



International  
Microbiota  
Observatory

# Microbiota: essential to health, but limited global awareness

## The microbiota: a little-known organ crucial for our health...



**1 in 5 people only**  
know what the word  
microbiota means (21%)

**24%**

said they know exactly  
what gut microbiota is.

Other microbiota are even less well known:

**18%**  
vaginal  
microbiota

**17%**  
oral  
microbiota

**13%**  
pulmonary  
microbiota

**1 in 4 people**  
have heard of  
the term dysbiosis (28%)



## ...which can easily be preserved with appropriate behavior



**57%**

have already adopted behaviors to limit the  
risk  
of microbiota imbalance



**62%**

know that taking probiotics helps  
to maintain a balanced microbiota



**1 in 2 people**

have connected a digestive condition  
they have experienced with microbiota (52%)

## Microbiota explained by healthcare professionals: crucial!



**2 in 5 people**  
have been informed by their healthcare professional  
of the appropriate behaviors to adopt to preserve their  
microbiota balance (44%)



**1 in 3 people**  
have been informed by a healthcare professional that  
antibiotics can upset the microbiota balance (33%)

**95%**

of people having received information  
repeatedly from their healthcare  
professional have adopted behaviors to limit  
the risk of microbiota imbalance



**57%**

Overall

## Parents are aware, but seniors are not adequately informed

**66%**  
of parents



**50%**  
of seniors



claim to have adopted practices in favor of maintaining a  
balanced microbiota

**48%**  
of parents



**36%**  
of seniors



have been informed by their healthcare professional of the digestive  
problems associated with antibiotics



**26%**

of seniors have received  
information about the microbiota  
and its role  
from their healthcare professional

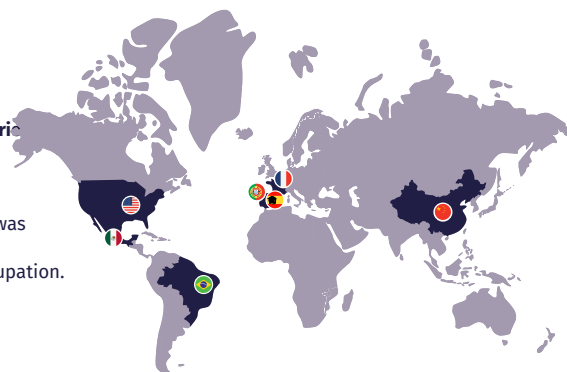


**37%**  
overall

## Methodology:

6,500 individuals were surveyed online  
between March 21 and April 7, 2023 in 7 countries:  
the United States, Brazil, Mexico, France,  
Portugal, Spain and China.

Sample representativeness for each country was  
ensured using the quota method, applied to  
the respondents' gender, age, region and occupation.



**7**  
COUNTRIES

**6 500**  
RESPONDENTS