

2026 EDITION

THE STATE OF RUNNING IN FRANCE

**BY RUN
MOTION** COACH

**STUDY CONDUCTED IN APRIL 2026
AMONG REGULAR RUNNERS IN FRANCE**

THE 2026 EDITION OF STATE OF RUNNING IN FRANCE

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

In 2026, running continues to evolve. Enthusiasm for events shows no sign of slowing down: race entries are snapped up, events sell out earlier and earlier, and nearly two out of three runners say they have already missed out on registering because no places were left.

Runners are investing more in their passion, with more technical gear, higher-end shoes, a growing range of connected tools, and rising budgets. **Running is no longer just a sporting activity:** it is becoming a true lifestyle, combining health, personal progress, enjoyment, community, and discovery.

Let's explore the key trends shaping running in France today.



WHO ARE WE

**RUN
MOTION** COACH



A MEDIA

≈ **3M** OF PEOPLE
AFFECTED / MONTH

- **BLOG**

3M Visitors/year

6M Pages read /year

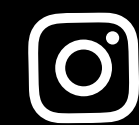
- **NEWSLETTERS**

250K subscribers

- **OUR NETWORKS**



33K



75K



16K



68K



18K

THE RUNMOTION APP



1.4 million

USERS

+ 30K

NEW USERS
/ MONTH

- ✓ For 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

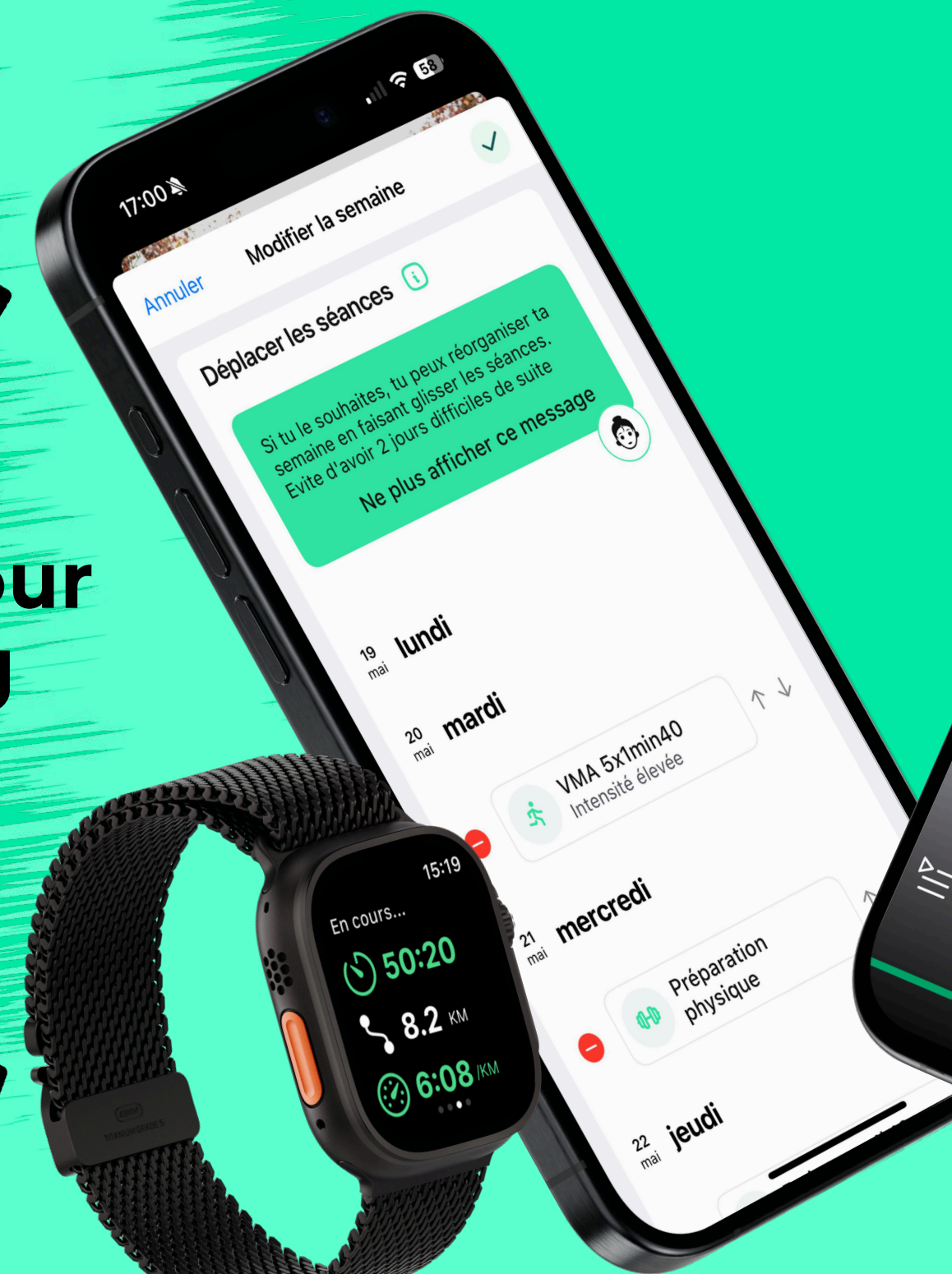


Complete and
intuitive S&C
module

Adapt your
training

Export your sessions
to your watch

Train
yourself

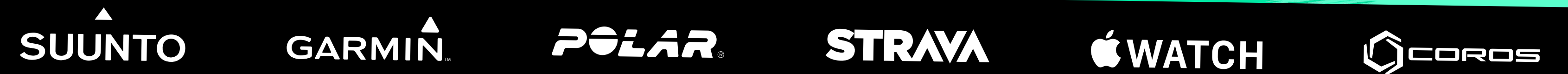


RUN MOTION COACH

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



Compatible with:



Partner of:



And more than 40 other races



#2

THEIR

WEEKLY FREQUENCY

PER WEEK

3%

1
time

15%

twice

43%

3 times

27%

4 times

11%

5 times or more

IN KILOMETERS

5%

<10KM

19%

<20KM

30%

<35KM

31%

<50KM

15%

50KM AND OVER

EXPERIENCE

< 1 YEAR

8%

40%

1 TO 5
YEARS

18%

6 TO
10 YEARS

34%

> 10 YEARS

#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

OUTINGS
PER
WEEK

10.9 km

BY EXIT

44%

WOMEN

56%

MEN

THE STUDY SAMPLE

Regular runners in France, running at least twice a week

RESPONDENTS

: 3212

RunMotion user panel 48%

QUANTITY:

94,376

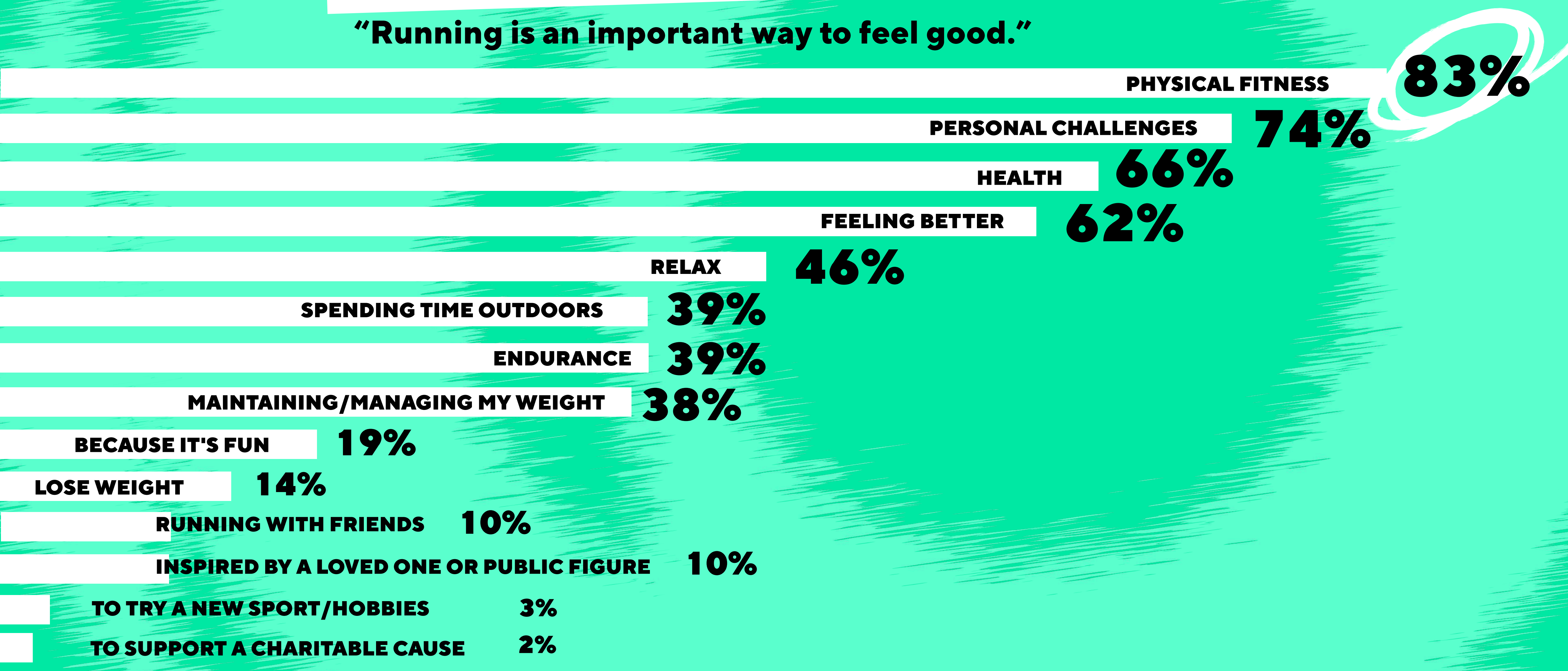
randomly selected users



#3

THE REASONS FOR THEIR RUNNING PRACTICE

"Running is an important way to feel good."



#4

RUNNING ALONE OR WITH OTHERS?

● Most of the time, they run

80%
ALONE

+1 pts
vs 2025

8%
with a
running group or club

-1 pts
vs 2025

7%
with one or
more friends

4%
with someone
from my family

2%
with one or
more colleagues

● How do they train?

74%

+2 points
vs 2025

With a training plan

25%

-1 point

Without a
training plan, just
going by feel

1%

-1 point

I do the same sessions
as my friends.

That's to say ?

vs 2025

+7 points
36% Coaching app*

-4 points
24% With a personal coach or a club

-1 point
14% Internet map or magazine



*For this question, we have removed RunMotion Coach users

#5

THE OBJECTIVES FOR 2026

Progression

- 43%** Running regularly without injury
- 29%** Improve my technique
- 25%** Lose weight or tone up
- 16%** Run more often during training
- 11%** Run more often in competition

Performance

- 52%** Beat my personal records
- 50%** Increase the distances
- 29%** Participate in a specific race
- 6%** Qualifying for a race (UTMB, championship, Boston)
- 3%** Participating in a Hyrox or hybrid race

Pleasure

- 64%** To please myself
- 27%** Running in new places
- 11%** Traveling for a race
- 8%** Just maintaining my fitness without any particular goal
- 7%** Starting to run again after a break
- 3%** Trying a new discipline
- 2%** Join a local club/ community

#6

THE RUNNING CRAZE

60%

They were unable to register for at least one race that was already full, but 51% of them will try again the following year.

• The most important criteria for registering for a race

Participation in 2025

24%
> 5 RACES / YEAR

64%
1 TO 5 RACES / YEAR

12%
NONE

Projection for 2026

30%
> 5 RACES / YEAR

65%
1 TO 5 RACES PER YEAR

4%
NONE

vs 2025

+10 points

75%

Route profile (distance and elevation gain)

-3 points

73%

The setting and the landscapes

+3 points

57%

Race close to home

48%

The Date

35%

Price - Value for money

32%

Explore a new place

+2 points

24%

Register with a relative

-3 points

22%

Prestige of the race

20%

Quality of the organization

12%

CSR of the event



#7

PUBLIC TRANSPORT TO SHAKE THINGS UP

● Do they favour public transport when participating in a race?



59% do not want to run beyond 250km

17% are ready to travel over 800km

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



39%

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

Results almost unchanged compared to 2025

#8

BETWEEN ROAD AND TRAIL

42%

**HAVE CHANGED
DISCIPLINES**

78%

**OF THOSE WHO
HAVE CHANGED
STARTED ON THE
ROAD**

-4pts
vs 2025

**INCREASINGLY IMPORTANT
FOOTBRIDGES**

THEIR RACES

(Competitions)

50% road and trail

29% road

21% trail

Same as in 2025

BEGINNERS

51% road

37% road and trail

12% trail



The more experience you have in running, the more likely you are to turn to trail running to diversify your training.

#9

BUDGETS UP BY +2%

Median budget
€800 / year

Average budget

€1138 / year

For their running
practice

+€18
vs 2025

RACES

€505

Median budget
€250 / year

MATERIAL

€428

Trail runners:

€474

Road runners:

€388

Both: €432

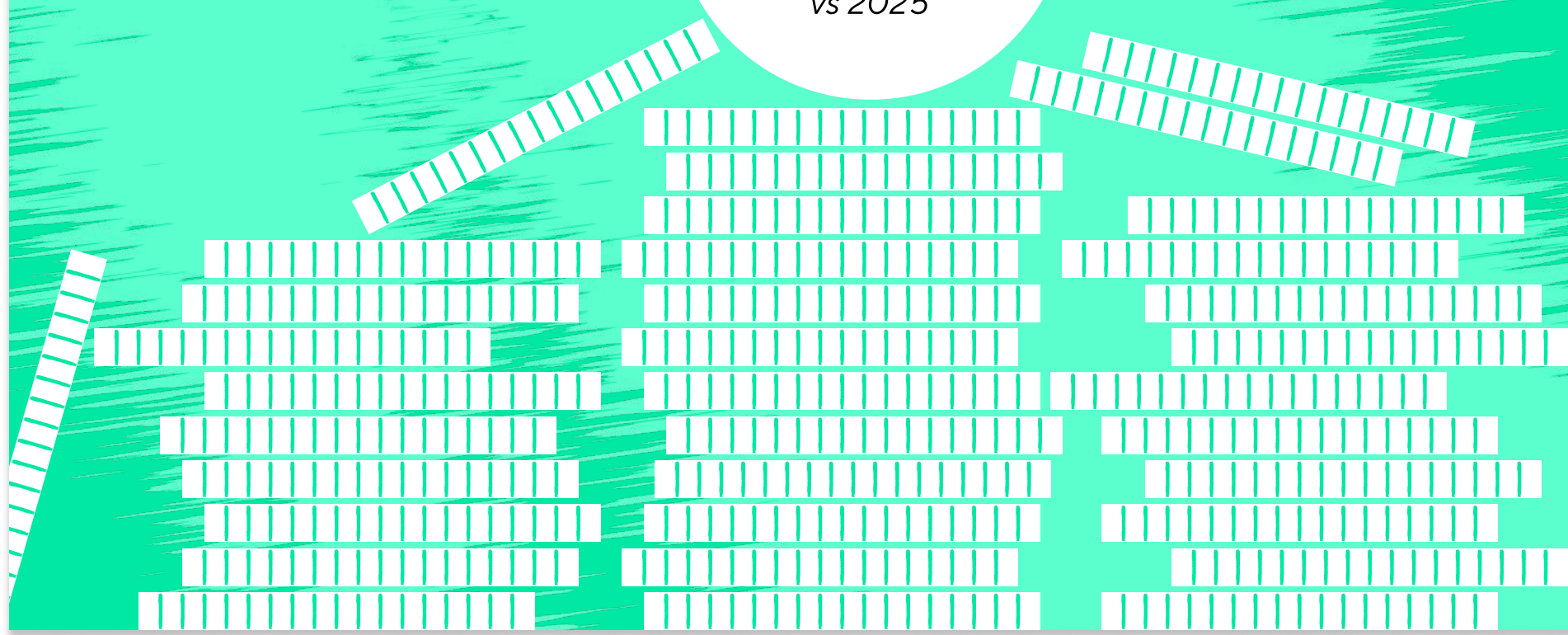
Median budget
€300 / year

TRAINING

€205

+€43 vs 2025

24%
spend €0



#10

THE RUNNERS ARE EXTREMELY CONNECTED

- Do runners use a mobile app in their training?

98% YES

85%

View statistics of activities

55%

For my coaching, follow my training plan*

48%

Live GPS tracking to measure your route in real time

13%

Earn rewards through my activities



What connected gear is needed?

97% GPS Watch

52% Connected headphones

34% Smartphone

23% Heart rate monitor

2% Power sensor

#11

THE SHOES ARE MOVING UPMARKET

Footwear Market Share

GENERAL 26

Asics	21%	+2pt
Hoka	17%	-1pt
Brooks	12%	-1pt
Saucony	11%	
Solomon	7%	
Kiprun	6%	+2pt
Nike	5%	+1pt
Adidas	5%	+1pt
New Balance	4%	
Mizuno	4%	
Altra	3%	
On Running	2%	
Puma	1%	-1pt
Others	3%	

ROAD

Asics	26%	+4 pts
Hoka	13%	-2 pts
Brooks	12%	-2pt
Saucony	11%	-1pt
Nike	8%	+1pt

TRAIL

Hoka	23%	+3 pts
Solomon	18%	
Asics	12%	-2 pts
Brooks	11%	-1pt
Saucony	8%	+2 pts

Average purchase price of their last pair

€148

They use on average

3.0 pairs/year

89%

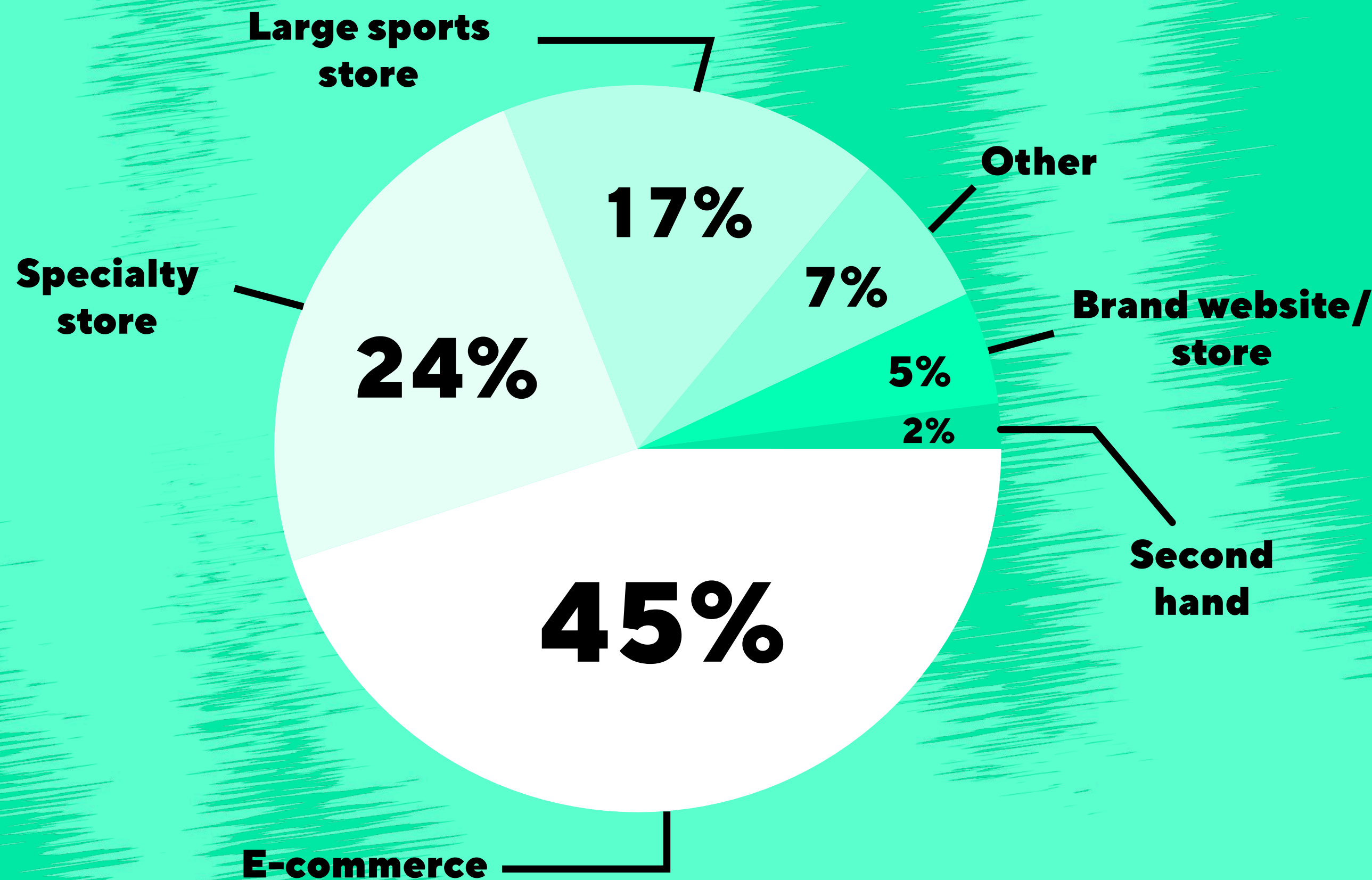
Use at least
2 pairs

25%
Use at least
4 pairs

#12

PLACES TO BUY GEAR AND NUTRITION FOCUS

PLACES TO BUY SHOES



THE NUTRITION MARKET

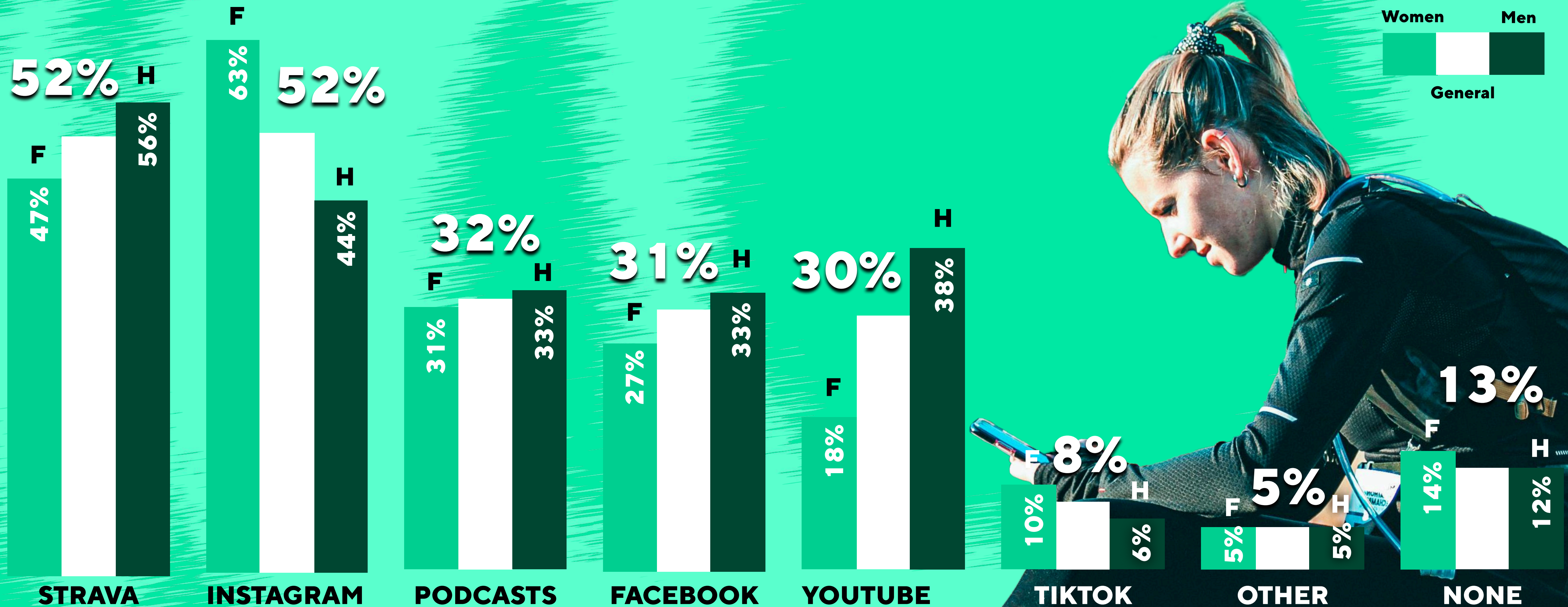
Decathlon	20%
Baouw	15%
Your	11%
Overstim.s	9%
Näak	7%
Maurten	6%
Nutripure	6%
Andros	5%
Meltonic	3%
Isostar	3%
Others	16%

Brands consumed by runners (does not represent the volume/value consumed)

#13

NETWORK PASSION

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



#14

EVOLVING SOURCES OF ADVICE

- Sources of advice

	ADVICE	GEAR
WEBSITES	58%	52%
COACHING APPS	44%	10%
COACHES, PHYSIOTHERAPISTS,...	38%	13%
FRIENDS & FAMILY	37%	28%
BLOGGERS, YOUTUBE	30%	20%
PRESS / BOOKS	23%	16%
STORES	17%	51%
ELITE ATHLETES	16%	10%
INFLUENCERS	14%	10%

#15

THE SPECIFICITIES OF THE FEMALE RUNNERS

NOT YET TAKEN INTO ACCOUNT ENOUGH

- **Menstrual cycles**

48%

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

vs 2025

+7 points

37%

They feel quite informed

Only

22%

They adapt their training according to their cycles

- **Is women's clothing suitable?**

(Rating from 0 to 10)

6.4 / 10



#16

INCREASINGLY AMBITIOUS

FEMALE RUNNERS

Want to take on a marathon or long trail run

72%

YES

16%

NOT YET KNOWN

12%

NO

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

39% Rather yes

23% Rather No

22% I don't know

13% Yes

4% No

Obstacles to their participation

44% The distance scares me a little.

32% Prep course too restrictive

25% No, no brakes

19% Difficult to register (lottery system)

16% Risk of injury

15% I don't know how to train

9% I don't see the point of these distances.

8% Specific characteristics of women not sufficiently taken into account

5% Others

CONCLUSION

OF THIS RUNNING BAROMETER

The 2026 edition confirms that running habits are evolving. **Regular runners are still striving to improve, but their motivations are becoming increasingly diverse:** feeling better, discovering new places to run, sharing experiences, or taking on ever more ambitious challenges.

Road running and trail running are no longer seen as opposites; they complement each other. The connections between disciplines have never been stronger, reflecting a less compartmentalised approach to the sport.

The growing number of sold-out races, increased spending on running, and the rising importance of digital tools all show that running is entering a new phase of maturity. Runners are better informed, better equipped, and more engaged in their practice. At the same time, the differences between runner profiles are gradually narrowing.

One thing stands out very clearly from this edition: **running is no longer just a sporting activity. It has become a lifestyle in its own right.**

We wish you all a fantastic year of running and exciting challenges in 2026!

The State of Running in France is an annual study created by RunMotion Coach since 2020. Since 2025, it has also been part of the international Industry Trends study in collaboration with Sporting Insights, Runner's World Germany and Raccoon Group Media, at the International Running Expo.

RUN MOTION COACH

TO CONTACT US

contact@run-motion.com
run-motion.com

Developed in the Alps.