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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)

Asia*

Android Smartphone

Apple iPhone

\$131

\$217

Australia/New Zealand

\$138

\$218

Canada

\$ 51

\$125

Europe**

\$116

\$213

Latin America***

\$ 48

\$146

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

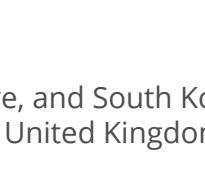
\$66 SERIES 7

\$89 SERIES 8

\$109 SERIES 9

\$184 ULTRA

\$203 ULTRA 2



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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

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