



Wave7 Monthly Smartphone Pricing Report – May 2022

SUMMARY: All three carriers have dropped certain Android phone models, while Verizon and T-Mobile have added devices. T-Mobile has shuffled its portfolio somewhat by adding two Motorola models while dropping four Samsung models. Between the April report on 5/9 and the May report on 6/6:

Verizon

- Has launched the \$399.99 Moto G Stylus
- Has dropped the Moto RAZR and the GS20.

AT&T

- Has dropped the Galaxy A71 5G and the LG Velvet. The Velvet was the last LG device with a national carrier.
- No longer sells the iPhone 12 Pro or iPhone 12 Pro Max.

T-Mobile

- Has launched the \$299.99 Moto G Stylus 5G, the \$222 Moto 5G, and the \$258 TCL Stylus 5G.
- Has dropped the Galaxy A12, the Galaxy A32, the Galaxy A52, the OnePlus 8T +, and the Pixel 4a.
- Has cut the price of the Galaxy A71 5G by \$100 to \$400.
- Has cut the price of the iPhone 12 Pro 512GB by \$200 to \$799.99.

Pricing for iPhones as of 6/6 (pricing changes in red)

iPhone 13 128GB/256GB/512	\$799.99/\$899.99/\$1099.99
iPhone 13 Pro 128GB/256/512	\$999.99/\$1099.99/\$1299.99
iPhone 13 Max 128GB/256/512	\$1,099.99/\$1199.99/\$1399.99
iPhone 13 Mini 128GB/256/512	\$699.99/\$799.99/\$999.99
iPhone 12 64GB/128GB/256	\$699.99 (AT&T 64GB \$729.99) (T-Mo 64GB \$729)/\$749.99(AT&T 128GB \$779.99)(T-Mo 128GB \$779.99)/ \$849.99(AT&T 256GB \$879.99)
iPhone 12 Pro 128GB/256/512	\$899.99(T-Mobile does not sell the 128GB)/\$999.99(T-Mobile does not sell the 256GB)/\$1199.99(T-Mobile 512GB \$799.99)(Verizon does not sell the iPhone 12 Pro)(AT&T does not sell the iPhone 12 Pro)
iPhone 12 Max 128GB/256/512	\$999.99/\$1099.99/\$1299.99 (Verizon does not sell the iPhone 12 Pro Max)(AT&T does not sell the iPhone 12 Pro Max)(T-Mobile does not sell the iPhone 12 Pro Max)
iPhone 12 Mini 64GB/128/256	\$599.99(AT&T 64GB \$629.99) (T-Mo 64GB \$629.99)/\$649.99 (AT&T 128GB \$679.99)(T-Mo 128GB \$679.99)/\$749.99(AT&T 256GB \$779.99)(T-Mo does not sell 256GB)
iPhone 11 64GB/128GB/256G	\$499.99/\$549.99(AT&T does not sell 128GB)(T-Mo does not sell 128GB)/\$649.99(T-Mo does not sell 256GB)(AT&T does not sell 256GB)
iPhone SE 3rd 64GB/128/256	\$429.99/\$479.99/\$579.99

Pricing for Other Smartphones as of June 6 – Changes in Red

	Verizon		AT&T		T-Mobile	
	Full	EIP	Full	EIP	Full	EIP
Samsung						
GS22	\$799.99	\$22.22	\$799.99	\$22.23	\$799.99	\$33.34
GS22+	\$999.99	\$27.77	\$999.99	\$27.78	\$999.99	\$41.67
GS22 Ultra	\$1,199.99	\$33.33	\$1,199.99	\$33.34	\$1,199.99	\$50
GS21	\$799.99	\$22.22	\$799.99	\$22.23	\$799.99	\$33.34
GS21+	\$999.99	\$27.77	\$999.99	\$27.78	\$999.99	\$41.67
GS21 Ultra	\$1,199.99	\$33.33	\$1,199.99	\$33.34	\$1,199.99	\$50
GS20 FE	\$599.99	\$16.66	\$599.99	\$16.67	NA	
GS21 FE	\$699.99	\$19.44	\$699.99	\$19.45	\$699.99	\$29.17
Note 20 Ultra	NA		NA		\$1,199.99	\$50
Galaxy S20	NA		\$999.99	\$27.78	NA	
Galaxy S20+	\$1,199.99	\$33.33	\$1,199.99	\$33.34	NA	
Galaxy S20 Ultra	\$1,399.99	\$38.88	\$1,399.99	\$38.89	NA	
Galaxy Z Fold3 5G	\$1,799.99	\$49.99	\$1,799.99	\$50	\$1,799.99	\$50
Gal. Z Flip3 5G	\$999.99	\$27.77	\$999.99	\$27.78	\$999.99	\$41.67
Galaxy A13 5G	NA		\$249.99	\$6.95	\$258	\$10.75
Galaxy A13	\$189.99	\$5.27	NA		\$198	\$8.25
Galaxy A12	\$179.99	\$4.99	\$179.99	\$5	NA	
Galaxy A02s	\$149.99	\$4.16	NA		NA	
Galaxy A03s	\$159.99	\$4.44	NA		\$168	\$7
Galaxy A32 5G	NA		\$279.99	\$7.78	NA	
Galaxy A42 5G	\$359.99	\$9.99	NA		NA	
Galaxy A53 5G	\$499.99	\$13.88	\$449.99	\$12.50	\$450	\$18.75
Galaxy A52 5G	NA		\$499.99	\$13.89	NA	
Galaxy A51 5G	NA		\$499.99	\$13.89	NA	
Galaxy A71 5G	NA		NA		\$400	\$16.67
Galaxy XCover Field Pro	NA		\$1,104.99	\$30.70	NA	
Galaxy XCover Pro	NA		\$509.99	\$14.17	NA	
LG						
LG Velvet 5G	NA		NA		NA	
Motorola						
Moto Edge+ 5G UW	\$849.99	\$23.61	NA		NA	
Moto Edge+	\$869.99	\$24.16	NA		NA	
Moto Edge 5G UW	\$549.99	\$15.27	NA		NA	
Moto G Power	\$249.99	\$6.94	NA		NA	
Moto G Stylus	NA		\$249.99	\$6.95	\$252	\$10.50
Moto G Stylus 5G	\$399.99	11.11	NA		\$299.99	\$12.50
Moto G 5G	NA		NA		\$222	\$9.25
Moto RAZR 5G	NA		NA		\$499.99	\$20.84
Moto One 5G	NA		\$444.99	\$12.37	NA	
Moto One Ace 5G	\$299.99	\$8.33	NA		NA	
Moto G Pure	\$149.99	\$4.16	NA		\$156	\$6.50

	Verizon		AT&T		T-Mobile	
	Full	EIP	Full	EIP	Full	EIP
OnePlus						
OnePlus 10 Pro	NA		NA		\$899.99	\$37.50
OnePlus N20 5G	NA		NA		\$282	\$11.75
OnePlus N200 5G	NA		NA		\$216	\$9
OnePlus 9	NA		NA		\$729.99	\$30.42
OnePlus 8 5G	NA		NA		\$599.99	\$25
OnePlus 8T+ 5G	NA		NA		NA	
Google						
Pixel 6	\$699.99	\$19.44	\$739.99	\$20.56	\$599	\$25
Pixel 6 Pro	\$899.99	\$24.99	\$939.99	\$26.12	\$899	\$31.25
Pixel 4a 5G	NA		NA		NA	
TCL						
TCL 10	\$399.99	\$11.11	NA		NA	
TCL 30 V	\$299.99	\$8.33	NA		NA	
TCL 30 XE 5G	NA		NA		\$198	\$8.25
TCL Stylus 5G	NA		NA		\$258	\$10.75
Other						
Sonim XP8	\$648	\$18	\$699.99	\$19.45	NA	
Sonim XP5s	NA		\$339.99		NA	
Kyo. DuraXE Epic	NA		\$269.99		NA	
Kyo. DuraForce Ultra 5G	\$899.99	\$24.99	NA		NA	
Kyo. DuraSport 5G UW	\$579.99	\$16.11	NA		NA	
Cat S62	NA		NA		\$498	\$20.75
REVL V+	NA		NA		\$199.99	\$8.34
Fusion 5G	NA		\$219.99	\$6.12	NA	
Fusion Z	NA		\$79.99	\$2.23	NA	
Alcatel Axel	NA		\$103.99	\$2.89	NA	
AT&T Calypso	NA		\$88.99	\$2.48	NA	
Nokia X100	NA		NA		\$252	\$10.50
Nokia 8V 5G	\$699.99	\$19.44	NA		NA	
Nokia 2V Tella	\$168	\$4.66	NA		NA	
Palm Phone	\$279	\$7.75	NA		NA	
Orbic Myra	\$349.99	\$9.72	NA		NA	

Note: 36-month option used for AT&T and Verizon: With new line, Verizon's \$0/month phones are the Galaxy A03 and the Moto G Pure, while the Moto G Power costs \$5/month with new line.

- **Upgrade rates** fell seasonally in 1Q22, following seasonally high in 4Q21 amid the first full quarter of iPhone 13 sales and holiday sales. With Verizon on 2/3 launching a 36-month EIP, upgrade rates are likely to trend lower at Verizon.

Postpaid Upgrade Rates for National Carriers, 3Q18-1Q22

	Verizon	AT&T	Sprint	T-Mobile
3Q18	5.0%	4.2%	6.3%	6%
4Q18	6.3%	4.9%	7.7%	6%
1Q19	4.4%	3.5%	6.0%	5%
2Q19	4.3%	3.4%	5.4%	5%
3Q19	4.9%	4.0%	6.0%	4.7%
4Q19	6.3%	4.8%	7.3%	5.6%
1Q20	3.7%	3.0%	NA	3.8%
2Q20	3.7%	3.3%	NA	4.5%
3Q20	4.0%	3.5%	NA	4.3%
4Q20	5.6%	6.5%	NA	5.7%
1Q21	4.3%	4.1%	NA	4.8%
2Q21	4.6%	3.9%	NA	4.7%
3Q21	4.3%	4.3%	NA	4.3%
4Q21	5.7%	5.3%	NA	5.8%
1Q22	4.5%	4.0%	NA	4.8%

Source: Company reports