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iPHONE BRAND RETENTION DURING TRADE-IN

Apple's decline in sales during Q1-Q2 2019 Visible as 15.2% Less Trade-in Savvy iPhones Owners Are Sticking With Apple Than 2018.

June, 17, 2019 - Since October 2018, iPhone trade-in site BankMyCell has been collecting data on the new device people have during the valuation and trade-in of their old iPhone. The result is a vast dataset of 38,043 individuals, providing insight into consumers upgrade cycle patterns and Apple's brand loyalty during the online trade-in process.

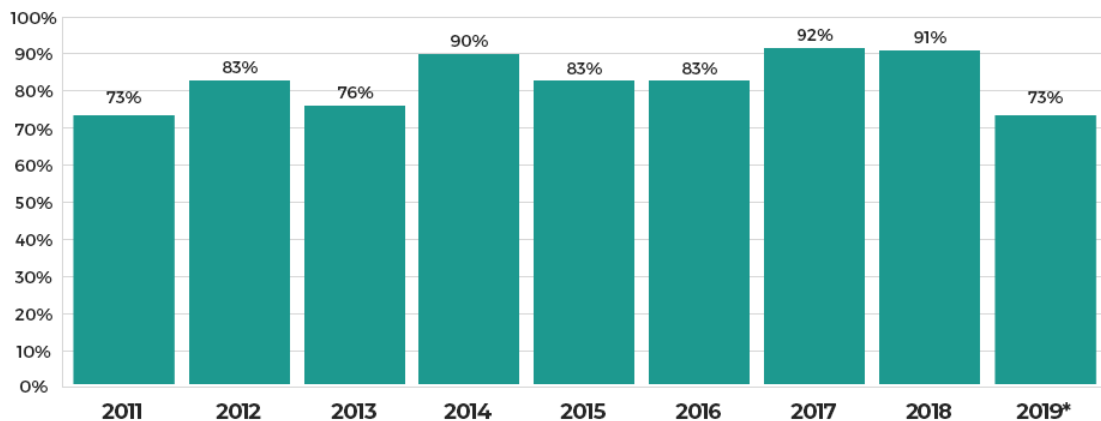
iPhone Retention Down 15.2%, Compared With CIRP Activation Data From March 2018.

In March 2018, Consumer Intelligence Research Partners (CIRP) [released data](#) showing 86% of users with an iOS mobile operating platform remained loyal, using a sample size of 500 individuals. Apple [report of sales declining 17%](#) which ties in with these new findings:

- 2019's trade-in savvy iPhones owners are **15.2% less loyal** than CIRP's 2018 survey.
- iPhone brand retention the **lowest it has been since 2011**, compared with studies here:



Historic iPhone Upgrade Loyalty (2011 - 2019) iPhone users sticking with Apple for their next smartphone



2011-14 <https://www.statista.com/chart/2460/brand-retention-in-the-smartphone-industry/>
2013 <https://www.statista.com/chart/2010/brand-retention-among-smartphone-manufacturers/>
2015 <https://bgr.com/2015/06/29/apple-vs-samsung-brand-loyalty-survey-rbc/>
2016 <https://www.businessinsider.com/iphone-users-abandon-loyalty-to-apple-2016-11?r=US&IR=T>
2017 <https://www.statista.com/chart/9496/most-iphone-users-never-look-back/>
2018 <https://files.constantcontact.com/150f9af2201/edd56ac6-5efb-4cd7-bc09-226cb6f54dab.pdf>

2019 <https://www.bankmycell.com/sell/iphones>
34,785 Individuals recorded Q1-Q2. Our online sample size audience was 62.4% millennials 18-35 with a 60/40 gender split in favor of females.
*Apple reported a 17% decline in sales Q1 2019

2018-2019 Key iPhone Trade-in Retention Trends

- On average, 70.8% of iOS user's remained with Apple during an iPhone trade-in from Q4'18 to Q2'19.
- Only 66.4% of iOS users trading in stayed with Apple during Q4 of 2018, following the release of the iPhone XR / XS range.
- The iPhone XS was in the bottom four devices for same brand upgrades, only 65.3% of users currently used an iPhone.

Apple VS Android: Location Of The iPhone's Lost Consumers

- In June 2019, 18.08% of people trading in iPhones had a Samsung device, the highest figure recorded in our study.
- 24.5% of individuals trading in iPhones during Q4 2018 had moved to a new brand; Samsung (13.8%), LG (8.2%) or Motorola (2.5%).
- On average, 12.4% of iPhone users jumped ship to Samsung, and 6.4% to LG smartphones from Q4'18 to Q2'19.
- 18.5% of people selling an iPhone XS had moved to Samsung - the most significant Apple to Samsung brand switch out of 16 phones.
- 26.2% of individuals trading in their iPhone X moved to another brand compared to only 7.7% of Galaxy S9 users switched to an iPhone, leaving 92.3% predominantly on Android.

Methodology

BankMyCell's report is based on the collection of brand, device and operating system data for marketing material, with the goal knowing the next device a consumer has to offer trade-in prices at various stages of the upgrade cycle.

This sizable dataset gave us a unique insight into consumer upgrade patterns within the trade-in market.

This iPhone trade-in report collected the following datasets:

- 38,043 unique Apple iPhone users
- 26,724 unique iPhone users where the model was defined
- In the case of the Galaxy S9 comparison, 468 unique users
- Our online audience 62.4% millennials / 37.6% were 36-65+
- 60.7% female / 39.3% male gender split

Data for this study is collected from 10/01/18 – 06/30/19

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

<https://www.bankmycell.com/sell/iphones>

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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