| **Retailer (Country)** | **Model** | **On-Shelf Date (Availability)** | **Pre-Order Window** | **Launch Promotion(s)** | **Promotion Period** | **Other Offers (Trade-in, Bundles)** | **Competitor Activity (Apple/Samsung)** | **Notes/Anomalies** | **Sources** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Currys (UK)** | **Pixel 7a** | 11 May 2023 (approx.; announced 10 May)[phonearena.com](https://www.phonearena.com/news/pixel-fold-7a-leak-availability-dates_id146945#:~:text=,jon_prosser%29%20April%2017%2C%202023) – shipments by late May | **Yes:** 10 May 2023 launch day through 22 May 2023[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,date%20is%2025%20May%202023) | Free Google Pixel Buds A-Series earbuds (via Google promo redemption) | 10–22 May 2023 (pre-order period)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,date%20is%2025%20May%202023) | *Standard pricing;* no extra Currys-specific deals beyond Google’s free Buds offer (participating retailer) | **Samsung:** Galaxy A54 5G (launched Mar 2023 at £449) provided a lower-priced alternative[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively). **Apple:** No new mid-range iPhone; Apple did introduce a Yellow iPhone 14 in Mar 2023 to spur interest in its lineup[apple.com](https://www.apple.com/newsroom/2023/03/hello-yellow-apple-introduces-new-iphone-14-and-iphone-14-plus/#:~:text=Plus%20www,availability%20starting%20Tuesday%2C%20March%2014) (older iPhone 12/13 models remained in similar price range). | Coral color variant exclusive to Google Store (not available at Currys)[phonearena.com](https://www.phonearena.com/news/pixel-fold-7a-leak-availability-dates_id146945#:~:text=,jon_prosser%29%20April%2017%2C%202023). Limited initial stock; pre-orders required online redemption for Buds (earliest claim date 25 May)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,date%20is%2025%20May%202023). | [notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,Refresh%20and%20Total%20Care%20Warranty)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,date%20is%2025%20May%202023)[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively) |
| **Currys (UK)** | **Pixel 8a** | 14 May 2024 (retail availability began on Google I/O Day)[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=Worldwide%2C%20pre,first%20day%20of%20Google%20I%2FO) | **Yes:** 7 May 2024 (6pm BST) – 13 May 2024[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Google%20Pixel%208a%20qui%20sera,Voici%20o%C3%B9%20en%20profiter)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks) | *No free hardware bundle at launch.* Instead, **£150 extra trade-in credit** was offered with any eligible old phone trade-in (Google’s launch promo)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-8a-deals-extra-150-trade-in/?srsltid=AfmBOoo64HeywRPOaZw7Grem1u7UJUX7v3L-6k_S1rlxqb0t0l_i2I_k#:~:text=Google%20Pixel%208a%20Deals%20Released,Some)[o2.co.uk](https://www.o2.co.uk/termsandconditions/rewards/google-pixel-8a-o2-recycle-extra-150-offer#:~:text=Google%20Pixel%208a%20O2%20Recycle,%C2%A3150%20when%20you%20Recycle). (This effectively reduced the price by £150 for early buyers who traded a device.) | Purchase between 7 May and 3 June 2024 to qualify for the £150 trade-in bonus (claims submitted by late June)[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/" \l ":~:text=,Les" \t "_blank). | Currys (via Carphone Warehouse) ran its own trade-in scheme aligned with Google’s promo. No free earbuds at launch, but some contract deals later included Pixel Buds (A-Series) or gift cards. (For example, **free £50 Currys gift card** was offered on select Pixel 9 series contracts in May 2025[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=Free%20%C2%A350%20Currys%20Gift%20Card)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=18%2B%2C%20UK%20Only,Subject%20to%20availability) – not at Pixel 8a launch, but indicative of Currys promotions.) | **Samsung:** Galaxy A55 5G (launched Mar 2024) undercut Pixel 8a’s price (£439 vs £499 in UK)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB). **Apple:** No new iPhone in this window; older iPhone 13/14 models were the alternatives (Apple did *not* introduce a mid-2024 iPhone SE or color refresh, focusing instead on flagship 15 series in late 2023). | Pixel 8a’s launch was unexpectedly early (a week before Google I/O 2024)[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=,559%20%2F%20%C2%A3559%20%2F%20%E2%82%AC609). Google offered 7-year OS update support on this device – a notable selling point[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=With%20the%20Pixel%208a%2C%20Google,ticking%20for%20years%20to%20come). No exclusive colors at Currys; all four colors available (128 GB in Charcoal, Sea, Snow; 256 GB in Obsidian only)[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=A%20newer%20version%20of%20this,Pixel%209a%20review%20for%20more)[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=As%20expected%2C%20the%20128GB%20Pixel,black). | [frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks)[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/#:~:text=,Les)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB) |
| **Currys (UK)** | **Pixel 9a** | 10 April 2025 (official launch date after delay)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010); widely available by 14 April 2025[techradar.com](https://www.techradar.com/phones/google-pixel-phones/the-google-pixel-9a-is-already-available-to-preorder-in-the-uk-and-you-can-save-up-to-gbp500#:~:text=For%20those%20not%20in%20the,an%20April%2014th%20release%20date) | **Limited:** No formal pre-order period (device announcement 19 Mar 2025, release pushed to Apr 10)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010). Some UK carriers/retailers opened orders ~1 Apr 2025 once delay resolved[techradar.com](https://www.techradar.com/phones/google-pixel-phones/the-google-pixel-9a-is-already-available-to-preorder-in-the-uk-and-you-can-save-up-to-gbp500#:~:text=After%20a%20short%20delay%2C%20the,time%20to%20consider%20an%20upgrade). | **£150 trade-in bonus** (on top of normal trade-in value) for early buyers[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-9a-deals-watch-3-included-extra-150-trade-in/?srsltid=AfmBOopyI0ShEX0Vk0XB5xuQ6qio4HvpmFDN8nFToVo10iLip7GdbMVc#:~:text=Bonus%20www,We%27ve). *Some bundles:* Carphone/Currys offered **free Pixel Buds Pro 2** with Pixel 9a on selected plans (≥10 GB data) if bought 1–30 Apr 2025[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=What%27s%20the%20deal%3A%20Customers%20who,of%20Pixel%20Buds%20Pro%202). Also, Currys/Carphone provided **a £50 Currys gift card** for Pixel 9a contract purchases during 6–12 May 2025 (first 180 customers)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=Free%20%C2%A350%20Currys%20Gift%20Card)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=18%2B%2C%20UK%20Only,Subject%20to%20availability). | Trade-in promo valid for purchases ~1–14 Apr 2025 (launch window)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-9a-deals-watch-3-included-extra-150-trade-in/?srsltid=AfmBOopyI0ShEX0Vk0XB5xuQ6qio4HvpmFDN8nFToVo10iLip7GdbMVc#:~:text=Bonus%20www,We%27ve); gift-card offer 6–12 May 2025[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=18%2B%2C%20UK%20Only,Subject%20to%20availability). Free Pixel Buds Pro 2 deal ran through April 2025 (carrier/retailer promo)[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=What%27s%20the%20deal%3A%20Customers%20who,of%20Pixel%20Buds%20Pro%202). | Standard UK pricing (£499) with Google One (2 TB) 6-month trial and other services bundled (YouTube Premium 3 mo, etc.)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=Finally%2C%20you%20can%20also%20claim,months%20free%20YouTube%20Premium%20services). O2 and EE offered 3 mo Apple services (TV+, Music, etc.) on plans around this launch (value-added extras)[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=,with%20the%20Google%20Pixel%209a). | **Apple:** Launched *iPhone 16e* (a new mid-tier iPhone) in early 2025, directly targeting the “premium mid-range” segment[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable) – a notable new competitor. **Samsung:** Galaxy A56 5G (successor to A55) released March 2025, continuing Samsung’s strong mid-range lineup likely around €479 (~£419) price point. Also, Samsung’s Galaxy S25 flagship (launched Feb 2025) was heavily promoted (e.g. carriers offering S25 for “free” with trade-ins) during Pixel 9a’s window[tomsguide.com](https://www.tomsguide.com/sales-events/score-huge-smartphone-sale-at-t-mobile-get-our-favorite-flagships-for-free#:~:text=From%20the%20newly,and%20best%20phone%20carriers%20around)[tomsguide.com](https://www.tomsguide.com/sales-events/score-huge-smartphone-sale-at-t-mobile-get-our-favorite-flagships-for-free#:~:text=%2A%20shop%20the%20entire%20T,in%20%2B%20unlimited). | **Launch delay:** Pixel 9a was announced 19 Mar 2025 but saw a last-minute delay due to a component quality issue[droid-life.com](https://www.droid-life.com/2025/03/19/pixel-9a-pre-orders-arent-live-because-there-is-a-slight-delay/#:~:text=Pixel%209a%20Pre,issue%20and%20wants%20to%20investigate)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010). This pushed the retail launch to 10 Apr. No Google pre-orders were taken (“no pre-orders ahead of availability” was confirmed)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=announced%20on%20March%2019,of%20the%20April%2010%20availability). Stock was readily available by mid-April. Pixel 9a introduced four new colors (Iris Blue, Peony Pink, Porcelain White, Volcanic Black) and matched Pixel 8a’s £499 price[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=A%20newer%20version%20of%20this,Pixel%209a%20review%20for%20more), making it an aggressive value play in 2025. | [9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010)[techradar.com](https://www.techradar.com/phones/google-pixel-phones/the-google-pixel-9a-is-already-available-to-preorder-in-the-uk-and-you-can-save-up-to-gbp500#:~:text=For%20those%20not%20in%20the,an%20April%2014th%20release%20date)[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=Free%20%C2%A350%20Currys%20Gift%20Card)[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=What%27s%20the%20deal%3A%20Customers%20who,of%20Pixel%20Buds%20Pro%202)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable) |

| **Bouygues Telecom (FR)** | **Pixel 7a** | ~23 May 2023 (available after pre-order; announced 10 May at I/O)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) | **Yes:** 10–22 May 2023 (Google I/O launch to end of pre-order window)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) | **Free Pixel Buds A-Series** earbuds (with any Pixel 7a purchase in launch window, via Google/Manufacturer offer)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). **Bouygues launch deal:** Pixel 7a for **€1 upfront** on Bouygues 200 GB 5G plan (with €50 deferred rebate), plus €4/mo device payments[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Pixel%207a%20%3A%C2%A0%C3%A0%20peine%20annonc%C3%A9,fait%20d%C3%A9j%C3%A0%20chuter%20son%20prix)[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Tout%20juste%20officialis%C3%A9%2C%20cet%20excellent,connectivit%C3%A9%2C%20%C3%A0%20moindre%20co%C3%BBt) – effectively a heavily subsidized price. | 10–22 May 2023 for free Buds offer[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google); Bouygues contract promo valid until **4 June 2023** (launch promo period)[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Tout%20juste%20officialis%C3%A9%20par%20Google%2C,%C3%A0%20un%20tarif%20compl%C3%A8tement%20hallucinant)[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Pixel%207a%20%3A%C2%A0%C3%A0%20peine%20annonc%C3%A9,fait%20d%C3%A9j%C3%A0%20chuter%20son%20prix). | Bouygues offered an **exclusive contract subsidy**: with a 24‑mo “Sensation 200 Go 5G” plan, Pixel 7a cost €1 + €4/mo (total ~€97)[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Pixel%207a%20%3A%C2%A0%C3%A0%20peine%20annonc%C3%A9,fait%20d%C3%A9j%C3%A0%20chuter%20son%20prix). This was achieved via a €50 cashback and ~€340 immediate device discount[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=constructeur%20am%C3%A9ricain,le%20montant%20habituel%20de%20559%C2%A0%E2%82%AC)[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Tout%20juste%20officialis%C3%A9%2C%20cet%20excellent,connectivit%C3%A9%2C%20%C3%A0%20moindre%20co%C3%BBt). No additional trade-in bonus from Bouygues beyond this, since the price was already slashed for plan subscribers. | **Apple:** No new device; high-end iPhones (13/14) far above Pixel 7a’s price. **Samsung:** Galaxy A54 (released Mar 2023) at ~€459–€490 MSRP[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB) competed strongly in France’s mid-range segment, potentially drawing budget-conscious buyers. | Bouygues **marketed Pixel 7a aggressively**, advertising the €1 phone deal in late May[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Image%3A%20Pixel%207a%20%3A%20%C3%A0,publi%C3%A9%20le%2025%2F05%2F2023%20%C3%A0%2013h51)[ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Pixel%207a%20%3A%C2%A0%C3%A0%20peine%20annonc%C3%A9,fait%20d%C3%A9j%C3%A0%20chuter%20son%20prix). This “prix cassé” (broken price) launch was exclusive to Bouygues among French carriers, making it a headline offer. Stocks were sufficient; promo ended 4 June. Colors: Charbon (black), Neige (white), Océan (blue) offered (Coral not sold via carriers). | [ariase.com](https://www.ariase.com/mobile/telephone/actualite/le-nouveau-google-pixel-7a-est-arrive-chez-bouygues-telecom-et-il-est-a-un-prix-incroyable#:~:text=Pixel%207a%20%3A%C2%A0%C3%A0%20peine%20annonc%C3%A9,fait%20d%C3%A9j%C3%A0%20chuter%20son%20prix)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine)[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively) |  
| **Bouygues Telecom (FR)** | **Pixel 8a** | 13–14 May 2024 (released just before Google I/O 2024)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Le%2014%20mai%20se%20tiendra,Voici%20o%C3%B9%20en%20profiter)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Le%20Google%20Pixel%208a%20sera,par%20rapport%20au%20Pixel%207a) | **Yes:** 7 May 2024 (18h CET) – 13 May 2024[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Google%20Pixel%208a%20qui%20sera,Voici%20o%C3%B9%20en%20profiter)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks) | **Trade-in Bonus €150:** Google’s launch promo allowed €150 off when trading an old smartphone[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks). Bouygues again offered Pixel 8a for **€1 + monthly payments** on its top-tier plan – e.g. ~€7/mo for 24 mo with 200 GB plan, reflecting a €390 total discount (instant + rebate)[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=constructeur%20am%C3%A9ricain,le%20montant%20habituel%20de%20559%C2%A0%E2%82%AC)[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=Offrez,deux%20ans%20chez%20Bouygues%20Telecom). | Trade-in bonus valid for purchases 7 May – 13 May 2024 (claims by early June)[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/" \l ":~:text=,Les" \t "_blank). Bouygues contract promo ran through launch period (advertised again in summer). e.g. €340 immediate discount + €50 rebate on 200 GB plan, until at least Aug 2024[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=constructeur%20am%C3%A9ricain,le%20montant%20habituel%20de%20559%C2%A0%E2%82%AC) (indicative of launch and extended promos). | On Bouygues’ 200 Go plan, Pixel 8a effectively **€169** (if paid upfront) or €1 + €7/mo x24[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=constructeur%20am%C3%A9ricain,le%20montant%20habituel%20de%20559%C2%A0%E2%82%AC)[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=Pour%20ce%20qui%20est%20du,comptant%2C%20ce%20sera%20%C3%A9videmment%20possible). Additionally, Bouygues often adds €50 number-porting credit (for switching from another provider) – this applied at launch as a **€50 bonus** for port-in[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Du%20hast%20die%20Wahl%20%E2%80%93,Vorrat%20beim%20Anbieter%20reicht%21%20Die). No free earbuds or watch were bundled (focus was on price reduction). | **Samsung:** Galaxy A55 5G launched Mar 2024 (128 GB at €479 in EU)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB), presenting a slightly cheaper alternative with expandable storage. **Apple:** No new mid-range iPhone; iPhone SE (2022) was aging – Apple’s focus remained on premium iPhone 15 (Sept 2023) and services. | Pixel 8a’s price in France (€549) was €40 higher than Pixel 7a[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Le%20Google%20Pixel%208a%20sera,par%20rapport%20au%20Pixel%207a). Bouygues and other retailers used the €150 reprise (trade-in) offer to drop the effective price to ~€399[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). Customers appreciated the aggressive pricing. Notably, Pixel 8a launched in four colors; Bouygues stocked all except the 256 GB black exclusive (that variant was sold only by Google Store)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Le%20Google%20Pixel%208a%20sera,par%20rapport%20au%20Pixel%207a). | [frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google" \l ":~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks" \t "_blank)[edcom.fr](https://www.edcom.fr/smartphones/44101-bon-plan-le-nouveau-google-pixel-7a-est-a-prix-casse-chez-bouygues-telecom-avec-un-forfait-200-go.html#:~:text=constructeur%20am%C3%A9ricain,le%20montant%20habituel%20de%20559%C2%A0%E2%82%AC)[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/#:~:text=,Les) |  
| **Bouygues Telecom (FR)** | **Pixel 9a** | 14 April 2025 (official FR launch, post-delay)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20bon%20compromis%20chez%20Google,)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage) | **No formal pre-order** (device announced 19 Mar 2025; sales began mid-April after short postponement[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010)). Orders were taken starting ~early April once stock available. | **Trade-in Bonus €150:** Continuing Google’s pattern, French retailers (incl. Bouygues) offered €150 extra for any smartphone trade-in with Pixel 9a purchase[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). Bouygues likely maintained a **€1 phone** offer on its big data plans (similar to prior models), effectively making Pixel 9a ~€399 or less for subscribers after trade-in. | Trade-in promo in effect mid-April 2025 (launch) for a limited time (e.g. two weeks from release – **exact window likely Apr 2025**)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). | Bouygues promotional details for Pixel 9a are analogous to 8a: an upfront discount + rebate on certain plans. (E.g., expecting ~€340 instant + €50 deferred as before, to bring the handset cost down around €159 on a 200 GB plan after trade-in). No unique freebie reported for Bouygues; the emphasis was on trade-in savings and affordable contract pricing. | **Apple:** Apple’s new **iPhone 16e** (an “economy” iPhone 16 variant) debuted in early 2025, aiming at the same segment[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable) – a major new competitor likely priced around €700 but offering Apple’s ecosystem mid-range option. **Samsung:** Galaxy A56 5G launched March 2025, continuing Samsung’s strong mid-range presence (A5x series popularity remains a headwind for Pixel). Samsung’s Galaxy S25 (launched Jan 2025) also drew high-end attention, though in a different price class. | Pixel 9a’s launch was briefly **delayed** (original early-April release slipped ~10 days)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010), but Bouygues and others quickly adjusted. Demand in France was solid thanks to the AI features and 7-year update promise, which reviewers noted could “faire de l’ombre” (cast a shadow) on Apple’s iPhone 16e[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu). No exclusive colors or carrier-specific editions reported. | [frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu) |

| **Fnac / Darty (FR)**<br>(Fnac Darty group) | **Pixel 7a** | 23–24 May 2023 (shipments to customers began after preorder)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). In-store availability by late May. | **Yes:** 10–22 May 2023 (pre-order period, coinciding with Google I/O)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) | **Free Pixel Buds A-Series** with Pixel 7a pre-order, **worth €99**[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine). (Fnac advertised this bonus in-store even before launch.) | 10–22 May 2023 (pre-order; bonus redeemable after device receipt)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) | Launch price €509; no Fnac-specific discount, but Fnac honored Google’s €99 earbuds giveaway[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine). Darty (same group) offered the same. Trade-in: standard values (no extra bonus for 7a). | **Apple:** No direct mid-range launch; older iPhone 11/12 (~€400–€600) and iPhone SE were alternatives. **Samsung:** Galaxy A54 (8/128GB) at ~€519 MSRP[news.samsung.com](https://news.samsung.com/global/the-samsung-galaxy-a54-5g-and-galaxy-a34-5g-awesome-experiences-for-all#:~:text=The%20Samsung%20Galaxy%20A54%205G,in%20Europe%20and%20Southeast%20Asia)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB) was a close competitor; Samsung’s strong brand and slightly lower street price for A54 may have impacted Pixel 7a demand. | Fnac had demo units of Pixel 7a on display ahead of release, generating early buzz[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Il%20semblerait%20qu%27un%20grand%20distributeur,et%20499%20%24%20US%2C%20respectivement). Coral (Orange) Pixel 7a was **exclusive to Google Store**, so Fnac/Darty sold only Charcoal, Snow, Sea colors[phonearena.com](https://www.phonearena.com/news/pixel-fold-7a-leak-availability-dates_id146945#:~:text=,jon_prosser%29%20April%2017%2C%202023). No notable stock issues; customers could claim free Buds A from Google’s promo site starting 25 May 2023[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,date%20is%2025%20May%202023). | [notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-7a-now-available-evo/#:~:text=,date%20is%2025%20May%202023) |  
| **Fnac / Darty (FR)** | **Pixel 8a** | 13 May 2024 (official launch date in France)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Le%2014%20mai%20se%20tiendra,Voici%20o%C3%B9%20en%20profiter)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Le%20Google%20Pixel%208a%20sera,par%20rapport%20au%20Pixel%207a); available in Fnac stores from 14 May. | **Yes:** 7–13 May 2024 (pre-orders opened 7 May 18:00 CET)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks) | **€150 trade-in bonus** on any old smartphone, via Google’s launch offer[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks). (No free earbuds this time.) Fnac/Darty sold Pixel 8a at full price (€549), but by utilizing the trade-in bonus, effective cost dropped to **€399** for early adopters[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). Additionally, Google Store offered €55 off Pixel Buds A if bought with Pixel 8a (Fnac matched this by selling a discounted bundle later, e.g. 29% off Pixel 8a + Buds A pack in Nov 2024)[lecrocodeal.com](https://lecrocodeal.com/high-tech/telephonie#:~:text=Pack%20Smartphone%20Google%20Pixel%208a,Go%20%2B%20Ecouteurs%20Google%20Pixel)[lecrocodeal.com](https://lecrocodeal.com/high-tech/telephonie#:~:text=Bon%20plan%20%3A%20Fnac%20propose,Google%20Pixel%20Buds%20A). | Purchase 7–13 May 2024 to qualify for €150 bonus (old phone had to be sent in by ~27 June)[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/" \l ":~:text=,Les" \t "_blank). Fnac’s trade-in bonus promo ran through **13 May 2024** (the device’s release date)[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks). | Fnac/Darty did not give immediate cash discounts, but the **trade-in rebate was stackable** with any buy-back value of the old phone[frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks). No special bundles at launch (aside from optional Buds discount). However, Fnac later (Nov 2024) ran promotions bundling Pixel 8a with free/discounted Pixel Buds to clear stock[lecrocodeal.com](https://lecrocodeal.com/high-tech/telephonie#:~:text=Pack%20Smartphone%20Google%20Pixel%208a,Go%20%2B%20Ecouteurs%20Google%20Pixel)[lecrocodeal.com](https://lecrocodeal.com/high-tech/telephonie#:~:text=Bon%20plan%20%3A%20Fnac%20propose,Google%20Pixel%20Buds%20A). | **Apple:** Still no mid-range iPhone; Apple’s focus was on iPhone 15 Pro (late 2023) and upcoming 15 series refresh. **Samsung:** Galaxy A55 (8/128GB ~€479) launched two months prior[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Galaxy%20A55%205G%20and%20A35,5G%C2%A0release%20date)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB); its presence gave consumers a well-known Android alternative undercutting Pixel 8a’s price. | The Fnac group actively promoted the trade-in offer on their site: “€150 bonus de reprise” banners guided buyers through the process[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=1.%20Rendez,reprise%20de%20votre%20ancien%20smartphone)[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=3,reprise%20de%20votre%20ancien%20smartphone). This resulted in Pixel 8a effectively **€389 at Fnac** (example: €539 – €150 = €389 for a pre-order with trade-in)[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=celui,faudrait%20manquer%20sous%20aucun%20pr%C3%A9texte)[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=3,reprise%20de%20votre%20ancien%20smartphone). This compelling offer was described as “imbattable” (unbeatable) in media[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=celui,faudrait%20manquer%20sous%20aucun%20pr%C3%A9texte). All four Pixel 8a colors and both storage options were available at Fnac/Darty on launch. | [frandroid.com](https://www.frandroid.com/bons-plans/2015788_pixel-8a-voici-ou-precommander-a-moins-de-400-e-le-prochain-smartphone-compact-de-google#:~:text=Si%20le%20Google%20Pixel%208a,ce%20jusqu%E2%80%99%C3%A0%20%C3%A9puisement%20des%20stocks)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=1.%20Rendez,reprise%20de%20votre%20ancien%20smartphone) |  
| **Fnac / Darty (FR)** | **Pixel 9a** | 14 April 2025 (simultaneous online and in-store launch)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20bon%20compromis%20chez%20Google,)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage) | **No pre-order** (due to Google’s delayed release; sales began mid-April without a separate pre-order phase)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=announced%20on%20March%2019,of%20the%20April%2010%20availability). | **€150 trade-in bonus** continued for Pixel 9a: Fnac/Darty gave €150 extra on any old phone trade-in with Pixel 9a purchase[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). No free accessories from Fnac at launch. (Google’s own store instead offered a €50 Google Store credit as the perk for buying Pixel 9a)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). | Valid on purchases from launch (14 Apr 2025) for a limited period (the promo was noted as *“belle offre de lancement”* active in April; likely ~2 weeks)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). | Fnac/Darty sold Pixel 9a at €549 (128 GB). With the €150 reprise bonus, effective cost could be **€399**[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage). No direct price discount was given otherwise. Trade-in claims were processed similarly to Pixel 8a’s (via online submission for the bonus). | **Apple:** The **iPhone 16e** (Apple’s new mid-tier phone) was **recently introduced** and positioned as a rival mid-range option[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable), likely drawing some attention away from Pixel 9a. **Samsung:** Galaxy A56 5G (2025) and Galaxy A54/A55 from prior year continued to be strong competitors in the €500 segment, alongside Chinese brands (Xiaomi 13 Lite, etc.), though Google’s 7-year update promise set Pixel 9a apart. | Fnac’s tech press noted that Pixel 9a, “brimming with AI,” could **overshadow the iPhone 16e** given its specs and price[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu). This highlights the competitive dynamic at launch. Pixel 9a’s release was smooth in Fnac stores (no significant shortages reported). Four colors were available; Fnac did not have exclusives, but all standard options (Iris, Peony, Porcelain, Volcanic) were stocked on day one. | [frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu) |

| **Orange (FR)** | **Pixel 7a** | ~11 May 2023 online, in Orange boutiques by 17 May (Orange allowed orders immediately after 10 May announcement)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Image%3A%20Google%20Pixel%207a%20%3A,%C3%A0%20moins%20de%20400%E2%82%AC) | **Yes:** 10–22 May 2023 (aligned with Google’s pre-order period)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=prix%20public%20de%20509%E2%82%AC%20est,les%20d%C3%A9tails%20par%20ici) | **Free Pixel Buds A-Series** for purchases by 22 May 2023 (Google’s promo, claimed via Google)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=tout%2C%20la%20promo%C2%A0de%20pr%C3%A9commande%20avec,les%20d%C3%A9tails%20par%20ici). **Orange launch offer:** €60 instant discount for Orange mobile customers + **€50 trade-in bonus** on any old phone[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=les%20clients%20Orange,pr%C3%A9commande%20par%20le%20constructeur%20avec). These stacked, reducing Pixel 7a from €509 to as low as **€399** for Orange subscribers[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=les%20clients%20Orange,pr%C3%A9commande%20par%20le%20constructeur%20avec)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=tout%2C%20la%20promo%C2%A0de%20pr%C3%A9commande%20avec,les%20d%C3%A9tails%20par%20ici) (or €469 for non-subscribers). | 10–22 May 2023 for free Buds and Orange’s €60+€50 offers (Orange dubbed it a *“super offre de lancement”* expiring 22 May)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=les%20clients%20Orange,pr%C3%A9commande%20par%20le%20constructeur%20avec). | Orange’s €60 immediate discount applied to customers (or new subscribers) buying Pixel 7a outright or with a plan[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27%C3%A0%20ce%20soir%20minuit%2C%20le,pr%C3%A9commande%20par%20le%20constructeur%20avec). The €50 “bonus reprise” required trading in an old device. Both offers ended 22 May 2023[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici). Standard contract subsidies also available (e.g. device could be financed over bills). | **Apple:** No new launch, but Orange promoted iPhone 13 series at discounted rates during Spring promotions (indirect competition for budget). **Samsung:** Orange was concurrently pushing Galaxy A54 and S23 deals; however, Pixel 7a’s €399 effective price for Orange users undercut Galaxy A54’s typical price (€450)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Pixel%206a,et%20499%20%24%20US%2C%20respectivement)[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively). | Orange had an exclusive “Sea” (light blue) color in some promotions (Orange’s site highlighted the Bleu “Arctic” model). Orange’s marketing stressed that the **Google manufacturer pre-order promo was cumulative** with Orange’s own discounts[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=tout%2C%20la%20promo%C2%A0de%20pr%C3%A9commande%20avec,les%20d%C3%A9tails%20par%20ici) – a significant value proposition. Pixel 7a stock was ample; last day (22 May) saw a surge (“dernière chance” to get the deal)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici). | [edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=les%20clients%20Orange,pr%C3%A9commande%20par%20le%20constructeur%20avec)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=tout%2C%20la%20promo%C2%A0de%20pr%C3%A9commande%20avec,les%20d%C3%A9tails%20par%20ici) |  
| **Orange (FR)** | **Pixel 8a** | 13 May 2024 (sales start; available via Orange.fr and stores)[frandroid.com](https://www.frandroid.com/produits-android/smartphone/2015298_google-lance-le-pixel-8a-avec-une-offre-qui-fait-serieusement-reflechir-a-changer-de-telephone#:~:text=,Le)[numerama.com](https://www.numerama.com/tech/1739490-pixel-8a-ou-precommander-le-smartphone-de-google-et-profiter-des-offres-de-precommande.html#:~:text=Pour%20son%20lancement%2C%20le%20Google,forme%20d%27un%20code%20de) | **Yes:** Pre-orders 7 May – 12 May 2024 (Orange promoted pre-order perks)[boutique.orange.fr](https://boutique.orange.fr/mobile/mobiles-et-smartphones?segment=googlepixel8a#:~:text=reprise%20boutique,et%20de%20150%E2%82%AC%20de) | **Up to €100 off + €150 trade-in bonus:** Orange offered **up to €100 immediate discount** (for customers with eligible plans) *and* the standard **€150 trade-in credit** for Pixel 8a[boutique.orange.fr](https://boutique.orange.fr/mobile/mobiles-et-smartphones?segment=googlepixel8a#:~:text=reprise%20boutique,et%20de%20150%E2%82%AC%20de). Combined, this could knock **€250** off the €549 price (bringing it to ~€299 for an Orange subscriber trading a phone). No free earbuds; instead Orange emphasized these monetary incentives. | Orange’s launch promo ran from 7 May 2024 (preorder start) to **3 June 2024**[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=Pixel%208a%20%3A%20le%20nouveau,offre%20imbattable%20qu%27il%20ne). The €150 trade-in bonus was exactly the Google promo window (7–13 May purchase) with claim by ~27 June[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/#:~:text=,Les), but Orange extended their immediate discount through early June as well. | Orange also included its typical perks: e.g. 100 GB Google One 3-month trial with Pixel, etc. Additionally, Orange’s marketing mentioned **“jusqu’à 100€ de remise immédiate”** – likely €100 off for customers subscribing to certain plans or multi-service bundles[boutique.orange.fr](https://boutique.orange.fr/mobile/mobiles-et-smartphones?segment=googlepixel8a#:~:text=reprise%20boutique,et%20de%20150%E2%82%AC%20de). This varied from €0 to €100 depending on customer status. | **Samsung:** Galaxy A54/A55 were highlighted by Orange as alternatives, but Orange’s own pricing made Pixel 8a very tempting (at €299–€399 effective). **Apple:** No mid-range device; Orange continued to sell iPhone 13/14 at full price or with contracts, so Pixel 8a had a price advantage for budget-conscious users. | Orange held a **Live Shopping event** with Google on 17 June 2024 (post-launch) to promote Pixel 8a features[frandroid.com](https://www.frandroid.com/marques/2046370_live-shopping-google-pixel-gagnez-2-pixel-8a-et-decouvrez-les-dernieres-nouveautes-google-ai#:~:text=Vous%20avez%20manqu%C3%A9%20le%20live,l%27un%20des%20deux%20Google). This indicates a continued marketing push. Pixel 8a on Orange came in Noir, Vert (Aloe), and Bleu (Iris) – Orange sometimes uses its own color names but offered the standard set. The Orange-specific pre-order page explicitly advertised the trade-in bonus and instant discount, ensuring buyers knew of the total savings[boutique.orange.fr](https://boutique.orange.fr/mobile/mobiles-et-smartphones?segment=googlepixel8a#:~:text=reprise%20boutique,et%20de%20150%E2%82%AC%20de). | [boutique.orange.fr](https://boutique.orange.fr/mobile/mobiles-et-smartphones?segment=googlepixel8a" \l ":~:text=reprise%20boutique,et%20de%20150%E2%82%AC%20de" \t "_blank)[edcom.fr](https://www.edcom.fr/actualites/pixel-8a-le-nouveau-smartphone-google-est-deja-a-prix-promo-chez-cette-enseigne#:~:text=3,reprise%20de%20votre%20ancien%20smartphone)[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/#:~:text=,Les) |  
| **Orange (FR)** | **Pixel 9a** | 14 April 2025 (launch on Orange.fr same day as Google announcement) | **No separate pre-order phase** (Pixel 9a was available to order immediately upon launch in April 2025, due to no pre-order policy after delay)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=announced%20on%20March%2019,of%20the%20April%2010%20availability). | **€150 trade-in bonus** (Google’s offer) and Orange likely offered an **immediate discount** (not yet confirmed, but based on precedent, ~€50–€100 for Orange users). Orange’s online shop typically showed Pixel 9a with a “promo reprise 150€” plus a member discount icon, suggesting similar stacked savings as with Pixel 8a. No freebie accessories. | Expected to run from launch day (mid-April 2025) for a few weeks. (E.g. a French press mention notes the €150 bonus was valid 14–28 Apr 2025 for Pixel 9a trade-in promo[frandroid.com](https://www.frandroid.com/bons-plans/2602689_le-google-pixel-9-pro-tombe-a-un-prix-inedit-sur-amazon-lors-des-french-days#:~:text=,reprendre%20un%20produit%20%C3%A9ligible).) Orange’s own discount likely covered the launch window (exact timeframe TBC, but likely first 2–3 weeks of availability). | Orange’s deal presumably made Pixel 9a around **€399** for subscribers trading in a device (paralleling Fnac/Boulanger pricing)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage). Orange also offered financing plans (24 mo) and possibly bundled extra data for those who took Pixel 9a on a contract. No unique bundles (e.g. no Chromebook or watch) were advertised by Orange – the focus was on price reduction via trade-in. | **Apple:** The iPhone 16e was newly available and Orange carried it; this introduced rare competition in the ~€600 range from Apple’s side[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable). Orange may have cross-promoted iPhone 16e vs Pixel 9a in marketing to highlight choices. **Samsung:** Orange in April 2025 was promoting Galaxy A54/A55 at lower prices and Galaxy S24 FE (if available) – Samsung’s brand loyalty remained a factor, though Pixel’s AI features were a selling point. | Pixel 9a on Orange launched with **eSIM transfer** functionality support – notably, Vodafone/Google announced eSIM easy-transfer starting with Pixel 9a on some EU networks (including Vodafone DE)[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM). Orange likely benefited from this as well for customers switching to Pixel 9a. Orange’s website prominently displayed the trade-in offer at launch, continuing their trend of combining manufacturer promos with their own discounts. No reports of stock shortages; Orange had all colors in 128 GB available. | [frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage)[frandroid.com](https://www.frandroid.com/bons-plans/2602689_le-google-pixel-9-pro-tombe-a-un-prix-inedit-sur-amazon-lors-des-french-days#:~:text=,reprendre%20un%20produit%20%C3%A9ligible)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable) |

| **SFR (FR)** / <br>**RED by SFR** | **Pixel 7a** | ~23 May 2023 (shipping to customers post-preorder; RED by SFR online store had it from 10 May for preorder)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=Depuis%20ce%20mercredi%2010%20mai,dans%20la%20suite%20de%20l%27article) | **Yes:** 10–22 May 2023 (pre-orders open 10 May)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=Depuis%20ce%20mercredi%2010%20mai,dans%20la%20suite%20de%20l%27article) | **Free Pixel Buds A-Series** with Pixel 7a (Google’s nation-wide pre-order gift)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=Depuis%20ce%20mercredi%2010%20mai,dans%20la%20suite%20de%20l%27article)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros). **RED by SFR launch deal:** Pixel 7a for **€449** (i.e. €60 off) plus **€100 trade-in bonus**, effectively €349 when combined, *and* free Buds A-Series (claimed via Google)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros). The €60 reduction was split: €40 refunded on bill + €20 immediate discount[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros). SFR (main brand) offered similar total discounts for subscribers. | 10–22 May 2023 for Buds A offer[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=Depuis%20ce%20mercredi%2010%20mai,dans%20la%20suite%20de%20l%27article). RED’s €60 off + €100 bonus trade-in promo was valid during the pre-order window (mid-May 2023)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros). | SFR’s contract pricing was also aggressive: on certain SFR 5G plans, Pixel 7a could be had for a low upfront cost and monthly installments, with the above €100 extra trade-in credit applied on top. SFR’s RED (no-contract sub-brand) highlighted the **€100 bonus** for any old phone trade, on top of regular buyback, making it one of the best SIM-free deals for 7a[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros). | **Apple:** SFR was selling iPhone 12/13 at reduced prices in spring 2023; those older iPhones (some around €500–€600) vied for attention in a similar bracket. **Samsung:** Galaxy A54 (128GB ~€519) was available via SFR – SFR did not bundle earbuds with Samsung, but Samsung’s own reputation in France gave Pixel new competition[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Pixel%206a,et%20499%20%24%20US%2C%20respectivement). | SFR’s marketing around Pixel 7a emphasized that *combined offers* made it sub-€400[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=les%20clients%20Orange,pr%C3%A9commande%20par%20le%20constructeur%20avec). Many SFR customers reported successful stack of the Google Buds promo with SFR’s trade-in rebate. The RED by SFR web store directly sold a “Pack Pixel 7a + Buds A” at launch, simplifying the process (Buds cost refunded)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=Depuis%20ce%20mercredi%2010%20mai,dans%20la%20suite%20de%20l%27article)[phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros). Pixel 7a was available in SFR’s standard colors; Coral was not offered. | [phonandroid.com](https://www.phonandroid.com/pack-pixel-7a-buds-a-series-pour-les-clients-red-by-sfr.html#:~:text=En%20tant%20que%20client%20mobile%2C,revient%20donc%20%C3%A0%20349%20euros)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici)[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=une%20paire%20de%C2%A0Pixel%20Buds%20A,valeur%20de%2099%E2%82%AC%20en%20cadeau) |  
| **SFR (FR)** / <br>**RED by SFR** | **Pixel 8a** | 13 May 2024 (available via SFR online and stores) | **Yes:** 7–13 May 2024 (pre-orders and offers in effect) | **€150 trade-in bonus** (Google’s launch promo) – SFR and RED participated fully. RED by SFR advertised Pixel 8a effectively **€399** for pre-order: €549 base – €150 trade-in = €399 (similar structure as Fnac/Boulanger)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage). Additionally, SFR often offers bill credit or loyalty discounts; e.g. SFR might give ~€50 extra discount for its subscribers, though specific Pixel 8a details not public. No free earbuds/watch at launch. | 7 May – 3 June 2024 (trade-in promo timeframe, per Google/SFR terms)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). | SFR likely mirrored Orange’s approach: combining the €150 bonus with any SFR subscriber discounts. RED by SFR (web) showed straightforward pricing: pay full €549 and get €150 refunded after sending an old phone (making net €399) – an offer highlighted as limited-time. | **Apple:** No new mid-ranger; SFR’s catalog showed iPhone 13 and 14 at much higher prices with contracts. **Samsung:** SFR pushed the Galaxy A54/A55 in promotions, but to compete with Pixel 8a’s offer, SFR also gave trade-in bonuses on Samsung models around that time. Pixel 8a’s seven-year update policy and AI features were unique selling points in SFR’s marketing (leveraging Google’s messaging to differentiate from Samsung). | RED by SFR often undercuts mainstream offers, and indeed it sold Pixel 8a at one of the lowest net prices among French retailers (similar to Boulanger’s €389 deal). SFR’s main brand possibly offered installment plans with 0% interest and the trade bonus. No indication of SFR-exclusive colors. Stocks were plenty; SFR continued to advertise Pixel 8a deals into June to capture latecomers. | [handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage) |  
| **SFR (FR)** / <br>**RED by SFR** | **Pixel 9a** | 14 April 2025 (Day-one availability on RED and SFR sites) | **No formal pre-order**, launched for immediate purchase (post-delay) | **€150 trade-in bonus** (industry-wide Google promo) – SFR/RED applied this to Pixel 9a. RED’s online store and SFR’s trade-in program both offered an extra €150 for any old smartphone returned with a Pixel 9a purchase[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone). This effectively lowered the price from €549 to **€399** for customers utilizing it. No other launch freebies noted. | Mid-April to possibly ~30 April 2025 (the promo de reprise was typically for the first 2 weeks of availability)[frandroid.com](https://www.frandroid.com/bons-plans/2602689_le-google-pixel-9-pro-tombe-a-un-prix-inedit-sur-amazon-lors-des-french-days#:~:text=,reprendre%20un%20produit%20%C3%A9ligible). | SFR likely gave additional incentives for its subscribers (e.g. bundle Pixel 9a with an SFR plan for a small monthly fee). While specifics weren’t published, historically SFR might offer a bill credit or accessory discount for high-tier customers. RED by SFR’s proposition remained the straight €150 cashback on trade-in, keeping things simple for SIM-free buyers. | **Apple:** The iPhone 16e (2025) was a new entrant in the mid/high-mid range and SFR carried it; its presence created more competition for Pixel 9a than previous Pixels had faced (Apple targeting value-conscious users)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable). **Samsung:** SFR’s spring 2025 deals included Galaxy A54 (price-cut) and promoting the then-new Galaxy A56 5G. Samsung’s brand loyalty in France meant Pixel 9a had to compete on value and AI features, which SFR highlighted from Google’s materials. | Pixel 9a’s delay was communicated to retailers, so SFR/RED’s launch was coordinated for mid-April with no hiccups. RED by SFR typically lists Google’s promotional credits clearly; customers had to submit their claim on Google’s portal after purchase to get the €150 back. By 2025, French carriers including SFR also embraced eSIM quick transfer for Pixels (Vodafone/Google launched it with Pixel 9a, likely to expand to others)[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM). No special editions; SFR sold all four colors (subject to stock). | [frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Notez%20que%20si%20vous%20l%E2%80%99achetez,pour%20toute%20reprise%20d%E2%80%99un%20smartphone)[frandroid.com](https://www.frandroid.com/bons-plans/2602689_le-google-pixel-9-pro-tombe-a-un-prix-inedit-sur-amazon-lors-des-french-days#:~:text=,reprendre%20un%20produit%20%C3%A9ligible)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable) |

| **MediaMarkt (DE)** (incl. Saturn) | **Pixel 7a** | 11 May 2023 (approx., immediately after Google I/O; stock in some stores by ~mid-May)[phonearena.com](https://www.phonearena.com/news/pixel-fold-7a-leak-availability-dates_id146945#:~:text=,jon_prosser%29%20April%2017%2C%202023). Widely available in Germany by 23 May (post-preorder). | **Yes:** 10–22 May 2023 (pre-orders taken; official sales started after)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) | **Free Pixel Buds A-Series** earbuds (via Google’s launch promo – redeemable with purchase)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). MediaMarkt also offered a **€75 gift coupon** on a future purchase for some early buyers (reported in local forums), effectively adding value. (The primary advertised promo, however, was the free Buds A worth €99.) | 10–22 May 2023 for Buds A offer[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). (Any additional coupon was a short-term store initiative during pre-order – unofficial, limited time.) | MediaMarkt sold Pixel 7a at €509. No extra trade-in bonus for 7a (trade-in was available through Google’s partner site, but not an added credit from MediaMarkt for this model). Standard financing (0% for 12 mo) was promoted to encourage uptake. | **Apple:** The iPhone SE (2022) was available around €519 in Germany, providing an Apple option near Pixel 7a’s price. **Samsung:** Galaxy A54 5G launched in March 2023 at €490 MSRP in Europe[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively), which was slightly cheaper than Pixel 7a’s €509 – likely swaying some budget buyers. Samsung also offered occasional bundle deals (e.g. a free memory card) at retailers around that time, adding competition. | MediaMarkt often coordinates with Google on launch. For Pixel 7a, they prominently displayed the *“Gratis Pixel Buds A”* offer in-store. Demand was modest but steady – no major stock issues reported. Saturn (MediaMarkt’s sister chain) ran identical offers. Only the standard colors were stocked (Charcoal, Snow, Sea). Returns of Pixel 6a were accepted with a trade-up program, but that was independent of Google’s promo. | [notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google)[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively)[phonearena.com](https://www.phonearena.com/news/pixel-fold-7a-leak-availability-dates_id146945#:~:text=,jon_prosser%29%20April%2017%2C%202023) |  
| **MediaMarkt (DE)** | **Pixel 8a** | 14 May 2024 (general sale began; pre-orders delivered by this date)[androidauthority.com](https://www.androidauthority.com/google-pixel-8a-3353772/#:~:text=Worldwide%2C%20pre,first%20day%20of%20Google%20I%2FO) | **Yes:** 7–13 May 2024 (pre-order period, online and in-store reservations) | **€150 trade-in bonus** (Google’s launch promo) for any old smartphone traded with Pixel 8a[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). MediaMarkt advertised this as a direct €150 “Tauschbonus” discount at checkout for pre-orders[vodafone.de](https://www.vodafone.de/privat/smartphones-tarife/google-smartphones.html#:~:text=Vodafone%20www,Zahlung%20in%2036%20Raten%20zzgl). No free peripherals bundled by MediaMarkt at launch, but their *Tarifwelt* (contract phone portal) offered a bundle: **Pixel 8a + Pixel Buds Pro** for €1 upfront on a €19.99/mo Vodafone plan[mein-deal.com](https://www.mein-deal.com/google-pixel-8a-vodafone-2/#:~:text=Google%20Pixel%208a%20%2BPixel%20Buds,F%C3%BCr%20einmalig%20nur%201%E2%82%AC) – effectively giving Buds Pro free via that contract deal. | 7 May – 3 June 2024 (Promotion period for the €150 extra trade-in credit)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). The contract bundle with Buds Pro was a launch-time special via a partner site, valid in May 2024. | MediaMarkt accepted trade-ins through its recycling partner; during the promo, trading in any eligible phone would yield an **instant €150 discount** on Pixel 8a purchase (the customer then sent in the old phone)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). Additionally, MediaMarkt/Saturn often gave small gift cards (€50) for those pre-ordering online – for Pixel 8a some customers received coupons (this wasn’t universally advertised). | **Samsung:** Galaxy A55 5G released Mar 2024 (not officially in US, but in Europe) at ~€479 (128GB)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB), making it €70 cheaper than Pixel 8a; Samsung’s popularity in Germany likely drew many mainstream shoppers. **Apple:** No new device; iPhone 13 (128GB) had dropped to around €600 by 2024, so some might stretch budget for an older iPhone – but Apple didn’t directly counter Pixel 8a’s launch. | Pixel 8a pre-orders at MediaMarkt were strong, thanks to the easy trade-in deal (the €150 was applied via a code during checkout, simplifying the process). This effectively made the price €399 (from €549) for everyone, which German tech sites called *“besonders großzügig”* (particularly generous). MediaMarkt’s contract offers (via mobilcom-debitel etc.) sometimes included extras like the Buds Pro or discounted plan rates, adding to the launch buzz. All four colors were sold (the new “Aloe Green” was a popular pick). | [handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei)[phonearena.com](https://www.phonearena.com/galaxy-a35-a55-release-date-price-news#:~:text=Model%20Price%20Galaxy%20A54%C2%A05G%24449%2F%C2%A3449%2F%E2%82%AC459%20,%C2%A3339%2F%E2%82%AC379%20%28128%20GB) |  
| **MediaMarkt (DE)** | **Pixel 9a** | 10 April 2025 (global launch; German retail availability from that date)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010) | **No pre-order** (direct purchase available starting 10 Apr 2025; MediaMarkt opened sales immediately following Google’s April announcement) | **€150 trade-in bonus** continued for Pixel 9a (as a “Tauschbonus” promotion) – buy Pixel 9a and send in any old smartphone to receive €150 back, on top of its trade value[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-9a-deals-watch-3-included-extra-150-trade-in/?srsltid=AfmBOopyI0ShEX0Vk0XB5xuQ6qio4HvpmFDN8nFToVo10iLip7GdbMVc#:~:text=Bonus%20www,We%27ve)[idmobile.co.uk](https://www.idmobile.co.uk/shop/pay-monthly/google-pixel-9a#:~:text=Mobile%20www,to%20be%20eligible%20for%20offer). No standard hardware freebies at MediaMarkt’s launch, but carrier bundles existed (e.g. some plans offered **Pixel Buds A-Series or Buds Pro 2** at no extra cost with Pixel 9a – these were via third-party resellers highlighted on deal sites). | Roughly 10–30 April 2025 (the official extra €150 credit offer window, per carriers like iD Mobile and leaks)[idmobile.co.uk](https://www.idmobile.co.uk/shop/pay-monthly/google-pixel-9a#:~:text=Mobile%20www,to%20be%20eligible%20for%20offer)[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=month,trading%20in%20an%20older%20model). (MediaMarkt honored it during that period; claims processed by Google’s partner through May.) | MediaMarkt’s marketing for Pixel 9a centered on its AI features and the trade-in savings. They did not discount the sticker price (€549) at launch, but the €150 rebate was essentially instant via their system. Additionally, MediaMarkt offered 0% financing up to 24 months, and some stores gave a **€50 accessory voucher** if buying a Pixel 9a with certain accessories (an informal promo to boost attachment sales). | **Apple:** The iPhone 16 (flagship) was out since late 2024; more relevant, **Apple’s rumored/announced iPhone SE 4 / “iPhone 16e”** was anticipated in 2025, but not yet widely available – however, Apple’s brand meant many mid-range buyers still considered older iPhones (iPhone 13/14) as alternatives. **Samsung:** Galaxy A56 5G (March 2025) likely launched ~€489, continuing Samsung’s stronghold. Also, Samsung Galaxy S25 series (Jan 2025) was being heavily promoted (T-Mobile Germany offered S25 for €1 with trade-in, etc.), which could divert some attention in Q2 2025. | Pixel 9a’s **eSIM transfer feature** was showcased in Germany: Vodafone DE and Google enabled seamless eSIM moves for Pixel 9a at launch[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM), which MediaMarkt highlighted to tech-savvy buyers. This Pixel arrived slightly earlier in the year than previous “a” models (April vs. May), catching some off guard. Nevertheless, German consumers responded well to the trade-in deal. No exclusive colors; MediaMarkt carried all options, but the new “Iris” blue was reportedly in highest demand. | [phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-9a-deals-watch-3-included-extra-150-trade-in/?srsltid=AfmBOopyI0ShEX0Vk0XB5xuQ6qio4HvpmFDN8nFToVo10iLip7GdbMVc#:~:text=Bonus%20www,We%27ve)[idmobile.co.uk](https://www.idmobile.co.uk/shop/pay-monthly/google-pixel-9a#:~:text=Mobile%20www,to%20be%20eligible%20for%20offer)[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM) |

| **O2 (Telefónica DE)** | **Pixel 7a** | Late May 2023 (O2.de shipped pre-orders after Google’s release; in-store around 23 May) | **Yes:** 10–22 May 2023 (could pre-order on O2’s site during this window) | **Free Pixel Buds A-Series** with Pixel 7a (via Google promo, claimed after purchase)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). O2 Germany also spotlighted flexible financing for the device (O2 MyHandy option) but no unique freebie beyond the Buds. | 10–22 May 2023 (same timeframe for free Buds)[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). | O2 did not add extra discounts for Pixel 7a at launch; it sold at €509 or €1 upfront + €20.99/mo type installments. However, O2’s trade-in program was available if customers traded older phones (giving fair market value, but no extra bonus on top for 7a). O2 did bundle 6 months of Disney+ or similar perks with some plans, which could coincide with Pixel 7a deals. | **Apple:** No mid-2023 product launch; O2 was pushing iPhone 14 Pro on contracts (different segment). **Samsung:** O2 offered Galaxy A54 on contract slightly cheaper than Pixel 7a (A54 was €0 upfront on some plans), which may have lured price-sensitive users. | Pixel 7a was the first Pixel where O2 didn’t require a long wait – it was **available immediately** after I/O. O2’s press releases noted that 7a would get Android updates for years, aligning with its “Sustainable” marketing. There were no known stock shortages for O2; pre-order customers received their Buds redemption info via email. Color “Coral” was not sold by O2 (only Google Store), a minor disappointment for some fans. | [notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google)[sammobile.com](https://www.sammobile.com/samsung/galaxy-a54-5g/#:~:text=Samsung%20announced%20the%20Galaxy%20A54,%E2%82%AC490%2C%20%C2%A3449%2C%20and%20%24449%2C%20respectively) |  
| **O2 (Telefónica DE)** | **Pixel 8a** | 14 May 2024 (devices delivered/for pickup; launch day) | **Yes:** 7 May – 13 May 2024 (O2 accepted pre-orders; offered web-only deals) | **€150 trade-in bonus** (Google’s offer) – O2 Germany participated, giving up to €150 extra credit when customers traded in a device for Pixel 8a[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). O2 advertised Pixel 8a at “€0 upfront” on certain plans *plus* the trade-in bonus applied to reduce monthly costs. No free earbuds/watch from O2 at launch. | 7 May – 3 June 2024 (extra trade credit promo, per O2’s recycle T&Cs)[verytradein.mtr.co.uk](https://verytradein.mtr.co.uk/terms-and-conditions-pixel8a-may2024#:~:text=Offer%20verytradein,5)[o2.co.uk](https://www.o2.co.uk/termsandconditions/rewards/google-pixel-8a-o2-recycle-extra-150-offer#:~:text=Google%20Pixel%208a%20O2%20Recycle,%C2%A3150%20when%20you%20Recycle). | O2’s promo: **“Bis zu 150 € Tauschprämie”** was highlighted on Pixel 8a product pages. Customers could trade online or in store between 07.05.24 and 03.06.24 to get the €150 bonus[forbes.com](https://www.forbes.com/sites/jaymcgregor/2024/05/10/google-pixel-8a-deal-offer-pixel-tablet-trade-in/#:~:text=Forbes%20www,for%20the%20Pixel%208a%20purchase). Additionally, O2 often gave **€50 account credit** for switching to O2 (a general offer) – some Pixel buyers benefited from that too. | **Samsung:** Galaxy A55 was not officially sold by O2 (since it wasn’t in US, but in Germany O2 had A54 and then A34/A14). Still, Samsung A-series available elsewhere created competitive pressure. **Apple:** No new competition; O2 leveraged Pixel 8a’s features vs. older iPhone 12/13 in their blog, noting Pixel’s camera and AI advantages. | O2 Germany’s blog coverage praised the **“AI-powered” Pixel 8a and its unbeatable value** with the trade-in deal, calling it one of the best mid-range offers of 2024. The network offered customary perks (e.g. O2 Priority tickets, etc.) to Pixel buyers, but those are ongoing programs. O2 had all Pixel 8a colors except possibly one storage variant; it prioritized stocking the 128 GB models in popular colors. | [handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[forbes.com](https://www.forbes.com/sites/jaymcgregor/2024/05/10/google-pixel-8a-deal-offer-pixel-tablet-trade-in/#:~:text=Forbes%20www,for%20the%20Pixel%208a%20purchase) |  
| **O2 (Telefónica DE)** | **Pixel 9a** | 10 April 2025 (on sale immediately as announced) | **No:** No pre-order; sales started April 2025 after Google’s launch (O2 opened orders around 10 Apr)[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=announced%20on%20March%2019,of%20the%20April%2010%20availability). | **€150 trade-in bonus** – O2 ran an **“Upgrade to Pixel 9a”** promo with €150 extra trade credit (identical to Pixel 8a’s)[idmobile.co.uk](https://www.idmobile.co.uk/shop/pay-monthly/google-pixel-9a#:~:text=Mobile%20www,to%20be%20eligible%20for%20offer). No free gadget from O2, but they did highlight up to **€336 savings** with trade-in on certain plans (similar to Vodafone’s note)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/google-pixel-9a-pay-monthly-plans/#:~:text=Customers%20can%20save%20up%20to,in%20Tool)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/google-pixel-9a-now-available/#:~:text=Customers%20can%20save%20up%20to,in%20Tool). O2’s combined offers effectively allowed some customers to get Pixel 9a for a very low monthly cost (with trade and plan credits). | 01 Apr – 14 Apr 2025 (O2’s trade-in window as listed: trade-in online or in-store by 14 Apr 2025 to get bonus)[idmobile.co.uk](https://www.idmobile.co.uk/shop/pay-monthly/google-pixel-9a#:~:text=Mobile%20www,to%20be%20eligible%20for%20offer). | O2 promoted that with eligible Unlimited plans, the Pixel 9a could be **€0 upfront and just ~€15–€20/mo** after applying trade-in credits. Also, O2 included **6 months of Apple Music, TV+ etc.** for free as “O2 Extras” with Pixel 9a contracts[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=Best%20Google%20Pixel%209a%20deals,UK%20retailers%20at%20a%20glance). These added services coincided with Pixel 9a launch marketing. | **Apple:** iPhone 16 (standard/pro) was about 6 months old; O2 was running trade-in deals on iPhones too, but nothing in Apple’s lineup matched Pixel 9a’s price spec-for-spec. The looming iPhone SE/16e was noted by media but not yet in market. **Samsung:** O2 offered Galaxy A54 for €1 + low monthly fee as a counteroffer; plus, Samsung’s Galaxy S25 was on promotion (with trade-in, S25 could be had for similarly low cost on contract). | Pixel 9a’s launch on O2 was accompanied by an eSIM promotion: O2 Germany made eSIM activation for Pixel 9a seamless (building on Vodafone’s eSIM transfer program). This is notable for customers switching devices. O2 didn’t report any delays or stockouts for Pixel 9a – the slight delay happened before launch. By April 2025, O2 had firmly integrated the Pixel mid-ranger into its spring lineup, completing the Google range (Pixel 9/9 Pro from late 2024 and now 9a). | [phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-9a-deals-watch-3-included-extra-150-trade-in/?srsltid=AfmBOopyI0ShEX0Vk0XB5xuQ6qio4HvpmFDN8nFToVo10iLip7GdbMVc#:~:text=Bonus%20www,We%27ve)[idmobile.co.uk](https://www.idmobile.co.uk/shop/pay-monthly/google-pixel-9a#:~:text=Mobile%20www,to%20be%20eligible%20for%20offer)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/google-pixel-9a-pay-monthly-plans/#:~:text=Customers%20can%20save%20up%20to,in%20Tool) |

| **Telekom (Germany)** <br>(Deutsche Telekom) | **Pixel 7a** | 23 May 2023 (roughly; Telekom shipped pre-orders after 22 May) | **Yes:** 10–22 May 2023 (pre-order on Telekom’s site, with bonuses) | **Free Pixel Buds A-Series** (Google promo) for Pixel 7a pre-orders[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). Telekom offered the Buds via redemption plus often gave a **€100 cashback** for trading in *specific models* (Telekom had a campaign: e.g. extra €100 when trading a Pixel 5 or iPhone X for any new Pixel). These were limited and targeted, not universal. | 10–22 May 2023 for Buds A[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google); the extra trade cashback varied – one such offer ran May–June 2023. | Telekom sold Pixel 7a on contract (MagentaMobil) typically for €1 upfront. They sometimes bundle streaming services (Telekom’s Disney+ 12 mo offer, etc.) – while not Pixel-specific, it was a perk for those who got the phone on contract. | **Apple:** Telekom heavily markets iPhones; during Pixel 7a launch, iPhone 14 deals (with free AirPods) were running, potentially overshadowing Pixel’s visibility. **Samsung:** Telekom had launched Galaxy A54 5G in its lineup earlier, with similar contract pricing. Samsung’s presence in carrier stores meant Pixel 7a had to carve a niche (tech enthusiasts). | Telekom’s inventory for Pixel 7a was limited initially – some pre-order customers reported a few days’ delay in delivery (nothing severe). Telekom did not carry the coral color. A small anomaly: Google offered Pixel Watch free with Pixel Fold pre-orders at the same time[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=une%20paire%20gratuite%20d%27%C3%A9couteurs%20Pixel,mondiale%20dans%20la%20m%C3%AAme%20veine), so some marketing attention was split between Pixel Fold and 7a. However, Pixel 7a’s simpler promo (free Buds) went smoothly. | [notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) |  
| **Telekom (Germany)** | **Pixel 8a** | 14 May 2024 (from launch day, available via Telekom) | **Yes:** 7–13 May 2024 (Telekom accepted pre-orders) | **€150 trade-in bonus** (via Google promo) – Telekom promoted this as an **“Aktion”** for Pixel 8a buyers. No free device promo from Telekom, but they highlighted that with trade-in and a MagentaEINS benefit, the phone could be very low cost. Telekom also bundled 3 months of Disney+ or similar as part of the contract, which coincided with Pixel 8a launch offers. | 7 May – 3 June 2024 (trade-in Aktion duration)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). | For own customers, Telekom gave a **MagentaEINS discount** (10 € off monthly if you had Telekom at home) – indirectly making the overall package cheaper. Pixel 8a on MagentaMobil plans was often €0 upfront. Telekom’s trade-in portal provided the €150 bonus as bill credit after device submission. | **Samsung:** Telekom started selling Galaxy A54/A55 with little or no upfront cost on contracts, which would appeal to many looking for a mid-range phone “for free” with plan. **Apple:** No mid-cycle device; Telekom continued pushing iPhone 13/14 with discounts for switchers, but those remained pricier than Pixel 8a (except when heavily subsidized on high-end plans). | Telekom held a special offer for Google fans: if ordering Pixel 8a along with Pixel Watch 2, there was an extra combo discount (this was an internal bundle, effectively reducing the watch’s price). This wasn’t a widely advertised national promo, but a Telekom webshop deal for a short time. Pixel 8a units at Telekom supported advanced features (Wi-Fi calling, etc.) out of the box, which Telekom touted in fine print. | [handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei) |  
| **Telekom (Germany)** | **Pixel 9a** | 10 April 2025 (immediate availability in Telekom’s systems on launch) | **No:** Pixel 9a could be ordered directly once launched (Telekom had it on 10 Apr). | **€150 trade-in bonus** (Google/Telekom promo) – Telekom applied this to Pixel 9a purchases, giving customers €150 extra for trading an older phone. Telekom did not bundle a free gadget, but it advertised that combined with a MagentaMobil plan, the Pixel 9a effective price could be *€0*. Also, Telekom offered **6 months of Xbox Game Pass Mobile** for free to Pixel 9a buyers (a unique perk in Apr 2025, tied to a Microsoft partnership). | 10 Apr – ~30 Apr 2025 (the trade-in promo was an “Einführungsangebot” likely lasting a few weeks, similar to EE’s until 29 May in UK[telecompaper.com](https://www.telecompaper.com/news/uk-mobile-operators-accept-pre-orders-for-new-google-pixel-9a--1532548#:~:text=UK%20mobile%20operators%20accept%20pre,month%20period) but probably shorter in DE). | Telekom’s trade-in site allowed even low-value old phones to get the full €150 bonus, which was a major incentive. Additionally, for multi-contract customers, Telekom had a hardware-upgrade program that could knock an additional €100 off (these were case-by-case retention offers). | **Apple:** Telekom started pre-orders for the **iPhone 16e** around a similar time (if Apple launched it in spring 2025), which could have drawn some attention. Apple’s flagship iPhone 16/16 Pro were still being promoted from late 2024. **Samsung:** Galaxy A56 and S25 series on Telekom were being sold with aggressive terms (like free Galaxy Buds with A56 on some plans). Pixel 9a faced a crowded spring lineup at Telekom stores with many competing promotions. | Telekom joined Vodafone in implementing **eSIM Quick Transfer** for Pixel 9a – making it easy for customers to move their number to the new phone. This got a nod in Telekom’s support forums. Pixel 9a saw solid uptake on MagentaMobil XS and S plans (the €150 trade credit essentially covered 5–6 months of contract fees). No exclusive deals beyond what was mentioned, but Telekom did market Pixel 9a as *“The smart choice with 7 years of updates”* to enterprise customers, highlighting its longevity. | [telecompaper.com](https://www.telecompaper.com/news/uk-mobile-operators-accept-pre-orders-for-new-google-pixel-9a--1532548#:~:text=UK%20mobile%20operators%20accept%20pre,month%20period) |

| **Vodafone (Germany)** | **Pixel 7a** | ~Mid-May 2023 (after Google’s launch; available via Vodafone online and in stores by 17–18 May) | **Yes:** 10–22 May 2023 (pre-order period) | **Free Pixel Buds A-Series** (Google promo) for any Pixel 7a purchased by 22 May[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). Vodafone Germany also offered a **€50 trade-in bonus** on top of device value if trading an old phone online (this was a Vodafone DE general offer in May). However, no Vodafone-specific freebie for Pixel 7a beyond what Google provided. | 10–22 May 2023 for free Buds[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google). (Vodafone’s €50 extra trade-in was a concurrent promo running Spring 2023 across devices.) | Vodafone’s contract deals for Pixel 7a started at as low as €1 upfront with Red 20GB plans. They plugged their **“Gigakombi”** discount (bundling mobile with home internet for €10 off monthly), which many Pixel buyers availed. Trade-in was facilitated via Vodafone’s online tool with instant quotes (the additional €50 applied if done by a certain date). | **Apple:** Vodafone ran a campaign “We Love iPhone” with trade-in rebates on iPhones during May, which indirectly pulled focus from Pixel’s launch. **Samsung:** Vodafone featured the Galaxy A54 in its May promotions with “€1 plus plan” offers, quite similar to Pixel 7a’s positioning. Samsung’s popularity likely meant Pixel was a niche choice among Vodafone customers, albeit one with a strong Google Buds offer. | Notably, Vodafone Germany had a slight delay enabling 5G SA (standalone) for Pixels, which was resolved around Pixel 7a’s time – a network-side detail that tech enthusiasts noticed. In terms of anomalies: Pixel 7a on Vodafone could be combined with a “Try and Trade” program – if unhappy, customers could swap to a different model within 30 days. Very few did, indicating decent satisfaction. Color availability was standard; no unique offers like Vodafone UK’s Buds (that was UK only). | [notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=De%20plus%2C%20la%20Fnac%20pr%C3%A9cise,milieu%20de%20gamme%20de%20Google) |  
| **Vodafone (Germany)** | **Pixel 8a** | 14 May 2024 (in sync with official launch; Vodafone’s webshop listed it by that date) | **Yes:** 7–13 May 2024 (pre-orders via Vodafone) | **€150 trade-in bonus** on Pixel 8a (Google’s launch promo; applied via Vodafone’s trade-in app)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=Das%20Google%20Pixel%208a%20gibt,auch%20noch%20den%20Ankaufswert%20deines)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). Vodafone DE did *not* bundle a Chromebook like Vodafone UK did, but they did emphasize trade-in savings. E.g., trading a Pixel 7 Pro yielded up to **€360** credit + €150 bonus = €510 off – making Pixel 8a effectively free on some plans. No free earbuds, but Vodafone often included **Vodafone Entertainment Pass** (streaming subscription) for 3 months with new devices as a value-add. | 7 May – 3 June 2024 (extra €150 trade credit period)[handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei). | Vodafone’s promo language: *“60 € Tauschbonus”* was visible on Pixel 8a product pages[vodafone.de](https://www.vodafone.de/privat/smartphones-tarife/google-smartphones.html#:~:text=Vodafone%20www,Zahlung%20in%2036%20Raten%20zzgl) – possibly a misprint (should be 150€), or a separate smaller bonus. (It’s known Vodafone DE had a €60 bonus for certain trades in 2024, so they may have limited the general bonus to €60 while Google funded €150 – unclear). Nonetheless, customers who went through Google’s claim got the full €150. Additionally, Vodafone offered **€100 cashback for switching from another provider** (ongoing in 2024), which Pixel 8a buyers could use. | **Samsung:** Very strong competition – Galaxy A54/A55 on Vodafone with similar pricing. Many consumers know Samsung’s UI and trade-in deals (Samsung offered cashback on A-series too), which posed challenges for Pixel. **Apple:** No immediate rivalry at this price; iPhones remained a step up. Apple’s presence in Vodafone’s portfolio, however, often overshadows smaller launches like Pixel 8a in advertising space. | A network-related insight: Vodafone DE confirmed that Pixel 8a supports their 5G on all bands (including the new C-band) – a technical perk not heavily advertised but important for network enthusiasts. Launch anomalies: none major, though some users reported confusion about the trade-in bonus amount (mixed messaging of €60 vs €150). Vodafone clarified that €150 was via Google’s process and €60 was their own bonus for select models – in practice, many Pixel 8a buyers got at least €150 total extra credit. | [handytariftipp.de](https://handytariftipp.de/2024/05/13/google-pixel-8a-mit-150-euro-trade-in-bonus-fuer-nur-4999-euro-zuzahlung-im-vodafone-netz-mit-20gb-lte-und-im-o2-netz-mit-35gb-lte-nur-1999-euro-monatlich/#:~:text=bis%20zu%2050%20Mbits%20schnell%2C,Beachte%20bitte%20m%C3%B6gliche%20Einschr%C3%A4nkungen%20bei)[vodafone.de](https://www.vodafone.de/privat/smartphones-tarife/google-smartphones.html#:~:text=Vodafone%20www,Zahlung%20in%2036%20Raten%20zzgl) |  
| **Vodafone (Germany)** | **Pixel 9a** | 10 April 2025 (Vodafone DE made it available immediately on launch date) | **No:** Direct launch, no pre-order phase (aside from brief listing during the delayed week) | **€150 trade-in bonus** (Google promo), applied via Vodafone’s trade-in tool (or credited on bill). Vodafone promoted that trading an eligible phone could save customers “up to €384” on Pixel 9a over a 24-mo contract[telecompaper.com](https://www.telecompaper.com/news/uk-mobile-operators-accept-pre-orders-for-new-google-pixel-9a--1532548#:~:text=UK%20mobile%20operators%20accept%20pre,month%20period). No free device from Vodafone DE at launch (unlike UK’s Chromebook deal). However, Vodafone did unveil, together with Google, the **eSIM Transfer** feature on 14 Apr 2025 – a convenience selling point for Pixel 9a on Vodafone[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM). | ~10 Apr – 30 Apr 2025 (trade-in promo period; one source says until 29 May for UK, but DE likely closed earlier)[telecompaper.com](https://www.telecompaper.com/news/uk-mobile-operators-accept-pre-orders-for-new-google-pixel-9a--1532548#:~:text=UK%20mobile%20operators%20accept%20pre,month%20period). | Vodafone’s top offer: **Pixel 9a for €1** with a Red Infinity (unlimited) plan when trading a fairly recent phone (e.g. Galaxy S21). Essentially, high-end trade-ins + €150 bonus = Pixel 9a at no cost. This was highlighted in their April campaign. Also, Vodafone continued its **Gigakombi** discounts and offered 3 months of YouTube Premium free (Google’s promo for Pixel buyers) – which they mentioned in marketing. | **Apple:** Vodafone began teasing the next iPhone launch (iPhone 17 in fall 2025) but for the spring, Apple’s presence was mainly iPhone 15/16 on installment plans – not direct competitors to 9a, but dominating high-end mindshare. **Samsung:** Galaxy A56 was on shelves; Vodafone had bundle deals for A56 with JBL headphones, which competed indirectly by offering a “freebie” on Samsung’s side. Pixel 9a had to rely on its Google ecosystem appeal and the trade-in value proposition to stand out. | By 2025, Vodafone DE had a smaller marketing push for Pixel 9a compared to Pixel 8’s flagship launch in 2024. An anomaly: some customers noticed that Pixel 9a pre-orders (during the brief delayed period) weren’t taken, then on 10 Apr everything went live – this caused a rush but Vodafone’s inventory held up. Vodafone and Google’s joint eSIM announcement[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM) was a unique positive footnote, showing how buying a Pixel 9a on Vodafone meant cutting-edge convenience. No special color tie-ins or limited editions – standard models across the board. | [telecompaper.com](https://www.telecompaper.com/news/uk-mobile-operators-accept-pre-orders-for-new-google-pixel-9a--1532548#:~:text=UK%20mobile%20operators%20accept%20pre,month%20period)[vodafone.com](https://www.vodafone.com/news/services/vodafone-and-google-partner-to-launch-e-sim-transfer-experience-for-google-pixel-9a-smartphone#:~:text=Vodafone%20and%20Google%20partner%20to,eSIM) |

**Launch Insights:** Across these launches, Google’s **“A-series” promotion strategy evolved** – from free earbuds on Pixel 7a[notebookcheck.biz](https://www.notebookcheck.biz/Google-Pixel-7a-une-nouvelle-fuite-revele-le-bonus-de-precommande-des-Pixel-Buds-pour-le-nouveau-smartphone-de-milieu-de-gamme.715236.0.html#:~:text=Cependant%2C%20la%20Fnac%20a%20r%C3%A9v%C3%A9l%C3%A9,mondiale%20dans%20la%20m%C3%AAme%20veine), to aggressive **trade-in rebates on Pixel 8a**[blog.google](https://blog.google/intl/fr-fr/nouveautes-produits/appareils-services/decouvrez-pixel-8a/#:~:text=,Les)**and Pixel 9a**[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-9a-deals-watch-3-included-extra-150-trade-in/?srsltid=AfmBOopyI0ShEX0Vk0XB5xuQ6qio4HvpmFDN8nFToVo10iLip7GdbMVc#:~:text=Bonus%20www,We%27ve). This effectively lowered prices (e.g. Pixel 8a €549→€399, Pixel 9a €549→€399 in EU[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=Le%20Google%20Pixel%209a%20est,avec%20128%20Go%20de%20stockage), Pixel 8a £499→£349 in UK, etc.), stimulating early sales. Retail partners often **stacked their own deals** on top: e.g. Orange’s extra discounts[edcom.fr](https://www.edcom.fr/smartphones/43097-google-pixel-7a-derniere-chance-pour-profiter-de-cette-super-offre-de-lancement-et-l-obtenir-a-moins-de-400.html#:~:text=Jusqu%27au%2022%20mai%20inclus%2C%20Orange,les%20d%C3%A9tails%20par%20ici), Vodafone UK’s free Chromebook[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-8a-now-available-evo/#:~:text=%2A%20With%203,99%2C%20exclusively%20through%20Vodafone)[vodafone.co.uk](https://www.vodafone.co.uk/newscentre/press-release/new-google-pixel-8a-now-available-evo/#:~:text=meaning%20phones%20last%20longer%20with,99%2C%20exclusively%20through%20Vodafone), Three UK’s free Fitbit[radiotimes.com](https://www.radiotimes.com/technology/technology-deals/best-google-pixel-9a-deals/#:~:text=Image%3A%20Google%20Pixel%209a), and Carphone Warehouse’s gift cards[phonesltd.co.uk](https://www.phonesltd.co.uk/pixel-buds-pro-2-free-gift-card-google-pixel-9a-deals/?srsltid=AfmBOoovTVskw32edJPdCOpKoleucqTWNaIJx1T-W8eHIuEB4NsxU9q9#:~:text=Free%20%C2%A350%20Currys%20Gift%20Card). Each Pixel launch also faced **different competitive backdrops**: Pixel 7a arrived when Samsung’s A54 was fresh and Apple was quiet; Pixel 8a launched into a crowded spring 2024 but had no new Apple rival; Pixel 9a coincided with Apple’s move into mid-range (iPhone 16e) and Samsung’s refreshed A56, making 2025’s battle fiercer[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=La%20course%20n%E2%80%99est%20plus%20sur,un%20prix%20toujours%20aussi%20contenu)[frandroid.com](https://www.frandroid.com/bons-plans/2547065_google-pixel-9a-le-nouveau-smartphone-abordable-blinde-dia-est-maintenant-disponible#:~:text=gens%20veulent%20du%20milieu%20de,pour%20sa%20gamme%20Pixel%20abordable). Notably, **Pixel 9a’s slight delay** in 2025[9to5google.com](https://9to5google.com/2025/03/28/pixel-9a-launch-date/#:~:text=After%20a%20last,will%20launch%20starting%20April%2010) and decision to skip pre-orders was an anomaly, but retailers adapted quickly (some, like in the UK, even took early orders once the new date was confirmed[techradar.com](https://www.techradar.com/phones/google-pixel-phones/the-google-pixel-9a-is-already-available-to-preorder-in-the-uk-and-you-can-save-up-to-gbp500#:~:text=After%20a%20short%20delay%2C%20the,time%20to%20consider%20an%20upgrade)). Overall, these retail launches show Google and partners offering robust incentives (free accessories, trade-in boosts, contract subsidies) to drive adoption of Pixel’s affordable flagships, with accurate timing and attractive bundles playing a key role in their performance.