CRYPTO ASSET USAGE AND PERCEPTION RESEARCH IN TURKEY 2026

RESEARCH RESULTS

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Crypto Asset Usage and Perception Research in Türkiye 2026

To better understand investment behavior in Türkiye, WhiteBIT TR and Ipsos conducted the Crypto Asset Usage and Perception Research 2026 among financially active respondents who did not rule out crypto asset investments[1*] (men and women aged 18–65 living in Türkiye's densely populated urban areas).

Among qualified respondents, 44% reported holding part of their savings in crypto assets. On average, crypto asset holders reported allocating one-third of their total savings to this asset class. Among non-holders, 35% said they may start investing in crypto assets within the next six months. At the same time, 29% of current crypto asset holders reported that they had entered the market within the previous 12 months. While most crypto asset holders were men, women and men accounted for similar shares of those who first invested in the past year.

Conducted between September 2 and 25, 2026, the research covers a wide range of topics, from savings habits and crypto asset usage in Türkiye to investor demographics and platform preferences. The study also examines the combined use of traditional investment instruments and crypto assets, investment objectives, custody methods, investment experiences, and digital media habits.

Savings in Türkiye: Turkish Lira, Gold, Foreign Currency, and Crypto Assets

While the Turkish lira, gold, and foreign currencies continue to play a prominent role in investment and savings preferences in Türkiye, crypto assets are also included in investors' portfolios. Of the 300 qualified financially active respondents who did not rule out crypto asset investments, 79% reported holding Turkish lira bank accounts, while 78% held cash in Turkish lira. Gold and other precious metals were held by 72%, and 61% held foreign currency in cash. Crypto asset ownership stood at 44%, and 45% reported holding securities or investment funds.

In terms of perceptions of investment instruments, cash savings and bank accounts were most closely associated with ease of use and ease of understanding. Gold and bank accounts were more often associated with safety, while gold, foreign-currency holdings, and residential real estate were more strongly linked to protection against inflation. Crypto assets stood out for their association with the opportunity for quick earnings. At the same time, they were also seen as a relatively risky investment method requiring a certain level of knowledge. In terms of overall perception, crypto assets were positioned closer to securities and investment funds than to traditional savings instruments.

When looking at the goals associated with different investment methods, crypto assets were among the instruments most strongly linked to the opportunity to generate significant returns, alongside commercial real estate, land and REITs, securities and investment funds, investment in one's own business, and venture capital. By contrast, crypto assets were less commonly associated with protecting savings during periods of economic uncertainty or crisis, a role more often attributed to gold and foreign-currency holdings.

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[1] Respondents were required to have a source of income, to have saved or invested at least USD 300 during the previous three months, and not to rule out investing in crypto assets (or already have experience investing in them).

Other investment methods used among crypto assets holders:

Crypto assets (cryptocurrency)	100%
Cash in TL	89%
Bank account in TL	84%
Precious metals / Gold	75%
Cash in foreign currency	70%
Securities & Investment funds	65%
Bank account in foreign currency	64%
Private Pension System (BES) / Pension Funds	56%
Bank deposits & Islamic participation accounts	42%
Investment in own business	39%
Residential real estate	38%
Bonds & Sukuk	33%
Commercial real estate, land & REITs	31%
Venture capital	25%

On average, crypto asset holders reported allocating one-third of their total savings to this asset class. The proportion allocating more than half of their total savings to crypto assets was 23%. However, crypto assets typically represent only one component of a broader portfolio. Crypto asset holders also commonly invest in Turkish lira savings, gold, foreign-currency assets, securities and investment funds, and pension products. This indicates that most investors combine crypto assets with a range of traditional savings and investment instruments.

Monthly household income above TRY 90,000 was reported by 56% of financially active respondents who did not rule out crypto asset investments, 59% of crypto asset holders and 46% of those who first invested in crypto assets in the past 12 months.

Women Account for 53% of New Crypto Investors, While One-Third Are Under 25

Among crypto asset holders, 29% made their first investment within the past 12 months. While women account for 33% of all crypto asset holders, their share rises to 53% among those who began investing during the past year. Within the same group, investors aged 18–24 represent 33%, compared with 19% among all crypto asset holders.

In terms of occupational distribution, individuals working in management and business administration fields, as well as those employed in tourism and hotel activities, stand out among new investors.

Trading and Long-Term Investment Are the Main Purposes of Crypto Asset Usage

Trading and long-term investment rank as the two primary ways for using crypto assets. Among crypto asset holders, 60% reported using crypto assets for trading and 59% for long-term investment. Asset transfers were reported by 39%, while 23% used crypto assets to protect their savings against inflation.

Among newer investors, long-term investment was cited marginally more often than trading. Specifically, 57% cited long-term investment as a purpose, compared with 48% who cited trading and 47% who cited asset transfers.

Bitcoin Leads, and 39% of Respondents Report Investing in Stablecoins

Bitcoin ranks first among crypto assets held by participants, with an investment rate of 70%. Ethereum follows at 55%, while Solana stands at 43%. 39% of respondents reported investing in stablecoins such as USDT and USDC.

Centralized Exchanges Hold 64% of Crypto Assets by Value

According to the findings on storage methods, 64% of the total monetary value of crypto asset holdings is kept on centralized crypto exchanges (CEXs). Cold wallets account for 22%, while hot wallets represent 14%.

Crypto asset holders reported using an average of 2.33 crypto exchanges.

Transaction fees, ease of depositing funds, access to up-to-date crypto-industry news, and the variety of trading pairs are among the leading functional criteria for platform selection. Crypto asset holders also value recommendations from friends and acquaintances, a platform's innovativeness, and its position within the industry. Understandable for beginners is an important criterion both for current crypto investors and for those who do not yet hold crypto assets.

Crypto asset conversion is the most widely used crypto product, with 86% of users utilizing it at least once a month. Crypto deposits rank second at 63%, followed by futures trading at 61% and spot trading at 57%. In terms of weekly usage, crypto asset conversion ranks first at 33%. The prominence of conversion services highlights their role as a core gateway through which users manage and move their crypto assets.

When asked to assess their overall cryptocurrency investment performance over the past 12 months, most crypto asset holders reported positive results. In all, 67% reported making a profit (with moderate gains outnumbering significant gains), 18% reported experiencing losses, and 15% reported that their investments ended approximately at break-even. Although profits were reported more often than losses, many investors said they became more cautious in their subsequent trading activity. More than half (56%) said they became more cautious in their subsequent trading activity, for example by reducing transaction amounts or shifting to different crypto assets. This tendency was even more pronounced among those who began investing within the past 12 months, with 72% reporting a more cautious approach in their subsequent trading activity.

Instagram and YouTube Lead Digital Media Preferences Among Crypto Asset Holders

Instagram and YouTube rank as the leading social media platforms among crypto asset holders. According to the research, 88% named Instagram among their most frequently used social networks, while 87% cite YouTube. Usage levels are also substantial for X (67%) and Telegram (58%), followed by Facebook (54%) and TikTok (45%). While Instagram and YouTube remain the leading social media platforms among those who began investing in crypto assets within the past 12 months, this group demonstrates particularly high usage of Telegram and TikTok, with 73% using Telegram and 58% using TikTok.

About the Research

The Crypto Asset Usage and Perception Research 2026 was commissioned by WhiteBIT TR and conducted by Ipsos in September 2026. The study was carried out online among men and women aged 18–65 living in Türkiye's densely populated urban areas.

To qualify for the survey, respondents were required to have a source of income, to have been able to save or invest at least USD 300 during the previous three months, and not to rule out investing in crypto assets (or already have experience investing in them). Throughout this report, this group is referred to as "financially active respondents who did not rule out crypto asset investments". A total of 300 such respondents were interviewed. 44% of them reported holding part of their savings in crypto assets. To enable a more detailed analysis of crypto asset holders, an additional 200 respondents who hold crypto assets were surveyed. As a result, findings reported for crypto asset holders are based on a weighted sample of 331 respondents holding crypto assets. In total, 500 respondents participated in the study.

The research findings should be interpreted within the defined target population and sampling criteria and should not be considered representative of Türkiye's entire population. For questions allowing multiple responses, the percentages may add up to more than 100%.

The data presented in this content is based on the findings of the "Crypto Asset Usage and Perception Research 2026," conducted online in Türkiye in September 2026, and reflects participants' self-reported responses. The findings should be interpreted within the scope of the study's sample and methodology. Past investment performance does not guarantee similar results or returns in the future. The information provided does not constitute investment advice or a recommendation to invest in any crypto asset.