



The latest digital camera global market share (2021)

By [NR] ADMIN | Published: NOVEMBER 22, 2022



Digital camera

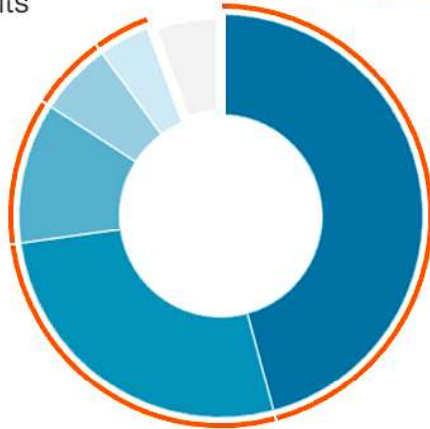
Number of shipments

8.49 million units

-4.1 %

Market share of top 5 companies

94.4 %



Japanese company

●	—	canon(Japan)	45.8 %	-2.1
●	—	Sony(Japan)	27.0 %	+4.9
●	—	Nikon(Japan)	11.3 %	-2.4
●	—	fujifilm(Japan)	5.9 %	+0.3
●	—	panasonic(Japan)	4.4 %	0.0

source: techno system research

The *Japanese Techno System Research* published their latest digital [camera](#) global market share (the orange circle shows the Japanese companies at 94.4% based on 8.49 million units shipped):

1. Canon: 45.8% (-2.1%)
2. Sony: 27% (+4.9%)
3. [Nikon](#): 11.3% (-2.4%)
4. Fujifilm: 5.9% (+0.3%)
5. Panasonic: 4.4% (unchanged)

My understanding is that this global market share is always based on data from the previous/complete year – in this case, 2021. For the case of Nikon, that means that basically no Z9 sales were taken in consideration in the above numbers. It will be interesting to see the market share for 2022 (the Z9 is still out of stock).

Market share data from previous years can be found here: [2020](#) | [2019](#) | [2018](#)

Via [Nikkei](#)

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