

Optical Image Stabilizer (OIS) Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2023

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Abstracts

The Global Optical Image Stabilizer (OIS) Market was valued at USD 12.3 billion in 2023 and is projected to grow at a CAGR of 8.7% from 2024 to 2032. The rising consumer demand for high-quality photography and videography is a major factor driving market expansion. With the continuous advancement of smartphone cameras, digital cameras, and action cameras, consumers expect clear and stable images, even in challenging environments. OIS technology helps reduce blurring caused by camera shakes, significantly improving image and video quality. As users seek enhanced imaging experiences, the demand for devices featuring OIS increases.

Technological progress in camera systems is a key force propelling the OIS market. Modern imaging systems, especially in professional and industrial applications such as medical imaging, aerospace, and security, now integrate advanced OIS mechanisms to improve stabilization and overall image clarity. These industries require precision and stability, making OIS essential for achieving high-quality images in various settings. Based on application, the professional photography segment is anticipated to grow at a CAGR of 10.6% during the forecast period.

This segment relies heavily on OIS technology, particularly in DSLR and mirrorless cameras, to ensure sharp, clear images. Photographers working in dynamic environments like sports, wildlife, or low-light scenarios benefit greatly from OIS, which helps counteract hand movements and eliminates the need for tripods in many situations. In terms of product types, the market is categorized into cameras, lenses, smartphones, camcorders, and drones. The cameras segment is expected to generate USD 9 billion by 2032. OIS is crucial in cameras for improving image and video stabilization across various models, from digital point-and-shoot cameras to high-end

professional video cameras.

This technology plays a vital role in delivering clear results, especially in low-light conditions or when using slower shutter speeds. In North America, the United States accounted for over 70% of the regional market in 2023. The U.S. leads the OIS market due to strong demand for cutting-edge imaging technologies across multiple sectors, including consumer electronics, professional photography, and automotive. The growing popularity of smartphones, combined with the rise of social media, has driven demand for superior photo and video quality, encouraging manufacturers to integrate OIS technology into their products.

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