The Life of a **Mobile Device**

There are over 2.3 billion smartphone users worldwide—a number that's expected to grow almost 25% by 2020. With that many users and devices out in the wild, what happens to the typical phone over the course of it's lifecycle?1



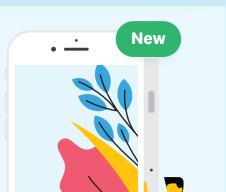


In 2017, there were 4.03 million smartphone shipments each day.² Globally, the mix of device types was:³

🛑 6.3% Xiaomi

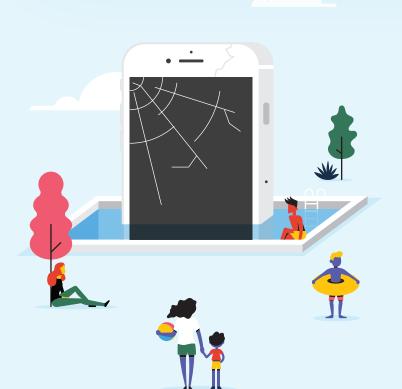


21.6% Samsung 🛑 14.7% Apple 🛑 10.4% Huawei 🥚 7.6% OPPO



39.5% Others





25.3 Months

In the U.S. and Canada, consumers are holding onto that phone for 25.3 months.6 Over that time, accidents happen-we've seen it all:7

48% TRADED PHONES ARE DAMAGED

31%	PHYSICAL DAMAGE
29%	SCREEN DAMAGE
40%	OTHER

Damaged percentages specific to the U.S. and Canada

Avg. trade-in value is \$92

With rising device prices, consumers are increasingly turning to trade-in to get cash out of their old phone.7

AVG. TRADE-IN VALUE FOR TOP DEVICES⁷







140M used smartphones sold in 2017

The global market for refurbished smartphones grew 13% YoY in 2017, reaching close to 140 million units.8



222.6 MILLION BY 2020 **EXPECTED YEARLY USED PHONE SHIPMENTS⁹**



10 percent

Phones

1 out of 10 devices sold around the globe are refurbished.¹⁰



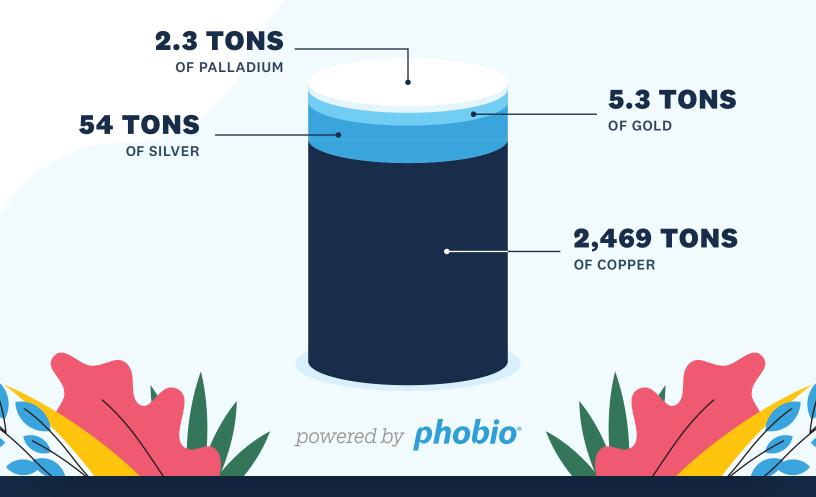


Up to 3 times

Around the world, the average phone is resold up to 3 times during its lifecycle before it's recycled.¹¹

2,531 tons of raw materials

In 2017, 2,531 tons of raw materials were kept out of landfills globally, valued at \$338,891,804 (includes gold, silver, copper, and palladium)¹²



Give Mobile Devices a Second Chance

Used devices are valuable, even after they've lived most of their life.

Learn more at phobio.com

References

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