

# 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 its lifecycle?<sup>1</sup>



**OVER 2.3 BILLION**  
SMARTPHONE USERS WORLDWIDE

## 4.03 million shipments/day

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

21.6% Samsung 14.7% Apple 10.4% Huawei 7.6% OPPO 6.3% Xiaomi 39.5% Others

## 175,404 phones sold/hour globally<sup>4</sup>



**363 DOLLARS**  
AVERAGE GLOBAL SMARTPHONE PRICE<sup>5</sup>

## 25.3 Months

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

### 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.<sup>7</sup>

### AVG. TRADE-IN VALUE FOR TOP DEVICES<sup>7</sup>



**\$122** **\$61**  
WORKING DAMAGED



**\$58** **\$29**  
WORKING DAMAGED

Average trade-in value data is specific to the U.S. and Canada

## 140M used smartphones sold in 2017

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



**222.6 MILLION BY 2020**  
EXPECTED YEARLY USED PHONE SHIPMENTS<sup>9</sup>

### USED Phones

## 10 percent

1 out of 10 devices sold around the globe are refurbished.<sup>10</sup>



## Up to 3 times

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

## 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)<sup>12</sup>

**2.3 TONS**  
OF PALLADIUM

**54 TONS**  
OF SILVER

**5.3 TONS**  
OF GOLD

**2,469 TONS**  
OF COPPER

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## Give Mobile Devices a Second Chance

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

Learn more at [phobio.com](https://phobio.com)

### References

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