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Big Tech Eyes Bitcoin: Apple and Amazon Will Be Next to Join the Crypto Reserve Trend

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A quiet yet significant shift is unfolding among some of the world’s largest technology companies. Major players within the so-called Magnificent Seven, including Apple, Amazon, and Alphabet (Google’s parent company), are reportedly weighing the use of Bitcoin (BTC) as part of their corporate treasury strategies. While Tesla Inc. (TSLA) remains the only tech giant in this elite group to have publicly added Bitcoin to its balance sheet, growing interest

suggests others could follow suit as they look to hedge against inflation and diversify massive cash holdings.

The appeal of Bitcoin among large corporations stems primarily from its finite supply, capped at 21 million coins, making it a uniquely scarce digital asset in an era of aggressive monetary expansion. With rising shareholder expectations and mounting scrutiny over how companies manage their reserves, Bitcoin is emerging as a modern alternative to traditional safe havens such as gold or government bonds.

A confluence of factors is driving this renewed interest. Regulatory developments in key global markets, particularly in the United States and parts of Europe, have offered greater clarity around the treatment and taxation of digital assets. This has encouraged firms to consider crypto not merely as a speculative play, but as a legitimate component of long-term financial planning.

Adding to the momentum are recent state-level moves, particularly in the U.S., where certain jurisdictions have formally recognised cryptocurrencies as permissible assets for treasury management. This, coupled with increased institutional adoption of Bitcoin Exchange-Traded Funds (ETFs), has made the asset more accessible and less risky in the eyes of traditional corporate treasurers.

El Salvador's decision to recognise Bitcoin as legal tender in 2021 set a precedent, though most multinational firms have remained cautious, at least publicly, and no other nation has since followed suit. However, sources close to major financial institutions suggest that behind the scenes, discussions are advancing. As Bitcoin's price continues to rise, even a modest allocation from trillion-dollar balance sheets could send ripple effects across the broader crypto market.

According to financial strategist Dan Tapiero, founder of 10T Holdings, "If even 1% of corporate cash reserves from the top five tech firms were converted into Bitcoin, it could dramatically shift the asset's valuation, simply because the market is still relatively small compared to traditional finance."

While Apple and Amazon have not commented publicly on any Bitcoin plans, their respective quarterly filings and board meeting notes reveal that digital asset exposure is now a recurring topic. With over \$250 billion in cash and equivalents, Apple's potential entry into crypto would mark a watershed moment for the industry. Similarly, Amazon's expanding

ventures into blockchain infrastructure, through its cloud division Amazon Web Services (AWS), may pave the way for broader crypto integration.

Critics argue that Bitcoin's price volatility and environmental impact still pose challenges. Yet proponents counter that innovation inevitably involves risk, and that Bitcoin's energy usage is steadily declining due to the growing use of renewable sources in mining operations.

Whether these companies will follow through remains to be seen. But what's clear is that Bitcoin is no longer viewed merely as a fringe asset. For the world's most powerful tech firms, it's fast becoming a serious consideration in an evolving financial landscape.