

BONK vs PUMP:

*The Battle For Solana's
Meme Crown*



vs



Key Takeaways

- 1 Bonk and Pump began with different approaches but are now direct competitors in Solana's memecoin space.
- 2 Bonk's platform has recently started generating more revenue than Pump, with the majority of fees going toward strengthening its token and ecosystem via different mechanisms.
- 3 The highly anticipated PUMP token has dropped below its launch price, while BONK's price surged during the same period.

the moment you've all been waiting for

\$PUMP is launching through an Initial Coin Offering on Saturday, July 12th.

airdrop coming soon.

our plan is to Kill Facebook, TikTok, and Twitch. On Solana.

learn more about \$PUMP and how to get involved



pump.fun

Origins Of A Rivalry

BONK began as a playful memecoin launched on the Solana blockchain in late 2022. It quickly became a cult favourite, riding waves of social momentum, and expanded into a broader ecosystem that now includes charity initiatives and a token launchpad. That launchpad, known as LetsBonk, is at the heart of its recent rise.

Pump, by contrast, started the other way around. Rather than leading with a token, it launched a no-code, rapid-fire memecoin creation platform in early 2024. It proved to be the origin point of the 2024 memecoin explosion, responsible for millions of tokens being created and paving the way for memecoin season. Some of the biggest memecoins by market cap launched via Pump during this period include Dogwifhat (WIF) and Peanut the Squirrel (PNUT), each peaking above \$1 billion in market cap.

BONK's developers later mimicked that platform with their own version. This contrast in development pathways within the same space ignited a public rivalry between the two. BONK started as a token and then built out the product, whereas Pump did the opposite.

In July 2025, Pump held a highly anticipated token launch. But unlike the runaway success of its platform, the token's performance has been underwhelming. Despite raising hundreds of millions in its ICO, the PUMP token has since declined below its launch price.

Pump announcing its initial coin offering (ICO). [Source](#)

Token Performance And Market Reaction

Priced at \$0.004 USD per token with a market cap near \$2 billion, the PUMP token initially surged by 72%. But this was short-lived. Within days, PUMP slipped below its ICO price, and it has struggled to regain momentum. The decline is widely attributed to early private investors taking profits and the broader market adjusting expectations. Of note, BONK rallied in the lead-up to the PUMP ICO, as the market's attention honed in on memecoin launchpads.





PUMP fell below its ICO price roughly a week after launch. [Source](#)

Where They're Heading

Pump isn't done innovating. Its roadmap includes ambitions beyond memecoins, with plans to integrate streaming features and creator monetisation tools directly into the platform. The goal is to create more reasons for users to hold and use the PUMP token, building a deeper layer of utility around its original memecoin-launch engine.

BONK is taking a different angle, doubling down on its launchpad. LetsBonk has recently overtaken Pump in terms of daily and weekly revenue, generating more fees from token launches on Solana. Half of these fees are used to buy and burn BONK tokens, a move designed to reduce supply and potentially boost the token's value over time.

While Pump is focused on product expansion (e.g. streaming, social), Bonk appears to be building a tighter feedback loop between utility and token value. Both strategies aim to win mindshare on Solana, but they reflect two very different philosophies.

	
Pump	letsBONK.fun
1 chain	1 chain
Fees 24h	Fees 24h
\$1.12m	\$1.99B
Fees 7d	Fees 7d
\$9.48m	\$11.43m
Fees 30d	Fees 30d
\$47.56m	\$25.61m

Fees generated by Pump and LetsBonk as of July 23rd 2025. [Source](#)

Conclusion

Bonk and Pump are now two of the most prominent projects in Solana's memecoin scene. Although they started differently, with one launching a token and the other a platform, they are now competing for attention, users, and long-term relevance.

Pump is focusing on building out new features and product utility, while Bonk is using platform revenue to drive value back into its token. Each is betting on a different strategy to win the memecoin race.

If either project succeeds, the outcome could be a stronger and more innovative Solana ecosystem for all involved.