

# THE MARKET

## 44.2+ MILLION RUNNERS IN THE US

Running is the foundation to an active lifestyle. The cultural shift toward health, fitness and wellness is empowering more people to run, creating a more diverse community by welcoming people of all ages and motivations to lace up and run.

**MORE THAN  
1 IN 7  
AMERICANS  
ARE RUNNERS**

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**THERE ARE  
MORE  
FREQUENT RUNNERS  
than frequent participants of  
golf, skiing, swimming, and tennis  
COMBINED**

Source: 2019 NSGA Sport Participation in U.S.

**RUNNER'S WORLD**

