



# According to CoinMarketCap Report

Crypto Market & User Trends Q1 2020



# About CoinMarketCap

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CoinMarketCap was founded May 2013 — when the price of [Bitcoin](#) was about \$100. As the industry's #1 cryptoasset information site, CoinMarketCap is the most-referenced and trusted source used by individuals, institutions, governments and the media for comparing thousands of crypto entities across hundreds of exchanges.

CoinMarketCap's mission is to showcase the cryptocurrency revolution, and firmly stands for accurate, timely and unbiased information, which enables each user to draw their own informed conclusions using CoinMarketCap data.



# Executive Summary

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## Unique Lens

As the world's #1 price-tracking, rankings and market data website for cryptoassets, CoinMarketCap is known for many of its contributions to the ever-growing crypto industry.

CoinMarketCap pioneered definitive metrics that are used to characterize cryptoasset and cryptocurrency data. We were the first to apply the use of the "market capitalization" model to cryptoassets to quickly value one cryptoasset against another. We pioneered the "supply" metrics, with circulating supply used to derive the market capitalization of a cryptoasset, providing a truer approximation of value. CoinMarketCap also popularized "Bitcoin dominance," which is used to measure how much of the crypto market is captured by bitcoin.

We are also the top-ranking crypto data aggregator in terms of user base and web traffic. Our data, commonly cited by CNBC, Bloomberg and other major news outlets globally, is deemed as an authoritative source for crypto rankings and metrics.

In this report, we present you with our unique insights on how the crypto market has performed and what the notable trends are for Quarter 1 (Q1) 2020 — **all through the lens of our proprietary market capitalization data and user insights from our massive user base!**

## Q1 at a Glance

As many of you may know, Q1 was a turbulent period for participants in the crypto industry. The start of the year saw a strong demand for crypto, with Bitcoin reaching a high of \$10,500 and total market cap hitting \$305 billion in February.

However, as the number of COVID-19 cases skyrocketed and spread around the world, leading the World Health Organization to categorize the virus as a global pandemic, all markets — including traditional safe havens like gold — plummeted before going on to recover in the following days.

- The price of Bitcoin fell a whopping 43% on March 12, touching a low of \$3,900.
- On the same day, the total crypto market cap hit a low of \$150 billion, 57% lower than the previous month.

While Bitcoin is oft-touted as "digital-gold," it sold off the hardest, which caused people to question its status as a purported safe-haven asset. That said, **in Q1, both Bitcoin and the crypto market in general have outperformed global benchmarks for equities, like the MSCI World Index and S&P 500.**

Today, crypto markets have regained a good portion of their March losses, but they still have some ways to go before they recover to the price levels we saw early in the quarter.



## Within the Crypto Market, It Was a Mixed Bag

In Q1, Bitcoin suffered greater relative losses in market cap (-9.78%) compared to most of the top 10 other cryptoassets as well as the rest of the other cryptoassets as a whole.

**However, there were several cryptoassets that gained significant momentum in this grim quarter.** By market capitalization, [BCH](#) (+10.48%), [BSV](#) (+76.0%), [XTZ](#) (+20%), [LINK](#) (+25.4%) and [LEO](#) (+26.83%) were able to come out of Q1 better than they started. Notably, BSV and BCH received a sudden surge in attention; the former shot up 29 spots to become the seventh most viewed cryptoasset on CoinMarketCap, and the latter rose 14 spots to become the 10th.

Something interesting we noted was a **drastic drop in user traffic from China (see Section 3) that coincided with the beginning of the COVID-19 global pandemic**, also timed with speculations around the Great Firewall and China's suppression of online citizen reports concerning the pandemic that might have affected access to internet services.

Amid the mixed landscape in crypto, two other trends seemed promising. **Growth from the female user segment and youth user segment (i.e. 18-24 year olds) were strong in Q1 at 43.24% and 46.04% respectively.**

- Within the female user segment, the Americas and European regions grew more than 50% in users. An exceptional growth of more than 80% in female users was led by countries including Colombia, Venezuela, Romania, Greece and several others. (see Section 5 for the full list).
- In relation to the youth user segment, the continent of Oceania saw the biggest percentage jump of 151.95%, followed by Africa with 91.47%. Section 6 lists the countries that saw exceptional growth of more than 80% in young users; these include India, the UK, Spain and Mexico among others.

It is telling that our data shows how the crypto industry is still nascent and continuing to evolve. While Bitcoin dominance holds strong, other cryptoassets such as BSV and BCH have displayed abilities to outperform Bitcoin and global asset benchmarks like the S&P 500 Index. At the same time, crypto continues to garner more attention from different corners of the world.

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## INTRO

# 2020 – A Strong Start Followed by Massive Selling of Assets for Cash

We started 2020 on a relatively muted note, carrying over a bearish sentiment from the end of 2019. As previously highlighted in our yearly report, "[According to CoinMarketCap 2019](#)," 2019 was a year divided into two distinct periods: bullish in the first half of the year as Bitcoin touched highs near \$14,000, with a corresponding crypto market cap of \$366 billion, and bearish in the second half of the year as Bitcoin reached a low of \$6,500, with the crypto market cap in decline to \$190 billion in late December 2019.

The start of Q1 2020 saw a strong push in demand for cryptoassets, where Bitcoin reached \$10,500, and total market cap soared to \$305 billion in the middle of February.

However, all prices went south shortly after due to the global outbreak of COVID-19, which triggered investors to sell their risk assets for cash in a hurry. All liquid assets were sold off in a worldwide flight to liquidity (USD), including traditional safe havens like gold.

Crypto was not spared, and on March 12, Bitcoin's price drastically dropped 43% and touched a low of \$3,900 — the last time Bitcoin had seen \$3,900 was back in December 2018. Additionally, derivatives exchanges saw [massive liquidations of leveraged longs](#) and the crypto market cap hit a low of \$150 billion the same day.

The crypto markets have since retraced a good portion of this downward trend, but we are still some ways from recovering to the prices before the massive flight to liquidity.

**Table 1: Performance Comparison Among Bitcoin, Crypto Market and Global Benchmarks of Traditional Financial Assets**

Asset	Start Price (Jan. 2, 2020)	End Price (March 31, 2020)	YTD Performance
Bitcoin	7194	6437	-10.52%
Crypto Market Cap	\$191B	\$176B	-7.85%
Gold Spot	1520	1620	+6.58%
Silver Spot	17.852	14.059	-21.25%
Palladium Spot	1944.58	2322.22	+19.42%
MSCI World Index	2358	1871	-20.65%
S&P 500 Index	3244.67	2614.69	-19.42%
SPDR S&P China ETF	104.38	90.68	-13.13%
iShares 7-10 Treasury Bond ETF	110.69	121.45	+9.72%
WTI Crude Oil Futures	61.6	20.23	-67.16%

Non-crypto data from Investing.com and Yahoo Finance

## SECTION 2

# Focusing on the Recovery

The following chart shows the price movement in Bitcoin, gold and the S&P 500 since Feb. 20, which was the start of the risk-off sentiment when we saw the beginning of the sell-off of equities and Bitcoin. The correlation of the S&P 500 and Bitcoin reached a high of 0.87 during this period (Feb. 20 to March 12) before starting to decouple as prices recovered.

Gold was spared from most of the risk-off sentiment in the early stages, but eventually sold off hard on March 12 as investors liquidated assets in a bid to raise capital. It has since fully recovered and is now trading in the positive as compared to Feb. 20.

While Bitcoin is oft-touted as “digital-gold,” it was sold off the most, which caused many to question its status as a purported safe-haven asset. However, we should not ignore the macro factors surrounding the sell-off, where every single liquid asset was unanimously sold off in a flight to liquidity — to the world’s global reserve currency, the USD. This liquidity crunch was similar to what we saw in the early stages of the financial crisis of 2007. As the Federal Reserve continues on its path of “unlimited quantitative easing” to support the functioning of the US economy, only time will tell if Bitcoin will be recognized as a form of hard money that hedges against the potential inflation that might arise from the actions of the Federal Reserve.

Chart 2: Price Movement of Bitcoin, Gold and S&P 500



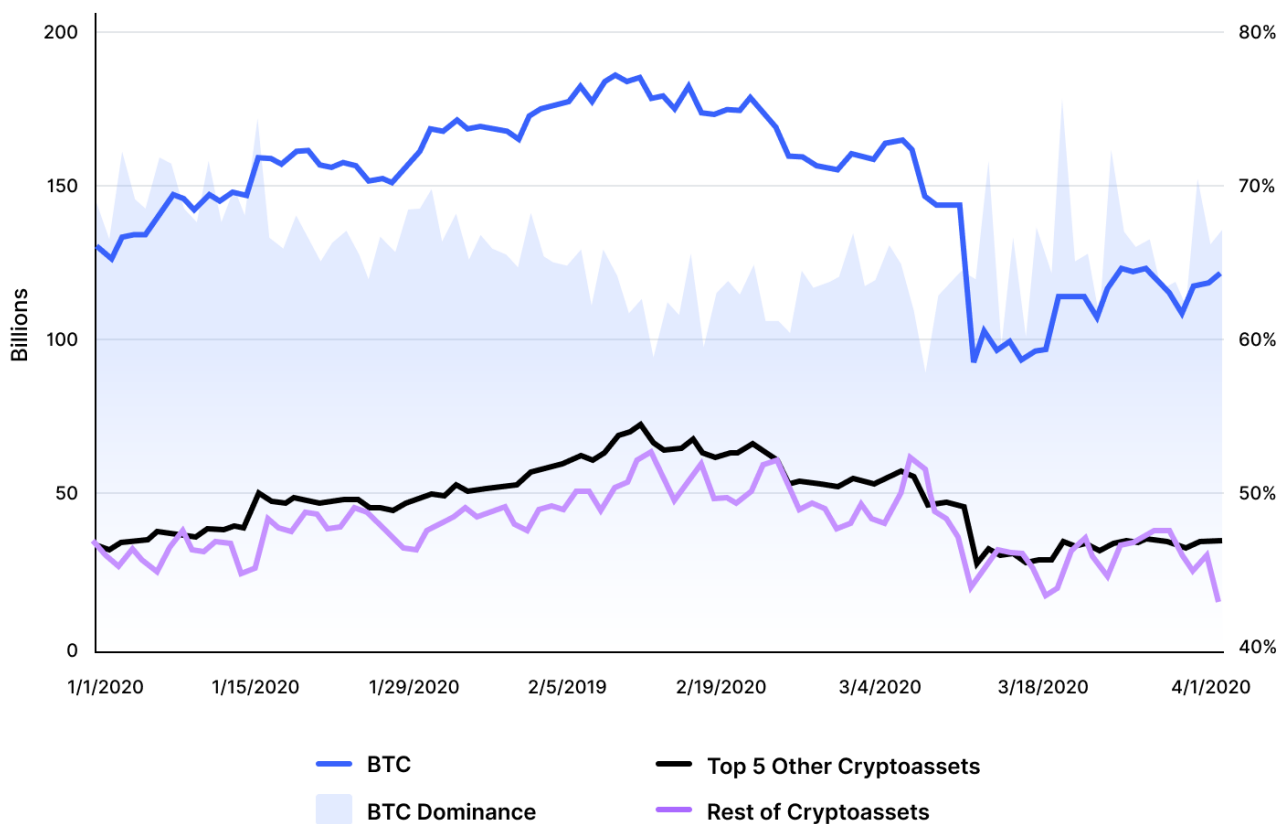
# Bitcoin Suffered, But Six Other Cryptoassets Gained

held steady in a narrow range of 60-70% for the entirety of Q1 2020. Even though markets were volatile, there was very little transfer of value among the various cryptoassets. As expected, all cryptoassets saw a very similar drop in prices on March 12.

The market cap of the top five cryptoassets (excluding

bitcoin) were similar to the rest of the cryptoassets for the entirety of Q1 2020. This highlights the distribution of value in the crypto markets, with Bitcoin taking about 60-70% of market share, the next five cryptoassets taking approximately 20% of market share, and the rest distributed among the remaining assets.

Chart 3: Market Capitalization Performance of BTC Against Other Cryptoassets





	Market Cap (Jan. 1, 2020)	Market Cap (March 31, 2020)	Growth (%)	Growth (%)
<b>Crypto (All)</b>	190.90B	180.96B	-9.94B	-5.21%
<b>BTC</b>	130.58B	117.81B	-12.77B	-9.78%
<b>Top 10 Other Cryptoassets</b>	37.77B	38.99B	+1.22B	+3.23%
<i>ETH</i>	14.27B	14.74B	+0.47B	+3.29%
<i>XRP</i>	8.35B	7.67B	-0.68B	-8.16%
<i>BCH</i>	3.72B	4.11B	+0.39B	+10.48%
<i>BSV</i>	1.75B	3.08B	+1.33B	+76.0%
<i>LTC</i>	2.41B	2.33B	-0.09B	-0.09B
<i>EOS</i>	2.46B	2.05B	-0.41B	-16.67%
<i>BNB</i>	2.13B	1.96B	-0.17B	-7.98%
<i>XTZ</i>	0.95B	1.14B	+0.19B	+20.0%
<i>LINK</i>	0.63B	0.79B	+0.16B	+25.4%
<i>LEO</i>	0.82B	1.04B	+0.22B	+26.83%
<b>Rest of other Cryptoassets</b>	22.55B	22.2B	-0.35B	-1.55%

Source: CoinMarketCap.com

**Table 4: Crypto Market Capitalization Breakdown**

The market map analysis for Q1 2020 paints a mixed picture of the crypto landscape. Bitcoin suffered greater relative losses in market cap (-9.78%) than most of the top 10 other crypto assets and the rest of the other crypto assets as a whole. [BCH](#) (+10.48%), [BSV](#) (+76.0%), [XTZ](#) (+20%), [LINK](#) (+25.4%) and [LEO](#) (+26.83%) were able to come out of Q1 better than they started, bucking the trend of investors selling off risk assets for cash globally.

**Table 5: Price Performance of BTC and Top 10 Cryptoassets**

Several assets in the top 10 cryptoassets have outperformed the general markets in terms of price performance — notably BSV, LINK, LEO and XTZ. It is interesting to note that the top cryptoassets, in general, have outperformed global benchmarks for equities, like the MSCI World Index (-20.65%) and the S&P 500 (-19.42%).

Asset	Start Price (Jan. 1, 2020)	End Price (March 31, 2020)	YTD Performance
<b>BTC - Bitcoin</b>	7200	6438	-10.58%
<b>ETH - Ethereum</b>	130.8	133.59	+2.13%
<b>XRP</b>	0.1927	0.1746	-9.39%
<b>BCH - Bitcoin Cash</b>	204.4	219.63	+7.45%
<b>BSV - Bitcoin SV</b>	97.2	165.4	+70.16%
<b>LTC - Litecoin</b>	42.02	39.3	-6.47%
<b>EOS</b>	2.59	2.223	-14.17%
<b>BNB - Binance Coin</b>	13.69	12.58	-8.11%
<b>XTZ - Tezos</b>	1.37	1.615	+17.88%
<b>LINK - Chainlink</b>	1.81	2.27	+25.41%
<b>LEO - UNUS SED LEO</b>	0.82	1.044	+27.32%

Source: CoinMarketCap.com

## Bonus Insight

BSV and BCH shot up sharply to become ranked among the top 10 most-viewed cryptoassets in CoinMarketCap for Q1! BSV gained 29 spots to become the seventh most viewed cryptoasset, and BCH rose 14 spots to become the 10th most viewed cryptoasset on CoinMarketCap.



As the Bitcoin halving event nears, and central banks across the world embark on unprecedented quantitative easing, the next few quarters will offer valuable insights into the role that cryptoassets will play in the broader financial universe.

Table 6: Ranking of Cryptoassets by Page Views

Rank	Cryptoasset	Position change
1	BTC - Bitcoin	--
2	ETH - Ethereum	↑ 1
3	XRP	↓ 1
4	LINK - Chainlink	--
5	LTC - Litecoin	↑ 7
6	XTZ - Tezos	↑ 2
7	BSV -Bitcoin SV	↑ 29
8	ADA - Cardano	↓ 1
9	TRX - Tron	↓ 3
10	BCH - Bitcoin Cash	↑ 14

Source: CoinMarketCap.com

## SECTION 4

# How China's Drop in CMC User Geography Relates to COVID-19

In terms of user geographies, there was a drastic drop in page views from China in Q1 2020.

Previously ranked #13 in terms of page views, China fell to #24, making it the only country within the top 25 that shifted down by more than 10 spots.

This occurrence took place during the period of Jan. 14-25, when the situation with COVID-19 began to escalate. To provide some context, the [first COVID-19 death](#) was reported in China on Jan. 10. By Jan. 22, it

was reported that the virus had spreaded to major cities with over 500 confirmed cases, and on Jan. 23, Wuhan, the capital of Hubei, went into a lockdown. During this period, speculations around China's Great Firewall and the suppression of online reports emerged.

Also, our users probably had bigger worries than checking CoinMarketCap at the time!

The other CoinMarketCap user geographies in the top 25 saw few movements otherwise.

Table 7: Ranking of User Geographies by Page Views

Rank	Country	Position change	Rank	Country	Position change
1	United States	--	14	Ukraine	--
2	Germany	--	15	France	↑ 2
3	United Kingdom	--	16	Italy	↑ 2
4	Russia	--	17	Colombia	↑ 5
5	Vietnam	--	18	Poland	↑ 1
6	Netherlands	--	19	South Korea	↓ 3
7	Turkey	--	20	Switzerland	↑ 1
8	Canada	--	21	Indonesia	↓ 1
9	India	--	22	Austria	↑ 3
10	Australia	↑ 2	23	Romania	--
11	Brazil	↓ 1	24	China	↓ 11
12	Japan	↓ 1	25	Sweden	↑ 2
13	Spain	↑ 2			

Data from CoinMarketCap.com

SECTION 5

# Strong Female User Growth by Geography

While we have consistently seen an increasing number of female users, this segment saw a particularly strong growth of 43.24% compared to the previous quarter.

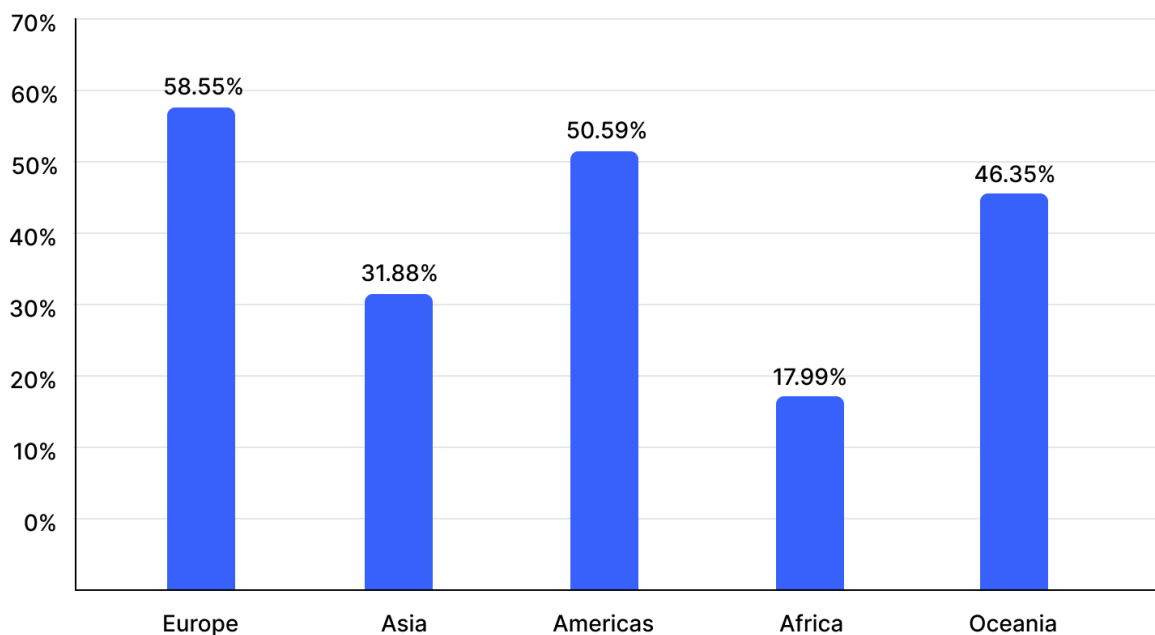
The strong growth was especially prevalent in the following categories:

- The age range of 18-24 year olds, where we saw an increase of 65%.
- The continents of the Americas and Europe, where there was more than 50% growth.

Exceptional growth of more than 80% quarter-on-quarter in female users was seen from these countries:

- Venezuela (+80.23%)
- Colombia (+82.03%)
- Czechia (+85.6%)
- Ukraine (+86.68%)
- Indonesia (+88.92%)
- Portugal (+89.95%)
- Argentina (+98.23%)
- Romania (+145.09%)
- Greece (+163.67%)

Chart 8: Growth in Female Users By Regions



## SECTION 6

# Strong Youth User Growth by Geography

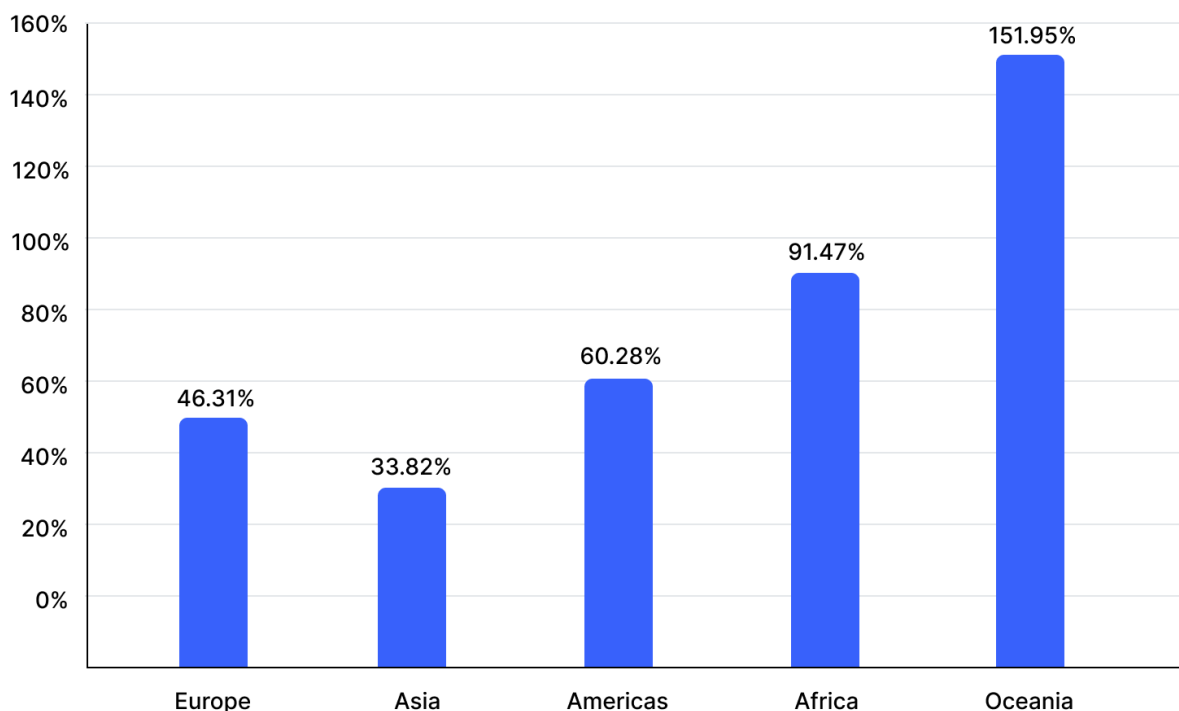
Compared to the previous quarter, the 18-24 age group saw a 46.04% increase in site visits. This is closely followed by the 65+ age bracket, which saw a 41% increase. (Whoever said that baby boomers are out of touch with newer trends like crypto ought to reconsider. There may be more that the youths and their grandparents have in common than the youth meme "[ok boomer](#)" culture would have us think!)

The continent of Oceania saw the largest percentage growth of 151.95%, mostly attributable to Australia. Africa saw the second-largest percentage growth of 91.47%, thanks to Nigeria, which saw a 210.6% surge in user numbers.

Countries that saw more than 80% quarter-on-quarter growth in users aged 18-24 included:

- Pakistan (+81.79%)
- India (+83.07%)
- Colombia (+85.07%)
- UK (+91.48%)
- Mexico (+97.33%)
- Canada (+112.45%)
- Spain (+120.71%)
- Australia (+158.07%)
- Nigeria (+210.6%)

Chart 9: Growth in Users Aged 18-24



# Report Conclusion

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The role that crypto plays in the world remains open to many possibilities.

We saw how Bitcoin's long-running narrative as the "digital gold" for hedging against global economic turmoil was questioned in February during the stock market crash, behaving more like a risk asset than a safe haven. Yet, how far should one read into this incident? The market turmoil triggered by COVID-19 would be considered an anomaly to the whole financial system as all assets uniformly sold off, a testament to the panic seen in markets.

Q1 also showed us that the opportunities for crypto market growth do not rest solely on BTC. In the midst of the financial market crunch, certain cryptoassets like BCH, BSV, XTZ, LINK and LEO have emerged to outperform BTC and general markets such as global benchmarks for equities like the MSCI World Index and the S&P 500.

The hype surrounding crypto as a fund raising mechanism has also arguably tapered off. From the boom of initial coin offerings (ICOs) in 2017 to the evolution of exchange-led fundraising in [initial exchange offerings \(IEOs\)](#), the viability of raising capital via the issuance of tokens is now at a trough. That said, the blockchain revolution has just begun and we eagerly await the launch of new, innovative solutions that the industry will offer.

It is still too early to foretell the role and fate of crypto, as it could hold different meaning to different groups of people, depending on the economic and social climates in which they live. As our user data has shown, crypto continues to see a growing interest from young (and baby boomer) demographics across the world. It is with caution and excitement that we encourage everyone to continue to keep an active pulse on the evolution of crypto.

# Upcoming From CoinMarketCap

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To aid in crypto adoption, we at CoinMarketCap plan to increase the amount of crypto know-how, starting with the dissemination of valuable data and analyses through reports like this one, as well as developing new and improved tools such as:

- Launching our [Liquidity Metric](#), with an improved version to be rolled out by June, to help users find the best markets to buy and sell their cryptoassets as efficiently as possible;

- Expanding existing data categories such as the [perpetual swap data](#) recently added on CoinMarketCap, the [interest](#) rate products and [block explorer](#) data launched late last year;
- Crowdsourcing data by empowering users to contribute tags and upvotes/downvotes on our site directly.

To make this exhaustive experience a seamless one for our millions of users, we will soon be rolling out the ability for you to register for a CoinMarketCap account. That way, you can sync your watchlists, portfolios and content across the site and app.

Meanwhile, during this unprecedented global pandemic, please stay safe wherever you are and keep an eye out for our next report and upcoming launches!





[coinmarketcap.com](https://coinmarketcap.com)