



## CMOS Camera Module Industry Report, 2013-2014

**CMOS Camera Module Market 2013-2014 Report (China, Global) Now Available at  
ReportsnReports.com**

ReportsnReports.com adds "Global and China CMOS Camera Module Industry Report, 2013-2014" market research report to its store. 7 CIS vendors, 15 lens vendors and 20 CMOS camera module vendors are reviewed in this report.

Global and China CMOS Camera Module Industry Report, 2013-2014 covers data and information on: analysis on CMOS image sensor industry, analysis on lens industry, analysis on CMOS camera module industry, development trends of OIS, CMOS camera module downstream market, 7 CIS vendors, 15 lens vendors and 20 CMOS camera module vendors. Complete report is available at <http://www.reportsnreports.com/reports/286667-global-and-china-cmos-camera-module-industry-report-2013-2014.html>.

The mobile phones made in China are always featured with high-end hardware configuration. 30% of the domestic mobile phones will be equipped with 13MP in the first half of 2014 and about 50% by the end of 2014 (excluding the exported ones). Both, rear and front cameras have higher pixels. 5MP front cameras are the current mainstream, while the mobile phones with 13MP front cameras have already been launched.

In 2013, the CMOS image sensor shipment reached 3.26 billion units at an increase of 15.2%, and the market size hit approximately USD8.008 billion. The shipment is expected to rise by 16% to 3.782 billion units, and the market size will be around USD8.698 billion in 2014. Camera modules are not only applied to photography, but also motion sensing for postural control, which will propel the market.

In 2013, the CMOS camera module market size attained approximately USD13.7 billion, up 18.9% from 2012; but in 2014, it will shrink greatly, up merely 6.7% to USD14.6 billion. The market competition became fiercer in 2013, especially the price wars; therefore, almost all of CMOS camera modules saw a decline of about 2 percentage points in gross margin.



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CMOS Image Sensor Companies discussed in Global and China CMOS Camera Module Industry Report, 2013-2014 include Samsung Electronics, Omnivision, APTINA, Sony, Toshiba, Galaxycore and SuperPix Micro Technology.

Optical Lens Companies mentioned in this report include Largan, GSEO, Asia Optical, ZIPPY, Ability Opto-Electronics Technology, KANTATSU, Hitachi Maxell, DIOS TECH, SEKONIX, Korea Optical, FUJINON, Glorytek, Hokuang, KMOT, Digital Optics and Optrontec.

Camera Module Companies covered in this research report include Chicony, Vista Point Technologies, Hon Hai (Champ Tech Optical, Foshan Pulihua, Jin Precision Industry Jincheng), LG INNOTEK, Mitsumi Electric, Truly Opto-Electronics, BYD Optical, LiteOn Technology, Primax, SEMCO, Partron, Sunny Optical, CAMMSYS, Powerlogic, MCNEX, Cowell, O-film, Q-TECH, Globaloptics, Shine Tech and Darling.

AFA Vendors mentioned in this report include HYSONIC and Jahwa Electronics.

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Japan Konica-Minolta is the first to exit the CMOS camera modules market and mobile phone cameras due to unbearable falling profits. O-film, a company in Mainland China, has invested RMB2 billion in CMOS camera modules. As the world's largest film-based touch screen vendor, O-film has extensive customer resources, and it intends to enter the CMOS camera module field with competitive prices in order to become the largest camera module company in Mainland China. O-film's gross margin was less than 6% in 2013. Read more on O-Film's Product Strategy and Patent Deployment in the Touch Panel Industry at <http://www.reportsnreports.com/reports/275081-o-films-product-strategy-and-patent-deployment-in-the-touch-panel-industry.html>.



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South Korea Cowell performed most outstandingly in 2013 with the annual revenue growth rate of 148%. With the main production base located in Dongguan, China, Cowell acted as Apple's core supplier in 2013. Apple supported Cowell to reduce the dependence on Sharp and LG INNOTEK. In 2013, Cowell's revenue and profit surged. However, not every Apple's supplier was lucky. Primax specializing in Apple's low-end products witnessed dropping gross margin.

Largan nearly monopolizes the non-Korean 13MP camera market which is characterized with high technical threshold and high patent threshold, occupying an unparalleled position. The second-ranked Genius suffered losses in 2013. In 2014, Sunny acquired the assets of Konica-Minolta in Shanghai, so that its optical lens technology is expected to be greatly improved, but it still can not threaten Largan. Largan continues capacity expansion in 2014, but mainly in Taiwan, and it will cut down the capacity in Mainland China owing to labor costs.

In 2014, OIS (Optical Image Stabilizer) is still a hot topic in the CMOS camera module field. Samsung AFA's core supplier JAHWA is not able to provide enough OIS capacity to meet the demand of Samsung, and Samsung is reluctant to commission non-core providers to offer OIS, because Samsung needs to master its supply chain perfectly. Samsung may not launch a large number of OIS mobile phones in future.

Comprehensive Table of Contents and more on [Global and China CMOS Camera Module Industry Report, 2013-2014](http://www.reportsnreports.com/reports/286667-global-and-china-cmos-camera-module-industry-report-2013-2014.html) can be read at <http://www.reportsnreports.com/reports/286667-global-and-china-cmos-camera-module-industry-report-2013-2014.html> .

Another report titled Mobile Phone Camera Module: Industry, Market and Key Technology Development is available at <http://www.marketreportsonline.com/328147.html> .

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