



# 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 analyses 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.



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# 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.

## RUNNING WAS THE MOST POPULAR SPORT – AND IT'S GROWING

Running saw the most uploads in 2023, and more and more athletes are motivated to lace 'em up: The share of Strava athletes uploading runs increased 4%.



SPORTS WITH MOST UPLOADS ON STRAVA IN 2023:

- 1. RUN 🏃
- 2. RIDE (INCLUDING E-BIKE) 🚲
- 3. WALK 🚶
- 4. TRAIL RUN 🏃
- 5. GRAVEL AND MOUNTAIN BIKE RIDE 🚲
- 6. HIKE 🧭
- 7. VIRTUAL RIDE 🚲
- 8. WORKOUT 🏋️
- 9. SWIM 🏊
- 10. ALPINE SKI 🎿

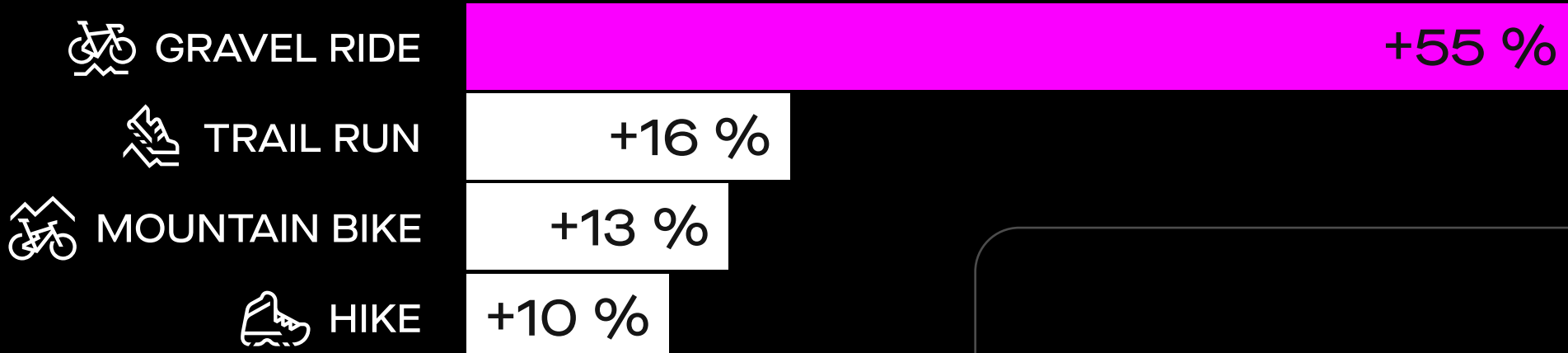
## THE CYCLING BOOM KEEPS ROLLING ALONG

All those athletes who took up cycling in the pandemic aren't slowing down: The share of cyclists on Strava who've ridden a metric century (100km) rose 5% in 2023 – and the share who've recorded an e-bike ride rose an eye-popping 23%.

## 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 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.

INCREASE IN SHARE OF ATHLETES WHO UPLOADED DIRT SPORTS TO STRAVA VS. 2022



## THE YEAR'S TOP GEAR

BY NUMBER OF ATHLETES USING THIS GEAR ON STRAVA

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.

### 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

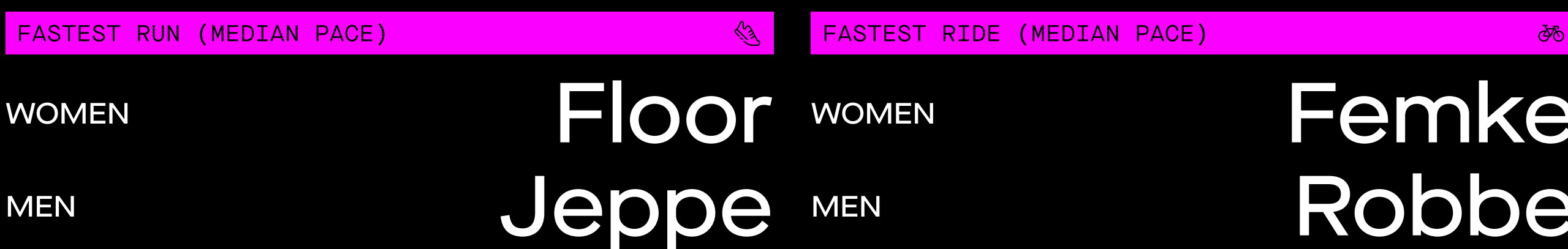
### TOP BIKE BRANDS

- 1. TREK
- 2. SPECIALIZED
- 3. GIANT

## WHAT'S IN A NAME? (IT MIGHT MAKE YOU FASTER.)

We know correlation isn't causation, but if you're looking for baby names in 2024: Women named Floor and men named Jeppe uploaded the fastest median run pace to Strava, while women named Femke and men named Robbe uploaded the fastest median rides.

BEST-PERFORMING NAMES ON STRAVA IN 2023





# 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 stands out from the pack when it comes to exercise.

## THE Z IS FOR ZIPPY

Gen Z logged the **fastest median run and ride** pace on Strava. But they also logged the **shortest runs** and second-shortest rides.

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 |

## GEN X WINS THE CROWN COUNT

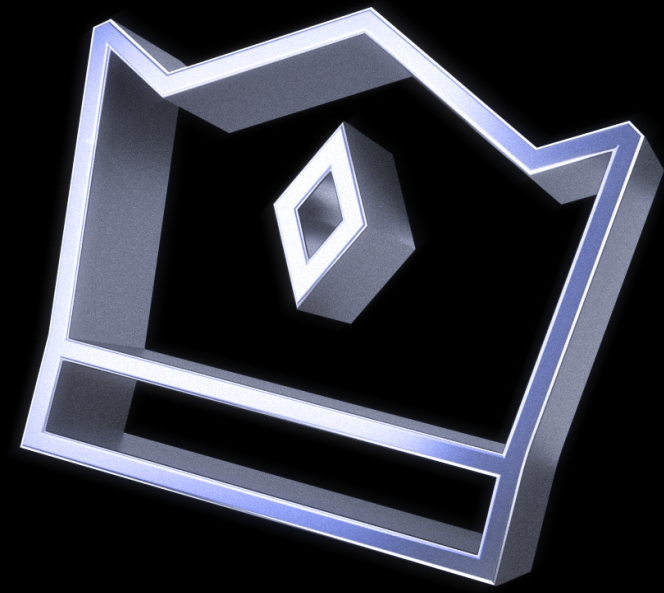
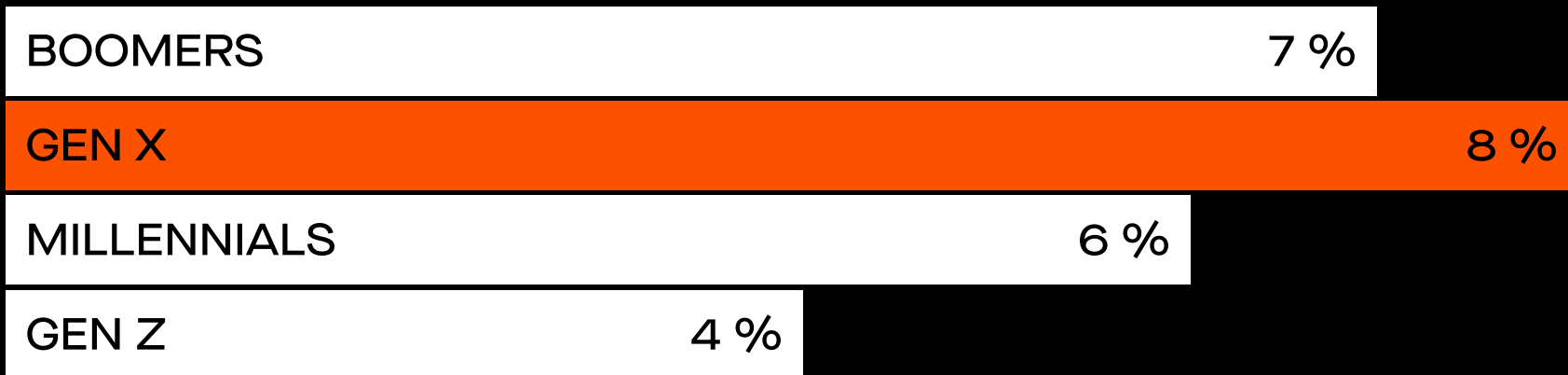
Gen X leads the pack when it comes to taking **King and Queen of the Mountain titles and Course Records** – the top overall times on Strava Segments, which are pre-determined stretches of road or trail where athletes can compete against each other.

Boomers are solidly in second and Gen Z has some work to do: They were half as likely to take a top time as Gen X.

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 |

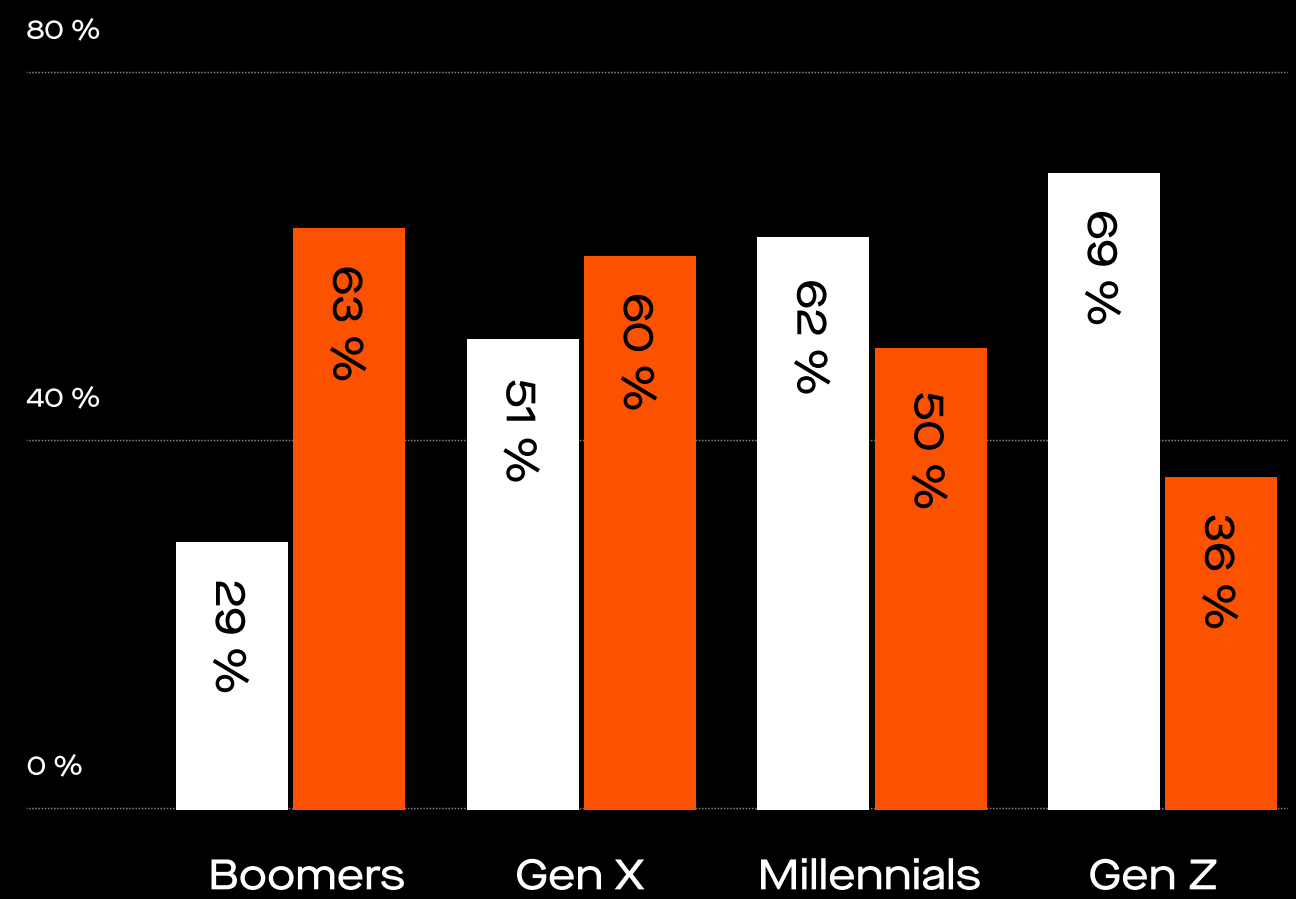
SHARE OF STRAVA ATHLETES FROM EACH GENERATION WHO EARNED A CROWN IN 2023



## BOOMERS BIKE WHILE GEN Z SLAYS... THEIR RUNS

Gen Z athletes were almost **twice as likely to upload runs** as rides. This reverses with age: Boomers were twice as likely to upload rides as runs.

SHARE OF GENERATIONS THAT UPLOADED SPORT TYPE ON STRAVA IN 2023

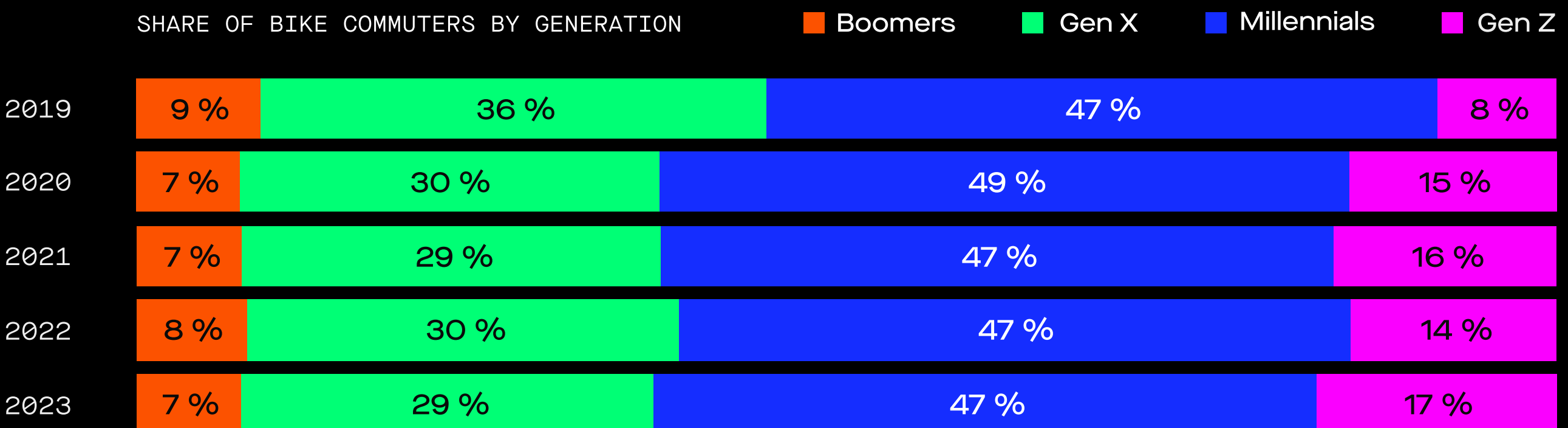


## GEN Z IS EMBRACING THE BIKE FOR COMMUTING

# 17 %

**of bike commuters on Strava were Gen Z** in 2023, up from 8 % five years ago. Millennials were the dominant share of commuters, while Gen X's share shrank the most since 2019.

SHARE OF BIKE COMMUTERS BY GENERATION



## GEN Z IS CHASING GLORY

Gen Z Strava athletes are 31 % less likely to exercise primarily for their health than their Millennial or Gen X counterparts – and 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 CALENDAR

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



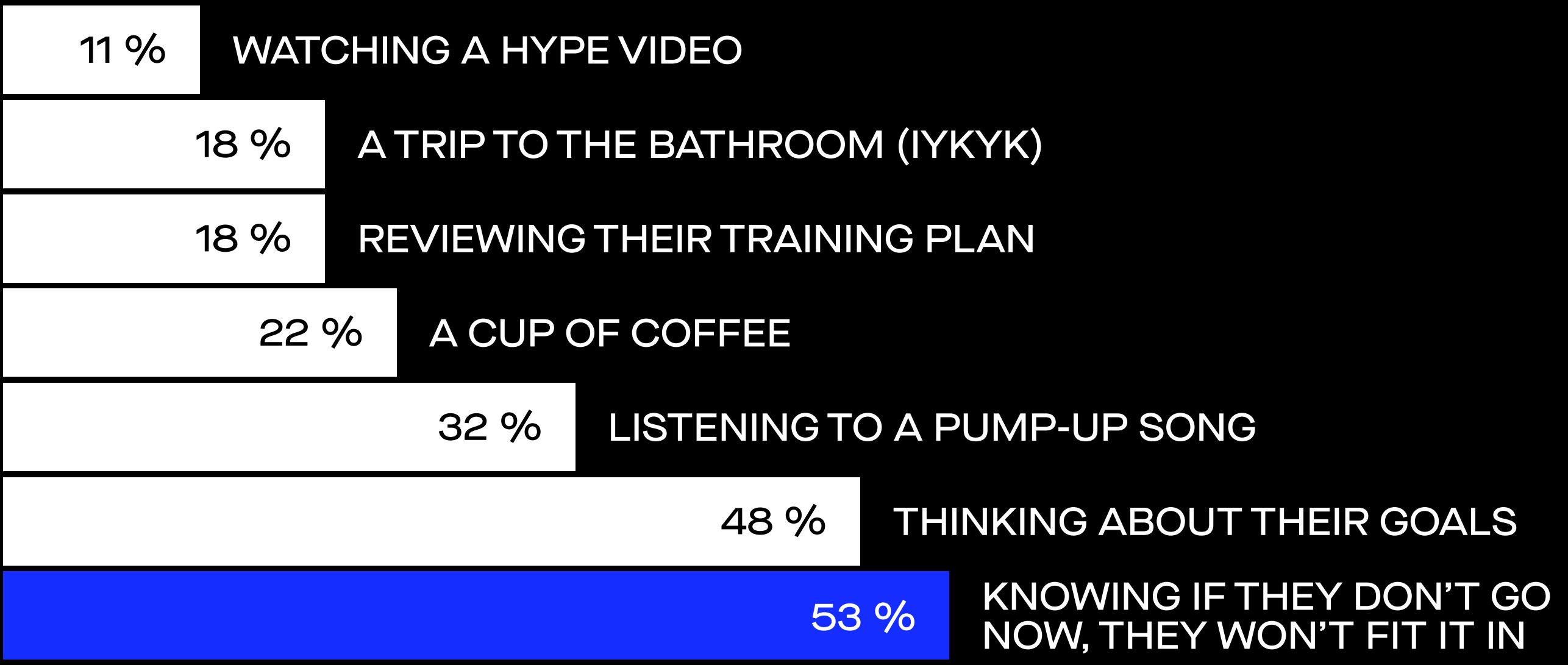
(Luckily, they can do all of these things right on Strava.)

## THEY WAIT 'TIL THEY HAVE TO GO

Over half of Strava athletes say a strong motivator is knowing if they don't work out now, they won't fit it in.

Speaking of urgency... 18 % also report they need to "go" before they can work out. 🚨 So if you hit snooze, just leave enough time to...you know.

### WHAT HELPS STRAVA ATHLETES START THEIR WORKOUT?

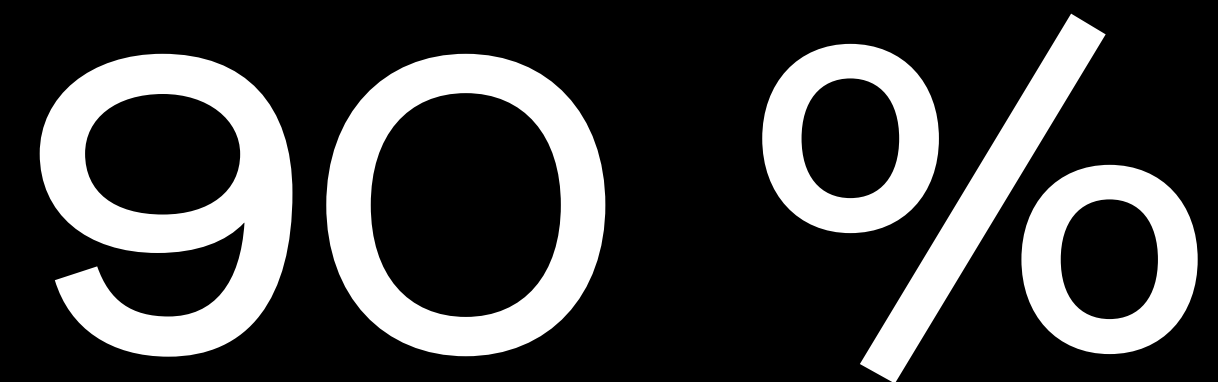


## THEY BRING THEIR PETS ALONG



of Strava athletes 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.

## THEY BUILT A ROUTINE



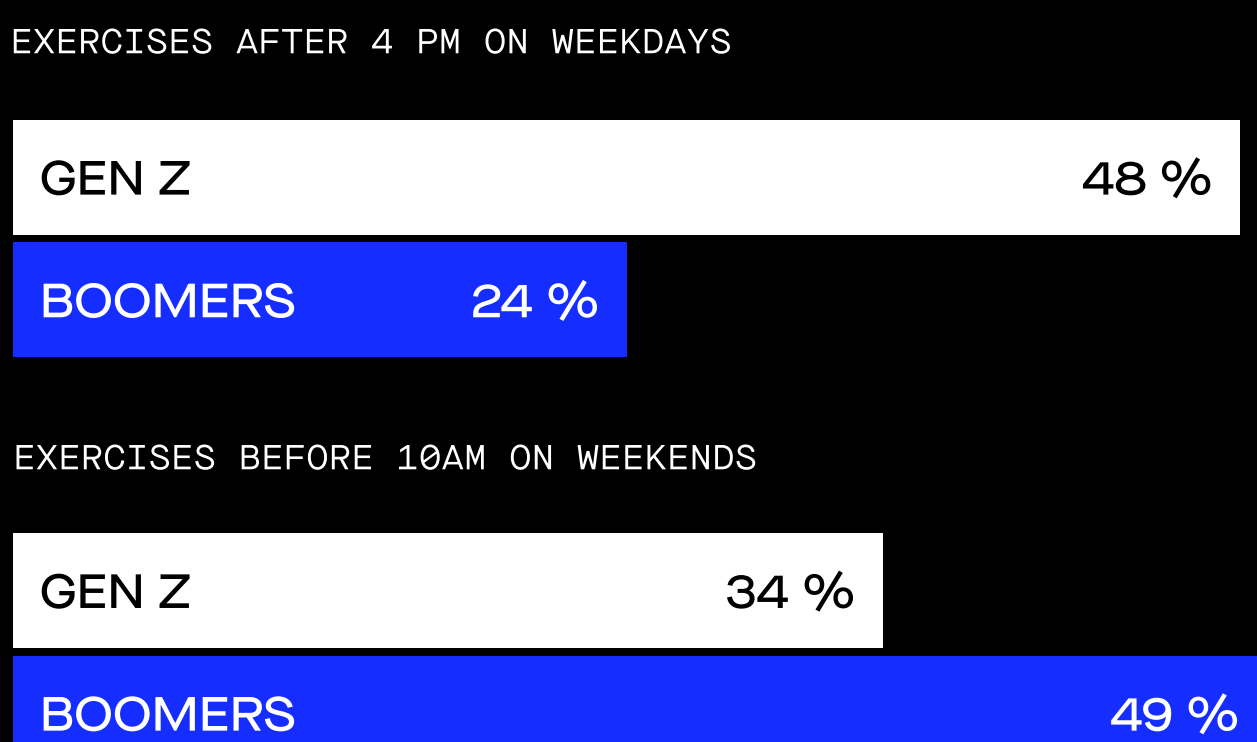
of Strava athletes say a routine helps them exercise regularly.

There's little indication either early risers or night owls have an advantage - so whenever you get out, just be consistent.

BOOMERS EXERCISE EARLIER. GEN Z GOES LATER.

## THEY PRIORITISE THEIR HEALTH (EXCEPT GEN Z)

Strava athletes are 49 % more likely than other active people to say they'd continue working out even if it didn't affect how they look - though Gen Z is the least likely to say this.



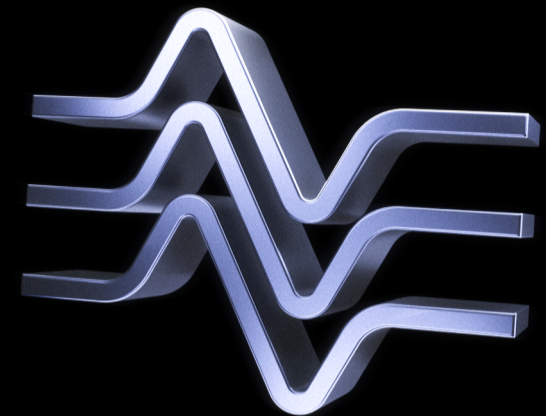


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## THE BARRIERS TO MOTIVATION

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 said **extreme heat** affected their exercise plans in 2023 – and **poor air quality** affected 27 %.

### WORK IS THE #1 OBSTACLE TO EXERCISING

Over two-thirds of Strava athletes 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 are 13 % more likely than women to cite household responsibilities as an obstacle. Women are 9 % more likely than men to cite a lack of safe places to exercise.

### GEN Z HUSTLED DESPITE DISRUPTIONS

# 39 %

of Gen Z Strava athletes **started a new job** and **30 % relocated** in 2023. Despite the disruptions, they were 32 % more likely than other generations to say **they're fitter than last year.**



# 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.

## ATHLETES GO FASTER WITH A CREW

Runners and cyclists on Strava are 83 % and 53 % (respectively) more likely to snag a segment PR in a group of 2 or more vs. solo. That's not even including races!



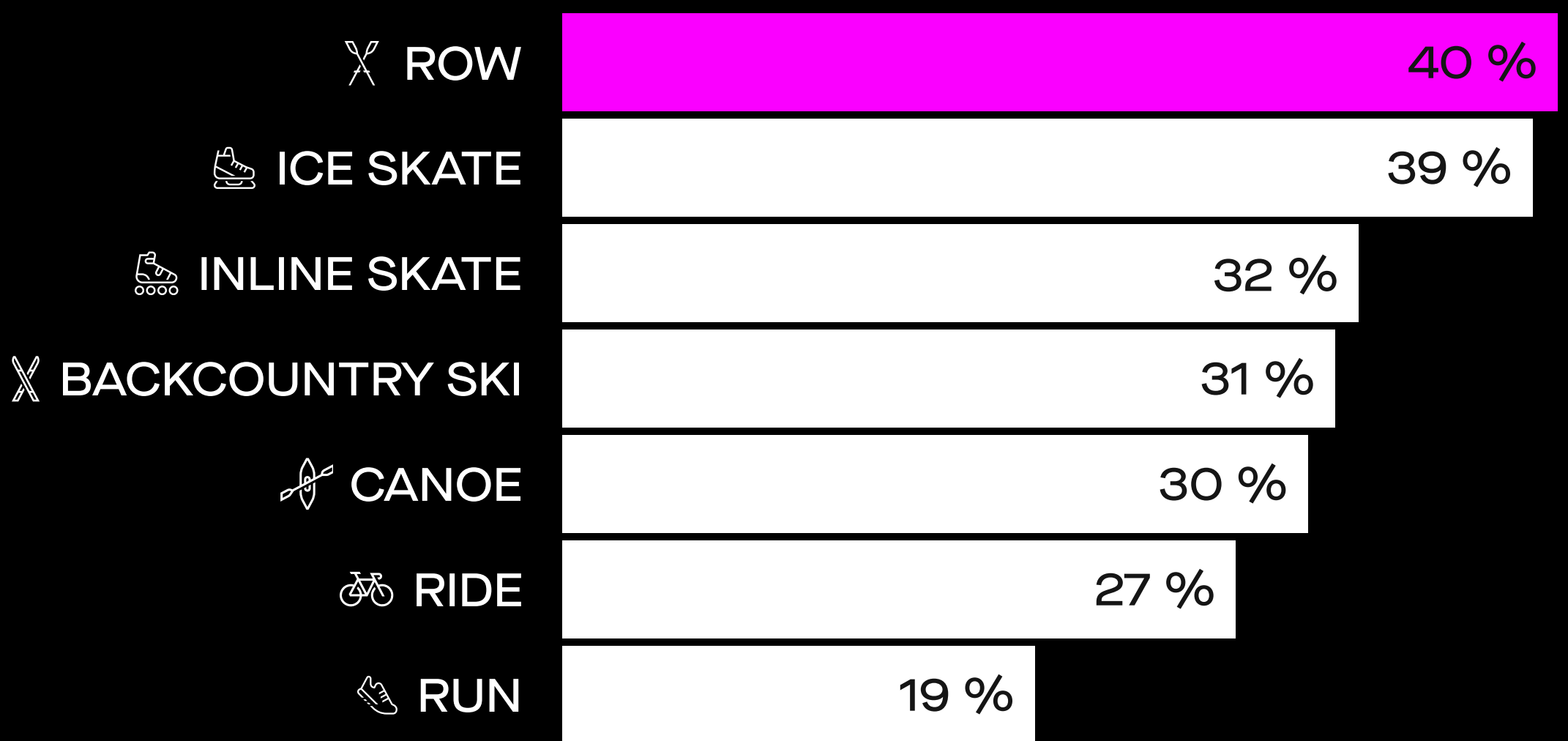
## FAMILY AND FRIENDS ARE THE REAL INFLUENCERS

Over half of Strava athletes 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.

## LOOKING FOR AN EXERCISE BUDDY IN 2024? TAKE UP ROWING

Rowing was the sport most frequently uploaded to Strava in groups of two or more in 2023.

SHARE OF ACTIVITIES UPLOADED IN GROUPS IN 2023



## GEN Z FINDS POWER IN NUMBERS

Strava athletes say their #1 reason for exercising with others is social connection. In particular, Gen Z is 29 % more likely than Millennials to work out with another person at least some of the time.

## GEN Z FINDS AND CREATES COMMUNITY ON STRAVA

# 77 %

of Gen Z athletes say they feel more connected to others when seeing their friends' or family's activities on Strava.

Gen Z was also the leading contributor to the 11 % increase in new Strava clubs in 2023.

## STRAVA BOOSTS ATHLETES IN THE FIGHT AGAINST LONELINESS

# 84 %

of athletes who share their activities on Strava say exercise - even solo - helps them combat feelings of loneliness. That's 11 % higher than a random sampling of active people that includes non-Strava users.



# 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: Rides uploaded to Strava by athletes outside their home state or country were 24 % longer than at home.

## ACTIVE TRAVELLERS LOVE CROATIA AND GREECE

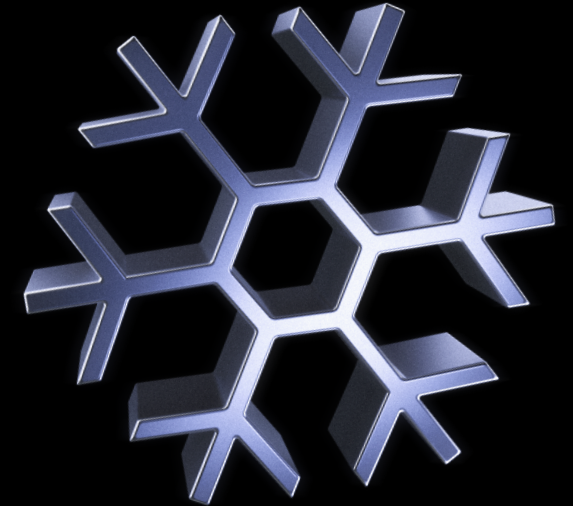
These two seaside nations saw the highest share of activities uploaded by athletes from other countries, followed by Luxembourg and Austria.

|   |      |
|---|------|
|  CROATIA     | 34 % |
|  GREECE      | 34 % |
|  LUXEMBOURG  | 30 % |
|  AUSTRIA     | 30 % |
|  SWITZERLAND | 28 % |

TOP COUNTRIES BY SHARE OF ACTIVITIES UPLOADED BY TRAVELLERS

## GO-GETTERS? MORE LIKE SNOW-GETTERS.

Alpine skiing and snowboarding are the sports most likely to be uploaded away from home, while hiking and stand-up paddle boarding take those top spots in warmer months.



|                      |      |
|----------------------|------|
| ALPINE SKI           | 79 % |
| SNOWBOARD            | 75 % |
| HIKE                 | 46 % |
| STAND-UP PADDLEBOARD | 39 % |
| RUN                  | 15 % |
| RIDE                 | 13 % |




SHARE OF ACTIVITIES UPLOADED FROM SOMEWHERE NEW

## TOP STRAVA SEGMENTS FOR TRAVELLERS

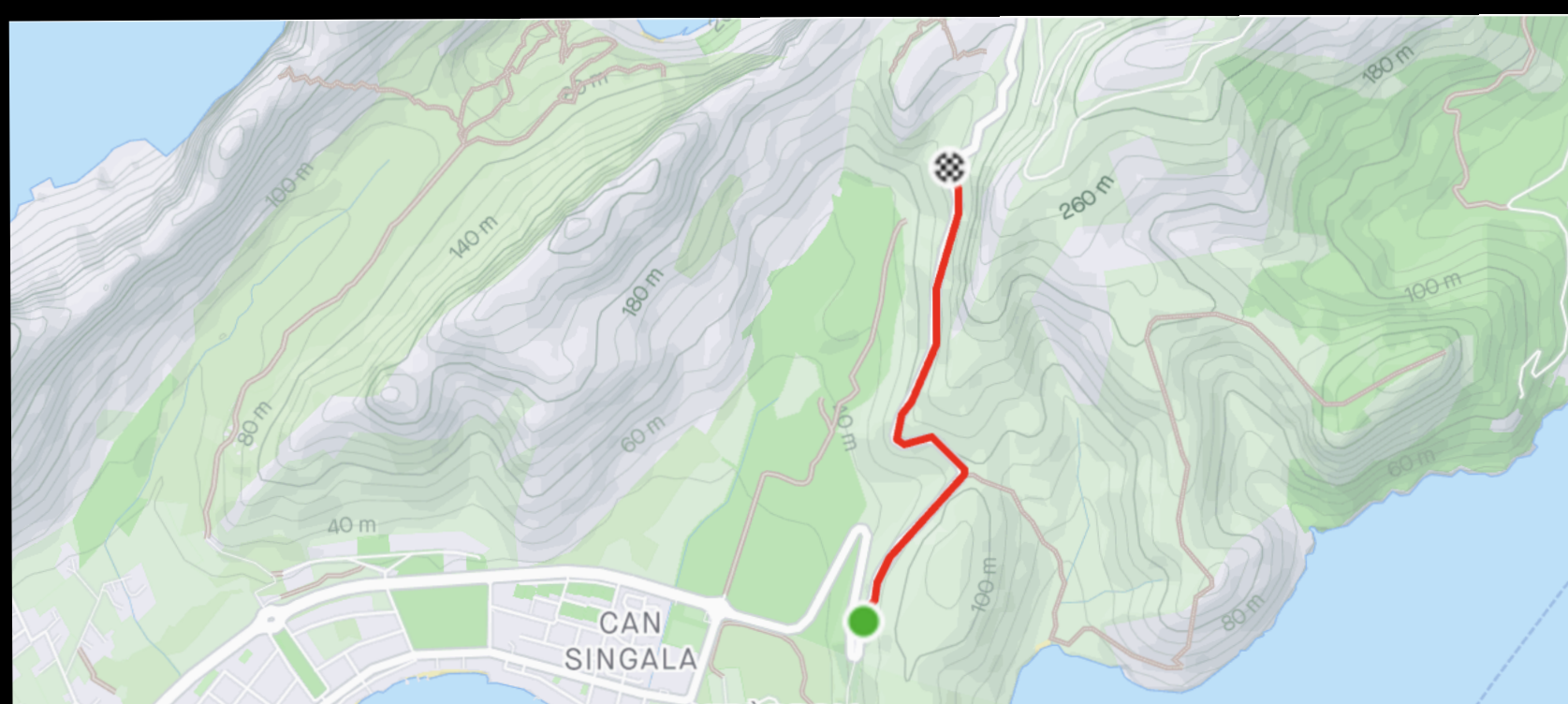
BY SHARE OF UPLOADS FROM ATHLETES OUTSIDE THEIR USUAL STATE OR COUNTRY.




### TOP RUN SEGMENTS RECORDED BY TRAVELLING ATHLETES



-  BERLIN MARATHON MILE 24, BERLIN, GERMANY
-  SULLY-MORLAND → PONT NEUF, QUAIS BAS, PARIS, FRANCE
-  RIO MARATHON 23M, RIO DE JANEIRO, BRAZIL

### TOP RIDE SEGMENTS RECORDED BY TRAVELLING ATHLETES



-  TEAM INEOS TEST? ISLAS BALEARES, SPAIN
-  HUEZ TO D211F, AUVERGNE-RHÔNE-ALPES, FRANCE
-  VAN START TOT KEERDERWEG, LIMBURG, NETHERLANDS



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# MOTIVATED BY MUSIC

Whether they're seeking inspiration to get out the door or pushing through a tough patch in their workout, nothing gets athletes going like cranking the tunes. Here's the music Strava athletes say pushes them and pumps them up.

## ATHLETES ROCK OUT

Across most generations, Rock beats Hip Hop and Pop as the genre Strava athletes say helps them push harder in a workout.



## EXCEPT GEN Z

Rock's dominance might not last forever, though. Strava's Gen Z athletes are most likely to listen to tunes while active, and they prefer Hip Hop.

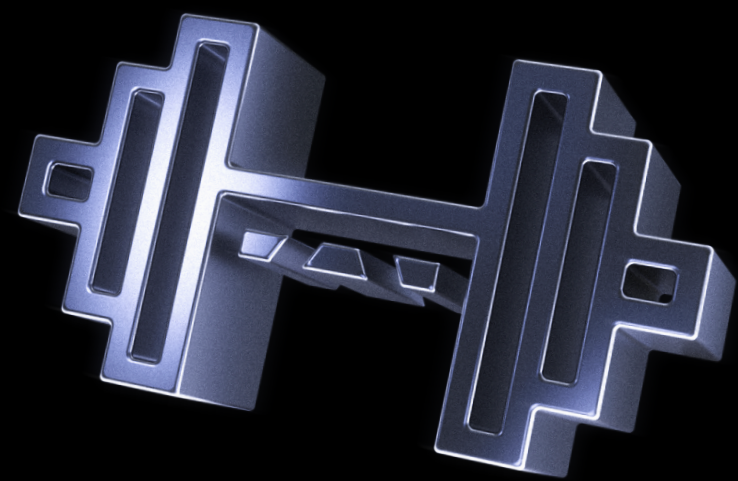
|         |      |
|---------|------|
| HIP HOP | 24 % |
| ROCK    | 22 % |
| POP     | 22 % |

GEN Z'S MOST MOTIVATING GENRES

## ATHLETES PREFER A ROUTINE WITH THEIR MUSIC

# 43 %

of Gen X athletes on Strava say they've been listening to the same workout music for years. So if you keep tapping on your faves while exercising, you're not alone.



|             |      |
|-------------|------|
| GEN X       | 43 % |
| MILLENNIALS | 33 % |
| GEN Z       | 27 % |

SHARE OF GENERATION USING THE SAME WORKOUT TUNES FOR MULTIPLE YEARS