

KEEPING PACE WITH OUR COMMUNITY



KIPRUN PACER



more runs, more life

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About us

Launched in France in November 2022 by **KIPRUN** (Decathlon's performance running brand), **KIPRUN PACER is a 100% free running training app** that is redefining race preparation.

With over **one million downloads**, it currently serves runners in **75 countries**, including the UK, Germany, the Netherlands, Belgium, Spain, Portugal, and Italy.

The data is clear: one in two runners sustains an injury during training, and 30% fear failure or a lack of enjoyment on race day. To bridge this gap, KIPRUN PACER delivers a **comprehensive coaching experience**, from the first day of training to the finish line.

The app generates **free and personalized training plans** tailored to precise time goals (down to the second), fitness levels, and individual schedules. It supports all major disciplines: **5K, 10K, half-marathon, marathon, and trail running.**

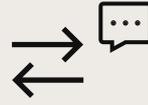


About us



Connectivity

Follow your sessions in the app or directly on your **Apple, Garmin, or Coros** watch, with the appropriate paces.



Adaptability

Your plan adjusts based on your post-session feedback (perceived effort, fatigue), integrating rest days or reducing intensity if you experienced any physical discomfort.



Holistic support

Benefit from **360° guidance**, with expert advice on nutrition, hydration, recovery, and strength training.



Confidence

A success gauge indicates your **chances of reaching your goal** and adapts your training accordingly.

Over **8** /10 users

who followed their plan met or exceeded their goal.

Your turn.



Download the app for free!



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Why this report?

At KIPRUN PACER, we are a team of 12 enthusiasts, driven by every stride, every goal, and every personal best. We take pride in deeply understanding how our runners train and listening to their feedback to constantly refine and improve our plans.

Since you are, or might soon be, part of this journey, we wanted to give you an insider's look into our incredible global community. In this report, you will discover key insights about the characteristics of KIPRUN PACER runners, their training habits, and what drives their progress.

Our wish? That this report encourages you to take on a new challenge, to set your next time goal, or simply to rediscover your practice from a new perspective.

Explore what over 224,000 runners have taught us across 37 million kilometers covered last year!

About the data

This report analyzes all running sessions scheduled within a KIPRUN PACER training plan and completed between September 1, 2024, and August 31, 2025 (referred to as the "2025" period).

Source:

Anonymized data from the KIPRUN PACER app and automatically imported via running watches (PACER is compatible with Garmin, Coros, Polar, Suunto, Apple, and Fitbit).

Comparison period:

The "2024" period refers to data collected from September 1, 2023, to August 31, 2024.

Scope:

Activities recorded across more than 75 countries.

Note:

Percentages have been rounded to the nearest whole number; consequently, some totals may not equal exactly 100%.



2025 at a glance

+111%

The PACER community more than doubled in one year, with an increasingly strong international presence (20% of our runners).

10.6

Spring is THE running season: users run an average of 10.6 times between March and May. This is also when the longest sessions take place.

22%

Trail training plans now represent 22% of KIPRUN PACER plans, a 60% increase over 2024. The call of the wild is getting louder.

42%

of 2024 finishers headed for a new starting line in 2025. Once you get a taste for it, you just can't stop!

519 KM

This is the average annual distance covered by our regular runners. The equivalent of 12 marathons!

Over 8/10

users who completed at least 75% of their plan on KIPRUN PACER met or exceeded their race goal. Consistency pays off!



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AT THE STARTING LINE

Meet
the runners

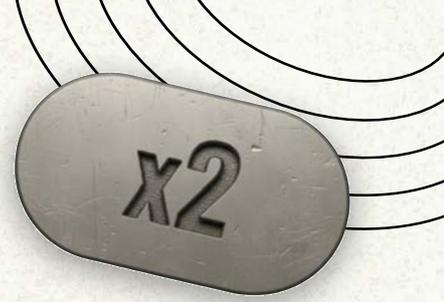


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Our community has more than doubled in just one year...



The KIPRUN PACER community is booming, with **224,000 runners** completing at least one activity in 2025.

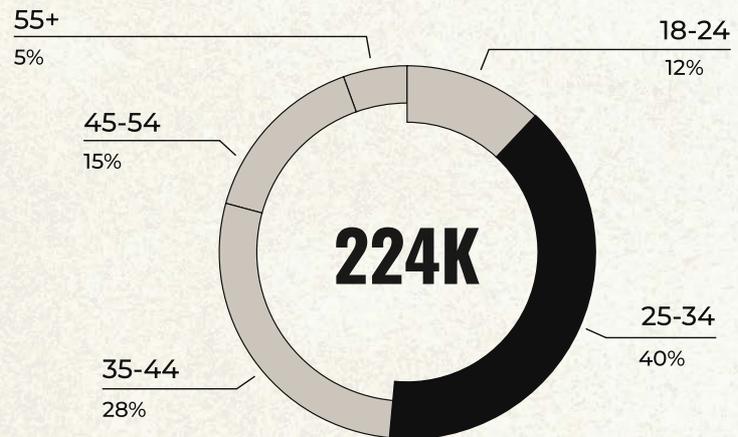
+111%

growth in runners between 2024 and 2025.



Age distribution

More than **half of our runners are under 35.**

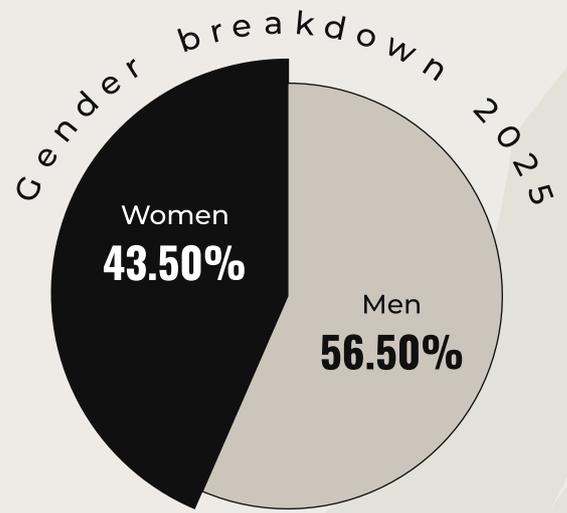


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...and is more diverse than ever

Women now represent **43.5% of runners**, up from 42.9% in 2024.



KIPRUN PACER : A borderless community

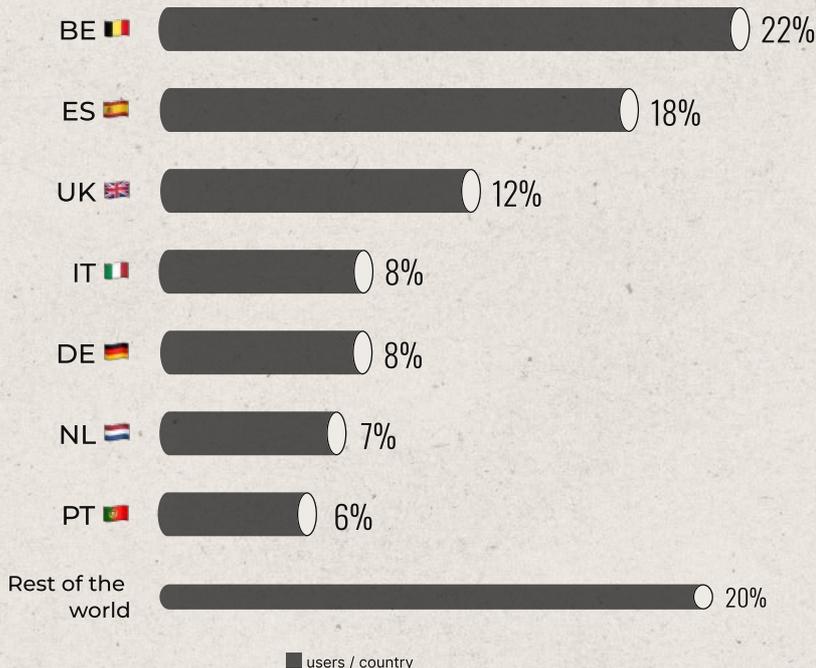
20%

outside France

While France remains our home base, our community is reaching every corner of the globe.

The share of users outside France has doubled, jumping from 10% in 2024 to 20% in 2025. Welcome to our Belgian and Spanish friends who are currently leading the pack!

Distribution of the 20% of users outside France



2025: A year of running the world

In 2025, the PACER community covered a total of 37 million kilometers - that's over 900 times around the globe.

We are so proud of you!

The KIPRUN PACER team thanks you for your trust and congratulates you on your incredible achievements.

that's 9,250,000 laps of the Lille Citadel!



37,000,000 KM

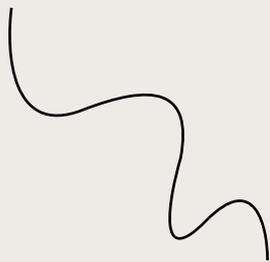
Total distance covered by our users in 2025

Over 900 times around the globe



519 KM

yearly average



12

Marathons

This is the average distance covered in 2025 by our most consistent runners (those with at least one activity every two weeks, minimum 26 per year). That's 10 km per week, and 20 km more than in 2024.

Representing 22% of our community, they collectively ran 26 million km - accounting for 70% of the total distance. Pure inspiration!



+20 KM

vs 2024



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Our regular runners

Average profile of our regular runners (minimum 1 run every 2 weeks) in 2025.



Women

9.2km

/run

6'32" /km

Average pace

1:00:08

Average duration / run

449km

/year per runner

10.98km

/run

5'47" /km

Average pace

Men

1:03:28

Average duration / run

573km

/year per runner



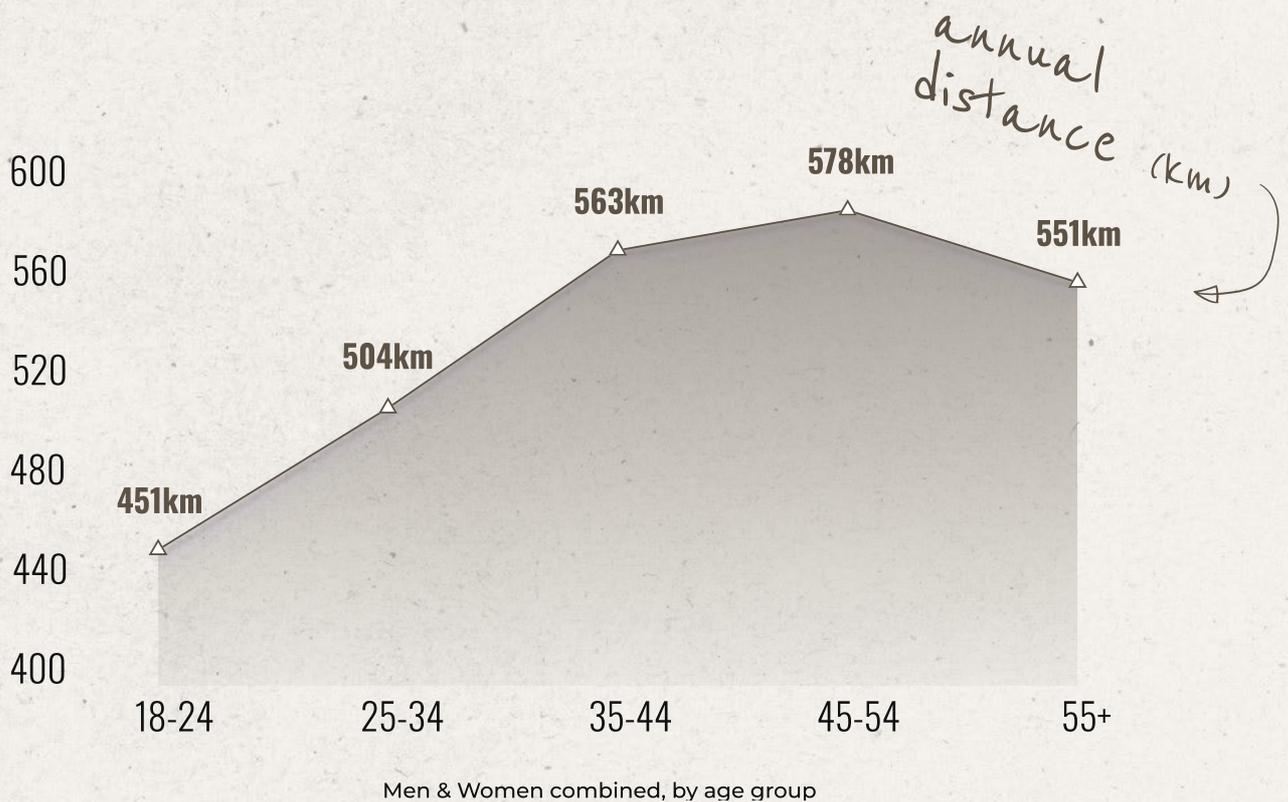
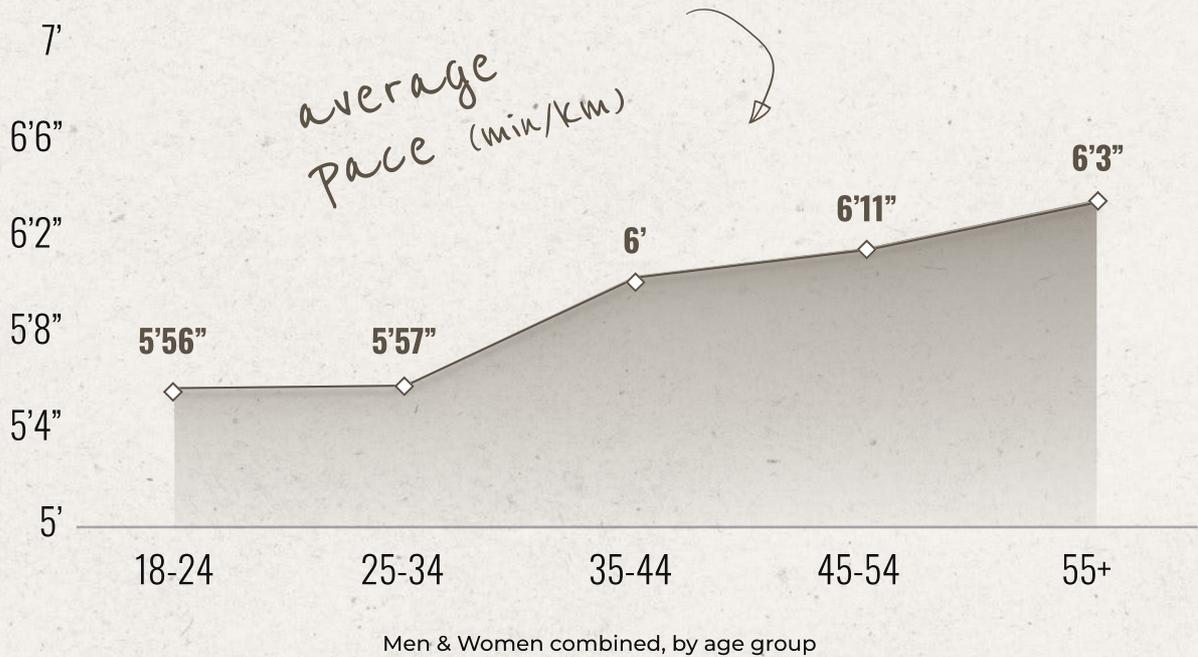
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Our regular runners

Top speed belongs to the **youth**, but **endurance** grows with **experience**.



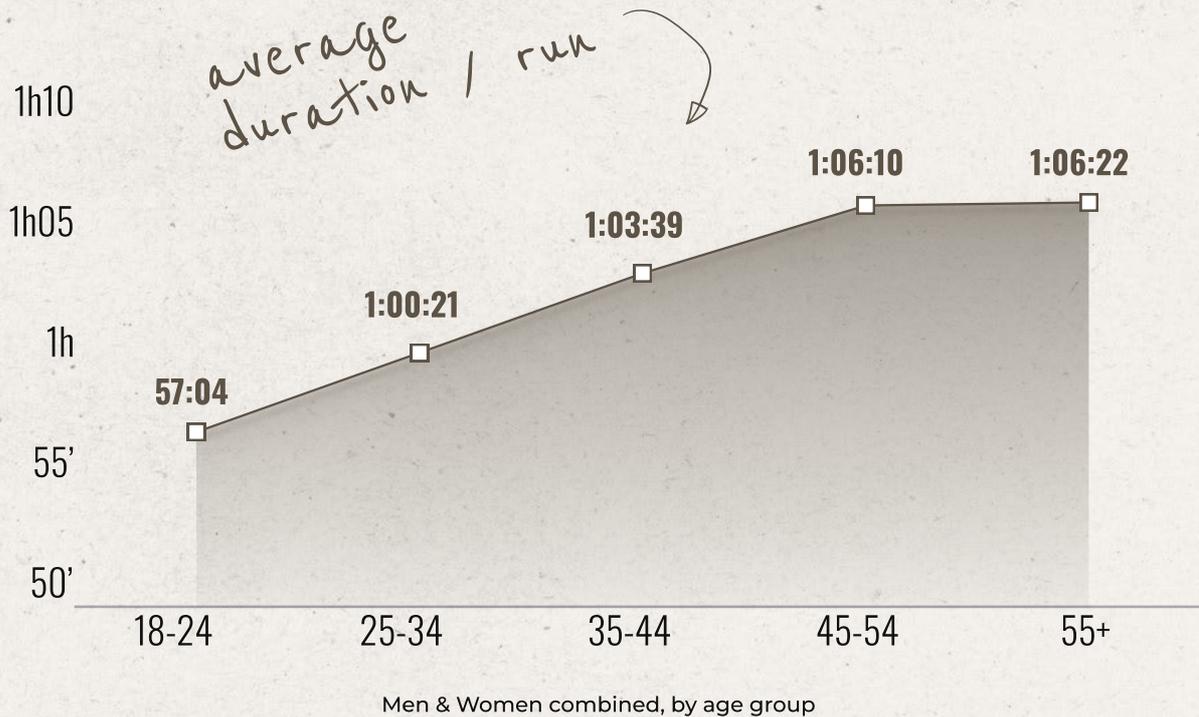
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Our regular runners

This is confirmed when analyzing the data in detail: both duration and distance increase with age, before stabilizing after 55+.



FINDING YOUR PACE

Running
habits revealed



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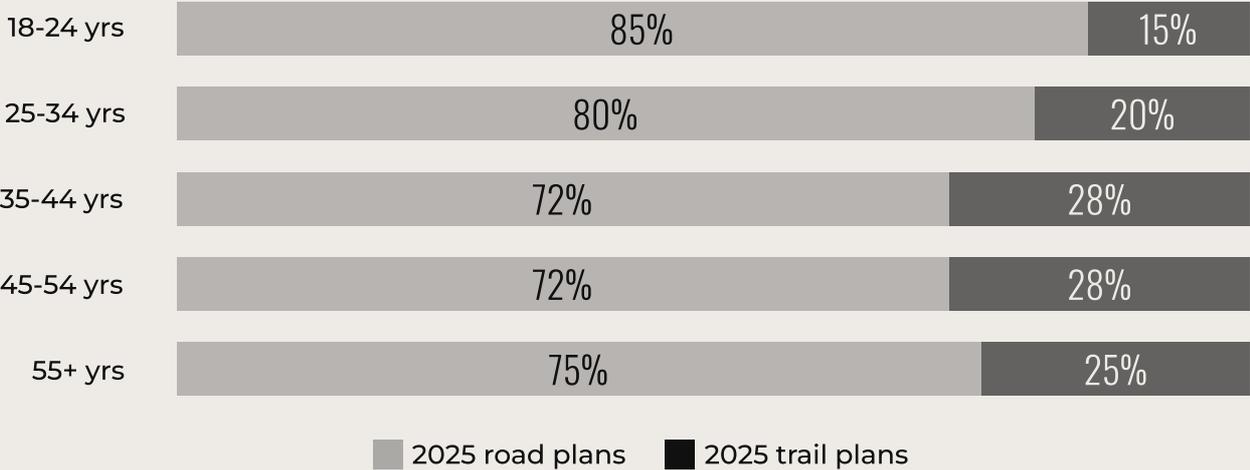
Road dominates, but trail is rising

Road remains the favorite playground, but hitting the pavement isn't enough anymore.

In 2025, **trail plans** on KIPRUN PACER **surged by 60%** - now accounting for 22% of all preparations (up from 19% in 2024).

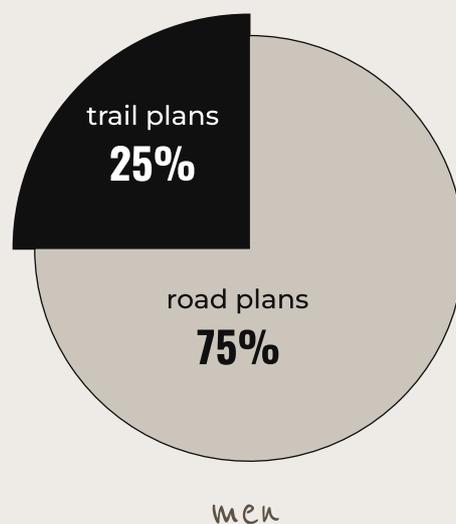
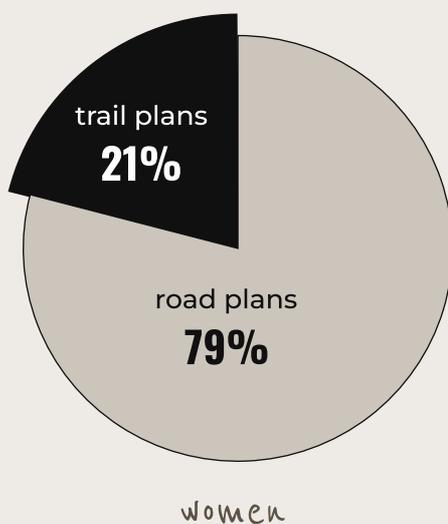
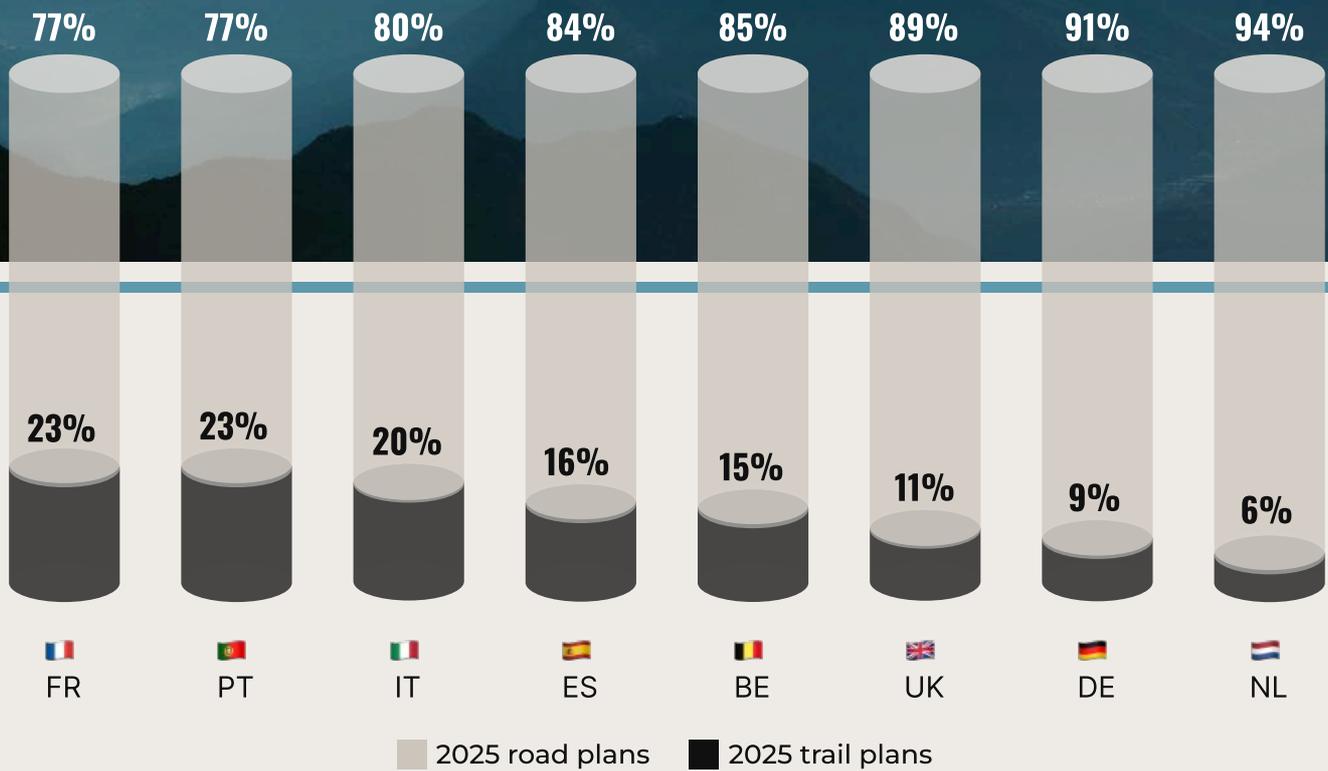


The lure of the trails intensifies with age, as runners seek new outdoor challenges. Between 25% and 30% of plans for runners aged 35+ are now trail-focused.



Trail adoption mirrors geography.

Unsurprisingly, countries with the most mountainous terrain - such as France, Portugal, Italy, and Spain - naturally show the largest share of trail plans.



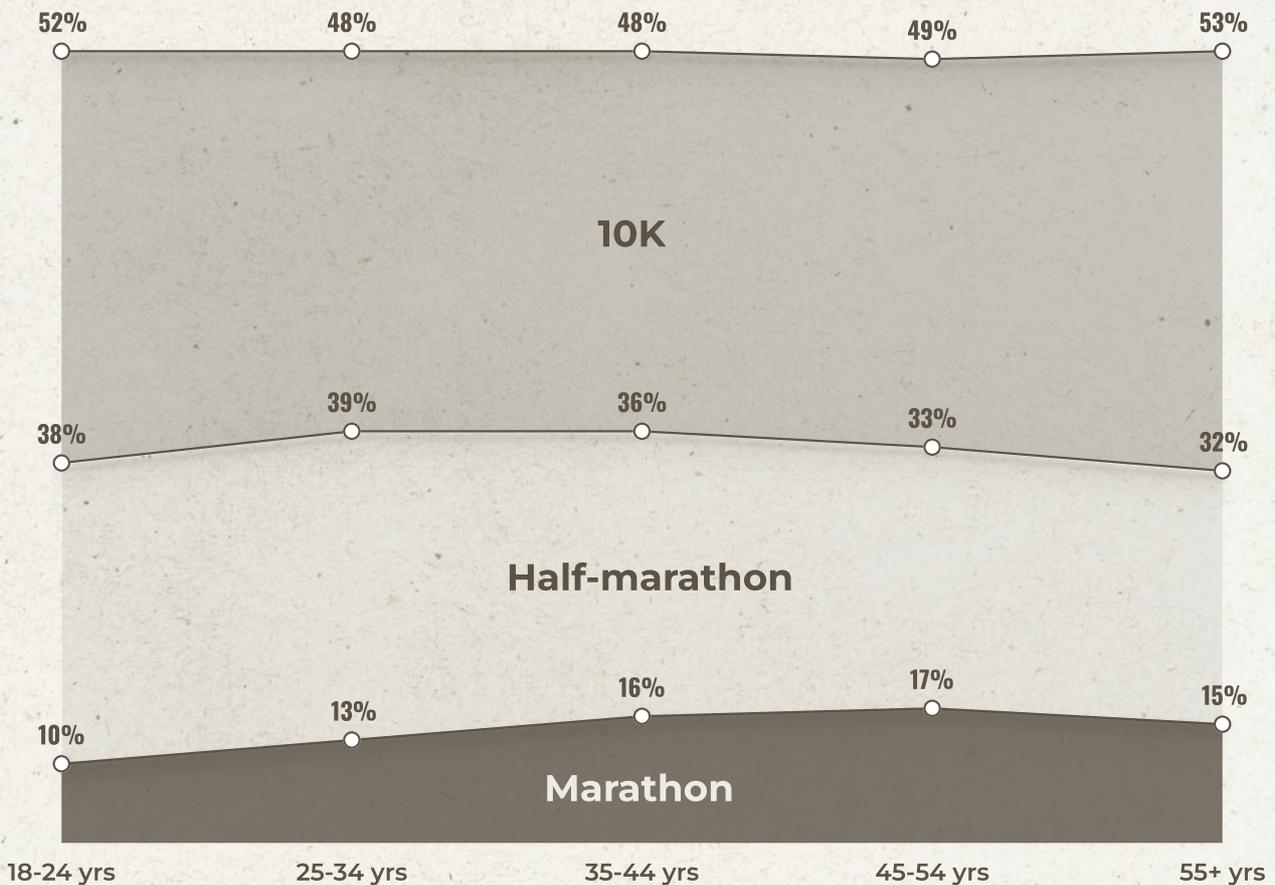
The 10K & half-marathon: The leading duo

The **10K** is the primary starting point for **younger runners**, while preference for longer distances grows with age. Appetite for the **marathon** increases alongside **experience**.

Women primarily favor the **half-marathon** (49% of plans vs. 42% for men), significantly more than the marathon (15% of plans, compared to 29% for men).



2025 road plans by distance



2025 distance breakdown

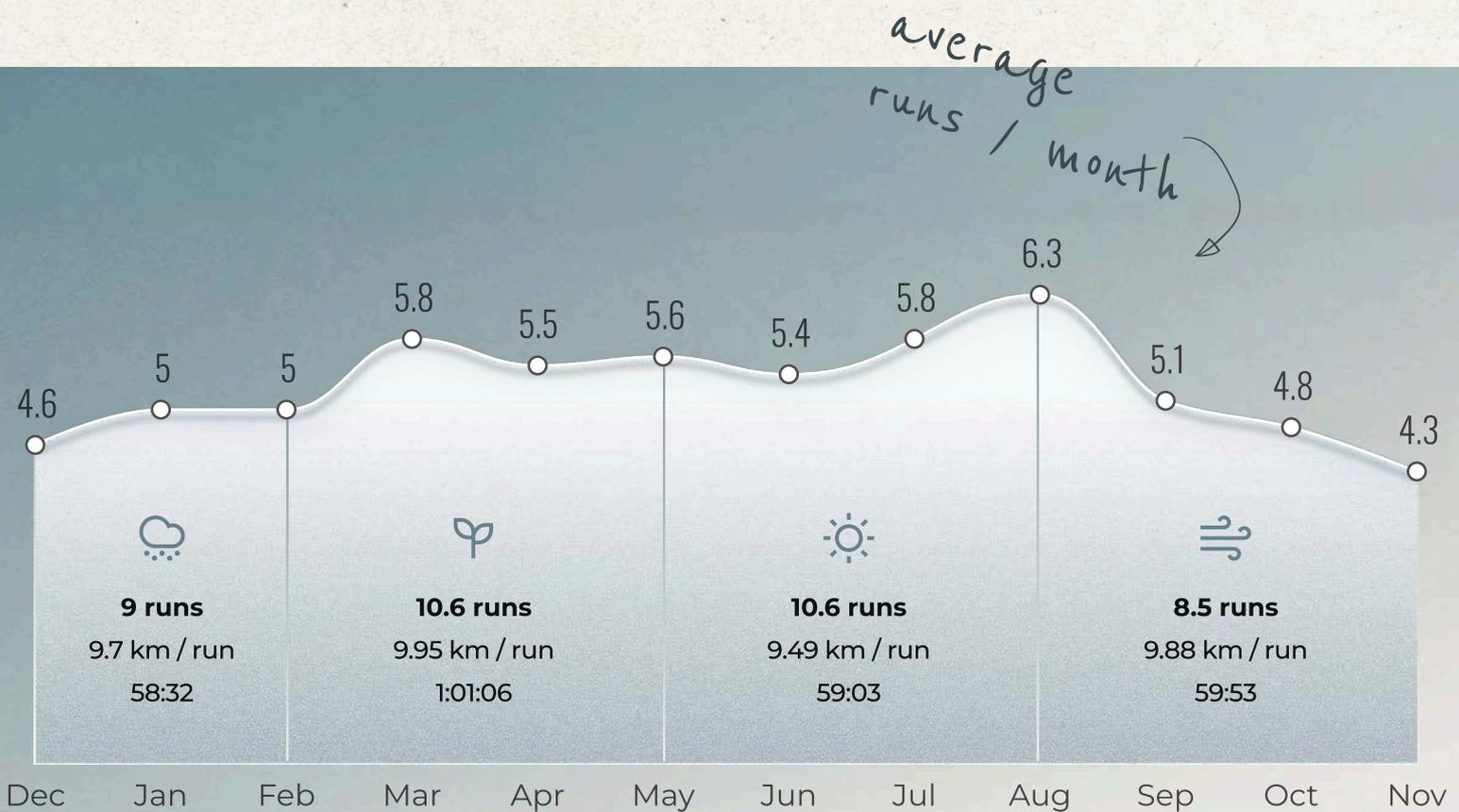


Whatever the weather, you run!

It's official: **motivation** peaks in **spring** and **summer** - that's when our runners are most active.

The **longest** sessions - both in distance and duration - are recorded in **spring**.

In winter and summer, runs tend to be shorter, proving that extreme cold or heat can make anyone want to get home a little faster.



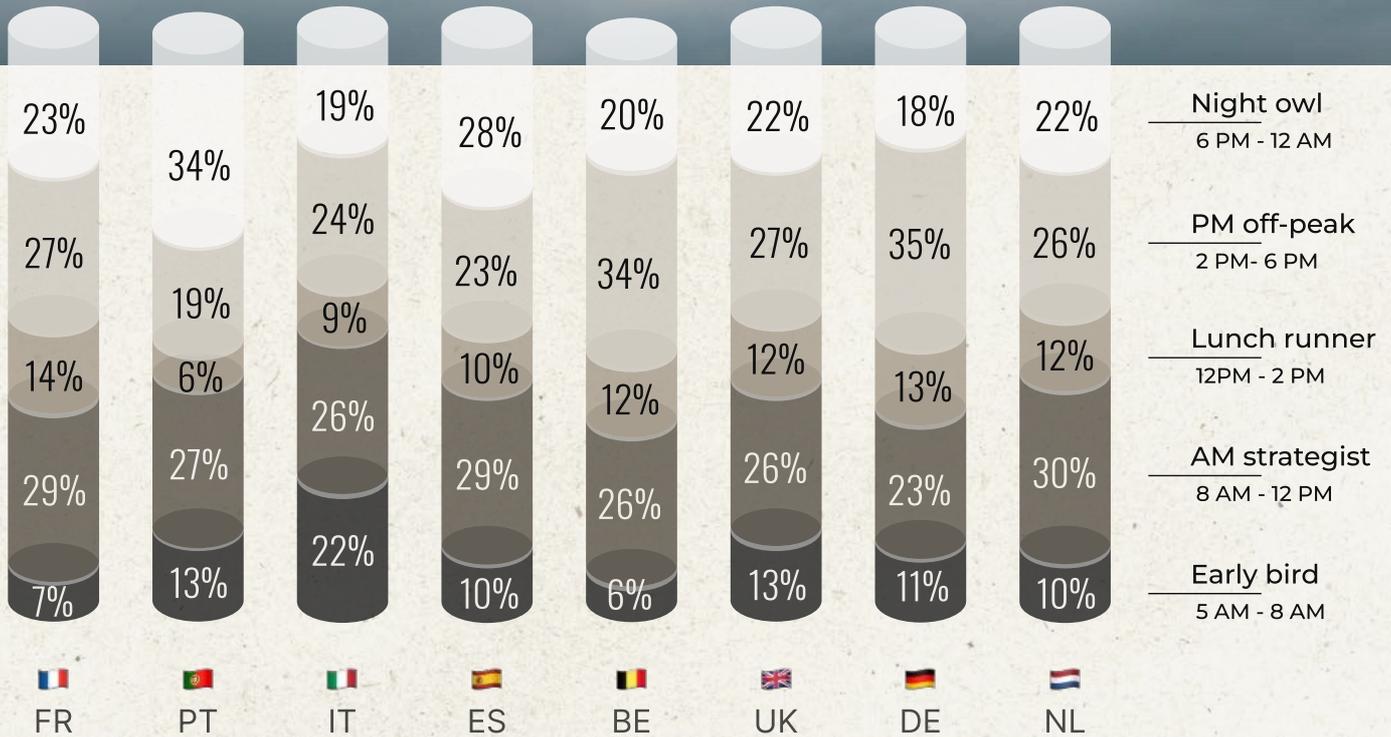
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Tell me when you run, I'll tell you where you're from

Cultural habits shape the effort. Below are some insights based on the breakdown of running sessions by time slot and country.



France

World champion of the lunch break run.



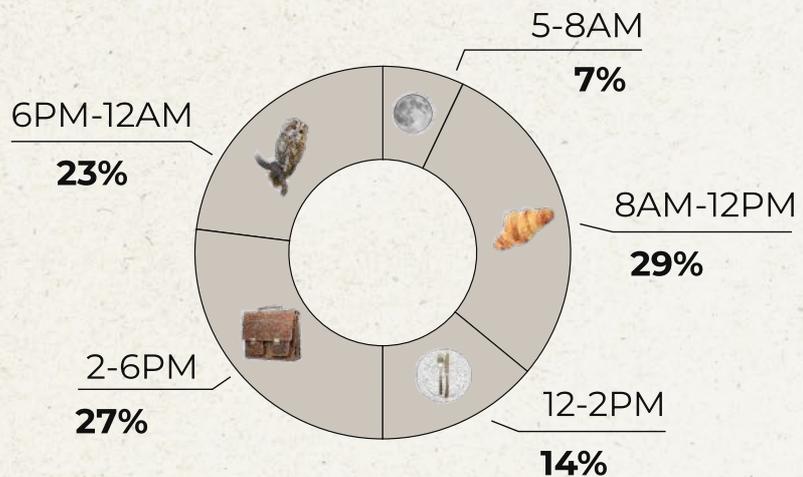
Spain & Portugal

True night owls who love to lace up after dark.



Germany & Belgium

After-work: the prime time to hit the road.



RACE DAY

The finish line
in figures



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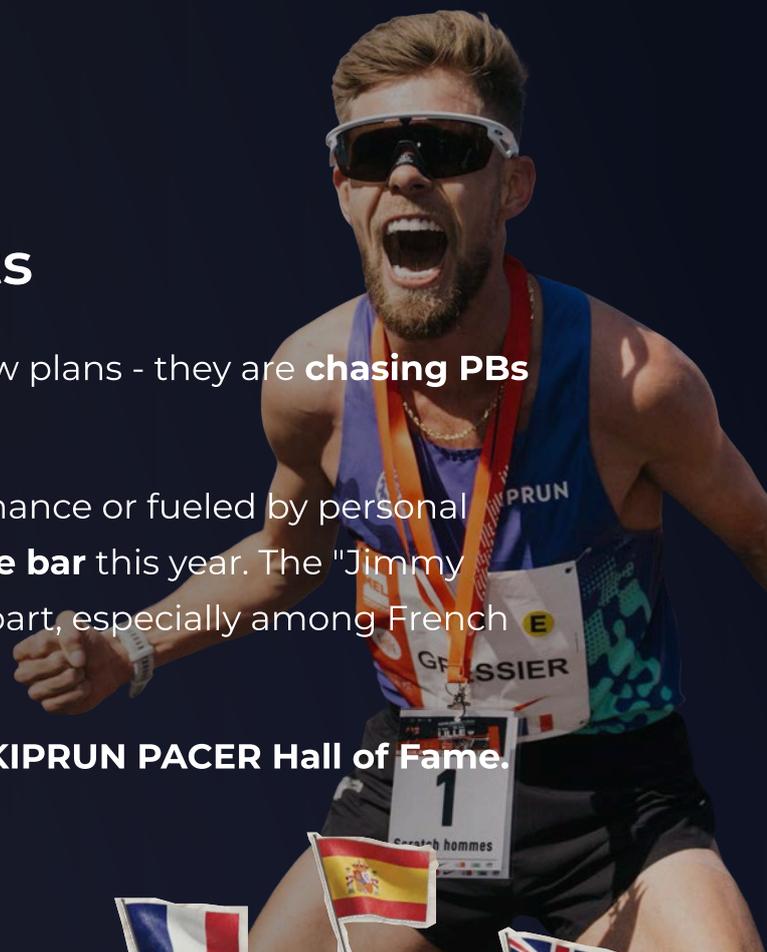
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Hall of Fame: Reaching new heights

Our community doesn't just follow plans - they are **chasing PBs** in official races.

Whether inspired by elite performance or fueled by personal challenges, our runners **raised the bar** this year. The "Jimmy Gressier effect" clearly played its part, especially among French runners.

We are proud to unveil the **2025 KIPRUN PACER Hall of Fame**.



Marathon - women

Vise Marathon	Boston Marathon	Nantes Marathon
02:48:46	02:38:21	02:49:24



Marathon - men

Paris Marathon	Valencia Marathon	London Marathon
2:28:20	2:28:05	2:29:38

Half-marathon

women

Défi des vignes half-marathon	Herm. St. Jo half-marathon	Lyon half-marathon
1:09:00	1:10:00	1:11:00

10K

Internacional Vallecana	Laredo 10K	Haguenau 10K
34:34	35:16	35:36

men

Caldéniacienne half-marathon	Lille half-marathon	Quimper-Loconan half-marathon
01:05:00	1:07:00	1:08:48

Saint Tomblainoise 10K	St. Médard en Jalles 10K	Bois de Boulogne 10K
31:38	31:42	31:56



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Women's performance map: See where you stand or find inspiration

Here is the **breakdown of performances** achieved by PACER finishers in 2025. Could this be the spark for your next challenge?



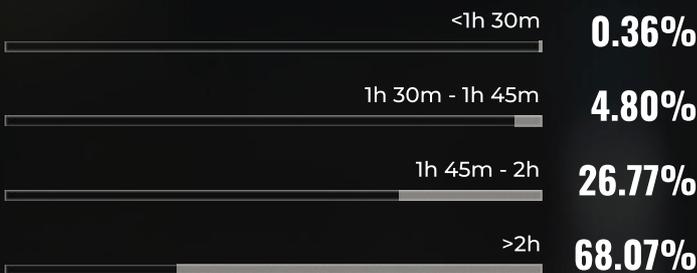
10K

average: 1:03:07



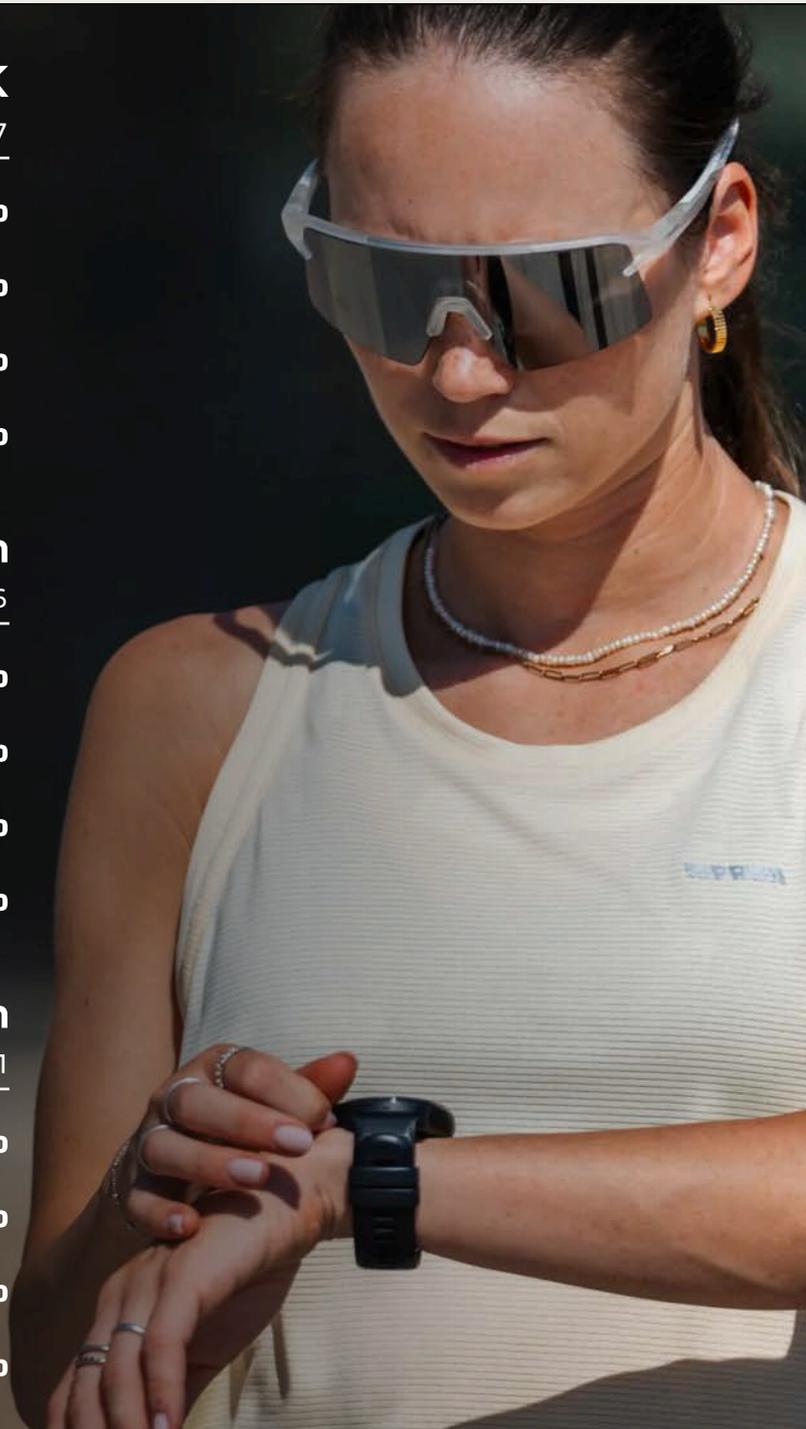
Half-marathon

average: 2:09:46



Marathon

average: 4:27:31



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Men's performance: Benchmark your stats or target your next PB

Here is the **breakdown of results** achieved by PACER finishers in 2025. A solid benchmark for setting your next big goal.



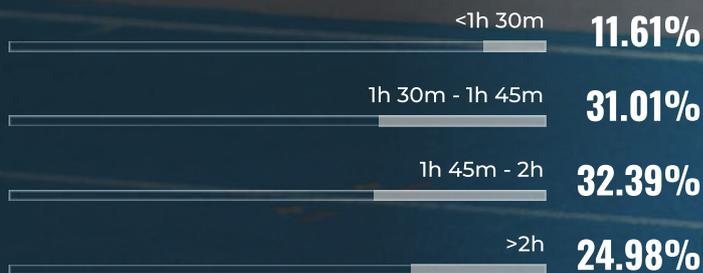
10K

average: 51:13



Half-marathon

average: 1:50:49



Marathon

average: 3:58:34



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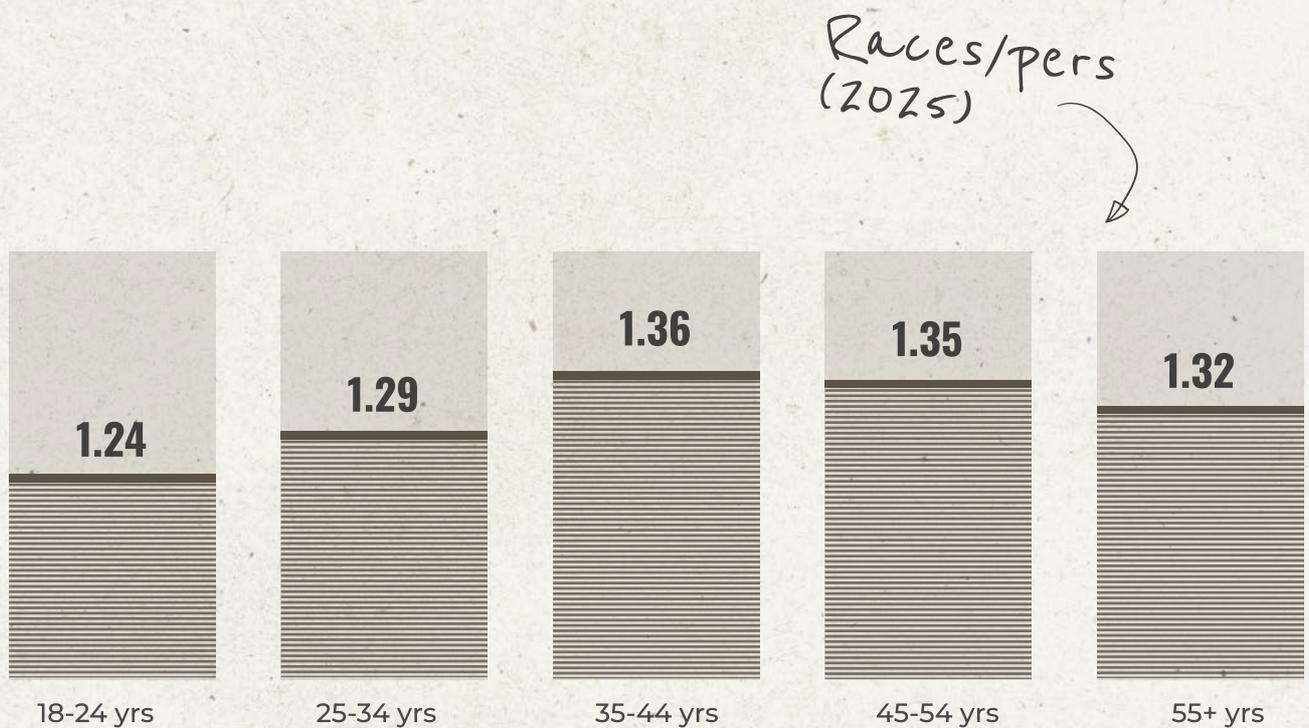
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Back for more

The KIPRUN PACER effect doesn't stop at the finish line. We are seeing a powerful surge in race loyalty - the competitive drive is real.

42% of our 2024 finishers lined up again for an official race in 2025.



1.24
races/pers
2024

↗
1.3
races/pers
2025

Better yet, the appetite for racing is growing.

Our finishers averaged 1.3 races in 2025 - a measurable increase from 2024.

Competitive drive peaks in the **35 - 44 age group**.



Back for better

PACER turns a one-off race into a lasting habit, and effort into results.

Resilience pays off. Users who improved year-over-year on the same distance beat their times by an average of over 3 minutes on the 10K and marathon, and just under 3 minutes on the half-marathon.

10K

-3'42"

average improvement (2024–2025)

Half-marathon

-2'43"

average improvement (2024–2025)

Marathon

-3'13"

average improvement (2024–2025)



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THE WINNING FORMULA

Consistency pays off



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The time is now

You have a race coming up?

Generate your free and personalized training plan on KIPRUN PACER today.

Below are the average durations for our 10K, half-marathon, and marathon plans. The longer the distance, the more anticipation is key. **We recommend starting your preparation well in advance.**

No matter your start date, **KIPRUN PACER supports you with a tailored plan right up until race day**, ensuring you reach the starting line in peak condition.



Average training
plan duration

marathon 16 weeks

half-marathon 13 weeks

10K 10 weeks



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The only stat that matters: Consistency pays off

Starting a plan is the first step; **sticking to it is how you put the odds in your favor.**

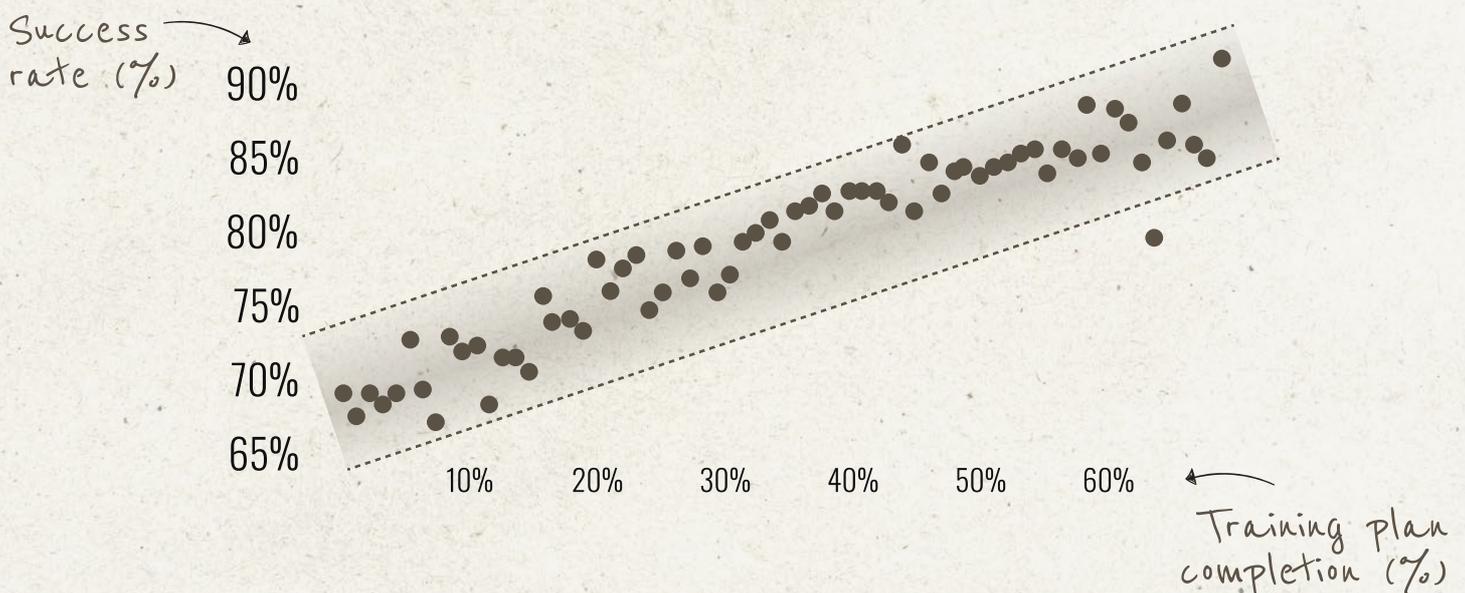
Every completed session is one step closer to your PB.

We observe that **the more our runners follow their plan, the more they maximize their chances of hitting their goals.**

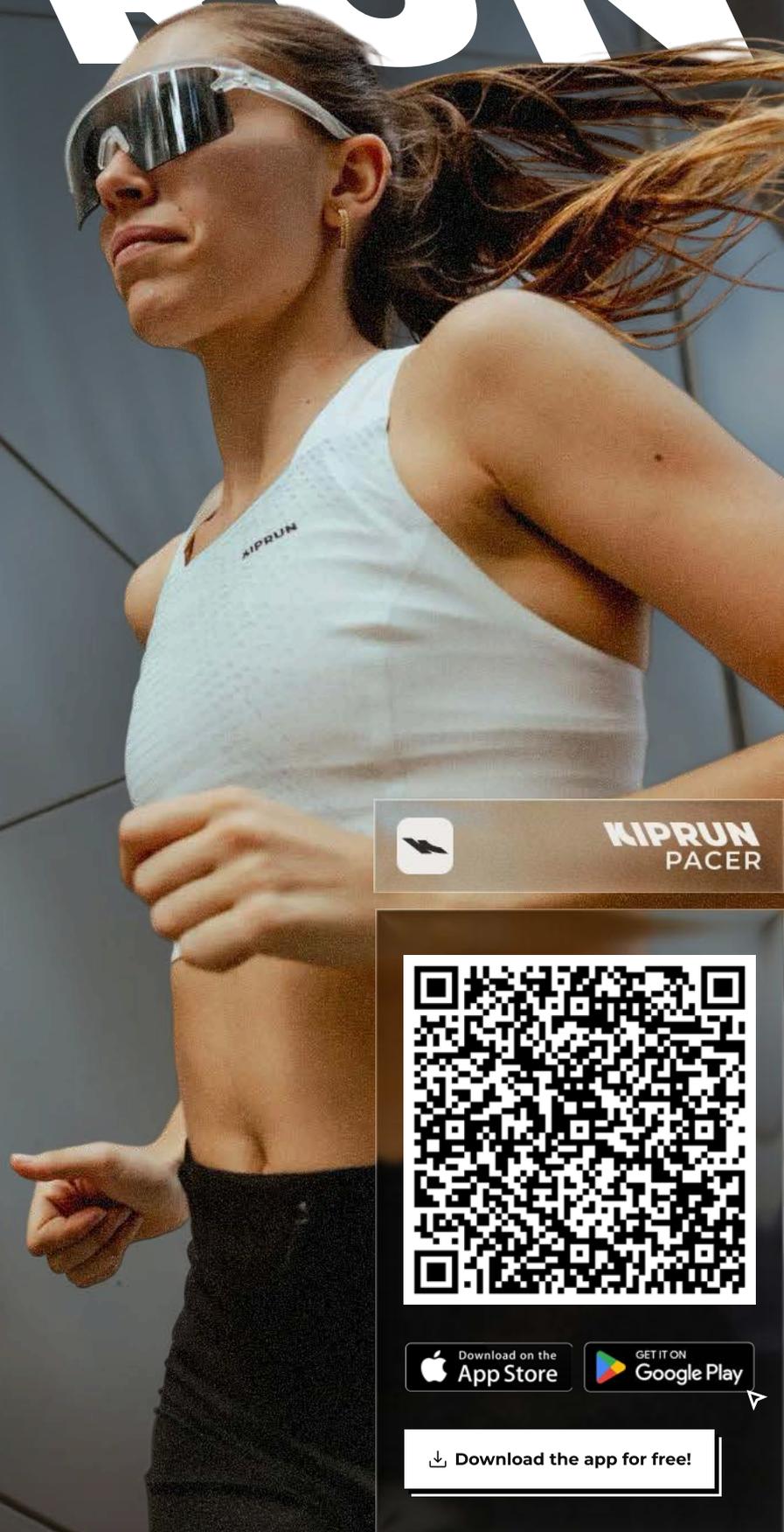
Our data shows that plan completion and success rate are directly correlated.

In fact, over 8 out of 10 users who followed at least 75% of their plan reached or even exceeded their goal.

We wish you the same success - and above all, enjoy every kilometer!



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