

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G5CDAF427A24EN.html>

Date: July 2026

Pages: 145

Price: US\$ 4,480.00 (Single User License)

ID: G5CDAF427A24EN

Abstracts

The global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market size is expected to reach \$ 4052 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

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 studies the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Optical Image Stabilization (OIS) Actuator for Smartphone Cameras 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 Optical Image Stabilization (OIS) Actuator for Smartphone Cameras that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras total production and demand, 2021-2032, (Million Units)

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras total production value, 2021-2032, (USD Million)

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Million Units), (based on production site)

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras consumption by region & country, CAGR, 2021-2032 & (Million Units)

U.S. VS China: Optical Image Stabilization (OIS) Actuator for Smartphone Cameras domestic production, consumption, key domestic manufacturers and share

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Million Units)

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Million Units)

This report profiles key players in the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras 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, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Optical Image Stabilization (OIS) Actuator for Smartphone Cameras 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 Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market,
Segmentation by Type:

Suspended Wire Type

Ball Type

Shape-Memory Alloy (SMA) Type

Others

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market,
Segmentation by Compensation Target:

Lens?Shift OIS

Sensor?Shift OIS

Hybrid OIS

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market,
Segmentation by Degrees of Freedom:

2?Axis OIS

3?Axis OIS

5?Axis OIS

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market,
Segmentation by Application:

Low-end Smartphones

Mid-range Smartphones

High-end Smartphones

Companies Profiled:

MinebeaMitsumi

Alps Alpine

Jahwa Electronics

Samsung Electro-Mechanics

TDK

ZET

New Shicoh Motor

MCNEX

LG Innotek

Haesung Optics

JAEYOUNG SOLUTEC

ACTRO

Shanghai B.L Electronics

IM

JIANGXIN MICRO MOTOR

ROE

Hozel

Key Questions Answered:

1. How big is the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market?
2. What is the demand of the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market?
3. What is the year over year growth of the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market?
4. What is the production and production value of the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market?
5. Who are the key producers in the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market?
6. What are the growth factors driving the market demand?

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