

Recommerce 2026 barometer©: the second-hand smartphone market

18% of smartphones in Hungary are second-hand: market aligns with EU average as operator trust reaches record levels

BUDAPEST, March 17, 2026 – Recommerce, the European pioneer in refurbishment, unveils the results of the 3rd edition of its annual barometer on the second-hand mobile market in Hungary. The research, conducted by KANTAR across 13 European countries, reveals that **18% of smartphones currently in use in Hungary are second-hand, a 2-point increase that aligns the country with the European average** and brings it closer to leading Western markets. This growth is accompanied by a **steady decline in new smartphone purchases, which now account for 82% of the market.**

Purchasing habits: record 58% of Hungarian consumers plan to buy their next device from an operator

The Hungarian market is experiencing a significant shift toward professionalization in purchase channels. While **46% of the population has already owned a second-hand smartphone**, the previous breakdown shows a slight edge for private transactions (26% C2C) over professional refurbished sources (24%). However, current trends indicate **a surge in trust toward structured retail.**

For their previous refurbished handset, **Hungarian consumers increasingly turned to operators (38%, a 10-point increase)**, placing them ahead of pure online players at 26%. This trajectory is expected to accelerate significantly; for their next purchase, **58% of Hungarians intend to turn to a mobile operator.** This figure is the highest recorded in Europe, far exceeding the EU average of 44% and outpacing regional neighbors like Slovakia and the Czech Republic.

Consumer motivations: high price sensitivity begins to balance with warranty demand

The primary driver for the refurbished market in Hungary remains financial, though consumer priorities are starting to diversify.

- **Price sensitivity: At 72%**, the importance of price remains one of the highest in the region, standing above neighboring countries like Slovakia and the Czech Republic (68%). However, this figure **has seen a 4-point decline, suggesting a broadening of criteria.**
- **Reliability: The demand for warranties has reached 34%, marking a 6-point increase** since the study's inception in 2024. This trend underscores a growing consumer requirement for professional reassurances alongside cost savings.

Trade-in habits: a challenge of high device retention

While purchase interest is rising, the Hungarian trade-in market faces structural challenges related to device retention. Currently, **29% of consumers have resold a previous device, representing a 5-point increase since 2024**. Notably, 9% of these resales were conducted exclusively through telecom operators.

However, the "drawer reflex" remains one of the strongest in Europe. Currently, **48% of Hungarian users chose to keep their old device as a backup**, a figure that remains among the highest in the region. Furthermore, future intent is cautious, **as only 27% of consumers plan to resell their current device**, which is currently one of the lowest resale intentions in Europe.

Strategic outlook: Tomorrow, 1 out of 5 Hungarians will be using a second hand smartphones, backed by the operator model



*"The Hungarian market has reached a pivotal point where it is now aligned with European averages in terms of second-hand adoption. What makes Hungary unique is the record-breaking level of trust in mobile operators. This trust is built on the high quality and certified performance of refurbished devices, which offer a high-performance alternative to new smartphones. While 46% of the population has already experienced the second-hand market, we must continue to emphasize professional quality standards and warranties to move users away from private C2C sales. **Driven by trusted players, the market has a potential to reach 20% of the market share by 2027.**"*

*Another challenge remains the high rate of device retention with a massive untapped reserve of devices. To unlock this potential, it is essential to develop incentivized trade-in programs through the operator channel offering clear financial benefits or trade-up rewards to encourage consumers to return their devices to the circular economy," declares **Janos Zilai, Country Manager Hungary, Croatia & Slovenia at ReCommerce.***

KANTAR methodology: Online survey conducted from January 6 to 13, 2026 among 6750 individuals in 13 countries: France, Belgium, Germany, Netherlands, Romania, Switzerland, UK, Italy, Spain, Hungary, Portugal, Czech Republic and Slovakia aged 16 to 65 and representative of individuals living in each country.

About ReCommerce Group :

Founded in 2009, ReCommerce Group is the European pioneer and leader in the refurbishment of high-tech products. Its mission: extend the lifespan of electronic devices to reduce their environmental impact and make technology more sustainable and accessible.

The group operates through two main activities: the distribution of refurbished products via its ReCommerce® brand and its extensive network of retail and telecom operators partners; and the provision of trade-in and resale technologies. To support brands and retailers in their transition to a circular model, ReCommerce Group launched CircularX in 2021, a white-label SaaS platform to manage trade-in programs across more than 50 product categories. Each year, ReCommerce handles over 1.1 million devices, supported by an industrial refurbishment process optimized by artificial intelligence. Its more than 250 experts, present in 12 countries, contribute to building a more circular and responsible technological model.



The quality and reliability of its operations are recognized by numerous certifications: ISO 9001, 14001, and 27001, the RECQ label (*Reconditionnement de Qualité* - Quality Refurbishment) issued by DEKRA Certifications, as well as a Gold level Ecovadis rating.

For more information:

- Corporate website: recommerce-group.com
- Recommerce products: recommerce.com
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