

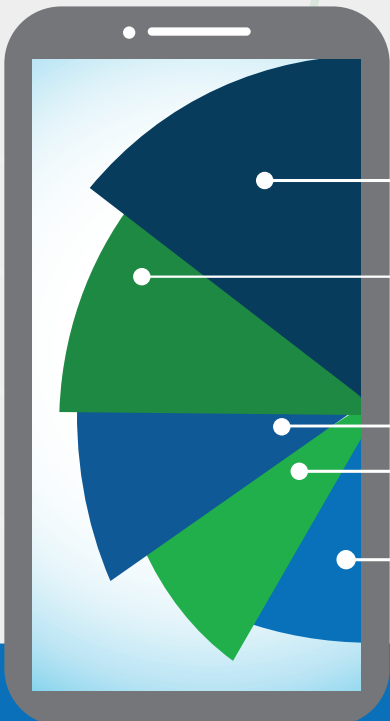


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q2 2026 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 29.58% iPhone 13
- 23.12% iPhone 14
- 18.39% iPhone 14 Pro Max
- 14.68% iPhone 13 Pro Max
- 14.23% iPhone 14 Pro

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$131	\$198
Australia/New Zealand	\$153	\$224
Canada	\$85	\$155
Europe**	\$137	\$209
Germany	\$207	\$262
Italy	\$167	\$254
Latin America***	\$125	\$194
Spain	\$129	\$209
United Kingdom	\$130	\$193
United States	\$99	\$163

Money in Customers' Hands

An estimated

\$1.43B

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



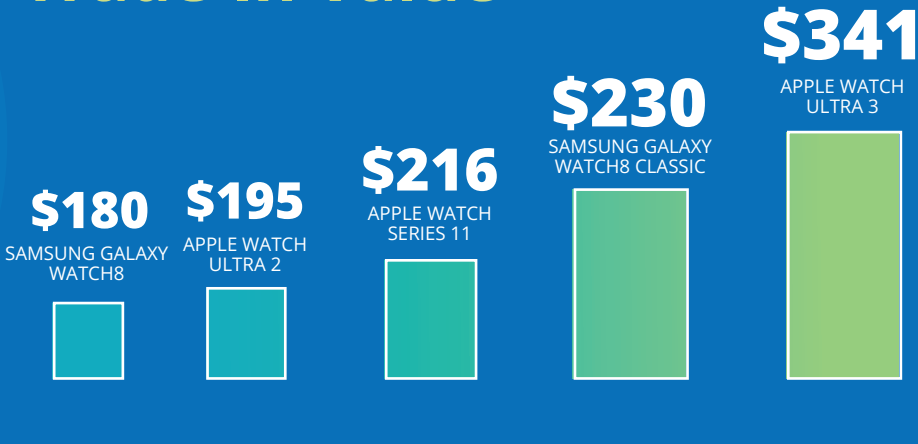
Average Age (in Years) of Device at Trade-In or Upgrade



- Android Smartphone 3.76
- Apple iPhone 4.03
- Combined 3.96

U.S.-only data

Smartwatches 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