



# Finnish Crypto Adoption Survey 2026

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# About



## K33 Research

K33 Research's mission is to give people the confidence to trust digital assets and thereby enable worldwide adoption. K33 Research provides data-driven analysis and research within the field of bitcoin and digital assets. After launching in August 2019, K33 Research has become a trusted brand, helping clients strengthen their credibility and visibility through research reports and analysis. In addition, it regularly publishes reports, market updates, and articles on its [research platform](#) to educate and share insights.

K33 Research is a part of K33. K33 is an innovative, research-led digital assets brokerage, empowering EMEA clients with industry-leading insights, a multi-exchange brokerage service, and tailored managed funds. Accessible at [k33.com](https://k33.com) or through distribution partners, the unified K33 platform offers a comprehensive suite of digital asset investment solutions.

K33 is listed on Nasdaq First North Growth Market in Sweden.

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# Thanks to our main partners Nordic Blockchain Association and Firi

## Nordic Blockchain Association

Nordic Blockchain Association (NBA) has been a driving force in advancing blockchain technology and crypto adoption for over eight years. NBA is a non-profit organization that operates actively across all of the Nordics and also internationally to nurture and expand the blockchain ecosystem. We are dedicated to fostering collaboration between governments, large corporations, startups, academia, and other key stakeholders.

NBA's initiatives include organizing high-profile events and conferences such as monthly meet-ups, roundtables and the annual Nordic Blockchain Conference which brings together industry leaders, innovators, and policymakers. We work closely with regulators and stakeholders across Europe and beyond, helping shape the regulatory landscape and advocating for policies that promote clarity, innovation and adoption.

Through our ongoing efforts, NBA has become a key player in strengthening the blockchain community in the Nordics and beyond.

[www.nordicblockchain.com](http://www.nordicblockchain.com)



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## Firi - making crypto simple and secure.

Firi is the largest Nordic cryptocurrency exchange, with over 400,000 verified users and approximately €1 billion in annual trading volume. Since launching, Firi has become the trusted entry point for crypto in the Nordic region, with a main focus within the consumer market - holding around 82% of the local market trading volumes.

The platform offers a straightforward experience for buying, selling, and managing a wide range of digital assets, available via web and mobile app with local payment methods and local-language support. Firi operates under full regulatory compliance and licenses.

Beyond trading, Firi publishes market updates, podcast, educational content, and crypto guides – helping everyday people make informed decisions about digital assets. It is the natural starting point for anyone entering the crypto market in the Nordics.

[www.firi.com](http://www.firi.com)



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## Thank you to all our partners for making it possible to publish this report

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# Finland

1. Substantial decline in Finnish crypto ownership: 8.2% own crypto
2. 145,500 fewer Finns owning crypto
3. Sudden collapse in crypto exposure by young Finnish adults
4. 13% of Finnish men own crypto vs. 4% of women
5. Female crypto ownership is more common among adults older than 40
6. 9.2% of all Finnish adults have owned crypto, but sold all of it
7. Bitcoin is the most common commonly owned crypto in Finland
8. A third of the current Finnish crypto owners bought in the past 2 years
9. 23% of Finns believe they'll own crypto by 2036
10. Finns who own crypto, or have owned crypto, are more likely to buy crypto
11. Coinmotion is by far the most commonly used exchange in Finland
12. 57% of Finnish crypto owners own crypto for less than 1,000 EUR
13. Conservative Finnish Crypto Wealth Estimate: 5bn EUR

## Executive summary

380,000 Finns own cryptocurrency, representing 8.2% of the adult population. This marks a decline of 145,000 people over the past year. Our survey suggests that enthusiasm for crypto has weakened significantly in Finland, with 23% expecting to buy crypto in the next decade, down from 41% in 2025.

We find that 9.2% of Finns have previously owned crypto but have since sold their holdings. Among these former owners, 45% expect to own crypto again within the next decade. The survey shows that more Finns have owned crypto in the past and exited the market than those who currently hold it. In total, nearly 800,000 Finns have owned or currently own crypto.

As in other Nordic countries, crypto ownership in Finland is concentrated among younger men. Nearly one in four adult males aged 49 or younger owns crypto. That said, this year shows the highest retention in the 40–49 age group, while the most notable declines are among adults aged 40 and under. In the 18–29 age group, 10% report owning crypto this year, down from 24% last year.

We estimate that the combined wealth of Finnish crypto holders is €5 billion.

# Key findings



**Finnish crypto owners**  
**380,000**  
(8% of all adults)



**Estimated Finnish Crypto Wealth**  
**5.0bn EUR (\$5.8bn)**



**Male vs. female crypto ownership rate**  
**13% vs 4%**



**Potential crypto owners by 2036**  
**23%**  
(1.1 million owners)

# About the Survey

**Q1: Sent to all:** Do you own bitcoin or other cryptocurrencies?

*Alternatives: Yes, No*

**Q2: (Conditioned, if no Q1):** Have you owned crypto in the past and why did you sell or get rid of it? *Alternatives: No, Yes because a) Realize profit b) Don't believe in crypto anymore c) Lost money d) Needed money e) Pay tax bill f) Lost private keys g) Gave it away h) Sold to buy back later i) Don't want to state reason*

**Q3 (Conditioned, if yes Q1):** Which cryptocurrencies do you own? *Multiple Choice: Bitcoin, Bitcoin Cash, Ethereum, Solana, TRON, BNB, XRP, Cardano, HYPE, XMR, ZEC, DOGE, SHIB, USDC, USDT, PYUSD, DAI, Other Stablecoins, Other Cryptocurrencies*

**Q4 (Conditioned, if yes Q1):** When did you buy cryptocurrency for the first time?

*Alternatives: 2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, Before 2015*

**Q5 Sent to all:** Do you think you'll buy cryptocurrencies (either for the first time, or more than you already own) within:

*Alternatives: 1 year, 3 years, 5 years, 10 years, I'll never acquire cryptocurrencies or NFTs*

**Q6 (Conditioned, if yes Q1):** What type of crypto products do you use?

*Multiple choice, several alternatives*

**Q7 (Conditioned, if yes Q1):** What is the current total value of your cryptocurrency holdings?

*Alternatives*

**Q8 (Conditioned, if yes Q1):** Which platform(s) do you use to buy or sell cryptocurrencies?

*Multiple choice, several alternatives.*

## Finland

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**1068 respondents** in total

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**535** male

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**533** female

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**203** respondents aged 18-29 years

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**175** respondents aged 30-39 years

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**182** respondents aged 40-49 years

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**203** respondents aged 50-59 years

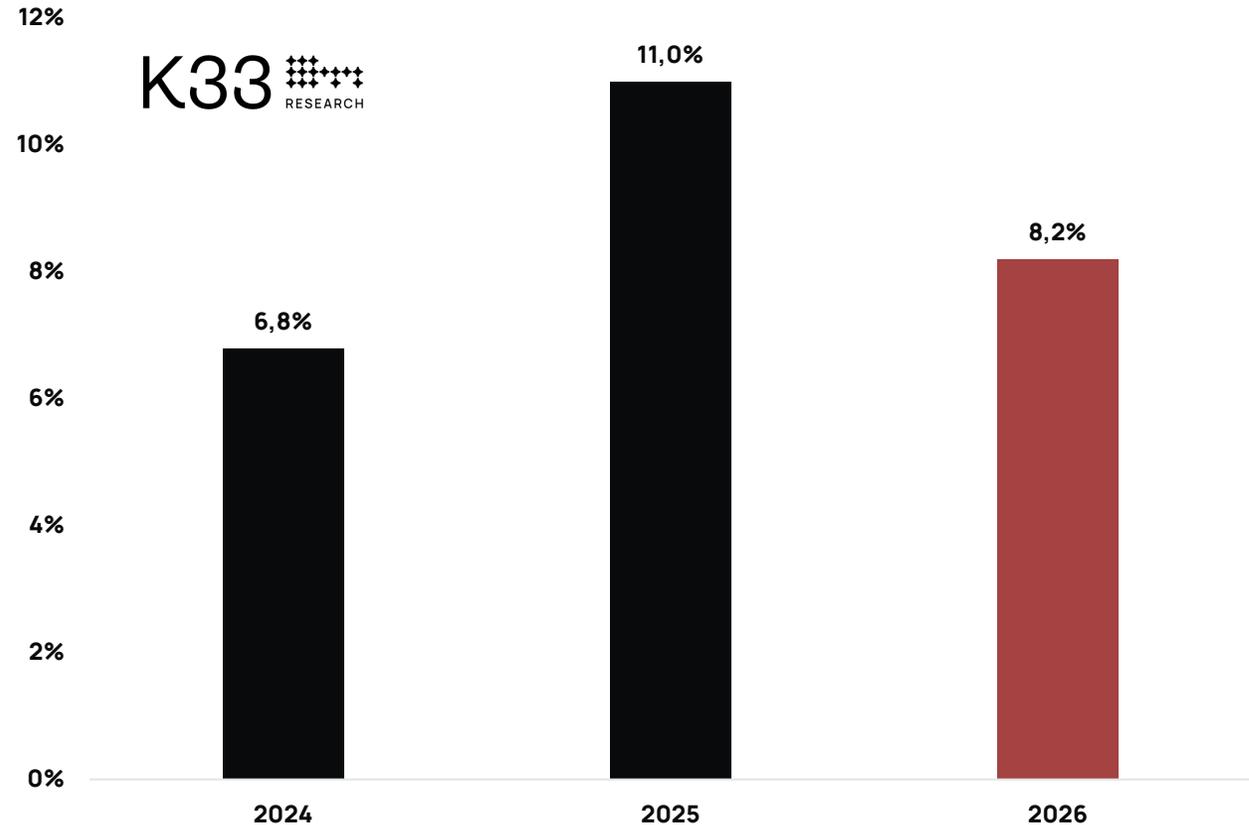
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**305** respondents aged 60-79 years

# Substantial decline in Finnish crypto ownership: 8.2% own crypto

- Finnish crypto adoption has fallen considerably over the past year from 11% to 8.2%
- Young adults are the main culprits behind the decline in crypto ownership rates, with rates among adults aged 18-29 falling from 24% to 10% and among adults aged 30-39 from 21% to 13%.
- This marks a sharp downturn following last year's massive Finnish enthusiasm. Expected crypto purchases in the population in the next decade have fallen from 41% to 23%.

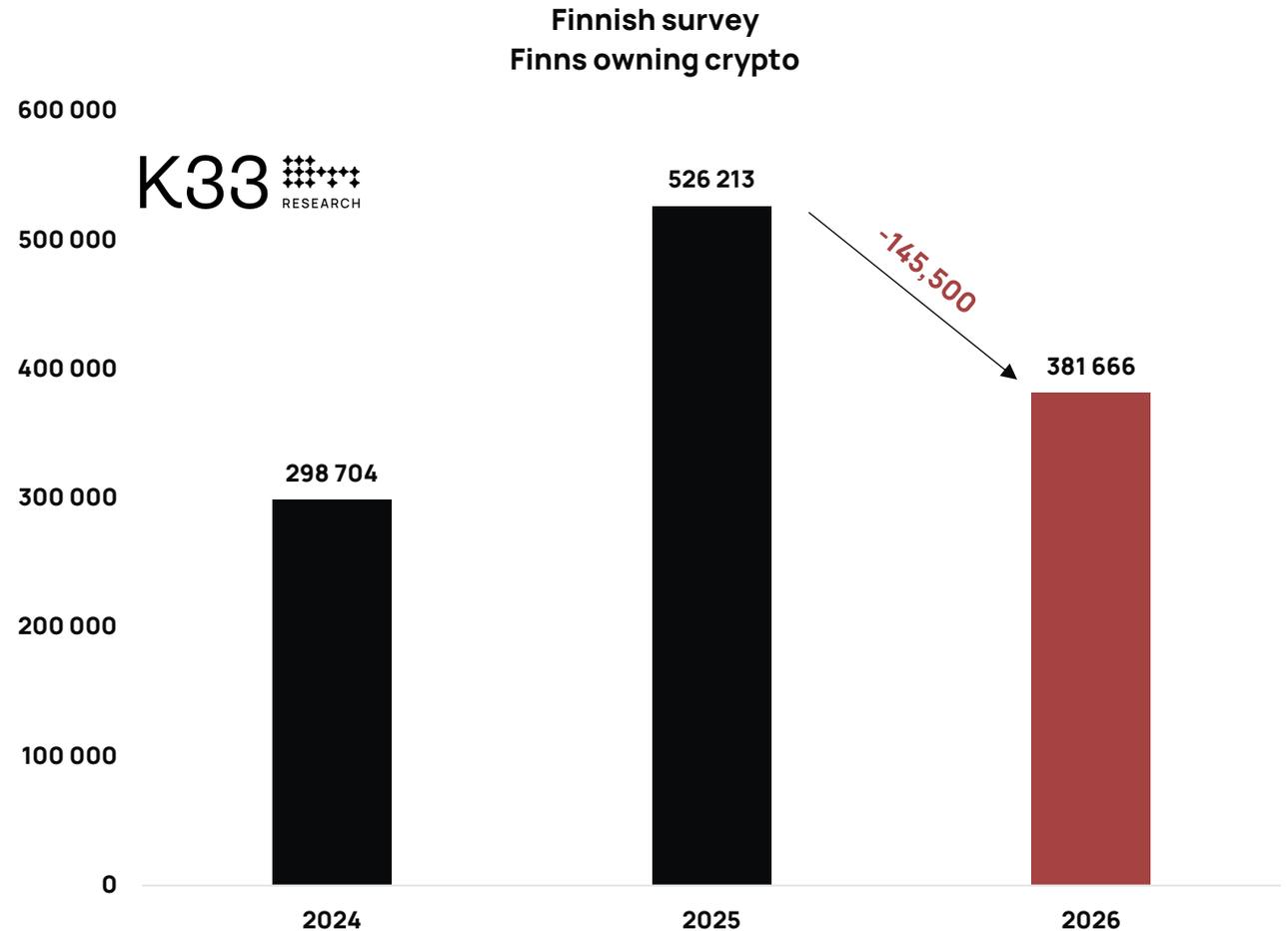
Finnish survey  
Owns bitcoin or other cryptocurrencies



\*This entire survey is based on Finnish adults aged 18 and older

# 145,500 fewer Finns owning crypto

An estimated **380,000** Finns currently own cryptocurrencies, down **145,000** from last year.

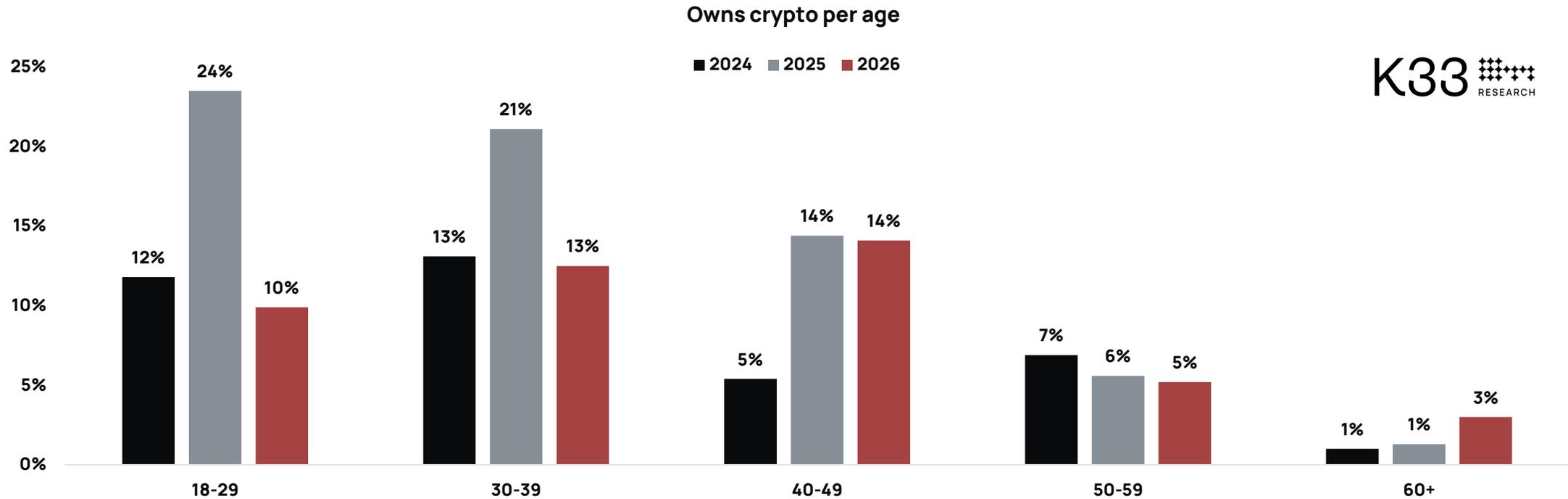


\*This entire survey is based on Finnish adults aged 18 and older

# Sudden collapse in crypto exposure by young Finnish adults

Crypto ownership among younger adults explains the entire decline in Finnish crypto adoption.

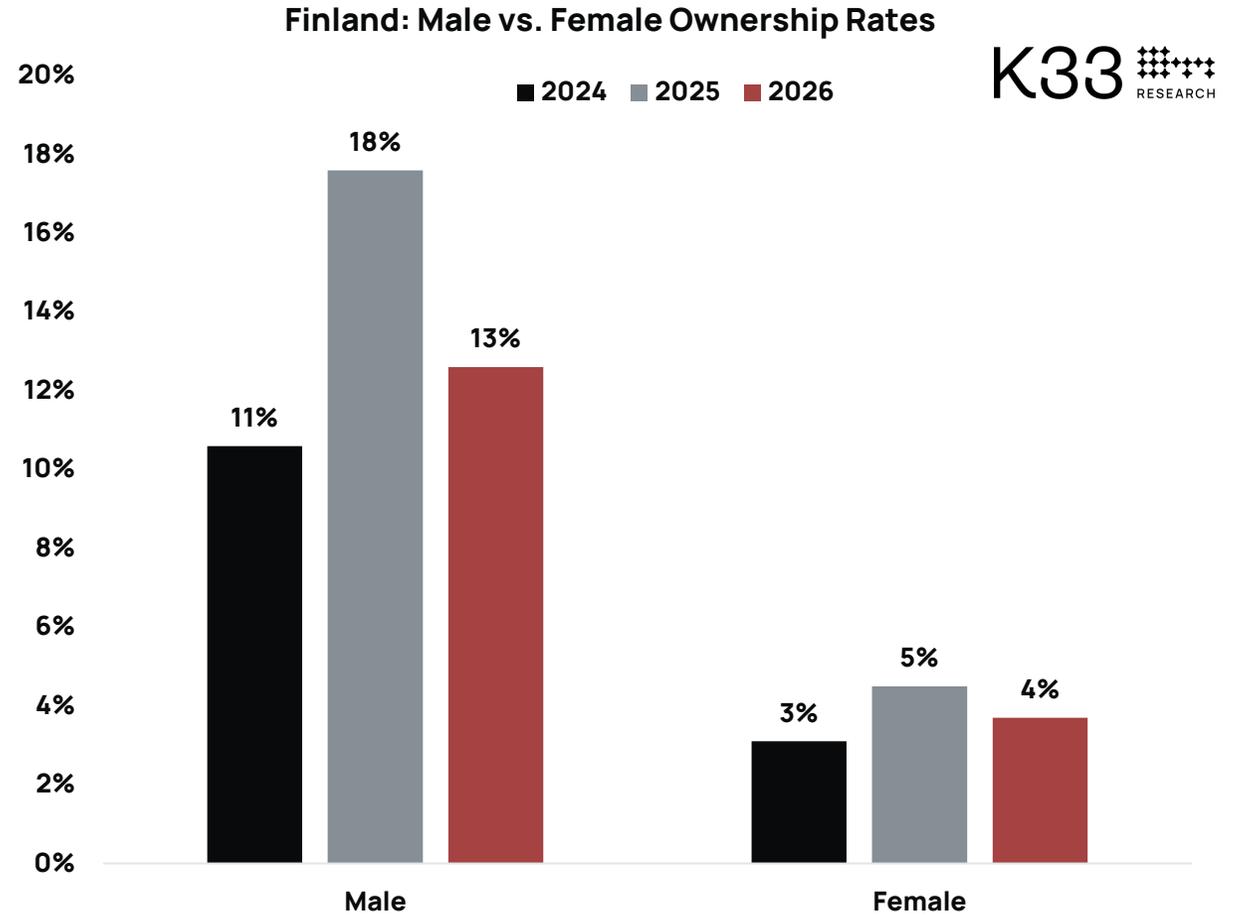
- Crypto ownership among adults aged 18 to 29 has fallen from a massive 24% in 2025 to 10% in 2026. More adults aged 30 to 39 and 40 to 49 currently report owning crypto than adults within the youngest cohort, with adults aged 40 to 49 being the largest crypto-owning demographic in Finland.



Source: K33 Research

## 13% of all Finnish men own crypto, vs. 4% of women

- Crypto ownership is significantly more popular among men than women. 13% of Finnish male adults own crypto, while the corresponding number for women is 4%.
- Female crypto ownership rates in Finland fell from 5% to 4% over the last year, while male ownership rates fell from 18% to 13%.
- 23% of Finnish crypto owners are female.
- We estimate that **90,000 female Finns** own crypto, compared to **290,000 male Finns**.

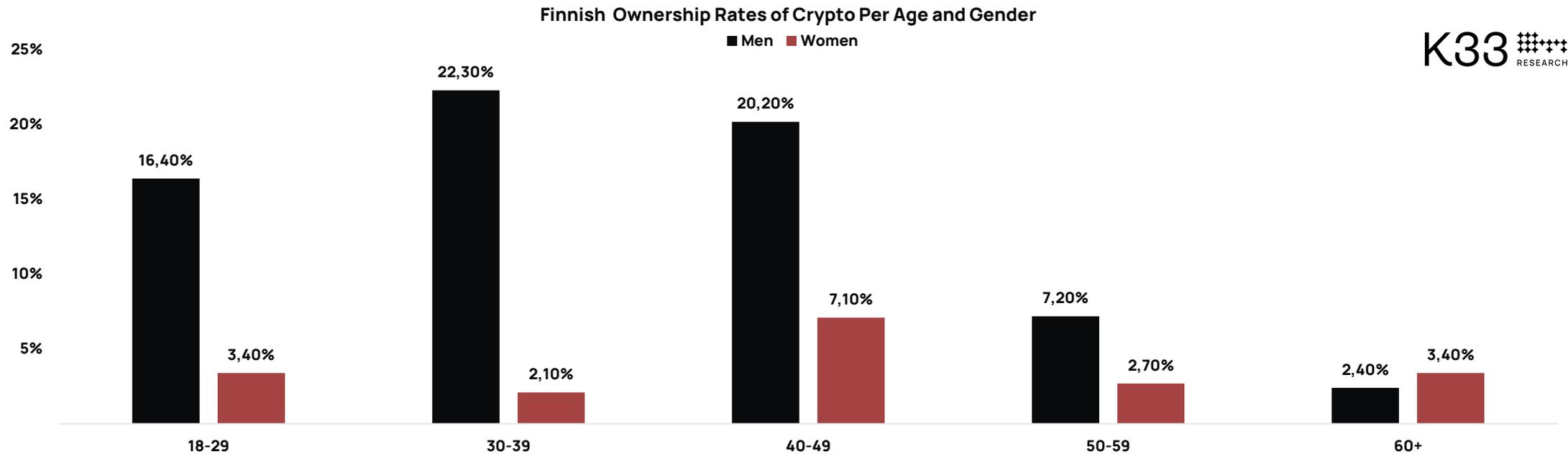


Source: K33 Research

# Female crypto ownership is more common among adults older than 40

Young men dominates crypto ownership in Finland, with 1 in 5 Finnish men aged 50 or younger owning crypto.

- Among Finnish crypto owners, a fascinating pattern has emerged. More females aged 50-59 own crypto than those aged 30-39, and more females aged 60 or older own crypto than those aged 18-29. This differs from the distribution among men and any ownership distribution seen elsewhere in the Nordics.



Source: K33 Research

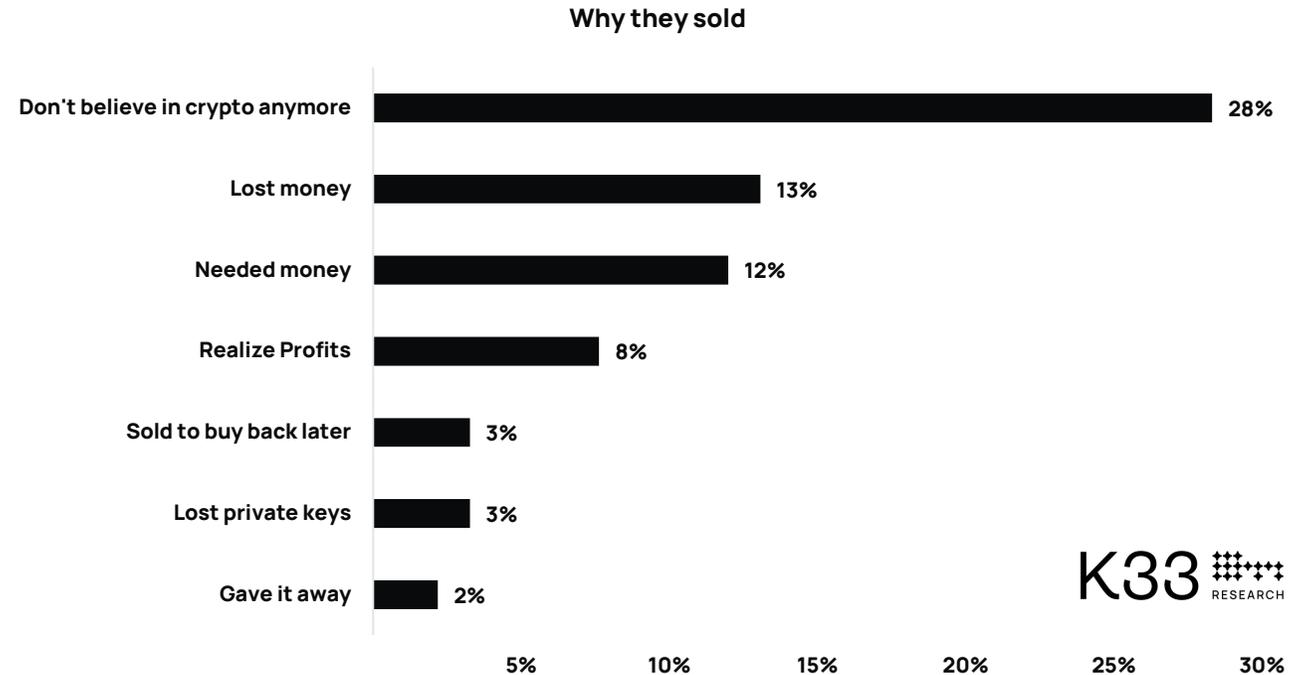
# 9.2% of all Finnish adults have owned crypto, but sold all of it

9.2% of all respondents stated that they have owned crypto but no longer do.

- This equates to roughly 430,000 Finns who have owned crypto in the past but have since sold all of it.
- Further, the number of Finns who have owned crypto in the past, but don't own crypto anymore (9.2%), is higher than the number of Finns who currently own crypto (8.2%).
- The most commonly stated reason for selling was a lost belief in crypto, followed by lost money. Only a handful indicated they intend to buy back later.
- 13.5% of male respondents and 6.8% of female respondents reported previously owning crypto but having since sold it.
- Combined with the 8.2% who currently own crypto, a total of 17.4% of all Finns – roughly 800,000 people – either own or have owned crypto.

## 9.2%

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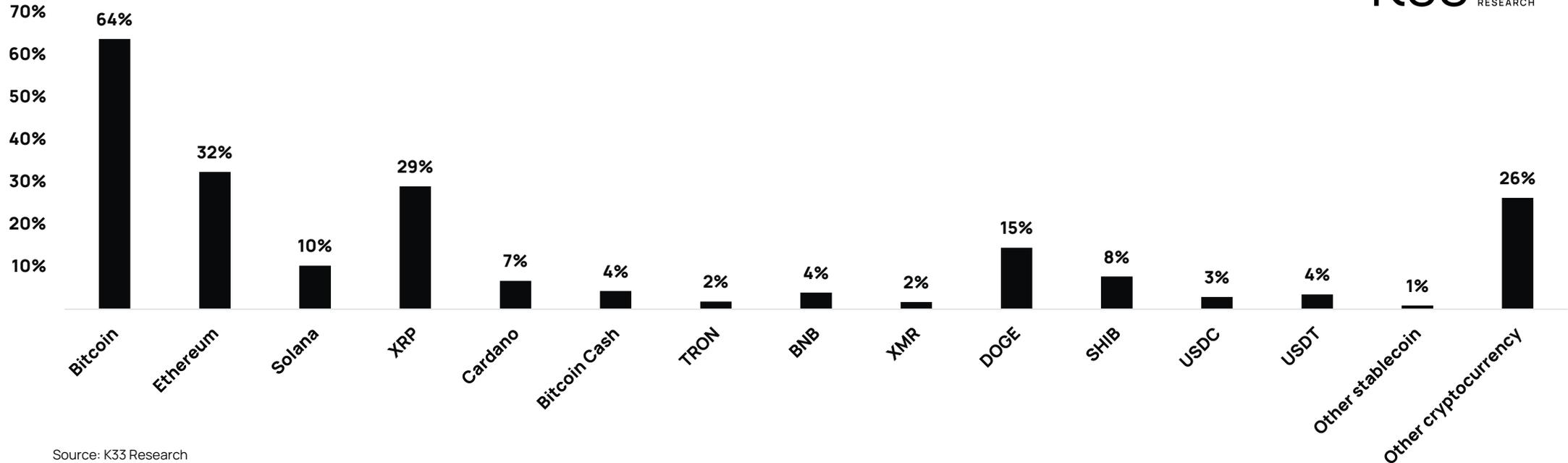
Source: K33  
\*47% declined to state a reason

# Bitcoin is the most common commonly owned crypto in Finland

Most Finnish crypto owners hold Bitcoin.

- 64% of Finnish crypto owners reported owning Bitcoin, and 32% reported owning ETH. XRP was also very popular, with 29% of Finnish crypto owners reporting ownership.
- We find that ownership rates of different cryptocurrencies typically mirror the market cap of the given cryptocurrency, with DOGE representing an outlier, indicating that Finns also have a mild skew toward memecoins.

Multiple Choice Question  
Which Cryptocurrencies do you own?



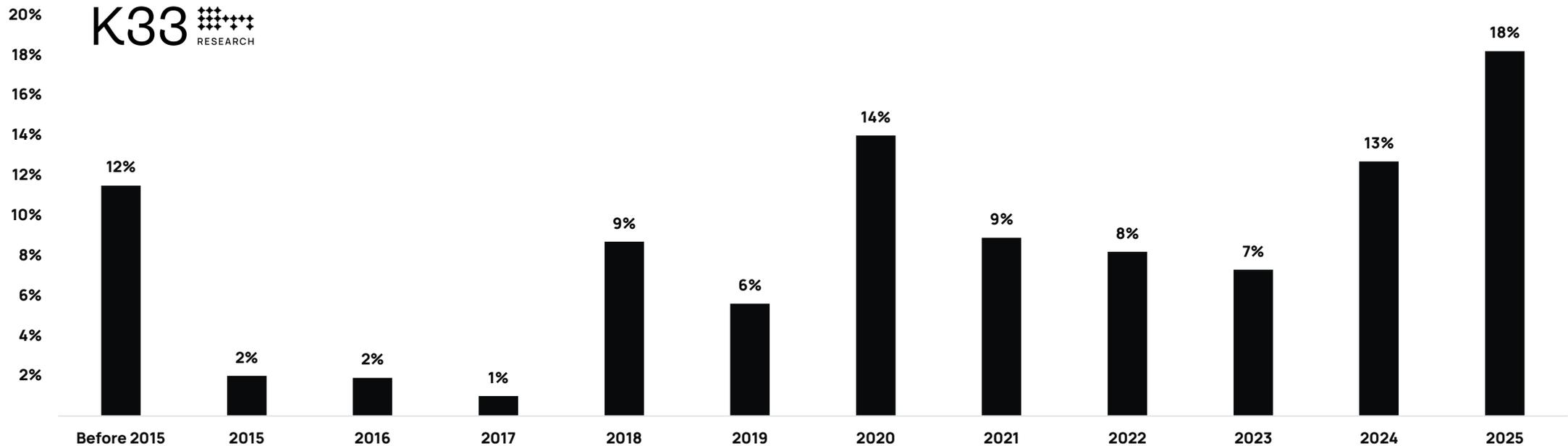
Source: K33 Research

# A third of the current Finnish crypto owners bought in the past 2 years

2025 was the most frequent answer for when Finns first bought cryptocurrencies.

- Our survey finds that 31% of current Finnish crypto owners bought their first cryptocurrencies between 2024 and 2025.
- Per the survey, relatively few Finns engaged with crypto prior to 2018, with only 17% of respondents indicating that they bought prior to 2018.

When did you buy cryptocurrencies for the first time?



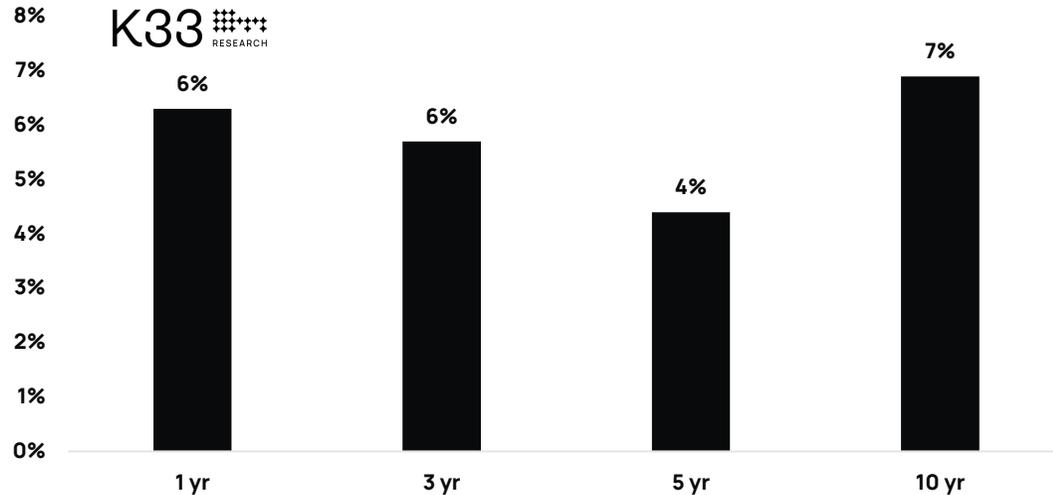
Source: K33 Research

# 23% of all Finns believe they'll own crypto by 2036

23% of all respondents believe they will buy crypto within the next 10 years – down from a massive 41% last year.

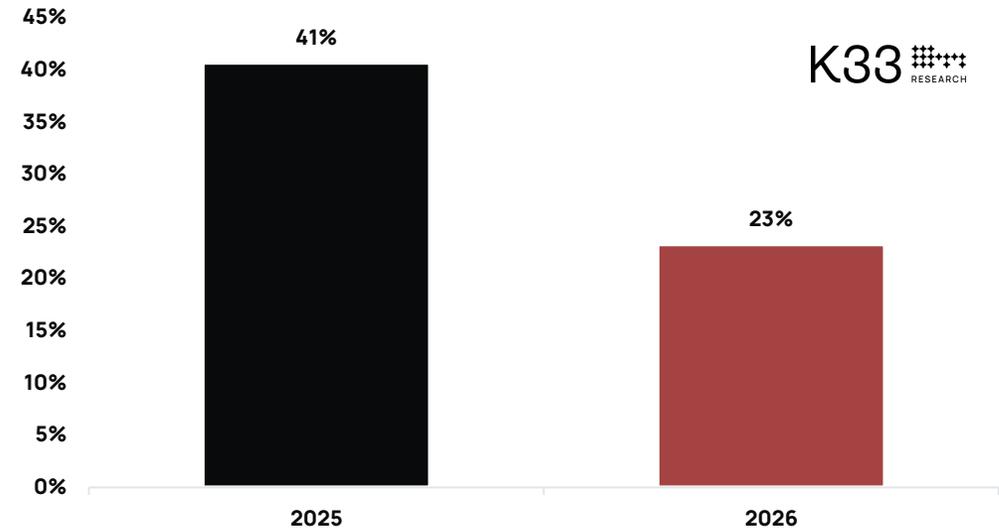
- 77% of respondents said they would never buy crypto, while 23% said they believe they would acquire it within the next 10 years.
- That's a huge decrease from 2025, when 41% of respondents said they would acquire crypto within the next 10 years, but it aligns with our 2024 figure of 24%.
- Expected purchases in the future are a valid sentiment and perception indicator on crypto as an asset class. When prices run high, expected future purchases grow, and vice versa during more challenging conditions. A 23% ownership rate of crypto would imply 1.1 million Finnish crypto owners by 2036.

When, if ever, do you think you'll buy cryptocurrencies, either for the first time or to buy more?



Source: K33 Research

Expects to buy crypto in the next decade



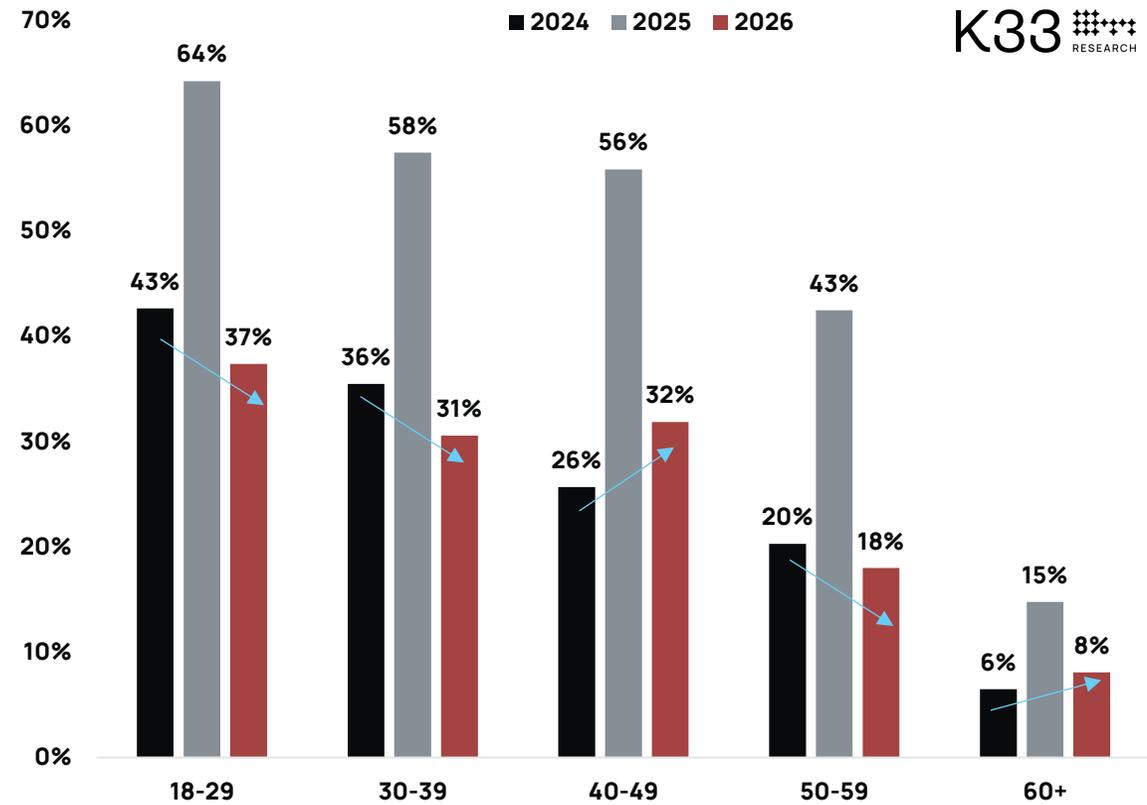
Source: K33 Research

# Future crypto ownership expectations in Finland lower across all age groups

Finns are far more reluctant to the idea of owning crypto in the future this year compared to last year's survey. Expected future purchases are even down across most age brackets compared to 2024.

- Future crypto ownership expectations have collapsed among young adults, with 37% of adults aged 18-29 now expecting to own crypto within the next decade, compared to 64% last year.
- The same is true for adults aged 30-39. Within both of the youngest age brackets, future expected crypto ownership rates are down, even when compared to 2024.
- Respondents aged 40-49 and 60+ are the only respondents indicating higher expectations of crypto ownership within a decade than they did in 2024.
- Expectations of buying crypto in the future are not a commitment. Hence, this question is likely far more sensitive to price movements in digital assets. We believe that the 50% drawdown seen in crypto over the past half year explains the dampened future ownership expectations.

Indicating that they will buy crypto within the next 10 years, by age bracket

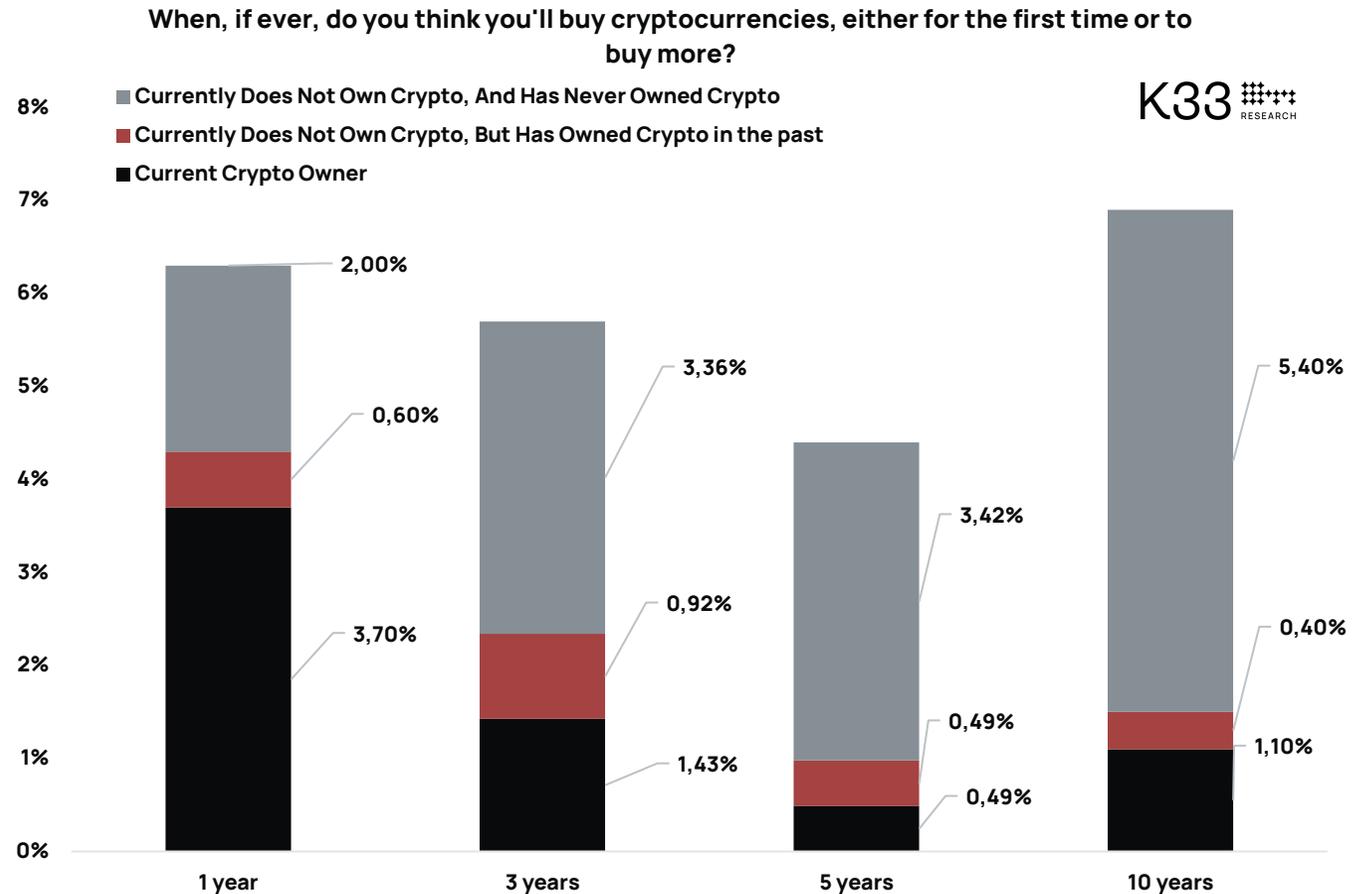


Source: K33 Research

# Finns who own crypto, or have owned crypto, are more likely to buy crypto

A majority of those who indicated that they intend to buy crypto within the next year are current owners, but investors on the fence are also looking to add exposure.

- **82%** of current Finnish crypto owners expect to buy more crypto in the next decade, and **45%** of the current Finnish crypto owners expect to buy more in 2026.
- **45%** of past crypto owners, but current non-owners of crypto expect to buy crypto within the next ten years.
- Meanwhile, 15% of the Finns who have never owned crypto believe they'll own crypto in the next decade.
- Under the assumption that current holders do not sell, and that current non-owners who think they'll buy crypto in the future commit to this, Finnish crypto ownership rates could reach 23.2% in 2036.



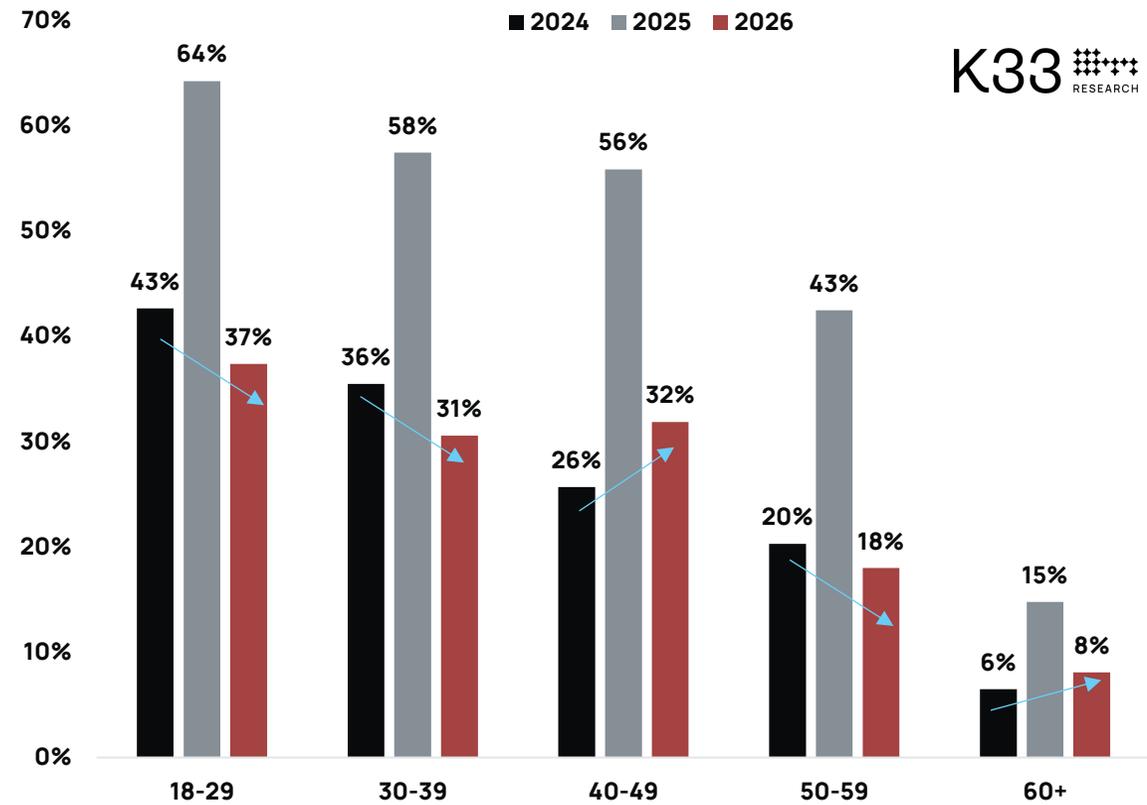
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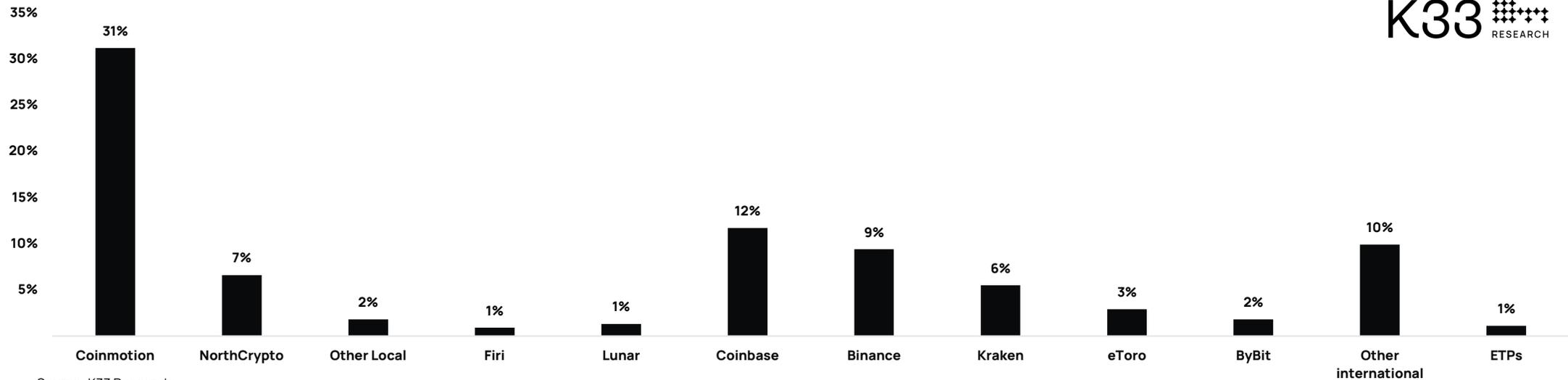
Source: K33 Research

# Coinmotion is by far the most commonly used exchange in Finland

Finnish crypto owners prefer buying crypto through domestic exchanges.

- 31% of all Finnish crypto owners use Coinmotion for their crypto exposure. Local exchanges are generally more popular in Finland compared to figures seen in Sweden and Denmark.
- International exchanges are also common in Finland, with Coinbase holding a slight lead over Binance as the top international exchange. This year, only 1% of Finnish investors said they accessed crypto through exchange-traded products, compared to 8% in 2025.
- 30% of crypto owning respondents refrained from answering where they traded crypto.

**Current Finnish Crypto Owners Multiple choice:  
What exchange do you use to buy and sell cryptocurrencies?**



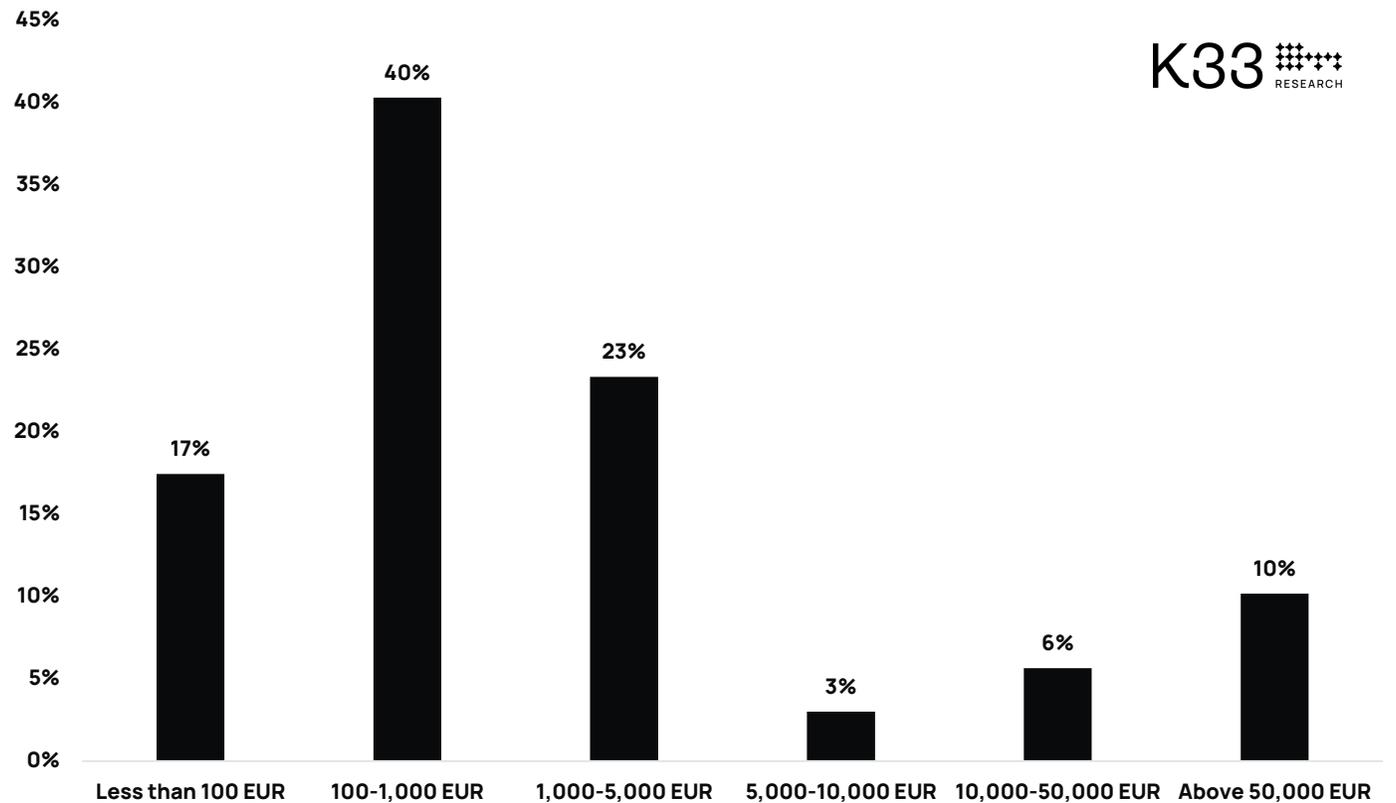
Source: K33 Research

# 57% of Finnish crypto owners own crypto for less than EUR 1,000

The average Finnish crypto owner has only invested smaller amounts in crypto.

- 57% of Finnish crypto owners own crypto for less than EUR 1,000. This is the same percentage as identified last year.
- 19% of Finnish crypto owners own more than EUR 5,000 in crypto, this figure is also unchanged from last year.

Finnish crypto owners: How much cryptocurrency do you own?



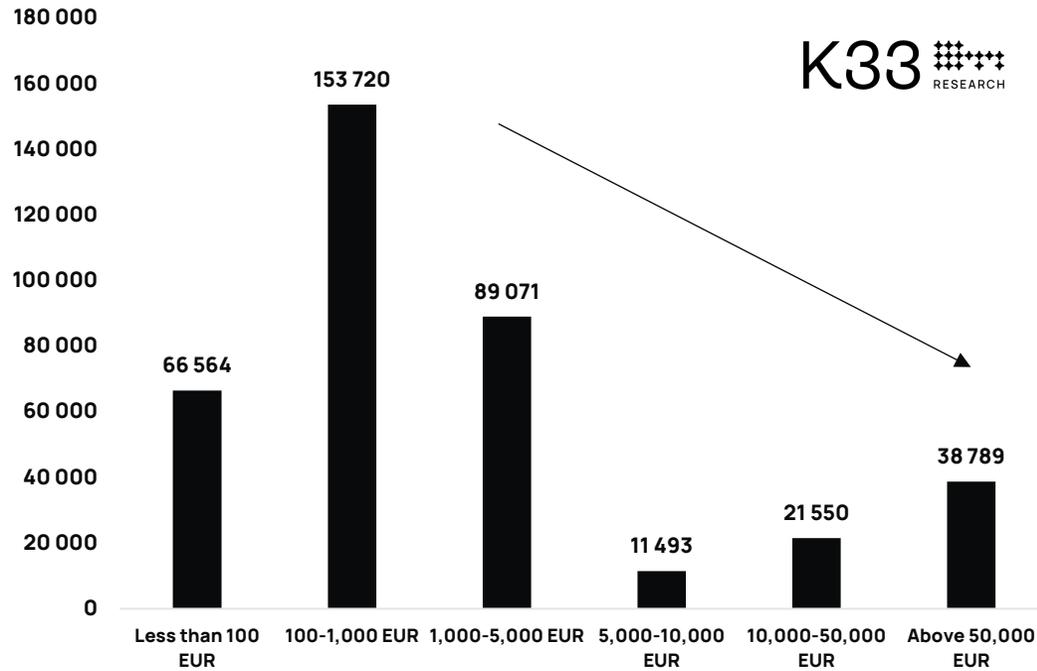
Source: K33 Research

# Conservative Finnish Crypto Wealth Estimate: 5bn EUR

Few holders represent a significant portion of the combined Finnish crypto wealth.

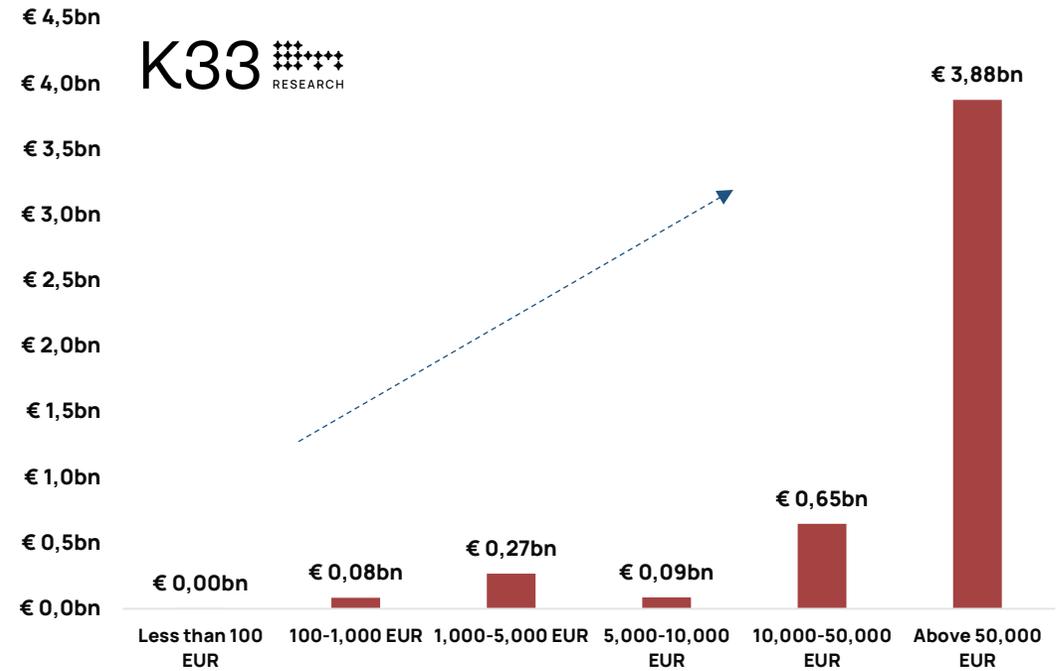
- We estimate Finnish crypto wealth to amount to 5bn EUR.

Estimated Number of Finnish Owners per value cohort



Source: K33 Research

Estimated Combined Crypto Wealth Within Cohort



Source: K33 Research

# Secretive Finns – 25% will not say which products they use

**Product usage reveals a passive market with no clear power-user segment**

## Micro Holders

*Portfolio: < €1K, ~46% of owners*

- 1.1 products used on average. Nearly half of all Finnish owners fall into this bracket.
- Mostly buy and sell (70%), with minimal exploration beyond basic trading and CEX storage (12%)..

## Small to Mid Holders

*Portfolio: €1K-100K, ~28% of owners*

- Some 1.1 to 1.5 products used on average. The €10K-100K sub-group is the most active segment in Finland.
- Some stablecoin usage (17-29%) and security tokens (27%) among mid-tier holders, but no meaningful DeFi, staking, or self-custody activity.

## Large holders

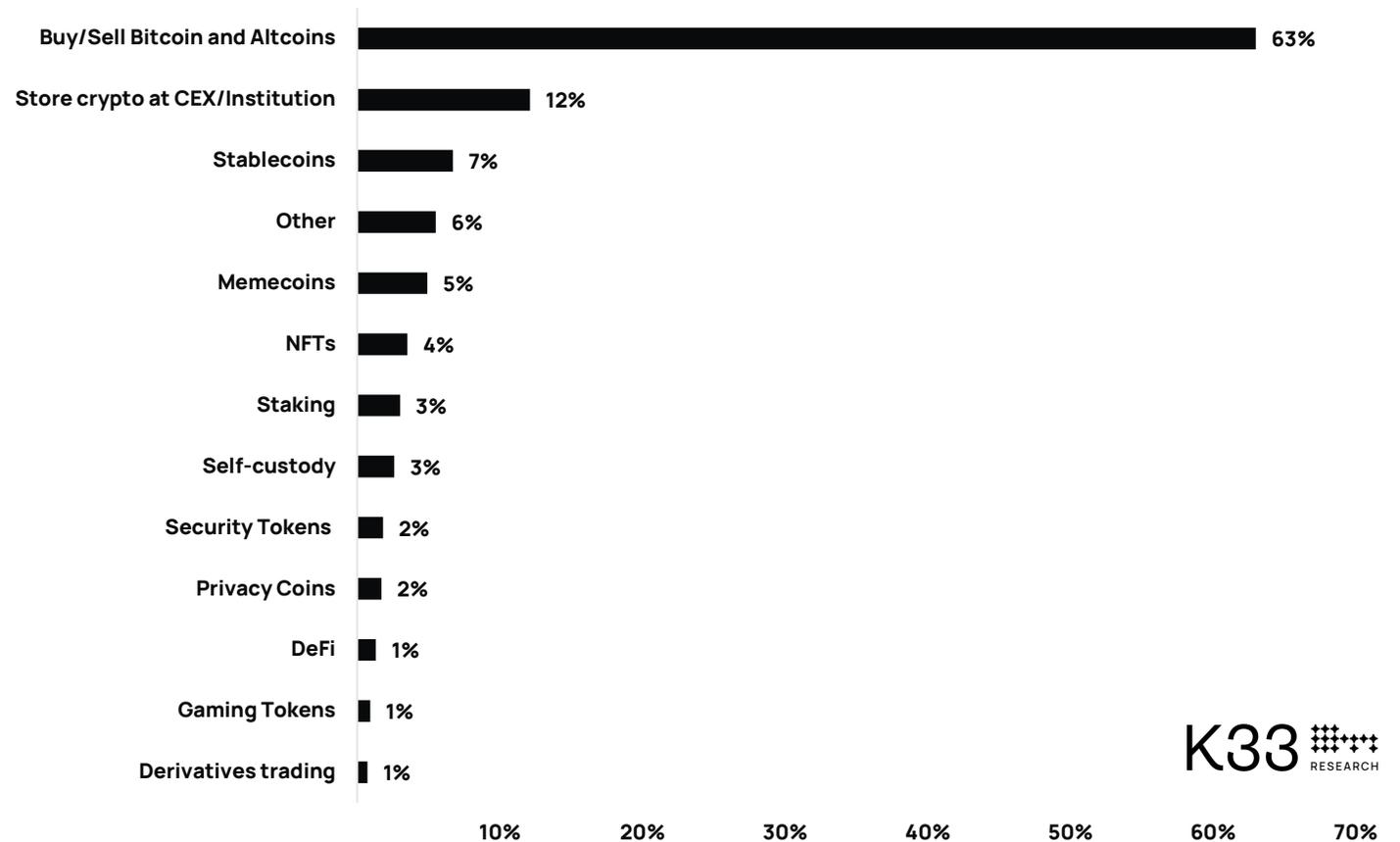
*Portfolio: €50K+, ~9% of owners*

- 1.1 products used on average. Unlike Denmark and Sweden, large Finnish holders are not power users.
- Notable interest in NFTs (22%) and meme-coins (27%), but 61% will not disclose which platform they use.

### Note:

Finnish crypto owners stand out as the most secretive in the Nordics: 20% will not disclose their portfolio value, 25% will not say which products they use, and 30% will not reveal their platform.

Which Crypto Products do you use?



Source: K33 Research

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