AFFLUENTS AND NFT ADOPTION



What are NFTs?

A non-fungible (NFT) is a form of certificate of authenticity stored on a digital ledger (blockchain), to verify ownership and certify that a digital asset is unique and not interchangeable.

NFTs can be used to represent items such as photos, videos, audio and other types of digital files. While copies of these digital items are available for anyone to obtain, NFTs are tracked on blockchains to provide the owner with a proof of ownership.

	Q 37% 23%		
of Affluents are familiar with NFTs	43% 39% 34% 32% 18%		
	Gen-Z Millennials Gen-X Boomers Seniors		
57% of those familiar are interested in learning more			
Top NFT Types Purchased			

1. Music	2. Entertainment	3. Sports	4. Art
₽			-
57%	46%	77%	50%
bought for Investment*	bought for Investment*	bought for Investment*	bought for Fun*

*Among purchasers of each type of NFT

NFT adoption is in the early stages but has the potential to be a huge market in the evolution of collectibles and investments. Affluents are at the forefront of this adoption.

Source: 3Q 2021 Ipsos Affluent Barometer, Among Adults 18+ with HH Income \$125K+

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