

Crypto shopping

Report on SOLANA

Why Uquid Made This Report

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Uquid has always believed that stablecoins are more than just a trading tool; they represent a crucial bridge between Web3 and real-world daily life. As one of the earliest platforms to integrate stablecoin payments into everyday shopping, we see it as our responsibility to track how adoption evolves and share those insights with the wider community.

This Report Is Created To:

- Measure adoption of USDT on Solana in real-world shopping.
- Highlight performance (speed, cost, reliability) of Solana, compared to other networks.
- Share insights into how users are spending USDT-SOL across categories and regions.
- Guide the ecosystem by showing how Solana strengthens stablecoin utility in commerce.

Key Takeaways

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- **Everyday Utility First:** USDT on Solana is driving Payfi forward on Uquid, powering real-world crypto shopping with gaming credits, digital gift cards, payment cards, and essential utility services. Solana users are showing how crypto isn't just for trading, it's becoming part of daily life.
- **Strong Launch:** Since Q4 2024, USDT-SOL has quickly become one of the top payment networks on Uquid's Crypto Shopping ecosystem.
- **User Growth:** +55% increase in active shoppers within just 6 months.
- **Regional Adoption:** Leading the trend are shoppers in Oceania and Asia, followed by growing usage in Europe and South America, proving Solana's strong global crypto adoption footprint.
- **Performance Benchmark:** USDT on Solana achieved 97% checkout success rate, ranking #2 among all networks.

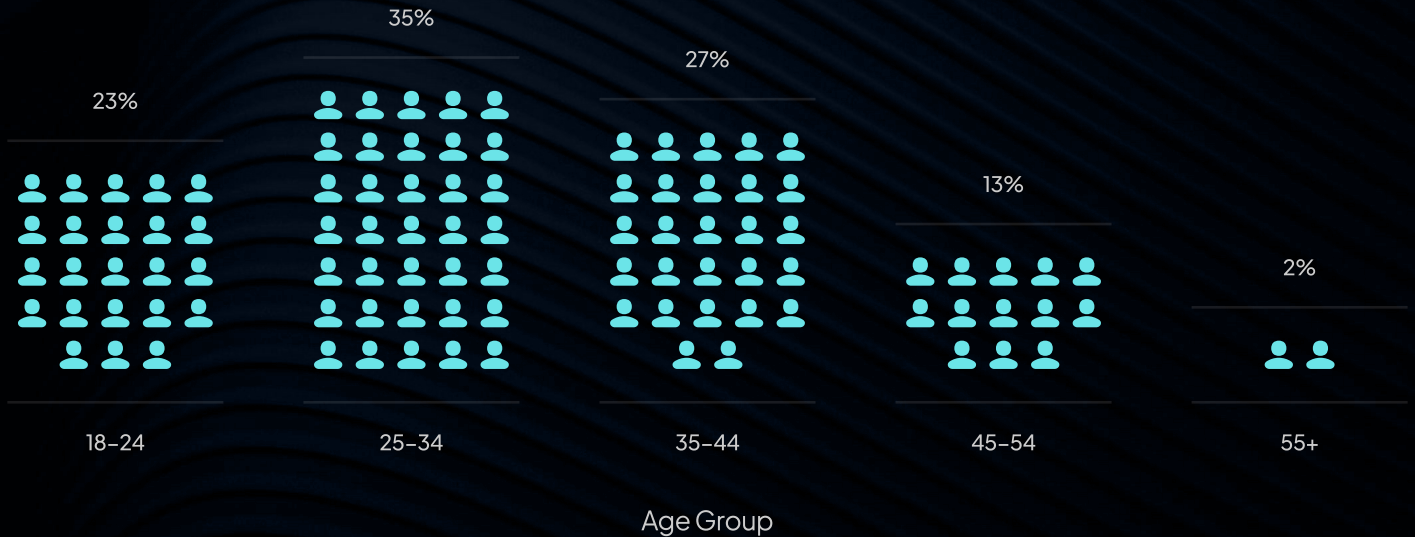
Understanding Uquid's Users

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The platform saw a significant influx of Gen Z users (18–24), who now represent 23% of shoppers and are digitally and crypto-native, preferring mobile access and driving future growth despite lower disposable income.

Crypto Shopping Activity by Age on UQUID–H1 2025

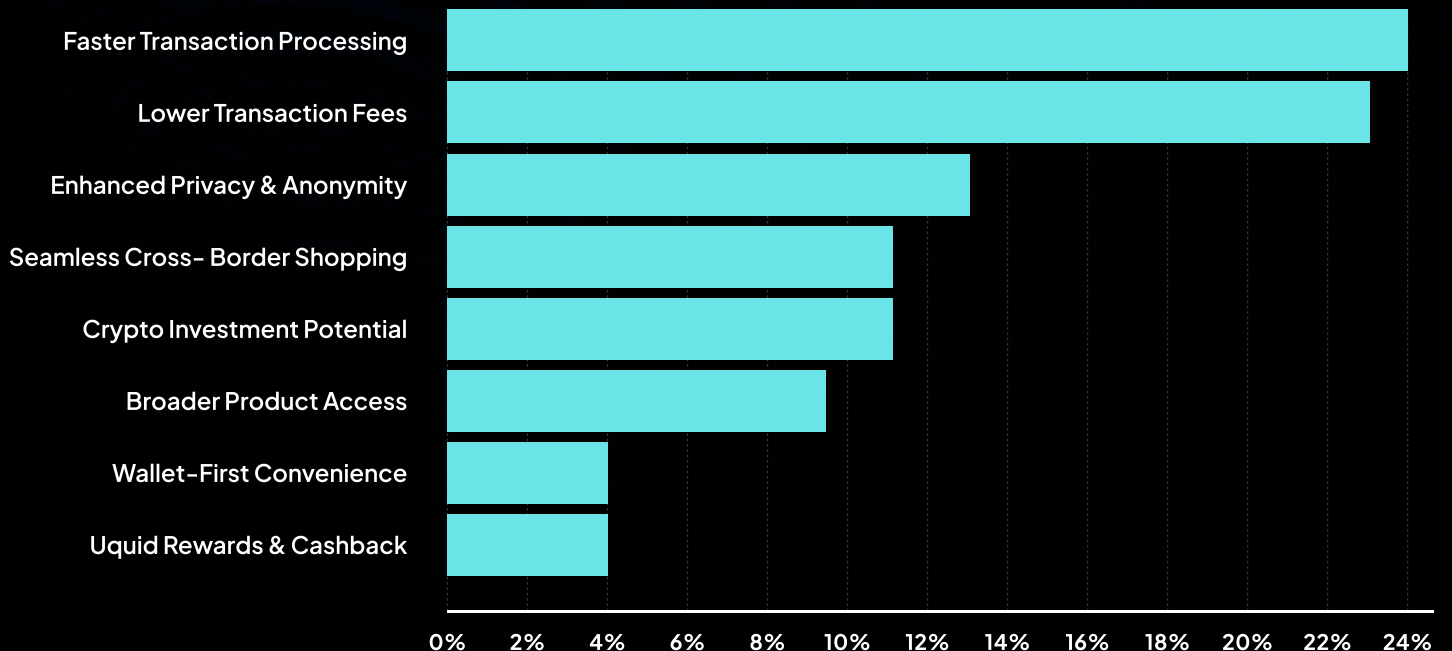
 = 1%



While the user base remains predominantly male (75%), female engagement has notably increased to 25% (up from 16.7% in 2024), particularly in lifestyle and everyday essential categories, indicating a key area for future expansion.

Geographically, emerging markets in Latin America, Africa, and Asia are leading Web3 shopping adoption on UQUID. The platform's acceptance of stablecoins provides a crucial hedge against volatile local currencies, and its Web3 model reduces fees, offering competitive pricing.

Moreover, a Q1 2025 survey revealed that users are switching to Web3 e-commerce primarily for efficiency and costeffectiveness. "Faster transaction processing" (24.0%) and "Lower transaction fees" (23.5%) are the top motivators, underscoring the demand for quick and affordable cross-border transactions.



USDT On Solana In Crypto Shopping

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Overall

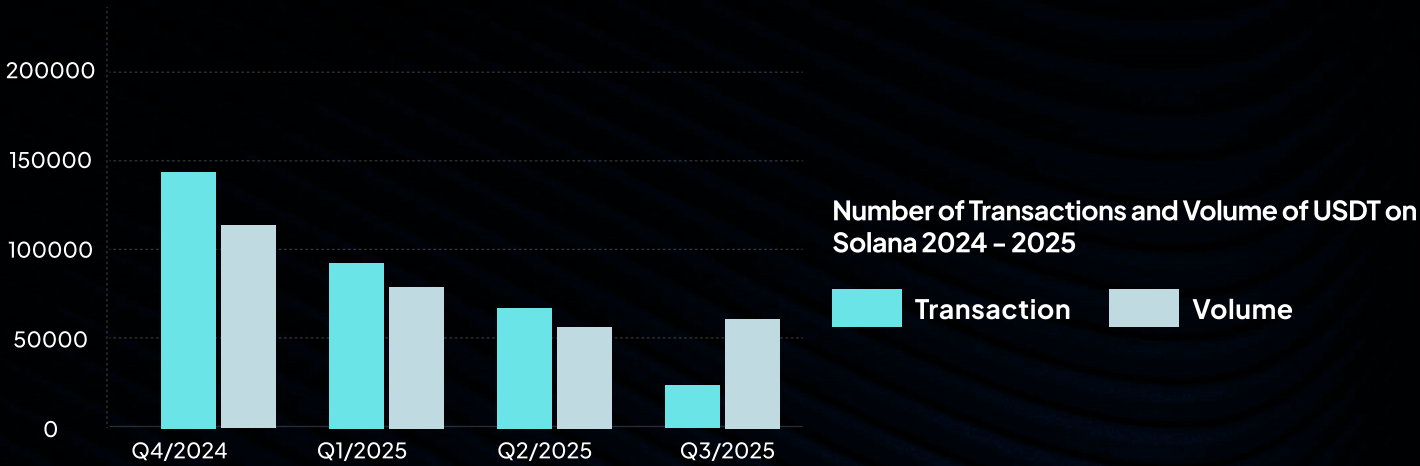
4.1.

Since Q4 2024, USDT on Solana has established a strong foothold in crypto commerce. The network debuted with momentum, recording more than 142,000 transactions in its first quarter on Uquid.

Activity leveled out in Q1 and Q2 2025 as early adopters integrated the network into their spending routines. By Q3 2025, transaction volumes stabilized and overall payment activity rebounded, confirming that USDT-SOL was not just a short-lived surge but a lasting fixture in the shopping ecosystem.

This trajectory illustrates the typical cycle of payment adoption: rapid uptake at launch, a phase of adjustment, and then steady growth as committed users sustain the network.

Chart 1: Number of Transactions and Volume of USDT on Solana 2024 - 2025



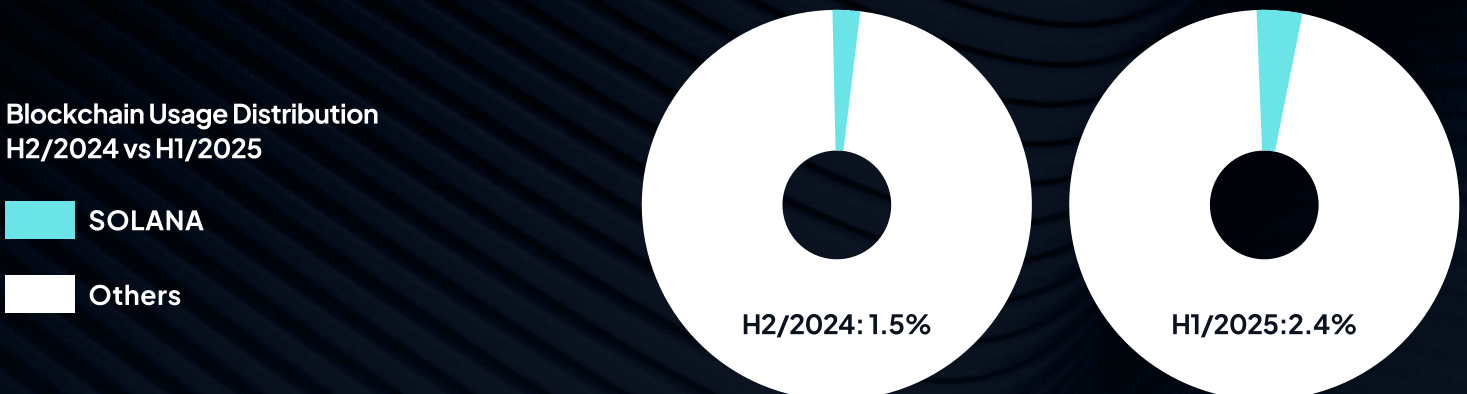
USDT On Solana Usage

4.2.

When comparing adoption over time, the share of USDT payments made on Solana has grown significantly. In the second half of 2024, Solana accounted for just 1.5% of all USDT shopping payments on Uquid. By the first half of 2025, that share had risen to 2.4%.

While this may sound incremental, it represents thousands of transactions and highlights the speed at which Solana has gained relevance among stablecoin users. The reasons are clear: Solana offers near-instant confirmation times, extremely low transaction fees, and reliable performance during high-traffic shopping periods. For many users, especially in emerging markets, these features make Solana an attractive choice compared to more costly networks.

Chart 2: Blockchain Usage Distribution H2/2024 vs H1/2025



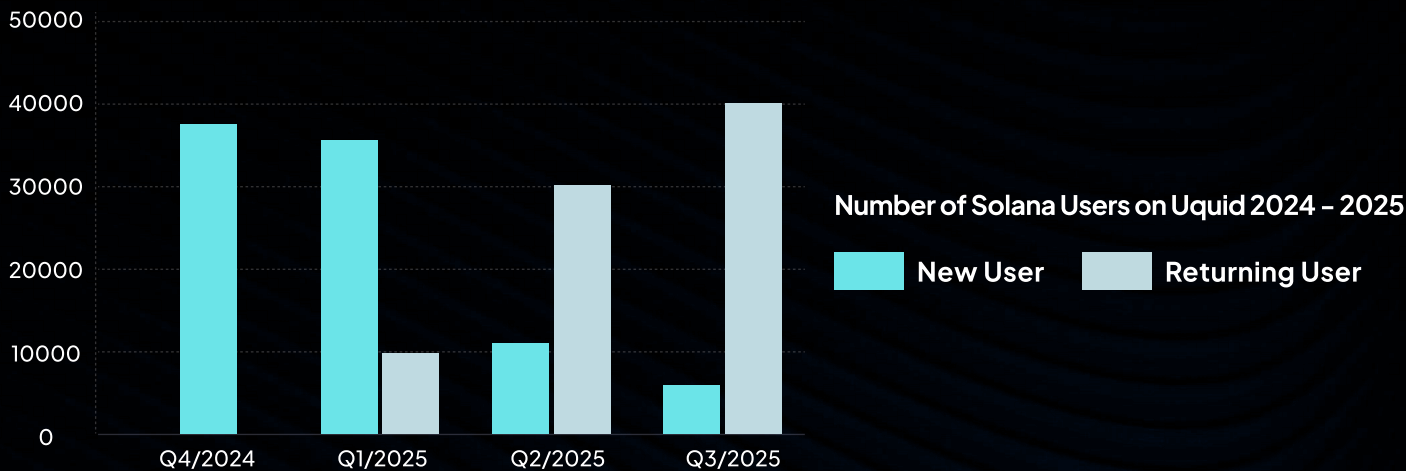
User Growth Metrics

4.3.

Perhaps the strongest sign of USDT-SOL adoption is the growth in user numbers. Between Q4 2024 and Q3 2025, Uquid recorded a 55% increase in active shoppers using USDT on Solana. At first, most activity came from new users testing the network, with nearly 50,000 new sign-ups in Q4 2024 alone.

But over time, the balance shifted: by Q3 2025, returning users represented the vast majority of transactions. This shift shows that early adopters not only tried Solana but continued to use it consistently, creating a foundation of loyal customers. It is this retention, rather than one-time curiosity, that signals sustainable adoption and long-term confidence in the network.

Chart 3: Number of Solana Users on Uquid 2024 - 2025



Regional Distribution Of Transactions

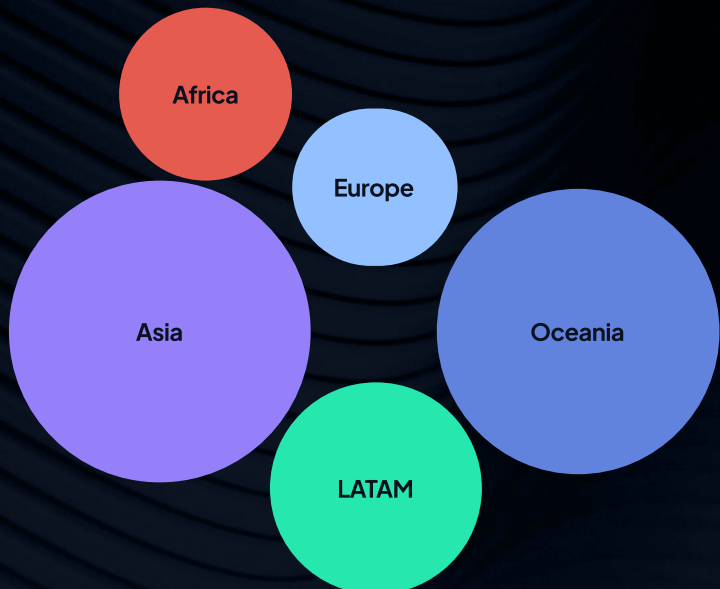
4.4.

Adoption of USDT on Solana has been global, but it is not evenly spread. The strongest activity has come from Oceania, where digital shopping and cross-border payments have made crypto an essential tool. Asia follows closely, particularly in markets such as India, Philippines, and South Korea, where users are highly receptive to crypto payments for both digital and practical goods.

Europe has also shown steady adoption, especially in Eastern regions where crypto offers a convenient alternative for online shopping. LATAM is emerging as a growing market as inflation and payment restrictions make stablecoins an appealing choice. Usage is also steadily increasing in Africa and the Middle East. Together, these patterns show that Solana's low-cost, high-speed model resonates most in regions where payment efficiency makes the biggest difference.

Chart 4: Regional Distribution of Transactions

Region	%
Oceania	32,8
Asia	35,5
Europe	6,3
LATAM	14,1
Africa	11,3



USDT Checkout Performance By Network

4.5.

Performance metrics are critical in assessing the viability of a payment network, and Solana has delivered strong results. USDT on Solana reached a 97% checkout success rate, placing it #2 among all supported networks on Uquid. This means that almost every transaction attempted on Solana successfully went through without technical issues or delays. When compared to alternatives, Solana stands out: Ethereum, while reliable, remains too expensive for most small-value purchases, while TRON continues to lead in sheer adoption but cannot match Solana’s speed.

Solana has proven itself to be more than capable of supporting payment-grade applications, showing that it is no longer just a chain for experiments but a mature ecosystem ready for everyday commerce.

Chart 5: Transaction Completion Rate by Asset on Uquid (2024)

Blockchain Usage Distribution H2/2024 vs H1/2025



Popular Product Categories

4.6.

In terms of what shoppers are buying, the data reveals a clear preference for digital-first goods. Gaming gift cards have consistently been the most popular category, reflecting the strong overlap between gamers and crypto adopters. Payment cards, utilities, and services such as bills and subscriptions come next, showing that USDT-SOL is not just used for entertainment but also for practical expenses.

Mobile top-ups are another popular choice, particularly in emerging markets where topping up prepaid phones with crypto is fast and convenient. Interestingly, physical products such as clothing and accessories are also beginning to appear among the top categories, suggesting that USDT-SOL is gradually moving beyond digital goods into the broader retail space.



Thank You!!

With Gratitude, The UQUID Team

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