

In the first half of 2025, M. Video-Eldorado recorded more than a two-time increase in sales of restored smartphones. The number of devices sold increased by 145% compared to the same period last year, and revenue – by 122%. Buyers are increasingly choosing restored models due to their affordable price and maintaining relevant technical characteristics.

Among the most popular models are the restored iPhone. In quantitative terms, iPhone 11 with 128 GB of memory was the leader. Also, high demand was recorded on the iPhone 13 and iPhone 12, and the flagship versions of the iPhone 14 Pro and 14 Pro Max closed the five leaders, which indicates a growing interest in premium solutions with a guarantee and quality test.

In monetary terms, the most revenue brought the iPhone 14 Pro Max with 256 GB of memory, due to its high price and sustainable demand. Next are the iPhone 13 and iPhone 14 Pro with a different amount of memory, as well as the iPhone 11, which became popular due to the number of sales.

Restored devices are assessed in the service centers of the network, which takes into account their appearance and technical condition using specialized software. The process takes about 15 minutes, after which pre-sale preparation is carried out. All devices are sold with a guarantee.

The company is actively developing a service direction under the brand M. Master, offering not only a ransom and trad-in, but also the repair, delivery, installation and configuration of equipment.