

2022

# Global state of crypto report



# In 2021, cryptocurrency reached a tipping point, evolving from what many considered a niche investment into to a global, established asset class.

Venture capital investment exceeded \$30 billion in crypto and blockchain startups, with more than \$10.5 billion in investment [in Q4 2021 alone](#). Cryptocurrency market capitalization [almost hit \\$3 trillion](#) and bitcoin reached an all time high of over \$65,000, making crypto the [best-performing asset](#) class of the past ten years.

As the world marches toward broad adoption of cryptocurrency, Gemini is introducing a first-of-its-kind report exploring the attitudes, drivers, and adoption of crypto globally. As a truly global firm, it is a top priority for us to understand how crypto is being adopted and deployed around the world, as well as the barriers to entry. We also believe it's necessary to ensure the development of a safe and secure ecosystem that can fulfill the promise that blockchain technology and cryptocurrency represents.

We surveyed nearly 30,000 adults across 20 countries and uncovered remarkable insights that illustrate where we are as an industry, and what the future might hold. This report shares statistics on global adoption, barriers to entry, and attitudes around cryptocurrency, and is the first of several that we will release this year.

# Methodology

The results are based on surveys conducted in 20 countries among 29,293 adults. The sample sizes per country are listed below.

## North America

US: 2,300

## Latin America

Brazil: 1,700

Colombia: 1,202

Mexico: 1,715

## Europe

Denmark: 1,202

France: 1,222

Germany: 1,701

Ireland: 1,701

Norway: 1,191

UK: 2,300

## Middle East

Israel: 1,210

UAE: 1,202

## Africa

Kenya: 1,217

Nigeria: 1,214

South Africa: 1,234

## Asia Pacific

Australia: 1,200

Hong Kong: 1,175

Indonesia: 1,700

India: 1,706

Singapore: 1,201

- Our survey explored awareness of cryptocurrencies and exchanges, motivations for owning and trading cryptocurrency, general attitudes toward cryptocurrency, and barriers to owning cryptocurrency.
- The total sample has been balanced and is generally representative of the adult population in each country between the ages of 18 to 75 with yearly household incomes of \$14,000 USD or more. Any figures shown here for “Total adults” refers to this population.
- The survey was conducted online between November 23, 2021 and February 4, 2022. The study was conducted on behalf of Gemini by Data Driven Consulting Group.

# Top findings

## **2021 Was Crypto's Breakout Year:**

Forty-one percent of crypto owners surveyed globally purchased crypto for the first time in 2021. More than half of crypto owners in Brazil (51%), Hong Kong (51%), and India (54%) got started in 2021. Globally, 41% of respondents said they are crypto-curious. The crypto-curious are defined as consumers who do not currently own crypto, but are either interested in learning more or say they are likely to acquire cryptocurrency in the next year.

## **The Crypto Gender Gap May Be Narrowing:**

Among the crypto curious who plan to purchase crypto for the first time in the next year, 47% were women globally. Among crypto owners, women in developing nations led the way with women representing at least half of crypto owners in Israel (51%), Indonesia (51%), and Nigeria (50%). Conversely, in developed countries and regions, only a third of current crypto owners are women, including in the United States (32%), Europe (33%), and Australia (27%).

## **Inflation a Primary Driver for Crypto Adoption:**

Respondents in countries that have experienced 50% or more devaluation of their currency against the USD over the last 10 years were more than 5 times as likely to say they plan to purchase crypto in the coming year than those in countries that have experienced less than 50% currency devaluation, including South Africa (32%), Mexico (32%), India (40%), and Brazil (45%). In Brazil, where the local currency has been devalued by more than 200% against the USD, 41% of respondents own crypto. In the US, two in five (40%) crypto owners see crypto as a hedge against inflation.

## **Crypto Regulation a Top Concern Globally:**

Regulation is a concern globally. Among non-owners, 39% in Asia Pacific, 37% in Latin America, and 36% in Europe say there is legal uncertainty around cryptocurrency. In addition, for 30% of respondents in the Middle East, 24% in Asia Pacific, and 23% in Latin America, the tax complexities of owning cryptocurrency have kept them from investing in crypto.

## **Education is the Greatest Barrier to Ownership:**

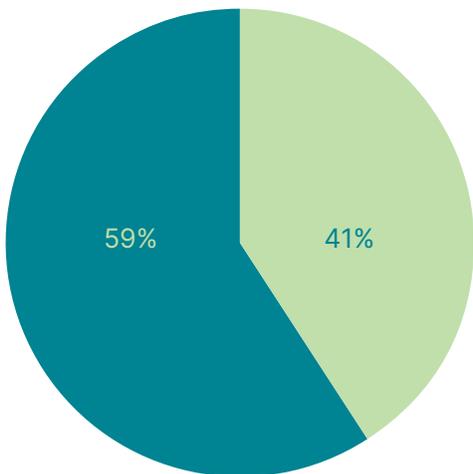
Globally, respondents were nearly twice as likely to say that more educational resources on cryptocurrency would help them get started with crypto (40%), compared to recommendations from friends (22%). More than half of respondents in Latin America (51%) and Africa (56%) said that educational resources would make them more comfortable purchasing cryptocurrency. Forty-four percent in Asia Pacific and 42% of those in the United States said the same.

**ADOPTION:**

# 2021 was crypto's breakout year

- Nearly half of all crypto owners in the United States (44%), Latin America (46%), and Asia Pacific (45%) first bought crypto in 2021.
- More than half of crypto owners in Brazil (51%), Hong Kong (51%), and India (54%) got started in 2021.
- In Europe, two in five (40%) of those who own crypto started investing in 2021.

## When did you first acquire cryptocurrency?



### Brazil



### Hong Kong



### India



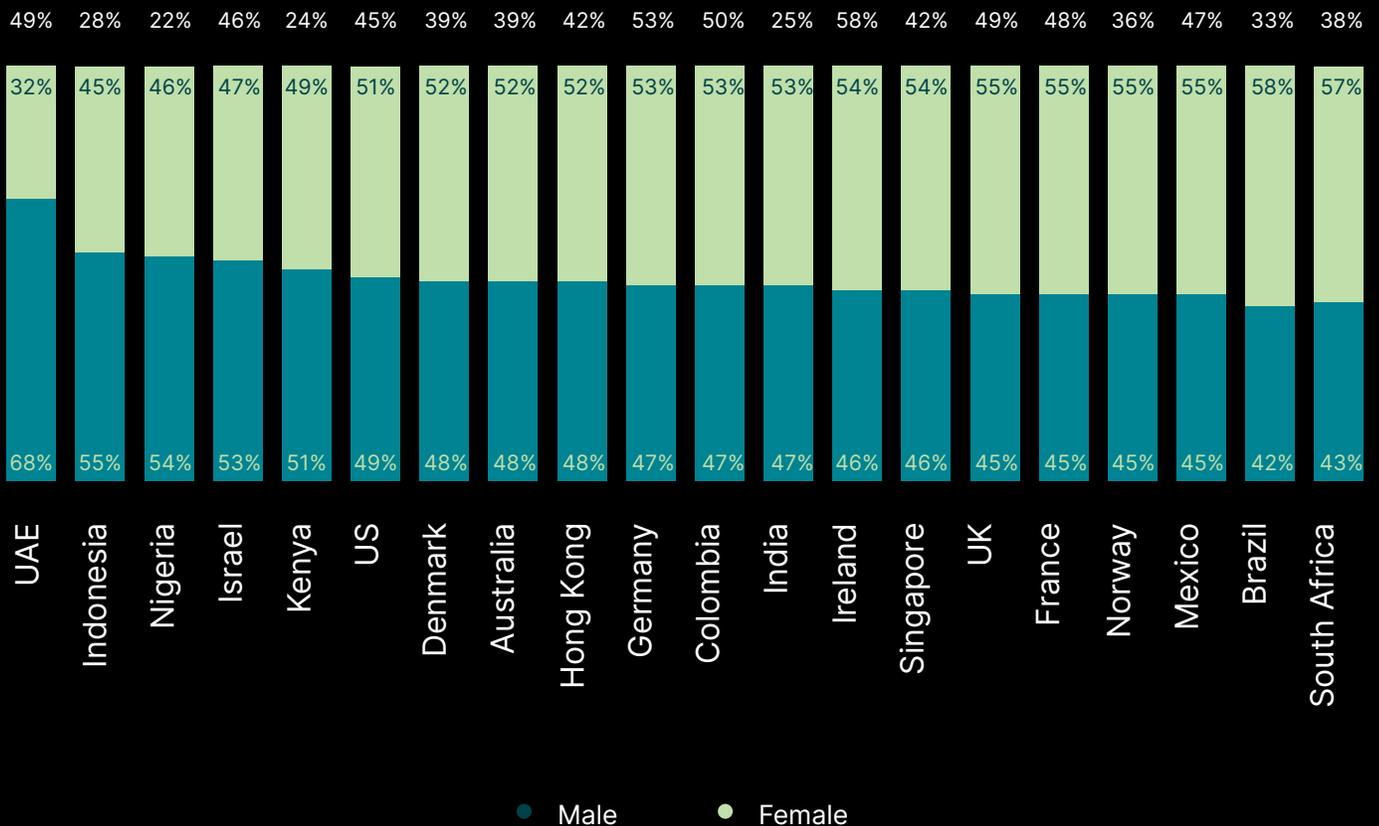
● More than a year ago    ● Within the past year

**ADOPTION:**

# Crypto curiosity high across regions

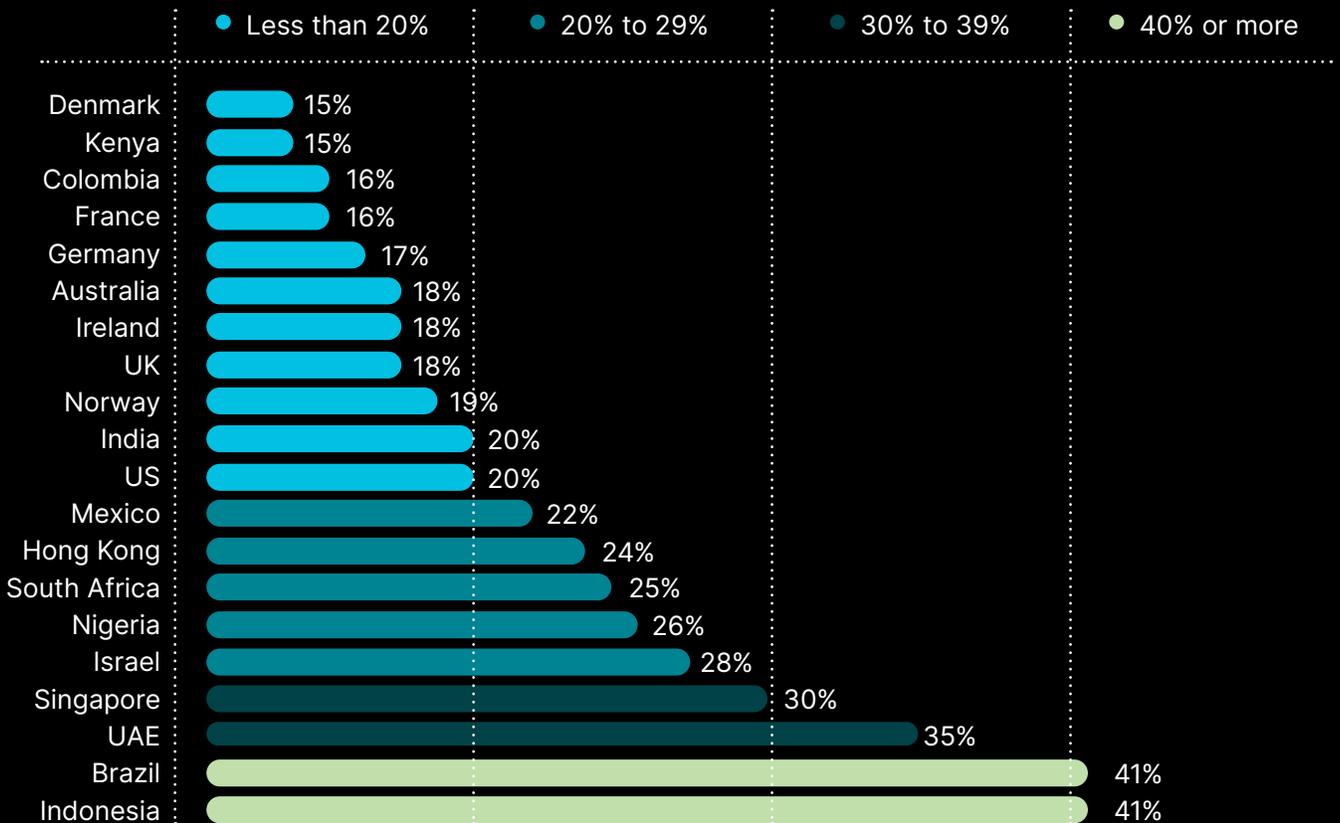
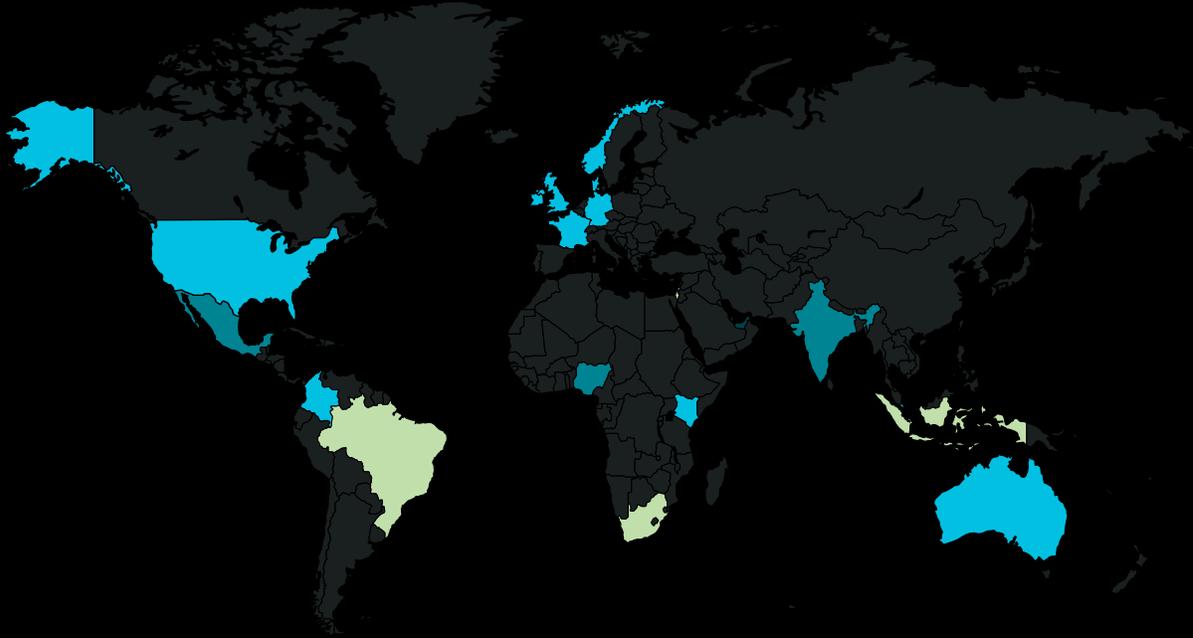
- Globally, (41%) of respondents said they are crypto-curious. The crypto-curious are defined as consumers who do not currently own crypto, but are either interested in learning more or say they are likely to acquire cryptocurrency in the next year.
- Compared to other regions, nations in Europe had a high number of crypto-curious respondents. Ireland led among the crypto-curious with 58% saying they are interested in learning more about crypto or purchasing crypto in the coming year.
- Other countries with a significant number of crypto-curious respondents include Germany (53%), Colombia (50%), and the UAE (49%).

## Total percentage of crypto-curious and gender breakdown



ADOPTION:

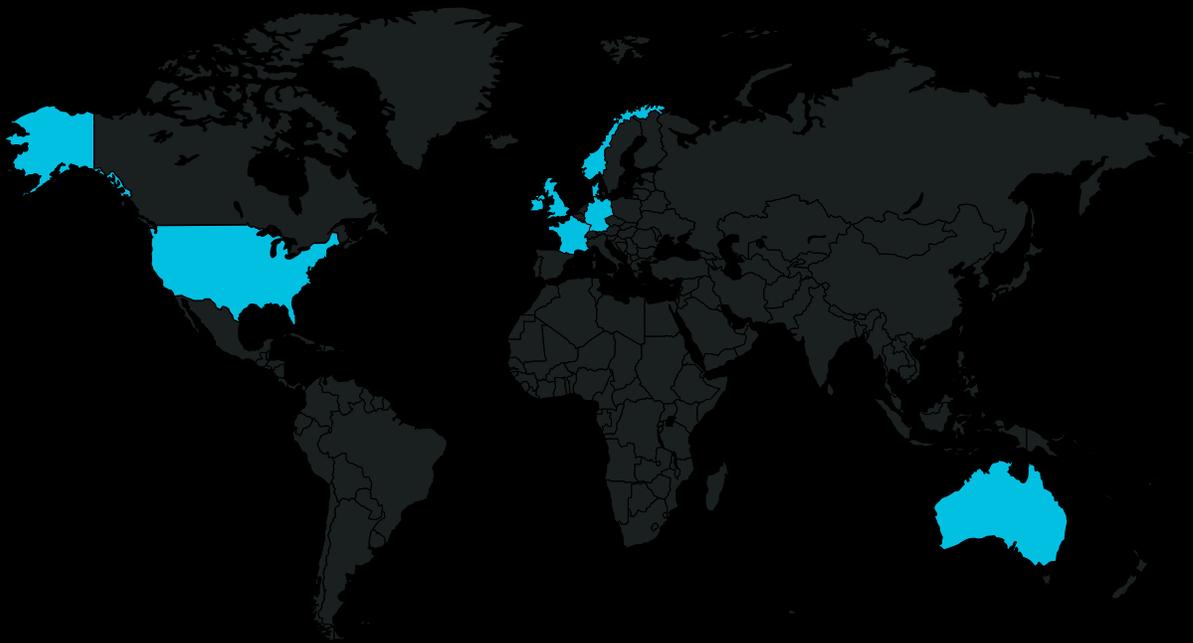
# Cryptocurrency ownership by country



**ADOPTION:**

# High income ownership in developed nations

Among high-income respondents in developed nations crypto ownership trended higher, with 40% or more in the UK, Germany, and France reporting owning crypto.\*



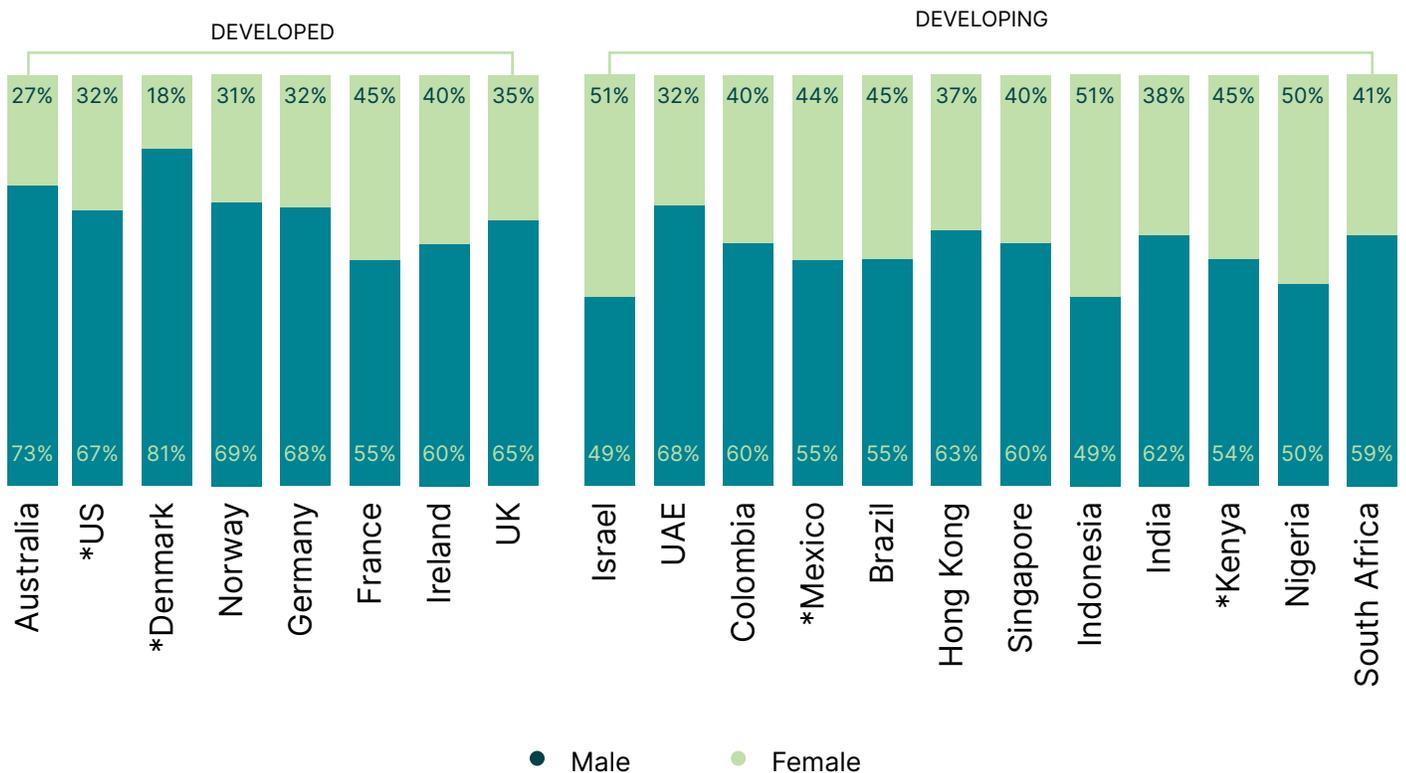
\* The number of high-income respondents in some cases is under 100 and therefore cannot be considered a statistically significant sample size.

**ADOPTION:**

# Global adoption among women

- Women in developing countries lead in the adoption of cryptocurrency among women. In Indonesia and Nigeria, for example, more than half of crypto investors are women.
- Notably, France leads the way in crypto adoption among women in developed nations, where more than two in five (45%) of crypto investors are women.
- Among developing countries, the UAE is a notable outlier where only 32% of crypto investors are women.

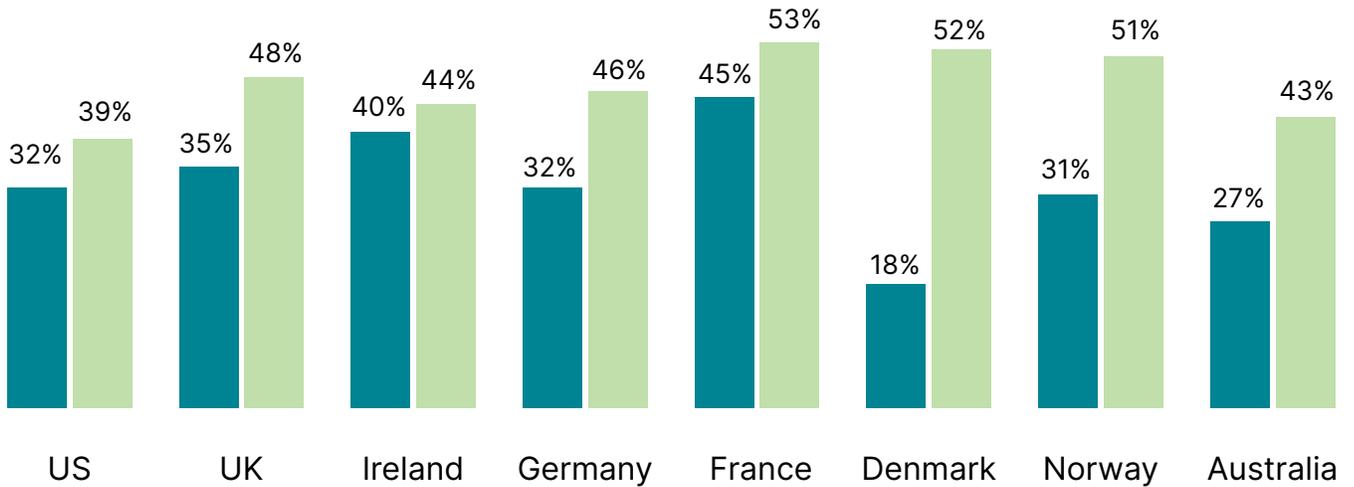
## Gender of cryptocurrency investors



\*1% of respondents identified as “non-binary” or “genderqueer,” or chose “prefer to self-describe” or “prefer not to say”

## ADOPTION:

# Global adoption among women



In developed nations and regions (United States, Europe, Australia), a third of current crypto owners are women. Factoring in the crypto-curious, women make up nearly half (47%) of non-owners in developed countries who anticipate buying crypto in the next year.

### Brazil



### Mexico



### Colombia



● % of current crypto owners who are women

● % of future crypto owners who are women

Latin America is a leader in crypto ownership among women when compared to other regions, with 43% of crypto owners in the region identifying as women. The trend of high ownership among women in Latin America is expected to continue with the crypto-curious audience. Among those likely to purchase crypto in the next year in Latin America, more than half (54%) are women.

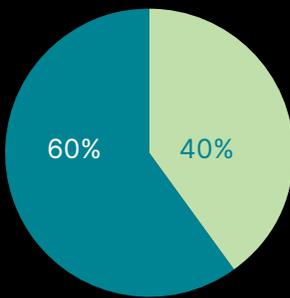
## ADOPTION:

# Starting to close the crypto gender gap

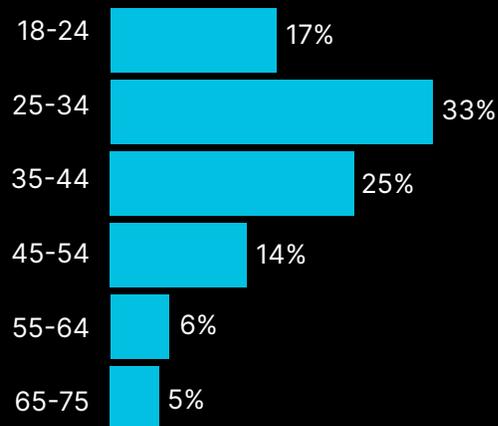
2022 may be the year when the crypto gender gap narrows, as women make up a large majority of the crypto-curious. Among those who plan to purchase crypto for the first time in the next year, 47% were women globally. The age range of crypto owners is also likely to broaden. Among those who plan to invest in crypto in 2022, more than one in five (22%) are between the ages of 18-24 and 17% are between the ages of 45-54, compared to 17% and 14%, respectively, in 2021.

### 2021

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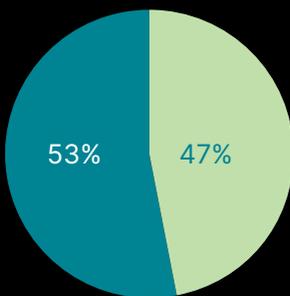


● Male ● Female

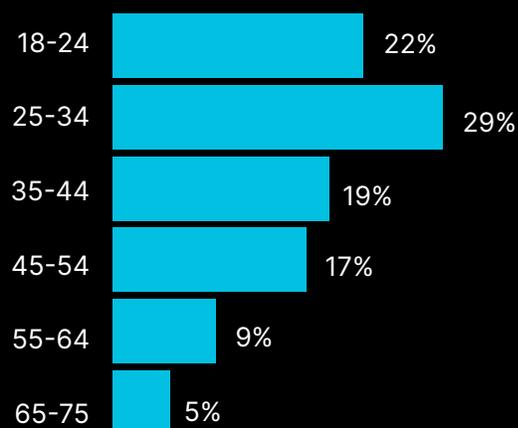


### 2022

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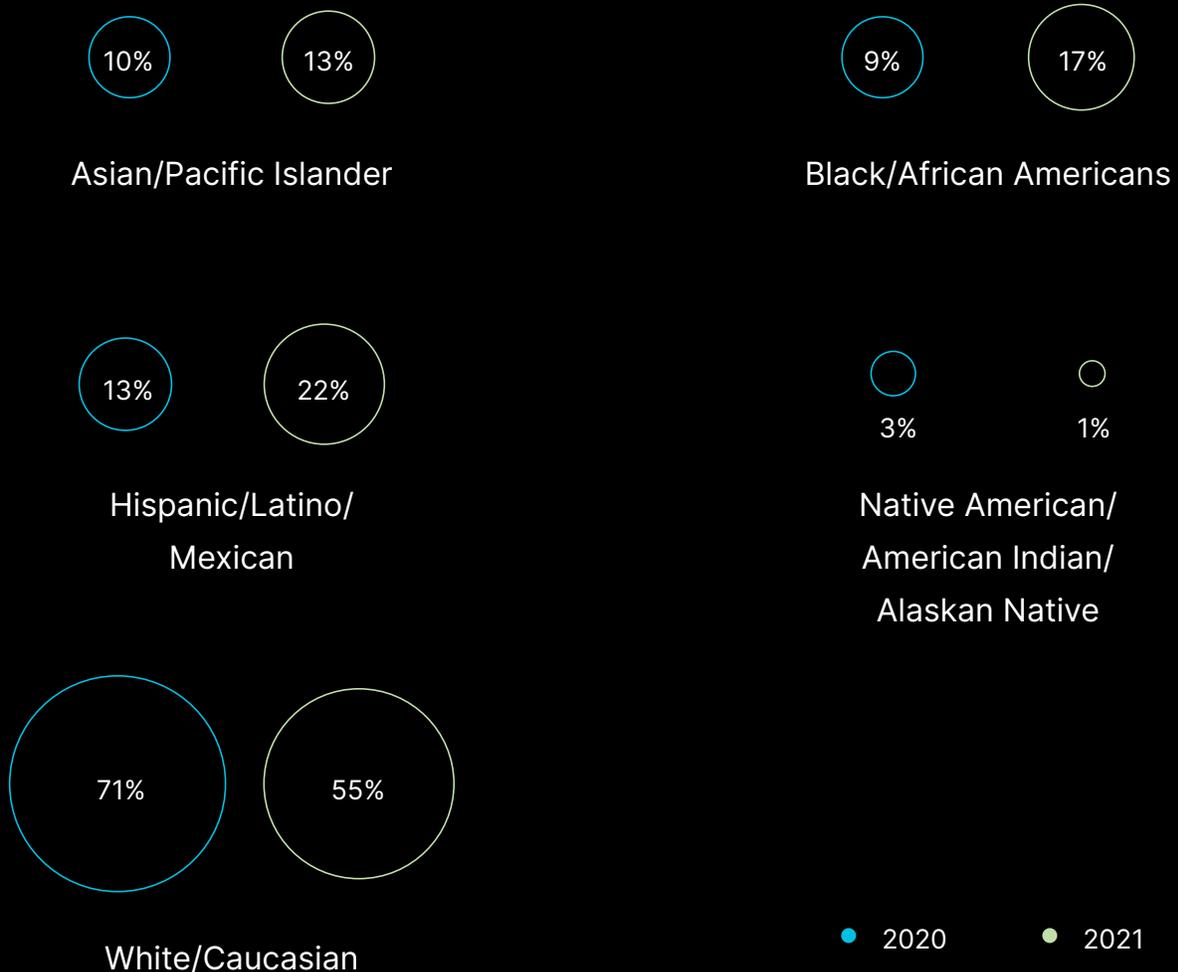
● Male ● Female



**ADOPTION:**

# US Focus: Narrowing the crypto diversity gap

- Nearly twice as many surveyed Black Americans reported owning cryptocurrency (17%), when compared to 2020 (9%).
- Similarly, nearly one in four (22%) of surveyed Hispanic or Latino Americans own cryptocurrency, compared to just 13% in 2020.

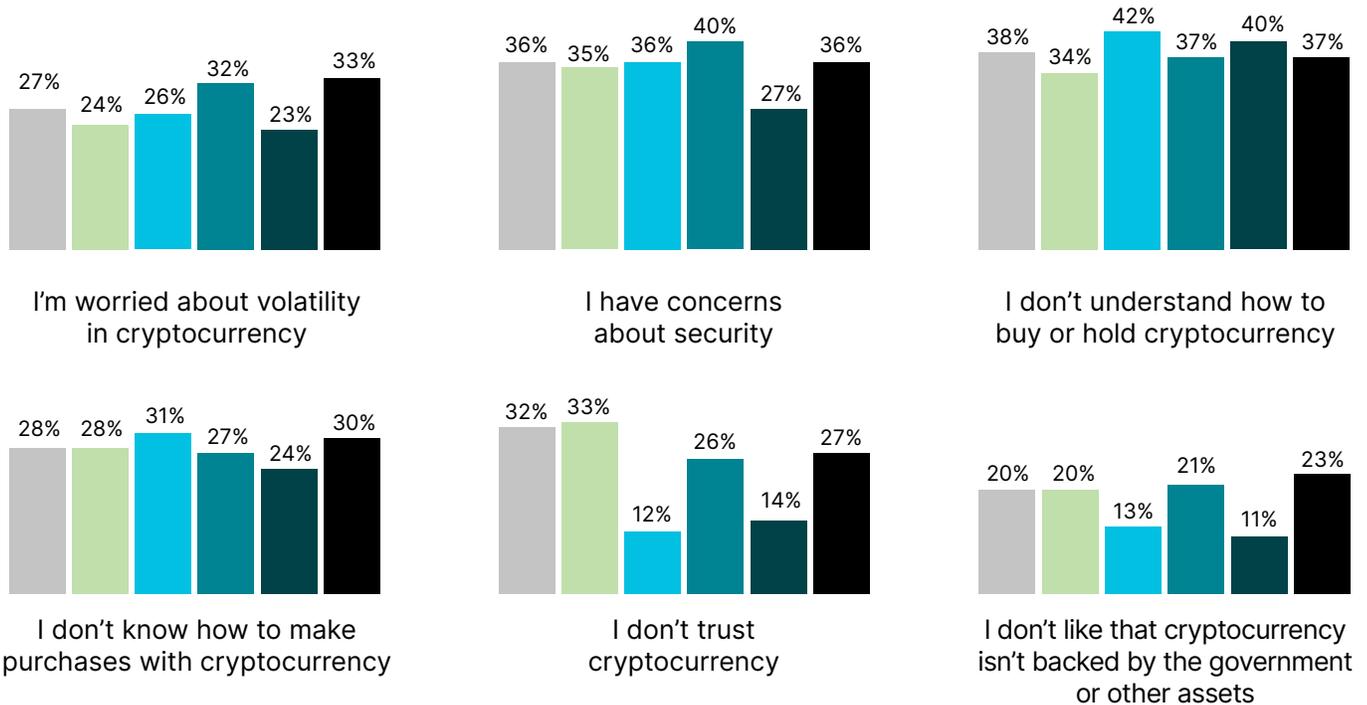


**ATTITUDES + BARRIERS:**

# Trust, volatility, and security are concerns

- The top blockers for those who haven't yet purchased crypto include concerns about trust, volatility, and security; as well as a lack of understanding around how to make purchases or how to store cryptocurrency.
- When asked why they hadn't yet started investing in cryptocurrency, individuals in Latin America were half as likely (12%) as global respondents (27%) to say they haven't bought cryptocurrency because they don't trust it.
- Latin Americans were also least likely (13%) to say they had not yet bought cryptocurrency because it isn't backed by the government or other assets, compared to 20% of those in the US and Europe.

## Why haven't you ever bought cryptocurrency?



● US ● Europe ● Latin America ● Asia Pacific ● Africa ● Middle East

## ATTITUDES + BARRIERS:

# Education and regulation are top barriers

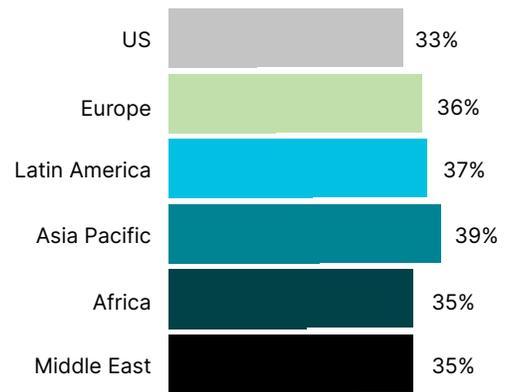
### Regulation

- Regulation is a concern globally. Among non-owners, 39% in Asia Pacific, 37% in Latin America, and 36% in Europe say there is legal uncertainty around cryptocurrency.
- In addition, for 30% of respondents in the Middle East, 24% in Asia Pacific, and 23% in Latin America, the tax complexities of owning cryptocurrency have kept them from investing in crypto.

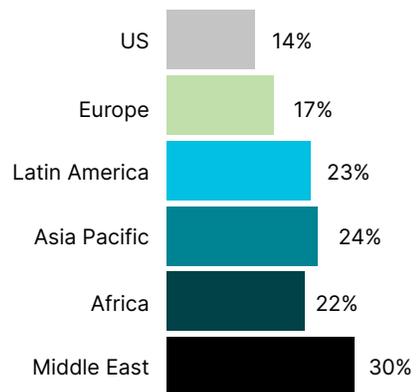
### Education

- Globally, respondents were nearly twice as likely to say that more educational resources on cryptocurrency would help them get started with crypto (40%), compared to recommendations from friends (22%).
- More than half of respondents in Latin America (51%) and Africa (56%) said that educational resources would make them more comfortable purchasing cryptocurrency. Forty-four percent in Asia Pacific and 42% of those in the United States said the same.

There is legal uncertainty around using cryptocurrency (non owners)



The tax complexities of owning cryptocurrency have kept me from investing



## ATTITUDES + BARRIERS:

# Education and regulation are top barriers

What if anything would make you more comfortable purchasing cryptocurrency?

	Global	US	Europe	Latin America	Asia Pacific	Africa	Middle East
Recommendations from friends	22%	17%	20%	23%	24%	28%	28%
Recommendations from my parents	9%	6%	7%	6%	9%	12%	15%
Recommendations from siblings or cousins	12%	9%	10%	10%	13%	18%	17%
Recommendations from my children	6%	3%	5%	6%	5%	8%	9%
Blogs and podcasts	10%	6%	6%	15%	10%	18%	14%
More educational resources on cryptocurrency	40%	42%	31%	51%	44%	56%	36%

## ATTITUDES + BARRIERS:

# Crypto is the future of money for many

The majority of respondents in Latin America (59%) and Africa (58%), where many have experienced long-term hyperinflation, say that crypto is the future of money.

### Cryptocurrency is the future of money

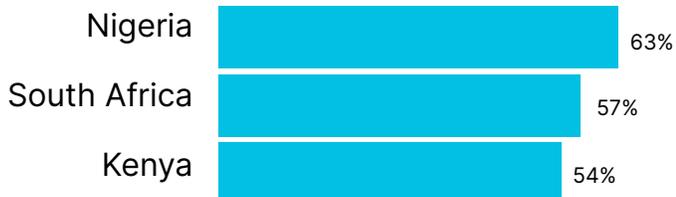
#### Latin America



#### Middle East



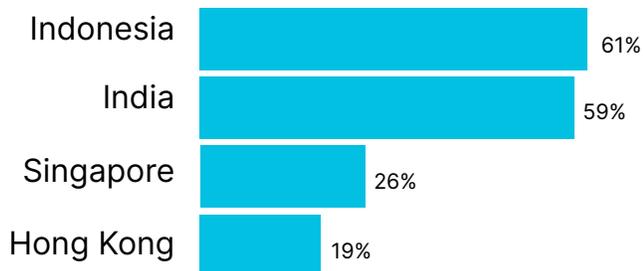
#### Africa



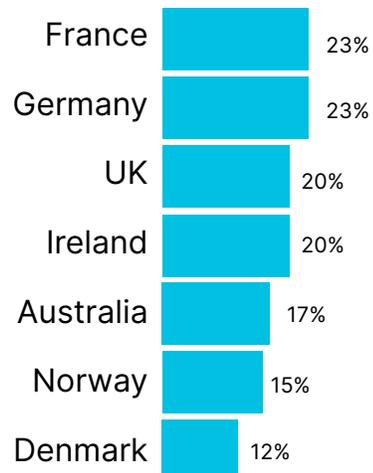
#### North America



#### Asia Pacific



#### Europe



**ATTITUDES + BARRIERS:**

# Currency devaluation fuels 2022 intent

Respondents in countries with 50% or more devaluation\* against the dollar over the last 10 years were more than 5 times as likely to say they plan to purchase crypto in the coming year, compared to those who experienced less than 50% inflation over the same time period.

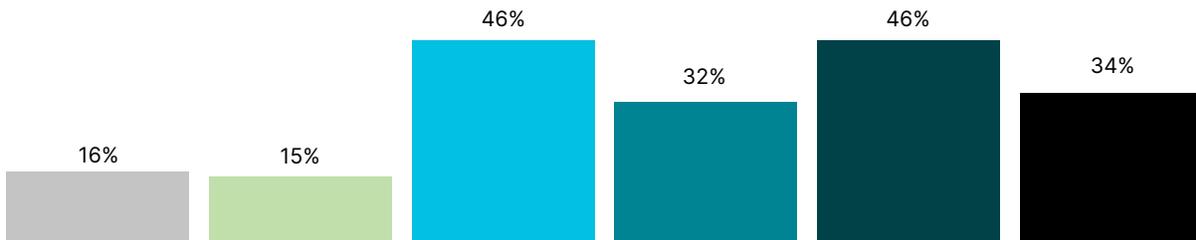
Country (currency)	% Likely to purchase cryptocurrency within next year (base: non-owners)	% devaluation against USD 2011-2021
Norway (NOK)	 3%	46.43%
Denmark (DKK)	 4%	16.67%
Hong Kong (HKD)	 5%	0.00%
Australia (AUD)	 6%	-25.00%
Singapore (SGD)	 7%	8.33%
France (EUR)	 8%	-14.29%
UK (GBP)	 8%	0.00%
Ireland (EUR)	 9%	-14.29%
Germany (EUR)	 11%	-14.29%
South Africa (ZAR)	 32%	102.74%
Mexico (MXN)	 32%	63.71%
India (INR)	 40%	58.58%
Brazil (BRL)	 45%	217.65%

\*Currency devaluation is defined as the percent change between the average exchange rate for a local currency to USD in 2011 and 2021 using historical exchange rate data available from [the Federal Reserve](#).

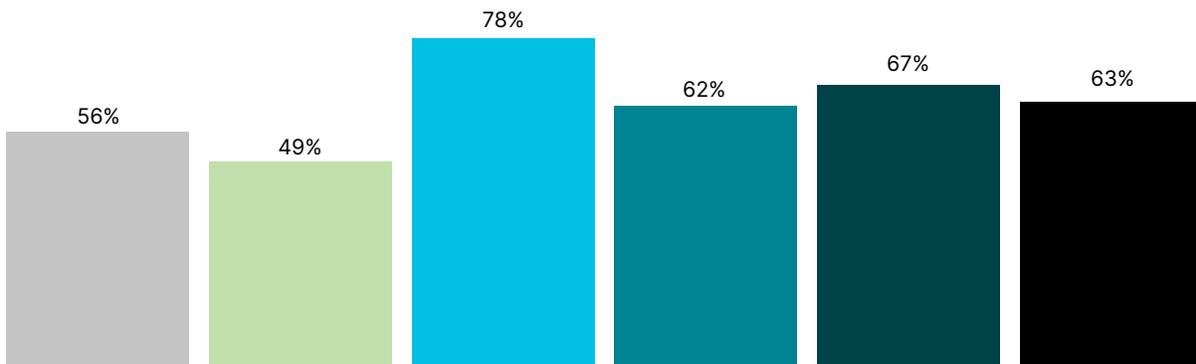
## ATTITUDES AND BARRIERS:

# Inflation and diversification drive interest

- Nearly half (46%) of respondents in Latin America and Africa say that certain cryptocurrencies are a great way to protect against inflation.
- In regions where the local currency has not experienced long-term devaluation, respondents were far less likely to say that cryptocurrencies guard against inflation, including the United States (16%) and Europe (15%).
- The majority of crypto owners in nearly every region said that owning cryptocurrency is a good way to diversify your assets, including more than three in four (78%) in Latin America.



Certain cryptocurrencies are a great way to protect against inflation



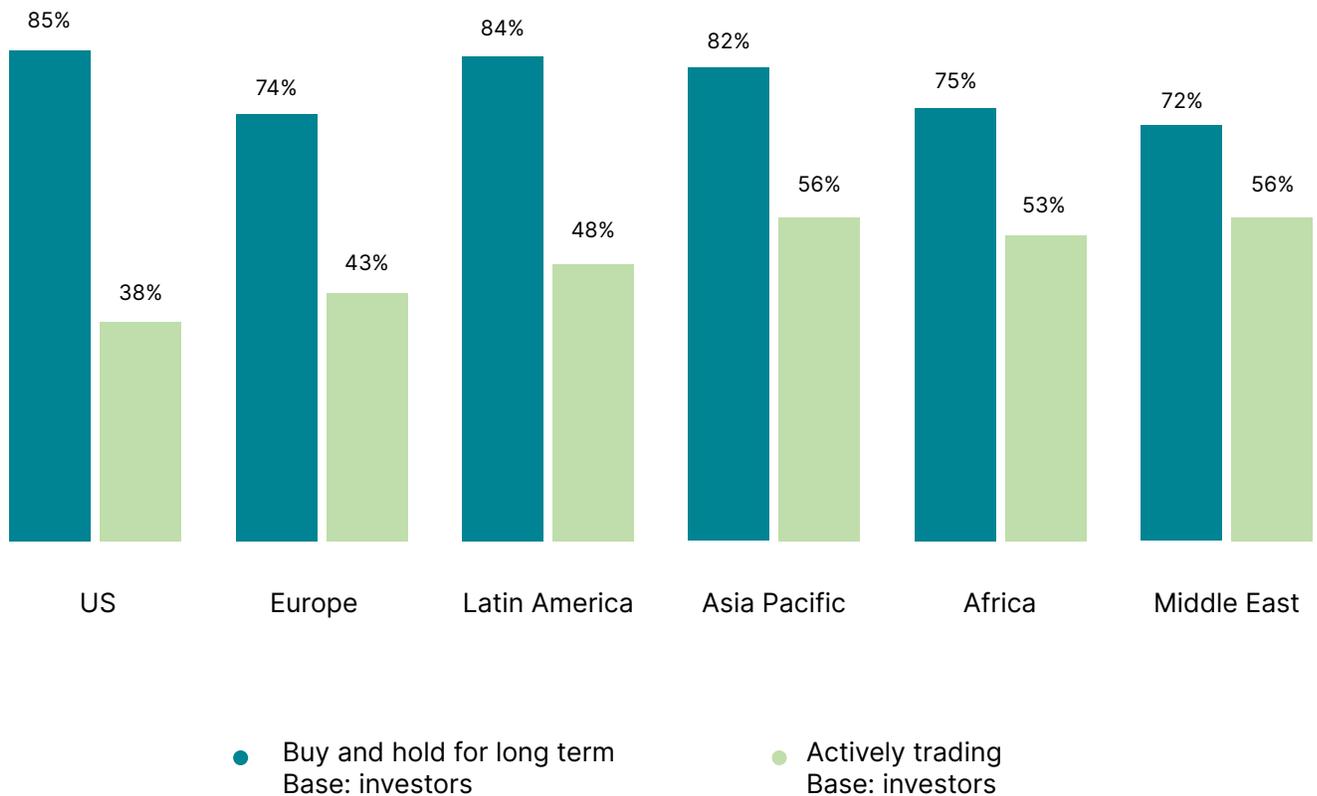
Owning cryptocurrency is a good way to diversify your assets (crypto owners)

● US ● Europe ● Latin America ● Asia Pacific ● Africa ● Middle East

## ATTITUDES:

# Globally crypto seen as a “store of value”

- The vast majority of crypto owners (79%) across regions say they buy and hold cryptocurrency for its long-term investment potential.
- More than half of crypto owners in Asia Pacific (56%), Africa (53%), and the Middle East (56%) reported actively trading (buying and selling) cryptocurrency as a way to achieve profits.



## REGIONAL FINDINGS:

# United States

### Ownership Nearly Doubled in 2021:

The number of crypto owners in the US nearly doubled in 2021 with 44% of respondents saying they first bought crypto in the past year. One in five (20%) in the US reported owning crypto.

### Women Are Crypto-Curious:

Currently only 32% of crypto owners are women, but more than half of the crypto-curious (51%) in the US are women. Among the crypto-curious who plan to purchase crypto in the coming year, 39% are women.

### Ownership Among Black

#### Americans Nearly Doubled:

In 2020, only 9% of crypto owners identified as Black. In 2021, 17% of crypto owners were Black. The number of Hispanic or Latino American crypto owners also increased from 2020 (13%) to 2021 (22%).

### A Call for Education:

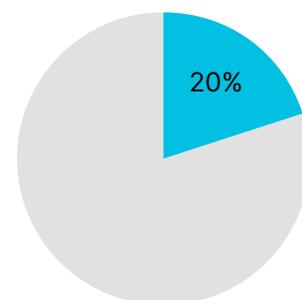
More than twice as many (42%) of Americans said that more educational resources would make them feel more comfortable purchasing cryptocurrency, compared to recommendations from friends (17%).

### The Future of Money:

Nearly one in four (23%) in the US say that cryptocurrency is the future of money. While significant, this figure lags behind other regions including Latin America and Africa, where 59% and 58%, respectively, say the same.

### An Inflation Hedge and “Store of Value:”

While only 16% of all respondents in the US say certain cryptocurrencies are a great way to protect against inflation, 40% of crypto owners in the US say the same. The vast majority of crypto owners in the US (85%) buy and hold cryptocurrency for its long-term investment potential or as a “store of value.”



- Haven't bought crypto yet
- Own crypto

## REGIONAL FINDINGS:

# Europe

### **Ownership Similar Across Developed Nations:**

Adoption of cryptocurrency in Europe (17%) is in line with developed nations, including Australia and the United States, where 18% and 20%, respectively, have bought crypto. However, when compared to the global picture (23% of all respondents), cryptocurrency ownership in Europe is lower.

### **Relatively High Levels of Crypto-Curious:**

When compared globally, the percentage of consumers who are interested in learning more or are likely to acquire cryptocurrency in the next 12 months is highest in Ireland (58%) and in Germany (53%), with 49% in the UK expressing strong interest.

### **Closing the Crypto Gender Gap:**

Just over a third (34%) of crypto owners in Europe are women. Notably within Europe, France and Ireland lead in terms of the percentage of female investors among crypto owners, at 45% and 40%, respectively. In Europe as a whole, among those who are planning to buy crypto in the coming year, nearly half (49%) are women.

### **Strong 2021, Slower Adoption Ahead:**

Two in five (40%) of all investors in Europe first bought crypto in 2021. However, respondents in Europe who have not yet bought crypto were less likely to say they plan to purchase crypto (7%) compared to 21% globally. Intention to buy in the next year among those who had not yet purchased crypto within Europe is strongest in Germany (11%), Ireland (9%), and the UK (8%).

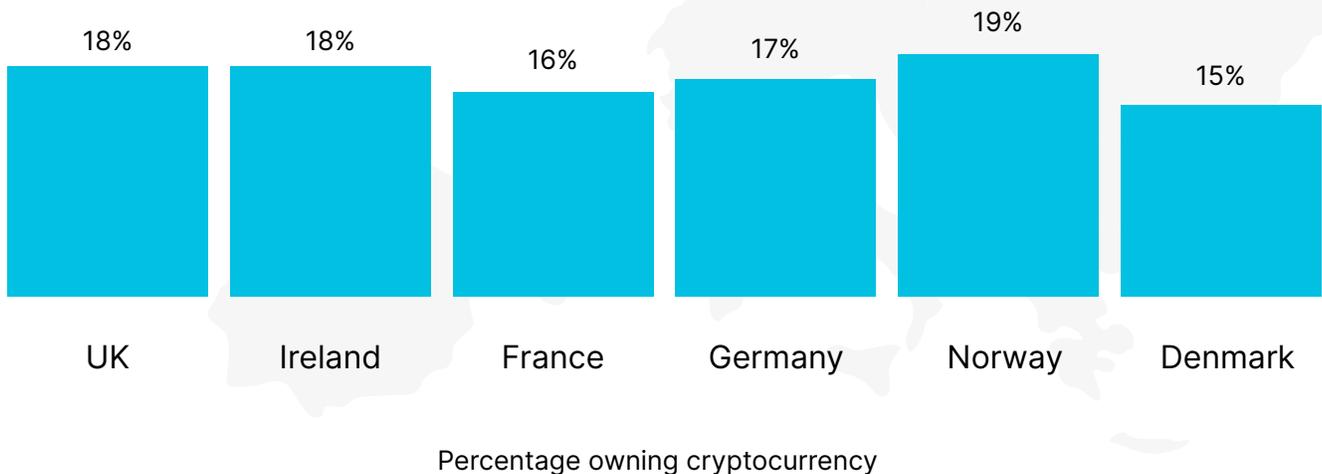
## REGIONAL FINDINGS:

# Europe

**Caution Leads:** Europeans are less likely than consumers in other markets to see cryptocurrency as the future of money (19% compared to 38% globally), as a way to protect against inflation, or a good way to diversify their assets. This could be related to the relative stability of local currencies in Europe compared to other nations that have seen greater inflationary pressures over the last 10 years.

**Social Interest Lags:** Only 15% of those in Europe said they talk about cryptocurrency with friends, compared with 30% globally.

**Long-Term Focused:** Many European countries rank strongly for their long-term conviction in crypto, with 80% of UK investors, 79% of German investors, and three-quarters (75%) of French investors buying and holding for the long term. This is a stark contrast to those who are actively trading, with European investors ranking toward the bottom of the table, notably just 40% of UK investors and 39% of Irish investors actively trade crypto.



## REGIONAL FINDINGS:

# Middle East

### High Adoption:

Wealthy developing nations Israel and UAE experienced relatively high adoption of cryptocurrency (28% and 35%, respectively), compared to developed countries (17%).

### VC Funding a Potential Driver:

With 2021 seeing record venture capital (VC) investment in blockchain technology companies, Israel, which ranked second in 2021 for per capita VC investment, also experienced high crypto adoption (28%).

### Low Adoption Among Women in UAE:

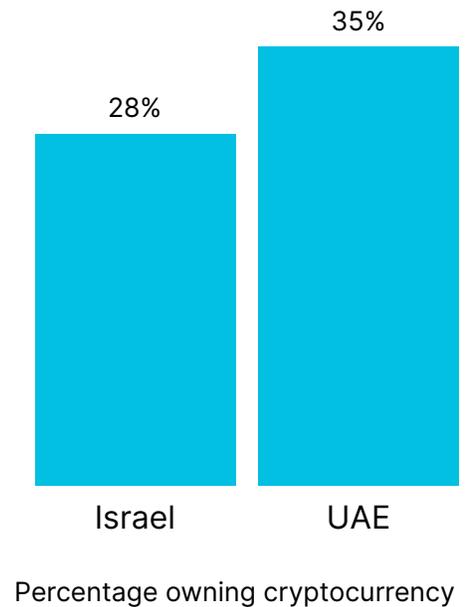
Compared to other developing countries, the UAE has low crypto adoption among women, with only 32% of crypto owners being women, compared to 43% among all developing nations.

### High Interest in Crypto in UAE:

Nearly a third (32%) of non-owners in the UAE say they are likely to purchase crypto in the next year.

### A Third Use Crypto for In-Person Purchases:

A third (33%) of those in the UAE who own some crypto use it to make in-person purchases at brick-and-mortar retailers, compared to just 19% of owners globally.



## REGIONAL FINDINGS:

# Africa

### Moderate Adoption, High Intent:

In the African countries surveyed, more than one in five (22%) own crypto. However, among non-owners, 36% plan to purchase crypto in the coming year.

### Interest High in Nigeria:

In Nigeria, more than two in five (44%) non-owners are interested in buying crypto in the coming year.

### Trust in Crypto:

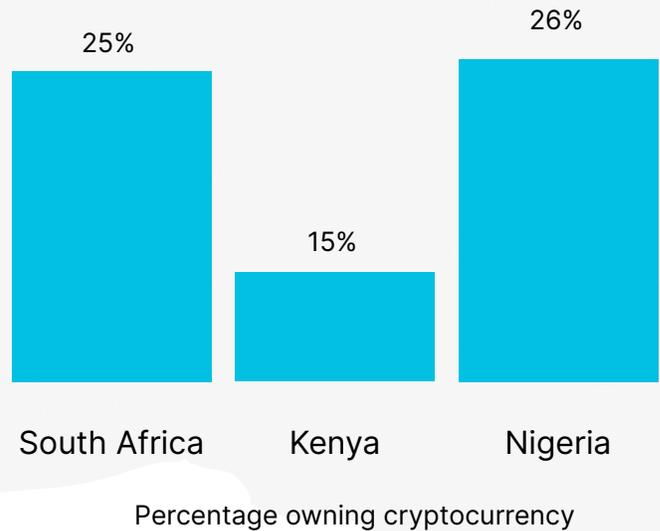
Second only to Latin America, only 14% of non-owners in Africa said they have not bought cryptocurrency because they don't trust it, compared to 27% globally.

### A Desire for Education:

Respondents in Africa were the most likely (56%) to say that more educational resources would help them become more comfortable purchasing cryptocurrency, compared to 40% globally.

### High Accessibility:

Those in Africa were also most likely (59%) to say that cryptocurrency is accessible to everyone, compared to 43% of respondents globally.



## REGIONAL FINDINGS:

# Asia Pacific

### Leaders in Adoption:

Several Asia Pacific markets are global leaders in cryptocurrency adoption, including Indonesia (41%), Singapore (30%), and Hong Kong (24%). Indonesia ranks high globally for overall crypto adoption, with more than two in five in the country holding cryptocurrency.

### Tipping the Gender Scale:

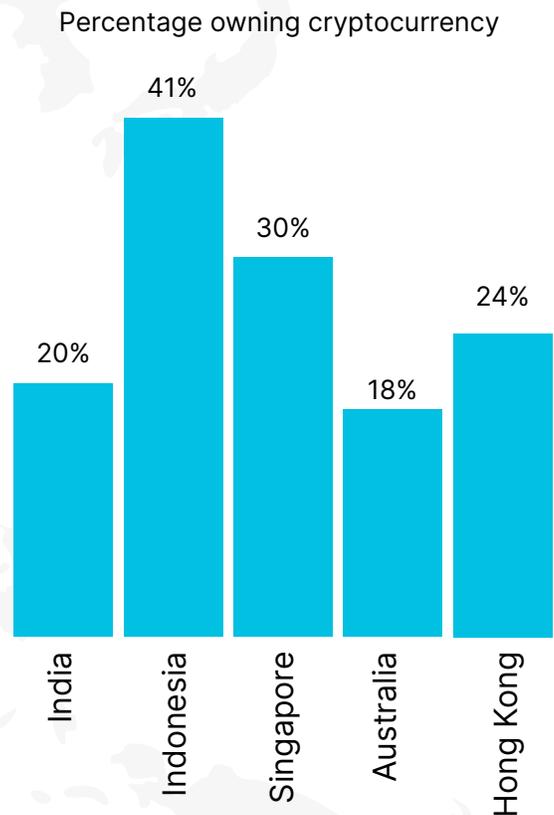
More women in Asia Pacific are investing in cryptocurrency, with two in five crypto owners in Singapore (40%) and India (38%) being women. Notably, Indonesia is one of just two countries surveyed globally, and the only country in Asia Pacific, where more women (51%) own cryptocurrency than men.

### 2021 Was a Breakout Year in Asia Pacific:

Nearly half (45%) of all crypto owners in the region first bought crypto in 2021. Interestingly, more than half of crypto owners in Hong Kong (51%) and India (54%) got started in 2021.

### Crypto as a Hedge Against Inflation:

Nearly two in three crypto investors in India (64%) and Indonesia (64%) believe that cryptocurrencies are a hedge against inflation. Even with its stable fiat currency, more than two in five crypto investors in Singapore (42%) turn to crypto for its inflation-hedging properties.



## REGIONAL FINDINGS:

# Latin America

### **Brazil is a Global Leader in Adoption:**

Cryptocurrency ownership rates are very high in Brazil, where roughly 41% of adults own some cryptocurrency.

### **Closing the Crypto Gender Gap:**

Among current owners of cryptocurrency in Brazil, nearly half (45%) are women. Among non-owners in Brazil who plan to purchase crypto in the next year, more than half (55%) are women.

### **Inflation is a Driver of Adoption:**

Over the last 10 years, local currencies in Mexico and Brazil have been devalued against the USD by 64% and 218%, respectively. Currency devaluation is correlated with intention to purchase crypto globally, with 37% of those who don't own crypto in Latin America saying they plan to become investors in the next year.

### **High Trust in Crypto:**

Among respondents in Latin America, only 12% said they have not yet purchased cryptocurrency because they don't trust it, compared to a third (33%) in the U.S. and Europe.

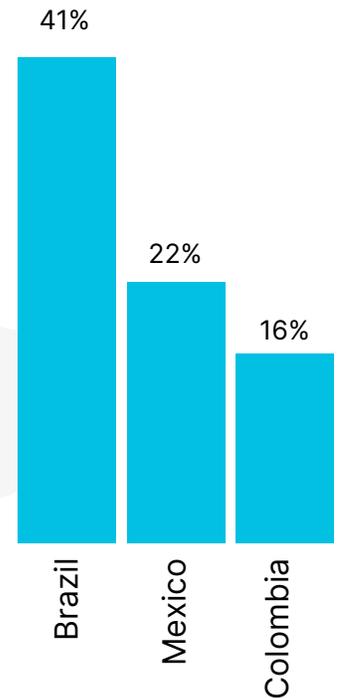
### **Government Backing Less of A Concern:**

Only 13% of those in Latin America who haven't yet bought crypto said they were concerned about crypto not being backed by the government or other assets, compared to one in five (20%) in the U.S. and Europe.

### **Crypto is the Future in LatAm:**

The majority of respondents in Brazil (66%) said that cryptocurrency is the future of money, compared to 23% in the U.S.

Percentage owning cryptocurrency





Join Gemini to buy, sell, store and earn interest  
on your cryptocurrency with peace of mind.

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Learn more at [cryptopedia.com](https://cryptopedia.com)