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Turning returns into revenue

Unlocking the hidden commercial and sustainability value of returned electronics

Alchemy Circularity | June 2026

Download our latest research report on the **secondary market opportunity.**

Alchemy is the **fastest-growing** global company in the circular tech market

13m+

products recovered, refreshed and remarketed

~837m

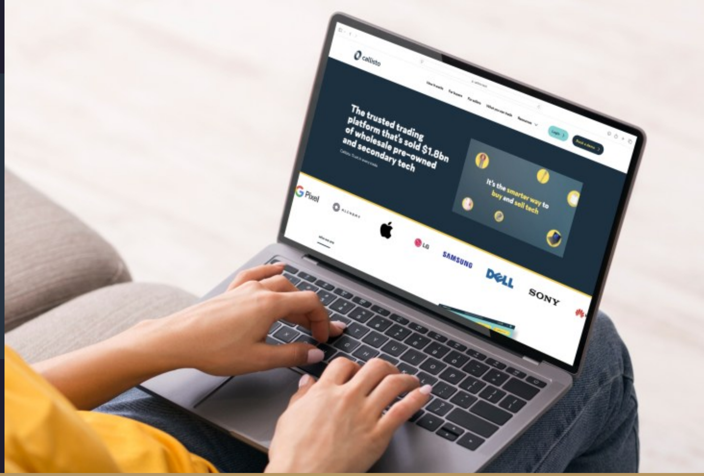
kgs of CO_2 avoided

Recover

Implementing trade-in and reverse logistics solutions to recover products (through trade-in, upgrades, no-fault returns, end-of-life etc).

Refresh

Processing devices through data wiping, grading, polishing and refurbishing.



Remarket

Managing a remarketing eco-system that creates the perfect secondary market channel mix across both B2B and B2C.

The opportunity:
Capture more devices, recover more value, and turn reverse logistics from a cost centre into a commercial advantage

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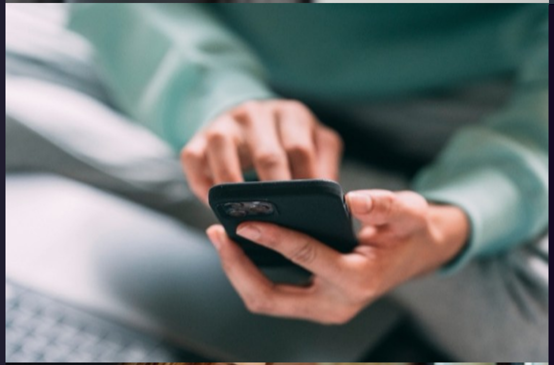
Early sale fall-out and no-fault returns

- Tech returned shorty after purchase, often without fault



Spot trade-in

- Devices returned immediately as part of trade-in process (value often applied as credit for next purchase)

Subscription & annual upgrade redemptions

- Devices returned through lease, subscriptions, rental and subsidy based programs

End-of-life and legacy device recovery

- Older, damaged or inactive devices that have reached the end of their primary use

Device recovery:

The hidden value sitting in enterprise IT estates

The Enterprise Reality

74.8%
refresh devices within
2 years

73.8%
report increased IT spend per employee in the last 5 years

The Missed Opportunity

28% use trade-in at end-of-life

Only **17.7%** use trade-in during mid-lifecycle

Devices are instead:

18.6%
Stored

17.4%
Retained by employees

Source:
Alchemy survey of 4,002 respondents with senior authority over tech buying decisions across the UK, US, Australia, France, Spain, and Japan

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Device recovery:

Unrealised value is sitting in consumer's drawers.

87%

Of consumers intend to trade-in a smartphone.

60%

Of the smartphones replaced in the past 2 years were neither traded-in nor recycled.

2.43

Average number of devices left unused in US households.

$84bn

Unrealized trade-in value from unused devices for US market.

The devices sitting unused in people's drawers are an untapped supply stream that can be **recovered, refreshed and routed into channels where demand already exists.**

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Device recovery:

Significant business & brand advantages to offering trade-in

Capture the device.
Control the value.

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▶ Device recovery:

1. Trade-in **speeds up the upgrade process**

71%

of respondents **would replace their smartphone earlier** if given a strong trade-in value. This rises to 77% for those who have already traded-in

With trade-in, customers are willing to upgrade

8 Months Earlier

78%

of customers who trade-in a device, **upgrade their smartphone at least once every three years**

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2. Trade-in drives **higher basket values**

1 Upgrading to higher end devices

68%

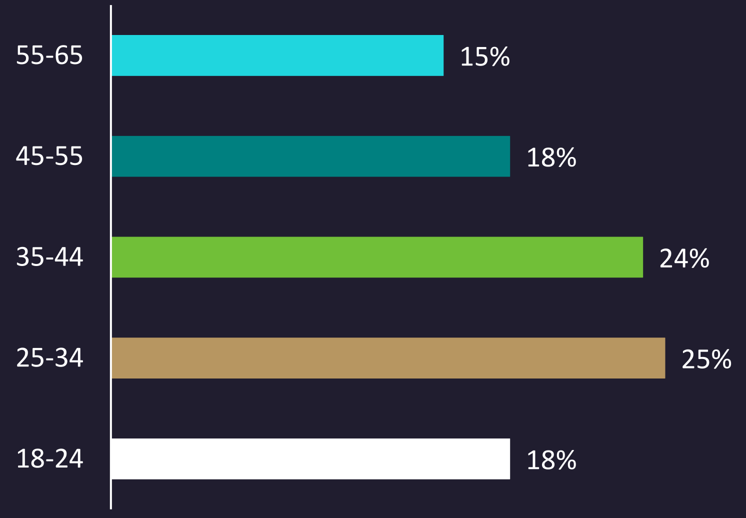
of respondents are more likely to choose a **higher-end smartphone** if presented with a strong TIV

2 Increased likelihood of cross-selling

59%

of consumers **add accessories or warranties** when trade-in reduces upfront spend

Consumers aged **25-44** are **30% more likely** to include additional items in their basket

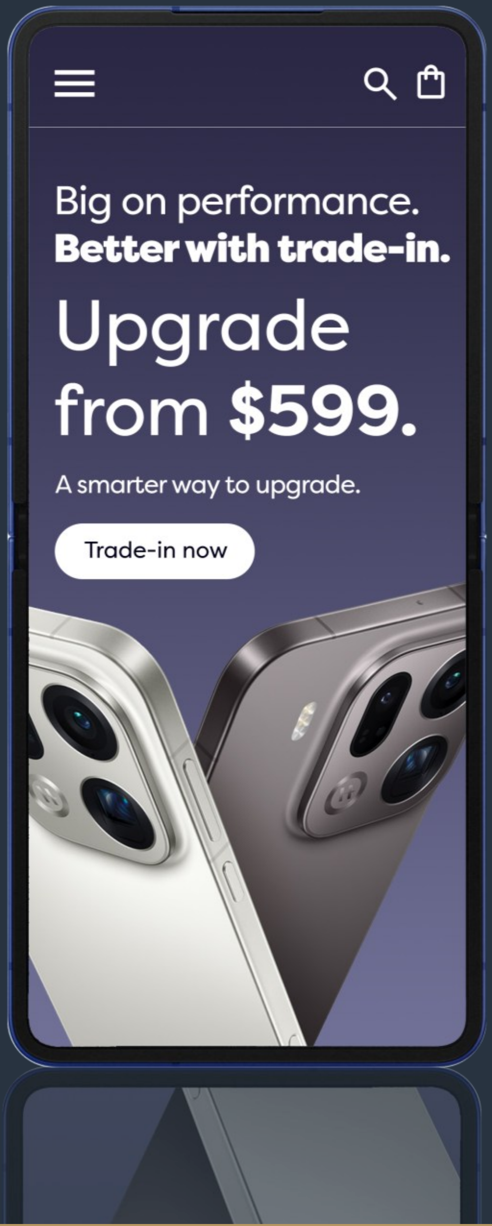


Device recovery:

3. Trade-in improves **brand perception**

Discount-led

Trade-in-led



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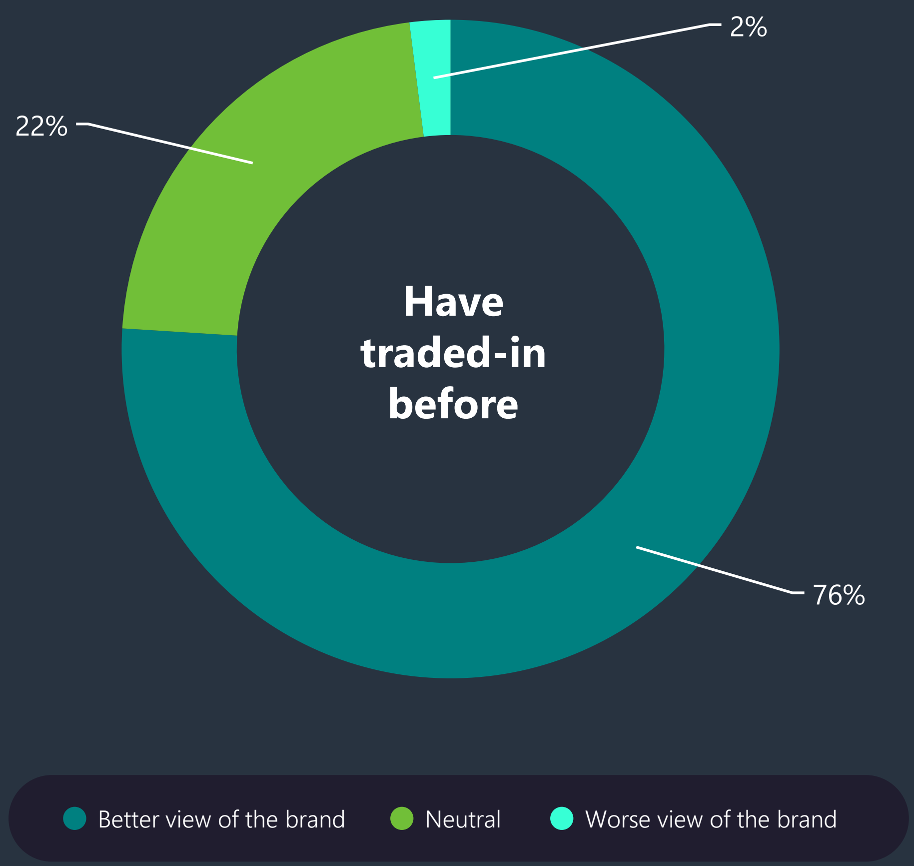
Device recovery:

3. Trade-in improves **brand perception**

76% of consumers who have traded-in before **view a brand more favorably** when trade-in is offered



86%

of respondents that have previously used a trade-in service **would favour a brand that offers trade-in** when products and terms are identical

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Device recovery:

4. Trade-in increases **brand loyalty**

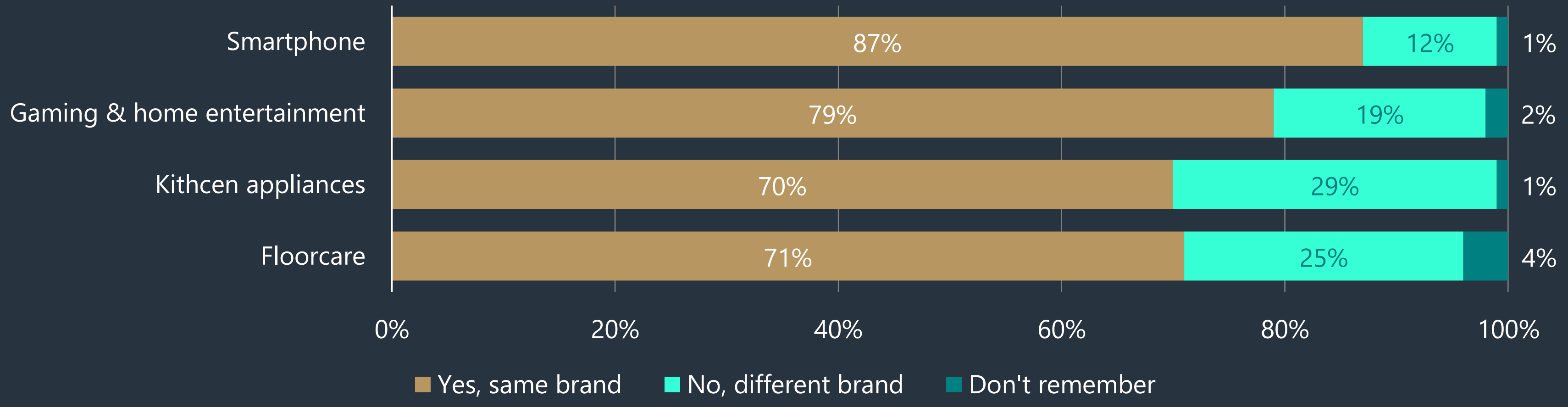
84%

of respondents are **more likely to purchase** their next smartphone **from the same brand** if they offer a competitive TIV

86%

of people who prefer in-store retailer trade-in, are likely to buy a model from the **same brand** during trade-in

Consumers tend to purchase their new device from the same brand as the one they traded-in



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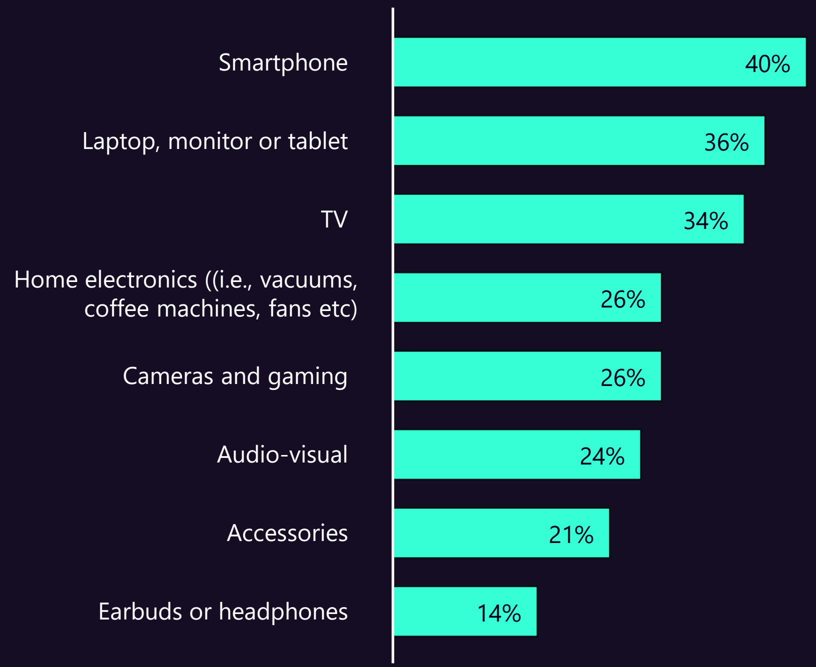
Secondary market resale

Recovered devices meet growing refurbished demand

75% of consumers willing to buy refurb electronic devices



…with affordability driving most of the demand

69%

of consumers would purchase a refurbished device since it's **more affordable**

29%

of consumers **would do so due to their environmental impact**

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Secondary market resale

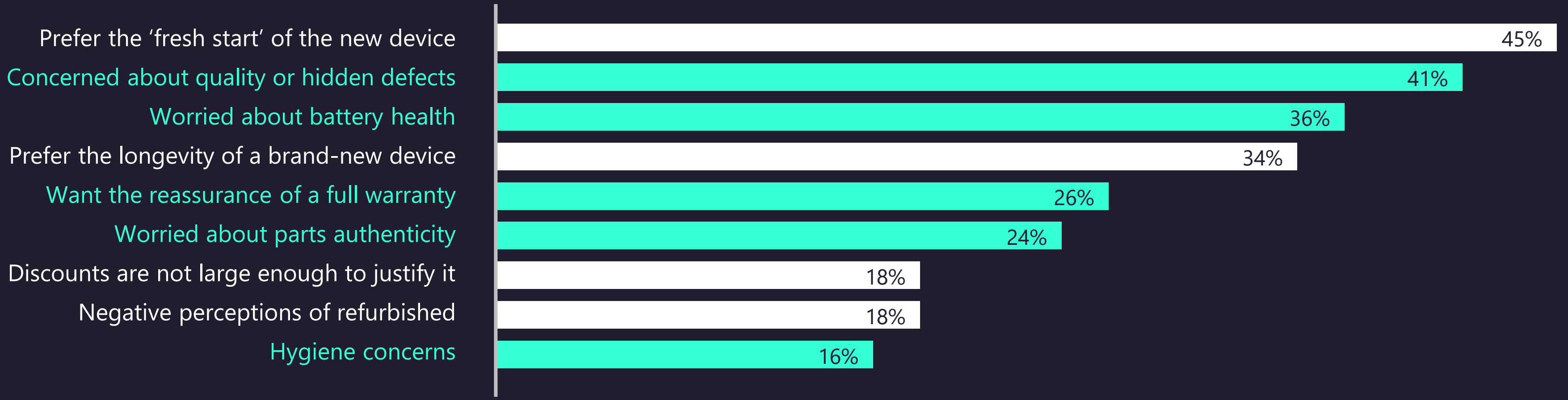
Trust barriers limit refurb adoption

41%
Are worried about hidden defects

36%
Are worried about battery health

26%
Need the assurance of a full warranty

Barriers to buying a refurbished electronic device



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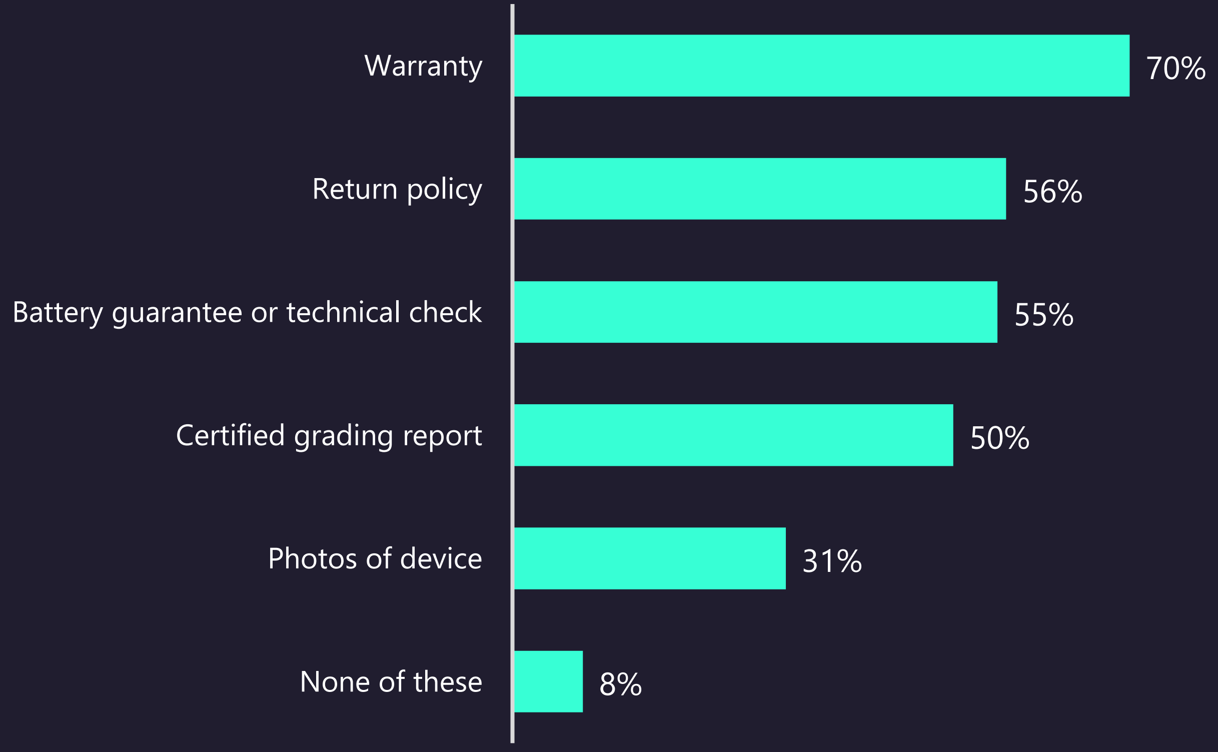
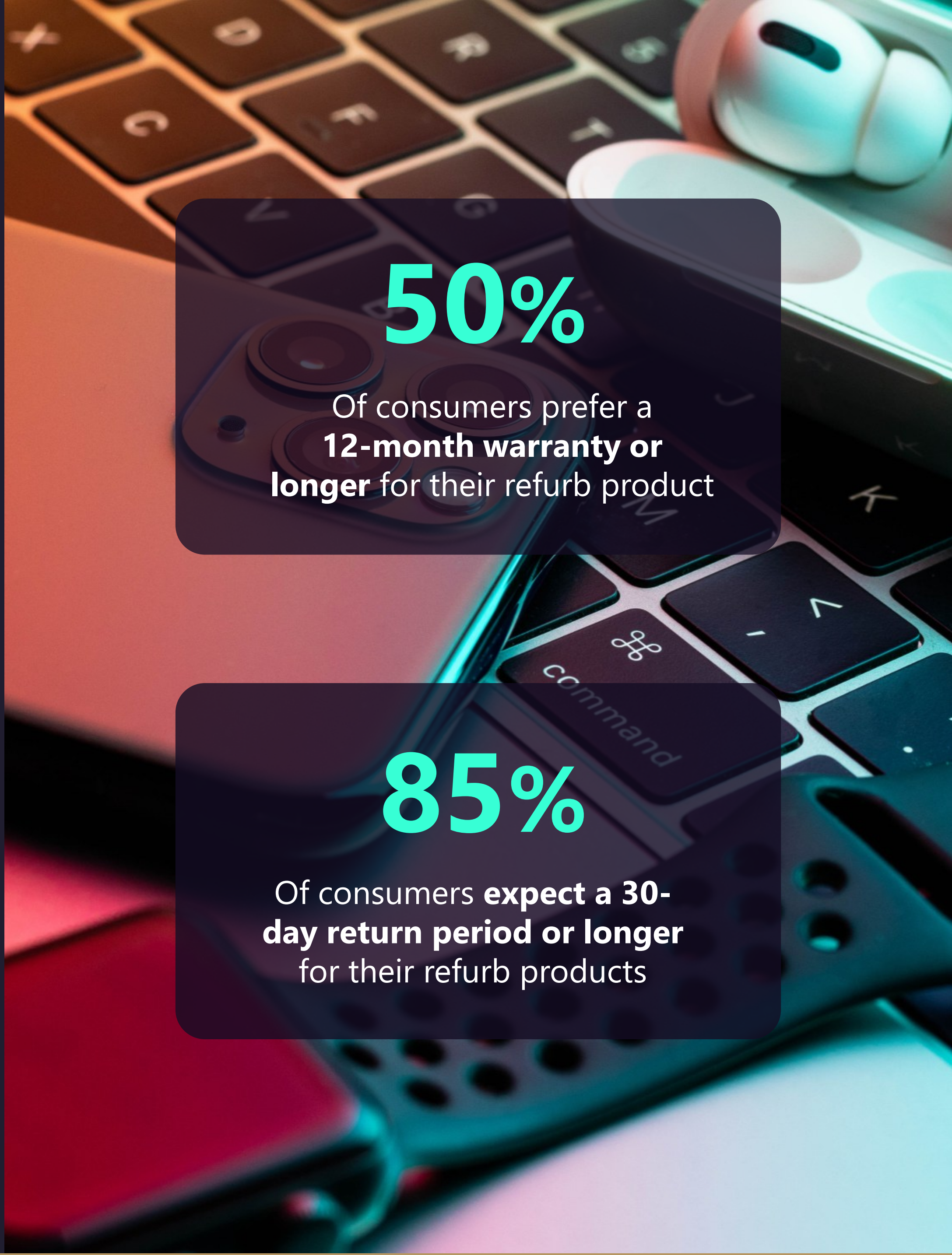
Secondary market resale

Warranty and returns are the strongest drivers of refurbished purchase confidence…



Assurances for buying refurbished devices



50%

Of consumers prefer a **12-month warranty or longer** for their refurb product

85%

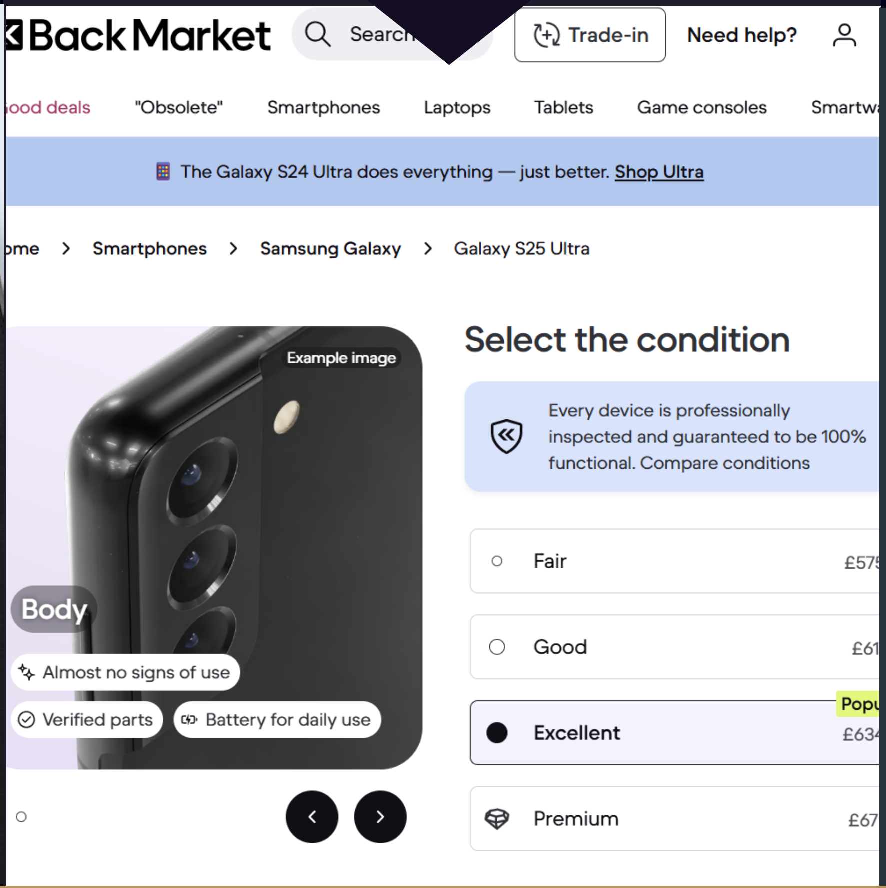
Of consumers **expect a 30-day return period or longer** for their refurb products

Secondary market resale

Different grades have value for different audiences.

Certified Refurbished

Excellent Grade

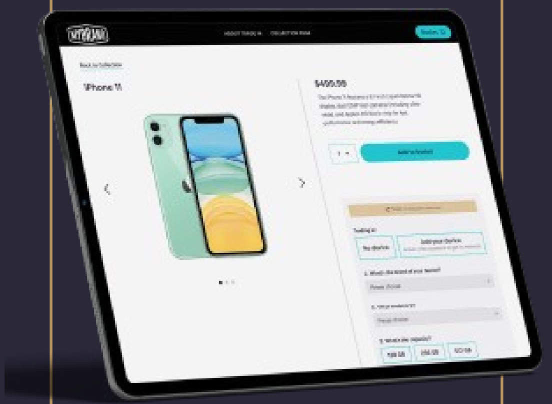


Mixed Grades

From recovery to resale: one connected flow to maximise value

Recovering	Processing	Refurbishing	Resale

One system. One strategy.



Device recovery or trade-in is completed

→

Device arrives at facilities

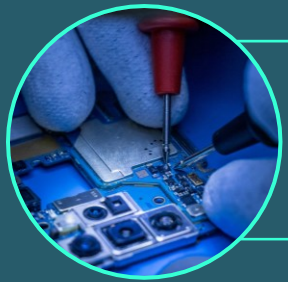
↑

Data is securely wiped

→

Device is assessed and graded

↓

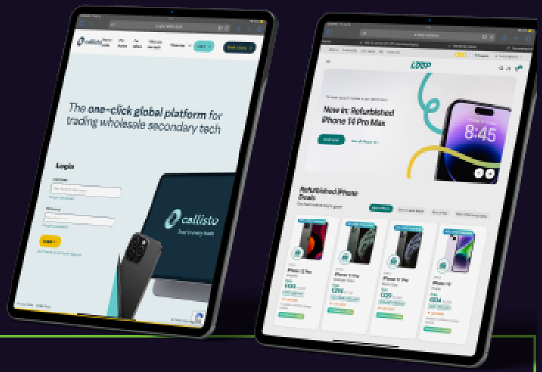


Device is refurbished

→

B2B Marketplace

B2C Ecommerce



Device is resold through the most profitable channel

Secondary market resale

New Smartphone manufacture emissions

Material extraction Covers mining and processing of raw materials	65%	42 Kg CO_2
Manufacturing Covers OEM emissions created during the manufacturing of the device	14%	9 Kg CO_2
Transport Covers packaging and shipment to retail stores	3%	2 Kg CO_2
Use Covers emissions from energy used to power device during its lifespan	15%	10 Kg CO_2
End of life Emissions related to recycling of devices	3%	2 Kg CO_2

Total: 65KG CO2

Buying a second-life Smartphone avoids 63.7kg of CO2

*Source: Alchemy LCA conducted by Greenly. Emissions data is an average across all iPhones across all markets and business units (B2B and B2C)

Refurbished Smartphone emissions

Recover Covers all inbound transport to refurbishing facilities for all device types	46%	0.60 Kg CO_2
Refresh Covers emissions incurred as a result of processing devices	6%	0.08 Kg CO_2

Remarket

Packaging Includes all packaging and boxing materials for all device types	8%	0.109 Kg CO_2
Transport Covers reshipment of refurbished device from facilities to new owner	40%	0.53 Kg CO_2

Total: 1.31KG CO_2

Secondary market resale

Turning used devices into **measurable carbon value**

Measurable carbon footprint reduction through CO_2 saving & carbon credit certifications

CO_2 savings certification


ALCHEMY | greenly

CO2 Saving Certificate

2026

LIFE CYCLE ASSESSMENT (LCA)
ADEME METHODOLOGY
ISO 14040:2006 STANDARD
ISO 14044:2006 STANDARD

Certificate awarded to:

Full Company name goes here

Full Company address goes here

Model	Co2 Saving per device	Quantity	TOTAL Co2 Saving
iPhone 12 Pro 128GB	74.93 KG	42	3,147.06 KG
iPhone 13 256GB	58.51 KG	18	1,053.18 KG
MacBook Pro M1 (2020) 13" 512 GB	125.00 KG	10	1,250.00 KG
MacBook Air M2 (2022) 13" 512 GB	95.24 KG	22	2,095.28 KG
TOTAL CO2 SAVING			7,545.52 KG

Walter Vicente
CEO

Alexis Normand
CEO

Carbon credits generation

Generate verified carbon avoidance credits from the resale of used devices

Offset your scope 3 and IT equipment CO_2 emissions

Evidence-led sustainability

Measurable CO_2 savings

Supports **ESG** & customer reporting

Turns **refurbishment** into visible impact

Builds **trust** through transparency

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Get in touch for your tailored insights report.

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