

# OpenVoiceNews U.S.

Transparent. Unbiased. Yours.

## XRP Drops 8% as \$3 Price Level Remains a Major Hurdle Ahead of ProShares ETF Launch

July 15, 2025

– Categories: Crypto



Download IPFS

XRP, the cryptocurrency developed by Ripple Labs, saw a sharp 8% drop in value, underscoring ongoing market hesitation as it once again failed to push past the critical \$3 resistance level. This latest pullback comes just as attention mounts around the upcoming launch of an exchange-traded fund (ETF) by ProShares, a move that some investors hope could bring renewed momentum to digital assets.

Despite the broader enthusiasm surrounding ProShares' planned ETF, a financial product designed to track the price of digital assets, XRP's market response has been tepid. Many traders appear wary of committing at current price levels, especially with Bitcoin and other major tokens also showing signs of fatigue after recent rallies. While the ProShares ETF could, in theory, attract more institutional capital into crypto markets, XRP's performance suggests investors are holding back until they see real market impact.

XRP's struggle to breach the \$3 mark has persisted since its all-time high in early 2018. Market analysts note that resistance at this level has become a psychological ceiling, deterring retail buyers and institutional players alike. "You're seeing a lot of hesitation with XRP, it's bumping up against resistance, but there's no strong catalyst yet to push it through," said Eric Balchunas, senior ETF analyst at Bloomberg, in a statement on Friday.

The upcoming ProShares launch adds another layer of speculation. While the specifics of the fund remain closely watched, ProShares has built a reputation in the digital investment space after launching the first Bitcoin futures ETF in the United States. Many in the financial sector see this move as a bellwether for how regulators and markets will treat other crypto-related financial products going forward.

Still, the optimism surrounding regulatory approval for ETFs doesn't seem to be trickling down evenly across all digital currencies. XRP's drop this week is a reminder that speculative interest alone isn't enough to sustain gains, especially in a market still dealing with macroeconomic uncertainty, tightening monetary policy, and weak consumer confidence.

Some investors have also pointed to the lingering legal issues involving Ripple Labs and the U.S. Securities and Exchange Commission (SEC), which have cast a long shadow over XRP's prospects. Although the case has seen partial resolutions, uncertainty remains about the full legal standing of XRP as a non-security, which continues to influence institutional sentiment.

In an environment where speculative hype often meets harsh reality, XRP's latest dip reflects broader investor caution. While the ProShares ETF could inject new energy into the market, it's clear that tangible progress, not just headlines, will determine whether XRP can finally break past its long-standing ceiling.