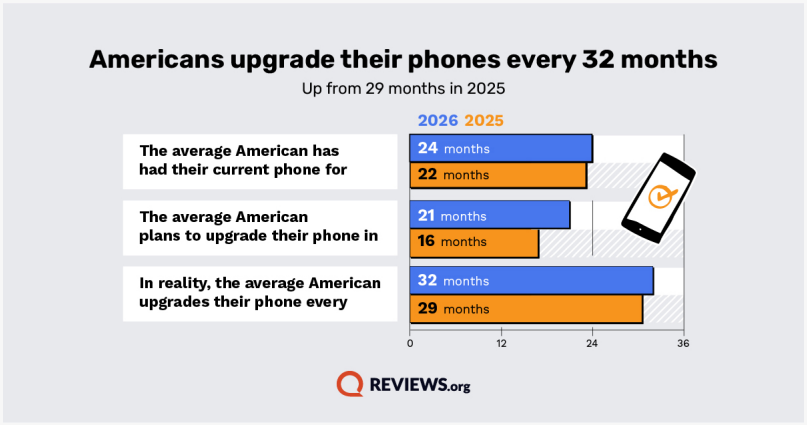
Smartphone Lifespan Report 2026: Americans Keep Devices 10% Longer as New Releases Hit $2,000

Reviews.org finds the average American keeps their phone for 32 months, spending $634 compared to $2,000 flagship releases



Reviews.org - Smartphone Lifespan Report 2026



The average American upgrades their phone every 32 months, up 10% year-over-year

SALT LAKE CITY, UT, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- As tech manufacturers introduce high-end flagships and $2,000 foldable devices, everyday Americans are keeping their existing smartphones longer.

According to the Reviews.org Smartphone Lifespan Report 2026, Americans are keeping their smartphones longer. On average, people replace their phone every 32 months (about 2 years and 8 months) in 2026, up from 29 months in 2025. Although most people plan to upgrade after 20 months, they usually wait an extra year before buying a new one.

"While flagship launches like the iPhone 18 Pro dominate tech headlines, most consumers aren't rushing to spend $1,200 or $2,000 every year," said Tim Tincher, spokesperson at Reviews.org. "People are holding onto their devices longer to stretch their dollars, and they only upgrade once performance or battery life becomes a problem."

Key findings from the Smartphone Lifespan Report 2026:
- The average smartphone upgrade cycle stretched to 32 months in 2026, up 10% from 29 months in 2025.

- Americans plan to upgrade after 20 months on average, but wait 32 months in practice.
- The average American paid $634 for their current phone (median $600), less than a third of the starting price for premium foldables like the $2,000 iPhone Duo.
- Faster performance (21.3%) and battery issues (19.2%) drive most upgrades, while 4.9% of consumers upgrade primarily for a better camera.



- An iPhone 11 or older remains the most common iPhone model in active U.S. use (9.4%), followed by the iPhone 13 (8.0%).
- iPhone holds 58% of U.S. smartphone ownership, compared to 42% for Android.

Higher flagship prices encourage consumers to spread out device costs over nearly three years.

Even though phone companies focus on highlighting new camera features, buyers care more about battery life and speed.

The full report is available at: https://www.reviews.org/mobile/how-long-americans-keep-phones/

Methodology: Reviews.org surveyed 1,000 U.S. adults online on August 15, 2026, via Pollfish. Results were weighted by device type to reflect U.S. adult smartphone owners. The survey covered smartphone ownership, upgrade frequency, reasons for upgrading, and payment methods.

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