STRAVA

YEAR IN SPORT THE TREND REPORT

In 2023, the 120 million+ athletes on Strava dug deep, got motivated, and hit the trails, tarmac, gym, lanes and slopes in record numbers.

Taken together, their activity data illustrates the trends that shaped the world of exercise and exploration – and teases what we might expect in 2024.

In previous years, we asked *what* athletes did. This year, in addition to that, we asked *why* and *how* – discovering what makes and breaks motivation across generations.

So read on to see how, where and why athletes moved in 2023 – and learn the secret to staying motivated in 2024 and beyond.

ABOUT THIS DATA

Strava's Year In Sport analyzes activity uploads on Strava between October 1, 2022 and September 30, 2023. Activities set to "Only Me" or those that are opted out of sharing with Strava Metro are excluded from aggregated insights. The report also includes survey data from 6,990 respondents, drawn from both Strava's global community of over 120 million athletes and a random sampling of active people both on and off the Strava platform.

TRENDS TO WATCH: *RUNNING REIGNS SUPREME, AND TRAIL SPORTS ARE GROWING FAST*

In 2023, runners' motivation stayed at an all-time high: Running was the most-uploaded sport on Strava. But athletes also followed the siren song of off-road adventure, uploading gravel rides, hikes, trail runs and mountain bike rides in growing numbers.

TRAIL AND OFF-ROAD SPORTS ARE TAKING OFF – ESPECIALLY GRAVEL RIDING

Go to where the pavement ends – then keep going. Gravel riding is one of the fastest-growing sports on Strava, with a 55% increase globally and a 48% increase in the U.S. in the share of athletes who've given it a shot. And athletes' appetite for adventure didn't end there – trail and off-road sports grew fast across the board.

THE YEAR'S TOP GEAR

Sometimes the right pair of shoes (or a new bike!) can motivate us to get out the door. Here's the gear that got Strava athletes going.

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TOP RUNNING SHOES OVERALL
1. HOKA CLIFTON
2. NIKE PEGASUS

TOP RUNNING SHOES (WOMEN)
1. HOKA CLIFTON
2. BROOKS GHOST

TOP RUNNING SHOES (MEN)
1. NIKE PEGASUS
2. HOKA CLIFTON

FASTEST GROWING SHOES VS. 2022
1. HOKA CLIFTON
2. ASICS NOVABLAST

TOP UPLOAD DEVICE
- 🚲 GARMIN EDGE 530
- 👟 GARMIN FORERUNNER 235

TOP BIKE BRANDS
1. TREK
2. SPECIALIZED
3. GIANT

TOP RUNNING SHOES OVERALL
1. HOKA CLIFTON
2. BROOKS GHOST

TOP RUNNING SHOES (WOMEN)
1. BROOKS GHOST
2. HOKA CLIFTON

TOP RUNNING SHOES (MEN)
1. HOKA CLIFTON
2. BROOKS GHOST

FASTEST GROWING SHOES VS. 2022
1. SAUCONY ENDORPHIN SPEED
2. HOKA CLIFTON

TOP UPLOAD DEVICE
- 🚲 WAHOO ELEMNT BOLT
- 👟 GARMIN FORERUNNER 245 MUSIC

TOP BIKE BRANDS
1. TREK
2. SPECIALIZED
3. CANNONDALE

EXPLORING THE GENERATIONAL DIVIDE

You could probably guess that younger athletes and older athletes have different habits. But some of the specifics might surprise you. Here are some of the key ways Gen Z stood out from the pack when it came to exercise in 2023.

THE Z IS FOR ZIPPY

Globally, Gen Z logged the fastest median run pace and ride speed on Strava. But they also logged the shortest runs and second-shortest rides.
In the U.S., Gen Z logged the fastest runs but slowest rides – and their runs and rides were the shortest.

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MEDIAN SPEED AND DISTANCE OF RIDES 🚲 BY GENERATION IN 2023

12.6 mph	Boomers (58 - 76)	20.9 miles
12.8 mph	Gen X (42 - 57)	17.4 miles
12.6 mph	Millennials (27 - 41)	13.8 miles
12.9 mph	Gen Z (13 - 26)	14.0 miles

MEDIAN PACE AND DISTANCE OF RUNS 👟 BY GENERATION IN 2023

10:48 min/mi	Boomers	4.0 miles
9:49 min/mi	Gen X	4.3 miles
9:27 min/mi	Millennials	3.9 miles
8:59 min/mi	Gen Z	3.3 miles

MEDIAN SPEED AND DISTANCE OF RIDES 🚲 BY GENERATION IN 2023

12.7 mph	Boomers (58 - 76)	17.7 miles
12.5 mph	Gen X (42 - 57)	14.0 miles
12.2 mph	Millennials	10.8 miles
12.1 mph	Gen Z	10.2 miles

MEDIAN PACE AND DISTANCE OF RUNS 👟 BY GENERATION IN 2023

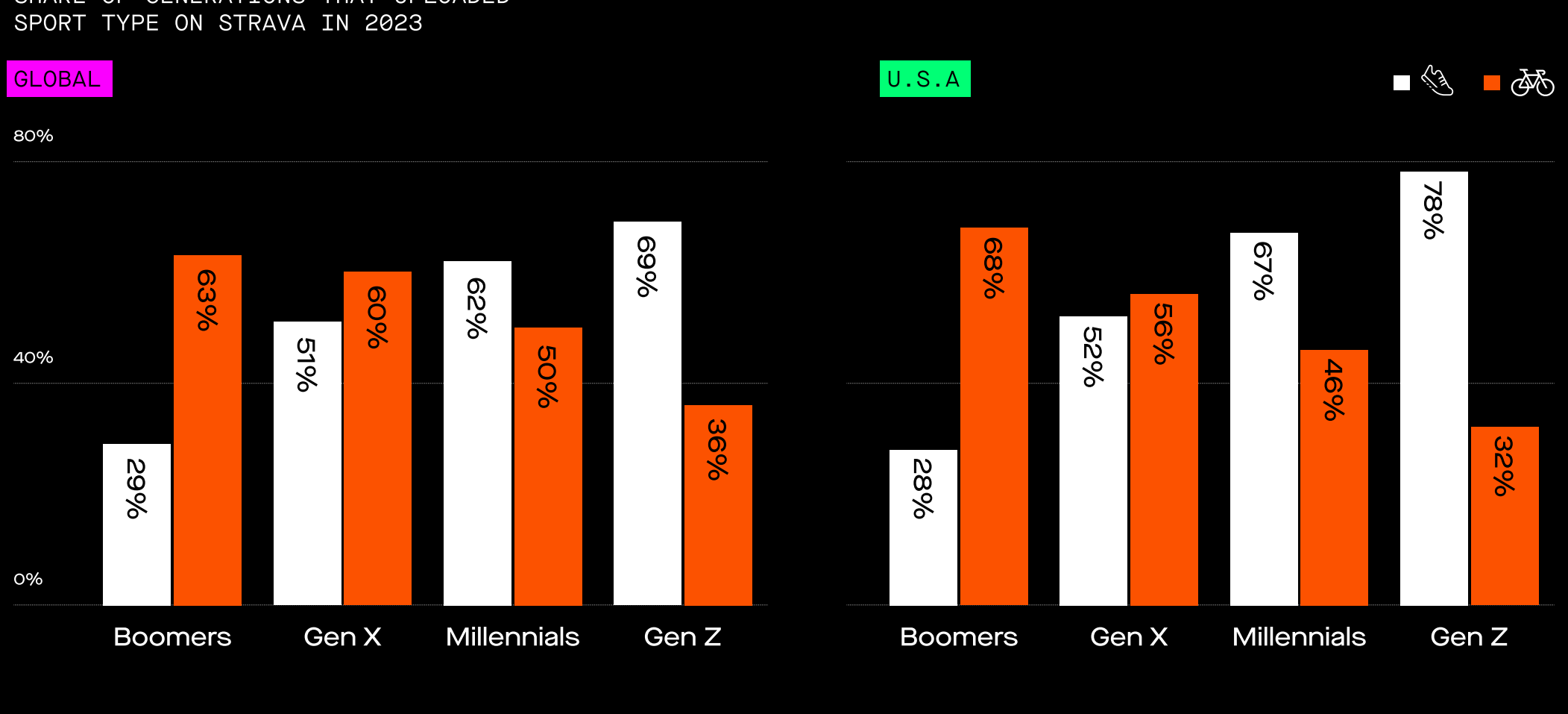
11:00 min/mi	Boomers	4.0 miles
9:53 min/mi	Gen X	4.0 miles
9:20 min/mi	Millennials	4.0 miles
8:25 min/mi	Gen Z	3.7 miles

BOOMERS BIKE WHILE GEN Z SLAYS... THEIR RUNS

Globally, Gen Z athletes were almost twice as likely to upload runs as rides, and in the U.S. they were 2.4x more likely.

This reverses with age: Globally, Boomers were twice as likely to upload rides as runs, and in the U.S. they were 2.4x as likely.

SHARE OF GENERATIONS THAT UPLOADED SPORT TYPE ON STRAVA IN 2023



GEN Z IS EMBRACING THE BIKE FOR COMMUTING

Globally, 17% of bike commuters on Strava were Gen Z in 2023, up from 8% 5 years ago.
In the U.S., 18% of bike commuters on Strava were Gen Z in 2023, up from 9% 5 years ago.
Millennials were the dominant share of commuters, while Gen X's share shrank the most since 2019.

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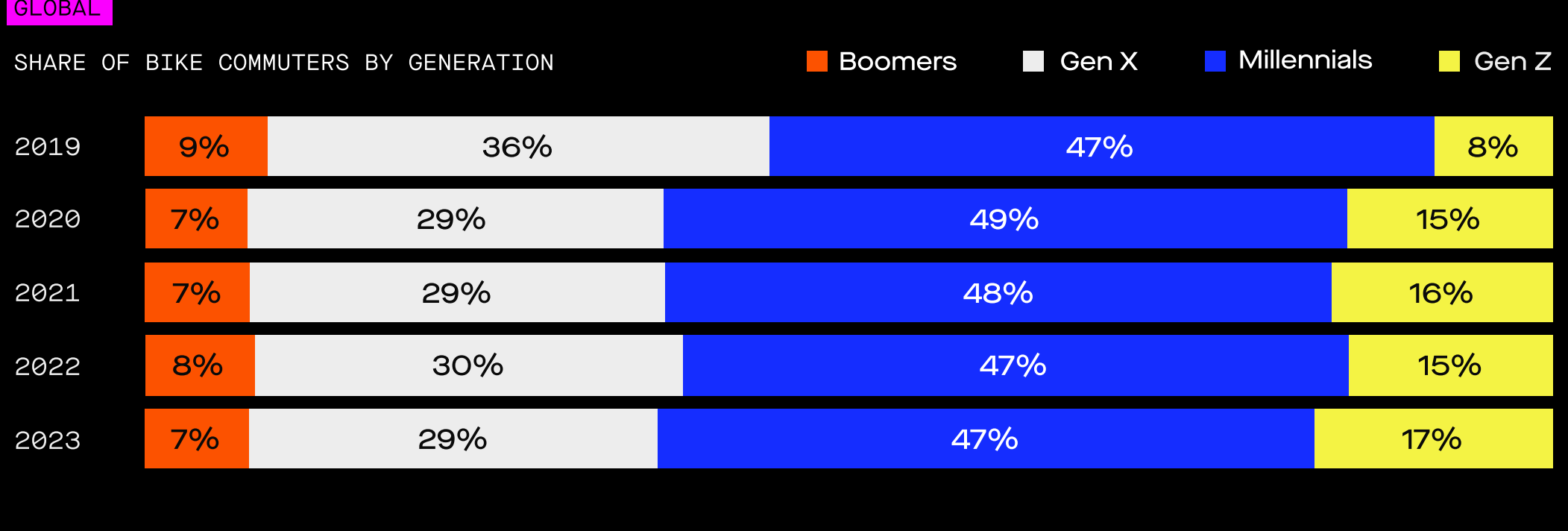
SHARE OF BIKE COMMUTERS BY GENERATION



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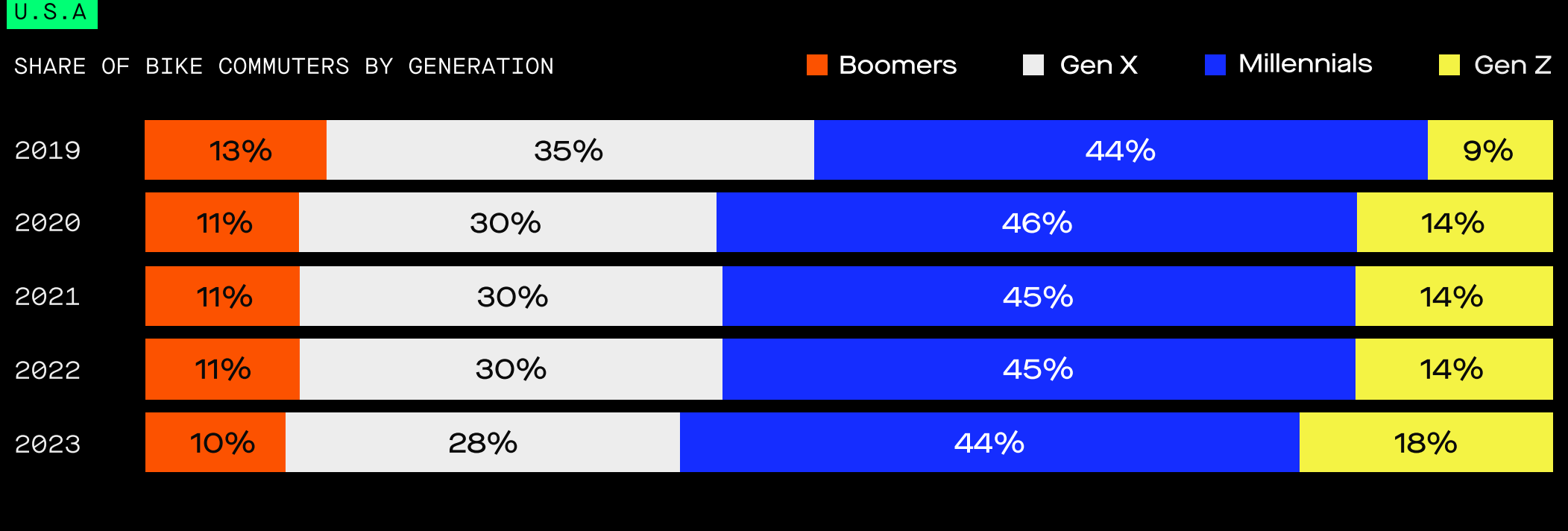

GEN Z IS CHASING GLORY

Globally, Gen Z Strava athletes are 31% less likely than their Millennial or Gen X counterparts to exercise primarily for their health – and in the U.S., they're 28% less likely. Both globally and in the U.S., they're the most likely to exercise in the pursuit of athletic performance.

WHAT MOTIVATED ATHLETES?

Sometimes, getting out the door is the hardest part. Here's what helps Strava athletes stay consistent.

THEY PUT SOMETHING ON THE CALENDER

Gen Z and Millennial Strava athletes said they get out of a rut by:

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🏁 53% Setting a new goal

📅 43% Signing up for an event

👥 41% Planning a workout with friends

🏁 54% Setting a new goal

📅 49% Signing up for an event

👥 44% Planning a workout with friends

THEY WAIT 'TIL THEY HAVE TO *GO*

Globally, over half of Strava athletes say a strong motivator is knowing if they don't work out now, they won't fit it in.
In the U.S., 57% of Strava athletes say that.

Speaking of urgency, 18% of athletes globally and 24% of athletes in the U.S. also report they need to "go" before they can work out. 💩

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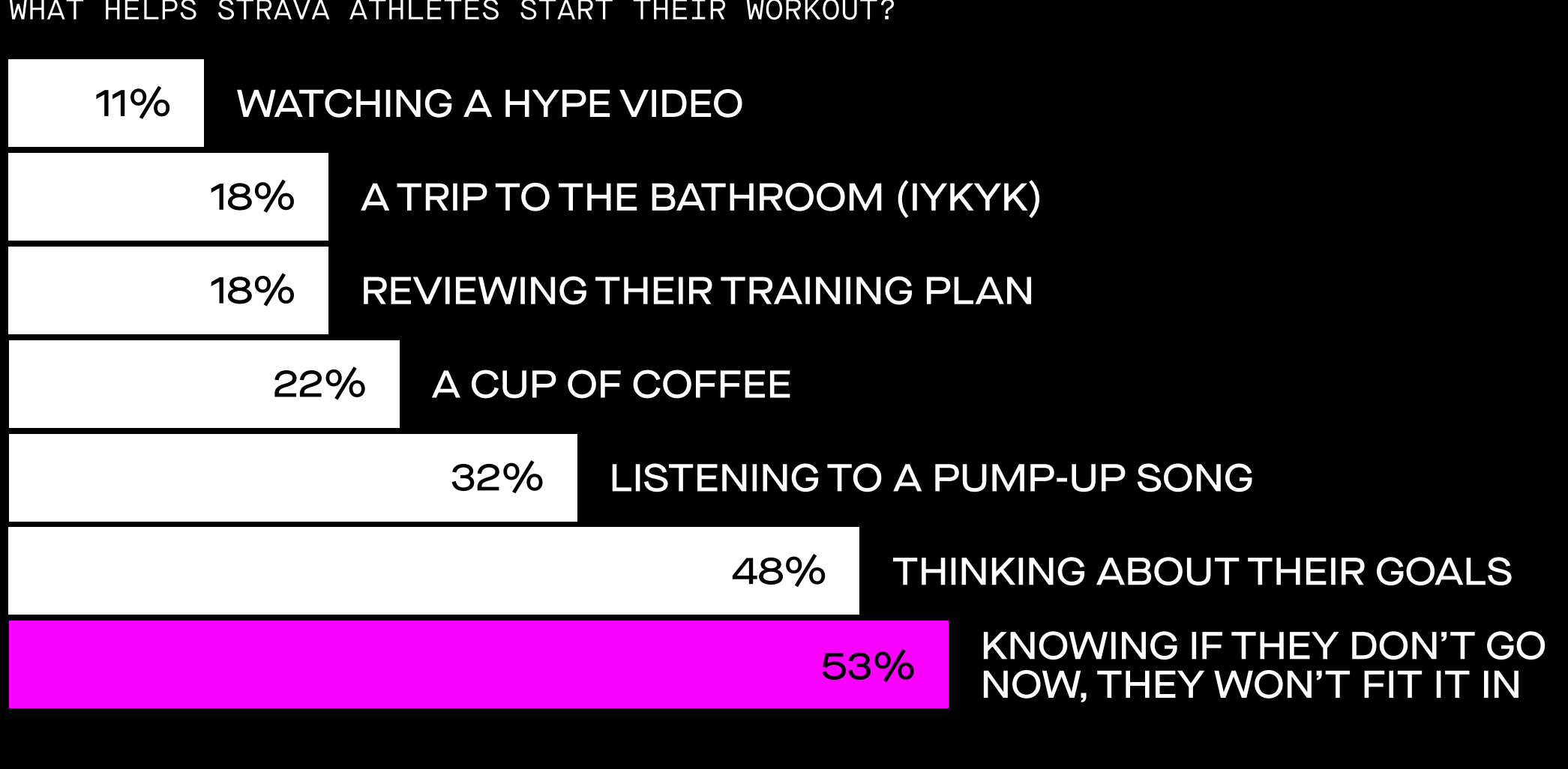
WHAT HELPS STRAVA ATHLETES START THEIR WORKOUT?



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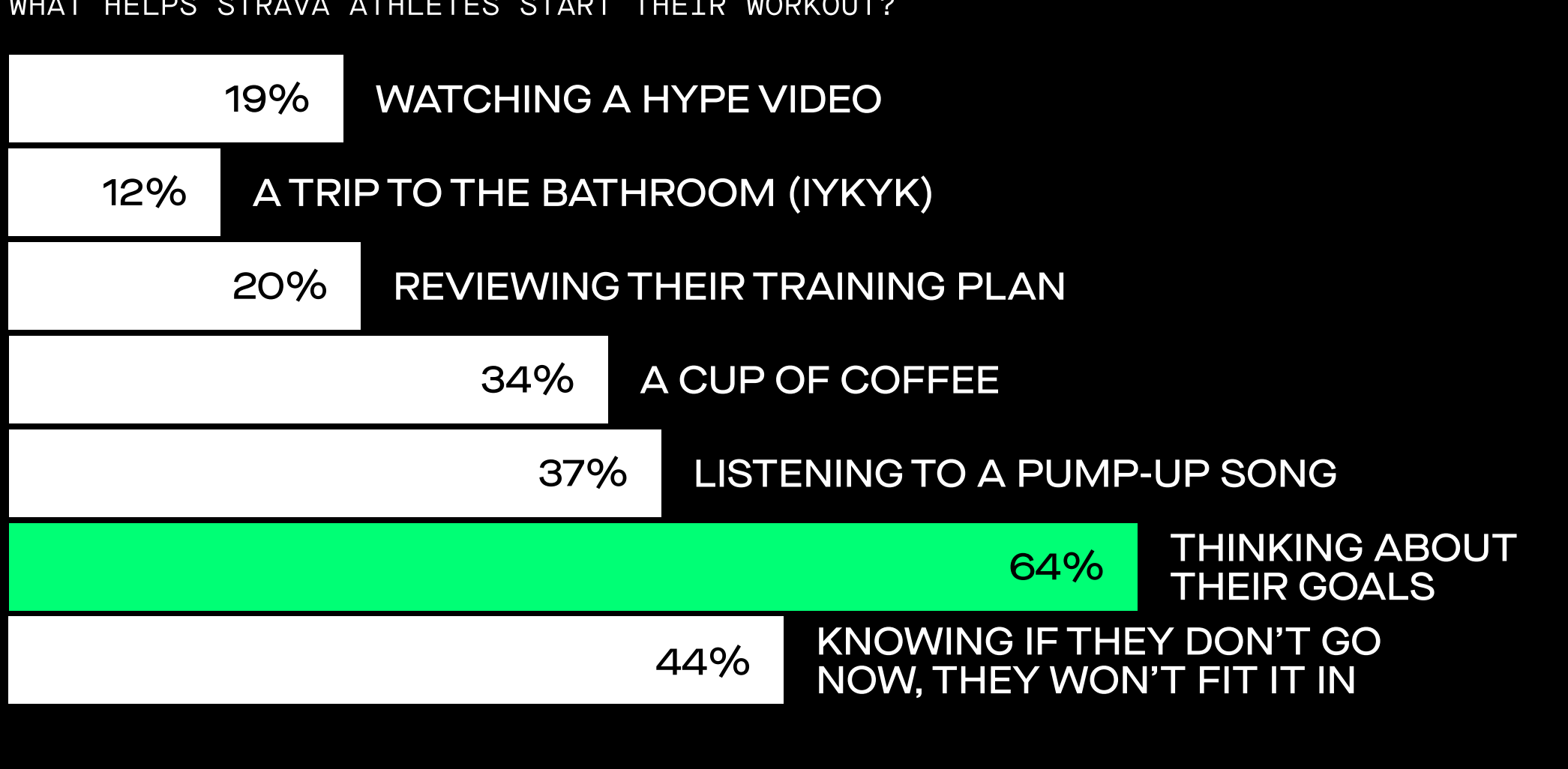
WHAT HELPS STRAVA ATHLETES START THEIR WORKOUT?



THEY BRING THEIR PETS ALONG

76% of Strava athletes globally and 80% of Strava athletes in the U.S. with pets say their furry companions help get them out the door when they wouldn't go otherwise – and that exercising with their pet is more fun.

THE BARRIERS TO MOTIVATION

It's not always easy getting out the door. Here are the obstacles Strava athletes face day-in and day-out – some are timeless, and some are unique to the current moment.

CLIMATE CHANGED (OUR EXERCISE HABITS)

75%

of athletes on Strava and 75% of athletes in the U.S. said extreme heat affected their exercise plans in 2023 – and poor air quality affected 27% of athletes globally and 58% of athletes in the U.S..

WORK IS THE #1 OBSTACLE TO EXERCISING

Over two-thirds of Strava athletes globally and 70% of Strava athletes in the U.S. say a lack of time due to work demands is a top barrier to working out.

MEN AND WOMEN FACE DIFFERENT BARRIERS

Women globally are 9% more likely than men to cite a lack of safe places to exercise as a barrier to working out, and women in the U.S. are 70% more likely than men to cite this.

COMMUNITY IS KEY TO MOTIVATION

At a time when loneliness has been declared a public health epidemic by the U.S. Surgeon General, exercise provides a crucial connection for lots of athletes.

LOOKING FOR AN EXERCISE BUDDY IN 2024?

While globally, rowing was the sport most frequently uploaded to Strava in groups of two or more in 2023, in the U.S. it was inline skating.

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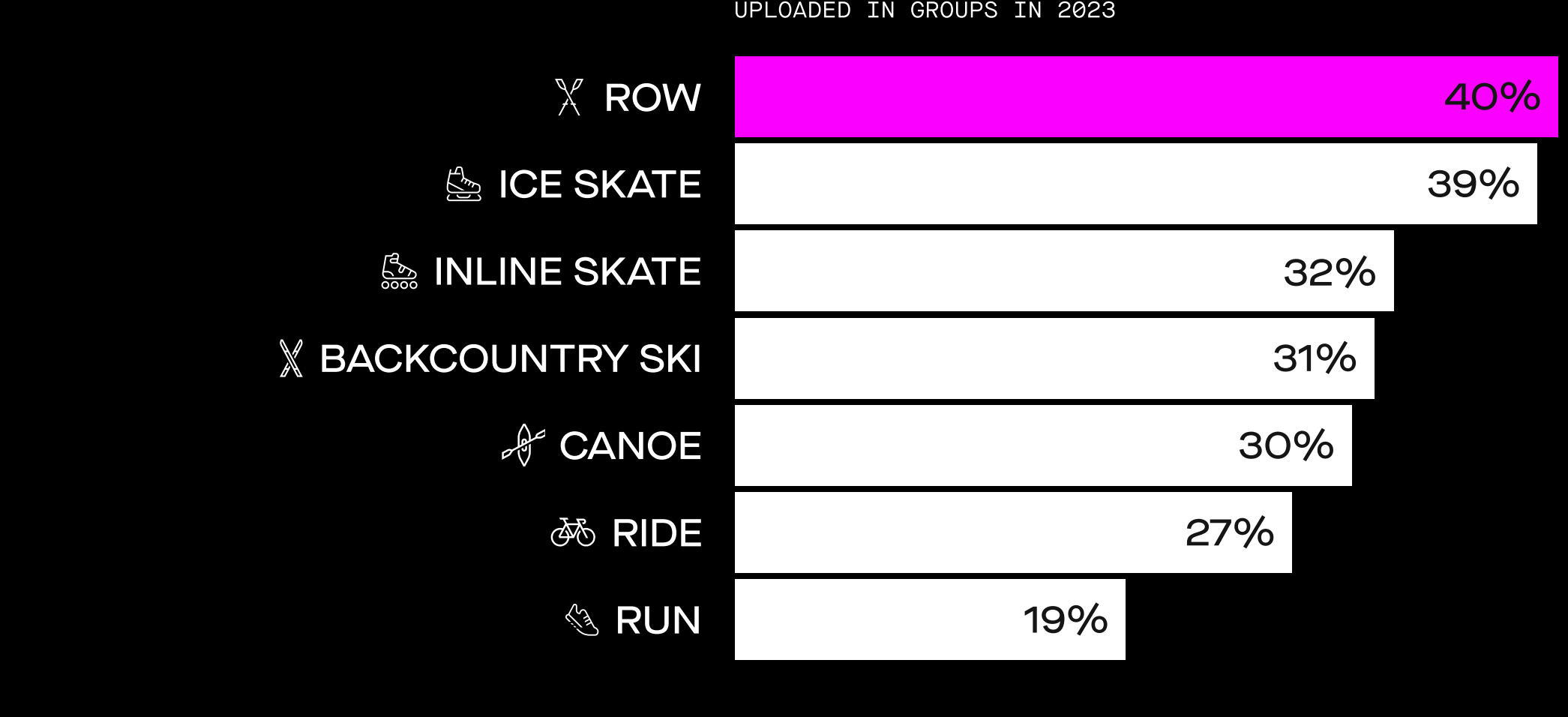
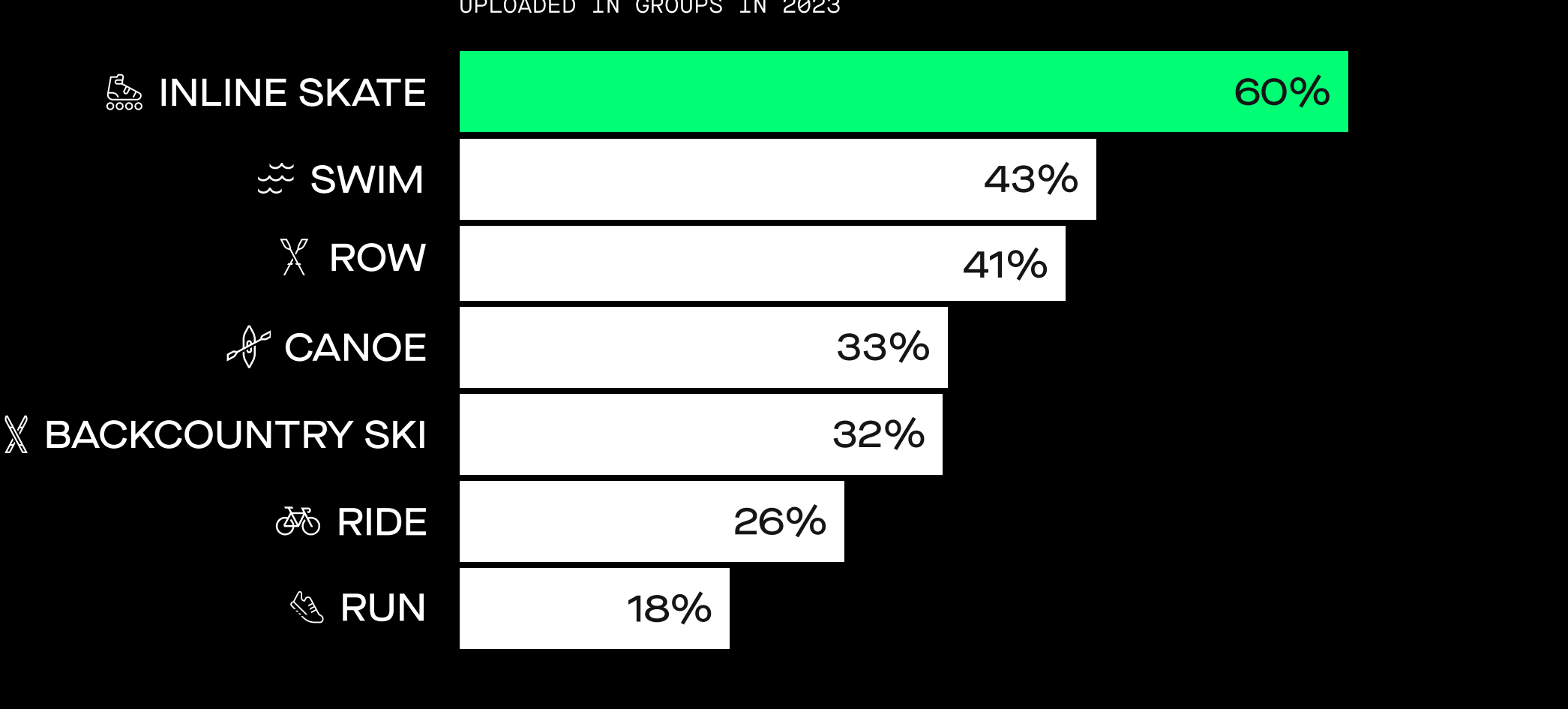
SHARE OF ACTIVITIES UPLOADED IN GROUPS IN 2023



SHARE OF ACTIVITIES UPLOADED IN GROUPS IN 2023



FAMILY AND FRIENDS ARE THE REAL INFLUENCERS

Over half of Strava athletes globally and 64% of Strava athletes in the U.S. say they're most motivated by friends or family members who exercise. At the bottom of the list? Celebrities and influencers – even for Gen Z and Millennials.

GEN Z FINDS *AND* CREATES COMMUNITY ON STRAVA

77%

of Gen Z athletes on Strava globally and 61% of Gen Z athletes on Strava in the U.S. say they feel more connected to others when seeing their friends' or family's activities on Strava.

STRAVA BOOSTS ATHLETES IN THE FIGHT AGAINST LONELINESS

84%

of athletes on Strava globally and 87% of athletes on Strava in the U.S. say exercise – even solo – helps them combat feelings of loneliness.

PACK YOUR BAGS (AND SKIS AND BIKES)

2023 was a record-breaking travel year. Here's what motivated athletes on the go.

STRAVA ATHLETES ARE EXTRA-MOTIVATED OFF THE CLOCK

They don't put their feet up when they go on vacation, that's for sure: For global athletes, rides uploaded to Strava by athletes outside their home state or country were 24% longer than at home.

For athletes in the U.S., rides uploaded to Strava outside their home state or country were 22% longer than at home.