STRAVA

YEAR IN SPORT THE TREND REPORT

In 2023, the 120 million athletes on Strava log jogs, go to yoga, and hit the reps, tempo runs, sets and stages in record numbers.

But athletes also know that Strava takes the month-long data dump of the world of exercise and turns it into a mirror for the year in review.

In previous years, we asked what athletes did. This year, we asked why. Yes, we asked why and we found that the motivations behind common 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.

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

In 2023, runners maintained their stranglehold on the top spot in Strava's most popular sport on Strava. Trail athletes also followed the when-going-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

(% is where the sport ranks. Trail sports include trail runs, hikes, mountain bikes and gravel rides.)