# What's Hot Solana is setting the pace

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## Key Takeaways

- In 2025, Solana processed over 33 billion transactions and saw monthly active users surge by 72%, showing that it has moved beyond experimentation into sustained, large-scale usage.
- With increasing number of developers and revenue leadership despite lower fees, Solana's growth reflects structural adoption rather than cyclical hype.
- As Solana enters 2026 as the dominant smart contract platform by users, developers, and revenues, it stands as a credible candidate for strategic allocation, not just a speculative crypto play.

Markets stop debating narratives when usage forces their hand. In crypto, that moment is measurable.

While investors continue to frame smart contract platforms as a competitive "race", the data tells a different story. By every economically meaningful metric such as users, transactions, and developers, Solana is no longer competing for relevance. It is setting the pace.

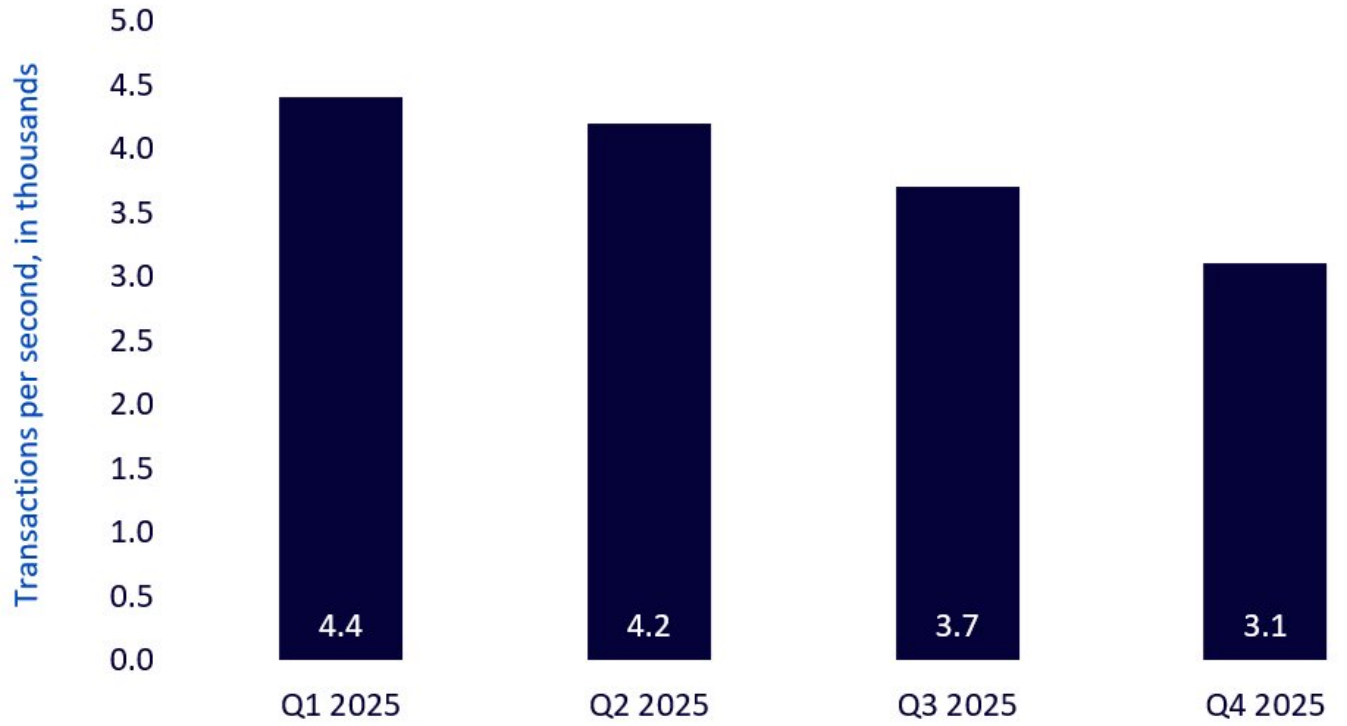
This matters because financial infrastructure does not reward runners-up.

For forward-looking investors, the implication is straightforward: Solana has moved from challenger to incumbent. Incumbents in financial infrastructure capture disproportionate long-term value once scale, liquidity, and network effects compound.

## Real demand at real scale

Solana was engineered to support global-scale and real-time economic activity without pricing users out. In 2025, that design was stress-tested and validated as Solana processed over 33 billion transactions, up 28% year-on-year[1].

## Figure 1: Solana is consistently operating at global-scale throughput



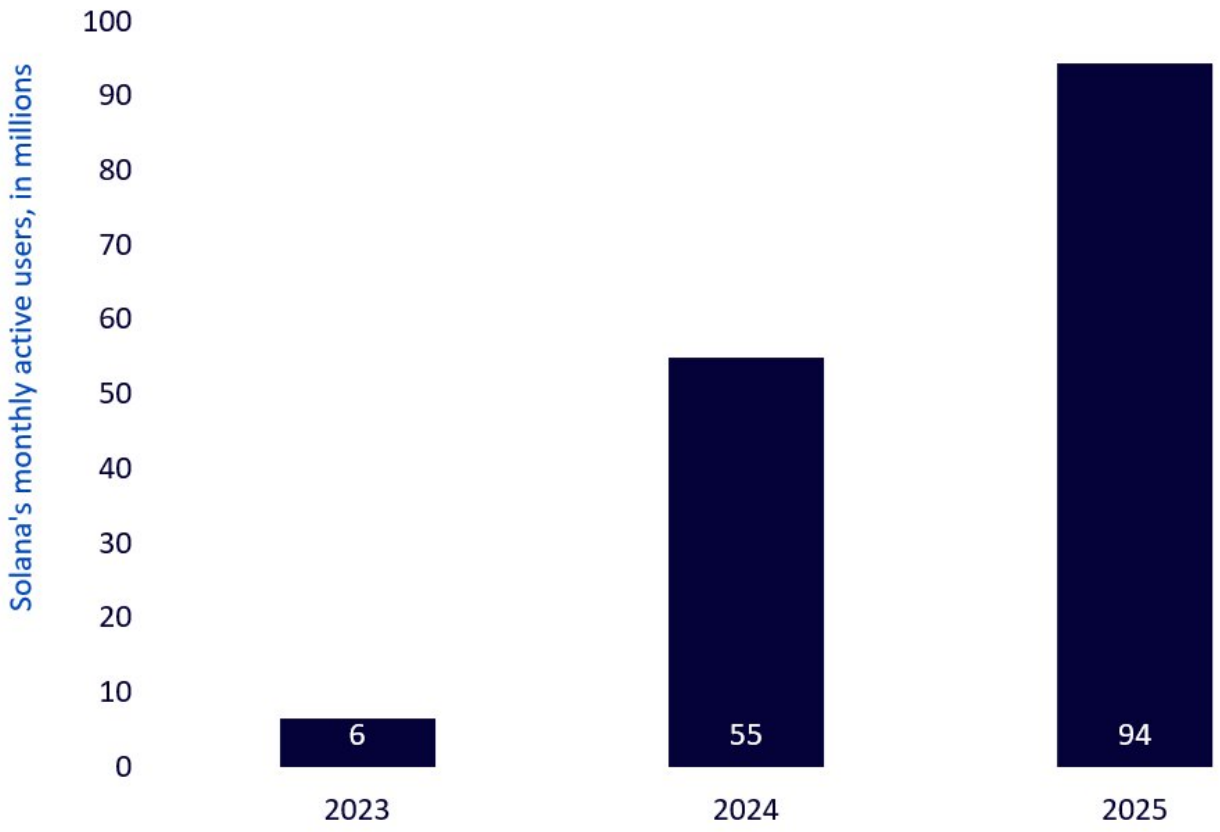

Source: Token Terminal, WisdomTree. 08 January 2026. **Historical performance is not an indication of future performance, and any investment may go down in value.**

Throughput is a binding constraint on what kinds of applications can exist. High-frequency trading, automated settlement, consumer-scale payments, and tokenised markets do not function on networks that slow down or price users out under load.

Critics often dismiss Solana's activity as "programmatic". That critique misunderstands the trajectory of finance as finance is software. The marginal user is not a human clicking a button. It is an automated system executing continuously. Solana is architected for that reality.

## Monthly active users show where sustained demand is forming

## Figure 2: Sustained user adoption confirms Solana's transition to a default execution layer




Source: Artemis Terminal, WisdomTree. 08 January 2026. **Historical performance is not an indication of future performance, and any investment may go down in value.**

Solana's monthly active user figures have grown over time and were up 72% in 2025[2]. This matters because monthly active users are the demand that persists when incentives fade. They represent users who return, transact, end embed the network into financial workflows rather than merely testing it.

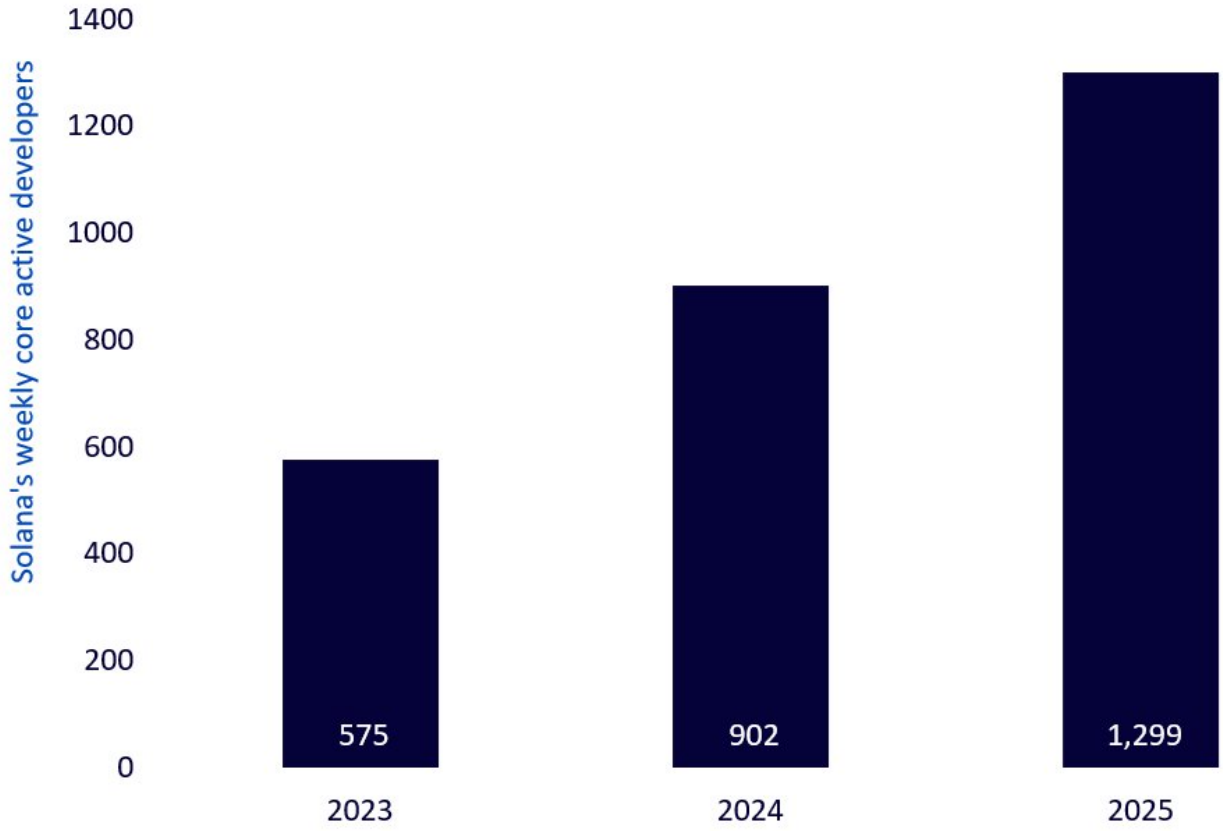
At scale, sustained user engagement becomes self-reinforcing. Liquidity deepens. Applications improve. Developers follow. The network transitions from a venue of choice into the default execution layer.

By the end of 2025, Solana was no longer just onboarding users. It had become the primary point of recurring interaction with the on-chain economy.

## Developers have already voted

Developers are the most forward-looking constituency in crypto. They build where they expect users, liquidity, and sustainable revenue.

## Figure 3: Developer activity signals where future financial infrastructure is being built




Source: Artemis Terminal, WisdomTree. 08 January 2026. **Historical performance is not an indication of future performance, and any investment may go down in value.**

The weekly core active developer growth is not ideological. It is economic as Solana offers a rare combination of:

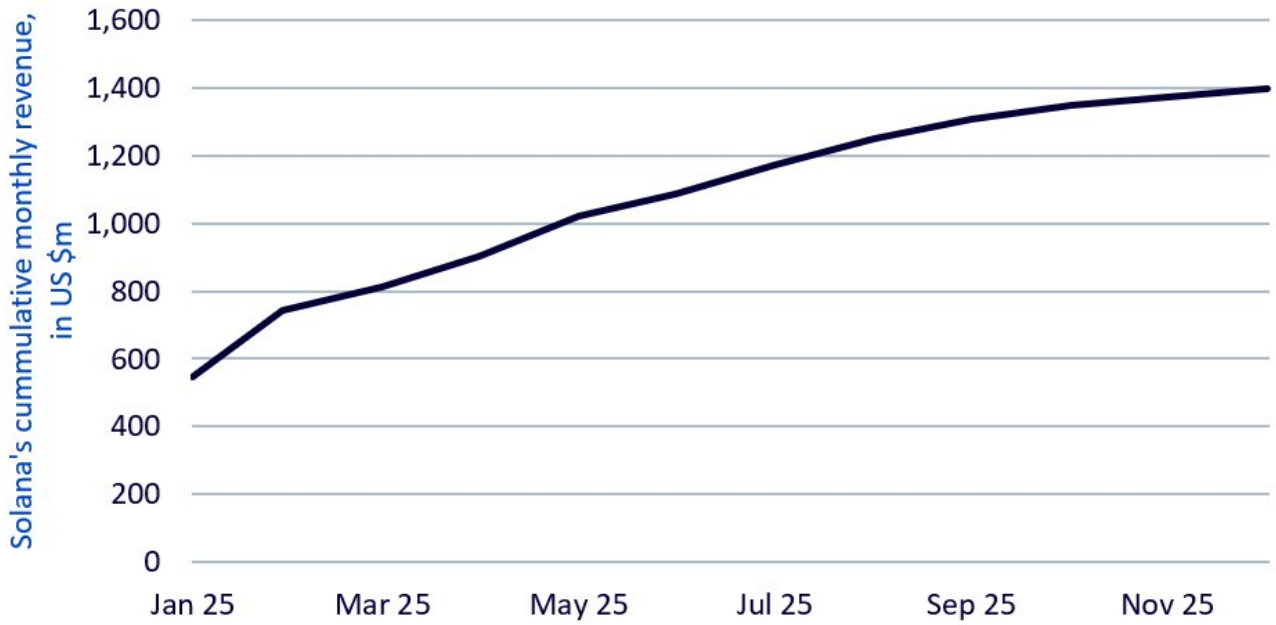
+Deep on-chain liquidity.
+Massive user throughput.
+Predictable, low-cost execution.

When developers and users co-locate on the same chain, network effects stop being theoretical. They compound.

## Economic gravity has shifted

Usage only matters if it converts into value. In 2025, Solana translated scale into economic dominance.

## Figure 4: Solana converts scale into revenue without relying on high fees




Source: Artemis Terminal, WisdomTree. 08 January 2026. **Historical performance is not an indication of future performance, and any investment may go down in value.**

Notably, Solana emerged as the highest revenue blockchain globally despite charging materially lower transaction fees. That combination signals resilience rather than speculative excess.

## The 2026 allocation case

Solana's 2025 dominance was not cyclical. It was structural.

By year-end, Solana led on:
+User base size.
+Developer activity.
+On-chain revenues.

These are the attributes that define long-term winners in financial infrastructure.

For investors, the takeaway is not that Solana "had a good year". It is that Solana has entered a new phase: core digital market infrastructure.

As crypto adoption broadens and automated finance scales, the networks already operating at global capacity are the ones positioned to capture disproportionate value.

Solana enters 2026 not as a speculative trade, but as a serious strategic allocation candidate.

Sources

1 Artemis Terminal. 08 January 2026.

2 Artemis Terminal, WisdomTree. 08 January 2026. Historical performance is not an indication of future performance, and any investment may go down in value.

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