

CoinNess × DeSpread

South Korean Crypto Retail Investor Trends Report 2024

Respondents | CoinNess media and community users

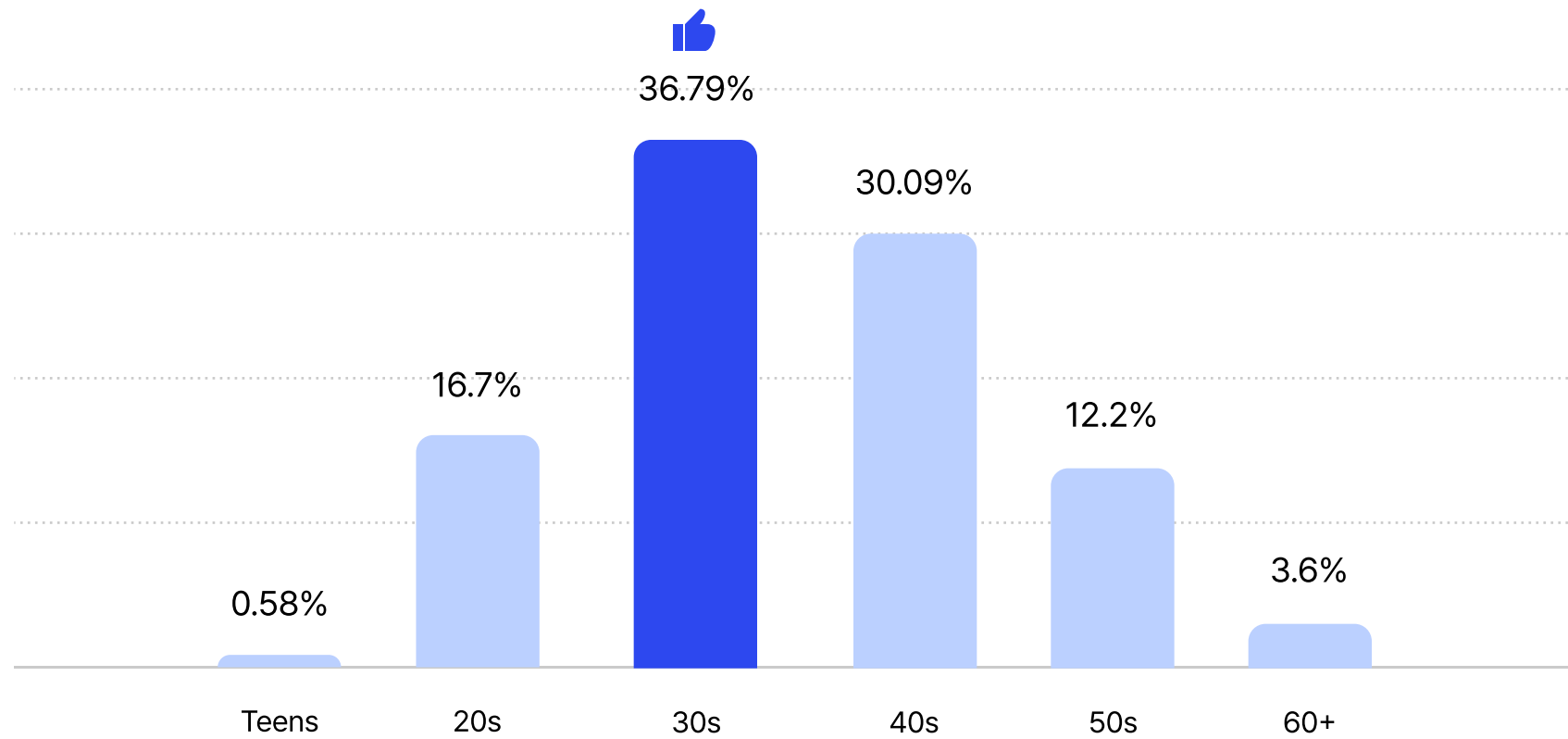
Number of respondents | 3,108 (based on valid responses)

Survey Period | December 10–13, 2024

Research Organization | Coinness · DeSpread



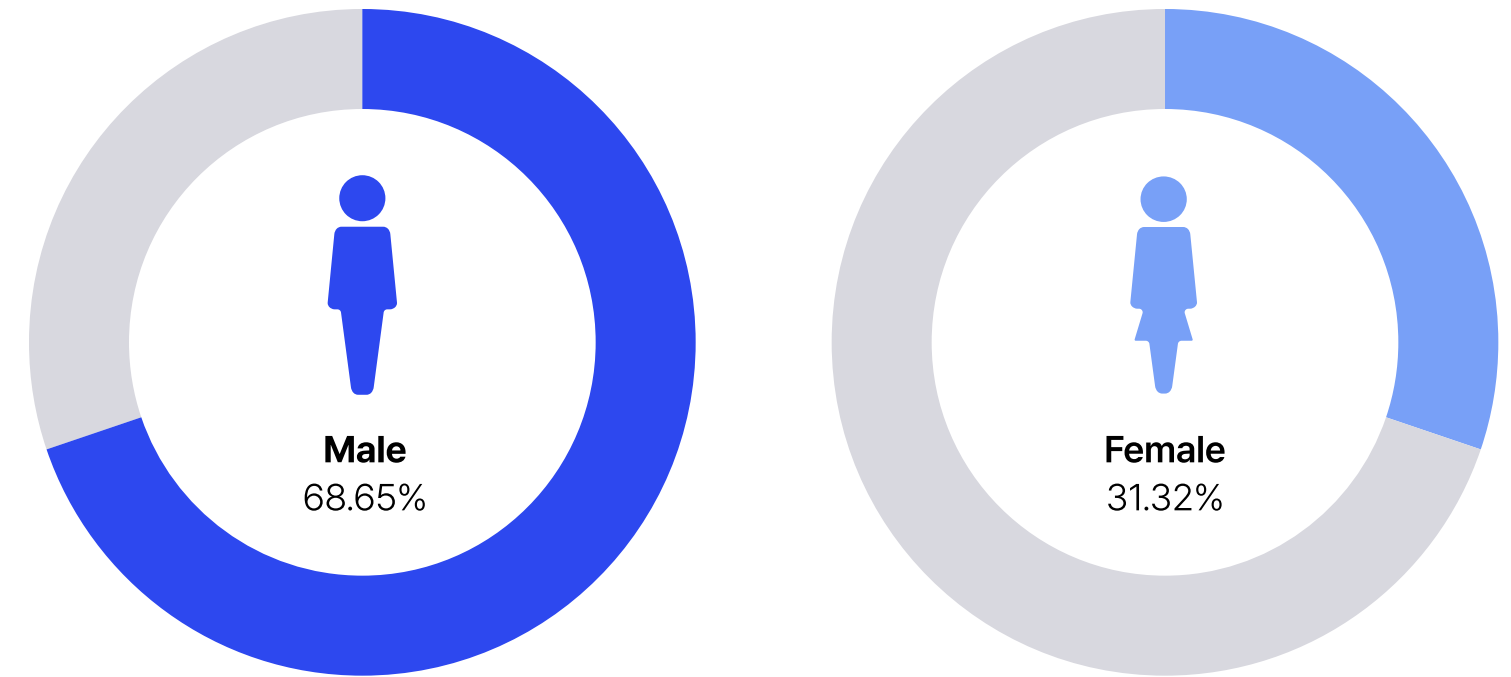
Crypto adoption by age



Summary

- 30s** At 36.79%, retail investors in their 30s make up the largest age group.
- 30~40s** Nearly 70% of crypto retail investors are in their 30s and 40s, making them the backbone of the Korean crypto retail market.

Gender ratio of crypto investors

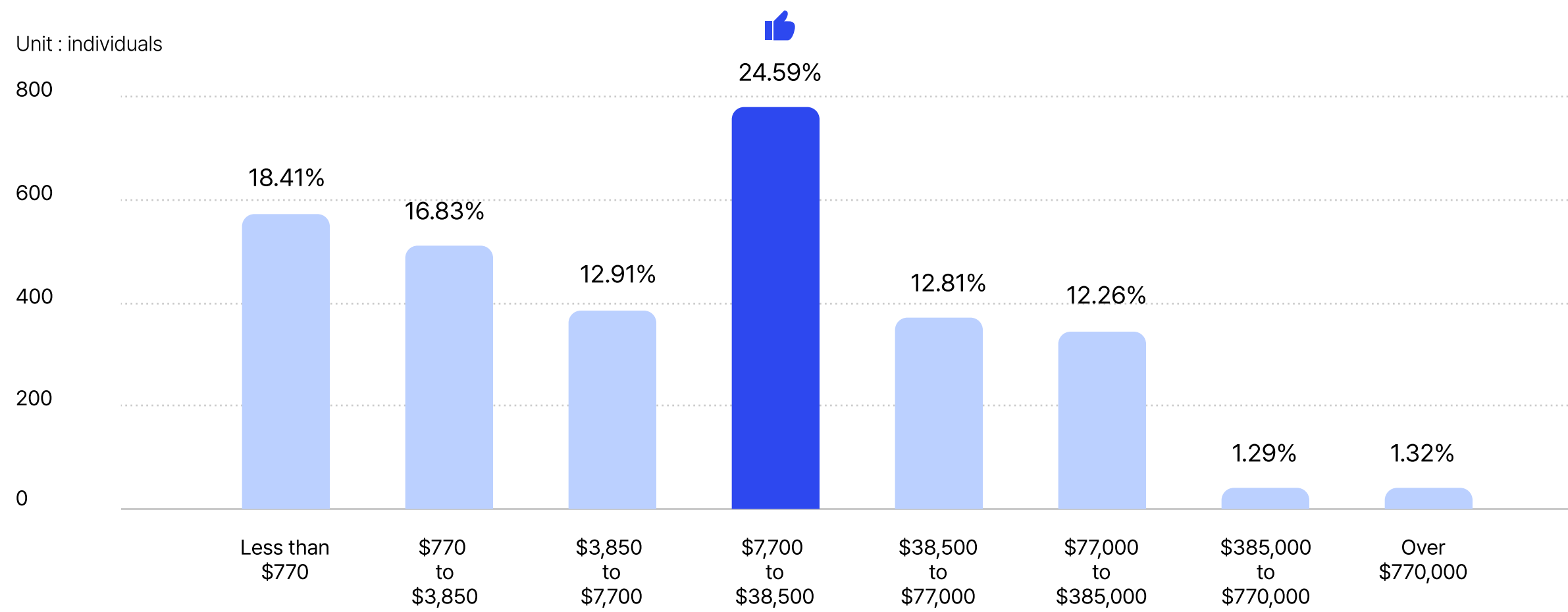


Summary

- Male** Roughly 7 out of 10 retail crypto investors are male.
- Female** Female investors now make up 31.32% of the market, up from just 8% two years ago—an increase of over 20% points.

Crypto ownership by holding size

(Est. due to FX rate changes)

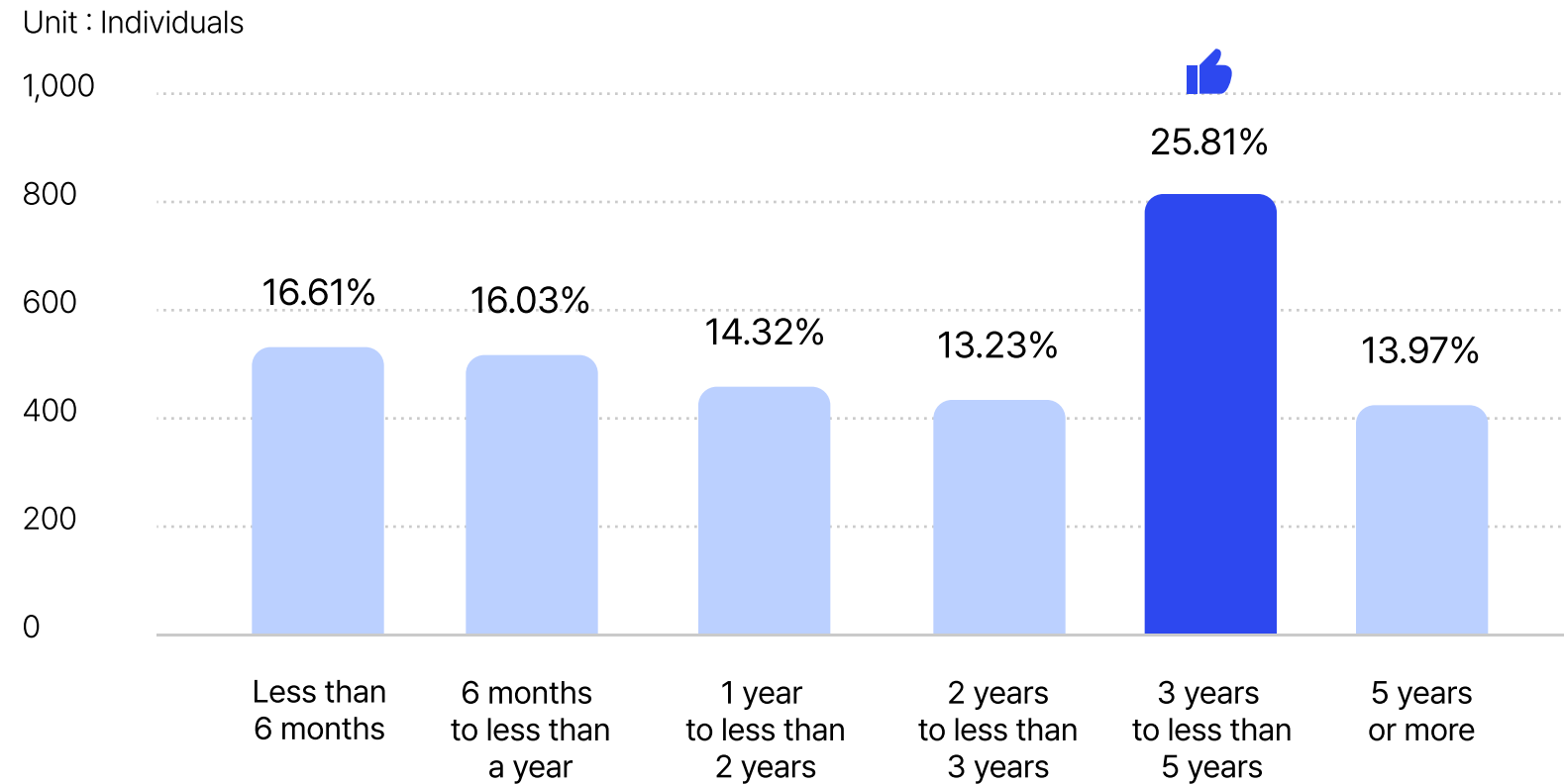


Summary

Over \$7,700

More than half of Korean retail crypto investors hold at least \$7,700 in virtual assets.

Duration of crypto investments



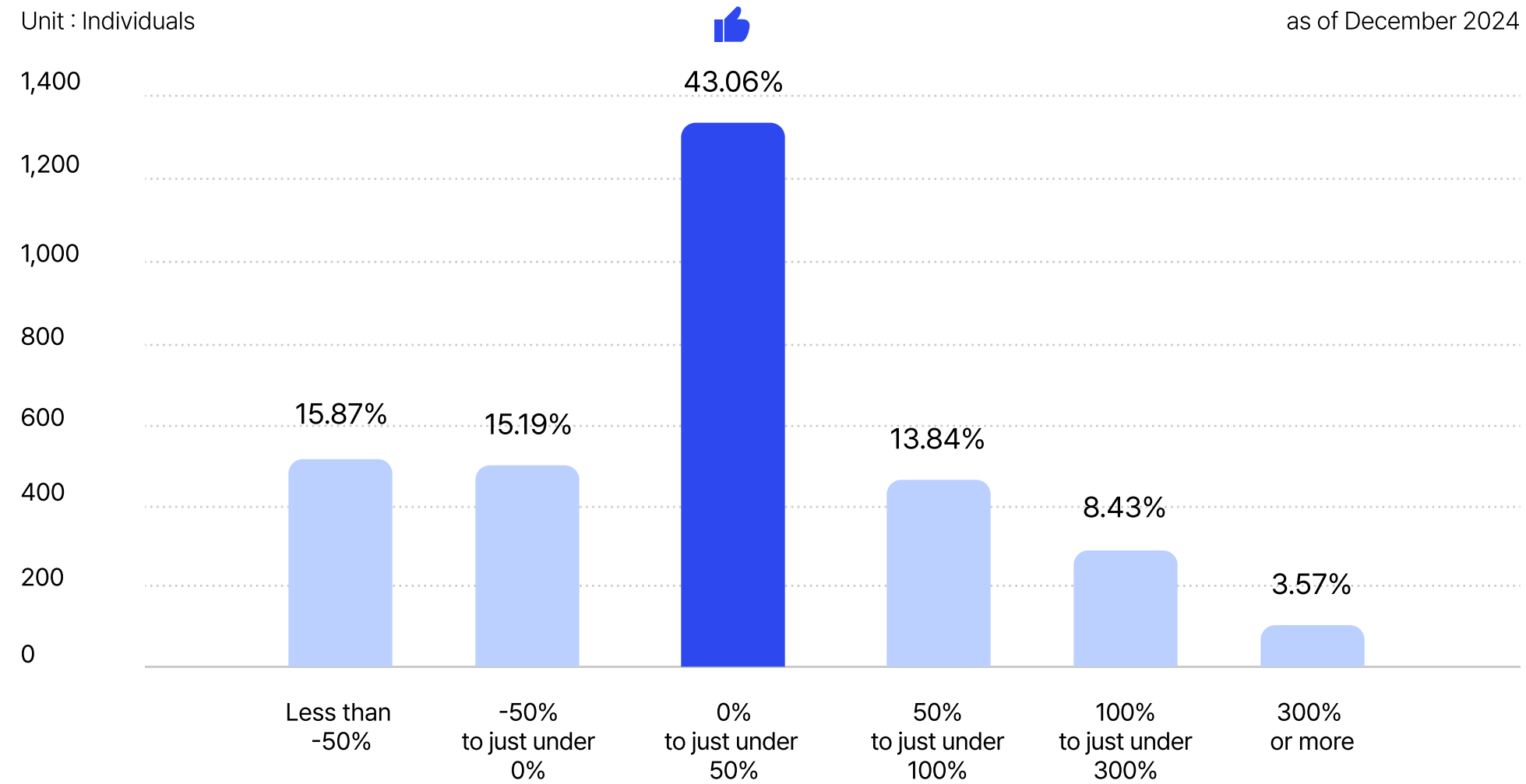
3 Years or more

Among Korean retail crypto investors, 40% are long-term holders with investments of three years or more, while over 15% are newcomers who entered during the Q4 2024 bull market.

Summary

Since the start of the 2024 bull market, new investors have accounted for roughly 33% of the Korean crypto market. Among them, investors with less than six months of experience seem to have been primarily influenced by Trump's U.S. election victory, while those with six to twelve months of experience were likely largely influenced by the approval of spot Bitcoin ETFs. Additionally, the fact that around 40% of all investors are long-term participants (with investments of three years or more) is believed to have contributed to the high trading volumes and market share of cryptocurrencies like XRP and Dogecoin—both of which gained significant attention during the 2021 bull market—in the current bull run.

Average returns on crypto investments



Summary

Profit Status

Thanks to the Q4 bull market, nearly 70% of investors have profited from their crypto investments in 2024. Meanwhile, most returns stayed within the 0–50% range.

Crypto knowledge levels among respondents

Beginner

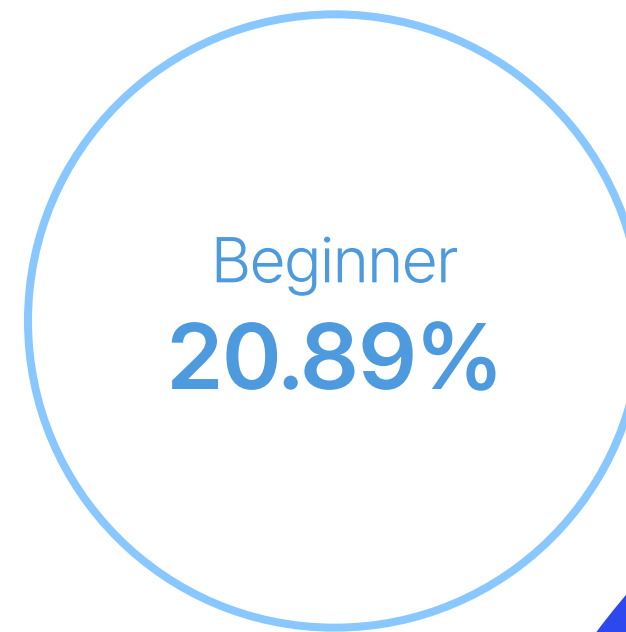
Beginner has little knowledge of crypto-related technology and pays minimal attention to expected returns or investment risks.

Intermediate

Intermediate lacks technical knowledge of cryptocurrency but is aware of expected returns and investment risks.

Advanced

Advanced has a strong understanding of crypto technologies, such as blockchain, and is aware of expected returns and investment risks.

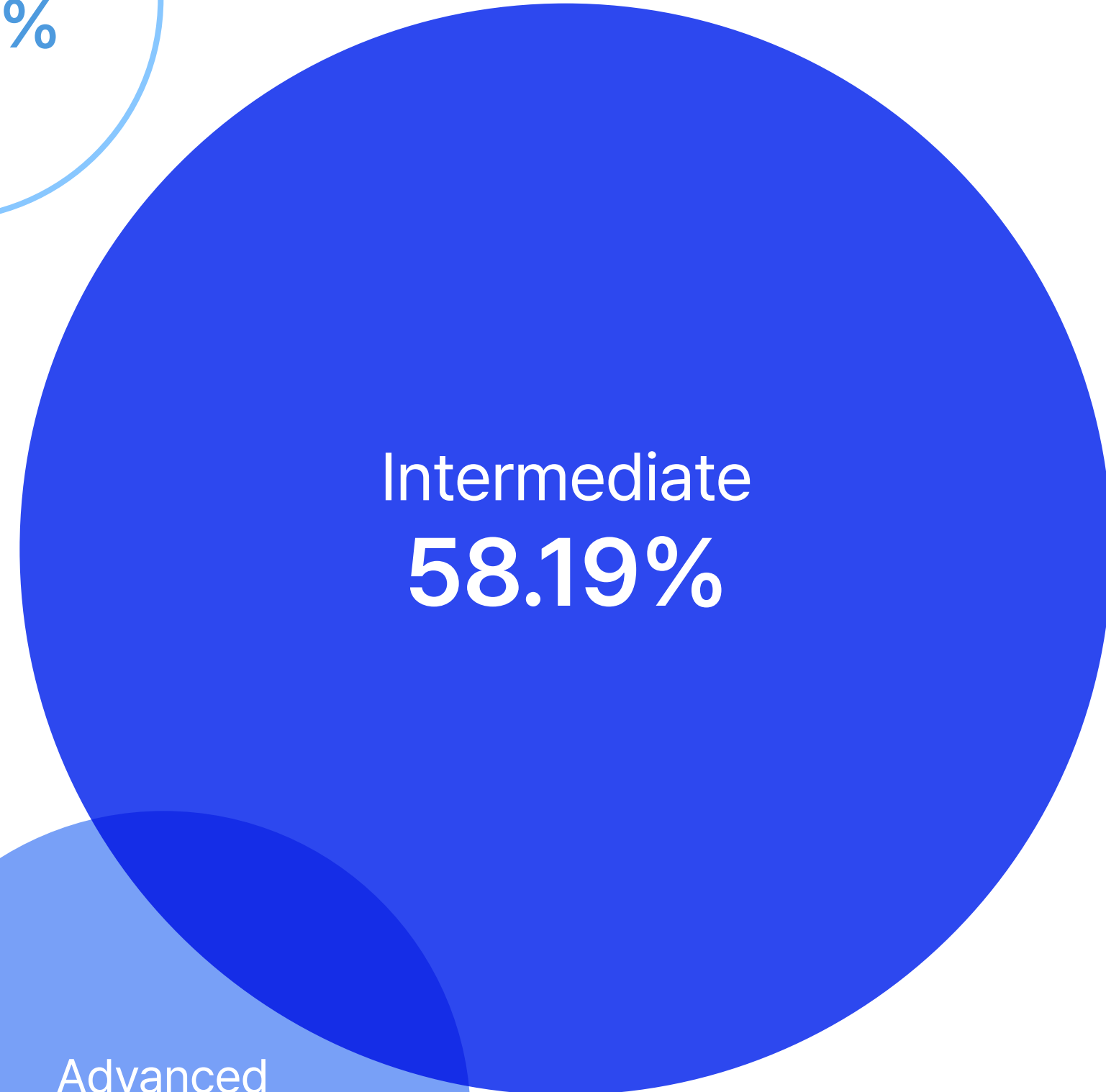


Beginner
20.89%

20.89%

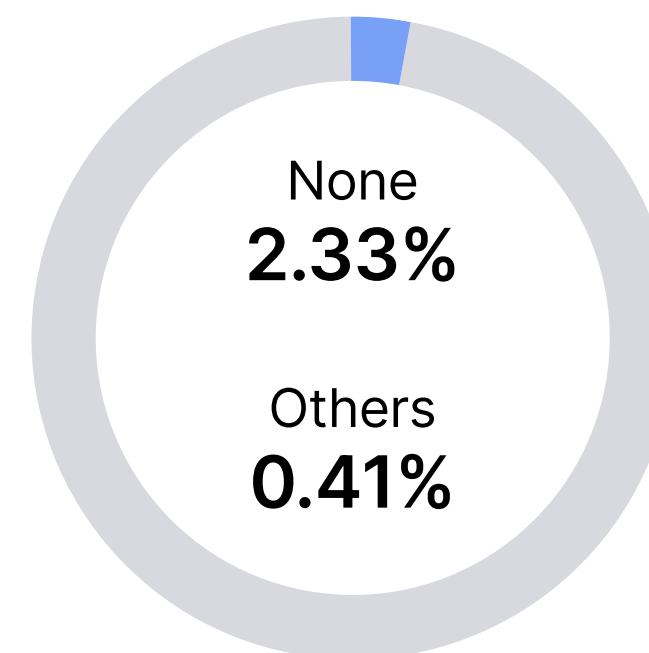
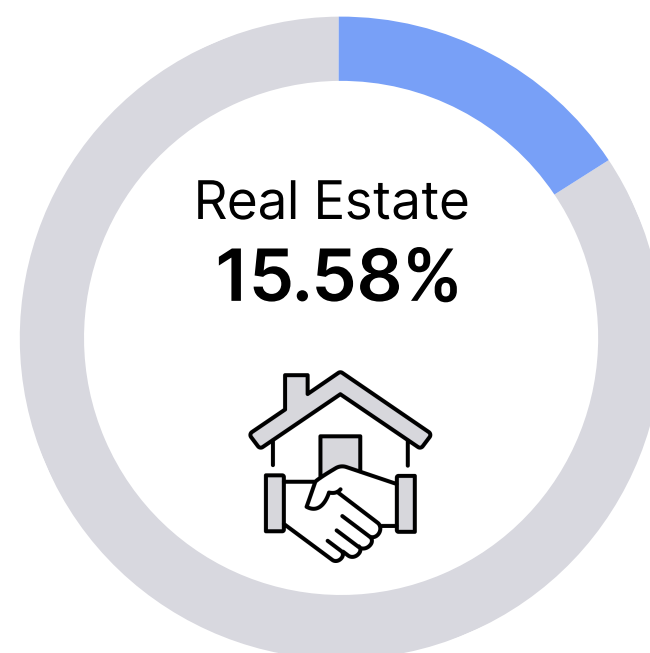
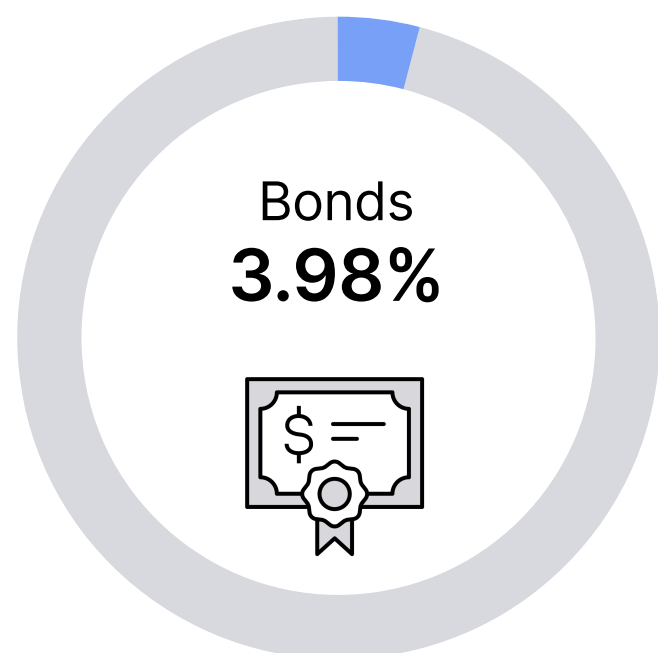
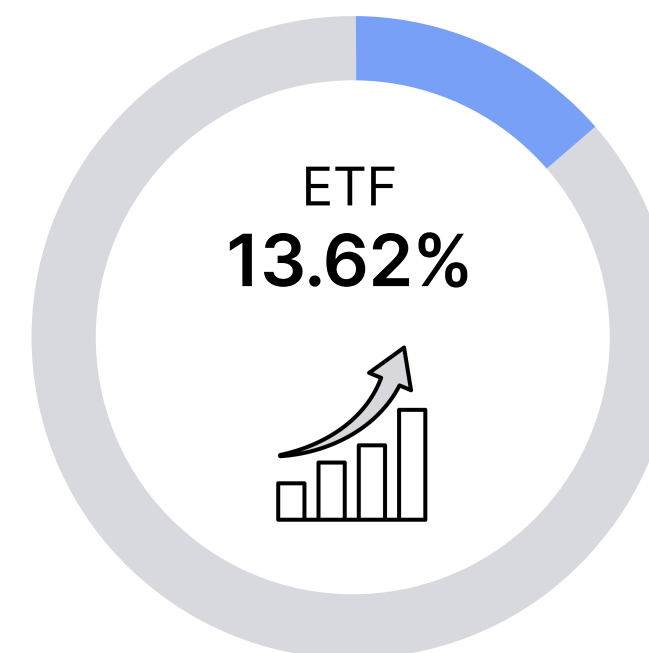
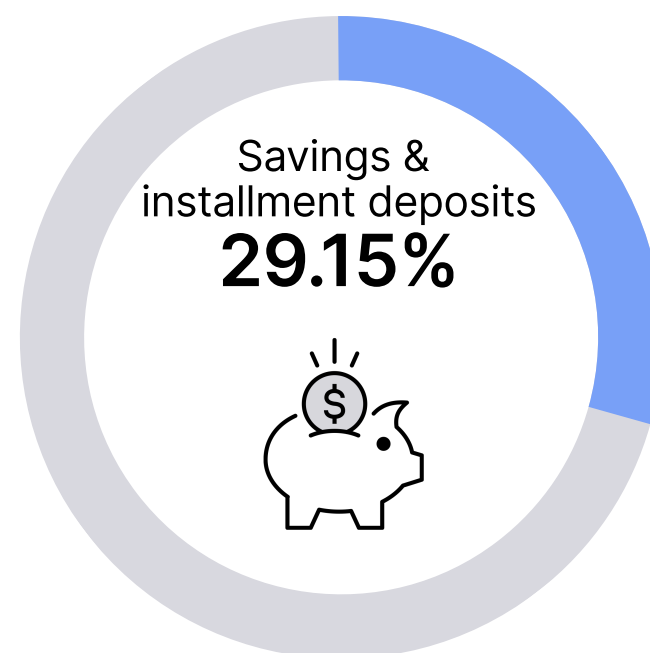
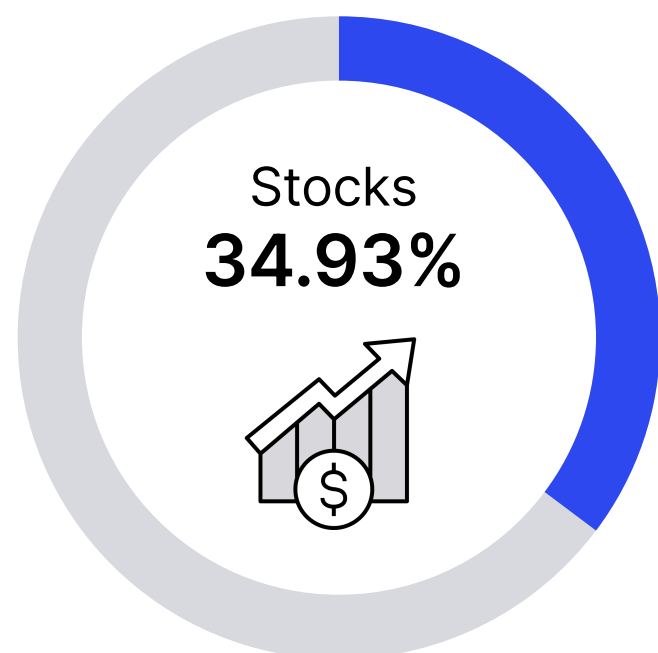
Advanced
20.89%

20.89%

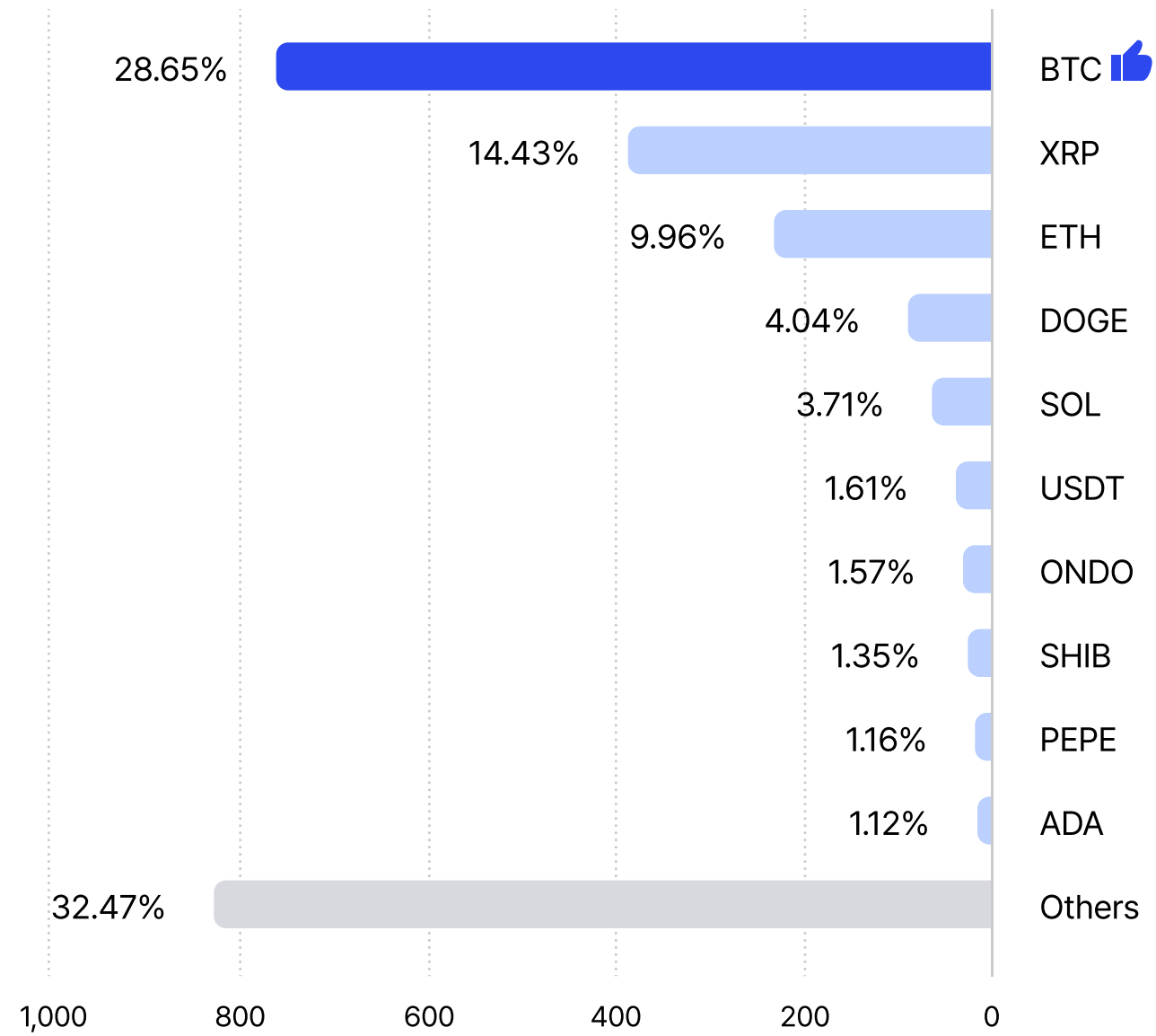


Intermediate
58.19%

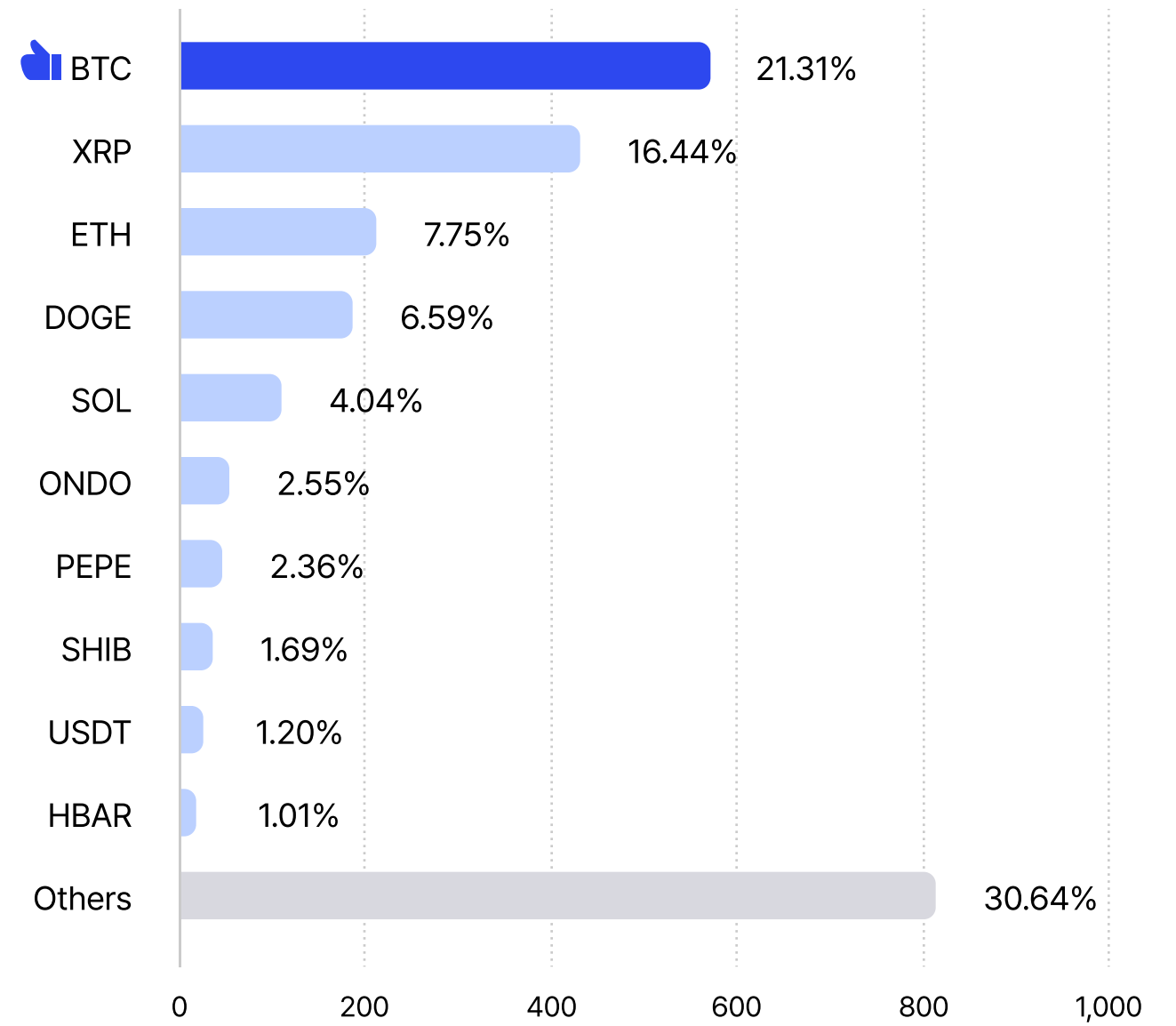
Investments outside of crypto



Most commonly held cryptos



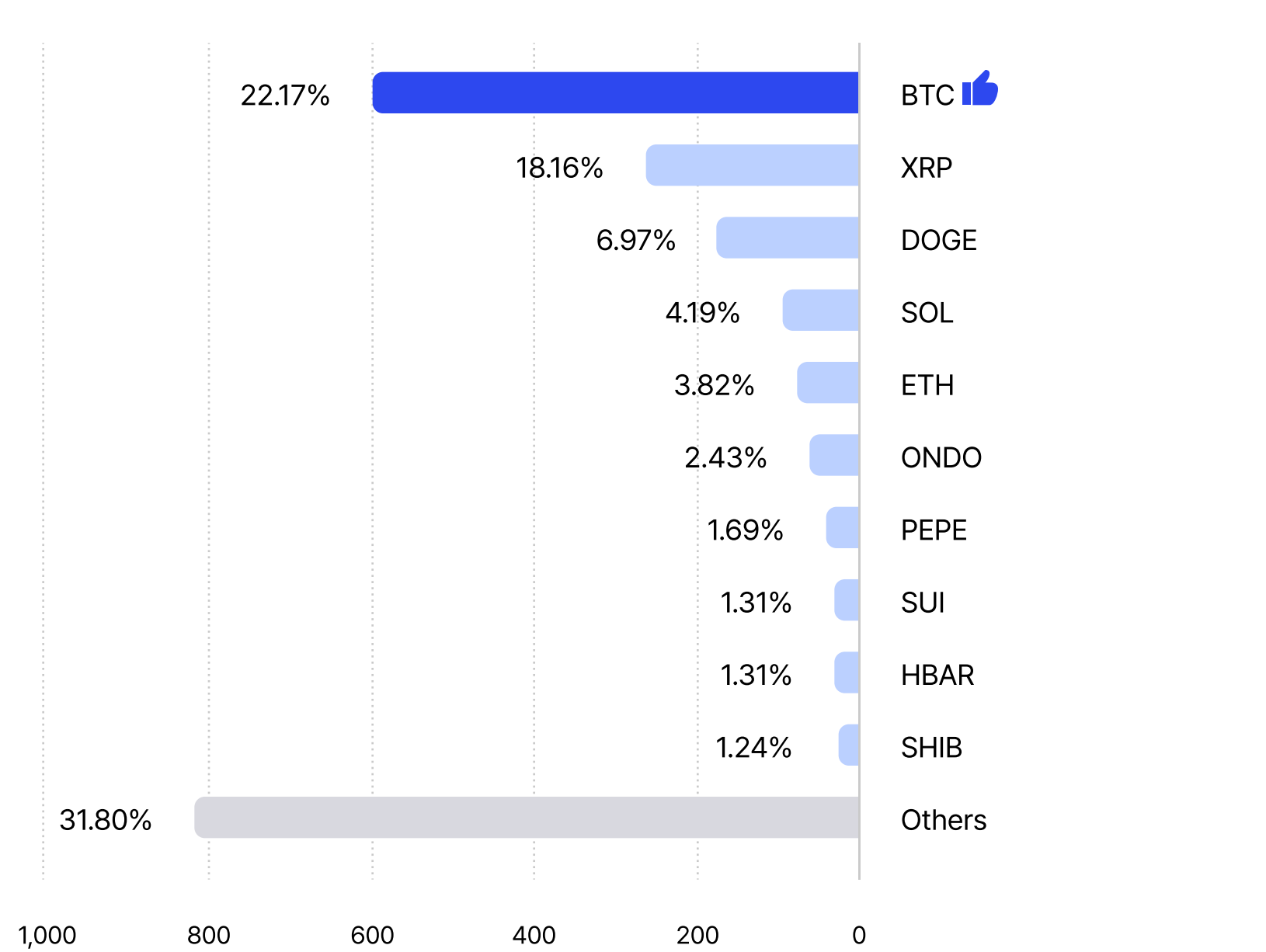
Most traded cryptos lately



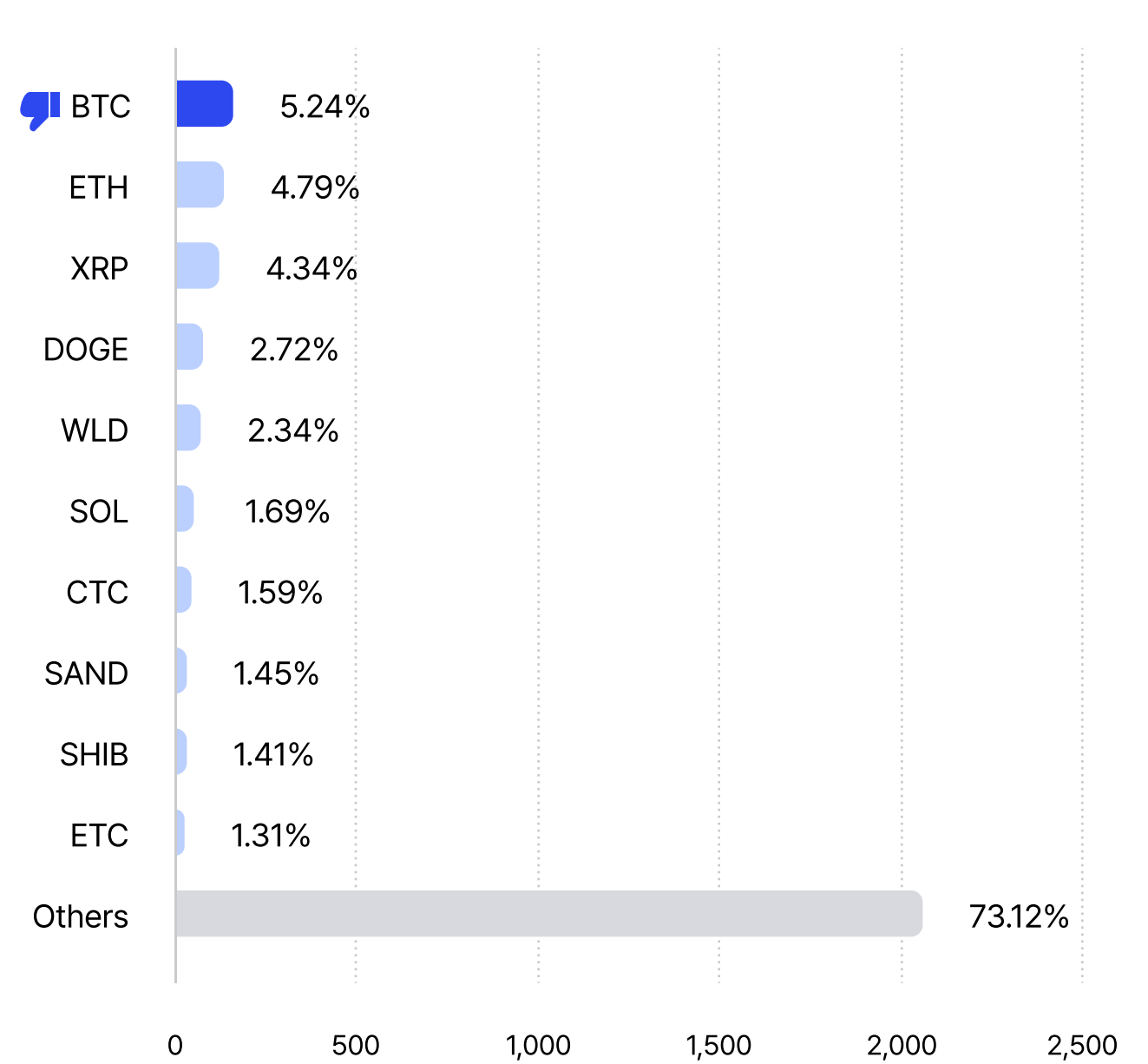
Summary

Bitcoin topped the chart, accounting for 30% of investors' holdings. This is largely due to the approval of spot Bitcoin ETFs and Trump's victory in the U.S. presidential election.

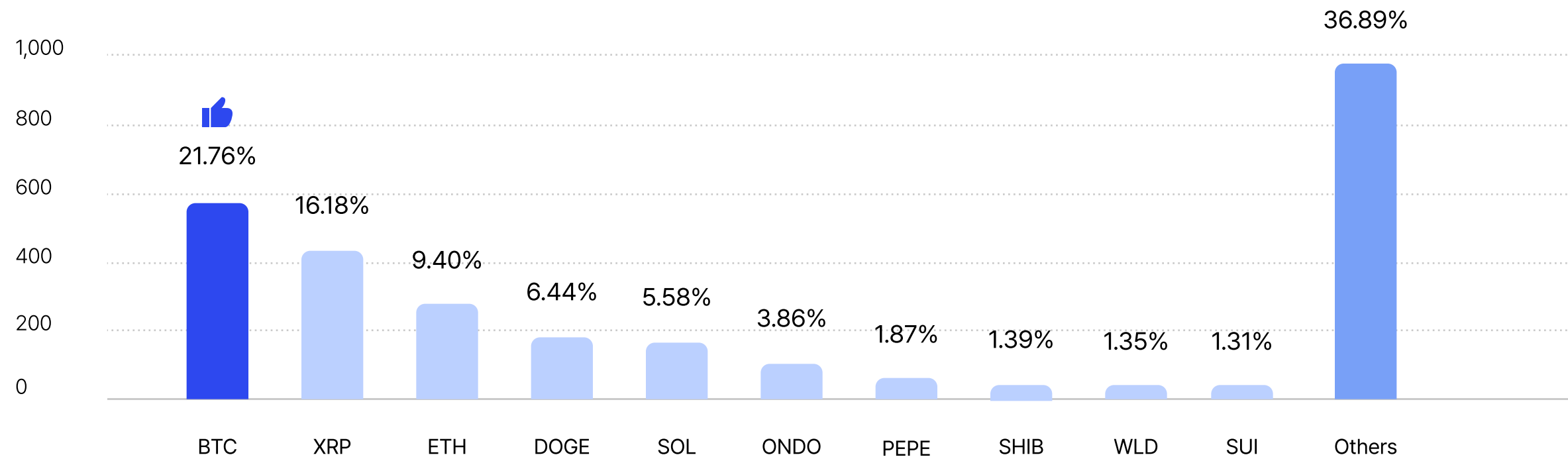
Top-performing cryptos of the year



Worst-performing cryptos of the year



Most anticipated cryptos for 2025

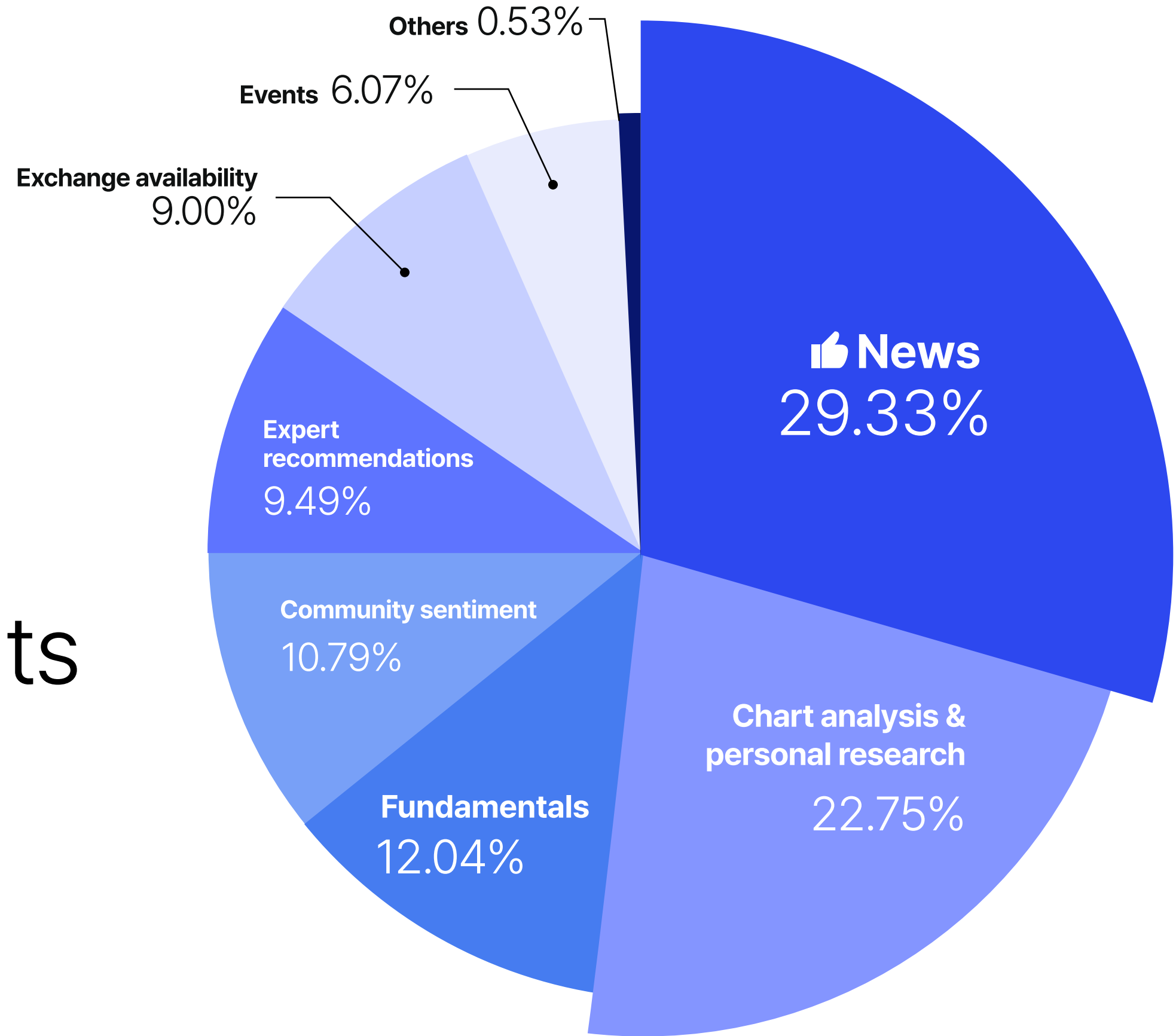


Summary

Amid expectations that the Trump administration will introduce pro-crypto policies in the U.S., including a potential Bitcoin strategic reserve, Bitcoin claimed the top spot, while XRP ranked second.

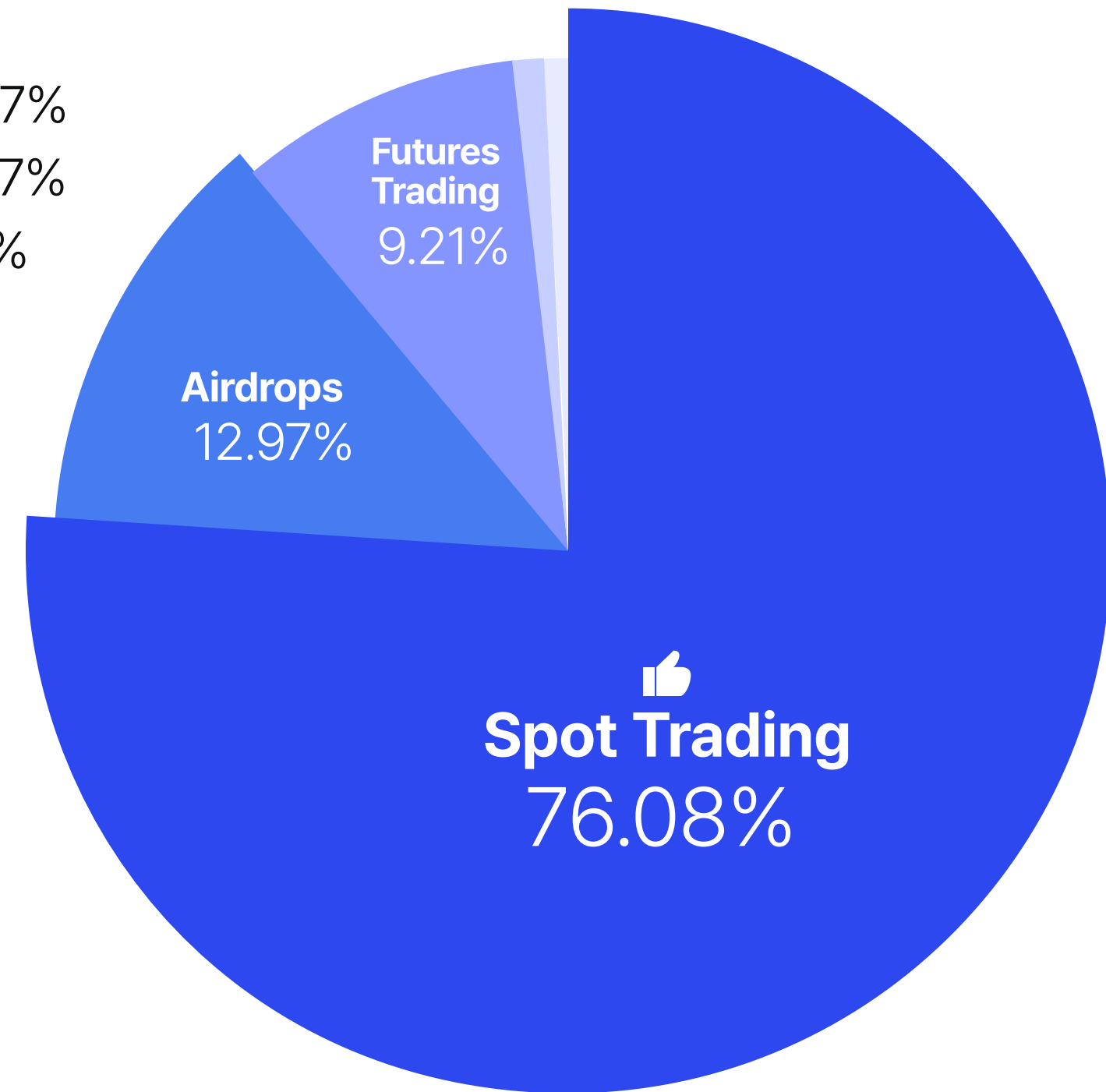
In particular, XRP's performance reflects optimism about the easing of crypto regulations under the Trump administration and its compliance with ISO 20022, an international standard for electronic data exchange between financial institutions.

Factors influencing crypto investments



Most preferred crypto investment methods

NFT	0.87%
DeFi	0.77%
Others	0.1%



Summary

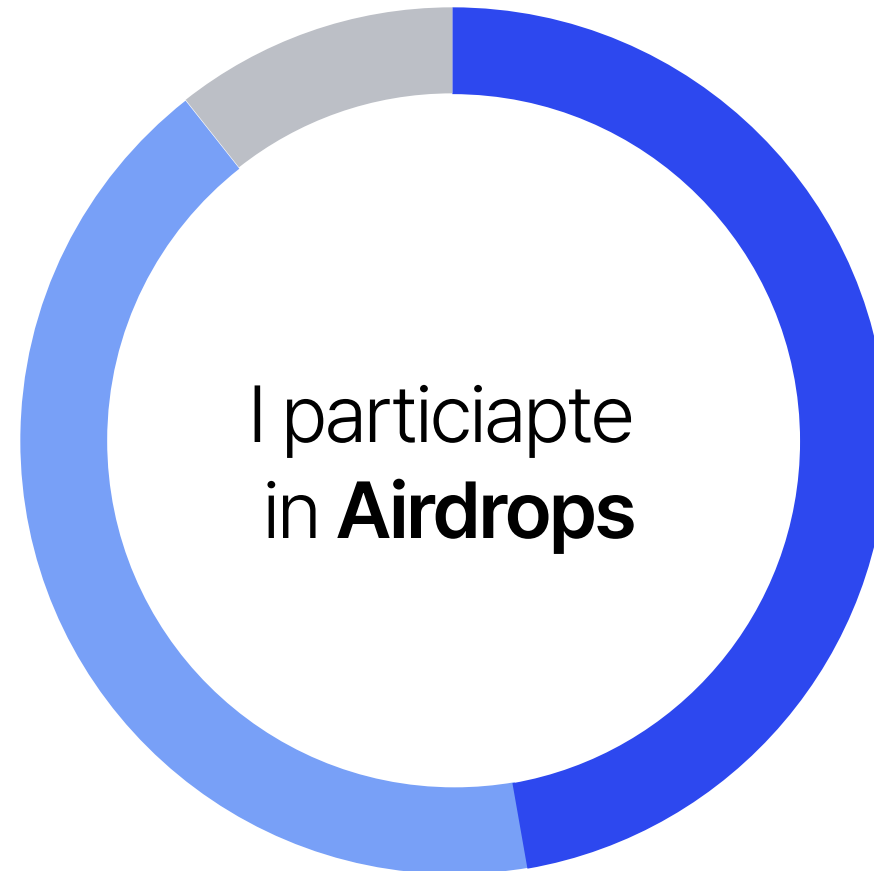
Due to the lack of derivative products on Korean crypto exchanges, investors overwhelmingly favored spot trading as their investment method. Airdrops ranked second as expectations surged with the launch and upcoming launch of various projects following the start of the 2024 bull market.



Yes 23.00%

No 61.22%

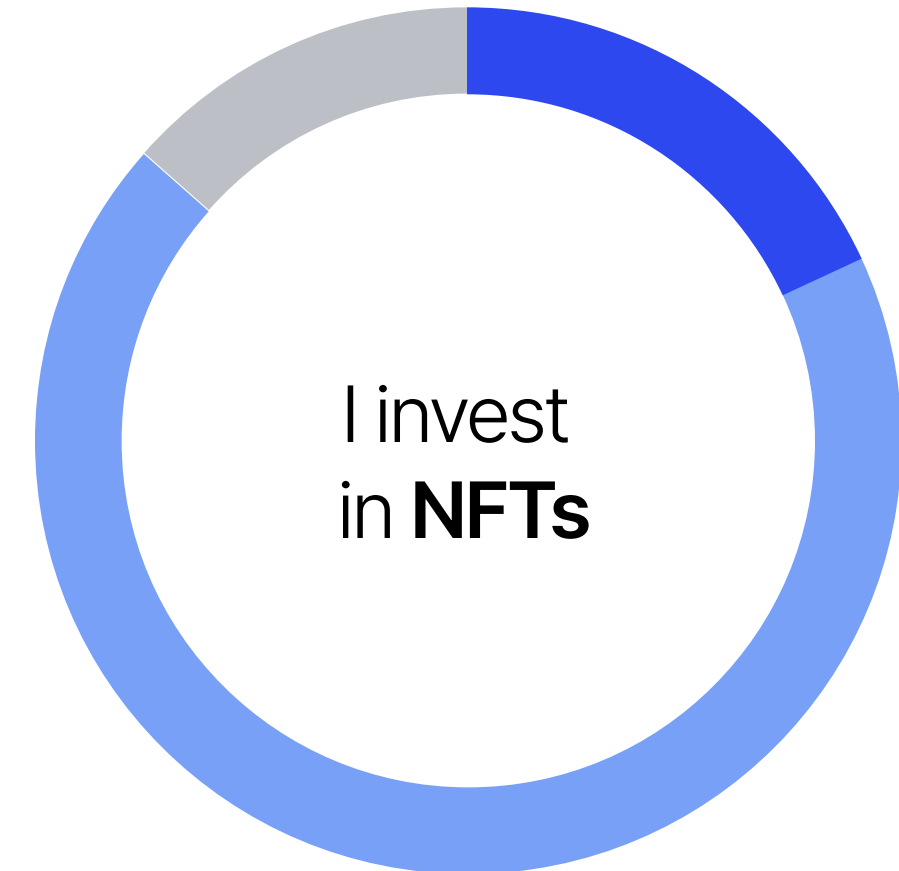
Have experience but no longer do 15.78%



Yes 47.32%

No 42.33%

Have experience but no longer do 10.35%

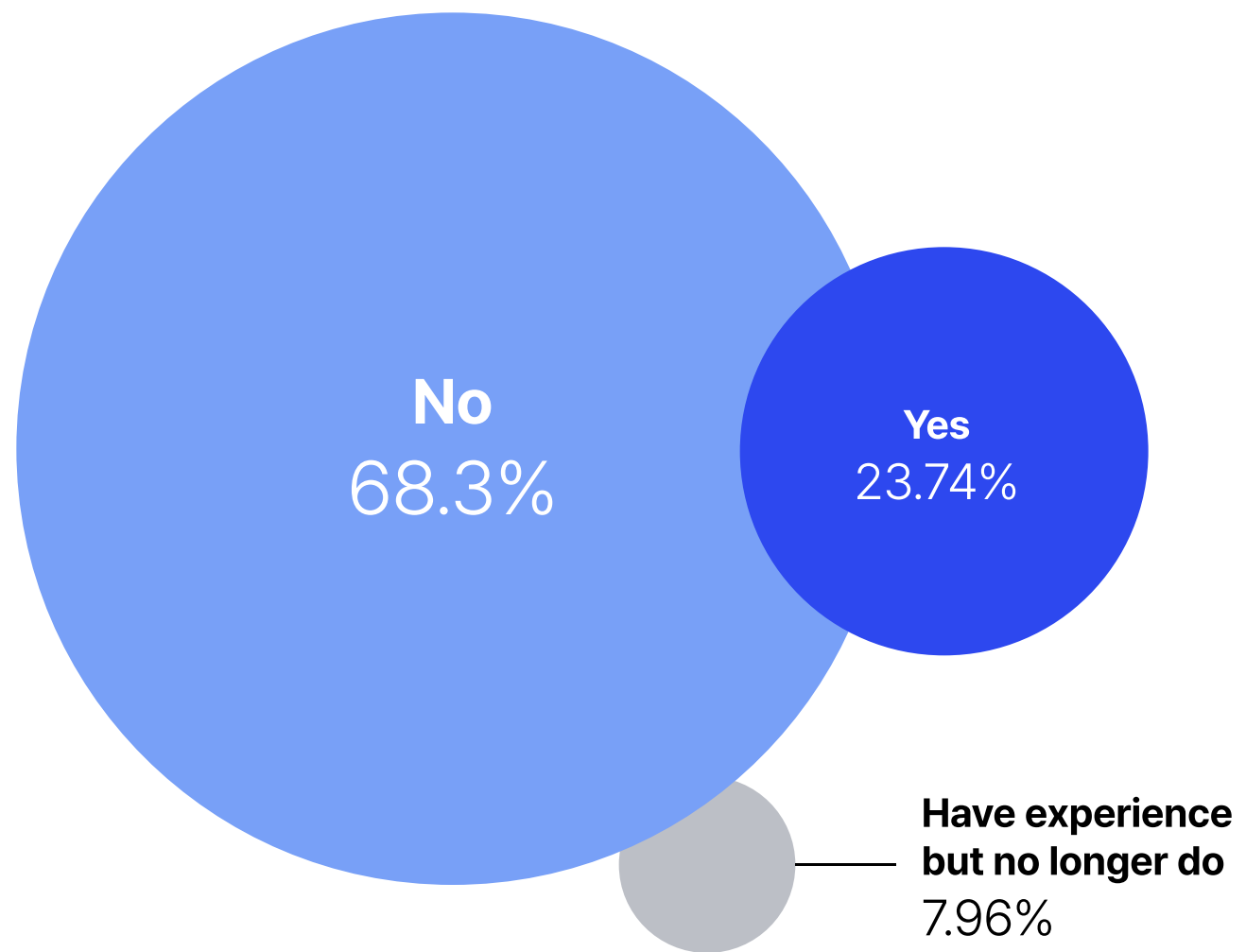


Yes 17.99%

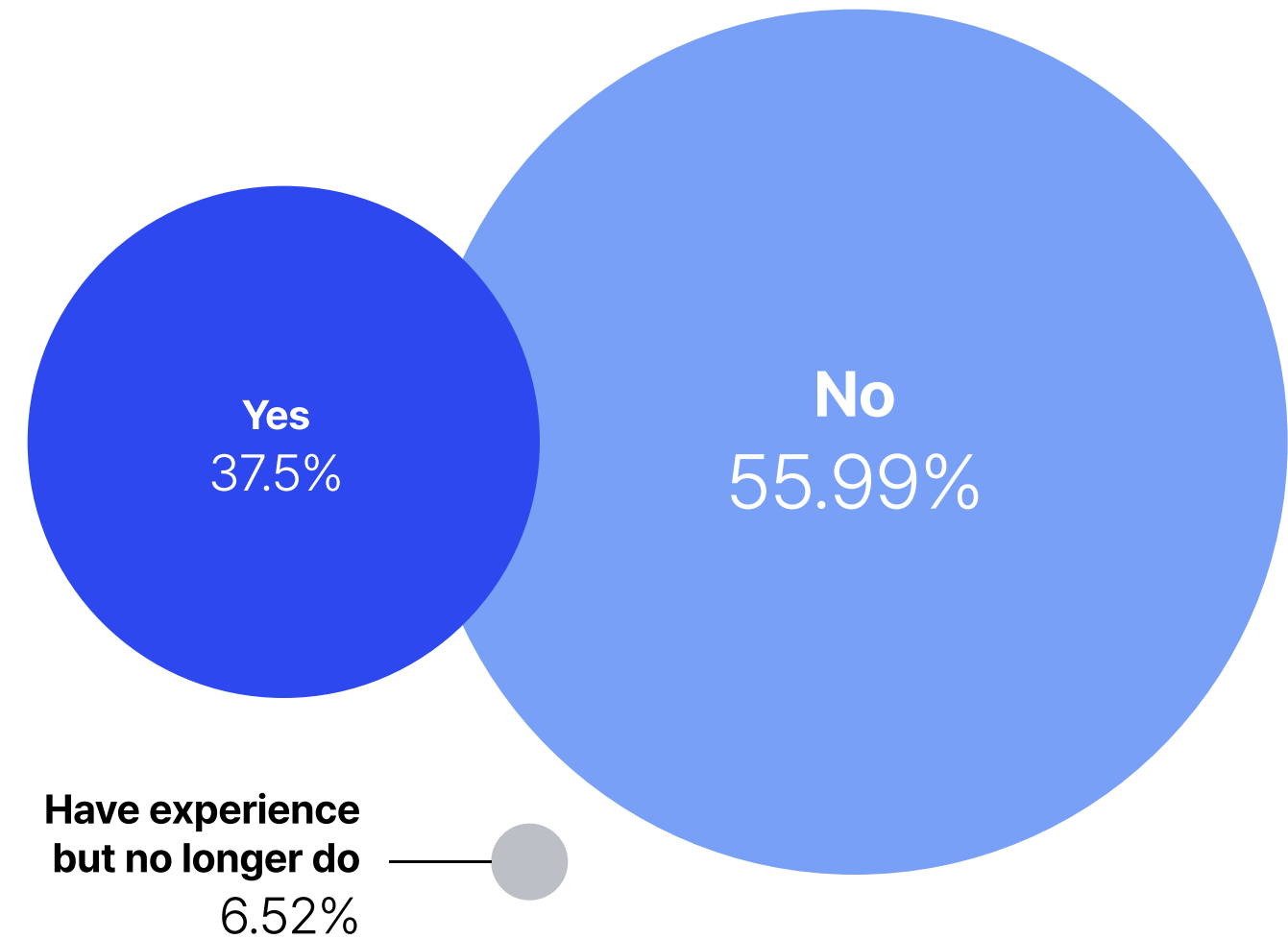
No 68.85%

Have experience but no longer do 13.16%

I use a **Decentralized exchange**(DEX)



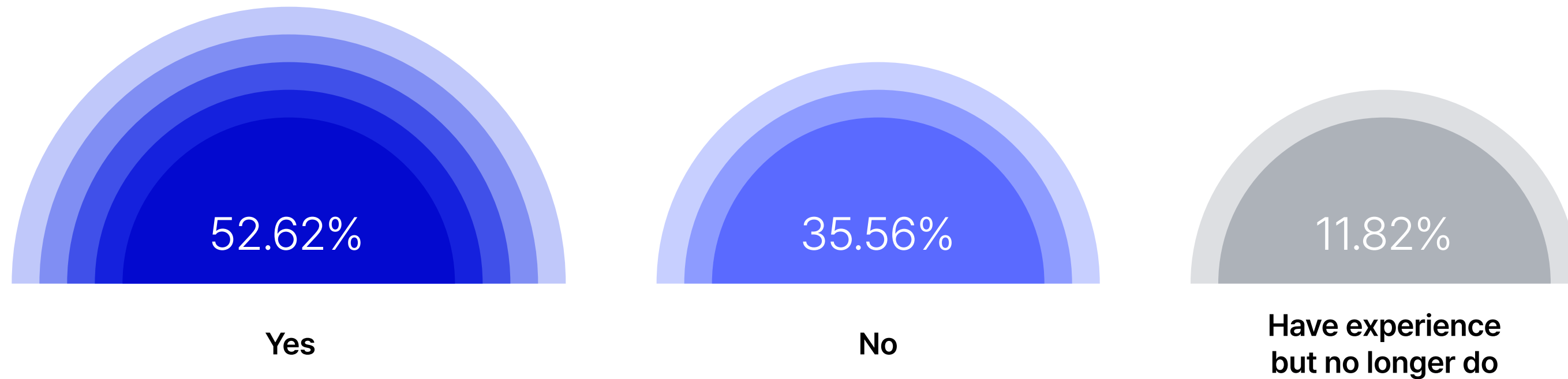
I use a **Decentralized wallet** (e.g. MetaMask)



Summary

These results show that Korean investors prefer local centralized exchanges, which typically operate off-chain, over engaging in on-chain activities, including decentralized finance (DeFi).

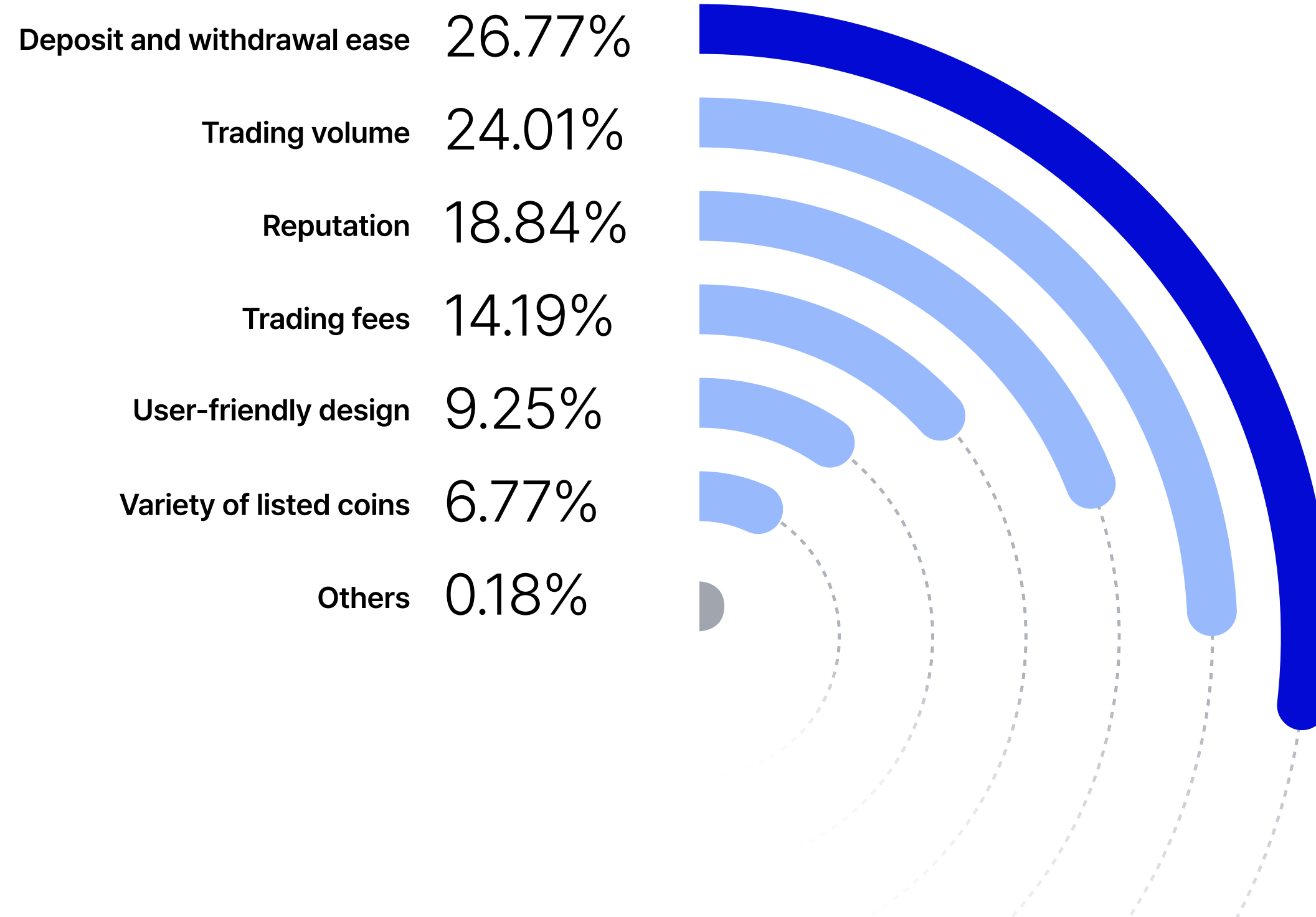
I invest in **Meme coins**.



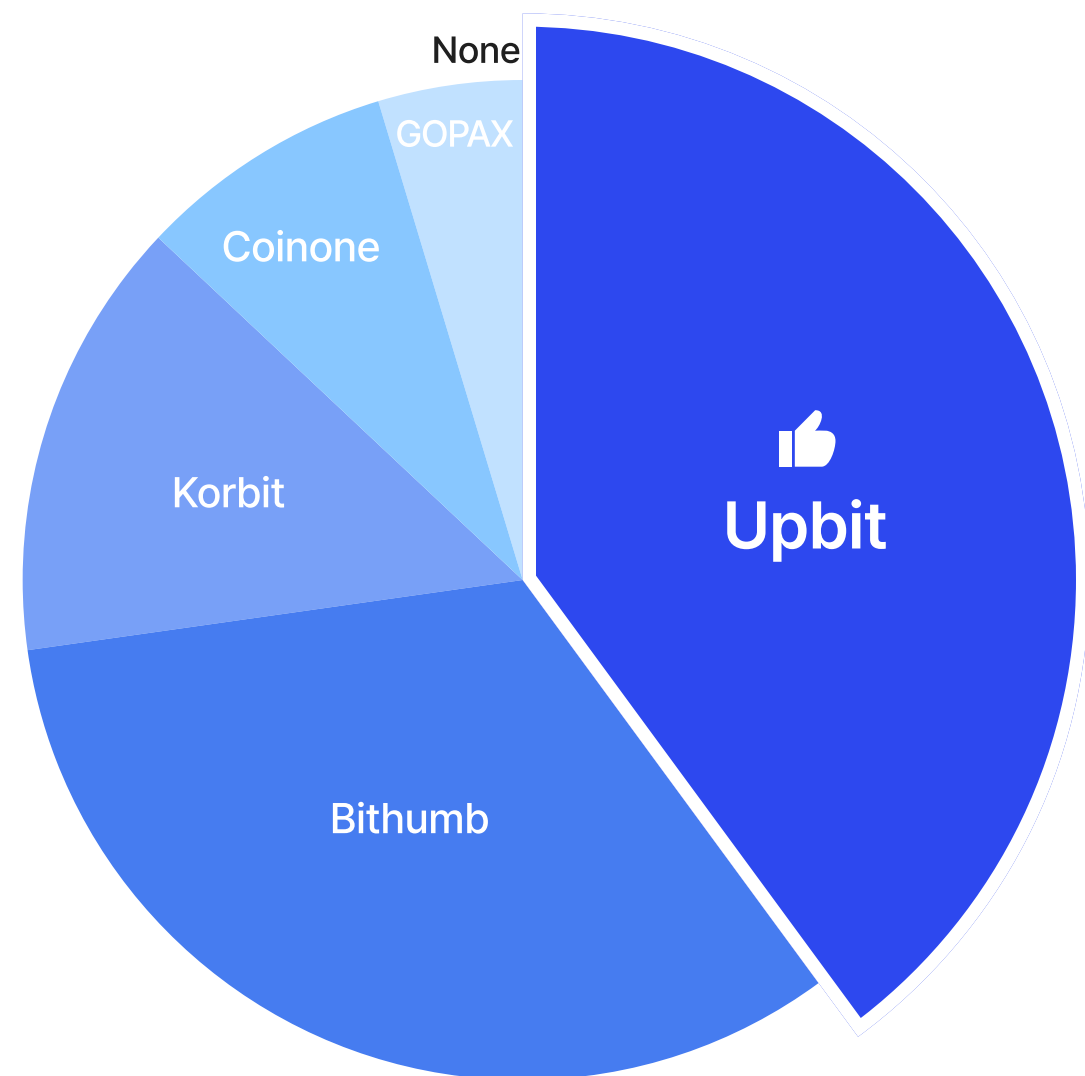
Summary

That over half of respondents invest in meme coins suggests that active listings by Korean centralized exchanges may play a significant role in this trend—especially since many Koreans are unfamiliar with DEX. In particular, Dogecoin drew noticeable attention, with a total trading volume of \$17.8 billion recorded across the nation's top five exchanges—Upbit, Bithumb, Coinone, Korbit, and GOPAX—from November 7 to 13 following Donald Trump's U.S. election win. Furthermore, Bithumb has been actively listing meme coins—by February 6, it had added 16, including Dogecoin, Official Trump, and Pudgy Penguins—surpassing Upbit's six Korean won trading pair listings.

Key factors in choosing a crypto exchange

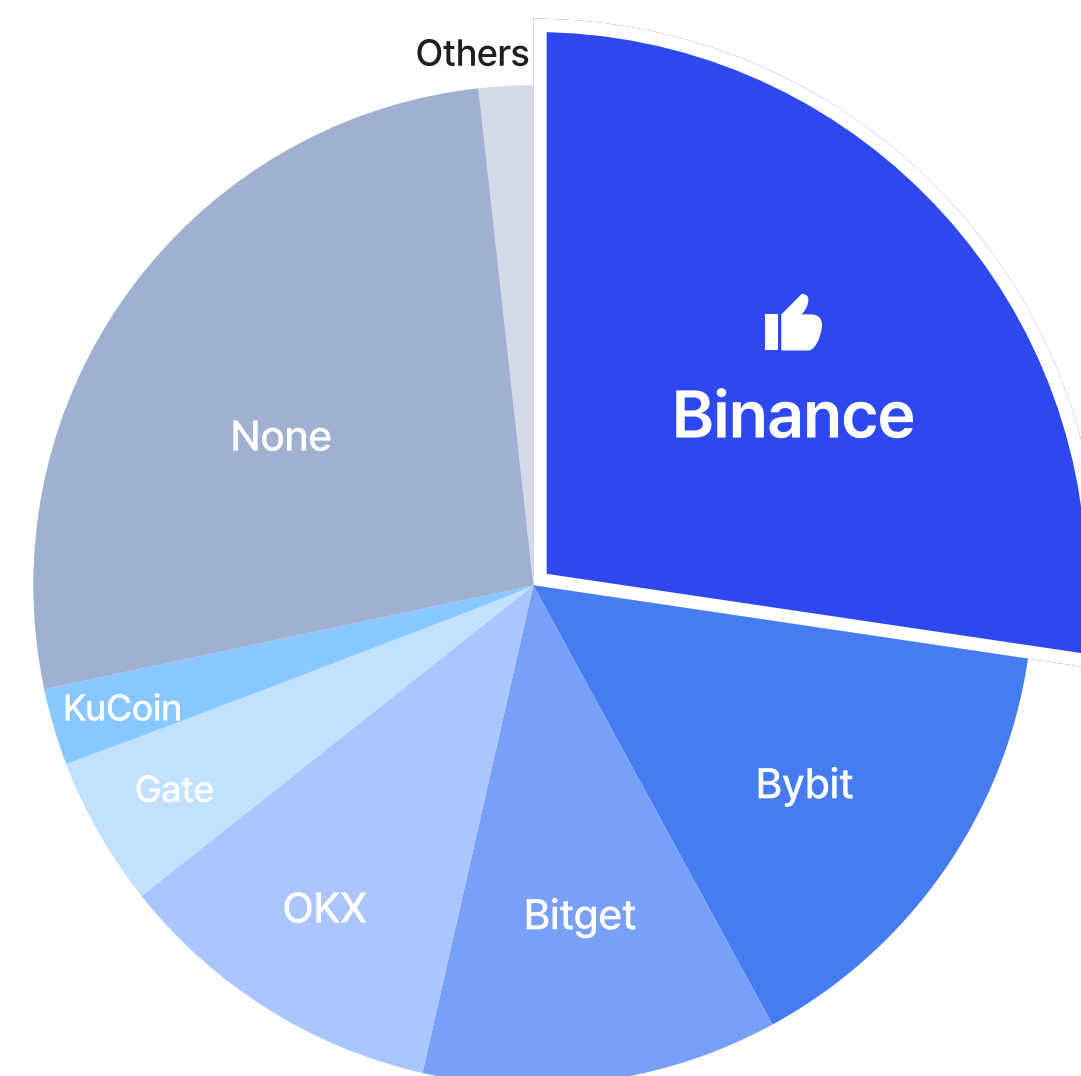


Local exchanges you currently use



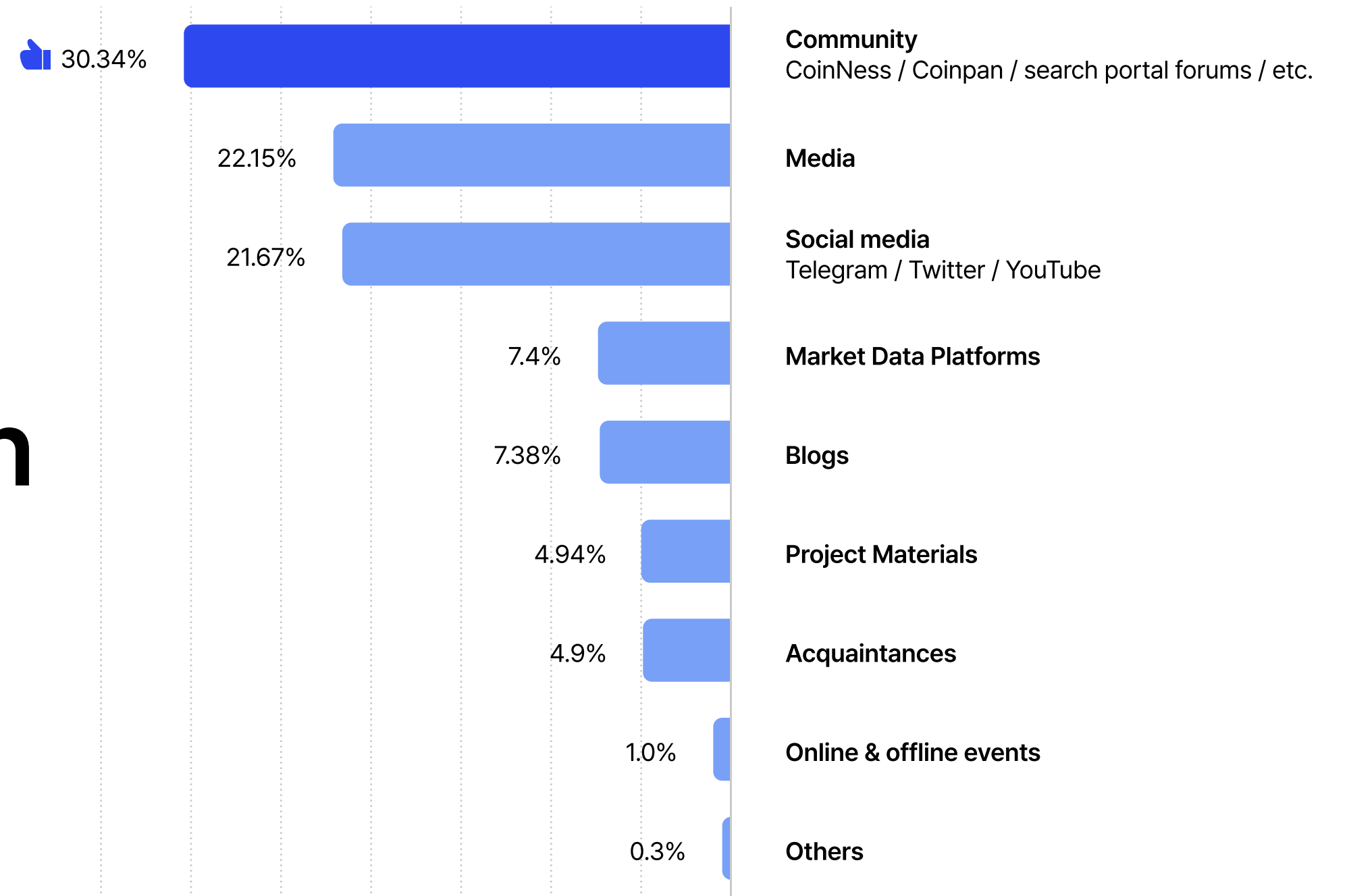
■ Upbit 39.74%	■ Bithumb 33.01%	■ Korbit 14.32%
■ Coinone 8.29%	■ GOPAX 4.25%	■ None 0.38%

Offshore exchanges you currently use

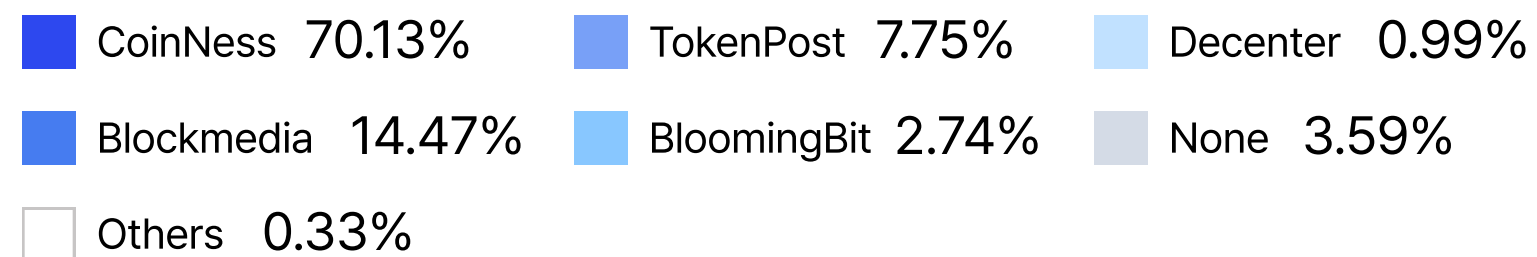
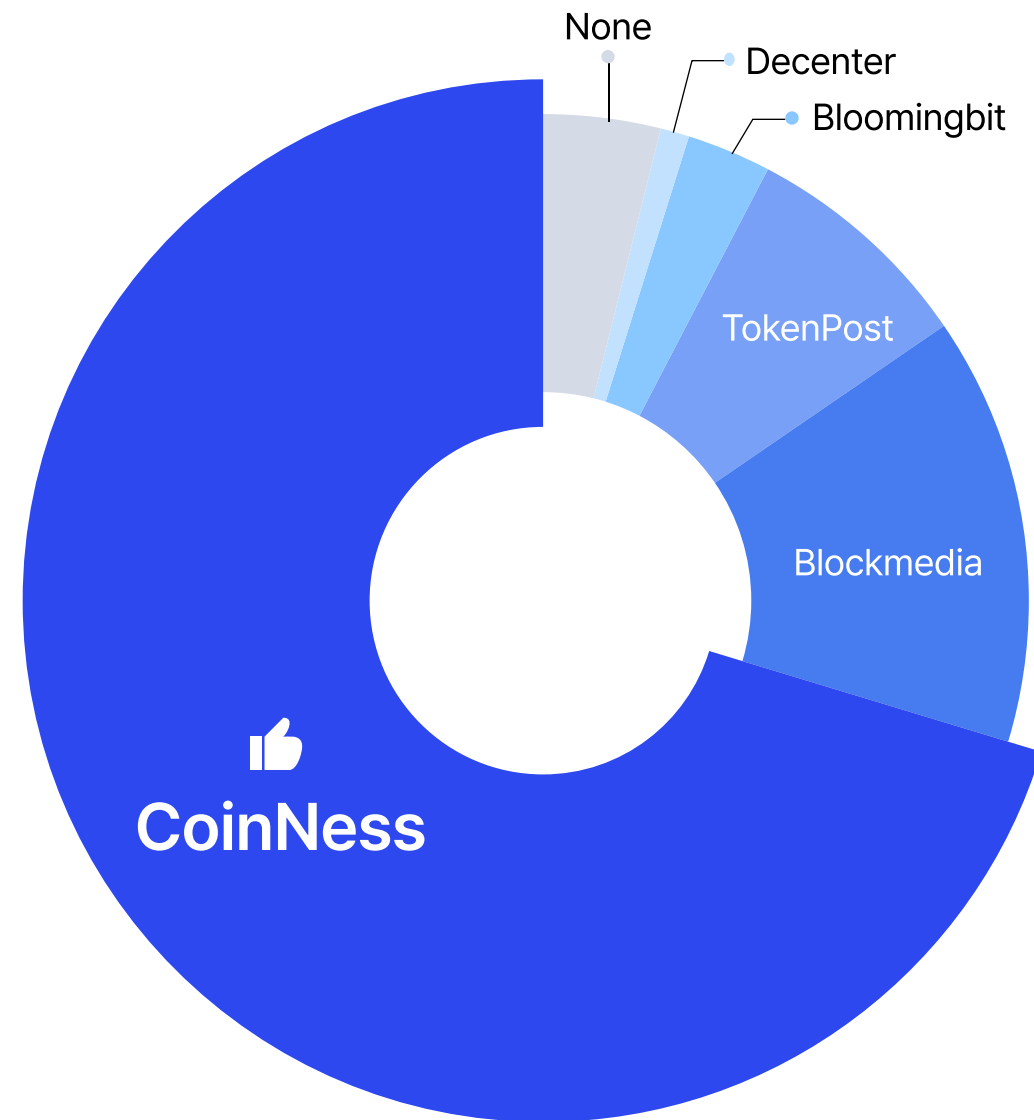


■ Binance 27.2%	■ Bitget 11.55%	■ Gate.io 4.88%	■ None 26.21%
■ Bybit 14.94%	■ OKX 10.77%	■ KuCoin 2.6%	■ Others 1.85%

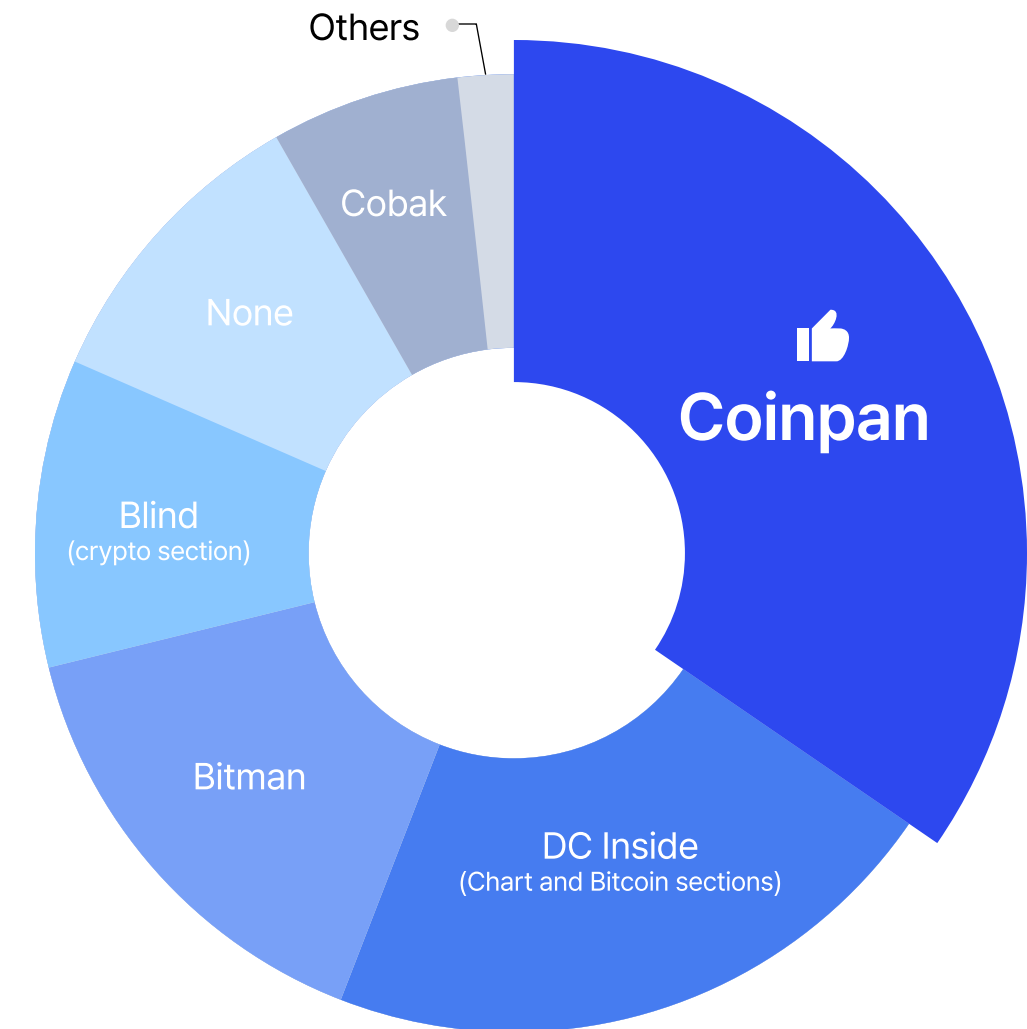
Sources of crypto information



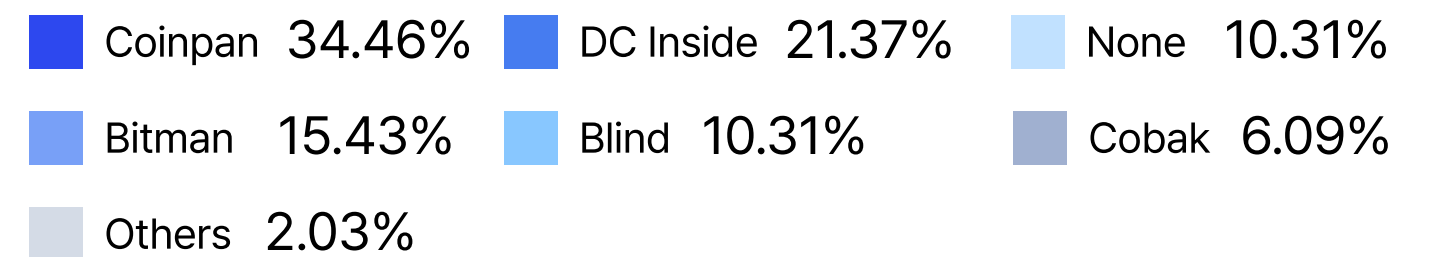
Local media sources you currently use



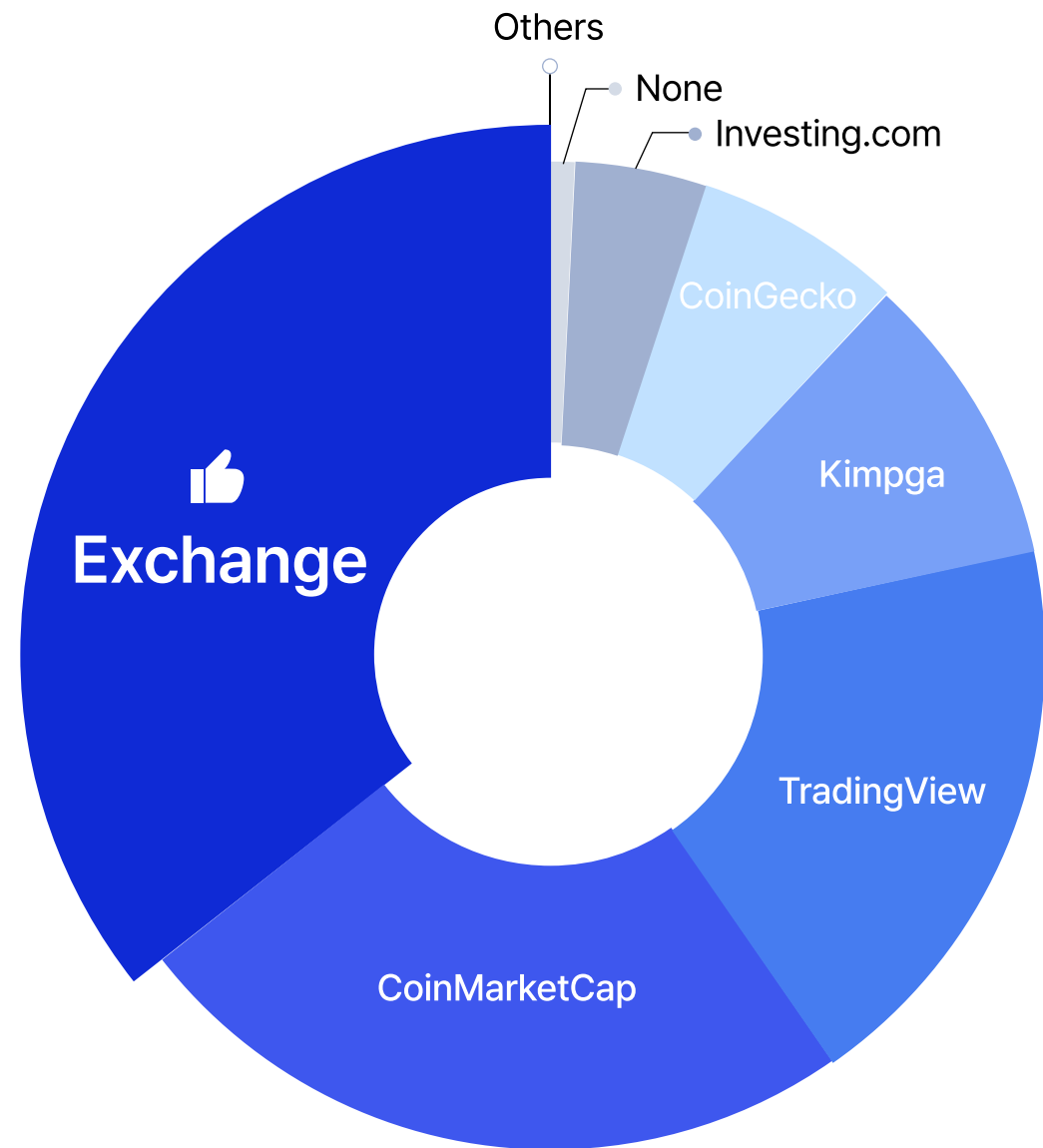
Crypto community platforms you currently use



*To ensure fairness, the CoinNess community was excluded from the options.

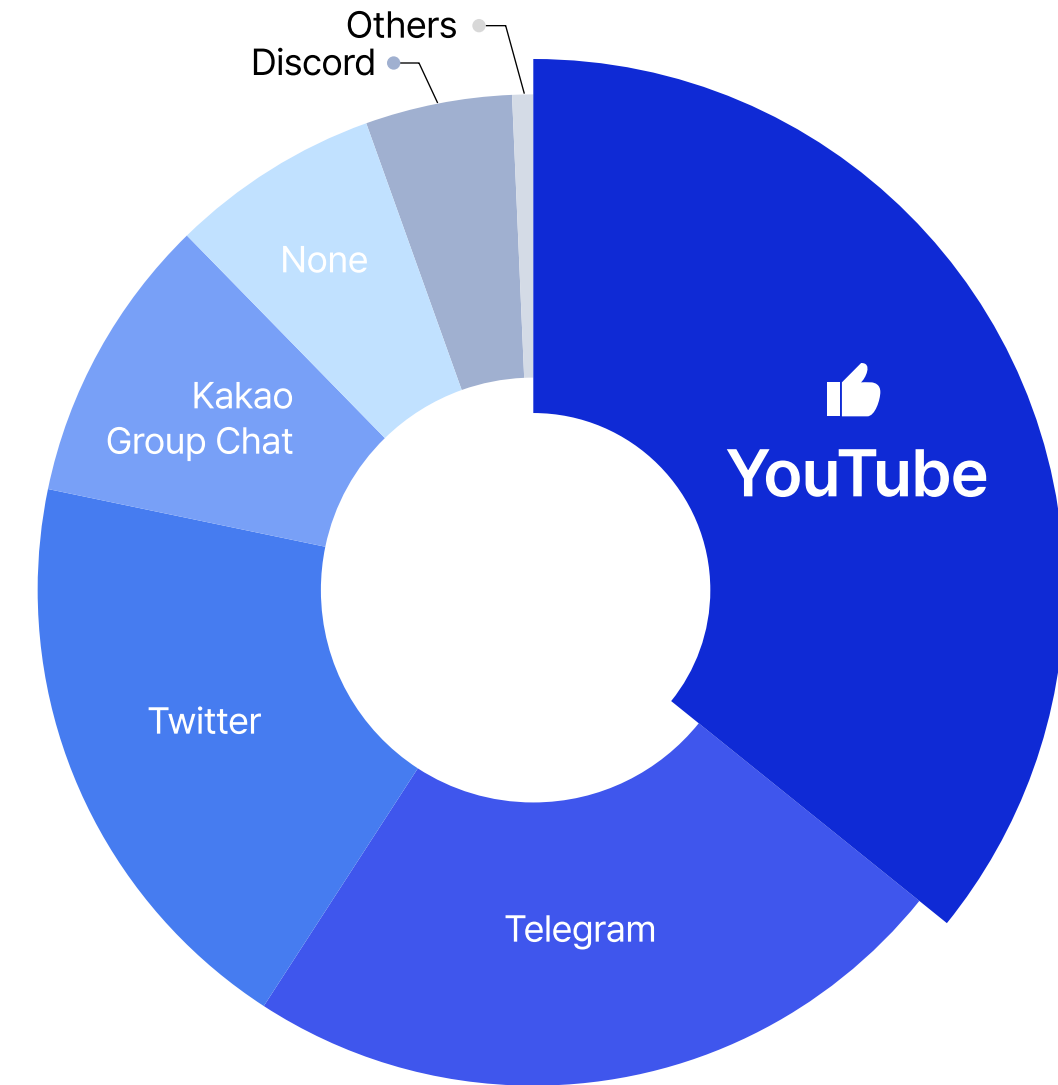


Platforms you use for market data • prices • and charts



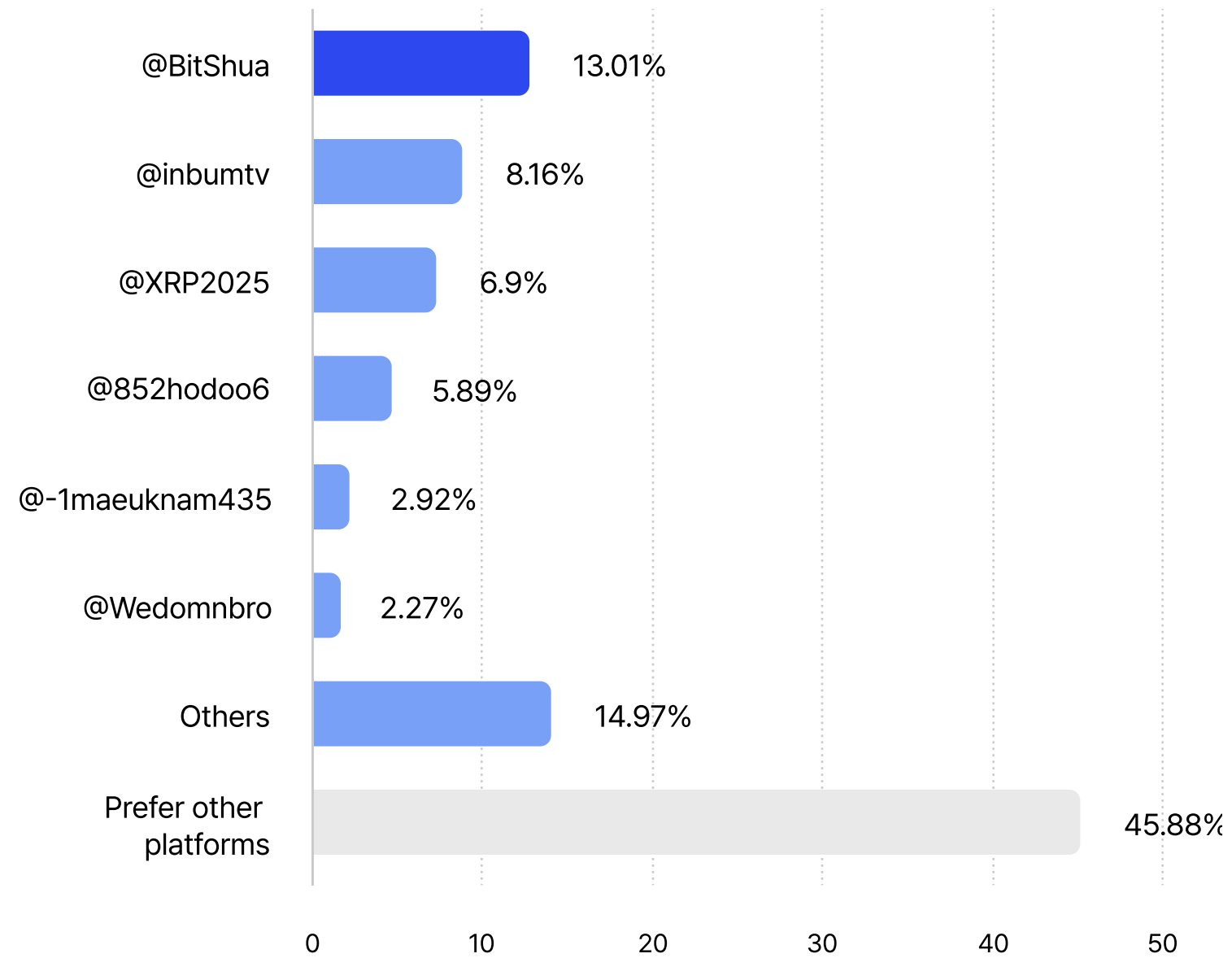
- Exchange 41.64%
- CoinMarketCap 20.58%
- TradingView 13.78%
- Kimpga 9.87%
- CoinGecko 6.36%
- Investing.com 5.02%
- None 2.54%
- Others 0.21%

Social channels you currently use for crypto info

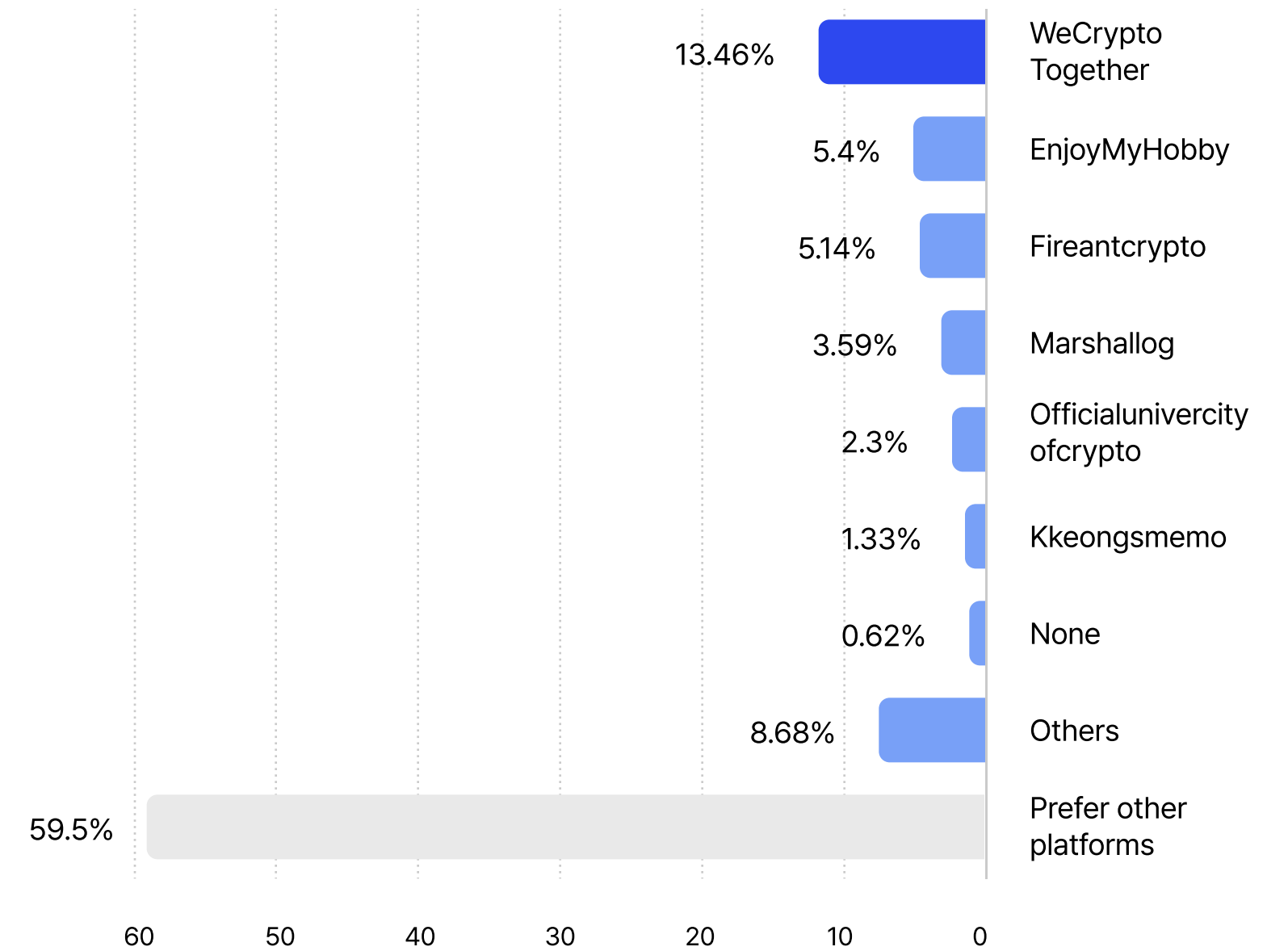


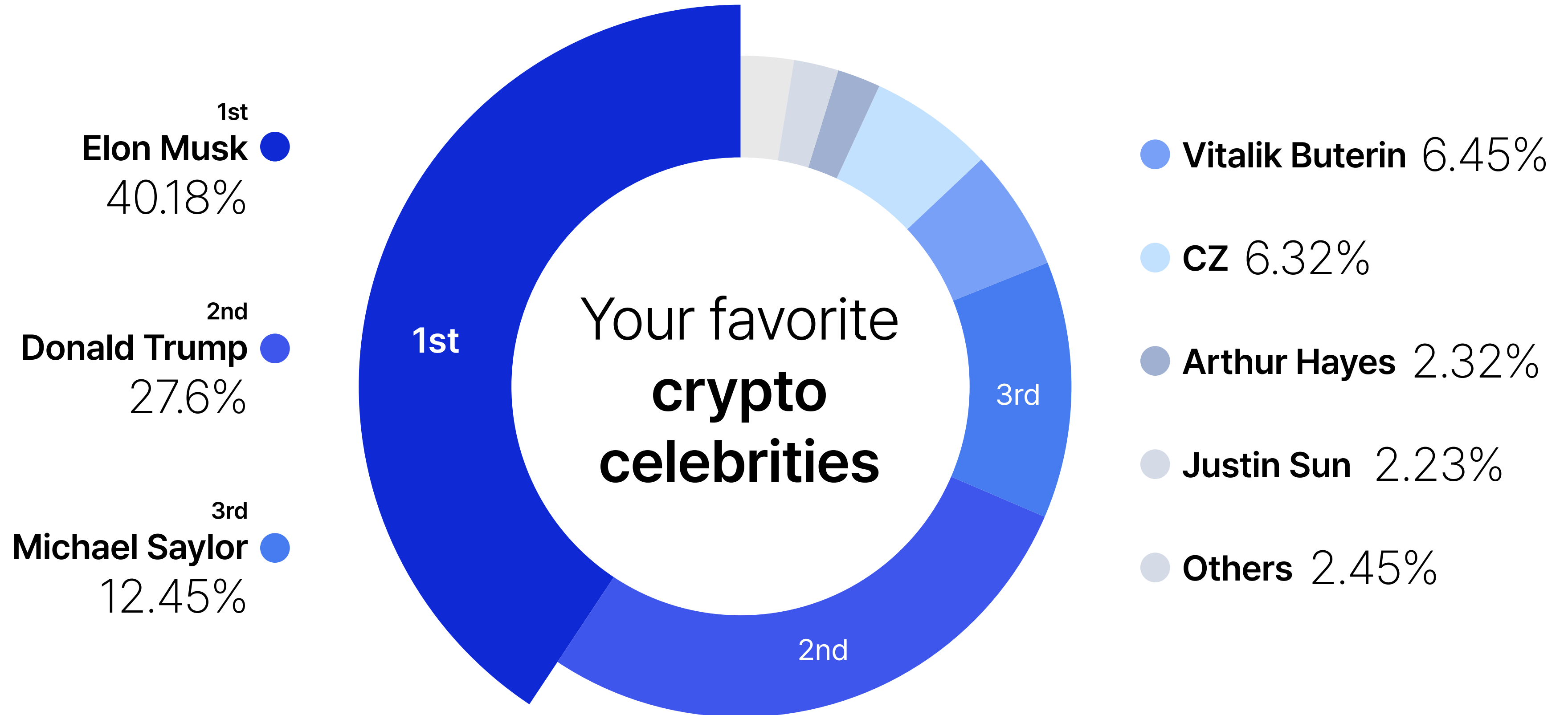
- YouTube 35.64%
- Telegram 24.22%
- Twitter 18.38%
- Kakao Group Chat 9.69%
- None 6.71%
- Discord 4.76%
- Others 0.61%

Your favorite crypto **YouTube** channels

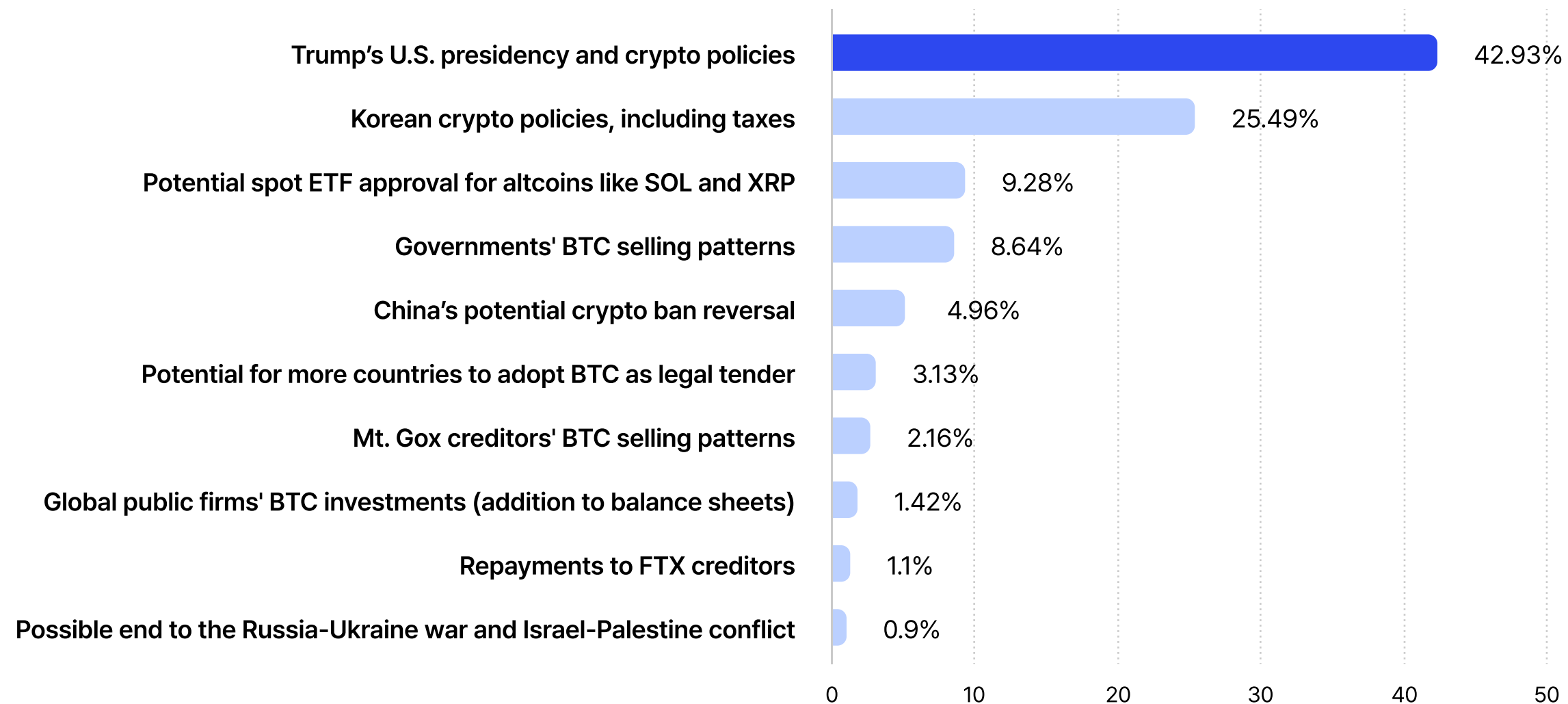


Your favorite crypto **Telegram** channels





Crypto market-moving events to watch in 2025

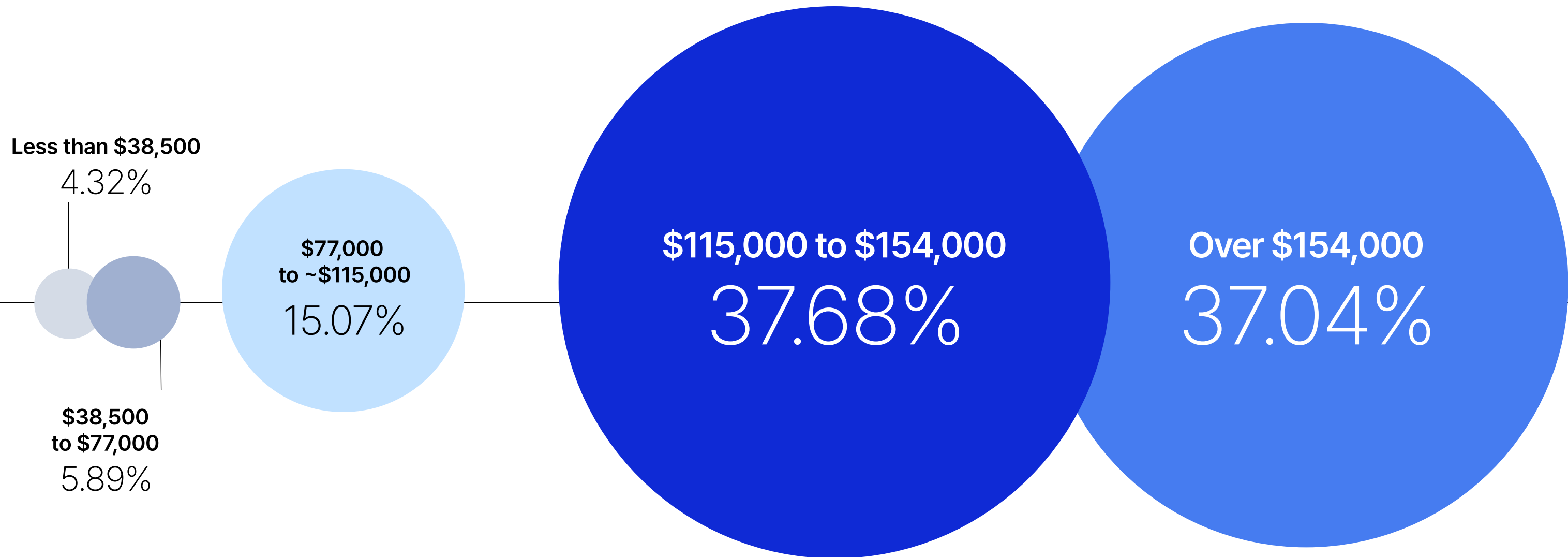


Summary

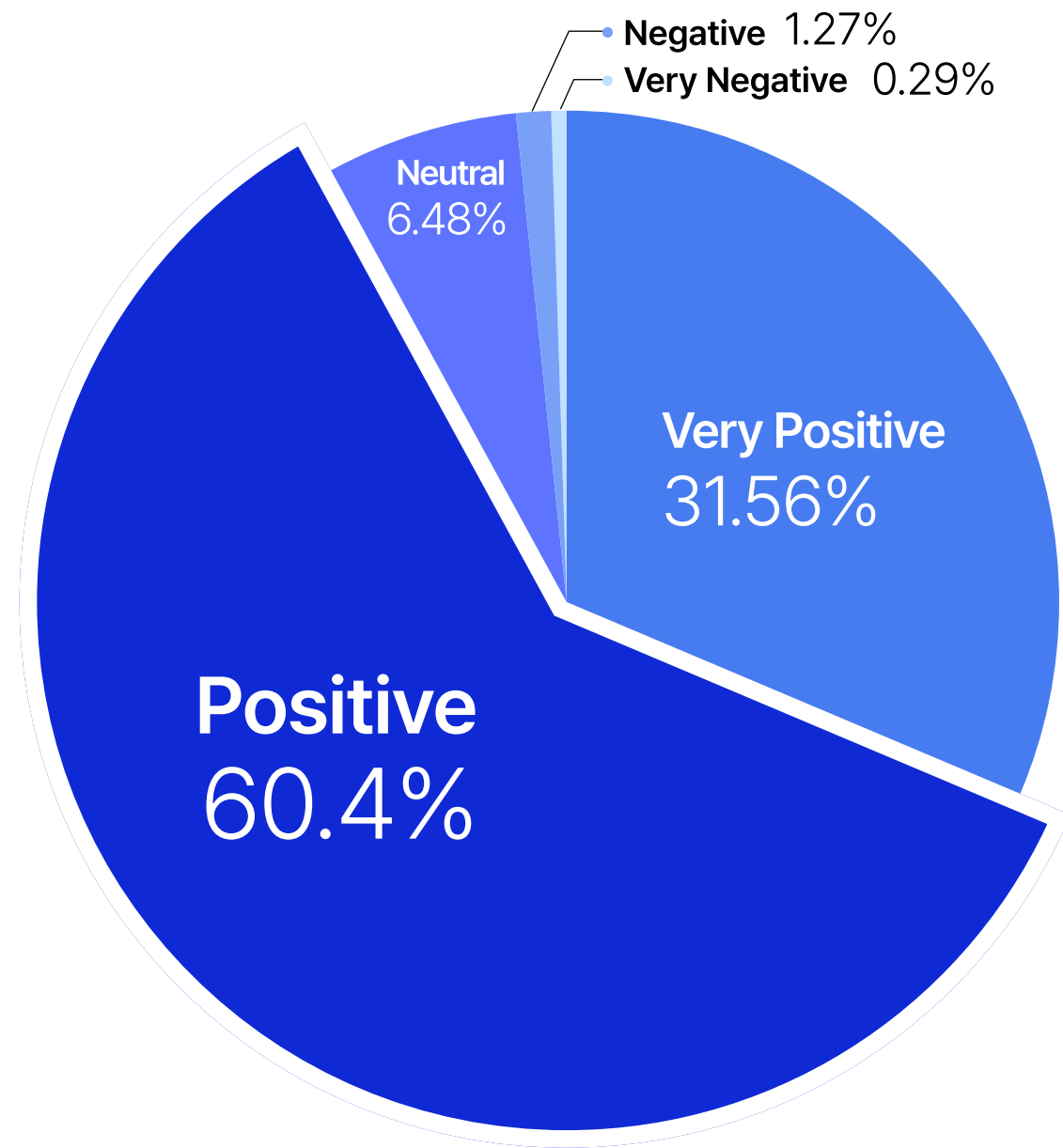
Respondents are mainly tracking Bitcoin-related events. Trump's U.S. election win has sparked an influx of new investors, shifting focus toward pro-crypto policies under his administration.

Bitcoin's potential peak in 2025

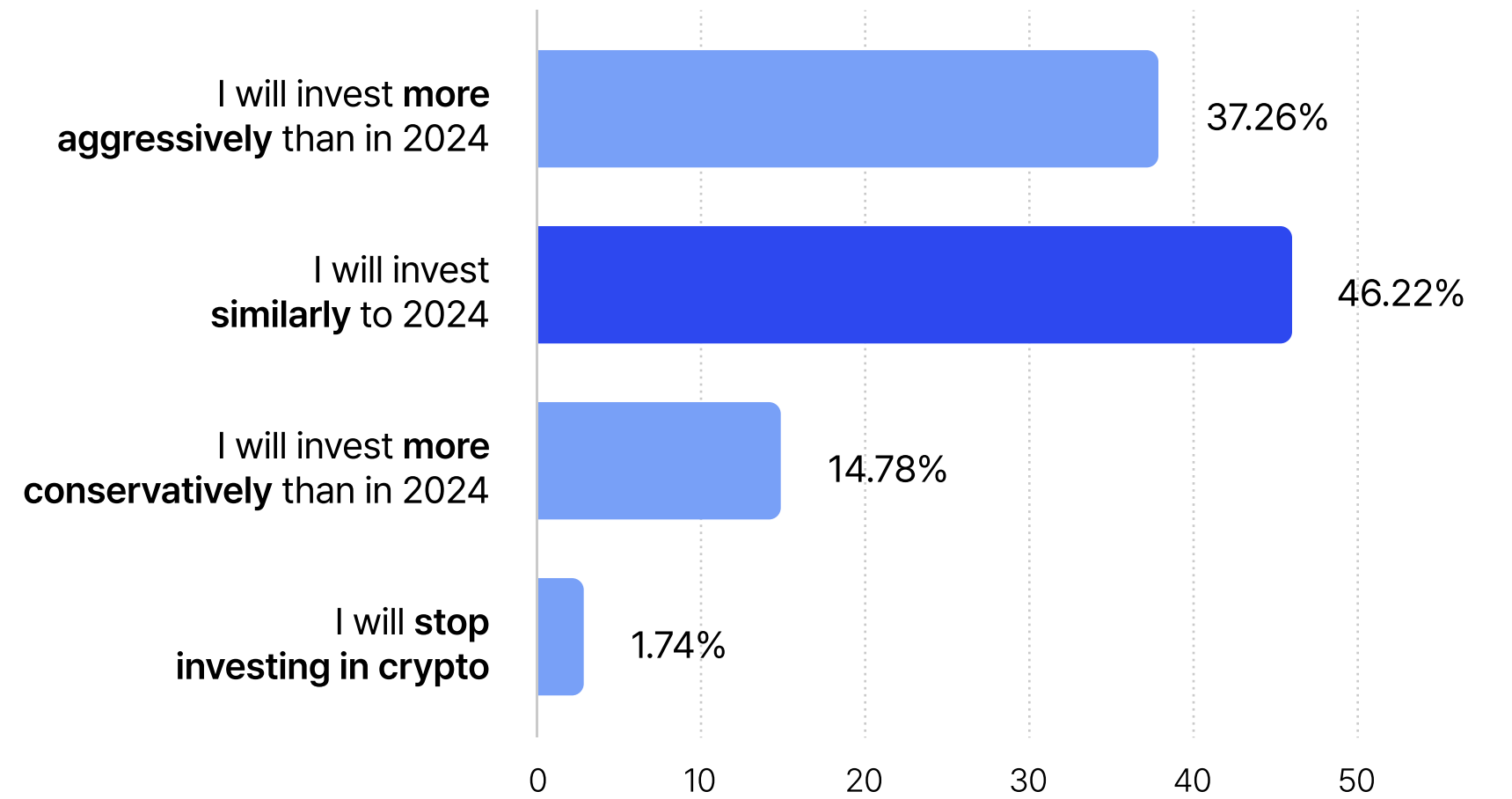
(Est. due to FX rate changes)



Crypto market outlook for 2025



Personal stance on crypto investing in 2025



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