

Global OIS Motor Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global OIS Motor market size is expected to reach \$ 2974 million by 2032, rising at a market growth of 2.9% CAGR during the forecast period (2026-2032).

The OIS motor is a core micro actuator in smartphone imaging systems. It mainly compensates for hand shake and device motion by driving the lens, image sensor, or the entire camera module to move or tilt rapidly within a micron-level range, thereby improving night-shot clarity, telephoto capture success rate, video stability, and the real-world usability of high-pixel large-sensor camera solutions. Based on the verified official product pages, the mainstream technology routes in this industry currently include electromagnetic VCM lens-shift solutions, ball-guide high-load actuator solutions, shape memory alloy solutions, sensor-shift solutions, module-tilt solutions, and folded-zoom actuation solutions for periscope-style folded optics. Product formats include both standalone OIS actuators or integrated AF plus OIS actuators, as well as main-camera modules, telephoto modules, and periscope modules with integrated actuators. The main customers are smartphone brands and camera module manufacturers, and value creation depends on high-precision structural design, closed-loop control, miniaturized assembly, reliability validation, and mass-production consistency. Commercially, revenue is usually generated through sales of standalone actuators, integrated AF plus OIS components, camera modules with integrated actuators, and joint-development or customized mass-production introduction services. As smartphones continue moving toward higher pixel counts, larger sensors, multi-camera coordination, periscope telephoto upgrades, and flagship video performance, OIS motors have evolved from a differentiating component for premium main cameras into an important foundational platform for mid-to-high-end smartphone imaging, and they are continuing to advance toward larger compensation angles, higher load capacity, thinner modules, and stronger system-level coordinated control.

The OIS motor industry is evolving from a single supporting component for main cameras into a foundational execution platform for smartphone imaging systems. Official product pages show that leading suppliers are no longer offering only simple stabilization parts. Instead, they are advancing simultaneously across multiple routes, including lens shift, sensor shift, module tilt, ball-guide high-load drive, folded-optics actuation, and integrated AF plus OIS solutions. MinebeaMitsumi highlights its low-profile barrel-shift AF plus OIS actuator, Samsung Electro-Mechanics emphasizes the ability of its ball-guide structure to support precise AF and OIS coordination for heavy lenses, Cambridge Mechatronics extends SMA technology into Lens Shift, Sensor Shift, and Module Tilt, and Nidec Instruments demonstrates its TiltAC route that compensates by tilting the entire camera module. This shows that industry competition has moved beyond the performance of a single motor and into comprehensive competition across structural architecture, material systems, control algorithms, and module assembly capability. The core driver behind this shift is that smartphone imaging continues moving toward higher pixels, larger sensors, multi-camera coordination, and flagship video upgrades. Traditional actuators designed for small compensation angles, low loads, and single main-camera scenarios can no longer meet the requirements of next-generation modules. Suppliers that can achieve larger compensation angles, stronger load capacity, more stable closed-loop control, and better mass-production consistency within thinner spaces are more likely to secure positions in flagship and periscope telephoto supply chains.

From the perspective of supply and demand, growth in this industry is increasingly driven by structural upgrading rather than by simple shipment expansion. On the demand side, IDC still projects global smartphone market growth for 2025 and explicitly notes that innovative products and AI-related upgrades are stimulating replacement demand, which means the demand foundation for OIS remains intact. The industry no longer needs double-digit smartphone shipment growth to achieve value expansion. On the supply side, official websites and annual-report materials from Samsung Electro-Mechanics, NAMUGA, Q Technology, AAC Optics, and Sunny Optical show 200-megapixel main camera modules, 50-megapixel OIS modules, and periscope modules with integrated actuators. This indicates that customer purchasing priorities are shifting from simply asking whether a module has OIS to whether it can maintain reliability and image stability under higher resolution, heavier lens stacks, longer optical paths, and more complex focal-length configurations. At the same time, LG Innotek places coordinated control of AF, OIS, and Zoom actuators at the center of optical zoom modules, NAMUGA emphasizes AF-on-OIS architecture, and Cambridge Mechatronics is pushing larger compensation angles and longer stroke as differentiators. For

suppliers, single-point component capability is no longer enough. System integration, automated assembly, closed-loop control, reliability validation, and coordinated delivery with algorithms are becoming the new dividing lines of competition. Once such capabilities enter scaled mass production, they often support both higher ASP per device and stronger customer stickiness. As a result, the future growth logic of OIS suppliers increasingly resembles value upgrading in premium imaging components rather than price competition in standardized parts.

From a regional perspective, the OIS motor industry still shows a clear East Asian concentration. Japanese companies retain advantages in precision actuator design and long-term mass-production experience, Korean companies are advancing quickly in high-end smartphone customers and folded-zoom structures, and mainland Chinese and Hong Kong-listed module makers are strengthening their presence in main-camera, telephoto, and integrated-module segments through vertical integration and fast product introduction. On the demand side, the market is becoming more global. China's smartphone subsidies and trade-in policies are supporting mid-to-high-end imaging models, IDC has also confirmed policy-driven stabilization in the China market, and India and the Middle East continued to show growth or strong resilience in 2025. This means OIS demand is no longer tied to a single geography. Looking ahead, the most certain increment in this industry is not low-end penetration, but the continued upgrading of stabilization requirements in mid-to-high-end imaging smartphones. Night photography, video creation, periscope telephoto, and AI imaging are all amplifying the importance of stable image capture. Therefore, suppliers with strong capabilities in precision actuator design, advanced packaging and assembly, global customer collaboration, and cross-focal-length product coverage are more likely to expand share in the next imaging upgrade cycle and convert rising value per handset into steadier revenue growth. As terminal market structures continue diverging across China, India, and the Middle East, suppliers that can serve both flagship validation and scaled mid-to-high-end delivery will be better positioned to reuse products across customers and regions, improve operational resilience, and benefit as global smartphone brands rebalance their supply chains. This capability will become a key factor in the next stage of competition.

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

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

Highlights and key features of the study

Global OIS Motor total production and demand, 2021-2032, (Million Units)

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

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

Global OIS Motor consumption by region & country, CAGR, 2021-2032 & (Million Units)

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

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

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

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

This report profiles key players in the global OIS Motor 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 MinebeaMitsumi Inc., Nidec Instruments Corporation, Cambridge Mechatronics Ltd., NAMUGA Co., Ltd., Samsung Electro-Mechanics(SEMCO), Jahwa Electronics, LG Innotek Co., Ltd., OFILM Group Co., Ltd., AAC Optics (Changzhou) Co., Ltd., Q Technology (Group) Company Limited, 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 Motor market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Million 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 Motor Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global OIS Motor Market, Segmentation by Type:

Translational Type

Moving Shaft Type

Memory Metal Type

Other

Global OIS Motor Market, Segmentation by Functional Integration Level:

Lens Shift

Sensor Shift

Module Tilt

Folded Optics Actuation

Other

Global OIS Motor Market, Segmentation by Application:

Intelligent Mobile Phone

Tablet PC

Wearable Devices

USV(Unmanned Aerial Vehicle)

Companies Profiled:

MinebeaMitsumi Inc.

Nidec Instruments Corporation

Cambridge Mechatronics Ltd.

NAMUGA Co., Ltd.

Samsung Electro-Mechanics(SEMCO)

Jahwa Electronics

LG Innotek Co., Ltd.

OFILM Group Co., Ltd.

AAC Optics (Changzhou) Co., Ltd.

Q Technology (Group) Company Limited

Sunny Optical Technology (Group) Company Limited

Shanghai B.L Electronics Co., Ltd.

Key Questions Answered:

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

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