

Global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Market Growth 2026-2032

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Abstracts

The global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market size is predicted to grow from US\$ 2526 million in 2025 to US\$ 3939 million in 2032; it is expected to grow at a CAGR of 6.8% from 2026 to 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.

LP Information, Inc. (LPI) ' newest research report, the "Optical Image Stabilization (OIS) Actuator for Smartphone Cameras Industry Forecast" looks at past sales and reviews total world Optical Image Stabilization (OIS) Actuator for Smartphone Cameras sales in 2025, providing a comprehensive analysis by region and market sector of projected Optical Image Stabilization (OIS) Actuator for Smartphone Cameras sales for 2026 through 2032. With Optical Image Stabilization (OIS) Actuator for Smartphone Cameras sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Optical Image Stabilization (OIS) Actuator for Smartphone Cameras industry.

This Insight Report provides a comprehensive analysis of the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Optical Image Stabilization (OIS) Actuator for Smartphone Cameras portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Optical Image Stabilization (OIS) Actuator for Smartphone Cameras and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras.

This report presents a comprehensive overview, market shares, and growth opportunities of Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Suspended Wire Type

Ball Type

Shape-Memory Alloy (SMA) Type

Others

Segmentation by Compensation Target:

Lens?Shift OIS

Sensor?Shift OIS

Hybrid OIS

Segmentation by Degrees of Freedom:

2?Axis OIS

3?Axis OIS

5?Axis OIS

Segmentation by Application:

Low-end Smartphones

Mid-range Smartphones

High-end Smartphones

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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

Key Questions Addressed in this Report

What is the 10-year outlook for the global Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market?

What factors are driving Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Optical Image Stabilization (OIS) Actuator for Smartphone Cameras market opportunities vary by end market size?

How does Optical Image Stabilization (OIS) Actuator for Smartphone Cameras break out by Type, by Application?

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