



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Third wave

Chinese results







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 are elongated and have various branching or flagellar-like structures, resembling a microscopic view of a microbial community.

Methods

Methods


This international survey was conducted online in **11 countries** from January 21st– February 28th, 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.

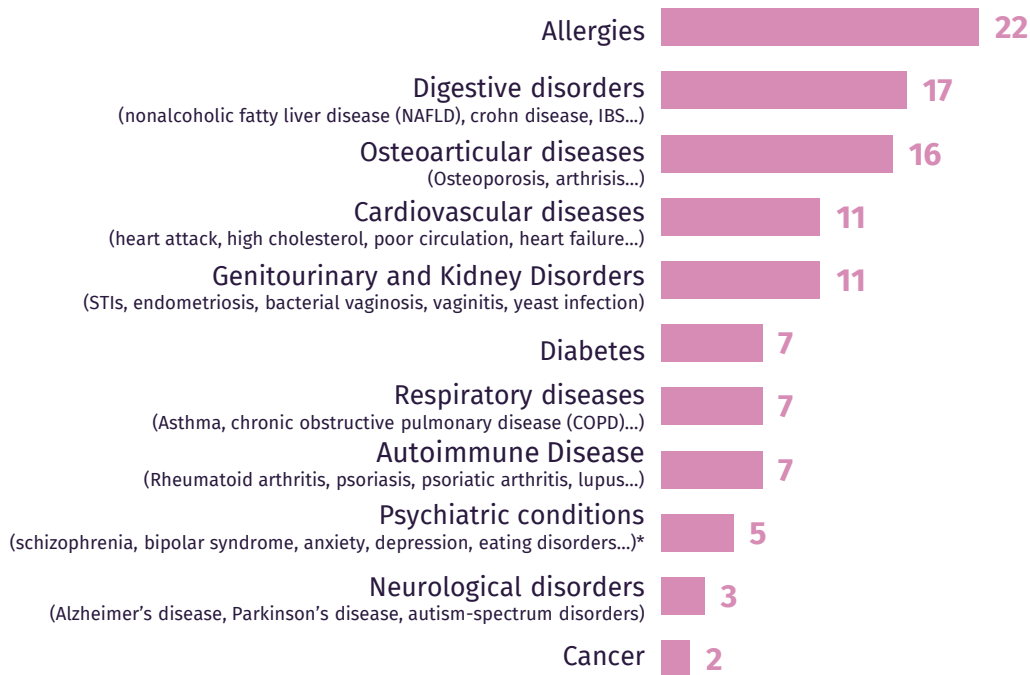


People with current conditions A focus detailed throughout the report



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

Base: All respondents



*This item has been detailed compared to last year



Chinese have a higher-than-average awareness of the diverse forms of microbiome, even though accurate knowledge remains low

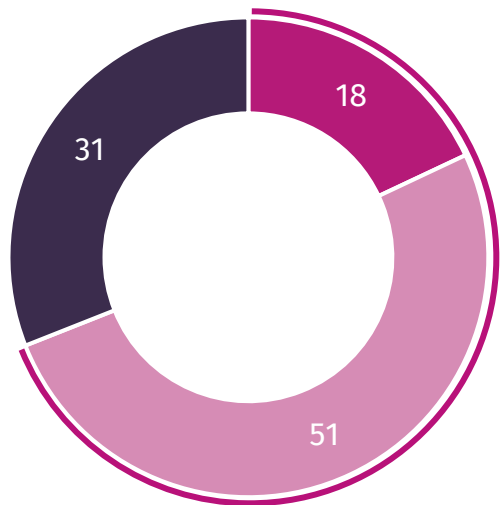


3 out of 5 Chinese have already heard of microbiome, and even more among the younger people. But only less than 1/5 know exactly what it is.



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

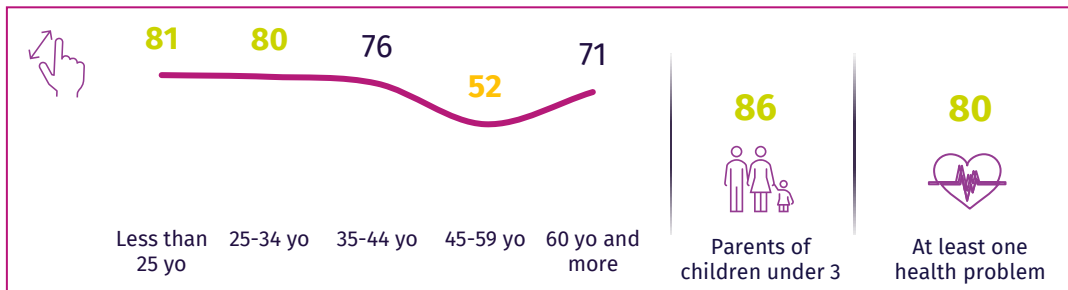
69% have already heard about the term microbiome

2024 : 76%

2023 : 57%



71%



● Significant differences vs total - superior

● Significant differences vs total - inferior

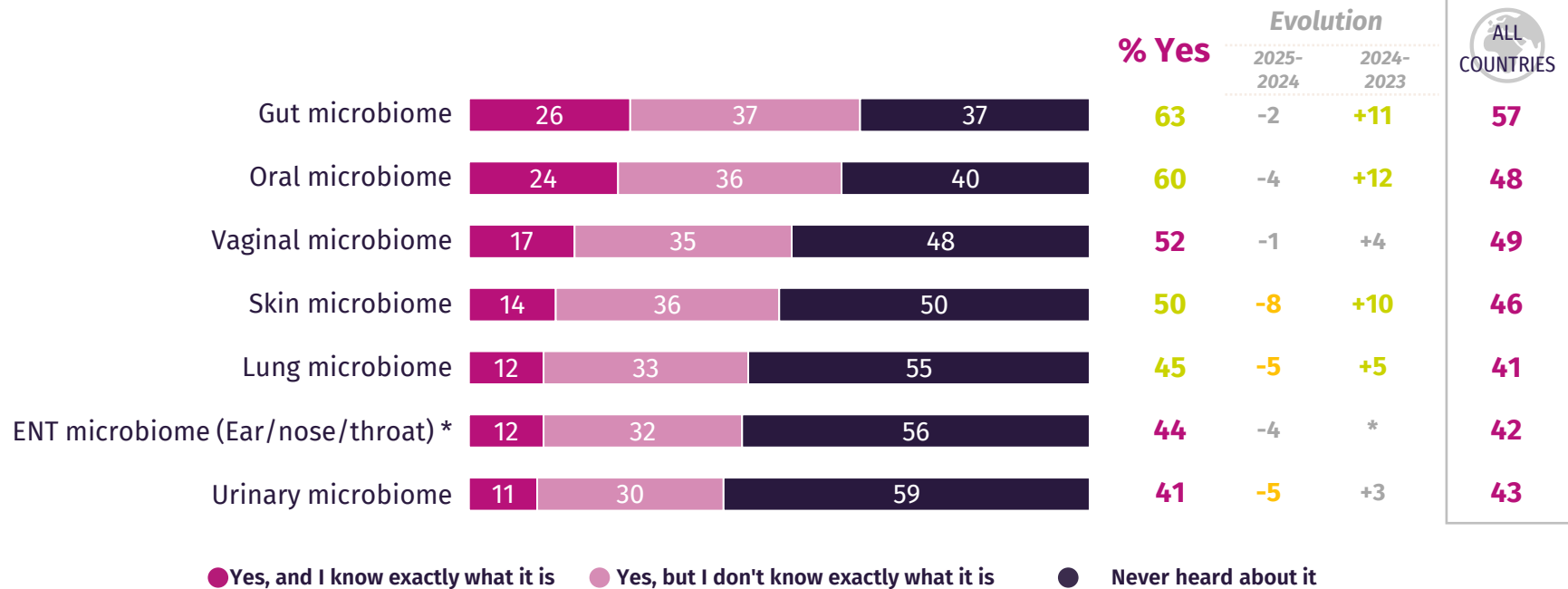


Chinese appear to be more aware of the gut, oral, skin and lung microbiome than global results. However, few people know exactly what they are.



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

Base: All respondents



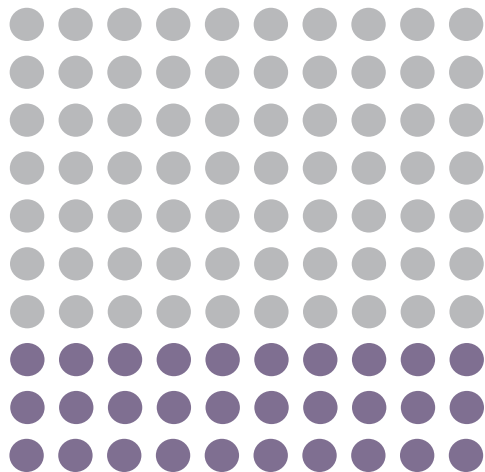
*This item has been detailed in 2024, no evolution possible vs 2023



Knowledge of the diversity of the microbiome remains low in China. Only people with health conditions stand out with better knowledge.

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

Base: All respondents



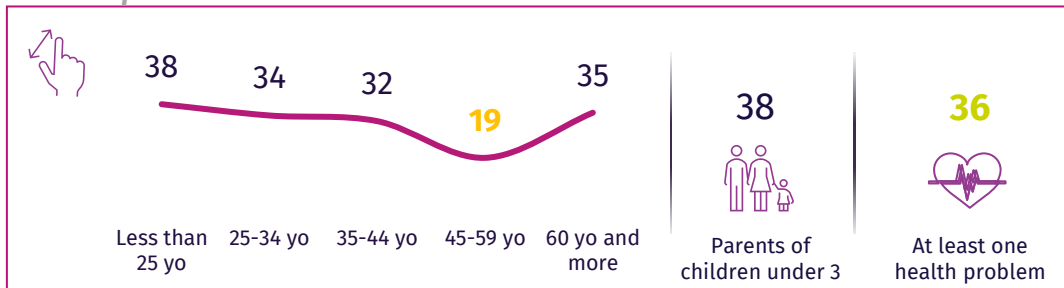
30% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2024 : **30%**

2023 : **34%** -4pts vs 2023



31%



But only **4%** know precisely all of them

2024 : **4%**

2023 : **3%** +1pt vs 2023



7%

● Significant differences vs total - superior

● Significant differences vs total - inferior

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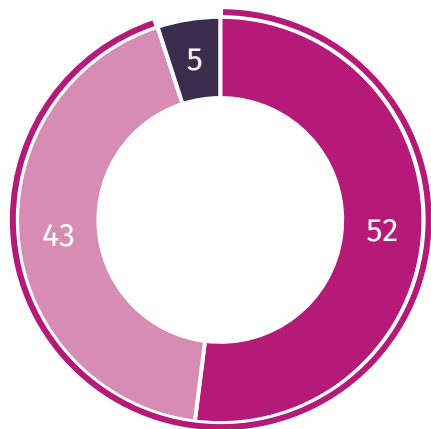
The term “flora” is more popular than microbiome. Awareness of gut flora has increased since 2023, whereas vaginal flora is less well-known. Many people still don’t know exactly what it is.

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

Base: All respondents



Gut flora



95%

have already heard
about gut flora

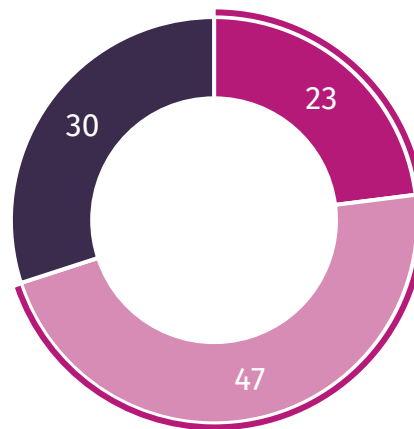
2024 : 90%

2023 : 91% +4pts vs 2023



91%

Vaginal flora



70%

have already heard
about vaginal flora

2024 : 73%

2023 : 78% -8pts vs 2023



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



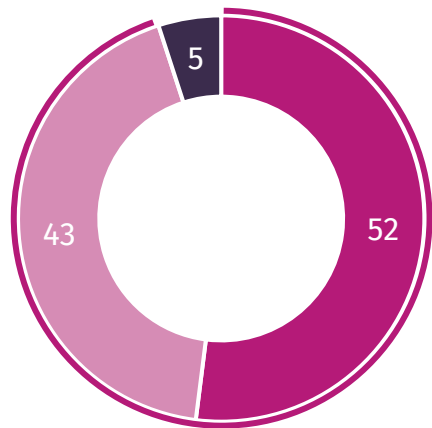
A better awareness of gut flora in China compared to the average. Women and the 45-59 yo age groups seem to be more aware of the term.



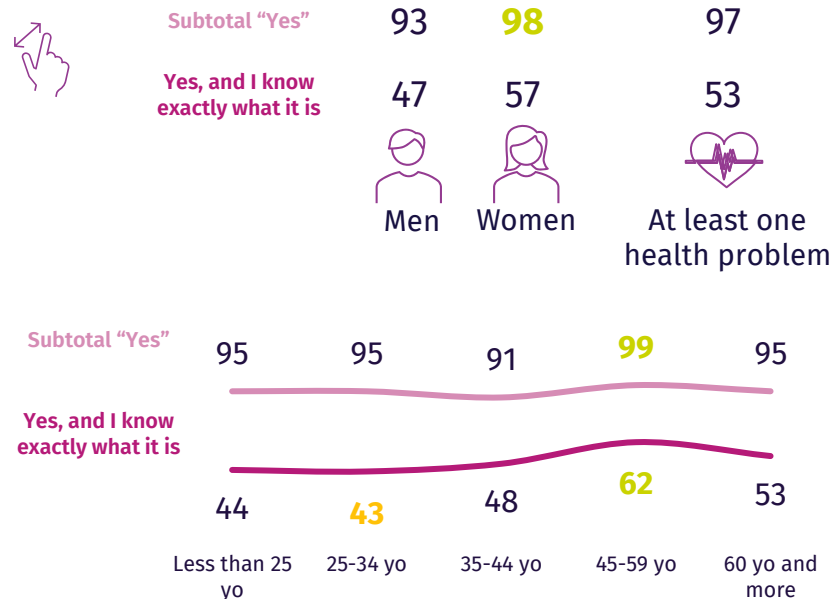
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Gut flora



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



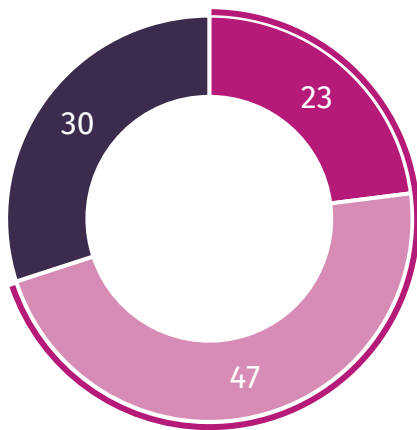


Chinese people are less aware of vaginal flora than average. Men and the 45-59 yo age group appear to know less about it.



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

Vaginal flora



70%

have already heard
about vaginal flora

2024 : 73%

2023 : 78% -8pts vs 2023



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"

59

80

78

Yes, and I know
exactly what it is

13

33

28



Men



Women



At least one
health problem

Subtotal "Yes"

76

80

78

74

Yes, and I know
exactly what it is

25

25

21

51

16

31

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and
more

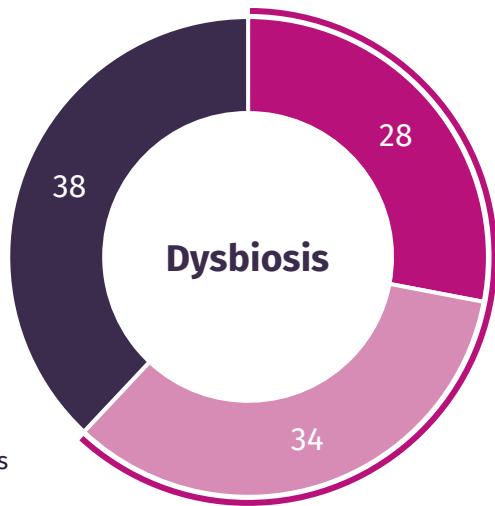


Chinese are more familiar with dysbiosis than average. Their knowledge of the term has improved since 2023.



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

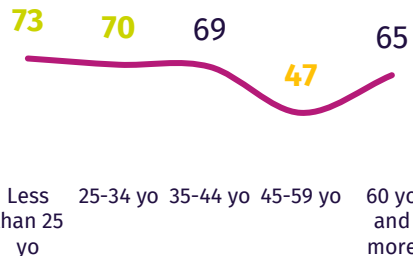
62% have already heard about the term 'dysbiosis'

2024 : 63%

2023 : 54% +8pts vs 2023



33%



72
Parents of children under 3



74
At least one health problem

Significant differences vs total - superior

Significant differences vs total - inferior





A great level of knowledge in China about the role and functions of the microbiome, and this is improving every year

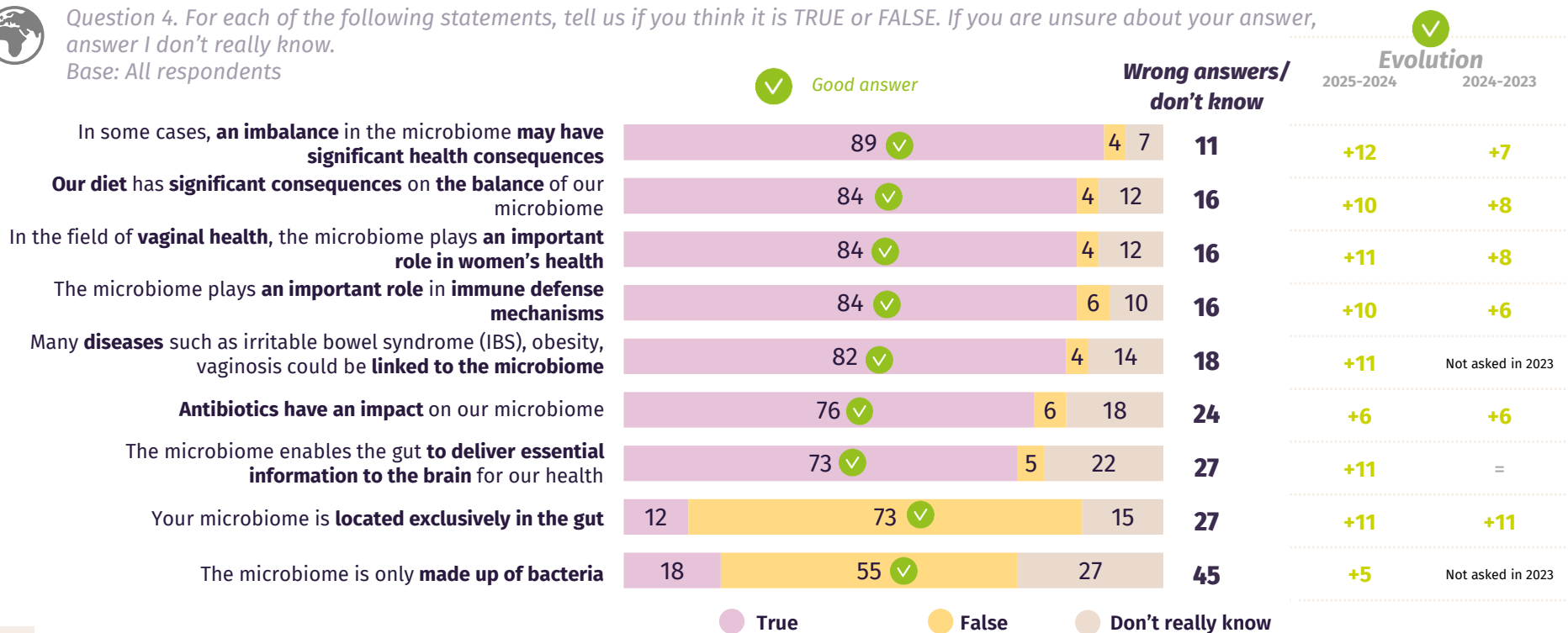


The level of knowledge about the microbiome appears strong in China, with significant improvements being made year after year.



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



Definition displayed to respondents before this question: In the past, the term most commonly used was "flora", this term has now been renamed "microbiome".



And Chinese also demonstrate a higher level of knowledge about microbiome than people in other countries.

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

	Total	ALL COUNTRIES
In some cases, an imbalance in the microbiome may have significant health consequences	89	79
Our diet has significant consequences on the balance of our microbiome	84	80
In the field of vaginal health , the microbiome plays an important role in women's health	84	70
The microbiome plays an important role in immune defense mechanisms	84	76
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	82	68
Antibiotics have an impact on our microbiome	76	73
The microbiome enables the gut to deliver essential information to the brain for our health	73	56
Your microbiome is located exclusively in the gut	73	53
The microbiome is only made up of bacteria	55	32

Average number of good answers

7,0/9

ALL COUNTRIES

5,9



Chinese aged 45-59 have a better understanding of the microbiome role and functions.



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.

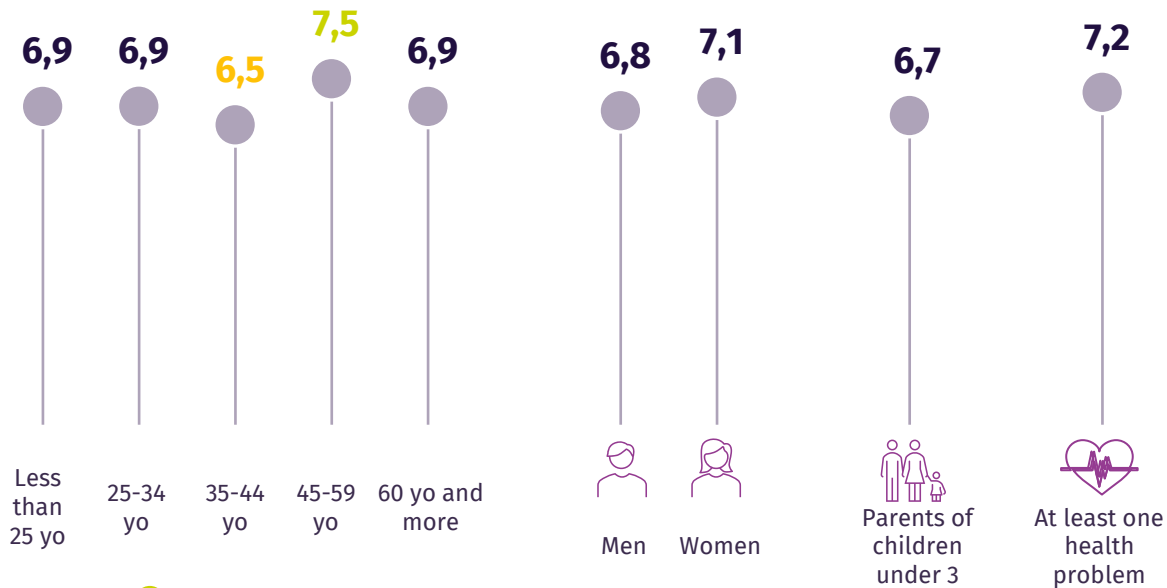
Base: All respondents

ALL COUNTRIES

5,9

7,0/9

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, Chinese are more likely to link it to their microbiome compared to the global average



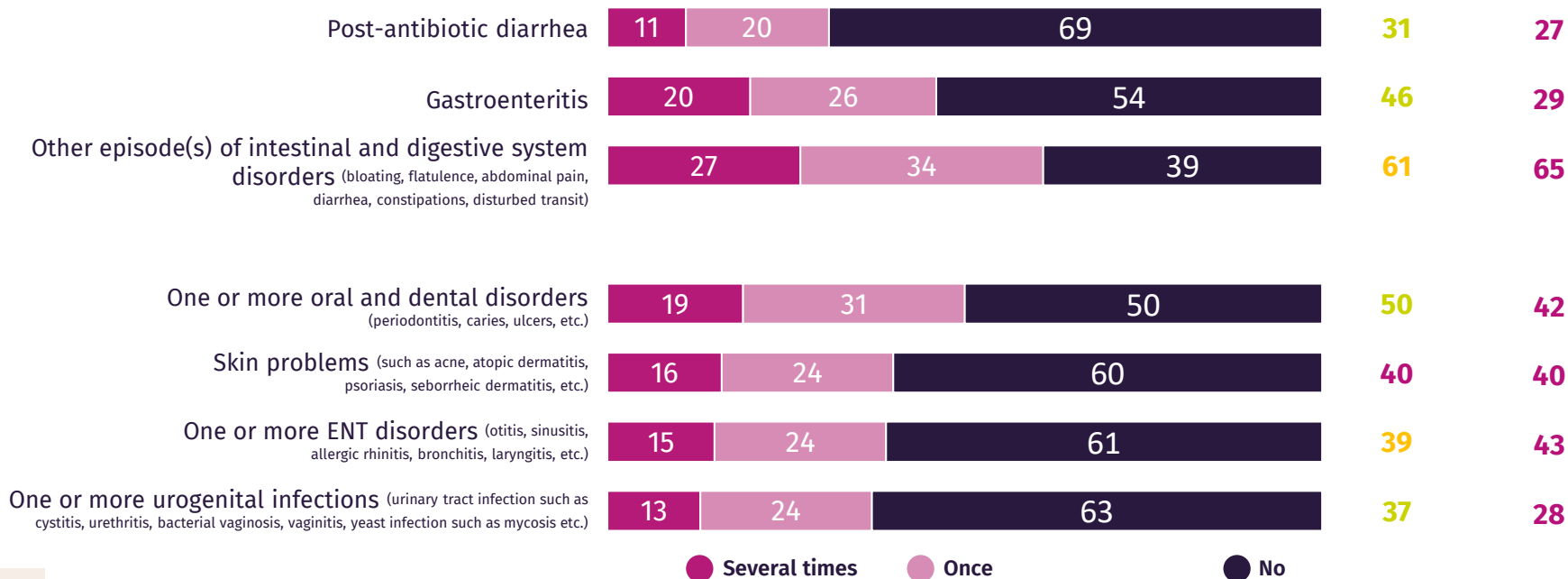
In the last 12 months, 1 in 3 people have experienced post-antibiotic diarrhea, while nearly half suffered from gastroenteritis. More than half of individuals had other episodes of intestinal and digestive system disorders.



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

Base: All respondents

% Yes



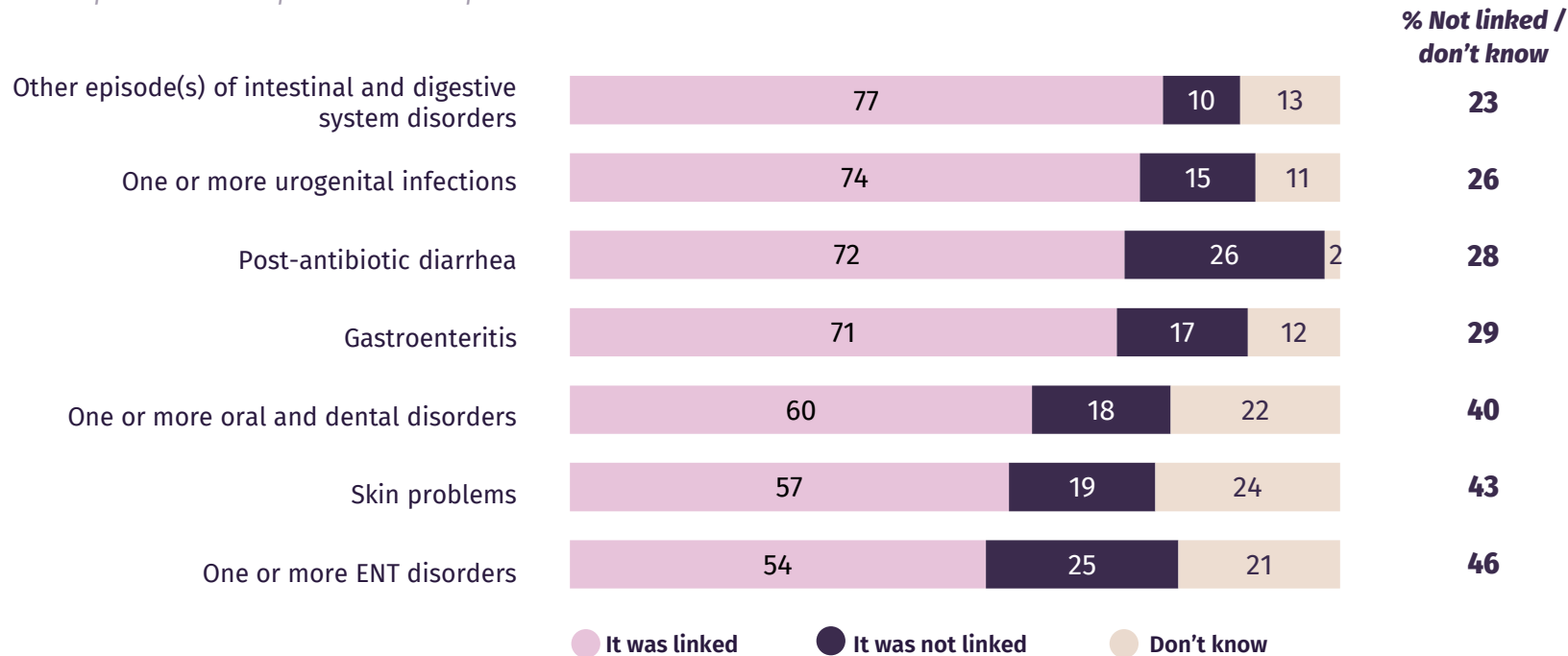


When suffering health problems, the majority of Chinese accurately link the problem to their microbiome, regardless of the problem experienced.



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

Base: People who have experienced these problems





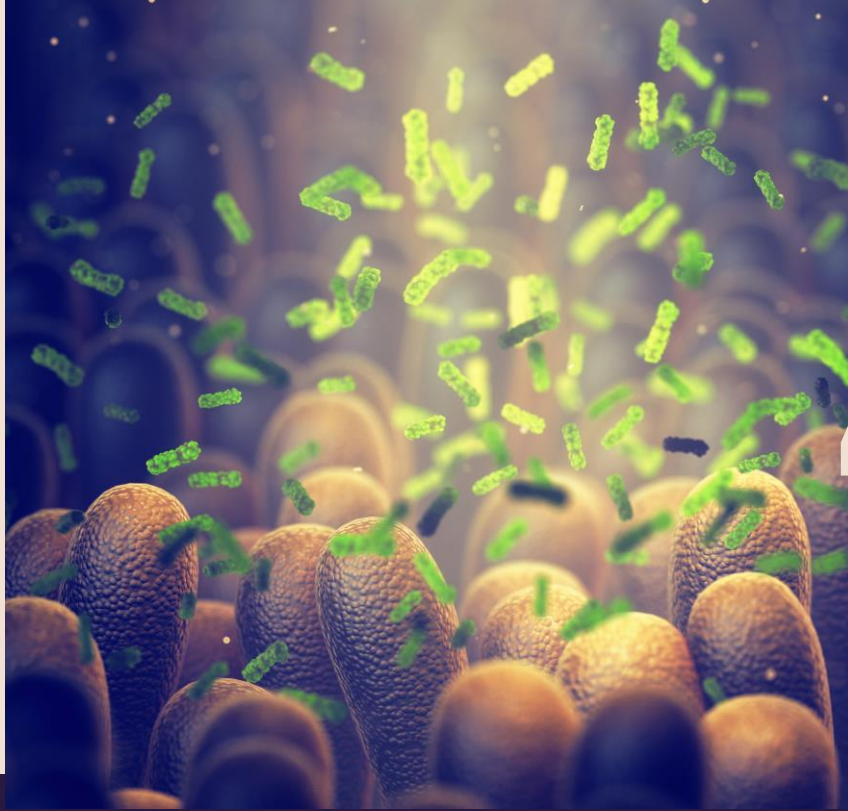
When facing health issues, Chinese individuals are more likely than the global average to associate their problems with their microbiome. This awareness has increased significantly, particularly regarding urogenital infections and post-antibiotic diarrhea.



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
Other episode(s) of intestinal and digestive system disorders	77	+3pts	48
One or more urogenital infections	74	+10pts	52
Post-antibiotic diarrhea	72	+11pts	59
Gastroenteritis	71	-1pt	48
One or more oral and dental disorders	60	+4pts	34
Skin problems	57	+2pts	37
One or more ENT disorders	54	+4pts	31



4

**In China, people show
an above-average
tendency to change
their behaviors to
maintain a well-
balanced microbiome**

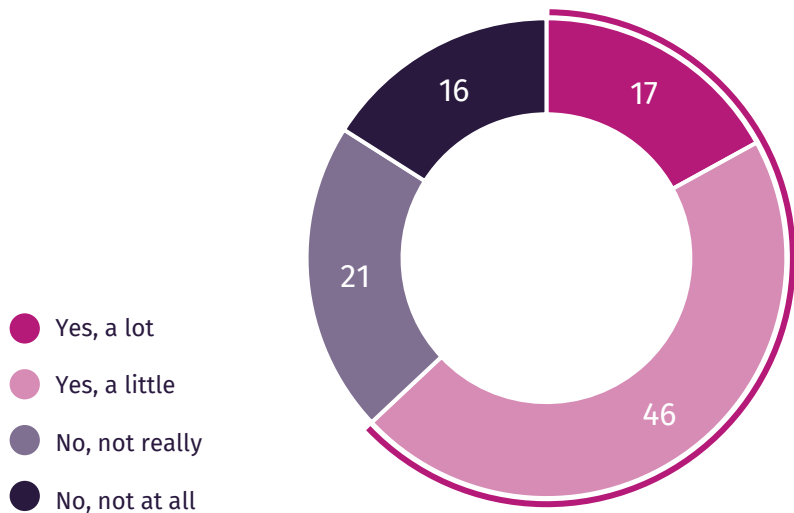


More 3 out of 5 people have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, a higher proportion compared to global results.



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

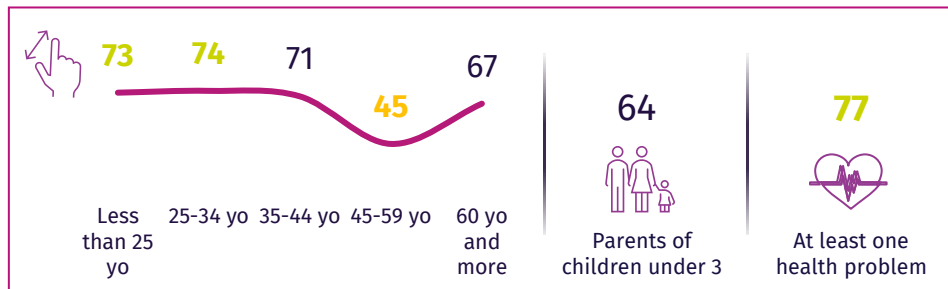


63% have changed their behaviors

2024 : **62%**



56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

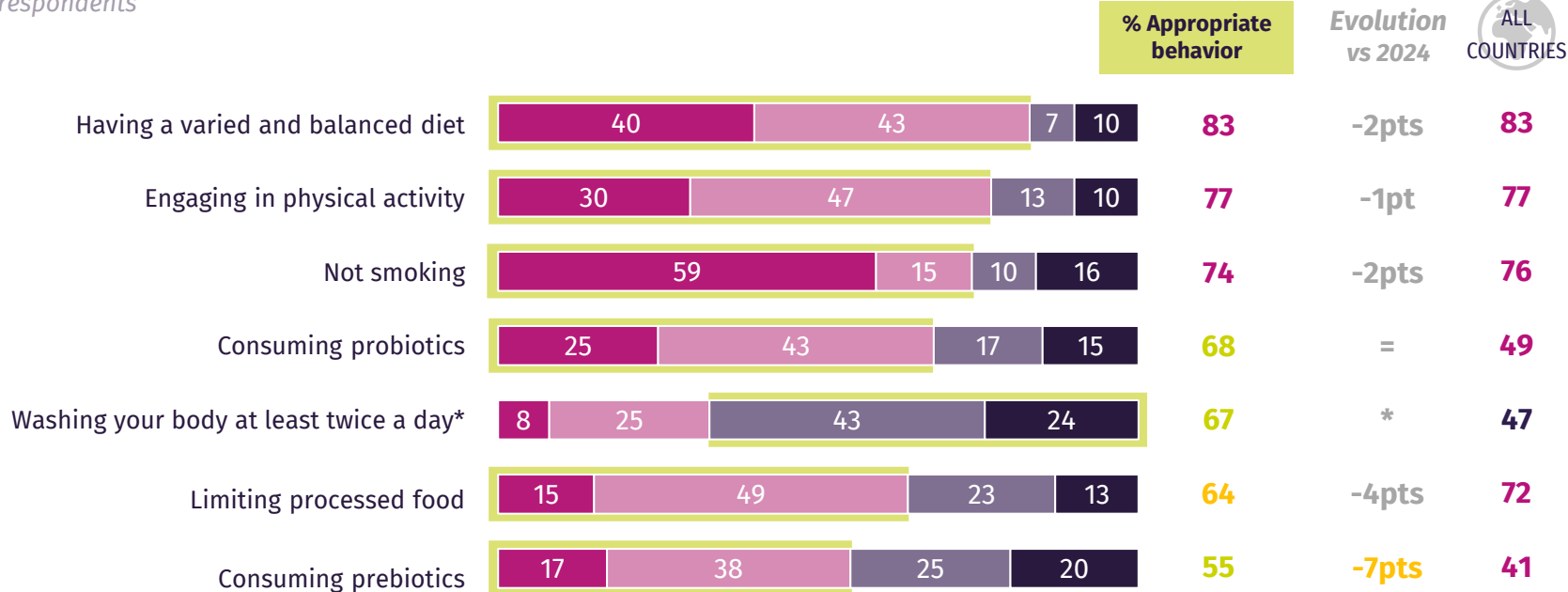


Chinese are more than average to consume probiotics and prebiotics and to avoid washing their body multiple times a day. However, behaviors relating to processed food are less common than in other countries.



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



People aged 45-59 yo and men have less adopted positive behaviors for their microbiome than the average.



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

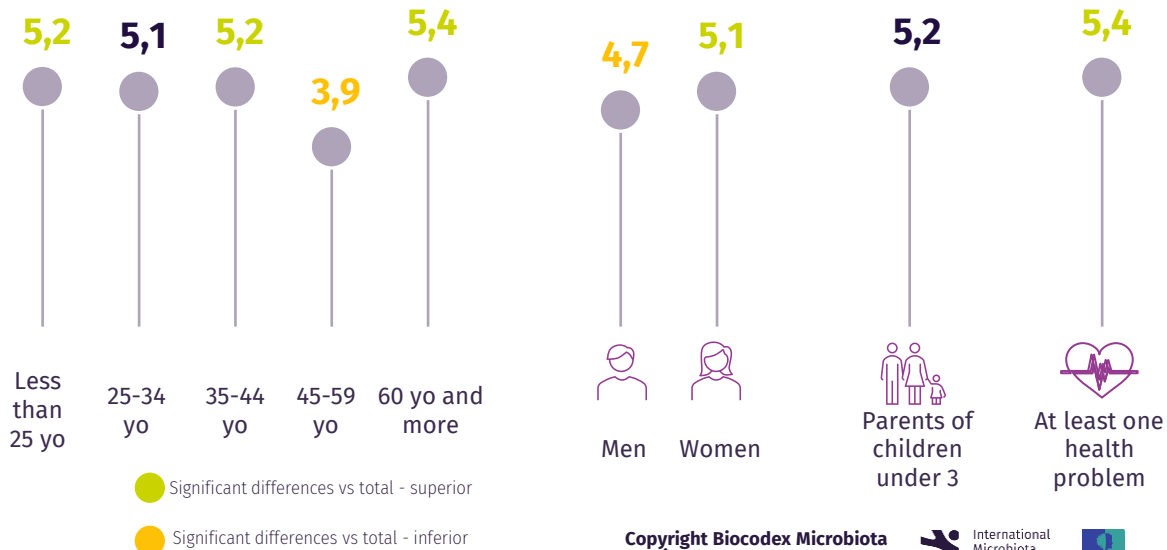
Base: All respondents



4,5



Number of good responses on average





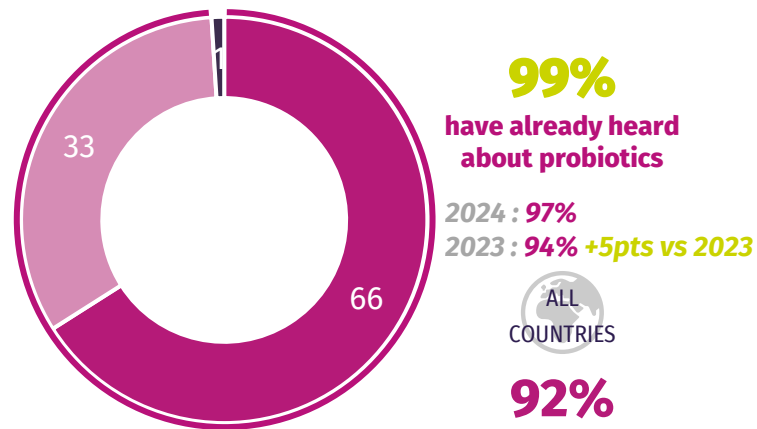
Chinese people show an above-average awareness of probiotics and prebiotics compared to global results. Moreover, knowledge has progressed since 2023.



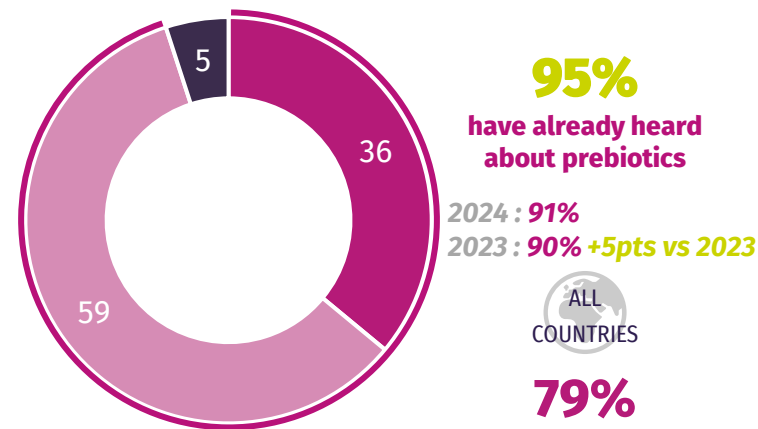
Question 2bis. And have you ever heard of these terms?

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



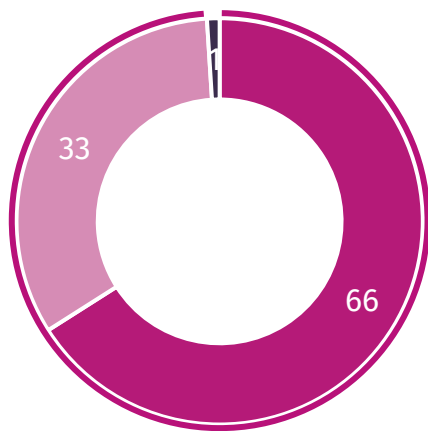
People aged 25 to 34 yo are less aware of probiotics.



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

Base: All respondents

Probiotics



99%

have already heard
about probiotics

2024 : 97%

2023 : 94% +5pts vs 2023



92%



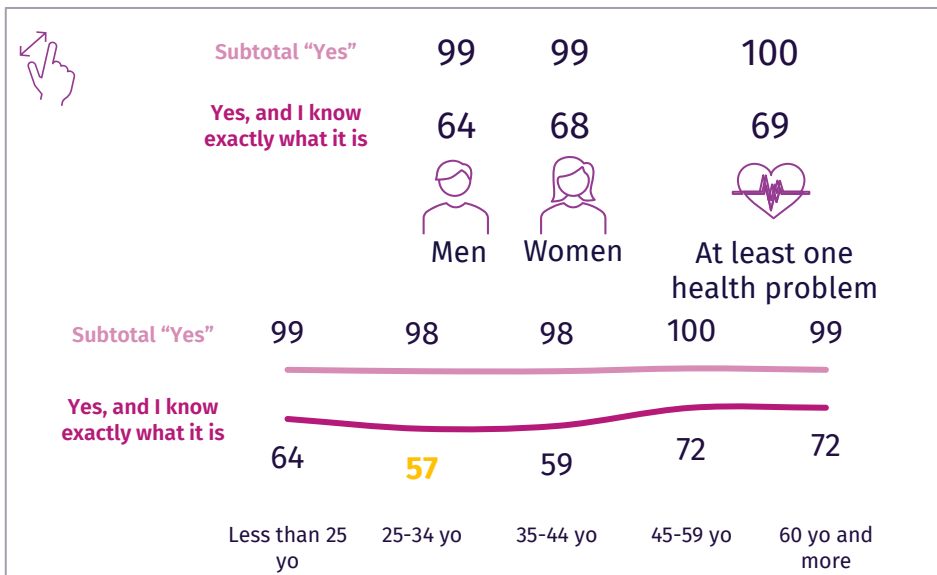
Yes, and I know exactly what it is



Yes, but I don't know exactly what it is



No, I never heard about it





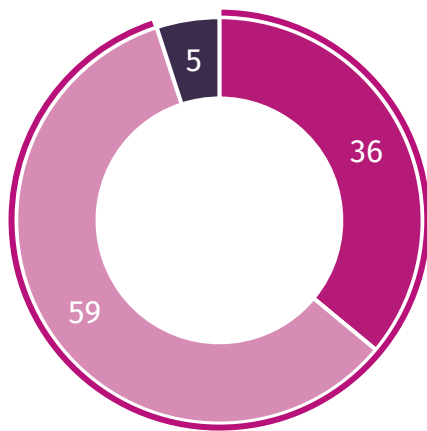
People aged 60 yo or more and those suffering from a health problem are more aware of prebiotics.



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

Base: All respondents

Prebiotics



95%

have already heard about prebiotics

2024 : 91%

2023 : 90% +5pts vs 2023



79%



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"

94

95

97

Yes, and I know exactly what it is

34

38

44



Men



Women



At least one health problem

Subtotal "Yes"

86

95

94

97

96

Yes, and I know exactly what it is

34

38

41

26

43

Less than 25 yo

25-34 yo

35-44 yo

45-59 yo

60 yo and more





Chinese appear better informed by HCPs than people in other countries. However, this level of information is decreasing yearly



1 in 5 people discover the microbiome answering the survey. Otherwise, the main sources are health-related programs on TV and social media.



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

Base: All respondents

Evolution
vs 2024

ALL
COUNTRIES





Respondents aged less than 25 yo first heard about the microbiome through school or studies.



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

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 3	At least one health problem
		n=110	n=191	n=172	n=269	n=258	n=506	n=494	n=56	n=502
While answering this questionnaire	23	8	15	15	44	18	26	20	13	14
On television, in health-related programs	13	8	12	15	10	19	11	16	11	17
On social media (influencers...)	12	13	17	14	7	13	12	13	16	12
By a healthcare professional	9	3	10	8	9	11	10	7	13	10
Occupational doctor / workplace nurse	7	3	7	8	2	12	6	8	22	7
In a booklet/brochure at your healthcare professional's office	5	3	7	7	5	3	4	6	2	6
Your family, friends, acquaintances	5	9	3	4	6	5	5	5	0	5
On television during the news	4	2	3	6	2	4	4	3	2	4
Advertisements (TV, press, street ads...)	4	4	4	4	3	4	4	3	0	4
In specialized press (wellness, health magazines)	4	3	4	4	6	2	4	4	3	5
School/studies	4	24	6	2	1	0	4	4	11	4
On a blog, an online article	3	2	3	4	3	4	4	3	4	4
Scientific podcast	2	1	4	2	1	2	1	3	0	3
In national press (general, mainstream media)	2	3	2	4	1	2	2	2	0	2
From your colleagues	1	1	1	2	0	0	1	1	1	1
On the radio	0	1	0	0	0	1	0	1	0	1
In regional daily press	0	0	0	0	0	0	0	0	0	0
During a sports activity	0	0	0	1	0	0	0	0	0	0
Other	2	12	2	0	0	0	2	1	2	1

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

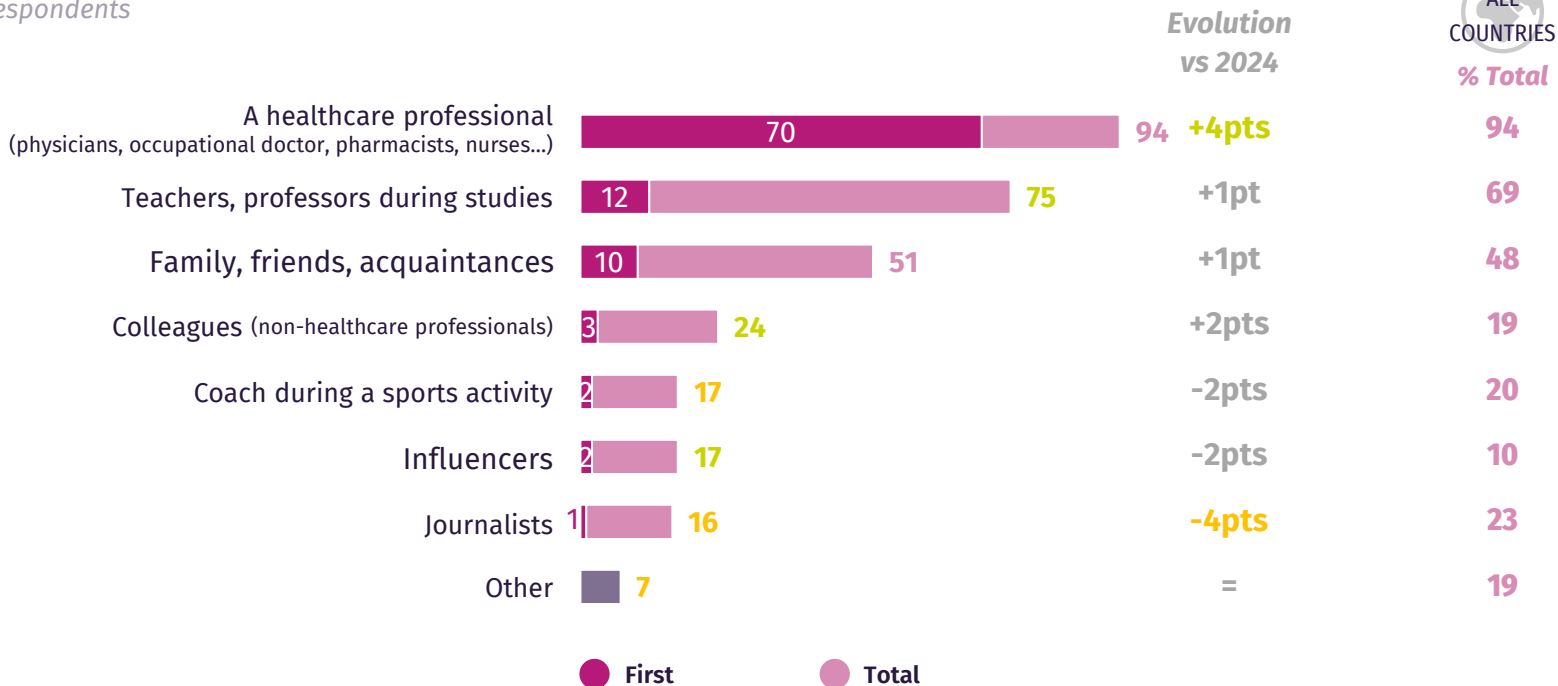


Healthcare professionals stand out as the most trusted source of information about the microbiome, even more so this year. Teachers are also a major trusted source.

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 3	At least one health problem
		n=110	n=191	n=172	n=269	n=258	n=506	n=494	n=56	n=502
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	94	94	92	85	96	97	94	93	93	95
Teachers, professors during studies	75	77	86	71	69	74	74	75	84	75
Family, friends, acquaintances	51	56	42	57	44	59	54	48	53	53
Colleagues (non-healthcare professionals)	24	11	13	28	35	23	26	23	14	21
Coach during a sports activity	17	16	18	14	24	10	16	17	12	15
Influencers	17	13	19	18	15	20	17	18	15	18
Journalists	16	23	21	22	10	14	14	19	19	17
Other	7	11	10	6	6	4	6	8	10	6



Only a minority of Chinese have received microbiome-related information from their healthcare professionals.



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

Base: All respondents

Only **36%** received **ALL THESE INFORMATION**, at least one time
9% received all these information several times

2024: 35%

6%

2023: 40%

5%

+4pts vs 2023

% Yes

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

25

32

43

57

Prescribe probiotics or prebiotics

30

26

44

56

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

25

30

45

55

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

22

30

48

52



Yes, several times



Yes, once



No, never



Compared to global results, Chinese are more informed by their healthcare professionals. However, information is less frequently given year after year.



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

Base: All respondents

% Yes

	Total	Evolution		ALL COUNTRIES
		2025-2024	2024-2023	
% Received ALL THESE INFORMATION, at least one time	36	+1	-5	29
% Received ALL THESE INFORMATION, <u>several times</u>	9	+3	+1	8
Educate you about the importance of preserving as much as possible the balance of your microbiome	57	-1	-11	47
Prescribe probiotics or prebiotics	56	-6	-9	49
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	55	+1	-15	46
Explain to you what the microbiome is and what its roles and functions are	52	+1	-12	42





People aged less than 45 yo and those with health conditions have received more information on microbiome from their HCPs. On the contrary, those aged 45-59 yo have been less informed.

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 3	At least one health problem
	base n=1000	n=110	n=191	n=172	n=269	n=258	n=506	n=494	n=56	n=502
Educate you about the importance of preserving as much as possible the balance of your microbiome	57	69	65	66	39	61	55	59	68	71
Prescribe probiotics or prebiotics	56	68	62	62	39	62	54	58	75	71
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	55	74	62	56	39	59	53	57	66	68
Explain to you what the microbiome is and what its roles and functions are	52	66	57	58	35	57	49	55	63	65

● Significant differences vs total - superior

● Significant differences vs total - inferior

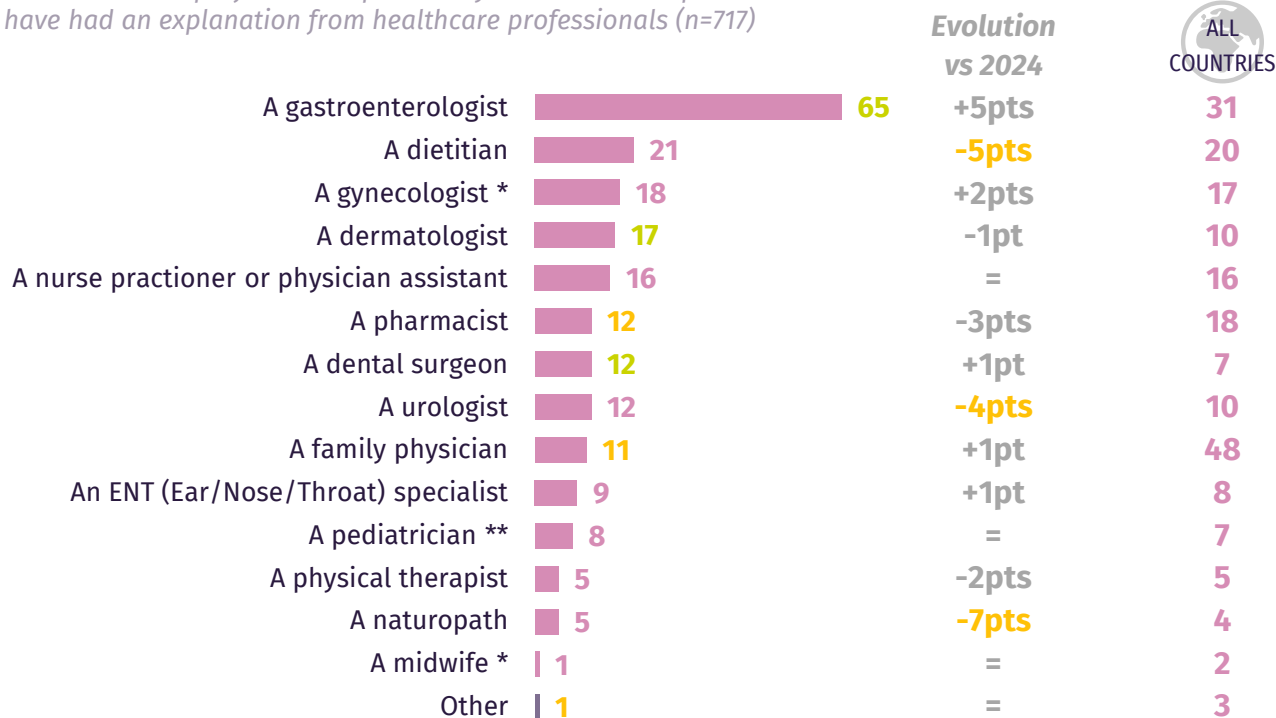


Gastroenterologists stand out as the primary source for microbiome information, much more so than in other countries.



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

Base: People who have had an explanation from healthcare professionals (n=717)



* Item displayed to women

** Item displayed to parents



Regardless of their age, gender or health condition, people obtain information from many sources, but the top 1 is the gastroenterologist.

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

Base: People who've received some information from HCPs (n=717)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
base	n=717	n=92	n=152	n=144	n=133	n=196	n=342	n=375	n=50	n=426
A gastroenterologist	65	51	69	64	62	69	68	62	50	68
A dietitian	21	16	22	23	20	21	22	20	15	20
A gynecologist	18	23	24	17	14	15	0	36	24	19
A dermatologist	17	27	12	17	15	17	14	19	15	18
A nurse practitioner or physician assistant	16	20	15	15	16	14	20	12	17	17
A pharmacist	12	13	11	14	12	10	14	9	14	11
A dental surgeon	12	10	15	15	14	8	13	12	7	15
A urologist	12	5	17	12	8	16	12	13	13	17
A family physician	11	10	10	7	11	16	13	10	9	11
An ENT (Ear, Nose, Throat) specialist	9	10	10	11	7	8	10	9	8	11
A pediatrician	8	1	13	17	5	2	7	9	21	8
A physical therapist	5	4	6	6	5	6	5	6	7	7
A naturopath	5	5	4	9	4	5	5	6	6	7
A midwife	1	3	1	3	0	1	0	3	2	2
Other	1	0	0	1	1	1	1	1	0	1

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile



One third of Chinese people have received microbiome information after being prescribed antibiotics. While this is higher than average, it's not progressing year after year.



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

Base: All respondents

Only **32%** received ALL THESE INFORMATION from their HCPs

2024 : **29%**

2023 : **28%** +4pts vs 2023



25%

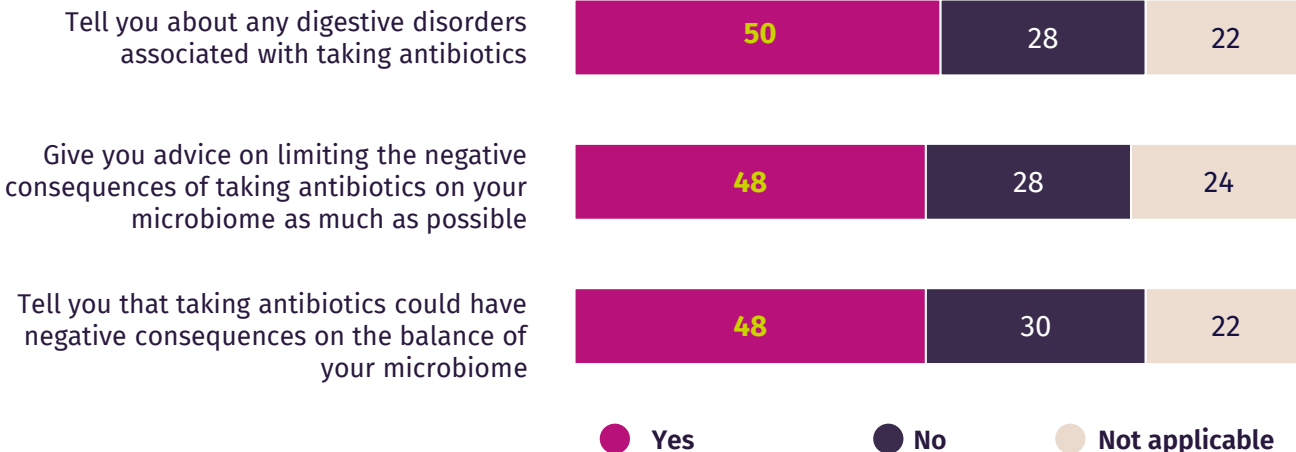
Evolution

2025-
2024

2024-
2023



% Yes



+3

-4

46

=

-5

38

+3

-9

39



People aged 60 yo and those with health conditions received more information and advice when prescribed antibiotics.



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

% Yes	Total base n=1000	Less than 25 yo n=110	25-34 yo n=191	35-44 yo n=172	45-59 yo n=269	60 yo and more n=258	Parents of children under 3 n=56	At least one health problem n=502
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	32	34	39	23	25	40	36	39
Tell you about any digestive disorders associated with taking antibiotics	50	56	58	46	38	56	61	61
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	48	54	55	46	36	56	58	59
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	48	60	55	49	36	53	55	59



Significant differences vs total - superior



Significant differences vs total - inferior



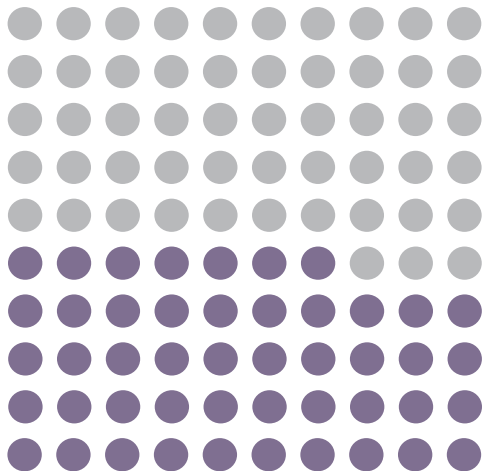


6 Chinese express more interest than average in having their microbiome tested

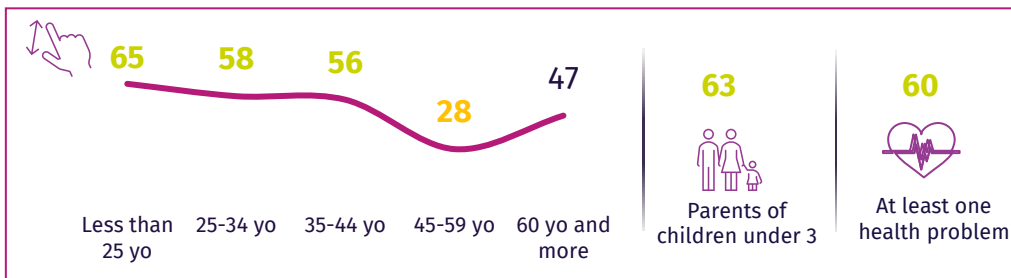


Awareness of microbiome testing has reached nearly half of the Chinese population, surpassing global levels.

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



47% have already heard of testing their microbiome **27%**



● Significant differences vs total - superior ● Significant differences vs total - inferior



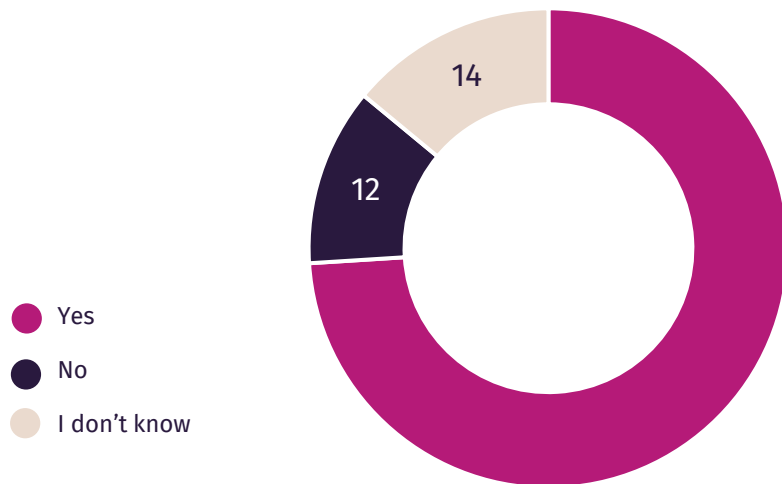
Almost $\frac{3}{4}$ would be interested in having their microbiome tested, a higher level compared to the global average.

NEW

QUESTION

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

Base: All respondents

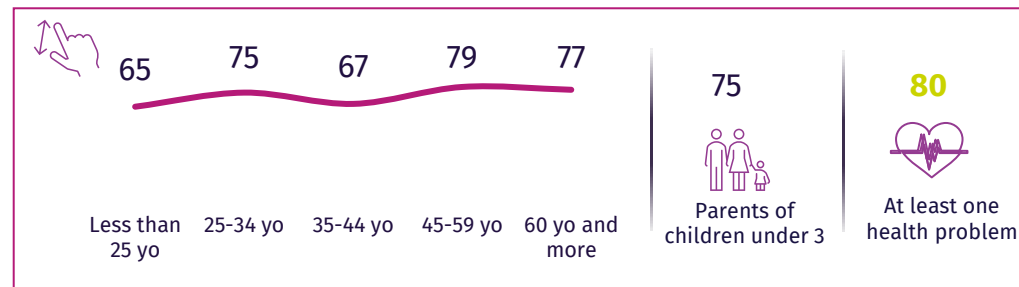


74% would be interested in taking a microbiome test



ALL COUNTRIES

61%



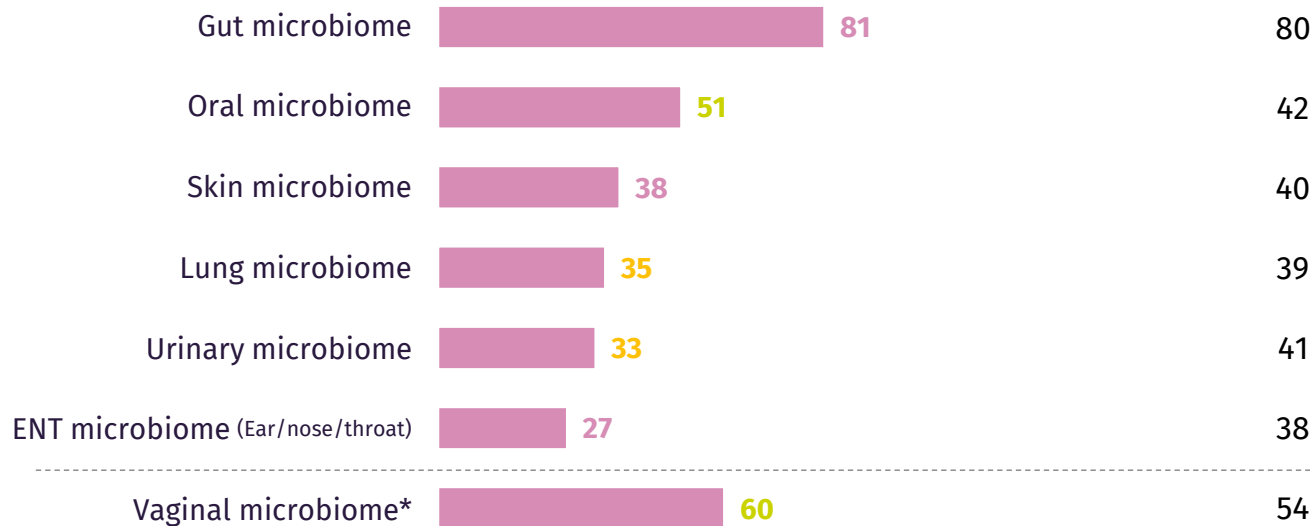
● Significant differences vs total - superior

● Significant differences vs total - inferior



Gut microbiome testing rank as the top choice for most of the people. Women express more interest than average in vaginal microbiome testing.

NEW QUESTION Question 3-2025. Which one(s) would you be interested to test?
Base: Would be interested in taking a microbiome test (n=766)



* Item displayed to women

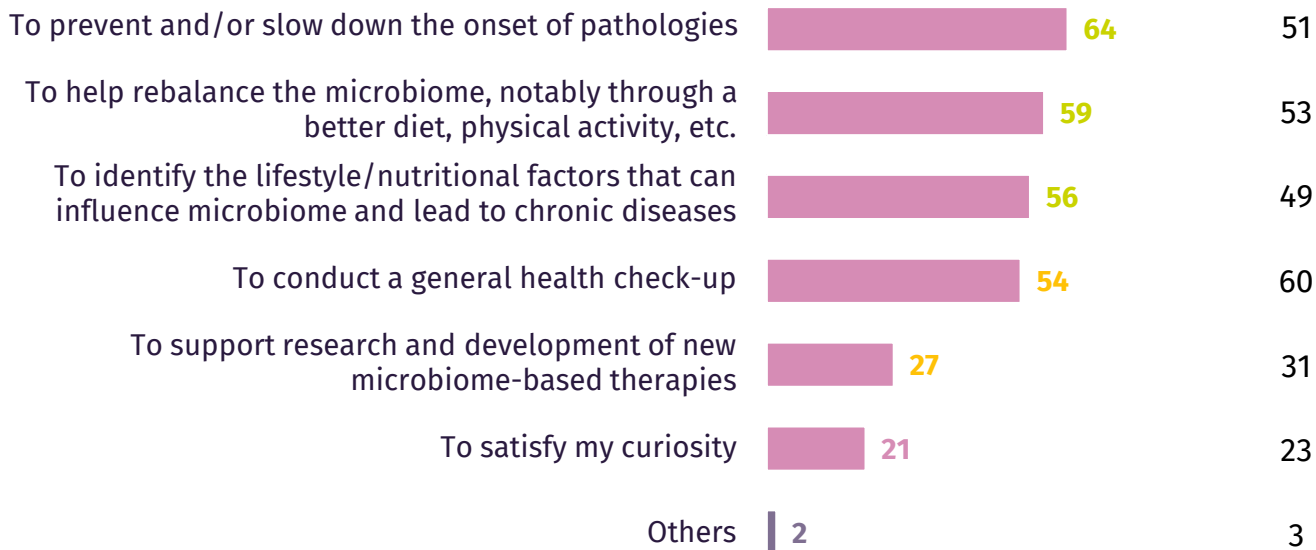


The majority believe microbiome testing would be beneficial for three key purposes: for pathology prevention, to help rebalance the microbiome, and to identify lifestyle/nutritional factors.

NEW
QUESTION

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

Base: All respondents





The 45-59 yo age group are more likely to think microbiome testing might be useful to prevent pathology.

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 3	At least one health problem
Base	n=1000	n=110	n=191	n=172	n=269	n=258	n=506	n=494	n=56	n=502
To prevent and/or slow down the onset of pathologies	64	61	63	56	71	65	60	69	51	66
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	59	62	70	63	45	62	54	63	72	68
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	56	58	65	61	43	59	52	59	55	67
To conduct a general health check-up	54	55	58	61	43	56	48	59	47	60
To support research and development of new microbiome-based therapies	27	30	28	31	18	33	27	28	24	33
To satisfy my curiosity	21	34	32	20	12	19	22	20	25	23
Others	2	4	1	2	1	2	2	1	0	1

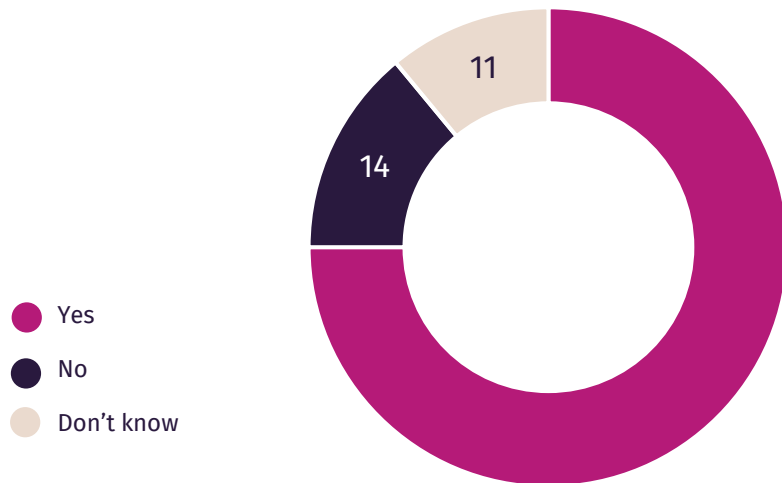


Stool donation willingness reaches 3 out of 4 individuals, even more among people with health conditions, surpassing the global average.

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?

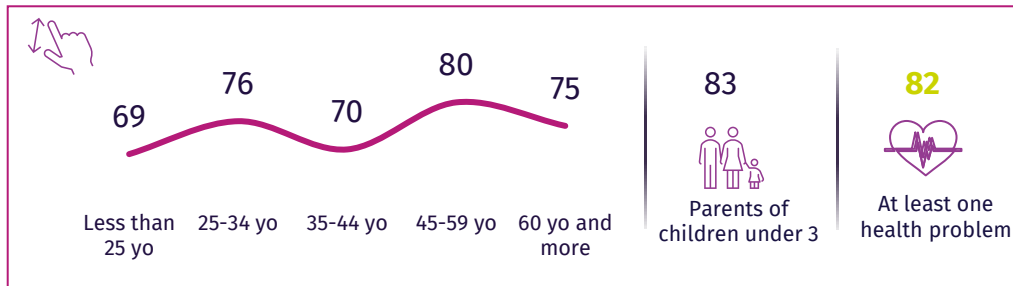
Base: All respondents

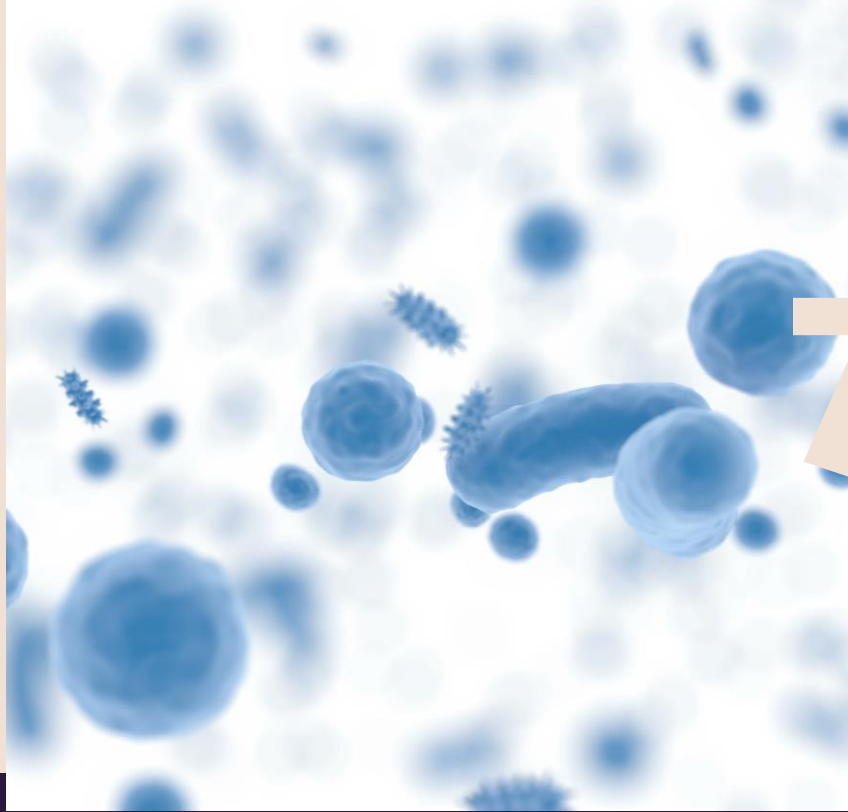


75% would be willing to donate their stool



59%





Focus on the vaginal microbiome

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



There is a good understanding of the vaginal microbiome among Chinese women. (1/2)



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

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

84 ✓

9

7

16

Vaginal dryness/dehydration has consequences on vaginal microbiome

80 ✓

7

13

20

The vagina is self-cleaning

77 ✓

10

13

23

Antibiotics can alter the vaginal microbiome

70 ✓

9

21

30

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

14

70 ✓

16

30

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

65 ✓

11

24

35



True



False



Don't really know





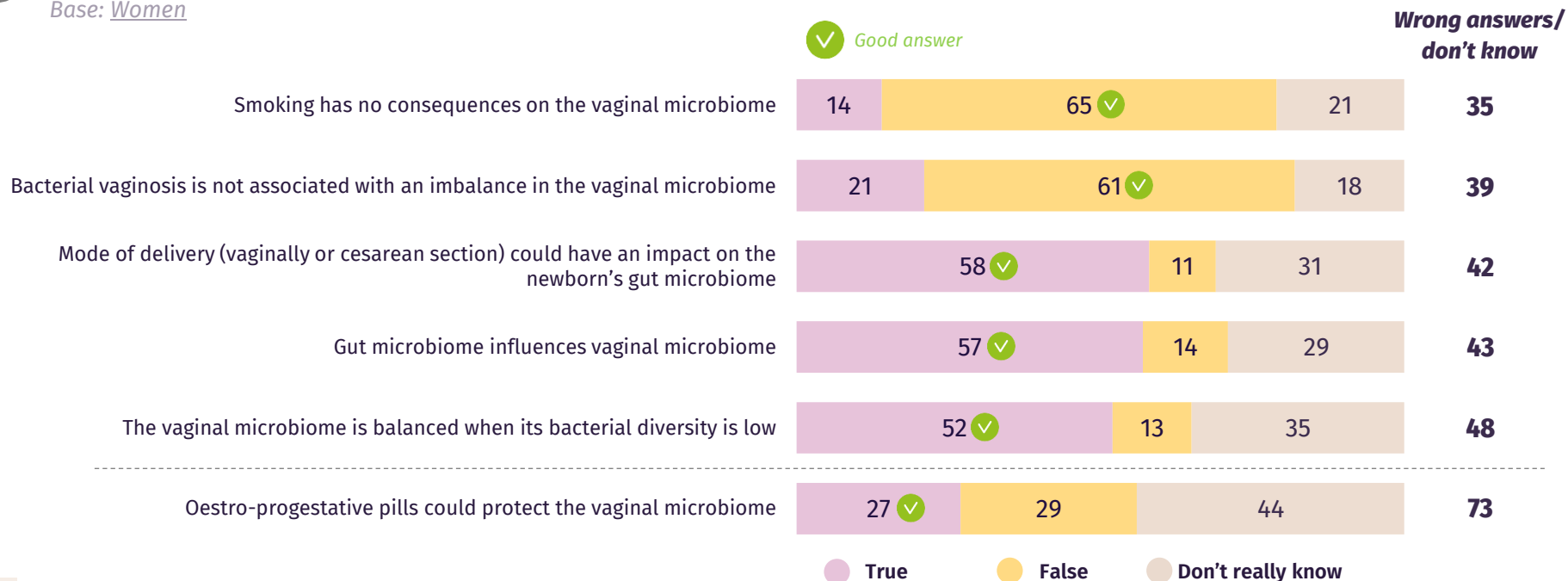
(2/2)

The only lesser-known aspect is the impact of oestro-progestative pills on the vaginal 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





When focusing on the vaginal microbiome, knowledge appears higher than average, and has improved over time.

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	
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	84	+8	+2	66
Vaginal dryness/dehydration has consequences on vaginal microbiome	80	+15	Not asked in 2023	68
The vagina is self-cleaning	77	+6	+5	58
Antibiotics can alter the vaginal microbiome	70	+8	Not asked in 2023	72
From childhood to menopause, a woman's vaginal microbiome remains the same	70	+5	+15	60
Every woman has a vaginal microbiome that is different from any other woman's	65	+13	-4	66
Smoking has no consequences on the vaginal microbiome	65	+3	Not asked in 2023	55
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	61	+1	+12	44
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	58	+7	Not asked in 2023	41
Gut microbiome influences vaginal microbiome	57	+5	Not asked in 2023	45
The vaginal microbiome is balanced when its bacterial diversity is low	52	-1	+6	26
Oestro-progestative pills could protect the vaginal microbiome	27	+1	Not asked in 2023	22



Significant differences vs total - superior



Significant differences vs total - inferior





Women with health problem know more about vaginal microbiome role and functions.

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

7,7/12

Number of good responses on average

7,7



Less
than
25 yo

7,2



25-34 yo

7,7



35-44 yo

8,0



45-59 yo

7,8



60 yo
and
more

8,1



At least
one health
problem



Significant differences vs total - superior



Significant differences vs total - inferior



Half of women have received all these 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

52% received **ALL THESE INFORMATION**, at least one time
17% received **all these information several times**

2024: 47%

15%

2023: 55%

11%

+6pts vs 2023

% Yes

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



65

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



65

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



57



Yes, several times



Yes, once



No, never





Chinese women receive more information and advice about the microbiome from their healthcare providers than women in other parts of the world, although they received it less frequently than in 2023.



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	52	+5	-8	32
% Received ALL THESE INFORMATION, several times	17	+2	+4	11
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	65	+3	-13	42
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	65	+4	-11	42
Explain to you what the vaginal microbiome is and what its roles and functions are	57	+1	-15	37



Significant differences vs total - superior



Significant differences vs total - inferior



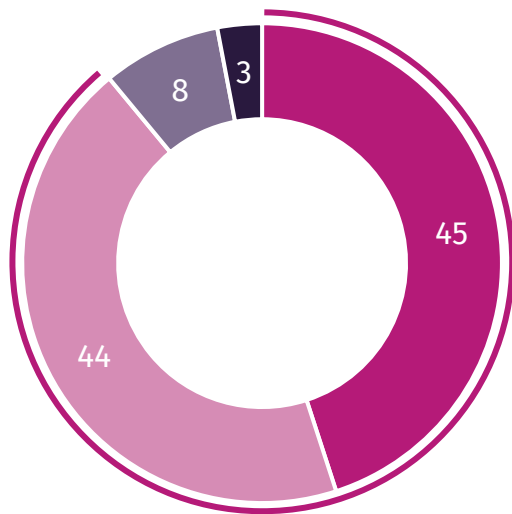


Most of Chinese women would like to have more information about the importance of the vaginal microbiome and its impact on health.



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

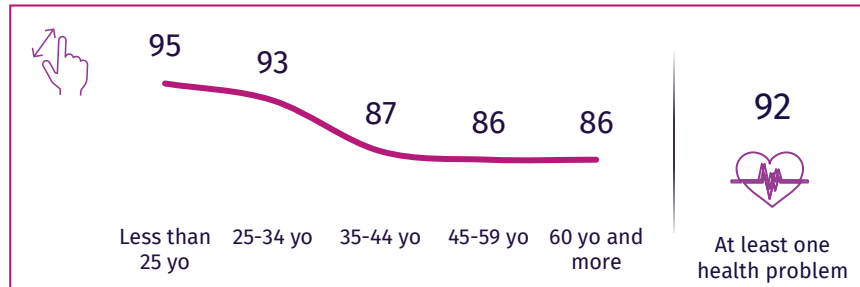
89% would like to have more information about the importance of the vaginal microbiome and its impact on health

2024 : 80%

2023 : 83%



85%



Significant differences vs total - superior

Significant differences vs total - inferior

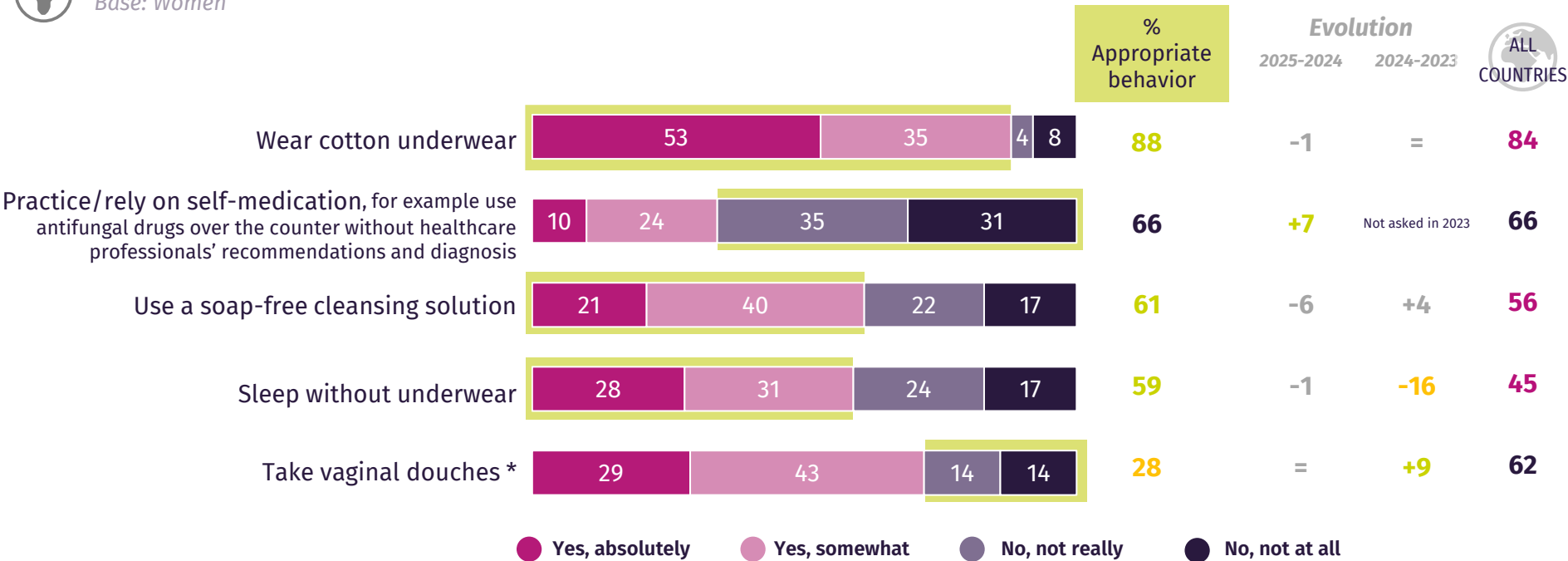


Chinese women are more likely than in other countries to adopt specific behaviors to protect their vaginal microbiome. However, around 7 out of 10 still take vaginal douches.



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).



Women aged 44yo or less are most likely to adopt appropriate behaviors for their vaginal microbiome.



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



Less than 25 yo

3,2



25-34 yo

3,2



35-44 yo

2,8



45-59 yo

3,0



60 yo and more

3,0



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior

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Institut et Ipsos - mars 2025

International
Microbiota
Observatory

Ipsos

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 Chinese results



China

Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	18% ↗
Subtotal « Aware »	69% ↗
Subtotal Aware of the gut microbiome	63% ↗
Subtotal Aware of all microbiome	30%
Level of knowledge around the microbiota	
Mean of good answers	7,0/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	66% ↗
Know exactly what are prebiotics	36%
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	69% ↘
Microbiome testing	
Interested in taking a microbiome test	74%

Key learnings

The majority of Chinese are aware of what microbiome is, a result close to the average. They appear to be more aware of the different types of microbiome compared to the average. However, still a minority of people have precise awareness of microbiome.

Knowledge of the role and functions of microbiome is better in China than in other countries. Moreover, this knowledge is improving every year among Chinese. Consequently, they are more likely to change their behaviors to maintain their microbiome balanced. For example, Chinese consume more probiotics and prebiotics than average.

Chinese appear to have received more information about the microbiome from their healthcare professionals than average, even if this level is lower compared to 2023. Therefore, healthcare professionals should continue to provide more information, especially when antibiotics have been prescribed.

Chinese express an above-average interest about microbiome testing. 3 out of 4 would be willing to donate their stool for scientific purpose.



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 (rod-shaped), and branching structures, resembling a microscopic view of a microbial community.

ANNEXES

ABOUT IPSOS

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