

# Uquid

# H1 2025 Report

# Key Takeaways & Outlook

## Stablecoin Dominance & Network Shifts

Stablecoins dominate transactions (~90%) due to their stability. While Layer-1 networks remain widely used, Layer-2 solutions are rapidly gaining traction (~40%) due to their speed and lower costs, signaling a clear shift towards more efficient networks. TRON Network is strong in LATAM, and TON Blockchain is seeing explosive growth in Asia via Telegram.

## Growing User Base & Mobile First

Crypto shopping is expanding, attracting a diverse, predominantly young and male user base, with notable growth in female engagement. Most users shop on mobile devices and laptops, favoring integrated mini-app experiences for seamless transactions.

## Practicality Fuels Adoption

Efficiency is key. Users are choosing crypto for its faster, lower-fee transactions, along with blockchain benefits like privacy and cross-border ease. This is seen in both single-item and bulk purchases, highlighting crypto's everyday utility.

## Strategic Integrations Are Crucial

Expanded payment options (like Bybit Pay, KuCoin Pay, Telegram Wallet) and direct physical goods integrations (178M+ items on Telegram, Gate.io apps) are normalizing Web3 shopping. CEX Mini-apps drive significant user traffic (57%).

## Seamless Onboarding & Utility

Gift cards on Web2 platforms (Kinguin.net, G2A.com) are effectively bridging traditional and Web3 users, expanding crypto's utility beyond just investment to include shopping and gifting.

## Positive Future Outlook

The strong growth seen in H1 2025, especially in stablecoin use and platform integrations, sets a positive precedent. The market is forecasted for accelerated mainstream adoption and sustained double-digit growth into 2026, largely thanks to increasing regulatory clarity and enhanced user experience.

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# Introduction

In H1 2025, Web3 shopping transformed from a niche concept into an essential part of daily life for millions globally. Especially in regions like Latin America, Africa, and Southeast Asia, where traditional finance often falls short, blockchain offered real solutions. It enabled everything from reducing remittance costs to facilitating instant, cross-border transactions. What was once experimental quickly became a practical necessity.

At the heart of this profound shift was UQUID, making crypto-powered shopping more accessible than ever. By leveraging stablecoins, crypto transactions, and localized blockchain solutions, UQUID seamlessly helped users meet everyday needs, whether topping up mobile phones in Nigeria or paying public transport fees in Argentina. This was not just about adopting new technology, it was about solving tangible financial pain points for users.

This report delves into how Web3 shopping is reshaping e-commerce, highlighting UQUID's key milestones, the defining trends of this evolution, and what's next as crypto firmly moves beyond speculation into mainstream spending.

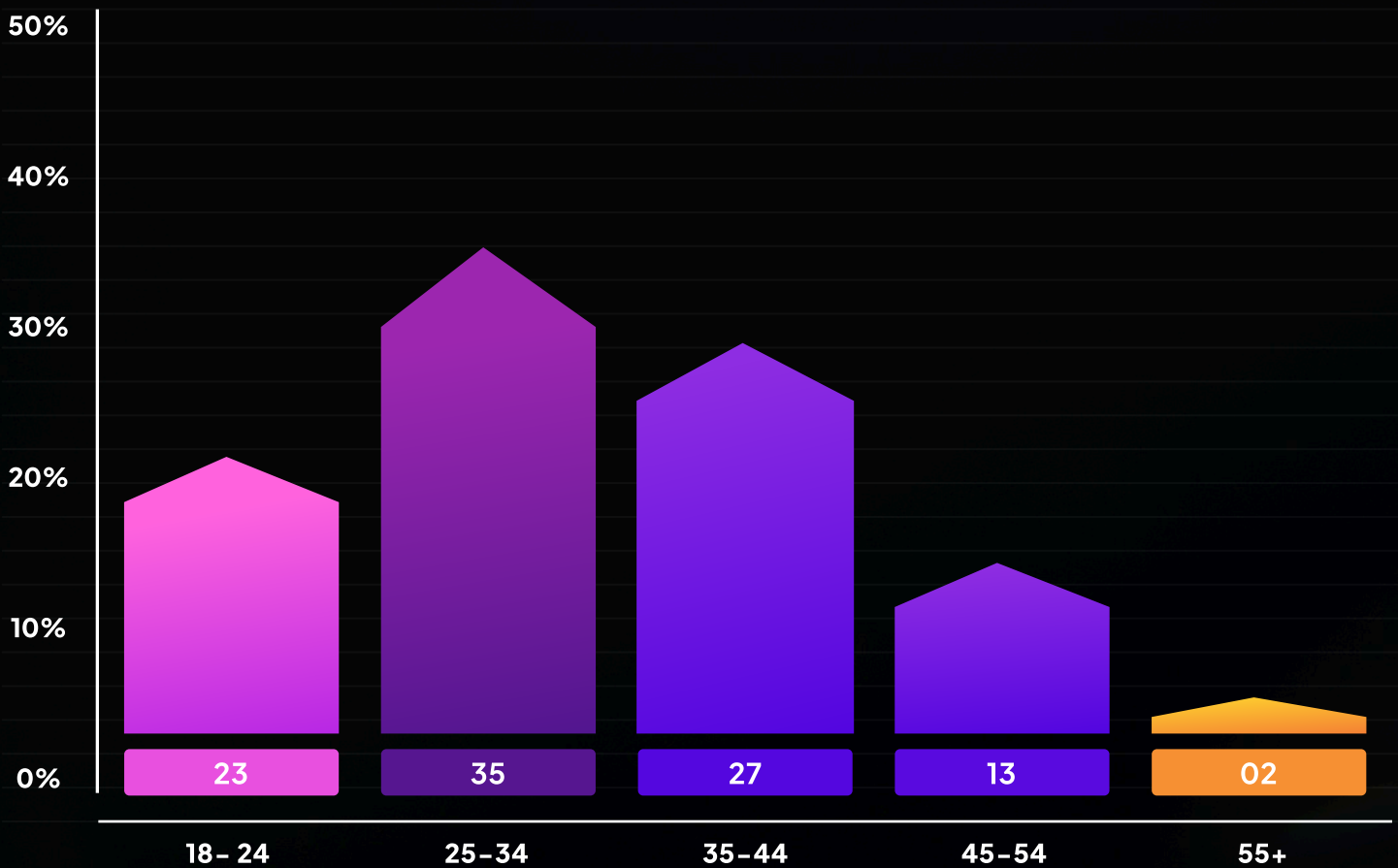
# Understanding UQUID Shoppers – Who They Are & How They Spend

## 3.1 Who Are UQUID Shoppers? A Deep Dive Into Crypto Consumers

Following the significant user base expansion in 2024, UQUID continued its growth in H1 2025 by attracting a diverse audience to its Web3 commerce platform. This part summarizes UQUID’s user demographics, behaviors, and opportunities, illustrating its role in bridging crypto with everyday value through seamless shopping and support for stablecoins and various altcoins.

### 3.1.1 Young, Mobile-First, And Ready To Spend: Gen Z Drives The Next Wave Of Web3 Shopping

In H1 2025, UQUID’s user base mirrors broader crypto adoption trends, with younger generations leading the charge:

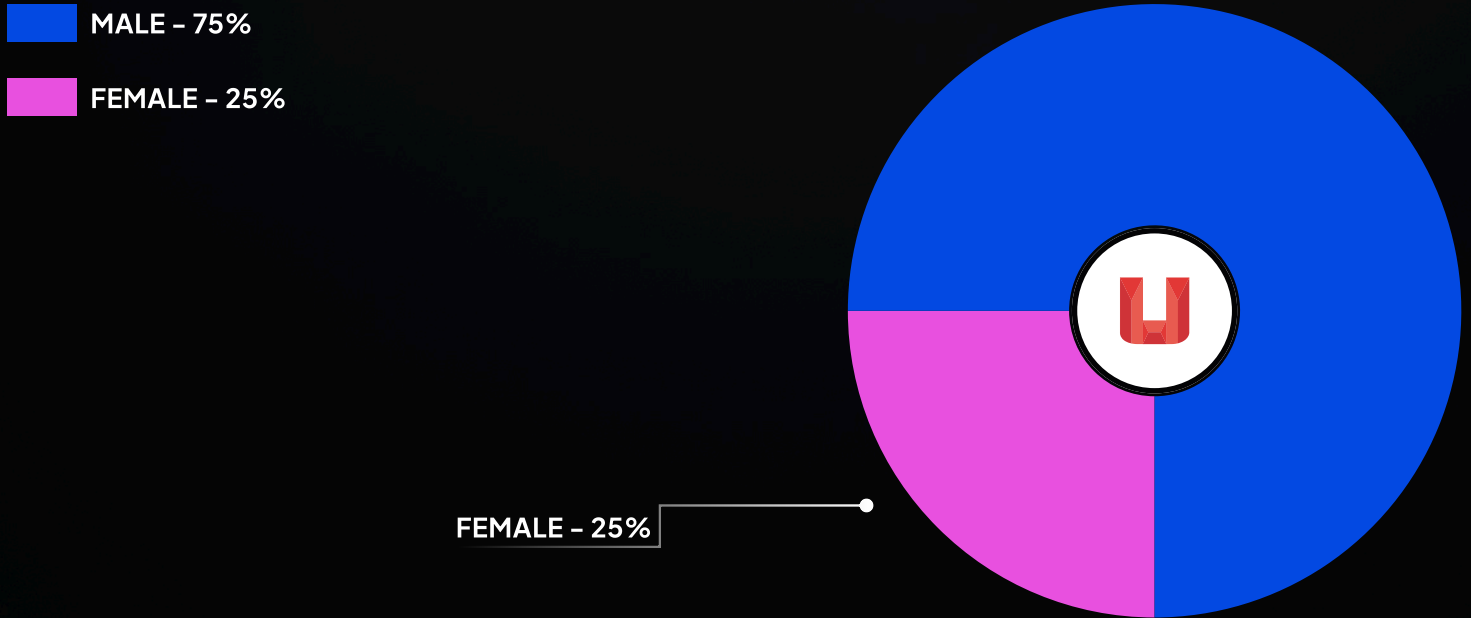


**Crypto Shopping Activity By Age On UQUID – H1 2025**

In H1 2025, Gen Z (18–24 years old) emerged as UQUID’s fastest-growing user segment in Web3 shopping, rising to 23% from 17% in 2024. Despite lower disposable income than Millennials (35%), Gen Z’s high engagement stems from their digital and crypto native familiarity. As mobile-first users, they quickly adopt platforms like UQUID that offer seamless shopping directly through apps like Telegram, positioning them as a key driver for future crypto commerce growth.

### 3.1.2. While Male-Dominated, Web3 Shopping Is Driven By Female In Lifestyle And Everyday Essentials

UQUID's user base in H1 2025 is predominantly male, accounting for approximately 75%, while females make up 25%. This gender distribution highlights a significant opportunity for growth in female-driven categories.

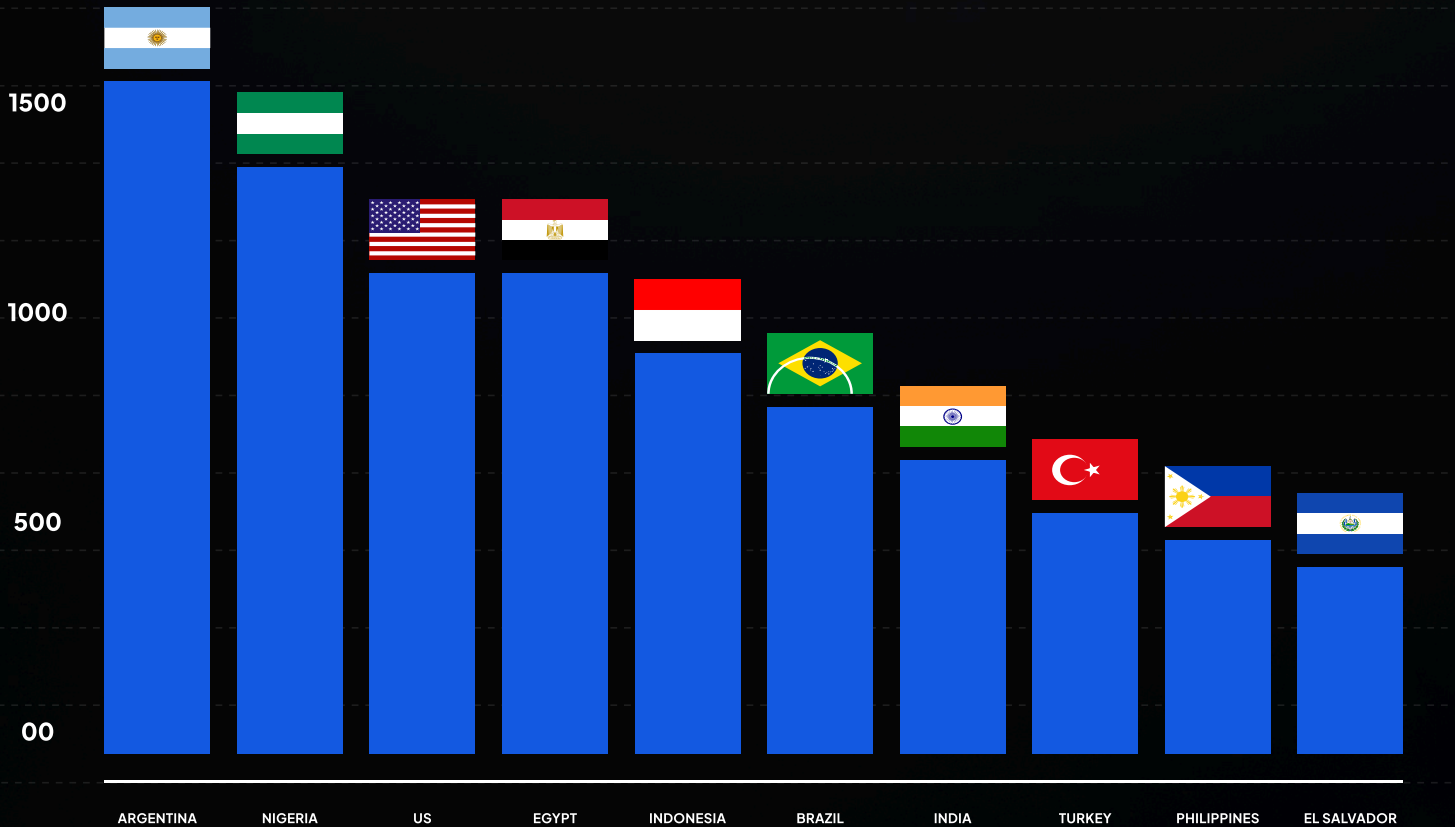


**Uquid User Gender Distribution – H1 2025**

While male users continued to drive a substantial portion of transactions across the platform's diverse offerings, showing strong preferences for tech gadgets, electronics, and gaming-related products, females experienced a significant shift from 2024, where they constituted only 16.7% of the user base.

### 3.1.3. Emerging Markets Lead The Way In Web3 Shopping

Web3 Shopping global footprint is notably strong in emerging markets, particularly across Latin America, Africa, and Asia, where it offers compelling solutions to local economic challenges. The following represent UQUID's top 10 countries for shopping:

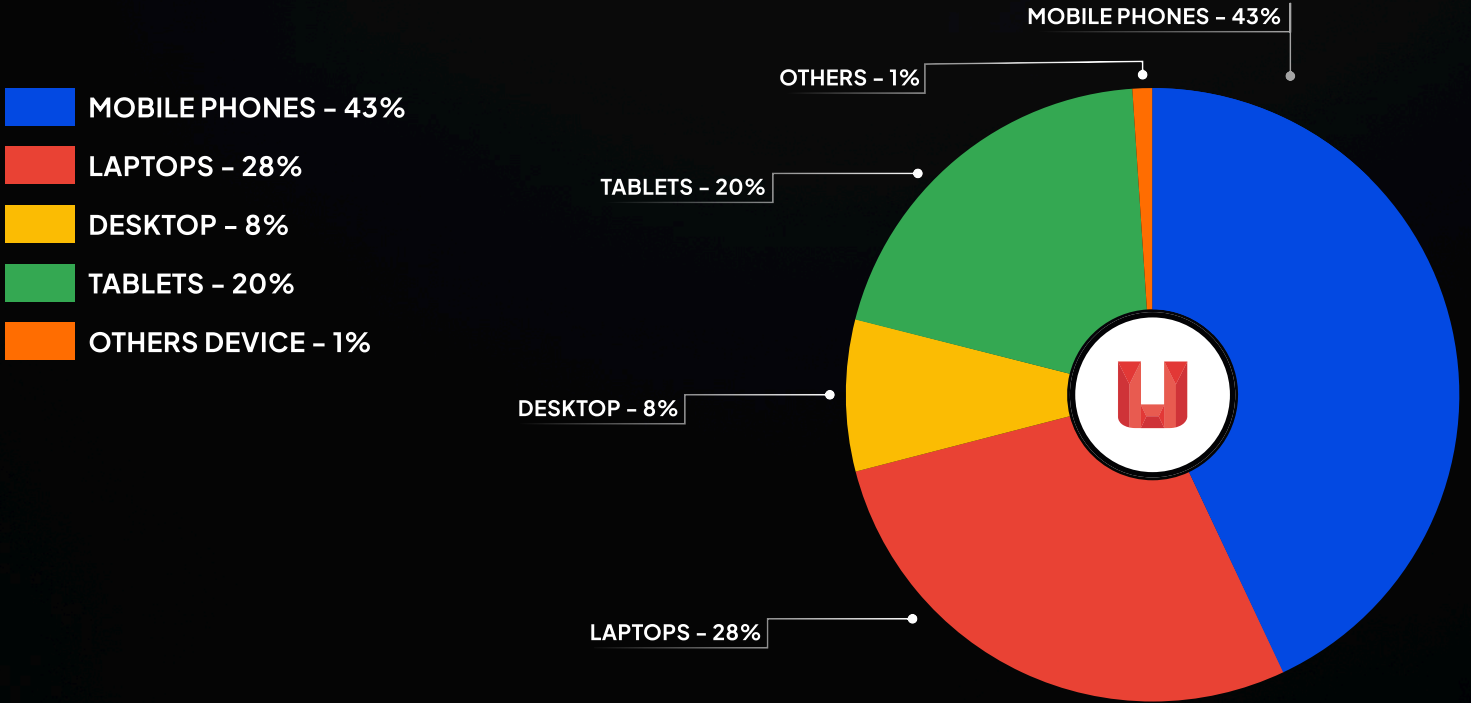


**Top Countries With Highest Shopping Volume**

In these regions, UQUID's acceptance of stablecoins is a key advantage, hedging against volatile local currencies and offering a stable medium for everyday and cross-border transactions, protecting purchasing power. Operating on a Web3 model also reduces intermediary fees and complexities, allowing UQUID to offer more competitive pricing than traditional e-commerce.

### 3.1.4. Mobile Leads UQUID’s Shopping Experience In H1 2025

In H1 2025, UQUID's users demonstrate high mobility, predominantly accessing the platform via mobile devices and laptops. While tablets and other devices are also used, mobile phones and laptops remain the most common for crypto-related activities and e-commerce.

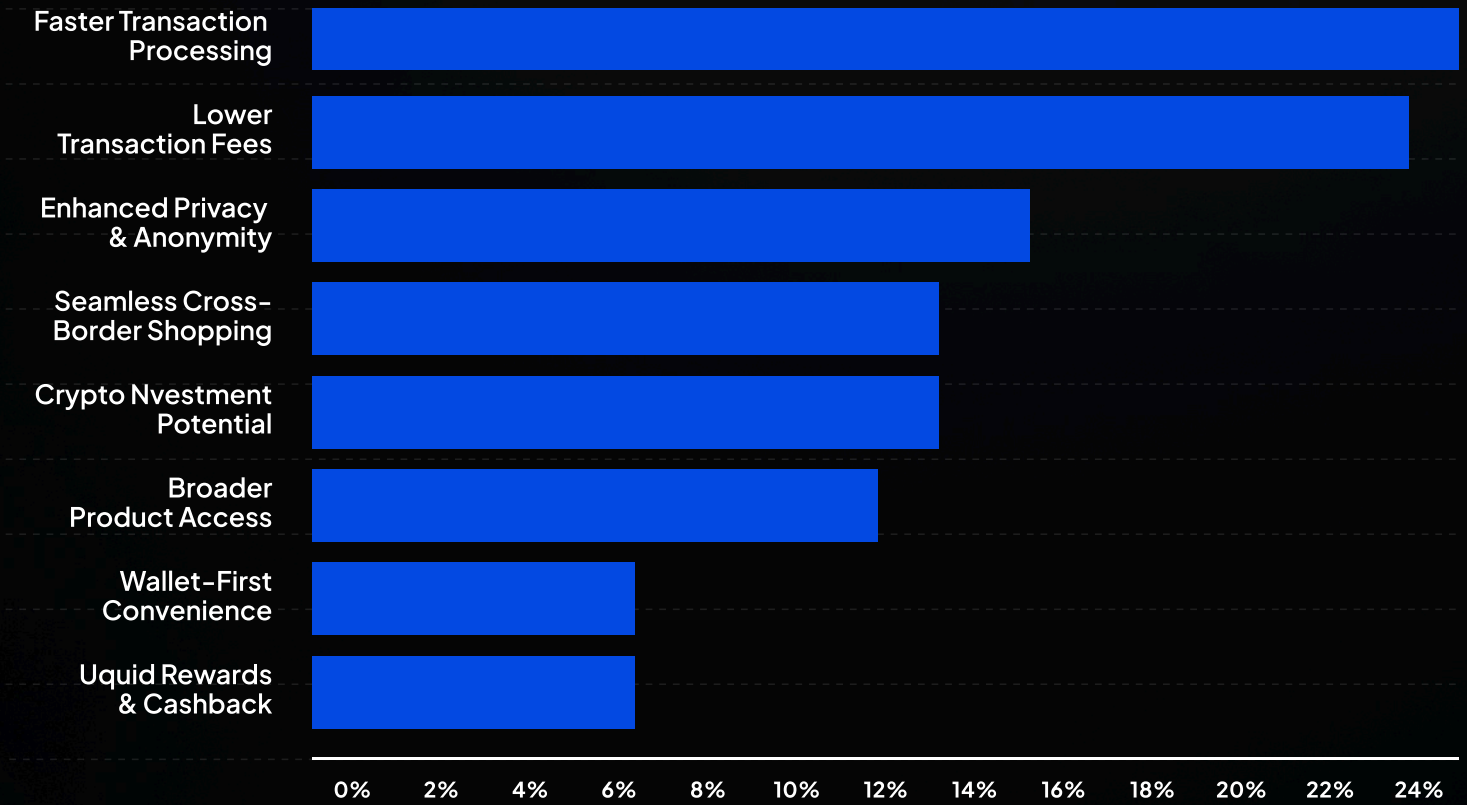


**Device Usage Among UQUID Users – H1 2025**

Mobile devices, in particular, are the primary access point for a large segment of UQUID's user base. This preference for mobile is reflected in how users engage with UQUID's services: directly via its website optimized for mobile browsers, and through integrations as mini-apps within popular crypto exchange platforms like Binance, Gate.io, KuCoin, and Bybit mobile apps. UQUID shop on Telegram also attracts a large number of this application's mobile users. This ubiquitous mobile access ensures convenience and seamless transaction experiences for users on the go.

### 3.1.5. Why Users Are Making The Switch To Web3 Shopping

To better understand the driving forces behind user adoption, UQUID conducted a comprehensive survey in Q1 2025, engaging over 1,500 active users across its key markets. The shift from traditional (Web2) to Web3 e-commerce is driven by several compelling motivations, where cryptocurrency, particularly stablecoins, offers distinct advantages. Here's a breakdown of why users are making the switch:



**Key Motivations For Choosing Crypto Shopping With UQUID – H1 2025**

As shown in the chart, users are primarily drawn to Web3 e-commerce for its efficiency and cost-effectiveness, with "Faster transaction processing" (24.0%) and "Lower transaction fees" (23.5%) collectively forming nearly half of all motivations. This highlights a strong demand for quick, affordable cross-border transactions in varying economic environments.

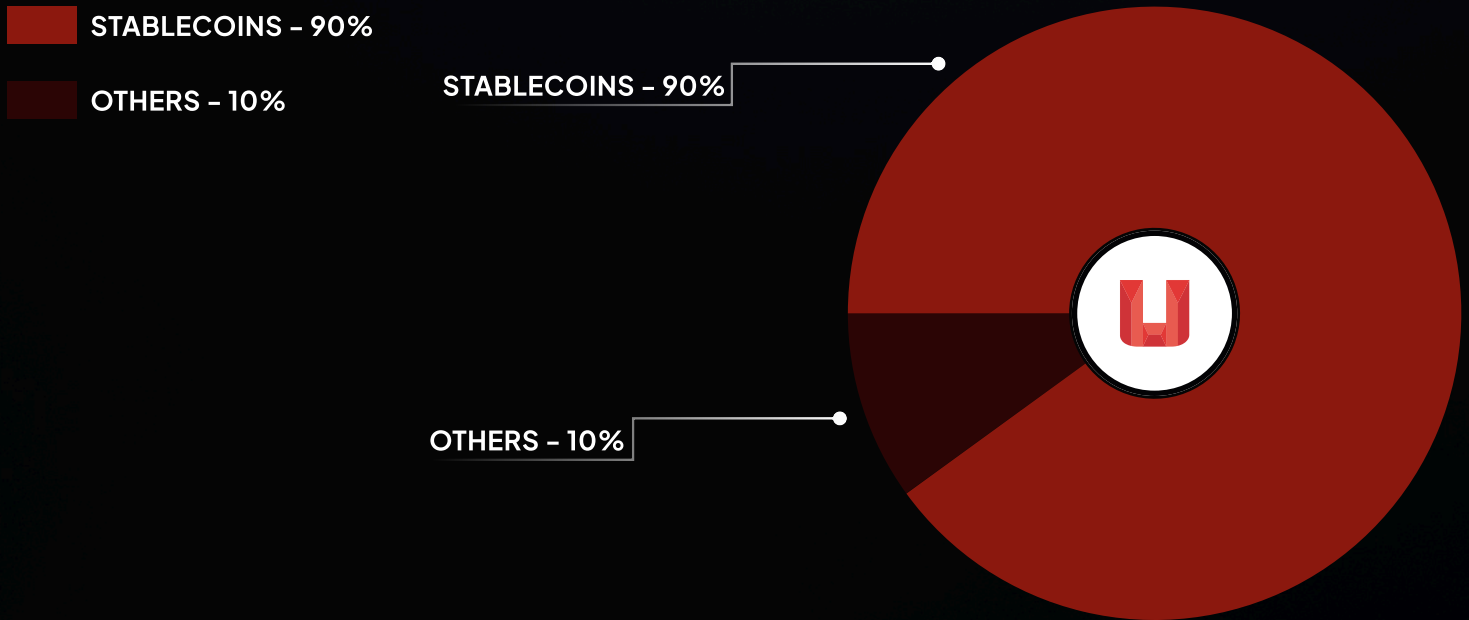
# Transaction Patterns: Unpacking The "How" And "Why" Of Crypto Shopping

This section aims to provide a comprehensive analysis of which cryptocurrencies and blockchain networks are most frequently utilized in online shopping, alongside an exploration of the underlying reasons for their prevalence and growth. Our focus remains on growth percentages and market trends, comparing current figures with those of 2024 to illustrate the evolving dynamics of crypto commerce.

## 4.1. Cryptocurrencies: The Digital Currencies Of Choice

The year 2025 has witnessed a notable maturation in cryptocurrency usage for shopping, with growth driven by both established players and emerging contenders.

### Currency Usage Share



**Stablecoins Vs. Other Coins Usage For Crypto Shopping (H1/2025)**

#### Stablecoins

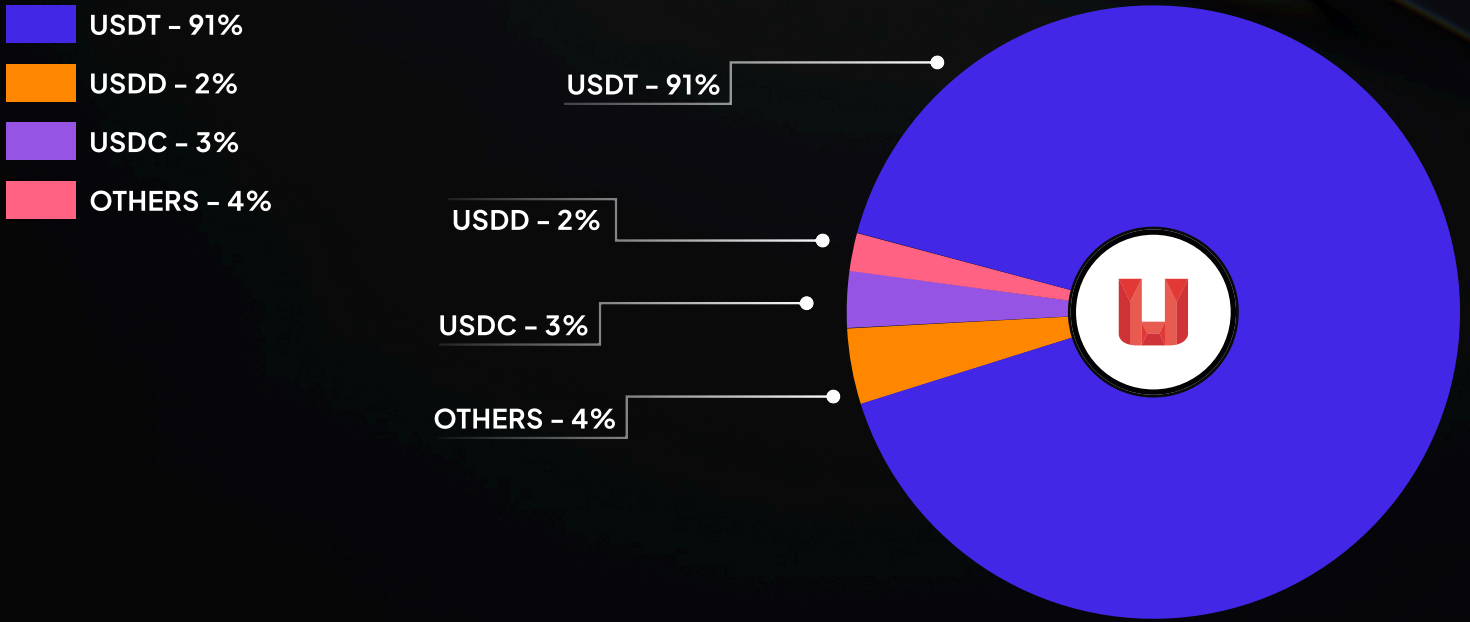
Approximately 90% of all crypto shopping transactions. This represents a slight increase in their dominance compared to 2024, solidifying their role as the preferred medium of exchange due to price stability.

#### Other Cryptocurrencies (Altcoins & Bitcoin)

Approximately 10% of all crypto shopping transactions. While a smaller share, this category has seen significant growth in transaction volume compared to 2024, indicating increased merchant acceptance and user confidence.

While stablecoin volume growth remains robust due to consistent utility, altcoin transaction volume has shown a steeper percentage increase, albeit from a smaller base, driven by increased market participation and speculative interest translating into spending.

# Comparisons Of Stablecoins



## Stablecoin Usage In **Crypto** Shopping (H1/2025)

### USDT (Tether)

Approximately 91% of all stablecoin transactions. USDT continues to be the undisputed leader, showing a marginal increase in its market share compared to 2024.

### USDC (USD Coin)

Approximately 3% of all stablecoin transactions. USDC's share has remained relatively stable, though its growth in transaction volume is positive.

### USDD (Decentralized USD)

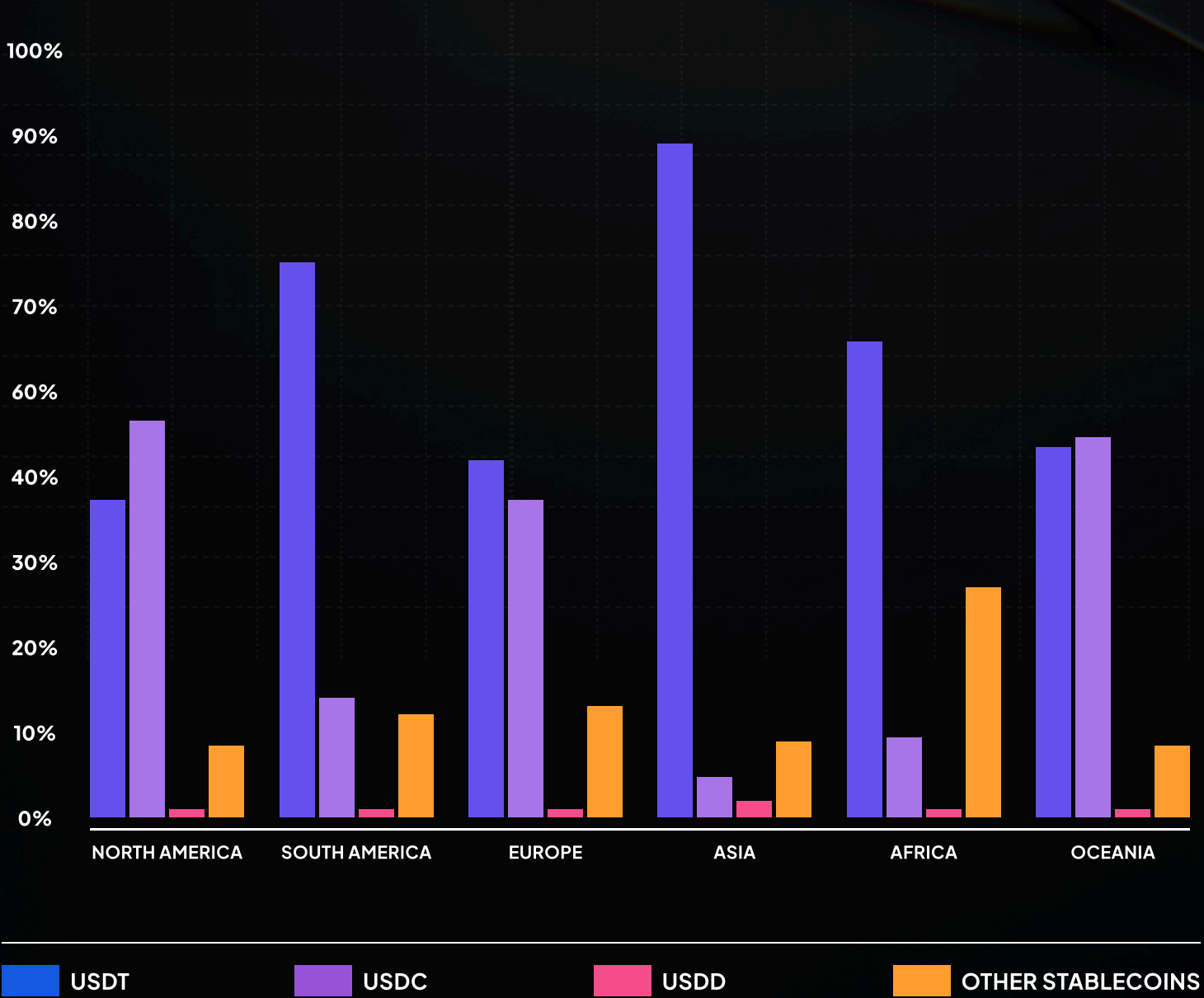
Approximately 2% of all stablecoin transactions. While still a niche player, USDD has seen a notable percentage increase in adoption from a very low base, particularly in certain decentralized ecosystems.

### Other Stable Coins

The remaining 4% includes a variety of smaller stablecoins, some of which have experienced significant percentage growth in niche markets.

**Why USDT/USDC Still Dominate:** The continued dominance of USDT and USDC in 2025 stems from their established liquidity, widespread acceptance by exchanges and merchants, and perceived stability. Their presence across multiple blockchain networks further enhances their accessibility for users globally. Despite ongoing regulatory discussions, their utility as a bridge between fiat and crypto remains unparalleled for everyday transactions.

# Regional Breakdown Of Stablecoins



## Regional Breakdown Of Stablecoin Usage In Crypto Shopping (H1/2025)

### USDT (Tether)

Dominant in Asia (85%), South America (70%), and Africa (60%), driven by its efficiency for cross-border transactions and remittances (e.g., 30% increase in LATAM remittances), and ubiquity on exchanges with TRON transfers.

### USDC (USD Coin)

Preferred in North America (50%), Europe (40%), and Oceania (48%), reflecting these regions' focus on regulatory clarity and institutional adoption, seeing a 25% growth in institutional use.

### USDD & Others

USDD (1%) holds a niche in the TRON ecosystem. Other Stablecoins show significant growth in Europe (14% with 40% growth) due to MiCA compliance and in Africa (29% with up to 60% user expansion) via local projects addressing specific market needs.

# Cryptocurrency Usage Share

## TRX (Tron)

Leads with 28% share due to exceptionally low transaction fees and high efficiency, making it ideal for frequent payments.

## Bitcoin (BTC)

Commands 25% share, with substantial transaction volume growth linked to multiple ATHs in 2025, driving larger purchases and "Payin3" (Buy Now, Pay Later) services.

## BNB (Binance Coin)

Holds 15% share, showing consistent growth primarily from its deep integration within the Binance ecosystem and its vast user base.

## ETH (Ethereum):

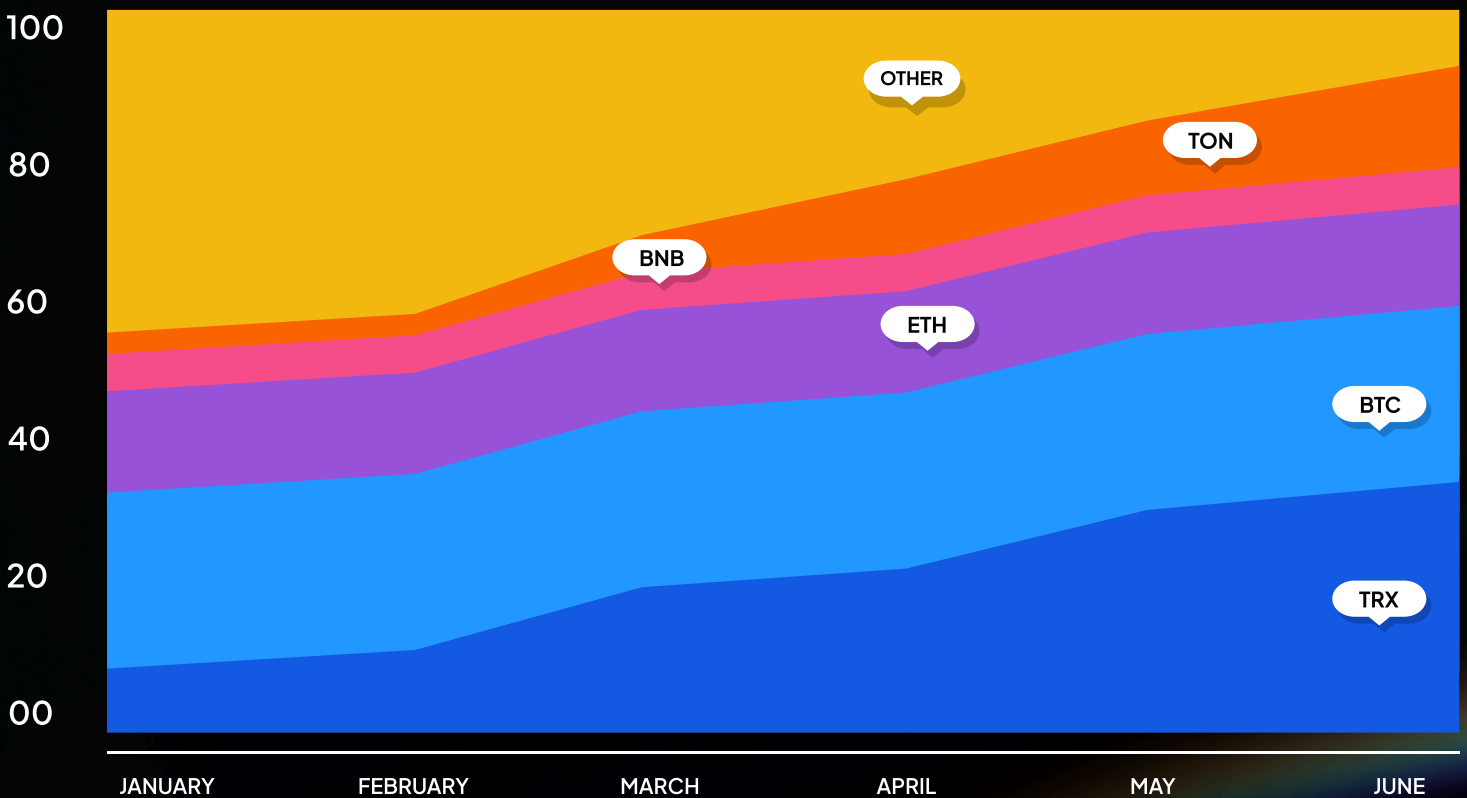
Maintains 12% share, with steady growth supported by widespread adoption and increasing efficiency from Layer-2 solutions compensating for higher mainnet fees.

## TON (The Open Network):

Achieves 10% share with exponential growth, driven by its seamless integration with Telegram's ecosystem and payment bots, particularly prominent in Asia.

## Other Altcoins

Account for the remaining 10%, representing diverse niche uses and individual project adoption with varied growth rates.



Usage Share In **Cryptocurrencies** In Crypto Shopping (H1/2025)

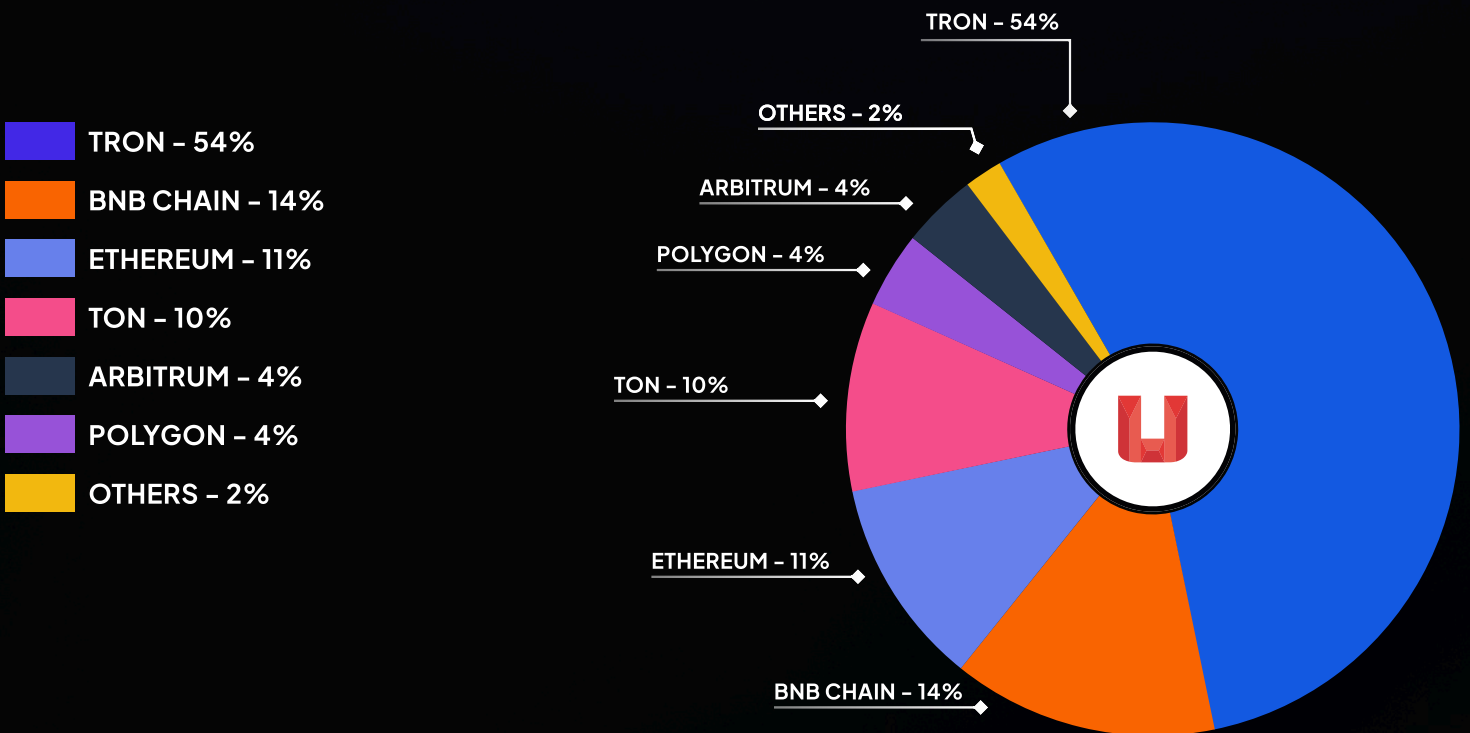
## 4.2. Blockchain Networks: The Underpinnings Of Crypto Commerce

The choice of blockchain network profoundly impacts transaction speed, cost, and user experience. 2025 has seen shifts in network preference, driven by technological advancements and evolving user demands.

### Layer-1 Vs. Layer-2 Usage (Pie Chart – Illustrative Percentages For 2025):

- **Layer-1 Networks:** Approximately 70% of total transaction volume. While still dominant, Layer-1 networks have seen a slight percentage decrease in their overall share for high-frequency, low-value transactions compared to 2024.
- **Layer-2 Networks:** Approximately 30% of total transaction volume. Layer-2 solutions have experienced a substantial percentage increase in adoption in 2025, driven by their promise of faster and cheaper transactions, particularly for daily shopping.

## Blockchain Usage Distribution



Blockchain Usage **Distribution** In Crypto Shopping (H1/2025)

### Tron

Approximately 54% of all stablecoin (USDT) transactions. Tron's dominance has continued to expand, showing a notable percentage increase in its share.

### BNB Chain

Approximately 14% of all stablecoin (USDT) transactions. BNB Chain maintains a strong presence, with consistent percentage growth in its transaction volume.

### Ethereum

Ethereum continues to be a major Layer-1 with 11%. Its percentage share of overall crypto shopping transactions, however, has seen a slight decline due to the shift towards Layer-2s and more cost-effective networks for smaller purchases.

### TON (The Open Network)

approximately 10% of all stablecoin (USDT) transactions (though its overall transaction volume for other cryptocurrencies is significantly higher and rapidly growing). TON has shown an impressive exponential percentage increase in its usage for payments in 2025.

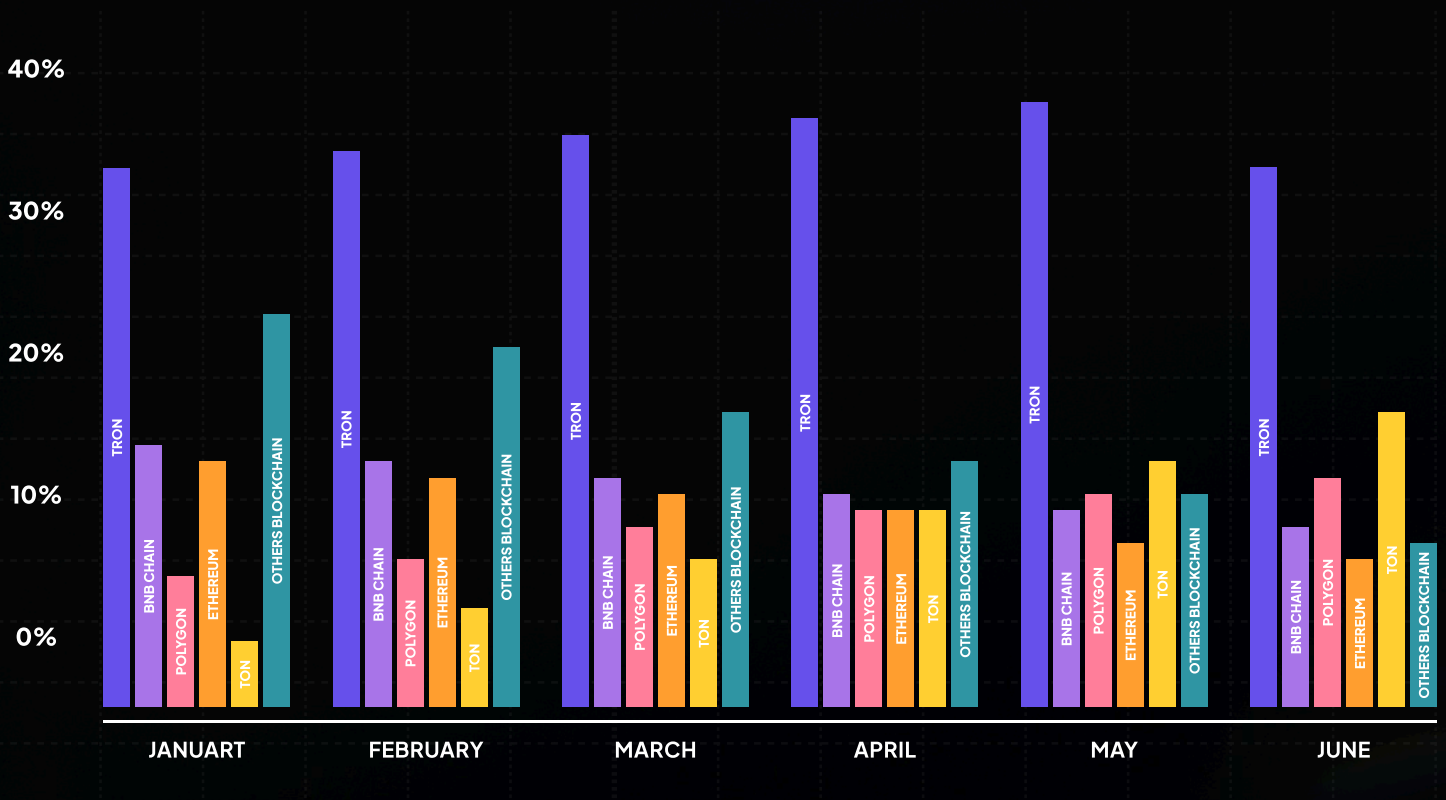
### Polygon & Arbitrum

Approximately 4% of all stablecoin (USDT) transactions. Polygon & Arbitrum have seen a slight percentage increase in adoption due to its scaling solutions and growing ecosystem.

### Other Blockchains

This includes a variety of other Layer-1 and Layer-2 networks, some of which have seen considerable percentage growth in specific niches.

## Transaction Volume Per Blockchain



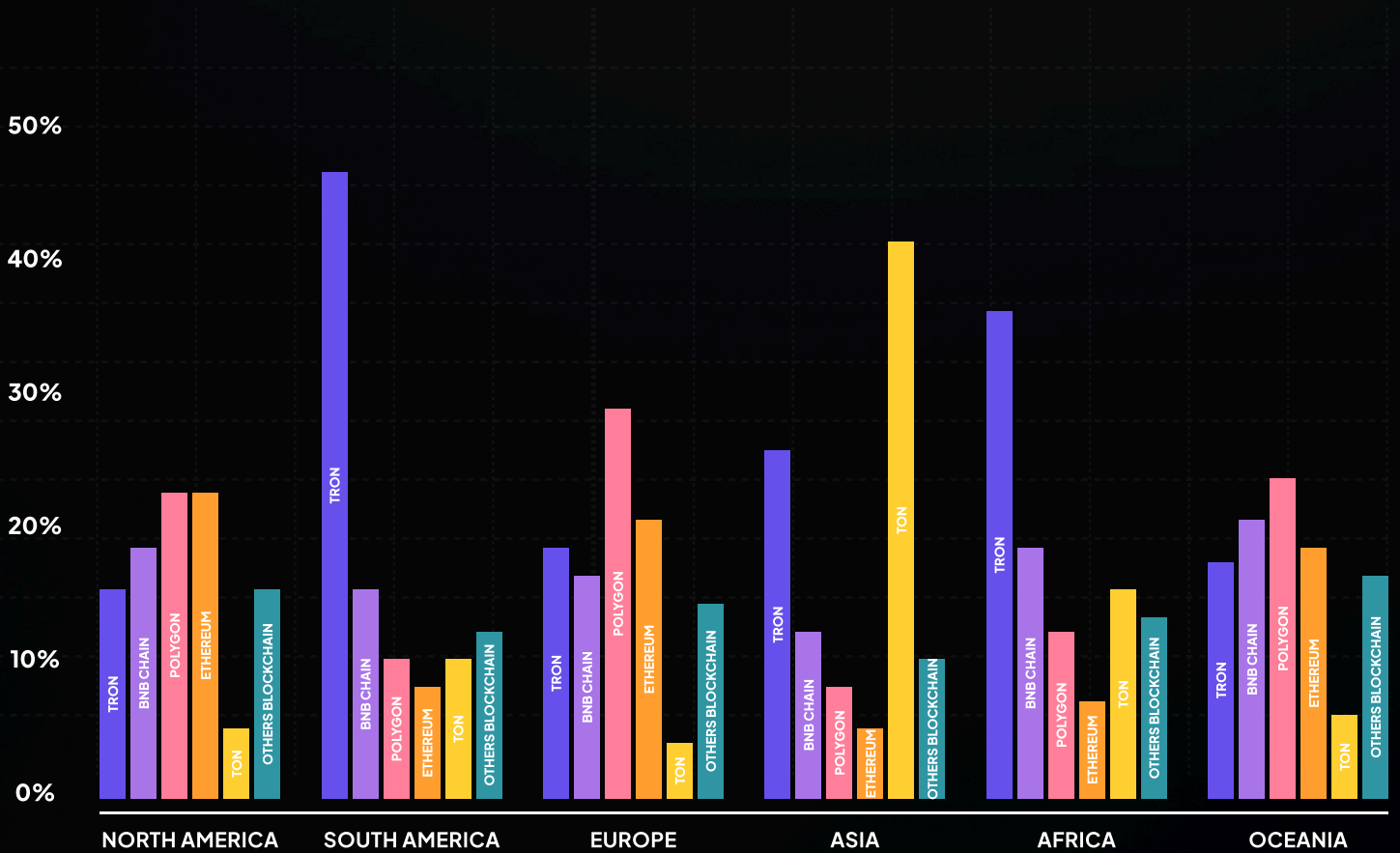
**Monthly Transaction Volume Per Blockchain (H1/2025)**

While Tron and BNB Chain show consistent, strong percentage growth, TON's transaction volume would demonstrate a steeper, more rapid upward curve in 2025. Layer-2 solutions like Polygon would also show significant percentage increases in transaction volume.

## Zero-Gas/Gasless Trends

The emergence and increasing prevalence of "zero-gas" or "gasless" transaction models have significantly impacted blockchain usage patterns in 2025. Networks offering these features, often through sponsored transactions or specific wallet integrations, have seen a substantial percentage increase in transaction volume for smaller, frequent purchases. This trend has particularly benefited networks like TRON and certain Layer-2 solutions, where the removal of friction associated with gas fees has directly led to higher user engagement and transaction counts.

## Regional Breakdown Of Blockchain Usage



### Regional Breakdown Of Blockchain Network Preference For Crypto Shopping (H1/2025)

#### TRON

Continues its strong dominance in Latin America (45%) due to its low fees and efficiency, crucial for remittances and frequent transactions. It also holds a significant share in Asia (25%) and Africa (35%) for similar reasons related to cost-effectiveness and stablecoin transfers.

#### BNB Chain

Maintains a solid presence across most regions, particularly in North America (18%), Europe (16%), and Africa (18%), benefiting from its integrated ecosystem and relatively lower fees compared to Ethereum.

### Polygon (Layer-2)

Shows strong adoption in North America (25%) and Europe (28%), driven by the increasing shift towards Layer-2 solutions for scalable and cheaper transactions, alleviating Ethereum's high gas fees. It has growing presence in Oceania (23%).

### Ethereum (Layer-1)

Still holds a notable share in North America (22%) and Europe (20%) for larger-value transactions and DeFi, but its percentage for direct shopping is relatively lower due to the rise of more cost-effective networks and Layer-2s.

### TON (The Open Network)

Exhibits explosive growth, especially in Asia (40%), due to its deep integration with Telegram's ecosystem and the proliferation of payment bots. It is also gaining traction in Africa (15%) and South America (10%) where Telegram use is significant.

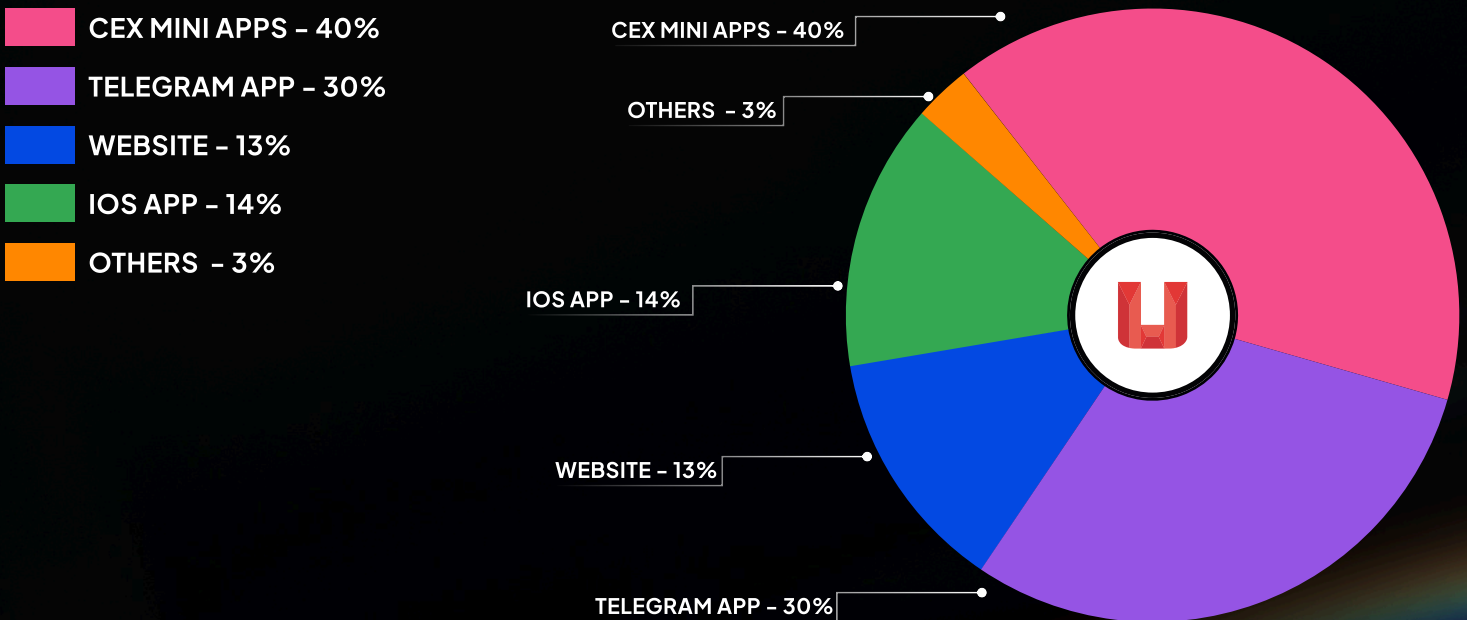
### Other Blockchains

This category includes a variety of other Layer-1s (e.g., Solana, Avalanche) and specialized Layer-2s, with their adoption varying by regional ecosystem focus (e.g., specific gaming or metaverse dApps).

## Platforms: Where Crypto Shopping Happens

### The Platforms Facilitating Crypto Shopping Have Diversified In 2025, With Mobile And Integrated Solutions Gaining Significant Traction.

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- **Layer-2 Networks:** Approximately 30% of total transaction volume. Layer-2 solutions have experienced a substantial percentage increase in adoption in 2025, driven by their promise of faster and cheaper transactions, particularly for daily shopping.

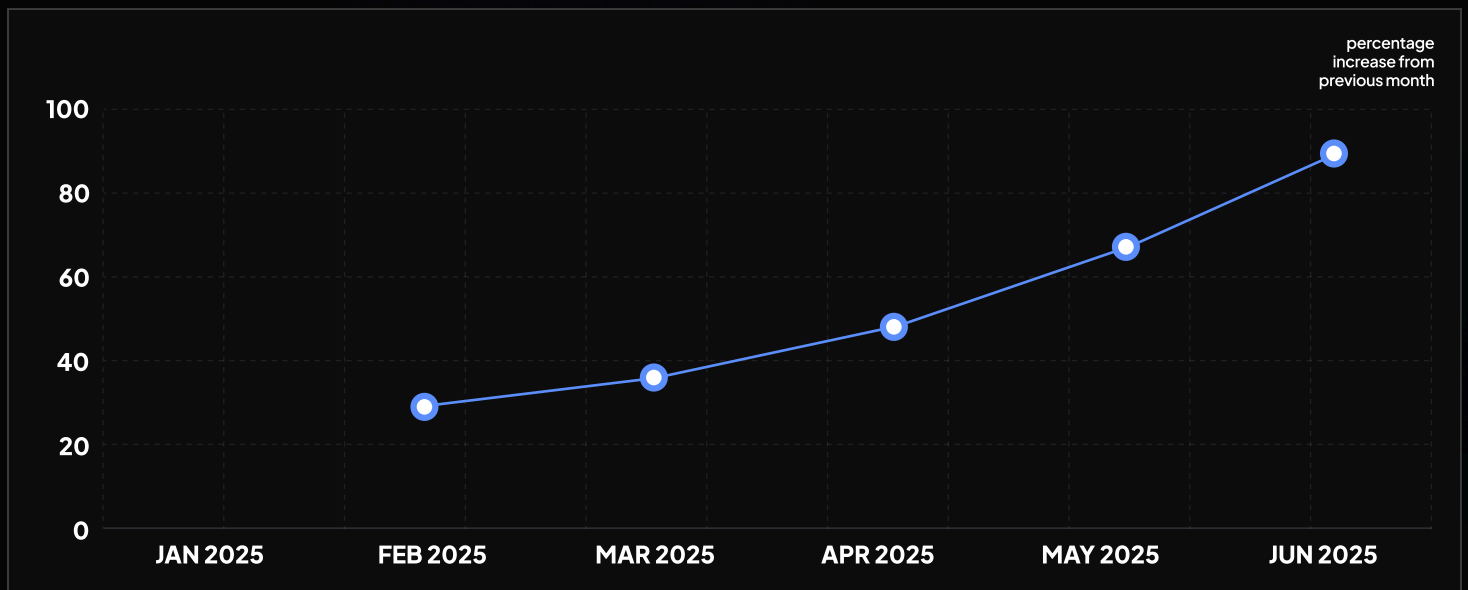


Crypto Shopping Traffic Composition (H1/2025)

- The UQUID Shop Traffic Composition for H1 2025 reveals a highly diversified platform usage, with a surprising leader in CEX Mini-apps, commanding a significant 40% of total traffic. This highlights a strong user preference for integrated shopping experiences directly within centralized exchange platforms, leveraging convenience and existing cryptocurrency holdings.
- Following closely is App (Uquidbot, Uquid Shop Bot) on Telegram, capturing a substantial 30% of traffic. This indicates the immense success within popular messaging platform Telegram, providing a streamlined and accessible shopping channel.
- Traditional web-based shopping still holds a notable 13% share, suggesting a persistent user base that prefers the familiar browser experience. Similarly, the dedicated iOS App accounts for 14% of traffic, pointing to a segment of users who favor a native mobile application for their shopping needs.
- This distribution underscores a clear trend towards integrated, convenient, and mobile-first crypto shopping solutions, with CEX Mini-apps and bots leading the charge in driving user engagement.

### Telegram's Explosive Growth

The transaction volume originating from Telegram has seen a remarkable percentage increase in 2025, making it one of the hottest areas for crypto shopping. This surge is primarily attributable to UQUID's successful integration of a physical product listing bot and the widespread adoption of Wallet on Telegram. Moreover, UQUID also allows Telegram Star payment. These features have streamlined the shopping process, allowing users to browse, select, and pay for goods directly within the Telegram interface, fostering unprecedented convenience and driving a new wave of adoption.



### Crypto Shopping Growth On Telegram App (H1/2025)

#### Growth On Bybit And Kucoin

Both Bybit and Kucoin have reported significant percentage increases in crypto shopping transactions through their mini-apps and integrated services in 2025. This growth is driven by their efforts to enhance user experience, expand merchant partnerships, and offer seamless crypto payment options directly within their exchange ecosystems. Their focus on user-friendly interfaces and robust infrastructure has attracted a growing number of shoppers.

#### Solana – The Rising Star

In H1 2025, Solana emerged as a rising choice among UQUID users, thanks to the platform's integration of USDT on Solana. By offering fast, low-cost payments via Solana, users now enjoy near-zero fees and instant settlements—a key advantage in everyday transactions. This momentum aligns with broader ecosystem growth, as Solana's TVL doubled during this period and its network attracted increased developer activity. With predictions indicating continued bullish trends for SOL, UQUID is positioned to leverage this expansion, offering users not only efficient payments, but access to a vibrant DeFi landscape as Solana gains real-world traction.

## 4.4. Wallets: The Gateway To Crypto Commerce

The choice of wallet is paramount for a secure and efficient crypto shopping experience. 2025 has seen certain wallets solidifying their positions and emerging players gaining traction.

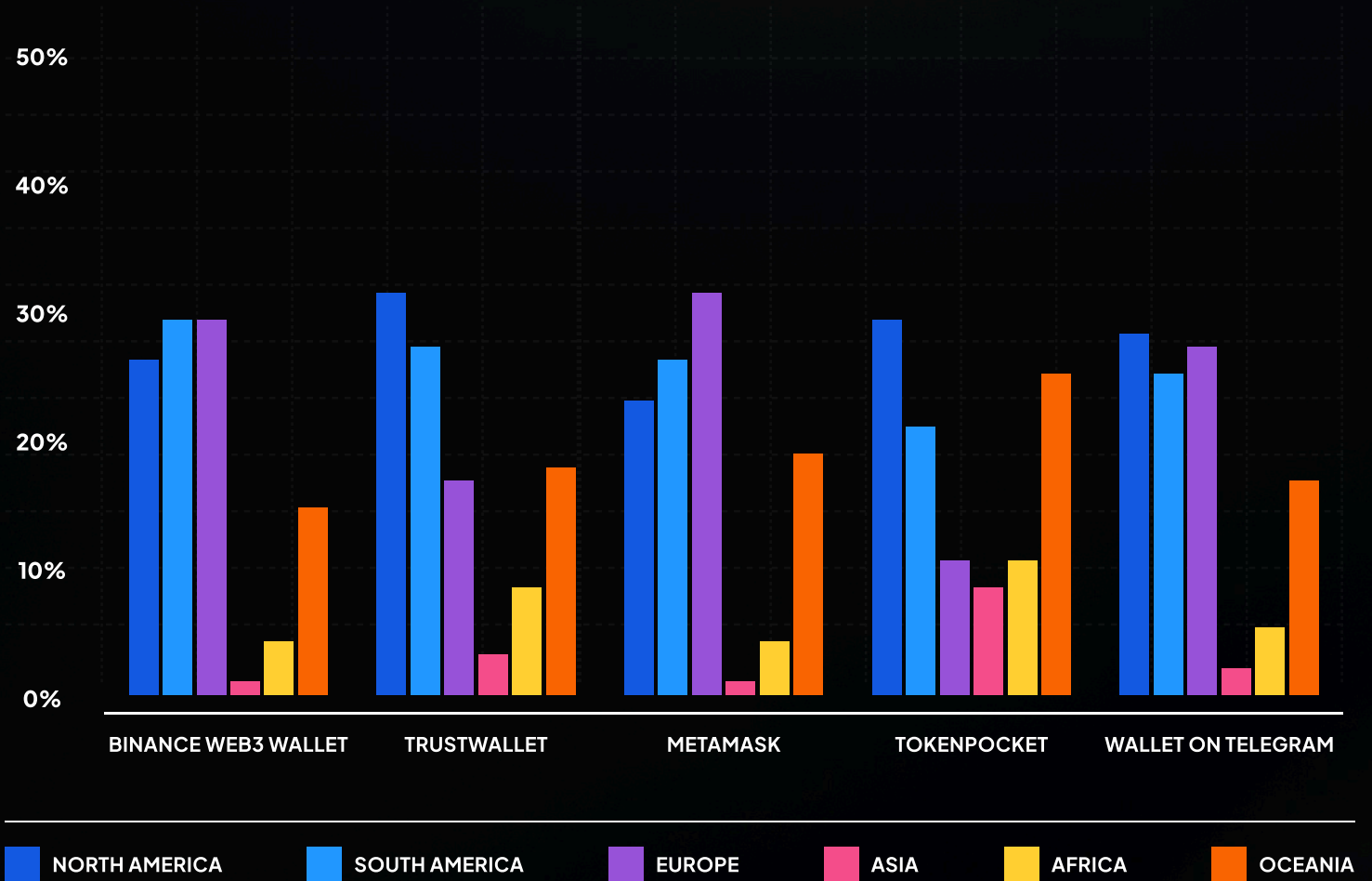
### Wallet Type

#### 1. Custodial Wallets

Approximately 60% of usage volume. Custodial wallets continue to hold the larger share, showing a steady percentage growth as they offer ease of use and often integrate directly with exchange platforms.

#### 2. Non-Custodial Wallets

Approximately 40% of usage volume. Non-custodial wallets have seen a substantial percentage increase in adoption, reflecting a growing user preference for self-sovereignty and control over their assets.



### Regional Breakdown Of Web3 Wallet Preferences In Crypto Shopping (H1/2025)

Wallet usage across continents in H1 2025 is driven by a mix of market maturity, economic necessity, and platform integration.

#### North America & Europe

Show strong preference for MetaMask and TrustWallet, reflecting mature markets deeply engaged in DeFi and dApps where self-custody is key. Binance Web3 Wallet holds a strong position for its integrated exchange convenience.

## South America & Africa

Feature higher shares for Binance Web3 Wallet and TrustWallet. This indicates a strong need for accessible, low-cost solutions for remittances and daily transactions in regions with developing financial infrastructures. TokenPocket shows some regional gains in Africa.

## Asia

Dominated by Wallet on Telegram and Binance Web3 Wallet, driven by Asia's mobile-first approach and the prevalence of super-apps, making integrated shopping seamless. TokenPocket also maintains a significant regional foothold.

## Oceania

Exhibits a balanced profile, similar to North America and Europe, with strong adoption of Binance Web3 Wallet, TrustWallet, and MetaMask, reflecting a developed and tech-savvy crypto community.

Overall, the data highlights a clear divergence: Western markets lean towards dApp-centric non-custodial wallets, while developing and Asian markets prioritize integrated, low-friction solutions for everyday commerce and remittances

# Trends For H2/2025: Forecasting The Future Of Web3 Shopping

As we move into the second half of 2025, the Web3 shopping landscape is poised for continued evolution, driven by shifts in technology, regulatory clarity, and consumer behavior. Building upon the transaction patterns observed in H1, this section provides forecasts for the remainder of the year and a glimpse into 2026, equipping stakeholders with insights to navigate emerging opportunities and challenges.

## 1. Forecast Model: Project In Web3 Shopping Growth

The robust growth witnessed in H1 2025, particularly in stablecoin transactions and the rise of specific blockchain networks and platforms, sets a strong precedent for an expanding market. Our forecast models indicate sustained momentum, albeit with evolving dynamics in asset and platform preferences.

### Forecast To 2026

Looking beyond 2025, the Web3 shopping market is projected to enter a phase of accelerated mainstream adoption throughout 2026. This will be fueled by increasing regulatory clarity in major economies, further technological advancements enhancing user experience (e.g., more intuitive wallet interfaces, gasless transactions becoming standard), and broader merchant acceptance. We anticipate a sustained double-digit percentage growth quarter-over-quarter into 2026, leading to a significant expansion of the overall market size.

### Evolving Demographics:

- Narrowing Gender Gap:** The gender gap in crypto adoption will continue to narrow, albeit gradually. Increased educational initiatives and more inclusive marketing efforts will contribute to higher female participation.
- Gen Z's Rising Influence:** While Millennials will remain the largest demographic in crypto investors, Gen Z's participation is expected to accelerate significantly in H2 2025 and 2026. Their digital native habits, comfort with new technologies, and a growing interest in decentralized finance will make them a key demographic for future crypto shopping growth.

# Key Predictions For H2/2025:

Based on current trends and growth catalysts, several key predictions are set to define the Web3 shopping experience in the latter half of the year:

## Stablecoins Will Retain Dominance

Stablecoins, particularly USDT and USDC, will continue to account for the vast majority of crypto shopping transactions, likely maintaining over 88% of the total transaction volume. Their stability remains paramount for everyday commerce, mitigating volatility risks for both consumers and merchants.

## Telegram User Surge Continues

Web3 shopping transaction volume on Telegram is predicted to experience an additional 150–200% growth in H2 2025. This surge is directly attributed to the increased proliferation of "list bots," expanded merchant integrations, and the deepening functionality of Telegram transforming it into a major, low-friction shopping hub, especially prominent in Asian markets.

## Bitcoin's Rise Fuels Payin3

Following its multiple All-Time Highs (ATHs) in H1, Bitcoin's appreciation will continue to drive its utility in shopping. The Payin3 (pay in 3 installments) service is forecast to see a further 60–80% increase in adoption for higher-value purchases, allowing users to leverage their appreciating BTC holdings without fully liquidating them at once.

## Regional Shifts In Late 2025

- **Asia** : Will witness a significant consolidation of TON's market share, potentially seeing it capture an additional 10–15% of the overall non-stablecoin transaction volume as its ecosystem matures within Telegram.
- **Europe** : Regulatory developments, particularly around MiCA, will likely lead to a noticeable increase (estimated 20–30%) in the adoption of MiCA-compliant stablecoins and associated wallets, impacting the overall stablecoin distribution and possibly reducing reliance on non-compliant alternatives.
- **Latin America & Africa** : These regions are expected to experience a surge in grassroots adoption of crypto for essential services and remittances, driven by economic realities. This will translate into continued, strong growth for low-fee networks like TRON (projected 15–20% transaction volume increase) and a diversification of local payment solutions.

## 2. Projected Use Of Payment Methods

In H2 2025, the landscape of crypto payment methods will further solidify around specific use cases:

### Stablecoins As The Primary Medium

USD-pegged stablecoins (USDT, USDC) will remain the overwhelming choice for everyday shopping due to their price stability. We project they will represent approximately 90% of all crypto shopping transactions.

### Bitcoin For Strategic Purchases

Bitcoin will continue its role for larger-ticket items and strategic spending, particularly through innovative financing options like Payin3. This segment is expected to see a 30–40% increase in average transaction value compared to H1.

### Emergence Of Zero-Gas/Gasless Transactions

The trend towards "zero-gas" or "gasless" transactions, where dApps or platforms cover transaction fees, will become more prevalent. This innovation is expected to boost micro-transactions and frequent, low-value purchases, particularly on Layer-2 networks and integrated platforms like Telegram. We anticipate a 25% increase in transaction count on networks supporting these features.

### Stablecoins As The Primary Medium

USD-pegged stablecoins (USDT, USDC) will remain the overwhelming choice for everyday shopping due to their price stability. We project they will represent approximately 90% of all crypto shopping transactions.

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## 3. Expected Growth Of Products

The second half of 2025 is anticipated to highlight a significant shift in the types of products purchased with cryptocurrencies:

### Evolving Demographics:

- Accelerated Growth in Physical Goods** : The momentum for purchasing physical goods with crypto is expected to accelerate significantly, showing an additional 40–50% growth in transaction volume compared to H1 2025. Increased merchant adoption, improved payment infrastructure, and the growing utility of crypto as spendable currency will drive this trend. Consumers are becoming more comfortable using their digital assets for tangible items, ranging from electronics to everyday consumer goods.
- Steady Expansion of Digital Goods** : Transactions for digital goods will continue their robust growth, with an estimated 25–35% increase in volume. This segment remains a cornerstone of crypto commerce, benefiting from the expanding metaverse, gaming, and creator economies. Innovations in NFT utility and fractional ownership will also contribute to this steady growth.
- Hybrid Models and Subscriptions** : We anticipate an emerging trend of hybrid product offerings and increased use of crypto for subscription services (projected 20% growth). As recurring payment solutions improve on-chain, more users will opt for crypto for their digital subscriptions, memberships, and even physical product delivery services, blurring the lines between traditional and Web3 commerce.

# Conclusion

In conclusion, this report comprehensively highlights Web3 Shopping scenery in H1/2025, and how UQUID plays a pivotal role in pioneering the nascent but rapidly expanding landscape of Web3 Shopping. By strategically integrating widely adopted payment solutions like Bybit Pay and KuCoin Pay, and making over 178 million physical products directly accessible through popular platforms like Telegram and Gate.io, UQUID is not merely participating in the decentralized economy, it is actively setting the gold standard for accessibility and real-world utility.

Looking ahead to H2 2025, the global cryptocurrency scene is poised for even greater mainstream adoption. With institutional investment surging, Bitcoin, Ethereum and other altcoin ETFs gaining significant traction, and a general shift towards practical utility over pure speculation, the environment is ripe for Web3 commerce to flourish. The potential regulatory clarity and pro-innovation stance anticipated from global administrations could further accelerate this trend, fostering a more predictable and supportive environment for crypto businesses and user adoption alike.

This report serves as a vital testament to the tangible progress and immense potential of Web3 in real-world retail applications. It not only showcases UQUID's leadership in transforming how consumers interact with digital assets for everyday purchases but also provides a forward-looking blueprint for the continued expansion of Web3 into the daily lives of millions, truly moving beyond the early adopter phase and into a new era of decentralized, accessible, and efficient global commerce.

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## Stay Connected with **UQUID**

**WEBSITE** : <https://shop.uquid.com> | <http://uquid.com> | <http://uquidcoin.com>

**SOCIALS** : <https://x.com/uquidcard/> | <https://t.me/uquidnews>

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# Thank You!!