

Samsung OLED S95H Singapore price: from S$4,999, on sale now

Description

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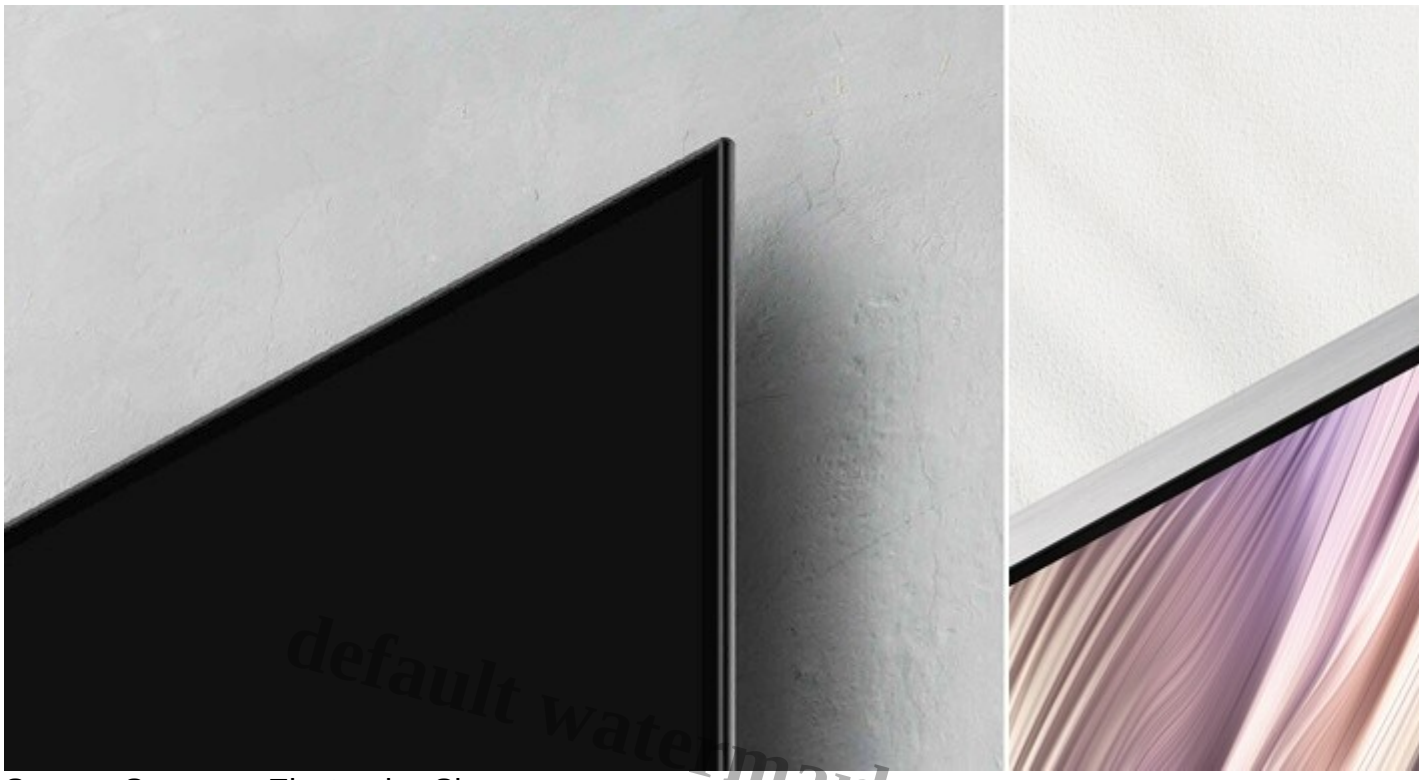
The Samsung OLED S95H Singapore price starts at S$4,999 for the 65-inch and S$9,499 for the 77-inch, and both are on sale now. Samsung Electronics Singapore announced local availability on 18 November 2026, and the 83-inch follows on 23 November at S$11,299. Trade-in discounts of up to S$1,000 run until 31 December 2026, so the sticker price is not always what you pay.

The S95H is the top of Samsungâ??s 2026 OLED range, first shown earlier this year as part of its AI TV line-up. It also picked up a Red Dot Design Award 2026 in the Best of the Best tier, which is the highest rank in that competition.

Samsung OLED S95H Singapore price by size

- 65-inch: S$4,999 (including GST), available now
- 77-inch: S$9,499, available now
- 83-inch: S$11,299, from 23 November 2026, on the Samsung Online Store and Samsung Shop App only

Those are recommended retail prices, so retailers may price differently. For the 65-inch and 77-inch, Samsung lists its own online store and Shop App, plus Samsungâ??s official stores on Lazada, Shopee and TikTok Shop. In shops, the named stockists are Audio House, Best Denki, Courts, Gain City, Harvey Norman, Mega Discount Store and Parisilk.



Source: Samsung Electronics Singapore

The FloatLayer look, and why it won the award

The design is the headline here. Samsung calls it FloatLayer: a slim OLED panel sitting over a metallic surface, so the screen looks like it is floating off the wall. Samsung says this takes minimalist TV design in a new direction by showing the structure rather than hiding it.

Not everyone will love a silver frame, so look at one in a showroom before you commit. If you prefer a plain black bezel, the picture above shows the difference side by side.

What you get inside

- Glare Free technology, which Samsung says reduces reflections in different lighting, verified by UL Solutions
- Pantone-validated colour, covering 2,140 Pantone colours and 110 skin tone shades
- The NQ4 AI Gen3 Processor, which tunes picture and sound for movies, sports and games
- AI Football Mode Pro, for real-time optimisation during matches
- Motion Xcelerator 165Hz for smooth gameplay, but only for PC-connected games that support 4K 165Hz and need a PC graphics card
- Dolby Atmos audio and Wireless One Connect Ready, for a cleaner setup with fewer cables
- Samsung Art Store with more than 5,000 artworks, which is a paid subscription, with a limited amount of free content

Samsungâ??s own notes say features and performance can vary by content and apps, so treat the spec sheet as the best case.



Source: Samsung Newsroom

Trade-in deals and the 83-inch launch offer

Anyone with an old Samsung TV can claim up to S$1,000 in trade-up discounts from now until 31 December 2026. Terms and conditions apply, and the value may vary by sales channel.

The 83-inch has its own launch window. If you buy it from 23 to 30 November 2026, Samsung lists 7% off the purchase, with another 5% off if you pay through a 0% instalment plan. You also get a free Music Studio 7 speaker worth S$699, and an upsized trade-up of up to S$1,500 with code TRADEINS95H.

That window overlaps with Black Friday, so compare it with the store promotions in our Samsung Black Friday 2026 guide, which covers Mini LED TVs and the Bespoke AI Laundry Combo. If a phone is on your list too, see the Samsung Galaxy A18 price in Singapore.

Should you wait for a lower price?

Samsung has not announced any extra S95H discounts beyond the trade-in offers and the 83-inch launch deal. A 65-inch at S$4,999 is a big spend, so use the trade-in if you have a TV to hand over. You can also check our latest Harvey Norman Black Friday round-up before you buy, since retailers sometimes add their own sweeteners.

For the full specifications and sizes, see Samsungâ??s product page linked from the newsroom release. Prices and offers are as stated by Samsung on 18 November 2026 and may change.

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