

## Will the iPhone 16 Price Drop When iPhone 17 Comes Out? What to Expect

If you're thinking about buying but worry whether its price will drop once the new launches — you're asking the right question. Historically, past iPhone releases provide useful clues. This article breaks down recent patterns, what industry analysts expect, and when you're most likely to see meaningful discounts on iPhone 16.

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### What history tells us about iPhone price drops

Every time a new iPhone generation arrives, Apple and retailers often re-adjust prices of previous models. This is a common retail strategy to clear inventory, make new devices more attractive, and maintain demand for older models at a lower price point. For example, after earlier iPhone launches, prices of older models dropped sometimes by significant percentages. In certain markets, discounts as large as 20-30% before or immediately after a new launch have been reported, especially when consumer interest shifts to the latest device.

Moreover, past behavior shows that not only Apple's official price tags change — third-party retailers, carriers, and online stores also tend to offer discounts, trade-in bonuses and other promotions to sell off older stock. As a result, even if the official price cut is modest, the "street price" that consumers pay may drop significantly.

### What analysts say about iPhone 16 now that iPhone 17 is coming

Industry analysts expect that with the arrival of iPhone 17, iPhone 16 will indeed become cheaper. One major expectation: a price cut of up to around 10 000 ₹ (in India market context) once the 17th generation becomes available. That suggests that the base iPhone 16 might fall to a more competitive price point than before — which often coincides with improved deals including exchange or bank-card offers from retailers.

However, the magnitude of the drop may vary depending on the region and model. For instance, some analysts predict that standard (base) models of iPhone 16 will see the clearest price cuts, while Pro or higher-end variants might not drop as dramatically — or may even be removed from official sale and only appear via third-party stores or refurbished markets.

Another factor: the launch pricing of iPhone 17 itself. Rumours indicate that for some variants, Apple might actually increase the price compared to iPhone 16's Pro version — which indirectly shapes how much iPhone 16 must be discounted to stay attractive. If 17 becomes significantly more expensive, the price gap may stay narrow, reducing the need for deep cuts on 16 in some markets.

### Recent signs — early price drops for iPhone 16 before and after iPhone 17 release

Even before iPhone 17 officially launched, iPhone 16 was already getting discounted on several platforms. Retailers applied price cuts, bank-card cashback, and exchange offers — all pushing the effective cost of iPhone 16 lower than at its launch. That's a sign that the market was preparing for reduced demand once the new model hit the shelves.

In addition, in several countries the resale and second-hand markets for iPhone 16 are seeing price softening: as soon as new devices hit the market, more owners list their older phones for sale, increasing supply and gradually pulling down prices. That makes it a potentially good window for buyers who are open to non-brand-new units or refurbished models.

### When and how large the price drop could realistically be

Here is a rough timetable of when price reductions for iPhone 16 are most likely:

- **Immediately after iPhone 17 release:** modest price cuts — retailers clearing remaining stock; slight discounts compared to launch price of iPhone 16.
- **Within first few months (holiday sales, promotions):** deeper discounts especially during sales events — good time for buyers seeking value.
- **6-12 months after iPhone 17 launch:** when iPhone 17 Pro / newer variants take centre stage, older 16 units may get steeper discounts, including on refurbished/second-hand markets.

The size of price drop depends on a few variables: model (base vs Pro), region (market competition and tax/import tariffs), retailer strategies (discounts, exchange offers), and timing (holiday sale periods, inventory levels, demand for new model). For base or non-Pro variants, consumers could see reductions between moderate and noticeable; for Pro models, the drop might be smaller or delayed.

### What this means for you — should you buy iPhone 16 now or wait?

If you don't urgently need a new phone and your priority is to get a good deal — waiting a bit after iPhone 17 launch is likely smarter. You stand a good chance of getting iPhone 16 at lower price than current retail offers, especially during promotional sales or in exchange/trade-in deals. This is especially true if you're buying standard (non-Pro) variants or are open to refurbished/near-new devices.

On the other hand, if you want the newest features (better camera, updated chip, improved support lifespan) iPhone 17 may deliver more long-term value — but expect that advantage to come at a premium. If you prefer stability and official warranty, acting quickly after launch of 17 might still be a safe bet.

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The advertisement features a teal background with a white border. At the top, the text "Get the new iPhone Air" is written in bold black font. In the center is a black iPhone Air. Below the phone, the text "Pay only 2€" is displayed in large, bold, red letters with a white outline. At the bottom, there is a yellow arrow pointing to the right with the text "Click Here" in black.

### Conclusion

Yes — it is very likely that iPhone 16 price will drop when iPhone 17 becomes available. Based on past patterns: a combination of official price cuts, retailer offers, and increased second-hand supply tends to push prices downward. The biggest discounts typically appear within a few months after the new launch, and the base models often benefit more than higher-end ones. If you are price-sensitive and don't need bleeding-edge features, waiting could get you a better deal. But if you prefer owning the latest, you may decide that the extra cost for iPhone 17 is worth it.