



Pre-Owned Smartphone Market

A Connected Intelligence Report

November 2024

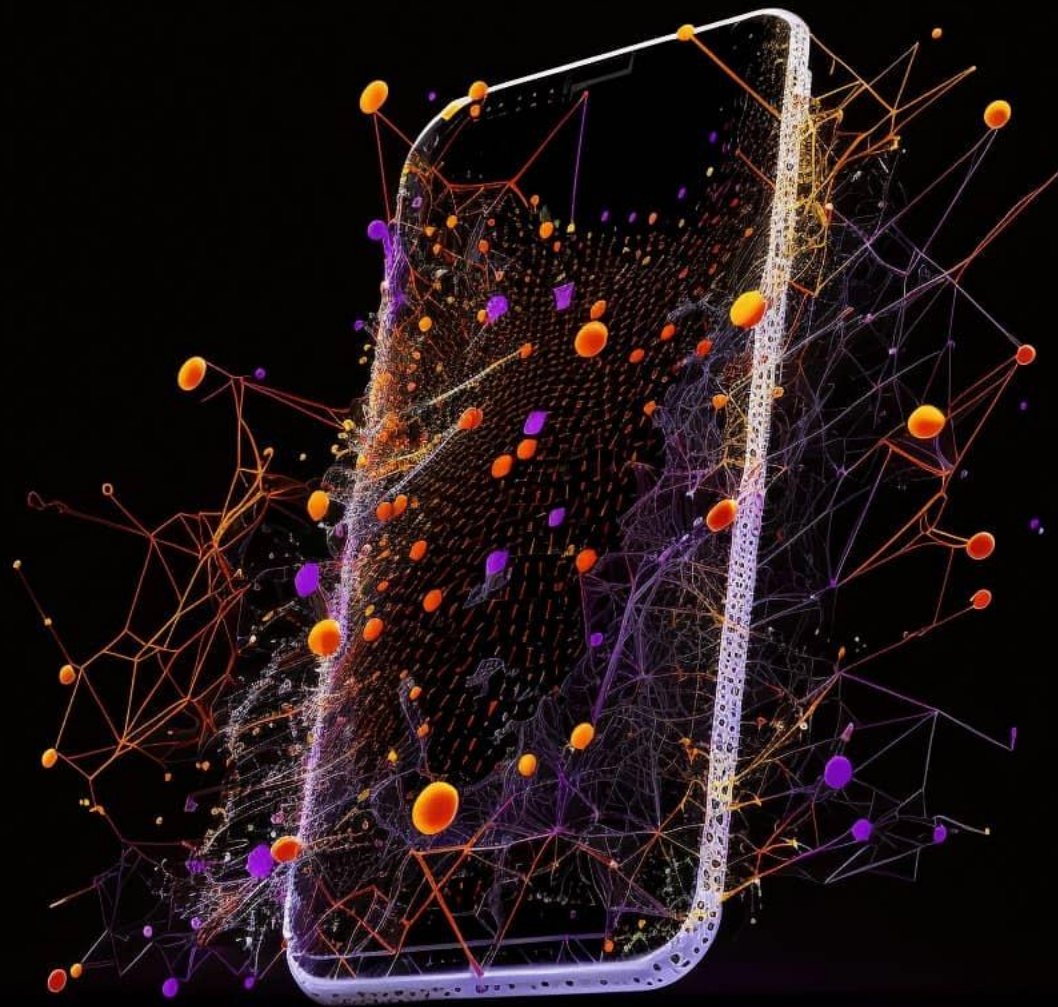


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Innovation

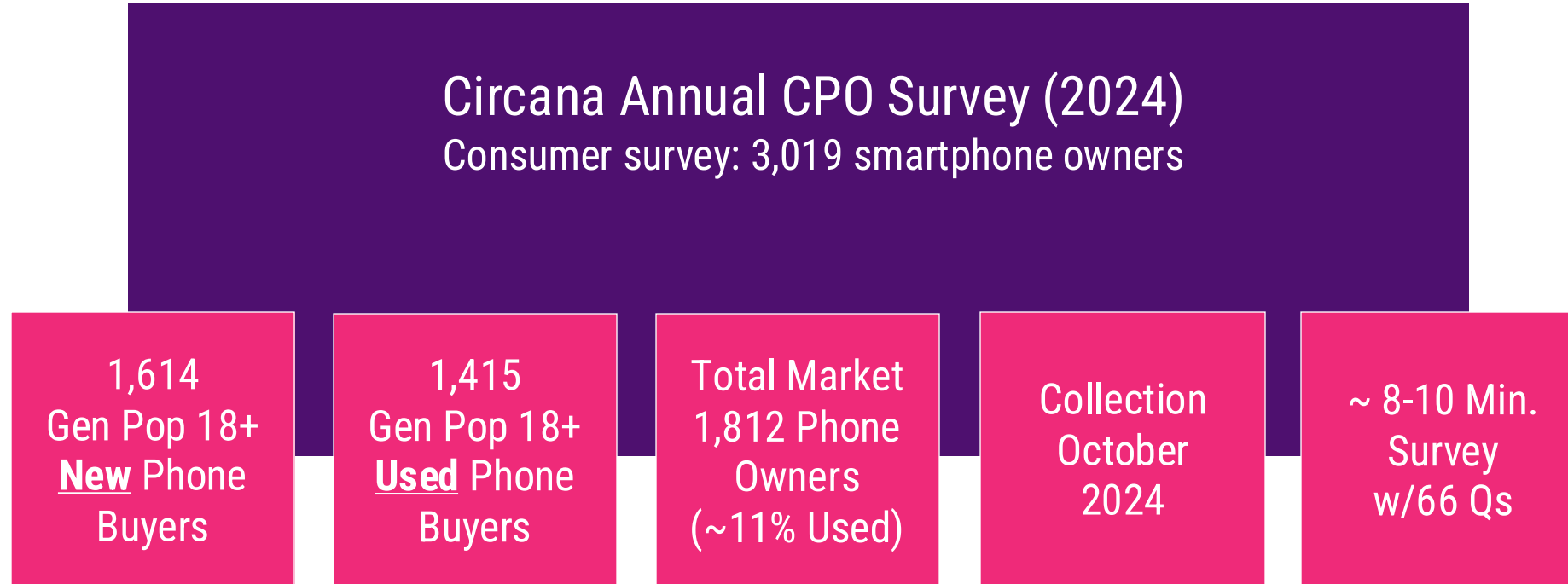
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Methodology



Report Methodology: The Certified Pre-Owned Smartphone Report is based on Circana’s custom deployed survey of 1,614 brand-new and 1,415 pre-owned smartphone buyers who are all 18+ aged consumers residing in the U.S. The survey was deployed in October 2024. The collected data is weighted against the U.S. Gen Pop 18+ demographics. Total market views provided in the report are based on the responses of the initial 1,804 respondents, 11% of which were pre-owned smartphone owners. The sample size for pre-owned segment was then augmented to reach 1,415 respondents.

Smartphone Condition Definitions

Smartphone Purchase Condition/Type	Description
Brand New	<ul style="list-style-type: none"> • Purchased as “new”
Used	<ul style="list-style-type: none"> • Sold by a private seller, often in “as is” condition
Repaired / Refurbished	<ul style="list-style-type: none"> • Lightly repaired/refurbished used phone • Sometimes comes with limited warranty (30 or 60 days)
Certified Pre-Owned (CPO)	<ul style="list-style-type: none"> • Repaired/Refurbished by Authorized Service Repairers • Key parts not typically replaced with new ones • Typically sold from Carriers or authorized resellers/retailers as “Certified Pre-Owned” or “CPO” • Often comes with limited warranty (up to 90 days)
Manufacturer Certified Re-Newed/Pre-Owned (MCR)	<ul style="list-style-type: none"> • Repaired/Refurbished by the actual device maker • Key parts are replaced with new ones • Typically sold directly by the manufacturer • Comes with long-term warranty (12 months or more)

Pre-Owned (All)

Executive Summary

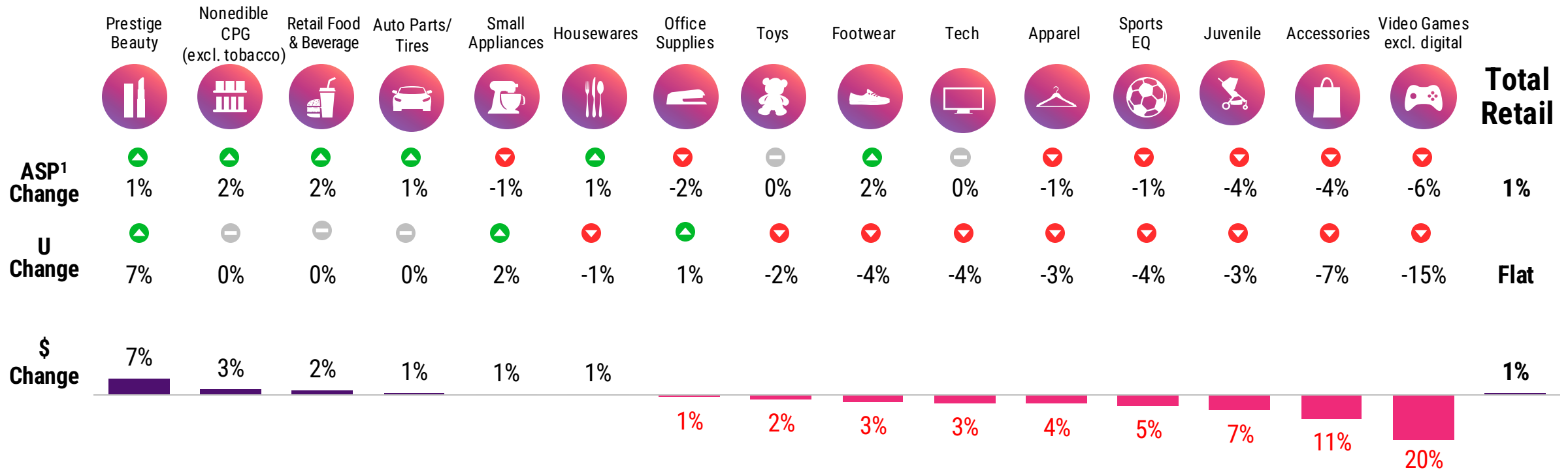
- **Strong year for CPO:** An estimated 11% of U.S. consumers are on a pre-owned smartphone, and 30% of these users own a certified (manufacturer or non-manufacturer certified) model, up 3 pts from last year. The expansion of reverse logistics centers should help the certified phone market gain additional momentum in 2025.
- **Consumers to remain frugal in 2025:** While the declining interest rates will open up consumers' discretionary wallets in 2025, ongoing inflation (and possible extra pressures from tariff wars) could drive prices higher, thus pushing price sensitive customers over to affordable options such as CPO models.
- **Older generation supply diminishes CPO appeal:** With average device age reaching record-high levels, the supply side of the pre-owned market will suffer in the coming years as many of the traded-in devices will be over 3 years old. The fact that many grade A devices are routed to insurance claims and the ongoing interest from international markets due to higher margins, the CPO supply in 2025 could be limited for consumers.
- **AI interest is tempered:** Despite heavy marketing, awareness and interest level for AI features on smartphones have not yet skyrocketed. Users continue to prioritize fundamentals, thus giving the CPO market an extra opportunity for growth in 2025.
- **Battery, battery, battery:** As in the previous years, smartphone battery performance continues to top the charts in all related questions. 70% of pre-owned buyers are aware of battery replacement programs and almost two thirds show interest getting their batteries replaced instead of getting a new phone.
- **Apple grows share in CPO:** Apple has a strong lead in the US smartphone market, and its growth trajectory is no different in the CPO space due to "buy online, pick up in store" at retail. As in the previous year, we expect Apple to further grow its CPO base thanks to its direct-to-consumer program.
- **Prepaid carriers getting serious about CPO:** Verizon, which is the only major carrier to run a CPO program, has built a strong lineup of CPO iPhones for its new generation prepaid brands including Visible and Total Wireless. Samsung inventory remains more limited, posing an opportunity for growth.
- **Kids market still promising:** Brand new devices account for almost 90% of the total market but 40% of kids get a pre-owned smartphone as their first. Android is top choice for most of the market (including some iOS households) due to cost. The Android-to-iOS migration challenge, however, remains.
- **Not everyone can afford flagships:** More than half of pre-owned customers plan to spend less than \$500 for their next phone, and as much they would like to get their hands on a pre-owned flagship, it may still be out of their reach.
- **Sustainability marketing paying off:** Pre-owned buyers' sentiment towards sustainability is at all time high thanks to brands' eco-friendly marketing.

Macro Economic Environment



Total retail performance by industry: YTD 2024

In the first half of 2024, prestige beauty remained the fastest growth industry, however growth rates have slowed.



Source: Circana, Retail Early Indicator, **35WE 08/31/2024 vs. YAG** (general merchandise);
 Circana, Total Market View MULO+ with Conv & Perimeter (F&B/nonedible CPG- excluding tobacco)- week ends on a Sunday, WE 09/01/2024
¹ASP reflects average price per unit

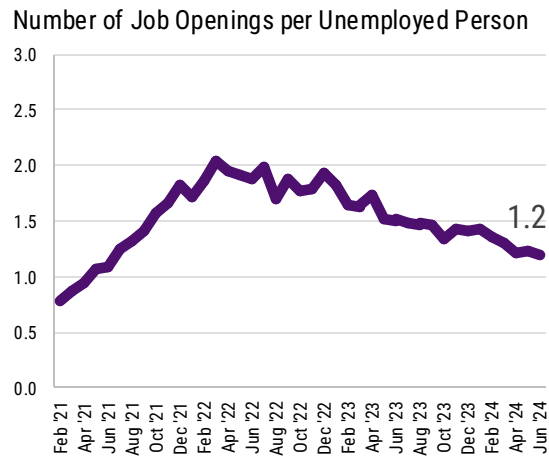


Beyond inflation...

Other economic factors impacting consumer spend

01

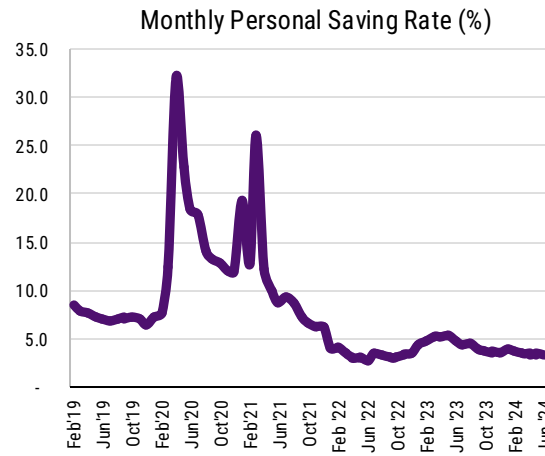
Tight labor market slowing



As of June 2024, there were 1.2 job openings for every available worker.

02

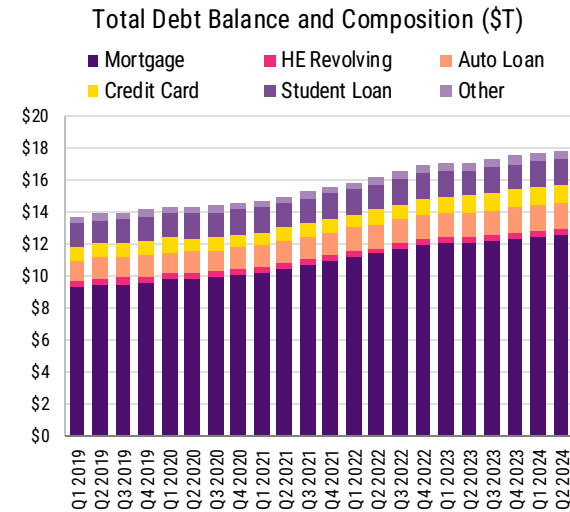
Falling personal saving rate



The 2023 average monthly personal saving rate was 4.5%, about 5 points lower than the 2019-2022 monthly personal saving rate average. The Jan-Jun 2024 average personal saving rate was 3.6%.

03

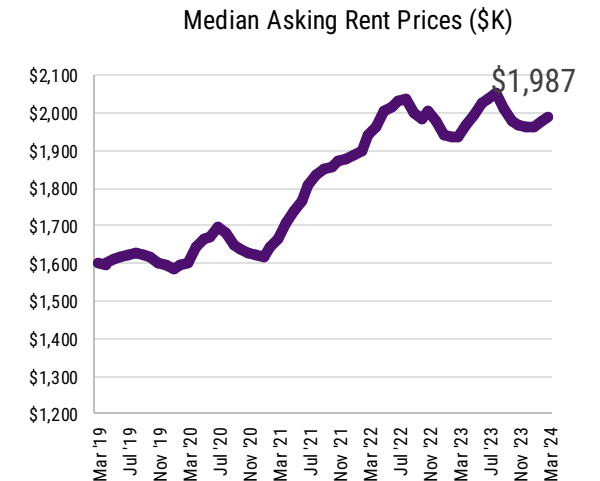
Increasing household debt, driven by credit



In Q2 2024, total debt rose to \$17.8 trillion. Credit Card balances increased 11% vs. prior year, maintaining a series high of over \$1T.

04

Cost of housing is shifting



The average monthly rent in March 2024 was flat compared to February and up 3% compared to last year. As of 2019, renters accounted for 36% of the nation's 123 million households.



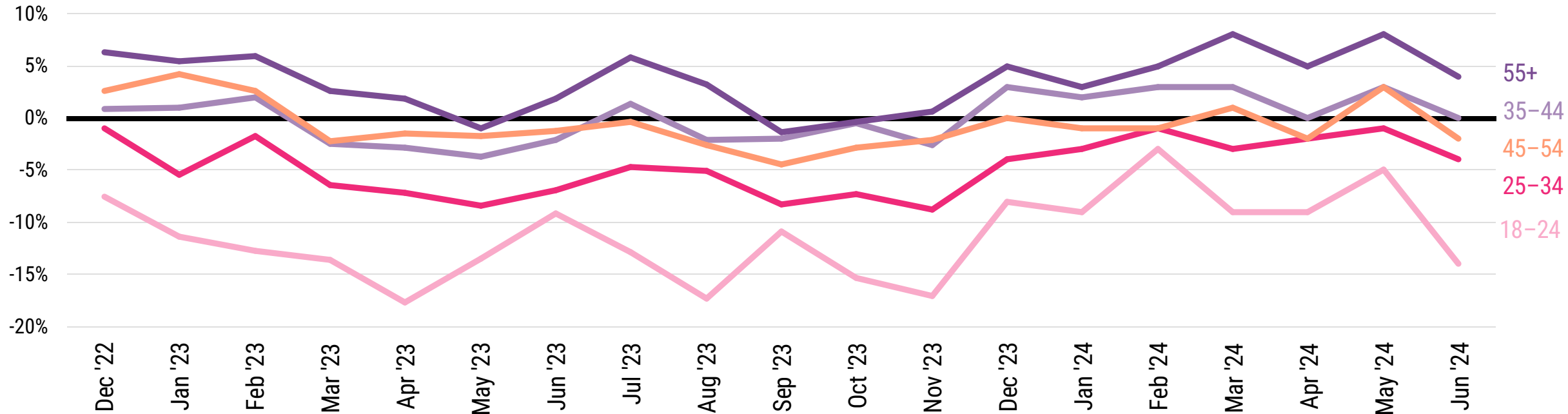
Source: U.S. Bureau of Labor Statistic; Source: New York Federal Reserve/ BEA/Census, Moody's Analytics; Redfin Monthly Rental Market Data

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Young adults feel the heat of the economy

Consumers aged 55+ general merchandise spend outpaced (+5% YTD), while **18-34 declined in double digits**. This is the segment that drives accelerated device upgrades and new product/service adoption like wearables.

General Merchandise Monthly Spend by Age Group, Percent Change vs. Prior Year

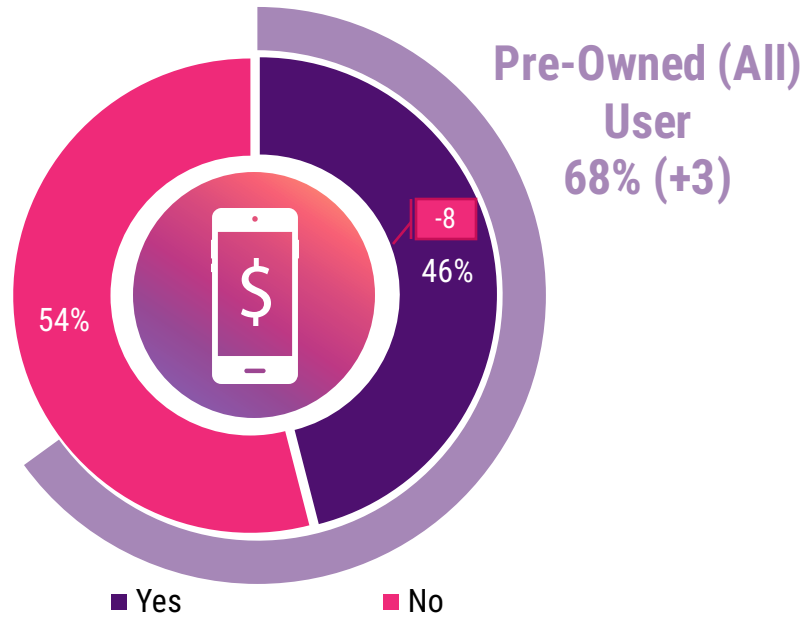


Source: Circana, Checkout, general merchandise
 Industries include: Accessories, Apparel, Auto Products, Footwear, Home Décor, Home Improvement, Home Textiles, Housewares, Juvenile, Office Supplies, Remaining GM, Sports EQ/Team Sports, Prestige Beauty, Small Appliances, Technology, Toys, Video Games

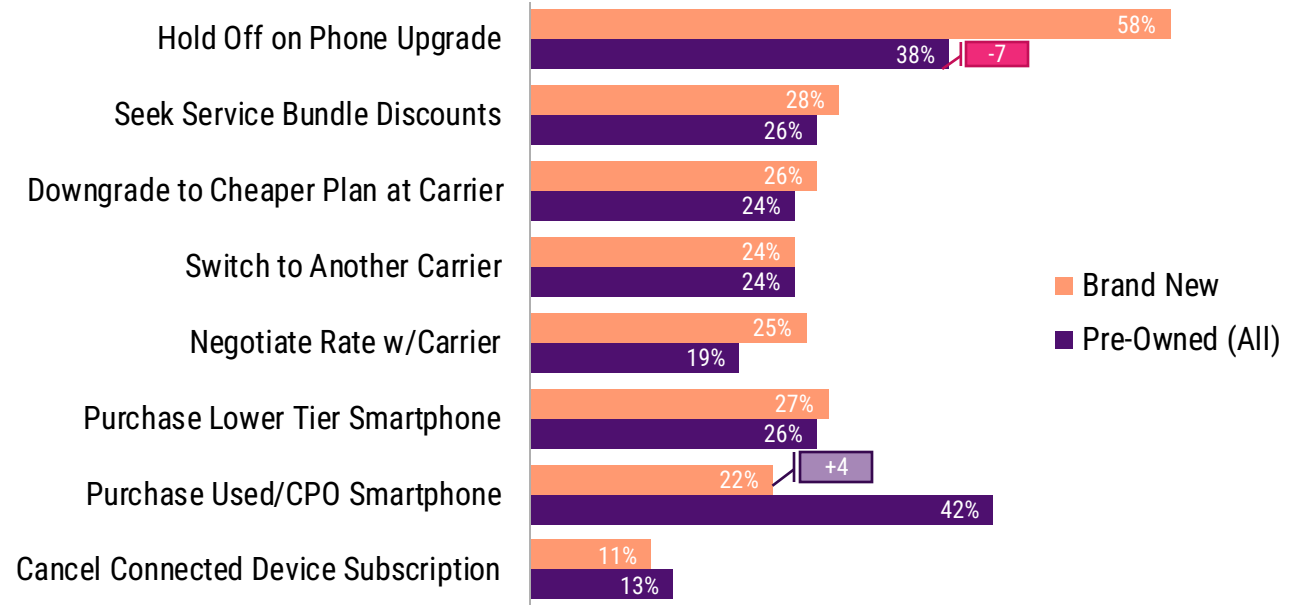


Consumers remain frugal on mobile spending

Already Have or Plan to Spend Less on Mobile



Measures of Cutback on Mobile Spending



Pre-owned (including Used, Refurbished, Certified Pre-Owned and Manufacturer Certified) smartphone users have a much higher propensity to cut back on mobile spending, and while not as dramatically as new phone buyers, more than a third of them plan to prolong the lifecycle of their current smartphone rather than replacing it with another one. In contrary, **22%** of new phone buyers who plan to cut back on mobile spending, consider purchasing a pre-owned smartphone instead of a new smartphone. The repeat CPO purchase behavior is also apparent as **42%** of pre-owned buyers cited that they will be in the market for another pre-owned device when it is time to get a phone replacement. Notably, a quarter of pre-owned phone users plan to switch to another carrier to cut down on their service costs, thus have the potential to be lured into a free new phone deal at their new carrier rather a CPO BYOD scenario (especially when legacy plan prices are rising).



Pre-Owned Market Distribution



CPO market poised for growth

Economic conditions remain challenging for most consumers, and CPO phones can address the need to replace aging devices

The pre-owned smartphone in the US continues to remain resilient thanks to strong demand driven by consumers' deteriorating financial conditions due to the inflation, and the growing pool of second-life devices. The pre-owned smartphone supply has been gradually growing as device trade-ins have become an integral part of U.S. carriers' switcher and retention promotions. Circana estimates that a **30%** of U.S. smartphone owners (over **40%** among brand-new phone buyers) have traded in their previous phones when upgrading to their current device. The trade-in adoption figures are poised to grow as 38% (up from 32% two years ago) of smartphone owners plan to trade in their current phone when upgrading. On the other hand, the aging installed base of devices will adversely impact the upcoming CPO supply, which will skew towards n-3/n-4 models as most flagship users do not upgrade to a new phone before 40 months.

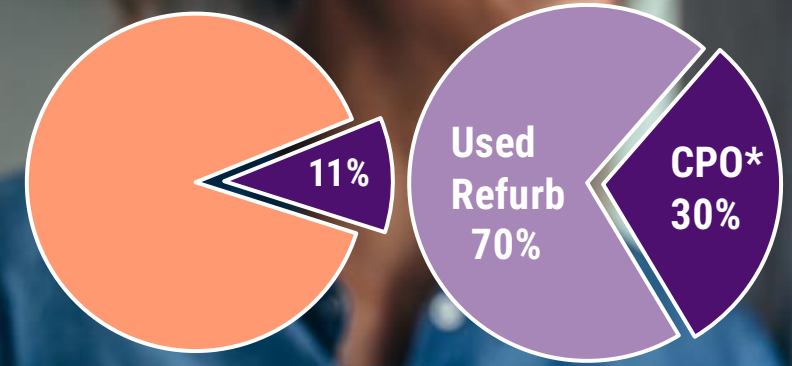
In 2024, we have witnessed saw pre-owned phones, especially the certified models, rise in popularity as consumers' priority shifted from discretionary spending to affording necessities. New phone sales consecutively dropped in double digits from last year as consumers held off on upgrades, but share of pre-owned phones inched higher. Circana estimates that 11% of U.S. consumers own a smartphone they purchased pre-owned, and 30% of these were certified models.

We maintain our stance on the bullish outlook for CPO phones throughout 2025 thanks to the continuously improving reverse logistics industry standards growing consumers trust in second-life models.



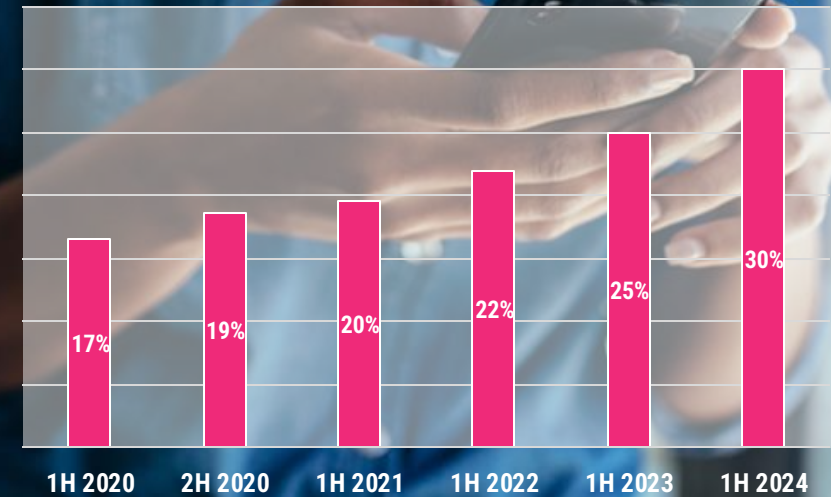
Source: Market Split – Circana Connected Intelligence Mobile CPO Survey, October 2024
Source: Trade-in Adoption – Circana Connected Intelligence Mobility Survey, August 2024

*CPO includes Manufacturer Certified Renewed (MCR) and non-Manufacturer Certified



Brand New
89%

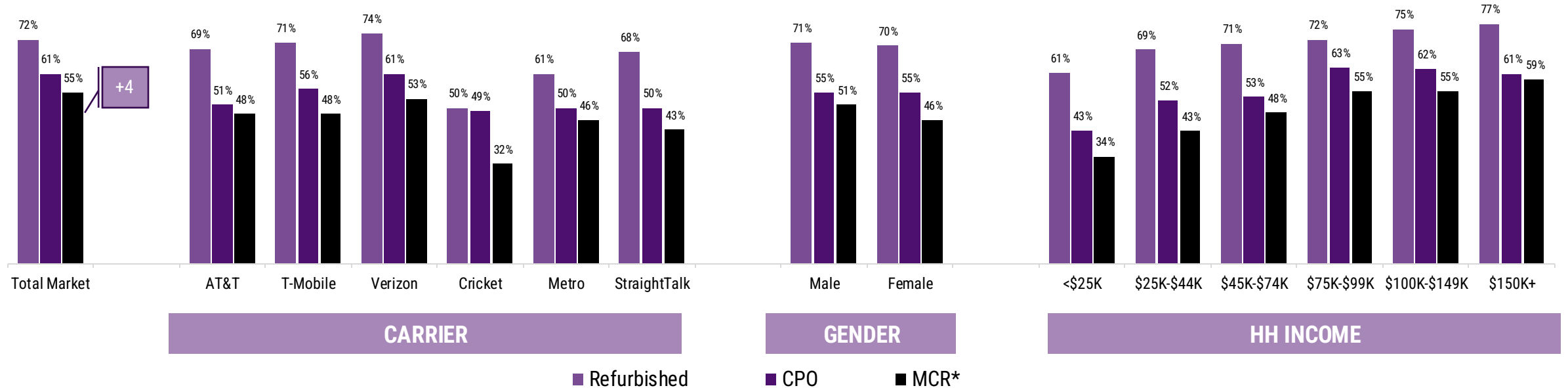
CPO*
30%
(+3% from '23)



Trade-in Adoption

Mfr. Certified Renewed awareness grows in 2024

Awareness of Pre-Owned Smartphone Types



Previously discussed economic headwinds, marketing efforts by device brands, carriers and retailers collaboratively help grow awareness of certified pre-owned smartphones. Manufacturer renewed phone awareness jumped 4 pct. points from last year thanks to Samsung’s strong marketing. Non-certified refurbished devices lead in awareness due to longer presence and cross-category cognizance in the market. Certified phones are still known by half of consumers, and certain segments such as **affluent male users noticeably over-index in awareness** of both certified and manufacturer certified renewed options. Notably, Verizon users over-index in awareness of certified pre-owned phones as it is the only major carrier to directly sell CPO phones.

*MCR: Manufacturer Certified Renewed



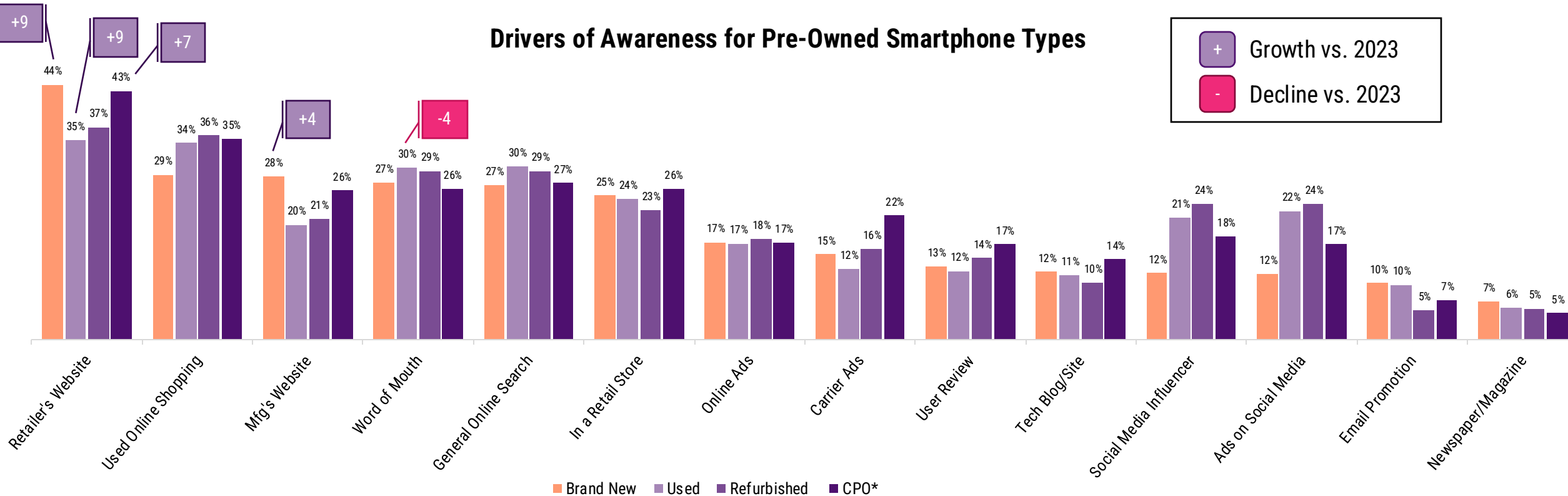
Source: Circana Connected Intelligence Mobile CPO Survey, October 2024

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CPO* users over-index in top awareness drivers

Drivers of Awareness for Pre-Owned Smartphone Types

+ Growth vs. 2023
- Decline vs. 2023



Channels that sell pre-owned devices—like **retailer and manufacturer websites, carrier ads, and retail stores**—stand out as top sources of awareness of pre-owned types for CPO smartphone owners, with growth in retail sites. Another important source of awareness is consumers’ online shopping journeys when specifically searching for a used product on sites like eBay and Craigslist. Looking at the 26% of CPO* owners who report awareness from a manufacturer’s website, this rises to 29% among only Manufacturer Certified Pre-Owned owners, revealing the difference **manufacturer sites make in CPO type purchased**.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

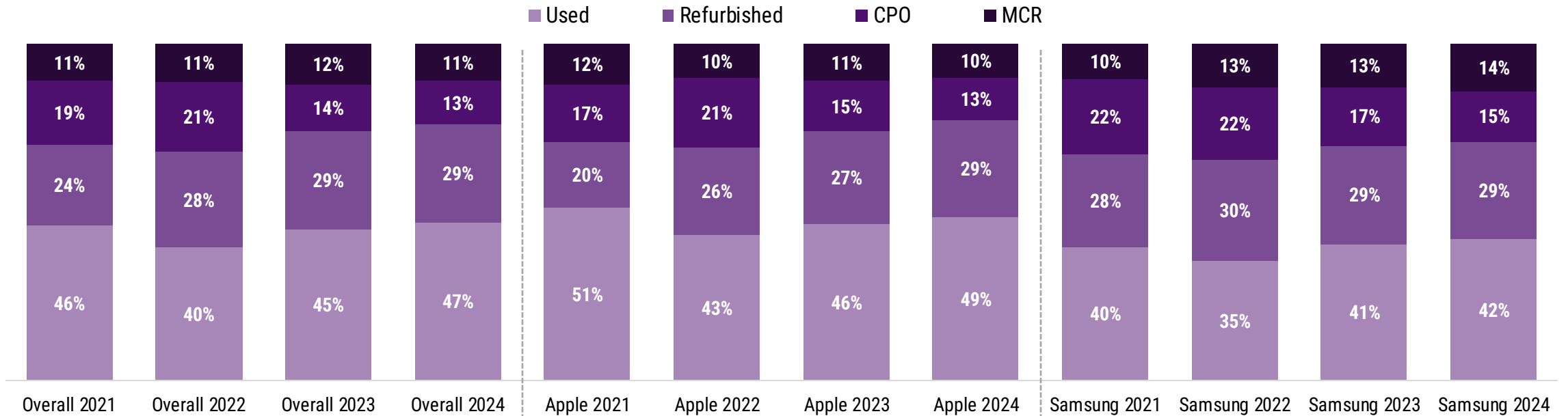


Source: Circana Connected Intelligence Mobile CPO Survey, October 2024

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“As is” used phones regain share of pre-owned

Pre-Owned Phone Type by Smartphone Brand



Samsung continues to lead the manufacturer pre-owned market. Samsung’s Manufacturer Certified Re-Newed share reaches 14% of Samsung’s total pre-owned base. A small increase in the total market’s “as-is” used segment can be attributed to **economic hardships** driving consumers to seek lowest prices. Apple owners remain more likely to own “as is” used phones than other types of refined pre-owned ones despite the brand’s new manufacturer certified pre-owned direct-to-consumer efforts. Apple is an aspirational brand, leading consumers of varying income levels to seek lower-cost iPhones.

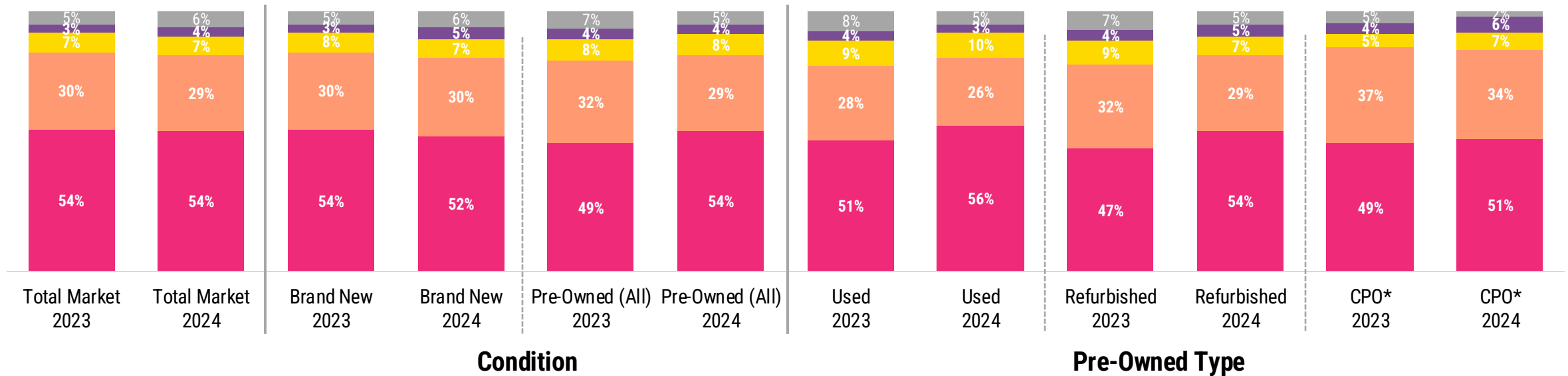
Phone Condition Landscape



Apple gains some share of Pre-Owned market

Brand Mix by Smartphone Type

■ Apple ■ Samsung ■ Motorola ■ Google ■ Other



Apple has a larger share of used smartphone customers, rather than CPO, whereas Samsung’s share of CPO smartphones remains greater than that of Refurbished or Used. This indicates **Samsung customers’ commitment to high quality devices**.

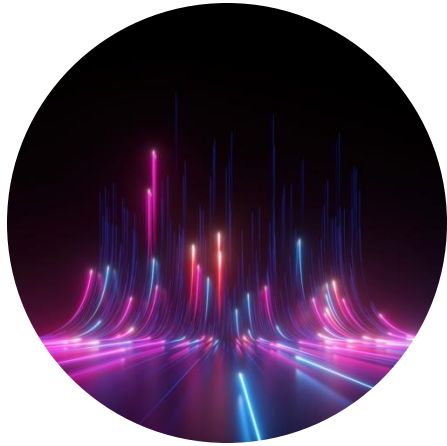
Google has begun selling Manufacturer Certified Pre-Owned smartphones on its website as well, which may drive the brand’s CPO share.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

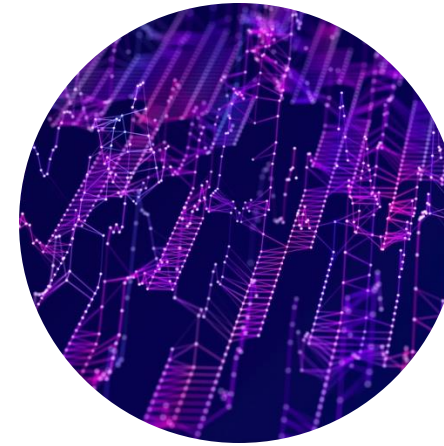
Price Patterns in Pre-Owned



Smartphone Condition

Smartphones overall saw **increased prices paid** since last year, including pre-owned. In fact, 38% of total pre-owned smartphones cost their users \$400 or more.

In response to rising costs, there has been an **increase in pre-owned smartphone installment plan** adoption. This is assisted by the newfound availability of flexible payment plans from manufacturers and online sellers.



Brand Implications

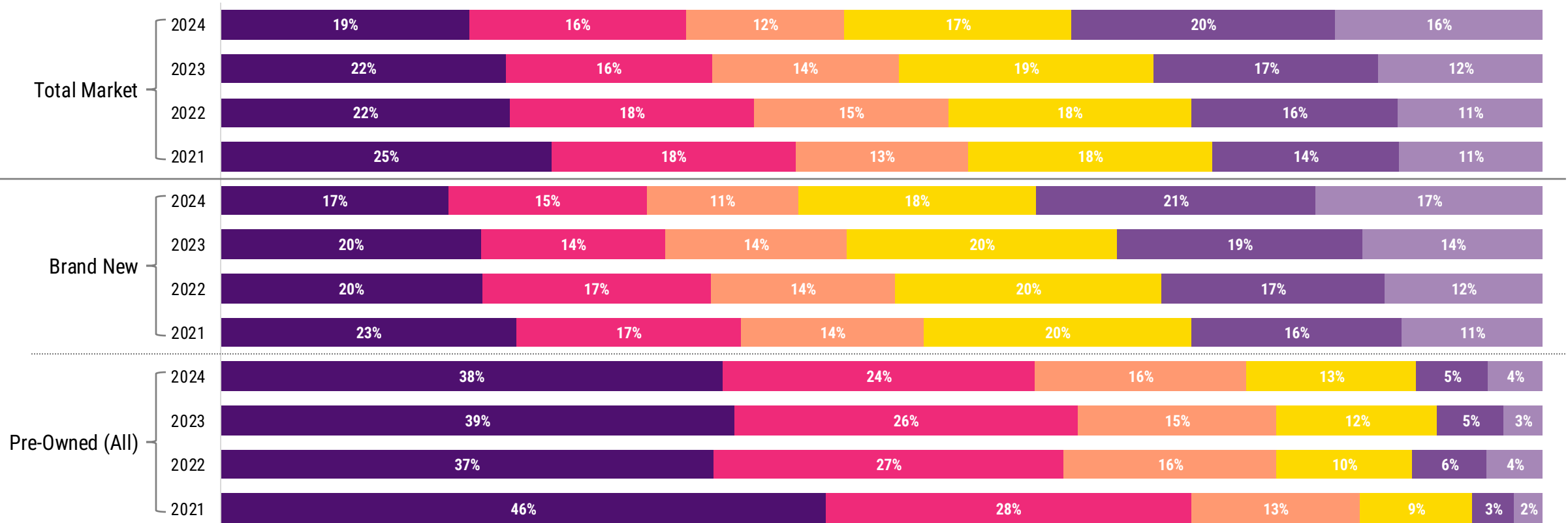
The \$600+ segment grew for pre-owned Apple and Samsung smartphones. However, the under \$200 segment did see growth among Samsung pre-owned, indicating **opportunities for lower-priced devices**.

Brand-new smartphone prices increased for Apple and Samsung alike. With fewer reasonably-priced New options, smartphone shoppers may turn to pre-owned.

Overall prices increase, including Pre-Owned

Total Price Paid for Smartphone

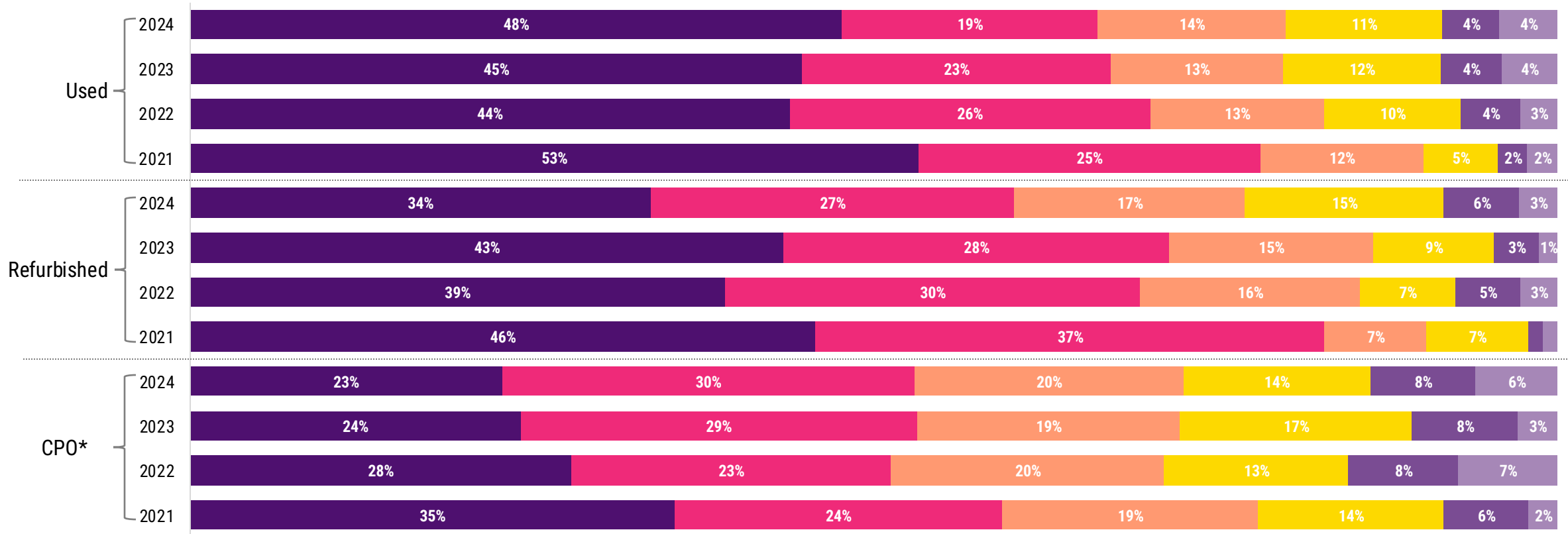
■ Under \$200 ■ \$200-\$399 ■ \$400-\$599 ■ \$600-\$799 ■ \$800-\$999 ■ \$1,000+



Pre-Owned prices \$400+ rise across the board

Total Price Paid for Smartphone by Pre-Owned Type

■ Under \$200
 ■ \$200-\$399
 ■ \$400-\$599
 ■ \$600-\$799
 ■ \$800-\$999
 ■ \$1,000+



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

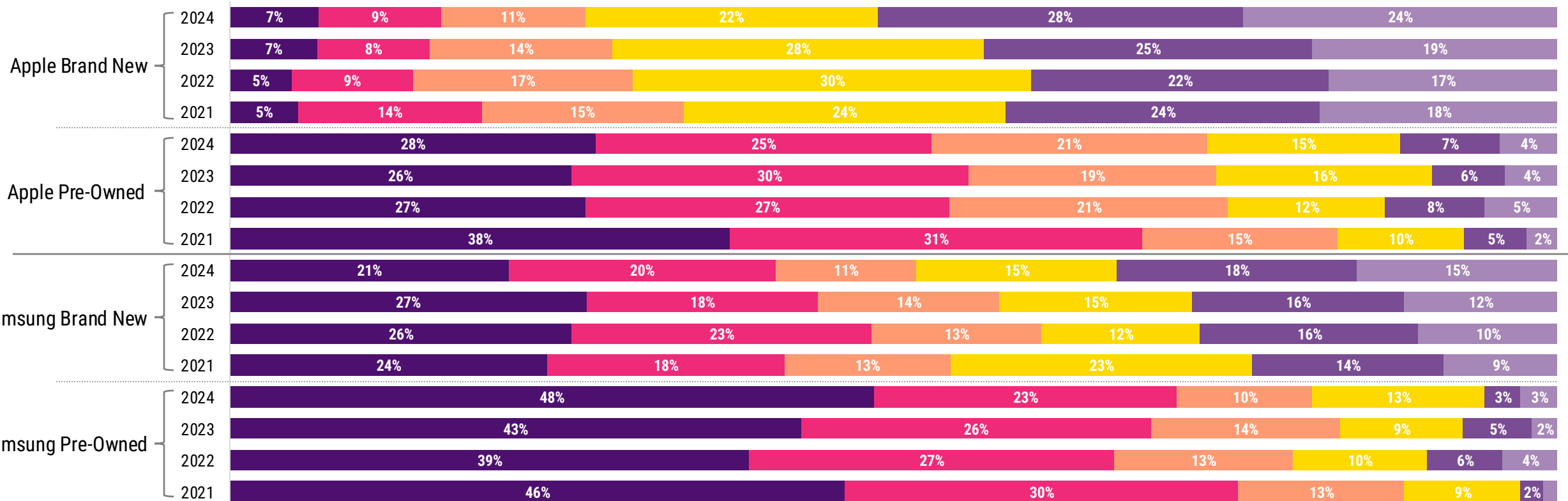


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Apple & Samsung Pre-Owned \$600+ rise vs. 2023

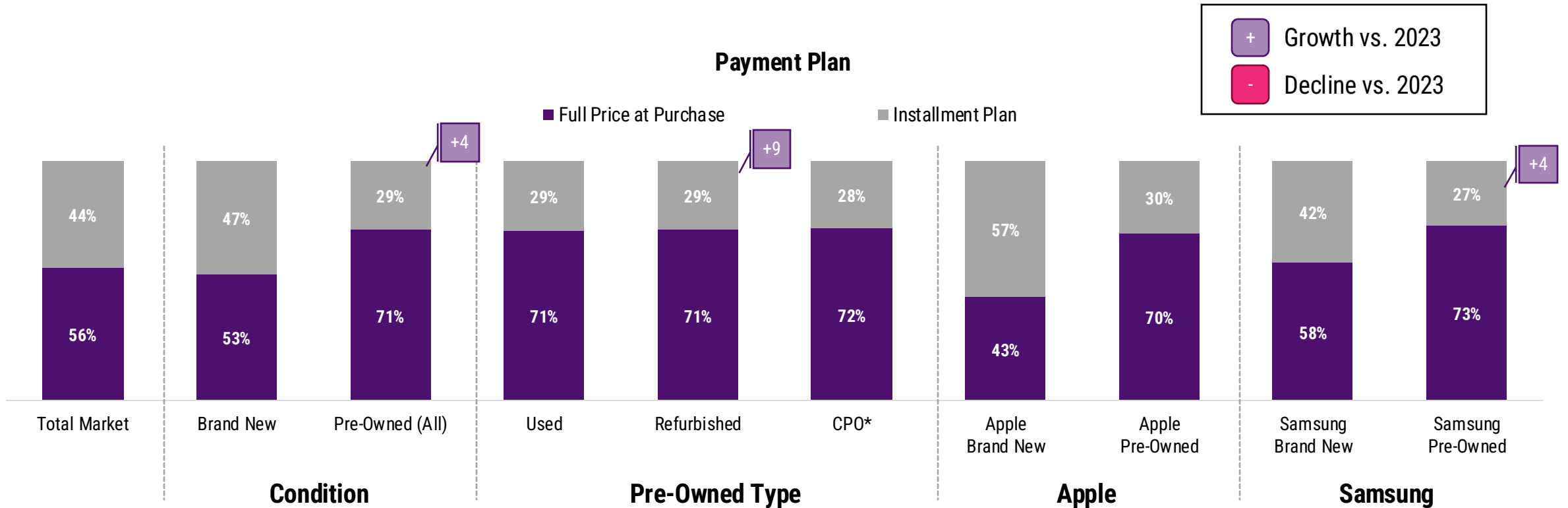
Total Price Paid for Smartphone by Brand and Type

■ Under \$200 ■ \$200-\$399 ■ \$400-\$599 ■ \$600-\$799 ■ \$800-\$999 ■ \$1,000+



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Installment plans more common pre-owned



Installment plans gained popularity among Refurbished smartphone owners due to an increased number of outlets permitting this feature. For example, popular online pre-owned technology website BackMarket permits monthly payments over 3, 6, or 12 months for refurbished devices. For Samsung Certified Re-Newed buyers, **Samsung.com also offers customers a Flexible Financing program** for monthly payment plans over varying lengths of time.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

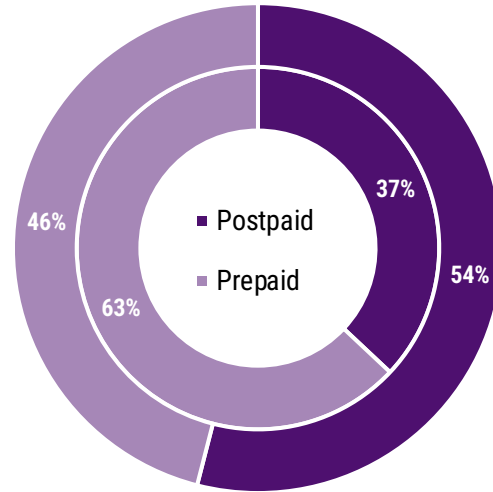
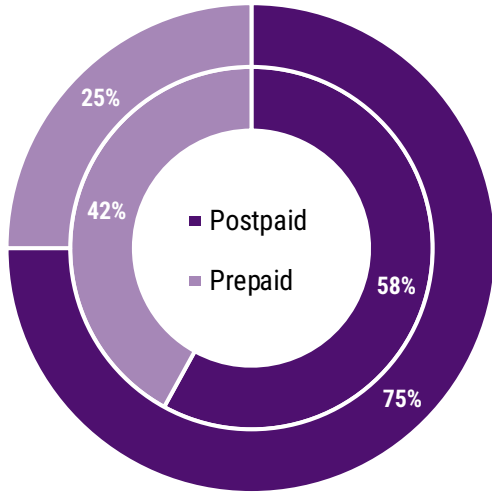


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Budget styles align with plan types

Plan Type: Brand New

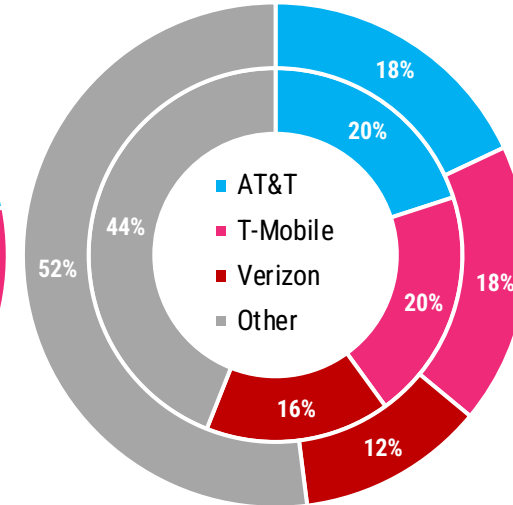
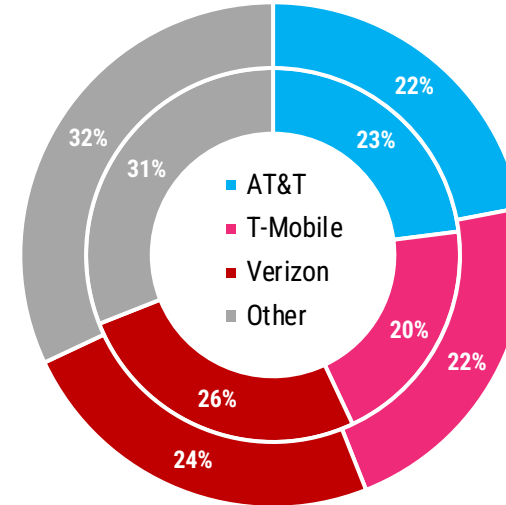
Plan Type: Pre-Owned (All)



Outer Circle: 2024
Inner Circle: 2023

Carrier Share: Brand New

Carrier Share: Pre-Owned (All)



Smartphone owners' budgets are reflected in the service plan types to which they subscribe. Pre-owned smartphone owners are more likely than brand-new buyers to subscribe to more **affordable, simpler prepaid service plans**. We do see a rise in postpaid service overall due to carriers' attractive installment payment plan offerings with smartphone purchases with newer postpaid rate plans, which attract legacy plan subscribers toward new premium plans.

Pre-Owned smartphone owners are more likely than brand new to be on a service plan outside of the big three postpaid carriers. This is due to the proclivity to **purchase the phone unlocked from a manufacturer or marketplace and take it to a more affordable carrier**, rather than brand-new buyers who can take advantage of promotional offers on brand-new smartphones by the postpaid carriers.

Pre-Owned Channel Landscape



Channel Choices

PURCHASE METHOD

Share of pre-owned smartphones purchased in-store was consistent with last year, while individual sellers gained some share. **Brands must get ahead of lower-quality used devices by increasing distribution and awareness of Manufacturer Certified pre-owned smartphones.**

The proportion of Samsung pre-owned smartphone owners who purchased their device in a retail store grew slightly this year. This brings to light an **opportunity for Samsung Certified Renewed smartphones to sell in stores**, with retailer support.

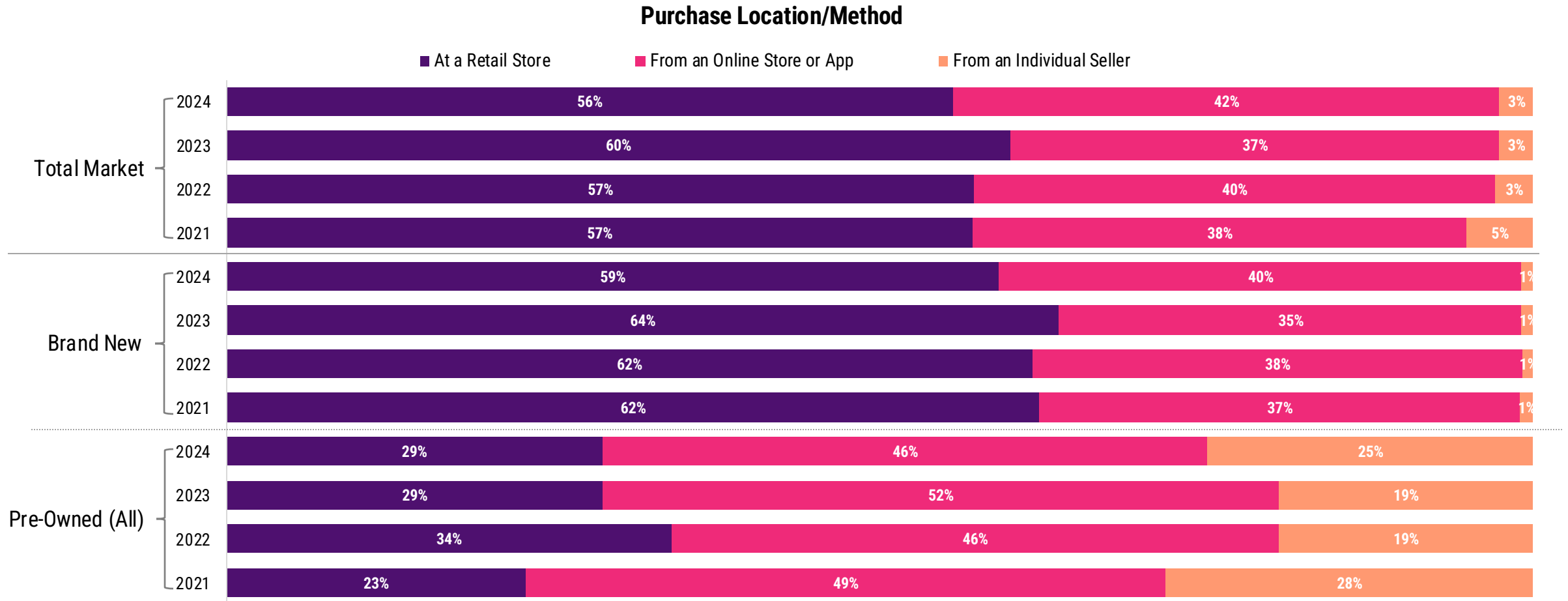
ONLINE CHANNEL

Carrier websites gained share of total Pre-Owned smartphones purchased online, likely due to promotions at prepaid carriers such as Visible and Straight Talk.

More than half of Certified Pre-Owned smartphones purchased online were through **retailer websites**. In-store retailer partnerships could take these sales into the physical form.

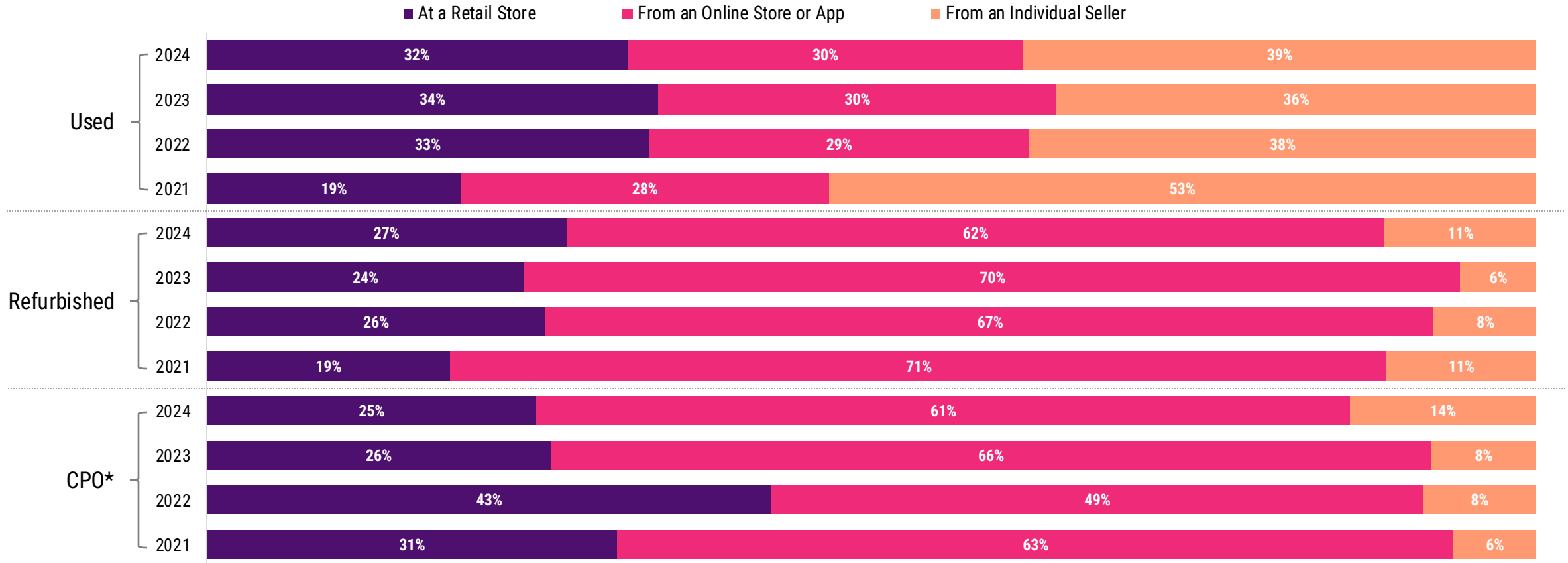
Brand new smartphone owners are more likely to find it **important to see a pre-owned phone in store prior to purchasing** than current pre-owned smartphone owners. Over 51% report this would be extremely important. This is a key to converting brand new buyers to pre-owned.

Individual Sellers rebound in Pre-Owned



Retail stores see increases in Refurbished

Purchase Location/Method by Pre-Owned Type



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

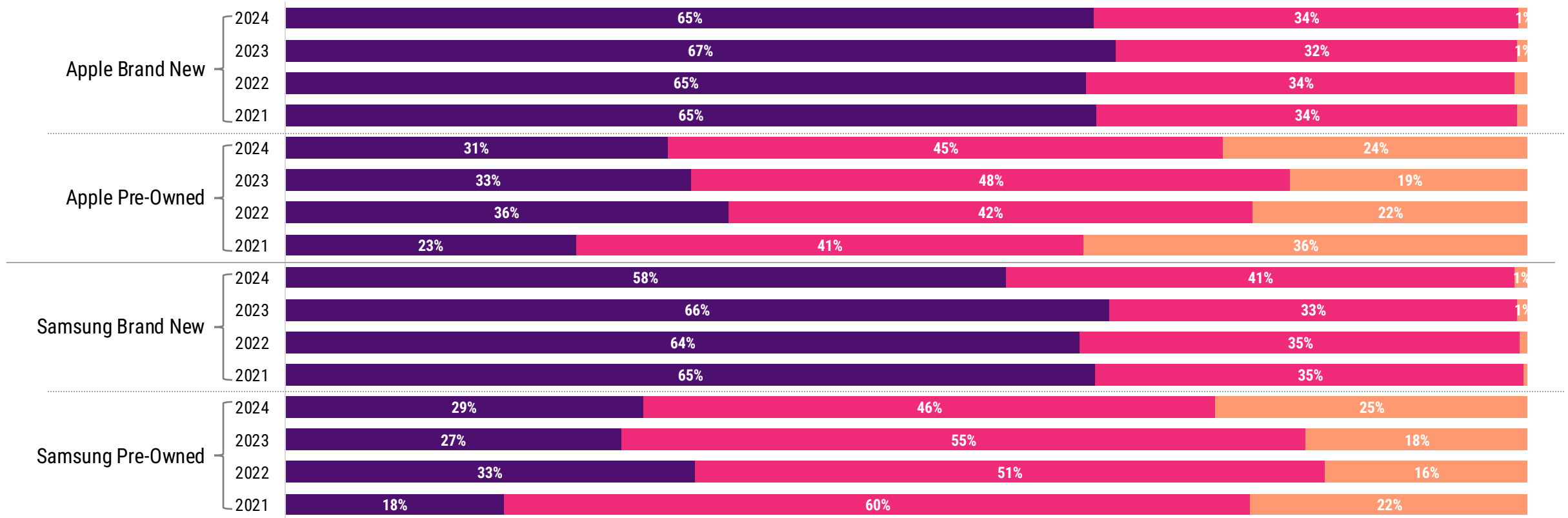


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

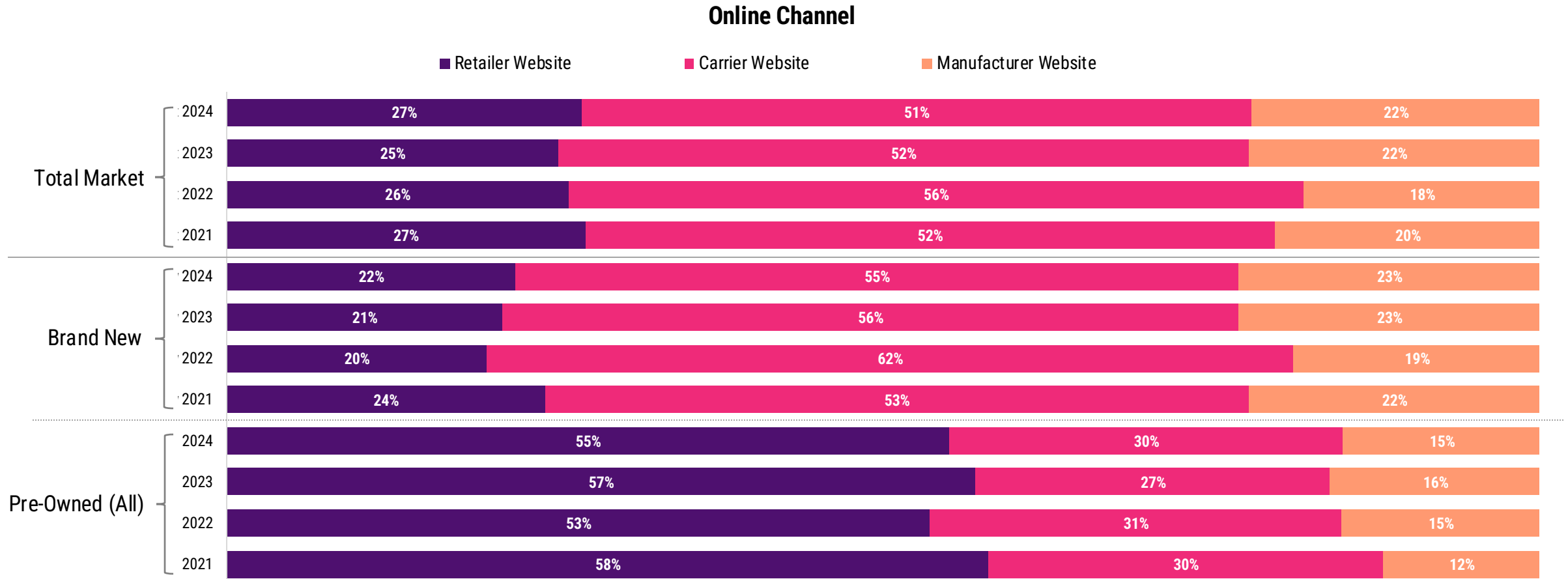
Individual sellers gain Pre-Owned at the expense of Online

Purchase Location/Method by Brand and Type

■ At a Retail Store ■ From an Online Store or App ■ From an Individual Seller



Carrier sites gain Pre-Owned online share



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

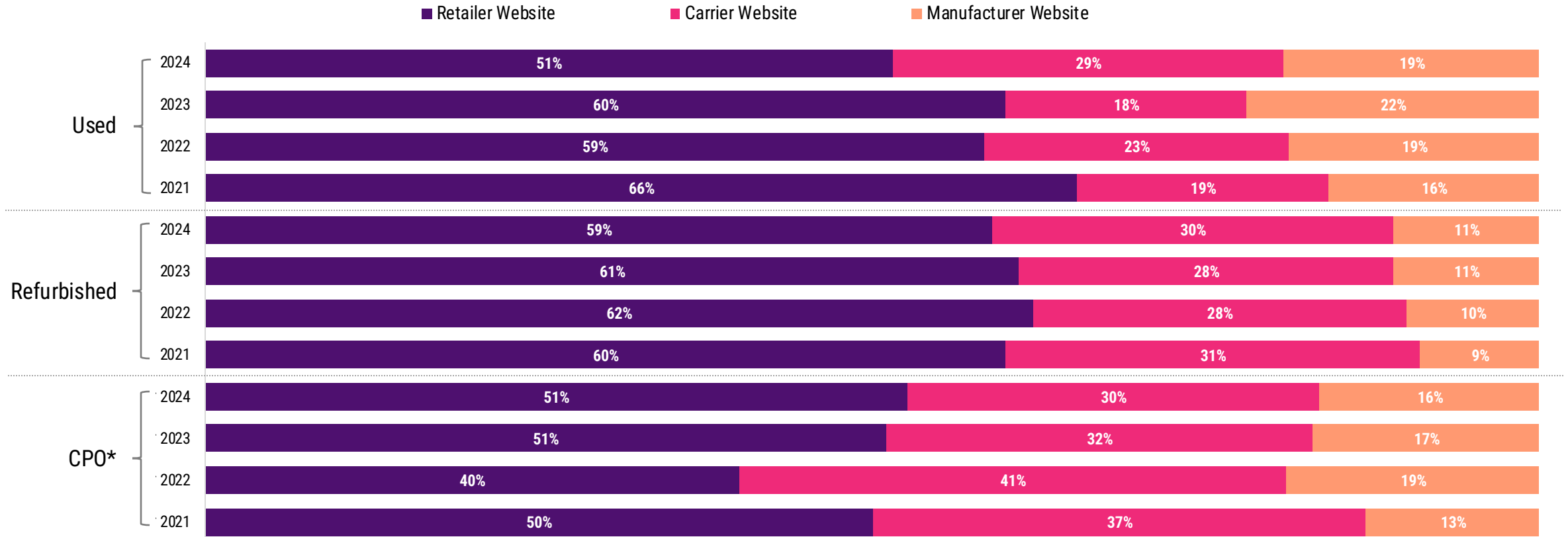
**The panel includes Used phone users who report that they were not the purchaser of the phone they are reporting on. Carrier and Manufacturer Website purchase responses by Used phone buyers are assumed to be referring to the initial purchase location of the phone (which could be in new condition at the time of purchase) before it was passed on to them in used condition.



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Pre-owned bought mainly at retailer online sites

Online Channel by Pre-Owned Type







*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

**The panel includes Used phone users who report that they were not the purchaser of the phone they are reporting on. Carrier and Manufacturer Website purchase responses by Used phone buyers are assumed to be referring to the initial purchase location of the phone (which could be in new condition at the time of purchase) before it was passed on to them in used condition.







Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

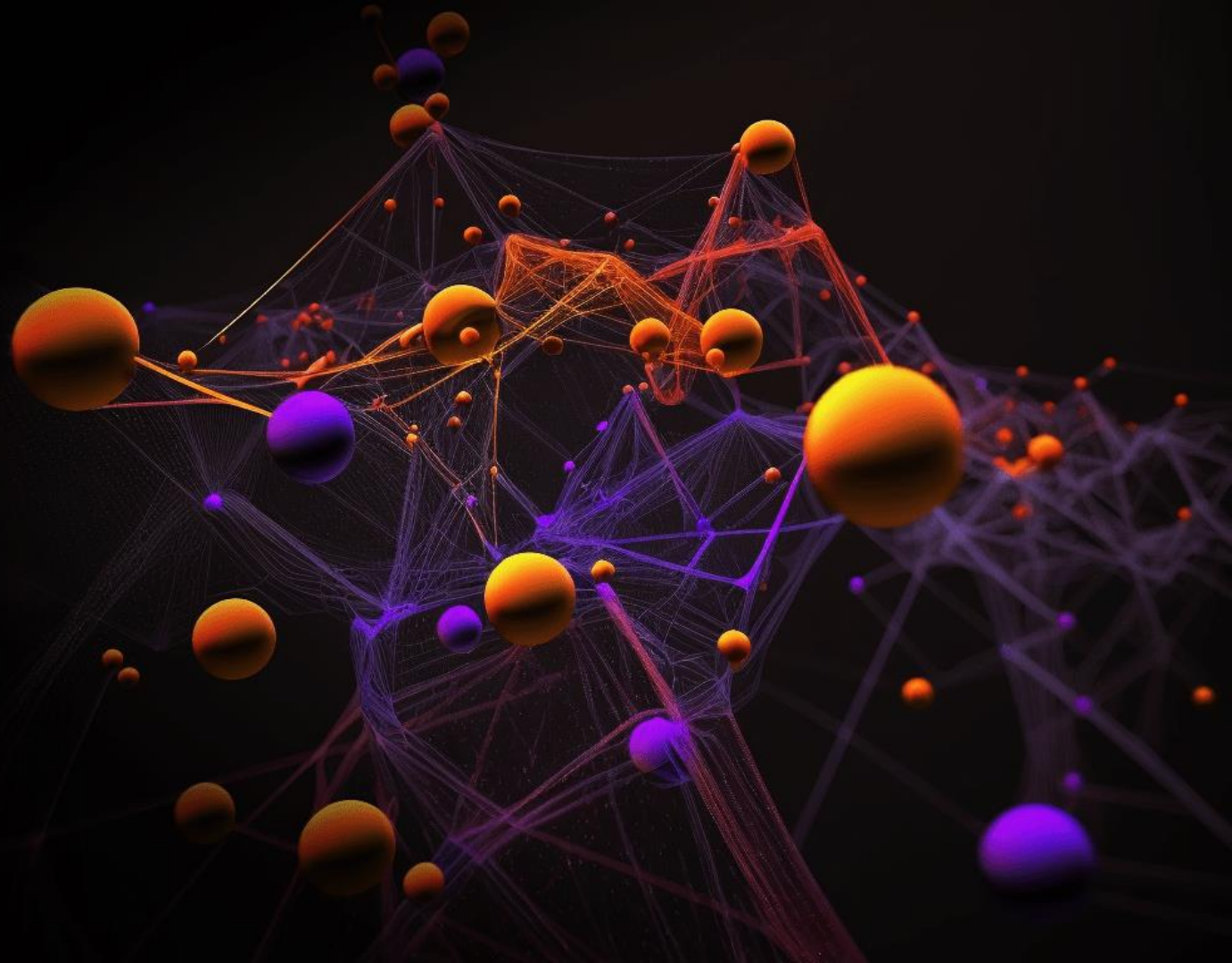
Refurbished / CPO Channel Landscape*

	Retailer			
Program	 Amazon Renewed	 Amazon Renewed Premium	 Geek Squad Certified	 Walmart Restored
	Online	Online	Online/Retail	Online
Focus	N-1/N-4 SKUs Apple and Samsung Trade-in available	Few Apple SKUs only Battery performance >90% Generic Accessories	Pre-owned iPhone Preowned Galaxy Trade-in available	All 3 rd Party Sellers 1000+ SKUs
Warranty	90-Day Warranty	1-Year Warranty	SKU-based 90-Day Warranty	90-Day Warranty (Good/Fair) 1-Year Warranty (Premium) 2-Year & 3-Year Extended Warranty for fee
Payment	Full Price Accept Trade-ins	Full Price Accept Trade-ins	Full Price or Monthly (if purchased w/BBY Card)	Full Price Monthly (Affirm)

Refurbished / CPO Channel Landscape*

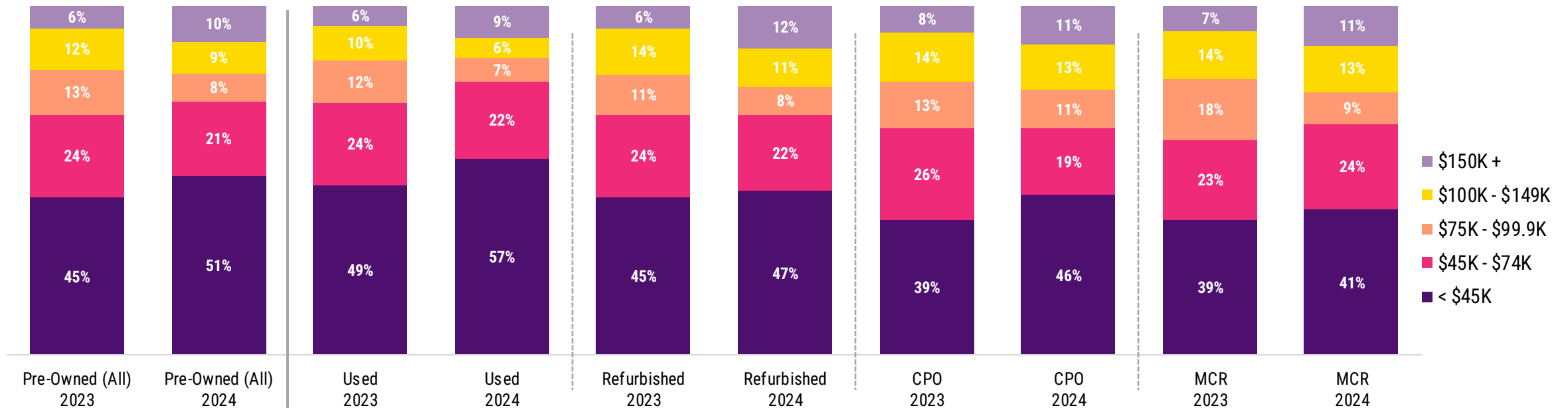
	Manufacturer		Carrier		
Program	 Samsung Certified Re-Newed	 Certified Refurbished	 Certified Pre-Owned	 Certified Pre-Owned	 Certified Pre-Owned
	Online	Online	N/A	N/A	Online
Focus	N-1/N-3 flagships New Battery Guaranteed Trade-In	N-3 flagships In-Store Pick Up New Battery	Stopped selling CPO in 2021	Refurbished landing page with SKUs on sale	Comprehensive CPO web store 36 SKUs (66% iPhone)
	1-Year Warranty Samsung Care+ Warranty available for fee	1-Year Warranty Apple Care+ Warranty available for fee	N/A	90-Day Warranty	90-Day Warranty
Payment	Full Price Monthly/4-Months	Full Price Monthly (Apple Pay)	N/A	N/A	Full Price/Free Monthly

Ownership Profiles



Income bifurcation across Pre-Owned

Pre-Owned Smartphone Owner HH Income Demographics

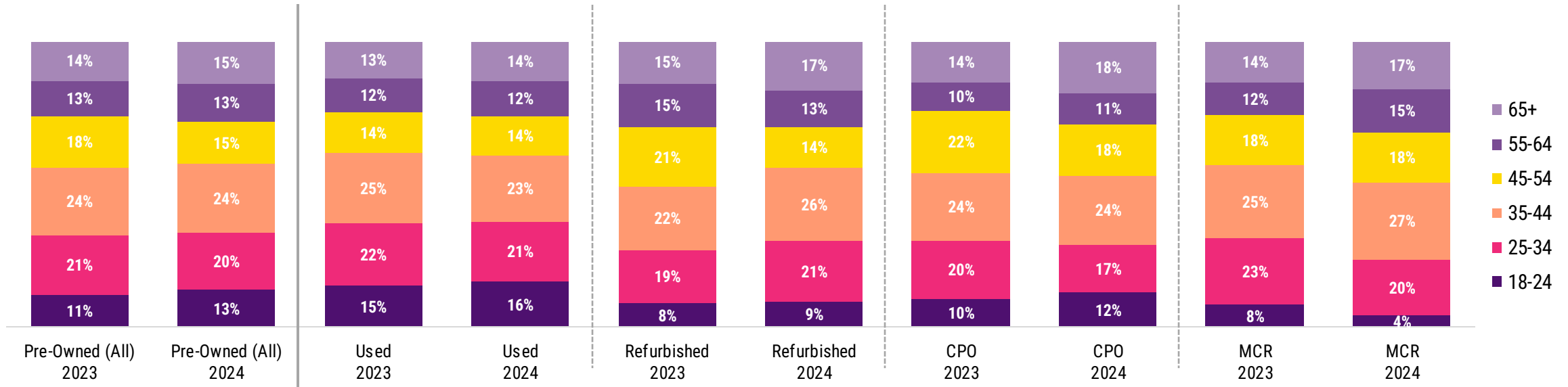


Pre-Owned smartphone owner household incomes bifurcated over the past year, with **increases in users in the top and bottom income segments**. This poses opportunities for pre-owned smartphones due to their **affordability, availability, and increasing price assortment**.

46% of U.S. cellphone owners cite cutting back, or planning to cut back, on spending on mobile products and services this year. Just over one quarter of them plan to do so by purchasing a pre-owned smartphone.

MCR gains with older consumers

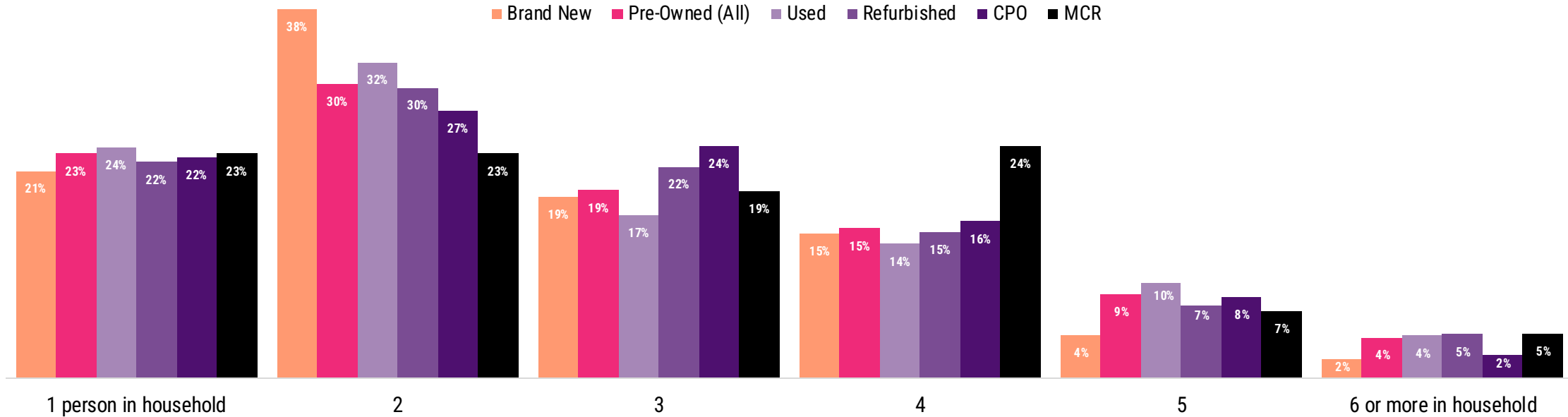
Pre-Owned Smartphone Owner Age Demographics



Manufacturer Renewed smartphones see higher adoption from older customers compared to last year, and compared to the other pre-owned smartphone types. This may be due to increased awareness and **availability** of Manufacturer Renewed smartphones, and the **quality assurance at the price point**.

Pre-Owned over-index in families of 3+

Smartphone Owner Number of People in Household



Data show higher likelihood for brand new smartphone owners to be in a household alone or with one other, while **pre-owned smartphone types, especially CPO, over-index in families of 3 or more**. This likely relates to the amount of disposable income allotted for smartphone purchases, as well as alignment with the age demographics of pre-owned smartphone owners.

Kids segment offers potential pre-owned Android

Three quarters of parents using a pre-owned phone give their kids a pre-owned phone, and Android is the top choice thanks to lower cost. The challenge, however, is to prevent migration to iOS.



Only 1/4 of kids get their first phone before age 9

27% of kids got their smartphone before the age of 9. Parents using pre-owned phones over-index as **33%** of them gave their kids a phone before the age of 9.



61% of kids enjoy a new phone

25% of kids' phones are hand-me-downs from parents. **13%** of parents shop used phones for their kids. Only **25%** of parents who use a pre-owned phone, buy their kids a brand-new phone.



Parents pick the smartphone brand

Only **10%** kids get to pick the brand of their phone. This figure is **17%** among kids whose parents use a pre-owned phone as many of the kids receive an affordable pre-owned phone, thus can get to pick the brand.



Android-to-iOS migration

35% of parents using a pre-owned smartphone gave their kids an iPhone as their first phone. Now, **55%** of the kids whose parents use a pre-owned device have iPhones.

User Behavior

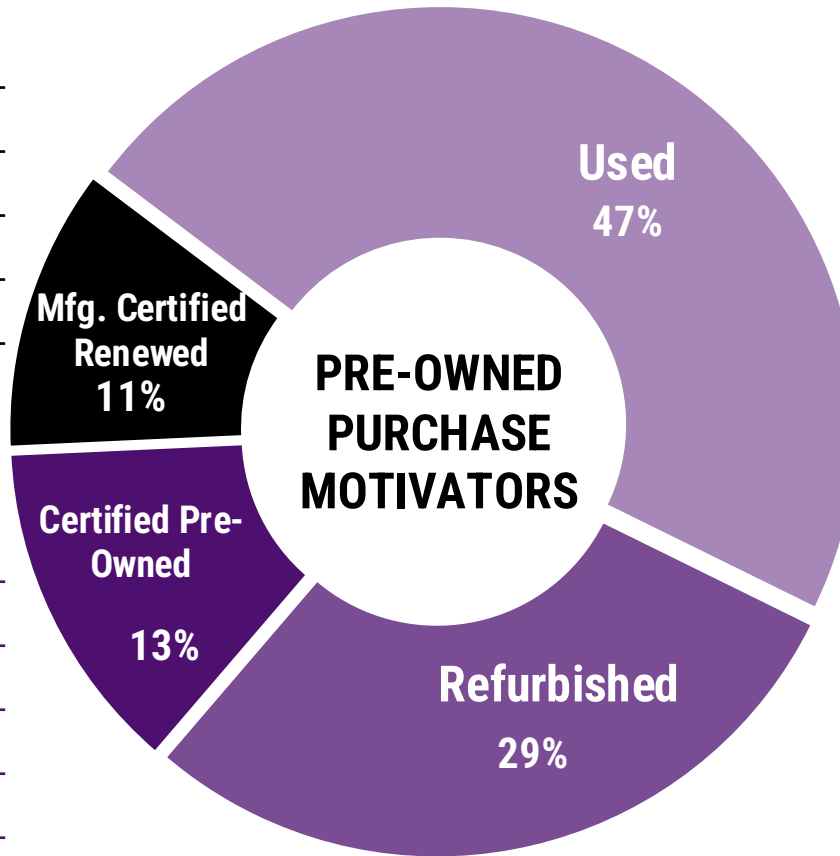


Price and urgency drive pre-owned

Features have taken a back seat for pre-owned smartphone owners this year

Manufacturer Certified	2024 % Answer	Pt change vs. '23
Less expensive	40%	-1
Needed quick replacement	26%	+5
Promotional offer	21%	+1
Better features in price range	20%	-1

Certified Pre-Owned	2024 % Answer	Pt change vs. '23
Less expensive	47%	+3
Better features in price range	20%	+2
Needed quick replacement	20%	+2
Promotional offer	18%	



Used	2024 % Answer	Pt change vs. '23
Less expensive	33%	+1
Needed quick replacement	20%	-1
Better features in price range	15%	+5
Promotional offer	10%	

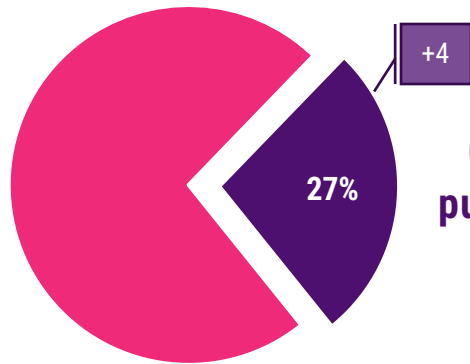
Refurbished	2024 % Answer	Pt change vs. '23
Less expensive	45%	-2
Needed quick replacement	23%	+6
Better features in price range	22%	+6
Promotional offer	16%	+5



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

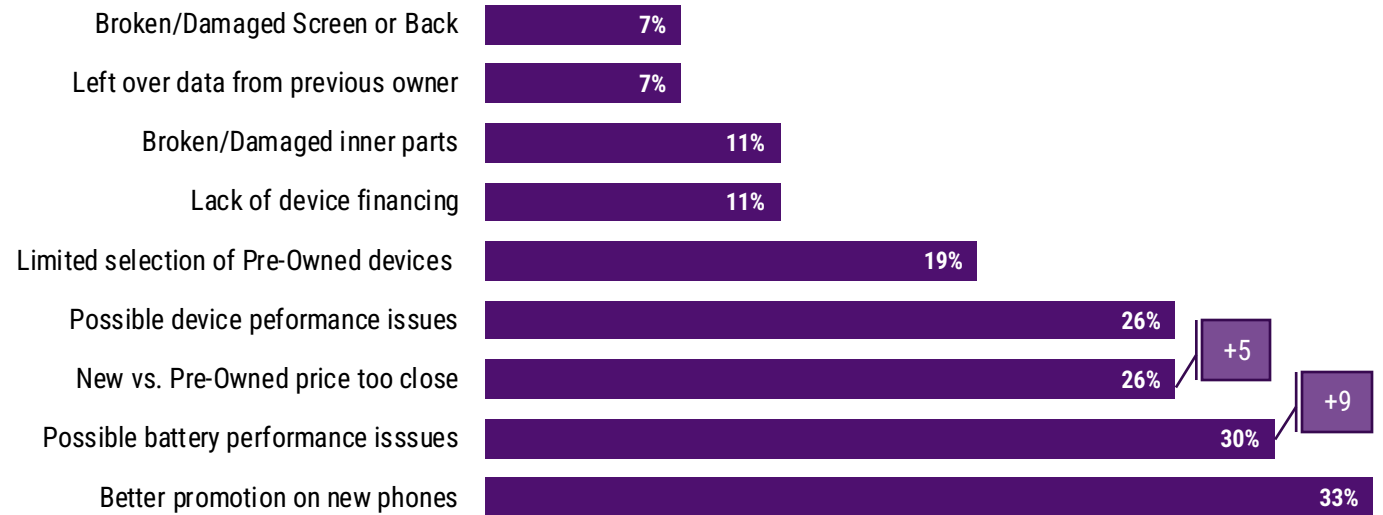
New phone subsidies limit CPO appetite

Consideration/Non-Consideration of Pre-Owned Phones Among New Phone Buyers



Did not consider pre-owned

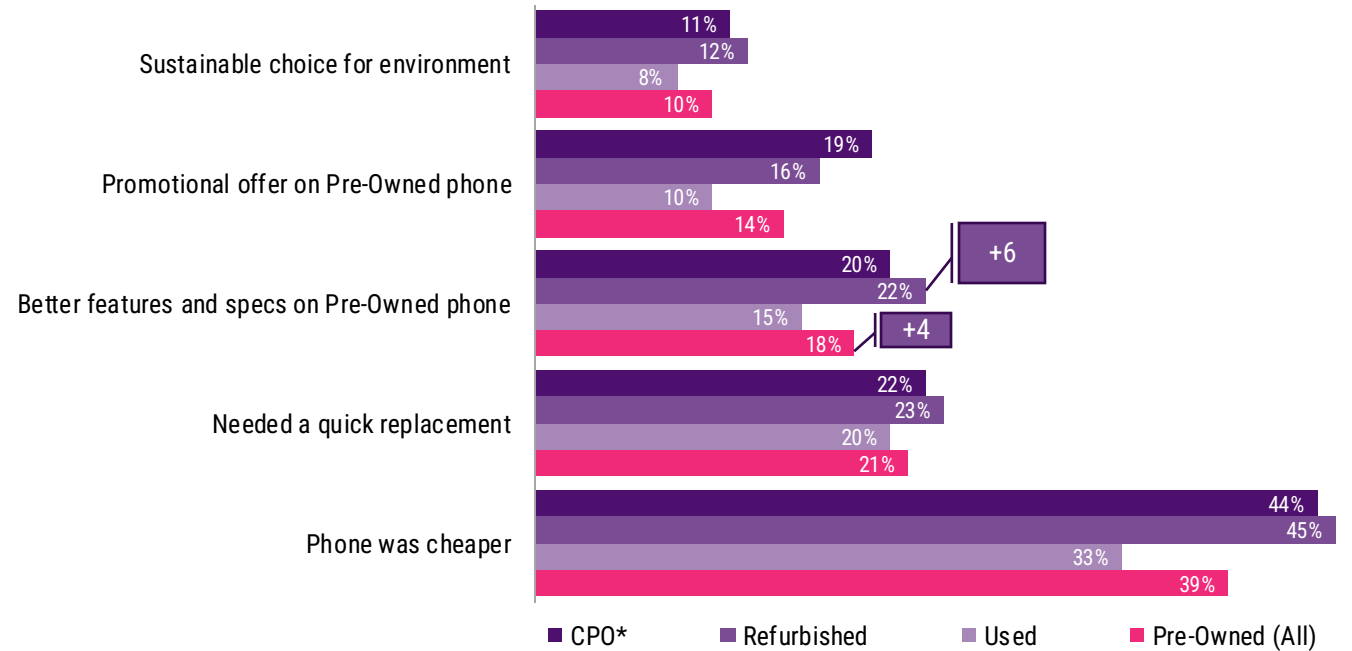
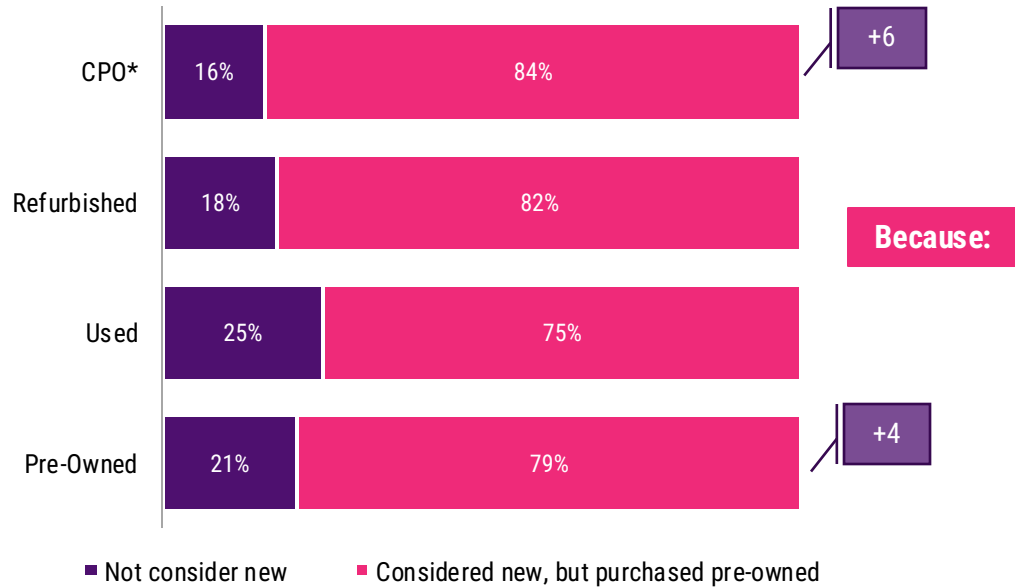
Considered pre-owned, but purchased brand-new because worries of:



A record **27%** of new phone buyers did consider buying a pre-owned smartphone when purchasing their brand-new smartphone. Those who considered a pre-owned phone, but still went the brand-new route were mainly triggered by **cost related attributes** as they cite the enticing promotions on the new phones (and hence the low variance between the price of a new and pre-owned phone). Cost related attributes were followed by hardware related **concerns** with possible **battery problems** almost leading the chart (up 9 pct. points from last year). As depicted in previous publications of this report, hardware related attributes, especially battery performance, are important factors impacting consumers' purchase decisions for smartphones, thus all ecosystem players should address these concerns in their marketing of pre-owned devices.

New phone consideration down for CPO buyers

Consideration/Non-Consideration of New Phones Among Pre-Owned Phone Buyers



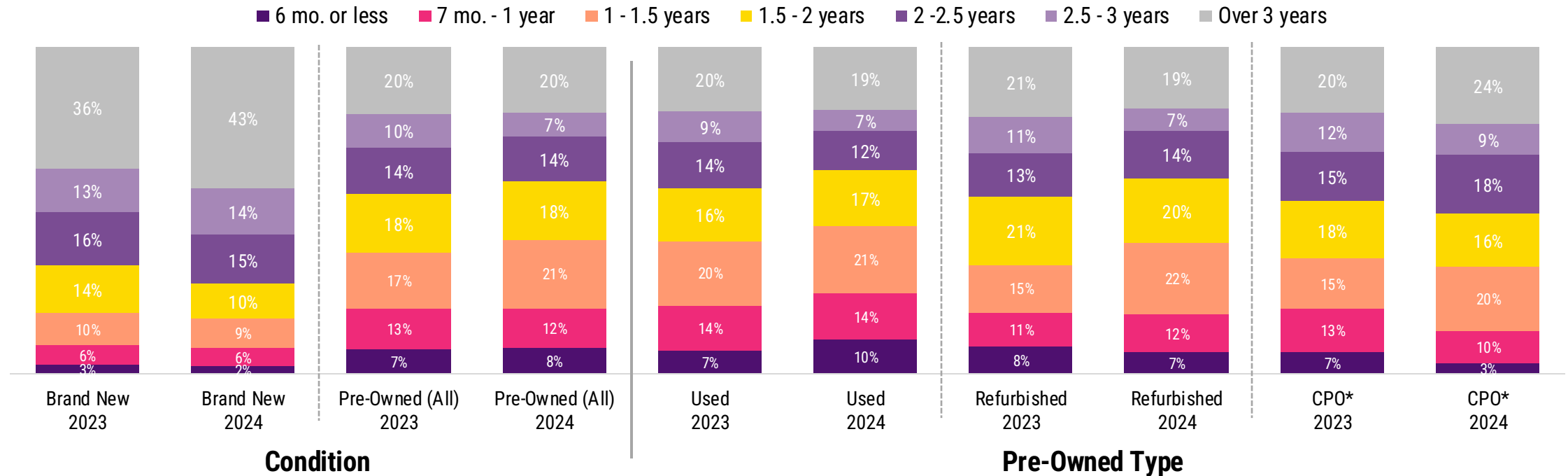
The percentage of pre-owned smartphone buyers **considering to purchase a brand-new device consecutively increased** (from 69% in 2022 to **79% in 2024**) as aggressive deals on new models including device financing offers on prepaid plans trigger consumer interest. We saw an even higher interest among CPO* users considering a new phone. Even though these users ended up purchasing a CPO model battery concerns and the attractiveness of promotions put new phones in their decision radars. Nevertheless, most pre-owned buyers who considered going the brand-new route but ended up buying a pre-owned phone did so for **financial purposes**. We also saw a notable increase in % of pre-owned (especially refurbished) phone buyers selecting up a pre-owned device over a new one due to better features (**upgrade from mid-tier to flagship**).



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

Half of CPO* users upgraded after 2+ years

Previous Smartphone Longevity by Current Smartphone Type



Overall, smartphone owners who purchased **brand new kept their previous phones for longer** than pre-owned customers, and longer than last year's base. Within the pre-owned market, **Certified Pre-Owned smartphone owners are more likely than other pre-owned types to keep their phones for 2 or more years** due to better conditions at time of purchase. This includes battery replacement and other hardware upgrades in the renewal and certification process.

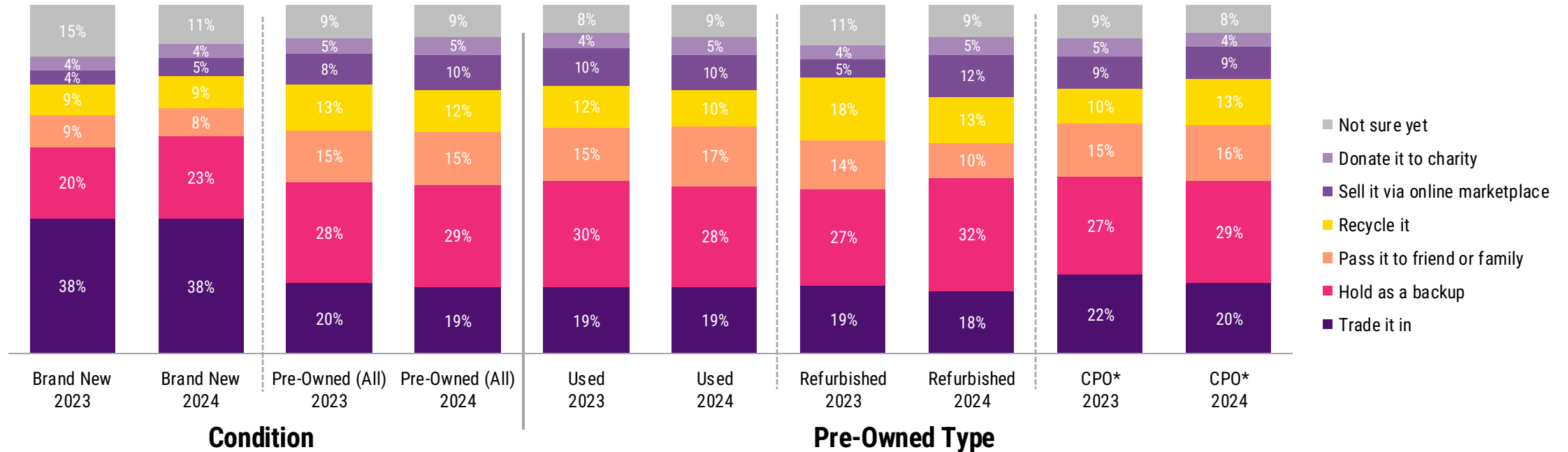
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Pre-Owned more likely to keep prior phone

Future Plan for Current Smartphone, Once the Next is Purchased

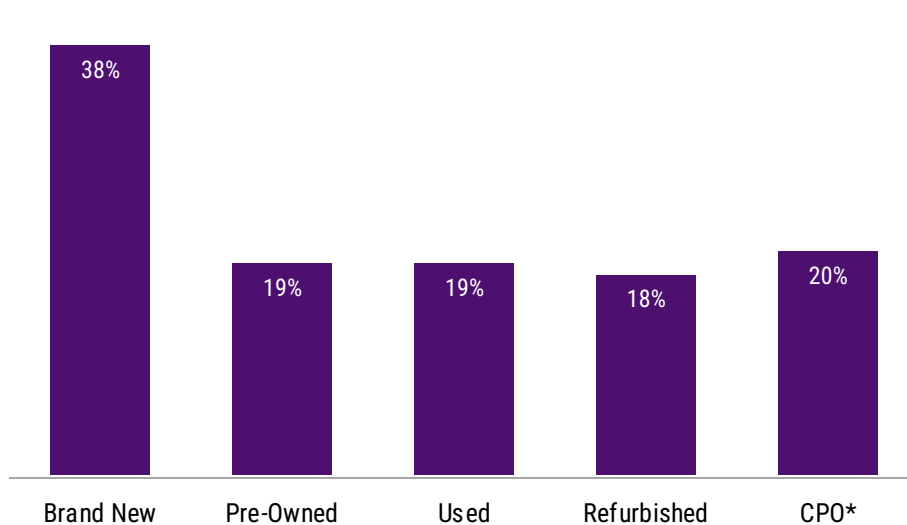


The largest portion of brand new smartphone owners are planning to trade in their current smartphone when the time comes to buy a new one, while **pre-owned smartphone owners will most likely hold theirs as a backup device**. Pre-owned smartphones may have lower perceived **trade-in value**. Additionally, many pre-owned smartphone owners reported their purchase was needed it as a quick replacement when their previous phone broke. So, **for pre-owned smartphones, there is a perception that keeping it as a backup or hand-me-down is more practical** than it is for brand new phones.

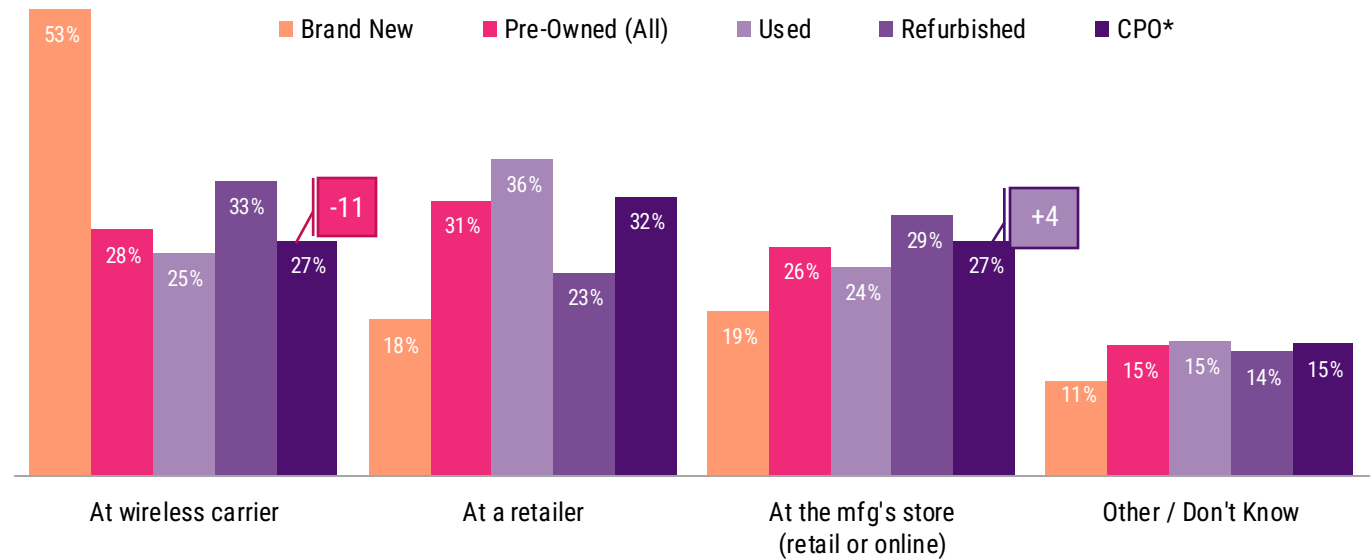
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

Trade-ins outside carriers help grow CPO volumes

Likelihood of Device Trade-In During Upgrade



Device Trade-In Location/Method



Since carriers' device promotions require customers trade-in their older device to enjoy the maximum savings discounts, **brand-new phone buyers have a higher propensity of trading** in their existing phones during their next upgrade, and carrier doors will be their primary trade-in spot. Unlike in the previous years, however, **carrier doors are no longer CPO users' primary choice for trading in** their phone during their next upgrade. This over-indexing can be concerning as it will lead to CPO-to-Brand-New conversion. The **percentage of CPO buyers (27%) planning to trade-in device at a manufacturer store** (such as Apple or Samsung.com) has gone **up by 4 pt** consecutively in 2023 and 2024 thanks to the strong trade-in campaigns run by the OEMs. On the other hand, a quarter of CPO users plan to either sell their phones in the secondary market (9%) or pass it to a family member (16%) when they purchase a replacement phone.



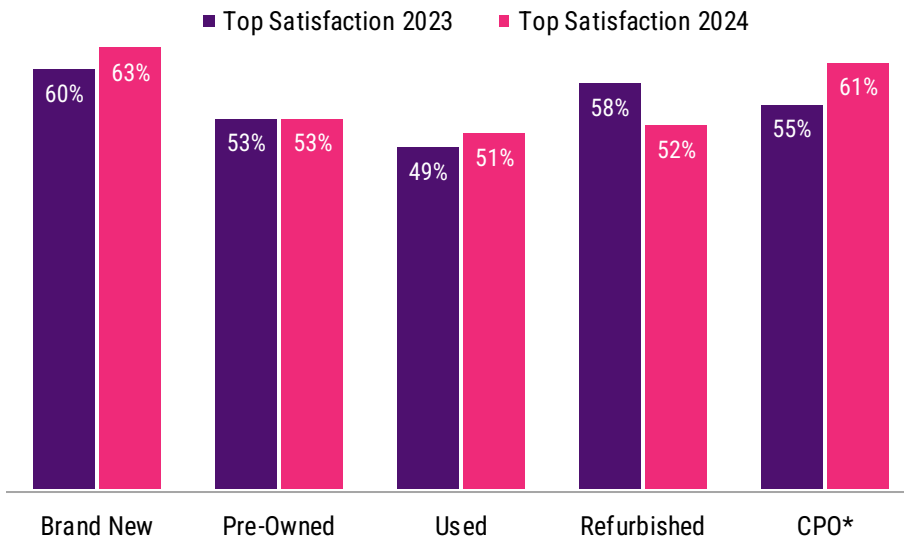
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

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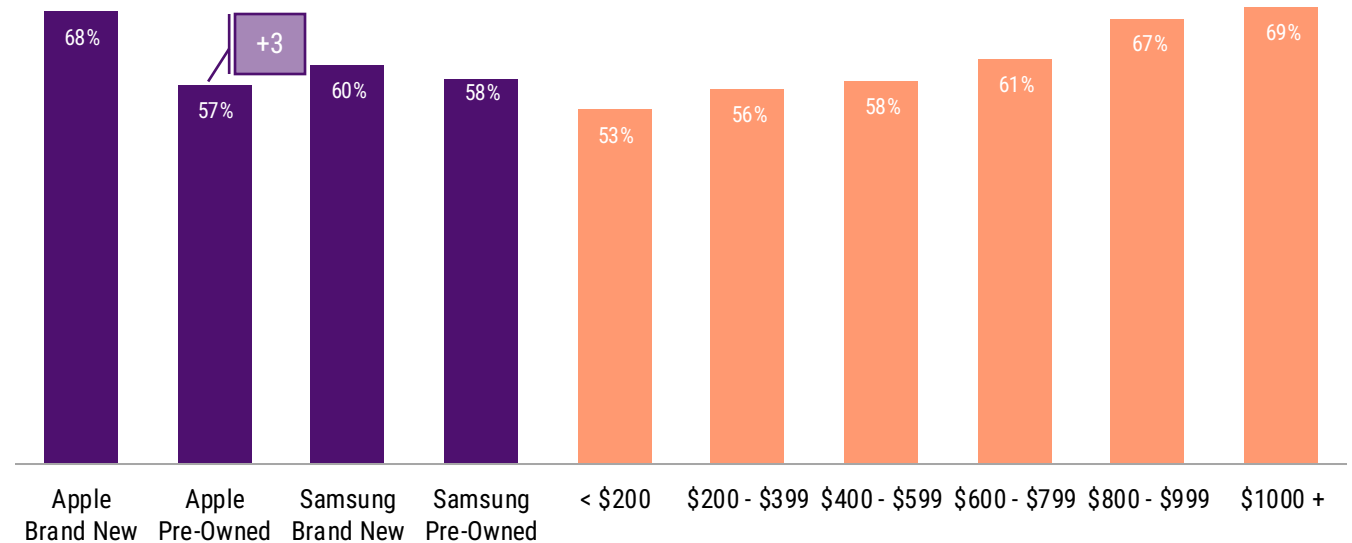
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

CPO* satisfaction reach all-time high

Top Satisfaction (Very Satisfied) by Device Type



Top Satisfaction (Very Satisfied) by Brand and Price Paid



Buyers of pre-owned smartphones, especially those who purchase refurbished and certified versions are as satisfied as consumers who purchase brand new smartphones. As expected, there is a direct correlation between satisfaction levels and cost of the phone as consumers who purchase flagships over-index in satisfaction with their device. It is noteworthy to mention that there is little variance between the satisfaction levels of new and pre-owned Samsung devices. This is likely due to Samsung’s CPO selection skewing towards flagships, though **the wide availability of low- and mid-tier A series CPO phones through channels like Best Buy could reverse this trend.**



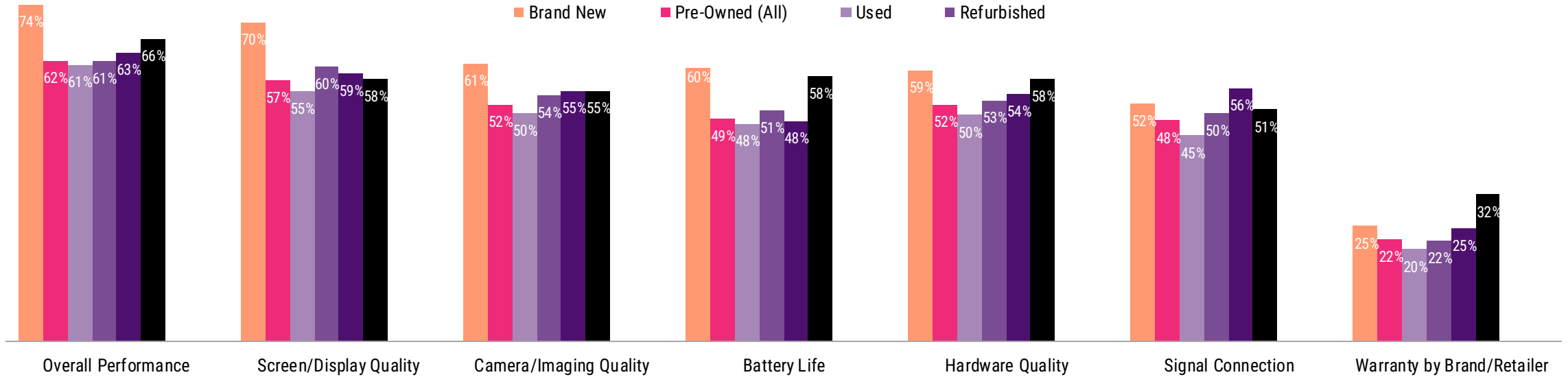
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

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*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

Performance and battery drive satisfaction

Satisfaction Drivers by Device Type

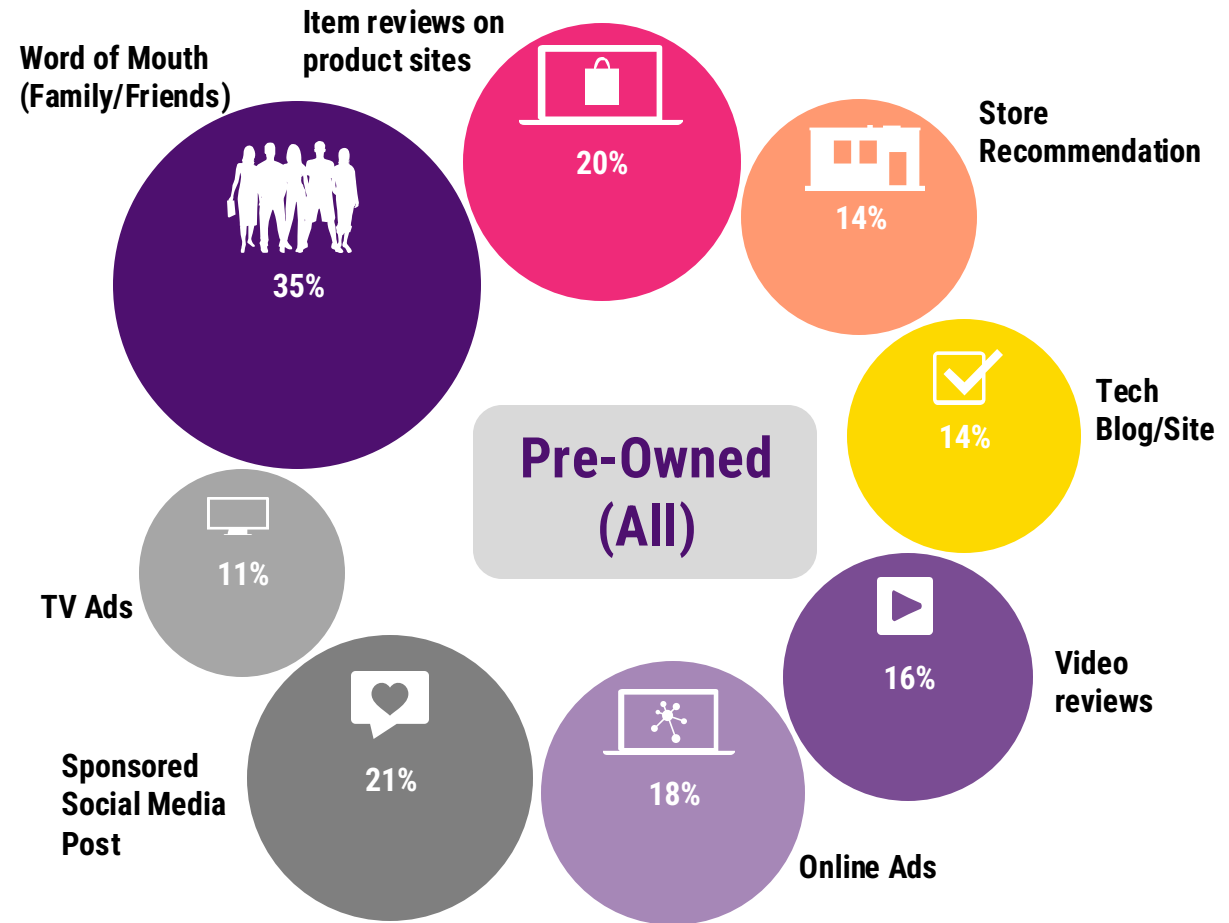
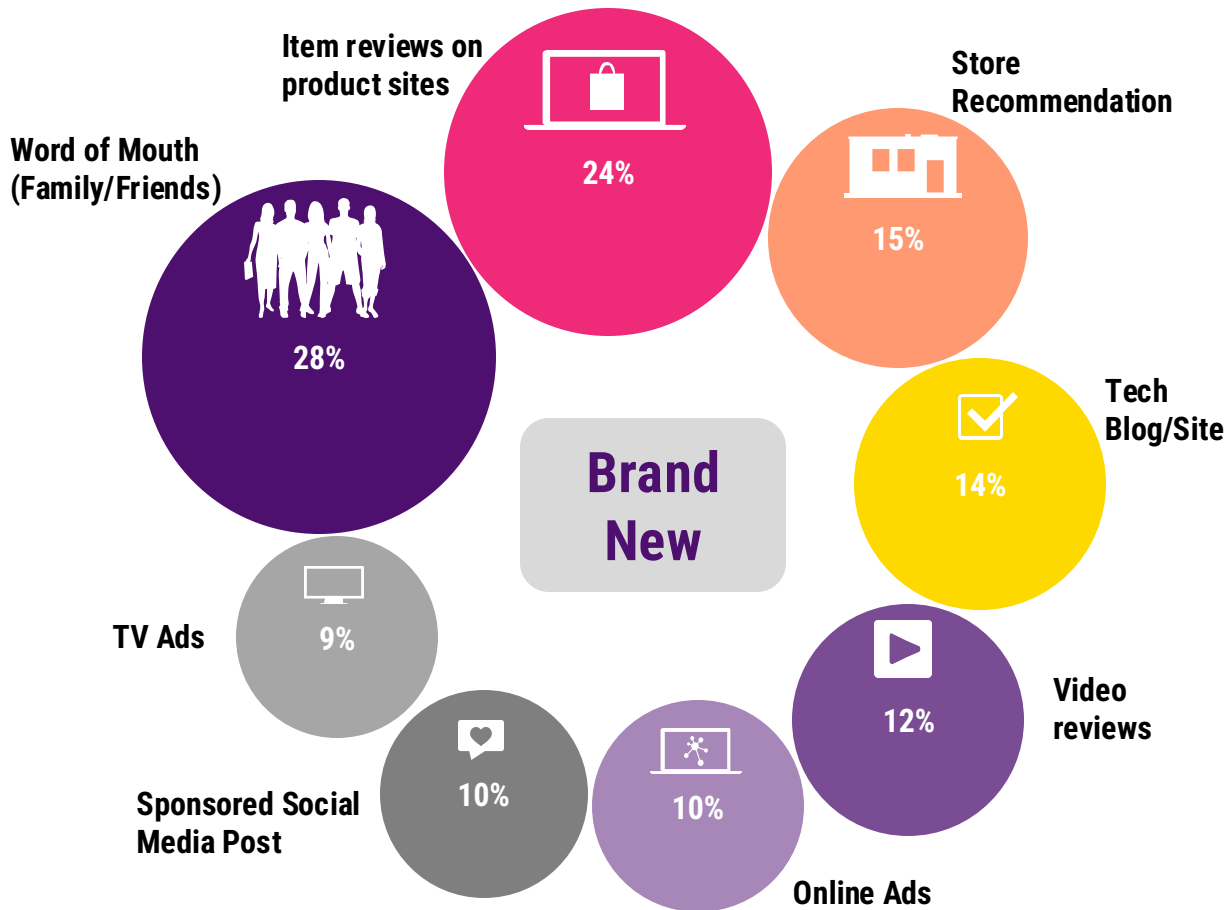


Users' high satisfaction levels are predominantly attributed to their phone's overall performance followed by hardware characteristics such as display and imaging qualities as well as battery life. Battery life is an especially important driver of satisfaction for MCR users since many of them enjoy brand new batteries in the old generation flagship MCR phones they purchase directly from manufacturers.



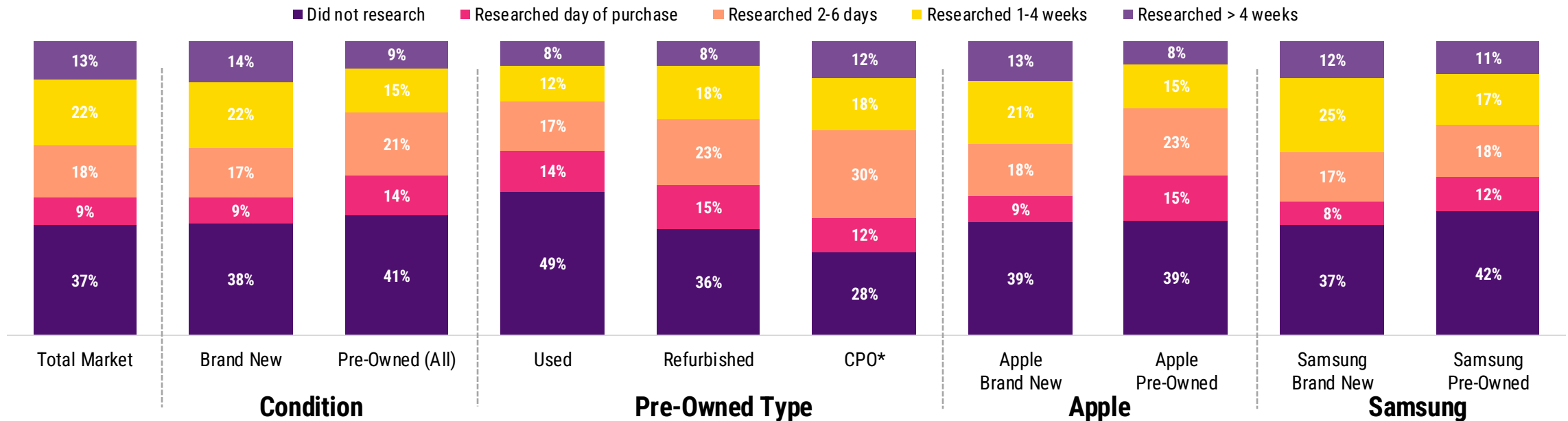
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

Pre-owned smartphone owners consistently more influenced by social sources



CPO* smartphone owners are least impulsive, as 72% researched prior to purchase

Research Prior to Smartphone Purchase



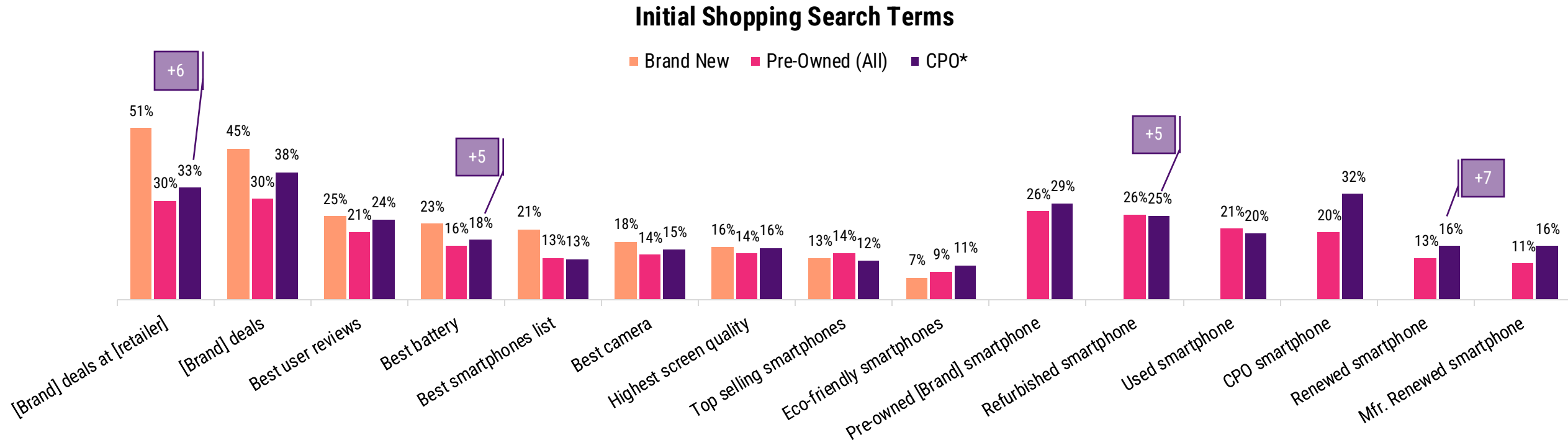
In line with the prior year, **more certified pre-owned (CPO*) owners researched their smartphone** prior to purchase compared to brand new smartphone buyers. This year, the **proportion of CPO* owners who did not research their smartphones declined** by 4 percentage points, indicating more research being done. Preparedness is also much more evident in those buying certified devices compared to Used.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

“Renewed” gains traction as CPO search term



Aside from being motivated by deals alongside brand-new smartphone owners, pre-owned smartphone owners frequently seek out pre-owned smartphones of a desired brand. **CPO* buyers, however, are more likely to search for certified pre-owned smartphones than other suggested searches.** This indicates growing **awareness of the nomenclature and benefits** of “certified” pre-owned over used or refurbished types.

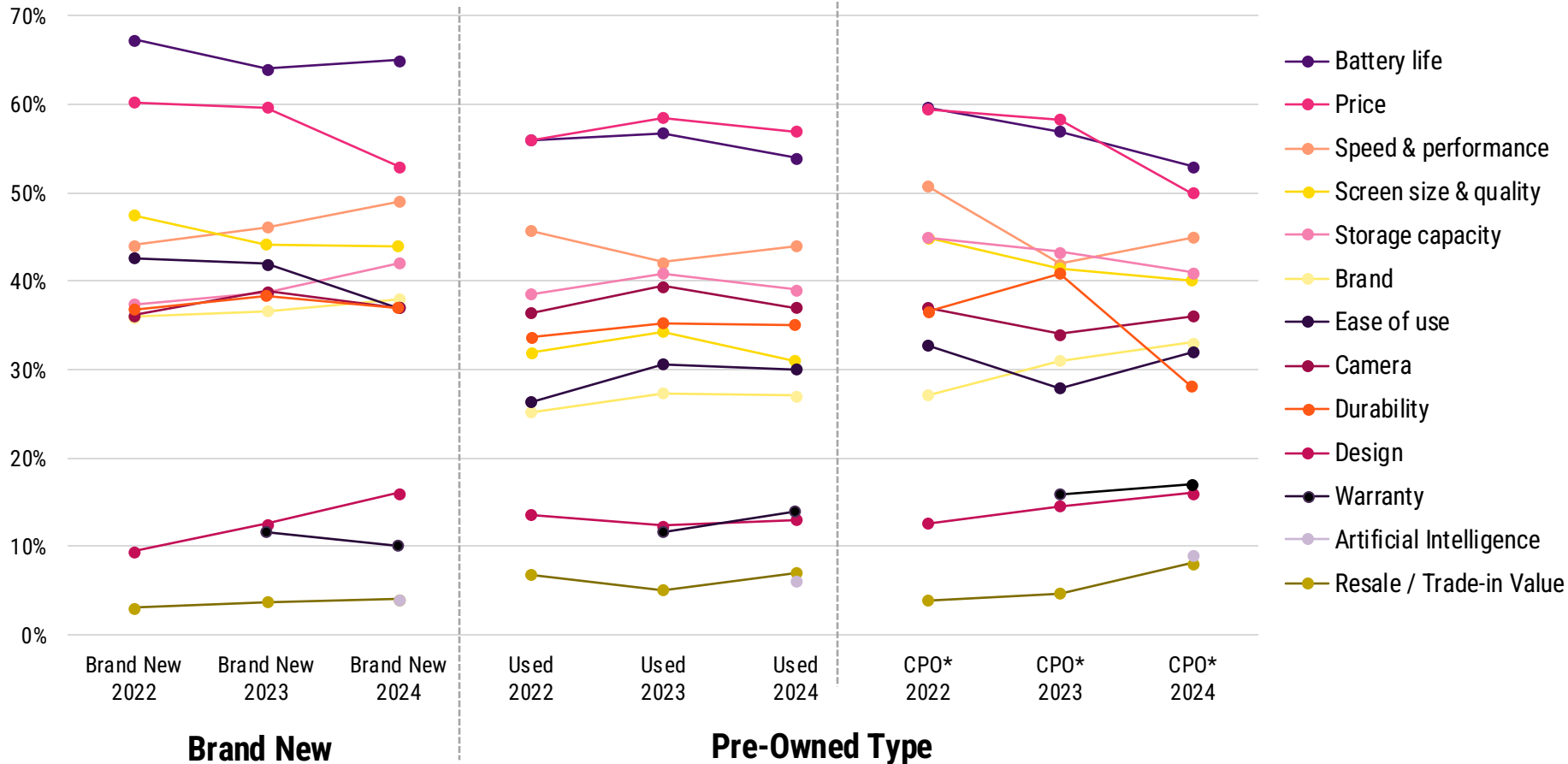
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

What features drive smartphone decisions?

Importance of Device Attributes by Smartphone Type



The one attribute brand-new smartphone owners prioritize over price is **battery life**, with **65%** reporting it as an important factor. In the Used segment, price overrules battery, but this is not the case with CPO* customers this year, emphasizing the importance of battery replacement messaging in CPO marketing.

For some consumers, price may have dipped in importance due to awareness of **free phone promotions** with carriers.

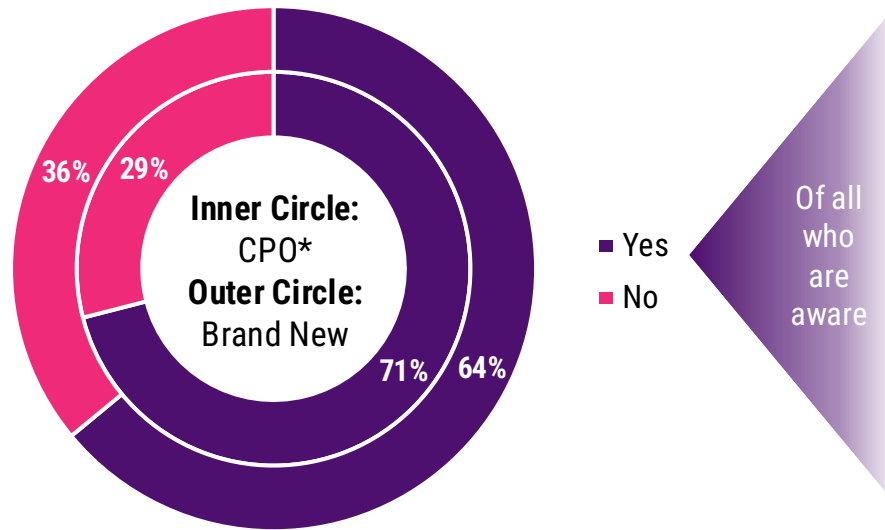
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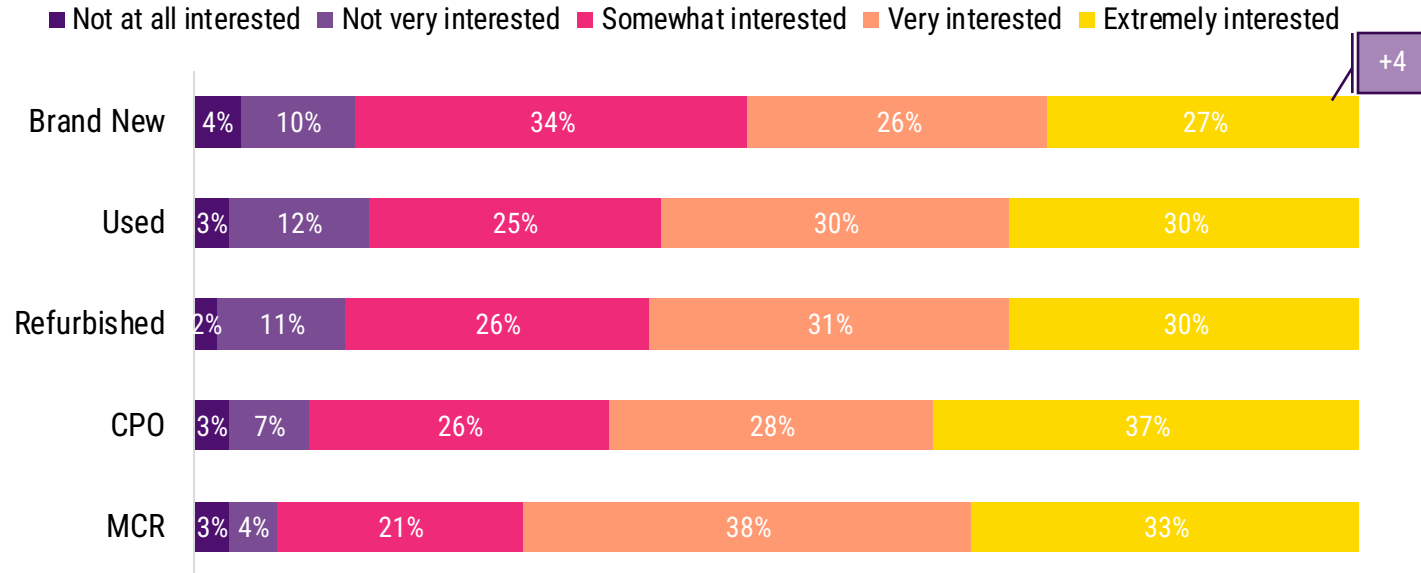
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

MCR owners interested in future battery change

Before today, were you aware that the battery in your smartphone can be replaced?



Interest in Future Battery Replacement, When Needed

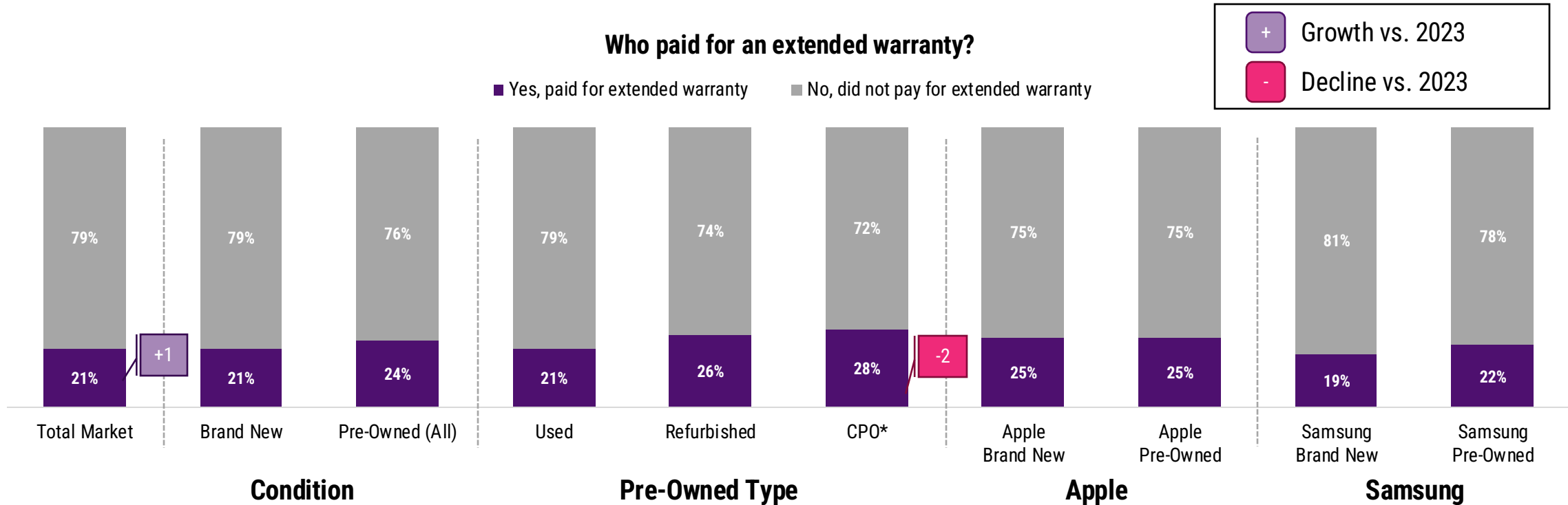


Thinking ahead as their smartphones age, **CPO and Manufacturer Certified Renewed smartphone owners are the most interested in having the battery replaced** in their current smartphone to extend the life of the device. Whereas Brand New smartphone owners are more undecided and may consider another brand new phone when the time comes, CPO* owners recognize the value of extending the life of a device.

These thought processes emphasize the need for manufacturers and refurbishers of CPO smartphones to **communicate the benefits** for a consumer to purchase a whole renewed device over replacing their current battery alone. This could include **additional part replacements or warranty coverage**.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

CPO buyers lead in warranty adoption



The total market saw one additional share points of smartphone owners who purchased additional extended warranties on their smartphones compared to the base last year. Apple’s Apple Care+ program continues to be popular among new iPhone buyers, and now as many users who purchase pre-owned iPhones cite that they purchased warranty with their phone. Total **CPO** customers who purchased extended warranty **declined** slightly **from last year**. Warranty availability and assurances put shoppers at ease. While many pre-owned buyers do not purchase extended warranty, sellers’ extended warranties that are baked in to the total package give them the peace of mind.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

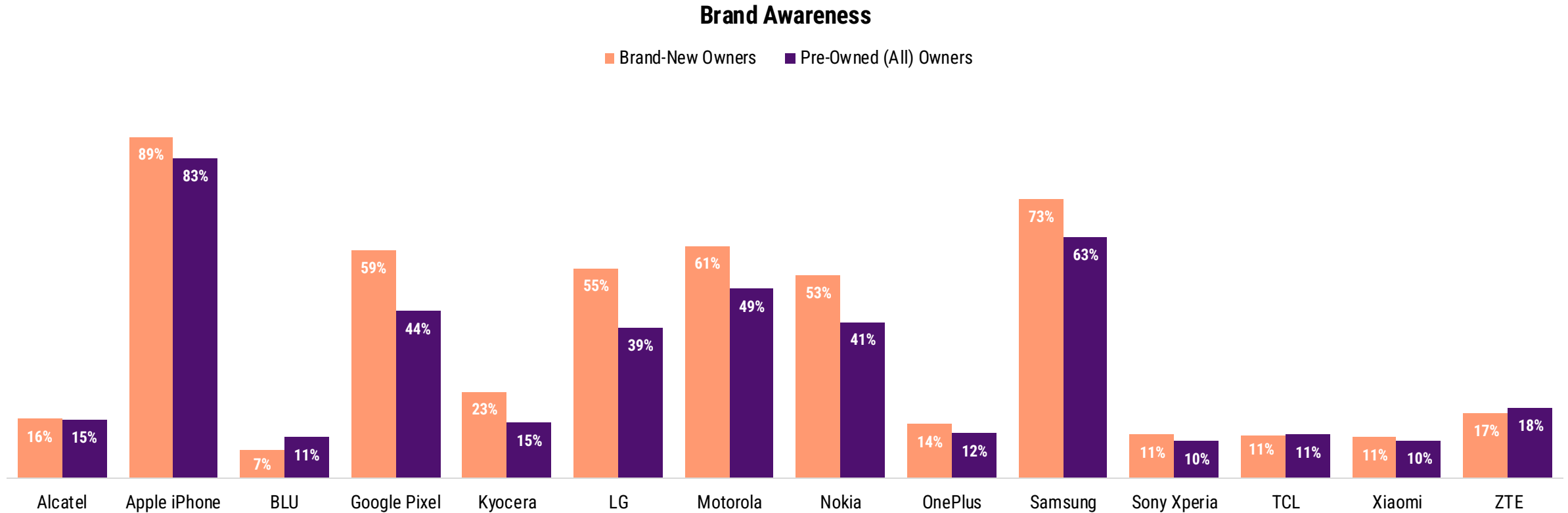


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Future Purchase Intentions

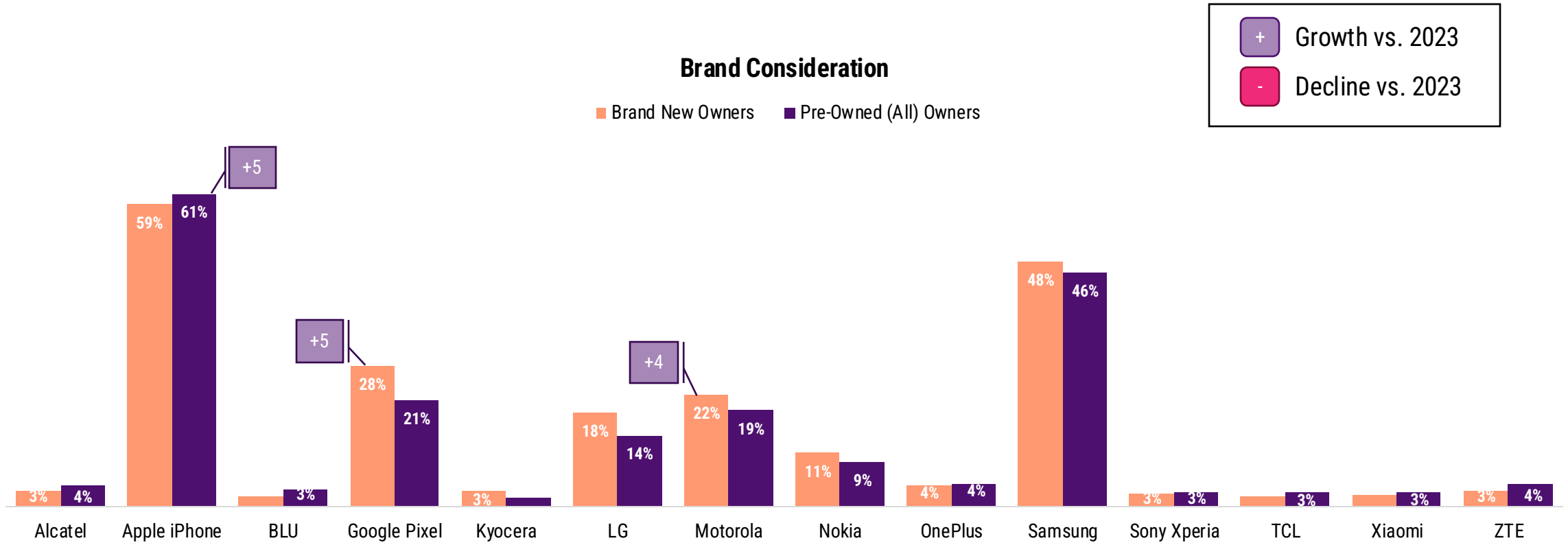


Brand awareness varies by phone condition



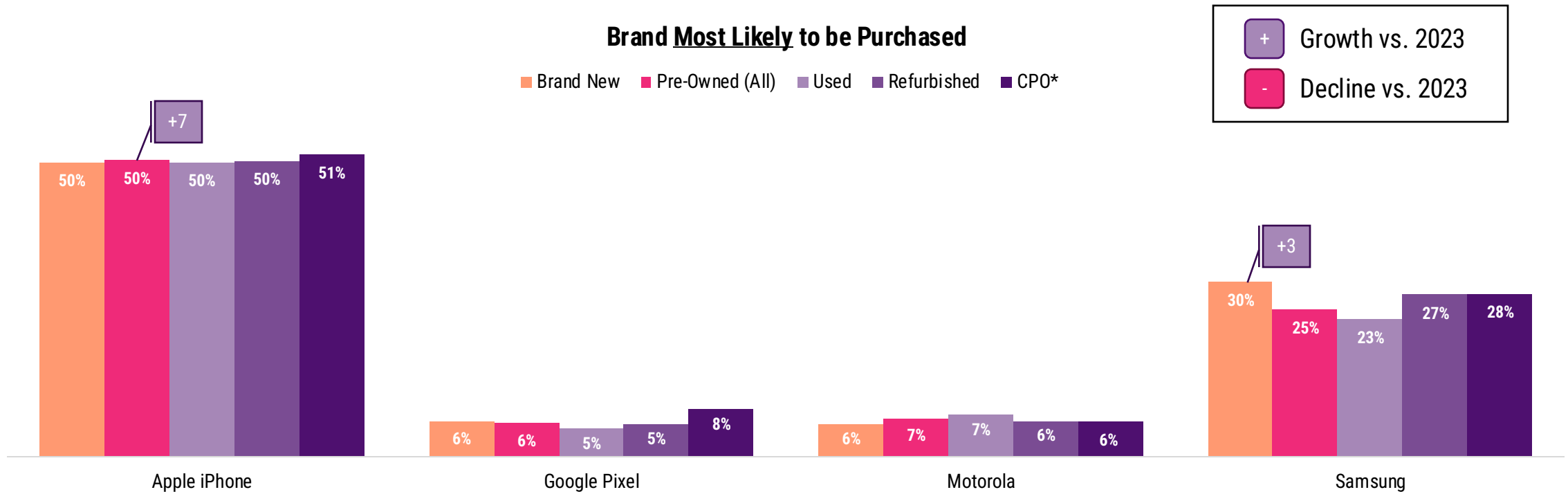
Pre-owned buyer awareness is higher for some smaller brands like BLU and ZTE due to budgets. While shopping for their current device, they may have come across these entry-level brands more often than flagship upgraders would.

iPhone consideration rise among pre-owned users



iPhone maintains high consideration among pre-owned and brand-new smartphone owners. Samsung continually expands Manufacturer Certified Re-Newed efforts while **Google takes first steps the manufacturer certified pre-owned space.**

Apple is the top brand choice across the board



There is little variance between brand-new or pre-owned customers' desire for an iPhone. However, among the consumers who cite Samsung as their next brand, those who currently own a CPO phone stand out with a consideration rate **higher than any other phone type**. Additionally, Samsung's "most likely" to purchase rate is growing among brand-new buyers.

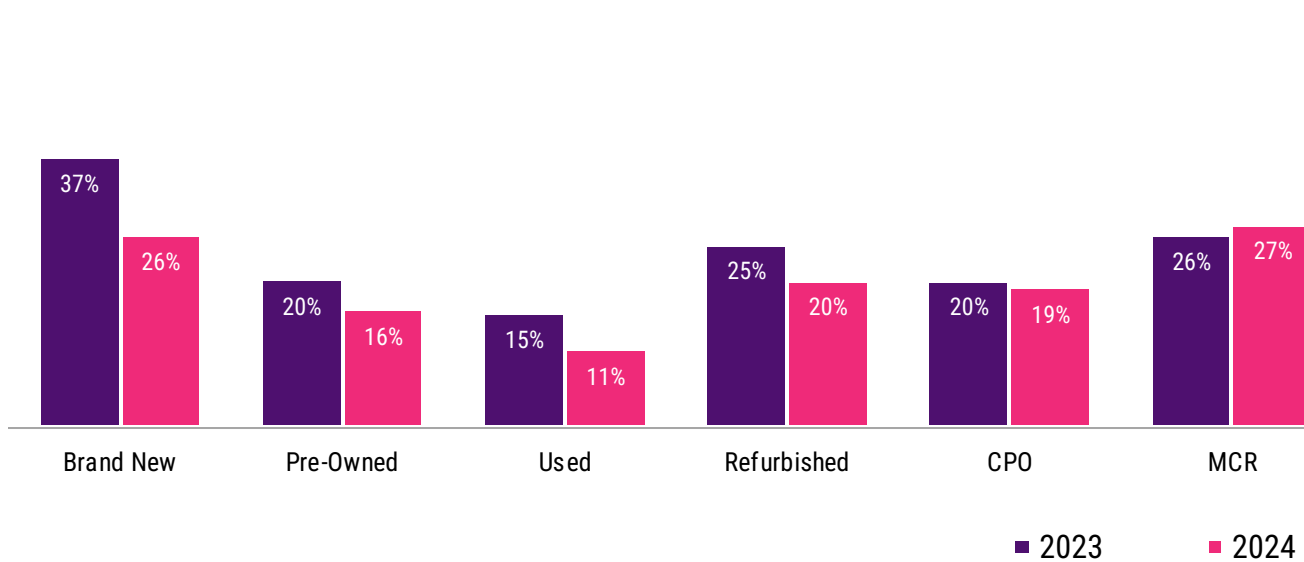
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



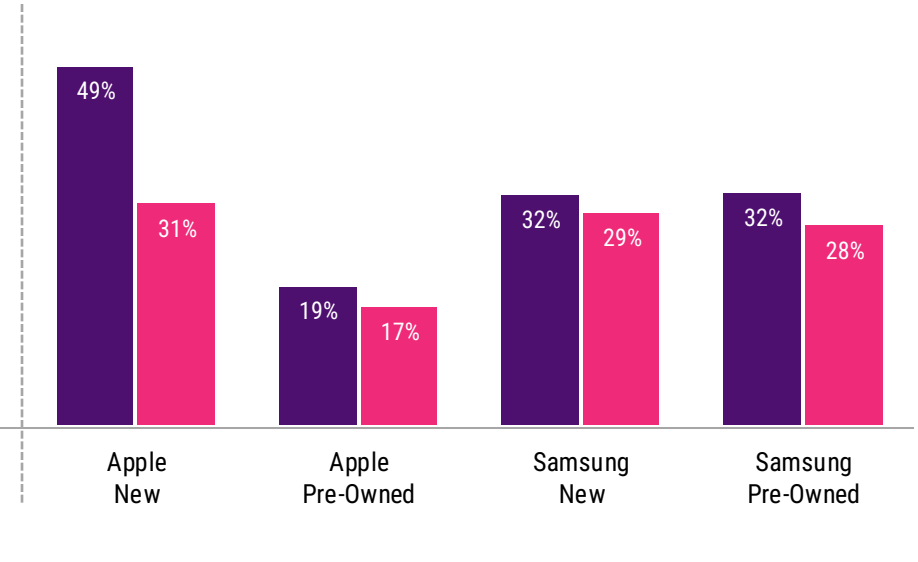
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Despite a slight drop, MCR devices lead in NPS

Net Promoter Score – Phone Types



Net Promoter Score – Brands



The common expectation is that brand new phone buyers are more likely to recommend their smartphone model to friends and family members compared to a pre-owned phone buyer. While this is true for the most part, **Samsung’s NPS for new and pre-owned smartphones are neck in neck**, while Apple experiences a major gap between NPS figures among new and pre-owned iPhone users. Battery life issue will continue to be a major detractor for CPO Apple buyers as the majority of the second-life iPhones are sold through non-Apple channels (which offer new battery in its CPO iPhones) do not have sufficient battery performance. Also of note is the **over-indexing of Manufacturer Certified Renewed NPS** within the pre-owned device universe. Again, this is a direct result of the peace of mind and value provided by strong MCR programs.

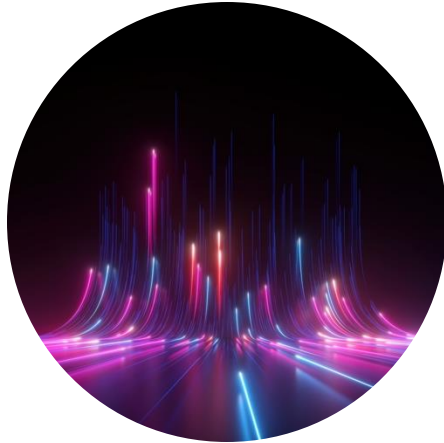


Source: Circana Connected Intelligence Mobile CPO Survey, October 2024

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Likelihood to recommend smartphone model to friend or family
 NPS = Promoters (9+10) minus Detractors (0 through 6)

Price Predictions



Expected Expense by Condition

Fewer **total pre-owned smartphone owners expect to spend under \$400** for their next smartphone purchase compared to prior year. This shift is driven by CPO* and Refurbished smartphone owners, who may expect to spend more on a high-quality smartphone.



Anticipated Spend by Brand

Pre-owned iPhone owners drove up the segment willing to spend \$400-\$599 on their next smartphone. The **largest segment of Samsung Pre-Owned smartphone owners, 30%, expect to spend under \$200**, an opportunity for A Series and more affordable pre-owned options.

**CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned*

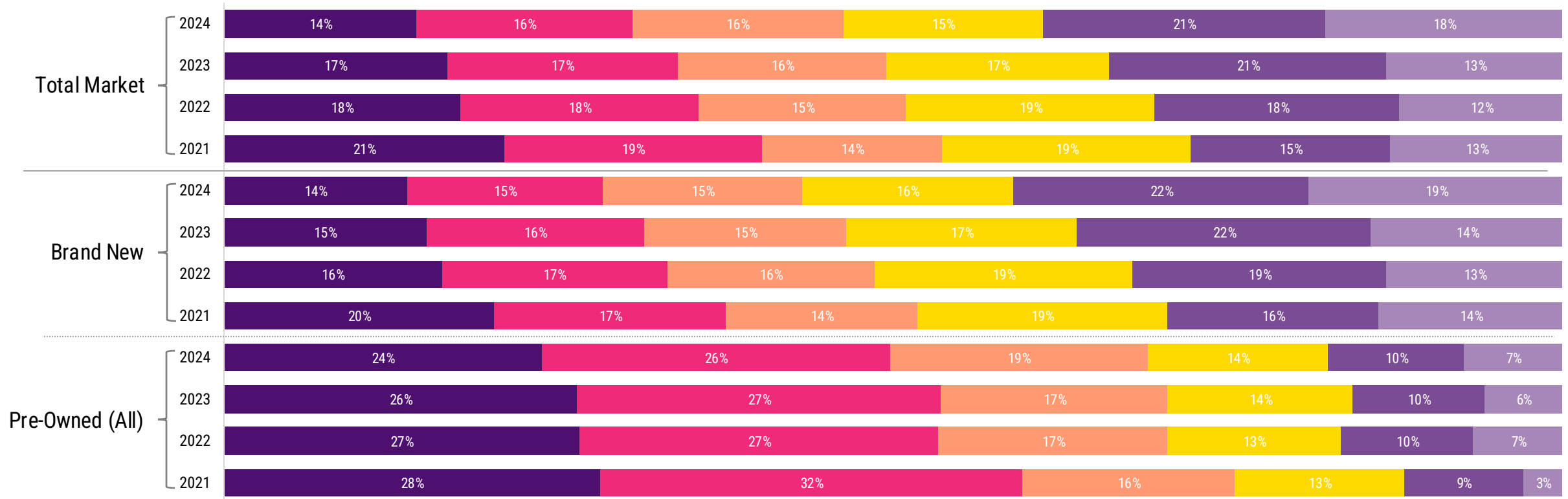


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Growth in Pre-Owned expecting \$400+ spend

Expected Spend on Next Smartphone Purchase

■ <\$200
 ■ \$200 - \$399
 ■ \$400 - \$599
 ■ \$600 - \$799
 ■ \$800 - \$999
 ■ \$1,000 +

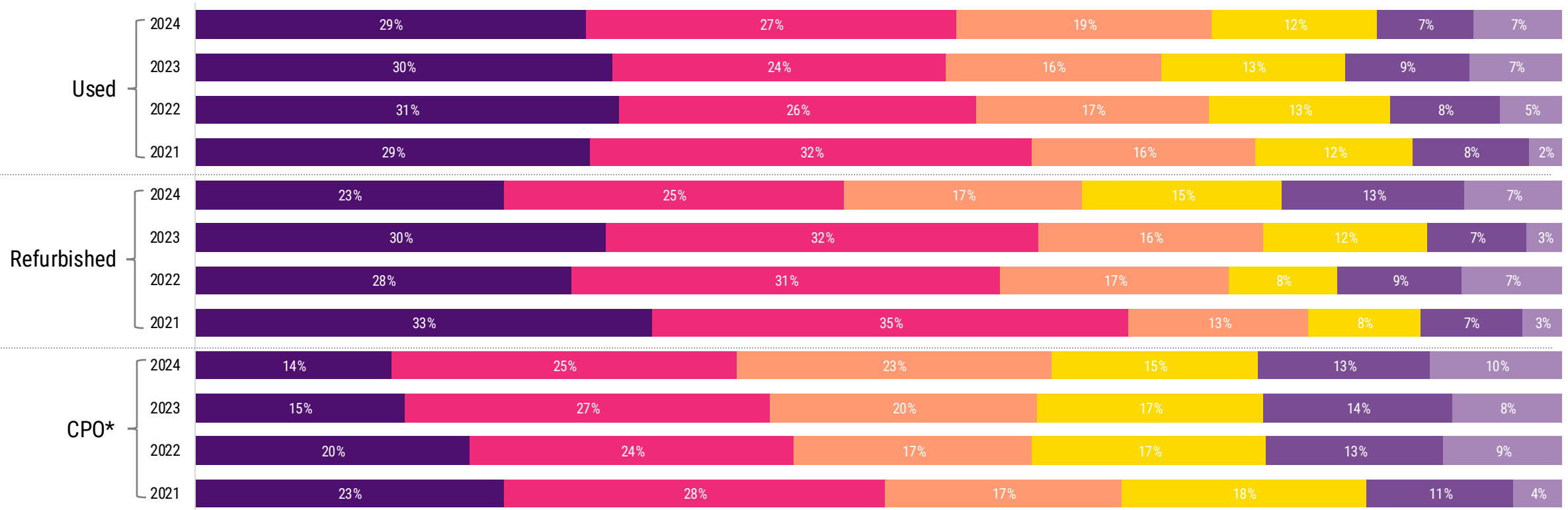


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

CPO* & Refurb drive expected spend increase

Expected Spend on Next Smartphone Purchase by Pre-Owned Type

■ <\$200
 ■ \$200 - \$399
 ■ \$400 - \$599
 ■ \$600 - \$799
 ■ \$800 - \$999
 ■ \$1,000 +



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

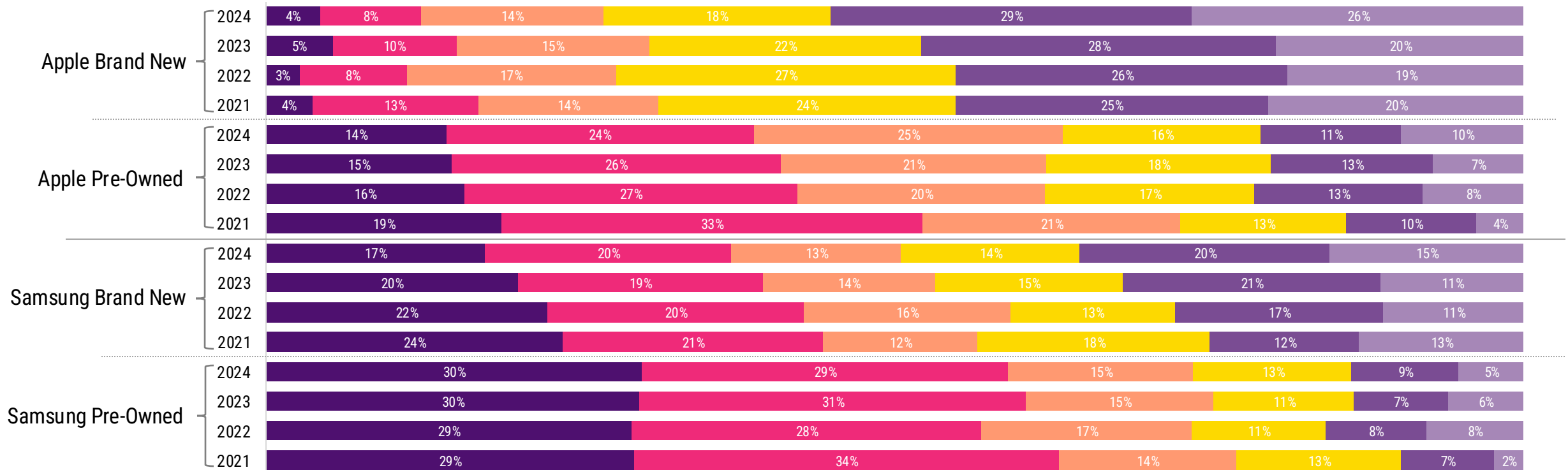


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Expected spend up for New, lower for Samsung Pre-Owned

Expected Spend on Next Smartphone Purchase by Brand and Type

■ <\$200
 ■ \$200 - \$399
 ■ \$400 - \$599
 ■ \$600 - \$799
 ■ \$800 - \$999
 ■ \$1,000 +



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Resale Rebound

RESALE IMPORTANCE BY CONDITION

Importance of resale value increased across smartphone owners. In the pre-owned world, this means shoppers may look for better-quality smartphones to result in higher trade-in values. This is evidenced by CPO* smartphone owners place more importance on resale value than other pre-owned types.

As carrier and manufacturer trade-in promotions continue to be advertised and gain awareness, trade-in inventories may grow even more, presenting opportunities for refurbishment.

RESALE IMPORTANCE BY BRAND

iPhone owners of both brand-new and pre-owned devices are more likely than their Samsung counterparts to find resale value important. However, Samsung pre-owned smartphone owners are more likely than their brand-new brand mates to prioritize trade-in value, emphasizing importance of quality for this group.

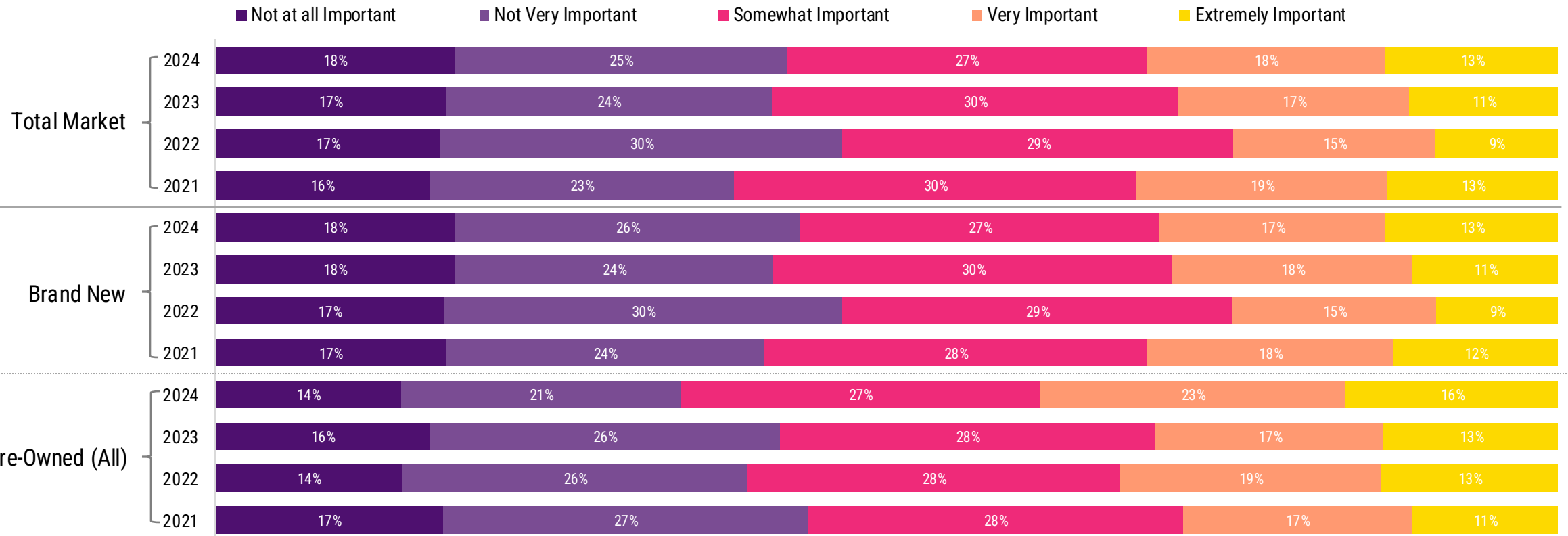
**CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned*



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

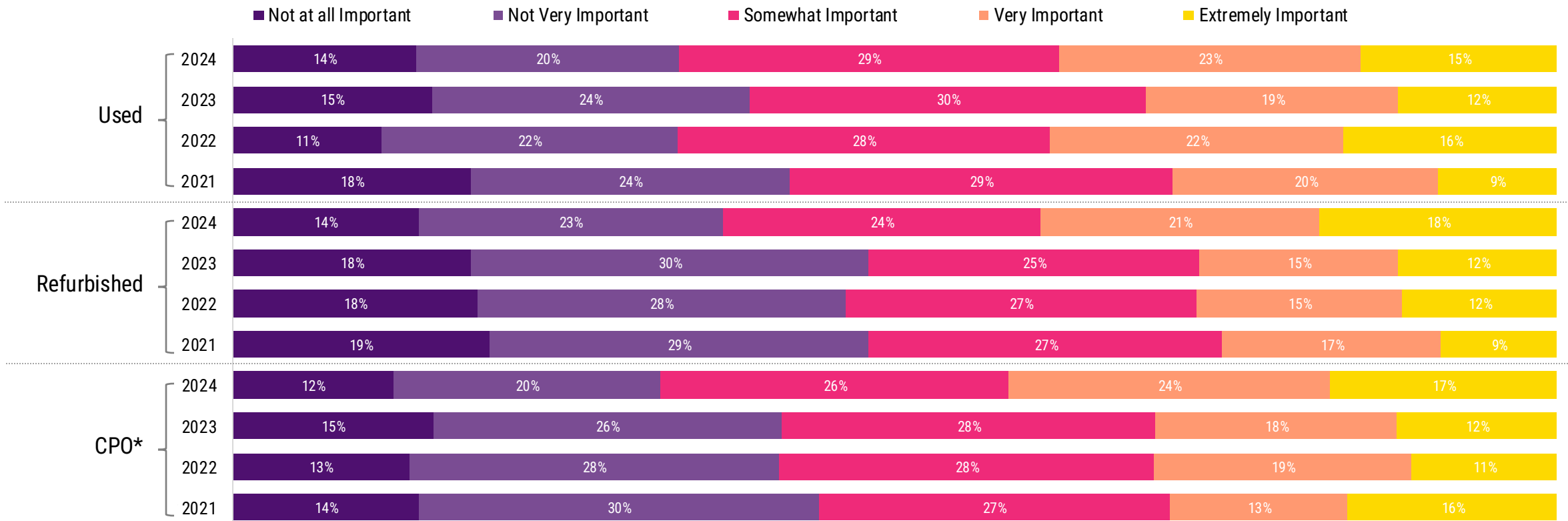
Economic challenges encourage rebounded interest in resale value in all smartphone owners

Importance of Resale Value in Next Smartphone Decision



Resale value more important to CPO* owners, aligning with price and quality

Importance of Resale Value in Next Smartphone Decision by Pre-Owned Type



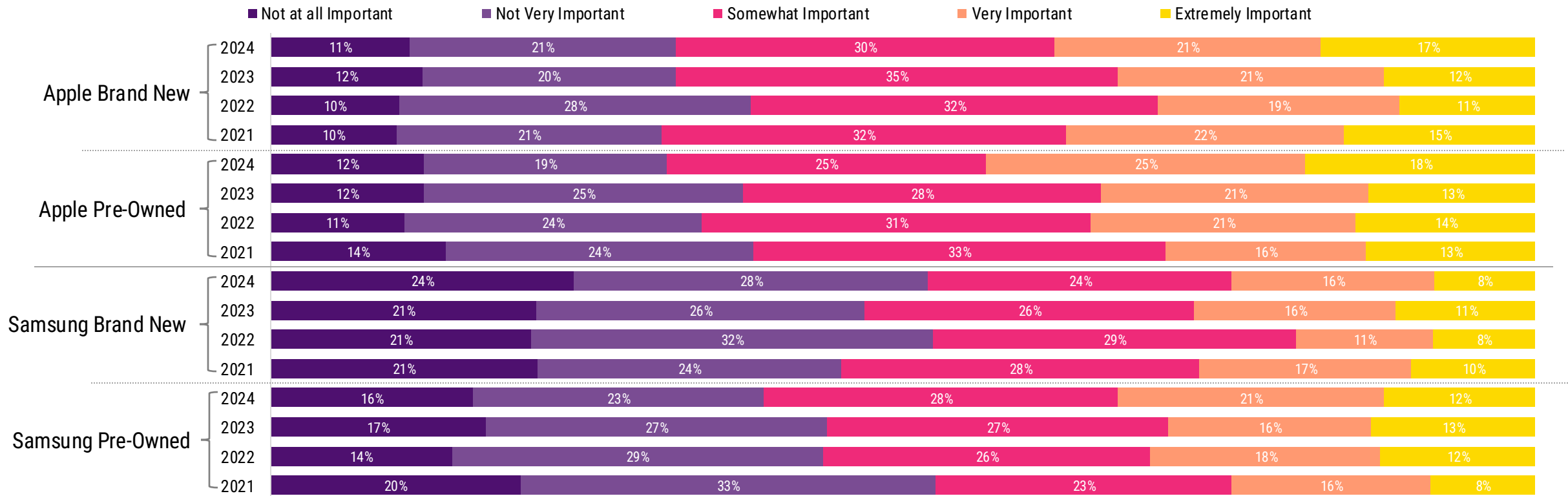
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

iPhone owners find more importance in resale value than Samsung, including pre-owned

Importance of Resale Value in Next Smartphone Decision by Brand and Type

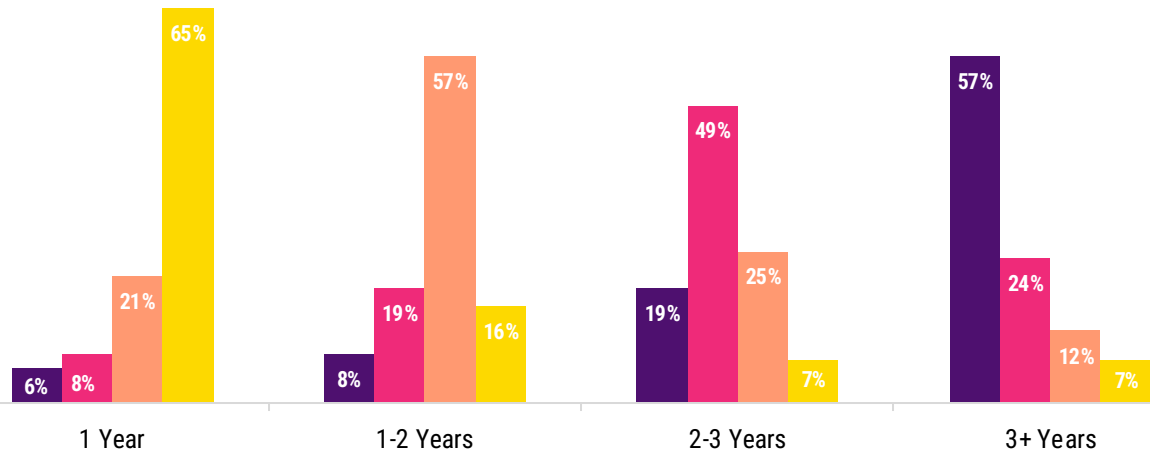


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Pre-owned owners expect slightly less in return

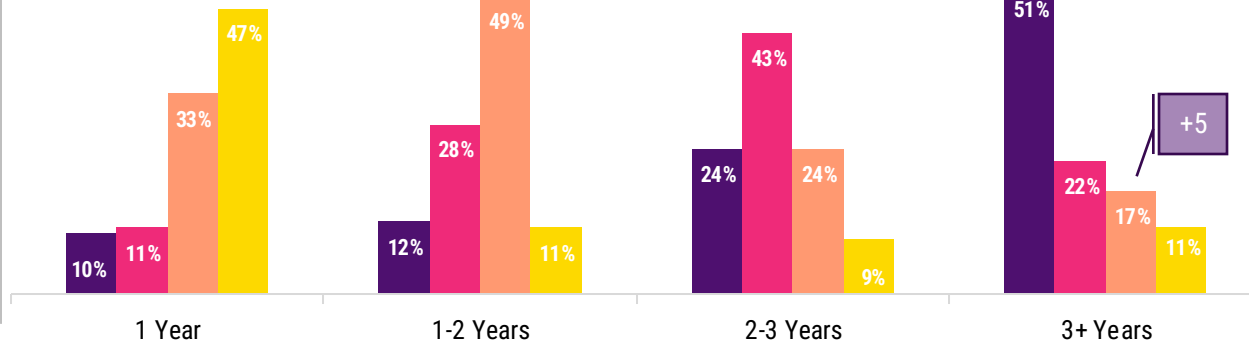
Expected % of Phone's Original Value x Time Since Smartphone Purchase: **Brand New**

Expected Residual Value: ■ < 20% ■ 20 to 40% ■ 40 to 60% ■ 60 to 80%



Expected % of Phone's Original Value x Time Since Smartphone Purchase: **Pre-Owned (All)**

Expected Residual Value: ■ < 20% ■ 20 to 40% ■ 40 to 60% ■ 60 to 80%



There is an inverse relationship between time owned and expected resale value. Additionally, pre-owned smartphone owners have lower expectations of resale or trade-in value.

Still, there was an **increase in pre-owned smartphone owners expecting 40%-60% of the value** of their device in return compared to last year, especially after the 3-year mark. This may be due to **warranty and quality enhancements, as well as promotions** that accept any condition trade-ins.

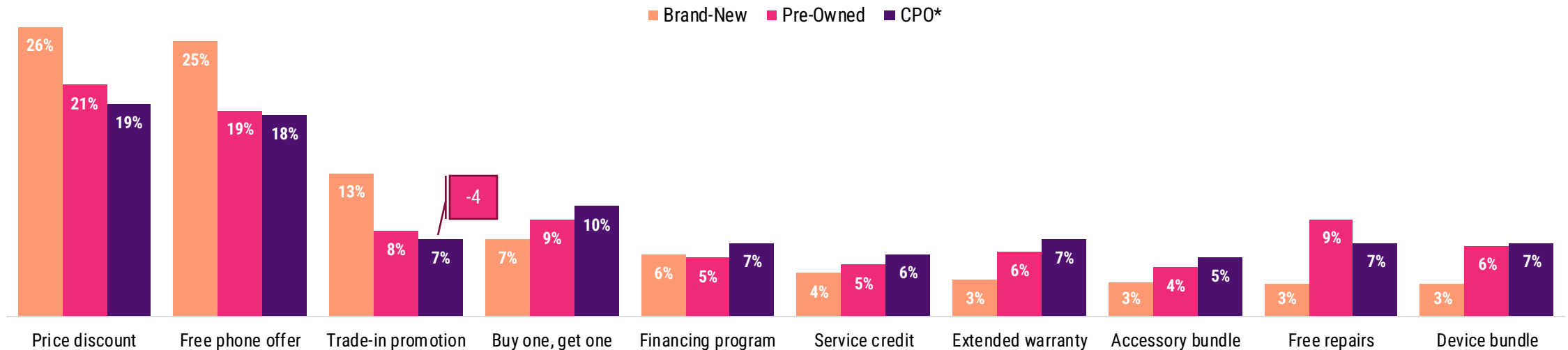
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Desire for cost savings is universal, but pre-owned users also seek financing & assurance

Promotion Most Likely to Use In Next Smartphone Purchase



All smartphone owners would prioritize price discounts if offered during the purchase of their next smartphone. As seen previously as well, pre-owned smartphone owners are more likely than brand-new to take advantage of promotions that include extended warranties or free repairs as **quality assurance measures**.

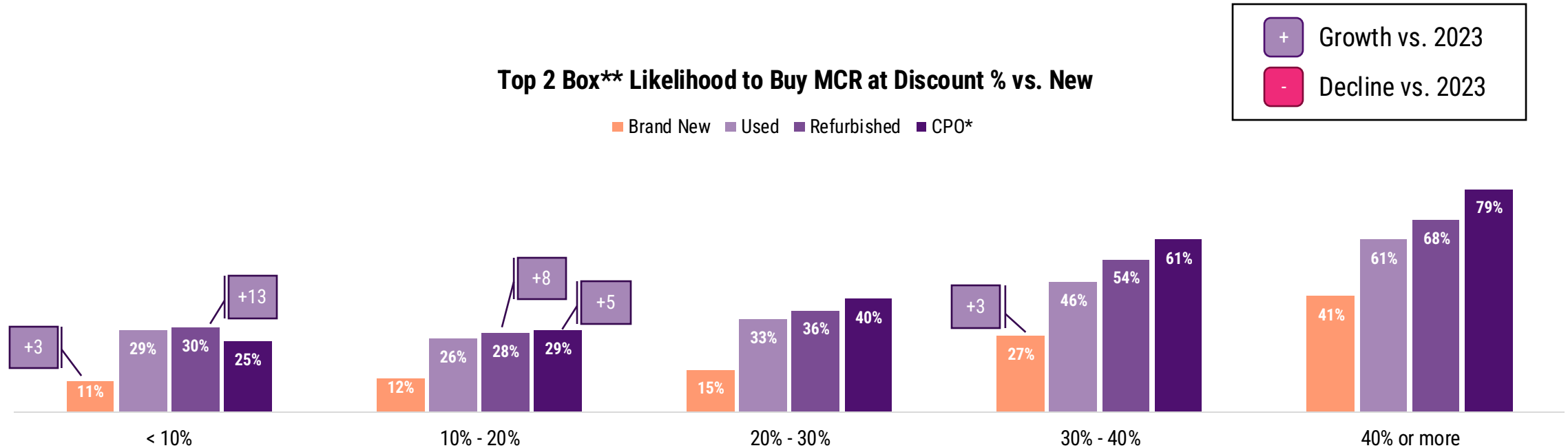
Trade-in promotions are less desirable to pre-owned smartphone owners due to **lower expectations of trade-in value** for an older smartphone.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Discounts could draw new buyers to MCR



This year's data reveal **increases in smartphone owners' likelihood to purchase a manufacturer certified renewed smartphone over a brand-new one at a 10% discount**. The inclusion of brand-new smartphone owners indicates increased awareness the quality assurance that comes with the manufacturer certification.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

** Top 2 box indicates % responses "Very Likely" + "Extremely Likely"



Smartphone condition for next purchase

+ Growth vs. 2023
- Decline vs. 2023

Top 2 box (Extremely Likely + Very Likely) % that would purchase

Current phone purchase condition → Next phone purchase condition ↓	Brand New	Used	Refurbished	CPO*
Brand New	96%	54%	45%	53% +4
Used	12%	59%	49%	50%
Refurbished	12%	46%	72%	58%
Certified Pre-Owned	16% +4	46% +4	58%	70% +4
Manufacturer Re-newed	19% +4	47% +6	60%	70% +2

Owners of each smartphone type are most likely to purchase the same type as they currently possess. This year, there was **growth in consideration of certified pre-owned smartphones, even among current brand-new** smartphone owners.

Overall, more consumers are likely to purchase a Manufacturer certified pre-owned device than non-manufacturer certified, a testament to the quality.

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



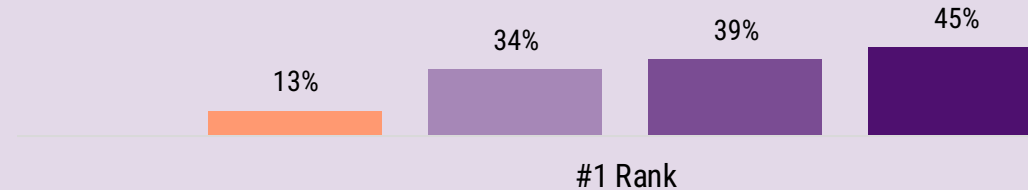
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

CPO & Refurb choose MCR over new mid-tier

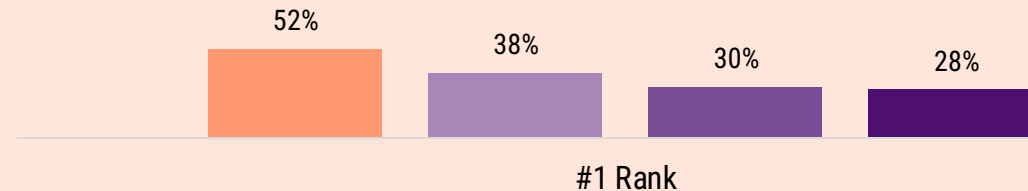
Q: If the prices for the following three smartphone options were in a similar range, which of these would you be most likely to purchase? Please rank.

Brand New Used Refurbished CPO*

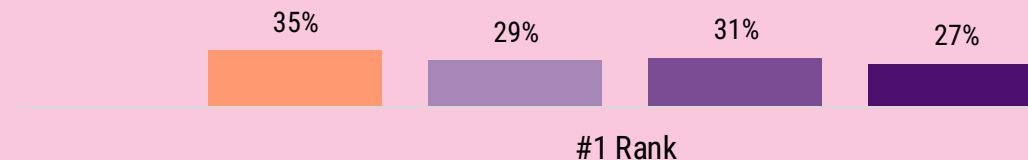
Manufacturer Certified Renewed most recent generation high-end model smartphone.
(e.g. iPhone 15 series/Samsung Galaxy S24 series)



Brand new smartphone of the previous year's flagship (high-end) model.
(e.g. iPhone 14 series/Samsung Galaxy S23)



Brand new, most recent generation of a mid-tier model that is more capable than a low-end model, but less capable and more affordable than a high-end model.
(e.g. Samsung Galaxy A54)



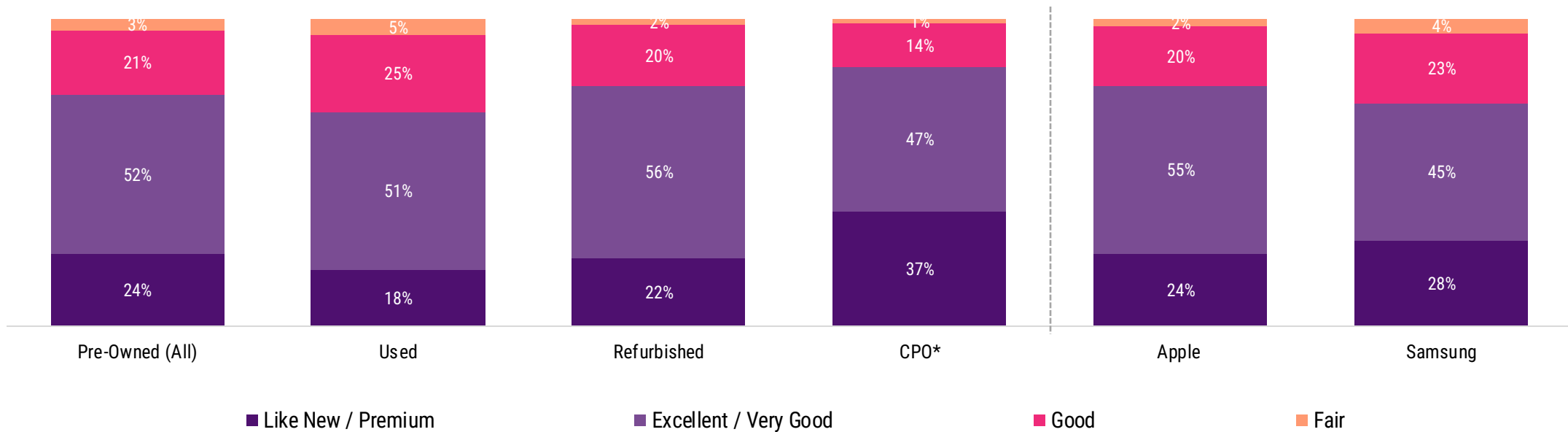
*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Used buyers seek phones in premium condition

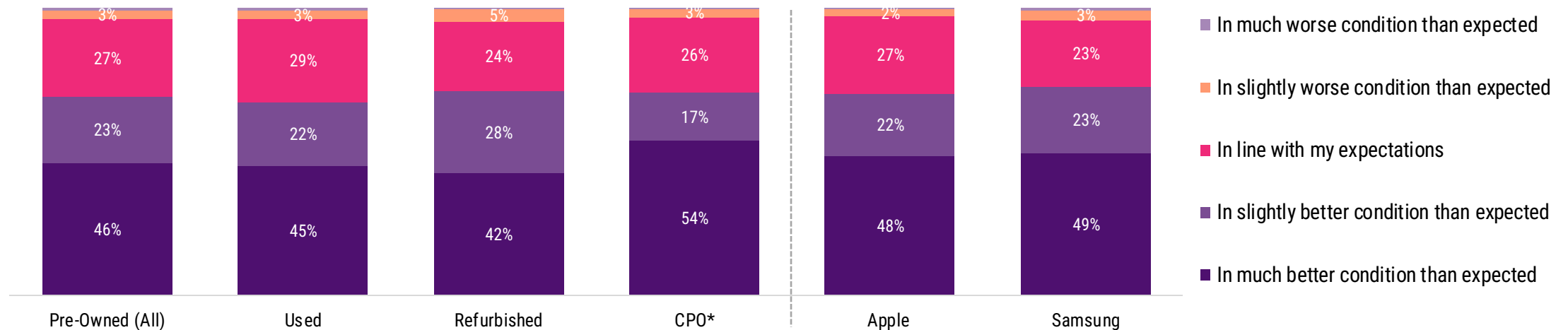
Pre-Owned Smartphone Condition (Grade) by Type and Brand



A little over three quarters of the installed base of pre-owned phones in the market are purchased as Grade A (Like New-Premium and/or Excellent-Very Good) devices that meet certain industry standards created by the CTIA Reverse Logistics Quality Service (RLQS) standards. CPO phones, especially Manufacturer Renewed/Certified ones (45%) are predominantly purchased in Like New / Premium condition thanks to Samsung's strong MCR program.

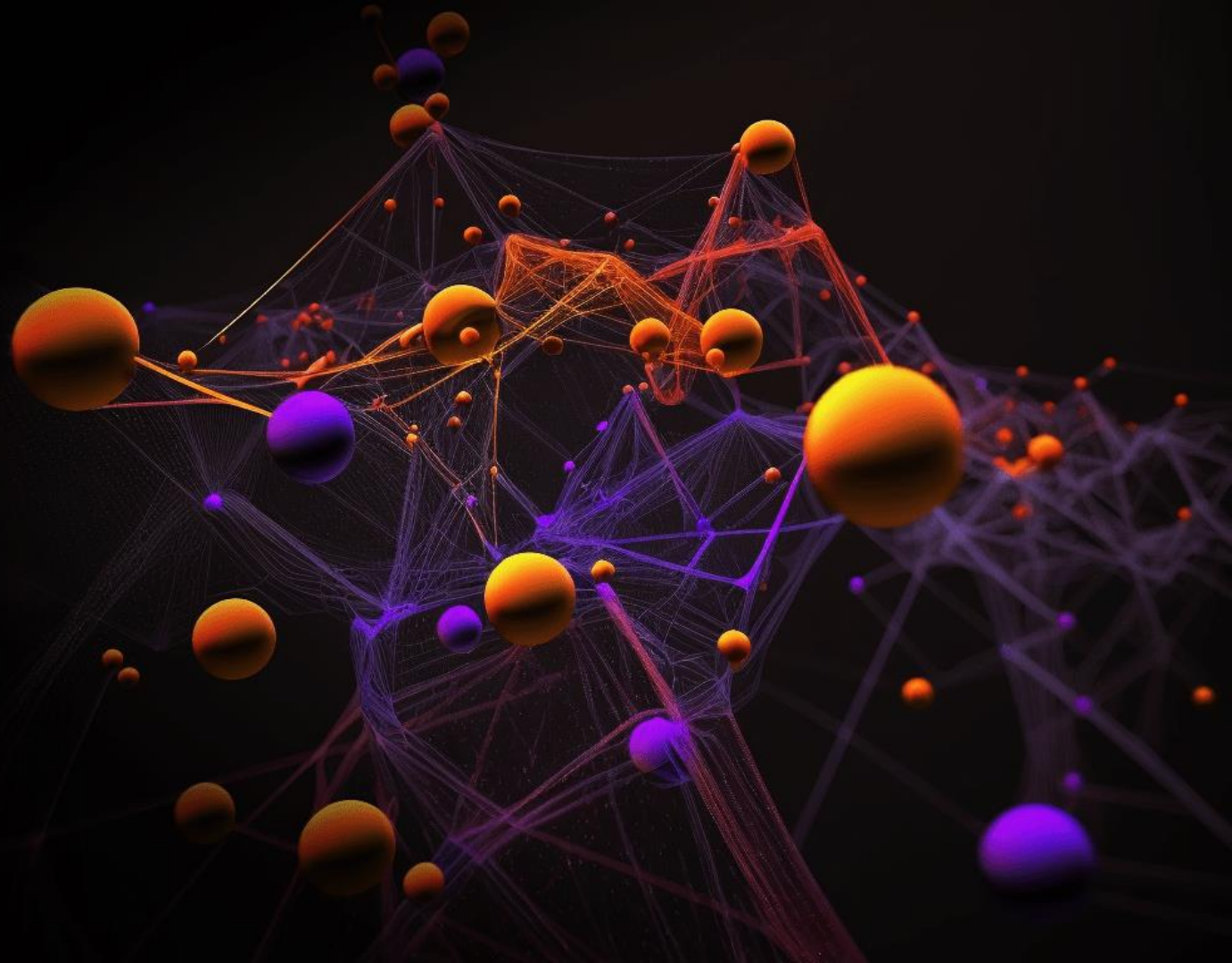
Industry masters Pre-owned grading standards

Pre-Owned Smartphone Condition/Grade – Expectations vs. Reality



Thanks to the key manufacturers' and the reverse logistics industry's determined efforts, there is a perfect balance between pre-owned phone buyers' expectations with respect to the grade/condition of the phone pre- and post-sales processes. On average half of pre-owned buyers cite that the condition of the phone was **"much better"** than their expectations, with the CPO (and MCR) buyers over-indexing as expected (**Samsung.com** leads the crowd with almost **60%**). Notably, buyers who shop for used phones from retail locations cite the highest peace of mind in terms of the condition of the phone as they get to see/touch the phone pre-purchase. **70%** of pre-owned phone buyers claim that it is **extremely or very important** to **see the condition of the phone in-person** before buying. For those few customers whose phone condition expectations were not met, **poor battery performance** was cited as the lead driver for claiming a worse condition than expected.

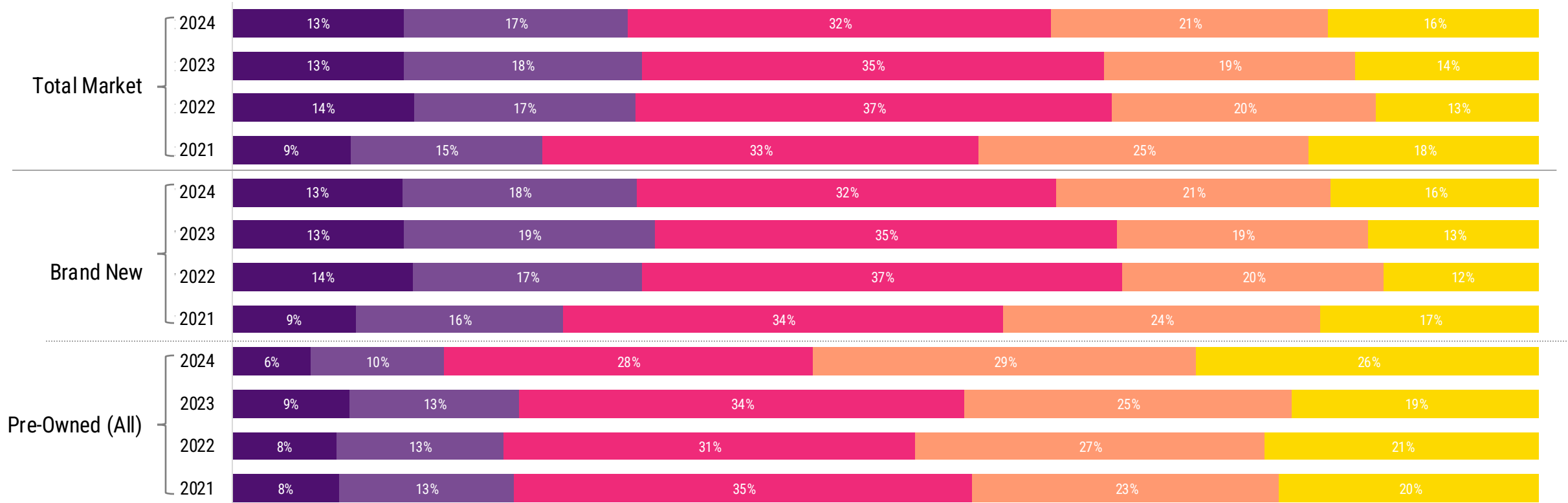
Innovation



Sustainability gains importance in Pre-Owned

Importance of Sustainability in Next Smartphone Purchase

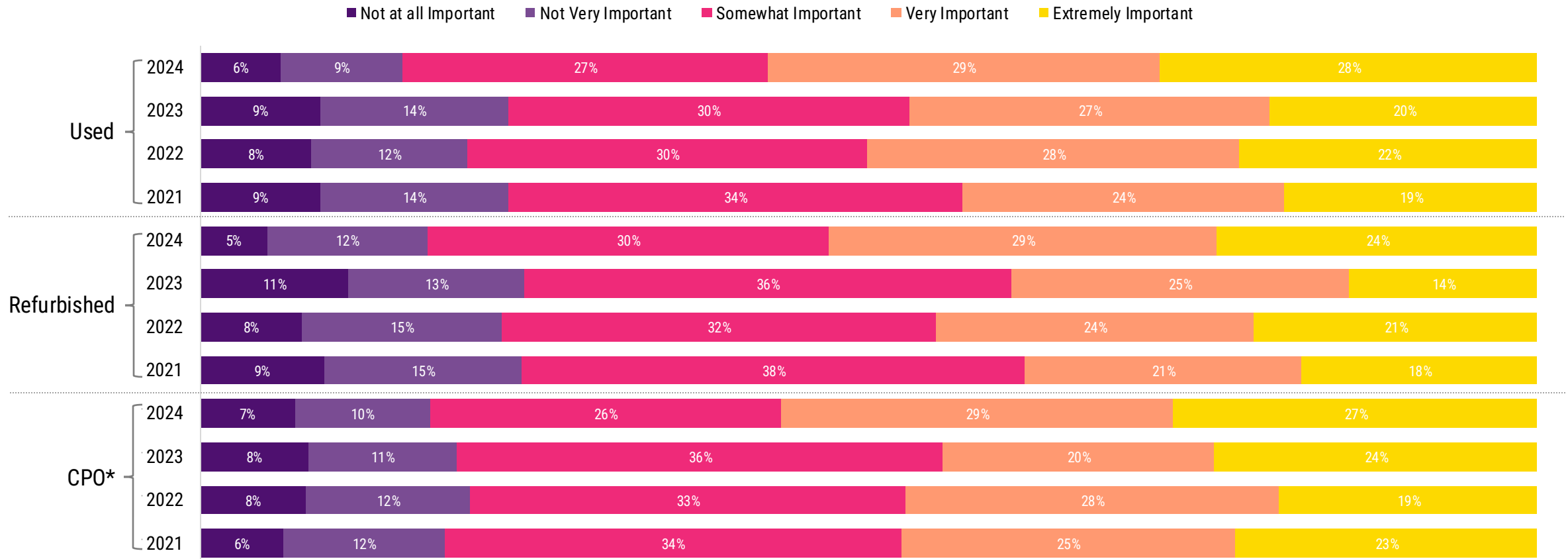
■ Not at all Important
 ■ Not Very Important
 ■ Somewhat Important
 ■ Very Important
 ■ Extremely Important



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

All pre-owned types find sustainability important

Importance of Sustainability in Next Smartphone Purchase by Pre-Owned Type



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

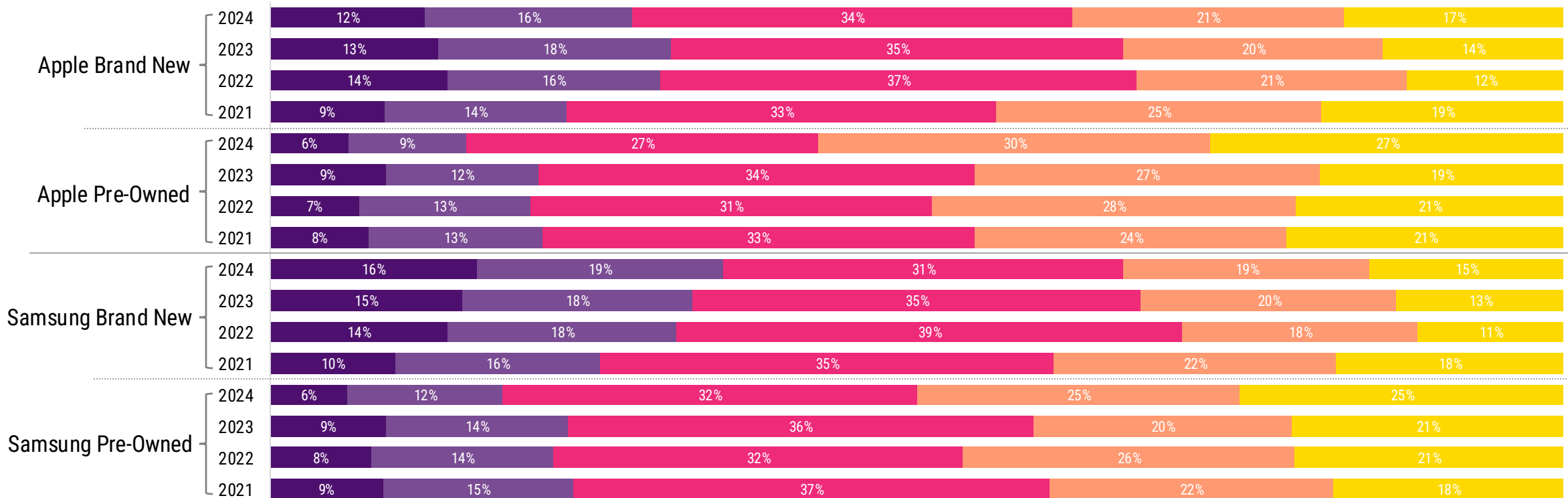


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Pre-owned buyers are eco-conscious, across OS

Importance of Sustainability in Next Smartphone Purchase by Brand and Type

■ Not at all Important ■ Not Very Important ■ Somewhat Important ■ Very Important ■ Extremely Important



*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

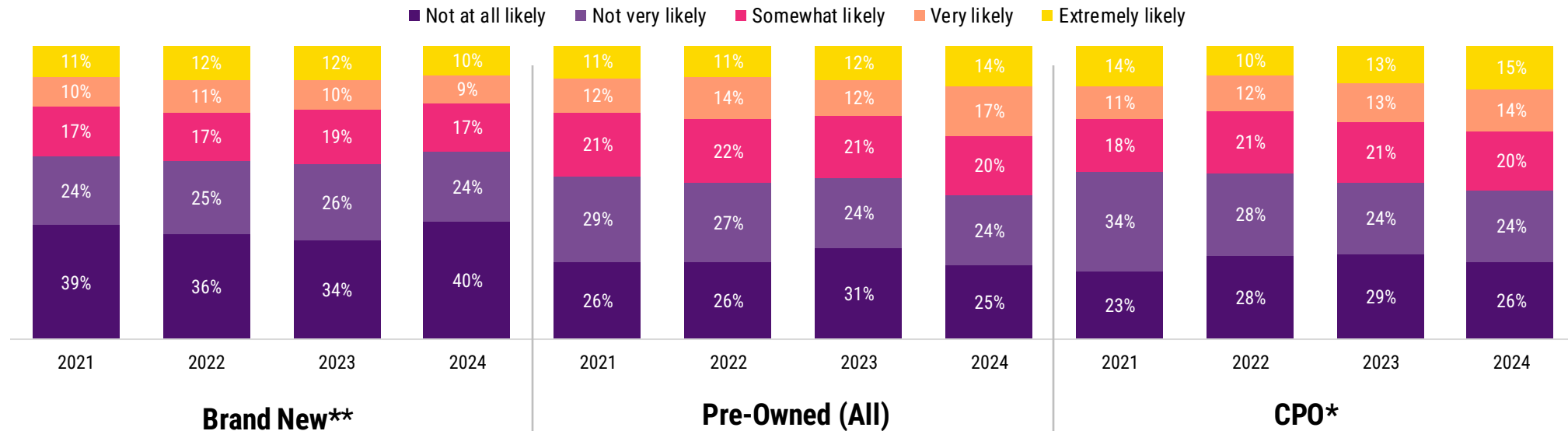


Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential

CPO owners show higher interest in foldables

Foldable Smartphone Purchase Likelihood



Pre-owned smartphone customers show a higher interest level in foldables compared to brand-new smartphone owners, and this interest grew slightly since 2022. Foldable screens are still aspirational for some, due to price, but certified pre-owned foldables may open up the possibility for price sensitive admirers of the technology. This is, as long as the durability is assured.

*CPO includes Manufacturer Certified and non-Manufacturer Certified Pre-Owned

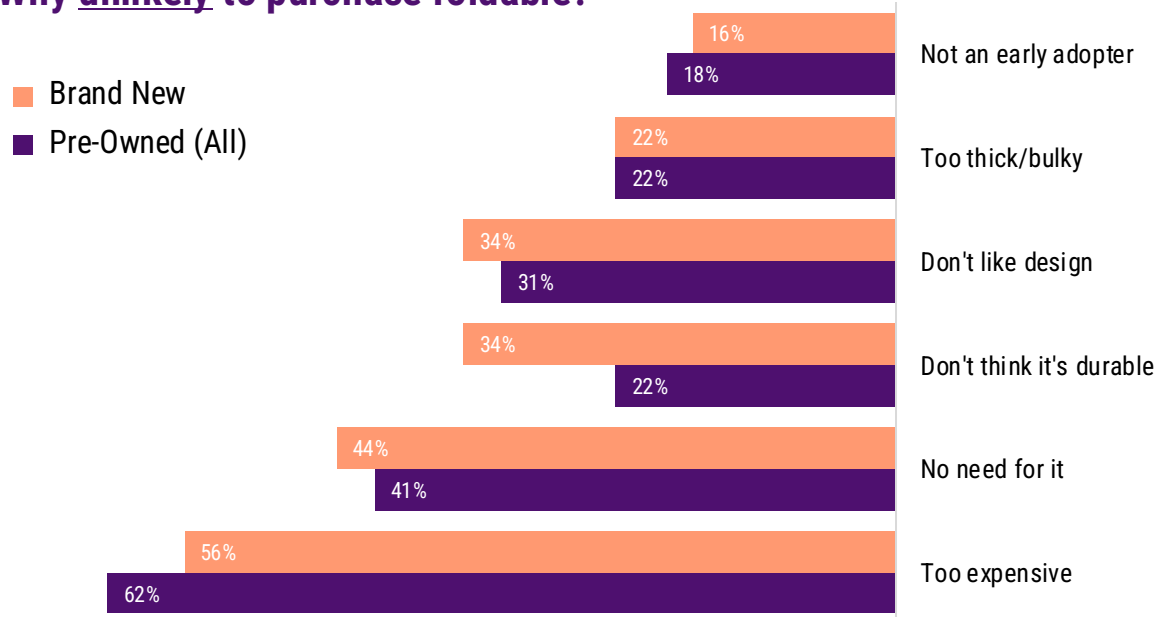
** Brand New data references the NPD Connected Intelligence Mobility Survey



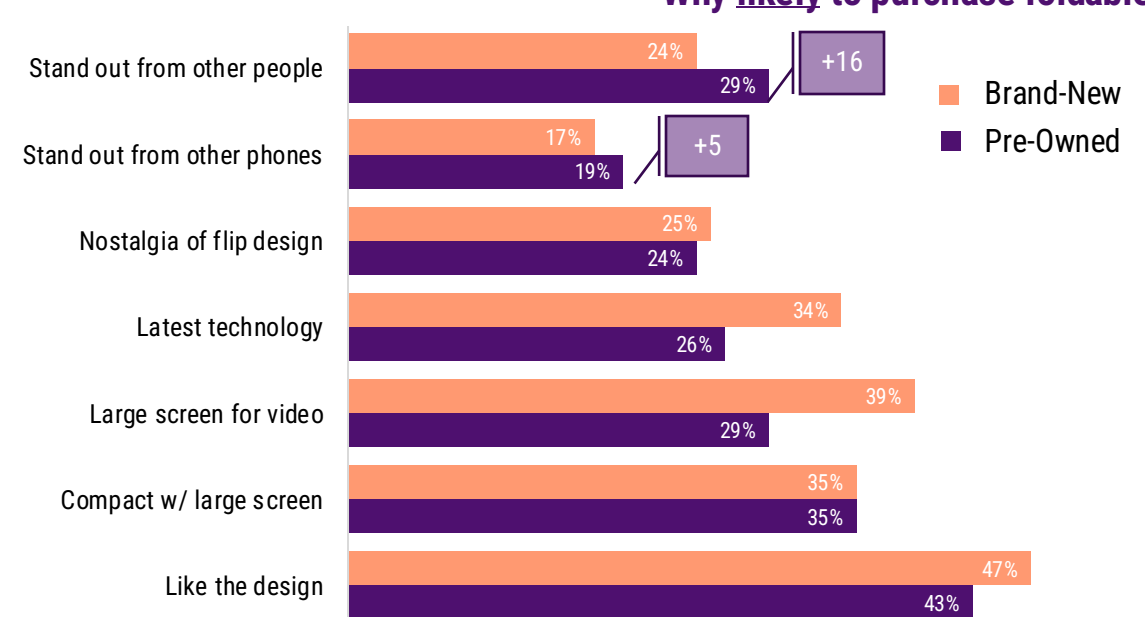
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Cost remains to be main limitation for foldables

Why unlikely to purchase foldable?



Why likely to purchase foldable?



Foldables prospects are mainly intrigued by the phone's unique design allowing for a large screen estate while keeping the form factor compact. On the other hand, most consumers are **hesitant to jump on the foldable bandwagon due to its high cost**. In fact, there were more brand new and pre-owned phone buyers citing the high cost of foldables as a detractor than last year. Notably, **only 2% of users (down from 10% in 2022)** cite that they would very or extremely likely to **purchase a foldable phone if an affordable Manufacturer Certified Renewed version** was available. **Durability** is another concern for consumers, and only a few (4% - Top 2 Box of extremely interested and very interested) show an increased interest level should the Brand/Retailer offer extended warranty and free screen replacements with the purchase of a foldable smartphone. Notably, we saw a substantial jump in pre-owned users' **"show off"** sentiment towards foldable phones. This could be an interesting marketing angle to push CPO foldables to interested segments.



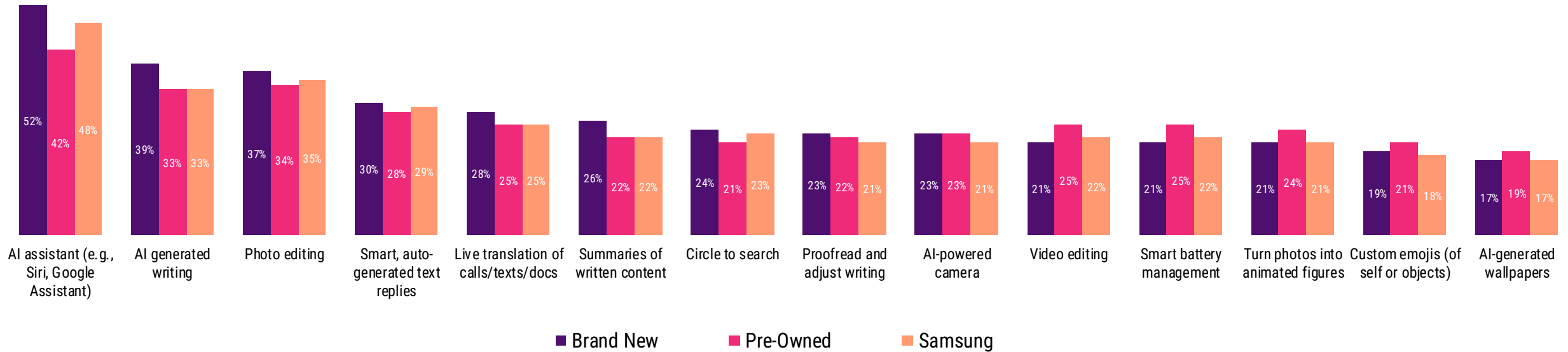
Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential 79

*CPO includes Manufacturer Certified Renewed and non-manufacturer certified Pre-Owned

Established features lead in AI awareness

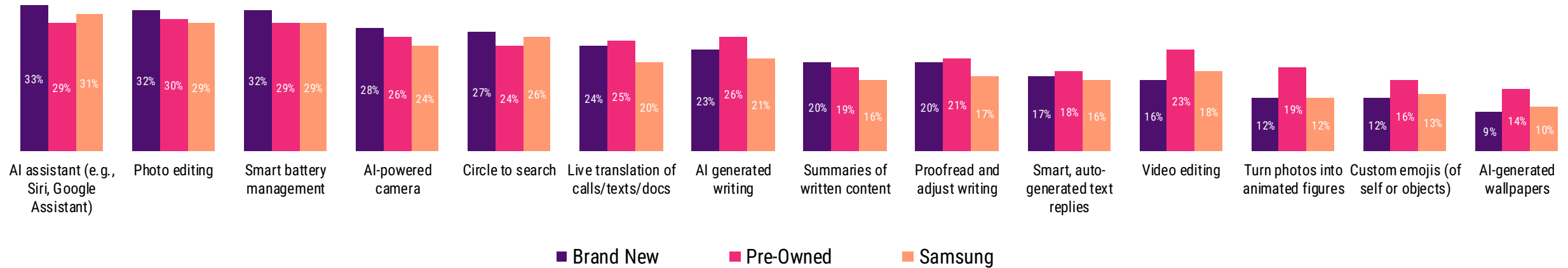
Awareness of Artificial Intelligence (AI) Features



Despite all the marketing around AI-enabled smartphones, most consumers are not aware of the novelty AI features that capture the marketing highlights. Smart assistants like Siri or Google have a strong lead in AI awareness as they have been around for over a decade. The same goes for AI-generated writing and photo editing features, which have been available for years, but in much more simple style. Samsung and Apple’s heavy marketing throughout 2024 have certainly helped innovative AI features appear on consumers’ radars, but these nice-to-have features do not push consumers pull the trigger for a new phone upgrade.

Users demand fundamentals before innovation

Interest in Artificial Intelligence (AI) Features

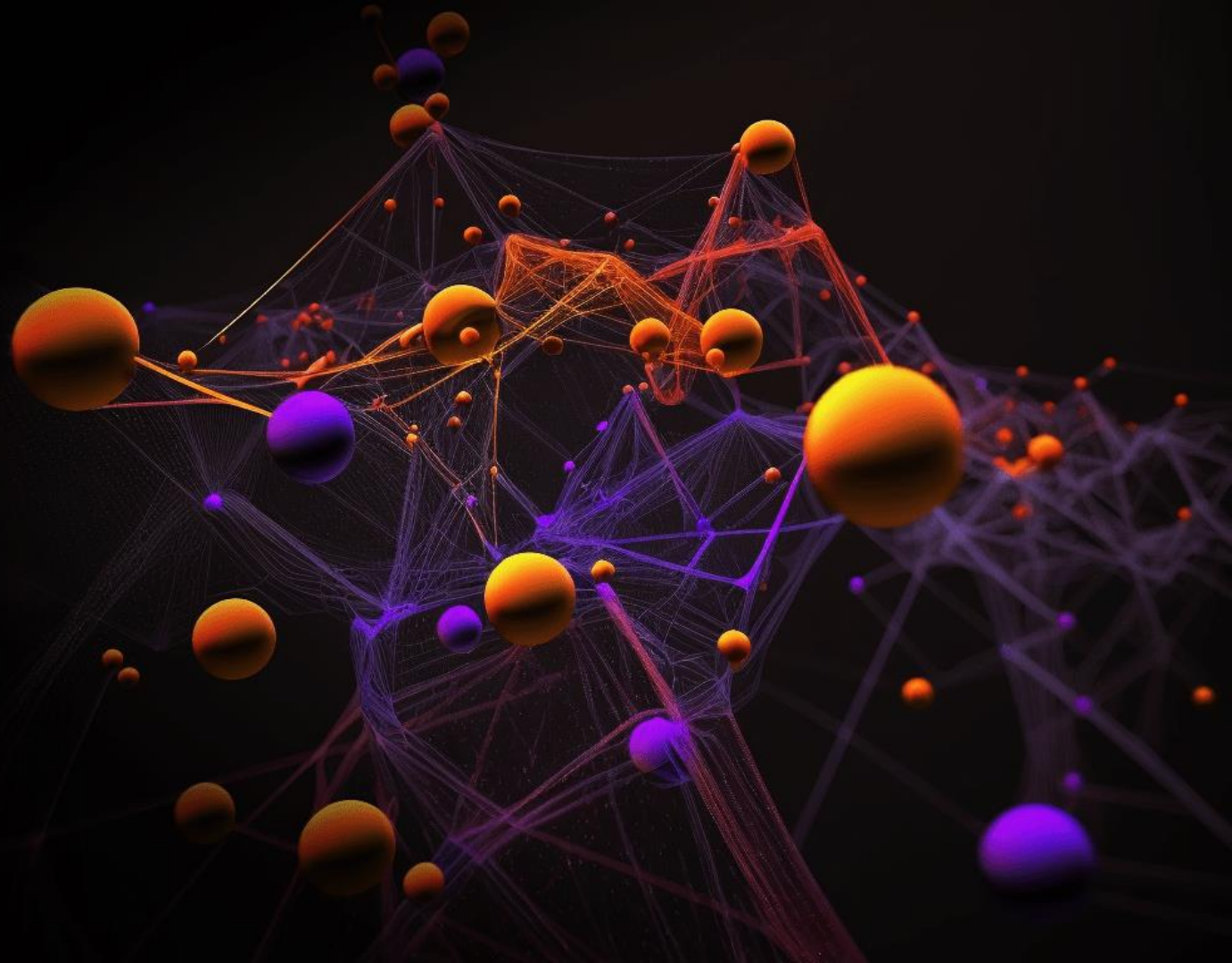


There are only three AI features that garnered the interest of over 30% of our panelists, and unfortunately for the industry, all three are established features where consumers expect them to gradually improve overtime (as they have been for the past decade). Smart battery management (which is hardly an AI-powered feature in the sense consumers think of AI) making its way to the top three is another clear indication to the how important fundamentals such as battery and performance are for smartphone users. Circana's data suggests that younger generation users show higher interest in some of the creative AI features, which greatly enrich social media experiences, but most of these users financial challenges limit their ability to purchase flagship phones that come with AI features.



Source: Circana / Connected Intelligence Mobile CPO Survey, October 2024

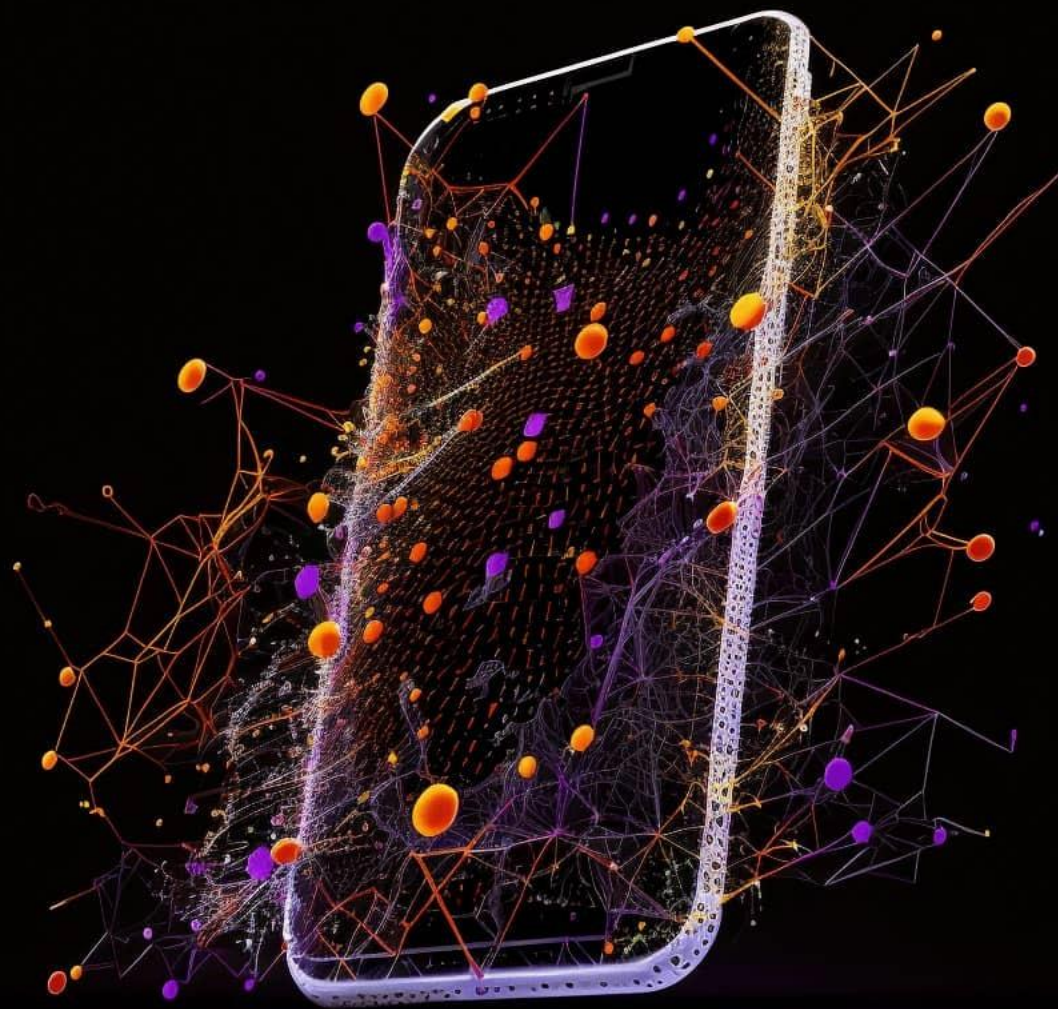
Call to Action



Action Items for Refurbished Industry Players

- **Accelerate trade-ins for CPO Supply:** Running an upgrade program is costly, but it is the short cut to accelerating upgrade cycles. Reverse logistics programs provide a great opportunity to offset marketing costs, while attracting customers who aspire for flagships but cannot afford one due to cost.
- **Seek the prepaid opportunity:** The high churn of customers on sub-\$200 phones has been a major issue for prepaid carriers who are eagerly trying to move their user bases over to more expensive models to reduce churn. Prepaid carriers should consider low-cost pre-owned iPhones to drive new activations and grow their base.
- **Expand distribution:** Smartphone brands should consider expanding their distribution beyond online to retail as 70% of pre-owned shoppers cite that they would prefer to touch and see the pre-owned phone in retail before activating it.
- **Open the CPO selection to Mid-tier:** All major brands focus their CPO efforts on N-1 and N-2 flagships models, but despite the attractive discounts, these phones are still out of reach for low-income Android customers. Expanding the CPO selections to feature mid-tier models would allow brands to better tackle the sub-\$300 market.
- **No scaling back on battery marketing :** As noted in the previous waves of this report, device battery performance is listed as a top priority among pre-owned smartphone buyers. Possible battery issues was also a top reason why current new phone buyers did not purchase a CPO phone despite considering, and it is even listed as an important AI-powered feature. All industry players should follow Samsung's lead new battery placements and marketing.
- **Lead in sustainability marketing:** Thanks to strong efforts by Samsung and other brands, CPO users' sentiment towards sustainability continues to gradually rise. Samsung and all brands should maintain their strong stance in sustainability.

Thank you



The background features a complex, abstract pattern of wavy, overlapping lines in shades of purple and orange. These lines are interspersed with numerous small, glowing particles, creating a sense of depth and movement. The overall effect is reminiscent of a digital data stream or a microscopic view of a material's structure.

Appendix

Methodology

- **Report Methodology:** The Certified Pre-Owned Smartphone Report is based on Circana's custom deployed survey of 1,614 brand-new and 1,415 pre-owned smartphone buyers who are all 18+ aged consumers residing in the U.S. The survey was deployed in October 2024. The collected data is weighted against the U.S. Gen Pop 18+ demographics. Total market views provided in the report are based on the responses of the initial 1,804 respondents, 11% of which were pre-owned smartphone owners. The sample size for pre-owned segment was then augmented to reach 1,415 respondents.
- **About Connected Intelligence:** Connected Intelligence, part of the Circana Group, is an advisory service providing a mix of qualitative and quantitative analysis. The result is an ongoing examination of the Connected Consumer and the environment they reside in. This includes analysis of the devices, broadband access and content services consumed, focusing on the adoption and consumer behavior with these devices and services (ownership and usage), as well as the merging technology and services that will impact the market moving forward. For more information, visit <http://www.connectedintelligence.com>.
- **About Circana:** Circana provides market information and business solutions that drive better decision-making and better results. The world's leading brands rely on us to help them get the right products in the right places for the right people. Practice areas include apparel, appliances, automotive, beauty, consumer electronics, diamonds, e-commerce, entertainment, fashion accessories, food consumption, foodservice, footwear, home, mobile, office supplies, retail, sports, technology, toys, video games, and watches / jewelry. For more information, visit [Circana.com](https://www.circana.com). Follow us on Twitter: [@wearecircana](https://twitter.com/wearecircana).

Retail: Amazon

Emphasis on quality, guarantee (90 days) & sustainability.

Hello, sign in

← MAIN MENU

Electronics

- Electronics Showcase
- Cell Phones & Accessories
- Computers
- TV & Video
- Headphones
- Office Electronics
- Camera, Photo & Video
- Wearable Technology
- Home Audio & Theater
- Musical Instruments
- Video Games
- Software
- Amazon Renewed**

Expertly refurbished products at great prices

Backed by the Amazon Renewed Guarantee

The Renewed promise

Quality you can afford	Products you can trust	Purchases with an impact	Money back guarantee
Shop Amazon Renewed for products that have been refurbished at affordable prices so you can save on the brands you love.	All products have been professionally inspected, tested and cleaned by Amazon-qualified suppliers.	Each Renewed purchase extends the lifetime of a device and keeps e-waste out of landfills.	If you're not fully satisfied, you have 90 days to return for a replacement or full refund.
			See terms >



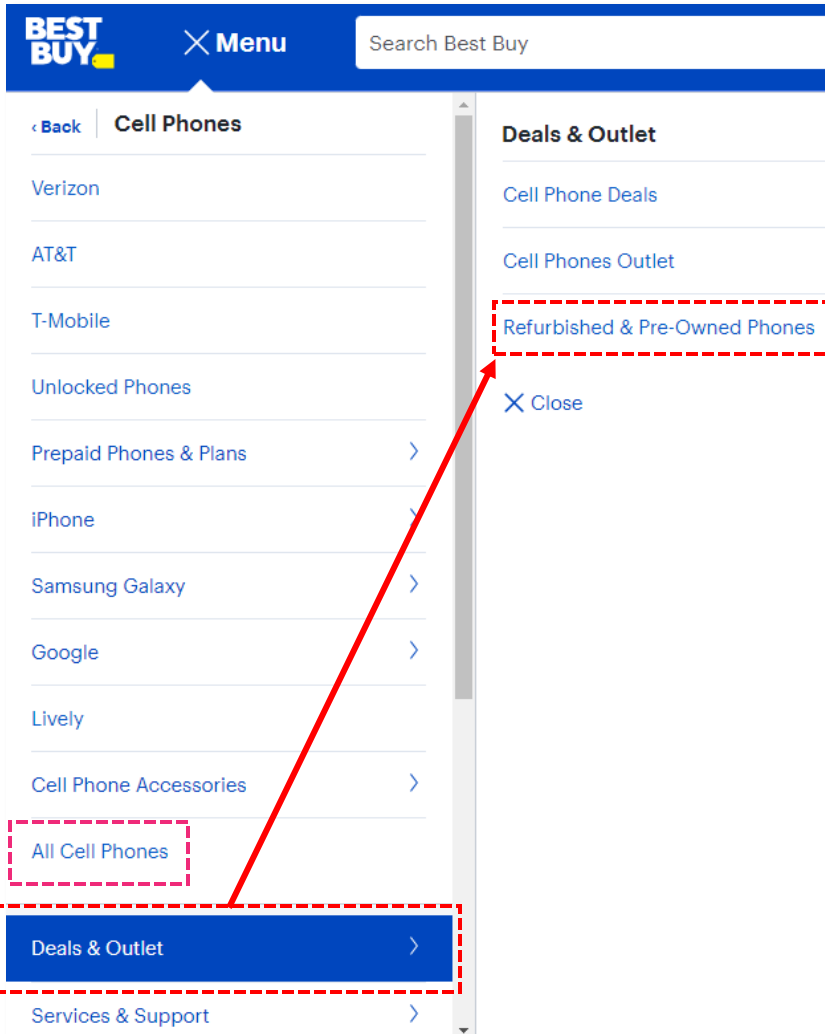
https://www.amazon.com/gp/browse.html?node=17881058011&ref=nav_em_nav_cerenewed_0_2_16_14

Retail: Best Buy

Large selection of pre-owned and refurbished smartphones (226 item results).

Refurbished phones have “Geek Squad Certified” product description, while pre-owned do not.

Large inventory, but no central information page outlining benefits or guarantees of their Refurbished or Pre-Owned smartphones.



Model Family

- Apple iPad (8th Generation)
- Apple iPhone 11
- Apple iPhone 11 Pro
- Apple iPhone 11 Pro Max
- Apple iPhone 12
- Apple iPhone 12 mini
- Apple iPhone 12 Pro
- Apple iPhone 12 Pro Max
- Apple iPhone 13
- Apple iPhone 13 mini
- Apple iPhone 13 Pro
- Apple iPhone 13 Pro Max
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max
- Apple iPhone 15
- Apple iPhone 15 Plus
- Apple iPhone 15 Pro
- Apple iPhone 15 Pro Max
- Apple iPhone 7
- Apple iPhone 7 Plus
- Apple iPhone 8
- Apple iPhone 8 Plus
- Apple iPhone SE
- Apple iPhone SE (2nd Generation)
- Apple iPhone SE (3rd Generation)
- Apple iPhone X
- Apple iPhone XR
- Apple iPhone XS
- Google Pixel 2
- Google Pixel 2 XL
- Google Pixel 3a XL
- Google Pixel 4
- Google Pixel 4a
- Google Pixel 5
- Google Pixel 6
- Google Pixel 6 Pro
- Google Pixel 6a
- Google Pixel 7
- Google Pixel 7a
- LG Q6
- OnePlus 9 5G
- OnePlus 9 Pro 5G
- Samsung Galaxy A02s
- Samsung Galaxy A03s
- Samsung Galaxy A10e
- Samsung Galaxy A11
- Samsung Galaxy A12
- Samsung Galaxy A13 5G
- Samsung Galaxy A14 5G
- Samsung Galaxy A20
- Samsung Galaxy A21
- Samsung Galaxy A23 5G
- Samsung Galaxy A32 5G
- Samsung Galaxy A42 5G
- Samsung Galaxy A71 5G
- Samsung Galaxy Fold
- Samsung Galaxy Note10+
- Samsung Galaxy Note20 5G
- Samsung Galaxy Note20 Ultra 5G
- Samsung Galaxy Note8
- Samsung Galaxy Note9
- Samsung Galaxy S10+
- Samsung Galaxy S10e
- Samsung Galaxy S20 5G
- Samsung Galaxy S20 FE 5G
- Samsung Galaxy S20 Ultra 5G
- Samsung Galaxy S20+ 5G
- Samsung Galaxy S21 5G
- Samsung Galaxy S21 FE 5G
- Samsung Galaxy S21 Ultra 5G
- Samsung Galaxy S21+ 5G
- Samsung Galaxy S22
- Samsung Galaxy S22 Ultra
- Samsung Galaxy S22+
- Samsung Galaxy S23
- Samsung Galaxy S23 Ultra
- Samsung Galaxy S23+
- Samsung Galaxy S24
- Samsung Galaxy S24 Ultra
- Samsung Galaxy S24+
- Samsung Galaxy S8
- Samsung Galaxy S8+
- Samsung Galaxy S9
- Samsung Galaxy S9+
- Samsung Galaxy Z Flip 5G
- Samsung Galaxy Z Flip3 5G
- Samsung Galaxy Z Flip4
- Samsung Galaxy Z Flip5
- Samsung Galaxy Z Fold3 5G
- Samsung Galaxy Z Fold4
- Samsung Galaxy Z Fold5

Retail: Walmart

Large selection and variety of types, including distinct “Refurbished” and “Walmart Restored” labels.

Can be filtered by pre-owned type and condition grading as well. Wide variety of each grade/type and brand.

Shop by phone type

- Rollbacks & more
- Unlocked
- Prepaid
- Postpaid
- Refurbished
- Shop all

Cell phone savings Unlocked Phones Prepaid Phones Contract Phones Refurbished Phones Shop All Phones

Condition

- Refurbished 120
- Excellent 1
- Open Box 14
- Pre-Owned 287
- Pre-Owned: Fair 23
- Pre-Owned: Good 215
- Pre-Owned: Like New 67
- Used 5
- Very Good 4

Brand

Find a brand

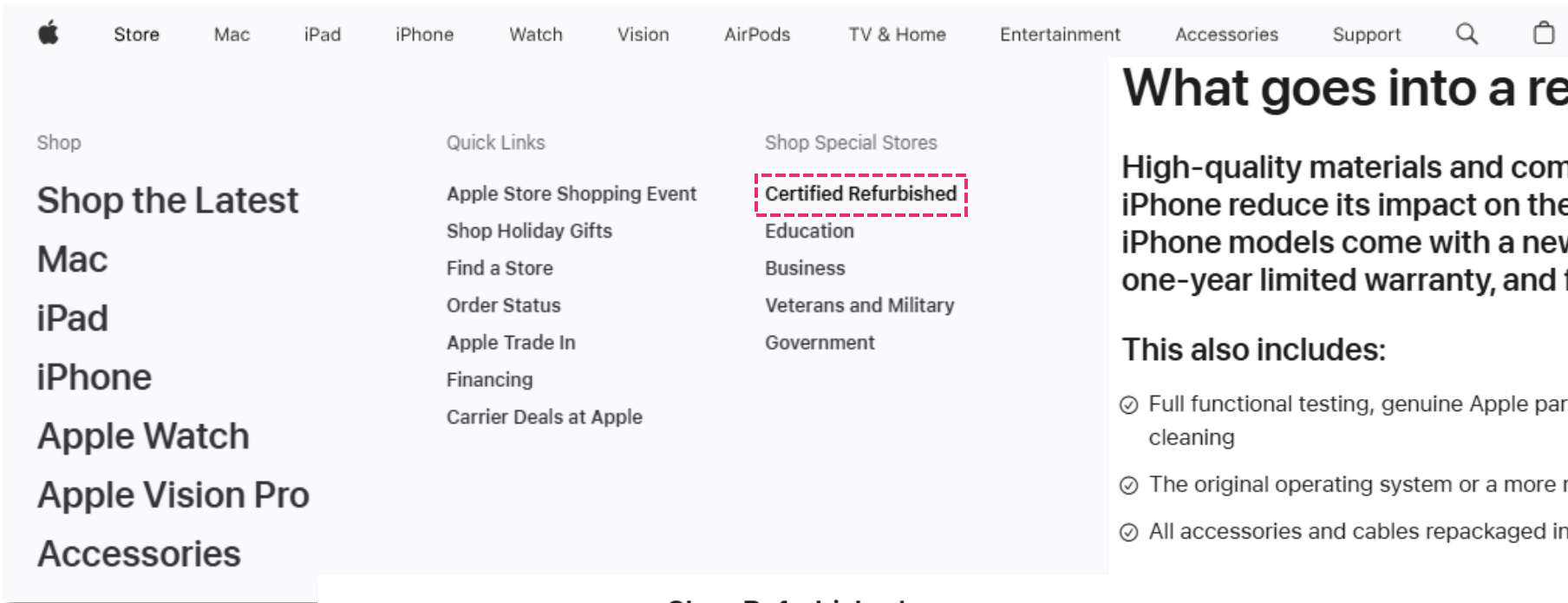
- Apple 4506
- SAMSUNG 4
- Samsung 2339
- Motorola 105
- Google 229
- iPhone 127
- TCL 11
- Galaxy 11
- BLU 3

- Under \$100
- Apple
- SAMSUNG
- moto
- Pixel
- All Refurbished Phones
- Restored
- Top Rated
- All Cell Phones
- Cell Phone Accessories
- Power & Cables
- Explore more

Phones Under \$100 Refurbished iPhones Refurbished Galaxy Phones Refurbished Moto Phones Refurbished Google Phones Refurbished Cell Phones Walmart Restored Phones Top Rated Refurbished Shop All Phones Cell Phone Accessories Power & Cables Cell Phone Shop

Manufacturer: Apple

Cross-category “Refurbished” offers. Marketing emphasis on:
Genuine Apple replacement parts, if needed.
New battery, outer shell, cables, and box.
One-year limited warranty.



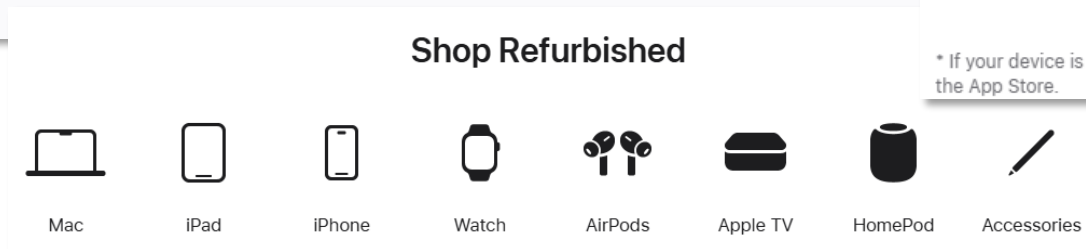
What goes into a refurbished iPhone.

High-quality materials and components in a refurbished iPhone reduce its impact on the environment. All refurbished iPhone models come with a new battery, a new outer shell, a one-year limited warranty, and free delivery and returns.

This also includes:

- ✓ Full functional testing, genuine Apple part replacements (if needed), and a thorough cleaning
- ✓ The original operating system or a more recent version*
- ✓ All accessories and cables repackaged in a brand-new box

* If your device is shipped with the original Operating System, the most recent version can be downloaded for free from the App Store.



Manufacturer: Google

Findable at bottom of Google Store Phones page under Sustainability.

Offer N-2 or N-3 Refurbished Pixels.

Emphasis on one-year warranty.



About	Orders	Support	Sustainability
Locations	Tracking an order	Help Center	Sustainability
Ideas & Info	Shipping options	Repairs	Device recycling
Pixel for Business	Country availability	Installations	Refurbished devices
Official Merch	Trade-in	Disability Support	
	Financing	Contact us	
	Gift returns		

Restored to Google standards.

Each Certified Refurbished Pixel goes through a careful process that makes sure it's good to go.






Inspected and certified.

Tested to ensure premium quality.

Covered by a one-year warranty.



Find your pre-loved Pixel.

				
Refurbished Pixel 7 Pro Original Retail Price \$899. Save \$270. From \$629	Refurbished Pixel 7 Original Retail Price \$599. Save \$170. From \$429	Refurbished Pixel 6 Pro Original Retail Price \$899. Save \$360. \$539	Refurbished Pixel 6 Original Retail Price \$599. Save \$260. From \$339	Refurbished Pixel 6a Original Retail Price \$449. Save \$200. \$249
Buy	Buy	Buy	Buy	Buy

https://store.google.com/us/magazine/refurbished_devices?hl=en-US

Manufacturer: Samsung

Navigation in main menu, easy-to-find details on repair process and benefits.

Emphasis on quality components and software, warranty, and professional refurbishment process.

URL to access the page is consistent over time.

Continuous supplemental details while scrolling page.

Shop Samsung Certified Re-Newed

Galaxy S23 Series Galaxy S22 Series Galaxy S21 Series



Galaxy S23 Ultra

\$919.00



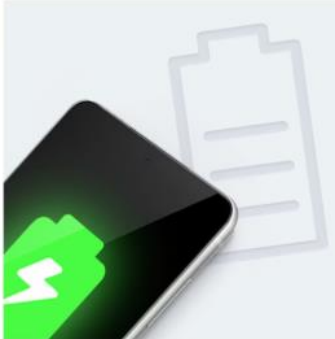
Galaxy S23+

\$769.00



Galaxy S23

\$619.00



Brand new battery

Every device comes with a new battery for long-lasting performance.



Guaranteed like-new quality

All devices are rigorously cleaned, tested and restored to like-new condition.



Backed by a 1-year warranty

Certified Re-Newed phones are backed by the same one-year warranty as new phones. Add Samsung Care+ to your purchase for an additional cost to receive supplemental warranty services.

100% genuine Samsung parts

Thoroughly inspected and refurbished by Samsung technicians in a Samsung facility.¹

Latest software updates

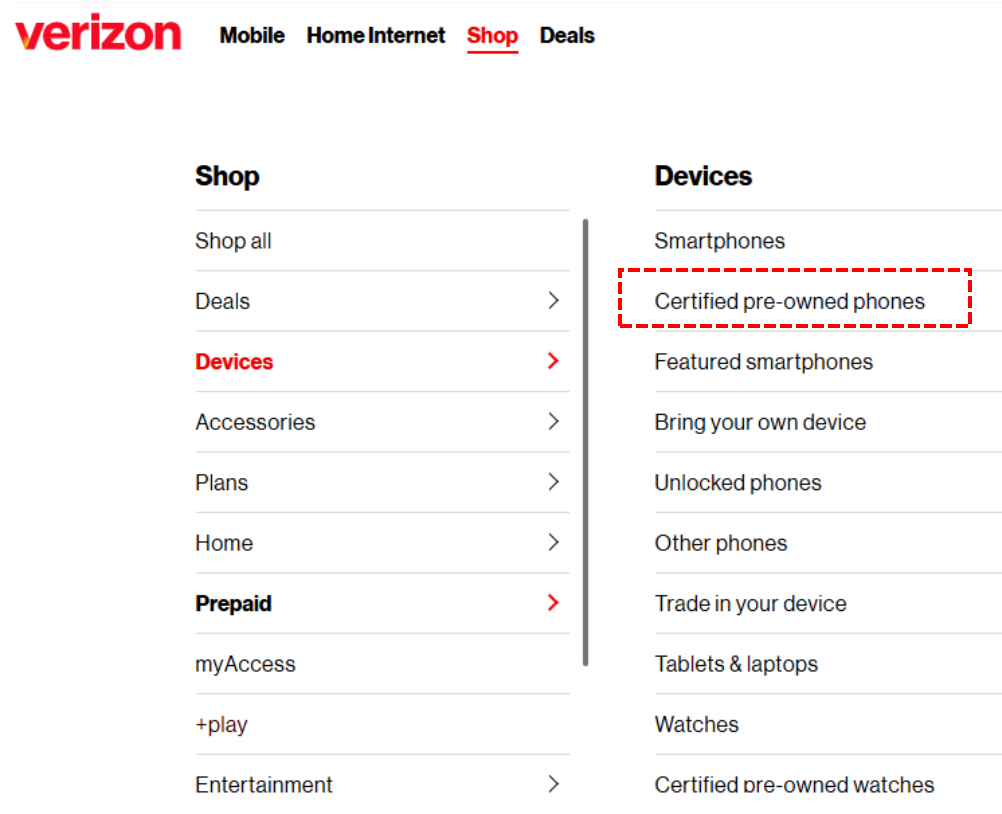
Support for the latest software updates to keep your device ready for the long haul.

Mobile TV & Audio Appliance

- Discover Mobile
- Galaxy AI
- Galaxy Smartphone
- Galaxy Tab
- Galaxy Watch
- Galaxy Buds
- Galaxy Ring
- Galaxy Accessories
- How to Switch
- Why Galaxy
- Switch to Galaxy
- Certified Re-Newed
- Apps & Services
- Mobile Buying Guide
- Shop All Mobile

Carrier: Verizon

Focus on warranty, support and environment. Explanation of functionality and multiple condition options (Good, Very Good, Great).



The screenshot shows the Verizon website navigation menu. The top navigation bar includes the Verizon logo and links for Mobile, Home Internet, Shop, and Deals. The main navigation menu is divided into two columns: Shop and Devices. The Shop column includes links for Shop all, Deals, Devices (highlighted in red), Accessories, Plans, Home, Prepaid, myAccess, +play, and Entertainment. The Devices column includes links for Smartphones, Certified pre-owned phones (highlighted with a red dashed box), Featured smartphones, Bring your own device, Unlocked phones, Other phones, Trade in your device, Tablets & laptops, Watches, and Certified pre-owned watches.

Certified Pre-Owned Phones

Certified Pre-Owned Phones For Sale at Verizon

If you're looking for a great deal on a smartphone, you may be interested in exploring used cell phones or [certified pre-owned phones](#). When purchasing a certified pre-owned phone, you won't just save money-- you'll also be doing good for the environment by opting for a used phone.

If you're in the market for a previously owned phone, it's important to know that anyone can sell an old device and call it a "used phone" or a "pre-owned phone." That's why it's important to understand the difference between a used, refurbished, and certified pre-owned phone. At Verizon, "certified pre-owned" refers to the selection of pre-owned smartphones Verizon sells. These phones are refurbished phones that have been inspected and are in full working order, and come in a variety of conditions. For example, a device in "Great" condition may just have a few scratches and scuffs (but is still in perfect working order).

If you're in the market for a [refurbished iPhone](#), [refurbished Samsung phone](#), and beyond, our certified pre-owned phones might be right for you.

Free phones, and more used smartphone deals

When looking for a certified pre-owned phone, you may have cost savings on the top of your mind. At Verizon, we have a variety of great [deals on smartphones](#), including certified pre-owned phones, [free phones](#), and beyond.

For example, if you're looking for a refurbished, certified pre-owned iPhone or Samsung phone, you can shop them all (and many more) at Verizon. Additionally, if you're looking to trade-in an old phone or bring your own device when switching to Verizon, you can do that, too. Simply visit our [Trade-In](#) or [Bring Your Own Device](#) pages to get started.

There are plenty of ways to save on a smartphone when shopping at Verizon, and purchasing a certified pre-owned phone can be a cost-effective option for many.

A worry-free way to upgrade.

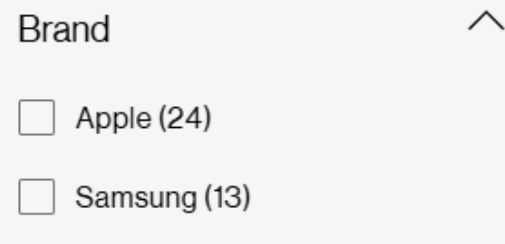
Go Pre-Owned and rest easy, with flexible payment options and the support you get from Verizon.

90-day limited warranty. ⓘ

Spread payments over 36 months.

Verizon Support when you need it.

A green choice that reduces e-waste.



The brand filter dropdown menu shows the following options:

- Brand
- Apple (24)
- Samsung (13)

<https://www.verizon.com/certified-pre-owned/>