

ESCROW.COM

DOMAIN INVESTMENT INDEX

2nd Quarter 2025



ESCROW.COM DOMAIN INVESTMENT INDEX: Q2, 2025

For the quarter ending June 30, 2025

Executive Summary

Escrow.com continues to be the world's most trusted and preferred online licensed escrow payment service for buying or selling valuable domain names.

In 2Q25, Escrow.com facilitated a total of **\$89.85 million** in domain name sales. We experienced a **9.3% rise in domain sales for the first half of 2025** against the same period last year, totalling **\$196.85 million**.

The breakout story from this period is around **.ai domain sales** which set **a new record at \$4.5M** in 2Q25 from \$3.48M in 1Q25.

This report also includes data quantifying the worth of domains featuring an English word - information that's never before been published.

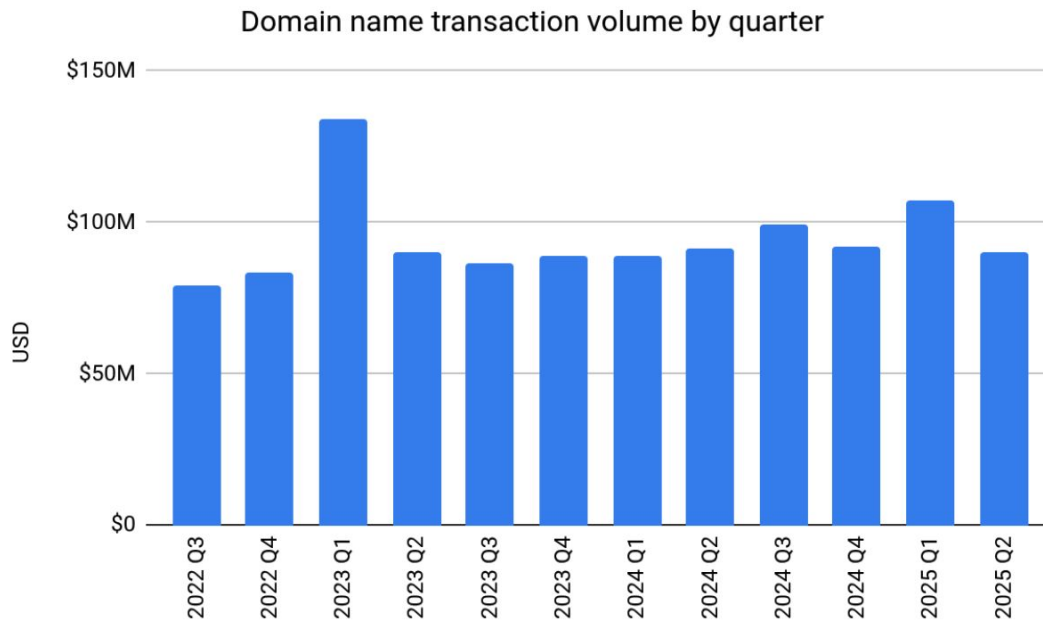


Figure 1: Total domain name sales by quarter (Escrow.com)

Total transaction value, by region

U.S. domain name transaction volume rose from \$70.8M to \$71.9M. Conversely, volumes from Hong Kong further eased from \$4.5M to \$761k, and from China, from \$7.1M to \$6.4M.

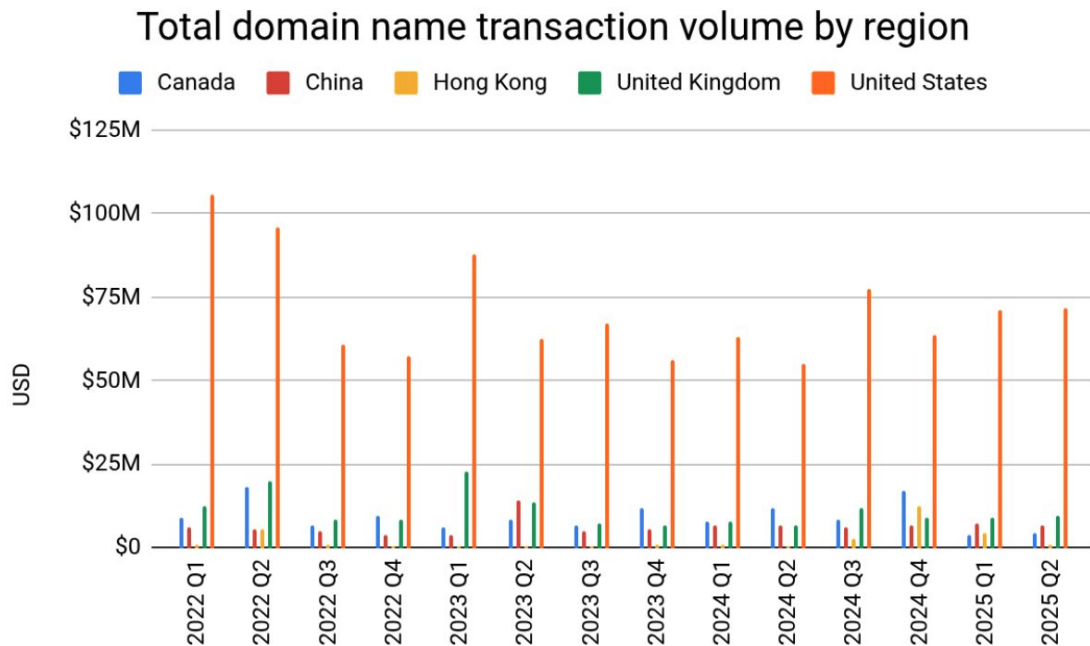


Figure 2: Total domain name sales by region (Escrow.com)

Domain names containing '.ai'

In 2Q25 **.ai domain names** reached another all-time high as transaction volume rose from \$3.48M to \$4.49M, a **29.02% increase**.

Total transaction value of .ai domain names, by quarter

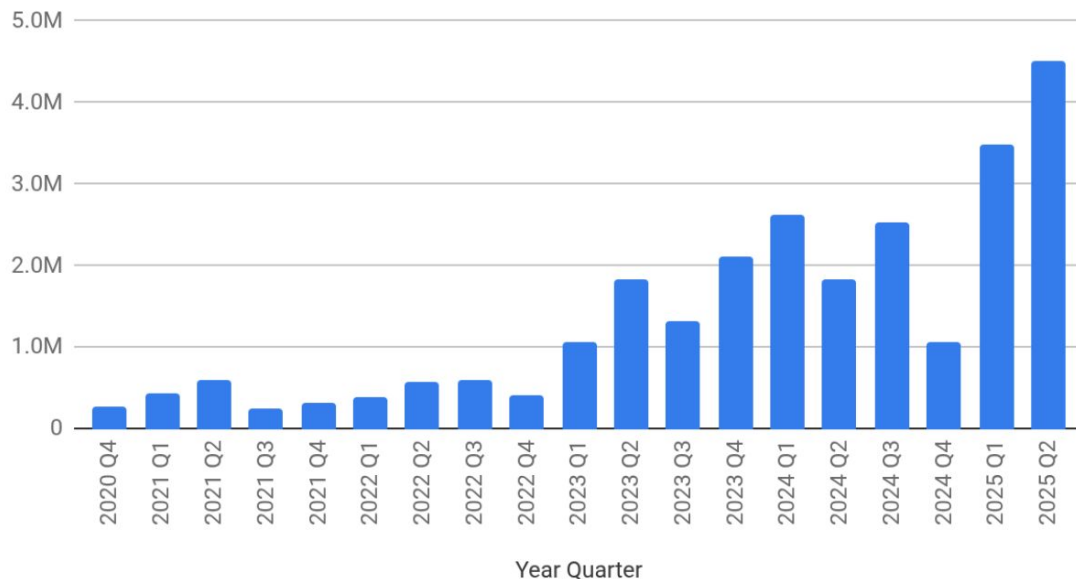


Figure 3: Total transaction volume of domain names containing '.ai' (Escrow.com)

Domain names containing English words

In data **published for the first time**, the mean value for a *.com domain that is just an English word* was **US\$259,325** in 2Q25.

Overall, domain names **containing English words** represented the majority of observed volume, while easing to \$74.5M from \$89.5M.

In contrast, domains **without any English words** increased to \$2M from \$870k.

Contains english words and no english words

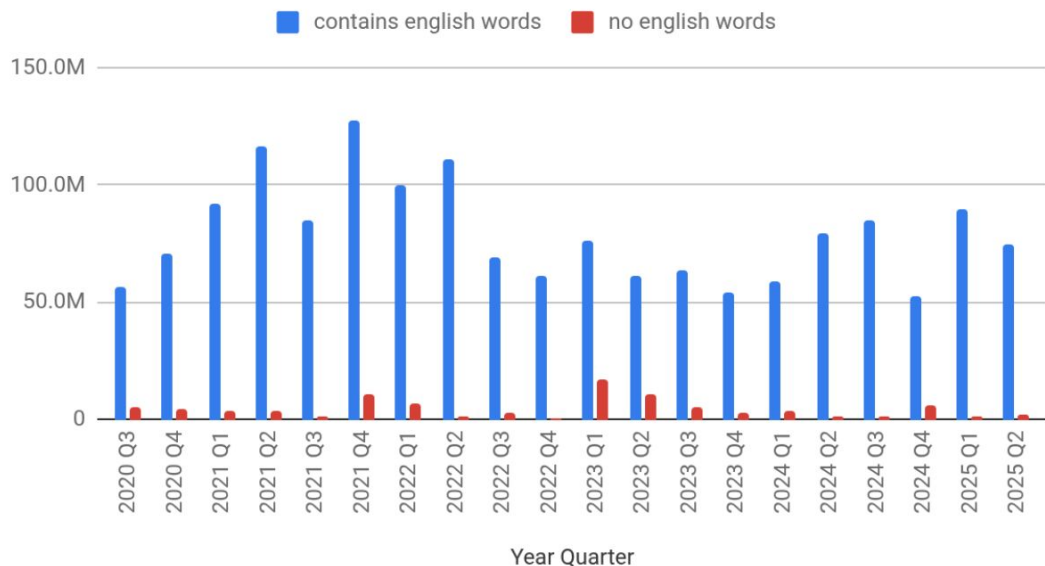


Figure 19: Total transaction volume of domain names containing English words (Escrow.com)

The impact of content on domain name sale price

The median price of domain names ***with content*** eased from \$8,335 to \$7,500. Meanwhile, domain names ***without content*** slightly increased from \$4,947 to \$5,000.

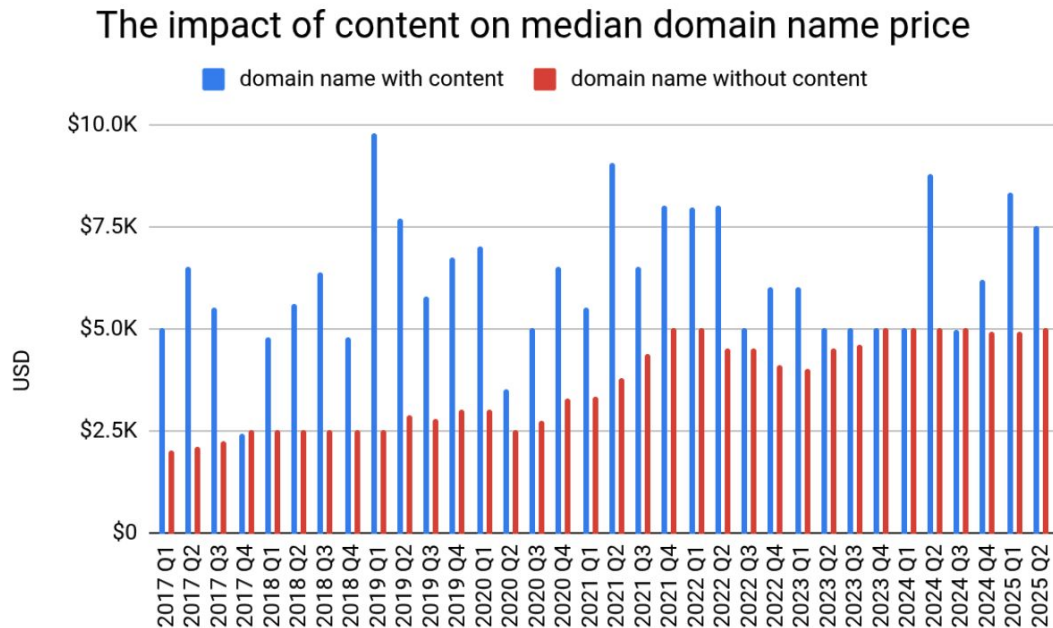


Figure 4: The impact of content on domain name pricing (Escrow.com)

The impact of content on domain name sale price

In terms of total transaction volume, domain names **with content** rose from \$5M to \$7.7M, while those **without content** eased from \$75M to \$62M.

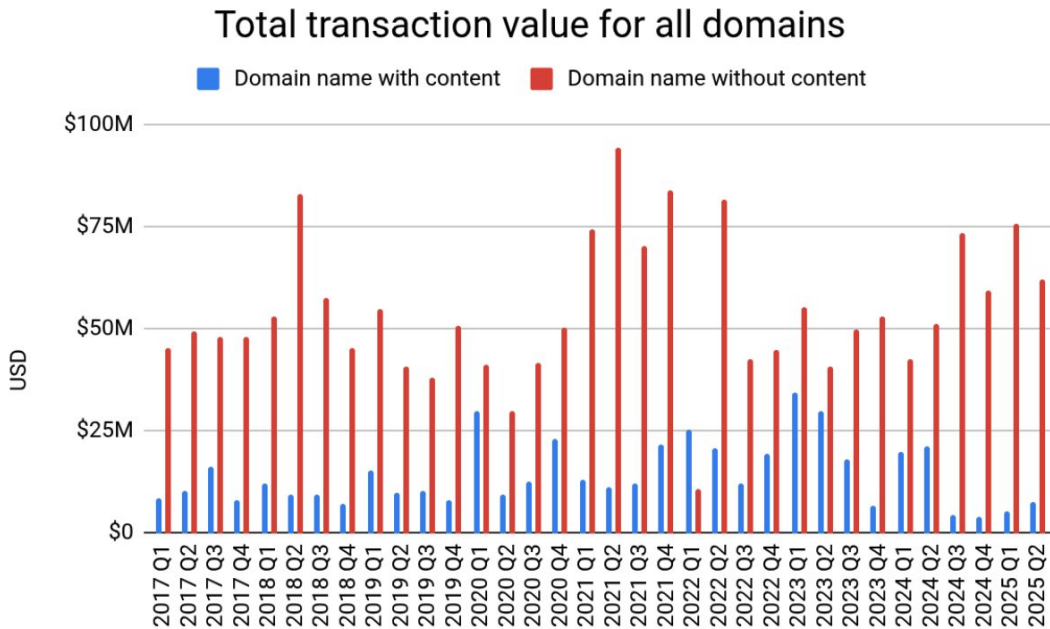


Figure 5: Total volume of domain name sales with content versus no content (Escrow.com)

Two letter .com domain names (LL.com)

The median price of **two letter {a-z}.com** domain names increased from no transactions to \$775k.

Median price of two letter (LL.com) domains

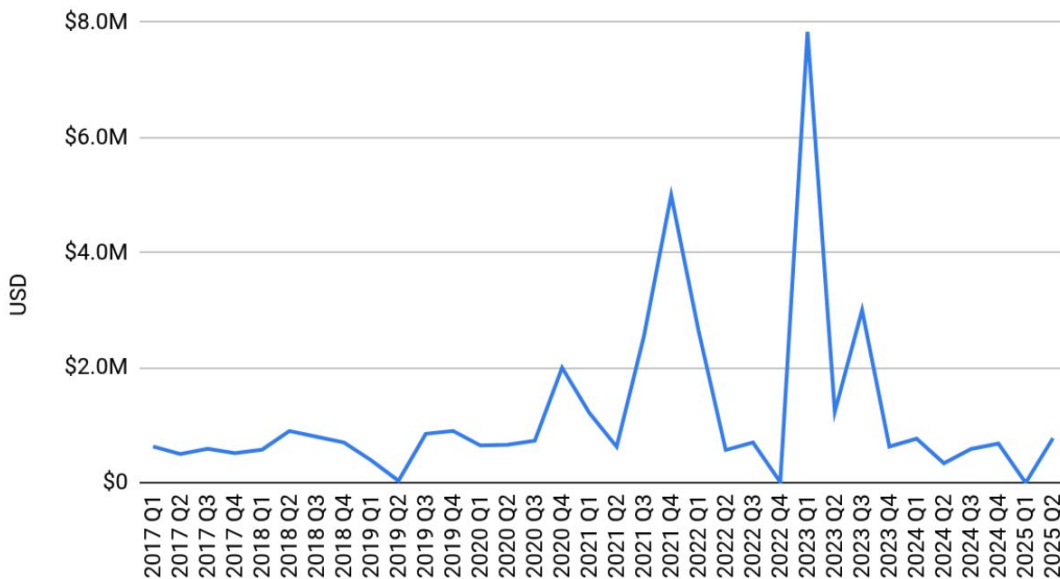


Figure 6: Median price of two letter domain names (LL.com) (Escrow.com)

Three letter .com domain names (LLL.com)

The median price of **three letter {a-z}.com** domain names increased slightly from \$44.5k to \$45.5k.

Median price of three letter (LLL.com) domains

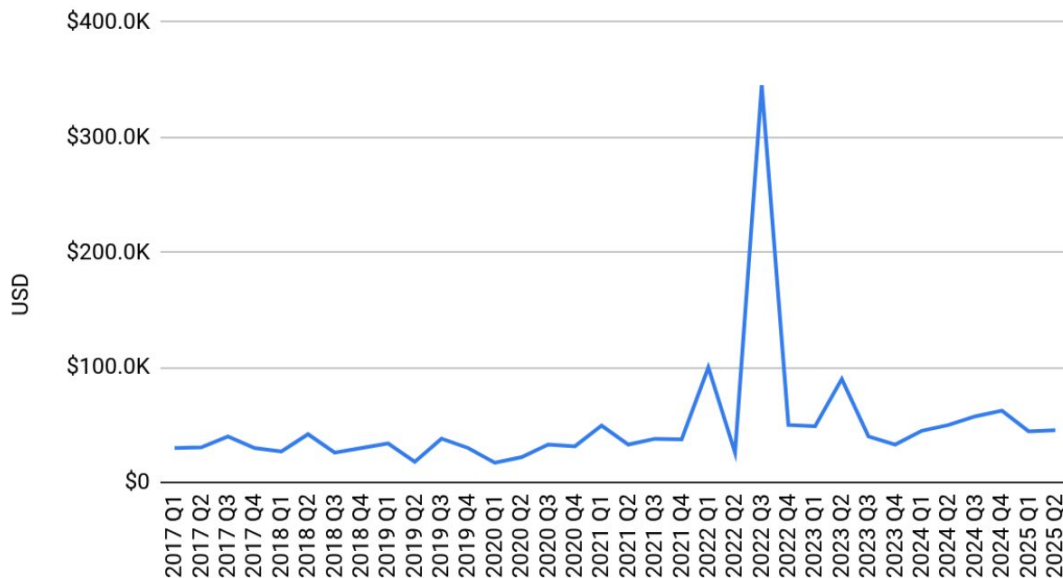


Figure 7: Median price of two letter domain names (LL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of **four letter {a-z}.com** domain names eased from \$12k to \$7.2k.

Median price of four letter (LLLL.com) domains

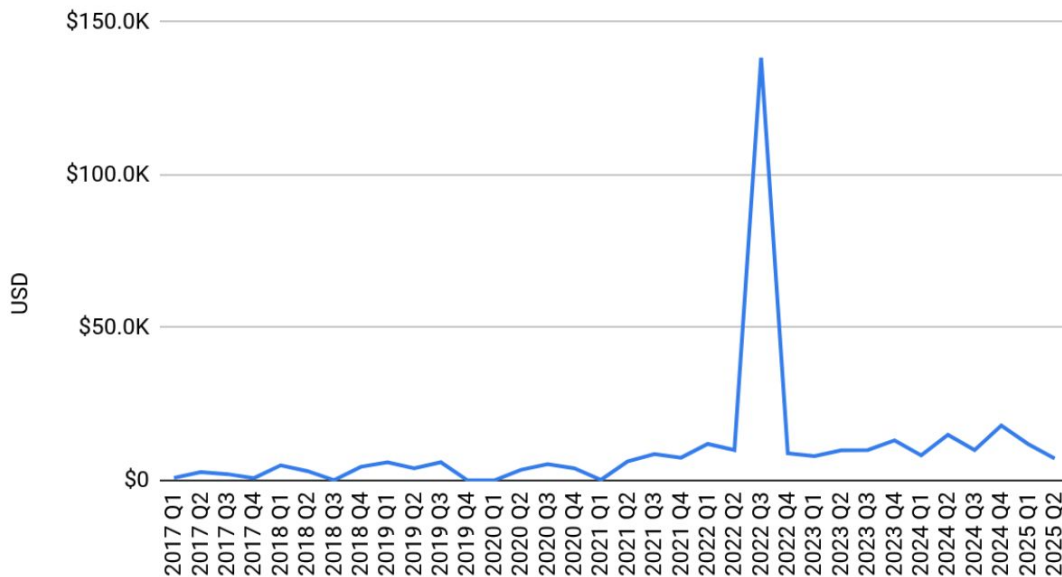


Figure 8: Median price of four letter domain names (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter {a-z}.com** domain names increased from \$6k to \$7.5k.

Median price of five letter (LLLLL.com) domains

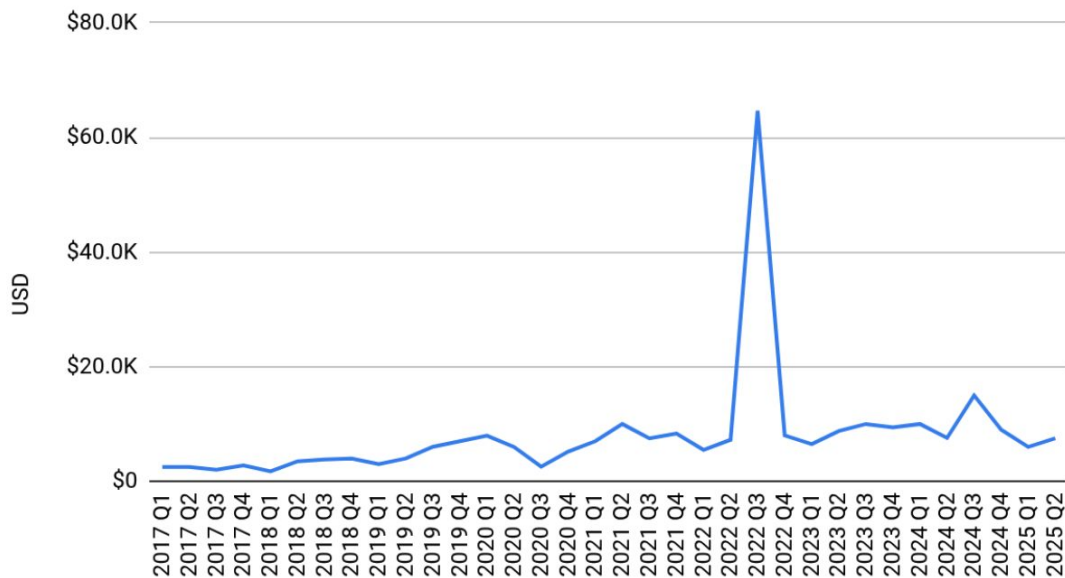


Figure 9: Median price of five letter domain names (LLLLL.com) (Escrow.com)

Two character .com domain names (CC.com)

The median price of **two character {a-z,0-9,-}.com** domain names eased from \$110k to \$100k

Median price of two character domain names

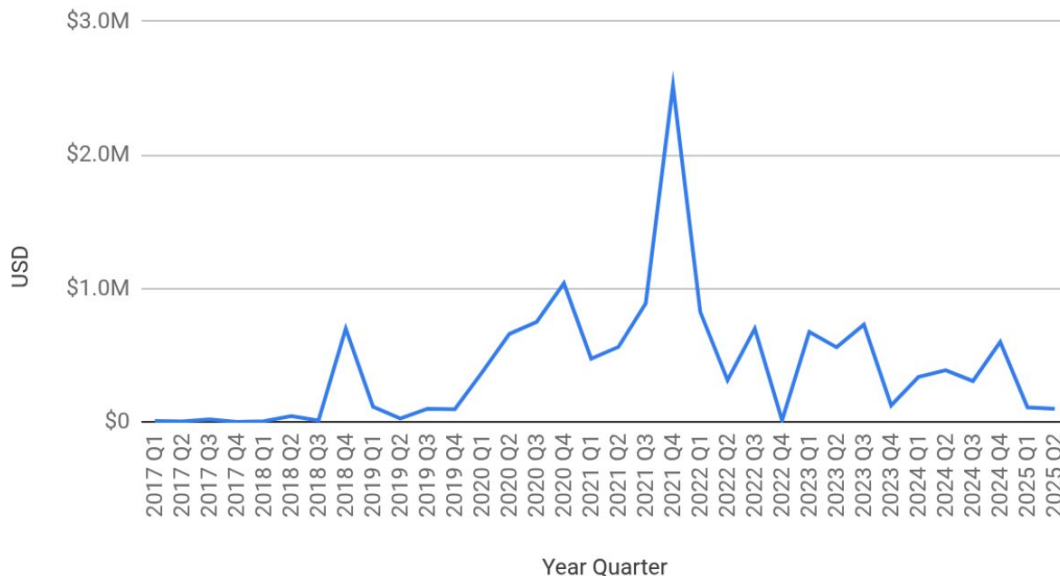


Figure 10: Median price of two character domain names (CC.com) (Escrow.com)

Three character .com domain names (CCC.com)

The median price of **three character {a-z,0-9,-}.com** domain names eased from \$26.7k to \$25k

Median price of three character domain names

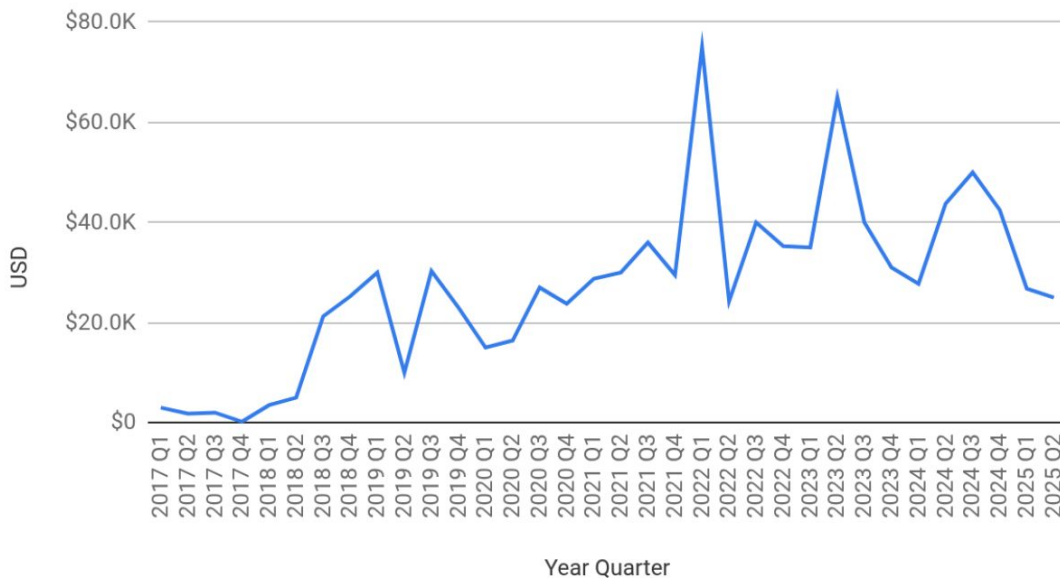


Figure 11: Median price of three character domain names (CCC.com) (Escrow.com)

Four character .com (CCCC.com) domain names

The median price of **four character {a-z,0-9,-}.com** domain names eased from \$11k to \$7k.

Median price of four character domain names

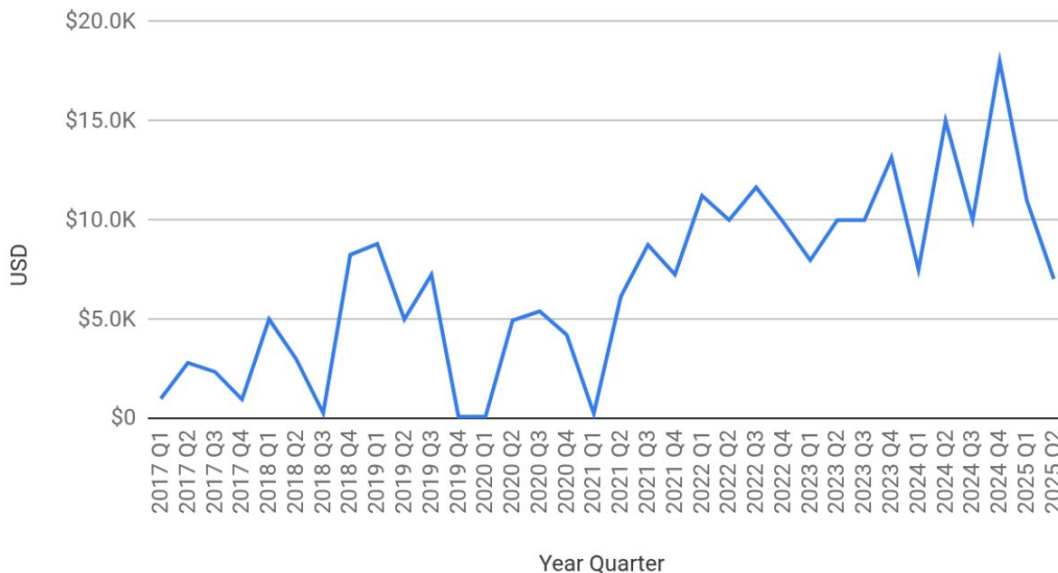


Figure 12: Median price of four character domain names (CCCC.com) (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of **five character {a-z,0-9,-}.com** domain names increased from \$6k to \$7.5k.

Median price of five character domain names

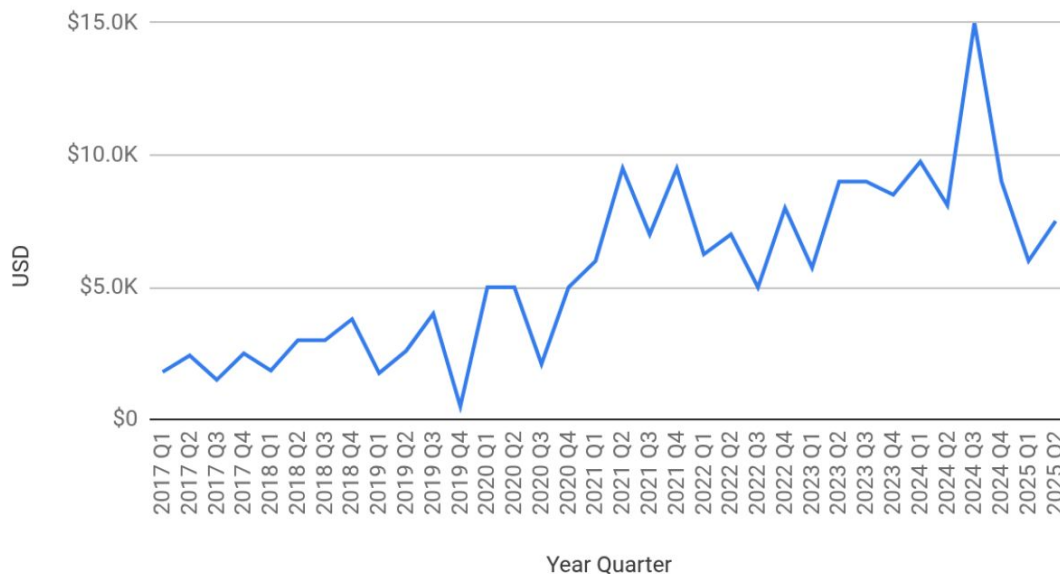


Figure 13: Median price of five character domain names (CCCCC.com) (Escrow.com)

Six character .com (CCCCCC.com) domain names

The median price of **six character {a-z,0-9,-}.com** domain names increased from \$10k to \$10.5k setting a new high.

Median price of six character domain names

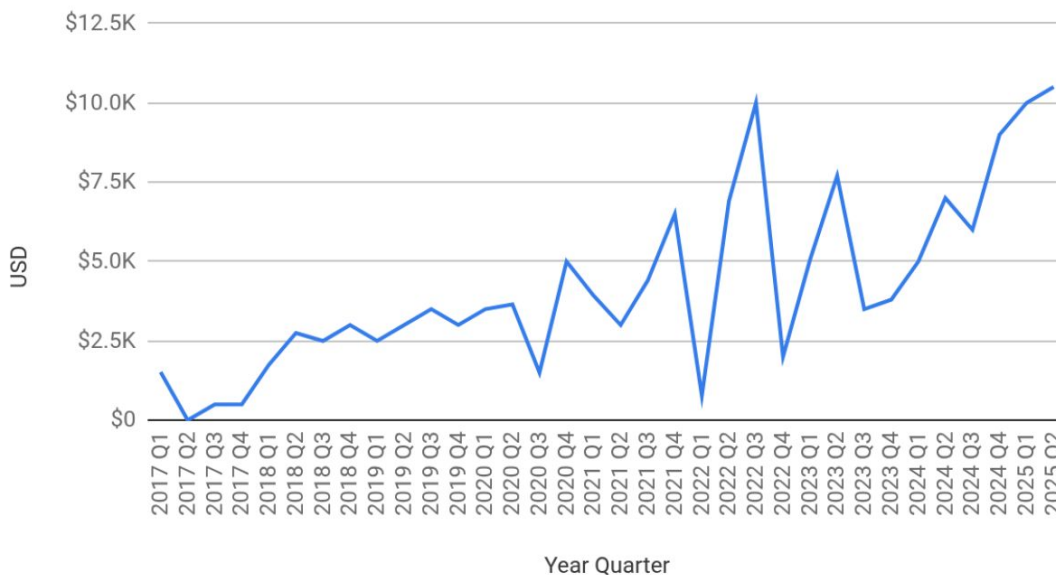
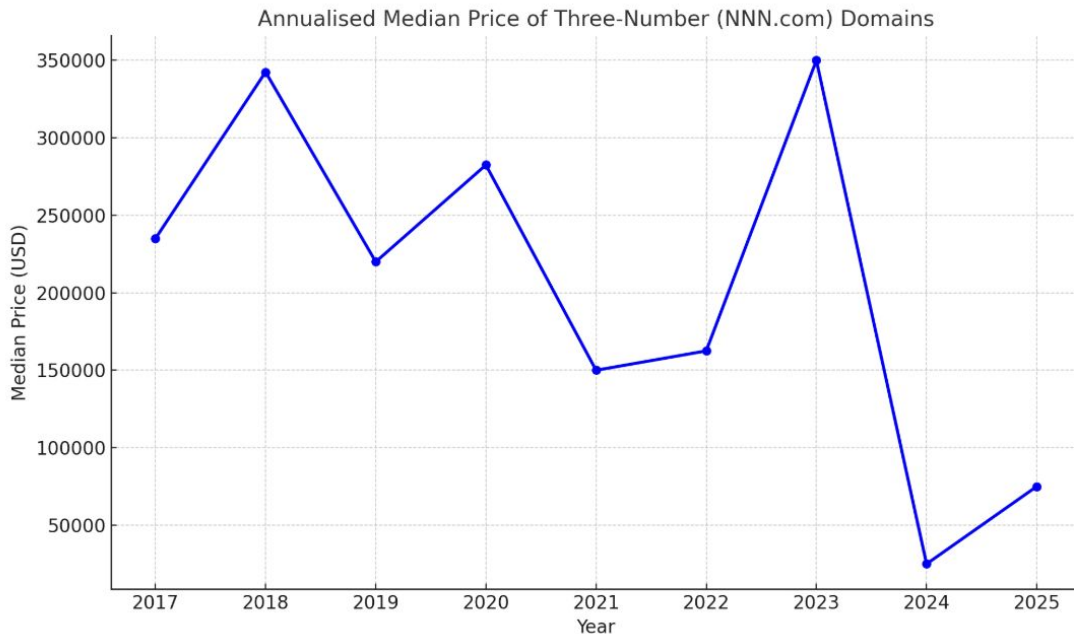


Figure 14: Median price of six character domain names (CCCCCC.com) (Escrow.com)

Three number .com domain names (NNN.com)

The annualised median price for **three number {0-9}.com** domain name transactions is \$162k.



Four number .com domain names (NNNN.com)

The median price of **four number {0-9}.com** domain names increased to \$92.5k from \$20k.

Median price of four-number domain names (NNNN.com)

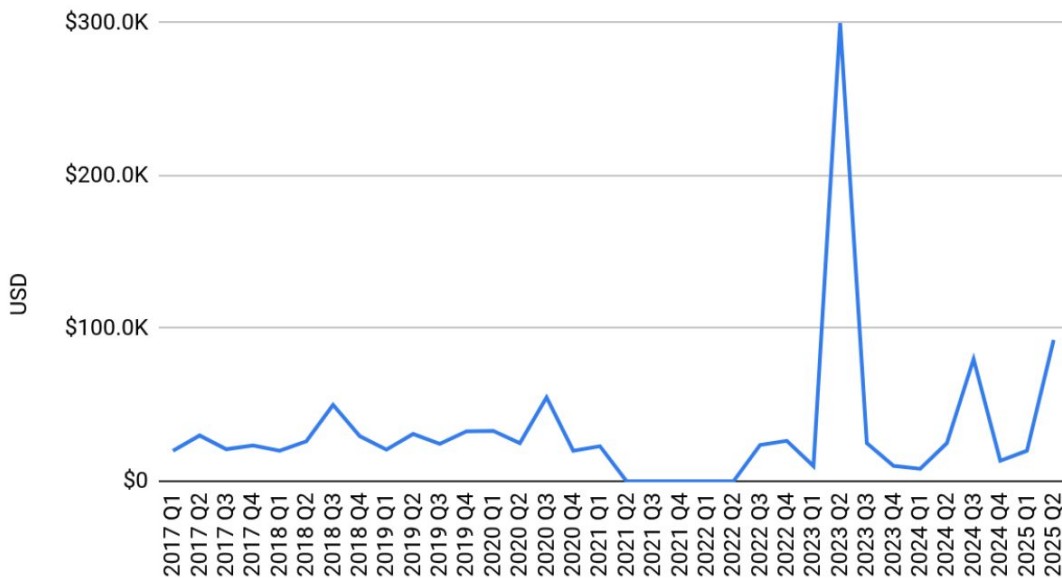


Figure 17: Median price of four number .com domain names (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Transaction volume from domain names containing a **hyphen** increased to \$621k from \$287k, a **116% increase**.

Total transaction value of domain names containing a hyphen '-'

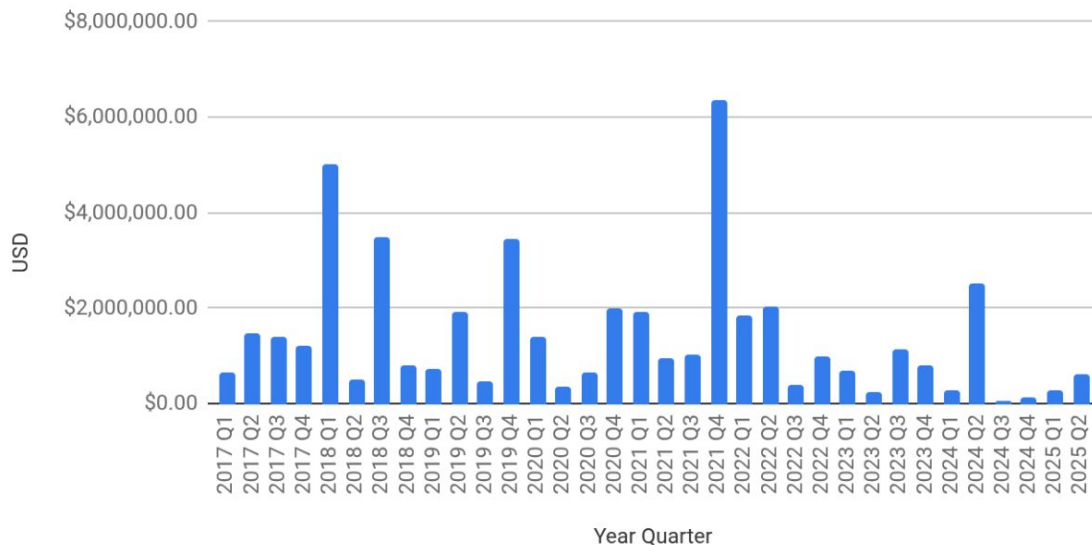


Figure 18: Total transaction volume of domain names containing a hyphen '-' (Escrow.com)

gTLD vs ccTLD Domain Names

The majority of observed transaction volume in 2Q25 came from **gTLD domains** with a total value of \$67.6M, dominated by **.com** domains.

While **ccTLD domains** total to \$8.9M which is dominated by **.ai** domains.

The impact of TLD on total transaction value for domains combined, by quarter

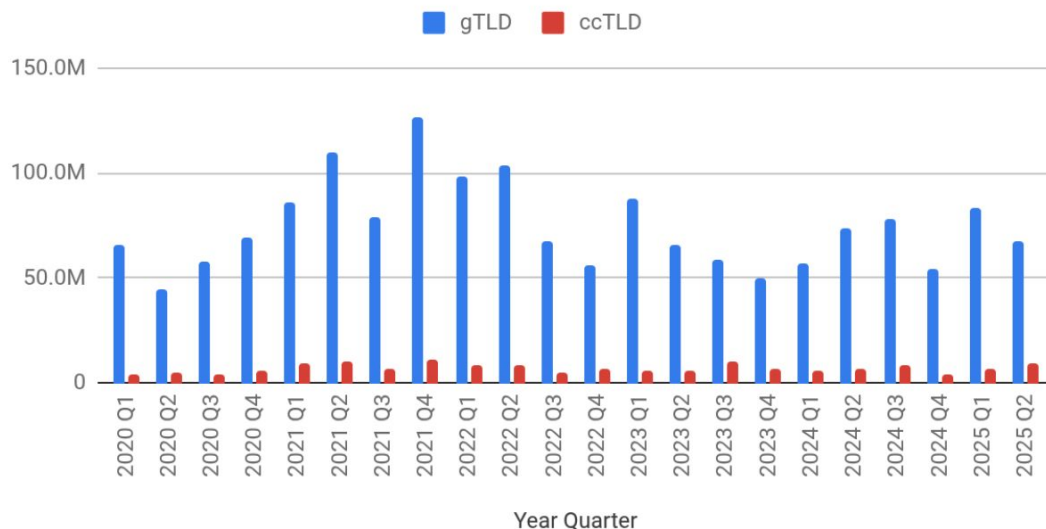


Figure 20: gTLD vs ccTLD domain names (Escrow.com)

Top 5 ccTLDs

2Q25 saw **.ai** increase against 1Q25 from \$3.48M to \$4.5M, a **29.3% increase**.

Other ccTLDs movements in 2Q25 are **.gg** which increased from \$30k to \$702k, **.io** which increased from \$545k to \$579k.

Followed by **.co**, which eased from \$736k to \$572k and **.co.uk** which increased from \$211k to \$466k.

Total transaction volume of top 5 ccTLD domain names by quarter

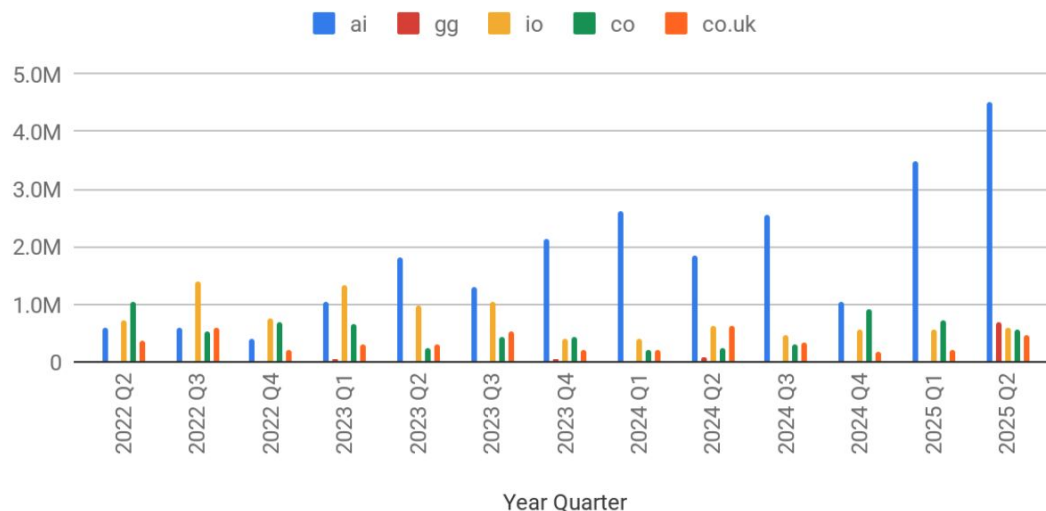


Figure 21: Top 5 ccTLDs (Escrow.com)

THANK YOU
