

ESCROW.COM

DOMAIN INVESTMENT INDEX

4th Quarter 2025



ESCROW.COM DOMAIN INVESTMENT INDEX: Q4, 2025

For the quarter ending December 31, 2025

Executive Summary

Escrow.com facilitated **\$102.5 million in domain transactions in Q4 2025**, up 7% from Q3. The quarter demonstrated market maturation as .AI domains crossed the \$10 million threshold for the first time while ultra-premium categories corrected from Q3's exceptional spikes.

Key Highlights:

.AI domains crossed \$10M threshold with fifth consecutive quarterly record at \$10.3M. Mean transaction value up 53.5% to \$155,000.

U.S. sales rebounded 8.6% to \$82.4M while U.K. surged 77% to \$12.2M – the strongest quarterly performance on record.

Three-letter .COM median fell 60.8% to \$47,000 from Q3's \$120,000, confirming Q3 spike was outlier-driven.

Exact English words averaged \$143,000; 7x higher than non-exact words.

Four-character exact words reached a mean of \$590,000.

Domain name transaction volume by quarter

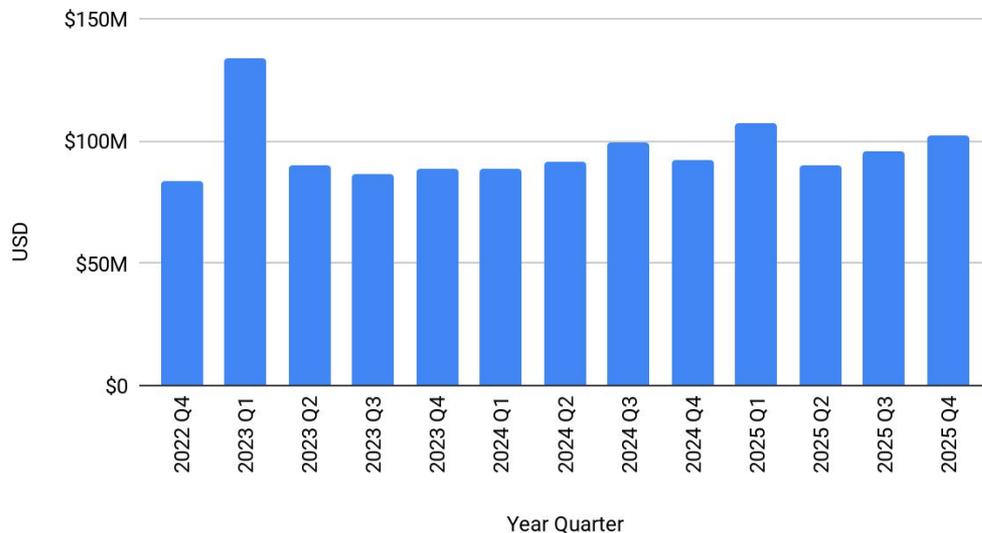


Figure 1: Total domain name sales by quarter (Escrow.com)

Total transaction value, by region

Total domain name transaction volume in 4Q25 increased in the **U.S. and the U.K.**, rising from \$75.9M to \$82.4M and from \$6.9M to \$12.2M, respectively.

Volume from **China** also rose from \$6M to \$7M.

Total domain name transaction volume by region

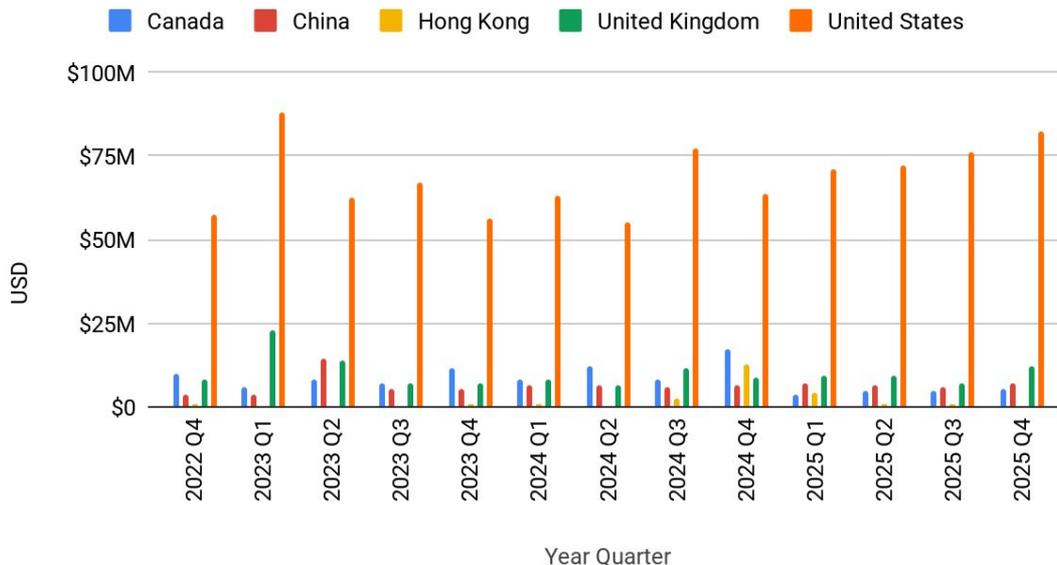


Figure 2: Total domain name sales by region (Escrow.com)

Domain names containing '.ai'

In Q4 2025, **.AI domains** crossed the \$10 million quarterly threshold for the first time, reaching \$10.3M – **the fifth consecutive quarterly record**.

Mean transaction values jumped 53.5% to \$155,000, reflecting continued confidence in .AI as essential infrastructure for AI-focused businesses.

The extension is now firmly established as the second-most valuable top-level domain after .COM.

Total transaction volume of .ai domain names, by quarter

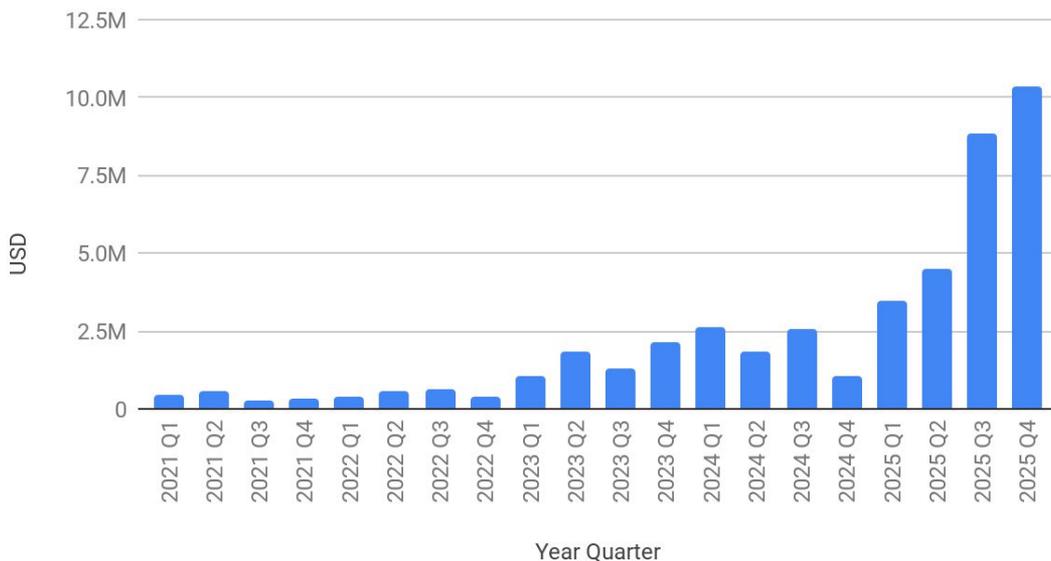


Figure 3: Total transaction volume of domain names containing '.ai' (Escrow.com)

Domain names containing English words

Total transaction volume of domain names containing **English words** increased from \$69.9M to \$76M, whereas those **without any English words** increased from \$7.7M to \$7.8M.

Contains english words and no english words

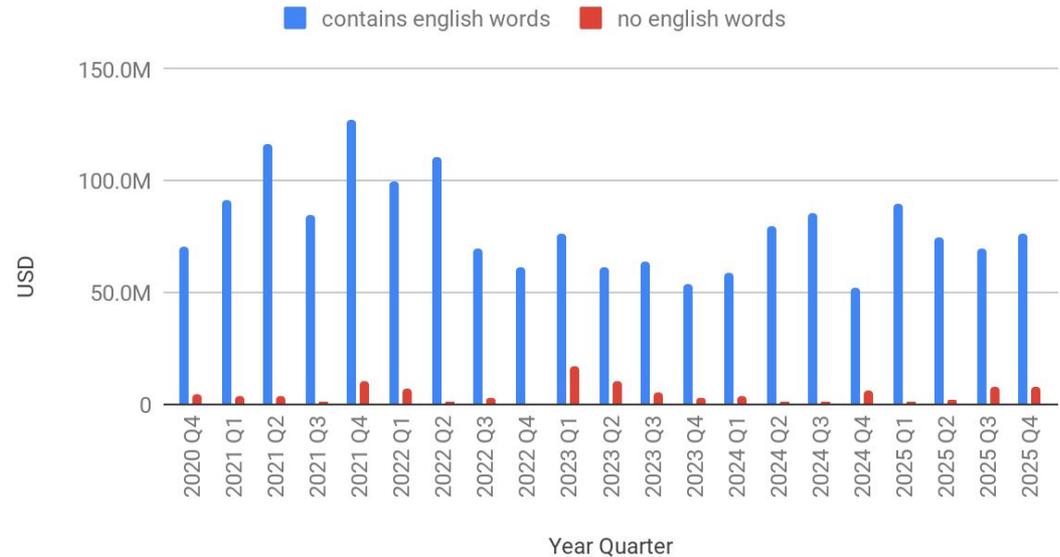


Figure 4: Total transaction volume of domain names containing English words (Escrow.com)

Domain names containing **exact** English words

The mean transaction value of domain names with **exact English words** increased from \$130.8k to \$143k, while those with **non-exact English words** increased from \$15.8k to \$20.5k.

Mean Transaction Value,
Contains exact english words

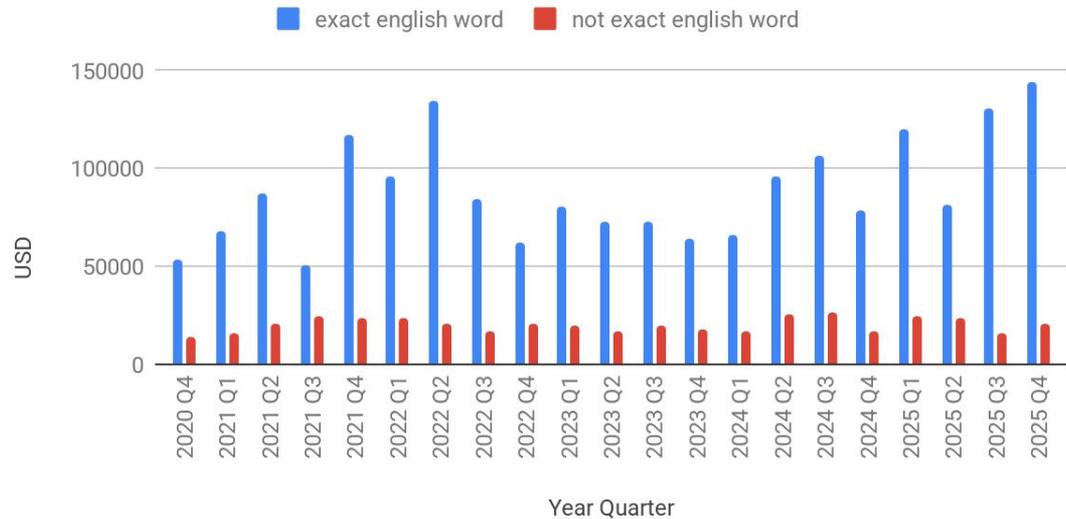


Figure 5: Domain names containing exact English words (Escrow.com)

Domain names containing *exact* English words, by length

Ultra-short exact English word domains commanded extraordinary premiums to close 2025: three-character words averaged \$412,000 while four-character words reached \$590,000.

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

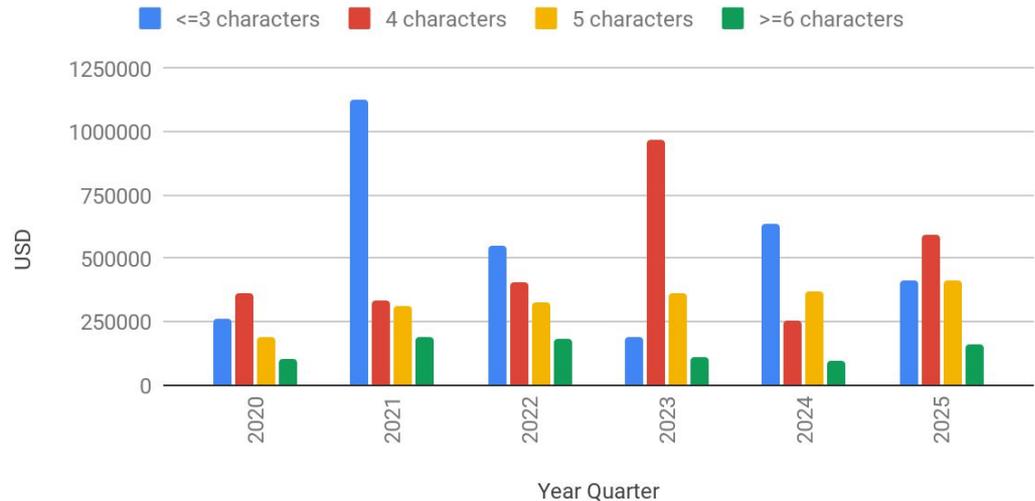


Figure 6: Total transaction volume of .com domain names containing exact English words by length (Escrow.com)

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

Meanwhile, the mean transaction value for **.ai domains** capped 2025 at \$196k.

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

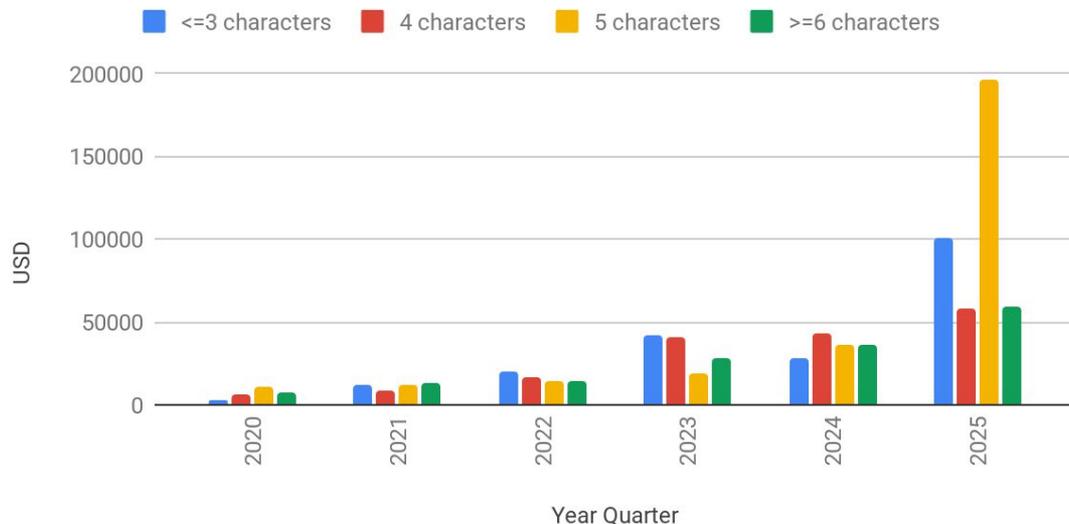


Figure 7: Mean transaction value of .ai domain names containing exact English words by length (Escrow.com)

Domain names containing exact English words, by TLD

The **mean transaction value** of domains containing exact English words increased from \$279k to \$287k for those with a **.com** TLD and from \$101k to \$155k for **.ai**.

Mean Transaction Value,
Contains exact english words by TLD

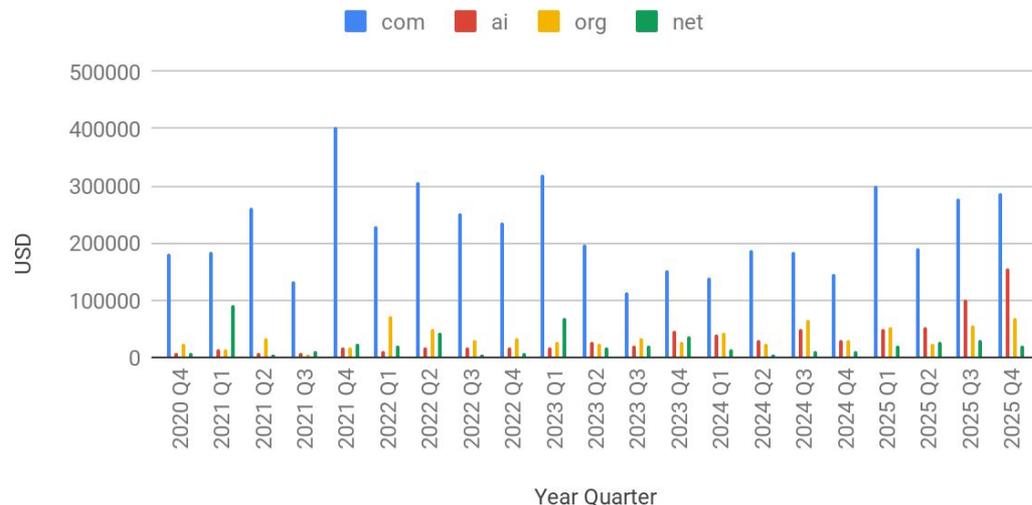


Figure 8: Mean transaction value of domain names containing exact English words by TLD (Escrow.com)

The impact of content on median sale price

Similar to 3Q25, 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

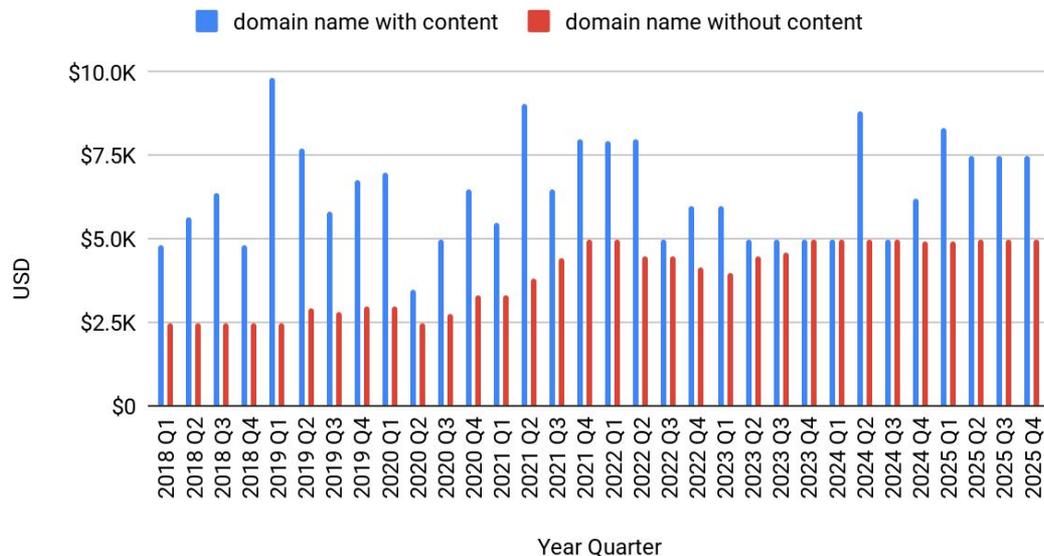


Figure 9: The impact of content on domain name pricing (Escrow.com)

Proportion of sales with and without content

Total transaction volume for domain names **with content** increased from \$4.3M to \$6.9M, while volume for domain names **without content** increased from \$67M to \$68M.

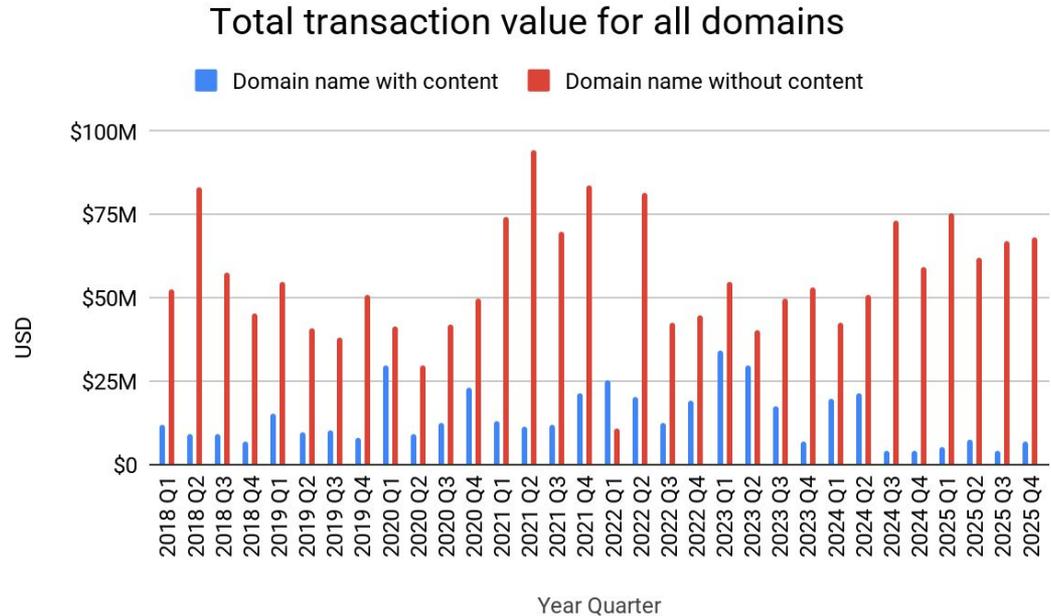


Figure 10: Total volume of domain name sales with content versus no content (Escrow.com)

Two letter .com domain names (LL.com)

There were no **two letter** {a-z}.com domain name transactions reported in 4Q25.

Median price of two letter (LL.com) domains

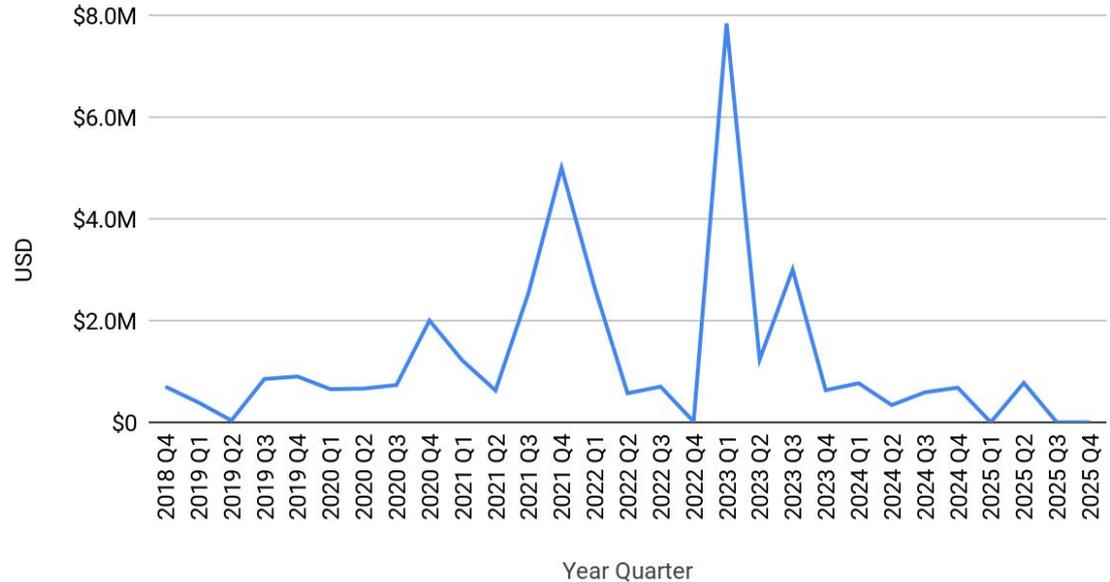


Figure 11: Median price of two letter domain names (LL.com) (Escrow.com)

Three letter .com domain names (LLL.com)

The median price of **three letter {a-z}.com** domain names eased from \$120k to \$47k.

Median price of three letter (LLL.com) domains

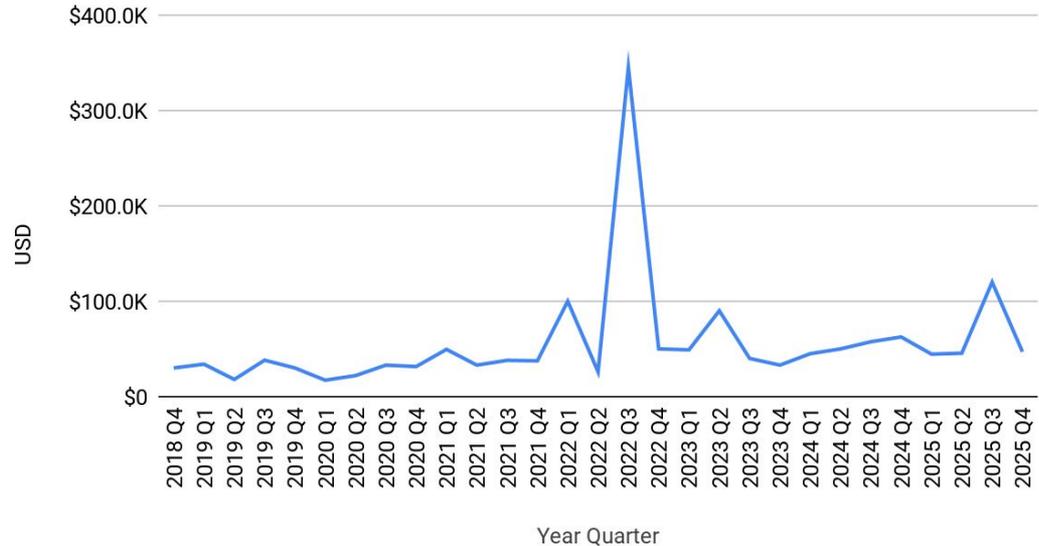


Figure 12: Median price of three letter domain names (LL.com) (Escrow.com)

Four letter .com domain names (LLLL.com)

The median price of **four letter** {a-z}.com domain names increased from \$8.25k to \$10k.

Median price of four letter (LLLL.com) domains

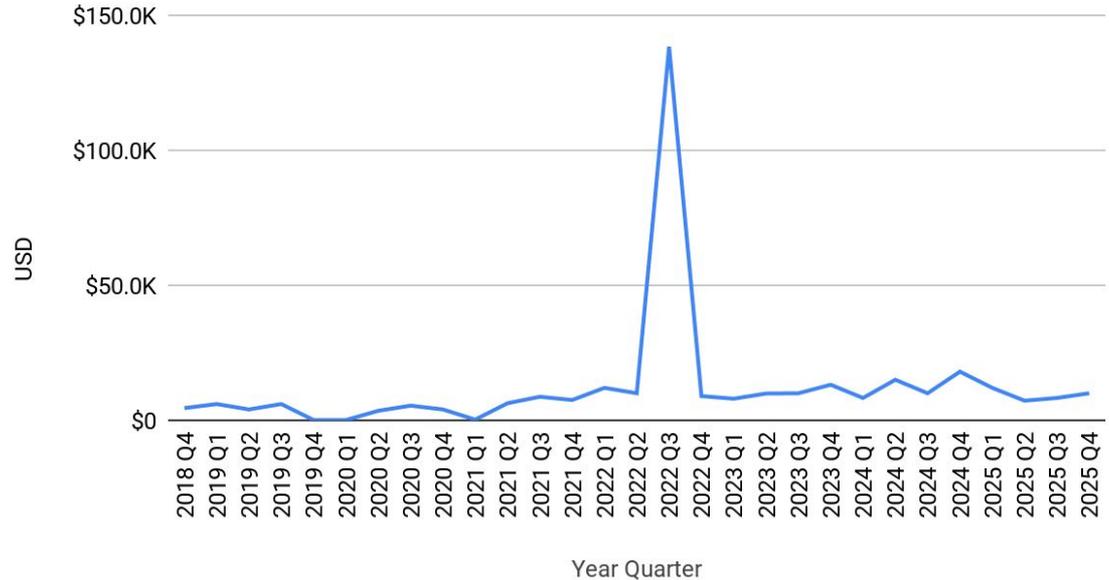


Figure 13: Median price of four letter domain names (LLLL.com) (Escrow.com)

Five letter .com domain names (LLLLL.com)

The median price of **five letter** {a-z}.com domain names remained at \$8k.

Median price of five letter (LLLLL.com) domains

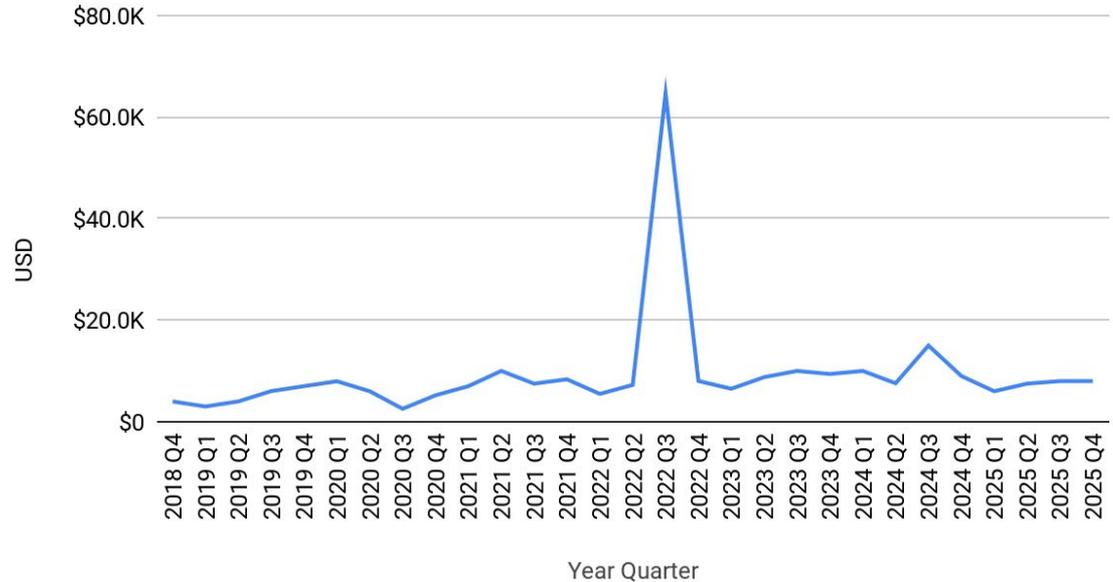


Figure 14: Median price of five letter domain names (LLLLL.com) (Escrow.com)

Two character .com domain names (CC.com)

The median price of **two character** {a-z,0-9,-}.com domain names eased from \$138.5k to \$88k.

Median price of two character domain names

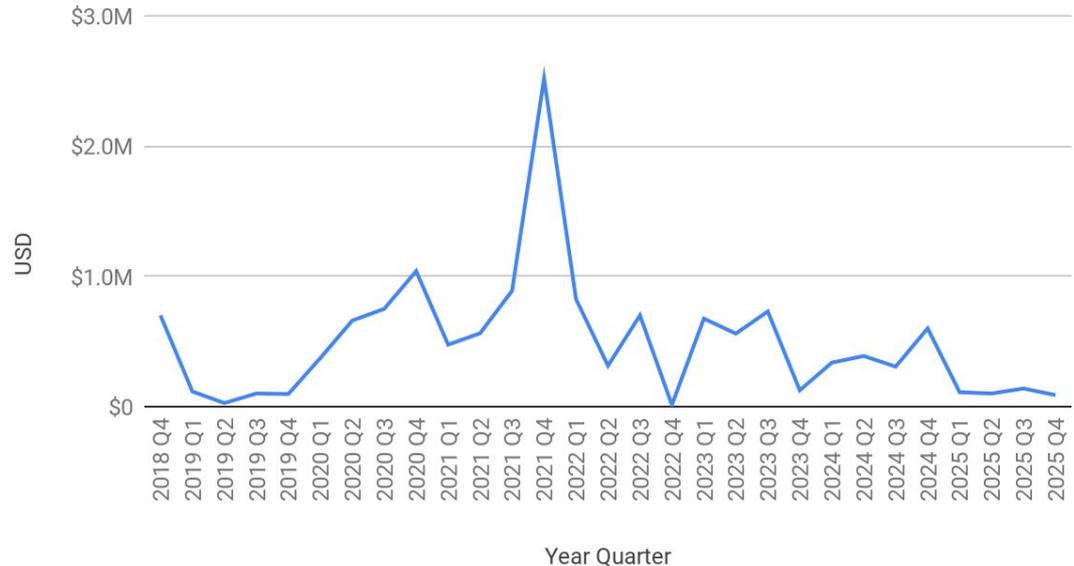


Figure 15: Median price of two character domain names (CC.com) (Escrow.com)

Three character .com domain names (CCC.com)

The median price of **three character** {a-z,0-9,-}.com domain names eased from \$65k to \$38.6k.

Median price of three character domain names

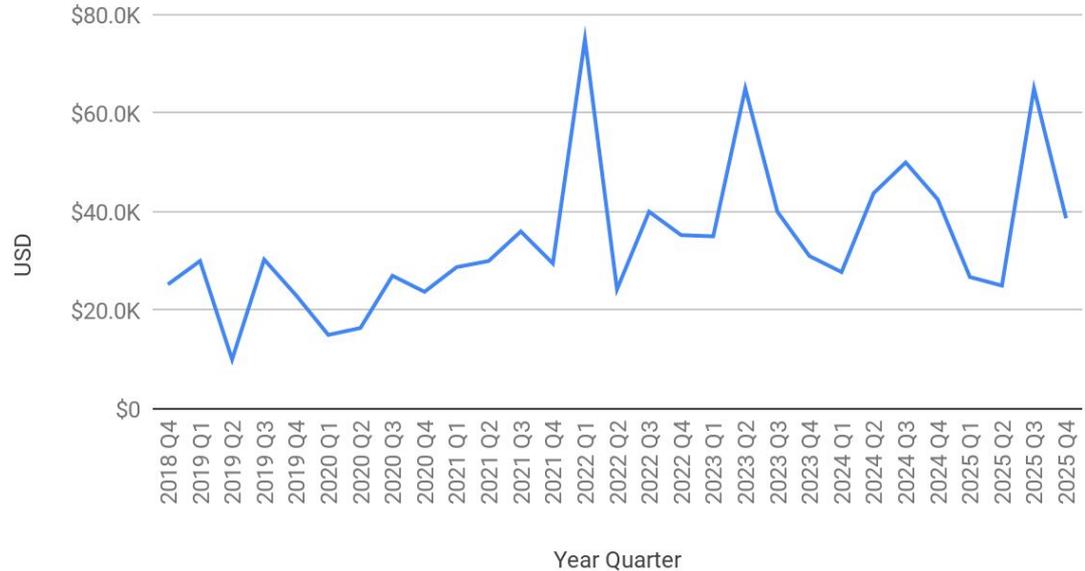


Figure 16: Median price of three character domain names (CCC.com) (Escrow.com)

Four character .com (CCCC.com) domain names

The median price of **four character** {a-z,0-9,-}.com domain names increased from \$8k to \$10k.

Median price of four character domain names

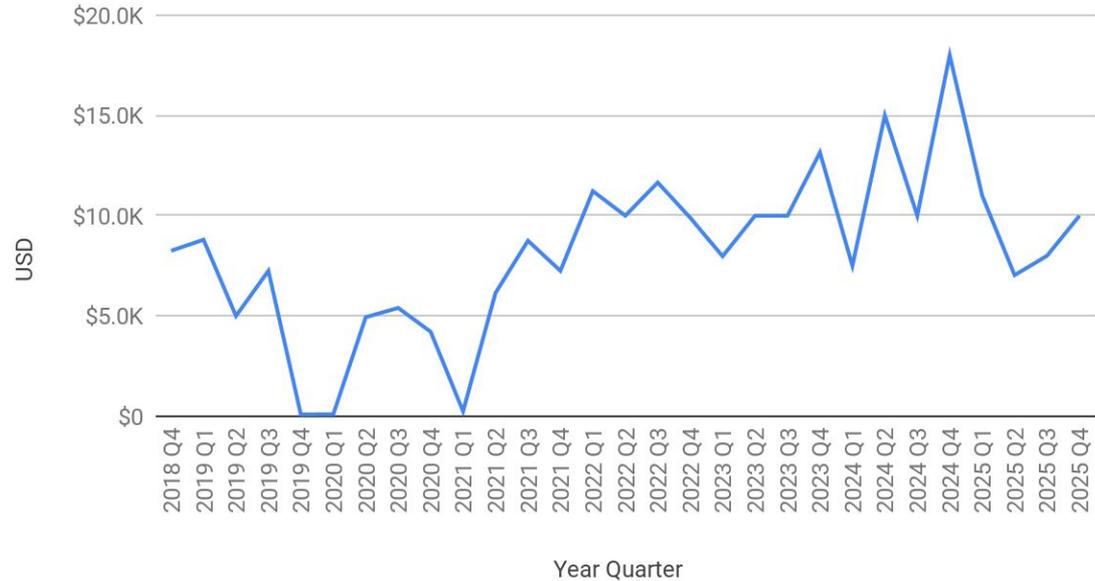


Figure 17: Median price of four character domain names (CCCC.com) (Escrow.com)

Five character .com (CCCCC.com) domain names

The median price of **five character** {a-z,0-9,-}.com domain names eased from \$8k to \$5.3k.

Median price of five character domain names

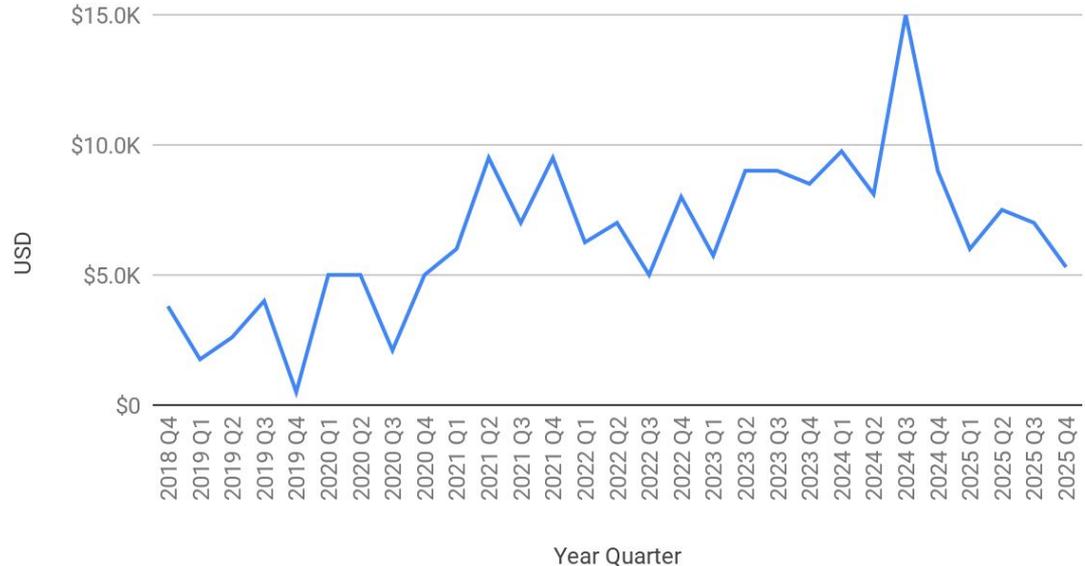


Figure 18: Median price of five character domain names (CCCCC.com) (Escrow.com)

Six character .com (CCCCC.com) domain names

The median price of **six character** {a-z,0-9,-}.com domain names increased from \$8k to \$9.8k.

Median price of six character domain names

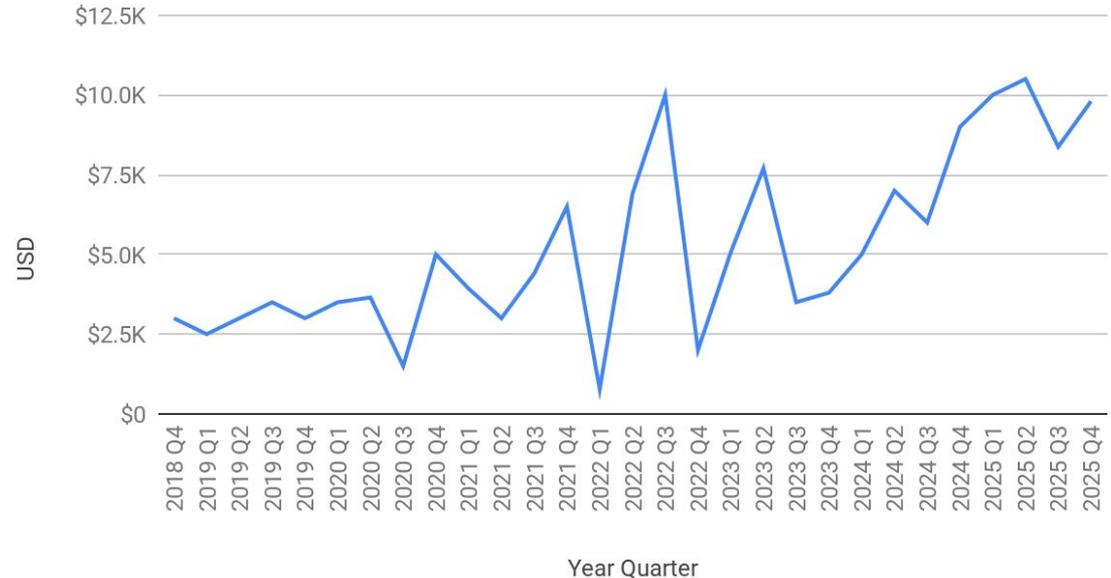


Figure 19: Median price of six character domain names (CCCCC.com) (Escrow.com)

Four number .com domain names (NNNN.com)

The median price of **four number** {0-9}.com domain names increased from \$29k to \$36k.

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

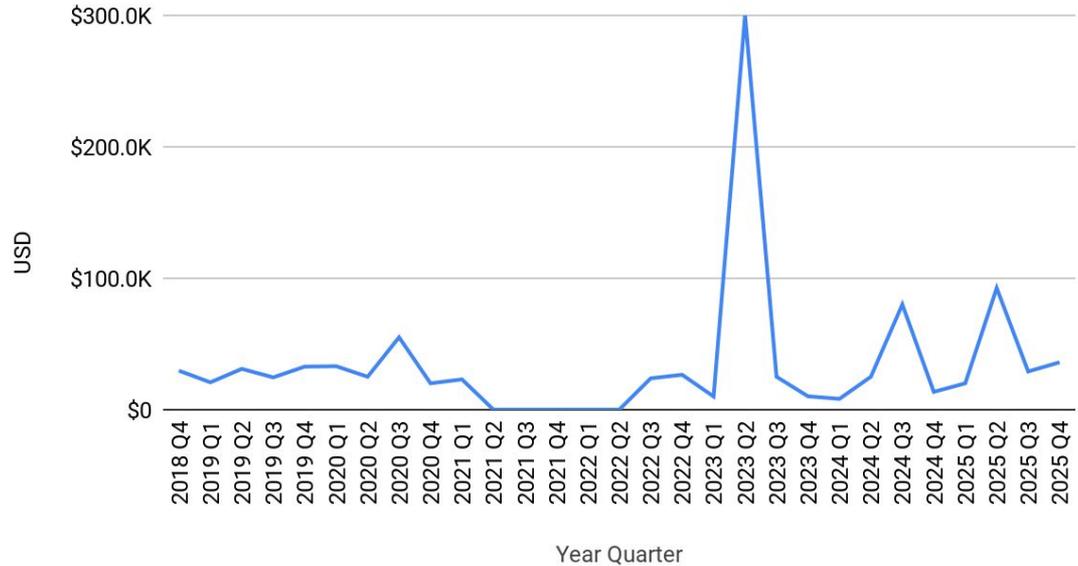


Figure 20: Median price of four number .com domain names (NNNN.com) (Escrow.com)

Domain names containing a hyphen '-'

Transaction volume from domain names **containing a hyphen ('-')** increased from \$469k to \$595k.

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

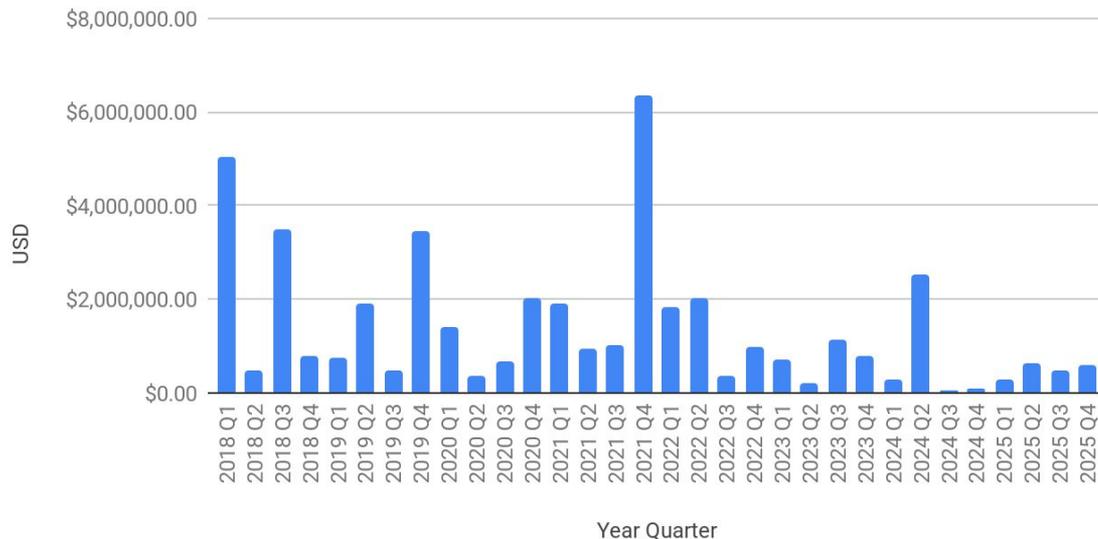


Figure 21: Total transaction volume of domain names containing a hyphen '-' (Escrow.com)

gTLD vs ccTLD Domain Names

Total transaction volume of **gTLD domains** increased from \$67.6M to \$74.7M, primarily driven by .com domains.

Volume of **ccTLD domains** also increased from \$12.3M to \$14.6M, led by .ai domains.

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

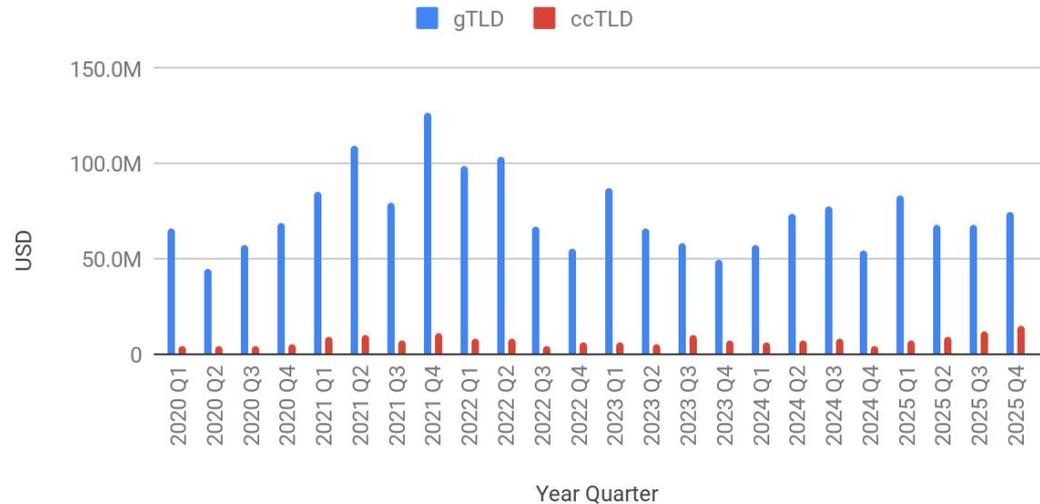


Figure 22: Total transaction volume of gTLD vs ccTLD domain names

Top 5 ccTLDs

In 4Q25, .ai domain volume increased from \$8.8M to \$10.3M.

Movements from other ccTLDs:

- .io eased from \$528k to \$450k
- .co eased from \$633k to \$435k
- .co.uk increased from \$455k to \$674k
- .it eased from \$319k to \$240k

Total domain name transaction volume of top 5 ccTLDs by quarter

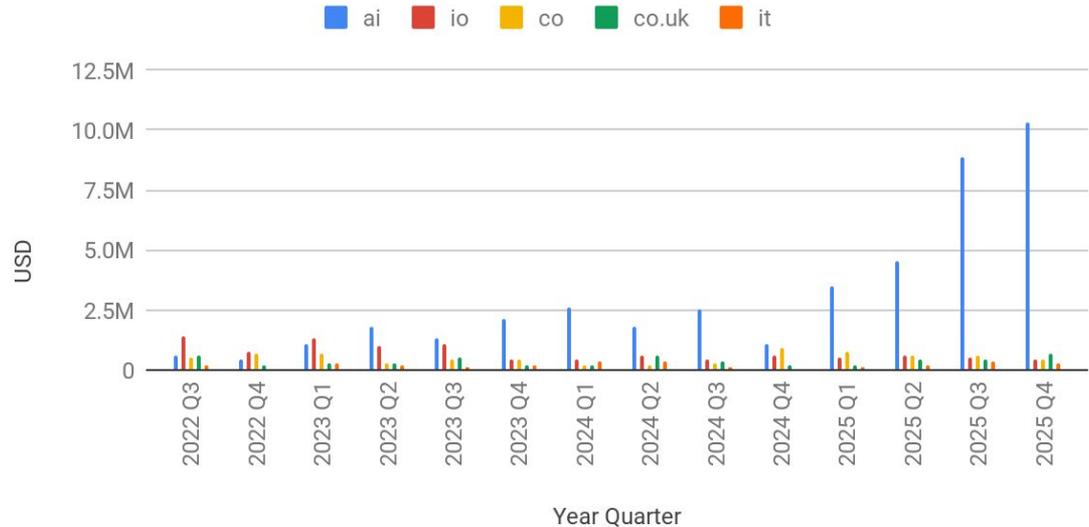


Figure 23: Total transaction volume of top 5 ccTLD domain names

.ai vs .com

Our domain transaction volume continues to be dominated by **.com** domains, which increased in total value from \$63M to \$70M in 4Q25.

This was followed by **.ai** domains with \$10.3M, while the **remaining non-.com** domains totalled \$8.9M.

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

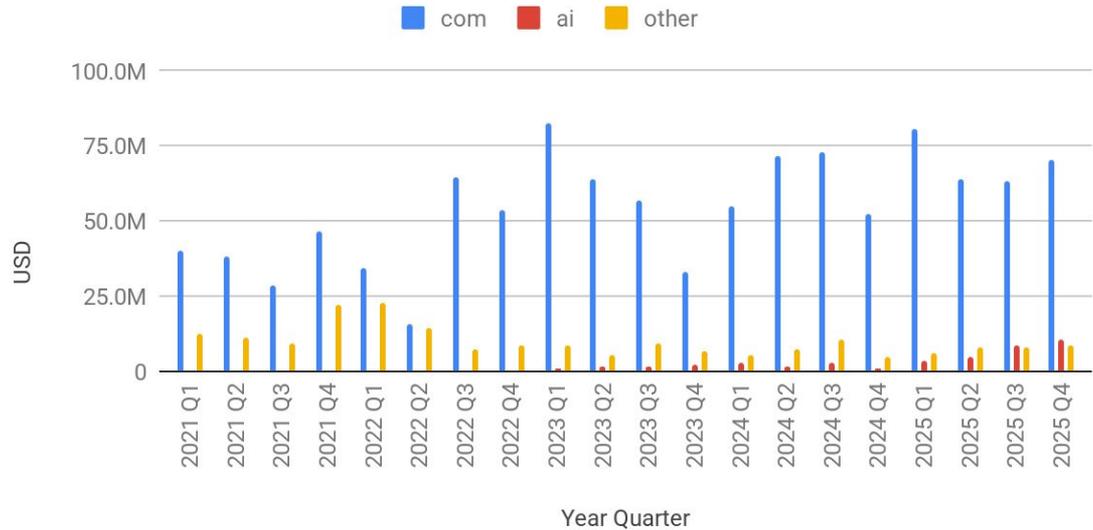


Figure 24: Total transaction volume of .ai vs .com domain names

THANK YOU
