

Global AI Tracking Smartphone Gimbal Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Tracking Smartphone Gimbal market size is expected to reach \$ 438 million by 2032, rising at a market growth of 14.8% CAGR during the forecast period (2026-2032).

AI tracking smartphone gimbal is a handheld stabilization device designed for smartphones that combines motorized multi-axis stabilization with intelligent subject recognition and automatic tracking capabilities. It uses embedded sensors and vision-based algorithms to identify and follow a person or object in real time, maintaining the subject within the frame while compensating for unwanted motion. The device enables smooth and continuous video capture without manual camera adjustments, allowing users to produce dynamic and professional-looking footage in scenarios such as vlogging, live streaming, and personal content creation. The unit price of AI Tracking Smartphone Gimbals ranges from tens to hundreds of dollars, with industry gross margins between 20% and 40%.

The upstream supply chain centers on precision electronic and sensing components, including brushless motors, motion sensors, camera modules or vision sensors, control chips, batteries, and structural materials, along with embedded software development for tracking algorithms and image processing. Midstream manufacturers integrate these components with firmware, industrial design, and mobile application ecosystems to deliver finished products, often supported by contract manufacturing and electronics assembly networks concentrated in established supply hubs. The downstream covers distribution through online platforms, consumer electronics retailers, and brand-direct channels, targeting individual content creators, social media users, and semi-professional videographers, with demand closely linked to the growth of mobile video platforms and the increasing need for automated shooting solutions.

The AI tracking smartphone gimbal market is evolving from a hardware stabilization niche into a feature-driven smart imaging accessory segment shaped by the rapid expansion of mobile content creation. Demand is increasingly tied to short video, live streaming, and solo production scenarios where automated subject tracking enhances usability and reduces reliance on additional personnel. The competitive landscape is characterized by strong concentration among a few leading manufacturers with integrated hardware and algorithm capabilities, while differentiation is shifting toward tracking accuracy, ease of use, and ecosystem integration with mobile applications. Although improvements in smartphone native stabilization continue to exert pressure on entry-level demand, AI tracking functions create a clear value upgrade that supports product premiumization and sustains market relevance, leading to steady but not explosive growth.

This report studies the global AI Tracking Smartphone Gimbal production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI Tracking Smartphone Gimbal and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AI Tracking Smartphone Gimbal that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Tracking Smartphone Gimbal total production and demand, 2021-2032, (K Units)

Global AI Tracking Smartphone Gimbal total production value, 2021-2032, (USD Million)

Global AI Tracking Smartphone Gimbal production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global AI Tracking Smartphone Gimbal consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: AI Tracking Smartphone Gimbal domestic production, consumption, key domestic manufacturers and share

Global AI Tracking Smartphone Gimbal production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global AI Tracking Smartphone Gimbal production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global AI Tracking Smartphone Gimbal production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global AI Tracking Smartphone Gimbal market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include DJI, Hohem, ZHIYUN, FeiyuTech, Insta360, Lenovo, Aochuan, FUNSNAP, Gudsen MOZA, Digitek, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World AI Tracking Smartphone Gimbal market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AI Tracking Smartphone Gimbal Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Tracking Smartphone Gimbal Market, Segmentation by Type:

Handheld

Fixed

Global AI Tracking Smartphone Gimbal Market, Segmentation by User Segment:

Professional Grade

Consumer Grade

Global AI Tracking Smartphone Gimbal Market, Segmentation by Stabilization Structure:

3-Axis

2-Axis

Others

Global AI Tracking Smartphone Gimbal Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

DJI

Hohem

ZHIYUN

FeiyuTech

Insta360

Lenovo

Aochuan

FUNSNAP

Gudsen MOZA

Digitek

Key Questions Answered:

1. How big is the global AI Tracking Smartphone Gimbal market?
2. What is the demand of the global AI Tracking Smartphone Gimbal market?
3. What is the year over year growth of the global AI Tracking Smartphone Gimbal market?
4. What is the production and production value of the global AI Tracking Smartphone Gimbal market?
5. Who are the key producers in the global AI Tracking Smartphone Gimbal market?
6. What are the growth factors driving the market demand?

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