

Why it's not too late to invest in cryptocurrencies

After the 2021 price rally and an ATH after the next, many people are wondering whether it is already too late to invest in cryptocurrencies.

You can compare cryptocurrencies to the introduction of the internet in 1995. At the time, hardly anyone believed in it. Today, in 2022, the Internet is indispensable.

In the crypto area, we are currently still in early stages. So there is still a lot of potential here.

Other factors show the potential and importance of cryptocurrencies:

1. Increasing acceptance as a means of payment: More and more companies are offering that you can also pay in cryptocurrencies (e.g. Uber, VisaCard) - this means that it is accepted as a means of payment alongside fiat currencies, that's a big step.
2. International companies are investing in cryptocurrencies (e.g. Tesla, Telekom, MicroStrategy) - this shows that there is increasing trust here.
3. In the financial sector, the DEFI sector is playing an increasingly important role alongside the "regular banks" - billions of euros are flowing here from investors.
4. Companies enter the Metaverse and NFT business: Acceptance is also increasing in the Metaverse and NFT segments. Adidas and Nike e.g. created own NFT collections and partner with big players in the market.

As you can see, many large companies have already invested and are active in the cryptocurrency market. However, most of the population has not. Therefore, it is not too late to enter this area.