



# International Microbiota Observatory

2<sup>ND</sup> EDITION - 2024

## The vaginal microbiota, essential for women's health, but still little known in the world



### The vaginal microbiota an organ that remains poorly understood, despite some progress



**1 in 5 women** know exactly what the vaginal microbiota is (22%, +2 points vs 2023)

#### Little knowledge of how it works:



**55%**

know that smoking affects the vaginal microbiota\*



**44%**

know that bacterial vaginosis is associated with an imbalance in vaginal microbiota (+8 points vs 2023)



**43%**

now that the intestinal microbiota influences the vaginal microbiota\*

### More behaviours adopted this year

**86%** wear cotton underwear (+2 points vs 2023)

**63%** avoid self-medication\*\*\*

**61%** use a soap-free cleaning solution (+3 points vs 2023)

### Even if some bad practices persist



**60%** wash several times a day \*



**42%** still use feminine douches (-3 points vs 2023)

### Women want more information about the vaginal microbiota from Health Care Professionals

#### Women are better informed by their healthcare professionals about the role of vaginal microbiota

**43%** have been informed by their healthcare professional about what the vaginal microbiota is and its functions (+7 points vs 2023)

**48%** received explanations on how to best preserve their vaginal microbiota (+7 points vs 2023)

#### Vaginal microbiota and health: a large majority of women would like to know more



**88%**

would like to be better informed about the importance of the vaginal microbiota and its impact on health (+2 points vs 2023)

### Mothers and women aged 25-34 are more aware than their elders

**55%** of mothers with children under 3

**54%** of 25-34 year-olds

**32%** of over-60s

have been informed by a healthcare professional about the role and function of vaginal microbiota **VS** **43%** among all women

**71%** of mothers with children under 3

**67%** of 25-34 year-olds

**56%** of over-60s

use a soap-free cleansing solution, a practice that benefits the vaginal microbiota **VS** **61%** among all women

### Methodology:

7,500 individuals were surveyed online from January 26 to February 26, 2024 in 11 countries: USA, Brazil, Mexico, France, Portugal, Spain, China, Poland, Finland, Morocco and Vietnam. Within this sample, 3,885 women were interviewed.

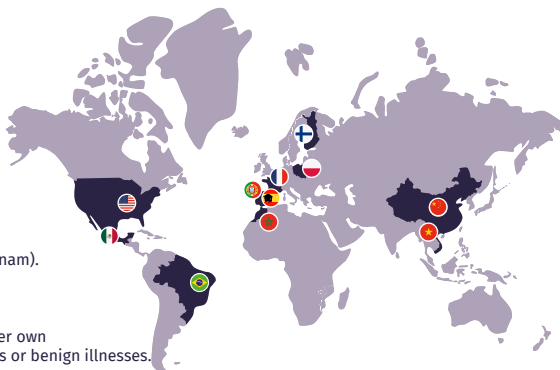
Representative samples by country ensured by the quota method applied to the respondent's gender, age, region and occupation.

Changes are shown on a like-for-like basis, excluding the the 4 countries added this year (Poland, Finland, Morocco and Vietnam).

\*Certain questions have been added in this 2nd edition, and therefore have no historical background.

\*\* Self-medication is the use of a medicine by a person on his or her own initiative, for the treatment of simple and already known symptoms or benign illnesses.

Code BMI-24.57



**11**  
COUNTRIES

**7 500**  
RESPONDENTS

BIOCODEX  
Microbiota Institute

