

VIETNAM'S

RL Insights

MARATHON MOVEMENT

In recent years, the marathon scene in Vietnam has witnessed substantial growth and a surge in popularity. There has been a notable increase in both the number of marathon events and participants, reflecting a burgeoning interest in the sport.

2022
16,414
individuals

2023 ↑ 55%
29,010
individuals

The number of runners completing marathons in under 4 hours doubled in the latter half of 2023 to more than 29k individuals.



2023 FULL MARATHON RACES

41 Events (+25% YOY increase)

Over **264k** participants
6,400 Average number of participants per event



25-35

Primary age group of marathon participants



700,000

Estimated number of people training for marathons



35

Scheduled Full Marathon Events in 2024

HCMC MARATHON

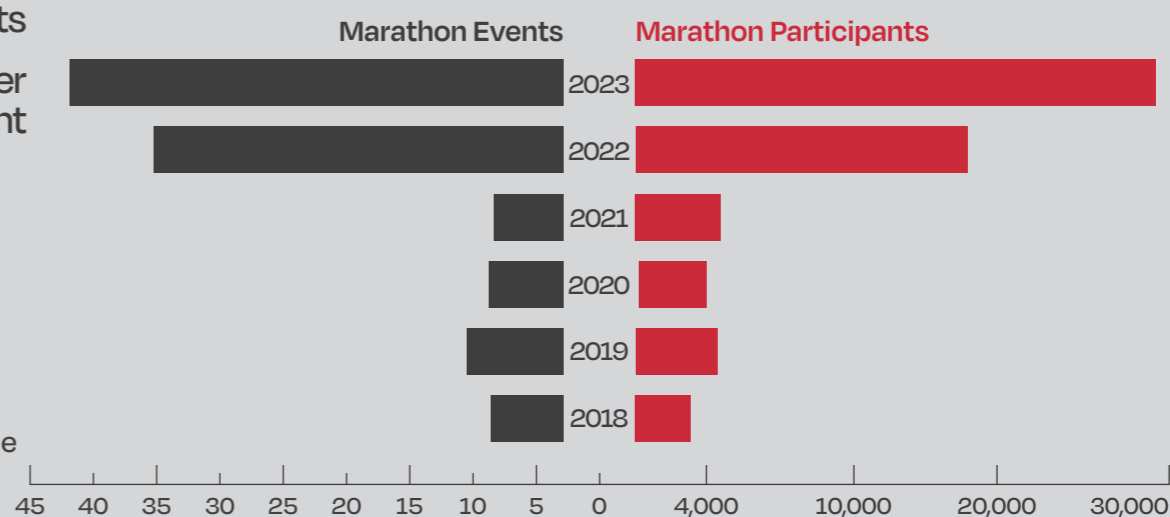
2023 Ho Chi Minh City International Marathon Techcombank

15,000+
individuals registered

10%
joined internationally

Marathons in Vietnam (2018-2023)

In 2023, over 29,000 individuals completed the marathon, marking a 46% increase compared to 2022



x4

The number of running events featuring a full marathon increased fourfold from 2018 to 2023, growing from 10 events in 2019 to 41 events in 2023.

x6

The number of people completing a full marathon nearly doubled in just one year (from 2022 to 2023) and increased sixfold since 2019.

The rising Google search trends related to marathons further support this trend, while social media platforms, particularly TikTok, play a significant role in promoting and exposing popular Vietnamese marathons.

Google Search Trends

Surge in marathon-related keyword searches (2023-2024)

Searches for "marathon"
+30.61% YOY

Searches for "giải chạy bộ"
+9.66% YOY

Searches for "Giải chạy Marathon"
+26.91% YOY

TikTok Hashtags

Popular Vietnamese Marathon Hashtags on TikTok

#tienphongmarathon
79,100 posts

#vnexpressmarathon
2,300 posts

#TechcombankMarathon
2,000 posts

Vietnam Marathon Records

Hoàng Nguyên Thanh broke the national record for the first time in over 21 years.

Hoàng Thị Ngọc Hoa

2:44:52

2024 Asian Marathon Championships

Hoàng Nguyên Thanh

2:18:43

2024 Asian Marathon Championships

With record-breaking performances and an expanding community of passionate runners, the outlook for marathons in Vietnam looks promising.