

NFT art market - statistics & facts |

Statista

NFT art market - statistics & facts

When a digital collage by American artist Beeple sold for an astonishing 69.3 million U.S. dollars in 2021, the third-highest auction price for a living artist's work, interest in non-fungible tokens exploded. While [global sales of art and collectible NFTs](#) peaked at over 20 billion U.S. dollars the following year, they fell by a staggering 63 percent in 2023. This sharp decline revealed that the NFT frenzy quickly lost much of its momentum, leaving people from the art world and beyond with a valid question: how is the NFT market faring, now that the hype is over?

The new normal of the NFT art market

As shown by the [monthly sales of art-related NFTs](#), the value of transactions fell dramatically towards the end of 2021, then reached a much lower but more stable level since 2023. Similarly, data on the [public auctions of art-related NFTs worldwide](#) revealed that, despite a significant decrease in sales compared to 2021, two transactions still managed to exceed one million U.S. dollars in 2023. That year, Dmitri Cherniak and Tyler Hobbs ranked as the [global artists with the highest NFT auction revenue](#), generating a total of nearly eight million and five million U.S. dollars, respectively.

Are art collectors interested in NFTs?

In a global survey on the [leading channels used by high net worth collectors to purchase art](#), NFT platforms ranked behind art fairs and artists but ahead of Instagram in 2023, with a third of the sample relying on NFT channels. Meanwhile, in a 2023 study on the [average price spent per digital artwork by NFT art collectors worldwide](#), four in ten respondents reported paying between 101 and 1,000 U.S. dollars per work created, presented, and traded with NFT and blockchain technology.

These figures suggest that rather than upending the art trade or completely disappearing, non-fungible tokens will likely find their niche within the art market, remaining particularly relevant among digital art enthusiasts and collectors. In this regard, looking at the [main collecting focus for digital art worldwide](#) in 2023, generative art and blockchain-based art emerged as the most popular types of NFTs, with around half of surveyed collectors being interested in such works.

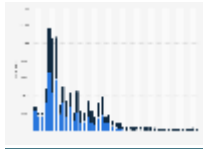
This text provides general information. Statista assumes no liability for the information given being complete or correct. Due to varying update cycles, statistics can display more up-to-date data than referenced in the text.

Show less- Description

Published by [Statista Research Department](#), Aug 9, 2024

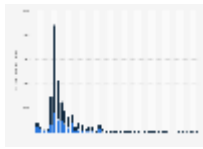
Editor's Picks

Current statistics on this topic



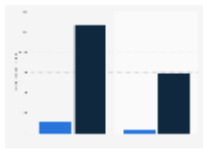
[Art & Antiques](#)

[NFT sales in the art segment worldwide in the last 30 days February 2025, by type](#)



[Art & Antiques](#)

[NFT sales value in the art segment worldwide in the last 30 days February 2025](#)



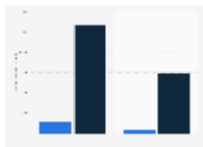
[Art & Antiques](#)

[Sales value of art and collectibles NFTs worldwide 2019-2023](#)

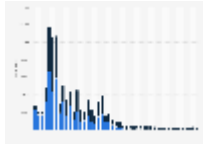
Recommended **statistics**

Overview

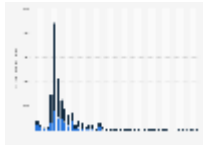
- [Premium StatisticSales value of art and collectibles NFTs worldwide 2023-2024](#)



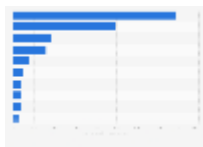
- [Premium StatisticKey information on the trading activity of art NFTs worldwide 2023](#)
- [Premium StatisticKey information on the trading activity of collectibles NFTs worldwide 2023](#)
- [Premium StatisticNFT sales in the art segment worldwide in the last 30 days February 2025, by type](#)



- [Premium StatisticNFT sales value in the art segment worldwide in the last 30 days February 2025](#)

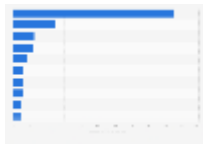


- [Premium StatisticKey information on public auctions of art-related NFTs worldwide 2021-2023](#)
- [Premium StatisticLeading NFT artists worldwide 2023, by auction revenue](#)

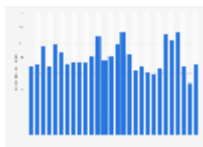


Leading NFT collections

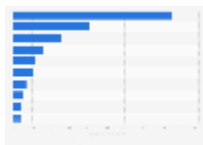
- [Premium StatisticMarket cap of leading NFT collections in the art segment worldwide 2024](#)



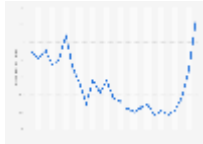
- [Premium StatisticMarket cap of Art Blocks NFT projects worldwide 2022-2024](#)



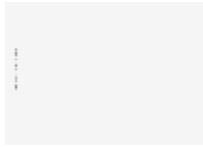
- [Premium StatisticKey information on the NFT trading activity of Art Blocks worldwide 2024](#)
- [Premium StatisticMarket cap of leading PFP NFT collections worldwide 2024](#)



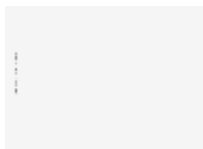
- [Premium StatisticMarket cap of Bored Ape Yacht Club NFTs worldwide 2023-2024](#)



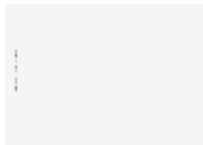
- [Premium StatisticDaily sales volume of NFT collection CryptoPunks to January 30, 2025](#)



- [Premium StatisticDaily sales volume of NFT collection Bored Ape Yacht Club to January 30, 2025](#)

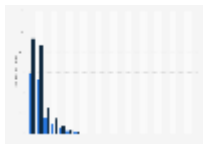


- [Premium StatisticDaily sales volume of NFT collection CryptoKitties to January 30, 2025](#)

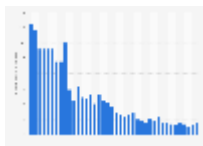


Online art platforms and marketplaces

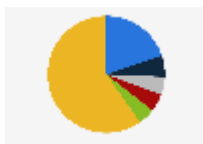
- [Premium StatisticBiggest NFT marketplaces on January 21, 2025, based on 30d sales volume](#)



- [Premium StatisticTotal visits to digital art market website superrare.com worldwide 2021-2024](#)

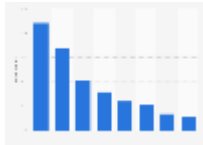


- [Premium StatisticShare of visits to digital art market superrare.com worldwide 2024, by country](#)



NFT collectors

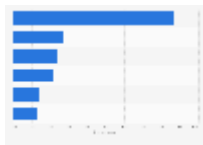
- [Premium Statistic](#)Leading channels used by HNW art collectors to purchase art worldwide H1 2024



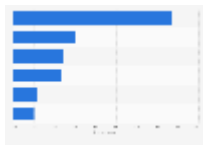
- [Premium Statistic](#)Median spending of HNW collectors on digital art H1 2024, by generation



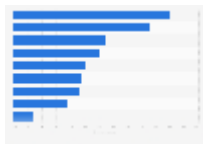
- [Premium Statistic](#)Art collectors' opinions on most interesting art investment products worldwide 2023



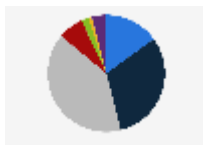
- [Premium Statistic](#)Wealth managers' opinions on most interesting art investment products worldwide 2023



- [Premium Statistic](#)Main collecting focus of global art collectors for digital art 2023



- [Premium Statistic](#)Average price paid per digital artwork by global art collectors 2023



- [Premium Statistic](#)Main ways global art collectors display digital artworks 2023