

Samsung Galaxy S25 Ultra overtook all competitors, selling in the amount of 8.39 million pieces

Samsung Galaxy S25 Ultra became the unconditional leader of the premium smartphone segment. According to the ICE Universe insider, by the end of June 2025 the flagship was dispersed by 8.39 million copies, leaving far behind all competitors.

For comparison: Xiaomi 15 Ultra was sold by a circulation of 586,000, Vivo X200 Ultra - 220,000, and the Oppo Find X8 Ultra - about 210,000. Even together, these models could not come close to the Samsung result.

The success of the Galaxy S25 Ultra is explained by the strong global distribution of the brand and the recognition of the series.

Although Chinese flagships often surpass it in cameras or autonomy, Samsung relied on elegant design, compactness and thoughtful balance of characteristics.

Galaxy S25 Ultra is traditionally considered the top of the Galaxy line, combining top iron, optimized software and unique functions like the branded S PEN.

Mass demand showed that the bet on a recognizable style and stable user experience was true.