

For release: 03 March 2020, 9am GMT

eToro investors hunt for the “next bitcoin” with ADA and IOTA taking centre stage

- **Cardano (ADA) gains in popularity ahead of March hard fork**
- **IOTA sees 265% increase in trading activity as investors seek diversification**
 - **Bitcoin retains top spot, despite drop in buying activity**

ADA surged in popularity last month to become the second-most traded cryptoasset behind bitcoin, as investors increasingly diversify their exposure to find the “next bitcoin”, according to new data from multi-asset investment platform eToro.

ADA saw a 157% month-on-month increase in trading activity globally on eToro, driven by strong price performance ahead of its March hard fork, which went live on 1st March.

This market confidence drove ADA to a new all-time high of \$1.4536 (on eToro) during the last weekend of February, as investors backed the new functionality in the Goguen rollout. eToro is one of the few regulated platforms where retail clients can stake ADA, which may help to explain some of the increase in trading activity on the platform in February.

Another big mover in February was IOTA which saw a 265% month-on-month gain in activity, driven by its co-founder, Dominik Schiener, announcing that its long-awaited digital assets framework will soon be launched. The Chrysalis update to the ‘internet of things’ blockchain network will enable timely, faster and more efficient transactions on the platform. This prompted increased demand from investors for MIOTA coins, pushing it into the top five most traded coins on eToro in February.

Continuing the diversification trend across the cryptoasset world, Binance saw a surge in demand from retail clients with trading activity increasing 1,047% month on month. Tron and Dash both saw activity more than double compared to January, up 174% and 125% respectively, as investors sought out other investments after bitcoin and ethereum hit record prices.

Simon Peters, crypto expert at eToro, commented:

“The market is evolving. Rather than focus solely on bitcoin and ethereum, where many investors can only own a fraction of one coin, we are seeing increasing demand for coins priced like bitcoin and ethereum were a few years ago.

“Investors are looking for the next bitcoin, meaning they’re investing in cheaper tokens like Cardano’s ADA, IOTA and Tron, all of which are priced around the \$1 mark.

“We believe this year could see this hunt for the next ‘bitcoin’ intensify, as the market widens and other coins gain their own following.”

Bitcoin retained the top spot in February as the most bought coin on eToro, despite a 24% drop in demand.

It has had a volatile month, peaking at \$58,142 before experiencing a widely anticipated retracement, falling as low as \$43,000 before recovering once more to its current level of \$49,000.

This market correction was widespread and also hit demand for ethereum. The crypto saw a 12% drop in trading activity on eToro as the price fell to a one-month low of \$1,300, before recovering to the current level of \$1,587.

Peters added: *“February was another busy month for bitcoin and ethereum. Both have seen prices rocket since the start of the year, but while there was volatility, the wider adoption story continues to power both cryptoassets.”*

“With more and more real-world cases of crypto adoption it remains a question of when, and not if, these assets will become more widely used in our everyday lives. We expect volatility to continue, as with all emerging assets, as crypto’s journey is still very much at the beginning.”

Top cryptoassets invested in globally by eToro clients – February 2021			
February rank	Cryptoasset	Percentage change in trading activity MoM	January rank
1	Bitcoin	-3%	1
2	Cardano	157%	4
3	Ethereum	-12%	2
4	XRP	41%	3
5	MIOTA	265%	10
6	Binance	1074%	16
7	Tron	174%	8
8	Stellar	15%	5

9	Dash	125%	9
10	Litecoin	12%	6

- Ends -

Notes to editors

The data represents the most bought real cryptoassets (i.e. unleveraged positions) by investors on the eToro platform globally in February 2021. Data accurate as of 01.03.2021.

XRP is not currently available for trading by eToro US clients.

[About eToro](#)

eToro was founded in 2007 with the vision of opening up the global markets so that everyone can trade and invest in a simple and transparent way. The eToro platform enables people to invest in the assets they want, from stocks and commodities to cryptoassets. We are a global community of more than 19 million registered users who share their investment strategies; and anyone can follow the approaches of those who have been the most successful. Due to the simplicity of the platform users can easily buy, hold and sell assets, monitor their portfolio in real time, and transact whenever they want.

Disclaimer:

eToro is regulated in Europe by the Cyprus Securities and Exchange Commission, by the Financial Conduct Authority in the UK and by the Australian Securities and Investments Commission in Australia.

This communication is for information and education purposes only and should not be taken as investment advice, a personal recommendation, or an offer of, or solicitation to buy or sell, any financial instruments. This material has been prepared without taking into account any particular recipient's investment objectives or financial situation, and has not been prepared in accordance with the legal and regulatory requirements to promote independent research. Any references to past or future performance of a financial instrument, index or a packaged investment product are not, and should not be taken as, a reliable indicator of future results. eToro makes no representation and assumes no liability as to the accuracy or completeness of the content of this publication.