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Pepe Crypto Surges After Trump's 401(k) Crypto Move

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Pepe (PEPE), the well-known meme cryptocurrency, has experienced a notable price and trading volume rebound following a recent executive order (EO) signed by former President Donald Trump. This EO could soon allow American investors to include cryptocurrencies like PEPE in their 401(k) retirement accounts, sparking renewed optimism for the token's future growth.

After dipping to around \$400 million in trading volume earlier this month, PEPE's daily trading activity has bounced back above \$500 million. This resurgence comes as investors

respond positively to the possibility of integrating crypto assets into 401(k) plans, which collectively hold more than \$8.7 trillion in assets. These retirement plans enable American workers to save pre-tax income for retirement, deferring taxes until withdrawals begin. Allowing crypto inclusion in such accounts could unlock significant capital inflows into digital assets.

The executive order signals a broader shift toward mainstream acceptance of cryptocurrencies in the United States. It also opens the door for meme coins like PEPE to benefit if exchange-traded funds (ETFs) connected to these tokens gain approval from the U.S. Securities and Exchange Commission (SEC). Such developments would provide more accessible and regulated avenues for investors, further boosting market participation and liquidity.

Following the announcement, the crypto market saw roughly \$300 million in short positions liquidated across various altcoins, including XRP, Solana (SOL), and Ethereum (ETH). This forced unwinding of bearish bets contributed to a market rally, lifting many tokens. Data from CoinGlass reveals that open interest (OI), the value of active futures contracts, has grown to \$678 million for PEPE, showing heightened trader interest.

Technically, PEPE's price action remains bullish. On the 4-hour chart, the token is trading near its 200-period exponential moving average (EMA), facing resistance around \$0.00001180. Should PEPE break above the \$0.00001200 level, it could trigger a sharp upward move, potentially gaining 17% and testing its previous swing high near \$0.00001400. The Relative Strength Index (RSI) suggests there is room for continued gains without entering overbought territory, hinting at possible momentum ahead.

Beyond PEPE, new projects like SUBBD (SUBBD) are gaining traction. SUBBD is a blockchain-based platform designed to help content creators monetize AI-generated images and videos, reflecting the growing trend of decentralized platforms that empower artists and producers with passive income opportunities.

While cryptocurrencies remain a volatile and high-risk asset class, recent policy signals and market behavior point to a promising period for meme tokens like PEPE. Investors should watch closely as regulatory frameworks evolve and capital flows potentially increase in this dynamic space.