

Production, Shipment of Digital Still Camera  
January-December in 2020

Unit Upper:PCS, Lower:1,000Yen

Item	Production		Total Shipment(Worldwide)						
	Jan.-Dec.	Y/Y (%)	Jan.-Dec.	Y/Y (%)	Shipment to Japan		Except for Shipments to Japan		
					Jan.-Dec.	Y/Y (%)	Jan.-Dec.	Y/Y (%)	
Digital Still Camera Total	8,736,760	58.8	8,886,292	58.4	1,295,575	55.9	7,590,717	58.8	
	302,896,534	68.8	420,137,706	71.6	48,858,602	64.3	371,279,104	72.6	
By Type	Camera with Built-in Lens	3,478,932	52.5	3,578,643	53.0	849,513	57.3	2,729,130	51.8
		60,721,104	56.4	76,359,588	58.7	15,129,877	56.2	61,229,711	59.3
	Camera with Interchangeable Lens	5,257,828	63.8	5,307,649	62.7	446,062	53.6	4,861,587	63.7
		242,175,430	72.9	343,778,118	75.2	33,728,725	68.9	310,049,393	76.0
	Single Lens Reflex	2,357,143	53.4	2,374,569	52.7	117,491	40.8	2,257,078	53.5
		79,668,643	55.4	96,761,789	55.4	6,844,469	49.8	89,917,320	55.9
	Mirrorless	2,900,685	75.9	2,933,080	74.1	328,571	60.3	2,604,509	76.3
		162,506,787	86.2	247,016,329	87.5	26,884,256	76.3	220,132,073	89.1

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to China		Shipments to Asia (except for Japan and China)		Shipments to Europe		Shipments to Americas		Shipments to Other Areas		
	Jan.-Dec.	Y/Y (%)	Jan.-Dec.	Y/Y (%)	Jan.-Dec.	Y/Y (%)	Jan.-Dec.	Y/Y (%)	Jan.-Dec.	Y/Y (%)	
Digital Still Camera Total	1,206,831	83.0	1,060,776	50.8	2,775,957	57.7	2,270,484	56.1	276,669	54.9	
	83,385,688	91.7	58,697,360	59.9	114,952,177	78.2	100,253,120	65.7	13,990,759	61.7	
By Type	Camera with Built-in Lens	284,685	74.4	346,070	51.5	1,158,012	51.0	810,289	47.9	130,074	50.9
		9,172,965	78.3	8,543,729	53.1	24,230,057	59.5	16,760,762	56.1	2,522,198	53.1
	Camera with Interchangeable Lens	922,146	86.1	714,706	50.6	1,617,945	63.7	1,460,195	62.0	146,595	59.0
		74,212,723	93.7	50,153,631	61.2	90,722,120	85.4	83,492,358	68.1	11,468,561	64.0
	Single Lens Reflex	318,250	68.2	321,565	46.9	830,975	55.8	744,872	50.4	41,416	42.7
		19,253,862	62.6	14,202,235	46.2	30,812,085	76.7	23,796,797	44.1	1,852,341	35.3
	Mirrorless	603,896	100.0	393,141	54.0	786,970	74.8	715,323	81.6	105,179	69.4
		54,958,861	113.4	35,951,396	70.2	59,910,035	90.7	59,695,561	87.0	9,616,220	75.9

(Camera & Imaging Products Association)