

Crypto Landscape in Latin America



By the end of 2023, bitcoin represented 53% of clients' portfolios in LATAM.

38%
of cryptocurrencies acquired were bitcoin.



Crypto adoption by women grows with age: **44%** are **65+** years old.

Mexico

Bitcoin is the preferred currency with **40% of purchases**, above the regional average. It's the only country in LATAM where **XRP has a significant presence in portfolios**, ranking third, due to the importance of international transfers.

Colombia

Had a **60% YoY user growth** and it's the country with **more women trading crypto**, with **33% of the total**.

Brazil

Bitcoin represents **58% of total holding**, although it is the market with the most diverse crypto portfolio where **altcoins and memecoins also stand out**.

Argentina

Argentina is the only country where **more than half of purchases are with crypto dollars**, surpassing bitcoin.