



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Third wave

American results



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

Methods




Methods


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



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

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

3 countries had been added to the survey in 2024:

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

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

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

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

Comments



ALL COUNTRIES

(n=7,500)



= Average response for all 11 countries.

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



Significant differences vs total - superior



Significant differences vs total - inferior



Significant changes since the first wave (2023)

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

All results are presented in %.



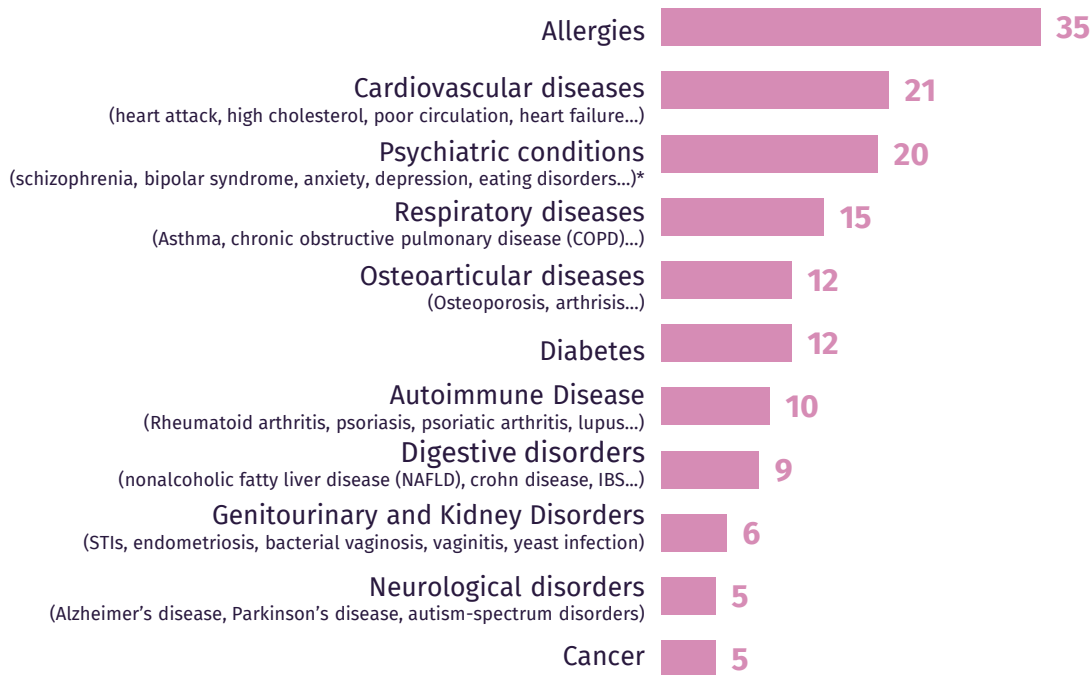
Some results have a low basis, results must be interpreted with cautious.



People with current conditions A focus detailed throughout the report

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

Base: All respondents



*This item has been detailed compared to last year



**Microbiome awareness,
up since 2023, still trails
global average and is
static compared to last
year.**

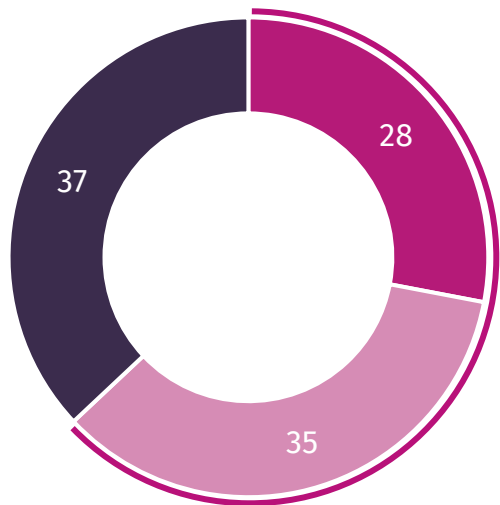


While awareness of the microbiome remains below the global average, knowledge has improved significantly since 2023. However, it remains stagnant compared to last year's results



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

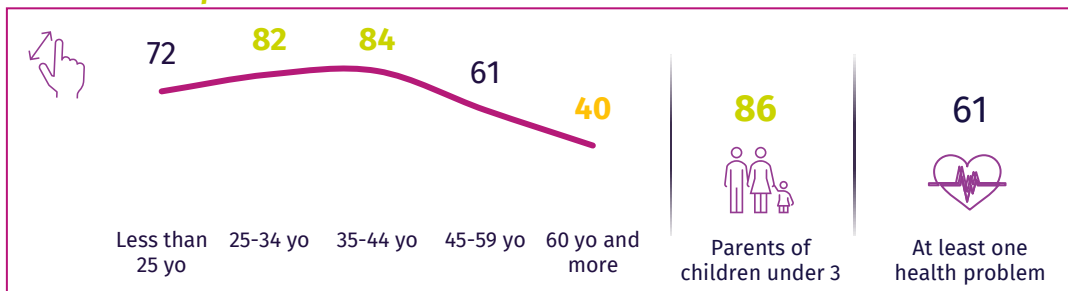
63% have already heard about the term microbiome

2024 : 62%

2023 : 53% +10pts vs 2023



71%



● Significant differences vs total - superior

● Significant differences vs total - inferior

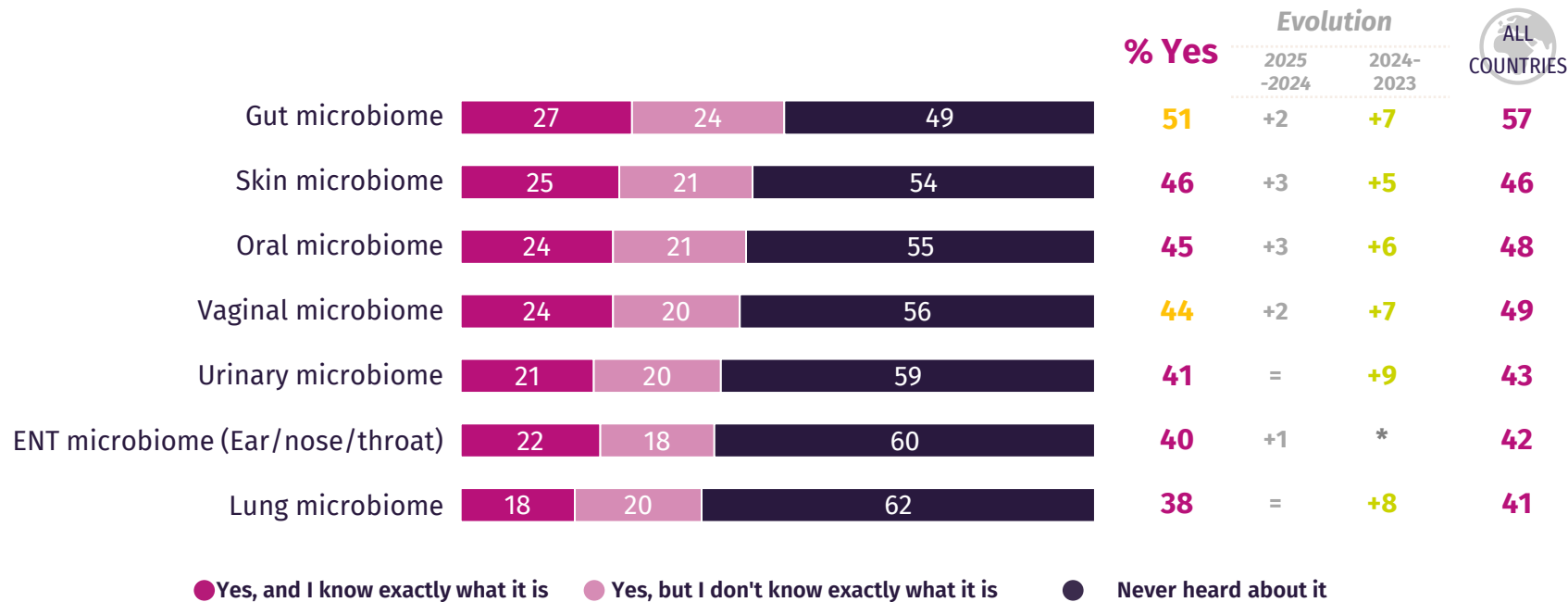


There has been significant progress in awareness of the different types of microbiome from 2023 to 2024, but it is now stagnant.



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

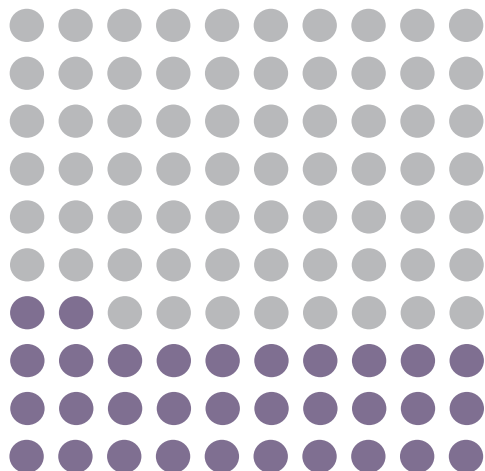


The awareness of the different types of the microbiome is significantly better compared to 2023. Parents of young children and respondents aged 25-44 yo stand out in terms of awareness.



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

Base: All respondents



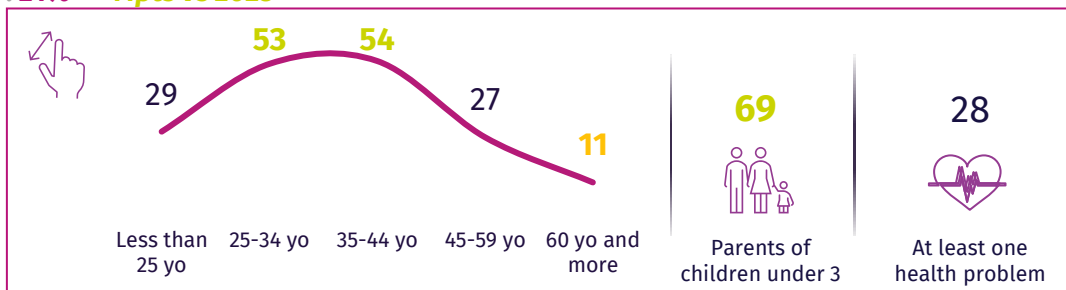
32% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2024 : 29%

2023 : 21% +11pts vs 2023



31%



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

2024 : 9%

2023 : 6% +5pts vs 2023



7%

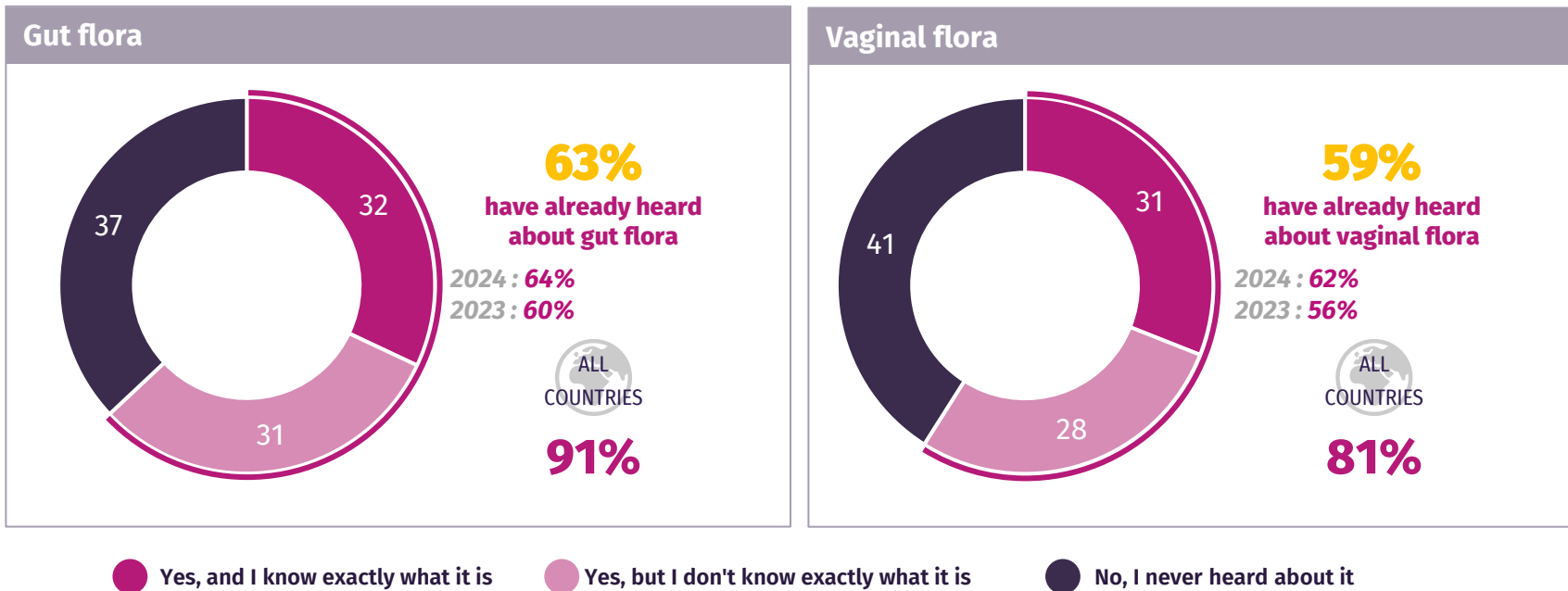


"The terms 'flora' and 'microbiome' continue to be equally well-known, maintaining last year's trend. This contrasts with other countries where 'flora' enjoys significantly higher recognition than 'microbiome'



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

Base: All respondents





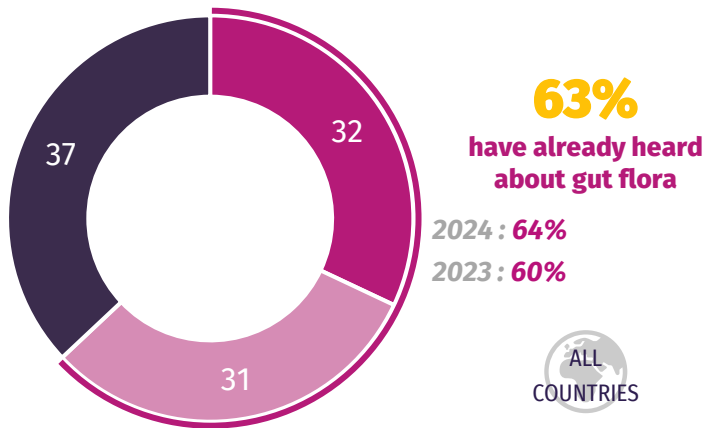
Women and the 25-44 yo age groups seem to be more aware of gut flora.



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

Base: All respondents

Gut flora



63%

have already heard about gut flora

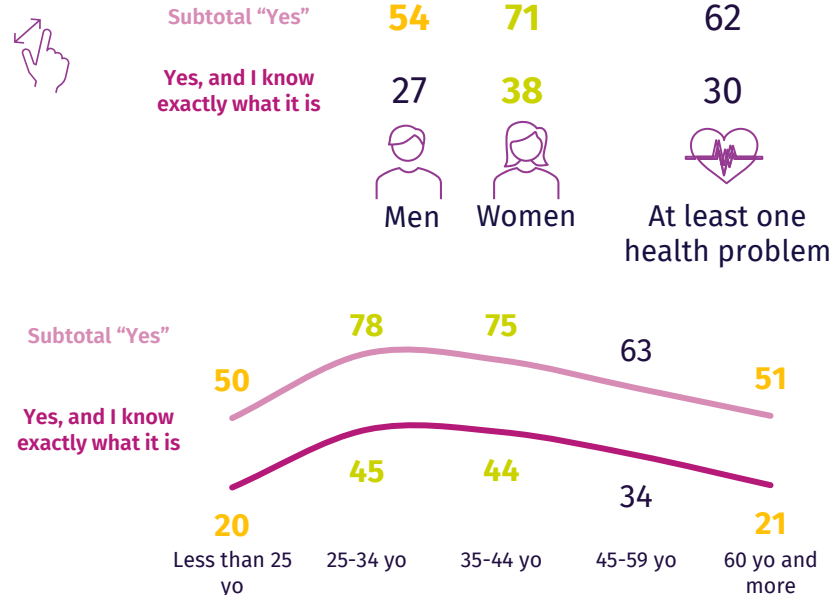
2024 : 64%

2023 : 60%



91%

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





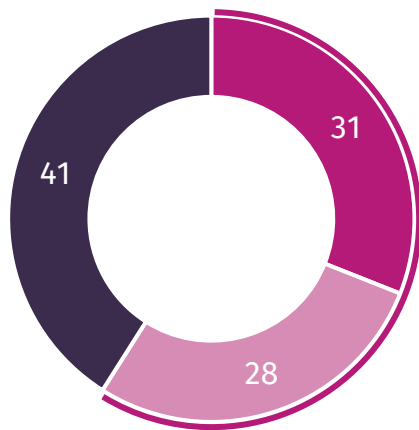
Once again, women and the 25-44 yo age groups appear more aware of vaginal flora.



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

Base: All respondents

Vaginal flora



59%

have already heard
about vaginal flora

2024 : 62%

2023 : 56%



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"

42

74

57

Yes, and I know
exactly what it is

18

41

28



Men



Women



At least one
health problem

Subtotal "Yes"

59

78

80

62

33

Yes, and I know
exactly what it is

22

47

46

33

13

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

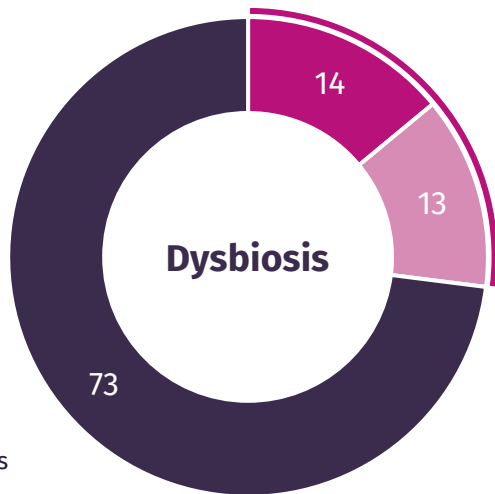
60 yo and
more



Dysbiosis is not a popular term among people, despite an improvement between 2023 and 2024. Parents of children under 3 and the 25-44 yo seem more aware.

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

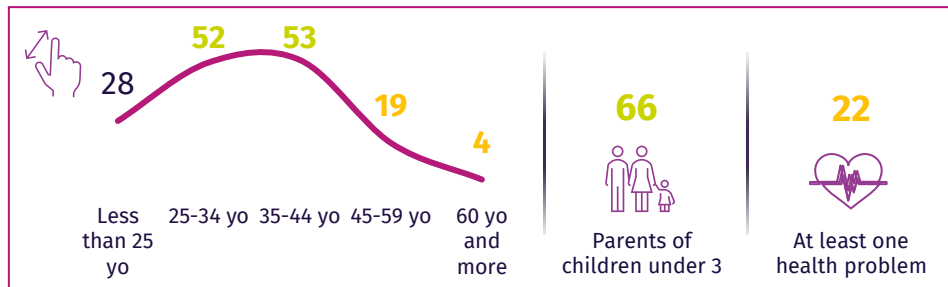
27% have already heard about the term 'dysbiosis'

2024 : 29%

2023 : 20%



33%



Significant differences vs total - superior

Significant differences vs total - inferior



American understanding of the microbiome, while gradually improving year-on-year, still lags behind global average.



Comprehensive knowledge about the microbiome remain 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

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

71 ✓

4

25

29

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

68 ✓

3

29

32

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

66 ✓

4

30

34

Antibiotics have **an impact** on our microbiome

66 ✓

6

28

34

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

61 ✓

3

36

39

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

59 ✓

6

35

41

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

50 ✓

6

44

50

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

24

36 ✓

40

64

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

19

34 ✓

47

66



True



False



Don't really know





American understanding of the microbiome, while gradually improving year-on-year, still lags behind global averages.



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

Base: All respondents

Evolution

% good answer

	Total	2025-2024	2024-2023	ALL COUNTRIES
Our diet has significant consequences on the balance of our microbiome	71	+4	+3	80
In some cases, an imbalance in the microbiome may have significant health consequences	68	+1	+1	79
The microbiome plays an important role in immune defense mechanisms	66	+1	+1	76
Antibiotics have an impact on our microbiome	66	+2	-1	73
In the field of vaginal health , the microbiome plays an important role in women's health	61	=	+4	70
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	59	=	N/A	68
The microbiome enables the gut to deliver essential information to the brain for our health	50	+1	+3	56
Your microbiome is located exclusively in the gut	36	+2	-2	53
The microbiome is only made up of bacteria	34	+5	N/A	32



The 25-44 yo, women and parents of children under 3 have a better knowledge about microbiome.



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

Base: All respondents



5,9

5,1/9

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 4 people have experienced post-antibiotic diarrhea or gastroenteritis, while half had other episodes of intestinal and digestive system disorders.

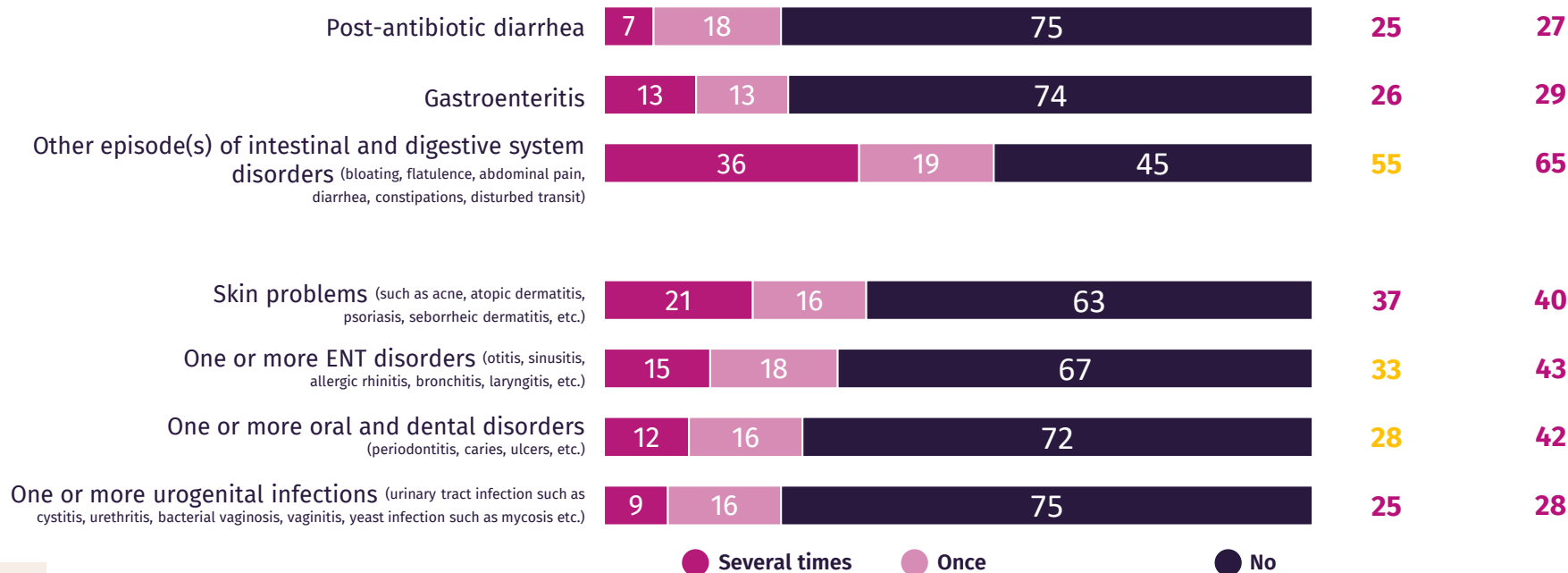


Question 11a. Over the past 12 months, have you ever experienced the following problems?

Base: All respondents

% Yes

ALL COUNTRIES



Several times



Once



No

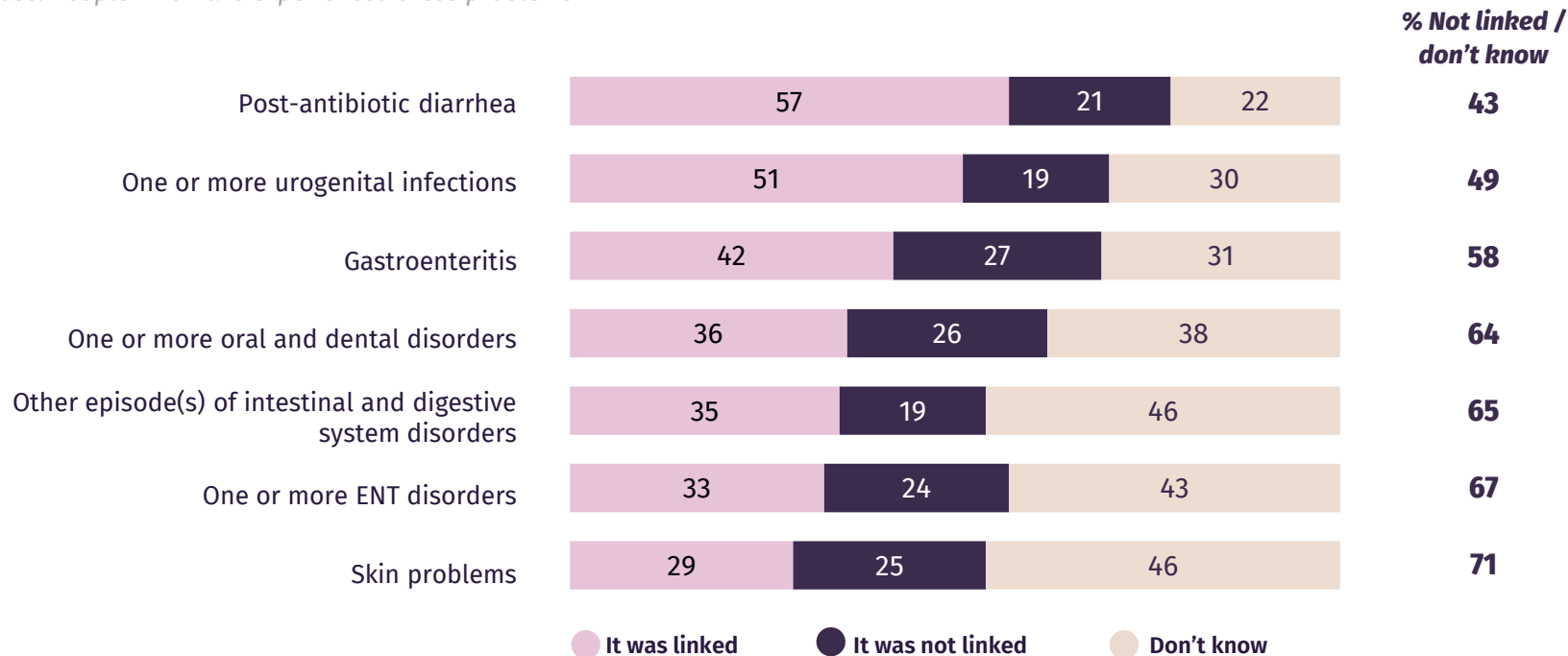


People generally struggle to connect health problems to their microbiome, with post-antibiotic diarrhea and urogenital infections being notable exceptions.



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

Base: People who have experienced these problems





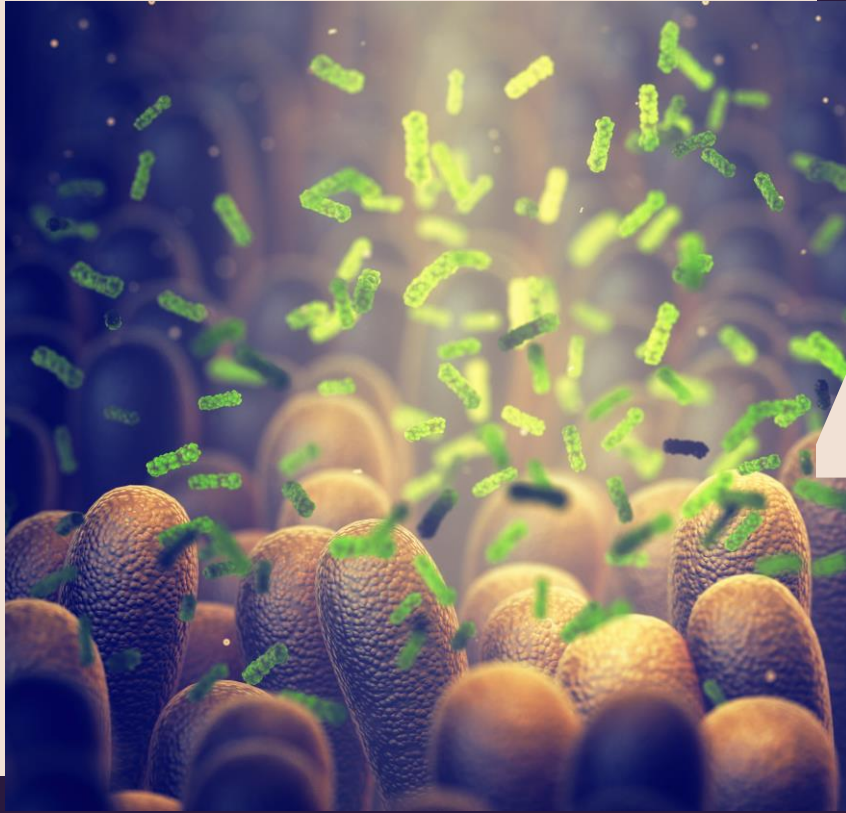
Americans lag behind global averages in perceiving the microbiome's connection to digestive and skin issues.



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	57	+2pts	59
One or more urogenital infections	51	-2pts	52
Gastroenteritis	42	-7pts	48
One or more oral and dental disorders	36	-4pts	34
Other episode(s) of intestinal and digestive system disorders	35	-9pts	48
One or more ENT disorders	33	-3pts	31
Skin problems	29	-9pts	37



4

Americans show willingness to modify behaviors for microbiome health, but at lower rates than the global average

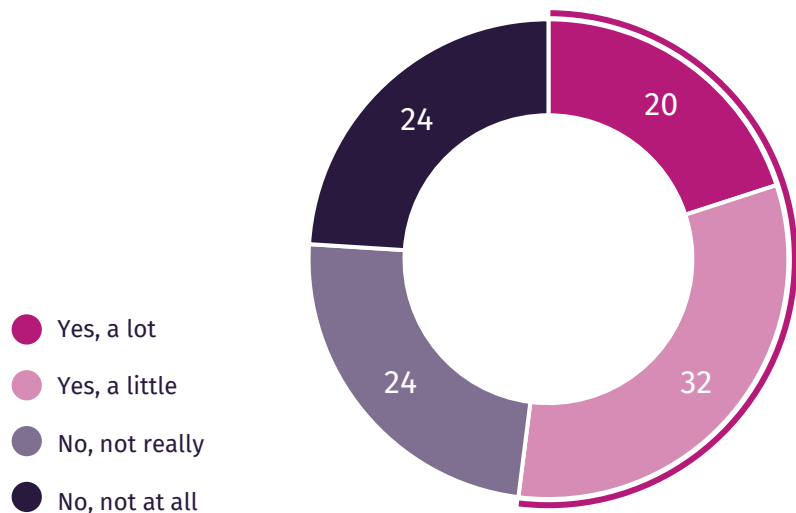


Only half of people have modified their behaviors to maintain a balanced microbiome, with few making significant changes.



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

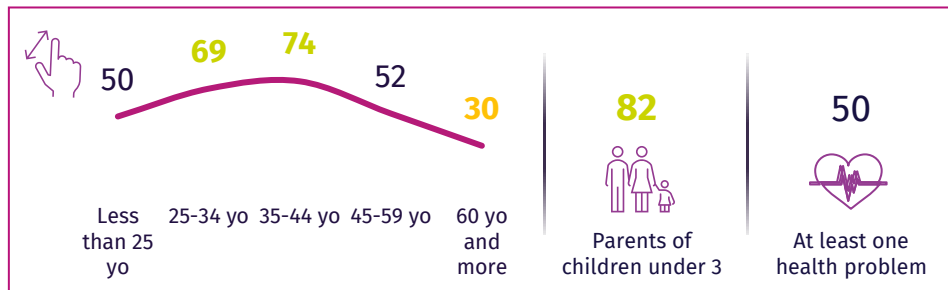


52% have changed their behaviors

2024 : 54% -2pts vs 2024



56%



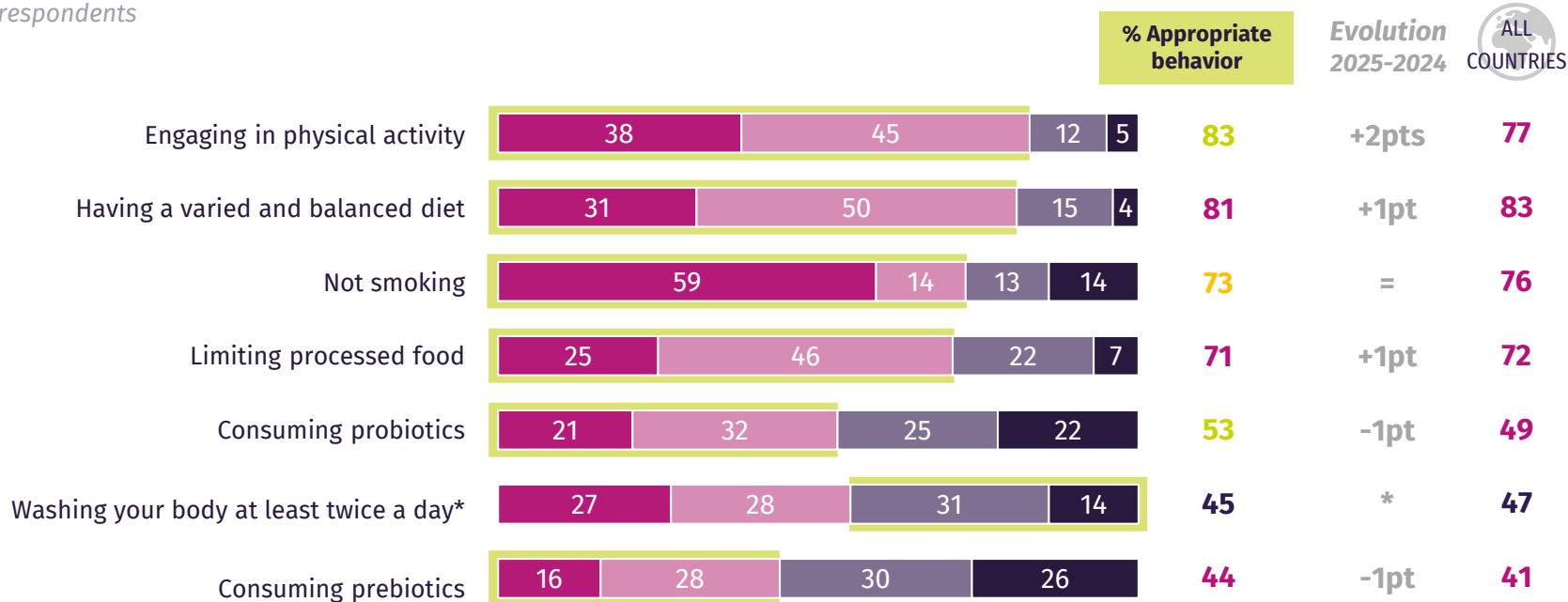
● Significant differences vs total - superior ● Significant differences vs total - inferior



While most Americans embrace common health practices, they also stand out for their above-average probiotic consumption.

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



Women, parents of children under 3 and people aged 25-44 yo have adopted more positive behaviors for their microbiome than the average.



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

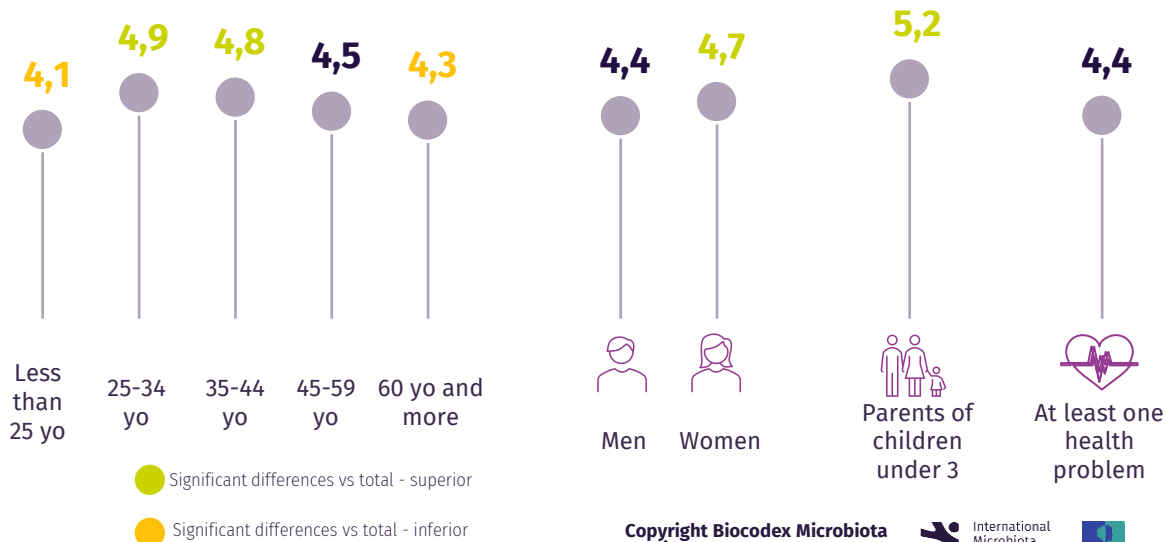
Base: All respondents



4,5

4,5/7

Number of good responses on average





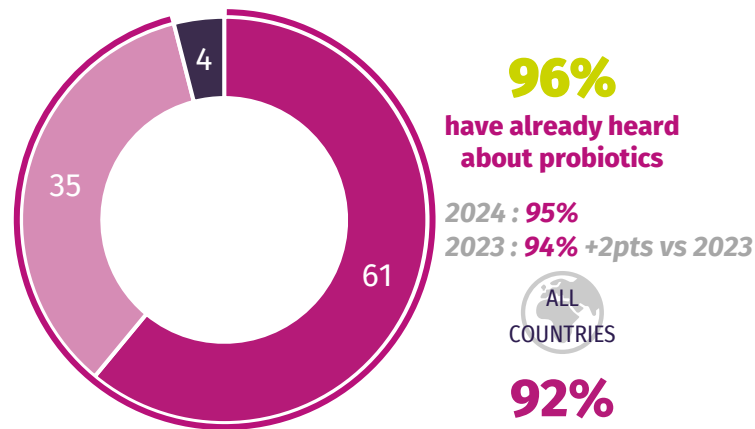
The trend continues from last year: Americans show greater familiarity with probiotics and prebiotics than the global average.



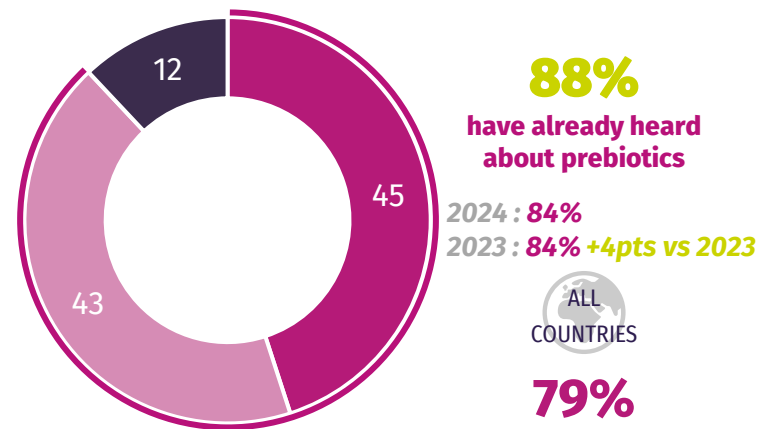
Question 2bis. And have you ever heard of these terms?

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



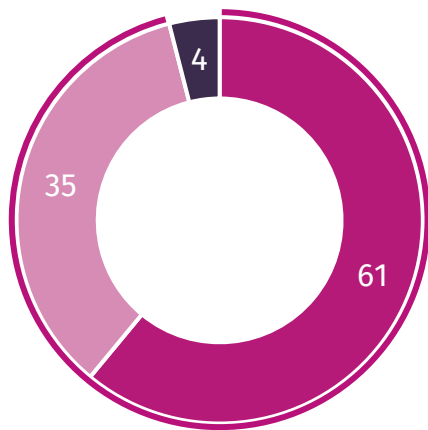
Women, people aged 35 to 44 yo are the most aware of probiotics.



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

Base: All respondents

Probiotics



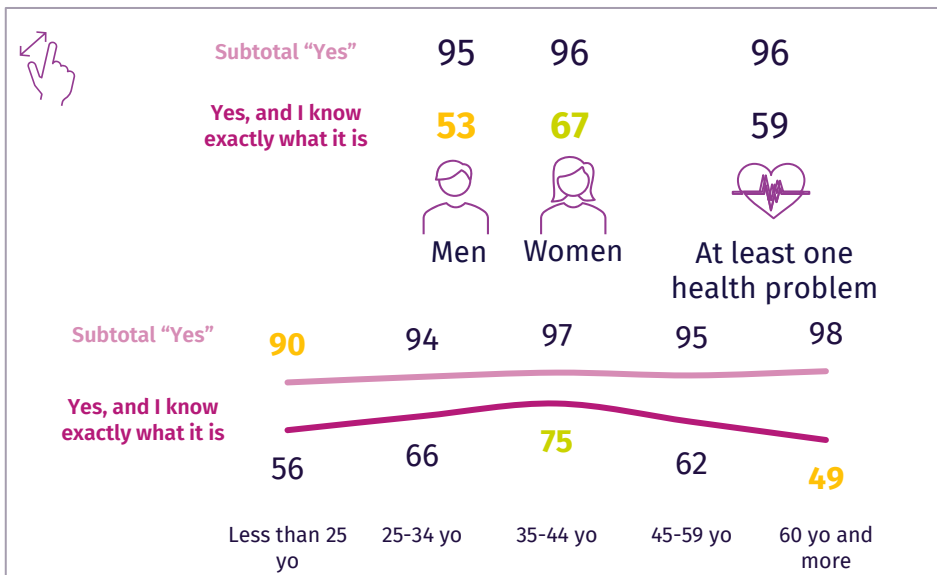
96%
have already heard
about probiotics

2024 : **95%**
2023 : **94%** +2pts vs 2023



92%

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





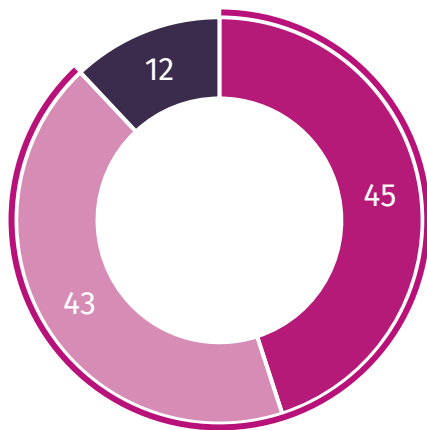
Once again, women and people aged 35 to 44 yo are also more aware of prebiotics.



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

Base: All respondents

Prebiotics



88%

have already heard
about prebiotics

2024 : 84%

2023 : 84% +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



Subtotal "Yes"

87

89

88

Yes, and I know
exactly what it is

38

52

42



Men



Women



At least one
health problem

Subtotal "Yes"

84

90

96

86

85

Yes, and I know
exactly what it is

43

53

62

47

29

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and
more



While there was marked progress between 2023 and 2024, this year shows no further advancement, a larger role to play for the HCPs is key

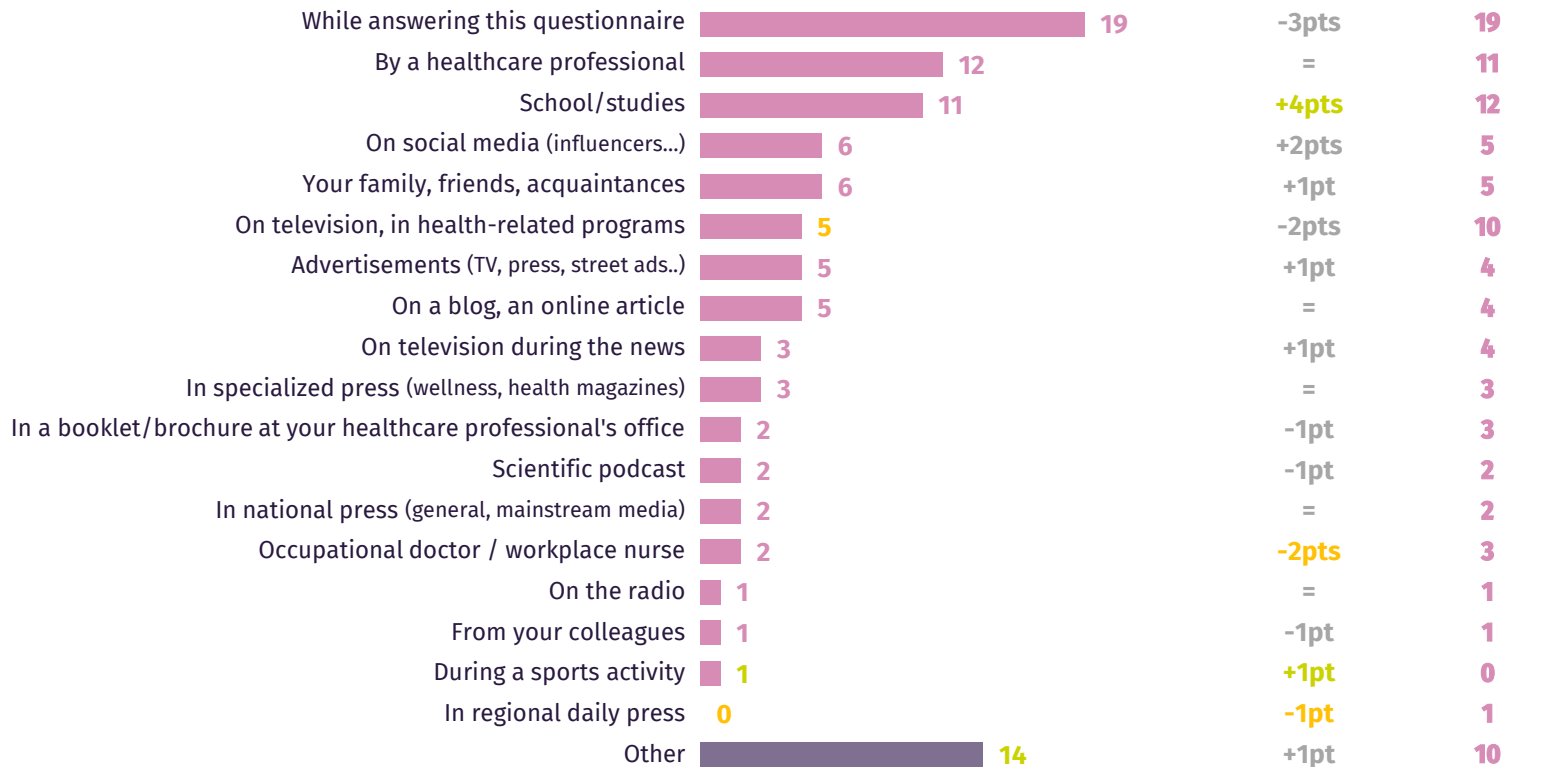


1 in 5 people discover the microbiome answering the survey. Otherwise, the main sources are healthcare professionals, schools and social media.



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

Base: All respondents





Respondents aged under 25 and parents of children under 3 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 <small>n=112</small>	25-34 yo <small>n=176</small>	35-44 yo <small>n=178</small>	45-59 yo <small>n=229</small>	60 yo and more <small>n=305</small>	Men <small>n=484</small>	Women <small>n=516</small>	Parents of children under 3 <small>n=114</small>	At least one health problem <small>n=649</small>
While answering this questionnaire	19	10	10	9	17	36	24	15	3	21
By a healthcare professional	12	6	16	17	15	6	9	15	17	12
School/studies	11	33	13	10	9	3	8	13	19	10
On social media (influencers...)	6	4	11	13	3	2	4	7	14	4
Your family, friends, acquaintances	6	7	8	6	6	3	5	6	7	5
On television, in health-related programs	5	6	3	7	5	6	6	5	2	6
Advertisements (TV, press, street ads...)	5	4	5	5	5	4	5	4	3	5
On a blog, an online article	5	5	6	8	4	2	3	6	10	4
On television during the news	3	2	4	2	4	4	4	3	2	3
In specialized press (wellness, health magazines)	3	3	2	4	4	3	3	3	3	2
In a booklet/brochure at your healthcare professional's office	2	3	3	1	1	1	2	2	3	2
Scientific podcast	2	1	4	3	2	1	2	2	2	2
In national press (general, mainstream media)	2	1	2	0	2	2	2	2	3	2
Occupational doctor / workplace nurse	2	0	2	3	3	1	2	2	3	2
On the radio	1	2	1	2	0	0	1	1	2	1
From your colleagues	1	1	2	1	2	2	1	1	1	1
During a sports activity	1	1	2	1	1	0	1	1	1	1
In regional daily press	0	2	0	1	0	0	0	1	0	0
Other	14	9	6	7	17	24	18	11	5	17

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

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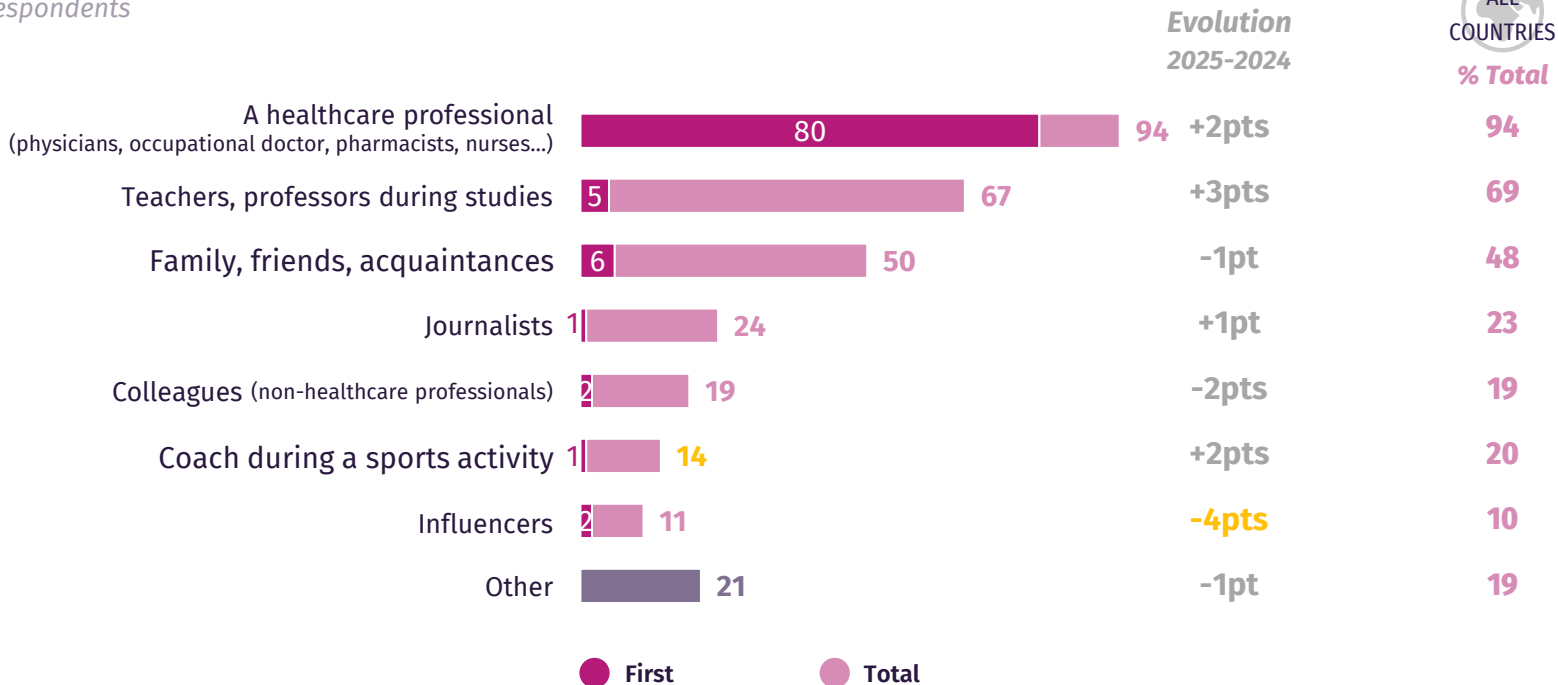


Healthcare professionals stand out as the most trusted source of information about the microbiome, with 4 in 5 people saying they would first trust them.

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

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

Base: All respondents





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

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

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

Base: All respondents

	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 3	At least one health problem
		n=112	n=176	n=178	n=229	n=305	n=484	n=516	n=114	n=649
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	94	89	92	89	97	98	94	94	93	94
Teachers, professors during studies	67	80	71	62	63	68	66	69	74	67
Family, friends, acquaintances	50	53	42	46	56	49	50	49	39	54
Journalists	24	26	23	23	24	24	25	22	17	25
Colleagues (non-healthcare professionals)	19	19	18	22	19	18	20	18	19	18
Coach during a sports activity	14	11	28	23	10	5	11	17	34	9
Influencers	11	12	15	23	6	6	9	13	17	10
Other	21	11	11	12	25	32	26	16	8	24



After a significant increase in 2024, the level of information provided by healthcare professionals has stagnated this year. Still, less than a third of people have received all this information



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

Base: All respondents

Only **30%** received **ALL THESE INFORMATION**, at least one time
9% received all these information several times

2024: 31%

10%

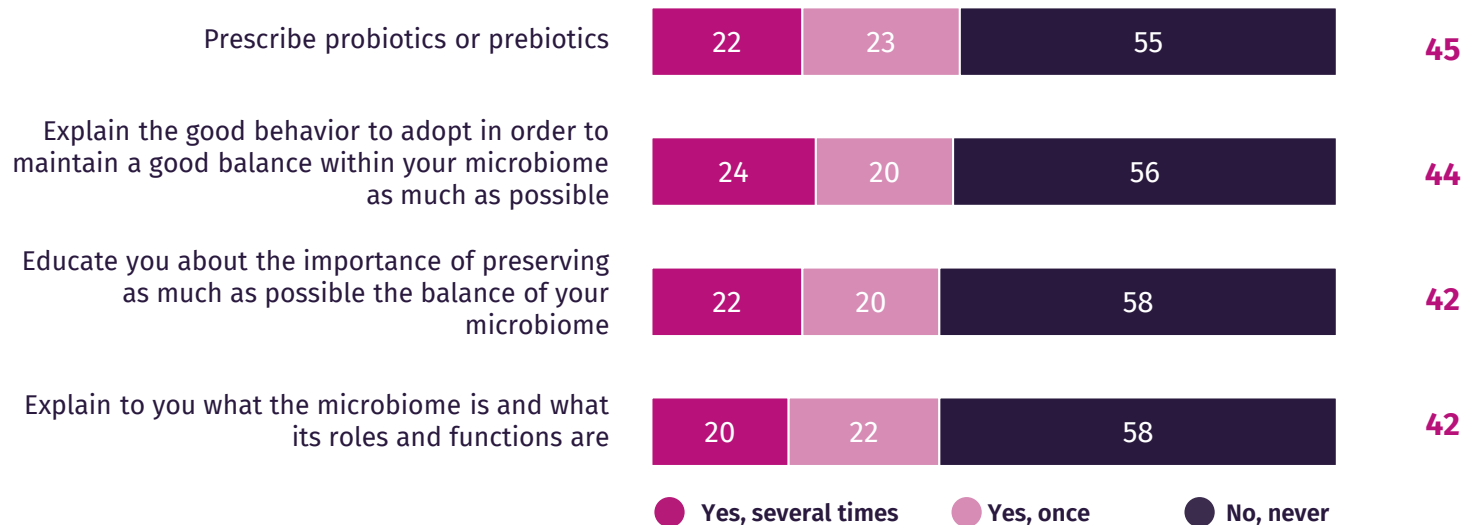
2023: 19%

5%

+11pts vs 2023

+4pts vs 2023

% Yes



A full definition explaining the microbiome has been displayed to respondents before this question



In detail, this year shows no significant progress, with Americans less informed than the global average about the importance of maintaining a balanced microbiome.



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

Base: All respondents

% Yes	Total	Evolution		ALL COUNTRIES
		2025-2024	2024-2023	
% Received ALL THESE INFORMATION, at least one time	30	-1	+12	29
% Received ALL THESE INFORMATION, <u>several times</u>	9	-1	+5	8
Prescribe probiotics or prebiotics	45	+1	+7	49
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	44	-1	+14	46
Educate you about the importance of preserving as much as possible the balance of your microbiome	42	-1	+14	47
Explain to you what the microbiome is and what its roles and functions are	42	-1	+15	42





Individuals under 45, women and parents report receiving more information from their healthcare professionals



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

% 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=112	n=176	n=178	n=229	n=305	n=484	n=516	n=114	n=649
Prescribe probiotics or prebiotics	45	56	69	66	37	21	35	54	79	42
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	44	52	72	68	35	18	35	53	82	41
Educate you about the importance of preserving as much as possible the balance of your microbiome	42	47	69	69	36	15	33	51	82	38
Explain to you what the microbiome is and what its roles and functions are	42	48	70	63	36	16	33	51	82	39



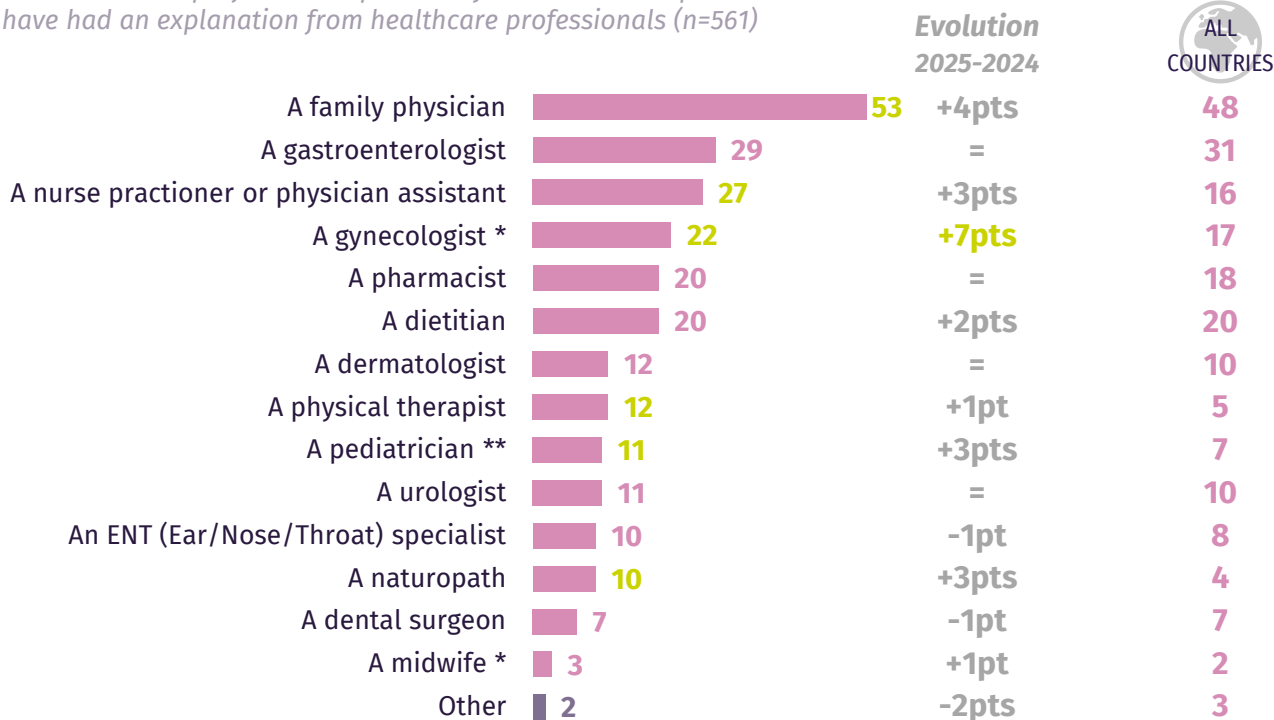


For more than half of Americans, family physicians is the #1 source of information about microbiome. Gastroenterologists and nurses are other main sources of information



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

Base: People who have had an explanation from healthcare professionals (n=561)



* Item displayed to women

** Item displayed to parents



Regardless their age, gender or health situation, the family physician is the #1 source of information about microbiome

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

Base: People who've received some information from HCPs (n=561)

	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=561	n=85	n=143	n=133	n=115	n=85	n=221	n=340	n=98	n=350
A family physician	53	46	42	60	61	58	54	53	50	57
A gastroenterologist	29	8	39	28	30	30	32	27	38	24
A nurse practitioner or physician assistant	27	35	21	29	27	27	26	27	26	31
A gynecologist	22	17	30	32	18	6	0	36	47	20
A pharmacist	20	20	24	29	14	10	20	21	26	19
A dietitian	20	17	27	29	9	13	15	23	41	15
A dermatologist	12	12	17	17	9	4	12	12	15	10
A physical therapist	12	12	18	17	9	2	12	12	23	10
A pediatrician	11	10	15	16	8	0	8	12	26	6
A urologist	11	8	17	11	10	4	8	12	24	7
An ENT (Ear, Nose, Throat) specialist	10	10	13	9	9	7	8	11	17	8
A naturopath	10	10	9	16	13	3	11	10	12	10
A dental surgeon	7	14	5	8	6	3	10	5	6	8
A midwife	3	5	6	3	2	0	0	6	10	2
Other	2	3	1	2	3	2	3	2	2	3

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

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Despite significant improvement from 2023 to 2024, progress has stagnated this year. Still, only a minority of people receive information about the microbiome after being prescribed antibiotics.



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

Base: All respondents

Only **23%** received ALL THESE INFORMATION from their HCPs

2024 : **22%**

2023 : **15%** +8pts vs 2023



25%

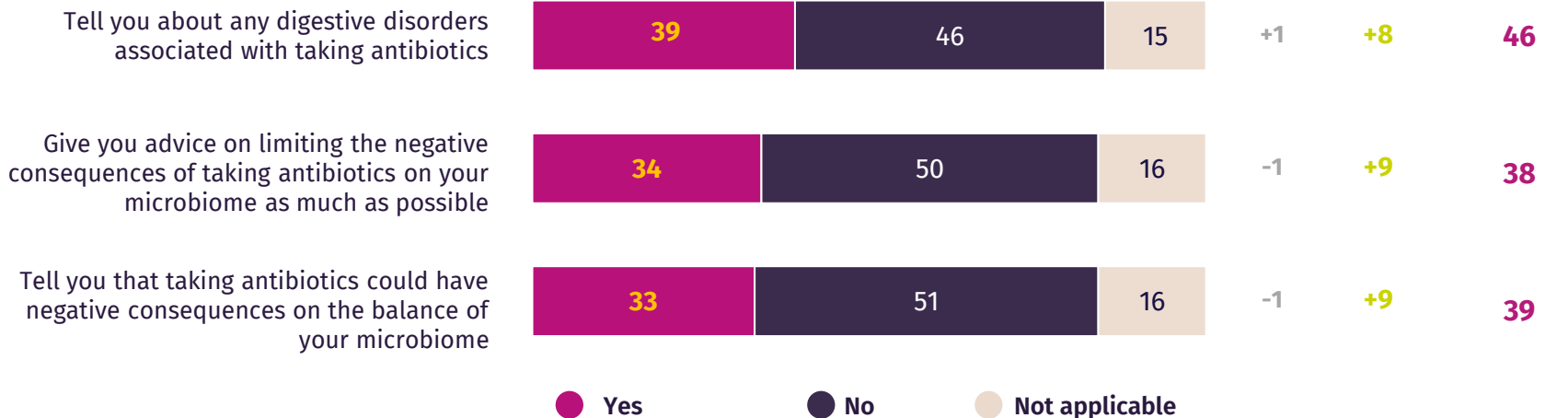
Evolution

2025
-2024

2024-
2023



% Yes





People aged 25-44 yo and parents received more information and advice when prescribed antibiotics.

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

% Yes	Total base n=1000	Less than 25 yo n=112	25-34 yo n=176	35-44 yo n=178	45-59 yo n=229	60 yo and more n=305	Parents of children under 3 n=114	At least one health problem n=649
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	23	17	41	43	15	9	55	19
Tell you about any digestive disorders associated with taking antibiotics	39	41	58	60	32	21	73	37
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	34	31	60	59	25	14	69	31
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	33	33	57	53	27	12	70	31

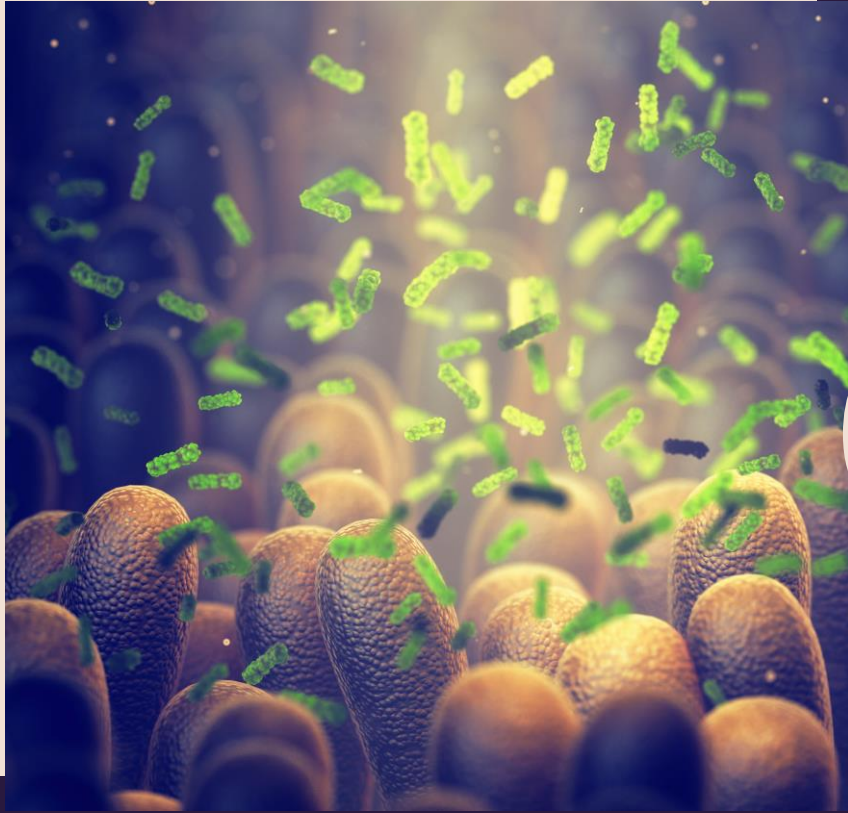


Significant differences vs total - superior



Significant differences vs total - inferior





6 Microbiome testing is currently attracting significant interest from Americans

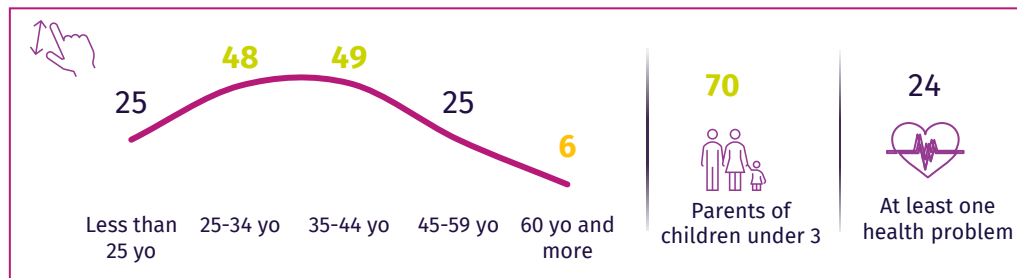
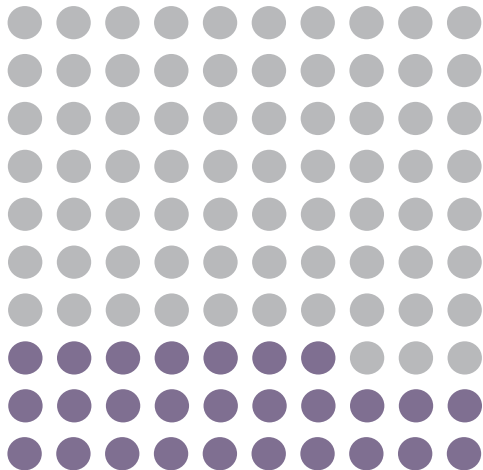


One in four people are aware of microbiome testing, aligning with the global average. Awareness is higher among individuals aged 25-44 and parents of children under 3

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%**

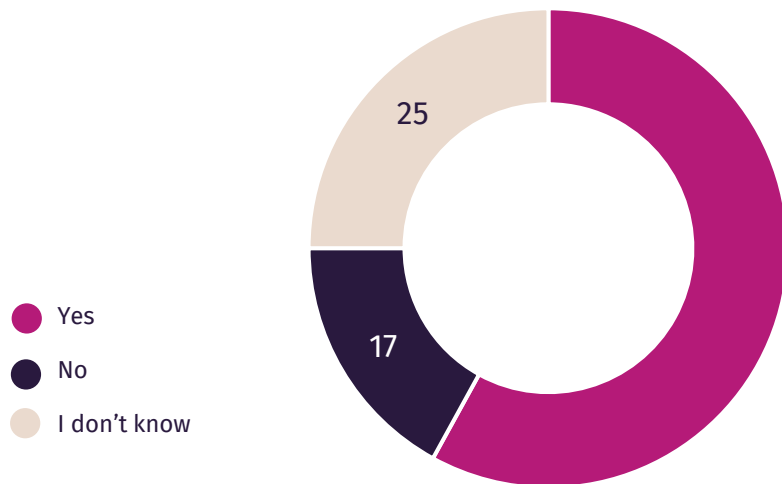


● Significant differences vs total - superior ● Significant differences vs total - inferior



Nearly 3 out of 5 would be interested in having their microbiome tested, with higher interest among the 25-44yo and the parents.

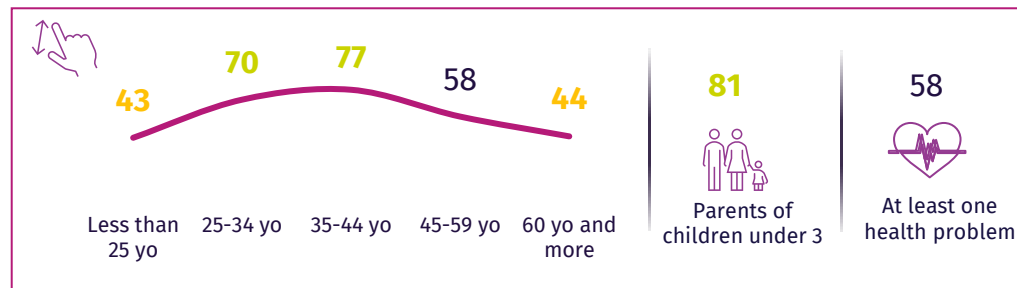
NEW QUESTION Question 2-2025. Would you personally be interested in taking a microbiome test?
Base: All respondents



58% would be interested in taking a microbiome test

ALL COUNTRIES

61%

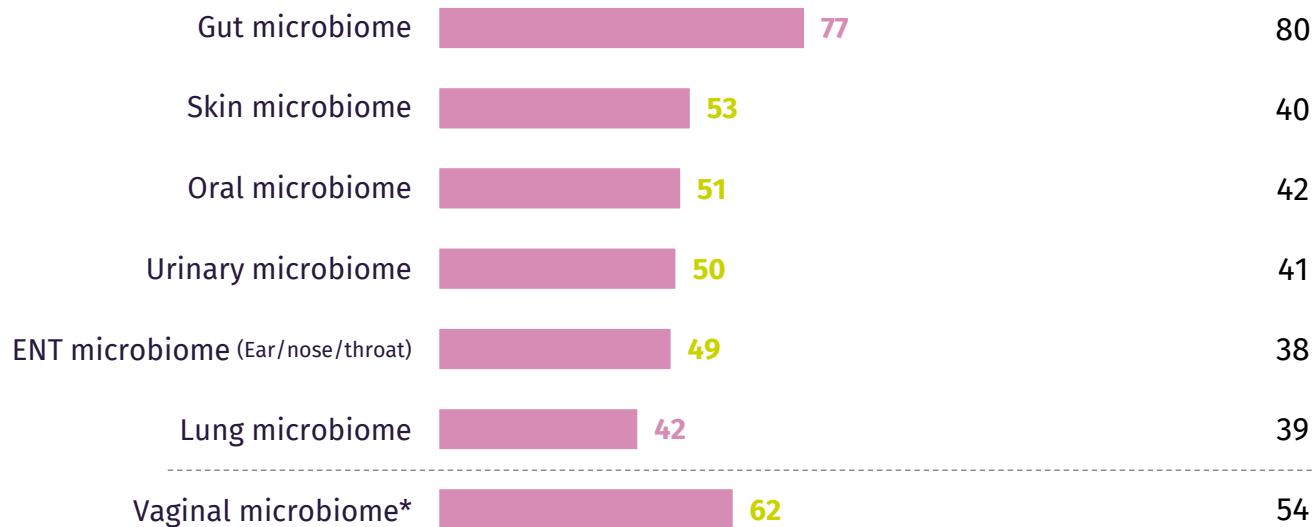


● Significant differences vs total - superior ● Significant differences vs total - inferior



Gut microbiome testing rank as the top choice.

NEW QUESTION Question 3-2025. Which one(s) would you be interested to test?
Base: Would be interested in taking a microbiome test (n=569)



* Item displayed to women

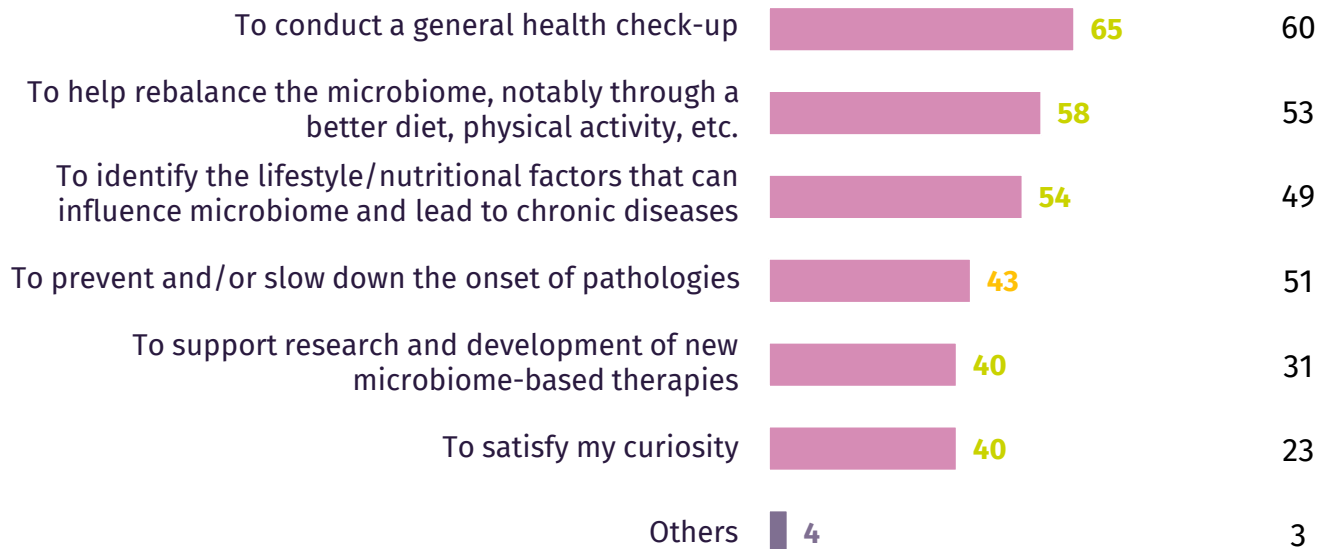


The majority believe microbiome testing would be beneficial for a general health check up or rebalancing the microbiome.

NEW
QUESTION

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

Base: All respondents





The youngsters and the oldest are less likely to perceive all the benefits.

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=112	n=176	n=178	n=229	n=305	n=484	n=516	n=114	n=649
To conduct a general health check-up	65	55	66	65	65	69	65	66	76	67
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	58	52	65	68	62	49	54	63	66	60
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	54	46	59	64	59	45	49	59	64	55
To prevent and/or slow down the onset of pathologies	43	31	48	48	45	41	37	49	54	44
To support research and development of new microbiome-based therapies	40	37	50	52	39	29	35	45	53	40
To satisfy my curiosity	40	40	37	39	40	42	40	40	36	41
Others	4	8	2	4	4	5	5	4	3	4

● Significant differences vs total - superior

● Significant differences vs total - inferior

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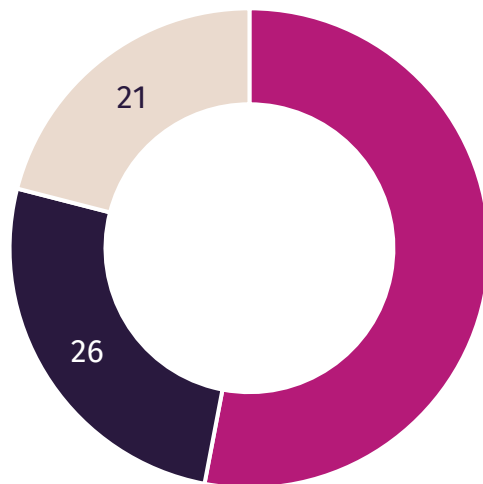


Half of Americans is willing to donate stool, with higher willingness among those familiar with the microbiome.

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?

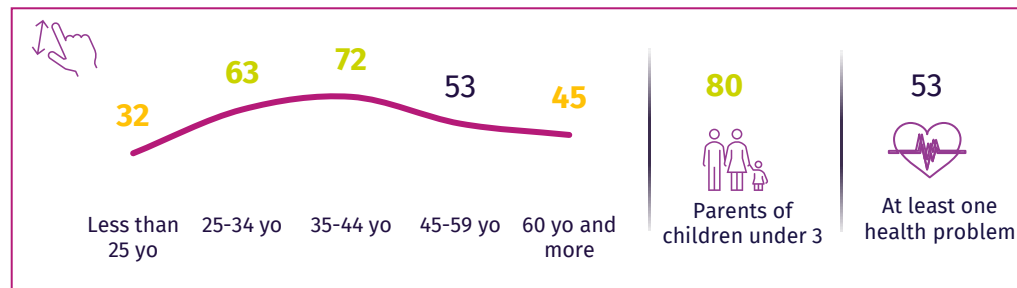
Base: All respondents

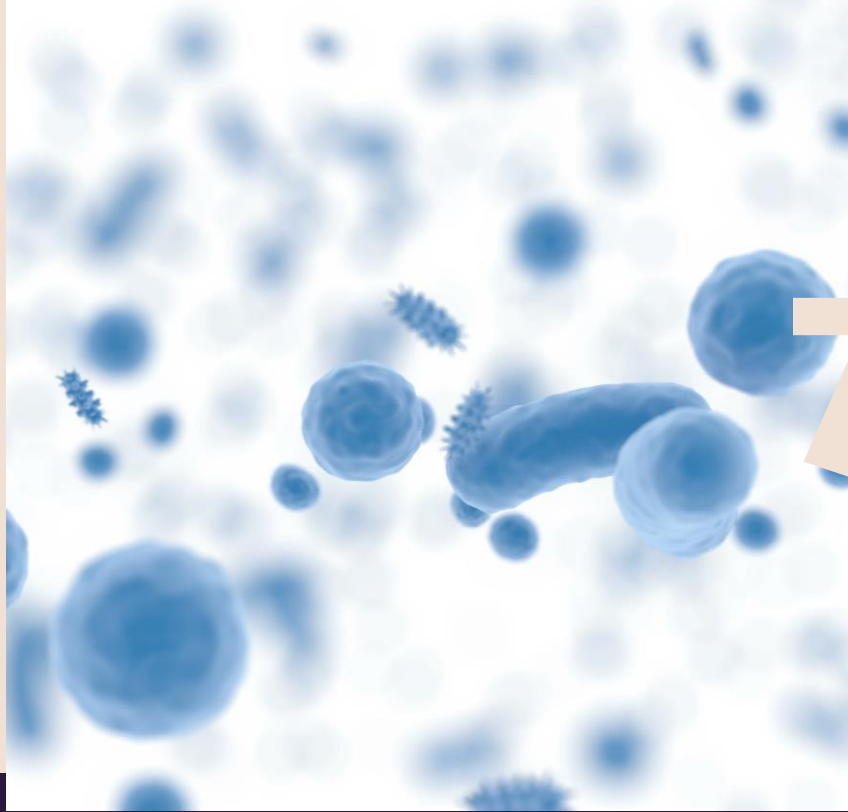


53% would be willing to donate their stool **59%**

76% among those who know exactly what is 'microbiome'

82% among those who already heard of microbiome testing





Focus on the vaginal microbiome

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



The majority of women seems to have a good knowledge on vaginal microbiome role (1/2) and actions.



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

72 ✓

6

22

28

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

69 ✓

5

26

31

The vagina is self-cleaning

69 ✓

15

16

31

Vaginal dryness/dehydration has consequences on vaginal microbiome

62 ✓

6

32

38

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

60 ✓

7

33

40

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

15

56 ✓

29

44



True



False



Don't really know



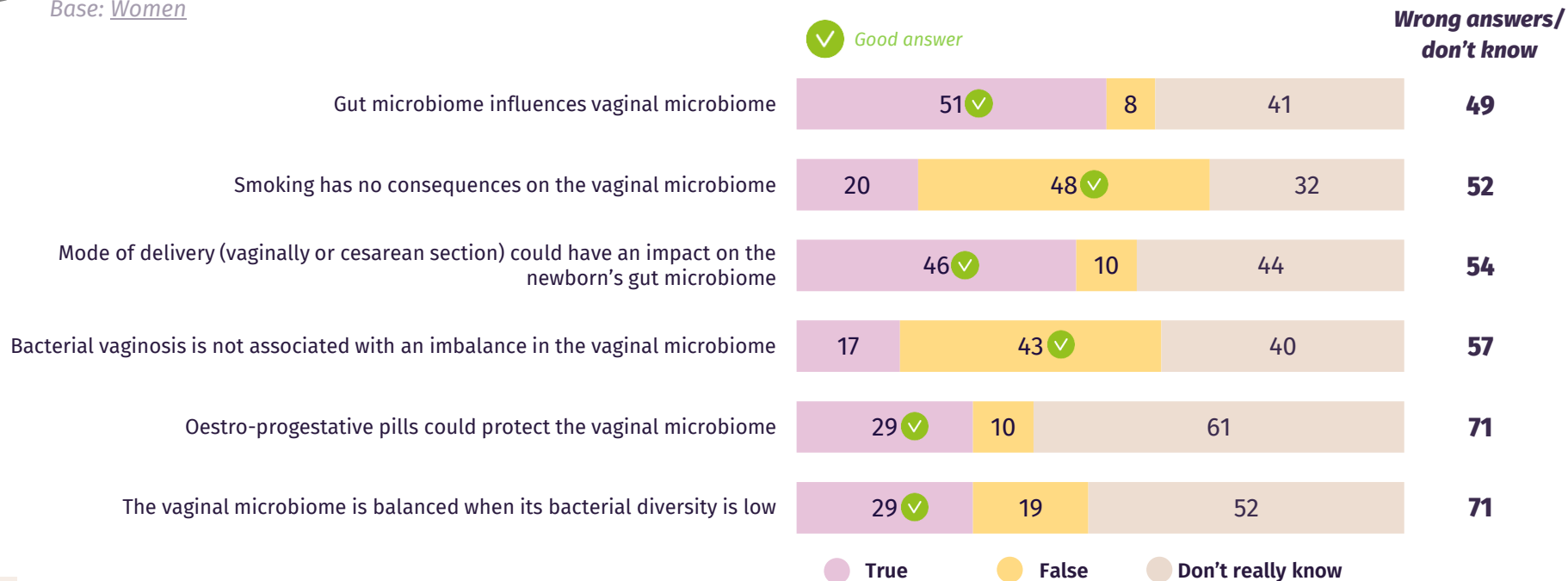
However, some aspects are not well-known: the impact of oestro-progestative pills and bacterial vaginosis on the microbiome, as well as its bacterial diversity.

(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





Vietnamese women have diverse knowledge, with some areas better and some worse compared to the global population. Furthermore, slight progress observed year after year.

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

Base: Women

% good answer

	Total	Evolution		ALL COUNTRIES
		2025-2024	2024-2023	
Antibiotics can alter the vaginal microbiome	72	+1	N/A	72
Every woman has a vaginal microbiome that is different from any other woman's	69	+3	+11	66
The vagina is self-cleaning	69	+8	+2	58
Vaginal dryness/dehydration has consequences on vaginal microbiome	62	+3	N/A	68
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	60	=	+7	66
From childhood to menopause, a woman's vaginal microbiome remains the same	56	+2	+1	60
Gut microbiome influences vaginal microbiome	51	+6	N/A	45
Smoking has no consequences on the vaginal microbiome	48	-3	N/A	55
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	46	+5	N/A	41
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	43	=	+7	44
Oestro-progestative pills could protect the vaginal microbiome	29	+5	N/A	22
The vaginal microbiome is balanced when its bacterial diversity is low	29	+5	+5	26



Significant differences vs total - superior



Significant differences vs total - inferior





Women aged 35-44 yo know more about vaginal microbiome.

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

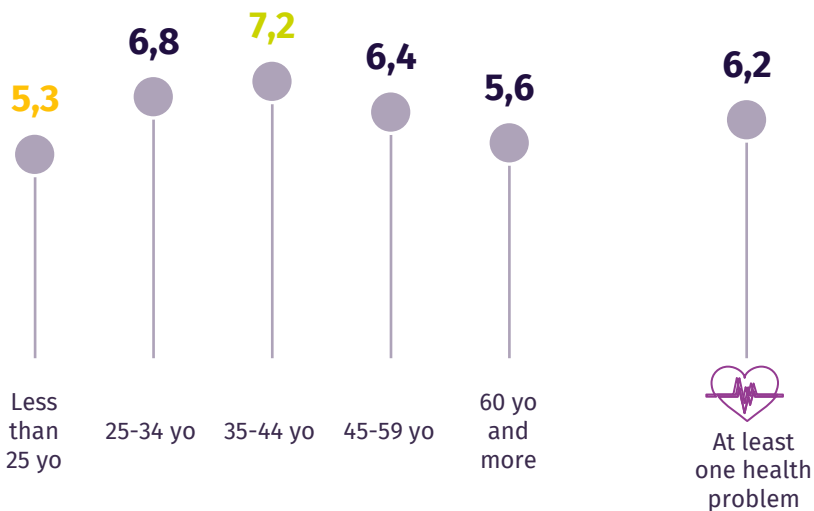
Base: Women



6,2

6,4/12

Number of good responses on average



Significant differences vs total - superior

Significant differences vs total - inferior

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Compared to 2023, there has been a significant increase in microbiome information from healthcare professionals.



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

Base: Women

37% received **ALL THESE INFORMATION**, at least one time
15% received all these information several times

2024: 33%

13%

2023: 16% +21pts vs 2023

4% +11pts vs 2023

% Yes

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

26

19

55

45

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

25

19

56

44

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

23

18

59

41



Yes, several times



Yes, once



No, never



The rapid progress of 2023-2024 has moderated but not halted. Notably, Americans are more likely than the global population to receive information from their healthcare professionals.



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

Base: Women

% Yes

	Total	Evolution		ALL COUNTRIES
		2025-2024	2024-2023	
% Have received ALL THESE INFORMATION, at least one time	37	+4	+17	32
% Received ALL THESE INFORMATION, several times	15	+2	+9	11
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	45	+6	+16	42
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	44	+5	+18	42
Explain to you what the vaginal microbiome is and what its roles and functions are	41	+4	+18	37



Significant differences vs total - superior



Significant differences vs total - inferior



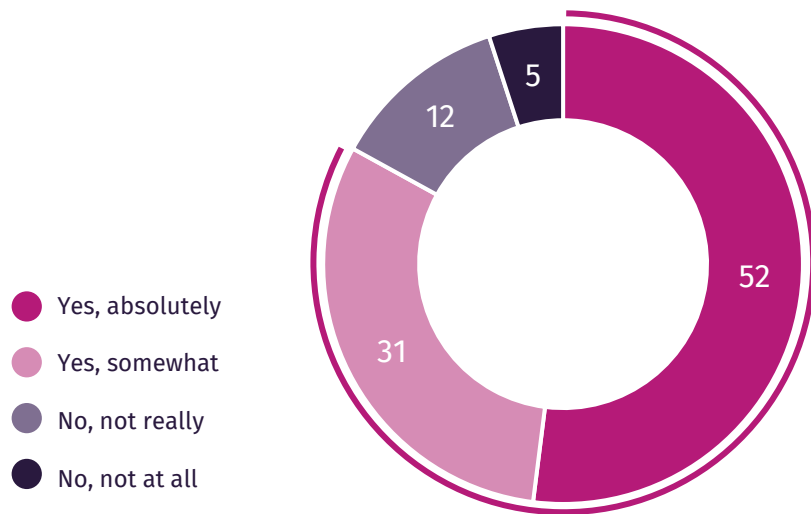


Most of women would like to have more information about the importance of the vulvovaginal microbiome and its impact on health.



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



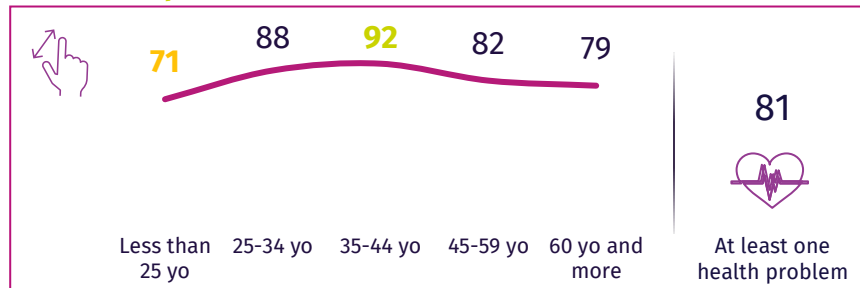
83% would like to have more information about the importance of the vaginal microbiome and its impact on health

2024 : 80%

2023 : 71% +12pts vs 2023



85%



● Significant differences vs total - superior

● Significant differences vs total - inferior

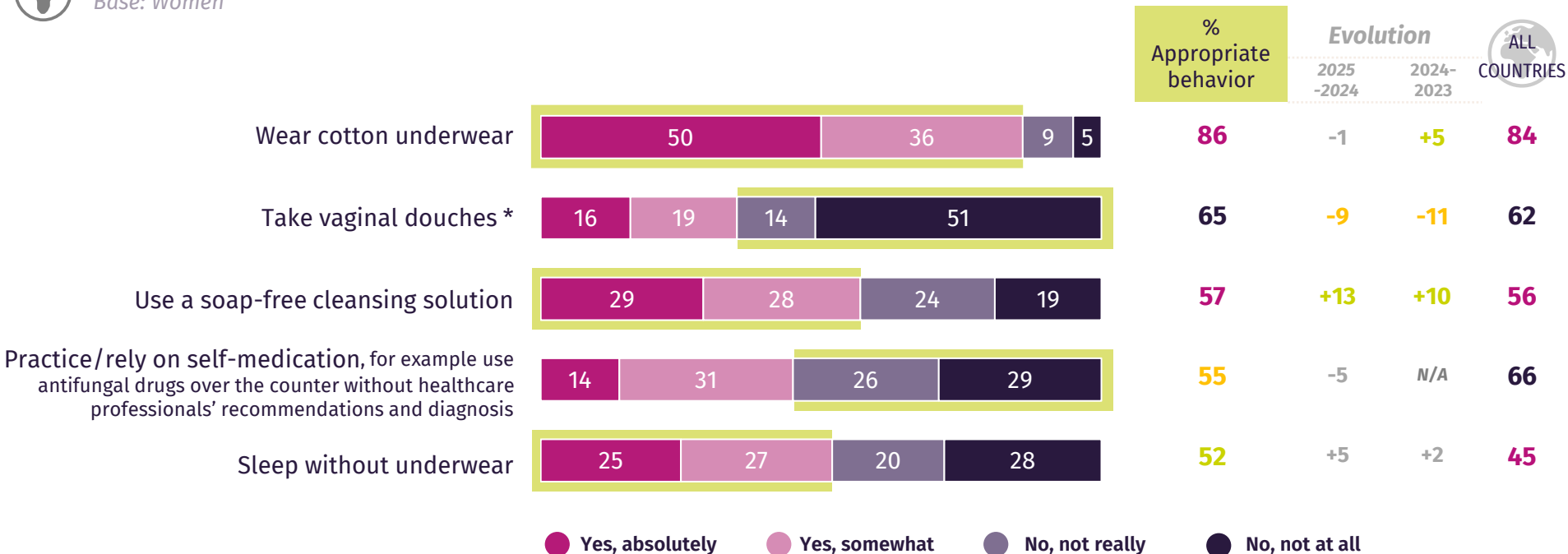


Advancements since 2023 include increased use of soap-free solutions and sleeping without underwear, though most still rely on self-medication.



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 are less likely to adopt appropriate behaviors for their vaginal microbiome.



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

Base: Women



3,1

3,2/5

Number of appropriate behaviors adopted on average

3,3

3,1

3,0

3,3

3,1

3,3

Less than 25 yo

25-34 yo

35-44 yo

45-59 yo

60 yo and more

At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior

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

Main results per country

Learnings on the USA results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	28% ↗
Subtotal « Aware »	63% ↗
Subtotal « Aware » of the gut microbiome	51% ↗
Subtotal Aware of all microbiome	32% ↗
Level of knowledge around the microbiota	
Mean of good answers	5,1/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	61% ↗
Know exactly what are prebiotics	45% ↗
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	52%
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	57% ↗
Microbiome testing	
Interested in taking a microbiome test	58%

Key learnings

Microbiome awareness, up since 2023, still trails global average and is static compared to last year. American understanding of the microbiome, while gradually improving year-on-year, still lags behind global average. Another trend continues from last year: Americans show greater familiarity with probiotics and prebiotics than the global average.

Americans show willingness to modify behaviors for microbiome health, but at lower rates than the global average.

While there was marked progress between 2023 and 2024 in terms of information provided, this year shows no further advancement, a larger role to play for the healthcare professionals is key.

Microbiome testing is currently attracting significant interest from Americans: Half of Americans is willing to donate stool, with higher willingness among those familiar with the microbiome.



ANNEXES

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You act better when you are sure.