

Global Optical Image Stabilizer (OIS) Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Optical Image Stabilizer (OIS) market size will reach US\$ 4964 million by 2031.

OIS is a mechanical technique used in cameras and mobile phones to stabilize captured photos by adjusting the optical path to the image sensor. There are two primary approaches to OIS in compact camera modules: lens shift and module tilt. The first method involves adjusting the position of the lens, while the second entails changing the location of the module itself. Both approaches help reduce the effects of camera shake and other forms of motion blur, resulting in sharper and more stable images.

This report studies the Optical Image Stabilizer (OIS) system. The OIS module components include OIS actuator, gyroscope, hall sensor or photorelector, and OIS controller, etc.

According to Canalys research, the worldwide smartphone market experienced a 10% year-on-year growth in Q1 2024, reaching 296.2 million units. The market performed better than expected, reaching double-digit growth after ten difficult quarters. The surge was primarily fueled by vendors introducing refreshed portfolios and macroeconomic stabilization in emerging market economies. Samsung regained the lead position, shipping 60.0 million units, buoyed by updates to its A-series and early premium offerings. Apple slipped to second spot, shipping 48.7 million units, as it experienced a double-digit decline amid headwinds in its core markets. Xiaomi maintained third place with 40.7 million shipments and a 14% market share. TRANSSION and OPPO rounded out the top five, shipping 28.6 million and 25.0 million units respectively, securing 10% and 8% market share.

LPI (LP Information)' newest research report, the “Optical Image Stabilizer (OIS) Industry Forecast” looks at past sales and reviews total world Optical Image Stabilizer (OIS) sales in 2024, providing a comprehensive analysis by region and market sector of projected Optical Image Stabilizer (OIS) sales for 2025 through 2031. With Optical Image Stabilizer (OIS) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Optical Image Stabilizer (OIS) industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Optical Image Stabilizer (OIS) and breaks down the forecast by Technology, 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 Stabilizer (OIS).

This report presents a comprehensive overview, market shares, and growth opportunities of Optical Image Stabilizer (OIS) market by product type, application, key players and key regions and countries.

Segmentation by Technology:

Sensor Shift Method

Lens Shift Method

Other Technology

Segmentation by Application:

Mobile Phones

Digital Cameras

Action Cam

Others

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 analyzing the company's coverage, product portfolio, its market penetration.

Nikon

Canon

Konica Minolta

OM Digital Solutions Corporation (OMDS)

Fujifilm

Sony

Panasonic

Leica

Sigma

Tamron

Pentax

Samsung

Casio

Ricoh Caplio

Sunny Optical Technology

Largan Co., Ltd

AAC Optics

GSEO

OFILM

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