NATIONAL CRYPTOCURRENCY ASSOCIATION

In partnership with PayPal

CRYPTO IN AMERICA: HOLIDAY REPORT

NOVEMBER 2025

Crypto is officially on the gift list. Nearly 1 in 4 Americans (24%) have given or are considering giving crypto this holiday season. Among crypto holders, that jumps to almost two-thirds (65%), and half (50%) expect to receive it themselves. But even as interest grows, barriers remain: not enough retailers accept it.

SUMMARY

1 in 4 Nearly 1 in 4 Americans (24%) have crypto on their gift giving list.

2 in 3 Almost two-thirds (65%) of crypto holders have given, plan to give, or are considering gifting crypto, and **half** say they expect to receive crypto themselves.

17% of consumers say they'd rather get crypto than a gift card.

82% of crypto holders would consider shopping with their crypto, if stores accepted it.

A MODERN TAKE ON A CLASSIC GIFT

Gift cards may be familiar, but they often go unused. Americans increasingly see crypto as a more meaningful and exciting way to give.

83% of Americans have sent monetary gifts within the U.S.

$90 the average amount Americans left unspent on gift cards in the last 12 months.

68% of consumers say they're always looking for exciting new gift ideas.

31% of Americans believe crypto gifts are less likely to go unused than gift cards.

TOP 5 REASONS

AMERICANS WOULD PREFER RECEIVING CRYPTO INSTEAD OF A GIFT CARD:

58%
Potential for increase in value over time.

54%
Greater flexibility in spending or investing.

49%
Easier to store or manage digitally.

45%
More exciting to receive.

40%
Fast to send or receive.

CRYPTO HOLDERS ARE READY TO SHOP WITH CRYPTO

82% would consider paying with crypto *if* retailers accepted it.

23% say they're likely to use crypto for holiday shopping this year.

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1 in 5 Americans (21%) are more likely to shop at merchants that do accept it. That rises to 55% among crypto holders.

THEY JUST DON'T KNOW WHERE

"Not enough stores accept it", is a top deterrent (35%) preventing crypto holders from shopping with it.

If you're interested in learning more about crypto adoption trends and barriers in the U.S., reach out to media@nca.org

This survey was conducted online within the United States by The Harris Poll on behalf of The National Cryptocurrency Association from October 14-19, 2025, among 2,020 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.9 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact media@nca.org.

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