

STRAVA YEAR IN SPORT

THE TREND REPORT

2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024 2024



More than
135 million users.

Billions of activities
and kudos.

One Goal accomplished
every 19 seconds.



A year's worth of workout data from Strava users, plus a survey of active people around the world, paints a picture of 2024 that goes way beyond the numbers.

Like how in 2024, we saw the rise of the run club – and the run club couple. How it was the year we prioritized rest, checked in with ourselves and prioritized consistency over heroics. When we ditched night clubs for fitness clubs, stopped to smell the coffee and sparred over sock length.

How it was the year we encountered barriers – and leapt over them.

Here are the trends we saw this year – and a look at what next year might have in store.

About This Data

Strava's Year In Sport analyzes activity uploads on Strava between September 1, 2023 and August 30, 2024. Activities set to "Only You" or those that are opted out of sharing with aggregated data usage are excluded. The report also includes survey data from 5,068 respondents, drawn from both Strava's global community of more than 135 million users and a random sampling of active people who are not on Strava.





Table of Contents

- 01 Getting Social While We Sweat
- 02 Burnout Is Out. Balance Is In.
- 03 Barriers Are for Hurdling Over
- 04 The Year in Gear (Ft. the Generational Sock-Length Wars)
- 05 Conclusion





Getting Social While We Sweat

It's not your imagination: There's been an uptick in run clubs – and run club couples. But it's not just running or romance. **People are increasingly turning to sports to find community** of every kind, and we've got the matched activities and overflowing Strava club rosters to prove it.

Share of people who say they made new friends through a fitness group in 2024

OVERALL	58%
GEN Z	66%

Share of people who say social connections are their top reason for joining a fitness group

OVERALL	48%
GEN Z	55%

 40%

of Gen Z want to do **more** workouts with friends in 2025.

Meet Me in the (Run) Club

+59%

increase in **running clubs** on Strava in 2024.

+18%

more runs uploaded with groups of 10+.

The first rule of Run Club?
Invite your friends.

Running is the fastest-growing social sport on Strava.



The Local Legend of My Heart



1 in 5







Gen Z surveyed have been on a date with someone they met at a group fitness activity.

If you’re looking for someone who shares your healthy habits in 2025, look no further. Just remember: All’s fair in love and leaderboards.

🕒 Most popular time for weekday group runs:

6-7 p.m.

MOST SOCIAL CITIES (% OF RUNNERS WITH MATCHED RUNS)

 BRAZIL	FORTALEZA	57%
 FRANCE	LYON	52%
 INDONESIA	SOUTH JAKARTA	78%
 SPAIN	VALENCIA	48%
 UK	LEEDS	54%
 USA	NEW YORK	48%

Slow and Steady Might Win the Race



Did the fleet-footed folks get out too fast? **Walking clubs** were just behind running with **52% growth** in 2024.

Whether running continues its dominance in 2025 or walking usurps the throne, the stat that matters most is the friends we made along the way.

Women Are More Likely to Roll With a Pack



+89%

increase in **women joining Strava clubs** in 2024 vs. 2023.

35%

of women's morning activities are in a group on weekends – 20% more than men's.

Run Club > Night Club

Increasingly, a morning on the trails is taking precedence over a night on the town. **4x** more people say they want to meet new people through a fitness group **(59%)** than at a bar **(14%)**.

Share who say they've reduced or would consider reducing alcohol to help reach their fitness goals



And Strava users' activity patterns in 2024 suggests they're walking the walk. (Or running the run, riding the ride, etc.)

 **80 million**

sunrise run, walk and ride activities recorded in 2024.

 **+15%**

more users uploaded on **New Years Day** 2024 vs. 2023.

Have Friends, Will Travel (Further)

It's not just more fun: Being social while you sweat carries real-deal performance benefits. **Nearly across the board, grouped activities were longer and earned more kudos than solo outings.**

Holding Our (Blistered, Black-Toenail-Covered) Feet to the Fire

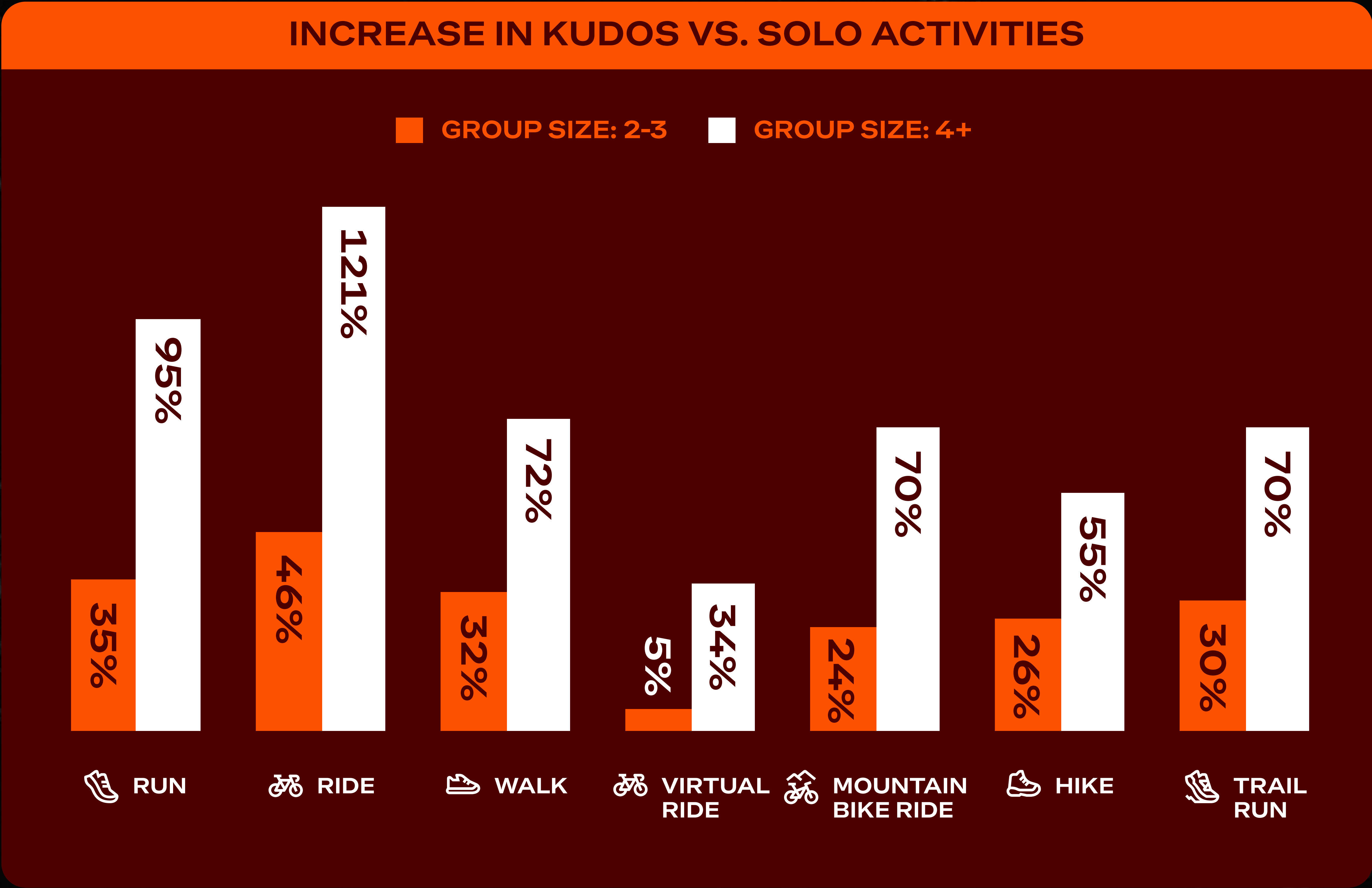
43% of people surveyed say they join group activities to **improve their performance**, while **34%** say groups help them **stay accountable** to their training plans.

Power in Numbers

Average increase in activity length with 10+ people vs. solo. Races not included!

RUNS, RIDES AND HIKES	+40%
NORDIC SKI	+80%

Compared to solo activities, **activities in groups got more kudos**. Groups of 4+ got even more. This was especially true for cyclists – road, mountain bike, gravel, even virtual.



Coffee is for Leisure Lovers

It's not all yammering and hammering.

16% of activity time on group weekend road rides **was spent stopped**.

That's **28 minutes** on average – more than enough to fix a flat, but perfect for a good ol' cafe stop.

Activities with “coffee” in the title saw an average of:

 **25%**

of total activity time spent stopped.

 **46 min**

of stopped time.



PRO TIP: THE KUDOS BOMB

If you exercise with a group, you don't need to go through everyone's upload one-by-by to give them all kudos. On a grouped activity, go to **Manage Group**, give your phone a shake and follow the prompts to hand out kudos to everyone with a single tap.





Burnout Is Out. Balance Is In.

Short workouts are all the rage. In 2024, people shifted from bigger-better-faster-all-the-time to **more moderate fitness practices they can sustain for the long haul**. And they're tracking it all – even the shorter stuff – on Strava.

Rise and Grind Have Some You Time

It's not all ultramarathons and century rides:

Most people surveyed said their ideal daily workout time is an hour or less.

🕒 The ideal workout length according to 57% of people surveyed:

45-60 min

📊 Median activity duration in 2024 on Strava:

53 min



of people want to work out 60+ minutes each day.

📊 Median pace / speed by activity

🏃 RUN

10:15 min/mi
(6:22 min/km)

🚴 RIDE

12.1 mph
(19.6 kmph)

🚶 WALK

19:40 min/mi
(12:13 min/km)

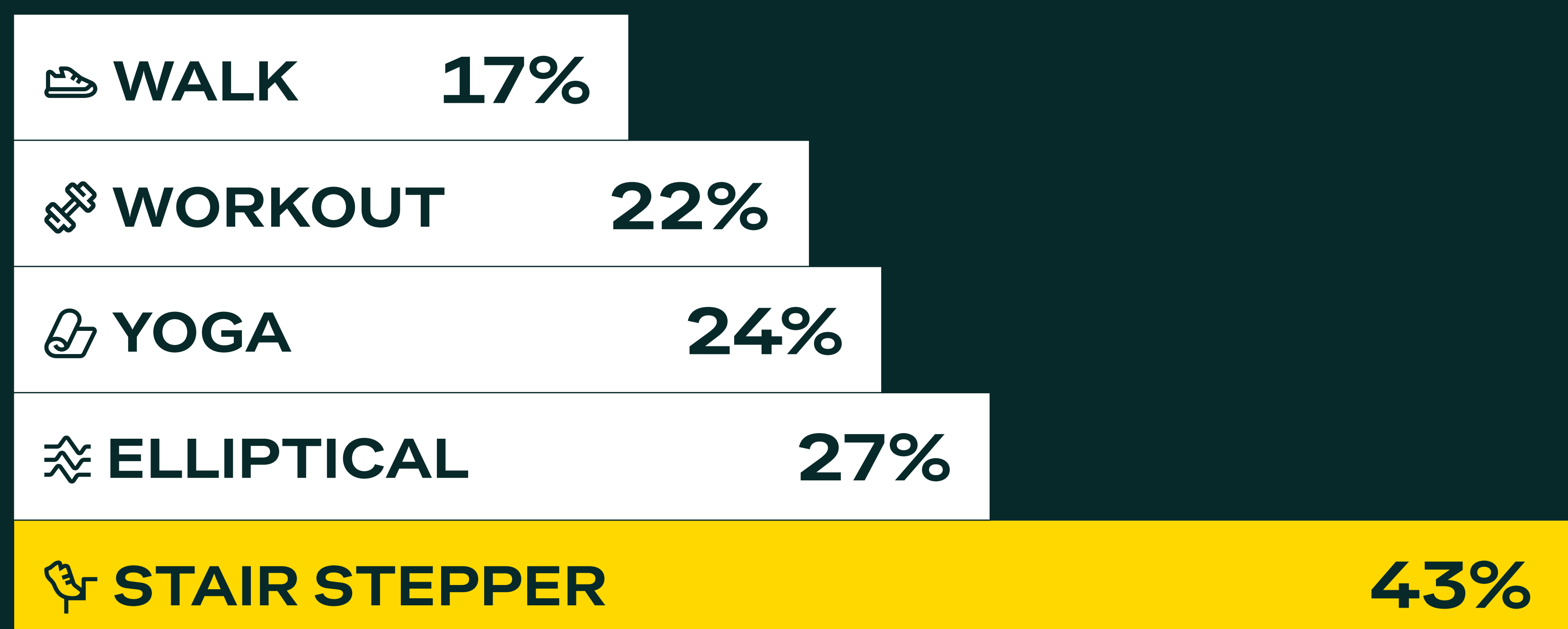
🥾 HIKE

22:06 min/mi
(13:44 min/km)

Every Activity Counts

Maybe they do it for the health benefits. Maybe they do it for their streak stats come Year In Sport time. **Very short workouts (less than 20 minutes)** were celebrated on Strava in 2024.

% OF ACTIVITIES <20 MINUTES ON STRAVA



Rest Took Priority

For some, a rest day can be a source of pride. Half marathoners who recorded their training on Strava uploaded runs just $\frac{1}{3}$ of the days, on average, in the 16 weeks leading up to the race.



rest days in an average half marathon training cycle on Strava.

Among marathon trainees,




51% of days in the 16 weeks before the race were rest days – 54 days had no activity at all.



And Easy Days Didn't Hold Us Back

Quite the opposite. Runners who cross-trained were **10% more likely to hit their Goal on Strava.**

SHARE OF WEEKLY STRAVA GOALS MET IN 2024

 ALL SPORTS	79%
 RIDE	77%
 RUN	72%



Even the Pros Took It Easy (Sometimes)

Lots of pro athletes ditched the one-track mind in 2024. **87% of pro runners** on Strava logged something other than a run this year, while **82% of pro cyclists** logged something other than a ride.

Stretch Goals are Still In

Big race objectives are still popular, even if Strava users aren't getting tunnel vision for them.



 **43%**

of Strava users say they want to conquer a big race or event in 2025.

 **+9%**

increase in count of marathons, ultras or century rides logged in 2024.

Back to Basics in 2025

To reach these goals, active people told us they want to prioritize exercises like stretching, mobility and strength work next year – **small deposits that can build a strong foundation for the future.**

TOP 2025 HEALTH AND FITNESS GOALS

 STRETCHING AND MOBILITY	19%
 IMPROVED DIET	14%
 MORE / BETTER SLEEP	14%



Gen Z Stans Mental Health

To keep a sound body, we need a sound mind. **Improving and caring for mental health** was survey respondents' top health and fitness goal for 2025, a trend that got stronger with younger generations.

MENTAL HEALTH IS A GOAL FOR 2025

OVERALL	58%
GEN X	58%
MILLENNIALS	59%
GEN Z	65%

LONGEVITY IS A GOAL FOR 2025

OVERALL	56%
GEN X	63%
MILLENNIALS	52%
GEN Z	47%

Gen X: Longevity to the Max

The generational trend reverses when it comes to **improving the chances of living longer**, a goal that might hit closer to home for older athletes.



PRO TIP: USE GOALS ON STRAVA TO STAY CONSISTENT

Strava users have said a goal keeps them motivated – and subscribers can set goals right on Strava. Give yourself a nudge and strive for a total distance, time, elevation or number of activities on a weekly, monthly or yearly basis. If you aren't sure where to start, Strava can suggest a goal based on your recent training.



Barriers Are for Hurdling Over

Last year, we asked active people about the barriers they faced to exercising. This year, we posed the same question to see what had improved or backslid – and how it differed between genders and generations.

2024 showed there are still barriers, to be sure – but many active people, particularly women and older athletes, showed resilience, racking up volume and filling their trophy case at a higher rate than their counterparts. As we look to 2025, there's work to do – but plenty to be optimistic about, too.

Parity in Paris

The Paris games this summer were the first to achieve equal participation between men and women.

61%

of people surveyed are optimistic about gender equality in sports.

63%

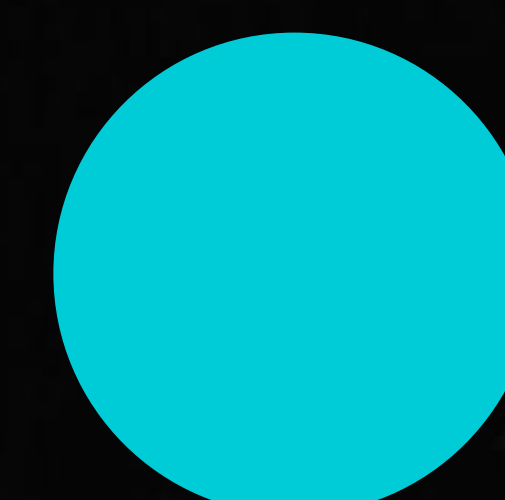
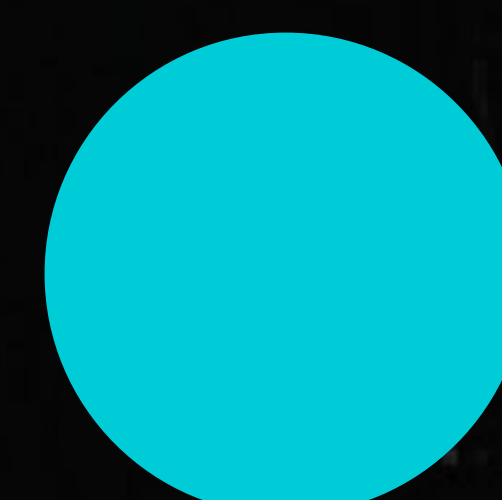
of women surveyed share that optimism.

Yet Barriers Persist

Despite that parity at the highest levels,

1 in 4

women say **lack of flexibility** in their schedule is a barrier to being active.



If we want to achieve better equity in sports in 2025, one step might be better work-life balance.

Still, Women Got Out in Record Numbers

Women's share of cyclists on Strava grew **11%** in 2024.

And When They Did, They Crushed It

Women were **20% more likely than men to snag a crown** for the fastest time on a Strava Segment in 2024. We bet that number goes even higher next year.

The Future (of the Gym) is Female

Weight training was the fastest-growing sport type among women on Strava in 2024. Will women continue to rule the gym in 2025?

+25%

growth in share of women uploading weight training activities.



Women's runs and rides were

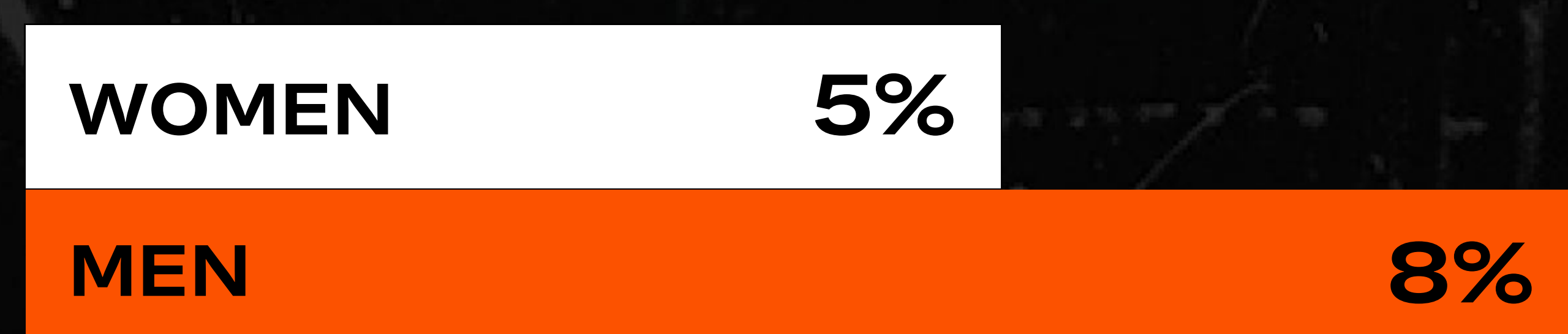
40%

more likely than men's to be indoors.

13.1: The Great Equalizer

While women's marathon uploads on Strava lag behind men's, there's nearly equal participation at the half marathon distance.

Share of runners who have uploaded a marathon



Share of runners who have uploaded a half marathon





Age and Wisdom Triumph

Boomer and Gen X Strava users snatched crowns at a higher rate **(12%)** than their Millennial or Gen Z counterparts **(8%)**.

And it appears those QOMs, KOMs and CRs weren't one-offs.

Boomer runners and riders consistently covered the most distance of anyone year-round.

Average weekly run distance in 2024

 BOOMERS	14 km / 9 mi
 GEN Z	9 km / 6 mi

Average weekly ride distance in 2024

 BOOMERS	62 km / 38 mi
 GEN Z	35 km / 22mi

Did Tech Help Us Overcome Barriers?

Depends who you ask. Among those surveyed, **men and Gen Z** were most likely to say technology like Strava helps them **connect and explore**.



PRO TIP: PLAN A WORKOUT AFTER DARK WITH NIGHT HEATMAPS

Shorter days don't have to mean shorter workouts. Night Heatmaps show where people stick to after dark – perfect for days that end before your workout does. Just go to the **Maps** tab on mobile, tap the layers icon on the right and select **Night**.



The Year in Gear

(Ft. the Generational Sock-Length Wars)

Ever since gear became easier to add and edit on Strava's mobile app, **we've gained tons of new insights into the most popular shoes, bikes and recording devices** – plus how those choices change in races, over longer distances, and more.

To supplement the hard data, we asked users about their style preferences – and it turns out you could reliably guess someone's age based on their sock length, among other revelations.

2024's Top Gear

Nike ruled the metaphorical runway this year, with the Pegasus claiming the top spot for running shoes. Here are all the top gear makes/models as recorded by Strava users*.

*Model numbers not specified, e.g. Pegasus 40 or 41

👟 TOP RUNNING SHOES - OVERALL

- #1 Nike Pegasus
- #2 HOKA Clifton
- #3 Asics Gel Nimbus

📱 TOP TRACKING DEVICES - RUN

- #1 Apple Watch Series
- #2 Apple Watch SE
- #3 Garmin Forerunner 245

📱 TOP TRACKING DEVICES - RIDE

- #1 Garmin Edge 530
- #2 Garmin Edge 830
- #3 Wahoo ELEMNT BOLT V1

🚴 TOP BIKE BRANDS

🚴 ROAD

- #1 Trek
- #2 Specialized
- #3 Giant

🚴 GRAVEL

- #1 Specialized
- #2 Trek
- #3 Giant

🚴 MOUNTAIN BIKE

- #1 Specialized
- #2 Trek
- #3 Scott

Phone Beats Watch – Except in Races

72% of Strava users upload using the mobile app directly. Many don't use the app exclusively, swapping it in for some activities while using a GPS watch or bike computer for others.

47%

of users use a separate device to upload at least some activities.

Those numbers reverse in races though, especially as the distance gets longer. Can't be carrying that extra weight for 26.2 miles, after all.

Strava Users Ditch Their Phones for Longer Races

SHARE RECORDED ON GPS WATCH

5K	76%
10K	83%
HALF MARATHON	85%
MARATHON	92%

TOP RUNNING SHOES – RACES

5K
Nike Vaporfly Next%

10K
Nike Vaporfly Next%

HALF MARATHON
Nike Vaporfly Next%

MARATHON
Nike Alphafly

Performance for the Masses

Super-shoe tech continued to trickle down to the rest of the pack in 2024. **44% of marathons in 2024 were uploaded with a carbon fiber-plated shoe** listed as the gear type, and the share of all races uploaded with a carbon fiber-plated shoe **increased 14%** this year.

Hot or Not? Top Trends for 2025

Never ask someone their salary, their age or their preferred workout sock length. If you’re looking for an uncontroversial topic to bring up at a party, may we suggest **coordinated workout wear**?

60%

endorsed color coordinating workout outfits.

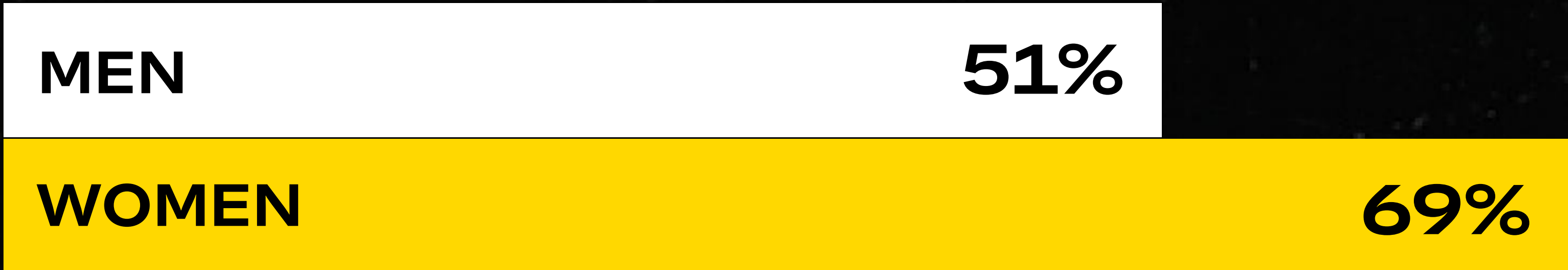


of Gen Z endorsed color coordinating workout outfits.

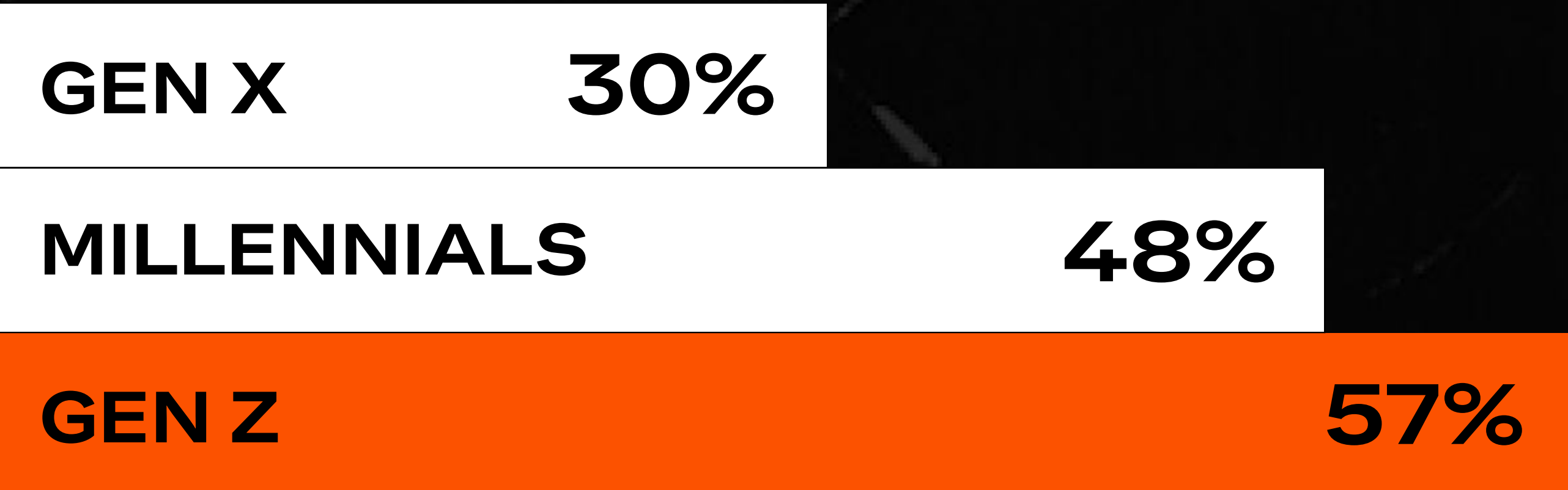
Other trends were divided along generational or gender lines. (Gen Z and Millennials are holding onto those scrunchies ‘til the elastic dies.)

Here’s the share of people who approved of a given lewk in our survey:

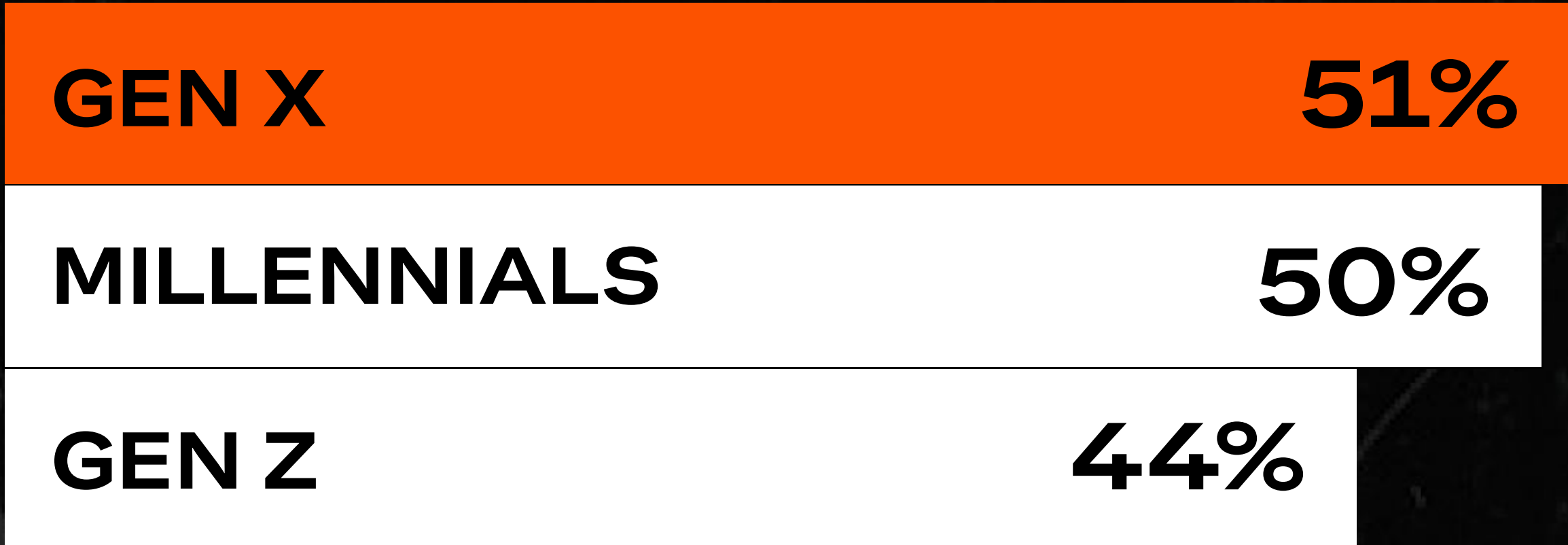
Coordinated workout outfits



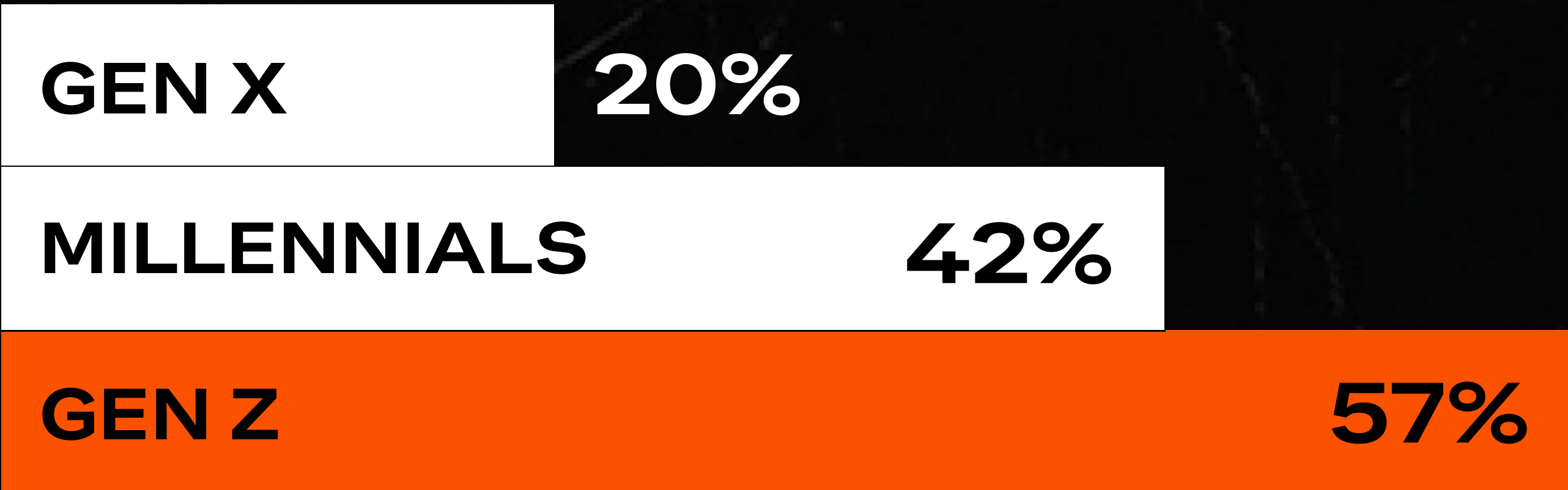
High or crew socks



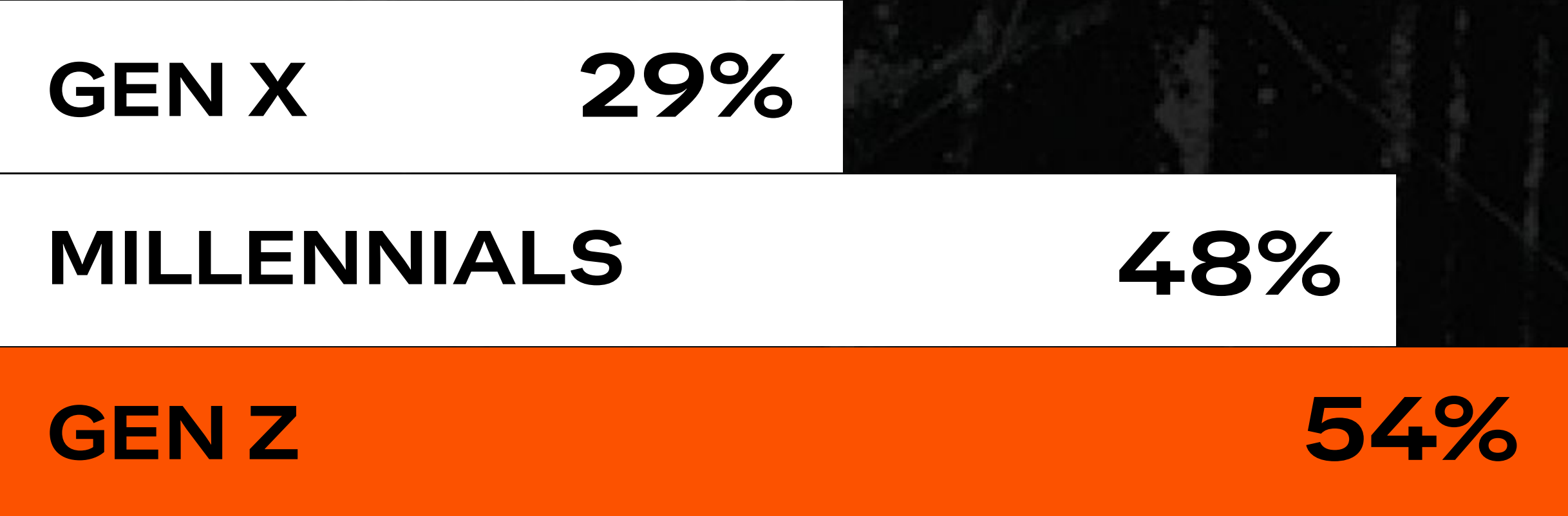
No show / ankle socks



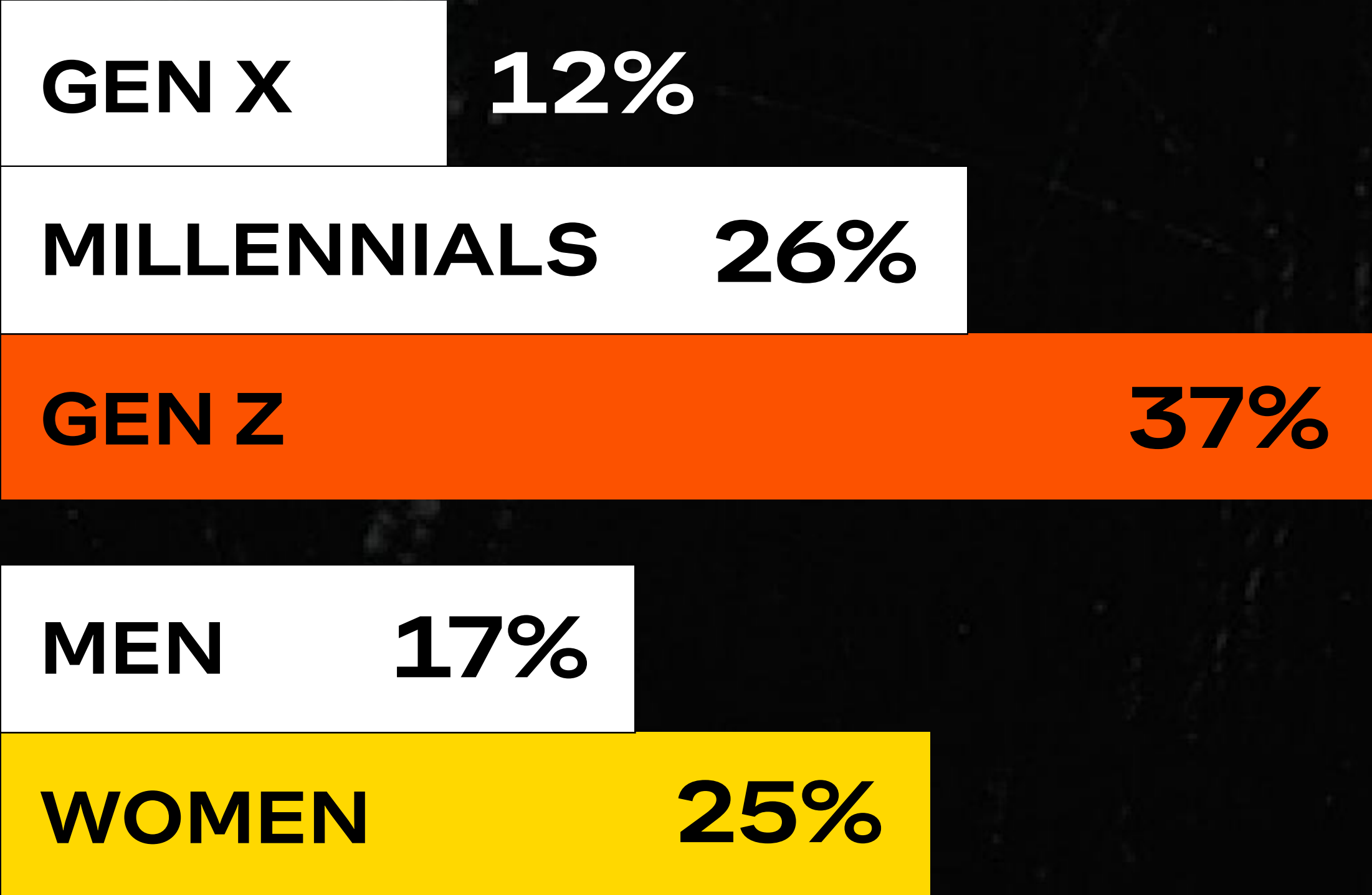
Old / oversized t-shirts



Scrunchies or headbands



Jewelry (while working out)



Orange: The New Black?

Black remains the most popular color for workout apparel, while **blue was second**. Could blue take the top spot in 2025?



Interestingly, **Strava users were**

73% more likely to name **orange** as a preferred workout color than non-users. Coincidence? Who's to say.



PRO TIP: TRACK GEAR ON STRAVA

Specifying the shoes you ran in or bike you used is a great way to track mileage or wear-and-tear. In your profile, tap **Gear** then tap the plus sign to add a new item. **Save time by setting default gear** for specific activity types like trail run or mountain bike ride – you can also edit your gear choice anytime you upload. When a piece of gear is kaput, you can retire it. (And if that gear is the GOAT, don't worry – you can un-retire it, too.)

STRAVA YEAR IN SPORT

THE TREND REPORT



Conclusion

That's the story of our 2024. And to put it lightly? We crushed it – seeking balance without letting up on our goals, prioritizing the fundamentals that will set us up for years of success to come. And we made friends. Seriously – so many friends.

All told, it makes us pretty optimistic about what we'll accomplish in 2025 and beyond. So let's get moving. Just remember – Strava or it didn't happen.



STRAVA
OR IT DIDN'T
HAPPEN