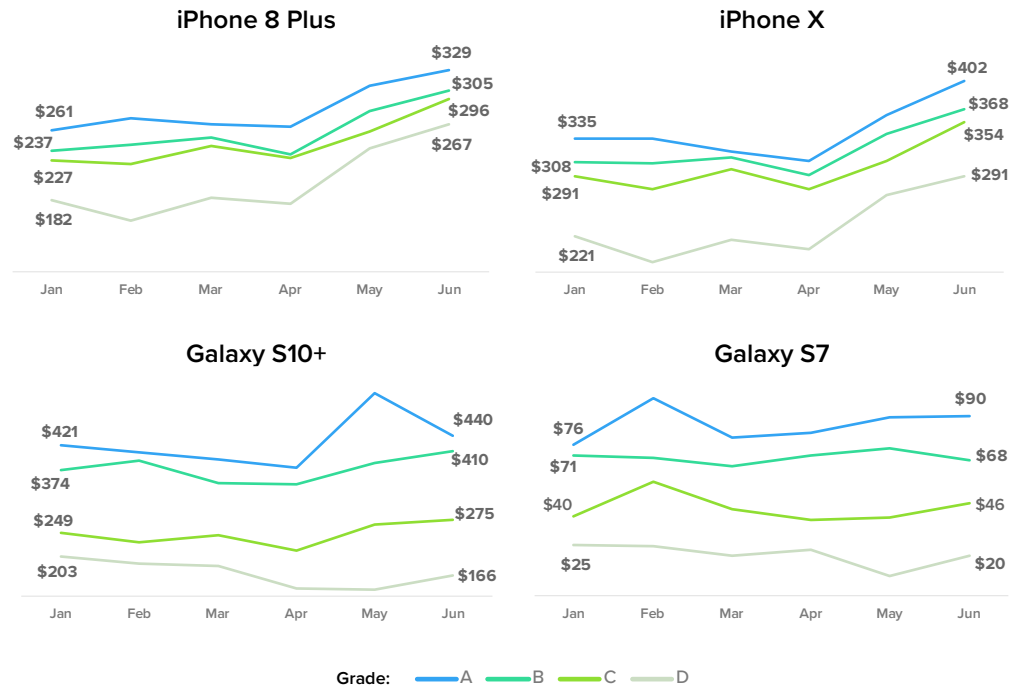


Mobile Digest: Q2 2020



B2B Secondary Market Pricing Performance



Key Takeaways COVID-19 IMPACT

- 21%** decrease in units flowing into the secondary market compared to Q2 2019.
- 10%** average increase in bidders per auction as compared to Q2 2019. Some marketplaces saw a 40% increase in bidders per auction.

iPhone SE released with an A13 chip, giving it the internals of an iPhone 11 with a starting price of \$399. This was a mid-year release during a pandemic and not a typical fall announcement.

First sales into the secondary market came toward the end of quarter, with **Grade B devices fetching over 90% of original retail**. This is above the historical average of 81% for devices 2 months post-release.

June ASP of top Samsung phones (Grade B) increased by 15.4% compared with January 2020; Apple showed an increase of 14.4% for the same time frame.



Smartphone Slumber, or Smartphone Surge?

Despite many industries being affected in recent months due to a global pandemic, **smartphone releases aren't slowing down**. See how the COVID-19 pandemic can create a new need for mobile devices across the industry.

[Read On](#)



The Future of Smartphones in a Still-Undefined Market

As people around the world embrace a new normal due to COVID-19, the secondary market is still delivering promise for growth. With demand for new phones potentially slowing, phone developers must choose between reducing prices and increasing value.

[Learn More](#)



What the iPhone SE Launch Means for the Mobile Secondary Market

The release of new mobile devices typically means an increase in trade-ins and a surge in the secondary market. See what our initial predictions were for the secondary market following the release of the iPhone SE.

[Read more](#)