



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Fourth wave

**Italy 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, in shades of gray.

# 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.



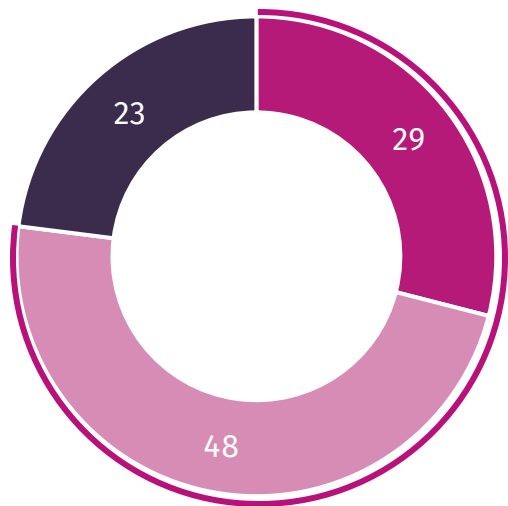
**Italy outperforms on  
microbiome awareness—  
driven by gut—but  
unchanged from last year**



# In Italy, microbiome awareness exceeds the global average but is not increasing.



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

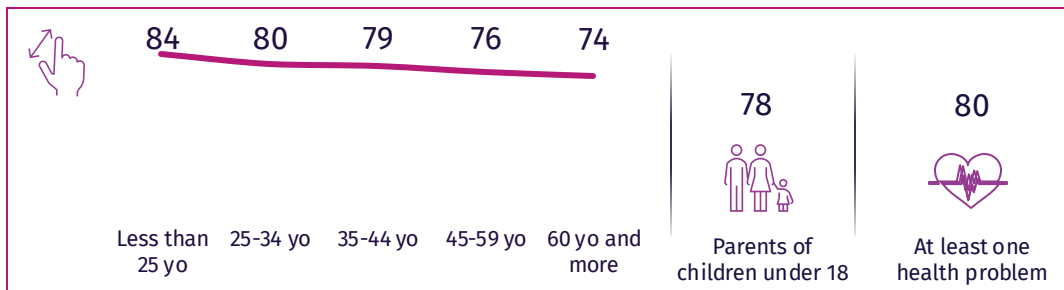


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**77%** have already heard about the term microbiome  
2025: 78%



**72%**



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

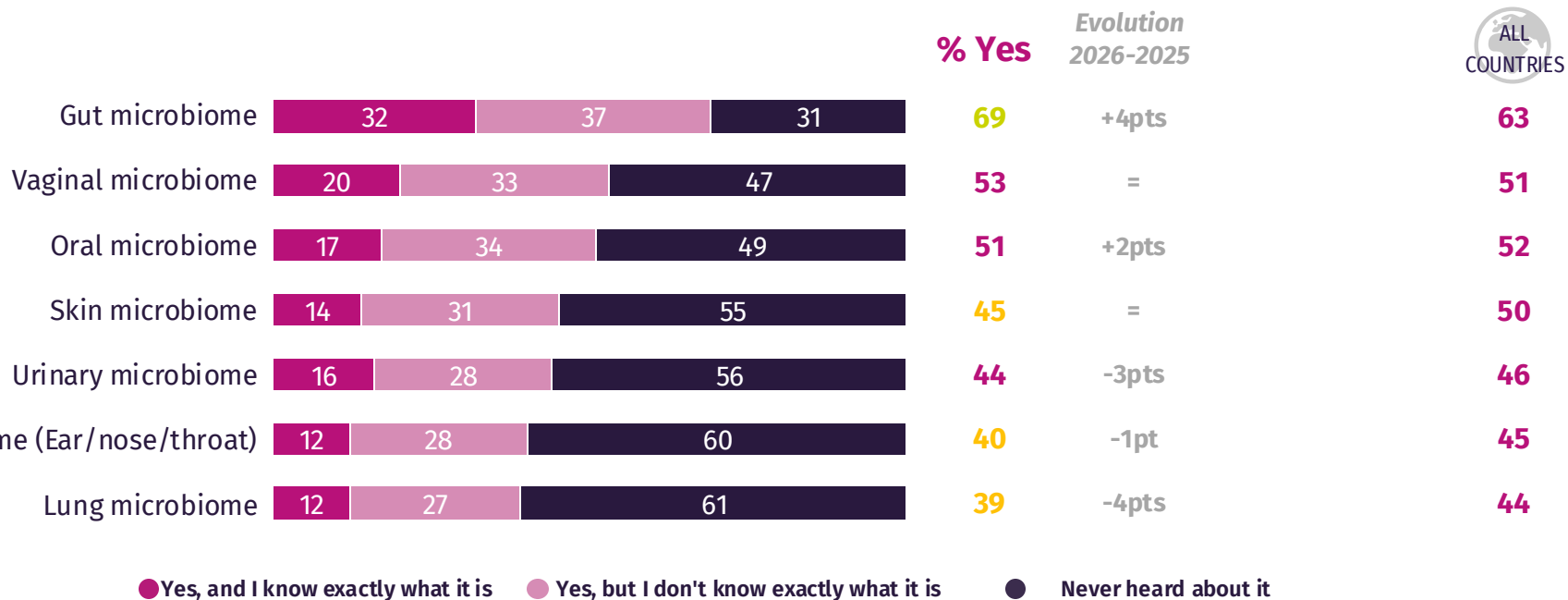


# In Italy, awareness is concentrated on the gut microbiome, while awareness of the skin, ENT (ear, nose, and throat), and lung microbiomes is comparatively low.



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

Base: All respondents

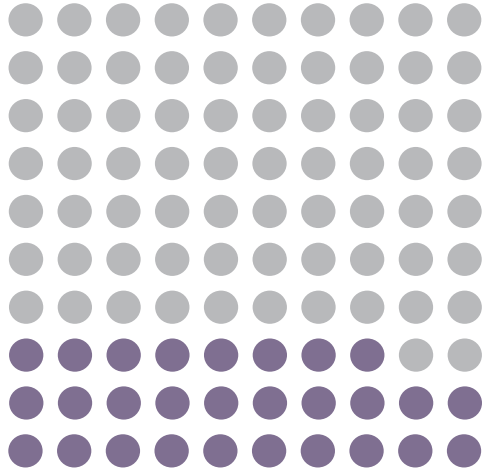




# Therefore, only a quarter have already heard of all the microbiome types.

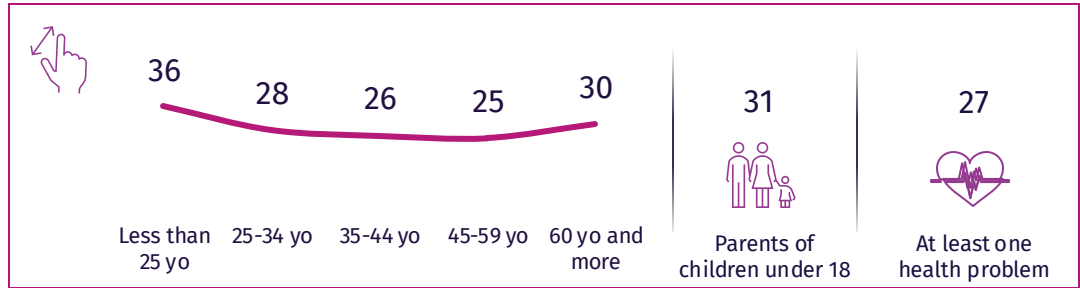


Question 3. And more specifically, have you ever heard of the following terms?  
Base: All respondents



**28%** have already heard of each microbiome:  
**Gut, vaginal, skin, lung, urinary, oral and ENT microbiome**  
 2025: **32%**

ALL COUNTRIES  
**32%**



But only **7%** know precisely all of them  
 2025 : **5%** +2pts vs 2025

ALL COUNTRIES  
**7%**



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

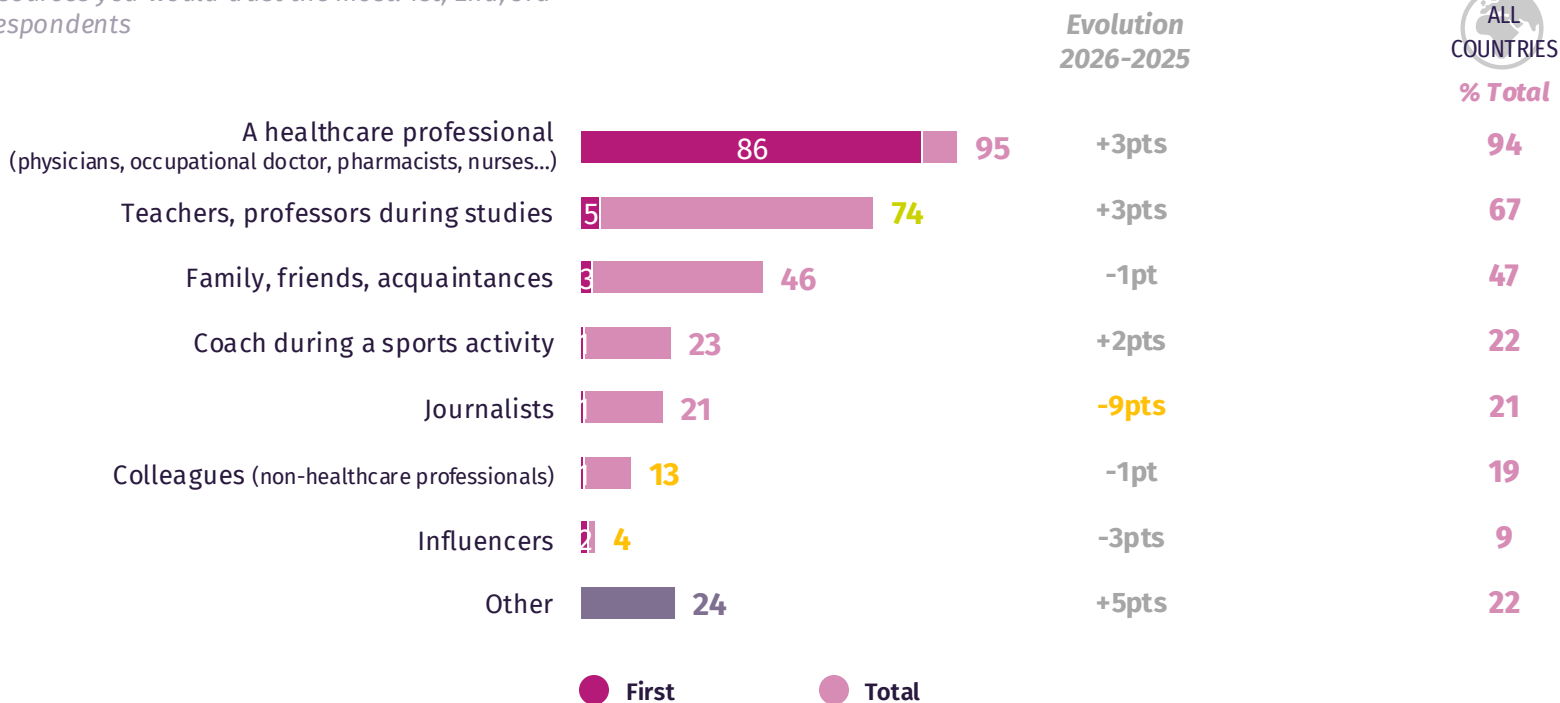


# Healthcare professionals stand out as the most trusted source of information about the microbiome, with more than 4 in 5 people saying they would first turn to an HCP.

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



# Among all age categories, healthcare professionals remain as the most reliable 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=39 ▲	n=59	n=72	n=135	n=195	n=251	n=249	n=118	n=306
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>95</b>	<b>86</b>	92	89	96	<b>100</b>	94	96	<b>89</b>	96
Teachers, professors during studies	<b>74</b>	77	72	81	76	71	77	72	72	73
Family, friends, acquaintances	<b>46</b>	44	34	42	49	50	50	41	40	45
Coach during a sports activity	<b>23</b>	32	27	22	26	17	18	27	32	24
Journalists	<b>21</b>	27	23	27	14	22	21	21	22	19
Colleagues (non-healthcare professionals)	<b>13</b>	12	21	14	11	12	15	12	17	13
Influencers	<b>4</b>	7	10	5	4	2	4	5	7	5
Other	<b>24</b>	15	21	21	24	28	21	26	21	26

▲ Low basis, results must be interpreted with caution

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● Significant differences vs total - superior

● Significant differences vs total - inferior



# Italians 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 **27%** received **ALL THESE INFORMATION**, at least one time  
9% received all these information several times

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



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

# The information gap widens: HCP communication is on a downward trend



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

Base: All respondents

**% Yes**

	Total	2026-2025	ALL COUNTRIES
<b>% Received ALL THESE INFORMATION, at least one time</b>	<b>27</b>	-4pts	33
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>9</b>	+1pt	11
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>41</b>	-5pts	43
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>39</b>	-2pts	43
Explain to you what the microbiome is and what its roles and functions are	<b>34</b>	-7pts	39



## People aged less than 35 years old and parents received a little bit more information from HCPs.



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

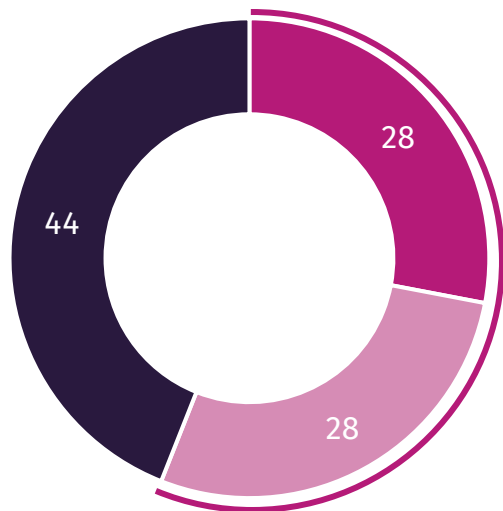
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
	base n=500	n=39	n=59	n=72	n=135	n=195	n=251	n=249	n=118	n=306
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>41</b>	55	<b>59</b>	38	38	35	42	40	51	47
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>39</b>	<b>60</b>	51	36	34	37	41	38	<b>51</b>	43
Explain to you what the microbiome is and what its roles and functions are	<b>34</b>	48	47	27	28	34	35	33	41	38

Low basis, results must be interpreted with caution



# Prescription of pre/probiotics in Italy is higher than global practice.

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

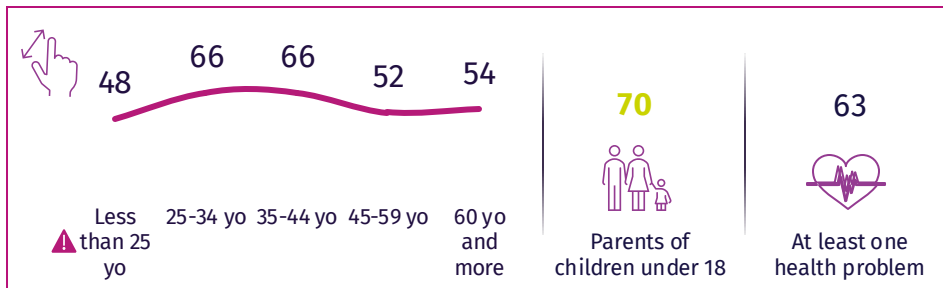


**56%** were prescribed with prebiotics or probiotics

2025: 54% +2pts vs 2025



**51%**



⚠ Low basis, results must be interpreted with caution

● Significant differences vs total - superior

● Significant differences vs total - inferior



# Microbiome guidance post-antibiotics is not common in Italy, on line with global results.



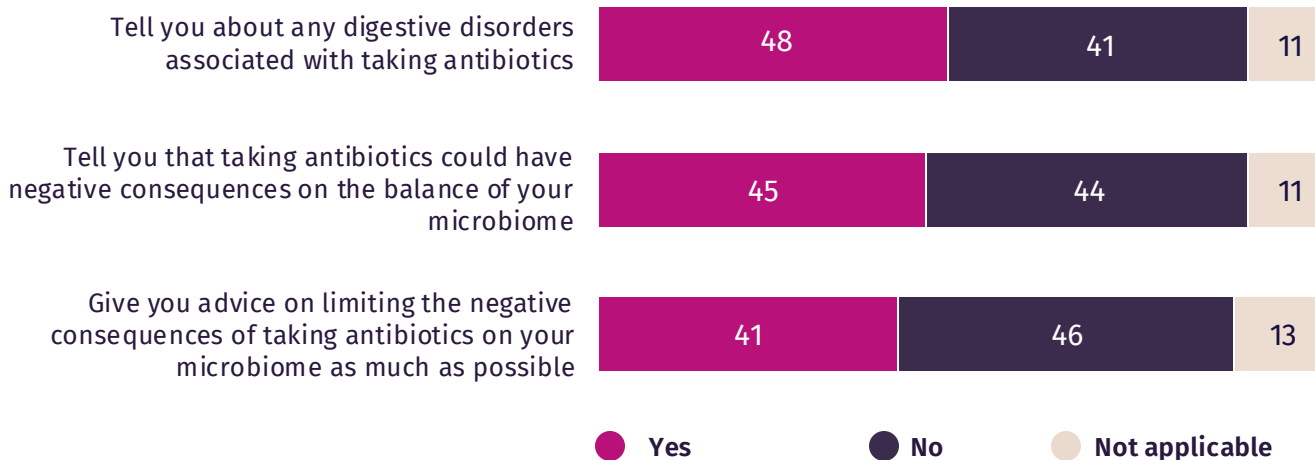
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

Only **27%** received **ALL THESE INFORMATION** from their HCPs



**25%**



# No improvement this year in post-antibiotic patient education in Italy, even signs of decline.



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

Base: All respondents

**% Yes**

	Total	Evolution 2026- 2025	ALL COUNTRIES
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>27</b>	<b>-5pts</b>	25
Tell you about any digestive disorders associated with taking antibiotics	<b>48</b>	<b>-7pts</b>	45
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>45</b>	<b>-1pt</b>	39
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>41</b>	<b>-7pts</b>	36



# The level of information and advice received when prescribed with antibiotics doesn't fluctuate with the demographics.

Low basis, results must be interpreted with caution



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=39	n=59	n=72	n=135	n=195	n=118	n=306
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>27</b>	<b>26</b>	<b>26</b>	<b>22</b>	<b>25</b>	<b>31</b>	<b>28</b>	<b>29</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>48</b>	43	44	56	43	51	52	50
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>45</b>	53	40	44	43	46	47	48
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>41</b>	38	50	40	33	45	46	45

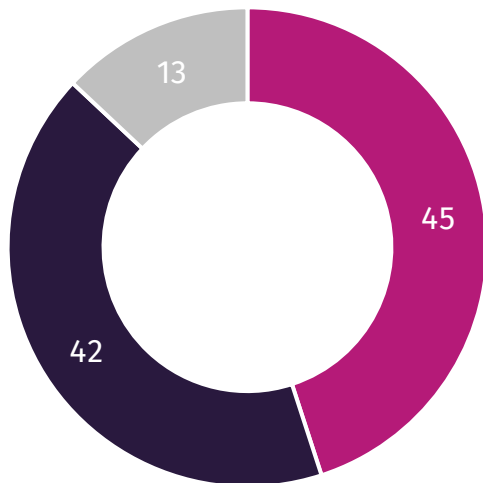


# Prescription of probiotics with antibiotics is more common in Italy than in other countries but still it reaches only a minority.



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

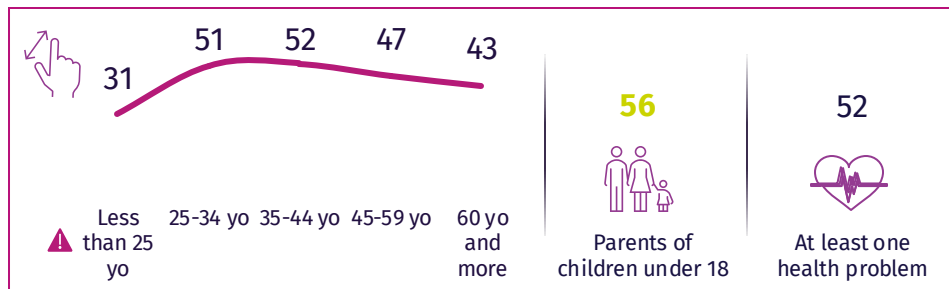
Base: All respondents



- Yes
- No
- Not applicable

**45%** were prescribed with prebiotics or probiotics

ALL COUNTRIES  
**38%**



▲ Low basis, results must be interpreted with caution

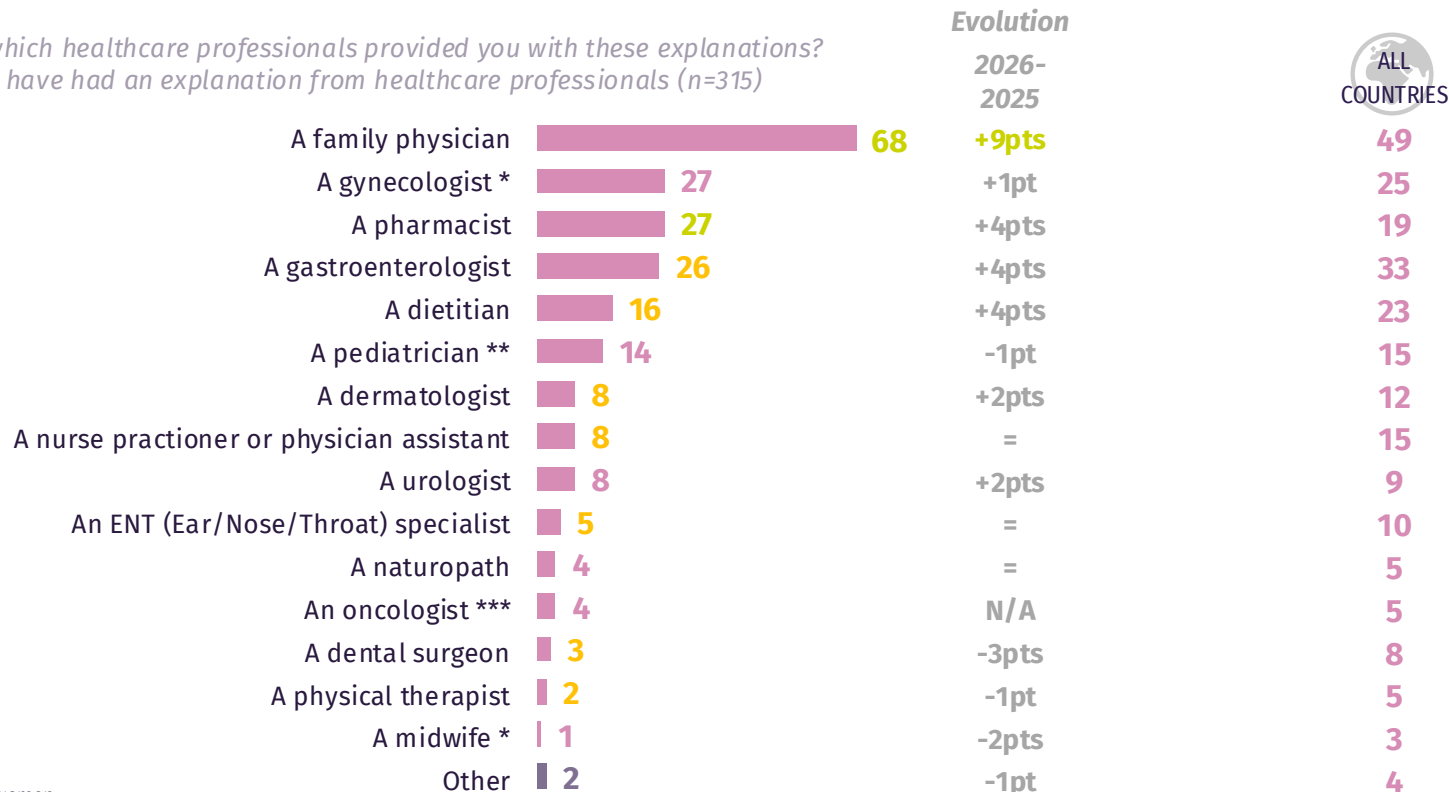
● Significant differences vs total - superior

● Significant differences vs total - inferior

# The family physician is the top source of information about microbiome in Italy – with significant increase this year.



Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who have had an explanation from healthcare professionals (n=315)



\* 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.



# Family physicians are the top 1 source of information regardless demographics.

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

Base: People who've received some information from HCPs (n=315)

▲ 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=315	n=26 ▲	n=43	n=51	n=76	n=119	n=156	n=159	n=90	n=211
A family physician	<b>68</b>	66	42	69	71	78	75	63	69	71
A gynecologist	<b>27</b>	29	37	22	28	24	0	27	26	31
A pharmacist	<b>27</b>	15	21	18	32	32	25	28	23	30
A gastroenterologist	<b>26</b>	36	28	15	19	32	30	22	22	30
A dietitian	<b>16</b>	23	12	6	22	16	19	13	13	16
A pediatrician	<b>14</b>	34	0	15	22	0	10	16	14	19
A dermatologist	<b>8</b>	8	10	8	7	9	7	9	9	7
A nurse practitioner or physician assistant	<b>8</b>	12	12	6	7	7	11	5	11	7
A urologist	<b>8</b>	3	6	8	9	8	13	3	7	9
An ENT (Ear, Nose, Throat) specialist	<b>5</b>	8	8	2	5	3	5	4	7	5
A naturopath	<b>4</b>	0	6	2	4	6	5	4	3	5
An oncologist*	<b>4</b>	4	0	2	3	7	5	3	1	4
A dental surgeon	<b>3</b>	4	0	2	5	2	3	2	5	1
A physical therapist	<b>2</b>	0	0	2	3	1	1	2	2	1
A midwife	<b>1</b>	0	4	3	0	0	0	1	4	1
Other	<b>2</b>	0	2	5	0	2	1	2	1	2

● 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

**Level of knowledge of the microbiome tend to stagnate in Italy.**

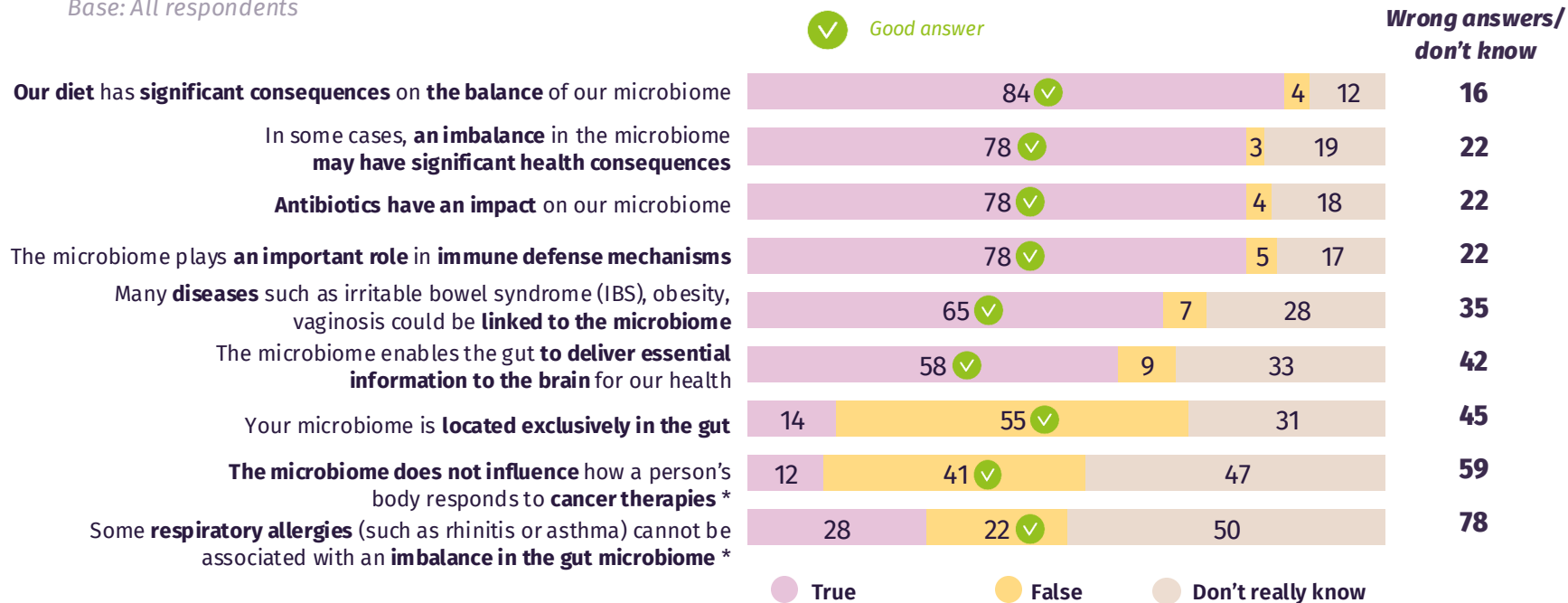


# Information about the microbiome is quite good in Italy but is weak on the influence of microbiome on diseases.



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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# Overall knowledge in Italy is not improving since last year.



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

Base: All respondents

% good answer

	Total	Evolution	
		2026-2025	ALL COUNTRIES
<b>Our diet has significant consequences on the balance of our microbiome</b>	84	+3pts	79
In some cases, <b>an imbalance</b> in the microbiome <b>may have significant health consequences</b>	78	-2pts	77
<b>Antibiotics have an impact</b> on our microbiome	78	+1pt	71
The microbiome plays <b>an important role</b> in <b>immune defense mechanisms</b>	78	+1pt	76
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	65	-1pt	68
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	58	+4pts	60
Your microbiome is <b>located exclusively in the gut</b>	55	-2pts	49
<b>The microbiome does not influence</b> how a person's body responds to <b>cancer therapies</b> *	41	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> *	22	N/A	23

● Significant differences vs total - superior

● Significant differences vs total - inferior

\* These items have been added this year



# Men have a poorer knowledge about microbiome 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.

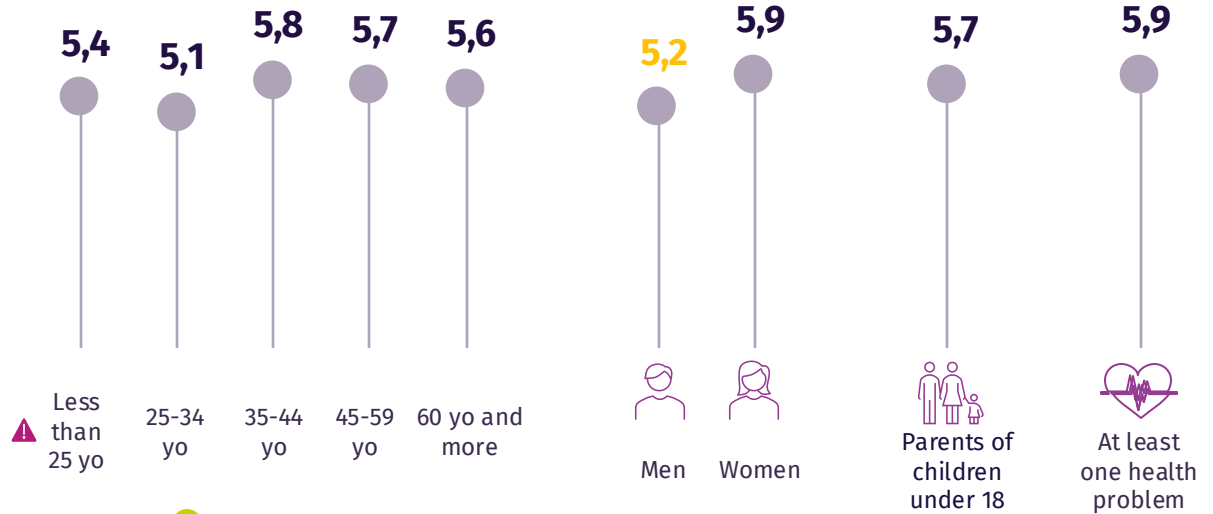
Base: All respondents



5,4

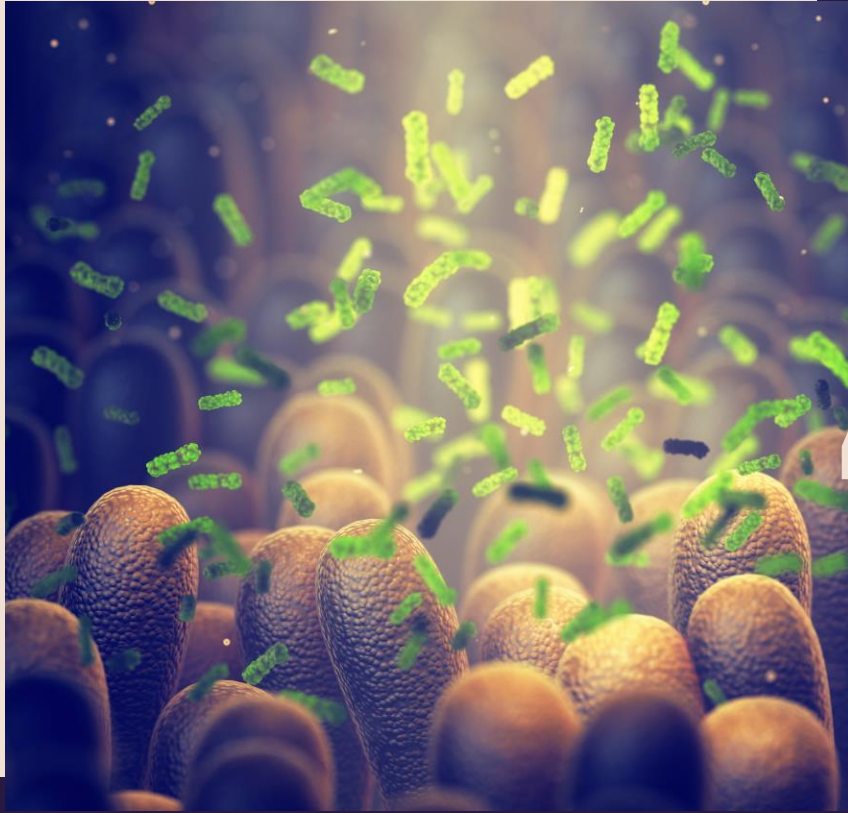
5,6/9

Number of good responses on average



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

⚠ Low basis, results must be interpreted with caution



4

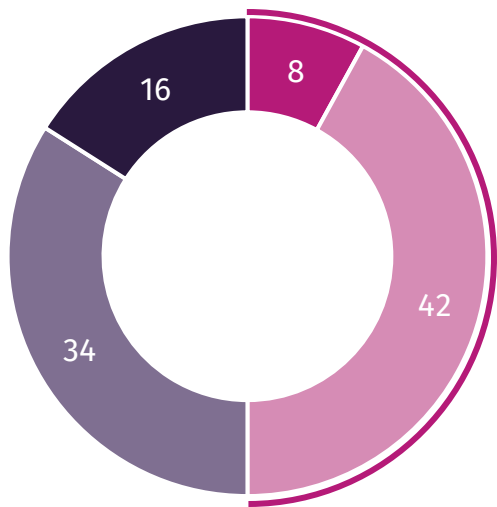
**In Italy, behaviors are relatively healthy, but willingness to take further action to support microbiome health is limited.**



# Only half of Italians have changed their behaviors to maintain a balanced and functioning microbiome, and for most of them they've changed 'a little'.

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



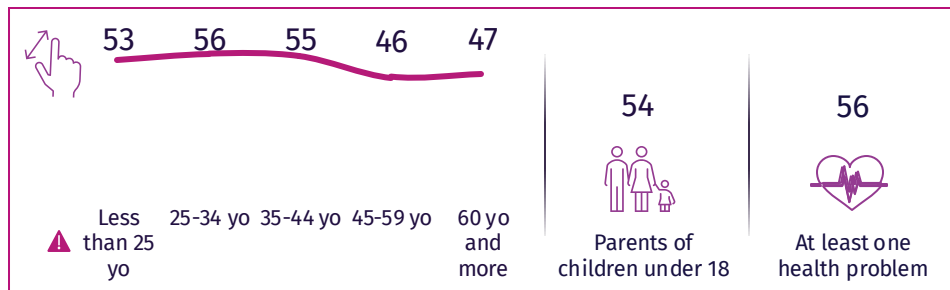
- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

**50%** have changed their behaviors

2025: 53% -3pts vs 2025



**53%**



● Significant differences vs total - superior

● Significant differences vs total - inferior

⚠ Low basis, results must be interpreted with caution

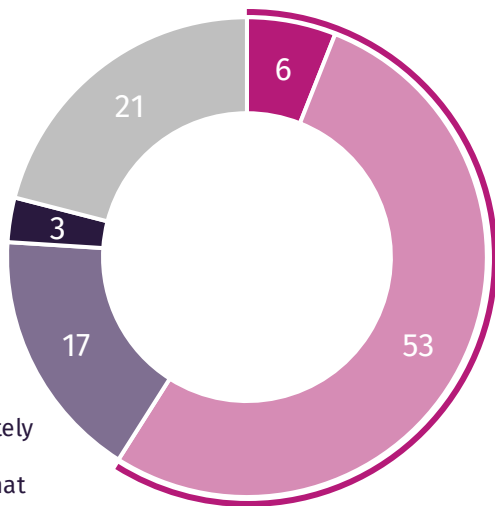


# With 6 Italians out of 10 rather considering their gut microbiome as balanced.

NEW QUESTION

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

Base: All respondents

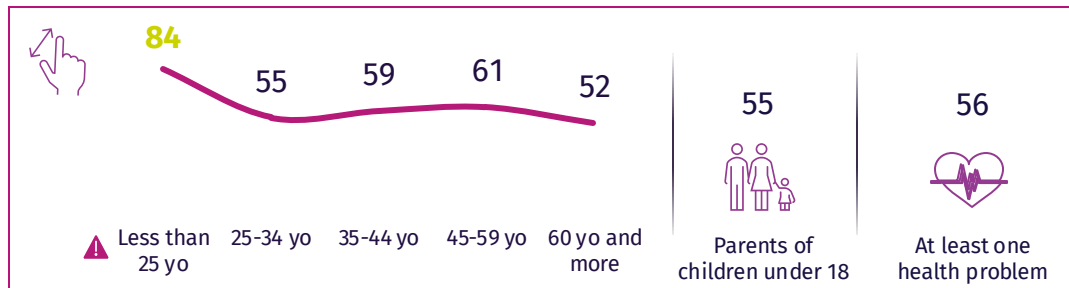


- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

**59%** consider that their gut microbiome is currently well balanced



**59%**



▲ Low basis, results must be interpreted with caution

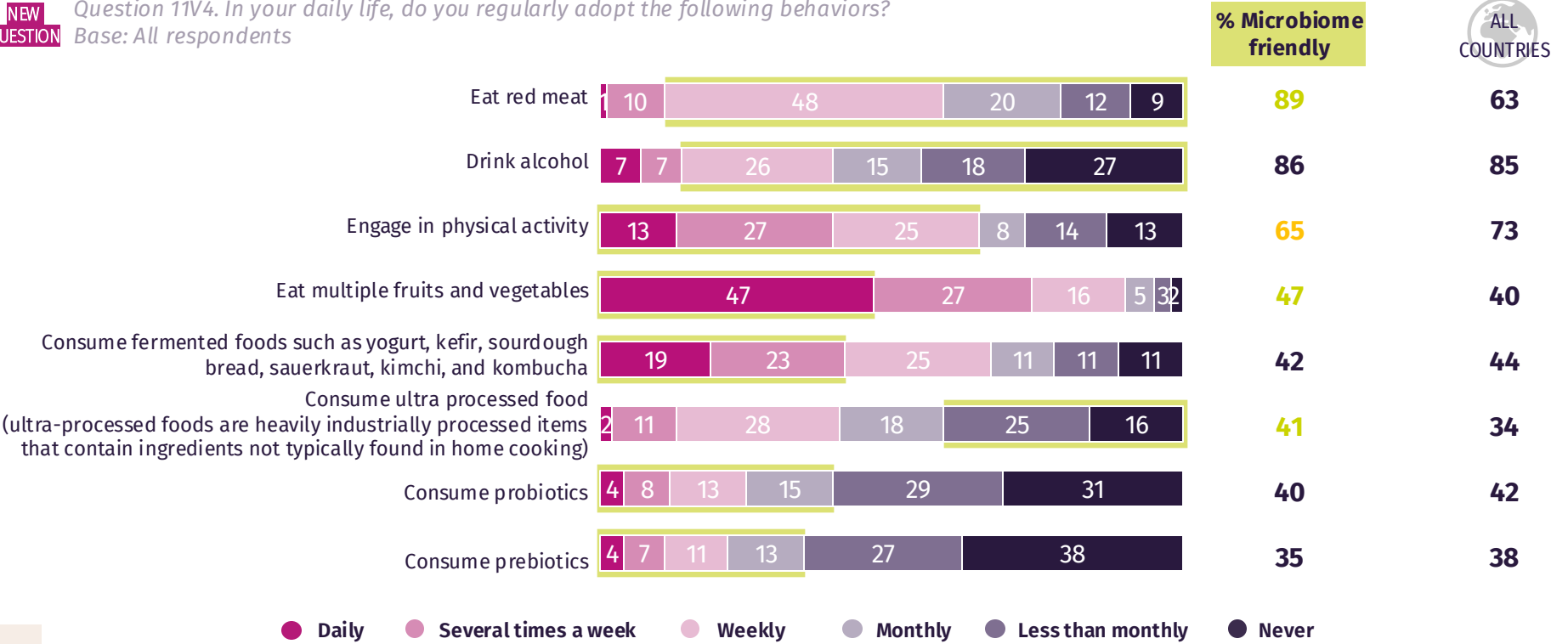
● Significant differences vs total - superior

● Significant differences vs total - inferior

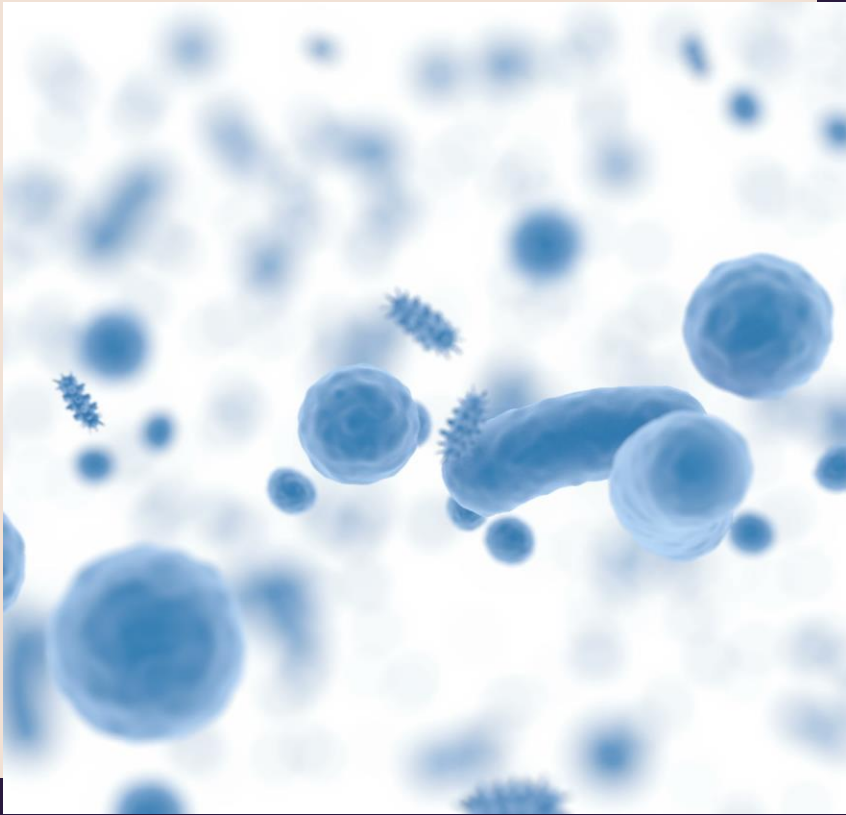
# Italians report a more microbiome-friendly diet than the global average, but physical activity remains a key area for improvement



**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



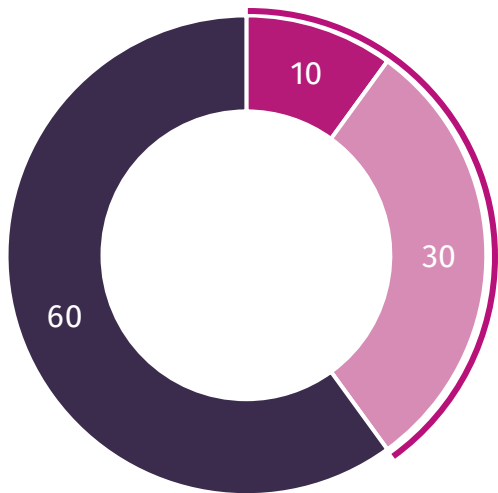
# 5 Focus on the first 1,000 days of life



# 4 parents out of 10 have heard about the scientific concept of the « first 1,000 days of life » and only 1 out of 10 knows exactly what it is.

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=120)

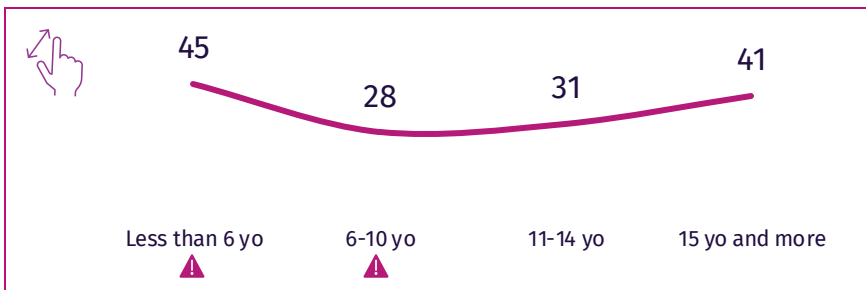


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**40%** have heard about the scientific concept of the « first 1,000 days of life »  
25% among total population



**43%**



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

▲ Low basis, results must be interpreted with caution



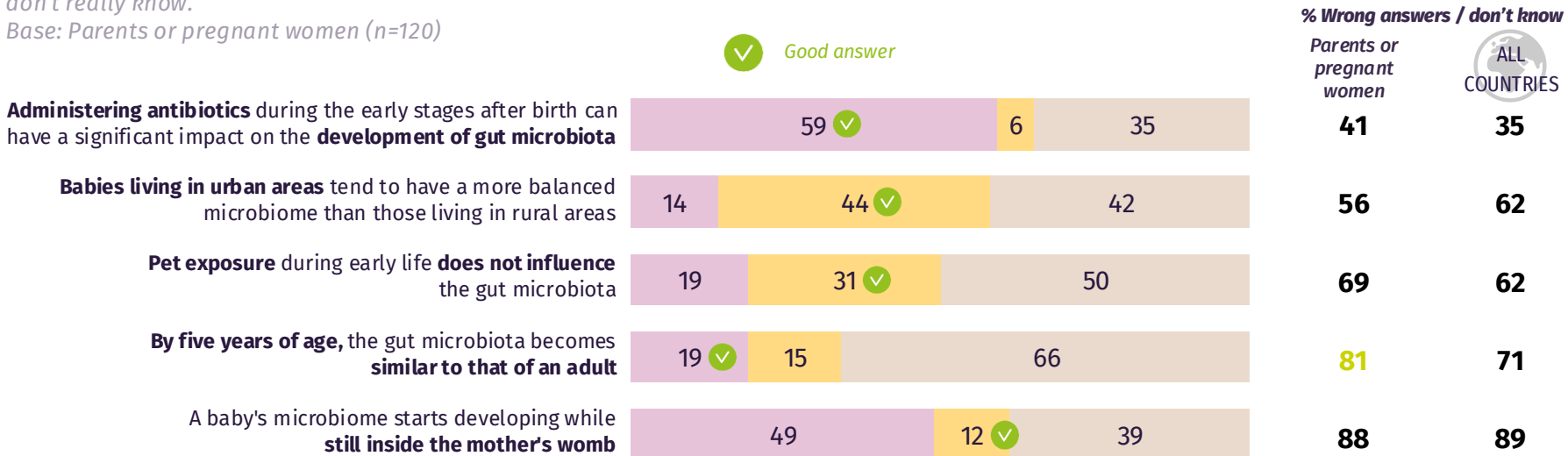
# Significant misconceptions exist among Italian parents regarding early-life microbiome except the link between antibiotics and the development of gut microbiota

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=120)

✓ Good answer



True False Don't really know



# As globally, Parents knowledge on early life microbiome is very limited.

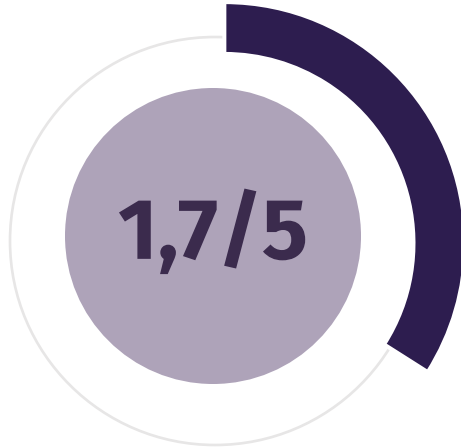
NEW QUESTION

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=120)

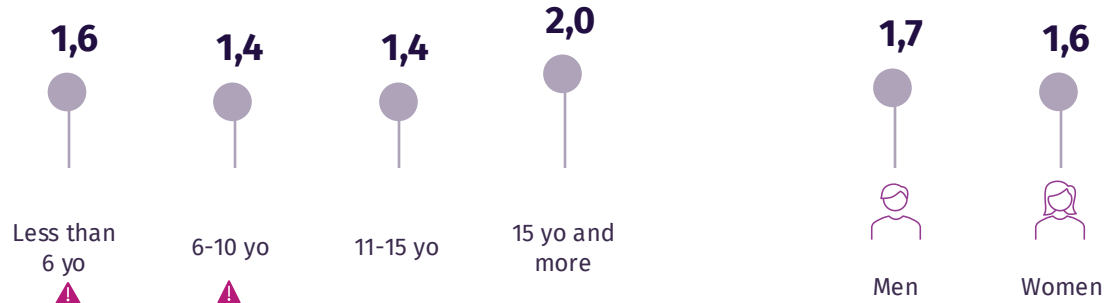
ALL COUNTRIES

1,8



Number of good responses on average

⚠ Low basis, results must be interpreted with caution



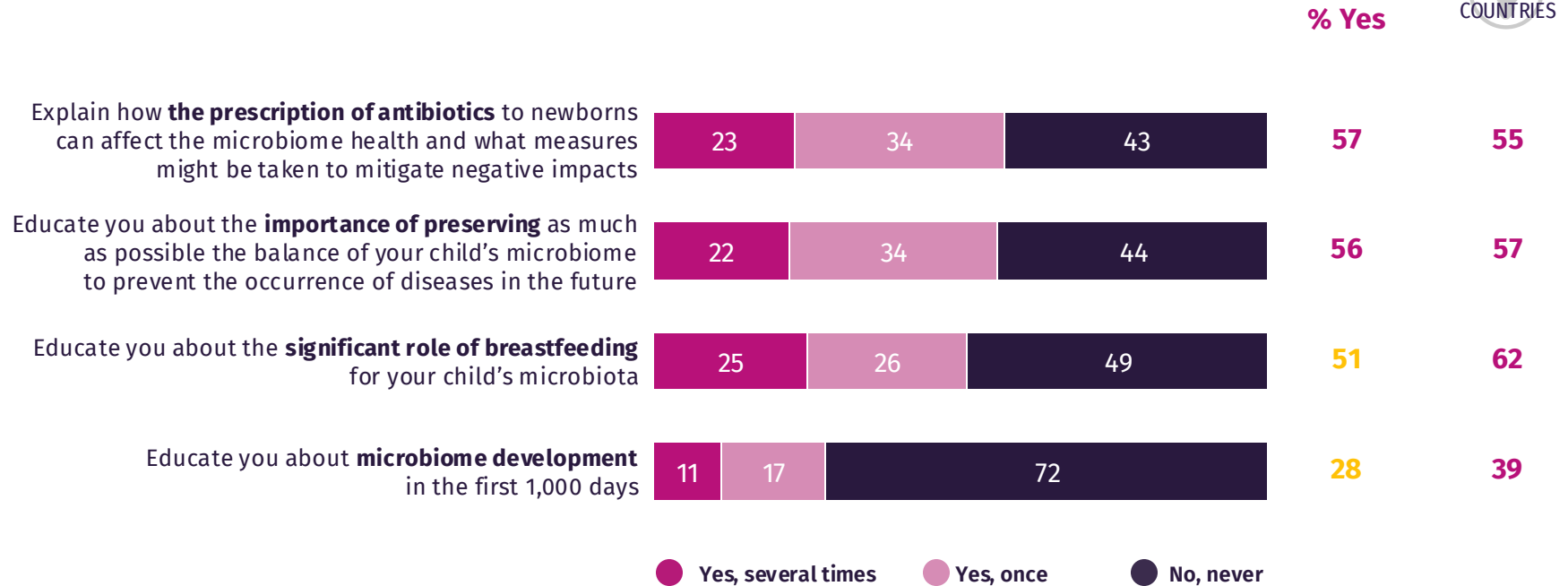
- Significant differences vs total - superior
- Significant differences vs total - inferior



# A non-systematic information from healthcare professionals: only a quarter of Italian parents have been educated about the microbiome development in the first 1,000 days.

NEW QUESTION

Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?  
Base: Parents (n=118)



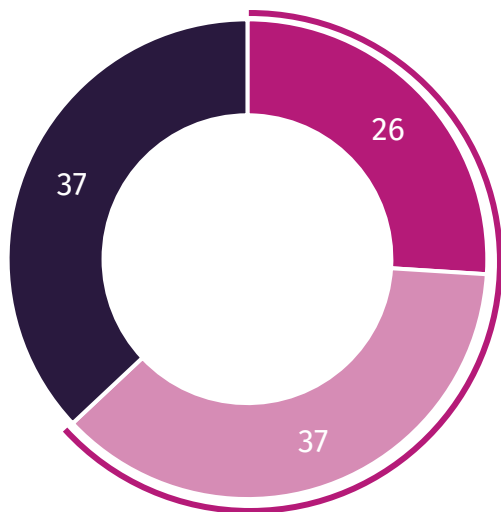


# Probiotic prescriptions for children are quite common in Italy, in line with the global average.

NEW QUESTION

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

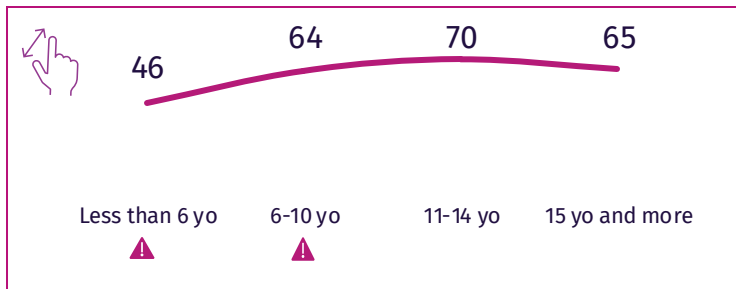
Base: Parents (n=118)



**63%** were prescribed with prebiotics or probiotics for their child



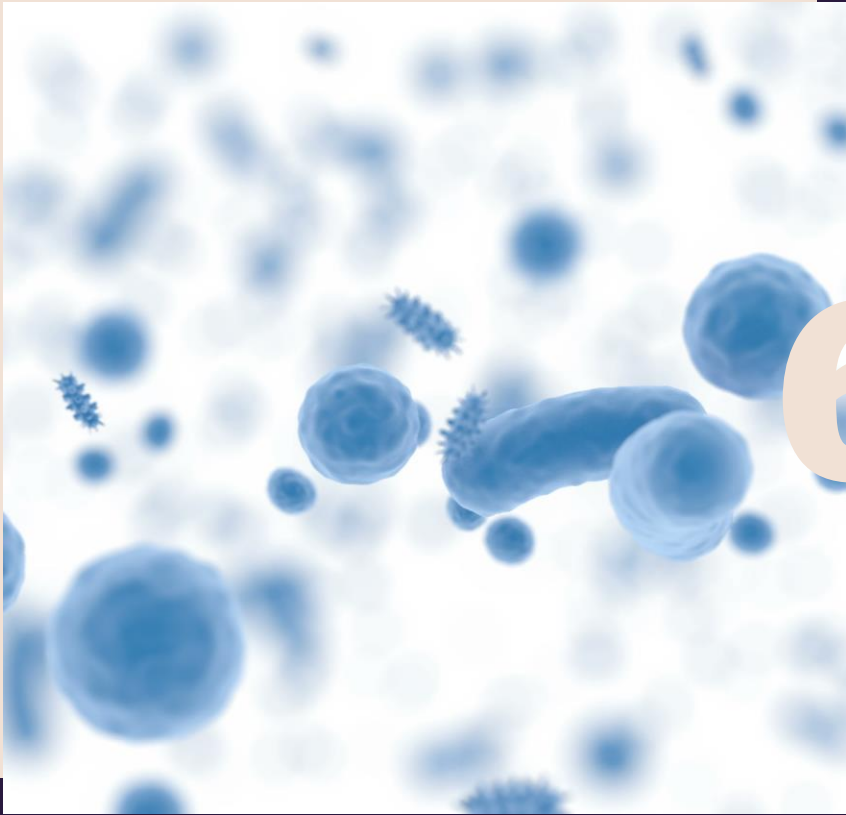
**57%**



⚠ Low basis, results must be interpreted with caution

● Significant differences vs total - superior

● Significant differences vs total - inferior



# 6

## Focus on the vaginal microbiome

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

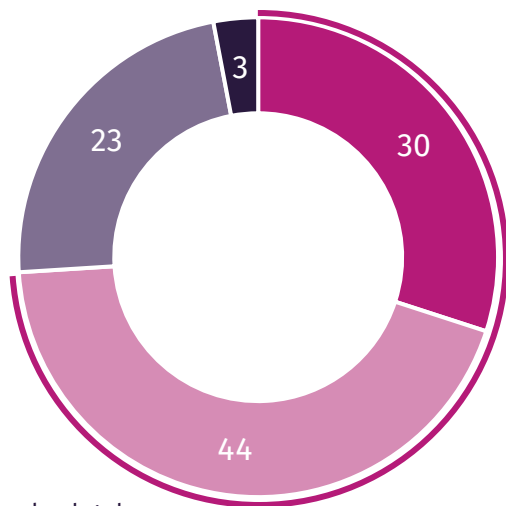


# Most Italian women report that they know the difference between vagina and vulva

NEW QUESTION

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

Base: Women (n=249)

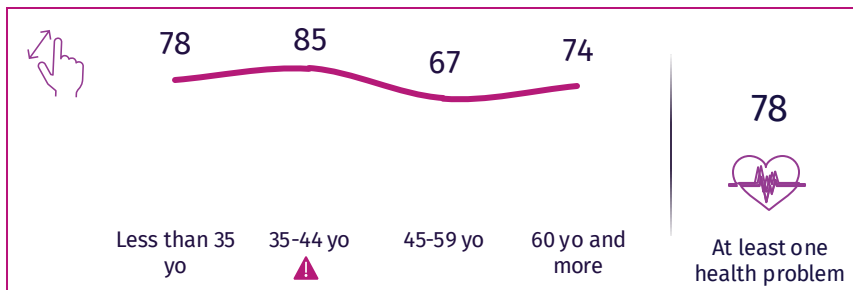


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**74%** know the difference between vagina and vulva

ALL COUNTRIES

**78%**



● Significant differences vs total - superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution



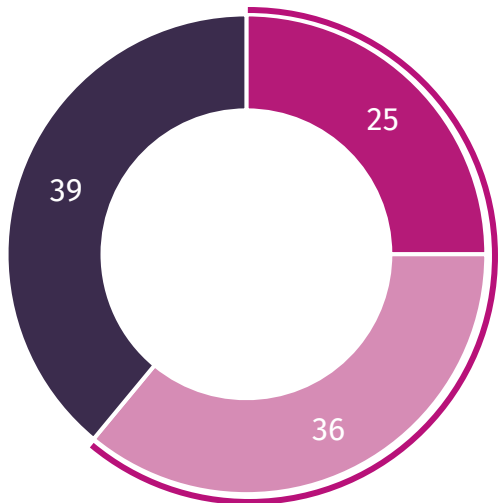
# 61% of Italian women report being aware of the vaginal microbiome, an upward trend.



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

Base: Women (n=249)

## Vaginal microbiome



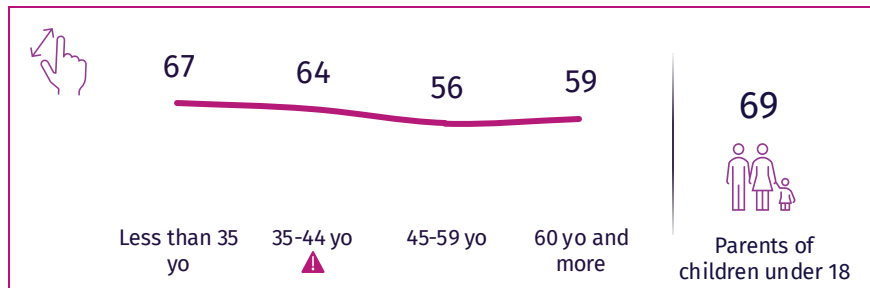
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it/ never heard of microbiome

### 61% of women have already heard about the vaginal microbiome

2025: 55% +6pts vs 2025



## 56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

▲ Low basis, results must be interpreted with caution



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



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=249)

✓ Good answer

Wrong answers/  
don't know

Antibiotics can alter the vaginal microbiome

74 ✓

6 20

26

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

67 ✓

6 27

33

The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms

63 ✓

6 31

37

From childhood to menopause, a woman's vaginal microbiome remains the same

6 60 ✓

34

40

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

60 ✓

7 33

40

The use of probiotics is helpful in case of bacterial vaginosis, candidiasis, cystitis \*

59 ✓

6 35

41

● True ● False ● Don't really know



(2/2)

# In Italy, key knowledge gaps persist regarding the influence of estrogen and progesterone and the fact 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=249)



Good answer

Wrong answers/  
don't know

Gut microbiome influences vaginal microbiome



47

Smoking has no consequences on the vaginal microbiome



47

The vagina is self-cleaning



62

Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome



69

Oestro-progestative pills could protect the vaginal microbiome



86



True



False



Don't really know



# In Italy, vaginal knowledge is not improving since last year.

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=249)

% good answer

	Total	Evolution 2026- 2025	ALL COUNTRIES
Antibiotics can alter the vaginal microbiome	74	+1pt	69
Every woman has a vaginal microbiome that is different from any other woman's	67	=	64
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	63	-1pt	64
From childhood to menopause, a woman's vaginal microbiome remains the same	60	-7pts	56
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	60	N/A	65
The use of probiotics is helpful in case of bacterial vaginosis, candidadis, cystitis *	59	N/A	56
Gut microbiome influences vaginal microbiome	53	+1pt	45
Smoking has no consequences on the vaginal microbiome	53	-6pts	50
The vagina is self-cleaning	38	-3pts	57
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	31	-1pt	37
Oestro-progestative pills could protect the vaginal microbiome	14	-7pts	21

\*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



# Women's knowledge about vaginal microbiome in Italy is in line with the global results.



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=249)



5,8



Number of good responses on average

5,8

Less than 35 yo

5,7

35-44 yo



5,7

45-59 yo

5,7

60 yo and more

6,1



At least one health problem

▲ Low basis, results must be interpreted with caution

● Significant differences vs total - superior

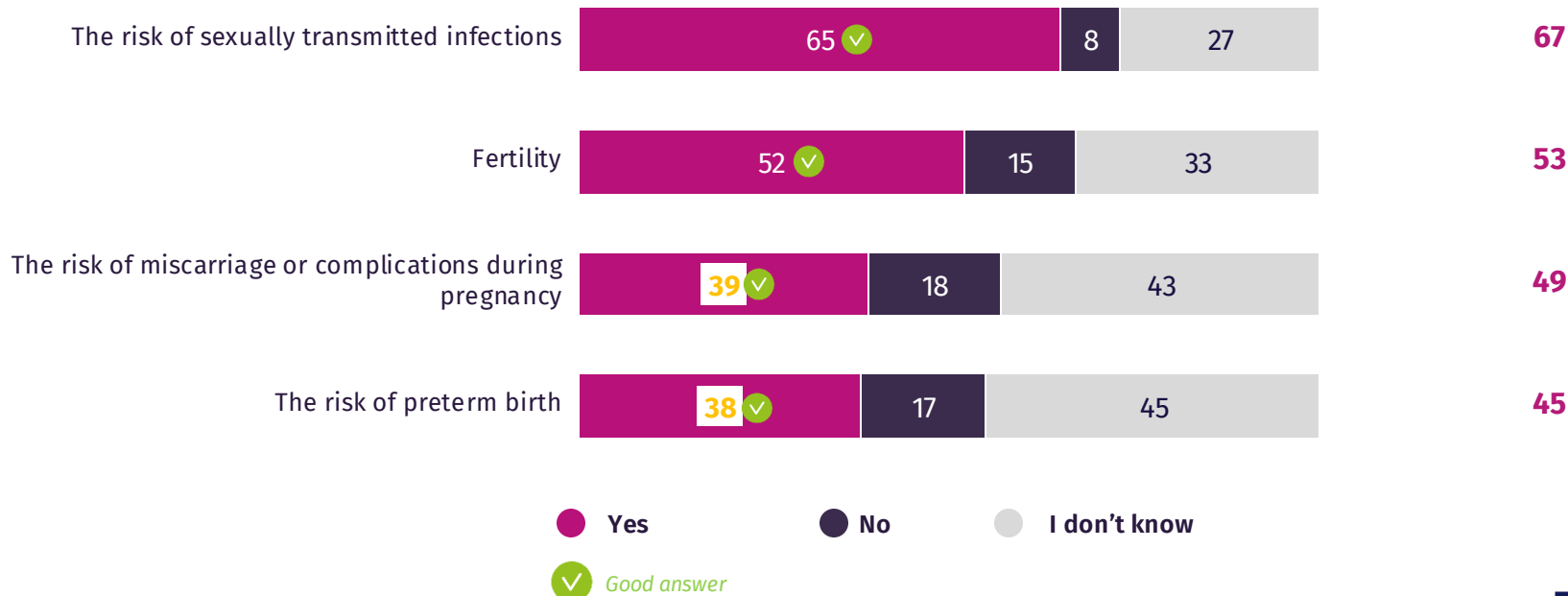
● Significant differences vs total - inferior



# Italian women recognize that an imbalanced vaginal microbiome can have an impact with STI risk and fertility problems, but the links to miscarriage and preterm birth are less widely recognized.

NEW QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:  
Base: Women (n=249)





# Most behaviors are on track in Italy—particularly cotton underwear and soap-free solution—though self-medication and frequent showering remain issues.

NEW QUESTION

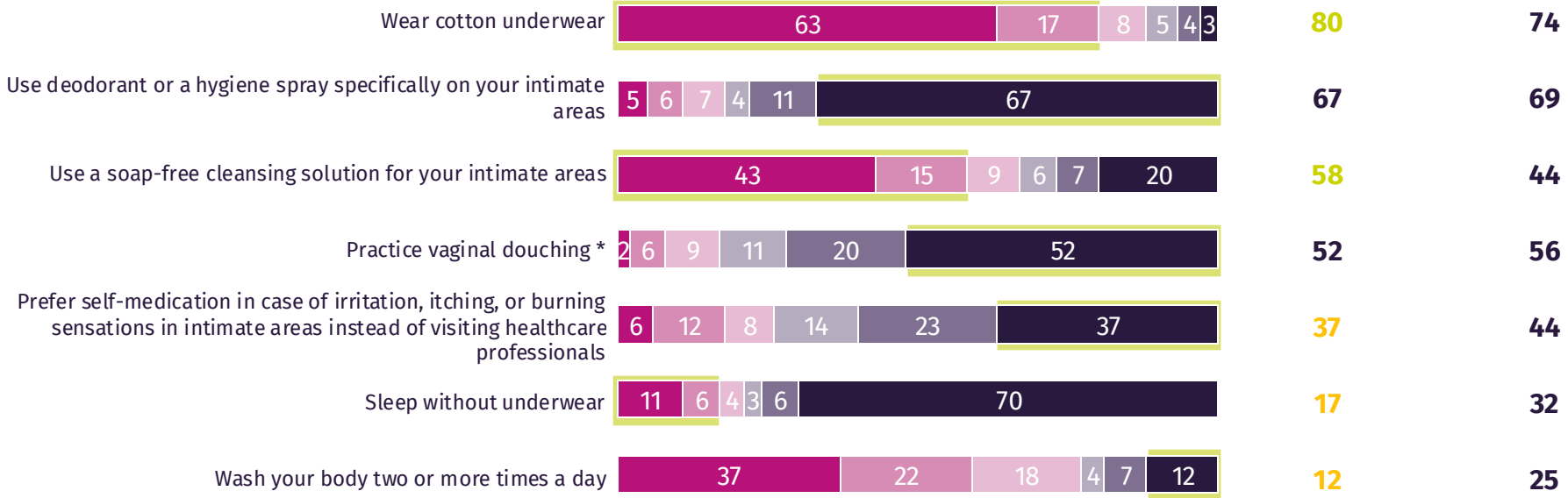
Question 11V4. How often do you include the following in your daily life?

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).



# Only a minority – in Italy – report receiving information about the vaginal microbiome from their healthcare professionals

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

Base: Women (n=249)

**27%** received **ALL THESE INFORMATION**, at least one time  
**7%** received **all these information several times**



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

% Yes

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



**37**

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



**37**

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



**33**

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

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



# The level of information is not showing any signs of increase.



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

Base: Women (n=249)

**% Yes**

	Total	Evolution	
		2026-2025	ALL COUNTRIES
<b>% Have received ALL THESE INFORMATION, at least one time</b>	<b>27</b>	<b>-2pts</b>	30
<b>% Received ALL THESE INFORMATION, several times</b>	<b>7</b>	<b>-1pt</b>	10
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	<b>37</b>	<b>+1pt</b>	40
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	<b>37</b>	<b>-1pt</b>	40
Explain to you what the vaginal microbiome is and what its roles and functions are	<b>33</b>	<b>+1pt</b>	36

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



Significant differences vs total - superior



Significant differences vs total - inferior

# Furthermore, specific guidance on intimate hygiene from HCPs is not common in Italy.



NEW  
QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?  
Base: Women (n=249)

**21% of women report that healthcare professionals discussed all these topics**

ALL COUNTRIES **25%**  
ALL COUNTRIES

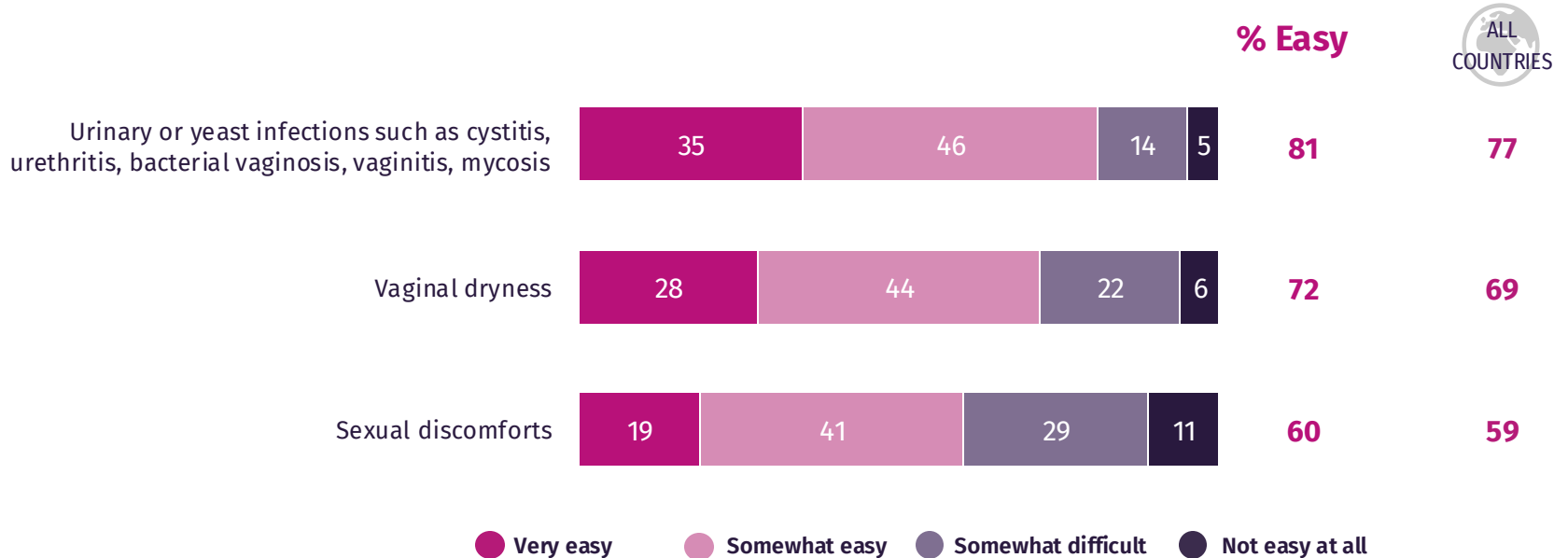




# In line with global results, most Italian women find it easy to discuss urogenital health with healthcare professionals, yet a significant minority still find it difficult—especially when the issue involves sexual discomfort.

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=249)



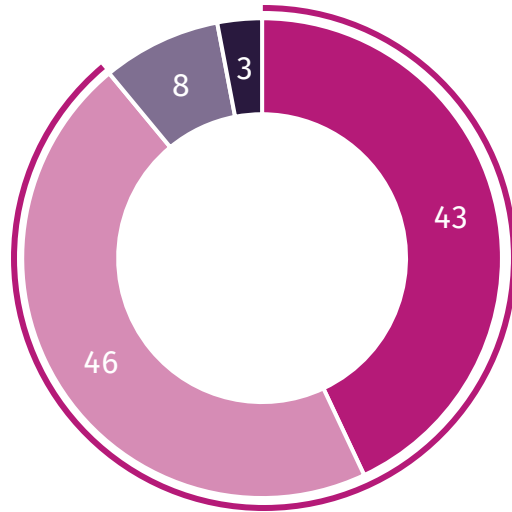


# Most Italian women would like to have more information about the importance of the vulvovaginal microbiome and its impact on health.



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=249)



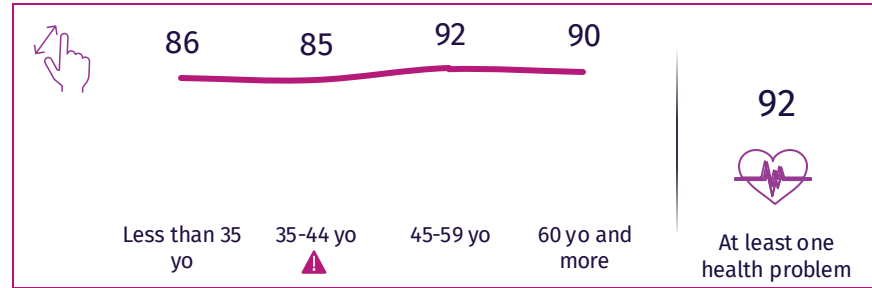
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**89%** would like to have more information about the importance of the vaginal microbiome and its impact on health

2025: 90% -1pt vs 2025



**86%**



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

Low basis, results must be interpreted with caution

A large, light-colored rectangular area on the left side of the slide, containing a dense, overlapping pattern of various bacterial and fungal shapes, including rods, cocci, and branching structures, rendered in a light gray or off-white color against a white background.

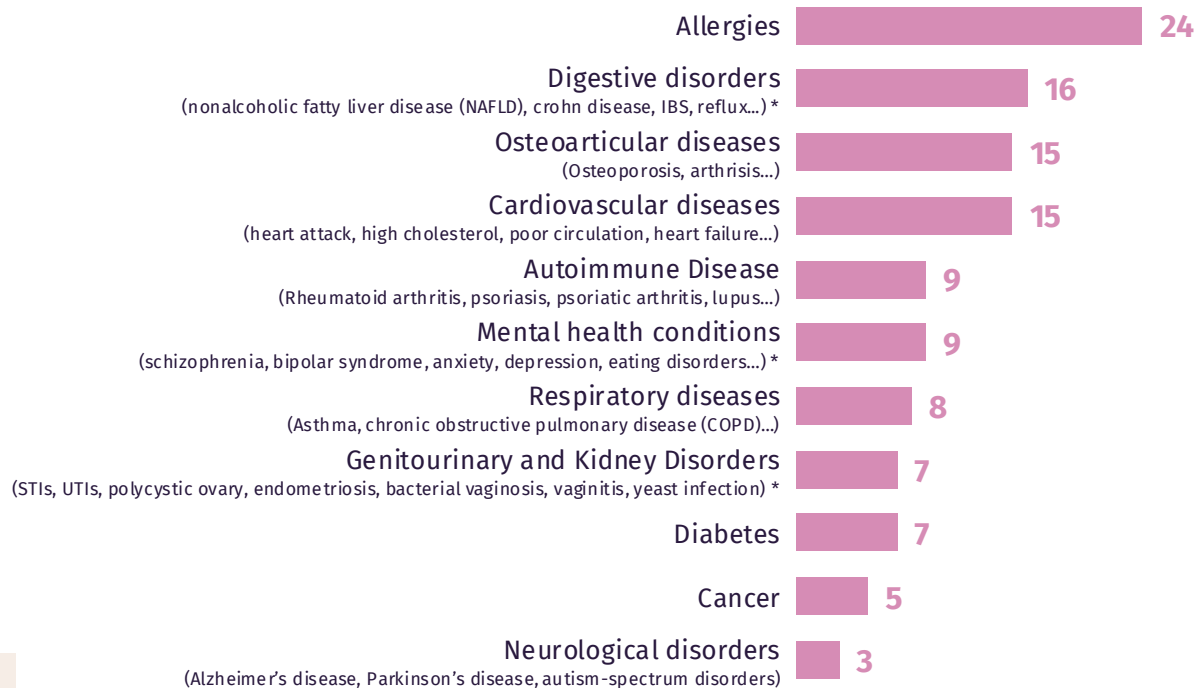
# ANNEXES



# People with current conditions



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



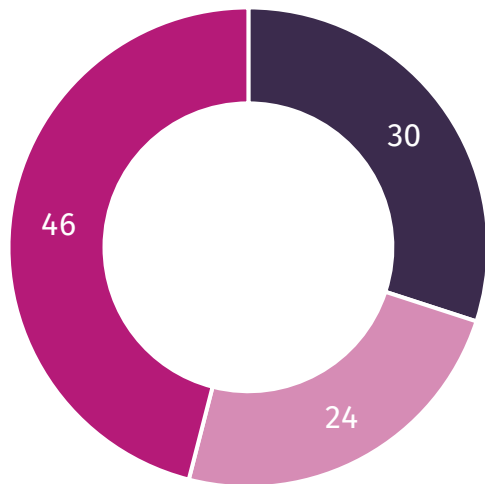
\*The wording of these items was changed compared to last year



# Smoking habits in Italy

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

**30%** are currently smoking



ALL  
COUNTRIES

**23%**

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[www.ipsos.com](http://www.ipsos.com)

35 rue du Val de Marne 75 628 Paris,

Cedex 13 France

Tel. +33 1 41 98 90 00

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