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## PHONE VALUE DEPRECIATION & RETENTION IN 2018

Like most things you buy, over time they will lose value. With cell phones, this is due to the regular releases of new phones causing yours to become outdated, the decline in software or hardware capabilities, and physical general cosmetic wear. However, not every phone depreciates the same, we tracked the trade-in prices hourly for the last year and decided to analyze which phones are 2018's biggest winners and losers.

### **Ignoring all phone release triggered price drops, which phone holds its value the best out of the iPhone X and Galaxy S9?**

- The Galaxy S9 was released at \$720, but was worth \$290 nine months later (-59.72%)
- The iPhone X was released at \$999, but was worth \$690 nine months later (-30.93%)

### **iPhone resale value aggressively plummeted with the XS / XS Max / XR releases**

#### **2017 models**

- iPhone X lost 38.46% with 26.92% dropping between Sept-Dec (68.35%\*)
- iPhone 8 Plus lost 29.91% with 20.75% dropping between Sept-Dec (69.99%\*)
- iPhone 8 lost 31.41% with 24.78% dropping between Sept-Dec (78.89%\*)

*\* Percentage shows proportion of its total 2018 depreciation after the Apple keynote*

#### **2016 models**

- iPhone SE lost 37.20% with only 10.28% dropping between Sept-Dec (27.63%\*)
- iPhone 7 lost 40.55% with 21.65% dropping between Sept-Dec (53.39%\*)
- iPhone 7 Plus lost 31.13% with 18.55% dropping between Sept-Dec (59.58%\*)

*\* Percentage shows proportion of its total 2018 depreciation after the Apple keynote*

#### **2015 models**

- iPhone 6S lost 42.64% with a lower 15.85% decline between Sept-Dec (37.17%\*)

- iPhone 6S Plus lost 25.83% with 15.71% dropping between Sept-Dec (60.82%\*)

*\* Percentage shows proportion of its total 2018 depreciation after the Apple keynote*

### **Brand new iPhones have an initial drop following the release, then stabilize after a few months**

- iPhone XS Max lost 15.30% from its originally resale value
- iPhone XS lost 12.89% from its originally resale value
- iPhone XR lost 5.38% from its originally resale value (Nov 2018 Release)

### **Brand new Samsung Galaxy phones take the biggest hit on their brand new prices**

**Since its release in March:**

- Samsung Galaxy S9 lost 35.07% of its trade-in value, 59.72% of its brand new value
- Samsung Galaxy S9 lost 30.26% of its trade-in value, 59.52% of its brand new value

### **2016-17 Models**

- Samsung Galaxy S7 lost 34.01% of its trade-in value, a huge 33.67% being in Q3/Q4
- Samsung Galaxy S8 lost 38.11% of its trade-in value, 20.52% in the quarter following the S9 launch

### **2015 Models**

- Samsung Galaxy S6 lost 15.34% of its trade-in value
- Samsung Galaxy S6 Edge lost 9.12% of its trade-in value
- Samsung Galaxy S6 Edge+ lost 14.34% of its trade-in value

**To view over 100+ phones depreciation figures, click here**

<https://www.bankmycell.com/blog/phone-depreciation-2018/#section-9>

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<https://www.bankmycell.com/blog/phone-depreciation-2018/>

## Who Are BankMyCell?

BankMyCell is the trusted name for cell phone trade-ins in the US - We have extensive experience in the electronics recycling market. In fact, our CEO previously owned CompareMyMobile.com, a gadget trade-in power house in the UK and supplier of data to Sky, cellular networks, Mobile News Magazine, cell phone distributors and much more. Since 2009 our team have been responsible for directing over \$150m worth of gadget trade-ins to online stores globally. We pride ourselves on giving consumers accurate, up-to-date, and independent advice on the price comparison options available.

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