

# OnePlus 2025: A Study in Delight

## RaRe Quadrant Analysis of the Indian Smartphone Lineup

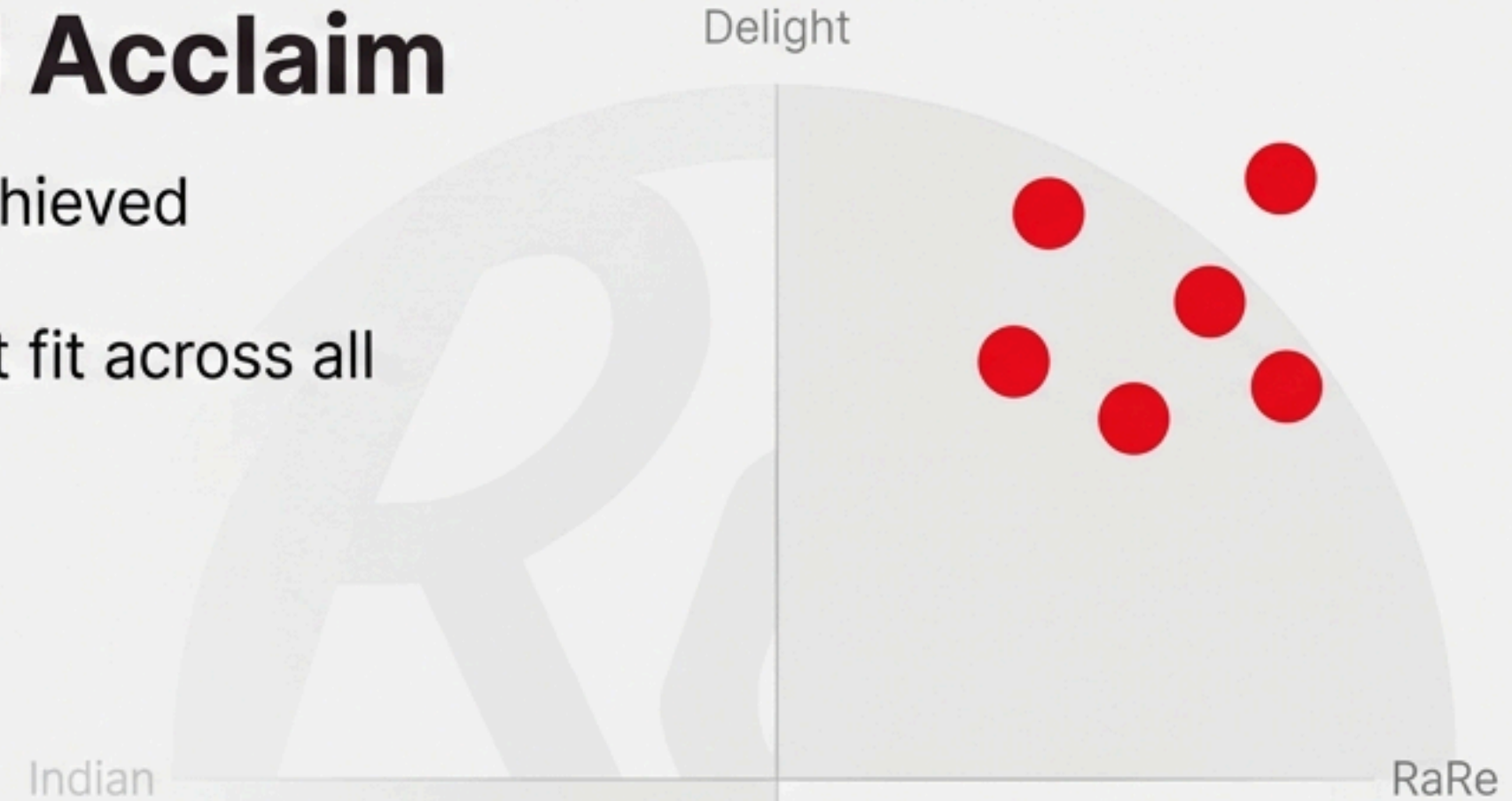
A Techarc **RaRe Quadrant** Report





# The Bottom Line: Universal Acclaim

The entire 2025 OnePlus smartphone portfolio has achieved **"Delight" status** among Indian customers. This rare accomplishment indicates exceptional product-market fit across all market segments.



- 1. 100% Delight Rate:** Every new model, from the entry-level Nord CE 5 to the premium 13s, is positively rated and reviewed by customers.
- 2. Flagship Leadership:** The 13 Series sets the benchmark for excellence, with the **OnePlus 13s** emerging as the undisputed customer champion.
- 3. Nord's Strategic Win:** The Nord series successfully captures the heart of the market, solidifying our dominance in the crucial mid-range segment by delivering a **"Delightful"** experience.

# Our Analysis: From Data to Strategy



## The Big Picture

An overview of the 2025 portfolio's unprecedented performance on the RaRe Quadrant.



## The Deep Dive

A closer look at the flagship and Nord series to understand the distinct drivers of their success.



## The Strategic Path Forward

Translating customer delight into actionable insights for future growth and market leadership.

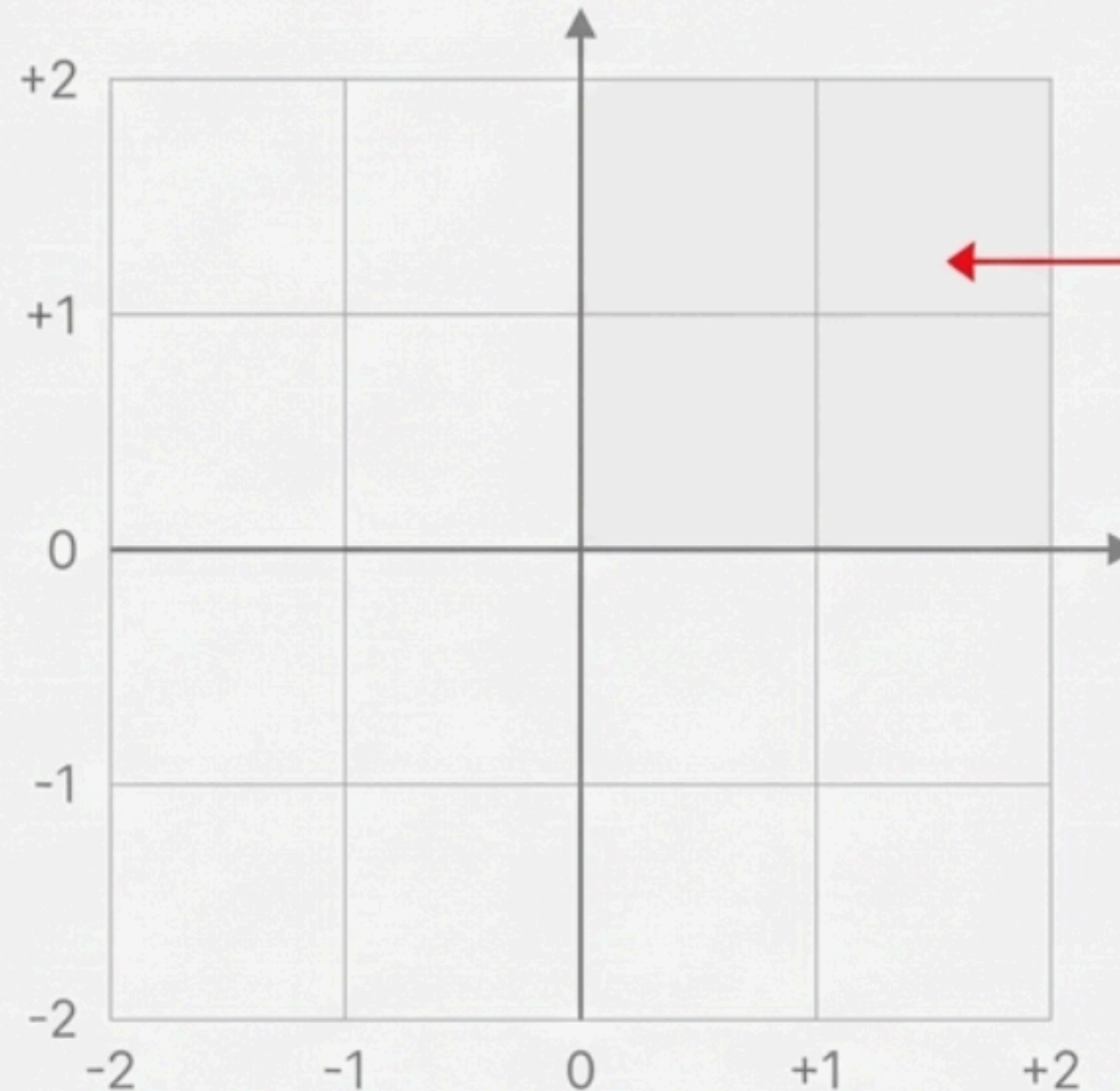


# Understanding the RaRe Quadrant

The RaRe Quadrant visualizes customer perception by plotting product performance on two key axes: quantitative ratings and qualitative review sentiment.

## i) Reviews Sentiment (The "Why")

- Measures the *qualitative* feedback and emotional tone of customer reviews.
- A high score (+2) indicates customers use positive language, praising specific features and the overall experience.



The **'Delight'** quadrant is the target, representing products that are both highly rated and positively reviewed—the ultimate measure of success.

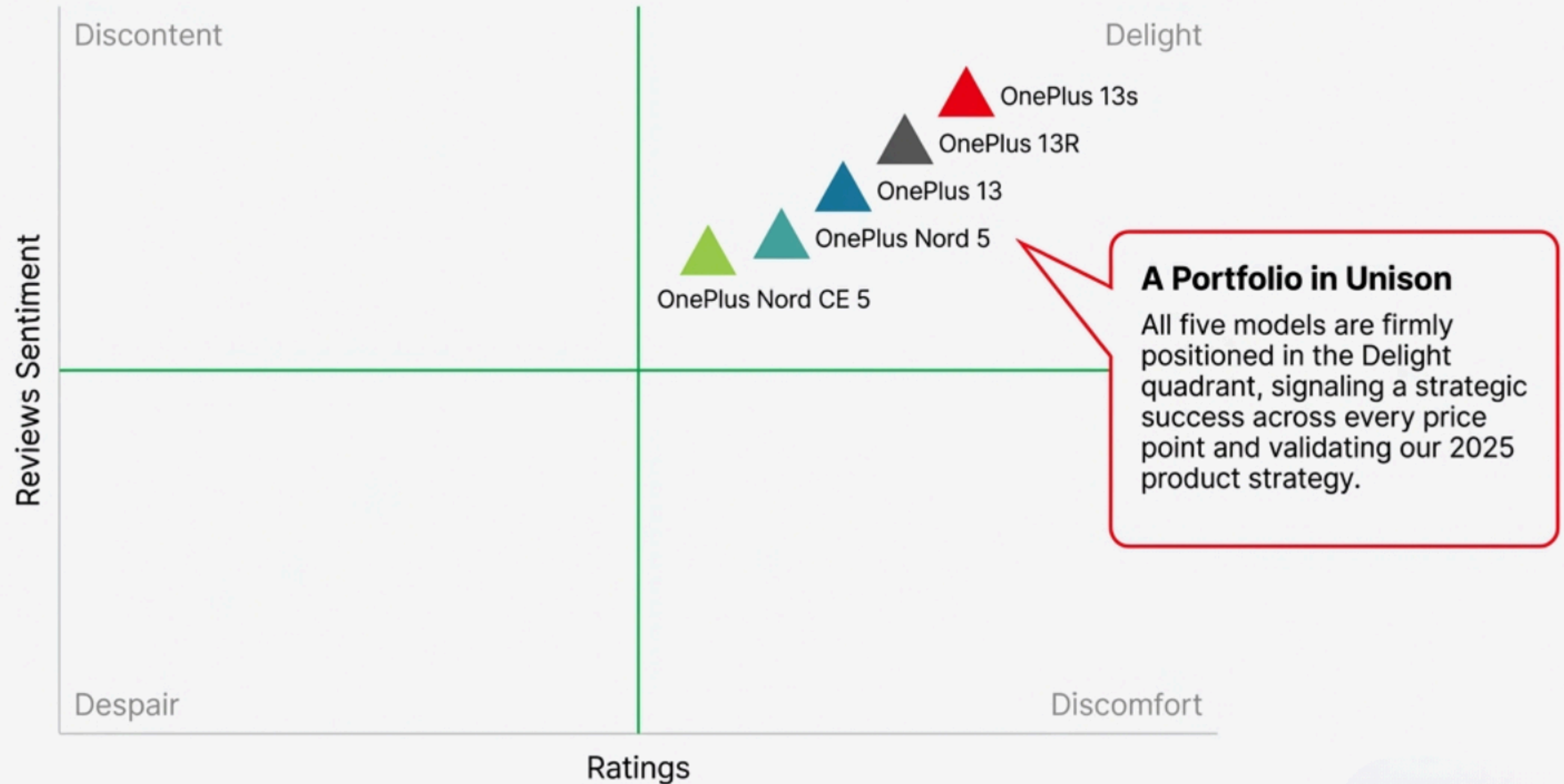
## Ratings Score (The "What")

- Measures the *quantitative* feedback, typically the average star rating.
- A high score (+2) indicates products consistently receive high star ratings (e.g., 4.5+ stars).



# The 2025 Landscape: An Unprecedented Clean Sweep

## OnePlus RaRe Quadrant 2025 Smartphones





# Deep Dive: The Flagship Tier Sets the Gold Standard



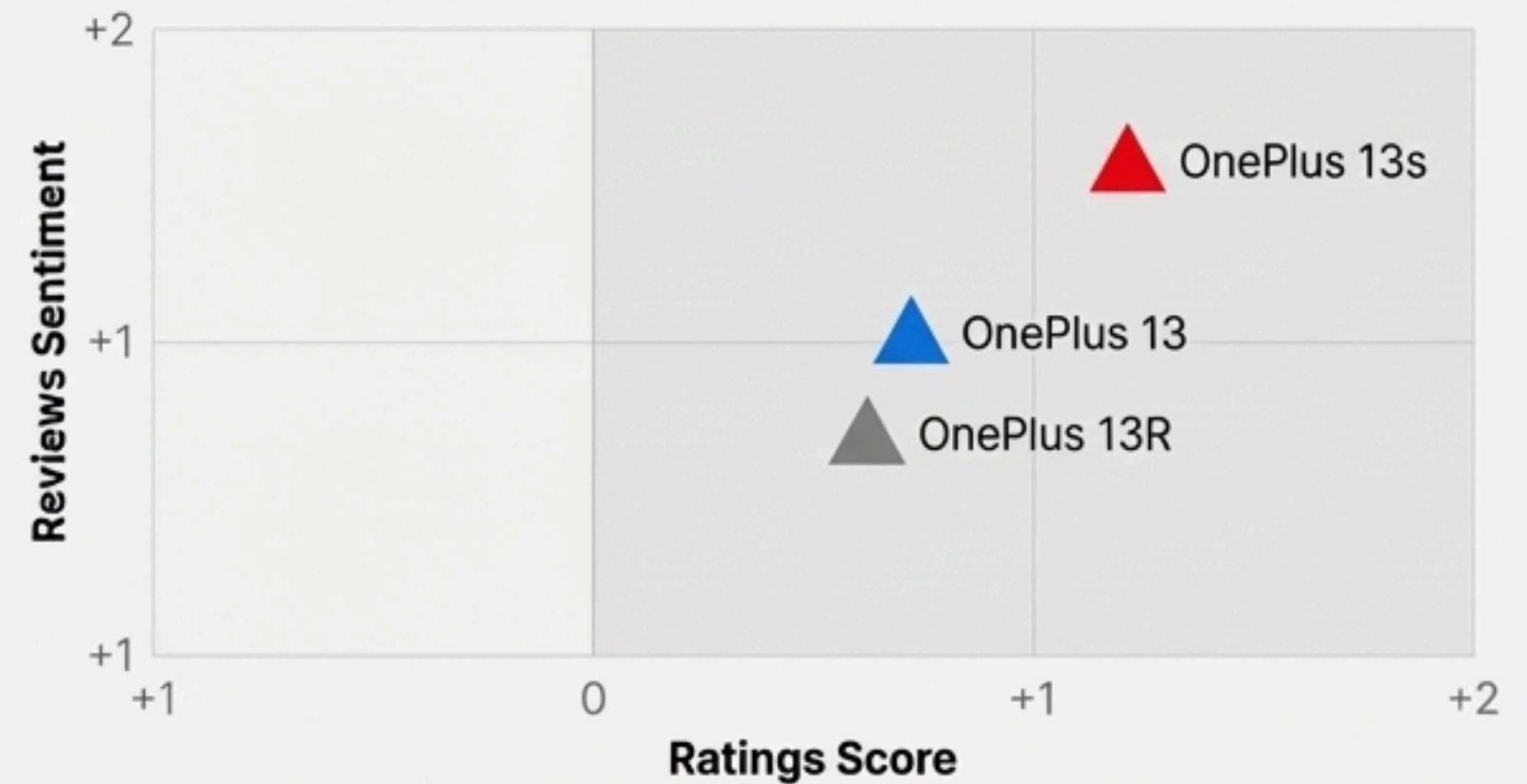
OnePlus 13S



OnePlus 13



OnePlus 13R



## Key Insights:

- **OnePlus 13s (Top Performer):** The pinnacle of both customer ratings and positive sentiment. This model defines the ultimate OnePlus experience in 2025.
- **OnePlus 13 & 13R (Powerful Core):** These models form a tight, high-performing cluster, validating our core premium strategy. They successfully capture users seeking flagship features with specific value propositions.

The clear, yet close, positioning indicates successful differentiation. We are effectively guiding customers to the right premium product without significant cannibalization.



# Spotlight: Deconstructing the Customer Champion, **OnePlus 13**



## Key Drivers of Peak 'Delight'



**Pro-Grade Imaging:** Sentiment analysis suggests reviews frequently praise the advanced camera system, establishing it as a key differentiator and reason to buy.



**Seamless Performance:** The combination of a top-tier chipset and highly optimized software creates a lag-free experience that users consistently highlight as a core strength.



**Premium Fit & Finish:** The device's design and material choices resonate strongly, contributing to a perception of high value and justifying its premium positioning.

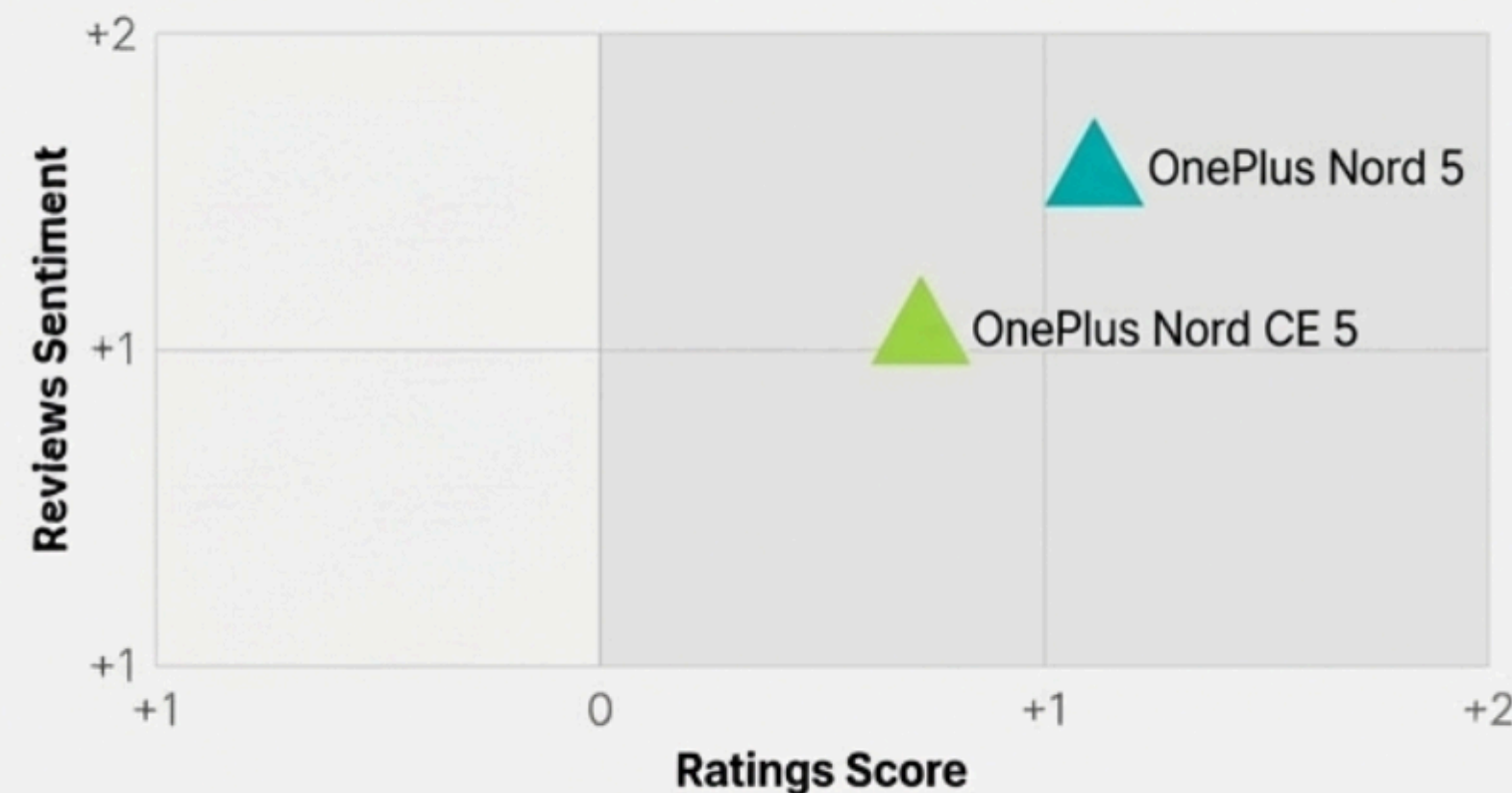


# Deep Dive: The Nord Series Wins the Heart of the Market

OnePlus Nord 5



OnePlus Nord CE 5



## Key Insights:

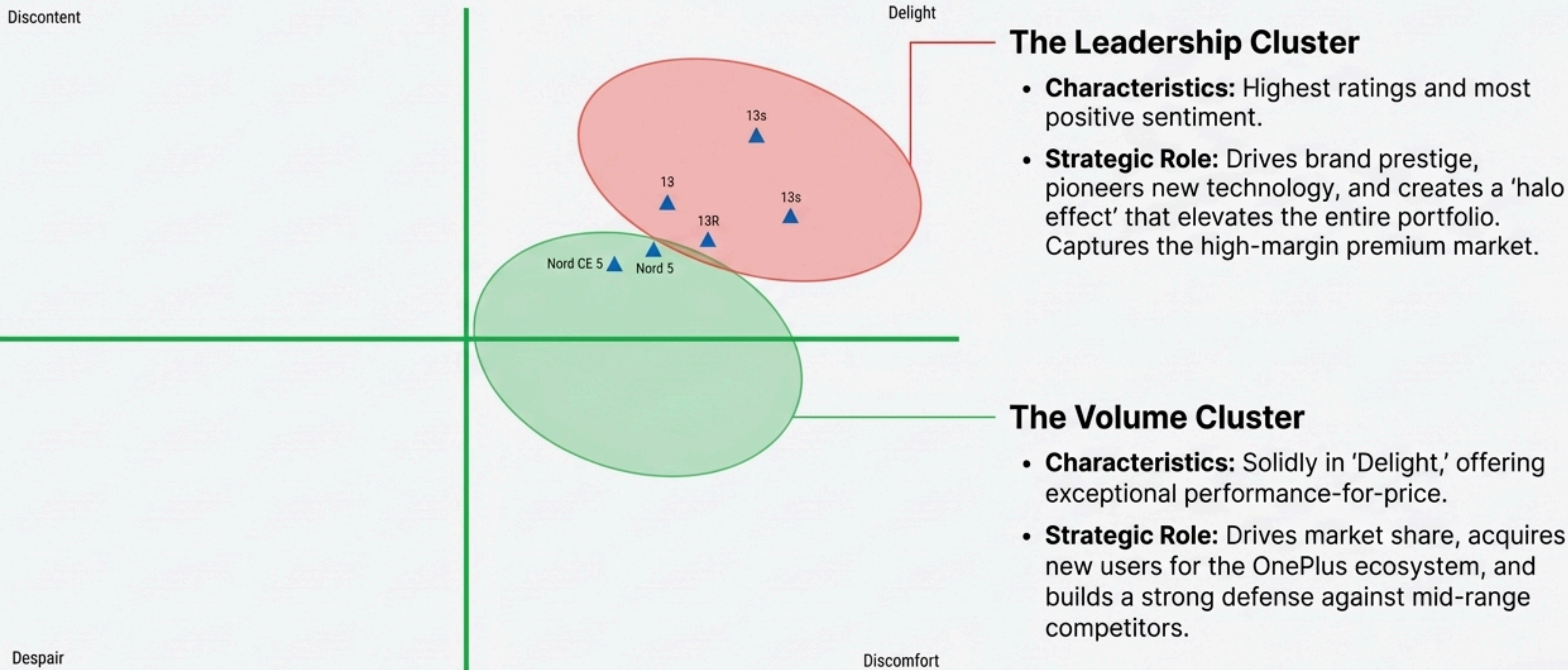
- **OnePlus Nord 5:** A formidable performer that punches above its weight. It perfectly delivers on the brand promise of a fast and smooth experience for the mid-range segment.
- **OnePlus Nord CE 5:** As our most accessible 2025 model, its firm position in 'Delight' is a major strategic victory. It successfully onboards new users to the ecosystem while upholding our quality standards.

The Nord series proves that the OnePlus philosophy can be scaled effectively, capturing the volume-driven mid-range without compromising on customer satisfaction.



# Portfolio Architecture: Two Tiers, One Winning Strategy

OnePlus RaRe Quadrant 2025 Smartphones



## The Leadership Cluster

- **Characteristics:** Highest ratings and most positive sentiment.
- **Strategic Role:** Drives brand prestige, pioneers new technology, and creates a 'halo effect' that elevates the entire portfolio. Captures the high-margin premium market.

## The Volume Cluster

- **Characteristics:** Solidly in 'Delight,' offering exceptional performance-for-price.
- **Strategic Role:** Drives market share, acquires new users for the OnePlus ecosystem, and builds a strong defense against mid-range competitors.



# Takeaway 1: Brand Trust is at an All-Time High



**“The uniform ‘Delight’ across the 2025 lineup is hard evidence of immense brand equity. Customers now trust OnePlus to deliver an excellent experience, regardless of the price point.”**

## Implications:

- **Consistency Breeds Loyalty:** With no weak links in the portfolio, we are reinforcing our reputation for quality and building a loyal customer base for the long term.
- **Success Beyond Specs:** High sentiment scores show our advantage lies in the holistic user experience—OxygenOS, design, and performance tuning—not just a component checklist.
- **Foundation for Ecosystem Growth:** This deep trust provides a powerful launchpad for expanding our ecosystem of tablets, wearables, and other connected devices in India.



## Takeaway 2: A Roadmap for Future Perfection

Even within universal success, the data reveals clear opportunities for refinement and growth.

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### Learn from the Champion

- **Observation:** The OnePlus 13s sets the absolute benchmark for customer delight.
  - **Action:** Conduct deep sentiment analysis on 13s reviews to isolate the specific software features, camera tuning, and performance optimizations that drive the highest praise.
  - 📌 **Goal:** Create a 'Delight Playbook' from these findings to cascade best practices across the 2026 portfolio.
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### Elevate the Entry Point

- **Observation:** While firmly in Delight, the Nord CE 5 is the closest of the lineup to the quadrant's center.
- 📌 **Action:** Initiate targeted user research to identify the 1-2 key experience drivers (e.g., screen brightness, haptics, a specific camera mode) that, if improved, would have the greatest impact on user sentiment.
- 📌 **Goal:** Push the Nord CE 6's sentiment score significantly higher, moving it closer to the Nord 6.



# Maintaining Momentum: Our Strategic Priorities for 2026

## 1. **DOUBLE DOWN** on the OnePlus 13s Formula.

The synthesis of cutting-edge innovation and strong perceived value is our winning ticket in the premium segment. Protect and enhance this formula for the next flagship.

## 2. **AMPLIFY** the 'Delight' Story in Nord Marketing.

Shift marketing messaging beyond specifications. Use the powerful voice of the customer—testimonials, review scores, and sentiment highlights—to sell the proven *experience* of owning a Nord.

## 3. **INVEST** in the Next-Gen Nord CE Experience.

Allocate R&D and design resources based on targeted user research to ensure the next 'Core Edition' makes a significant leap in customer delight, further solidifying our hold on the market's entry point.

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# RaRe Quadrant Analysis Report

The RaRe Quadrant Analysis Report is based on a proprietary analysis methodology by Techarc using **InfiSights**, its in-house platform for insights and analysis using ML and AI.

The analysis and insights are carried out strictly as per the market research code of ethics guidelines. The statistical accuracy achieved is with +/-5% margin of error.

To overcome any model limitations and gaps in data trainings, a manual review was randomised on the data as a quality check procedure to co-relate the findings and increase confidence in the findings.

While all the measures and procedures have been followed during the preparation of this report, Techarc shall not be responsible for any business implications, direct or indirect, as an outcome of this report. It is highly recommended to corroborate the findings with other data sources and reports to make any conclusions.

*For any query on this report or other Techarc research, please write to us at [info@techarc.net](mailto:info@techarc.net).*