



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Third wave

Finnish 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 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 last wave (2024)

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.

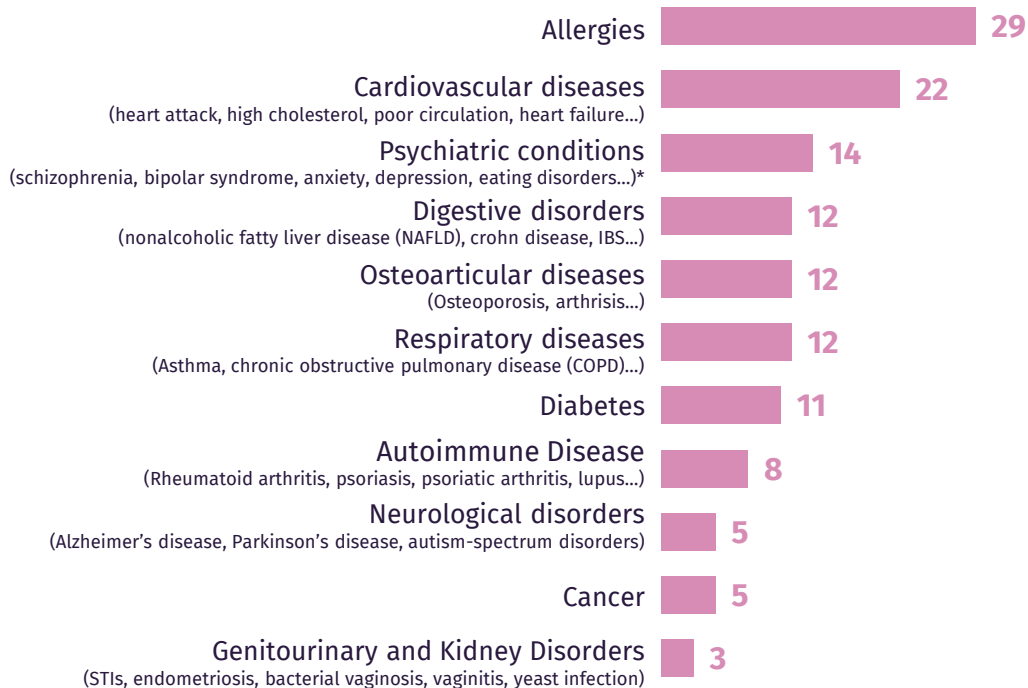


People with current conditions A focus detailed throughout the report



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

Base: All respondents



*This item has been detailed compared to last year



Awareness of the microbiome shows a slight upward trend, although it remains low and considerably below global averages.

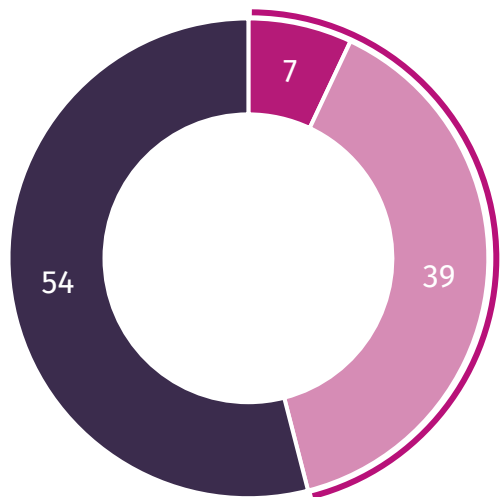


Awareness of the microbiome is significantly lower compared to global results : more than half haven't heard of it, especially after 45yo.



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

Base: All respondents

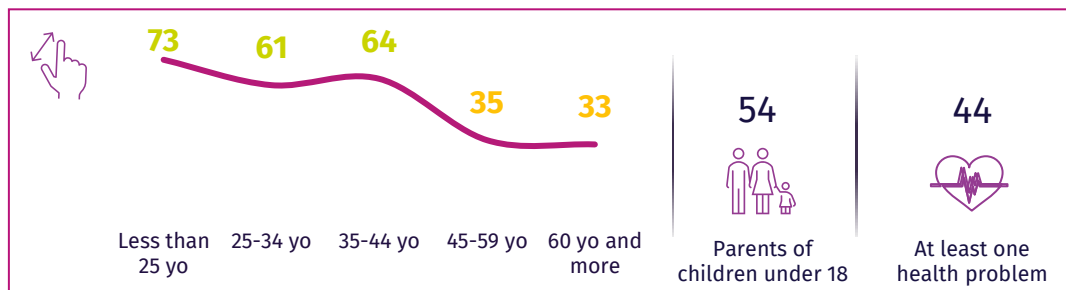


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

46% have already heard about the term microbiome
2024 : 41% +5pts vs 2024



71%



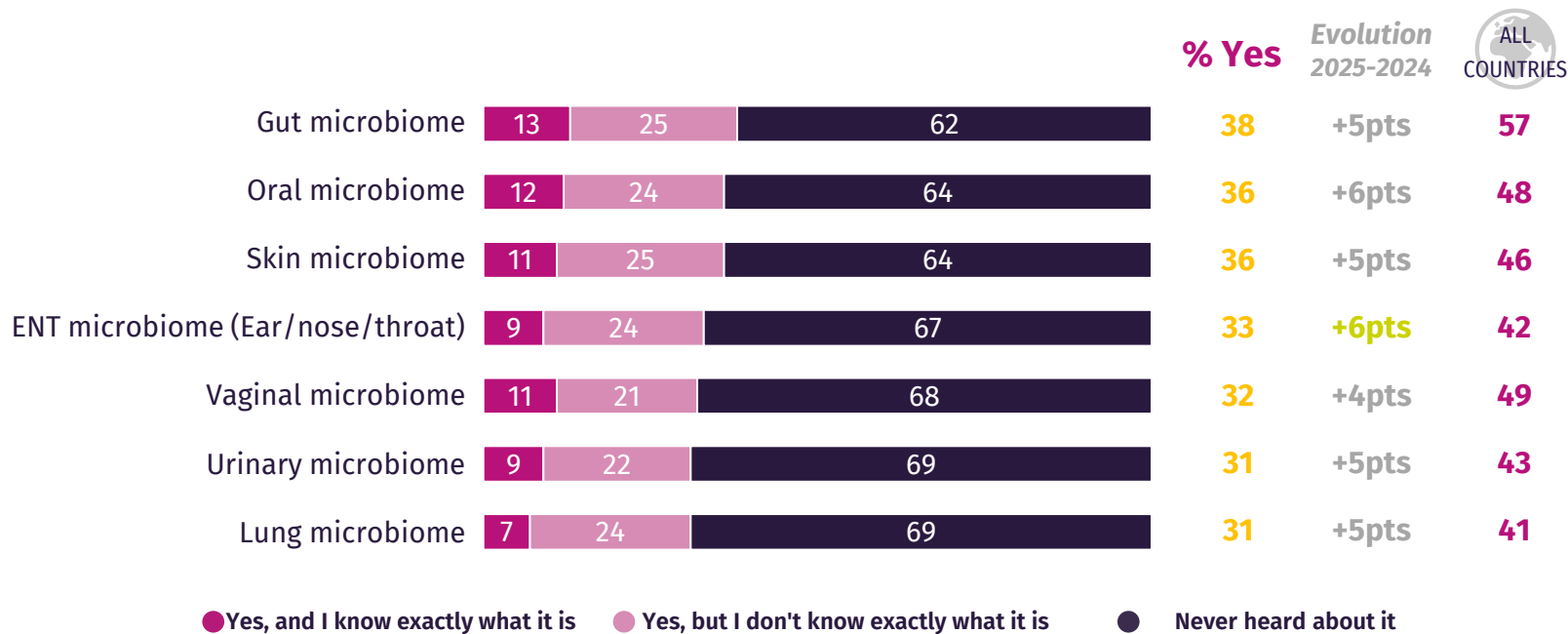
● Significant differences vs total - superior ● Significant differences vs total - inferior

Despite slight progress in awareness of different microbiome types, Finnish people's awareness remains significantly below global trends.



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

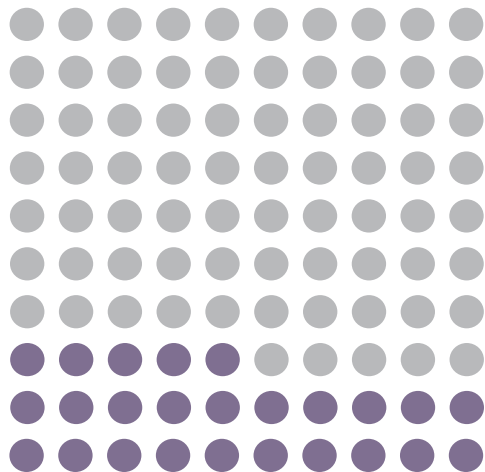
Base: All respondents



In total, only a quarter of Finns have heard of each microbiome type. Those aged 25-44 are more likely to be familiar with them.



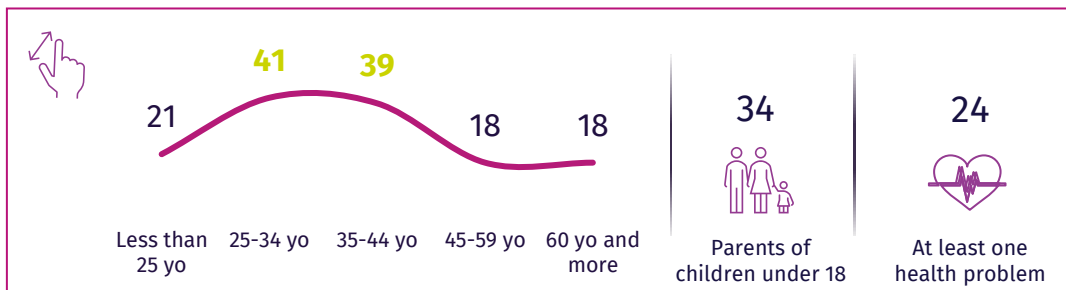
Question 3. And more specifically, have you ever heard of the following terms?
Base: All respondents



25% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome
2024 : 20% +5pts vs 2024



31%



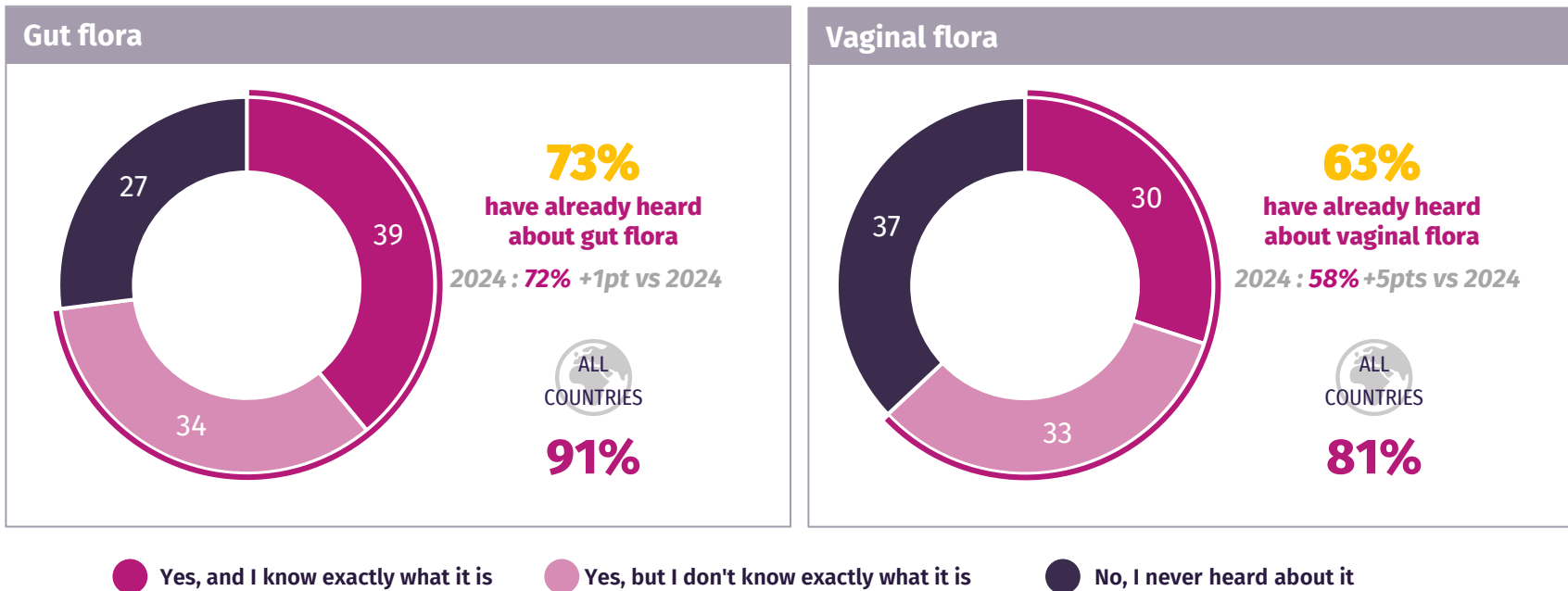
But only 6% know precisely all of them
2024 : 5% +1pt vs 2024



7%

As last year, the term “flora” is more popular than microbiome. But still a significant part of people don’t know exactly what it is.

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





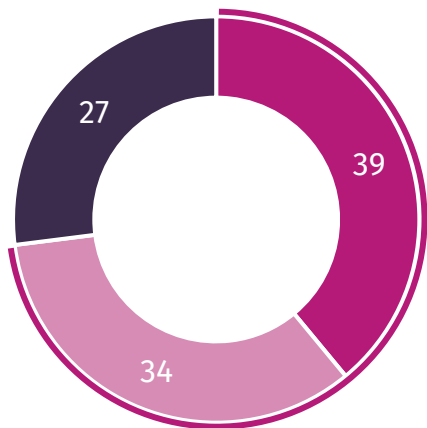
Women and the 35-44 yo age groups seem to be more aware of gut flora.



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

Base: All respondents

Gut flora



73%

have already heard
about gut flora

2024 : 72% +1pt vs 2024



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



Subtotal "Yes"

62

84

74

Yes, and I know
exactly what it is

24

53

38



Men



Women



At least one
health problem

Subtotal "Yes"

56

70

78

81

72

Yes, and I know
exactly what it is

18

Less than 25
yo

38

25-34 yo

57

35-44 yo

46

45-59 yo

33

60 yo and
more



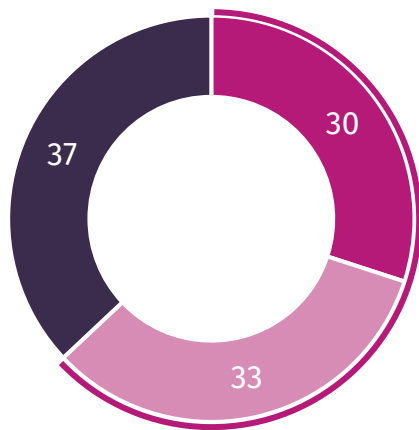
Women and the 35-44 yo age groups appear more aware of vaginal flora.



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

Base: All respondents

Vaginal flora



63%

have already heard
about vaginal flora

2024 : **58%** +5pts vs 2024



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"

45

80

62

Yes, and I know
exactly what it is

15

44

29



Men



Women



At least one
health problem

Subtotal "Yes"

40

63

77

75

56

Yes, and I know
exactly what it is

11

30

45

38

23

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and
more

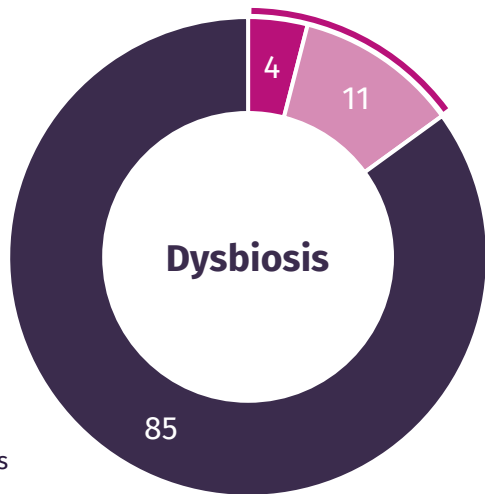


Despite a significant increase since last year, dysbiosis remains unfamiliar to most Finnish people.



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

Base: All respondents

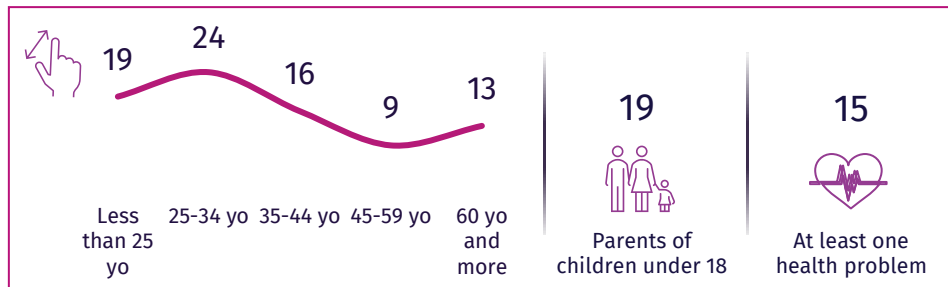


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

15% have already heard about the term 'dysbiosis'
2024 : 10% +5pts vs 2024



33%



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



Despite previous gaps in awareness, Finnish people's knowledge of the microbiome has increased this year, with some aspects even surpassing global trends.



Despite the general unfamiliarity with microbiome-related terms, the majority of Finnish people are aware of many aspects regarding the role and functions of the 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



Good answer

Wrong answers/
don't know

Our diet has **significant consequences** on the **balance** of our microbiome

85 ✓

2 13

15

In some cases, **an imbalance** in the microbiome **may have significant health consequences**

80 ✓

2 18

20

Antibiotics have an impact on our microbiome

76 ✓

2 22

24

The microbiome plays **an important role** in **immune defense mechanisms**

76 ✓

4 20

24

Many **diseases** such as irritable bowel syndrome (IBS), obesity, vaginosis could be **linked to the microbiome**

74 ✓

3 23

26

In the field of **vaginal health**, the microbiome plays **an important role** in **women's health**

71 ✓

1 28

29

The microbiome enables the gut **to deliver essential information to the brain** for our health

61 ✓

5 34

39

Your microbiome is **located exclusively in the gut**

13

50 ✓

37

50

The microbiome is only **made up of bacteria**

11

42 ✓

47

58



True



False



Don't really know



Finnish people's knowledge of the microbiome has increased this year, with some aspects even surpassing global trends.



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	Evolution 2025-2024	ALL COUNTRIES
Our diet has significant consequences on the balance of our microbiome	85	+2pts	80
In some cases, an imbalance in the microbiome may have significant health consequences	80	=	79
Antibiotics have an impact on our microbiome	76	-1pt	73
The microbiome plays an important role in immune defense mechanisms	76	=	76
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	74	+2pts	68
In the field of vaginal health , the microbiome plays an important role in women's health	71	+3pts	70
The microbiome enables the gut to deliver essential information to the brain for our health	61	+6pts	56
Your microbiome is located exclusively in the gut	50	+3pts	53
The microbiome is only made up of bacteria	42	+7pts	32





In Finland, younger individuals and men demonstrate more limited knowledge about the microbiome compared to women.



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.

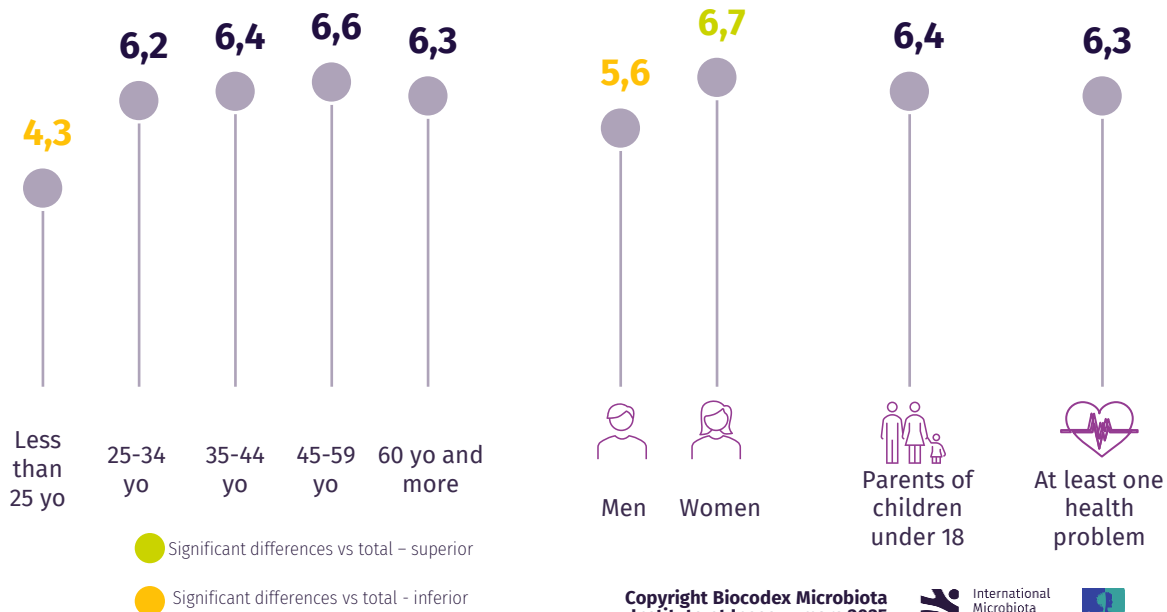
Base: All respondents



5,9

6,2/9

Number of good responses on average





3

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

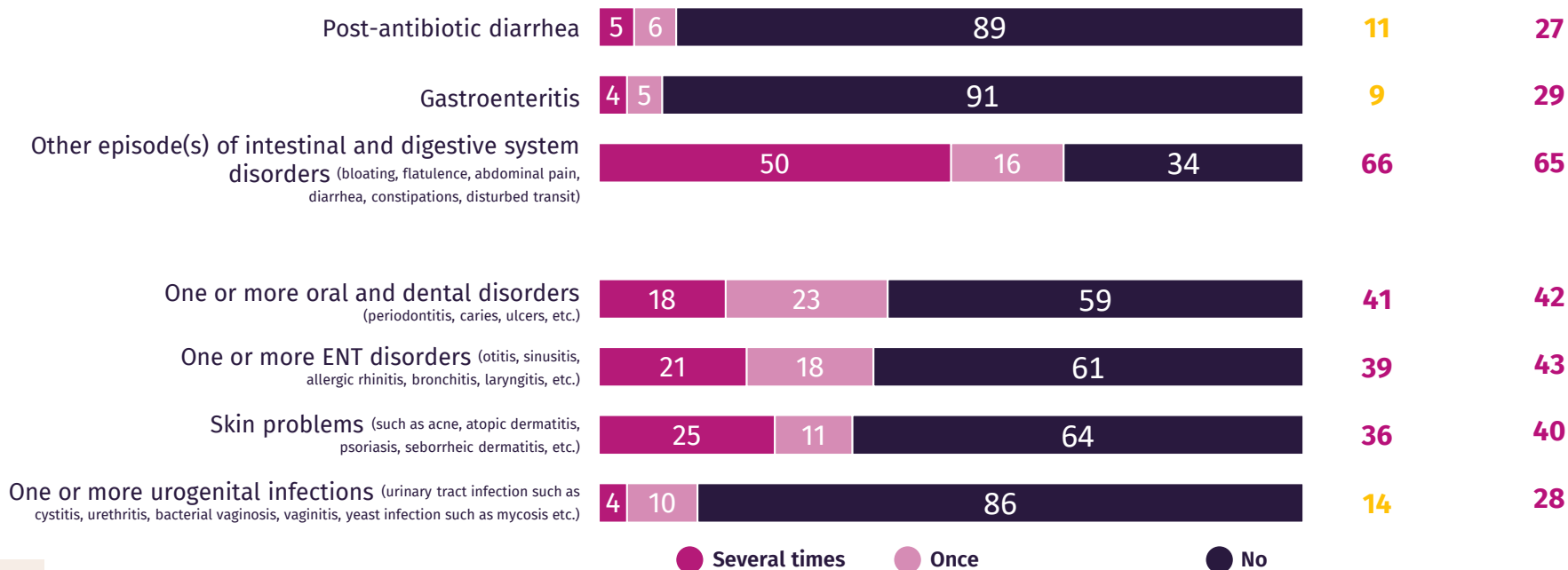
In the last 12 months, 1 in 10 people have experienced post-antibiotic diarrhea or gastroenteritis, while more than half had other episodes of intestinal and digestive system disorders.



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

Base: All respondents

% Yes



Several times



Once



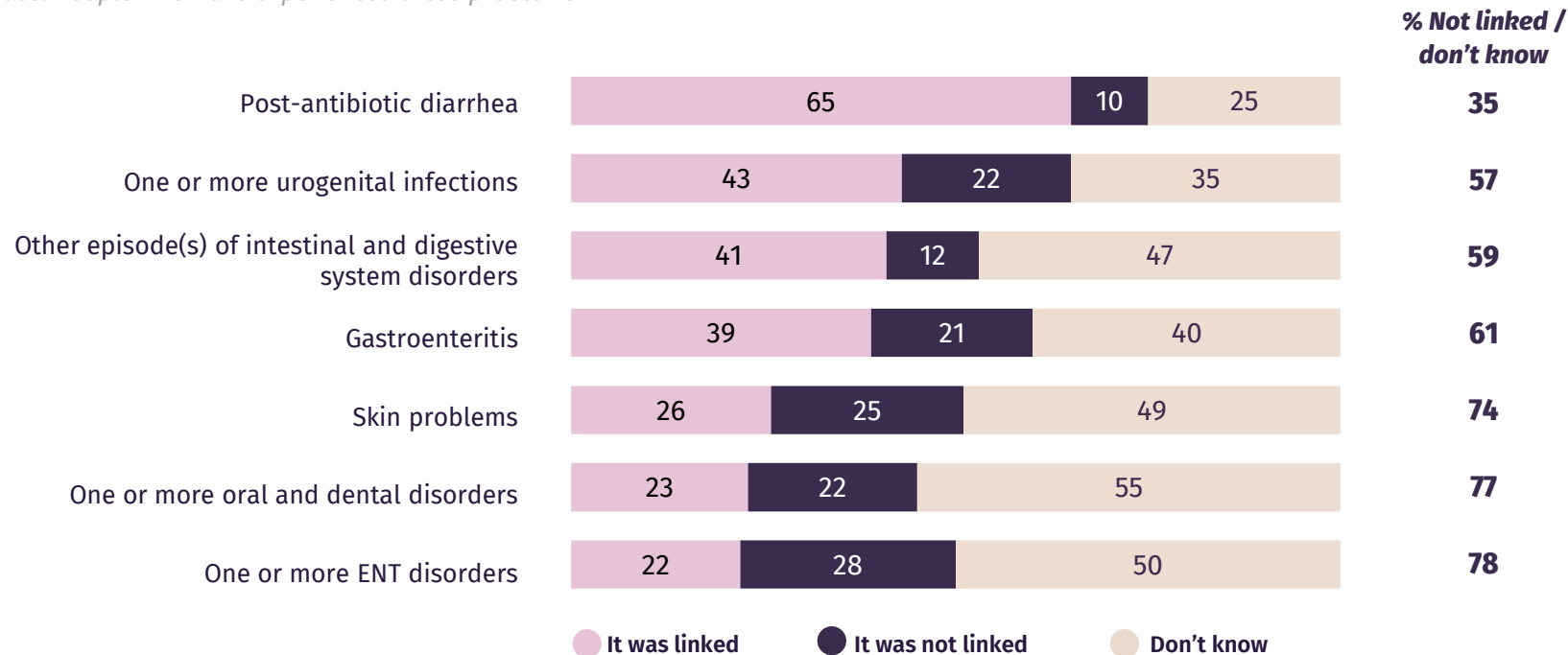
No

When suffering health problems, most people can't say whether the problem is linked to their microbiome or not.



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

Base: People who have experienced these problems





Finns are less likely than the global average to associate their health issues with microbiome imbalances.



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 2025-2024	ALL COUNTRIES
⚠ Post-antibiotic diarrhea	65	+10pts	59
One or more urogenital infections	43	-2pts	52
Other episode(s) of intestinal and digestive system disorders	41	=	48
⚠ Gastroenteritis	39	-18pts	48
Skin problems	26	+7pts	37
One or more oral and dental disorders	23	+3pts	34
One or more ENT disorders	22	+8pts	31



4

**Finns are less likely to
change their
behaviours to keep
their microbiome
balanced**

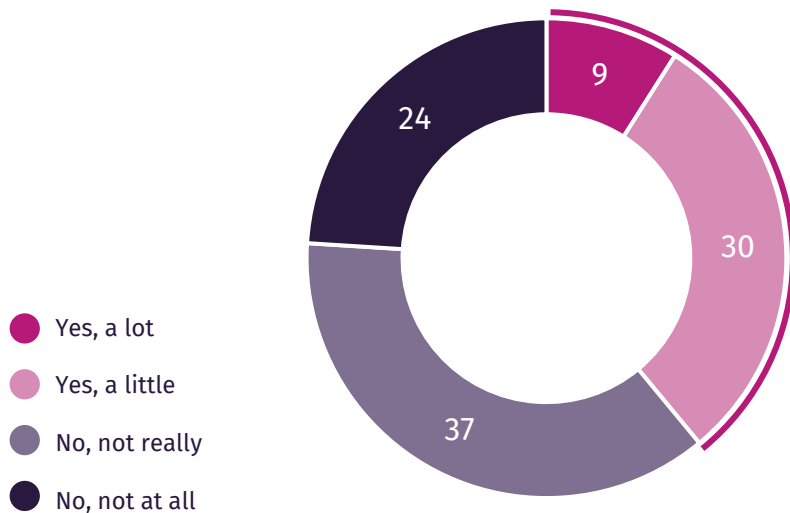


The proportion of Finns altering their lifestyles for microbiome balance lags significantly behind global figures, with no notable increase observed.



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

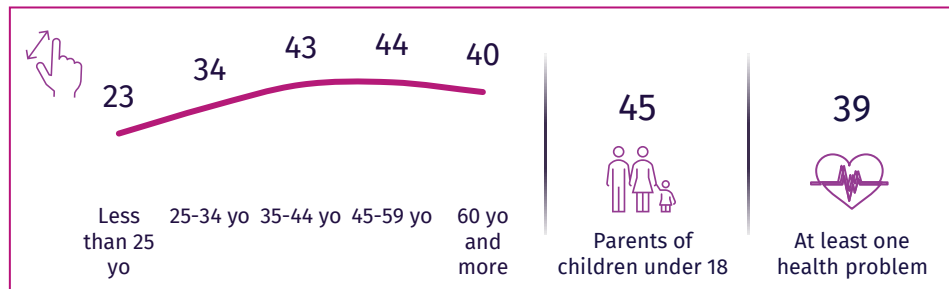


39% have changed their behaviors

2024 : 36% +3pts vs 2024



56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

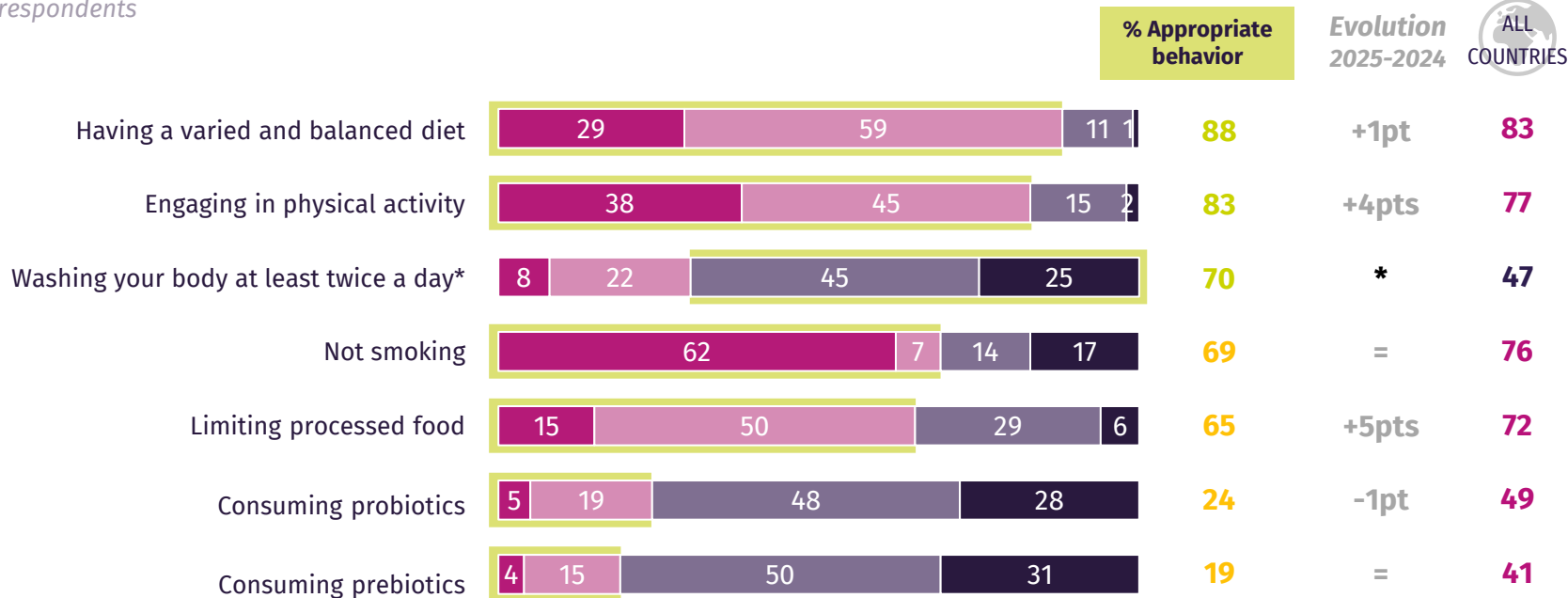


Finns have largely adopted 'standard' healthy behaviors, even surpassing global averages in areas such as diet, physical activity, and body hygiene. However, they lag behind in adopting behaviors related to probiotics and prebiotics.



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

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



Finnish men have adopted fewer positive behaviors compared to the average.



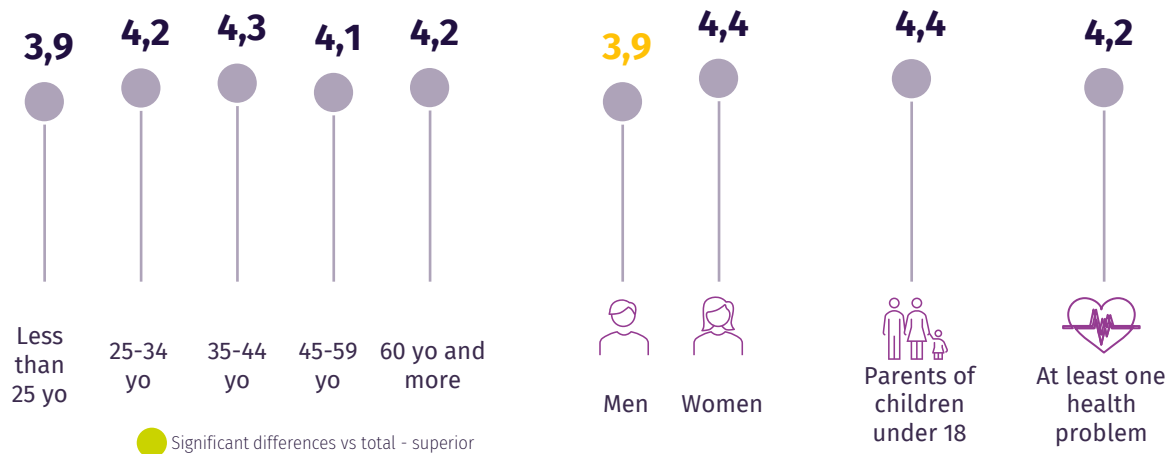
Question 11. In your daily life, do you regularly adopt the following behaviors?
Base: All respondents



4,5



Number of good responses on average

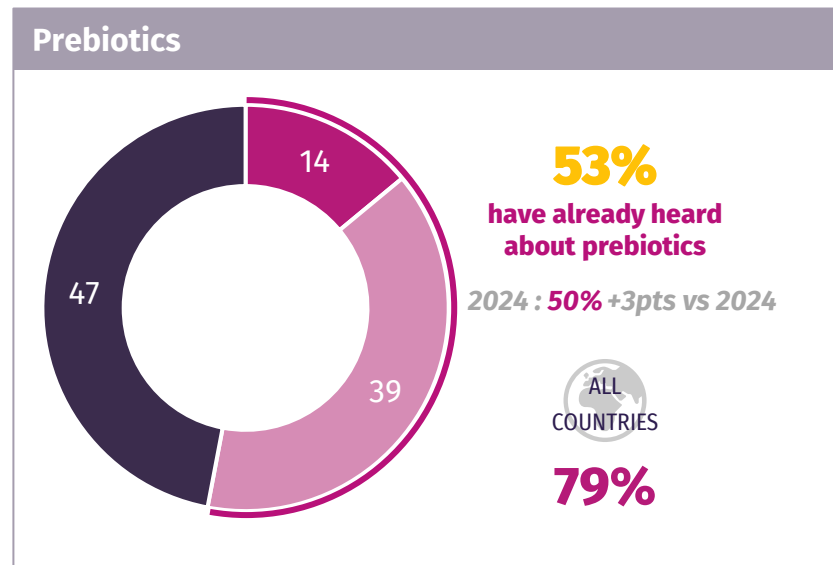
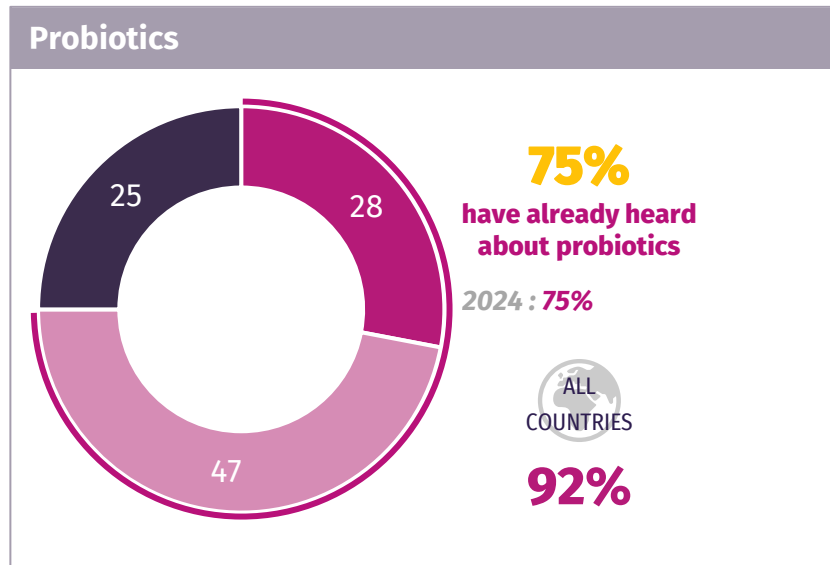


● Significant differences vs total - superior
● Significant differences vs total - inferior

In Finland, probiotics and prebiotics awareness remains low and considerably below global averages.



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

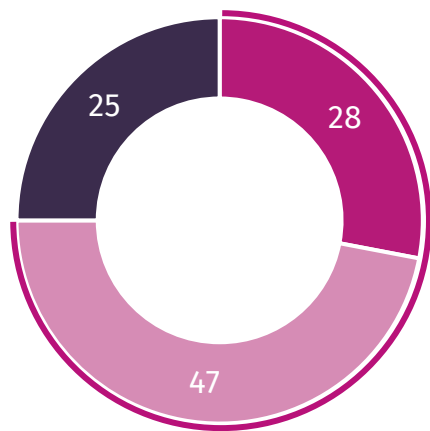


Women and people aged 35 to 44 are more aware of probiotics compared to men and the youngsters.



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

Probiotics



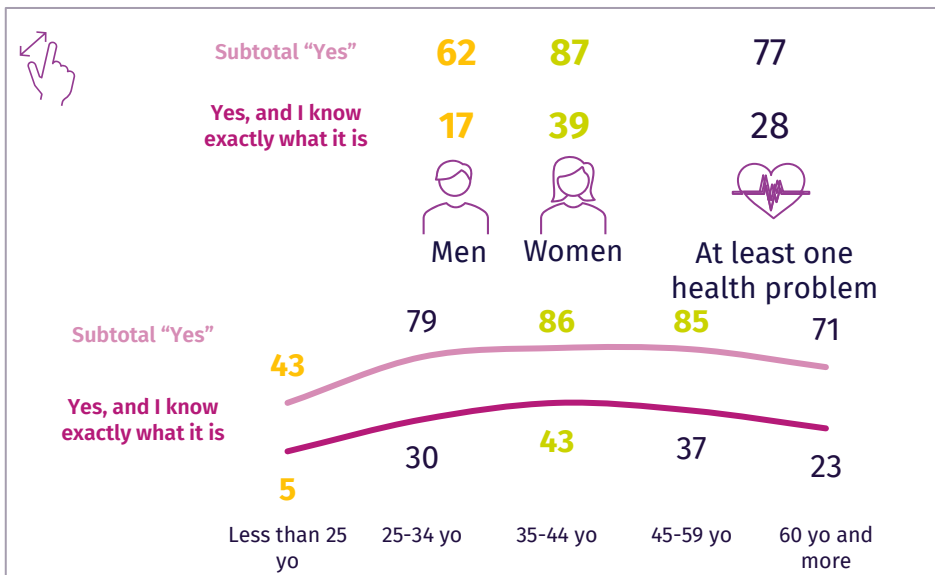
75%
have already heard
about probiotics

2024 : 75%



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





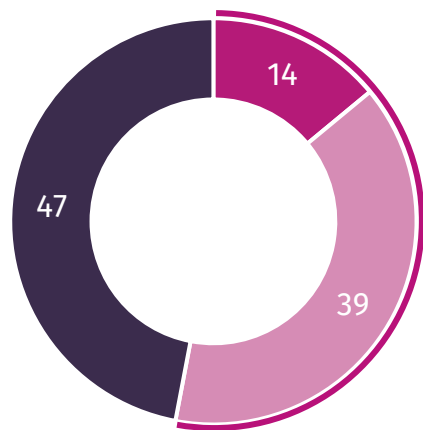
Similarly, for prebiotics awareness, women and people aged 35 to 59 are more aware of them.



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

Base: All respondents

Prebiotics



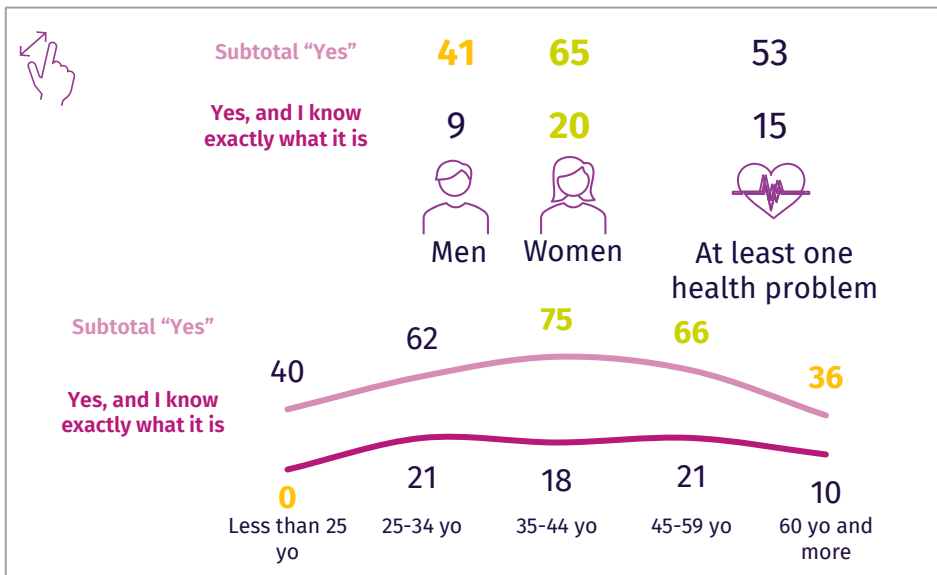
53%
have already heard
about prebiotics

2024 : **50%** +3pts vs 2024



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





The scarcity of microbiome information provided by HCPs to Finns highlights the urgent need for healthcare providers to take a more active role in patient education



1 in 3 people discovered the microbiome answering the survey. Otherwise, the main source is through school or studies.



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

Base: All respondents

Evolution
2025-2024

ALL
COUNTRIES





The youngest (less than 35 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 n=41	25-34 yo n=80	35-44 yo n=80	45-59 yo n=109	60 yo and more n=190	Men n=236	Women n=264	Parents of children under 18 n=113	At least one health problem n=338
While answering this questionnaire	34	20	22	23	34	48	43	26	27	36
School/studies	16	40	32	23	14	2	11	21	28	17
By a healthcare professional	5	2	9	5	6	3	3	7	7	5
On television, in health-related programs	5	0	5	0	8	8	6	5	2	7
In national press (general, mainstream media)	3	0	1	4	2	4	3	3	3	2
On a blog, an online article	3	2	3	6	4	2	2	4	4	3
On social media (influencers...)	3	2	6	5	4	1	0	6	2	3
On the radio	2	5	0	3	2	2	3	2	2	2
Scientific podcast	2	2	2	3	2	1	3	1	3	1
Advertisements (TV, press, street ads...)	2	0	0	4	1	3	1	2	3	2
In specialized press (wellness, health magazines)	2	2	0	1	1	4	2	2	1	2
Your family, friends, acquaintances	2	5	1	4	0	1	1	2	4	2
In a booklet/brochure at your healthcare professional's office	1	0	0	0	0	2	0	1	0	1
On television during the news	1	3	2	2	0	1	2	1	1	1
In regional daily press	1	0	0	2	2	1	1	1	1	1
From your colleagues	1	3	1	0	0	1	1	0	0	0
Occupational doctor / workplace nurse	1	3	1	0	0	1	2	1	1	0
During a sports activity	0	2	0	0	0	0	0	0	0	0
Other	16	9	15	15	20	15	16	15	11	15

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

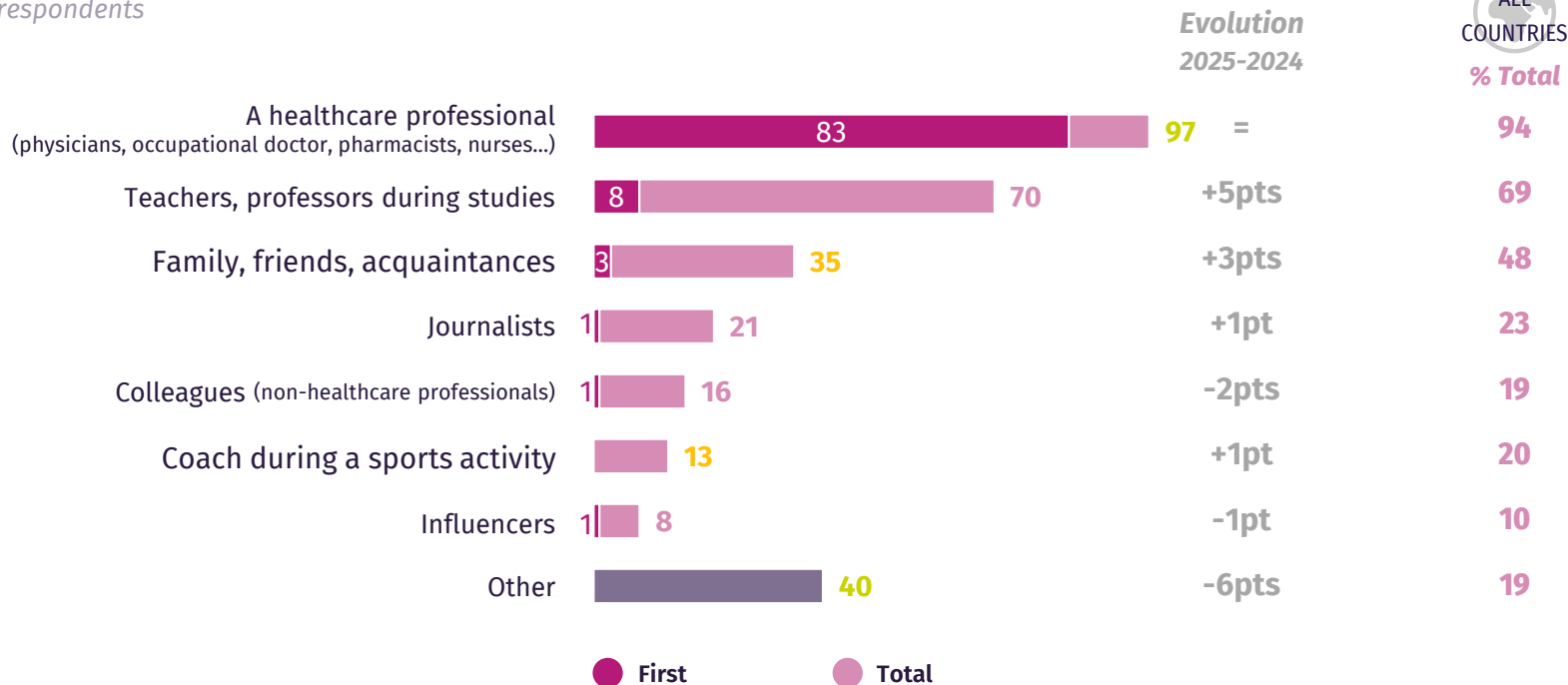
Healthcare professionals stand out as the first source to get relevant and trustworthy information about the microbiome.



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 across all age categories, healthcare professionals remain as the most reliable source of information, followed closely by the teachers or professors for the youngsters.

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 <i>n=41</i>	25-34 yo <i>n=80</i>	35-44 yo <i>n=80</i>	45-59 yo <i>n=109</i>	60 yo and more <i>n=190</i>	Men <i>n=236</i>	Women <i>n=264</i>	Parents of children under 18 <i>n=113</i>	At least one health problem <i>n=338</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	97	88	98	98	96	99	95	98	97	97
Teachers, professors during studies	70	87	84	75	69	58	68	72	82	69
Family, friends, acquaintances	35	40	34	37	33	35	34	36	33	36
Journalists	21	21	13	25	22	23	22	20	20	22
Colleagues (non-healthcare professionals)	16	21	16	8	16	18	17	14	12	15
Coach during a sports activity	13	13	10	14	17	12	16	11	13	14
Influencers	8	8	5	5	7	12	9	8	4	9
Other	40	22	41	40	41	44	40	41	40	38



The majority of Finns have never received any microbiome-related information from their healthcare professionals, with no progress observed over the past year.



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

Base: All respondents

Only **8%** received **ALL THESE INFORMATION**, at least one time
2% received all these information several times

2024: 8%
2%

% Yes

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



23

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



20

Prescribe probiotics or prebiotics



19

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



18

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



The level of information received by the patients in Finland is considerably below global averages.



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	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	8	=	29
% Received ALL THESE INFORMATION, <u>several times</u>	2	=	8
Educate you about the importance of preserving as much as possible the balance of your microbiome	23	+1pt	47
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	20	=	46
Prescribe probiotics or prebiotics	19	+1pt	49
Explain to you what the microbiome is and what its roles and functions are	18	-1pt	42



No specific differences among gender, age or health situation regarding the information received.



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=41	n=80	n=80	n=109	n=190	n=236	n=264	n=113	n=338
Educate you about the importance of preserving as much as possible the balance of your microbiome	23	31	29	19	24	19	21	25	32	23
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	20	22	26	19	21	18	18	22	28	20
Prescribe probiotics or prebiotics	19	29	20	22	21	13	16	21	25	20
Explain to you what the microbiome is and what its roles and functions are	18	26	22	19	19	14	18	19	26	17

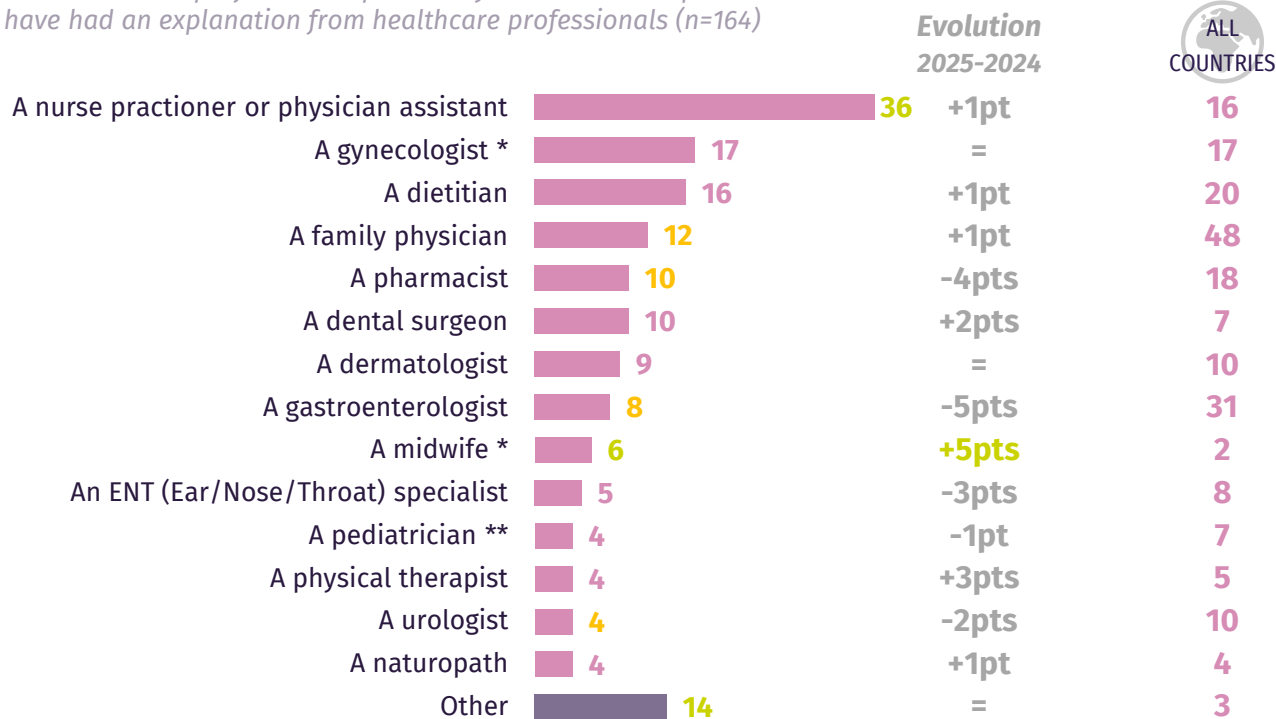


In contrast to global trends where family physician is the primary source, nurses and physician assistants are the one who provided information to Finns.



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

Base: People who have had an explanation from healthcare professionals (n=164)



* Item displayed to women

** Item displayed to parents



The nurse or physician assistant remain the #1 source across ages, gender and health situation.

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

Base: People who've received some information from HCPs (n=164)

	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=164	n=17	n=32	n=28	n=41	n=46	n=67	n=97	n=50	n=113
A nurse practitioner or physician assistant	36	41	53	35	22	35	34	37	31	35
A gynecologist	17	0	29	22	14	16	0	30	18	18
A dietitian	16	12	14	18	22	12	15	17	21	16
A family physician	12	0	4	11	20	16	14	10	15	13
A pharmacist	10	6	23	4	5	12	7	13	11	10
A dental surgeon	10	14	14	12	3	10	18	4	6	13
A dermatologist	9	26	3	11	0	13	12	7	9	8
A gastroenterologist	8	0	10	8	8	9	6	9	8	8
A midwife	6	7	9	12	2	2	0	10	11	4
An ENT (Ear, Nose, Throat) specialist	5	5	0	13	5	2	4	5	7	2
A pediatrician	4	0	10	9	3	0	2	6	13	5
A physical therapist	4	8	6	5	0	2	6	2	0	4
A urologist	4	5	3	3	3	7	6	3	2	5
A naturopath	4	5	7	0	6	2	8	1	7	4
Other	14	11	11	13	25	8	10	17	13	12

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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Institut et Ipsos - mars 2025

International
Microbiota
Observatory

Ipsos



This year again, only a minority of people has received information about microbiome after being prescribed antibiotics.



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

Base: All respondents

Only **15%** received **ALL THESE INFORMATION** from their HCPs

2024 : **18%** -3pts vs 2024

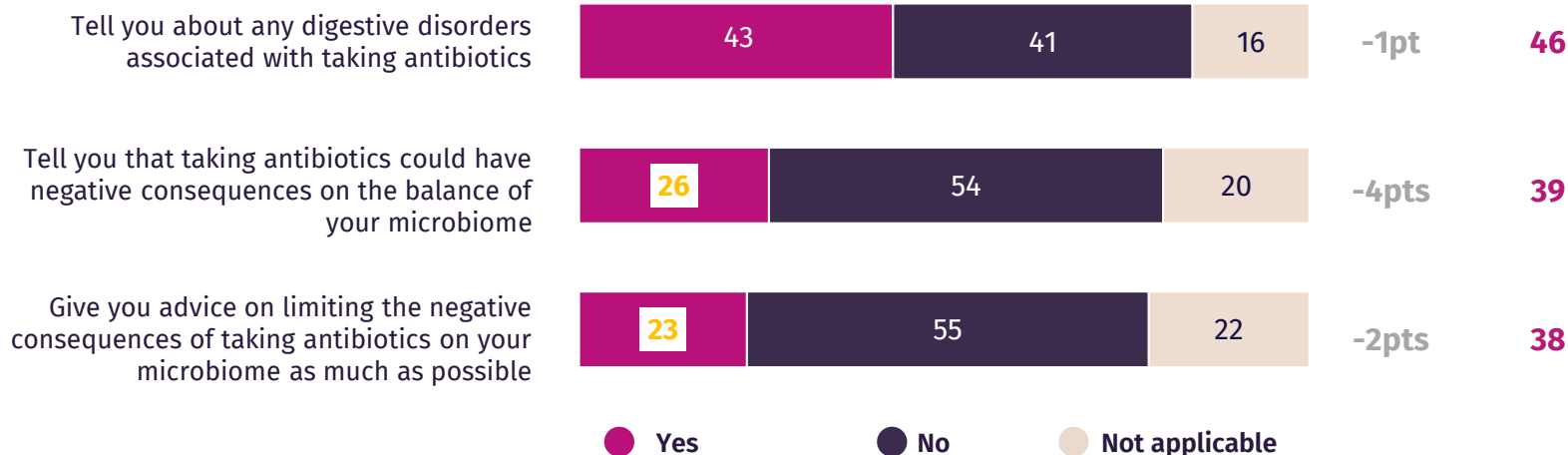


25%

Evolution
2025-2024



% Yes



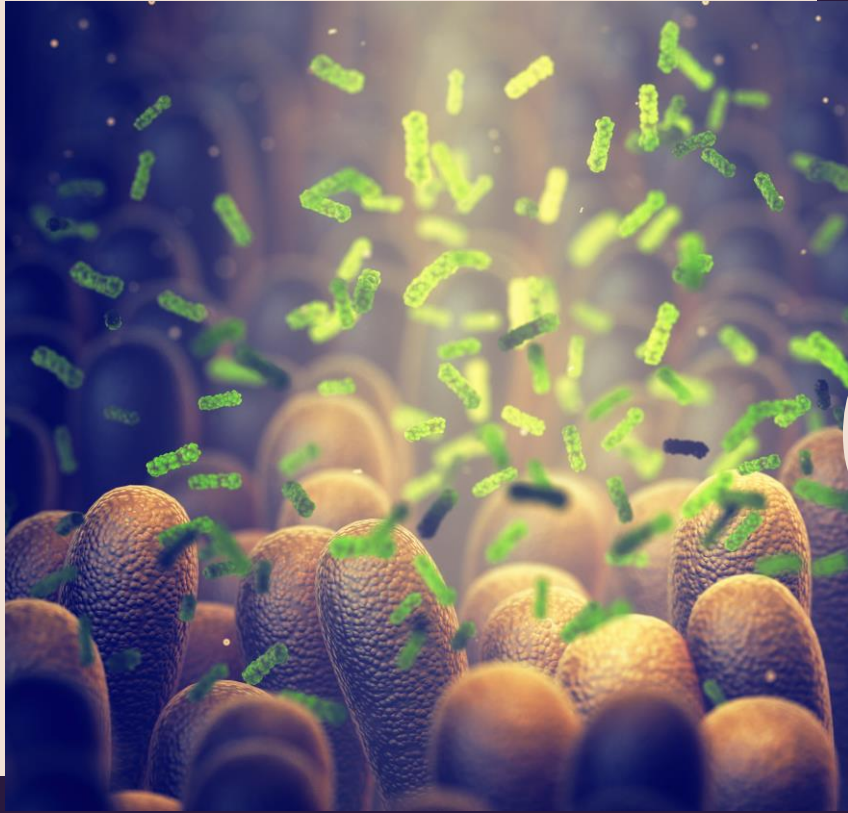


No specific differences of amount of information across gender, age, or health situation



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

% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 18	At least one health problem
	base n=500	n=41	n=80	n=80	n=109	n=190	n=113	n=338
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	15	12	15	18	14	15	17	15
Tell you about any digestive disorders associated with taking antibiotics	43	26	46	39	49	43	39	46
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	26	29	28	31	25	23	32	26
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	23	24	26	23	21	21	26	24



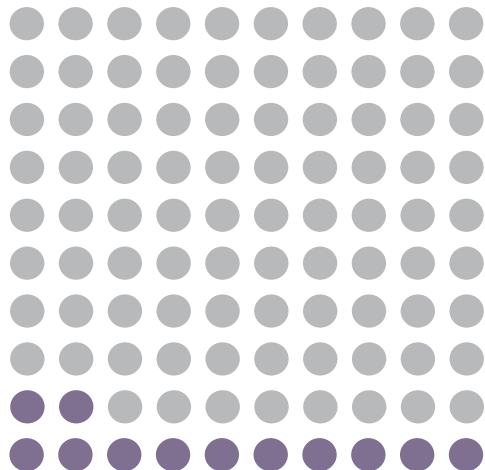
6

Despite being largely unfamiliar with microbiome testing, Finns perceive potential benefits from such tests.



Awareness of microbiome testing is very low among Finns, falling below global levels. However, it reaches about a quarter of those aged 25-34.

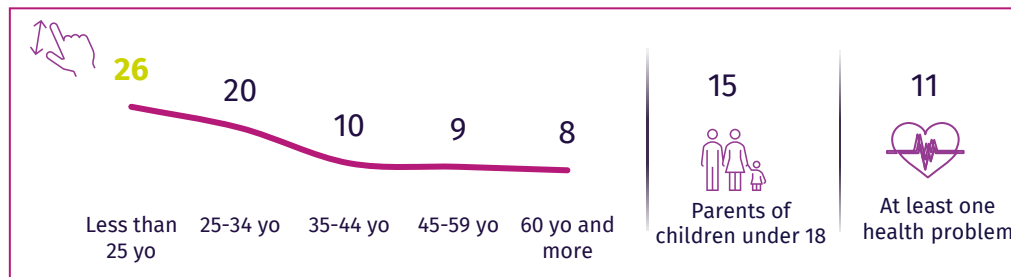
NEW QUESTION Question 1-2025. Have you ever heard of testing your microbiome?
Base: All respondents



12% have already heard of testing their microbiome



27%



● Significant differences vs total - superior

● Significant differences vs total - inferior



Notably, interested individuals are more likely to consider testing multiple microbiome locations.

NEW
QUESTION

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

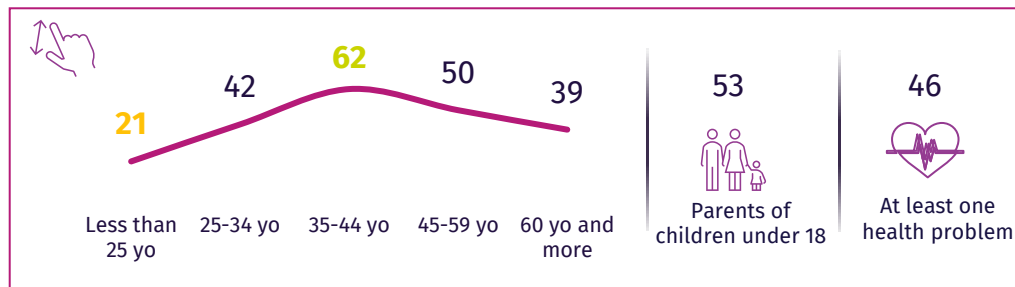
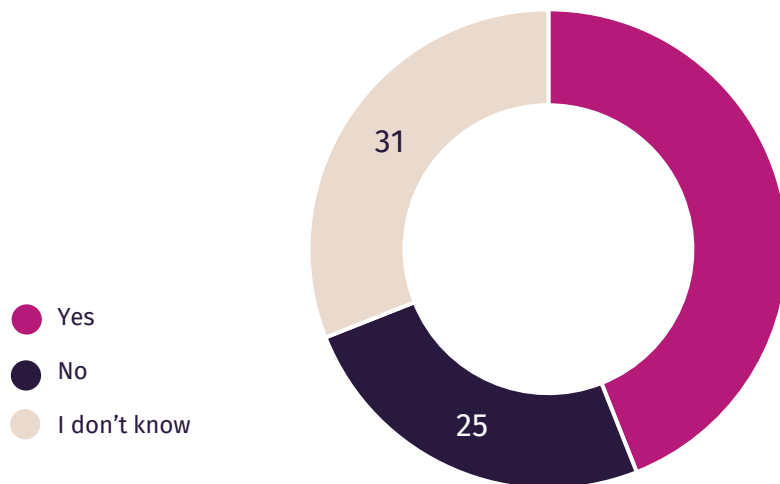
Base: All respondents



44% would be interested in taking a microbiome test

61%

53% among those aware of « Microbiome » term



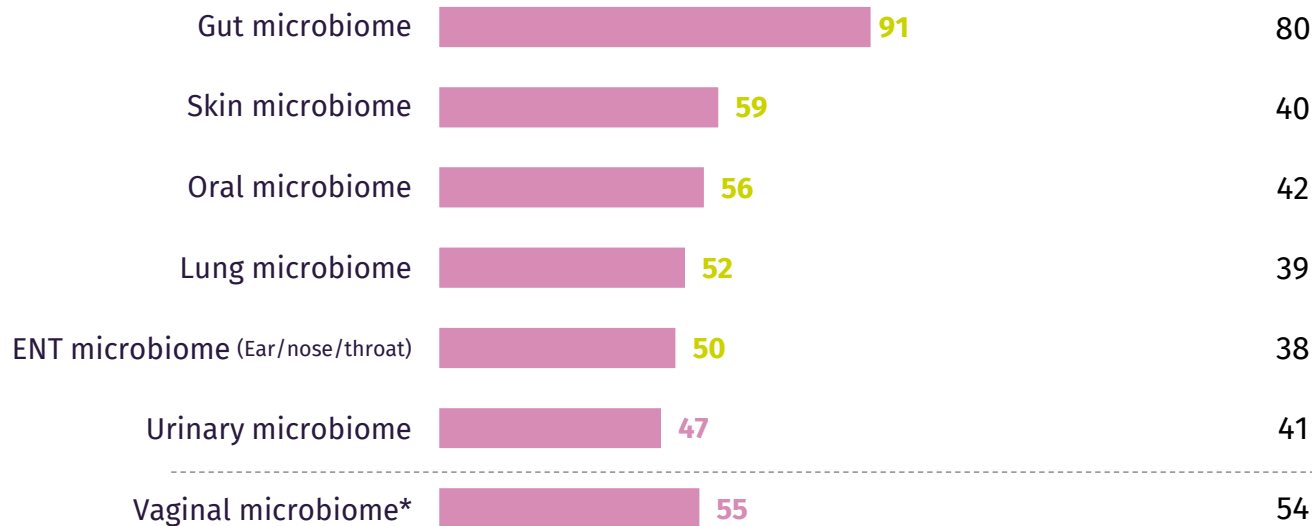
● Significant differences vs total - superior

● Significant differences vs total - inferior



Nevertheless, among those interested, they are more likely to be interested in testing several microbiome locations.

NEW QUESTION Question 3-2025. Which one(s) would you be interested to test?
Base: Would be interested in taking a microbiome test (n=222)



* Item displayed to women

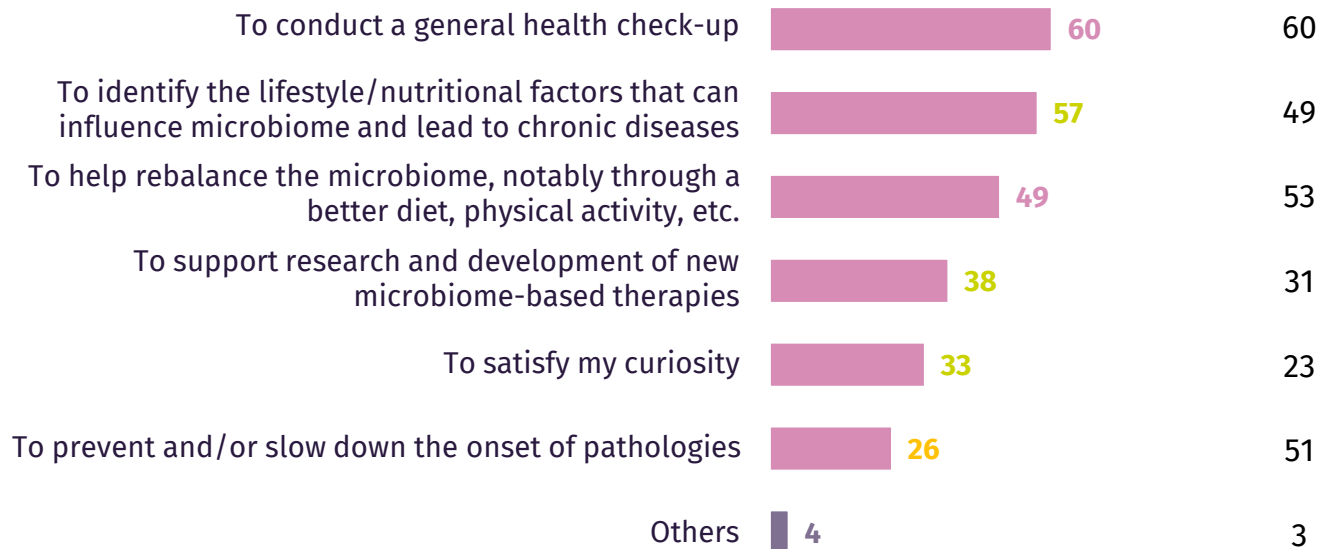


The majority believe microbiome testing would be beneficial for general health check-ups, identifying factors influencing the microbiome, and helping to rebalance it.

NEW
QUESTION

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

Base: All respondents





Notably, women stand out as they perceive more benefits from microbiome testing.

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=41	n=80	n=80	n=109	n=190	n=236	n=264	n=113	n=338
To conduct a general health check-up	60	50	66	56	60	62	63	57	60	60
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	57	36	57	68	55	57	48	65	64	58
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	49	34	58	47	50	48	39	58	56	50
To support research and development of new microbiome-based therapies	38	31	45	38	38	35	28	47	42	39
To satisfy my curiosity	33	35	41	38	31	29	32	35	31	33
To prevent and/or slow down the onset of pathologies	26	12	32	29	28	25	21	30	29	29
Others	4	7	7	2	5	3	6	3	3	3

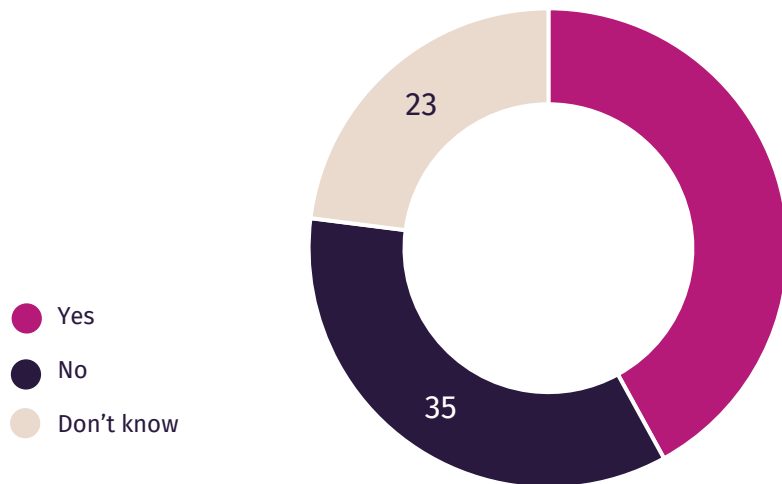


Stool donation willingness reaches 2 out of 5 people with younger individuals showing less inclination compared to older age groups.

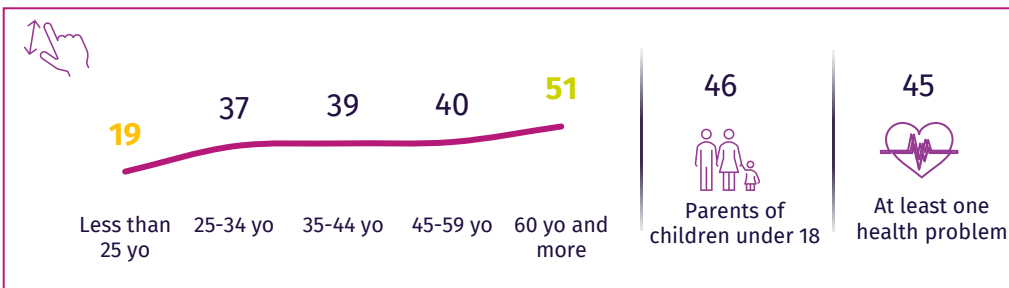
NEW
QUESTION

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

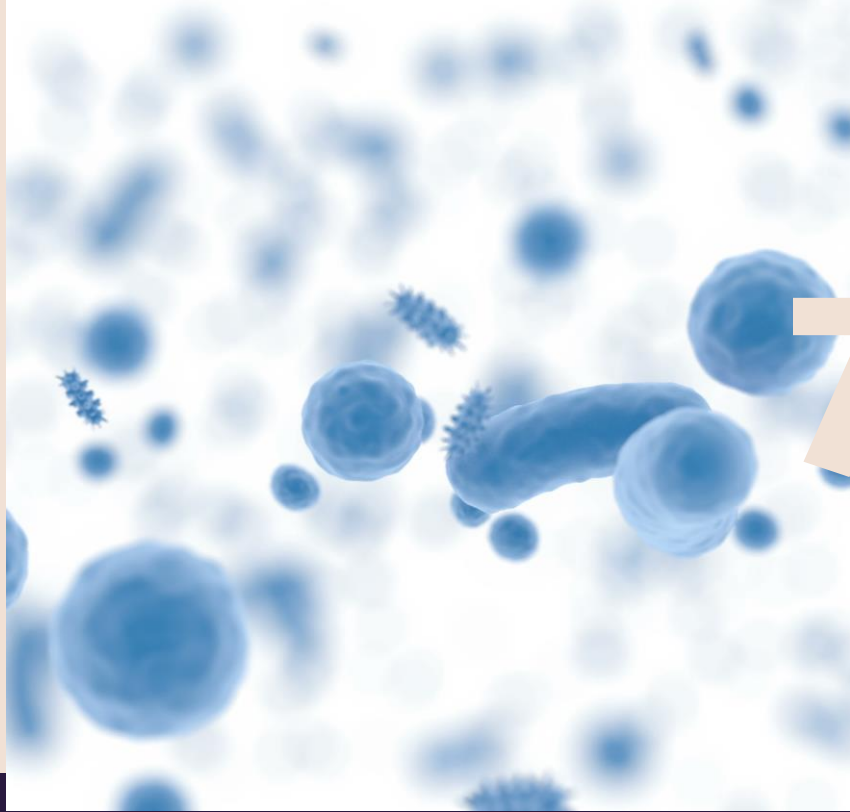


42% would be willing to donate their stool **59%**



● Significant differences vs total - superior

● Significant differences vs total - inferior



Focus on the vaginal microbiome

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

In Finland, women seems well informed about the role and functions of the vaginal microbiome. (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

Antibiotics can alter the vaginal microbiome

84 ✓ 2 14

16

Vaginal dryness/dehydration has consequences on vaginal microbiome

73 ✓ 2 25

27

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

69 ✓ 3 28

31

The vagina is self-cleaning

66 ✓ 12 22

34

Smoking has no consequences on the vaginal microbiome

8 63 ✓ 29

37

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

3 62 ✓ 35

38

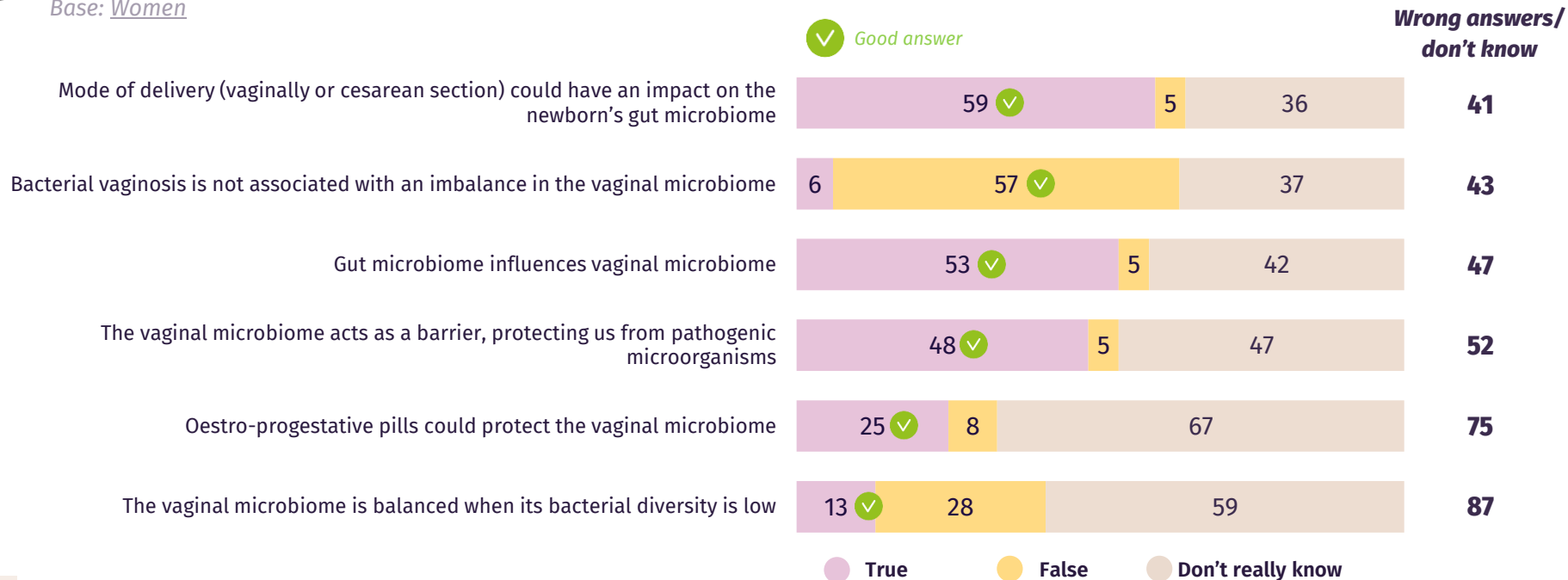
● True ● False ● Don't really know

But some aspects are less familiar to women such as the role of oestro-progestative pills and microbiome composition. (2/2)



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





Although there has been no progress in the past year, Finnish women continue to demonstrate higher awareness of the vaginal microbiome's role and functions compared to the global average.

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 2025-2024	ALL COUNTRIES
Antibiotics can alter the vaginal microbiome	84	-3pts	72
Vaginal dryness/dehydration has consequences on vaginal microbiome	73	-6pts	68
Every woman has a vaginal microbiome that is different from any other woman's	69	-1pt	66
The vagina is self-cleaning	66	+5pts	58
Smoking has no consequences on the vaginal microbiome	63	+1pt	55
From childhood to menopause, a woman's vaginal microbiome remains the same	62	-4pts	60
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	59	+3pts	41
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	57	-3pts	44
Gut microbiome influences vaginal microbiome	53	+1pt	45
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	48	-1pt	66
Oestro-progestative pills could protect the vaginal microbiome	25	-2pts	22
The vaginal microbiome is balanced when its bacterial diversity is low	13	-3pts	26



Significant differences vs total - superior



Significant differences vs total - inferior





Women in Finland have a better understanding of vaginal microbiome compared to global results.



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.

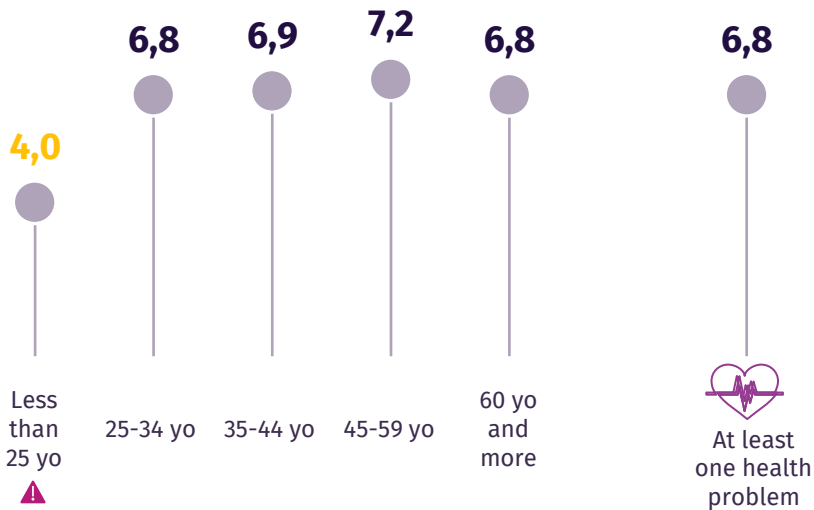
Base: Women



6,2

6,7/12

Number of good responses on average



- Significant differences vs total - superior
- Significant differences vs total - inferior
- Low basis, results must be interpreted with caution

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Very few women have received information or advice from their HCPs about the vaginal microbiome.

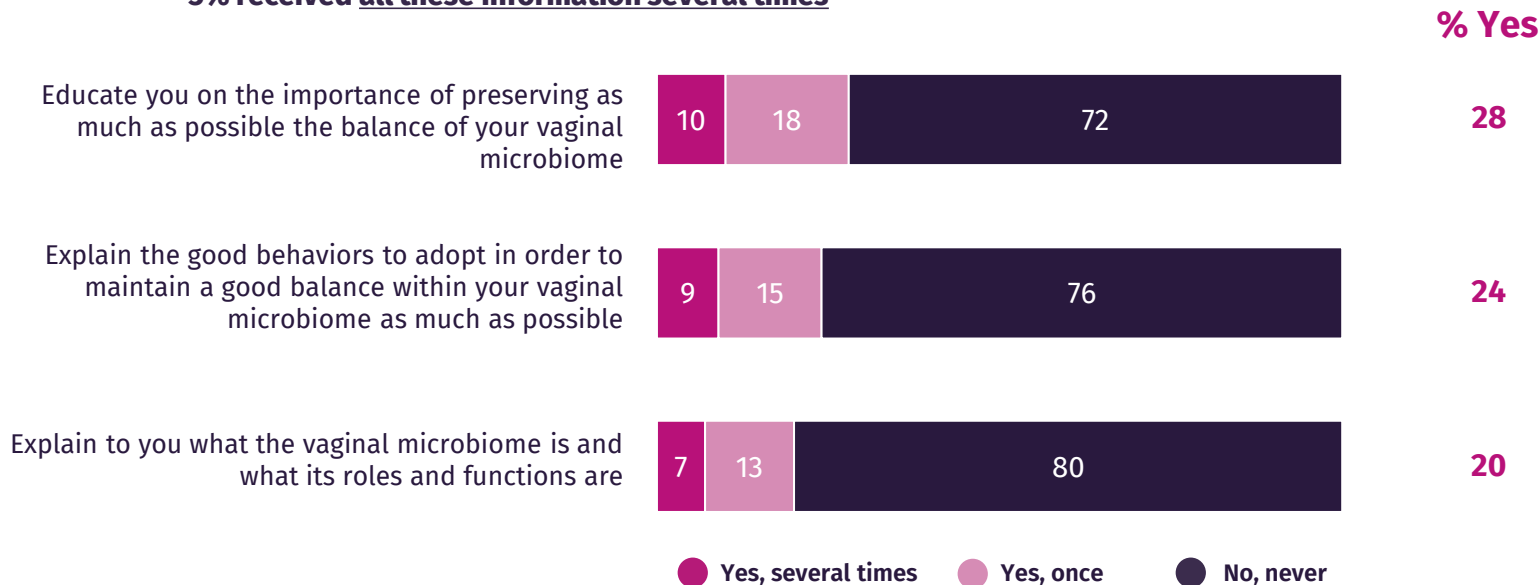


Question 14. Has the healthcare professional following your gynecological health talked to you about the following?

Base: Women

17% received **ALL THESE INFORMATION**, at least one time
5% received **all these information several times**

2024: 18% -1pt vs 2024
6% -1pt vs 2024





Finnish women are less likely to receive information about the vaginal microbiome from their healthcare professionals compared to the global average, with no progress observed over the past year.



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

% Yes	Total	Evolution 2025-2024	ALL COUNTRIES
% Have received ALL THESE INFORMATION, at least one time	17	-1pt	32
% Received ALL THESE INFORMATION, <u>several times</u>	5	-1pt	11
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	28	-1pt	42
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	24	-4pts	42
Explain to you what the vaginal microbiome is and what its roles and functions are	20	-2pts	37

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

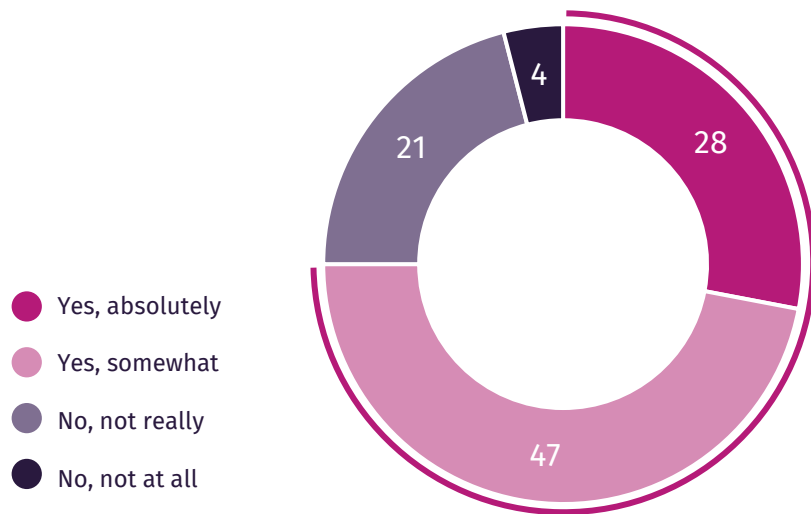


Most of women would like to have more information about the importance of the vulvovaginal microbiome and its impact on health.



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

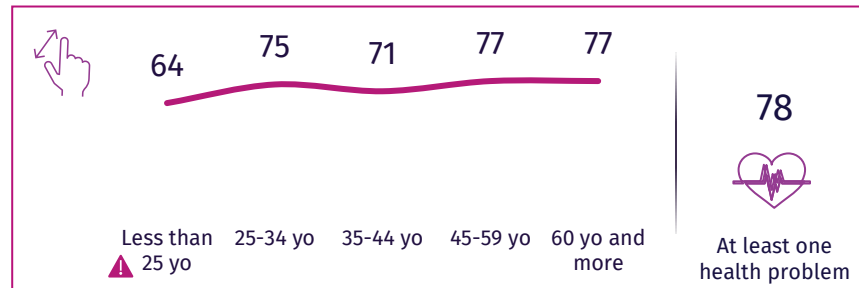


75% would like to have more information about the importance of the vaginal microbiome and its impact on health

2024 : 74% +1pt vs 2024



85%



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

▲ Low basis, results must be interpreted with caution

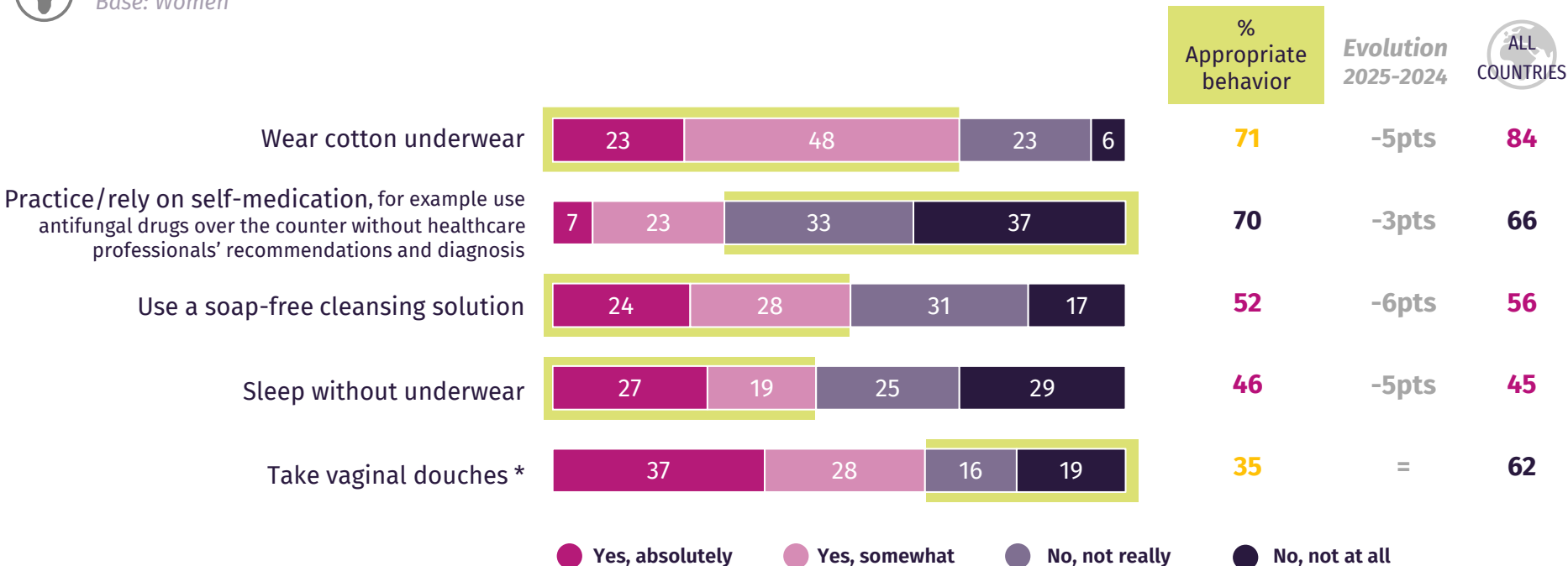


Finnish women show no improvement in adopting vaginal microbiome-protective behaviors this year. Concerningly, they have a higher tendency to use vaginal douches compared to global trends, a practice harmful to vaginal microbiome balance.



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 in Finland are less likely to adopt appropriate behaviors for their vulvovaginal microbiome compared to global average.



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

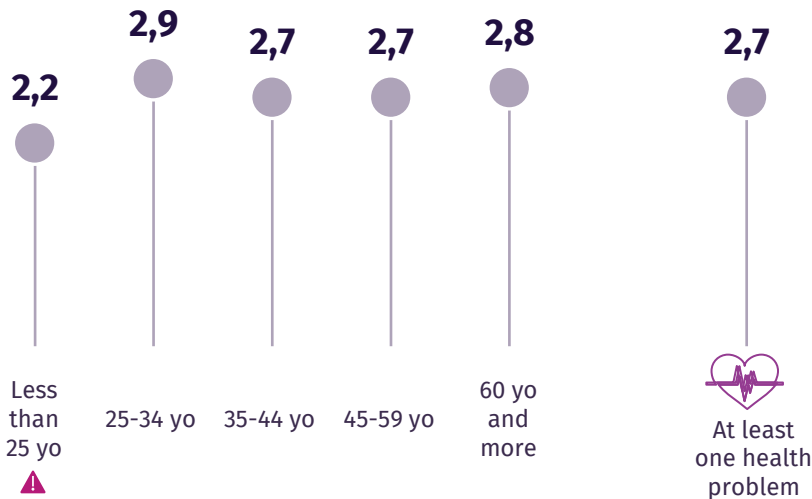
Base: Women



3,1

2,7/5

Number of appropriate behaviors adopted on average



- Significant differences vs total - superior
- Significant differences vs total - inferior
- Low basis, results must be interpreted with caution

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A large, light purple illustration of various bacterial shapes, including rods, cocci, and branching structures, filling the left side of the slide.

Main results per country

Learnings on Finnish results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	7%
Subtotal « Aware »	46%
Subtotal Aware of the gut microbiome	38%
Subtotal Aware of all microbiome	25%
Level of knowledge around the microbiota	
Mean of good answers	6,2/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	28%
Know exactly what are prebiotics	14%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	39%
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	33%
Microbiome testing	
Interested in taking a microbiome test	44%

Key learnings

Awareness of the microbiome shows a slight upward trend, although it remains low and considerably below global averages. As last year, the term “flora” is more popular than microbiome. But still a significant part of people don’t know exactly what it is.

Despite previous gaps in awareness, Finnish people's knowledge of the microbiome has increased this year, with some aspects even surpassing global trends.

Yet, Finns are less likely to change their behaviours to keep their microbiome balanced. The proportion of Finns altering their lifestyles for microbiome balance (39%) lags significantly behind global figures (56%), with no notable increase observed. Finns have largely adopted 'standard' healthy behaviors, even surpassing global averages in areas such as diet, physical activity, and body hygiene. However, they lag behind in adopting behaviors related to probiotics and prebiotics.

Despite being largely unfamiliar with microbiome testing, Finns perceive potential benefits from such tests. The scarcity of microbiome information provided by HCPs to Finns highlights the urgent need for healthcare providers to take a more active role in patient education: The majority of Finns have never received any microbiome-related information from their healthcare professionals, with no progress observed over the past year.

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.

ANNEXES

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