



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Third wave




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 21th – 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. When possible, we will indicate the changes for **constant scope** :*

-  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.



Note: For the details of health conditions, coloured results represent statistically differences from the average for respondents who reported at least one health problem.



All results are presented in %.



Microbiome remains partially known, despite growing awareness of the term since 2023

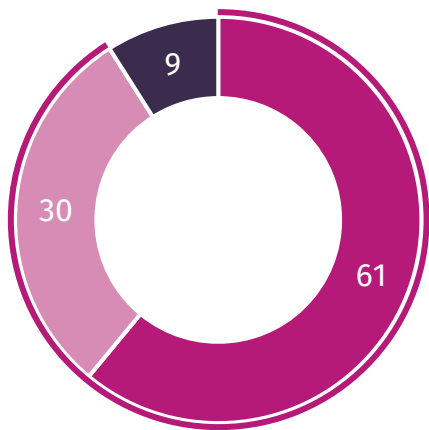
“Flora” is a more popular term than “microbiome”: more than 3 in 5 know precisely about gut flora, 45% about vaginal flora.



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

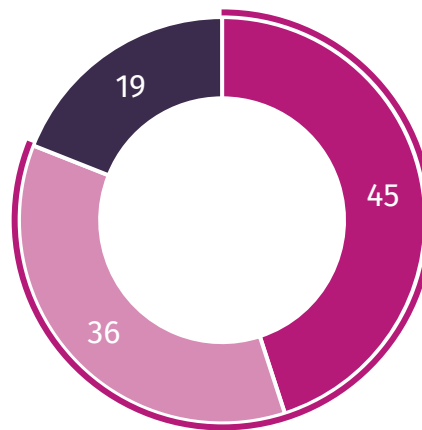
Base: All respondents

Gut flora



91%
have already heard
about gut flora

Vaginal flora



81%
have already heard
about vaginal flora



Yes, and I know exactly what it is



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



No, I never heard about it

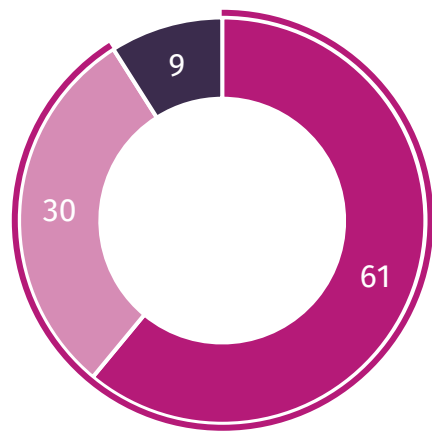
Women and people aged between 35 and 59 yo have better awareness of gut flora.



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

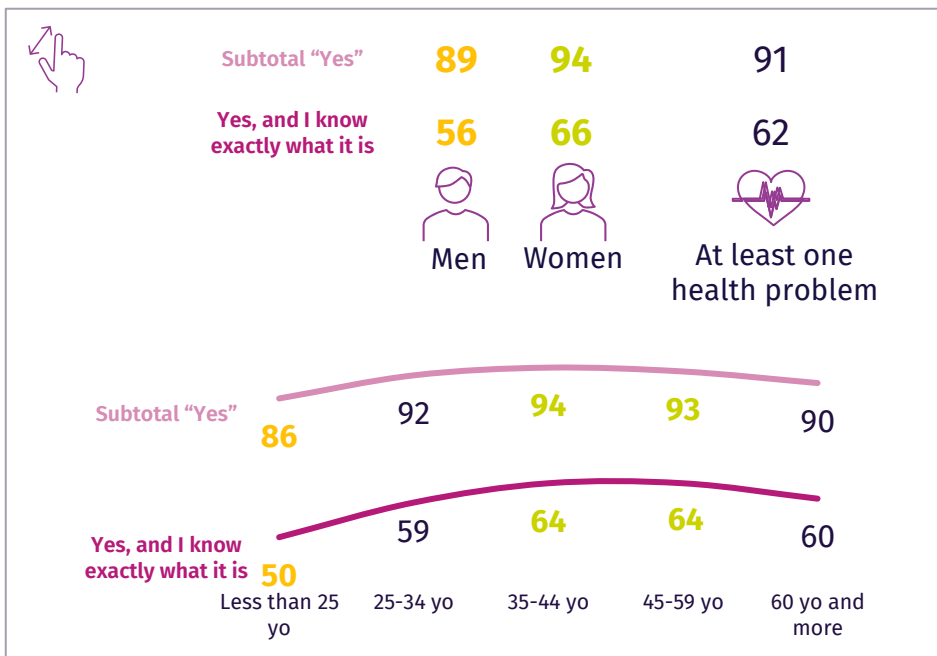
Base: All respondents

Gut flora



91%
have already heard
about gut flora

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



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

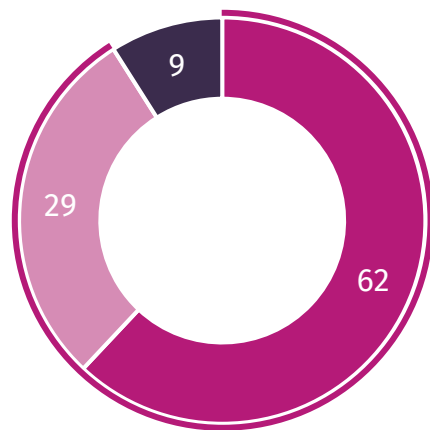
Awareness of gut flora is stable. In detail, more people have a precise knowledge of it.



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

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)

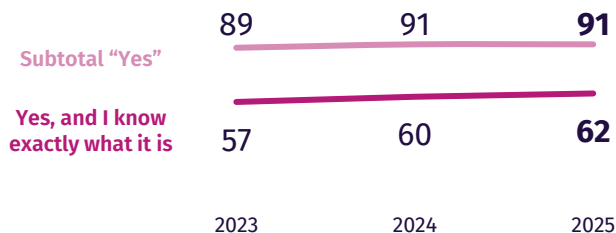
Gut flora



91%
have already heard
about gut flora

*An increase of 2
points since 2023*

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



USA : +3 points vs 2023



Brazil : +2 points vs 2023



Mexico : *stable* vs 2023



France : **+2 points vs 2023**



Portugal : *stable* vs 2023



China : **+4 points vs 2023**

Americans and Finns are the least aware of gut flora.



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

Base: All respondents

Gut flora

% Yes

Yes, and I know exactly what it is

91

61

TOTAL

63

32

USA



98

73

LATIN AMERICA

98

73

Brazil



98

74

Mexico



92

63

EUROPE

97

68

France



97

68

Germany



99

74

Italy



95

70

Portugal



94

62

Poland



73

39

Finland



96

54

ASIA

95

52

China



96

56

Vietnam



Significant differences vs total - superior

Significant differences vs total - inferior

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People with digestive disorders or allergies show greater awareness of gut flora compared to people with health problems.



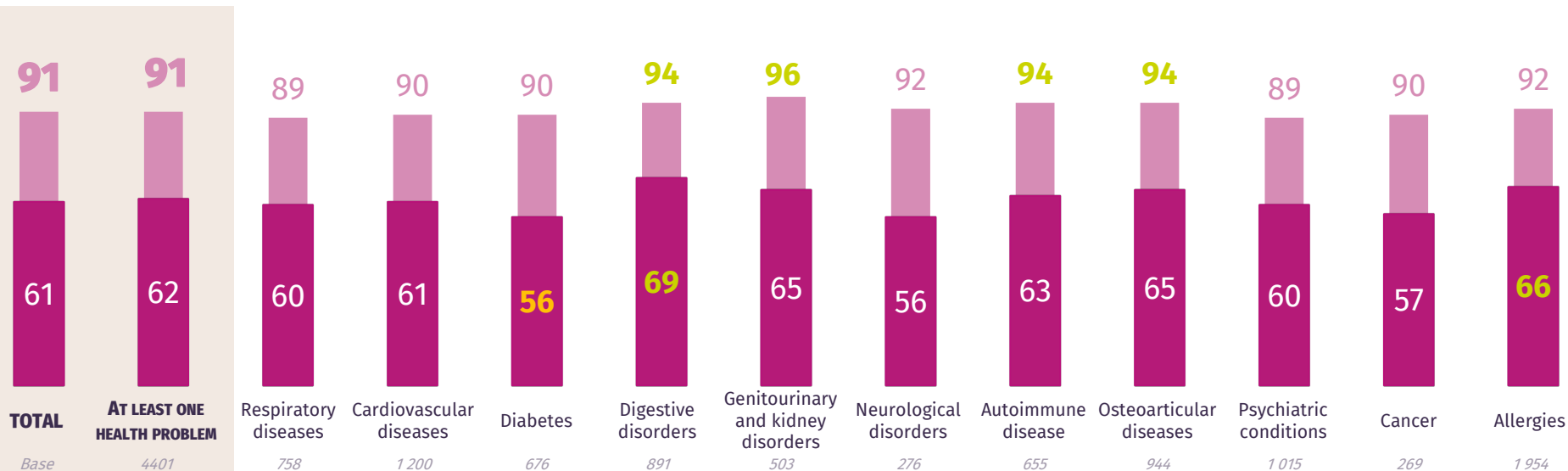
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Gut flora

% Yes

Yes, and I know exactly what it is

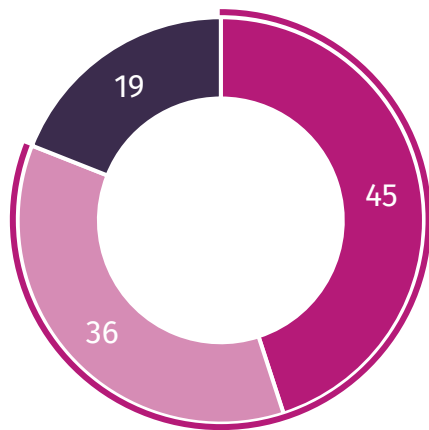


Women, people aged 25-44 yo and those with health problems are more aware of vaginal flora.

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

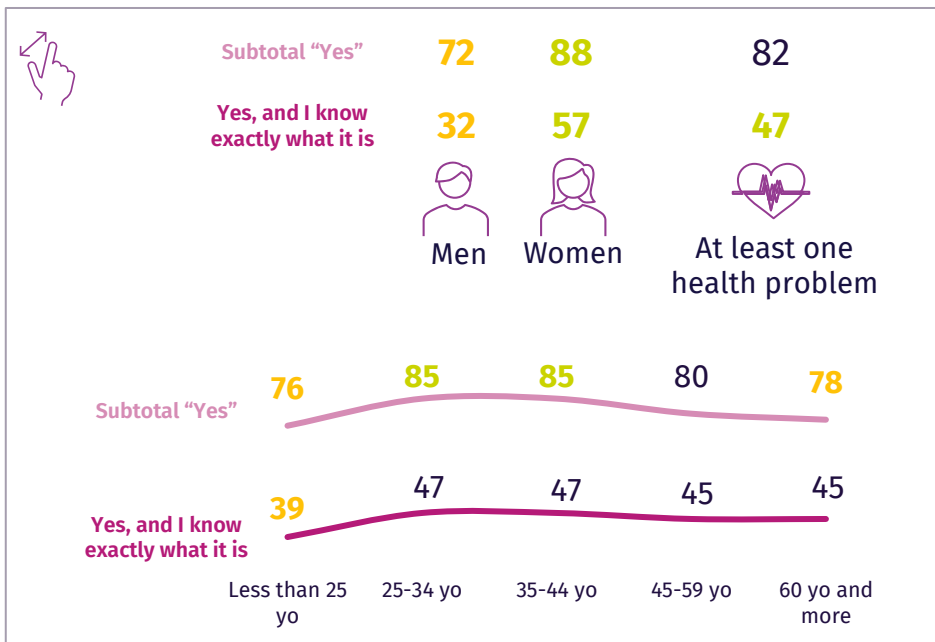
Base: All respondents

Vaginal flora



81%
have already heard
about vaginal flora

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



● Significant differences vs total - superior

● Significant differences vs total - inferior

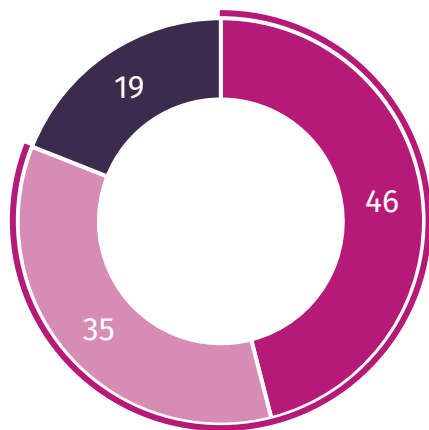
Awareness of vaginal flora has remained stable since 2023. Chinese appear less aware of the term.



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

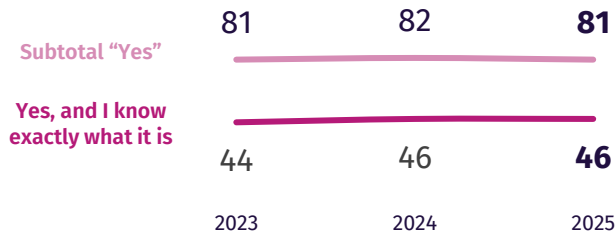
Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)

Vaginal flora



81%
have already heard
about vaginal flora
Stable since 2023

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



USA : +3 points vs 2023



Brazil : -1 point vs 2023



Mexico : +3 points vs 2023



France : +1 point vs 2023



Portugal : *stable vs 2023*



China : **-8 points vs 2023**



Vaginal flora is less known in the USA, Finland and in Asia.



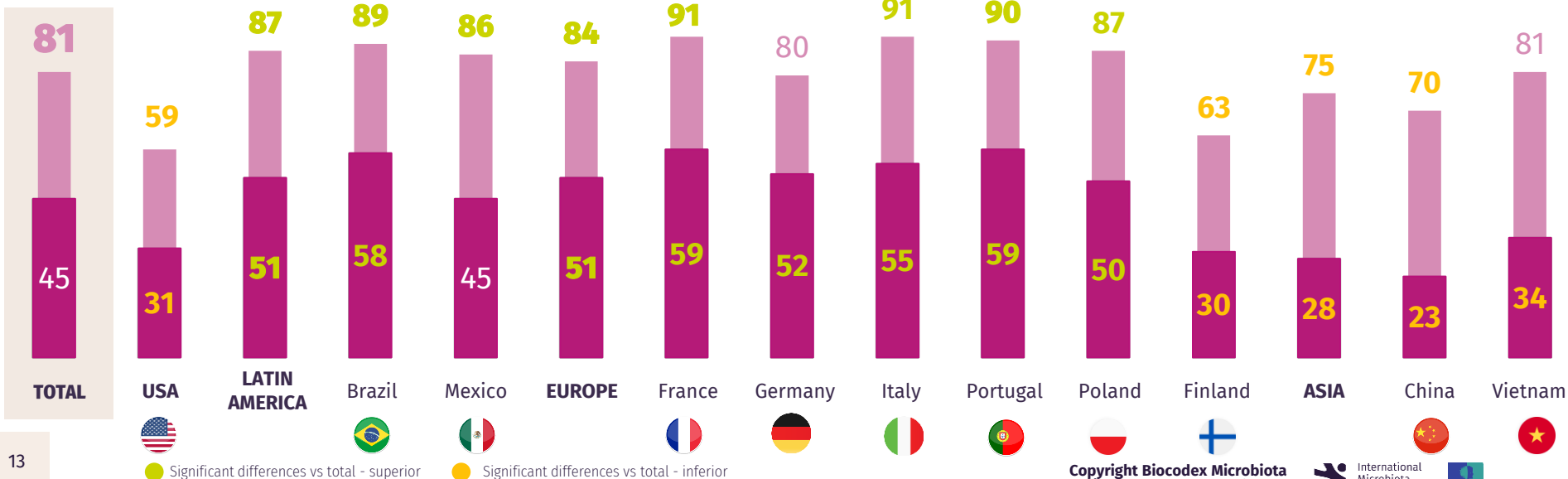
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Vaginal flora

% Yes

Yes, and I know exactly what it is



Among suffering people, those with digestive or genitourinary disorders have a more precise knowledge of vaginal flora.



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

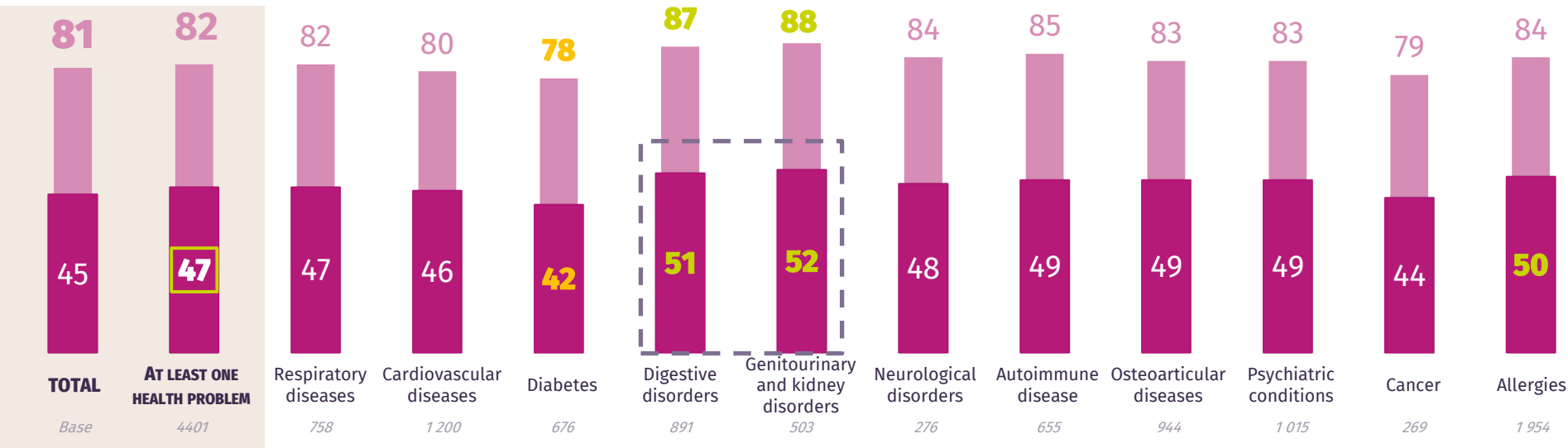
Base: All respondents



Vaginal flora

% Yes

Yes, and I know exactly what it is

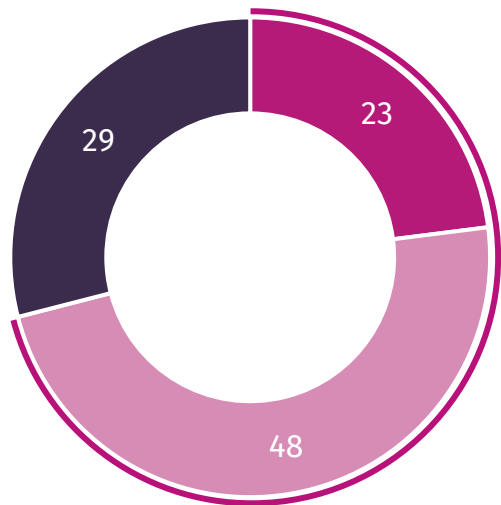


In 2025, more than 7 out of 10 respondents are aware of microbiome. However, only a minority know precisely what it is.



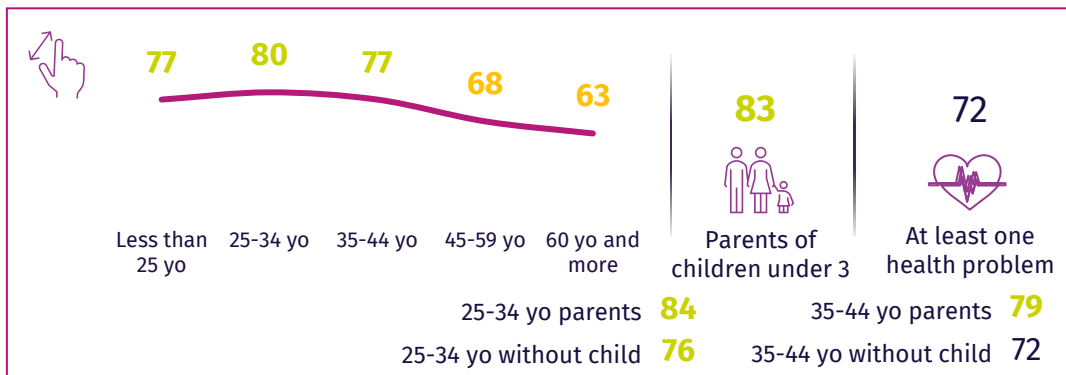
Question 2. Have you ever heard of the "microbiome"?

Base: All respondents



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

71% have already heard about the term microbiome



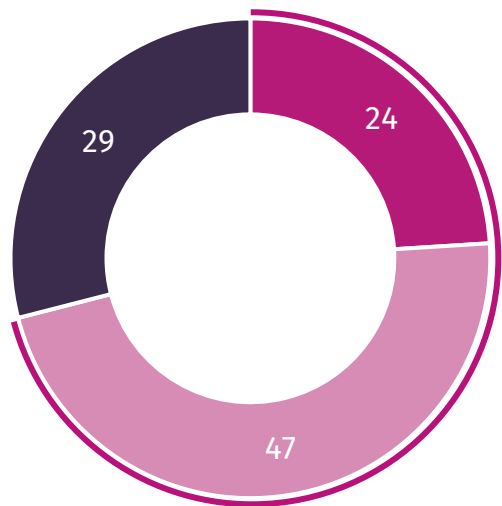
● Significant differences vs total - superior ● Significant differences vs total - inferior

Awareness of the microbiome has increased since 2023, especially in China, Brazil and the USA.



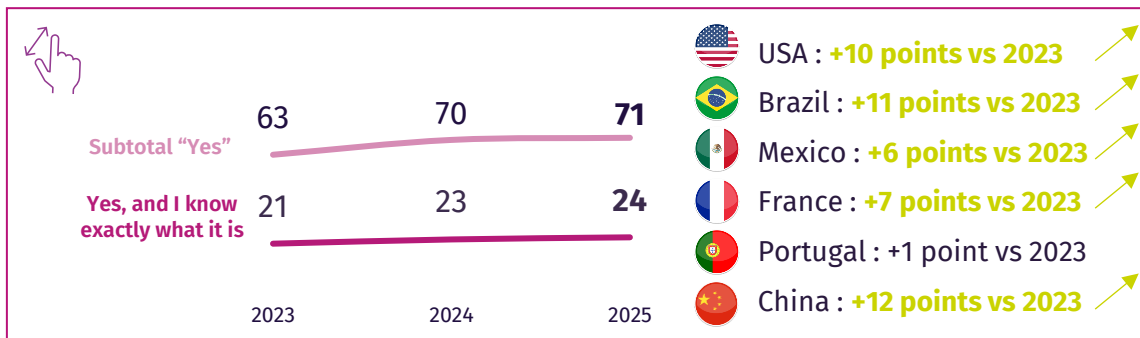
Question 2. Have you ever heard of the "microbiome"?

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)



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

71% have already heard about the term microbiome
An increase of 8 points since 2023



Awareness of the microbiome varies from country to country. Accurate knowledge appears to be higher in Vietnam, France, and Italy.

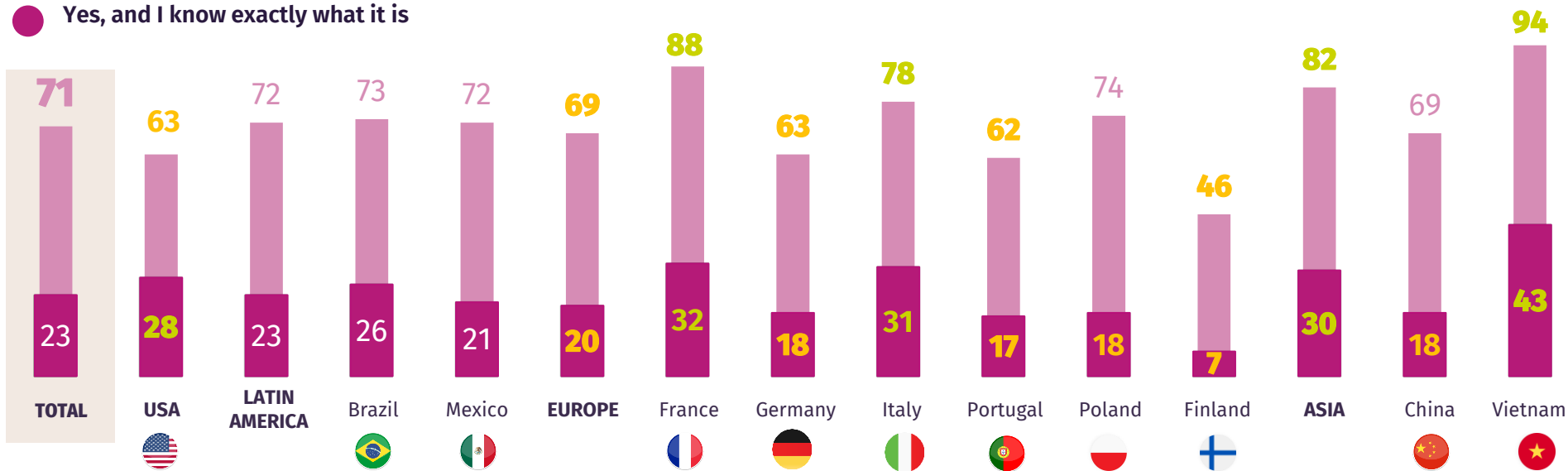


Question 2. Have you ever heard of the "microbiome"?

Base: All respondents

% Yes

Yes, and I know exactly what it is



Significant differences vs total - superior

Significant differences vs total - inferior

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Among people with health disease, those suffering from digestive, genitourinary or neurological conditions are more likely to have precise knowledge of the microbiome.

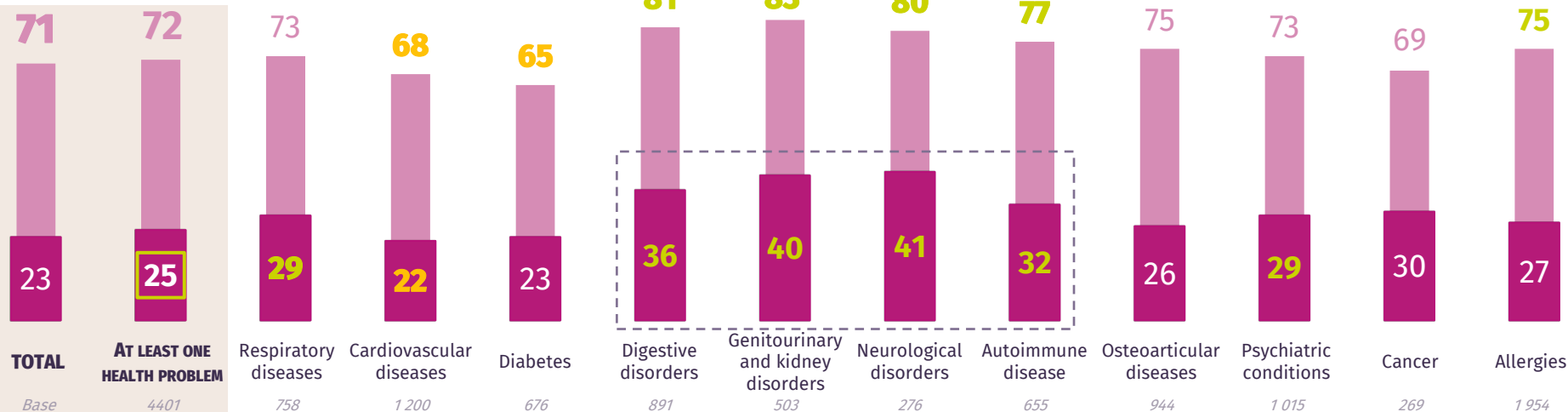


Question 2. Have you ever heard of the "microbiome"?

Base: All respondents

% Yes

Yes, and I know exactly what it is

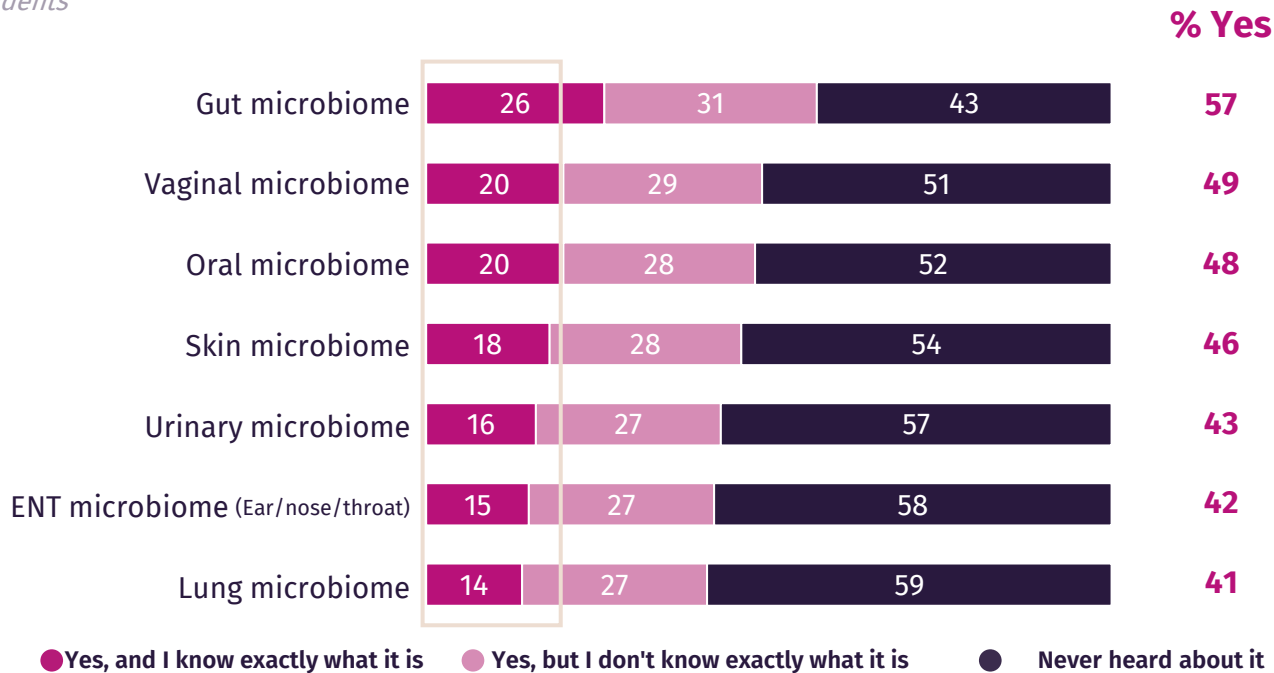


Only a minority of people know exactly about each microbiome. Gut microbiome is the most well-known microbiome, lung microbiome the least known.



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

Base: All respondents



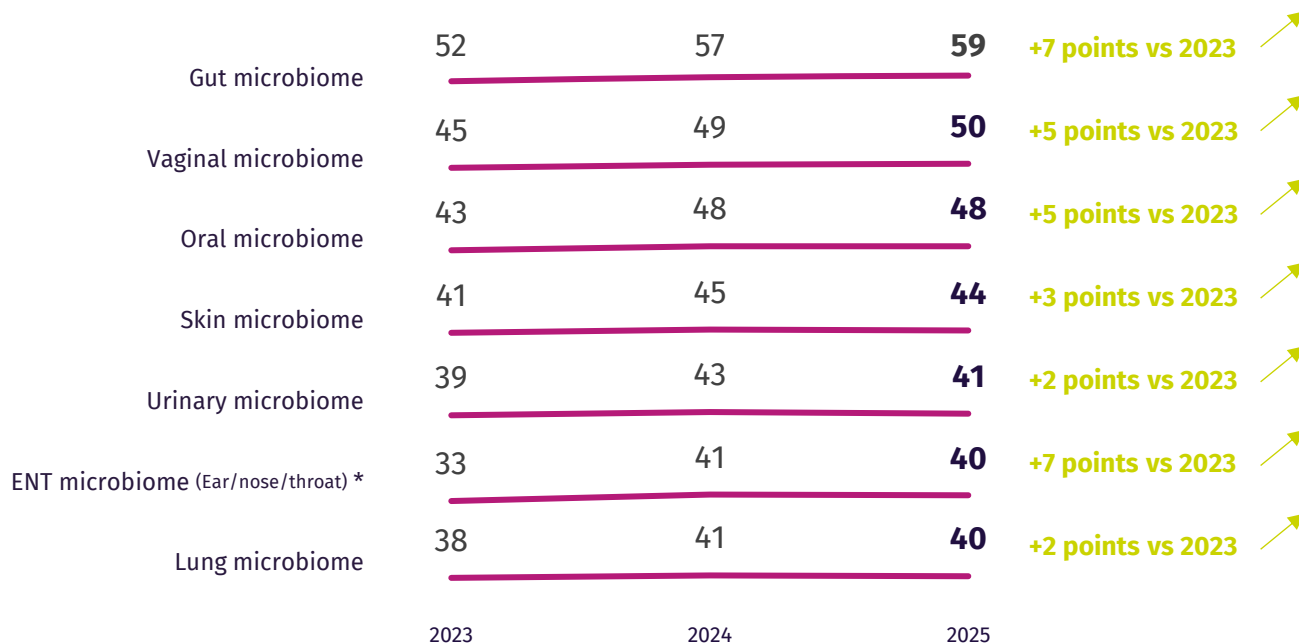
In the last two years, awareness of each microbiome has increased. Gut microbiome has showed the biggest improvement since 2023.



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

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)

% Yes



Asians are more aware of each microbiome, unlike Europeans (Italians have the best knowledge).



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

Base: All respondents

% Yes	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Gut microbiome	57	51	61	60	63	51	70	41	65	46	44	38	76	63	90
Vaginal microbiome	49	44	54	56	52	43	56	35	53	40	39	32	64	52	75
Oral microbiome	48	45	49	51	46	41	49	31	49	37	42	36	72	60	82
Skin microbiome	46	46	45	47	43	40	42	38	45	38	40	36	67	50	84
Urinary microbiome	43	41	44	43	45	37	41	29	47	37	36	31	60	41	79
ENT microbiome (Ear/nose/throat)	42	40	44	48	39	36	38	31	41	34	36	33	62	44	79
Lung microbiome	41	38	44	47	42	35	36	31	43	34	35	31	59	45	71

Respondents aged less than 45 yo and parents know more about each microbiome.



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

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	25-34 yo parents	25-34 yo without child	35-44 yo parents	35-44 yo without child
	Base	863	1 334	1 326	1 870	2 107	3 638	3 862	493	722	612	897	429
Gut microbiome	57	62	66	64	54	49	54	60	70	69	64	68	56
Vaginal microbiome	49	51	59	55	45	41	43	54	64	64	54	60	47
Oral microbiome	48	54	58	56	43	39	46	50	63	65	51	60	47
Skin microbiome	46	52	58	55	41	37	44	48	61	63	53	59	48
Urinary microbiome	43	49	51	49	38	36	41	44	59	58	44	53	40
ENT microbiome (Ear/nose/throat)	42	48	51	48	38	34	42	42	54	57	45	53	39
Lung microbiome	41	48	51	48	36	34	40	42	58	57	44	53	38

Among people with health problem, those with digestive, genitourinary, neurological, autoimmune, osteoarticular or allergic conditions have a better awareness of each microbiome.



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

Base: All respondents

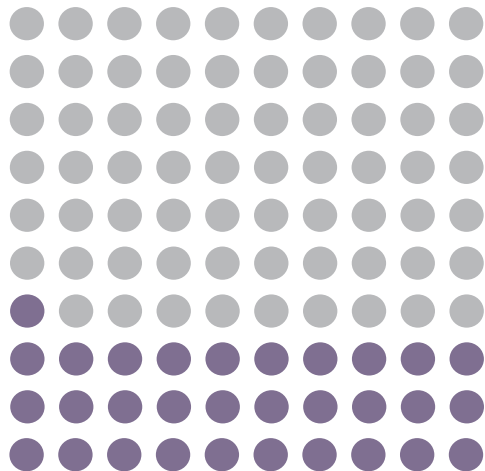
% Yes	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
Gut microbiome	57	59	60	54	55	73	75	71	66	63	59	56	62
Vaginal microbiome	49	50	53	46	46	64	69	62	55	54	50	50	54
Oral microbiome	48	49	52	46	46	63	68	66	57	53	49	52	54
Skin microbiome	46	48	51	44	44	61	65	66	56	52	48	48	54
Urinary microbiome	43	44	48	42	44	57	64	63	51	49	44	49	49
ENT microbiome (Ear/nose/throat)	42	43	47	41	42	57	62	61	49	50	45	46	48
Lung microbiome	41	42	48	40	43	53	61	63	49	46	43	47	48

Almost a third of respondents have already heard about the diversity of the microbiome, especially those aged 25-44 yo with children.

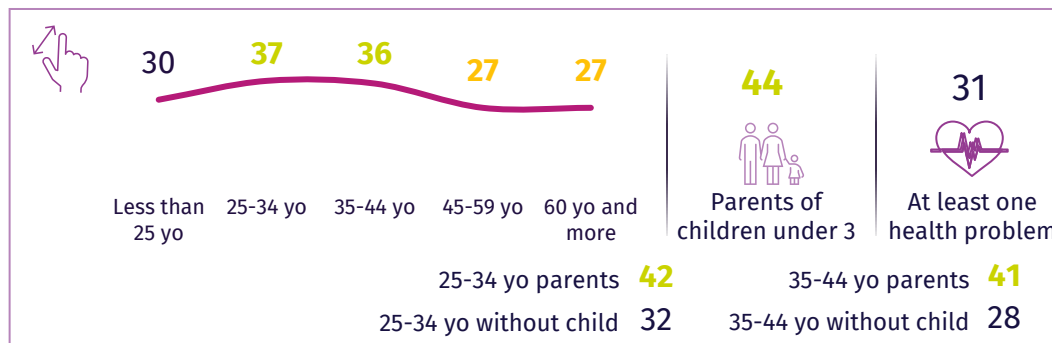


Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



31% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, Oral and ENT microbiome



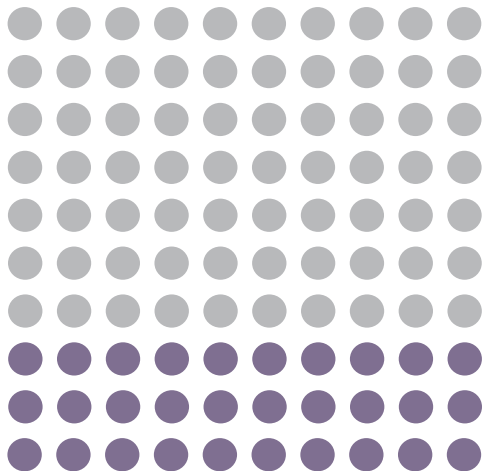
But only **7%** know precisely all of them

People are more likely to have heard of each microbiome this year than in 2023, particularly in the USA, Brazil and France.



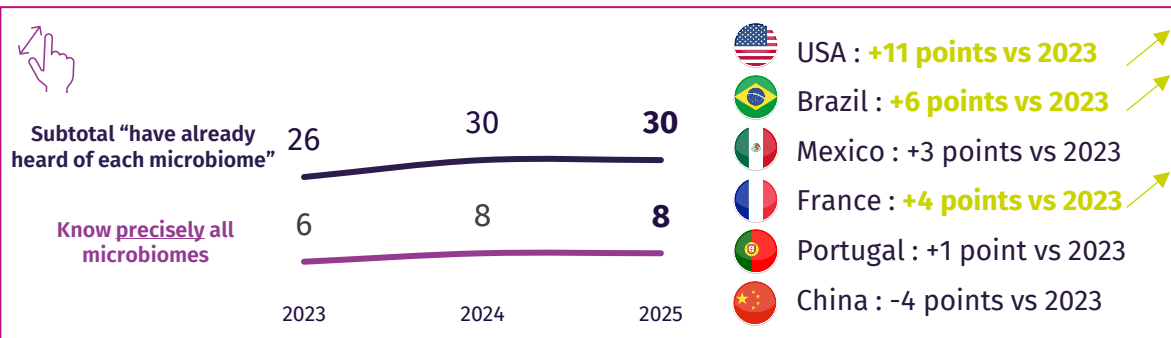
Question 3. And more specifically, have you ever heard of the following terms?

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)



30% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, Oral and ENT microbiome

An increase of 4 points since 2023



Knowledge about microbiome diversity is low in all countries, except in Vietnam, where more than half of people are aware of each microbiome.

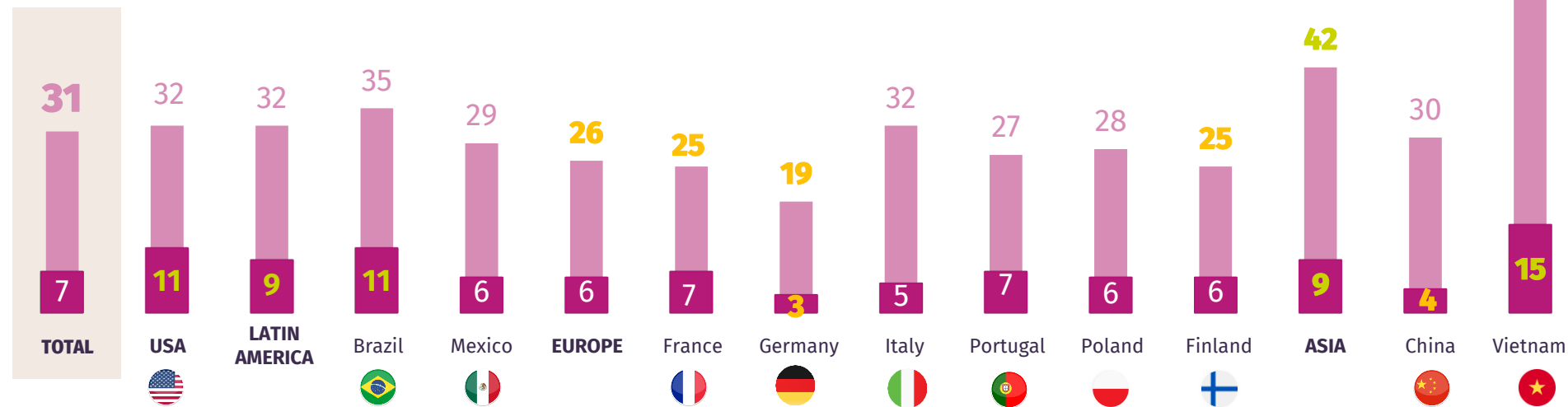


Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents

% have already heard of each microbiome

% know precisely all microbiomes





Even among people suffering from health problems, only a minority know about each microbiome.

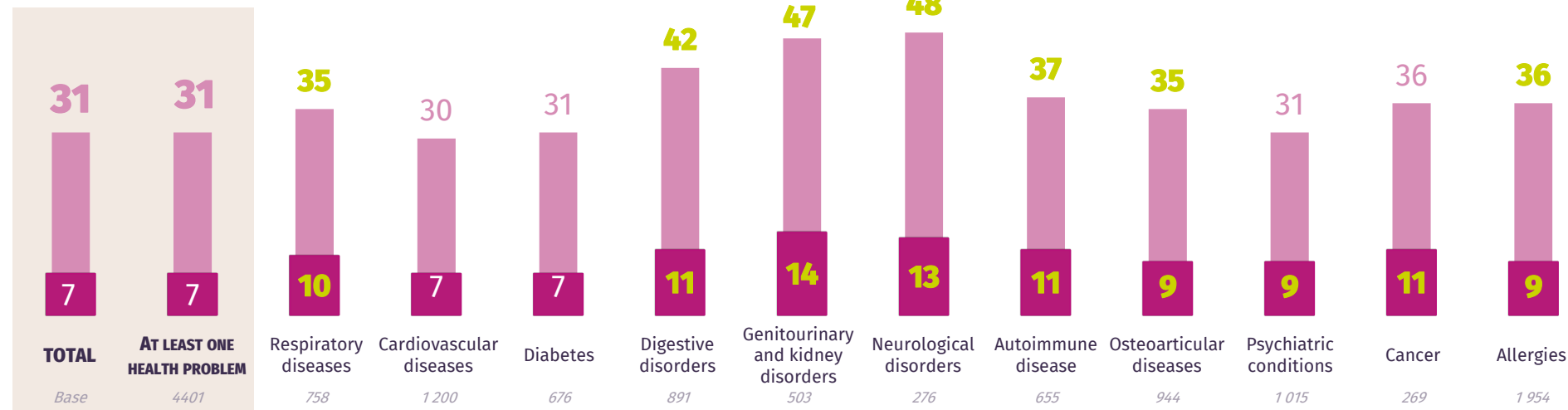


Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents

% have already heard of each microbiome

% know precisely all microbiomes

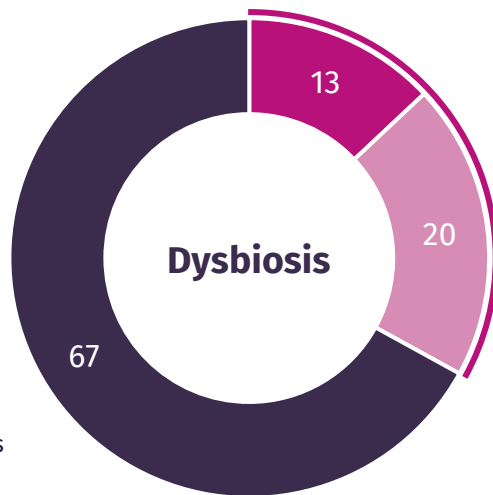


Only a third of people are aware about dysbiosis. Parents aged 25-44 yo have a better knowledge of the term.



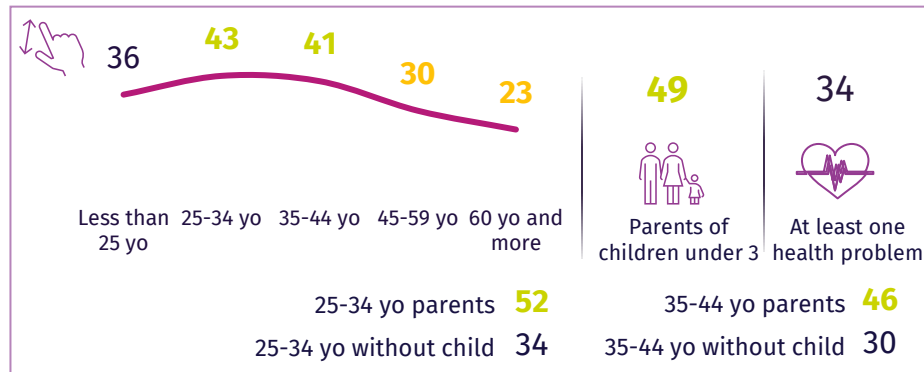
Question 3. And more specifically, have you ever heard of the following terms?

Base: All respondents



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

33% have already heard about the term 'dysbiosis'



Significant differences vs total - superior

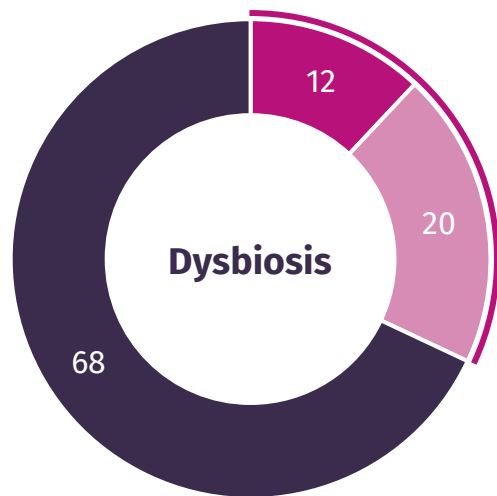
Significant differences vs total - inferior

However, awareness of dysbiosis has improved since 2023, especially in Brazil, China and the USA.



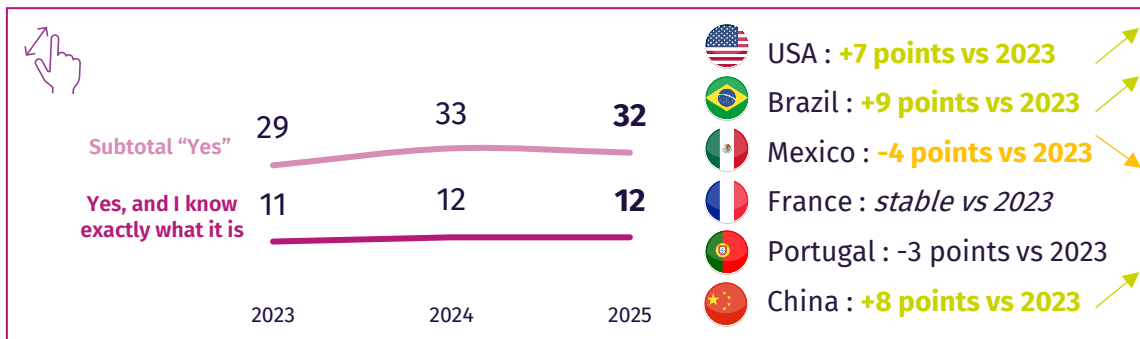
Question 3. And more specifically, have you ever heard of the following terms?

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)



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

32% have already heard about the term 'dysbiosis'
An increase of 3 points since 2023



Dysbiosis is more familiar to Asians. Elsewhere, the term is poorly known.



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

Base: All respondents

Dysbiosis awareness

% Yes

Yes, and I know exactly what it is

33

13

TOTAL

27

14

USA



32

9

LATIN AMERICA

41

13

Brazil



23

5

Mexico



21

7

EUROPE

17

5

France



16

6

Germany



34

15

Italy



20

6

Portugal



25

5

Poland



15

4

Finland



71

33

ASIA

62

28

China



78

37

Vietnam





Among people with health problems, those with digestive, genitourinary, neurological conditions are more aware of dysbiosis.



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

Base: All respondents

Dysbiosis awareness

% Yes

Yes, and I know exactly what it is

33

13

TOTAL

Base

34

14

AT LEAST ONE
HEALTH PROBLEM

4401

38

17

Respiratory
diseases

758

31

13

Cardiovascular
diseases

1 200

31

13

Diabetes

676

51

25

Digestive
disorders

891

55

27

Genitourinary
and kidney
disorders

503

51

22

Neurological
disorders

276

42

18

Autoimmune
disease

655

40

18

Osteoarticular
diseases

944

33

12

Psychiatric
conditions

1 015

37

14

Cancer

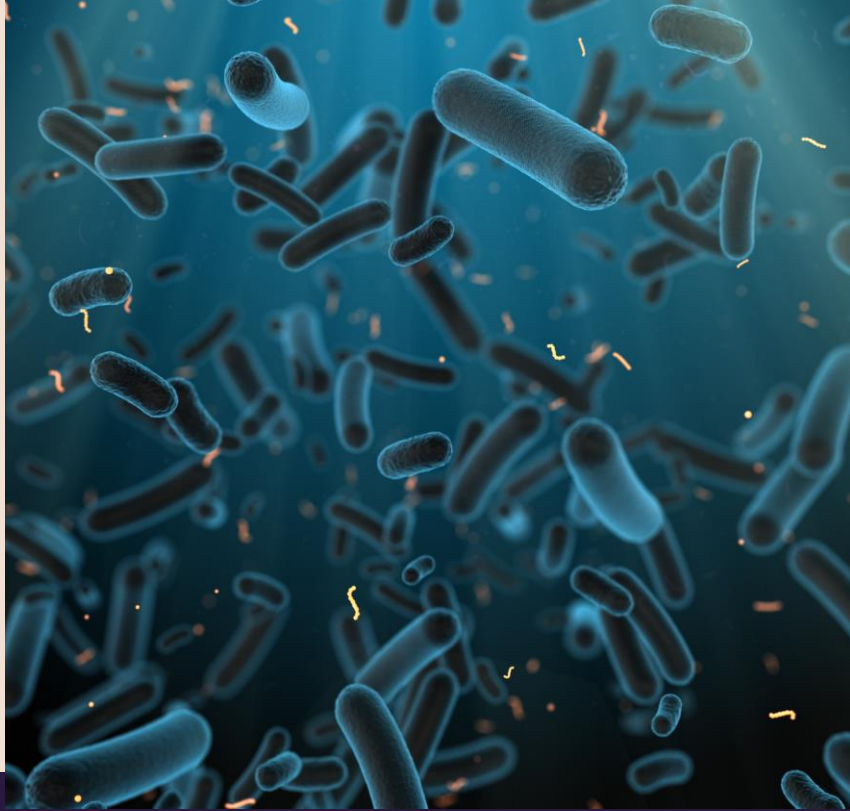
269

38

16

Allergies

1 954



2

But knowledge of the role, capabilities and importance of a balanced microbiota is still growing this year.

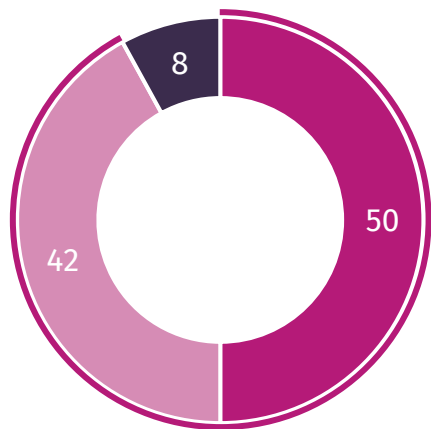
Half of people know exactly what probiotics are. Awareness of prebiotics is lower, with only a third of people knowing exactly what they are.



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

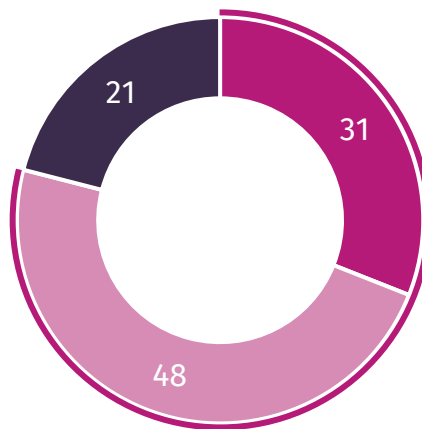
Base: All respondents

Probiotics



92%
have already heard
about probiotics

Prebiotics



79%
have already heard
about 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

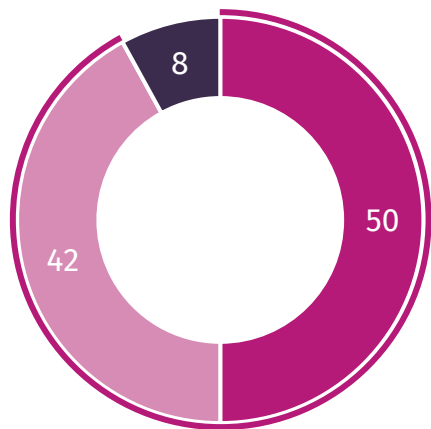
Less than half of men, the youngest and the oldest know exactly what probiotics are.



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

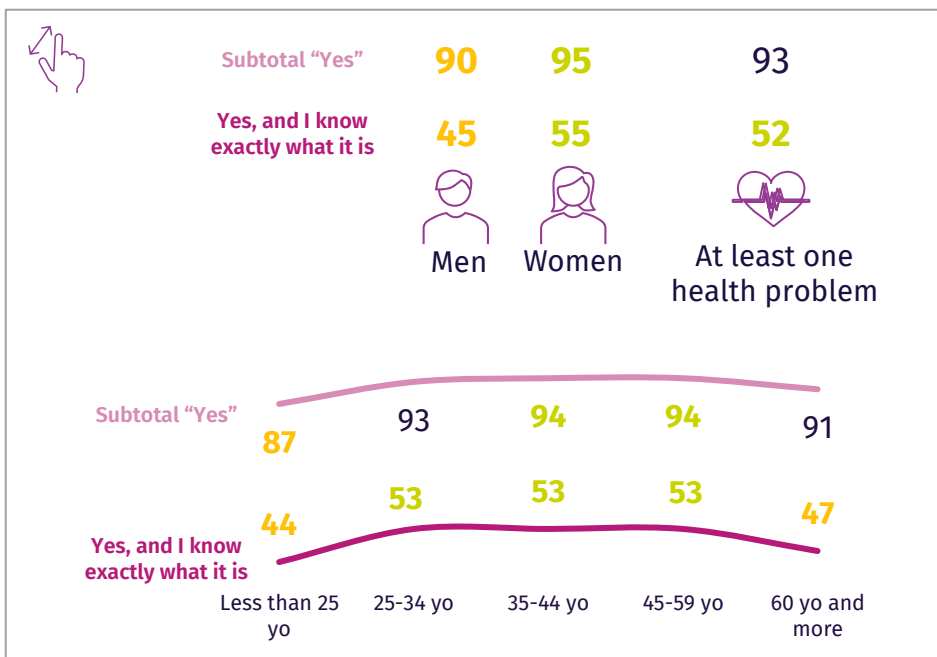
Base: All respondents

Probiotics



92%
have already heard
about probiotics

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



Significant differences vs total - superior

Significant differences vs total - inferior

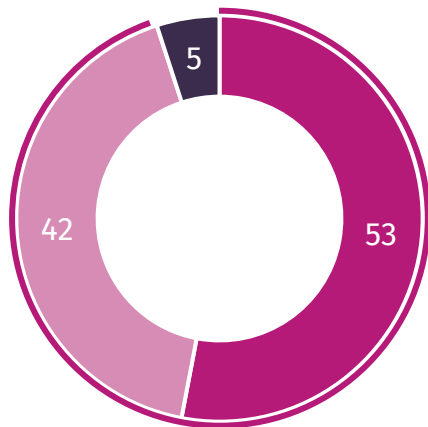
Probiotics are more widely known than in 2023, especially in France, Brazil and China.



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

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)

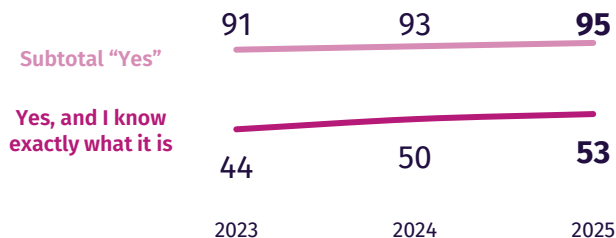
Probiotics



95%
have already heard
about probiotics

*An increase of 4
points since 2023* →

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



USA : +2 points vs 2023



Brazil : **+6 points vs 2023** →



Mexico : *stable vs 2023*



France : **+8 points vs 2023** →



Portugal : *stable vs 2023*



China : **+5 points vs 2023** →

Among all countries, a majority of people are aware of probiotics. However, knowledge is lower in Finland, France, Germany and Portugal.



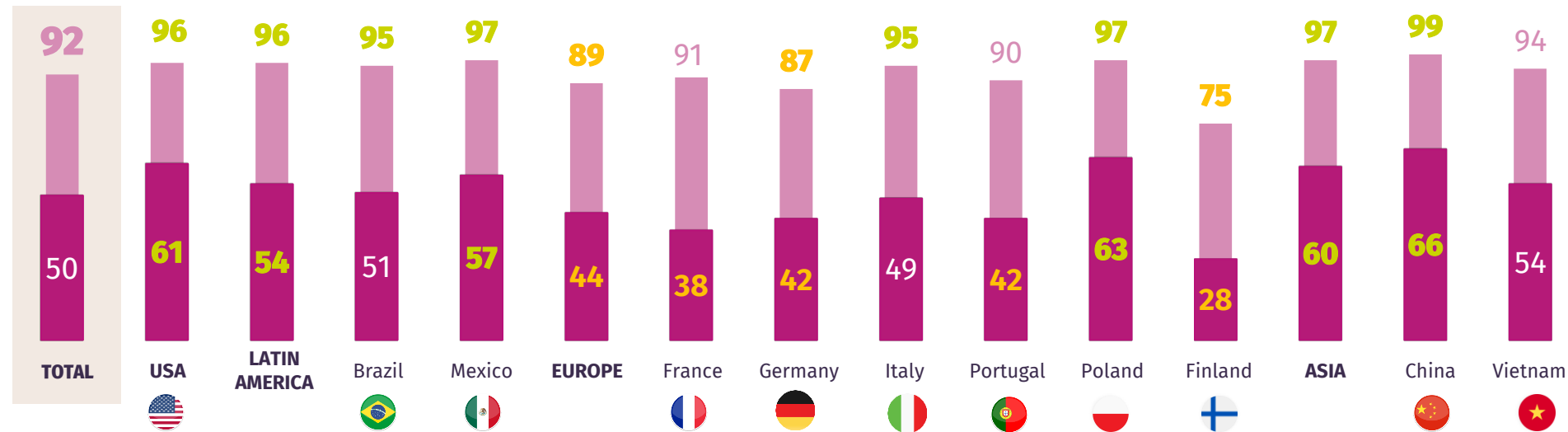
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Probiotics

% Yes

Yes, and I know exactly what it is



People suffering from health problems are more aware of probiotics.



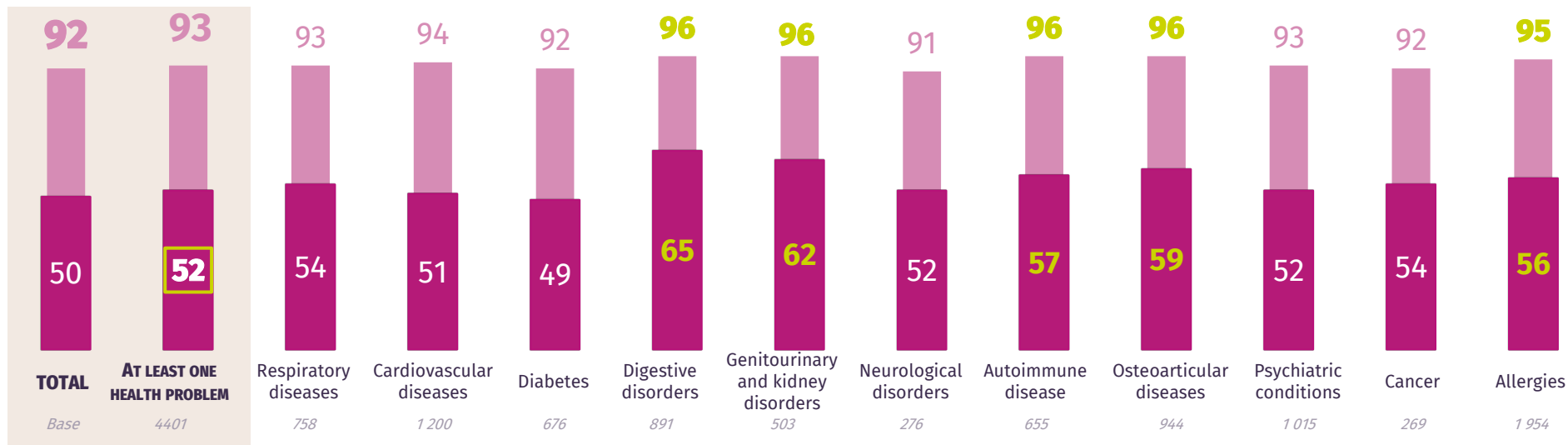
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Probiotics

% Yes

● Yes, and I know exactly what it is



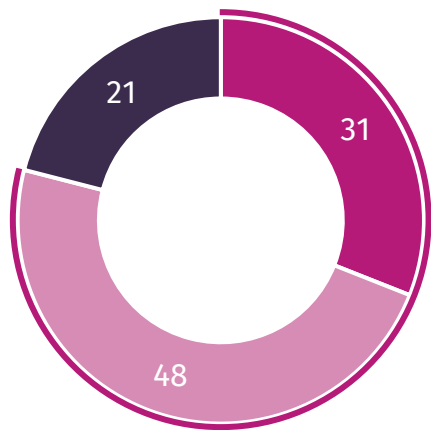
Only a quarter of men, those aged less than 25 yo and those aged 60 yo and more know exactly what prebiotics are.



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

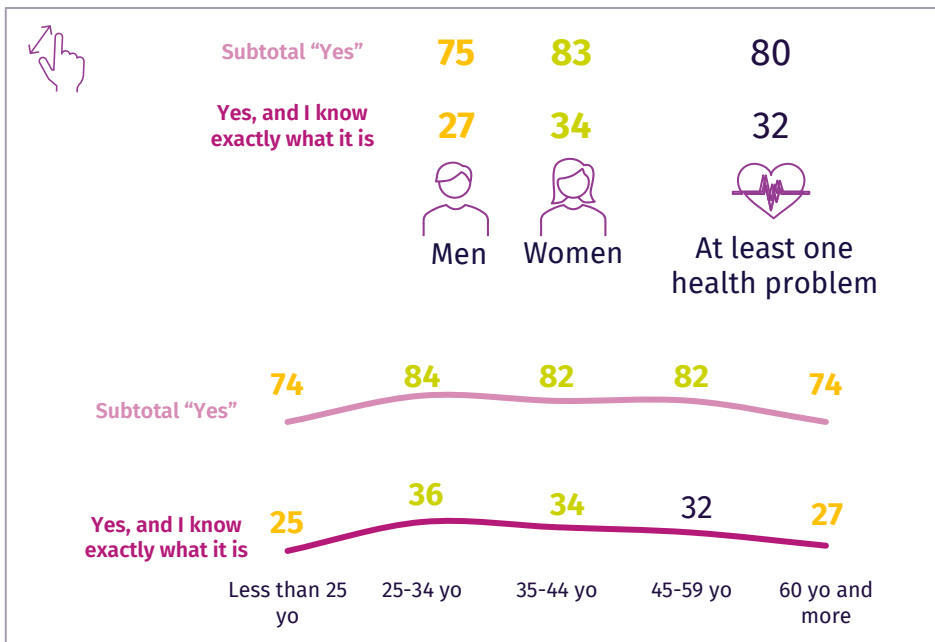
Base: All respondents

Prebiotics



79%
have already heard
about 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



Significant differences vs total - superior

Significant differences vs total - inferior

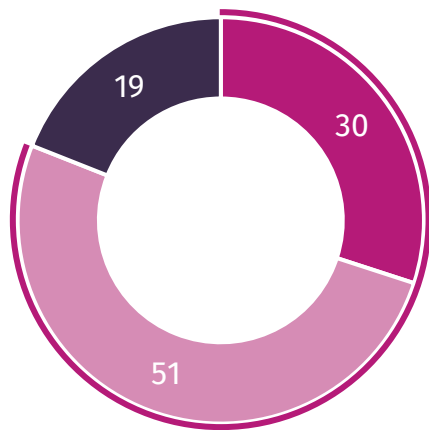
Awareness of prebiotics is better this year compared to 2023. Brazil and France have made the biggest improvements since 2023.



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

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)

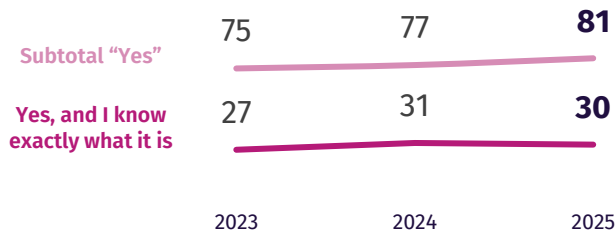
Prebiotics



81%
have already heard
about prebiotics

*An increase of 6
points since 2023* →

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



USA : **+4 points vs 2023** →



Brazil : **+10 points vs 2023** →



Mexico : **+4 points vs 2023** →



France : **+10 points vs 2023** →



Portugal : **+5 points vs 2023**



China : **+5 points vs 2023** →

Prebiotics awareness is lower for French, Germans, Portuguese and Finns.



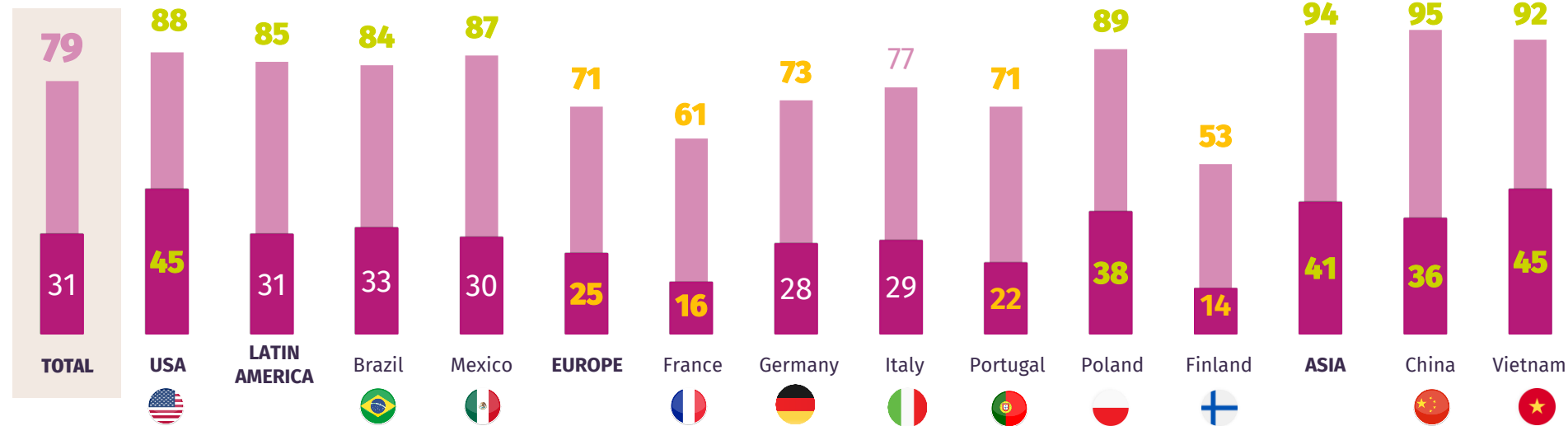
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Prebiotics

% Yes

Yes, and I know exactly what it is



Significant differences vs total - superior

Significant differences vs total - inferior

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Among people with health problems, those with digestive, genitourinary, autoimmune, osteoarticular or allergies conditions are more familiar with prebiotics.



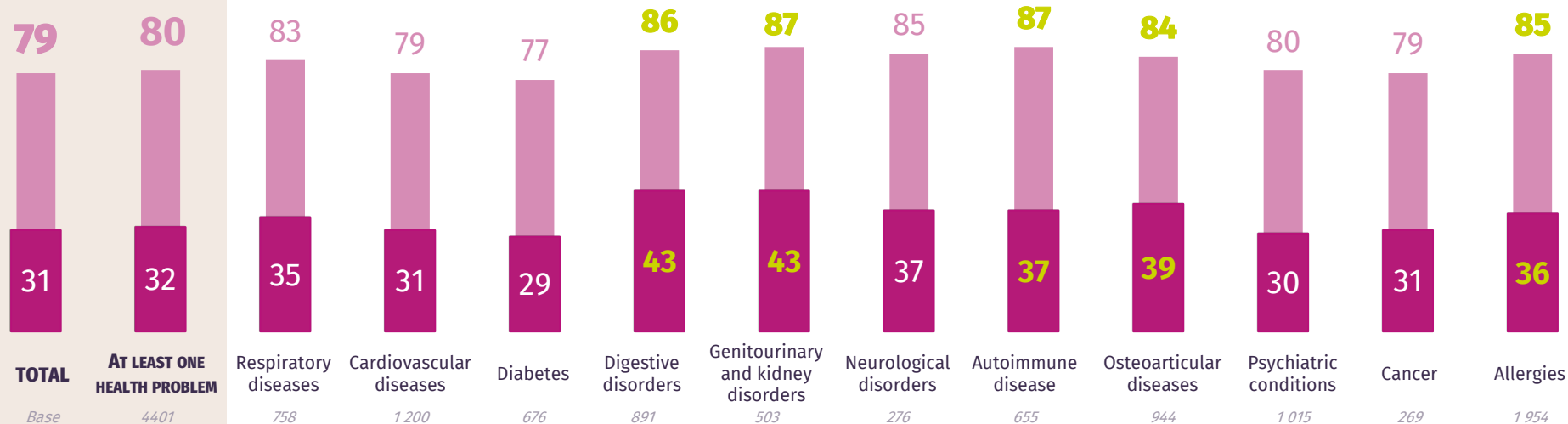
Question 2bis. And have you ever heard of these terms?

Base: All respondents

Prebiotics

% Yes

Yes, and I know exactly what it is



While people are well informed about general aspects of the microbiome, there is still room for improvement in understanding its function, diversity and composition.



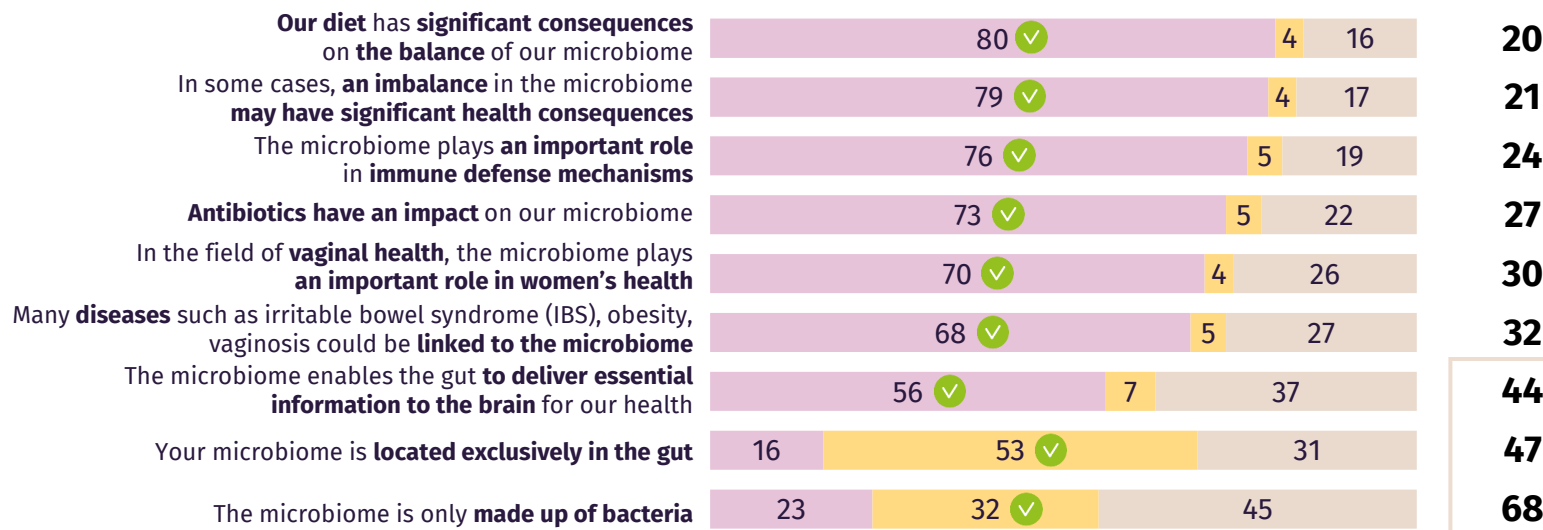
Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents



Good answer

Wrong answers/
don't know



True

False

Don't really know

Definition displayed to respondents before this question: In the past, the term most commonly used was "flora", this term has now been renamed "microbiome".

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All countries have limited knowledge of microbiome, in particular the USA, Germany, France and Mexico.

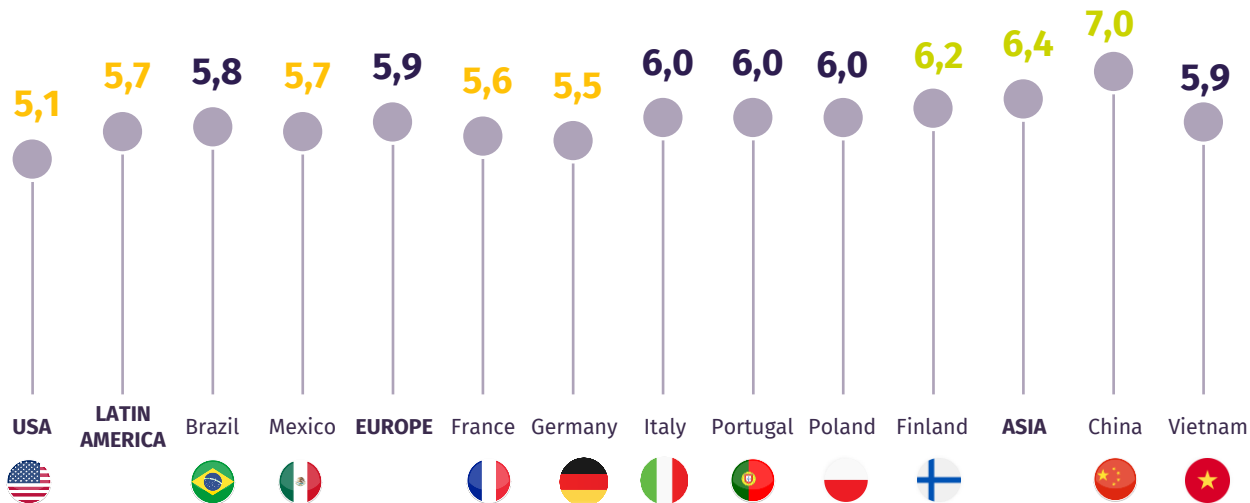


Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents



Number of good responses on average



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

Women and people suffering from health problems are more informed about microbiome and its functions than average.

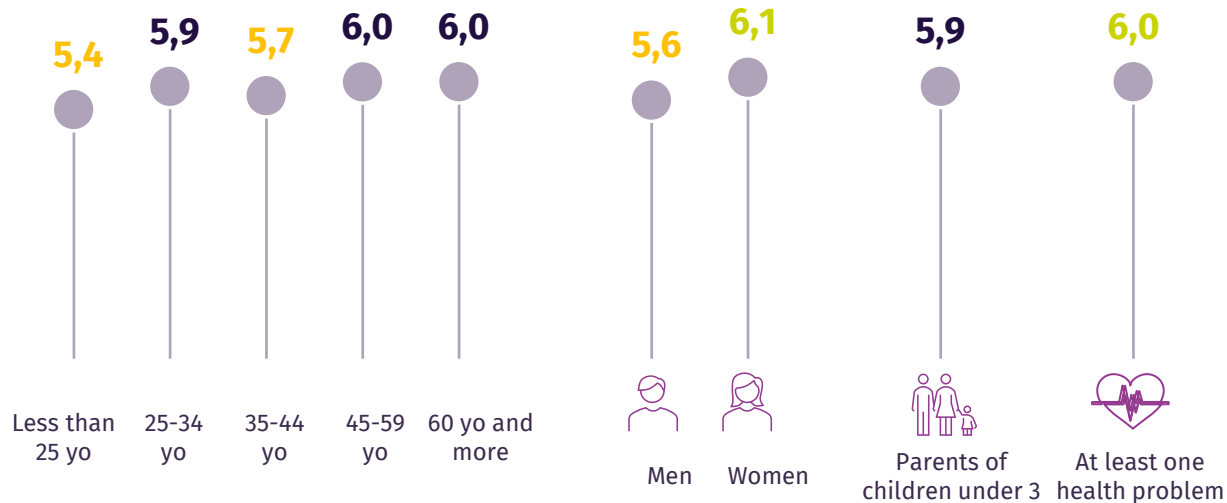


Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents



Number of good responses on average



Significant differences vs total - superior



Significant differences vs total - inferior

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A contrasted knowledge about microbiome: Asians are more informed, Americans and Germans less so.



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	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Our diet has significant consequences on the balance of our microbiome	80	71	80	77	84	81	80	72	81	82	83	85	82	84	81
In some cases, an imbalance in the microbiome may have significant health consequences	79	68	81	80	82	78	78	72	80	80	81	80	85	89	81
The microbiome plays an important role in immune defense mechanisms	76	66	76	77	76	76	74	70	77	79	81	76	80	84	77
Antibiotics have an impact on our microbiome	73	66	67	72	62	76	67	73	77	76	84	76	74	76	73
In the field of vaginal health, the microbiome plays an important role in women's health	70	61	70	70	69	71	68	64	70	74	75	71	76	84	68
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	68	59	69	69	69	66	54	64	66	69	68	74	77	82	72
The microbiome enables the gut to deliver essential information to the brain for our health	56	50	55	59	51	54	51	57	54	55	50	61	66	73	59
Your microbiome is located exclusively in the gut	53	36	43	41	45	55	57	55	57	54	56	50	64	73	54
The microbiome is only made up of bacteria	32	34	31	34	27	30	26	26	34	28	24	42	39	55	24





People suffering from digestive disorders are more informed about the microbiome compared to those with a health problem.

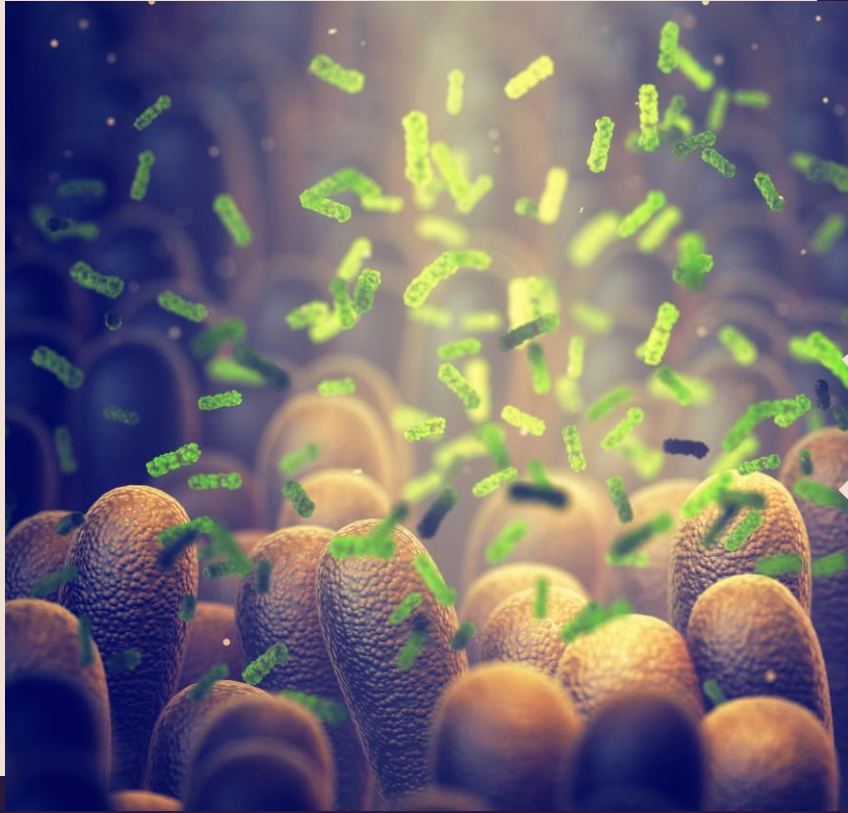


Question 4. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: All respondents

% good answer	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
Our diet has significant consequences on the balance of our microbiome	80	82	82	82	78	87	81	77	83	85	81	81	84
In some cases, an imbalance in the microbiome may have significant health consequences	79	81	81	81	78	87	82	74	86	86	80	82	84
The microbiome plays an important role in immune defense mechanisms	76	79	77	78	76	85	81	72	81	81	76	76	80
Antibiotics have an impact on our microbiome	73	75	75	78	74	83	78	73	80	77	77	75	77
In the field of vaginal health , the microbiome plays an important role in women's health	70	72	72	73	69	77	77	67	77	75	73	69	74
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	68	70	71	73	68	78	80	65	77	73	68	69	73
The microbiome enables the gut to deliver essential information to the brain for our health	56	58	61	60	62	66	67	61	64	60	55	60	60
Your microbiome is located exclusively in the gut	53	55	53	54	42	59	53	48	53	54	53	45	57
The microbiome is only made up of bacteria	32	33	33	31	26	35	34	38	33	32	34	26	36





3

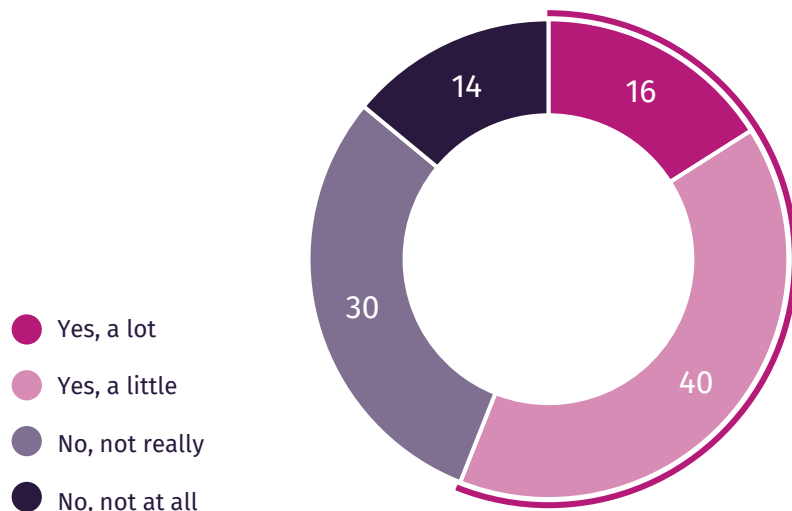
But while the general public is already adopting a number of behaviours to look after their microbiota, there has been no real progress on this front this year.

The majority of people have already changed their behaviors to keep their microbiome balanced. Parents aged 25-44 yo are more likely to have changed their behaviors.

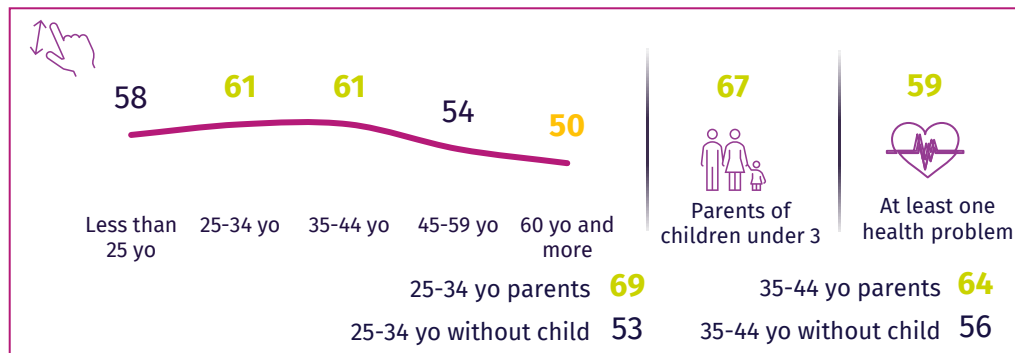


Question 10. And in your daily life, have you changed your behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents



56% have changed their behaviors



● Significant differences vs total - superior

● Significant differences vs total - inferior

In the USA and Europe, people are less likely to have changed their behaviors to keep their microbiome balanced.

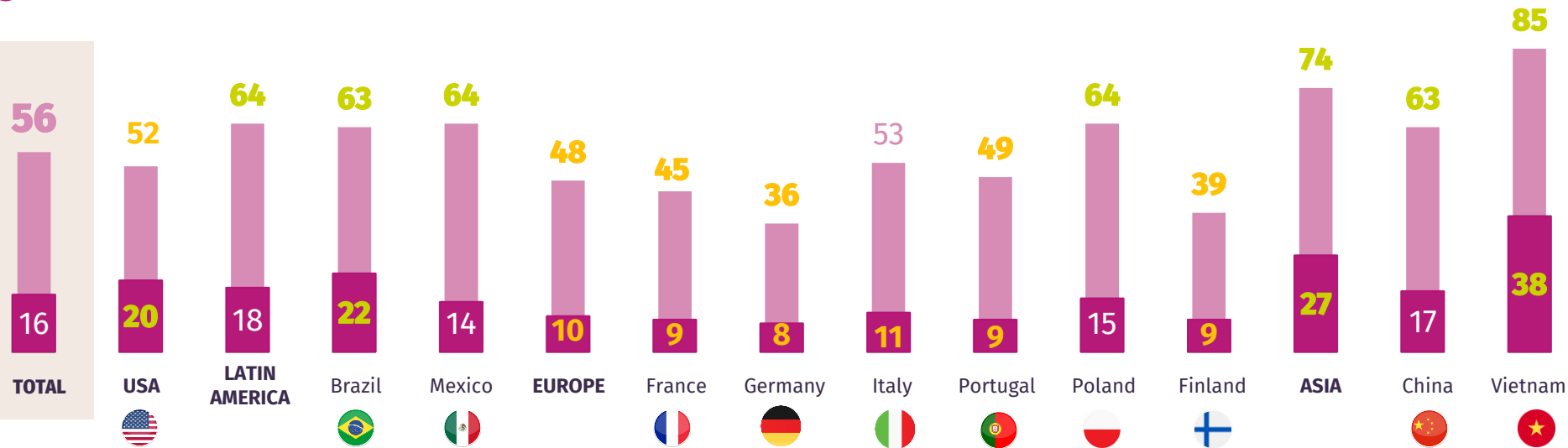


Question 10. And in your daily life, have you changed your behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents

% Yes

Yes, a lot





People with digestive, genitourinary, neurological, autoimmune and osteoarticular conditions are more likely to have changed their behaviors.

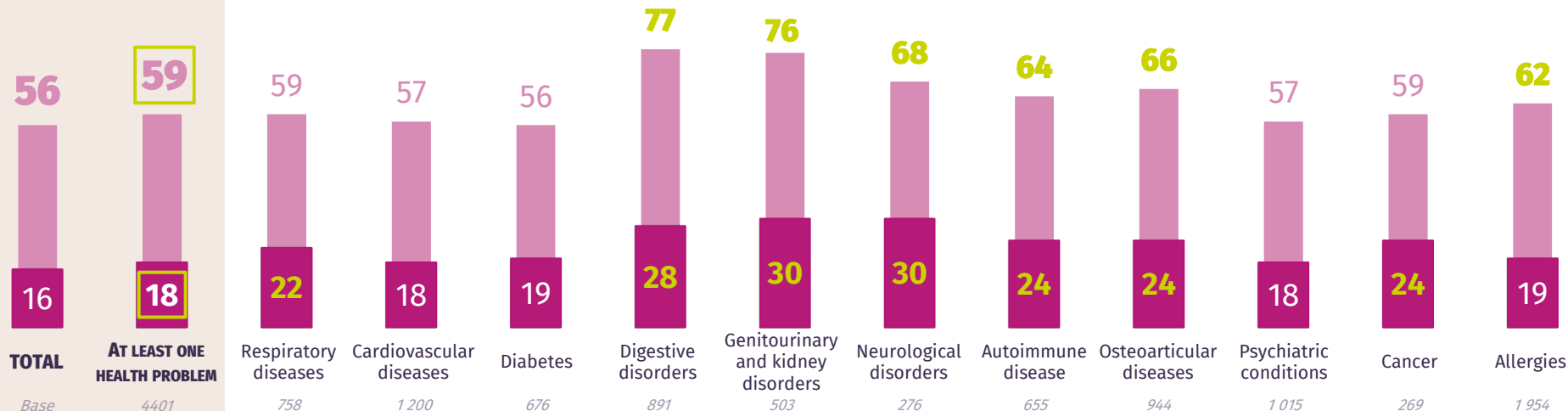


Question 10. And in your daily life, have you changed your behaviors to keep your microbiome as balanced and functioning as smoothly as possible?

Base: All respondents

% Yes

Yes, a lot

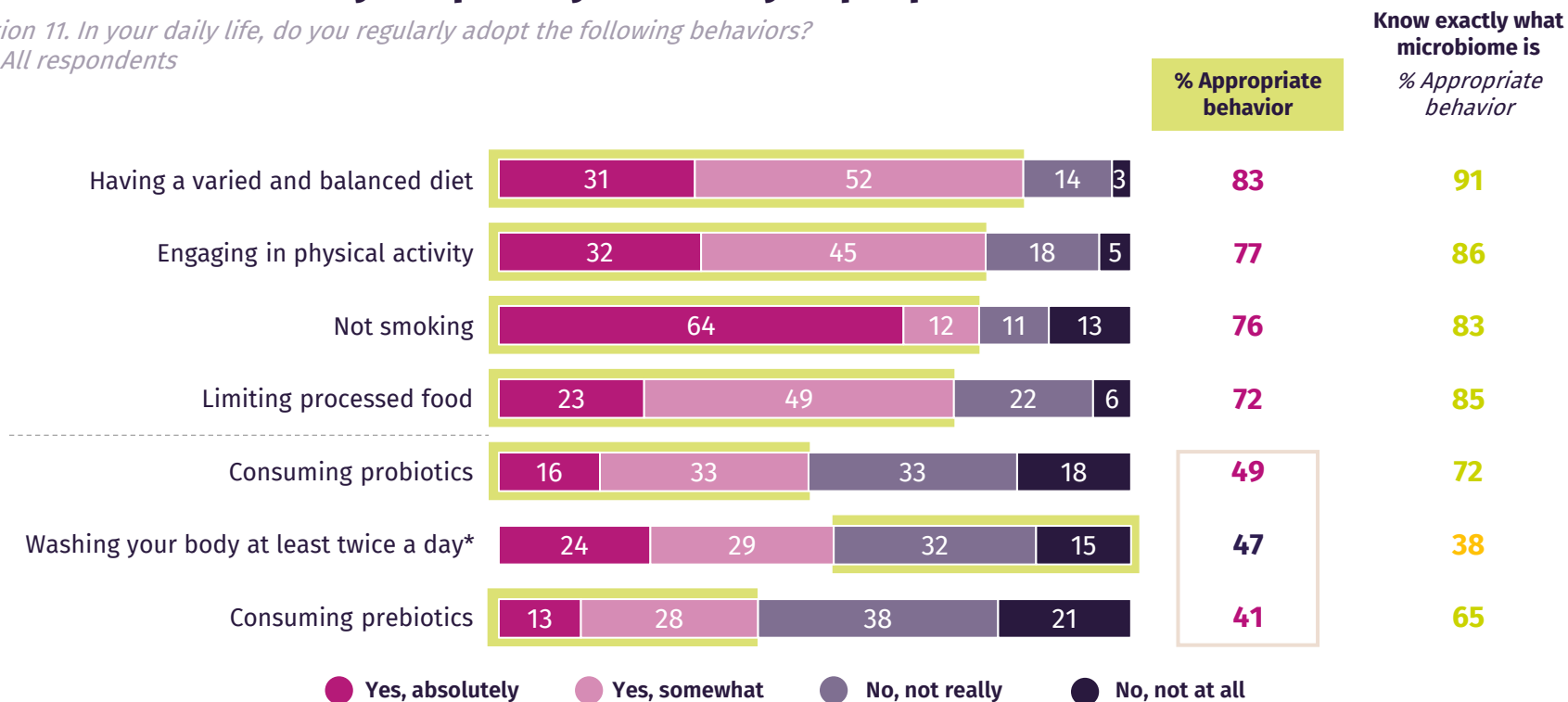


While general healthy behaviors are widely adopted, those more directly related to the microbiome are only adopted by a minority of people.



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

Base: All respondents



In Brazil and Europe, people are less likely to adopt behaviors that are beneficial for their microbiome.

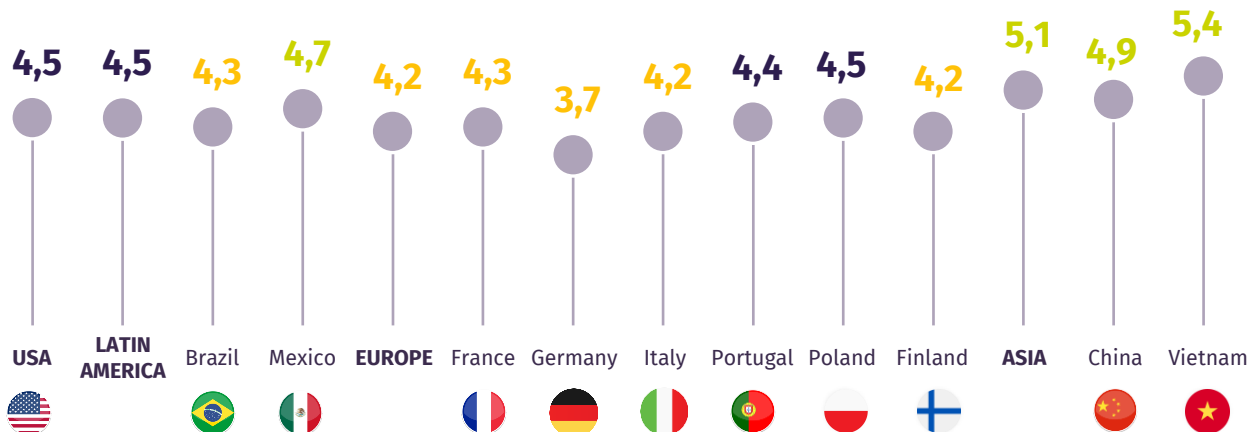


Question 11. In your daily life, do you regularly adopt the following behaviors?

Base: All respondents



Number of appropriate behaviors on average



Significant differences vs total - superior

Significant differences vs total - inferior

In detail, Latinos, Italians, Poles and Vietnamese are less likely to avoid washing their bodies more than once a day.



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

Base: All respondents

% Appropriate behaviors	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Having a varied and balanced diet	83	81	82	85	78	83	84	76	86	85	77	88	87	83	92
Engaging in physical activity	77	83	78	75	81	73	68	71	69	73	75	83	83	77	89
Not smoking	76	73	81	82	79	73	80	71	78	70	71	69	79	74	84
Limiting processed food	72	71	78	76	80	70	75	50	76	79	76	65	74	64	85
Consuming probiotics	49	53	57	53	61	37	25	27	50	40	58	24	75	68	82
Washing your body at least twice a day	47*	45	28	17	40	55	80	51	20	66	41	70	44	67	20
Consuming prebiotics	41	44	48	47	50	29	18	23	40	26	47	19	70	55	85

Parents aged 25-44 yo are more likely to have adopted positive behaviors for their microbiome.

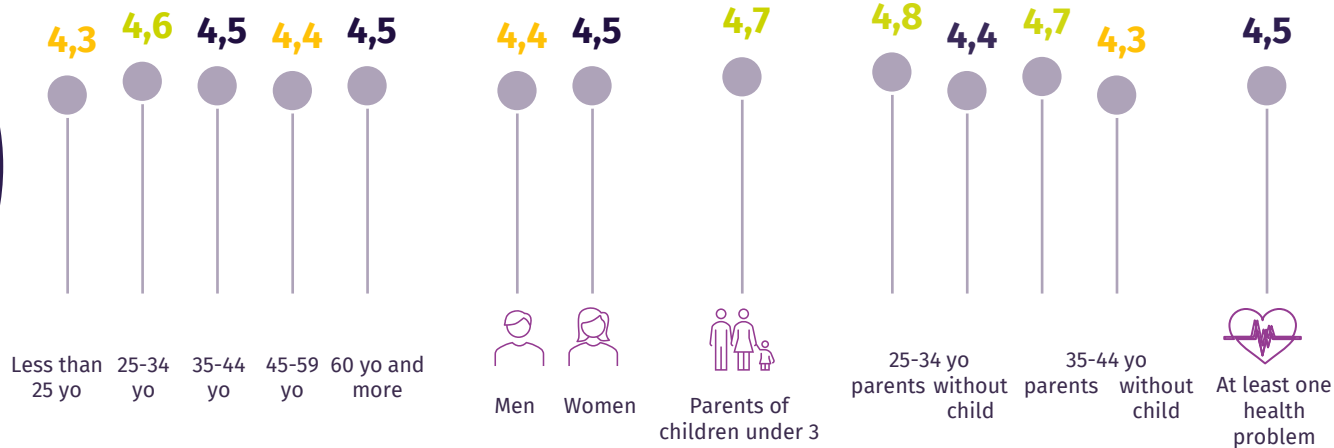


Question 11. In your daily life, do you regularly adopt the following behaviors?

Base: All respondents



Number of appropriate behaviors on average



● Significant differences vs total - superior

● Significant differences vs total - inferior

Among people with health problems, those with digestive disorders are the ones who have adopted more positive behaviors for their microbiome, except for avoiding washing their bodies several times a day.



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

Base: All respondents

% Appropriate behaviors	AT LEAST ONE HEALTH PROBLEM		Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	TOTAL	Base											
		4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
Having a varied and balanced diet	83	84	83	83	83	88	87	84	87	90	79	87	87
Engaging in physical activity	77	76	75	75	74	80	83	77	75	76	72	74	80
Not smoking	76	77	74	77	77	82	82	74	79	78	71	77	80
Limiting processed food	72	74	73	73	71	80	78	75	78	80	70	76	77
Consuming probiotics	49	52	53	52	51	69	71	60	59	58	49	51	56
Washing your body at least twice a day	47	45	40	46	45*	41	31	38	41	40	44	40	41
Consuming prebiotics	41	43	46	42	42	61	63	57	52	53	41	47	46

*Reading note: Among people with diabetes, 45% don't wash their body twice a day or more, an appropriate behavior for their microbiome.



Significant differences vs total - superior



Significant differences vs total - inferior



Significant differences vs at least one health problem - superior



Significant differences vs at least one health problem - inferior





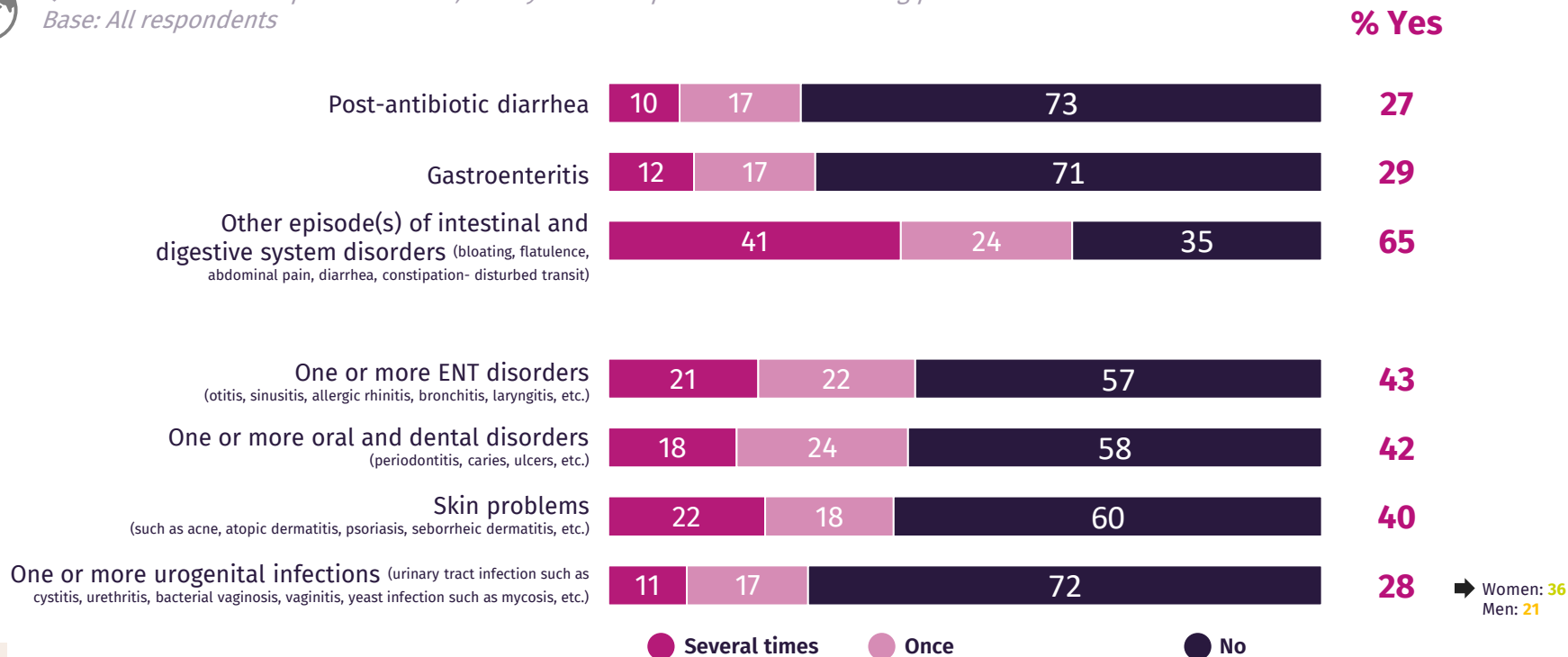
**Some people
accurately link the
microbiome-health
related problems they
experience to their
microbiome**

More than a quarter of people have had gastroenteritis or post-antibiotic diarrhea in the past 12 months, while 2 in 3 have experienced 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



Experiences of health problems differ between countries.



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

Base: All respondents

% Yes	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Gastroenteritis	29	26	30	28	32	23	23	22	27	24	36	9	48	46	50
Post-antibiotic diarrhea	27	25	30	32	28	21	19	20	29	23	21	11	45	31	59
Other episode(s) of intestinal and digestive system disorders (bloating, flatulence, abdominal pain, diarrhea, constipation- disturbed transit)	65	55	72	68	76	63	63	54	63	62	69	66	71	61	80
One or more ENT disorders (otitis, sinusitis, allergic rhinitis, bronchitis, laryngitis, etc.)	43	33	47	54	40	40	36	35	41	40	50	39	51	39	63
One or more oral and dental disorders (periodontitis, caries, ulcers, etc.)	42	28	48	45	50	38	39	28	39	36	43	41	58	50	67
Skin problems (such as acne, atopic dermatitis, psoriasis, seborrheic dermatitis, etc.)	40	37	45	49	40	33	33	27	34	31	39	36	55	40	70
One or more urogenital infections (urinary tract infection such as cystitis, urethritis, bacterial vaginosis, vaginitis, yeast infection such as mycosis, etc.)	28	25	32	28	35	23	20	21	30	22	31	14	42	37	48



Sufferers, due to their health condition, are more likely to have experienced these problems in the past year.



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

Base: All respondents

% Yes	AT LEAST ONE HEALTH PROBLEM		Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	TOTAL	Base											
		4401	758	1200	676	891	503	276	655	944	1015	269	1954
Gastroenteritis	29	34	44	35	36	57	53	54	42	41	40	44	37
Post-antibiotic diarrhea	27	32	43	32	35	51	55	60	43	37	38	40	34
Other episode(s) of intestinal and digestive system disorders (bloating, flatulence, abdominal pain, diarrhea, constipation- disturbed transit)	65	74	77	74	72	90	80	79	81	79	82	75	77
One or more ENT disorders (otitis, sinusitis, allergic rhinitis, bronchitis, laryngitis, etc.)	43	52	66	53	48	65	68	71	63	57	61	55	62
One or more oral and dental disorders (periodontitis, caries, ulcers, etc.)	42	49	57	52	50	60	69	69	60	57	57	46	50
Skin problems (such as acne, atopic dermatitis, psoriasis, seborrheic dermatitis, etc.)	40	47	54	45	42	59	64	68	63	48	58	46	55
One or more urogenital infections (urinary tract infection such as cystitis, urethritis, bacterial vaginosis, vaginitis, yeast infection such as mycosis, etc.)	28	34	44	36	38	49	76	57	45	40	41	48	36

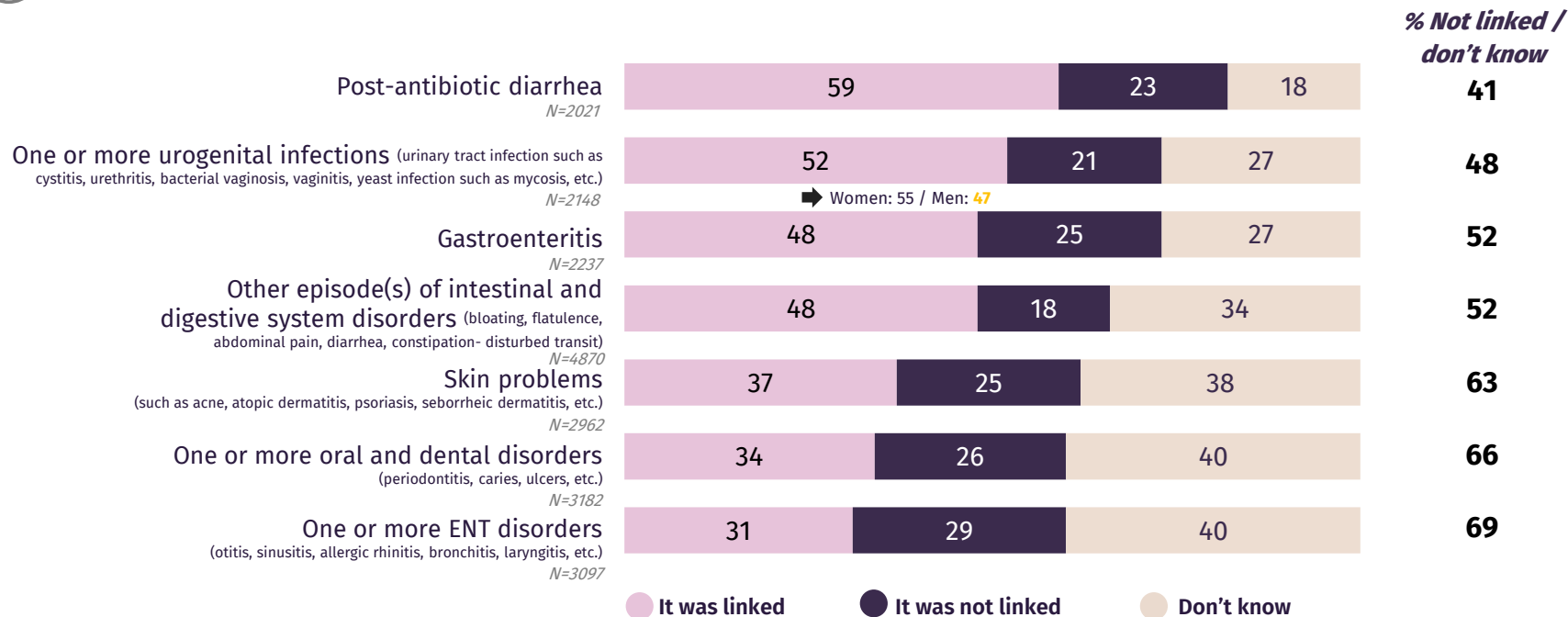


Respondents are more likely to associate their problems to their microbiome when they have experienced digestive problems.



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

Base: People who have experienced these problems



Europeans have more difficulty linking the problems they experience with their microbiome, unlike Mexico, China and Vietnam.

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

Base: People who have experienced these problems

% linked	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Post-antibiotic diarrhea	59	57	62	62	62	51	43	54	48	49	55	65	70	72	69
One or more urogenital infections (urinary tract infection such as cystitis, urethritis, bacterial vaginosis, vaginitis, yeast infection such as mycosis, etc.)	52	51	56	56	57	43	42	38	45	41	45	43	66	74	60
Gastroenteritis	48	42	56	51	60	36	24	30	40	30	47	39	63	71	57
Other episode(s) of intestinal and digestive system disorders (bloating, flatulence, abdominal pain, diarrhea, constipation- disturbed transit)	48	35	58	54	61	38	30	32	48	35	39	41	69	77	64
Skin problems (such as acne, atopic dermatitis, psoriasis, seborrheic dermatitis, etc.)	37	29	39	32	48	28	25	31	28	26	31	26	56	57	55
One or more oral and dental disorders (periodontitis, caries, ulcers, etc.)	34	36	37	32	41	23	16	17	28	21	28	23	55	60	51
One or more ENT disorders (otitis, sinusitis, allergic rhinitis, bronchitis, laryngitis, etc.)	31	33	35	33	38	21	16	18	22	21	26	22	52	54	50

Significant differences vs total - superior

Significant differences vs total - inferior

The link between problems experienced and microbiome is made regardless of the age of the respondent.



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

Base: People who have experienced these problems

% linked	TOTAL	Less than 25yo	25 - 34 yo	35 - 44 yo	45 - 59 yo	60 yo and more
Post-antibiotic diarrhea	59	54	61	59	60	61
One or more urogenital infections (urinary tract infection such as cystitis, urethritis, bacterial vaginosis, vaginitis, yeast infection such as mycosis, etc.)	52	54	55	53	53	48
Gastroenteritis	48	39	47	49	51	51
Other episode(s) of intestinal and digestive system disorders (bloating, flatulence, abdominal pain, diarrhea, constipation- disturbed transit)	48	47	50	50	49	45
Skin problems (such as acne, atopic dermatitis, psoriasis, seborrheic dermatitis, etc.)	37	37	41	38	37	33
One or more oral and dental disorders (periodontitis, caries, ulcers, etc.)	34	35	38	37	35	30
One or more ENT disorders (otitis, sinusitis, allergic rhinitis, bronchitis, laryngitis, etc.)	31	28	36	33	31	28



Significant differences vs total - superior



Significant differences vs total - inferior



Among people with health problems, those with digestive, genitourinary or osteoarticular conditions are more likely to link their problems with their microbiome.



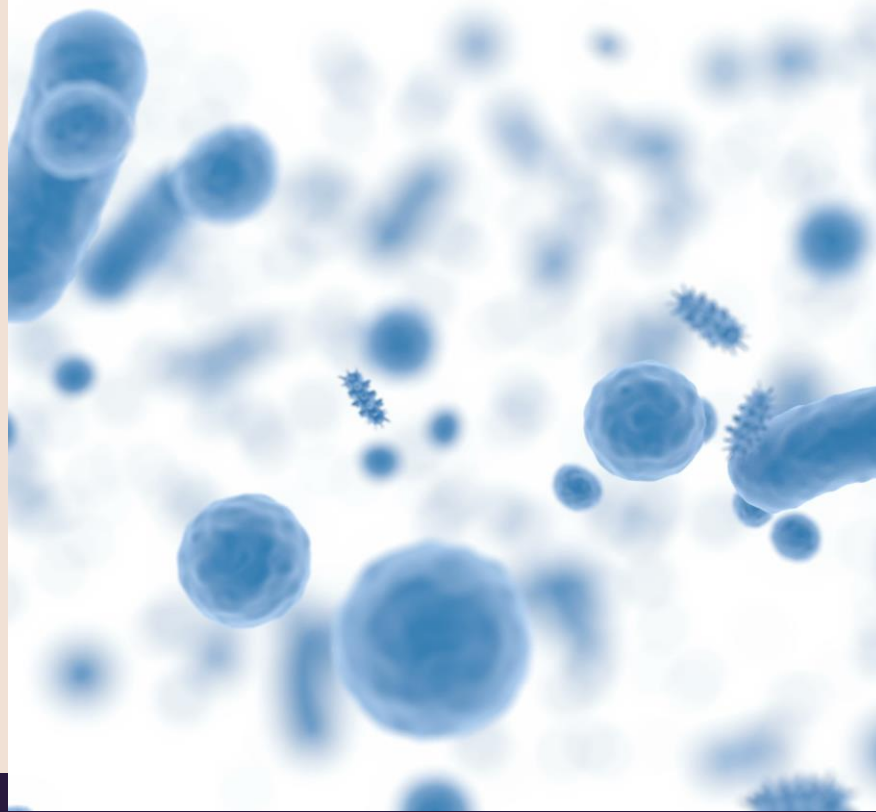
Question 11b. And do you think this or these problems are linked to your microbiome?

Base: People who have experienced these problems

% linked	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
Post-antibiotic diarrhea	59	62	67	68	66	71	66	70	66	68	61	67	68
One or more urogenital infections (urinary tract infection such as cystitis, urethritis, bacterial vaginosis, vaginitis, yeast infection such as mycosis, etc.)	52	54	58	57	51	60	64	57	59	61	55	58	59
Gastroenteritis	48	50	47	54	55	58	58	40	56	58	51	48	54
Other episode(s) of intestinal and digestive system disorders (bloating, flatulence, abdominal pain, diarrhea, constipation- disturbed transit)	48	50	51	51	45	64	62	53	53	53	48	48	53
Skin problems (such as acne, atopic dermatitis, psoriasis, seborrheic dermatitis, etc.)	37	38	42	38	39	52	51	48	43	46	39	43	41
One or more oral and dental disorders (periodontitis, caries, ulcers, etc.)	34	36	43	36	40	50	52	47	40	40	36	44	40
One or more ENT disorders (otitis, sinusitis, allergic rhinitis, bronchitis, laryngitis, etc.)	31	33	37	37	41	44	52	44	41	39	34	41	34



**Information provided
by HCPs needs to be
expanded: people trust
them and behave
better with greater
awareness**



Text displayed to respondents:

The microbiome (or microbial flora) is a group of microorganisms such as bacteria, viruses, fungi and archaea, which live in symbiosis with our body, mainly in our digestive tract but also on the skin, in the lungs, ears, mouth and vagina.

The microbiome has many consequences for our health because it fulfils essential functions such as digesting food constituents, synthesizing vitamins and stimulating our immune system.

An unbalanced microbiome could be involved in certain diseases such as allergies, obesity and chronic inflammatory bowel diseases.

Recent studies also suggest that the microbiome can have an impact on our mental health and behavior, influencing our mood, cognition and motivation.

Apart from those who have discovered the microbiome through the survey, the main sources from which people first heard about the microbiome are schools, healthcare professionals and health-related programs on TV.



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

Base: All respondents



Subtotals :

(*) From a HCP: **17%**

(*) From a medical media (TV, press, podcast): **15%**

(**) On television: **14%**

(**) Online sources (blog, social media): **9%**

(**) In the press (general or specialized): **6%**

People first heard about microbiome in schools in Vietnam and Brazil, from healthcare professionals in Mexico, and through health-related programs in France and Italy.

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

Base: All respondents



	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
While answering this questionnaire	19	19	19	19	17	20	8	19	11	26	24	34	14	23	4
School/studies	12	11	16	19	13	11	9	8	7	12	14	16	11	4	19
By a healthcare professional	11	12	15	14	17	10	15	6	9	15	7	5	9	9	9
On television, in health-related programs	10	5	9	10	9	11	16	11	17	8	4	5	11	13	9
Your family, friends, acquaintances	5	6	4	3	5	6	8	7	5	6	6	2	4	5	3
On social media (influencers...)	5	6	6	7	6	3	3	4	3	3	4	3	8	12	4
On television during the news	4	3	3	4	3	4	8	5	6	2	4	1	6	4	8
On a blog, an online article	4	5	4	3	5	3	2	2	5	1	6	3	3	3	2
Advertisements (TV, press, street ads...)	4	5	4	3	6	4	5	4	8	1	5	2	6	4	8
Occupational doctor / workplace nurse	3	2	3	3	3	2	1	1	3	3	3	1	9	7	11
In specialized press (wellness, health magazines)	3	3	3	2	3	3	4	2	4	3	3	2	5	4	6
In a booklet/brochure at your healthcare professional's office	3	2	3	2	4	3	2	5	5	2	4	1	4	5	3
Scientific podcast	2	2	2	1	2	2	1	1	2	1	2	2	2	2	2
In national press (general, mainstream media)	2	2	2	2	1	2	3	2	2	3	1	3	2	2	3
On the radio	1	1	1	0	2	1	2	0	2	1	1	2	1	0	2
From your colleagues	1	1	1	1	0	1	1	2	1	2	1	1	2	1	3
In regional daily press	1	0	0	1	0	1	2	1	0	0	0	1	1	0	2
During a sports activity	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0
Other	10	14	5	6	4	13	10	20	9	11	10	16	2	2	2

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by country

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Ipsos

For people aged under 35 yo and parents of young children, the first time they heard about microbiome was at school or during their studies.

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

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
	Base	863	1 334	1 326	1 870	2 107	3 638	3 862	493
While answering this questionnaire	19	12	11	14	20	27	21	17	11
School/studies	12	32	17	12	8	5	10	14	17
By a healthcare professional	11	7	12	11	12	11	9	12	13
On television, in health-related programs	10	5	7	9	12	12	10	9	8
Your family, friends, acquaintances	5	7	4	5	5	5	5	5	5
On social media (influencers...)	5	5	8	7	4	3	4	6	7
On television during the news	4	3	4	5	4	4	5	3	3
On a blog, an online article	4	3	4	5	4	2	3	4	5
Advertisements (TV, press, street ads...)	4	5	6	6	4	4	4	5	5
Occupational doctor / workplace nurse	3	2	4	3	4	3	4	3	6
In specialized press (wellness, health magazines)	3	2	3	3	3	4	3	3	3
In a booklet/brochure at your healthcare professional's office	3	2	4	3	3	3	3	3	5
Scientific podcast	2	2	2	2	1	1	2	2	1
In national press (general, mainstream media)	2	1	2	2	2	3	2	2	2
On the radio	1	2	1	1	1	1	2	1	1
From your colleagues	1	2	2	1	1	0	1	1	1
In regional daily press	1	1	1	1	1	1	1	1	1
During a sports activity	0	0	1	0	1	0	1	0	1
Other	10	7	7	10	10	11	10	9	5

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

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People with digestive or genitourinary problems first discovered the microbiome through a healthcare professional.



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

Base: All respondents



	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
While answering this questionnaire	19	18	18	22	23	13	9	9	16	19	18	19	16
School/studies	12	13	14	8	7	12	9	15	9	9	15	6	16
By a healthcare professional	11	12	10	12	12	13	13	10	14	12	13	12	12
On television, in health-related programs	10	10	9	11	10	12	11	8	9	12	8	8	10
Your family, friends, acquaintances	5	5	4	4	3	4	5	4	6	5	6	3	5
On social media (influencers...)	5	5	6	4	3	6	6	8	5	5	5	2	5
On television during the news	4	3	3	3	5	4	4	7	5	3	3	5	3
On a blog, an online article	4	3	3	4	4	3	4	3	3	3	3	4	3
Advertisements (TV, press, street ads...)	4	5	6	4	4	4	5	4	4	4	5	3	4
Occupational doctor / workplace nurse	3	4	6	3	3	6	6	4	5	6	2	5	4
In specialized press (wellness, health magazines)	3	3	3	3	4	5	6	6	4	4	2	7	3
In a booklet/brochure at your healthcare professional's office	3	3	3	4	3	3	5	4	3	3	3	3	3
Scientific podcast	2	2	1	1	1	2	3	2	3	1	2	2	2
In national press (general, mainstream media)	2	2	1	2	3	3	3	1	2	2	2	2	2
On the radio	1	1	1	2	1	1	3	2	1	1	1	4	2
From your colleagues	1	1	2	1	2	1	2	1	2	1	2	1	1
In regional daily press	1	1	1	1	1	1	1	3	0	0	0	2	1
During a sports activity	0	0	1	1	1	1	1	1	1	0	1	2	0
Other	10	9	8	10	10	6	4	8	8	10	9	10	8



Significant differences vs total - superior



Significant differences vs total - inferior



Significant differences vs at least one health problem - superior



Significant differences vs at least one health problem - inferior



First source by health problem

Institut de l'Inpes - March 2025



MICROBIOTA OBSERVATORY



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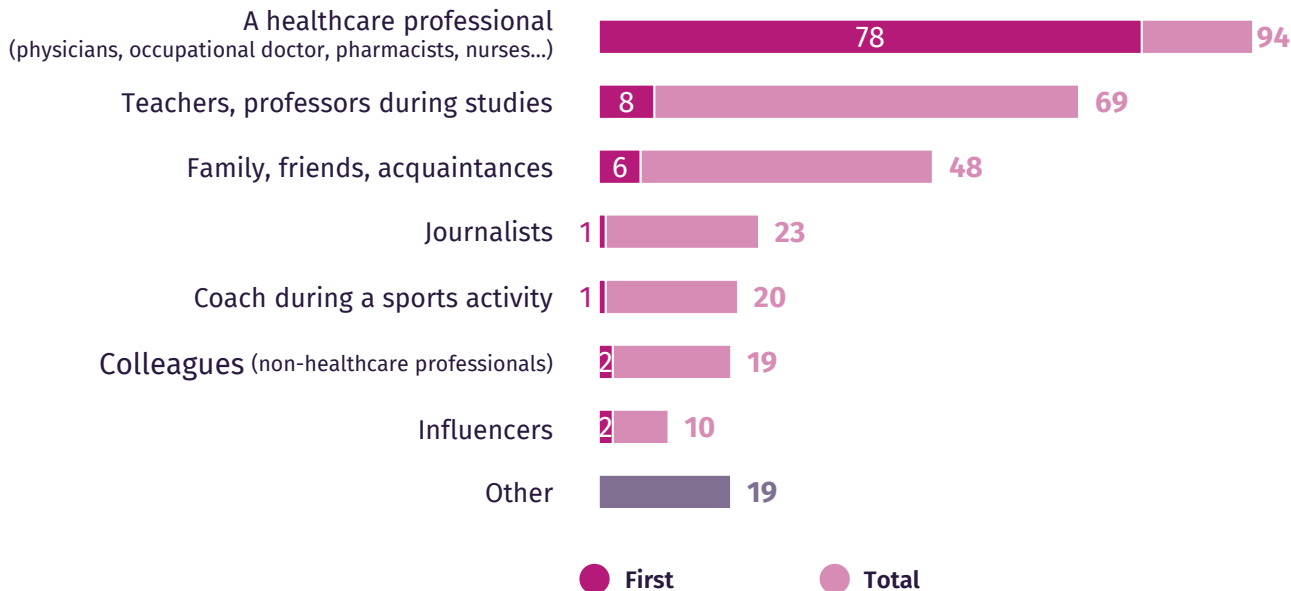
Healthcare professionals emerge as the top trusted resource for microbiome information.



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



Across all countries, healthcare professionals stand out as the most reliable source of information on 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

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	94	94	95	94	96	95	96	93	92	97	94	97	90	94	87
Teachers, professors during studies	69	67	74	70	78	66	63	60	71	66	68	70	71	75	67
Family, friends, acquaintances	48	50	41	37	45	49	49	57	47	49	58	35	50	51	49
Journalists	23	24	26	35	17	24	35	21	30	27	11	21	15	16	14
Coach during a sports activity	20	14	24	26	23	20	16	23	21	23	21	13	18	17	19
Colleagues (non-healthcare professionals)	19	19	20	16	24	16	11	16	14	15	27	16	25	24	25
Influencers	10	11	6	7	6	6	4	5	7	5	5	8	23	17	29
Other	19	21	13	15	12	24	27	25	19	17	15	40	8	7	10

Women and people aged over 60 yo express higher trust in healthcare professionals for microbiome 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
	Base	863	1 334	1 326	1 870	2 107	3 638	3 862	493
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	94	89	92	92	95	98	93	95	92
Teachers, professors during studies	69	78	75	66	65	66	70	68	73
Family, friends, acquaintances	48	46	41	49	47	53	47	48	42
Journalists	23	22	24	24	23	22	25	21	22
Coach during a sports activity	20	22	23	21	20	16	18	21	20
Colleagues (non-healthcare professionals)	19	17	18	20	23	16	20	18	20
Influencers	10	11	13	13	8	6	10	9	15
Other	19	15	15	16	19	24	18	20	17



Once again, healthcare professionals appear as the main source of information for people with health problems.



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	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	94	94	91	94	93	93	86	83	92	93	92	90	95
Teachers, professors during studies	69	68	67	66	62	69	63	61	66	63	72	60	71
Family, friends, acquaintances	48	48	52	52	52	46	47	42	50	53	44	51	47
Journalists	23	23	22	25	23	21	23	28	24	21	26	28	24
Coach during a sports activity	20	19	19	18	17	19	21	20	18	17	20	17	19
Colleagues (non-healthcare professionals)	19	18	17	18	24	20	24	25	20	20	16	18	16
Influencers	10	10	12	10	11	14	20	21	12	11	11	14	10
Other	19	19	20	18	18	19	16	20	17	22	18	22	19

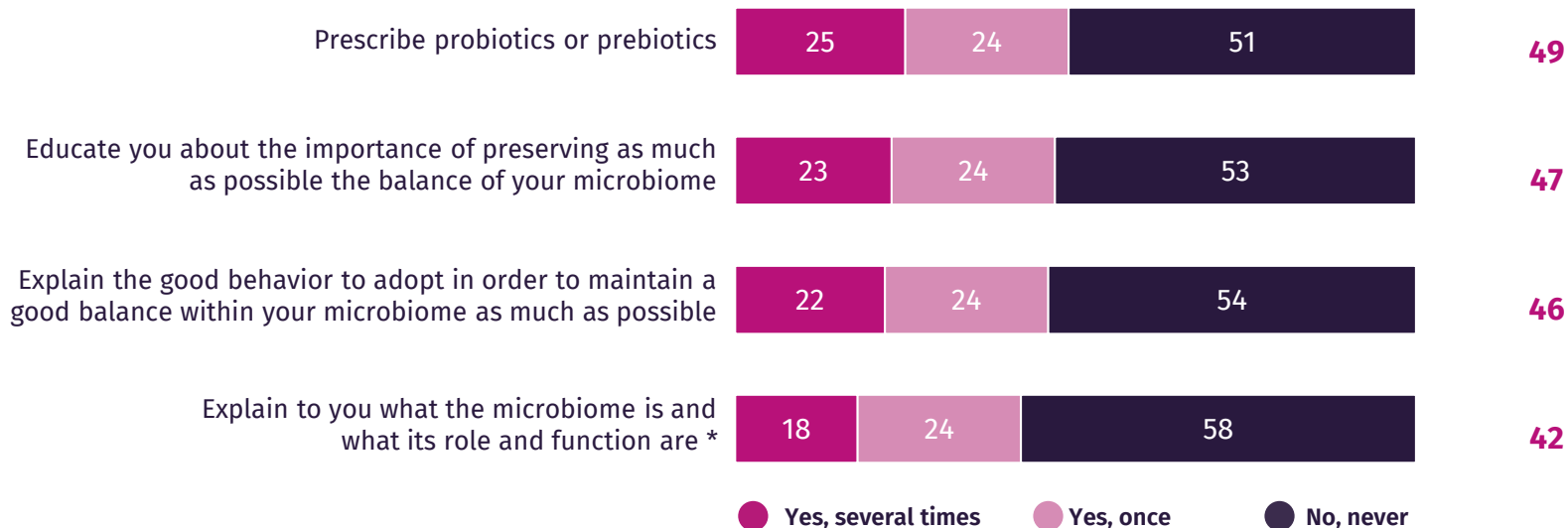
Information given by healthcare professionals on the microbiome is limited: only 2 in 5 people have received an explanation of what the microbiome is and how it works.

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

Base: All respondents

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

% Yes

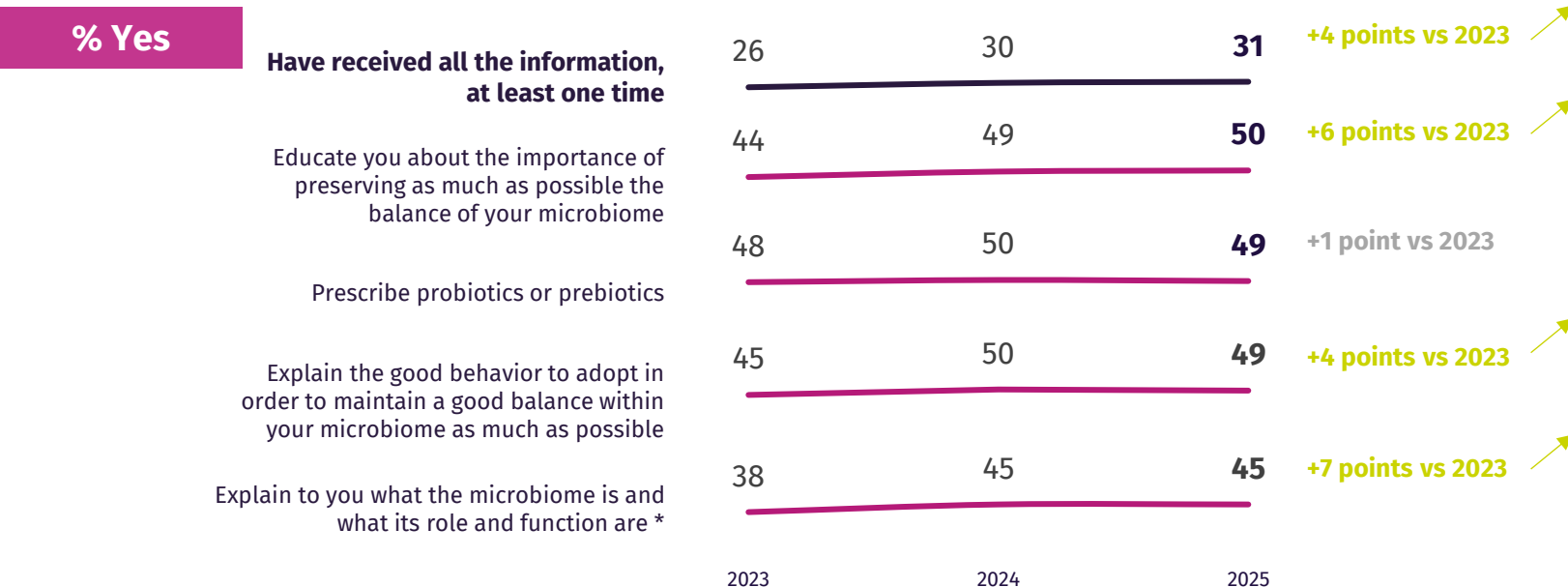


People have received more information compared to 2023. Healthcare professionals are more likely to raise awareness on the importance of having a balanced microbiome, and to explain what the microbiome is.



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

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)



*The wording of this item was changed compared to last year

When people are informed about their microbiome, they are more likely to have accurate knowledge about it and to adopt appropriate behaviors to protect their microbiome.



Individuals who have had all information, several times from HCPs (n=624)

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

Awareness of the microbiome & its diversity	
Know exactly what is « microbiome »	54% vs 23% *
Subtotal « Aware »	89% vs 71%
Subtotal Aware of the gut microbiome	85% vs 57%
Subtotal Aware of all microbiome	72% vs 43%
Level of knowledge around the microbiota	
Mean of good answers	7,4/9 vs 5,9/9
Level of knowledge around the solutions which can maintain the microbiota balanced	
Know exactly what are probiotics	82% vs 50%
Know exactly what are prebiotics	67% vs 31%
Have changed their behaviors to maintain a balanced microbiota	
Have changed their behaviors	93% vs 56%

** Reading note:* Among individuals who have received all the information on microbiome several times from HCPs, 54% know exactly what is microbiome, versus 23% among all respondents.

In Europe, fewer people have received information on microbiome from their healthcare professionals compared to other countries. Latinos and Asians are more informed.



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

Base: All respondents

% Yes

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Prescribe probiotics or prebiotics	49	45	63	55	71	38	32	21	54	33	71	19	69	56	81
Educate you about the importance of preserving as much as possible the balance of your microbiome	47	42	60	59	61	36	37	30	41	42	43	23	68	57	79
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	46	44	61	58	63	35	36	25	46	40	42	20	66	55	77
Explain to you what the microbiome is and what its role and function are	42	42	53	51	54	32	34	25	41	34	39	18	64	52	76

● Significant differences vs total - superior

● Significant differences vs total - inferior

People aged over 45 yo and men are less likely to have been informed about the microbiome by 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	25-34 yo parents	25-34 yo without child	35-44 yo parents	35-44 yo without child
	Base	863	1 334	1 326	1 870	2 107	3 638	3 862	493	722	612	897	429
Prescribe probiotics or prebiotics	49	55	60	55	46	38	46	52	68	73	46	63	42
Educate you about the importance of preserving as much as possible the balance of your microbiome	47	54	56	51	45	37	45	48	65	68	45	58	40
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	46	53	55	50	43	37	45	47	61	65	45	56	39
Explain to you what the microbiome is and what its role and function are	42	48	52	47	41	33	42	43	59	64	40	53	36

● Significant differences vs total - superior

● Significant differences vs total - inferior

People with health problems are more likely than average to have received information on microbiome from their healthcare professionals, yet half remain uninformed.



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

Base: All respondents

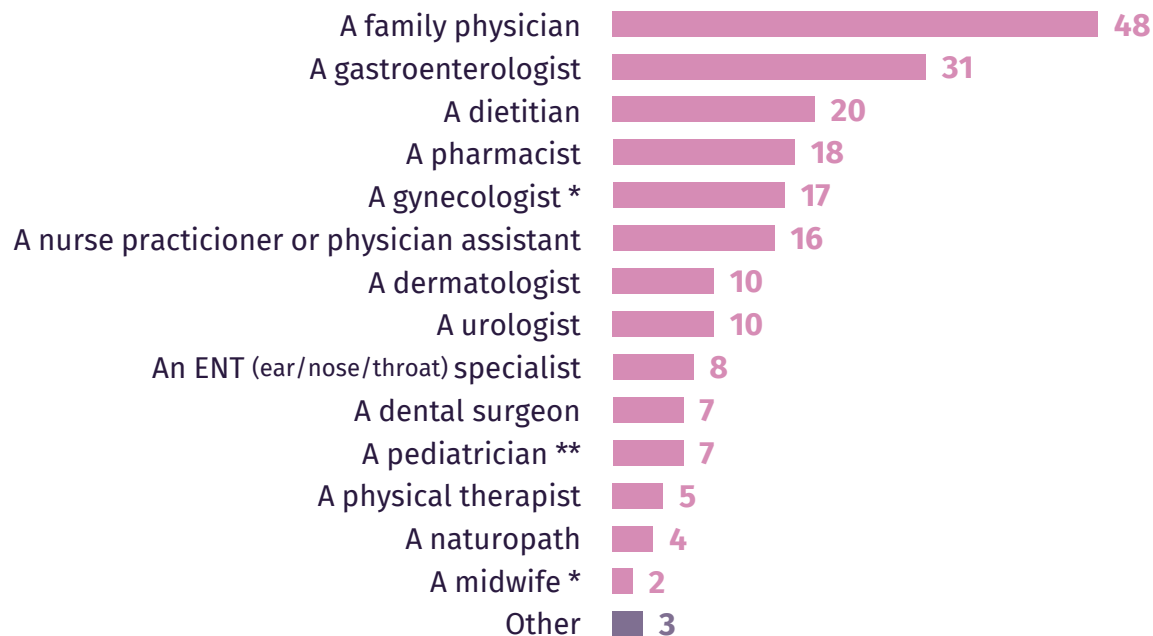
% Yes	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
Prescribe probiotics or prebiotics	49	53	55	51	52	73	74	65	63	57	56	52	56
Educate you about the importance of preserving as much as possible the balance of your microbiome	47	49	51	48	49	65	68	62	58	52	50	53	54
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	46	49	51	47	49	64	68	62	55	52	51	52	53
Explain to you what the microbiome is and what its role and function are	42	45	49	44	47	61	67	59	54	49	47	53	49

Family physicians stand out as the primary source of information about microbiome, followed by gastroenterologists and dietitians.



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

Base: People who've received information from HCP's (n=4776)



* Only displayed to women

** Only displayed to Parents

For Asians, gastroenterologists appear to be the main provider of microbiome information, while for Finns, it's primarily nurse practitioners.

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

Base: People who've received some information from HCPs (n=4776)

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	4 776	561	1 197	369	828	1 841	500	192	325	266	394	164	1 177	717	460
A family physician	48	53	58	45	70	58	67	53	59	64	70	12	16	11	20
A gastroenterologist	31	29	36	40	32	17	20	14	22	23	11	8	56	65	50
A dietitian	20	20	30	35	26	12	7	9	12	18	9	16	25	21	29
A pharmacist	18	20	11	16	7	19	28	15	23	16	20	10	20	12	25
A gynecologist	17	22	18	26	11	16	15	18	14	19	16	17	16	18	14
A nurse practitioner or physician assistant	16	27	12	15	9	14	6	7	8	23	12	36	21	16	25
A dermatologist	10	12	9	15	4	7	3	14	6	6	6	9	16	17	16
An urologist	10	11	11	18	5	6	4	7	6	11	5	4	15	12	16
An ENT (ear/nose/throat) specialist	8	10	7	12	3	5	4	6	5	8	3	5	16	9	21
A dental surgeon	7	7	4	5	4	5	4	5	6	6	4	10	14	12	15
A pediatrician	7	11	9	11	7	5	2	1	4	6	8	4	8	8	8
A physical therapist	5	12	3	4	2	4	3	6	3	3	4	4	7	5	8
A naturopath	4	10	3	4	1	5	4	10	4	5	3	4	2	5	0*
A midwife	2	3	0	1	0	3	7	2	2	1	3	6	2	1	3
Other	3	2	4	5	3	5	3	3	3	4	4	14	1	1	1

Significant differences vs total - superior

Significant differences vs total - inferior

First source by country

* This item was not shown in Vietnam

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Gastroenterologists are an important source of information for the elderly and men. Many women and parents were informed through gynecologists.

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

Base: People who've received some information from HCPs (n=4776)

	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	25-34 yo parents	25-34 yo without child	35-44 yo parents	35-44 yo without child
Base	4 776	649	1 016	933	1 101	1 077	2 179	2 597	409	620	396	688	245
A family physician	48	40	43	45	50	57	50	46	46	45	40	45	46
A gastroenterologist	31	22	31	30	33	35	34	29	31	34	27	34	21
A dietitian	20	20	20	23	18	18	21	19	24	22	18	24	20
A pharmacist	18	19	19	16	18	17	19	17	20	22	16	16	18
A gynecologist	17	18	21	17	17	13	0*	31	29	24	18	18	17
A nurse practitioner or physician assistant	16	25	18	16	13	14	17	16	17	17	18	16	14
A dermatologist	10	12	11	11	7	9	11	9	13	14	8	12	10
A urologist	10	8	9	9	9	12	11	8	16	12	6	10	8
An ENT (ear/nose/throat) specialist	8	10	10	10	8	6	9	8	12	11	7	11	5
A dental surgeon	7	9	8	8	6	6	8	6	5	8	7	7	10
A pediatrician	7	6	9	12	6	1	4	9	19	16	0**	17	0**
A physical therapist	5	6	7	5	5	3	6	4	8	7	7	6	3
A naturopath	4	3	4	5	5	4	4	4	4	4	3	5	6
A midwife	2	4	4	3	2	1	0*	4	6	5	2	4	1
Other	3	2	3	3	4	4	3	4	1	2	5	2	6

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

* Only displayed to Women

** Only displayed to Parents

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For people with digestive or genitourinary disorders, the main provider of information about microbiome was their gastroenterologist.

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

Base: People who've received some information (n=4776)

	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
Base	4776	2976	511	775	442	733	429	223	482	650	720	181	1 399
A family physician	48	47	44	53	53	40	35	40	46	43	48	42	44
A gastroenterologist	31	33	35	32	34	47	37	30	36	42	28	34	34
A dietitian	20	20	19	20	19	23	23	16	21	20	19	17	23
A pharmacist	18	17	19	16	14	19	19	24	17	18	16	17	17
A gynecologist	17	18	17	15	13	15	21	11	14	18	19	12	19
A nurse practitioner or physician assistant	16	18	22	19	20	19	23	28	19	18	21	15	19
A dermatologist	10	10	12	11	13	11	15	14	13	12	9	14	12
A urologist	10	11	14	15	13	12	18	15	13	14	10	19	11
An ENT (ear/nose/throat) specialist	8	9	9	9	8	10	13	14	10	12	9	11	10
A dental surgeon	7	8	8	9	7	10	9	11	9	9	8	10	8
A pediatrician	7	6	8	6	5	7	8	9	5	5	9	5	7
A physical therapist	5	5	7	6	6	7	9	13	6	5	6	8	5
A naturopath	4	5	6	5	5	7	6	7	6	4	4	6	4
A midwife	2	3	2	2	1	2	4	4	3	3	3	1	2
Other	3	4	3	3	4	4	3	3	4	4	4	3	5

○ Significant differences vs total - superior
 ○ Significant differences vs total - inferior
 ● Significant differences vs at least one health problem - superior
 ● Significant differences vs at least one health problem - inferior

● First source by health problem
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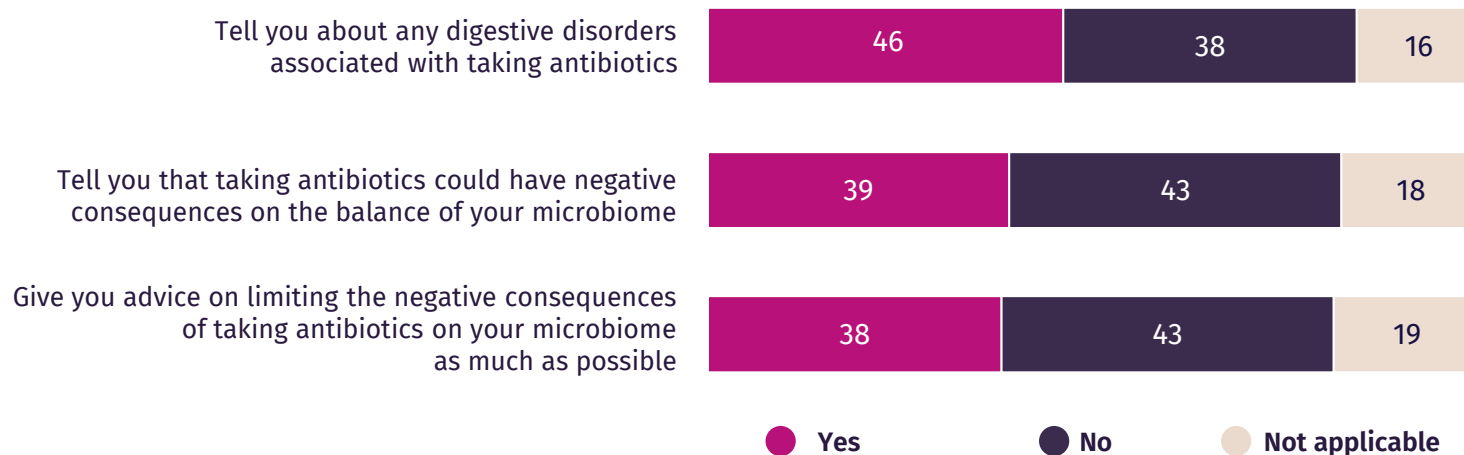
Only a quarter of people have received information about microbiome after being prescribed antibiotics, despite antibiotics' impact on microbiome.



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

Base: All respondents

Only **25%** received ALL THESE INFORMATION from their HCPs



When prescribed antibiotics, people received slightly more information from their HCPs in 2025 compared to 2023.



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

Base: **Constant scope countries** – USA, Brazil, Mexico, France, Portugal and China (n=5000)

% Yes

Have received all these information
from their HCPs

21 23 24 +2 points vs 2023 ↗

Tell you about any digestive disorders
associated with taking antibiotics

41 44 43 +2 points vs 2023 ↗

Give you advice on limiting the negative consequences
of taking antibiotics on your microbiome
as much as possible

35 38 36 +1 point vs 2023

Tell you that taking antibiotics could have negative
consequences on the balance of your microbiome

33 36 35 +2 points vs 2023 ↗

2023

2024

2025

Americans, Brazilians, French, Germans, Portuguese and Finns were least likely to receive information from their HCPs when prescribed antibiotics.

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

Base: All respondents



% Yes	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	25	23	23	19	26	21	19	13	32	18	30	15	41	32	49
Tell you about any digestive disorders associated with taking antibiotics	46	39	44	42	47	43	45	32	55	38	42	43	60	50	71
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	39	33	35	30	39	34	29	27	46	29	49	26	57	48	66
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	38	34	37	33	42	33	31	21	48	30	44	23	58	48	68

● Significant differences vs total - superior

● Significant differences vs total - inferior

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Parents aged 25-44 yo have received more information from their HCPs when prescribed antibiotics.



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

Base: All respondents

% Yes

	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 3	25-34 yo parents	25-34 yo without child	35-44 yo parents	35-44 yo without child
Base	7500	863	1 334	1 326	1 870	2 107	493	722	612	897	429
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	25	21	26	26	25	26	32	31	21	30	17
Tell you about any digestive disorders associated with taking antibiotics	46	42	48	47	44	46	53	53	42	52	38
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	39	40	43	40	36	36	48	50	36	46	30
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	38	40	44	38	36	36	48	53	35	45	26



Significant differences vs total - superior



Significant differences vs total - inferior



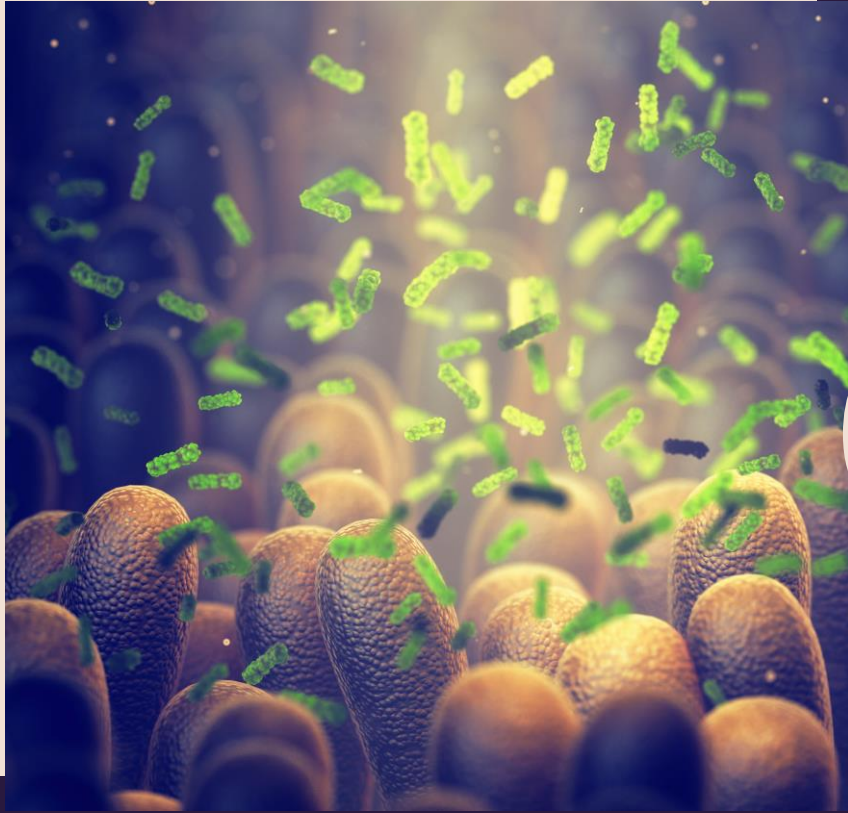
People with health problems have received more information when prescribed antibiotics, although the majority had no advice at all.



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

Base: All respondents

% Yes	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1 200	676	891	503	276	655	944	1 015	269	1 954
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	25	27	32	30	29	42	39	30	34	33	24	33	29
Tell you about any digestive disorders associated with taking antibiotics	46	50	54	53	55	60	59	54	57	55	48	54	52
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	39	41	48	43	45	55	56	49	50	45	40	45	42
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	38	41	47	42	43	56	56	51	48	47	38	47	43



6 A strong interest in microbiome testing, particularly gut analysis

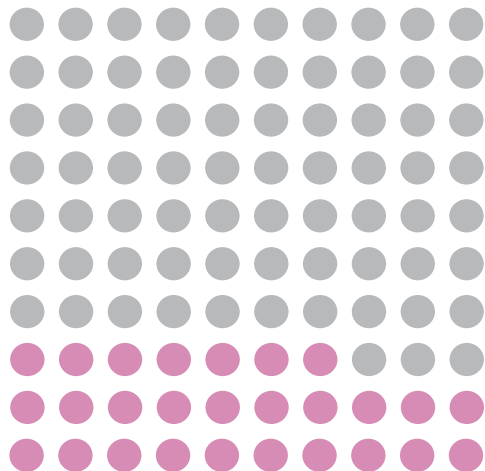
More than 1 in 4 have already heard of microbiome testing, with higher awareness among the youngest, parents and people with health problems.



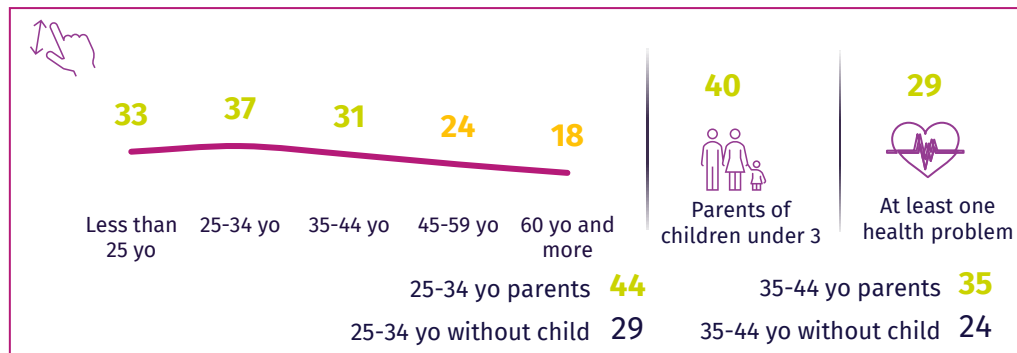
Question 1-2025. Have you ever heard of testing your microbiome?

Base: All respondents

% Yes



27% have already heard of testing their microbiome



● Significant differences vs total - superior

● Significant differences vs total - inferior

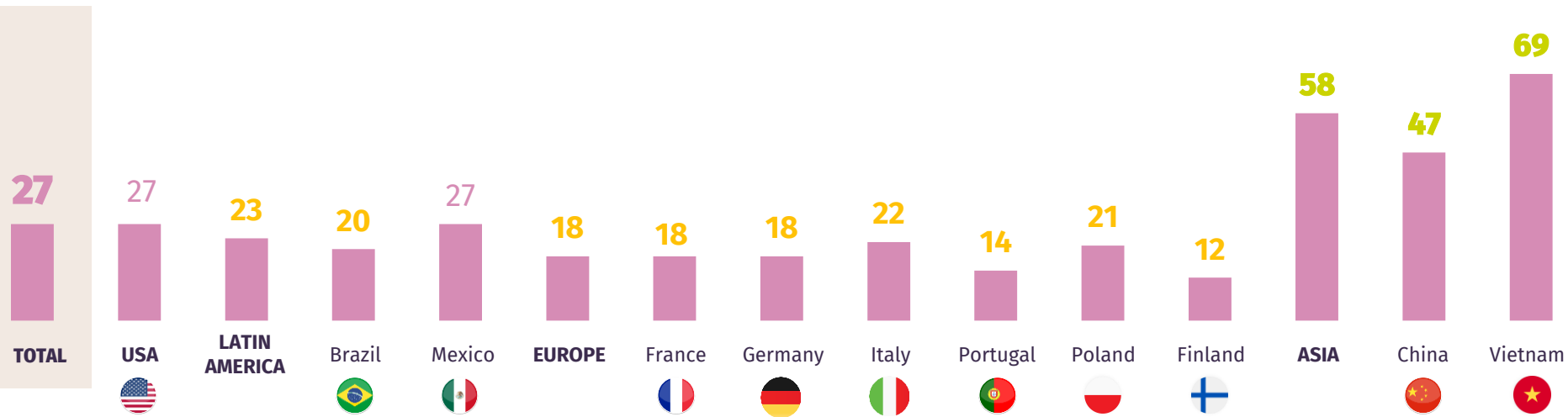
Asians show higher awareness of microbiome testing compared to the average.



Question 1-2025. Have you ever heard of testing your microbiome?

Base: All respondents

% Yes



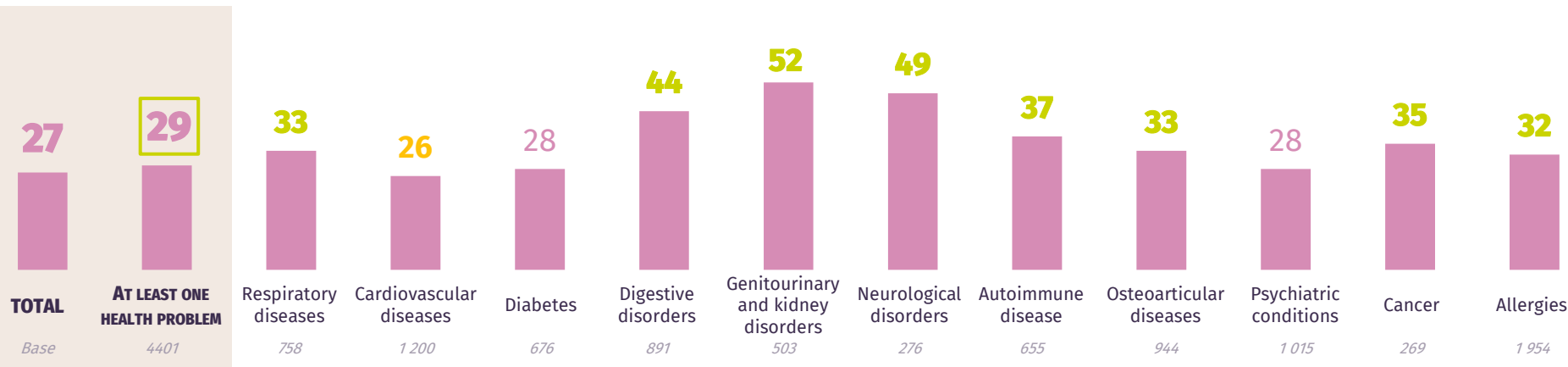
People with digestive, genitourinary or neurological conditions are more familiar with microbiome testing.



Question 1-2025. Have you ever heard of testing your microbiome?

Base: All respondents

% Yes

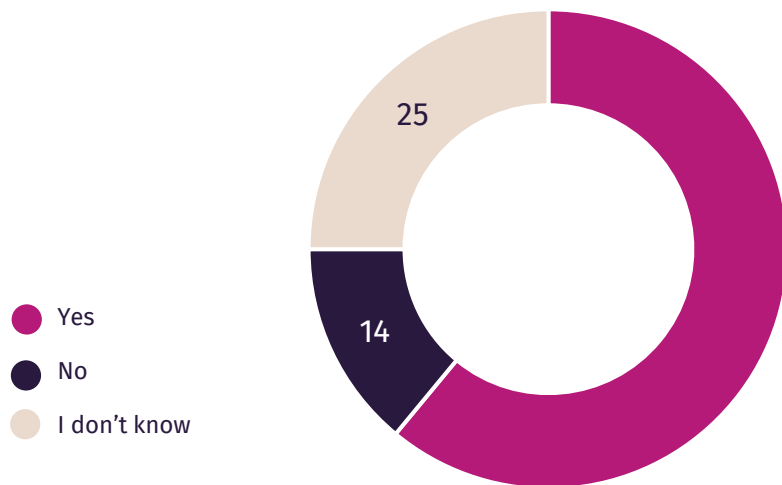


More than 3 in 5 people show interest in having their microbiome tested.

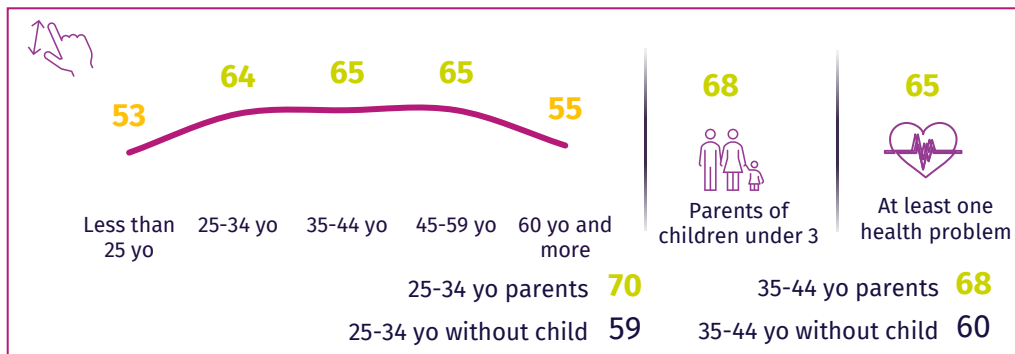


Question 2-2025. Would you personally be interested in taking a microbiome test?

Base: All respondents



61% would be interested in taking a microbiome test



● Significant differences vs total - superior

● Significant differences vs total - inferior

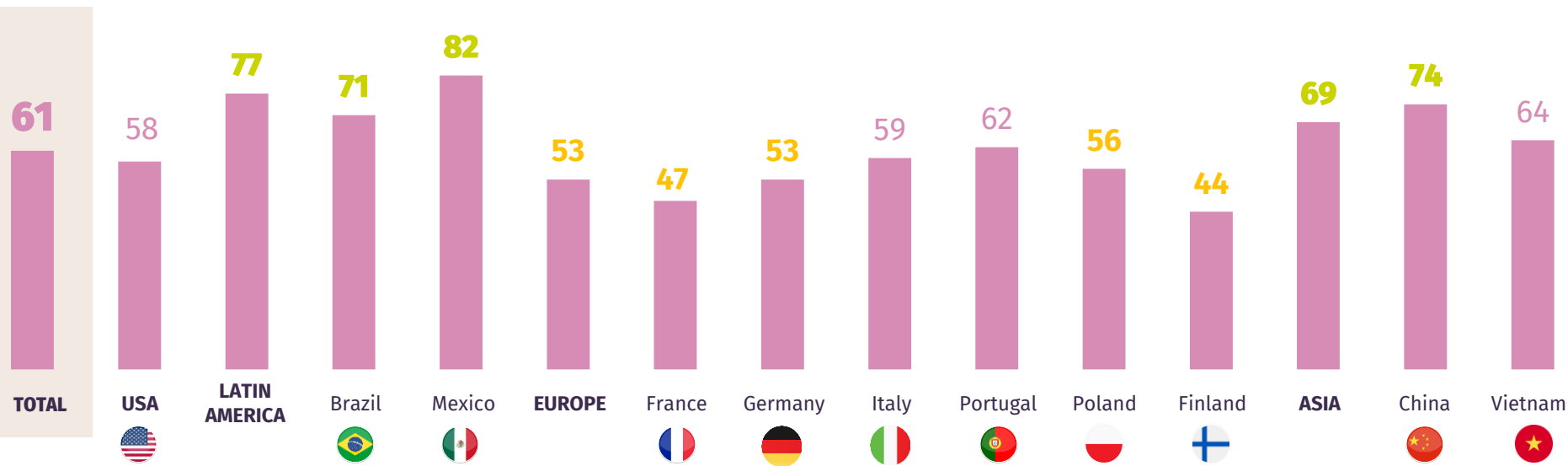
In detail, Latinos and Chinese express the highest interest in taking a microbiome test.



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

Base: All respondents

% Yes



● Significant differences vs total - superior

● Significant differences vs total - inferior

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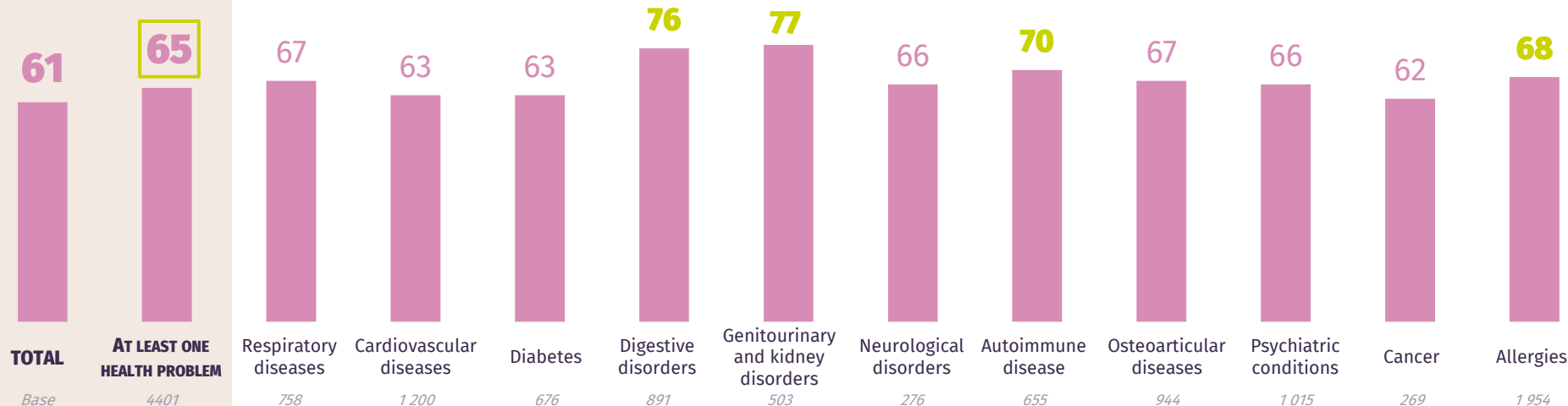
Among people with health problems, those with digestive, genitourinary, autoimmune or allergic conditions are more interested in testing their microbiome.



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

Base: All respondents

% Yes

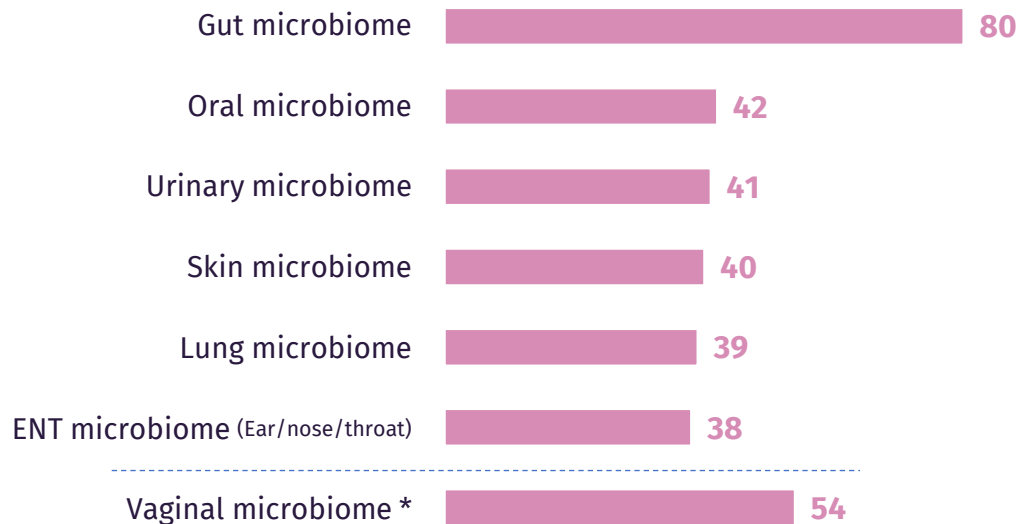


Gut microbiome stands out as the microbiome people most want to test.



Question 3-2025. Which one(s) would you be interested to test?

Base: Would be interested in taking a microbiome test (n=4680)



* Only displayed to women

French and Finns show above-average interest in gut microbiome testing.



Question 3-2025. Which one(s) would you be interested to test?

Base: Would be interested in taking a microbiome test (n=4680)

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	4680	569	1 182	359	823	1 840	468	264	297	312	277	222	1 089	766	323
Gut microbiome	80	77	78	80	76	83	87	78	82	80	81	91	75	81	68
Oral microbiome	42	51	38	41	35	40	39	27	34	44	42	56	47	51	42
Urinary microbiome	41	50	37	28	46	42	41	30	40	52	43	47	37	33	40
Skin microbiome	40	53	31	32	30	41	32	39	31	48	42	59	40	38	42
Lung microbiome	39	42	39	42	37	40	38	33	35	43	39	52	37	35	38
ENT microbiome (Ear/nose/throat)	38	49	42	48	37	37	32	31	31	44	37	50	32	27	38
Vaginal microbiome	30	37	33	34	32	26	26	22	24	30	24	32	31	31	31

● Significant differences vs total - superior

● Significant differences vs total - inferior

Women aged under 35 yo and mothers of young children express high interest in having their vaginal microbiome tested.

Question 3-2025. Which one(s) would you be interested to test?

Base: Would be interested in taking a microbiome test (n=4680)

	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	25-34 yo parents	25-34 yo without child	35-44 yo parents	35-44 yo without child
Base	4680	484	893	891	1 237	1 175	2 131	2 549	355	522	371	631	260
Gut microbiome	80	69	74	78	82	86	81	79	70	70	80	76	82
Oral microbiome	42	40	45	45	41	39	43	41	42	44	46	47	41
Urinary microbiome	41	35	36	40	40	47	43	39	39	37	35	40	39
Skin microbiome	40	45	44	42	37	36	38	41	41	40	47	39	48
Lung microbiome	39	37	36	38	39	43	42	37	33	34	38	36	41
ENT microbiome (Ear/nose/throat)	38	34	38	39	38	40	39	37	41	38	37	38	41
Vaginal microbiome	30	38	37	33	28	20	0*	54	44	40	34	36	28

● Significant differences vs total - superior

● Significant differences vs total - inferior

* Only displayed to women

Results are quite similar among people suffering from health problems.



Question 3-2025. Which one(s) would you be interested to test?

Base: Would be interested in taking a microbiome test (n= 4680)

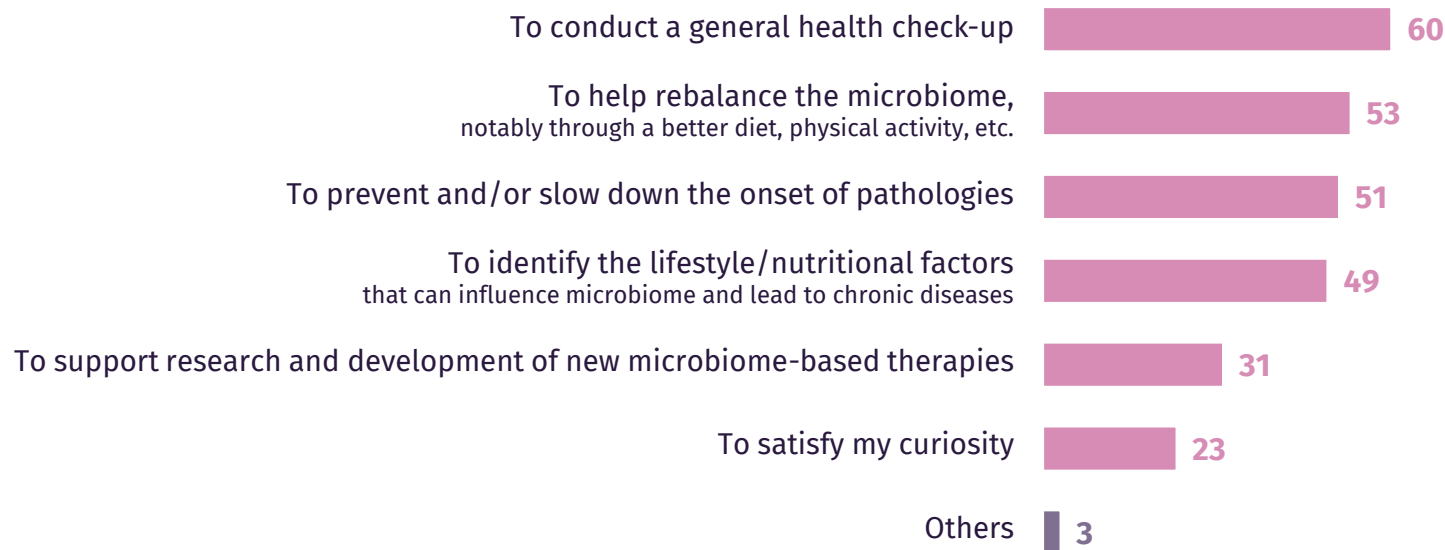
	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
Base	4680	2892	509	769	431	697	394	183	469	640	687	161	1 354
Gut microbiome	80	80	73	81	79	81	73	65	79	80	80	73	80
Oral microbiome	42	43	42	45	37	42	48	41	38	41	44	35	46
Urinary microbiome	41	42	41	48	42	42	47	39	42	44	42	49	42
Skin microbiome	40	41	40	43	37	39	41	43	41	36	45	38	46
Lung microbiome	39	41	51	45	41	38	39	31	39	41	46	38	44
ENT microbiome (Ear/nose/throat)	38	40	39	45	39	38	35	35	36	37	43	28	43
Vaginal microbiome	30	29	25	23	19	27	38	23	27	29	34	16	32

Testing microbiome could be useful for several reasons: for a general health check-up, to rebalance their microbiome, for disease prevention or to identify microbiome damaging factors.



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

Base: All respondents



In Brazil and China, people favor microbiome testing for disease prevention; in Vietnam, for microbiome rebalancing.



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

Base: All respondents

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
To conduct a general health check-up	60	65	58	56	60	60	64	62	50	64	62	60	55	54	57
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	53	58	55	54	57	48	49	48	45	51	50	49	60	59	61
To prevent and/or slow down the onset of pathologies	51	43	52	59	46	49	55	51	49	64	51	26	56	64	47
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	49	54	49	46	52	47	44	43	38	47	53	57	56	56	56
To support research and development of new microbiome-based therapies	31	40	30	35	26	30	28	30	22	32	29	38	32	27	37
To satisfy my curiosity	23	40	16	19	13	24	23	28	16	21	21	33	19	21	17
Others	3	4	1	2	1	4	5	6	4	2	4	4	2	2	3

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by country

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Regardless of the respondent's age, conducting a general health check-up emerges as the primary motivation for which microbiome testing might be useful.

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	25-34 yo parents	25-34 yo without child	35-44 yo parents	35-44 yo without child
Base		863	1 334	1 326	1 870	2 107	3 638	3 862	493	722	612	897	429
To conduct a general health check-up	60	54	58	58	59	64	58	61	62	54	61	60	56
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	53	49	58	53	52	51	49	56	58	60	56	55	48
To prevent and/or slow down the onset of pathologies	51	43	51	48	53	53	47	54	48	52	49	49	48
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	49	46	51	51	50	49	47	52	50	50	51	53	47
To support research and development of new microbiome-based therapies	31	34	34	34	30	28	29	33	36	35	34	35	31
To satisfy my curiosity	23	27	25	24	20	21	24	22	22	20	31	21	28
Others	3	4	3	4	3	3	4	3	3	2	3	3	6

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

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People with digestive, genitourinary, neurological or autoimmune conditions are more likely to think microbiome testing could be useful to help rebalance it.



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

Base: All respondents

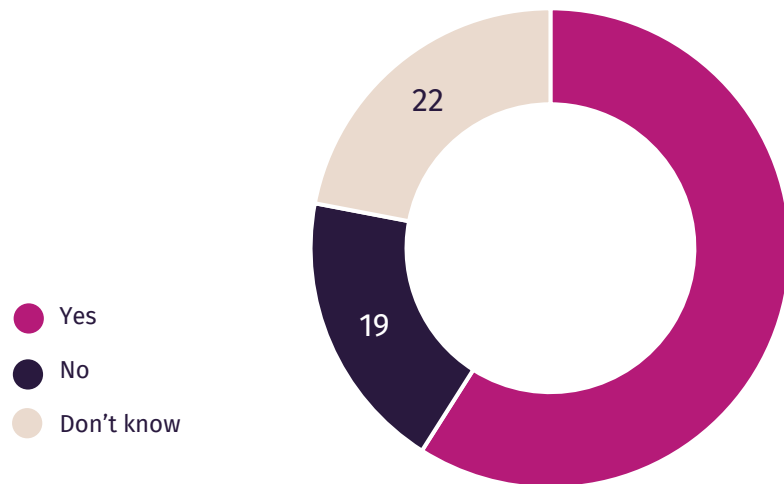
	TOTAL	AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Psychiatric conditions	Cancer	Allergies
	Base	4401	758	1200	676	891	503	276	655	944	1015	269	1954
To conduct a general health check-up	60	62	57	61	58	61	56	46	60	65	62	59	63
To help rebalance the microbiome, notably through a better diet, physical activity, etc.	53	56	53	58	51	63	61	51	61	59	57	51	60
To prevent and/or slow down the onset of pathologies	51	52	50	52	49	53	54	44	51	57	52	42	53
To identify the lifestyle/nutritional factors that can influence microbiome and lead to chronic diseases	49	53	48	53	49	58	55	50	53	56	54	42	54
To support research and development of new microbiome-based therapies	31	33	34	34	32	39	39	40	36	31	38	34	35
To satisfy my curiosity	23	23	27	24	24	21	21	31	22	19	29	21	24
Others	3	2	3	2	2	3	2	2	2	2	2	3	2

A majority of respondents would be willing to donate their stool for scientific purposes.

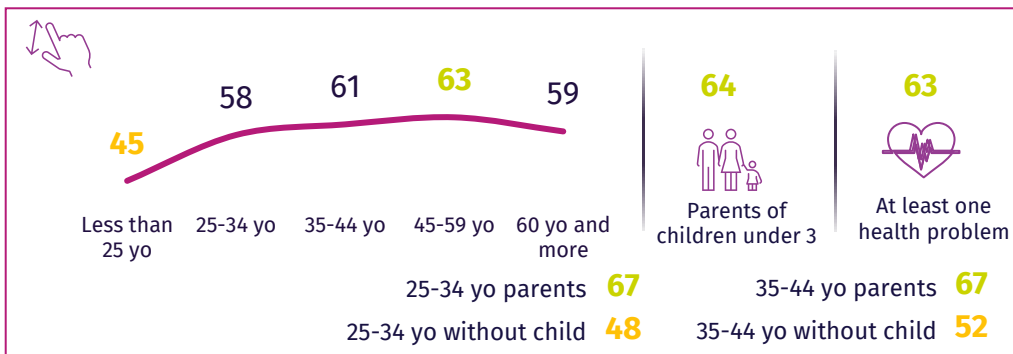


Question 5-2025. On a voluntary and anonymous basis, would you be willing to donate your stool (faecal sample) if it could contribute to advancing scientific knowledge in the fields of microbiome, nutrition, and health?

Base: All respondents



59% would be willing to donate their stool



● Significant differences vs total - superior

● Significant differences vs total - inferior

This precision was displayed to respondents: This donation would be without any individual/personal return, meaning there would be no financial compensation or any other form of individual benefit for participating.

Asians are more likely to be willing to donate their stool to help science understand microbiome.



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

% Yes

59

TOTAL

53

USA



61

LATIN
AMERICA

62

Brazil



61

Mexico



53

EUROPE

46

France



50

Germany



61

Italy



62

Portugal



56

Poland



42

Finland



77

ASIA

75

China



78

Vietnam



● Significant differences vs total - superior

● Significant differences vs total - inferior

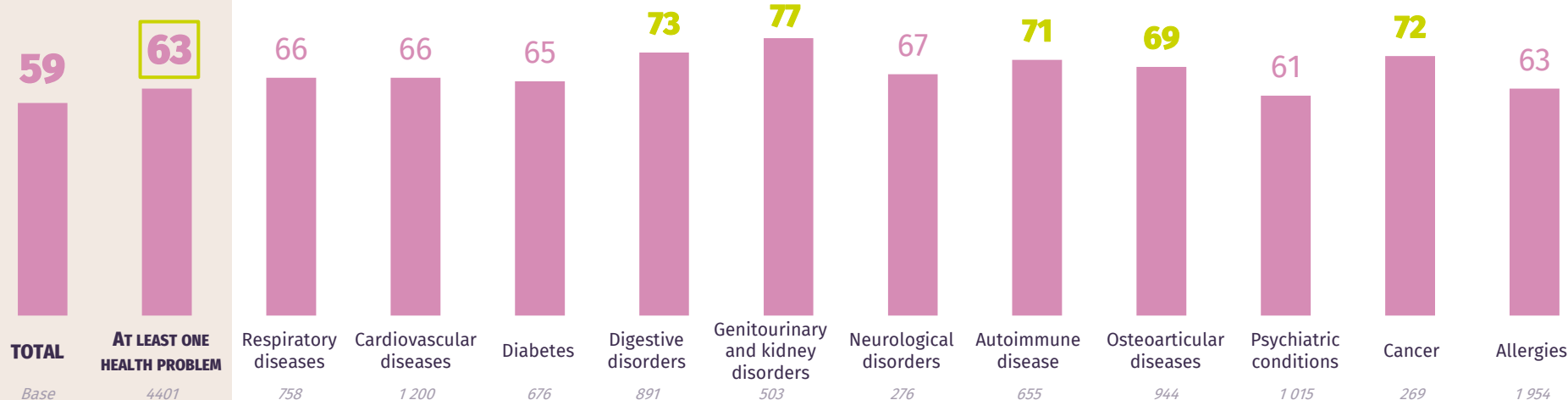


And people with health problems are more likely than average to be willing to donate stool samples to advance scientific knowledge on microbiome.

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

% Yes



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.

Appendices

Differences between countries.



RS10. Among the following health problems, indicate those you suffer from.
Base: All respondents

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Allergies	27	35	36	42	30	22	6	23	24	29	21	29	29	22	37
Cardiovascular diseases (heart attack, high cholesterol, poor circulation, heart failure...)	17	21	15	16	13	18	12	15	15	18	23	22	15	11	18
Osteoarticular diseases (Osteoporosis, arthritis...)	14	12	10	13	6	12	8	10	16	13	12	12	23	16	30
Psychiatric conditions (schizophrenia, bipolar syndrome, anxiety, depression, eating disorders...)	14	20	20	27	13	12	9	14	7	17	14	14	11	5	16
Digestive disorders (nonalcoholic fatty liver disease (NAFLD), Crohn disease, IBS...)	12	9	11	9	13	9	9	8	6	6	12	12	22	17	27
Respiratory diseases (Asthma, chronic obstructive pulmonary disease (COPD)...)	11	15	8	10	7	10	10	12	8	9	9	12	12	7	17
Diabetes	9	12	9	9	9	10	7	11	8	9	10	11	9	7	10
Autoimmune Disease (Rheumatoid arthritis, psoriasis, psoriatic arthritis, lupus...)	9	10	7	8	6	9	9	9	9	6	11	8	13	7	18
Genitourinary and Kidney Disorders (STIs, endometriosis, bacterial vaginosis, vaginitis, yeast infection)	7	6	6	7	5	5	4	4	5	4	7	3	14	11	17
Neurological disorders (Alzheimer's disease, Parkinson's disease, autism-spectrum disorders)	4	5	2	3	2	3	2	4	2	3	4	5	6	3	10
Cancer	4	5	2	3	2	4	5	4	2	5	5	5	4	2	6












● 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, filling the left side of the slide.

Main results per country

Overview of the country results

	 USA	 Brazil	 Mexico	 France	 Germany	 Italy	 Portugal	 Poland	 Finland	 China	 Vietnam
Awareness of the microbiome & its diversity											
Know exactly what is « microbiome »	28% ↗	26% ↗	21%	32% ↗	18%	31%	17%	18%	7%	18%	43%
Subtotal « Aware »	63% ↗	73% ↗	72% ↗	88% ↗	63%	78%	62%	74%	46%	69% ↗	94%
Subtotal Aware of the gut microbiome	51% ↗	60% ↗	63% ↗	70% ↗	41%	65%	46%	44%	38%	63% ↗	90%
Subtotal Aware of all microbiome	32% ↗	35% ↗	29%	25% ↗	19%	32%	27%	28%	25%	30%	54%
Level of knowledge around the microbiota											
Mean of good answers	5,1/9	5,8/9	5,7/9	5,6/9	5,5/9	6,0/9	6,0/9	6,0/9	6,2/9	7,0/9	5,9/9
Level of knowledge around the solutions which can maintain the microbiota balanced											
Know exactly what are probiotics	61% ↗	51% ↗	57%	38% ↗	42%	49%	42%	63%	28%	66% ↗	54%
Know exactly what are prebiotics	45% ↗	33% ↗	30%	16%	28%	29%	22%	38%	14%	36%	45%
Adoption and identification of appropriate behaviors to maintain a balanced microbiota											
Have changed their behaviors	52%	63%	64%	45%	36%	53%	49%	64%	39%	63%	85%
Level of information provided by healthcare professionals											
Received at least one piece of information at least once	57% ↗	72% ↗	83%	50% ↗	38%	65%	52%	79%	33%	69% ↘	92%
Microbiome testing											
Interested in taking a microbiome test	58%	71%	82%	47%	53%	59%	62%	56%	44%	74%	64%

A large, light-colored rectangular area on the left side of the slide contains a microscopic image of various bacteria. The bacteria are shown in shades of light purple and white against a white background, appearing as elongated, rod-like structures with some branching or flagella.

Ipsos Quality

OUR COMMITMENTS

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- **SYNTEC (professional union of market research companies in France; www.Syntec-etudes.Com)**
- **ESOMAR (European Society for Opinion and Market Research, www.Esomar.Org)**



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Market Research - version 2019
BY AFNOR CERTIFICATION**

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As such, the retention period for the personal data of people interviewed as part of a study is, unless there is a specific contractual commitment:

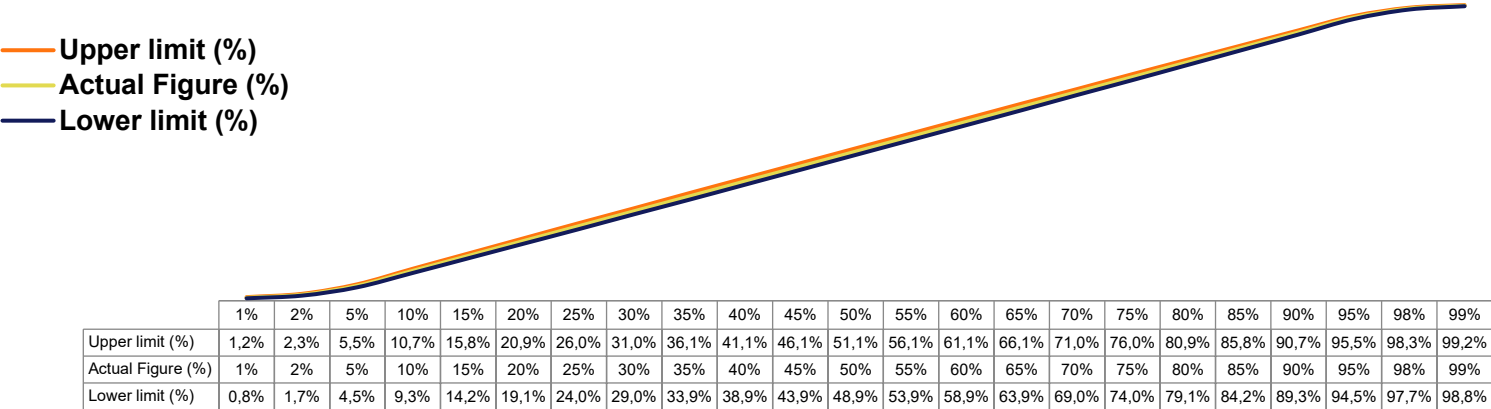
- 12 months following the end date of an Ad Hoc study.
- 36 months following the end date of each wave of a recurring study.

RELIABILITY OF RESULTS SPREADSHEET

In this instance, with regard to this study:

- Confidence interval: 95%
- Size of sample: N = 7500

The proportions observed are between :



Survey overview

CAWI survey – Online panel

SAMPLE

- **Target** : Male/female 18 and more in each country
- **Selection of the respondent** : participant selection using quotas
- **Sample representativeness** : criteria and sources : gender, age, active/inactive status, regions

DATA COLLECTION

- **Fieldwork dates** : January 21th – February 28th
- **Sample achieved** : 7500 interviews (1000 for France, Mexico, US and China, 500 in other countries)
- **Data collection** : on line with IIS Panel
- **Loyalty program with points- based award system for panelists**
- **Response quality control methods**: monitoring of participants' response behaviour (identification of responses that are too quick or careless, e.g. ticked in a straight or zigzag line)
- **Checking of IP and consistency of demographic data.**
- Data will be kept on a protected network for 2 years

DATA PROCESSING

- Weighted sample
- Method used: Rim Weighting Method
- Weighting criteria: gender, age, active/inactive status, regions

QUESTIONNAIRE



Document
Microsoft Word

RELIABILITY OF RESULTS:

Self completion online surveys

To ensure the overall reliability of a survey, all possible error components must be taken into account.
That is why Ipsos imposes strict controls and procedures at each stage of the survey process.

UPSTREAM OF THE DATA COLLECTION

- **Sample** : structure and representativeness
- **Questionnaire** : the questionnaire is worded by following an editing process with 12 compulsory standards. It is proofread and approved at a senior level and then sent to the client for final validation. The programming (or questionnaire script) **is tested by at least 2 people and validated.**
- **Data collection** : the interviewers are trained in survey techniques through a dedicated training module prior to any participation in a survey. In addition, they receive or attend a detailed briefing at the start of each survey.

DURING THE DATA COLLECTION

- **Sampling** : Ipsos imposes very strict operating rules for its selection frame in order to maximize the random nature of the sample selection : random selection from telephone listings, quota method, etc.

- **Fieldwork monitoring** : collection is monitored and checked (exclusive link, IP validation, panelists' behavior monitoring penetration, interview length, consistency of responses, participation rate, number of reminders, etc.)

DOWNSTREAM OF THE DATA COLLECTION

- The results are analyzed in accordance with the statistical analysis methods (confidence interval versus sample size, significance tests). The first results are systematically checked against the raw results from the data collection. The consistency of results is also checked (particularly the results observed versus comparison sources in our possession).
- In cases where sample weighting is used (margin calibration method), this is checked by the processing teams (DP) and then validated by the survey teams.

Survey overview

Organization (CAWI survey - Online panel)

ACTIVITIES CARRIED OUT OR COORDINATED BY IPSOS TEAMS IN FRANCE

- Design and methodology
- Conception and design of questionnaire/ validation of scripting
- Coordination and validation of translation
- Coordination of data collection
- Data processing
- Validation of the statistical analyses
- Creation of survey report
- Results presentation design
- Formatting of results
- Oral presentation

ACTIVITIES CARRIED OUT BY IPSOS EXPERT LOCAL TEAMS

- Translation
- Scripting
- Sampling (IIS panel)
- Emailing
- Data collection in France
- Data Map

ABOUT IPSOS

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

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

Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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

www.ipsos.com

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

GAME CHANGERS

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

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

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

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

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

You act better when you are sure.

THANK YOU