

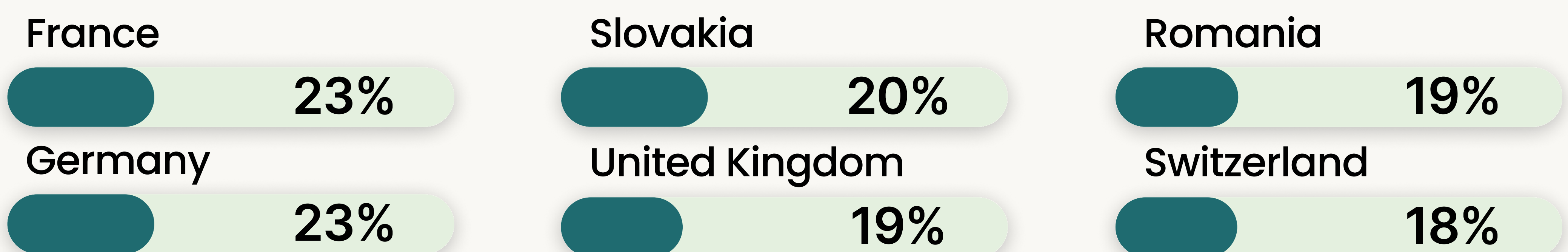
Recommerce© 2026 Barometer: 8th edition

The second-hand smartphone market in Europe



of Europeans currently own a second-hand smartphone +3pts

Top countries



Horizon 2027 :

20% of devices in circulation will be second-hand

Trust in professionals is growing



33%

of Europeans have already purchased a professionally refurbished smartphone

UK (44%) in the lead, followed by France (39%) and the Netherlands (37%)



intend to buy a refurbished smartphone

Purchase Motivations: Between Pragmatism and High Expectations



64%

motivated by price and affordability

Portugal (77%), France (71%) and Germany (64%)

33%

for environmental reasons

Led by Germany (40%)



28%

motivated by professional warranty

High expectations in the UK (35%)

Purchase Channels

Where will they buy?

Digital dominates



Online

83%

of Europeans would turn to online channels



In store

54%

of Europeans would turn to in-store purchases

Types of players:

**60%** Specialized refurbishment websites**44%** Telecom operators
Key players in the UK (**56%**) and Hungary (**58%**)

We are no longer in the early adoption phase or merely reacting to inflation: the refurbished smartphone has now established itself as a sustainable consumer standard. Already today, 18% of Europeans own a second-hand smartphone. At this rate, it is estimated that one in five smartphones in circulation will be second-hand by 2027, representing nearly 30 million units with a value of €9 to €10 billion. The strong entry of the UK and the acceleration of trade-ins in many countries demonstrate that European consumers have definitively recognized the value of their devices. The major challenge for our industry in the coming years is no longer just to democratize purchasing, but to scale up and simplify trade-ins to fuel this market.

Augustin Becquet , CEO

Resale Potential: The Challenge of Storage

**38%**

of Europeans intend to resell their mobile phones

France (44%) in the lead, followed by Slovakia (43%) and Belgium (41%)

37% have already done so

The others intend to...

**16%**

Give it to an individual, a company, or a non-profit organization

**10%**

Recycle it

35%

intend to keep it as a backup

Eastern European countries in the lead:

Hungary (49%), Spain (44%) and Italy (40%)