

When Does iPhone 17 Pro Come Out? Release Date, Pre-Orders and Launch Details

If you're wondering "when does iPhone 17 Pro come out", here's the full answer as of late 2025 — plus what to expect if you plan to buy or pre-order the new device. This article covers all official announcement dates, pre-order timing and actual release, so you'll know exactly when and where to get your hands on it.

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Official Release Timeline for iPhone 17 Pro

The flagship (alongside the rest of the iPhone 17 lineup) was officially unveiled by on Tuesday, September 9, 2025.

Pre-orders for iPhone 17 Pro opened on Friday, September 12, 2025, at 5:00 a.m. Pacific Time (corresponding to 8:00 a.m. Eastern Time in the U.S.) — and simultaneously in many other countries around the world.

Retail availability — the date when purchasers could receive or buy the phone in stores — began on Friday, September 19, 2025. That is the official "on-shelves" date for iPhone 17 Pro globally (for the first wave of countries).

What To Know About Release Strategy and Regional Availability

As with past iPhone launches, Apple introduced a staggered release. The first wave, including major markets, got iPhone 17 Pro on September 19.

Apple confirmed that more countries and regions would receive the device a bit later — for example, some regions got iPhone 17 Pro a week after the first launch.

That means if you live outside the earliest launch countries, it's wise to check local Apple-authorized retailers or the official Apple website for your region's release schedule. Often, you'll find expected availability dates tied to the "second wave" launch following the initial release.

Why September — and What Changed (or Stayed the Same)

The release schedule for iPhone 17 Pro follows Apple's long-standing tradition of unveiling new iPhones in early September and delivering them by mid-to-late September.

In 2025, the chosen dates aligned with that pattern: announcement on September 9, pre-orders two or three days later, and market launch exactly one week after pre-orders.

Some pre-launch rumors had speculated Apple might shift timing — potentially targeting an earlier September date (e.g. September 3) — but those did not materialize. Apple stuck with its more predictable early-to-mid September schedule.

What It Means for Potential Buyers (Timing, Pre-Orders & Demand)

Because Apple opened pre-orders before general retail, customers who pre-ordered early (especially in high-demand markets) had the best chance to get iPhone 17 Pro on day one — i.e. delivery or pick-up around September 19. That's standard for a flagship iPhone release.

If you missed the pre-order window, you might still get the phone a few days later — but it depends heavily on stock, region, and local demand. Sometimes certain configurations (color, storage) sell out quickly or become delayed if demand is high.

For those outside the first-wave countries: expect a lag of days or perhaps a week or two for local availability. It's best to monitor official channels or authorized resellers, especially around that mid-to-late September window when the first shipments arrive globally.

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Summary—Your Answer Now and Later

So to answer simply: iPhone 17 Pro officially “comes out” on September 19, 2025 — with pre-orders starting September 12, 2025 and public announcement on September 9, 2025.

If you live in a major Apple-region country and pre-orders were offered, expect that date to apply for you. If you're in a secondary region, count on potential delays — but very likely within a reasonable window shortly after that first wave.

In short: iPhone 17 Pro is already out as of late 2025. If you're reading this close to the launch date, you still have a chance to pre-order or find the device in stores — but demand will likely be high, so don't delay.