

# Uquid TRON H1 Report

# Key Takeaways

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- **Report Objective:** To provide comprehensive insights and enhance transparency into TRON transactions on the UQUID platform, enabling informed decision-making and identifying growth opportunities.
- TRX's share of altcoin transactions on UQUID nearly doubled in H1 2025, from 19% in January to 35% by June.
- This growth is attributed to TRX's speed, affordability, reliability, and energy efficiency.
- USDT on TRON accounted for over 54% of all USDT transactions on UQUID in H1 2025, demonstrating a strong user preference.
- TRON's stablecoin transaction share consistently grew throughout H1 2025, rising from 29% in January to nearly 39% by June.
- This consistent growth solidified TRON's position as the leading blockchain for Web3 stablecoin payments on UQUID.
- During promotional events in H1 2025, TRON users significantly shifted towards bulk purchases, with 60% to 80% of activity being bulk transactions, compared to a 55% average on regular days.
- TRON holds a leading transaction share in key emerging markets: Latin America (45%), Africa (35%), and Asia (25%).
- Its dominance in these regions is driven by its cost-efficiency and utility for everyday transactions, including remittances and stablecoin payments.

## Introduction

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This report marks a significant milestone in the ongoing collaboration and strategic partnership between TRON Network and UQUID. Our shared vision to enhance transparency and provide comprehensive insights into the digital asset landscape has culminated in this detailed analysis of TRON transactions on the UQUID platform during the first half of 2025.

The primary objective of this H1 report is to offer an in-depth understanding of the TRON network's activity within the UQUID ecosystem. We aim to highlight key trends, transaction volumes, user engagement patterns, and other pertinent metrics that will empower both our organizations to make informed decisions, optimize operational strategies, and identify new growth opportunities. This report serves as a testament to our commitment to fostering a robust and transparent environment for our users and stakeholders.




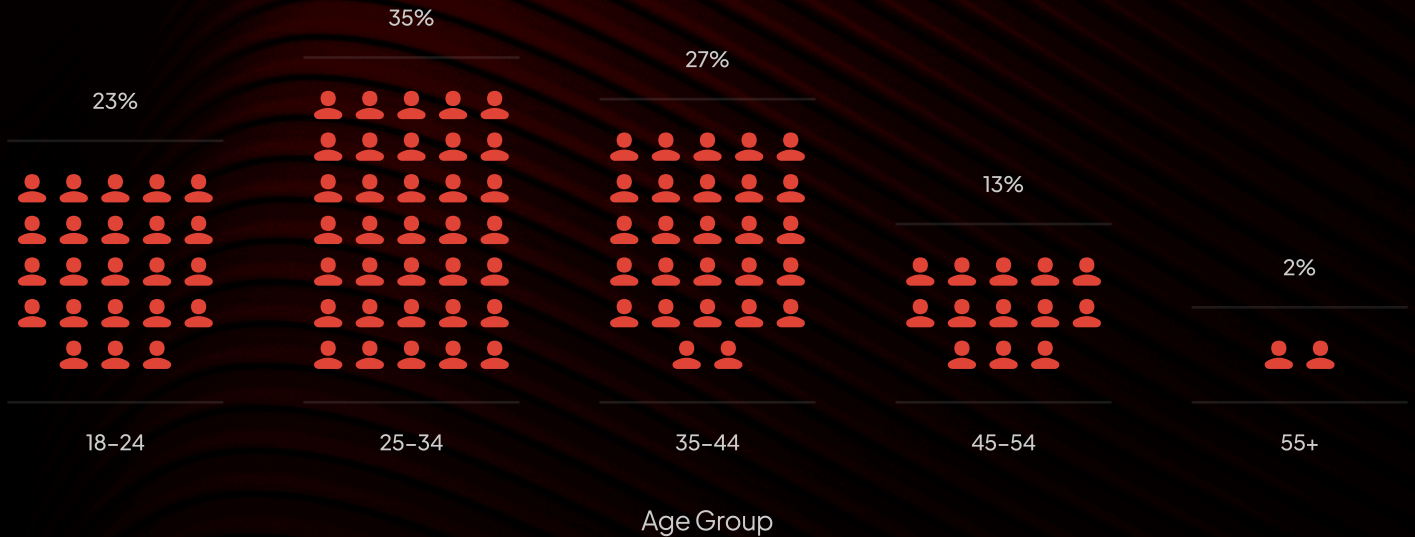
# Understanding Uquid's Users

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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

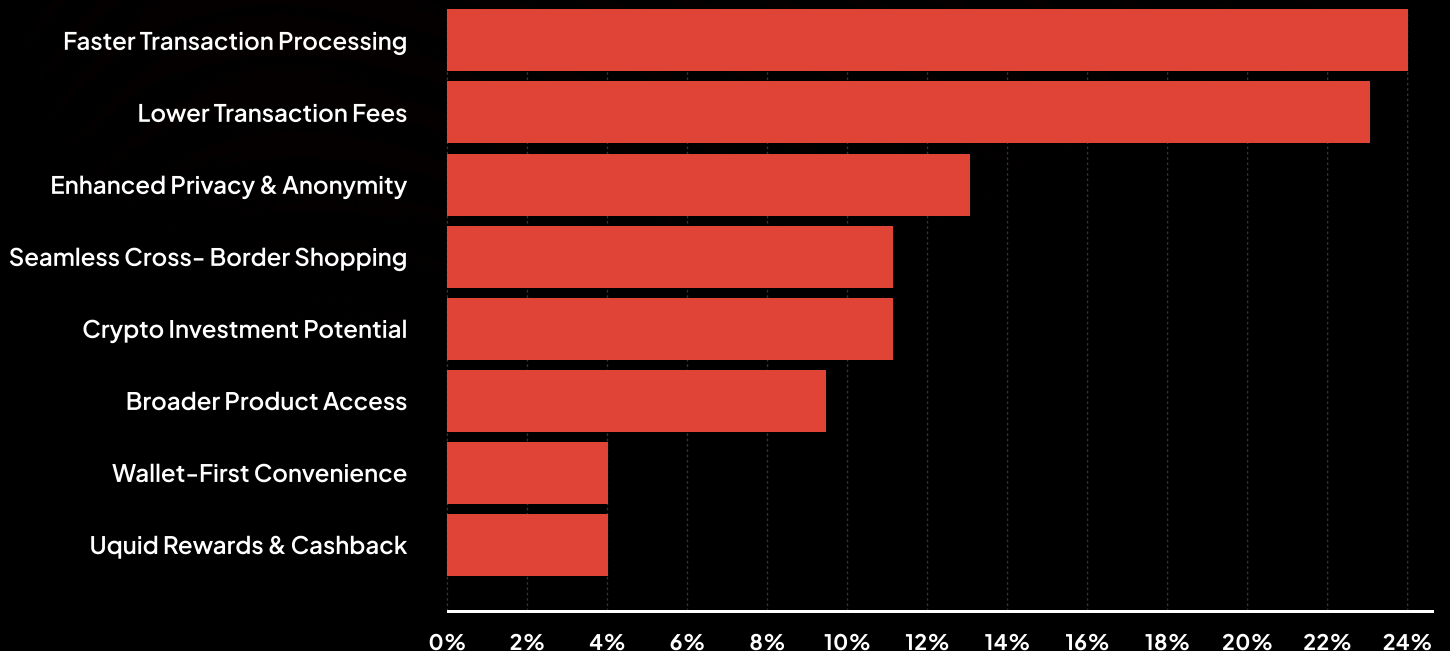
 = 1%



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 cost-effectiveness. "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.



# Product & Shopping Habit Perspectives

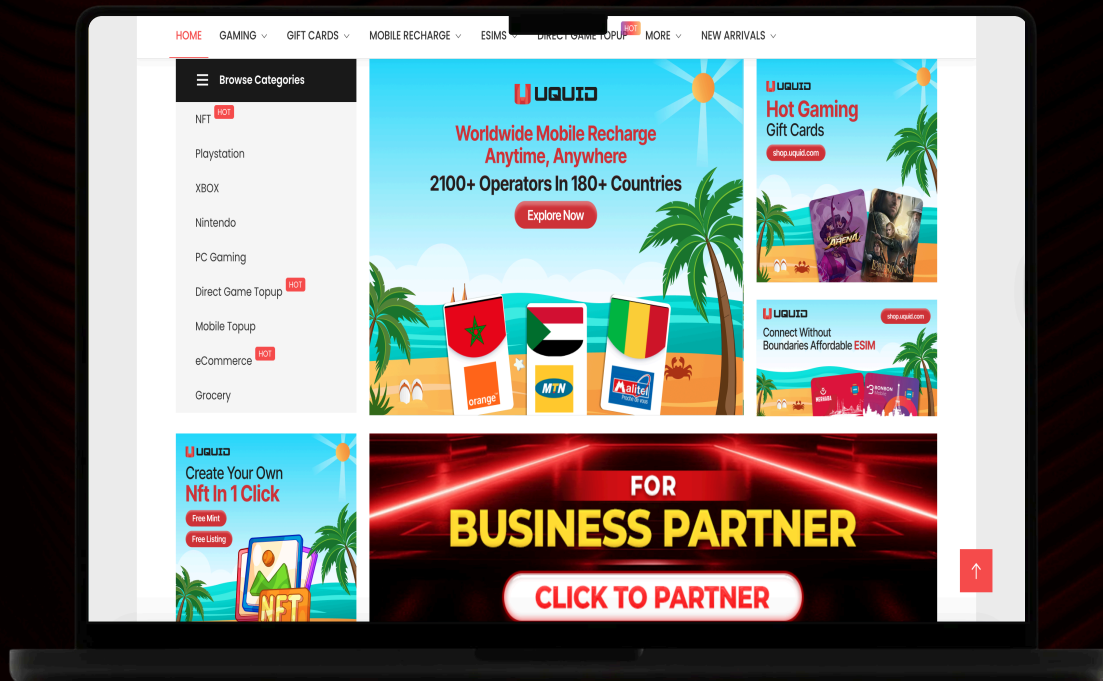
3.1.

UQUID positions itself as a comprehensive Web3 commerce platform, aiming to bridge the gap between cryptocurrency and everyday spending. Its extensive catalog includes a wide array of both digital and, with future plans, physical products, catering to diverse consumer needs and preferences.

## What Kind Of Products Does UQUID Offer?

UQUID's product range is broad, featuring over 546,000 digital products and 178 million physical products. Key categories include:

- **Digital Products:** This is currently UQUID's strongest area, encompassing:
  - Video Games & Game Keys: A significant portion of their digital offerings.
  - Gift Cards: For various retailers and services.
  - Subscriptions: Likely for digital services, streaming, software, etc.
  - Mobile Top-ups: For telecommunication services.
  - Bill Payments: Facilitating payment of various utility or service bills.
- **Physical Products:** UQUID has expanded its physical product offerings, aiming for a comprehensive e-commerce experience. The current offerings include categories like:
  - Tech Gadgets & Electronics: Reflecting common consumer interests.
  - Fashion Pieces: Indicating a foray into apparel and accessories.
  - Home Goods & Essentials: Covering daily household needs.



Website Interface of UQUID

UQUID emphasizes an "endless selection" tailored to lifestyle, interests, and needs, with daily discounts to attract shoppers.



# TRON Takes The Lead: Unpacking The Rise Of TRON In Web3 Payments

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This section highlights TRON's rapid rise as a dominant force in crypto shopping on UQUID. With TRX usage nearly doubling in H1 2025 and USDT on TRON powering over half of all stablecoin payments, TRON has firmly positioned itself as the leading network for Web3 transactions. It now accounts for over one-third of total monthly volume, with notable spikes in bulk purchases during promotions. TRON's strong presence in Latin America, Africa, and Asia further underscores its growing role in everyday spending and remittance-driven commerce.

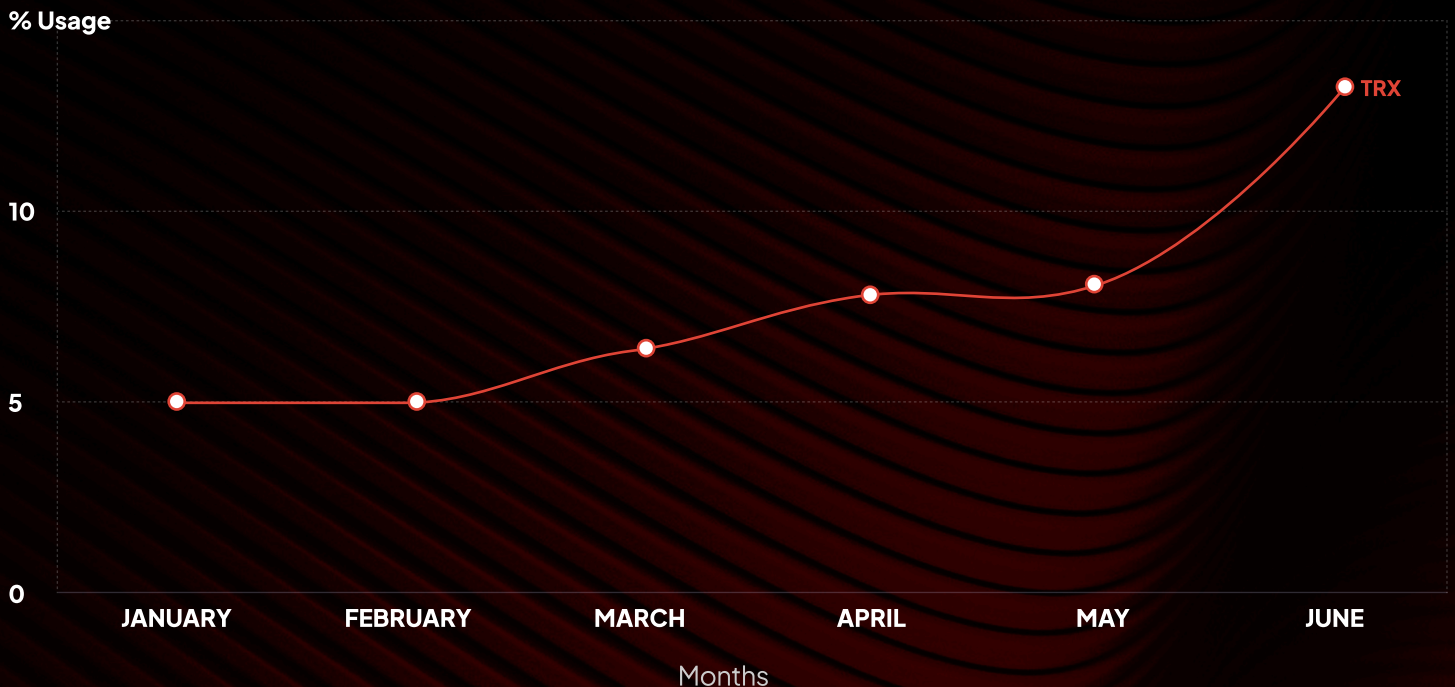
## TRX Usage Doubles In H1 2025, Marking A Near 100% Increase In Altcoin Transaction Share

4.1.

Among over 100 cryptocurrencies accepted for payments on UQUID, TRX emerged as the undisputed leader.

TRX surged in average of 5 to 10% in monthly transactions, as the compared to the previous month from January to June, 2025. This rise underscores a shift in user behavior, as more shoppers consistently choose **TRON** for its **speed**, **affordability**, and **reliability**. By mid-year, **TRON accounted for one-third of all altcoin transactions** on UQUID, firmly establishing its dominance. The steady month-over-month growth cements TRX's position as the leading altcoin for everyday payments across the platform.

### TRX Usage Growth in H1/2025



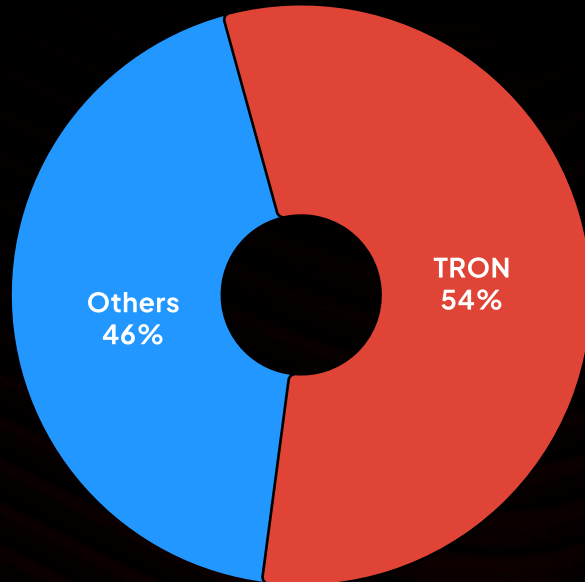
Its appeal lies in a combination of **ultra-low transaction fees**, often under \$0.01, and **fast confirmation times**, making it ideal for everyday purchases and microtransactions. With Delegated Proof-of-Stake (DPoS) consensus, TRON is **energy-efficient**, attracting eco-conscious users and developers who value sustainability alongside performance. With most TRX payments confirming in under **one minute**, users benefit from a smooth and responsive checkout experience. These advantages have made TRX the go-to payment token for users seeking both cost-efficiency and reliability in their Web3 shopping journey.

## USDT On TRON Drives Over 50% Of All Stablecoin Transactions On UQUID

4.2.

When it comes to stablecoin payments, **TRON clearly leads the way**, with **USDT on TRON accounting for over 54% of all USDT transactions** on UQUID in H1 2025. This majority share underscores users' strong preference for TRON's low fees and fast, reliable performance, making it the top choice for stablecoin spending across the platform.

Blockchain Network Usage (H1/2025)



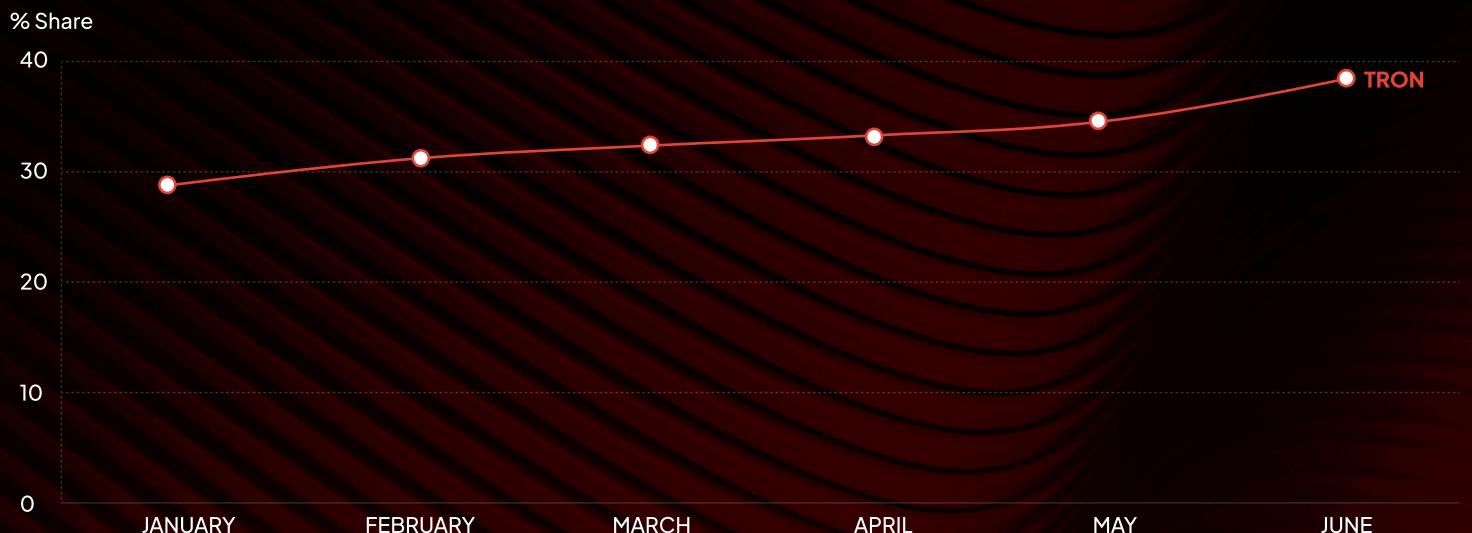
While some blockchains still support a significant share of USDT circulation, their higher fees and slower processing make them less ideal for frequent retail use. TRON's combination of **high throughput** (up to 2,000 transactions per second), **minimal costs**, and **broad wallet compatibility** continues to make it the top choice for UQUID users.

## TRON Crosses One-Third Share Of Monthly Transaction Volume In H1 2025

4.3.

Building on strong early momentum, TRON's transaction share steadily increased throughout H1 2025: **rising from 29% in January to nearly 39% by June**. As shown in the chart, this consistent growth pushed TRON to capture **over one-third of all monthly transaction volume** on UQUID, reinforcing its position as the **leading blockchain for Web3 shopping payments**.

TRON's Percentage Share of monthly Transaction Volume





TRON's continued growth reflects rising user confidence in its **speed, affordability, and reliability**. Month after month, it has **expanded its lead**, outpacing all other networks and cementing its role as the **go-to platform for crypto-powered commerce**.

While some blockchains maintain steady or modest usage, none rival TRON's momentum. **Slower adoption and higher costs** elsewhere only widen the gap. Even among newer networks gaining traction, TRON stands out with stronger **real-world utility** and **high-frequency usage**, underscoring its position as the **leading choice for efficient, cost-effective Web3 payments**.

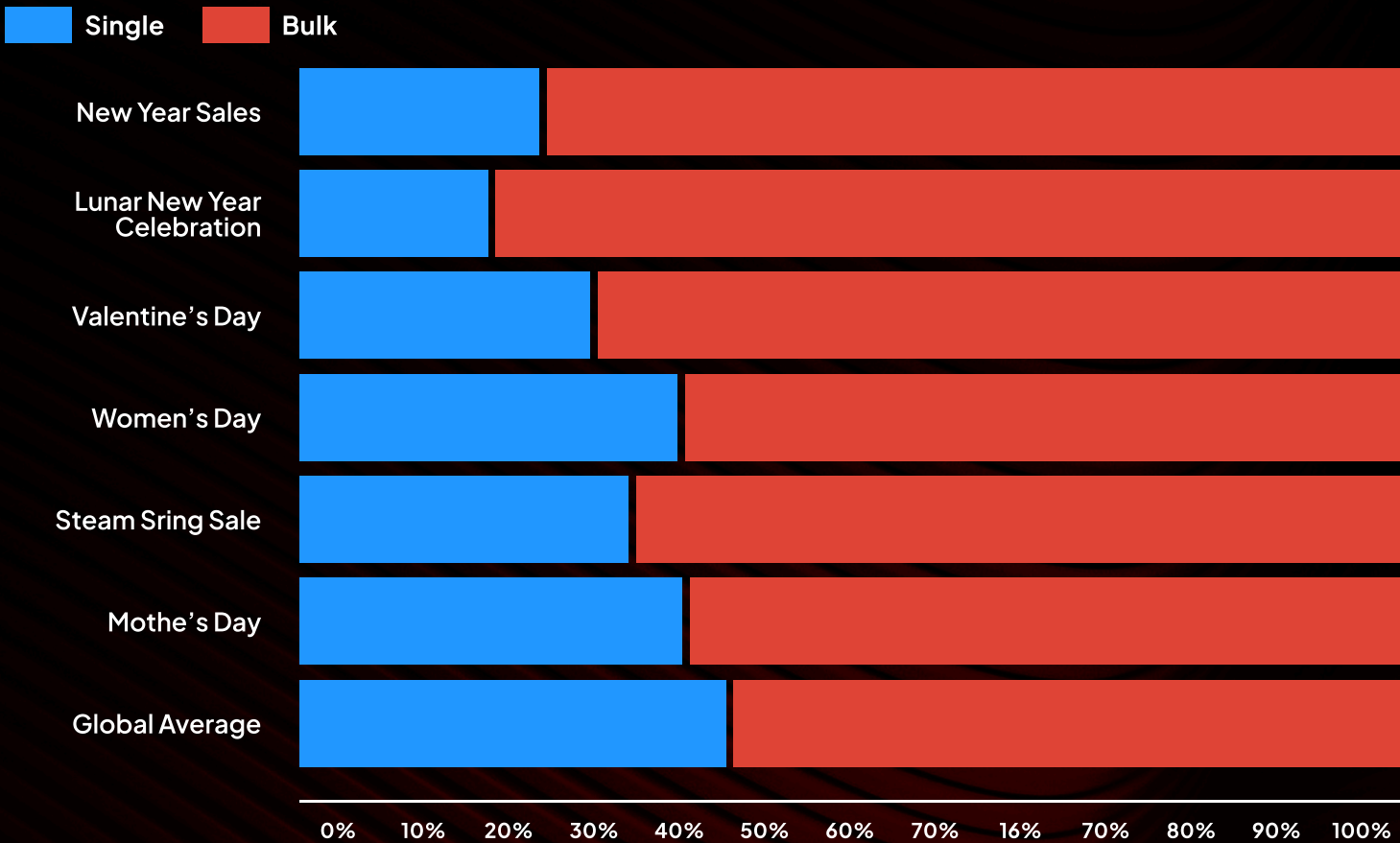
## TRON’s Bulk Transactions Surge By 50% During Promotional Peaks

4.4.

During promotional events in H1 2025, **TRON users showed a clear shift toward bulk purchases**, with most campaigns seeing bulk transactions account **for 60% to 80% of total activity**, significantly higher than the **55% average on regular days**.

### Distribution of Single vs. Bilk Purchases via TRON During Promotional Events on UQUID

Regional Brekdown of Stablecoin Usage in Crypto Shopping (H1/2025)



Notably, during major sales events like the **Lunar New Year Celebration**, **bulk purchases peaked at 80%**, representing a **50% increase over the average**. Similar surges were seen during the **New Year Sales (75%)** and **Valentine’s Day (70%)**, as users took full advantage of TRON’s low fees and rapid settlement speeds to bundle purchases and reduce transaction costs.

This strong preference for bulk transactions during key shopping events reflects user behaviour shaped by both **value-seeking** and **efficiency**. With **TRON’s minimal fees** and **near-instant processing**, users are more inclined to **group purchases together**, avoiding unnecessary costs and delays. This is especially attractive during **limited-time offers** or **high-demand periods**, where speed and cost-effectiveness directly impact the shopping experience. As a result, TRON naturally becomes the go-to option for those looking to make the most of promotional opportunities.

## TRON Surges Ahead In Latin America, Africa, And Asia

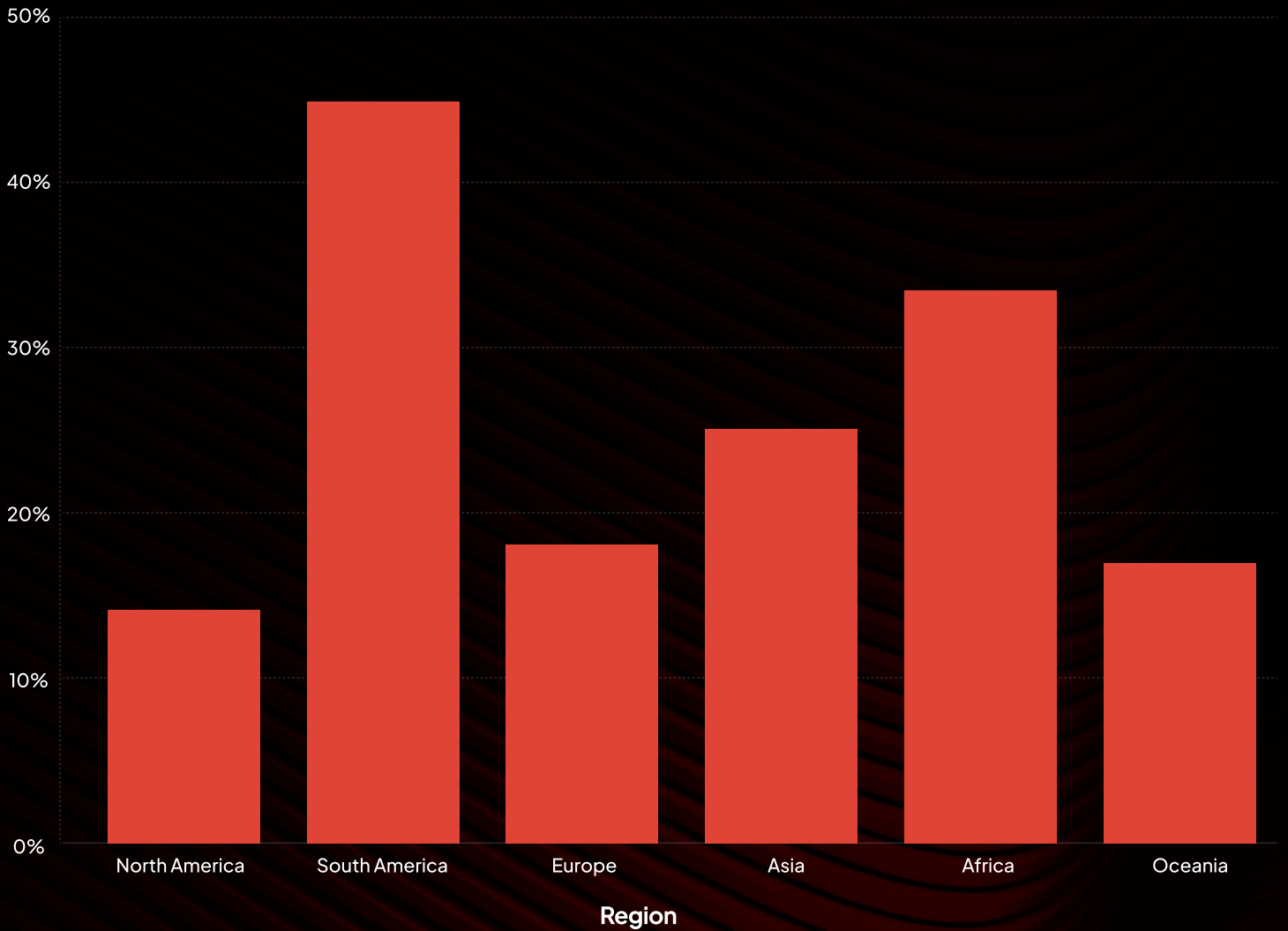
4.5.

TRON's dominance in emerging markets is driven by its unmatched cost-efficiency and utility in everyday transactions, particularly remittances and stablecoin payments.

TRON holds a leading position across key emerging markets, with the highest transaction share in **Latin America (45%)**, followed by strong adoption in **Africa (35%)** and **Asia (25%)**. Its presence in these regions surpasses that of other blockchains, reflecting its broad and consistent usage for digital payments and transfers.

### Distribution of Single vs. Bilk Purchases via TRON During Promotional Events on UQUID

#### Regional Brekdown of Stablecoin Usage in Crypto Shopping (H1/2025)



The reasons behind TRON's strong presence in emerging markets are closely tied to the economic realities faced by users in these regions. Many countries in Latin America, Africa, and Asia struggle with **fiat currency devaluation, high inflation, and limited access to affordable financial services**. In this context, TRON's low transaction fees and fast processing times make it an ideal network for stablecoin transfers and cross-border remittances. Notably, USDT on TRON offers a stable store of value and a practical means of transferring funds, bypassing traditional banking hurdles.

Moreover, UQUID now supports **SUBE transit card top-ups in Argentina** using USDT on TRON, offering a fast, low-cost option for daily commuting. This adds to TRON's growing use in the region, reinforcing its role in everyday transactions across Latin America.

Overall, this **widespread use of TRON and TRX** across a variety of services highlights their **central role** in powering seamless real-world payments on UQUID. Their **reliability, speed, and cost-efficiency** have made them the preferred choice for users, solidifying TRON's position as the backbone of Web3 shopping.



# H2 2025 Forecast: TRON's Path To Further Growth

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As we move into the second half of 2025, TRON is set to play an even greater role in shaping the future of Web3 shopping, fueled by its strong performance in H1 and growing adoption across key markets. This section outlines predictions for TRON's continued expansion within UQUID, offering a forward-looking view into H2 2025 and beyond.

- **Continued Dominance of USDT and TRX:** TRON-based assets like USDT-TRON and TRX are expected to remain the most used tokens on UQUID, especially for payments and top-ups. Their unmatched speed and affordability will continue to drive daily utility, particularly for users making frequent, small-value transactions.
- **Deeper Penetration in Emerging Markets:** With increasing economic instability in parts of Latin America, Africa, and Asia, TRON's role as a payment layer will likely expand, especially for remittances and essential services. Its growing footprint in local economies positions it well for further adoption in underserved regions.
- **Bridging Crypto with Everyday Services:** TRON's integration into practical, real-world features, such as the ability to top up SUBE transit cards, signals a broader shift toward bridging the gap between crypto and daily life. As UQUID expands support for essential services, TRON is well-positioned to become the backbone of routine payments, making digital assets more useful and accessible for everyday needs.
- **Microtransaction Leader – TRON's Everyday Utility:** TRON's low-cost, high-speed network makes it especially well-suited for microtransactions, where even minimal fees can impact user experience. A key example is mobile top-ups, one of the most frequently used services on UQUID, where users increasingly choose USDT on TRON to recharge airtime and data instantly and affordably. This trend underscores TRON's expanding role in powering everyday, low-value payments with seamless efficiency.

## Conclusion

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In conclusion, this report shows that TRON has become the leading blockchain for Web3 shopping payments in H1 2025, thanks to its low fees, fast transactions, and growing use across everyday services. From mobile top-ups and microtransactions to larger retail purchases, TRON now powers a significant portion of payments across UQUID's catalog of over 178 million products and services, making it the core payment layer for real-world Web3 commerce.

As we move into the second half of 2025, TRON is poised to play an even greater role in the evolution of Web3 shopping, building on its strong momentum from H1. Its continued dominance in payment activity positions it as the primary network for fast, low-cost transactions across UQUID's global platform. With growing adoption in emerging markets and expanding integration into practical services, TRON is increasingly bridging the gap between crypto and real-world utility. As Web3 commerce continues to shift toward everyday usability, TRON stands out as a key enabler of seamless, scalable, and accessible digital payments.

This report highlights the tangible progress and growing impact of TRON and UQUID in bringing Web3 payments into real-world retail. It showcases how UQUID, powered by TRON's speed and affordability, is transforming the way consumers use digital assets for everyday purchases across millions of products and essential services. Together, we offer a clear blueprint for how Web3 shopping can scale beyond early adopters, driving a new era of decentralized, accessible, and practical commerce for users around the world.

# Thank You!!

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With Gratitude, The UQUID Team

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