

# What is a bullrun?

A bull market is defined as a period of time where the majority of investors are buying, demand outweighs supply, market confidence is at a high, and prices are rising. If in any market, you see prices quickly trending to the upside, this could be a sign that the majority of investors are becoming optimistic or bullish about the price increasing further, and may mean that you're looking at the start of a bull market.

Investors who believe that prices will increase over time are known as bulls. As investor confidence rises, a positive feedback loop emerges, which tends to draw in further investment, causing prices to continue to rise.

For end of the bull run, a sharp downwards price movement can begin a bear market, where more and more investors believe prices will continue to fall, causing a downward spiral as they sell in order to prevent further losses.