Stablecoin: The Next Wave of Digital Finance

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Introduction

Stablecoin is no longer a niche innovation within the cryptocurrency world. With annual transfer volumes reaching **$27.6 trillion in 2024**—a figure **7.7% higher than the combined volume of Visa and Mastercard,** according to a Jan. 31 report by crypto exchange CEX.io., it is fast becoming a cornerstone of global finance. Its rise marks a pivotal moment in the evolution of money, as regulatory frameworks worldwide catch up to innovation, paving the way for broader adoption.

This article explores why Stablecoins are gaining traction and how regulatory momentum is shaping their future.

Stablecoin Gaining Traction

Main advantage of Stablecoin is its capability to combine the benefits of cryptocurrency with the stability of traditional money.

Unlike volatile digital assets such as Bitcoin or Ethereum, Stablecoin is pegged to fiat currencies or other stable assets. This peg makes them an attractive medium of exchange and store of value, especially for transactions requiring reliability.

Key advantages include:

- **Faster transactions:** Traditional banking could take upto days while Stablecoin takes only seconds for settlement
- **Lower costs:** Cheaper as compared to credit cards, wire transfers etc.
- **Transparency:** Transparent and auditable due to blockchain records
- **24/7 availability:** No reliance on banking hours or geographic boundaries
- **Inclusivity:** Individuals and businesses which are underserved by banks can easily access it

Abovementioned benefits are the main reason behind Stablecoins gaining traction fast and outpacing established giants like Mastercard and Visa. Currently, **U.S. dollar–pegged Stablecoins dominates the market**, but local currencies are also gaining popularity, though their usage remains limited as of now. Currencies such as the Euro, British Pound, Japanese Yen, Korean won, and even commodity-pegged Stablecoin are present. **USD Stablecoins favor global reach & liquidity with heavy regulation, while local currency pegged Stablecoins suit domestic adoption but limited international use**.

Regulatory Momentum Worldwide

One of the biggest barriers to widespread adoption of Stablecoin has always been uncertainty around regulation but that is changing rapidly. As governments and regulators around the world, are laying down rules for Stablecoin governance. This regulatory clarity is providing confidence to consumers, thus accelerating its adoption.

- **United States:** Federal government passed **GENIUS Act in July 2025**, to create a regulatory framework for payment Stablecoins. It clarifies rules around issuance, reserves, oversight and consumer protections. This landmark legislation has brought legal clarity and thus raised adoption across the country.

  Stablecoins are also gaining formal recognition, with state-level regulators increasingly treating them as a sustainable form of cryptocurrency rather than a threat to traditional banking.

- **South Korea:** South Korea is in the process of creating a legal framework, **Digital Asset Basic Act,** for won-denominated stablecoins (i.e. pegged to the Korean won). The effort is part of broader digital asset regulation reforms. Notably, major banks have formed a consortium to explore Stablecoin issuance, signaling mainstream financial institutions are preparing to enter the ecosystem.
- **Global Landscape:** The European Union, Singapore, Hong Kong, and other financial hubs are all implementing or drafting rules. These efforts are fostering a competitive environment, pushing players to innovate while ensuring stability and consumer protection.

The bottom line: regulatory momentum is no longer a question of *if*, but *when and how fast*.

Business Opportunities in Stablecoins (B2B vs B2C)

For entrepreneurs, fintechs, and financial institutions, Stablecoins are shaping up to be one of the biggest business opportunities of this generation. They could completely change how money moves, settles, and builds trust in the digital world. But like any new market, not every opportunity is created equal - the real value will come from figuring out where Stablecoins actually solve problems and how to build around that.

Currently Stablecoins are mostly used in **B2B contexts**, especially for **cross-border payments, corporate treasury management, and hedging**. Businesses and financial institutions benefit due to stable nature of Stablecoins, which allows them to transact efficiently across geographies and mitigate local currency volatility.

- **Cross-border payments** benefit from faster settlement and reduced costs
- **Treasury management** becomes effective as multinational companies can move funds between branches in different countries without going through slow bank processes
- Companies in emerging markets can hedge against depreciation of their local currency

by temporarily holding USD or EUR-backed stablecoins

Direct **B2C or retail adoption is currently minimal**. Consumer use cases are mostly limited to **remittances and niche sectors such as gaming**, but remain small and demographic specific. Right now, most people aren't really using Stablecoins for everyday shopping due to multiple hurdles. Mainly because they lack trust in issuers and habit shift from credit/ debit cards is time taking.

They probably won't catch on widely until big retailers, like Amazon, start accepting or even issuing them. Potential is also present in markets like Nigeria, where individuals and small businesses use stablecoins as a lower-risk, liquid alternative to local currencies.

Looking ahead, **B2B use cases are likely to dominate growth**, while B2C adoption may expand gradually as awareness rises and regulatory clarity enhances trust and legitimacy. For now, B2B adoption offers **higher volumes and stronger margins**, making it the most attractive entry point for businesses.

Business Considerations: Currency Choices

Any business who wants to issue their own Stablecoin. For them the most critical strategic decision remains, choosing the right currency to peg. Each option presents unique opportunities and challenges.

- **USD-pegged Stablecoins**
  - **Pros:** Global recognition, large user base, and strong demand for dollar-denominated transactions.
  - **Cons:** Heavily regulated, requiring rigorous compliance and potentially limiting innovation.
  - **Best suited for:** Companies seeking international reach and high transaction volumes.
- **Locally pegged Stablecoins**
  - **Pros:** Alignment with domestic regulations and easier adoption in local markets.
  - **Cons:** Limited international scope and lower liquidity compared to USD-pegged coins.
  - **Best suited for:** Domestic payments, government-backed projects, and regional financial ecosystems.

Some businesses may choose a hybrid approach, offering both USD and local Stablecoin options to balance global reach with local relevance.

Why Now Is the Right Time?

NRI considers current environment as a rare window of opportunity because **not only transaction**

volumes are growing but Governments across countries are creating **frameworks to enhance regulatory clarity**. This attention has proven that Stablecoin is not another passing trend but rather a financial infrastructure shift on par with the introduction of credit cards or online banking.

Companies that move now can secure early-mover advantages, including:

- **Building customer trust before the market becomes crowded**
- **Forming partnerships with banks, regulators, and fintechs at the ground level**
- **Developing scalable infrastructure that will be harder to replicate later**

As the global financial system adapts, Stablecoins will likely become a foundational layer of both domestic and international payments. Those who act early will be positioned not just to participate, but to lead.

Companies exploring Stabelcoin

Retail giants like **Walmart, Amazon, and Expedia** are reported to be exploring Stablecoin issuance or adoption to reduce transaction costs and bypass traditional payment rails.

Sony is also moving into the Stablecoin space to strengthen its Web3 ecosystem and streamline payments across entertainment, gaming, and financial services.

JP Morgan Chase launched its JPM Coin in 2019. While **Citigroup** is considering its own Stablecoin and looking into tokenized deposits to expand its digital payments capabilities. **French bank Société Générale (via SG-Forge)** launched *USD CoinVertible* (USDCV), a dollar-pegged Stablecoin under EU regulation. **Mastercard** has teamed up with Fiserv to promote a new Stablecoin called *FIUSD*.

Conclusion

Stablecoins are no longer experimental—they are a rapidly maturing financial instrument reshaping the way money moves. With **$27.6 trillion in annual transfers**, clear regulatory frameworks emerging worldwide, and significant opportunities in B2B adoption, the case for entering the ecosystem has never been stronger.

The key is to approach the market strategically: understand the regulatory environment, choose the right currency peg, and focus first on areas with proven demand.

In the words of digital finance evolution, Stablecoins are not the future—they are the present. The question is no longer *if* businesses should engage, but *how soon*.

At NRI Consulting, we help businesses navigate the evolving digital asset landscape with a structured, practical approach to Stablecoin adoption. Our services include **regulatory and compliance advisory** to ensure organizations operate within global and local frameworks, **market and risk assessments** to evaluate opportunities and potential challenges, and **strategy development** to align Stablecoin use cases—such as cross-border payments, treasury management, or settlement infrastructure—with core business objectives. By combining deep industry expertise with hands-on execution, NRI Consulting empowers businesses to understand, adopt, and maximize the value of Stablecoins as part of their broader digital transformation journey.

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