

# Een nieuwe generatie groeit op met cryptobeleggen



Robin Hardeveld Kleuver

FFP forum 5 april 2023



**MARKT**



CRYPTO



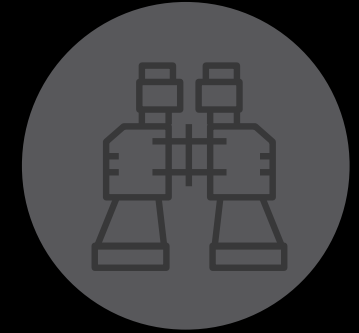
PROFIEL



MOTIEF



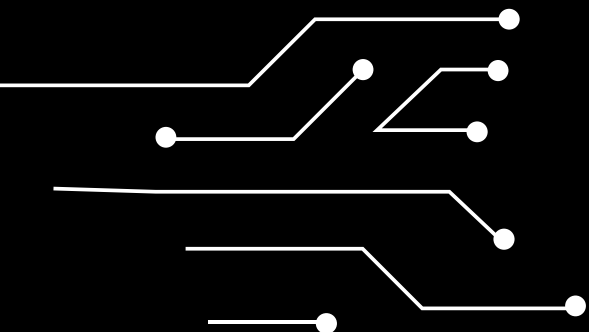
RISICO



TOEKOMST

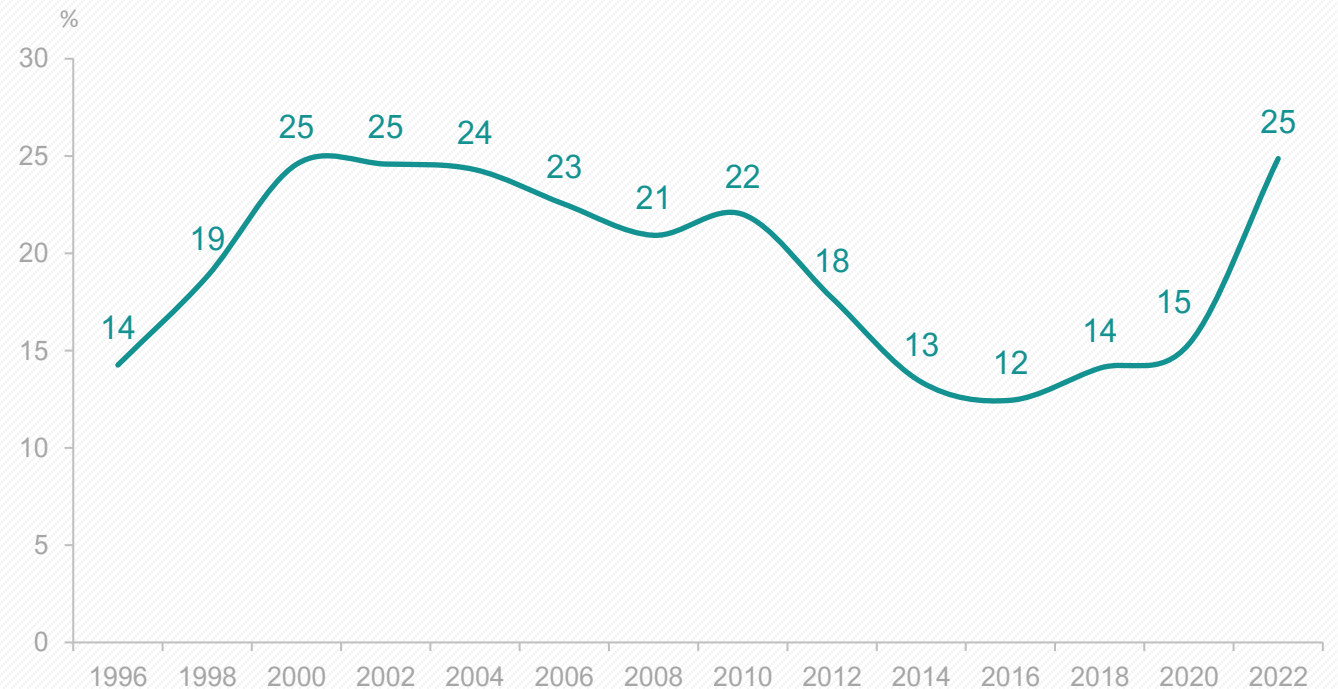


# Beleggende huishoudens terug op niveau 2002



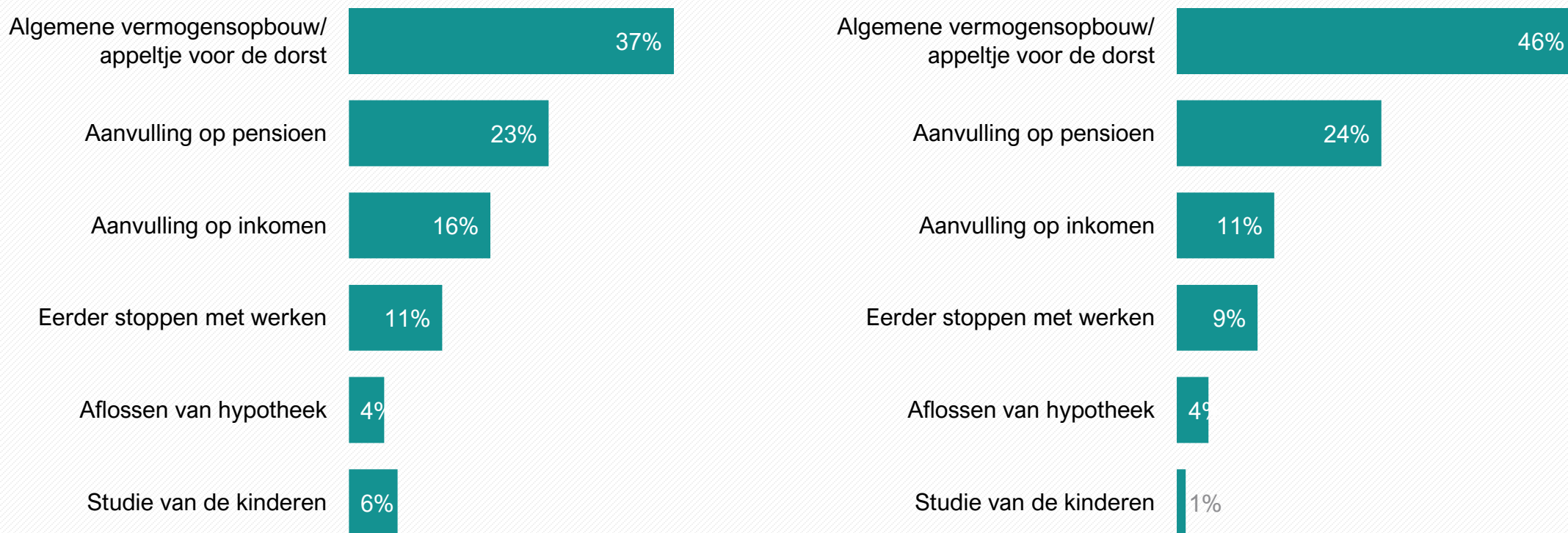
Penetraties: Ontwikkeling beleggende huishoudens  
Basis: Alle huishoudens / Bron: Ipsos TOF

Percentage beleggende huishoudens



# Een appeltje voor de dorst voor 4 op 10 (potentiële) beleggers het belangrijkste doel van (eventuele) beleggingen

## Belangrijkste doel beleggen





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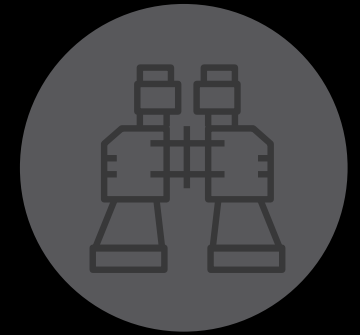
PROFIEL



MOTIEF



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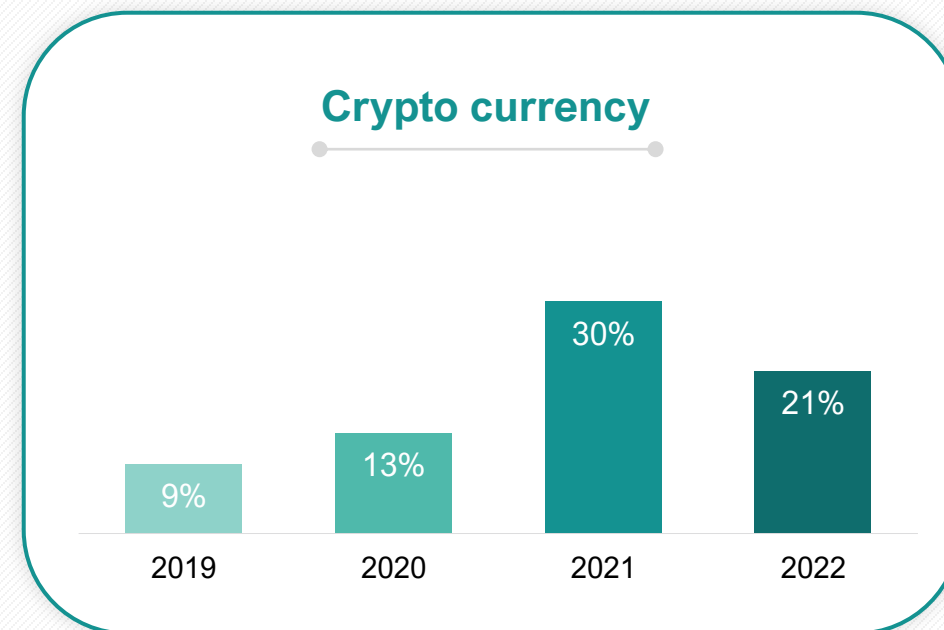
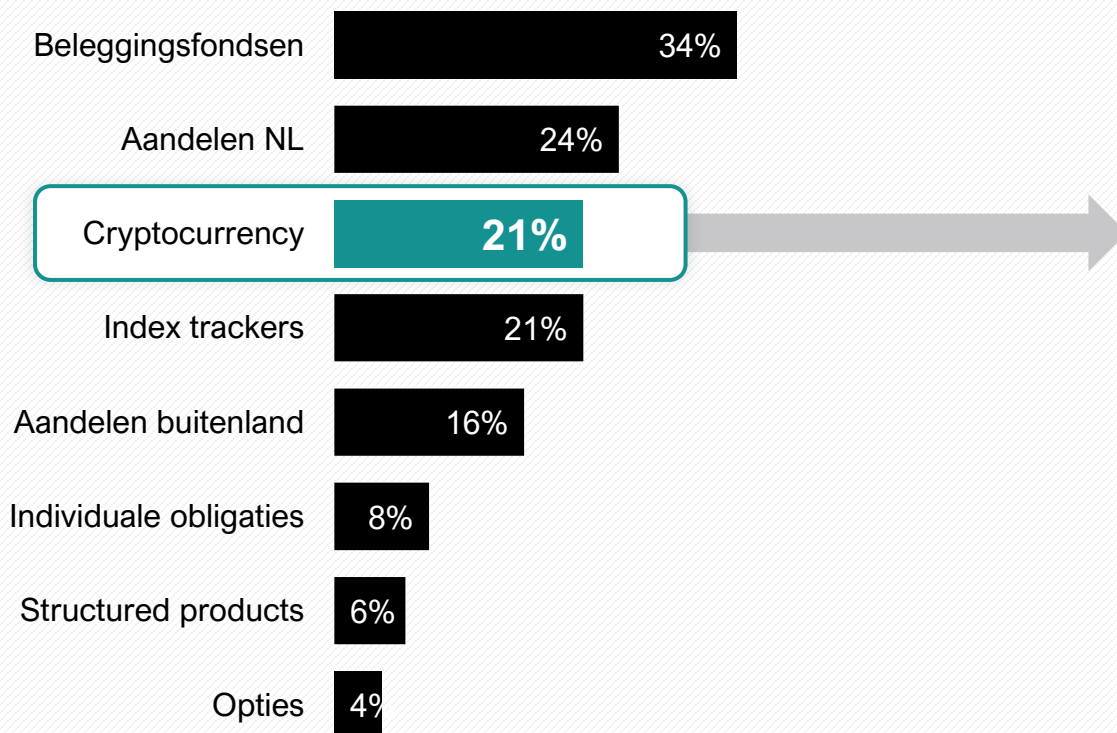


TOEKOMST

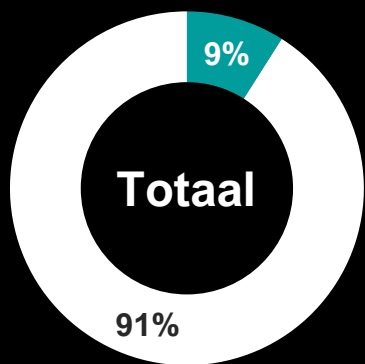


# Beleggen in crypto currency enorme groei in nieuwe productie

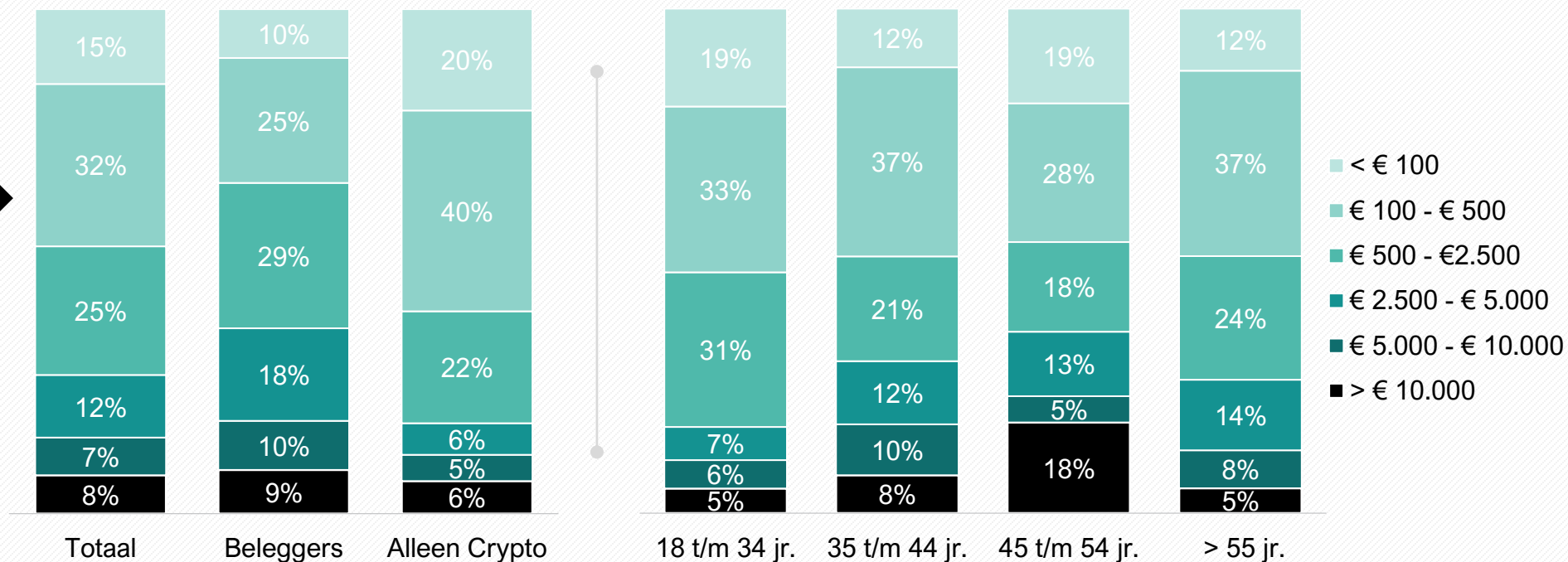
## Beleggingsproducten



# 1 op 12 Nederlanders investeert in crypto's; 6 op 12 cryptobezitters investeert minder dan €500



Hoeveel euro's in crypto's



Basis: Maandscreening 2021:  
n=33.900

Basis: Cryptobeleggers n=804



MARKT



CRYPTO



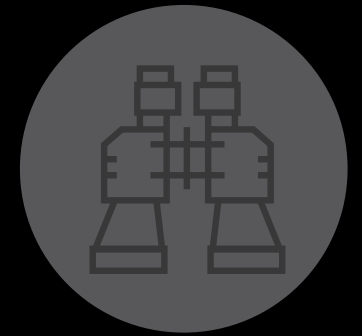
**PROFIEL**



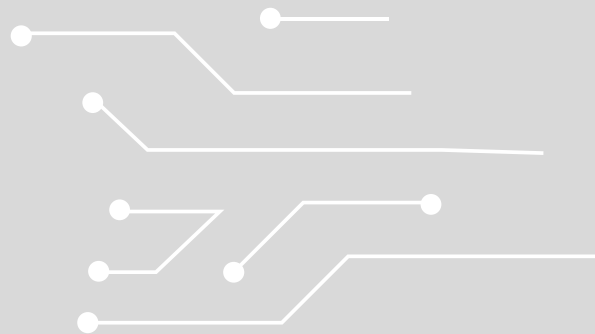
MOTIEF



RISICO

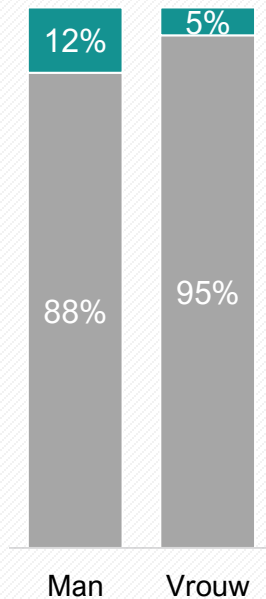
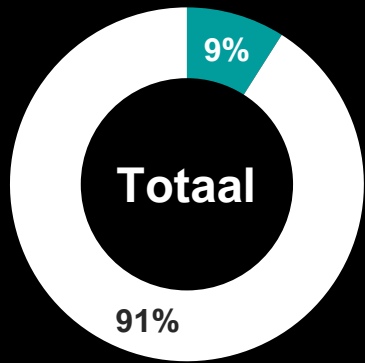


TOEKOMST

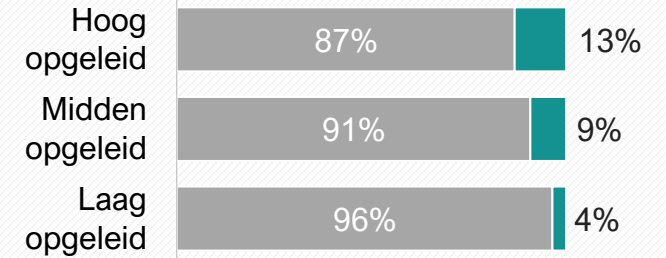
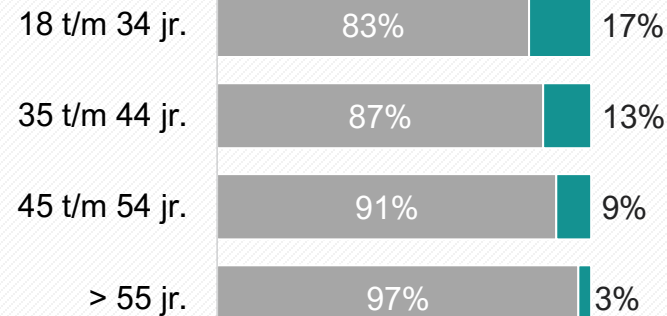




# 1 op 12 Nederlanders investeert in crypto's; met name jongeren en mannen hebben relatief vaak crypto's



## Bezit u crypto's?



■ Ja ■ Nee / Weet niet



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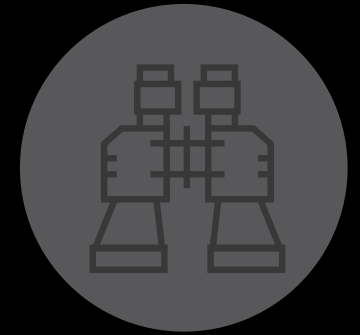
PROFIEL



**MOTIEF**



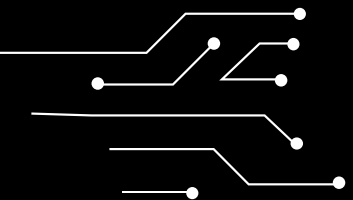
RISICO



TOEKOMST

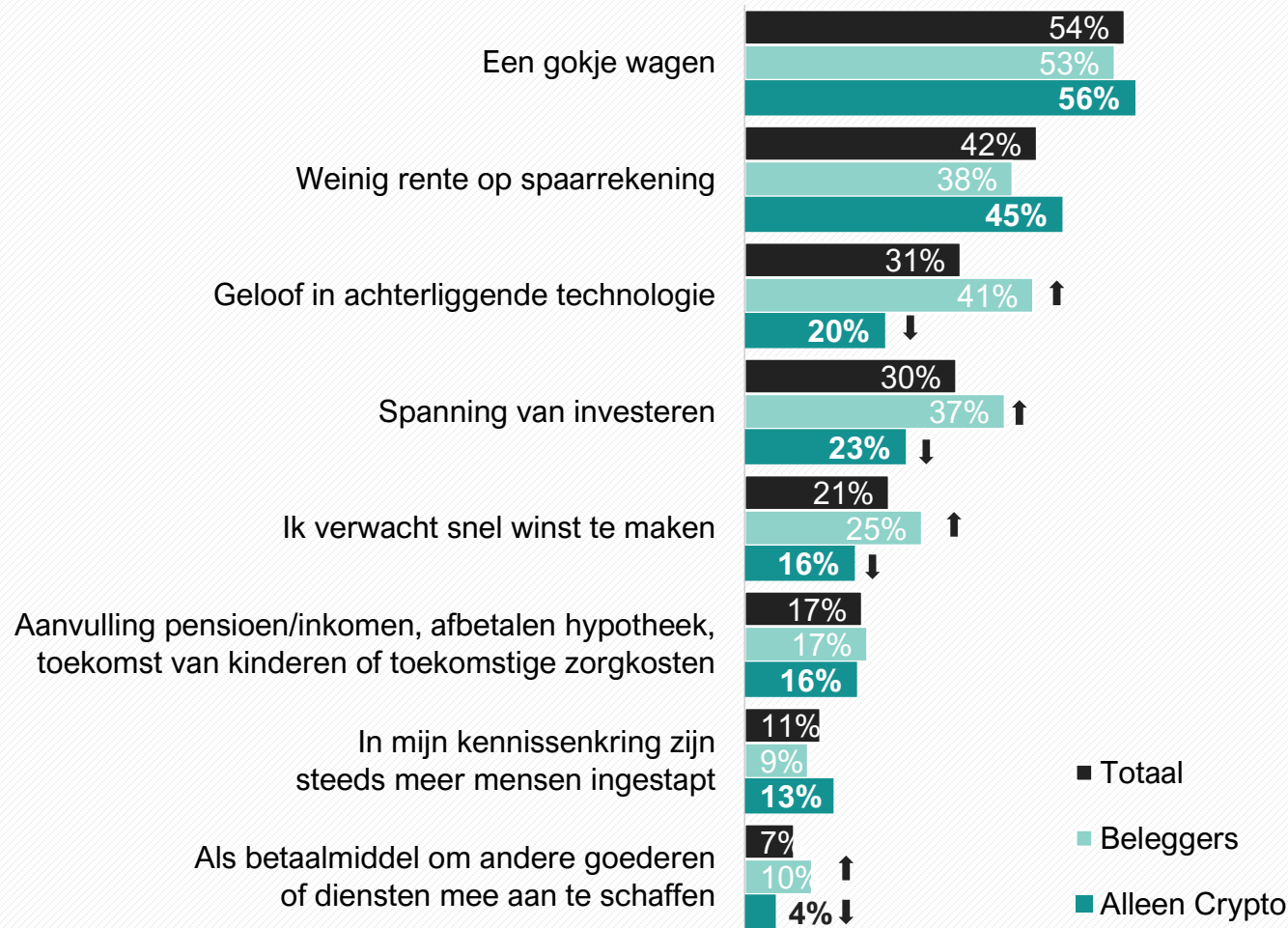


# Beleggers met crypto's baseren aankopen op andere redenen en informatie dan cryptobezitters zonder beleggingen

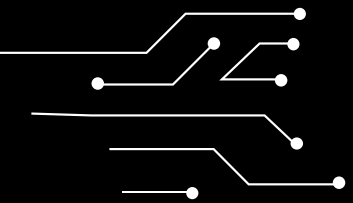


Basis: Cryptobeleggers n=804

## Waarom investeren in crypto?

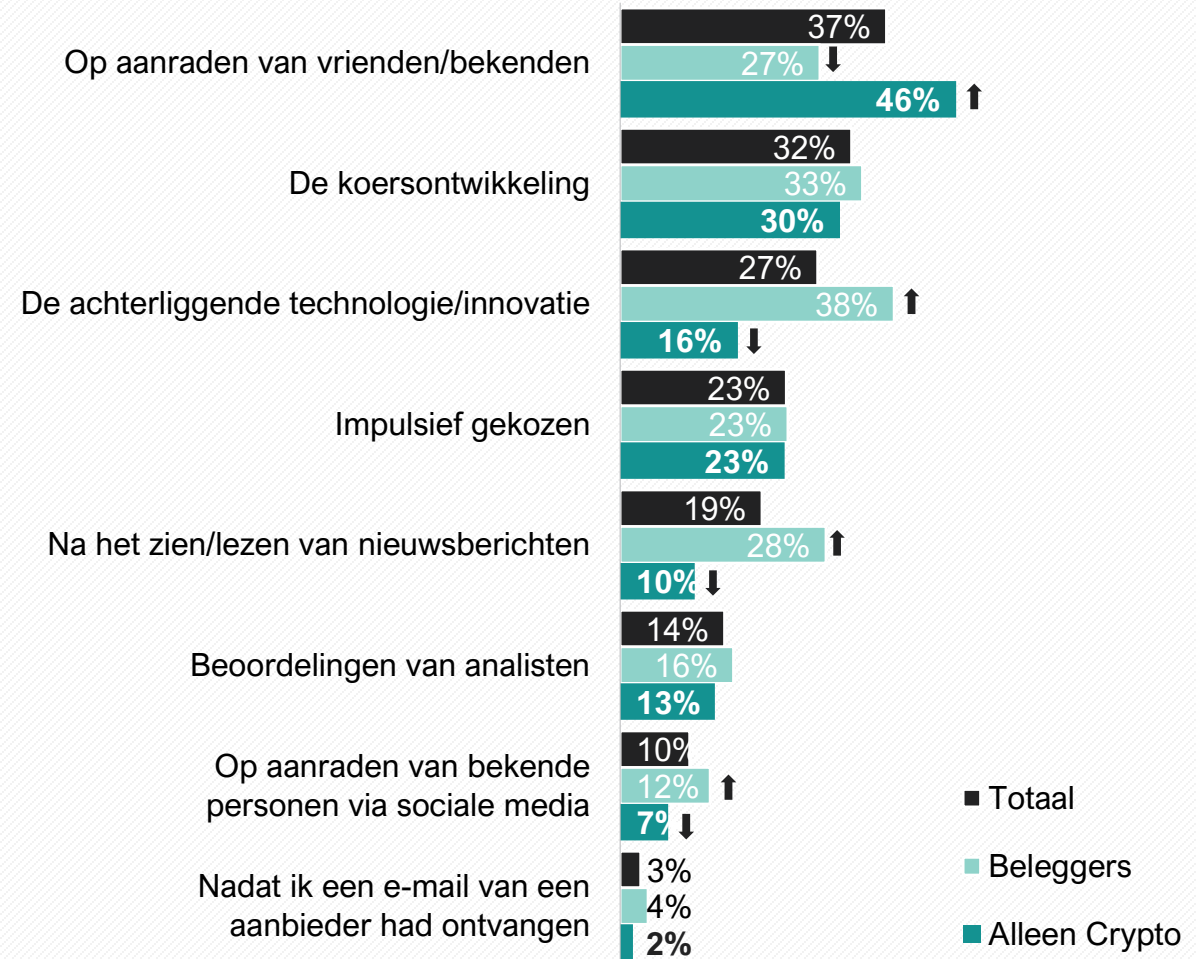


# Beleggers met crypto's baseren aankopen op andere redenen en informatie dan cryptobezitters zonder beleggingen



Basis: Cryptobeleggers n=804

## Waarom specifieke crypto?





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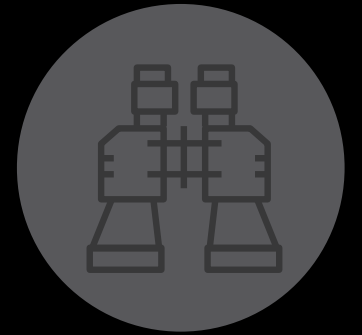
PROFIEL



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**RISICO**

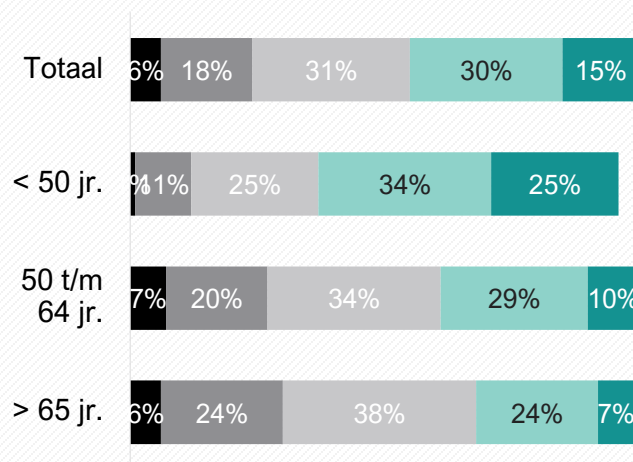


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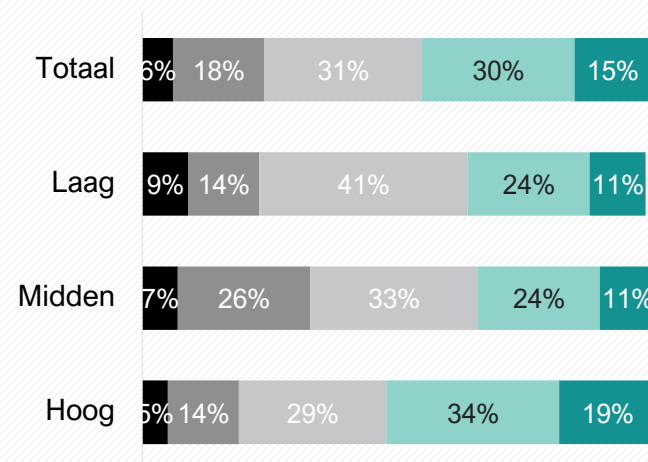


# Jongere, hoger opgeleide en vermogende beleggers hebben vaker een offensief beleggingsprofiel

## Risicoprofiel naar leeftijd



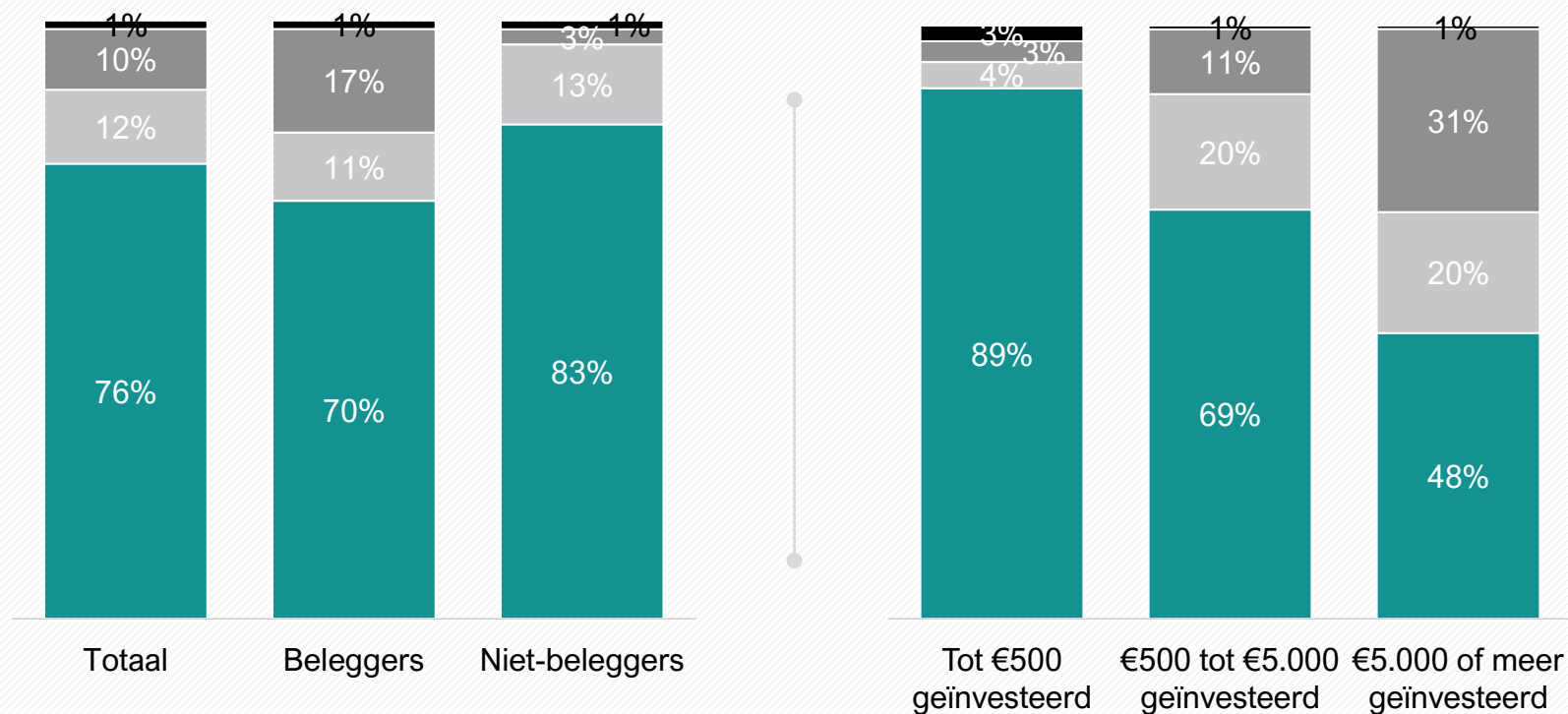
## Risicoprofiel naar opleiding



■ Inkomensgericht (zeer defensief) ■ Defensief ■ Neutraal ■ Groeigericht (matig offensief) ■ Zeer offensief

# 1 op 9 cryptobezitters zou in (grote) financiële problemen komen bij het instorten van de koersen

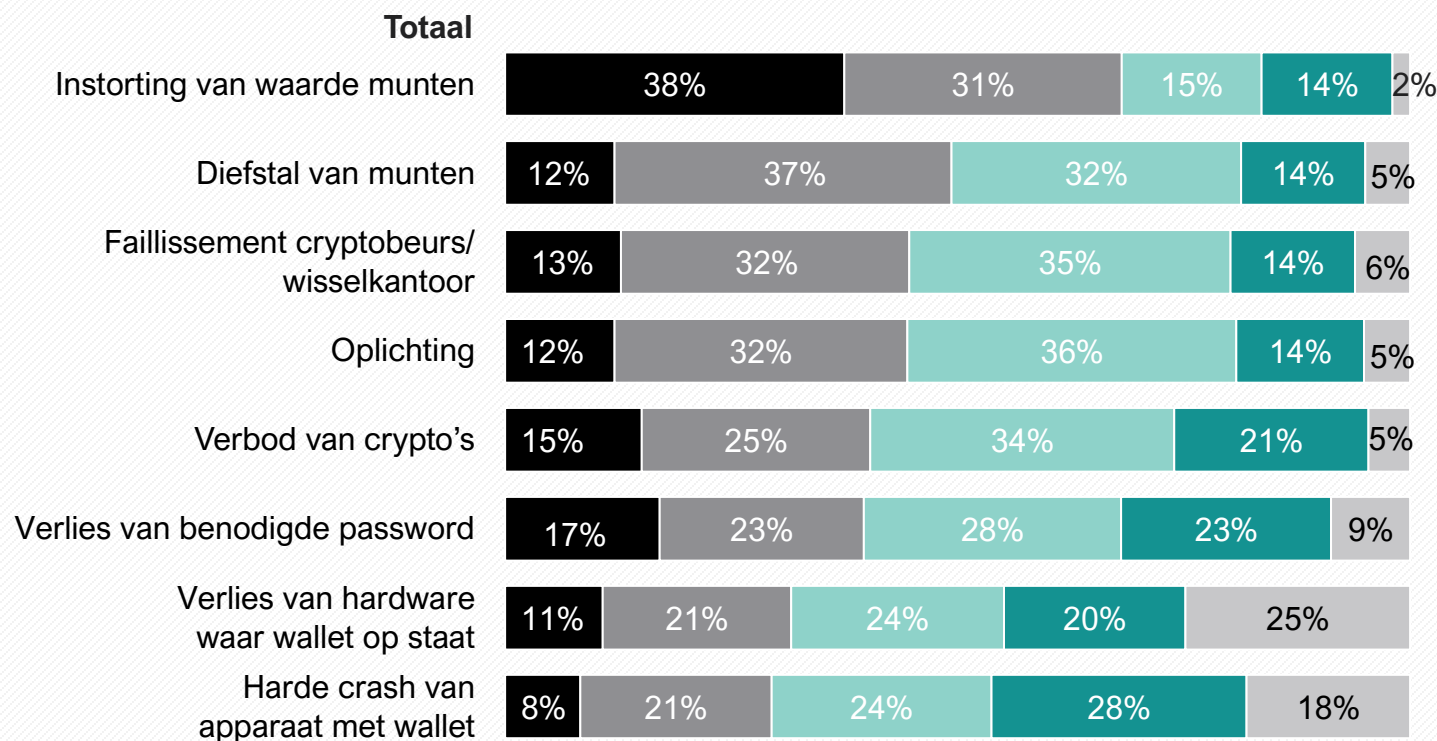
## Financiële gevolgen bij instorten koersen



Basis: Cryptobeleggers n=804

# 3 op 10 cryptobezitters beschouwt instorting van de waarde van hun munten nauwelijks als een risico

## Ingeschat risico crypto's



- Groot risico
- Beperkt risico
- Zeer klein risico
- Geen enkel risico
- Niet van toepassing





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CRYPTO



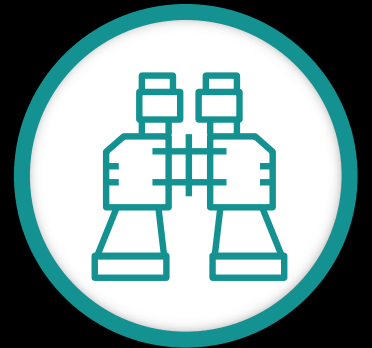
PROFIEL



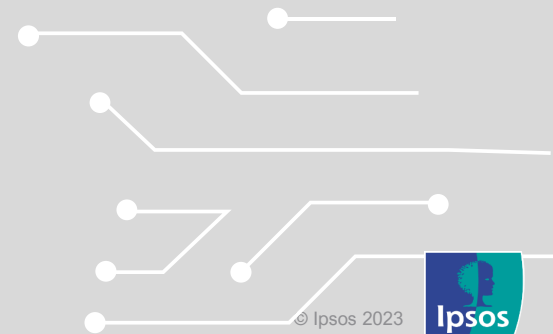
MOTIEF



RISICO



**TOEKOMST**



# De metaverse is veel dingen, die samen komen

VR, AR, Mixed realities, Virtual worlds, Cryptocurrency, NFTs, Edge computing, IoT, AI, Digital twins, Virtual Space, eCommerce



# Er wisselt veel echt geld van digitale hand






JEVELS

Explore Designers Jubilee Crown Wear in AR/VR Meet JEVELS Account

DESIGNERS

- Alanatheweb3girl
- Alejandra Delgado
- Alterrage
- ANGELESCU Studio
- AURELIA + ICARUS
- Gary James McQueen
- Givvadamn
- Heej
- ImmersiveKind & Kostika
- Lorena Bello
- M4T3R14
- Mutani x Shayli Harrison

PRODUCTS

		
M4T3R14 3SC4R4B-B earrings \$45.00	OnClickCloset and lana Abyss Necklace \$25.00	Sara Locci Aether Earring \$10.00



# Versicherung ohne Blabla

Faire Prämien. Bester Service. 100% Online. Los geht's.

Prämie berechnen

Beratung anfordern



Wir versichern, was dir lieb ist



smije.car

Autoversicherung



smije.home

Haushaltsversicherung



smije.bike

Motorradversicherung



smije.travel

Reiseversicherung



smije.legal

Rechtsschutzversicherung



smije.life

Todesfallversicherung



smije.health

Krankenkasse

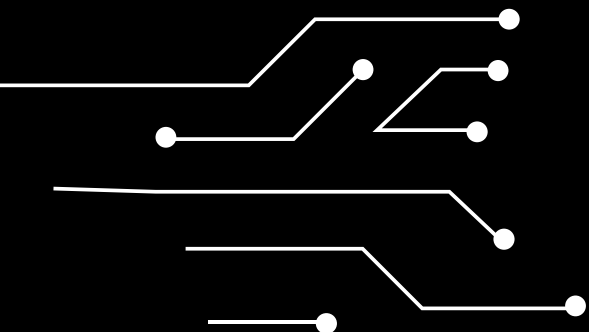
NOKIA



## Gen Z and the metaverse

A multi-market study on how Gen Z currently experience the metaverse and the role they want to play in its future

September 2022



# In gesprek met ...



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