



# The Stablecoin Briefing

MASTERING THE CRYPTO  
KILLER-APP

July 2025



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# 01

News

KEY NEWS  
IN Q2 2025



## KEY NEWS IN Q2 2025

### 【 SUCCESSFUL IPO FOR CIRCLE 】

Listed on the stock exchange on June 5, 2025 at \$31, CRCL stock quickly soared (nearly 168% on the first day), peaking around \$263 in the following weeks. With a market cap close to \$50 billion in mid-July, this success reflects investor appetite for stablecoin-related securities (Circle issues USDC and EURC). The favorable regulatory environment (notably the progress of the GENIUS Act) has bolstered confidence, while Circle's solid financial performance has garnered attention from major funds like ARK Invest. The enthusiasm is palpable, but several analysts (Mizuho, Goldman, JPMorgan) warn: the model heavily depends on interest rate-related revenue and could reflect an overvaluation in the face of macro risks and growing competition.

### 【 PLASMA, THE "STABLECOIN-FIRST" BLOCKCHAIN 】

Backed by Bitfinex and Framework Ventures, the young stablecoin-oriented infrastructure raised one billion dollars in June through two presale phases on the Sonar platform, banking on a simple promise: enabling fee-free USDT transfers. Behind this "stablecoin-first" positioning, Plasma seeks to differentiate itself from Ethereum, Solana, and Tron with an architecture combining EVM compatibility, fast execution, and anchoring on a Bitcoin sidechain. But beyond the technology, it's mainly its \$500 million FDV valuation and the concentration of deposits among a few large wallets that are fueling debates. The mainnet launch, expected in the coming weeks, will be a first test to verify whether Plasma addresses a real need or is primarily a financial bet on the growing popularity of stablecoins.



### 【 SOCIÉTÉ GÉNÉRALE BECOMES THE FIRST BANK TO LAUNCH A DOLLAR STABLECOIN 】

As The Big Whale exclusively revealed in late May, Société Générale's crypto subsidiary (SG-Forge) confirmed in June its intention to launch a dollar-backed stablecoin this summer, named USD CoinVertible (USDCV), usable on Ethereum and Solana, with American bank BNY Mellon handling custody of reserves. This stablecoin adds to the euro offering launched in 2023 (EURVC), which currently has about 47 million euros in circulation. USDCV is intended for various uses: crypto trading, cross-border payments, treasury management, or collateral. It addresses a growing need among market participants seeking stable, regulated instruments integrated with traditional banking infrastructures. Société Générale thus becomes the first major banking institution to take the step toward a dollar stablecoin, entering into direct competition with issuers like Tether or Circle, in a context where regulators and institutions are gradually opening up to this type of asset.

## KEY NEWS IN Q2 2025

### 【THE UNITED STATES ESTABLISHES A REGULATORY FRAMEWORK】

Adopted by the Senate on June 17, this legislation establishes a regulated category of "payment stablecoins" (only issued by authorized entities, 1:1 backed by liquid assets, subject to monthly audits and AML obligations). It introduces a dual federal/state regime based on issuance volume and imposes strict oversight of reserves, transparency, and governance. The measure still needs to be validated by the House of Representatives before being enacted. Its impact is already visible: it regulates a stablecoin segment of nearly \$250 billion, while reassuring players like Circle, Coinbase, or Visa, which are rapidly expanding in this area. However, some foreign regulators and central banks fear a risk of global "dollarization" and an increase in Treasury securities purchases.



### 【JPMORGAN ADVANCES ITS POSITION WITH A NEW "DEPOSIT TOKEN"】

Presented in June 2025 under the name JPMD, this token directly represents dollar deposits held at the bank and is exclusively targeted at the bank's institutional clients via Base, the Ethereum Layer 2 developed by Coinbase. Unlike stablecoins, each unit is a claim backed by a bank deposit, potentially insured and interest-bearing. Transactions are thus faster while respecting banking standards for compliance. The ambitions are clear: to offer institutions a banking alternative to stablecoins that better meets accounting requirements. It remains to be seen whether this model, still very closed and centered on the JPMorgan ecosystem, will manage to create value beyond its internal perimeter.

### 【USDG (KRAKEN, ROBINHOOD, MASTERCARD) ARRIVES IN EUROPE】

Launched in Europe on July 1 by American company Paxos, this "Global Dollar" arrives in full compliance with the MiCA regulation thanks to its license obtained from the Finnish regulator. Available on Ethereum, Solana, and other blockchains, USDG integrates into a distribution network led by players like Kraken, Robinhood, and Mastercard, who will benefit from a portion of the reserve revenues. Beyond being an alternative to giants USDT and USDC, this stablecoin betting on regulatory supervision represents a strategic gamble: capturing European institutions and users seeking stability and transparency. The challenge remains to see if this distributed infrastructure, with payment giants' commitment, can transform a promising launch into tangible usage on a global scale.



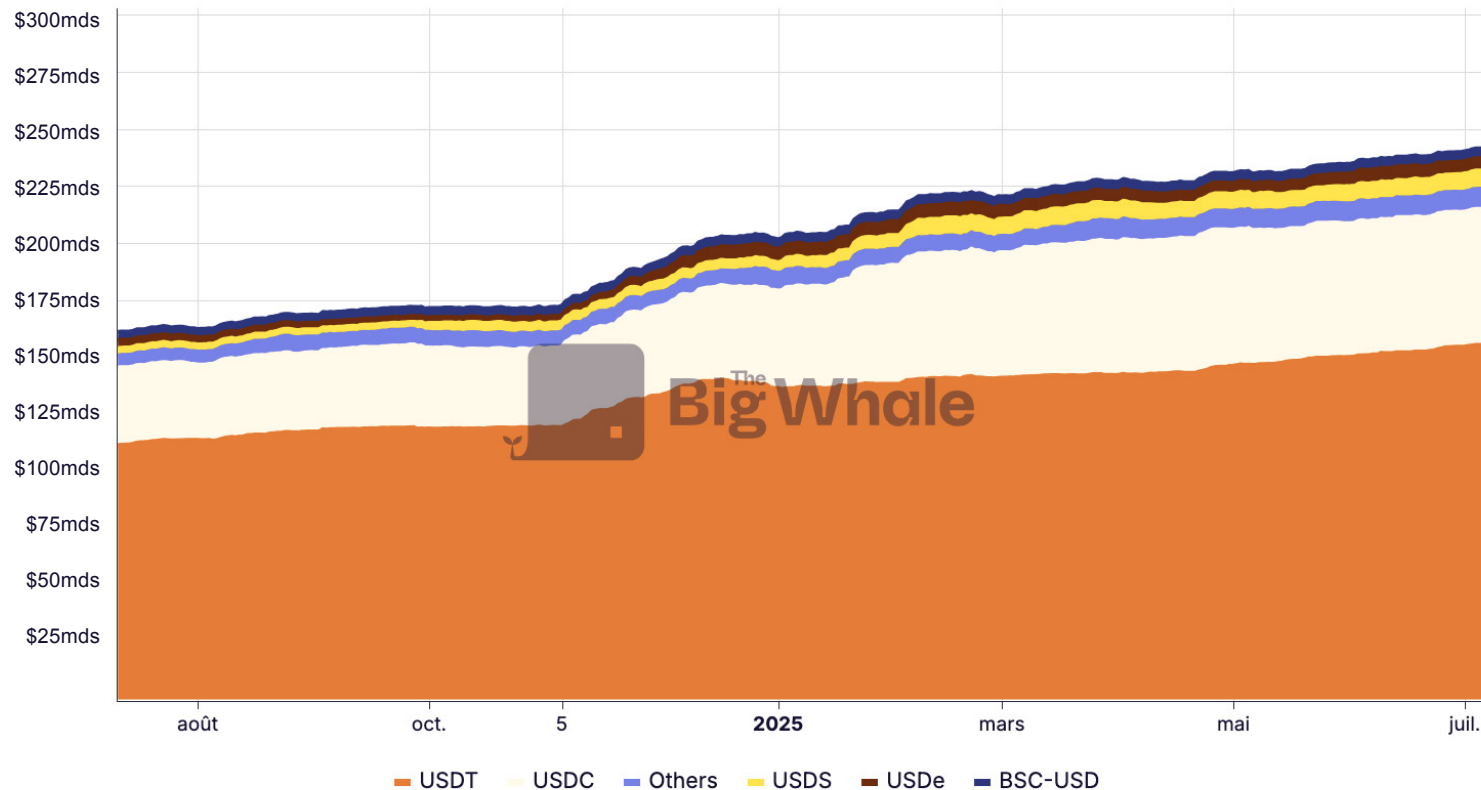
# 02

## Market share

A MARKET DOMINATED  
BY USDT AND USDC



## 02 A MARKET DOMINATED BY USDT AND USDC



The stablecoin market today weighs more than \$250 billion, and this digital monetary mass is far from being equally distributed. At the forefront, Tether's USDT stands as the dominant stablecoin, powered by a multi-chain infrastructure (Ethereum, Tron, Solana, Avalanche...) and a distribution that escapes major jurisdictions. Neither regulated in the United States nor authorized in Europe, USDT thrives in gray zones. It is massively used on offshore platforms, in informal payment corridors, and by populations with restricted access to the banking system.

It's also the reference stablecoin for crypto-to-crypto exchanges, representing nearly 70% of daily trading volumes. Tether, which publishes its reserves via quarterly attestations, has recently strengthened its exposure to US Treasury bonds (it holds more than Germany, Spain, or Australia), while diversifying its revenues through investments in gold, Bitcoin, and alternative financial products.

## 02 A MARKET DOMINATED BY USDT AND USDC

On the other side, Circle's USDC follows a more institutional expansion strategy. Issued by an American entity and now approved in Europe under the MiCA regulation, USDC targets regulated players: fintechs, banks, asset managers, and companies looking for a stable and compliant solution. Circle multiplies integrations, whether via Coinbase, Stripe, or Robinhood, and pushes USDC into digital commerce channels and cross-border payments. USDC's capitalization remains well below that of USDT, but its share in "institutional" transactions is growing. The rest of the market is fragmented among decentralized projects like DAI, banking initiatives like Société Générale's EURCV, or large-scale integration attempts like PayPal's PYUSD. But none has yet managed to establish itself as an alternative to USDT and USDC, which together structure the monetary backbone of the crypto ecosystem.





# 03

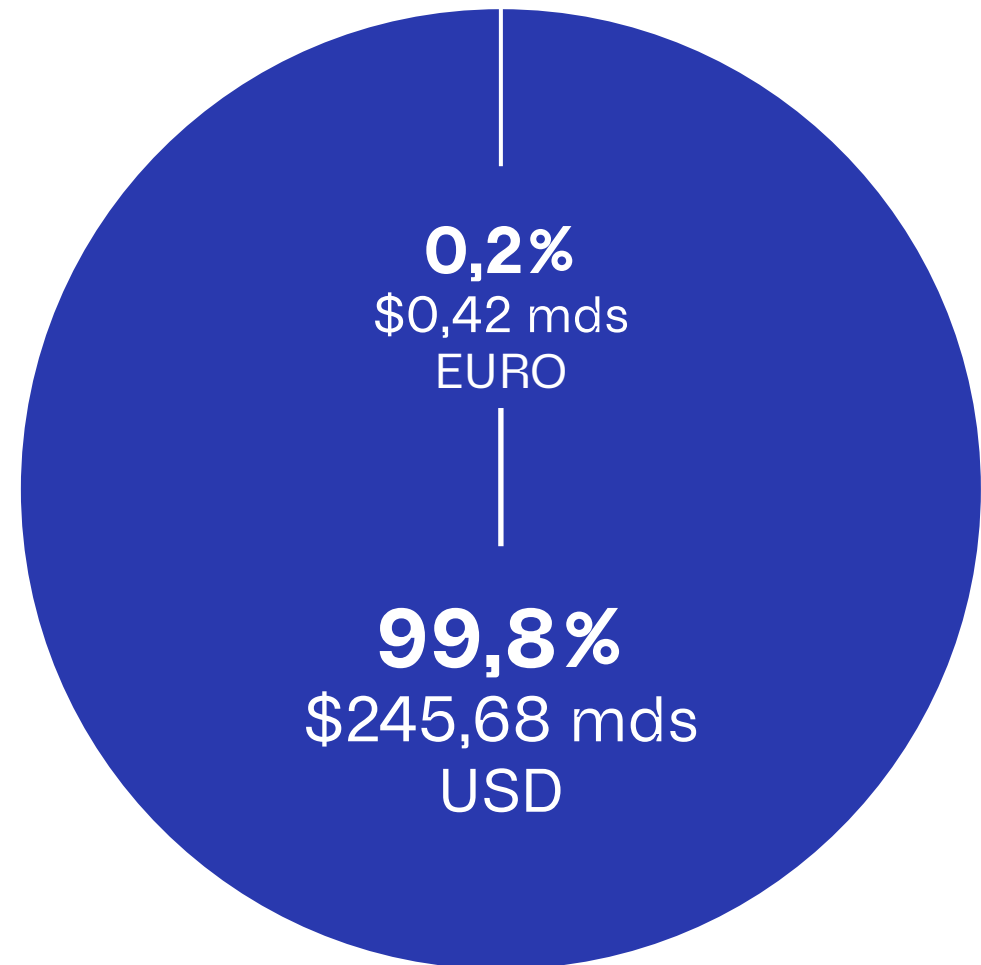
Currencies

## DOLLAR: AN UNWAVERING HEGEMONY



## 03 DOLLAR: AN UNWAVERING HEGEMONY

As of July 10, 2025, more than \$245 billion is represented by dollar-backed stablecoins, accounting for over 98% of all stable currencies in circulation. By comparison, euro-denominated stablecoins weigh \$413 million, and those in Singapore dollars barely \$16 million. This abyssal gap is not just about market inertia: it reflects the global demand for the dollar, perceived as a safe haven in many fragile or inflationary economies. Dollar stablecoins provide access without going through the traditional banking system, which is often costly or inaccessible. They are also widely integrated into exchange platforms, DeFi protocols, and cross-border payments solutions. Conversely, the euro and other currencies struggle to establish themselves due to a lack of equivalent natural demand and favorable regulation. In Europe, issuers must immobilize a majority of the reserve in low-yield bank accounts (around 1%), while in the United States it's placed in sovereign bonds (around 4%).





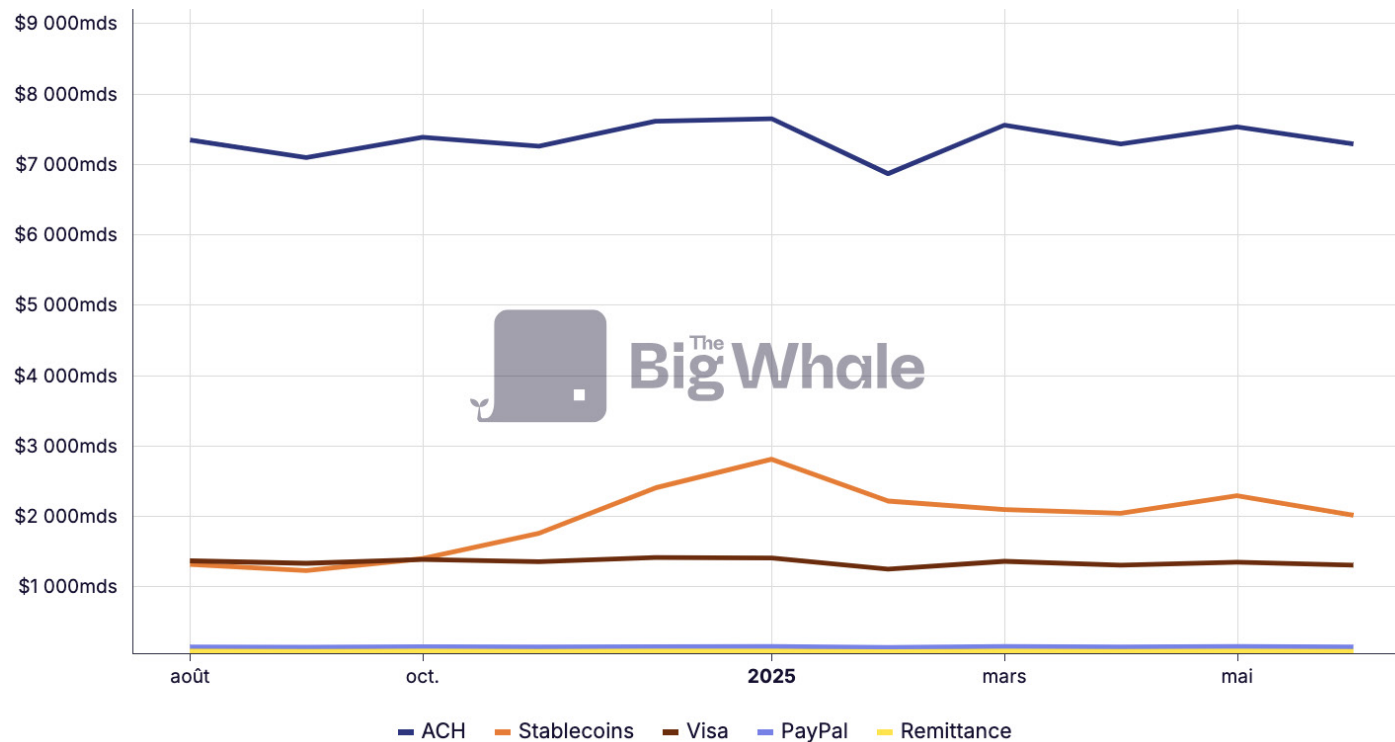
# 04

## Payments

AFTER VISA AND PAYPAL,  
THE NEXT RIVAL IS  
CALLED ACH



# 04 AFTER VISA AND PAYPAL, THE NEXT RIVAL IS CALLED ACH



The shift is subtle, but it's redrawing the main lines of global financial infrastructure. In June 2025, stablecoins recorded \$2 trillion in adjusted volume over a 30-day rolling period, according to Artemis data. That's more than Visa (\$1.3 trillion), PayPal (\$138 billion), and even cross-border remittance flows (\$75 billion). These figures reflect the continuous rise of stablecoins, which are no longer confined to crypto-to-crypto exchanges but now serve in business payments, settlements between platforms, and transfers in areas with high monetary instability. Only one system remains to surpass: the ACH network, the United States' historical banking

rail, which still processes about \$7.3 trillion per month. The progression of stablecoins can be explained by several factors: 24/7 circulation, often negligible fees, native composability with decentralized finance (DeFi) applications, and above all, a growing need for digital dollars in areas where the greenback is rare or controlled. Unlike traditional networks like ACH or SWIFT, stablecoins function without intermediaries, with direct access from a simple wallet. This disintermediation allows them to rapidly establish themselves where traditional infrastructures are absent, constrained, or too expensive.



# 05

Profits

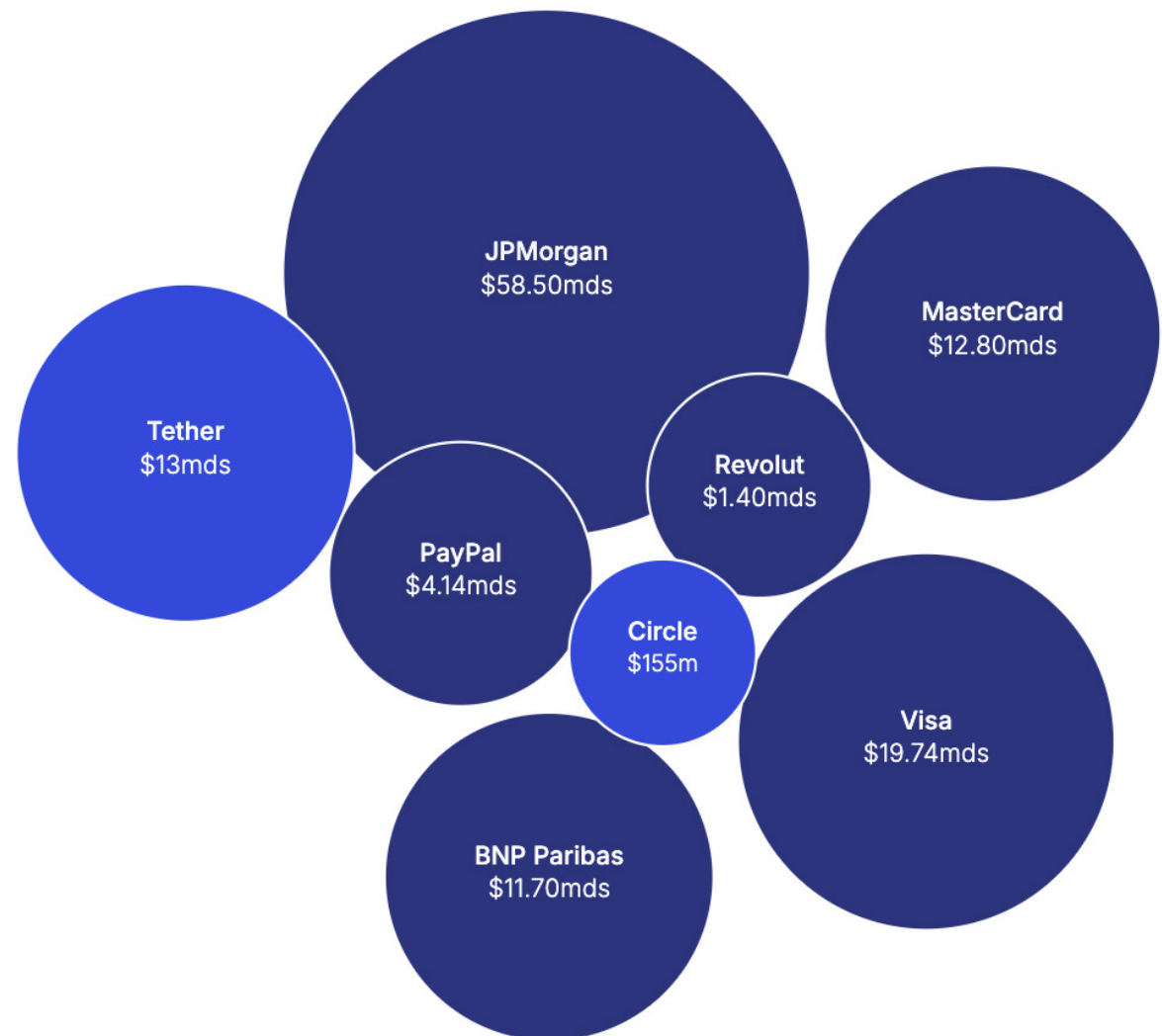
**TETHER: PROFITS  
COMPARABLE TO BANKS**





## 05 TETHER: PROFITS COMPARABLE TO BANKS

In 2024, Tether reported generating \$13 billion in net profits, a level equivalent to that of major banks like Banco Santander (\$13.5 billion), MasterCard (\$12.8 billion), or BNP Paribas (\$12.6 billion). This figure is all the more impressive given that Tether is not a publicly traded company, has no public shareholders to satisfy, and operates with a much lighter structure. According to the latest available estimates, Tether employs fewer than 100 people, compared to more than 29,000 at Visa, 25,000 at Mastercard, or 240,000 at JPMorgan. If these data are accurate, the profit per employee at Tether would exceed \$100 million, making it one of the highest ratios in the world. These profits mainly come from the yield generated on USDT reserves, heavily invested in US Treasury bonds. As interest rates have remained high, interest income has mechanically exploded. Today, Tether is looking to diversify into Bitcoin mining, artificial intelligence, and, more surprisingly, into agriculture in South America and the Juventus Turin football club, of which it owns nearly 10% of the capital. Circle, meanwhile, lags behind (\$200 million) due to enormous distribution costs to ensure the best possible presence in the regulated institutional ecosystem.



# 06

Yield

**YIELD: STABLECOINS  
COMPETE WITH US  
TREASURY BONDS**



## 06 YIELD: STABLECOINS COMPETE WITH US TREASURY BONDS



Placing stablecoins like USDT and USDC in decentralized lending protocols such as Aave offers yields often higher than those of 1-month US Treasury bills. The annualized yield rate on USDT has regularly exceeded 5%, with occasional peaks at 10% or even 20% during periods of liquidity tension or high demand on DeFi platforms. In comparison, 1-month US Treasury bills (considered a risk-free asset) have oscillated between 4.5% and 5.5% over the period, with much less volatility. This dynamic reflects an increasingly visible reality: stablecoins are no longer

simple transfer vehicles but income-generating assets in their own right. In an environment where rates remain high, some institutional investors are beginning to consider them as a complementary tool to optimize their cash management, provided they manage the risks (technological, regulatory, counterparty). The yield gap between USDT on Aave and T-Bills can be explained by the additional risk of DeFi, but it remains attractive for more aggressive profiles.

# 07

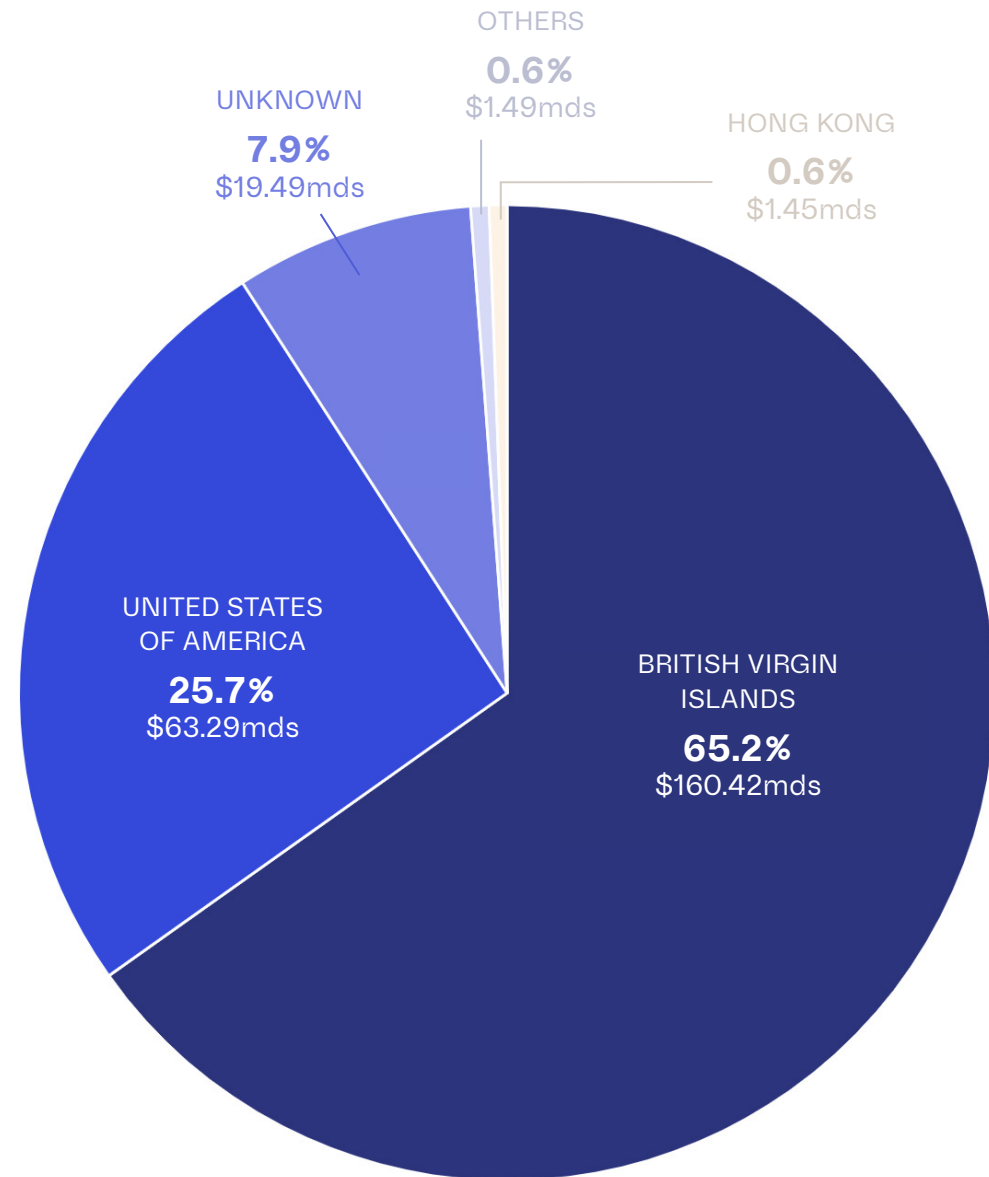
Regulation

ISSUERS BETWEEN STRICT  
REGULATION AND FLEXIBLE  
JURISDICTIONS



## 07 ISSUERS BETWEEN STRICT REGULATION AND FLEXIBLE JURISDICTIONS

Behind the technical facade of stablecoins lies a geography that is very revealing of the sector's regulatory arbitrage. The majority of issuers today are domiciled either in the United States or in less constraining jurisdictions like the British Virgin Islands. This is the case for Tether Holdings, the issuer of USDT, by far the most widely used stablecoin in the world. Based in the Virgin Islands, Tether has been built outside the American or European regulatory umbrella. This position allows it to circulate massively in areas where access to the dollar is difficult, particularly via the Tron network, without being subject to the same requirements as its competitors. The structure alone controls several versions of the USDT stablecoin, as well as tokens denominated in euro, yuan, and gold. At the opposite end, Circle, an American company registered in Massachusetts, embodies an approach that conforms to traditional finance standards. It issues USDC and EURC, two regulated stablecoins whose reserves are deposited in American institutions and monitored by external auditors. Circle recently took a decisive step by obtaining an electronic money institution license in France, allowing it to operate in the European Union under the MiCA framework. This assumed positioning aims to attract businesses and institutions.



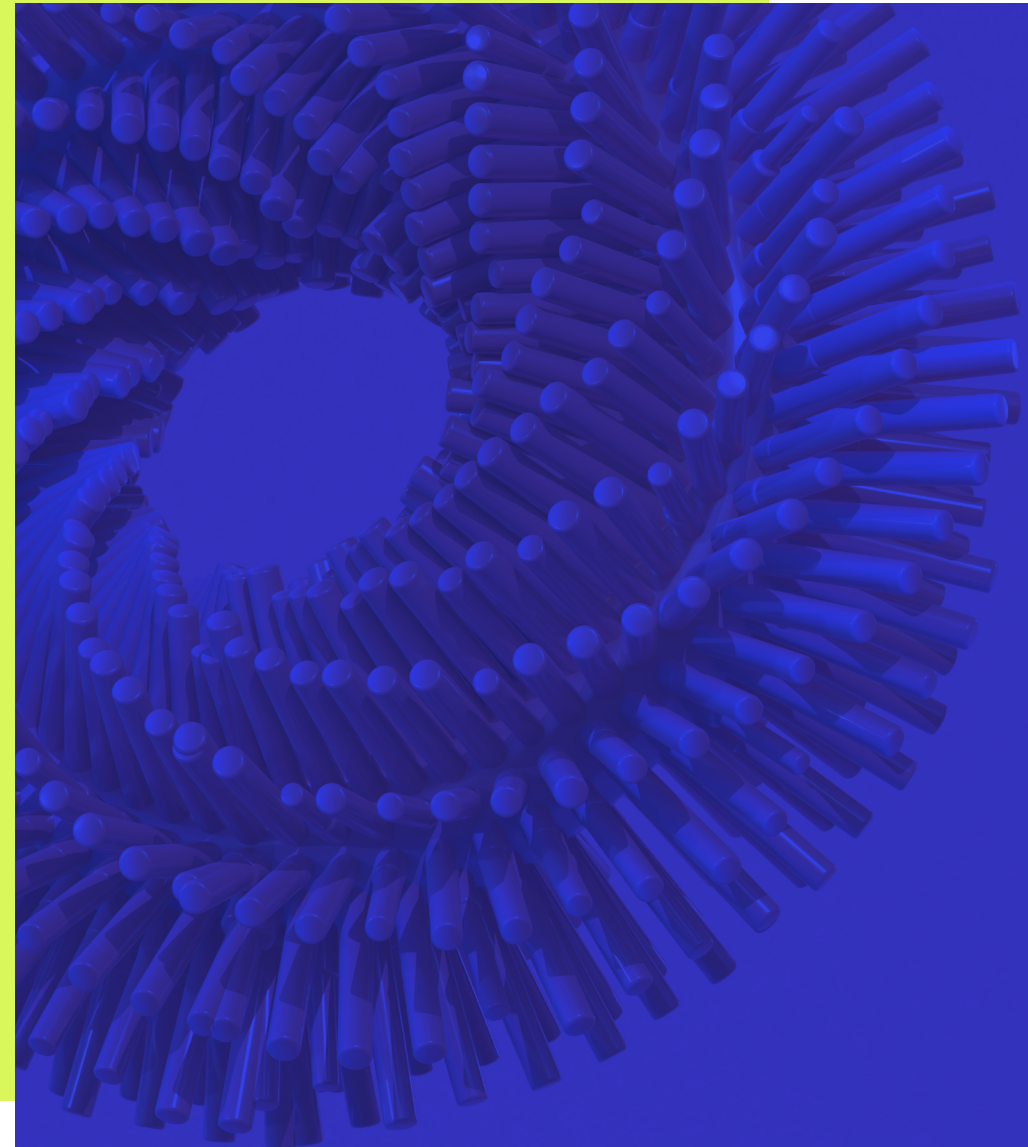


# 07 ISSUERS BETWEEN STRICT REGULATION AND FLEXIBLE JURISDICTIONS

Other American issuers, such as Paxos Trust Company, complete this landscape with a B2B model. Paxos is behind PYUSD, the stablecoin launched with PayPal, and formerly Binance's BUSD, now phasing out. Unlike Tether, Paxos operates under the supervision of the New York regulator (NYDFS), which limits its room for maneuver but allows it to operate in a regulated framework.

In Europe, initiatives remain rare, but a few players are emerging. Société Générale-FORGE, a subsidiary of the French banking group, has been issuing EUR CoinVertible (EURCV) since 2023, now complemented by USD CoinVertible (USDV) launched in summer 2025. Iceland's Monerium, approved as an electronic money institution, offers a euro stablecoin (EURE). These projects benefit from the MiCA framework, but still struggle to reach significant volumes.

But part of the market escapes any clear jurisdiction: these are the so-called "decentralized" stablecoins, such as USDS, DAI, LUSD or USDe. These tokens are issued by autonomous protocols, often without an identifiable legal entity. They rely on algorithmic mechanisms or overcollateralization in cryptocurrencies, but their decentralization is sometimes relative, especially when a DAO or foundation centralizes key decisions.



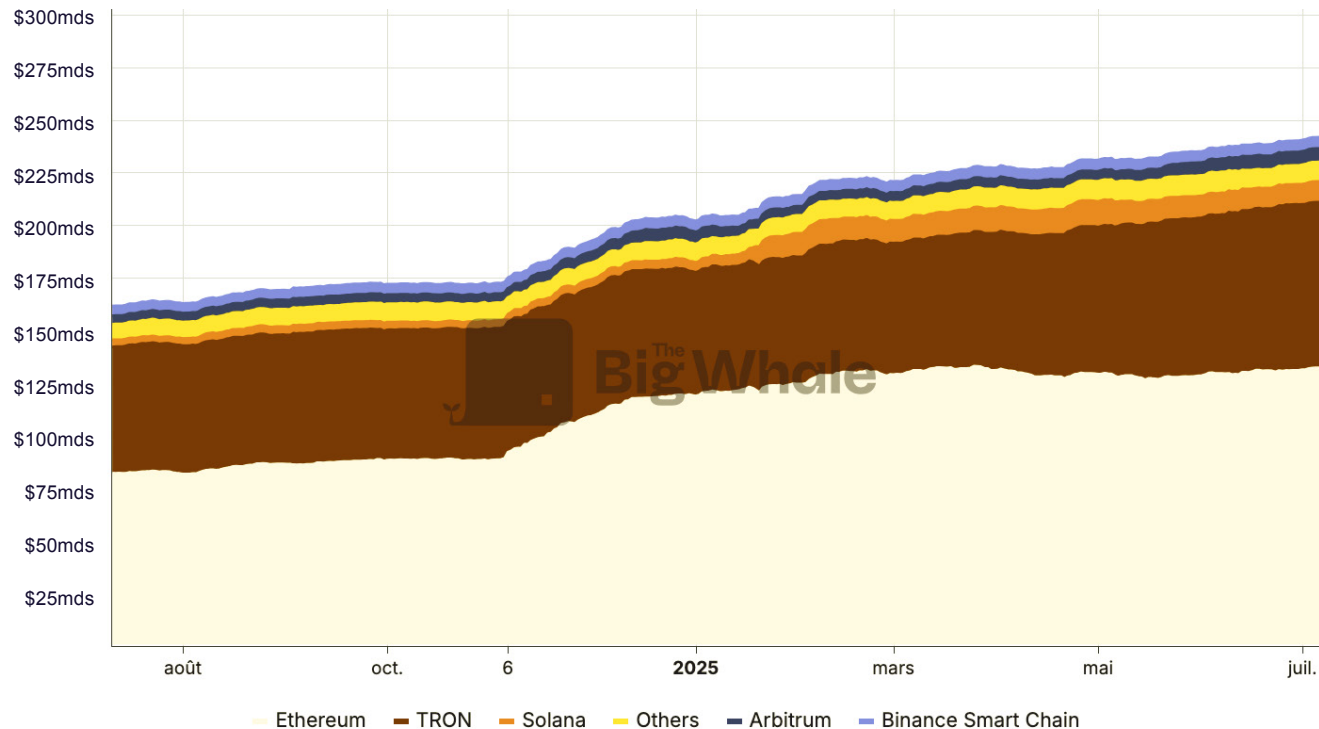
# 08

Networks

ETHEREUM MAINTAINS  
CONTROL OVER  
INFRASTRUCTURE



# 08 ETHEREUM MAINTAINS CONTROL OVER INFRASTRUCTURE



In the stablecoin market, not all blockchains compete on equal terms. Despite the rise of newer alternatives, Ethereum remains largely dominant, concentrating more than 50% of outstanding assets. This position is due to the blockchain's longevity, proven security, and level of decentralization, making it the preferred infrastructure for regulated projects and institutional issuers. This predominance is reflected in the majority of deployments. In second position, Tron has established itself as the other market pillar, thanks to an aggressive strategy supporting USDT, very low fees, and massive adoption in emerging regions (particularly in Southeast Asia).

Tron now represents more than 30% of stablecoin market capitalization. Behind these two leaders, other blockchains remain marginal. Solana, Arbitrum, Base, Polygon, or Avalanche are progressing slowly, driven by targeted integrations and occasionally more dynamic volumes, but none manages to structure as massive a usage as their two predecessors. The market remains polarized between Tron's perceived efficiency and Ethereum's institutional reliability. This distribution may evolve, but for now reflects the technical maturity of infrastructures and the geography of usage.



THIS BRIEFING WAS DESIGNED  
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