

Smartphone Sensors Market to Hit USD 367.94 Billion by 2032, at a 17.9% CAGR | SNS Insider

The smartphone sensor market is growing rapidly, driven by AI, IoT expansion, high-end demand, and advancements in imaging and security.

AUSTIN, TX, UNITED STATES, March 3, 2025 /EINPresswire.com/ -- Market Size & Industry Insights

As Per the SNS Insider, "The [Smartphone Sensors Market](#), valued at USD 83.59 billion in 2023, is projected to reach USD 367.94 billion by 2032, growing at a 17.9% CAGR."



The increasing adoption of AI in agriculture in the United States, making it easier to monitor crops and estimate yield, is fueling sensor demand. The growing need for IoT applications, particularly in the mobility and automotive sector, also contributes to the growth of the market. A growing number of new cybersecurity standards, like the U.S. Cyber Trust Mark and EU regulations, are inspiring manufacturers to improve security for sensors. Infineon and other companies are updating products to be compliant. The growth and demand for IoT devices will only continue to rise, and smartphone sensors will be pivotal; however, many IoT innovations will focus on smart objects and interconnected devices.

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SWOT Analysis of Key Players as follows:

- Epson Europe Electronics
- DYNA IMAGE Corporation
- NEXT Biometrics
- Samsung Electronics
- Panasonic Corporation

- Everlight Electronics
- Maxim Integrated
- Omron Corporation
- Sony Corporation
- STMicroelectronics

Key Market Segmentation:

By Product Type, Image Sensors Lead Smartphone Sensor Market Growth, Driven by Consumer Demand for Advanced Photography

Image sensors accounted for the largest share of the smartphone sensor market in 2023, 29%, as consumers increasingly demanded high-quality photography and videography. The growing demand for IoT-focused solutions has led to the growth of high-performance sensors, making CMOS technology increasingly preferred for its cost-effectiveness, improved image quality, and low-light performance. Examples include industry-leading firms like Sony (IMX series), Samsung (ISOCELL) and OmniVision OV series, bringing new and exciting functionality with solutions such as Smart-ISO and Tetra cell, CMOS sensors are now a necessary prerequisite in any modern mobile phone, smartphone applications and computational imaging.

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By Structure Type, Standard Smartphones Dominate Smartphone Sensor Market, Driving Innovation and Advanced Sensor Integration

Standard smartphones dominate the smartphone sensor market. The growing adoption of high-performance sensors, such as image-stabilization sensors, biometric recognition sensors, environmental sensing sensors, and AI-enabled enhancing features, drives the growth of the market. Tech giants such as Apple, Samsung, and Xiaomi make use of the latest innovations in sensor technology to bring added comfort to the customer experience. Smartwatches, rugged smartphones and other wearables also help expand this market, but standard smartphones are the key driver and will influence future developments of sensors, setting the benchmark in mobile technology.

By Application, High-End Smartphones Dominate Sensor Market with 42% Share, Driven by Advanced Features and Innovation

In 2023, high-end smartphones led the smartphone sensor market with a 42% share, driven by advanced features enhancing user experience. Magnetometers help with navigation and EIS and OIS for better stabilization, 3D depth sensing which powers Face ID and AR. Apple provides TrueDepth camera, as well as Samsung's Galaxy series utilizes these technologies to promote better performance. Sony and STMicroelectronics provide high-resolution magnetometers and motion sensors. It enhance high-end devices but also are the main revenue drivers for the

market.

North America Leads Smartphone Sensor Market with 34% Share, Asia Pacific Emerges as Fastest-Growing

In 2023, North America dominated the smartphone sensor market with a 34% share, fueled by its leadership in high-end technology. Major companies Apple, Qualcomm, Texas Instruments and other big companies help fuel innovation: 3D sensing, magnetometers, image stabilization, VR/AR. Apple's TrueDepth camera system augments for Face ID and AR, while Qualcomm advances its chipsets for phone power. North America, with its tech-savvy consumers and growing smartphone demand, continues to shape market trends, solidifying its dominance over the upper-end sensor market.

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Asia Pacific secured a 29% share in the smartphone sensor market in 2023, mainly due to robust manufacturing and increasing consumer demand. China, Japan, South Korea and India dominate the industry, with the likes of Huawei, Xiaomi, Oppo and Samsung at the forefront of sensor components innovations. Urbanization, a burgeoning middle class, and increased smartphone penetration power market growth. China on top of exports and South Korea taking over like a boss in semiconductor production, this East Asian area too dominantly appears within this report forecasting smartphone trends in upcoming years.

Table of Content - Major Points Analysis

Chapter 1. Introduction

Chapter 2. Executive Summary

Chapter 3. Research Methodology

Chapter 4. Market Dynamics Impact Analysis

Chapter 5. Statistical Insights and Trends Reporting

Chapter 6. Competitive Landscape

Chapter 7. Smartphone Sensors Market Segmentation, by Product

Chapter 8. Smartphone Sensors Market Segmentation, by Smartphone Type

Chapter 9. Smartphone Sensors Market Segmentation, by Application

Chapter 10. Regional Analysis

Chapter 11. Company Profiles

Chapter 12. Use Cases and Best Practices

Chapter 13. Conclusion

Continued...

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