

# UNLOCKING CRYPTO IN HONG KONG & SINGAPORE

# HYPE

RESEARCH

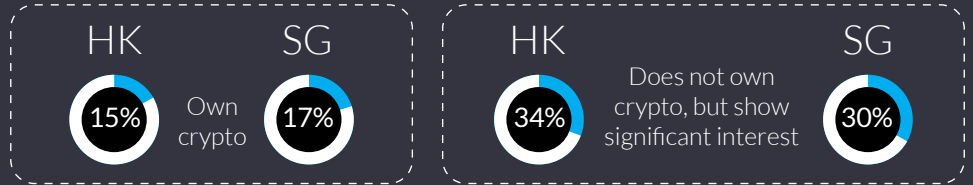
APRIL 2024

From Interest to Investment: a regional snapshot



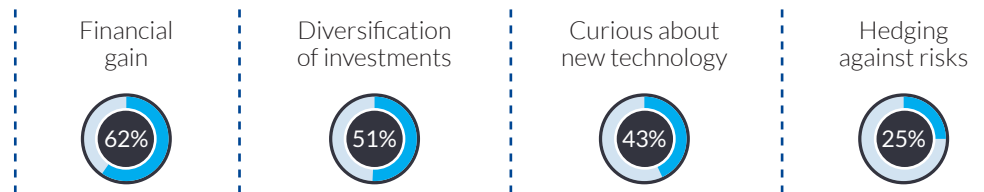
## OWNERSHIP AND INTEREST

Close to half of the digital population we surveyed in Hong Kong and Singapore own or show interest in owning crypto.



## REASONS FOR INVESTING IN CRYPTO

The primary driver in Hong Kong and Singapore is financial gain, but many also value diversification and the cutting-edge technology of cryptocurrencies.



**97%** Beyond Finance Potential think blockchain will make a significant impact in other industries beyond finance



## BIGGEST BARRIERS TO CRYPTO

Enhancing regulatory clarity, boosting security measures, and increasing educational efforts could foster greater cryptocurrency adoption in both markets.

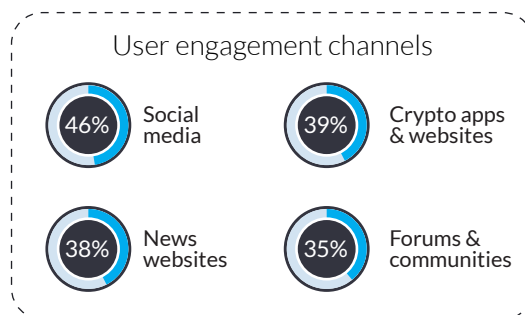


**34%** Tech Barriers see technical difficulties as one of the biggest barriers to get involved in crypto

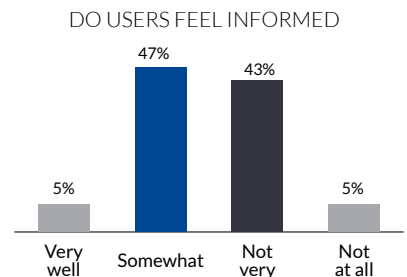


## USER ENGAGEMENT WITH CRYPTO

Demystifying cryptocurrencies and blockchain with a multi-channel approach can shift user engagement from **Interest to Investment** in Hong Kong and Singapore.



**95%** could benefit from improved information.



**61%** Untapped Observers just watch and learn but do not act to big crypto events like the bitcoin halving

FIELDWORK PARTNER

**Rakuten Insight**

Research conducted in April 2024, HK n=827 & SG n=878 respondents from Rakuten Insight proprietary panels

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