

PRESS RELEASE

CheckSig Survey: 68% of Italians want crypto services from their bank

CheckSig's latest survey reveals Italians' growing interest in the crypto market, balancing a desire to invest with a need for security, and outlines a major opportunity for the banking sector.

Milan, June 17, 2025 – **CheckSig**, a company specialized in crypto-asset trading and custody solutions, has released the findings of the **CheckSig Survey**, a study exploring the expectations of Italian investors regarding the crypto market. The results show a clear trend: **Italians want to invest in crypto**, and they want to do it with the support and security of their bank.

Italians are ready to invest in crypto, but through their bank

The survey paints a clear picture: most Italians are showing **growing interest in the crypto world** and are considering investing in the near future. However, they prefer to do so consciously and securely, through a trusted financial intermediary like their bank. A striking **68% of respondents said they would like their bank to offer crypto-related services**, underscoring the trust placed in financial institutions as reliable partners, even regarding financial innovation.

This demand is not just theoretical—it may soon translate into real market shifts: **48% of Italians said they would be willing to open an account with a different bank if it offered crypto services**. This is a strong signal: the presence or absence of crypto offerings could become a decisive factor in choosing a financial provider.

The study also reveals that **24% of Italians have already invested in crypto**, and another **29% plan to do so in the near future**. These numbers point to a significant level of adoption and a high growth potential that far exceeds the current market. Among those who have already invested, **47% hold a crypto position exceeding €10,000**, indicating a deliberate and significant allocation, rather than a casual or exploratory investment.

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An opportunity banks can't afford to miss

Italians' increasing interest in crypto is not just a shift in investor behavior; it's **a concrete opportunity for banks to redefine their role** within a rapidly evolving financial ecosystem. Offering crypto services is no longer just an optional innovation, but a key competitive advantage in a market that's leaning more and more toward digital solutions.

For Italian banks, meeting this emerging demand means **strengthening customer relationships** and positioning themselves at the center of a transformation that can attract new client segments and build loyalty among existing ones. While **53% of respondents say they have already invested or plan to**, this figure **jumps to 68% when banks are the ones offering crypto services**. Giving clients safe, regulated access to crypto-assets could help institutions meet a real and growing need.

In a context where **71% of respondents who want crypto services from their bank say they would open an account specifically to access them**, the ability to innovate becomes a strategic factor for competitiveness. Customer expectations are clear: simplicity, security, and expert guidance.

The most frequently cited needs, each selected by **39% of respondents**, are having **a secure custody solution** and **access to an expert advisor** who can help navigate the crypto market. Another **38% consider it essential to be able to buy and sell** crypto-assets safely, while **30% want to use their crypto to make purchases** or benefit from **integrated tax reporting**. Finally, **17% are interested in being able to send crypto** to other users.

Safety and trust: banks at the center of Italians' crypto journey

*"These numbers speak for themselves: there is a strong demand for **tools and services that allow people to operate in crypto safely, transparently, and in a regulated environment**," said Michele Mandelli, Managing Partner at CheckSig. "And the preferred channel for meeting this demand is the banking system: Italians are **asking for a trustworthy intermediary to support them at every step, from investment decisions to custody and tax reporting.**"*

Security remains a key consideration for Italians when planning crypto exposure. Respondents highlighted the **importance of relying on a solid and regulated partner**, like their bank, to navigate what is still often perceived as a complex and risky market. *"In the crypto world, Italians want to feel safe. And the answer is: their bank,"* Mandelli concluded.

Methodology

The CheckSig Survey explores Italian customers' expectations in the crypto market, focusing on the growing demand for bank-integrated crypto services that help users navigate this space securely.

The study focused on **knowledge, behavior, and expectations related to crypto-asset investment**, as well as perceptions of the banking sector's role in this space. The research was conducted using **CAWI methodology** (Computer-Assisted Web Interviewing) between March 3 and March 10, 2025. The sample included **1,000 employed Italians aged 20 to 60**, representative by gender, geographic area, and income bracket.

The full survey results are available on the [CheckSig Clear website](#).

About CheckSig

CheckSig is an Italian company providing access, custody, and tax solutions for crypto-assets, operating under the highest standards of security, transparency, and regulatory compliance. CheckSig supports investors, professionals, and financial institutions in accessing a safe, reliable, and fully integrated crypto ecosystem.

In 2024, CheckSig launched CheckSig Clear, a technology infrastructure that enables banks and intermediaries to offer simple and secure access to crypto-assets.

CheckSig: l'eccellenza italiana nelle crypto-attività

Fondata nel 2019 come spin-off del [Digital Gold Institute](#), il principale think tank italiano su Bitcoin, crypto-asset e blockchain, CheckSig offre soluzioni avanzate per investitori privati e istituzionali. La sua missione è rendere l'investimento in crypto-asset semplice e sicuro, fornendo servizi di compravendita, custodia, staking, compliance fiscale, formazione e consulenza. La piattaforma opera anche in modalità B2B2C come infrastruttura Crypto-as-a-Service su clear.checksig.com. CheckSig è:

- *la prima al mondo a offrire la [prova-della-riserve pubblica](#) dal 2020 e unico custode a farlo.*
- *l'unica realtà crypto italiana con [coperture assicurative](#), fornita da primaria compagnia europea con rating AA di Standard & Poor's.*
- *l'unica azienda crypto in Italia con [attestazioni SOC1/SOC2 Type II](#), ottenute sottoponendosi a audit continui (effettuati da una delle Big Four) sulla qualità dei controlli di sistema e organizzativi.*
- *dal 2024, il primo e finora unico operatore crypto in Italia a svolgere il ruolo di [sostituto d'imposta](#) per i propri clienti.*

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