

# The Flagship Delight!

techarc<sup>TM</sup>  
By Techarc



A report on what drives customer delight in flagship segment of smartphones and how processors are powering this elevated customer experience.



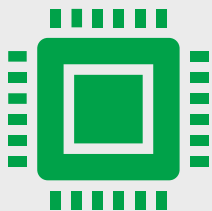
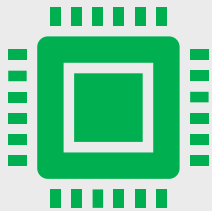




**Processor** is considered not only as the brain of a smartphone or any compute device. It is credited for **70%** of the performance and experience delivered to smartphone users!

# Executive Takeaways

- The significance of processors in smartphones will increase further as we see smartphones becoming intelligent using AI. In flagship tier customers consider processor performance as the top-most delight factor, which is expected to be the trend to witness in other segments in 2026 and beyond as these flagship experiences become mainstream.
- Customers see processors playing a key role in delightful experiences in the flagship tier of smartphones. Customers acknowledge the role of processors in elevated experiences of key features like camera, battery, software & UI, connectivity, etc.
- Overall smartphone users are delighted most with the experiences of Battery, Camera and Processor in that order. However, in the flagship tier, Processor triggers the delight followed by Camera and Battery. The presence of Camera in both reflects its evergreen relevance in customer delight.
- The flagship chipset providers are creating delightful experiences with most of the chipset in the segment positioned in the 'Delight' quadrant of RaRe Quadrant. MediaTek's Dimensity 9400 emerges as the all-rounder flagship chipset with leader position in all the top delight factors in this user cohort.
- The flagship tier chipsets deliver superlative performance and efficiency in Gaming, which is considered as the acid test of processors.
- Pureplay chipset makers – MediaTek and Qualcomm are both having most of its chipsets in the 'Delight' quadrant. However, MediaTek has a wider array to offer to OEMs for creating delightful experiences in the flagship segment.
- The chipset makers powering flagship smartphones mostly have a good recommendation score from existing users. The benchmark for the segment is at 77 with 11 chipsets having a net promoter score crossing the benchmark. The NPS reflects the trust and confidence in performance and delightful experiences offered by these chipsets. Only two chipsets, both from MediaTek – Dimensity 9400 and Dimensity 9300+ have scored more than 90 in NPS.

# Trigger Analysis – Delight Factors

	Rank 1	Rank 2	Rank 3
Smartphones Overall			
Flagship Smartphones			

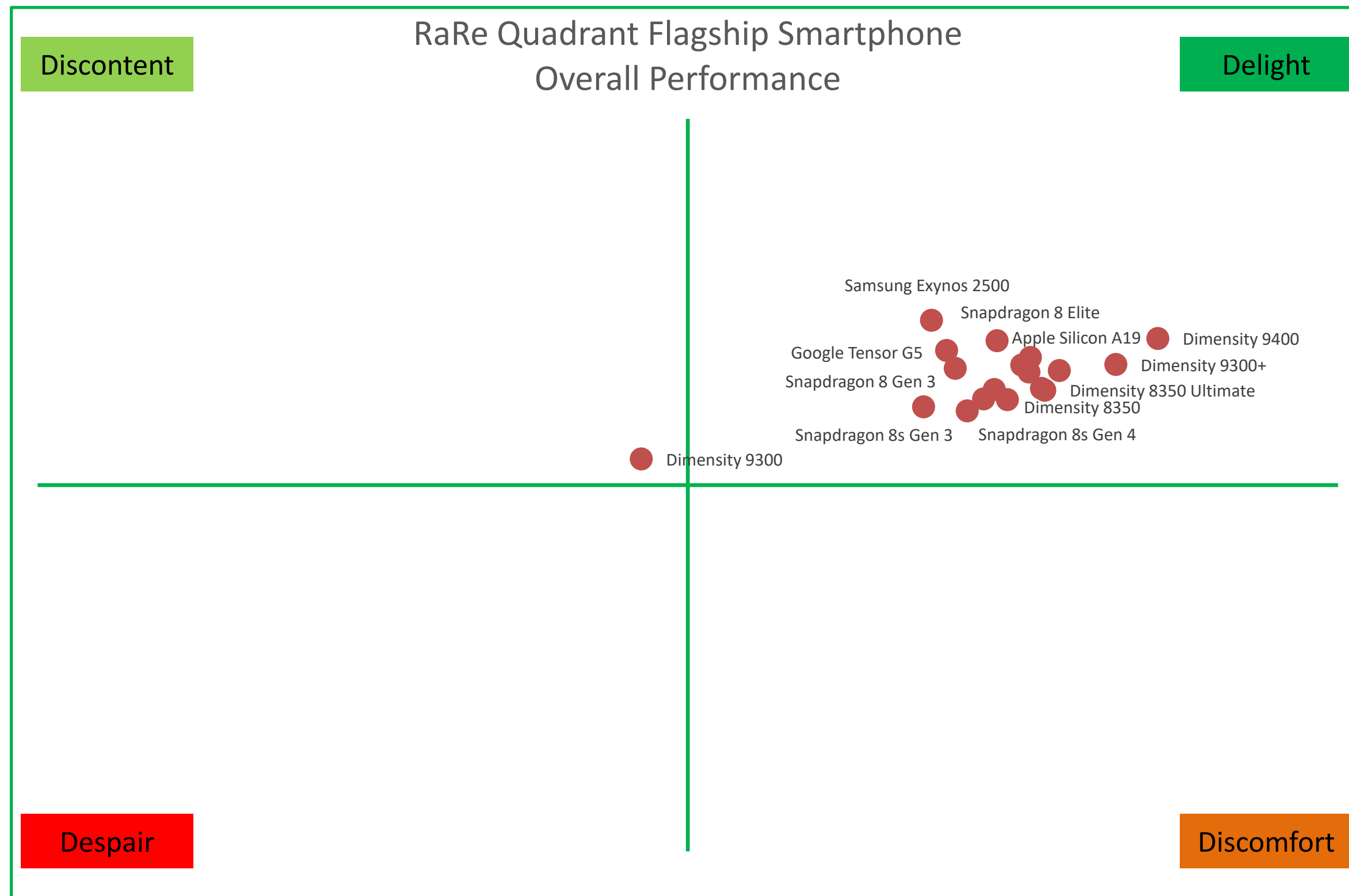
- Overall, battery experience delights the users most about their smartphones. In the flagship tier, it's the processor which gives the necessary power responsible for the fast and smooth performance. The flagship smartphones are just like racing cars where the engine (processor) matters the most.
- Camera continues to be the evergreen delight factor across user cohorts.

# Trigger Analysis – Delight Factors

Flagship Tier Chipset / Processor	Rank 1	Rank 2	Rank 3
Apple Silicon A18	Camera	Processor	Battery
Apple Silicon A18 Pro	Camera	Processor	Battery
Apple Silicon A19	Battery	Camera	Processor
Google Tensor G4	Camera	Battery	Processor
Google Tensor G5	Camera	Battery	Processor
MediaTek Dimensity 8350	Processor	Camera	Battery
MediaTek Dimensity 8350 Ultimate	Processor	Battery	Camera
MediaTek Dimensity 8400 Ultra	Processor	Battery	Camera
MediaTek Dimensity 8450	Processor	Camera	Battery
MediaTek Dimensity 9300	Processor	Camera	Battery
MediaTek Dimensity 9300+	Processor	Camera	Battery
MediaTek Dimensity 9400	Processor	Camera	Battery
Qualcomm Snapdragon 8 Elite	Processor	Battery	Camera
Qualcomm Snapdragon 8 Gen 3	Processor	Camera	Battery
Qualcomm Snapdragon 8s Gen 3	Processor	Camera	Battery
Qualcomm Snapdragon 8s Gen 4	Processor	Camera	Battery
Samsung Exynos 2400e	Camera	Processor	Battery
Samsung Exynos 2500	Camera	Battery	Processor

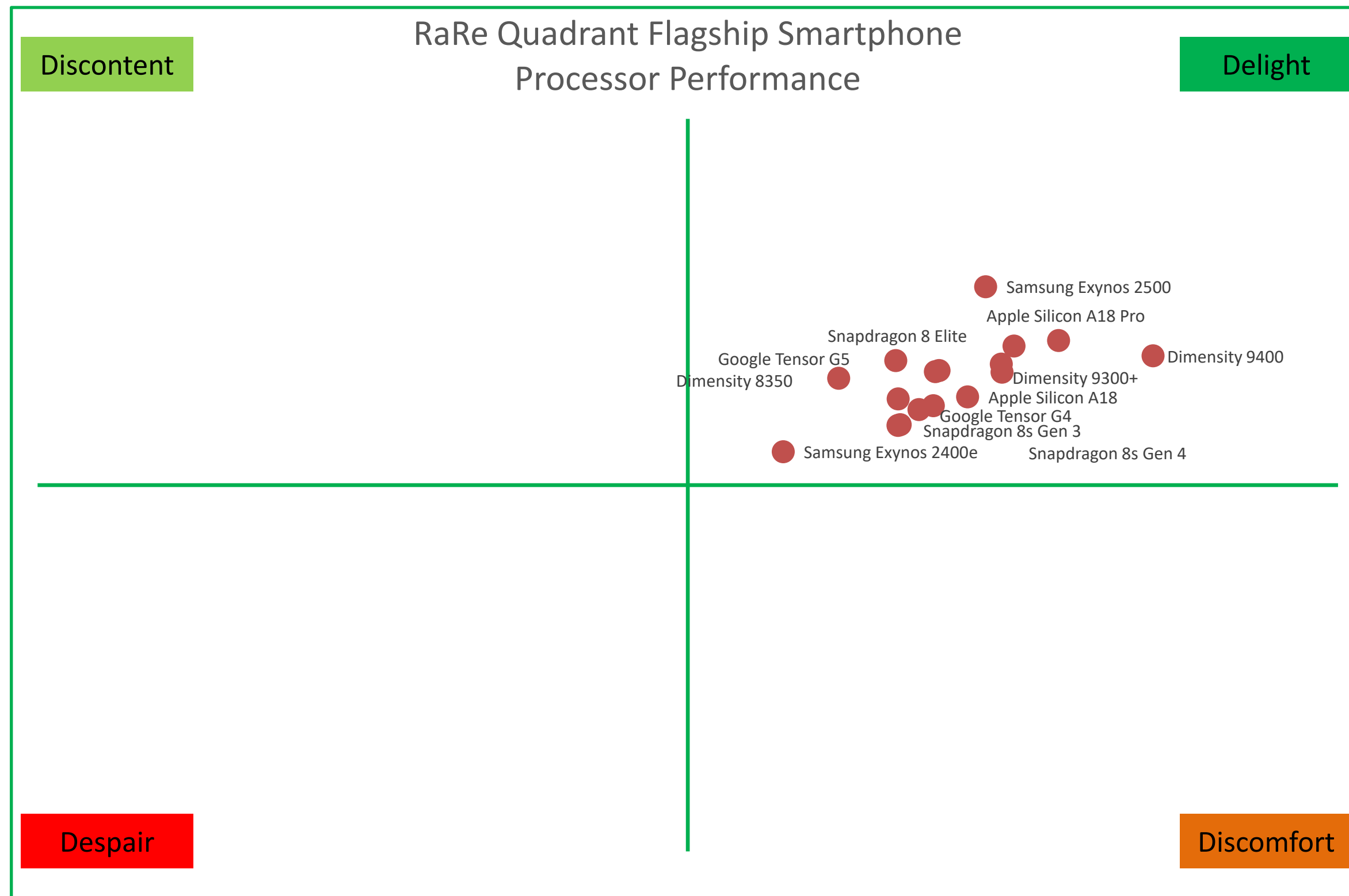
- Pureplay chipset makers like MediaTek and Qualcomm have captured the pulse of flagship smartphone users. The users of flagship smartphones powered by their chipsets feel delighted with processor performance and efficiency.
- The proprietary chip solutions from Apple, Google and Samsung have primarily camera performance that delights their users.

# A delightful endeavour!



- Every chip maker powering flagship smartphones endeavour's to offer overall delighted experiences. Users acknowledge this intent by placing almost all the chipsets in the segment in the 'delight' quadrant.
- MediaTek's Dimensity flagship chipset **Dimensity 9400** leads in delight followed by **Dimensity 9300+**.

# Processor – Cornerstone of flagship delight!

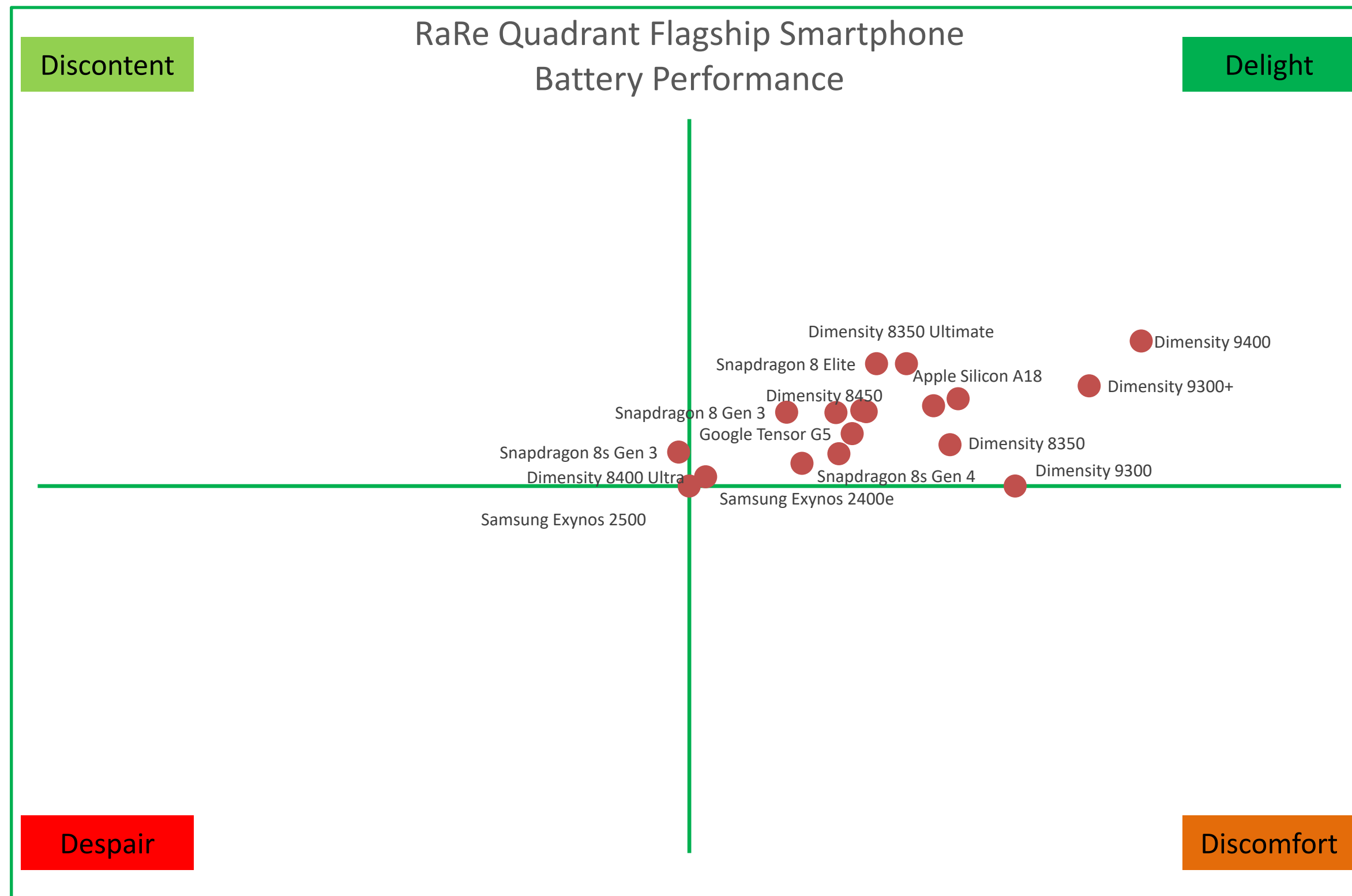


- The chip makers have fine-tuned their processors for performance, for fast and smooth experiences. Users in the flagship segment expect smartphones to offer uber experiences. By placing these chipsets in the 'delight' quadrant they are happy about the processor performances.
- **Dimensity 9400** leads the delight in processor performance followed by **Apple Silicon A18 Pro**.



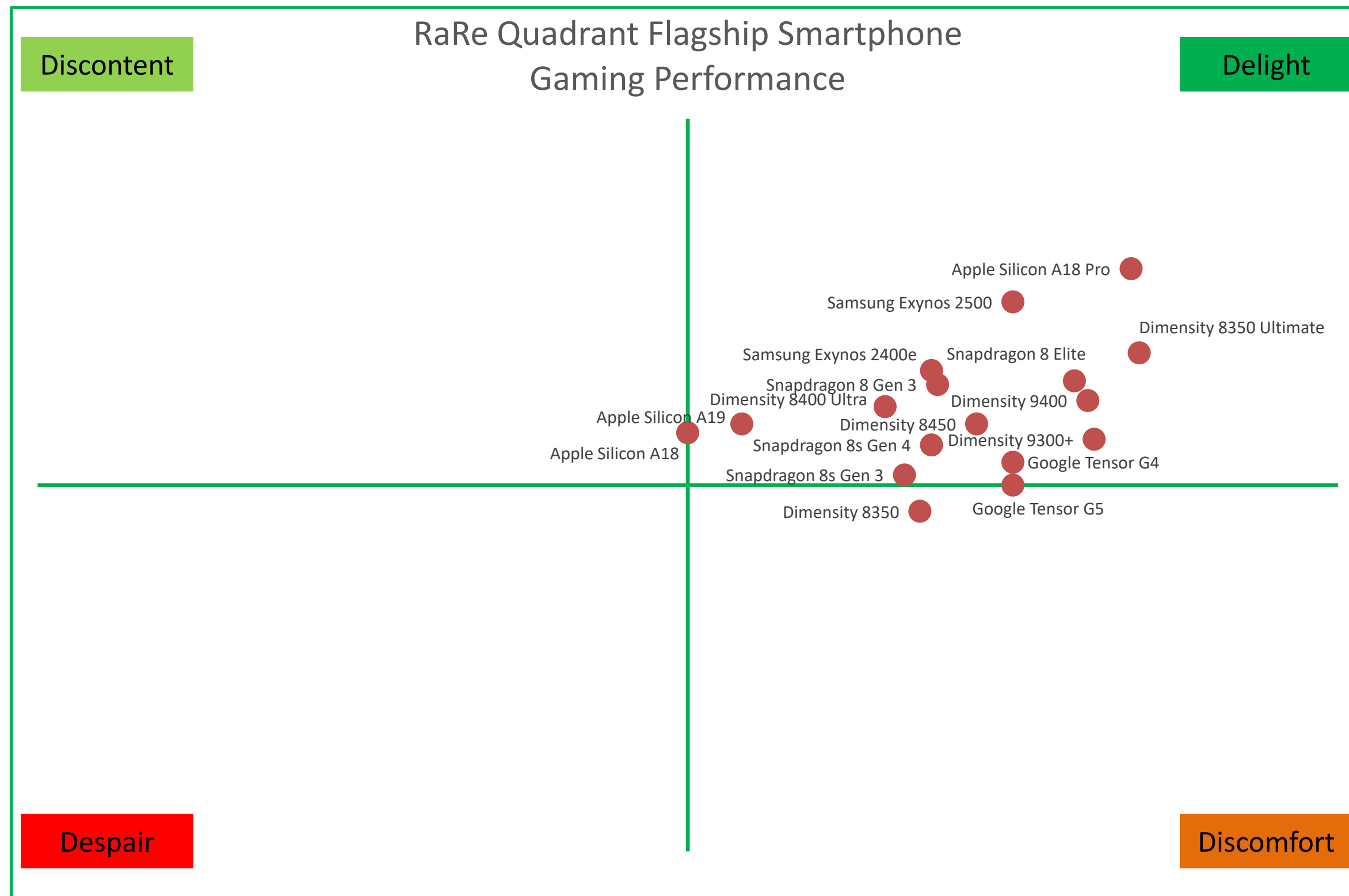


# Battery – The symbol of efficiency!



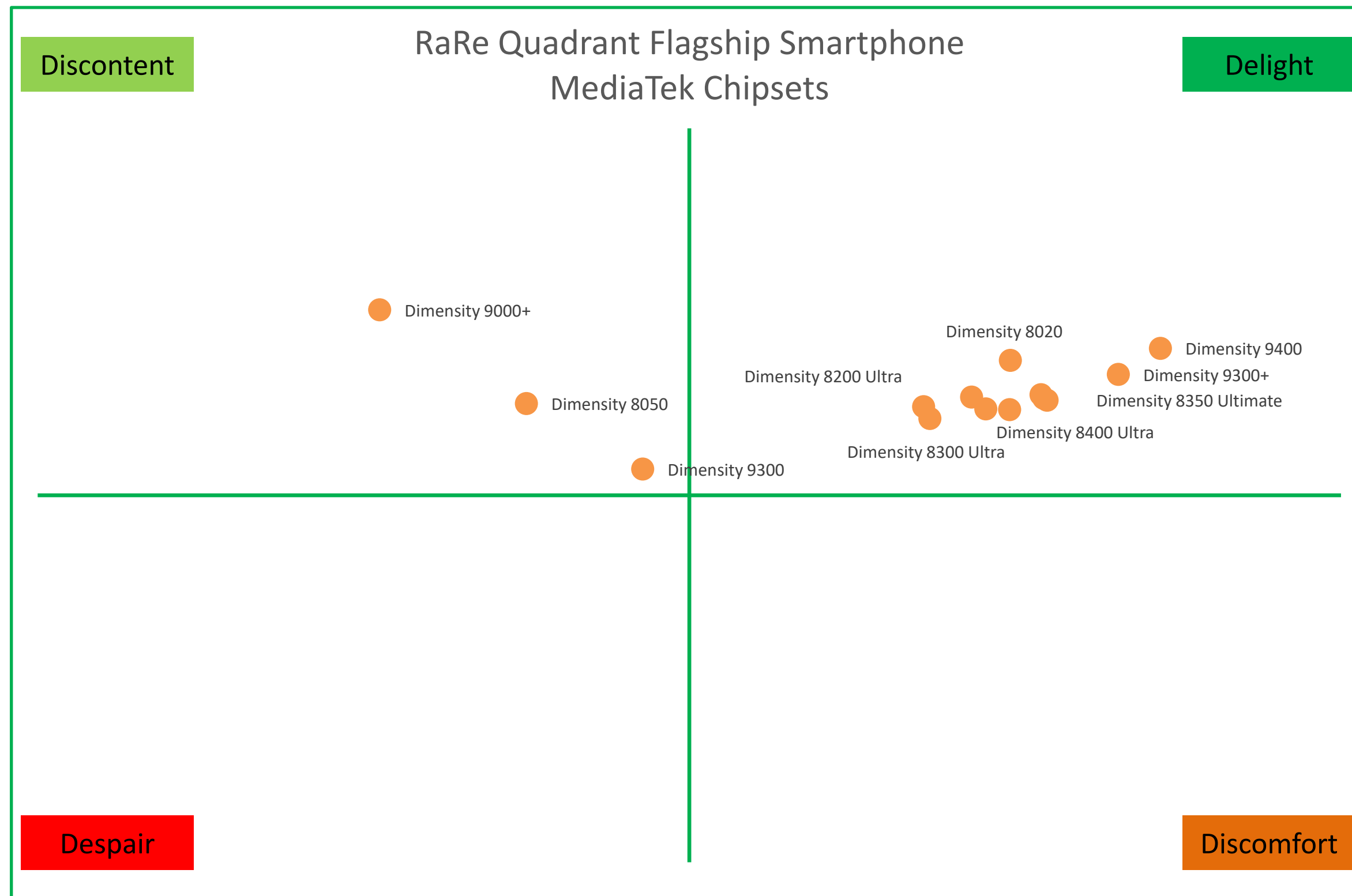
- The 3<sup>rd</sup> important delight factor for flagship smartphone users – battery – has to be extremely efficient to meet customer expectations in premier tier. The users due to their extremely active lifestyle are always short of time along with being heavy users.
- In this parameter too, **Dimensity 9400** emerges as the leader in delight followed by **Dimensity 9300+**.

# Gaming – The acid test of performance and efficiency!



- Gaming puts all the resources of a smartphone to test and checks for peak performances of a smartphone. It is a given expectation that flagship smartphones must offer superior gaming experiences.
- In gaming, **Apple Silicon A18 Pro** delights the users most followed by **Dimensity 8350 Ultimate**.

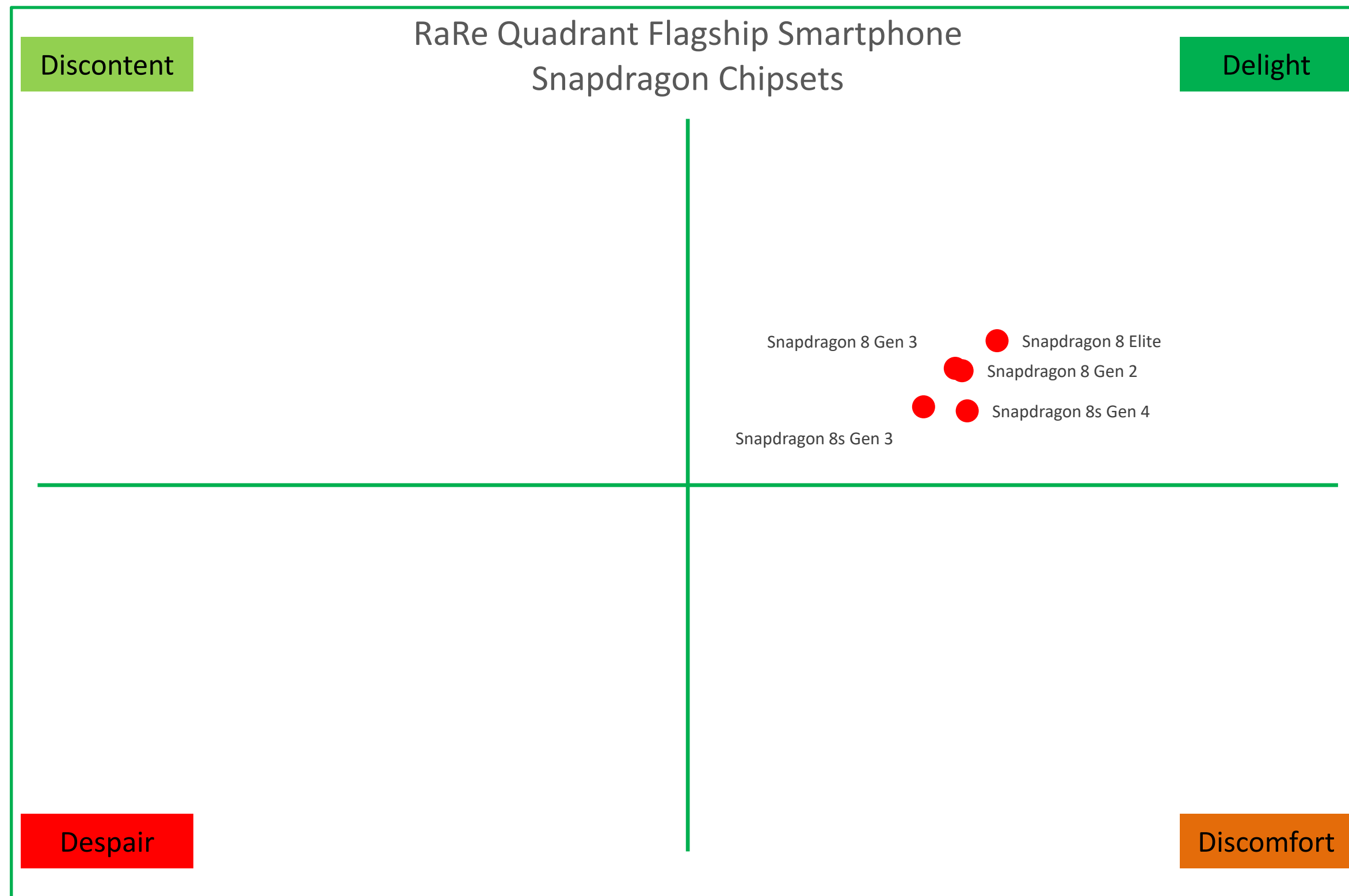
# RaRe Quadrant – MediaTek in Flagships



- Most of the Dimensity portfolio in the flagship segment has delighted the customers using its powered smartphones.
- There are a few like **Dimensity 9000+**, **Dimensity 8050** and **Dimensity 9300** which in relation to other Dimensity chipsets needs optimisation.
- The strength of Dimensity is in its wide range for OEMs to choose from to deliver delightful user experiences.



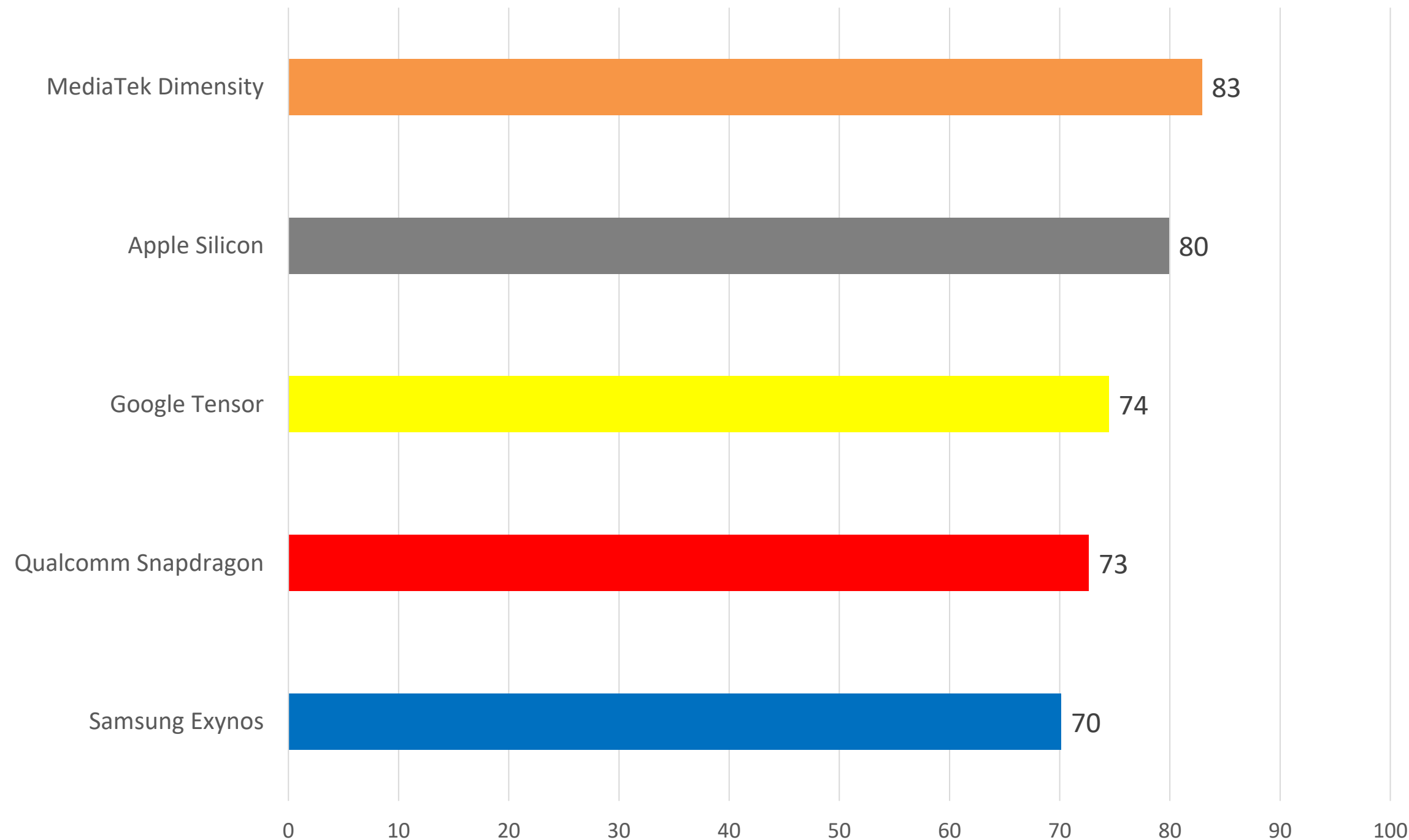
# RaRe Quadrant – Snapdragon in Flagships



- Snapdragon flagship chipsets are all resulting in delighted user experiences. **Snapdragon 8 Elite** leads the portfolio followed by **Snapdragon 8 Gen 2**.
- In comparison with the competition, it has limited range to offer leaving OEMs with lesser options to delight smartphone users.

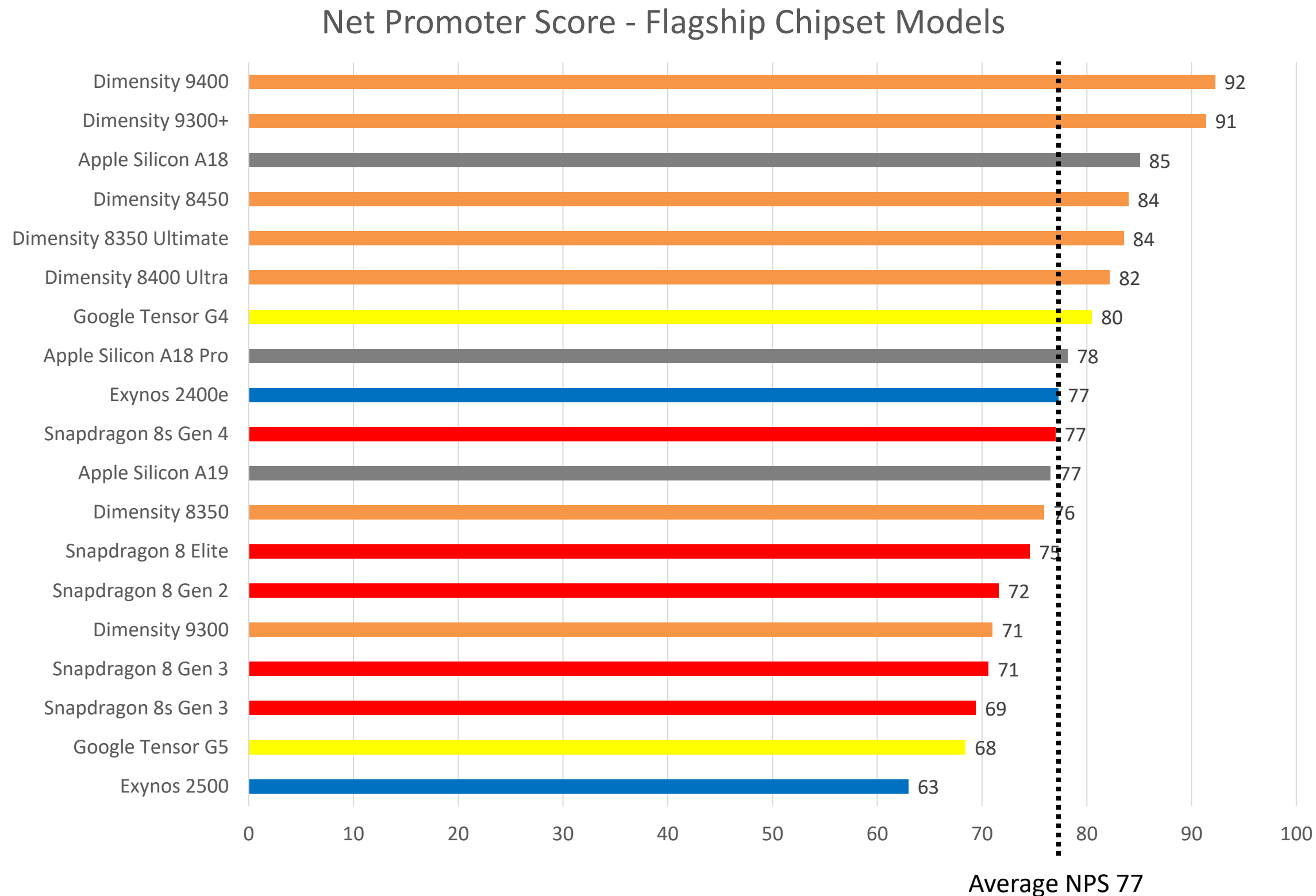
# Delighted users recommend delighted experiences

Net Promoter Score - Flagship Chipset Brands



- **MediaTek Dimensity** leads in the brand level NPS reflecting higher recommendation by existing flagship users to the ones exploring joining the flagship cohort.
- Among proprietary brands, **Apple Silicon** leads followed by **Google Tensor**. Considering these being relatively newer players, they have earned good NPS early on.

# Several chipsets exceed NPS benchmark!



- By chipset, MediaTek's **Dimensity 9400** followed by **Dimensity 9300+** and **Apple Silicon A18** lead the NPS chart in that order. Only MediaTek's Dimensity 9400 and 9300+ have crossed a score of 90.
- The average NPS 77 is achieved by 11 flagship chipsets. MediaTek and Apple have more than 2 chipsets crossing the benchmark.



# About the Report

The report was prepared with the objective of ascertaining the delight factors of flagship smartphone users, role of processors in it and the performance of processors powering these smartphones.

The report was analysed in 2 phases.

In phase 1, a total of 34 chipsets were identified which are powering 84 flagship smartphones in use by users presently. Using Techarc's InfiSights more than 52,000 reviews were analysed to identify and rank delight triggers. These many reviews were also used to plot these chipsets on the RaRe Quadrant. Finally, the Net Promoter Score of these chipsets was also computed.

In the 2<sup>nd</sup> phase, flagship smartphones only launched in 2024 and 2025 were included. These featured 18 chipsets and 60 smartphone models. A total of 12,000+ reviews were processed and analysed for this report. The cutoff date for ratings and reviews was October 31<sup>st</sup> 2025.

The final analysis was presented in Trigger Delights, RaRe Quadrants and NPS.

# Chipsets Featured

Chipset	Smartphone Model
Apple Silicon A18	iPhone 16, iPhone 16 Plus, iPhone 16e
Apple Silicon A18 Pro	iPhone 16 Pro, iPhone 16 Pro Max
Apple Silicon A19	iPhone 17
Google Tensor G4	Pixel 9, Pixel 9 Pro, Pixel 9 Pro Fold, Pixel 9a
Google Tensor G5	Pixel 10, Pixel 10 Pro, Pixel 10 Pro Fold, Pixel 10 Pro XL
Samsung Exynos 2400e	Galaxy Flip 24 FE, Galaxy Z Flip FE
Samsung Exynos 2500	Galaxy S25 FE, Galaxy Z Flip 7

Chipset	Smartphone Model
MediaTek Dimensity 8350	Oppo Reno 13, Oppo Reno 13 Pro, Oppo Reno 14
MediaTek Dimensity 8350 Ultimate	Infinix GT 30 Pro
MediaTek Dimensity 8400 Ultra	Poco X7 Pro
MediaTek Dimensity 8450	Oppo K13 Turbo, OPPO K13 Turbo Pro, Oppo Reno 14 Pro 5G
MediaTek Dimensity 9300	Vivo X100, Vivo X100 Pro
MediaTek Dimensity 9300+	Vivo T4 Ultra, Vivo X200 FE
MediaTek Dimensity 9400	Oppo Find X8, Oppo Find X8 Pro, Vivo X200, Vivo X200 Pro

Chipset	Smartphone Model
Qualcomm Snapdragon 8 Elite	iQOO 13, Motorola Razr 60 Ultra, OnePlus 13, OnePlus 13s, Realme GT 7 Pro, Samsung Galaxy S25, Samsung Galaxy S25 Edge, Samsung Galaxy 25 Ultra, Samsung Galaxy S25 Plus, Samsung Galaxy Z Fold 7, Xiaomi 15
Qualcomm Snapdragon 8 Gen 3	Honor Magic 6 Pro, iQOO Neo 9 Pro, OnePlus 12, OnePlus 13R, OnePlus Nord 5, Realme P3 Ultra, Samsung Galaxy S24 Ultra, Samsung Galaxy Z Flip 6, Samsung Galaxy Z Fold 6, Vivo X Fold 3 Pro, Vivo X Fold 5, Xiaomi 14

For this report, only the flagship chipsets that powered a smartphone launched in 2024 and 2025 in India were included.



# Thank You!

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