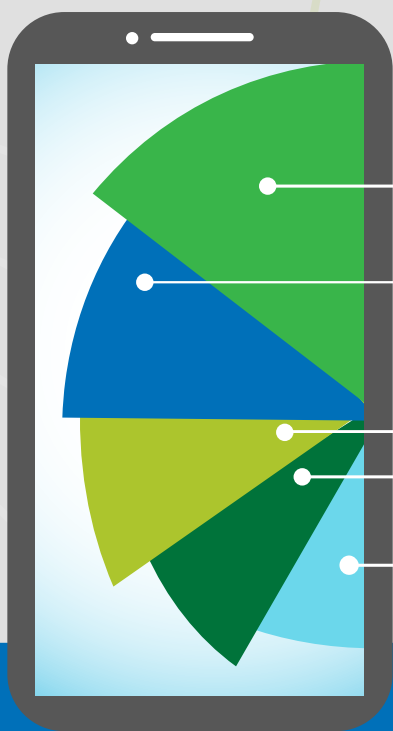


# Mobile Trade-In and Upgrade Industry Trends

Q3 2025 SUMMARY

## Top 5 Devices Received From Trade-In and Upgrade Programs



- 30.21% iPhone 13
- 19.88% iPhone 13 Pro Max
- 19.16% iPhone 14 Pro Max
- 15.59% iPhone 14
- 15.16% iPhone 14 Pro

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$134	\$212
Australia/New Zealand	\$145	\$215
Canada	\$ 68	\$129
Europe**	\$126	\$220
Latin America***	\$ 57	\$201
United States	\$ 88	\$145

## Money in Customers' Hands

An estimated

\$1.59B

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



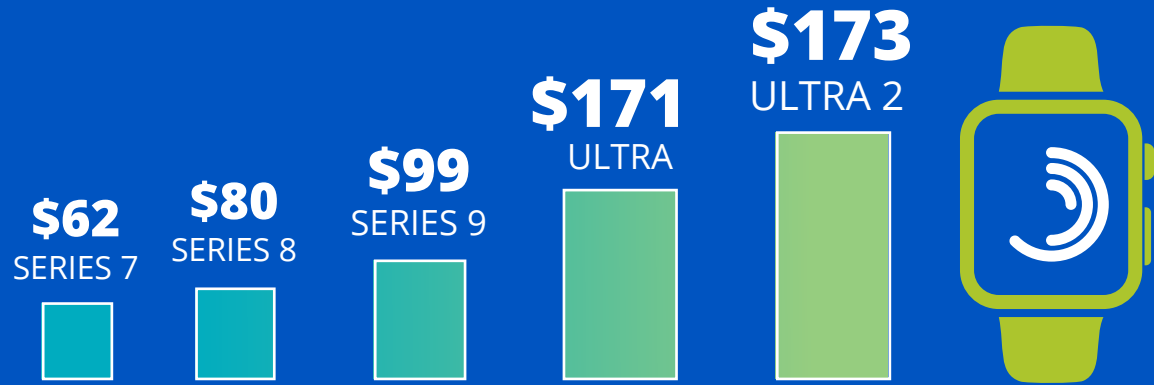
## Average Age (in Years) of Device at Trade-In or Upgrade



- Android Smartphone 3.81
- Apple iPhone 3.80
- Combined 3.80

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