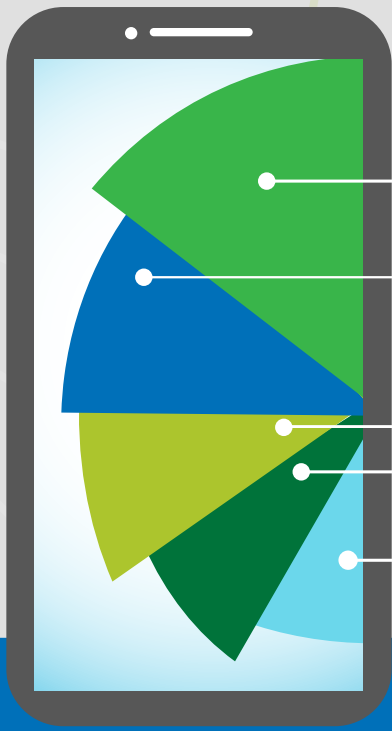


Mobile Trade-In and Upgrade Industry Trends

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 States	\$ 78	\$146

Money in Customers' Hands

An estimated

\$1.34B

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



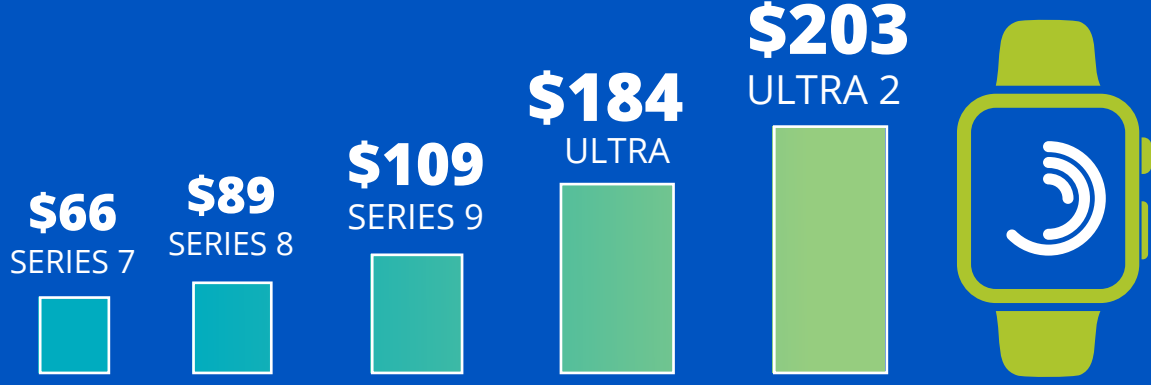
Average Age (in Years) of Device at Trade-In or Upgrade



- 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

[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

Industry insights based on information from Assurant