

TON Wallet Launch on Telegram Triggers Toncoin Rally Among U.S. Users

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Telegram has begun rolling out its integrated Toncoin (TON) wallet to 87 million users across the United States, a move that has fueled a continued rally in the digital token's price. Built by The Open Platform (TOP) on the The Open Network (TON) blockchain, the self-custodial wallet allows users to send, receive, and stake cryptocurrencies directly within the Telegram messaging app, eliminating the need for separate apps, browser extensions, or complex onboarding steps.

The integration marks a significant milestone in bringing decentralised finance (DeFi) tools into a widely used communications platform. According to CNBC, this is the first time a self-custodial digital wallet has been embedded in a mainstream U.S.-focused app at scale. The rollout coincides with a rising interest in crypto infrastructure within consumer tech, reflecting renewed optimism in the digital asset space.

TOP CEO Andrew Rogozov cited improved clarity in U.S. crypto regulation and Telegram's expanding user base as key factors in the decision to enter the American market. "We started considering the U.S. as a more interesting opportunity for us," Rogozov told CNBC. He noted that Telegram's tech-savvy, crypto-literate audience provides a natural fit for the wallet product.

To reduce friction and encourage adoption, the wallet employs a split-key recovery system, bypassing the traditional seed phrase model that often deters new users. Part of the recovery data is tied to the user's Telegram account, while the other is linked to their email address, allowing secure access without requiring advanced technical know-how.

The TON Wallet also supports crypto staking, peer-to-peer token swaps, and fiat on-ramp/off-ramp via debit card, with zero-fee purchases available through MoonPay. Additionally, it integrates with Telegram's Mini Apps framework, allowing users to interact with decentralised applications (dApps) without leaving the messaging platform. The result is a streamlined Web3 experience delivered within a familiar user interface.

As of the latest data from CoinDesk, Toncoin is trading at \$3.41, reflecting a 3% gain over 24 hours. The token has surged 12.2% in the past week and 25.6% over the past month, as investor sentiment strengthens and usage expands. Technical analysis highlights a sharp upward move between July 21 and July 22, with TON rallying from \$3.25 to a high of \$3.58 before retracing slightly to \$3.44 amid cooling volume. The breakout above resistance at \$3.34 expanded TON's trading range by nearly 12%, confirming bullish momentum despite a brief pullback.

While the broader crypto market continues to face regulatory and institutional hurdles, the TON Wallet's launch may serve as a model for mainstream crypto adoption. By embedding blockchain functionality into an app already used by millions, Telegram is lowering the entry barrier for new users and reinforcing the case for user-controlled finance. For digital asset investors, this represents more than just another integration; it signals a future where crypto tools are embedded into the software people use every day.

