

## How Much Is the New iPhone 17: 2025 Pricing Guide

The new iPhone 17 has officially launched in September 2025. If you're wondering "how much is the new iPhone 17", this article gives you up-to-date, region-aware pricing information so you can make an informed purchase. Below you'll find the cost for the standard iPhone 17 model and other variants — in the U.S., Germany, and major markets worldwide.

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### Global Launch and Release Timing

Apple announced the iPhone 17 lineup on September 9, 2025. Pre-orders began immediately — and official shipping started around September 19, 2025.

The new line includes the base iPhone 17, along with more expensive variants (Pro, Pro Max, and a slim "Air" model). This year Apple kept the starting price for the base model unchanged from the previous generation while boosting storage and upgrading hardware.

### Official Price of iPhone 17 in the United States

In the U.S., the entry-level iPhone 17 (256 GB storage) starts at **\$799**.

According to pre-launch estimates from analysts: the iPhone 17 Pro starts around \$1,099; the Pro Max around \$1,199.

### Price in Germany and Europe (Retail / Apple Store)

If you live in Germany (or plan to buy there), the official price directly from Apple reflects local taxes and regional pricing. For iPhone 17 you'll pay:

- 256 GB: **€949.00**
- 512 GB: **€1,199.00**

Those numbers apply uniformly across several European countries (Germany, Austria, some neighboring EU markets) — though prices may slightly vary depending on local VAT and retailer promotions.

### Why European Prices Are Higher Than U.S. Dollar Equivalent

While the U.S. base price is \$799, European buyers pay €949 — which is notably more when converted. This difference stems from several factors:

- Local VAT and sales tax apply in Europe, making the price higher than U.S. MSRP.
- Currency exchange rate fluctuations add variability.
- Regional market conditions, import costs and local regulations influence final retail price.

Thus, although the headline dollar price looks attractive, real cost in euros will usually end up significantly higher after

conversion, taxes, and regional pricing.

## What's Included: Storage Options and Variants

The iPhone 17 lineup offers at least two storage options for the base model — 256 GB and 512 GB. As noted, 256 GB in Germany costs €949, while 512 GB costs €1,199.

Apple also continues to offer the iPhone 17 in multiple colors (e.g. Mist-blue, Lavender, Sage, White, Black) and with full modern iPhone features: OLED display with ProMotion, Dynamic Island, the latest A19 chip, improved cameras, and Apple's latest software support.

## Should You Buy at Launch — or Wait for Deals?

Given the official price points, iPhone 17 is positioned as a premium flagship for 2025. If you want to be among the first to get new features (new chip, larger storage, display upgrade), buying at launch makes sense.

However, for many buyers — especially in Europe — the significant markup vs U.S. price plus the high base euro price might make waiting for discounts or carrier deals attractive. Retailers often adjust prices, especially during sale periods, which can reduce cost compared to launch MSRP.

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## Summary: iPhone 17 — Price Snapshot (2025)

Here is a quick overview of the base model price in major markets (as of late 2025):

- United States: From \$799 (256 GB)
- Germany / EU (official Apple Store): From €949 (256 GB), €1,199 (512 GB)

If you look only at the sticker price, iPhone 17 remains expensive — but in return it offers the full suite of Apple's 2025 hardware and software innovations. For many users the improvements in display, storage, and performance justify the cost. For others, the high European price compared to dollar MSRP may tip the balance in favor of waiting for deals or considering a previous-generation model.