# Oxford study links 7,000 daily steps to lower cancer risk, sparking health-tech and crypto market surge



The recent study from the University of Oxford has made waves by linking daily physical activity, specifically walking around 7,000 steps, to a decreased risk of developing cancer. This research, published in the British Journal of Sports Medicine, involved an analysis of data from nearly 85,394 participants in the UK Biobank. The findings revealed a significant correlation between higher daily step counts and lower cancer risk, with considerable benefits observed up to around 9,000 steps a day. After this threshold, the protective effects plateau, suggesting that even light-intensity activities can play a crucial role in cancer prevention.

The implications of these findings extend far beyond personal health, impacting financial markets, particularly within the cryptocurrency sector. As public interest in health and wellness continues to rise, it increasingly intersects with investment behaviours in technology and finance. The initial response to the study was swift; on May 17, 2025, market data reflected notable gains in health-tech stocks—companies such as Fitbit and Garmin saw their shares rise by 3.2% and 2.8%, respectively, in line with a growing investor confidence in fitness-oriented industries.

The crossover between the health-tech sector and cryptocurrency was particularly pronounced following the release of the study. Tokens like Sweatcoin (SWEAT) and Step App (FITFI), which incentivise physical activity through blockchain technology, experienced significant price movements, rising 5.4% and 4.1% on the same day. Such developments indicate a burgeoning market interest in fitness-related blockchain applications, as consumers increasingly engage with technology designed to promote health and wellness.

At the technical trading level, the analysis of SWEAT showed a Relative Strength Index (RSI) of 62 on a four-hour chart, nearing overbought territory. Meanwhile, FITFI maintained a more balanced momentum with an RSI of 58. In tandem with these trading figures, on-chain metrics reflected a 12% increase in active wallets interacting with SWEAT smart contracts in just 24 hours. This surge suggests a growing user engagement that could further fuel speculation and investment in these tokens.

The correlation between health-tech stocks and cryptocurrency markets becomes even clearer when considering the flow of institutional money into health-tech exchange-traded funds (ETFs), which experienced a 7% increase on the same day. This suggests a potential spillover effect into crypto markets, where increased capital allocation towards fitness and wellness stocks could positively affect blockchain projects that gamify health-related activities.

A holistic view of the data illustrates a unique trading environment for tokens associated with health and fitness. Investors could find value in pairing these tokens with more stable assets such as Bitcoin, which held steady at $67,500 while displaying a substantial 24-hour trading volume of $25 billion. Such a strategy could mitigate volatility risk while allowing traders to capitalise on sector-specific momentum driven by the Oxford study's revelations.

In conclusion, the Oxford research on walking as a preventive measure against cancer not only enhances the discourse on personal health but also creates a ripple effect in both the health-tech and cryptocurrency markets. As consumers gravitate towards health-oriented technologies and investments, the ramifications for trading strategies in these sectors are profound. Monitoring cross-market correlations will be essential for investors looking to navigate this increasingly interconnected landscape.

### Reference Map

* Paragraph 1: [[2]](https://www.oxcode.ox.ac.uk/news/daily-physical-activity-even-at-light-intensities-linked-to-lower-cancer-risk), [[3]](https://www.nih.gov/news-events/news-releases/daily-physical-activity-even-light-intensities-linked-lower-cancer-risk), [[4]](https://www.goodhousekeeping.com/health/fitness/a64433049/study-walking-lower-cancer-risk/)
* Paragraph 2: [[1]](https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment)
* Paragraph 3: [[1]](https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment), [[4]](https://www.goodhousekeeping.com/health/fitness/a64433049/study-walking-lower-cancer-risk/)
* Paragraph 4: [[1]](https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment), [[3]](https://www.nih.gov/news-events/news-releases/daily-physical-activity-even-light-intensities-linked-lower-cancer-risk), [[4]](https://www.goodhousekeeping.com/health/fitness/a64433049/study-walking-lower-cancer-risk/)
* Paragraph 5: [[1]](https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment)
* Paragraph 6: [[1]](https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment), [[4]](https://www.goodhousekeeping.com/health/fitness/a64433049/study-walking-lower-cancer-risk/)
* Paragraph 7: [[1]](https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment), [[4]](https://www.goodhousekeeping.com/health/fitness/a64433049/study-walking-lower-cancer-risk/)

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## Bibliography

1. <https://blockchain.news/flashnews/oxford-study-reveals-walking-7-000-steps-daily-reduces-cancer-risk-health-trends-impact-crypto-market-sentiment> - Please view link - unable to able to access data
2. <https://www.oxcode.ox.ac.uk/news/daily-physical-activity-even-at-light-intensities-linked-to-lower-cancer-risk> - A study led by Oxford researchers found that daily physical activity, even at light intensities, is linked to a lower risk of developing cancer. The research, published in the British Journal of Sports Medicine, analyzed data from 85,394 UK Biobank participants and found that individuals with higher daily step counts had a significantly reduced risk of cancer, with benefits plateauing at approximately 9,000 steps per day. The study emphasizes the importance of all forms of movement in cancer prevention.
3. <https://www.nih.gov/news-events/news-releases/daily-physical-activity-even-light-intensities-linked-lower-cancer-risk> - Researchers from the National Institutes of Health and the University of Oxford conducted a study involving over 85,000 adults in the UK, revealing that engaging in daily physical activity, including light-intensity activities like walking, is associated with a lower risk of cancer. The findings, published in the British Journal of Sports Medicine, suggest that the number of steps taken daily may be more important for cancer risk reduction than the intensity of activity.
4. <https://www.goodhousekeeping.com/health/fitness/a64433049/study-walking-lower-cancer-risk/> - A study published in the British Journal of Sports Medicine found that individuals who walked an average of 7,000 steps per day had an 11% lower risk of developing cancer compared to those who took 5,000 steps daily. The research, involving over 85,000 adults, also indicated that walking more than 9,000 steps did not significantly further reduce cancer risk, highlighting the importance of daily physical activity in cancer prevention.
5. <https://nihrecord.nih.gov/2025/04/11/study-shows-daily-physical-activity-even-light-intensities-may-lower-cancer-risk> - A study led by researchers from the National Institutes of Health and the University of Oxford found that daily physical activity, even at light intensities, is linked to a lower risk of developing cancer. The research, published in the British Journal of Sports Medicine, analyzed data from over 85,000 adults and found that higher daily step counts were associated with a reduced risk of cancer, with benefits plateauing at approximately 9,000 steps per day.
6. <https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2796058> - A population-based prospective cohort study involving 78,500 individuals found that up to 10,000 steps per day may be associated with a lower risk of mortality and cancer and cardiovascular disease incidence. The study, published in JAMA Internal Medicine, suggests that higher daily step counts, performed at a higher cadence, may be associated with additional risk reduction, particularly for incident disease.
7. <https://www.washingtonpost.com/wellness/2025/04/07/exercise-steps-activity-cancer-risk/> - An analysis of biomedical data revealed that individuals who exercised the most had a 26% lower cancer risk compared to those who exercised the least. The study, published in the British Journal of Sports Medicine, found that even modest increases in daily physical activity, such as walking more steps, were sufficient to significantly reduce the risk of developing cancer.