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Lithuanian Crypto Adoption Survey 2026



A report by **K33 Research**
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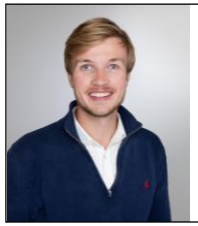
About

K33 RESEARCH

K33 Research
K33 Research's mission is to give people the confidence to trust digital assets and thereby enable worldwide adoption. K33 Research provides data-driven analysis and research within the field of bitcoin and digital assets. After launching in August 2019, K33 Research has become a trusted brand, helping clients strengthen their credibility and visibility through research reports and analysis. In addition, it regularly publishes reports, market updates, and articles on its research platform to educate and share insights.

K33 Research is a part of K33. K33 is an innovative, research-led digital assets brokerage, empowering EMEA clients with industry-leading insights, a multi-exchange brokerage service, and tailored managed funds. Accessible at k33.com or through distribution partners, the unified K33 platform offers a comprehensive suite of digital asset investment solutions.

K33 is listed on Nasdaq First North Growth Market in Sweden.



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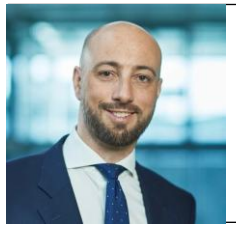
Thanks to our Main Partners Nordic Blockchain Association and Firi

Nordic Blockchain Association
Nordic Blockchain Association (NBA) has been a driving force in advancing blockchain technology and crypto adoption for over eight years. NBA is a non-profit organization that operates actively across all of the Nordics and also internationally to nurture and expand the blockchain ecosystem. We are dedicated to fostering collaboration between governments, large corporations, startups, academia, and other key stakeholders.

NBA's initiatives include organizing high-profile events and conferences such as monthly meet-ups, roundtables and the annual Nordic Blockchain Conference which brings together industry leaders, innovators, and policymakers. We work closely with regulators and stakeholders across Europe and beyond, helping shape the regulatory landscape and advocating for policies that promote clarity, innovation and adoption.

Through our ongoing efforts, NBA has become a key player in strengthening the blockchain community in the Nordics and beyond.

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Firi - making crypto simple and secure.
Firi is the largest Nordic cryptocurrency exchange, with over 400,000 verified users and approximately €1 billion in annual trading volume. Since launching, Firi has become the trusted entry point for crypto in the Nordic region, with a main focus within the consumer market - holding around 82% of the local market trading volumes.

The platform offers a straightforward experience for buying, selling, and managing a wide range of digital assets, available via web and mobile app with local payment methods and local-language support. Firi operates under full regulatory compliance and licenses.

Beyond trading, Firi publishes market updates, podcast, educational content, and crypto guides — helping everyday people make informed decisions about digital assets. It is the natural starting point for anyone entering the crypto market in the Nordics.

www.firi.com



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THANK YOU

Lithuania

1. 11.6 percent of all Lithuanian adults own crypto
2. Younger Lithuanians are more likely to hold crypto
3. 17% of all Lithuanian men own crypto, vs. 6% of women
4. One in four young Lithuanian men own crypto
5. 30% of all Lithuanians believe they'll own crypto by 2036
6. Lithuanian men are far more open to buying crypto in the future
7. Future crypto ownership expectations links directly with age
8. Current crypto owners intends to buy more in the future
9. Lithuanians buy their crypto on Revolut
10. Lithuanian Crypto Wealth Estimate: EUR 983M

Executive summary

278,000 Lithuanian adults own cryptocurrency, representing 11.6% of the adult population.. Survey responses indicate that 30% of Lithuanians expect to own crypto within 10 years, implying roughly 715,000 potential owners by 2036.

Crypto adoption in Lithuania is strongly concentrated in urban and higher-income segments. Residents of Vilnius show ownership rates close to 20%, nearly four times higher than rural areas. Similarly, individuals earning above EUR 1,500 per month are more than twice as likely to own crypto compared to lower-income groups, highlighting a clear structural divide in adoption.

Young men continue to dominate Lithuanian crypto ownership. Approximately one in four men aged 18–39 own crypto, while overall male ownership stands at 17% compared to just 6% among women. Women account for 30% of crypto owners, indicating a meaningful but still limited female presence relative to other Baltic markets.

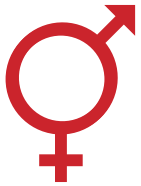
Ownership declines steadily with age, with the highest participation observed among individuals aged 18–39.

Lithuanian crypto ownership is characterized by modest portfolio sizes and broad reliance on neobank infrastructure. Over 30% of owners hold less than EUR 100 in crypto, indicating shallow retail exposure. Revolut is the dominant platform, used by 44% of crypto owners, while international exchanges play a secondary but meaningful role.

Key findings



Lithuanian crypto owners
278,000
(12% of all adults)



Male vs. female crypto ownership rate
17% vs 6%



Estimated Lithuanian Crypto Wealth
983m EUR ($1.1bn)



Potential crypto owners by 2036
30%
(715,000 owners)

About the Survey

Q1: Sent to all: Do you own bitcoin or other cryptocurrencies?
Alternatives: Yes, No

Q2: (Conditioned, if yes Q1): Which cryptocurrencies do you own?
Multiple Choice: Bitcoin, Bitcoin Cash, Ethereum, Solana, TRON, BNB, XRP, Cardano, HYPE, XMR, ZEC, DOGE, SHIB, USDC, USDT, PYUSD, DAI, Other Stablecoins, Other Cryptocurrencies

Q3 Sent to all: Do you think you'll buy cryptocurrencies (either for the first time, or more than you already own) within:
Alternatives: 1 year, 3 years, 5 years, 10 years, I'll never acquire cryptocurrencies or NFTs

Q4 (Conditioned, if yes Q1): What is the current total value of your cryptocurrency holdings?
Alternatives

Q5 (Conditioned, if yes Q1): Which platform(s) do you use to buy or sell cryptocurrencies?
Multiple choice, several alternatives.

Lithuania

1000 respondents in total

488 male

512 female

162 respondents aged 18-29 years

196 respondents aged 30-39 years

187 respondents aged 40-49 years

194 respondents aged 50-59 years

261 respondents aged 60-74

11.6 percent of all Lithuanian adults own crypto

- Our first survey covering Lithuania finds that **11.6%** of the adult population owns cryptocurrencies, equivalent to **278,000** Lithuanians owning crypto.
- Lithuania shows the strongest capital-city effect of all three Baltic countries: **Vilnius** residents own crypto at **19.9%**, nearly 3.5x the rate of small-town and rural residents (5.7%).
- **Self-employed individuals** lead at **20.0%**, with students 16.0% and office workers 14.4% also well above average, while pensioners trail at 2.8%.
- Earning **above EUR 1,500** per month roughly doubles the likelihood of owning crypto (19.2%) compared to those earning under EUR 750 (7.7-8.5%).

*This entire survey is based on Lithuanian adults aged 18 and older

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%

Crypto ownership rate

11.6% of all adults



Lithuanian crypto owners

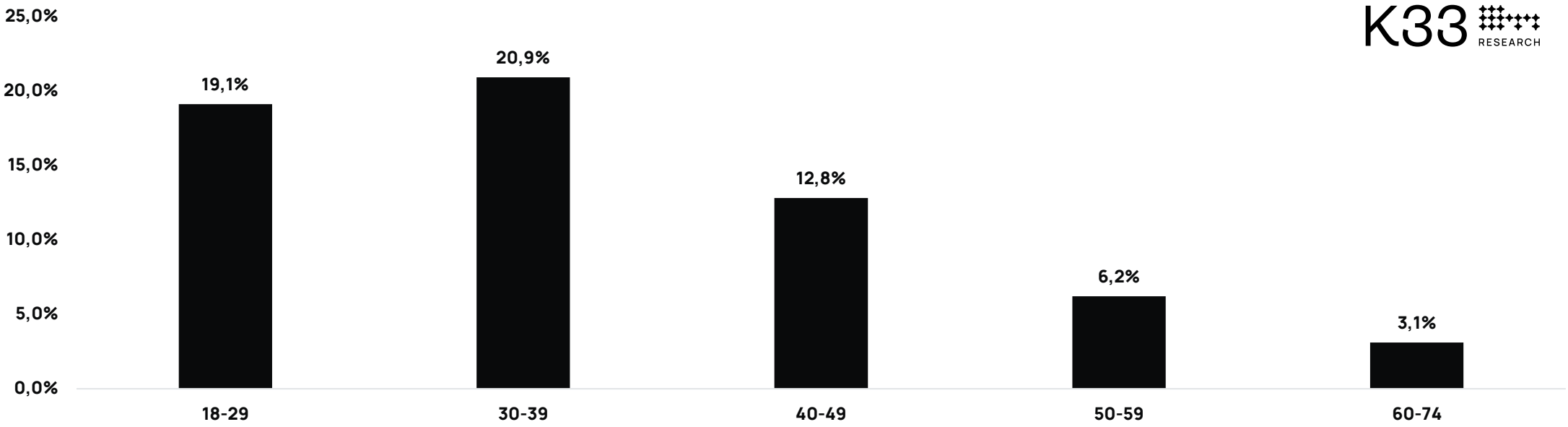
278,000

Younger Lithuanians are more likely to hold crypto

Crypto ownership goes hand in hand with age in Lithuania.

- 19% of all survey respondents aged 18-29 own crypto, and 21% of all survey respondents aged 30-39 own crypto.
- Ownership rates decline substantially as we progress to adults aged 40 and older.

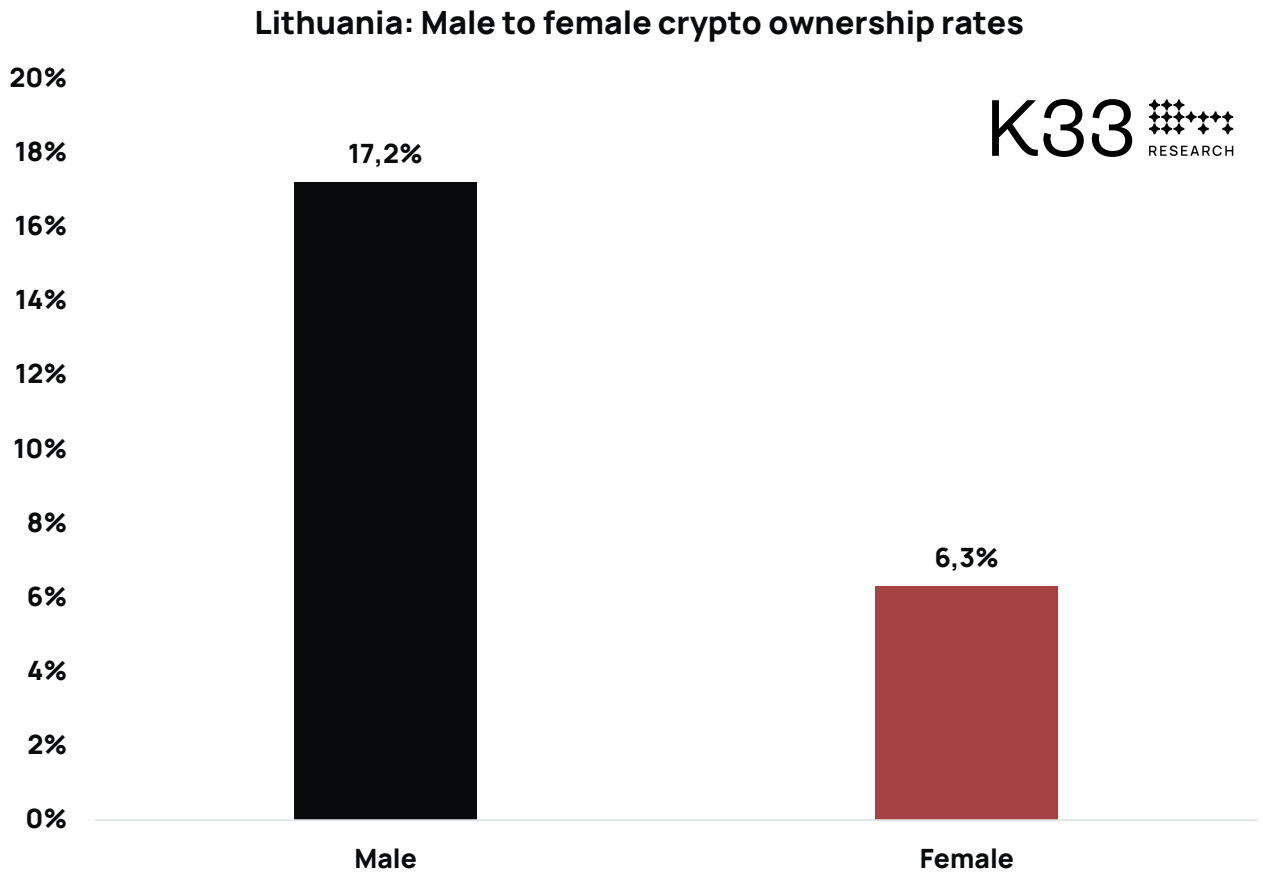
Owns crypto per age, Lithuania



Source: K33 Research

17% of all Lithuanian men own crypto, vs. 6% of women

- Crypto ownership is more common among men in Lithuania. **17.2%** of all Lithuanian men own crypto, compared to **6.3%** of all females.
- While the gender gap is significant, Lithuania's 6.3% female crypto ownership rate is generally higher than the figure in the Nordics.
- **30%** of Lithuanian **crypto owners** are female.
- We estimate that **193,000 male Lithuanians** own crypto, compared to **80,000 females**.

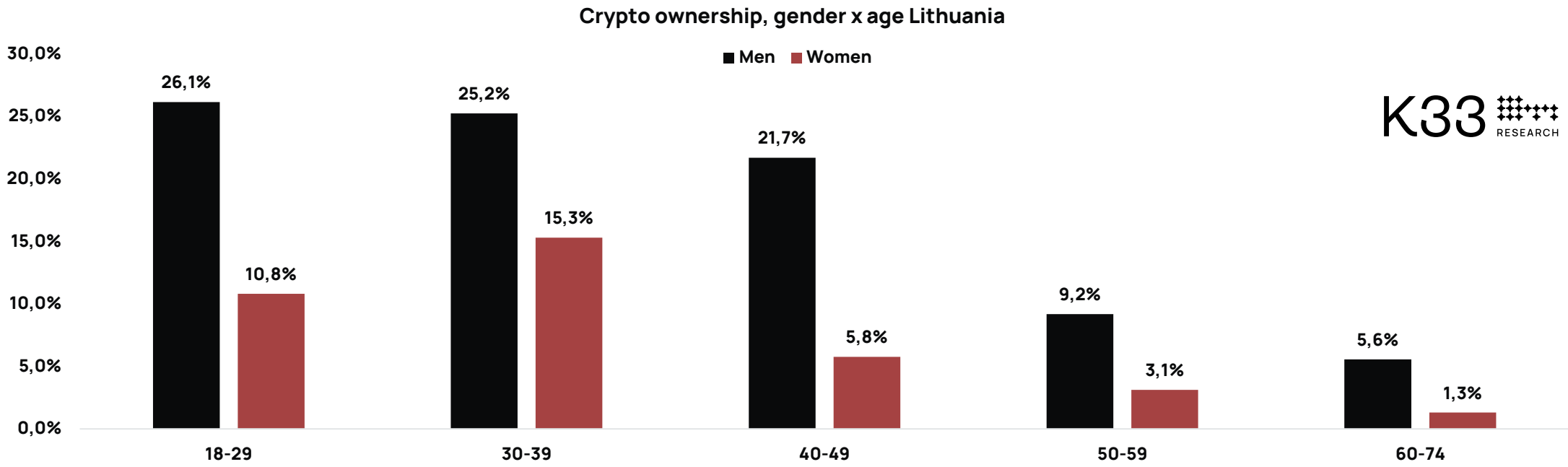


Source: K33 Research

One in four young Lithuanian men own crypto

Crypto ownership is heavily dominated by young men in Lithuania.

- 25.5% of all male survey respondents aged 18-39 own crypto, compared to 13.1% of females within the same age group.
- Crypto ownership is markedly more common among men compared to females across all age groups.



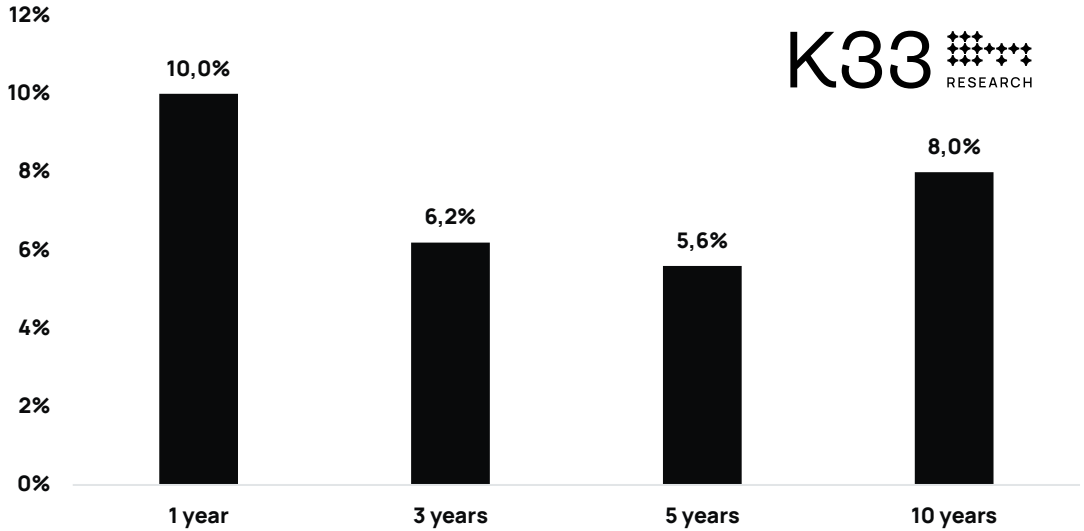
Source: K33 Research

30% of all Lithuanians believe they'll own crypto by 2036

30% of all respondents believe they will buy crypto within the next 10 years.

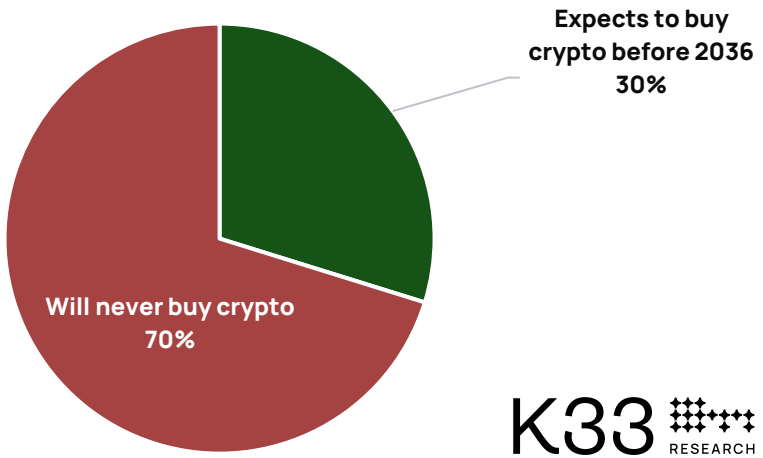
- 10% of the Lithuanian population expects to buy crypto in the next year, and a further 6.2% expects to buy crypto in the next three years.
- 70% of the respondents expect to never buy crypto.

When, if ever, do you think you'll buy cryptocurrencies, either for the first time or to buy more?



Source: K33 Research

When, if ever, do you think you'll buy cryptocurrencies, either for the first time or to buy more?

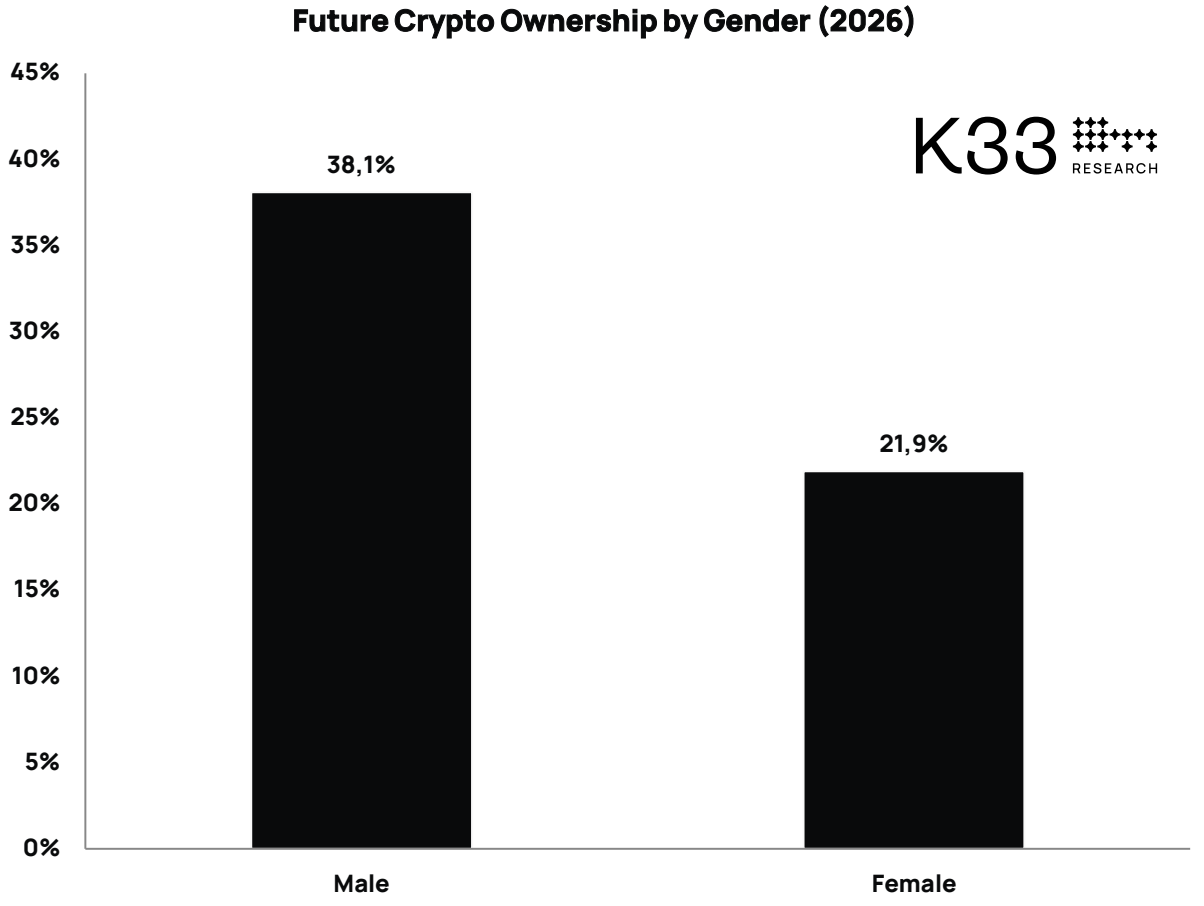


Source: K33 Research

Lithuanian men are far more open to buying crypto in the future

Expected future ownership of crypto is relatively high for both genders.

- 38.1% of the male respondents expects to buy crypto within the next decade.
- 21.9% of the female respondents expects to buy crypto within the next decade.



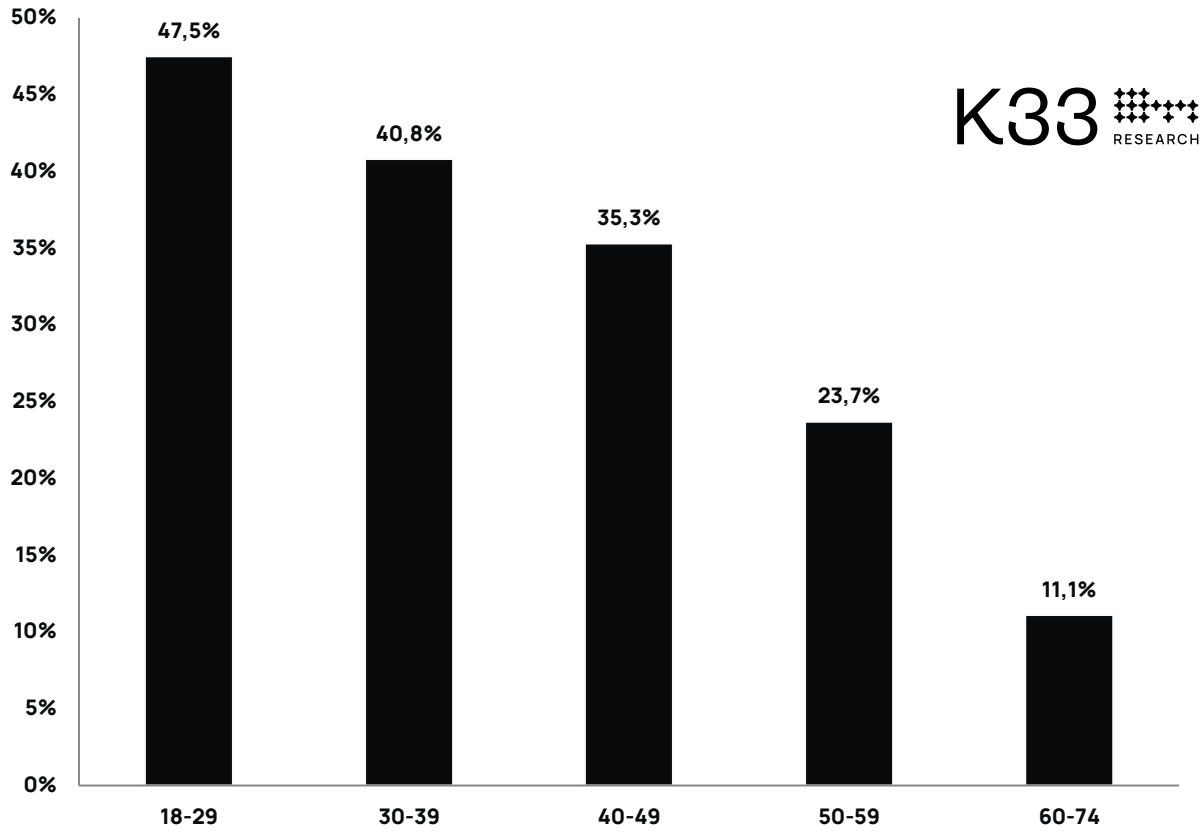
Source: K33 Research

Future crypto ownership expectations links directly with age

Expected future ownership of crypto declines as age increases in Lithuania.

- 48% of the respondents aged between 18 to 29 expect to buy crypto within the next 10 years.
- Future crypto ownership expectations coincide with age; younger adults are more inclined to expect to hold crypto in the future than older adults.
- 41% of adults aged 30-39 expects to buy crypto within the next ten years.
- Unsurprisingly, adults aged 60 or more are the least open to owning crypto within the next ten years.

Indicating that they will buy crypto within the next 10 years, by age bracket

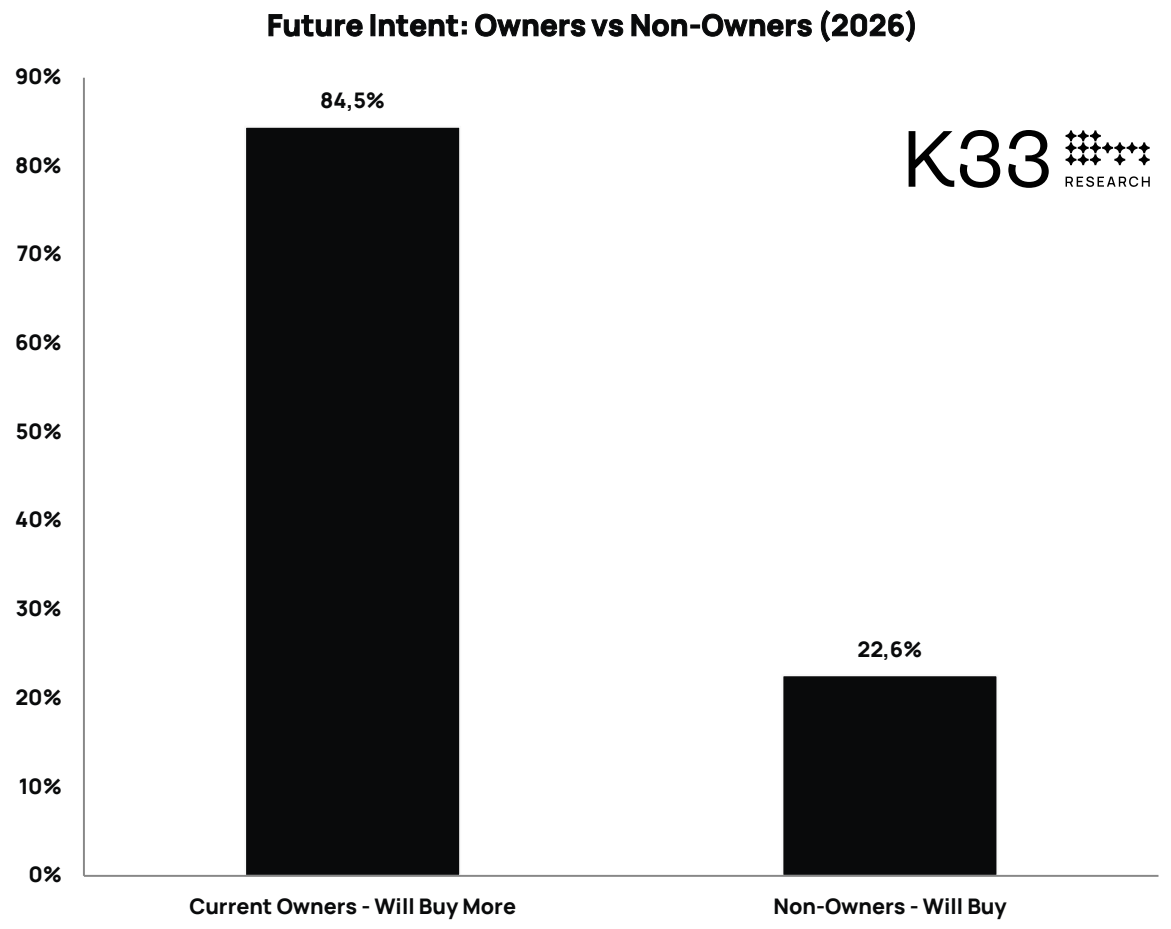


Source: K33 Research

Current crypto owners intends to buy more in the future

A vast majority of current Lithuanian crypto owners expects to buy more in the future.

- 85% of the current Lithuanian crypto owners expect to buy more crypto within the next 10 years.
- 23% of current non-crypto owning Lithuanian expects to buy crypto within the next decade.

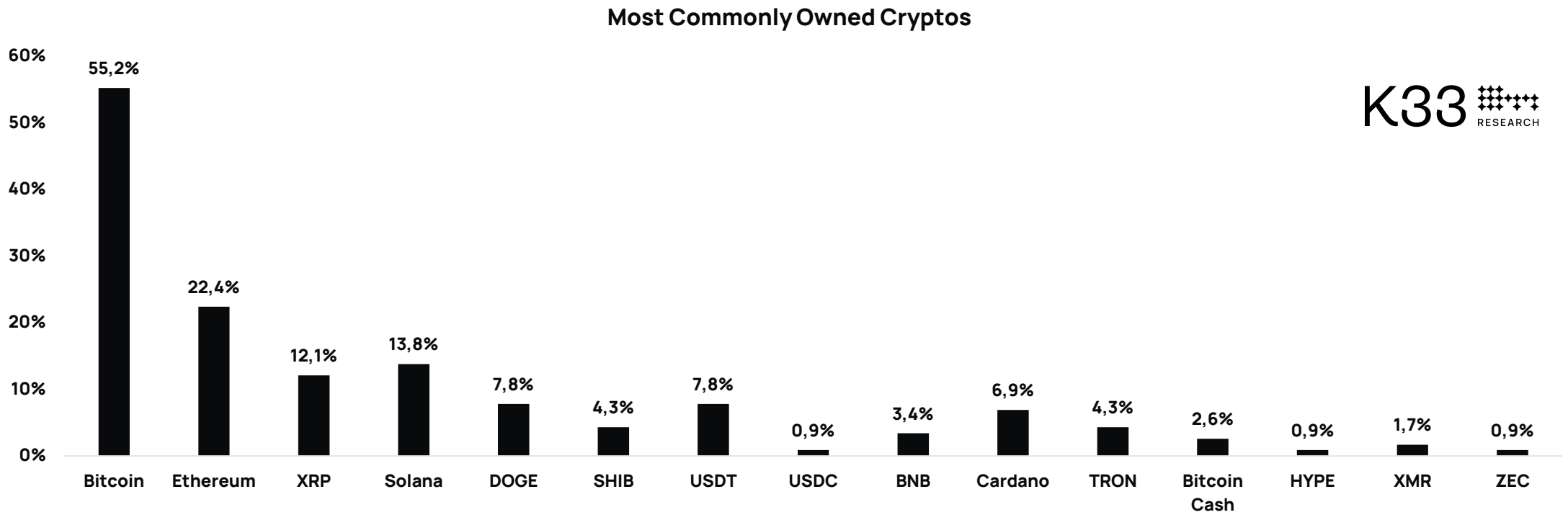


Source: K33 Research

Bitcoin is the most commonly owned cryptocurrency in Lithuania

Most Lithuanian crypto owners hold Bitcoin.

- 55% of Lithuanian crypto owners indicated that they owned **Bitcoin** and 22% of the owners indicated that they own **ETH** (the lowest figure in the Baltics).
- **SOL** is the third-most commonly selected crypto to own, with **XRP** sitting in fourth place.



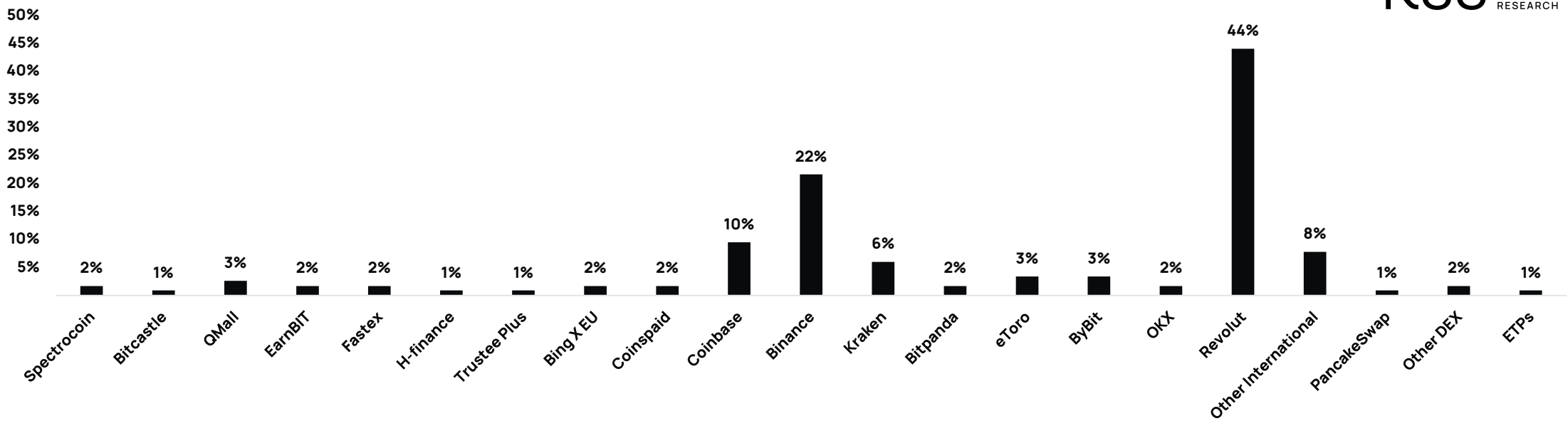
Source: K33 Research

Lithuanians buy their crypto on Revolut

Lithuanian crypto owners prefer Revolut.

- 44% of all Lithuanian crypto owners use Revolut for their crypto exposure. Binance, Coinbase and other international exchanges are also commonly used.
- 1% of Lithuanian crypto investors own crypto through ETPs.

Lithuanian crypto investors (Multiple Choice)
Which exchange(s) do you use to buy and sell cryptocurrencies?

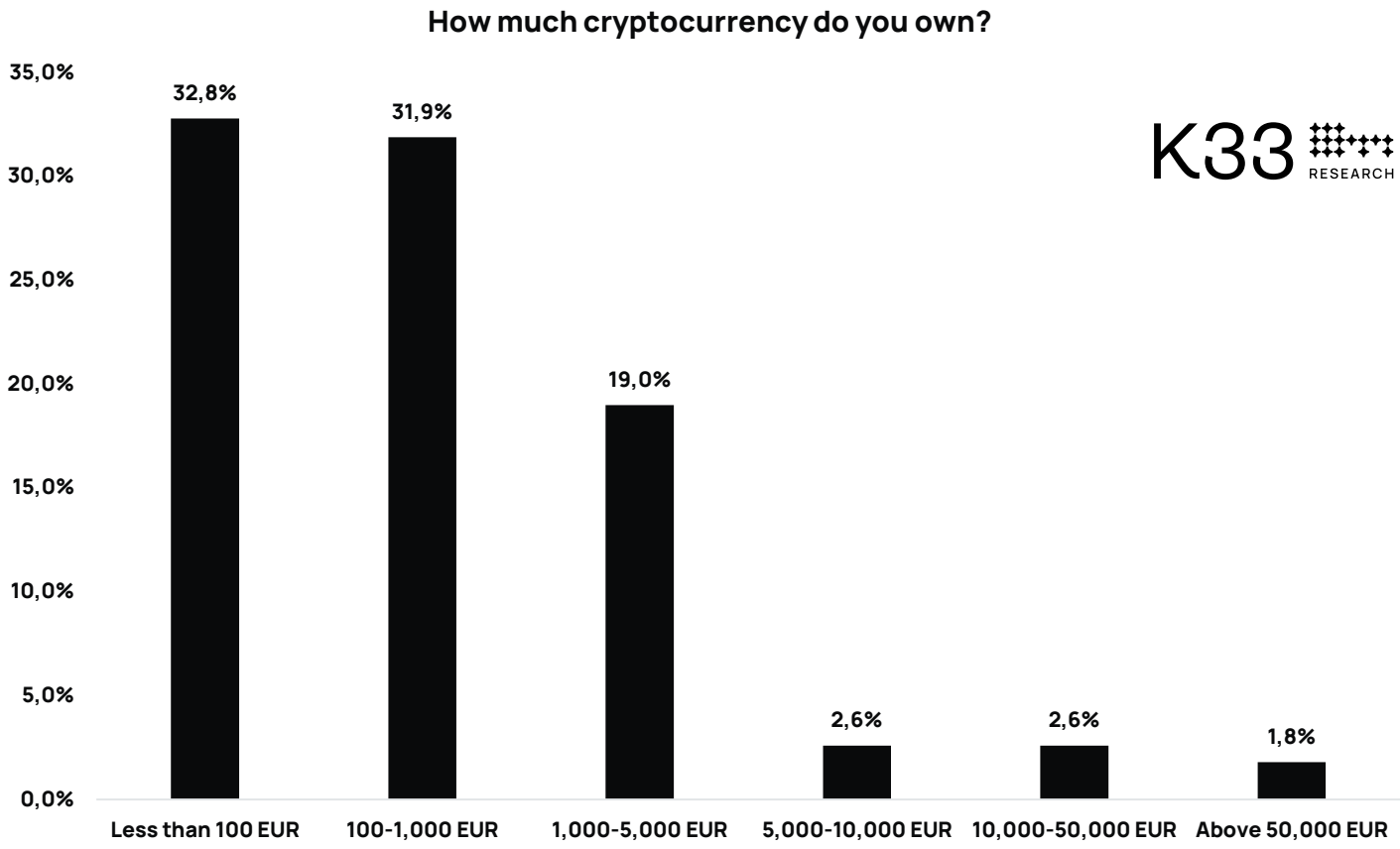


Source: K33 Research

It's most common to hold small amounts of exposure

The average Lithuanian crypto owner has only invested smaller amounts in crypto.

- 33% of Lithuanian crypto owners owns less than EUR 100 worth of crypto.
- We have seen the EUR 100-1,000 category dominate in the other countries surveyed in this sample, with only Latvia and Lithuania seeing less than EUR 100 frequent as the most picked alternative.
- This point toward a heavy skew toward very modest crypto investments by Lithuanian crypto owners.



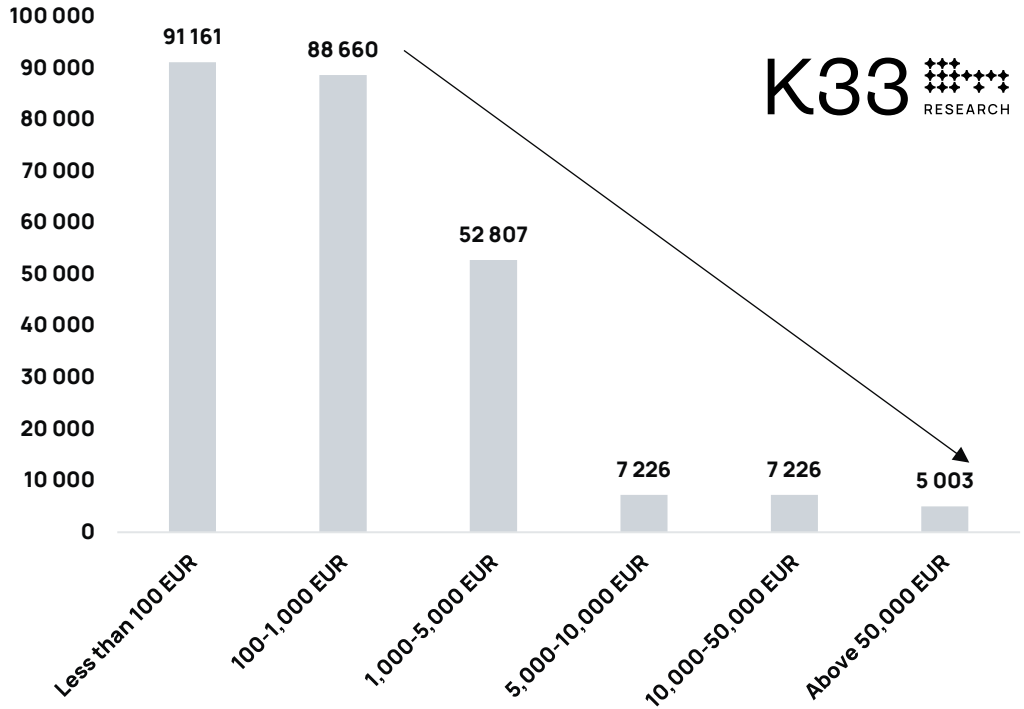
Source: K33 Research

Lithuanian Crypto Wealth Estimate: EUR 983M

Few holders represent a significant portion of the combined Lithuanian crypto wealth.

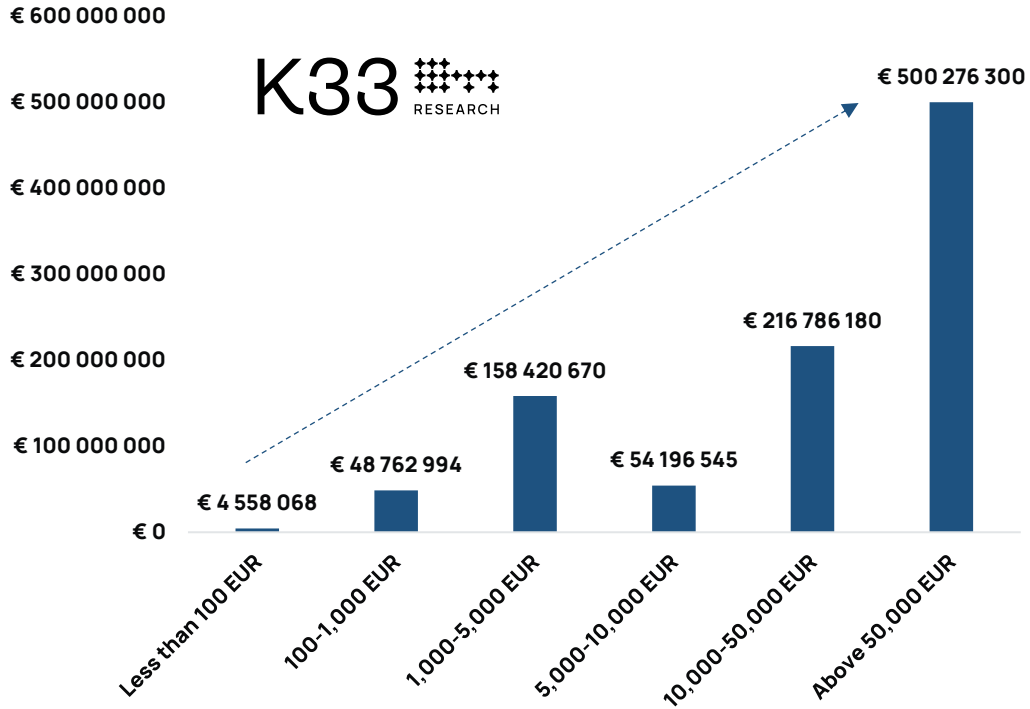
- We estimate Lithuanian crypto wealth to amount to EUR 983M.

Estimated Number of Lithuanian Owners per value cohort



Source: K33 Research

Estimated Combined Crypto Wealth Per Value Cohort



Source: K33 Research

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