

Production, Shipment of Digital Still Camera
January in 2021

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					Except for Shipments to Japan				
	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	629,579	77.3	76.8	629,579	76.8	636,863	75.3	79.1	636,863	79.1	104,264	75.5	77.9	104,264	77.9	532,599	75.3	79.4	532,599	79.4
	23,461,602	80.2	92.4	23,461,602	92.4	32,987,792	72.0	99.0	32,987,792	99.0	2,913,489	51.5	63.2	2,913,489	63.2	30,074,303	74.8	104.8	30,074,303	104.8

By Type	Camera with Built-in Lens	215,438	68.8	59.6	215,438	59.6	220,657	67.4	61.6	220,657	61.6	76,455	93.6	88.1	76,455	88.1	144,202	58.7	53.1	144,202	53.1
			3,979,177	75.1	72.2	3,979,177	72.2	4,872,867	72.7	71.6	4,872,867	71.6	1,153,836	85.4	85.2	1,153,836	85.2	3,719,031	69.5	68.2	3,719,031
By Type	Camera with Interchangeable Lens	414,141	82.7	90.3	414,141	90.3	416,206	80.3	93.3	416,206	93.3	27,809	49.4	59.1	27,809	59.1	388,397	84.1	97.3	388,397	97.3
		19,482,425	81.3	98.0	19,482,425	98.0	28,114,925	71.8	106.1	28,114,925	106.1	1,759,653	40.9	54.0	1,759,653	54.0	26,355,272	75.7	113.4	26,355,272	113.4
By Type	Single Lens Reflex	187,643	94.1	87.1	187,643	87.1	192,122	98.2	84.5	192,122	84.5	8,778	72.2	53.0	8,778	53.0	183,344	99.9	86.9	183,344	86.9
		5,772,325	83.6	72.8	5,772,325	72.8	7,816,574	89.7	73.2	7,816,574	73.2	418,154	70.5	34.5	418,154	34.5	7,398,420	91.1	78.1	7,398,420	78.1
By Type	Mirrorless 5)*	226,498	75.1	93.2	226,498	93.2	224,084	69.5	102.4	224,084	102.4	19,031	43.1	62.4	19,031	62.4	205,053	73.7	108.9	205,053	108.9
		13,710,100	80.3	114.8	13,710,100	114.8	20,298,351	66.7	128.3	20,298,351	128.3	1,341,499	36.1	65.5	1,341,499	65.5	18,956,852	71.0	137.6	18,956,852	137.6

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to China 6)*					Shipments to Asia (except for Japan and China)					Shipments to Europe					Shipments to Americas					Shipments to Other Areas				
	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*	Jan	2)*	3)*	Jan.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	90,038	86.5	105.2	90,038	105.2	87,922	81.7	65.6	87,922	65.6	196,802	70.1	79.8	196,802	79.8	139,175	71.5	78.0	139,175	78.0	18,662	92.3	71.2	18,662	71.2
	6,781,081	84.0	122.3	6,781,081	122.3	5,763,195	73.9	88.3	5,763,195	88.3	8,199,575	58.6	91.2	8,199,575	91.2	7,987,999	91.4	122.6	7,987,999	122.6	1,342,453	84.2	119.6	1,342,453	119.6

By Type	Camera with Built-in Lens	21,692	84.2	107.6	21,692	107.6	22,491	66.5	50.7	22,491	50.7	64,463	55.9	53.9	64,463	53.9	29,772	44.5	41.1	29,772	41.1	5,784	154.2	38.6	5,784	38.6
			810,334	90.1	129.5	810,334	129.5	674,144	77.2	69.4	674,144	69.4	1,392,268	61.4	64.4	1,392,268	64.4	670,991	56.2	49.5	670,991	49.5	171,294	148.9	50.4	171,294
By Type	Camera with Interchangeable Lens	68,346	87.3	104.5	68,346	104.5	65,431	88.6	73.0	65,431	73.0	132,339	80.0	104.3	132,339	104.3	109,403	85.6	103.1	109,403	103.1	12,878	78.2	114.3	12,878	114.3
		5,970,747	83.3	121.4	5,970,747	121.4	5,089,051	73.5	91.6	5,089,051	91.6	6,807,307	58.1	99.7	6,807,307	99.7	7,317,008	96.9	141.8	7,317,008	141.8	1,171,159	79.2	149.7	1,171,159	149.7
By Type	Single Lens Reflex	25,313	127.4	76.5	25,313	76.5	30,089	119.9	72.4	30,089	72.4	73,237	95.0	105.8	73,237	105.8	49,867	84.9	76.0	49,867	76.0	4,838	171.2	335.5	4,838	335.5
		1,726,687	112.5	73.7	1,726,687	73.7	1,371,211	108.4	67.6	1,371,211	67.6	2,467,762	77.6	90.5	2,467,762	90.5	1,601,892	80.6	69.2	1,601,892	69.2	230,868	153.3	380.7	230,868	380.7
By Type	Mirrorless 5)*	43,033	73.7	133.2	43,033	133.2	35,342	72.5	73.5	35,342	73.5	59,102	66.8	102.5	59,102	102.5	59,536	86.1	147.1	59,536	147.1	8,040	59.0	81.9	8,040	81.9
		4,244,060	75.3	164.7	4,244,060	164.7	3,717,840	65.7	105.4	3,717,840	105.4	4,339,545	50.8	105.8	4,339,545	105.8	5,715,116	102.8	200.8	5,715,116	200.8	940,291	70.8	130.2	940,291	130.2

(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) The same month a year ago was minus.