



Reflected

2025

Reflected

What is training, really?

The 2025: Reflected report looks at millions of workout hours to find out what training means for Polar users today. It tells the story of a year dedicated to movement, from structured plans and marathon prep to everyday runs and the discovery of new activities and sports.

But training isn't sustainable without a good night's sleep. That's why the report also explores sleeping habits across countries, examining who sleeps the longest and who tends to wake up the earliest.

The results reveal an active community that exercises far beyond WHO recommendations for weekly activity. For many Polar users, heart rate-based training sits at the center of their routine, helping them fine-tune intensity and recovery. And while they enjoy a wide range of sports, the marathon still stands out as a defining long-term goal and milestone.

For the first time, we also invited the Polar community to share their own experiences. Their answers about training, activity, and sleep add an important layer of insight to the data you'll find in this report.

Tuesday

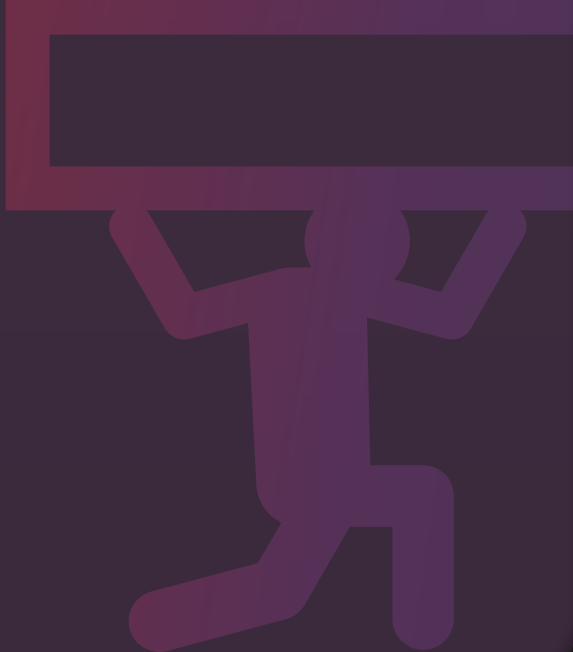
most popular day of the week

May 13

Most active day in 2025


Average weekly exercise time

5h 1min



Average sleep time

7h 26min



Most popular sport






Running

About this data

“2025: Reflected” draws on from millions of workouts uploaded to Polar Flow between 1 December 2024 and 30 November 2025. The report provides an opportunity to compare workout and sleep trends globally and in different countries.

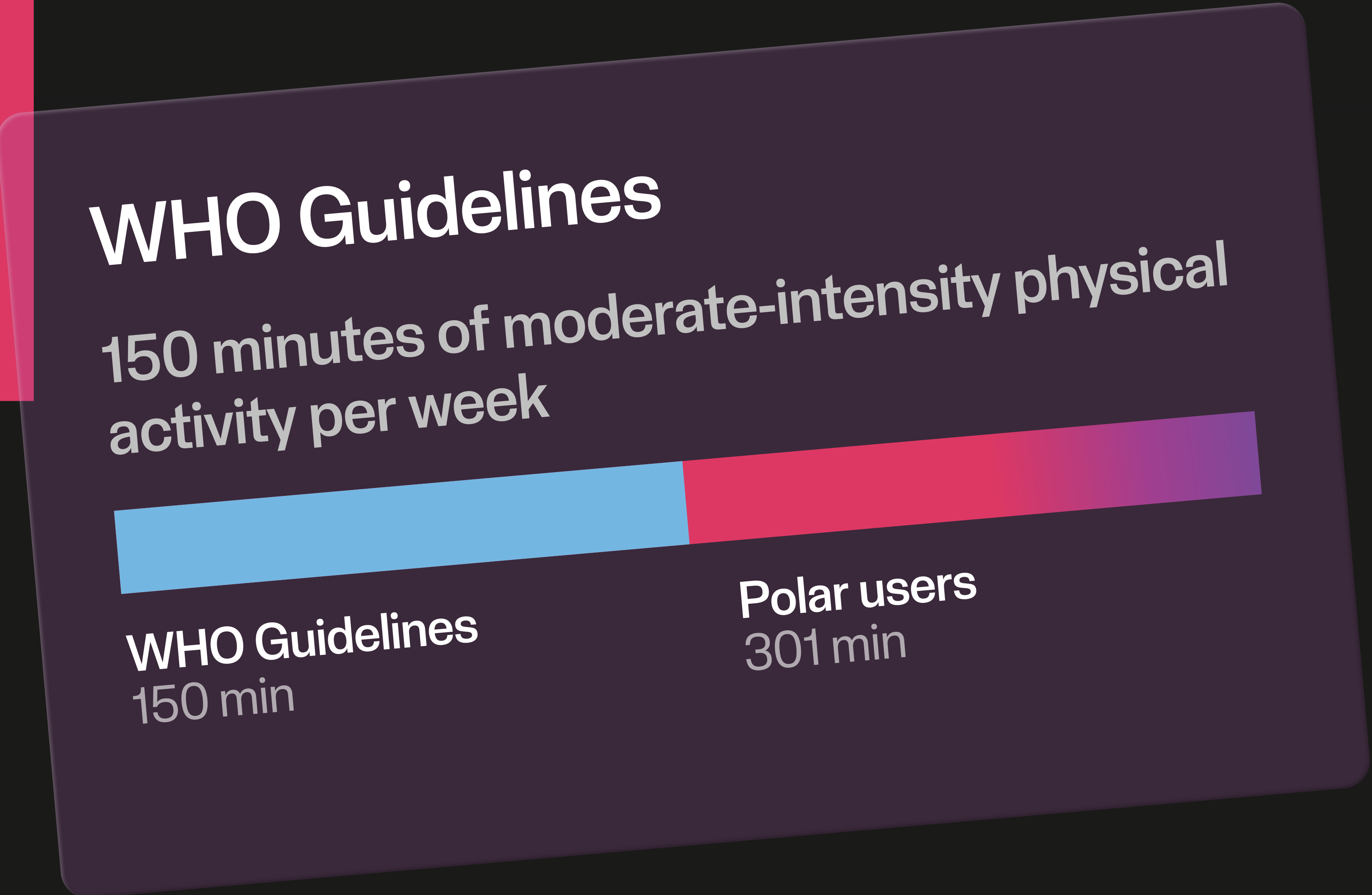
This year, we also reached out to the Polar community to learn more about their training habits and motivation. To do this, we conducted a survey in autumn 2025.

1		Activity
2		Sports
3		Training
4		Sleep

Average among Polar users

301

weekly minutes of exercise





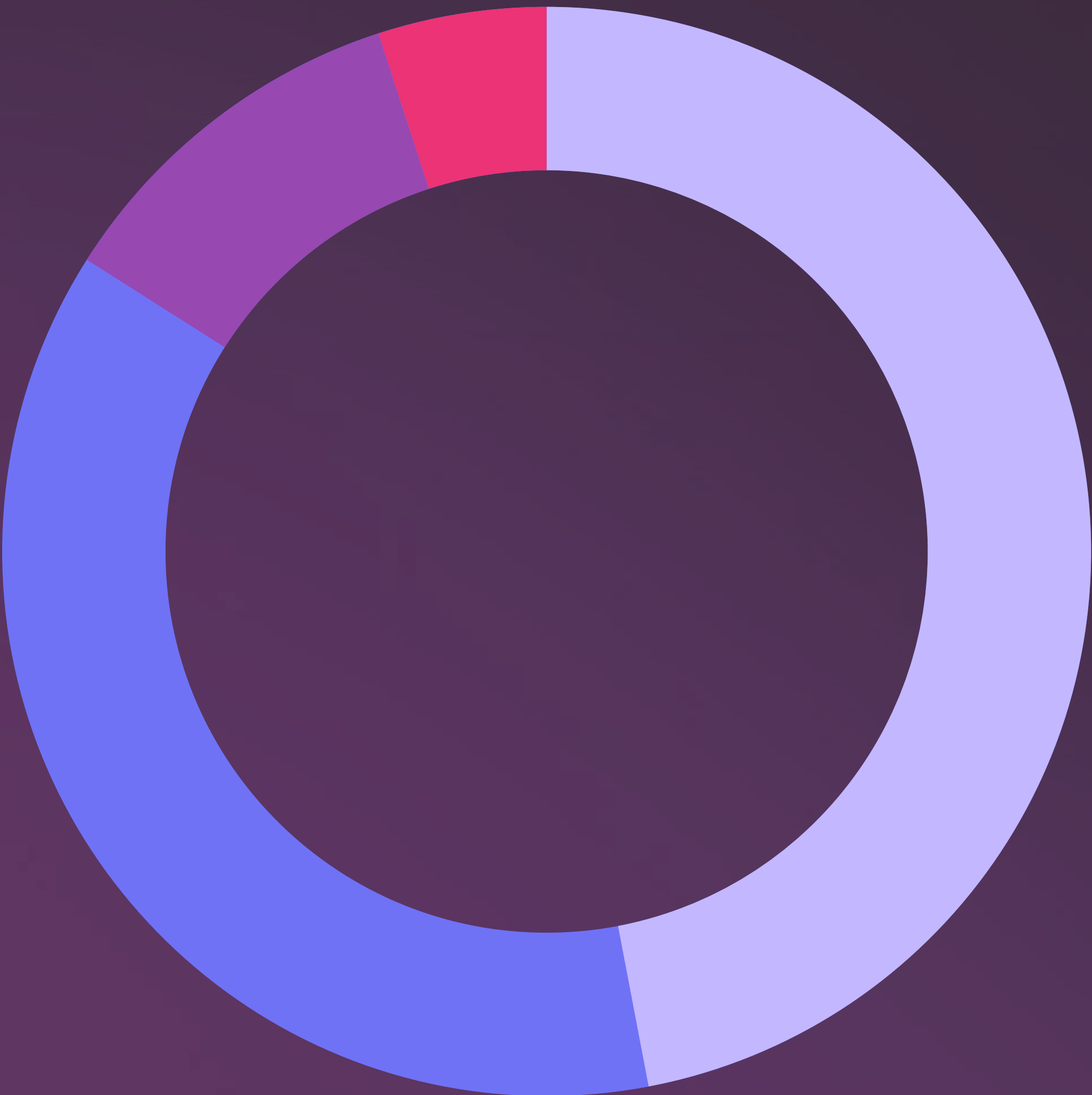
What motivates Polar users

Personal records and medals are nice, but the real motivation to keep moving and training is health. For most Polar users, it's about feeling better, having more energy, sleeping well, and staying strong enough to enjoy life today and in the future.

Setting goals is what keeps us going. Whether it's running a first 5K, building a weekly routine, or simply feeling better day to day, having something concrete to work toward gives every session a purpose. For Polar users, goals turn ordinary workouts into steps toward something bigger.

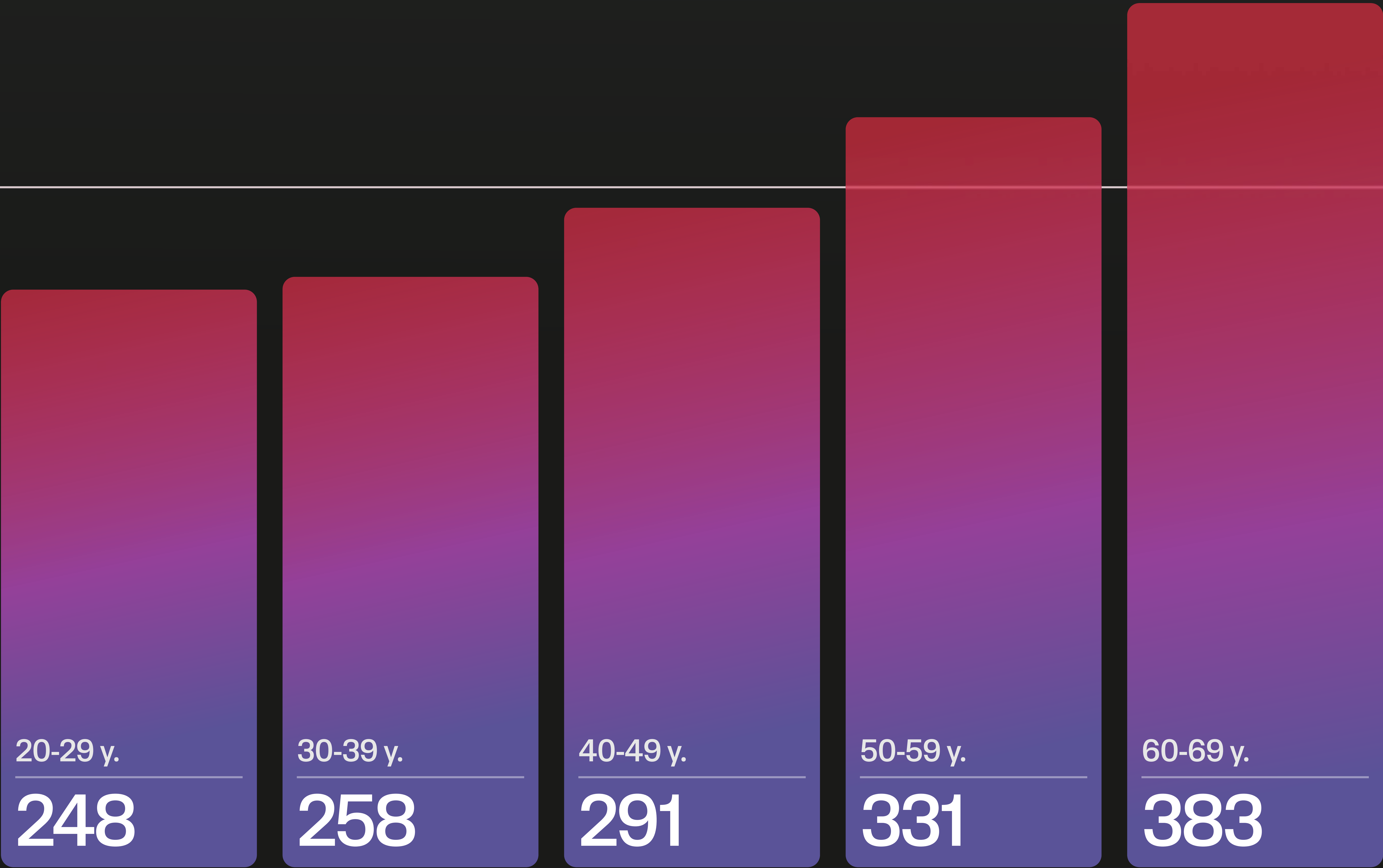
Do you set specific training goals throughout the year?

- Yes 47 %
- Sometimes 37 %
- Rarely 11 %
- Never 5 %

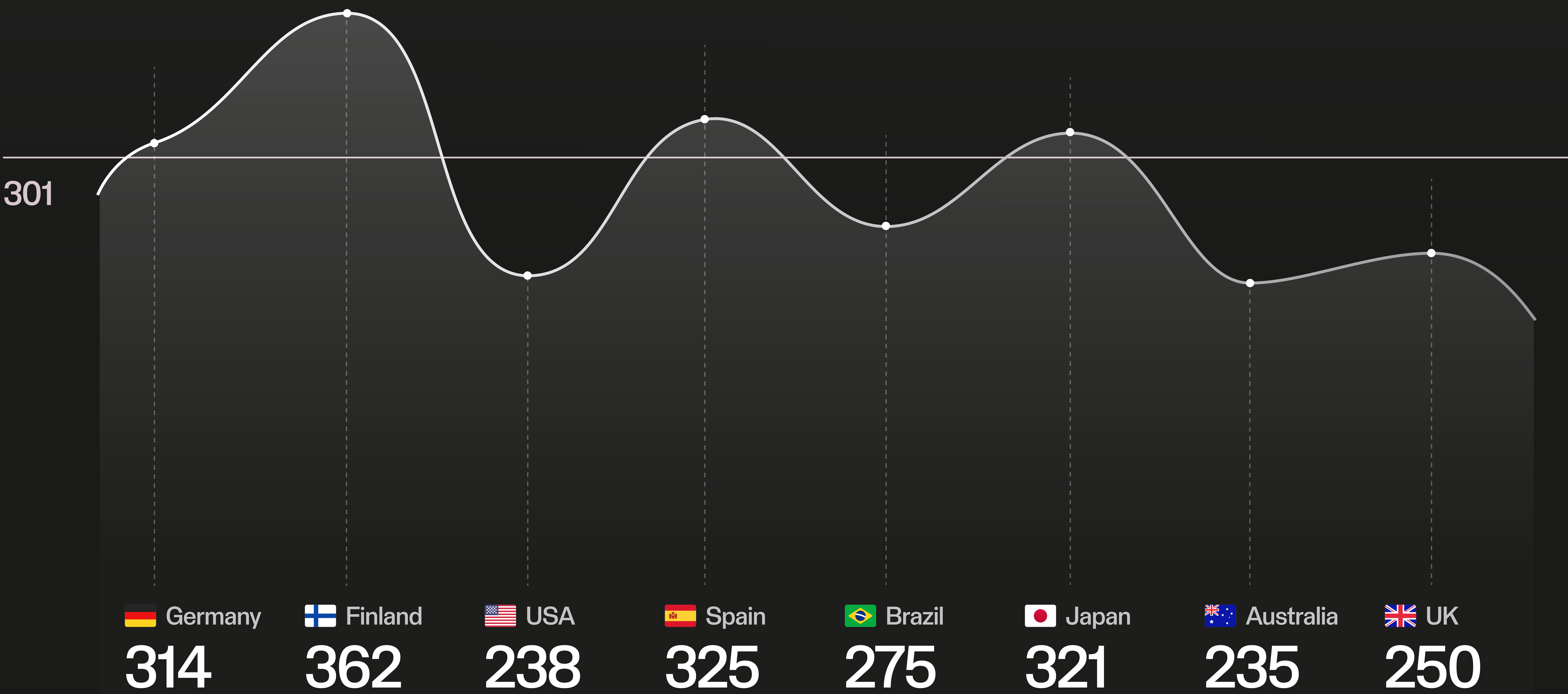


Average weekly minutes of exercise per age group

301



Average weekly minutes of exercise per country



Most popular sports



How many different sports did you practice this year?

Many kinds of sports

Running might be the most popular sport among Polar users, but most of them also mix in other activities. From classic choices like cycling and swimming to more unexpected ones like disc golf, curling, and dancing, Polar users are always willing to track all kinds of movement.

Only 1

5%

More than 8

4%

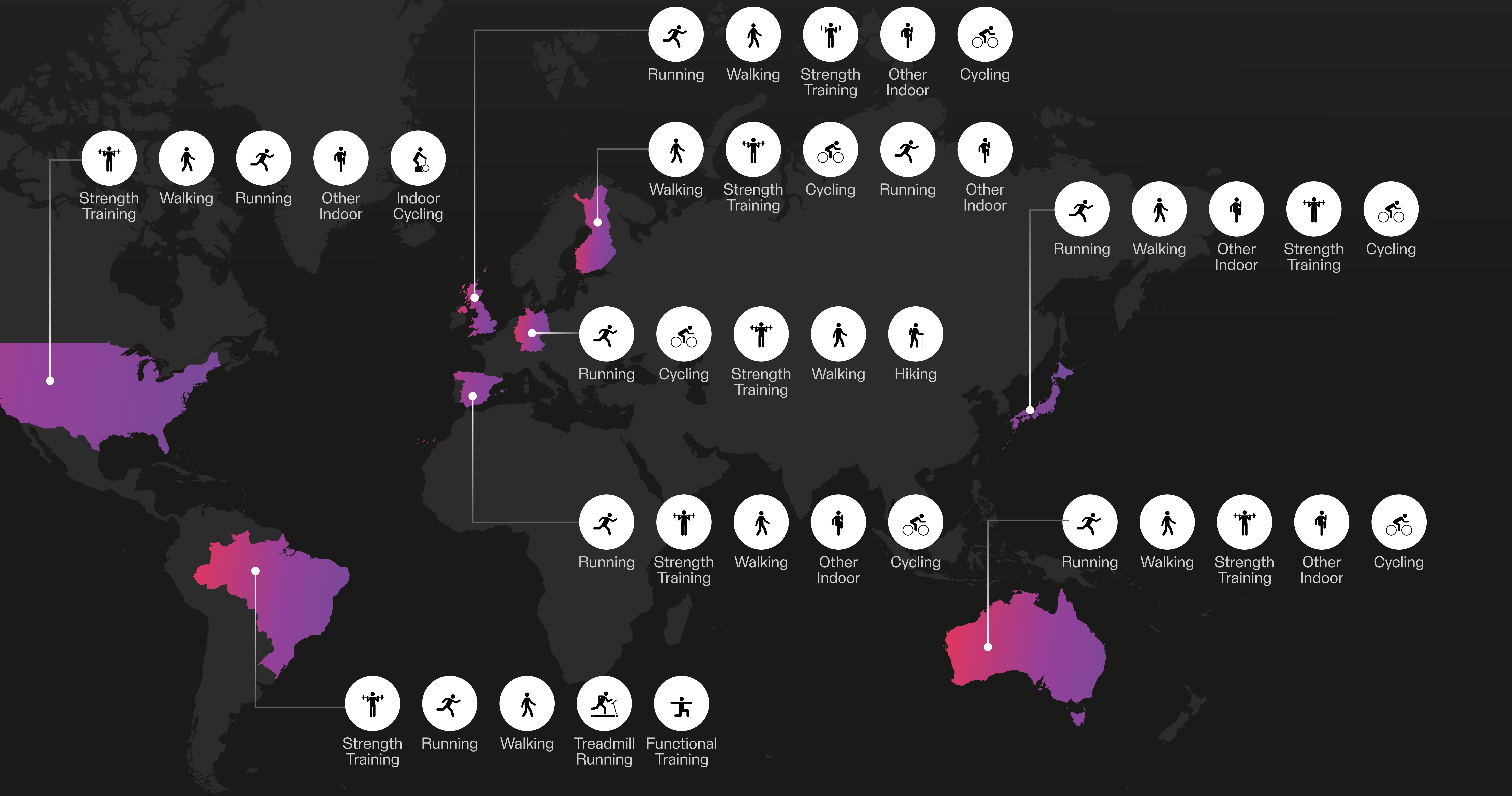
More than 5

19%

More than 1

72%

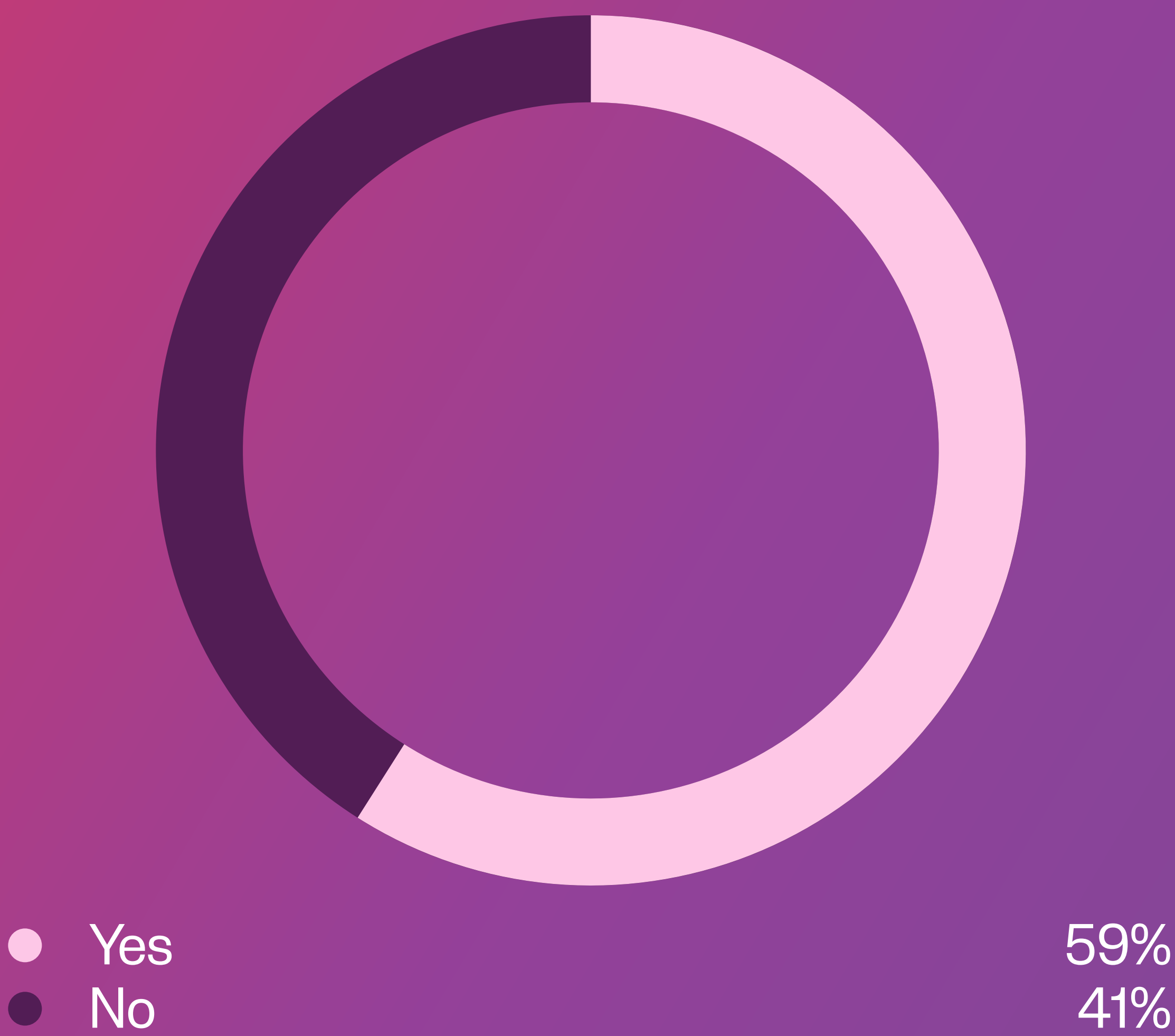
Top sports around the world



It's not about quick wins; it's about long term commitment.

Polar users are deeply committed to putting in the work. Most don't just train by feel – they follow structured plans, track their progress, and stay consistent week after week. It's a long-term approach to getting stronger, healthier, and more resilient over time.

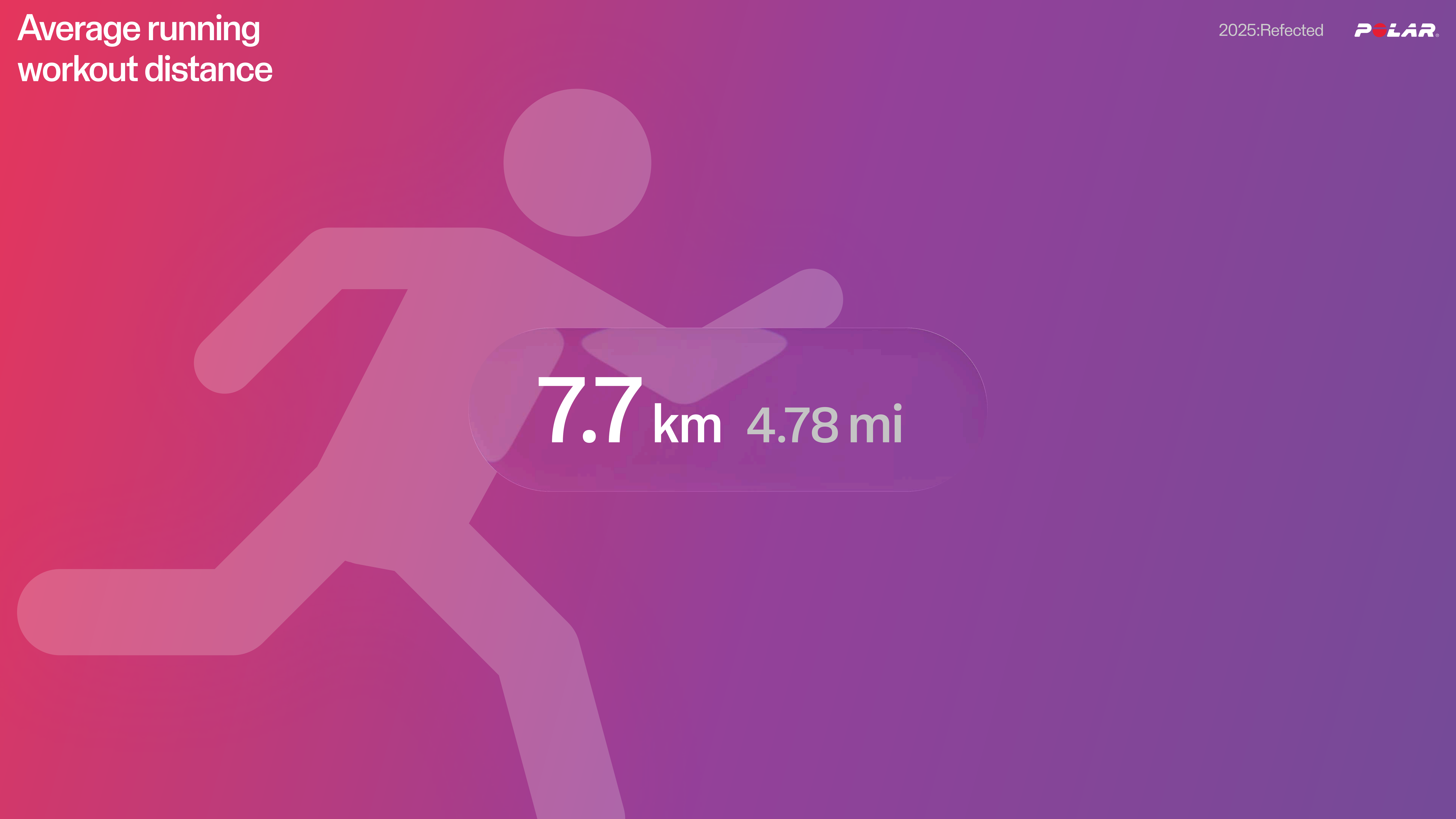
Do you follow a structured training plan?



Training by heart rate is the preferred way to estimate effort and intensity. The majority of Polar users measure heart rate during their workouts. It's a simple habit that helps them train smarter, stay in the right zones, and make every session count.

Do you track your heart rate during training?


87%



Average running
workout distance

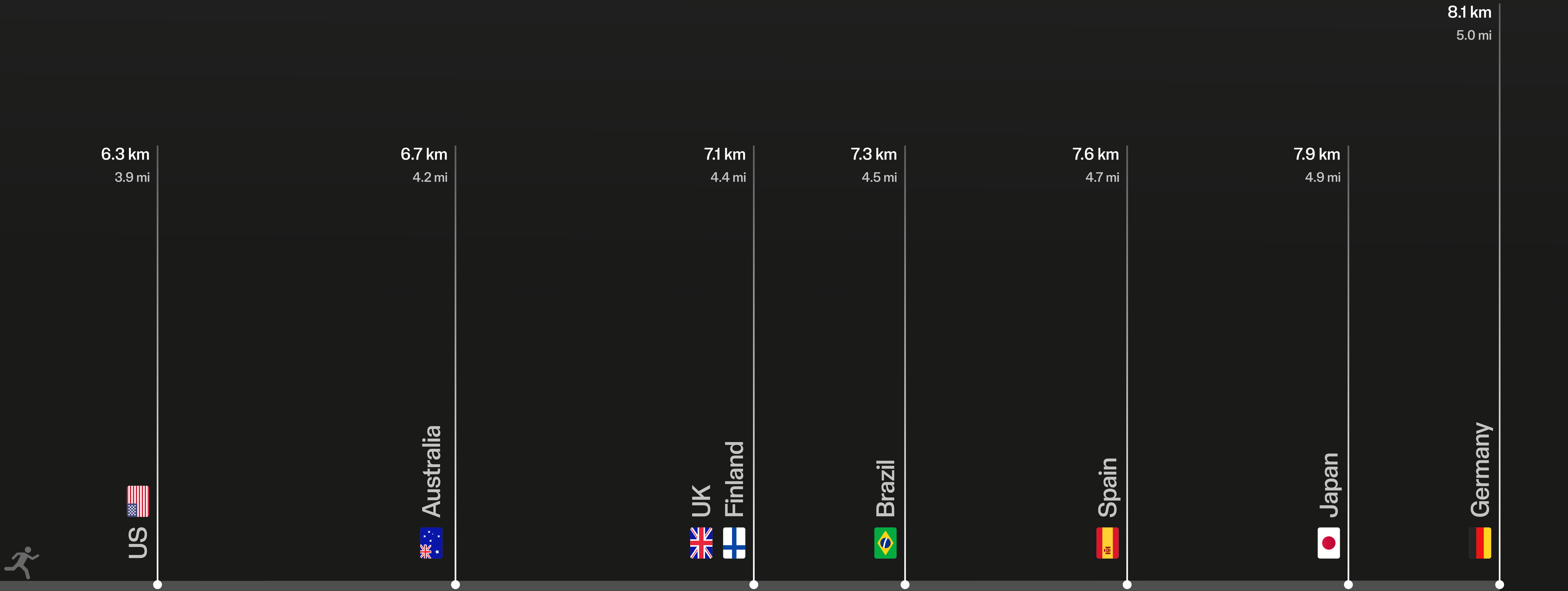
7.7 km 4.78 mi

Average running workout distance



7.7 km

4.78 mi



Average marathon
finishing time

2025: Reflected

POLAR

4_h 12_{min}

April 27

Race Day

Day with most recorded runs

With major events across Europe and the US, 27 April became the busiest running day of the year for Polar users. From the London Marathon to packed streets in Madrid and Hamburg, our community toed the line, honoring weeks of hard training. Cheers to all the finishers!


This new wave of running is very real. More than half of Polar users will participate in races next year.



- Yes 52 %
- No 30 %
- I don't participate in races 18 %

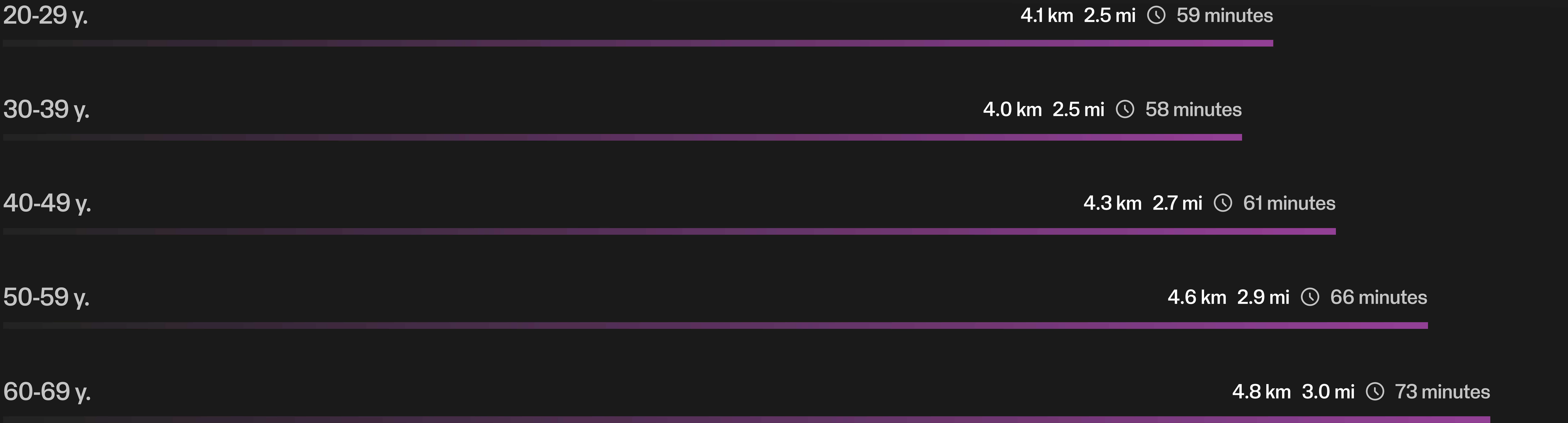
4.4 km 2.7 mi
65 minutes

Average walking workout




4.4 km2.7 mi

65 minutes

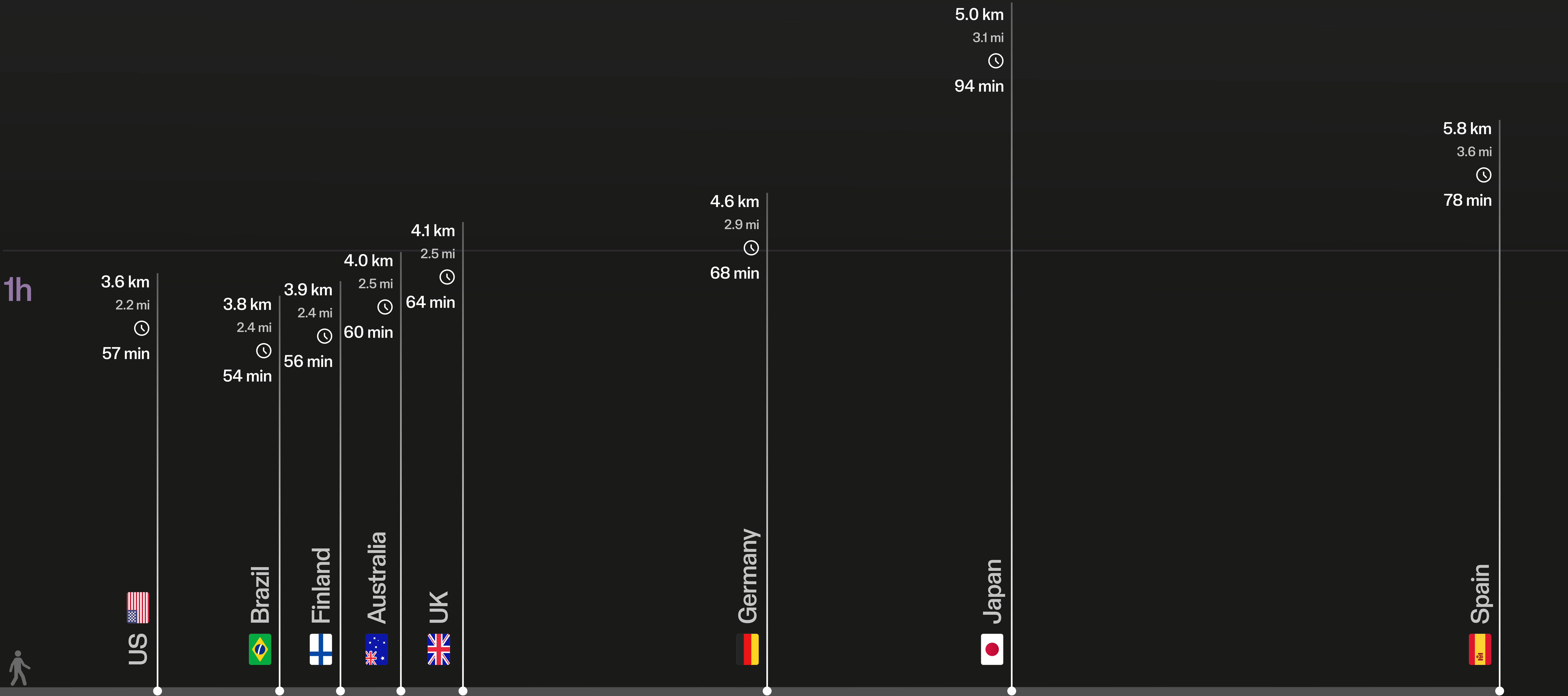


Average walking workout



4.4 km 2.7 mi

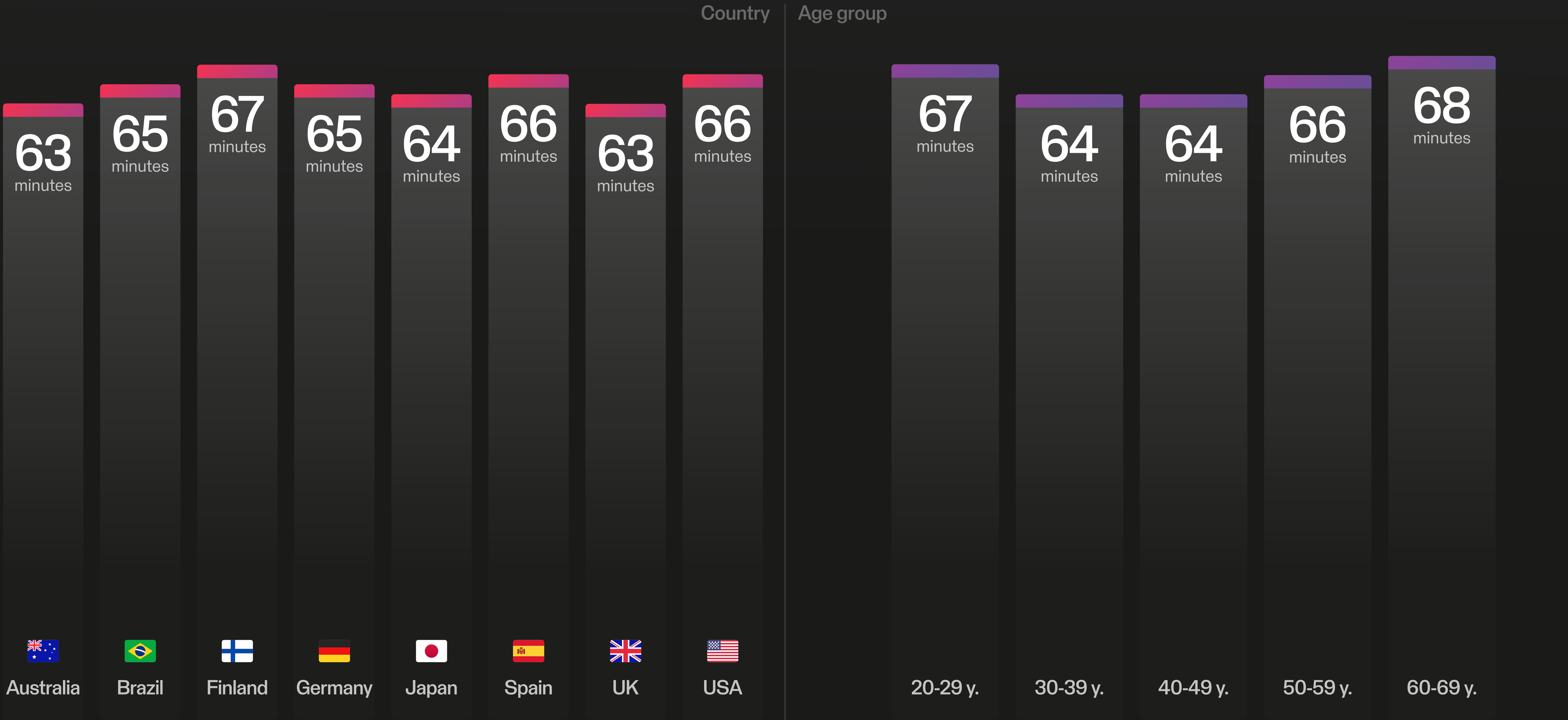
65 minutes



Average duration per strength workout



65
minutes











Average distance per pool swim



2 036

meters

Country		Age group	
Australia 			
2,526 meters			
Brazil 		20-29 y.	2,685 meters
1,978 meters			
Finland 		30-39 y.	1,869 meters
1,664 meters			
Germany 		40-49 y.	1,916 meters
1,995 meters			
Japan 		50-59 y.	1,956 meters
2,092 meters			
Spain 		60-69 y.	2,077 meters
2,109 meters			
UK 			
1,758 meters			
US 			
2,018 meters			

Average distance and ascent per hike by country



7.2 km 4.5 mi
290 m 951 ft



US

6.0 km 3.7 mi
218 m 715 ft



Germany

6.7 km 4.2 mi
217 m 712 ft



Brazil

7.0 km 4.3 mi
317 m 1,040 ft



UK

7.5 km 4.7 mi
265 m 869 ft



Australia

7.0 km 4.3 mi
263 m 863 ft



Finland

6.5 km 4.0 mi
191 m 627 ft



Japan

8.6 km 5.3 mi
587 m 1,926 ft



Spain

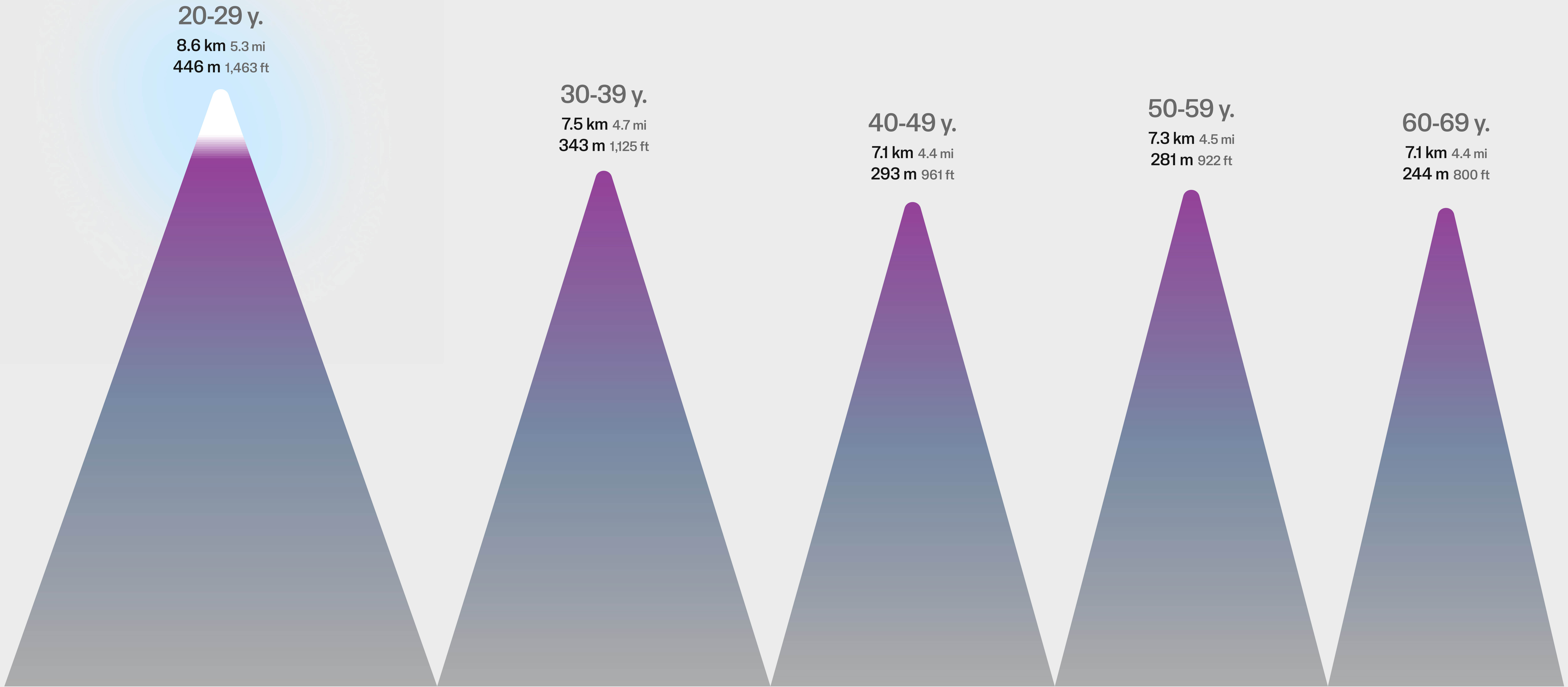
8.8 km 5.5 mi
346 m 1,135 ft

Average distance and ascent per hike by age



7.2 km4.5 mi

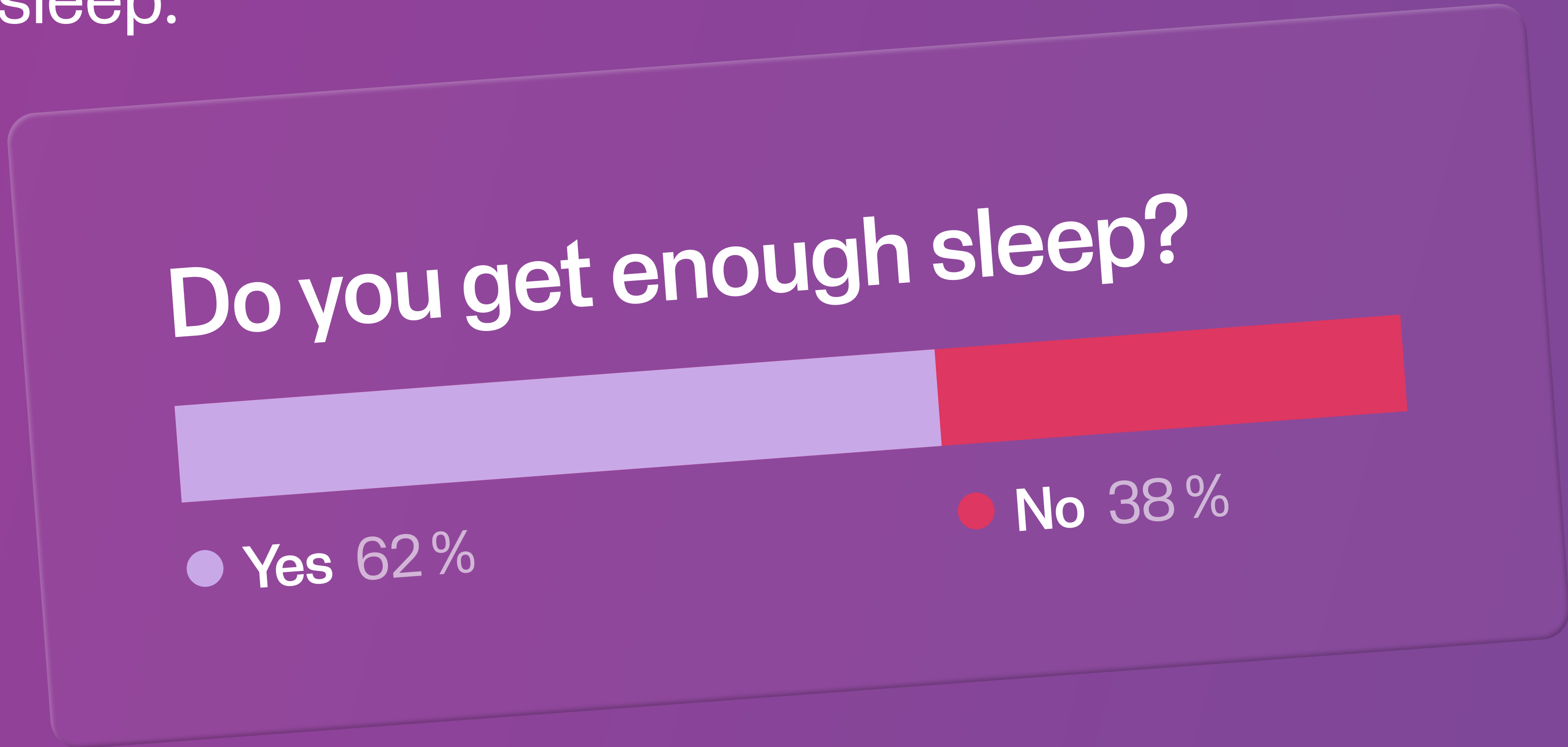
290 m951 ft



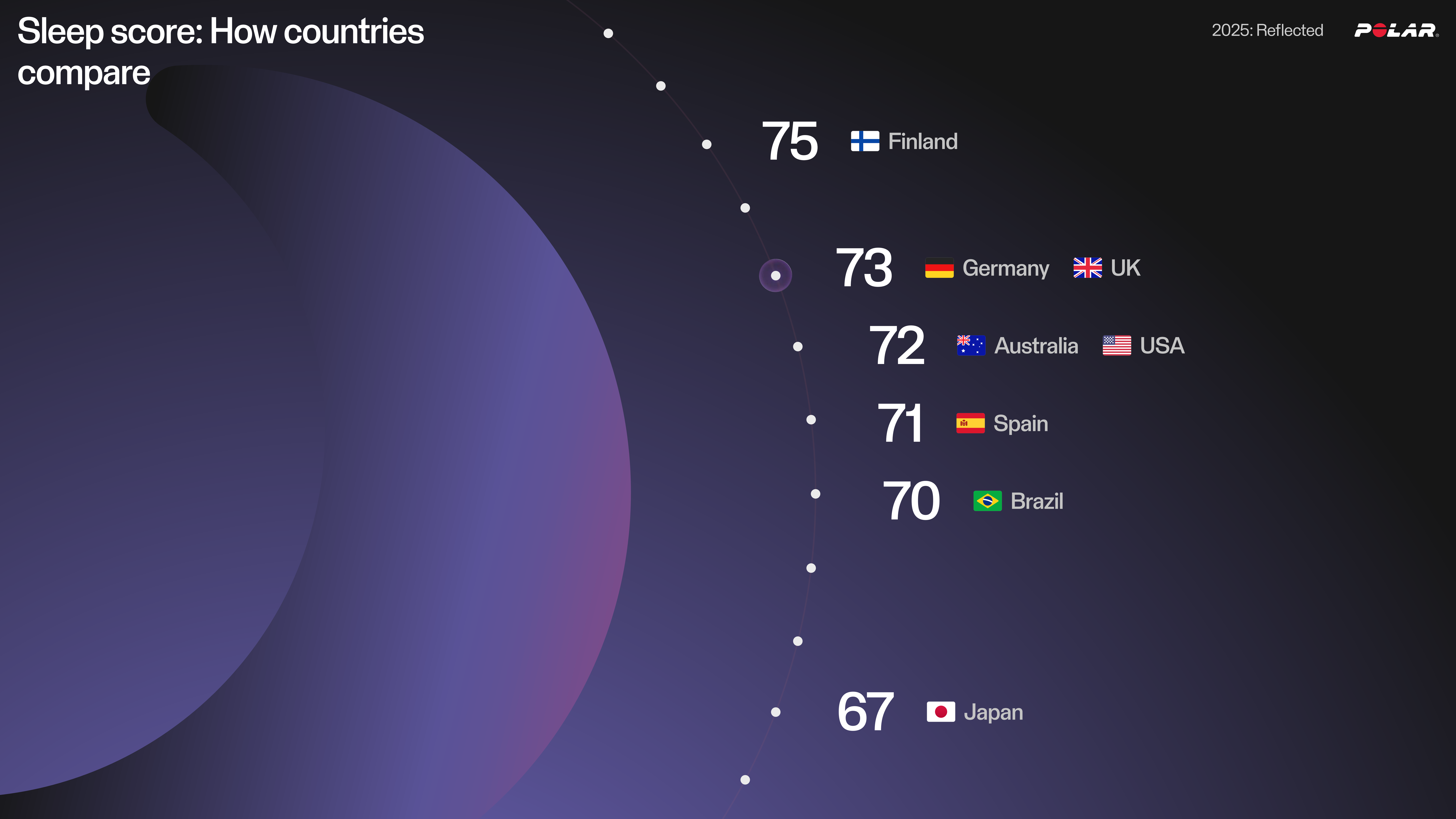
73

Polar’s sleep score analyzes key sleep metrics and factors in other critical components of sleep such as interruptions, continuity, and restorative sleep stages.

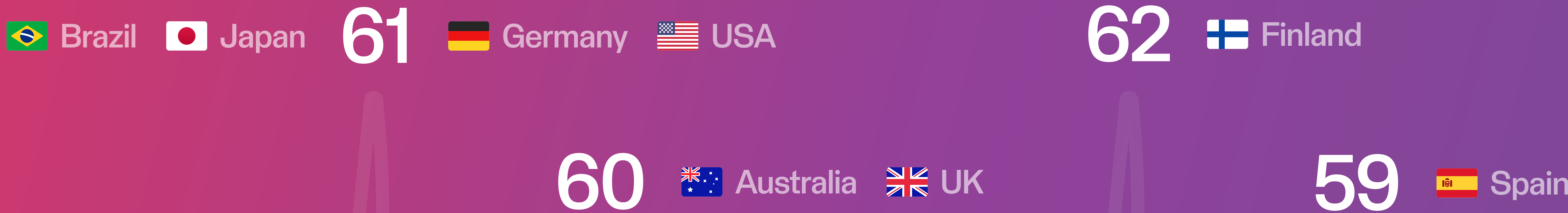
A score above 70 (out of 100) reflects a good night's sleep.



Sleep score: How countries compare



Average heart rate during sleep



60bpm

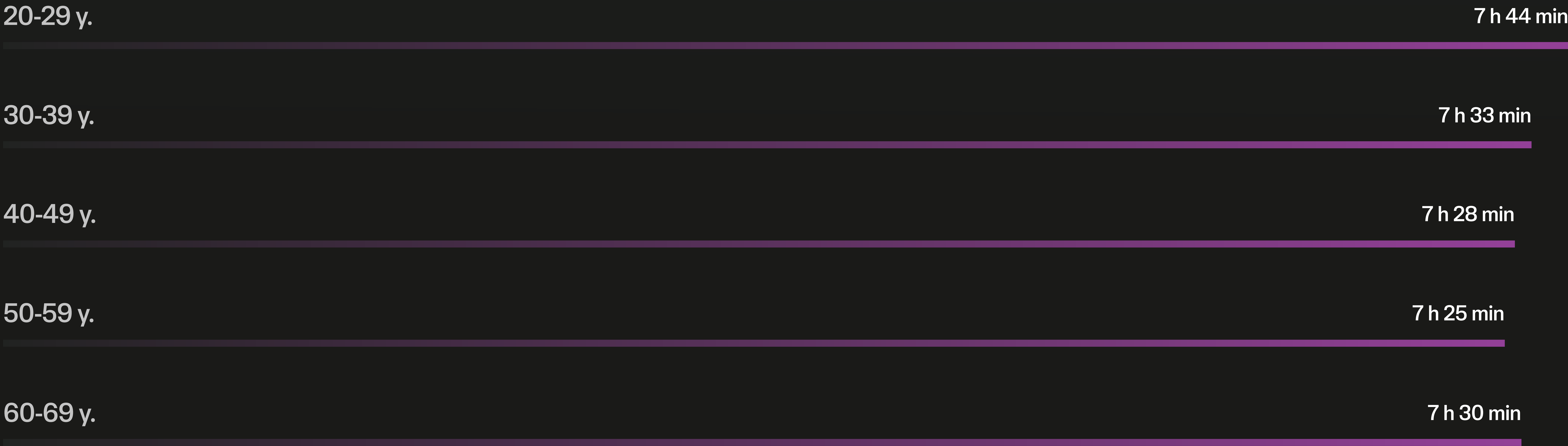
Average sleep duration per country



Average sleep duration per age group

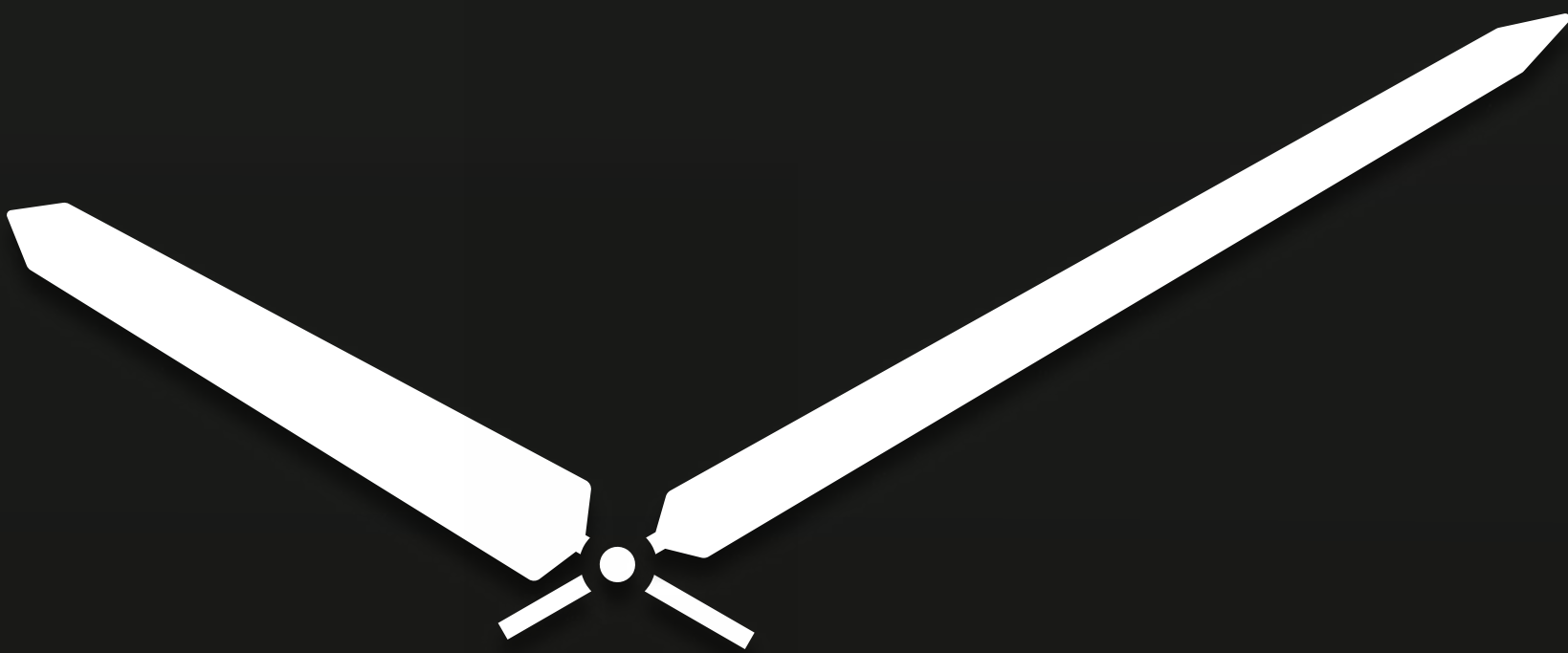
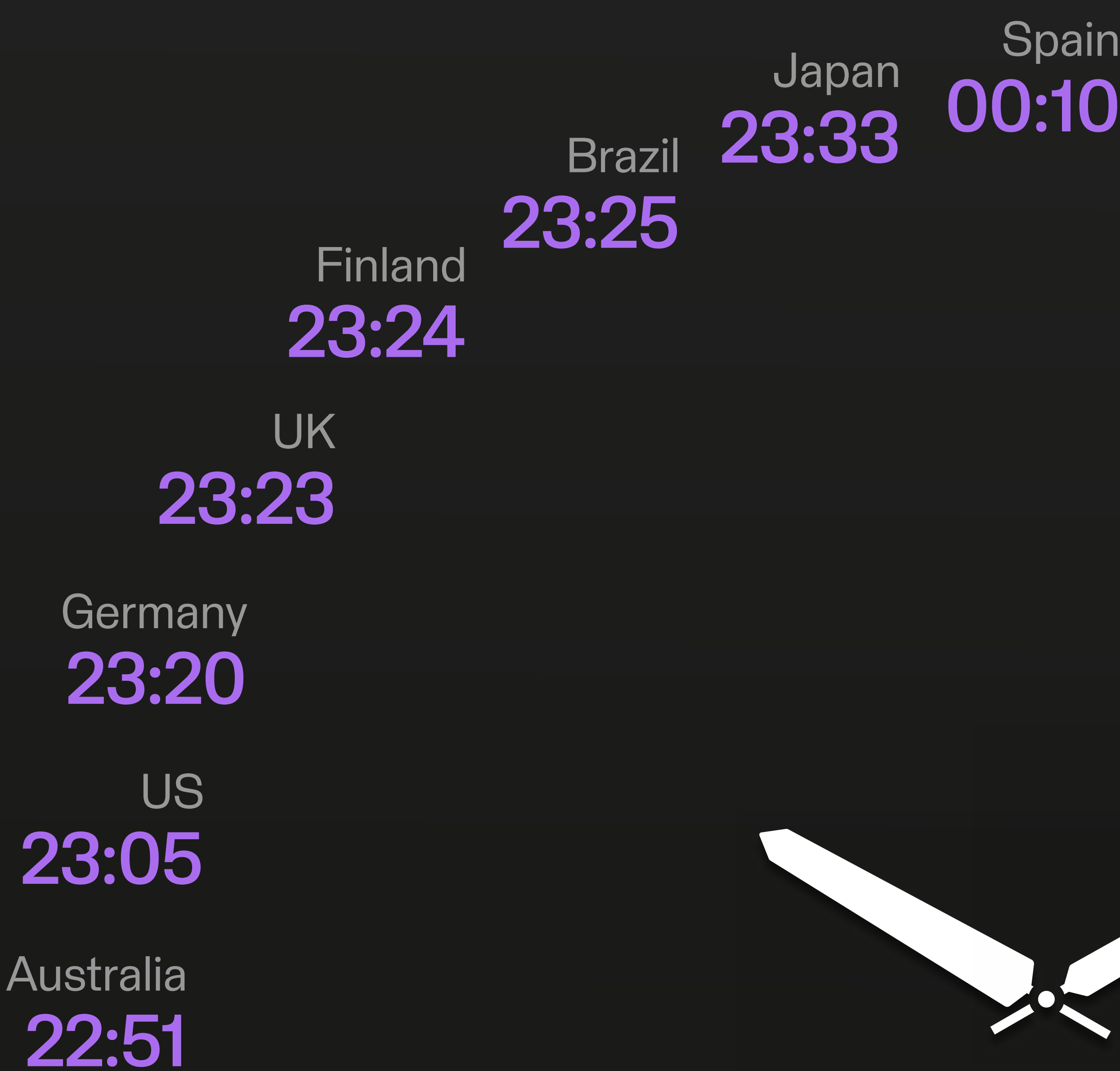
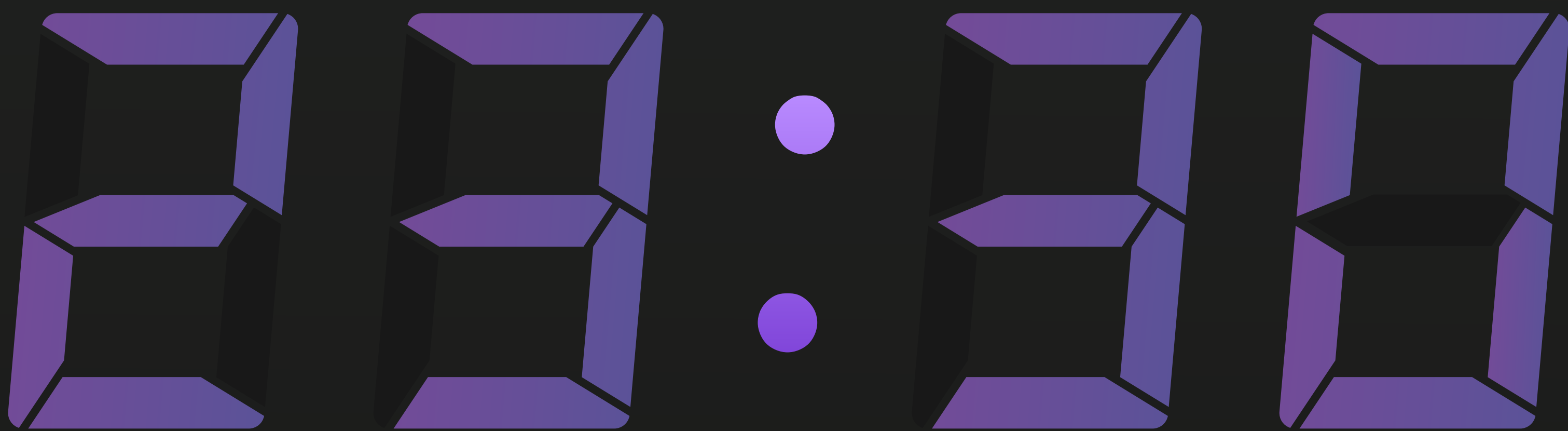


Most healthy adults need at least 7 hours of sleep each night according to scientific guidelines.



Average wake up and bedtime

Bedtime



Japan
06:16

Australia
06:26

US
06:33

Brazil
06:35

Germany
06:50

UK
06:57

Finland
07:08

Spain
07:27

Wake up time



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