

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market size was valued at US\$ 2657 million in 2025 and is forecast to a readjusted size of US\$ 4052 million by 2032 with a CAGR of 6.4% during review period.

In 2025, global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras sales reached approximately 847.62 M Units with an average global market price of around 3.05 USD per Unit.

An Optical Image Stabilization (OIS) actuator for smartphone cameras is a precision electromechanical device integrated within the camera module that physically shifts the lens or image sensor to counteract involuntary motion and hand shake. By doing so, it dramatically improves image sharpness and reduces motion blur in both photography and videography. OIS actuators have become a key differentiator in modern mobile imaging, especially in premium smartphones that demand high resolution, low-light performance, and multi-lens configurations. Their design prioritizes miniaturization, fast response times, and low power consumption, making them essential components in contemporary smartphone camera systems.

The Optical Image Stabilization (OIS) actuator is positioned as a high-value component within the smartphone camera supply chain, typically commanding gross margins higher than standard passive components due to its precision engineering and integration complexity. Margins for finished OIS actuators generally range between 15% and 35%, with advanced MEMS designs or multi-axis stabilization solutions yielding greater added value. The industry value chain can be segmented into upstream component

suppliers of MEMS, micro-motors, precision magnets and materials; midstream actuator assembly and module integration; and downstream smartphone OEMs and camera module manufacturers that embed these actuators into final products. Upstream parts producers influence product baseline performance, while the midstream assembly and calibration stage captures the majority of product margin through engineering know-how and process optimization. Downstream OEM demands for imaging performance and differentiation shape specification requirements and volumes. Collaborative supply chain dynamics and penetration into high-end mobile imaging markets are key drivers of sustained profitability across this ecosystem.

Market Development Opportunities & Main Driving Factors

The smartphone camera ecosystem continues to see rising consumer expectations for image quality and video stability, especially in low-light, motion, and telephoto use cases that emphasize the benefits of optical image stabilization (OIS). Higher resolution sensors and larger image capture areas amplify motion blur effects, making mechanical stabilization essential in premium and even upper-mid-tier devices. The proliferation of multi-camera systems further expands the requirement for OIS across multiple lenses. Broader consumer emphasis on social media and video content quality has encouraged smartphone OEMs to incorporate OIS features more widely, expanding the addressable market. Concurrently, convergence with 5G, AI-powered imaging algorithms, and enhanced camera architectures provides ongoing impetus for actuator innovation and adoption.

Market Challenges, Risks, & Restraints

Despite positive long-term trends, the OIS actuator market faces pressures from intense competition and rapid technological evolution. In cost-sensitive segments, electronic stabilization (EIS) or hybrid stabilization solutions are often preferred, limiting pure OIS adoption in entry-level devices. The drive toward smaller, faster, and more sophisticated actuators in multi-lens configurations introduces engineering and manufacturing challenges, including stringent size constraints and performance trade-offs. Supply chain disruptions and raw material cost volatility may also impact component availability and production costs, compressing margins and intensifying competition, especially for smaller suppliers.

Downstream Demand Trends

Downstream demand for OIS actuators in smartphones is evolving with a clear

bifurcation across product tiers. Flagship and high-end models increasingly require advanced stabilizers with multi-axis compensation and low-power operation to support high-resolution imaging and video recording. At the same time, mid-tier devices are adopting OIS at an accelerating pace, driven by consumer expectations for better photography experiences. Beyond smartphones, emerging applications such as AR/VR devices, drones, and automotive vision systems are also creating new demand vectors for compact, high-performance OIS actuators, broadening their end-market footprint.

This report is a detailed and comprehensive analysis for global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market size and forecasts, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Million Units), and average selling prices (US\$/Unit), 2021-2032

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market shares of main players, shipments in revenue (\$ Million), sales quantity (Million Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Optical Image Stabilization (OIS) Actuator for Smartphone Cameras

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MinebeaMitsumi, Alps Alpine, Jahwa Electronics, Samsung Electro-Mechanics, TDK, ZET, New Shicoh Motor, MCNEX, LG Innotek, Haesung Optics, etc.

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

Market Segmentation

Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Suspended Wire Type

Ball Type

Shape-Memory Alloy (SMA) Type

Others

Market segment by Compensation Target

Lens?Shift OIS

Sensor?Shift OIS

Hybrid OIS

Market segment by Degrees of Freedom

2?Axis OIS

3?Axis OIS

5?Axis OIS

Market segment by Application

Low-end Smartphones

Mid-range Smartphones

High-end Smartphones

Major players covered

MinebeaMitsumi

Alps Alpine

Jahwa Electronics

Samsung Electro-Mechanics

TDK

ZET

New Shicoh Motor

MCNEX

LG Innotek

Haesung Optics

JAEOYOUNG SOLUTEC

ACTRO

Shanghai B.L Electronics

IM

JIANGXIN MICRO MOTOR

ROE

Hozel

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Optical Image Stabilization (OIS) Actuator for Smartphone Cameras product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Optical Image Stabilization (OIS) Actuator for Smartphone Cameras, with price, sales quantity, revenue, and global market share of Optical Image Stabilization (OIS) Actuator for Smartphone Cameras from 2021 to 2026.

Chapter 3, the Optical Image Stabilization (OIS) Actuator for Smartphone Cameras competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Optical Image Stabilization (OIS) Actuator for Smartphone Cameras breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Optical Image Stabilization (OIS) Actuator for Smartphone Cameras.

Chapter 14 and 15, to describe Optical Image Stabilization (OIS) Actuator for Smartphone Cameras sales channel, distributors, customers, research findings and conclusion.

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