



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Third wave

Focus on Vietnamese results







A large, light-colored rectangular area on the left side of the slide, containing a dense, overlapping pattern of stylized, light purple bacterial shapes. These shapes are elongated and have various branching or flagellar-like structures, resembling a microscopic view of a microbial community.

Methods

Methods


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



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

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

3 countries had been added to the survey in 2024:

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

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

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

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

Comments



ALL COUNTRIES

(n=7,500)



= Average response for all 11 countries.

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



Significant differences vs total - superior



Significant differences vs total - inferior



Significant changes since the last wave (2024)

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

All results are presented in %.



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

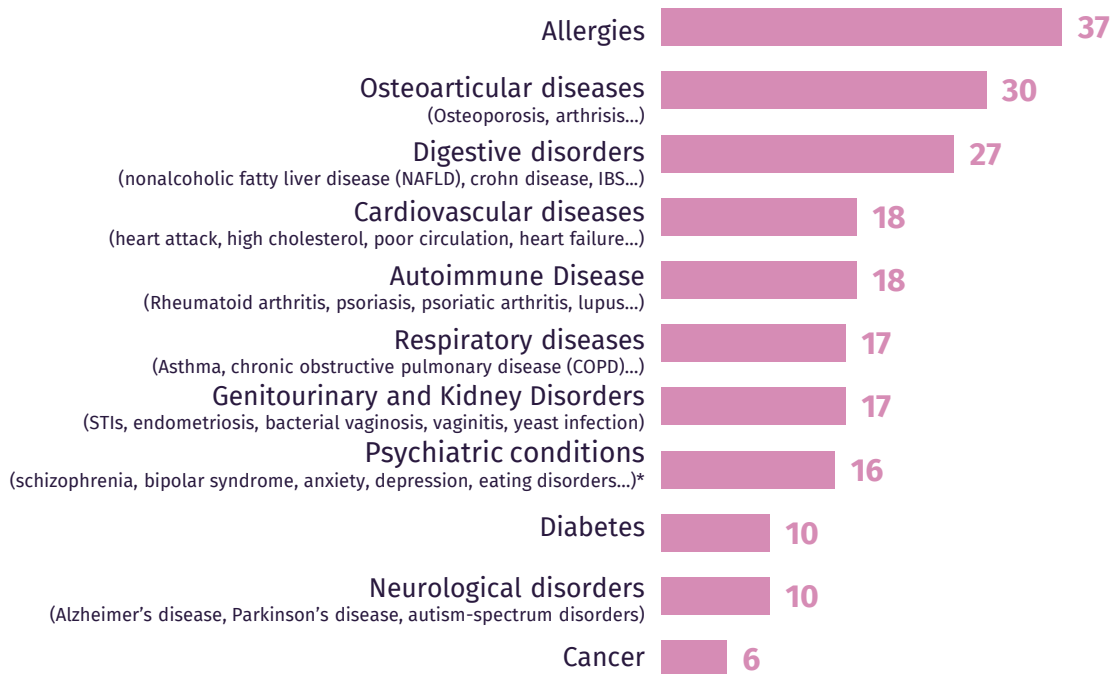


People with current conditions A focus detailed throughout the report



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

Base: All respondents



*This item has been detailed compared to last year



Vietnam maintains a high level of microbiome awareness, surpassing the global average, with some progress over the past year.

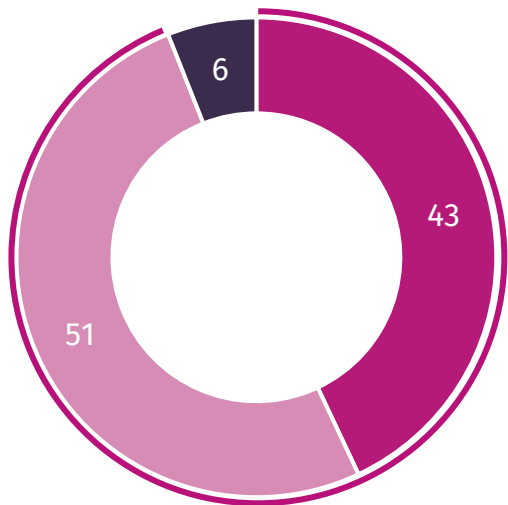


'Microbiome' is familiar to nearly everyone in Vietnam, and more than 2 out of 5 can define it accurately. This level of understanding substantially exceeds the global average.



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

Base: All respondents

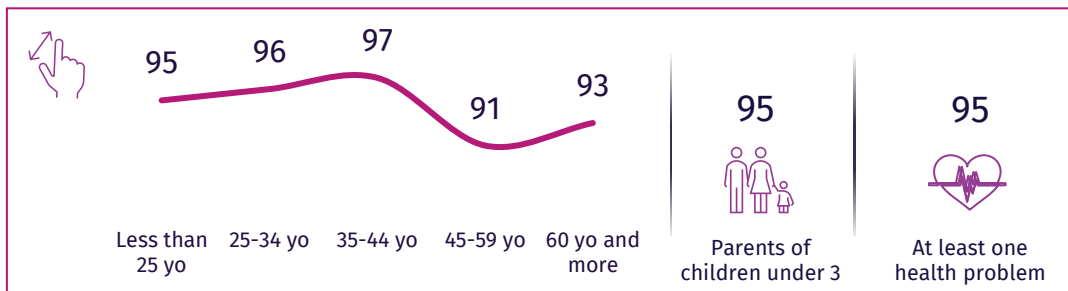


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

94% have already heard about the term microbiome
2024 : 92% +2pts vs 2024



71%



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

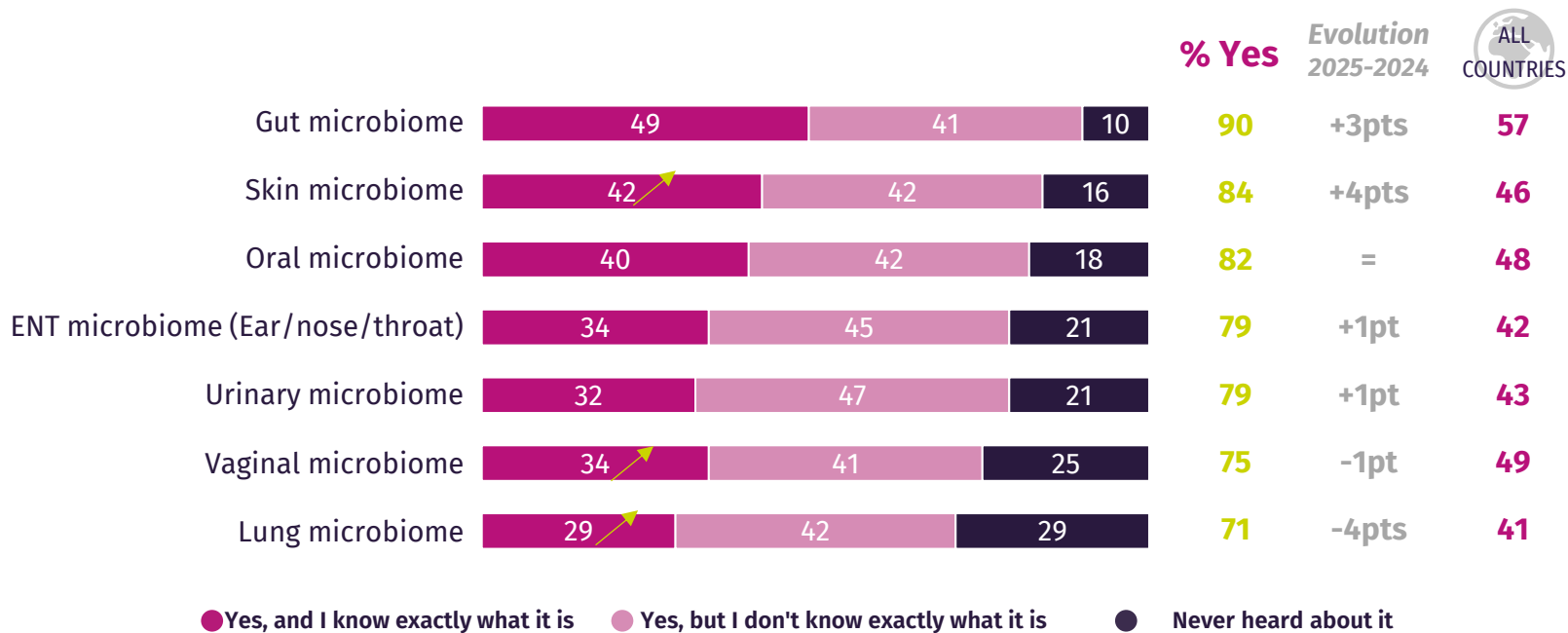


The awareness of the different types of microbiomes follows the same pattern, showing higher awareness compared to global results.



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

Base: All respondents

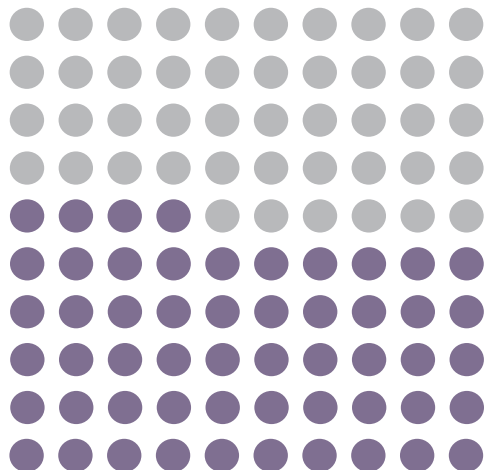




The awareness of each type of microbiome has not improved in 1 year, but still exceeds the global average.

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

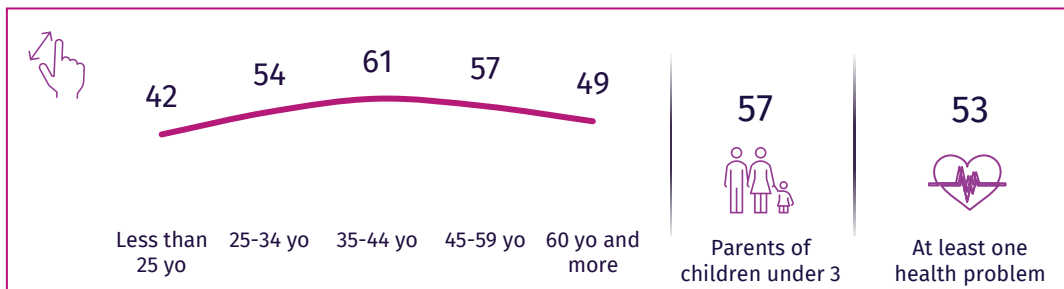
Base: All respondents



54% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome
2024 : **60%** -6pts vs 2024



31%



But only **15%** know precisely all of them
2024 : **11%** +4pts vs 2024



7%



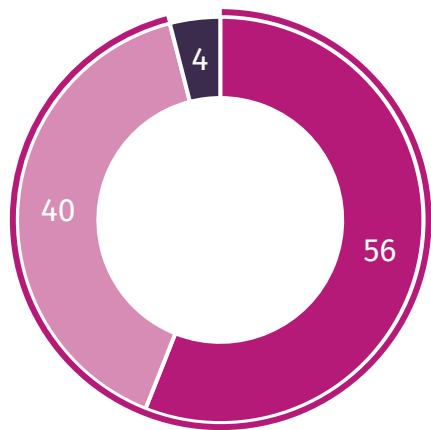
As last year, the term “flora” is more popular than microbiome.



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

Base: All respondents

Gut flora



96%

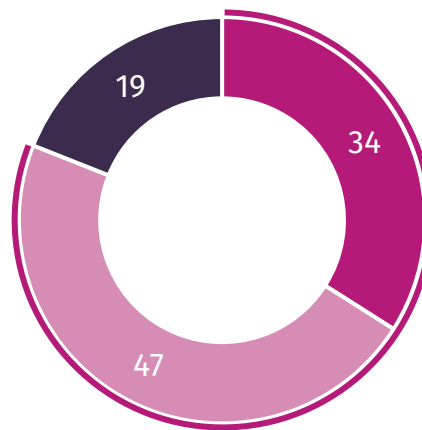
have already heard
about gut flora

2024 : 96% = vs 2024



91%

Vaginal flora



81%

have already heard
about vaginal flora

2024 : 82% -1pt vs 2024



81%



Yes, and I know exactly what it is



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



No, I never heard about it



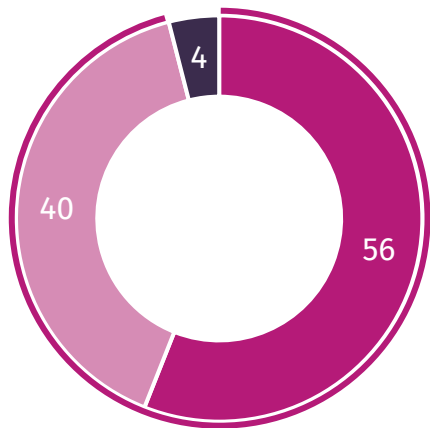
Awareness about gut flora is similar across demographics.



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

Base: All respondents

Gut flora



96%

have already heard
about gut flora

2024 : 96% = vs 2024



91%

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



Subtotal "Yes"

94

98

96

Yes, and I know
exactly what it is

52

60

59



Men



Women



At least one
health problem

Subtotal "Yes"

92

95

100

95

97

Yes, and I know
exactly what it is

44

55

62

61

49

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and
more

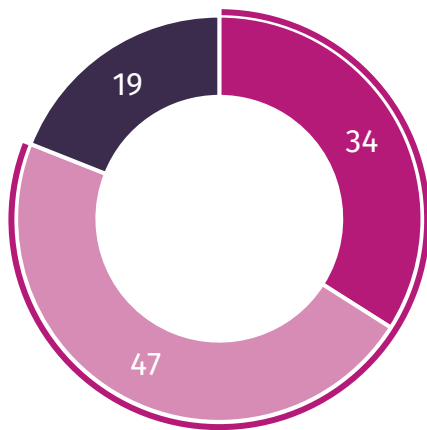


Young adults under 25 yo appear less aware of vaginal flora compared to other age groups.



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

Vaginal flora



81%
have already heard
about vaginal flora

2024 : 82% -1pt vs 2024



81%

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



Subtotal "Yes"

78

83

81

Yes, and I know
exactly what it is

28

40

35



Men



Women



At least one
health problem

Subtotal "Yes"

65

83

88

79

85

Yes, and I know
exactly what it is

27

43

35

30

32

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

60 yo and
more

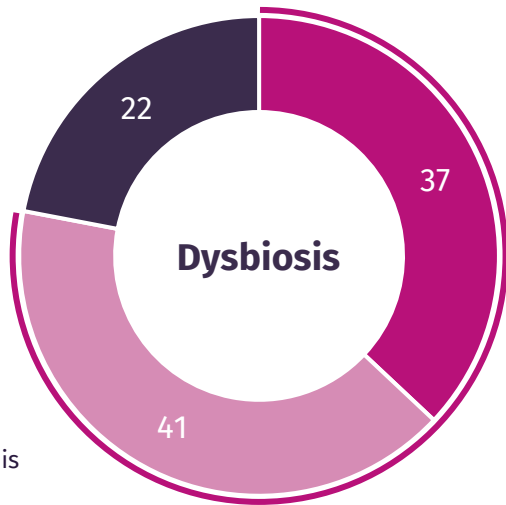


Dysbiosis is a familiar term among Vietnamese people compared to the global average.



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

Base: All respondents



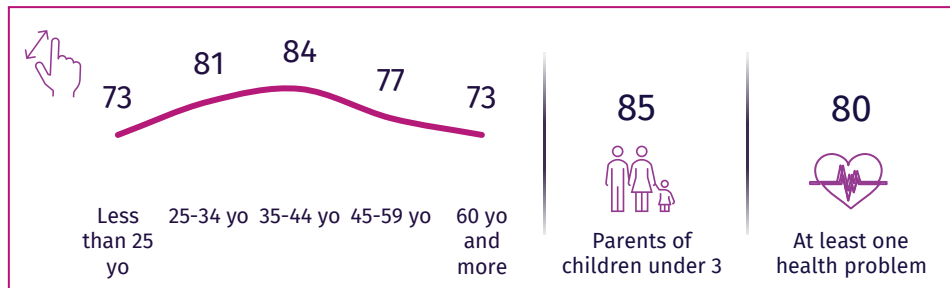
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- Never heard about it

78% have already heard about the term 'dysbiosis'

2024 : 78% = vs 2024



33%



Significant differences vs total - superior

Significant differences vs total - inferior



While awareness is high, knowledge about what the microbiome does and how it works hasn't improved, staying on par with global average.



Knowledge about the microbiome's role and functions exists, yet comprehension of its complex diversity and composition is lacking.



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

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



19

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



19

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



23

Antibiotics have an impact on our microbiome



27

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



28

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



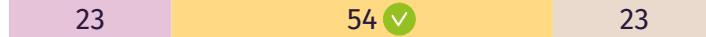
32

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



41

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



46

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



76



True



False



Don't really know



It's worth noting that their familiarity with the topic has not progressed in the past year.



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

Base: All respondents

% good answer

	Total	Evolution vs 2024	ALL COUNTRIES
In some cases, an imbalance in the microbiome may have significant health consequences	81	-1pt	79
Our diet has significant consequences on the balance of our microbiome	81	-2pts	80
The microbiome plays an important role in immune defense mechanisms	77	-3pts	76
Antibiotics have an impact on our microbiome	73	-2pts	73
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	72	+2pts	68
In the field of vaginal health , the microbiome plays an important role in women's health	68	-3pts	70
The microbiome enables the gut to deliver essential information to the brain for our health	59	-4pts	56
Your microbiome is located exclusively in the gut	54	-1pt	53
The microbiome is only made up of bacteria	24	+1pt	32





Knowledge about microbiome in Vietnam remains similar across demographics.



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.

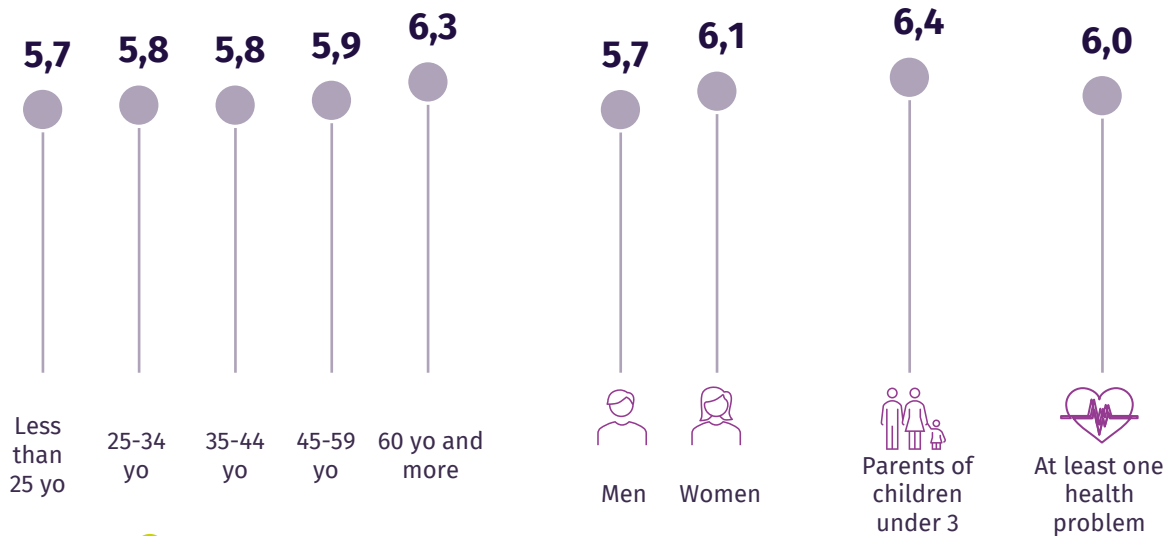
Base: All respondents



5,9

5,9/9

Number of good responses on average



● Significant differences vs total – superior

● Significant differences vs total – inferior

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3

Vietnamese are more likely to associate their health problems with their microbiome compared to the global average

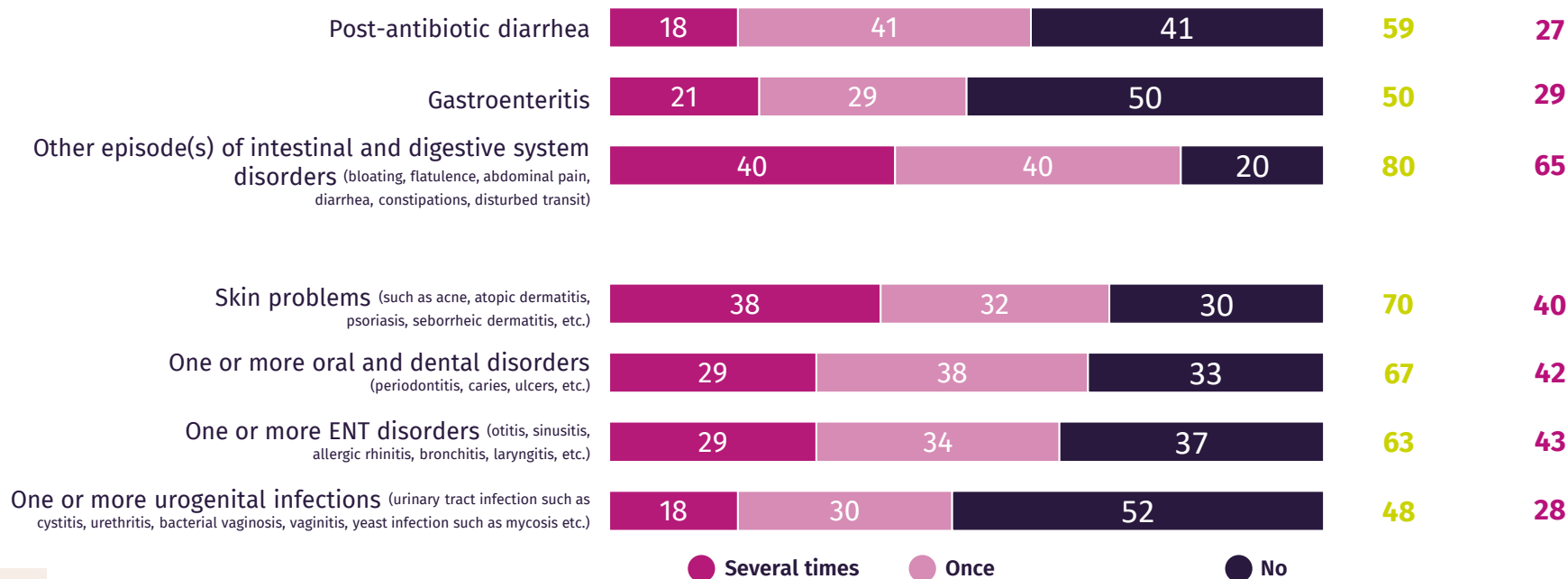
In the last 12 months, half have experienced post-antibiotic diarrhea or gastroenteritis, while 4 out of 5 had other episodes of intestinal and digestive system disorders.



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

Base: All respondents

% Yes



Several times



Once



No

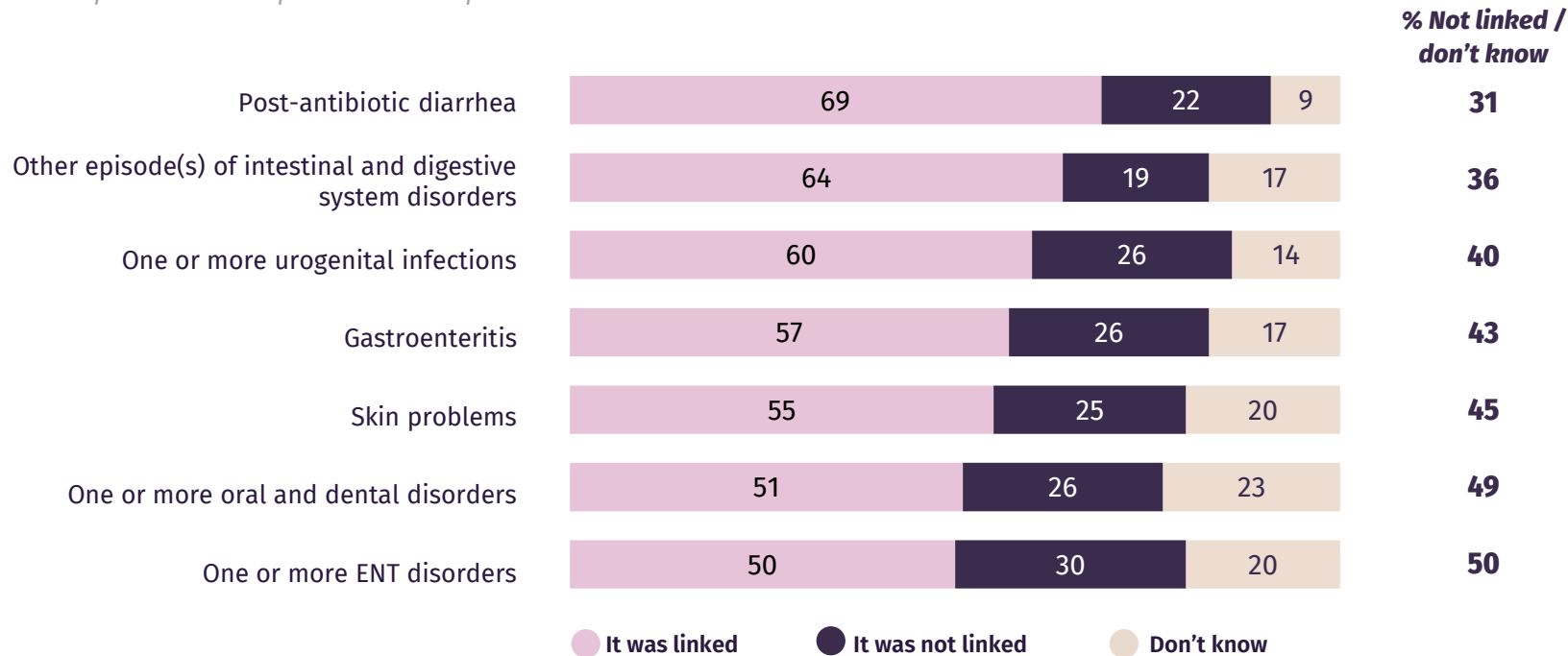


When facing health problems, the majority of people link the problem to their microbiome.



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

Base: People who have experienced these problems





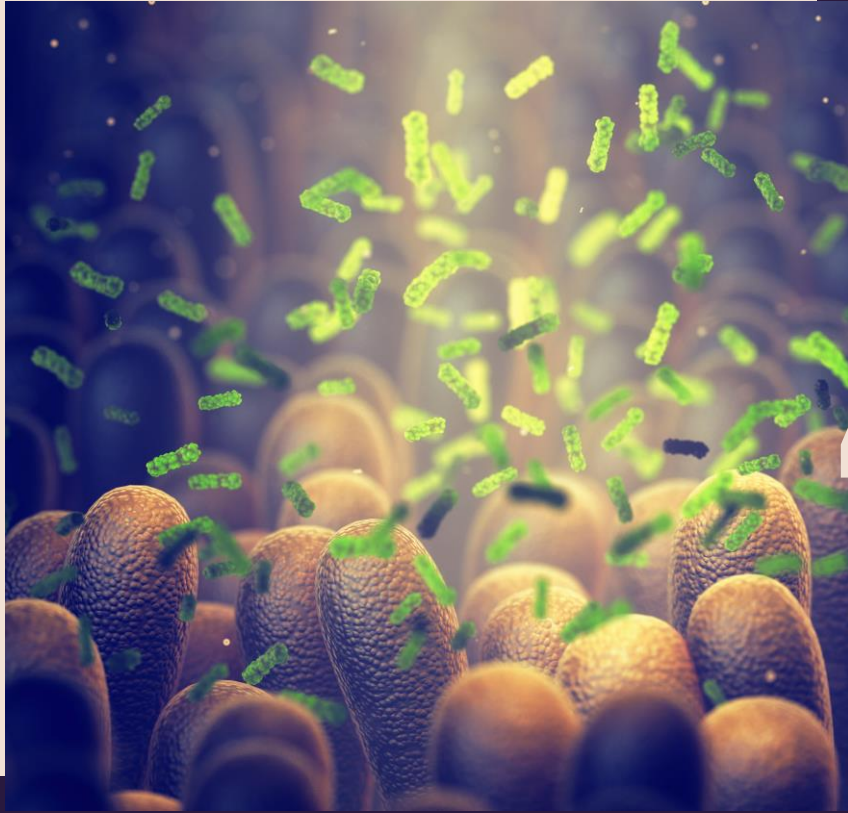
Vietnamese are more likely to associate their health problems with their microbiome compared to the global average. Moreover, this link has increased notably, especially regarding post-antibiotic diarrhea.



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

Base: People who have experienced these problems

% linked	Total	Evolution 2025-2024	ALL COUNTRIES
Post-antibiotic diarrhea	69	+9pts	59
Other episode(s) of intestinal and digestive system disorders	64	-4pts	48
One or more urogenital infections	60	-8pts	52
Gastroenteritis	57	-11pts	48
Skin problems	55	-5pts	37
One or more oral and dental disorders	51	-6pts	34
One or more ENT disorders	50	-6pts	31



4

Compared to global trends, people in Vietnam are more inclined to change their behaviours to maintain a balanced microbiome.

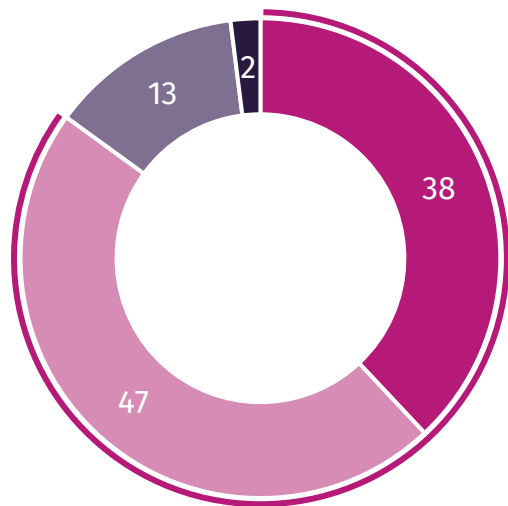


More than 4 out of 5 people have changed their behaviors to keep their microbiome balanced and functioning as smoothly as possible, surpassing global results.



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

Base: All respondents



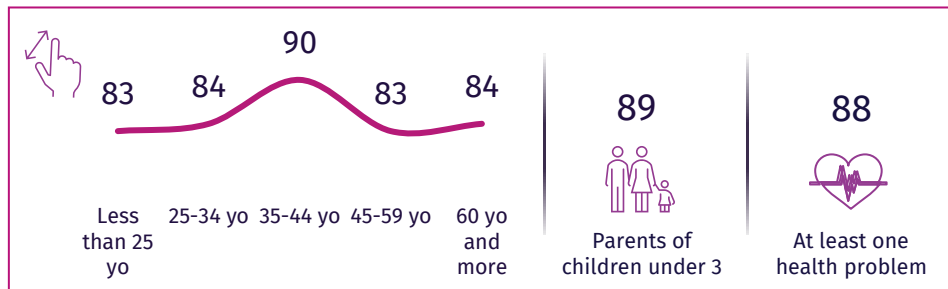
- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

85% have changed their behaviors

2024 : 84% +1pt vs 2024



56%



Significant differences vs total - superior

Significant differences vs total - inferior

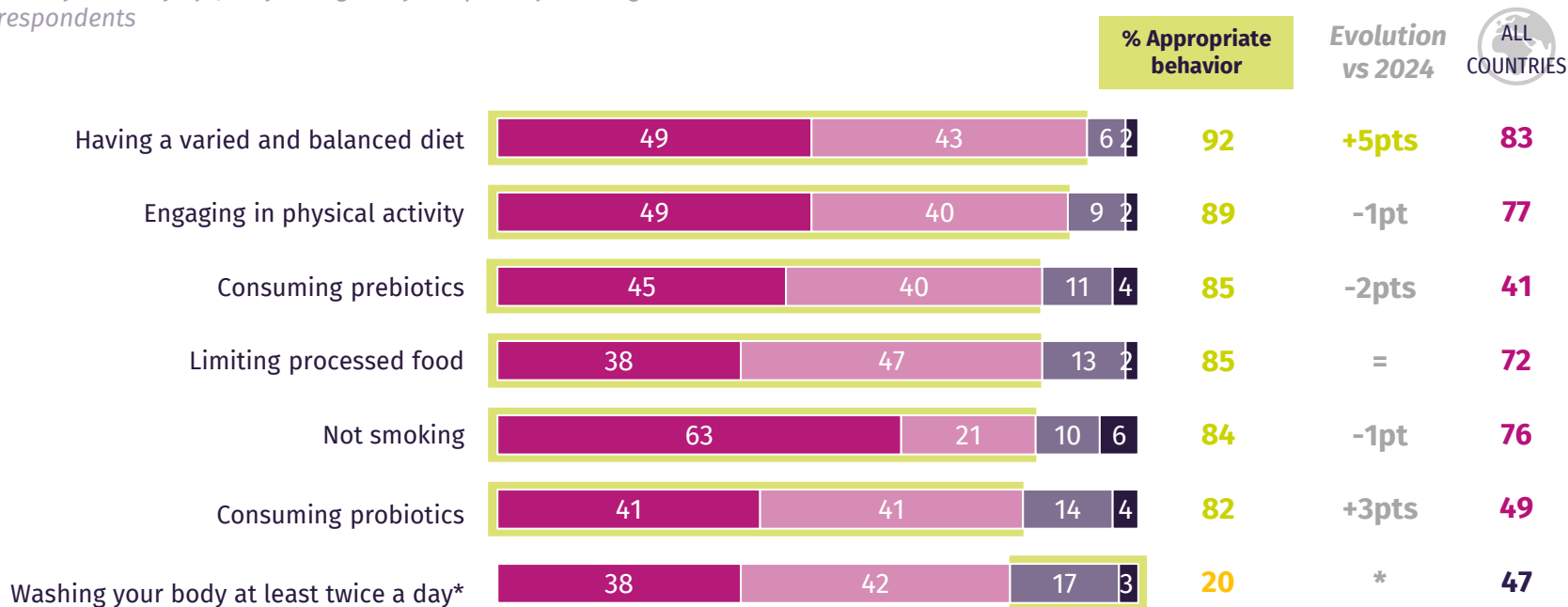


While conventional healthy habits are widely followed, with notable progress in balanced eating, appropriate body cleansing routines lag behind.



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

Base: All respondents



*This item has been detailed compared to last year, no evolution possible



Yes, absolutely



Yes, somewhat



No, not really



No, not at all





People in Vietnam have adopted more positive behaviors for their microbiome than the global average, with a slight gender disparity as men lag somewhat behind.



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

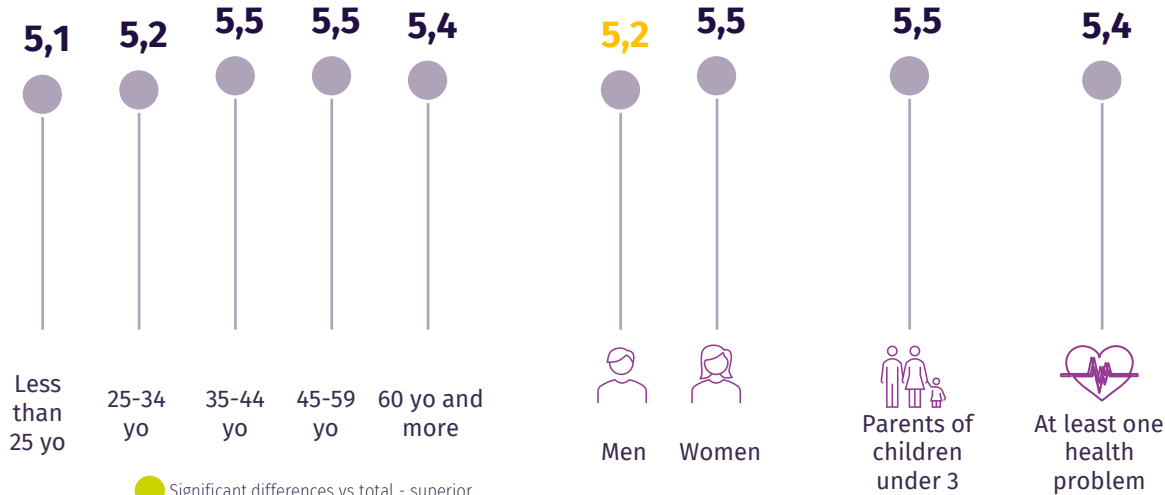
Base: All respondents



4,5



Number of good responses on average



Significant differences vs total - superior

Significant differences vs total - inferior

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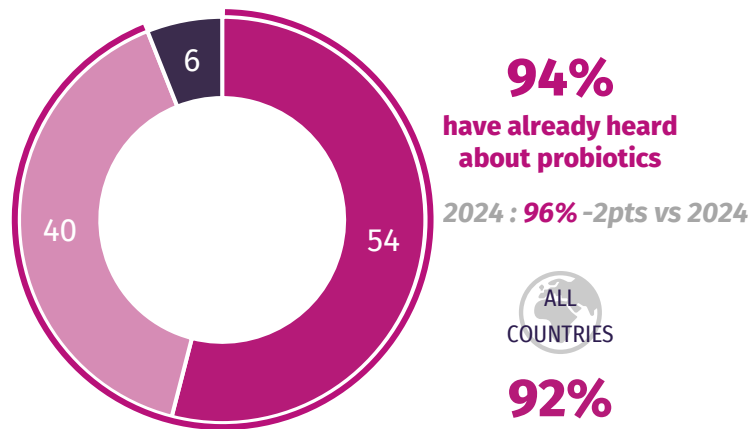
Awareness of probiotics and prebiotics remain strong this year, with prebiotics awareness exceeding global average. But around half still don't know exactly what they are.

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

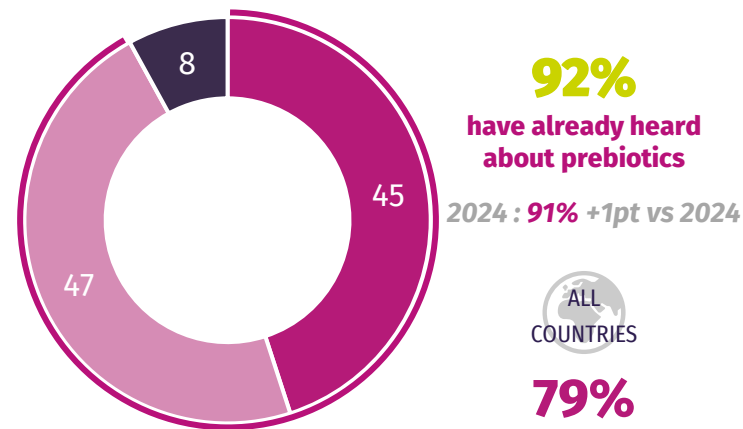
Base: All respondents



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



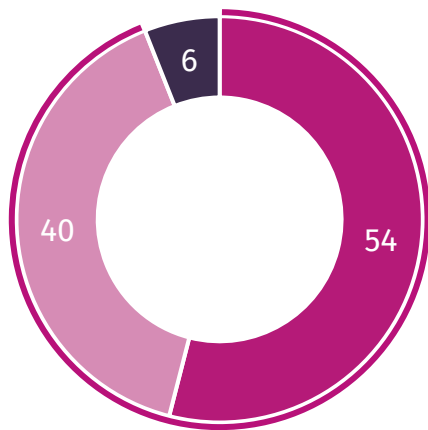
Probiotics are well known across all age groups, genders and health conditions.



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

Base: All respondents

Probiotics



94%
have already heard
about probiotics

2024 : 96% -2pts vs 2024



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



Subtotal "Yes"

93

96

96

Yes, and I know
exactly what it is

50

59

58



Men



Women



At least one
health problem

Subtotal "Yes"

94

90

97

95

95

Yes, and I know
exactly what it is

43

60

51

60

48

Less than 25
yo

25-34 yo

35-44 yo

45-59 yo

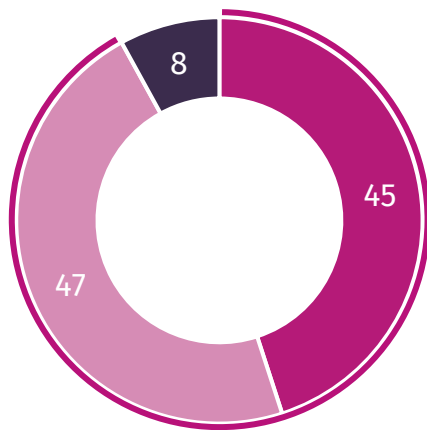
60 yo and
more



People aged less than 25 yo show less familiarity with prebiotics compared to other age groups.

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

Prebiotics



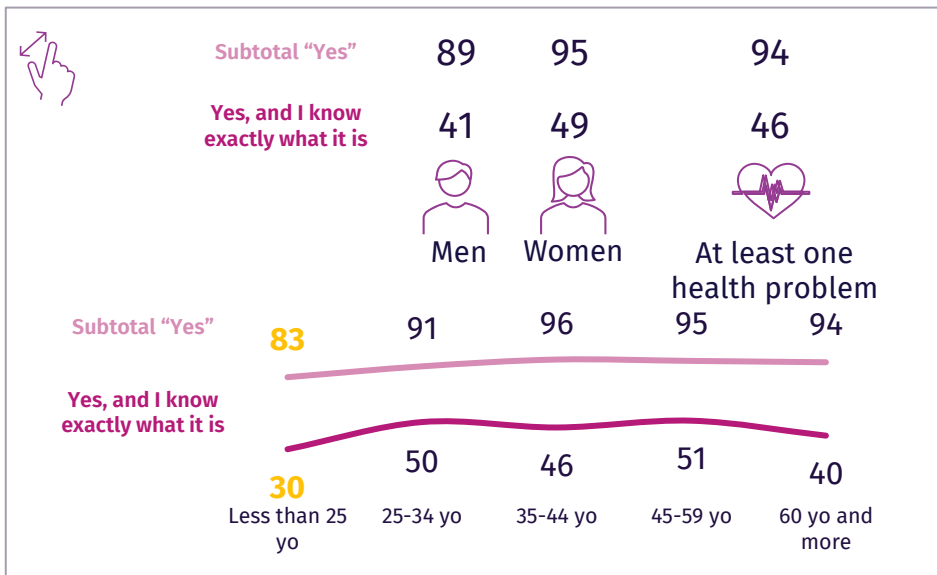
92%
have already heard
about prebiotics

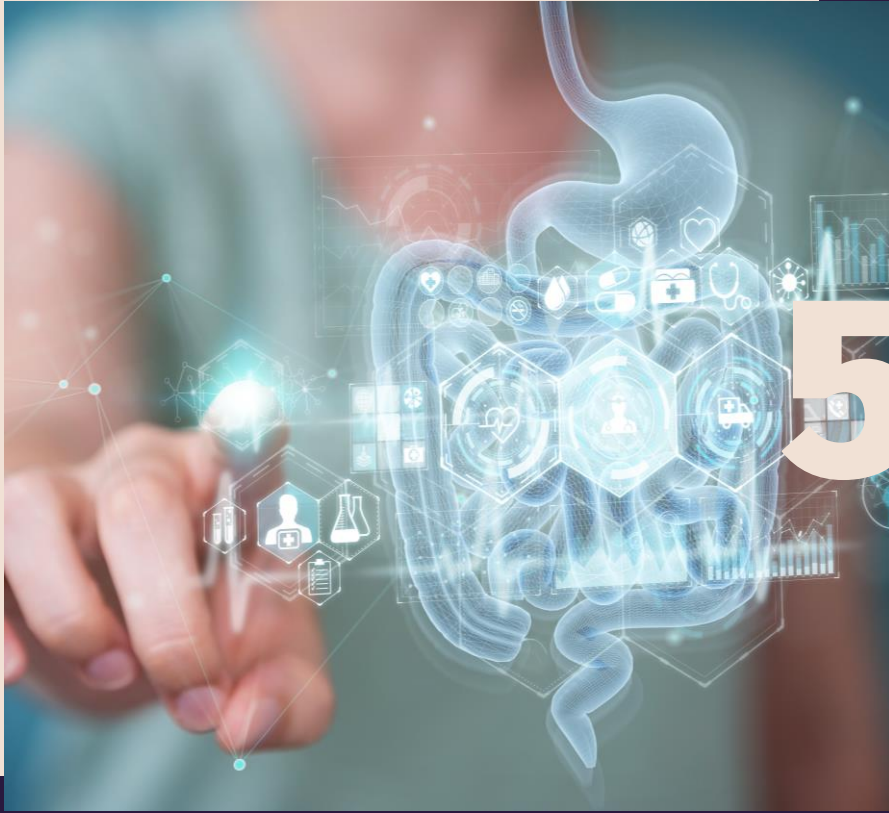
2024 : 91% +1pt vs 2024



79%

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





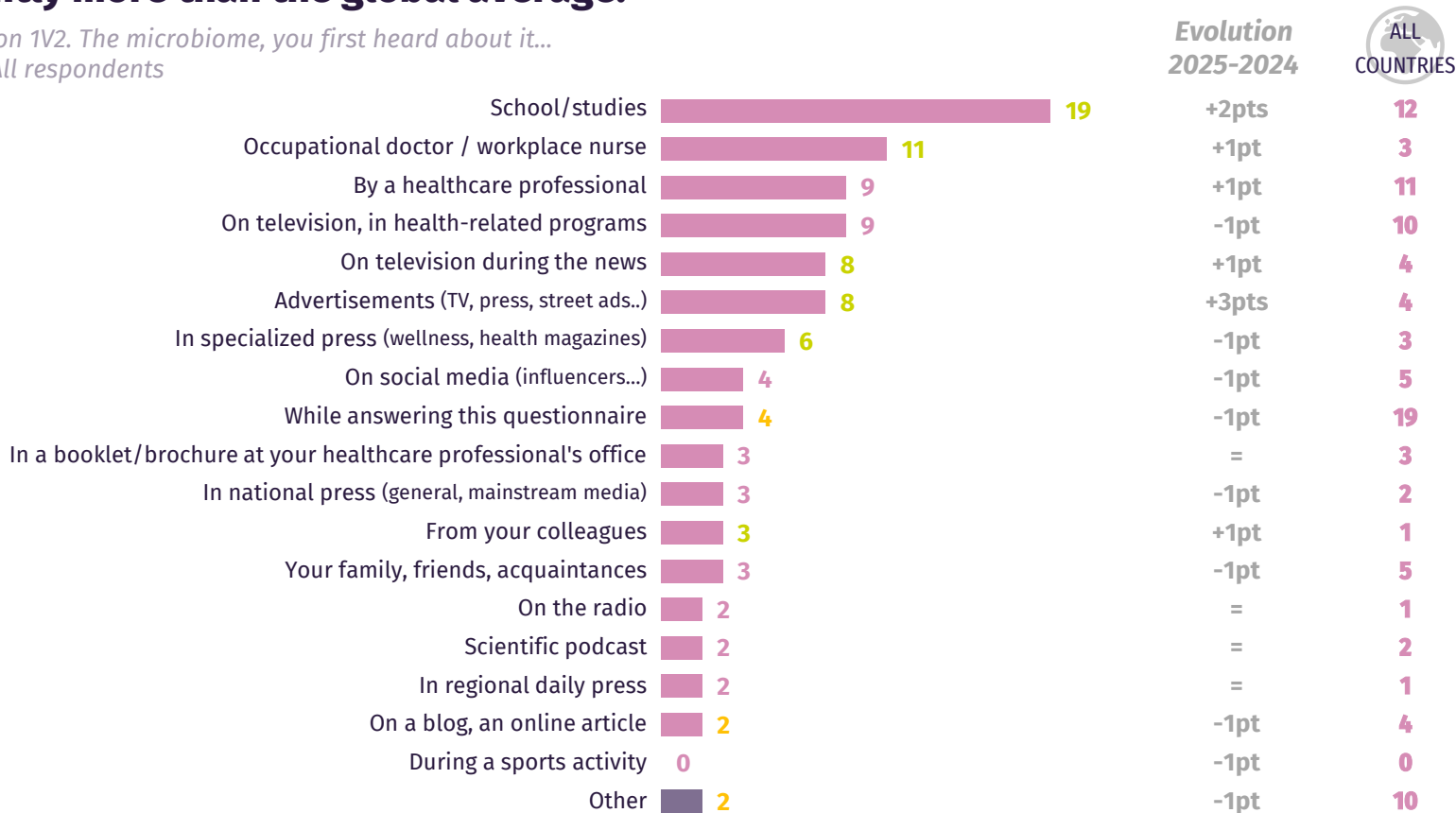
A larger role to play for the HCPs since they are the main and trustworthy source of information about microbiome.



1 in 5 Vietnamese people first heard of the microbiome through school or studies, slightly more than the global average.

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

Base: All respondents





While school is the top source, Vietnamese aged 45-59 learned about it from occupational doctors or nurses, and those 60 and older through television.



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

Base: All respondents

	Total	Less than 25 yo n=77	25-34 yo n=133	35-44 yo n=114	45-59 yo n=117	60 yo and more n=59	Men n=254	Women n=246	Parents of children under 3 n=51	At least one health problem n=356
School/studies	19	42	22	16	11	12	17	21	21	19
Occupational doctor / workplace nurse	11	8	9	7	18	12	14	8	9	12
By a healthcare professional	9	7	7	14	9	10	9	10	7	9
On television, in health-related programs	9	3	7	7	14	13	10	8	10	9
On television during the news	8	2	6	9	11	7	8	8	7	7
Advertisements (TV, press, street ads...)	8	7	10	10	7	4	8	7	12	8
In specialized press (wellness, health magazines)	6	3	6	4	5	7	6	5	5	6
On social media (influencers...)	4	1	5	7	2	6	4	4	2	5
While answering this questionnaire	4	4	2	3	5	8	6	3	5	4
In a booklet/brochure at your healthcare professional's office	3	3	8	1	2	0	2	4	6	3
In national press (general, mainstream media)	3	0	3	3	1	9	3	3	4	2
From your colleagues	3	1	3	2	4	1	2	3	2	3
Your family, friends, acquaintances	3	3	2	2	5	5	2	4	0	3
On the radio	2	4	1	2	2	0	3	1	0	2
Scientific podcast	2	2	1	3	1	1	1	2	0	2
In regional daily press	2	3	4	3	1	1	3	2	6	2
On a blog, an online article	2	3	2	3	1	0	1	3	4	2
During a sports activity	0	1	0	0	0	0	0	0	0	0
Other	2	3	2	4	1	4	1	4	0	2



Significant differences vs total - superior



Significant differences vs total - inferior



First source by profile

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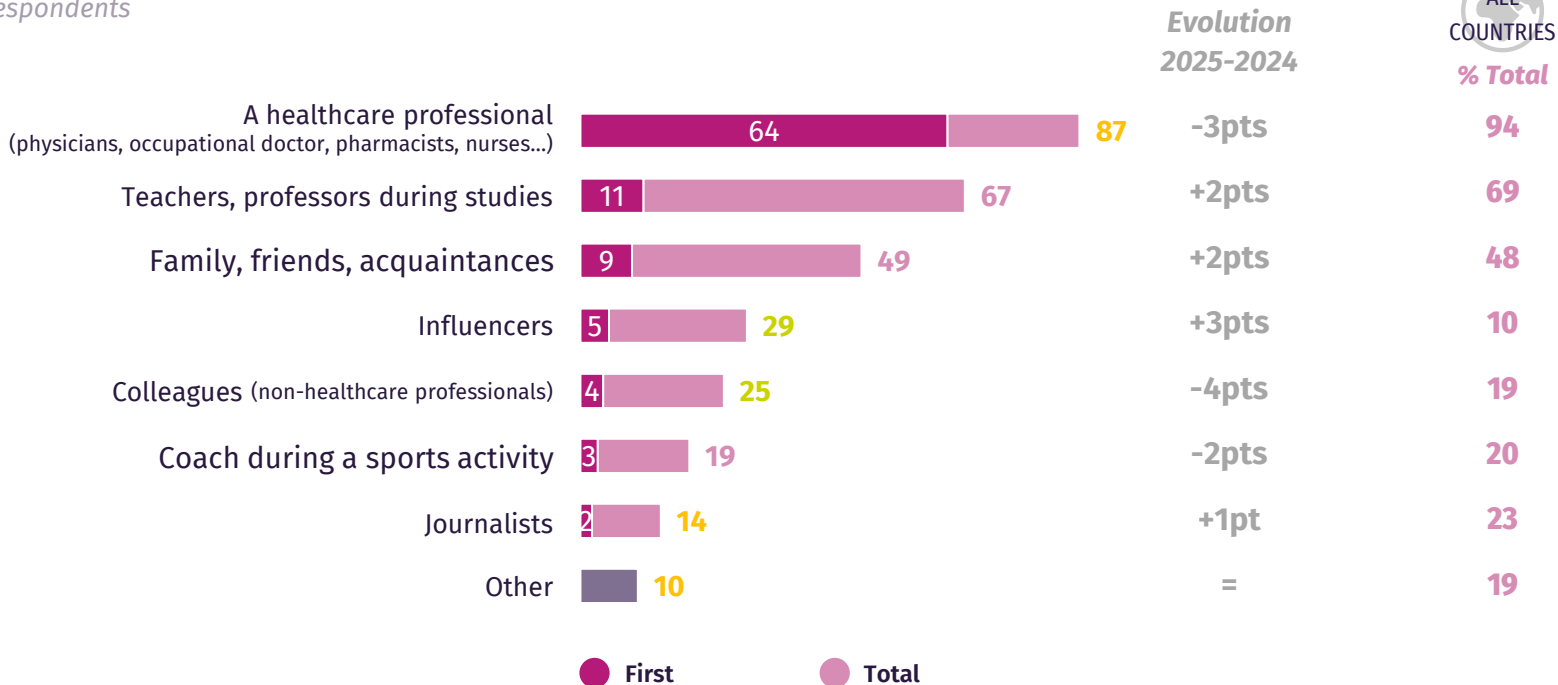


Healthcare professionals stand out as the most trusted source of information about the microbiome.

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





Across all age groups, healthcare professionals are seen as the most reliable source of information, except for those under 25, who view their professors' knowledge almost equally trustworthy

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=77	n=133	n=114	n=117	n=59	n=254	n=246	n=51	n=356
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	87	80	87	86	88	93	83	91	90	87
Teachers, professors during studies	67	83	68	64	59	67	67	66	64	65
Family, friends, acquaintances	49	44	45	53	54	48	45	53	43	51
Influencers	29	28	32	31	30	20	31	27	45	29
Colleagues (non-healthcare professionals)	25	19	30	25	25	24	28	22	26	25
Coach during a sports activity	19	27	16	18	19	16	20	18	12	18
Journalists	14	17	17	14	13	9	16	13	14	17
Other	10	4	5	9	12	23	10	10	7	8



A majority of Vietnamese people have received microbiome-related information from their healthcare professionals.



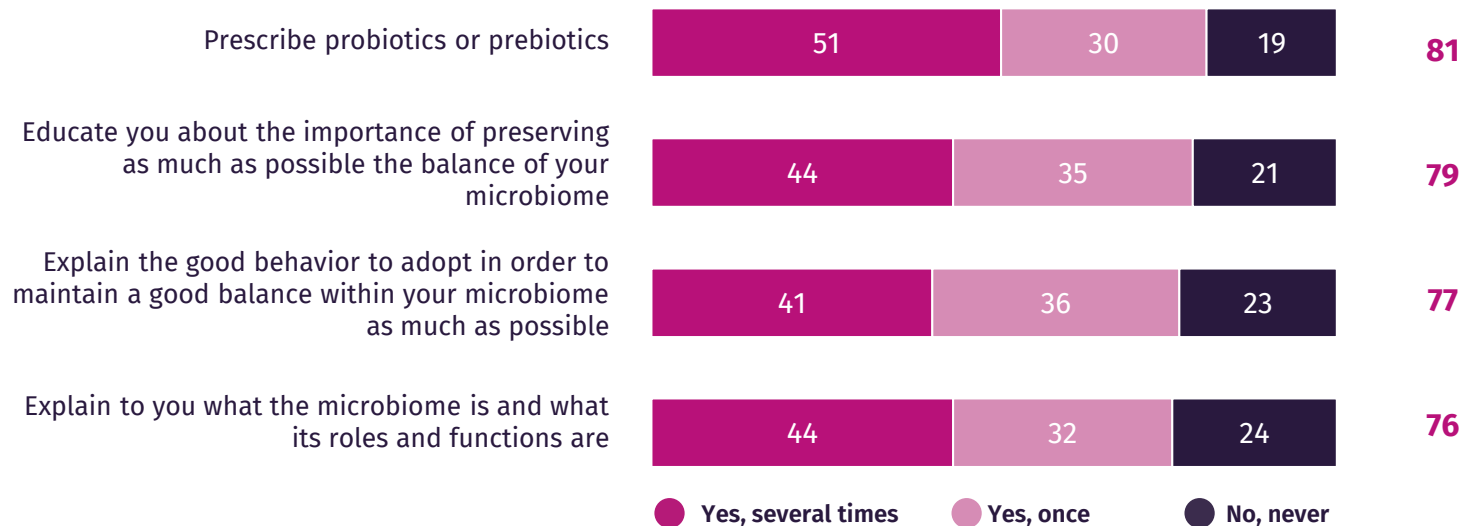
Question 5. Have any of the healthcare professionals you have seen ever done any of the following?

Base: All respondents

Only **60%** received **ALL THESE INFORMATION**, at least one time
19% received all these information several times

2024: **56%** +4pts vs 2024
17% +2pts vs 2024

% Yes





Vietnamese people are more informed by their healthcare professionals than those in other countries. Furthermore, they have received more information about the importance of preserving the balance of their microbiome this year.



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

Base: All respondents

% Yes

	Total	Evolution 2025-2024	ALL COUNTRIES
% Received ALL THESE INFORMATION, at least one time	60	+4pts	29
% Received ALL THESE INFORMATION, <u>several times</u>	19	+2pts	8
Prescribe probiotics or prebiotics	81	+1pt	49
Educate you about the importance of preserving as much as possible the balance of your microbiome	79	+6pts	47
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	77	+2pts	46
Explain to you what the microbiome is and what its roles and functions are	76	-1pt	42





People aged 25-34 yo received more information regarding good behavior to adopt to maintain 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	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=500	n=77	n=133	n=114	n=117	n=59	n=254	n=246	n=51	n=356
Prescribe probiotics or prebiotics	81	79	82	82	83	79	77	85	75	86
Educate you about the importance of preserving as much as possible the balance of your microbiome	79	82	86	79	78	65	79	78	85	82
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	77	80	86	73	73	72	77	77	78	82
Explain to you what the microbiome is and what its roles and functions are	76	78	81	74	78	64	76	76	79	79



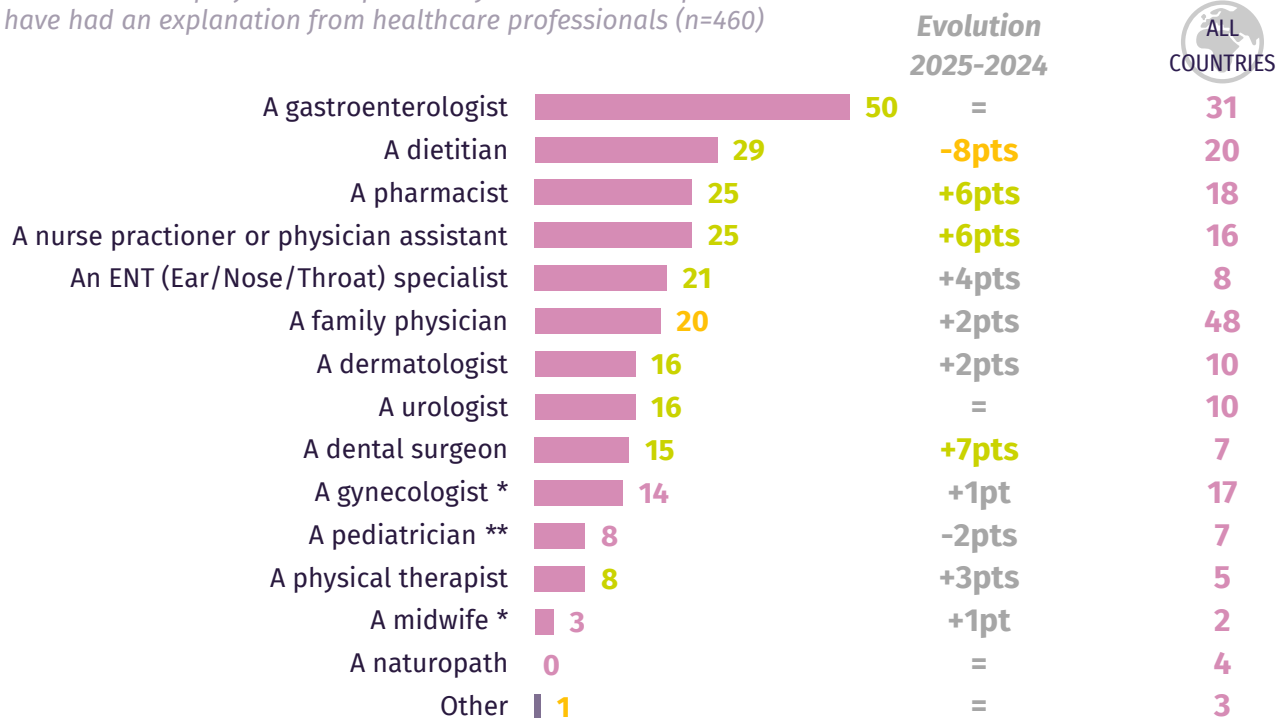


Gastroenterologists stand out as the primary source of microbiome information, with results higher than last year and more than the global average.



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

Base: People who have had an explanation from healthcare professionals (n=460)



* Item displayed to women

** Item displayed to parents



Across all demographics and health status, gastroenterologists emerge as the primary information source, with the exception of the under-25 age group, who rely more heavily on nurses and physician assistants.

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

Base: People who've received some information from HCPs (n=460)

	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=460	n=73	n=126	n=103	n=108	n=50	n=232	n=228	n=46	n=343
A gastroenterologist	50	36	47	46	54	65	50	49	56	51
A dietitian	29	24	27	37	27	30	25	33	28	30
A pharmacist	25	33	35	17	22	20	25	26	43	24
A nurse practitioner or physician assistant	25	38	22	22	24	24	27	23	14	28
An ENT (Ear, Nose, Throat) specialist	21	25	22	25	17	15	20	22	31	19
A family physician	20	23	17	24	15	29	20	20	19	20
A dermatologist	16	14	15	22	13	17	16	16	30	16
A urologist	16	10	15	15	18	26	16	16	29	18
A dental surgeon	15	23	11	12	15	16	16	14	12	15
A gynecologist	14	13	18	16	15	7	0	28	31	14
A pediatrician	8	7	11	13	4	5	4	11	14	7
A physical therapist	8	8	8	9	7	10	9	8	7	8
A midwife	3	4	2	6	3	0	0	6	4	4
A naturopath	0	0	0	0	0	0	0	0	0	0
Other	1	0	1	1	2	2	1	2	0	1

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile



However, when antibiotics have been prescribed, only half of Vietnamese have received information about them. While this is better than the global average, there is still room for improvement.



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

Base: All respondents

Only 49% received ALL THESE INFORMATION from their HCPs

2024 : 49%

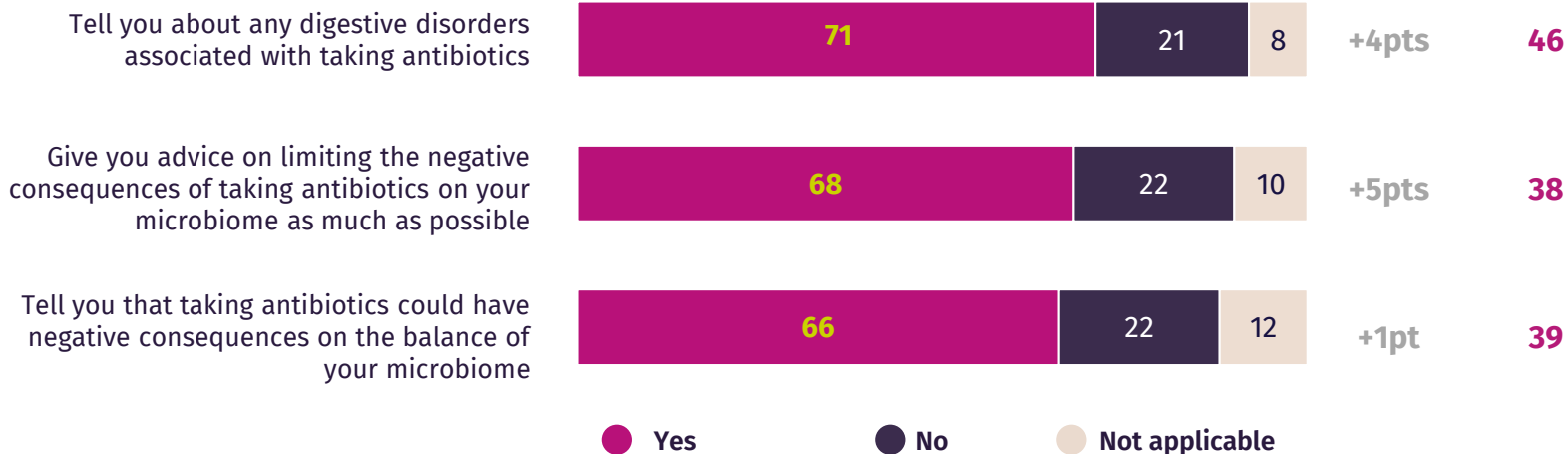


25%



Evolution
2025-2024

% Yes





Only those aged 60 and above received slightly less information on limiting the negative consequences of taking antibiotics on their microbiome.

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

% Yes	Total base n=500	Less than 25 yo n=77	25-34 yo n=133	35-44 yo n=114	45-59 yo n=117	60 yo and more n=59	Parents of children under 3 n=51	At least one health problem n=356
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	49	46	48	47	55	47	60	54
Tell you about any digestive disorders associated with taking antibiotics	71	70	69	68	75	69	81	75
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	68	71	74	68	69	53	71	74
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	66	62	69	63	68	66	72	71



Significant differences vs total - superior



Significant differences vs total - inferior

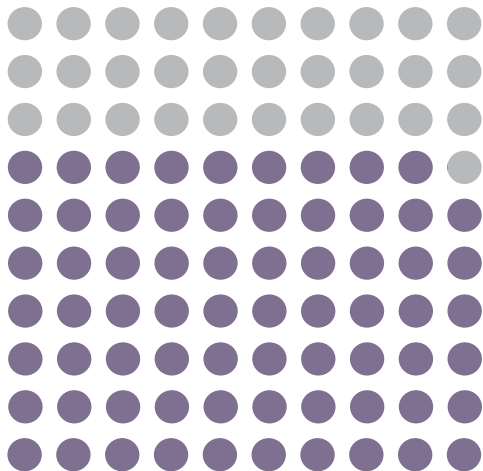


6 A widespread interest regarding microbiome testing.

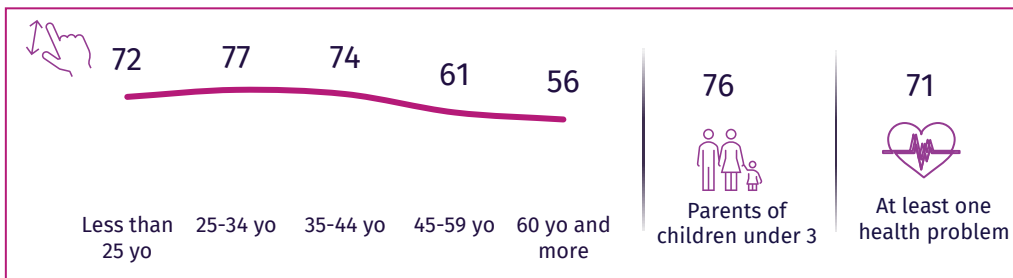


More than 2 out of 3 of Vietnamese are familiar with microbiome testing, exceeding global awareness.

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



69% have already heard of testing their microbiome **27%**

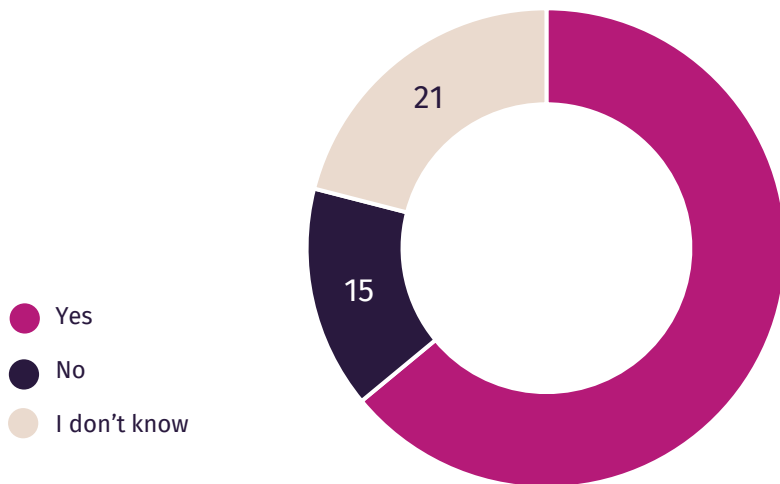


● Significant differences vs total - superior ● Significant differences vs total - inferior



A similar proportion would be interested in having their microbiome tested, a similar level compared to the global average.

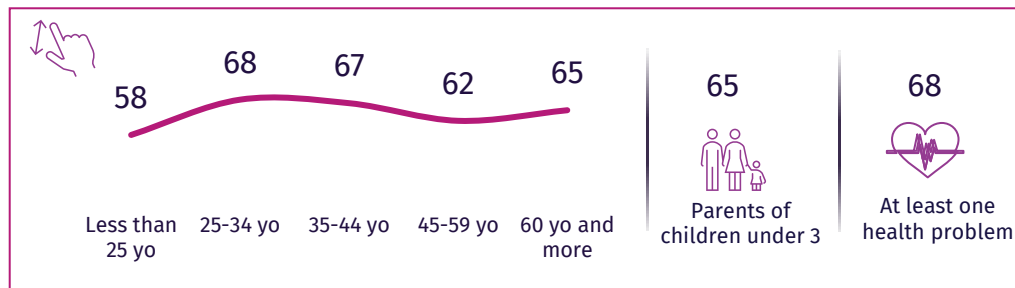
NEW QUESTION Question 2-2025. Would you personally be interested in taking a microbiome test?
Base: All respondents



64% would be interested in taking a microbiome test



61%

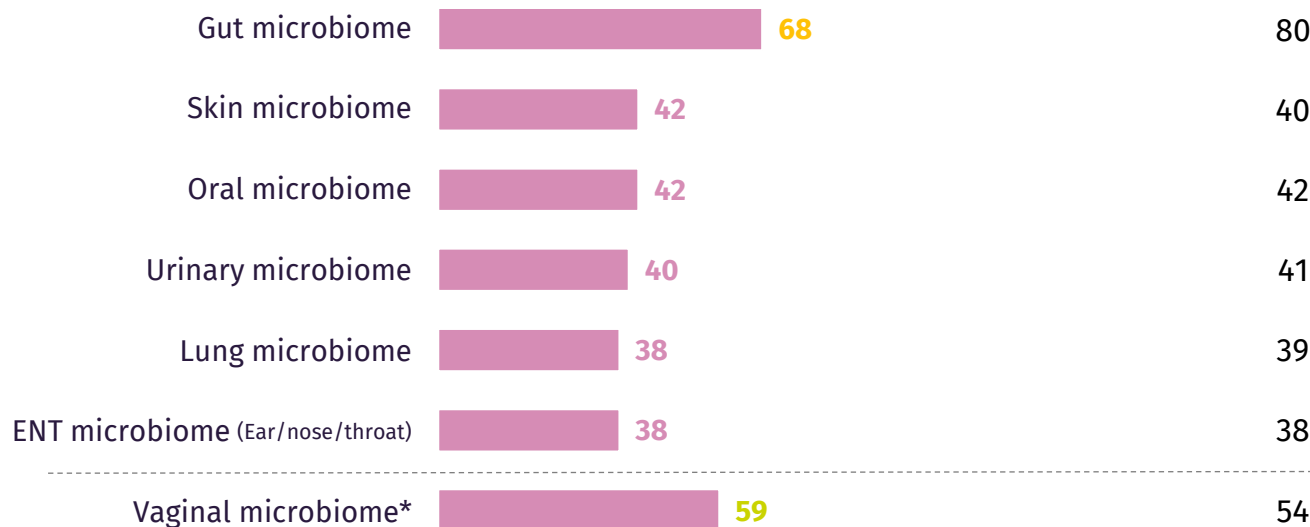


● Significant differences vs total - superior ● Significant differences vs total - inferior



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

NEW QUESTION Question 3-2025. Which one(s) would you be interested to test?
Base: Would be interested in taking a microbiome test (n=323)



* Item displayed to women



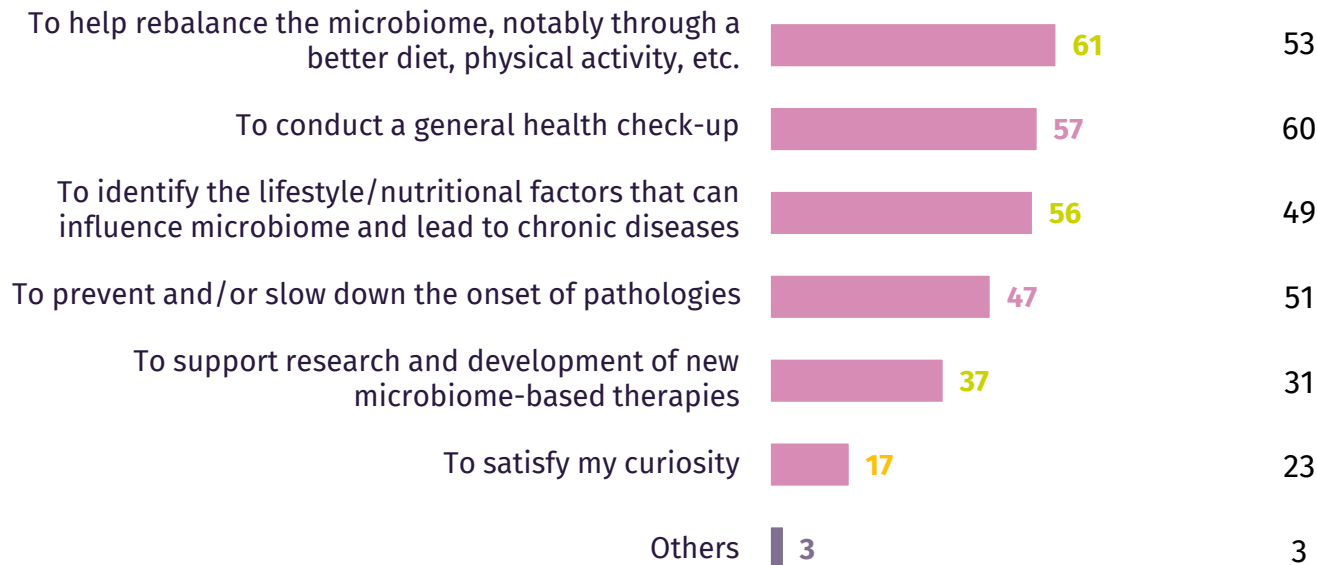
The majority believe microbiome testing would be beneficial for three key purposes: to help balancing the microbiome, to conduct a health check-up, and to identify the lifestyle/ nutritional factors.

NEW

QUESTION

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

Base: All respondents





Top 3 reasons for testing microbiome remain consistent across all demographic groups.

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=500	n=77	n=133	n=114	n=117	n=59	n=254	n=246	n=51	n=356
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	61	57	58	62	61	66	60	61	76	61
To conduct a general health check-up	57	50	49	60	61	67	52	63	69	59
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	56	51	57	49	59	60	53	58	53	56
To prevent and/or slow down the onset of pathologies	47	36	46	44	52	58	48	47	55	50
To support research and development of new microbiome-based therapies	37	44	38	34	35	34	37	37	45	37
To satisfy my curiosity	17	15	17	15	20	13	17	17	19	16
Others	3	2	2	3	3	4	2	3	2	2

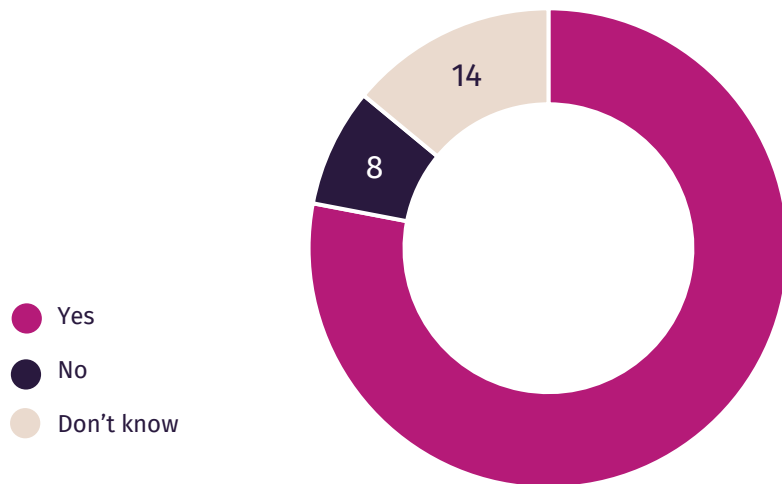


Stool donation for scientific purposes reaches more than 3 out of 4 individuals, surpassing the global average.

NEW
QUESTION

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

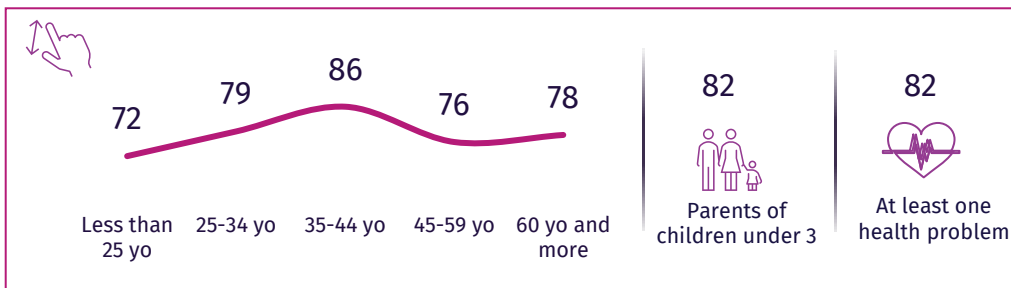
Base: All respondents

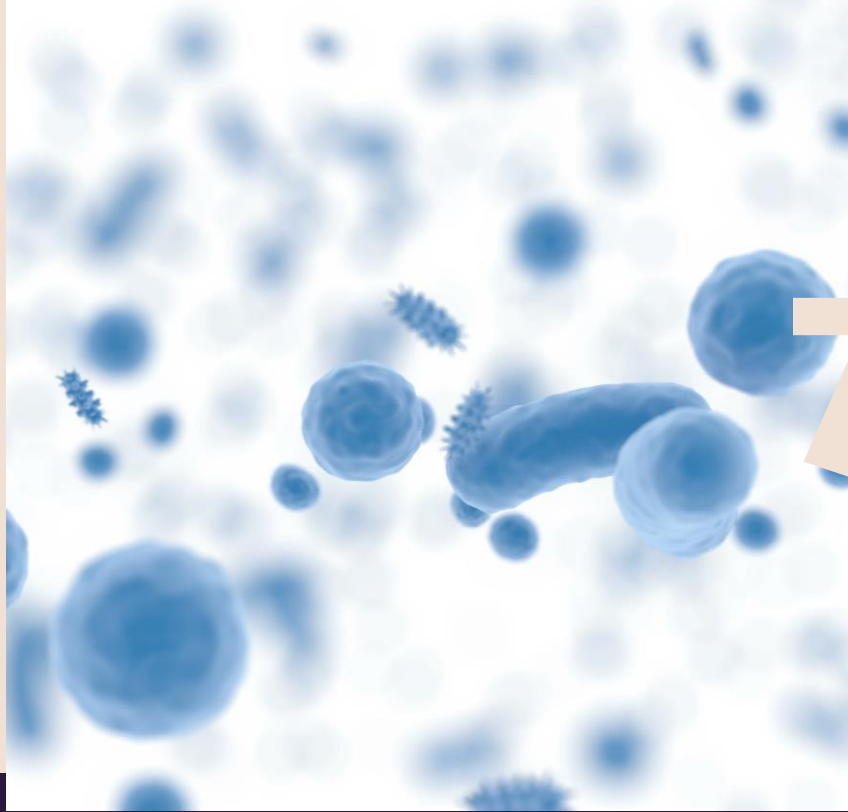


78% would be willing to donate their stool



59%





Focus on the vaginal microbiome

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

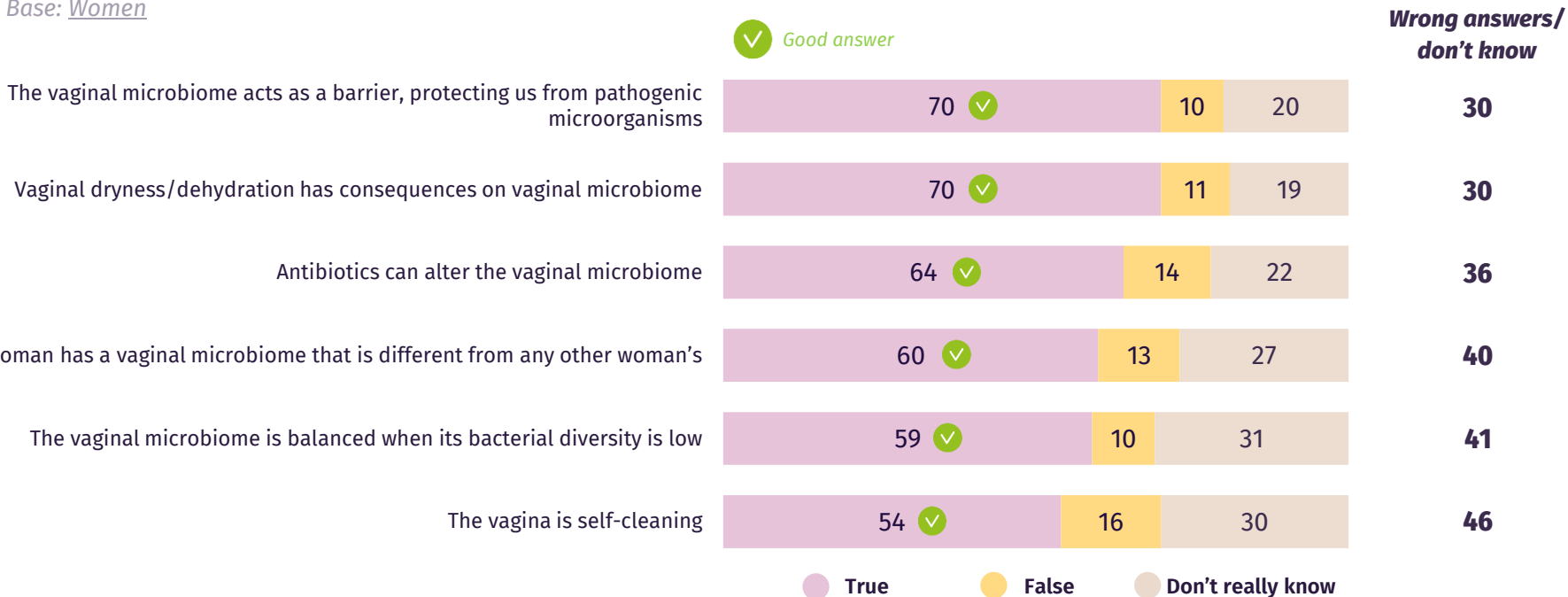


The majority of women seems to have a good knowledge on vaginal microbiome role (1/2) and actions.



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





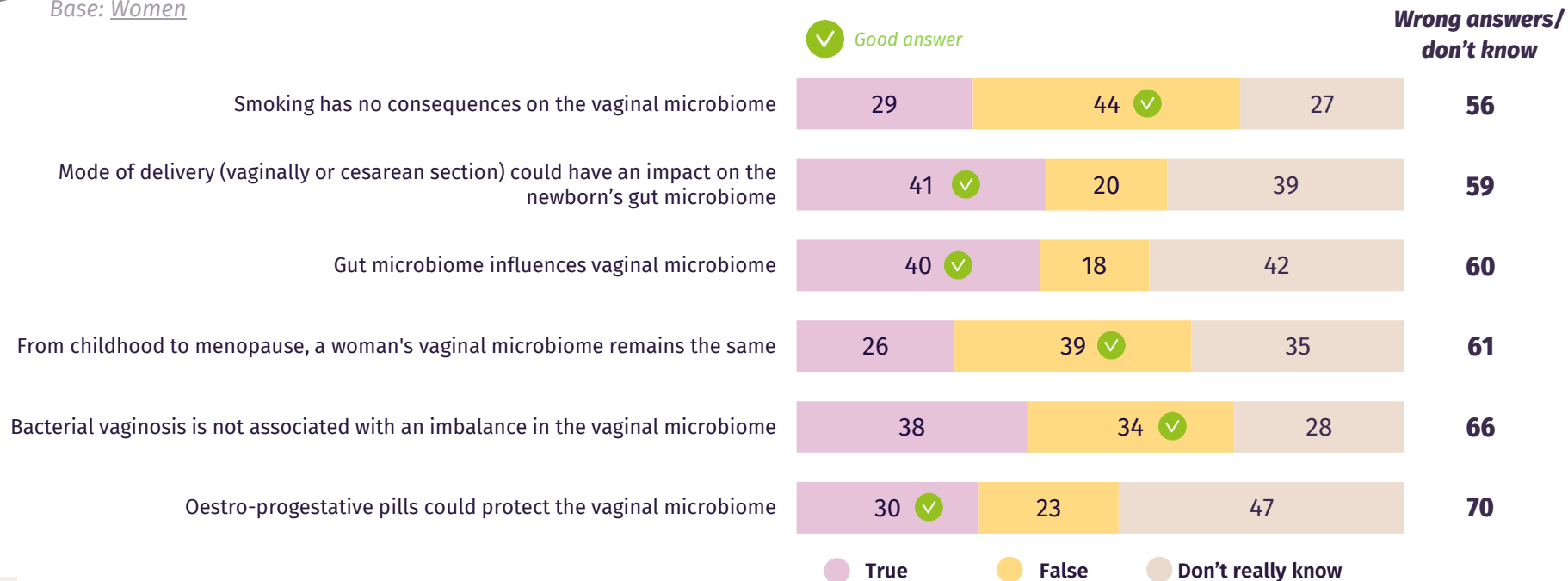
However, some aspects are not well-known: the impact of oestro-progestative pills and bacterial vaginosis on the microbiome, as well as the fact that it changes over time.

(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





When compared to global results, Vietnamese women have diverse knowledge, with some areas better and some worse. Furthermore, there has been no evolution in one year, and even some decrease in certain areas

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

Base: Women

% good answer	Total	Evolution 2025-2024	ALL COUNTRIES
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	70	-6pts	66
Vaginal dryness/dehydration has consequences on vaginal microbiome	70	-6pts	68
Antibiotics can alter the vaginal microbiome	64	-3pts	72
Every woman has a vaginal microbiome that is different from any other woman's	60	-6pts	66
The vaginal microbiome is balanced when its bacterial diversity is low	59	-2pts	26
The vagina is self-cleaning	54	+3pts	58
Smoking has no consequences on the vaginal microbiome	44	-3pts	55
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	41	-11pts	41
Gut microbiome influences vaginal microbiome	40	-3pts	45
From childhood to menopause, a woman's vaginal microbiome remains the same	39	-7pts	60
Bacterial vaginosis is not associated with an imbalance in the vaginal microbiome	34	-6pts	44
Oestro-progestative pills could protect the vaginal microbiome	30	+7pts	22



Significant differences vs total - superior



Significant differences vs total - inferior





Knowledge about vaginal microbiome is similar regardless the women age.

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.

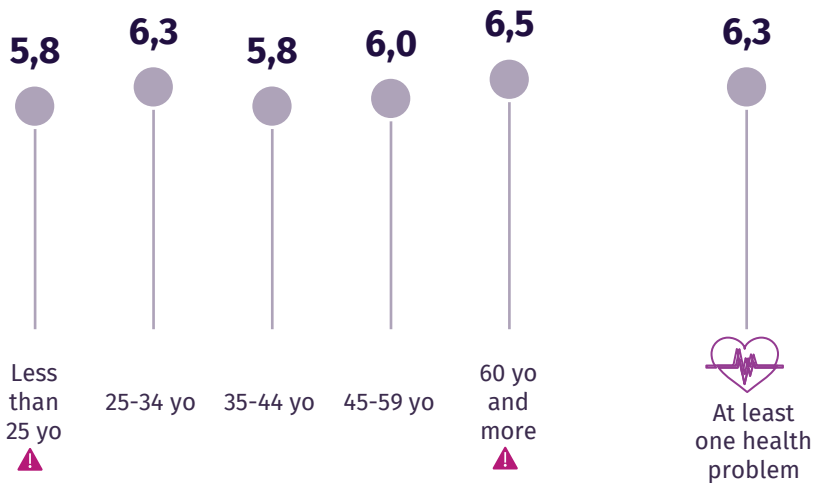
Base: Women



6,2

6,1/12

Number of good responses on average



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

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More than half of women have received all these information or advice from their HCPs about the microbiome, maintaining a similar level to the previous year.

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

Base: Women

61% received **ALL THESE INFORMATION**, at least one time
26% received all these information several times

2024: 62% -1pt vs 2024
24% +2pts vs 2024

% Yes

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



72

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



71

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



71

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



When compared to global results, Vietnamese women still receive more information and advice about the microbiome from their healthcare providers.



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

Base: Women

% Yes

	Total	Evolution 2025-2024	ALL COUNTRIES
% Have received ALL THESE INFORMATION, at least one time	61	-1pt	32
% Received ALL THESE INFORMATION, <u>several times</u>	26	+2pts	11
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	72	+1pt	42
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	71	+1pt	42
Explain to you what the vaginal microbiome is and what its roles and functions are*	71	-2pts	37



Significant differences vs total - superior



Significant differences vs total - inferior



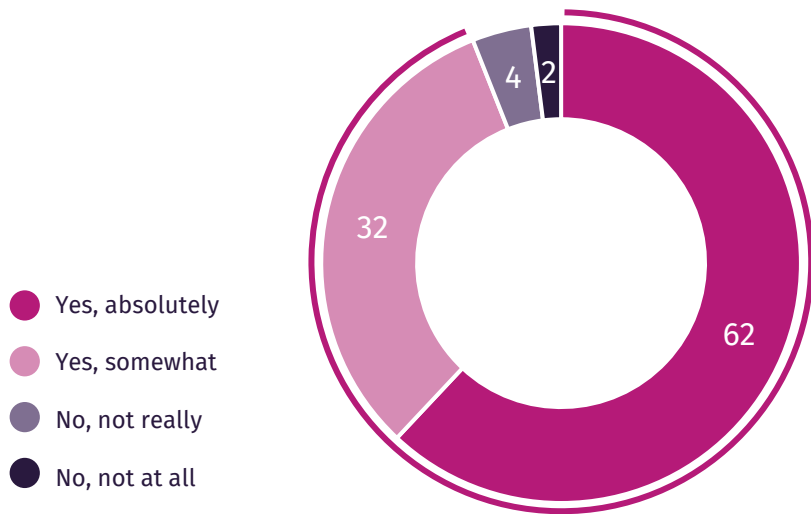


Most of women would like to have more information about the importance of the vaginal microbiome and its impact on health.



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

Base: Women

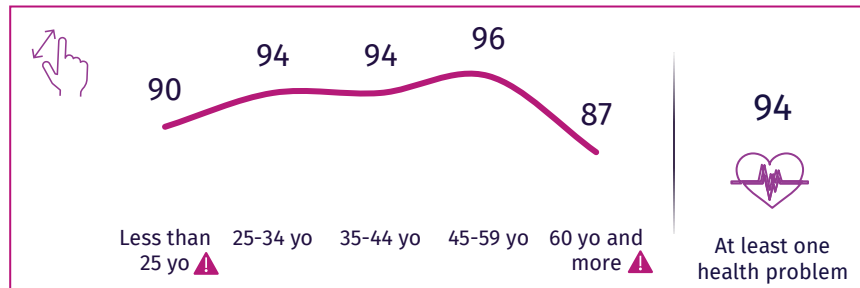


94% would like to have more information about the importance of the vaginal microbiome and its impact on health

2024 : 97% -3pts vs 2024



85%



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

▲ Low basis, results must be interpreted with caution

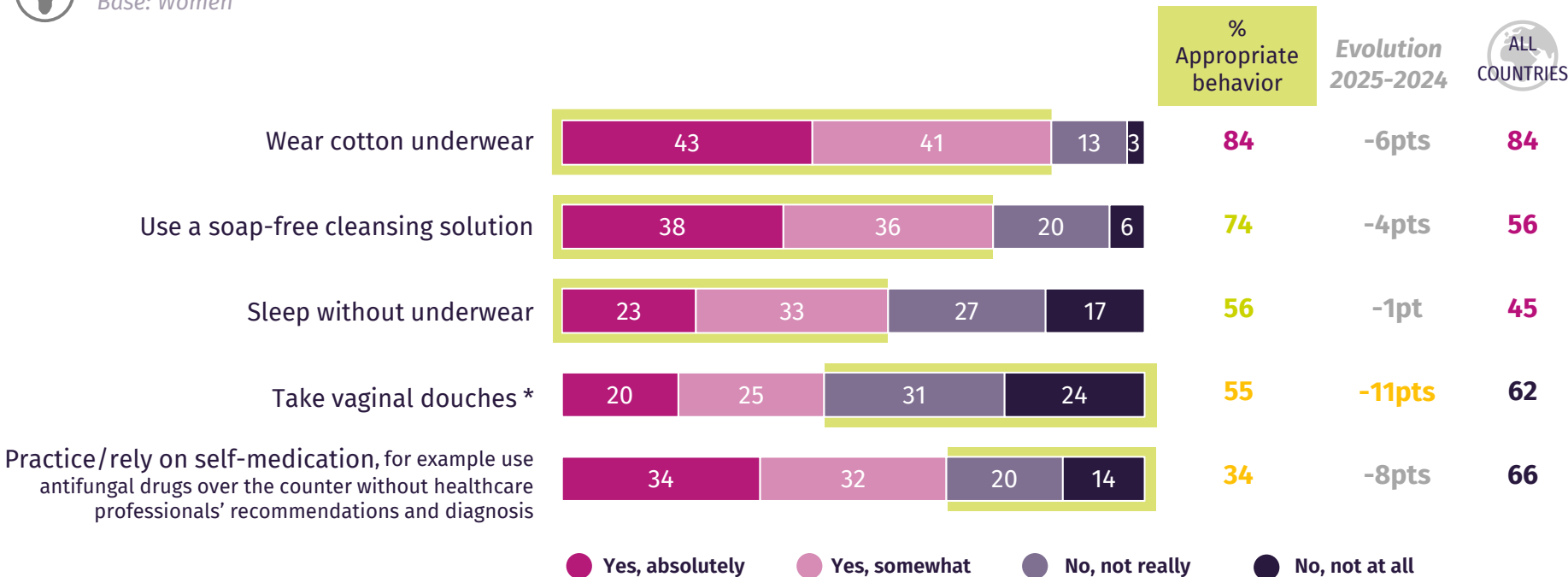


Vietnamese women are more likely to use a soap-free cleaning solution and to sleep without underwear. However, they are also more inclined to rely on self-medication and to take vaginal douches, which are detrimental to the vaginal microbiome.



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 adopt on average 3 appropriate behaviors out of 5, regardless of their age or health conditions



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

Base: Women



3,1

3,0/5

Number of appropriate behaviors adopted on average

3,2



Less than 25 yo



3,1



25-34 yo

3,1



35-44 yo

2,8



45-59 yo

3,2



60 yo and more



3,0



At least one health problem



Significant differences vs total - superior



Significant differences vs total - inferior



Low basis, results must be interpreted with caution

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A large, light purple illustration of various bacterial shapes, including rods, cocci, and branching structures, 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 Vietnamese results



Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	43%
Subtotal « Aware »	94%
Subtotal Aware of the gut microbiome	90%
Subtotal Aware of all microbiome	54%
Level of knowledge around the microbiota	
Mean of good answers	5,9/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	54%
Know exactly what are prebiotics	45%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota	
Have changed their behaviors	85%
Level of information provided by healthcare professionals	
Received at least one piece of information at least once	92%
Microbiome testing	
Interested in taking a microbiome test	64%

Key learnings

Vietnam stands out again this year for its awareness of the term microbiome. It's one of the countries with the highest level of awareness. Vietnamese are also familiar with the term “flora”. Yet, their understanding of the role and functions of the microbiome is somewhat similar to the global average.

Many Vietnamese have changed their behaviors to maintain a balanced microbiome, even more so compared to other countries. This can be attributed to the central role of healthcare professionals. A majority of Vietnamese have received explanations about the microbiome from them, more than in other countries.

Most Vietnamese would be willing to donate their stools to contribute to scientific purposes.

However, there is still room for improvement, as microbiome education needs to be provided more systematically to patients, especially when antibiotics are prescribed. Indeed, there has been no notable progression in microbiota knowledge in one year. Vietnamese have high expectations of healthcare professionals, whom they consider to be the most reliable source of information on the microbiome.

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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