

## MINT at the Center of a New Phase in Crypto iGaming

As crypto markets move beyond hype, iGaming is gaining attention for its focus on user engagement, repeat activity, and evolving interactive formats.



**Limassol, Cyprus Apr 13, 2026** ([Issuewire.com](https://www.issuewire.com)) - The crypto market has spent the past few years moving from one dominant narrative to another—DeFi, NFTs, AI—each cycle driven as much by attention as by fundamentals.

That dynamic is now shifting.

As the market matures, both users and investors are focusing less on hype and more on products that generate **consistent engagement and repeatable activity**. One area where this change is becoming visible is iGaming, where platforms like MINT are beginning to reflect this broader transition.

### From Narrative to Usage

While rarely at the center of crypto narratives, iGaming has continued to grow in the background—driven by consistent user behavior rather than speculation.

With estimates placing crypto gambling above **\$150 billion in gross gaming revenue (GGR)**, the sector is becoming harder to ignore. More importantly, it represents a model where activity translates directly into revenue.

Crypto-native platforms also tend to benefit from **lower onboarding friction and faster transactions**, often resulting in higher conversion rates and more active user behavior compared to traditional online gambling.

## From Passive Play to “Trading-Style” Games

A key shift within the sector is happening at the product level.

Since around **2022–2023**, a new category of formats—often described as “**trader-style games**”—has gained traction. These include crash games and prediction-based systems, where timing and decision-making play a more visible role.

Their rise is closely linked to crypto user behavior. As trading became more widespread, users grew accustomed to reacting in real time—managing risk, entering and exiting positions, and making fast decisions.

Traditional casino formats, by comparison, began to feel static.

Newer models reflect this change. Rather than placing a bet and waiting, users interact continuously—deciding when to act within the experience itself. These formats borrow the **pace and structure of trading**, without becoming trading itself.

## A Shift Toward Engagement

Across the sector, the focus is moving from game quantity to user engagement.

Platforms are increasingly experimenting with more integrated systems, where different formats coexist and user activity extends beyond isolated sessions.

Some are also introducing structured incentive models, linking activity to ongoing rewards or progression. Platforms like MINT are exploring these approaches as part of a broader move toward more cohesive, engagement-driven environments.

## Looking Ahead

As crypto moves beyond narrative-driven cycles, sectors built on **real activity and sustained engagement** are gaining relevance.

iGaming, once peripheral, is increasingly aligned with that shift—driven not by hype, but by consistent user behavior and evolving product design.

## Media Contact

mint

\*\*\*\*\*@mint.io

<https://mint.io>

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