

PRESS RELEASE

February 27, 2025
Camera & Imaging Products Association (CIPA)

2025 Outlook on the Shipment by Product-Type Concerning Cameras and Related Goods

The Camera & Imaging Products Association (CIPA: President Hiroyuki Ikegami) has announced the outlook on the shipment by product-type concerning cameras and related goods for the 2025 term.

1. Track Record of Digital Camera Shipments in 2024

In 2024 (January to December cumulative), the total shipments of digital cameras reached 8,490,227 units (110.0% year-on-year). Total shipments of interchangeable-lens digital cameras, a core product, were particularly strong at 6,609,813 units (110.2% year-on-year), with mirrorless cameras showing significant growth at 5,612,205 units (116.1% year-on-year). This led to mirrorless cameras accounting for 85% of all interchangeable-lens digital cameras, driving growth in the overall market.

This growth can be attributed to the growing demand for high-quality content in social media, the growing interest in photo and video expression among young people and creators, and the improvement of assisted photography technology with subject recognition AI technology.

● Digital cameras: Shipments in 2024 (By type)

Unit: Quantity (units)

		2023	2024	YoY
Digital Cameras (Total)		7,720,505	8,490,227	110.0%
By type	Built-in lens cameras	1,721,592	1,880,414	109.2%
	Interchangeable-lens cameras	5,998,913	6,609,813	110.2%
	Mirrorless cameras	4,832,813	5,612,205	116.1%
	SLR (Single Lens Reflex) cameras	1,166,100	997,608	85.6%

By region, the Chinese market recorded remarkable growth of 124.5% over the previous year. The Japanese market also remained strong at 111.0%, with all regions achieving positive year-on-year growth.

● Digital cameras: Shipments in 2024 (By region)

Unit: Quantity (units)

		2023	2024	YoY
Total shipments		7,720,505	8,490,227	110.0%
By region	Shipments to Japan	911,658	1,012,037	111.0%
	Shipments to China	1,564,709	1,948,133	124.5%
	Shipments to Asia (Except for Japan and China)	1,083,416	1,148,038	106.0%
	Shipment to Europe	1,932,817	1,992,767	103.1%
	Shipments to Americas	1,941,959	2,083,032	107.3%
	Shipments to other regions	285,946	306,220	107.1%

2. Shipments of interchangeable lenses in 2024

Total shipments of interchangeable lenses in 2024 (January to December cumulative) reached 10,312,728 units (107.0% year-on-year). In particular, lenses for mirrorless cameras of a format smaller than 35 mm showed 108.1% growth over the previous year, reaching a total of 5,413,320 units shipped. A product lineup that meets diverse photographic applications has increased user demand.

● Interchangeable lenses: Shipments in 2024 (By type)

Unit: Quantity (units)

		2023	2024	YoY
Interchangeable Lenses Total		9,638,752	10,312,728	107.0%
By types	Lenses for 35 mm and larger format cameras	4,629,717	4,899,408	105.8%
	Lenses for smaller than 35 mm format cameras	5,009,035	5,413,320	108.1%

3. 2025 Outlook on the Shipment by Product-Type Concerning Cameras and Related Goods

Total shipments of digital cameras in 2025 (January to December cumulative) are expected to be 8.58 million units (101.1% year-on-year). The breakdown is as follows: built-in lens digital cameras are forecast to reach 1.92 million units (101.9% year-on-year), and interchangeable-lens digital cameras are forecast to reach 6.66 million units (100.8% year-on-year). Total shipments of interchangeable lenses are expected to reach 10.56 million units (102.4% year-on-year), with qualitative growth in the market based on strong growth in 2024.

● Digital Cameras, Interchangeable Lenses: 2025 Shipment Forecast

Unit: Quantity (10,000 units) [10,000 lens]

Item	Total shipments								
				Shipments to Japan			Shipments to countries other than Japan		
	Actual results for 2024 (Unit: 10,000 units)	Forecast for 2025 (Unit: 10,000 units)	Year-on-year change	Actual results for 2024 (Unit: 10,000 units)	Forecast for 2025 (Unit: 10,000 units)	Year-on-year change	Actual results for 2024 (Unit: 10,000 units)	Forecast for 2025 (Unit: 10,000 units)	Year-on-year change
Digital Cameras (Total)	849	858	101.0%	101	101	100.3%	748	757	101.1%
Built-in lens cameras	188	192	101.9%	44	45	101.9%	144	147	101.9%
Interchangeable-lens cameras	661	666	100.8%	57	56	99.0%	604	610	101.0%
Lenses for interchangeable-lens cameras	1,031	1,056	102.4%	114	112	98.1%	917	944	102.9%

Note: figures may not add up due to rounding.

[Contact information for this press release]

For inquiries, please use the "Inquiry Form" on the Camera & Imaging Products Association (CIPA) Official Website (<http://www.cipa.jp/>).

Contact Form: <https://www.cipa.jp/j/info/inquiry.html>