

STRAVA

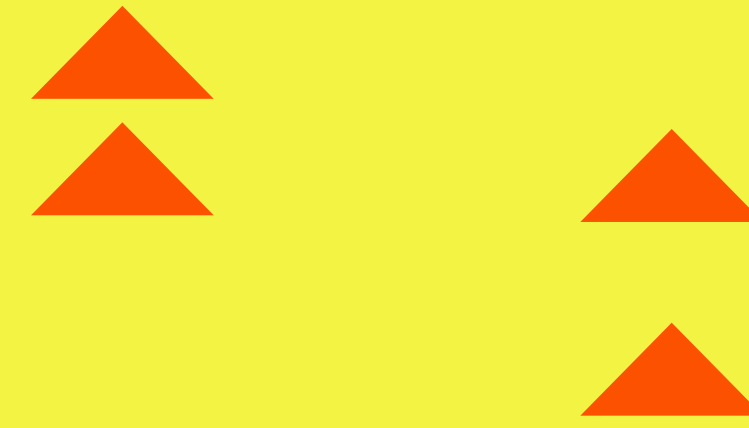
YEAR IN SPORT

2021

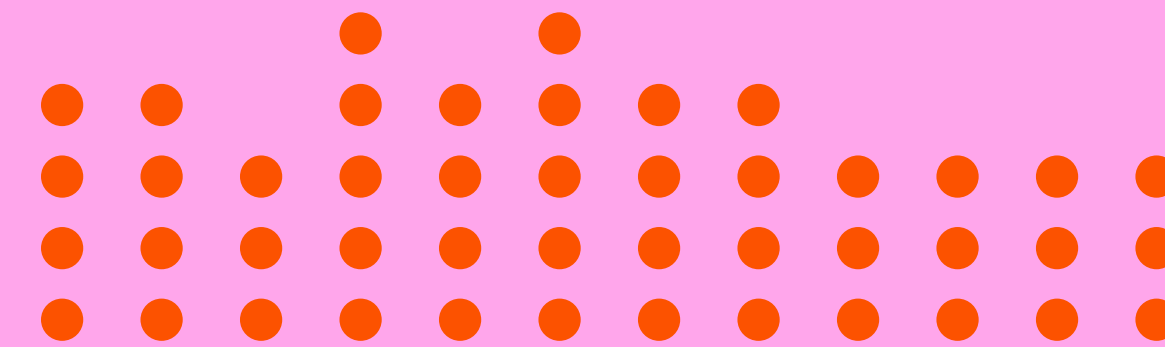
While 2021 carried over much of what was familiar about 2020, it also showed bright glimpses of a world making progress against the COVID-19 pandemic.

Major events returned to the global stage, and the momentum of everyday athletes continued to make waves. The growing numbers and achievements captured on Strava make it clear that even in times of crisis, we can find light in sport and the communities we build when we're active together.

UPLOADS PER WEEK



37M

NEW ATHLETES
PER MONTH

2M

KILOMETERS COVERED



33B

TOTAL ATHLETES

95M

04 Sports keep on growing



08 Walking the walk



12 Competing against climate change



14 Digital community thrives



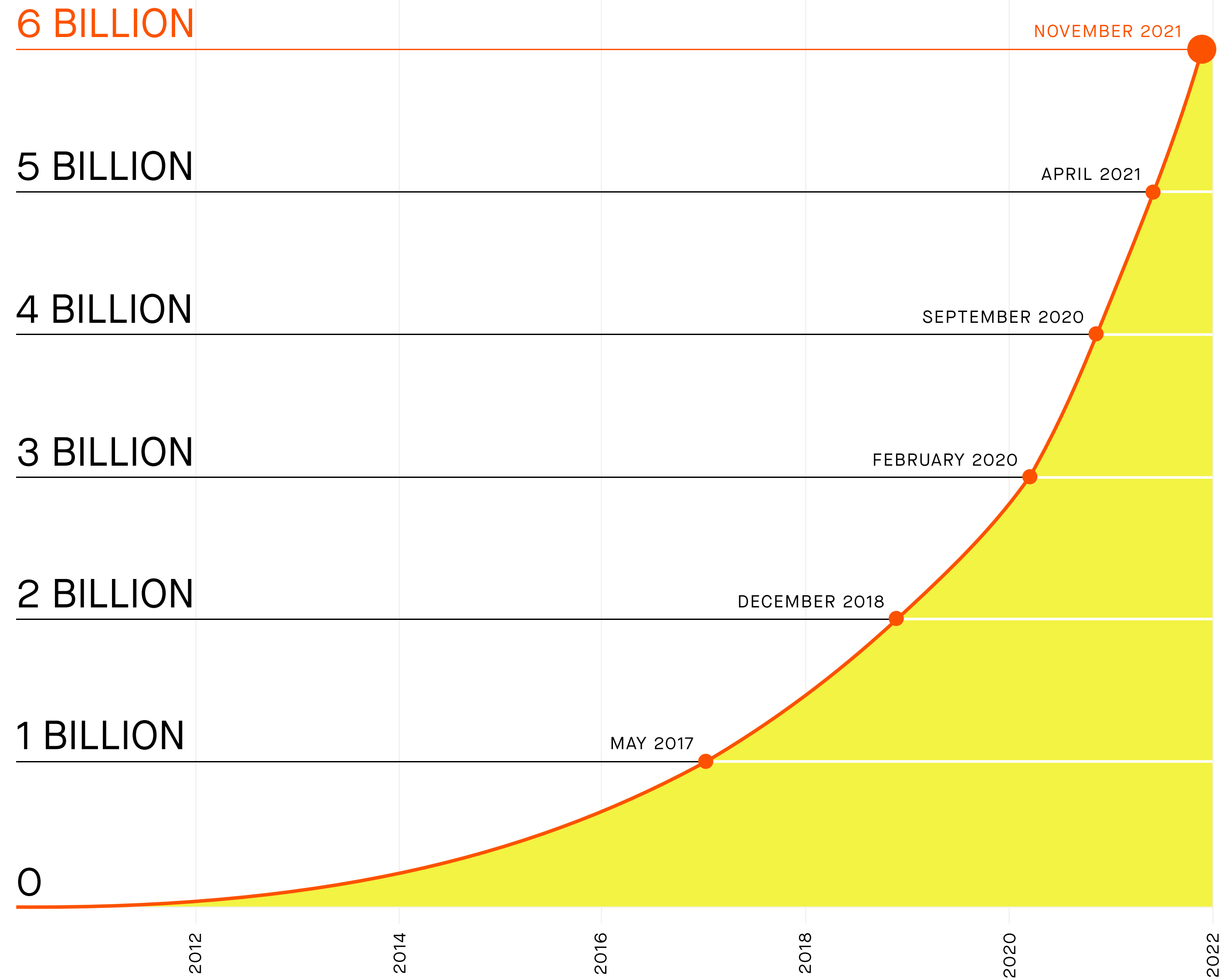
17 Appendix





Sports keep on growing

The sports boom that started at the beginning of the pandemic continued on through 2021. We saw a **38% annual increase in activities** even on top of last year's surge — totaling **1.8 billion uploads over the past 12 months**.



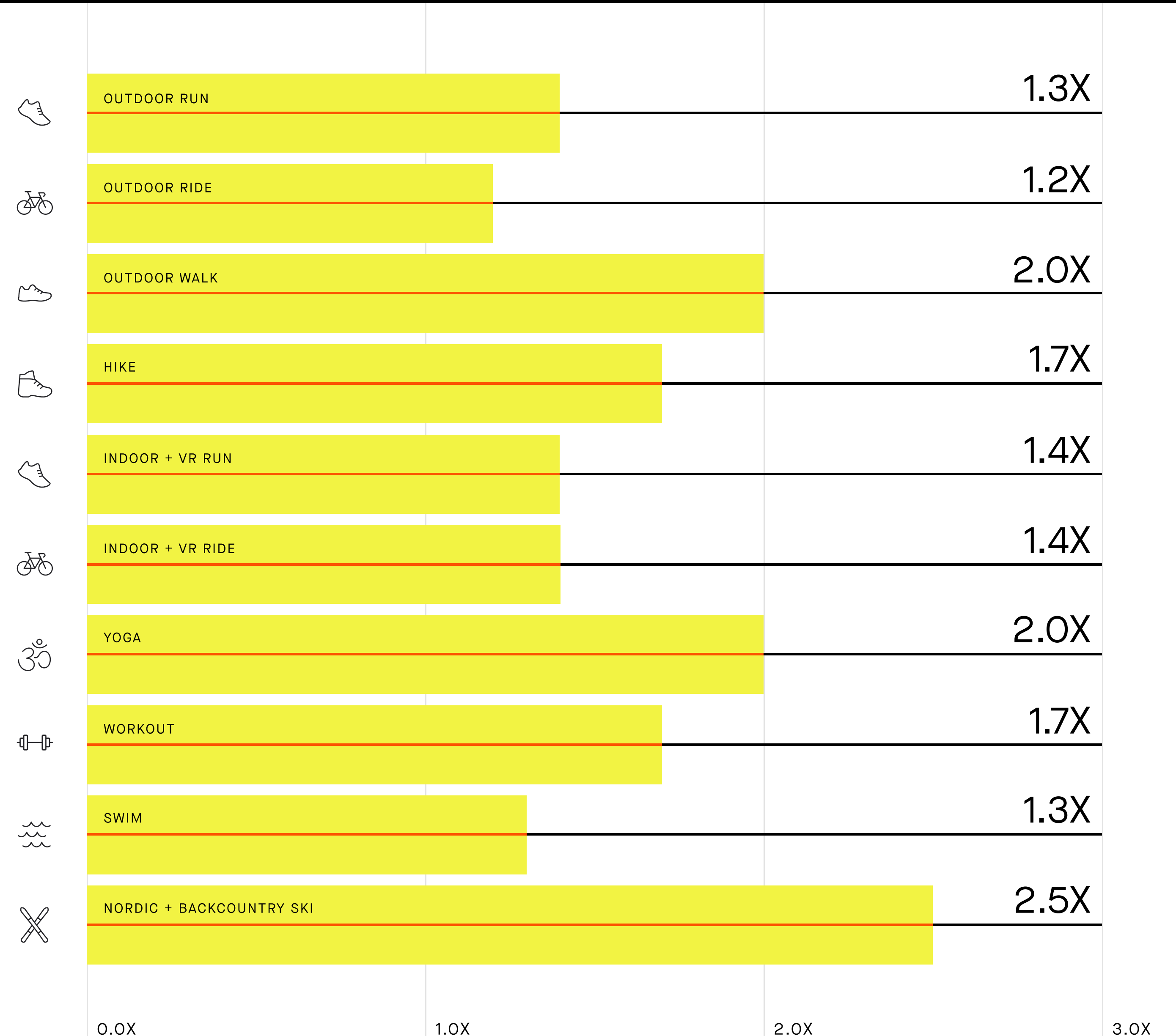


Sport-type growth

The increase in uploads isn't limited to a select few sports. Sport types across the board are still on the rise, even over the sharp increases from 2020. Walking and hiking show some of the strongest continued growth, alongside yoga and other indoor workouts.

NO LIFTS NECESSARY

2021 saw the full brunt of resort closures and restrictions, and with **alpine skiing and snowboarding down 37%** compared to last season (Oct. 2019 – Sept. 2020), this helps explain the massive response in backcountry and nordic skiing.





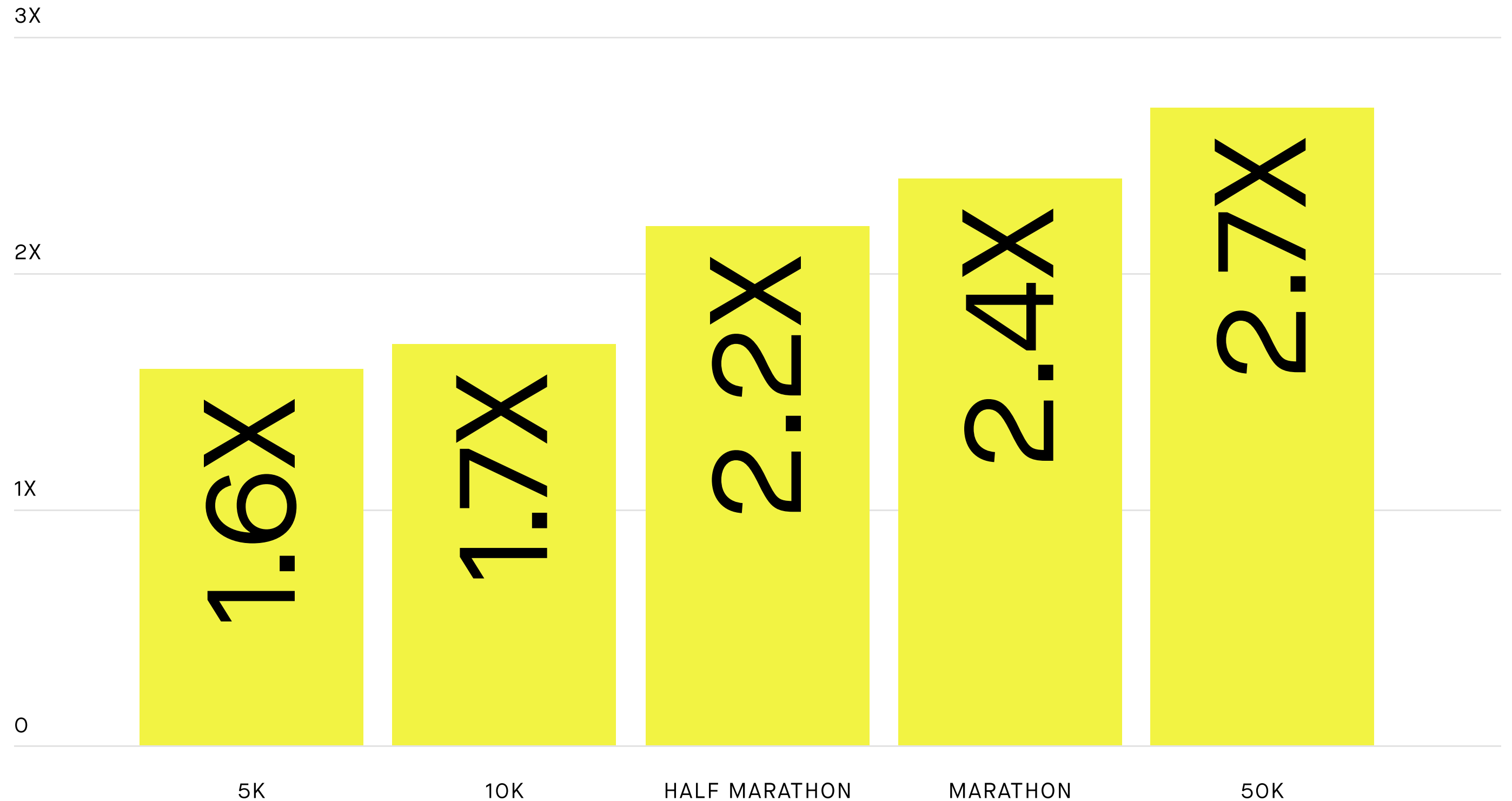
Motivation

The search for motivation remained a theme in 2021, and on the whole, athletes stayed hot on its heels.

NEW SPORTS "BOOMERS"

The big spike in runners from last year is still fresh on our minds, and running is still fresh on theirs. **Of runners who joined in 2020, 1.8X as many set a new PR (5K, half marathon, etc.) this year than last.**

*Athletes who joined in 2020 and have run a given event distance at least two times. No first-time PRs!



Out and a route

Since launching the Maps tab in May, we've generated over 120 million suggested routes for cyclists, runners and walkers to explore.

New Year's goals

Athletes who set a goal for the new year were 2 hours more active in January than those who didn't.

People keep people active

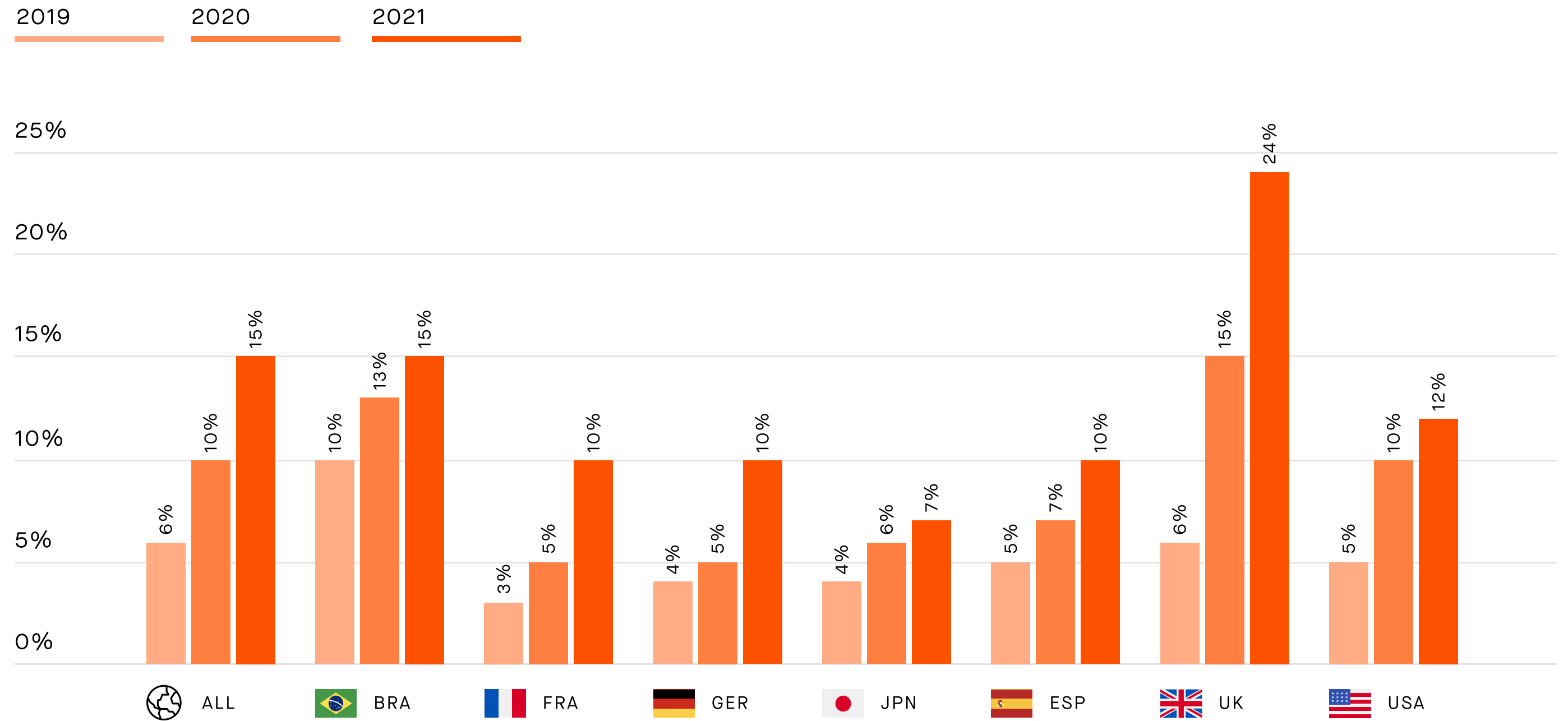
Half of all Group Challenge participants uploaded more activities in the 30 days after starting a challenge than in the 30 days prior.



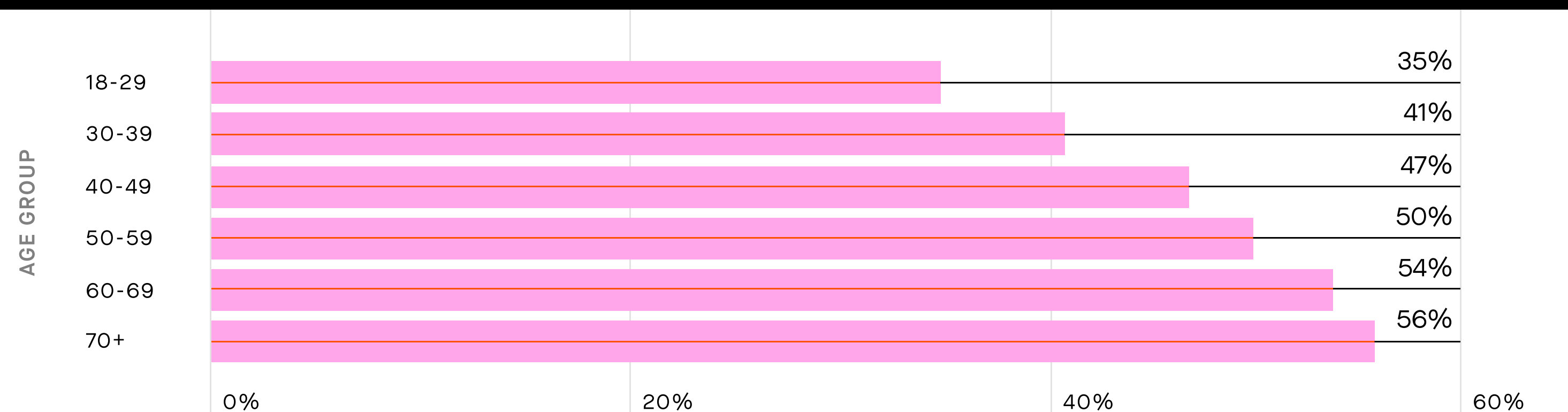
Walking the walk

With COVID-19 restrictions still in place and perhaps a stronger desire than ever to make a little space in the day, we've seen walking become more popular across all age groups and across the world.

▼ SHARE OF WALK UPLOADS AMONG ALL ACTIVITIES



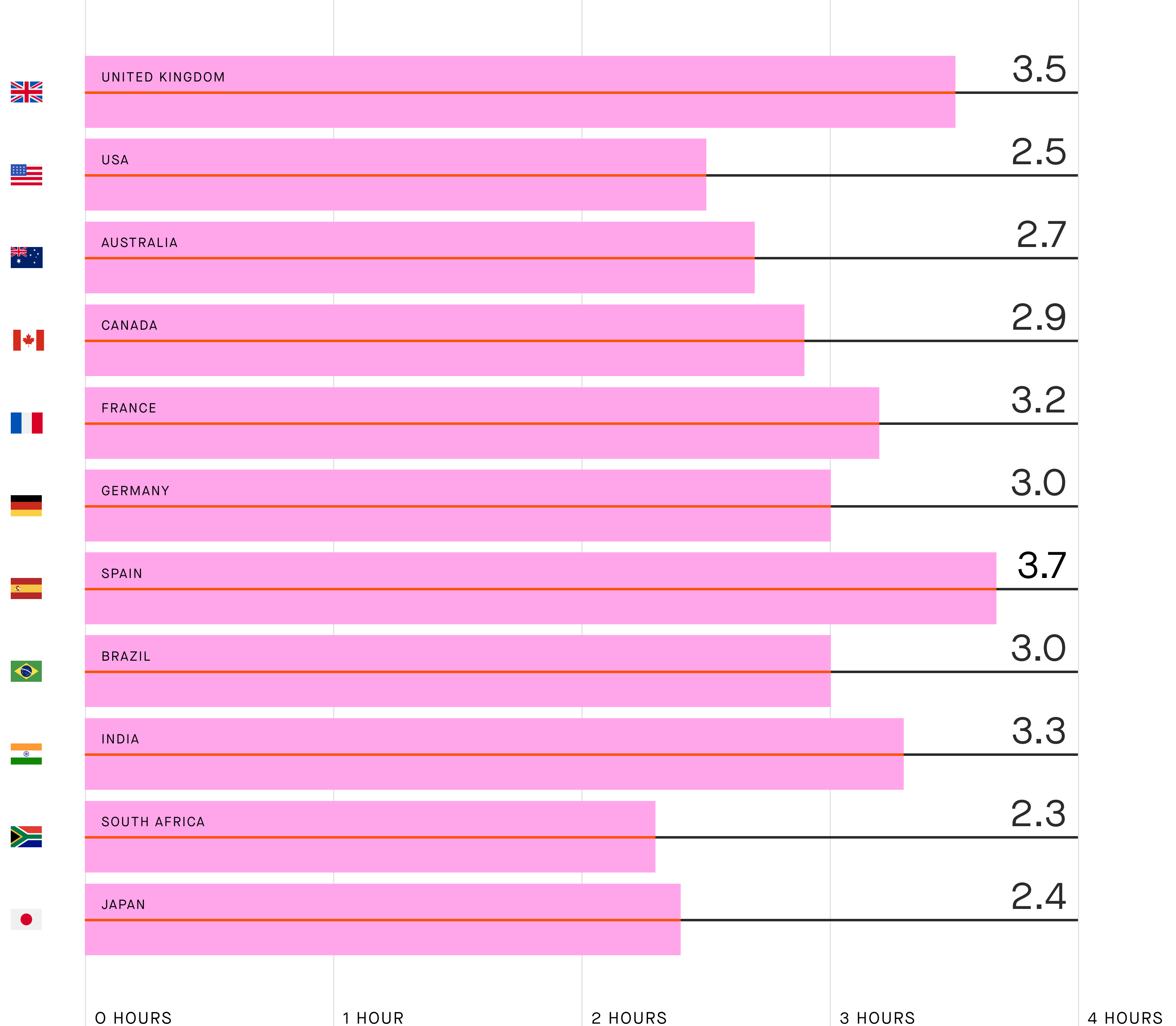
▼ SHARE OF ATHLETES WITH WALK UPLOADS





Weekly time

For most people, it's more than just a quick stroll around the block. **Those who regularly upload walks record around 2.5 to 4 hours a week.**








Cyclist / runner overlap

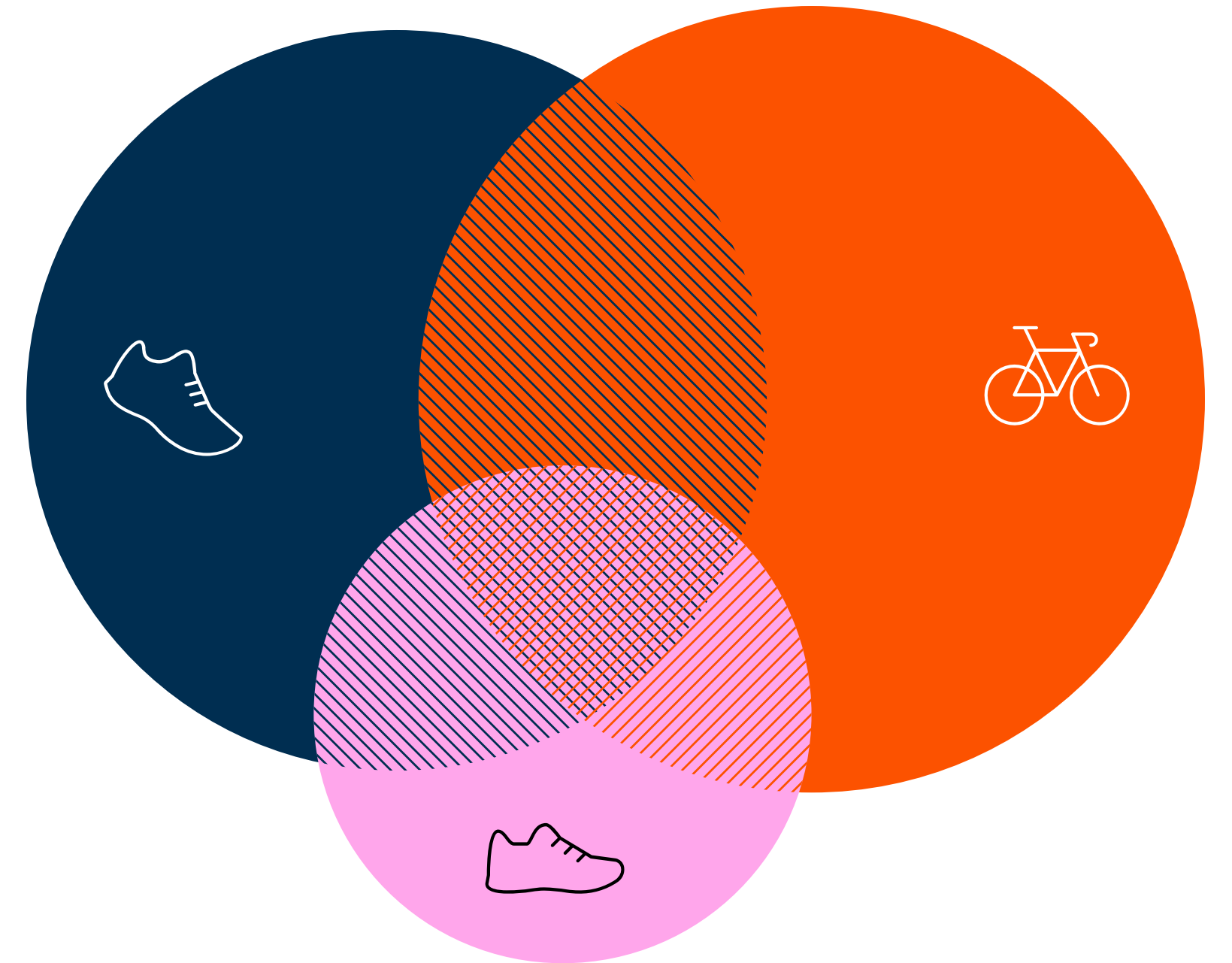
While we see a healthy amount of athletes who only record walks, **two-thirds of walkers on Strava also run or ride**, with **female runners and cyclists 2.4X as likely to upload walks as males.**

TIME WELL SPENT



Getting those steps in every now and then has an outsized effect – **cyclists and runners who walk are 16.1% more likely to still be active six months down the road** than those who don't.

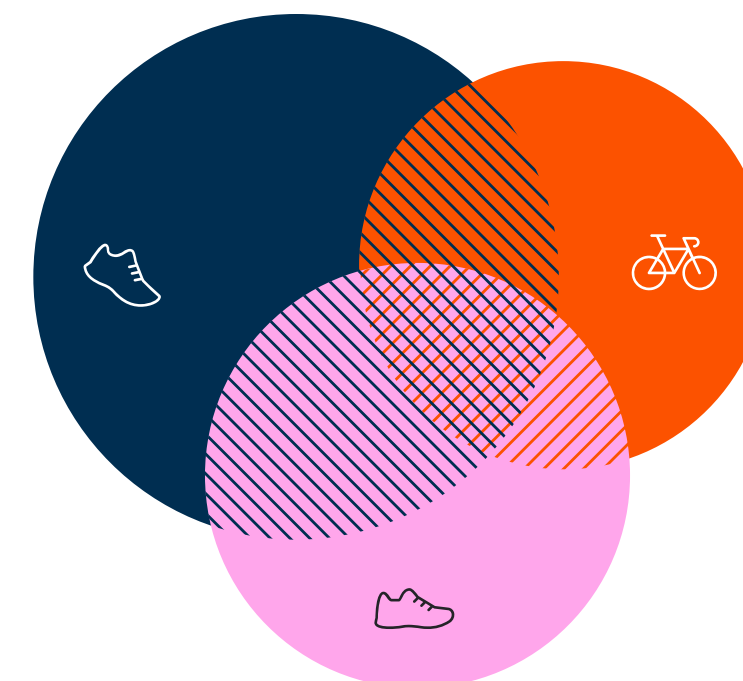
ATHLETE OVERLAP

-  20% of walkers both run and ride
-  17% of cyclists also walk
41% of walkers also ride
-  20% of runners also walk
46% of walkers also run





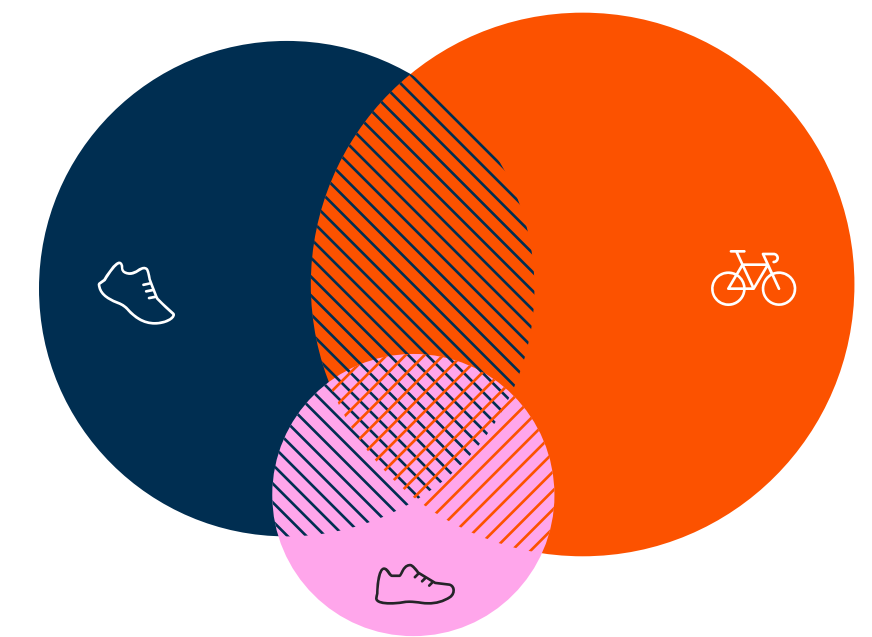
FEMALE ATHLETE OVERLAP

-  32% of female cyclists also walk
-  32% of female runners also walk



MALE ATHLETE OVERLAP

-  14% of male cyclists also walk
-  15% of male runners also walk





Competing against climate change

As if the pandemic itself wasn't enough, athletes around the globe still had extreme weather events to deal with – ranging across heat, cold, storms and hazardous air quality from wildfires.

HEADING INDOORS

It's hard to predict how extreme weather will affect indoor activities. In some cases they decrease similarly to outdoors, and in others, they skyrocket. **During the snow in Madrid and the flooding in Nagano, indoor activities increased 55% and 56% respectively.**

▼ EXTREME WEATHER AND CHANGE IN ATHLETE BEHAVIOR



1 TEXAS, UNITED STATES
 Winter storm and power outages
 -57% outdoor activities
 February 13 – 17

2 LOUISIANA, UNITED STATES
 Hurricane Ida
 -40% outdoor activities
 August 26 – September 1

3 MADRID, SPAIN
 Heavy snow from Storm Filomena
 -69% outdoor activities
 January 7 – 15

4 UNITED KINGDOM
 Storm Christoph
 -32% outdoor activities
 January 18 – 20

5 MOSCOW, RUSSIA
 Heatwave
 -13% outdoor activities
 June 21 – 28

6 NAGANO, JAPAN
 Flooding
 -61% outdoor activities
 August 13 – 15

7 MANILA, PHILIPPINES
 Flooding
 -20% outdoor activities
 July 24 – 31

8 LESSER SUNDA ISLANDS, INDONESIA
 Flooding from Cyclone Seroja
 -45% outdoor activities
 April 5 – May 5

9 NEW SOUTH WALES, AUSTRALIA
 Flooding
 -26% outdoor activities
 March 18 – 29



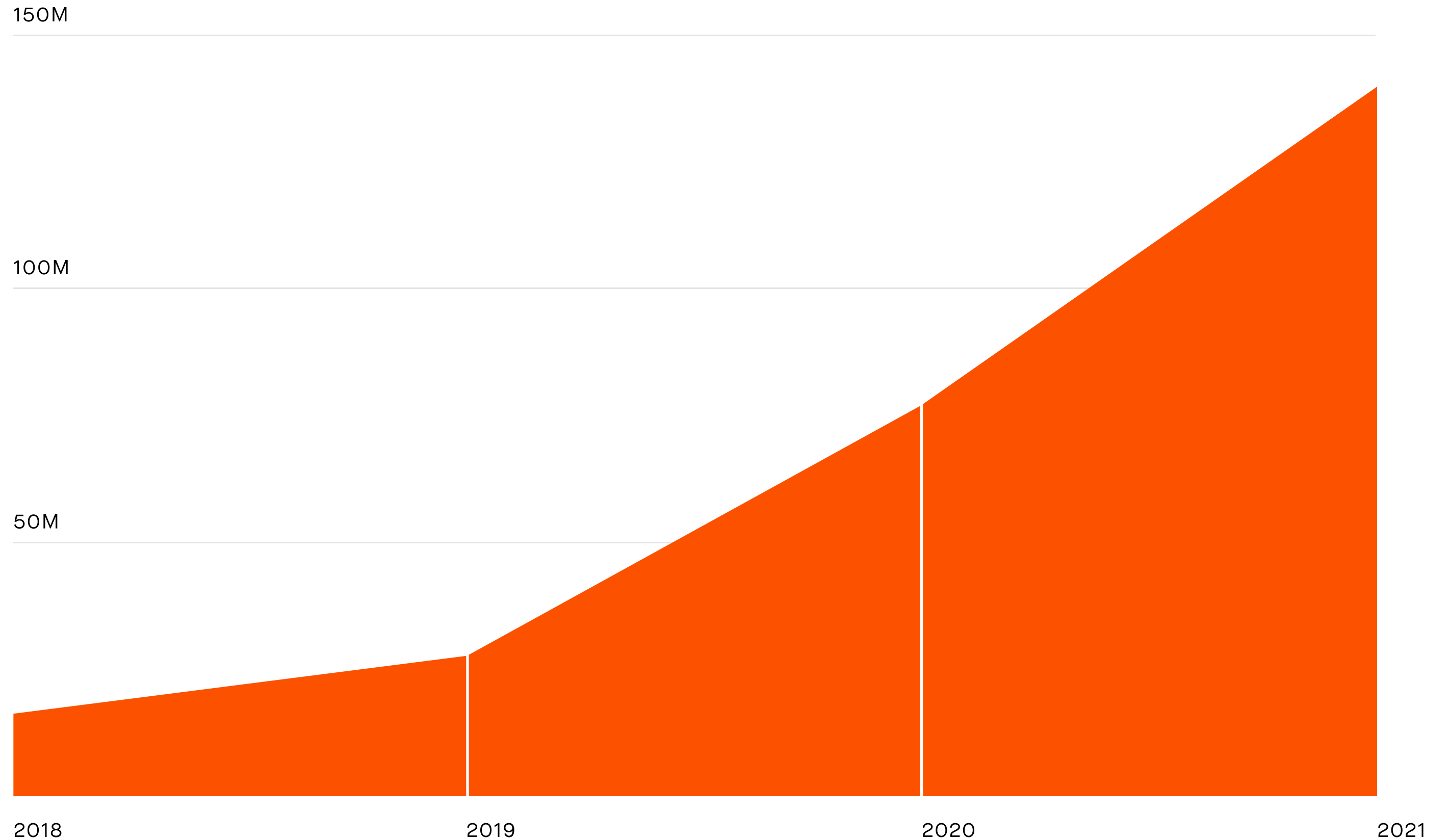
Digital community thrives

The gradual return of in-person events is no doubt refreshing for athletes everywhere, and still, the desire for community and connection online remains at an all-time high.

WISH YOU WERE HERE

When we can't share the views in real life, taking a snapshot is the next best thing. Athletes upped their photography game this year, and **the number of activities with photos grew by 58%**.

▼ YEARLY CHALLENGE JOINS (IN MILLIONS)



4X
CHALLENGE PARTICIPATION SINCE 2019



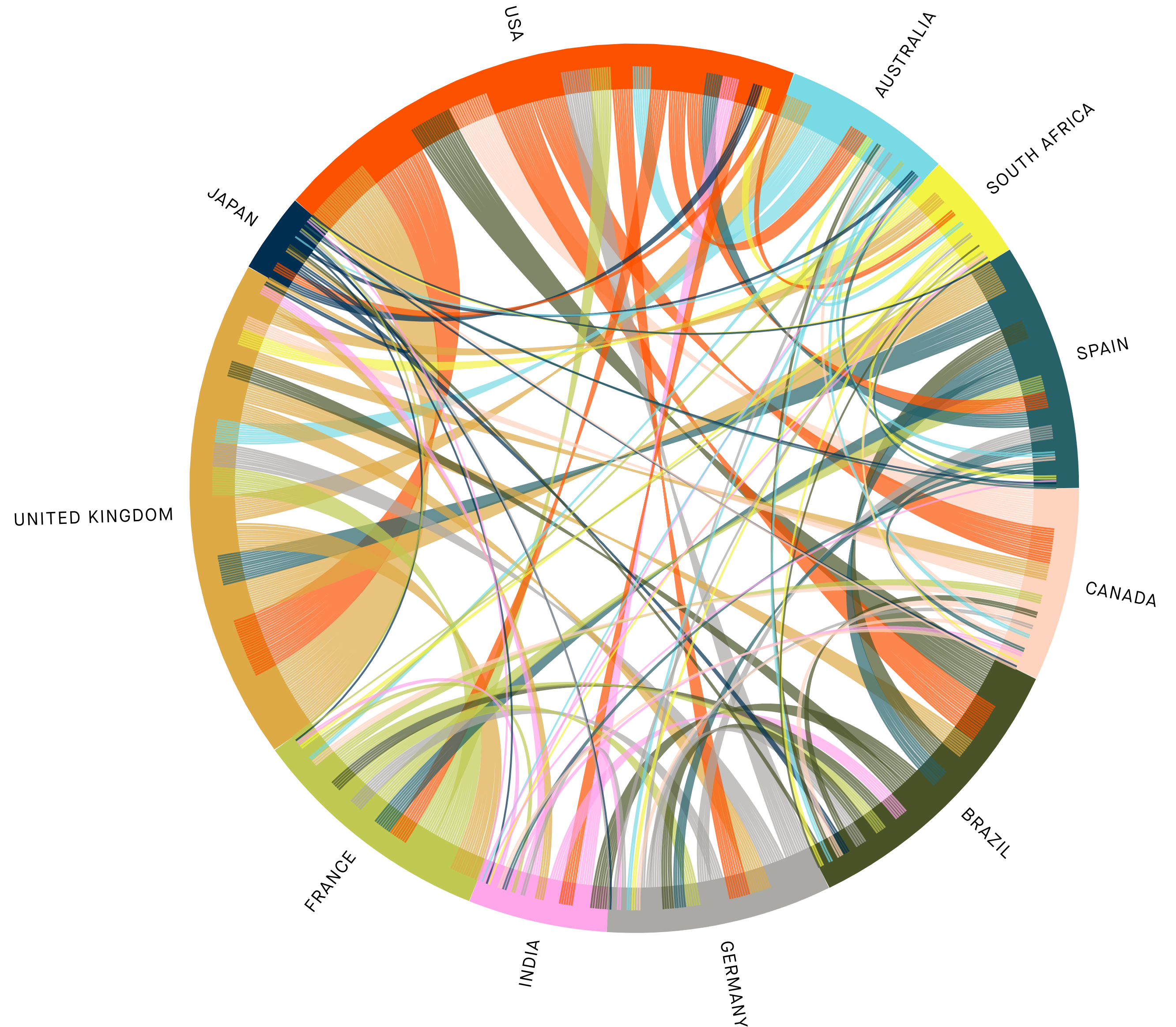
Total club members across Strava grew by 37% on top of a large increase from last year, and we saw **twice the participation in challenges** (which had already doubled from 2019 to 2020).












Kudos, worldwide

Whether it's a wave to a fellow cyclist or a nod to a passing runner, the language of encouragement is understood by athletes everywhere. It can even reach across borders and oceans with a gesture as simple as giving kudos.

In a time when every triumph and joyful moment is not to be taken for granted, the support athletes give one another is a bright reminder that sports bring our world closer together.



Run Totals 		Ride Totals 		Walk Totals 		Strava Stats	
GLOBAL 		GLOBAL 		GLOBAL 		ALL TIME	
Total Distance	3.8 billion km	Total Distance	16.0 billion km	Total Distance	1.1 billion km	Total Athletes	95 million
Total Elevation	34.9 billion m	Total Elevation	146.3 billion m	Total Elevation	11.4 billion m	THIS YEAR	
Average Distance Per Run	6.2 km	Average Distance Per Ride	26.3 km	Average Distance Per Walk	4.1 km	Activities Uploaded	1.8 billion
Male	6.5 km	Male	27.8 km	Male	4.2 km	New Clubs Created	189 thousand
Female	5.5 km	Female	20.5 km	Female	4.1 km	Kudos Given	9.6 billion
Average Duration Per Run	0:38:48	Average Duration Per Ride	1:17:59	Average Duration Per Walk	0:49:04	Photos Uploaded	604.2 million
Male	0:39:30	Male	1:19:46	Male	0:49:10		
Female	0:37:42	Female	1:10:19	Female	0:49:10		
UNITED KINGDOM 		UNITED KINGDOM 		UNITED KINGDOM 			
Total Distance	615.2 million km	Total Distance	1.4 billion km	Total Distance	283.1 million km		
Total Elevation	5.2 billion m	Total Elevation	13.1 billion m	Total Elevation	3.1 billion m		
Average Distance Per Run	5.5 km	Average Distance Per Ride	20.9 km	Average Distance Per Walk	4.2 km		
Male	6.0 km	Male	22.3 km	Male	4.4 km		
Female	5.2 km	Female	15.9 km	Female	4.1 km		
Average Duration Per Run	0:34:17	Average Duration Per Ride	1:00:14	Average Duration Per Walk	0:52:03		
Male	0:33:55	Male	1:00:45	Male	0:53:03		
Female	0:34:49	Female	0:54:33	Female	0:51:22		

▼
Totals are calculated from public activities between 10/1/2020 and 9/30/2021.

STRAVA

For questions, data requests and
other press inquiries, please get in touch:

press@strava.com

2021