



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Fourth wave

China results

A large, semi-transparent rectangular area on the left side of the slide contains a microscopic image of various bacterial shapes, including rods and cocci, rendered in a light gray color against a white background.

Methods



Methods





2023 Entrants

-  USA (n=500)
-  Brazil (n=500)
-  Mexico (n=1,000)
-  France (n=1,000)
-  Portugal (n=500)
-  China (n=1,000)

2024 Entrants

-  Poland (n=500)
-  Finland (n=500)
-  Vietnam (n=1000)

2025 Entrants





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

11
countries

7 500
respondents

The International Microbiota Observatory was conducted online in **11 countries** from February 3rd – March 13th, 2026. Representative samples by country are ensured by the quota method applied to the respondent's gender, age, region and occupation.



Throughout the report, all results are presented in %. Statistical significance of sub-populations and with the previous wave are calculated at a confidence level of 95%. To enhance readability, significant differences are highlighted using  green and  orange colors, and evolution by arrows.  



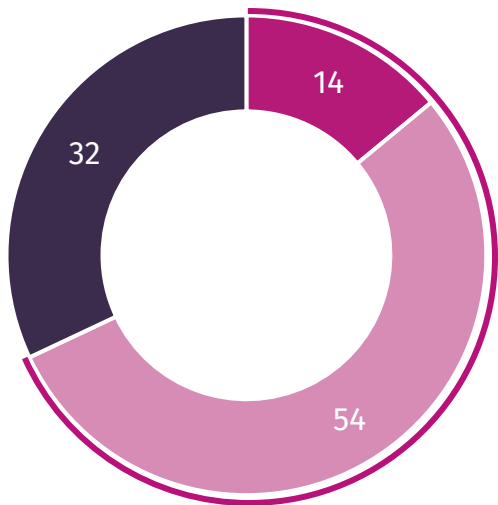
**Microbiome awareness
remains moderate,
without significant
improvement**



In China, Microbiome awareness is not improving and still below global norms.



Question 2. Have you ever heard of the "microbiome"?
Base: All respondents



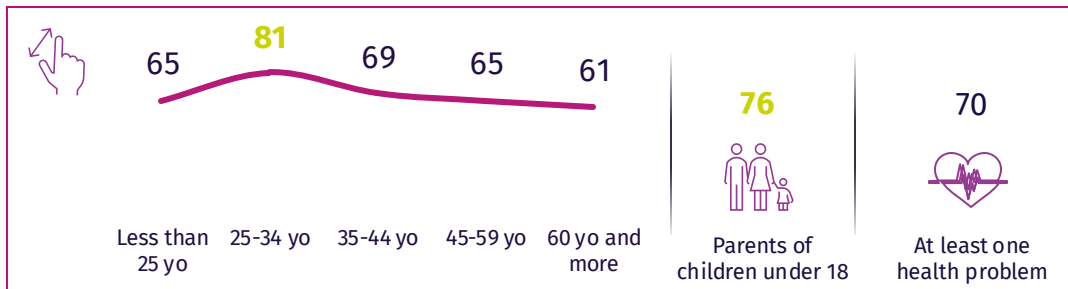
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

68% have already heard about the term microbiome

2025: 69%
2024: 76%
2023: 57%



72%



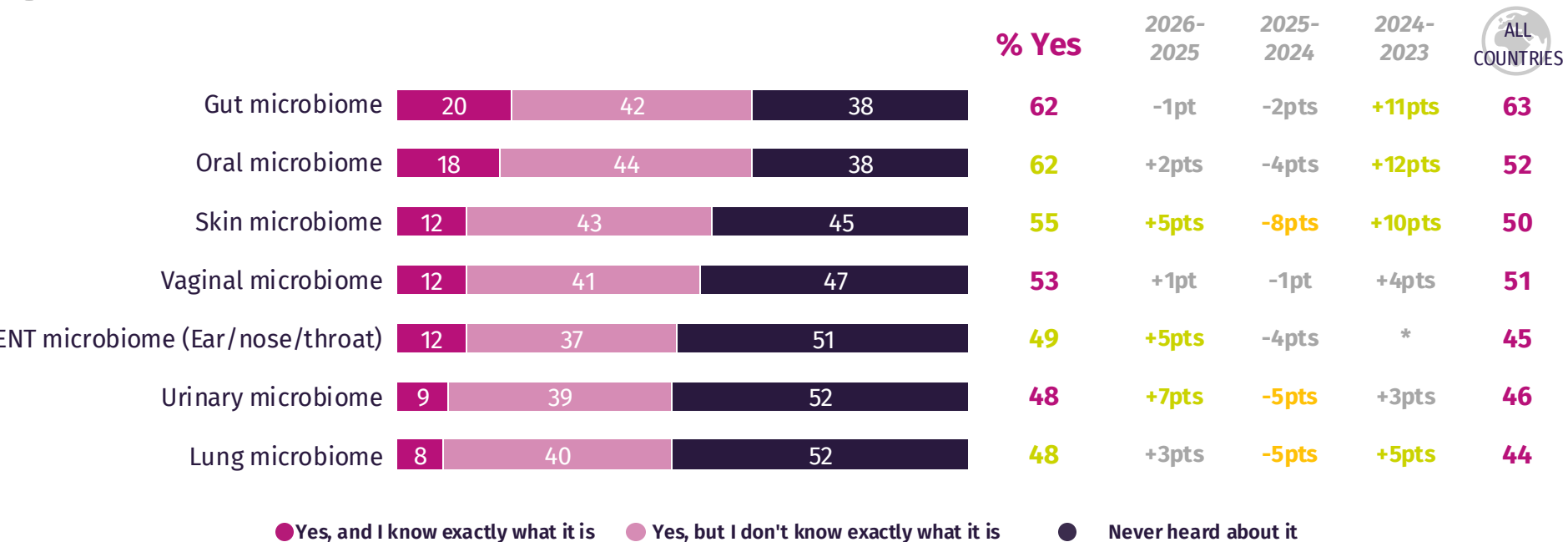
● Significant differences vs total - superior ● Significant differences vs total - inferior



However, some microbiome locations are more recognized by Chinese people vs globally



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

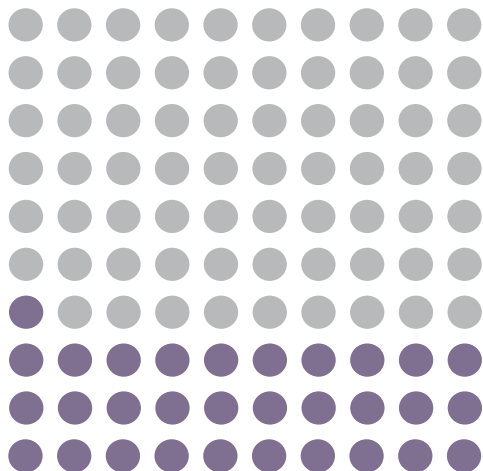


*This item has been detailed in 2024, no evolution possible vs 2023

Overall, 3 in 10 are aware of the diversity of the microbiome. Parents and respondents aged 25-34 years old stand out in terms of awareness.



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

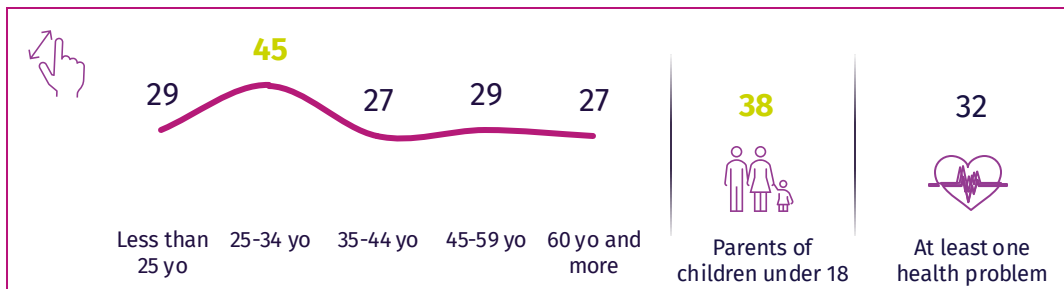
2025: 30%

2024: 30%

2023: 34%



32%



But only **2%** know precisely all of them

2025 : 4% **-2pts vs 2025**

2024 : 4%

2023 : 3%



7%



Despite widespread pro/prebiotic prescribing, patient education remains moderate.

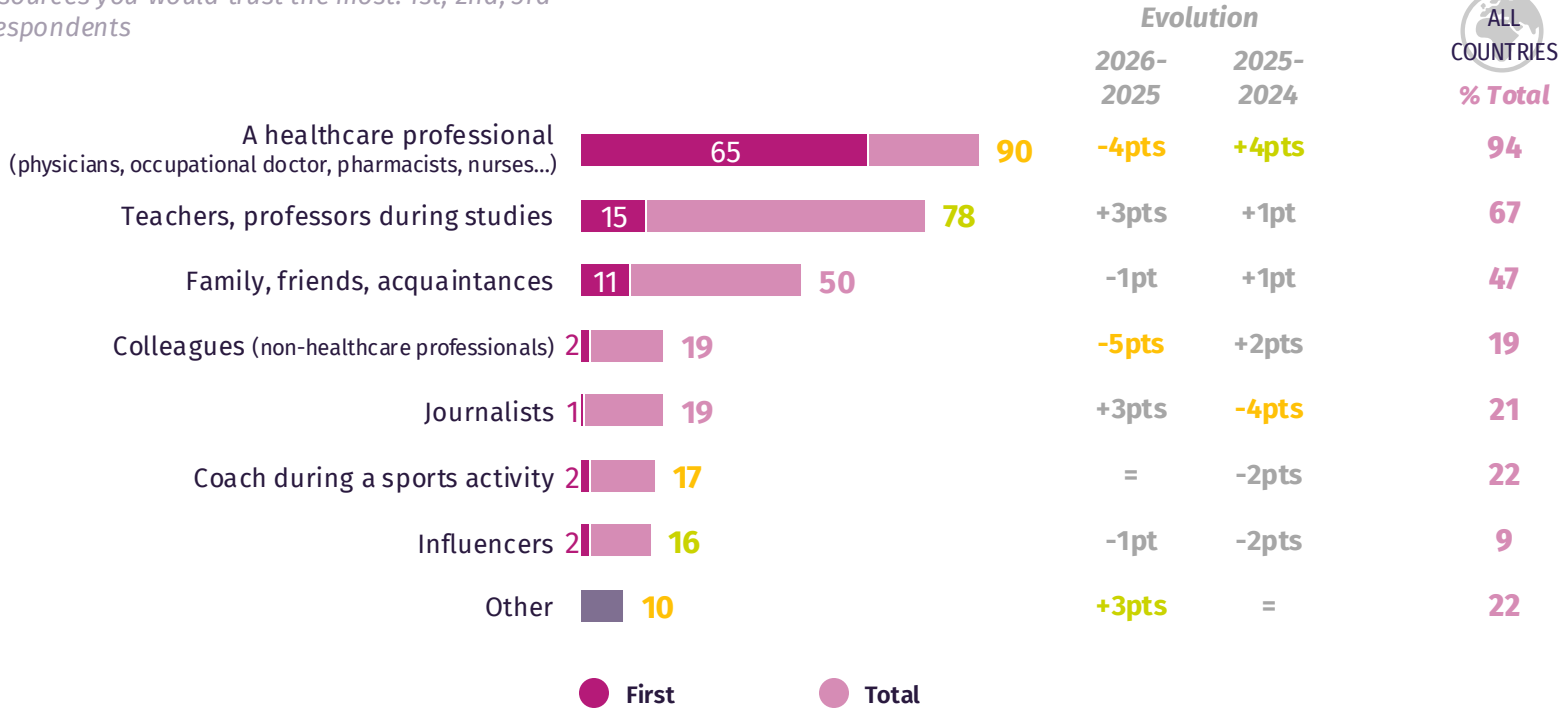


Around 2/3 of Chinese people would first trust a HCP for relevant and trustworthy information about microbiome

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



● First

● Total



Healthcare professionals remain as the most reliable source of information for all Chinese, peaking among men and older people.

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

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

Base: All respondents

| | Total | Less than 25 yo <i>n</i> =100 | 25-34 yo <i>n</i> =207 | 35-44 yo <i>n</i> =185 | 45-59 yo <i>n</i> =296 | 60 yo and more <i>n</i> =212 | Men <i>n</i> =493 | Women <i>n</i> =507 | Parents of children under 18 <i>n</i> =505 | At least one health problem <i>n</i> =549 |
|---|-----------|----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------------|----------------------|------------------------|---|--|
| A healthcare professional (physicians, occupational doctor, pharmacists, nurses...) | 90 | 93 | 78 | 92 | 91 | 97 | 95 | 85 | 85 | 91 |
| Teachers, professors during studies | 78 | 87 | 70 | 78 | 75 | 83 | 78 | 77 | 73 | 78 |
| Family, friends, acquaintances | 50 | 45 | 45 | 49 | 53 | 55 | 50 | 51 | 48 | 51 |
| Colleagues (non-healthcare professionals) | 19 | 14 | 28 | 22 | 18 | 13 | 17 | 22 | 26 | 16 |
| Journalists | 19 | 20 | 27 | 14 | 19 | 18 | 18 | 21 | 20 | 21 |
| Coach during a sports activity | 17 | 20 | 24 | 16 | 16 | 13 | 16 | 19 | 20 | 18 |
| Influencers | 16 | 9 | 23 | 24 | 12 | 10 | 15 | 16 | 23 | 16 |
| Other | 10 | 12 | 5 | 6 | 16 | 10 | 12 | 9 | 6 | 9 |

● Significant differences vs total - superior

● Significant differences vs total - inferior



2 out of 5 report being given all information on the microbiome by their HCPs, surpassing global norms.



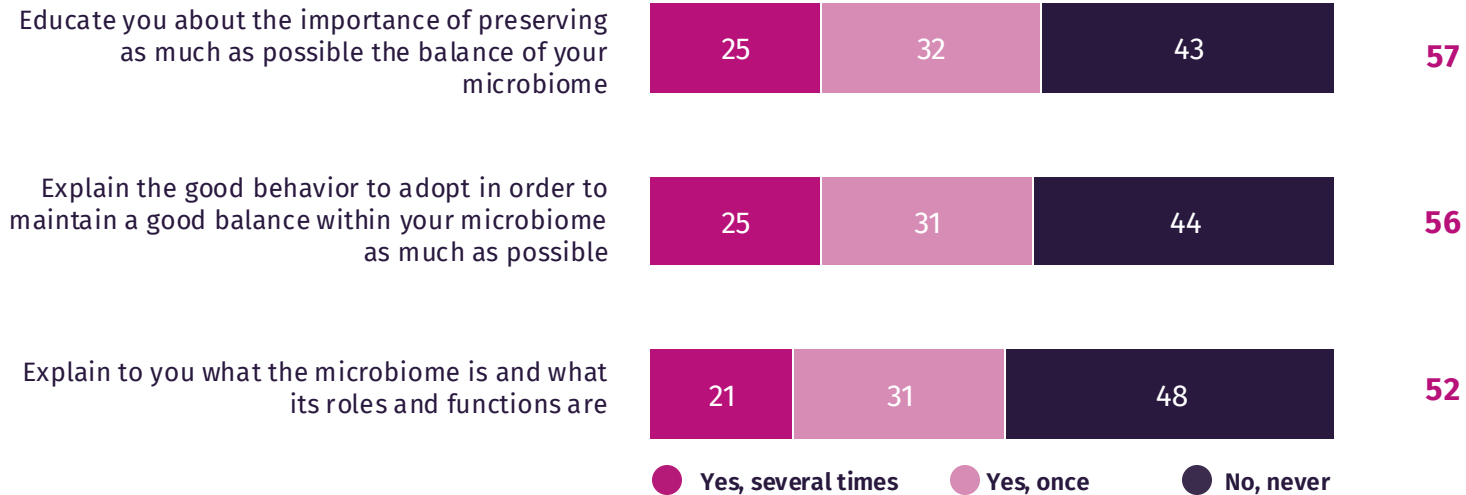
Question 5. Have any of the healthcare professionals you have seen ever done any of the following?
Base: All respondents

Only **43%** received **ALL THESE INFORMATION**, at least one time
10% received all these information several times



33%
11%

% Yes



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

However, the trend is stable, with no significant year to year increase.



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

Base: All respondents

| % Yes | Total | Evolution | | | ALL COUNTRIES |
|---|-------|-----------|-----------|-----------|---------------|
| | | 2026-2025 | 2025-2024 | 2024-2023 | |
| % Received ALL THESE INFORMATION, at least one time | 43 | +1pt | +1pt | -6pts | 33 |
| % Received ALL THESE INFORMATION, <u>several times</u> | 10 | -1pt | +2pts | +2pts | 11 |
| Educate you about the importance of preserving as much as possible the balance of your microbiome | 57 | = | -1pt | -11pts | 43 |
| Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible | 56 | +1pt | +1pt | -15pts | 43 |
| Explain to you what the microbiome is and what its roles and functions are | 52 | = | +1pt | -12pts | 39 |



Chinese parents and individuals with health conditions have received the most information from their healthcare professionals.



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

| % Yes | Total | Less than 25 yo | 25-34 yo | 35-44 yo | 45-59 yo | 60 yo and more | Men | Women | Parents of children under 18 | At least one health problem |
|---|-------------|-----------------|-----------|----------|-----------|----------------|-------|-------|------------------------------|-----------------------------|
| | base n=1000 | n=100 | n=207 | n=185 | n=296 | n=212 | n=493 | n=507 | n=505 | n=549 |
| Educate you about the importance of preserving as much as possible the balance of your microbiome | 57 | 56 | 75 | 55 | 48 | 58 | 54 | 60 | 68 | 65 |
| Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible | 56 | 49 | 74 | 55 | 49 | 54 | 55 | 57 | 68 | 65 |
| Explain to you what the microbiome is and what its roles and functions are | 52 | 42 | 70 | 51 | 46 | 50 | 50 | 54 | 64 | 61 |

● Significant differences vs total - superior

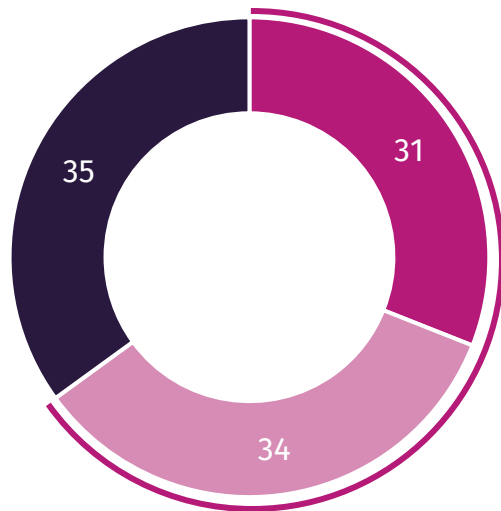
● Significant differences vs total - inferior



In China, prebiotic and probiotic prescriptions seem more common than the global average, with marked demographic differences: parents and adults aged 25-34 are more likely to receive them.



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



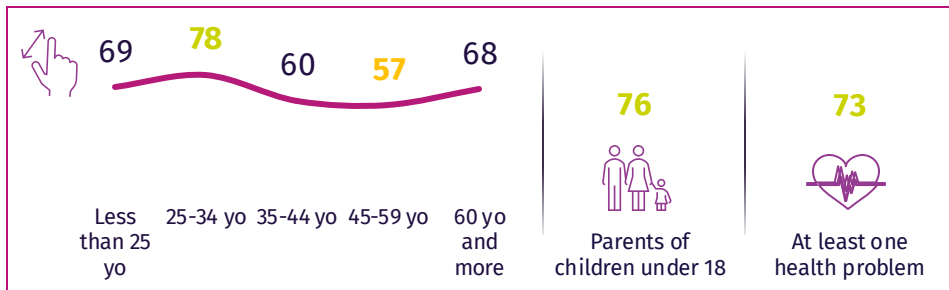
- Yes, several times
- Yes, once
- No never

65% were prescribed with prebiotics or probiotics

2025: 56%
2024: 62%
2023: 71%



51%





Microbiome guidance post-antibiotics is more common in China vs globally but still reaches only a minority.

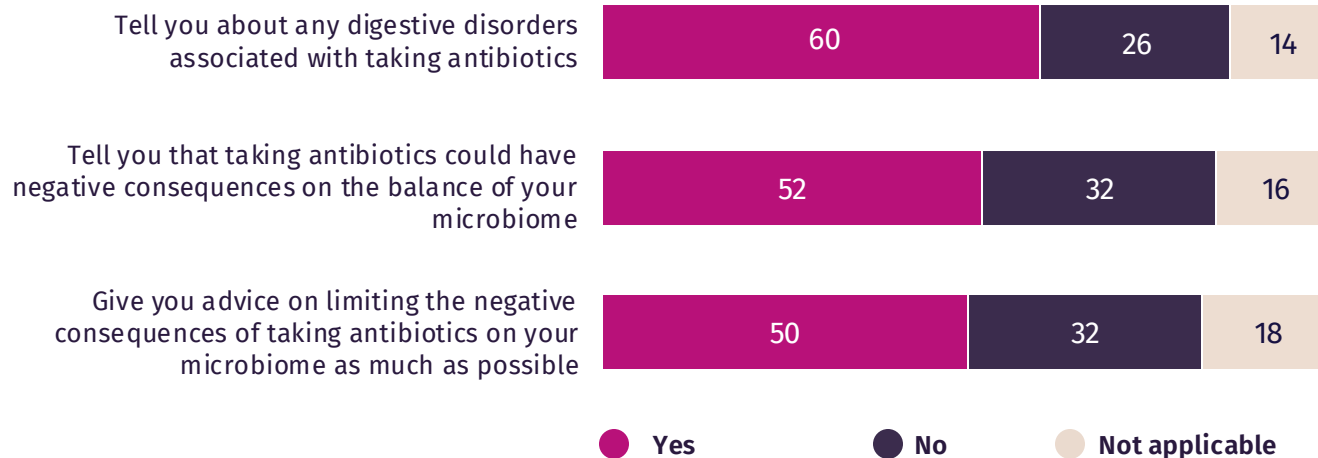


Question 7. The last time a doctor prescribed antibiotics, did they do the following?
Base: All respondents

Only **35%** received **ALL THESE INFORMATION** from their HCPs



25%





However, the trend is upward year over year.



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

Base: All respondents

% Yes

| | Total | Evolution | | | ALL COUNTRIES |
|--|-----------|-----------|-----------|-----------|---------------|
| | | 2026-2025 | 2025-2024 | 2024-2023 | |
| % HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS | 35 | +3pts | +3pts | +1pt | 25 |
| Tell you about any digestive disorders associated with taking antibiotics | 60 | +10pts | +3pts | -4pts | 45 |
| Tell you that taking antibiotics could have negative consequences on the balance of your microbiome | 52 | +4pts | +3pts | -9pts | 39 |
| Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible | 50 | +2pts | = | -5pts | 36 |



In China, individuals with at least one health issue and parents receive more information and guidance 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 18 | At least one health problem |
|--|----------------|-----------------|-----------|-----------|-----------|----------------|------------------------------|-----------------------------|
| | base n=1000 | n=100 | n=207 | n=185 | n=296 | n=212 | n=505 | n=549 |
| % HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS | 35 | 33 | 32 | 36 | 35 | 36 | 37 | 39 |
| Tell you about any digestive disorders associated with taking antibiotics | 60 | 68 | 60 | 60 | 58 | 58 | 63 | 66 |
| Tell you that taking antibiotics could have negative consequences on the balance of your microbiome | 52 | 52 | 61 | 50 | 49 | 50 | 59 | 59 |
| Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible | 50 | 48 | 57 | 47 | 48 | 49 | 58 | 56 |



Significant differences vs total - superior



Significant differences vs total - inferior

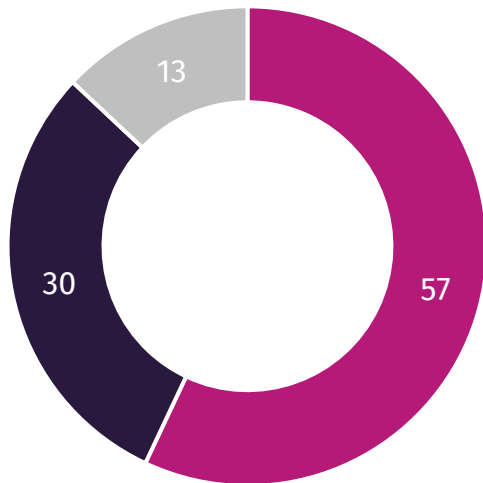


A majority in China report receiving a prebiotic or probiotic when given antibiotics, higher than the global average – and peaking among people with health conditions.



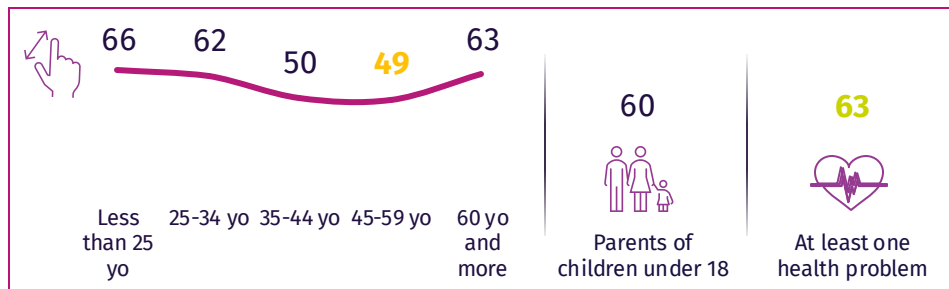
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents



57% were prescribed with prebiotics or probiotics

ALL COUNTRIES
38%



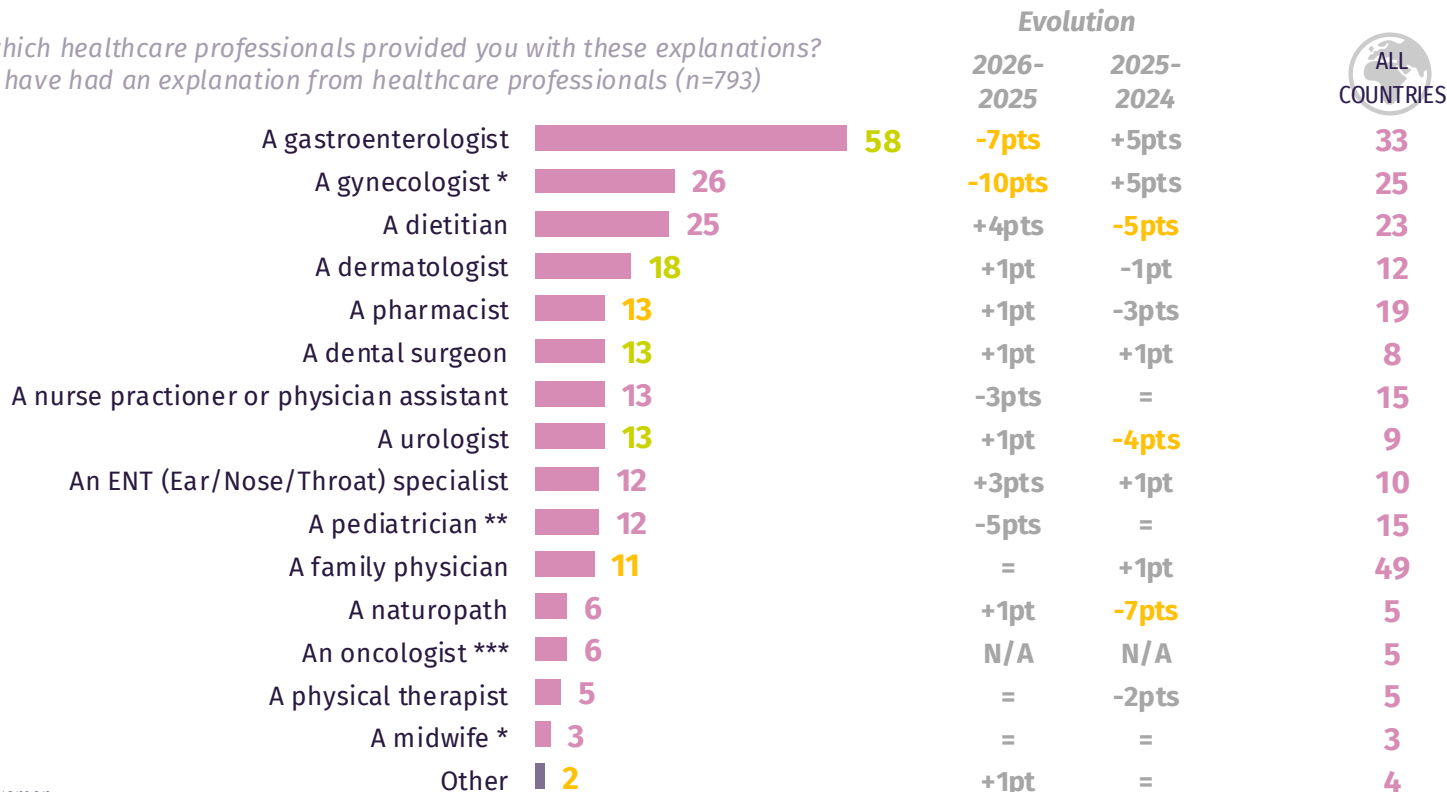
- Yes
- No
- Not applicable

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

The Gastroenterologist, is the top professional sources of information about microbiome in China.



Question 6. And which healthcare professionals provided you with these explanations?
Base: People who have had an explanation from healthcare professionals (n=793)



* Item displayed to women

** Item displayed to parents

*** This item has been added this year. Due to low basis of people suffering from cancer, this item is displayed on all respondents.



In China, across demographics, the leading source of information on microbiome is the gastroenterologist, peaking among the eldest.

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

Base: People who've received some information from HCPs (n=793)

| | Total | Less than 25 yo | 25-34 yo | 35-44 yo | 45-59 yo | 60 yo and more | Men | Women | Parents of children under 18 | At least one health problem |
|---|-----------|-----------------|-----------|-----------|----------|----------------|-----------|-----------|------------------------------|-----------------------------|
| base | n=793 | n=81 | n=185 | n=146 | n=216 | n=165 | n=393 | n=400 | n=435 | n=484 |
| A gastroenterologist | 58 | 44 | 43 | 61 | 58 | 76 | 65 | 51 | 56 | 63 |
| A gynecologist | 26 | 21 | 21 | 26 | 33 | 29 | 0 | 26 | 22 | 30 |
| A dietitian | 25 | 28 | 27 | 26 | 22 | 27 | 25 | 25 | 27 | 24 |
| A dermatologist | 18 | 13 | 19 | 25 | 18 | 16 | 17 | 20 | 18 | 20 |
| A pharmacist | 13 | 19 | 10 | 16 | 12 | 12 | 13 | 12 | 14 | 14 |
| A dental surgeon | 13 | 17 | 11 | 17 | 15 | 8 | 15 | 12 | 11 | 12 |
| A nurse practitioner or physician assistant | 13 | 18 | 13 | 11 | 15 | 11 | 14 | 12 | 13 | 12 |
| A urologist | 13 | 13 | 13 | 12 | 17 | 10 | 14 | 13 | 15 | 15 |
| An ENT (Ear, Nose, Throat) specialist | 12 | 16 | 10 | 9 | 11 | 14 | 13 | 11 | 10 | 12 |
| A pediatrician | 12 | 0 | 16 | 14 | 8 | 5 | 7 | 16 | 12 | 13 |
| A family physician | 11 | 6 | 11 | 18 | 10 | 11 | 12 | 10 | 14 | 11 |
| A naturopath | 6 | 2 | 7 | 11 | 4 | 4 | 6 | 5 | 8 | 5 |
| An oncologist* | 6 | 2 | 9 | 10 | 6 | 3 | 5 | 7 | 8 | 5 |
| A physical therapist | 5 | 2 | 6 | 5 | 6 | 3 | 5 | 5 | 7 | 5 |
| A midwife | 3 | 0 | 5 | 3 | 5 | 0 | 0 | 3 | 4 | 2 |
| Other | 2 | 4 | 0 | 1 | 2 | 2 | 2 | 1 | 0 | 1 |

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

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*This item has been added this year



3

Key microbiome facts are known by many — but need to be reinforced

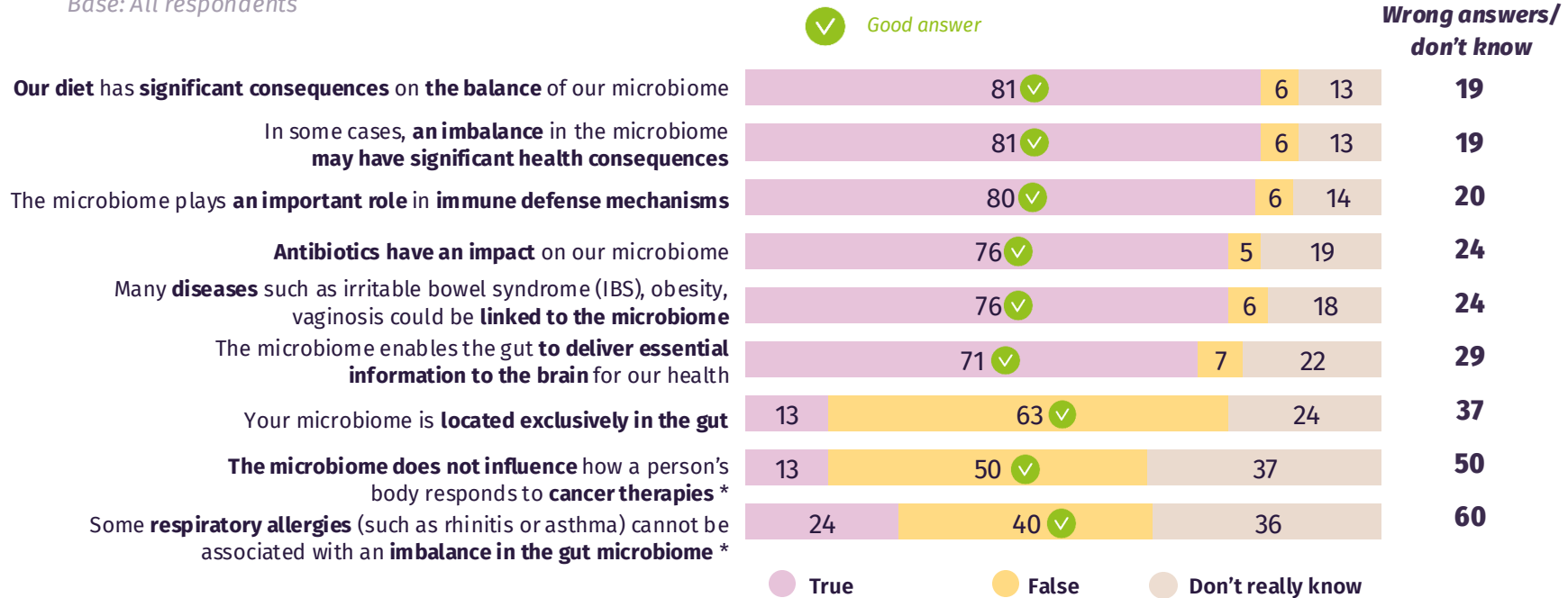


Most Chinese people get a good understanding of the microbiome's role and functions.



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



* These items have been added this year

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Yet, year after year, variations show how fragile the level of knowledge is among Chinese people.



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

Base: All respondents

% good answer

| | Total | Evolution | | | ALL COUNTRIES |
|--|-------|-----------|-----------|-----------|---------------|
| | | 2026-2025 | 2025-2024 | 2024-2023 | |
| Our diet has significant consequences on the balance of our microbiome | 81 | -3pts | +10pts | +8pts | 79 |
| In some cases, an imbalance in the microbiome may have significant health consequences | 81 | -8pts | +12pts | +7pts | 77 |
| The microbiome plays an important role in immune defense mechanisms | 80 | -4pts | +10pts | +6pts | 76 |
| Antibiotics have an impact on our microbiome | 76 | = | +6pts | +6pts | 71 |
| Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome | 76 | -6pts | +11pts | N/A | 68 |
| The microbiome enables the gut to deliver essential information to the brain for our health | 71 | -2pts | +11pts | = | 60 |
| Your microbiome is located exclusively in the gut | 63 | -10pts | +11pts | +11pts | 49 |
| The microbiome does not influence how a person's body responds to cancer therapies * | 50 | N/A | N/A | N/A | 40 |
| Some respiratory allergies (such as rhinitis or asthma) cannot be associated with an imbalance in the gut microbiome * | 40 | N/A | N/A | N/A | 23 |

● Significant differences vs total - superior

● Significant differences vs total - inferior

* These items have been added this year



Chinese people and more specifically men have a better knowledge on the microbiome.



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

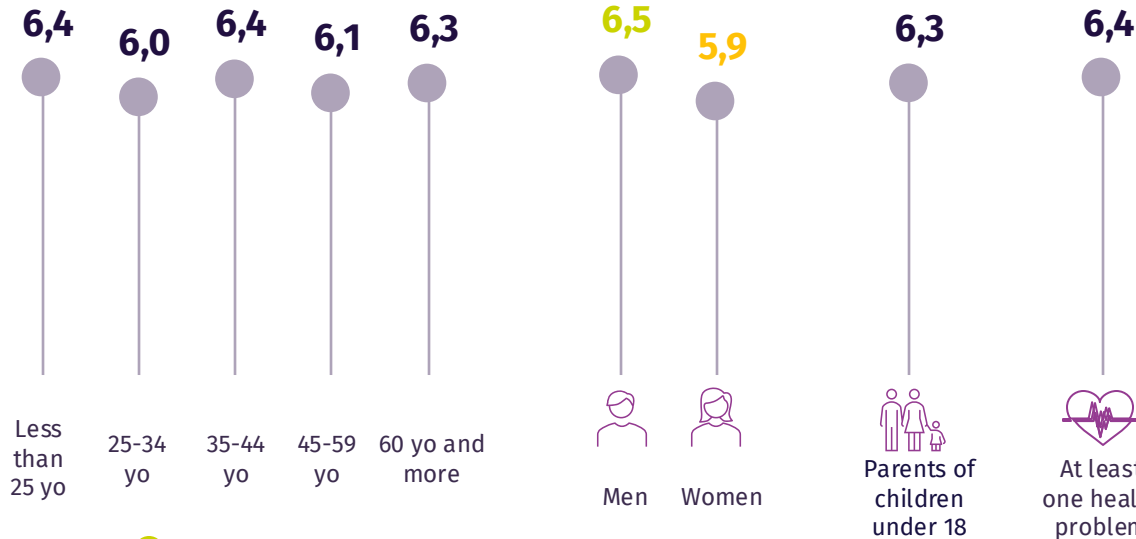
Base: All respondents



5,4



Number of good responses on average



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



4

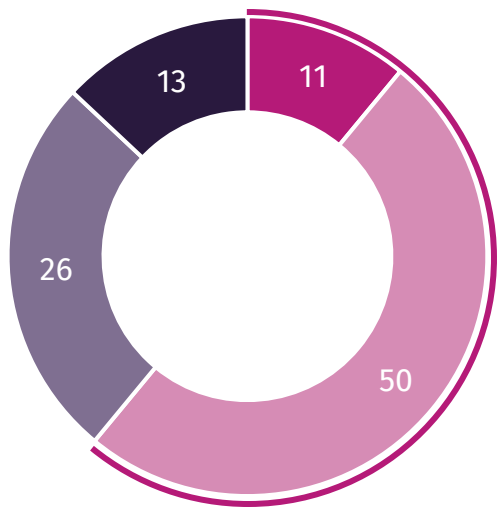
**Strong change reported
for maintaining the
balance of the
microbiome, modest
action**

Around 2/3 report taking action for their microbiome health, surpassing the global average - but most of them are changing 'a little' 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, a lot
- Yes, a little
- No, not really
- No, not at all

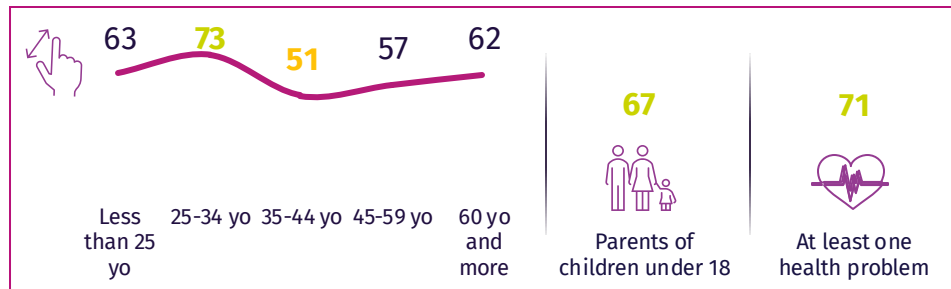
61% have changed their behaviors

2025: **63%**

2024: **62%**



53%



● Significant differences vs total - superior

● Significant differences vs total - inferior

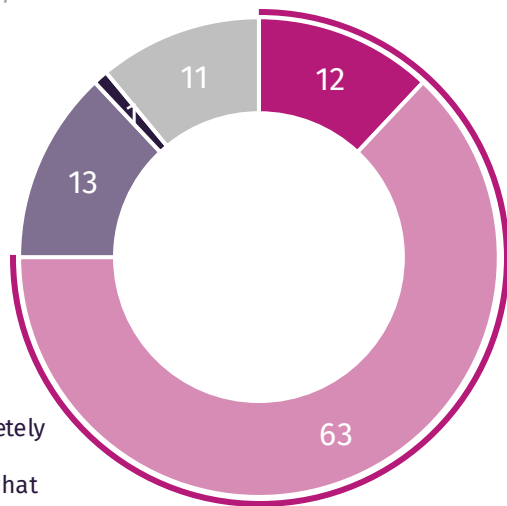


With 3 people out of 4 considering their gut microbiome as well-balanced - China is one of the country where this feeling is the strongest compared to the global results.

NEW QUESTION

Question 14V4. Do you consider that your gut microbiome is currently well balanced?

Base: All respondents

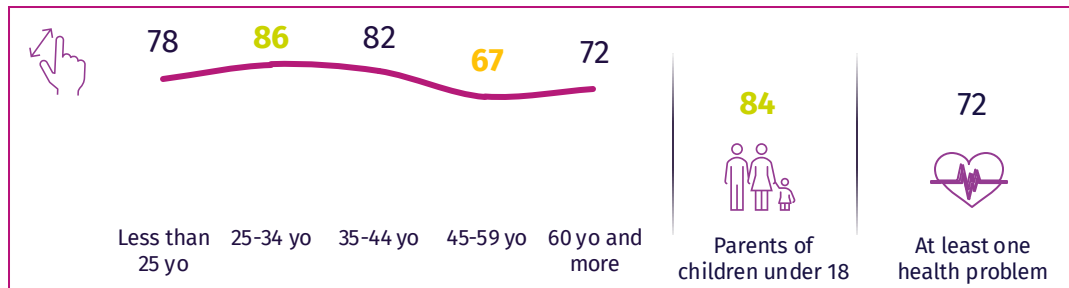


- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

75% consider that their gut microbiome is currently well balanced



59%



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

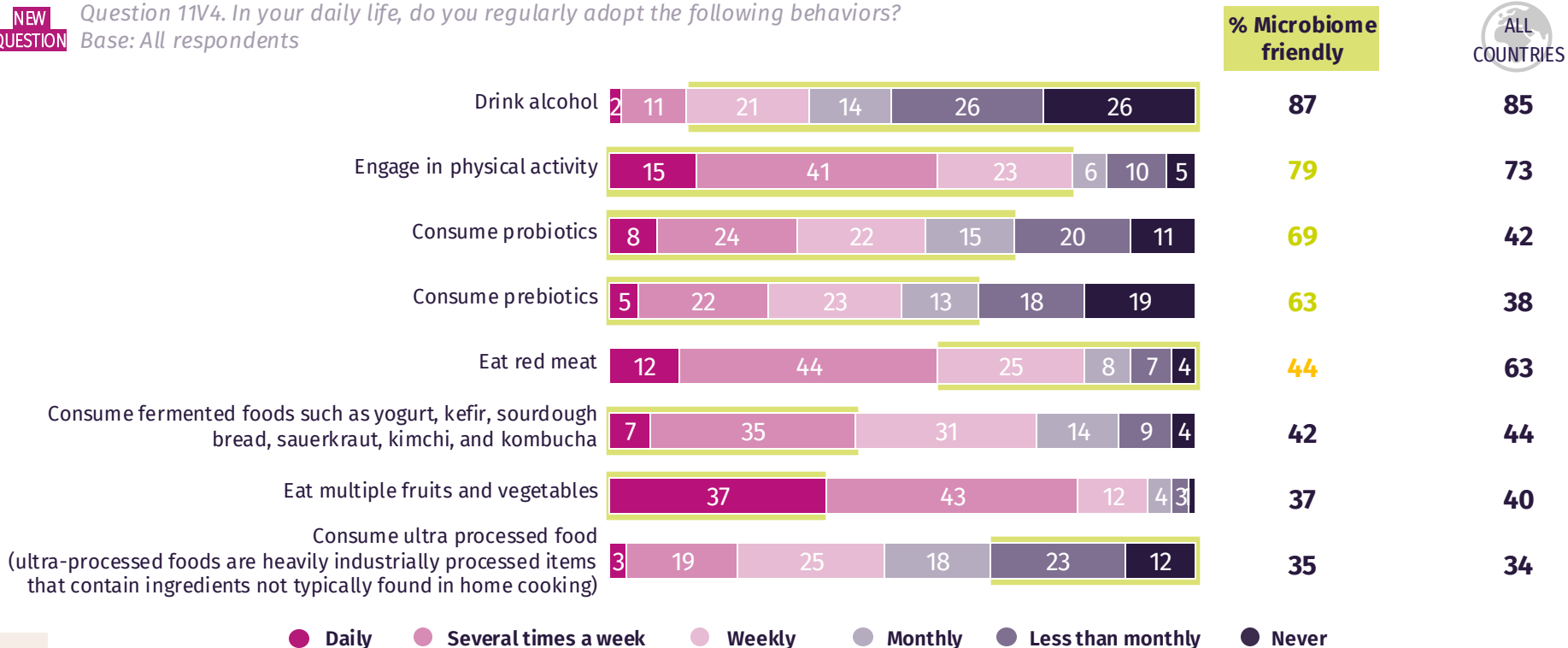


Opportunities remain to strengthen microbiome-friendly habits in China: red-meat consumption is high, while consumption of fermented foods and fruits/vegetables aligns with the global average.

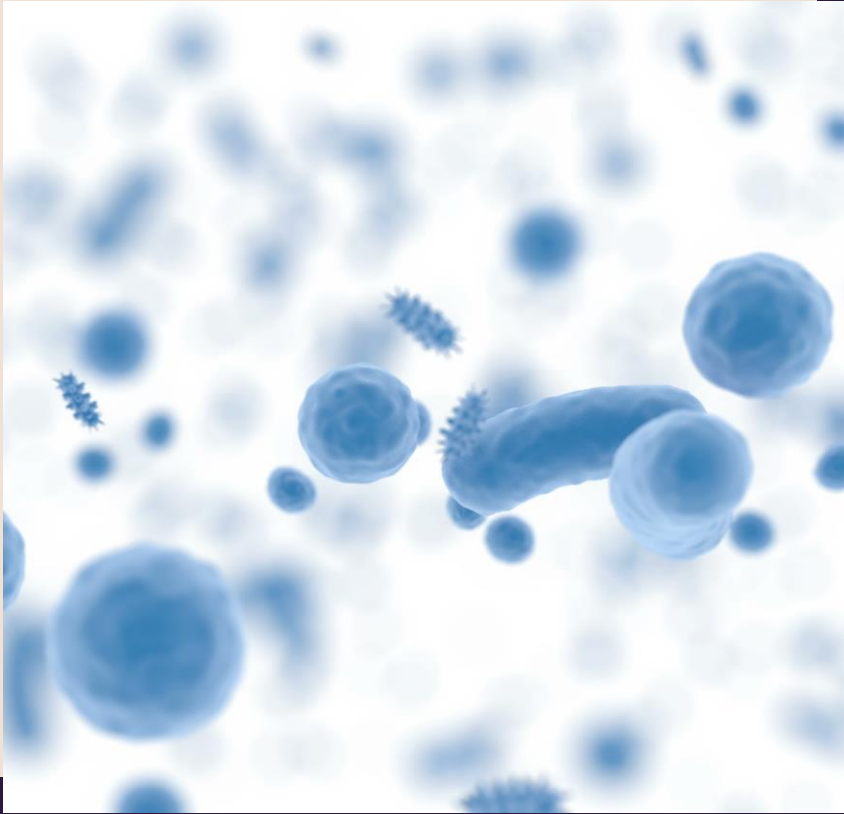
NEW QUESTION

Question 11V4. In your daily life, do you regularly adopt the following behaviors?

Base: All respondents



● Daily ● Several times a week ● Weekly ● Monthly ● Less than monthly ● Never



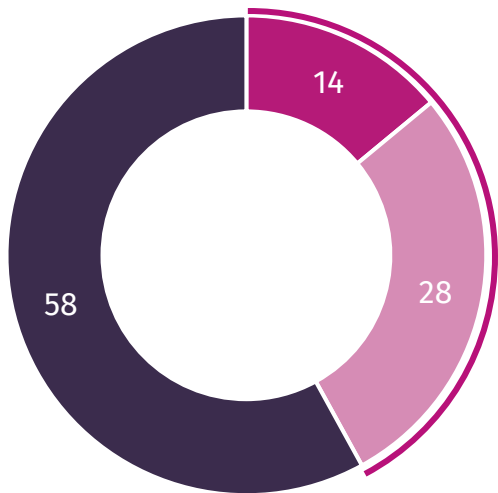
5 Focus on the first 1,000 days of life



In line with global results, 2 Chinese parents in 5 have already heard of the « first 1,000 days of life ».

NEW QUESTION

Question 2V4. Have you ever heard about the scientific concept of the “first 1,000 days of life”?
Base: Parents or pregnant women (n=513)

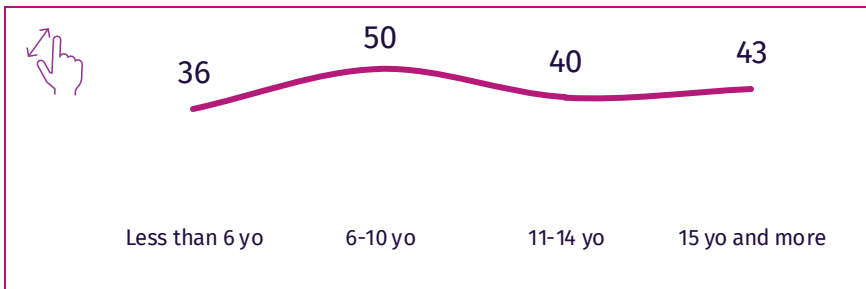


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

42% have heard about the scientific concept of the « first 1,000 days of life »
36% among total population



43%



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



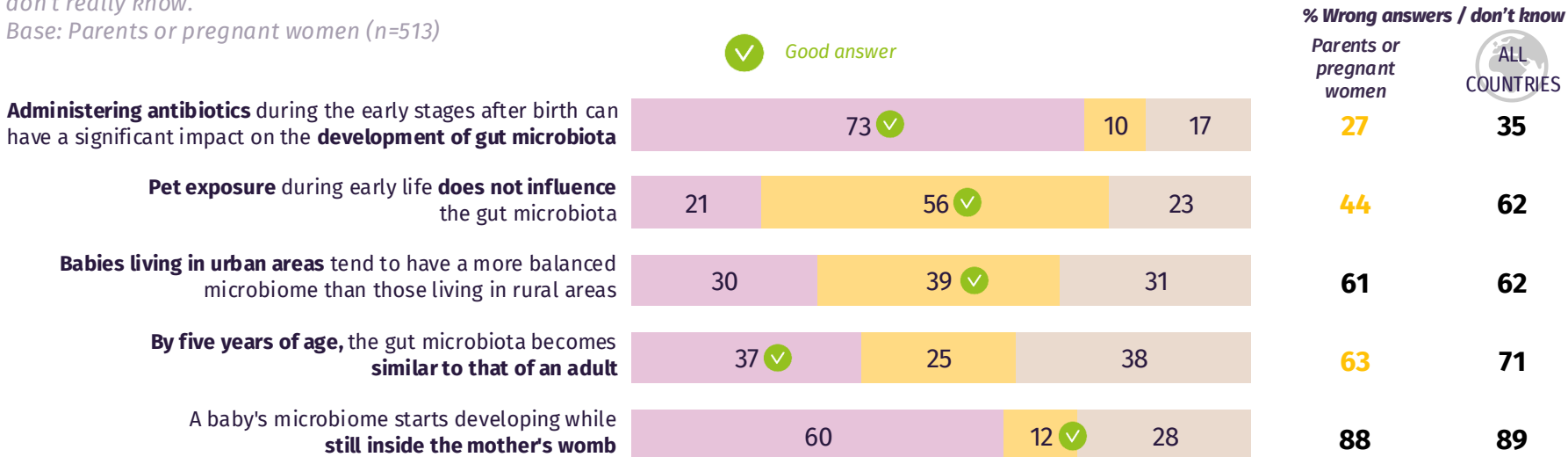
Significant misconceptions exist among Chinese parents regarding early-life microbiome except the link between antibiotics and the development of gut microbiota

NEW QUESTION

Question 4V4. 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: Parents or pregnant women (n=513)

✓ Good answer



True False Don't really know



Although parents in China exhibit a 'better' understanding, knowledge of early-life microbiome is very limited.

NEW QUESTION

Question 4V4. 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.

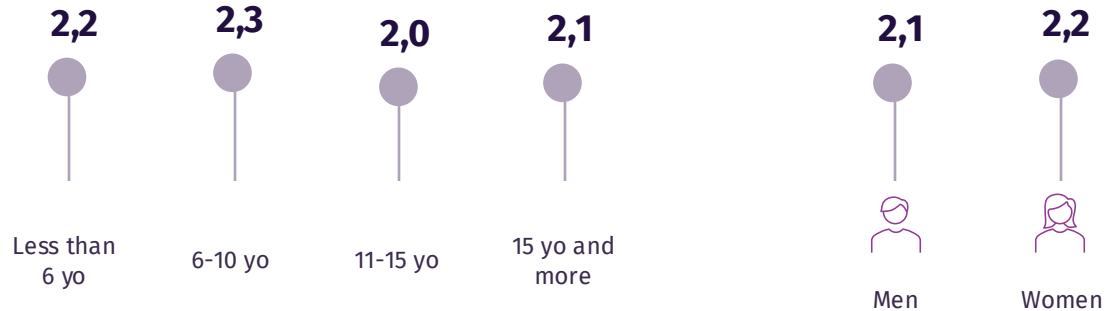
Base: Parents or pregnant women (n=513)

ALL COUNTRIES

1,8

2,2/5

Number of good responses on average



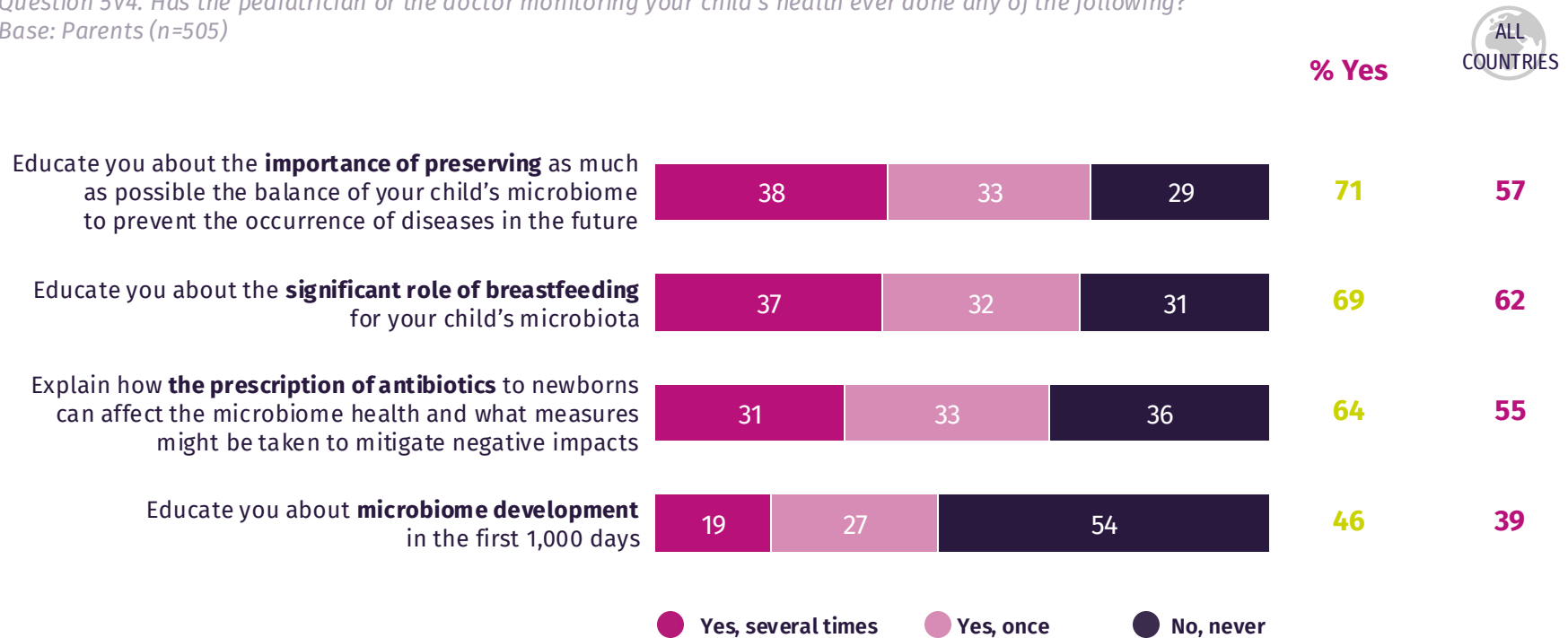
- Significant differences vs total – superior
- Significant differences vs total - inferior



Chinese parents are more likely to received information on early life microbiome from their HCPs vs globally.

NEW QUESTION

Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?
Base: Parents (n=505)



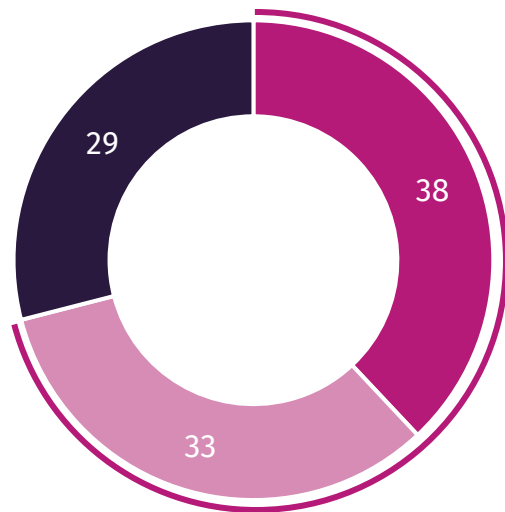


Almost ¾ were prescribed with prebiotics or probiotics for their child, a practice surpassing global norms.

Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?

Base: Parents (n=505)

NEW QUESTION

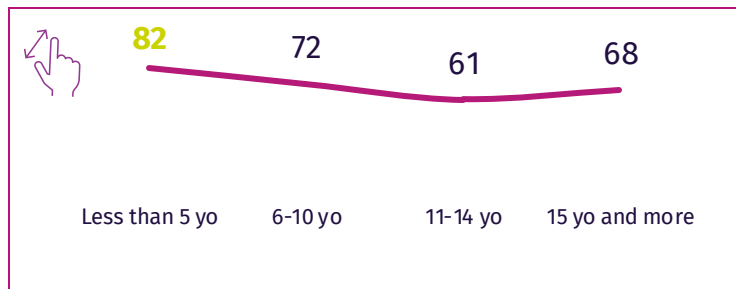


- Yes, several times
- Yes, once
- No never

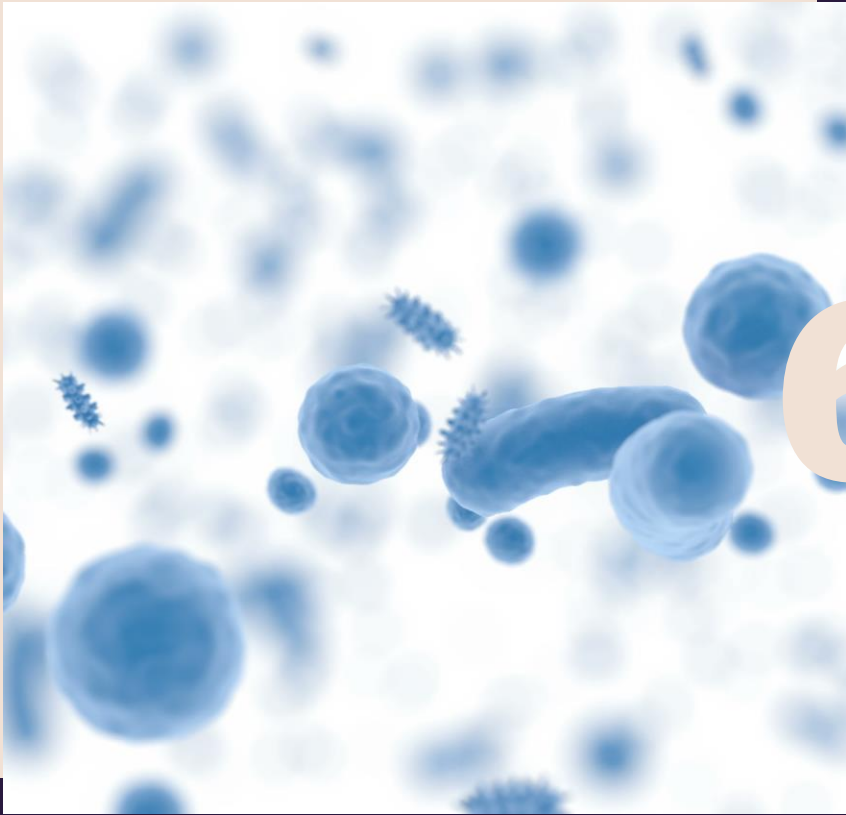
71% were prescribed with prebiotics or probiotics for their child



57%



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



6

Focus on the vaginal microbiome

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

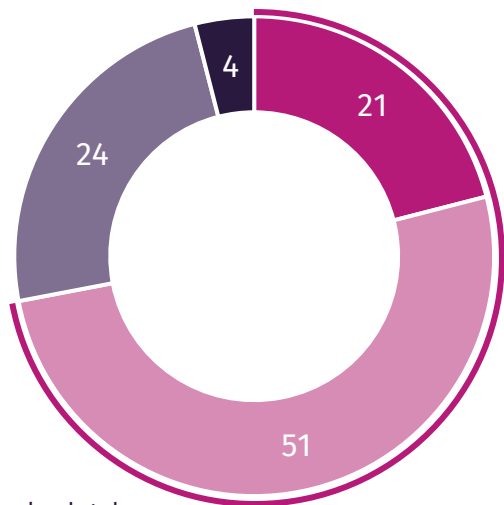


Most Chinese women report that they know the difference between vagina and vulva.

NEW QUESTION

Question 6V4. Do you know the difference between vagina and vulva?

Base: Women (n=507)

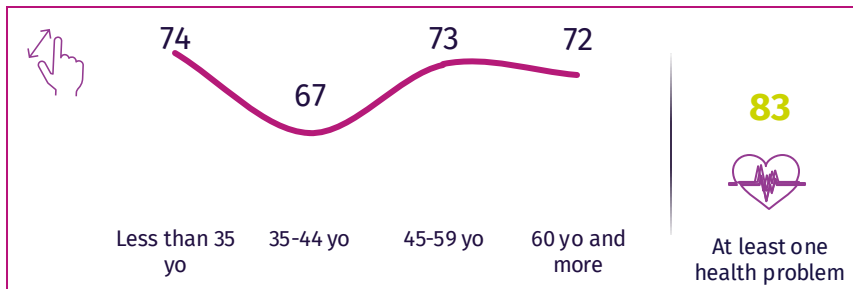


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

72% know the difference between vagina and vulva

ALL COUNTRIES

78%



● Significant differences vs total - superior

● Significant differences vs total - inferior

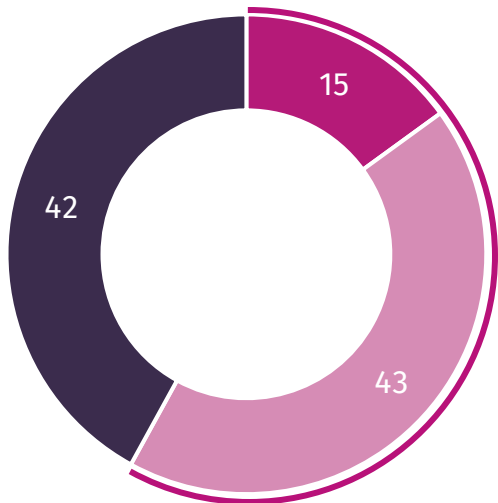


Vaginal microbiome awareness is still moderate, without significant improvement year over year.

Question 3. And more specifically, have you ever heard of the following terms?
Base: Women (n=507)



Vaginal microbiome



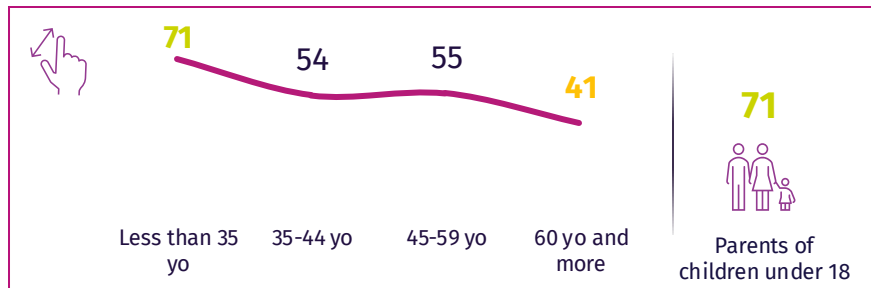
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it/ never heard about microbiome

58% of women have already heard about the vaginal microbiome

2025: 61%
2024: 58%
2023: 58%

ALL COUNTRIES

56%



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



Core concepts understood: Chinese women grasp the basics of vaginal microbiome's (1/2) function.

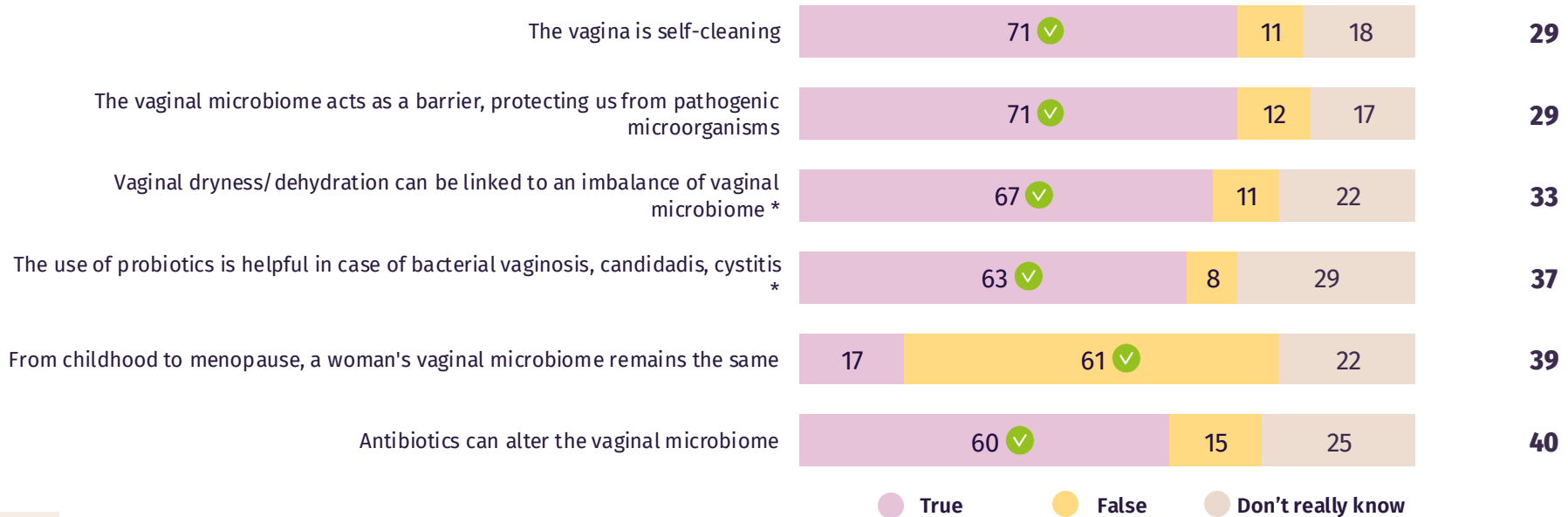


Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women (n=507)

✓ Good answer

Wrong answers/
don't know



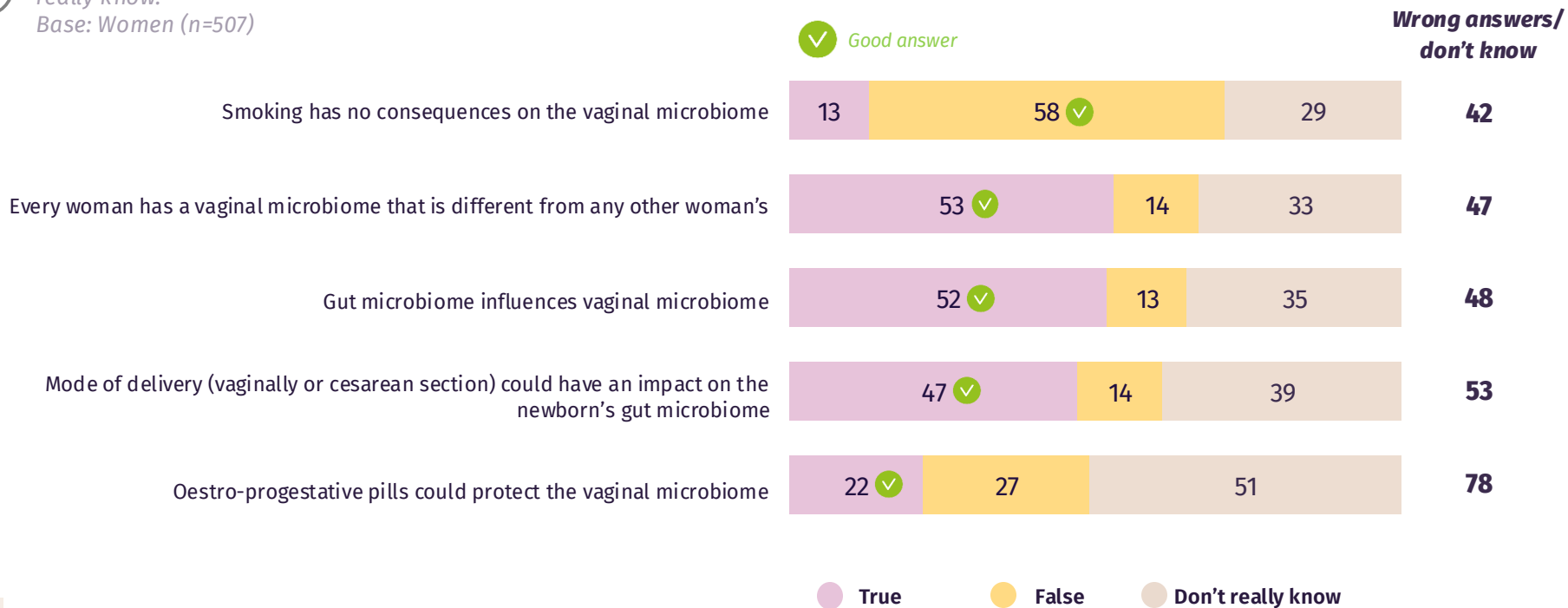


Key knowledge gaps on gut-vaginal axis, the impact of smoking, estroprogestative pills and mode of delivery. (2/2)



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

Base: Women (n=507)



*These items have been added this year



Yet, year after year, variations show how fragile the level of knowledge is among Chinese women.

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

Base: Women (n=507)

% good answer

| | Total | Evolution | | | ALL COUNTRIES |
|---|-------|-----------|-----------|-----------|---------------|
| | | 2026-2025 | 2025-2024 | 2024-2023 | |
| The vagina is self-cleaning | 71 | -6pts | +6pts | +5pts | 57 |
| The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms | 71 | -13pts | +8pts | +2pts | 64 |
| Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome * | 67 | N/A | N/A | N/A | 65 |
| The use of probiotics is helpful in case of bacterial vaginosis, candidadis, cystitis * | 63 | N/A | N/A | N/A | 56 |
| From childhood to menopause, a woman's vaginal microbiome remains the same | 61 | -9pts | +5pts | +15pts | 56 |
| Antibiotics can alter the vaginal microbiome | 60 | -10pts | +8pts | N/A | 69 |
| Smoking has no consequences on the vaginal microbiome | 58 | -7pts | +3pts | N/A | 50 |
| Every woman has a vaginal microbiome that is different from any other woman's | 53 | -12pts | +13pts | -4pts | 64 |
| Gut microbiome influences vaginal microbiome | 52 | -5pts | +5pts | N/A | 45 |
| Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome | 47 | -11pts | +7pts | N/A | 37 |
| Oestro-progestative pills could protect the vaginal microbiome | 22 | -5pts | +1pt | N/A | 21 |

*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



However, Chinese have a better knowledge of the vaginal microbiome, surpassing global norms.



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

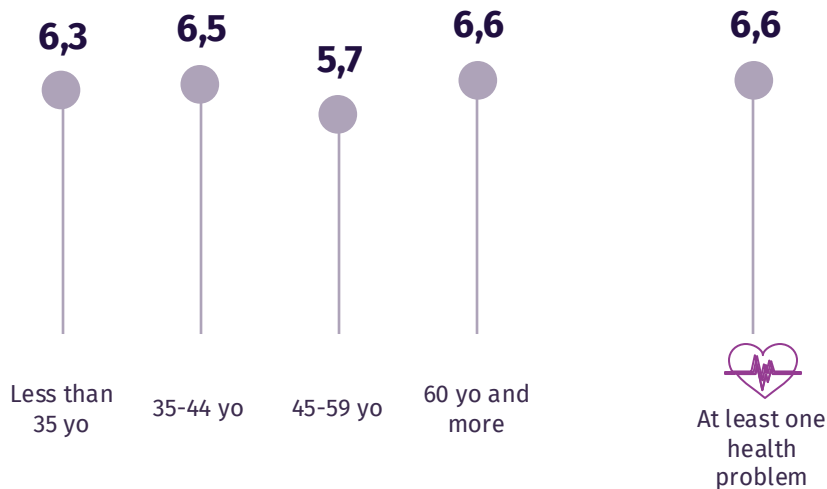
Base: Women (n=507)



5,8



Number of good responses on average



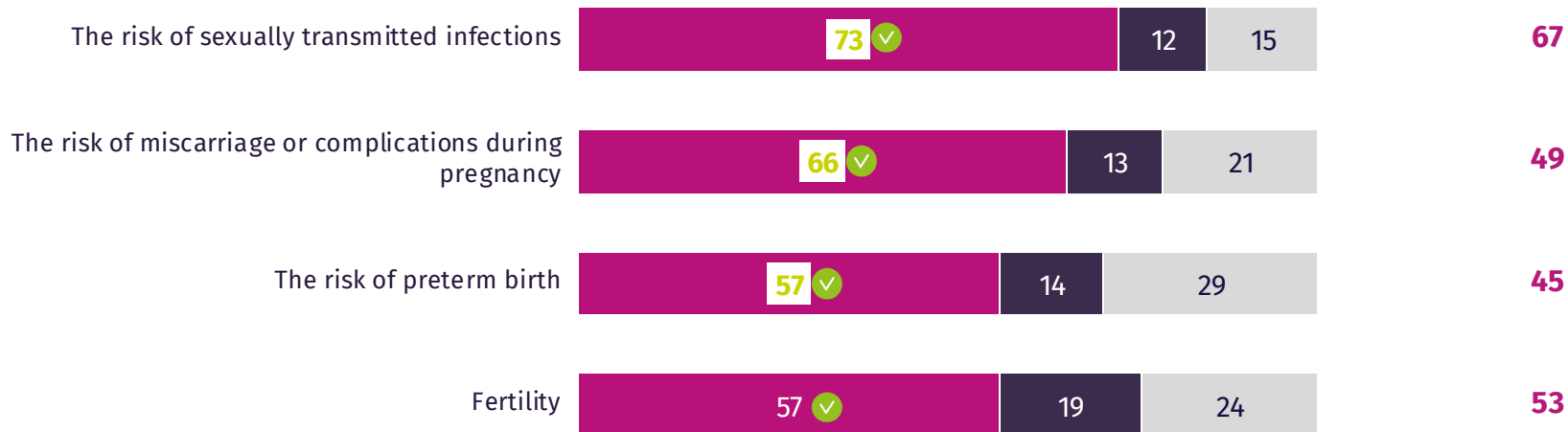
- Significant differences vs total - superior
- Significant differences vs total - inferior

In China, women have a good awareness of the impacts of unbalanced vaginal microbiome



NEW
QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:
Base: Women (n=507)



● Yes ● No ● I don't know

✓ Good answer



In China, despite higher awareness, many still engage in behaviors that can disrupt the vaginal microbiome—such as vaginal douching, using deodorants on intimate areas, and self-medicating for symptoms.

NEW QUESTION

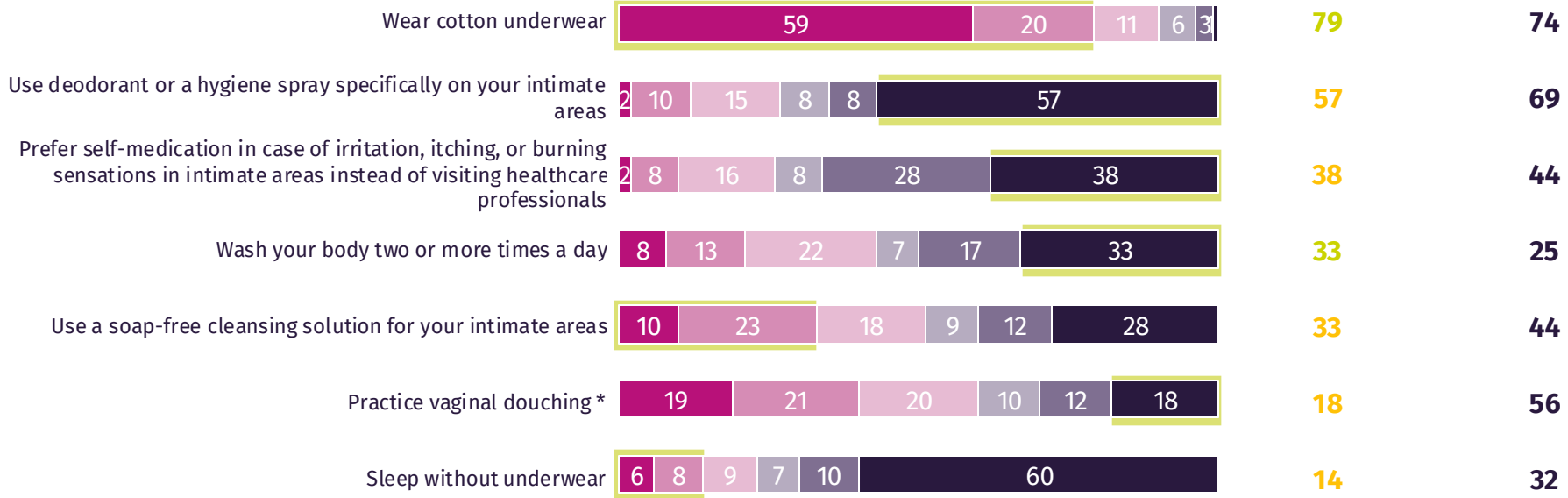
Question 11V4. How often do you include the following in your daily life?

Question 12V4. Regarding your intimate hygiene practices, which of the following behaviors do you perform?

Base: Women

% Microbiome friendly

ALL COUNTRIES



● Daily ● Several times a week ● Weekly ● Monthly ● Less than monthly ● Never

(*)For this item, the following definition was provided: Vaginal douching is washing or cleaning out the inside of the vagina with water or a mixture of fluids to eliminate odors and "clean" the vagina. Please do not confuse the vaginal douching (The vagina is the inside) with vulvar washing (The vulva is the outside).



Half of Chinese women recall receiving information and advice from their HCPs about the vaginal microbiome making them more informed than globally.

Question 14. Have healthcare professionals talked to you about the following?*

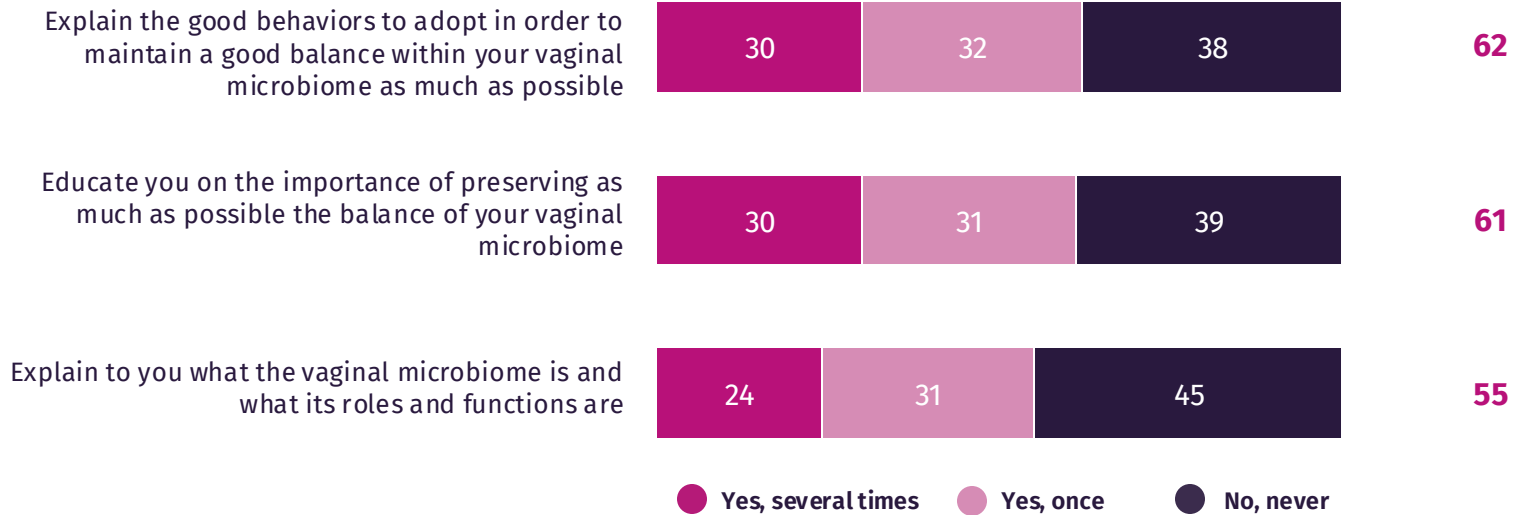
Base: Women (n=507)

50% received **ALL THESE INFORMATION**, at least one time
11% received all these information several times



30%
10%

% Yes



*The wording of the question was changed compared to last year



Yet, among Chinese women, information have not improved year over year and seem to be declining.



Question 14. Have healthcare professionals talked to you about the following?*

Base: Women (n=507)

| % Yes | Total | Evolution | | | ALL COUNTRIES |
|--|-------|-----------|-----------|-----------|---------------|
| | | 2026-2025 | 2025-2024 | 2024-2023 | |
| % Have received ALL THESE INFORMATION, at least one time | 50 | -2pts | +5pts | -8pts | 30 |
| % Received ALL THESE INFORMATION, several times | 11 | -6pts | +2pts | +4pts | 10 |
| Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible | 62 | -3pts | +3pts | -13pts | 40 |
| Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome | 61 | -4pts | +4pts | -11pts | 40 |
| Explain to you what the vaginal microbiome is and what its roles and functions are | 55 | -2pts | +1pt | -15pts | 36 |

*The wording of the question was changed compared to last year



Significant differences vs total - superior



Significant differences vs total - inferior



1 in 3 women in China say these intimate behavior and hygiene topics have been addressed during consultations with a healthcare professional.

NEW
QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?
Base: Women (n=507)

35% of women report that healthcare professionals discussed all these topics



25%



% Yes

The influence of hygiene products for intimate toilet on vaginal microbiome **60**

47

Guidance on the appropriate way to clean your intimate areas **59**

47

The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome **57**

42

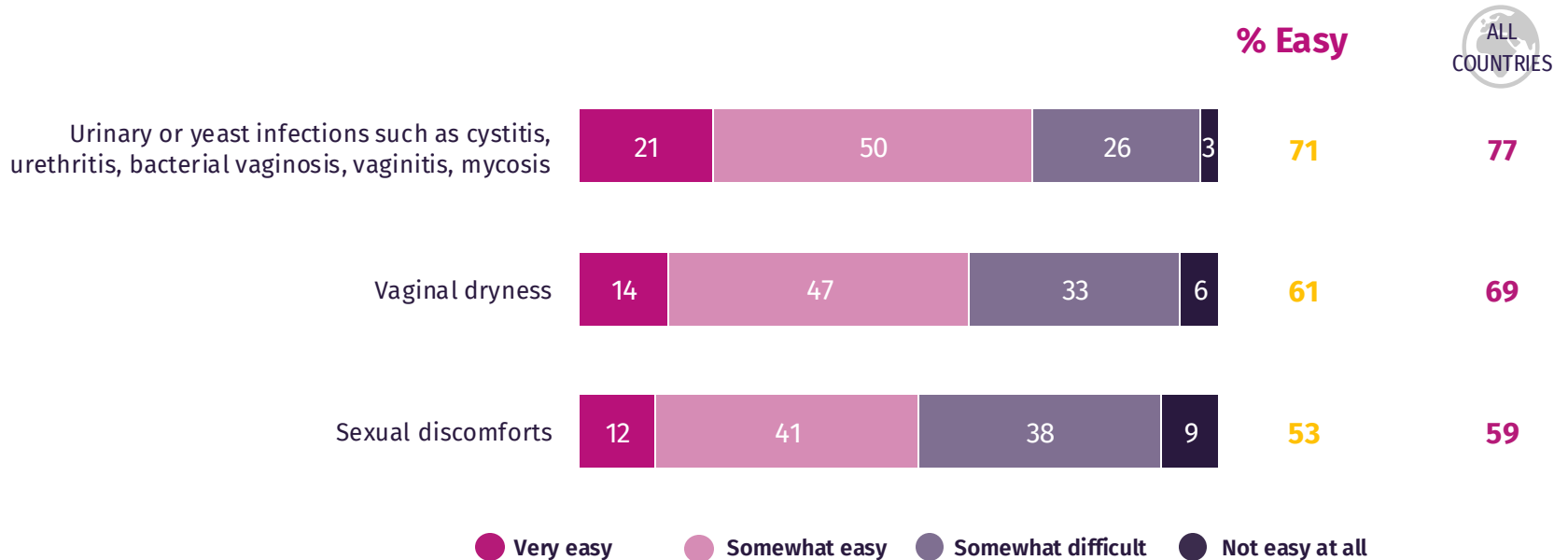
Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome **53**

37



Compared with the global average, women in China are less comfortable discussing intimate health concerns with healthcare professionals, though a majority still report feeling comfortable doing so.

Question 9V4. How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?
Base: Women (n=507)



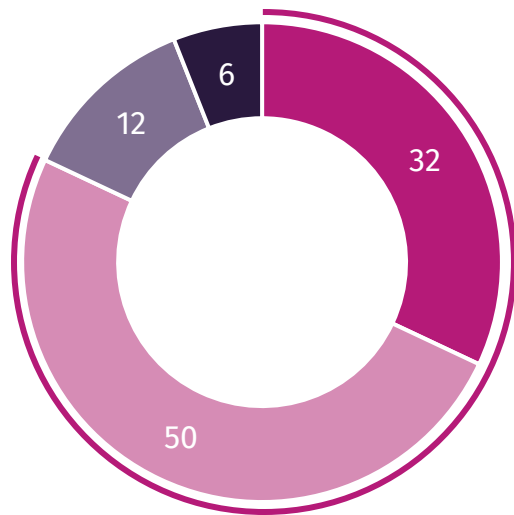


In China, 8 women in 10 would like to have more information about the importance of the vaginal microbiome and its impact on health.



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

Base: Women (n=507)



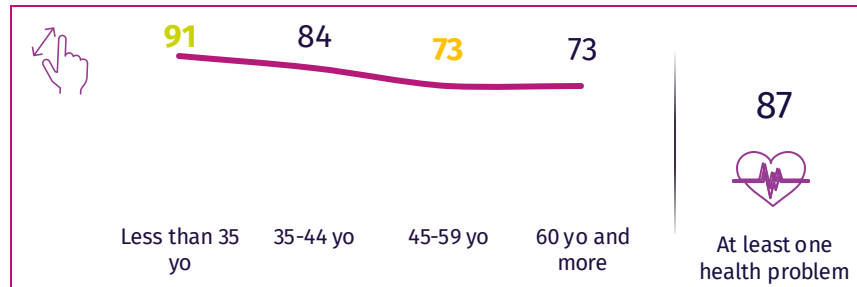
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

82% would like to have more information about the importance of the vaginal microbiome and its impact on health



86%

2025: **89%** -7pts vs 2025
 2024: **80%** +2pts vs 2024
 2023: **83%** -1pt vs 2023



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

A large, semi-transparent image of a microbiological culture, showing various bacterial shapes and structures, serving as a background for the slide.

ANNEXES

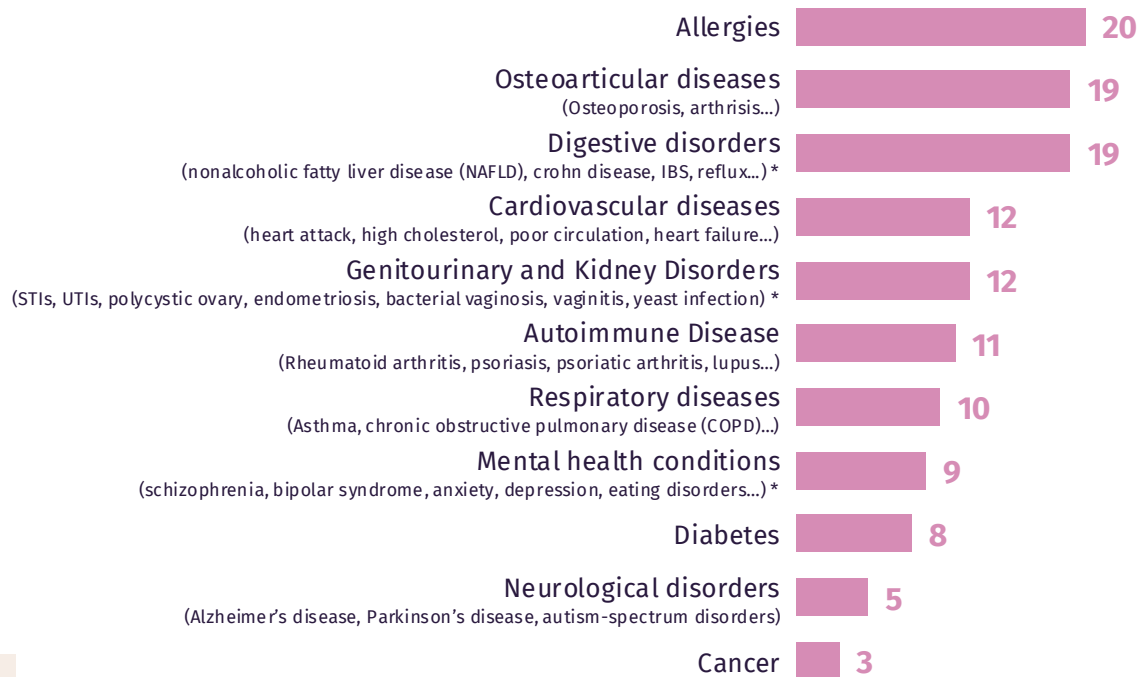


People with current conditions



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

Base: All respondents



*The wording of these items was changed compared to last year

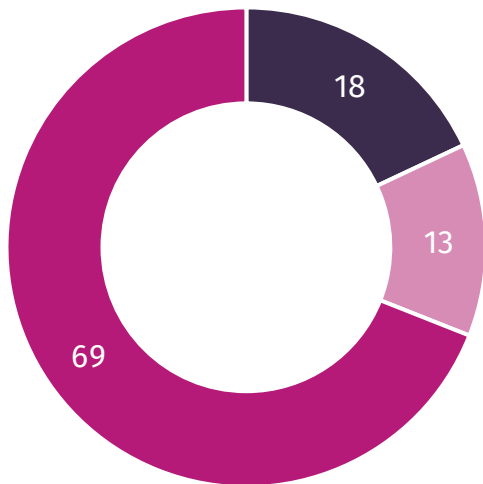


Smoking habits in China

NEW
QUESTION

Question 10V4. Do you smoke?

Base: All respondents



- Yes, I currently smoke
- I used to smoke but quit
- No, I've never smoked

18% are currently smoking



ALL
COUNTRIES

23%

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