

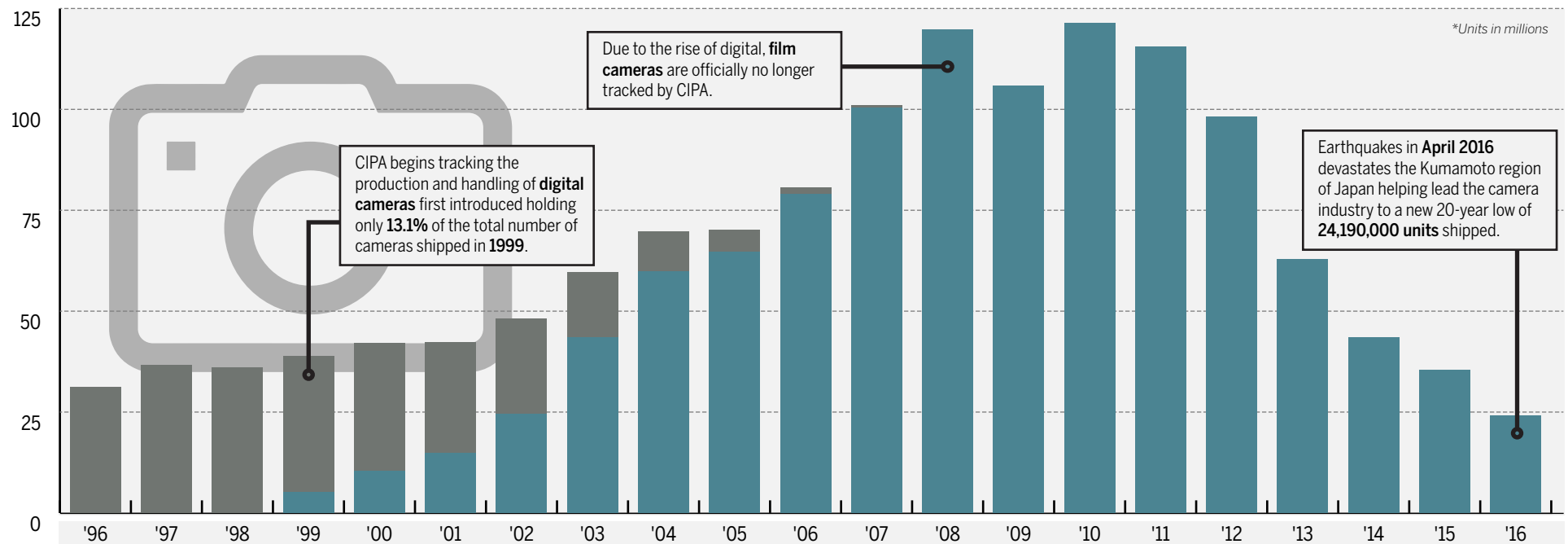
Camera Industry Loses Ground in New Digital Age

With the introduction of smartphones into society, the average consumer no longer feels the need to buy dedicated cameras for casual photography. The camera industry has seen a steady decline in sales since 2011 and the arrival of portrait mode and dual lenses in recent smartphones is a cause for concern for camera manufacturers such as Canon, Sony, and Nikon. In early February of 2017, Nikon reported extraordinary losses after 2016 became the worst year yet for camera sales in the last twenty years. Camera sales saw a drop of 31.7% between 2015 and 2016 and a drop of 80.1% since sales peaked in 2010.

TOTAL SHIPMENT OF CAMERAS WORLDWIDE OVER THE LAST 20 YEARS

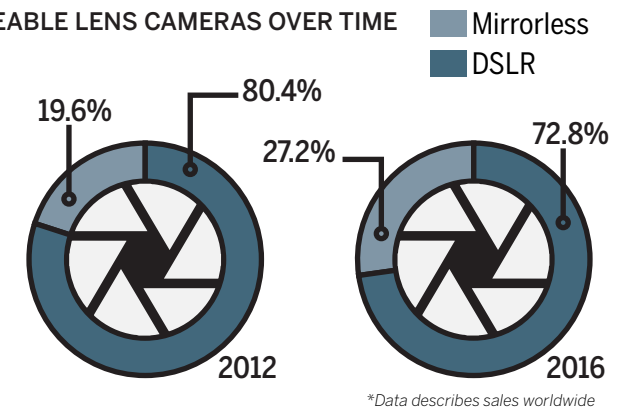
■ Film Cameras ■ Digital Still Cameras

*Digital Still Cameras include DSLR, Mirrorless, and Point & Shoot Cameras



SHARE OF INTERCHANGEABLE LENS CAMERAS OVER TIME

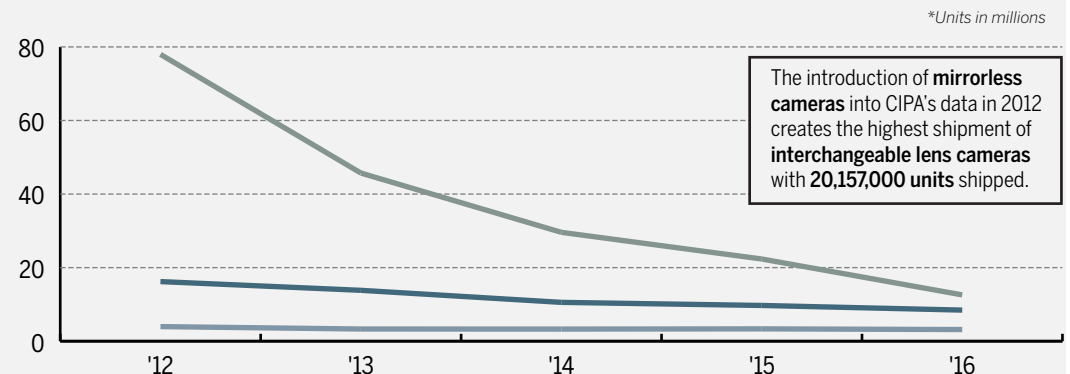
Modern mirrorless cameras from companies like Sony and Fujifilm caused a slight shift away from DSLRs and industry leaders Nikon and Canon. In April 2017, Sony overtook Nikon's position as number two in full-frame camera sales edging up behind Canon.



SHIPMENT OF DIGITAL CAMERAS WORLDWIDE BY TYPE

While point & shoot cameras have topped in sales, they were hit hardest with a drop of 83.9% between 2012 and 2016. DSLRs came in second with a fall of 47.8% while mirrorless remained slightly steadier with a decrease of 20.2%. Overall, digital cameras saw a decline of 75.4% in the five-year period.

— Mirrorless
— DSLR
— Point & Shoot



SOURCE Camera & Imaging Product Association (CIPA) Andrew Williams | J464