

Cryptocurrency Market Study

About Us

Straits Research Pvt Ltd is a leading market research firm offering comprehensive insights on market demand, trends, growth prospects and regional analysis. With over 35 years of combined experience, we provide premium qualitative insights on consumer preferences, regulatory landscape, and technological advancements along with quantitative insights on industry market size, global economic scenario and revenue opportunities. These reports are backed by high-quality data sourced from primary sources and large secondary databases. With analyst perspectives and insights included in every report, Straits Research delivers comprehensive market intelligence and detailed analysis to help clients make informed decisions.

Table of Content

Market Summary

- Market Overview
- Market Trends

Segment Overview

- By Type
- By Application
- By Deployment Mode
- By End-User

Regional Overview

Company Profiles

Binance

Coinbase

Kraken

Huobi

OKX

Bitfinex

KuCoin

Gate.io

Crypto.com

Bybit

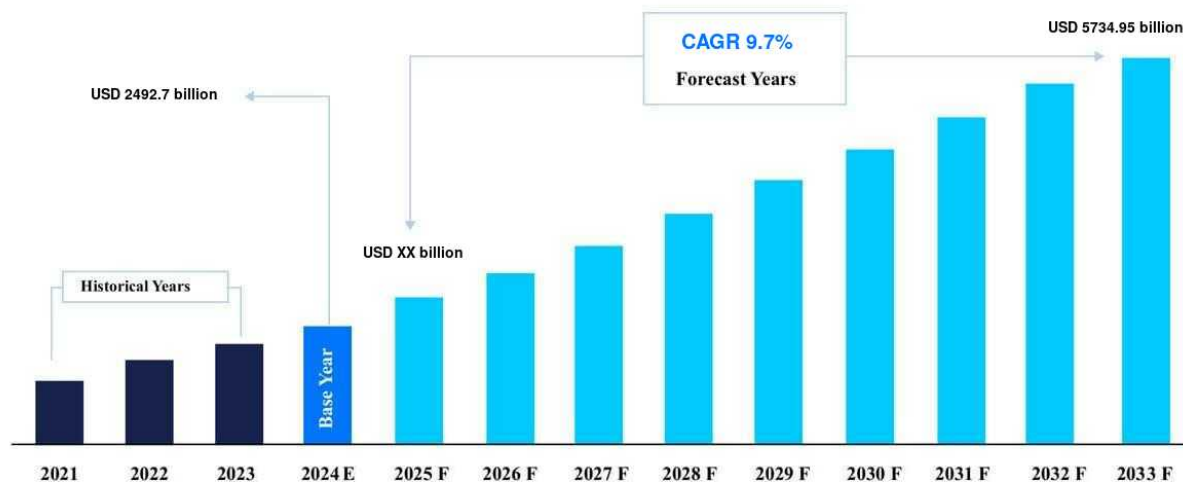
Note: More company profiles available on full reports.

Top 5 Company Market Share



Total
82.65%

Top 5 company market share



Source: Straits Research

Emerging Countries

United States

China

United Kingdom

Emerging Companies

Binance

Bybit

Gate

Market Trends

Growth Trends

- Increasing adoption of blockchain technology
- Rise in the number of digital transactions
- Expansion of cryptocurrency wallets
- Increasing acceptance of cryptocurrencies by merchants
- Rapidly growing popularity and capitalization of DeFi (Decentralized Finance)
- Rising trend of Initial Coin Offering (ICOs)
- Increased efforts at forming regulatory frameworks for crypto
- Growing investments in blockchain technology
- Inclination towards cashless transactions
- Increasing usage of cryptocurrencies in remittance

Factors considered while calculating market size and share

- Number of cryptocurrencies and their respective market caps
- Volume of transactions in each cryptocurrency
- Number of active wallets or users
- Number of exchanges and their trading volumes
- The number of coins/blocks mined
- Rate of adoption among consumers and businesses
- Regulatory environment in different countries
- Availability and ease of applications for buying/selling cryptocurrencies

Key Market Indicators

- Total market capitalization
- Cryptocurrency price indexes
- Daily, monthly, and annual trade volumes
- Number of transactions per day
- Average transaction value
- Number of new cryptocurrencies launched
- Number of active users or wallets
- Regulatory news or changes impacting the market
- Adoption rate by businesses and consumers
- Technological advancements in blockchain
- Size and growth of Initial Coin Offerings (ICOs)

High volatility and market uncertainty limiting long-term investment confidence

The global cryptocurrency market remains highly volatile, deterring potential long-term investors. Price fluctuations are common for major cryptocurrencies such as Bitcoin and Ethereum, which have experienced extreme highs and lows within short time frames. Contributing factors to this volatility include external economic events, regulatory changes, and speculative trading. At the same time, some traders benefit from these price swings, and mainstream adoption, as well as institutional investment, face challenges due to uncertainty.

Market Trends

Rising institutional investments

Institutional investors are increasingly stepping into cryptocurrency to provide legitimacy and drive its growth.' Large financial institutions use cryptocurrencies in their portfolios, including hedge funds, pension funds, and publicly traded companies. This change results in a more stable and mature market, which has attracted additional investors.' The perception of cryptocurrencies as a potential security and reassurance is increasing, leading institutions to view them as boosting confidence in the market. With the increase in institutional investments, there is a possibility of increased liquidity, more regulatory clarity, and improved infrastructure in the market.

- For instance, according to EY, 71% of investors have or plan to seek advice on Cryptocurrency holdings in 2024, compared to only 43% in 2022, highlighting a growing interest in digital assets among institutional and retail investors alike.

Additionally, governments and regulatory bodies worldwide are increasingly regulating the cryptocurrency market. The shift towards more comprehensive and precise regulations is aiding in creating a framework that can prevent fraud and enhance transparency. While rules may be effective in protecting investors, they also provide more transparency to businesses and market participants by promoting trust in digital currencies. If governments persist in implementing crypto regulations, it'll encourage more people and businesses to participate in the market, speeding up its growth.

Emergence of blockchain technology creates new avenues for cryptocurrency use in various industries

Blockchain technology has expanded the utility of cryptocurrencies beyond traditional finance, unlocking new use cases across multiple sectors. The decentralized and transparent nature of blockchain makes it ideal for supply chain management, healthcare, and identity verification applications. Increased adoption of smart contracts and decentralized applications (DApps) has fueled growth in real estate, gaming, and e-commerce industries.

- Companies like IBM and Microsoft leverage blockchain for supply chain tracking, increasing transparency and reducing fraud.

Furthermore, the gaming industry, with platforms like Axie Infinity and Decentraland, integrates cryptocurrency-based economies, driving further adoption. In healthcare, blockchain enhances patient data security, reducing inefficiencies in medical records management.

Market Segments

By Type

Bitcoin leads with approximately 50–55% market share due to its strong brand recognition, institutional adoption, and status as a store of value.



50-55%

Bitcoin

By Application

Investment holds a 35–45% market share, driven by high returns, portfolio diversification, and institutional adoption.



35-40%

Investments

By Deployment Mode

Centralized exchanges hold a XX% market share due to their user-friendly interfaces, high liquidity, and regulatory compliance.



XX%

Centralized exchanges

Market Segments

By End-User

Retail investors account for a XX% market share as individuals increasingly seek alternative investments, portfolio diversification, and financial independence through crypto assets.



XX%

Retail investors

Regional Overview

North America

North America leads with the United States holding 40-42% of the regional share, due to favorable regulations and a mature market.



40-42%

United States Market Share

Europe

The United Kingdom holds a 23-25% share, supported by strong crypto adoption and innovation.



23-25%

United Kingdom Market Share

APAC

China dominates with XX% share, focusing on regulatory frameworks for cryptocurrencies.



XX%

China Market Share

Regional Overview

Middle East and Africa

The United Arab Emirates holds XX%, emerging as a crypto hub with supportive regulations.



XX%

United Arab Emirates Market Share

LATAM

Brazil leads with XX%, driven by inflation concerns and growing investment interest.



XX%

Brazil Market Share

Company Profiles

Companies	Websites	Headquarters	Establisheds	Key Executives	Revenues
Binance	https://www.binance.com/	George Town, Malta	2017	Richard Teng (CEO)	\$3 billion
Coinbase	https://www.coinbase.com/	San Francisco, USA	2012	Brian Armstrong (CEO)	\$1.5 billion
Kraken	https://www.kraken.com/	San Francisco, USA	2011	Jesse Powell	\$1 billion
Huobi	http://www.huobi.com/	Singapore	2013	Leon Li	\$800 million
OKX	http://www.okx.com/	Seychelles	2017	Jay Hao	\$600 million

Disclaimer

The information and opinions in this report were prepared by the Straits Research team. The information herein is believed to be reliable and has been obtained from authentic public sources, and as per the analyst's perspective and understanding of the market. Our customers acknowledge, when ordering, that research and analysis are for our customers 'internal use and not for general publication or disclosure to third parties', unless consent provided explicitly on email by Straits Research team. This document contains confidential information and is the exclusive property of Straits Research. Any reproduction, distribution, or quotation of its contents, in whole or in part, is strictly prohibited without prior written consent from Straits Research. This document is intended solely for the use of the purchasing client and may not be shared with any third party without explicit authorization. For further details on usage terms, please refer to the accompanying disclaimer. Quantitative market information is based primarily on interviews and therefore, is subject to fluctuation. Straits Research does not endorse any vendors, Technology or Duration depicted in their research publications. Straits Research and analysis publications consist of the opinions of research and should not be construed as statements of fact. Straits Research disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. Straits Research takes no responsibility for any incorrect information supplied to us by manufacturers or users or by external databases. All trademarks, copyrights and other of intellectual property belong to their respective owners and may be protected by copyright. Under no circumstance may any of these be reproduced in any Technology without the prior written agreement of their owner. No part of this strategic analysis may be given, lent, resold or disclosed to non-customers without the written permission of Straits Research. Any concerns with the scope and definition of the market needs to be understood and cleared from the Straits Research team by the customer before purchasing. Furthermore, please note that any issues arising from the use of the data provided in this report shall not be the responsibility of Straits Research. Straits Research, its parent/subsidiary companies, analysts, or management shall not be held liable or accountable to any party for questions or issues arising from the data or analysis provided herein. The information presented in this report represents the perspective of our analysts and should be utilized for business decisions at your own risk. It is important to acknowledge that the content or data included in this document, whether in sample form or in the final deliverables, does not constitute financial, legal, investment, strategic, or marketing advice. The data should be regarded as a reference point for your own market study and understanding. Any losses, legal issues, or problems incurred as a result of using the information in the sample or final report shall not be attributed to Straits Research, its parent/subsidiary companies, analysts, or management.