



## Microbiota Momentum: Bridging Awareness and Action

### An overall increase in awareness of the microbiota and its importance



**1 in 5** knows exactly what the word **microbiota** means (23%, +3 points vs 2023)

The diversity of microbiotas is still under-recognized, despite some progress:

**26%** Gut microbiota (+4 points vs 2023)

**20%** Vaginal microbiota (+3 points vs 2023)

**20%** Oral microbiota (+3 points vs 2023)

**18%** Skin microbiota (+1 point vs 2023)

### Translating microbiota awareness into beneficial daily habits proves to be challenging



**56%** have **changed their behaviors** to keep their microbiota as balanced and functioning as smoothly as possible (-1 point vs 2024)

↳ **16%** only have changed a lot (-1 point vs 2024)

**32%** regularly **engage in physical activity** (-1 point vs 2024)

**31%** consistently **maintain a varied and balanced diet** (-1 point vs 2024)

**23%** actively **limit processed food consumption** (-2 points vs 2024)

### A significant interest in microbiota testing reflects rising health awareness



**61%** » would be interested in taking a **microbiota test**

**60%** think this test is useful to conduct a **health check-up**

**53%** see it as a tool to help **rebalance their microbiota**

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

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

### The “Microbiota Awakening”: guided by healthcare professionals



**3 out of 4 people** consider healthcare professionals as their **primary source** for reliable microbiota information (78%, +3 points vs 2024)

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

**42%** have received information about the microbiota: its role and its functions (+7 points vs 2023)

### A professional guidance that influences microbiota awareness and good habits

Among individuals who have had all information, several times from HCPs:

**54%** know exactly what microbiota means

**VS 23%** among all population

**93%** have changed their behaviors

**VS 56%** among all 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.

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.



**11** countries

**7 500** respondents