



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.



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.

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.

GLOBAL 🔜 UK

TOP RUNNING SHOES OVERALL

- **1. HOKA CLIFTON** 2. NIKE PEGASUS

FASTEST GROWING SHOES VS. 2022

1. HOKA CLIFTON 2. ASICS NOVABLAST

TOP RUNNING SHOES (WOMEN)

1. HOKA CLIFTON 2. BROOKS GHOST

TOP UPLOAD DEVICE

あ GARMIN EDGE 530 **GARMIN FORERUNNER 235**

TOP RUNNING SHOES (MEN)

1. NIKE PEGASUS 2. HOKA CLIFTON

TOP BIKE BRANDS

1. TREK 2. SPECIALIZED 3. GIANT

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

FASTEST GROWING SHOES VS. 2022

- **1. HOKA CLIFTON** 2. ASICS NOVABLAST
- TOP RUNNING SHOES (WOMEN)
- **1. BROOKS GHOST** 2. BROOKS ADRENALINE GTS

TOP UPLOAD DEVICE

- ở BARMIN EDGE 530 **GARMIN FORERUNNER 235**
- TOP RUNNING SHOES (MEN) **1. NIKE PEGASUS**
- 2. HOKA CLIFTON

TOP BIKE BRANDS

1. GIANT 2. TREK

3. SPECIALIZED

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 and ride pace on Strava. But they also logged the shortest runs and second-shortest rides.

In the UK, Gen Z logged the fastest runs but slowest rides. They also logged the shortest runs and second-shortest rides.

GLOBAL 📃 UK

MEDIAN SPEED AND DISTANCE OF RIDES 💑 BY GENERATION IN 2023

20,2 km/h	Boomers (58 - 76)	33,2 km
20,6 km/h	Gen X (42 - 57)	27,6 km
20,3 km/h	Millennials (27 - 41)	22,1 km
20,9 km/h	Gen Z (13 - 26)	22,6 km

MEDIAN SPEED AND DISTANCE OF RIDES 💑 BY GENERATION IN 2023

19,8 km/h	Boomers	6		27,5 km
20,8 km/h	Gen X		18,5 km	
20,4 km/h	Millen	12,4 km		
20,2 km/h	Gen Z	12,9 km		

MEDIAN PACE AND DISTANCE OF RUNS BY GENERATION IN 2023

06:42 min/km	Boomers	6,5 km
06 : 05 min/km	Gen X	7,0 km
05:51 min/km	Millennials	6,5 km
05:35 min/km	Gen Z	5,5 km

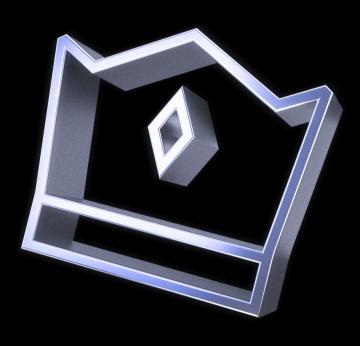
MEDIAN PACE AND DISTANCE OF RUNS 🔦 BY GENERATION IN 2023

06:31 min/km	Boomers	5 , 6 km
05 : 58 min/km	Gen X	6,0 km
05:39 min/km	Millennials	5,7 km
05:33 min/km	Gen Z	5,2 km

GEN X WINS THE **CROWN COUNT**

They lead the pack when it comes to taking King and Queen of the Mountain titles and Course Records the top overall times on Strava Segments, which are predetermined stretches of road or trail where athletes can compete against each other.

While globally Boomers are in second, Millennials take second place in the UK. Globally, Gen Z was half as likely to take a top time as Gen X – and in the UK, Gen Z was 34 % less likely to take a top time as Gen X.

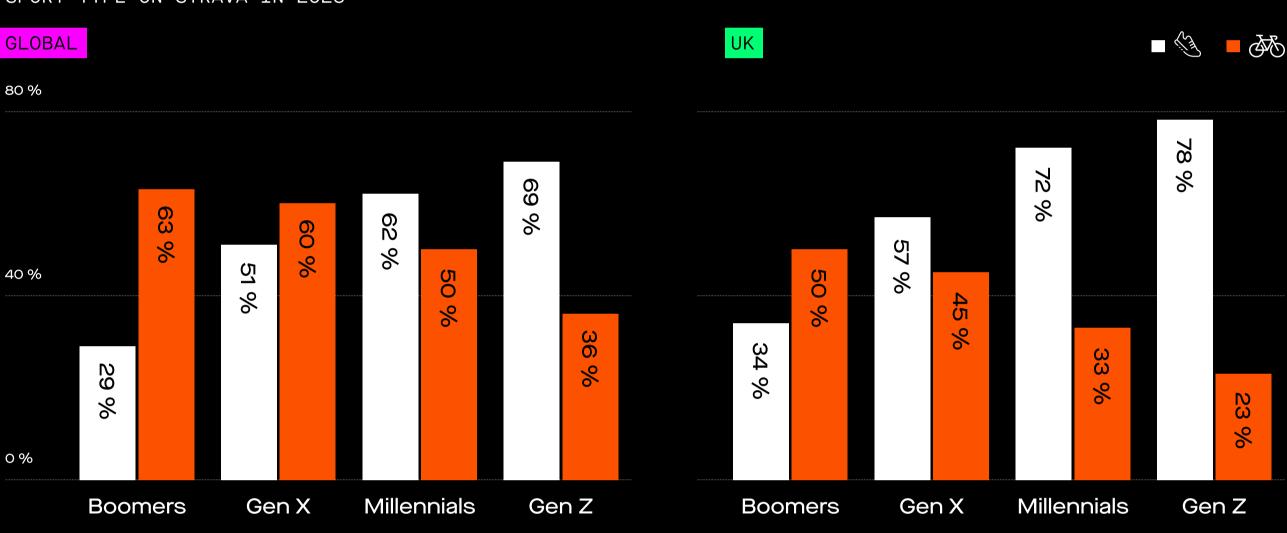


BOOMERS BIKE WHILE GEN Z SLAYS... THEIR RUNS

Globally, Gen Z athletes were almost twice as likely to upload runs as rides. In the UK, they were 3.4x as likely. This reverses with age: Globally, Boomers were twice as likely to upload rides as runs, and in the UK they were 1.5x as likely to upload rides as runs.

SHARE OF GENERATIONS THAT UPLOADED SPORT TYPE ON STRAVA IN 2023

GLOBAL



BUT 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 UK, 14 % of bike commuters were Gen Z

in 2023, up from 6 % 5 years ago. Millennials were the dominant share of commuters, while Gen X's share shrank the most since 2019.

GLOBAL

SHARE OF	BIKE COM	MUTERS BY GENERATION	Boomers	Gen X	Millennia	IS	🧧 Gen Z
2019	9%	36 %		47 %			8 %
2020	7 %	29 %	49 %			15	5 %
2021	7 %	29 %	48 %			16	\$ %
2022	8%	30 %	47 %			1:	5 %
2023	7 %	29 %	47	%		17	%

UK

SHARE OF	BIKE COMMU ⁻	TERS BY GENERATION	Bo	omers	🔳 Gen X	Millennial	S	Gen Z
2019	11 %	41 %	42 %				6%	
2020	9%	32 %	45 %				14 %	
2021	10 %	33 %	44 %				14 %	
2022	10 %	35 %	43 %			11	۱ %	
2023	10 %	33 %			43 %		14	%

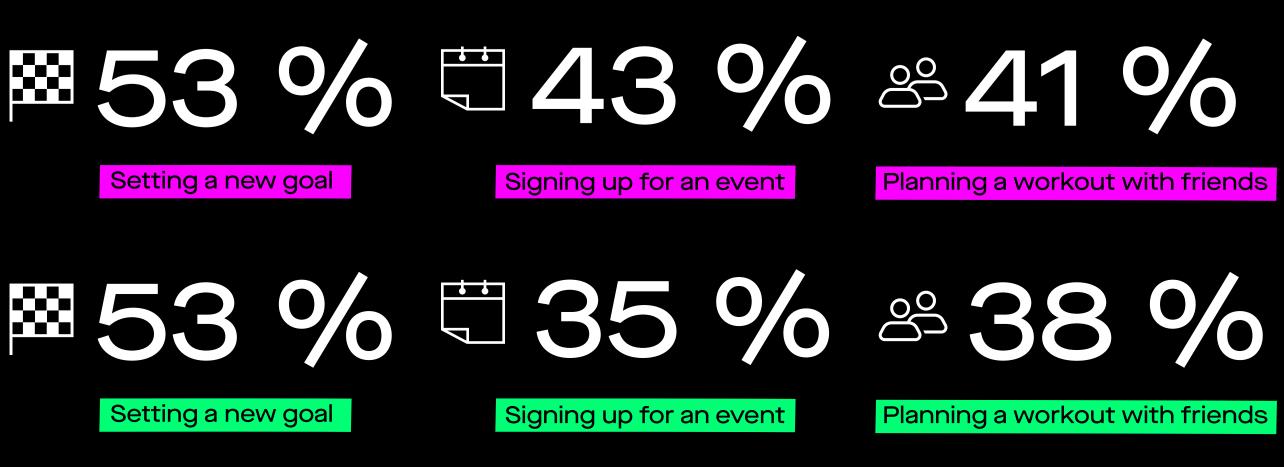
WHAT MOTIVATED ATHLETES?

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

THEY PUT SOMETHING ON THE CALENDAR

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

GLOBAL 🔜 UK



GLOBAL

WHAT HELPS STRAVA ATHLETES START THEIR WORKOUT?
11 % WATCHING A HYPE VIDEO
18 % A TRIP TO THE BATHROOM (IYKYK)
18 % REVIEWING THEIR TRAINING PLAN
22 % A CUP OF COFFEE
32 % LISTENING TO A PUMP-UP SONG
48 % THINKING ABOUT THEIR GOALS
53 % KNOWING IF THEY DON'T GO NOW, THEY WON'T FIT IT IN
UK WHAT HELPS STRAVA ATHLETES START THEIR WORKOUT?
8 % WATCHING A HYPE VIDEO
17 % A TRIP TO THE BATHROOM (IYKYK)
12 % REVIEWING THEIR TRAINING PLAN

LISTENING TO A PUMP-UP SONG

THINKING ABOUT 42 %

THEIR GOALS

54 %

KNOWING IF THEY DON'T GO NOW, THEY WON'T FIT IT IN

THEY BRING THEIR PETS ALONG

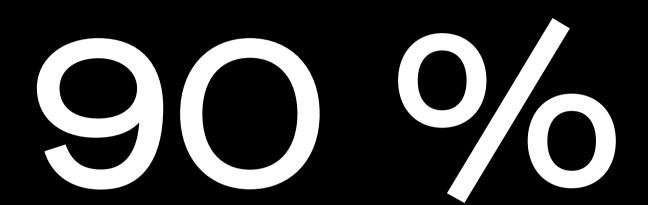
19 %

A CUP OF COFFEE

28 %

76 % of Strava athletes globally and <mark>88 %</mark> of Strava athletes in the UK 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.





of Strava athletes globally and 91 % of Strava athletes in the UK say a routine helps them exercise regularly.

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.

WORK IS THE **#1 OBSTACLE TO** EXERCISING

Over two-thirds of Strava athletes globally and 73 % of Strava athletes in the UK say a lack of time due to work demands is a top barrier to working out.

MEN AND WOMEN FACE DIFFERENT BARRIERS

Men on Strava globally are 13 % more likely than women to cite household responsibilities as an obstacle to working out, and men in the UK are 29 % more likely than women to respond this way.

Women globally are 9 % more likely than men to cite a lack of safe places to exercise, and in the UK are 160 % (more than twice) as likely as men to cite a lack of safe places to exercise.

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.

GEN Z FINDS POWER IN NUMBERS

Strava athletes say their #1 reason for exercising with others is social connection.

Globally, Gen Z is 29 % more likely than Millennials to work out with another person at least some of the time. In the UK, they're 79 % more likely.

STRAVA BOOSTS ATHLETES IN THE FIGHT AGAINST LONELINESS



of Strava athletes globally and 78 % of Strava athletes in the UK say exercise even solo - helps them combat feelings of loneliness.

Globally, that's 11 % more than a random sampling of other active people that includes non-Strava users – and in the UK, it's 8 % more.