



Galaxy S26 Ultra Demand Shatters Records: Samsung Boosts Production by 600,000 Units

Description

The Samsung Galaxy S26 Ultra is not just another iterative flagship — it is shaping up to be one of Samsung’s most successful smartphone launches in recent memory. According to industry reports from early April 2026, Samsung has been forced to ramp up production of the Galaxy S26 Ultra significantly, increasing its April output target by 600,000 units to meet overwhelming demand. Here is everything you need to know about why the Galaxy S26 Ultra is flying off shelves and whether it deserves a spot in your pocket.

Samsung Scrambles to Keep Up With Demand

Samsung originally planned to produce around 2.4 million Galaxy S26 series units in April 2026, but surging demand has pushed that figure to approximately 3 million units. The Galaxy S26 Ultra alone accounts for 1.5 million of those units, with the standard Galaxy S26 making up 1.3 million and the Galaxy S26+ at 200,000 units.

What makes this particularly noteworthy is the Ultra model’s dominance. The Galaxy S26 Ultra now commands an estimated 70% to 80% of total Galaxy S26 series demand — the highest share ever for an Ultra model in the Galaxy S lineup. Industry analysts attribute much of this to one standout feature: the **Privacy Display**.



Image credit: Samsung Global Newsroom

Privacy Display: The Feature Everyone Wants

The Galaxy S26 Ultra's Privacy Display is a hardware-level innovation that restricts the viewing angle of the screen, ensuring that only the person directly in front of the phone can see its contents. Unlike software-based privacy filters, Samsung's implementation works at the pixel level by independently manipulating millions of pixels to narrow their viewing angle.

When activated, the display dims side-angle pixels while focusing light output directly towards the user. This means anyone trying to peek at your screen from roughly 45 degrees to the side or vertically will see nothing but a darkened display. For commuters on Singapore's MRT or anyone handling sensitive information in public, this is a genuine game-changer.

What sets it apart further is **partial privacy control**. You can apply privacy protection to only a specific portion of the screen for instance, just your message notifications while keeping the rest of the display fully visible. You can also configure it to activate automatically for specific apps or whenever credentials like passwords and PINs appear on screen.

Full Specifications at a Glance

Beyond the Privacy Display, the Galaxy S26 Ultra packs serious hardware across the board:

- **Display:** 6.9-inch Dynamic AMOLED 2X, 120Hz refresh rate
- **Processor:** Qualcomm Snapdragon 8 Elite Gen 5 (3nm)

- **Camera:** 200MP main (f/1.4, OIS), 50MP 5x optical telephoto, 10MP 3x telephoto, 50MP ultra-wide (120° FOV)
- **Battery:** 5,000mAh with 60W wired charging
- **Storage:** 256GB, 512GB, or 1TB options
- **S Pen:** Built-in, as always
- **Software:** One UI 8 with Galaxy AI features



Image credit: Samsung Global Newsroom

Singapore Pricing and Availability

The Galaxy S26 Ultra is already available in Singapore through Samsung's official online store, major carriers (Singtel, StarHub, M1), and authorised retailers. Pricing starts at:

- **256GB:** S\$1,828
- **512GB:** S\$2,128
- **1TB:** S\$2,578

Samsung Singapore also offers 36-month interest-free instalments starting from S\$50.78 per month, making the flagship more accessible. The phone is available in four standard colours — Cobalt Violet, Black, Sky Blue, and White — with online-exclusive options including Pink Gold and Silver Shadow.



Image credit: Samsung Global Newsroom

April Software Update Fixes 3x Camera Issues

Samsung has also rolled out the April 2026 security update for the Galaxy S26 series, which is expected to address reports of blurry photos from the 3x telephoto camera. The update has already landed in South Korea, India, and parts of Europe, and should reach Singapore users shortly. While Samsung's official changelog only mentions security improvements, early user reports suggest improved consistency from the 3x zoom lens.

How It Stacks Up Against the Competition

The Galaxy S26 Ultra enters a crowded flagship arena in Singapore. The [OPPO Find X9 Ultra](#), launching globally on 21 April, brings dual 200MP Hasselblad cameras and a 10x optical telephoto from S\$1,899 – making it a formidable camera-focused rival. Meanwhile, more budget-conscious buyers can look at the [OnePlus Nord 6](#), which offers Snapdragon 8s Gen 4 performance and a massive battery from just S\$590.

However, no competitor currently matches Samsung's Privacy Display technology, which remains exclusive to the Galaxy S26 Ultra and could prove to be the defining differentiator of the flagship smartphone market in 2026.

Should You Buy the Galaxy S26 Ultra in Singapore?

If you value cutting-edge display technology, a versatile camera system, and the reassurance of Samsung's robust software support, the Galaxy S26 Ultra is an easy recommendation. The Privacy Display alone justifies serious consideration for anyone who frequently uses their phone in public spaces — which, in a city-state like Singapore, is essentially everyone.

The record-breaking demand speaks for itself. Samsung's decision to boost production by 25% is a clear signal that the Galaxy S26 Ultra has struck a chord with consumers worldwide, and Singaporean buyers are no exception.

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Author

teamlbrd

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