

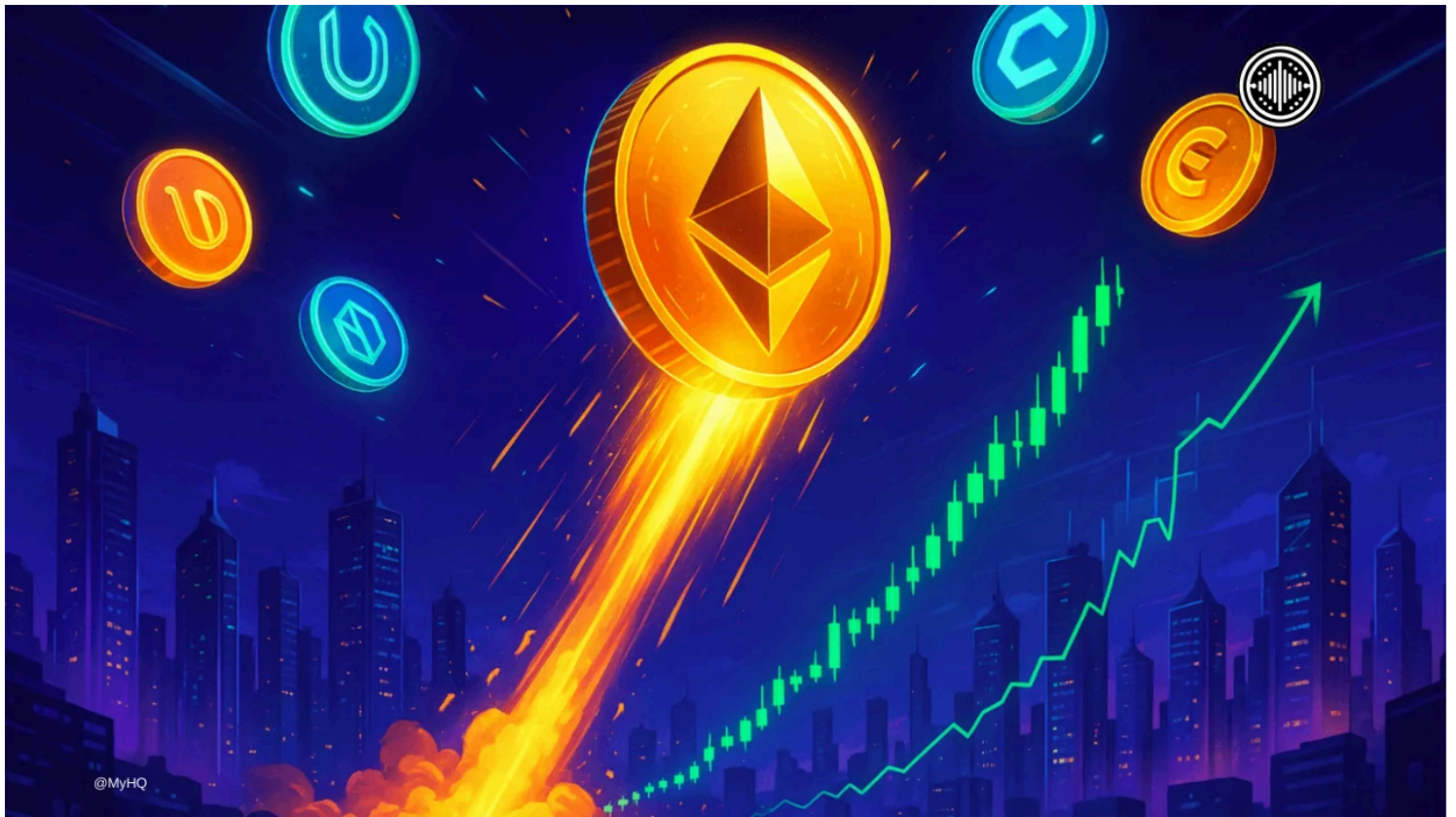
# OpenVoiceNews

Transparent. Unbiased. Yours.

## NFTs Rally with Surging Buyer Interest

August 17, 2025

– Categories: *Crypto*



Download IPFS

The global NFT market is showing renewed momentum, driven by a sharp increase in buyer participation despite a decline in overall transaction counts, according to data from blockchain analytics firm CryptoSlam.

In the past week, NFT sales volume rose to \$173.2 million, supported largely by high-value trades. Buyer activity nearly tripled, with unique buyers jumping 190% to 214,716, while sellers increased 169% to 115,289. However, the total number of transactions fell 10.7% to 1.55 million, indicating that growth was concentrated in fewer, higher-value deals.

Ethereum maintained its position as the leading blockchain for NFTs, recording an 85% week-on-week increase in sales volume to \$105.4 million. At the same time, the chain saw a 354% surge in wash trading, reflecting artificial activity that inflates reported volumes.

Among collections, CryptoPunks led sales with \$21 million, up nearly 91% from the previous week. Bored Ape Yacht Club (BAYC) followed closely, posting a 500% surge to \$15.6 million. Other projects, such as The Courtyard on Polygon and SpinNFTBox on the BNB Chain, saw mixed trends. Polygon-based collections recorded declines in both buyers and sellers, while BNB-based collections reported sharp gains.

The rebound comes after months of fluctuating momentum in the NFT sector. In May 2025, overall NFT sales climbed 15% to \$430 million, breaking a prolonged downturn. Unique buyers rose 50% to more than 936,000, while sellers dropped to their lowest levels since 2021. In July 2025, sales reached \$574 million, the second-highest monthly total this year. Though transaction numbers fell 9%, the average sale value rose to \$113, signaling a shift toward premium trades.

Industry observers note that current activity reflects growing interest in established, high-profile collections rather than broad speculative trading. The rise in wash trading, particularly on Ethereum, remains a concern for transparency and market reliability.

The latest data suggests that NFT demand is consolidating around premium projects, with investors and collectors focusing on value over volume. While overall participation has expanded, the sustainability of the rally will depend on whether organic buyer activity can offset the risks of artificial inflation in reported sales