

Crypto Banking Survey 2026

Crypto in Banking

What Italians Think



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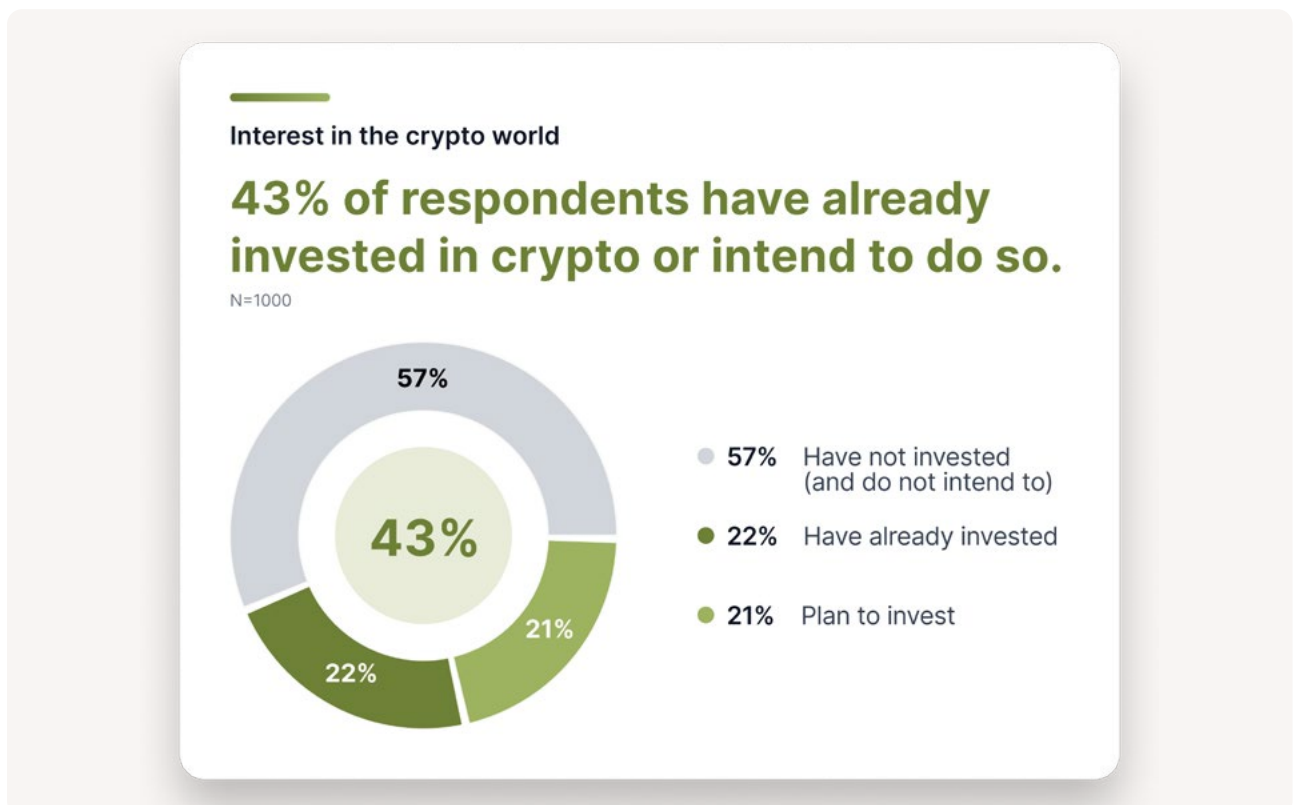
General Landscape

In 2026, crypto-assets are consolidating their role in the Italian financial landscape, while the market follows a more selective trajectory, in which the quality of demand prevails over volume growth. 43% of Italians have invested or intend to invest in this asset class, and among these, more than three in five hold positions exceeding €10,000. The picture that emerges is one of a more mature and wealth-oriented demand, of growing relevance to the banking system.

Interest in the crypto world remains widespread

43% of respondents have invested in crypto-assets or declare their intention to do so in the coming months. Although down from the 53% recorded in the

previous edition, the figure confirms that crypto has become a structural fixture in the Italian market: more than four in ten respondents are already invested or actively considering it, a clear signal that digital assets have found a stable place in retail investors' financial lives.



The phenomenon's diffusion is cross-sectional and is not concentrated exclusively in economically more developed areas or large urban centres. Interest is distributed homogeneously across the national territory, involving segments that differ in age, education and employment status. Crypto-assets are thus drawing closer to mainstream retail investment instruments, reinforcing their relevance to the banking system as a component increasingly integrated into clients' financial decision-making.

Comparison with the previous year reveals a significant evolution. The share of investors with exposures exceeding €10,000 rises from 49% to 63%. The figure reflects the consolidation of existing positions, the entry of more asset-rich investors, and the transition from an exploratory phase to one of effective allocation. The market is growing less in breadth and more in depth, with rising relevance to the client segments that matter most to banks.

The strategic implications are twofold. On one hand, an opportunity emerges for banks to intercept a more mature crypto clientele, no longer located at the fringes of the market, but presenting needs and expectations increasingly compatible with traditional channels. On the other hand, a significant portion of the relationship has already been structured outside the banking perimeter, with specialised operators with whom clients have built competencies, trust and operational habits.

In the absence of action, the risk for the banking system is a progressive reduction in its relevance precisely among the highest-value client segments. The lines of response appear clear. On one hand, the gradual integration of digital asset services, in a manner consistent with the operational models, control frameworks and development timelines characteristic of the banking sector. On the other, the broadening of financial education to crypto topics, aimed at reinforcing the bank's positioning as a credible counterpart in guiding clients toward a more informed integration of digital assets into their overall wealth strategy.

In this context, collaboration with specialised operators represents a decisive enabling factor, as it allows banks to accelerate time-to-market and to rapidly access vertical expertise. The true competitive differentiator, in fact, lies not so much in the availability of strategic levers as in the capacity to deploy them with timeliness. In a market in the process of consolidation, delay means allowing client relationships, operational habits and growing shares of wealth to become firmly rooted outside the banking perimeter.