



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Third wave

Italian 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

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.



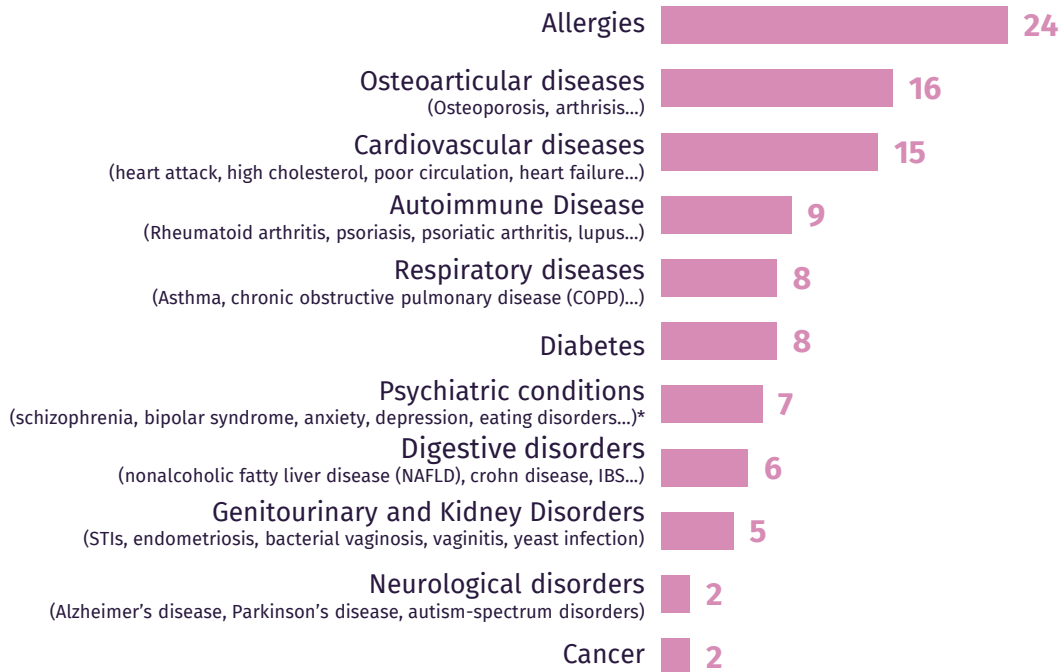
People with current conditions

A focus detailed throughout the report



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

Base: All respondents





**Above-average
microbiome awareness in
Italy: Higher familiarity
with 'Flora' and
'Microbiome' terms, but
room for improvement
regarding various
microbiome types**

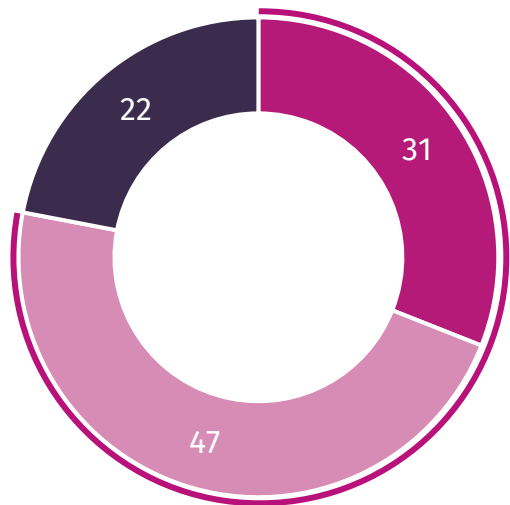


In Italy, microbiome awareness transcends age groups and exceeds global average. While over $\frac{3}{4}$ have heard of it, still only a third know exactly what it is.



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

Base: All respondents

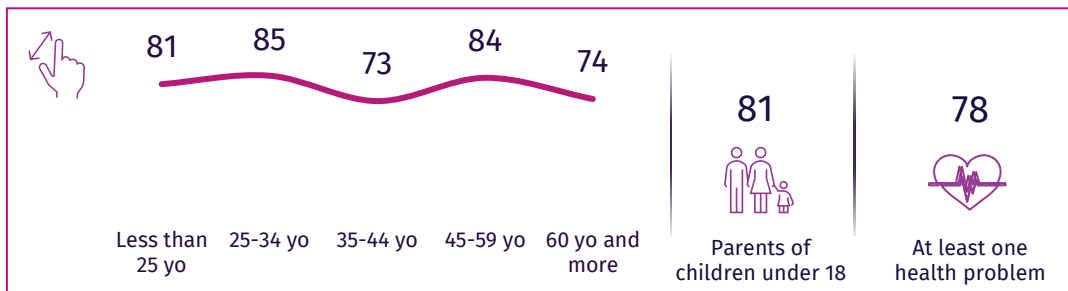


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

78% have already heard about the term microbiome



71%



● Significant differences vs total - superior

● Significant differences vs total - inferior

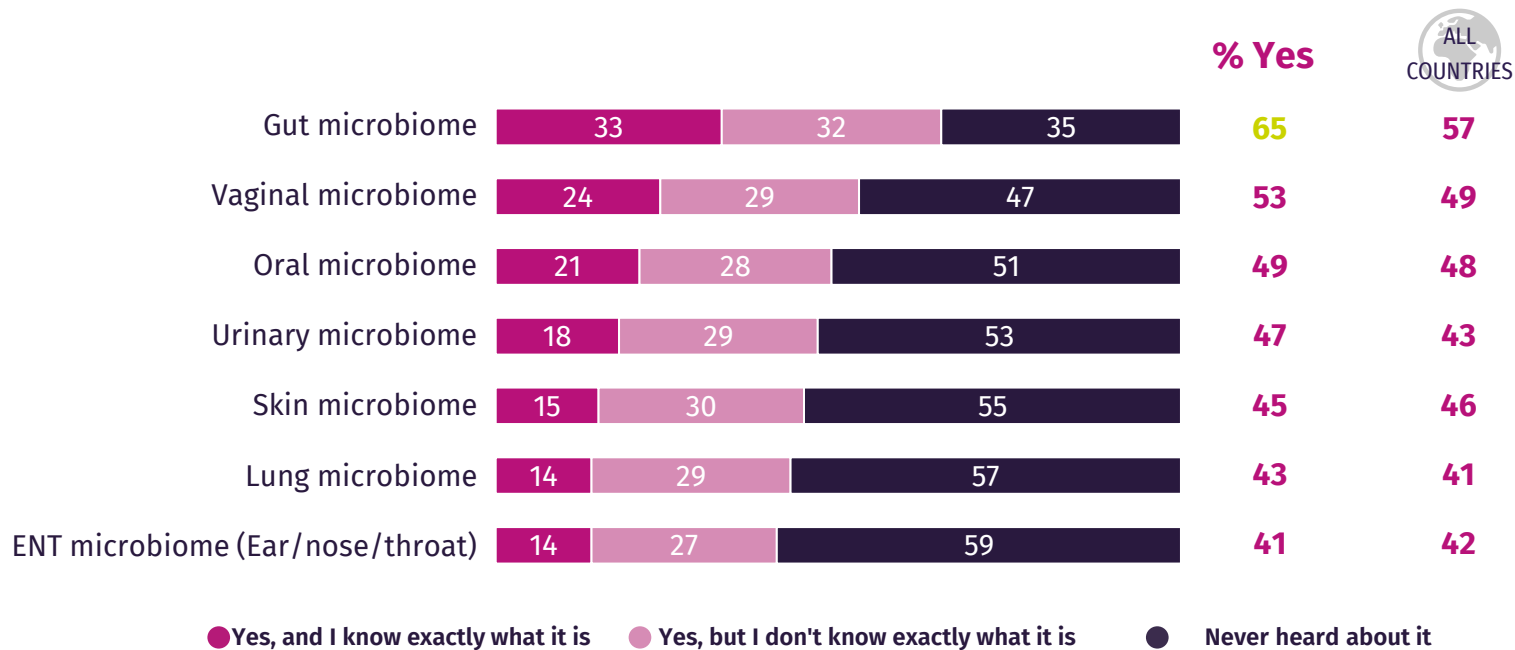


While Italians demonstrate above-average awareness of the gut microbiome, their awareness of other microbiome types aligns with global average.



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

Base: All respondents



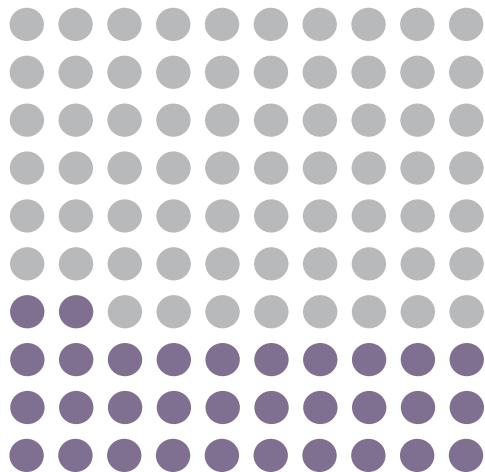


About one-third of Italians are aware of each microbiome type, a result similar to the global average. Notably, Italians aged 25-34 stand out as the most aware group.



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

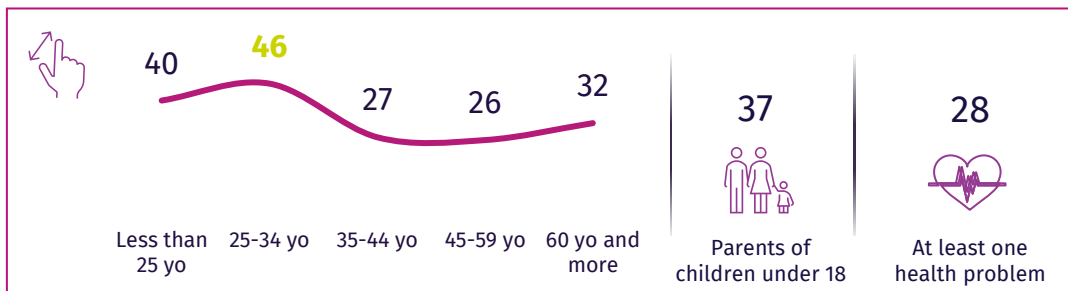
Base: All respondents



32% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome



31%



But only 5% know precisely all of them



7%

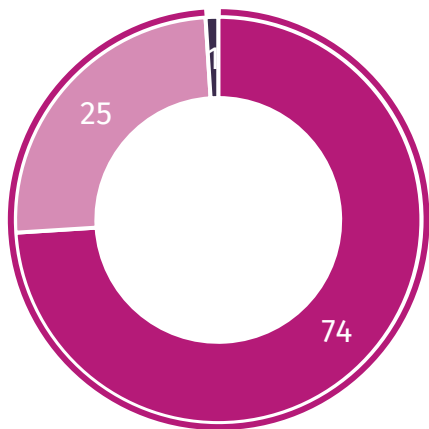
The word 'flora' enjoys greater popularity and recognition in Italy compared to "microbiome", with awareness levels surpassing those observed globally.



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

Base: All respondents

Gut flora

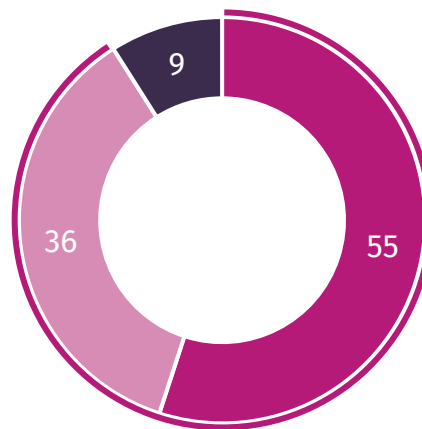


99%
have already heard
about gut flora



91%

Vaginal flora



91%
have already heard
about vaginal flora



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



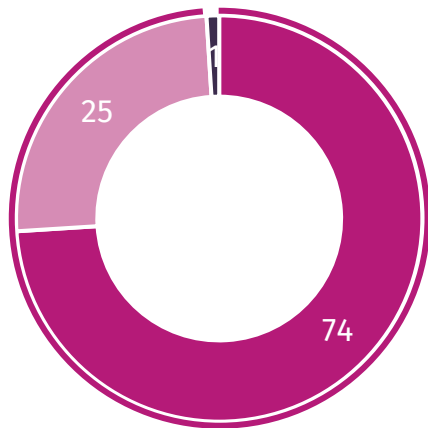
The word 'gut flora' is widely recognized across all demographics, irrespective of age, gender, or health condition.



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

Base: All respondents

Gut flora

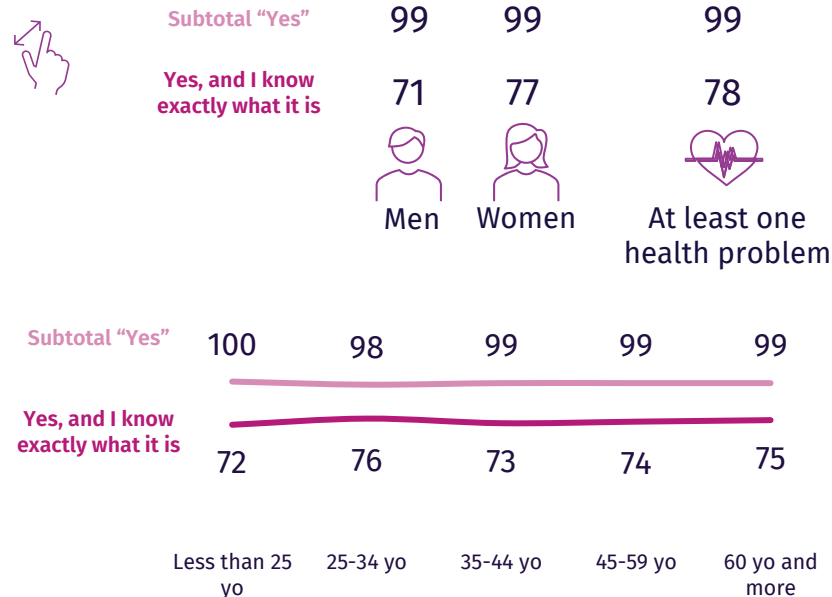


99%
have already heard
about gut flora



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





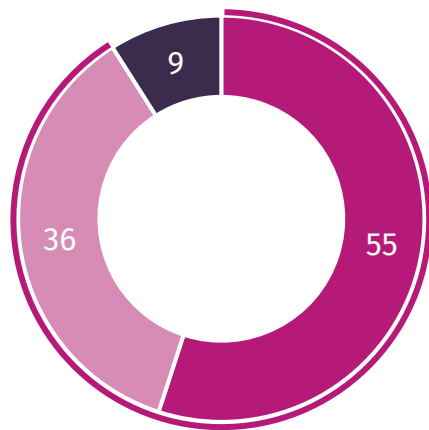
Knowledge of 'vaginal flora' is more accurate among women than men.



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

Base: All respondents

Vaginal flora



91%
have already heard
about vaginal flora



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"

87

95

91

Yes, and I know
exactly what it is

40

69

58



Men



Women



At least one
health problem

Subtotal "Yes"

90

95

87

93

90

Yes, and I know
exactly what it is

48

67

53

54

54

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and
more



Despite higher awareness with microbiome-related terms, the level of knowledge about microbiome roles and functions aligns with the global average

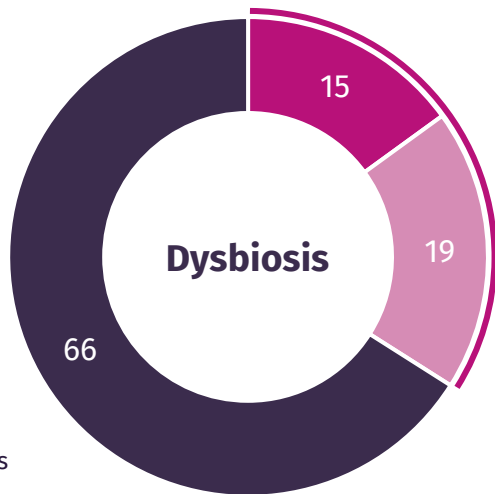


Consistent with global trends, dysbiosis is not widely known in Italy, except among the under-35 yo, where about half of them are familiar with the term.



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

Base: All respondents

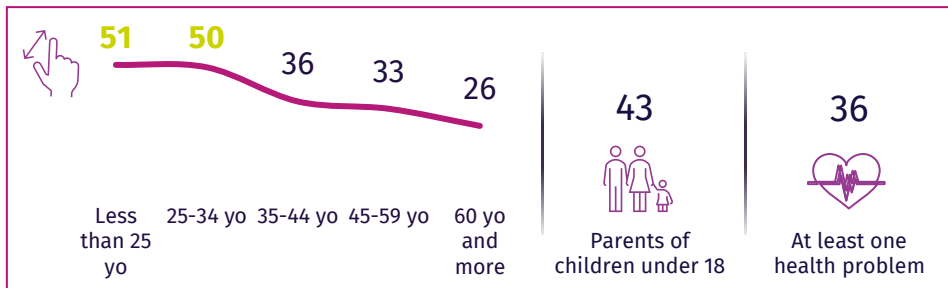


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

34% have already heard about the term 'dysbiosis'



33%



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



Knowledge about the microbiome is generally strong, except regarding its diversity, composition and communication with the brain.



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

81 ✓ 5 14

19

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

80 ✓ 5 15

20

Antibiotics have an **impact** on our microbiome

77 ✓ 5 18

23

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

77 ✓ 7 16

23

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

70 ✓ 6 24

30

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

66 ✓ 7 27

34

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

14 57 ✓ 29

43

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

54 ✓ 10 36

46

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

22 34 ✓ 44

66



True



False



Don't really know



Italian microbiome literacy mirrors global levels.



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

Our diet has significant consequences on the balance of our microbiome	81	80
In some cases, an imbalance in the microbiome may have significant health consequences	80	79
Antibiotics have an impact on our microbiome	77	73
The microbiome plays an important role in immune defense mechanisms	77	76
In the field of vaginal health , the microbiome plays an important role in women's health	70	70
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	66	68
Your microbiome is located exclusively in the gut	57	53
The microbiome enables the gut to deliver essential information to the brain for our health	54	56
The microbiome is only made up of bacteria	34	32





Microbiome literacy shows no substantial variation based on respondents' ages.

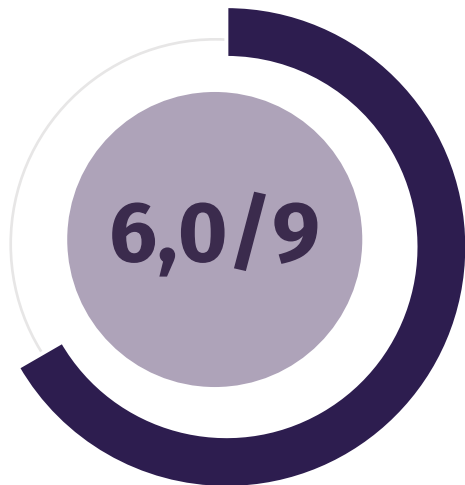


Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

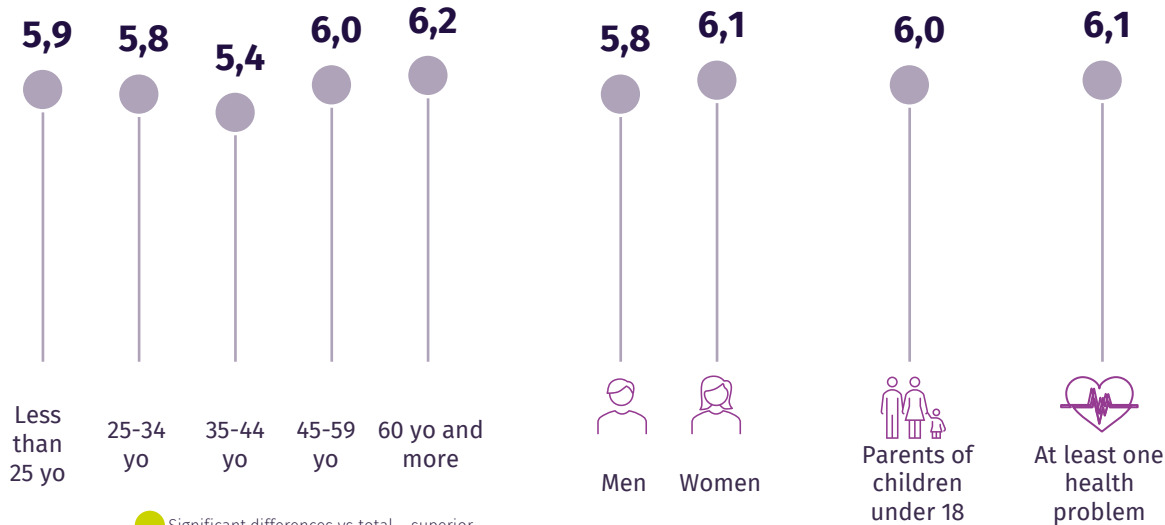
Base: All respondents



5,9



Number of good responses on average



Significant differences vs total – superior

Significant differences vs total - inferior

Copyright Biocodex Microbiota
Institute et Ipsos - mars 2025

International
Microbiota
Observatory





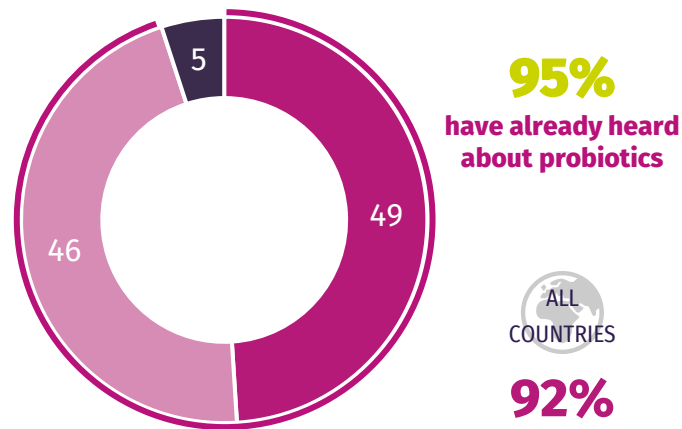
Compared to global trends, Italians show higher awareness of probiotics, but similar awareness of prebiotic.



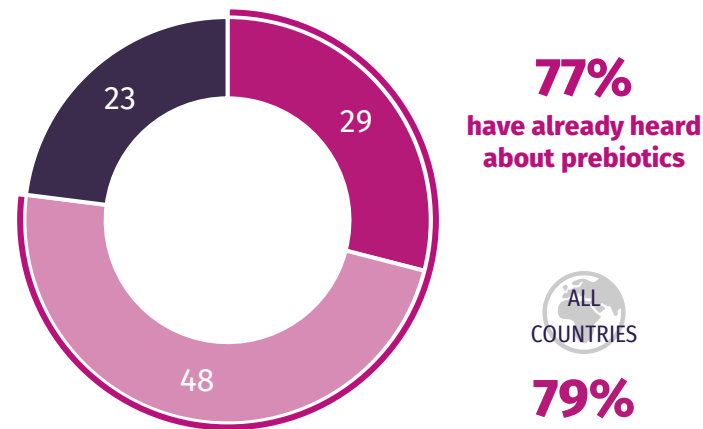
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Probiotics




Prebiotics



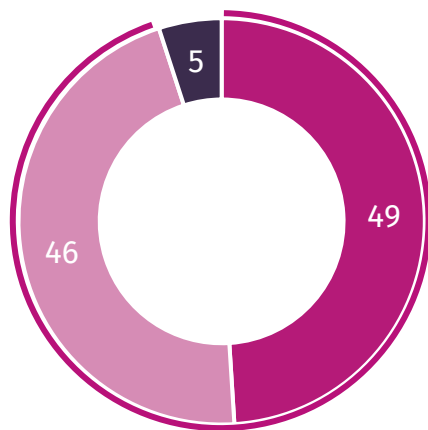
● Yes, and I know exactly what it is ● Yes, but I don't know exactly what it is ● No, I never heard about it



Awareness of probiotics is consistent across all demographics.

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

Probiotics

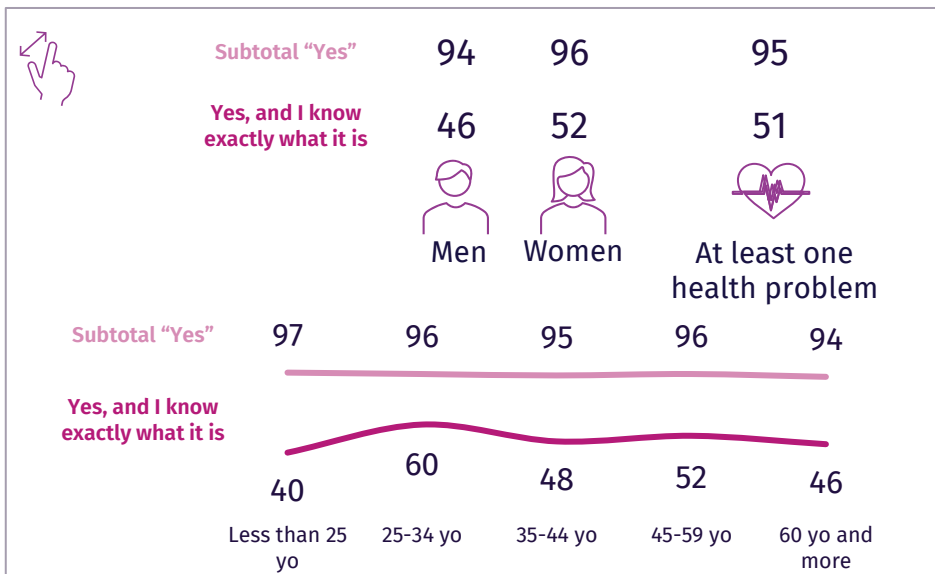


95%
have already heard
about probiotics



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

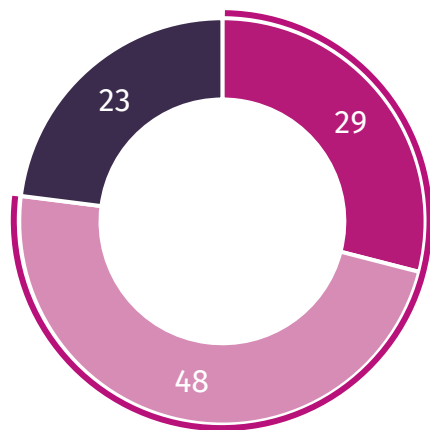


People aged 25 to 34 are more likely to know exactly what prebiotics are.



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

Prebiotics

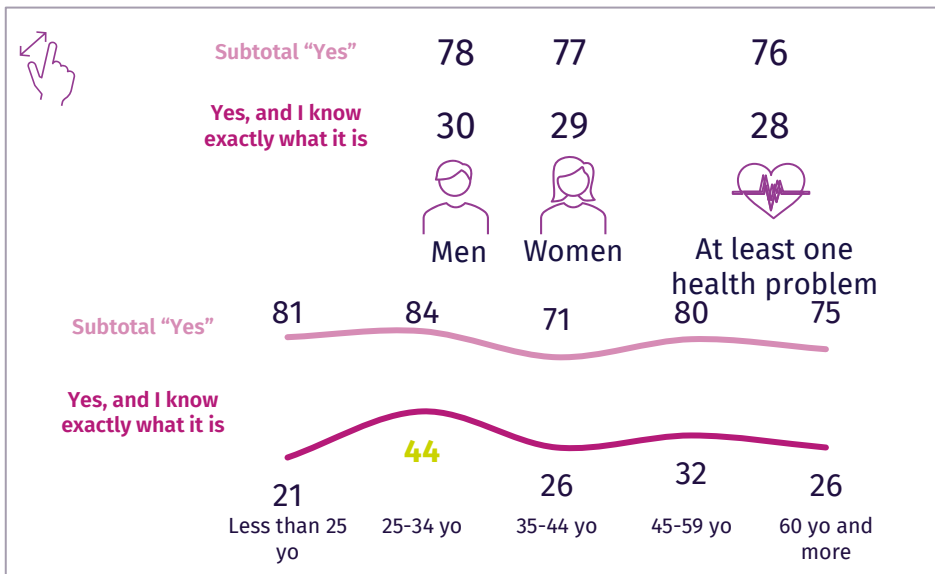


77%
have already heard
about prebiotics



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





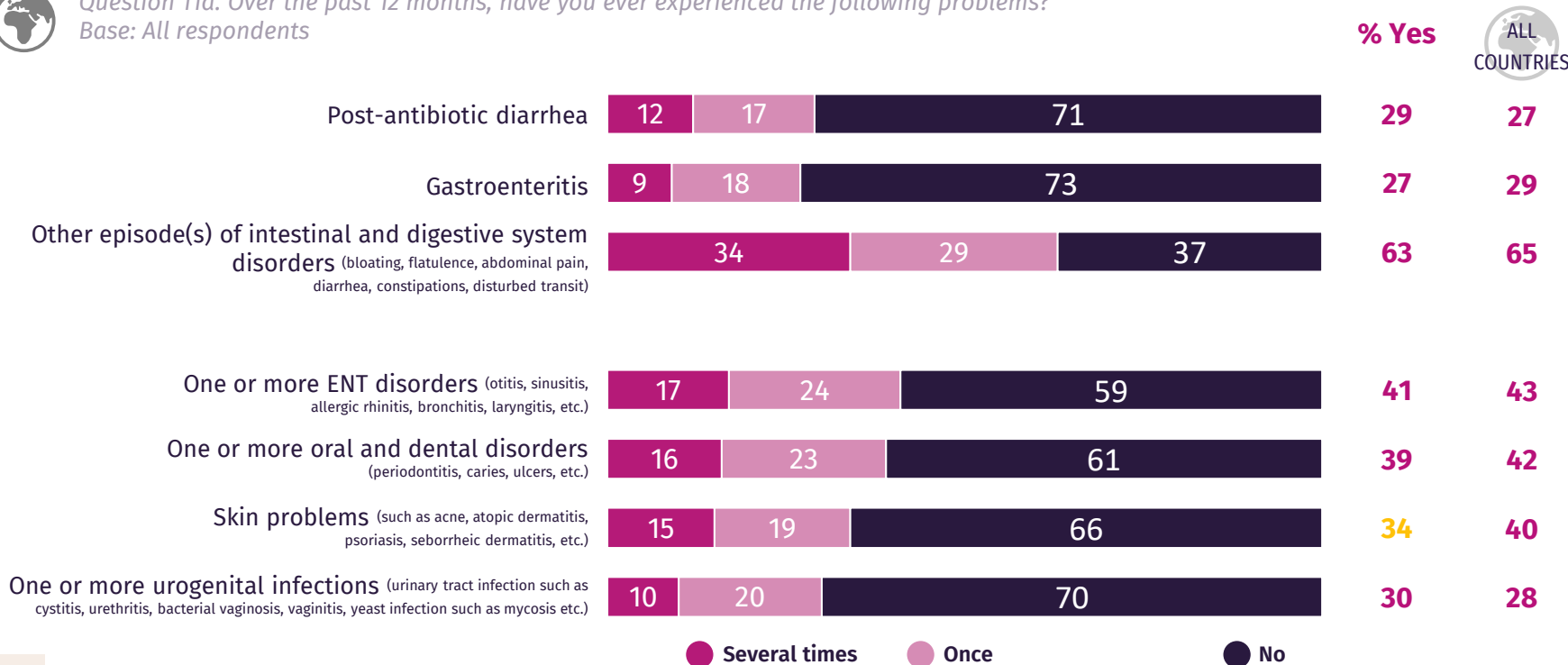
While some Italians attribute health issues to their microbiome, they fall below global averages in making this connection for certain conditions.

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



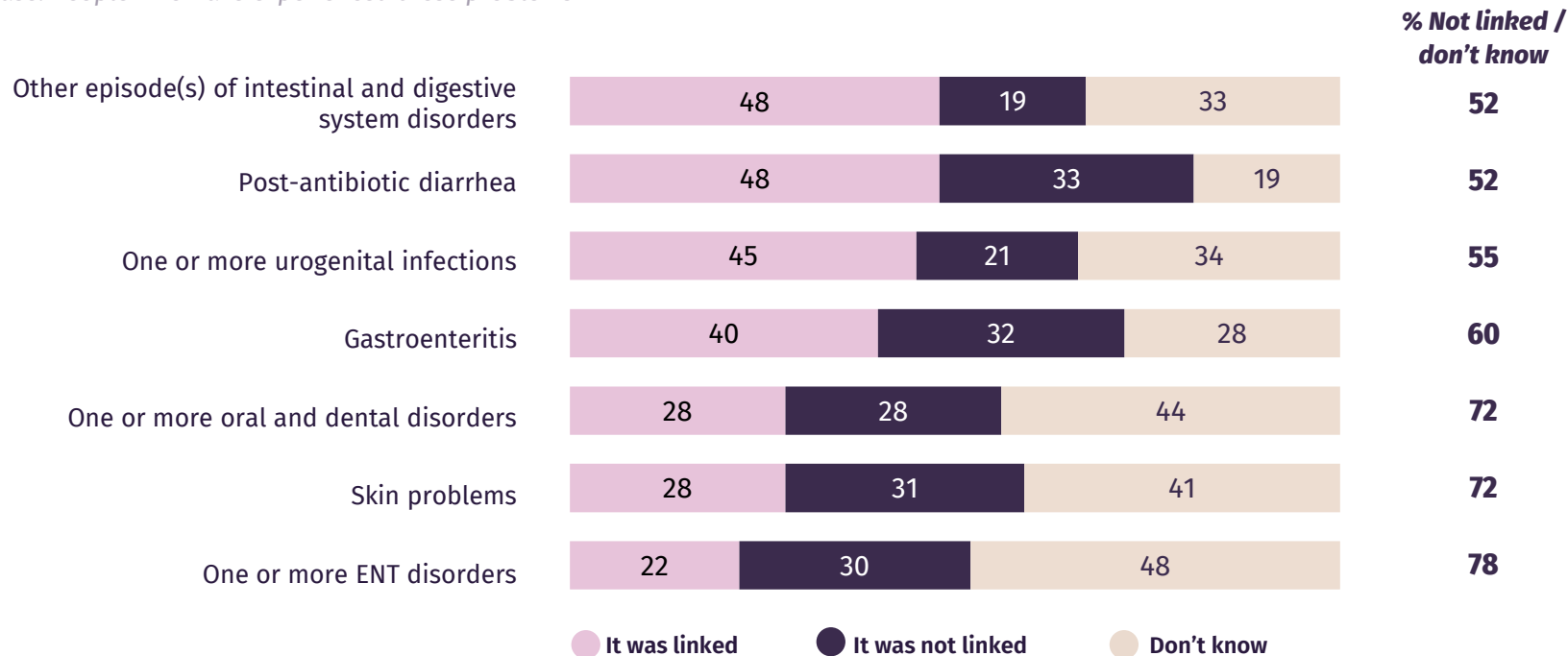


When experiencing health problems, about half of Italians made a connection with their microbiome, especially for issues related to intestinal, digestive, urogenital conditions, and post-antibiotic diarrhea.



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

Base: People who have experienced these problems





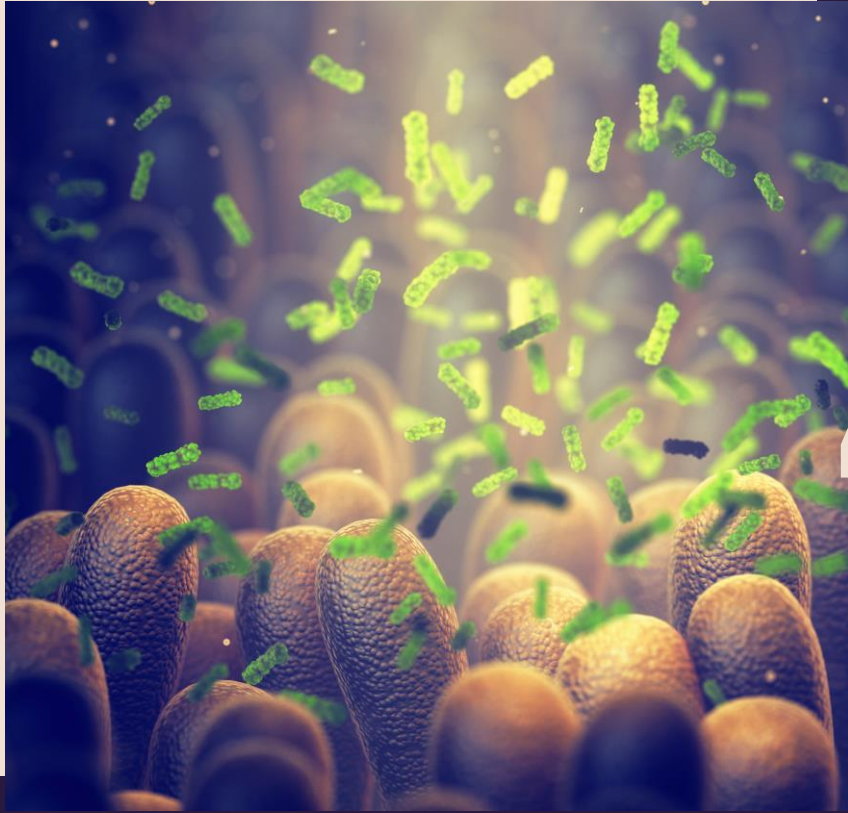
But, compared to global averages, Italians were less inclined to link post-antibiotic diarrhea, skin, or ENT issues to their microbiome.



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

Base: People who have experienced these problems

% linked	Total	ALL COUNTRIES
Other episode(s) of intestinal and digestive system disorders	48	48
Post-antibiotic diarrhea	48	59
One or more urogenital infections	45	52
Gastroenteritis	40	48
One or more oral and dental disorders	28	34
Skin problems	28	37
One or more ENT disorders	22	31



4

Italians match global trends in making minor microbiome-related lifestyle changes, but lag in the adoption of some beneficial practices

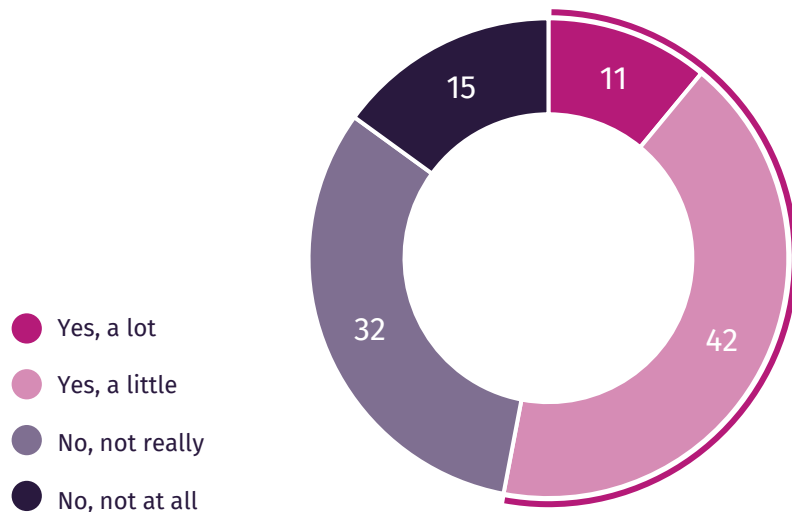


More than half of respondents claim some behavioral changes for their microbiome, yet very few report a lot of changes. This trend weakens in populations aged 45+.



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

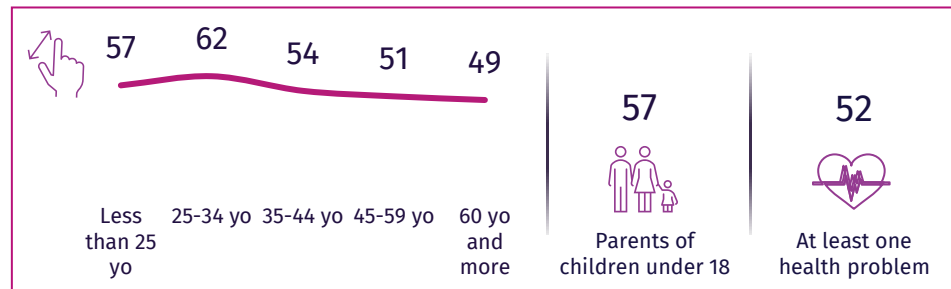
Base: All respondents



53% have changed their behaviors



56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

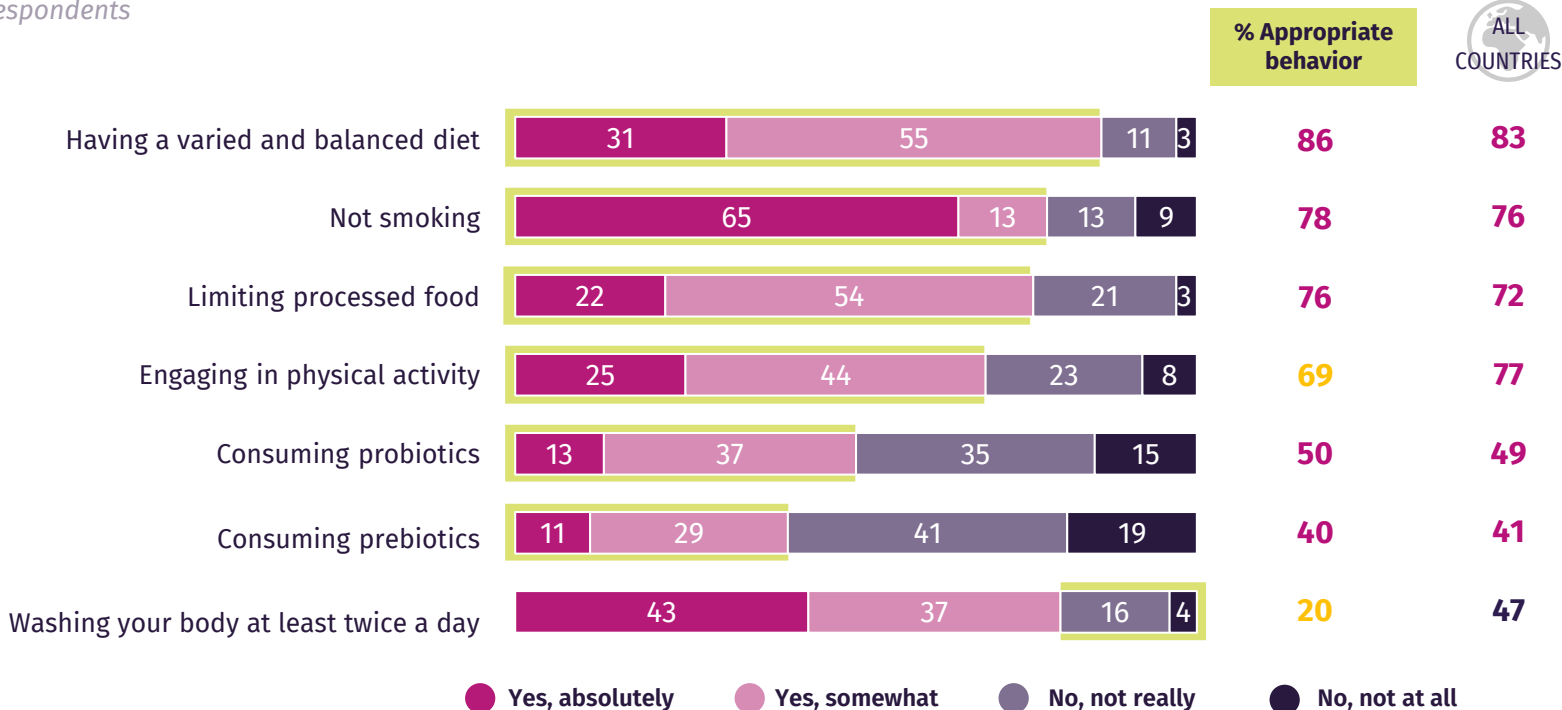


Global health behavior patterns are mostly mirrored in Italy, with notable exceptions: lower exercise rates and higher frequency of body washing.



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

Base: All respondents





As a result, Italians fall below the global average in adopting behaviors beneficial to microbiome health



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

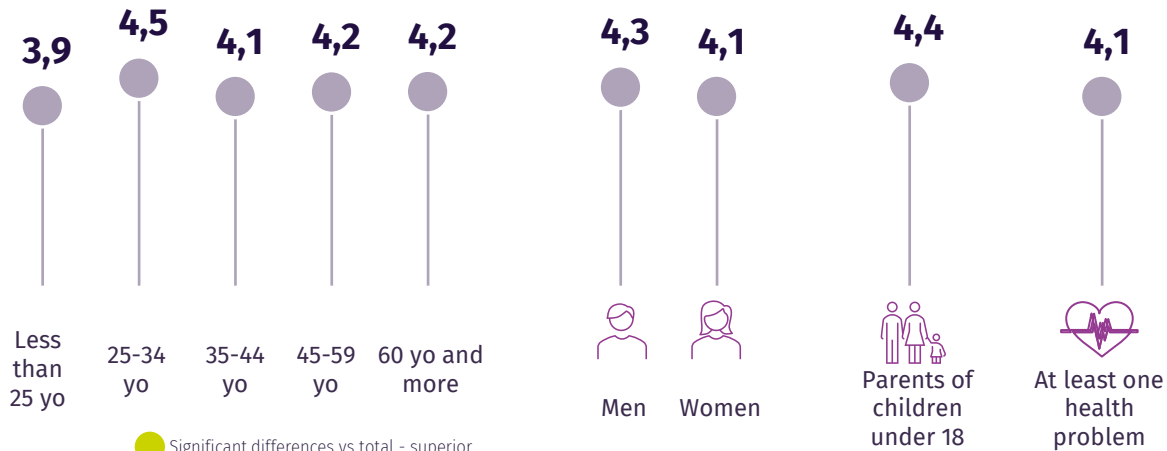
Base: All respondents



4,5



Number of good responses on average



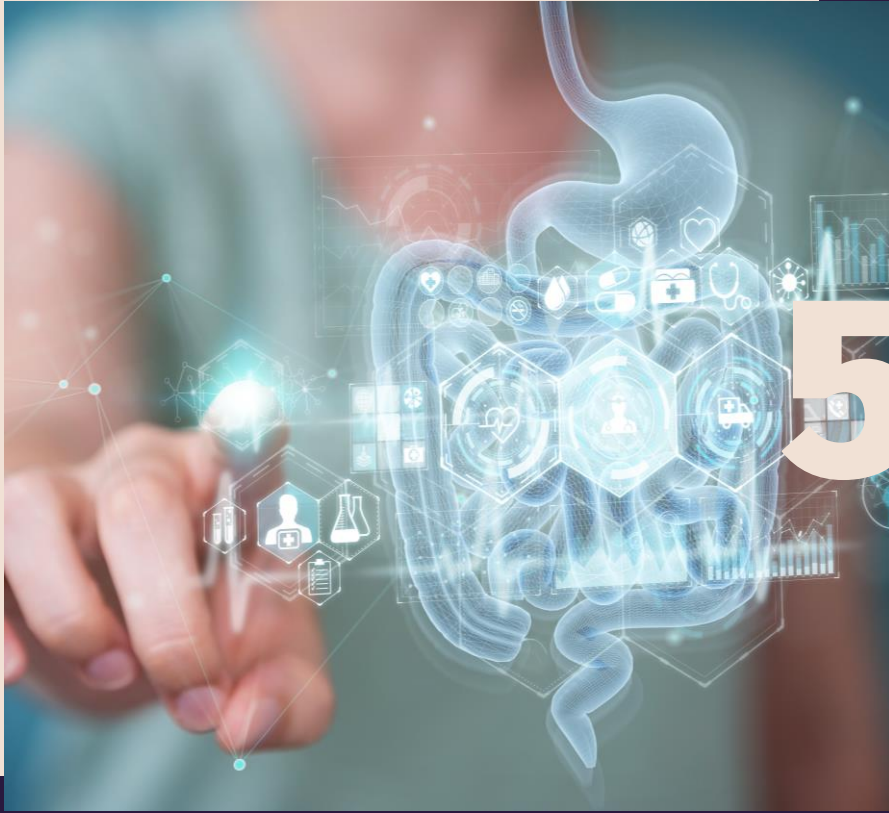
● Significant differences vs total - superior

● Significant differences vs total - inferior

Copyright Biocodex Microbiota
Institute et Ipsos - mars 2025

International
Microbiota
Observatory

Ipsos



A larger role to play for the HCPs since they are the main and trustworthy source of information about microbiome.

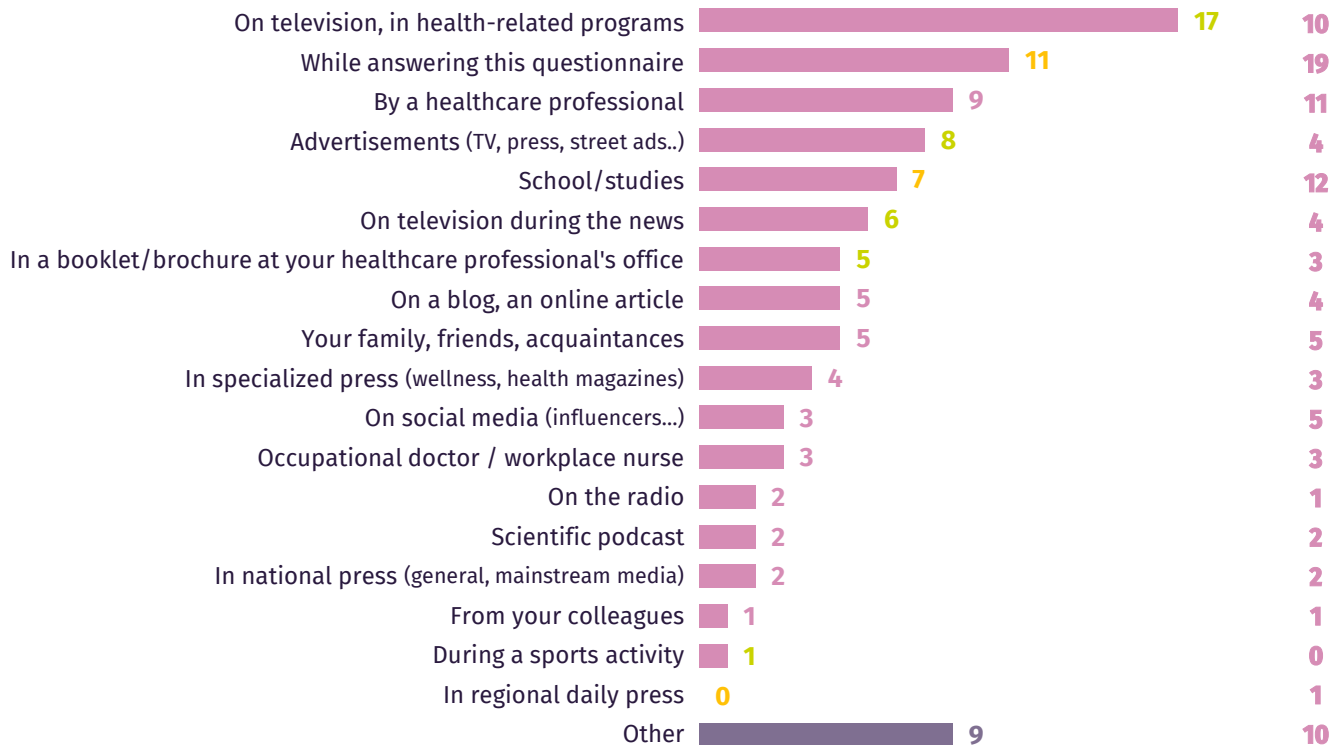


Health-related TV programs serve as a primary source of initial microbiome awareness for nearly a fifth of Italians.



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

Base: All respondents



Italians under 25 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=61	35-44 yo n=80	45-59 yo n=139	60 yo and more n=179	Men n=241	Women n=259	At least one health problem n=271
On television, in health-related programs	17	4	16	11	23	19	19	16	18
While answering this questionnaire	11	9	3	5	8	18	12	10	10
By a healthcare professional	9	0	9	13	5	13	7	11	11
Advertisements (TV, press, street ads...)	8	7	10	11	6	8	8	8	9
School/studies	7	28	10	7	3	5	6	9	7
On television during the news	6	6	7	7	5	5	7	4	2
In a booklet/brochure at your healthcare professional's office	5	4	4	6	5	4	5	5	4
On a blog, an online article	5	4	5	6	7	3	3	6	4
Your family, friends, acquaintances	5	7	2	3	7	6	4	6	6
In specialized press (wellness, health magazines)	4	0	2	6	4	4	6	2	4
On social media (influencers...)	3	2	5	5	4	2	3	4	4
Occupational doctor / workplace nurse	3	2	6	1	3	2	2	3	4
On the radio	2	0	3	0	3	1	2	1	3
Scientific podcast	2	8	5	0	2	1	2	2	2
In national press (general, mainstream media)	2	3	3	3	0	2	3	1	2
From your colleagues	1	3	3	2	1	0	1	2	1
During a sports activity	1	0	2	0	2	0	1	0	0
In regional daily press	0	0	0	0	1	0	0	0	0
Other	9	13	5	14	11	7	9	10	9



Significant differences vs total - superior



Significant differences vs total - inferior



First source by profile



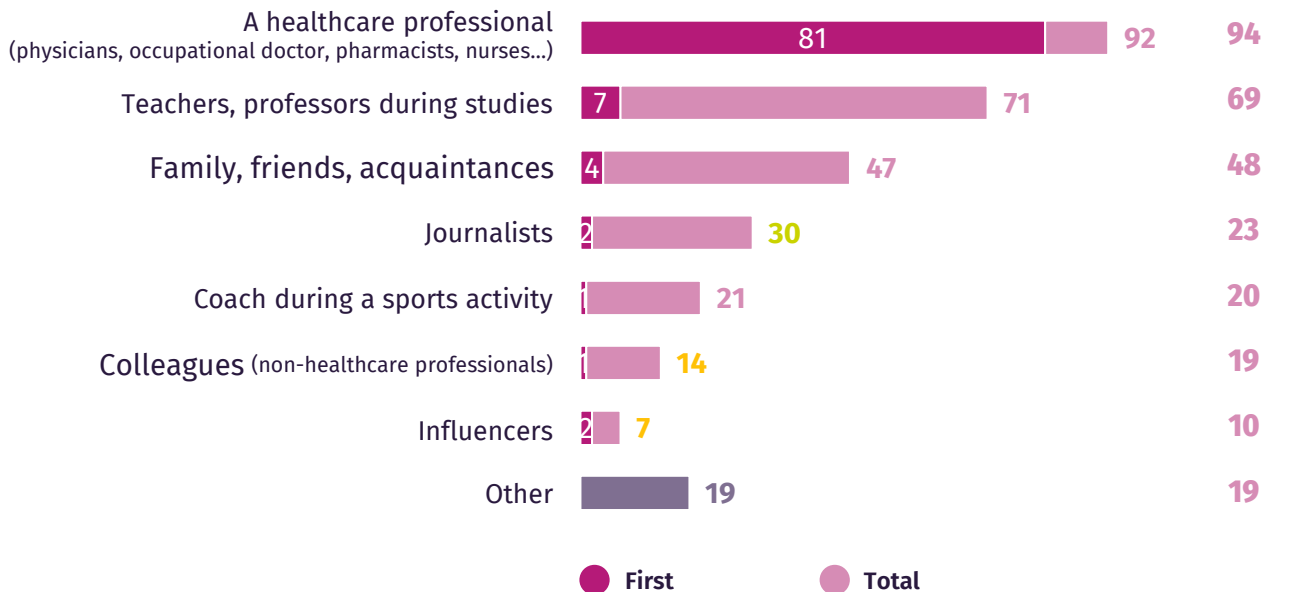


Healthcare professionals stand out as the most trusted source of information about the microbiome.

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, even more for the 60 yo and more.

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	At least one health problem
		n=41	n=61	n=80	n=139	n=179	n=241	n=259	n=271
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	92	83	88	89	90	98	90	94	94
Teachers, professors during studies	71	65	68	69	71	75	75	68	69
Family, friends, acquaintances	47	45	35	45	45	53	47	47	45
Journalists	30	30	31	37	32	24	34	26	26
Coach during a sports activity	21	26	28	25	19	19	17	25	23
Colleagues (non-healthcare professionals)	14	23	19	10	17	9	13	14	15
Influencers	7	13	13	11	6	2	8	5	5
Other	19	16	18	15	21	19	16	21	23

● Significant differences vs total - superior

● Significant differences vs total - inferior



Half of Italians reported receiving some information from their healthcare professionals about the microbiome. However, less than a third have received all of this information.

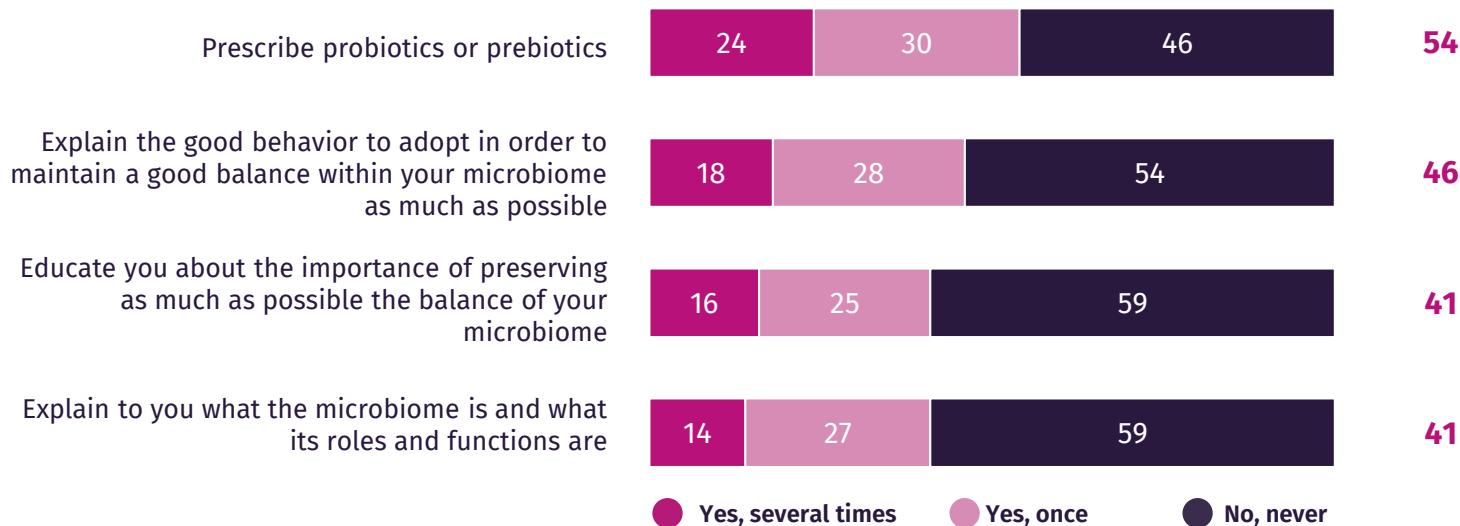


Question 5. Have any of the healthcare professionals you have seen ever done any of the following?

Base: All respondents

Only **29%** received **ALL THESE INFORMATION**, at least one time
6% received all these information several times

% Yes





Prescribing probiotics or prebiotics has been more common in Italy than in other countries. However, Italians are less likely to have been educated about the importance of preserving the balance of their microbiome as much as possible.



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

Base: All respondents

% Yes

	Total	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	29	29
% Received ALL THESE INFORMATION, <u>several times</u>	6	8
Prescribe probiotics or prebiotics	54	49
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	46	46
Educate you about the importance of preserving as much as possible the balance of your microbiome	41	47
Explain to you what the microbiome is and what its roles and functions are	41	42





Probiotic and prebiotic prescriptions seems most common among Italians aged 25-34



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	At least one health problem
	base n=500	n=41	n=61	n=80	n=139	n=179	n=241	n=259	n=271
Prescribe probiotics or prebiotics	54	54	70	59	56	46	52	56	58
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	46	49	53	56	44	39	48	44	46
Educate you about the importance of preserving as much as possible the balance of your microbiome	41	47	54	51	39	34	42	41	40
Explain to you what the microbiome is and what its roles and functions are	41	52	49	46	39	37	46	37	43

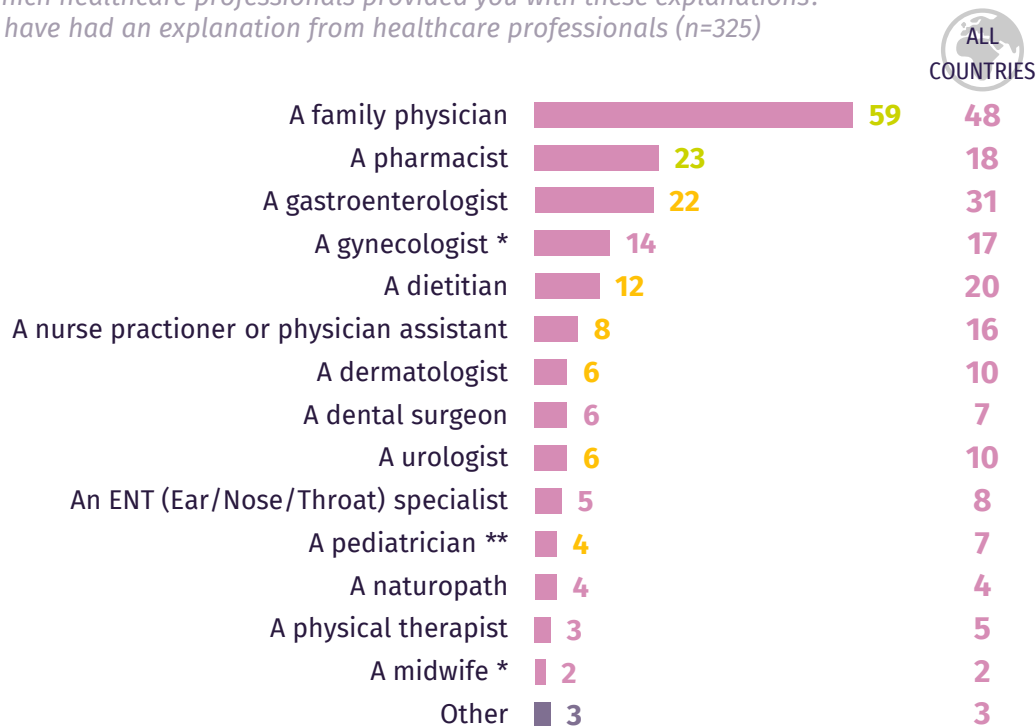


Family physicians are the primary providers of information, followed by pharmacists and gastroenterologists. As in France, pharmacists in Italy are more reported to provide information compared to the global average.



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

Base: People who have had an explanation from healthcare professionals (n=325)



* Item displayed to women

** Item displayed to parents



When it comes to microbiome-related information for women, gynecologists rank second.

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

Base: People who've received some information from HCPs (n=325)

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	At least one health problem
base	n=325	n=30 ▲	n=46	n=55	n=89	n=105	n=158	n=167	n=186
A family physician	59	43	51	38	64	71	67	51	58
A pharmacist	23	20	13	20	28	25	28	18	23
A gastroenterologist	22	16	19	23	18	29	23	22	23
A gynecologist	14	16	19	19	13	8	0	26	13
A dietitian	12	16	11	16	7	13	12	12	11
A nurse practitioner or physician assistant	8	13	10	13	4	8	9	8	7
A dermatologist	6	10	3	7	7	5	8	4	6
A dental surgeon	6	13	4	8	3	5	5	6	5
A urologist	6	9	7	4	5	7	7	6	8
An ENT (Ear, Nose, Throat) specialist	5	4	0	2	9	4	5	4	3
A pediatrician	4	0	10	5	5	1	2	6	2
A naturopath	4	4	4	2	5	6	3	6	6
A physical therapist	3	7	9	4	2	1	5	2	2
A midwife	2	0	2	2	1	2	0	3	2
Other	3	0	0	5	5	4	1	5	5

Compared to global average, antibiotic prescriptions are more often accompanied by microbiome information, yet this reaches only a third of Italians.



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

Base: All respondents

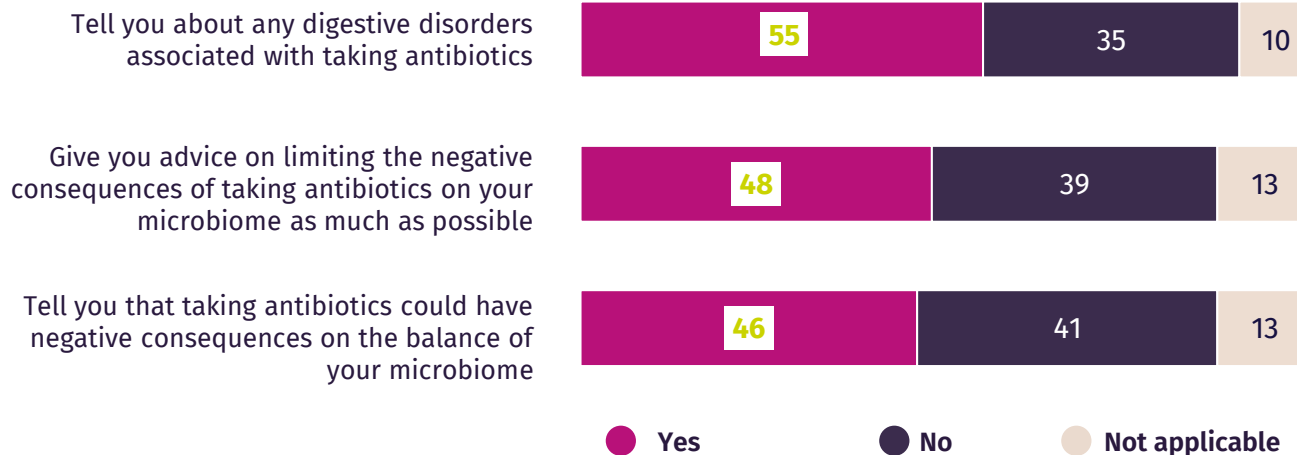
Only **32%** received **ALL THESE INFORMATION** from their HCPs



25%



% Yes



46

38

39



Regardless of age, Italians receive similar levels of microbiome education when prescribed antibiotics

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	At least one health problem
	base n=500	n=41	n=61	n=80	n=139	n=179	n=271
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	32	28	27	27	33	36	31
Tell you about any digestive disorders associated with taking antibiotics	55	42	58	51	53	60	54
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	48	48	40	39	47	54	47
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	46	54	46	39	44	48	45



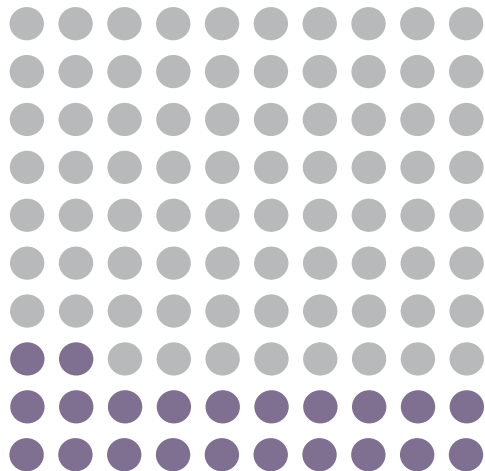
6

Despite lower awareness of microbiome testing, Italians express interest, especially for gut microbiome, and an equal percentage would consider stool donation to further scientific research.

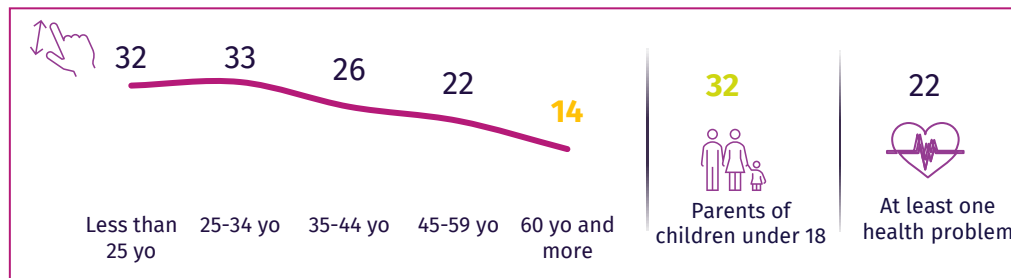


Awareness of microbiome testing in Italy, at one in five individuals, lags slightly behind global average. The older population, particularly those over 60, show even less familiarity with it.

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



22% have already heard of testing their microbiome **27%** ALL COUNTRIES



● Significant differences vs total - superior

● Significant differences vs total - inferior



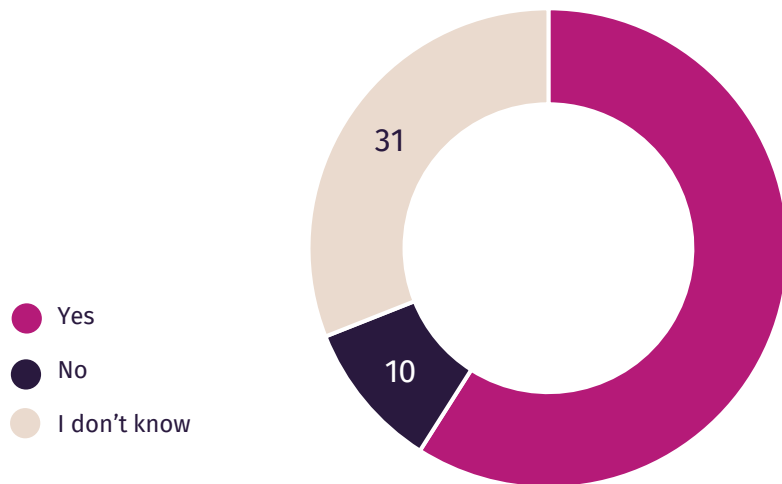
Nevertheless, around 3 in 5 would be interested in having their microbiome tested, particularly among the 45-59 yo and the parents.

NEW

QUESTION

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

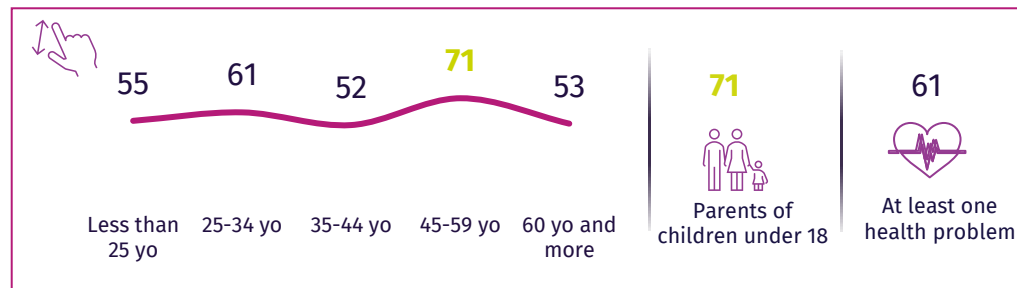
Base: All respondents



59% would be interested in taking a microbiome test

ALL COUNTRIES

61%



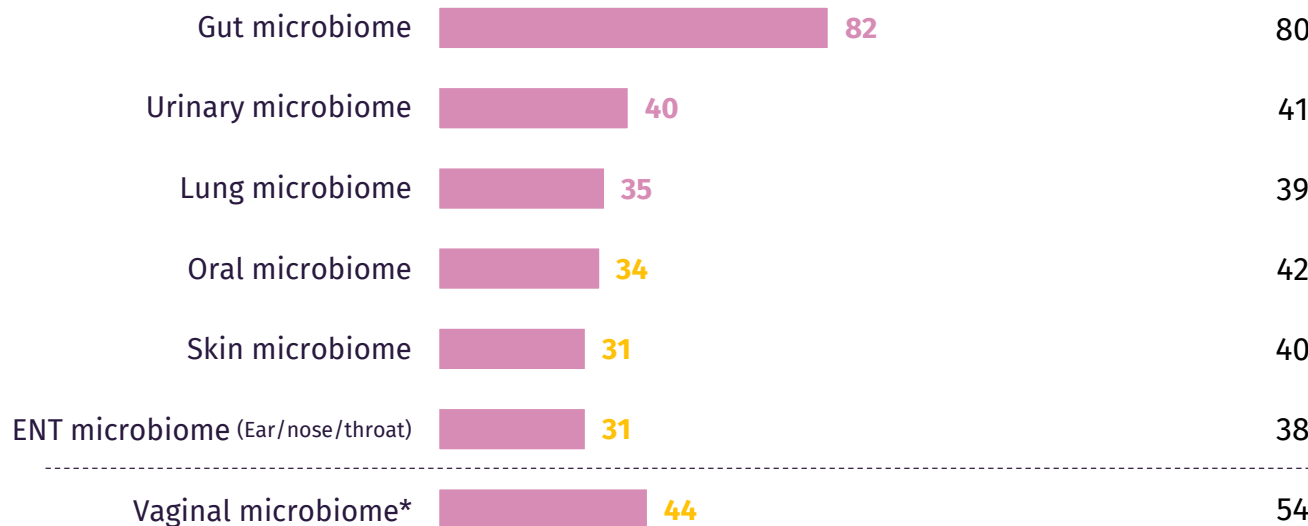
● Significant differences vs total - superior

● Significant differences vs total - inferior



Gut microbiome testing rank as the top choice for most of Italians.

NEW QUESTION Question 3-2025. Which one(s) would you be interested to test?
Base: Would be interested in taking a microbiome test (n=297)



* Item displayed to women

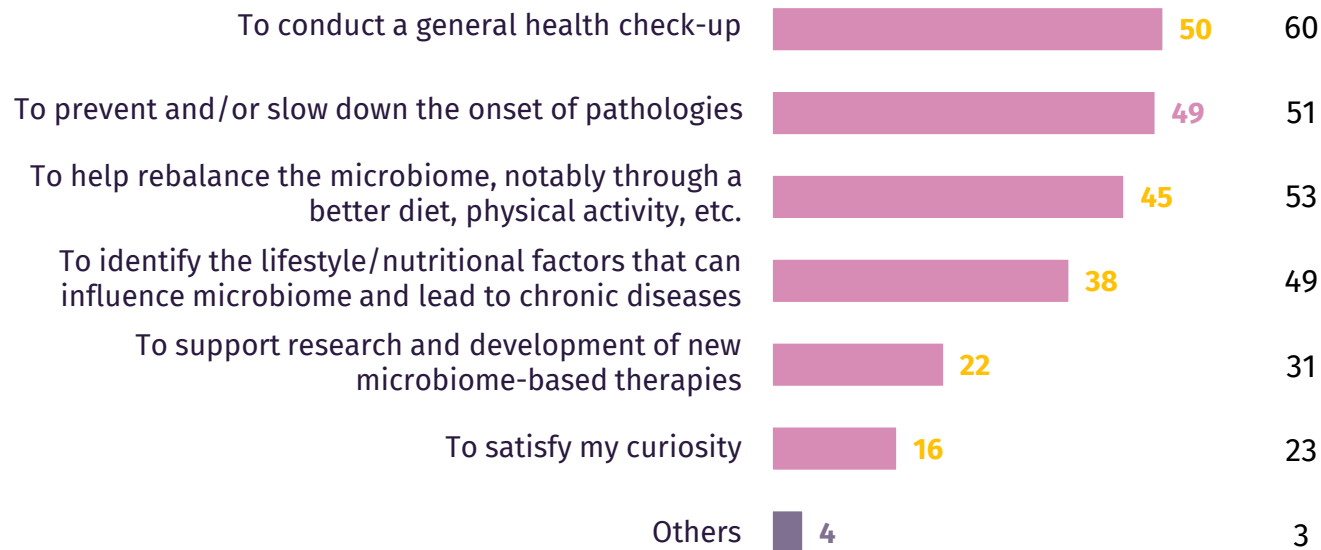


The majority think microbiome testing would be beneficial for a general health check up, pathology prevention or helping rebalance the microbiome.

NEW
QUESTION

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

Base: All respondents





Italians aged 45-59 yo are more likely to think microbiote testing might be useful to identify factors influencing microbiome and leading to chronic diseases.

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=61	n=80	n=139	n=179	n=241	n=259	n=122	n=271
To conduct a general health check-up	50	52	37	41	57	53	49	51	42	56
To prevent and/or slow down the onset of pathologies	49	35	51	45	47	54	45	53	46	52
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	45	28	39	45	49	47	46	43	42	48
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	38	29	25	34	49	36	38	37	38	39
To support research and development of new microbiome-based therapies	22	32	22	21	26	17	22	22	24	22
To satisfy my curiosity	16	20	16	21	13	14	19	12	18	12
Others	4	7	2	9	1	5	5	3	2	3

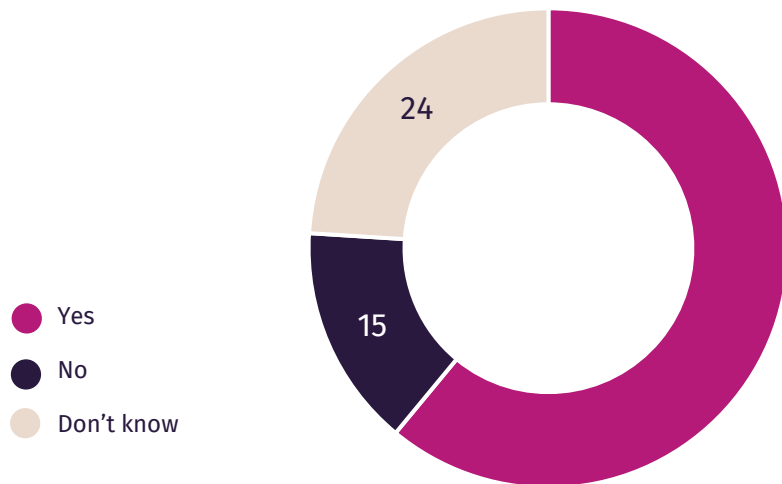


Stool donation acceptance in Italy mirrors the worldwide average, with three out of five Italians open to the idea.

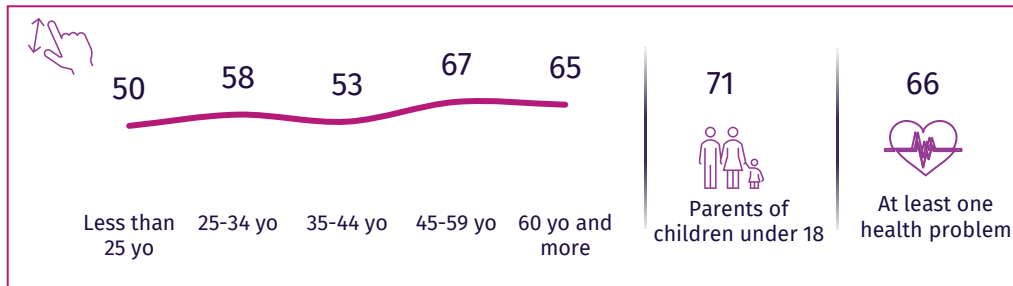
NEW
QUESTION

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

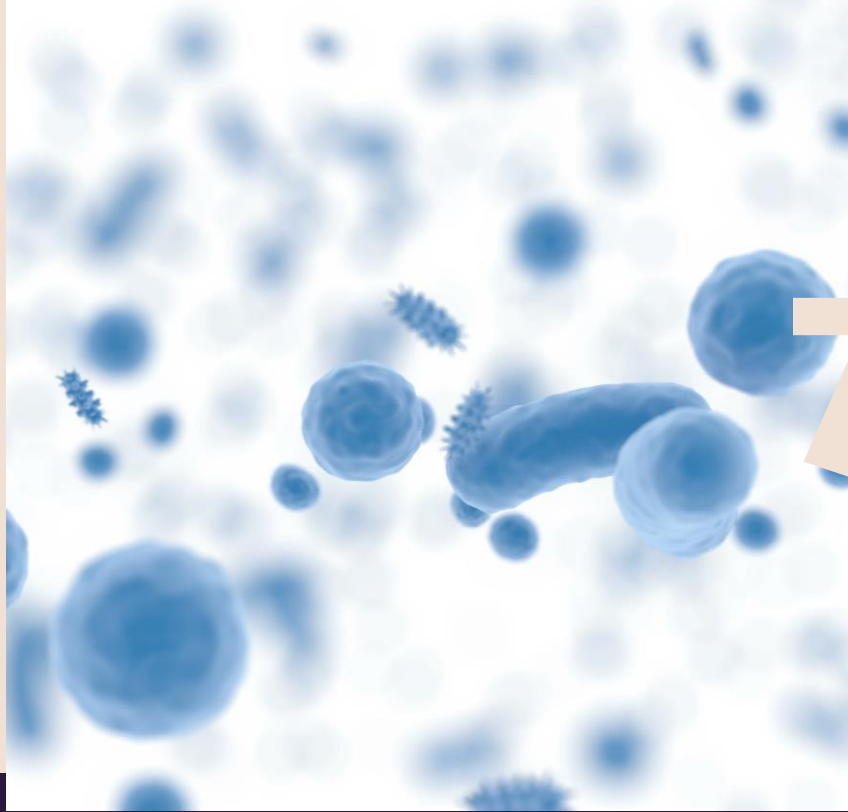


61% would be willing to donate their stool **59%**



● 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.

Some aspects of the vaginal microbiome are well-known by Italian women, such as the impact of antibiotics and the fact that the microbiome changes from childhood to menopause. (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

73 ✓

4

23

27

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

67 ✓

6

27

33

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

8

67 ✓

25

33

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

64 ✓

5

31

36

Vaginal dryness/dehydration has consequences on vaginal microbiome

62 ✓

6

32

38

Smoking has no consequences on the vaginal microbiome

16

59 ✓

25

41

True

False

Don't really know



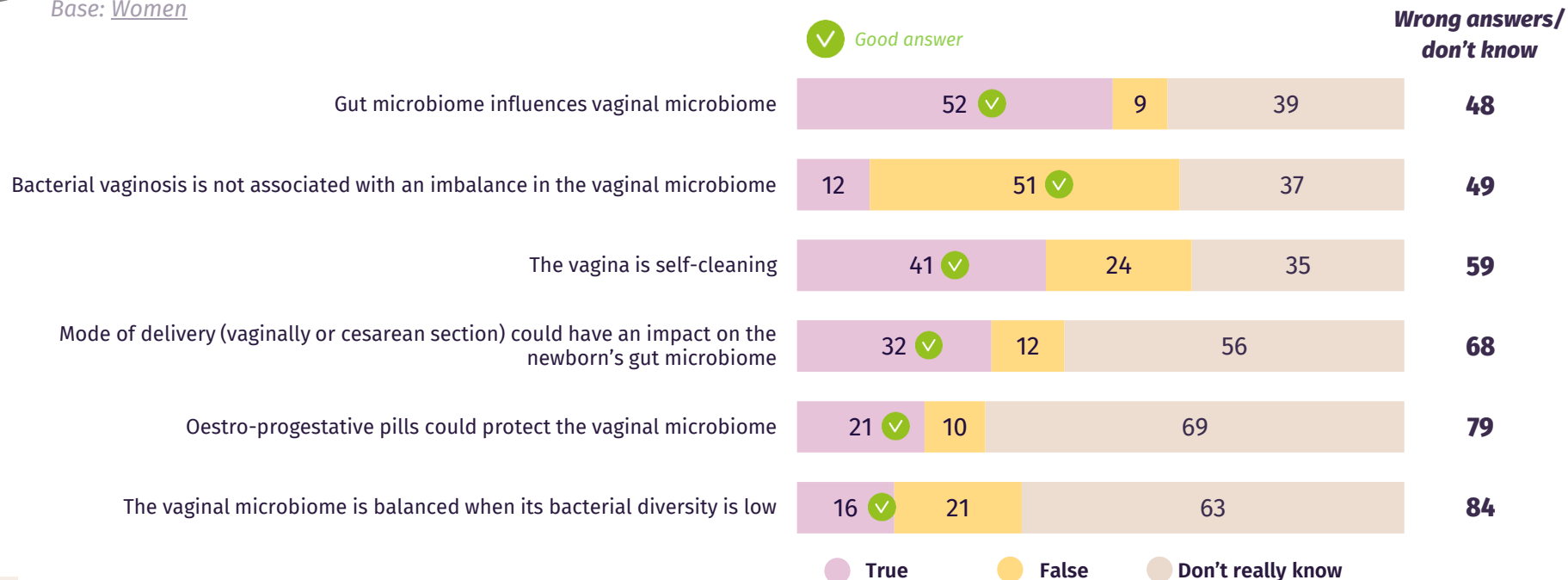
(2/2)

However, other aspects of vaginal microbiome are poorly known, particularly regarding its bacterial composition.



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





Compared to worldwide trends, Italian women show a mixed level of vaginal microbiome awareness, with stronger knowledge in certain aspects but gaps in others

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	ALL COUNTRIES
73	72
67	66
67	60
64	66
62	68
59	55
52	45
51	44
41	58
32	41
21	22
16	26



Significant differences vs total - superior



Significant differences vs total - inferior



The knowledge of vaginal microbiome roles and functions remains steady across age groups, with a decline after 60yo.

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

6,6



Less than 25 yo



6,7



25-34 yo



5,7



35-44 yo

6,5



45-59 yo

5,4



60 yo and more

6,0



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior



Low basis, results must be interpreted with caution



Less than one third of Italian women have received all the information or advice from their HCPs about their vaginal microbiome.



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

Base: Women

29% received **ALL THESE INFORMATION**, at least one time
8% received **all these information several times**

% Yes

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



38

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



36

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



32

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



Information received by Italian women on the vaginal microbiome are close to global results.



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

Base: Women

% Yes

	Total	ALL COUNTRIES
% Have received ALL THESE INFORMATION, at least one time	29	32
% Received ALL THESE INFORMATION, <u>several times</u>	8	11
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	38	42
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	36	42
Explain to you what the vaginal microbiome is and what its roles and functions are	32	37



Significant differences vs total - superior



Significant differences vs total - inferior

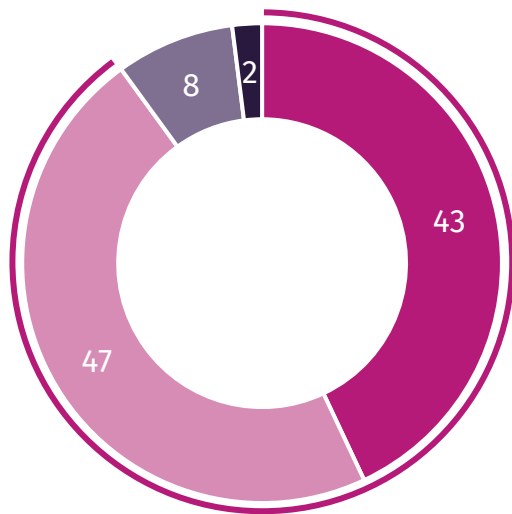


Most of women would like to have more information about the importance of the vaginal microbiome and its impact on health, even more than observed globally.



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

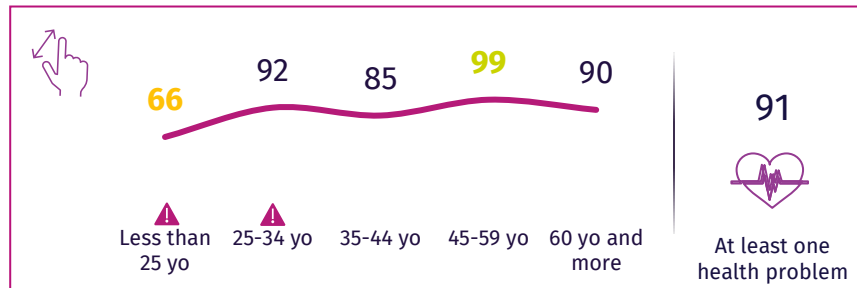


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

90% would like to have more information about the importance of the vaginal microbiome and its impact on health



85%



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

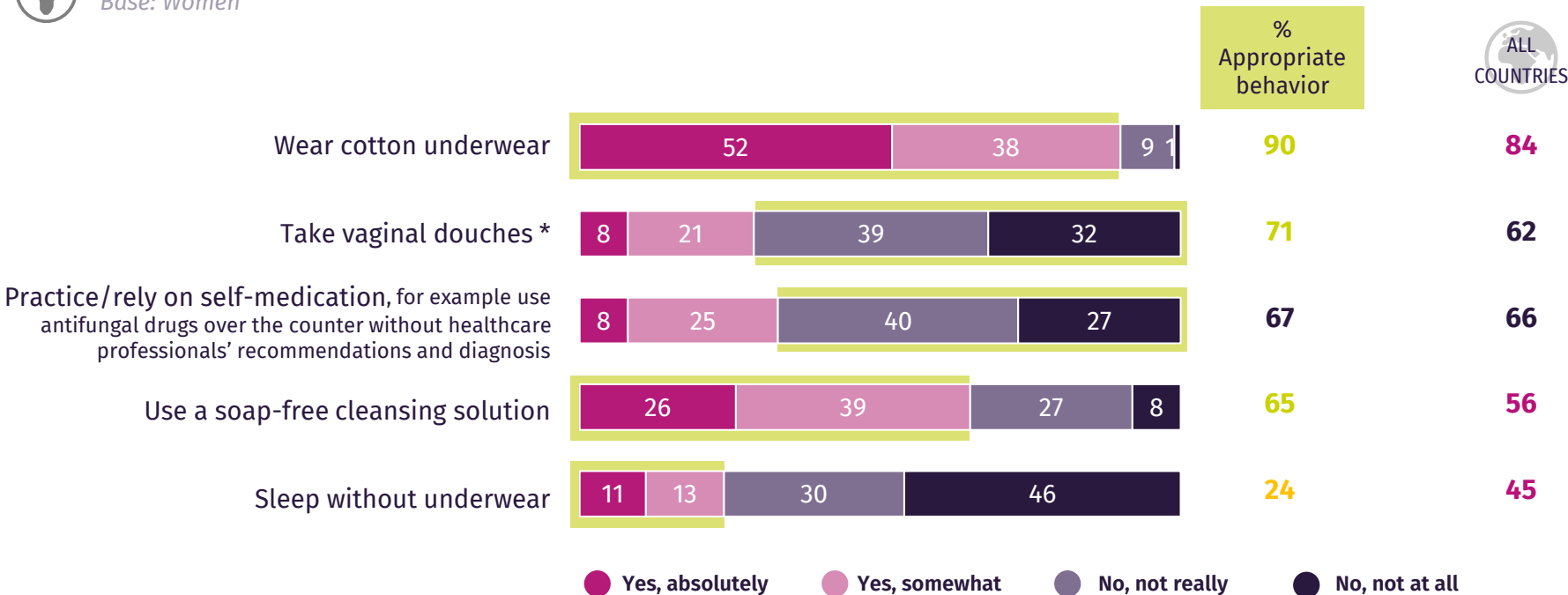


Italian women are more likely to adopt specific behaviors to protect their vaginal microbiome compared to global average, except sleeping without underwear which is less common.



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 35-44 yo are less likely to adopt appropriate behaviors for their vaginal microbiome compared to the eldest.



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

Base: Women

ALL COUNTRIES

3,1

3,2/5

Number of appropriate behaviors adopted on average

3,3

Less than 25 yo



2,9

25-34 yo



2,9

35-44 yo

3,1

45-59 yo

3,5

60 yo and more

3,2



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior



Low basis, results must be interpreted with caution

Copyright Biocodex Microbiota
Institute 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 Italian results



Italy

Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	31%
Subtotal « Aware »	78%
Subtotal Aware of the gut microbiome	65%
Subtotal Aware of all microbiome	32%
Level of knowledge around the microbiota	
Mean of good answers	6,0/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	49%
Know exactly what are prebiotics	29%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	53%
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	65%
Microbiome testing	
Interested in taking a microbiome test	59%

In this year's Observatory, Italy made its debut. The study reveals higher awareness of the term 'microbiome' among Italians. Notably, Italians show greater familiarity with the gut microbiome, though their knowledge of other microbiome types aligns with global average. Despite greater familiarity with the term, Italians' comprehension of microbiome roles and functions aligns with the global average.

More than half of respondents claim some behavioral changes for their microbiome, yet very few report a lot of changes, similar results than globally. But in details, Italians fall below the global average in adopting behaviors beneficial to microbiome health.

When it comes to HCPs, the majority of Italians have received at least one piece of information about microbiome, it's more likely the case at the time of antibiotics prescription .

The HCPs, and especially the family physician, would be the key actor to provide more explanation and advice on microbiome to patients, even more as they are considered by Italians as the most trustworthy source of information.

Despite lower awareness of microbiome testing, Italians express interest, especially for gut microbiome, and an equal percentage would consider stool donation to further 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 (rod-shaped), and branching structures, resembling a microscopic view of a microbial community.

ANNEXES

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

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.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).
ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg, IPS:FP

www.ipsos.com

35 rue du Val de Marne 75 628 Paris,
Cedex 13 France
Tel. +33 1 41 98 90 00

GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.