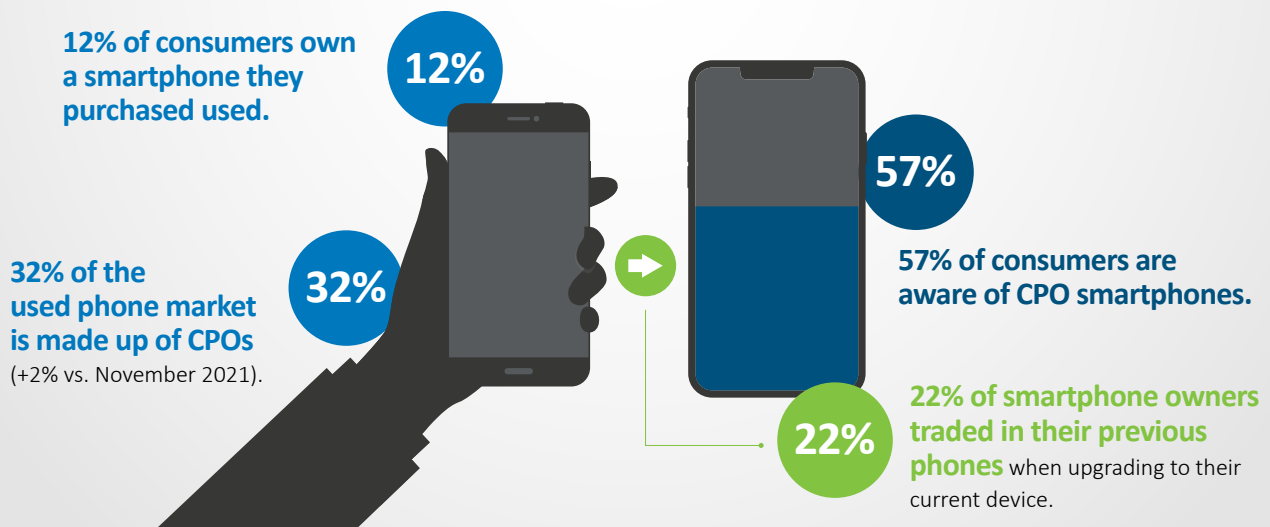


Smartphone Spotlight: Certified Pre-owned Devices

The smartphone industry has rapidly changed in the last few years. Pandemic-driven supply constraints of new smartphones and an expanding pool of trade-in devices have brought the industry's attention to the certified pre-owned (CPO)* space. As supply improves and economic uncertainty remains, affordability will drive the narrative for the year ahead. **Take a closer look at what we're watching ...**



Go beyond tracking your own data to grow your business based on a holistic view of the second-life device market. Our best-in-class data and expert insight help you understand pre-owned dynamics and shifts so you can benchmark your performance.

Source: The NPD Group/Pre-Owned Smartphone Report, U.S., November 2022

**Certified pre-owned (CPO) phones are devices that are repaired or refurbished by authorized service repairers.*

What are the top factors influencing a purchase decision for a pre-owned smartphone? Contact your NPD account representative, call 866-444-1411, or email nim.sharon@npd.com.

