
Strategy& Crypto Survey 2026

Selected results

June 2026



Digital assets after another correction – what's next?

The 2026 edition of the Strategy& Crypto Survey is the fourth iteration of our study on retail investor sentiment in digital assets. Since our last survey in early 2025, the market has shifted notably. Bitcoin first crossed \$100,000, then corrected sharply in early 2026. Investor conviction is now being tested after a long period of euphoria.

At the same time, the broader ecosystem has matured. MiCA is in full effect across the EU. U.S. Bitcoin spot ETFs marked their first anniversary with over \$35 billion in net inflows. Stablecoins reached record settlement volumes and are increasingly used for cross-border payments. Tokenization moved from concept to reality, with tokenized real-world assets surpassing \$10 billion.

Against this backdrop, we surveyed 2,500 retail investors in March and April 2026 across the U.S., Germany, Saudi Arabia, the UAE, and, for the first time, the Netherlands. Three findings stand out:

Retail investors remain bullish despite the recent setback, their interest in tokenized assets surged, and stablecoins established themselves as a relevant means for cross-border payments.

In this document, Strategy&, PwC's global strategy consulting business, presents key findings from the 2026 Strategy& Crypto Survey, offering an in-depth look at investor resilience, the rise of stablecoins as payment infrastructure, and the tokenization breakthrough.

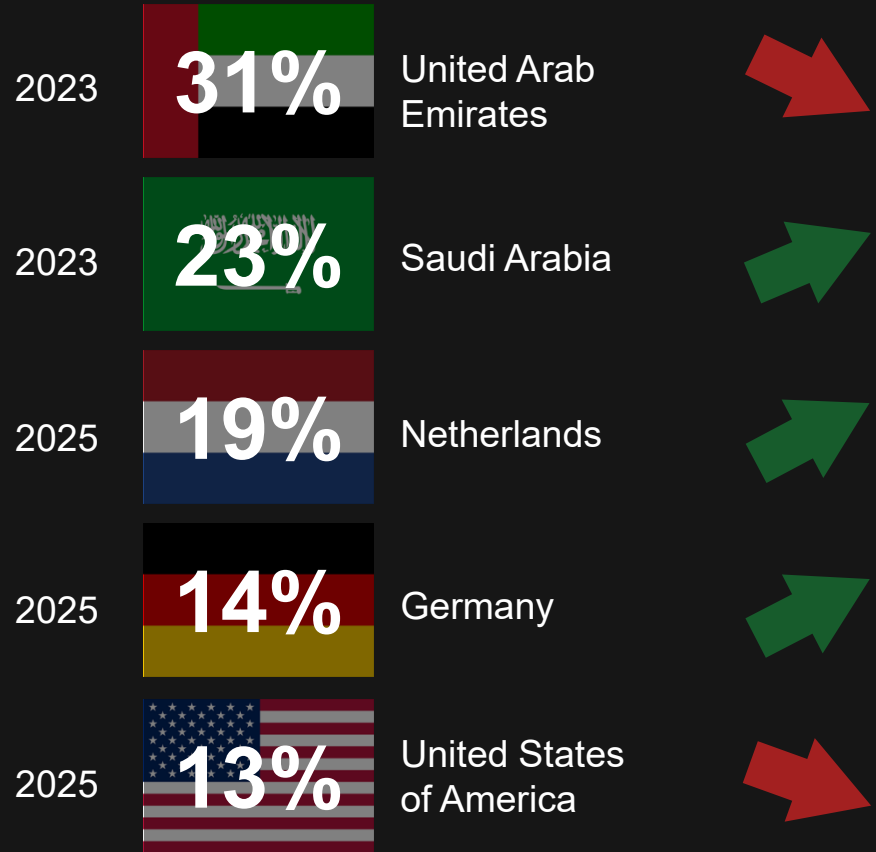
Nasdaq Crypto Index (NCI)



We asked 2,500 retail investors across five markets how their conviction to digital assets has evolved

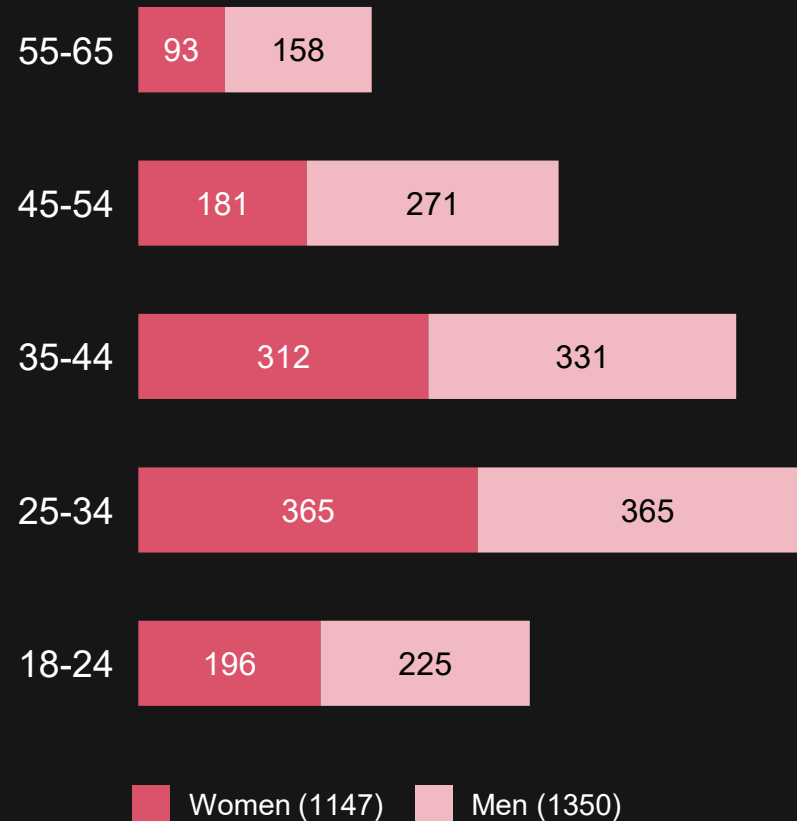
Countries covered in this year's survey

Crypto ownership by country (age 18-64) in 2023/2025



Key statistics

Composition of the participants (age group and gender)



2,500

Participants

37.1

Average age



Extract of the results

Retail investor sentiment remains positive: 56% of retail investors used recent volatility to buy the dip...

Question: How did your crypto engagement change during the recent crash in January/February 2026?
(Single choice; Σ of responses = 100%)

I have (partially) reduced my holdings and have then repurchased them at lower prices



I have increased my holdings



I have (partially) reduced my holdings and have not increased them again

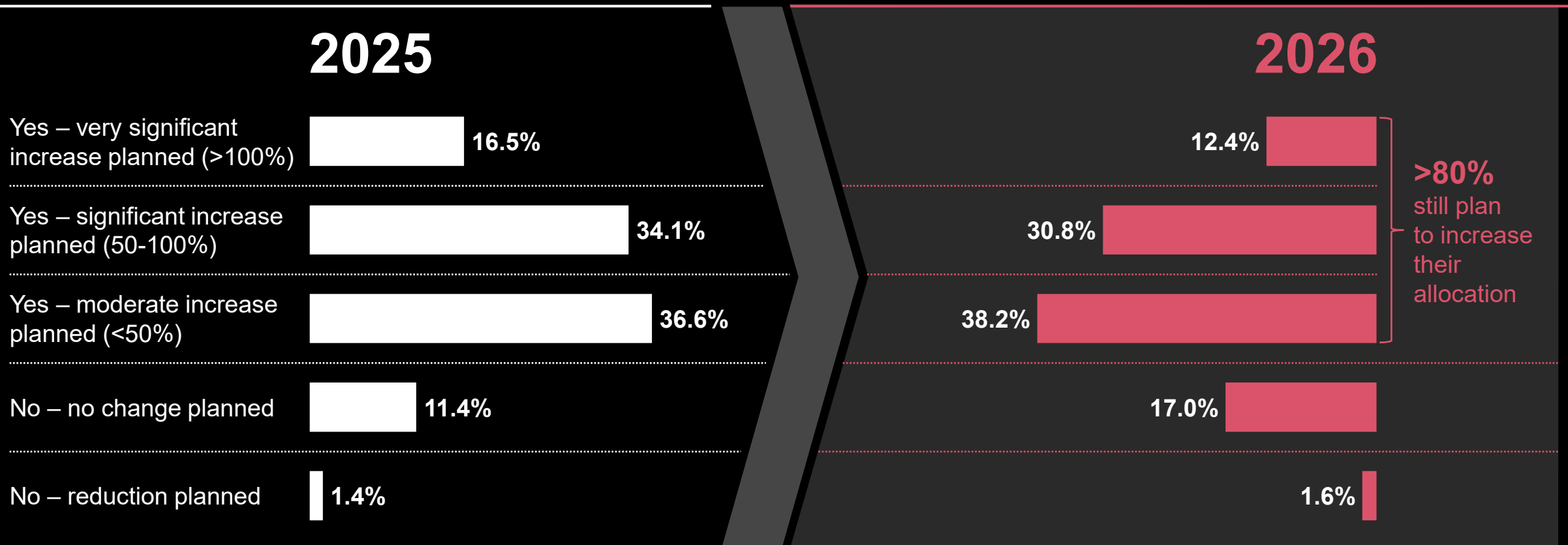


I have not adjusted my holdings



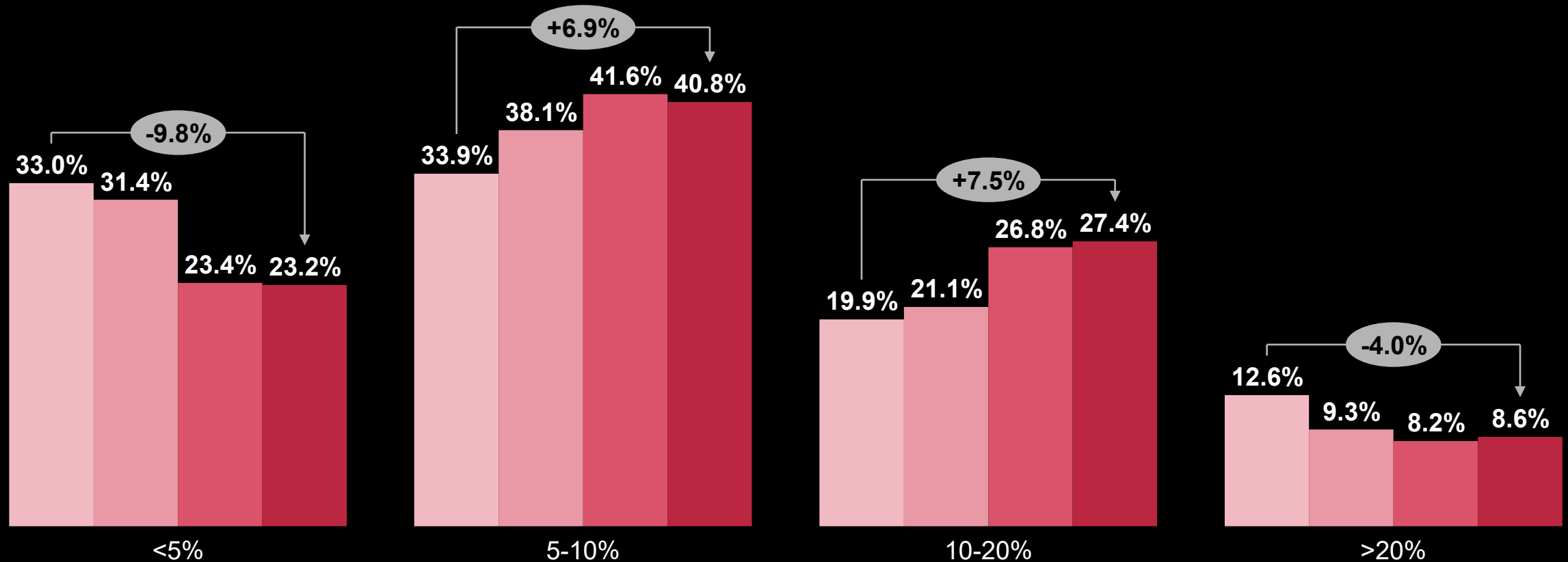
...although the share of investors planning significant or very significant increases has cooled since 2025

Question: Do you plan to increase the share of cryptocurrencies and digital assets in your portfolio over the next 12 months? (Single choice; Σ of responses = 100%)



Portfolio allocation to digital assets has remained stable since last year – only ~9% of retail investors with allocations >20%

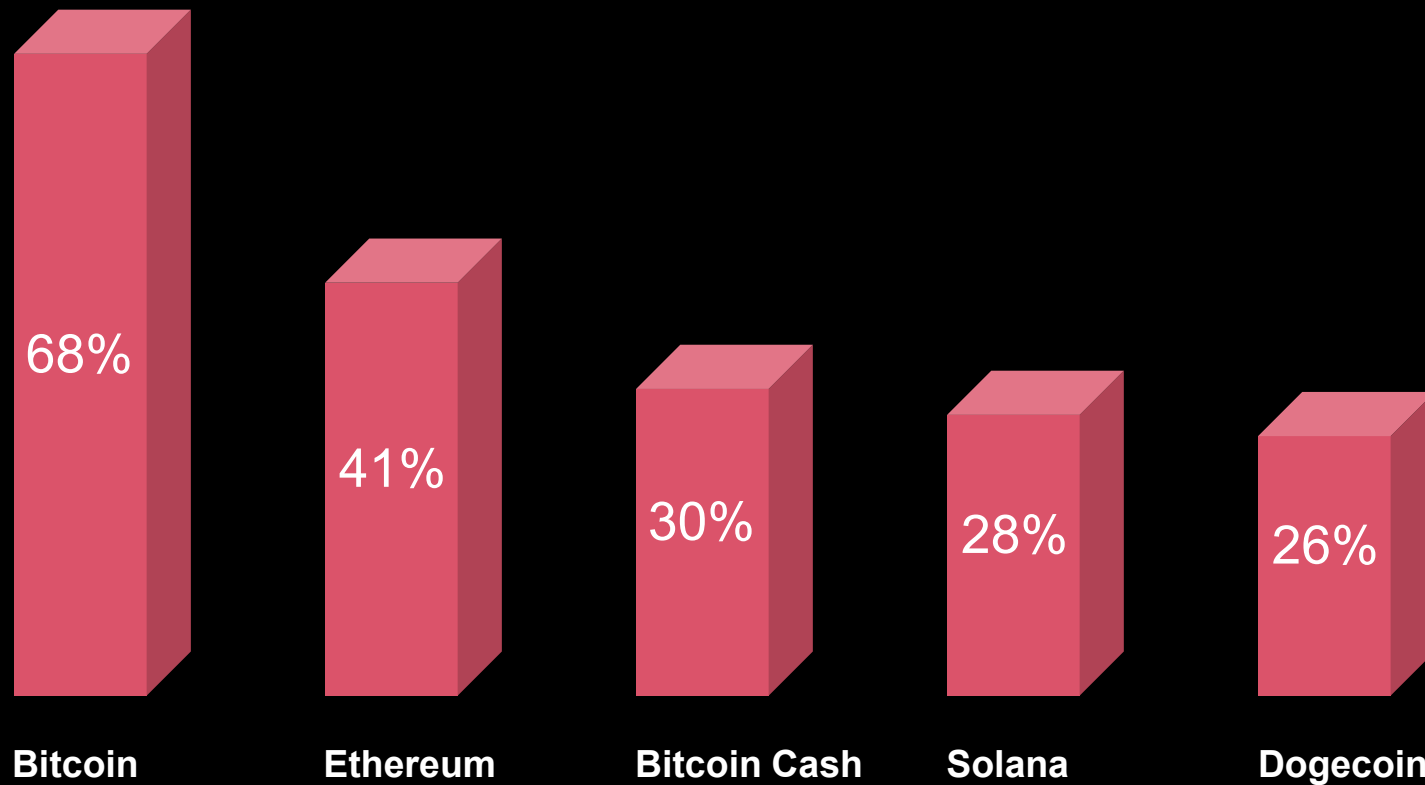
Question: What percentage of your total wealth can be attributed to cryptocurrencies & digital assets?
(Single choice; Σ of responses = 100%)



2022 2023 2025 2026

Within these allocations, Bitcoin continues to dominate retail portfolios

Question: Which cryptocurrencies and digital assets (NFTs, Security Tokens etc.) are you invested in?
(Multiple answers possible)



Retail investors expect another dip for Bitcoin in 2026, before prices increase again



Questions

At what Bitcoin price level do you expect Bitcoin to bottom out during this bear market? (Open submission)

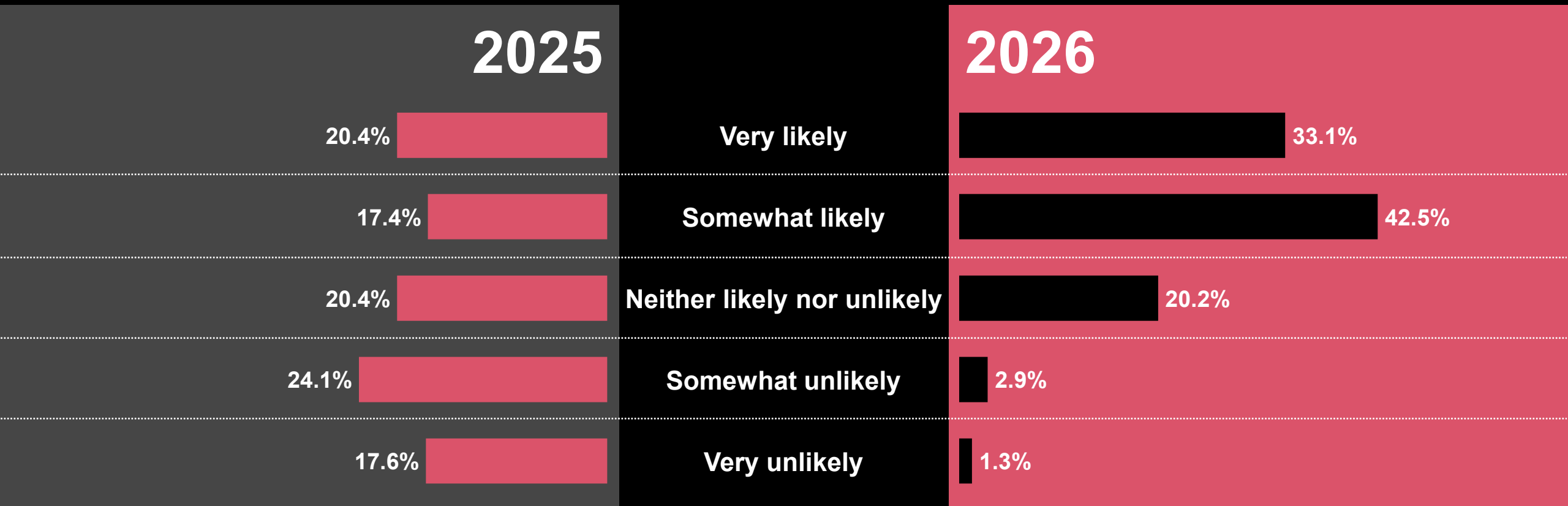
Which Bitcoin price level do you expect by the end of 2026? (Open submission)

Which Bitcoin price level do you expect by the end of 2030? (Open submission)



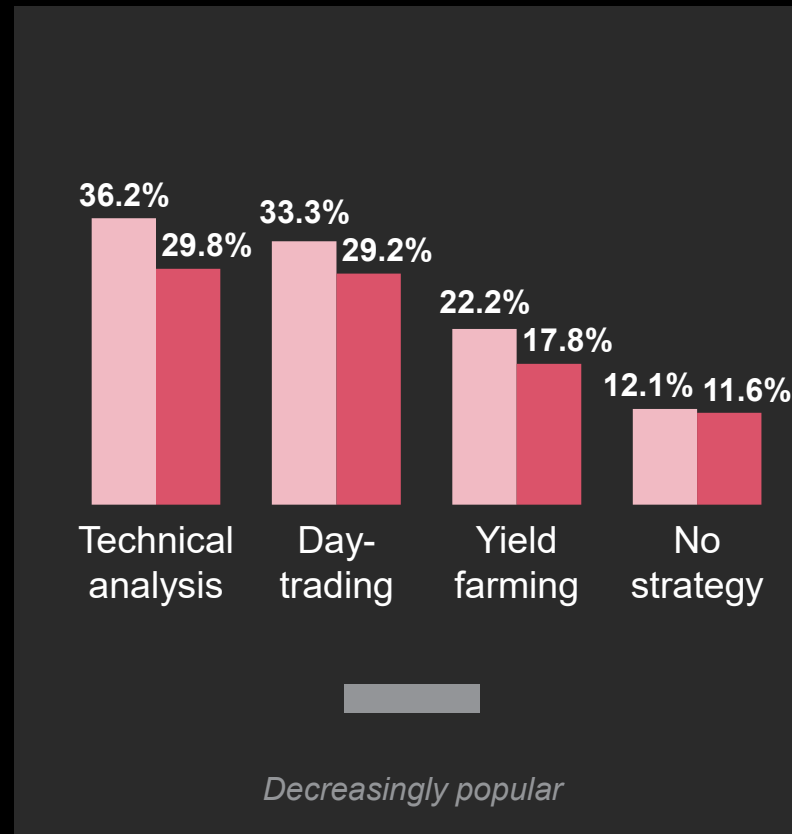
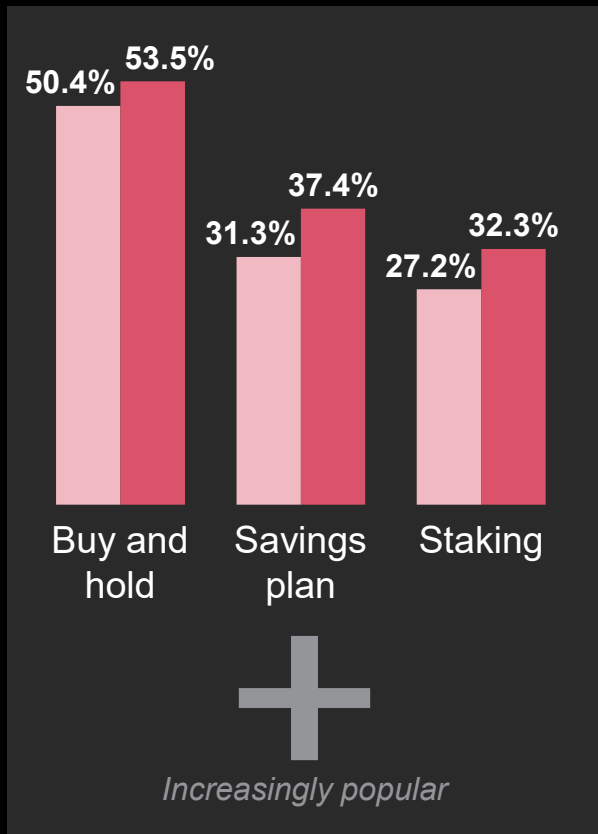
Additionally, sentiment and interest in tokenized assets have significantly increased compared to 2025

Question: Would you consider investing in tokenized assets (i.e. traditional asset classes on blockchain) if they were accessible through your bank or trading platform? (Likert scale; Σ of responses = 100%)



As digital assets steadily become more mainstream, retail investors are increasingly favoring long-term strategies

Question: What investment strategies are you pursuing with your crypto investments?
(Multiple answers possible)

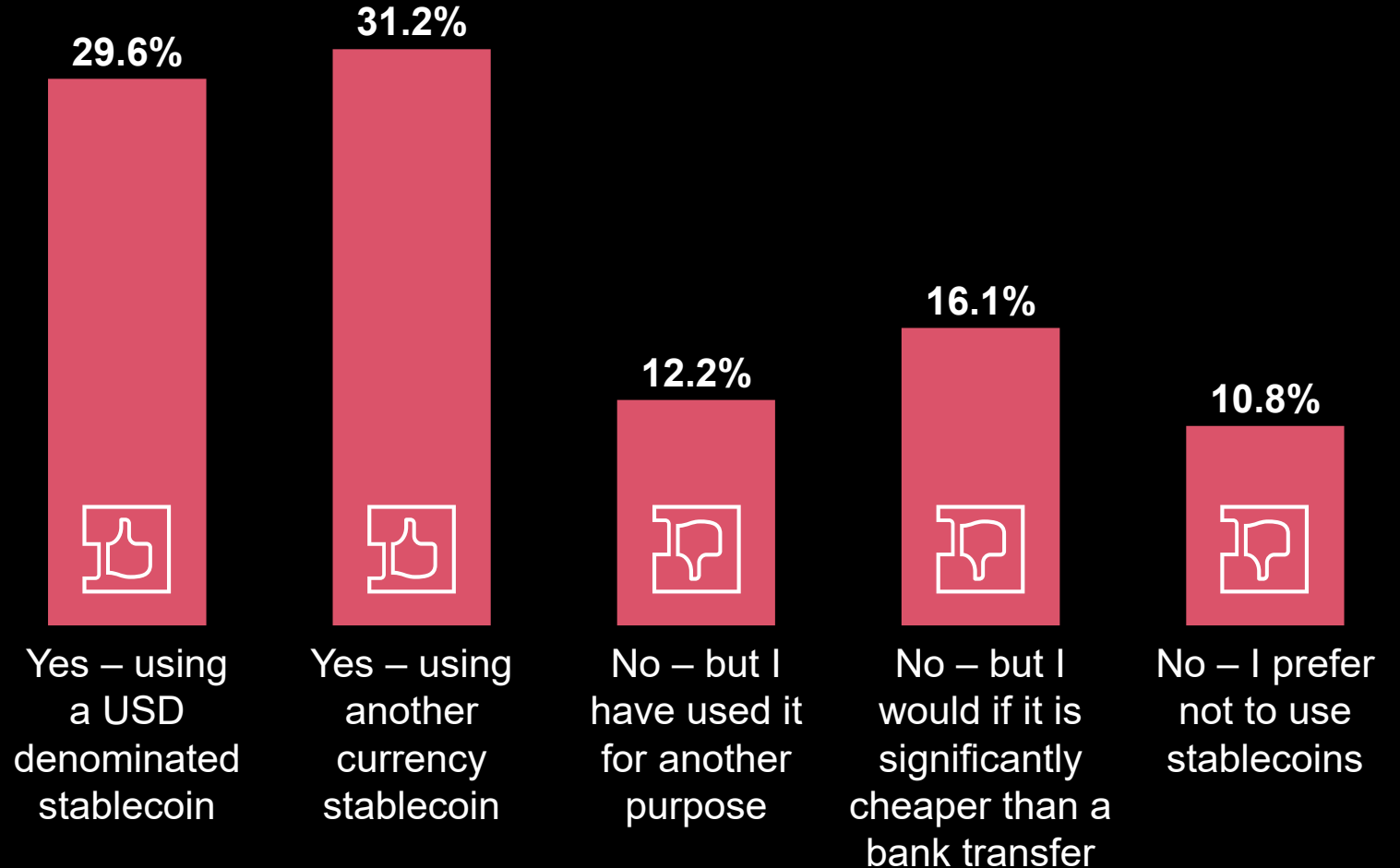


2025 2026

In line with this, retail investors have started using stablecoins for cross-border payments



Question: Have you ever used a stablecoin to perform a cross-border transfer/payment?
(Single choice; Σ of responses = 100%)

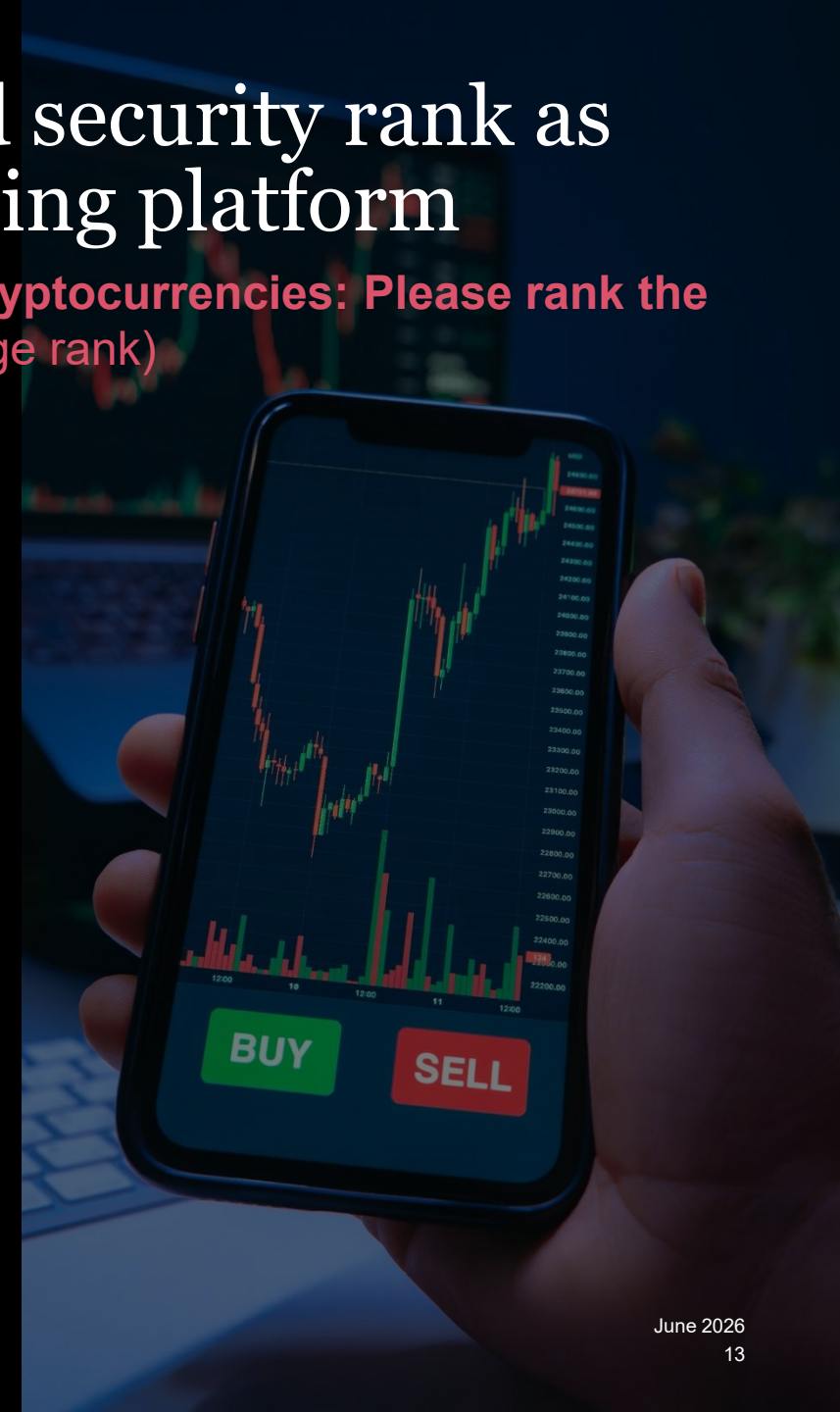


Against this backdrop, trustworthiness and security rank as the most decisive factor for selecting a trading platform

Question: Imagine you are looking for a new trading platform to buy cryptocurrencies: Please rank the following criteria according to their relevance for your decision (Average rank)

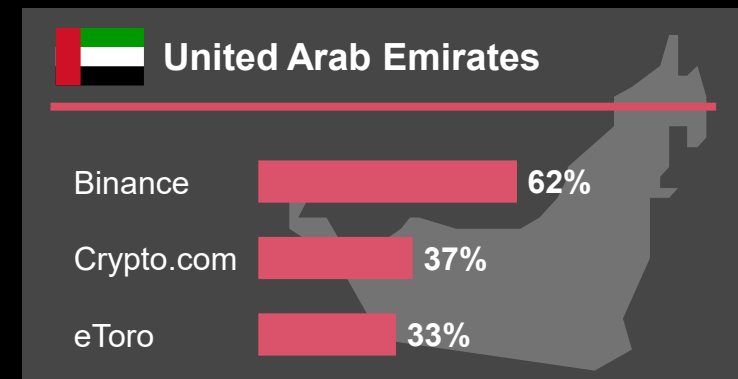
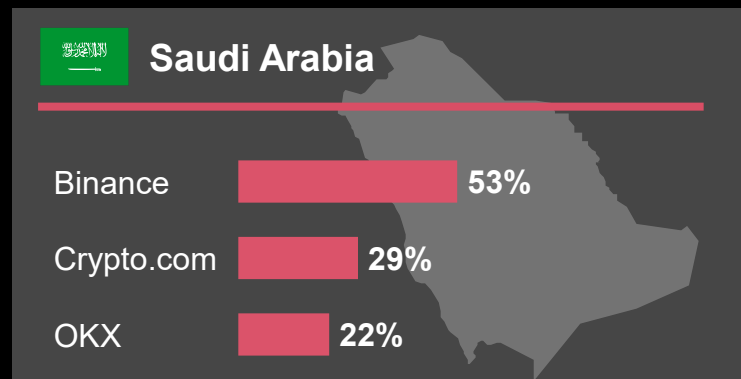
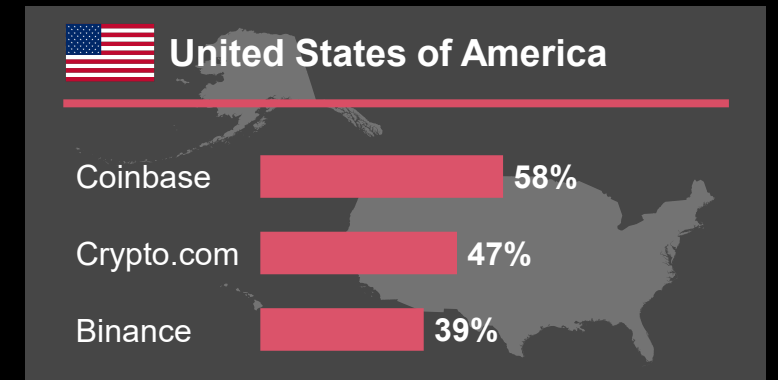
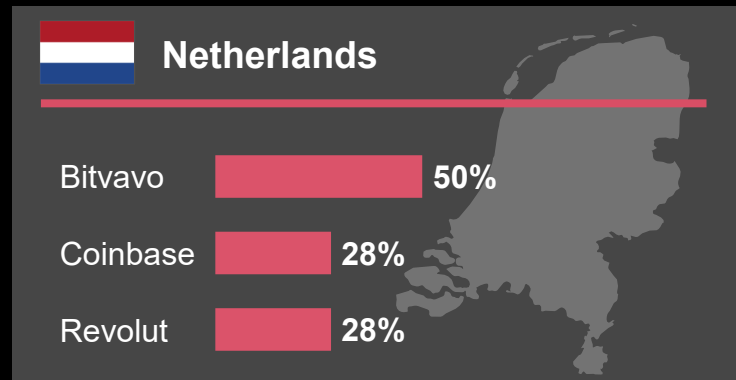
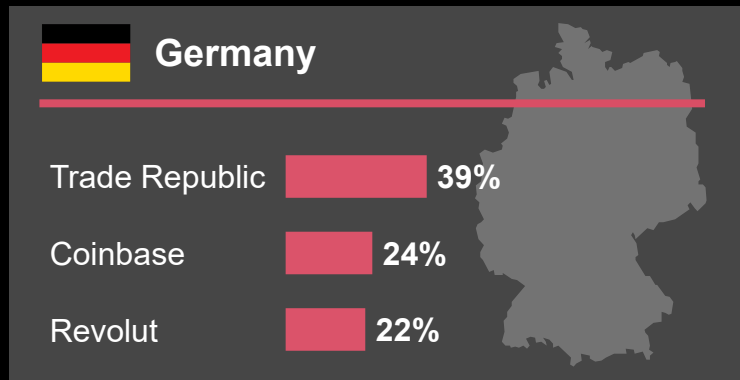
1	★ Platform trustworthiness and security	3.61
2	Direct purchase of cryptocurrencies with fiat currencies (e.g., Euro)	4.16
3	Broad selection of tradable cryptocurrencies	4.54
4	Access to digital assets AND traditional banking products via one platform	4.57
5	Appealing cost structure	4.58
6	Good customer service (accessibility, support)	4.59
7	Range of product offering in addition to cryptocurrency trading	4.91
8	Intuitive website and app navigation	5.05

Level of importance



However, leading trading platforms vary by country, with local players taking the lead in selected markets

**Question: Which trading platforms do you use to purchase cryptocurrencies and digital assets?
Top 3 only shown (Multiple answers possible)**



Key lessons learned from survey

“

Digital asset-platforms that wish to remain competitive must go beyond the mere buying and selling of coins, seamlessly integrating stablecoin transfers and tokenized investment products into their apps and service offerings. In doing so, they must consistently prioritize trust, security, and a user-friendly experience – otherwise, customers will migrate to providers that offer everything from a single source.”

Felix Becht,
Partner Strategy& Germany



Stablecoins and tokenized assets are reshaping payments and investment propositions

What remains true from previous studies

- ✓ **Crypto investors are true believers, and the trend remains**
- ✓ **Crypto investors are generally attractive clients for banks**
- ✓ **Trading behavior of crypto investors converges with stocks**
- ✓ **Crypto investors expect long-term relevance for various reasons**
- ✓ **Crypto offering represents a decisive factor in bank selection**

What is new this year



Stablecoins are increasingly cannibalizing conventional cross-border payments



Tokenized assets are likely to meet demand from retail investors, provided there is an adequate offering

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