



International Microbiota Observatory

3RD EDITION - 2025



Results in Portugal

Microbiota Momentum: Bridging Awareness and Action

Portugal's microbiota awareness continues to be among the lowest observed, with no improvement noted over time



1 in 5

knows exactly what the word **microbiota** means
17%, stable vs 2023

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

The diversity of microbiotas remains underestimated since 2023:



21%

Gut microbiota
↗ +1 point vs 2023
(vs 26% overall)



17%

Vaginal microbiota
stable vs 2023
(vs 20% overall)



14%

Oral microbiota
↘ -2 points vs 2023
(vs 20% overall)



14%

Skin microbiota
↘ -1 point vs 2023
(vs 18% overall)

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



62% »

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

64%

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

64%

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

51%

see it as a tool to help **rebalance their microbiota**
(vs 53% overall)

62% »

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)

Portuguese continue to show limited change in adopting beneficial microbiota habits



49%

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

↗ +2 points vs 2024 (vs 56% overall)

↳ **9%**

only have changed a lot

↗ +3 points vs 2024 (vs 16% overall)



27%

regularly **engage in physical activity**
↗ +5 points vs 2024 (vs 32% overall)



26%

consistently **maintain a varied and balanced diet**
↗ +2 points vs 2024 (vs 31% overall)



22%

actively **limit processed food consumption**
↗ +2 points vs 2024 (vs 23% overall)

The “Microbiota Awakening”: guided by healthcare professionals



9 out of 10 people

consider healthcare professionals as their **primary source** for reliable microbiota information
89%, ↘ -1 point vs 2024 (vs 78% overall)

Information given by healthcare professionals on the microbiota is still limited, but is increasing

34%

have **received information** about the microbiota: its role and its functions
↗ +8 points vs 2023 (vs 42% overall)

A professional guidance that influences microbiota awareness and good habits

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

31%

know exactly what microbiota means

vs

17%

among all Portuguese population

82%

have changed their behaviors

vs

49%

among all Portuguese population

Methodology:

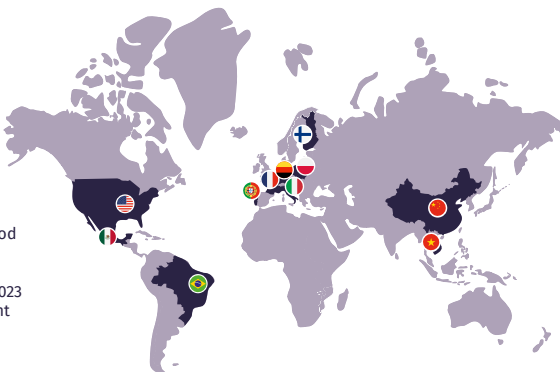
7,500 individuals were surveyed online from January 21 to February 28, 2025 in 11 countries: USA, Brazil, Mexico, France, Portugal, Germany, Italy, China, Poland, Finland, Vietnam.

For the Portuguese sample, 500 individuals were surveyed.

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

With the Observatory's launch in 2023, changes are noted against 2023 or 2024 data. However, newly introduced questions this year prevent evolution analysis.

BMI-25,18



11
Countries

7 500
Respondents

500

Portuguese

BIOCODEX
Microbiota Institute

