

momentum

#TUESDAYTALK

Let's talk insights

Consumer perceptions towards
cryptocurrency.





01

66% of global consumers familiar with NFTs would be more likely to attend a digital/virtual event if a digital collectible was included as part of their event ticket.

(Source: Momentum Worldwide's Proprietary Research)



02

58% of global consumers familiar with NFTs would be comfortable paying for things with cryptocurrency like Bitcoin, Ethereum or Dogecoin.

(Source: Momentum Worldwide's Proprietary Research)



03

35% of global Gen Zs believe that NFTs are the future of commerce (compared to 19% of global Boomers).

(Source: Momentum Worldwide's Proprietary Research)



04

**23% of Millennials collect NFTs
as a hobby or investment.**

(Source: Momentum Worldwide's Proprietary Research)



05

There were over 4000 cryptocurrencies as of 2021, with Ethereum, Bitcoin, Tether, XRP, and Litecoin comprising 83% of the market.

(Source: Statista)

For more information, contact: info@momentumww.com
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