

Emerging Cryptocurrencies See Spike in Popularity Amid Infrastructure Growth and Market Momentum

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This week has seen a notable uptick in activity surrounding several key cryptocurrencies, both from retail investors and institutional players. Leading the surge is Little Pepe (LILPEPE), followed by familiar names like Ripple (XRP), Bitcoin (BTC), Ethereum (ETH), and a wave of meme-driven assets like Pepe Coin (PEPE), Floki Inu (FLOKI), and MOBOX (MBOX).

These tokens have drawn renewed attention through rising search trends, on-chain activity, and technological advancements, positioning them prominently in the evolving crypto narrative of 2025.

Little Pepe (LILPEPE) has emerged as a standout among meme tokens, transitioning from viral hype to functional infrastructure. Between July 15 and 20, Google searches for LILPEPE reportedly surged over 250%, making it one of the most searched cryptocurrencies. Unlike many meme tokens that rely solely on popularity, LILPEPE is building real utility through its own Ethereum Layer-2 blockchain, dubbed “Pepe Chain.” This chain is optimized for meme coin deployment and supports features like zero-tax trading, bot protection, and minimal gas fees. All transactions on the Pepe Chain use \$LILPEPE, tying the token directly to platform utility. The project also launched “Pepe’s Pump Pad,” a no-code meme coin launchpad that simplifies token creation for users. With over \$9 million reportedly raised and Stage 7 of its presale underway at \$0.0016, LILPEPE continues to attract investors, influencers, and new users.

Ripple’s XRP token has also seen a resurgence, with prices climbing over 37% in a week to reach around \$3.60, its highest level since 2018. This growth is driven by favorable legal developments, expanded institutional interest, and a notable increase in online engagement. As a digital asset designed for cross-border payments, XRP’s relevance within global finance continues to gain traction, especially with deeper integration into financial networks.

Meanwhile, Bitcoin (BTC) remains a market anchor. Currently trading near \$118,000, BTC has gained more than 27% year-to-date. Google searches for “buy bitcoin” have reportedly jumped 76% over the last month, indicating strong retail interest. Realized capitalization has reportedly surpassed \$1 trillion, with roughly 25% of that total added this year, suggesting sustained institutional investment. Technically, Bitcoin is holding a tight pattern between \$117,000 and \$123,000, a setup that traders are watching for a potential breakout.

Ethereum (ETH) is maintaining its momentum with rising investor interest and bullish metrics. ETH is trading around \$3,770 as optimism around Exchange-Traded Fund (ETF) approvals and institutional inflows grows. Google search trends and declining exchange balances suggest a long-term holding sentiment among investors. Ethereum’s role in powering decentralized finance (DeFi) and upcoming Layer-2 scalability upgrades continues to support its prominence in the crypto market.

Pepe Coin (PEPE), another meme asset, is trading near \$0.000014 following a reported 30% monthly gain. On-chain data indicates whales have accumulated over 11.8% of their circulating supply, while exchange reserves dropped nearly 3%, reinforcing a holding pattern. Social engagement on platforms like X (formerly Twitter) and Telegram rose 27%, adding to its breakout momentum.

Floki Inu (FLOKI) is seeing renewed interest thanks to the July 1 launch of its Valhalla play-to-earn non-fungible token (NFT) metaverse. Over 125,000 NFTs were reportedly minted, and more than one million on-chain transactions were recorded. FLOKI is now trading around \$0.0000138 after a 40% weekly rise, driven by strong whale activity, global exchange listings, and targeted marketing efforts.

Solana (SOL), trading near \$180, is benefiting from growing interest in meme tokens like BONK and Book of Meme hosted on its network. Solana's fast transaction speed and low fees make it a popular platform for both developers and retail users. Google search interest for "Solana price prediction" and related terms is up 38% week-over-week.

Toncoin (TON) has gained significant traction due to its integration with the Telegram messaging platform. With peer-to-peer payment functionality and support for mini apps, TON is trading near \$3.29 after a reported 8% gain. The token's potential access to Telegram's estimated 900 million users adds weight to its long-term utility.

Lastly, MOBOX (MBOX), currently priced at about \$0.68, is drawing attention from the GameFi sector. The platform's unique NFT ecosystem and upcoming game updates have revitalized interest. With its play-to-earn structure and expanding gaming community, MBOX is seeing increasing relevance in the current market cycle.

As crypto markets continue evolving, infrastructure-building projects like LILPEPE are beginning to distinguish themselves from short-lived meme fads. Alongside core assets like BTC and ETH, these emerging tokens are shaping the next chapter of digital finance through real utility, strategic adoption, and community engagement.