

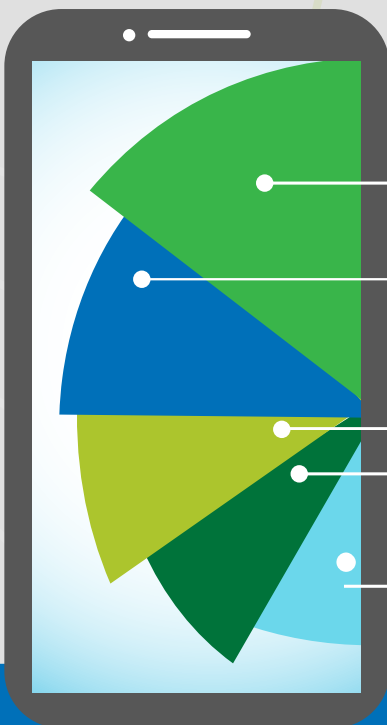


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q2 2025 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 30.59%** iPhone 13
- 20.36%** iPhone 12
- 19.72%** iPhone 13 Pro Max
- 14.88%** iPhone 11
- 14.45%** iPhone 13 Pro

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$131	\$217
Australia/New Zealand	\$138	\$218
Canada	\$ 51	\$125
Europe**	\$116	\$213
Latin America***	\$ 48	\$146
United Kingdom	\$ 95	\$184
United States	\$ 78	\$146

Money in Customers' Hands

An estimated

\$1.34B

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



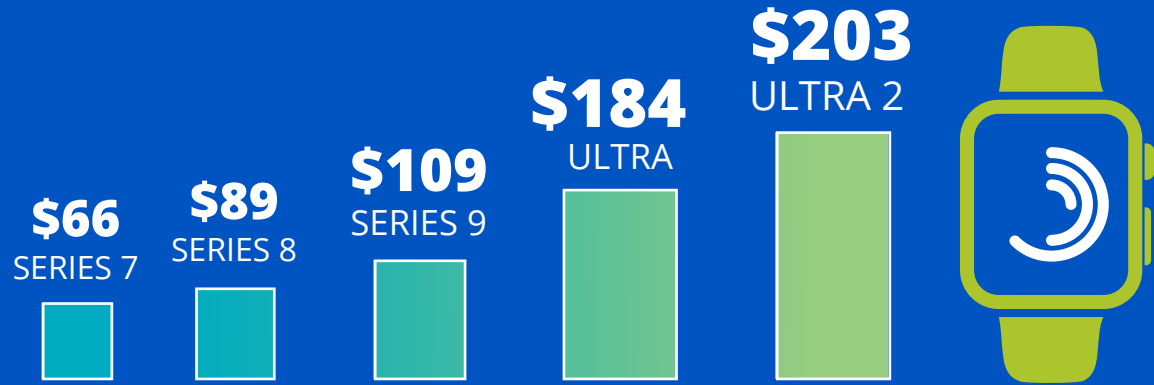
Average Age (in Years) of Device at Trade-In or Upgrade



- Android Smartphone **3.92**
- Apple iPhone **3.88**
- Combined **3.89**

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

Industry insights based on information from Assurant