Profile of female cryptocurrency users

By: 2gether
www.2gether.global

FINDINGS
23% of the total number of app users are women.

More than half the female crypto users are between 26 and 45 years old.

The most common professions among female crypto users are services sector professionals, lawyers, accountants and economists.

FINDINGS
20% of all transactions executed with the 2gether Visa card by female users is in crypto.

The most widely used cryptocurrencies among females are BTC and ETH.
In comparison with the total market capitalization, we can see that ETH has a proportionally higher payment use than BTC.

FINDINGS
Female users spend most of their cryptocurrency on food and groceries, followed by transportation and financial products.

2gether is a collaborative financial platform where users go beyond using euros to take advantage of the full potential of their digital currencies.
2gether users can buy, sell and spend up to 13 different cryptocurrencies without fees.

FINDINGS
The average volume of trading per female user is 432.11€.
The most used cryptos in trading by female users are BTC and ETH, with 64% and 22% of the total trading volume respectively.

Countries: Eurozone (19 countries), Andorra, Monaco and San Marino
Sample: Female 2gether users (5K)
Company: 2gether
Period: From April 2019 to February 2020