

iPhone 16 Price — What to Expect When iPhone 17 Is Released

Every fall, when unveils a new iPhone generation, one predictable question arises: What happens to the price of the previous-generation model? With arriving in September 2025, many are wondering how much will cost when the new lineup hits the shelves. The answer matters for budget-conscious buyers and those seeking a good deal. This article dives into the facts — release dates, expected global and regional price changes, and what you should realistically expect if you aim to buy an iPhone 16 after iPhone 17 launches.

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When did iPhone 17 launch — and how does that affect iPhone 16 pricing?

Apple officially announced the iPhone 17 series on September 9, 2025, with retail availability starting around September 19, 2025.

Historically — and consistently — Apple tends to reduce prices on previous-generation iPhones once a new generation appears. With iPhone 17 now on the market, iPhone 16 is poised for this sort of price adjustment.

Original iPhone 16 price — What it was before iPhone 17

When iPhone 16 debuted around September 2024, its U.S. price structure was as follows: standard iPhone 16 started at US \$799; higher-capacity or "Plus/Pro" variants carried higher price tags.

In Indonesia — as with many regional markets — actual street prices for iPhone 16 series before iPhone 17's arrival ranged broadly depending on model and storage. Reports from late 2025 (just before iPhone 17 release) listed base-model iPhone 16 (128 GB) around IDR 13.999.000, while higher-end variants (512 GB, Pro, Pro Max, etc.) ranged significantly higher.

What happened to iPhone 16 prices after iPhone 17 release?

As expected, price drops followed. In some markets like India, retailers slashed iPhone 16 pricing shortly after the iPhone 17 launch — a common pattern as demand shifts toward the newer generation.

While official "global" pricing adjustments are less publicized, many regional distributors and retailers tended to lower iPhone 16 prices — especially for base and mid-tier variants — to clear inventory and make room for the new lineup.

Why iPhone 16 remains a relevant buy even after the 17 release

For many buyers, iPhone 16 continues to offer strong value despite the arrival of a newer model. Here's why:

- **Cost efficiency.** With price reductions, iPhone 16 often becomes significantly cheaper than iPhone 17 — making it a budget-friendlier way to get a near-flagship iPhone.
- **Still modern specs.** While iPhone 17 introduces upgrades (processor, cameras, perhaps other enhancements),

iPhone 16 remains capable and receives iOS updates, delivering smooth performance for typical users.

- **Availability of multiple configurations.** Older stock often includes models with different storage and color options, giving buyers more flexibility.
- **Less depreciation pressure.** If you're not chasing the latest features, buying a just-one-generation-old iPhone balances performance and price well.

What you should expect—And caution to note

It's realistic to expect that iPhone 16 prices will remain lower for at least several months after iPhone 17's release — while sellers try to clear older stock. But this doesn't mean drastic discounts across all variants. Flagship-level configurations (Pro, Pro Max, larger storage) may hold price longer due to scarcity and demand among buyers seeking "almost new" premium devices.

Also, regional price changes (e.g. in Indonesia) may lag behind global trends. Import costs, taxes, distributor margins, and demand affect how quickly — and how much — prices drop. So what counts as a "good deal" in one country may not apply elsewhere. Monitoring local authorized retailers or online stores remains key if you want the best price.

Should you buy iPhone 16 now—or wait for alternative deals?

If you value getting a robust iPhone at a lower cost and don't need the absolute newest features, iPhone 16 post-iPhone 17 release is worth buying. It's especially attractive if you find a price that's meaningfully discounted from its original retail price — ideally right after the 17 release, when retailers are most eager to sell off existing stock.

On the other hand, if you care about maximum performance, longer support life, and improved hardware (camera, display, future-proofing), it may be worth choosing iPhone 17 — but prepare for higher cost and possibly limited stock.

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Conclusion—iPhone 16: a smart value play after iPhone 17 Lands

The release of iPhone 17 naturally leads to price adjustments for iPhone 16, making it a compelling option for buyers looking for quality at lower cost. While flagship variants might retain value, base and mid-tier models often see the biggest discounts. For many users — especially those upgrading from older iPhones or switching from other platforms — iPhone 16 remains a strong, balanced choice.

In short: if you're not chasing cutting-edge features, and you spot a good deal on iPhone 16 after the iPhone 17 release — go for it. It's a pragmatic choice that balances performance, features, and value.