

STATE OF

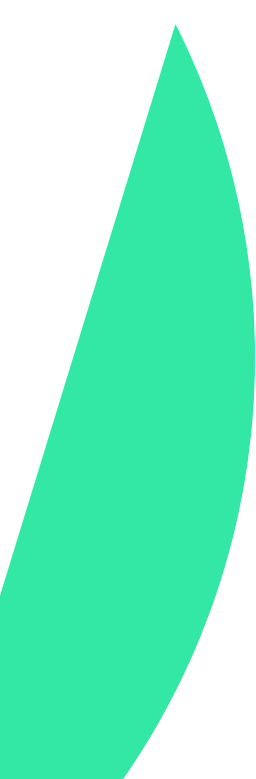
RUNNING in France

BY

**RUN
MOTION**

COACH

**STUDY CONDUCTED IN APRIL 2024
AMONG REGULAR RUNNERS IN FRANCE**



THE STUDY

THE STATE OF RUNNING

in France



The State of Running in France by RunMotion Coach returns for its **4th edition**, following the editions of October 2020, June 2022, and June 2023, to **analyze the practices of regular runners – those who run at least twice a week.**

These are the runners who inspire their friends and family with their active lifestyles and who are the most passionate about running.

2024 is marked by exceptional participation in races and earlier registrations by runners. Let's take a look at the evolving practices of regular runners.

THE ECOSYSTEM RUNNING

RUN
MOTION COACH

A QUALITY MEDIA

≈ **1M**

OF PEOPLE AFFECTED / MONTH

BLOG

3M Visitors/year

5M Pages read /
year

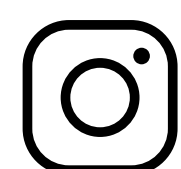
NEWSLETTERS

170K subscribers

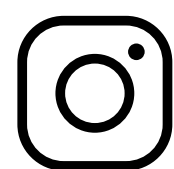
ON SOCIAL MEDIA



17K



40K



10K



12K



15K



10K

THE RUNMOTION APP

800K
USERS

+ 20K
NEW
USERS
/ MONTH



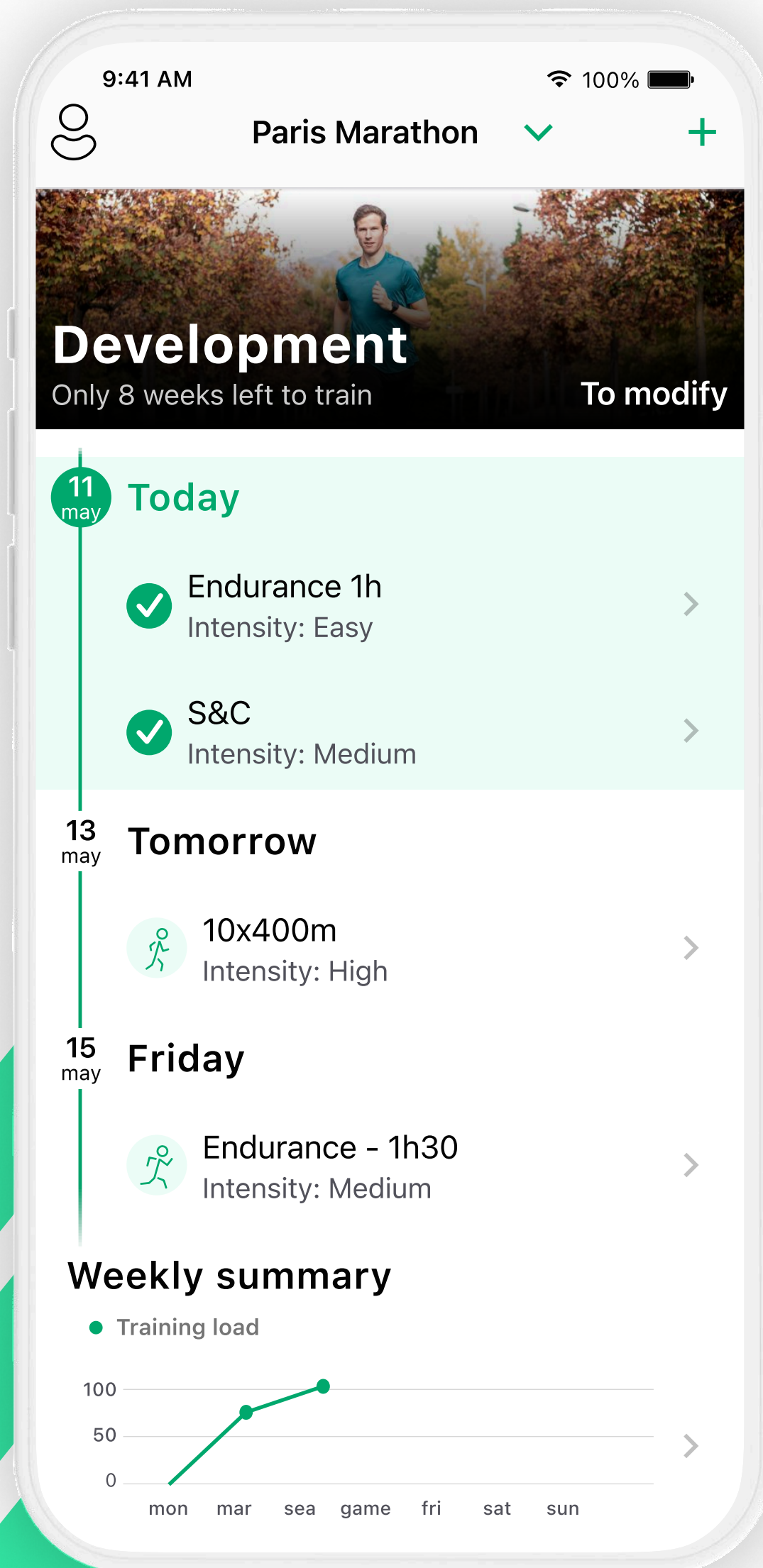
88% of objectives achieved.



All levels.



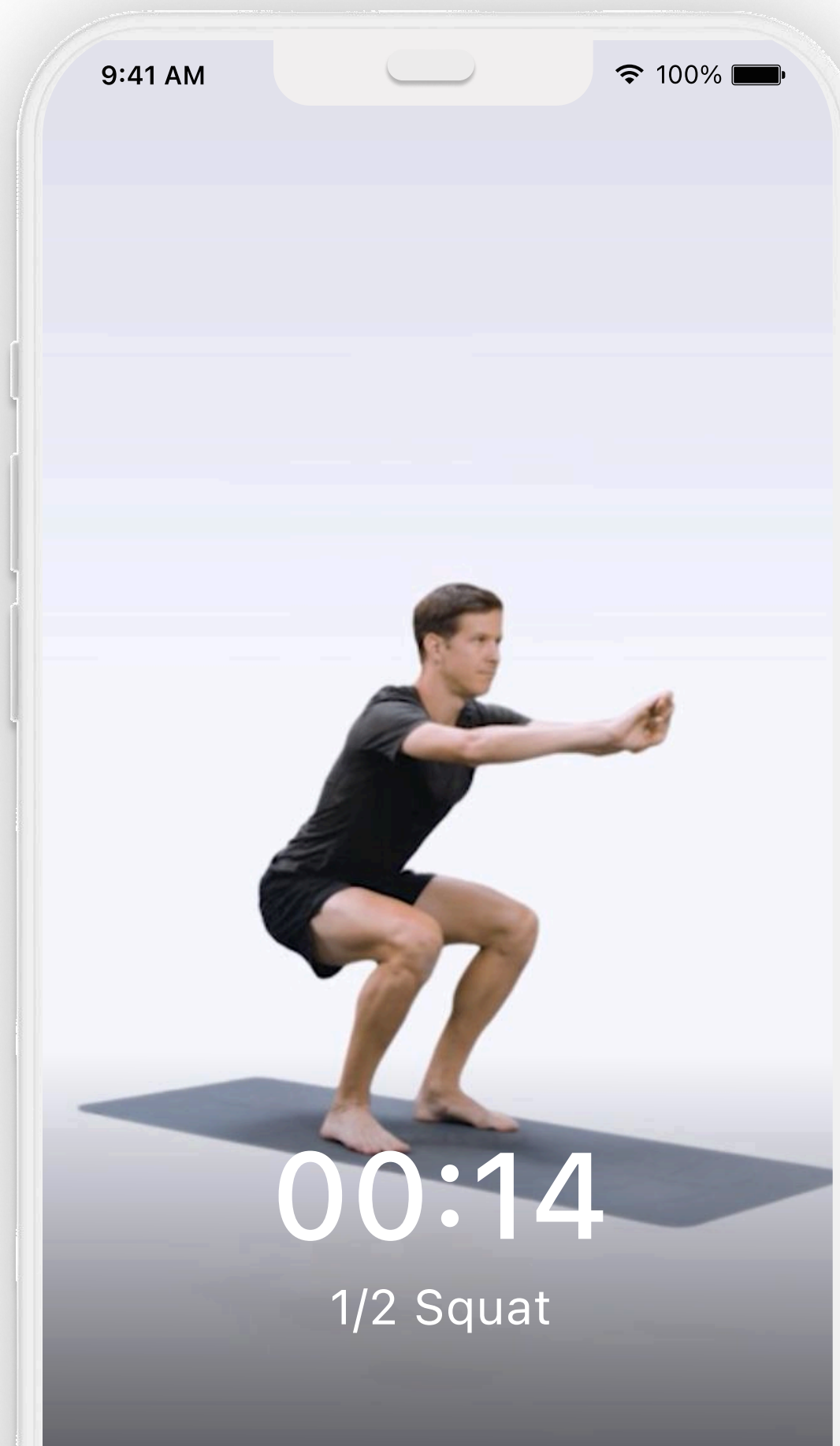
TRAINING PLAN CUSTOMIZED



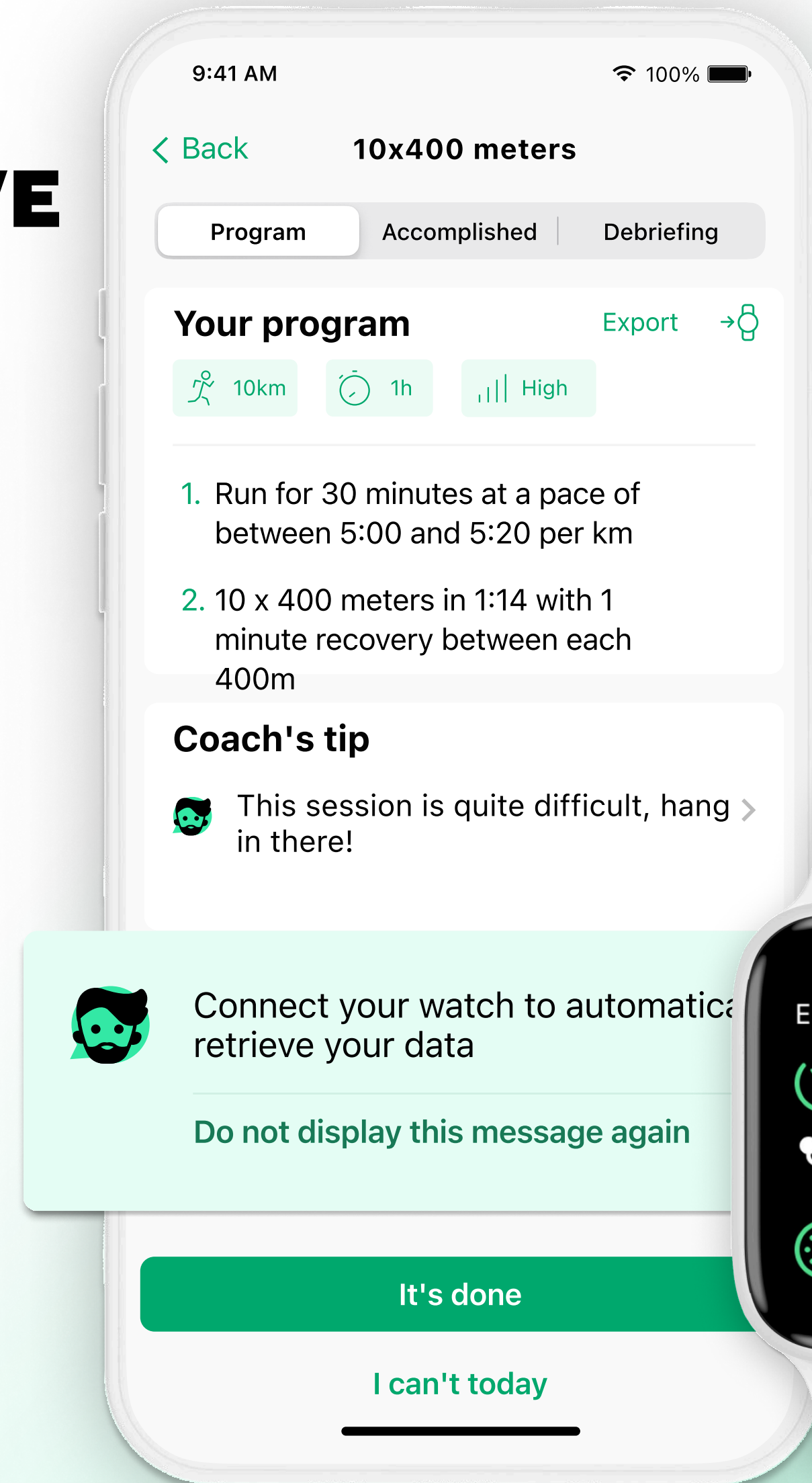
RUN MOTION

COACH

S&C MODULE COMPLETE & INTUITIVE



EXPORT YOUR SESSIONS TOWARDS YOUR WATCH





IS A **PARTNER OF** NUMEROUS
CONNECTED SERVICES AND
RACE ORGANIZERS



Compatible with:



Partner with:



RESPONDENT PROFILE: REGULAR RUNNERS

It is estimated that in France around 5 million runners run at least once a week* and that around 4 million runners participate in a race each year.

3.8
WORKOUTS PER
WEEK

10.8 km
BY WORKOUT

60%

MEN

40%

WOMEN



■ Their weekly frequency:

THE STUDY SAMPLE:

1%

ONCE A
WEEK

12%

TWICE A
WEEK

44%

3 TIMES A
WEEK

27%

4 TIMES A
WEEK

15%

5 TIMES A
WEEK +

2862
RESPONDENTS

Online form

DATA
52,860

Randomly selected
RunMotion users

#1

RUNNING IS AN IMPORTANT WAY TO FEEL GOOD

■ The reasons for their running practice:

83%

PHYSICAL HEALTH

77%

**MENTAL
WELL-BEING**

70%

**SURPASS MYSELF
IN RACING**

21%

SOCIAL ASPECT

7%

**STIMULATE MY
CREATIVITY**

■ Why they started running:

49%

**TO BE IN
BETTER SHAPE**

43%

**PERSONAL
CHALLENGE**

24%

**EASILY
ACCESSIBLE SPORT**

20%

**TURNING POINT
FOLLOWING A
PERSONAL EVENT**

11%

**TO RUN
WITH FRIENDS**

10%

**NO
PARTICULAR REASON**

#2

RUNNERS RUN ALONE MOST OF THE TIME AND FOLLOW A TRAINING PROGRAM.

80%
ALONE

10%

**WITH A RUNNING GROUP
OR CLUB**

5%

**WITH ONE OR
MORE FRIENDS**

3%

**WITH SOMEONE
FROM MY FAMILY**

2%

**WITH ONE OR
MORE COLLEAGUES**

How do they train?

70%

With a training plan

25% -1 point

25% +3 points

20% -1 point
vs 2023

With a personal coach or a club

Coaching app*

internet plan or magazine

28%

2%

Without a training plan, just going by feel

I do the same sessions as my friends.



*panel limited to 1 200 people outside the runmotion community

#3

THE RUNNERS ARE AWARE OF THE IMPORTANCE OF STRENGTH & CONDITIONING (S&C).

FREQUENCY

8% 3 times or more

24% twice a week

36% 1 time / week

24% Rarely

8% Never

GOALS

85% Injury prevention

73% Performance improvement

29% Diversifying my training:
so I don't just run

28% Aesthetics: having
a harmonious body

23% Diversifying my practice:
it's easy to do at home

RESULTS

50% Yes, I have better
endurance
(and even 56% for
RunMotion users)

24% Yes, I run faster.

41% I haven't noticed
any improvement.

<1% I'm not running as
well



#4

THE ENTHUSIASM FOR RACING IS AT ITS PEAK!

■ In 2023, the runners participated in:

25%
MORE THAN 5 RACES / YEAR

62%
1 TO 5 RACES PER YEAR

13%
NONE

■ In 2024, the runners plan to participate in:

33%^{+8 points}
MORE THAN 5 RACES / YEAR

63%^{+1pts}
1 TO 5 RACES PER YEAR

4%^{-1 point}
NONE



#5

THE COURSE REMAINS THE NUMBER ONE CRITERION FOR RUNNERS!

■ The most important criteria for registering for a race

71% +7 points

The route offers beautiful scenery

61%

The route (distance & elevation gain profile)

55%

The race is taking place near my home.

24% +3 points

The prestige or renown of the race

20%

Being able to register and run with a loved one

THEIR MOVEMENT:

Do they favour public transport?

18% Yes, absolutely

21% Yes, definitely.

36% No

24% No, I live far from public transport

54% do not want to run beyond 200km

15% are ready to travel over 1000km

#6

INCREASINGLY IMPORTANT LINKS BETWEEN ROAD AND TRAIL RUNNING

THEIR RACES:

48% road and trail

34% road

18% trail

78%

STARTED BY ROAD

41% HAVE CHANGED DISCIPLINES

29%

encountered difficulties switching disciplines. For trail running: "elevation gain", "descents", "training terrain", "adapting training".

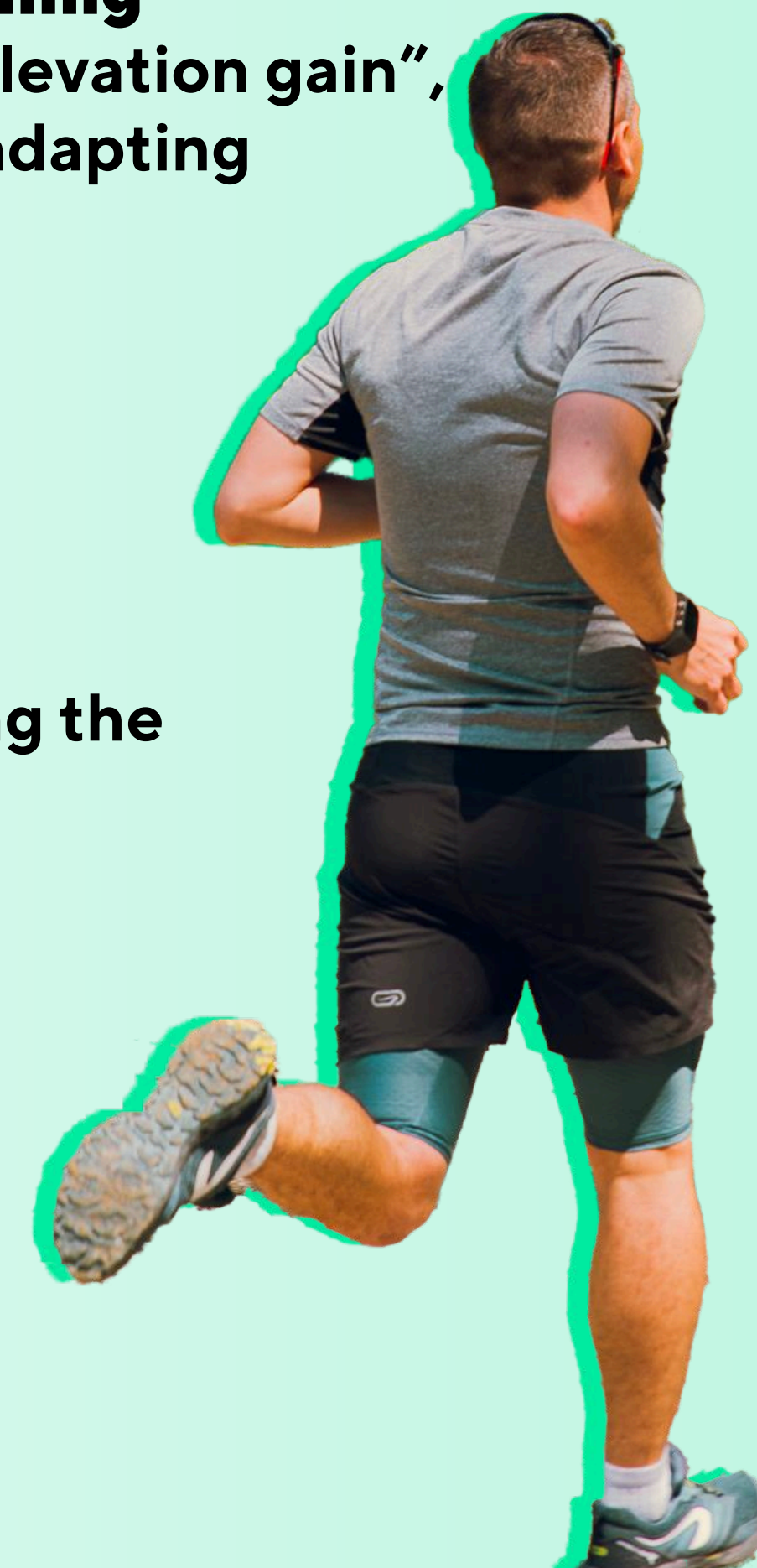
WHY DO THEY CHANGE?

ROUTE TO THE TRAIL

"nature", "trail", "less traumatic", "varying the pleasures", "less time pressure"

TRAIL TO ROAD

"more accessible", "likes speed", "have reference times", "attempt a marathon"



#7

BUDGETS ARE UP AND EXCEED €1000

Average budget

€1002 / year*

+€90 vs. 2023

For their running practice

Median budget

€720 / year*

MATERIAL

RACES

€405

Median budget
€200/year*

€450

Median budget
€350/year*

TRAINING

€147

28%
spend €0

#8

THE RUNNERS ARE EXTREMELY CONNECTED

Do runners use a mobile app in their training?

96% YES

88%

View statistics of activities

54%

For my coaching, follow my training plan*

48%

Live GPS tracking to measure your route in real time

21%

Earn rewards through my activities

What electronical gear?

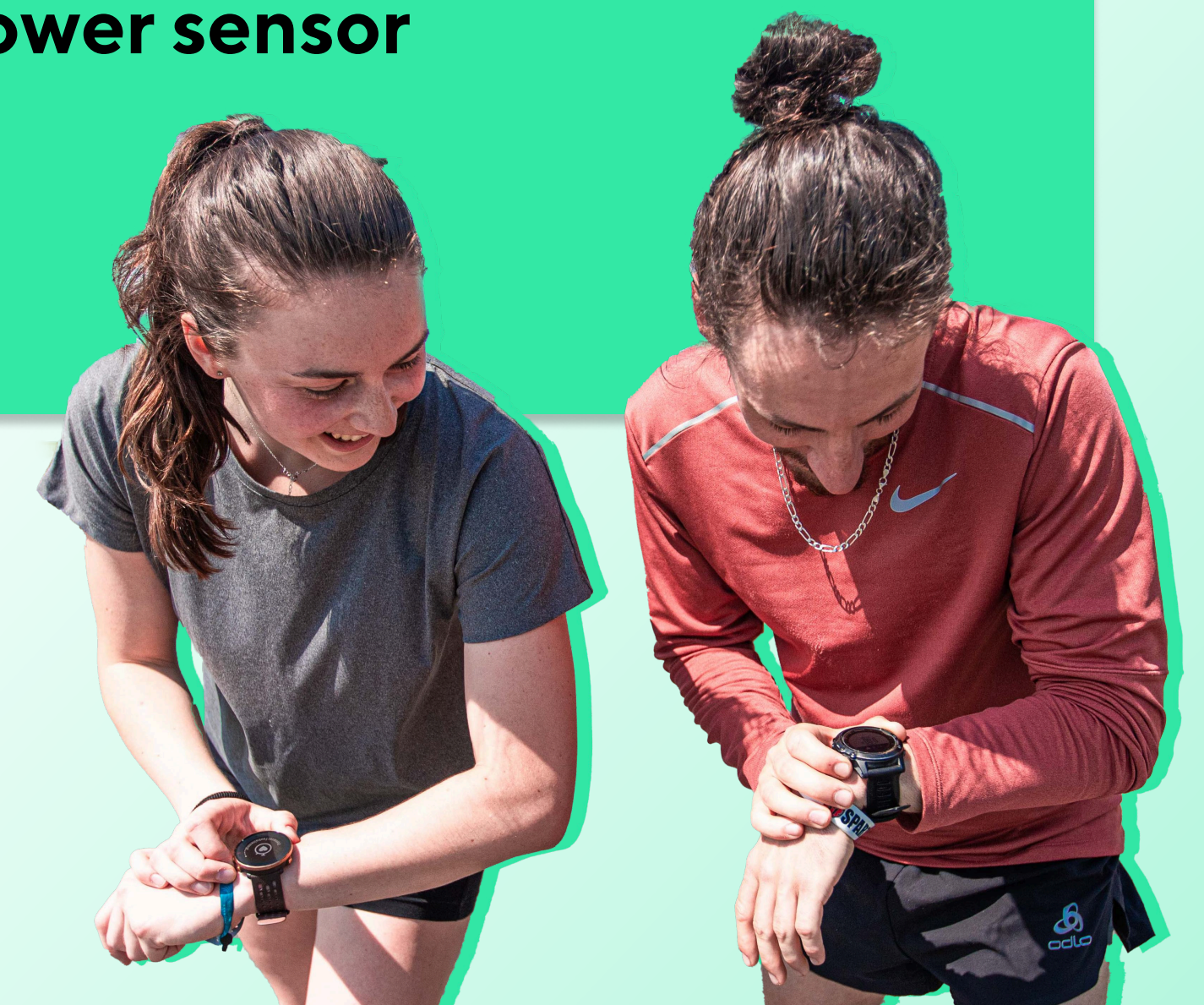
96% GPS Watch

51% Connected headphones

42% Smartphone

26% Heart rate monitor

4% Power sensor



*panel limited to 1200 people outside the runmotion community

#9

CARBON PLATE SHOES ARE BECOMING MORE ACCESSIBLE.

Footwear Market Share

GENERAL

Asics	18%
Hoka	17%
Saucony	14%
Brooks	13%
New Balance	5%
Solomon	5%
Nike	5%
Mizuno	4%
On Running	4%
Adidas	3%
Puma	3%
Altra	3%
Kiprun	3%
Others	4%

ROAD

Asics	19%
Saucony	16%
Hoka	13%
Brooks	13%
Nike	8%

TRAIL

Hoka	24%
Solomon	14%
Brooks	12%
Asics	11%
Altra	6%

Carbon plate shoes

+5pts vs 2023
26% YES

74% NO*

+3 points
***75%** Not useful for my practice

-6 points
***20%** Price too high

***23%** Would like to buy one someday

#10

A RISE IN THE POWER OF STRAVA AND DIGITAL TOOLS FOR ADVICE

The channels used by runners to follow their passion for running

74% STRAVA

Women: 66%
Men: 79%

58% INSTAGRAM

Women: 70%
Men: 51%

46% FACEBOOK

42% PODCASTS

38% YOUTUBE

5% TIKTOK

9% OTHERS



Sources of advice

67%

Experts: coaches, physiothe

52% ^{+5 points} Blog, website, YouTube

34% Press / Books

33% Friends & family

25% Elite athletes

20% Influencers

#11

THE SPECIFICITIES OF FEMALE RUNNERS ARE NOT YET BEING SUFFICIENTLY TAKEN INTO ACCOUNT

Menstrual cycles

54%

do not
sufficiently informed about the impact of
menstrual cycles on their training

24% feel sufficiently informed

22% have no opinion

Only **23%** adapt their training
depending on their cycles

58% believe that coaching tools
do not take it into account sufficiently

Do you feel safe when you run?

67%

though I pay attention
to the place and time I run.

19% Yes, I never worry about the
place or time I run.

15% No, I'm often afraid
something will happen to me.

Is women's clothing suitable? (Rating from 0 to 10)

6.8 / 10

How has it evolved?

7/10



#12

THE MARATHON FOR ALL (PARIS 2024) IS AN ACTIVATION THAT GENERATES EXCITEMENT, BUT KEEPS NON-PARTICIPANTS AT BAY.

The course and conditions
are exceptional, and participants
are worried:

The Olympics have no impact, not even
inspiration, on 93% of
French runners.

43%

POTENTIAL HEAT

42%

**THE ELEVATION GAIN
(400M OF ELEVATION GAIN OVER 16KM)**

22%

**THE ACT OF RUNNING AT
NIGHT**

For the participants in the Marathon for
All, the enthusiasm is palpable:

67%

believe that the Olympics have an
impact on their practice

CONCLUSION

THE STATE OF RUNNING

in France

Regular runners are more connected than ever, using it to train and staying informed about their sport. They are also registering for breeds much earlier than ever before. In France, the line between road and trail running is becoming increasingly blurred. Runners who focus exclusively on one or the other are becoming the exception.

While differences between men and women exist, these differences in behavior are more a matter of skill level than gender, in terms of budget, training methods, and equipment choices.

Running, in general, still has a bright future!