



ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

2025 ANNUAL SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 30.13%** iPhone 13
- 20.57%** iPhone 13 Pro Max
- 18.17%** iPhone 14 Pro Max
- 16.06%** iPhone 12
- 15.07%** iPhone 14

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$127	\$211
Australia/New Zealand	\$134	\$211
Canada	\$ 58	\$127
Europe**	\$115	\$215
Latin America***	\$ 56	\$162
United States	\$ 80	\$146

Money in U.S. Consumers' Hands



\$6.3B



\$4.5B



\$4.3B

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

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

	2025	2024	2023
Android Smartphone	3.96	3.52	3.50
Apple iPhone	3.80	3.67	3.27
Overall Average	3.84	3.64	3.45

U.S.-only data

Apple Watches Average Trade-In Value



U.S.-only data

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* 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

Insights based on information from Assurant