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BNB Surpasses Nike in Value, Nears \$900

July 28, 2025

– Categories: *Crypto*



Binance Coin (BNB) has reached a new all-time high of \$861.20, overtaking Nike in market capitalization. According to data from Companies Market Cap, BNB now holds a valuation of \$119 billion, compared to Nike's \$112 billion as of the early hours of July 28.

The recent surge marks a 31.47% increase over the past month, with trading volume also seeing a sharp rise. Over the past 24 hours alone, BNB's volume increased by 98%, reaching \$3.85 billion, a key indicator that the coin may hit the \$900 mark before the weekend.

A significant contributor to this rally is institutional interest. On July 25, U.S.-based biotech firm Windtree Therapeutics secured up to \$520 million in funding to build one of the largest corporate reserves of BNB. Earlier this month, Web3 infrastructure firm Nano Labs Ltd., based in China, announced a \$50 million BNB acquisition. The company has also expressed plans to expand its holdings up to \$1 billion through private rounds and convertible notes.

Changpeng Zhao (CZ), the founder of Binance, has acknowledged the increasing interest and support for the BNB ecosystem. In a public message on July 23, he thanked developers, BTC maximalists, ETH holders, meme coin traders, ETF applicants, and corporate treasury managers groups that analytics have confirmed as major BNB buyers.

CZ's stake in BNB also underscores its market strength. He reportedly controls 64% of the token's circulating supply. With BNB's latest price peak, its estimated net worth has risen to around \$75 billion.

Analysts highlight CZ's strong involvement in BNB's development as a positive signal. When project leaders maintain long-term commitment, it can foster investor confidence and bolster a token's perceived utility and value.

Beyond market sentiment, BNB Chain continues to lead key blockchain performance indicators. Data from DeFiLlama reveals that BNB Chain is currently the top-performing blockchain in 24-hour decentralized exchange (DEX) volume, reporting over \$5.06 billion. By comparison, Ethereum recorded \$3.54 billion, while Solana followed with \$2.22 billion.

These figures reflect growing adoption of the BNB ecosystem, even as competition among Layer 1 blockchains intensifies.

As the crypto market eyes further gains, BNB's combination of institutional backing, strong developer activity, and leadership in key metrics positions it as a major player heading into Q3 2025.