



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Fourth wave

**Finland results**

A large, light gray illustration of a diverse microbiome, featuring various shapes of bacteria, fungi, and other microorganisms, set against a white background. The illustration is positioned on the left side of the slide, partially overlapping a dark blue 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

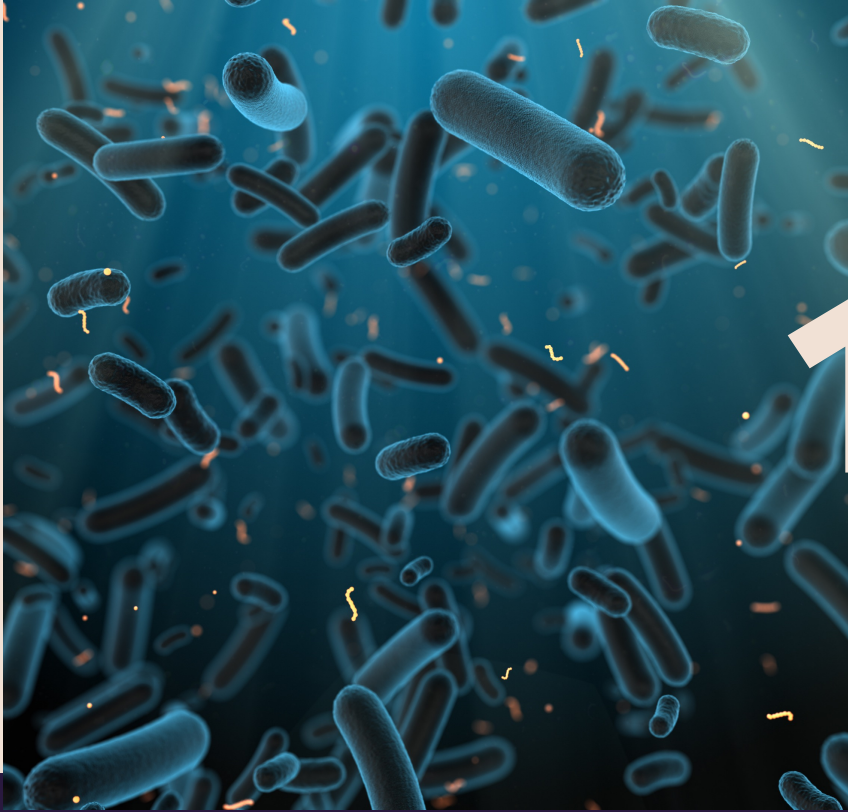
The International Microbiota Observatory was conducted online in **11 countries** from February 3<sup>rd</sup> – March 13<sup>th</sup>, 2026. Representative samples by country are ensured by the quota method applied to the respondent's gender, age, region and occupation.



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.  



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



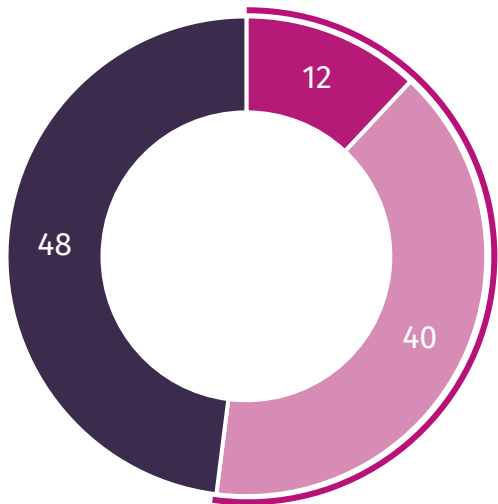
**Awareness of the  
microbiome is increasing  
in Finland but remains  
limited**



# Awareness of the microbiome is slightly increasing year over year, half have already heard of it, but still far below the global awareness.



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

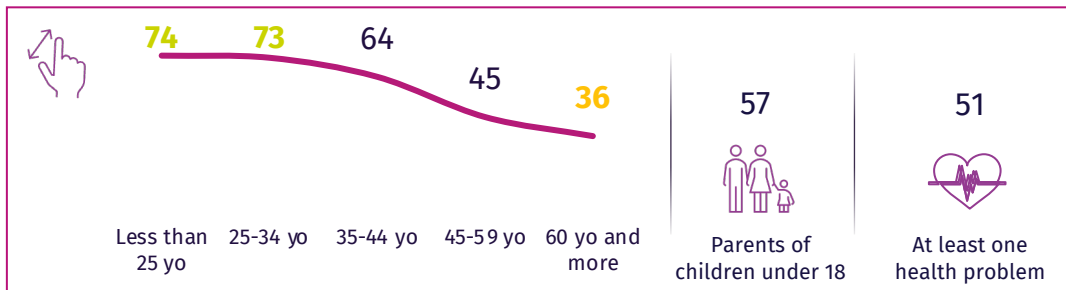
**52%** have already heard about the term microbiome

2025: 46%

2024: 41% **+11pts vs 2024**



**72%**



● Significant differences vs total - superior

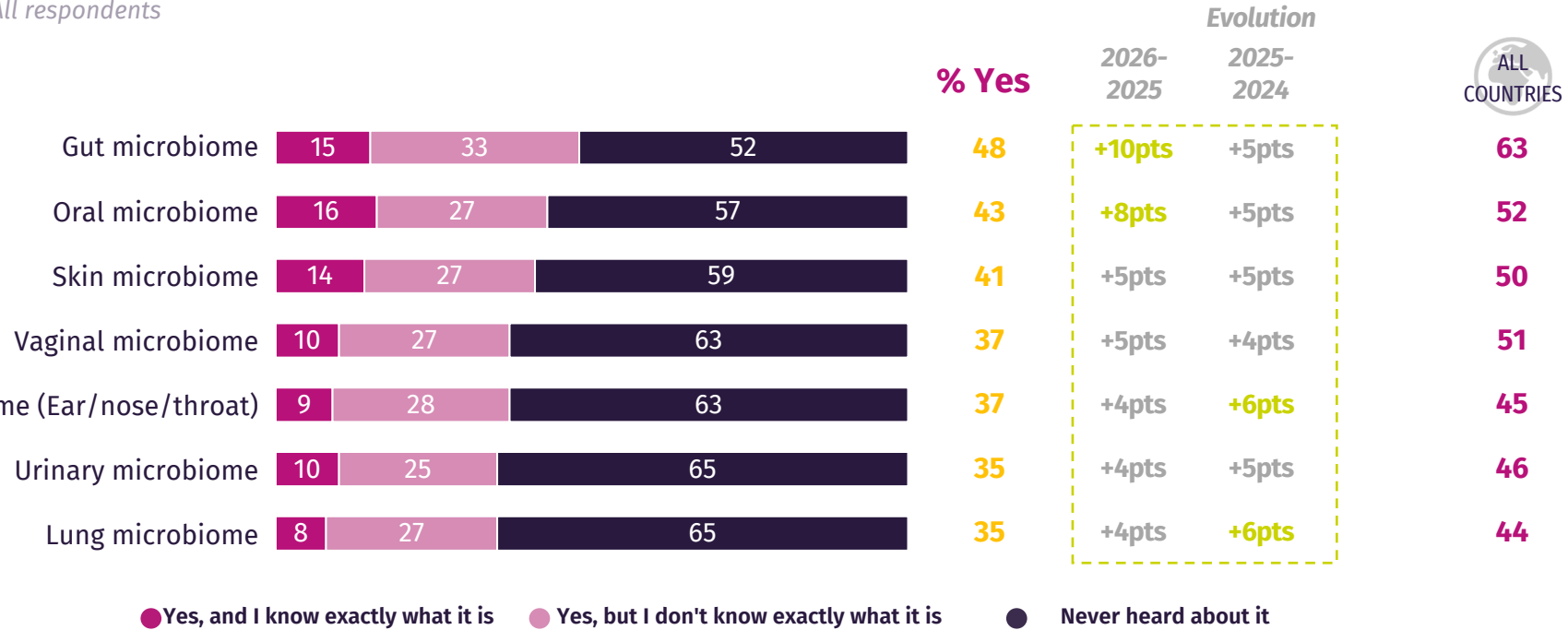
● Significant differences vs total - inferior



# In detail of each type of microbiome, an increasing awareness year over year, but still quite far from the global results.



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

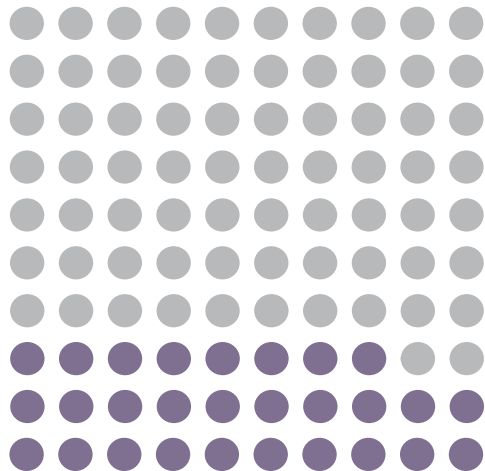




# More than a quarter have already heard of each microbiome locations, close to global average.



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

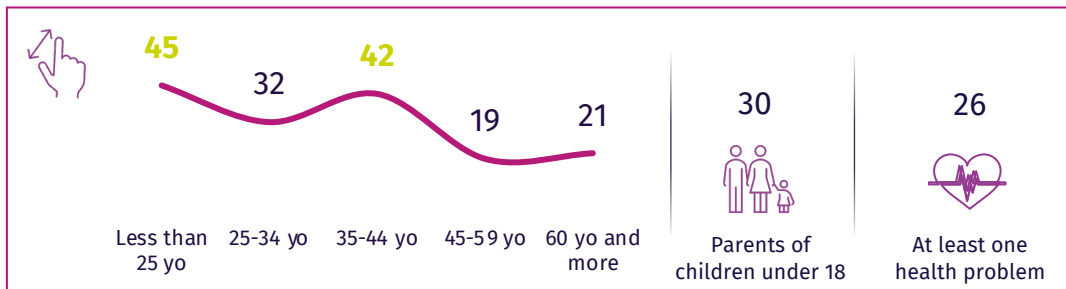


## 28% have already heard of each microbiome: Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2025: 25%  
2024: 20% +8pts vs 2024



### 32%



## But only 5% know precisely all of them

2025 : 6%  
2024 : 5%



### 7%

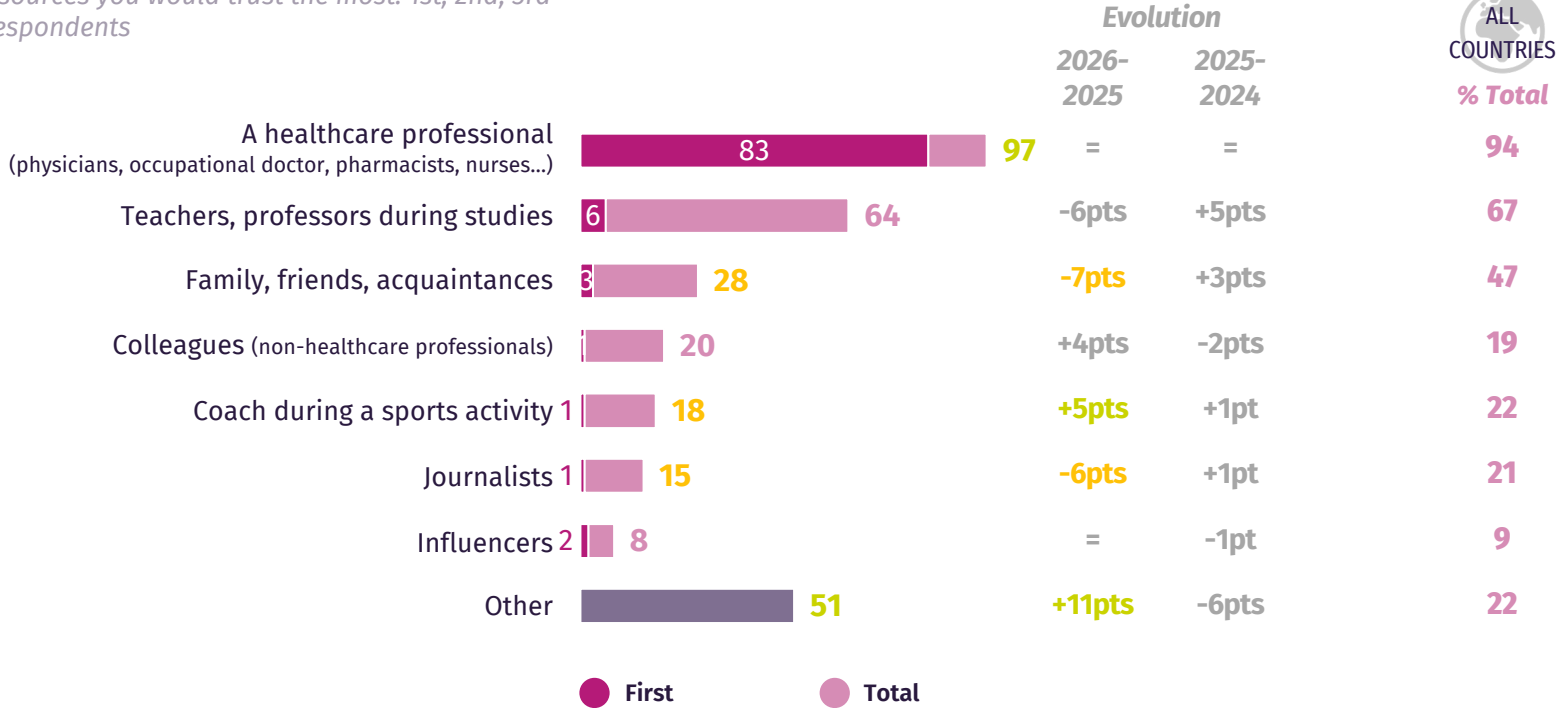


**Healthcare professionals, a highly trusted source but still insufficient information provided**

# Through the years, healthcare professionals still stand out as the most trusted source of information about the microbiome



Question 2V2. For relevant and trustworthy information about microbiome, who would you trust the most?  
 Select the sources you would trust the most: 1st, 2nd, 3rd  
 Base: All respondents



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



# All age categories first trust healthcare professionals as a source of information.

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

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

Base: All respondents



	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
		n=47	n=80	n=81	n=116	n=176	n=254	n=246	n=109	n=364
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>97</b>	<b>87</b>	97	98	98	99	97	98	96	98
Teachers, professors during studies	<b>64</b>	70	<b>79</b>	58	66	57	68	60	61	63
Family, friends, acquaintances	<b>28</b>	<b>45</b>	24	24	24	30	26	30	34	29
Colleagues (non-healthcare professionals)	<b>20</b>	23	15	21	28	16	21	19	29	19
Coach during a sports activity	<b>18</b>	25	16	22	19	14	19	17	19	19
Journalists	<b>15</b>	16	17	18	13	14	13	17	17	15
Influencers	<b>8</b>	9	5	10	5	9	8	7	6	7
Other	<b>51</b>	<b>25</b>	48	50	48	<b>61</b>	49	53	<b>37</b>	50

● Significant differences vs total - superior

● Significant differences vs total - inferior



# Finnish people receive significantly less microbiome information from HCPs compared to global results



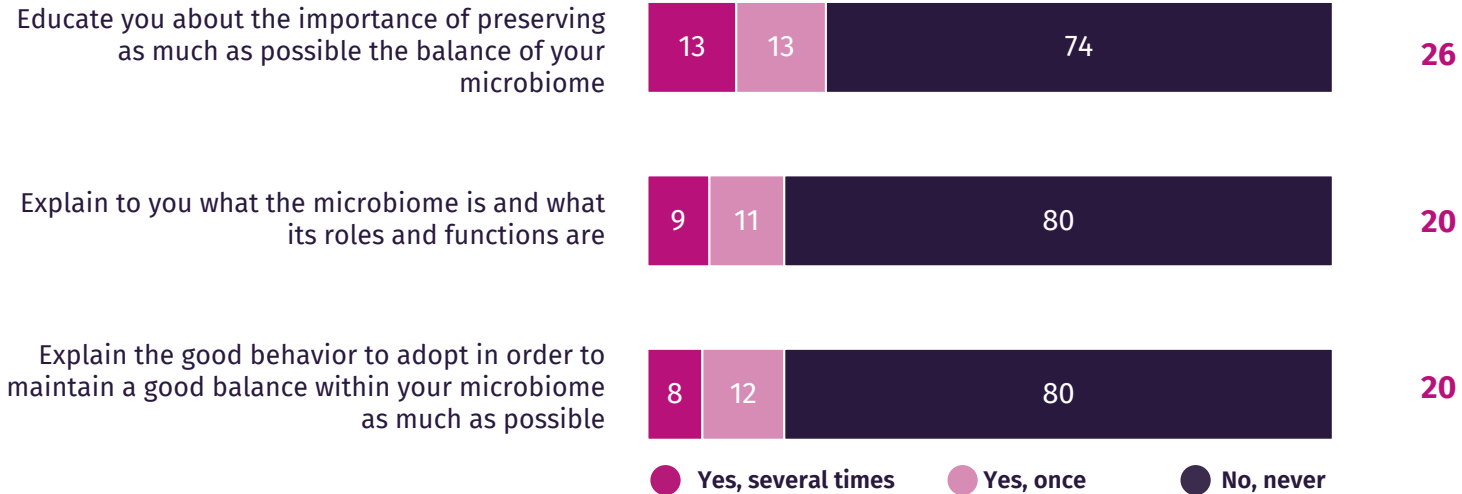
Question 5. Have any of the healthcare professionals you have seen ever done any of the following?  
Base: All respondents

Only **16%** received **ALL THESE INFORMATION**, at least one time  
**6%** received all these information several times



**33%**  
**11%**

**% Yes**



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



# The level of information given by HCP reported is not improving over the years.



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	
<b>% Received ALL THESE INFORMATION, at least one time</b>	<b>16</b>	+1pt	=	33
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>6</b>	+2pts	+1pt	11
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>26</b>	+3pts	+1pt	43
Explain to you what the microbiome is and what its roles and functions are	<b>20</b>	+2pts	-1pt	39
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>20</b>	=	=	43



# People aged less than 25 yo report receiving more information from their HCPs.



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

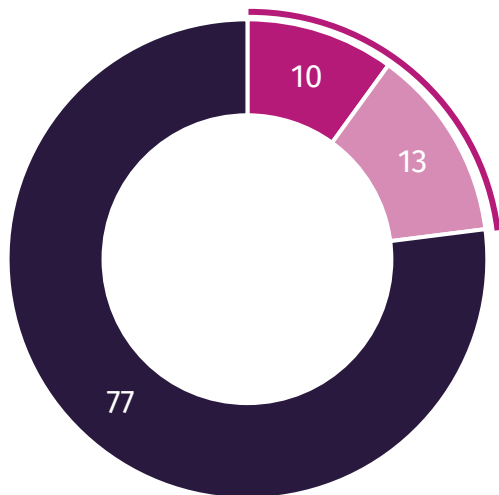
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
	base n=500	n=47	n=80	n=81	n=116	n=176	n=254	n=246	n=109	n=364
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>26</b>	<b>46</b>	22	27	26	20	28	23	33	26
Explain to you what the microbiome is and what its roles and functions are	<b>20</b>	<b>37</b>	21	21	16	16	24	15	25	21
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>20</b>	33	18	22	21	17	22	19	24	21



# Less than a quarter of Finns were prescribed with prebiotics or probiotics, parents are more likely to have received this prescription.



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

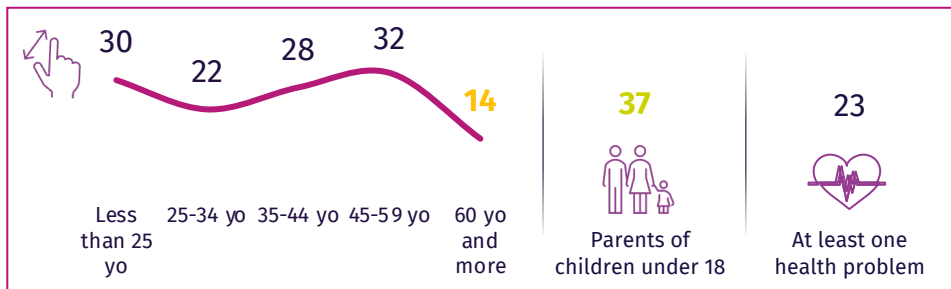
**23%** were prescribed with prebiotics or probiotics

2025: 19%

2024: 18%



**51%**



# Microbiome guidance post-antibiotics is rarely provided in Finland vs globally.



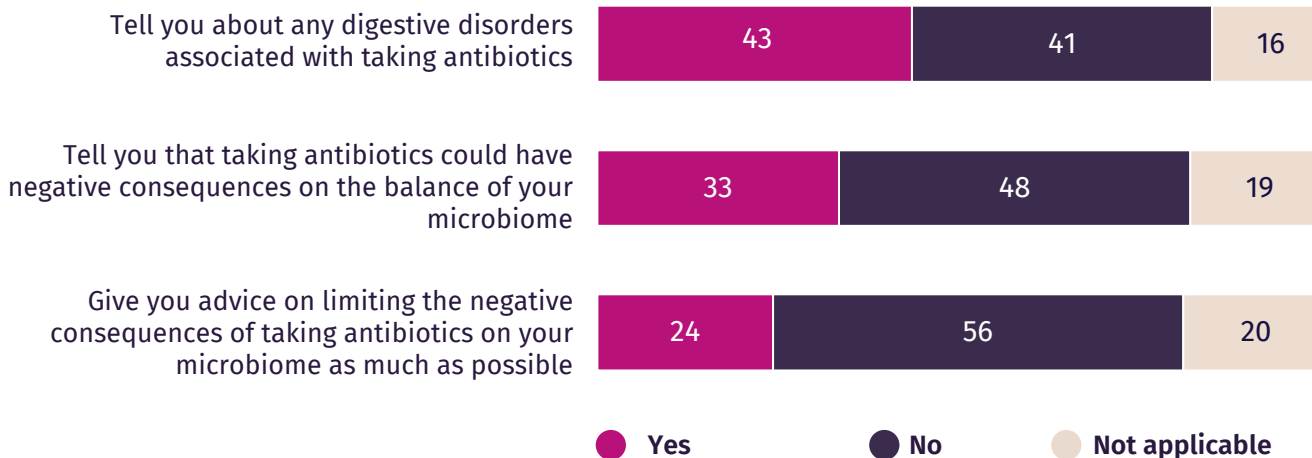
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

Only **19%** received ALL THESE INFORMATION from their HCPs



**25%**





# Although more people were told that taking antibiotics could have negative consequences on the balance of the microbiome this year, the level of information given by HCP remains limited in Finland.



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	
% HAVE <u>RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</u>	19	+4pts	-3pts	25
Tell you about any digestive disorders associated with taking antibiotics	43	=	-1pt	45
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	33	+7pts	-4pts	39
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	24	+1pt	-2pts	36



# Microbiome guidance post-antibiotics is rarely provided regardless demographics.



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

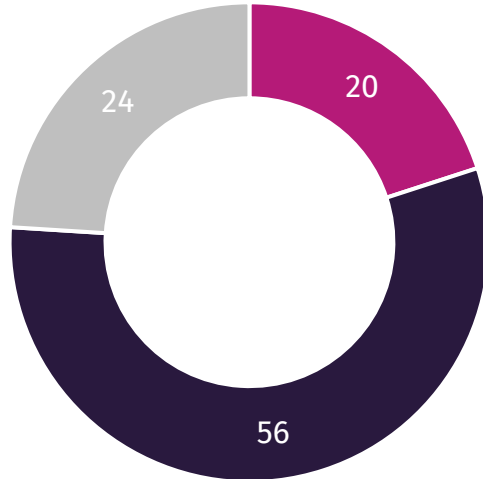
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 18	At least one health problem
	base n=500	n=47	n=80	n=81	n=116	n=176	n=109	n=364
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>19</b>	<b>13</b>	<b>19</b>	<b>25</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>20</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>43</b>	44	48	51	42	37	46	44
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>33</b>	26	33	39	35	31	38	35
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>24</b>	25	23	27	28	21	27	26



# 1 in 5 Finns report being prescribed prebiotics or probiotics alongside antibiotics—well below the global average



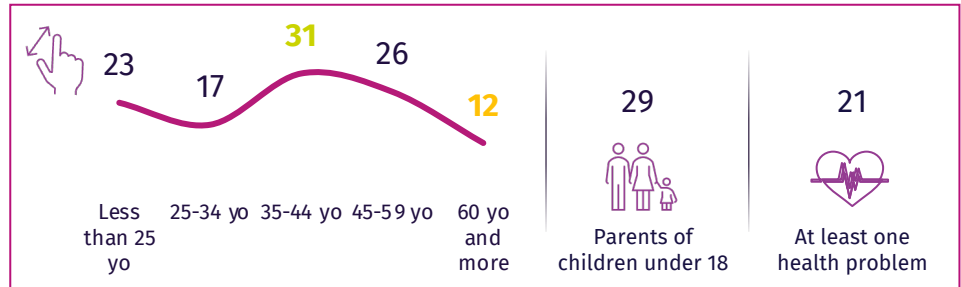
Question 7. The last time a doctor prescribed antibiotics, did they do the following?  
Base: All respondents



- Yes
- No
- Not applicable

**20%** were prescribed with prebiotics or probiotics

ALL COUNTRIES  
**38%**



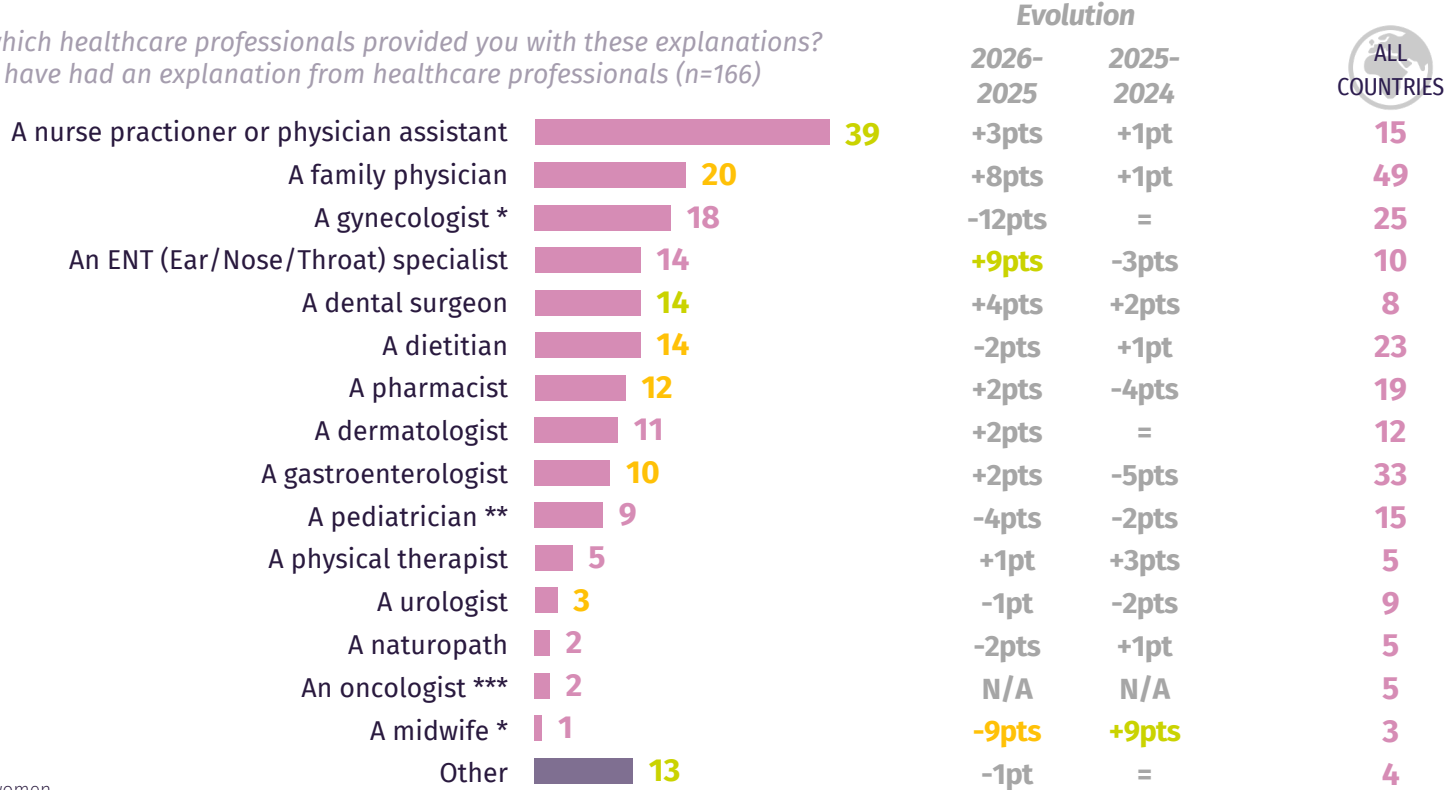
● Significant differences vs total - superior    ● Significant differences vs total - inferior



# The nurse is the top professional source of information about microbiome in Finland.



Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who have had an explanation from healthcare professionals (n=166)



\* 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.



# Top 1 HCP is the nurse across demographics.

Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who've received some information from HCPs (n=166)

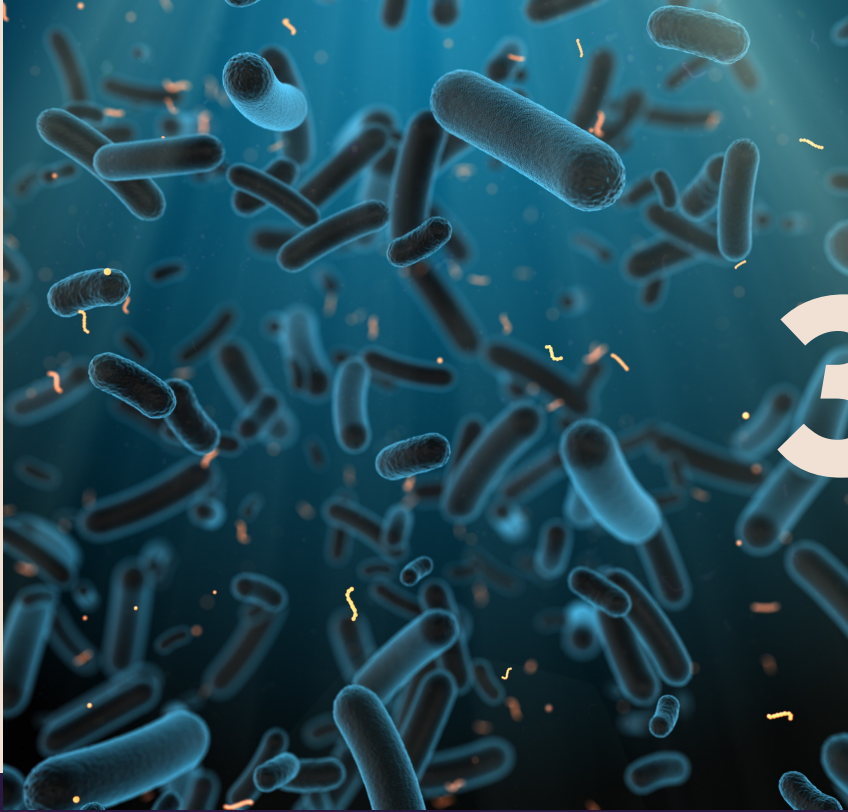
▲ Low basis, results must be interpreted with caution

	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=166	n=29 ▲	n=20 ▲	n=32 ▲	n=44	n=41	n=86	n=80	n=51	n=123
A nurse practitioner or physician assistant	<b>39</b>	45	36	43	39	33	37	40	46	38
A family physician	<b>20</b>	15	10	6	28	29	22	18	13	18
A gynecologist	<b>18</b>	16	28	6	27	12	0	18	14	17
An ENT (Ear, Nose, Throat) specialist	<b>14</b>	28	16	15	2	15	17	10	14	17
A dental surgeon	<b>14</b>	20	22	3	7	23	17	12	12	17
A dietitian	<b>14</b>	11	29	16	6	17	20	9	15	13
A pharmacist	<b>12</b>	3	21	6	11	20	13	11	10	14
A dermatologist	<b>11</b>	17	6	16	5	11	13	8	12	8
A gastroenterologist	<b>10</b>	3	15	0	11	18	12	8	10	11
A pediatrician	<b>9</b>	25	0	7	6	0	0	19	9	6
A physical therapist	<b>5</b>	6	6	12	0	3	8	1	6	5
A urologist	<b>3</b>	4	5	0	2	3	4	1	0	3
A naturopath	<b>2</b>	3	6	3	0	0	4	0	0	2
An oncologist*	<b>2</b>	7	5	3	0	0	5	0	4	2
A midwife	<b>1</b>	0	14	0	0	0	0	1	4	0
Other	<b>13</b>	4	10	13	16	15	8	17	10	14

● Significant differences vs total - superior   ● Significant differences vs total - inferior   ● First source by profile



\*This item has been added this year



**Yet, knowledge of the role and functions of the microbiome is good in Finland but without signs of improvement.**

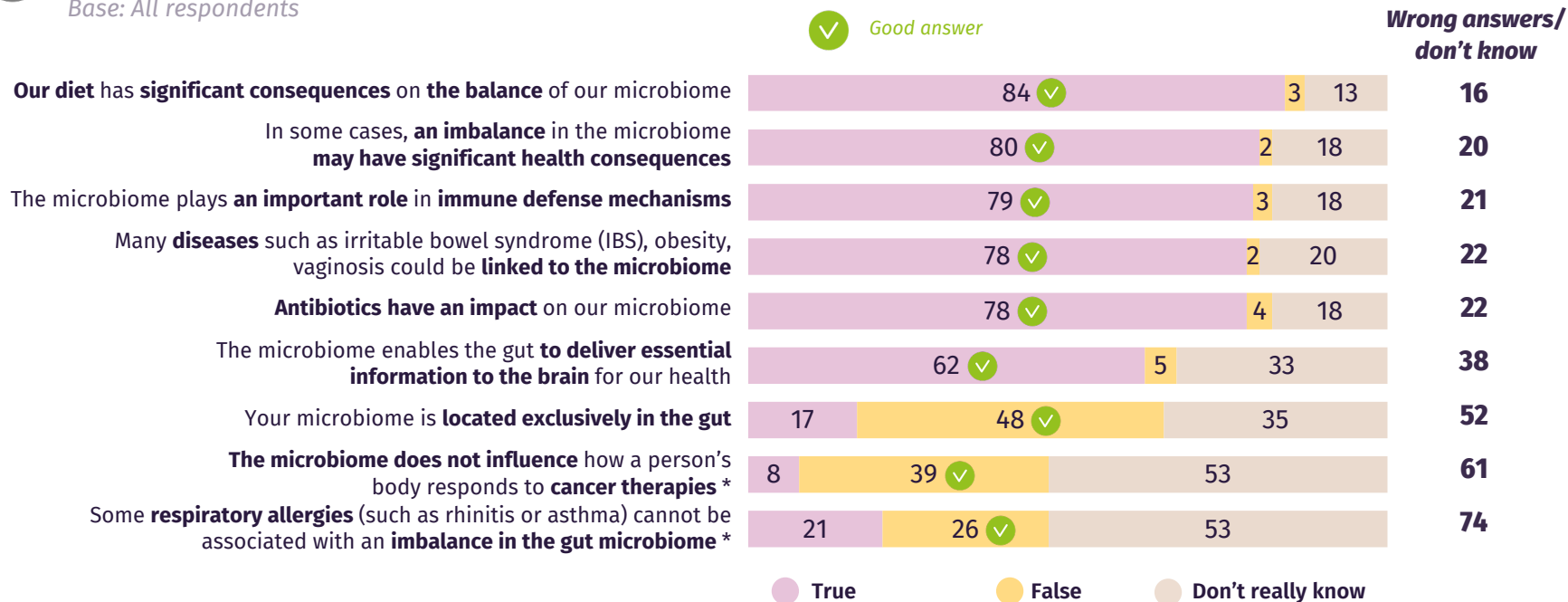


# Knowledge is strong on general concepts but falters on specifics like disease links



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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# Finns show better knowledge than the global average in some areas, but there has been no significant improvement in recent years.



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	
Our diet has <b>significant consequences</b> on the <b>balance</b> of our microbiome	84	-1pt	+2pts	79
In some cases, an <b>imbalance</b> in the microbiome may have <b>significant health consequences</b>	80	=	=	77
The microbiome plays an <b>important role</b> in <b>immune defense mechanisms</b>	79	+3pts	=	76
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	78	+4pts	+2pts	68
<b>Antibiotics have an impact</b> on our microbiome	78	+2pts	-1pt	71
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	62	+1pt	+6pts	60
Your microbiome is <b>located exclusively in the gut</b>	48	-2pts	+3pts	49
<b>The microbiome does not influence</b> how a person's body responds to <b>cancer therapies</b> *	39	N/A	N/A	40
Some <b>respiratory allergies</b> (such as rhinitis or asthma) cannot be associated with an <b>imbalance in the gut microbiome</b> *	26	N/A	N/A	23

● Significant differences vs total - superior

● Significant differences vs total - inferior

\* These items have been added this year



# In Finland, women report stronger microbiome knowledge; there is no variation by age.



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.

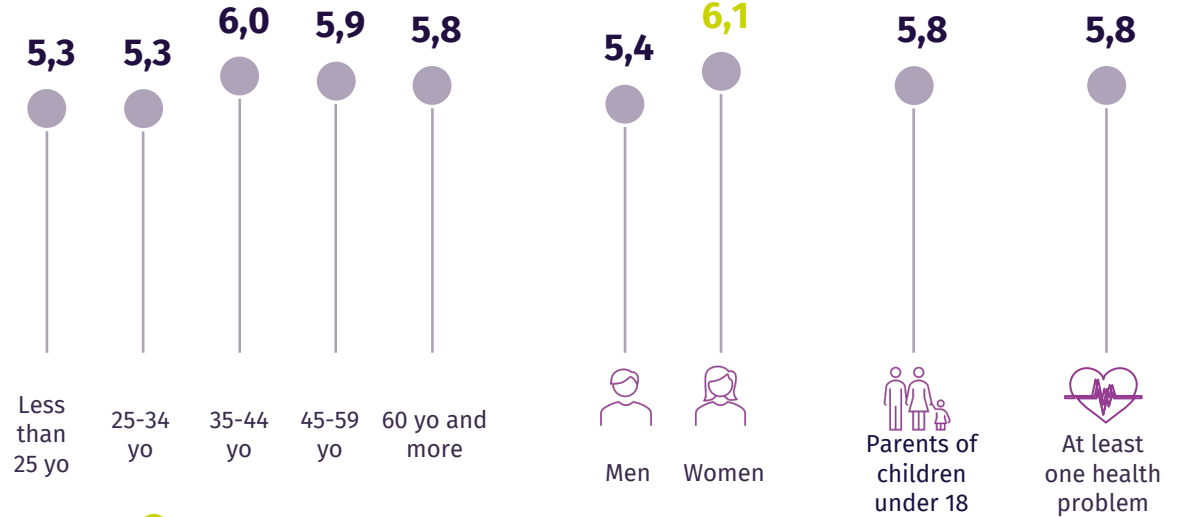
Base: All respondents



5,4

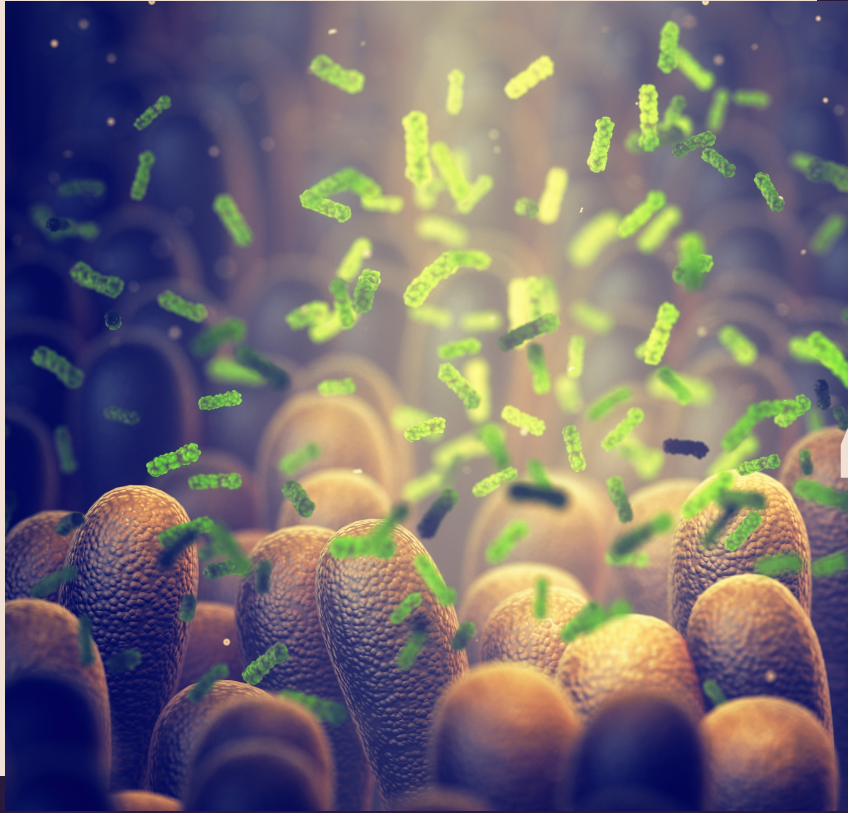
5,7/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



4

**Despite some microbiome-friendly habits, few report making changes to support a healthy microbiome.**

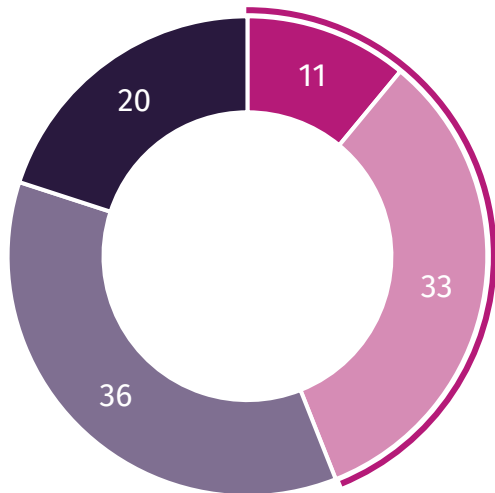


# Only a minority of Finns have changed their behavior to maintain a balanced microbiome; it's a modest increase from last year yet remains below the global average.



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

**44%** have changed their

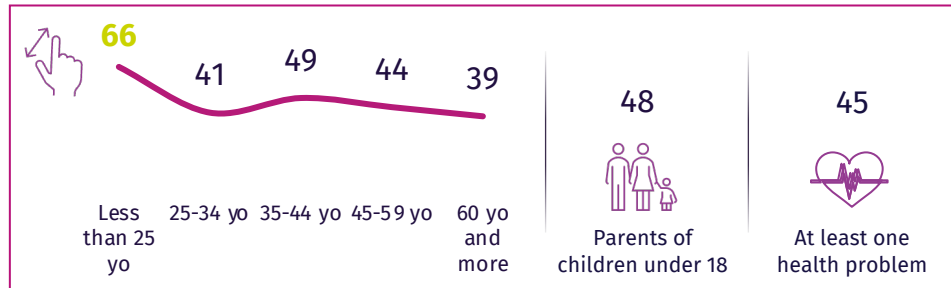
behaviors

2025: 39%

2024: 36% **+8pts vs 2024**



**53%**



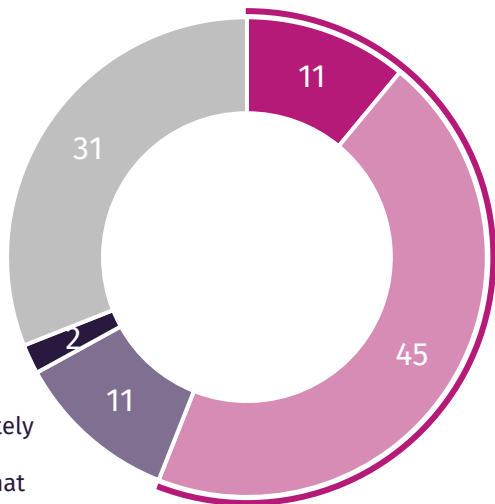
● Significant differences vs total - superior

● Significant differences vs total - inferior



# More than half of Finns consider their gut microbiome balanced, while a third does not know about it.

**NEW QUESTION** Question 14V4. Do you consider that your gut microbiome is currently well balanced?  
Base: All respondents

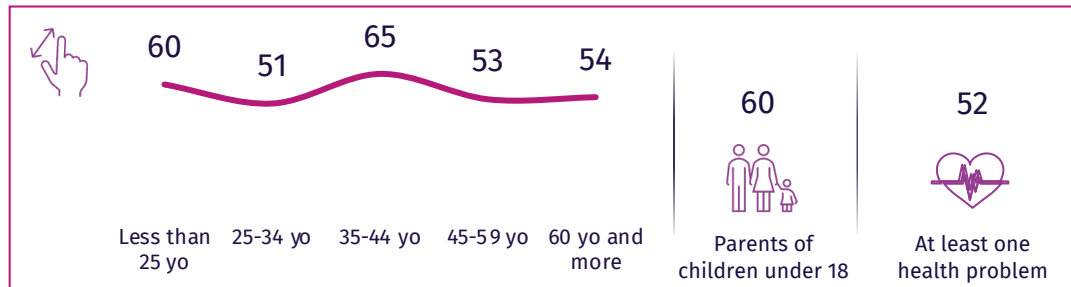


- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

**56%** consider that their gut microbiome is currently well balanced



**59%**

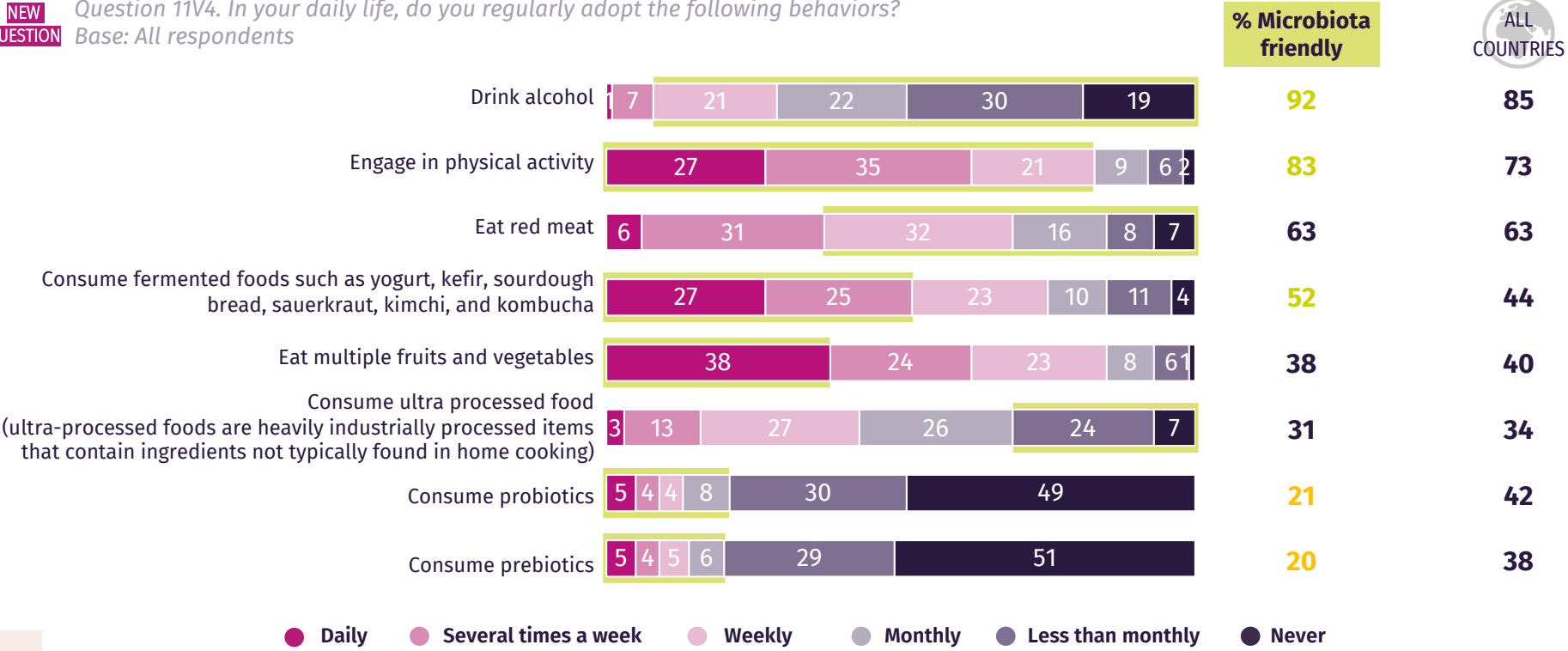


● Significant differences vs total - superior    ● Significant differences vs total - inferior

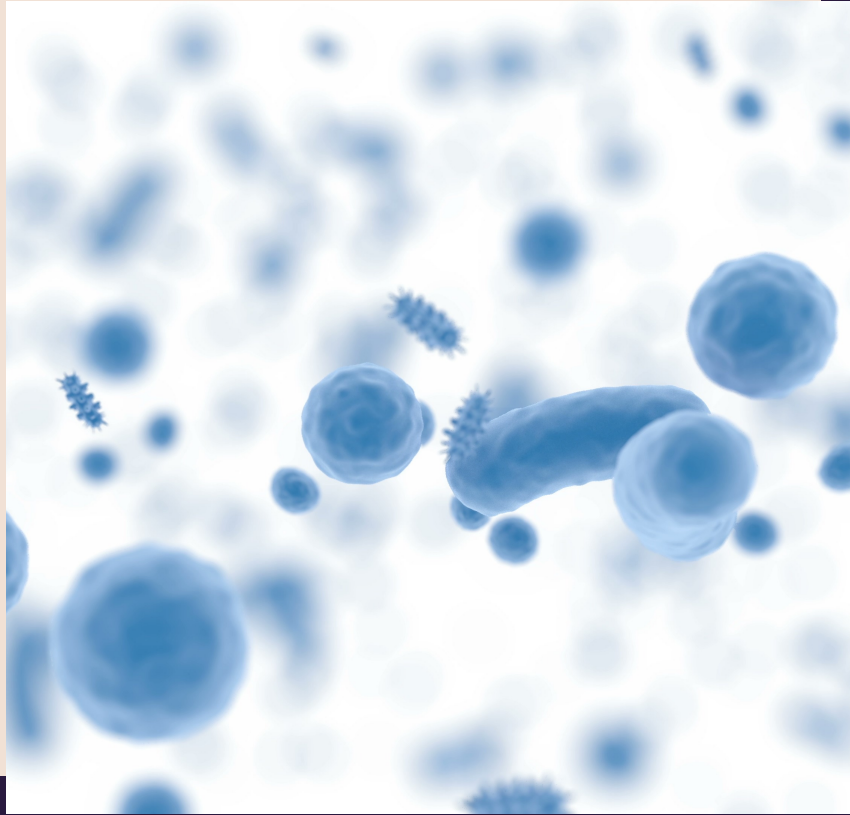


# Except for probiotics and prebiotics, Finns are quite microbiota friendly especially regarding alcohol and physical activity.

**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



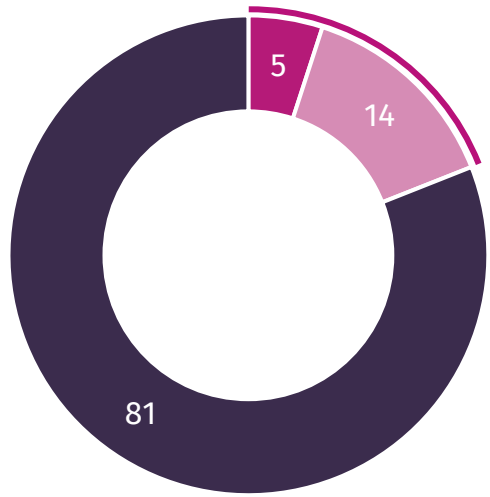
# 5 Focus on the first 1,000 days of life



# The 'first 1,000 days' concept remains niche and poorly understood by Finnish parents

**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=109)

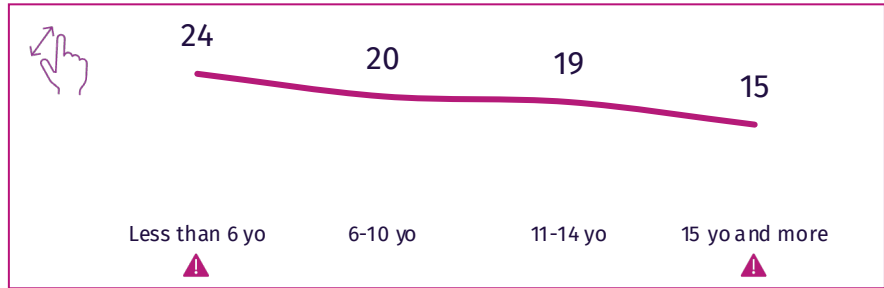


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**19%** have heard about the scientific concept of the « first 1,000 days of life »  
13% among total population



**43%**



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

▲ Low basis, results must be interpreted with caution

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# Aside from awareness of the effects of antibiotics on gut microbiome development, Finns show limited knowledge of other factors that influence a child's microbiome and when it begins to develop.

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=109)

✓ Good answer

% Wrong answers / don't know

Parents or pregnant women

ALL COUNTRIES

**Administering antibiotics** during the early stages after birth can have a significant impact on the **development of gut microbiota**



29

35

**Babies living in urban areas** tend to have a more balanced microbiome than those living in rural areas



44

62

**Pet exposure** during early life **does not influence** the gut microbiota



49

62

**By five years of age**, the gut microbiota becomes **similar to that of an adult**



82

71

A baby's microbiome starts developing while **still inside the mother's womb**



93

89

True False Don't really know



# In line with other countries, knowledge on microbiome early development is low in Finland.

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=109)

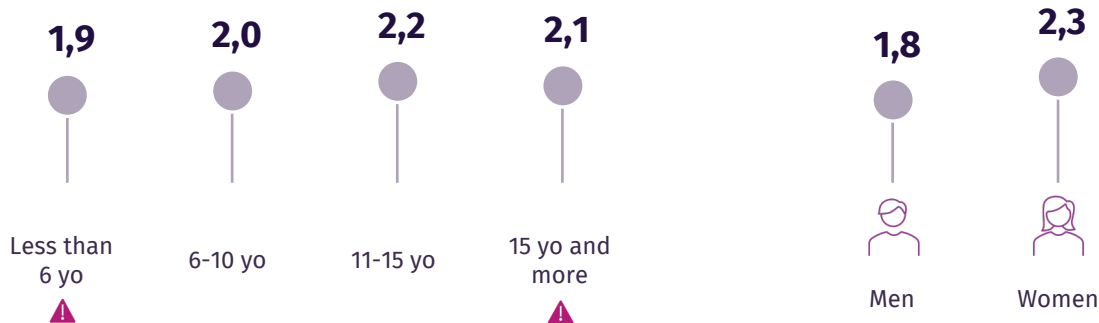


1,8

2,0/5

Number of good responses on average

⚠ Low basis, results must be interpreted with caution



● Significant differences vs total - superior

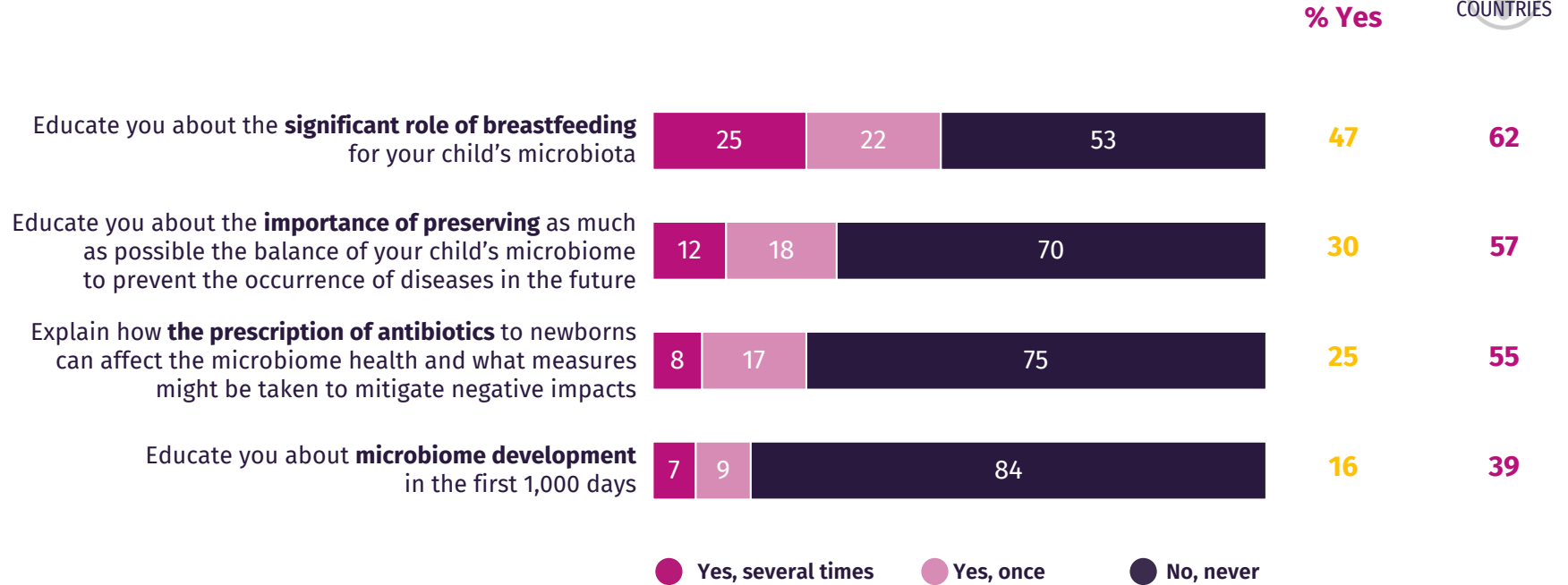
● Significant differences vs total - inferior



# Only a minority of parents report receiving microbiome information from pediatricians, a rate below the global average

NEW QUESTION

Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?  
Base: Parents (n=109)





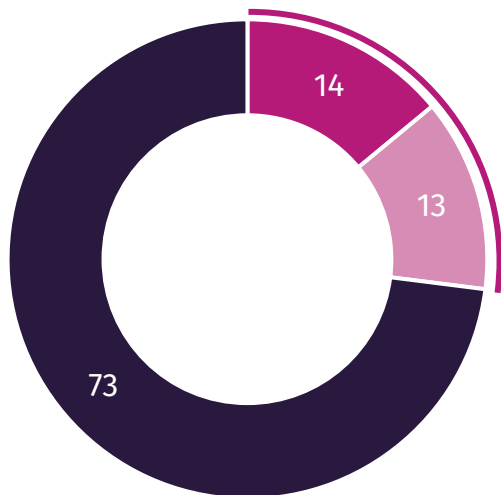
# Probiotic/ Prebiotic prescriptions for children are low in Finland, contrasting sharply with global results.

NEW

QUESTION

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

Base: Parents (n=109)

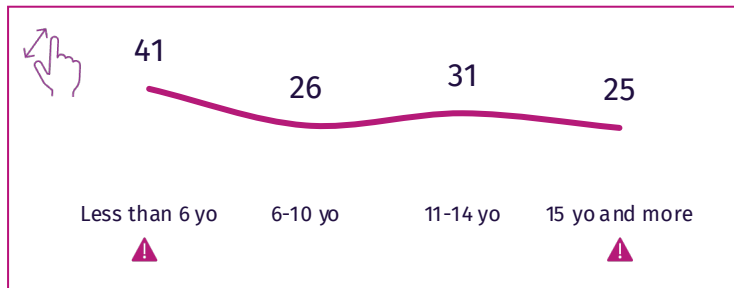


- Yes, several times
- Yes, once
- No never

**27%** were prescribed with prebiotics or probiotics for their child



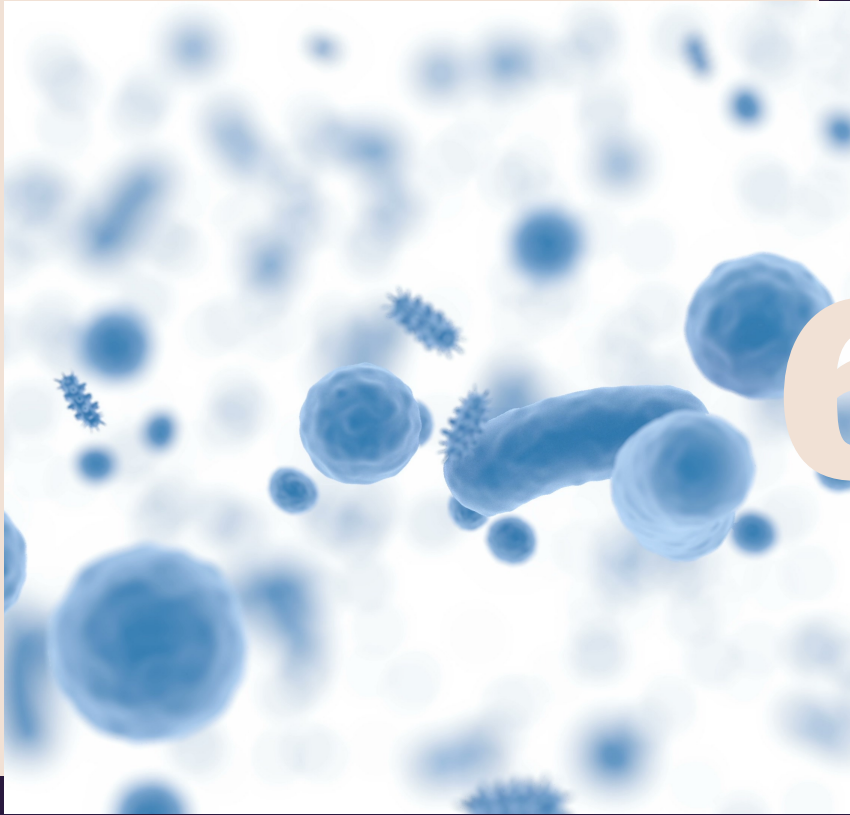
**57%**



⚠ Low basis, results must be interpreted with caution

● Significant differences vs total - superior

● Significant differences vs total - inferior



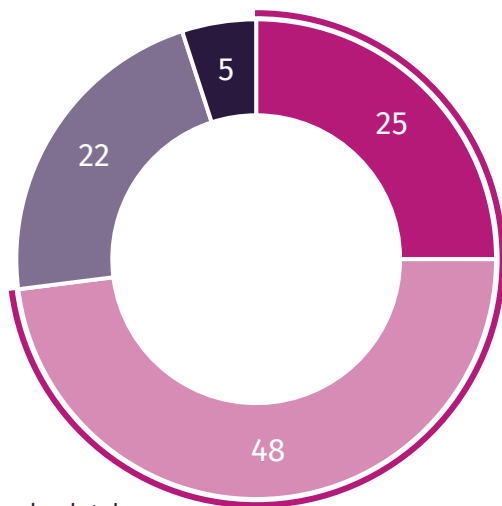
## Focus on the vaginal microbiome

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



# Most Finnish 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=246)

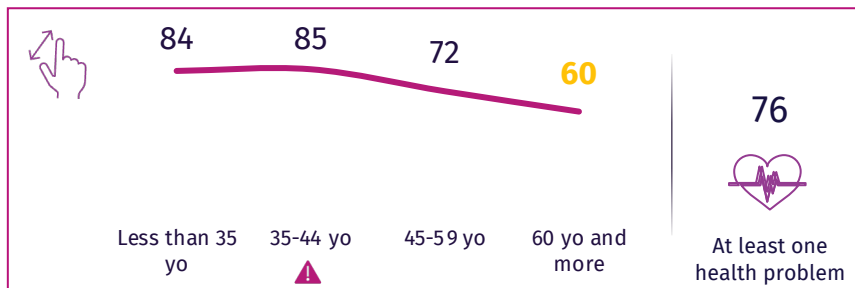


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**73%** know the difference between vagina and vulva



**78%**



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

▲ Low basis, results must be interpreted with caution



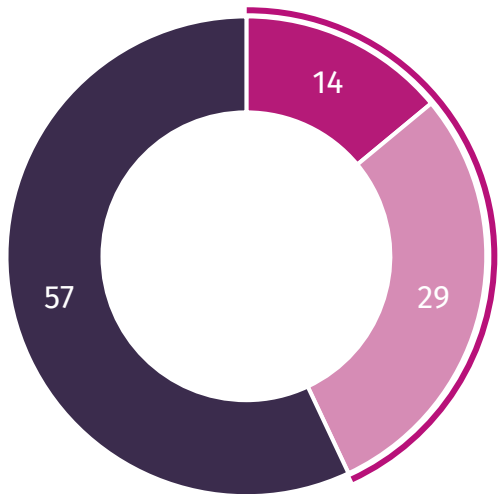
# Only 2 in 5 women have already heard of the term 'vaginal microbiome', without significant differences among age groups.



Question 3. And more specifically, have you ever heard of the following terms?  
Base: Women (n=246)

⚠ Low basis, results must be interpreted with caution

## 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

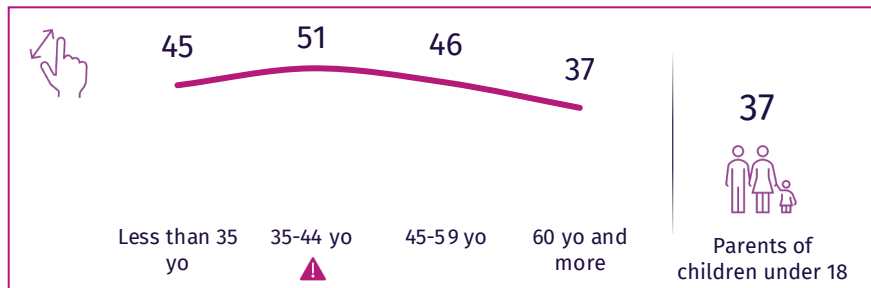
### 43% of women have already heard about the vaginal microbiome

2025: 42%

2024: 33% +10pts vs 2024



## 56%



● Significant differences vs total - superior

● Significant differences vs total - inferior



(1/2)

# Core concepts are understood: Finnish women grasp the basics of how the vaginal microbiome works. However, a significant share remain unsure, particularly about the impact of smoking on the vaginal microbiome.



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

Base: Women (n=246)

✓ Good answer

Wrong answers/  
don't know

Antibiotics can alter the vaginal microbiome

79 ✓

3 18

21

The vagina is self-cleaning

73 ✓

9 18

27

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

70 ✓

3 27

30

Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome \*

70 ✓

5 25

30

Smoking has no consequences on the vaginal microbiome

65 ✓

5 30

35

The use of probiotics is helpful in case of bacterial vaginosis, candidad<sup>is</sup>, cystitis \*

59 ✓

4 37

41

True False Don't really know

\*These items have been added this year



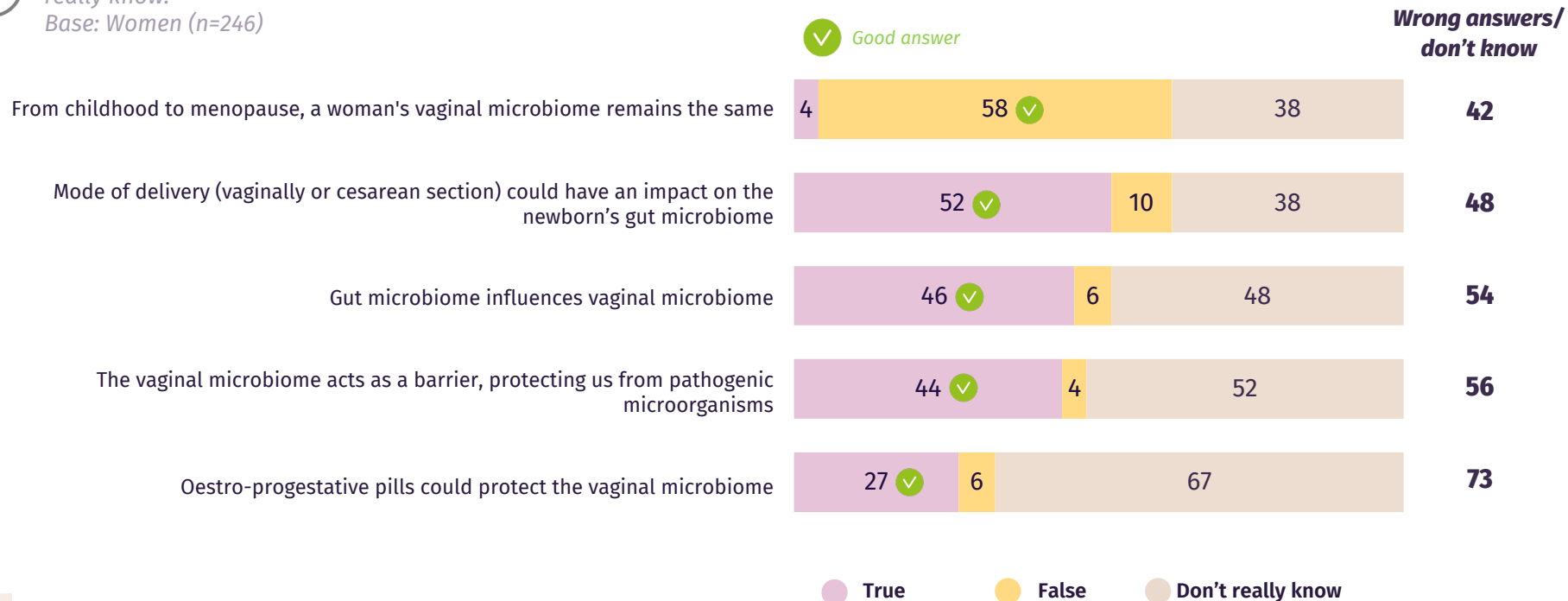
(2/2)

# Significant gaps persist in understanding the gut–vaginal axis, the vaginal microbiome’s protective role, and how delivery mode affects the microbiome.



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

Base: Women (n=246)





# In Finland, knowledge of the vaginal microbiome shows no significant fluctuation, except for understanding that the vagina is self-cleaning.

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=246)

% good answer

	Total	Evolution		ALL COUNTRIES
		2026-2025	2025-2024	
Antibiotics can alter the vaginal microbiome	79	-5pts	-3pts	69
The vagina is self-cleaning	73	+7pts	+5pts	57
Every woman has a vaginal microbiome that is different from any other woman's	70	+1pt	-1pt	64
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	70	N/A	N/A	65
Smoking has no consequences on the vaginal microbiome	65	+2pts	+1pt	50
The use of probiotics is helpful in case of bacterial vaginosis, candidadisi, cystitis *	59	N/A	N/A	56
From childhood to menopause, a woman's vaginal microbiome remains the same	58	-4pts	-4pts	56
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	52	-7pts	+3pts	37
Gut microbiome influences vaginal microbiome	46	-7pts	+1pt	45
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	44	-4pts	-1pt	64
Oestro-progestative pills could protect the vaginal microbiome	27	+2pts	-2pts	21

\*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



# More generally, women in Finland seem to have a better knowledge than average on the vaginal microbiome.



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

Base: Women (n=246)

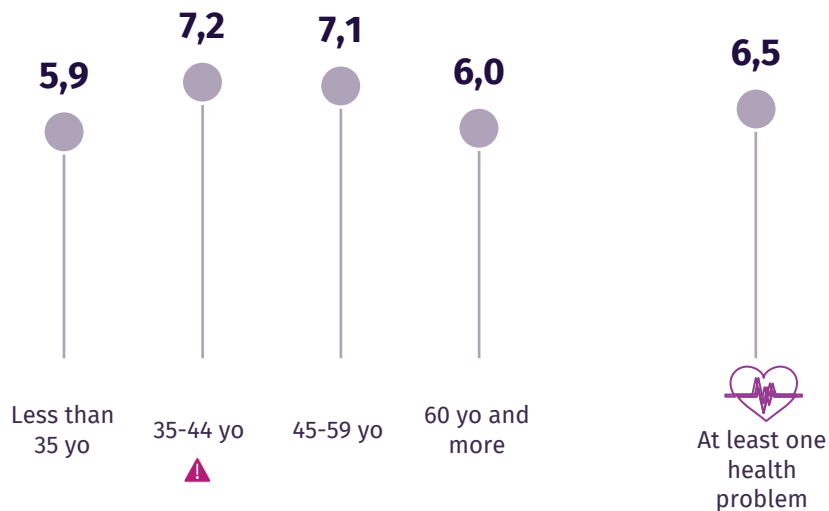


5,8

6,4/11

Number of good responses on average

⚠ Low basis, results must be interpreted with caution



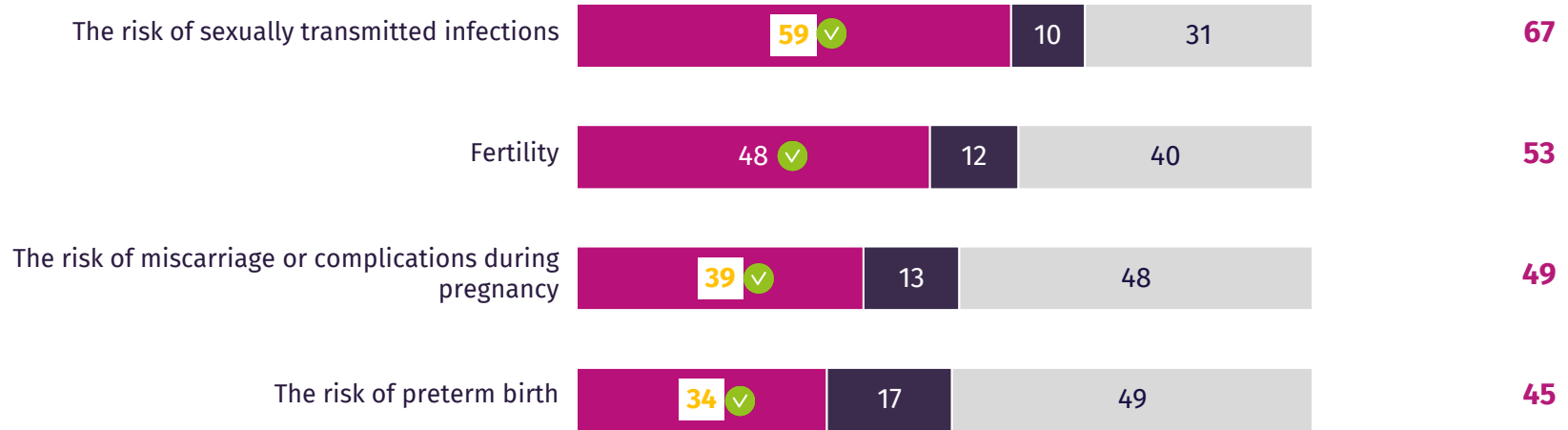
- Significant differences vs total - superior
- Significant differences vs total - inferior



# The link between vaginal microbiome and reproductive health is largely underestimated.

NEW QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:  
Base: Women (n=246)



● Yes      ● No      ● I don't know

✓ Good answer



# Finnish women show protective behaviors for their vaginal microbiome—such as avoiding genital deodorants and excessive washing—but many still do not use soap-free cleansers for the genital area and often self-medicate.

NEW

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

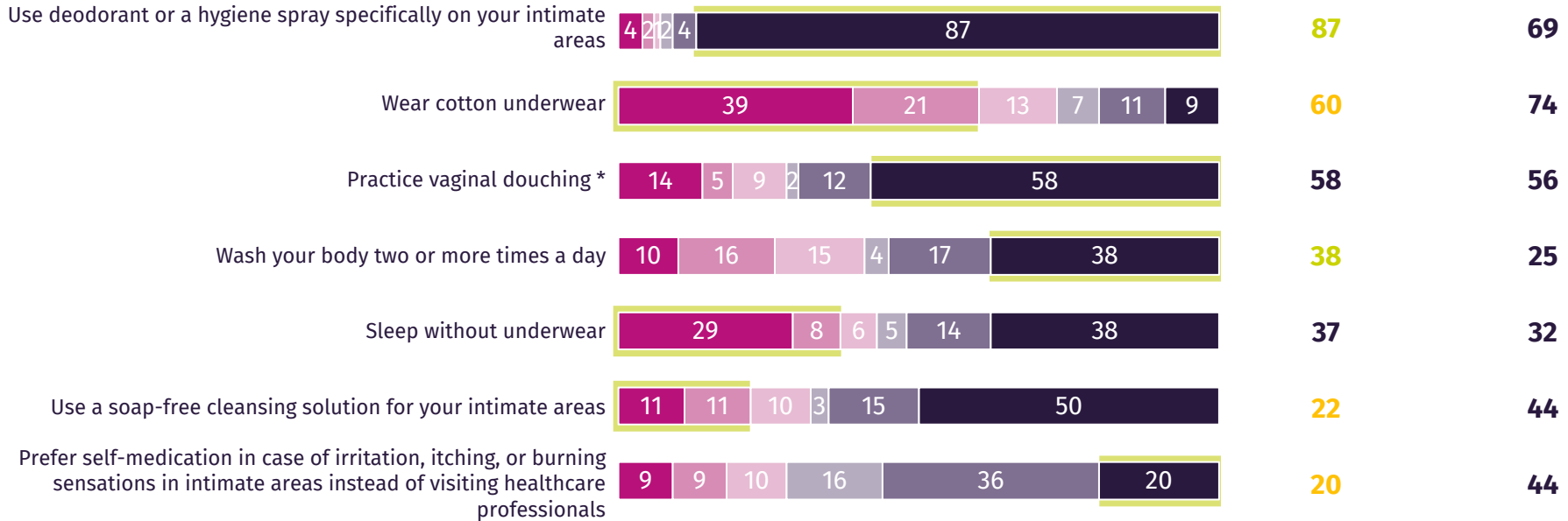
QUESTION

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

Base: Women

% Microbiota 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).



# Very few women have received information or advice from their HCPs about the vaginal microbiome.

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

Base: Women (n=246)

**18%** received **ALL THESE INFORMATION**, at least one time  
**7%** received **all these information several times**



**30%**  
**10%**

% Yes

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



**28**

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



**26**

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



**21**

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

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



# Vaginal microbiome information from HCPs has not increased in recent years.



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

Base: Women (n=246)

**% Yes**

	Total	Evolution		ALL COUNTRIES
		2026-2025	2025-2024	
<b>% Have received ALL THESE INFORMATION, at least one time</b>	<b>18</b>	+1pt	-1pt	30
<b>% Received ALL THESE INFORMATION, several times</b>	<b>7</b>	+2pts	-1pt	10
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	<b>28</b>	+4pts	-4pts	40
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	<b>26</b>	-2pts	-1pt	40
Explain to you what the vaginal microbiome is and what its roles and functions are	<b>21</b>	+1pt	-2pts	36

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

● Significant differences vs total - superior

● Significant differences vs total - inferior

# Specific guidance on intimate hygiene from HCPs is markedly less common in Finland.

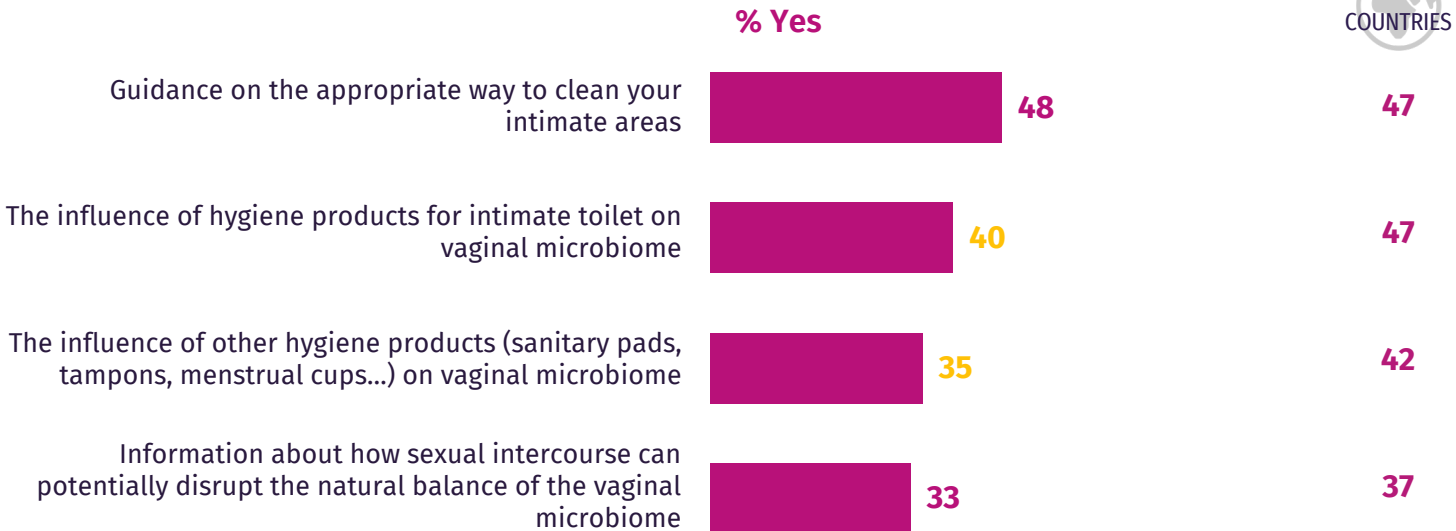


NEW  
QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?  
Base: Women (n=246)

**20% of women report that healthcare professionals discussed all these topics**

ALL COUNTRIES **25%**  
ALL COUNTRIES

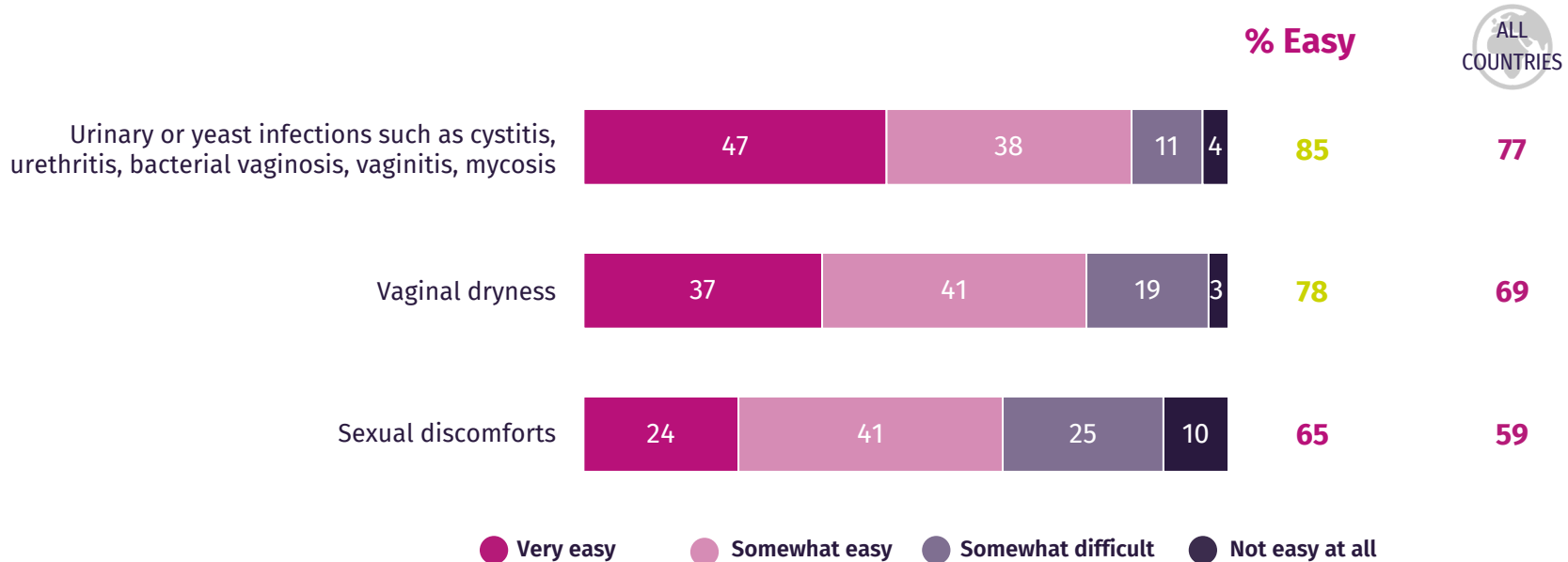




# In Finland, speaking with healthcare professionals about UTIs, yeast infections, and vaginal dryness is relatively easy for many women, but about one-third are not at ease discussing sexual discomfort.

**NEW QUESTION**

Question 9V4. How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?  
Base: Women (n=246)



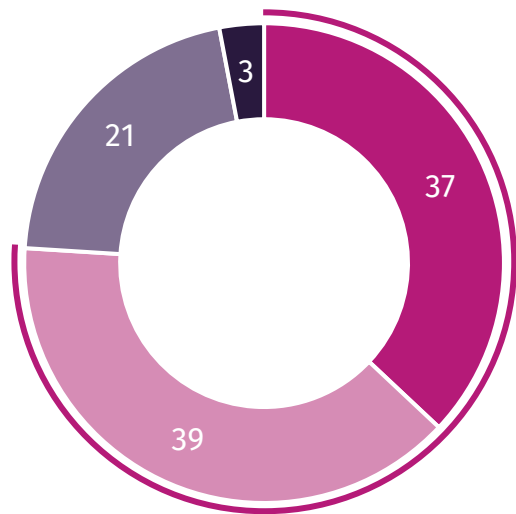


# 3 women out of 4 would like more information about the importance of the vaginal microbiome and its impact on health.



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=246)



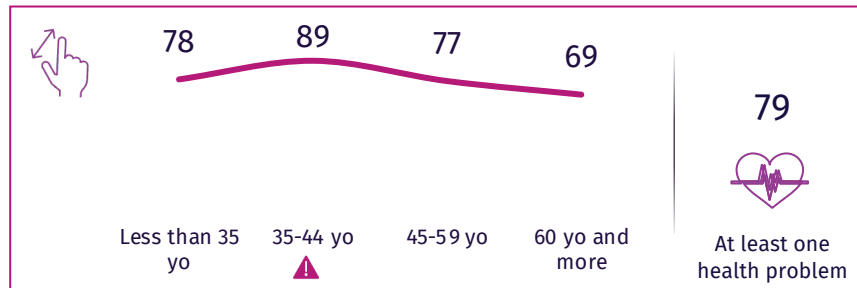
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**76%** would like to have more information about the importance of the vaginal microbiome and its impact on health

2025: 75%  
2024: 74%



**86%**



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

▲ Low basis, results must be interpreted with caution

A large, light gray illustration of a diverse microbiome, featuring various shapes of bacteria, fungi, and viruses, set against a white background that is slightly offset to the left and top of the dark blue page.

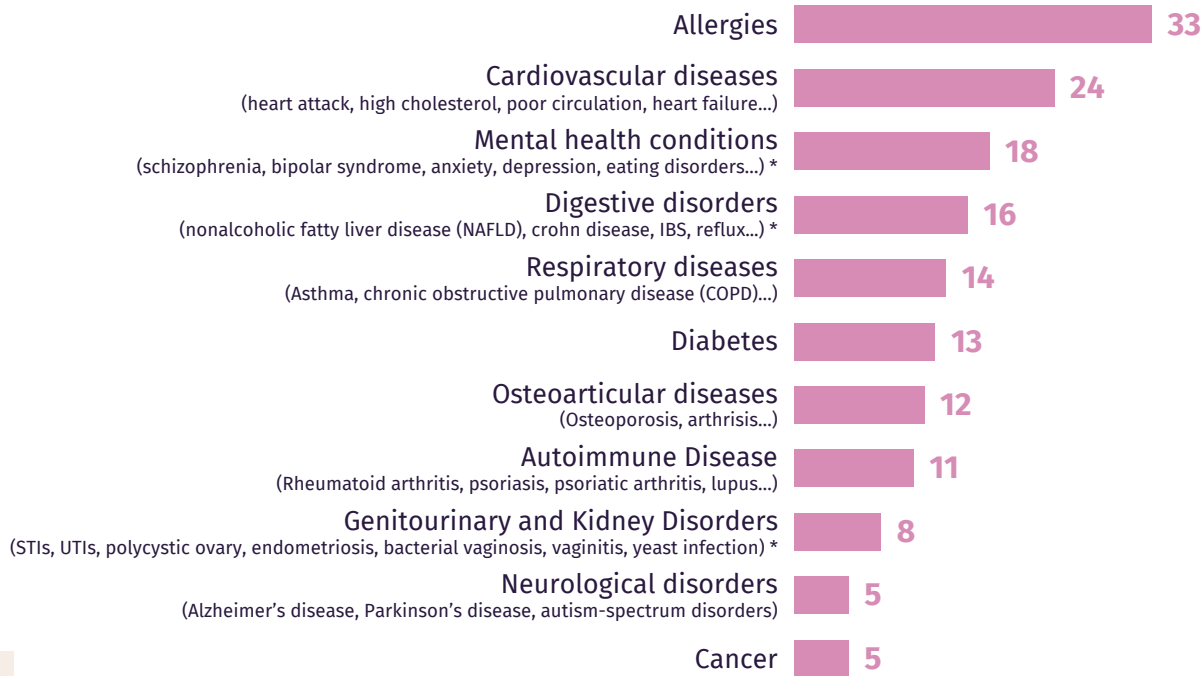
# ANNEXES



# People with current conditions



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



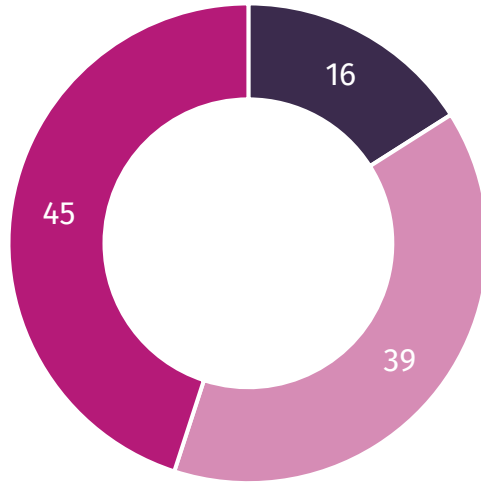
\*The wording of these items was changed compared to last year



# Smoking habits in Finland

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

**16%** are currently smoking

ALL  
COUNTRIES  
**23%**

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**You act better when you are sure.**