



# Growing awareness, greater opportunity: empowering healthcare professionals to advance microbiota education

## Microbiota is becoming a familiar word — but real understanding remains limited



**4 out of 5**  
have already heard about  
the term “microbiota”  
(72%, +1 point vs 2025)



**24% only**  
know exactly what it is  
(+1 point vs 2025)

## The diversity of microbiotas has increased compared to last year:



**63%**  
Gut microbiota  
(+6 points vs 2025)



**52%**  
Oral microbiota  
(+4 points vs 2025)



**51%**  
Vaginal microbiota  
(+2 points vs 2025)



**50%**  
Skin microbiota  
(+4 points vs 2025)

## Key microbiota facts are known by many — but important gaps persist



**79%** are aware of the impact diet can have on the balance of their microbiota (-1 point vs 2025)



**77%** know that a microbiota imbalance can have significant health consequences (-2 points vs 2025)



**40%** are aware that microbiota influences how a person’s body responds to cancer therapies



**23%** are aware that some respiratory allergies can be associated with an imbalance in the gut microbiota

## Trusted but less present: healthcare professionals’ role in microbiota education needs reinforcing

### HCPs remain the top-trusted microbiota information source



**3 out of 4 people**  
consider healthcare professionals as their primary source for reliable microbiota information (79%, +1 point vs 2025)

### Fewer people report having received microbiota guidance this year

**43%** have received explanation about the good behaviors to maintain the balance of their microbiota (-3 points vs 2025)

### Even for antibiotic prescriptions, professionals provide less information

**36%** have had advice on how they can limit the negative consequences of taking antibiotics on their microbiota (-2 points vs 2025)

## From awareness to action: microbiota-protective habits still need stronger HCP support

### Protective microbiota behaviors are still far from routine:



**44%** frequently consume fermented food (daily or several times a week)



**40%** regularly eat multiple fruits and vegetables (daily)



**34%** rarely eat ultra processed food consumption (less than monthly or never)

### When informed about microbiota, respondents show greater adoption of protective behaviors

Among those who have had all information, several times from HCPs

**85%** have changed their behaviors to keep their microbiota as balanced and functioning as smoothly as possible

**vs 53%**  
among all population

## Methodology:

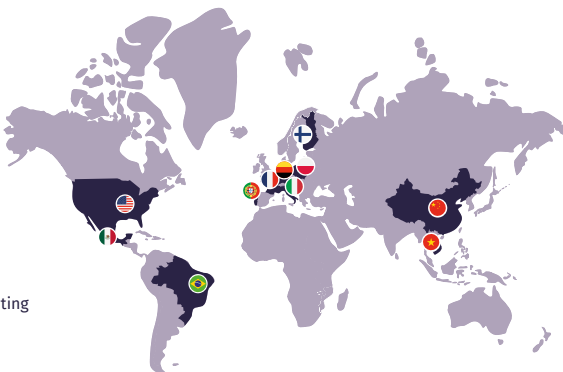
7,500 individuals were surveyed online February 3rd to March 13th, 2026 in 11 countries: USA, Brazil, Mexico, France, Portugal, Germany, Italy, China, Poland, Finland, Vietnam.

Representative samples by country ensured by the quota method applied to the respondent’s gender, age, region and occupation.

Changes are shown versus the previous wave conducted in 2025.

\* New questions were introduced in this year’s Observatory, preventing direct comparisons with previous years’ data.

BMI-26-25



**11**  
countries

**7 500**  
respondents