



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Third wave

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



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

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

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

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

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

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

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

## Comments



**ALL COUNTRIES**

(n=7,500)



= Average response for all 11 countries.

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



Significant differences vs total - superior



Significant differences vs total - inferior



Significant changes since the first wave (2023)

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

All results are presented in %.



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



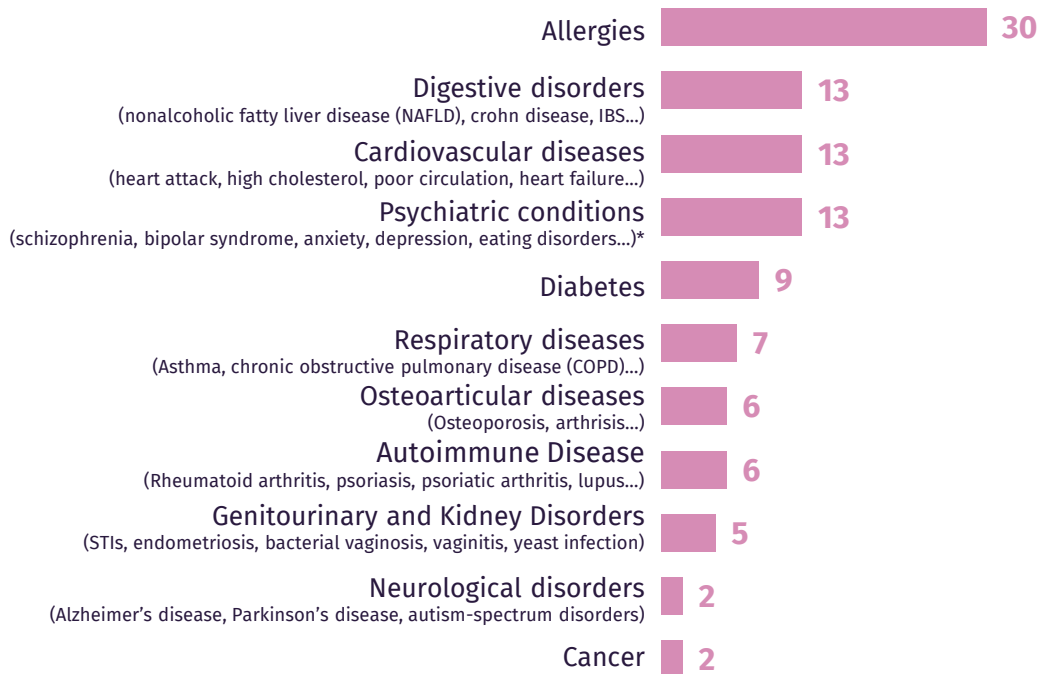
## People with current conditions

### A focus detailed throughout the report



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

Base: All respondents



\*This item has been detailed compared to last year



**Despite growing familiarity with the term 'microbiome', awareness of specific microbiome types remains limited, showing minimal improvement.**

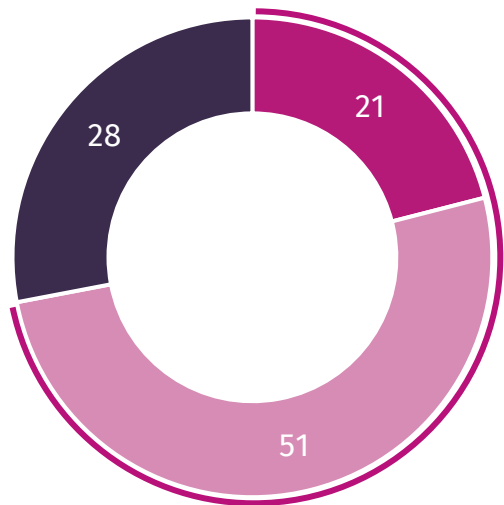


# Microbiome awareness is growing this year, with nearly $\frac{3}{4}$ of Mexicans familiar with the term, aligning with global trends. However, younger individuals show less awareness.



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

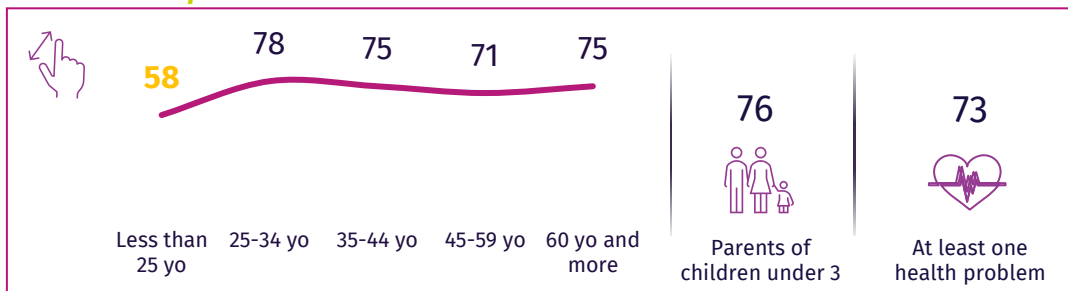
**72%** have already heard about the term microbiome

2024 : 71%

2023 : 66% +6pts vs 2023



**71%**



● Significant differences vs total - superior

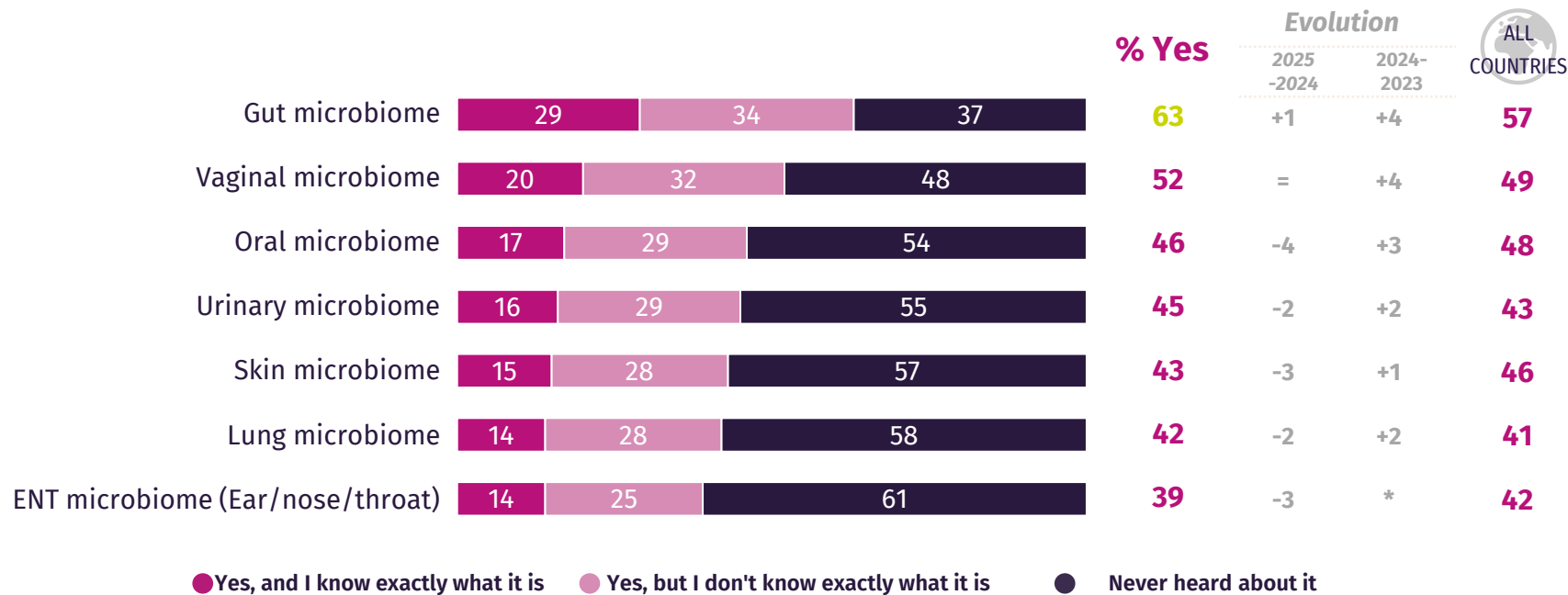
● Significant differences vs total - inferior



**Since 2023, there's been no significant progress in awareness of different microbiome types, with few people knowing exactly what they are. However, Mexicans show greater familiarity with the gut microbiome compared to global trends.**

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

Base: All respondents



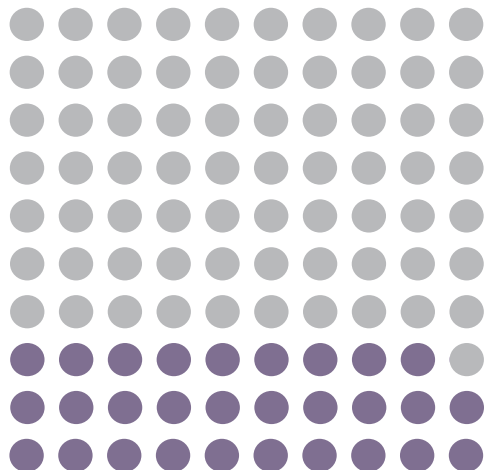
\*This item has been detailed in 2024, no evolution possible vs 2023



**Overall, about 3 out of 10 Mexicans have heard of each type of microbiome, showing no significant progress in 2 years. Those aged 35-44 demonstrate higher awareness.**

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

Base: All respondents



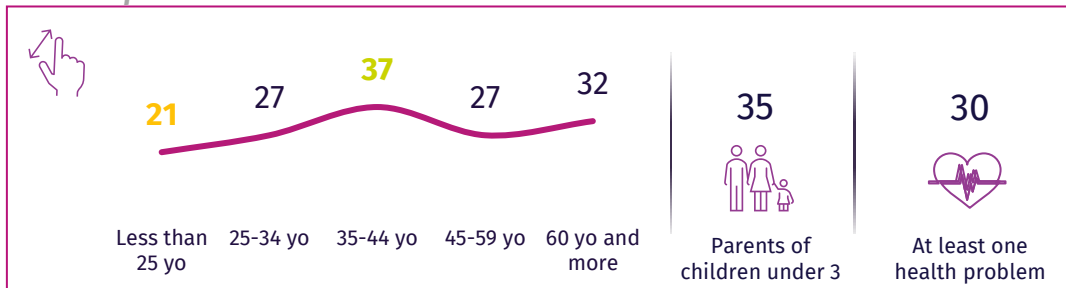
**29%** have already heard of each microbiome:  
**Gut, vaginal, skin, lung, urinary, oral and ENT microbiome**

2024 : **32%**

2023 : **26%** +3pts vs 2023



**31%**



**But only 6% know precisely all of them**

2024 : **10%**

2023 : **5%** +1pt vs 2023



**7%**

● Significant differences vs total - superior

● Significant differences vs total - inferior

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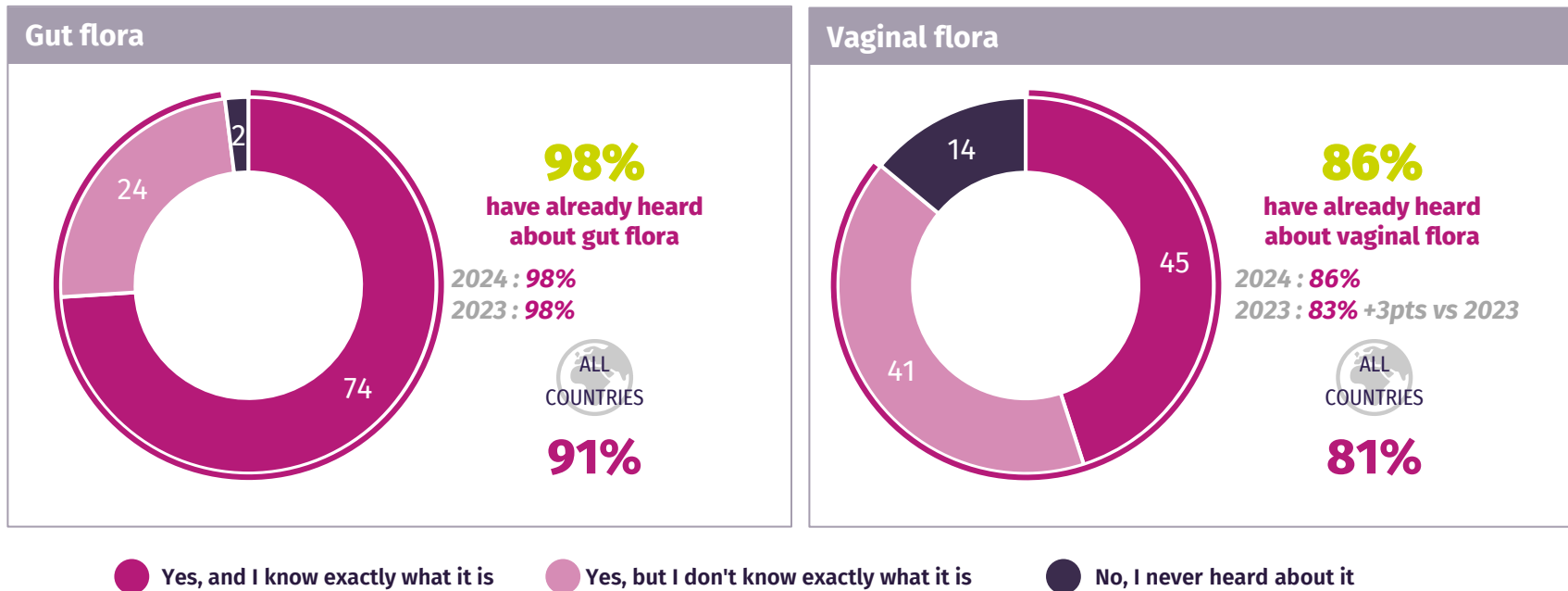
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# As last year, the term “flora” is more popular than microbiome and at higher level compared to other countries. The majority know exactly what it is.

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



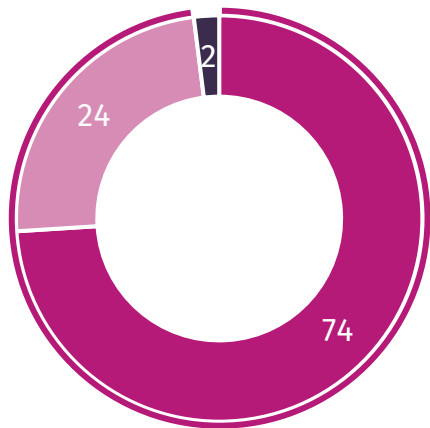
# The youngest people seem to be less aware of gut flora.



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

Base: All respondents

## Gut flora



**98%**

have already heard about gut flora

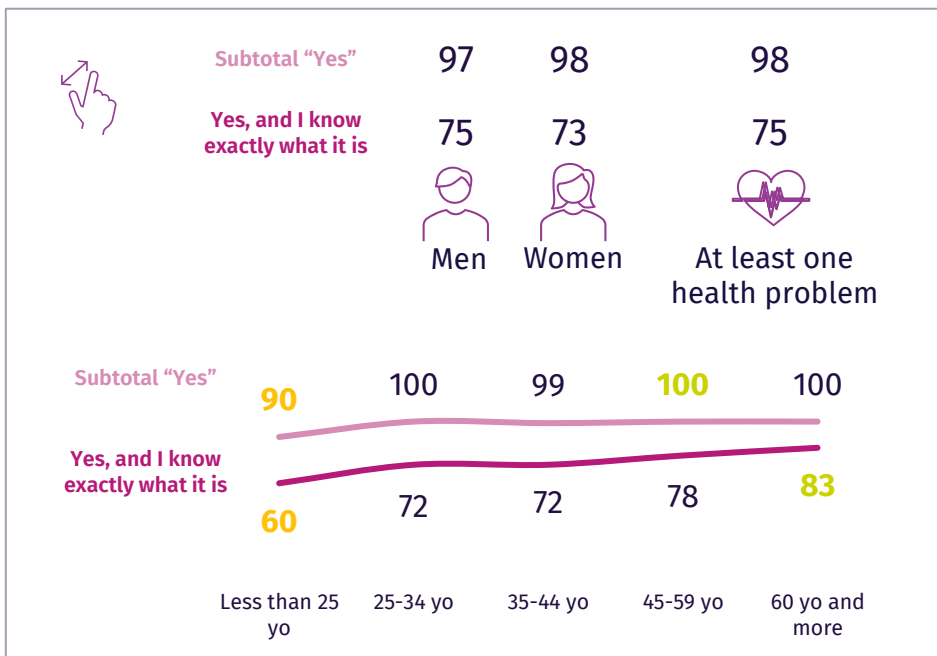
2024 : 98%

2023 : 98%



**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



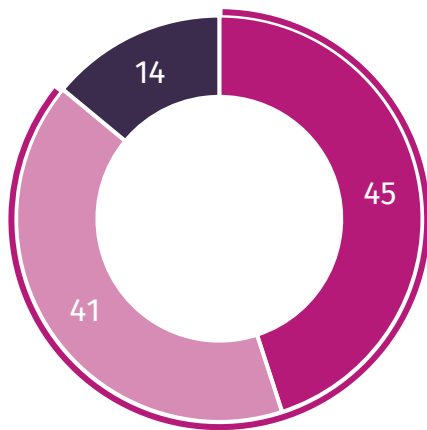
# And women appear more aware of vaginal flora.



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

Base: All respondents

## Vaginal flora



**86%**

have already heard about vaginal flora

2024 : 86%

2023 : 83% +3pts 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"

**81**

**90**

**87**

Yes, and I know exactly what it is

**37**

**52**

**48**



Men



Women



At least one health problem

Subtotal "Yes"

89

90

86

83

84

Yes, and I know exactly what it is

48

43

43

45

49

Less than 25 yo

25-34 yo

35-44 yo

45-59 yo

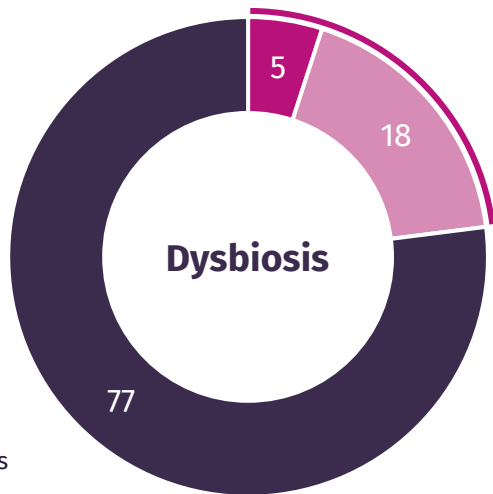
60 yo and more

# Dysbiosis remains an unfamiliar term to most people, with no observed increase in awareness. Recognition is even lower compared to global trend.



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

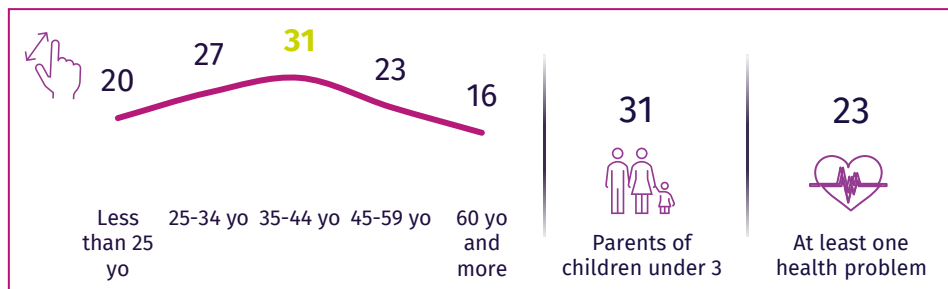
**23%** have already heard about the term 'dysbiosis'

2024 : 29%

2023 : 27%



**33%**



Significant differences vs total - superior

Significant differences vs total - inferior



**Knowledge of the microbiome's role and functions is not improving, with some aspects being poorly understood in Mexico compared to global trends**



## General knowledge about the microbiome is robust, but understanding of its diversity, composition, and connection to the brain remains limited.



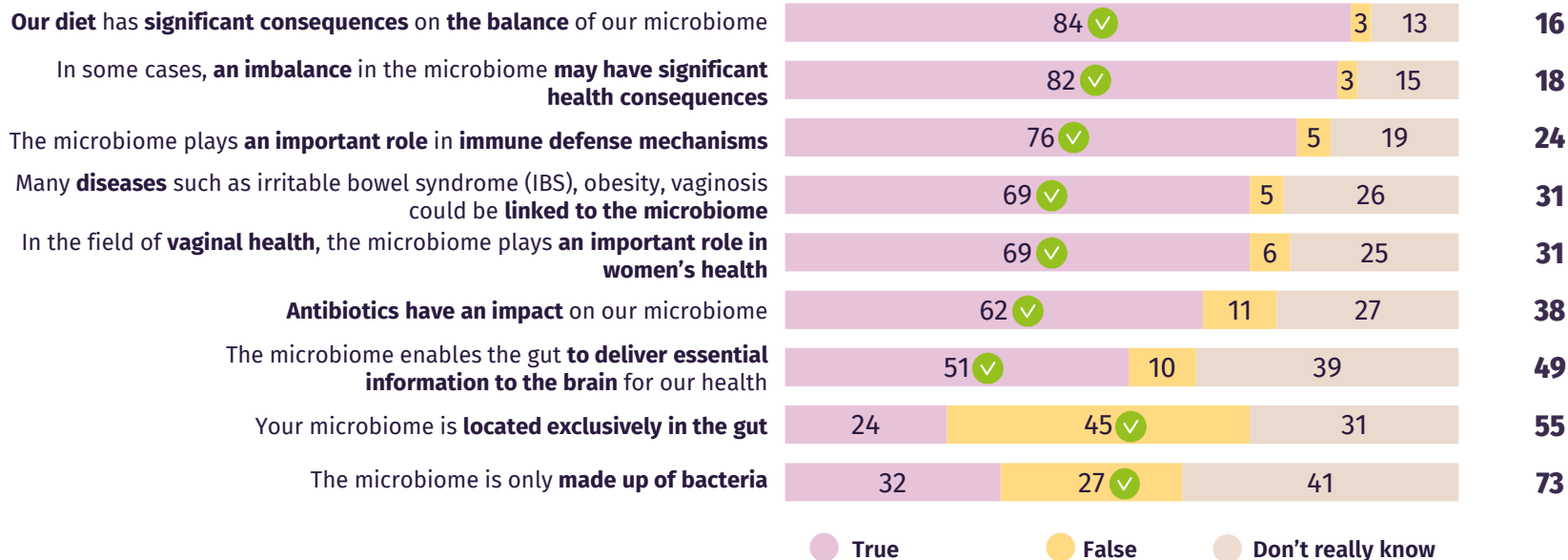
Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents



Good answer

Wrong answers/  
don't know





# While awareness of diet's influence on the microbiome and the effects of microbial imbalance exceeds global averages, some areas lag behind worldwide understanding. Moreover, knowledge levels have stagnated over the last two years



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

Evolution



	Total	2025-2024	2024-2023	ALL COUNTRIES
Our diet has <b>significant consequences</b> on the <b>balance</b> of our microbiome	84	+2	+1	80
In some cases, an <b>imbalance</b> in the microbiome <b>may have significant health consequences</b>	82	+3	-2	79
The microbiome plays an <b>important role</b> in <b>immune defense mechanisms</b>	76	-2	=	76
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	69	-4	Not asked in 2023	68
In the field of <b>vaginal health</b> , the microbiome plays an <b>important role in women's health</b>	69	-1	=	70
<b>Antibiotics have an impact</b> on our microbiome	62	+2	-1	73
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	51	+1	-2	56
Your microbiome is <b>located exclusively in the gut</b>	45	+4	-4	53
The microbiome is only <b>made up of bacteria</b>	27	=	Not asked in 2023	32



## Mexicans aged 60 or more have better knowledge of microbiome role and functions in contrast to youngsters.



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

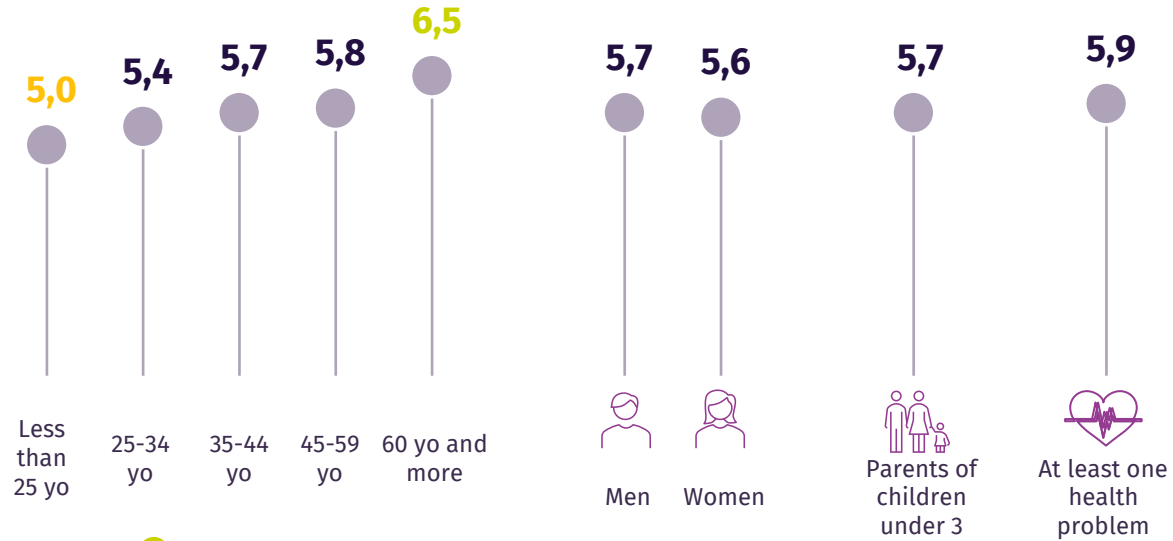
Base: All respondents



5,9

5,7/9

Number of good responses on average



Significant differences vs total – superior

Significant differences vs total – inferior

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3

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

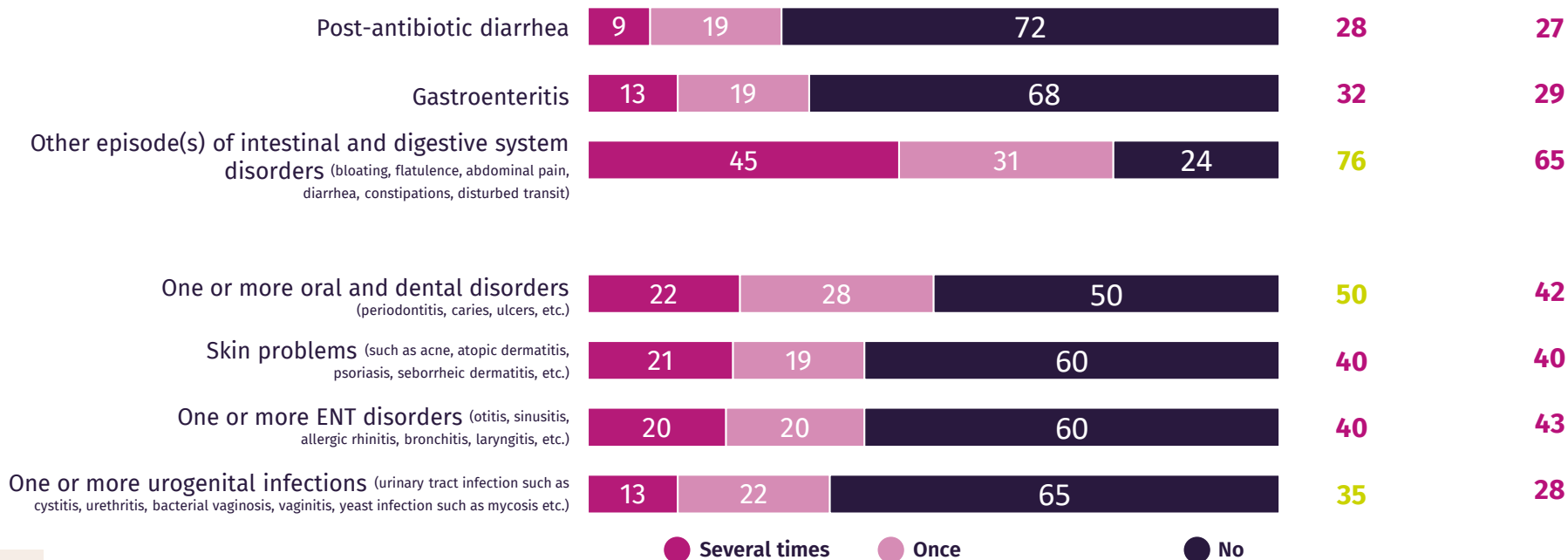
# In the last 12 months, 1 in 3 people have experienced post-antibiotic diarrhea or gastroenteritis, while 3 out of 4 had other episodes of intestinal and digestive system disorders.



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

Base: All respondents

% Yes



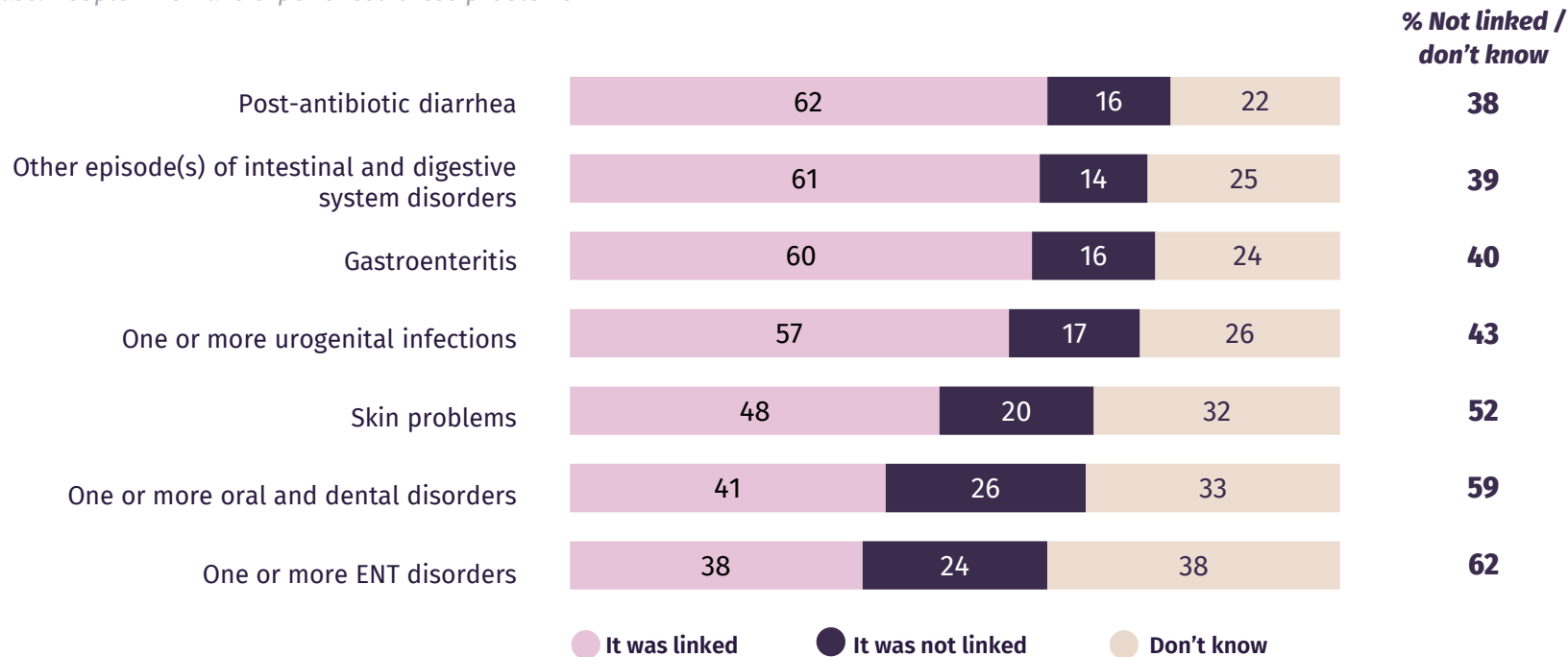


## When experiencing health issues, a majority of Mexicans associate them with their microbiome, particularly digestive problems and urogenital infections.



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

Base: People who have experienced these problems





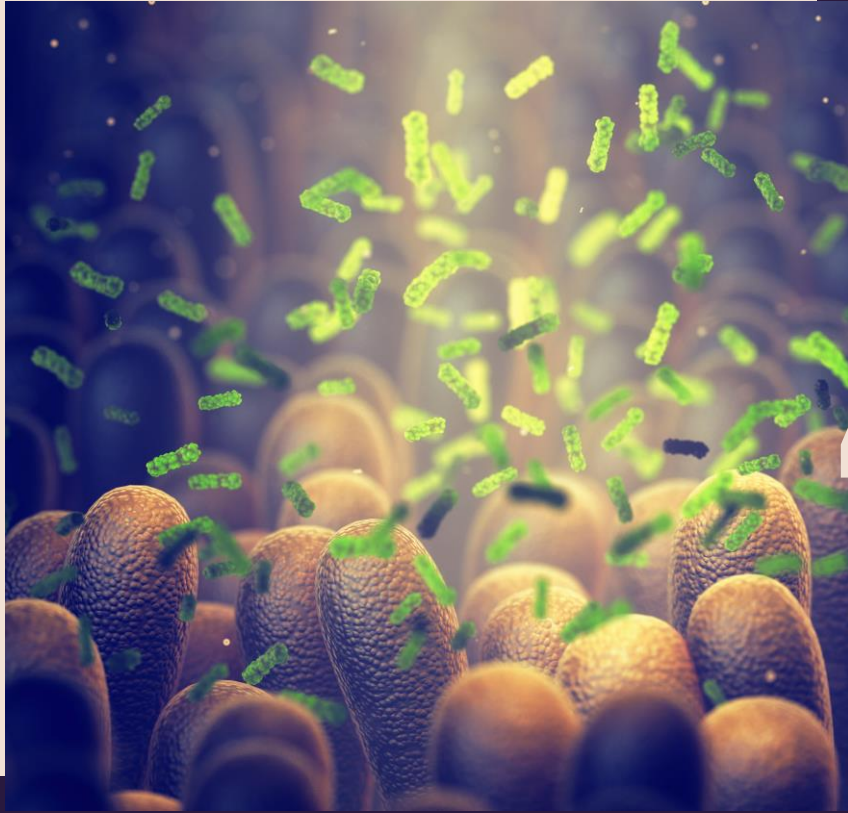
# Mexican awareness of microbiome's connexion with health issues exceeds global levels, but a year-over-year decrease reveals the fragility of this knowledge.



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	62	-1pt	59
Other episode(s) of intestinal and digestive system disorders	61	-10pts	48
Gastroenteritis	60	-12pts	48
One or more urogenital infections	57	-9pts	52
Skin problems	48	-8pts	37
One or more oral and dental disorders	41	-4pts	34
One or more ENT disorders	38	-10pts	31



4

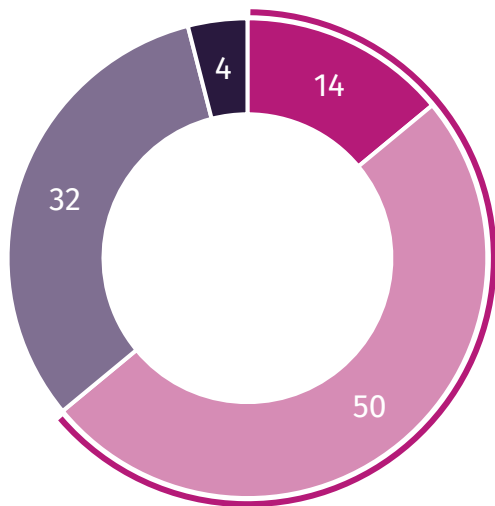
**Mexicans show a higher inclination to change behaviors for maintaining a balanced microbiome compared to global trends. However, in practice, there's no improvement in the actual adoption of these behaviors**



## Nearly two-thirds of Mexicans have modified their behaviors to maintain a balanced and well-functioning microbiome, surpassing the global average. The 35-44 age group particularly stands out in this trend.

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

Base: All respondents



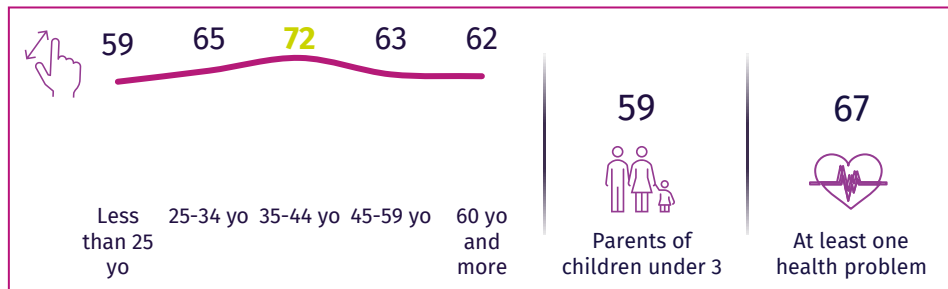
- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**64%** have changed their behaviors

2024 : 67% -3pts vs 2024



**56%**



● Significant differences vs total - superior

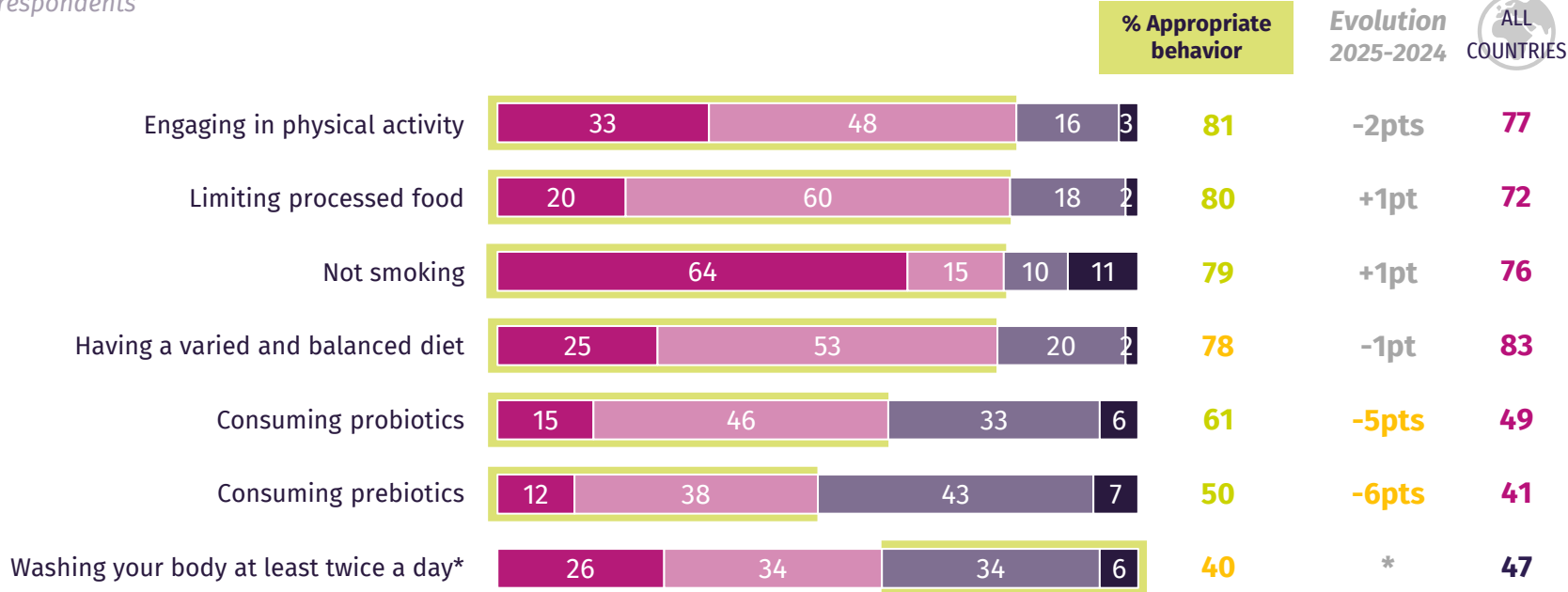
● Significant differences vs total - inferior



# The majority of Mexicans have incorporated most beneficial behaviors into their daily lives. However, they are more likely to wash their bodies multiple times a day, a practice detrimental to the microbiome.

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



## Mexicans aged 60 and over are more likely to adopt beneficial behaviors for microbiome health compared to younger generations.



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

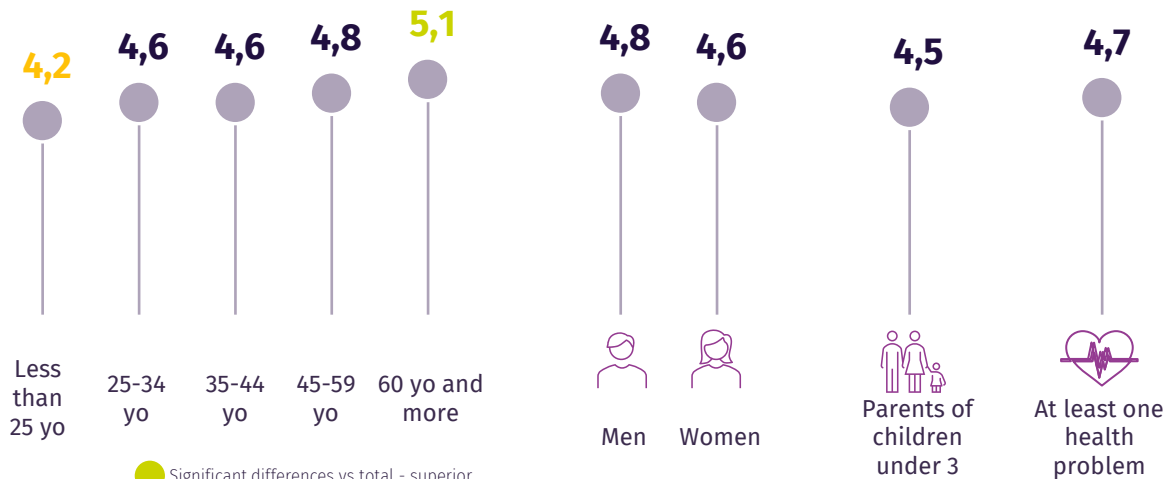
Base: All respondents



4,5



Number of good responses on average



Significant differences vs total - superior

Significant differences vs total - inferior

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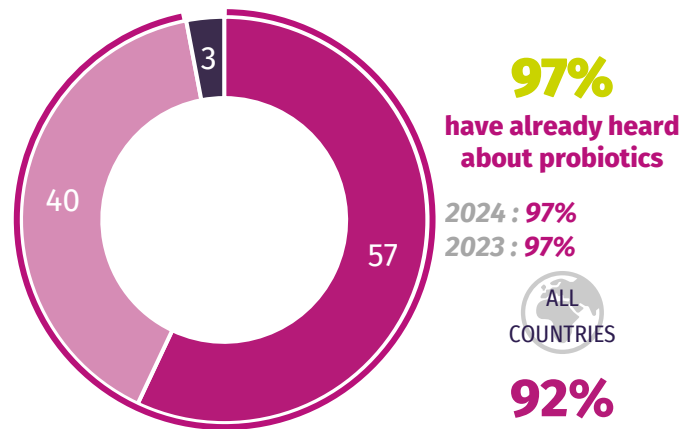
## Probiotic awareness continues to be widespread, holding steady since 2023, while prebiotic awareness has seen notable growth, exceeding global average.



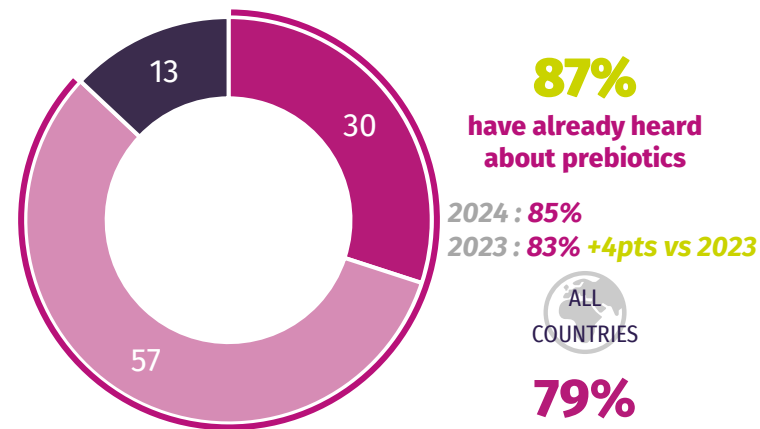
Question 2bis. And have you ever heard of these terms?

Base: All respondents

### Probiotics



### Prebiotics

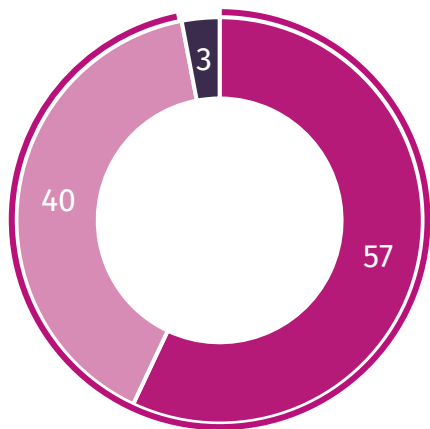


● Yes, and I know exactly what it is    ● Yes, but I don't know exactly what it is    ● No, I never heard about it

# The youngest people are less aware of probiotics.

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

## Probiotics



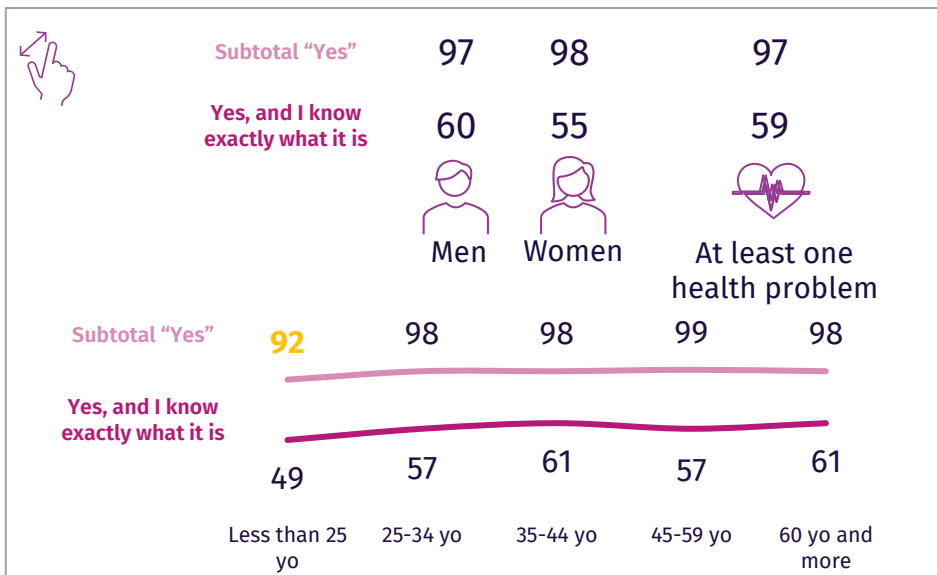
**97%**  
have already heard  
about probiotics

2024 : 97%  
2023 : 97%



**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

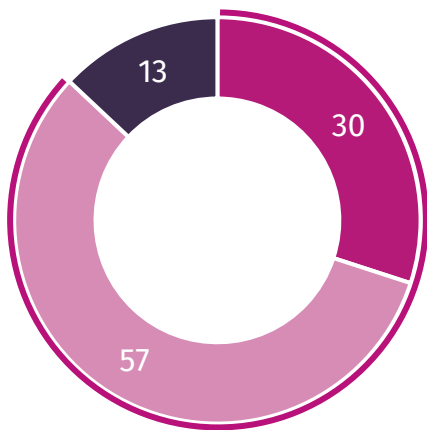


# The youngest people are less aware of prebiotics.



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

## Prebiotics



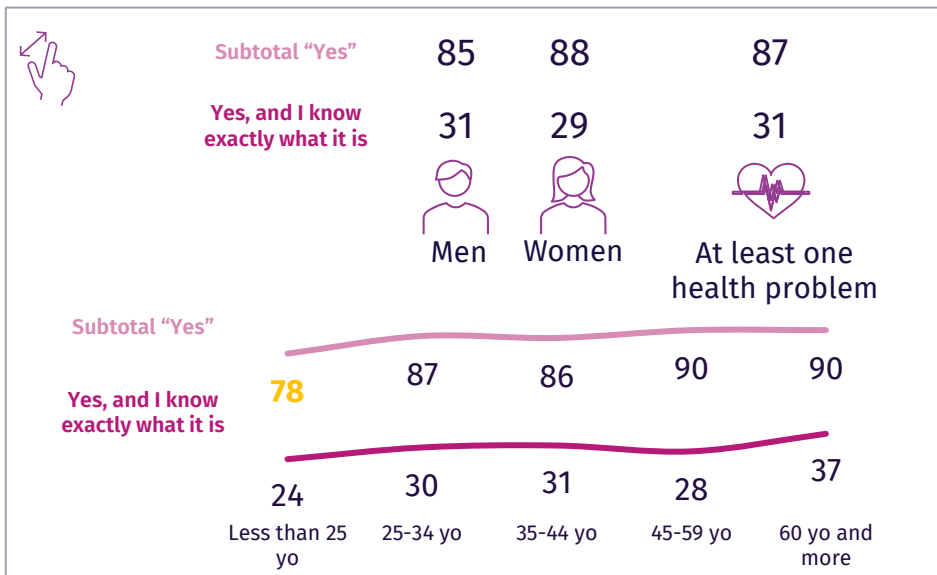
**87%**  
have already heard  
about prebiotics

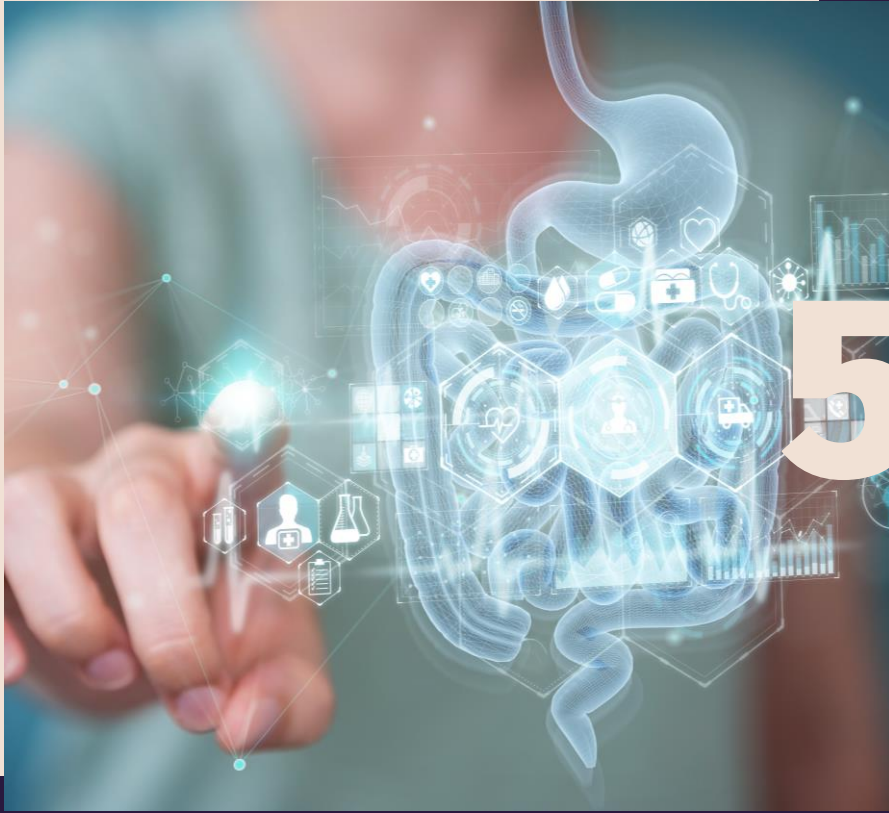
2024 : 85%  
2023 : 83% **+4pts vs 2023**



**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





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



## Healthcare professionals and this questionnaire each account for 17% of people's initial exposure to the microbiome.

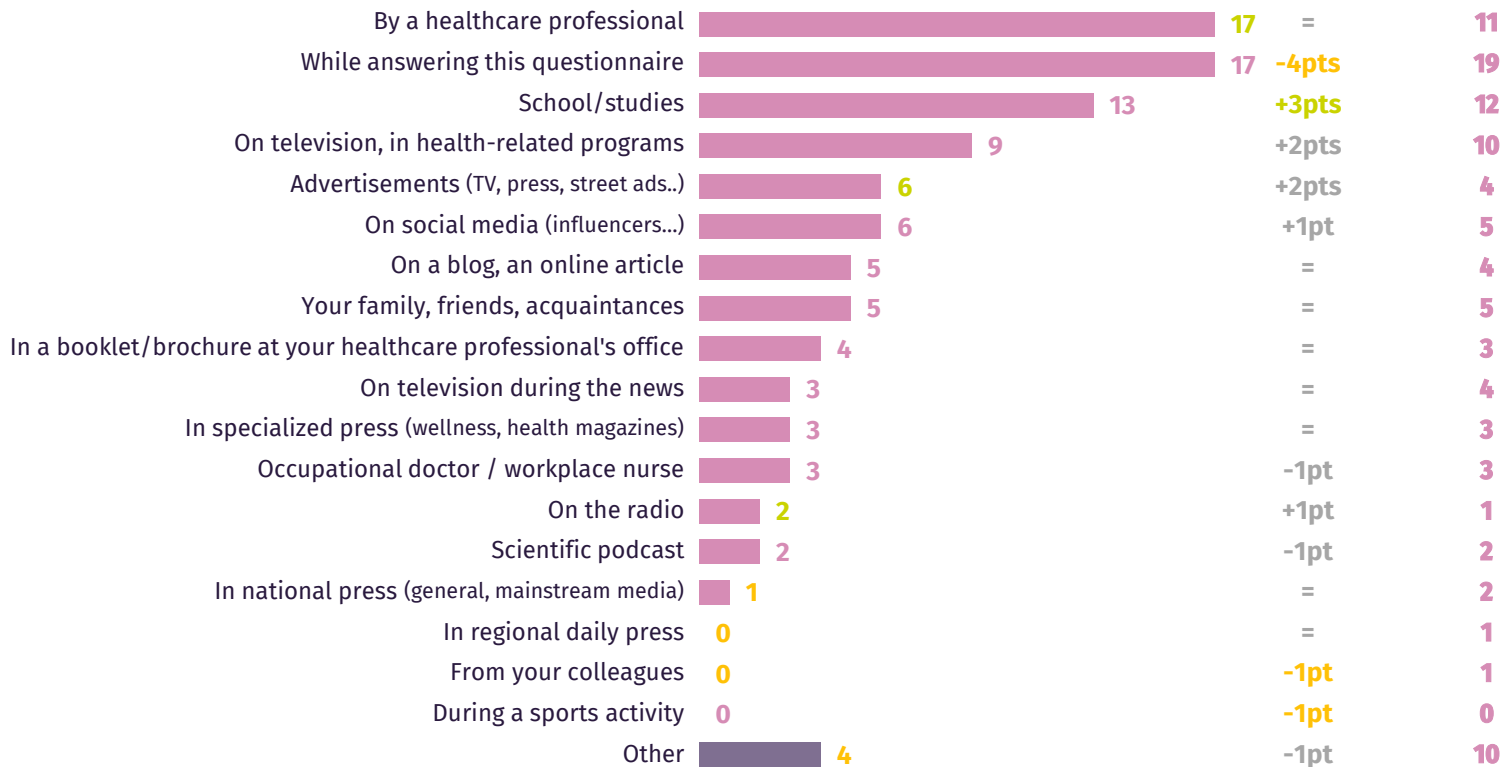


Question 1V2. The microbiome, you first heard about it...

Base: All respondents

Evolution  
2025-2024

ALL  
COUNTRIES



# For Mexicans aged under 25, the first source was related to school/studies.



Question 1V2. The microbiome, you first heard about it...  
Base: All respondents

	Total	Less than 25 yo <i>n=170</i>	25-34 yo <i>n=212</i>	35-44 yo <i>n=193</i>	45-59 yo <i>n=272</i>	60 yo and more <i>n=153</i>	Men <i>n=486</i>	Women <i>n=514</i>	Parents of children under 3 <i>n=96</i>	At least one health problem <i>n=570</i>
By a healthcare professional	17	13	18	18	19	14	16	17	16	18
While answering this questionnaire	17	20	12	14	21	21	15	20	17	16
School/studies	13	26	13	10	6	12	11	14	16	12
On television, in health-related programs	9	6	8	10	9	9	10	8	9	8
Advertisements (TV, press, street ads...)	6	4	10	4	5	6	6	6	3	6
On social media (influencers...)	6	5	9	7	5	4	5	7	4	6
On a blog, an online article	5	6	6	8	4	2	6	4	6	5
Your family, friends, acquaintances	5	5	2	5	6	7	6	4	10	5
In a booklet/brochure at your healthcare professional's office	4	1	3	4	6	6	5	4	7	5
On television during the news	3	3	4	3	2	1	3	3	5	3
In specialized press (wellness, health magazines)	3	0	2	4	3	7	4	2	0	3
Occupational doctor / workplace nurse	3	1	4	2	4	2	3	3	3	3
On the radio	2	2	2	2	1	2	2	1	0	1
Scientific podcast	2	1	2	1	2	3	2	2	1	3
In national press (general, mainstream media)	1	2	0	0	2	1	1	1	0	1
In regional daily press	0	0	0	1	0	0	0	0	0	0
From your colleagues	0	0	0	1	1	0	1	0	0	0
During a sports activity	0	1	0	1	0	0	0	0	1	1
Other	4	4	5	5	4	3	4	4	2	4

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

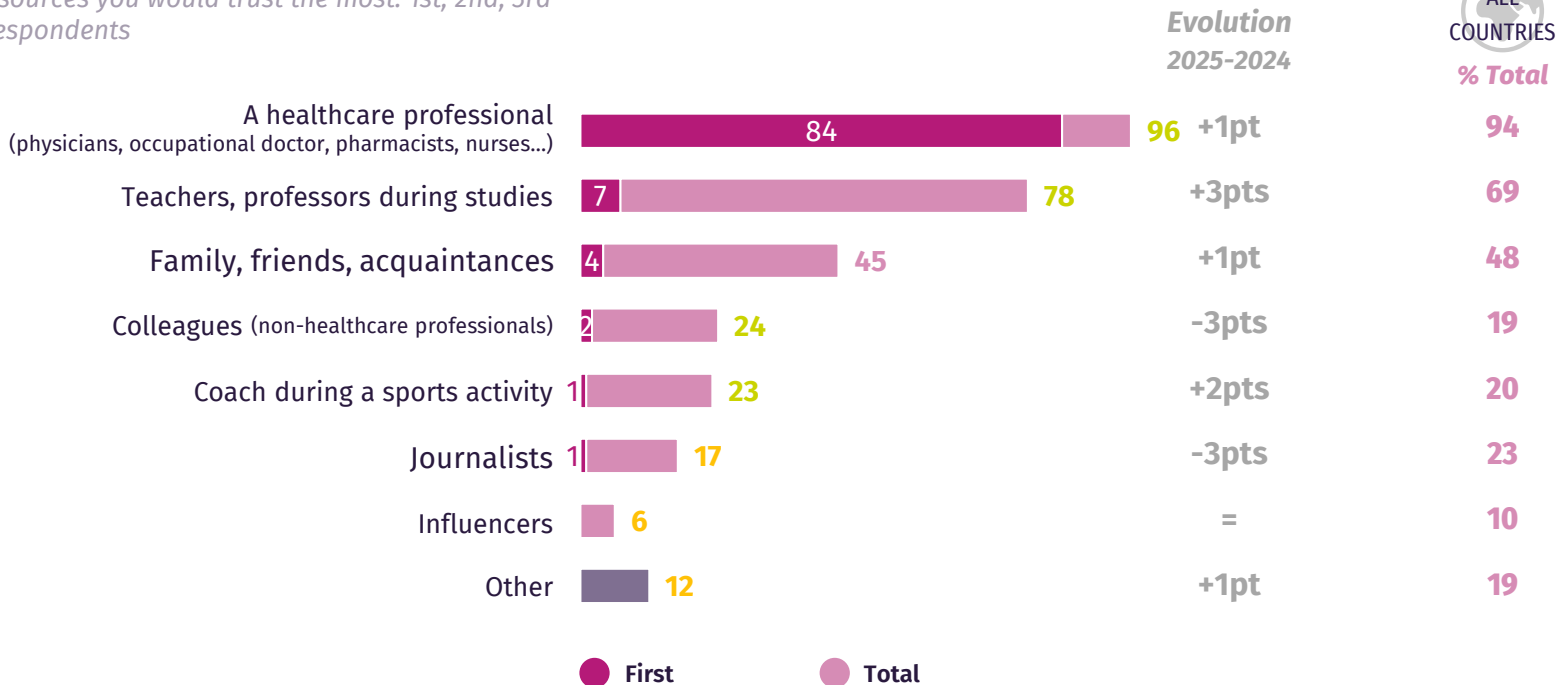


# Healthcare professionals are overwhelmingly regarded as the most trusted source of microbiome information, with 84% of people indicating they would turn to HCPs first for such information.

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





## 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 <i>n</i> =170	25-34 yo <i>n</i> =212	35-44 yo <i>n</i> =193	45-59 yo <i>n</i> =272	60 yo and more <i>n</i> =153	Men <i>n</i> =486	Women <i>n</i> =514	Parents of children under 3 <i>n</i> =96	At least one health problem <i>n</i> =570
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>96</b>	93	96	93	98	97	94	97	93	96
Teachers, professors during studies	<b>78</b>	<b>88</b>	76	75	79	72	77	79	83	78
Family, friends, acquaintances	<b>45</b>	42	<b>36</b>	48	45	<b>54</b>	45	45	41	45
Colleagues (non-healthcare professionals)	<b>24</b>	19	25	24	23	30	27	22	23	25
Coach during a sports activity	<b>23</b>	23	23	25	23	20	21	25	25	23
Journalists	<b>17</b>	15	<b>25</b>	17	18	11	21	14	15	17
Influencers	<b>6</b>	6	7	8	5	2	6	6	6	6
Other	<b>12</b>	15	12	10	10	14	10	13	16	11





# The substantial growth in microbiome education from healthcare providers to Mexicans seen between 2023 and 2024 has not continued, showing no further advancement.



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

Base: All respondents

Only **41%** received **ALL THESE INFORMATION**, at least one time  
9% received all these information several times

**2024: 44%**

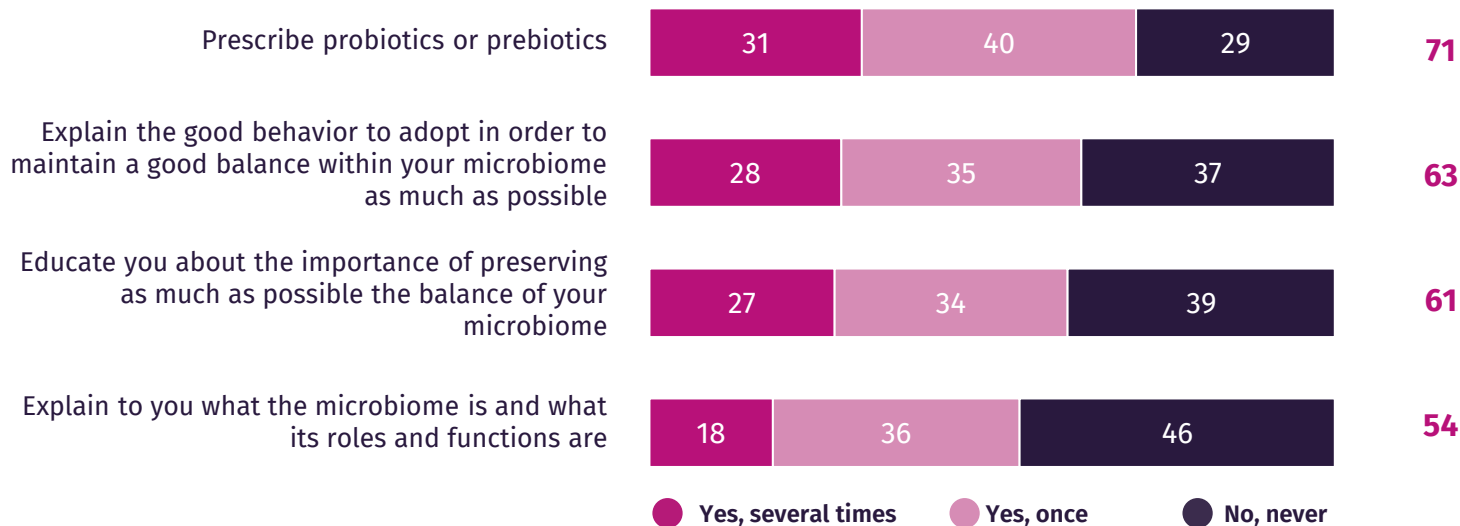
**11%**

**2023: 37%**

**9%**

+4pts vs 2023  
= vs 2023

**% Yes**





# Yet, Mexicans are more likely to be informed by their HCPs compared to global trends.



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

Base: All respondents

% Yes	Total	Evolution		
		2025-2024	2024-2023	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	41	-3	+7	29
% Received ALL THESE INFORMATION, <u>several times</u>	9	-2	+2	8
Prescribe probiotics or prebiotics	71	-1	+1	49
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	63	-4	+4	46
Educate you about the importance of preserving as much as possible the balance of your microbiome	61	-3	+8	47
Explain to you what the microbiome is and what its roles and functions are	54	-3	+7	42



## People aged 35-44 yo received more prescriptions of probiotics or prebiotics than others



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=170	n=212	n=193	n=272	n=153	n=486	n=514	n=96	n=570
Prescribe probiotics or prebiotics	<b>71</b>	67	72	<b>80</b>	69	65	72	70	79	70
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>63</b>	61	64	68	63	59	68	59	67	65
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>61</b>	59	66	67	58	58	65	58	68	63
Explain to you what the microbiome is and what its roles and functions are*	<b>54</b>	49	59	61	50	52	58	50	58	56



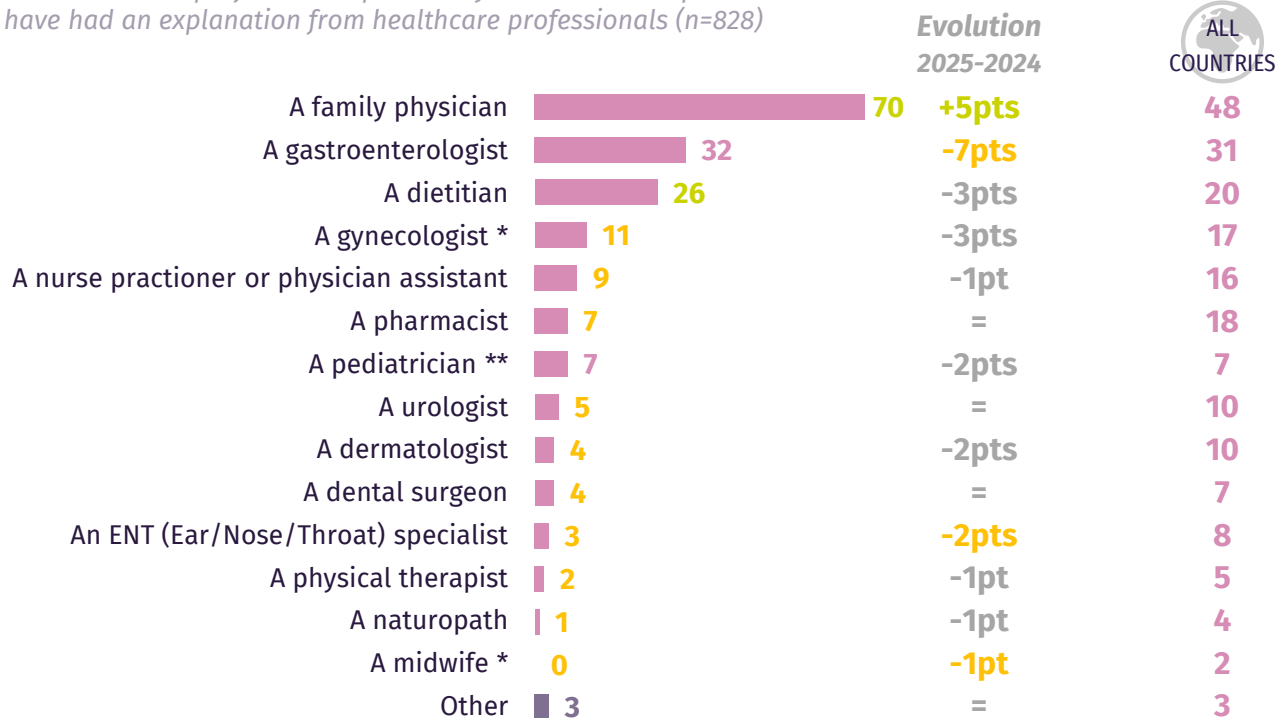


## In Mexico, family physicians lead as the top providers of microbiome information, a trend that is on the rise.



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

Base: People who have had an explanation from healthcare professionals (n=828)



\* Item displayed to women

\*\* Item displayed to parents



# The family physician remain the top 1 professional to provide information among all demographics.

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

Base: People who've received some information from HCPs (n=828)

	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=828	n=147	n=180	n=169	n=221	n=111	n=400	n=428	n=88	n=477
A family physician	<b>70</b>	73	72	69	69	65	67	72	73	68
A gastroenterologist	<b>32</b>	<b>20</b>	30	34	34	41	37	27	25	34
A dietitian	<b>26</b>	21	23	27	22	<b>38</b>	<b>32</b>	<b>20</b>	21	27
A gynecologist	<b>11</b>	15	9	<b>5</b>	15	10	<b>0</b>	<b>21</b>	13	13
A nurse practitioner or physician assistant	<b>9</b>	<b>16</b>	13	9	<b>3</b>	5	9	9	8	9
A pharmacist	<b>7</b>	10	8	7	6	8	9	7	8	8
A pediatrician	<b>7</b>	7	9	<b>13</b>	6	<b>1</b>	5	9	<b>17</b>	6
A urologist	<b>5</b>	6	4	5	5	7	6	4	4	7
A dermatologist	<b>4</b>	6	3	7	2	5	4	4	<b>10</b>	6
A dental surgeon	<b>4</b>	2	3	3	4	7	5	3	1	4
An ENT (Ear, Nose, Throat) specialist	<b>3</b>	3	2	2	2	6	4	2	0	4
A physical therapist	<b>2</b>	1	3	1	2	1	3	1	0	1
A naturopath	<b>1</b>	0	1	1	2	3	2	1	0	2
A midwife	<b>0</b>	0	0	0	0	0	0	0	0	0
Other	<b>3</b>	1	4	3	3	4	3	3	1	4

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

# This year again, only a quarter has received all the key 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 **26%** received ALL THESE INFORMATION from their HCPs

2024 : **32%**

2023 : **27%**



**25%**

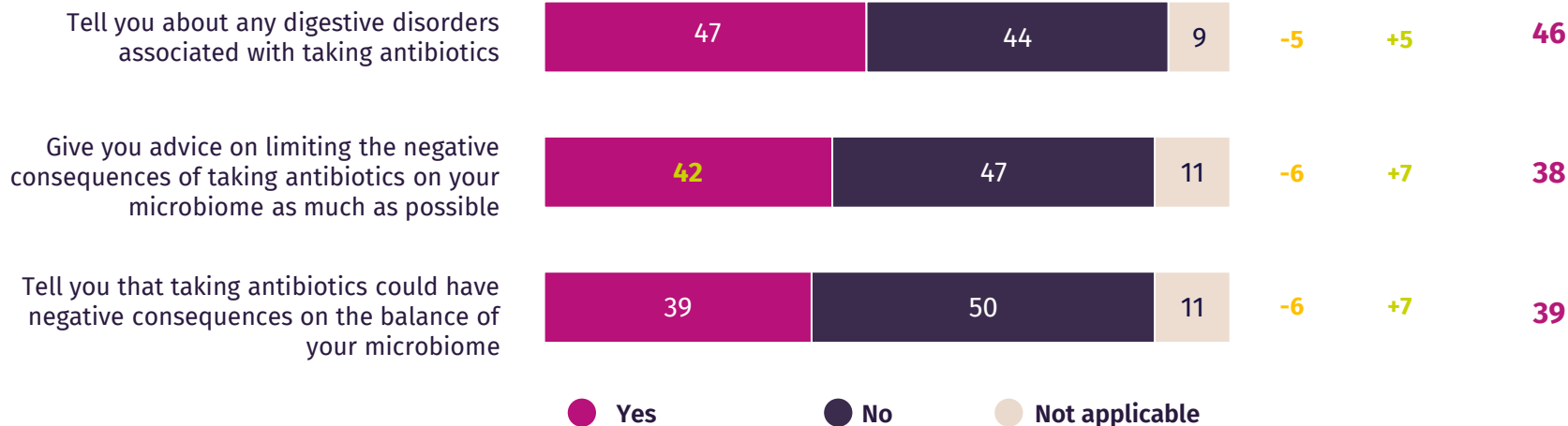
Evolution

2025  
-2024

2024-  
2023



**% Yes**





# No specific differences among demographics or health situation regarding the information received after being prescribed antibiotics.



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

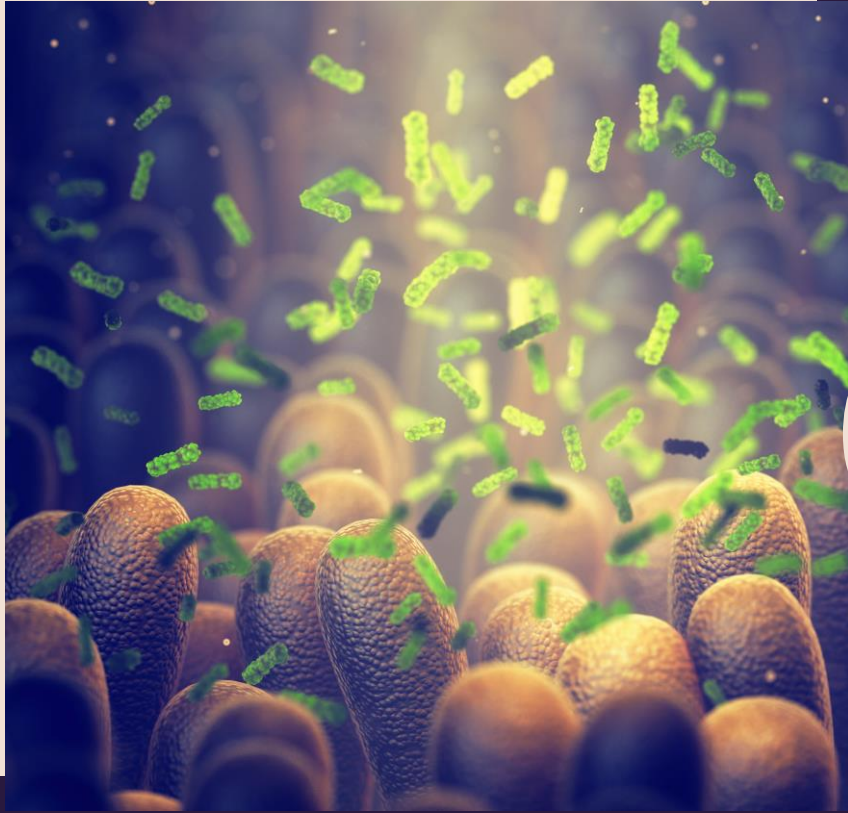
% Yes	Total base n=1000	Less than 25 yo n=170	25-34 yo n=212	35-44 yo n=193	45-59 yo n=272	60 yo and more n=153	Parents of children under 3 n=96	At least one health problem n=570
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>26</b>	<b>23</b>	<b>22</b>	<b>33</b>	<b>24</b>	<b>31</b>	<b>24</b>	<b>26</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>47</b>	45	42	52	41	55	40	50
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>42</b>	38	44	44	39	42	44	43
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>39</b>	35	37	<b>49</b>	35	41	38	39



Significant differences vs total - superior



Significant differences vs total - inferior



6

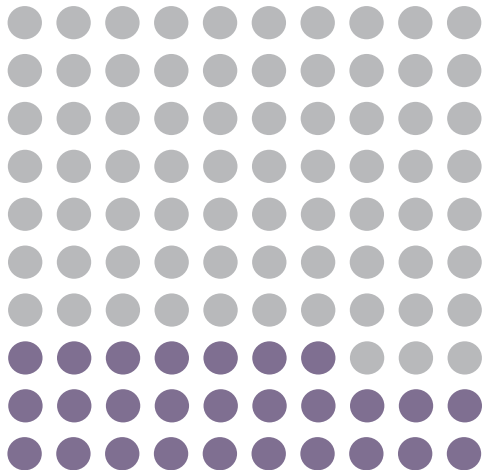
**Mexicans express high interest in microbiome testing and would be willing to donate their stool for scientific research.**



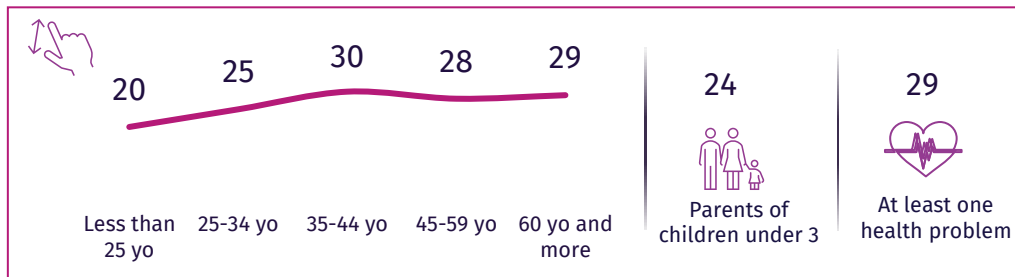


# More than a quarter of the population is familiar with microbiome testing, reflecting global trends.

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



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



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



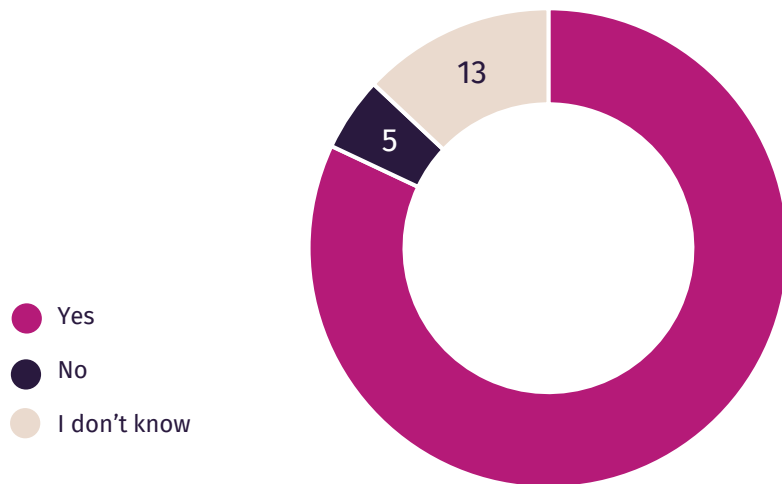
## Microbiome testing appeal is widespread, with 82% of people expressing interest, which is higher than the global average.

NEW

QUESTION

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

Base: All respondents

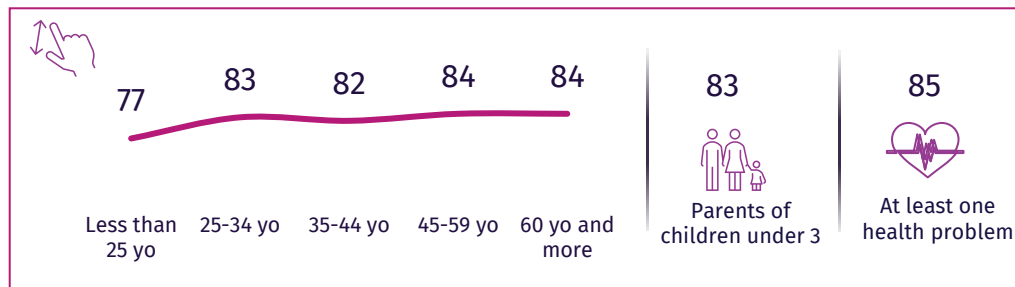


**82%** would be interested in taking a microbiome test



ALL COUNTRIES

**61%**



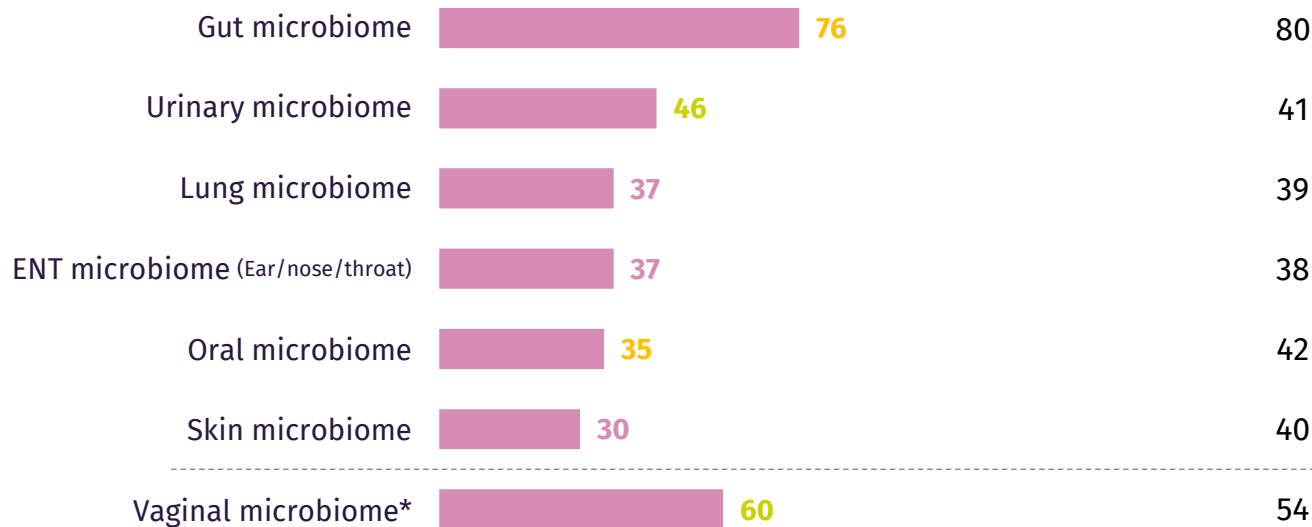
Significant differences vs total - superior

Significant differences vs total - inferior



## Gut microbiome testing rank as the top choice for most of the people

**NEW QUESTION** Question 3-2025. Which one(s) would you be interested to test?  
Base: Would be interested in taking a microbiome test (n=823)



\* Item displayed to women

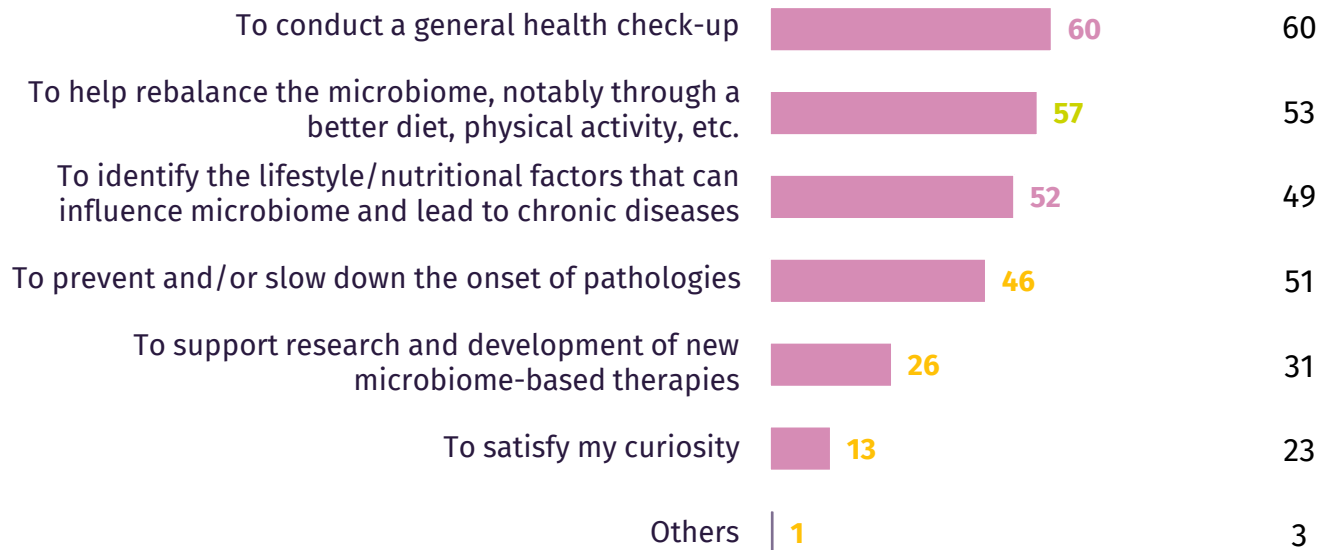


## The majority believe microbiome testing would be beneficial for a general health check up or helping rebalance the microbiome.

NEW  
QUESTION

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

Base: All respondents





# The 60 yo and more are even more convinced about the benefits of 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 3	At least one health problem
Base	n=1000	n=170	n=212	n=193	n=272	n=153	n=486	n=514	n=96	n=570
To conduct a general health check-up	<b>60</b>	53	54	58	64	<b>69</b>	60	60	59	59
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	<b>57</b>	56	56	51	57	<b>66</b>	55	59	57	60
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	<b>52</b>	44	52	50	49	<b>64</b>	53	51	48	54
To prevent and/or slow down the onset of pathologies	<b>46</b>	40	44	44	46	<b>57</b>	45	46	37	49
To support research and development of new microbiome-based therapies	<b>26</b>	25	27	29	<b>18</b>	<b>34</b>	26	25	30	28
To satisfy my curiosity	<b>13</b>	18	14	8	12	12	11	14	10	13
Others	<b>1</b>	2	1	1	0	0	0	1	2	1



Significant differences vs total - superior



Significant differences vs total - inferior

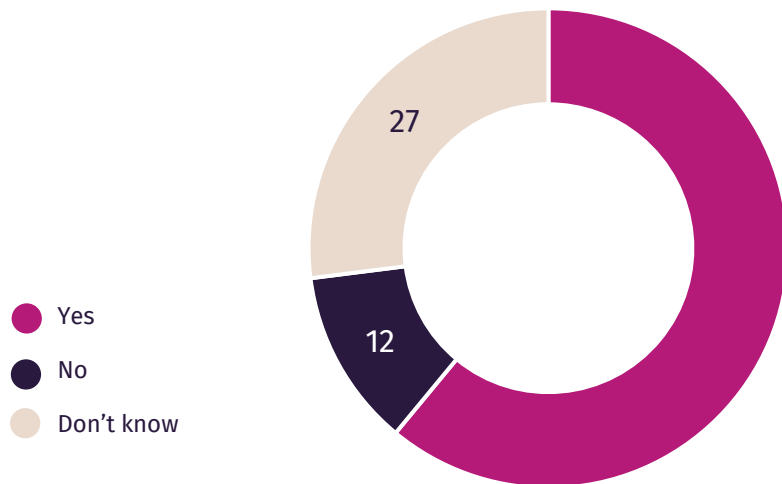


## The proportion of Mexicans open to stool donation—three in five—mirrors the global average.

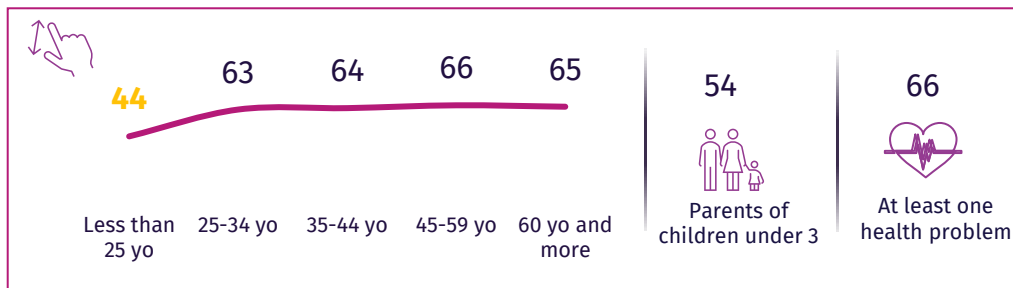
NEW  
QUESTION

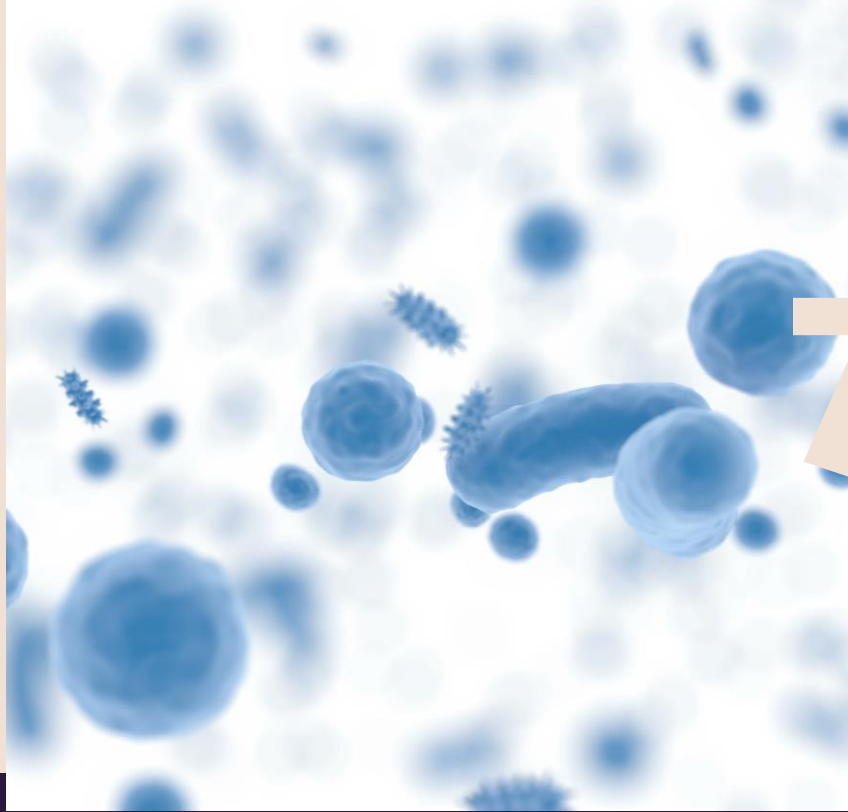
Question 5-2025. On a voluntary and anonymous basis, would you be willing to donate your stool (faecal sample) if it could contribute to advancing scientific knowledge in the fields of microbiome, nutrition, and health?

Base: All respondents



**61%** 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.*



# Most women in Mexico recognize that the vaginal microbiome serves as a protective barrier and is unique to each individual.

(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



27

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



27

Antibiotics can alter the vaginal microbiome



36

Vaginal dryness/dehydration has consequences on vaginal microbiome



37

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



49

Smoking has no consequences on the vaginal microbiome



49

True False Don't really know

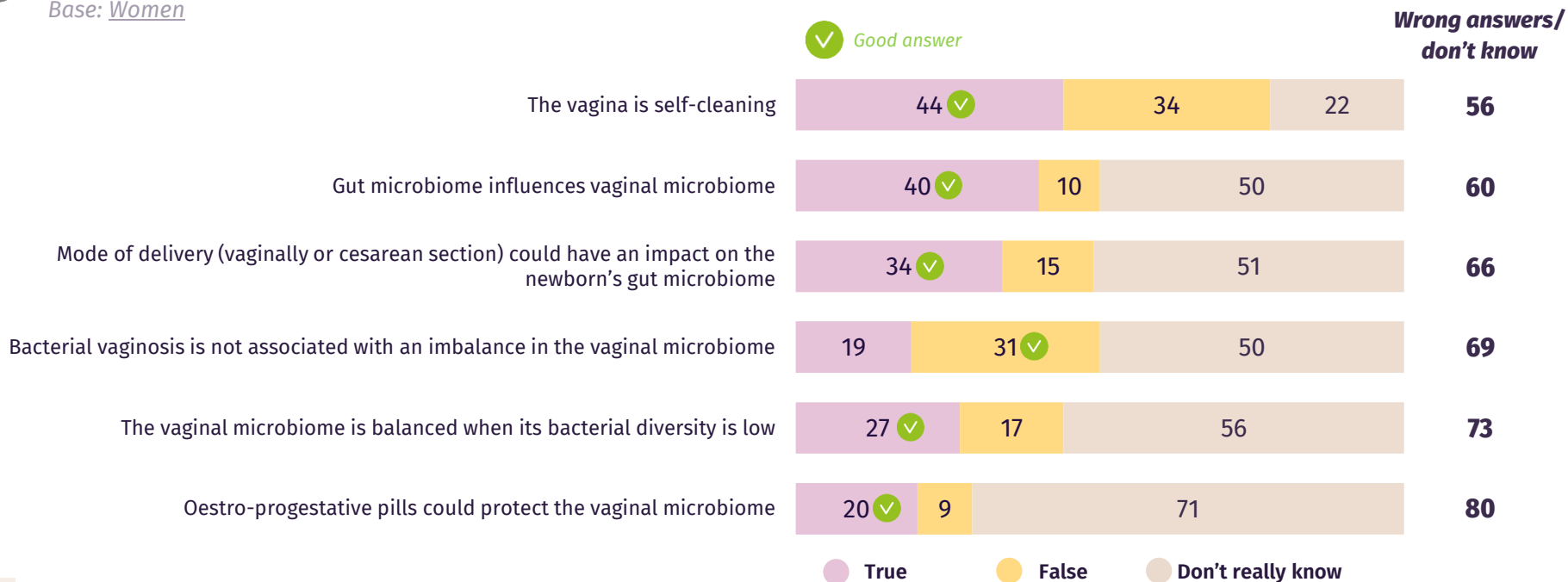


## But this knowledge doesn't extend to other important aspects of vaginal microbiome health, which remain poorly understood in Mexico. (2/2)



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





## Moreover, there has been no significant progress in women's overall knowledge, which remains below 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		ALL COUNTRIES
		2025-2024	2024-2023	
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	73	-2	+1	66
Every woman has a vaginal microbiome that is different from any other woman's	73	+1	+3	66
Antibiotics can alter the vaginal microbiome	64	-2	N/A	72
Vaginal dryness/dehydration has consequences on vaginal microbiome	63	-6	N/A	68
From childhood to menopause, a woman's vaginal microbiome remains the same	51	=	+4	60
Smoking has no consequences on the vaginal microbiome	51	=	N/A	55
The vagina is self-cleaning	44	-5	+3	58
Gut microbiome influences vaginal microbiome	40	-6	N/A	45
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	34	-7	N/A	41
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	31	-8	+9	44
The vaginal microbiome is balanced when its bacterial diversity is low	27	-10	+3	26
Oestro-progestative pills could protect the vaginal microbiome	20	-13	N/A	22



Significant differences vs total - superior



Significant differences vs total - inferior





## Regardless of age, Mexican women's knowledge of the vaginal microbiome shows no significant variations.



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.

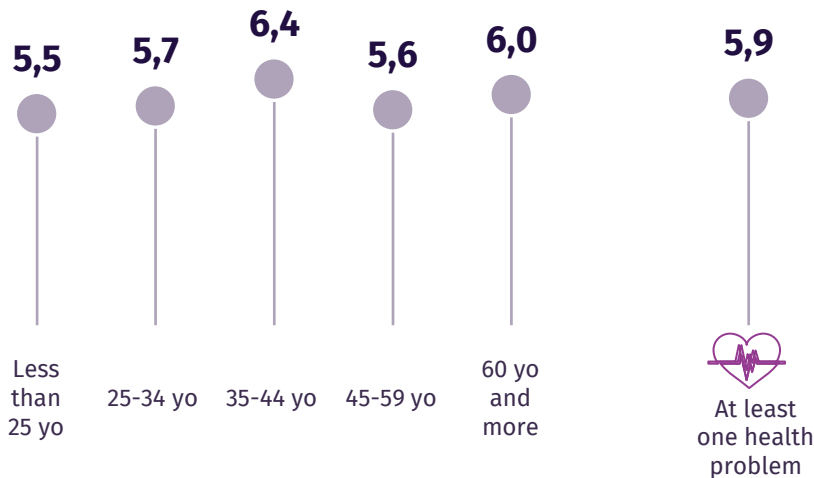
Base: Women



6,2

5,7/12

Number of good responses on average



Significant differences vs total - superior

Significant differences vs total - inferior



# Few Mexican women report being educated about the vaginal microbiome by their healthcare professionals



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

Base: Women

**28%** received **ALL THESE INFORMATION**, at least one time  
**5%** received **all these information several times**  
**2024: 44%**  
**15%**  
**2023: 39%**  
**11%**

% Yes

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



43

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



40

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



34

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

## These topics have been less frequently discussed this year.

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

% Yes	Total	Evolution		ALL COUNTRIES
		2025-2024	2024-2023	
% Have received ALL THESE INFORMATION, at least one time	28	-16	+5	32
% Received ALL THESE INFORMATION, several times	5	-10	+4	11
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	43	-15	+4	42
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	40	-16	+5	42
Explain to you what the vaginal microbiome is and what its roles and functions are	34	-15	+4	37



Significant differences vs total - superior

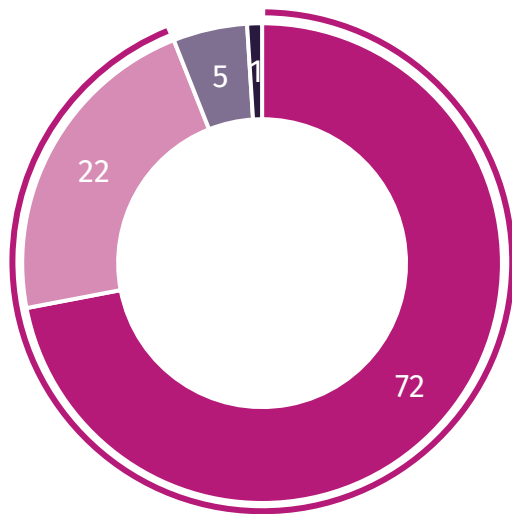


Significant differences vs total - inferior

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

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

Base: Women



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

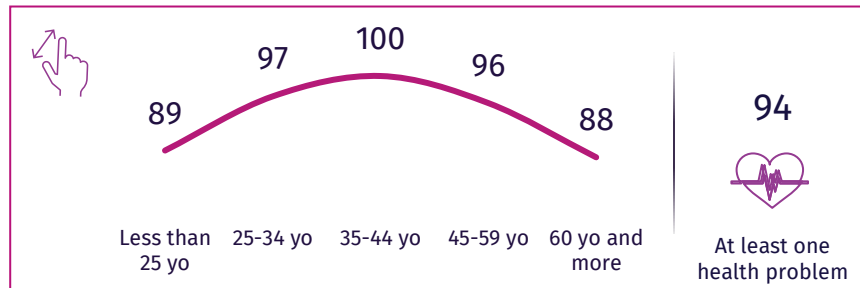
**94%** would like to have more information about the importance of the vaginal microbiome and its impact on health

2024 : 98%

2023 : 97%



**85%**



Significant differences vs total - superior

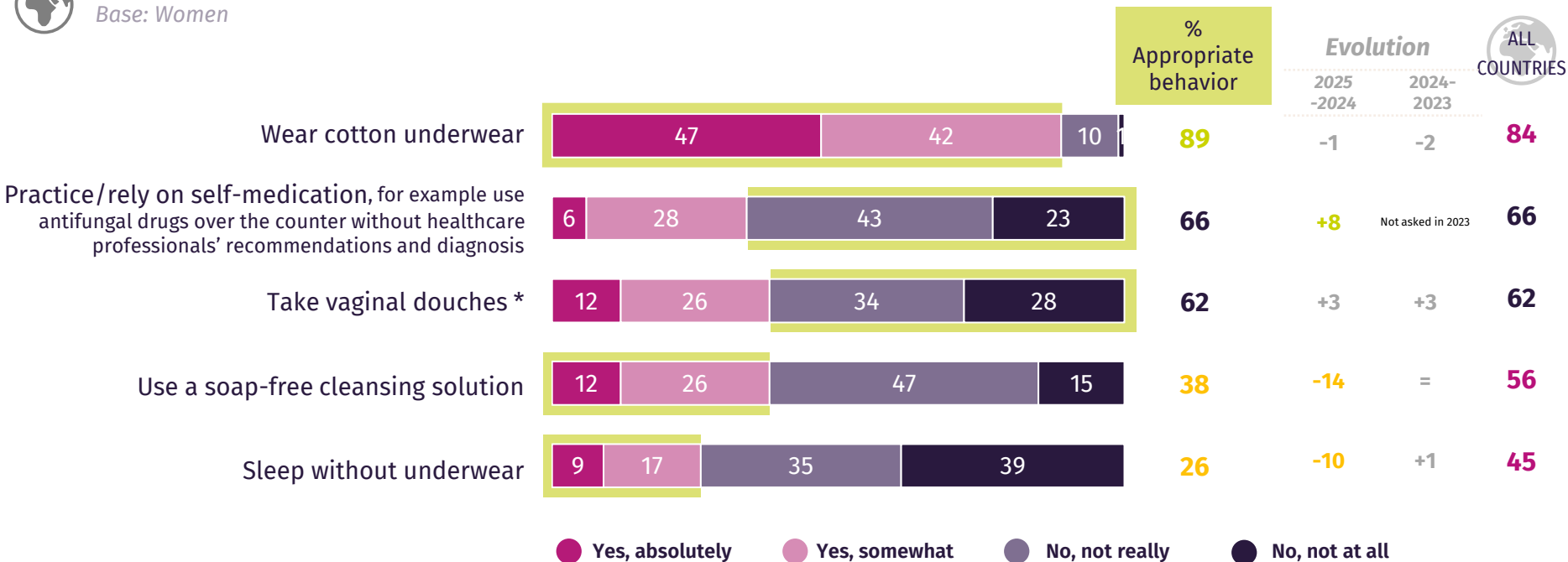
Significant differences vs total - inferior

# Mexican women show a higher tendency to use cotton underwear than the global norm. However, other vaginal microbiome-friendly practices like soap-free cleansing and sleeping without underwear remain uncommon and have worsened since last year.



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).



## Regardless of age, Mexican women's adoption of microbiome-friendly behaviors shows no significant variations.



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

Base: Women

ALL COUNTRIES

3,1

2,8/5

Number of appropriate behaviors adopted on average

2,7



Less than 25 yo

2,7



25-34 yo

2,9



35-44 yo

2,9



45-59 yo

2,9



60 yo and more

2,8



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior



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 Mexican results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	21%
Subtotal « Aware »	72% ↗
Subtotal Aware of the gut microbiome	63% ↗
Subtotal Aware of all microbiome	29%
Level of knowledge around the microbiota	
Mean of good answers	5,7/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	57%
Know exactly what are prebiotics	30%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	64%
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	83%
Microbiome testing	
Interested in taking a microbiome test	82%

## Key learnings

Awareness of the microbiome is significantly better this year compared to 2023 but it is mainly driven by the gut microbiome awareness. Despite these improvements, they are still more familiar with the term “flora” than other countries. Furthermore, awareness of specific microbiome types remains limited, showing minimal improvement.

Knowledge of the microbiome's role and functions is not improving, with some aspects being poorly understood in Mexico compared to global trends. What's different compared to global trends is that Mexicans aged 60 or more have better knowledge of microbiome role and functions in contrast to youngsters. Mexicans show a higher inclination to change behaviors for maintaining a balanced microbiome compared to global trends. However, in practice, there's no improvement in the actual adoption of these behaviors. Mexicans express high interest in microbiome testing and would be willing to donate their stool for scientific research.

In Mexico, healthcare professionals (HCPs) play a more significant role in microbiome education compared to global averages. Mexicans are more likely to have first learned about the microbiome from an HCP and generally receive more microbiome-related information from healthcare providers. However, the level of information provided at the time of antibiotic prescription remains very limited.



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

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