

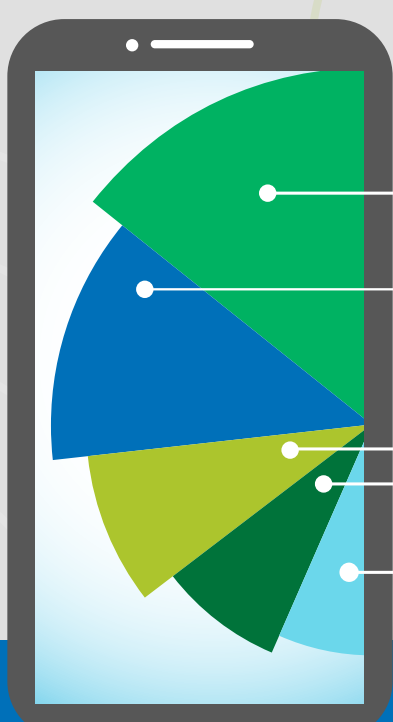


ASSURANT®

Mobile Trade-In and Upgrade Industry Trends

Q2 2024 SUMMARY

Top 5 Devices Received From Trade-In and Upgrade Programs



- 31.01% iPhone 11
- 21.70% iPhone 12
- 19.59% iPhone 13
- 14.17% iPhone 12 Pro Max
- 13.52% iPhone 13 Pro Max

Average Trade-In Values (TIV)



Android Smartphone
\$103.45

Apple iPhone
\$198.01

Overall Average
\$141.02

Money in Customers' Hands

An estimated

\$829M

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



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

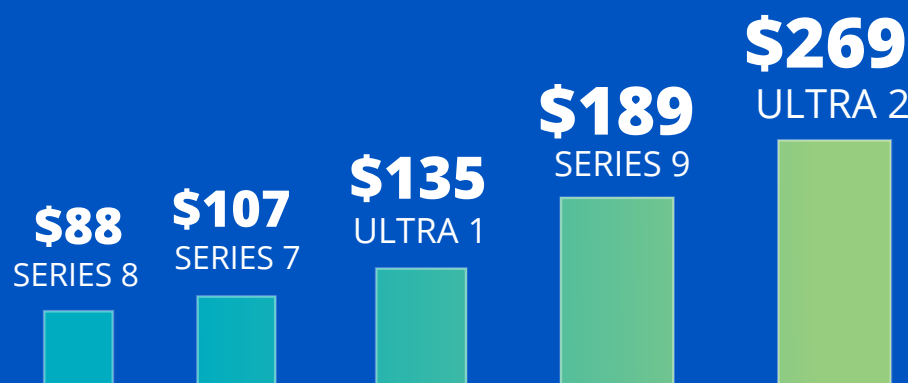


Android Smartphone **3.50**

Apple iPhone **3.78**

Combined **3.71**

Apple Watches Average Trade-In Value



[Read the Blog](#)

Insights are based on information from Assurant.

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