# Cryptocurrency trends to watch: RWA and Bitcoin's future by 2025



Alice Liu, a Research Lead at CoinMarket Alternative, has provided insights into the anticipated trends in the cryptocurrency landscape, forecasting that Reporting Real-World Assets (RWA) will dominate discussions within the sector by 2025. This perspective was shared during an interview with CoinFea, where Liu articulated the rapid growth and increasing significance of the RWA sector, largely driven by the soaring activity of institutional investors.

According to Liu, the RWA sector is currently experiencing high demand because of its sustainable business models, which yield actual operational revenues. As of now, the sector boasts a market capitalisation of approximately $18.7 billion, though it has seen a minor decline of 1.9% in the last 24 hours. Liu further projected that the first billion-dollar fund dedicated to RWAs is on the horizon, with substantial backing from major institutional players. Notably, BlackRock's BUIDL fund has already secured around $800 million in just three months, signalling a robust trend in institutional investment.

Looking toward emerging trends, Liu discussed the rise of decentralised science (DeSci), decentralised artificial intelligence (DeAI), and AI-driven decentralised finance (DeFi), predicting substantial developments in these areas by 2025. She also commented on the memecoin market, suggesting that it will continue to prosper, albeit amid challenges such as speculative trading behaviours. Liu noted a shift towards more stable, sustainable business models within the memecoin sector, indicating a maturation of the market.

Moreover, Liu highlighted the popularity of the memecoin category, which attracted over 400 million monthly visits last year according to CoinMarketCap. She emphasised that the trend of interest in memecoins is expected to endure into 2025, with the sector evolving to include more blue-chip and community-supported projects.

In her observations about Bitcoin, Liu asserted its potential for widespread adoption by 2025, linking this anticipated growth to the approval of spot Bitcoin exchange-traded funds (ETFs) globally. These ETFs are expected to facilitate corporate and governmental acceptance of Bitcoin. Data from SoSoValue revealed that spot Bitcoin ETFs collectively manage assets amounting to $10,682 billion, with nearly $1 billion in inflows recorded at the beginning of January.

Liu also referred to U.S. President Trump's recent proposal advocating for a strategic Bitcoin reserve for the Treasury, which could further stimulate global interest in Bitcoin. This proposal has already ignited discussions in nations including Germany, Russia, and Brazil, who are contemplating the inclusion of Bitcoin in their reserve assets alongside Poland. Liu posited that with the evolving landscape of Bitcoin's future, fluctuations in price are expected post-Trump’s inauguration, particularly with enhanced institutional engagement likely influencing market dynamics.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://javelinstrategy.com/research/2025-digital-asset-and-cryptocurrency-trends> - Discusses the anticipated trends in digital assets and cryptocurrencies for 2025, including the use of blockchain and AI, decentralized physical infrastructure, and tokenizing deposits, which aligns with the broader trends mentioned by Alice Liu.
2. <https://www.bpm.com/insights/blockchain-and-digital-assets-outlook-2025/> - Provides insights into the accelerating adoption of enterprise blockchain, the tokenization of real-world assets, and the growing institutional demand for digital assets, supporting Liu's points on RWA and institutional investment.
3. <https://www.bpm.com/insights/blockchain-and-digital-assets-outlook-2025/> - Mentions the approval of Bitcoin ETFs and their impact on corporate and governmental acceptance of Bitcoin, which is in line with Liu's observations about Bitcoin's potential for widespread adoption.
4. <https://javelinstrategy.com/research/2025-digital-asset-and-cryptocurrency-trends> - Highlights the integration of AI with blockchain technology, which supports Liu's discussion on decentralised AI (DeAI) and AI-driven decentralised finance (DeFi).
5. <https://www.bpm.com/insights/blockchain-and-digital-assets-outlook-2025/> - Discusses the regulatory environment and the expected proactive stance toward digital assets, which could influence the market dynamics mentioned by Liu.
6. <https://www.bpm.com/insights/blockchain-and-digital-assets-outlook-2025/> - Talks about the tokenization of real-world assets and its projected growth, aligning with Liu's forecast on the RWA sector.
7. <https://javelinstrategy.com/research/2025-digital-asset-and-cryptocurrency-trends> - Mentions the focus on sustainable business models and operational revenues in the digital asset sector, which is consistent with Liu's points on the sustainability of RWA business models.
8. <https://www.prnewswire.com/news-releases/full-schedule-released-for-hong-kong-web3-festival-2024-302102632.html> - Features discussions on Web3, blockchain security, and the latest trends in digital assets, which include topics like DeSci and DeAI mentioned by Liu.
9. <https://www.prnewswire.com/news-releases/full-schedule-released-for-hong-kong-web3-festival-2024-302102632.html> - Highlights the interest in stablecoins and global regulatory trends, which are relevant to the maturation and stability of the memecoin market discussed by Liu.
10. <https://javelinstrategy.com/research/2025-digital-asset-and-cryptocurrency-trends> - Emphasizes the importance of infrastructure and technology in the digital asset space, supporting Liu's points on the evolving landscape of digital assets.
11. <https://coinfea.com/rwa-is-the-number-one-use-case-in-crypto-right-now-says-research-lead-at-coinmarketcap/> - Please view link - unable to able to access data