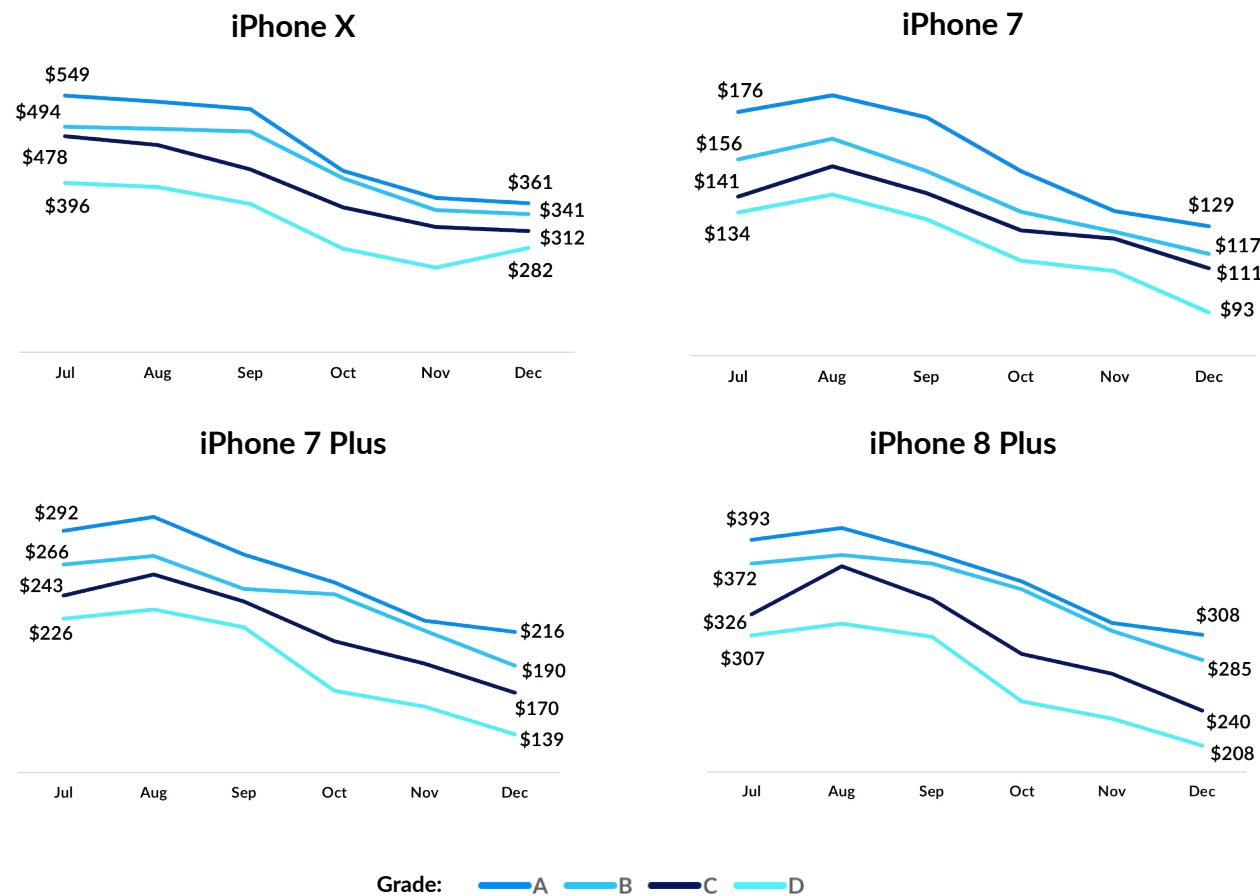


B2B Secondary Market Pricing: Apple Devices



Key Takeaways

14.3% depreciation across top Apple smartphones from September to October, driven by the iPhone 11 launch.

10.6% average delta between ASPs across condition grades for Apple devices (in line with Q3).

Pricing flattened from November to December with a 2.1% depreciation across top Apple smartphones.

iPhone XS and XS Max pricing in Q4 was weak compared to other N-1 models at 14 months post release, coming in at 39% and 44% of retail, respectively. Typical pricing for iPhone models at 14 months out is 52% of original retail.

iPhone X moved back to the top selling model in Q4, with the iPhone 7 coming in at number two in terms of units shipped.

The lower-priced iPhone 11 was most likely the reason behind the weak XS and XS Max performance: the \$699 model was well received across the world, particularly in China.



Thought Leadership: iPhone 11 Hits Secondary Market

As new models like the iPhone 11 launch, trade-in rates of older phones rise; a majority of these devices are then pushed to secondary sales channels. On the heels of the iPhone 11 release, the data generated across B-Stock's B2B marketplace was extremely interesting. In this blog, VP of Mobile, Sean Cleland takes a deeper dive into what we saw immediately following the iPhone 11 launch.

[Read more.](#)



We've got 2020 Vision on the Mobile Market, and it's Growing to \$355 Billion

The number of smartphones being used around the world is estimated to hit 6 billion by 2021, with expected revenue of \$355 billion by the end of 2020. What's more, cell phones have replaced the PC as the most connected device. Here are five other important things to know when it comes to the expansion of the smartphone market.

[Read more.](#)

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