



# sport on social

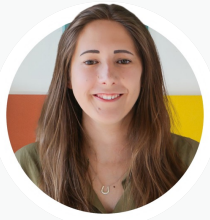
**Tour de France Femmes 2023**

powered by Redtorch

# contents

introduction	3
headlines	4
methodology	5
Tour de France Femmes 2023 Social Media League Table	6
social media performance of the Tour de France Femmes 2023	7
social media performance of cycling teams	11
social media performance of riders	16
global search interest	19





# introduction

**Rozie Slack,**  
**Campaign Manager, Redtorch**

## “Women’s cycling needs its own channels to succeed.”

With international women’s events capturing the imagination of audiences around the globe this summer, women’s pro cycling has had to work hard to compete for a slice of the pie.

But how successful has the Tour de France Femmes (TDF) been in capturing a share of the attention?

The TDF 2023 League Table shows that women-only teams outperformed those that have equivalent men’s pro teams in terms of social media performance. Canyon//SRAM Racing contributed 44% of all team follower growth while Team SD Worx was the source of 39% of all team engagements.

So, what can other teams learn from this?

You don’t have to be reliant solely on the popularity of your men’s team to be a success! Those with both men’s and women’s teams need to give the women their own identities if they want to grow their digital following.

By giving women’s teams their own channels, you can ensure your audiences are seeing only the content they actually want to consume, at the same time as gaining a greater understanding of the demographics of women’s cycling fans.

If teams can achieve this, it will open the door for female athletes to continue raising their profiles and letting their personalities shine.

We’ve seen rider follower numbers grow during the TDF 2023, but the reality is that a lot of female riders still have little to no presence on social media. The sport needs strong characters to step up and create even more drama and excitement.

In general, although things are looking positive for the world of women’s cycling, there’s still plenty of work to be done!

Enjoy the report, keep the conversations around women’s pro cycling going, and don’t hesitate to reach out if you’ve got any questions.

Thanks

Rozie

# headlines



## team Canyon//SRAM Racing tops the League Table

As a women's-only team, they outperformed all other teams including those that have equivalent men's pro teams.



## Instagram proves to be the central platform for the most engaged with posts on men's & women's channels

Mainly due to the significant audience reach obtained by collaborative posts with teams/riders/partners accounting for 67% share of content.



## overall race winner Demi Vollering achieves highest growth/number of engagements

Her 2 top-performing Instagram posts (114.2k engagements each) featured her reflecting on winning the Tour (during which she also gained 25.3k new followers).

## mountain stages garner highest engagements

As during the men's Tour de France (TDF), the mountain stages proved most popular. Content posted during this period amassed 634.6k engagements as audiences caught their first glimpses of Demi Vollering's victory.

## worldwide search interest faces YoY decline

A combination of notable riders (e.g. American Kristen Faulkner), and the lack of stage winners from North America/Oceania/Asia contributed to a decrease in search interest in these areas.

## Denmark's surge in interest (+32%) driven by combined forces of both men & women's races

Danish rider Cecilie Ludwig's top 7 overall finish, Emma Norsgaard's Stage 6 victory, as well as continued interest in Jonas Vingegaard's overall Tour de France win, all contributed to the country's search interest spike.

# methodology

## social media performance

The Redtorch-powered collection of proprietary SportOnSocial tools analysed the social media pages of Tour de France (specifically Tour de France Femmes content only, any content around the men's Tour de France race was excluded), Tour de France Femmes, and its 22 competing teams on the following platforms:

- **Facebook**
- **Instagram**
- **Twitter**
- **YouTube**
- **TikTok**

The monitoring period covered the entire Tour: 23–30 June 2023.

Engagements included reactions, comments, shares, retweets.

Video views were collected on every platform except Twitter/Instagram.

## Tour de Femmes Teams

Social media channels of Tour de Femmes teams were either exclusive to the women's team, shared with the Tour de France men's teams, or mixed – a combination of both depending on platform.

## League Table

The SportOnSocial League Tables are annual reports that rank sports, leagues or events based on their social media performance.

**#SportOnSocial Rank** = a scoring system to calculate social media performance based on total growth/engagements/video views on Facebook/Instagram/Twitter/YouTube/TikTok.

**race performance rank** = a scoring system to calculate team performance, combining final team classification/final individual standings/final sprint standings/final mountain standings.

## global search interest

Google has over 90% of the search engine market and 5 billion users worldwide. As it is the most representative method of measuring global interests, Google Trends data was used to reflect the searches users made throughout Tour de France Femmes.

- Each country was individually measured by the 'Tour de France Femmes' search topic for the entirety of the race in both 2022 & 2023.
- An index score was calculated by averaging each weekly index score over the event period in both 2022 & 2023.
- The percentage illustrates the direction of change.

## countries included

**Europe:** Italy, Belgium, Netherlands, Hungary, Portugal, Slovenia, Spain, France, Switzerland, Denmark, Austria, Germany, Czech Republic, Norway, United Kingdom, Sweden, Ireland, Poland, Finland, Luxembourg, Ukraine, Cyprus

**Africa:** South Africa

**South America:** Colombia, Argentina

**Oceania:** Australia, New Zealand

**Asia:** Israel, Japan

**North America:** Canada, United States

Redtorch cannot guarantee the accuracy of analysis of SportOnSocial and disclaims all warranties – either express or implied – including warranties for merchantability and fitness for any particular purpose.

# Tour de France Femmes 2023 Social Media League Table

Teams ranked on their social media performance at the Tour de France Femmes 2023.

\* UCI Continental Team

team	2023	race performance rank
<b>Canyon//SRAM Racing<sup>1</sup></b>	<b>1</b>	2
<b>Team SD Worx<sup>1</sup></b>	<b>2</b>	1
<b>Movistar Team Women<sup>2</sup></b>	<b>3</b>	3
<b>FDJ-Suez<sup>1</sup></b>	<b>4</b>	7
<b>AG Insurance-Soudal-Quick-Step Team<sup>1*</sup></b>	<b>5</b>	4
<b>Team Jumbo-Visma<sup>3</sup></b>	<b>6</b>	13
<b>Lidl-Trek<sup>2</sup></b>	<b>7</b>	8
<b>EF Education-TIBCO-SVB<sup>3</sup></b>	<b>8</b>	11
<b>Cofidis Women Team<sup>2*</sup></b>	<b>9</b>	18
<b>Ceratizit-WNT Pro Cycling<sup>1*</sup></b>	<b>10</b>	16
<b>Team DSM-Firmenich<sup>2</sup></b>	<b>11</b>	5

team	2023	race performance rank
<b>Fenix-Deceuninck<sup>3</sup></b>	<b>12</b>	6
<b>Liv Racing TeqFind<sup>1</sup></b>	<b>13</b>	15
<b>Arkéa Pro Cycling Team<sup>1*</sup></b>	<b>14</b>	21
<b>Team Jayco-AlUla<sup>2</sup></b>	<b>15</b>	10
<b>Uno-X Pro Cycling Team<sup>2</sup></b>	<b>16</b>	9
<b>St. Michel-Mavic-Auber93<sup>1*</sup></b>	<b>17</b>	17
<b>UAE Team ADQ<sup>1</sup></b>	<b>18</b>	12
<b>Human Powered Health<sup>1</sup></b>	<b>19</b>	19
<b>Lifepius Wahoo<sup>1*</sup></b>	<b>20</b>	20
<b>Israel Premier Tech Roland<sup>3</sup></b>	<b>21</b>	14
<b>Team Coop-Hitec Products<sup>1*</sup></b>	<b>22</b>	22

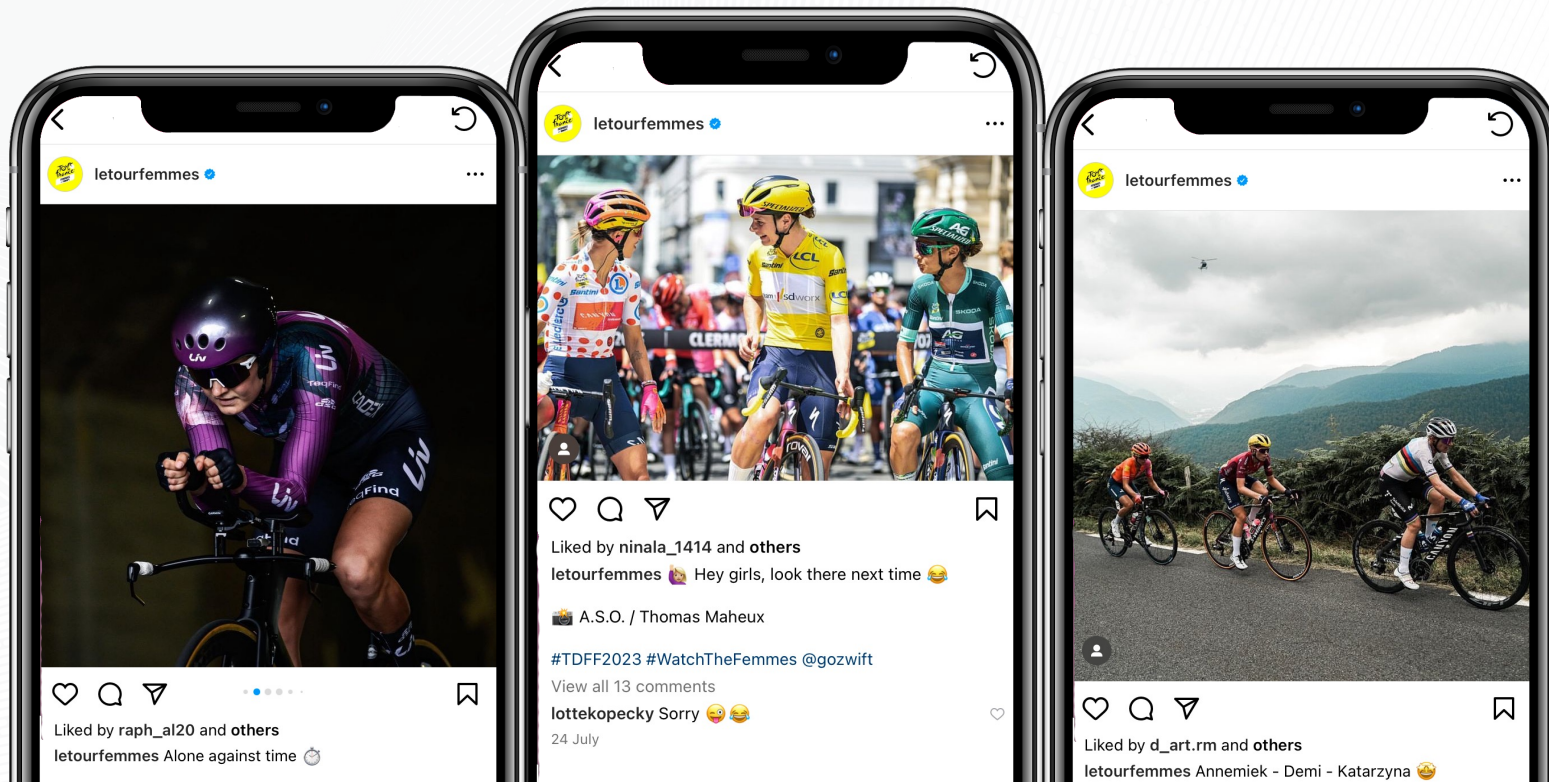
<sup>1</sup>women's only accounts/teams

<sup>2</sup>shared accounts with mens' teams

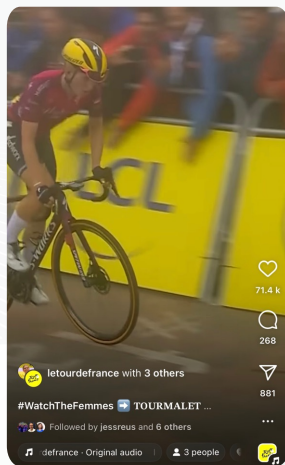
<sup>3</sup>mixed (some platforms women's only and some platforms shared accounts)

# Tour de France Femmes 2023

analysing the social media performance of official Tour accounts



# most engaged with posts from TDFFF/TDF 2023 accounts

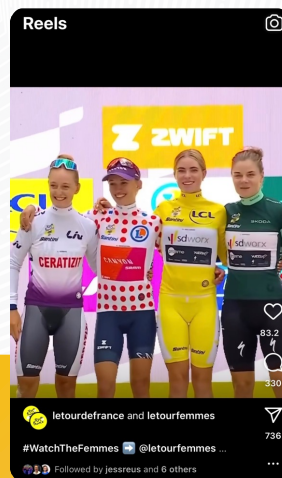


**2nd**



**72k**

**engagements**



**1st**



**83k**

**engagements**



**3rd**



**59k**

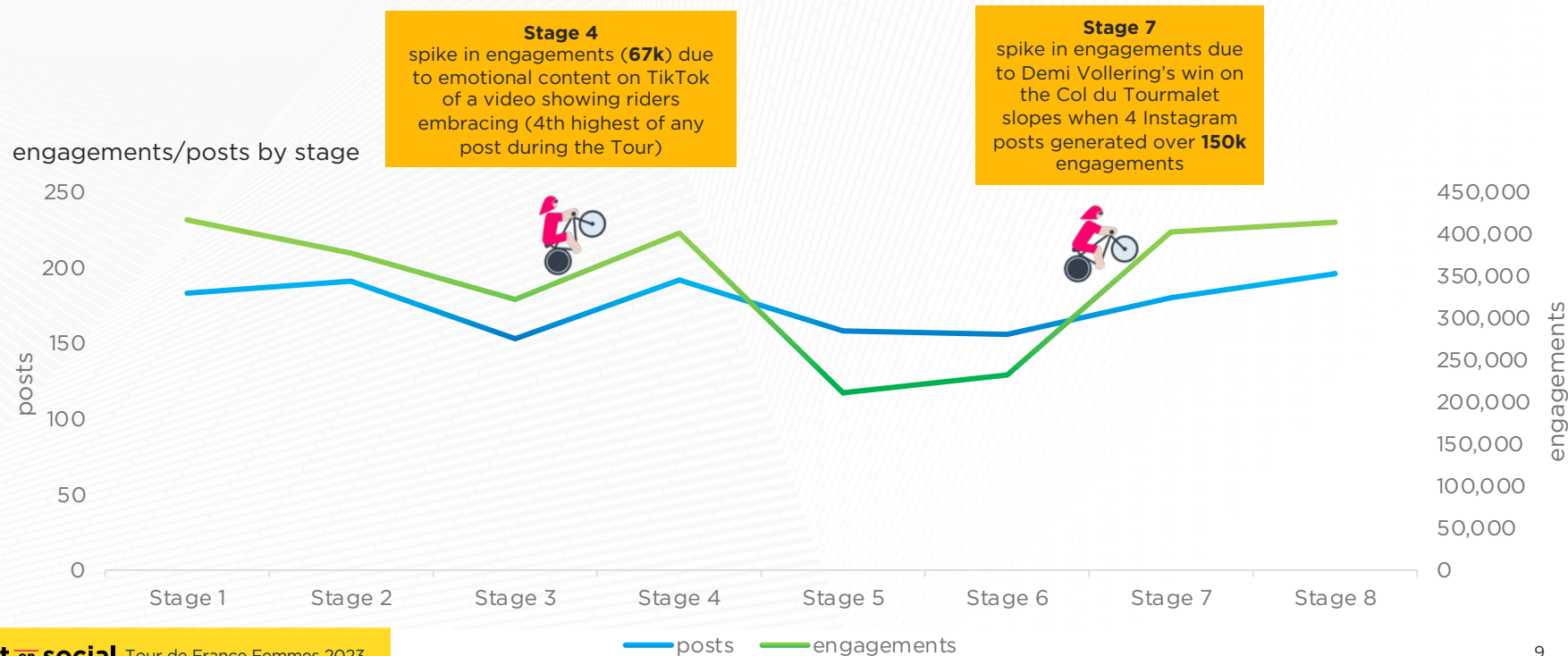
**engagements**

Most engaged with posts determined by number of reactions/comments/shares. Any content around the TDF men's race was excluded from analysis.



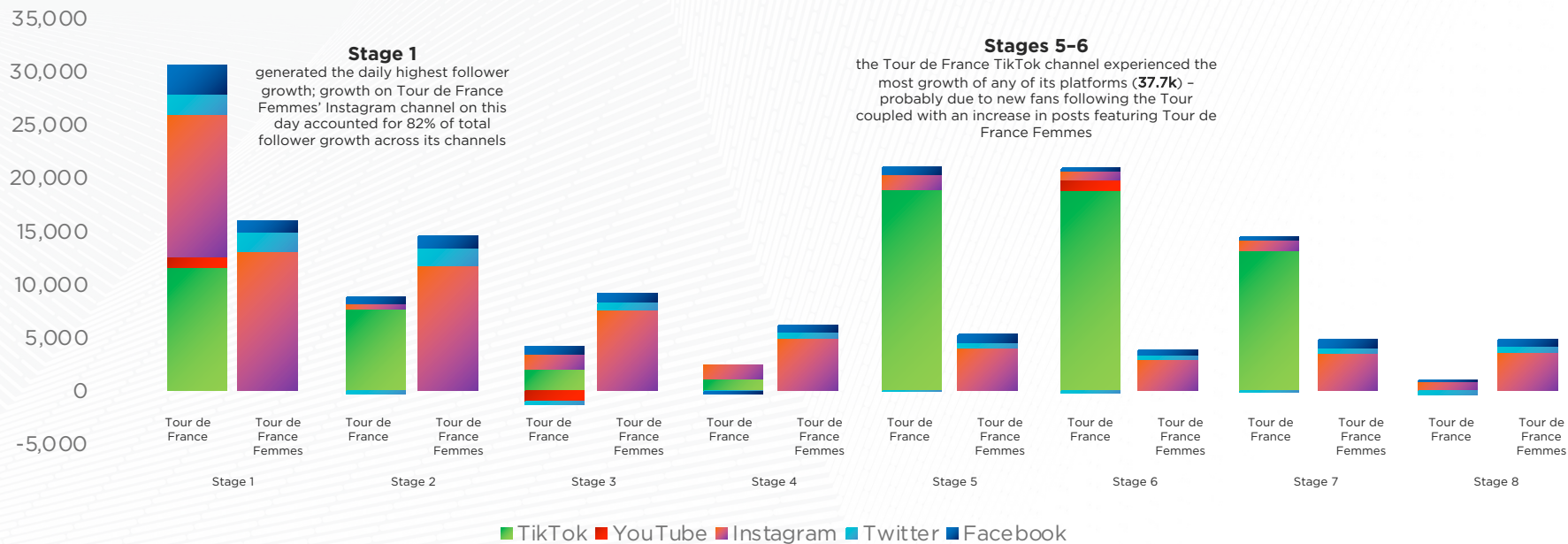
# TDF/TDF 2023 accounts produce 1,409 posts & accumulate 2.7m engagements between them

The Tour de France Femmes Instagram channel represented **47%** of total engagements with just **12%** of total posts; **53%** of content was produced on its Twitter account/**19%** on Facebook.

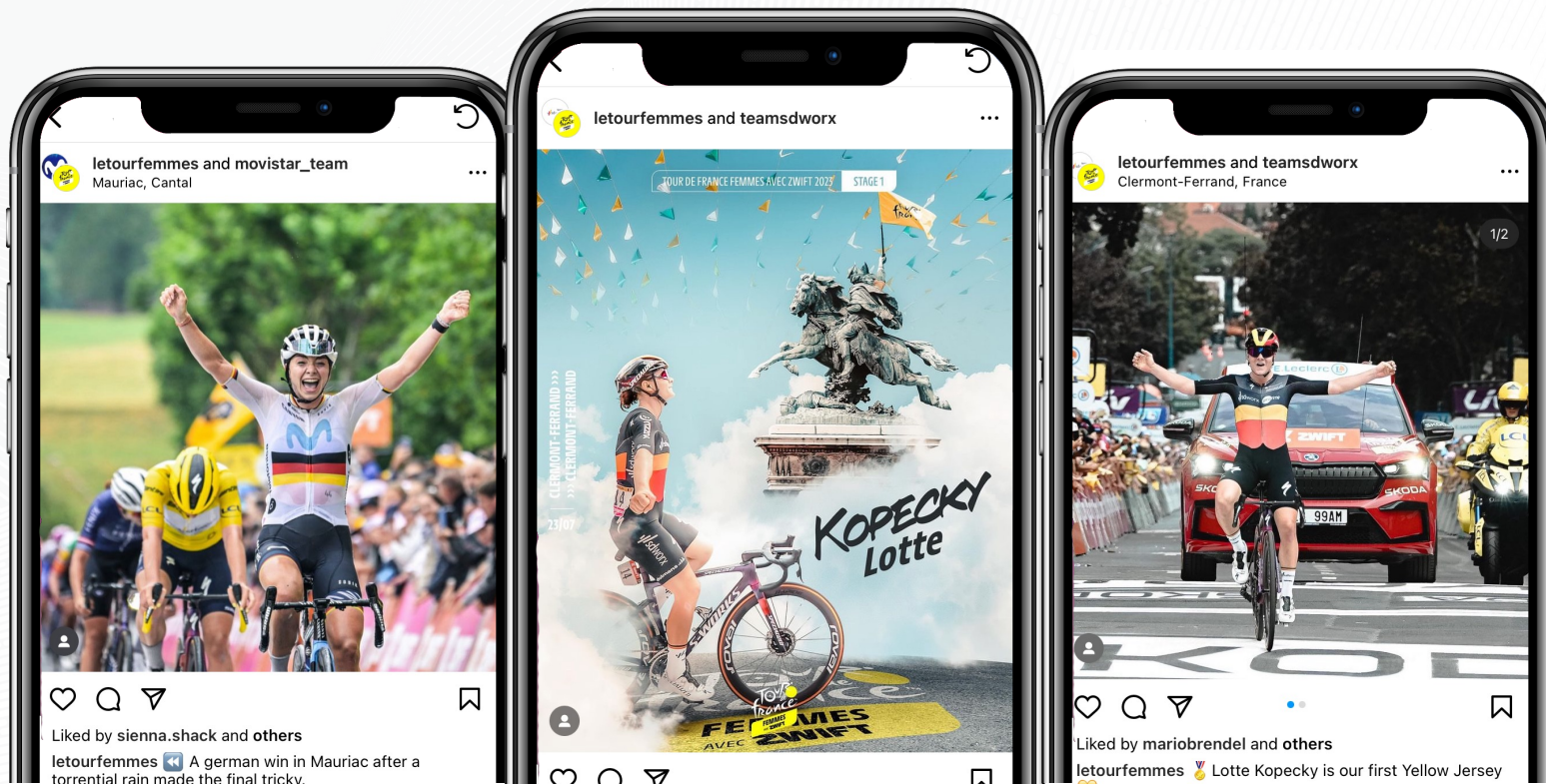


# TDF/TDF 2023 accounts experience highest growth on their first day

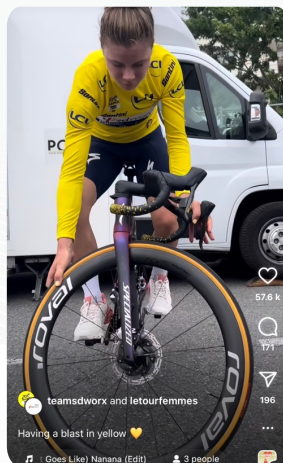
Tour de France's TikTok channel gained the highest number of new followers overall between Stages 5 & 6, accounting for **51%** of total growth on this platform.



# social media performance of cycling teams



## most engaged with team posts



**2nd**



**51k  
engagements**



**1st**



**62k  
engagements**



**3rd**

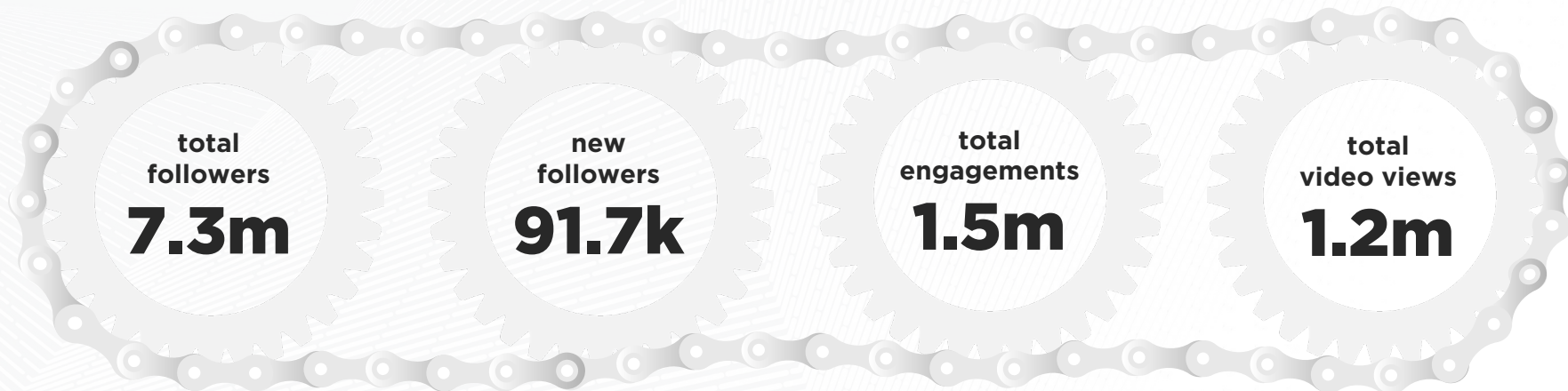


**43k  
engagements**

Most engaged with posts determined by number of reactions/comments/shares. Any content around the TDF men's race was excluded from analysis.

## Team SD Worx shares the highest number of posts (6,444) of the 22 teams

social media performance (all teams)



**30%**  
were from **Movistar Team Women**  
(shared accounts with their men's pro team across all platforms)

**44%**  
came from  
**Canyon//SRAM Racing**

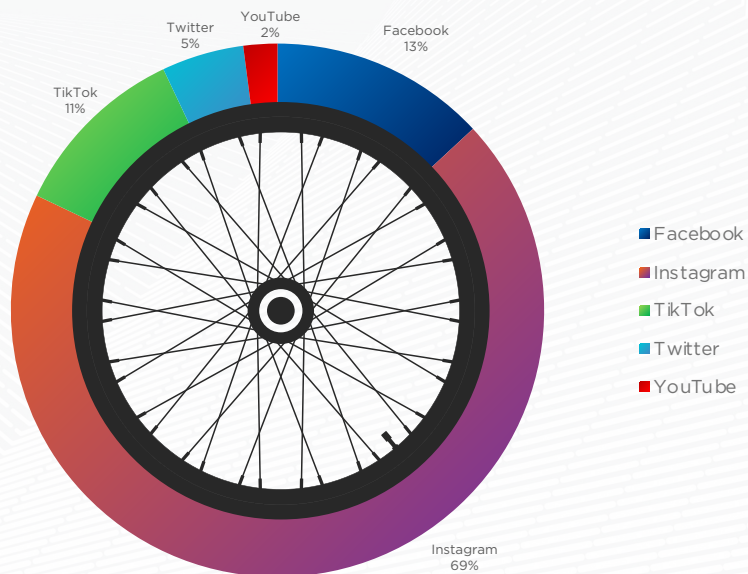
**39%**  
were generated by  
**Team SD Worx**

**35%**  
came from  
**Movistar Team Women**

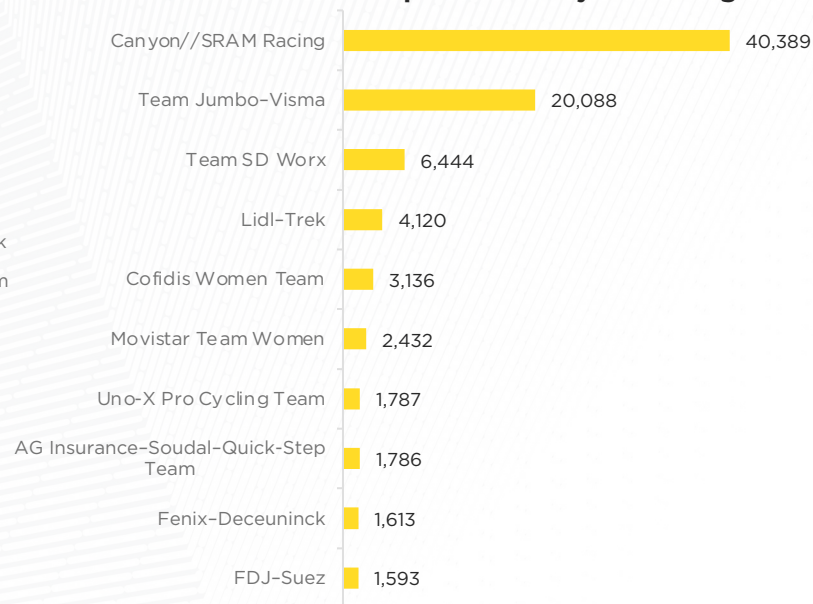
# Canyon//SRAM Racing's audience grows by 40,389 new followers - with 98% growth on Instagram

Overall, Canyon//SRAM Racing - a female-only team with no equivalent men's team - gained 2x more new followers than Team Jumbo-Visma, whose Facebook/TikTok channels are shared with their men's team.

total team follower growth by platform



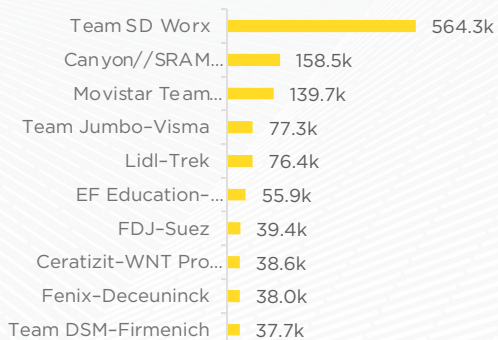
top 10 teams by follower growth



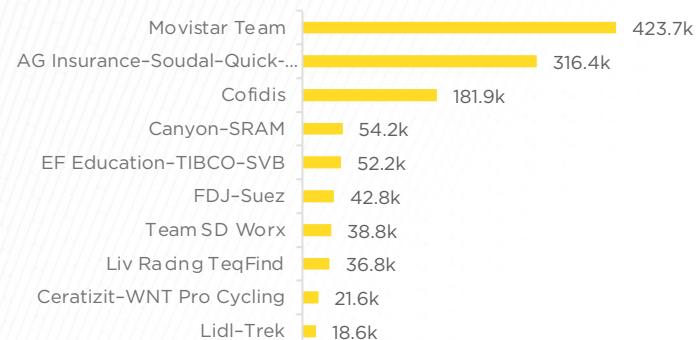
# Team SD Worx accumulate 564,315 engagements – a combined 74% more than teams who share channels with male pro teams

Movistar Team Women amassed the highest number of video views (423.7k), the majority on TikTok.

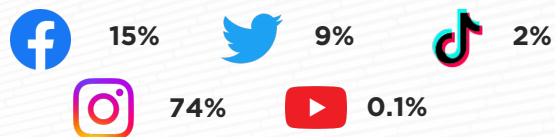
## top 10 teams by engagement



## top 10 teams by video view



## total team engagements by platform



## total team views by platform



# social media performance of riders





## most engaged with posts from riders



**2nd**



**41k**

**engagements**

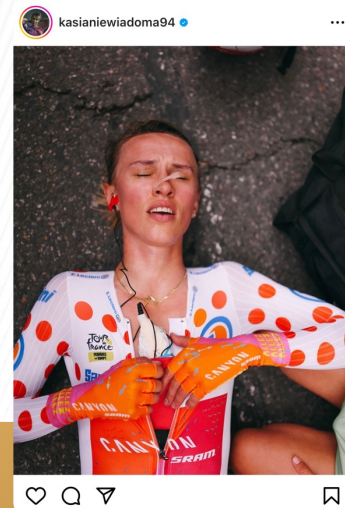


**1st**



**74k**

**engagements**



**3rd**



**34k**

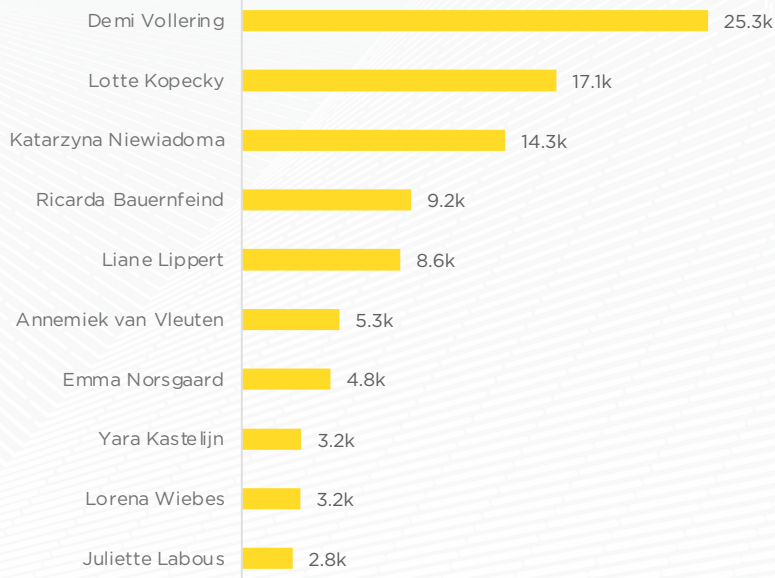
**engagements**

most engaged with posts determined by number of reactions/comments/shares

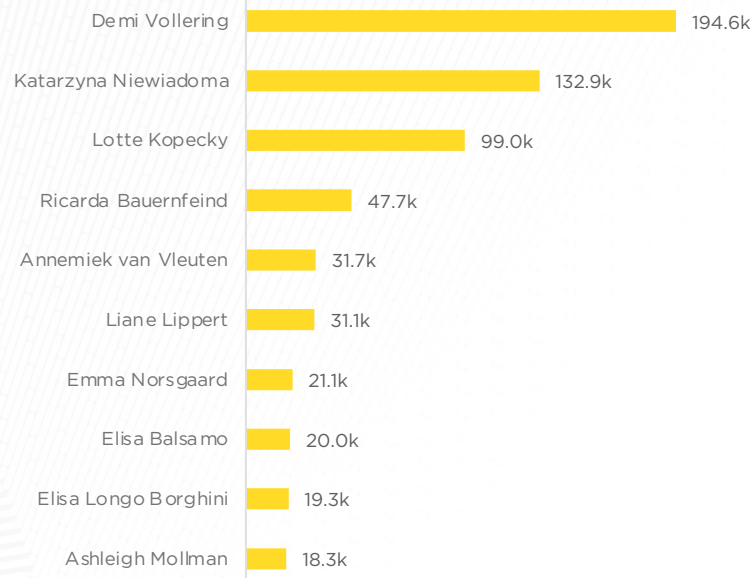
# Tour winner Demi Vollering achieves highest follower growth (25.3k)/most engagements (194.6k) of any rider

The Dutch cyclist accounted for 61% of her team's total engagements on Instagram.

## top 10 riders by follower growth

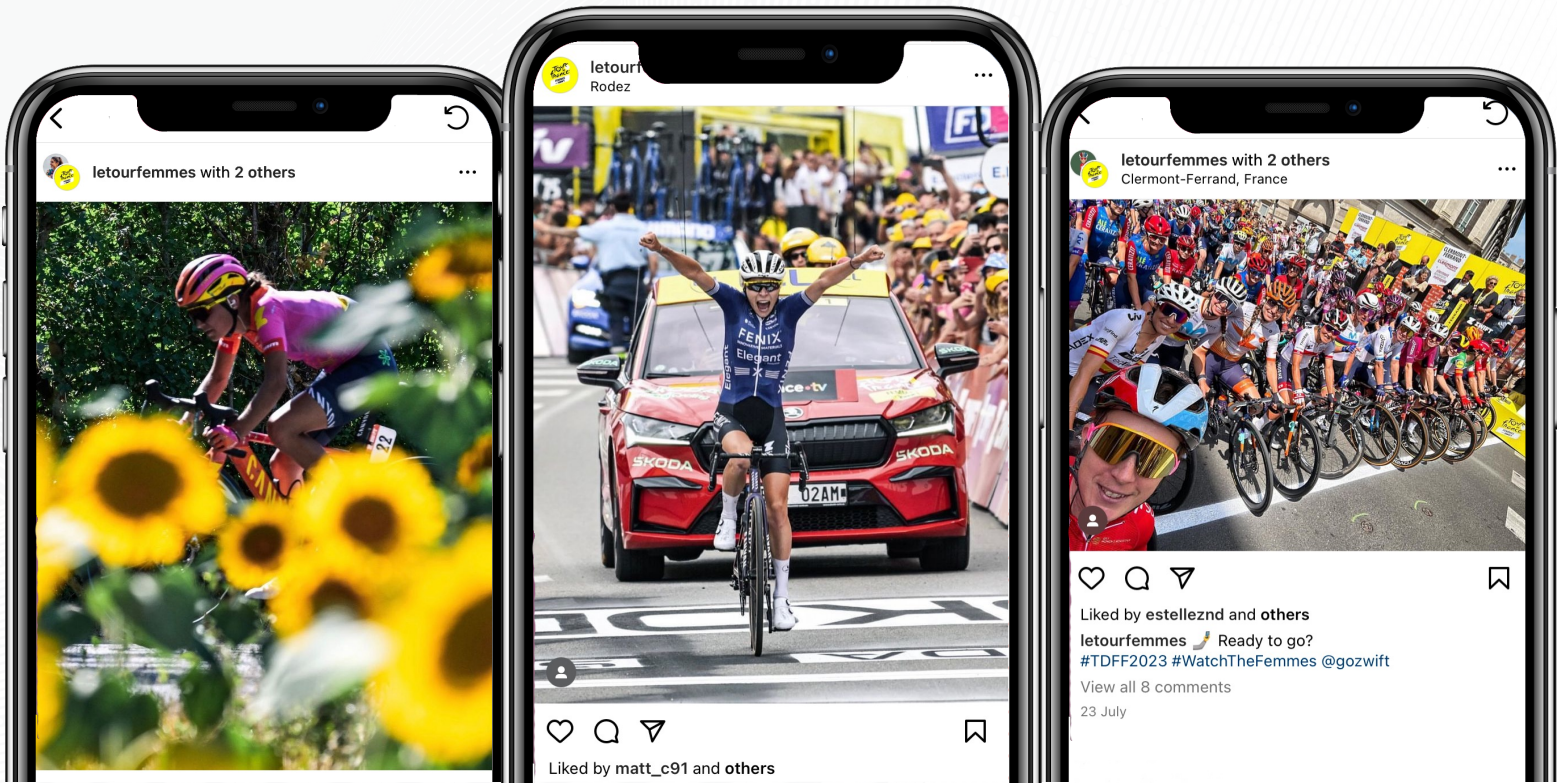


## top 10 riders by engagements



# global search interest

analysing worldwide Google Search interest generated during the TDF 2023



# worldwide search interest decreases by 5%

## interest in North America/Asia declines

Clara Emond was the highest-finishing North American rider (23rd overall). There were no stage winners and no other riders finished in the top 100.

One of North America's most exciting talents, Kristen Faulkner – 2nd at the 2022 Tour de Suisse and 11th in the 2022 Giro Donne – did not compete after being hit by a motorist in training.

Asia had only 1 rider – Eri Yonamine – who finished 78th overall.

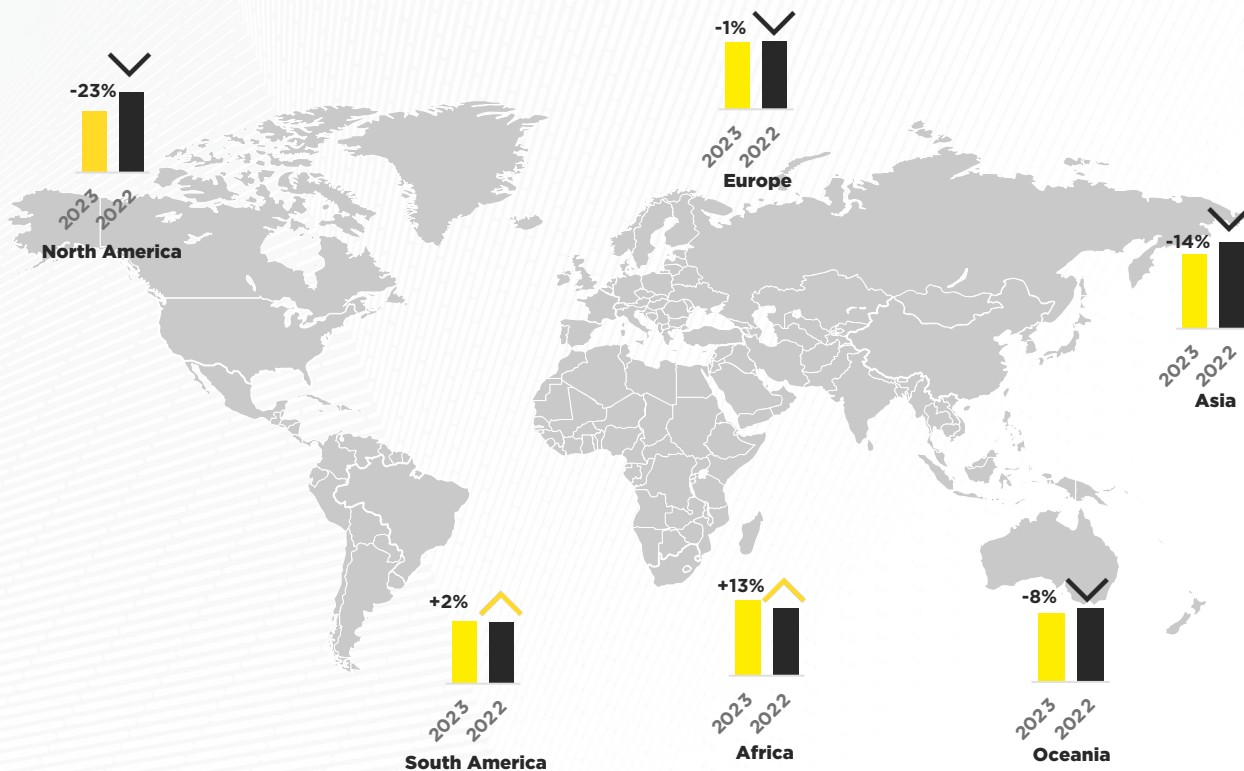
## interest across Europe plateaus

Europe saw a small overall decrease (-1%) in search interest. Countries such as Austria (+86%), Germany (+54%) and Czech Republic (+52%) saw dramatic increases; Luxembourg (-20%), Norway (-16%) and France (-13%) experienced decreases.

## Oceania experiences 8% decrease

Interest from Oceania in the Tour de France Femmes will have been negatively affected by the Women's World Cup being hosted in Australia/New Zealand.

The fall can also be attributed to time zone differences, with live broadcasts starting at midday in Europe – and no stage victories.



# Austrian sisters representing different teams spark search interest

Sisters Christina and Kathrin Schweinberger competed on separate teams in their 2nd Tour de France Femmes. Christina placed 5th at Stage 2.

## Germany experiences 2nd highest search interest

Search interest grew dramatically in Germany thanks to 2 stage wins from national champions Liane Lippert and Ricarda Bauernfeind

## Denmark has successful summer of cycling

Interest rose by 32% in Denmark, helped by another top 7 finish overall from Cecilie Ludwig (the same position she held last year). Elsewhere, compatriot Emma Norsgaard won Stage 6 of the Tour after a 3-rider breakaway.

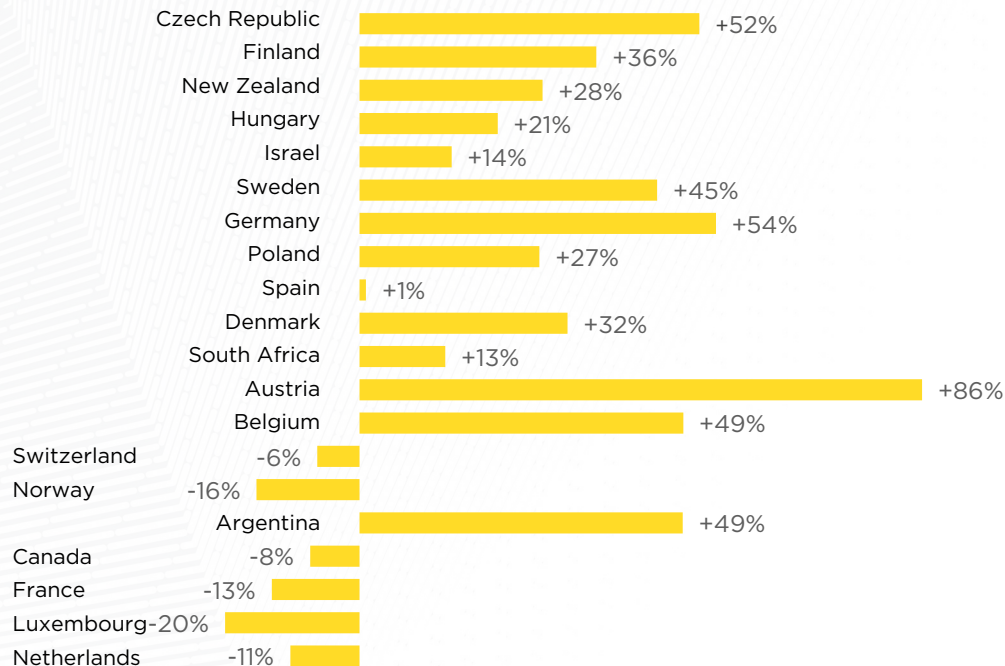
Interest in Denmark will have been further increased by Jonas Vingegaard's 2nd Tour de France title prior to the women's tour.

## interest in Netherlands decreases -11%

Despite Demi Vollering and Annemiek van Vleuten finishing in the top 4 riders overall, search interest in the Netherlands fell 11%.

On average, TV audiences per stage dropped by the same amount.

## search interest from top 20 countries



# your contacts

This report has been compiled by Redtorch analysts using a collection of proprietary SportOnSocial tools, desk research and third-party tech.



**Chris Argyle-Robinson**

Research & Strategy Director  
[Chris.ar@redtorch.sport](mailto:Chris.ar@redtorch.sport)  
07866 336 086



**Karishma Riar**

Senior Research & Insights Manager  
[Karishma.riar@redtorch.sport](mailto:Karishma.riar@redtorch.sport)  
07703 183 029



**Tom Lloyd-Evans**

Performance & Insights Manager  
[Tom.le@redtorch.sport](mailto:Tom.le@redtorch.sport)  
07989 514 912