

# Identity Digital Investor Insights Report

A data-driven look at the state of domain investing in 2026.

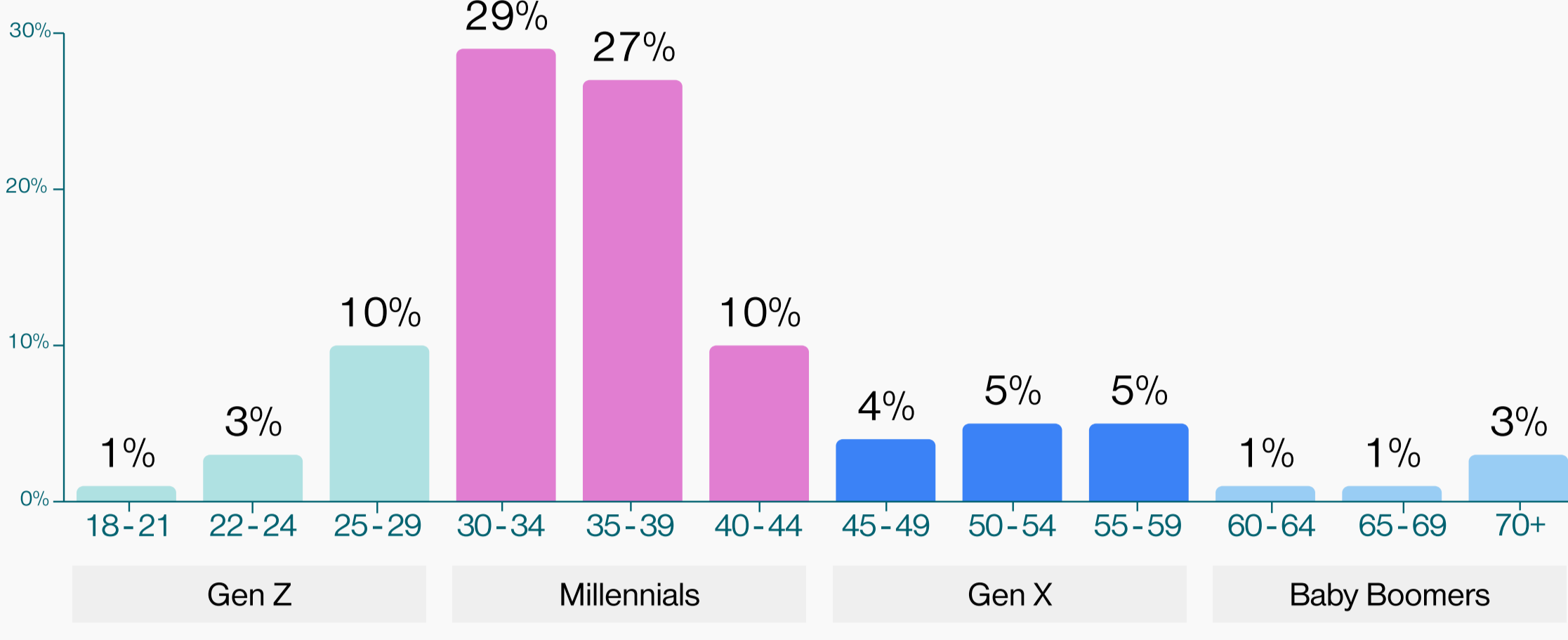


Domain investing rewards those who spot demand before the market catches up. But the landscape is shifting: new TLDs are gaining traction, AI is driving a wave of registrations, and tools are evolving.

This report draws on the results of a two-phase study conducted in late 2025 by Identity Digital, combining qualitative interviews with domain industry experts and a quantitative survey of domain investors. Findings reflect the perspectives of research participants.

## Who Is Today's Domain Investor?

Surveyed domain investors are typically tech-savvy mid-career professionals investing part-time.



**66%** are millennials (30 - 44)

**66%**  
work full- or part-time outside domain investing

**49%**  
work in tech or related fields

**75%**  
have completed a 4-year degree or higher



**52%**  
report household income of \$100K or less

For most investors, while this isn't a full time job, there is ambition to turn a calculated side bet into a serious revenue stream.

## How Domain Investors Approach the Market

Surveyed domain investors tend to steadily acquire and selectively sell, reflecting a market built on patience.



Most domain investors are playing the long game rather than chasing quick returns.

## How the Market Prices Domains

Without a consistent public record of transactions, investors piece together valuations from incomplete data and peer signals.

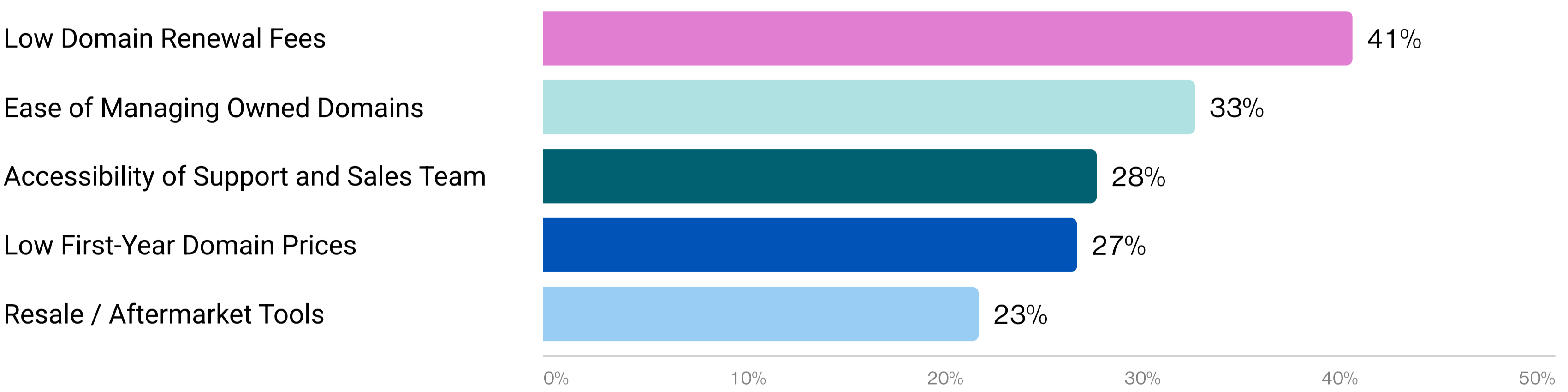
- Appraisal tools exist but lack standardization
- Many domain sales are private and not publicly reported
- Value is realized at sale, not continuously priced
- Investors rely on instinct, experience, and peer signals



## How Registries and Registrars Shape Investment Behavior

When investors evaluate opportunities, both the registry and registrar impact their investment decisions.

What Surveyed Investors Value Most in a Registrar



**67%** say registry operators impact investment decisions

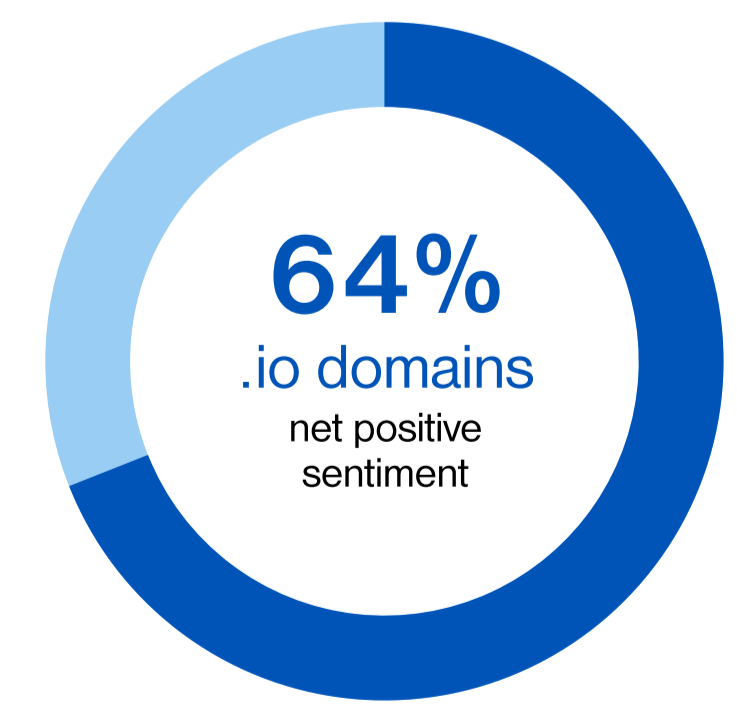
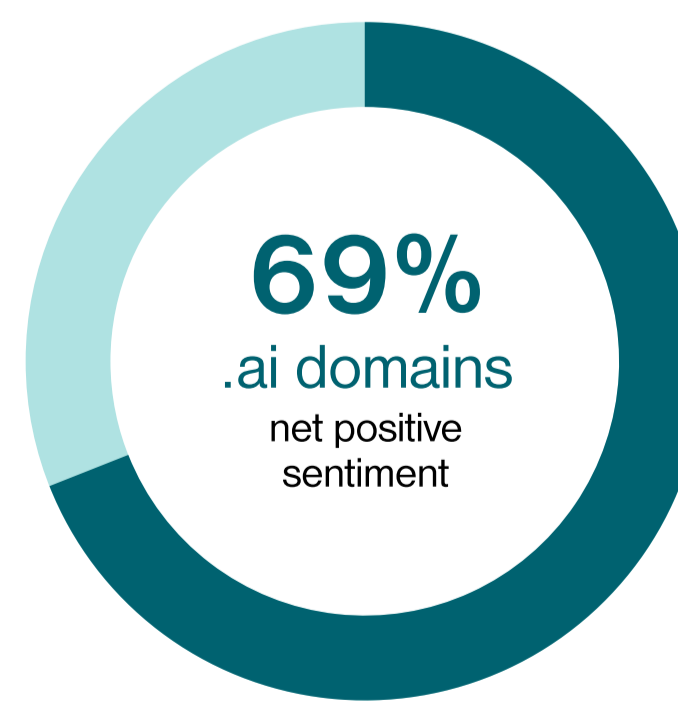
**69%** are more likely to invest when they see registry marketing

Investment decisions are shaped by the domain itself, the platform, and available management tools.

## Where Investors Are Placing Bets

Investors select domains aligned with industries they understand and trends they believe in.

- Investors focus on familiar industries
- Trend-driven categories (e.g. tech and AI) attract strong interest
- Short, brandable domains remain widely preferred



## How Domain Investors Differ

While patterns emerge across the market, differences in capital and time in the market shape two primary investor groups.

### Emerging Investors

Emerging investors build with intention, making calculated bets at accessible price points and learning as they go. Trend alignment and community validation matter. They look for signals that confirm their instincts before scaling.

### Established Investors

Established investors have built their approach over years and know what they're looking for. The data is useful, but it confirms more than it surprises. Success is measured in equal parts returns and reputation.



Identity Digital operates one of the world's largest TLD portfolios and publishes content built specifically for domain investors. Follow us on [X@IdentityDig](#) for more registry-backed insights