

The Crypto Market Has Lost the Enterprise Investors' Interest

According to Jared Gross, JPMorgan's senior market strategies, the cryptocurrency market received substantial inflows from 2020 to 2021, but currently, institutional investors tend to avoid the crypto market. In fact, some institutions feel lucky to have missed the chance to invest in the market in the 2021 rally. In other words, cryptocurrencies as an asset class are 'nonexistent' for institutional investors. Investors' oblivion towards the crypto project is mainly due to the high volatility in the market. Moreover, institutions do not foresee intrinsic returns from investing in cryptocurrency projects. This implies that the cryptocurrency market will not attract enterprise investors' attention anytime soon. Therefore, with all that is happening in the world, the overall bearish trend in the crypto market will prevail.

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- **Source: www.pipsafe.com - Enterprise Investors**
- www.bitcoin.org

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