

## iPhone 16 Pro Price Drop: What Happens When iPhone 17 Launches

The release of a new iPhone generation always shakes up the smartphone market — and 2025 is no exception. With the unveiling of the series, many prospective buyers and current owners of the are asking: what will happen to the price of the 16 Pro? In this article, we explore how prices change after a major launch, why, and how you can benefit if you time your purchase right.

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### Why iPhone 16 Pro Price Usually Falls After a New Release

There are several intertwined reasons why prices on a generation-old Pro model like iPhone 16 Pro tend to drop once its successor hits the market:

- **Official delisting by Apple.** After the 17 series launch, Apple often removes previous-generation Pro models from its official store globally. That reduces official supply and pushes remaining stock to resale channels. For example, after the 2025 iPhone 17 launch, iPhone 16 Pro and Pro Max were removed from Apple's official store catalog.
- **Resellers and retailers discount old stock.** To clear unsold inventory and make room for new devices, many third-party retailers and marketplaces lower prices, sometimes significantly below original retail price.
- **Reduced demand relative to new models.** Many potential buyers prefer to buy the latest iPhone for its "new and improved" status. This reduces demand for older models, prompting sellers to lower prices to attract cost-sensitive buyers.
- **Competitive pricing and promotions.** Especially around major shopping periods (holiday season, Black Friday, etc.), older models like iPhone 16 Pro often appear in promotional discounts to boost sales. This trend is amplified when newer models are already on the market.

### How Much Did iPhone 16 Pro Drop in Price in 2025

The 2025 release cycle provides a clear example. At launch, iPhone 16 Pro (128 GB) cost about \$999. Over the months leading up to and following the iPhone 17 debut, prices for 16 Pro dropped — in some cases sharply.

Third-party retailers began offering refurbished or "renewed premium" 16 Pro units at substantial discounts. For instance:

- Refurbished 256 GB 16 Pro units on Amazon dropped to roughly \$834.99 — significantly below the original price.
- Higher-storage and 1 TB models likewise saw double-digit percentage reductions compared to their launch prices.

Meanwhile, in some regions, even "new old stock" (unused but no longer sold on Apple's website) began appearing at lower retail prices from independent retailers.

## What Changed with iPhone 17 Launch — And Why 16 Pro Fell Out of Official Stock

When Apple officially introduced the iPhone 17 lineup, including and , several changes triggered the phase-out of 16 Pro from the official store.

The new flagship models come with improved base storage, updated hardware and features. Because of this, Apple tends to discontinue the previous generation Pro models — a strategy aimed at pushing buyers toward the latest offering and streamlining their catalog.

As a result, 16 Pro becomes available mostly through third-party retailers, refurbished marketplaces, or resellers — which naturally drives price competition downwards.

### When and Where to Buy iPhone 16 Pro at Best Price

If you're not chasing the latest model but want a Pro-level iPhone at a discount, timing and choice of seller matter. Here are some guidelines:

- **Buy soon after new iPhone launch or during promotional seasons.** The period immediately after iPhone 17 launch — and during major sale events (like Black Friday or holiday sales) — is often when 16 Pro prices are lowest. Many retailers slash prices around that time.
- **Check refurbished or renewed-condition offers.** If you don't mind slightly used or refurbished devices, you can often find excellent deals: substantial discounts off the original retail price while still getting nearly full functionality.
- **Be aware of storage and condition.** The original 128 GB 16 Pro may become scarce; more common are 256 GB, 512 GB, or 1 TB models — but these versions still see discounts after 17's launch. Evaluate whether you need the larger storage and whether refurbished units are in good condition (e.g. battery health, no visible defects).
- **Act while stock remains.** Because older models are discontinued by Apple, supplies eventually dwindle — especially official-stock units. If you wait too long, only used/refurbished or overpriced resales may remain. Demand may stay strong among buyers who want a more affordable Pro iPhone without paying for the newest features.

### Does It Always Make Sense to Buy iPhone 16 Pro After Price Drop?

Not necessarily. While a price drop makes the 16 Pro more attractive, there are trade-offs to consider:

- **Feature gap with iPhone 17.** The new iPhone 17 series brings updated hardware, possibly new features and storage configurations. If you care about having the latest tech, 16 Pro may feel like a compromise.
- **Availability and warranty issues.** Since Apple removes 16 Pro from its official store, buying from third-party sellers or refurbished markets may mean less reliable warranty coverage — or none at all. Quality and after-sales support could vary.
- **Resale value drops faster.** As newer models continue to arrive, resale value of 16 Pro may decline, so long-term value retention isn't as strong as for the newest models.

On the flip side, if you want a high-end iPhone that costs significantly less than the current flagship — and you're comfortable with slightly older hardware — iPhone 16 Pro after the price drop can represent a compelling value proposition.

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### Conclusion: When iPhone 16 Pro Becomes a Smart Buy

The launch of iPhone 17 series in 2025 triggered a predictable but significant price adjustment for iPhone 16 Pro. Official removal from Apple's catalog, combined with market pressure from resellers and promotions, pushed prices down — sometimes by hundreds of dollars compared to launch.

For savvy buyers who don't need the absolute latest iPhone or those who prioritize value over cutting-edge features, this drop makes iPhone 16 Pro a strong mid-term choice. The best deals appear just after the new model launch and during major sales events. However, it's important to check storage configuration, device condition (new vs refurbished), and the reliability of the seller before buying.

In short: if you want a powerful iPhone without paying peak flagship prices — and you act now — iPhone 16 Pro post-iPhone 17 launch could be one of the most cost-effective "old flagship" picks on the market.