



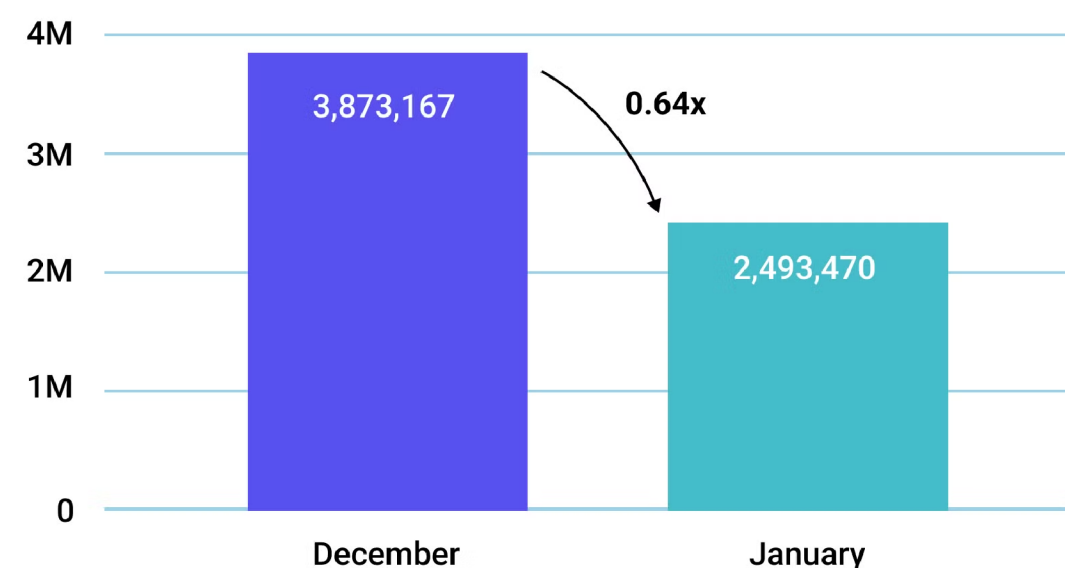
Deep Dive: Solana NFT Market

January 2024

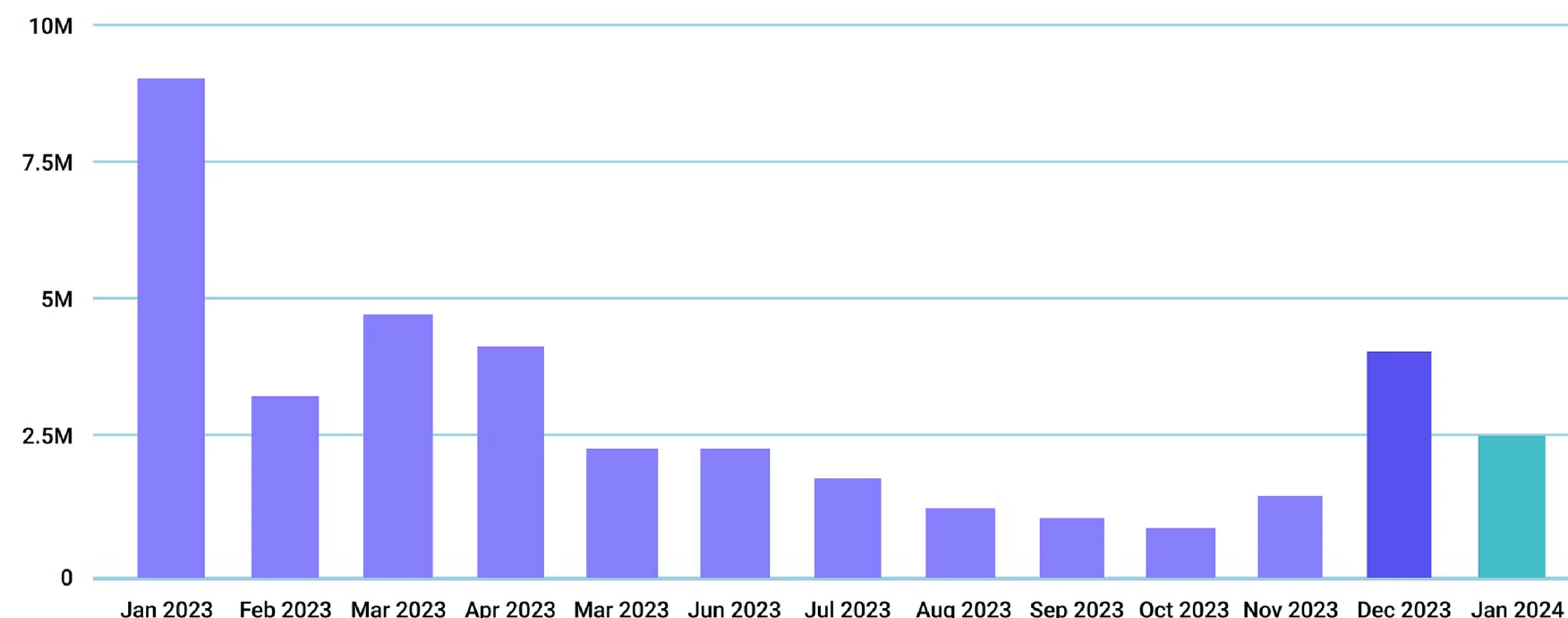
After an intense December, secondary trading volumes leveled out in January.

Still, volumes were far above levels seen in 2H '23.

Solana NFT Trading Volume
in SOL terms



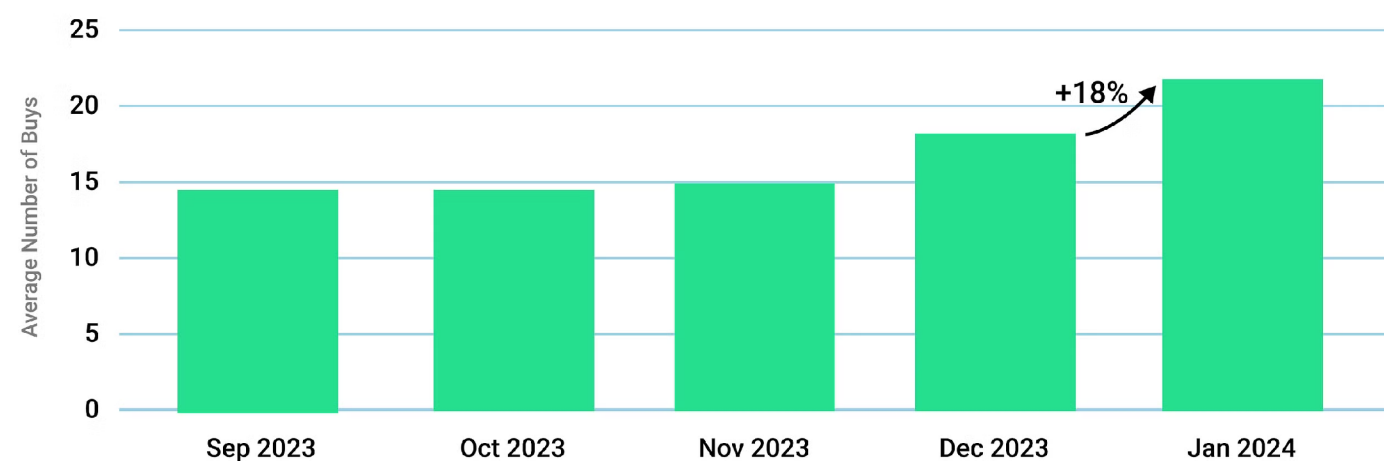
Solana NFT Trading Volume
in SOL terms



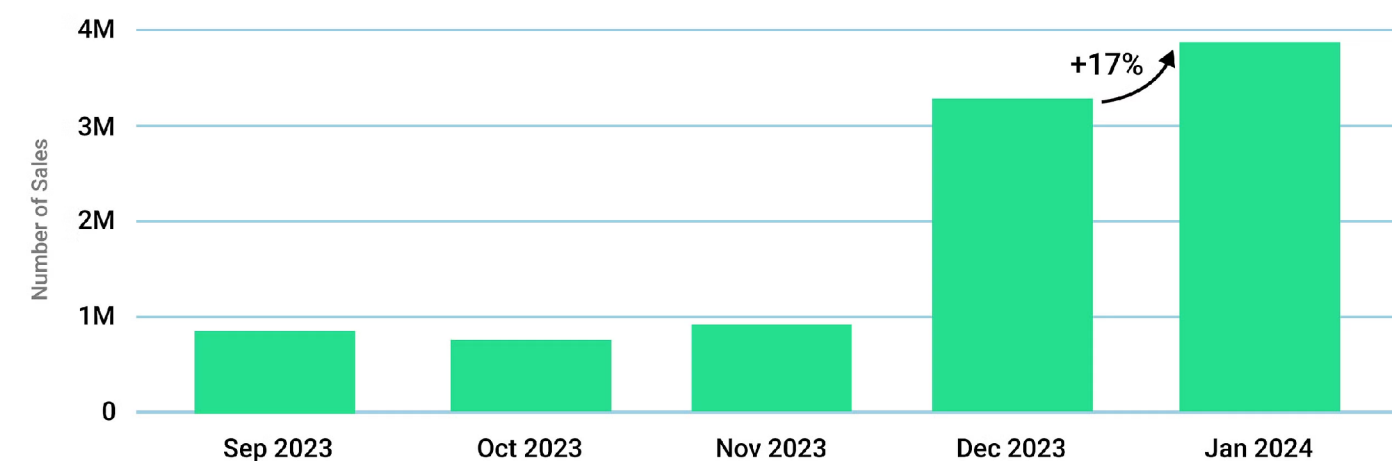
While January volumes were sluggish, user activity trended upward.

Metrics like Number of NFTs bought and Number of Sales continued to show strength in January, indicating continued engagement by native users and likely some farming behavior.

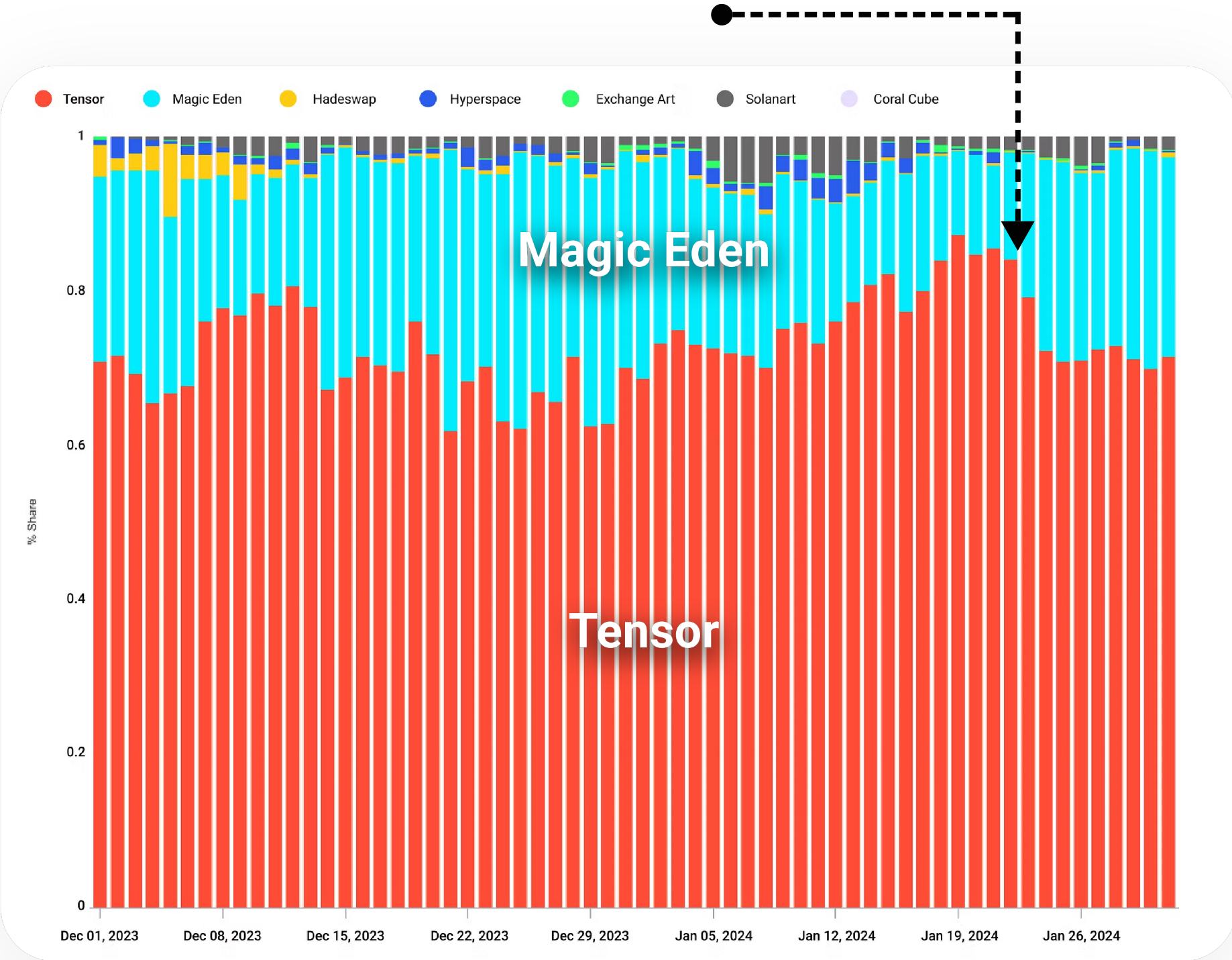
Average Buys Per Buyer
Per Month



Number of Solana NFT Sales
Per Month



Magic Eden announces its points program on January 23rd



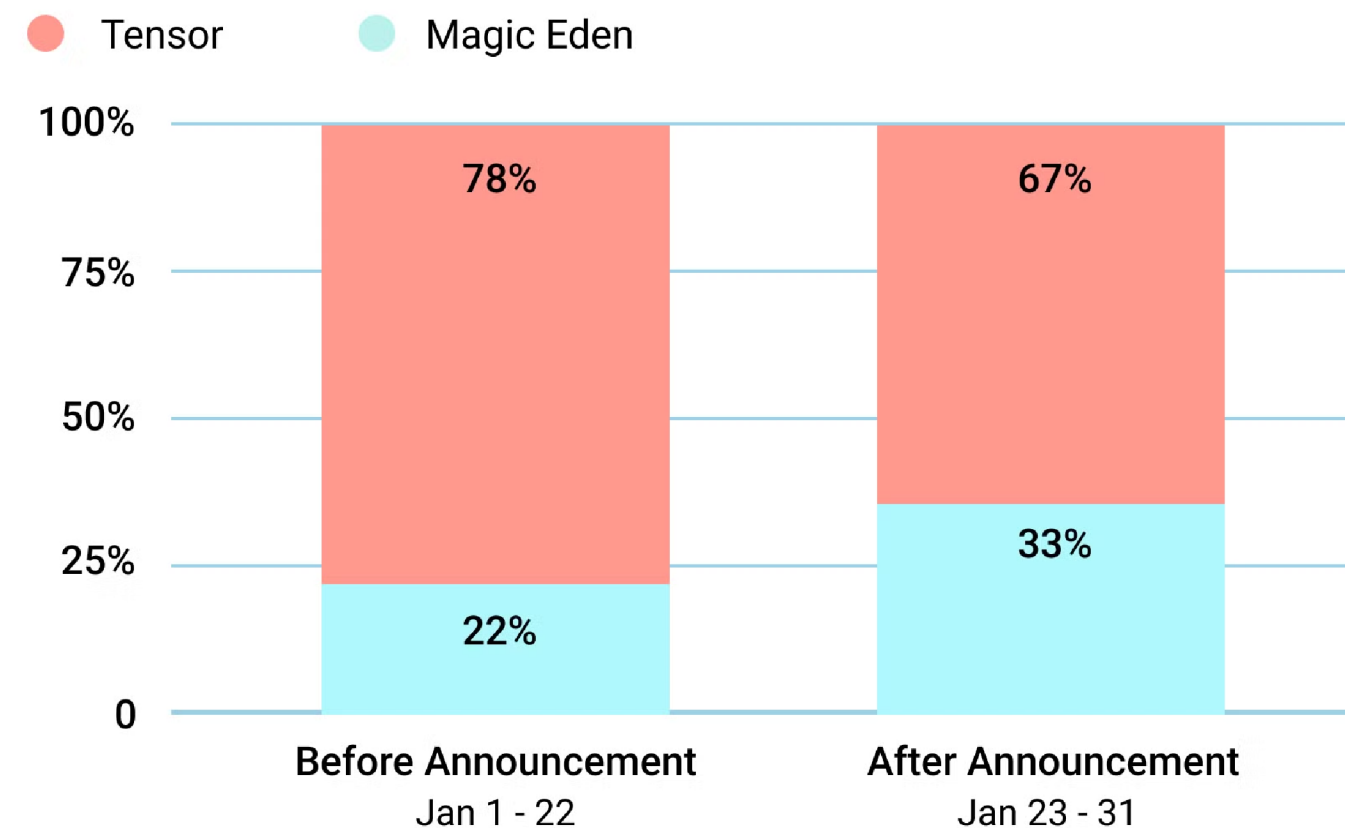
Tensor continued to dominate secondary sales volume in January, with Magic Eden receiving a bump from its points program announcement.



Magic Eden's points program announcement yielded increased engagement for the platform.

The proportion of wallets that used Magic Eden for a majority of their bids jumped significantly immediately following their announcement on January 23rd.

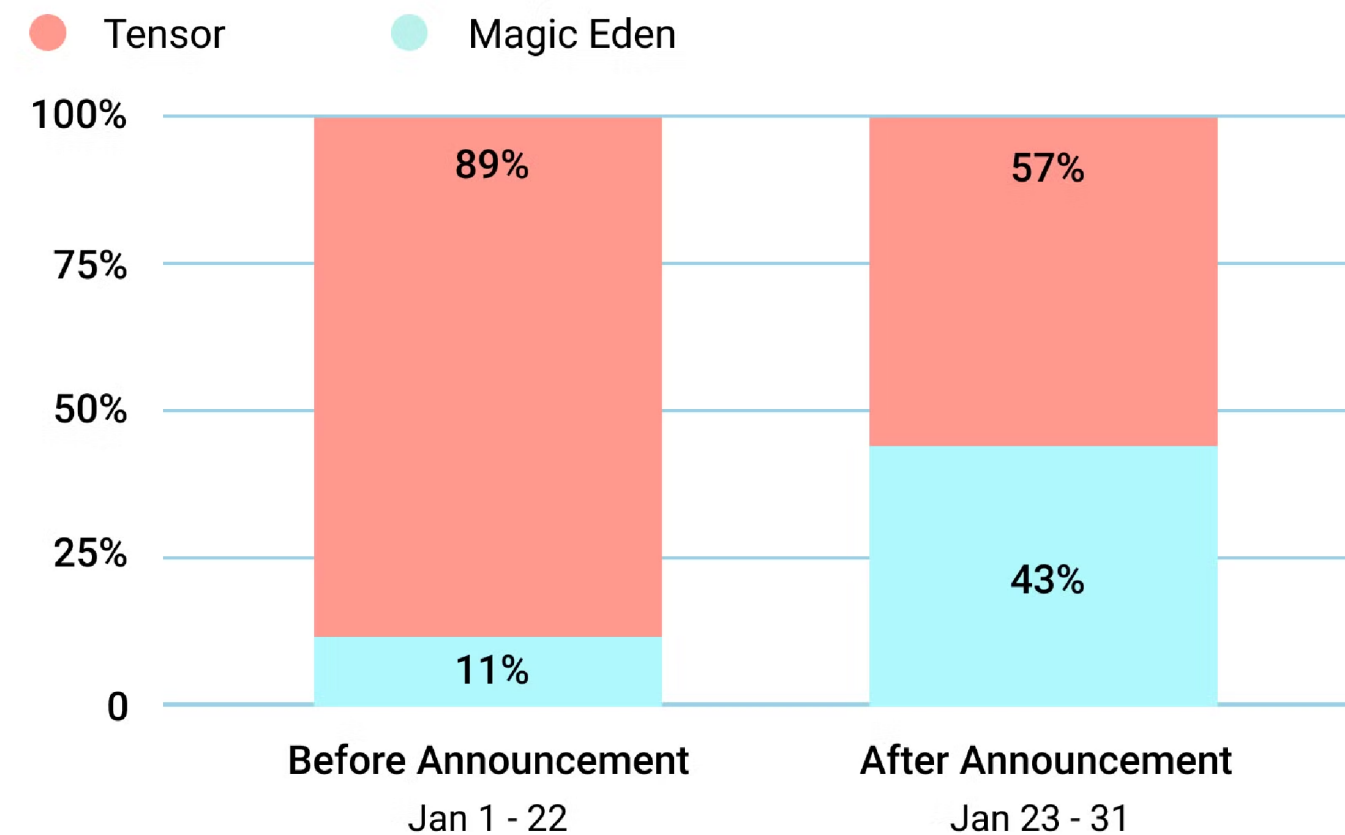
Platform Used for Majority of Bids (Proportion of all active wallets)



Note: this analysis excludes marketplaces apart from Tensor and Magic Eden

The proportion of all bids placed by *new* wallets went from heavily favoring Tensor to a more even split immediately following Magic Eden's points program announcement, indicating a significant degree of new engagement.

Platform Used by New Wallets Only (Proportion of all bids)

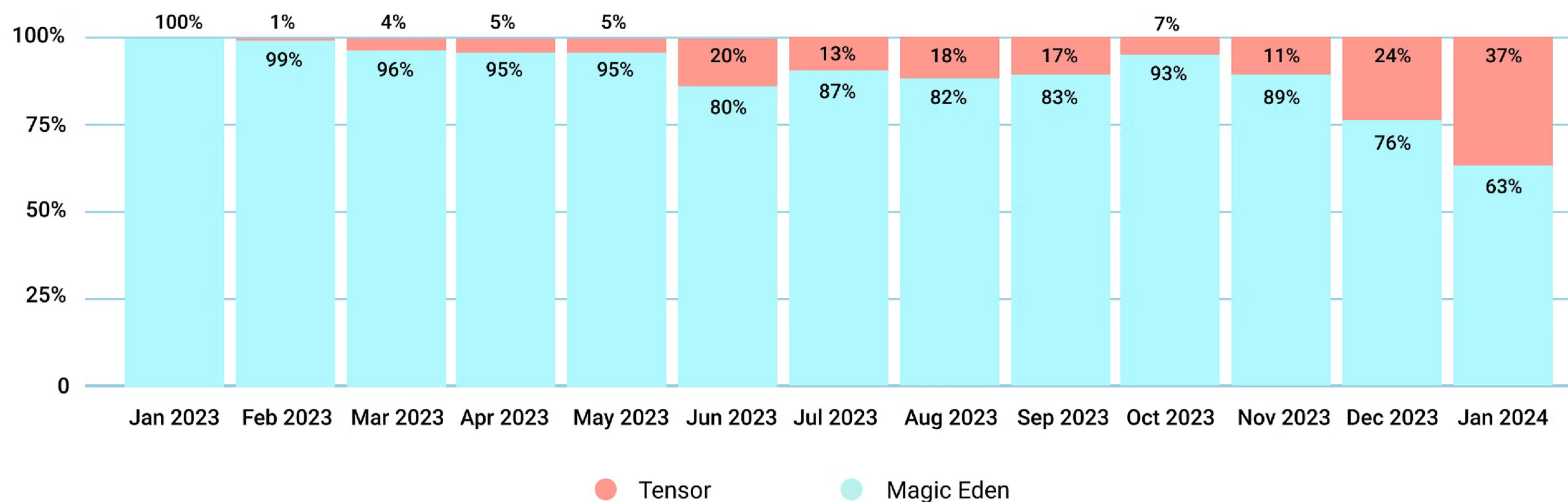


Note: this analysis excludes marketplaces apart from Tensor and Magic Eden

In marketplace businesses, supply side is critical.

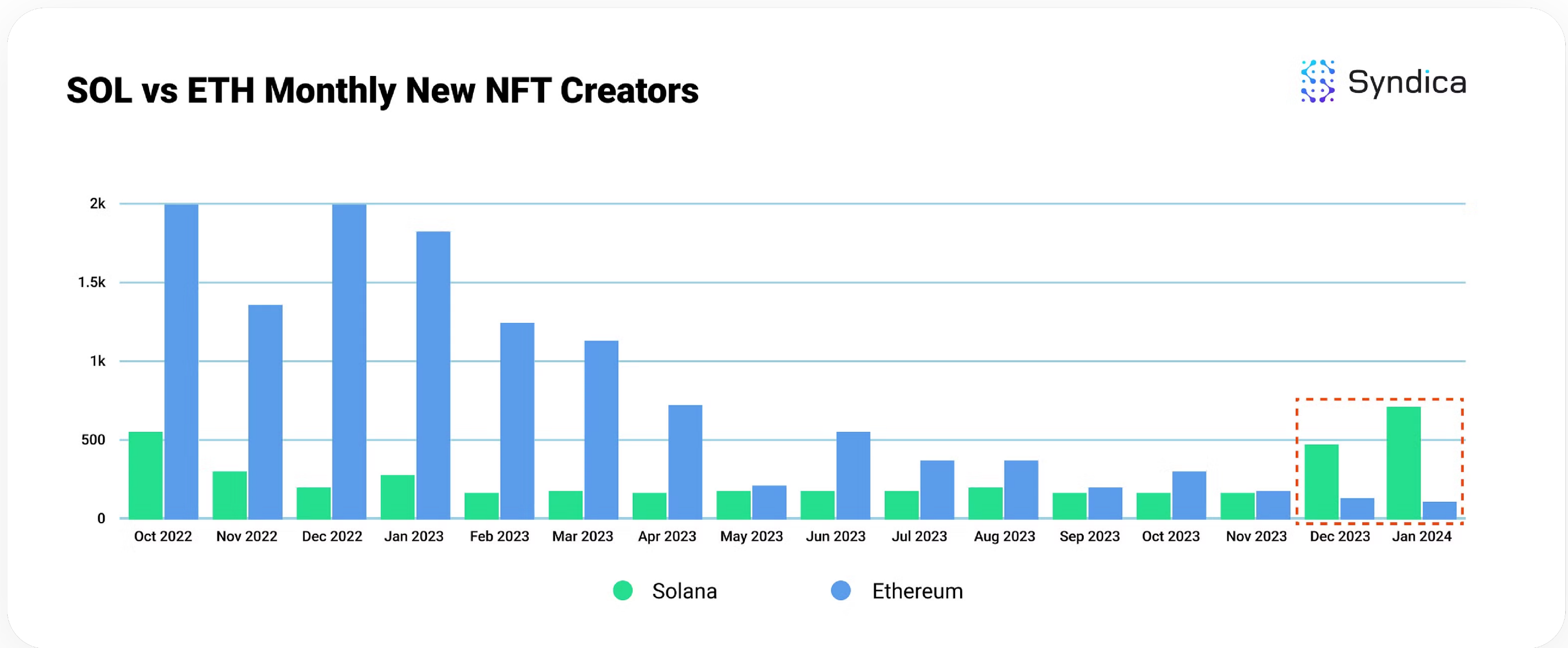
The proportion of new listings (looking simply at *listing count*) on each platform has begun to skew in favor of Tensor, jumping from zero to nearly 40% in January.

Platform Used for Listings
(Proportion of all listings)



Note: this analysis excludes marketplaces apart from Tensor and Magic Eden

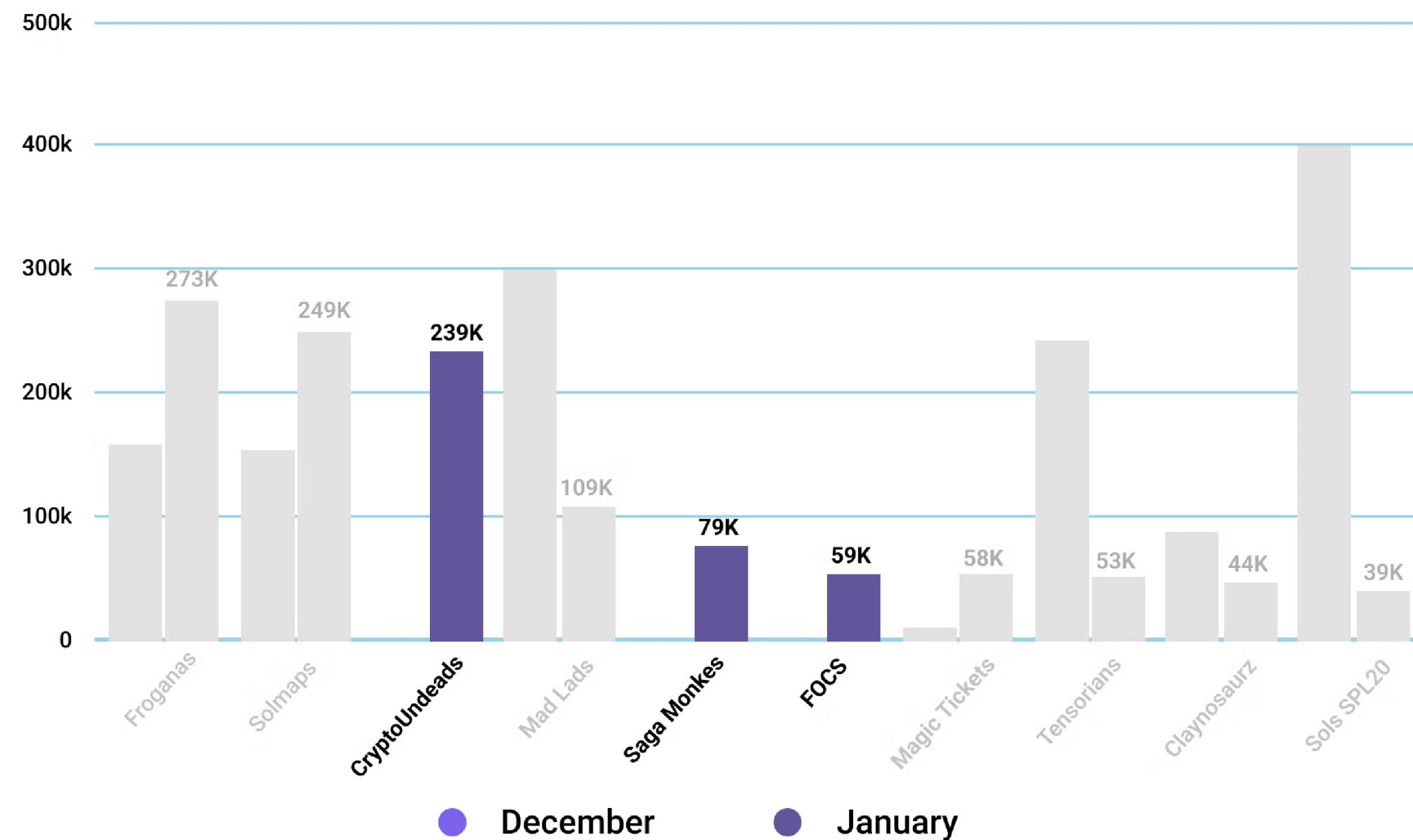
Solana continued to outperform Ethereum in the number of new NFT collection creators:



Note: Excludes inscriptions

3 of the top 10 collections by volume were newly launched collections, demonstrating a continuation of December's vibrant NFT market:

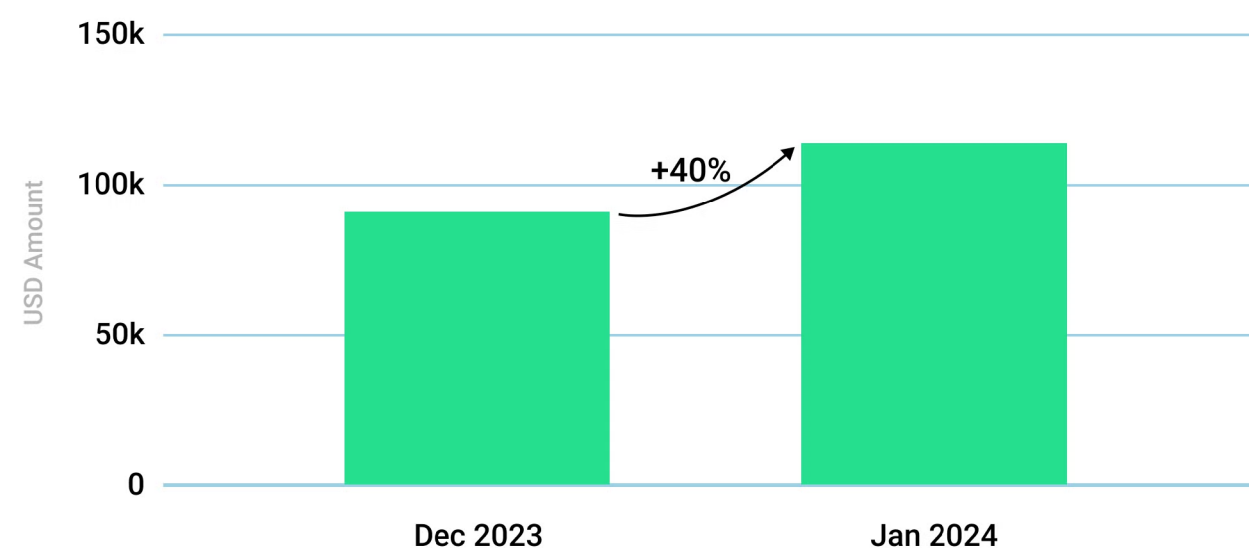
Solana NFT Trading Volume (by Collection)



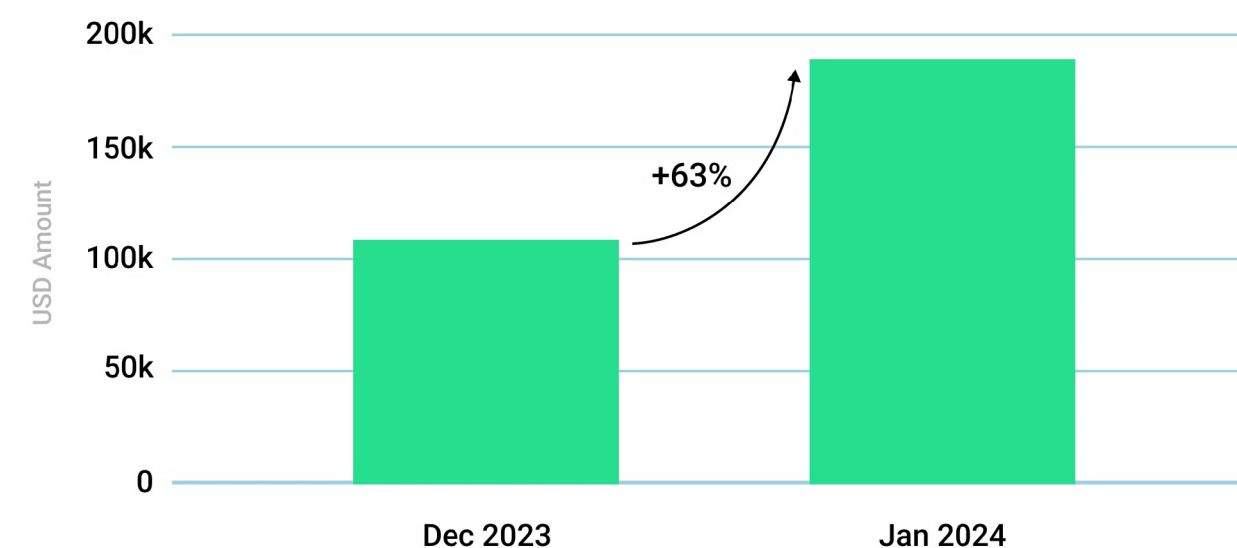


Drip Haus, a creator platform on Solana, continued to build on its impressive launch trajectory, improving on its December numbers despite an overall market slowdown in January.

Drip Haus Droplets 2.0 Paid To Creators

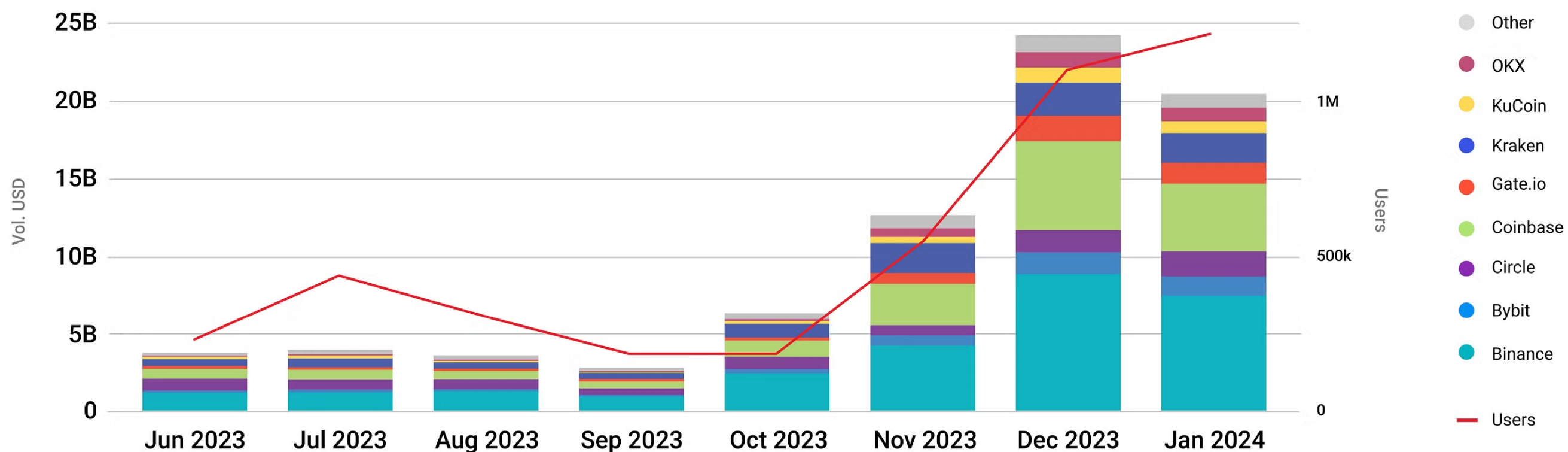


Drip Haus Droplets 2.0 Bought By Users



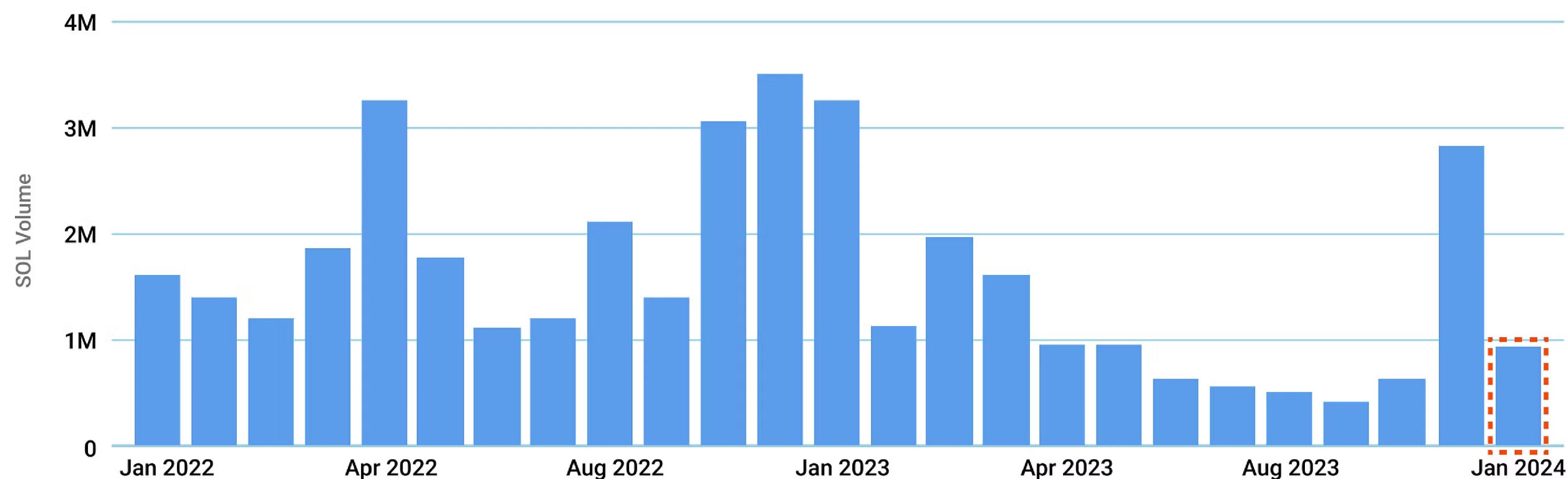
User and USD Flows from Centralized Exchanges (CEXes) into Solana web3 wallets mirrored the market-wide stabilization in January:

Monthly Solana Inflow from CEX Bridges
of USD and Users by Source

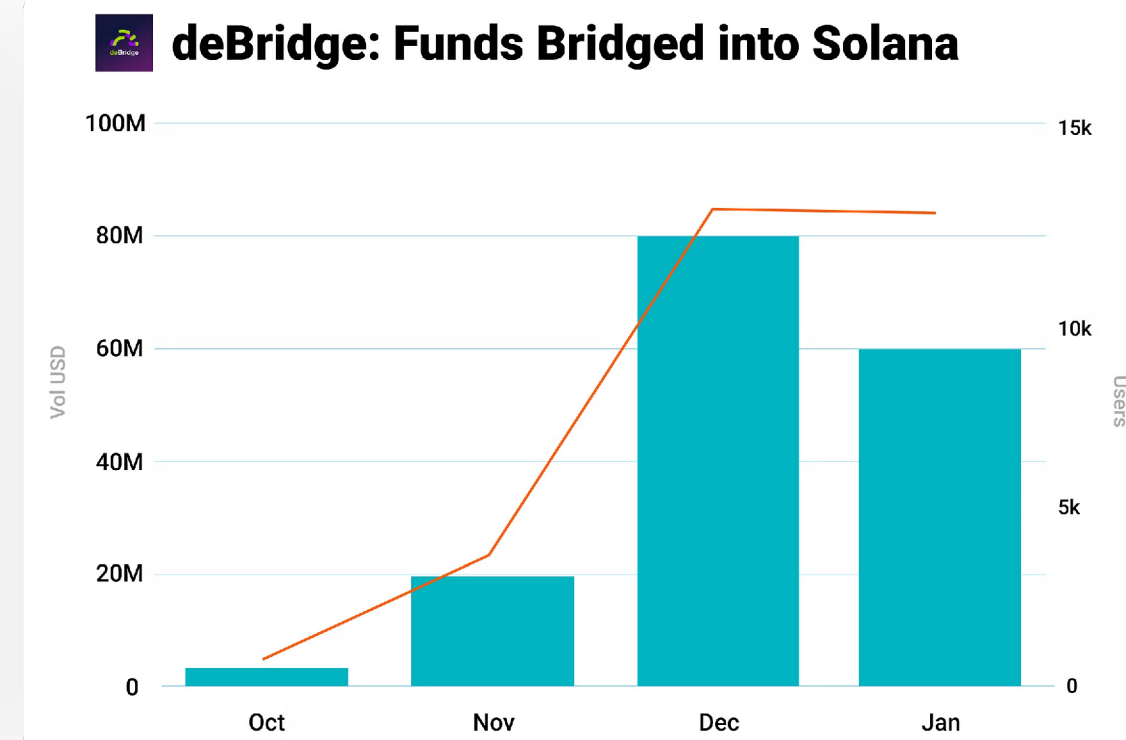
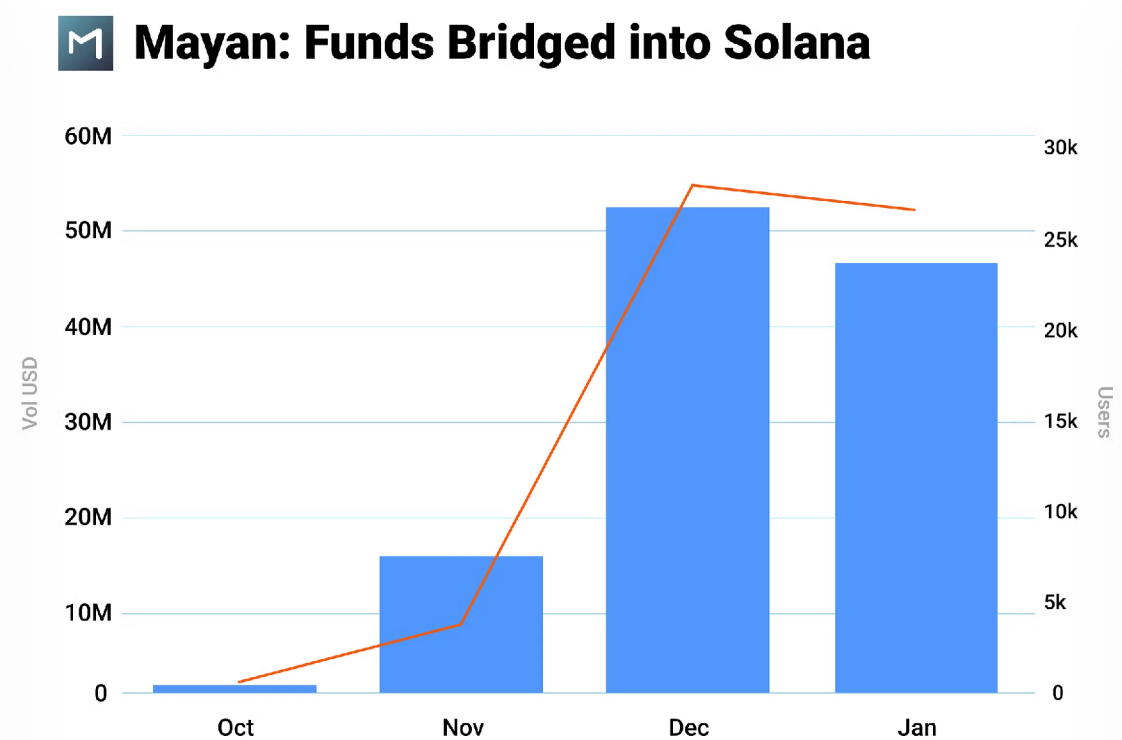
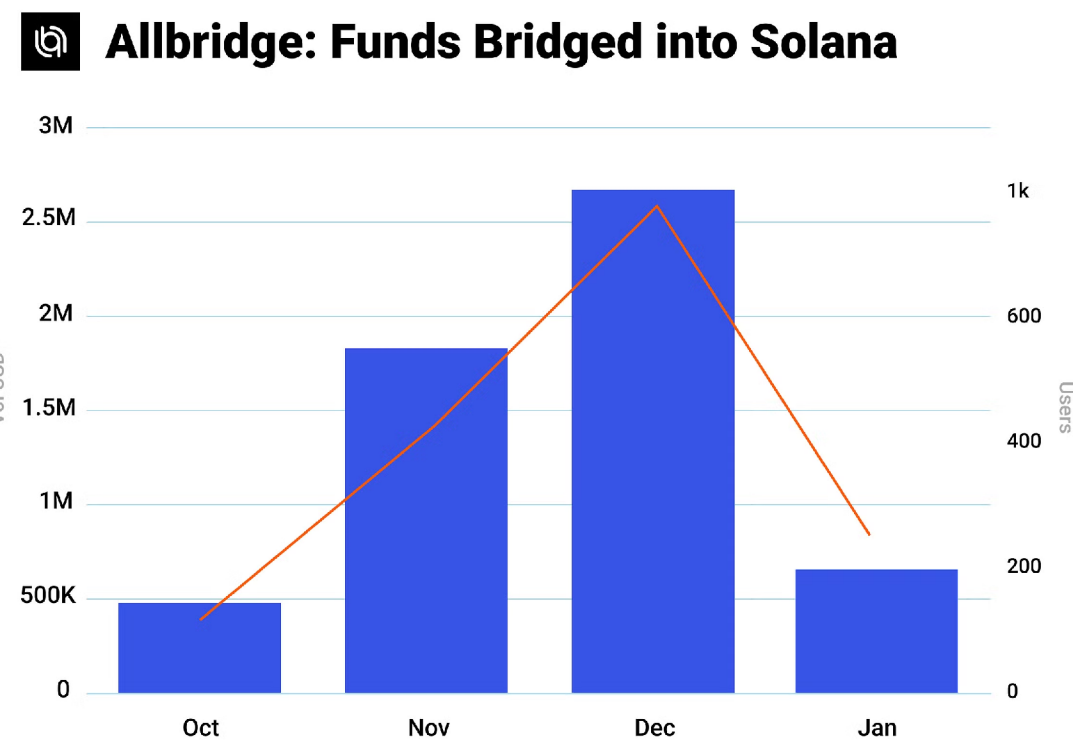


Zooming out, the amount of SOL spent on NFTs by CEX bridgers has still not come close to previous market highs:

Amount of SOL Spent on NFTs by CEX Bridgers
Per Month



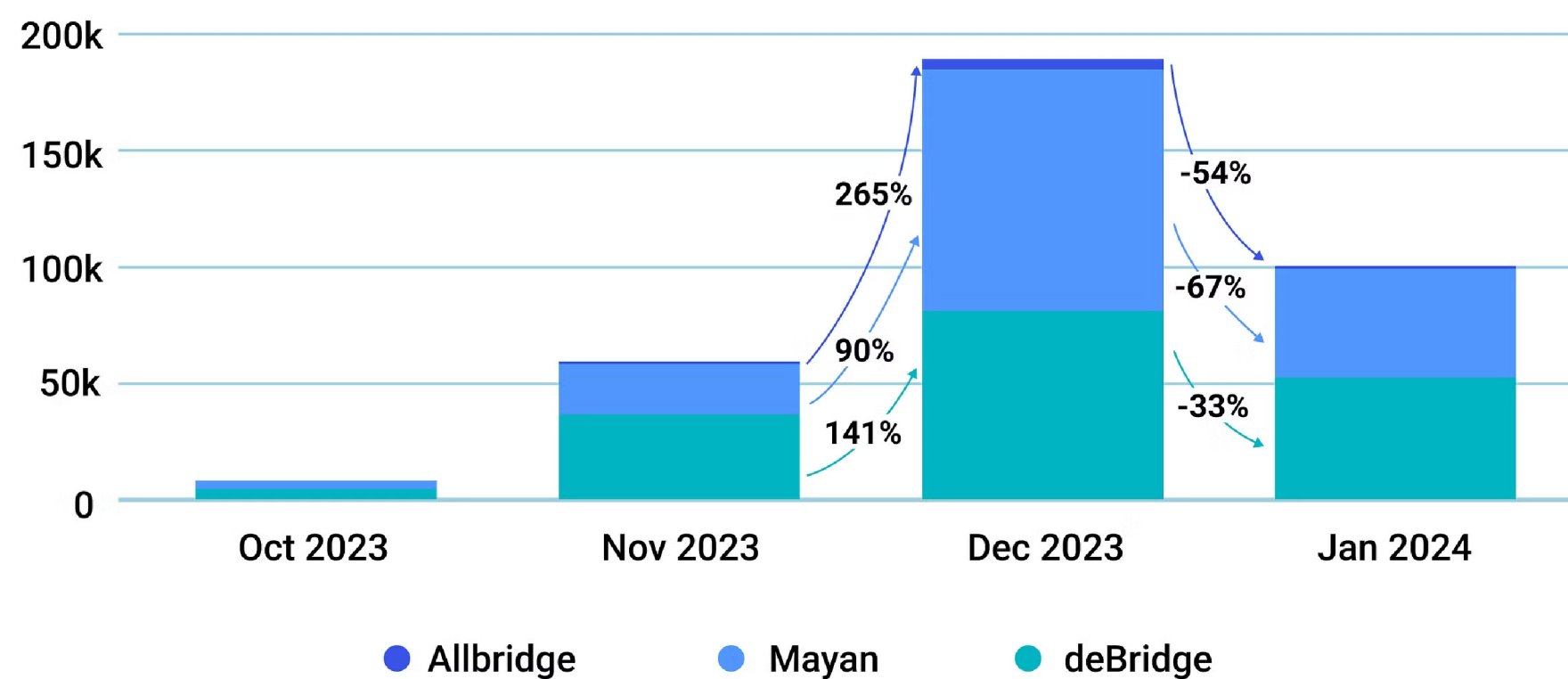
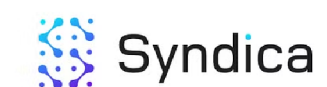
Cross-chain bridging volumes into Solana mirrored the ecosystem's overall pattern, with all cross-chain bridges seeing a slowdown in January:



Cross-chain bridgers slowed down their purchases of Solana NFTs in January:

SOL Spent on NFTs by Cross-Chain Bridgers

Per Month

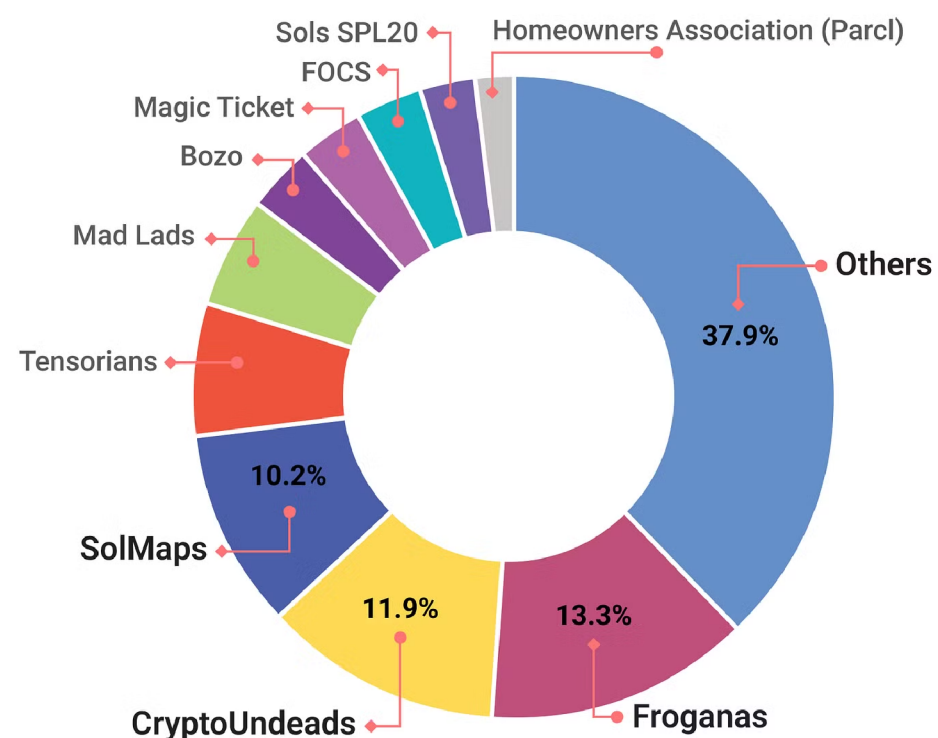


Just five collections made up about half of all January NFT activity by CEX bridgers and cross-chain bridgers:

Froganas, CryptoUndeads, SolMaps, Tensorians, and Mad Lads

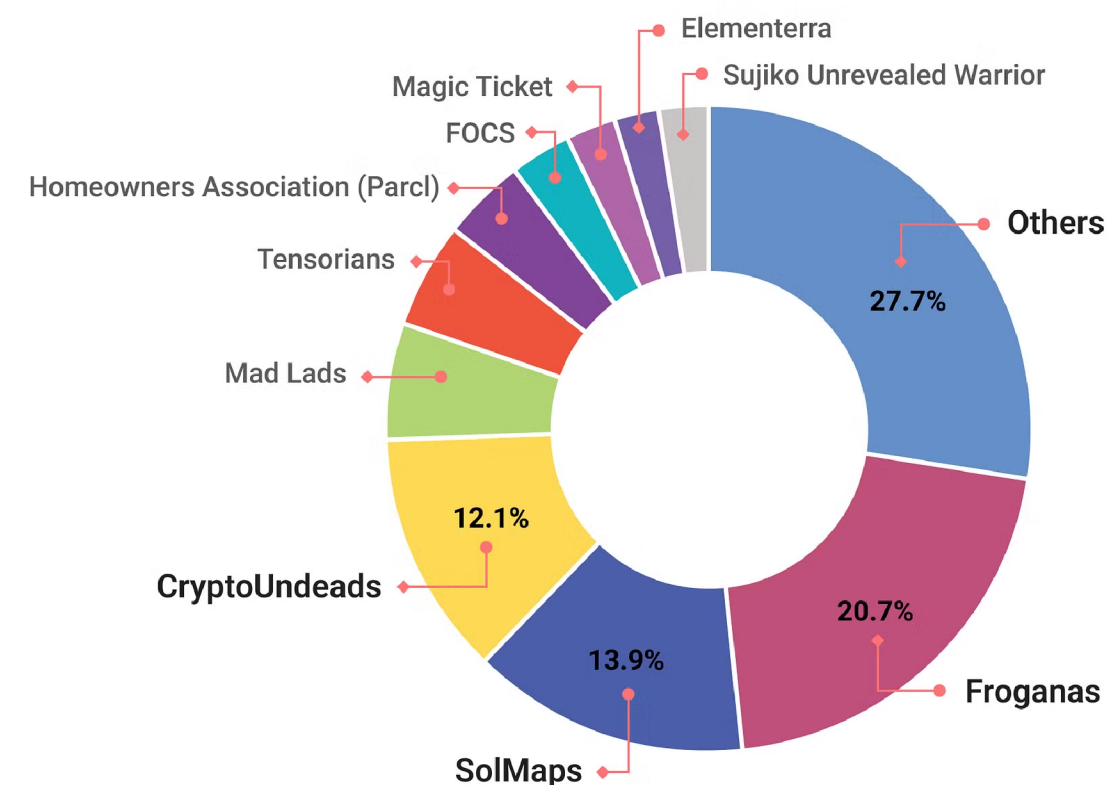
Collections Bought by CEX Bridgers

January 2024



Collections Bought by Cross-Chain Bridgers

January 2024

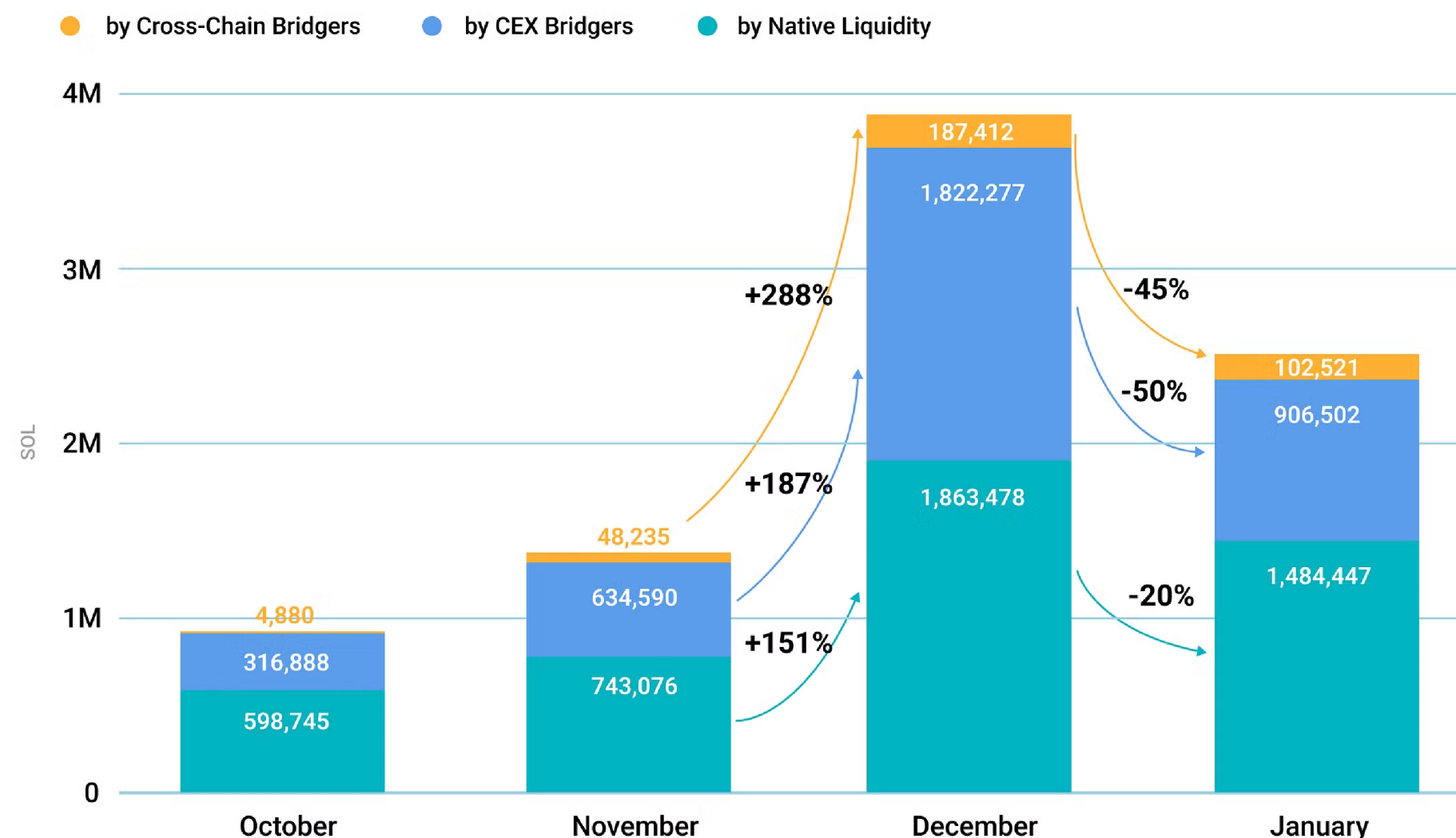


Volumes by CEX bridgers and cross-chain bridgers may have slowed in January, but existing Solana users continued to participate in the market at December-like levels.

NFT spend by those who bridged into Solana from other ecosystems and CEXes fell by about 50%.

NFT spend by *native liquidity* remained surprisingly stable, falling just 20%.

Total NFT Trade Volume
by Source

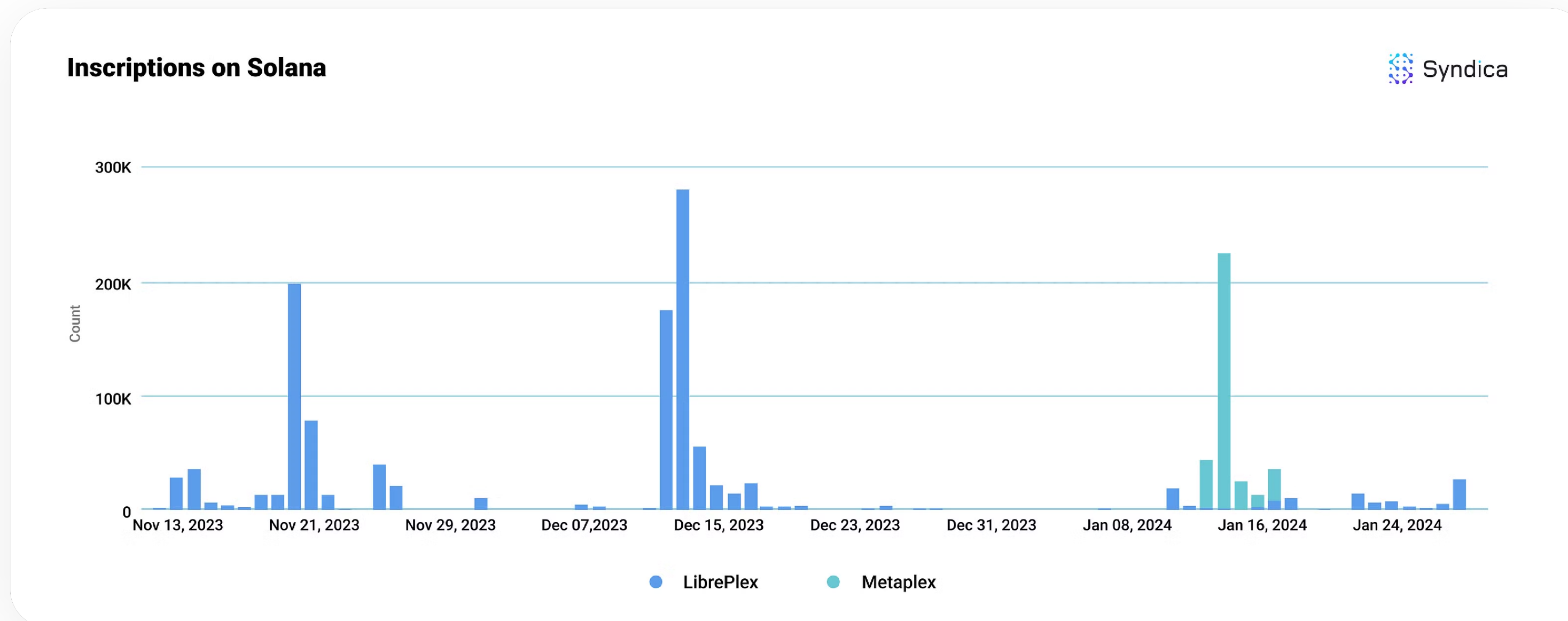




Our Trends To Watch:



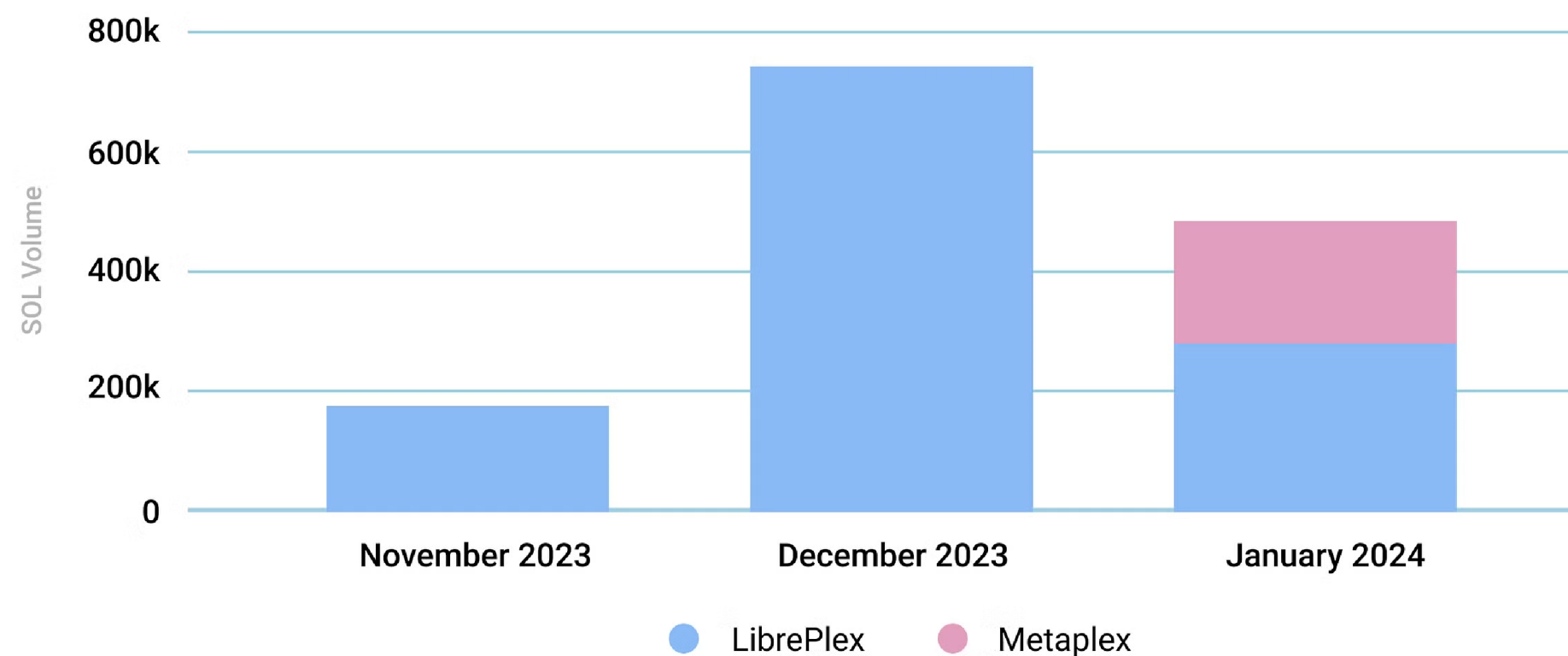
In addition to LibrePlex, Metaplex's inscription standard garnered real traction in January:



LibrePlex also continued to exhibit meaningful demand.

Together, LibrePlex and Metaplex inscriptions contributed to a meaningful level of inscription activity on Solana.

Solana Inscriptions Trading Volume
Denominated in SOL

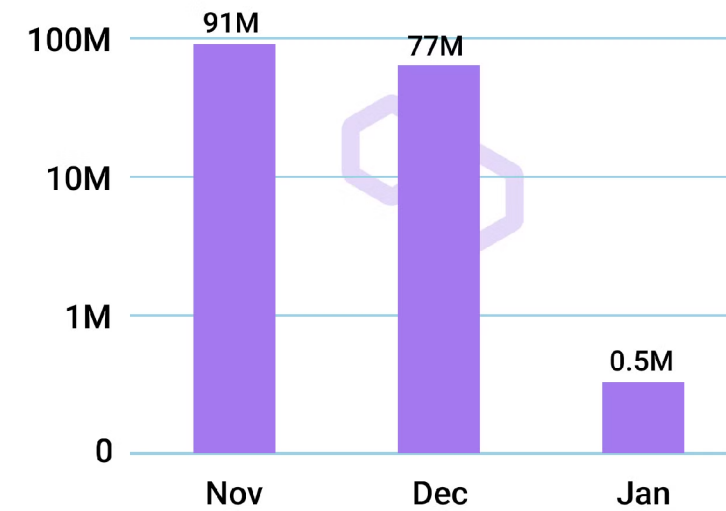




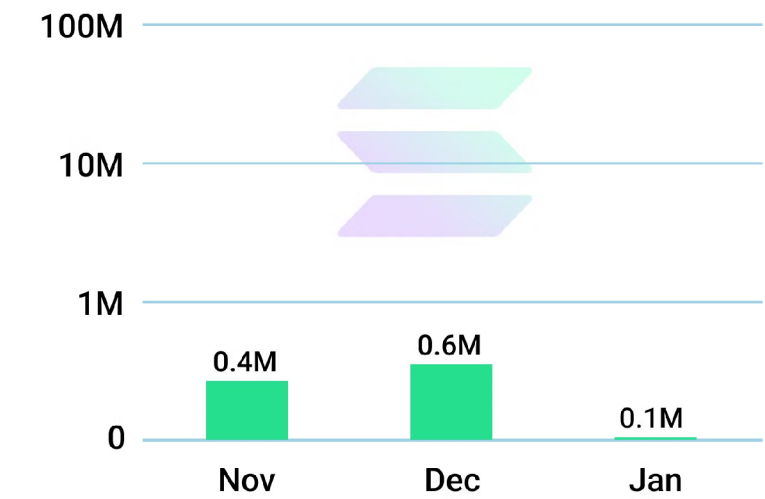
Inscription fever cooled down in the Polygon and Solana ecosystems...

while remaining strong in Bitcoin and Ethereum:

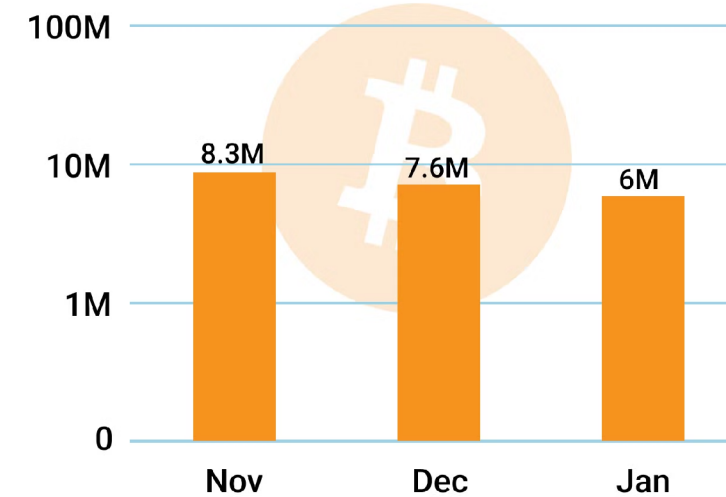
Inscriptions on Polygon (Log Scale) Syndica



Inscriptions on Solana (Log Scale) Syndica



Inscriptions on Bitcoin (Log Scale) Syndica



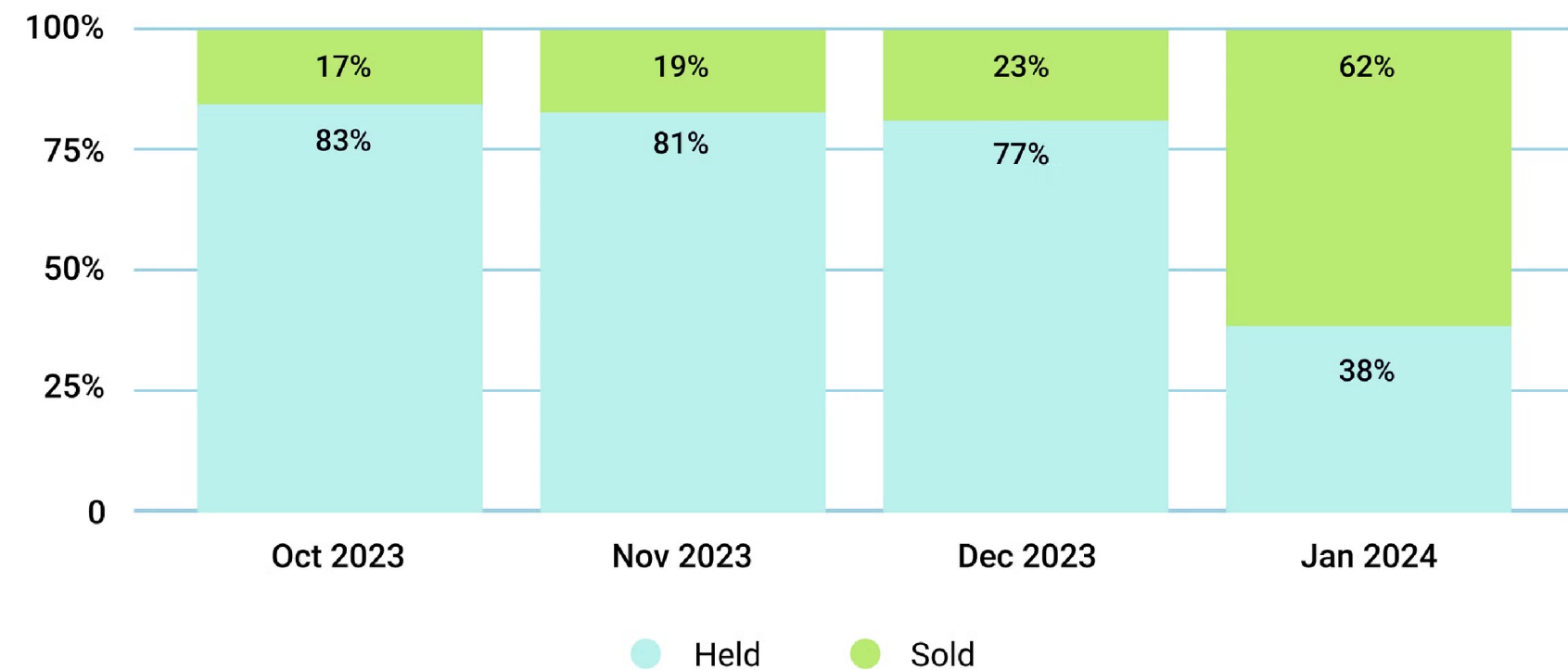
Inscriptions on Ethereum (Log Scale) Syndica



Lastly, changing behaviors indicated a large uptick in farming activity in January:

Sell behavior was on the rise in January:

Hold vs Sell Behavior

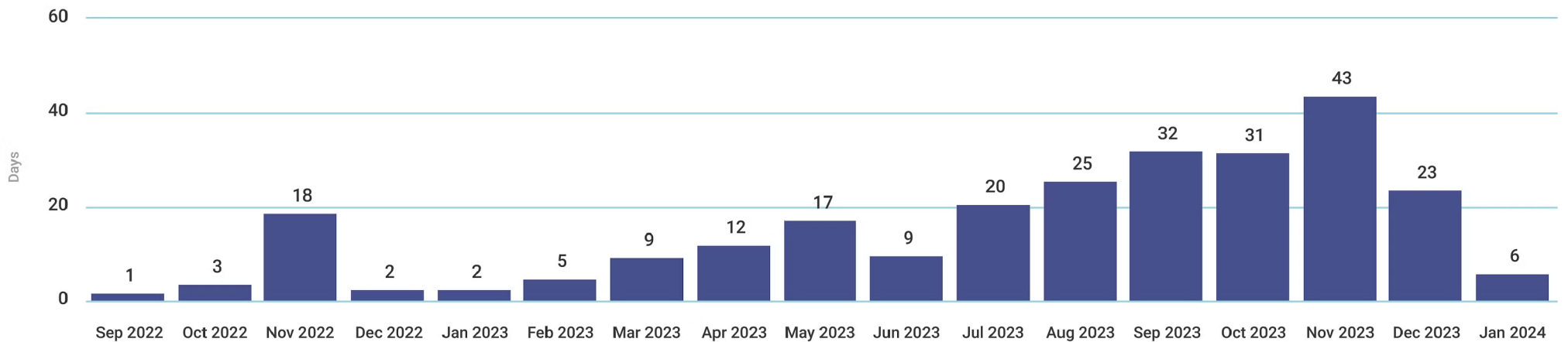




The average holding period for an NFT fell from 23 days in December to just 6 in January:

Lastly, average profits per trade fell for NFTs held for fewer than 30 days, indicating a bias towards trading regardless of profitability:

Average Days Held for Sold NFTs



Average USD Profit for NFTs Sold

