



For trading-oriented investors who believe they can time crypto assets, 2024 may bring further opportunities with crypto-specific and external factors calling for more volatility ahead. (UBS)

UBS Trending video: Crypto - What do we need to know?

30 January 2024, 6:55 pm EST, written by US Editorial Team

More than a year after the implosion of crypto markets and a year of disappointing performance, digital assets are back in the buzz lately. What lies ahead for crypto?

While many investors view ETFs as an easier way to access, store, and invest in digital assets, investor interest and flows have so far not lived up to pre-launch expectations. The fundamental investment case for crypto assets broadly remains weak, in our view.

In this video, Michael Gourd, Asset Allocation Strategist, CIO Americas, discusses what's next for cryptocurrencies.

Read the original report : [The case for cryptos remains weak, 25 January 2024.](#)

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