

ESCROW.COM

DOMAIN INVESTMENT INDEX

3rd Quarter 2025



ESCROW.COM DOMAIN INVESTMENT INDEX: Q3, 2025

For the quarter ending September 30, 2025

Executive Summary

Escrow.com facilitated **\$95.52 million** in domain transactions in Q3 2025, marking a **6% increase** from Q2. The quarter revealed a bifurcating market where scarcity drove ultra-premium valuations while AI-focused domains continued record growth.

The breakout story this quarter: **.AI domains hitting an all-time high.**

Transaction volume surged **97% quarter-over-quarter to \$8.86M**, overtaking all other non-.COM extensions combined for the first time.

The .AI extension now represents 9.3% of total market volume.

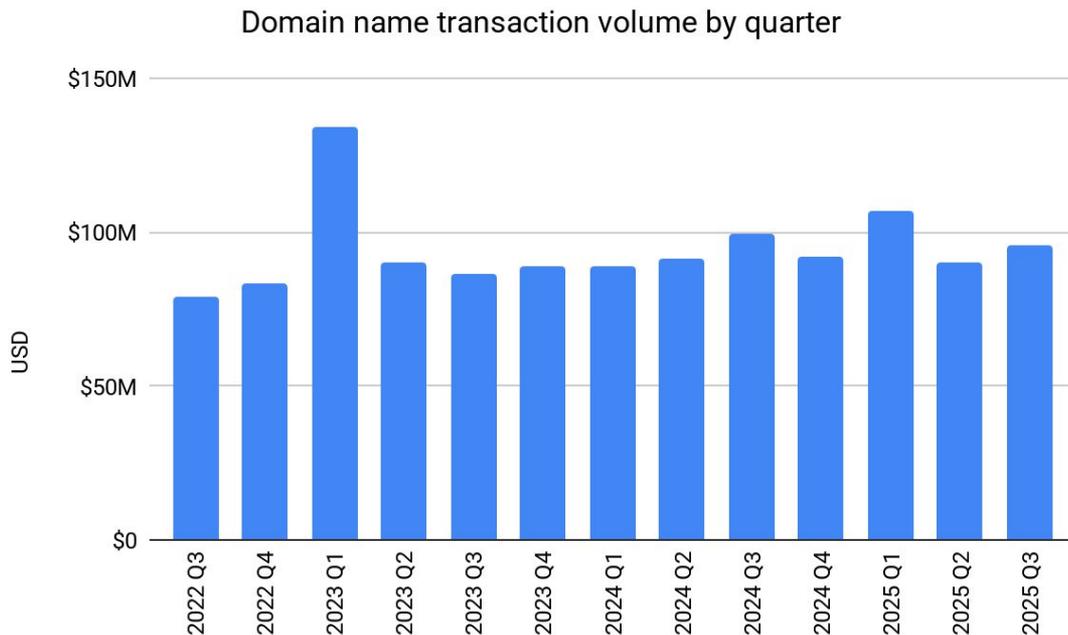


Figure 1: Total domain name sales by quarter (Escrow.com)

Total transaction value, by region

U.S. domain name transaction volume rose from \$71.9M to \$75.9M, while Hong Kong eased from \$761k to \$668k, and China eased from \$6.4M to \$6M.

Total domain name transaction volume by region

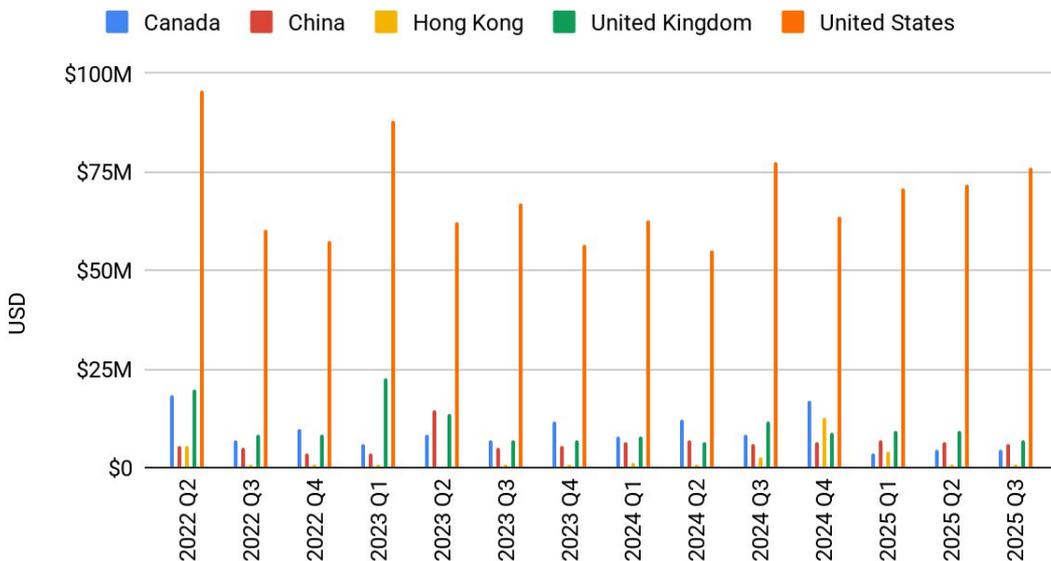


Figure 2: Total domain name sales by region (Escrow.com)

Domain names containing '.ai'

This 3Q25, .ai domain names reached a new all-time high as transaction volume **rose from \$4.49M to \$8.86M** – a 97% quarter-over-quarter rise.

This marked the fourth consecutive quarterly record for the extension and **the steepest quarterly growth rate in .AI history.**

Total transaction value of .ai domain names, by quarter

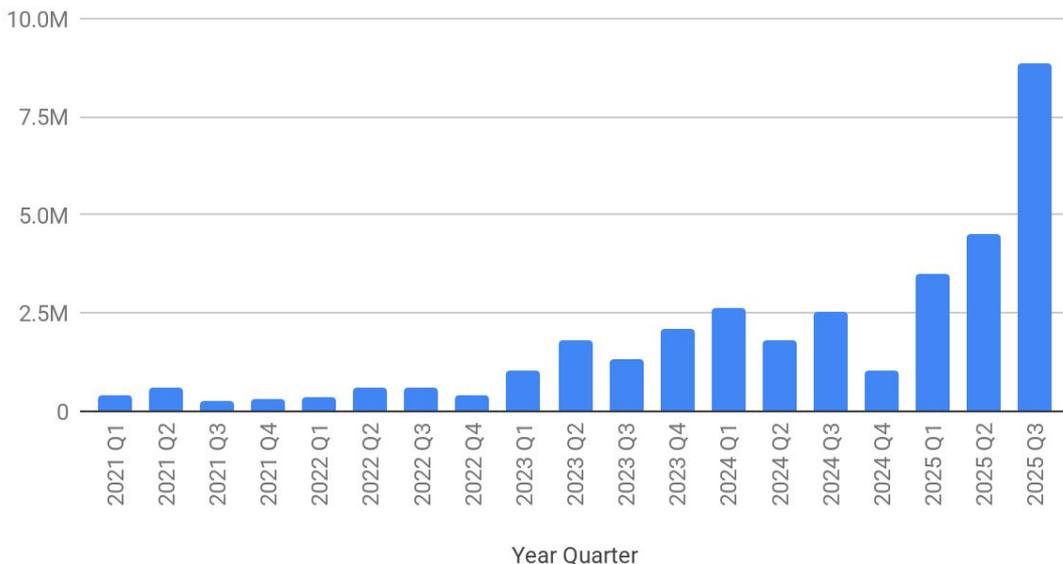


Figure 3: Total transaction volume of domain names containing '.ai' (Escrow.com)

Domain names containing English words

Total transaction volume of domain names containing English words eased from \$74.5M to \$69.9M, whereas those without any English words **increased from \$2M to \$7.7M**.

Contains english words and no english words

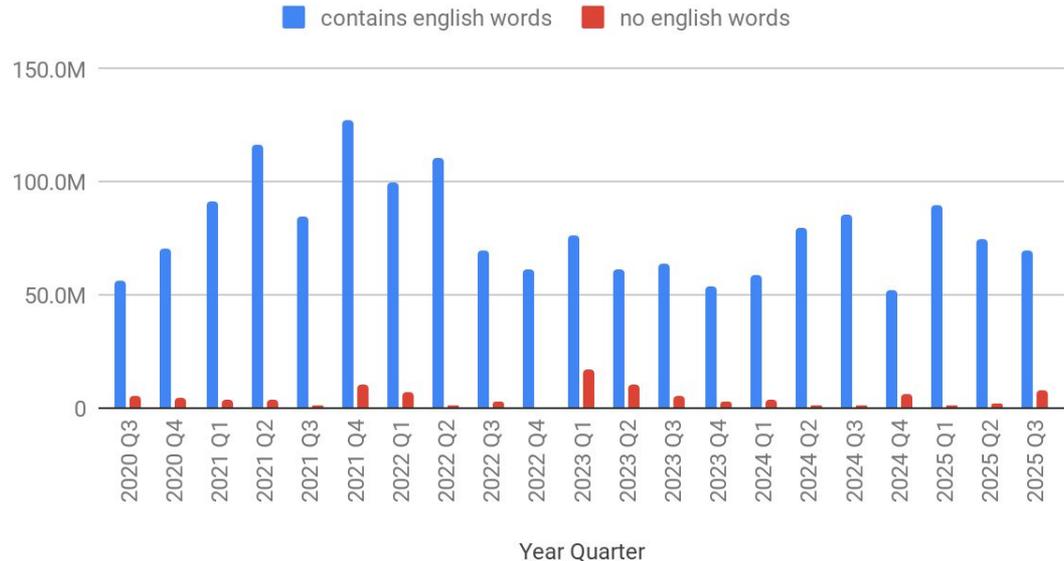


Figure 14 Total transaction volume of domain names containing English words (Escrow.com)

Domain names containing *exact* English words

The mean transaction value of domain names with exact English words **increased from \$80k to \$130.8k**, while those with non-exact English words **eased from \$23k to \$15.8k**.

Mean Transaction Value,
Contains exact english words

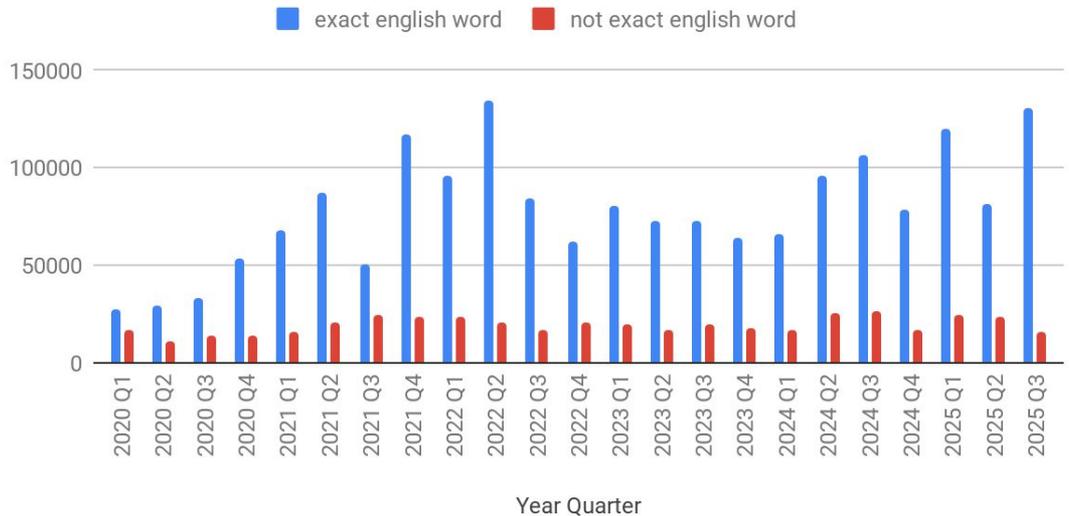


Figure 5: Domain names containing exact English words (Escrow.com)

Domain names containing *exact* English words, by length

Historically, .com domain names containing exact English words of 4 characters or less tend to have higher mean transaction values.

Mean Transaction Value,
Contains exact english words by length (.com)

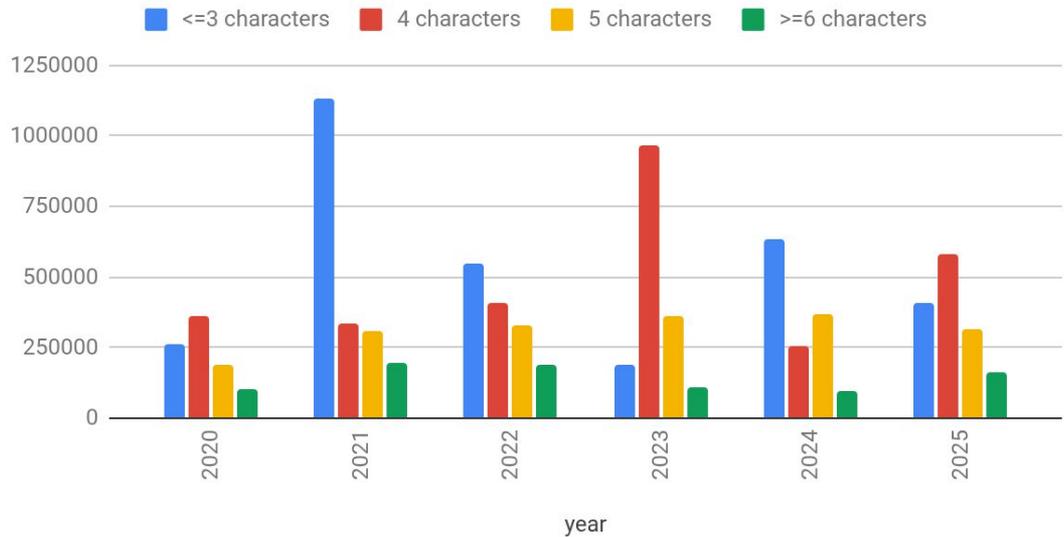


Figure 6: Total transaction volume of .com domain names containing exact English words by length (Escrow.com)

.ai domain names containing *exact* English words, by length

However, **.ai domain names do not follow this domain name length correlation**. Suggesting .ai valuations are aligned to keyword match, rather than scarcity, which drives .com pricing.

Though scarcity is showing through for ≤ 3 character .ai domains, reflecting in the mean transaction value.

Mean Transaction Value,
Contains exact english words by length (.ai)

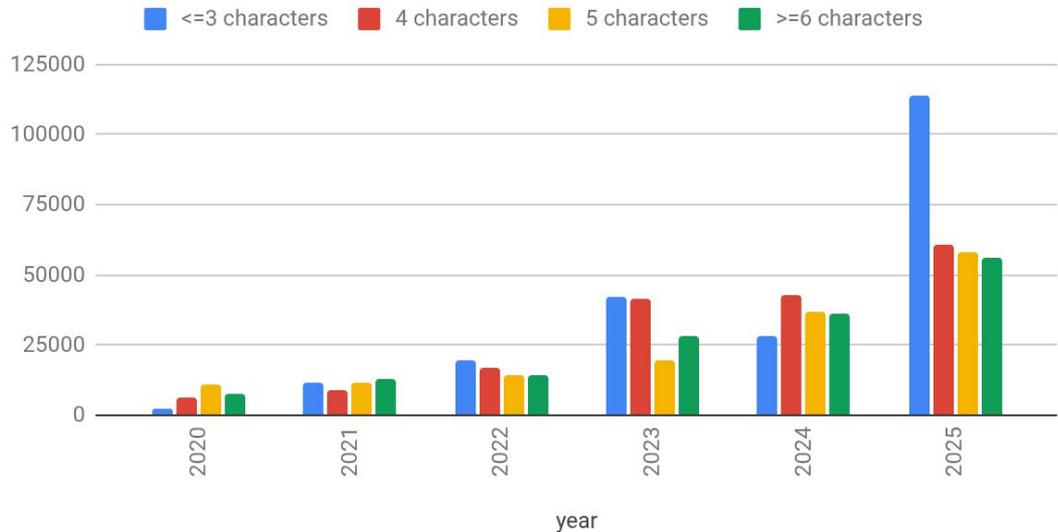


Figure 7: Mean transaction value of .ai domain names containing exact English words by length (Escrow.com)

The impact of content on median sale price

The median price of domain names **with content** remained at \$7,500, whereas those **without content** remained at \$5,000.

The impact of content on median domain name price

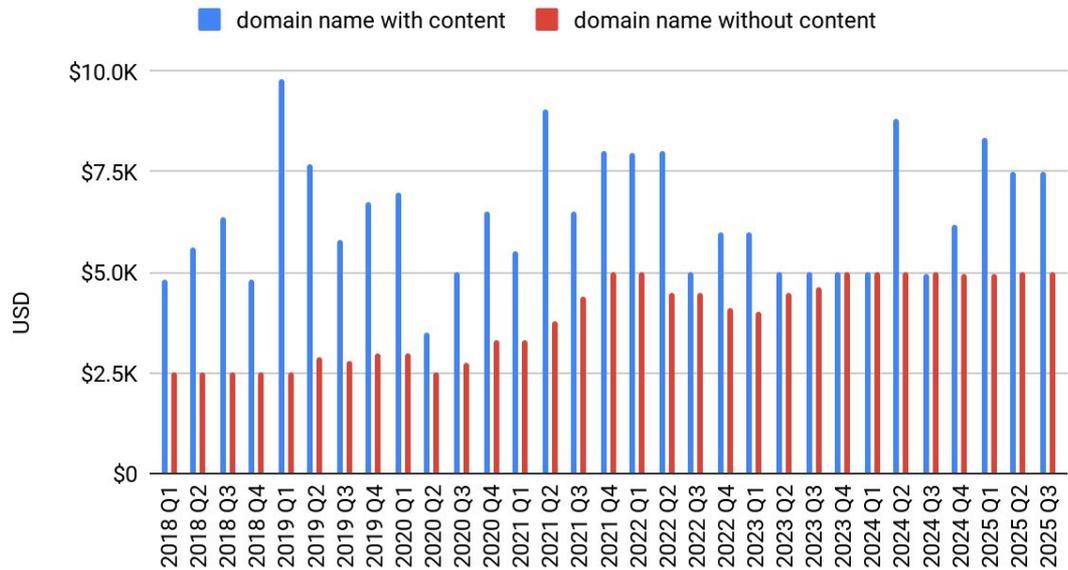


Figure 8: The impact of content on domain name pricing (Escrow.com)

Proportion of sales with and without content

Total transaction volume for domain names **with content** eased from \$7.7M to \$4.3M, while those **without content** increased from \$62M to \$67M.

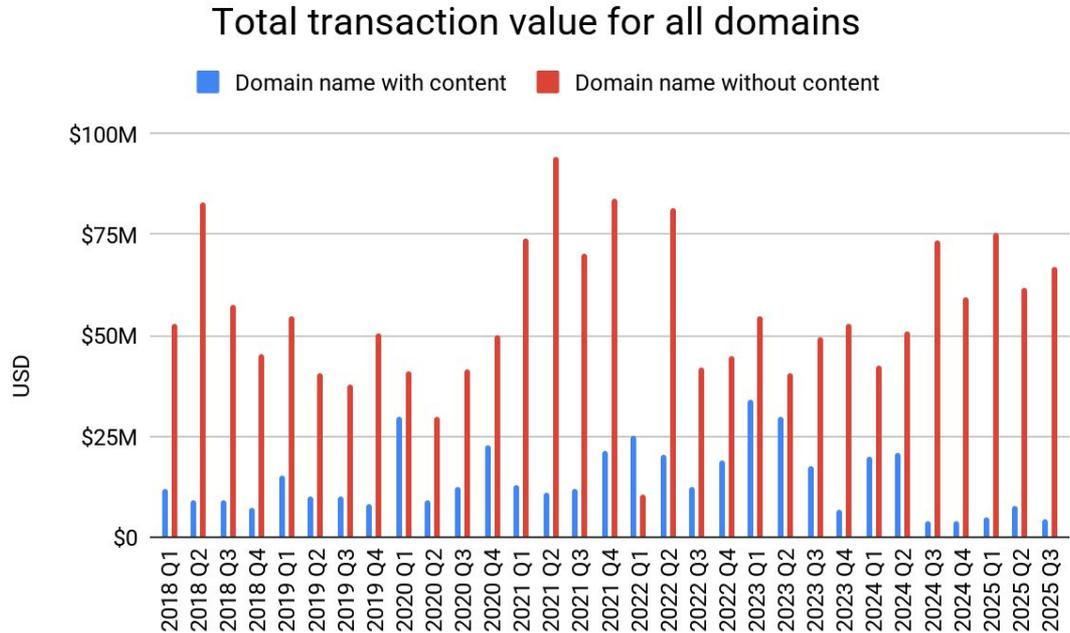


Figure 9: Total volume of domain name sales with content versus no content (Escrow.com)

Two letter .com domain names (LL.com)

There were no two letter {a-z}.com domain name transactions reported in 3Q25.

Median price of two letter (LL.com) domains

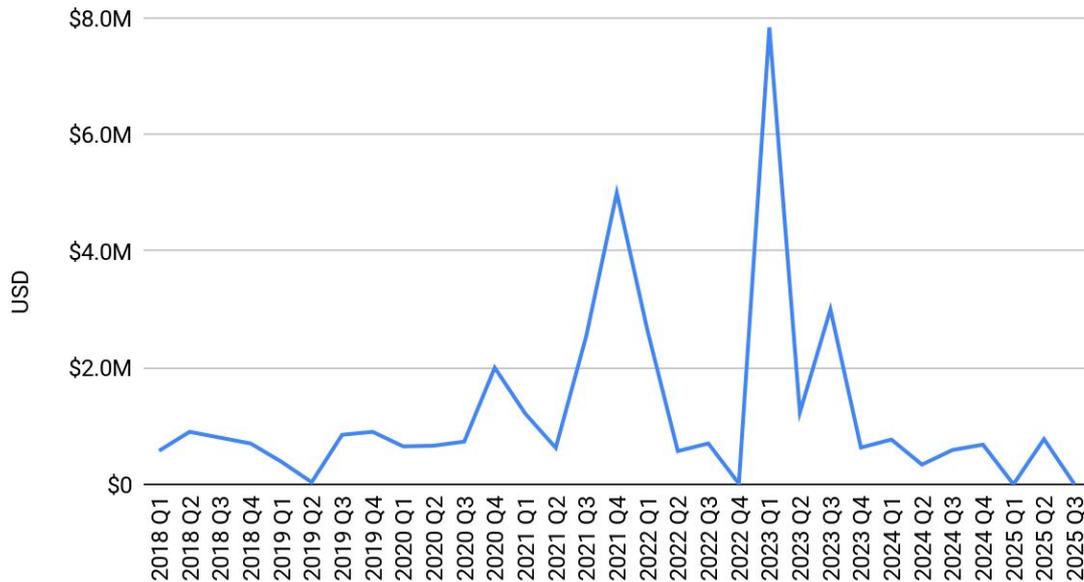


Figure 10: Median price of two letter domain names (LL.com) (Escrow.com)

Three letter .com domain names (LLL.com)

The median price of **three letter {a-z}.com** domain names increased from \$45.5k to \$120k.

Median price of three letter (LLL.com) domains

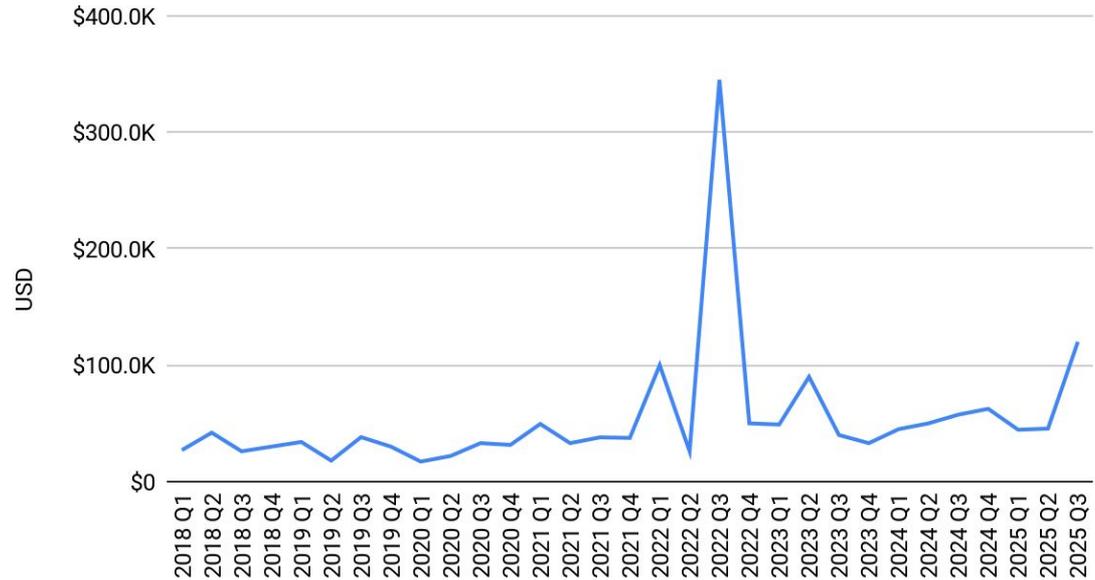


Figure 11: Median price of three letter domain names (LL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of **four letter {a-z}.com** domain names increased from \$7.2k to \$8.25k.

Median price of four letter (LLLL.com) domains

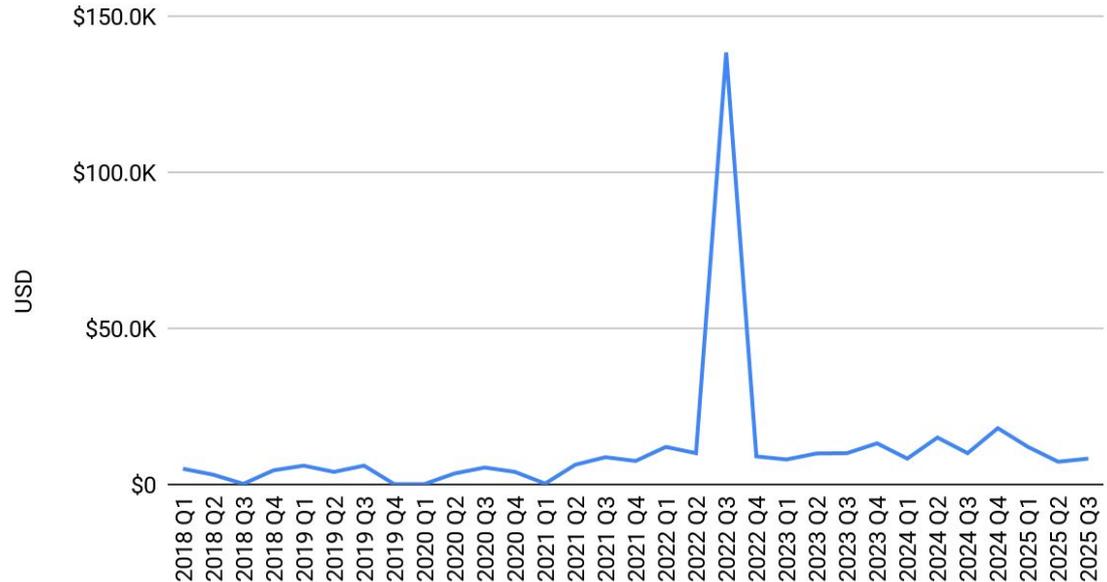


Figure 12: Median price of four letter domain names (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter** {a-z}.com domain names increased slightly from \$7.5k to \$8k.

Median price of five letter (LLLLL.com) domains

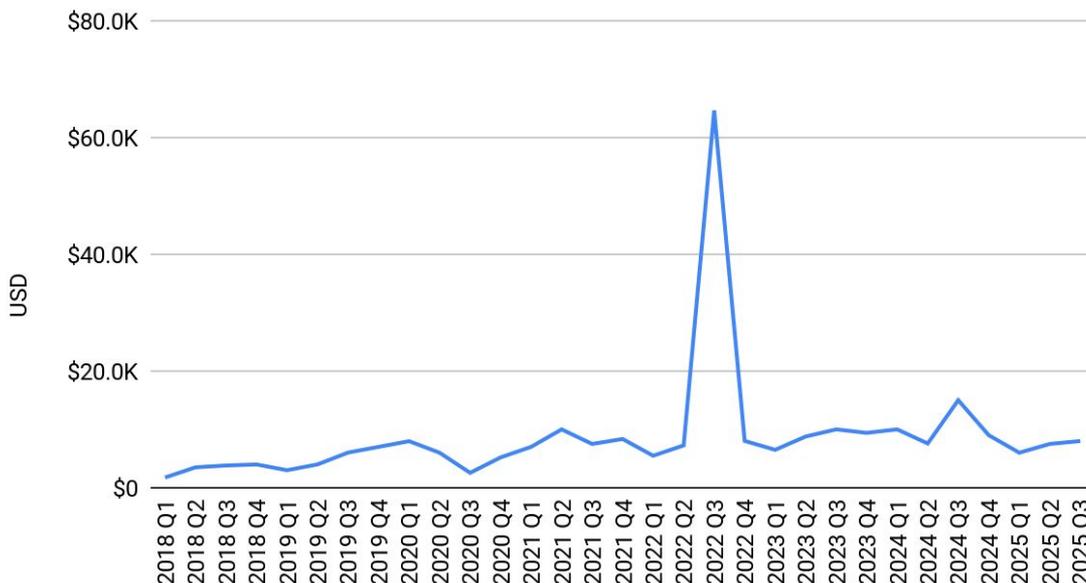


Figure 13: Median price of five letter domain names (LLLLL.com) (Escrow.com)

Two character .com domain names (CC.com)

The median price of **two character** {a-z,0-9,-}.com domain names increased from \$100k to \$138.5k

Median price of two character domain names

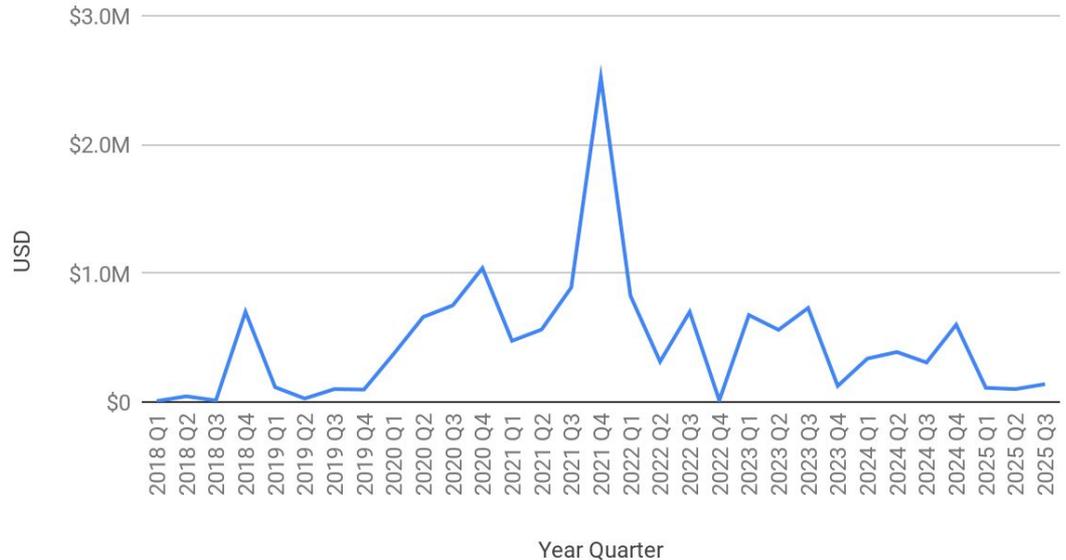


Figure 14: Median price of two character domain names (CC.com) (Escrow.com)

Three character .com domain names (CCC.com)

The median price of **three character** {a-z,0-9,-}.com domain names increased from \$25k to \$65k

Median price of three character domain names

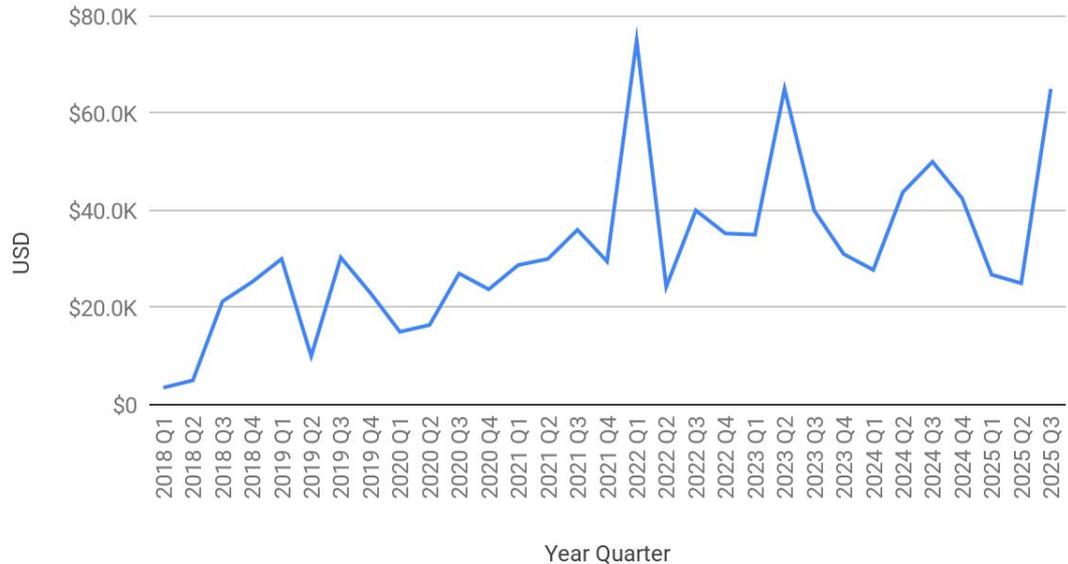


Figure 15: Median price of three character domain names (CCC.com) (Escrow.com)

Four character .com (CCCC.com) domain names

The median price of four character {a-z,0-9,-}.com domain names increased from \$7k to \$8k.

Median price of four character domain names

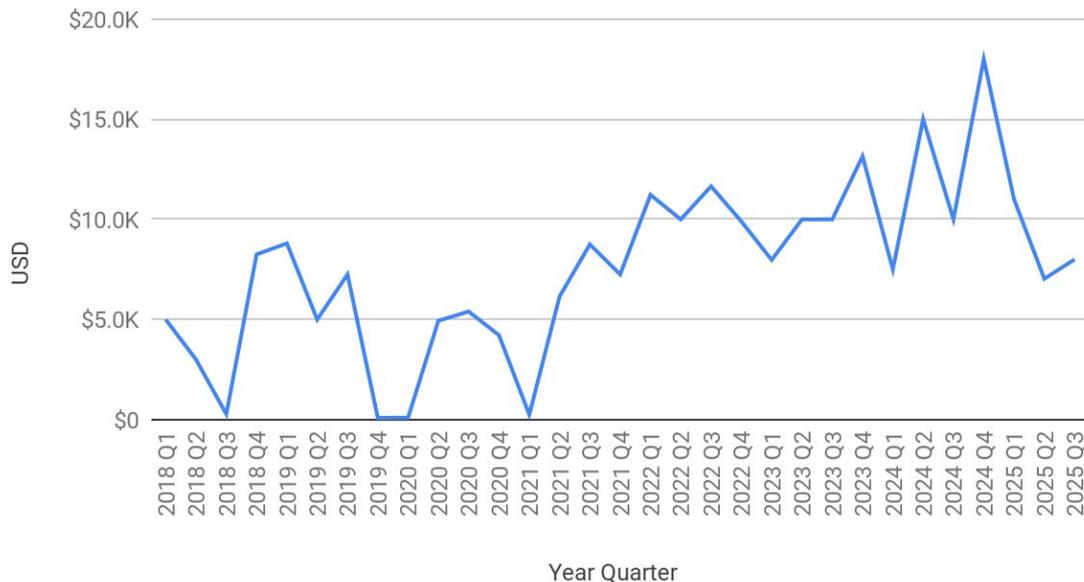


Figure 16: Median price of four character domain names (CCCC.com) (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of **five character** {a-z,0-9,-}.com domain names increased slightly from \$7.5k to \$8k.

Median price of five character domain names

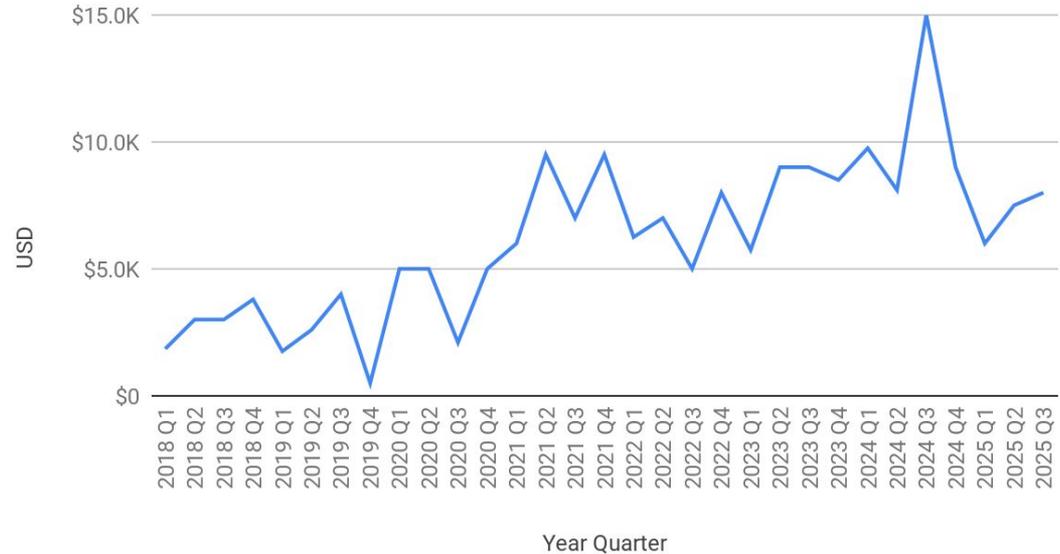


Figure 17: Median price of five character domain names (CCCCC.com) (Escrow.com)

Six character .com (CCCCCC.com) domain names

The median price of **six character** {a-z,0-9,-}.com domain names eased from \$10.5k to \$7k.

Median price of six character domain names

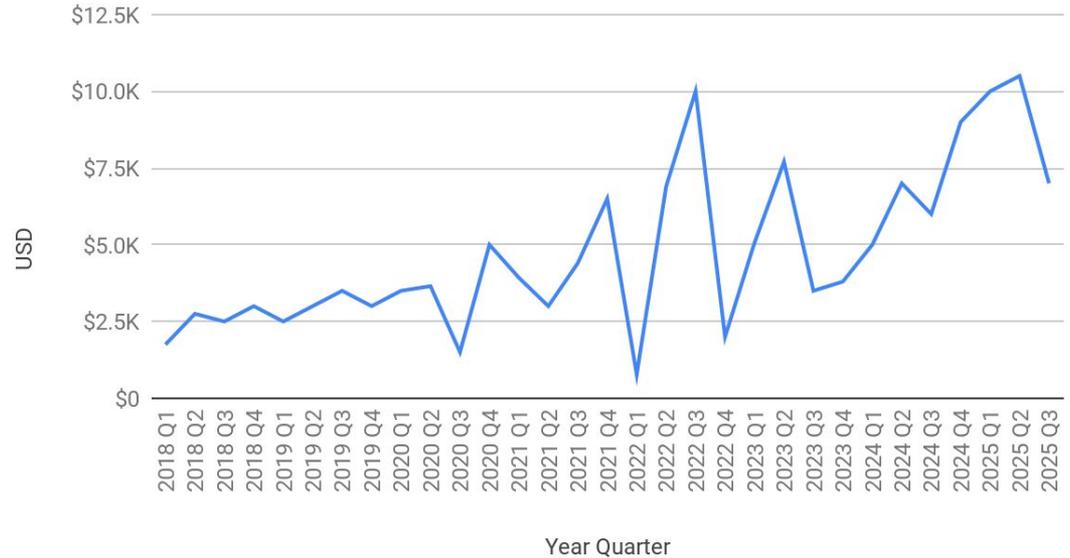


Figure 18: Median price of six character domain names (CCCCCC.com) (Escrow.com)

Four number .com domain names (NNNN.com)

The median price of **four number** {0-9}.com domain names eased from \$92.5k to \$29k.

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

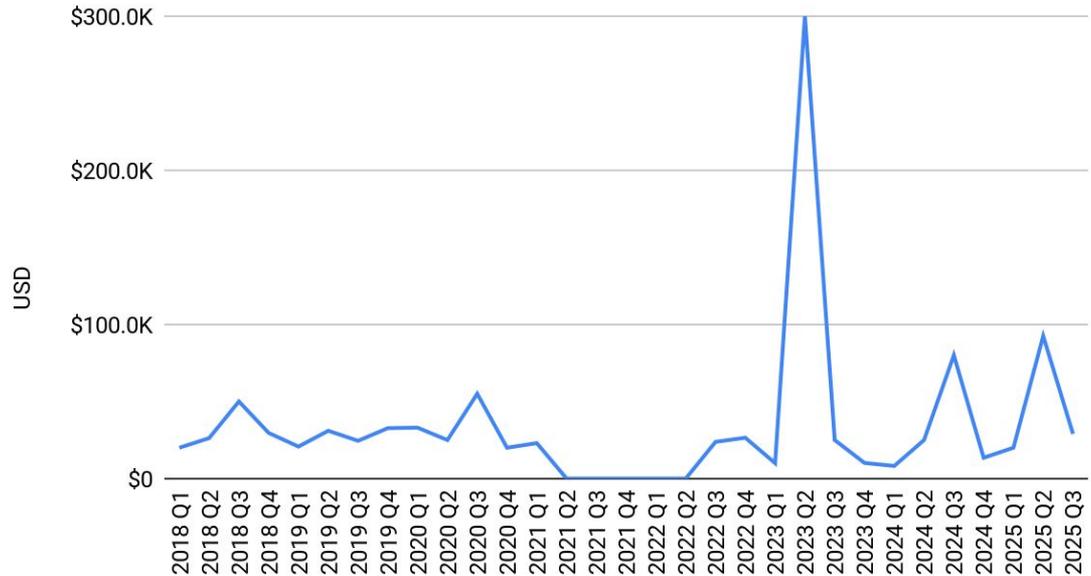


Figure 19: Median price of four number .com domain names (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Transaction volume from domain names containing a **hyphen** eased from \$621k to \$469k.

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

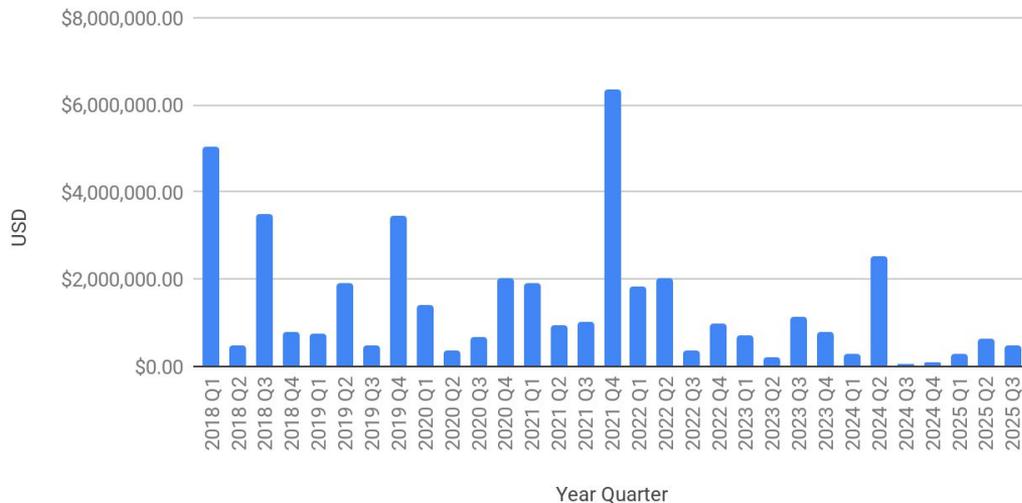


Figure 20: Total transaction volume of domain names containing a hyphen '-' (Escrow.com)

gTLD vs ccTLD Domain Names

The total transaction volume of **gTLD domains** remained at \$67.6M, primarily driven by .com domains.

In contrast, volume of **ccTLD domains** increased from \$8.9M to \$12.3M, led by .ai domains.

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

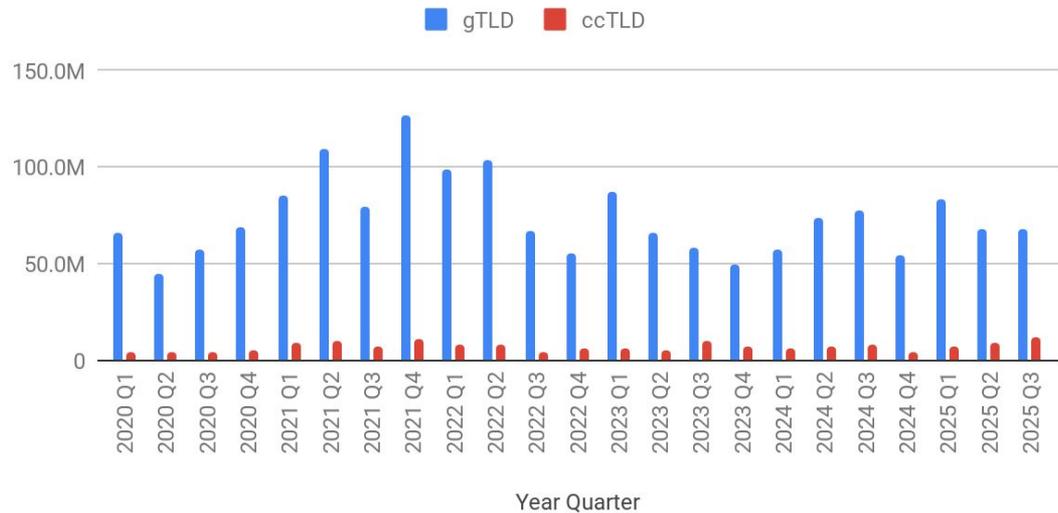


Figure 21: Total transaction volume of gTLD vs ccTLD domain names

Top 5 ccTLDs

In 3Q25, .ai increased from \$4.5M to \$8.8M.

Movements from other ccTLDs in 3Q25:

- .io eased from \$579k to \$528k
- .co increased from \$572k to \$633k
- .co.uk eased from \$466k to \$455k
- .it increased from \$176k to \$319k

The .gg volume from last quarter was one-off and did not make it to the top ccTLD domains.

Total domain name transaction volume of top 5 ccTLDs by quarter

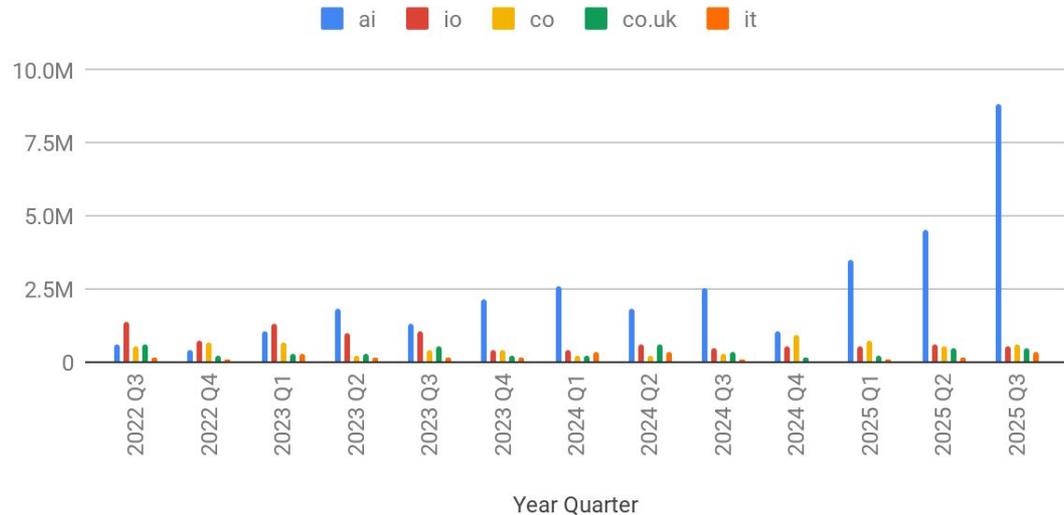


Figure 22: Total transaction volume of top 5 ccTLD domain names

.ai vs .com

While we've seen movement in .ai domains, there is still a significant difference compared with the total value of .com domains, which remained at \$63M.

In 3Q25, **.ai overtook other non-.com domains**, reaching \$8.8M compared with \$7.8M for all other non-.com TLDs.

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

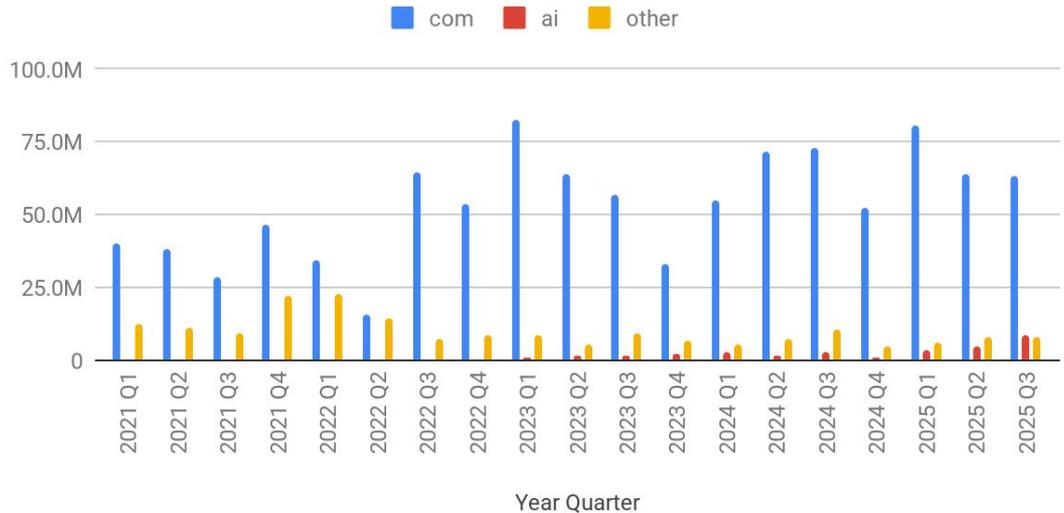


Figure 23: Total transaction volume of .ai vs .com domain names

THANK YOU
