

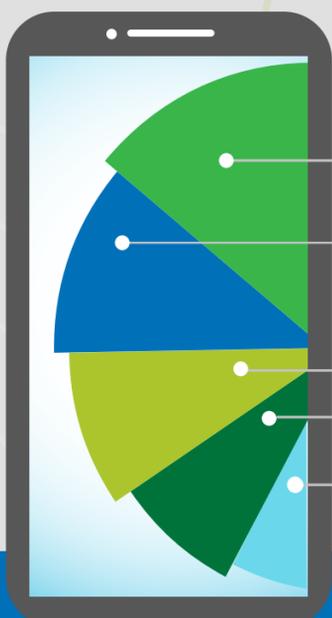


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q4 2024 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 28.02%** iPhone 13
- 22.57%** iPhone 13 Pro Max
- 18.39%** iPhone 12
- 15.61%** iPhone 11
- 15.41%** iPhone 13 Pro

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$114	\$219
Australia/New Zealand	\$116	\$201
Canada	\$ 55	\$143
Europe**	\$117	\$224
Latin America***	\$ 51	\$192
United States	\$ 69	\$149

Money in U.S. Consumers' Hands

An estimated

\$1.7B

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 **3.56**
- Apple iPhone **3.63**
- Combined **3.61**

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