



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**

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CAMERA & IMAGING PRODUCTS  
ASSOCIATION (CIPA)

**2009-2011 Outlook on the Shipment Forecast by Product-Type  
Concerning Cameras and Related Goods**

The Camera & Imaging Products Association (CIPA, President: Tsuneji Uchida) has announced the outlook on the shipment forecasts by product-type concerning cameras and related goods for the term from 2009 to 2011.

**I. Outlook on Shipments in 2009**

**1) Digital Cameras**

The total shipments of digital cameras in 2008 (the cumulative total of shipments from January to December) exceeded the performance in 2007 when shipments broke through the 100 million unit mark for the first time since CIPA began compiling statistics. A total of 119,757,000 units were shipped, representing an increase of 19.3% on the previous year's performance based on volume.

The growth was exhibited across both categories of product type with shipments of interchangeable lens digital SLR cameras reaching 9,687,000 units (a year-on-year increase of 29.7%) and shipments of digital cameras with built-in lens reaching 110,070,000 units (a year-on-year increase of 18.5%).

Nevertheless, the effects of the rapid economic slowdown since the autumn of 2008 have begun to manifest themselves in the digital camera market. On the basis of these changes, the forecast for 2009 envisages total overall shipments including digital cameras with built-in lens and the sales driver interchangeable lens digital SLR cameras declining by approximately 790,000 units to 118,971,000 units (a year-on-year decrease of 0.7%).

In terms of the breakdown in shipments by product type, the forecast anticipates shipments of interchangeable lens digital SLR cameras increasing by approximately 660,000 units to 10,349,000 units (a year-on-year increase of 6.8%) and shipments of digital cameras with built-in lens declining by approximately 1,450,000 units to 108,622,000 units (a year-on-year decrease of 1.3%).

**2) Interchangeable Lenses for SLR Cameras**

The total shipments of interchangeable lenses for SLR cameras in 2008 was underpinned by significant growth in shipments of interchangeable lens digital SLR cameras associated with the expansion of the SLR camera user base. Lens shipments

exhibited firm growth with a total of 15,655,000 units shipped on a volume basis (a year-on-year increase of 25.1%).

The forecast for 2009 anticipates that lens shipments will continue to grow due to the continuation of sustained strong demand for interchangeable lens digital SLR cameras. Shipments are expected to increase by approximately 960,000 units to a total of 16,610,000 units (a year-on-year increase of 6.1%).

## **II. Outlook on Shipments in 2010 and 2011**

### **1) Digital Cameras**

The forecast for total shipments of digital cameras in both 2010 and 2011 reflects the effects of gradual moves toward economic recovery anticipated. Continued overall growth can be expected albeit at lower rates than the high levels recorded up until 2008. In view of the growth potential in Asia and Other Areas, the forecast envisages total shipments increasing in 2010 to 122,449,000 (a year-on-year increase of 2.9%) and in 2011 to 125,954,000 (a year-on-year increase of 2.9% year-on-year).

By product type, the forecast anticipates that the sustained steady growth in shipments of interchangeable lens digital SLR cameras will continue with 2010 shipments reaching 11,242,000 units (a year-on-year increase of 8.6%) and 2011 shipments totaling 12,029,000 units (a year-on-year increase of 7.0%). Shipments of digital cameras with built-in lens are also predicted to increase with 2010 shipments reaching 111,207,000 units (a year-on-year increase of 2.4%) and 2011 shipments totaling 113,925,000 units (a year-on-year increase of 2.4%).

### **2) Interchangeable Lenses for SLR Cameras**

The forecast for total shipments of interchangeable lenses for SLR cameras in both 2010 and 2011 envisages that the growth in lens shipments will track the robust growth path of interchangeable lens digital SLR cameras with 2010 shipments reaching 17,972,000 units (a year-on-year increase of 8.2%) and 2011 shipments totaling 19,151,000 units (a year-on-year increase of 6.6%).

In view of the unavoidable effects of the rapid economic slowdown on the shipment forecast, as described above, we will continuously assess the forecast based on updated results and announce a revised forecast on the basis of the results for the first quarter of 2009.

Contact Information  
Camera & Imaging Products Association  
URL: <http://www.cipa.jp/>  
E-mail Address: [infostat@cipa.jp](mailto:infostat@cipa.jp)

## 2009-2011 Outlook on the Shipment Forecast by Product-Type Concerning Cameras and Related Goods

**Total Shipments**

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	9,687	129.7%	10,349	106.8%	11,242	108.6%	12,029	107.0%
Cameras with Built-in Lens	110,070	118.5%	108,622	98.7%	111,207	102.4%	113,925	102.4%
Digital Cameras (Total)	119,757	119.3%	118,971	99.3%	122,449	102.9%	125,954	102.9%
Interchangeable Lenses for SLR Cameras	15,655	125.1%	16,610	106.1%	17,972	108.2%	19,151	106.6%

**Shipments for Japan**

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,251	117.4%	1,297	103.6%	1,377	106.2%	1,438	104.4%
Cameras with Built-in Lens	9,860	99.4%	9,536	96.7%	9,459	99.2%	9,385	99.2%
Digital Cameras (Total)	11,111	101.1%	10,833	97.5%	10,836	100.0%	10,823	99.9%
Interchangeable Lenses for SLR Cameras	1,902	114.2%	1,971	103.6%	2,089	106.0%	2,167	103.8%

**Shipments for Europe**

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	3,594	130.6%	3,829	106.5%	4,126	107.8%	4,358	105.6%
Cameras with Built-in Lens	34,296	115.3%	33,848	98.7%	34,010	100.5%	34,454	101.3%
Digital Cameras (Total)	37,890	116.6%	37,677	99.4%	38,136	101.2%	38,812	101.8%
Interchangeable Lenses for SLR Cameras	5,225	121.3%	5,604	107.3%	6,034	107.7%	6,340	105.1%

**Shipments for North America**

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	2,868	122.6%	2,907	101.4%	3,067	105.5%	3,215	104.8%
Cameras with Built-in Lens	36,020	118.5%	33,359	92.6%	33,603	100.7%	34,022	101.2%
Digital Cameras (Total)	38,888	118.8%	36,266	93.3%	36,670	101.1%	37,237	101.5%
Interchangeable Lenses for SLR Cameras	5,225	122.9%	5,250	100.5%	5,511	105.0%	5,825	105.7%

**Shipments for Asia**

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	1,746	147.6%	2,028	116.1%	2,317	114.2%	2,594	112.0%
Cameras with Built-in Lens	18,118	118.4%	18,698	103.2%	19,792	105.9%	20,807	105.1%
Digital Cameras (Total)	19,864	120.5%	20,726	104.3%	22,109	106.7%	23,401	105.8%
Interchangeable Lenses for SLR Cameras	2,904	143.1%	3,315	114.2%	3,796	114.5%	4,212	110.9%

**Shipments for Other Areas**

Unit in Thousand Pieces

Item	Performance in the Year 2008		Forecast for the Year 2009 - 2011					
	Quantity	Year-on-Year Growth	The Year 2009		The Year 2010		The Year 2011	
			Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth	Quantity	Year-on-Year Growth
SLR with Interchangeable Lens	229	178.7%	289	126.1%	355	122.9%	423	119.2%
Cameras with Built-in Lens	11,776	156.2%	13,181	111.9%	14,342	108.8%	15,257	106.4%
Digital Cameras (Total)	12,005	156.5%	13,470	112.2%	14,697	109.1%	15,680	106.7%
Interchangeable Lenses for SLR Cameras	399	153.4%	469	117.6%	542	115.5%	607	112.0%

Note: Figures may not add up due to rounding.