



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Third wave

**Brazilian results**




A large, light-colored rectangular area on the left side of the slide, containing a dense, overlapping pattern of various bacterial shapes, including rods, cocci, and branching structures, rendered in a light gray or off-white color against a white background.

# Methods

## Methods


This international survey was conducted online in **11 countries** from January 21<sup>st</sup>– February 28<sup>th</sup>, 2025. **7,500 people** were interviewed in the 11 countries, among representative samples of the population aged 18 y.o. and more in each country.



*6 countries had already been surveyed in 2024 and in 2023:*

-  United States of America (n=1,000)
-  Brazil (n=500)
-  Mexico (n=1,000)
-  France (n=1,000)
-  Portugal (n=500)
-  China (n=1,000)

*3 countries had been added to the survey in 2024:*

-  Poland (n=500)
-  Finland (n=500)
-  Vietnam (n=500)

 *2 countries have been added to the scope this year:*

-  Germany (n=500)
-  Italy (n=500)

An automated selection from the Ipsos Panel ensured representative samples in each country (gender, age, employment status and country region) based on quota method.

## Comments



**ALL COUNTRIES**

(n=7,500)



= Average response for all 11 countries.

= Focus on detailed results according to different criteria such as gender, age, presence of children under 3yo, individuals with health conditions.



Significant differences vs total - superior



Significant differences vs total - inferior



Significant changes since the first wave (2023)

These coloured indications show results that are statistically different (above or below) the average for all respondents.

All results are presented in %.



Some results have a low basis, results must be interpreted with cautious.



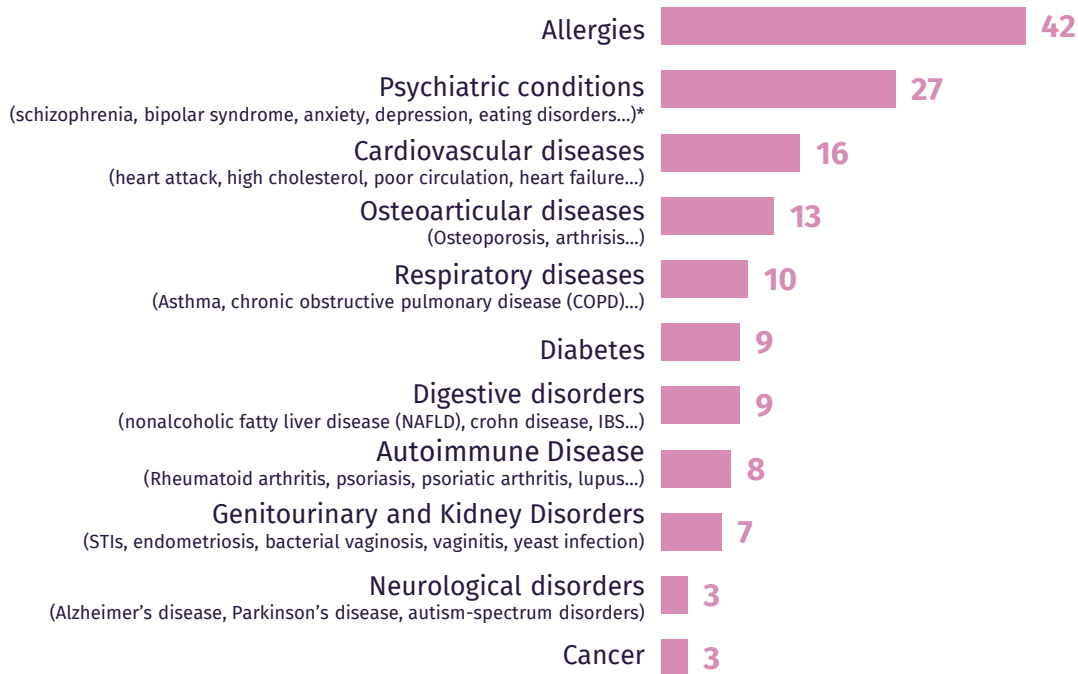
## People with current conditions

### A focus detailed throughout the report



RS10. Among the following health problems, indicate those you suffer from.

Base: All respondents



\*This item has been detailed compared to last year



**Brazilians show an increasing awareness of microbiome, similar to what was observed in the global results.**

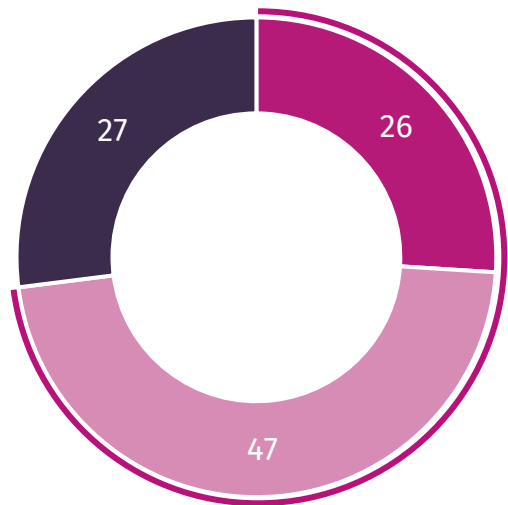


# Awareness of the microbiome is growing year after year in Brazil: in 2025, almost 3 out of 4 people have already heard of it. However, only 1 out of 4 people know exactly what it is.



Question 2. Have you ever heard of the "microbiome"?

Base: All respondents



- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**73%** have already heard about the term microbiome

2024 : 66%

2023 : 62% **+11pts vs 2023**



**71%**



● Significant differences vs total - superior

● Significant differences vs total - inferior

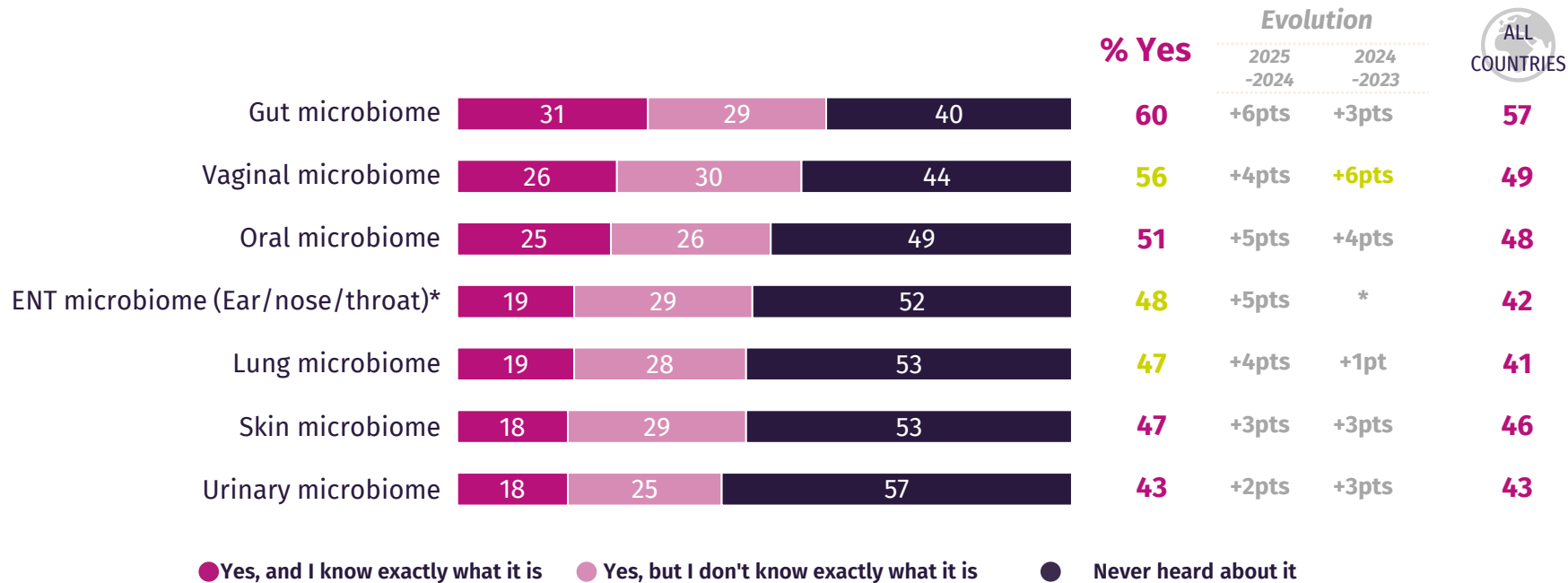


## Knowledge about the different types of microbiome is improving slightly each year, even though few Brazilians know exactly what they are.



Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



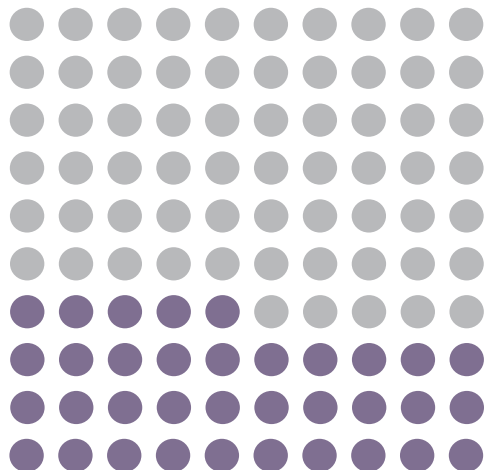
\*This item has been detailed in 2024, no evolution possible vs 2023



# Knowledge of the diversity of the microbiome has been growing since 2023. Parents are better informed than average on this topic.

Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



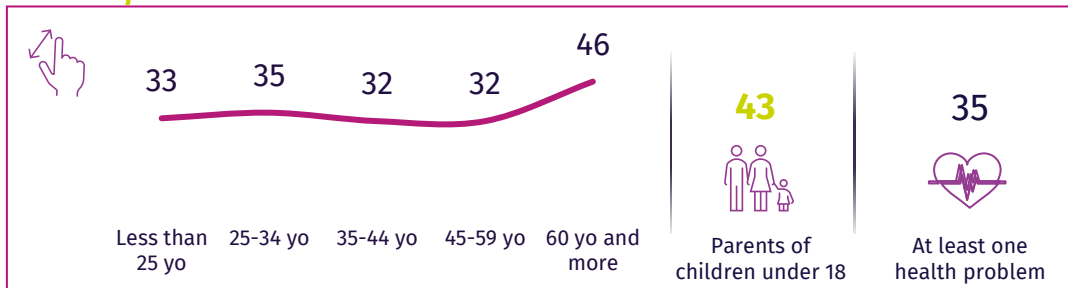
**35%** have already heard of each microbiome:  
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2024 : **32%**

2023 : **29%** +6pts vs 2023



**31%**



But only **11%** know precisely all of them

2024 : **10%**

2023 : **9%** +2pts vs 2023

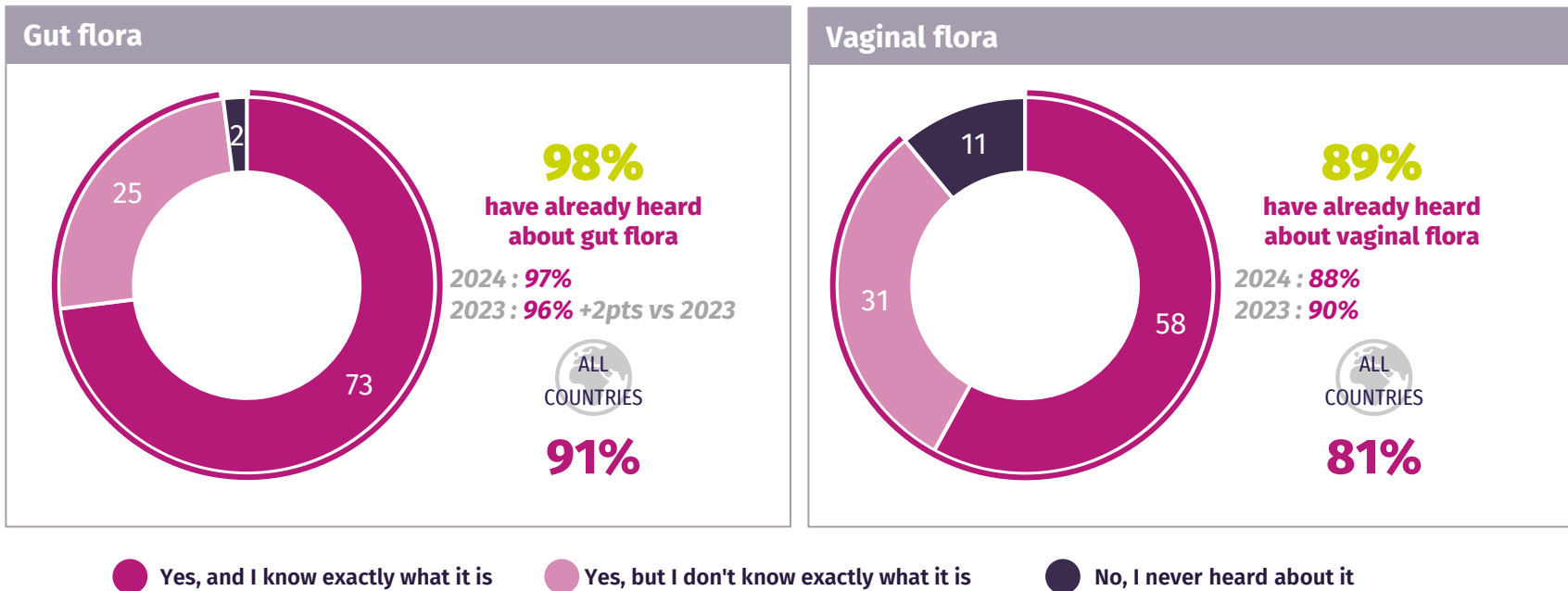


**7%**



# The term “flora” remains more popular than “microbiome” in Brazil, and at a higher level than in other countries. The majority know exactly what it is.

Question 2bis. And have you ever heard of these terms?  
Base: All respondents



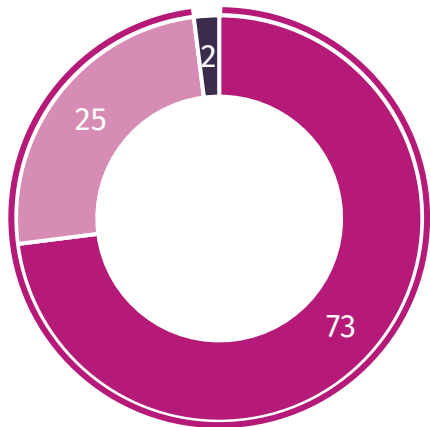
## The youngest age group seem to be less aware of gut flora.



Question 2bis. And have you ever heard of these terms?

Base: All respondents

### Gut flora



**98%**

have already heard  
about gut flora

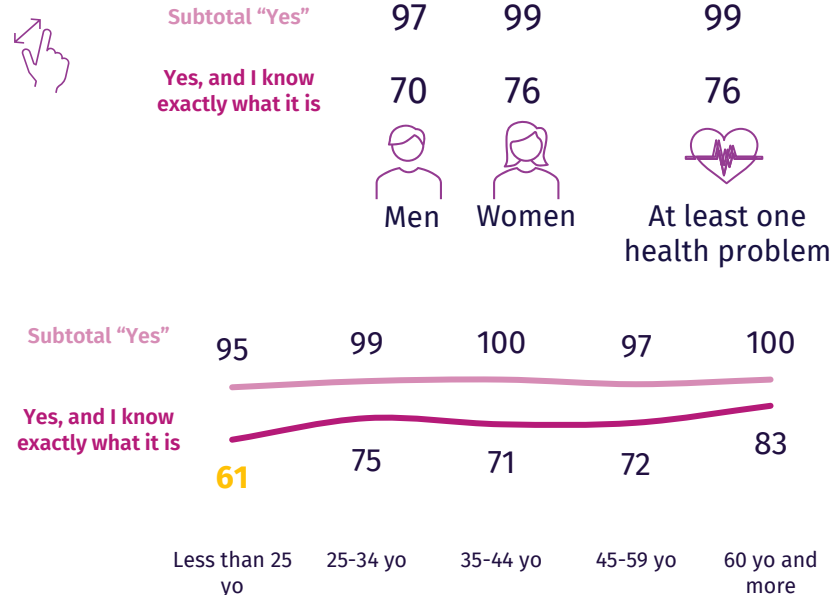
2024 : 97%

2023 : 96% +2pts vs 2023



**91%**

- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it





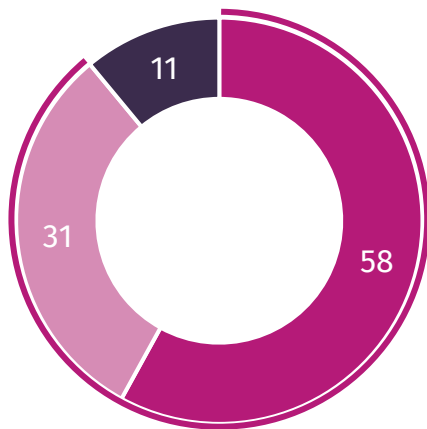
## Once again, women appear more aware of vaginal flora.



Question 2bis. And have you ever heard of these terms?

Base: All respondents

### Vaginal flora



**89%**

have already heard  
about vaginal flora

2024 : 88%

2023 : 90%



**81%**

- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it



Subtotal "Yes"

85

92

90

Yes, and I know  
exactly what it is

47

67

60



Men



Women



At least one  
health problem

Subtotal "Yes"

89

89

86

87

93

Yes, and I know  
exactly what it is

51

57

59

54

65

Less than 25  
yo

25-34 yo

35-44 yo

45-59 yo

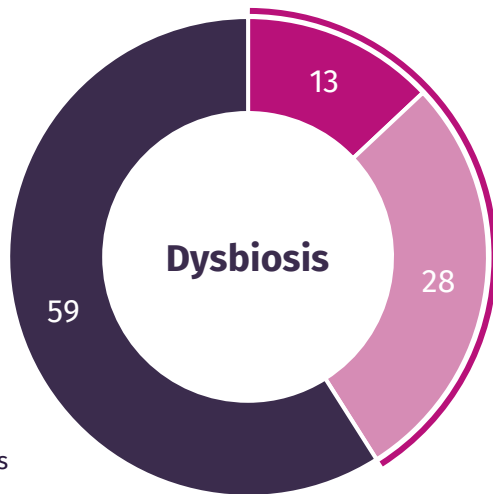
60 yo and  
more



## Although it is still being ignored by a majority of people, dysbiosis is becoming better known in Brazil since 2023, with a greater awareness than in other countries.

Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

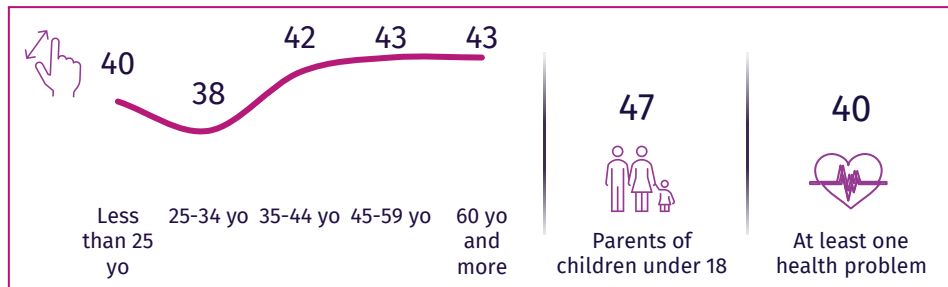
**41%** have already heard about the term 'dysbiosis'

2024 : 34%

2023 : 32% +9pts vs 2023



**33%**



Significant differences vs total - superior

Significant differences vs total - inferior



**A close-to-average level  
of knowledge about the  
role and functions of the  
microbiome in Brazil.**



# Information about the microbiome is generally strong, except about its diversity, its composition and its function.



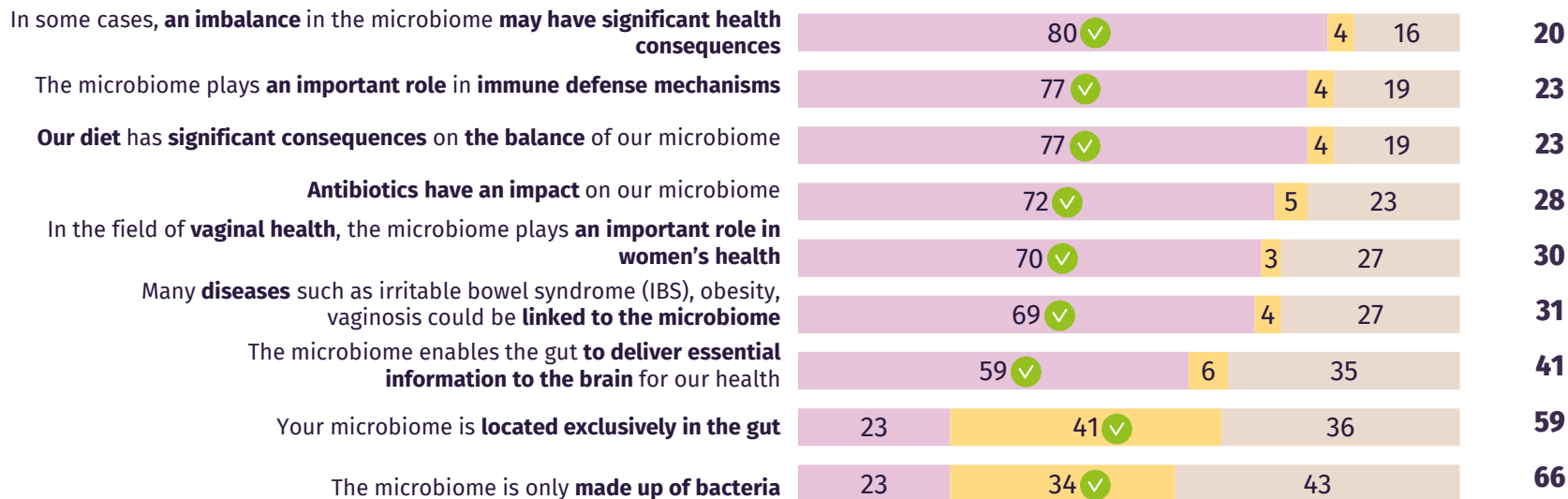
Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents



Good answer

Wrong answers/  
don't know



True



False



Don't really know



## Brazilians are less likely than average to know about the localization of microbiome.



Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents

### Evolution



% good answer

	Total	2025-2024	2024-2023	ALL COUNTRIES
In some cases, <b>an imbalance</b> in the microbiome <b>may have significant health consequences</b>	80	+1pt	+3pts	79
The microbiome plays <b>an important role</b> in <b>immune defense mechanisms</b>	77	+4pts	+3pts	76
<b>Our diet</b> has <b>significant consequences</b> on <b>the balance</b> of our microbiome	77	+2pts	+3pts	80
<b>Antibiotics have an impact</b> on our microbiome	72	+4pts	=	73
In the field of <b>vaginal health</b> , the microbiome plays <b>an important role</b> in <b>women's health</b>	70	+2pts	=	70
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	69	+5pts	*	68
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	59	+1pt	+1pt	56
Your microbiome is <b>located exclusively in the gut</b>	41	+6pts	-2pts	53
The microbiome is only <b>made up of bacteria</b>	34	+5pts	*	32

\* Item not asked in 2023



Significant differences vs total - superior



Significant differences vs total - inferior

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## People aged 60-year-old or more have better knowledge of microbiome.



Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

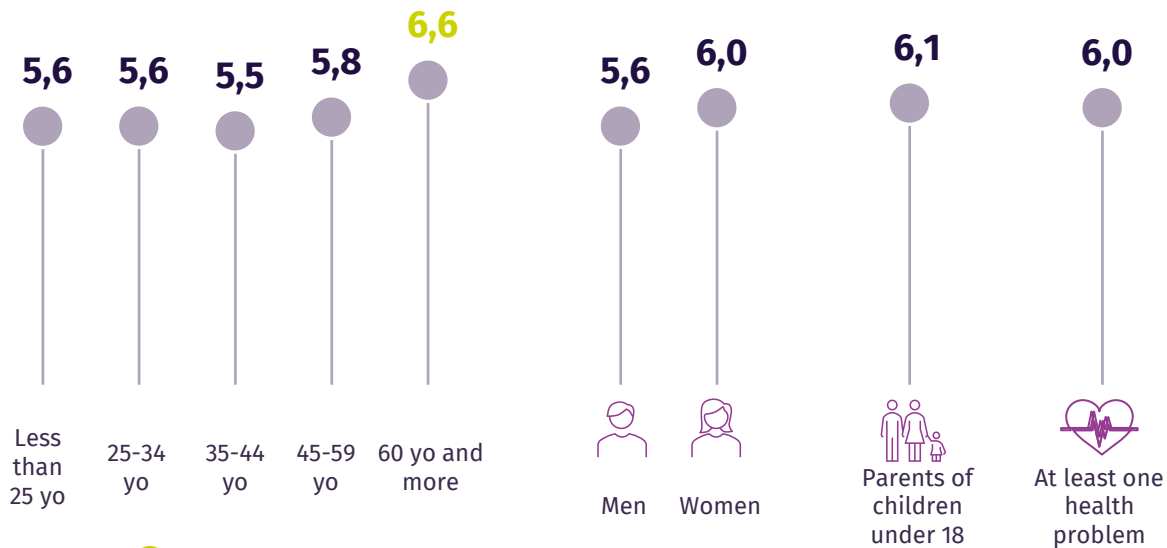
Base: All respondents



5,9

5,8/9

Number of good responses on average



Significant differences vs total – superior



Significant differences vs total - inferior

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3

**When faced with a microbiome-related health problem, some people actually link it to their microbiome**



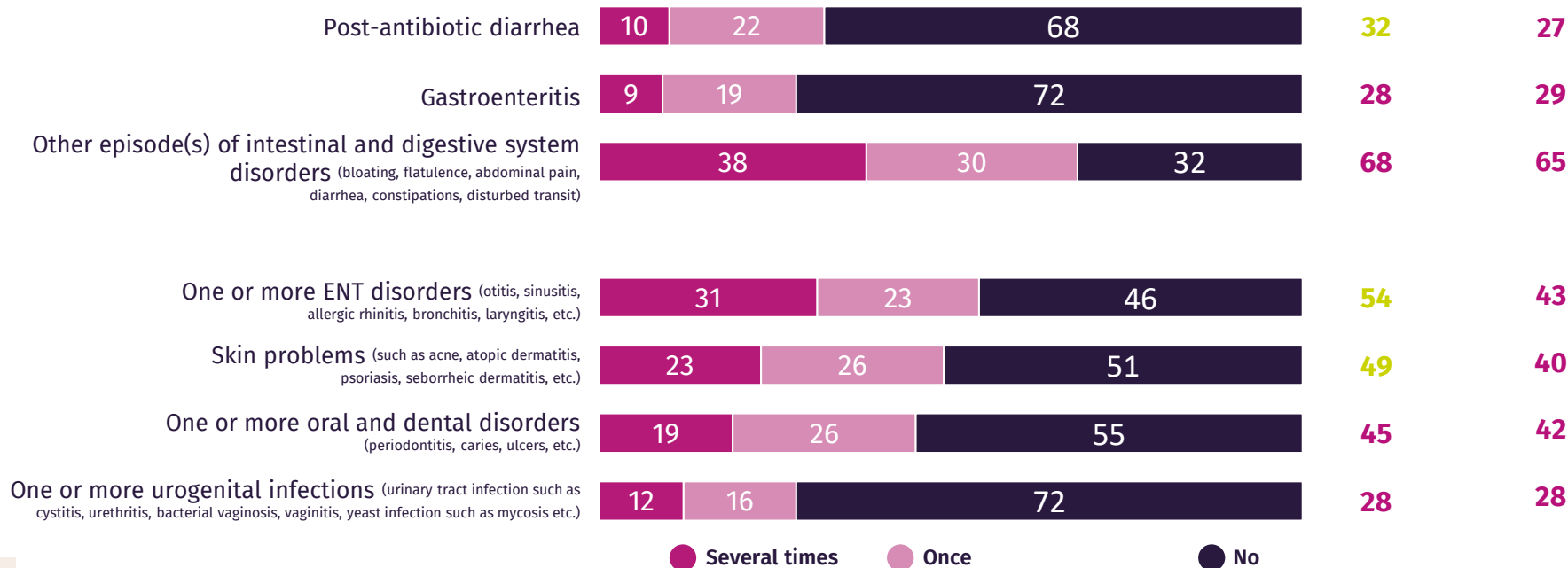
# In the last 12 months, 1 in 3 people have experienced post-antibiotic diarrhea or gastroenteritis, while 2 out of 3 had other episodes of intestinal and digestive system disorders.



Question 11a. Over the past 12 months, have you ever experienced the following problems?

Base: All respondents

% Yes

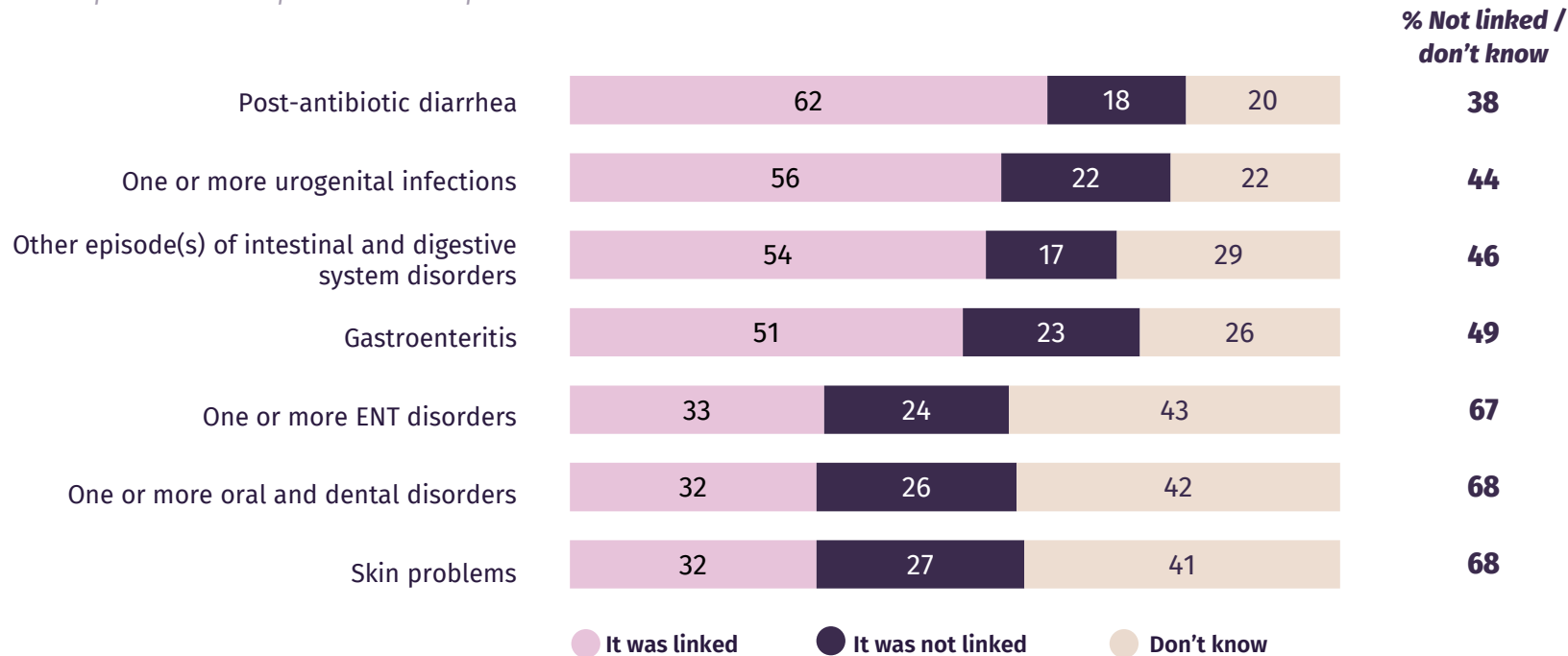




# When suffering from post-antibiotic diarrhea, urogenital infection, other intestinal and digestive system disorder or gastroenteritis, most of people link them to their microbiome.

Question 11b. And do you think this or these problems are linked to your microbiome?

Base: People who have experienced these problems





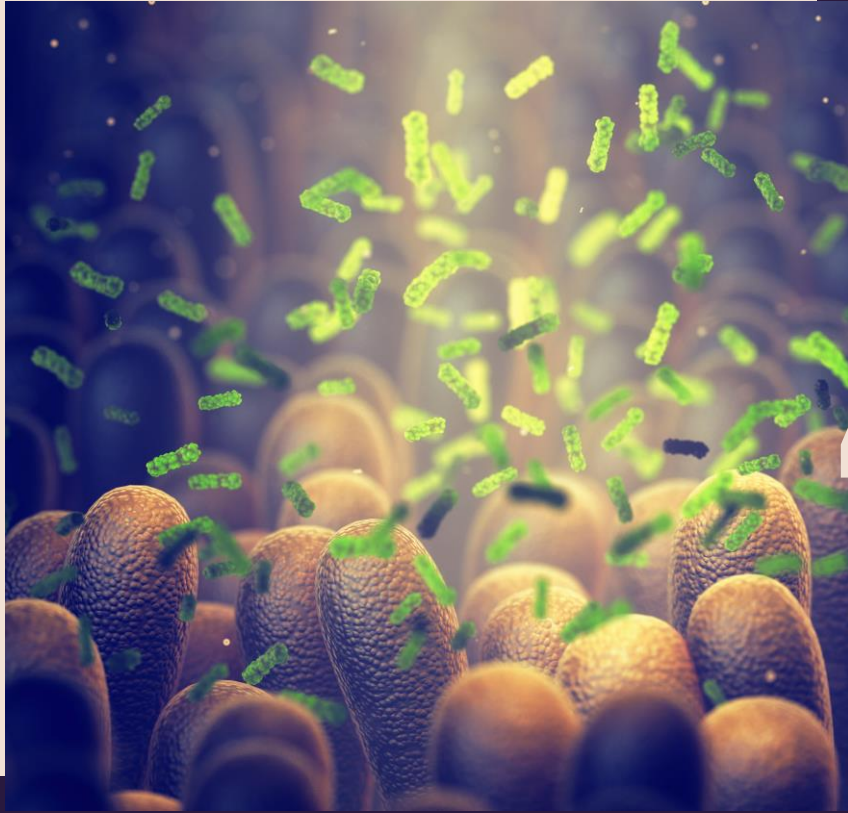
## Awareness of the link between other intestinal and digestive system disorders and microbiome is higher compared to global results.



Question 11b. And do you think this or these problems are linked to your microbiome?

Base: People who have experienced these problems

% linked	Total	Evolution vs 2024	ALL COUNTRIES
Post-antibiotic diarrhea	62	+5pts	59
One or more urogenital infections	56	=	52
Other episode(s) of intestinal and digestive system disorders	54	+3pts	48
Gastroenteritis	51	=	48
One or more ENT disorders	33	-1pt	31
One or more oral and dental disorders	32	-3pts	34
Skin problems	32	-4pts	37



**4 To maintain a balanced microbiome, Brazilians are more likely to adopt certain behaviors. However, many of them also have detrimental habits.**

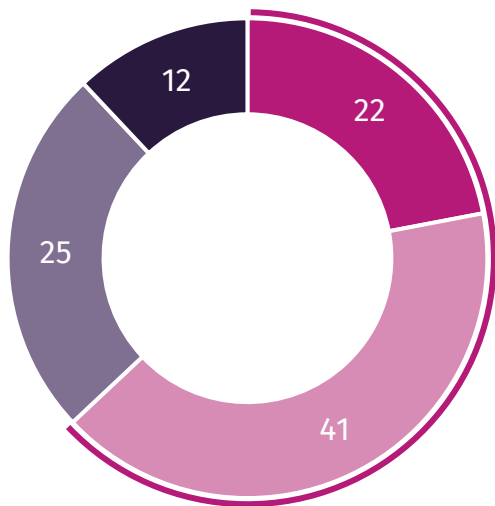


# More than 3 out 5 people have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, which is higher compared to global average.



Question 10. And in your daily life, have you changed your behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents



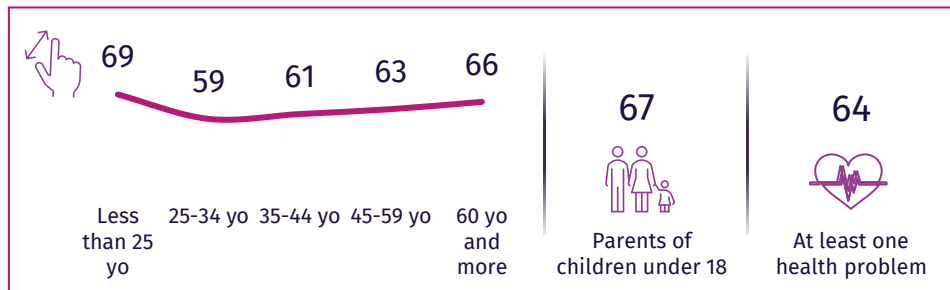
- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**63%** have changed their behaviors

2024 : 62% +1pt vs 2024



**56%**



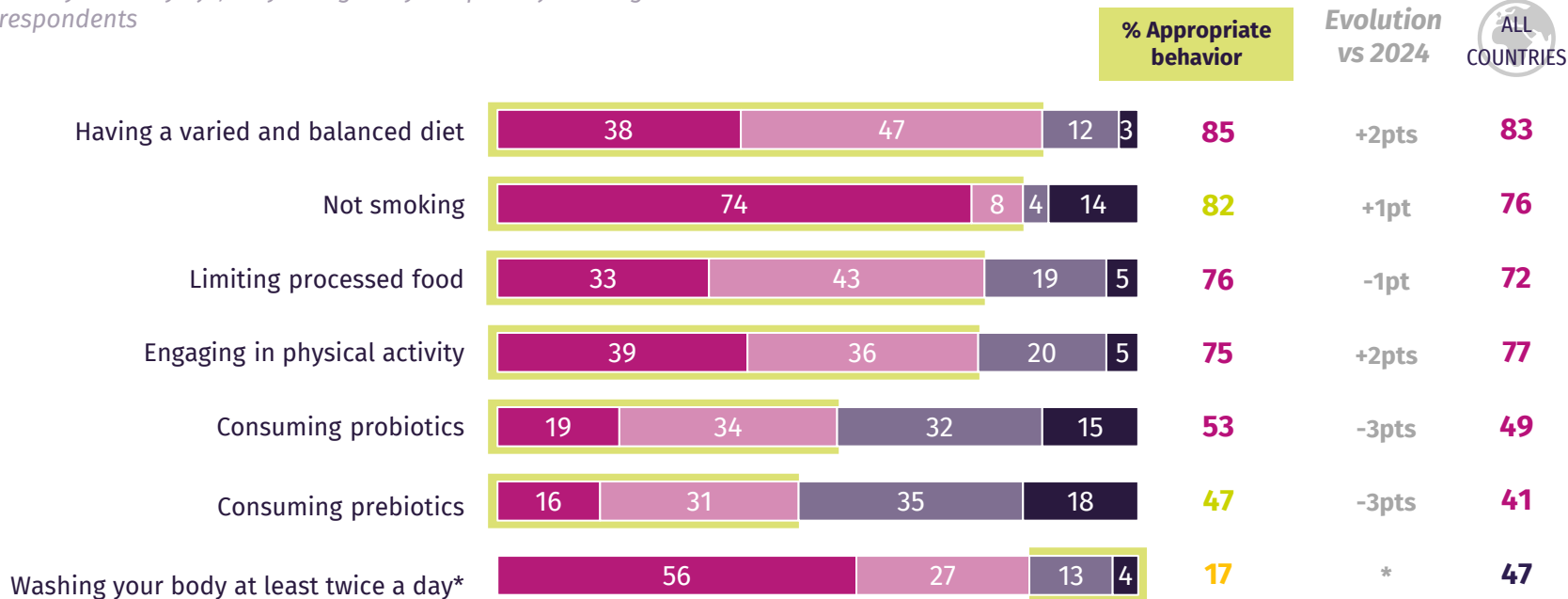
● Significant differences vs total - superior

● Significant differences vs total - inferior



# While Brazilians are more likely than average to avoid smoking and consume prebiotics, only a minority of them avoid the detrimental practice of washing their body more than once a day.

Question 11. In your daily life, do you regularly adopt the following behaviors?  
Base: All respondents



\*This item has been detailed compared to last year, no evolution possible

● Yes, absolutely    ● Yes, somewhat    ● No, not really    ● No, not at all



## Brazilians are slightly less likely to adopt healthy behaviors for their microbiome compared to the global average.



Question 11. In your daily life, do you regularly adopt the following behaviors?

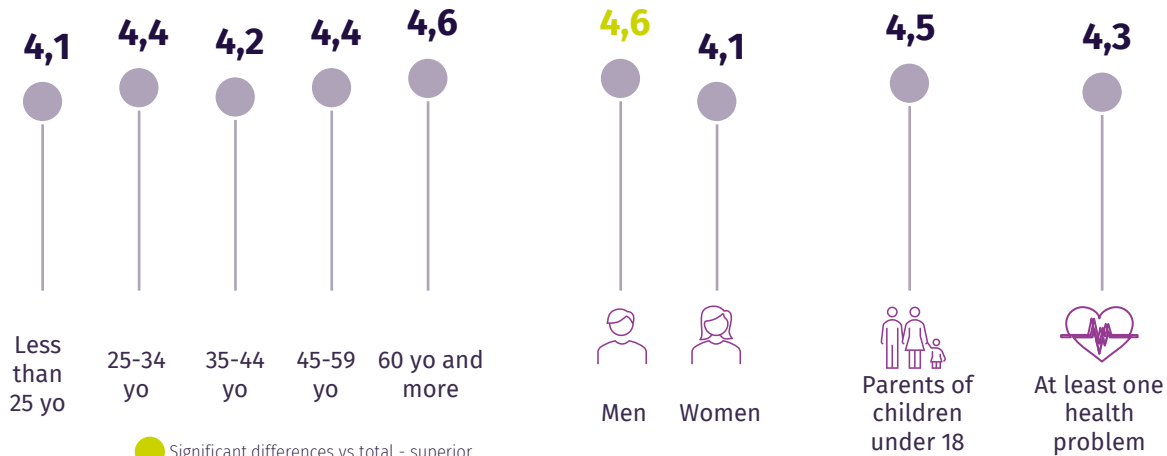
Base: All respondents



4,5



Number of good responses on average



Significant differences vs total - superior

Significant differences vs total - inferior

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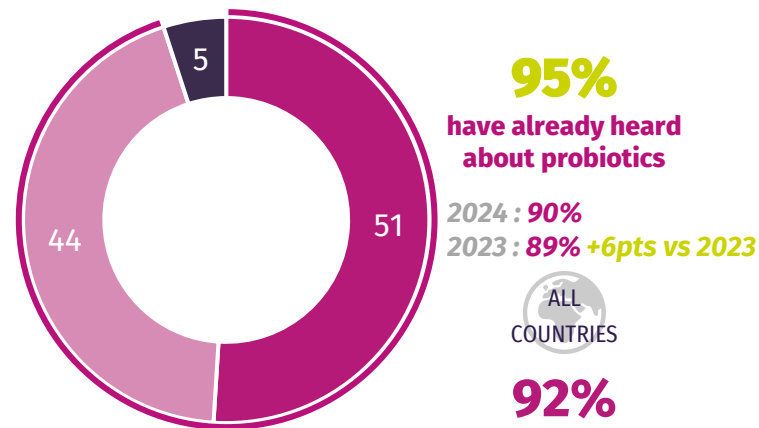
## Awareness of probiotics and prebiotics is higher in Brazil compared to other countries.



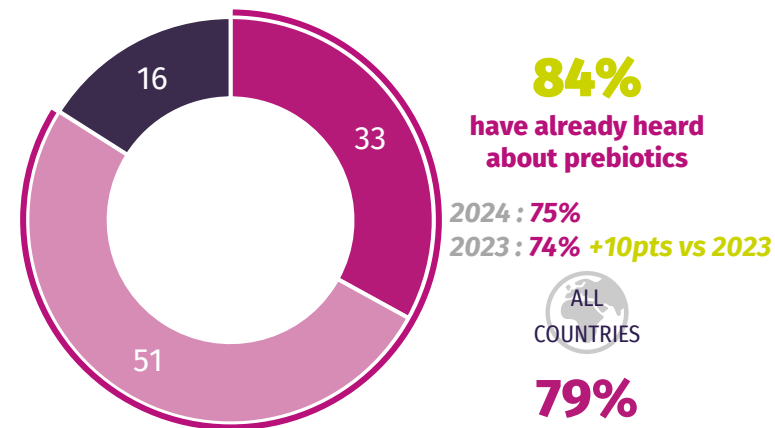
Question 2bis. And have you ever heard of these terms?

Base: All respondents

### Probiotics



### Prebiotics



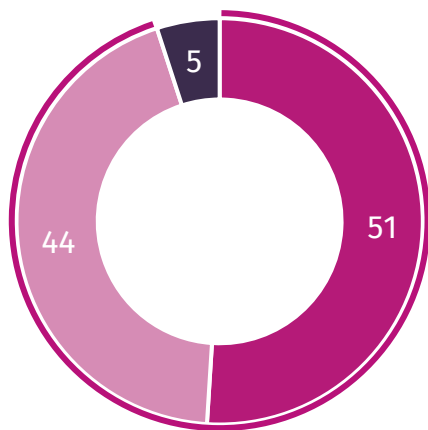
● Yes, and I know exactly what it is   ● Yes, but I don't know exactly what it is   ● No, I never heard about it



# Awareness of probiotics is progressing significantly compared to 2023, but only half of Brazilians know exactly what they are.

Question 2bis. And have you ever heard of these terms?  
Base: All respondents

## Probiotics



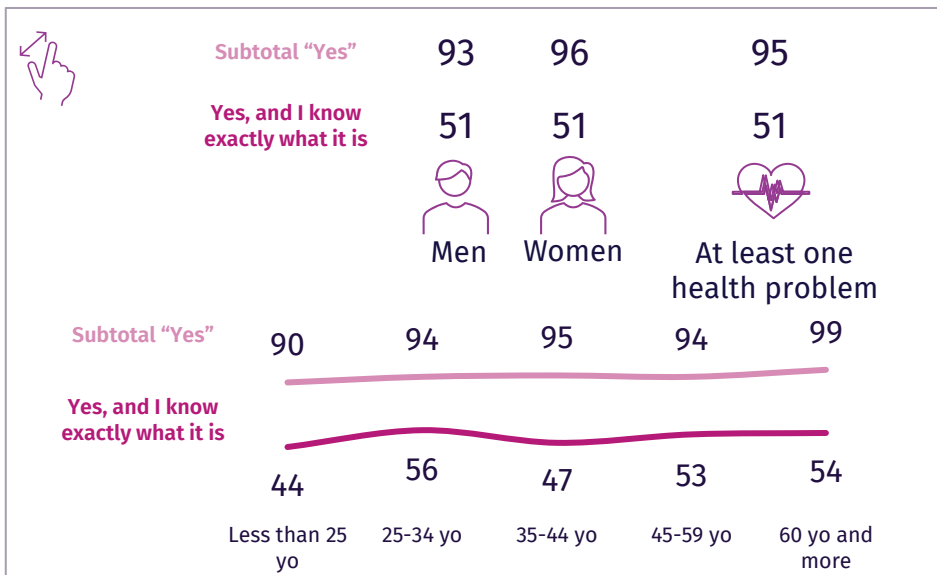
**95%**  
have already heard  
about probiotics

2024 : **90%**  
2023 : **89%** +6pts vs 2023



**92%**

● Yes, and I know exactly what it is    ● Yes, but I don't know exactly what it is    ● No, I never heard about it

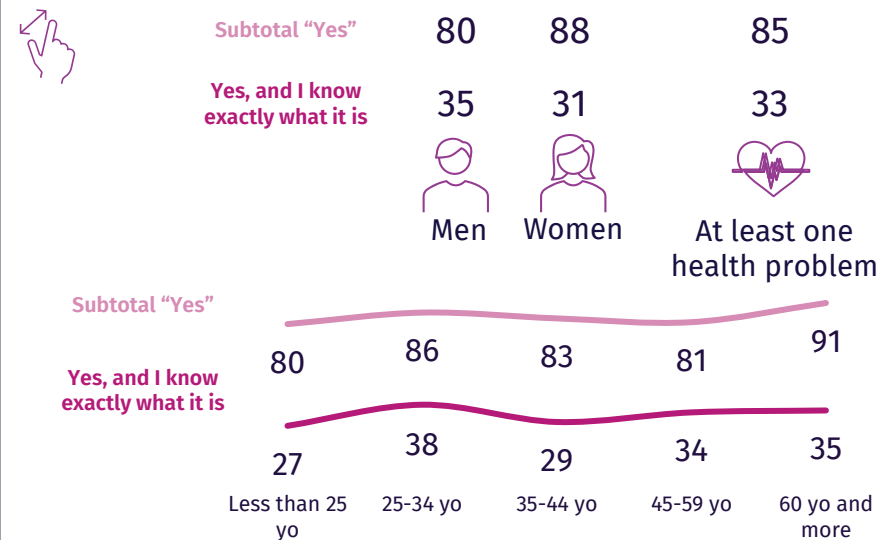
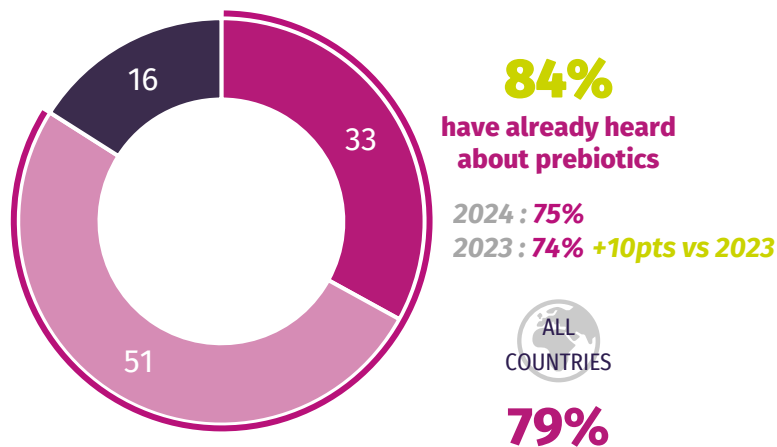




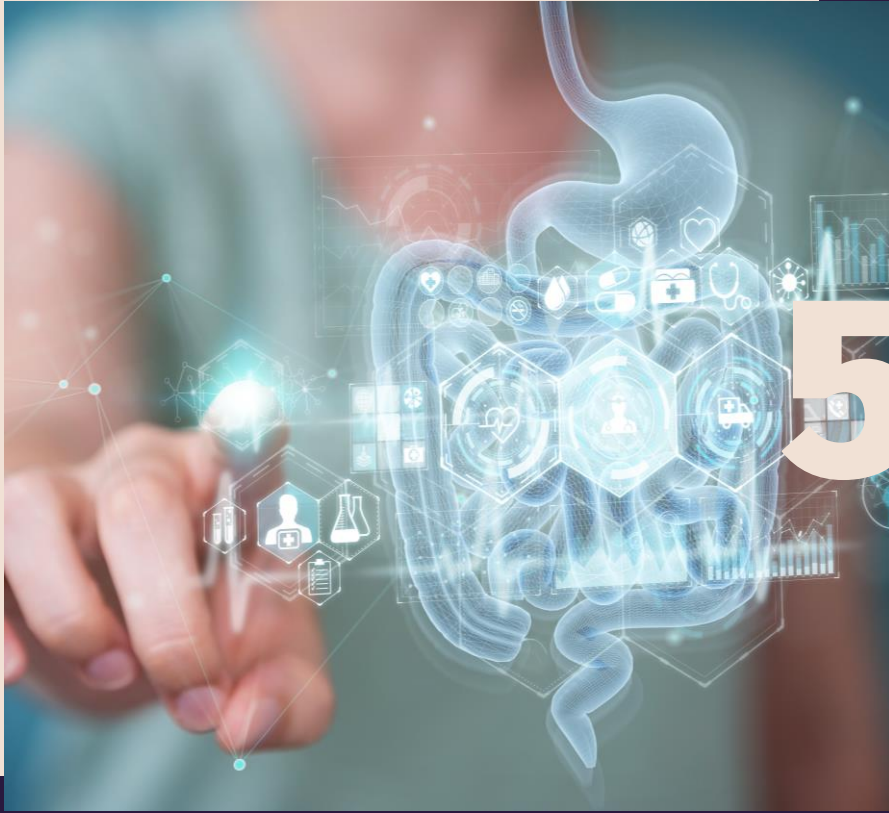
## And Brazilians also appear significantly more aware of prebiotics compared to 2023. However, only 1 out of 3 know exactly what they are.

Question 2bis. And have you ever heard of these terms?  
Base: All respondents

### Prebiotics



● Yes, and I know exactly what it is    ● Yes, but I don't know exactly what it is    ● No, I never heard about it



**In Brazil, there is a need  
for a larger  
sensibilization on  
microbiome through  
healthcare  
professionals.**



## Brazilians are more likely than in other countries to have discovered microbiome through school or studies, healthcare professional.



Question 1V2. The microbiome, you first heard about it...

Base: All respondents

Evolution  
vs 2024

ALL  
COUNTRIES





## 2 out of 5 young people aged under 25 have heard of microbiome through their studies or at school.



Question 1V2. The microbiome, you first heard about it...

Base: All respondents

	Total	Less than 25 yo n=78	25-34 yo n=125	35-44 yo n=90	45-59 yo n=111	60 yo and more n=96	Men n=236	Women n=264	Parents of children under 18 n=228	At least one health problem n=341
While answering this questionnaire	19	11	19	20	21	24	16	22	17	20
School/studies	19	40	23	15	12	10	17	20	21	20
By a healthcare professional	14	5	14	13	14	21	14	13	17	14
On television, in health-related programs	10	6	6	10	10	17	13	8	7	11
On social media (influencers...)	7	8	8	8	8	1	6	7	7	5
On television during the news	4	4	3	4	4	5	5	3	2	2
Advertisements (TV, press, street ads...)	3	4	4	4	1	2	2	3	2	2
On a blog, an online article	3	1	4	4	6	1	4	3	3	3
Occupational doctor / workplace nurse	3	0	1	2	6	4	4	2	4	3
Your family, friends, acquaintances	3	5	4	2	3	2	3	4	4	4
In a booklet/brochure at your healthcare professional's office	2	1	3	2	0	1	1	2	3	2
In national press (general, mainstream media)	2	0	2	3	3	3	2	3	3	2
In specialized press (wellness, health magazines)	2	2	1	1	3	2	2	2	3	3
Scientific podcast	1	1	0	1	3	0	2	0	1	1
In regional daily press	1	1	1	1	1	0	2	0	0	1
From your colleagues	1	3	0	1	1	1	1	1	1	1
On the radio	0	0	0	0	0	1	0	0	0	0
During a sports activity	0	0	0	1	0	1	1	0	0	1
Other	6	8	7	8	4	4	5	7	5	5

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

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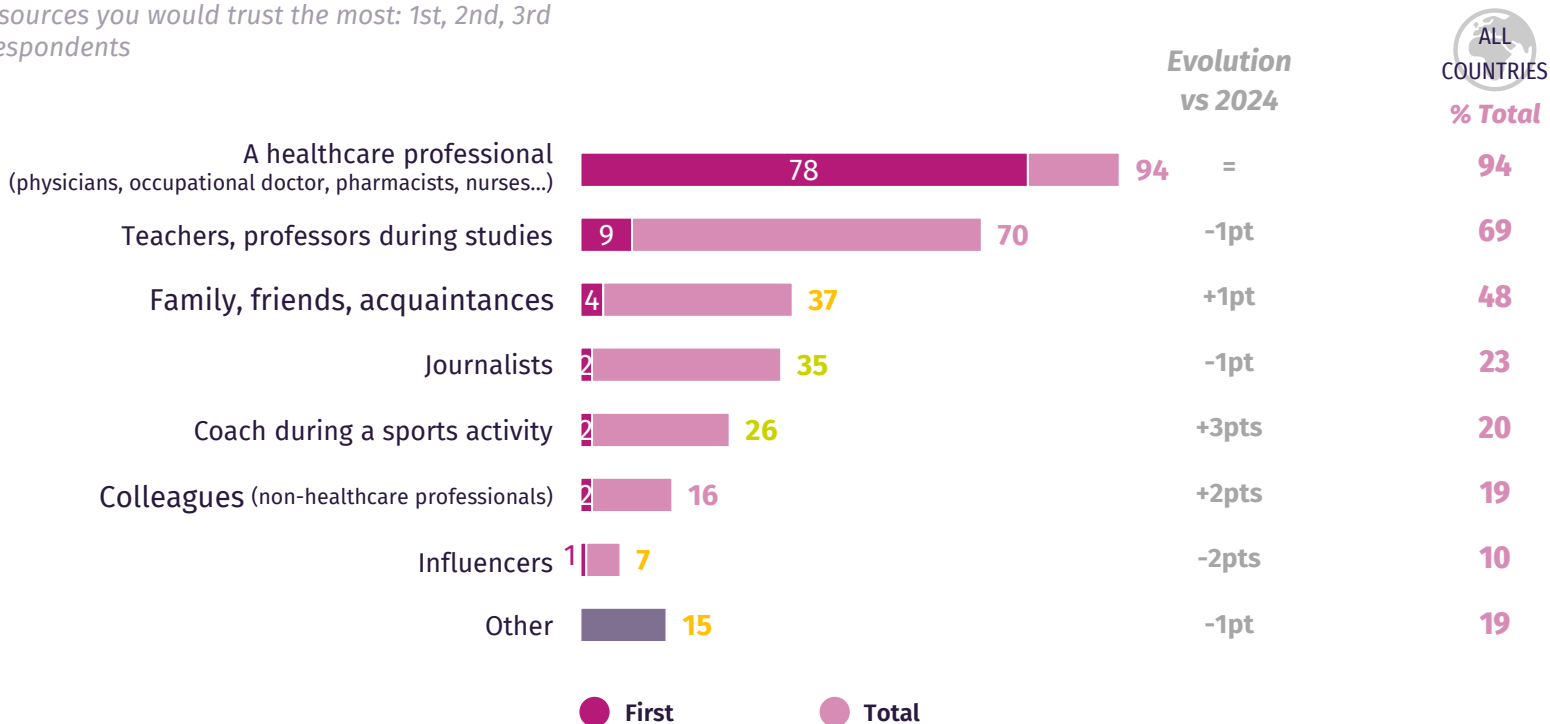


# Healthcare professionals stand out as the most trusted source of information about the microbiome, with more than 3 in 4 people saying they would first trust a HCP. They are also more likely than average to rely on journalists and coaches.

Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

Select the sources you would trust the most: 1st, 2nd, 3rd

Base: All respondents





## And among all age categories, healthcare professionals remain as the most reliable source of information.

Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?

Select the sources you would trust the most: 1st, 2nd, 3rd

Base: All respondents

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
		n=78	n=125	n=90	n=111	n=96	n=236	n=264	n=228	n=341
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>94</b>	88	95	94	96	98	91	97	95	94
Teachers, professors during studies	<b>70</b>	81	76	64	68	67	72	69	72	70
Family, friends, acquaintances	<b>37</b>	31	29	35	41	46	34	39	36	39
Journalists	<b>35</b>	36	44	34	33	30	34	37	34	37
Coach during a sports activity	<b>26</b>	32	23	24	25	29	30	23	23	24
Colleagues (non-healthcare professionals)	<b>16</b>	13	12	20	21	12	18	14	18	16
Influencers	<b>7</b>	1	9	13	7	3	11	3	7	7
Other	<b>15</b>	18	14	17	10	15	11	18	14	14





**While there's been an overall increase in information sharing since 2023, the last year has shown no further advancement. Furthermore, it remains limited: fewer than 2 out of 5 have received all these information.**

Question 5. Have any of the healthcare professionals you have seen ever done any of the following?

Base: All respondents

Only **38%** received **ALL THESE INFORMATION**, at least one time  
15% received all these information several times

2024: 37%

11%

2023: 29% +9pts vs 2023

10% +5pts vs 2023

% Yes

Educate you about the importance of preserving as much as possible the balance of your microbiome



59

Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible



58

Prescribe probiotics or prebiotics



55

Explain to you what the microbiome is and what its roles and functions are



51

● Yes, several times    ● Yes, once    ● No, never



# Brazilians have been more informed about microbiome from their healthcare professionals compared to other countries.



Question 5. Have any of the healthcare professionals you have seen ever done any of the following?

Base: All respondents

% Yes	Total	Evolution		
		2025 -2024	2024 -2023	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	38	+1pt	+8pts	29
% Received ALL THESE INFORMATION, <u>several times</u>	15	+4pts	+1pt	8
Educate you about the importance of preserving as much as possible the balance of your microbiome	59	+4pts	+7pts	47
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	58	+4pts	+5pts	46
Prescribe probiotics or prebiotics	55	+1pt	+5pts	49
Explain to you what the microbiome is and what its roles and functions are	51	=	+11pts	42





## Parents have received more information from their healthcare professionals about microbiome.



Question 5. Have any of the healthcare professionals you have seen ever done any of the following? Base: All respondents

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
	base n=500	n=78	n=125	n=90	n=111	n=96	n=236	n=264	n=228	n=341
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>59</b>	64	57	52	60	61	62	56	<b>69</b>	59
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>58</b>	67	61	55	52	60	63	54	65	59
Prescribe probiotics or prebiotics	<b>55</b>	56	65	50	50	57	60	52	62	55
Explain to you what the microbiome is and what its roles and functions are	<b>51</b>	51	54	46	50	55	59	44	<b>60</b>	52

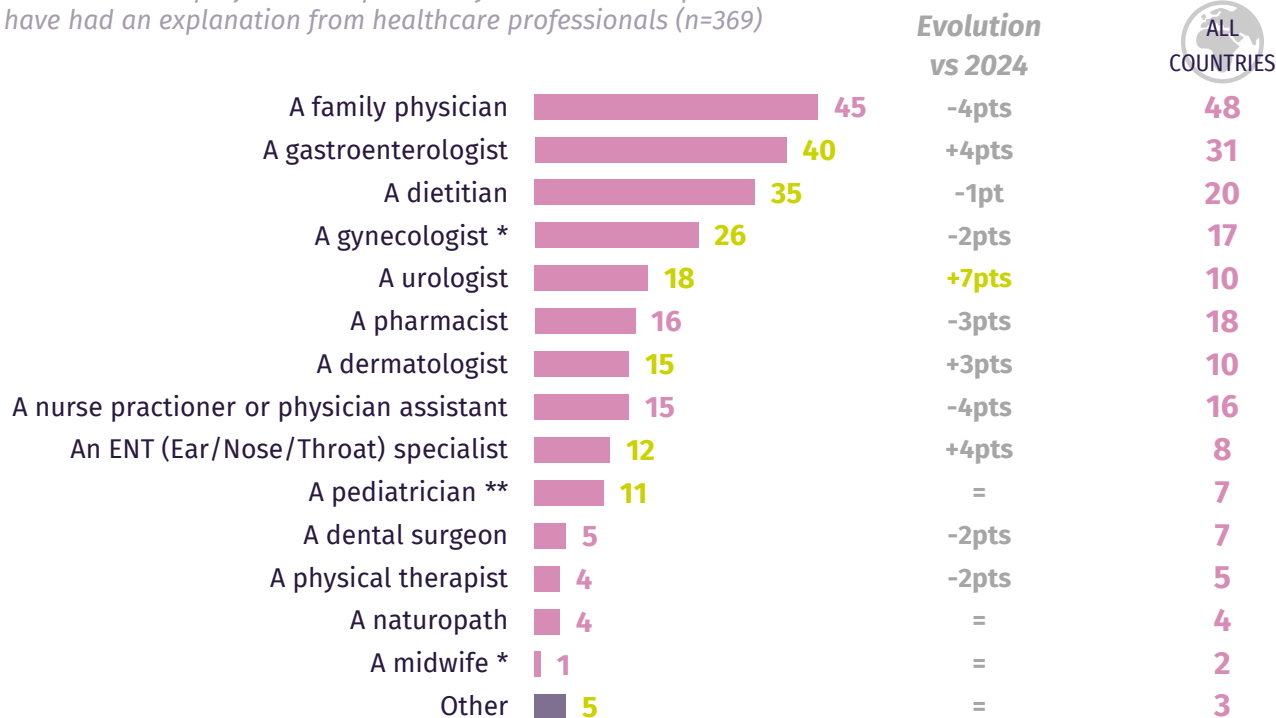




## Similar to last year, family physicians, gastroenterologists and dietitians are the top 3 professional sources of information about microbiome.

Question 6. And which healthcare professionals provided you with these explanations?

Base: People who have had an explanation from healthcare professionals (n=369)



\* Item displayed to women

\*\* Item displayed to parents



# For women, the gynecologist is their number 1 source of information.

Question 6. And which healthcare professionals provided you with these explanations?

Base: People who've received some information from HCPs (n=369)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
base	n=369	n=60	n=104	n=61	n=78	n=66	n=182	n=187	n=186	n=254
A family physician	45	32	47	44	44	55	45	45	50	43
A gastroenterologist	40	33	30	34	49	56	42	39	40	39
A dietitian	35	37	32	27	41	40	39	31	37	36
A gynecologist	26	31	27	28	26	22	0	53	29	25
A urologist	18	15	12	9	22	30	22	13	21	19
A pharmacist	16	18	17	9	17	18	22	10	15	15
A dermatologist	15	10	22	8	11	19	14	15	15	14
A nurse practitioner or physician assistant	15	22	22	15	9	11	17	14	17	16
An ENT (Ear, Nose, Throat) specialist	12	11	17	4	13	15	13	12	16	14
A pediatrician	11	11	11	15	10	5	5	17	21	10
A dental surgeon	5	1	7	3	3	8	5	5	6	4
A physical therapist	4	3	7	0	4	5	5	3	4	5
A naturopath	4	0	5	5	7	3	5	4	4	5
A midwife	1	2	2	0	0	0	0	2	1	0
Other	5	4	8	5	1	7	5	5	2	6

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile



Low basis, results must be interpreted with caution

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# Only a minority of people have received information about microbiome after being prescribed antibiotics, even less compared to other countries. Information has remained poorly diffused among patients since 2023.



Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

Only **19%** received ALL THESE INFORMATION from their HCPs

2024 : **23%**

2023 : **21%**



**25%**

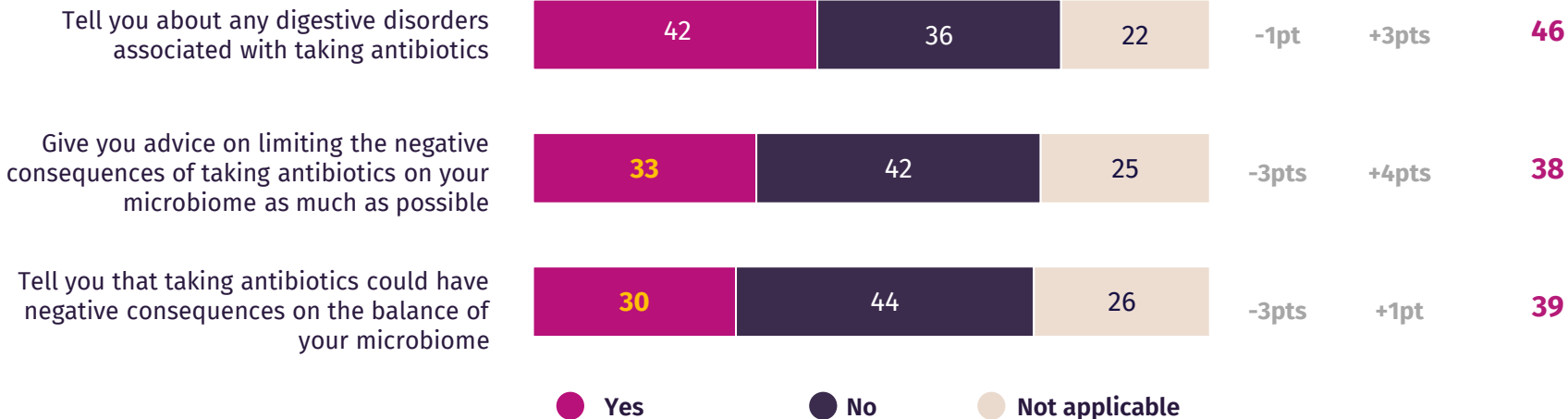


Evolution

2025  
-2024

2024  
-2023

**% Yes**





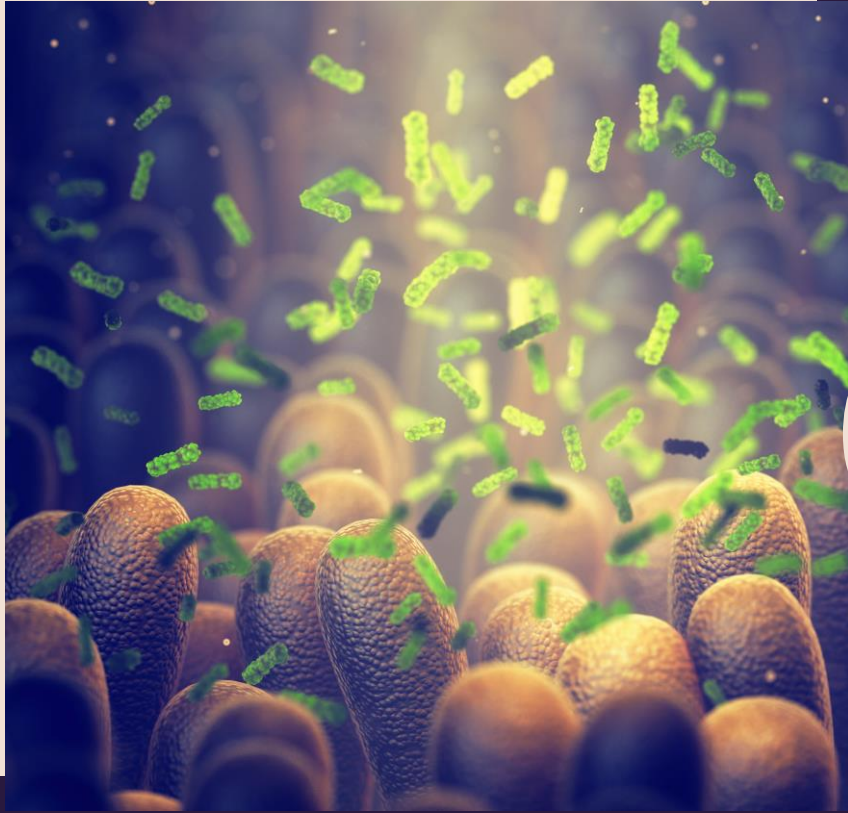
## Only parents have received more advice than average on how to limit the negative consequences of taking antibiotics on their microbiome.



Question 7. The last time a doctor prescribed antibiotics, did they do the following? / Base: All respondents

% Yes	Total base n=500	Less than 25 yo n=78	25-34 yo n=125	35-44 yo n=90	45-59 yo n=111	60 yo and more n=96	Parents of children under 18 n=228	At least one health problem n=341
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>19</b>	<b>15</b>	<b>16</b>	<b>14</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>19</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>42</b>	35	40	40	39	53	47	43
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>33</b>	39	34	23	36	36	<b>42</b>	33
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>30</b>	29	27	26	33	35	34	31





6

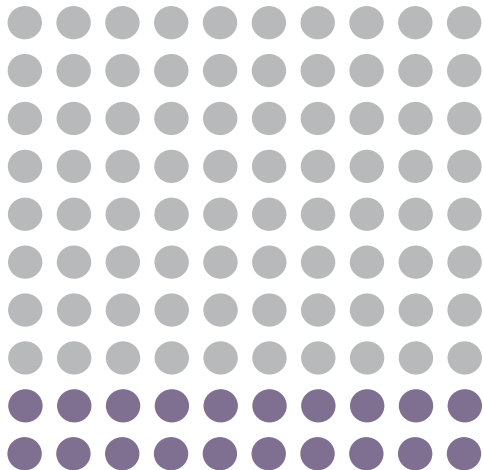
**Brazilians express high interest in microbiome testing and would be willing to donate their stool for scientific research.**





# Testing microbiome is known by only 1 out of 5 people, falling below global levels.

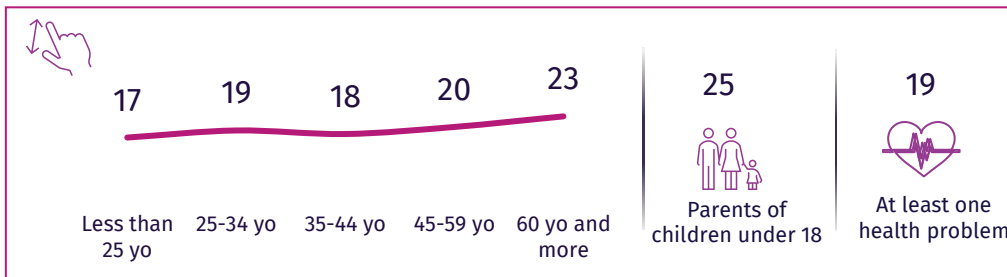
**NEW QUESTION** Question 1-2025. Have you ever heard of testing your microbiome?  
Base: All respondents



**20%** have already heard of testing their microbiome



**27%**



● Significant differences vs total - superior

● Significant differences vs total - inferior



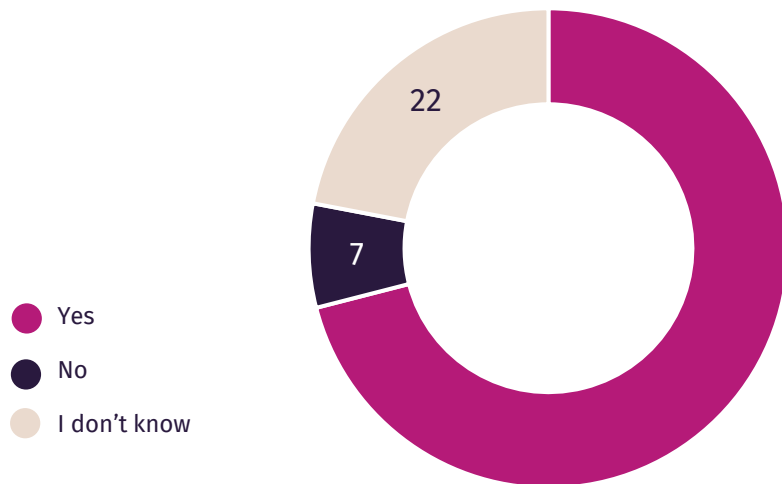
## Almost 3 out of 4 people would be interested in having their microbiome tested. Brazilians express some of the highest levels of interest compared to global results.

NEW

QUESTION

Question 2-2025. Would you personally be interested in taking a microbiome test?

Base: All respondents

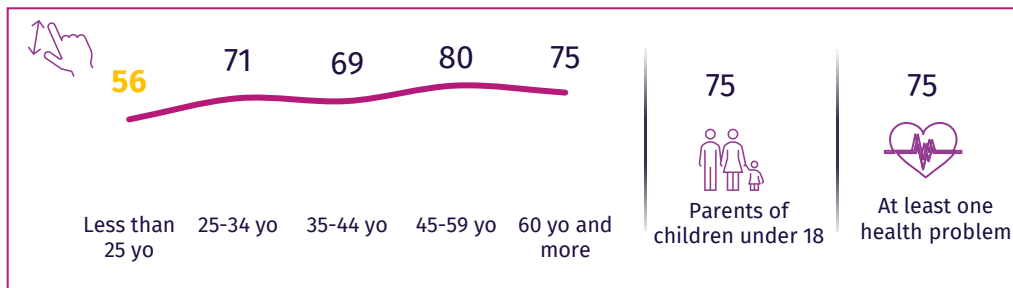


**71%** would be interested in taking a microbiome test



ALL COUNTRIES

**61%**



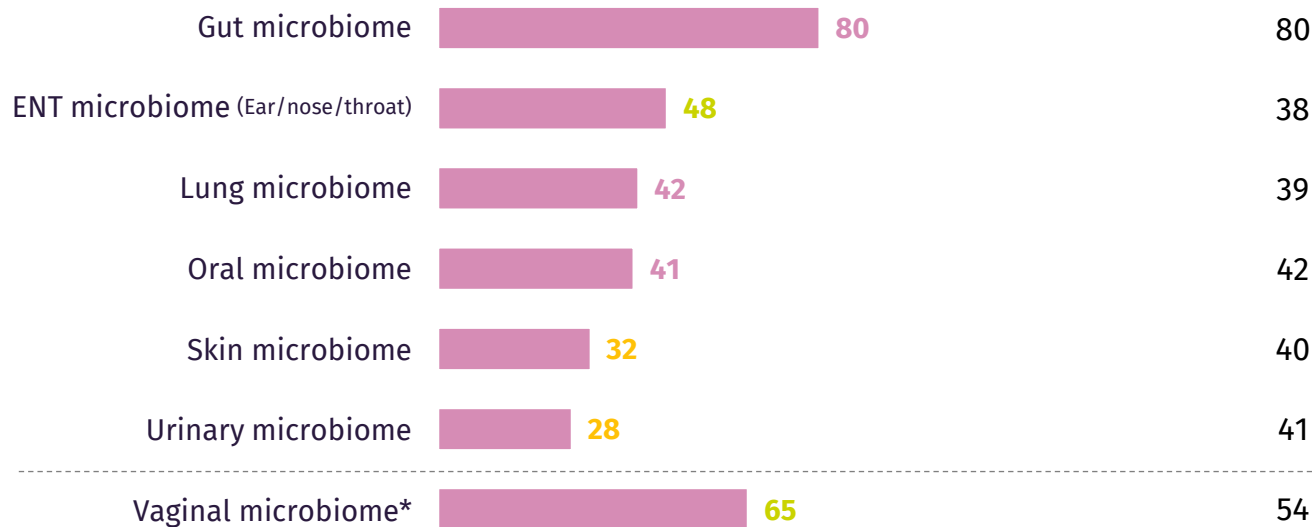
● Significant differences vs total - superior

● Significant differences vs total - inferior



## Gut microbiome testing rank as the microbiome Brazilians most want to test. Brazilian women express more interest than average in having their vaginal microbiome tested.

**NEW QUESTION** Question 3-2025. Which one(s) would you be interested to test?  
Base: Would be interested in taking a microbiome test (n=359)



\* Item displayed to women



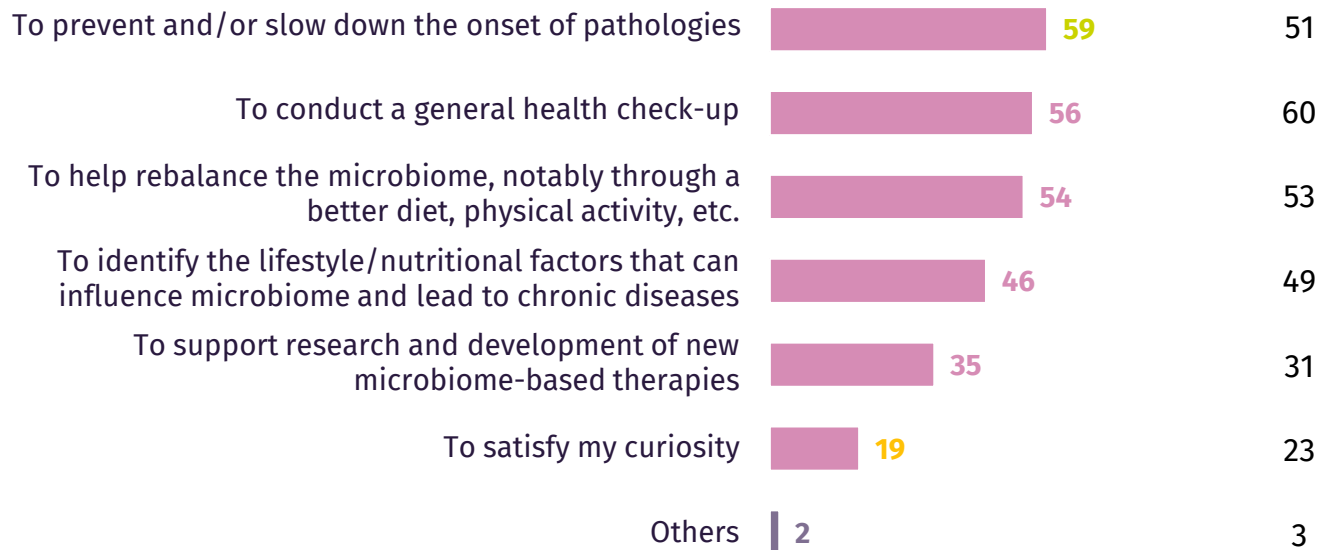
## Brazilians are more likely than average to consider microbiome testing useful for preventing pathology. It also appears useful for general health check-ups or for rebalancing the microbiome.

NEW

QUESTION

Question 4-2025. In your opinion, what are the reasons for which these tests might be useful?

Base: All respondents





# Regardless of their age, gender, parenthood or health situation, preventing pathology is the main reason Brazilians think conducting a microbiome test might be useful.

NEW

QUESTION

Question 4-2025. In your opinion, what are the reasons for which these tests might be useful?

Base: All respondents

	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
Base	n=500	n=78	n=125	n=90	n=111	n=96	n=236	n=264	n=228	n=341
To prevent and/or slow down the onset of pathologies	59	56	58	50	64	64	56	61	59	63
To conduct a general health check-up	56	51	59	50	55	64	53	59	56	58
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	54	49	54	50	57	55	47	60	57	59
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	46	46	44	43	49	48	44	48	47	49
To support research and development of new microbiome-based therapies	35	43	33	26	38	34	33	35	36	37
To satisfy my curiosity	19	22	23	15	18	16	21	17	19	19
Others	2	1	3	6	1	0	4	1	3	1



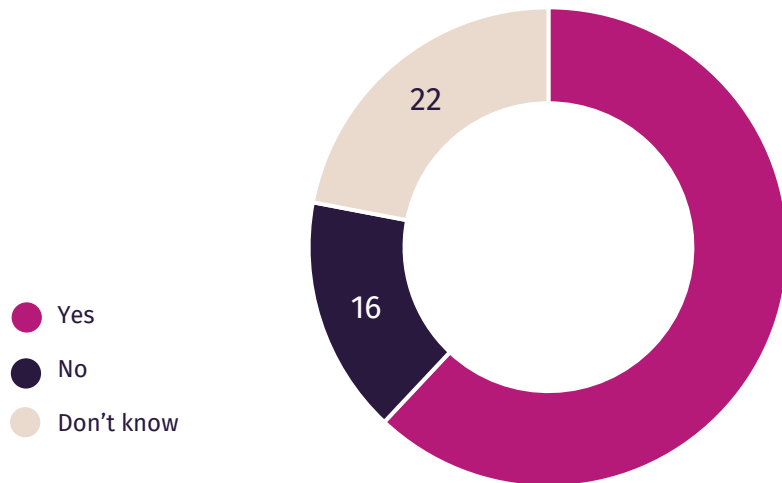


## More than 3 out of 5 Brazilians would be willing to donate their stool, a result similar to the global average.

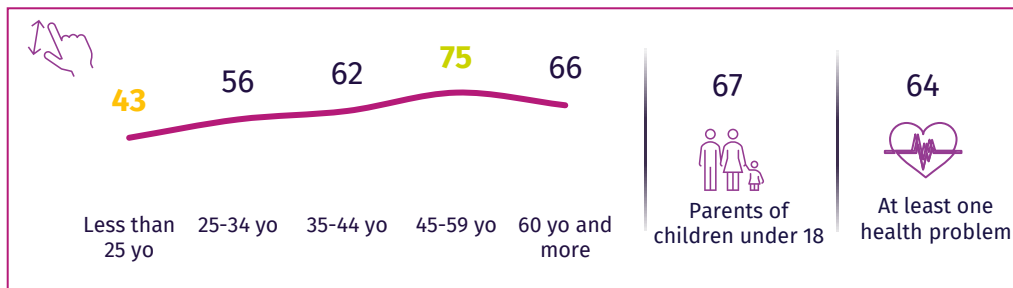
NEW  
QUESTION

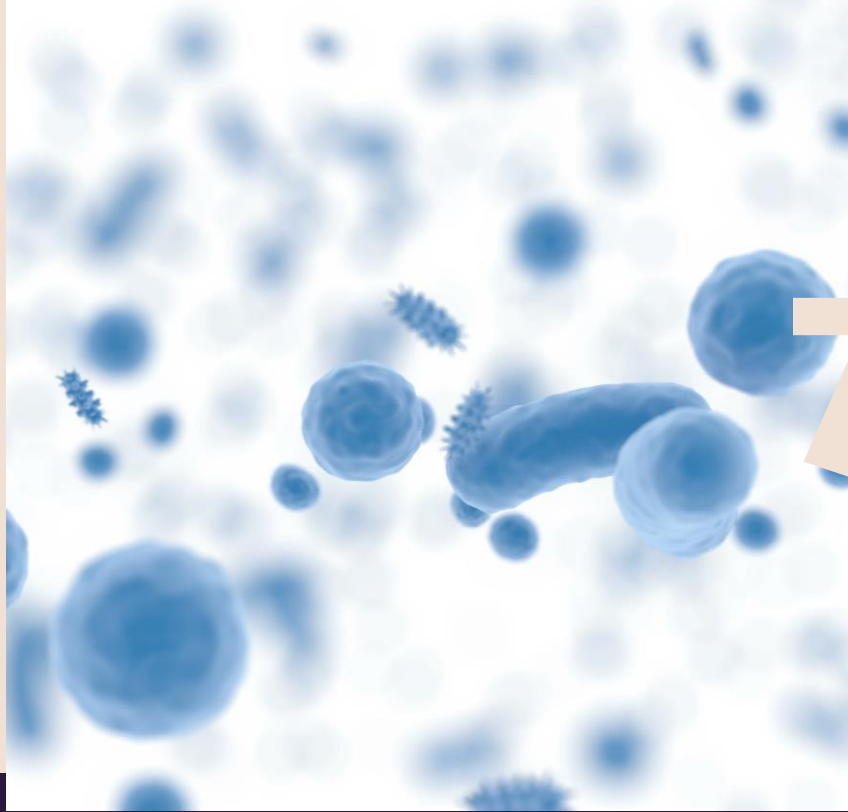
Question 5-2025. On a voluntary and anonymous basis, would you be willing to donate your stool (faecal sample) if it could contribute to advancing scientific knowledge in the fields of microbiome, nutrition, and health?

Base: All respondents



**62%** would be willing to donate their stool **59%**





## Focus on the vaginal microbiome

*In the next questions, we will discuss the vaginal microbiome, also known as vaginal flora.*



(1/2)

## Brazilian women appear well informed about the impact of antibiotics on vaginal microbiome, its protective role and how it evolves throughout a woman's life.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women

✓ Good answer

Wrong answers/  
don't know

Antibiotics can alter the vaginal microbiome

66 ✓

3

31

34

The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms

66 ✓

6

28

34

From childhood to menopause, a woman's vaginal microbiome remains the same

8

62 ✓

30

38

Every woman has a vaginal microbiome that is different from any other woman's

60 ✓

5

35

40

Smoking has no consequences on the vaginal microbiome

12

58 ✓

30

42

Vaginal dryness/dehydration has consequences on vaginal microbiome

57 ✓

6

37

43

True

False

Don't really know





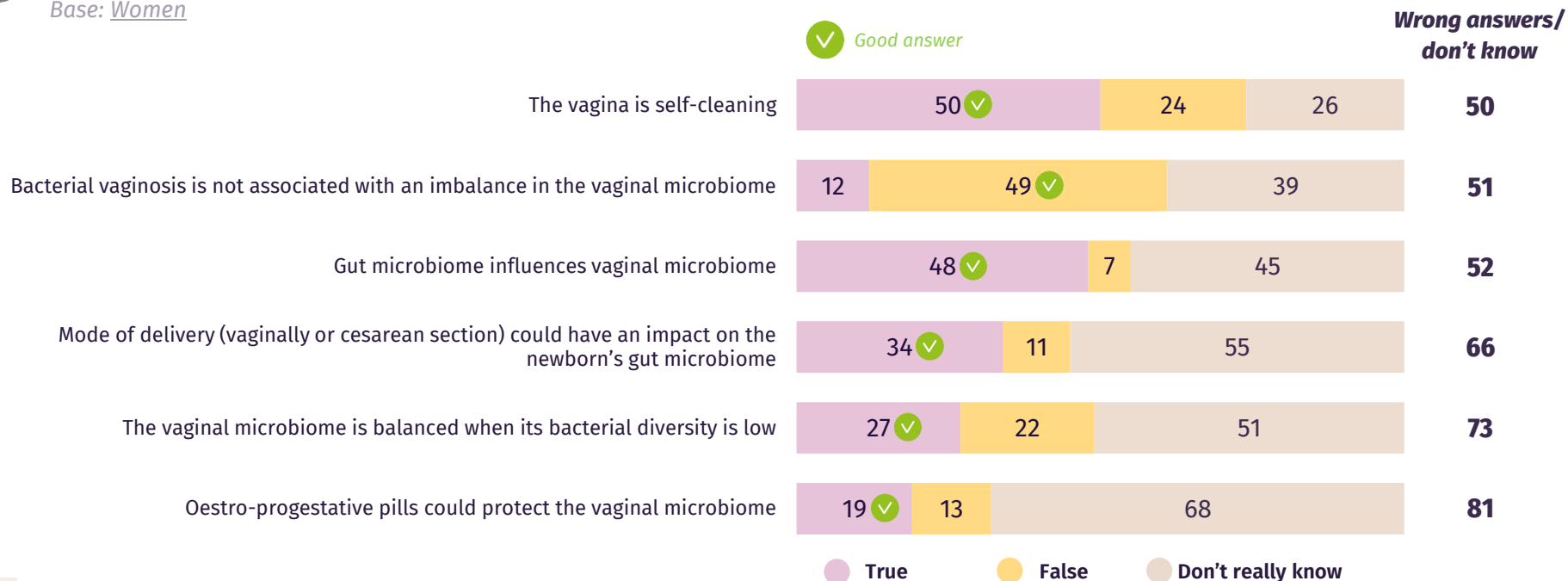
(2/2)

## However, vaginal microbiome knowledge is more limited when it comes to bacterial diversity and the impact of oestro-progestative pills.



Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women





**They are less aware than average about the impact of antibiotics on the vaginal microbiome, the consequences of vaginal dryness, the fact that the vagina is self-cleaning. They are also few to know about the impact of the mode of delivery on the newborn's gut microbiome.**

Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women

% good answer

	Total	Evolution		ALL COUNTRIES
		2025 -2024	2024 -2023	
Antibiotics can alter the vaginal microbiome	66	-4pts	*	72
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	66	-3pts	=	66
From childhood to menopause, a woman's vaginal microbiome remains the same	62	+2pts	+11pts	60
Every woman has a vaginal microbiome that is different from any other woman's	60	-4pts	+6pts	66
Smoking has no consequences on the vaginal microbiome	58	=	*	55
Vaginal dryness/dehydration has consequences on vaginal microbiome	57	-9pts	*	68
The vagina is self-cleaning	50	-1pt	+5pts	58
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	49	-1pt	+15pts	44
Gut microbiome influences vaginal microbiome	48	=	*	45
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	34	-7pts	*	41
The vaginal microbiome is balanced when its bacterial diversity is low	27	-7pts	+1pt	26
Oestro-progestative pills could protect the vaginal microbiome	19	-2pts	*	22

\* Item not asked in 2023



Significant differences vs total - superior



Significant differences vs total - inferior

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# Knowledge about vaginal microbiome is similar across demographics.

Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women



6,2

6,0/12

Number of good responses on average

5,7



Less than 25 yo

6,1



25-34 yo

6,0



35-44 yo

5,9



45-59 yo

6,0



60 yo and more

6,0



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior



## Only a minority of women have received any information or advice from their HCPs about the vaginal microbiome.



Question 14. Has the healthcare professional following your gynecological health talked to you about the following?

Base: Women

**37%** received **ALL THESE INFORMATION**, at least one time  
**16%** received all these information several times

**2024: 50%**  
**20%**  
**2023: 35%**  
**14%**

% Yes

Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome



51

Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible



50

Explain to you what the vaginal microbiome is and what its roles and functions are



40

● Yes, several times    ● Yes, once    ● No, never



## Brazilian women have received above-average information about vaginal microbiome. The level of information provided by HCPs varies considerably from year to year.



Question 14. Has the healthcare professional following your gynecological health talked to you about the following?

Base: Women

% Yes

	Total	Evolution		ALL COUNTRIES
		2025 -2024	2024 -2023	
% Have received ALL THESE INFORMATION, at least one time	37	-13pts	+15pts	32
% Received ALL THESE INFORMATION, <u>several times</u>	16	-4pts	+6pts	11
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	51	-13pts	+14pts	42
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	50	-18pts	+17pts	42
Explain to you what the vaginal microbiome is and what its roles and functions are	40	-14pts	+14pts	37



Significant differences vs total - superior



Significant differences vs total - inferior

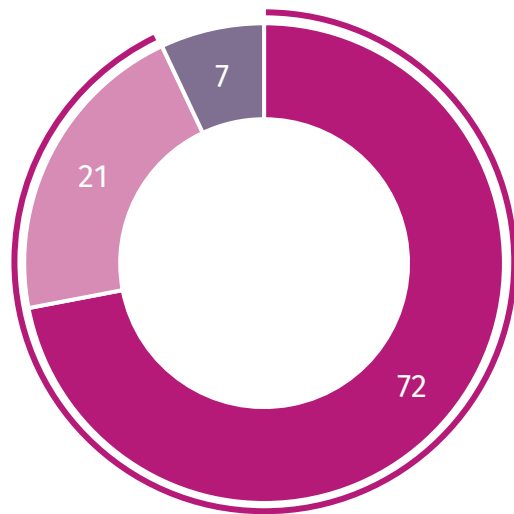




# The great majority of women would like to have more information about the importance of the vaginal microbiome and its impact on health, even more than in other countries.

Question 15. And would you like the healthcare professional monitoring your gynecological health to tell you more about the importance of your vaginal microbiome and its impact on your health?

Base: Women



- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

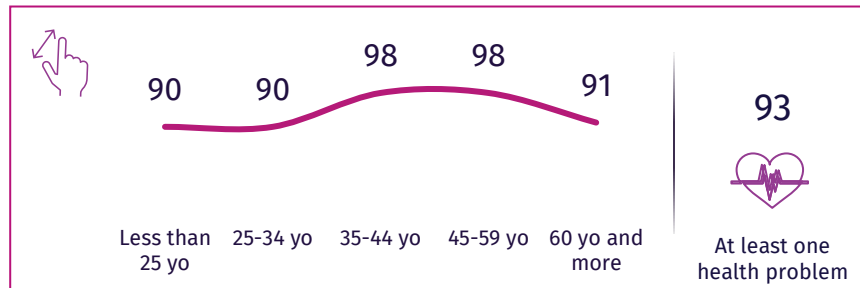
**93%** would like to have more information about the importance of the vaginal microbiome and its impact on health

2024 : 96%

2023 : 93%



**85%**



Significant differences vs total - superior

Significant differences vs total - inferior

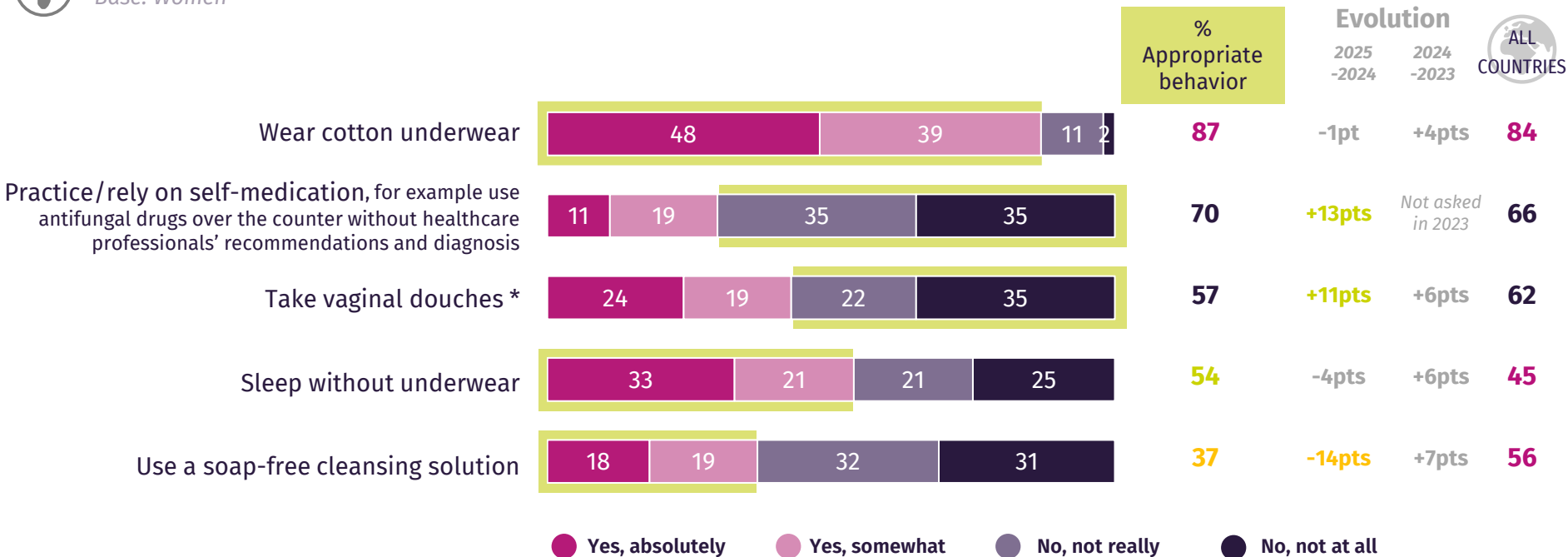


# Women are more likely to avoid relying on self-medication and taking vaginal douches this year. However, they are less likely to use a soap-free cleansing solution, despite its beneficial effect for their vaginal microbiome health.



Question 16. In your daily life, do you regularly adopt the following behaviors?

Base: Women



\*For this item, the following definition was provided: Vaginal douching is washing or cleaning out the inside of the vagina with water or a mixture of fluids to eliminate odors and "clean" the vagina. Please do not confuse the vaginal douching (The vagina is the inside) with vulvar washing (The vulva is the outside).



## Adoption of appropriate behaviors for the vaginal microbiome is similar among Brazilians, regardless of their age.



Question 16. In your daily life, do you regularly adopt the following behaviors?

Base: Women



3,1

3,0/5

Number of appropriate behaviors adopted on average

3,2

3,1

2,9

3,0

3,0

3,0

Less than 25 yo

25-34 yo

35-44 yo

45-59 yo

60 yo and more



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior

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A large, light purple illustration of various bacterial shapes, including rods, cocci, and branching structures, set against a white background. This illustration is positioned on the left side of the slide, partially overlapping a dark purple background.

## Main results per country

# Learnings on Brazilian results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	26% ↗
Subtotal « Aware »	73% ↗
Subtotal Aware of the gut microbiome	60% ↗
Subtotal Aware of all microbiome	35% ↗
Level of knowledge around the microbiota	
Mean of good answers	5,8/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	51% ↗
Know exactly what are prebiotics	33% ↗
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	63%
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	72% ↗
Microbiome testing	
Interested in taking a microbiome test	71%

## Key learnings

In Brazil, the awareness of the microbiome has significantly improved since 2023. It remains close to global results, such as their level of knowledge around microbiome.

They are more likely than average to have changed their behaviors to maintain a balanced microbiota. And they are more likely to consume prebiotics and to avoid smoking than people in other countries. However, the majority of Brazilians take multiple showers a day, despite its harmful effect on their microbiome.

When it comes to healthcare professionals, Brazilians have received more information compared to 2023, although stagnant compared to 2024. However, a significant proportion of the population has not benefited from such awareness-raising. When prescribed antibiotics, they are less likely than in other countries to be informed about the negative consequences this could have on their microbiome and its balance.

Compared to other countries, Brazilians express a greater interest of having their microbiome tested. A majority of them would be willing to donate their stool for scientific research.

A large, light-colored rectangular area on the left side of the slide, containing a dense, overlapping pattern of stylized, light purple bacterial shapes. These shapes include various forms of cocci (spheres), bacilli (rods), and branching structures, resembling a microscopic view of a microbial community.

# ANNEXES

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Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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**You act better when you are sure.**