

THE RISE OF **SOCIAL RUNNING**

CONNECTING THROUGH EVERY STRIDE

JANUARY 2024

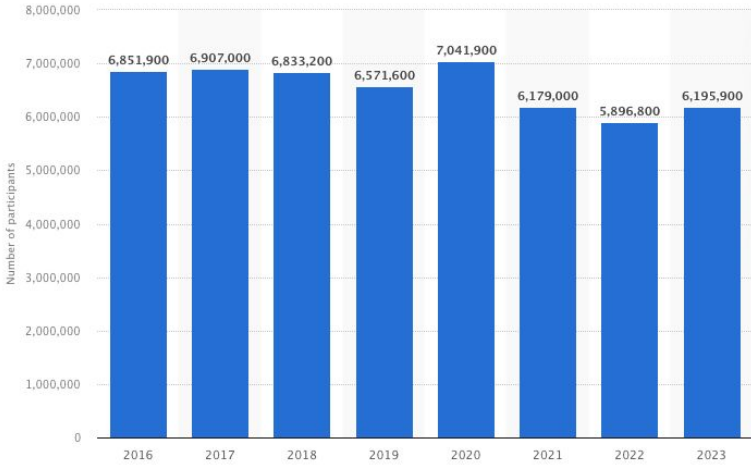
LAD
BIBLE
Group



THE NUMBER OF RUNNERS HITTING THE PAVEMENT HAS REMAINED RELATIVELY **STABLE** OVER THE YEARS

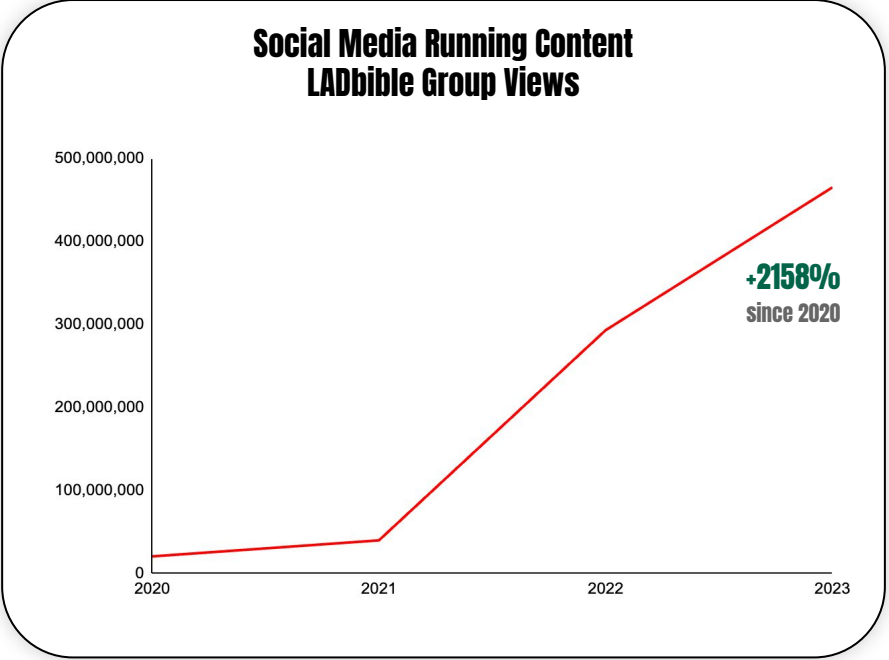
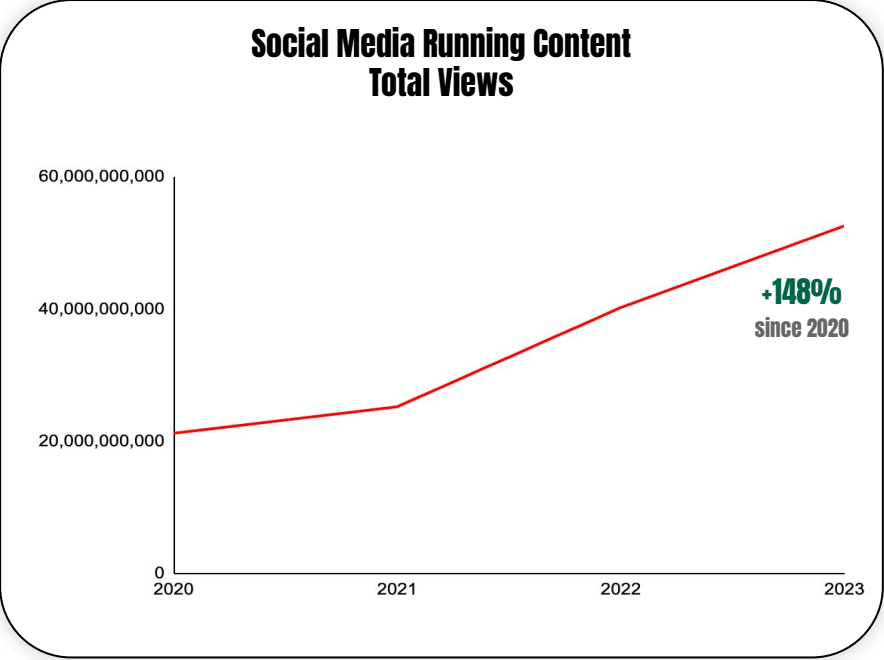
WE KNOW **49%** OF LADBIBLE GEN Z AUDIENCE TAKE PART IN RUNNING MONTHLY:
2.6 million

Running participants in England
2016 - 2023



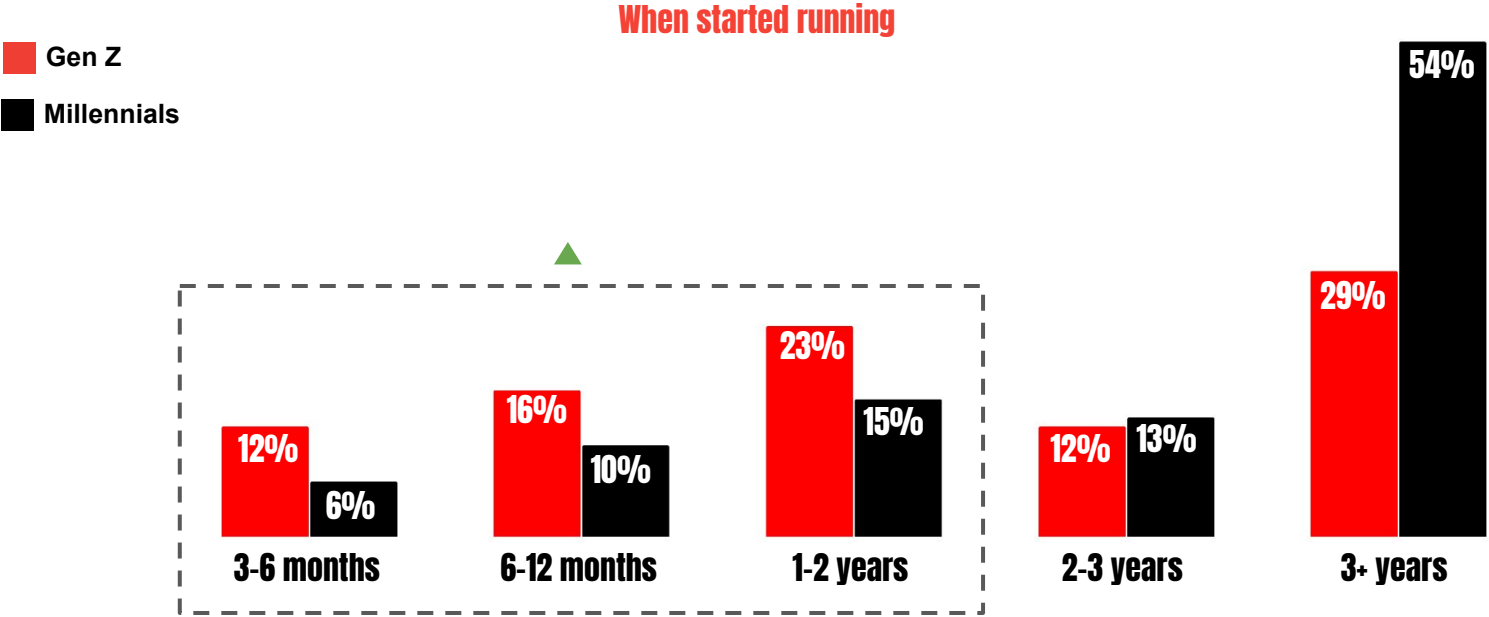
SOURCE: STATISTA 2024, LADNATION SURVEY 2024

BUT RUNNING CONTENT HAS SEEN AN IMPRESSIVE BOOST IN **VIEWS** ON SOCIAL



SOURCE: TUBULAR 2020-2023 (TIKTOK, YOUTUBE, FACEBOOK, INSTAGRAM, TWITTER, TWITCH)

AND GEN Z ARE SIGNIFICANTLY MORE LIKELY TO HAVE STARTED RUNNING IN THE LAST 2 YEARS



Base: Gen Z (426), Millennials (775)
▲ ▼ Significantly higher/lower (tested at 95% confidence level)

SOURCE: LADNATION SURVEY 2024

SOCIAL MEDIA

SOCIAL CONNECTION

SOCIAL RUNNING

THERE HAS BEEN A NOTICEABLE SURGE IN PEOPLE TAKING UP RUNNING IN RECENT YEARS WHICH IS LARGELY BEING DRIVEN BY SOCIAL MEDIA AND THE NEED FOR SOCIAL CONNECTION.

HOW GEN Z TALK ABOUT IT, POST ABOUT IT, AND ENGAGE WITH RUNNING HAS DEFINITELY CHANGED.

SO WE ASKED OUR LADNATION PANEL MORE ABOUT THEIR EXPERIENCE WITH RUNNING

FIRST WITH A SURVEY

1234 SAMPLE

LADNATION SAMPLE

CLOSED AND OPEN ENDED
RESPONSES

The survey focuses largely on Gen Z runners in the UK, with comparisons to Millennials where significant

THEN WITH INTERVIEWS

5 INTERVIEWS

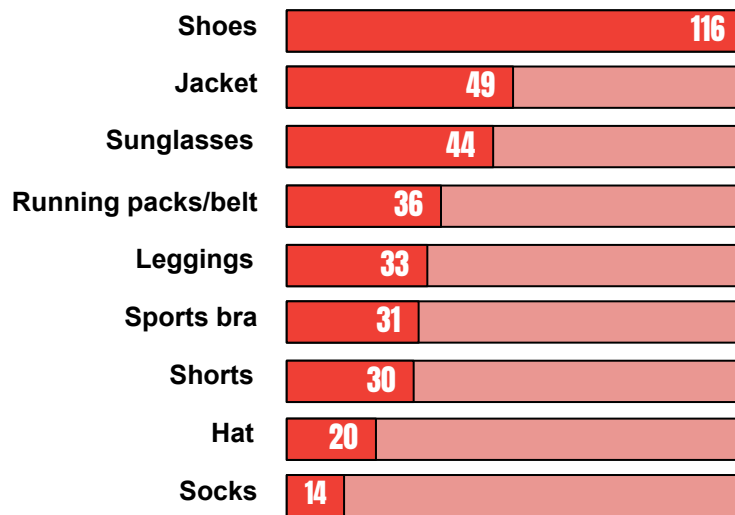
LADNATION MEMBERS

We spoke to LADnation members from different runner profiles to understand their running experiences

THE COMMERCIAL OPPORTUNITY IN RUNNING

WHEN GEN Z START
BUYING RUNNING GEAR,
THE AVERAGE SPEND ON
A FULL KIT IS OVER
£300

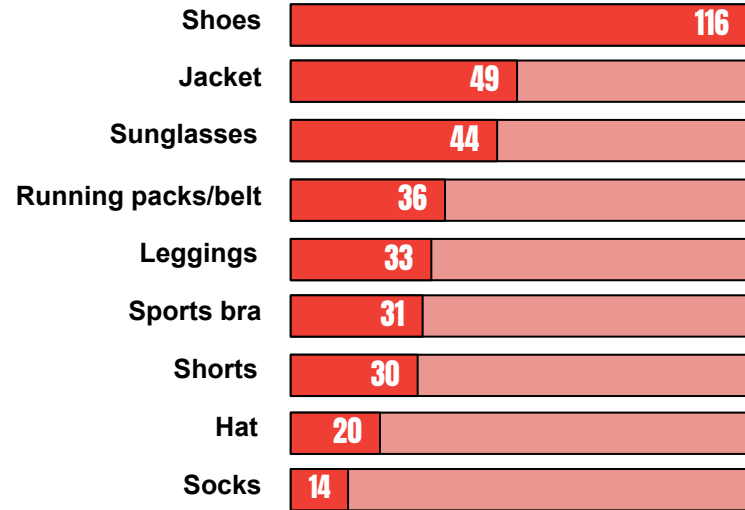
GEN Z AVERAGE SPEND ON RUNNING PRODUCTS (£)



SOURCE: LADNATION SURVEY 2024

MEANING THAT IN TOTAL
OUR AUDIENCE'S SPENDING
POTENTIAL ON RUNNING
GEAR IS OVER
£780M

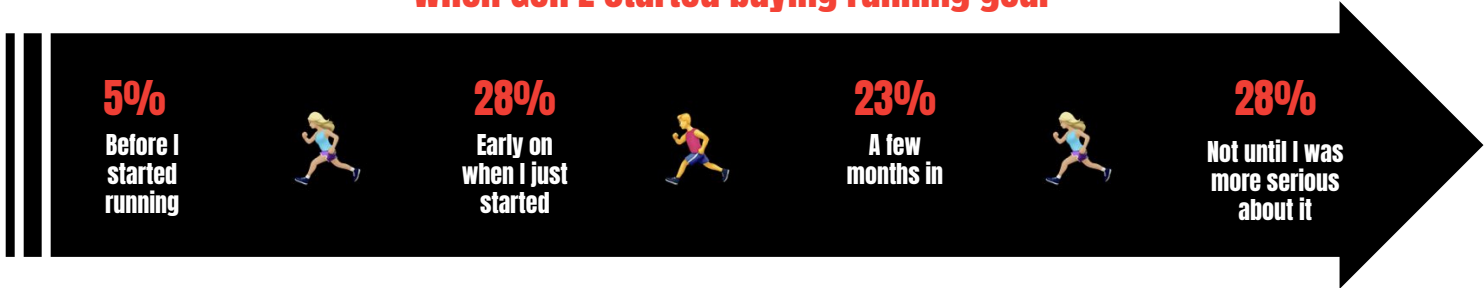
GEN Z AVERAGE SPEND ON RUNNING PRODUCTS (£)



SOURCE: LADNATION SURVEY 2024

GEN Z START **BUYING RUNNING GEAR** AT DIFFERENT STAGES OF THEIR RUNNING JOURNEY...

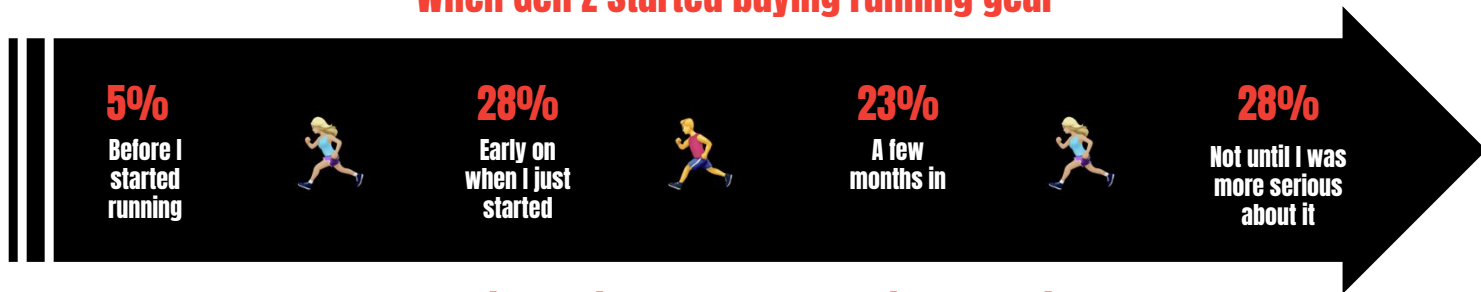
When Gen Z started buying running gear



SOURCE: LADNATION SURVEY 2024

GEN Z START BUYING RUNNING GEAR AT DIFFERENT STAGES OF THEIR RUNNING JOURNEY... BUT **IMPROVED PERFORMANCE** OFTEN ENCOURAGES A **HIGHER INVESTMENT**

When Gen Z started buying running gear



How their running has changed since starting



Shoes have changed. Used to buy cheap running shoes that looked nice. Now I have my ONS which were £170 and are just basic shoes and it has **changed my runs significantly**.



Willing to **invest more** in quality gear. Run more often. More on it with mobility and recovery side of training.



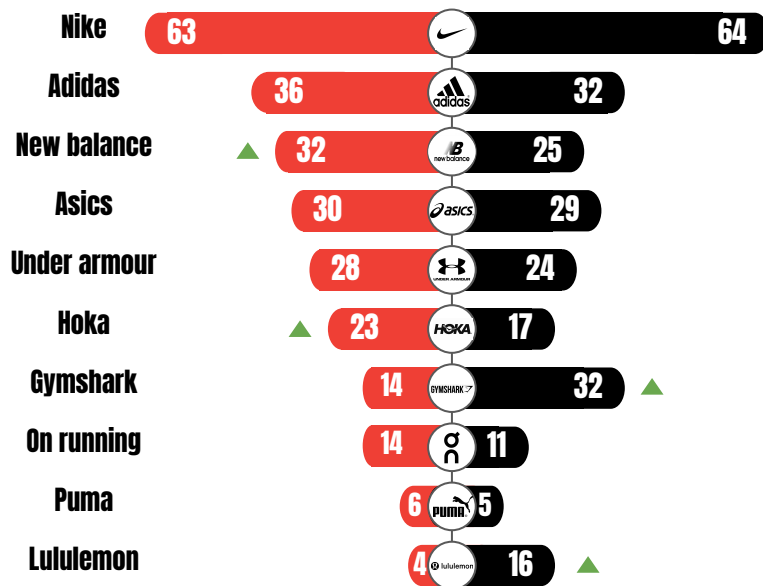
I've **invested more in gear** because my **performance increased**.

SOURCE: LADNATION SURVEY 2024

NIKE IS THE LEADING RUNNING BRAND, WITH DIFFERENCES AMONGST GYMSHARK & LULULEMON THAT OFFER MORE OPTIONS FOR FEMALE RUNNERS

GEN Z'S FAVOURITE RUNNING CLOTHING BRANDS (%)

■ Male
■ Female



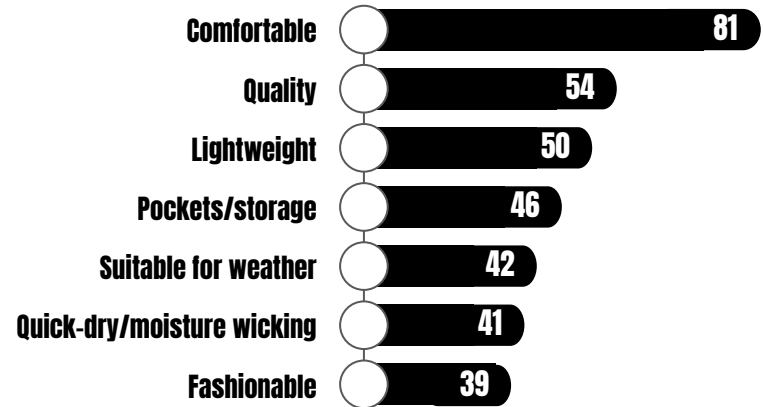
Base: Male (617), Female (617)

▲▼ Significantly higher/lower (tested at 95% confidence level)

SOURCE: LADNATION SURVEY 2024

COMFORT AND QUALITY ARE KEY WHEN IT COMES TO RUNNING CLOTHING

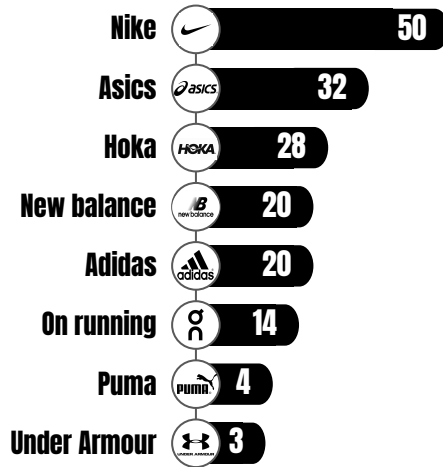
WHAT GEN Z LOOK FOR WHEN BUYING RUNNING CLOTHING (%)



SOURCE: LADNATION SURVEY 2024

NIKE LEADS THE WAY FOR RUNNING SHOES, LIKELY AS IT'S A KNOWN BRAND WITH A RANGE OF OPTIONS FOR ALL RUNNER TYPES

GEN Z'S FAVOURITE RUNNING SHOE BRANDS (%)



AVERAGE SPEND ON RUNNING SHOES

As runners get more serious about their running, their average spend on shoes tends to rise

CASUAL
RUNNER

£85

GEN Z

£116

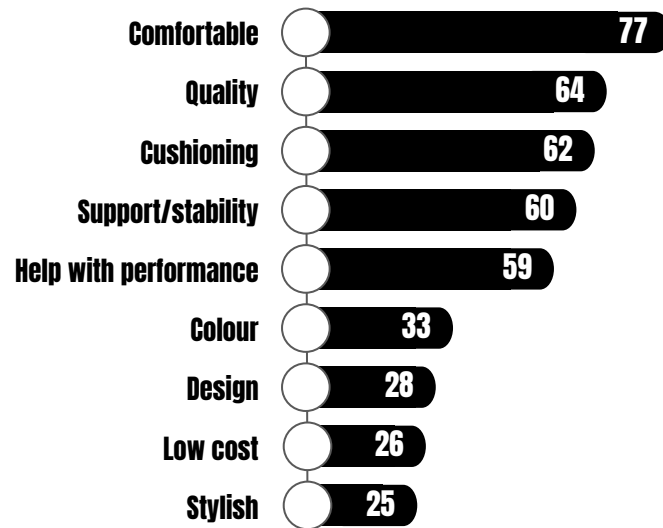
COMPETITIVE
RUNNER

£138

SOURCE: LADNATION SURVEY 2024

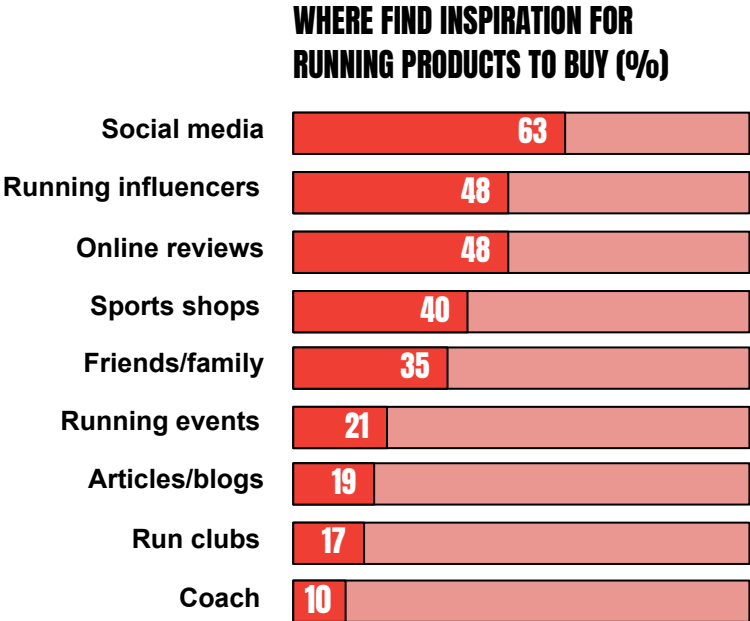
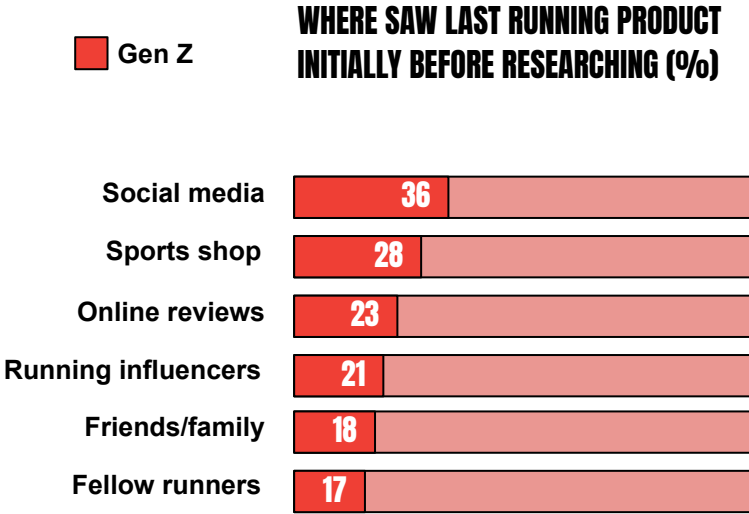
GEN Z WILL PRIORITISE **COMFORT** AND **FUNCTIONALITY** OVER PRICE WHEN IT COMES TO THEIR RUNNING SHOES

WHAT GEN Z LOOK FOR WHEN BUYING RUNNING SHOES (%)



SOURCE: LADNATION SURVEY 2024

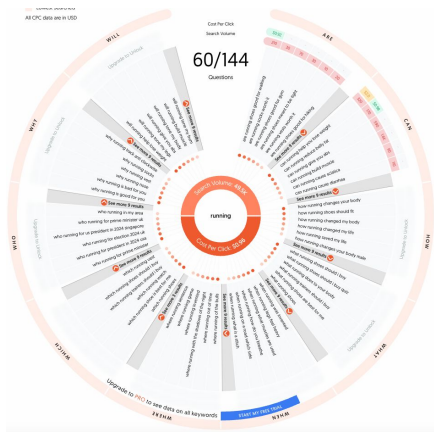
RUNNERS STILL LOOK TO A **VARIATION OF SOURCES** TO RESEARCH BEFORE BUYING, BUT **SOCIAL** PLAYS A BIG ROLE IN THE **PURCHASE JOURNEY**



SOURCE: LADNATION SURVEY 2024

AND **TIKTOK** IS BECOMING MORE POPULAR AS A **SEARCH ENGINE** FOR GEN Z

Gen Z are significantly more likely than Millennials to use TikTok as a search engine, and it ranks second after Google



GOOGLE SEARCH KEYWORDS

CAN

Running help you lose weight

Running build muscle

HOW

Running changes your body

Running shoes should fit

Running changed my life

WHAT

Running shoes should I buy

Running shoes are best for me

WHICH

Running vest

Running shoes should I buy

Running watch

WHY

Running is good for you

Running vest

Running socks

TIKTOK SEARCH KEYWORDS

CAN

Running make you slimmer

Running help get abs

HOW

Running changed my body

Running helps your body

How running changed my life

WHAT

Running does to your body

Running has done for me

WHICH

Running app is most accurate

Running shoes should I get

Running app is the best

WHY

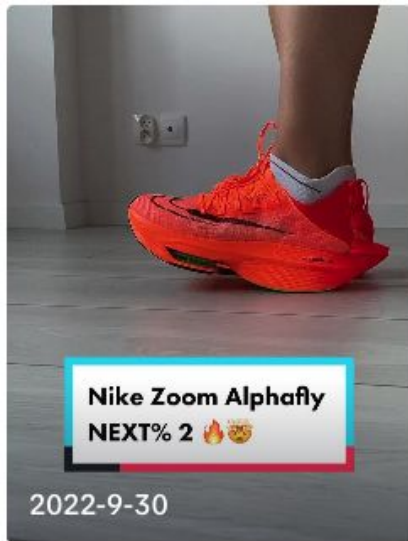
Running is good

Running is important

Running is bad for you

SOURCE: LADNATION 2024, ANSWER THE PUBLIC

CASE STUDY: **NIKE ALPHAFLY** RUNNING SHOES ARE ONE OF MANY RUNNING TRENDS THAT ZOOMED TO POPULARITY WITH THE HELP OF SOCIAL MEDIA



Nike Zoom Alphafly NEXT% 2
👟 #bieganie #run ...
runnersgear... ▶ 7.1M



NIKE ALPHAFLY 3 UNBOXING
👟 Do you like them? 🧡💚 ...
thefashionj... ✓ ▶ 9.4M

“I never would have bought those carbon plated Nike running shoes, but I saw them all over social media, especially the pink ones, everyone was wearing them with bright pink socks. And I have to admit I was influenced. They looked really cool and I did some research into carbon plates and decided to buy them. I absolutely love them for races and I got a PB when I wore them! But it makes me laugh because I never would have bought them if it wasn't for people on social media" - LADnation Interview

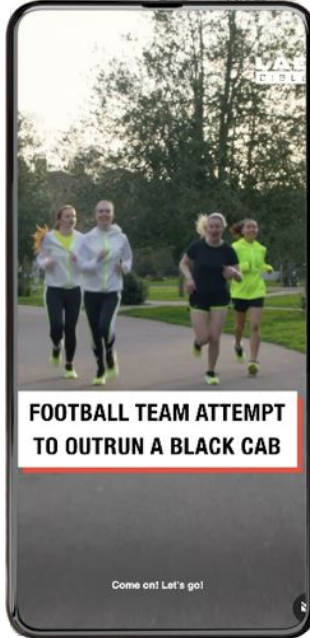


SOURCE: LADNATION INTERVIEW 2024, TIKTOK INSIGHTS

CASE STUDY: **LADBIBLE GROUP** KNOW THE **RIGHT CONTENT** TO ENGAGE RUNNERS ON SOCIAL & MOVE THEM DOWN THE FUNNEL

UNDER ARMOUR INFINITE ELITE RUNNING SHOE CAMPAIGN

MOST SAVED
BRANDED IG
REEL 2024



CAMPAIGN DROVE
+13PP SIGNIFICANT
INCREASE IN
CONSIDERATION

SOURCE: UNDER ARMOUR X LBG CAMPAIGN 2024

THE SOCIAL INFLUENCE OF RUNNING DOESN'T JUST START WITH A PURCHASE...



1

APPETITE FOR RUNNING
CONTENT



2

TECH ENCOURAGING
CONNECTION



3

RUNNING COMMUNITIES
BRINGING PEOPLE
TOGETHER

SOCIAL MEDIA **SOCIAL** CONNECTION **SOCIAL** RUNNING

THE APPETITE TO SEE RUNNING IN THEIR FEED

01

SOCIAL MEDIA HAS A POWERFUL INFLUENCE ON RUNNING TRENDS, OFFERING A SOURCE OF **INSPIRATION** AND **EDUCATION**



The great running boom on **Instagram**. I also felt quite burnt out from my job and wanted to get outside. The two and two just added up and made sense to do.



My boyfriend ran, I **followed a lot of runners on Instagram** and then signed up for my first 10k.



Inspiration from those online and desire to become fitter and compete.



Social media certainly helped, seeing all the **running content motivated me** to get out and try running. Turns out I'm good at it and love getting outside.



Wanted to improve my fitness, watched lots of **TikTok's on tips**.



AND SOCIAL MEDIA IS ONE OF THE BIGGEST DRIVERS TO GET STARTED

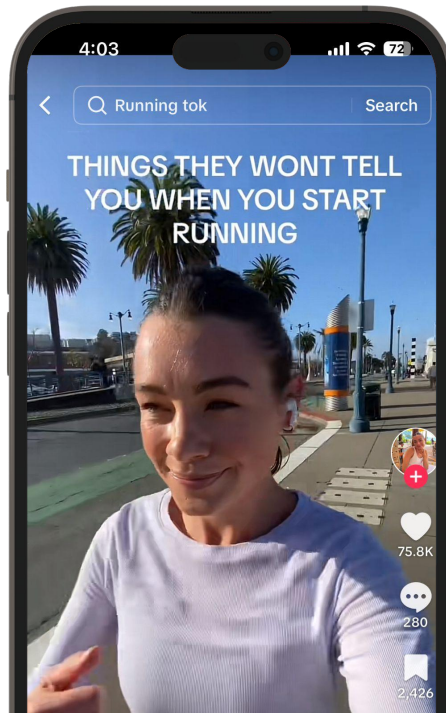
SOURCE: LADNATION SURVEY 2024

INSTAGRAM, TIKTOK AND YOUTUBE ARE THE LEADING PLATFORMS

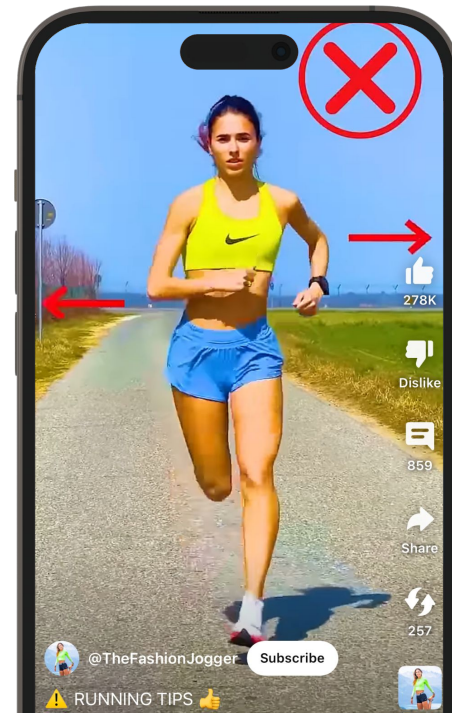
INSTAGRAM - 75%



TIKTOK - 49%



YOUTUBE - 31%



GEN Z LOOK FOR RUNNING CONTENT ON SOCIAL TO SUPPORT **EVERY STEP** OF THEIR RUNNING JOURNEY

GEN Z'S PREFERRED RUNNING CONTENT CATEGORIES ON SOCIAL



OPPORTUNITY FOR BRANDS TO BE PART OF THE CONTENT RUNNERS SEEK FOR SUPPORT IN THEIR RUNNING JOURNEY

SOURCE: LADNATION SURVEY 2024

TECHNOLOGY: EMPOWERING THE MODERN RUNNER

02

TECHNOLOGY GOES HAND IN HAND WITH RUNNING AS GEN Z LOVE TO KEEP TRACK OF THEIR PROGRESS



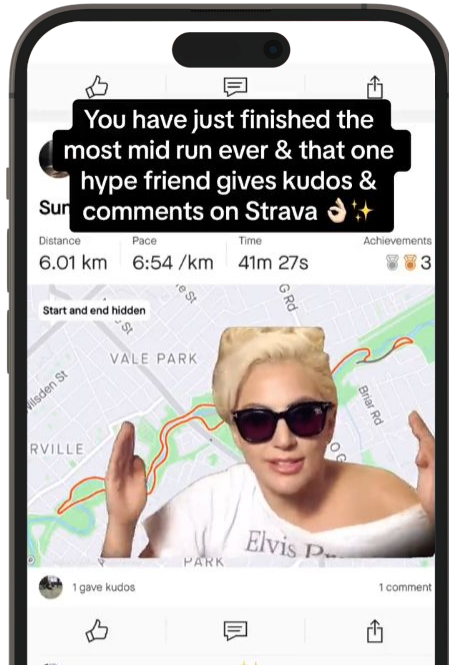
7 in 10 Gen Z Runners wear a smartwatch for running

GEN Z RUNNING APPS USED (%)



SOURCE: LADNATION SURVEY 2024

STRAVA HAS ESTABLISHED ITSELF AS A RUNNING SOCIAL PLATFORM THAT **FOSTERS CONNECTION**, WITH KUDOS BEING THE ENGAGEMENT METRIC EVERYONE IS TALKING ABOUT



Strava users



77% of Gen Z athletes say they feel more connected to others when seeing their friends' or family's activities on Strava

SOURCE: LADNATION SURVEY 2024,
STRAVA REPORT 2024

AND THEY LOVE TO **SHARE** THAT PROGRESS ON SOCIAL MEDIA

**65% OF GEN Z
POST ABOUT
THEIR RUNNING
ON SOCIAL MEDIA**

35%

Share their runs (e.g.
Strava post on IG story)

22%

Post their PBs

6%

Post their own
running videos



**OPPORTUNITY FOR BRANDS TO BE PART OF THE
COMMUNITY AND RUNNING CULTURE THAT IS CREATED
THROUGH SHARING RUNS ON SOCIAL MEDIA**

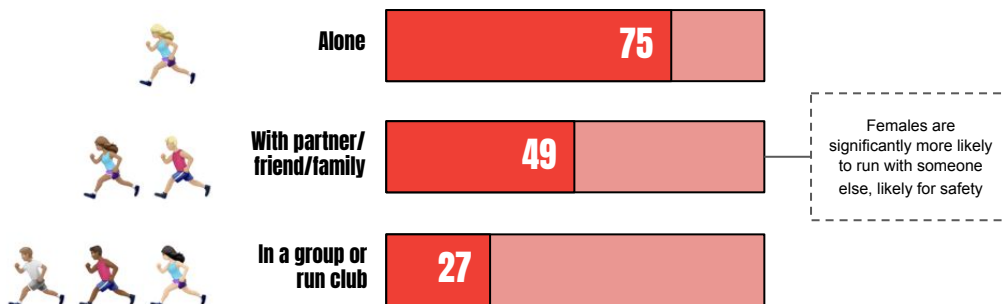
SOURCE: LADNATION SURVEY 2024

LEVERAGING RUNNING COMMUNITIES

03

GEN Z ENJOY A MIX OF SOLO AND GROUP RUNS, WITH MOVEMENT TOWARDS GROUP RUNS AND RUN CLUBS IN RECENT YEARS, FOR THE **SOCIAL** AND **SAFETY** ASPECTS

GEN Z RUNNING PREFERENCES (%)



GEN Z RUNNING PREFERENCE CHANGES (OPEN-ENDED)

Used to always run alone. **Running with people** makes it more enjoyable

I wouldn't mind running a group now as it could be **fun** and another part of **socialising**

Joined a **running club** last year, before that I would run alone

Prefer to **run with my club** more than I used to

I don't run as much because the area I live in **feels too unsafe**

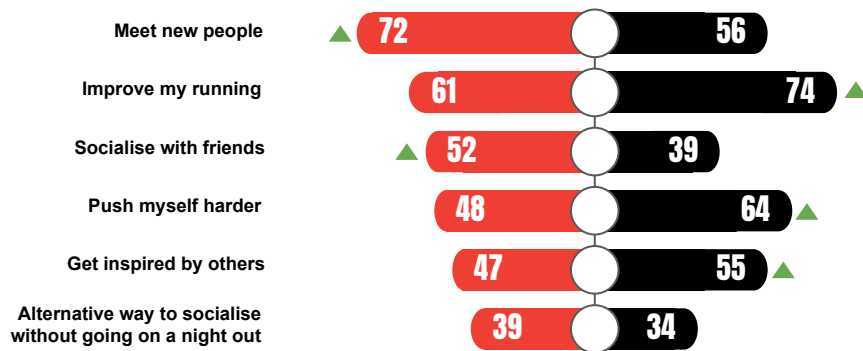
I'd like to socialise and **feel more safe** when out running

SOURCE: LADNATION SURVEY 2024

WITH GEN Z BEING SIGNIFICANTLY MORE LIKELY TO GO TO A RUN CLUB TO **SOCIALISE** VS. IMPROVE **PERFORMANCE**



MAIN REASONS WOULD GO TO A RUN CLUB (%)

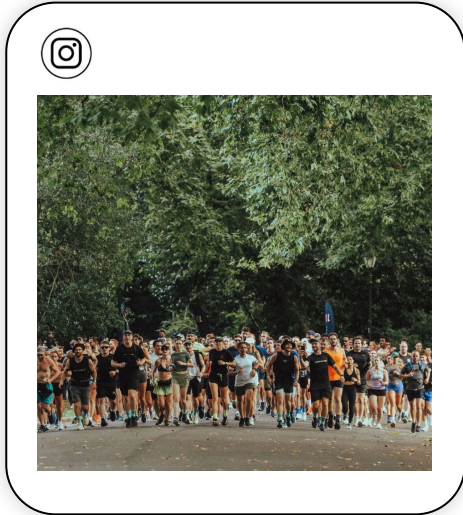


While improving performance plays a role in the interest in run clubs for Gen Z, social connection is key for the younger audience. Combined with the need to post online, this is likely driving the boom in running.

Base: Gen Z (426), Millennials (775)
▲▼ Significantly higher/lower (tested at 95% confidence level)

SOURCE: LADNATION SURVEY 2024

RUN CLUBS APPEAL TO $\frac{3}{4}$ GEN Z WITH $\frac{1}{3}$ WHO ARE KEEN BUT MIGHT NEED SOME ENCOURAGEMENT



GEN Z RUN CLUB INTEREST (%)

Haven't been but would like to



36

Have been to one before



21

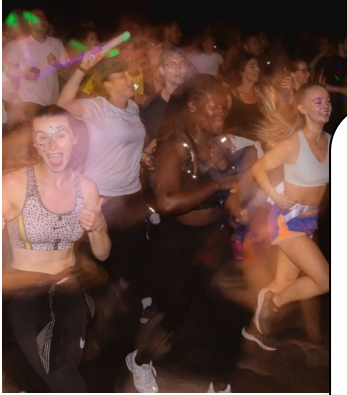
Regularly go to run clubs



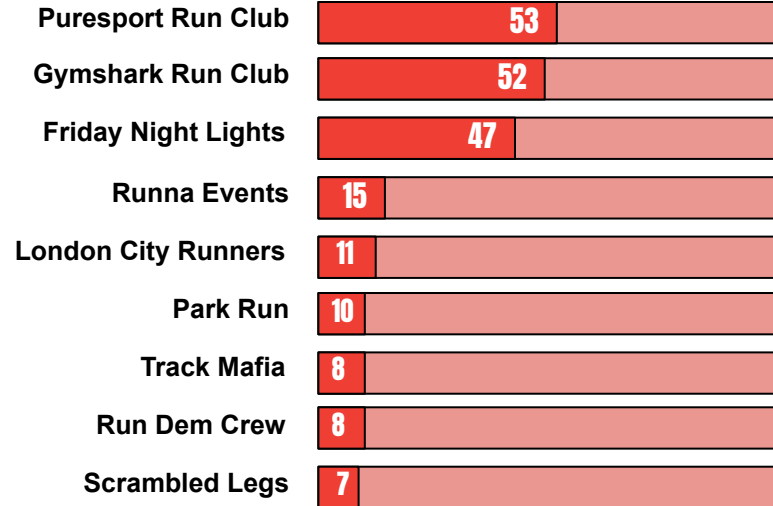
18

SOURCE: LADNATION SURVEY 2024

AND THERE'S NO SHORTAGE OF **RUN CLUBS** POPPING UP AROUND THE UK



GEN Z'S FAVOURITE RUN CLUBS (%)



SOURCE: LADNATION SURVEY 2024

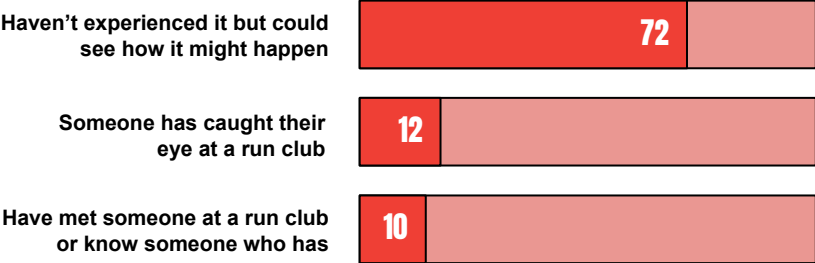
BUT THERE'S ALSO AN EMERGING TREND OF RUN CLUBS BEING THE NEW **DATING APP**



WHICH IS BEING LED BY THE YOUNGER GENERATION WHO ARE LOOKING FOR WAYS TO **MEET NEW PEOPLE** WITH SIMILAR INTERESTS

22% Gen Z are significantly more likely than millennials to agree “Run clubs are the new dating app”

GEN Z'S THOUGHTS ON RUN CLUBS BEING A GOOD PLACE TO MEET PEOPLE TO DATE (%)



SOURCE: LADNATION SURVEY 2024

AND WE'RE SEEING BRANDS CAPITALISE ON THIS WITH EVENTS FOR SINGLES

Thursday Dating App



Thursday, the dating app that arranges single meetup events every Thursday started weekly Run Clubs for singles to meet up for a run instead of a drink.

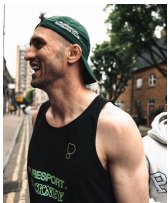
Tinder x Runna Solemates Run Club



Tinder and personalised running app Runna teamed up to bring their audiences together for free singles run clubs.

SOURCE: THURSDAY DATING INSTAGRAM, RUNNA/TINDER PRESS RELEASE 2024

MORE GENERALLY, BRANDS ARE EMBRACING THE RUNNING TREND AS A WAY TO **GROW THEIR COMMUNITY** ORGANICALLY



**Puresport Run Club:
Daniel Temm, COO**

Puresport is a wellness brand selling supplements and other products that aid health and recovery. They started a run club at the back end of Covid, which has grown to attract hundreds of runners each week around the UK.

How their run club has helped grow their brand

“This massive shift back towards in person events and things like run clubs has provided an amazing opportunity for **brands to collaborate**. Through the community we have built at Puresport it has meant we have had a number of the biggest running brands in the world wanting to explore partnerships and benefit from getting in front of their target consumers.

Through launching and growing Puresport Run Club it has given us an amazing **opportunity to come face to face with our audience** every week. This has helped us to **build a deep connection** with them and the brand and they are now our **biggest brand advocates**. It's also a way for us to get our products in front of new people organically, and with the growth of the run club, we've seen a direct impact on sales.”



**Runna app:
Ben Parker, Co-founder
& Head Coach**

Runna is an app that creates personalised running plans from world-class coaches with an in-app community to help runners achieve their goals.

Ben's thoughts on the running boom and event collaborations

Runna has increasingly grown in popularity, becoming a go-to app for runners who are looking for personalised coaching. With that, they've partnered with Tinder to create a run club for singles to meet like minded people.

Hear what Co-Founder Ben had to say:

“It's been incredible to see the love for running spread across London, with so many amazing new run clubs, enriching local communities. With our passion for running, we are thrilled to be teaming up with Tinder for the SoleMates Run Clubs and can't wait to welcome runners down to the event and hopefully help build some great new connections!”

SOURCE: LADBIBLE INTERVIEWS

RUNNING EVENTS ARE THE PERFECT WAY TO ENGAGE GEN Z WITHOUT PUSHING TRADITIONAL MARKETING IN THEIR FACE

MyProtein Move Club



Gymshark Run Club



LOVE BRAND COLLABORATIONS ON RUNNING EVENTS (%)

■ Gen Z

■ Millennials



PARTNERING WITH BRANDS LIKE LADBIBLE THAT REACH RUNNERS AT SCALE CAN HELP DRIVE ENGAGEMENT AND BRAND LOVE BY CAPITALISING ON OUR AUDIENCE'S PASSION POINTS

Base: Gen Z (426), Millennials (775)

▲ ▼ Significantly higher/lower (tested at 95% confidence level)

SOURCE: LADNATION SURVEY 2024

SOCIAL MEDIA

SOCIAL CONNECTION

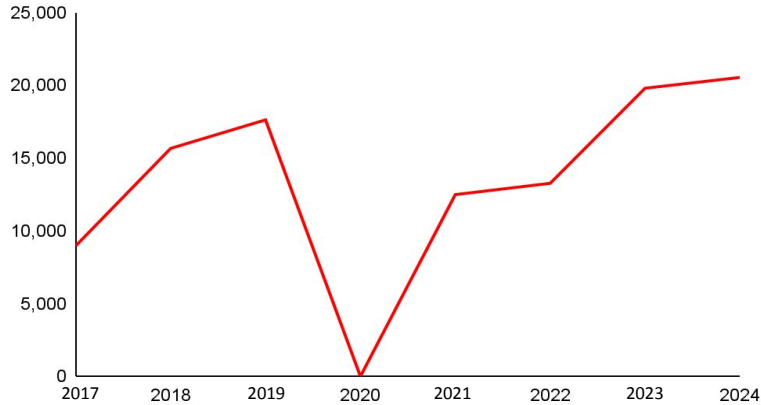
SOCIAL RUNNING

**BUT SOCIABILITY OF RUNNING DIFFERS PER
RUNNER, AS THERE IS NOT JUST ONE TYPE OF
RUNNER...**

WHAT TYPE OF RUNNERS ARE LADBIBLE GROUP'S AUDIENCE?

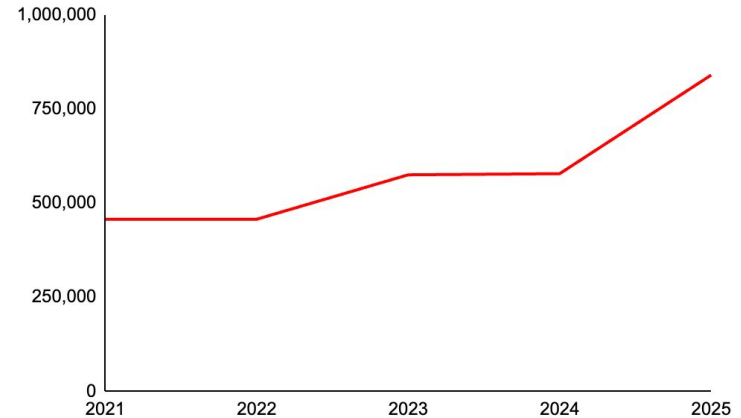
THERE HAS BEEN A BOOM IN RUNNING **EVENTS** WITH ENTRIES INCREASING & TICKETS SELLING OUT FASTER THAN EVER

HACKNEY HALF PARTICIPANTS



Hackney Half participants have **increased by 129%** since 2017. Off the back of record participation rates (20.5K) in 2024, tickets for 2025 sold out in only 2 weeks.

LONDON MARATHON BALLOT ENTRIES

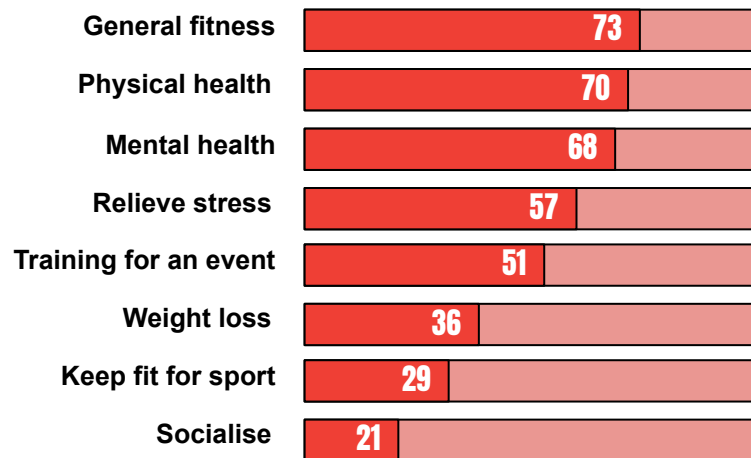


London Marathon Ballot entries broke the world record for marathon entries in 2024, and again in 2025, with entries **increasing by 84%** since 2021.

SOURCE: HACKNEY HALF AND LONDON MARATHON WEBSITES

**BUT NOT ALL RUNNERS
DO SO FOR EVENTS;
GEN Z RUNNERS MAINLY
STARTED FOR MENTAL &
PHYSICAL **HEALTH**
REASONS**

GEN Z MAIN REASONS FOR RUNNING (%)



SOURCE: LADNATION SURVEY 2024

AND RUNNING REQUIRES MINIMAL RESOURCES TO BEGIN, MAKING IT **EASILY ACCESSIBLE** FOR MOST

WHAT GOT THEM INTO RUNNING [OPEN-ENDED]

COVID

Covid had a large influence on the rise of running with a lack of access to gyms and a desire to get out of the house more

“Lockdown I didn’t have much else to do so decided to start running and loved it ever since. Great way to stay healthy.”

“Stuck in the house during covid/no gyms.”

PRICE/LOW BARRIER TO ENTRY

With no travel time to a gym, and a pair of running shoes being the only requirement, running can be a cheap and easy sport to get into

“I wanted an exercise with the lowest barrier to entry”

“Can’t afford a gym membership anymore and running is free”

“Needed to lose weight and it’s cheaper than the gym”

ESCAPISM

A chance to be alone with music or your thoughts and not have to think too hard other than to put one step in front of the other

“Great for mental health, that escapism to just plug into some music and escape”

“Some free time with just my thoughts

“Went through a break up and it was a good way to clear my head and just kept doing it”

SOURCE: LADNATION SURVEY 2024

RUNNERS OFTEN BEGIN BY SIGNING UP TO CHARITY RUNS OR CHALLENGES, AND THEN FIND A LOVE FOR RUNNING IN THE PROCESS

34%

OF BEGINNER RUNNERS STARTED RUNNING BECAUSE THEY SIGNED UP TO A RUNNING EVENT



Running a **marathon for charity** that has supported my dad through illness.



Signed up for two half marathons and **continued to run after** completing them.



My boyfriend was diagnosed with MS at the age of 26 so I took up running and **ran for the MS society charity** 50k in May 2023 and have **carried on ever since**



To run a **marathon in memory of my dad** to raise money for charity



Brother in law took his own life. Needed something for my own mental health. Also **raised money for CALM**, a suicide awareness charity.



When I was drunk on NYE, I placed a bet with my dad that I could run a marathon (I have never run 5km at this point). I woke up on New Year's Day really regretting my choice, but I stuck at it and 16 weeks later I ran the Manchester marathon. It gave me a really **massive sense of pride that I'd never felt before!** Since then I've been obsessed and I love it!

SOURCE: LADNATION SURVEY 2024

AND THEN **LONGER DISTANCE** RUNNING EVENTS GAIN POPULARITY, AS THEY GIVE GEN Z A SENSE OF ACHIEVEMENT

RUNNING EVENTS GEN Z TAKEN PART IN OR THINKING ABOUT TAKING PART IN

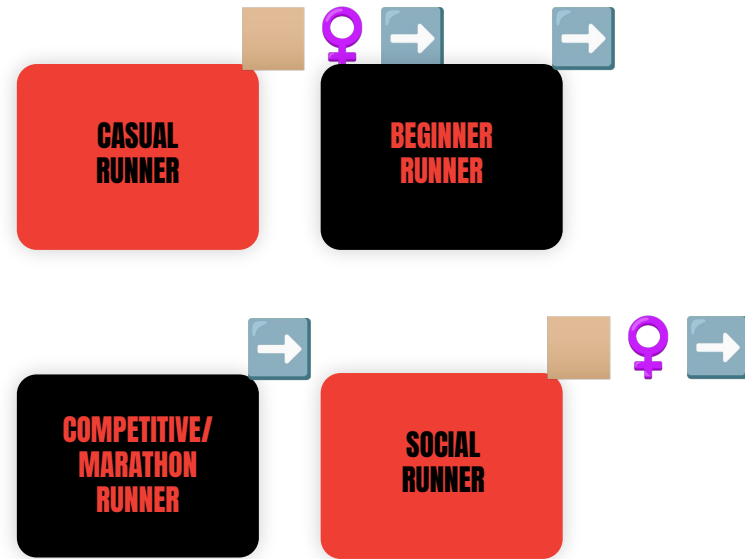


SOURCE: LADNATION SURVEY 2024

DIFFERING REASONS FOR RUNNING AND DISTANCES RUN, CREATES THE FOLLOWING **PROFILES** ACROSS THE LADBIBLE GROUP PORTFOLIO...



WE DID A **DEEP DIVE** INTO THE MOST POPULAR RUNNER PROFILES AMONGST LADBIBLE'S AUDIENCE...



CASUAL RUNNERS

Runs casually/ occasionally

FAVOURITE
L&B BRANDS

LAD
BIBLE

WHEN THEY START BUYING RUNNING PRODUCTS

They tend to spend money on running gear early on in the process of starting running and they are the group most likely to purchase gear before they start running

BEFORE I
STARTED
RUNNING

12%

EARLY ON
WHEN JUST
STARTING OUT

31%

A FEW MONTHS
IN

27%

NOT UNTIL MORE
SERIOUS

18%

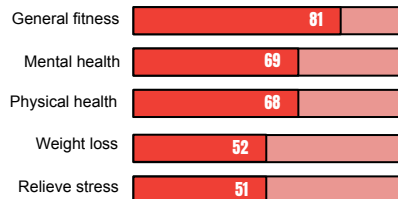
KEY INSIGHT

Casual runners tend to spend less on their running gear than other types of runners, however they buy running kit earlier in the purchase cycle. Target them with lower price points and inclusive and supportive messaging.

Average spend per item

£91 Running shoes
£41 Running jacket
£36 Sunglasses
£25 Shorts

REASONS FOR RUNNING (TOP 5)



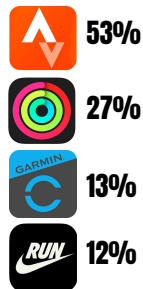
"I go through phases with my running. Sometimes I might do a few runs a week or month, other times I don't run at all. It often depends if I'm being consistent with my exercise, but I fall off the wagon here and there and have to get motivated to go again." - LADnaton Interview

TOP CONTENT CATEGORIES ON SOCIAL

Training tips
Health/nutrition
Inspirational
Relatable

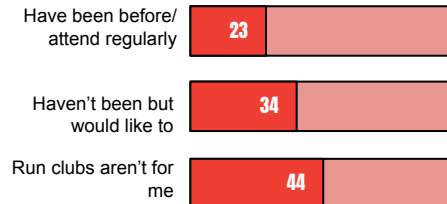


APPS USED



ATTITUDE TOWARDS RUNNING CLUBS

While some casual runners have an interest in run clubs, they are significantly less likely than other groups to be interested in run clubs



SOURCE: LADNATION SURVEY, LADNATION INTERVIEWS 2024

BEGINNER RUNNERS

Just starting on their running journey

FAVOURITE LBG BRANDS

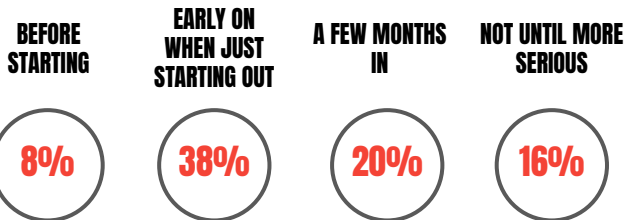
LAD BIBLE

Tyla

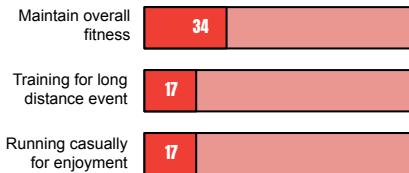
Females significantly more likely than other groups to follow Tyla

WHEN THEY START BUYING RUNNING PRODUCTS

Many will start shopping early in their journey so can be targeted with products suitable for beginners



MAIN RUNNING GOALS (TOP 3)



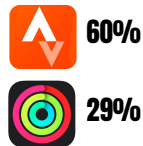
TOP CONTENT CATEGORIES ON SOCIAL



"I enjoy watching relatable running content. Like runners who started from a similar level to me and don't run fast. Or even people showing themselves stopping during a run because they're tired. It's more relatable and motivating to know they have similar running experiences to me." - LADnation Interview.



APPS USED



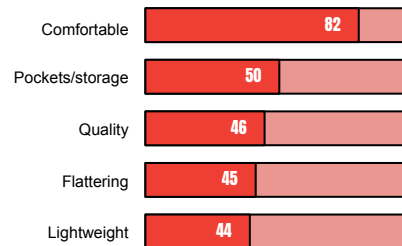
KEY INSIGHT

Beginner runners are keen to get involved in the social side of running but may benefit from content that gives them confidence and shows how brands can encourage social connection

40% Haven't been to a run club but would like to

72% Think run clubs are intimidating (significantly more likely than other runners)

WHAT THEY LOOK FOR IN RUNNING CLOTHING (TOP 5)

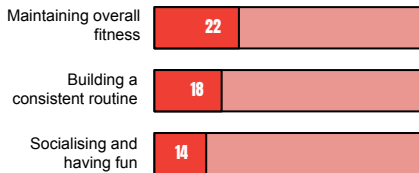


SOURCE: LADNATION SURVEY, LADNATION INTERVIEWS 2024

SOCIAL RUNNERS

Likes to run with friends, at run clubs etc

MAIN RUNNING GOALS (TOP 3)



TOP CONTENT CATEGORIES ON SOCIAL

Training tips

Relatable

Product reviews

Health/nutrition

FAVOURITE LBG BRANDS

LAD BIBLE

KEY INSIGHT

Social runners are image conscious and they prioritise 'flattering' running clothes more than any other group. They are most likely to buy running clothes early in the running journey to make sure that they are kitted out and looking good

WHEN THEY START BUYING RUNNING PRODUCTS

EARLY ON WHEN JUST STARTING OUT

34%

A FEW MONTHS IN

31%

NOT UNTIL MORE SERIOUS

25%

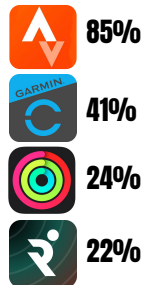
WHEN I SIGNED UP FOR A RUNNING EVENT

6%

"I think it's important to feel good in your exercise gear. If you feel good then you feel more motivated to run and the cycle continues. If you don't feel like you look good then it can negatively impact you and can be hard to get started." - LADnation interview

81%
USE A SMART WATCH FOR RUNNING

APPS USED



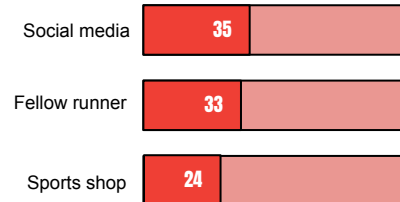
SOCIAL RUNNERS ARE BIG RUN CLUB FANS

Social runners go to running clubs to socialise and meet new people. Running clubs also help them to improve their running, push themselves harder and build a consistent routine.

Reasons would go to a run club



RUNNING PRODUCT DISCOVERY (TOP 3)



SOURCE: LADNATION SURVEY, LADNATION INTERVIEWS 2024

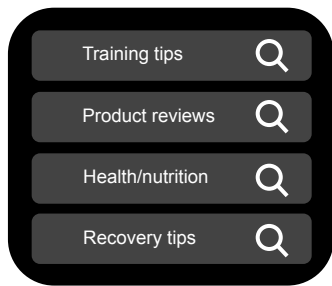
COMPETITIVE/ MARATHON RUNNERS

Loves a running event and a PB

MAIN RUNNING GOALS (TOP 3)



TOP CONTENT CATEGORIES ON SOCIAL



FAVOURITE
L&G BRANDS

LAD
BIBLE

SPORT
BIBLE

Males significantly more likely than other groups to follow SPORTbible

WHEN THEY START BUYING RUNNING PRODUCTS

Many competitive/marathon runners will buy products early on and continue adding to their running collection as they get more serious

EARLY ON
WHEN JUST
STARTING OUT

29%

A FEW MONTHS
IN

24%

NOT UNTIL MORE
SERIOUS

35%

WHEN I SIGNED
UP FOR A
RUNNING EVENT

7%

"When I started running I bought the cheapest running gear to start me off. As I started signing up for events and taking it more seriously I invested in better quality gear, and products that would help with my performance." - LADnation Interview



87%
USE A SMART
WATCH FOR
RUNNING

APPS USED



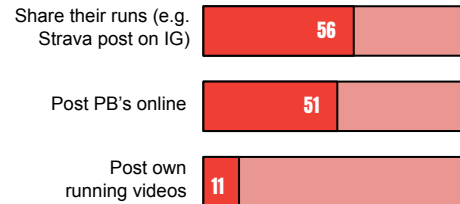
KEY INSIGHT

Competitive/marathon runners enjoy the social aspect of running but are more motivated by performance. This audience will benefit from performance driving content rather than social focused.

Reasons would go to a run club



POSTING RUNNING CONTENT ON SOCIAL MEDIA



SOURCE: LADNATION SURVEY, LADNATION INTERVIEWS 2024

AND LADBIBLE IS ABLE TO REACH ALL RUNNER TYPES, AS WE GET THE MOST EYES ON OUR CONTENT

	TOTAL VIDEO VIEWS	AVG VIEWS PER VIDEO	TOTAL VIDEO ENGAGEMENTS	AVG ENGAGEMENTS PER VIDEO
LAD BIBLE	13.8B	1.4M	433.0M	50.0K
SPORT BIBLE	1.1B	424.0K	36.1M	37.0K
Tyla	4.3B	687.0K	124.0M	17.0K

	TOTAL VIDEO VIEWS	AVG VIEWS PER VIDEO	TOTAL VIDEO ENGAGEMENTS	AVG ENGAGEMENTS PER VIDEO
EUROSPORT	1.1B	246.0K	36.4M	9.9K
JOE MEDIA	956.0M	317.0K	17.7M	10.6K
sky sports	741.1M	187.0K	157.4M	23.6K
VICE	165.8M	329.0K	7.7M	22.4K
THE RUNNING CHANNEL	26.0M	41.6K	2.2M	1.9K
RUNNER'S WORLD	398.0K	3.4K	62.8K	<1K

SOURCE: TUBULAR JAN - SEP 2024, YOUTUBE, TIKTOK & FACEBOOK

RACE RECAP: THE FINAL RUNDOWN



1

CONTENT THAT FUELS THE RUNNING CRAZE

Social media is at the heart of the running boom. It's the first place runners go for inspiration, information and connection. Brands need to appeal to runners on social through engaging content with the right partners.



2

TECH ENCOURAGING MORE CONNECTION FOR THE MODERN RUNNER

Technology goes hand in hand with running to aid in performance, tracking and connecting with the running community. It creates more touch points to reach and engage runners.



3

RISE OF RUNNING COMMUNITIES

Post-Covid, the need for connection has remained strong. Gen Z are using running communities to make friends, find love and improve performance, and brand collaboration is encouraged in this space.

BRANDS CAN ENGAGE DIFFERENT RUNNER PROFILES BY TAPPING INTO THEIR NEEDS

Behaviours, motivators and needs differ for runners depending on where they are in their journey and the type of runner they are. Brands should keep this in mind with their targeting to reach the relevant audience with the right message.