

Back Market Just Made "Buying New" Feel a Little Old-Fashioned

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In brief

If paying full price for a phone or laptop is getting harder to justify, refurbished tech has become a practical alternative. Back Market has spent the last decade proving that "refurbished" doesn't mean "risky." It means smarter, and increasingly, it means normal.

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Back Market is a marketplace for professionally restored devices that are checked and tested before sale. Its buyer protections also address several of the concerns people usually have when buying used electronics.

What You Get When Buying Through Back Market

- Devices can cost up to 70% less than buying new. The focus is still on performance, reliability, and how the device holds up after the purchase.
- Every device comes with a minimum 12-month warranty, a 30-day money-back guarantee, and free standard delivery. If something is wrong, a replacement is sent before the original device needs to be returned.
- Every phone meets a minimum 80% battery health with full charge capacity.
- Condition grades such as Fair, Good, Excellent, and Premium describe cosmetic condition. The performance inspection is the same across those grades, so choosing a lower cosmetic grade does not mean accepting lower tested performance.
- Sellers are monitored through secret shopping and onsite visits to refurbishment centres, adding another layer of quality control to the marketplace.

Why Buying Now Can Make Sense

If a phone or laptop upgrade has been sitting on your list for a while, Back Market has a few practical reasons to compare refurbished pricing before paying for a new device.

1. Unlike a single retailer setting one fixed price and leaving it there, Back Market has several certified refurbishers competing for the same listing. That competition is exactly what keeps prices consistently sharp across the entire catalogue.
2. Back Market's trade-in tool can provide a quote in around two minutes. Shipping is free, and the payout goes directly to a bank account without the need to negotiate with a buyer.
3. Students and educators can access additional discounts through partner offers, which may reduce the cost of an upgrade further.
4. Choosing a refurbished device can also reduce CO2 emissions by a significant margin per device compared with buying new.

Should You Consider Back Market?

The combination of warranty protection, condition grading, seller checks, and competitive pricing makes Back Market worth comparing with the price of a new phone or laptop. The lower upfront price is easy to see, while the warranty and inspection process can make a refurbished purchase feel less uncertain.

If I were upgrading today, I'd start by checking Back Market alongside the new-device price, then compare the condition grade, warranty terms, and trade-in value before deciding. That gives you a clearer picture of the savings and the protection that comes with the device.