

Press Release

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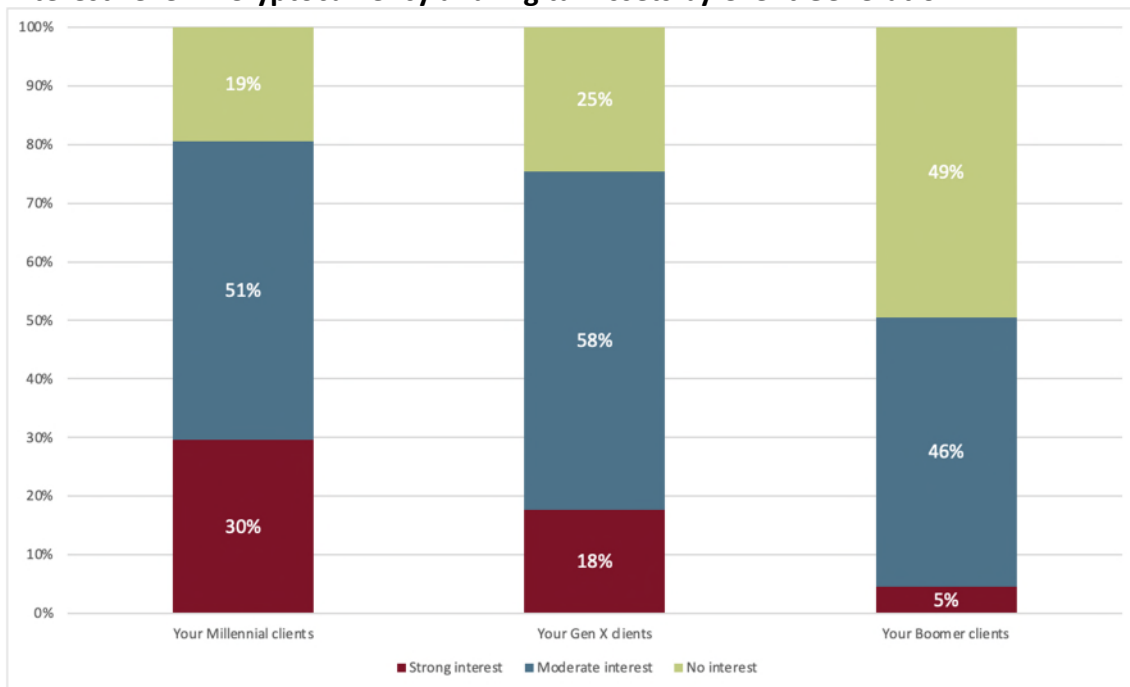
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Younger Investors Drive Interest in Cryptocurrency and Digital Assets

July 18, 2022, *Needham, MA* – Despite the recent turbulence in cryptocurrency and digital assets, interest and growth in the space have been significant. There is a direct correlation to age and interest level in cryptocurrency and digital assets, according to the latest findings from FUSE Research Network’s Advisor Trend Monitor Series Report – *Emerging Products: The Advisor View*, published in conjunction with WealthManagement.com.

Interest Level in Cryptocurrency and Digital Assets by Client Generation



Source: FUSE Research Network, WealthManagement.com

Nearly 30% of surveyed advisors’ millennial clients have a strong interest in crypto investments compared to only 5% of boomer clients. In addition, only 19% of millennials clients have no interest in the space, compared to 49% of boomer clients.

“Although the cryptocurrency and digital asset market is in its infancy, there is clear demand from the youngest client demographic. However, the first mover advantage needs to be carefully weighed against market volatility further decimating the cryptocurrency investment category, which could result in reputational risk to asset managers,” says Michael Evans, Director of BenchMark Research at FUSE Research. “Companies must prepare now for a massive educational effort if they intend to drive real scale into cryptocurrency and digital products. As uninterested boomers give way to Gen X and millennial investors, asset managers will need to assess existing and developing capabilities to determine the best way to capture this burgeoning, but complicated, investment sleeve.”

In addition, the Advisor Trend Monitor Report – *Emerging Products: The Advisor View* explores the rationale for using alternatives, the availability and obstacles to using illiquid alternative investments, current and future product use as well as traditional alternative leaders, among other topics. Overall data survey findings are presented by various advisor demographics.

The FUSE Advisor Trend Monitor is a survey-based report series that provides timely insight into advisor views on a range of issues central to asset managers’ decisions about resource allocation.

For details about obtaining a copy of Advisor Trend Monitor – *Emerging Products: The Advisor View*, please email Jason Heinhorst at jheinhorst@fuse-research.com or call (720) 221-5223.

[About FUSE Research Network LLC](#)

FUSE was launched in 2008 with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter timeframes.

In order to support clients in this setting, FUSE provides a dynamic research platform that covers our clients’ current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

