

# What Bitcoin's \$100,000 milestone means for crypto payments

Article

**The news:** Bitcoin hit a major milestone, surpassing **\$100,000** after President-elect Donald Trump nominated Paul Atkins as the Securities and Exchanges Commission (SEC) chair.

- Atkins co-chaired the crypto advocacy organization Digital Chamber's Token Alliance. He has also criticized the SEC's current crypto approach, arguing the agency should be more

accommodating.

- Current SEC Chair Gary Gensler will step down on Inauguration Day.

**Why this matters:** A major hurdle to crypto payments adoption has been a lack of crypto regulation, leaving providers and consumers alike wary of moving forward.

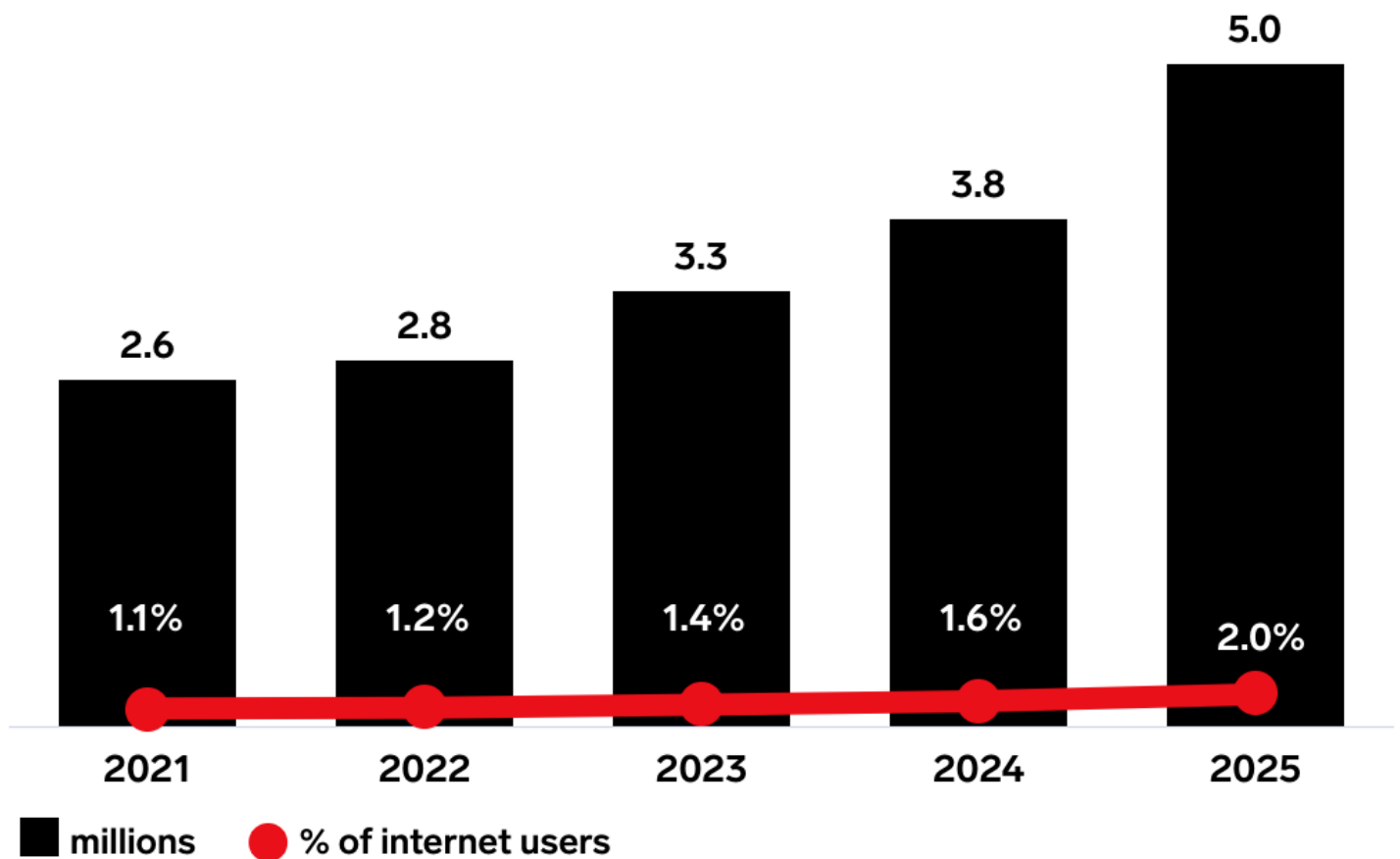
- But an Atkins-led SEC will likely be more favorable to the industry and could help shape crypto-friendly regulation that makes it easier for crypto companies and crypto payment providers to grow.
- Lax regulation may also make financial institutions (FIs) feel more comfortable jumping into the industry.

**Our take:** Bitcoin's milestone highlights consumer and business confidence in the future of the crypto industry under Trump and Atkins. While campaigning, Trump pledged to transform the US into the "crypto capital of the planet."

Over the next four years, we expect crypto payments will gain momentum as more providers invest in space. There's plenty of room for growth: We forecast that only 1.6% of internet users will make a crypto payment in 2024.

# Cryptocurrency Payment Users

US, 2021-2025



Note: ages 18+; individuals who have used cryptocurrency (e.g., Bitcoin, Dogecoin, Ether) to buy goods or services or to pay another person at least once during the calendar year

Source: EMARKETER Forecast, April 2023

**EM** EMARKETER

*This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong, and start 2025 off on the right foot, articles like this one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day, and get*

access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team.](#)