

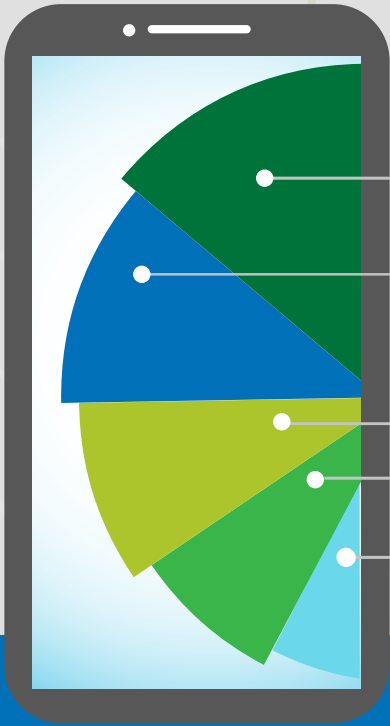


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

2024 ANNUAL SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



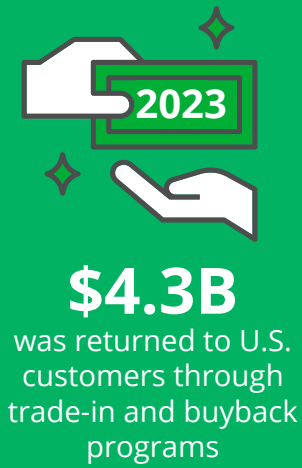
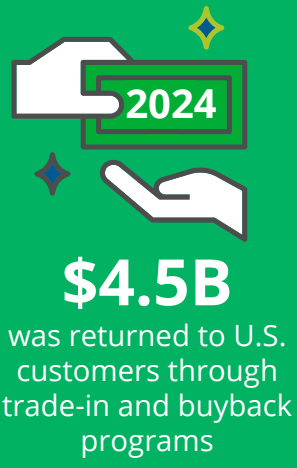
- 23.59%** iPhone 11
- 22.50%** iPhone 13
- 21.35%** iPhone 12
- 17.28%** iPhone 13 Pro Max
- 15.28%** iPhone 12 Pro Max

U.S.-only data

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

	Android Smartphone	Apple iPhone
Asia*	\$124	\$232
Australia/New Zealand	\$126	\$224
Canada	\$ 55	\$144
Europe**	\$120	\$228
Latin America***	\$ 60	\$217
United States	\$ 75	\$157

Money in U.S. Consumers' Hands

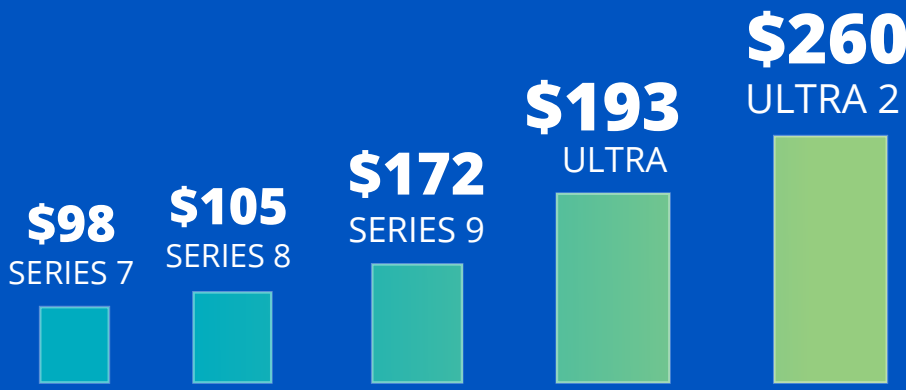


Average Age (in Years) of Device at Trade-In or Upgrade

	2024	2023	2022
Android Smartphone	3.52	3.36	3.35
Apple iPhone	3.67	3.49	3.41
Overall Average	3.64	3.46	3.39

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

Insights based on information from Assurant