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FOR IMMEDIATE RELEASE

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FLAGSHIP PHONE DEPRECIATION (2019 UPDATE)

UPSETTING GALAXY S10 VS iPhone XS TRENDS

June, 11, 2019 – Back in March 2019, a week before the release of the Samsung Galaxy S10, we released our 2018-2019 phone depreciation study. It received over 250 press features worldwide due to the overarching storyline: The Galaxy S9 was the fastest depreciating handset in 2018, losing value twice the rate of its flagship competitor, the iPhone X. With new phones costing up to \$1,600, this provoked the question: Would these depreciation rates transfer to the Samsung Galaxy S10, making it a bad investment for consumers with resale intent for upgrades? We take a look at the Samsung Galaxy S10 and iPhone XS range using the same metrics, it has got worse for consumers...

HOT! Galaxy S10 lost up to -53.3% within 30 days of release

Released in March 2019, the Samsung Galaxy S10 range is one of the fastest depreciating handsets since 2017. The average depreciation between the 3 models and available storage sizes was -46.69% in 30 days of release, 5.03% more than the Galaxy S9's first month's devaluation in 2018 (-41.66%).

- S10 Depreciation figures ranged from **-40.0%** to **-53.3%** depending on model / capacity
- Galaxy S10+ 1TB - Had the highest monetary loss in month 1 (**-\$850 from \$1,600**)
- Galaxy S10e 128GB - Had the highest depreciation rate in month 1 (**-53.3%**)

HOT! Galaxy S10's lost more value in 1 month than the iPhone XS lost in 9 months!

On a depreciation percentage basis, the Galaxy S10 range lost more in the first month as the iPhone XS/XR range has in 9 months! If you rely on trading in your old device when you upgrade it may be worth taking into account, now these smartphones cost up to \$1,600.

- Samsung Galaxy S10 range lost **46.69%** in the **first month** of release
- iPhone XS / XR range lost **42.40%** in **9 months** of release

Galaxy S10 predicted to lose 65.01% of its value by March 2020

If the Galaxy S10 follows the same depreciation trend as the S9, taking into the alarming first month of trade-in depreciation, they stand to lose an average of 65.01% by the time the next Samsung Galaxy S flagship is released in March 2020.

- Galaxy S10+ 1TB – Has the highest predicted monetary loss by March 2020 (-\$1,062 from \$1,600)
- Galaxy S10+ 1TB & 512GB - Have the highest predicted depreciation rate by March 2020 (-66.4%)

In month 1, the Galaxy S10e lost 11.1% more than the iPhone XR has in 7 months

Even the budget versions of the flagship phones followed a similar pattern, with the Galaxy S10e losing 11.1% more of its value in 30 days than the iPhone XR did in over half a year!

- Galaxy S10e - Lost an average of -50.2% in 1 month across all storage capacities
- iPhone XR - Lost an average of -39.1% in 7 months across all storage capacities

iPhone XS is depreciating over 25% faster than the iPhone X

When reviewing the depreciation data, even though the iPhone XS range is outperforming the Galaxy S10 range in terms of resale value, it wasn't a cause for celebration for Apple owners. In the 9 months from release, iPhone XS is losing value much faster than the iPhone X did (-13.85% more in fact)

- iPhone XS - Lost an average of -44.78% 9 months from release across all capacities
- iPhone X - Lost an average of -30.93% 9 months from release across all capacities

The iPhone X retained almost 20% more value than the Galaxy S9 (1 year of release)

In our last study, we had 9 months data to compare the Galaxy S9 pricing in 2018, now with the Galaxy S yearly release cycle is complete we can see how fast the iPhone X and Galaxy S9 depreciated in one year – 16.46% difference in the favor of iPhone X.

- Galaxy S9 – Lost an average of -63.29% 1 year from release across all capacities
- iPhone X – Lost an average of -46.83% 1 year from release across all capacities

To learn more, see the full report & download the resources here

<https://www.bankmycell.com/blog/galaxy-s-iphone-x-trade-in-price>

- Samsung Galaxy S10 Range [click here](#)
- Samsung Galaxy S10 Price Predictions, [click here](#)
- iPhone XS / XR Range, [click here](#)
- iPhone X VS Galaxy S9 - 1 Year Figures, [click here](#)

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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