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## Bitcoin Targets \$120K as Institutions Fuel New Surge

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July 3, 2025, LONDON NEW YORK BERLIN Bitcoin continues its upward trajectory, trading steadily above \$107,000. According to CoinMarketCap, a 12% increase in trading volume has pushed daily transactions to \$48 billion.

With accelerating institutional adoption, growing demand in the UK and EU, and expanding payment infrastructure, many analysts believe a move to \$120,000 is not only likely but imminent.

A key driver of this momentum is Bitget's launch of a crypto-backed payment card, developed in collaboration with Mastercard and Web3 infrastructure provider Immersve.

Integrated within the Bitget Wallet, the card allows users to make real-time, on-chain crypto-to-fiat purchases across more than 150 million merchants globally, all with zero transaction fees.

Unlike traditional crypto payment solutions, the Bitget card enables immediate funding through on-chain swaps and wallet deposits. Initially available in the UK and European Union, the service will expand into Latin America, Australia, and New Zealand in the coming months.

“Our partnership with Mastercard enables seamless on-chain transactions to meet the demands of today’s crypto users,” said Jerome Faury, CEO of Immersve.

Bitget Wallet CMO Jamie Elkaleh noted, “40% of our wallet users already utilize crypto for payments. This card is built to support that growing behavior, especially among younger generations.”

Bitget Research recently revealed that 20% of Gen Z and Alpha users surveyed would be open to receiving their pensions in cryptocurrency, highlighting the shifting attitudes toward digital assets as viable financial tools.

While some traditional institutions remain cautious, others have taken advantage. For instance, Barclays recently restricted crypto transactions via cards due to regulatory concerns, while others are deepening their commitment.

Deutsche Bank announced plans to offer a comprehensive crypto custody service by 2026. UK-based web design agency The Smarter Web Company made headlines after allocating \$52 million toward Bitcoin, acquiring 230 BTC as part of a long-term treasury strategy.

According to Gracy Chen, CEO of Bitget, Bitcoin is poised to end 2025 between \$126,000 and \$190,000, supported by historical post-halving cycles. Some analysts suggest the asset could reach \$200,000 within the current cycle if momentum continues.

Bitcoin is gaining serious traction as adoption grows, infrastructure improves, and institutional money pours in. It’s moving beyond its reputation as a speculative asset and becoming a central force in the global financial system. A rise to \$120K no longer feels like a bold prediction and looks increasingly inevitable.