

Global OIS Controller IC Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global OIS Controller IC market size is expected to reach \$ 965 million by 2032, rising at a market growth of 13.3% CAGR during the forecast period (2026-2032).

An OIS controller IC is the core control and drive chip used in mobile imaging modules. Its main function is to receive signals such as gyroscope data, Hall or position feedback during handheld shake or device motion, calculate compensation in real time, and drive miniature actuators such as VCM, piezo, or SMA devices to move the lens or related optical components, thereby reducing blur and improving stability in low-light photography, telephoto shooting, and video recording. Based on official product pages, these chips have evolved from simple drivers into system-level devices integrating a CPU or DSP, flash or EEPROM, ADCs, communication interfaces, Hall signal processing, PID control, and H-bridge drivers. The category includes combination controllers that support both OIS and open-loop AF, as well as single-chip eOIS solutions integrating Si Hall sensing and H-bridge circuitry. Their main customers are smartphone brands, camera module makers, and imaging solution providers. Common delivery forms are ultra-small packages such as WLCSP, typically supported by datasheets, evaluation boards, application notes, and reference designs. As higher-resolution cameras, multi-camera systems, folded telephoto modules, AI imaging, and lighter terminal devices continue to evolve, competition in OIS controller ICs is shifting from simply enabling stabilization to delivering higher precision, faster response, and stronger system-level coordination within smaller size and lower power envelopes.

The industry value of OIS controller ICs is moving beyond the role of a standalone driver and becoming that of a core control node inside mobile imaging modules. Based on official materials from Renesas, onsemi, Awinic, Halo Microelectronics, and MEMSIC, these chips are no longer simple analog devices that merely output drive

current. They are increasingly integrating CPUs or DSPs, memory, ADCs, communication interfaces, Hall signal processing, PID control, and H-bridge drivers, thereby forming system-level devices with sensing, computing, and closed-loop execution capabilities. For smartphone brands and camera module makers, this means that an OIS controller IC is not just a stabilization component, but a key element that determines response speed, control accuracy, power consumption, and system tuning efficiency. As multi-camera systems, telephoto modules, night photography, and video recording continue to advance, the importance of OIS controller ICs is likely to keep increasing.

From a product roadmap perspective, the industry currently shows at least two clear directions. The first is the OIS-and-AF combination route, where OIS and open-loop AF or related focus control are implemented in the same chip, reducing external components and module complexity while improving space efficiency and customer integration efficiency. The second is the single-chip eOIS route, which integrates Hall sensing, drive functions, and control algorithms into a smaller package to fit thinner, smaller, and lower-power module designs. Official information from Southchip, MEMSIC, and Halo shows that closed-loop control, Hall feedback, PID tuning, and high-precision drive capability have become major competitive priorities. Looking ahead, as folded telephoto modules, AI glasses, drones, VR devices, and other new terminals expand, OIS controller ICs may gradually evolve from smartphone imaging chips into key control platforms for a broader range of mobile vision terminals.

From a competitive standpoint, this remains a category with a very strong East Asian supply-chain profile. Japanese vendors retain deep experience in high-end OIS and AF control LSIs, Korean vendors remain closely tied to local smartphone and camera ecosystems, and mainland Chinese vendors have accelerated significantly in recent years, moving from follower-style participation toward competition in closed-loop, high-precision, and system-level solutions. Overall, I am optimistic about the sector's outlook. As long as mobile terminals continue upgrading around imaging performance, and as long as consumers continue to value night photography, telephoto clarity, and video stability, the per-device value and technical barriers of OIS controller ICs are unlikely to decline. Instead, they may be amplified further as the value of each camera module rises. The core of future competition is no longer simply whether a device has OIS, but who can make OIS more stable, smaller, more power-efficient, and easier to integrate.

This report studies the global OIS Controller IC production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for OIS Controller IC 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 OIS Controller IC that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global OIS Controller IC total production and demand, 2021-2032, (K Units)

Global OIS Controller IC total production value, 2021-2032, (USD Million)

Global OIS Controller IC production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global OIS Controller IC consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: OIS Controller IC domestic production, consumption, key domestic manufacturers and share

Global OIS Controller IC production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global OIS Controller IC production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global OIS Controller IC production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global OIS Controller IC 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 Dongwoon Anatech Co., Ltd., ROHM Co., Ltd., onsemi, Renesas Electronics Corporation, Shanghai Awinic Technology Co., Ltd., Halo Microelectronics Group Co., Ltd., MEMSIC Semiconductor Co., Ltd., Southchip Semiconductor Technology Co., Ltd., 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 OIS Controller IC 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 OIS Controller IC Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global OIS Controller IC Market, Segmentation by Type:

On-Chip 32-bit DSP

On-Chip 32-bit MCU

Global OIS Controller IC Market, Segmentation by Control Method:

Closed-Loop Control Type

Open-Loop Compatible Type

Global OIS Controller IC Market, Segmentation by Compensation Axis Count:

One-Axis

Two-Axis

Three-Axis

Global OIS Controller IC Market, Segmentation by Application:

Mobile OIS Camera

Zoom Camera

Companies Profiled:

Dongwoon Anatech Co., Ltd.

ROHM Co., Ltd.

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Renesas Electronics Corporation

Shanghai Awinic Technology Co., Ltd.

Halo Microelectronics Group Co., Ltd.

MEMSIC Semiconductor Co., Ltd.

Southchip Semiconductor Technology Co., Ltd.

Key Questions Answered:

1. How big is the global OIS Controller IC market?
2. What is the demand of the global OIS Controller IC market?
3. What is the year over year growth of the global OIS Controller IC market?

4. What is the production and production value of the global OIS Controller IC market?
5. Who are the key producers in the global OIS Controller IC market?
6. What are the growth factors driving the market demand?

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