



# Apple's Two-Track Trade-In Strategy: Macs Up, Mobile Down, and the ITAD Impact

Published: 16 February 2026 | Author: David Daoud

On January 15, 2026, Apple quietly raised the stakes on used Macs while trimming mobile payouts, sending a clear price signal into the secondary market. This briefing unpacks what that split means for buyback grids, sourcing strategy, and where the best margin will really be in 2026.

**This analysis is reserved for clients subscribing to the Pulse Service.**

Already a subscriber? [Log in here.](#)

[Subscribe to Pulse](#)

[Book a 90-Minute Analyst Presentation](#)



## Subscribe to Compliance Standards' Sector Pulse Research

Contact us at 754.229.0095 or [inquiries@Compliance-Standards.com](mailto:inquiries@Compliance-Standards.com)

**Our Offices:** Boston, MA | 2361 Walnut Court, Pembroke Pines, FL 33026