|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 単位：万台 | | | | | | | | | | | | | | | | | | |
|  | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| 出荷台数 | 5 | 15 | 24 | 39 | 84 | 171 | 338 | 520 | 720 | 713 | 593 | 554 | 430 | 294 | 251 | 186 | 107 | 95 |

[データの出典]矢野経済研究所『日本マーケットシェア事典』各年版

**DVD**ビデオの企業別出荷台数の歴史的推移**1996-2013**［単位：万台］

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| パナソニック | 6 | 10 | 19 | 37 | 68 | 200 | 150 | 150 | 130 | 140 | 130 | 110 | 90 | 80 | 46 | 41 |
| シャープ |  |  |  |  |  | 30 | 75 | 90 | 70 | 100 | 110 | 90 | 80 | 62 | 36 | 32 |
| ソニー | 5 | 8 | 15 | 36 | 61 | 45 | 120 | 140 | 125 | 130 | 50 | 40 | 40 | 21 | 12 | 10 |
| 東芝 |  |  |  |  | 40 | 90 | 110 | 100 | 80 | 30 | 60 | 35 | 27 | 12 | 7 | 6 |
| パイオニア | 11 | 16 | 31 | 49 | 85 | 100 | 100 | 95 | 80 | 50 | 30 |  |  |  |  |  |
| その他 | 2 | 5 | 19 | 49 | 85 | 55 | 169 | 138 | 108 | 104 | 80 | 19 | 14 | 11 | 6 | 6 |
| 合計 | 24 | 39 | 84 | 171 | 338 | 520 | 724 | 713 | 593 | 554 | 460 | 294 | 251 | 186 | 107 | 95 |

　　　[データの出典]矢野経済研究所『日本マーケットシェア事典』各年版

**DVD**ビデオの企業別市場シェアの歴史的推移**1996-2013**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| パナソニック | 25% | 26% | 23% | 22% | 20% | 38% | 21% | 21% | 22% | 25% | 28% | 37% | 36% | 43% | 43% | 43% |
| シャープ |  |  |  |  |  | 6% | 10% | 13% | 12% | 18% | 24% | 31% | 32% | 33% | 34% | 34% |
| ソニー | 21% | 21% | 18% | 21% | 18% | 9% | 17% | 20% | 21% | 23% | 11% | 14% | 16% | 11% | 11% | 11% |
| 東芝 |  |  |  |  | 12% | 17% | 15% | 14% | 13% | 5% | 13% | 12% | 11% | 7% | 7% | 6% |
| その他 | 54% | 54% | 60% | 57% | 50% | 30% | 37% | 33% | 32% | 28% | 24% | 7% | 5% | 6% | 5% | 6% |

　　　　[データの出典]矢野経済研究所『日本マーケットシェア事典』各年版