

Which Class of Asset Do Women Own Most? According to a recent survey, while traditional asset classes have failed to spur wider adoption by women, [cryptocurrencies](#) appear to have succeeded in attracting women. Data submitted to Cointelegraph by the eToro team highlights that cryptocurrencies are currently the second most widely held asset class by women. This comes from [eToro](#)'s latest Retail Investor Beat, which surveyed around 10,000 global retail investors in 13 countries. According to the survey results, there is a significant increase in cryptocurrency ownership among women. The data shows that ownership has increased from 29% in the third quarter of 2022 to 34% in the last quarter. According to the eToro team, this shows that cryptocurrencies are "succeeding where traditional financial markets sometimes fail," which is attracting more women. While crypto adoption surged among women in the final quarter of 2022, ownership among men increased by just 1% over the same period. Meanwhile, despite crypto being considered last year's worst-performing asset class, the overall amount of global investors owning crypto rose from 36% to 39% on a quarter-on-quarter basis. Apart from being driven by women jumping in, the data was also influenced by older investors buying the dip. Retail investors holding crypto aged 35-44 and 45-54 rose by 5% each, suggesting that older investors are also accumulating crypto.

Source: [The Pipsafe Team](#) - Which Class of Asset Do Women Own Most?

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