

Key findings

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1. Microbiota: growing knowledge, lagging behaviors

- The 2025 study reveals a first paradox: while awareness of microbiota-related health issues continues to grow, this knowledge is not yet translating into action. Adoption of beneficial behaviors remains stagnant. The public still lacks a clear understanding of the practices needed to maintain a balanced microbiota.

2. Microbiota: a generational divide?

- Parenthood appears to be a gateway to microbiota education. Conversely, and this is the second paradox, seniors, despite being a higher-risk population, remain the least informed or educated on the topic.

3. The “microbiota trigger” will come from healthcare professionals

- Recognized as trusted figures, healthcare professionals are seen as the most effective catalysts for driving behavior change. Their role is crucial in helping the public adopt better habits for microbiota health.

4. Microbiota testing: a telling enthusiasm

- The third edition of the study confirms growing public awareness: many are willing to undergo microbiota testing, even before other medical exams. This enthusiasm stems from a desire to better understand their own health, especially digestive health, and to support scientific research.

5. Understanding the impact of antibiotics on microbiota: still not a reflex

- Although healthcare providers are increasingly discussing microbiota with their patients, the study reveals a persistent lack of awareness regarding the harmful effects of antibiotics on microbiota balance. Few respondents recognize the risks, and even fewer are familiar with the protective role of pro- and prebiotics. Co-prescription remains rare evidence of a significant gap in prevention and health education.