



STRAVA YEAR IN SPORT

THE TREND REPORT



In 2025, we saw...

A community of over
180 million users.



Billions
of activities and kudos.

1 hour being active
for every **2 minutes** spent on the app*.

*By subscribers

This year, Strava user workout data reveals more than just numbers.

Like how in 2025, we came together to sweat in record numbers. How Gen Z learned to love weight training. And how we all got into racing.

Which cities are fastest and which get the most steps.

How we stayed focused on our fitness goals, undeterred by travel or rising costs. How we invested in ourselves this year, and plan to do so even more next year.

Or how we made progress, crushed our goals, and supported each other through it all.

This is 2025's Year In Sport.

About this data

Strava's Year In Sport analyzes activities recorded on Strava between September 1, 2024 and August 30, 2025.

Activities set as visible only to the user, or that are recorded by users who have opted out of contributing their data to community-powered features, are excluded. The report also includes survey data from 30,494 respondents, drawn from both Strava's community of more than 180 million users and a random sampling of active people who are not on Strava.

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01

Running rules, but walking is on the rise

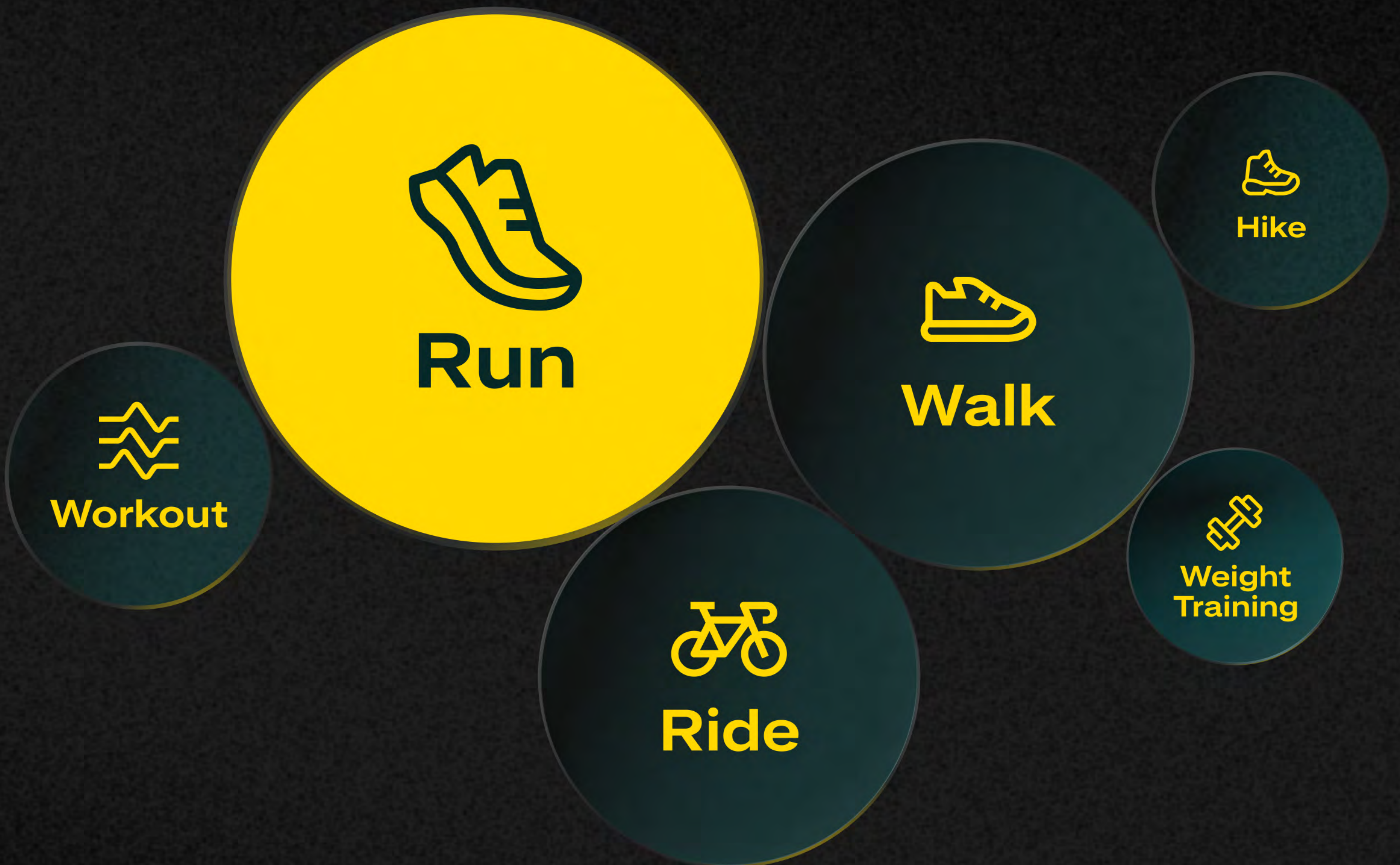
Which sports were most popular this year? Which are growing fastest? Is it our imagination, or is the gym full of younger people lately?

The best way to see what happened in 2025 is a **good old-fashioned data dump.**

We saw running is still top dog, but it's got a new challenger. And the generation that's best at giving kudos might surprise you.

Top sports in 2025

*by total users recording



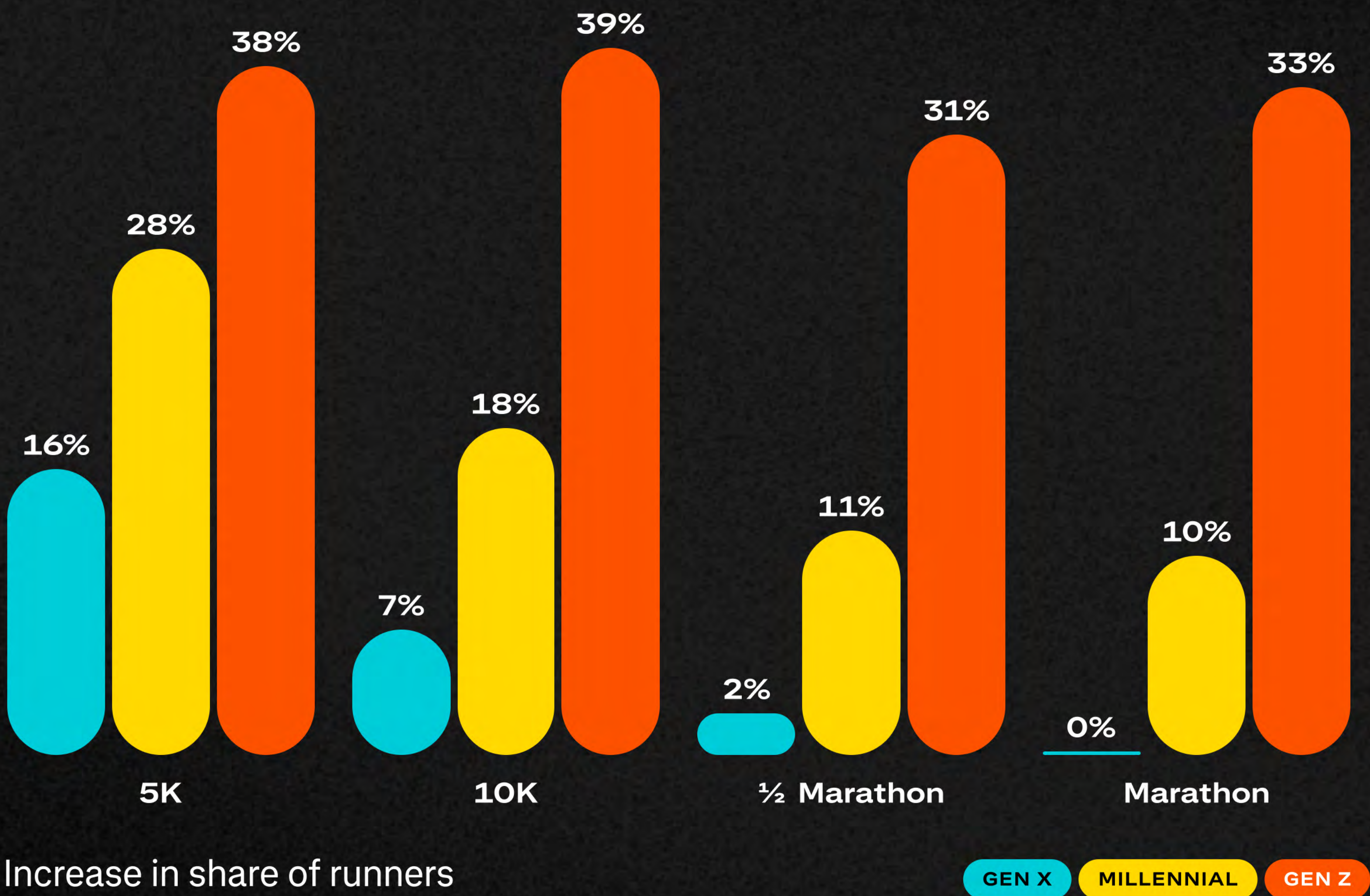
Running still leads the pack.

Walking continues to grow,
coming in second.

Gen Z led off the start line

Racing is bigger than ever.

More runners of every generation – especially Gen Z – pinned on a bib and let ‘er rip in 2025.



Gen Z is

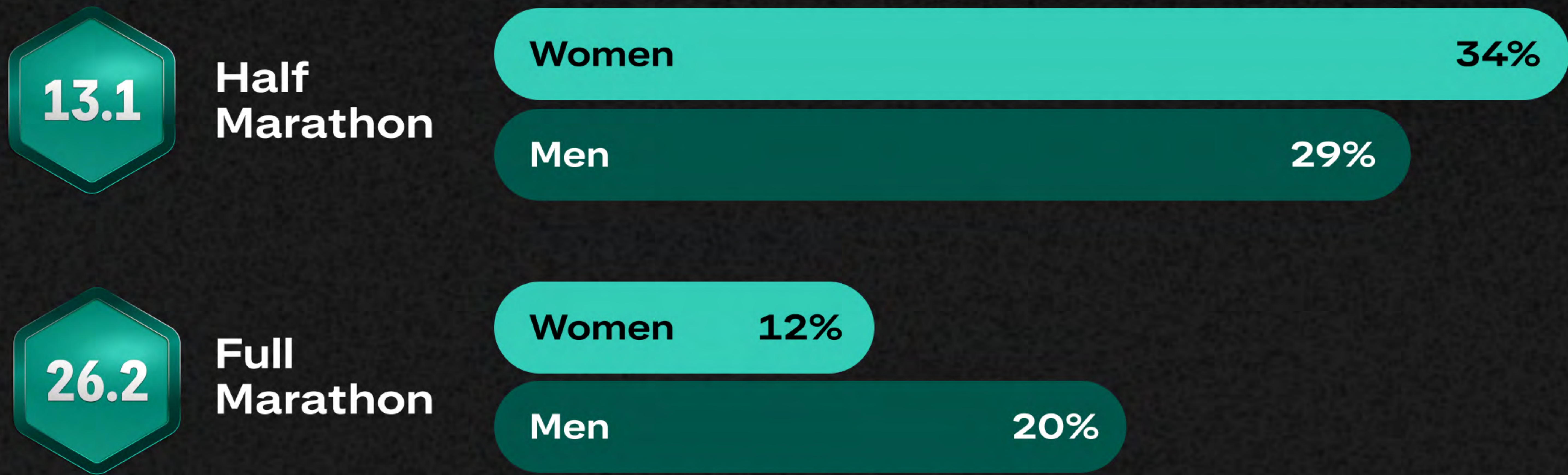
75%

more likely than Gen X to say their **main motivation is a race or event.**

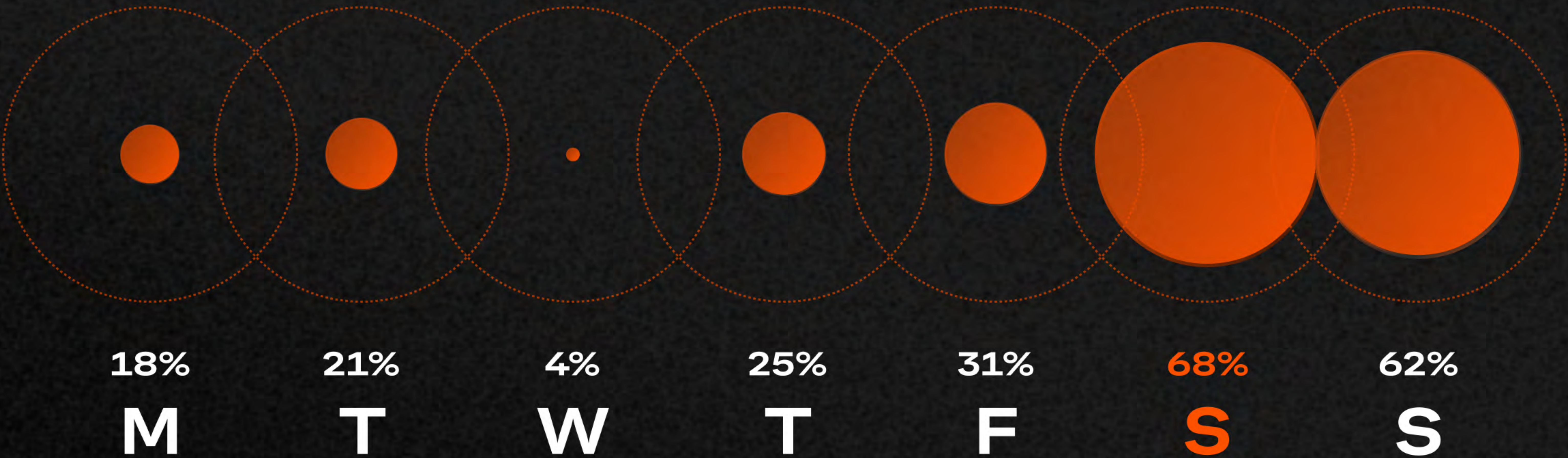
Thanks to Runna, we also have a glimpse of what people trained for – and who they were.



Share on Runna who trained for a **half marathon** and **full marathon**



Long run compliance by scheduled day:

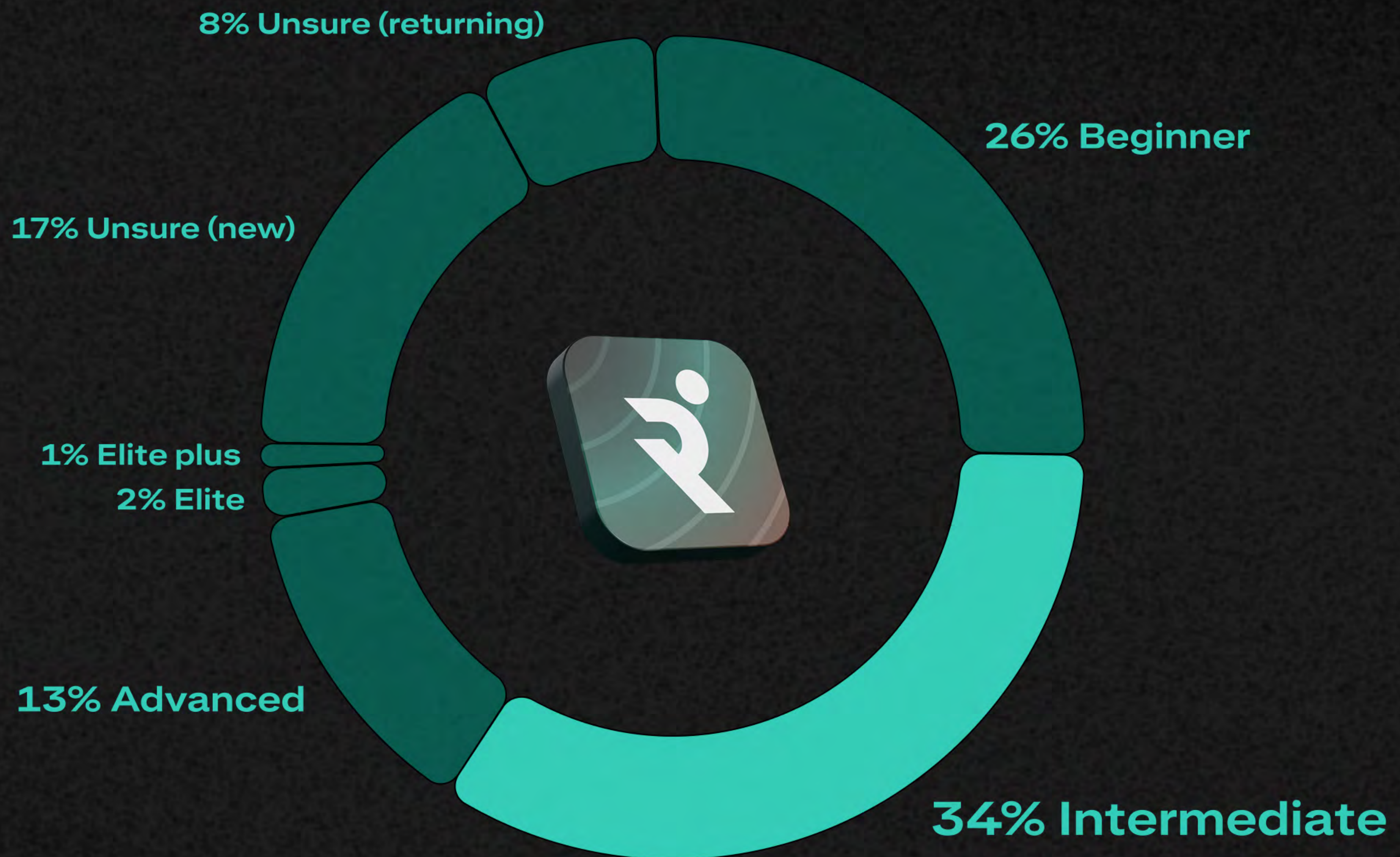


Saturdays are best for long runs.

Runners who do their long runs on Saturdays stuck to their training plan the most.

Runners who try and do their long runs on Wednesdays...don't.

How do people on Runna rate their fitness?



Strava users are mixing it up.

Doing more than one sport is a good way to keep things interesting and stay well-rounded. And **over half of Strava users are doing it.**

Share of users who record multiple sports

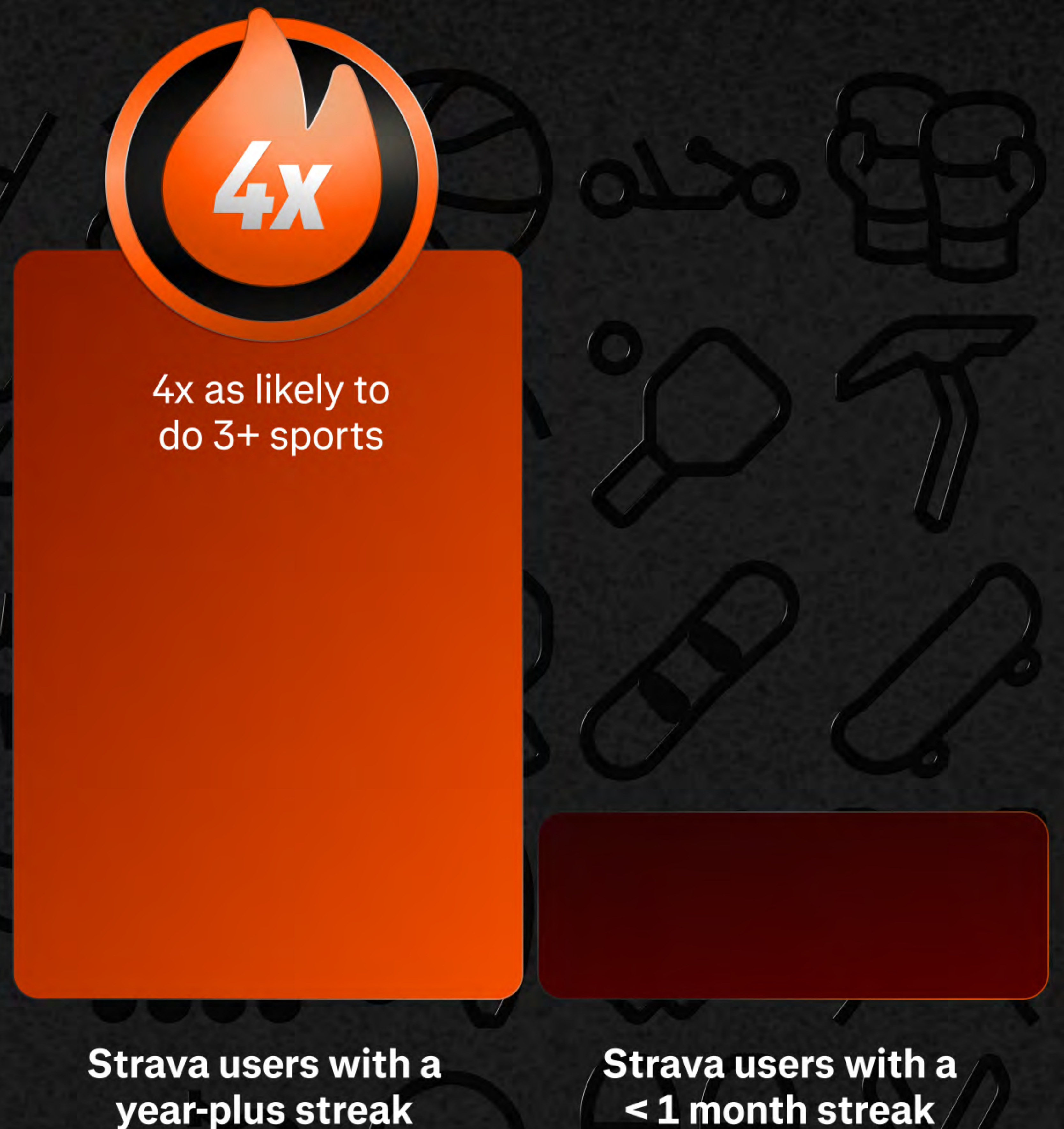
2+ Sport types 54%

3+ Sport types 34%

And it turns out **multisport** **Strava users are the most** **consistent** at recording.

Strava users with a year-plus streak are **4x as likely to have recorded 3+ sport types in the last year**, compared to users whose current streak is less than a month.

*streak = users who recorded at least 1 activity per week.



25%

Share of Gen Z who want to try a new sport in 2026.

But picking up a new sport can be challenging.

24%

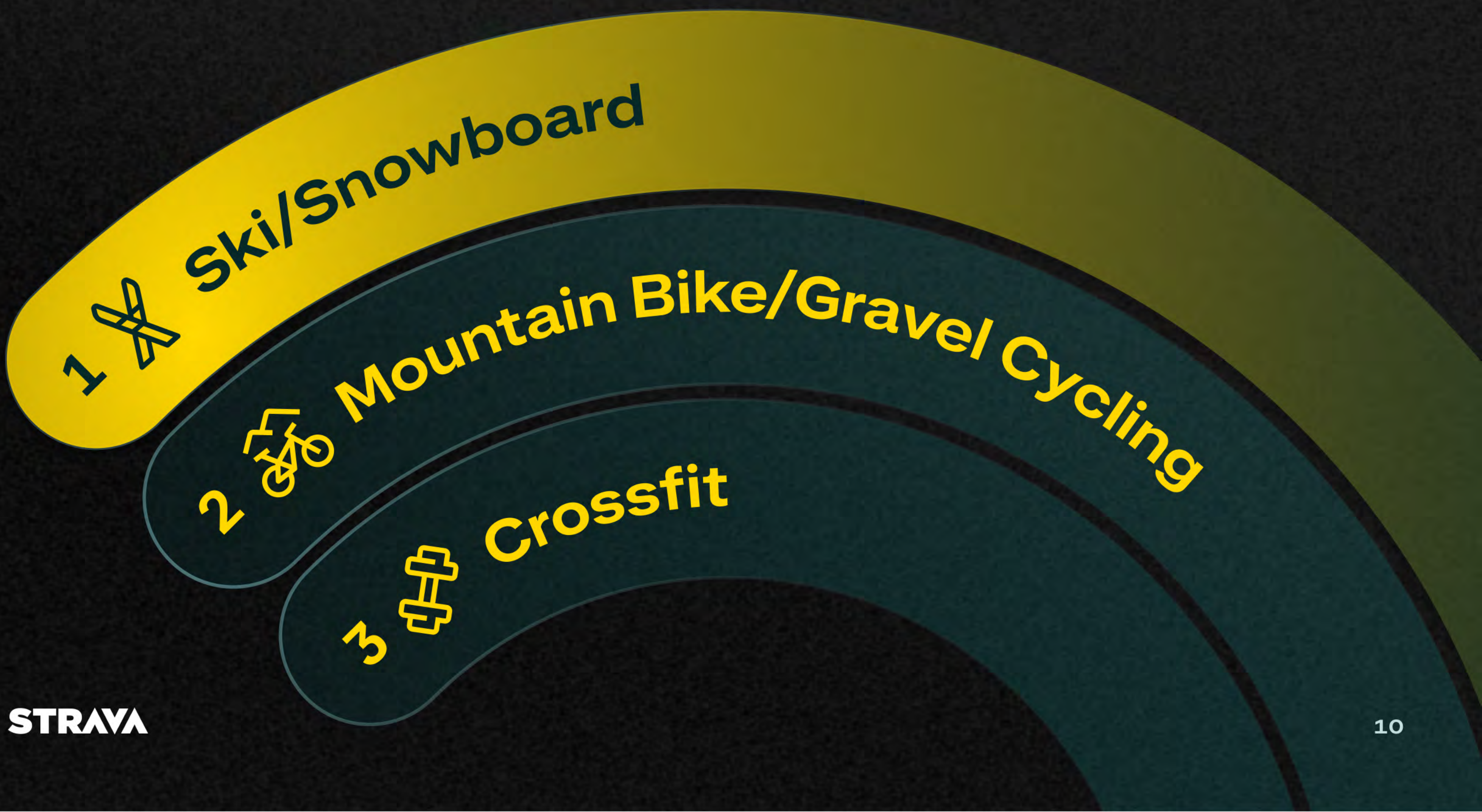
more women than men say they're not sure how to start a new sport.

2x

as many Gen Z (vs. Gen X) say the same.

Most intimidating sports

Expensive equipment. High speed or intensity. Cultures heavy on specialized knowledge (and inside jokes). All possible reasons that people surveyed said the following sports present a high barrier to entry.



Gen Z is lifting weights – and they’re doing it for looks.

Younger people are hitting the gym at a higher rate.



2x

Gen Z is twice as likely as Gen X to say **Weight Training** is their **primary sport**.

And they aren’t shy about their reasons.

61%

more Gen Z than Gen X say they **lift for aesthetics**.

Women were 21% more likely than men to record Weight Training on Strava in 2025.

However:

38%

more women than men say they’re hesitant to lift for fear of getting bulky.

When it comes to pumping iron, we start the week strong but don't always stay motivated.

Weight Training activities on Strava by day: Most to least

- 1 Monday
- 2 Tuesday
- 3 Wednesday
- 4 Thursday
- 5 Friday
- 6 Saturday
- 7 Sunday



Weekly warriors

Across sport types, we crushed weekly Goals in 2025.

Be a goldfish: **By far the most popular time period for Goals on Strava was weekly**, not yearly or monthly.

Maybe because if you fall behind, you get to start fresh in just a few days.



Median distance of **weekly Goals**

Consistency is key



Users with weekly Goals re-up them an average of 10 weeks in a row.

Top sports (non-run/ride) for Weekly Goals

1. Walk (distance Goal)
2. Weight Training (elapsed time Goal)
3. Walk (moving time Goal)

There's more Strava royalty than ever

Heavy is the crown?
Not with this crowd.

CERTIFIED STRAVA ROYALTY



7.6
MILLION



Total QOMs, KOMs, and
CRs earned on Strava in 2025.

We had each other's backs

In fact, we supported each other at record rates.

14,000,000,000

kudos given on Strava in 2025

(that's billions)

+20%

increase in kudos from 2024

The gracious generation? Of all users, **Boomers were the most likely to give kudos** this year.



Pro tip: Want more kudos?



Add pics

Activities with photos → 3.1x as many kudos

TEXT-ONLY ACTIVITIES

ACTIVITIES WITH PHOTOS

3.1x



Hit the dirt

93% of Trail Run activities on Strava get kudos – the highest rate of any sport!

02

Gen Z invested their time (and money) in exercise

When the going gets tough, Gen Z keeps going.

Whether it's inflation or screen time – **exercise is an outlet from the stressors of daily life, and young people aren't wavering.**

It could be because movement makes us feel better, or because it's still a big part of how we find friends (or a date). Either way, this is one trend we feel good about.

Inflation isn't stopping Gen Z

They're doubling down on exercise-related spending, even as rising costs may have hit them hardest.

Users who say they're **directly affected by inflation**:



They even say it's taking priority over dating.

30%

of Gen Z say they **plan to spend more** on fitness in 2026.

64%

of Gen Z said they'd **rather spend money on gear than a date.**

63%

more Gen Z than Gen X said wearables were their **biggest fitness investment** in 2025.

Anti-doomscrolling

People see Strava as an app for good.

At a time when we're striving for less screen time, there was one notable exception among those surveyed:

Strava is the one app people want to use more.

>50%

of Gen Z that said they expect to use Strava more in 2026.

(By contrast, a majority expect to use Instagram and TikTok **the same or less** in 2026.)

It's not just a vibe.

Strava really is good for you – and we've got data to prove it.



For every

2 min

a subscriber spends on Strava, they spend

1 hour

being active.

Staying social while we sweat

More than ever, exercise is key to how we meet and interact with people.

We're still making friends in the (run) club – and the **social side of sports is growing**, especially for young people.

The challenge is that not everyone feels welcome in the sea of supershoes and short shorts.



more Gen Z than Gen X say they use fitness to meet people who share their interests.

of people surveyed said they view run clubs as a good place to meet people.

of women and **20%** of men said they view run clubs as **only for elite runners**.

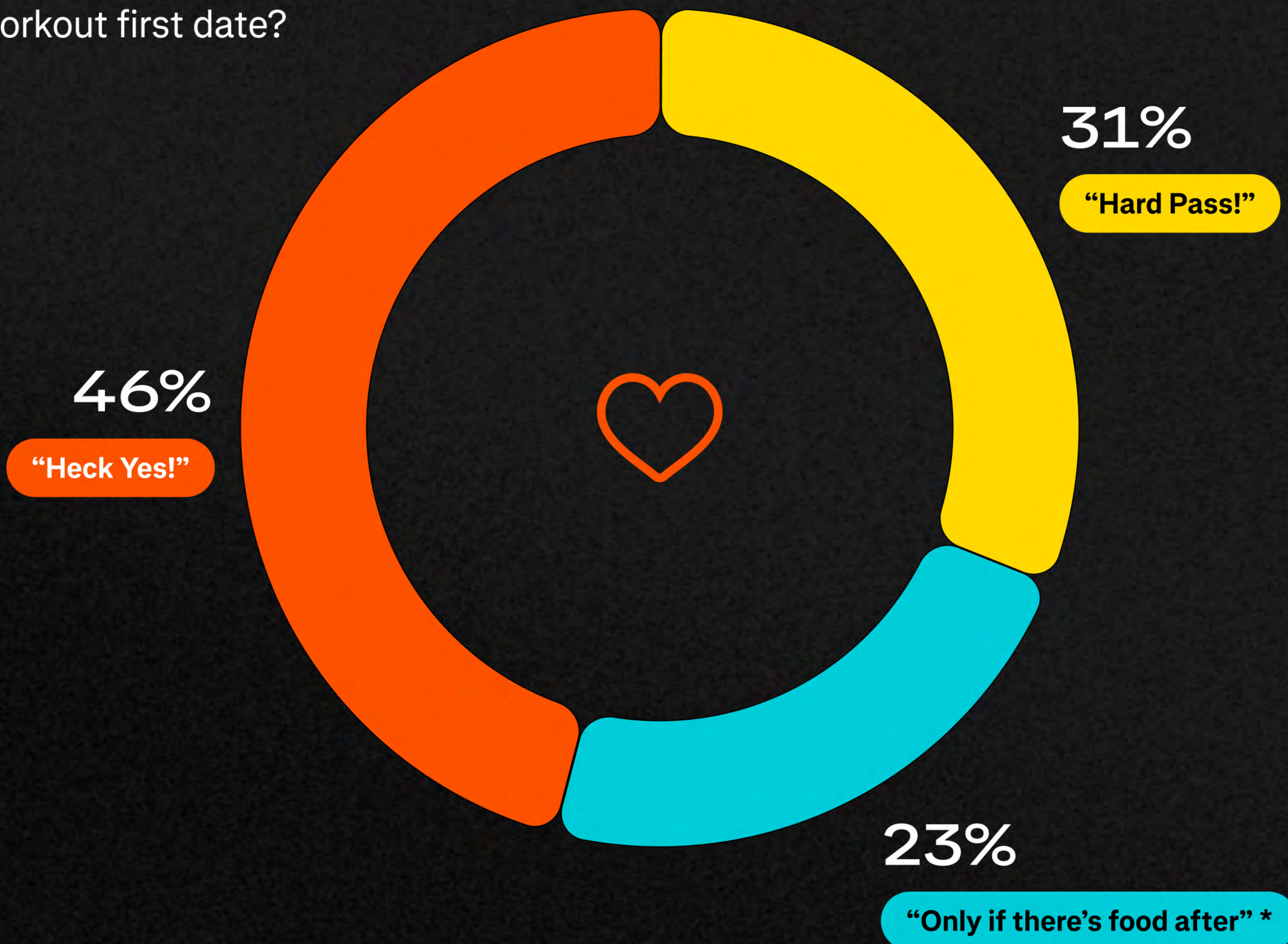
more Gen X than Gen Z said they share this perception.

Run club romance is still a thing

Last year, we reported 1 in 5 Gen Z users have gone on a date with someone they met through exercise.

Does that mean sweating together counts as a first date?

How do we feel about a workout first date?



*Gen Z are 69% more likely to say this

Strava Clubs nearly quadrupled in 2025

With **over a million Clubs**, people are using Strava to find their people more than ever.

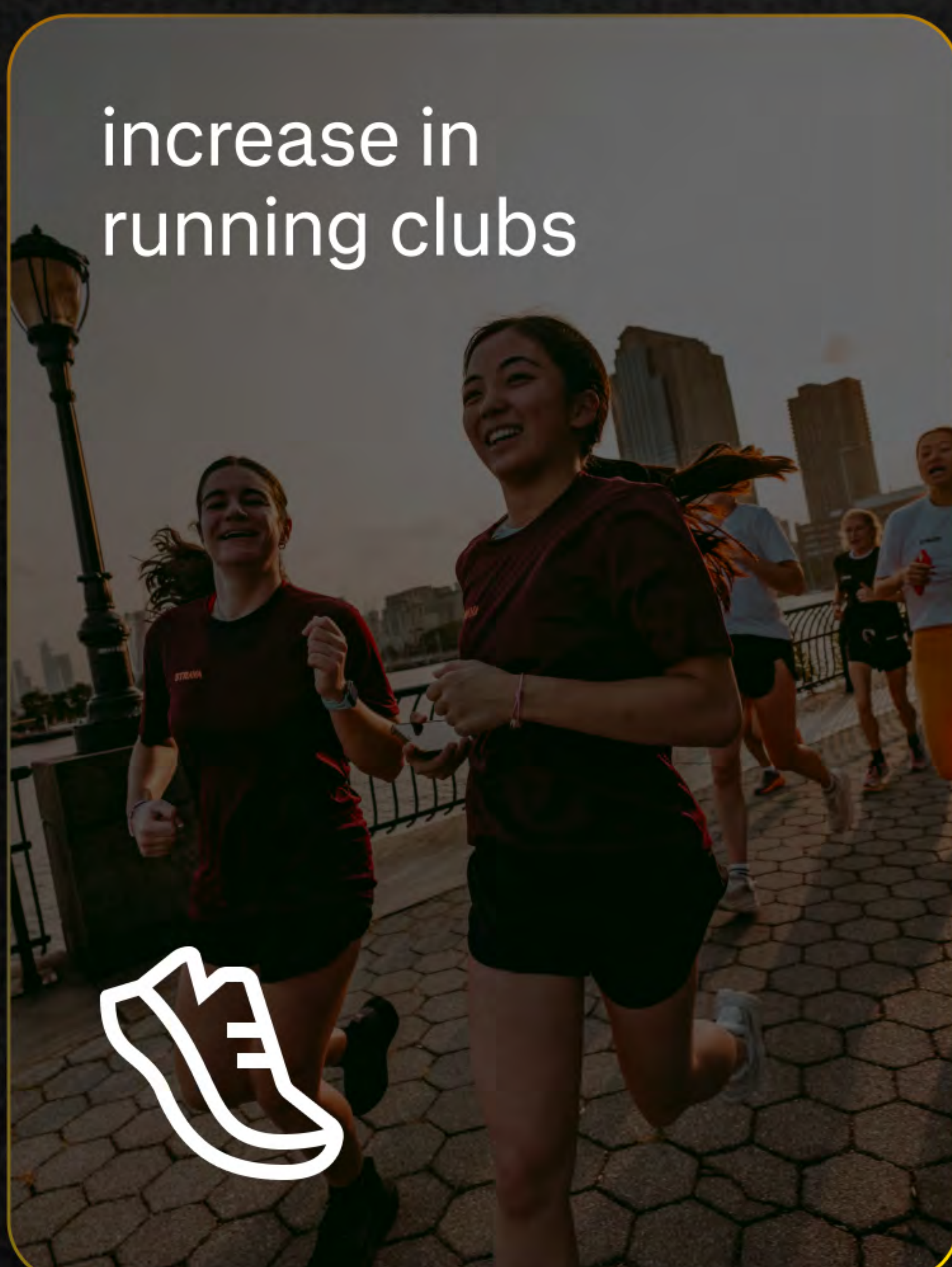
5.8x

increase in hiking clubs



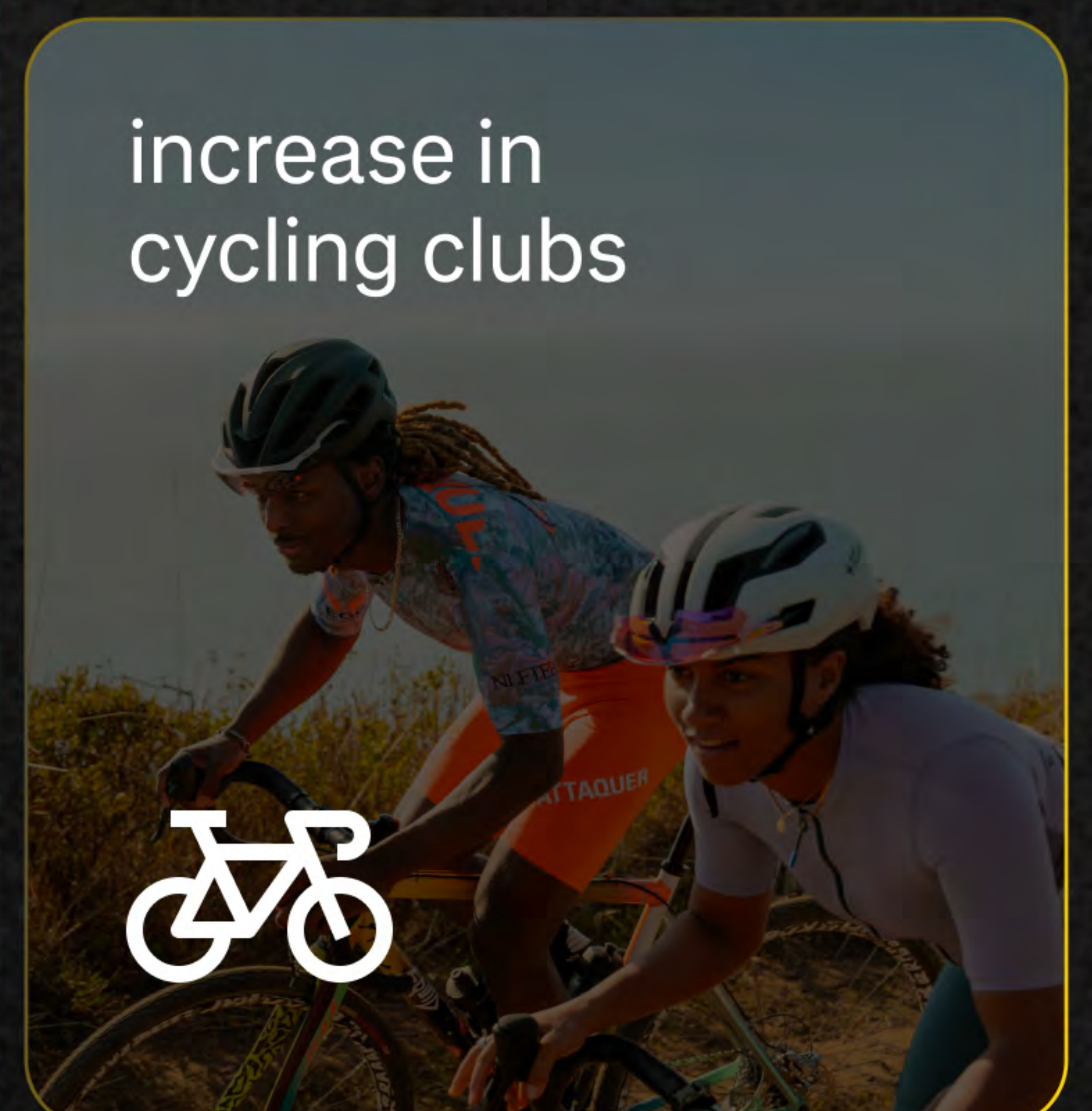
3.5x

increase in running clubs



2.8x

increase in cycling clubs



And yes, our online friends can become our real-life friends:

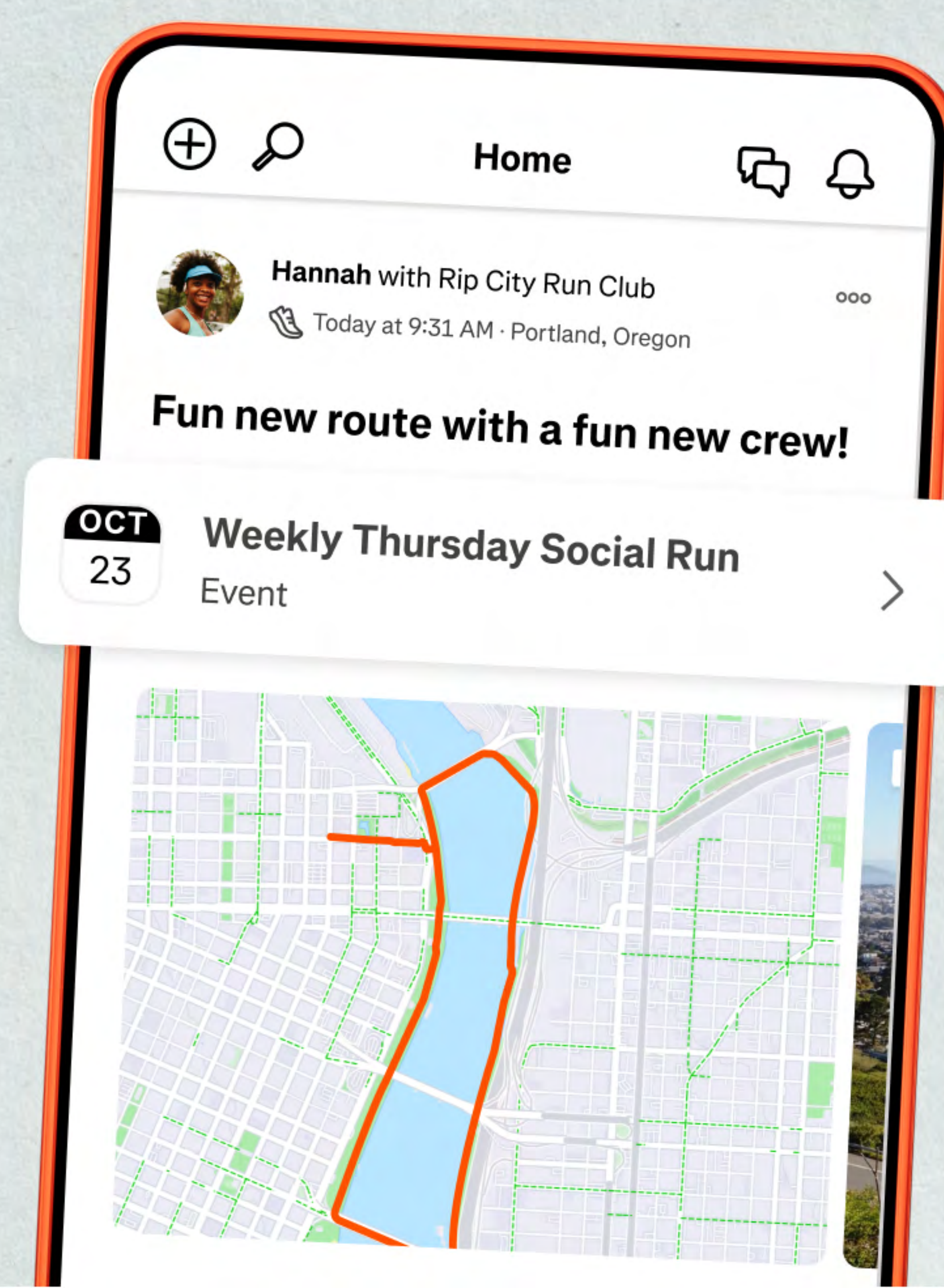
IRL events have grown alongside Clubs.

1.5x increase in Club events organized and recorded on Strava in 2025 vs. 2024.

Pro tip: Looking for a Club?

If someone you follow on Strava records from a Club-organized event, it'll say so. **Tap the event match tag** on their activity to join the Club and get alerts for their next get-together.

Tap me!



03

Active travel near and far (mostly near)

International travel is out. Exploring our backyard is in. In 2025, we still traveled – and maybe to the chagrin of those with us, **we mostly stuck to our workout schedule on-the-go.**

But while the last few years were about hard-charging around the world, 2025 was the year we kept it a little closer to home. Not that we slowed down, of course.

Exercise on the go

Men and Gen Z make time for working out when it comes to fitness on the road.

35%

more women than men say they use vacation to rest.

23%

more Gen Z than Gen X say fitness on vacation is non-negotiable.

What kind of vacation workout do we prefer?



Staycations are in

This year, we stayed closer to home.

Those surveyed were 22% more likely to vacation domestically than internationally in 2025. The exceptions? Brits and Germans. Auf wiedersehen, and remember the sunscreen.

Preference for domestic or international travel



Indonesia

Domestic **68%**



Brazil

Domestic **66%**



US

Domestic **64%**



France

Domestic **60%**



Germany

International **65%**

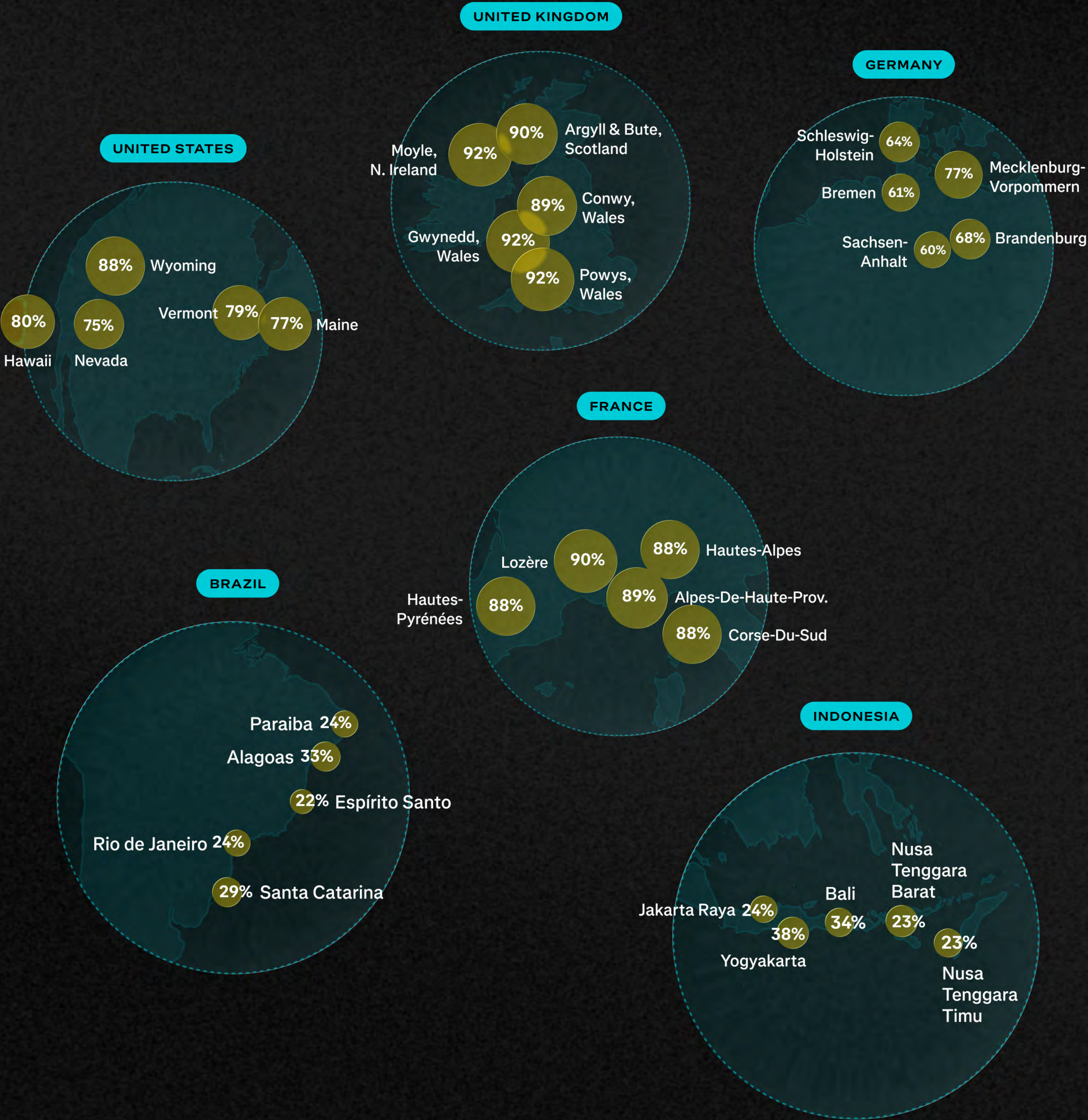


UK

International **61%**

Domestic destinations

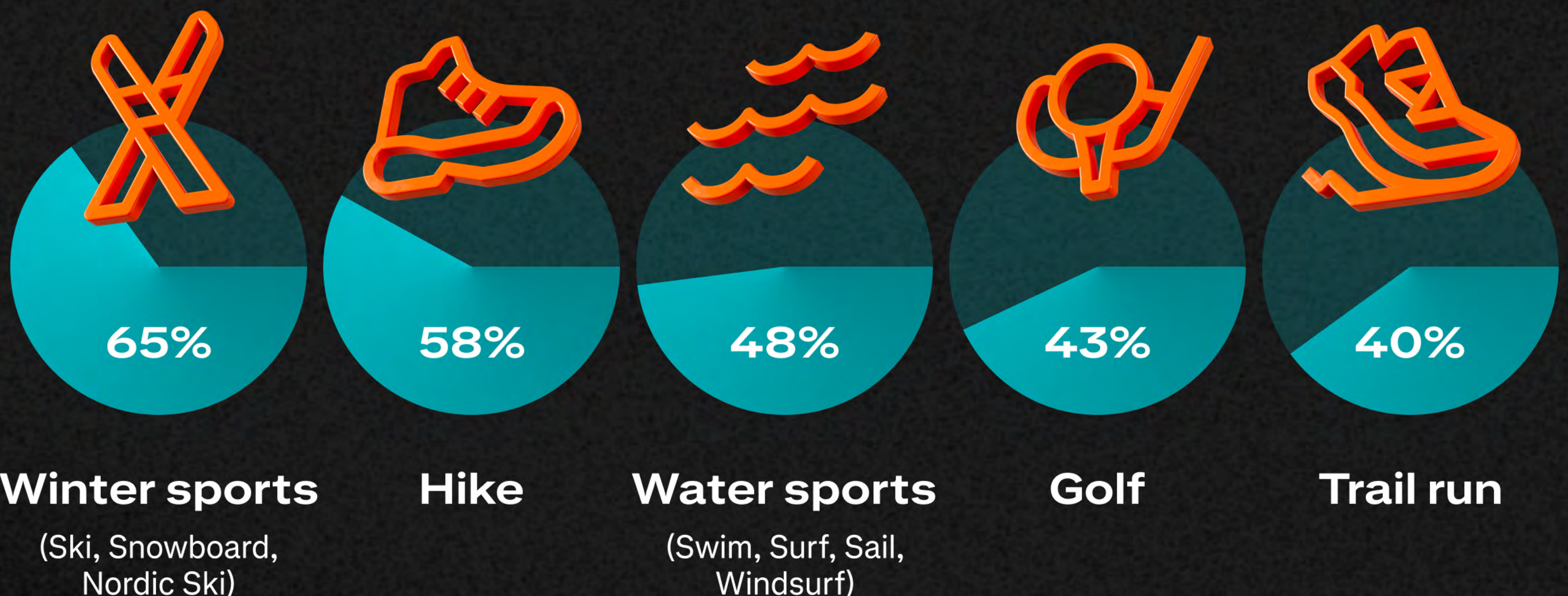
Share of recordings in state or region by users from elsewhere in the country:



Will travel for powder

In 2025, travelers gravitated toward snow – but they also made time for hiking, swimming and golf.

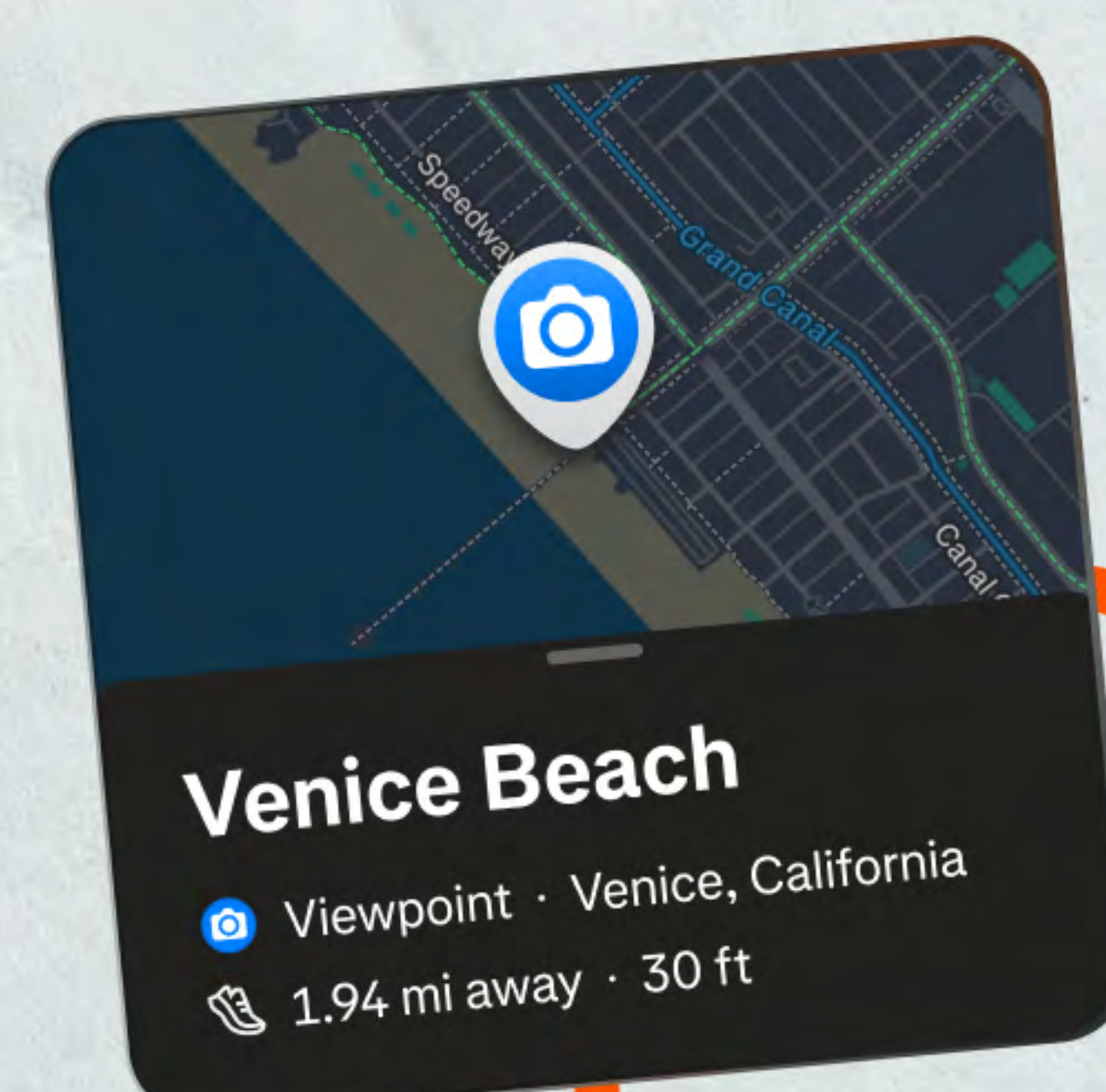
Share of activities recorded by users away from home:



Pro tip: Build a Route on vacation (or from home)

Strava's new Route building tools can deliver a personalized Route from any location.

Just pick your sport and preferences (distance, surface type, hilly vs. flat) for ready-made suggestions, or sketch your own path right on the screen.



04

The year in gear (ft. AI)

What were our favorite shoes? Bikes? Watches? And how many of us recorded with our phones instead?

Thanks to users' ability to add and edit their gear on Strava, **we can see which brands and wearables are most popular – and which are growing fastest.**

Yet in 2025, the biggest gear story might be how **artificial intelligence is turbo-charging our performance** – and how Strava and Runna have harnessed it to help users work out smarter.

Running shoes

ASICS breaks the tape.

*Model numbers not specified,
e.g. Clifton 9 or Clifton 10

Top shoes by # of
recording athletes.



1 ASICS Novablast

2 Nike Pegasus

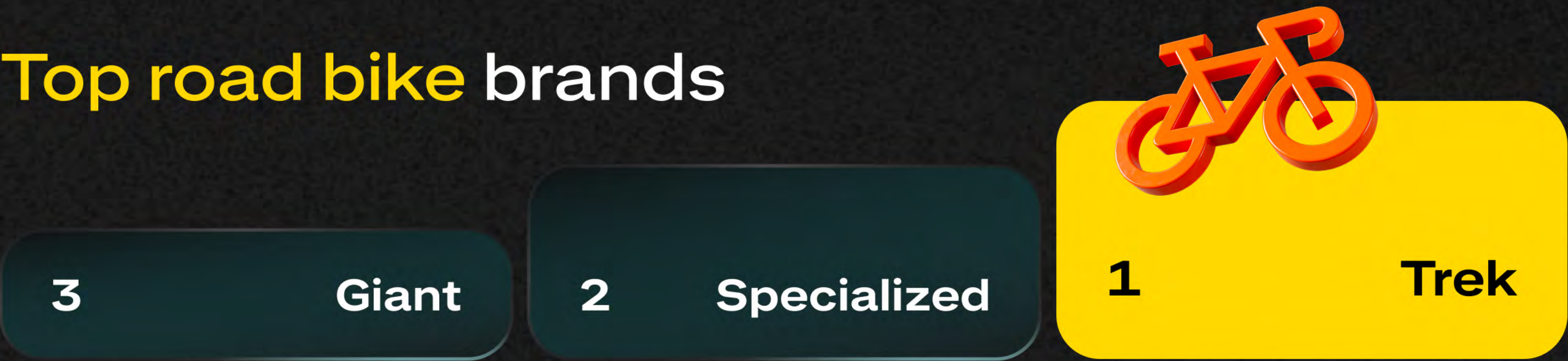
3 HOKA Clifton

Bikes

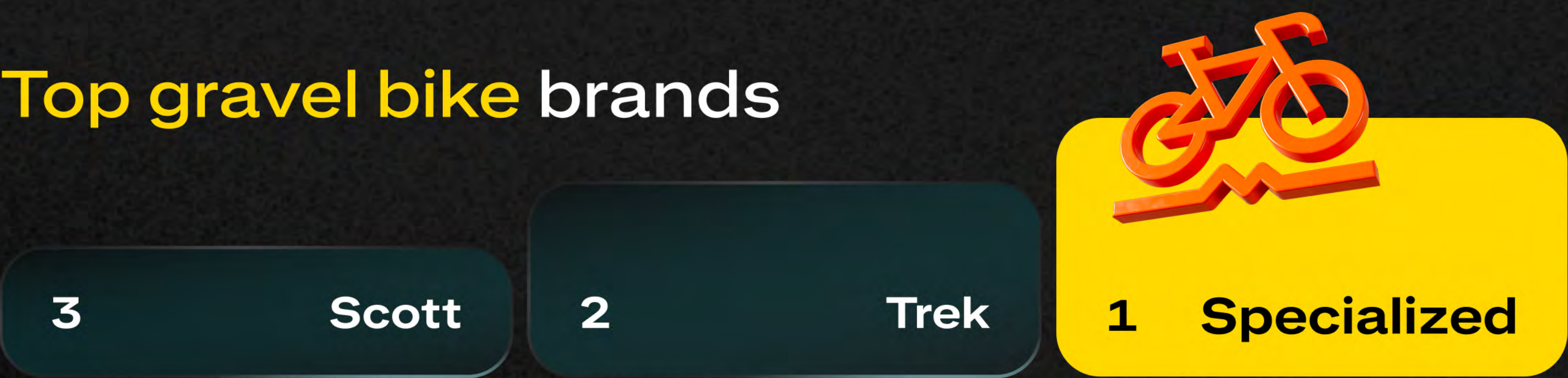
Trek and Specialized break away from the peloton.

The American brands rule the road – and gravel, and trail – sweeping the top two spots in every category.

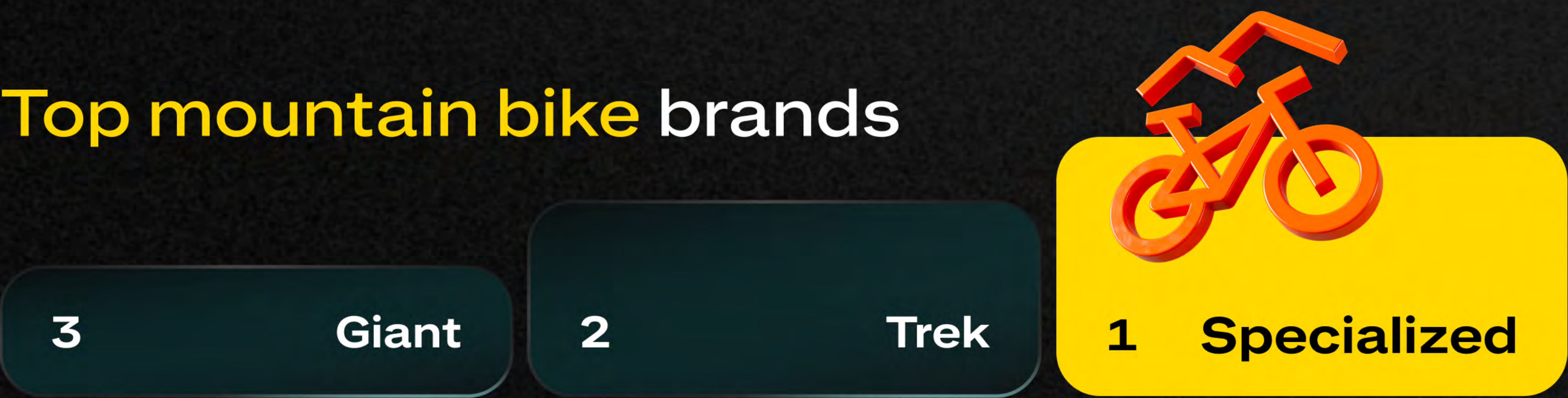
Top road bike brands



Top gravel bike brands



Top mountain bike brands



How we record

The most common way users recorded on Strava in 2025 was **through the Strava app directly**.

72% of Strava users recorded a workout using the mobile app.

Across all device types, Garmin was the second most-used brand, with Apple Health in third.

Apple took the biggest bite out of the **watch category**, where **Apple Watch** was number one.

COROS is the fastest-growing watch brand year-over-year on Strava.

Women are

70%

more likely than men to record on Strava with Apple Watch.

Non-watch wearables that are growing fast:

Oura
WHOO

AI entered the equation

When it comes to AI in our daily lives, people are **more willing to use it for fitness** than other areas.

46%

said they would use AI as a smart coach for sports.

According to our survey, **Gen Z has embraced AI to get insights into their workouts** at a higher level than other generations.

16%

said they'd use it for meal prep.

7%

said they'd use it for therapy.

In 2025, Strava and Runna harnessed AI to help us work out smarter.

Runna complements coach-crafted training plans with AI-powered performance analysis for **more personalized insights.**

Strava's in-house generative AI model analyzes data from popular community routes **to create custom Routes for you.**

86%

Of Runna-connected runners achieved a personal best in the past year.

19sec

How often an AI generated Route was created on Strava in 2025.

Pro tip: Performance Predictions

Wondering what kind of race shape you're in?



Strava's new Performance Predictions use AI to estimate your finishing times – and they've been shown to forecast within 5% accuracy for users who run at least 2-3 times per week.

But as much as AI can help us move, you know your own body best.

Recovery and rest are an important part of training. **Fridays are perfect for light activities like stretching or walking.**

Least popular day to work out =

Friday

People training for a marathon most often select Runna plans with **4** runs a week.

3 Days ☐

4 Days ☒

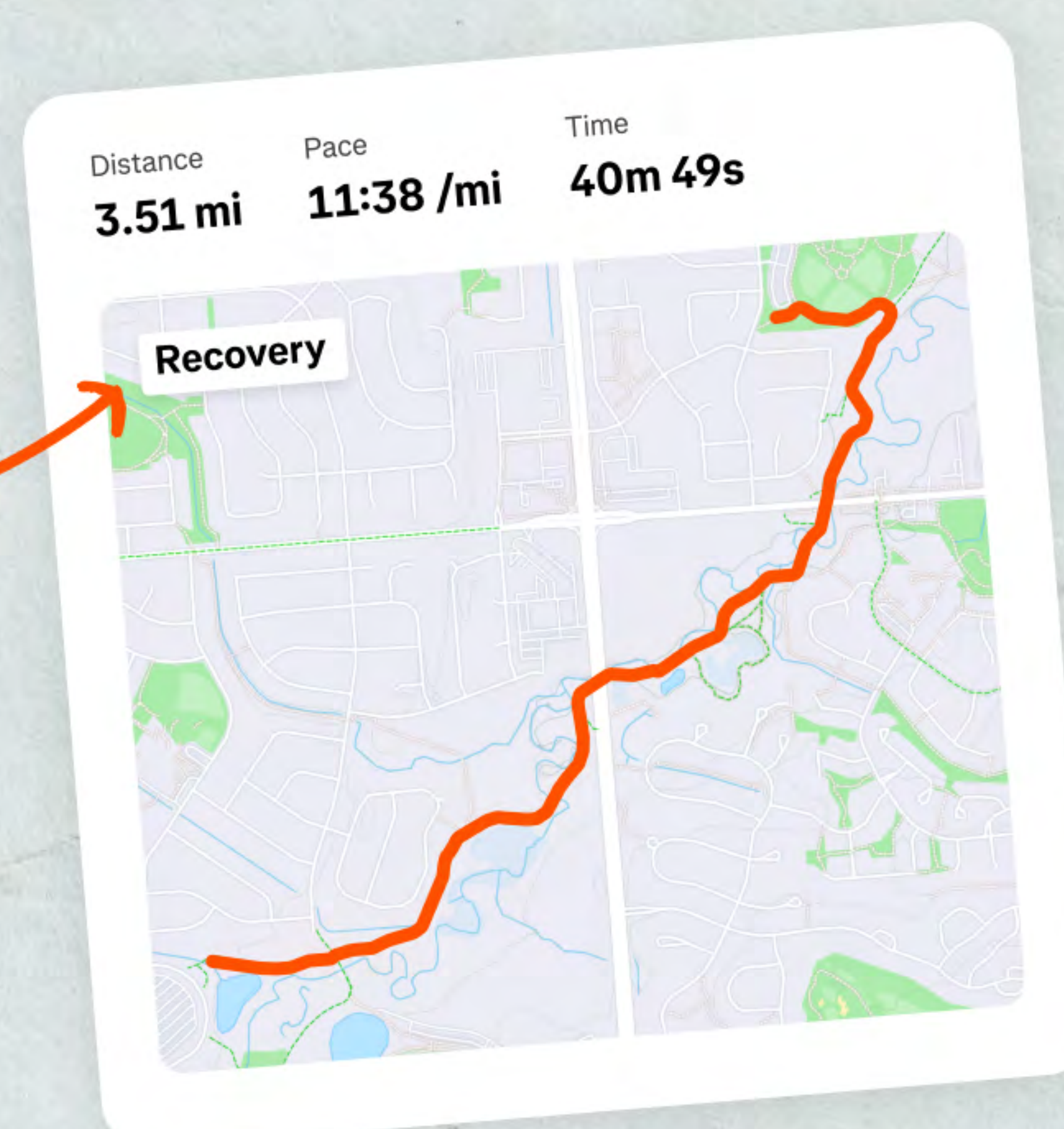
5 Days ☐



Runna training plans let you select how often you run and include deload weeks, so you get time and space to **slow down and let your body catch up.**

Pro tip: **Recovery** Tags

Tag your light Strava activities as 'Recovery' to easily **track that you're not pushing yourself too hard.**



05

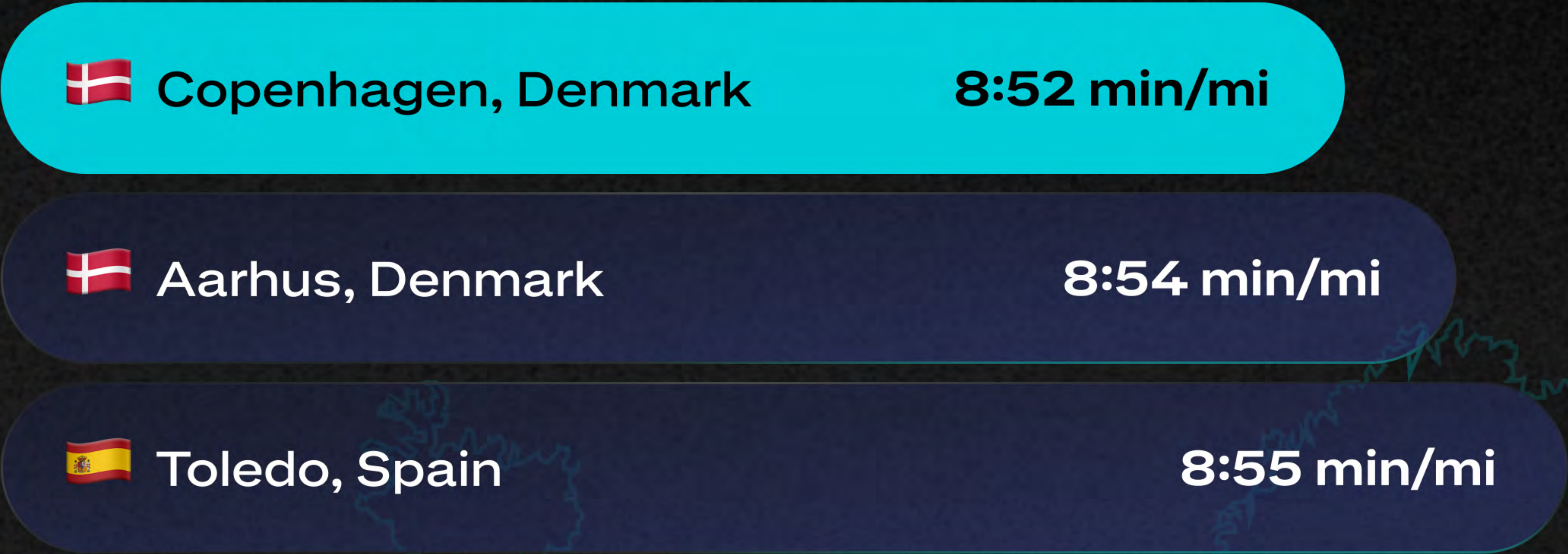
City vs. city: The 2025 leaderboards

Which city has the fastest runners? The earliest risers?
The hardest weather warriors who train through heat or cold?
Thanks to a year's worth of Strava data, we can tell you. See
who the winners are – and who your city's top rival might be.
Can your town take the top spot in 2026?

**Rankings are based on the residence of the Strava user unless otherwise noted.*

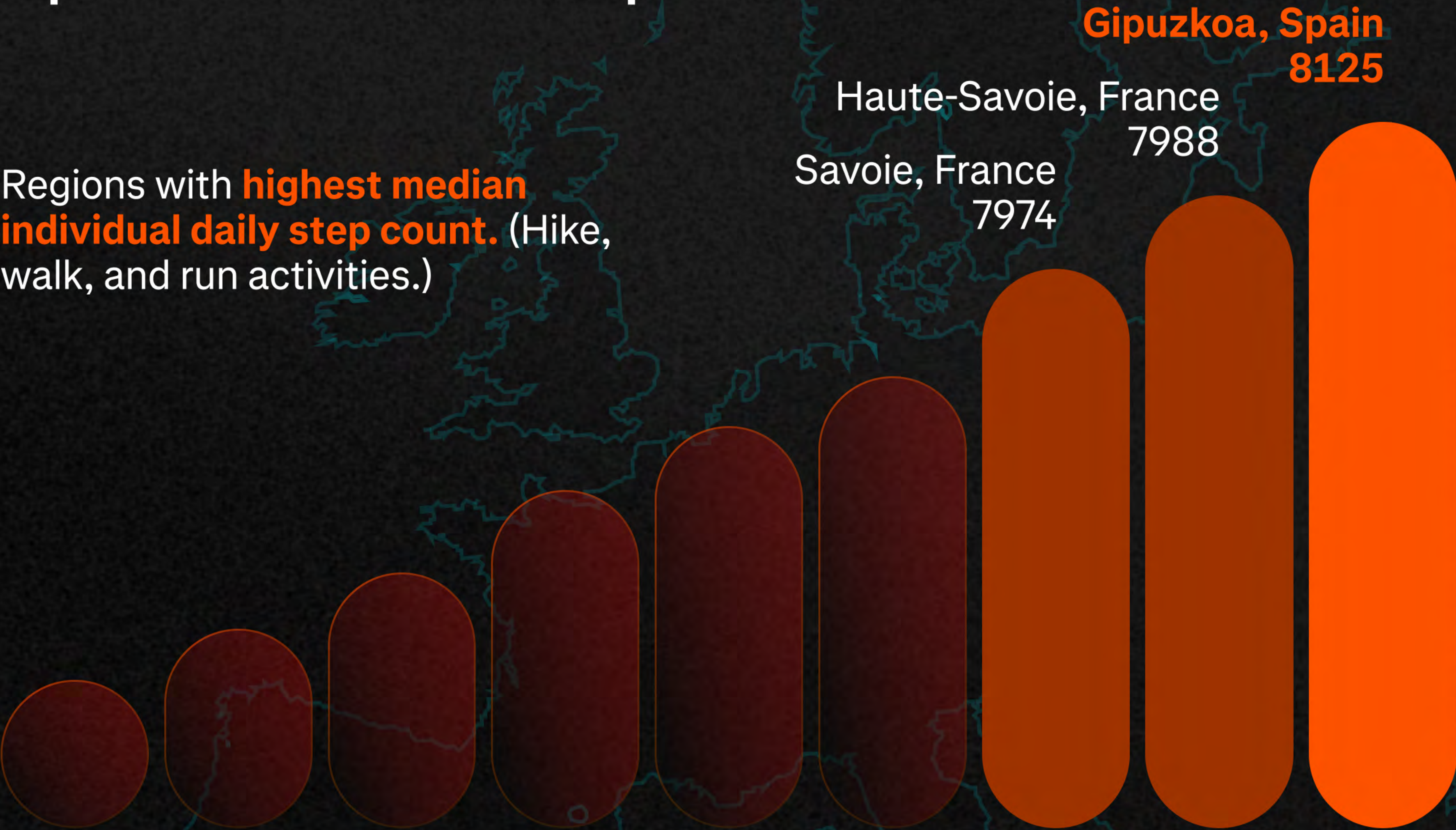
Denmark is fast

Fastest metro area by min/mile running pace.



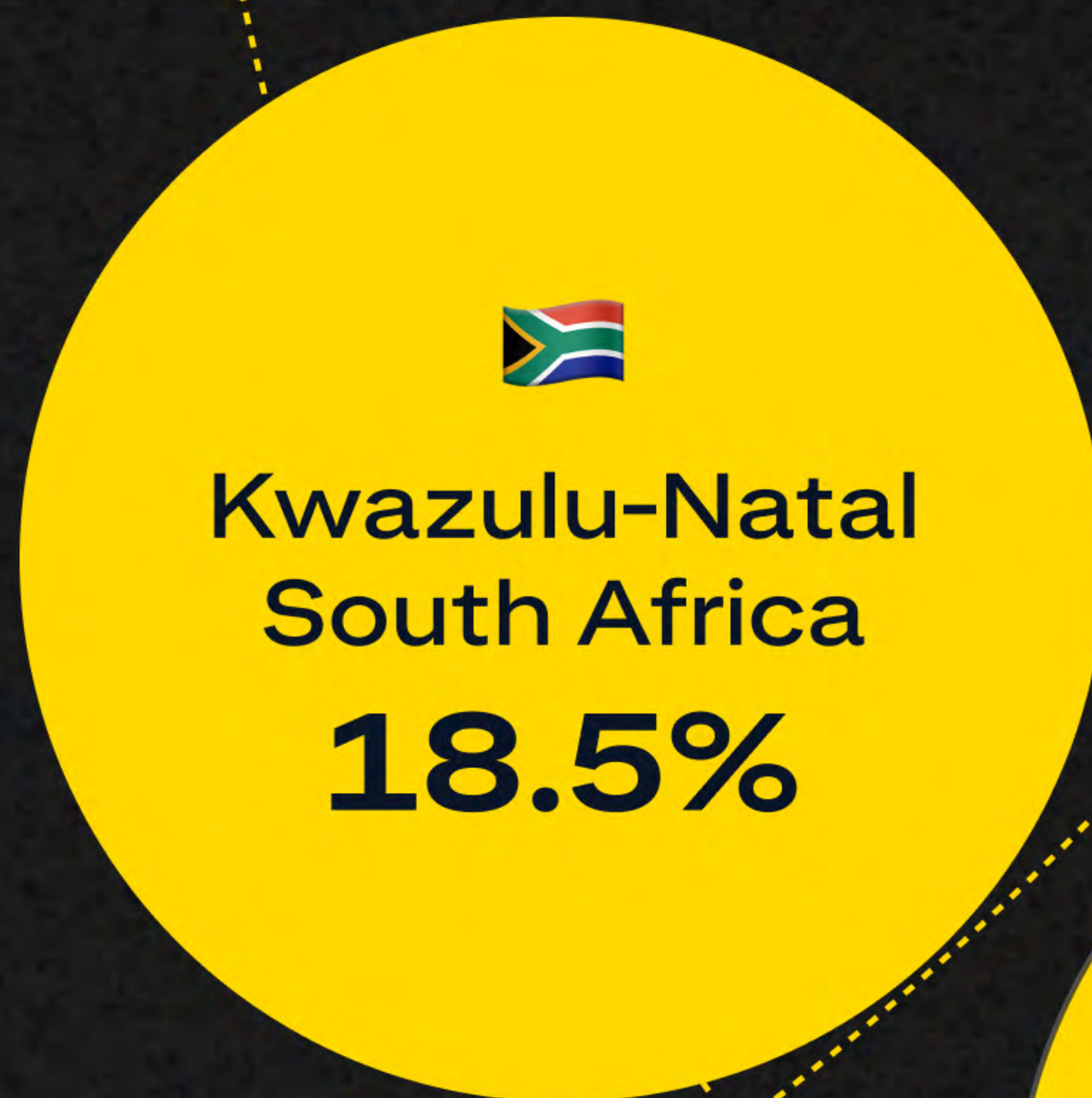
Spain leads the step count

Regions with highest median individual daily step count. (Hike, walk, and run activities.)



South Africans and Colombians run in groups

Regions with highest % of runs paired or grouped.



Indonesia has the early birds

Regions with highest % of **activities between 4-7am.**



Korea has the night owls

Regions with highest % of **activities after 9pm.**



Honorable mentions

Atlántico, Colombia has the **most activities right at sunrise: 10%**

Swiss efficiency? Geneva, Switzerland has the **most activities over lunch: 11%**

Weather warriors: Heat

Regions with highest % of activities over 80F

1	Riau Islands Indonesia	76%
2	Sarawak Malaysia	68%
3	Bangkok Thailand	66%

Weather warriors: Cold

Regions with highest % of activities under 40F

1	Greater Reykjavík Iceland	26.9%
2	Western Finland Finland	26.7%
3	Sør-Trøndelag Norway	24.2%

Most photogenic spots

% of activities* that include a photo

*In location, not by users from this location



Most-attempted Segments

Ride



1 **Mi Segmento: de la redomita a Patios**
Santa Fe De Bogota, Colombia



2 **Hebraica-Rebouças x Cidade Jardim**
São Paulo, Brazil



3 **Bridge Sprint**
Wandsworth, United Kingdom

Run

CP East Drive Terrace to 86th
New York, USA

1



GBK Loop
Jakarta Selaton, Indonesia

2



Tiro 1km
São Paulo, Brazil

3



American hustle

U.S. regional showdown

Best coast? Mighty Midwest? Southern grit? Just for fun, we looked at how Strava users around the U.S. compared.

Boston is wicked quick

Fastest runners (min/mile)

Boston, MA	9:09
Milwaukee, WI	9:10
Grand Rapids, MI	9:10

The Midwest has **five of the seven fastest towns**. If this was an all-country race, they'd dominate.

Rocky Mountain high (step count)

Median daily steps recorded

Boulder, CO	6,302
Salt Lake City, UT	5,728
San Francisco, CA	5,608

Fastest walkers (New York who?)

Walking speed (min/mile)

Birmingham, AL	19:31
Grand Rapids, MI	19:32
Minneapolis-St. Paul, MN	19:34

American hustle (continued)

Longest walks (Salinas, you good?)

Average distance per walk (miles)

Salinas, CA	2.6
Bend, OR	2.0
Santa Rosa, CA	1.9

Biggest yogis: Mountain pose

Share of users recording yoga

Denver, CO	13%
Boulder, CO	11%
Chapel Hill, NC	11%

The city that never sleeps (probably has a college campus)

Share of activities after 9pm

McAllen, TX	5%
Bryan-College Station, TX	4%
Provo, UT	3%

Most rain-soaked (it's not the PNW)

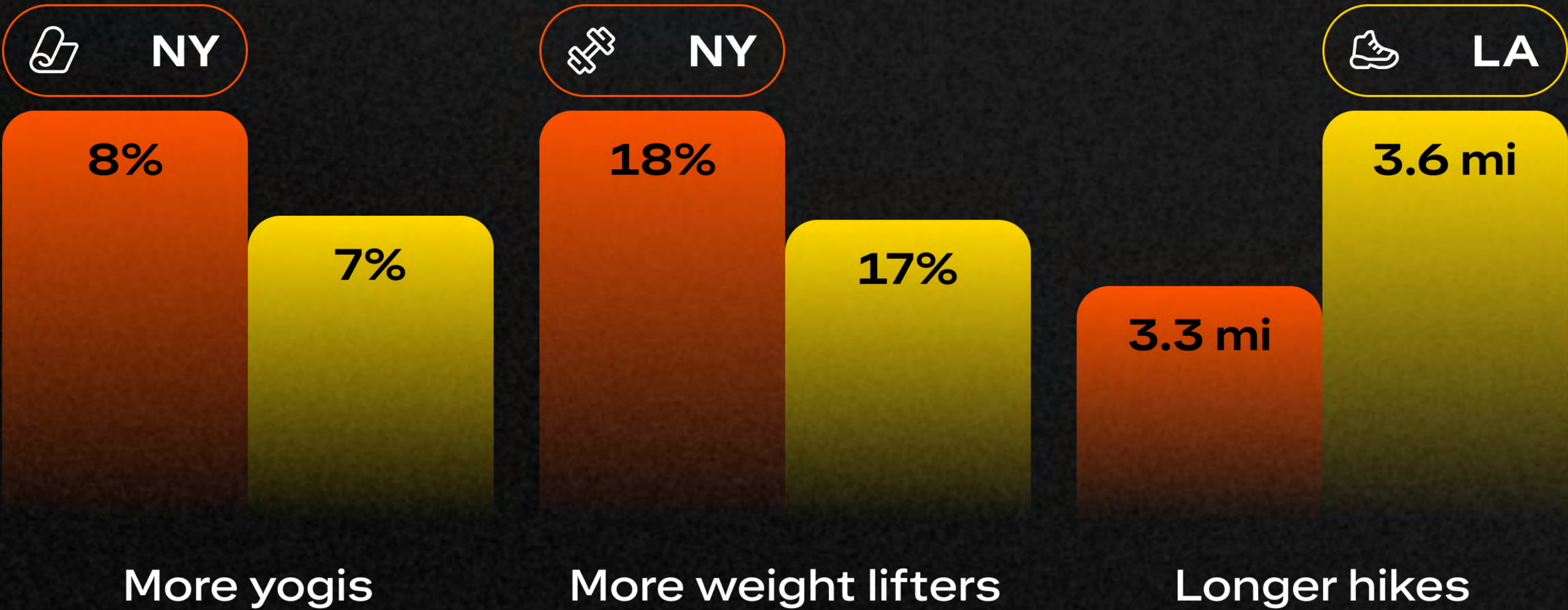
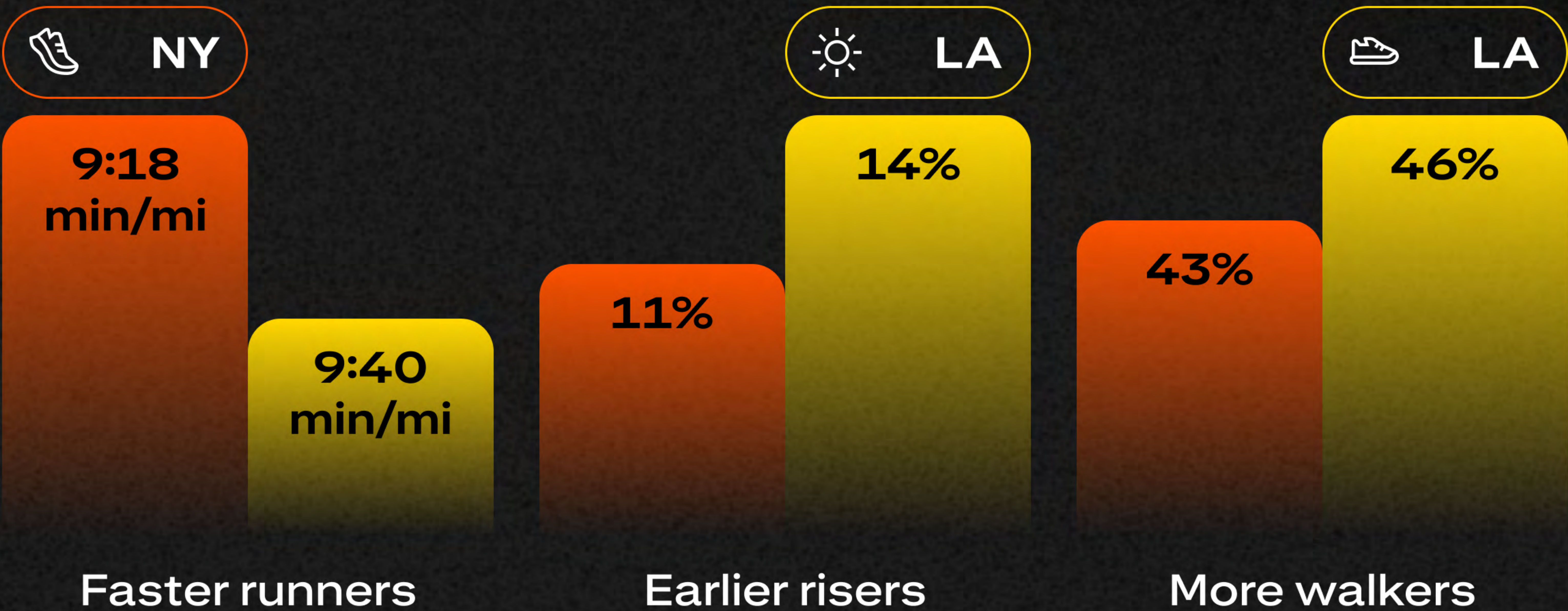
Share of users who recorded in the rain
at least once

Pittsburgh, PA	39.2%
Columbus, OH	38.7%
Chapel Hill, NC	38.6%

 **Colorado...verchievers?**
Colorado Springs and Denver are also
the top two towns for weight training.

Side hustle: NY vs. LA

How did the Big Apple and Tinseltown compare in 2025?



Hall of fame inductee: Boulder, Colorado

This town of ~100,000 is teeming with world-class athletes, but the rank-and-file also bring the heat.

In 2025, of all American cities, Boulder had the:

Most steps per day:

6,302

Longest average run:

4.4 miles

Most weekly moving time:

3:09:58

Longest median streak:

39 days

Highest share of runners who earned a PR:

57%



Boulder, CO

Conclusion

There you have it. A snapshot of 2025. We ran strong, gathered with our communities, and made exercise a priority even when it was challenging.

It was the year we started a record number of Clubs, earned a record number of crowns, and gave a record number of kudos.

Most of all, it was a year when we saw progress – and committed to more of it in 2026 and beyond.

So what are you waiting for? Let's get after it. And remember – Strava, or it didn't happen.

