

STATE OF RUNNING IN FRANCE

BY **RUN**
MOTION COACH

**STUDY CONDUCTED IN MAY 2025
AMONG REGULAR RUNNERS IN FRANCE**

THE 2025 EDITION

THE STATE OF RUNNING IN FRANCE

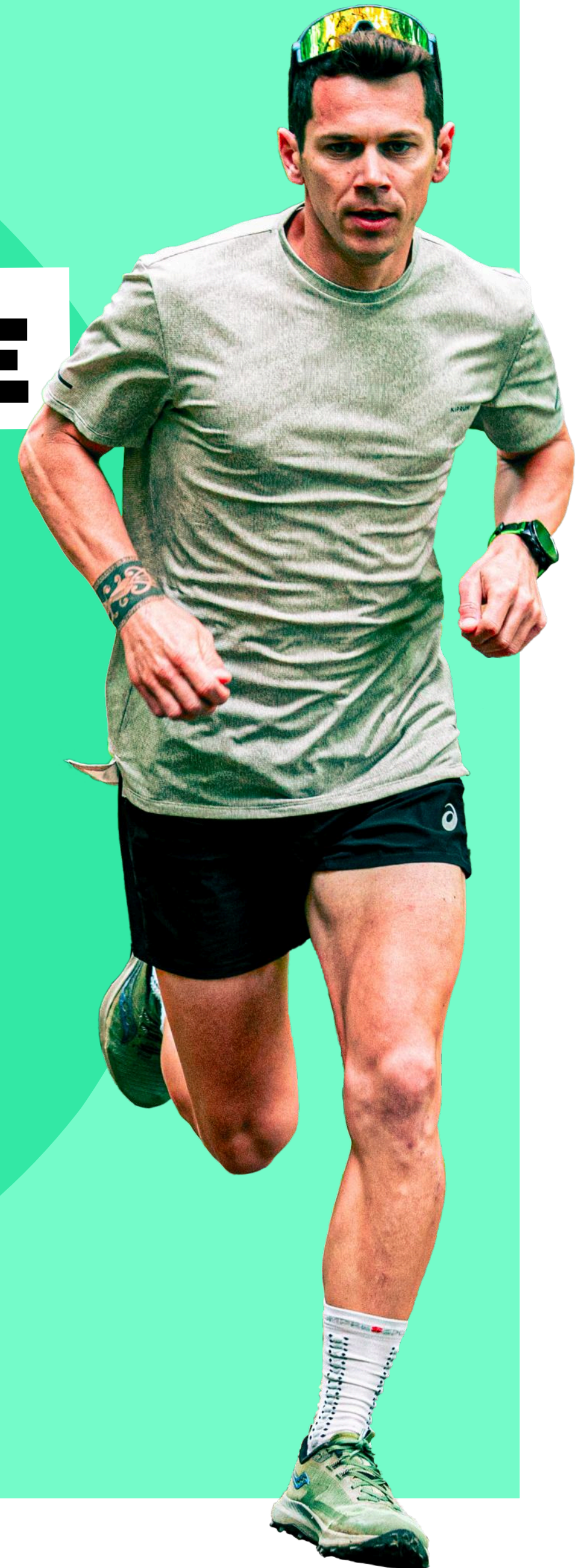
Since 2020, the **State of Running in France by RunMotion Coach** has been providing an overview of the running habits of regular runners—those who run at least twice a week. True motivators for their communities, these passionate individuals embody an active and engaged lifestyle.

By 2025, the enthusiasm for races reached unprecedented levels.

Starting lines filled up at an incredible pace. Some spoke of a tidal wave, others of a turning point in the history of running.

Trail running continued to gain ground, and a new generation of runners no longer hesitated to push their limits, both on pavement and trails.

Let's delve into the major trends shaping running in France today.



WHO ARE WE

A MEDIA

≈ **2M** OF PEOPLE
AFFECTED / MONTH

- **BLOG**

3M Visitors/year

6M Pages read /year

- **ON SOCIAL MEDIA**



23K



58K



15K



23K



15K

- **NEWSLETTERS**

250K subscribers

**RUN
MOTION** COACH

THE RUNMOTION APP

1 million
USERS

+ 30K
NEW
USERS
/ MONTH

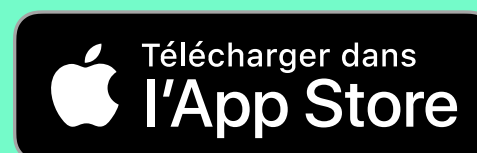
- All levels
- 88% of objectives achieved
- Rating 4.7/5.0 on app stores
- A pioneer in AI-powered coaching since 2018



**RUN
MOTION** COACH

REACH YOUR RUNNING GOALS

Your personalized training plan:
Tips & Motivation

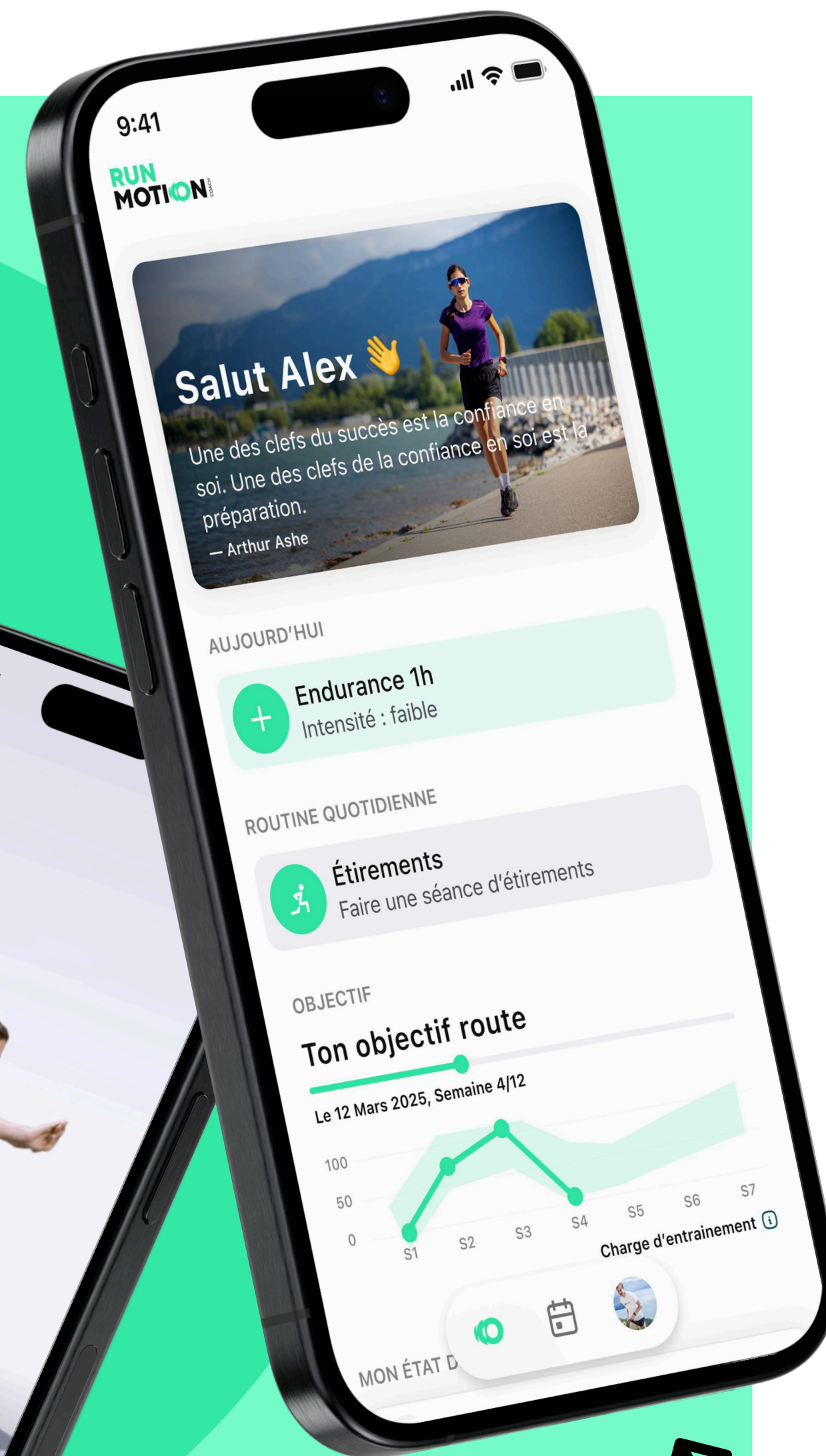
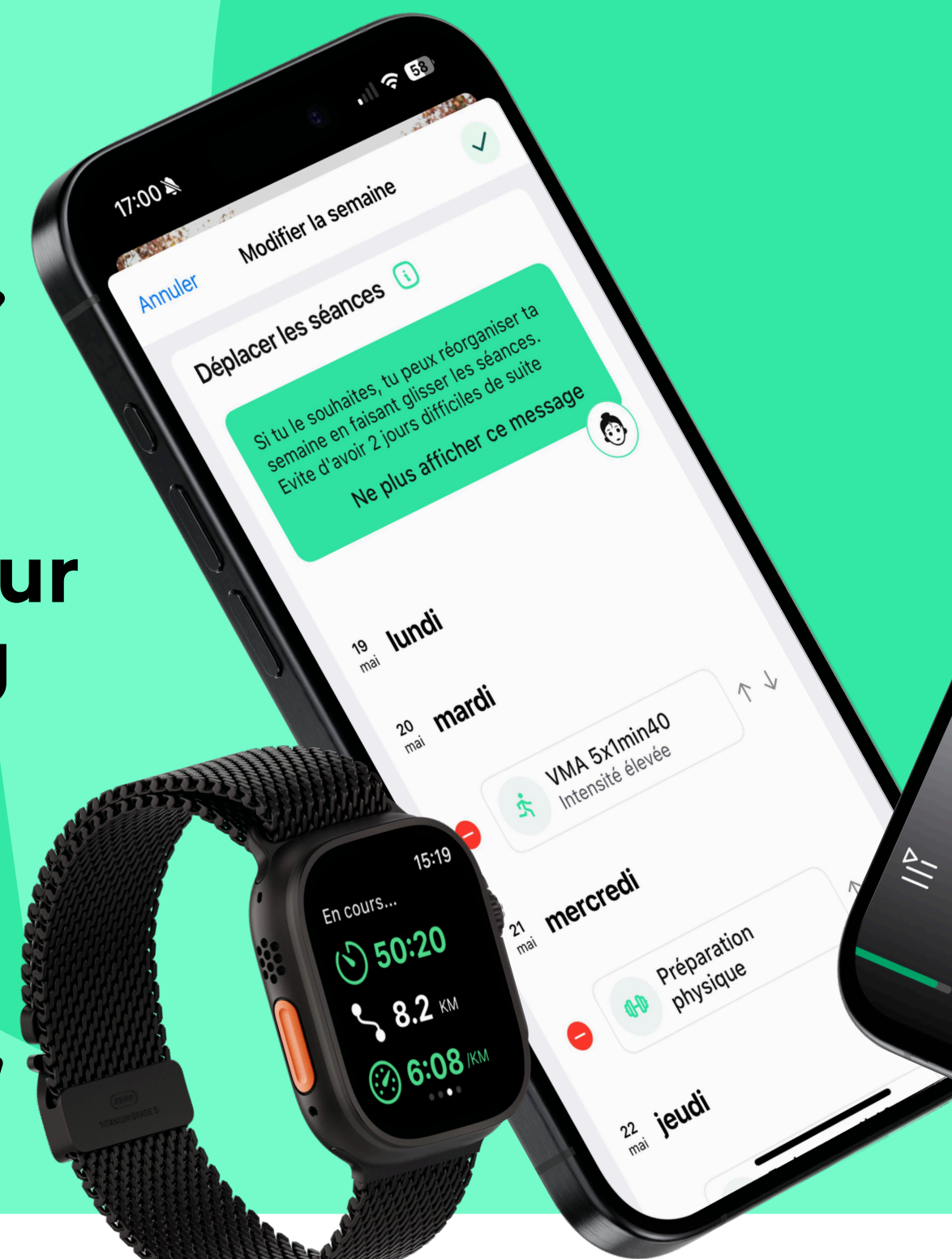


Complete and
intuitive PPG
module

Adapt your
training

Export your sessions to
your watch

Train
yourself



**RUN
MOTION** COACH

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

Compatible with:

SUUNTO

GARMIN

POLAR

STRAVA

APPLE WATCH

COROS

Partner with:

UTMB®
WORLD SERIES

HOKA
SEMI DE
PARIS

asics
SAINTÉ
LYON

ALPS
LAC
D'ANNECY

HOKA
UTMB
MONT-BLANC

L'Ultra
MARIN®

MARATHON
MONT BLANC

MARATHON
VANNES

Marathon
International
IN DEQUVILLE

MARATHON
DU LAC
D'ANNECY

LES
TEMPLIERS
HOKA

10 KM
CHAMPS ELYSÉES

And more than 40 other races

#1

RESPONDENT PROFILE:

REGULAR RUNNERS

In France, approximately 5 million runners run at least once a week * and approximately 4 million runners participate in a race each year.

3.7

WORKOUTS PER
WEEK

10.8 km

BY WORKOUT

• Their weekly frequency:

2%

ONCE A
WEEK

12%

TWICE A
WEEK

43%

3 TIMES A
WEEK

29%

4 TIMES A
WEEK

14%

5 TIMES A
WEEK +

THE STUDY SAMPLE:

QUESTIONNAIRE

5893

Respondents

DATA

82 860

Randomly selected
RunMotion users

46%

WOMEN

54%

MEN



#2

RUNNING IS AN IMPORTANT WAY TO FEEL GOOD

- The reasons for their running practice:

83%

PHYSICAL HEALTH

76%

MENTAL
WELL-
BEING

67%

SURPASS
MYSELF
IN RACING

18%

SOCIAL
ASPECT

8%

STIMULATE
MY
CREATIVITY

- Why they started running:

48%

TO BE IN
BETTER SHAPE

43%

PERSONAL
CHALLENGE

25%

EASILY
ACCESSIBLE
SPORT

18%

TURNING POINT
FOLLOWING A
PERSONAL EVENT

14%

NO
PARTICULAR
REASON

9%

TO RUN
WITH FRIENDS

#3

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

79%
ALONE)

9%
with a
running group or club

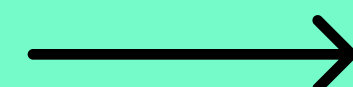
+2pts
vs 2024
7%
with one or
more friends

4%
with someone
from my family

2%
with one or
more colleagues

How do they train?

72%



With a training plan



vs 2024

+4 points

+3 points

-5 points

29% Coaching app *

28% With a personal coach or a club

15% Internet map or magazine

26%



Without a
training plan,
just going by feel

2%



I do the same sessions as my friends.



**For this question, we removed those who use RunMotion*

#4

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

FREQUENCY

7% 3 times or more

26% twice a week

33% 1 time / week

26% Rarely

8% Never

RunMotion Coach users: 71% do it at least once a week

+5 points
vs Average

GOALS

86% Injury prevention

67% Performance improvement

26% Diversifying my training: so I don't just run

30% Aesthetics: having a harmonious body

22% Diversifying my practice: it's easy to do at home

RESULTS

47% Yes, I have better endurance (and even 56% for RunMotion users)

22% Yes, I run faster.

45% I haven't noticed any improvement.

<1% I'm not running as well

#5

THE ENTHUSIASM FOR RACING IS AT ITS PEAK!

61%

They were unable to register for at least one race that was already full. This figure is 53% for runners who only do road races

In 2024, the runners participated in:

28%

> THAN 5 RACES / YEAR

61%

1 TO 5 RACES

12%

NONE

In 2025, the runners plan to participate in:

33%

> THAN 5 RACES / YEAR

63%

1 TO 5 RACES PER YEAR

4%

NONE

• The most important criteria for registering for a race

vs 2024

+5 points

76%

The route and its landscapes

+4 points

65%

The route (distance and elevation)

54%

Race close to home

22%

Register with a relative

-3 points

21%

Prestige of the race



#6

PUBLIC TRANSPORT INITIATIVES TO SHAKE THINGS UP

• Do they favour public transport?

15% Yes, absolutely

19% Yes, definitely.

39% No

27% No, I live far from public transport

52% do not want to run beyond 200km

13% are ready to travel over 1000km

• Are they prepared to prioritize an eco-friendly mode of transport despite a loss of time or a higher financial constraint?

13% Yes, absolutely

35% Yes, definitely.

37% No

15% No, I live far from public transport

41%

Would agree to pay a contribution to offset the carbon footprint of their trip

#7

INCREASINGLY IMPORTANT LINKS BETWEEN ROAD AND TRAIL RUNNING

46%

HAVE CHANGED DISCIPLINES

74%

STARTED ON THE ROAD

30%

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

THEIR RACES:

(Competitions)

+2 points

50% road and trail

-5 points

29% road

+3 points

21% trail

vs 2024

WHY ARE THEY CHANGING?

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"



#8

BUDGETS UP BY +12%

Median budget
€825 / year

Average budget

€1120 / year*

For their running
practice

+€118

vs 2024

RACES

€459

Median budget
€300/year*

MATERIAL

€484

Trail runners:
€598
Road runners:
€409
Both: €470

Median budget
€400/year*

TRAINING

€178

22%
spend €0

#9

THE RUNNERS ARE EXTREMELY CONNECTED

- Do runners use a mobile app in their training?

96% YES

86%

View statistics on your outings

55%

For my coaching, follow my training plan*

48%

Live GPS tracking to measure your route in real time

15%

Earn rewards through my activities



What electronical gear?

97% GPS Watch

56% Connected headphones ^{+5 points}

43% Smartphone

24% Heart rate monitor

3% Power sensor

#10 THE SHOES ARE MOVING UPMARKET

● Footwear Market Share

GENERAL

Asics	19%	+1pt
Hoka	18%	+1pt
Brooks	13%	
Saucony	11%	-3 pts
Salomon	7%	+2 pts
Nike	5%	
New Balance	4%	-1pt
Mizuno	4%	
Adidas	4%	-1pt
Kiprun	4%	+1pt
Altra	3%	
Puma	2%	-1pt
On Running	2%	-2pt
Others	4%	

ROAD

Asics	22%	+3 pts
Hoka	15%	+2 pts
Brooks	14%	+1pt
Saucony	12%	-4 pts
Nike	7%	-1pt

TRAIL

Hoka	20%	-4 pts
Solomon	18%	+4 pts
Asics	14%	+3 pts
Brooks	12%	
Saucony	6%	

● Average price: €146

● On average 3.1 pairs per year

● Carbon plate shoes

26% YES

74% NO *

+6 points * 81% Not useful for my practice

-3 points * 17% Price too high

-6 points * 16% Would like to buy one someday

vs 2024

#11

SOURCES OF ADVICE AND CHANNELS THAT ARE EVOLVING RAPIDLY

- The channels used by runners to follow their passion for running

vs 2024

-4 points

70% STRAVA

F: 66%
M: 74%

+7 points

65% INSTAGRAM

Women: 73%
Men: 58%

-12 points

46% FACEBOOK

+2 points

44% PODCASTS

38% YOUTUBE

Women: 28%
Men: 45%

+4 points

9% TIKTOK

7% OTHERS

4% NONE

- Sources of advice

66%

Experts: coaches, physios,...

50%

Blog, website, YouTube

35%

Press / Books

35%

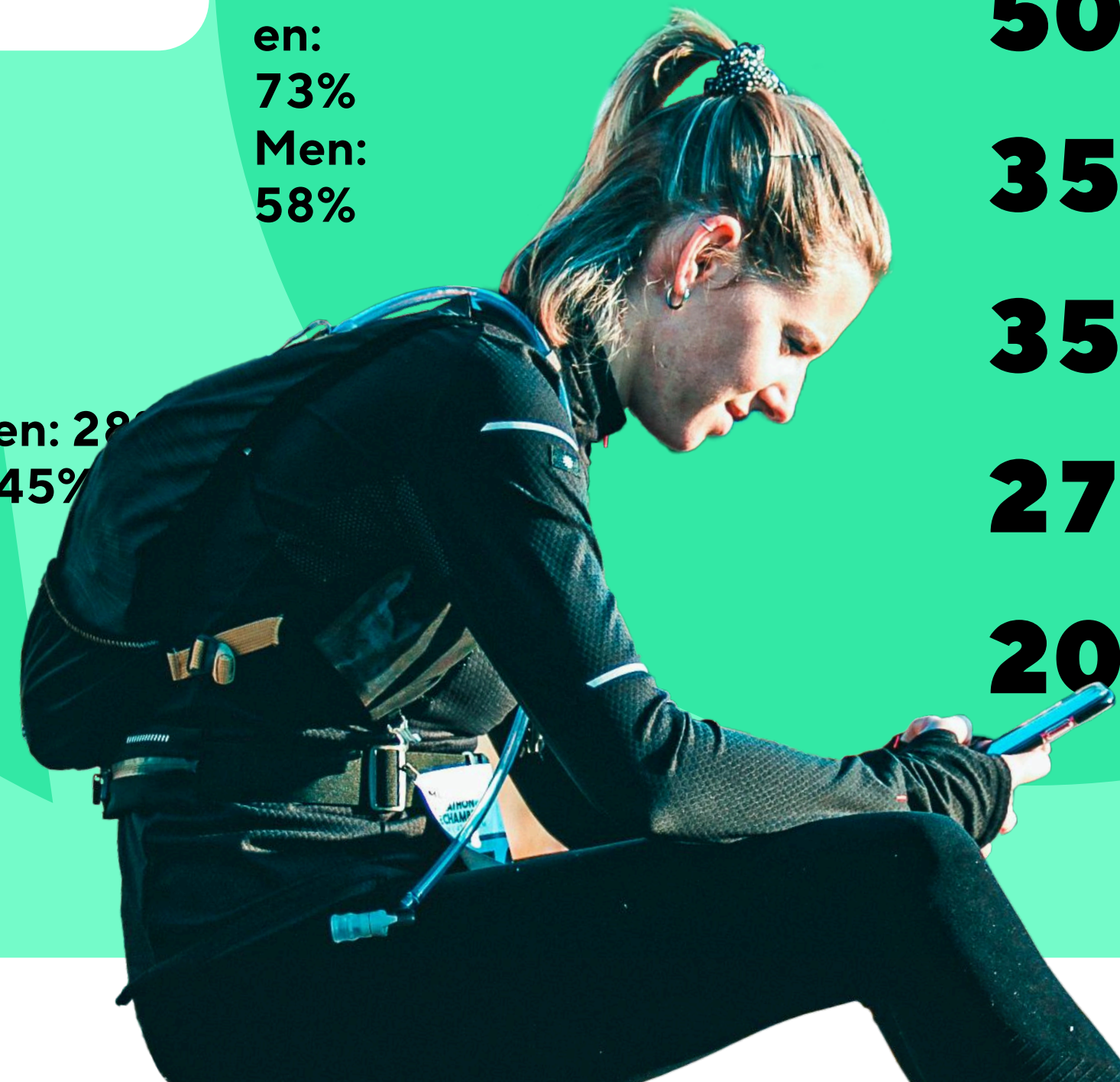
Friends & family

27%

Elite athletes

20%

Influencers



#12

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

● Menstrual cycles

vs 2024

-6 points

48%

They feel they are not sufficiently informed about the impact of menstrual cycles on their training

+6 points

30%

They feel quite informed

Only

23%

They adapt their training according to their cycles

-12 points

46%

They believe that coaching tools do not take this into account sufficiently.

Only 29% of RunMotion users think so

● Do you feel safe when you run?

vs 2024

-2 points

64%

Yes! Even though I pay attention to the place and time I run

19%

Yes! I never worry about the place or time I run.

+2 points

17%

No! I'm often afraid something will happen to me.

● Is women's clothing suitable?

(Rating from 0 to 10)

6.5 / 10



#13

FEMALE RUNNERS ARE INCREASINGLY ATTRACTED TO AMBITIOUS CHALLENGES

- Want to take on a marathon or long trail run

76% YES

10% NO

14% Not yet known

- Do sporting events provide sufficient services to promote women's participation?

13% Yes

46% Rather yes

35% Rather No

6% No

- Obstacles to their participation

25% No, no brakes

45% The distance scares me a little.

28% Prep course too restrictive

26% Registration is difficult (lottery system).

14% Risk of injury

14% I don't know how to train

10% Women's characteristics not sufficiently taken into account

7% I don't see the point of these distances.

5% Others

#14

THE ENTHUSIASM FOR THE UTMB WORLD SERIES CIRCUIT

UTMB®
WORLD SERIES

RUN
MOTION
COACH

RUNNERS SERVICE

The trail runners interviewed

- **25%** have already participated in a UTMB World Series race
- **59%** plan to participate within 3 years
- **87%** Finishers of one UTMB World Series race want to participate in another race on the circuit
- **91%** know the UTMB index

All the runners in France

- **36%** plan to do an UTMB World Series race within 3 years



CONCLUSION OF THE STATE OF RUNNING IN FRANCE

The sport of running continues to evolve. More and more regular runners are broadening their horizons: one in two now alternates between road and trail running.

Runners now need to plan their registration for sporting events further in advance: 61% report being unable to register for a race because it was already full. This phenomenon, although more recent, now also affects road races.

While women are still underrepresented in long-distance running, whether on the road or in trails, they are gradually gaining ground in the running community and are increasingly daring to take on these challenges. The differences observed in terms of training, behavior, or budget are less related to gender than to the level of participation.

We wish you all a wonderful 2025 of running!

RUN MOTION

COACH

TO CONTACT US

contact@run-motion.com

run-motion.com

Developed in the Alps.