

Production, Shipment of Digital Still Camera
March, January-March in 2018

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	1,712,696	124.2	74.5	4,466,295	74.3	1,677,150	125.1	73.8	4,358,637	73.0	281,161	113.4	71.6	753,644	78.6	1,395,989	127.7	74.2	3,604,993	72.0
	46,439,437	134.3	96.2	116,112,675	91.3	61,753,520	121.4	91.6	164,739,794	91.2	9,011,964	116.9	88.0	23,667,278	93.9	52,741,556	122.2	92.2	141,072,516	90.7

By Type	Camera with Built-in Lens	670,656	122.7	53.5	1,920,923	58.6	705,436	129.9	56.8	1,913,554	58.8	179,030	118.6	69.4	480,650	75.6	526,406	134.3	53.5	1,432,904	54.7
			8,985,664	124.6	60.3	25,219,582	63.3	11,970,773	123.6	62.7	33,296,466	65.9	2,751,204	105.3	71.0	7,889,622	82.1	9,219,569	130.4	60.6	25,406,844
Camera with Interchangeable Lens	1,042,040	125.2	99.8	2,545,372	93.1	971,714	121.8	94.1	2,445,083	90.1	102,131	105.2	75.7	272,994	84.6	869,583	124.1	96.9	2,172,089	90.8	
	37,453,773	136.9	112.2	90,893,093	104.1	49,782,747	120.9	103.0	131,443,328	101.0	6,260,760	122.9	98.3	15,777,656	101.2	43,521,987	120.6	103.7	115,665,672	100.9	
Single Lens Reflex	665,342	118.0	98.0	1,645,297	94.0	634,146	114.3	94.7	1,604,044	92.9	38,257	84.0	50.1	126,343	69.5	595,889	117.0	100.4	1,477,701	95.6	
	21,743,450	125.4	105.9	53,961,602	100.1	27,874,505	108.6	91.9	77,327,232	94.2	2,321,458	89.9	63.3	7,406,879	85.1	25,553,047	110.7	95.8	69,920,353	95.3	
Non-Reflex 5)*	376,698	140.2	103.0	900,075	91.5	337,568	138.7	93.1	841,039	85.2	63,874	124.1	109.0	146,651	104.1	273,694	142.7	90.0	694,388	82.1	
	15,710,323	156.8	122.2	36,931,491	110.5	21,908,242	141.1	121.8	54,116,096	112.5	3,939,302	157.0	145.9	8,370,777	121.6	17,968,940	138.1	117.5	45,745,319	110.9	

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas				
	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*	Mar.	2)*	3)*	Jan.-Mar.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	281,161	113.4	71.6	753,644	78.6	442,748	112.3	65.4	1,257,832	71.2	424,035	147.2	81.2	985,626	72.8	479,392	128.7	76.4	1,243,682	71.8	49,814	131.0	92.3	117,853	74.8
	9,011,964	116.9	88.0	23,667,278	93.9	13,934,792	103.5	82.3	40,660,047	91.3	14,449,136	147.3	100.7	33,850,335	92.0	22,293,696	122.7	92.8	61,253,188	88.9	2,063,932	119.7	109.7	5,308,946	100.3

By Type	Camera with Built-in Lens	179,030	118.6	69.4	480,650	75.6	208,289	125.8	47.3	623,613	57.3	163,818	127.6	57.3	435,309	53.2	134,936	166.0	58.9	326,160	52.9	19,363	115.4	68.4	47,822	50.7
			2,751,204	105.3	71.0	7,889,622	82.1	3,745,408	123.1	52.9	11,009,789	64.2	2,287,986	126.6	58.6	5,998,448	53.5	2,793,729	146.7	74.5	7,385,769	66.0	392,446	125.0	81.7	1,012,838
Camera with Interchangeable Lens	102,131	105.2	75.7	272,994	84.6	234,459	102.5	99.2	634,219	93.5	260,217	162.9	110.0	550,317	102.8	344,456	118.3	86.4	917,522	82.3	30,451	143.3	118.8	70,031	110.7	
	6,260,760	122.9	98.3	15,777,656	101.2	10,189,384	97.8	103.3	29,650,258	108.3	12,161,150	152.0	116.5	27,851,887	108.8	19,499,967	119.9	96.2	53,867,419	93.4	1,671,486	118.5	119.3	4,296,108	109.4	
Single Lens Reflex	38,257	84.0	50.1	126,343	69.5	168,728	95.8	101.5	466,521	96.5	201,323	164.7	104.4	410,487	100.2	207,130	105.7	93.5	557,077	89.9	18,708	126.5	148.1	43,616	133.8	
	2,321,458	89.9	63.3	7,406,879	85.1	5,922,317	89.7	96.1	18,439,775	100.3	7,154,720	146.7	99.1	15,953,214	95.7	11,497,597	107.4	90.7	33,058,154	91.2	978,413	108.0	157.6	2,469,210	119.1	
Non-Reflex 5)*	63,874	124.1	109.0	146,651	104.1	65,731	124.7	93.8	167,698	86.1	58,894	157.1	134.6	139,830	111.6	137,326	144.3	77.4	360,445	72.8	11,743	181.8	90.4	26,415	86.2	
	3,939,302	157.0	145.9	8,370,777	121.6	4,267,067	111.7	115.4	11,210,483	124.7	5,006,430	160.3	155.6	11,898,673	133.3	8,002,370	143.8	105.3	20,809,265	97.0	693,073	137.4	88.8	1,826,898	98.5	

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

2) Comparison over the previous month.

3) Comparison over the same month a year ago.

4) Comparison over the same period a year ago.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.