



ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q3 2024 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 23.23% iPhone 13
- 22.62% iPhone 11
- 21.62% iPhone 12
- 17.57% iPhone 13 Pro Max
- 14.80% iPhone 12 Pro Max

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$118	\$270
Australia/New Zealand	\$143	\$245
Canada	\$62	\$153
Europe**	\$129	\$242
Italy	\$178	\$286
Latin America***	\$57	\$249
United States	\$84	\$168

Money in Customers' Hands

An estimated

\$1.092B

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

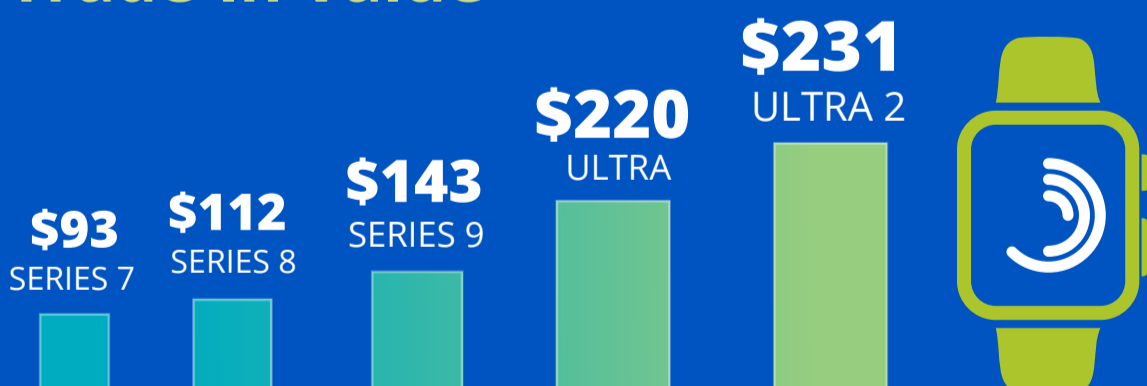
Average Age (in Years) of Device at Trade-In or Upgrade



- Android Smartphone **3.38**
- Apple iPhone **3.69**
- Combined **3.61**

U.S.-only data

Apple Watches Average Trade-In Value



U.S.-only data

Best Practices for Your Trade-In Program

- Ensure trade-in is integrated within the buy flow of new devices
- Stay aware of your competitors' trade-in offers and adjust accordingly
- Use the value of the trade-in offer to offset the cost to acquire
- Providing instant credit with chargeback is vastly superior to bill credits and store credits
- Include key messages around the benefits of trade-in such as maximizing latent value, convenience, and/or good for the environment

[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 the United Kingdom
 *** Data gathered from Brazil, Chile, and Mexico

Industry insights based on information from Assurant.

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