

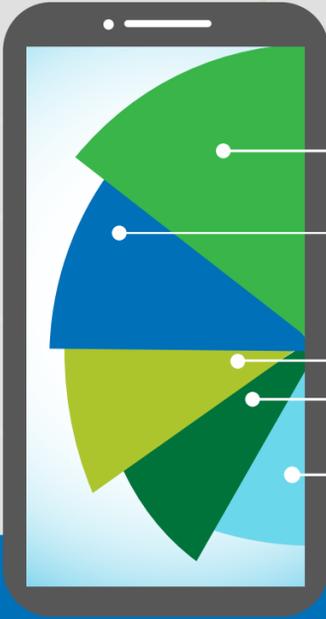


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q4 2025 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 26.73% iPhone 13
- 22.85% iPhone 14 Pro Max
- 17.90% iPhone 13 Pro Max
- 16.98% iPhone 14
- 15.54% iPhone 14 Pro

U.S.-only data

Average Trade-In Values Around the Globe (in U.S. Dollars)

	Android Smartphone	Apple iPhone
Asia*	\$133	\$201
Australia/New Zealand	\$139	\$218
Canada	\$ 67	\$121
Europe**	\$120	\$225
Latin America***	\$ 64	\$162
United States	\$ 85	\$151

Money in Customers' Hands

An estimated

\$2.19B

was returned to U.S. customers through trade-in and buyback programs.

Average Age (in Years) of Device at Trade-In or Upgrade



- Android Smartphone **4.10**
- Apple iPhone **3.76**
- Combined **3.82**

U.S.-only data

Apple Watches Average Trade-In Value



U.S.-only data

[Read the blog](#)

* Data gathered from China (and Hong Kong SAR), India, Japan, Singapore, and South Korea
 ** Data gathered from Estonia, France, Germany, Italy, Russia, Spain, and United Kingdom
 *** Data gathered from Brazil, Chile, and Mexico

