



Fairphone's record 2025 Q4 growth signals a consumer shift to longevity

As the global consumer electronics market grapples with rising prices and memory shortages, Fairphone is demonstrating a powerful counter trend.

The company closed Q4 2025 with an 83% average year-on-year growth, a performance that points to growing consumer demand for longer-lasting, repairable devices in the face of industry-wide volatility.

The current memory crunch, driven by the AI boom, is forcing many brands to adjust pricing strategies or reduce device specifications. In this environment, Fairphone's growth indicates a broader market shift, where device longevity and the availability of spare parts are becoming crucial purchasing criteria.

This demand for sustainability and value, while not compromising on device performance, has put Fairphone on track to exceed half a billion dollars in total sales and surpass one million total devices sold since founding.

Oscar Visser, Chief Financial Officer at Fairphone, commented: "The current supply chain pressures are forcing a reckoning in the electronics industry. For years, the business model has been built on frequent replacements. That is becoming an increasingly expensive and unsustainable proposition for consumers. Our growth is clear evidence that the market is ready for a different approach. Customers are choosing Fairphone because they want a well-supported, high-quality device that will last, proving that a commercially successful business can be built on a foundation of longevity and ethical values."

The company's successful entry into the US market in 2025 served as a powerful brand validation moment, contributing to its performance. Growth was also supported by strong results across key European markets:

- France: +122% YoY growth
- The Netherlands: +80% YoY growth
- Germany: +43% YoY growth
- UK: +10% YoY growth

To steer its next phase of expansion, Fairphone has also strengthened its leadership team with two strategic hires. **Katja Vasylieva**, formerly of Adyen, joins as Head of Finance, and **Anca Prins-Barbulescu** has been appointed Director of Strategic Delivery Office.

"I was drawn to Fairphone because it is a business fundamentally designed for the long term—from its products to its financial strategy," said Vasylieva.

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Prins-Barbulescu added: "Fairphone is proving that a commitment to sustainability and ethical practices can be a powerful driver of scalable impact, especially in a market where consumers are looking for more conscious choices."

Visser said: "As we continue to scale, bringing in senior management of this calibre is essential to steering our vision in the right direction."