

# Stablecoin Utility Report 2026

How global consumers use stablecoins to unlock their money.

**BVNK**

IN PARTNERSHIP WITH

**YouGov**<sup>®</sup>

**coinbase**

 **Artemis**

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# Overview

# Contributors

## BVNK

BVNK is the stablecoin-powered financial stack for enterprises. Build financial products. Unlock new markets. Move money in seconds across 130+ countries. Trusted by global leaders like Worldpay, Deel and Flywire, processing billions annually.



**Chris Harmse**  
Co-Founder & Chief Business Officer



**Nicki Cho**  
Global Content & Brand Comms

## YouGov<sup>®</sup>

YouGov is an international online research data and analytics technology group. Its mission is to supply accurate data and insights into global opinions, enabling informed decision-making. Through its global online panel, YouGov offers a comprehensive suite of research solutions, from syndicated tools to customized trackers.



**Naomi Barber**  
Associate Director, Financial Services Research



**Matthew Palframan**  
Director, Financial Services Research

## coinbase

Coinbase is on a mission to increase economic freedom for 1 billion people. We provide a trusted platform and critical infrastructure to update the financial system, making crypto easy and accessible worldwide.



**Alec Lovett**  
Head of Developer Product Group



**John Turner**  
Product Lead, Stablecoins

## Artemis

Artemis is the premier analytics platform for blockchain data. Industry leaders like Visa, Grayscale, Pantera, VanEck, Tether and more trust Artemis to help them understand what is really happening onchain and offchain.



**Anthony Yim**  
Co-Founder & CEO



**Andrew Van Aken**  
Data Scientist

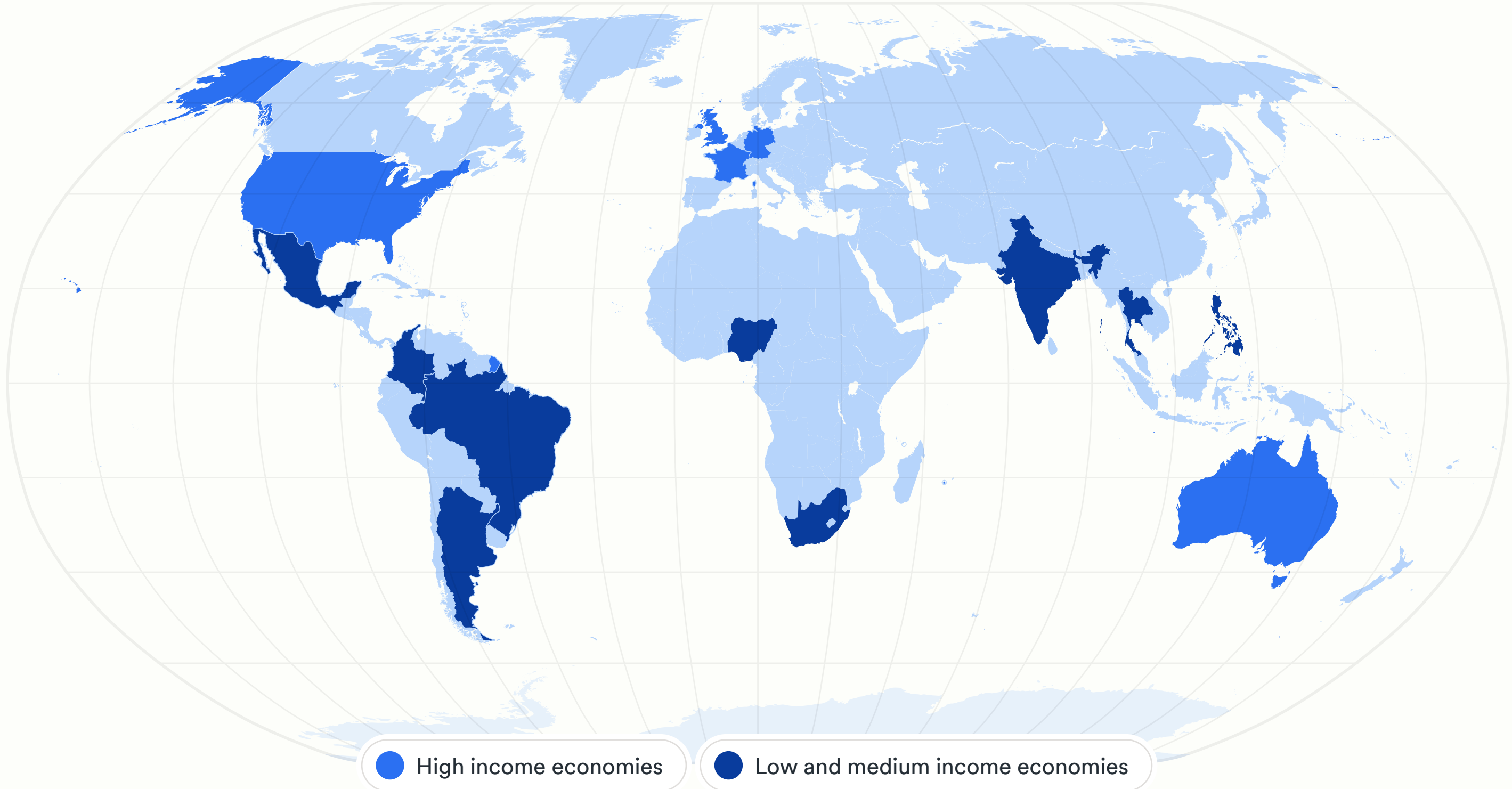
# Methodology

**YouGov surveyed 4,658 adults aged 18+ years across 15 countries.**

All respondents either currently hold/held cryptocurrency including stablecoins in the last 12 months, or intend to acquire cryptocurrency including stablecoins in the next 12 months. The sample was sourced from YouGov’s panel of preferred suppliers. Fieldwork conducted online by YouGov September – October 2025.

## Regional coverage

Throughout this report, we analyze data across 15 countries grouped into 7 regions. Where aggregated for comparison, we group by their World Bank income classifications.



- North America**
  - USA
- Latin America**
  - Brazil
  - Argentina
  - Colombia
  - Mexico
- Europe**
  - UK
  - France
  - Germany
- Southeast Asia**
  - Philippines
  - Singapore
  - Thailand
- South Asia**
  - India
- Africa**
  - Nigeria
  - S. Africa
- Asia-Pacific**
  - Australia

# What are stablecoins?

Stablecoins are a type of digital currency designed to maintain a stable value by being pegged to a reserve asset, such as a fiat currency like the US dollar. Examples include USD Coin (USDC), Tether (USDT) and PayPal USD (PYUSD).

Unlike traditional cryptocurrencies such as Bitcoin, which fluctuate in value, stablecoins aim to stay at \$1, making them useful for payments and transfers rather than investment or speculation. Transactions occur directly on digital ledgers (blockchains) instead of moving through traditional banking systems, allowing users to send and receive payments globally in seconds rather than days.

Stablecoins provide consumers with global purchasing power regardless of local currency limitations, while businesses benefit from faster cross-border transactions and access to new markets. Regulatory frameworks are evolving in several countries, including the [GENIUS Act](#) in the United States, to enable mainstream adoption.

The stablecoin market has grown to over

**\$300 billion**

# Executive summary

56%

intend to acquire more stablecoins in the next 12 months.

54%

held stablecoins in the last 12 months.

13%

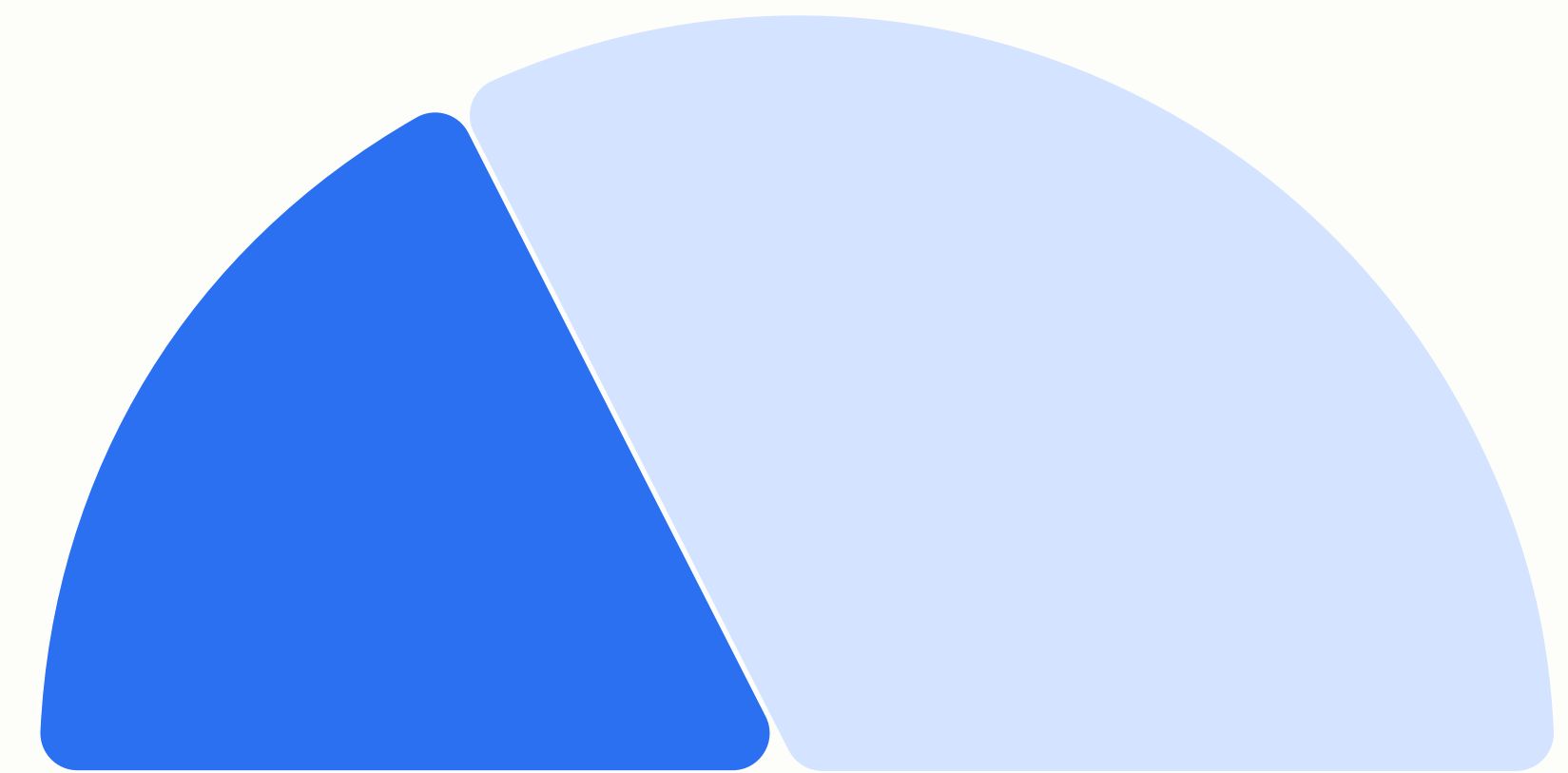
do not hold stablecoins, but intend to acquire.

## Stablecoin holdings are rising fast.

Half of stablecoin holders increased their holdings in the last 12 months. Over half (56%) plan to acquire more in the next year, while 13% of non-owners intend to start. Ownership skews young and entrepreneurial. Men are more likely to own stablecoins (60%), except in Africa where women are equally likely (51%).

## Stablecoins have become an important part of modern wealth.

Stablecoin holders are willing to allocate one-third of their savings to crypto and stablecoins. Those who get paid in stablecoins (freelancers, gig workers, marketplace sellers) receive around 35% of their income this way. 3 in 4 say it has increased their ability to do business internationally. Desire to get paid in stablecoins is highest in Africa and APAC.



35%

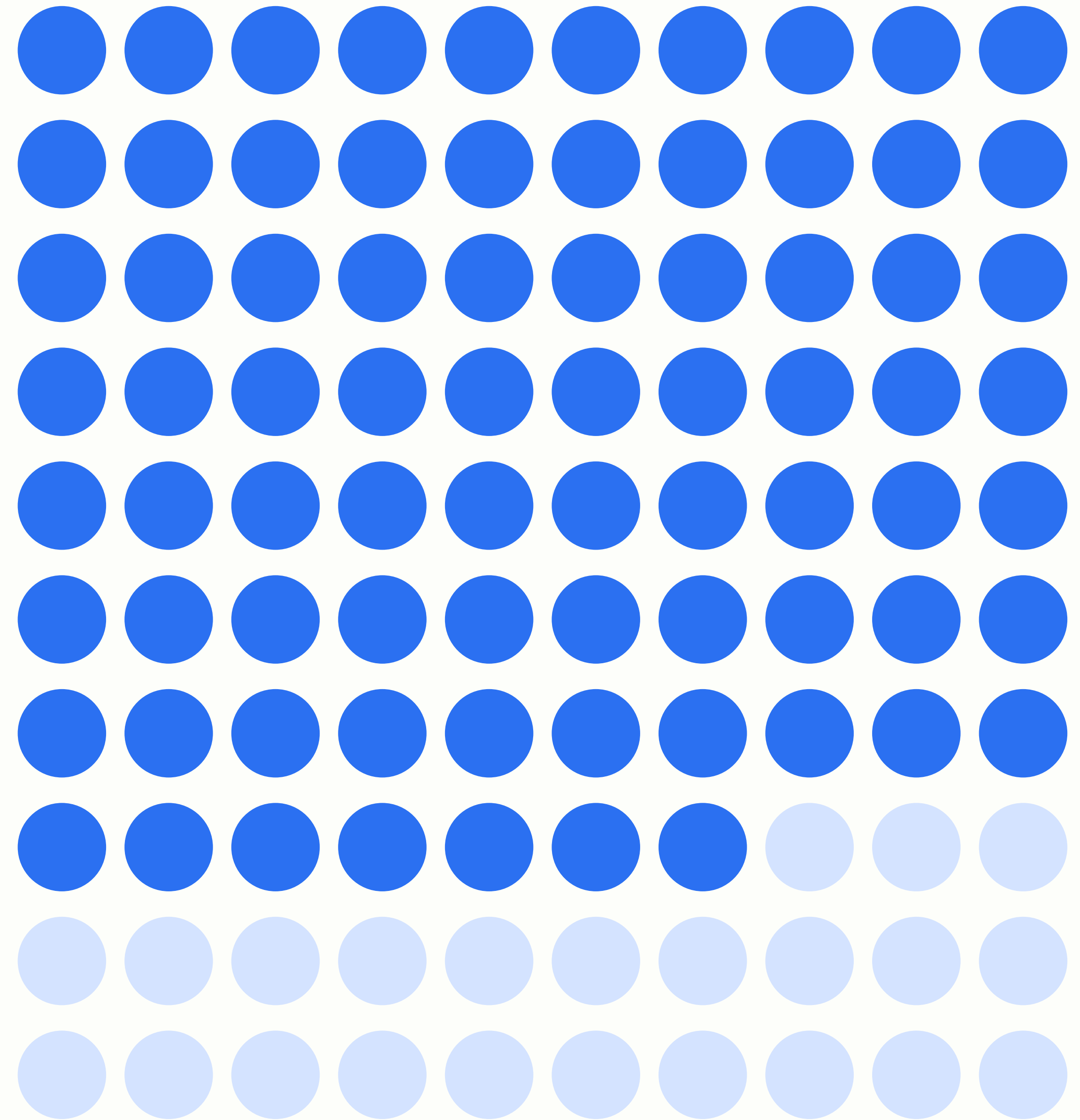
of freelancer and seller annual earnings received in stablecoins (mean).

# For wallets, exchanges dominate, but banks and fintechs have a strong right to play.

Centralized exchanges remain the primary way that consumers acquire and manage stablecoins. But trust in traditional finance runs deep: 77% would open a stablecoin wallet if their bank or fintech app offered one.



would open a stablecoin wallet if their bank or fintech app offered one.



28%

convert or spend stablecoins within days.

23%

convert or spend within 1 to 3 weeks.

16%

convert or spend within 1 to 2 months.

## Stablecoins move. They're not stuck in wallets.

Most holders convert or spend quickly – more than 1 in 4 (28%) do so within days. Merchant acceptance is a critical blocker. Desire to spend stablecoins exceeds actual spending in every spend category we tested, and almost 3 in 4 (71%) are likely to use a card to spend their stablecoins. Stablecoin acceptance drives new customer acquisition: half of stablecoin holders have bought something from a business *specifically* because it accepted stablecoins.

## Stablecoin users want mainstream payment behaviour.

Lower fees (30%), security (28%), and global access (27%) drive current adoption of stablecoin payments. But holders dislike complexity – too many steps, network choices, irreversible transactions. The gap is clear: consumers want stablecoin payments to work like any other payment. Universal acceptance, seamless UX, built-in consumer protection. No compromises.

42%

want to spend crypto on major purchases.

28%

currently do.

The spending gap

# Foreword

## There's a disconnect in how we talk about stablecoins.



**Chris Harmse**

Co-Founder & Chief Business Officer, BVNK

On one side, you see the macro numbers: hundreds of billions in market cap, trillions in annual transaction volume, exponential growth curves.

On the other hand, if you're sitting in San Francisco, Paris, or London, you might be thinking: When was the last time I paid for something in stablecoins? When did I see a "pay with stablecoins" option on a website? The skepticism feels rational. Are people actually using these?

The industry is good at tracking on-chain data. What's been harder to come by is insight from stablecoin holders themselves: their behaviors, friction points, what they really want. The answers tend to be anecdotal, based on conversations rather than research.

I speak to heads of payments and CPOs at enterprises weekly. They're all building stablecoin offerings now, and they all ask me the same things: How do people use stablecoins once they have them? If they convert to fiat, how quickly? Which markets show the highest desire to pay in stablecoins? What factors matter most about the payment experience?

These aren't academic questions. They're fundamental to product strategy. And that's what we set out to learn more about in this report.

We partnered with YouGov to survey over 4,600 stablecoin holders across 15 countries, asking questions about usage patterns and preferences. Not just ownership, but behavior: how they acquire them, what they do with them, whether they're getting paid in them, what frustrates them, what they'd change.

What we found was revealing. Half of holders increased their holdings in the last year. Those getting paid in stablecoins – freelancers, gig workers, marketplace sellers – receive about a third of their annual income this way. Around three quarters of cross-border workers report stablecoins have meaningfully improved their ability to work internationally. This is stablecoins unlocking money: speed instead of delay, access instead of barriers, opportunity where the old system said no.

But there's still a gap. The desire to spend stablecoins far exceeds actual spending across every category we tested. It tells you something important: the infrastructure isn't the problem anymore. It's acceptance and integration.

What users actually want is straightforward. They want stablecoin payments to work like the payments they already know: universal acceptance, simple UX, security and consumer protection built in. The things that make a payment method feel normal.

With regulatory clarity now in place across many markets, that's becoming possible. The pieces are there. Companies are building. And when you understand what users actually need, the friction becomes solvable.

This report maps that territory. It's aimed at everyone building in this space: the questions inside will likely look familiar, and the answers might reshape how you think about your stablecoin strategy.

# Key findings

Owning stablecoins	13
Managing stablecoins	20
Spending stablecoins	26
Getting paid in stablecoins	37
Payment experience	41

# Owning stablecoins



# Holdings are growing, momentum is accelerating.

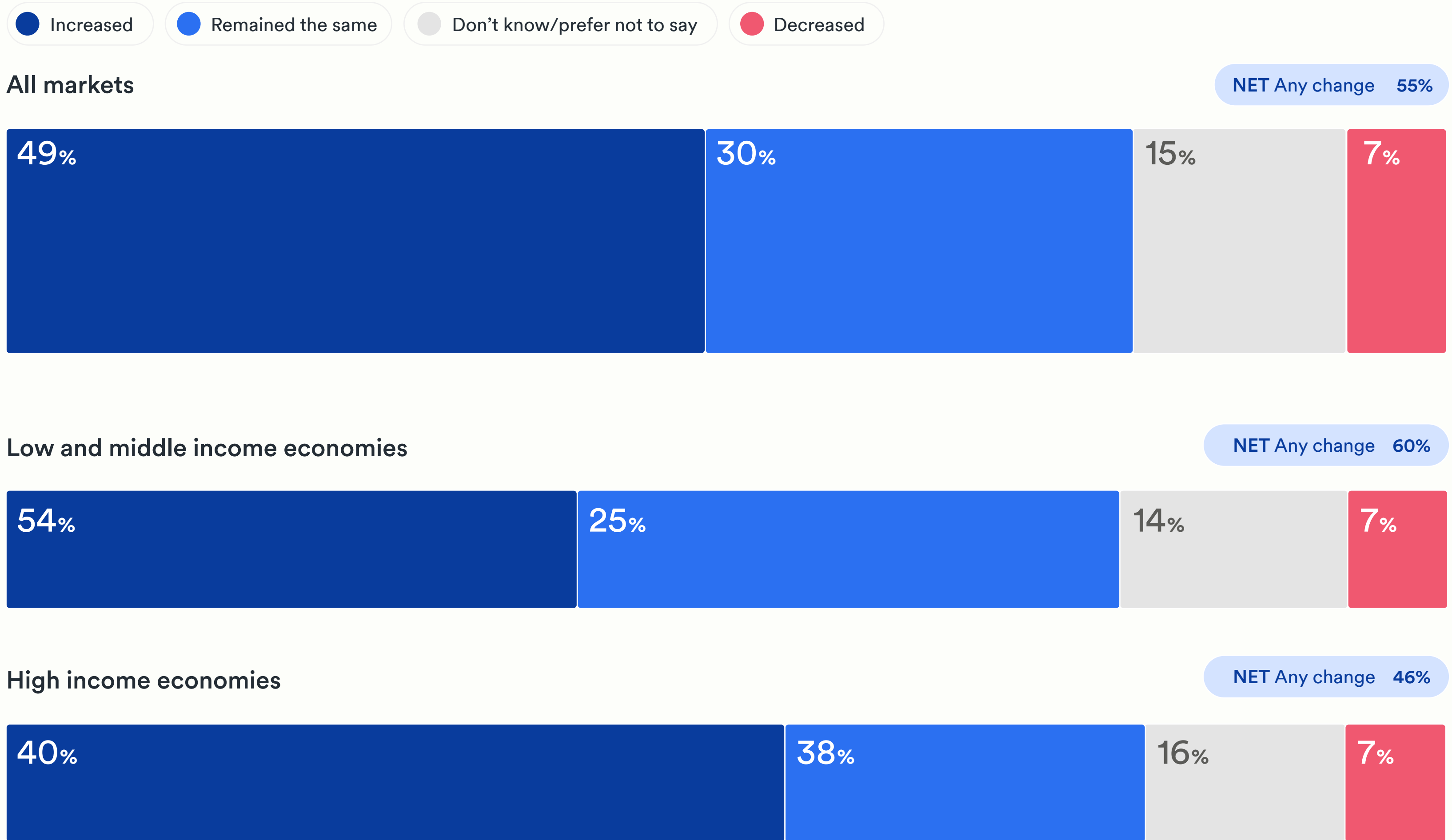
Among respondents, a higher proportion own stablecoins in low and middle-income economies (60%) than in high-income ones (45%), with Africa leading at 79%.

Average holdings remain modest, averaging under \$200 globally, but high-income economies hold substantially more, around \$1,000 in stablecoins.

# Half of stablecoin holders have increased their holdings in the last 12 months.

Only 30% held steady. This growth is recent: just over half (51%) of crypto owners first acquired their stablecoins in the last two years, rising to 57% across Latin America, Southeast Asia, South Asia and Africa.

FIG 1.0 How stablecoin holdings have changed



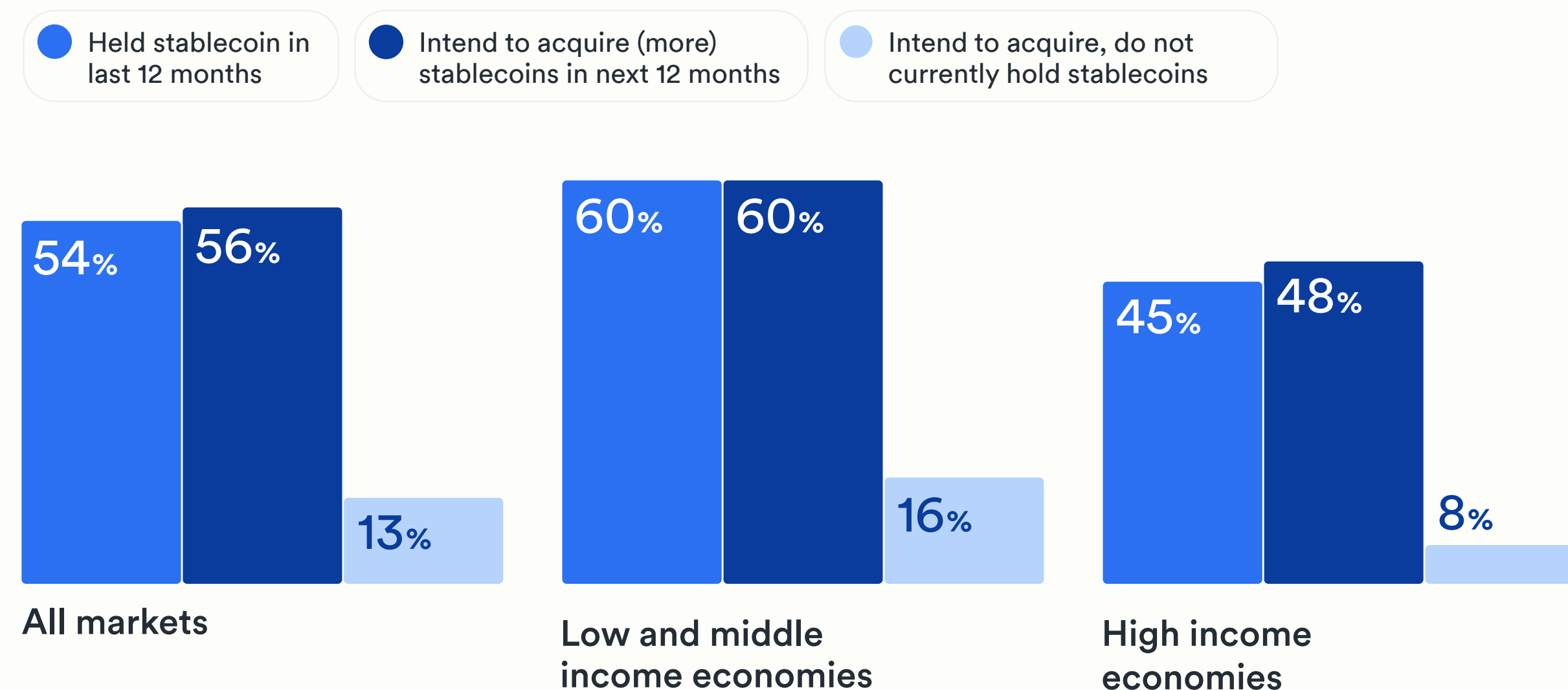
# Intent to own is high, particularly in Latin America, Africa, South Asia and Southeast Asia.

Over half (56%) of current crypto or stablecoin owners plan to acquire more stablecoins in the next 12 months. Among non-owners, 13% intend to start. Intent among non-owners is twice as high in low and middle-income economies compared to high-income ones. Africa shows the highest ownership (79%) and the strongest forward intent (76%). High-income economies are playing catch up but intent to own remains strong, with roughly 1 in 2 (48%) planning to purchase in the next year.

# +73%

Africa has the highest increase in the amount of stablecoins held over the last 12 months.

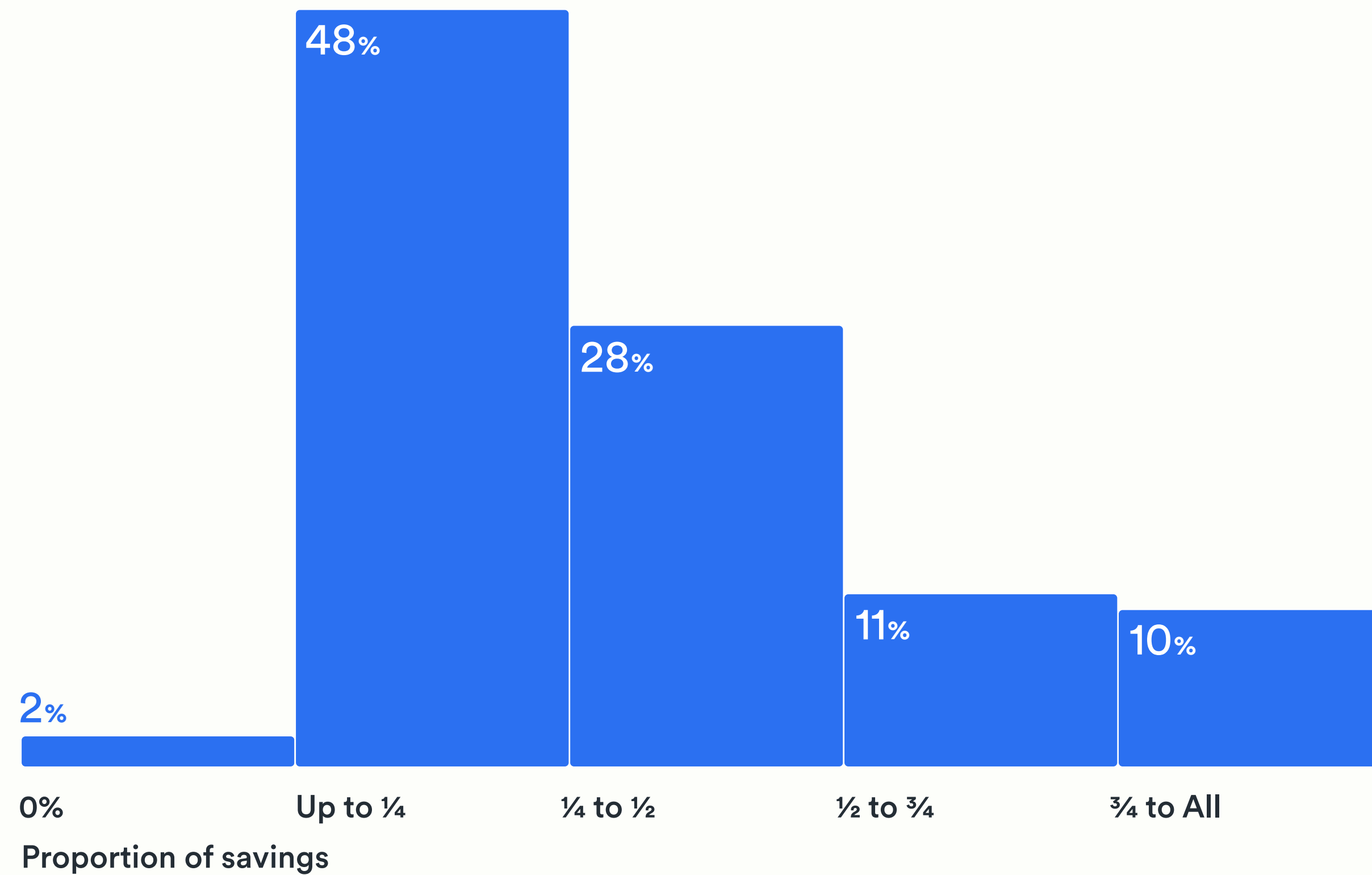
**FIG 1.1** Current stablecoin ownership and intent to acquire



# Stablecoins have become a core wealth allocation.

Current and prospective stablecoin holders allocate around one-third of their savings to crypto and stablecoins. This isn't fringe behaviour. It's a deliberate portfolio decision reflecting where holders see value, access and control.

FIG 1.2 Stablecoins as proportion of total savings



34%

Overall mean

36%

Mean for low and middle income economies

29%

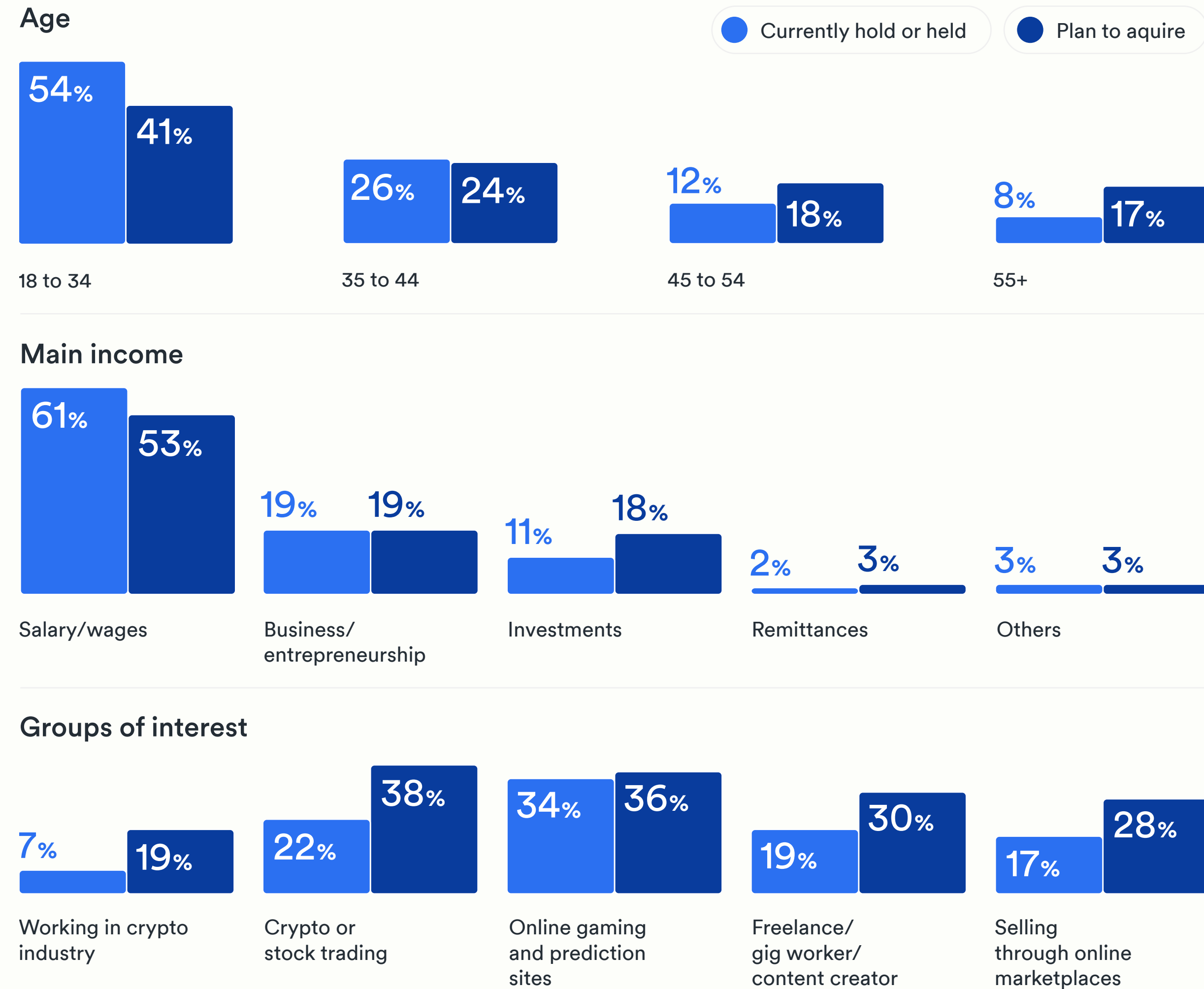
Mean for high income economies

# Ownership skews young, entrepreneurial, and outside the West – gender-balanced.

More than half of owners and prospective acquirers are aged 18-34. Around six in ten current or recent owners are men, but in low and middle-income economies the gender split narrows (43:57), and in Africa it's more balanced (51:49).

Those earning through business, entrepreneurship, or active trading are more likely to own or show interest. In low and middle-income economies 85% say their country's economic situation influences their use of stablecoins and crypto. In Africa, that figure hits 92%.

FIG 1.3 Demographics of stablecoin ownership



**This is money solving  
real problems,  
not speculation.**

# Managing stablecoins

# Centralized exchanges still dominate

Despite crypto's decentralized origins, the most popular way to acquire and manage stablecoins remains centralized exchanges. Buying methods: centralized exchange (34%), crypto wallet apps (28%), crypto brokers (17%).



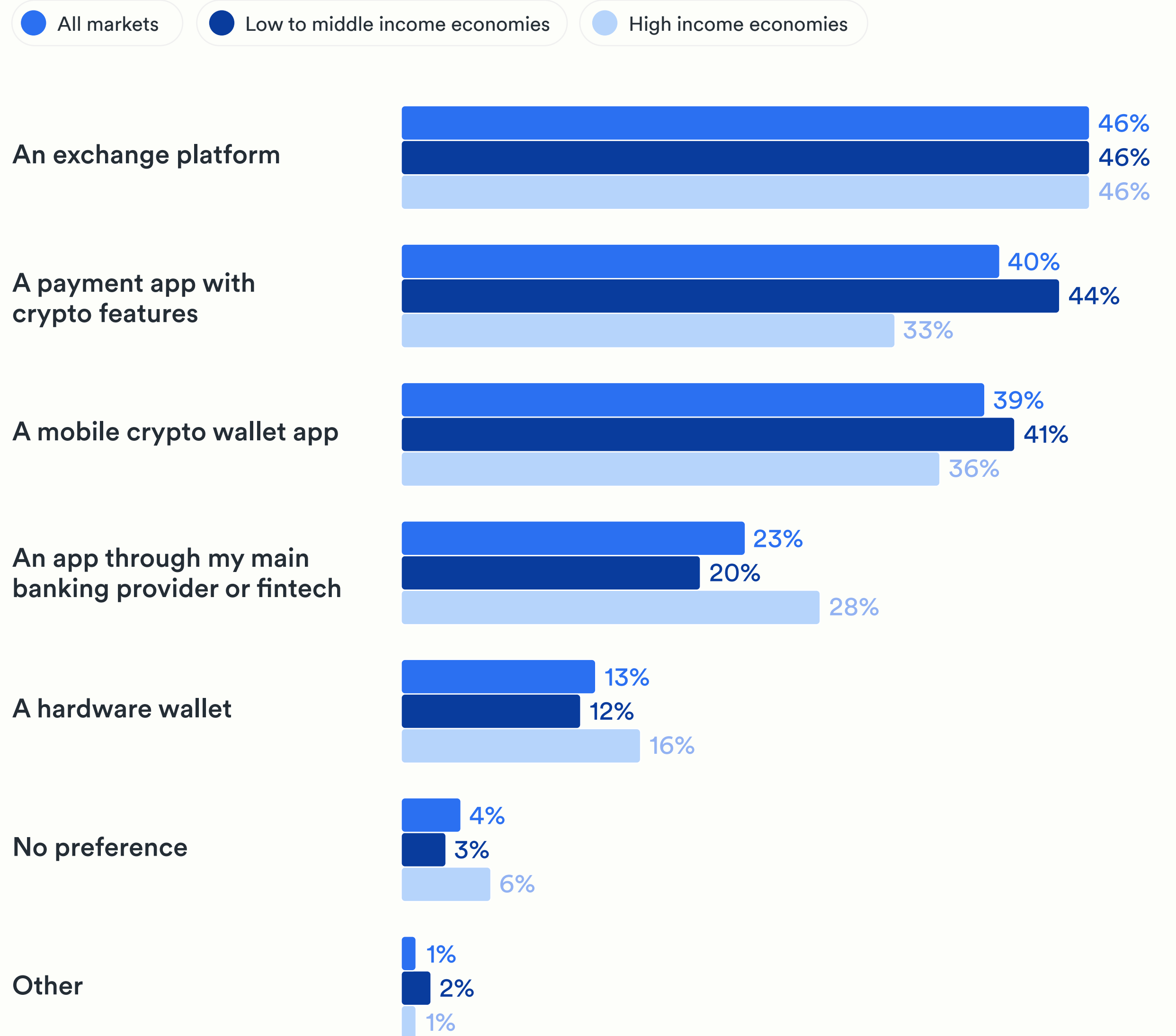
# For managing their stablecoins and crypto, almost half prefer to use exchange platforms.

Low and middle income economies tilt slightly more toward payment apps and mobile crypto wallets, but exchanges still lead.

# 46%

Prefer to use exchange platforms to manage stablecoins across all market types

FIG 2.0 Preferred platform for managing stablecoins



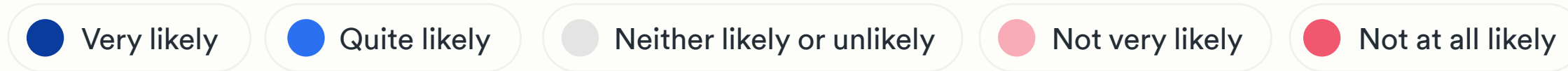
# Personal banking and fintech apps have a strong right to play if they act now.

More than three-quarters (77%) would open a crypto or stablecoin wallet within their personal banking or fintech app if offered. This holds across all markets. In high-income economies, 67% say they're likely, with another 22% unsure and likely to need more information.

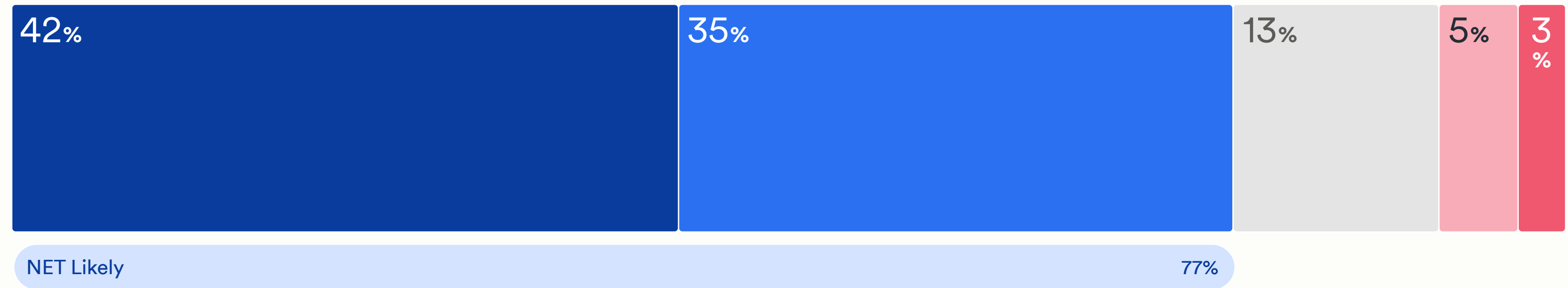
# 91%

Africa has the highest amount of those who say they would be likely to open a cryptocurrency wallet with their personal banking app.

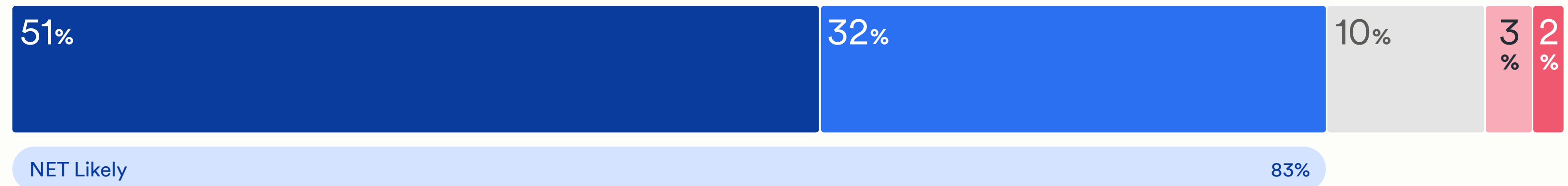
**FIG 2.1** Likelihood to open a stablecoin wallet in personal banking app



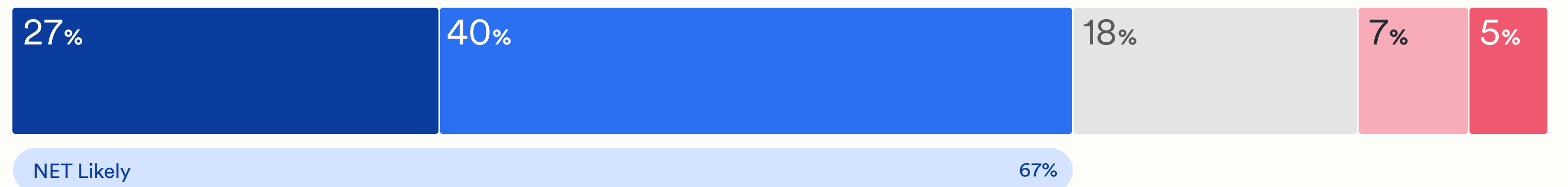
## All markets



## Low and middle income economies



## High income economies



**The trust is already there.  
The infrastructure gap is the  
only thing holding banks back.**

# Commentary

## The financial system is embracing stablecoins at all levels.

### coinbase



**Alec Lovett**

Head of Developer Product Group



**John Turner**

Product Lead, Stablecoins

Institutional buy-in is largely driving the trillions in stablecoin transaction volume today, but consumer adoption is poised to explode with the right regulatory and infrastructural groundwork being laid today. The same benefits that banks and enterprises are leveraging – instant settlements, low fees, enhanced liquidity – can translate to better money management at the individual level, too.

In countries where local fiat currencies are more volatile and less reliable, we’re seeing that crypto-native and “crypto-curious” users are quick to recognize the worth of stablecoins beyond their monetary value. Stablecoins enable better cross-border payments, more passive income

opportunities, and more efficient global payroll – all features that can counteract regional economic friction for consumers and business owners.

Achieving mainstream adoption and utility in the United States, for instance, is also looking more like a reality in 2026 thanks to the momentum brought on by the GENIUS Act (passed July 2025) and USDC, the fastest growing USD-pegged stablecoin, as the digital economy’s core infrastructure.

The GENIUS Act establishes a federal framework for “payment stablecoins,” mandating 1:1 backing with cash or short-term U.S. Treasuries. By codifying transparency and cybersecurity standards, the Act classifies these assets as

reliable cash equivalents. This clarity has bolstered institutional trust while strengthening consumer protections, which we predict will supercharge adoption in the coming months and years.

USDC exemplifies the transformative potential of stablecoins and is beginning to realize that potential with tangible results. Its adoption spans diverse use cases, with companies like Shopify and Deel leveraging USDC to streamline operations and enable instant, 24/7 transactions. This is meaningful progress toward bridging the gap between the supply and demand for merchant acceptance of stablecoins.

Looking ahead through 2026, we expect a strategic convergence on real-world utility and distribution. The infrastructure is already here, as scalable Layer 2 (L2) rails are making onchain settlement invisible while we build the intuitive apps that can now make peer-to-peer and cross-border payments as simple as sending a text.

Beyond simple transactions, the future of stablecoins is also evolving for traders. More close collaboration with regulators means we’re seeing brand new use cases emerge, such as USDC as collateral for US futures trading. Stablecoins are also becoming the liquidity layer for Real-World Asset (RWA) tokenization and AI-driven commerce. As equities and funds move onchain, stablecoins will facilitate 24/7 trading and settlement for a new always-on market. Stablecoins becoming the native financial rails for autonomous AI agents further solidifies their role as the foundation of a modern, programmable financial system.

# Spending stablecoins

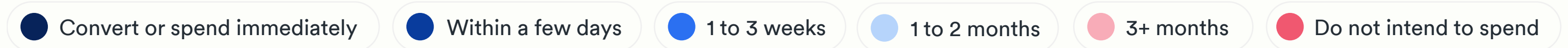
# Stablecoins move. They don't sit still.

Among stablecoin holders, 45% convert to local currency and 27% spend directly on goods and services. Only one in ten say they don't intend to spend at all.

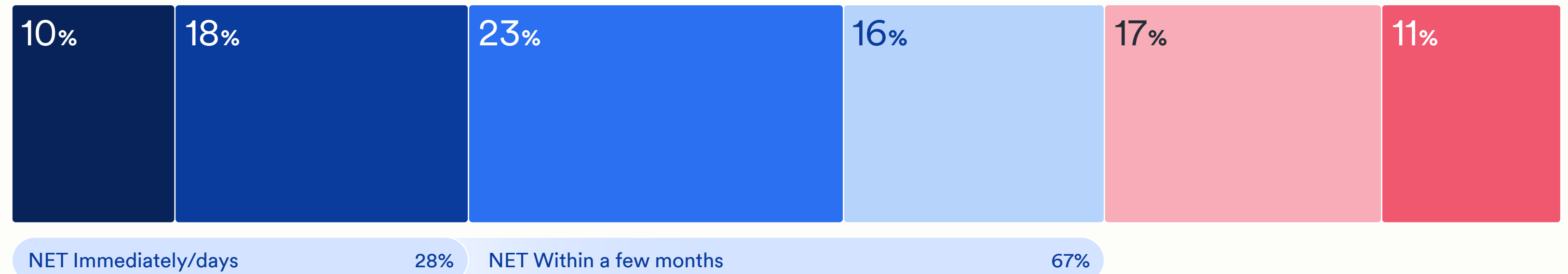
Most act quickly. 40% convert or spend within months; 28% do so immediately or within days.

Direct spending is highest in APAC (39%) and South Asia (36%). Top triggers for conversion: everyday spending needs and favourable exchange rates.

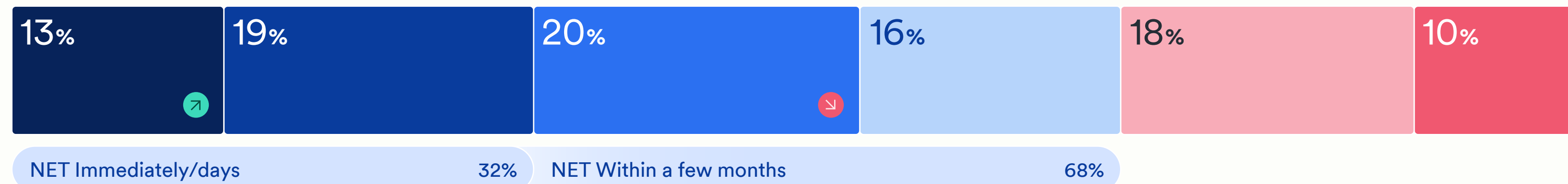
FIG 3.0 How long stablecoins are stored before spending or converting



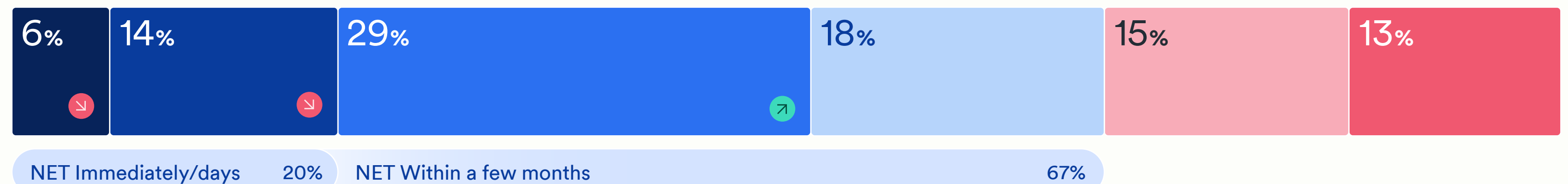
## All markets



## Low and middle income economies

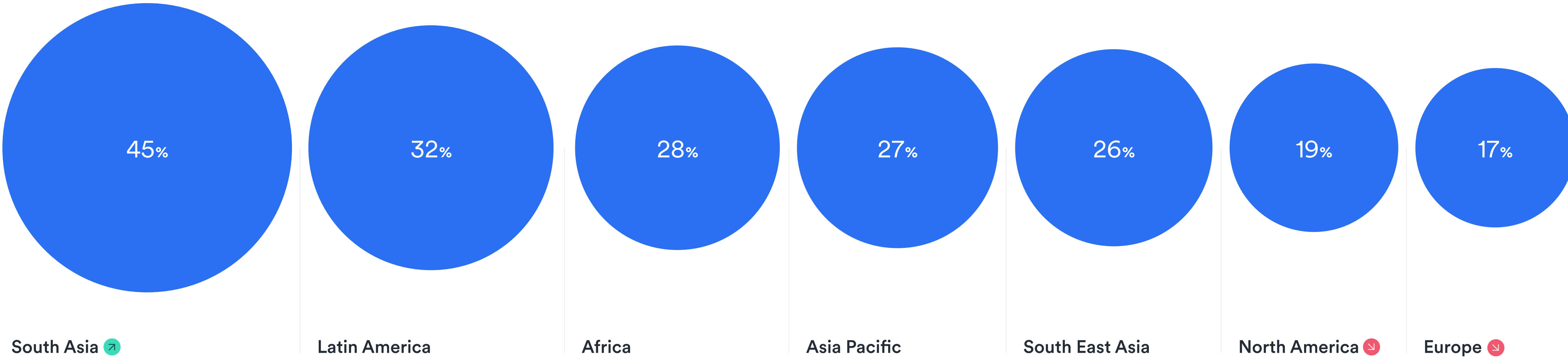


## High income economies



# Speed varies by region – 45% of South Asian holders convert immediately or within days, versus 17% in Europe.

FIG 3.1 Regions that convert stablecoins immediately or within days



Significantly higher than mean      Significantly lower than mean

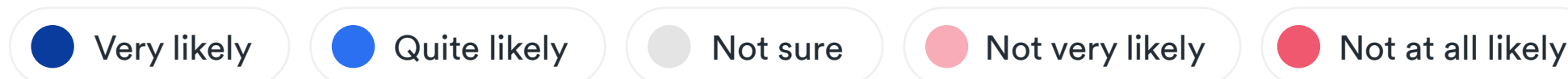
# Interest in stablecoin cards is high.

Almost three-quarters (71%) would use a linked debit card to spend stablecoins, rising to 78% in low and middle-income economies. Users want stablecoins to behave like money they already know.

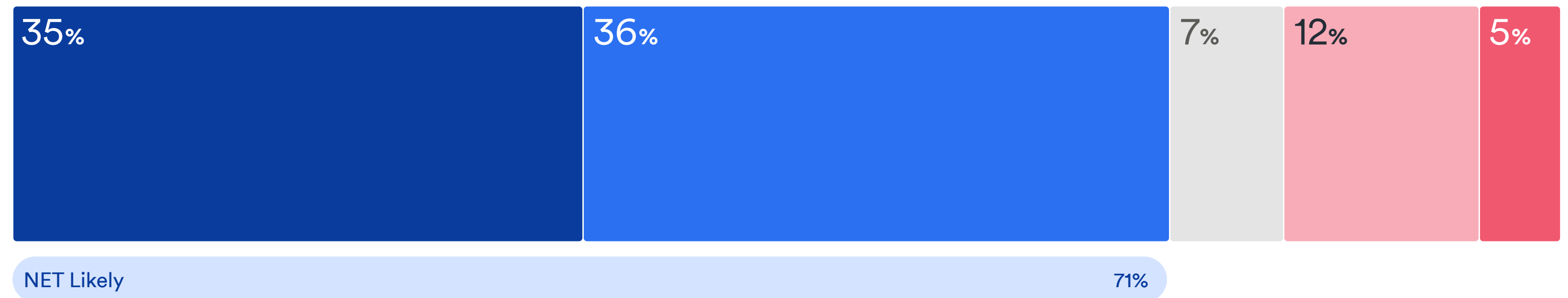
# 89%

Africa shows the most likelihood to use a stablecoin card, closely followed by South Asia (80%)

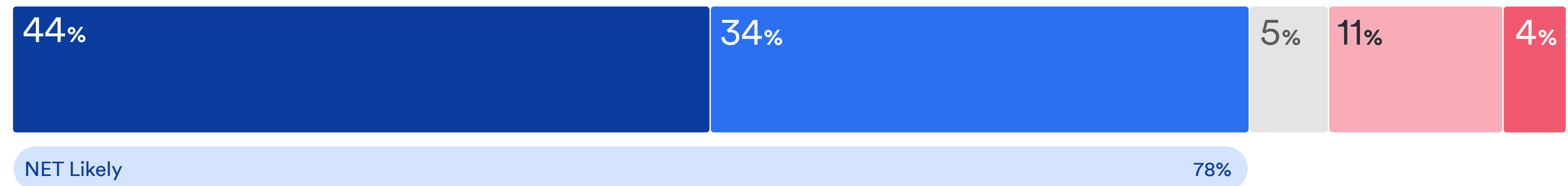
FIG 3.2 Likelihood to use a card to spend stablecoins



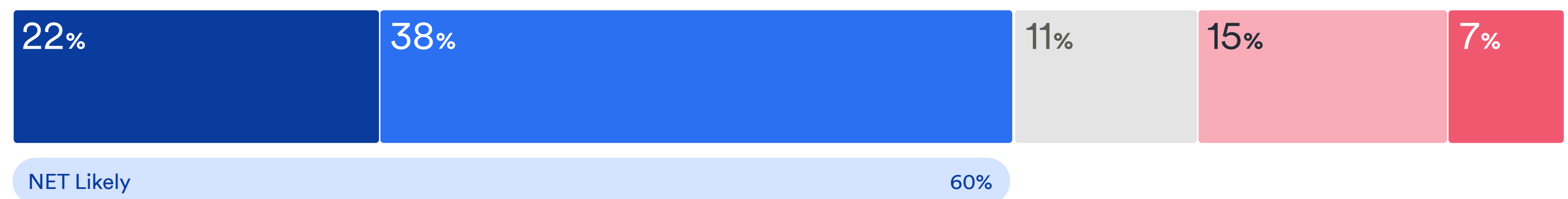
## All markets



## Low and middle income economies



## High income economies



# Demand for merchant acceptance far exceeds supply.

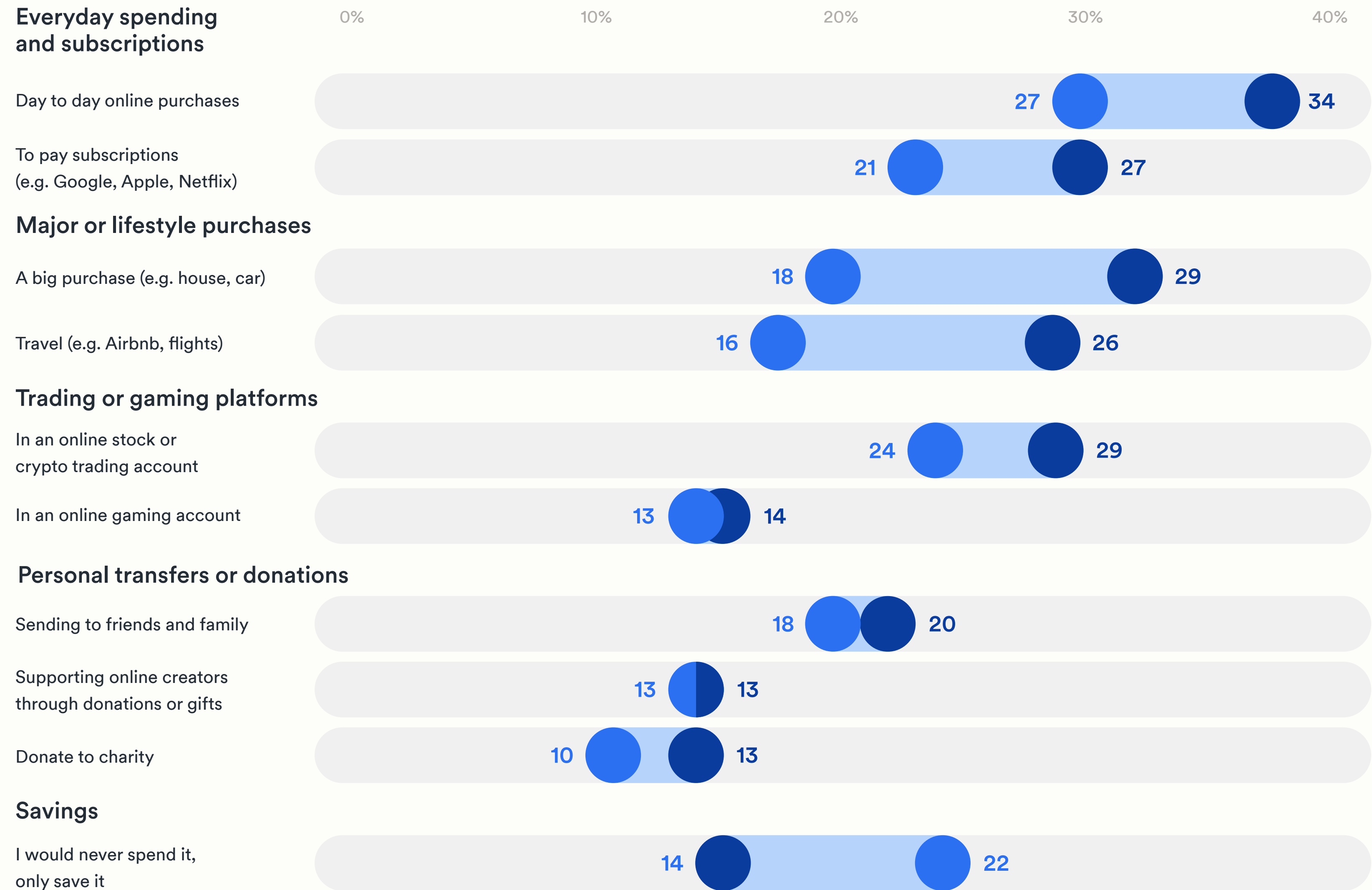
Desire to spend stablecoins exceeds current spending in every category tested. The most common category of spend mentioned by respondents was ‘everyday and subscription spending’ (38%) – driven by those in Nigeria (62%), South Africa (50%), India (44%) and Philippines (44%).



# But the gaps between current spending and desired spending are significant.

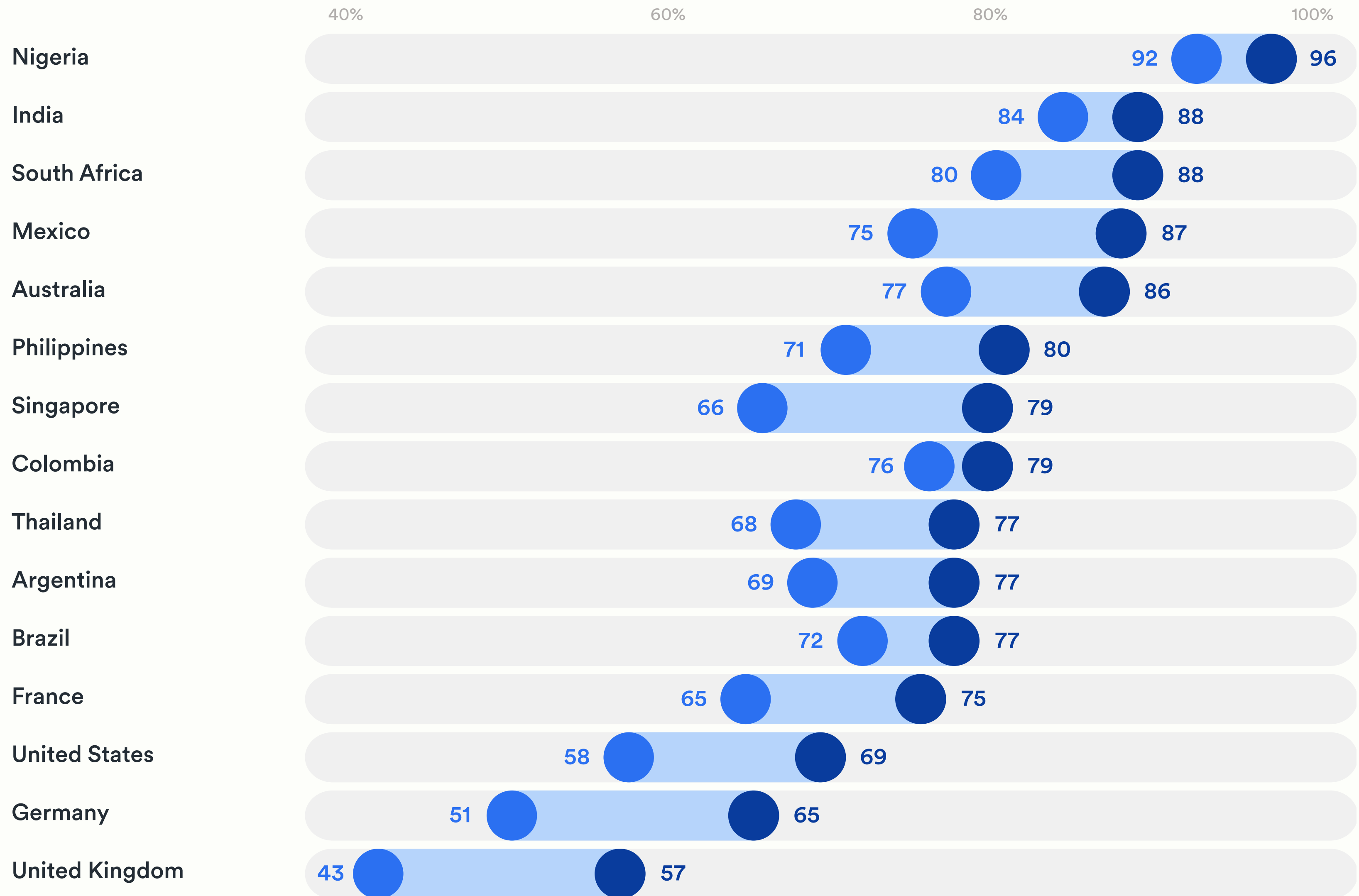
The largest: major or lifestyle purchases, where 28% currently spend their stablecoins but 42% want to. Everyday and subscription spending (e.g. Netflix, Apple) top the wish list globally at 46% combined.

**FIG 3.3** Where people currently spend crypto vs. where they would like to



Overall, both desired and current spend in stablecoins is highest in Nigeria, India and South Africa.

FIG 3.4 Stablecoin spending and desired spending by country



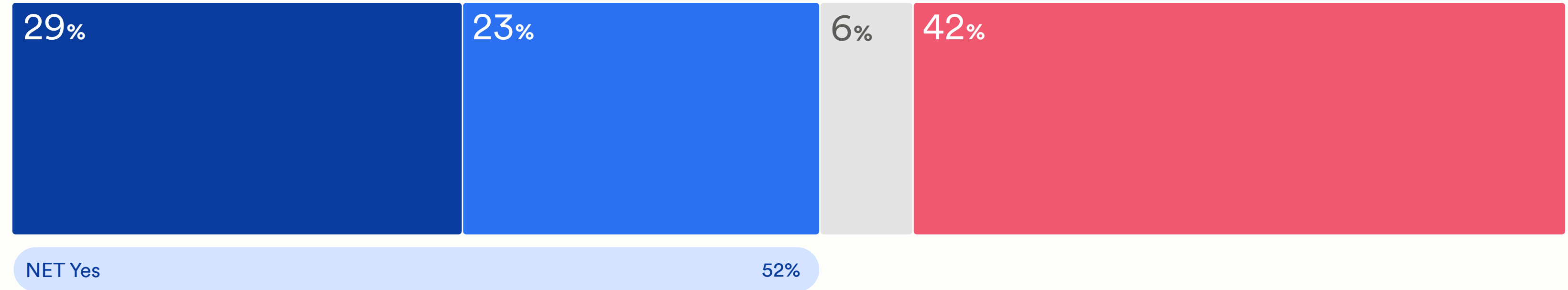
# Acceptance drives acquisition.

More than half (52%) have bought something specifically because the merchant accepted stablecoins. Merchants that accept stablecoins don't just serve existing customers – they attract new ones.

FIG 3.5 How stablecoin acceptance drives customer acquisition

● Yes, multiple times ● Yes, once ● Not sure ● No

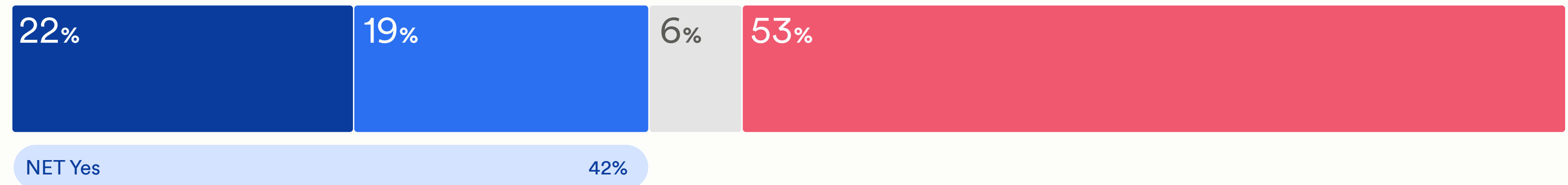
## All markets



## Low and middle income economies



## High income economies



**“ Stablecoin acceptance doesn’t just convert customers, it creates them. It’s a universal payment rail that works everywhere local infrastructure doesn’t. For merchants, that’s not a feature. It’s a new market.”**

**Chris Harmse**  
Co-Founder & Chief Business Officer

# Commentary

## Beyond crypto: the new era of stablecoin utility



**Anthony Yim**  
Co-Founder & CEO

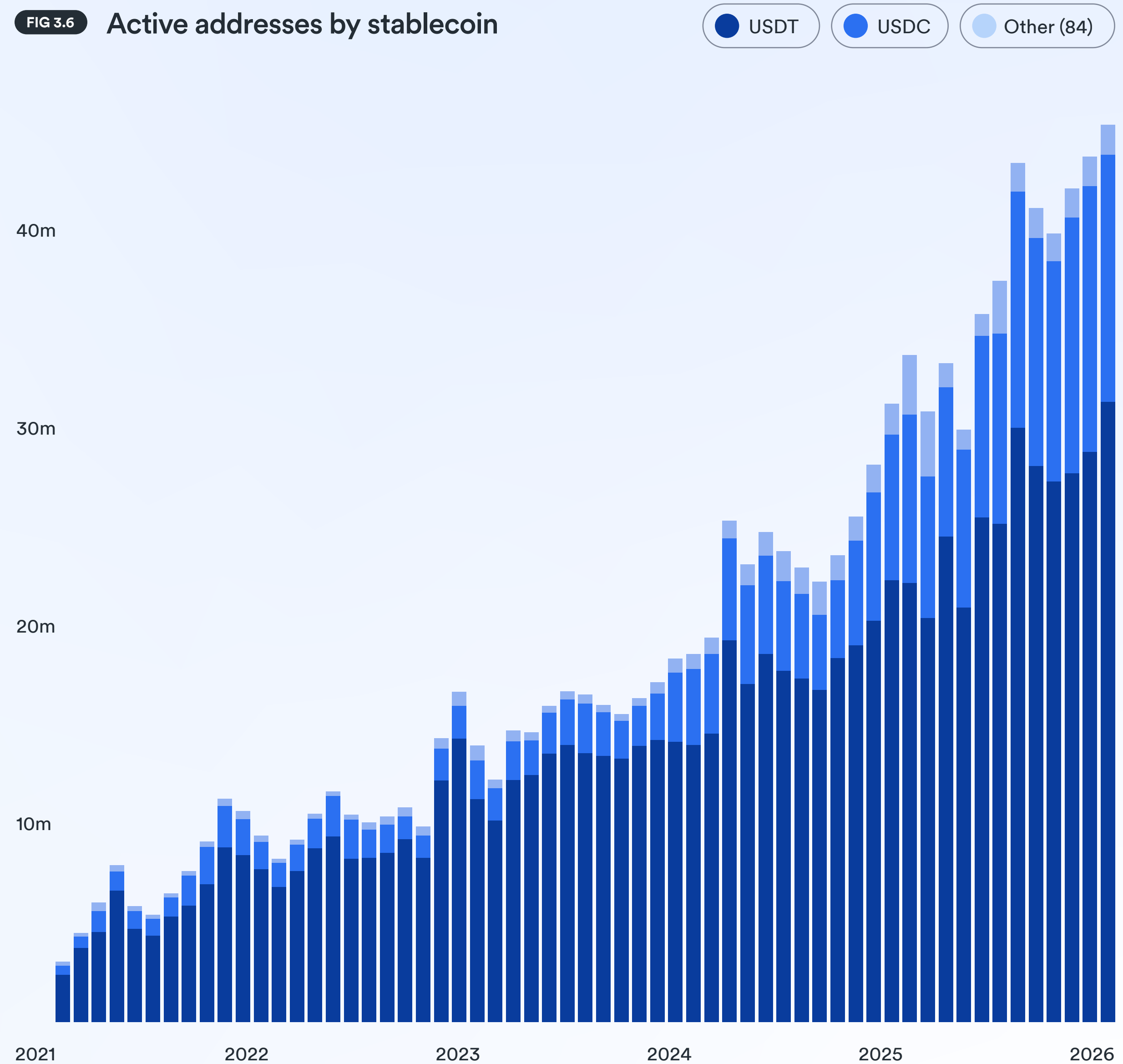


**Andrew Van Aken**  
Data Scientist

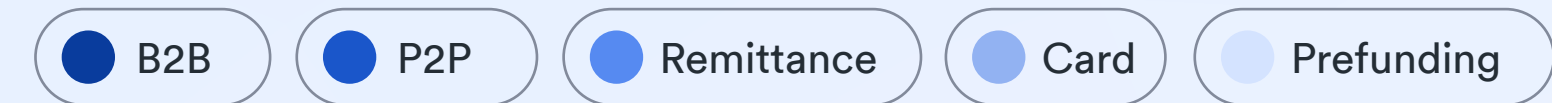
The rise of stablecoins has been demonstrated by consistent and astonishing trends across many data metrics.

Over the past five years stablecoin supply has increased 500% and active addresses, while not a perfect metric, are up over 1,300%. With the passage of multiple legislation initiatives in numerous countries, it's safe to say stablecoins have become mainstream. Stablecoins have evolved over the past decade and many types of traditional payment companies have started to use stablecoins.

FIG 3.6 Active addresses by stablecoin



**FIG 3.7** Stablecoin payments volume by use type



A 2026 report with Artemis and McKinsey shows fast growth in sectors like B2B and card-based payments with stablecoin volumes annualizing to over \$390B. The record growth has also been reported from companies like Visa, who say their annualized card settlement volume grew from \$1bn to \$3bn this year.

In the coming years we expect to see a variety of new fintechs, banks and maybe even non-financial companies launch stablecoins. The increase in launches will also spark innovation. While stablecoins originally were used for crypto trading, we've seen use cases grow to escape high inflation currencies, trade tokenized stocks and even invest in GPUs to power the AI revolution. We are excited to see what the future holds for a new form of money.

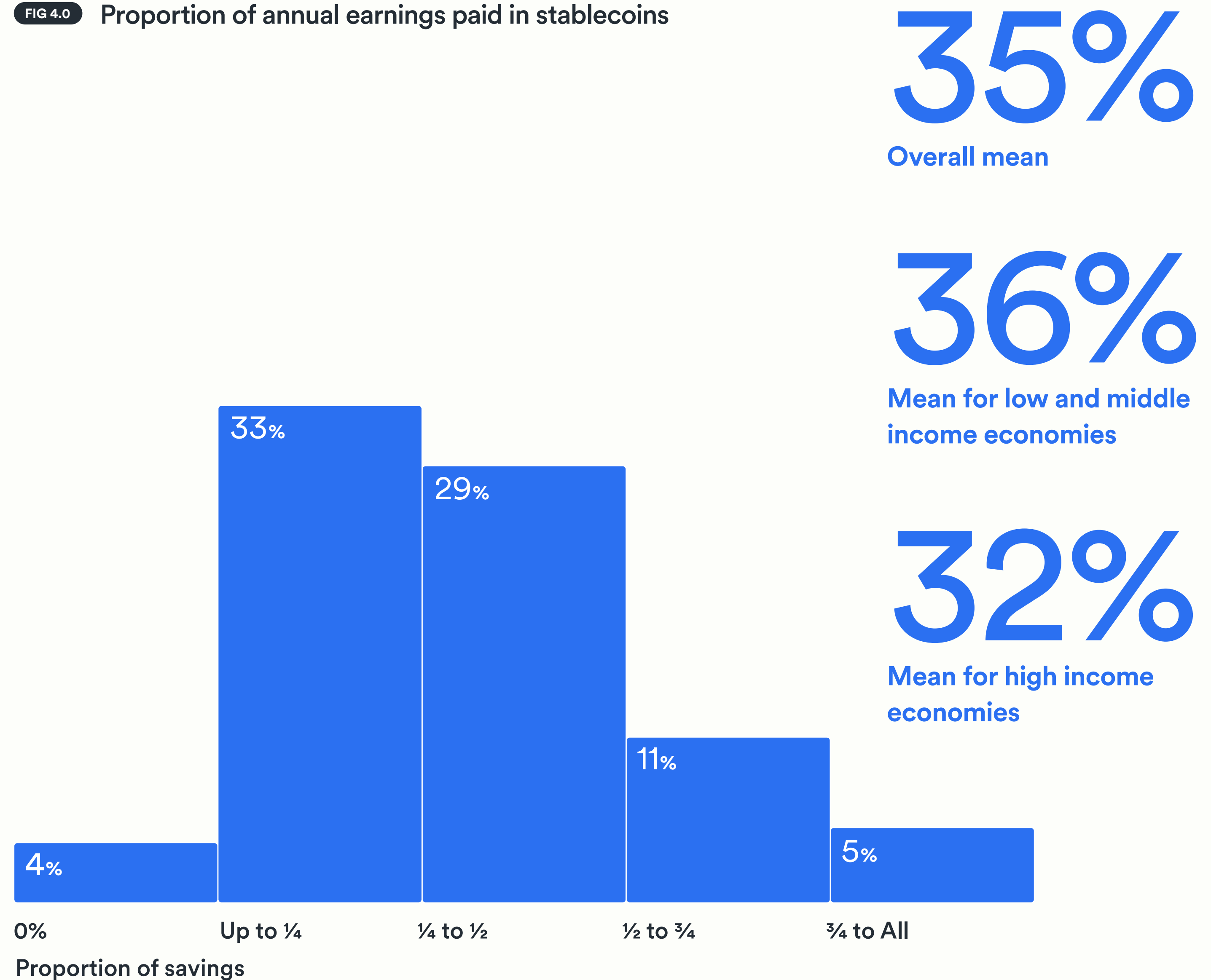


# Getting paid in stablecoins

# Stablecoins unlock cross-border work and sales

For people getting paid in stablecoins, stablecoins represent around one-third of annual earnings. This isn't supplemental income, it's core revenue.

FIG 4.0 Proportion of annual earnings paid in stablecoins



# They increase business capacity.

For freelancers, gig workers, and marketplace sellers who work across borders, traditional payment infrastructure has presented barriers: many local payment rails don't extend internationally, and when they do, fees can make small cross-border payments uneconomical. Stablecoins function as a global payment rail, accessible anywhere with internet connectivity.

Among freelancers and gig workers surveyed, almost three-quarters (73%) say cryptocurrency and stablecoins improved their ability to work

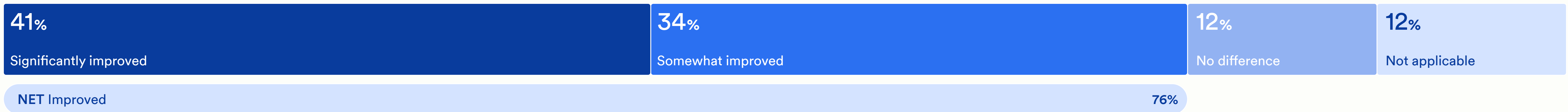
with international clients. Nearly half (46%) say the improvement was significant.

For marketplace hosts and sellers, three-quarters (76%) report improved sales volume or customer base, with 41% citing significant improvement.

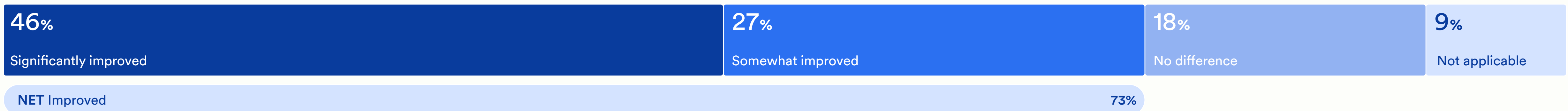
Interest in accepting cryptocurrency including stablecoins from international customers is high: 77% overall, with 44% very interested.

**FIG 4.1** How stablecoins impact sales and the ability to work internationally

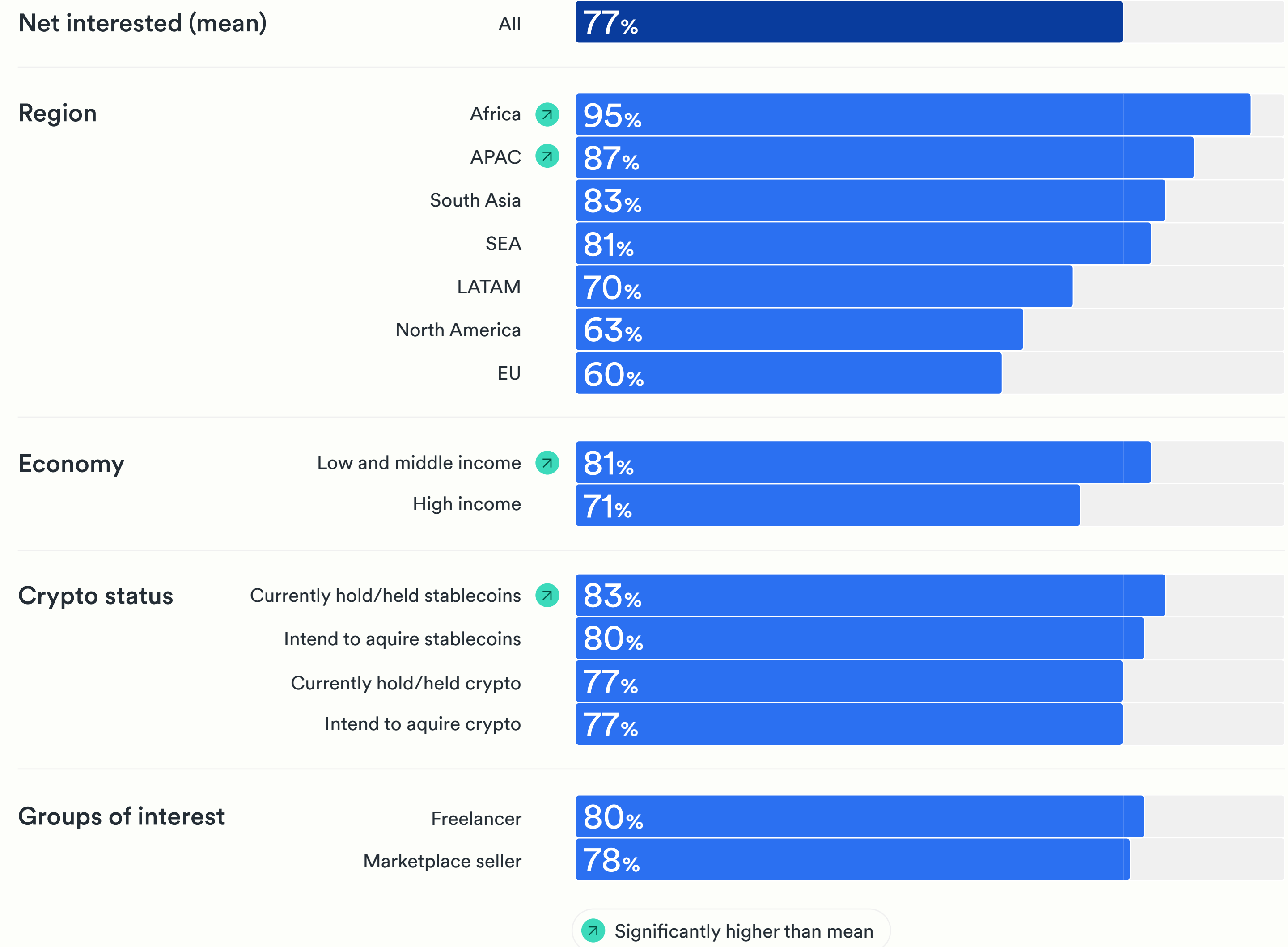
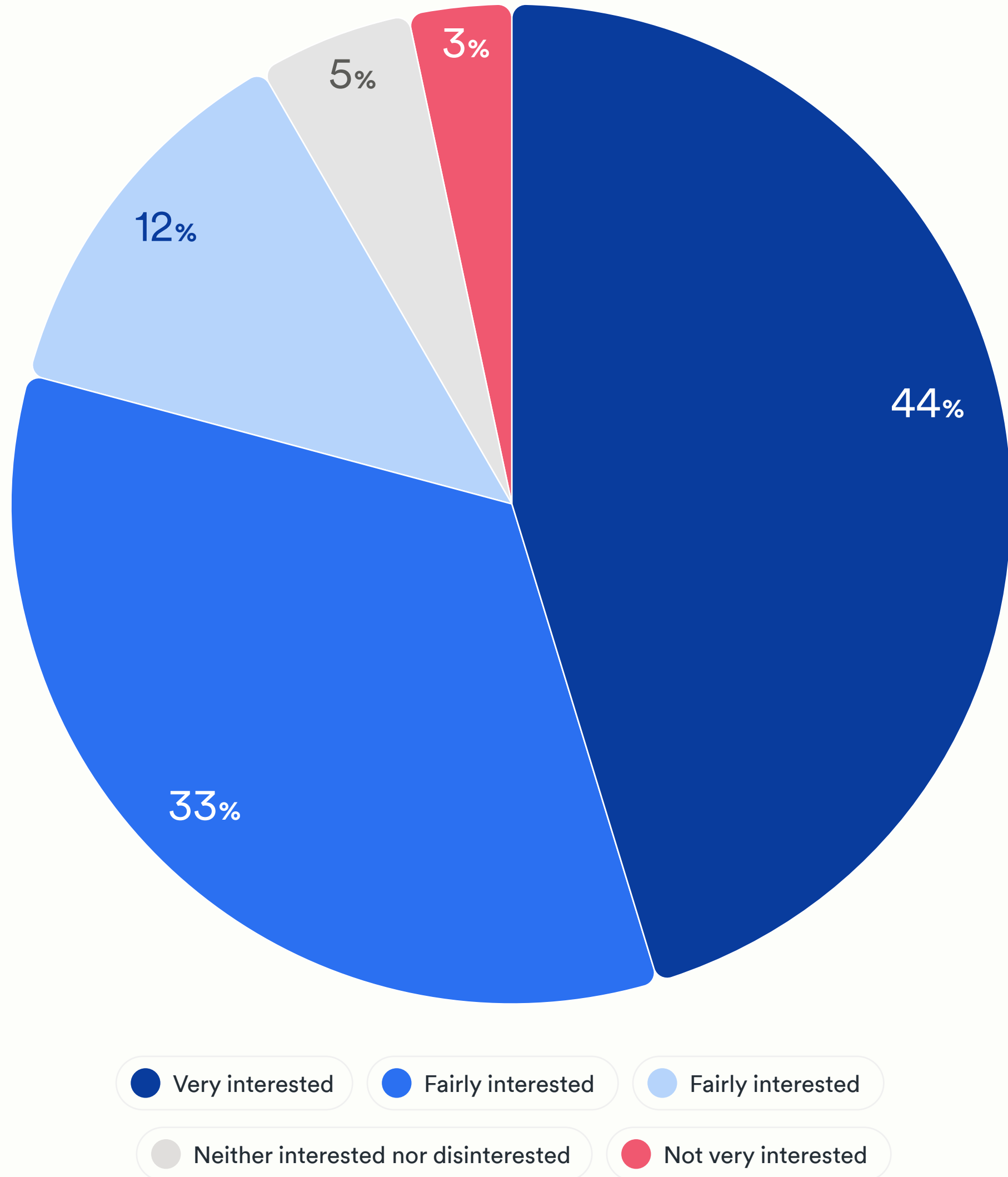
Online marketplace sellers or hosts: Change sales volume and/or customer base



Freelancers, contractors or gig workers: Change in ability to work with international clients



**FIG 4.2** Interest in getting paid in stablecoins



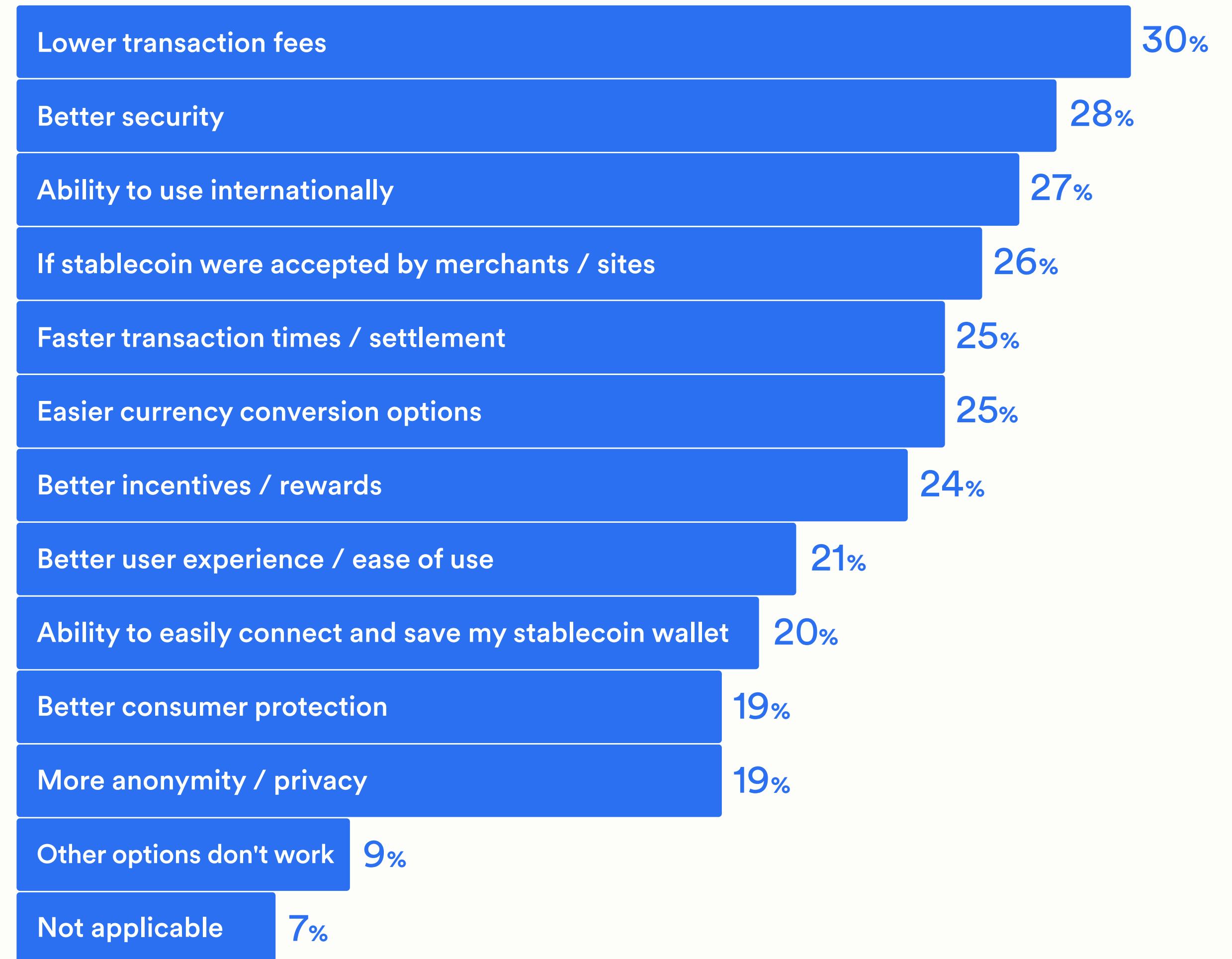
# Payment experience

# Why people pay with stablecoins: practicality wins.

The top reasons to pay with stablecoins are operational, not ideological. Lower fees (30%), security (28%), and global access (27%) lead.

Motivations reflect local reality. In low and middle-income economies, cross-border access drives use. In high-income economies, fees and trust in the technology matter most.

FIG 5.0 Top motivations to use stablecoin over other methods

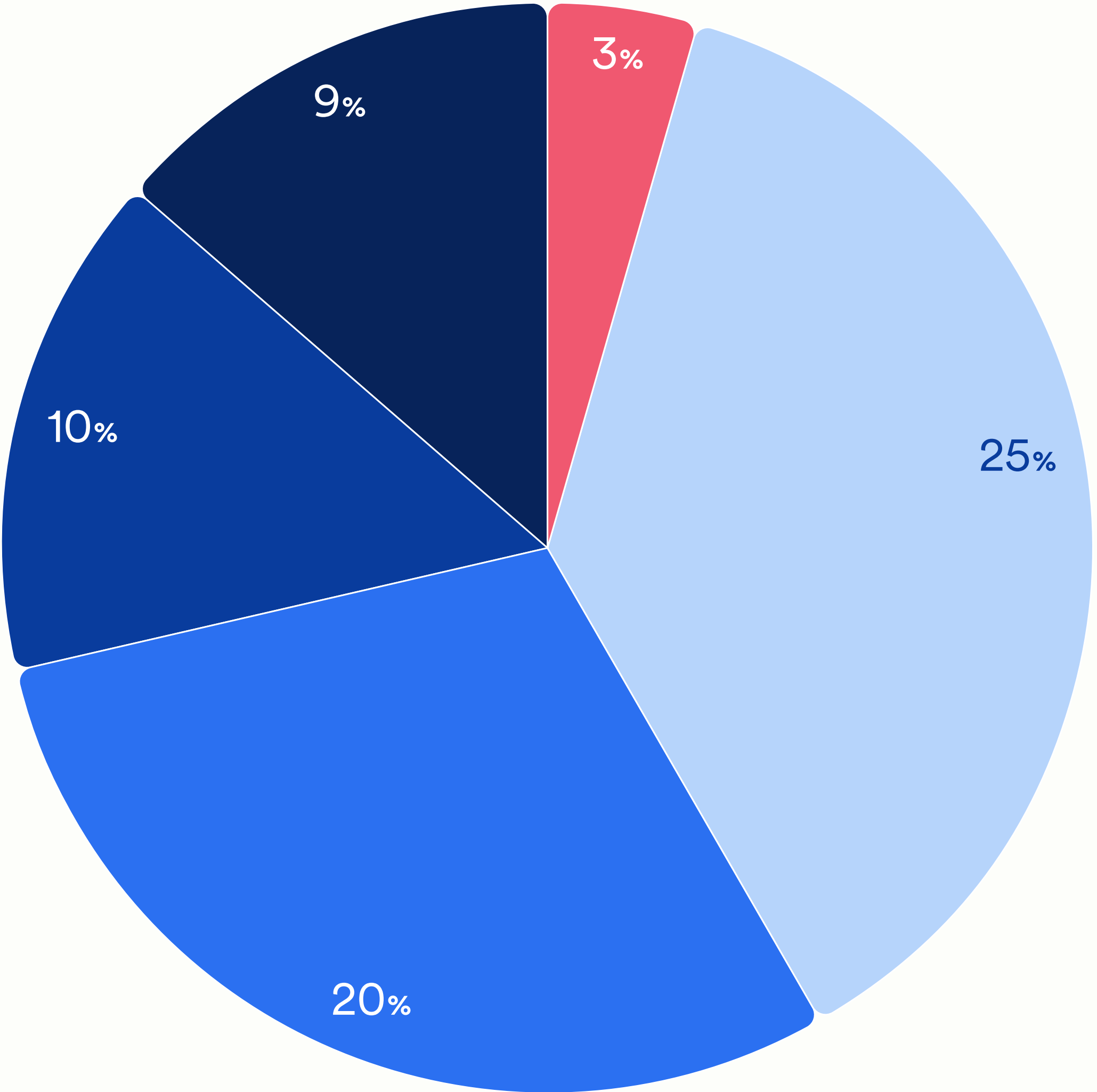
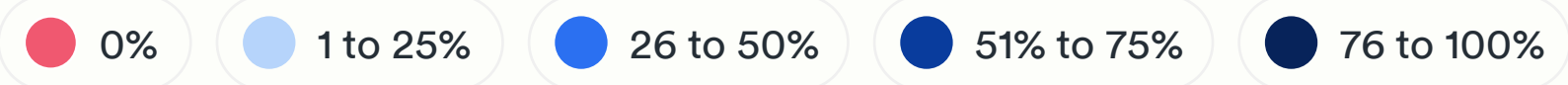


# Fee savings are substantial.

Traditional cross-border payments route through correspondent banking networks, where multiple intermediary banks each take fees. According to [World Bank data](#), the global average cost of sending \$200 internationally is 6.4%, with some corridors, particularly to Sub-Saharan Africa, exceeding 8%. Stablecoins settle directly on blockchain networks, eliminating intermediaries.

Our research shows that those currently receiving payments or remittances in crypto, including stablecoins, save an average of 40% on fees compared to traditional methods.

FIG 5.1 Fees saved by using stablecoins



# 40%

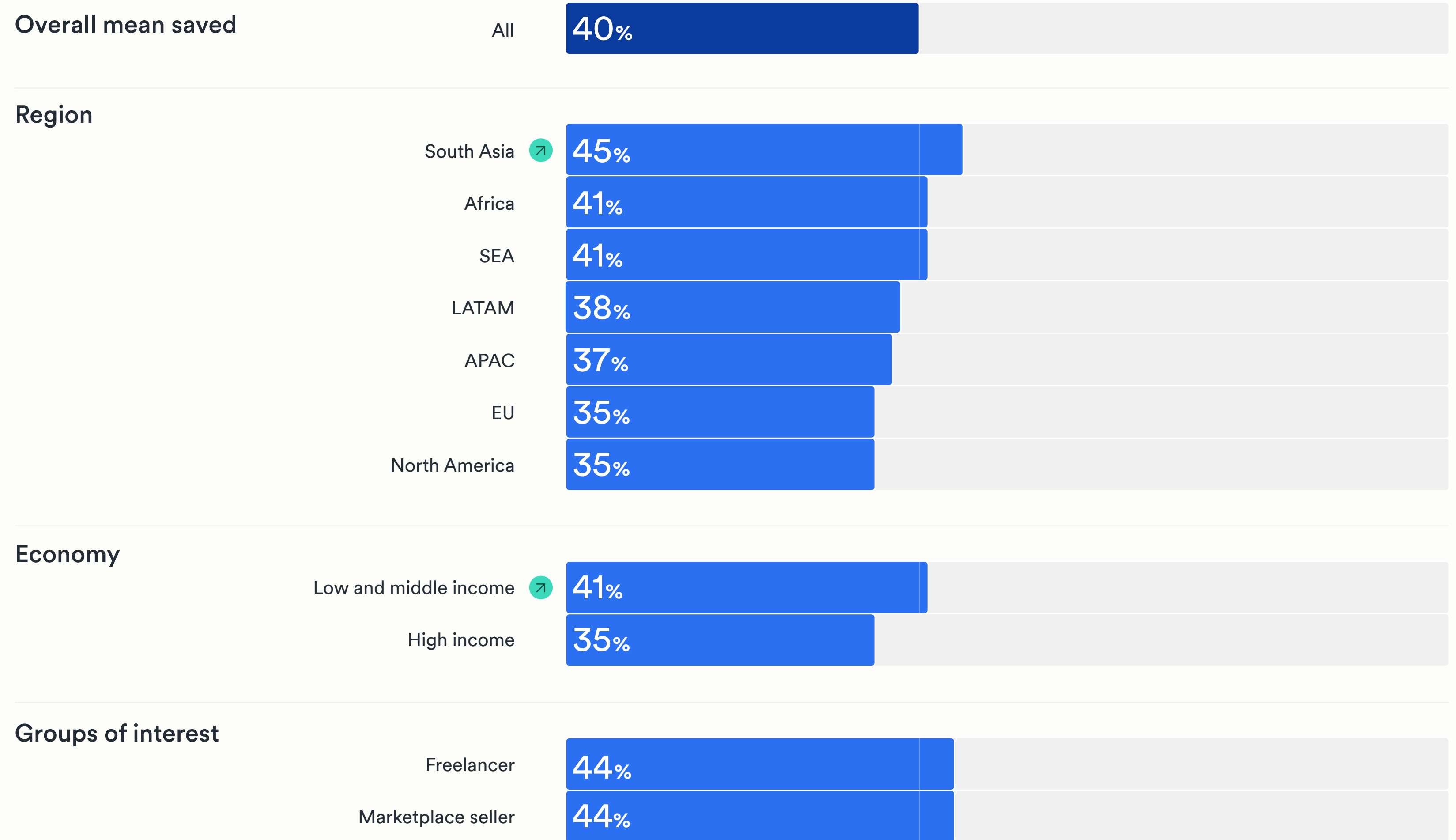
Mean saving on traditional payment fees

# Fee savings are consistent across regions.

Savings are consistent across high income economies (35%) and low and middle income economies (41%), though South Asia sees the highest impact at 45%.

**FIG 5.2** Fees saved by using stablecoins by region and economy

↗ Significantly higher than mean



# What payers like: speed and reach

Among those who noticed a difference in payment experience between stablecoins and other payment methods, more than one in four cite speed and convenience (26%) as the key benefit.

- ✓ Fast transactions: minutes, not days
- ✓ Lower fees for cross-border transfers
- ✓ Global accessibility without currency conversion
- ✓ 24/7 availability independent of banking hours
- ✓ Strong security and privacy

“  
Transactions are fast, low-cost, and available 24/7 without relying on banks.

“  
Stablecoins are fast, always available, and often cheaper than cards or bank transfers.

“  
Sending USDT abroad takes a few minutes, while a traditional wire transfer can take several days.

# What payers **dislike**: complexity, limits, and risk

The most frustrating part of the crypto payment experience: irreversible payments and risk of losing funds (30%), followed by too many steps to complete a payment (22%). Open responses reveal the friction points:

- ✗ Limited merchant acceptance for everyday purchases
- ✗ Complexity of wallets and keys
- ✗ Regulatory uncertainty and trust issues
- ✗ Occasional high network fees
- ✗ Risk of scams or platform failure

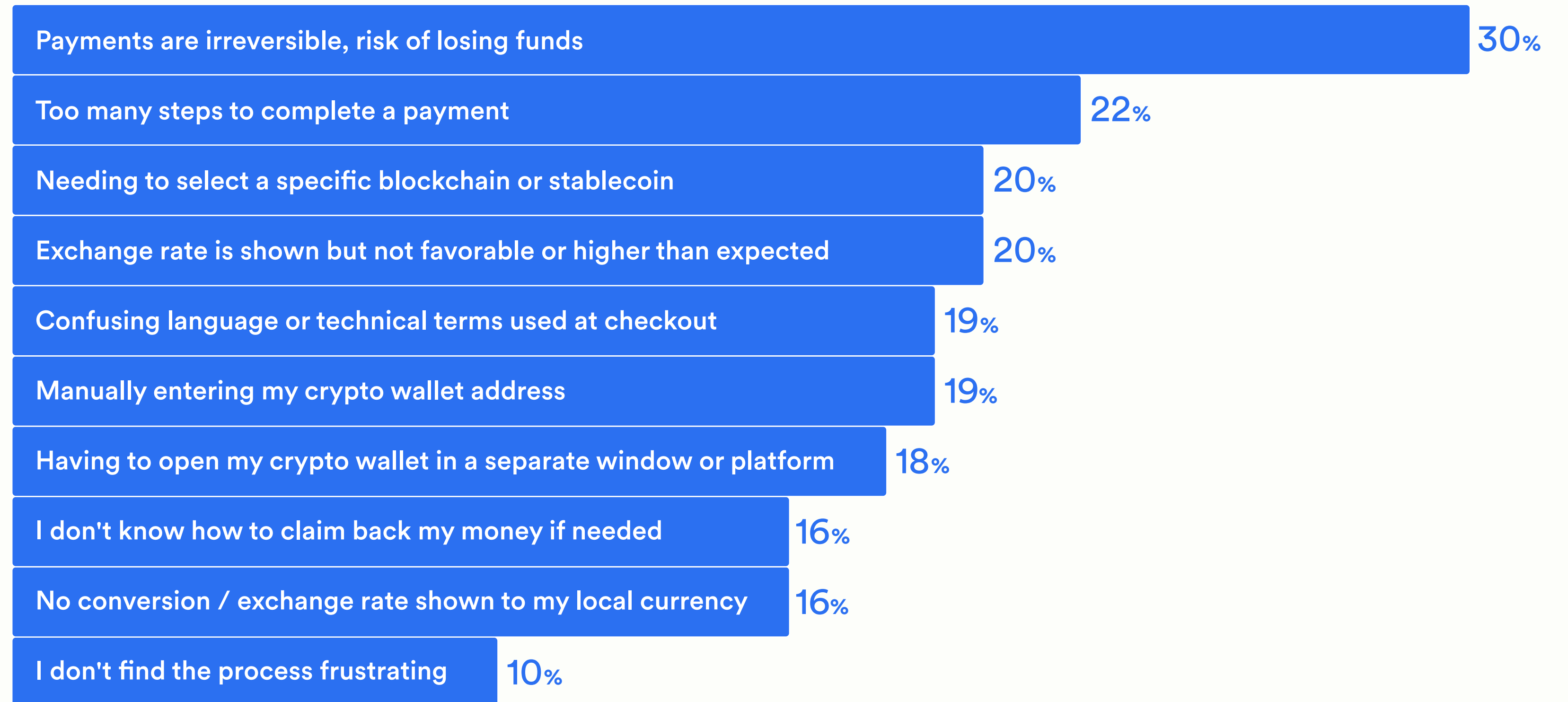
“  
Acceptance  
is limited.  
Stablecoins aren't  
widely accepted  
in shops or online  
like debit cards.

“  
Gas fees on  
Ethereum can  
make small  
payments  
expensive,  
defeating the  
purpose.

“  
Setting up wallets  
and managing  
keys is confusing  
compared to just  
tapping a card.

# Users are most frustrated by irreversible payments and the risk of losing funds.

FIG 5.3 Challenges with stablecoin payments experience



**“ The problems consumers flag are ultimately design failures the industry can fix. At BVNK, we’ve seen when these friction points are solved, businesses and their customers win: better conversion, higher repeat purchase rates, happy customers.**

**Chris Harmse**  
Co-Founder & Chief Business Officer

# What users want: stablecoins that work like everyday payments.

“

Setting up wallets and managing keys is confusing compared to just tapping a card.

“

If something goes wrong, I need a way to get my money back. Like with credit cards.

“

I want to use stablecoins everywhere – shops, online, banks – without converting back to cash.

“

Show me the fees and conversion before I confirm. I don't want hidden costs.

# Users aren't asking for decentralisation or innovation for its own sake.

They want stablecoin payments to behave like mainstream payments – everywhere, every time, with no compromises.

Among those who noticed a difference in payment experience between stablecoins and other payment methods, top improvement requests include:

1

Universal merchant acceptance (16%): Make stablecoins usable everywhere – in stores, online, via banks – just like cards or mobile wallets.

2

Speed and reliability (15%): Enable instant, dependable transactions with fewer delays or failures.

3

Consumer protections and security (14%): Fraud protection, refunds, and recovery options for mistaken or unauthorised payments.

4

UX improvements (10%): Simplify wallets and payment steps. Clear flows, easy addresses, error-proofing for mainstream users.

5

Lower or more predictable fees (8%): Transparency matters as much as cost.

**The gap is clear.  
The infrastructure exists.  
The demand exists.  
What's missing is the  
connective tissue – acceptance,  
simplicity, protection – that  
turns a promising technology  
into a default payment method.**

# Appendix

# Country sample breakdown

**FIG 6.0** High-income economies

Region	Country	Total sample	Currently hold/ held crypto	Currently hold/ held stablecoin	Intend to acquire stablecoin
Europe	United Kingdom	320	284	91	22
	France	240	193	78	28
	Germany	319	264	100	26
North America	United States	319	284	91	22
Asia Pacific	Australia	320	291	179	26
















**FIG 6.1** Low and middle income economies













Latin America	Brazil	326	252	118	62
	Argentina	321	259	146	50
	Colombia	324	223	150	58
	Mexico	267	208	98	41
South East Asia	Philippines	344	284	152	59
	Singapore	322	288	127	27
	Thailand	288	228	106	49
South Asia	India	328	266	172	48
Africa	Nigeria	296	277	240	27
	South Africa	324	251	176	69


**FIG 6.2** Ownership and intent to own by country

% Current/recent stablecoin ownership in our sample

% Intent to acquire stablecoin in our sample

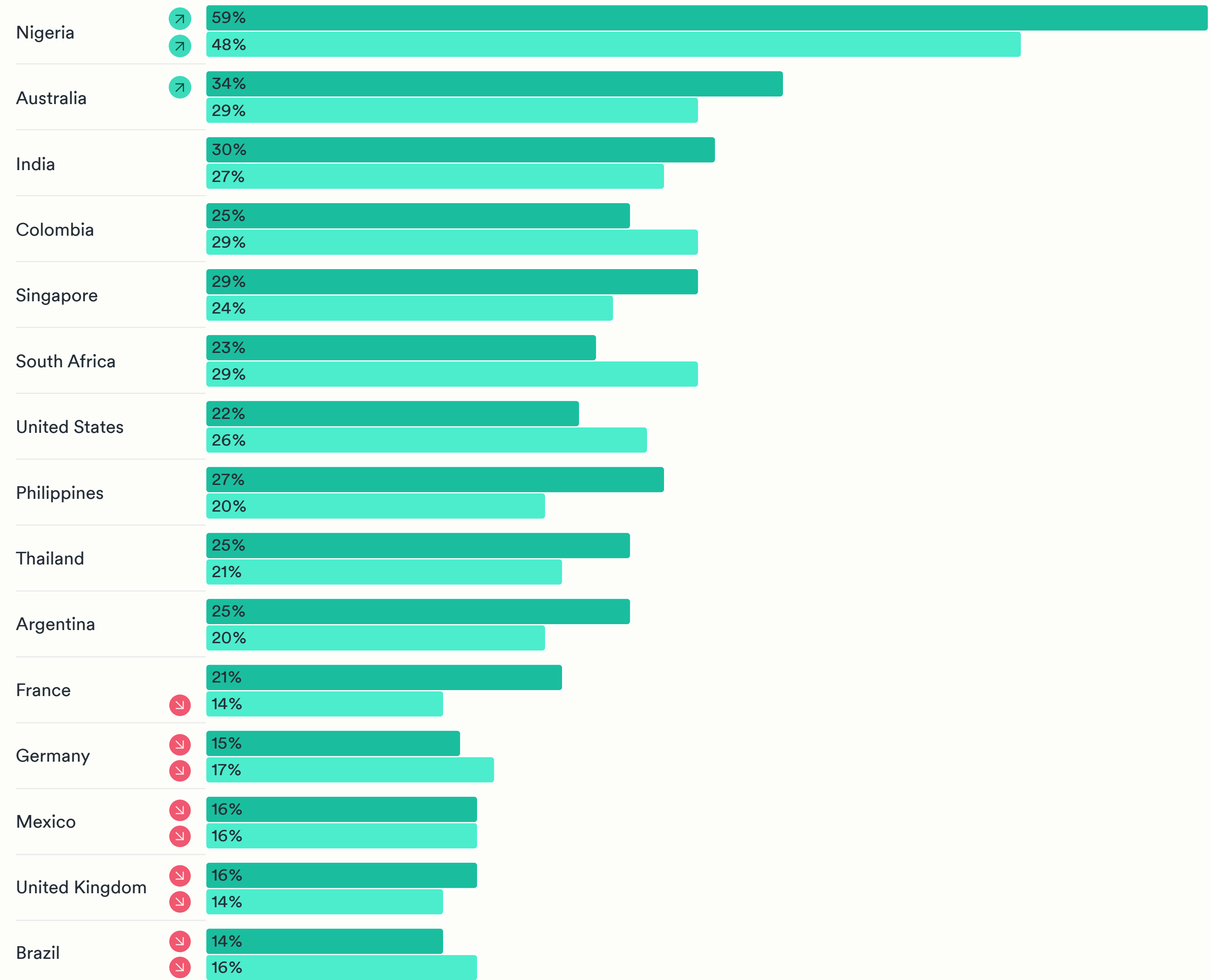
Region		Country	
Europe	36% 	United Kingdom	32% 
		France	40% 
		Germany	38% 
North America	52%	United States	52%
Asia Pacific	62% 	Australia	62% 
Latin America	54%	Brazil	47% 
		Argentina	56%
		Colombia	67% 
		Mexico	47%
South East Asia	48%	Philippines	54%
		Singapore	44% 
		Thailand	46% 
South Asia	65% 	India	65% 
Africa	79% 	Nigeria	87% 
		South Africa	70% 

Region		Country	
Europe	40% 	United Kingdom	40% 
		France	39% 
		Germany	40% 
North America	55%	United States	55%
Asia Pacific	61%	Australia	61%
Latin America	53%	Brazil	50%
		Argentina	56%
		Colombia	55%
		Mexico	49%
South East Asia	51% 	Philippines	57%
		Singapore	49% 
		Thailand	47% 
South Asia	65% 	India	65% 
Africa	76% 	Nigeria	80% 
		South Africa	72% 

 Significantly higher than average

 Significantly lower than average

**FIG 6.3** Ownership of USDT and USDC by country



● Tether (USDT)

● USD Coin (USDC)

↗ Significantly higher than average

↘ Significantly lower than average

**FIG 6.4** Desire to spend stablecoins by category and country

	Nigeria	South Africa	India	Australia	Mexico	Singapore	Philippines	United States	Thailand	Colombia	France	Brazil	Argentina	United Kingdom	Germany
In an online stock or crypto trading account	54% ↗	36% ↗	33%	37% ↗	25%	42% ↗	32%	24%	32%	24%	15%	21%	17%	23%	20%
In an online gaming account	19% ↗	21% ↗	23% ↗	15%	16%	10%	11%	15%	8%	12%	16%	10%	9%	7%	11%
Day to day online purchases	52% ↗	44% ↗	37%	38%	35%	32%	40% ↗	31%	38%	28%	26%	31%	26%	24%	21%
To pay subscriptions (e.g. Google, Apple, Netflix)	40% ↗	31%	33%	36%	34%	23%	28%	23%	24%	21% ↗	23%	22%	27%	20%	18%
A big purchase (e.g. house, car)	49% ↗	39% ↗	33%	32%	28%	24%	24%	25%	20%	35%	20%	29%	32%	22%	18%
Travel (e.g. Airbnb stay, flights)	31% ↗	29% ↗	29%	29% ↗	31%	25%	22%	24%	24%	25%	25%	26%	29%	16%	21%
Sending to friends and family	45% ↗	26% ↗	24%	29%	18%	22%	19%	25%	15%	11%	18%	10%	11%	16%	17%
Donate to charity	26% ↗	19% ↗	15%	16%	15%	11%	11%	16%	11%	13%	11%	8%	7%	10%	8%
Supporting online creators (e.g. TikTok, Patreon, Substack)	18% ↗	11%	23% ↗	17%	15%	15%	12%	14%	19%	8%	14%	10%	6%	9%	9%

↗ Significantly higher than average

