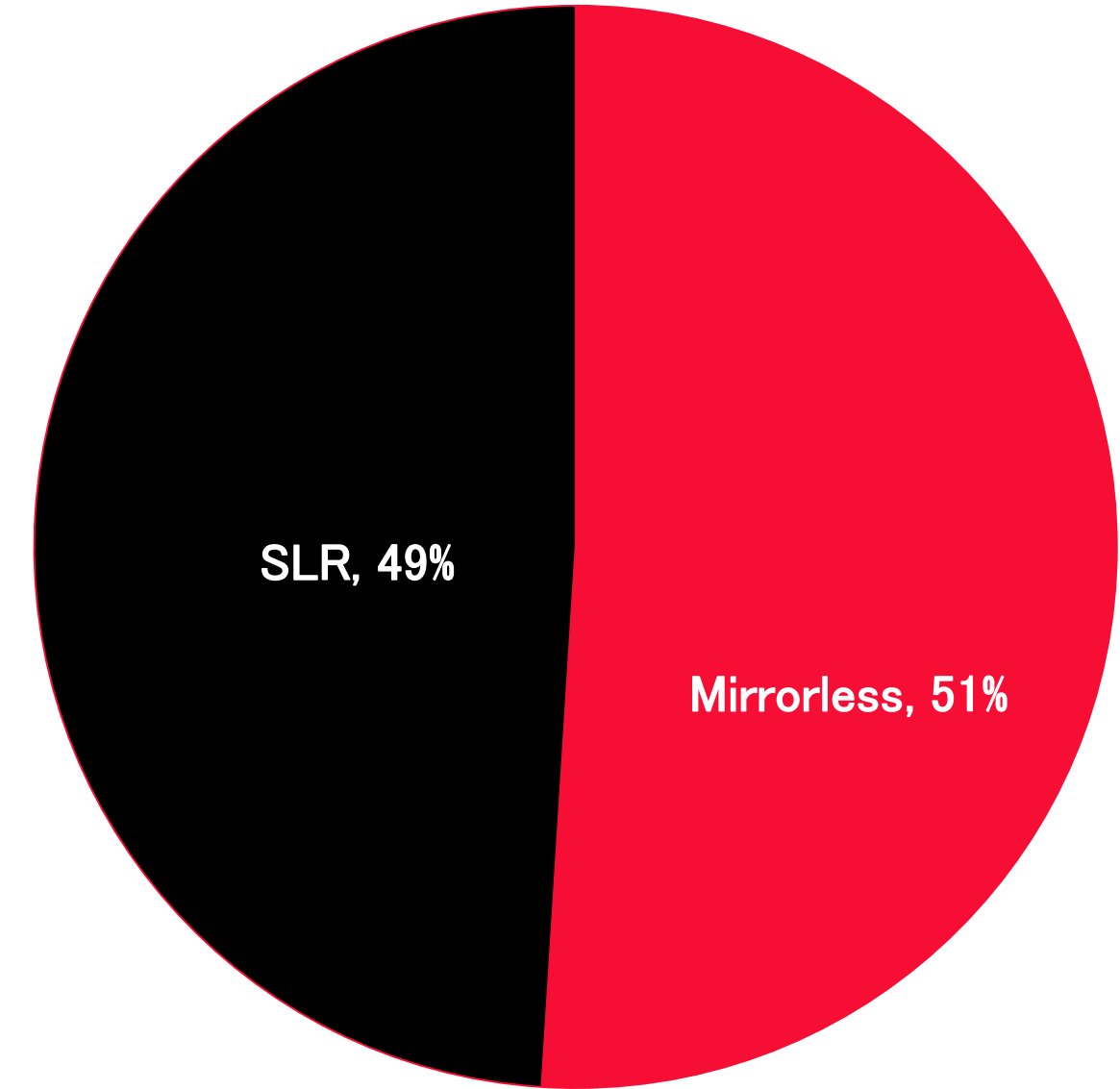


2019年新区分におけるレンズ交換式タイプ別構成比 《数量》

2019 《Quantity》



China



Asia except for Japan and China

オールアジアでミラーレスが大躍進。

ミラーレス台頭がもたらしたものは？

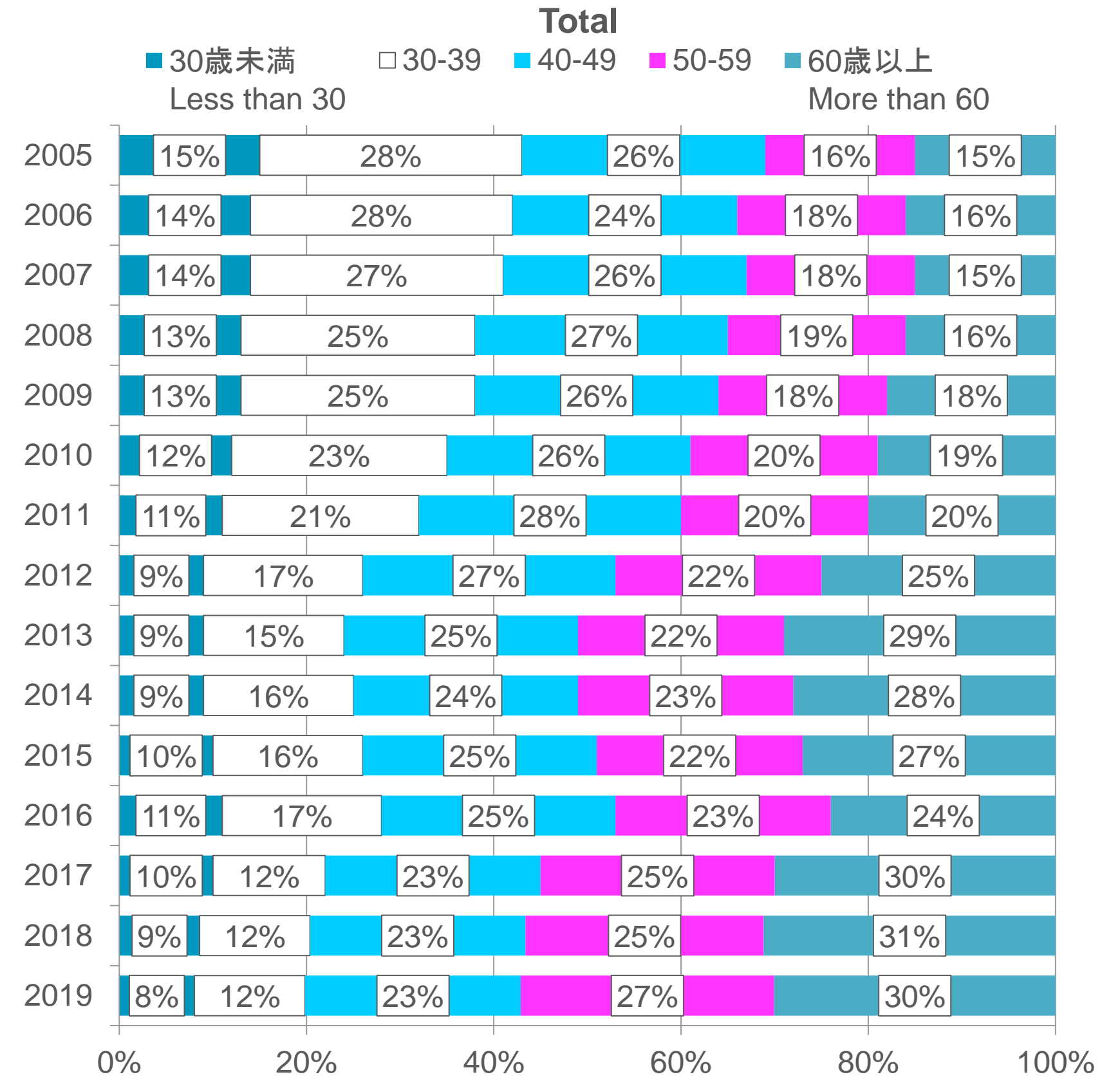
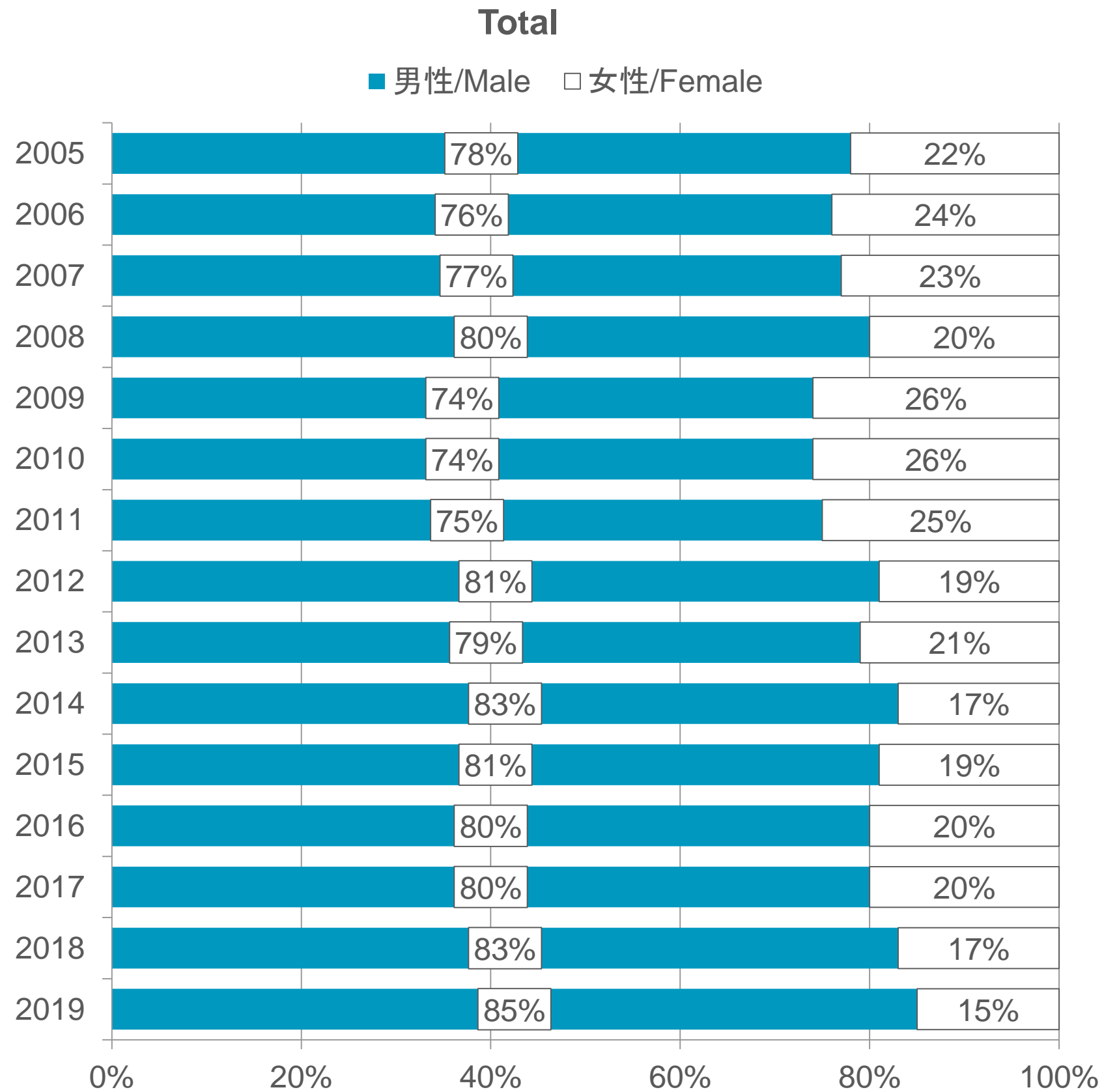
▶▶▶ NEXT 購入者特性（日本）

Mirrorless is the star in the stars, of course, in ASEAN countries and china.

NEXT: Behavior of Purchasers in Japanese Market

日本市場の購入者特性

Behavior of Purchasers in Japanese Market

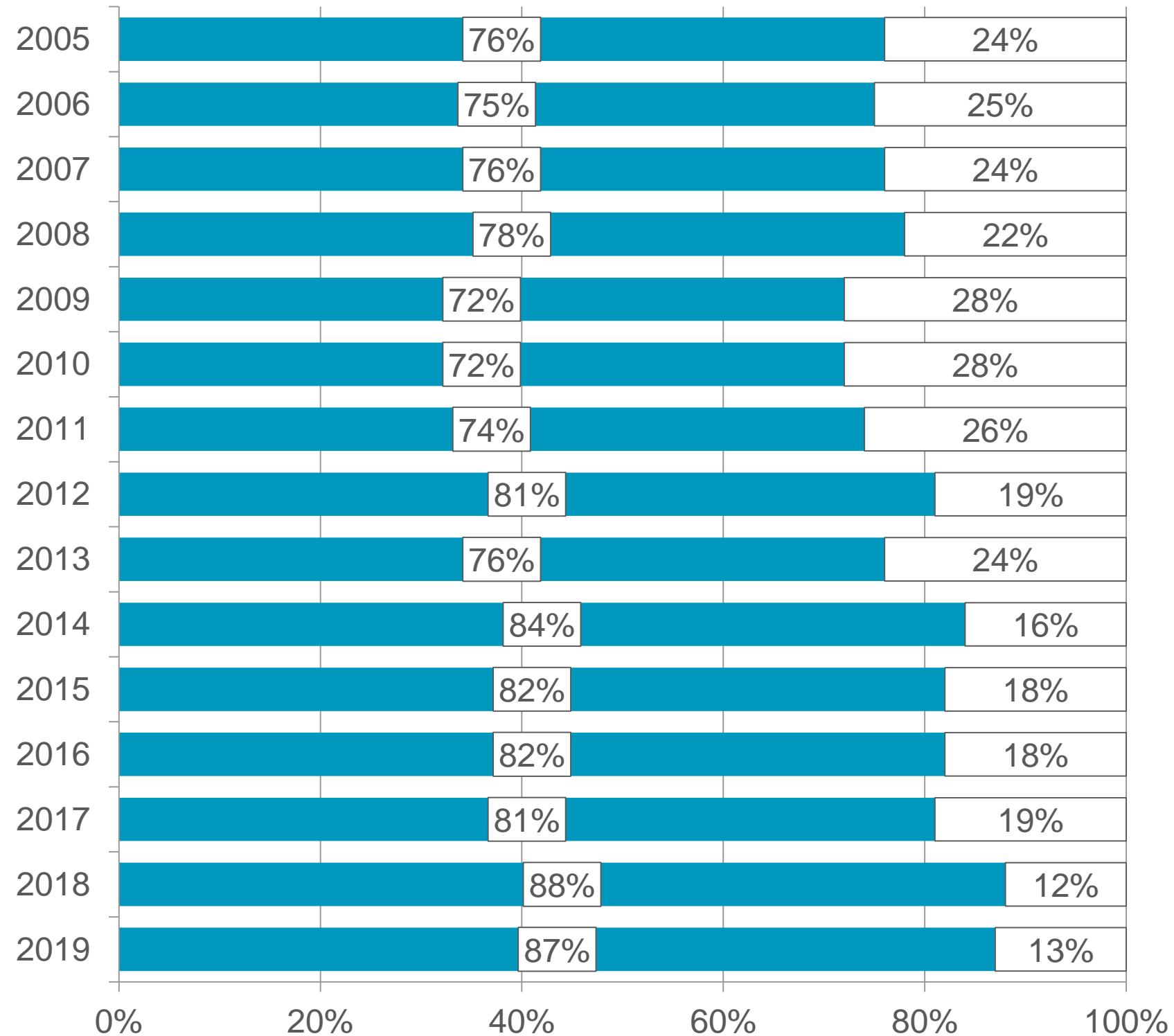


日本市場の購入者特性

Behavior of Purchasers in Japanese Market

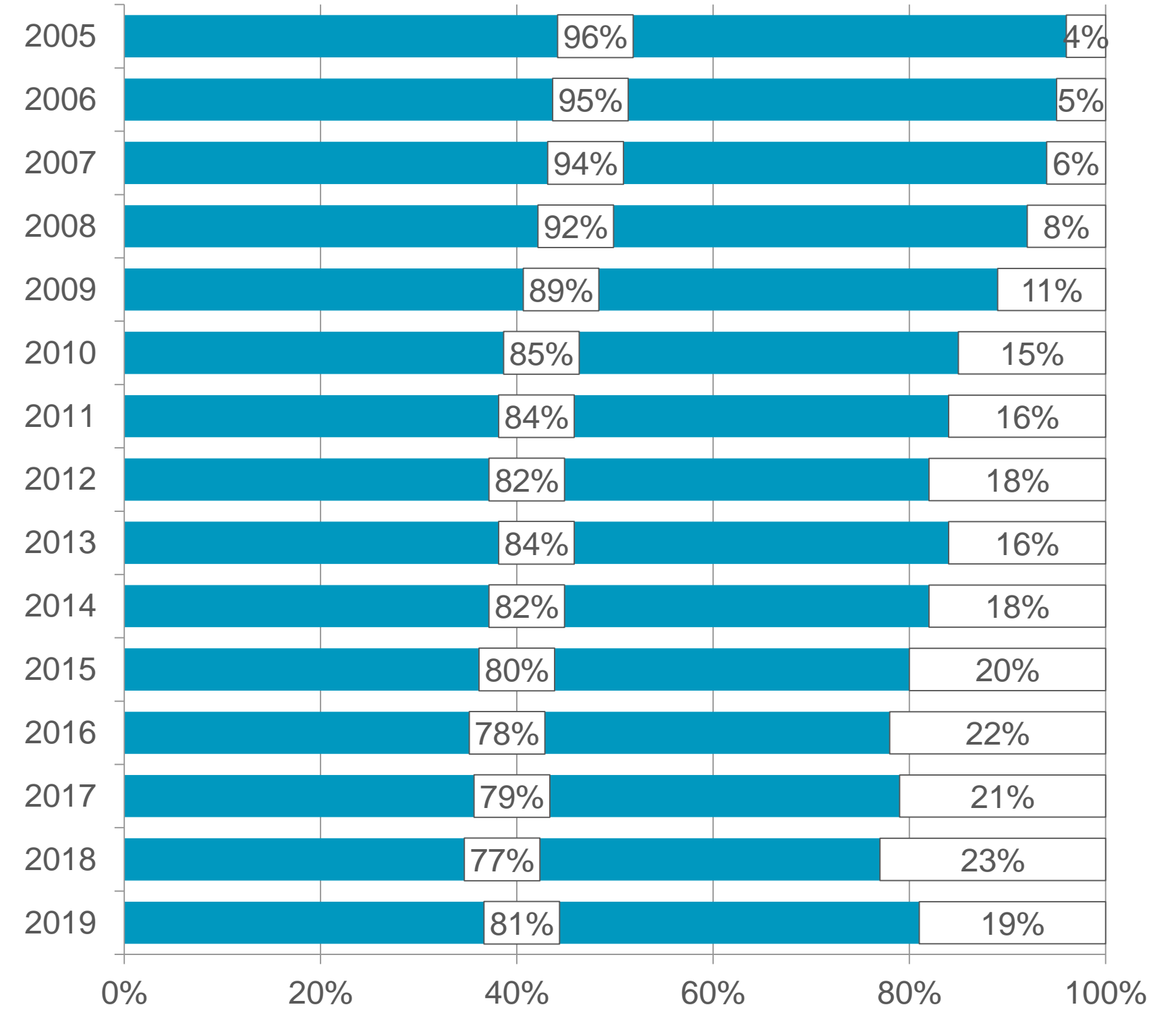
レンズ一体型デジタルカメラ/Compact Camera

■ 男性/Male □ 女性/Female



レンズ交換式デジタルカメラ/Interchangeable Lens Camera

■ 男性/Male □ 女性/Female

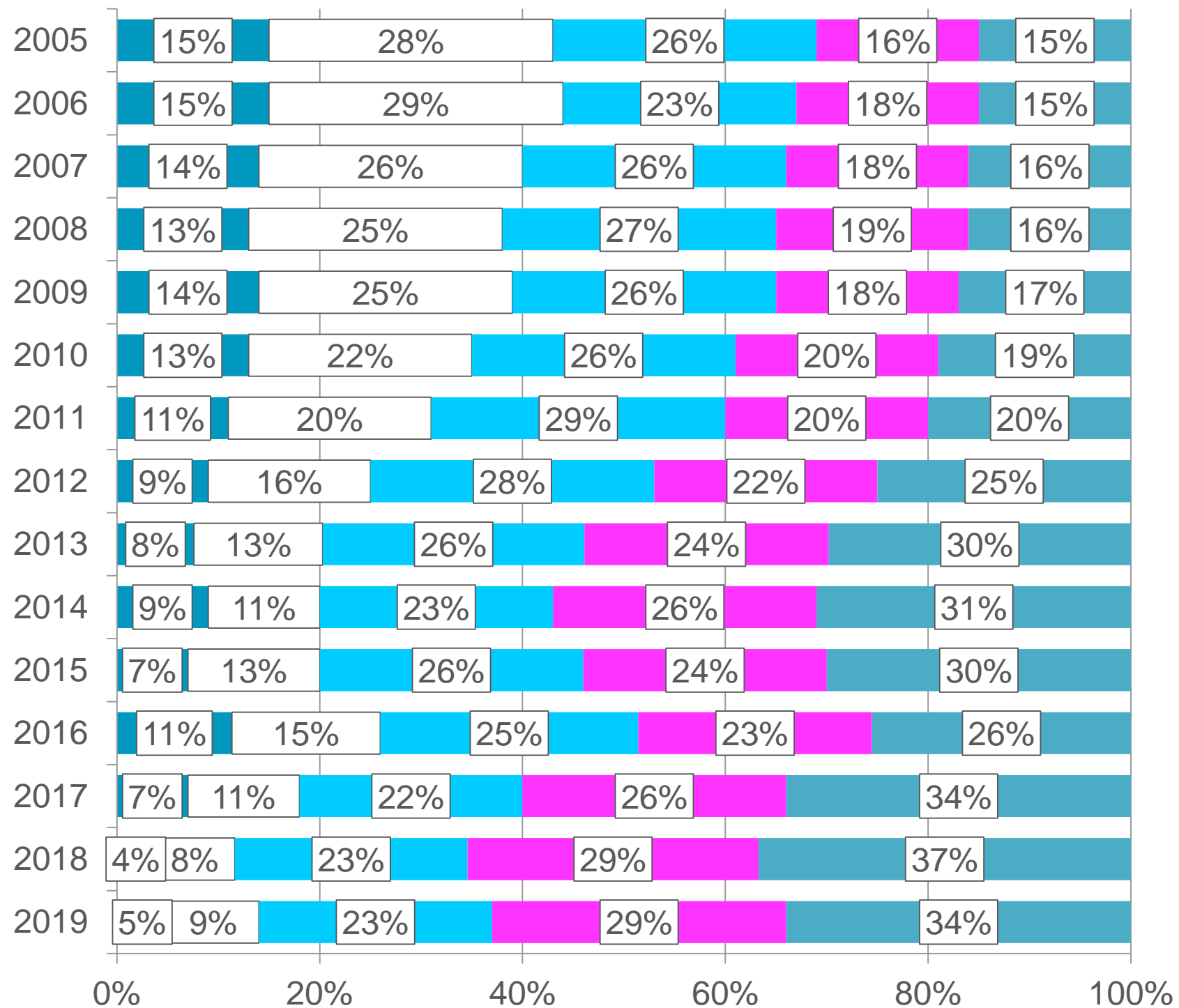


日本市場の購入者特性

Behavior of Purchasers in Japanese Market

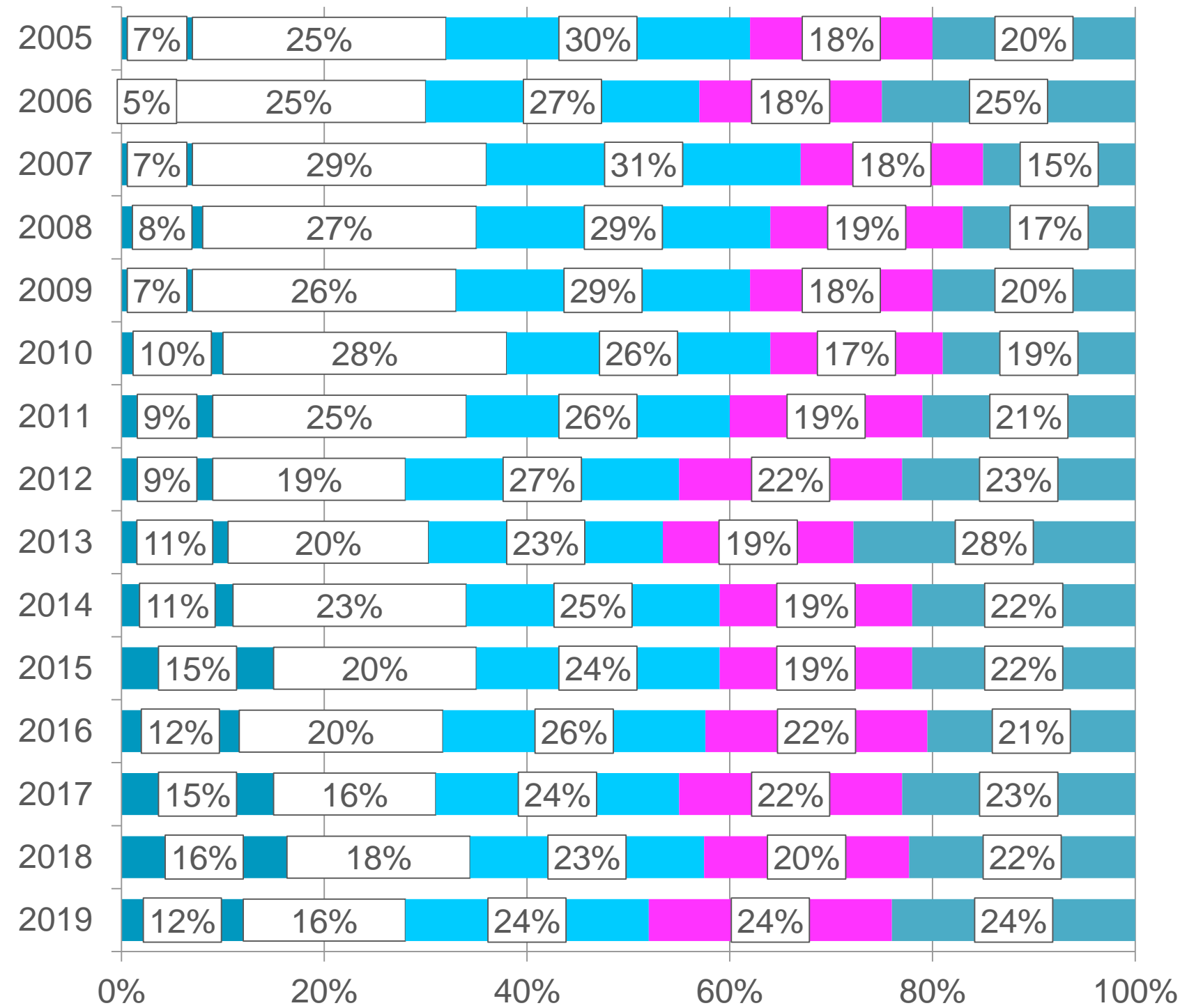
レンズ一体型デジタルカメラ/Compact Camera

■ 30歳未満 (Less than 30)
 □ 30-39
 ■ 40-49
 ■ 50-59
 ■ 60歳以上 (More than 60)

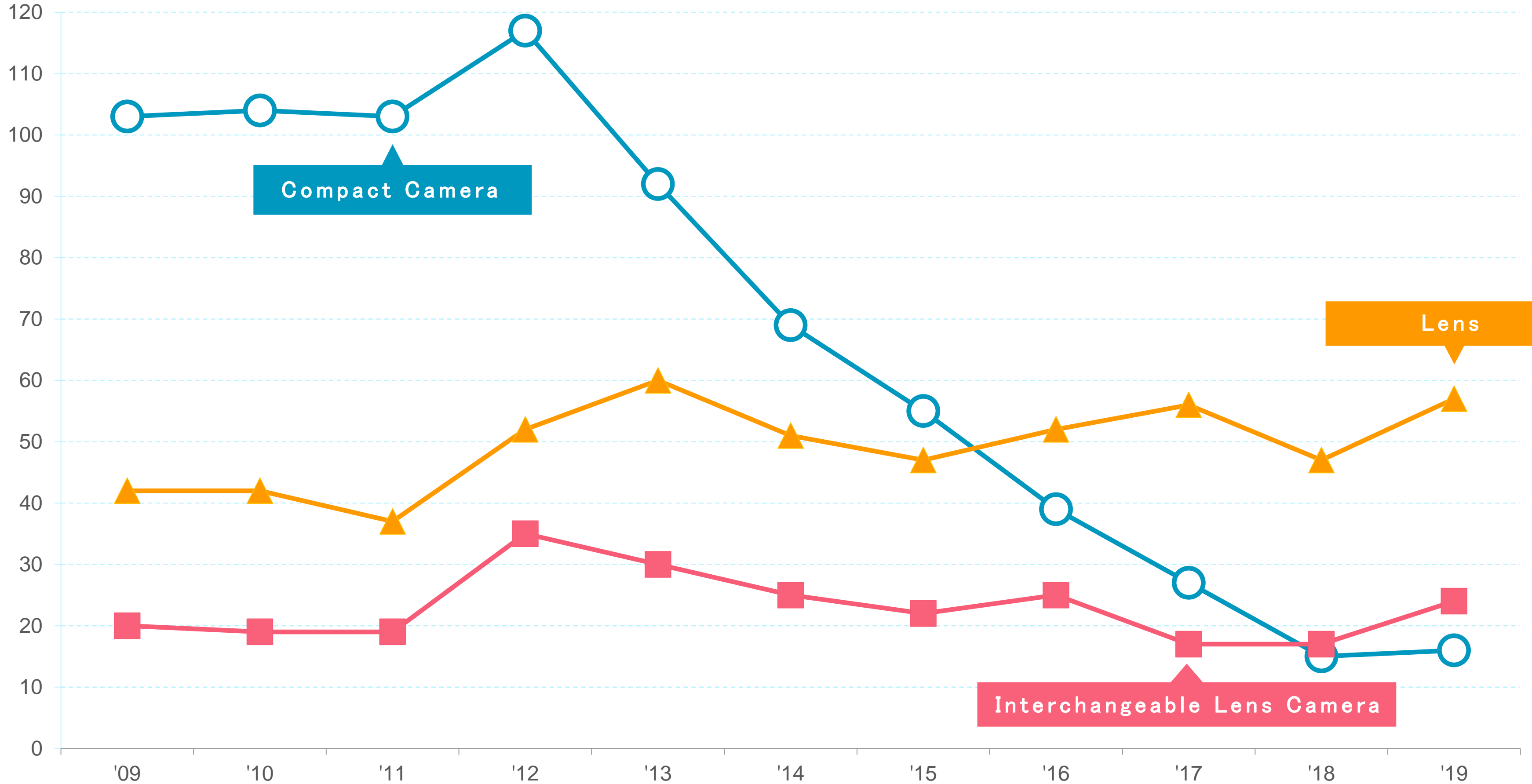


レンズ交換式デジタルカメラ/Interchangeable Lens Camera

■ 30歳未満 (Less than 30)
 □ 30-39
 ■ 40-49
 ■ 50-59
 ■ 60歳以上 (More than 60)



新製品発売数 / New product number





PLEASE VISIT CIPA WEB

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

ありがとうございました!

С п а с и б о !

谢谢!

बहुत धन्यवाद!

Danke schön!

Terima kasih!

Muchas gracias!

Cảm ơn nhiều!

고맙습니다!

Thank you!

Special thanks to Thailand (we visited to hear about the photo market)

ขอบคุณครับ!