



International Microbiota Observatory

3RD EDITION - 2025



Results in Poland

Microbiota Momentum: Bridging Awareness and Action

Microbiota awareness in Poland aligns with global trends, but no improvement noted over time



1 in 5

knows exactly what the word **microbiota** means
18%, ↘ -6 points vs 2024

↘ a lower proportion compared to the average of all countries surveyed (23%)

Awareness of each microbiota type remains limited, lagging behind global average



15%

Gut microbiota
↘ -4 points vs 2024
(vs 26% overall)



13%

Skin microbiota
↘ -1 point vs 2024
(vs 18% overall)



12%

Vaginal microbiota
↘ -2 points vs 2024
(vs 20% overall)



12%

Oral microbiota
↘ -2 points vs 2024
(vs 20% overall)

However, a significant interest in microbiota testing, which reflects rising health awareness among Poles



56% »

would be interested in taking a **microbiota test**
(vs 61% overall)

62%

think this test is useful to conduct a **health check-up**
(vs 60% overall)

53%

see it as a tool to **identify the lifestyle factors** that can influence microbiota and **lead to chronic diseases**
(vs 49% overall)

51%

view it to **prevent** and/or slow down the **onset of pathologies**
(vs 51% overall)

56% »

would be **willing to donate their stool** if it could contribute to advancing scientific knowledge in the fields of microbiota, nutrition and health
(vs 59% overall)

While Poles seem more likely to modify their behaviors, in fact, this primarily reflects a higher propensity for consuming probiotics and prebiotics compared to the global average



64%

have **changed their behaviors** to keep their microbiota as balanced and functioning as smoothly as possible

↘ -1 point vs 2024 (vs 56% overall)

↳ **15%**

only have changed a lot

↘ -1 point vs 2024 (vs 16% overall)

58%

consume **probiotics**

↘ -2 points vs 2024 (vs 49% overall)

47%

consume **prebiotics**

↘ -4 points vs 2024 (vs 41% overall)

The “Microbiota Awakening”: guided by healthcare professionals



72%

consider healthcare professionals as their **primary source** for reliable microbiota information
Stable vs 2024 (vs 78% overall)

Information given by healthcare professionals on the microbiota is still limited, often consists primarily of probiotic or prebiotic prescriptions

71%

have received **probiotics or prebiotics** prescriptions
↗ +3 points vs 2024
(vs 49% overall)

39%

have received information about the microbiota: its role and its functions
Stable vs 2024
(vs 42% overall)

A professional guidance that influences microbiota awareness and good habits

Among individuals who have had some information, at least once from HCPs:

43%

have already heard about each microbiota

vs 28%

among all Poles

88%

have changed their behaviors

vs 64%

among all Poles

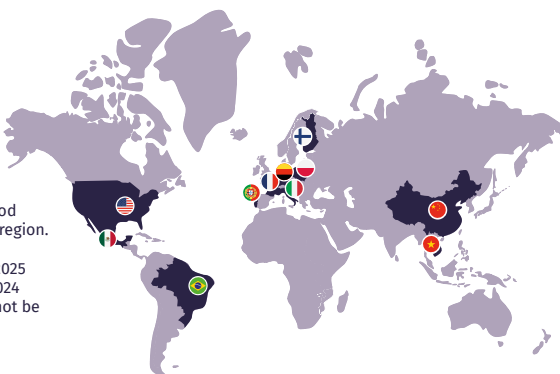
Methodology:

7,500 individuals were surveyed online from January 21 to February 28, 2025 in 11 countries: the USA, Brazil, Mexico, France, Germany, Italy, Portugal, Poland, Finland, China and Vietnam.
500 Poles were surveyed.

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

All point changes in percentages relate to data collected from the 2025 International Microbiota Observatory surveys compared with the 2024 survey data. Newly introduced questions in the 2025 survey could not be analysed against previous surveys.

BMI-25.25



11
Countries

7,500
Respondents

500
Poles

BIOCODEX
Microbiota Institute

