



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Fourth wave

**Mexico 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)

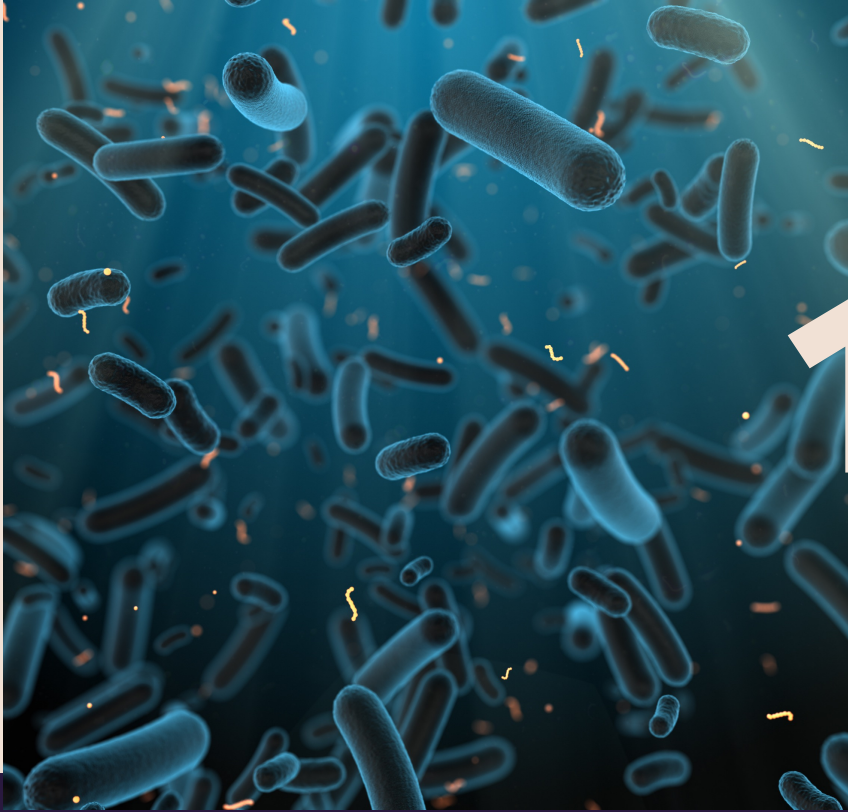
**11**  
countries

**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.  



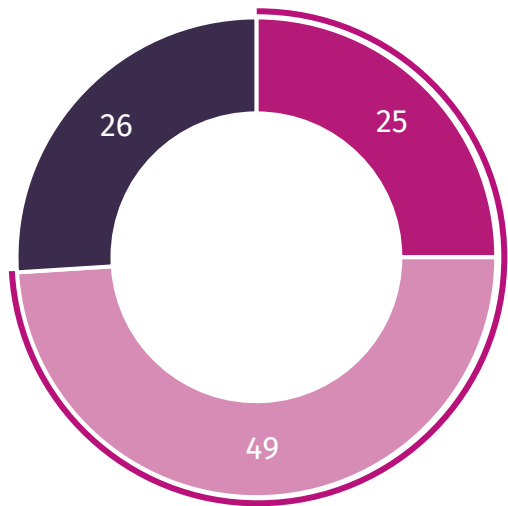
**Awareness about the microbiome is rising, yet precise understanding of it continues to be limited in Mexico.**



# Awareness holds steady year on year but has risen since 2023, exact understanding still lags.



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



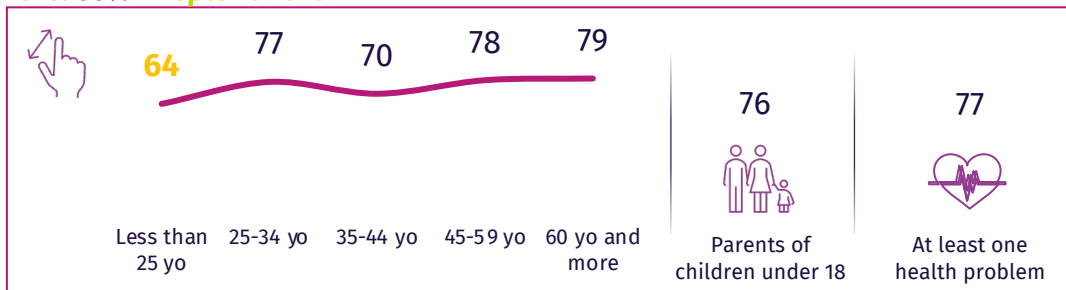
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

## 74% have already heard about the term microbiome

2025: 72%  
 2024: 71%  
 2023: 66% **+8pts vs 2023**



## 72%



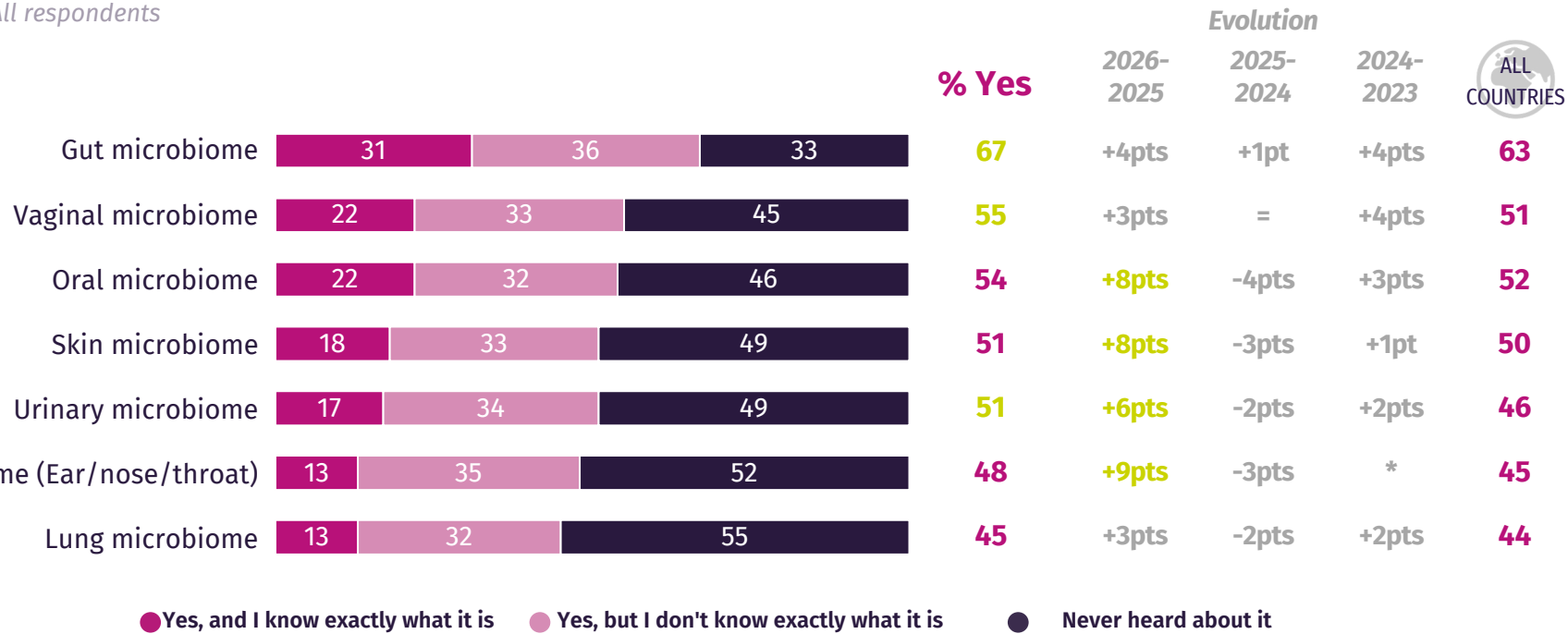
● Significant differences vs total - superior     ● Significant differences vs total - inferior



# Gut microbiome dominates public awareness, but other microbiome locations awareness is increasing.



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



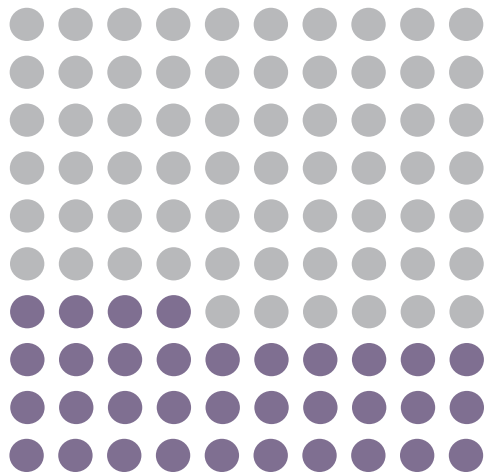
\*This item has been detailed in 2024, no evolution possible vs 2023



# Consequently, awareness of all microbiome locations is rising and mirrors the global level



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



## 34% have already heard of each microbiome: Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

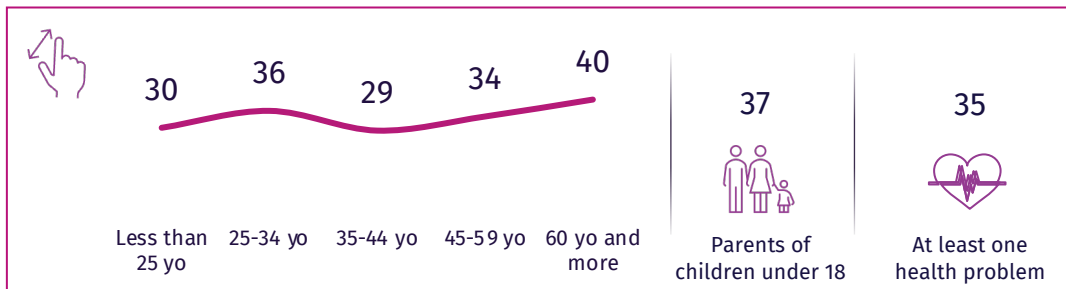
2025: 29% +5pts vs 2025

2024: 32%

2023: 26%

ALL COUNTRIES

### 32%



## But only 7% know precisely all of them

2025: 6%

2024: 10%

2023: 5%

ALL COUNTRIES

### 7%

● Significant differences vs total - superior

● Significant differences vs total - inferior



**HCPs lead on trust, yet  
counseling levels are  
moderate with little  
year-on-year progress**

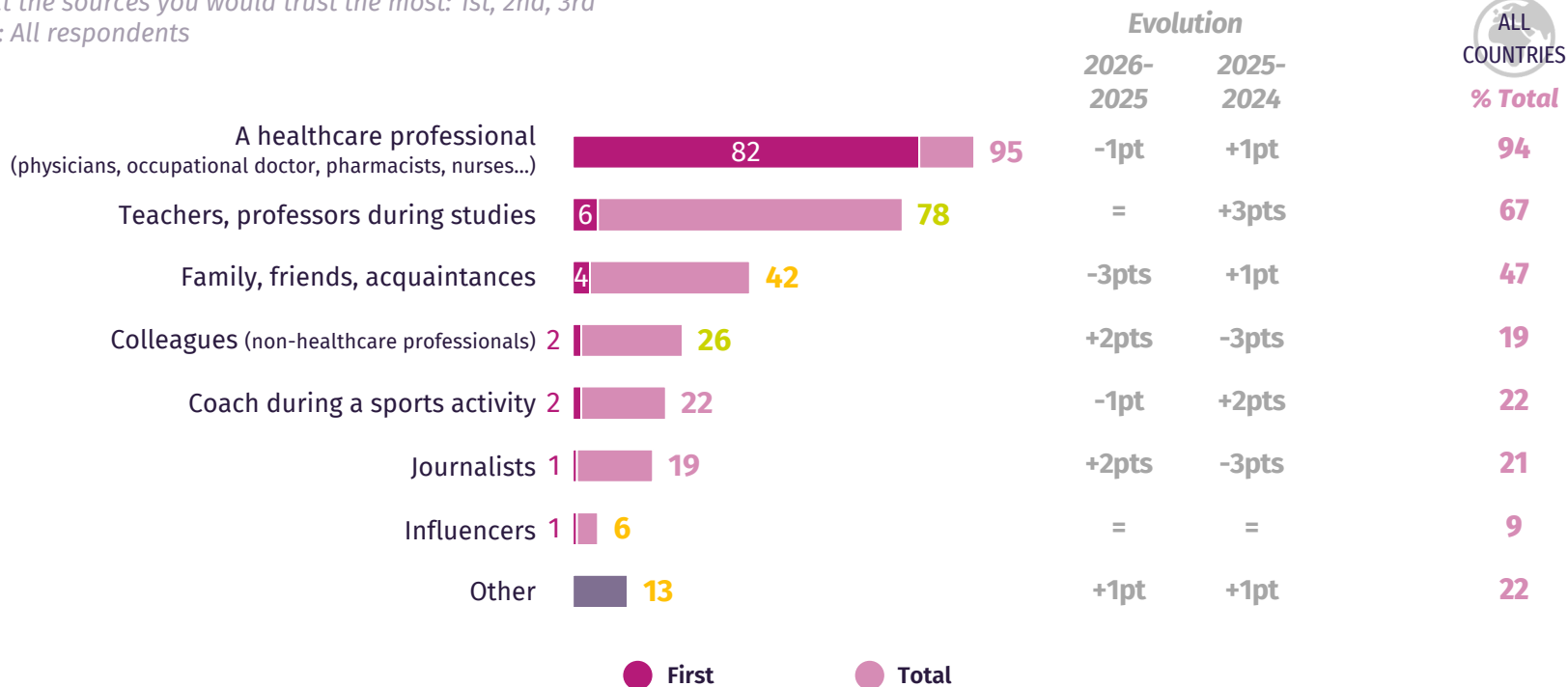
# Through the years, healthcare professionals still stand out as the most trusted source of information about the microbiome, with 4 in 5 people saying they would first turn to an HCP.



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





# Universal trust in HCPs spans all demographics, peaking among older adults.

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=173</i>	25-34 yo <i>n=216</i>	35-44 yo <i>n=196</i>	45-59 yo <i>n=225</i>	60 yo and more <i>n=190</i>	Men <i>n=480</i>	Women <i>n=520</i>	Parents of children under 18 <i>n=528</i>	At least one health problem <i>n=649</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>95</b>	92	94	95	94	<b>99</b>	94	96	95	95
Teachers, professors during studies	<b>78</b>	83	79	79	79	73	77	79	79	79
Family, friends, acquaintances	<b>42</b>	<b>30</b>	40	37	45	<b>53</b>	44	40	40	43
Colleagues (non-healthcare professionals)	<b>26</b>	23	29	25	26	27	25	27	27	25
Coach during a sports activity	<b>22</b>	25	18	22	26	20	22	23	23	23
Journalists	<b>19</b>	22	23	<b>26</b>	14	<b>10</b>	20	17	20	18
Influencers	<b>6</b>	10	6	5	4	4	6	5	6	6
Other	<b>13</b>	15	11	11	13	16	13	13	11	12

● Significant differences vs total - superior

● Significant differences vs total - inferior



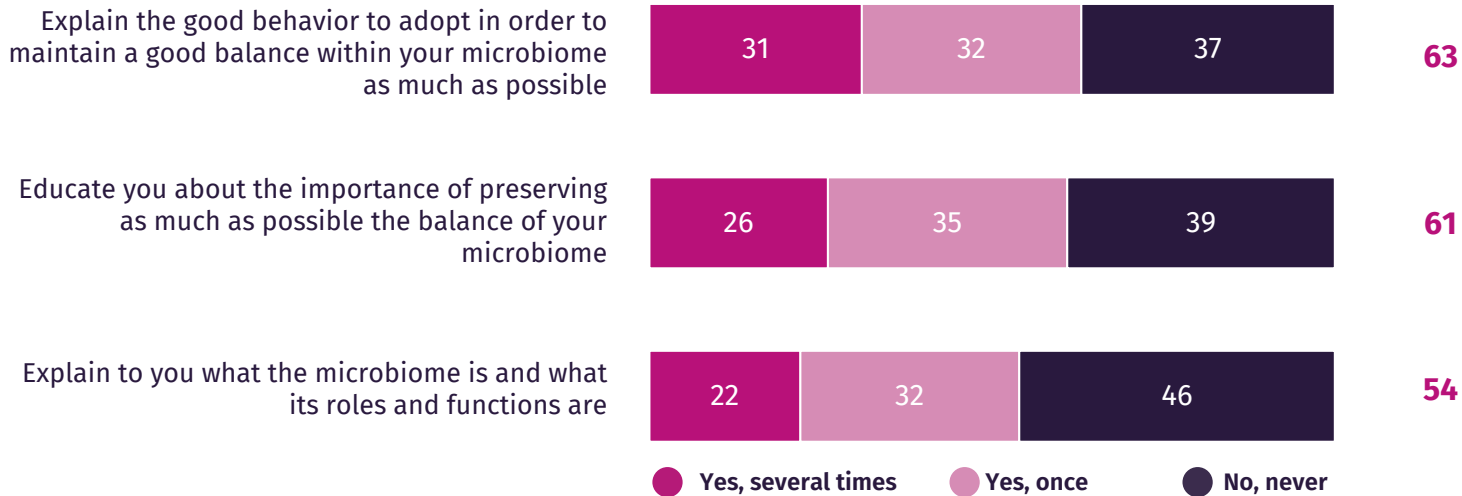
# Mexican people receive significantly more microbiome information from HCPs compared to global results



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

Only **47%** received **ALL THESE INFORMATION**, at least one time  
**14%** received all these information several times

**ALL COUNTRIES** **33%**  
**11%** **% Yes**



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



# Yet, counseling levels are moderate with little progress compared to last year.



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	
<b>% Received ALL THESE INFORMATION, at least one time</b>	<b>47</b>	+1pt	-3pts	<b>+8pts</b>	33
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>14</b>	<b>+3pts</b>	<b>-3pts</b>	+1pt	11
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>63</b>	=	-4pts	+4pts	43
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>61</b>	=	-3pts	<b>+8pts</b>	43
Explain to you what the microbiome is and what its roles and functions are	<b>54</b>	=	-3pts	<b>+7pts</b>	39



# The level of information delivered doesn't vary across demographics.



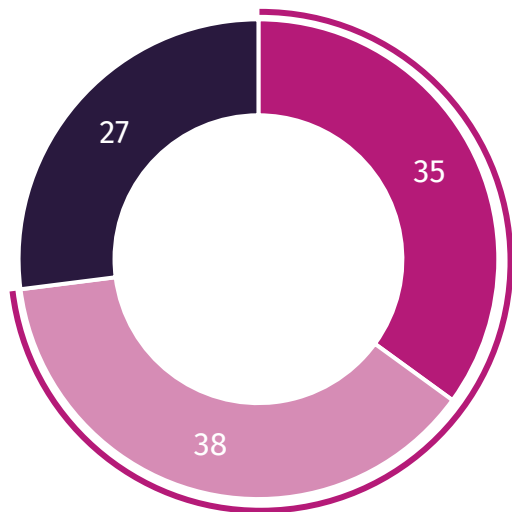
Question 5. Have any of the healthcare professionals you have seen ever done any of the following? Base: All respondents

% 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=173	n=216	n=196	n=225	n=190	n=480	n=520	n=528	n=649
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>63</b>	56	68	66	63	64	61	65	67	67
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>61</b>	53	64	65	65	58	59	63	66	65
Explain to you what the microbiome is and what its roles and functions are	<b>54</b>	51	54	52	56	54	53	54	59	58



# Pre/probiotic prescribing is high in Mexico, exceeding the global average

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

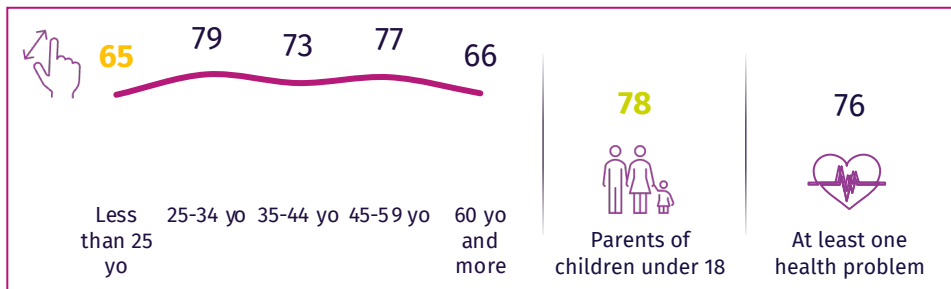


**73%** were prescribed with prebiotics or probiotics

2025: 71%  
2024: 72%  
2023: 71%



**51%**



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

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

# But, Microbiome guidance post-antibiotics is very moderate, similar to global practice.



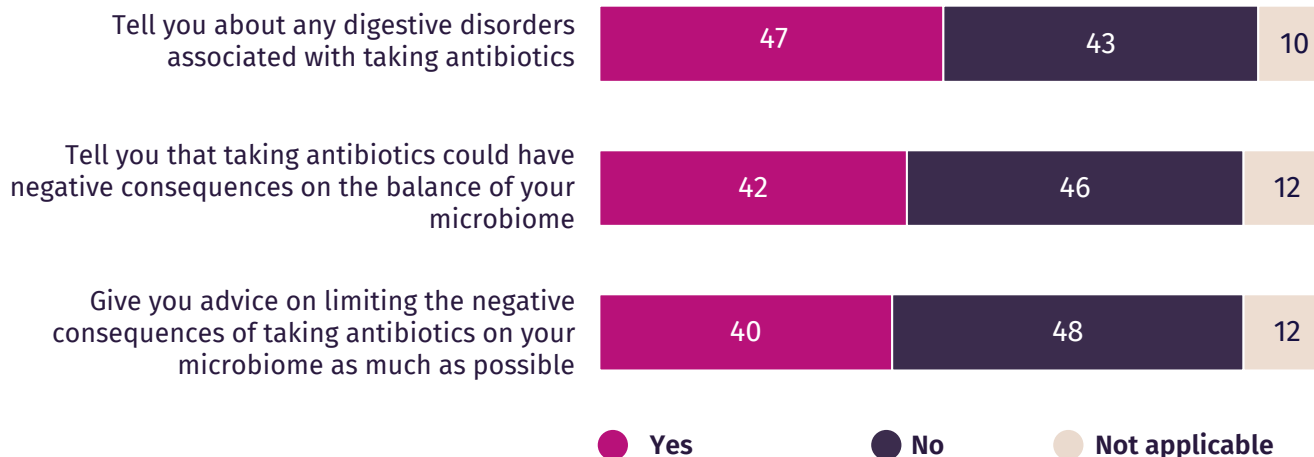
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

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



**25%**





# Microbiome guidance post-antibiotics is not increasing compared to last 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	
<b>% HAVE <u>RECEIVED ALL THESE INFORMATION</u> FROM THEIR HCPS</b>	<b>27</b>	+1pt	-6pts	+5pts	25
Tell you about any digestive disorders associated with taking antibiotics	47	=	-5pts	+5pts	45
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	42	+3pts	-6pts	+7pts	39
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	40	-2pts	-6pts	+7pts	36



# The level of Microbiome guidance post-antibiotics doesn't vary with the 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=1000	n=173	n=216	n=196	n=225	n=190	n=528	n=649
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>27</b>	<b>25</b>	<b>26</b>	<b>23</b>	<b>31</b>	<b>27</b>	<b>30</b>	<b>28</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>47</b>	41	51	47	50	44	51	50
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>42</b>	44	43	38	46	38	46	45
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>40</b>	38	43	33	46	37	42	41

● Significant differences vs total - superior

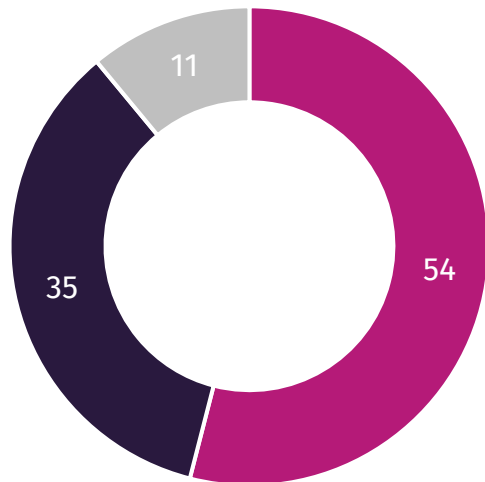
● Significant differences vs total - inferior



# Half receive probiotics with antibiotics; exceeding the global norms.



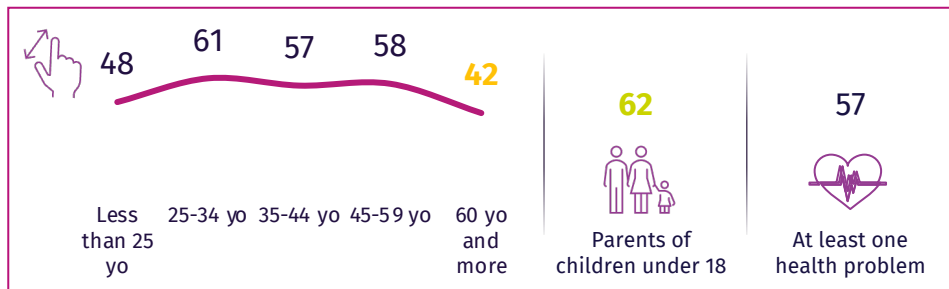
Question 7. The last time a doctor prescribed antibiotics, did they do the following?  
Base: All respondents



- Yes
- No
- Not applicable

**54%** were prescribed with prebiotics or probiotics

ALL COUNTRIES  
**38%**



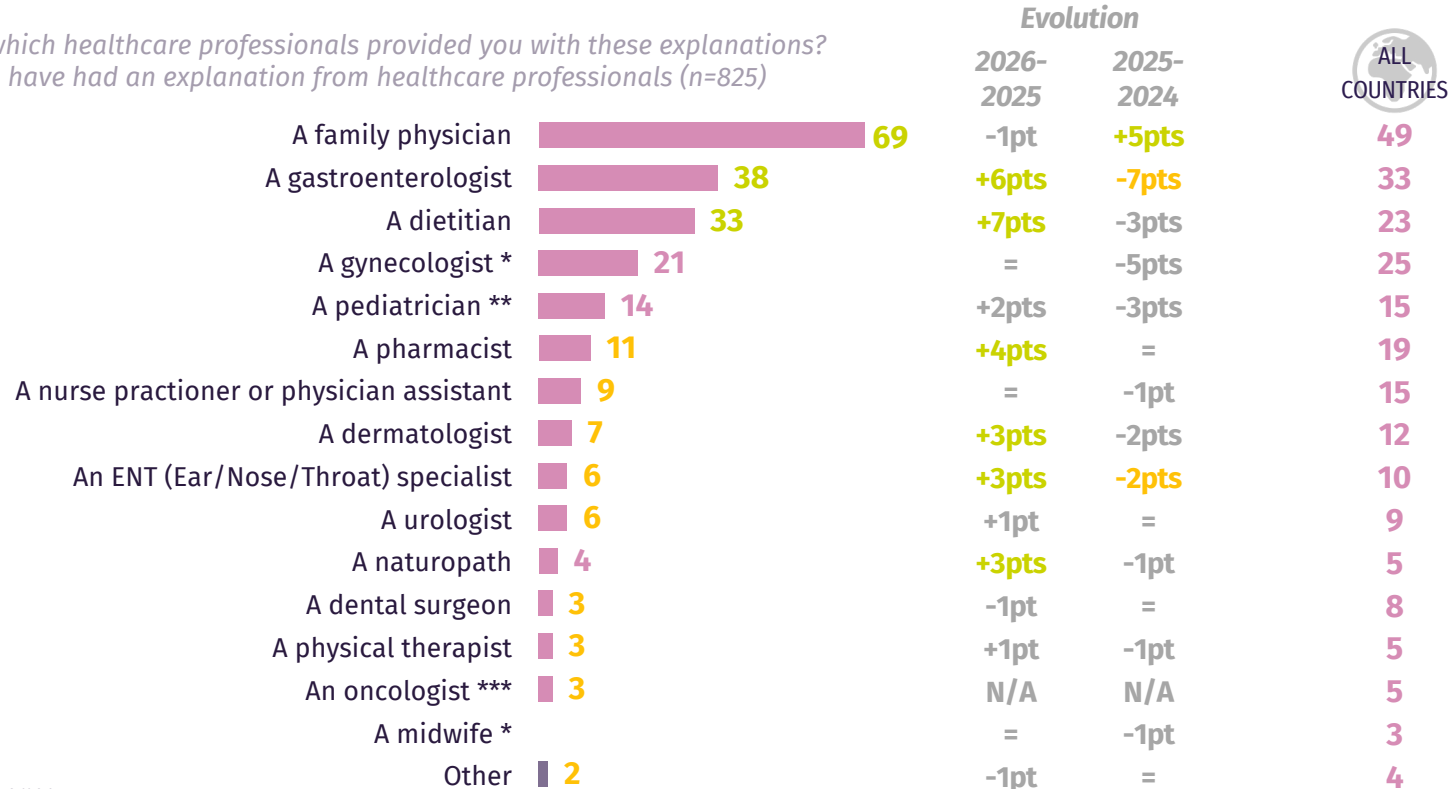
● Significant differences vs total - superior    ● Significant differences vs total - inferior



# Family physicians, gastroenterologists and dietitians the primary microbiome educators in Mexico.



Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who have had an explanation from healthcare professionals (n=825)



\* 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 family physician for everyone.

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

Base: People who've received some information from HCPs (n=825)

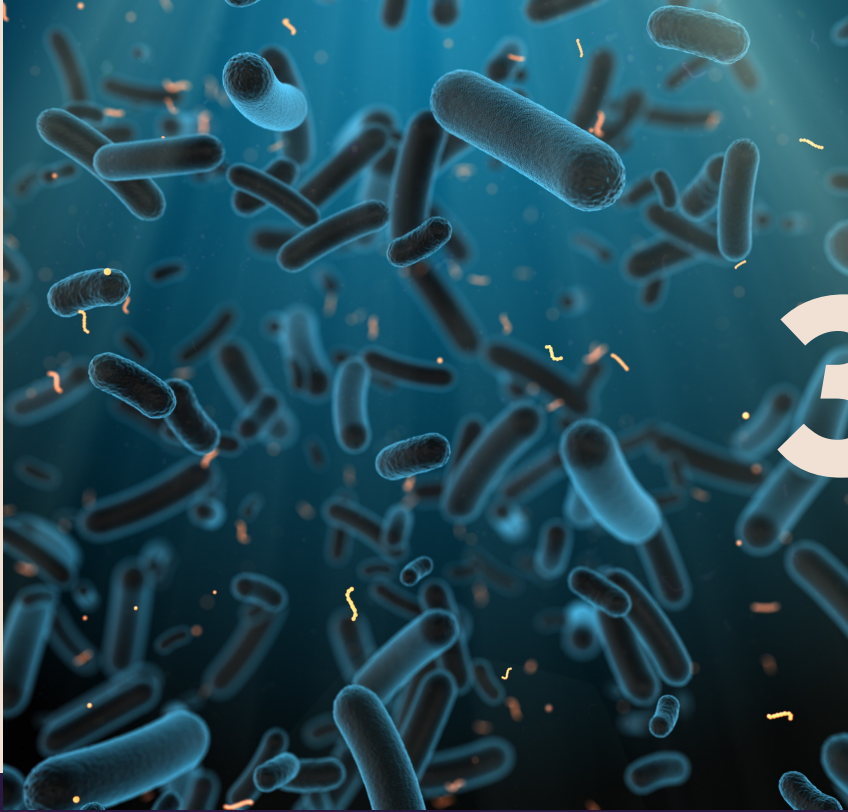
	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
base	n=825	n=136	n=191	n=165	n=192	n=141	n=381	n=444	n=461	n=553
A family physician	<b>69</b>	63	72	68	67	77	70	69	67	68
A gastroenterologist	<b>38</b>	21	32	40	42	52	39	37	39	41
A dietitian	<b>33</b>	28	28	31	32	44	39	28	30	32
A gynecologist	<b>21</b>	24	26	22	15	18	0	21	22	23
A pediatrician	<b>14</b>	17	15	12	16	5	12	15	14	14
A pharmacist	<b>11</b>	20	12	9	8	8	11	11	10	12
A nurse practitioner or physician assistant	<b>9</b>	18	10	9	5	7	9	10	10	8
A dermatologist	<b>7</b>	11	6	9	4	5	7	6	7	8
An ENT (Ear, Nose, Throat) specialist	<b>6</b>	8	8	4	5	6	7	6	7	5
A urologist	<b>6</b>	7	5	4	5	9	8	4	4	7
A naturopath	<b>4</b>	4	3	4	3	7	4	3	3	4
A dental surgeon	<b>3</b>	5	2	1	2	7	4	2	2	3
A physical therapist	<b>3</b>	4	3	4	2	2	4	2	3	3
An oncologist*	<b>3</b>	5	2	2	3	6	4	3	3	4
A midwife	<b>0</b>	0	1	1	0	0	0	0	0	0
Other	<b>2</b>	1	2	3	2	3	2	2	1	2

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

\*This item has been added this year



3

**Knowledge of the microbiome is very moderate and isn't showing signs of significant improvement**

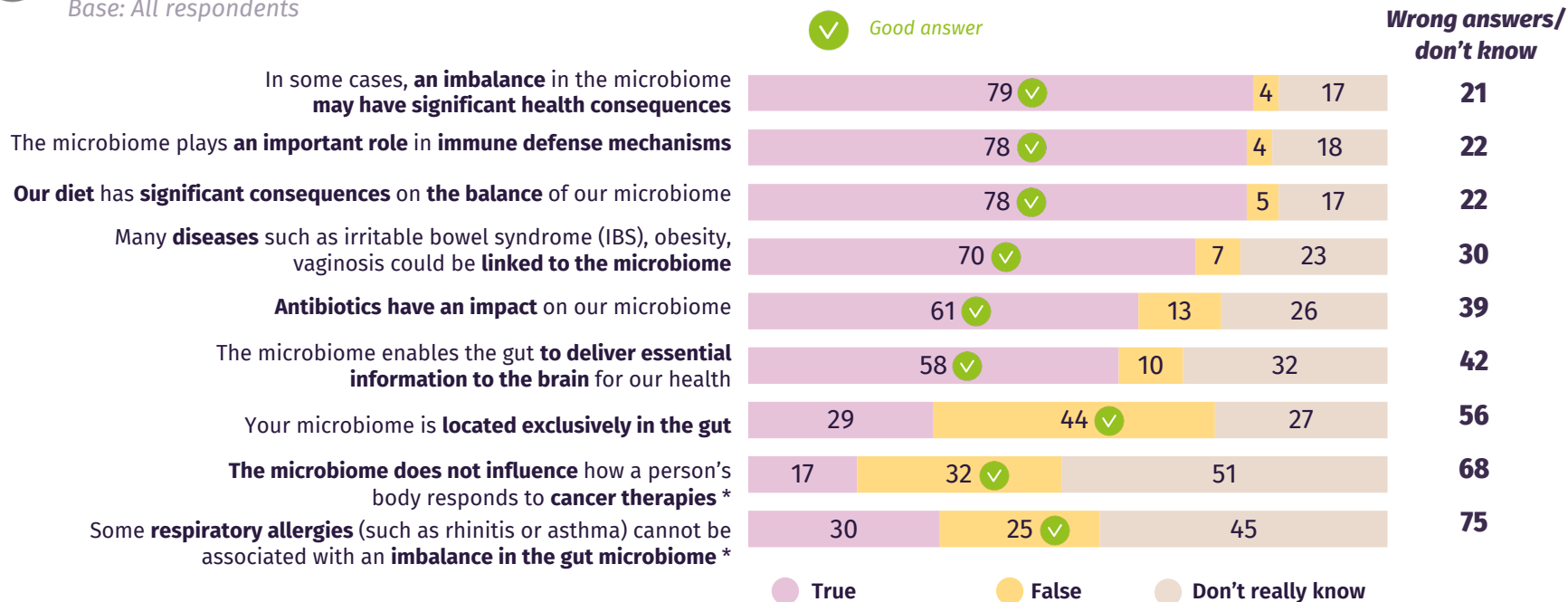


# Knowledge is strong on general concepts but falters on specifics like disease links



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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Institute et Ipsos - Avril 2026





# Except the gut-brain axis more recognized this year, other areas does not show significant improvements year after 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			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
In some cases, <b>an imbalance</b> in the microbiome may have <b>significant health consequences</b>	79	-3pts	+3pts	-2pts	77
The microbiome plays <b>an important role</b> in <b>immune defense mechanisms</b>	78	+2pts	-2pts	=	76
<b>Our diet</b> has <b>significant consequences</b> on the <b>balance</b> of our microbiome	78	-6pts	+2pts	+1pt	79
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	70	+1pt	-4pts	N/A	68
<b>Antibiotics</b> have an <b>impact</b> on our microbiome	61	-1pt	+2pts	-1pt	71
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	58	+7pts	+1pt	-2pts	60
Your microbiome is <b>located exclusively in the gut</b>	44	-1pt	+4pts	-4pts	49
<b>The microbiome does not influence</b> how a person's body responds to <b>cancer therapies</b> *	32	N/A	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> *	25	N/A	N/A	N/A	23

● Significant differences vs total - superior

● Significant differences vs total - inferior

\* These items have been added this year



# Older Mexicans and people with a health problem have a better knowledge about 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.

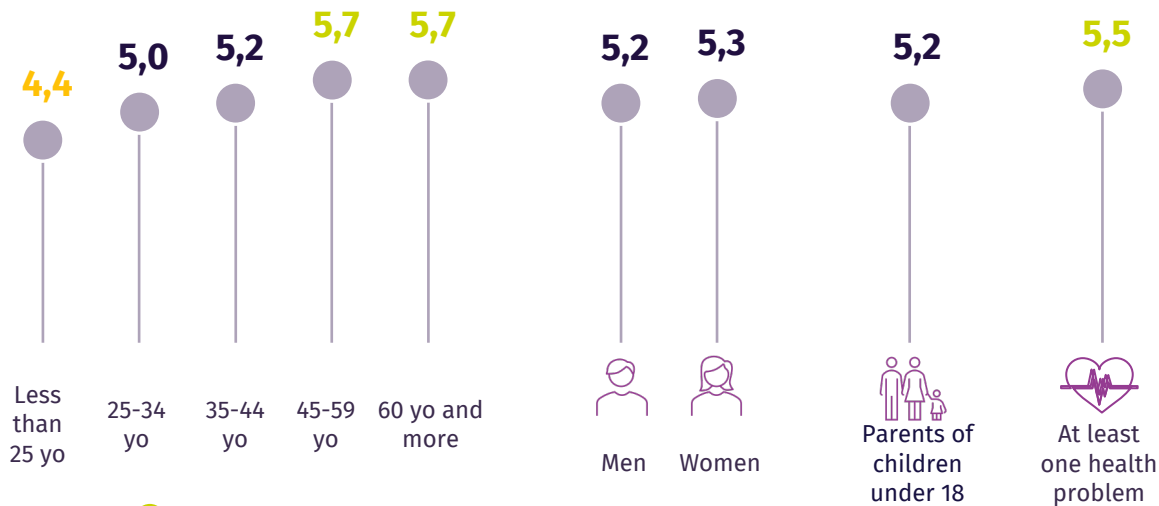
Base: All respondents



5,4

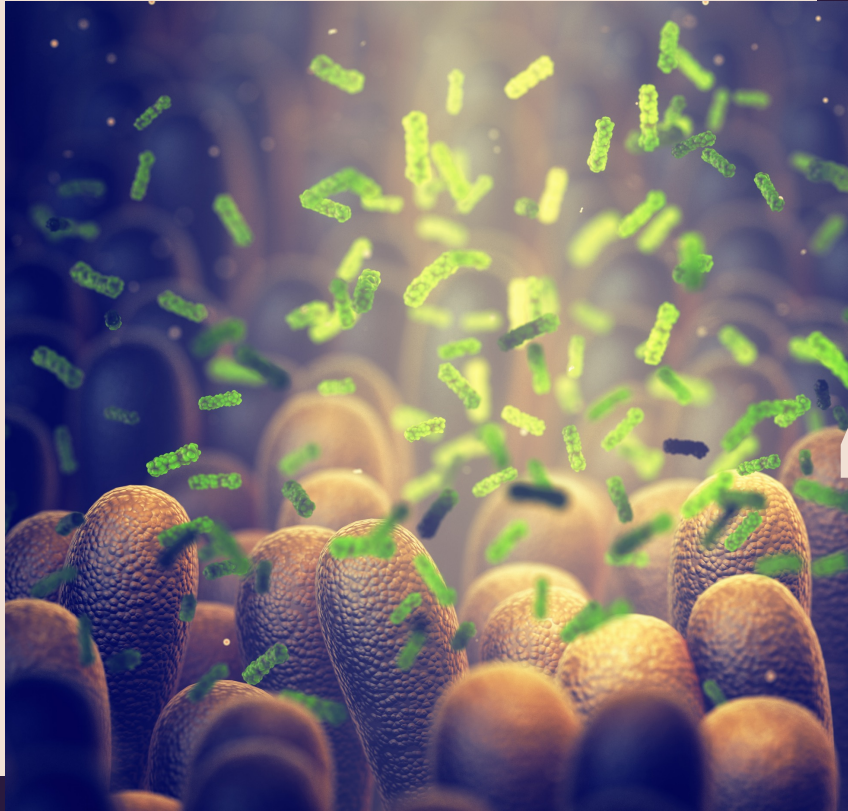
5,2/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



4

**High self-reported  
change, modest  
execution: current  
behaviors lag global  
norms**

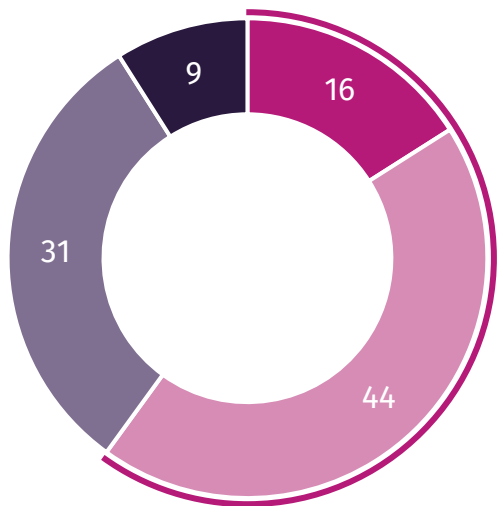


# Most of Mexican people report taking action for their microbiome health, exceeding global average. Yet, most of them are changing 'a little' their behaviors.



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

**60%** have changed their

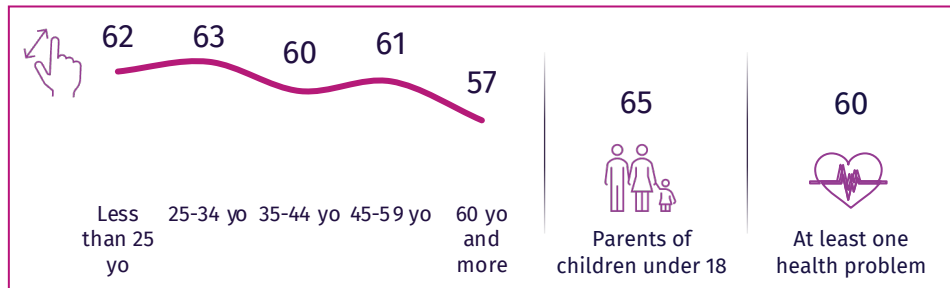
**behaviors**

2025: 64%

2024: 67% **-7pts vs 2024**



**53%**



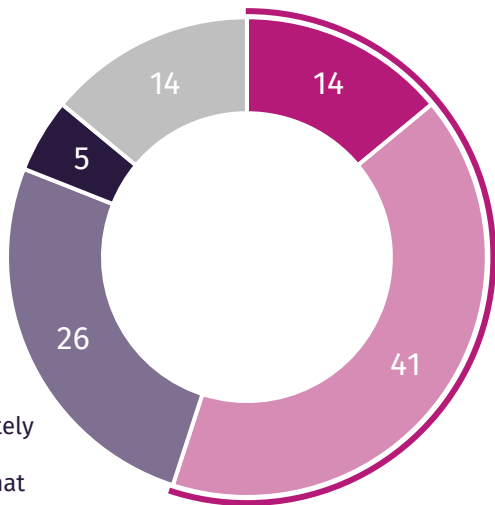
● Significant differences vs total - superior

● Significant differences vs total - inferior



# However, Mexican are less sure about the balance of their gut microbiome with only half of them considering it as so.

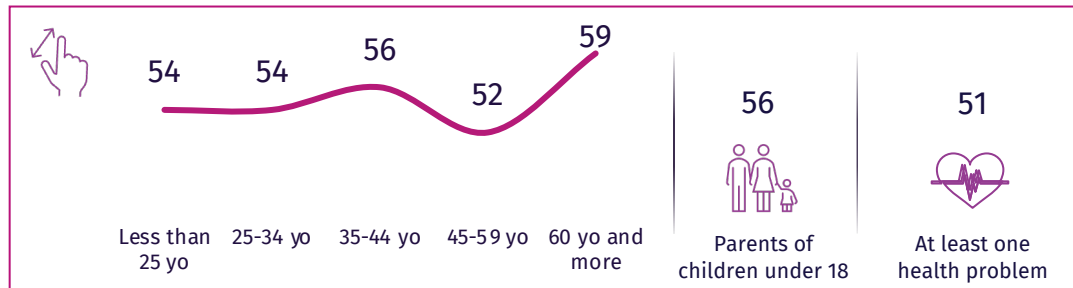
**NEW QUESTION** Question 14V4. Do you consider that your gut microbiome is currently well balanced?  
Base: All respondents



**55%** consider that their gut microbiome is currently well balanced



**59%**



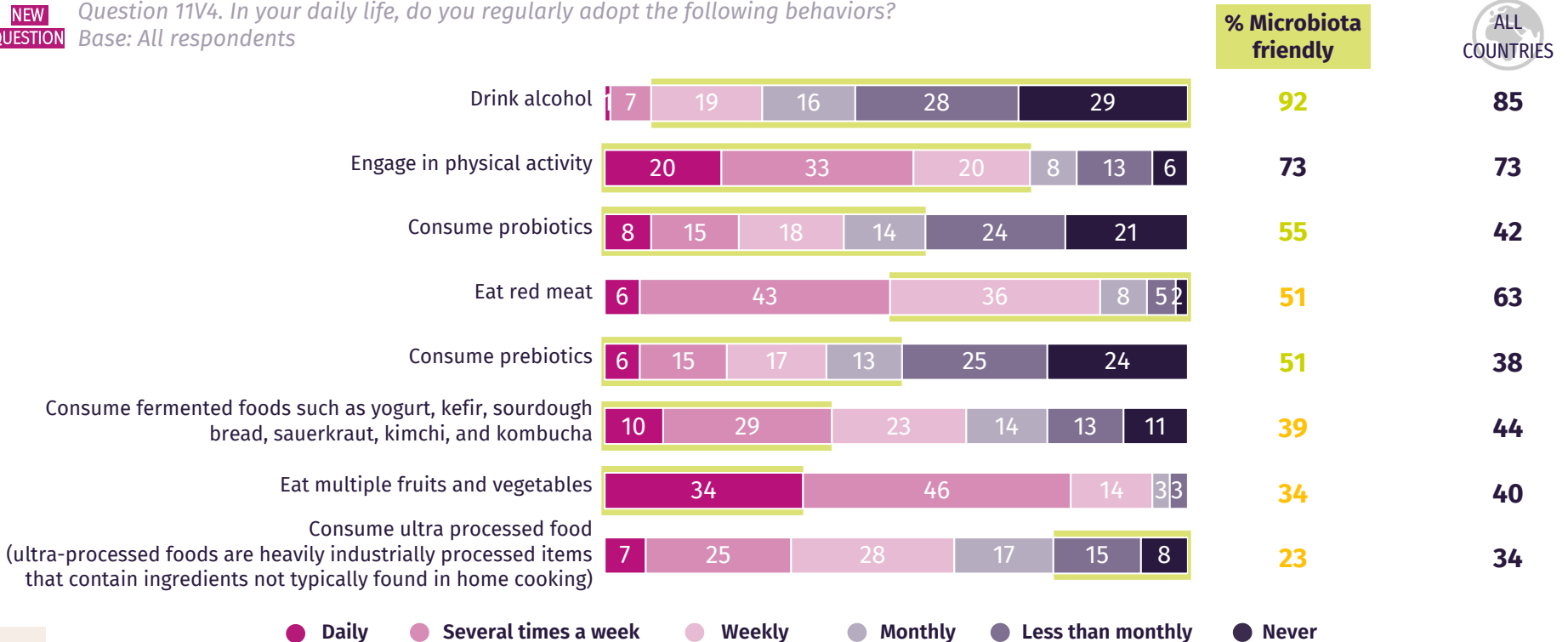
- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

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

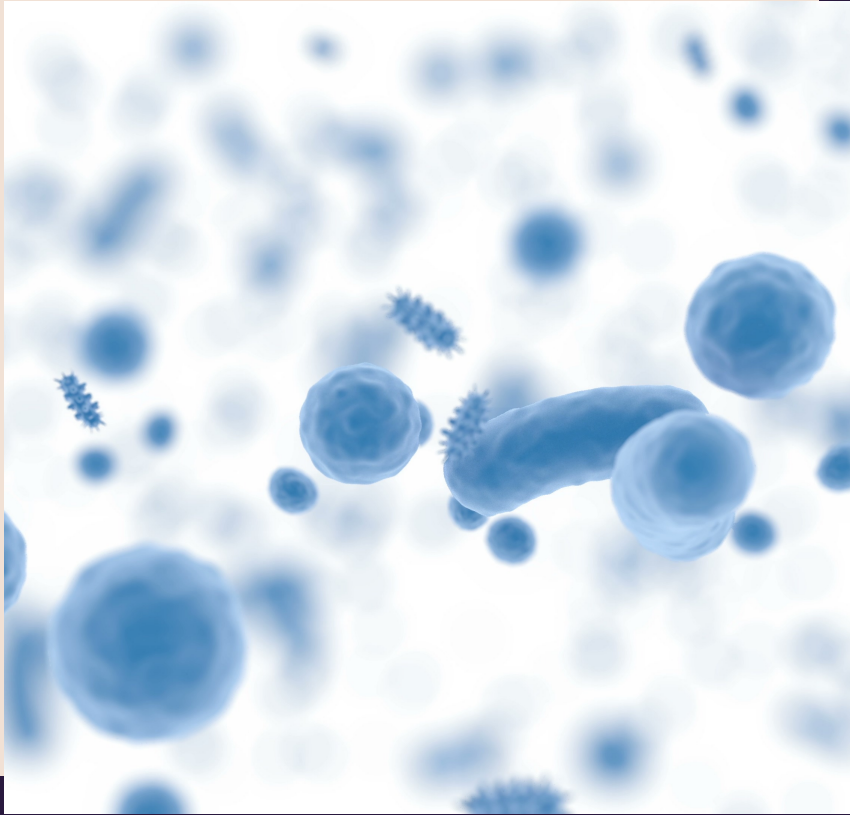
# Although Mexican people perform well on pre/probiotics use and avoiding alcohol, they neglect some 'traditional' food habits (red meat consumption, fermented foods, fruits...)



**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



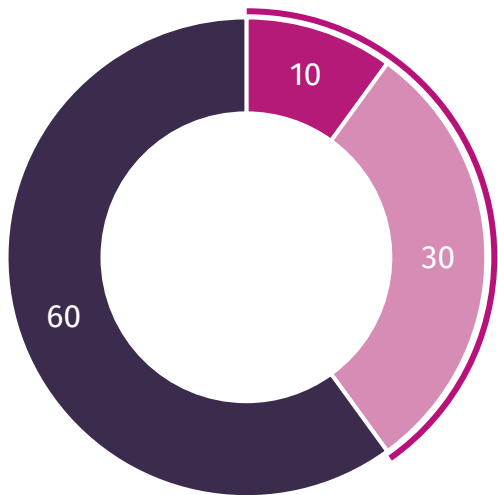
## 2 parents out of 5 have heard about the scientific concept of the « first 1,000 days of life ».

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=533)

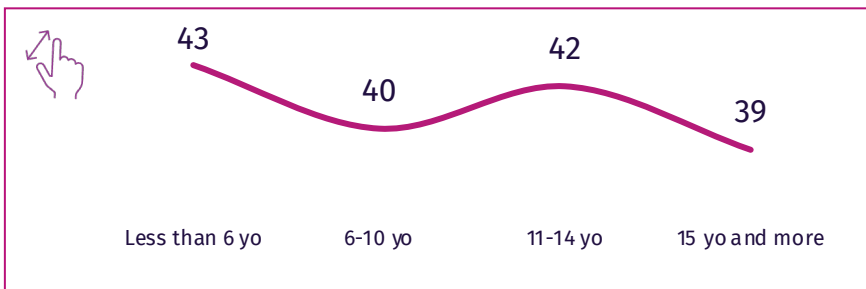


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**40%** have heard about the scientific concept of the « first 1,000 days of life »  
33% among total population



**43%**



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



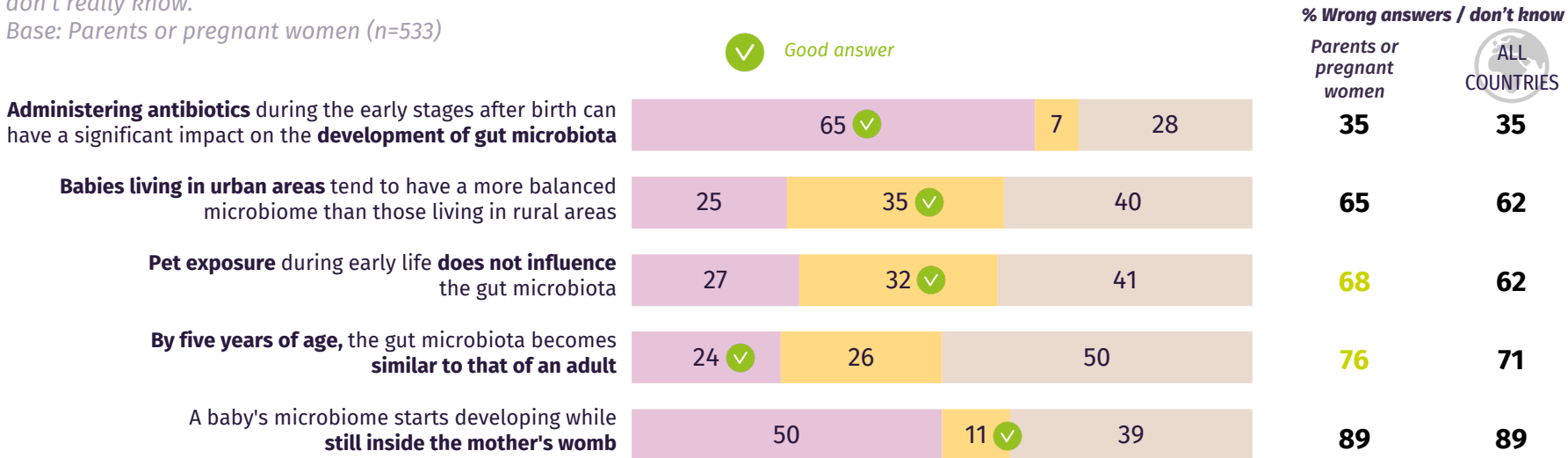
# Significant misconceptions exist among Mexican parents regarding early-life microbiome except the link between antibiotics and the development of gut microbiota

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=533)

✓ Good answer



● True      ● False      ● Don't really know



# Mexican parents' knowledge of child microbiome is low, similar to their global peers.

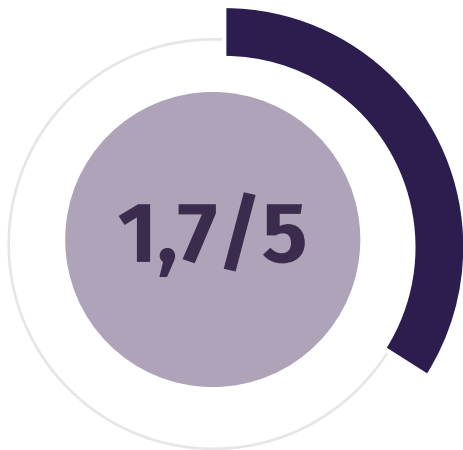
NEW QUESTION

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.

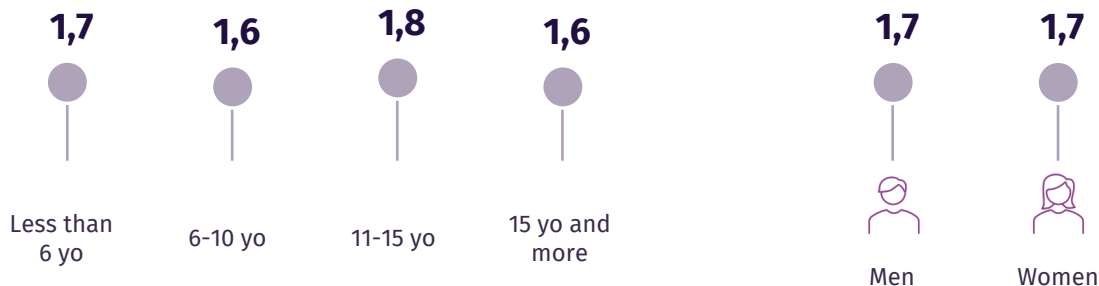
Base: Parents or pregnant women (n=533)

ALL COUNTRIES

1,8



Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



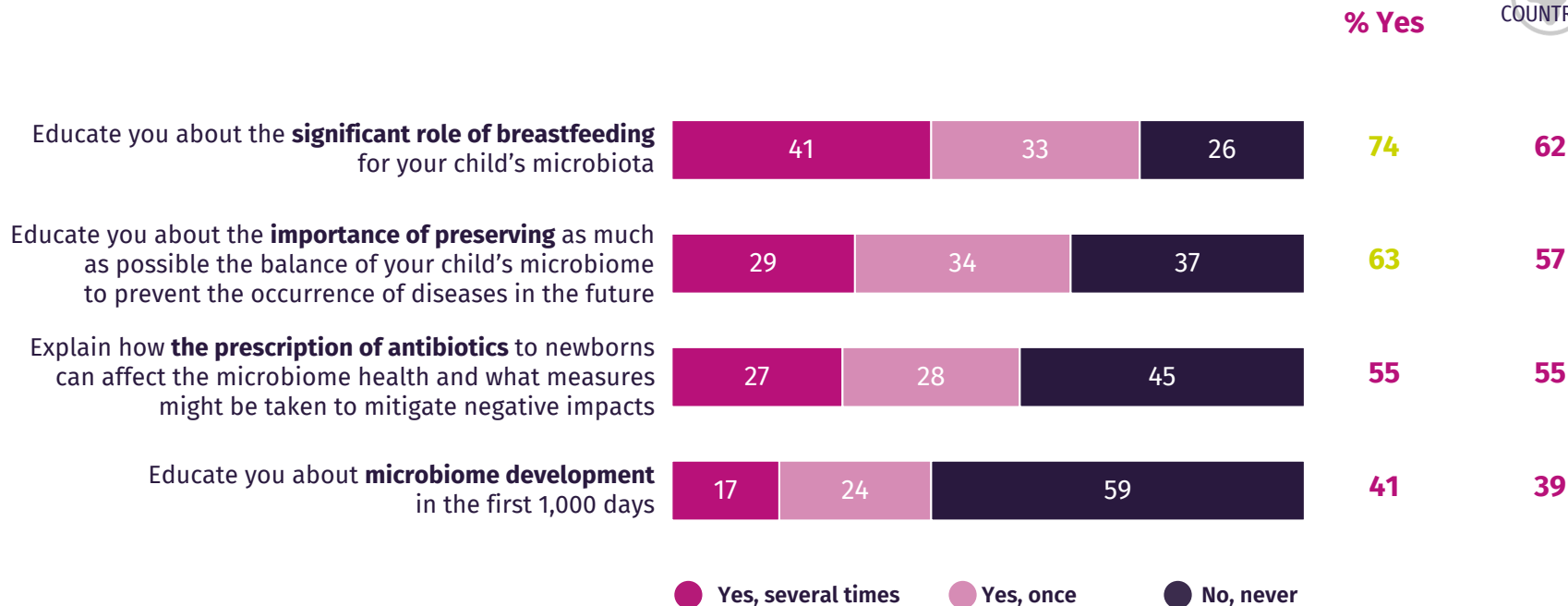
# Mexican parents received some information about the role of breastfeeding, the importance of preserving the balance of the child’s microbiome – more than globally.

NEW

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

QUESTION

Base: Parents (n=528)





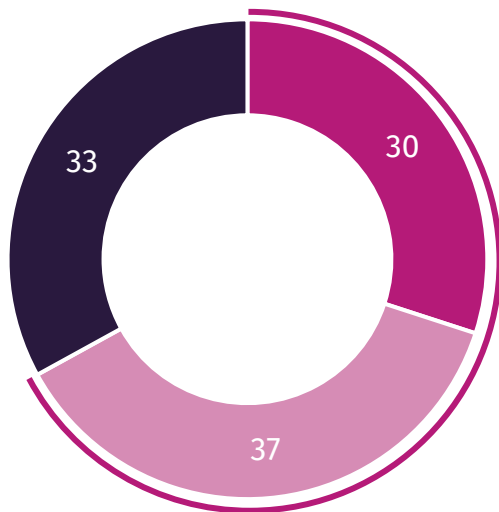
## 2 parents in 3 were prescribed with prebiotics or probiotics for their child, a practice exceeding global norms.

NEW

QUESTION

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

Base: Parents (n=528)

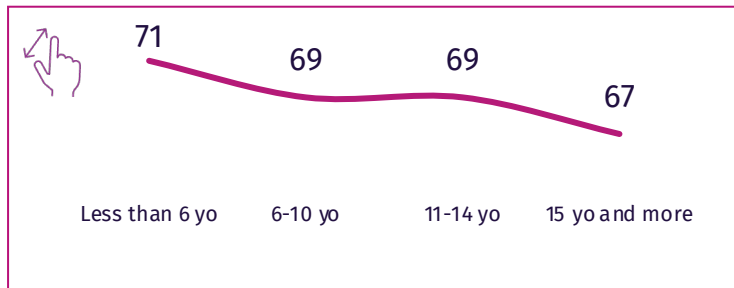


**67%** were prescribed with prebiotics or probiotics for their child



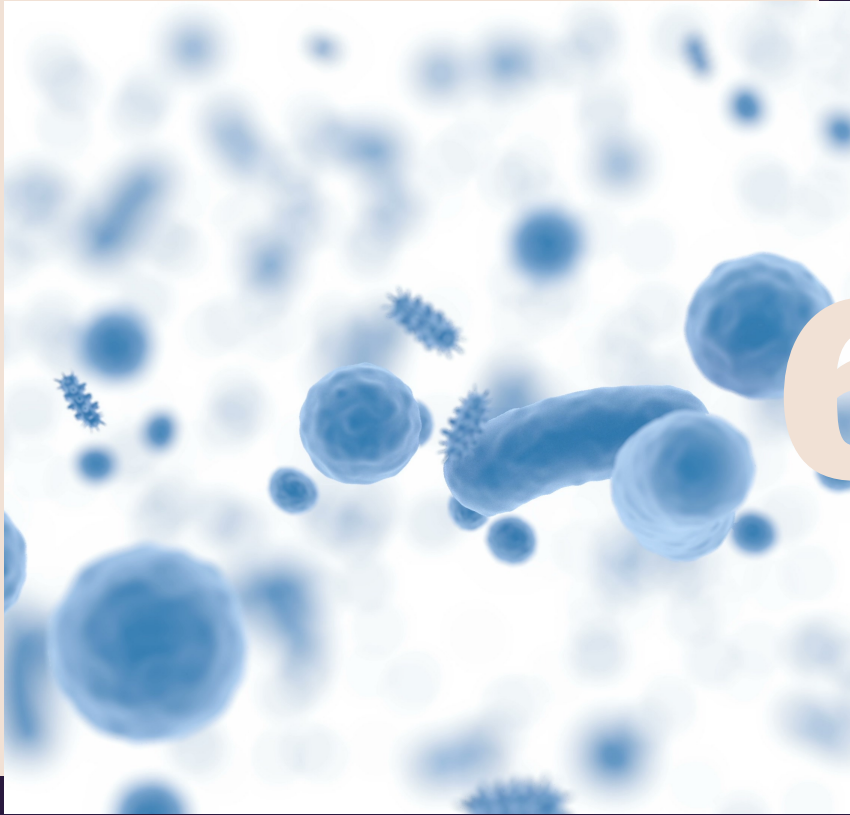
ALL COUNTRIES

**57%**



● Significant differences vs total - superior

● Significant differences vs total - inferior



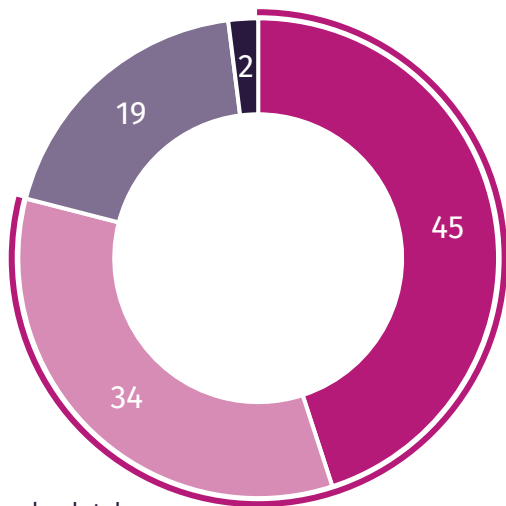
## Focus on the vaginal microbiome

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



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

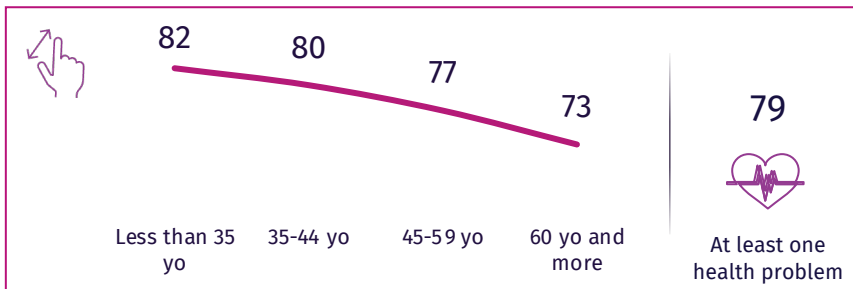
**NEW QUESTION** Question 6V4. Do you know the difference between vagina and vulva?  
Base: Women (n=520)



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

**79%** know the difference between vagina and vulva

**78%** ALL COUNTRIES



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

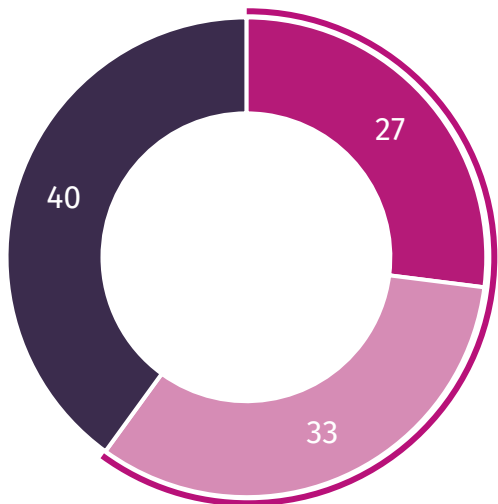


# Rising awareness of the vaginal microbiome, now at its highest since 2023 and comparable to global.



Question 3. And more specifically, have you ever heard of the following terms?  
Base: Women (n=520)

## 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

### 60% of women have already heard about the vaginal microbiome

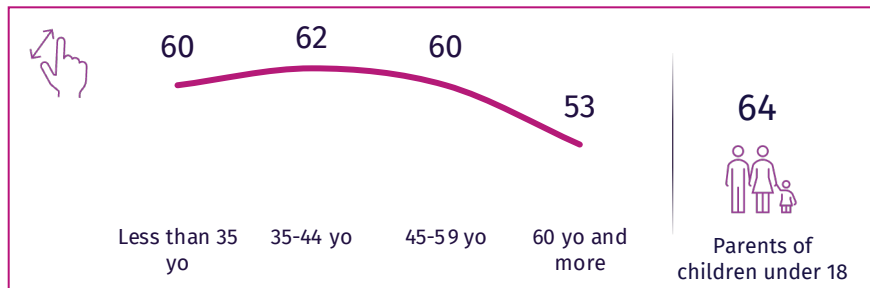
2025: 53%

2024: 57%

2023: 52% +8pts vs 2023



### 56%



● Significant differences vs total - superior

● Significant differences vs total - inferior



## Core concepts understood: Mexican 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=520)

✓ Good answer

Wrong answers/  
don't know

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



27

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



31

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



32

Antibiotics can alter the vaginal microbiome



33

The vagina is self-cleaning



45

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



48

True False Don't really know

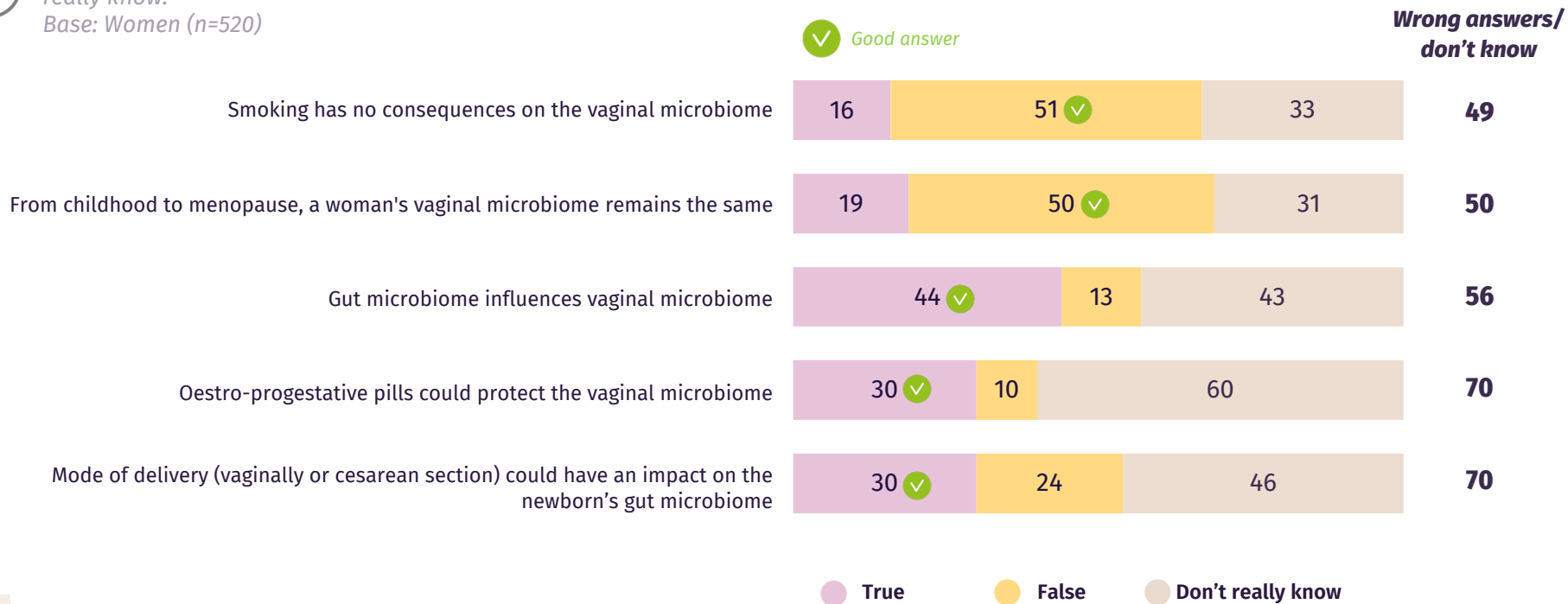


# Key knowledge gaps on gut-vaginal axis, the impact of estroprogestative pills and mode of delivery. (2/2)



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=520)





# Year after year, variations show how fragile the level of knowledge is among Mexican 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=520)

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	73	=	-2pts	+1pt	64
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	69				65
Every woman has a vaginal microbiome that is different from any other woman's	68	-5pts	+1pt	+3pts	64
Antibiotics can alter the vaginal microbiome	67	+3pts	-2pts		69
The vagina is self-cleaning	55	+11pts	-5pts	+3pts	57
The use of probiotics is helpful in case of bacterial vaginosis, candidadid, cystitis *	52				56
Smoking has no consequences on the vaginal microbiome	51	=	=		50
From childhood to menopause, a woman's vaginal microbiome remains the same	50	-1pt	=	+4pts	56
Gut microbiome influences vaginal microbiome	44	+4pts	-6pts		45
Oestro-progestative pills could protect the vaginal microbiome	30	+10pts	-13pts		21
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	30	-4pts	-7pts		37

\*These items have been added this year

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



# Mexican women's overall knowledge of vaginal microbiome is quite similar to 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.

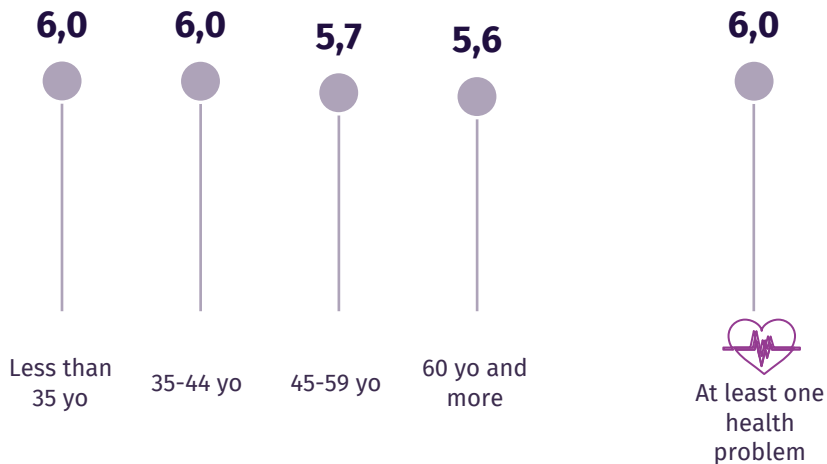
Base: Women (n=520)



5,8



Number of good responses on average



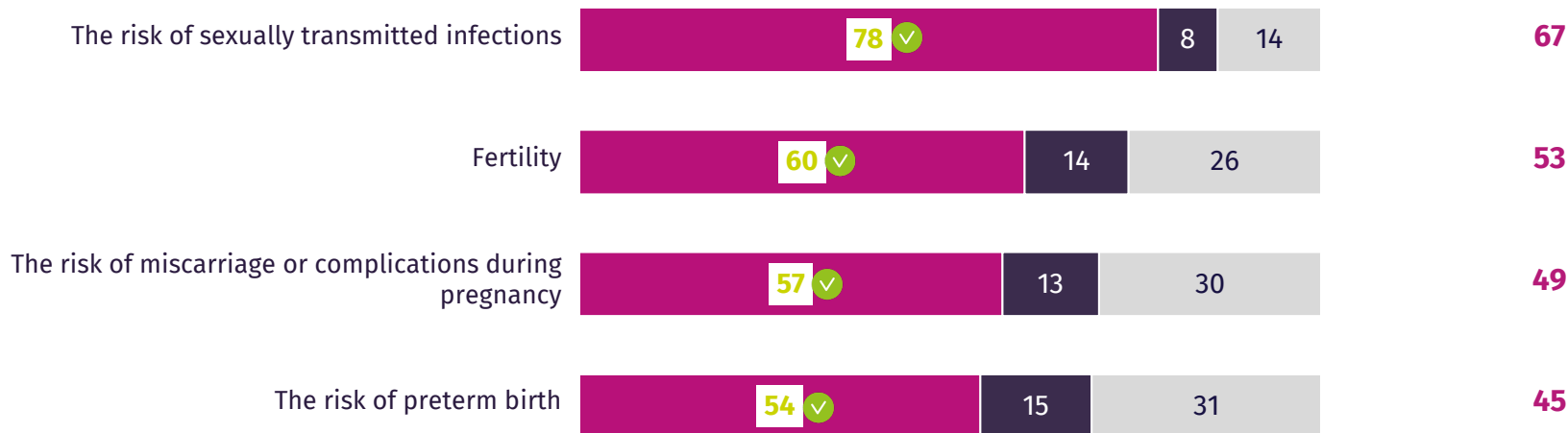
- Significant differences vs total - superior
- Significant differences vs total - inferior



## However, the link between vaginal microbiome and reproductive health is acknowledge among Mexican women, more than globally.

NEW  
QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:  
Base: Women (n=520)



● Yes      ● No      ● I don't know

✓ Good answer



# Globally Mexican women have microbiota friendly habits, exceeding global norms on self-medication practice and cotton underwear.

**NEW QUESTION**

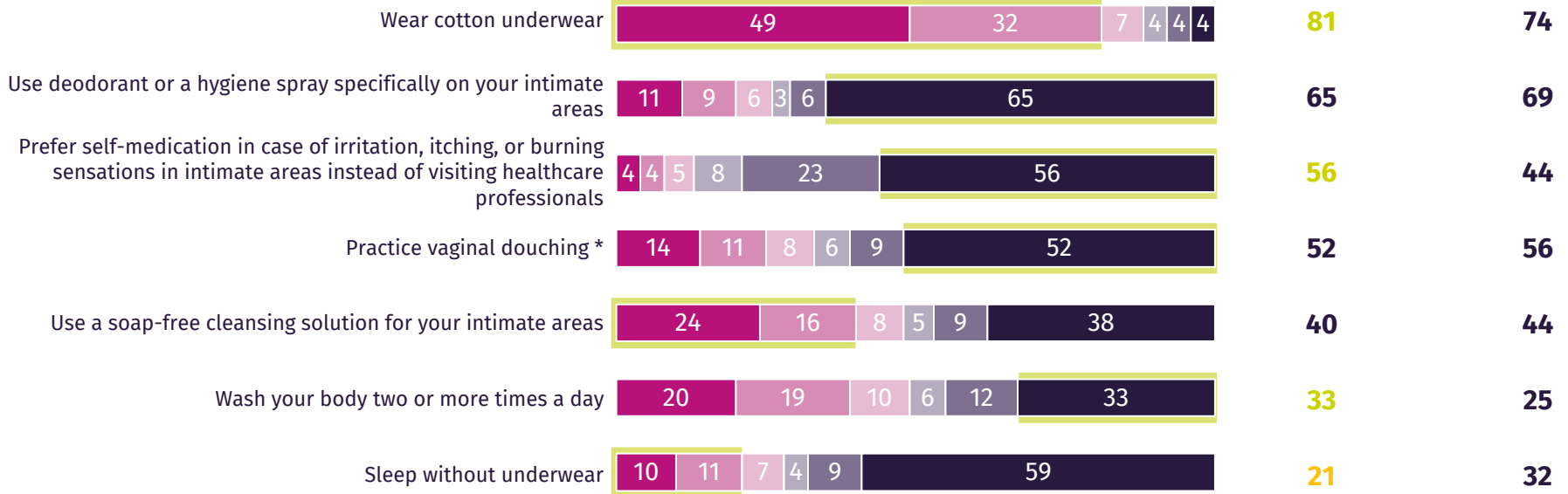
Question 11V4. How often do you include the following in your daily life?

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

Base: Women

**% 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).



# In Mexico, women are more to report receiving all the information on the vaginal microbiome compared to the global results.



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

Base: Women (n=520)

**39%** received **ALL THESE INFORMATION**, at least one time  
**15%** 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



**52**

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



**52**

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



**45**

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

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



# The level of information given by HCPs varies a lot year after year suggesting irregular counseling.



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

Base: Women (n=520)

**% Yes**

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
<b>% Have received ALL THESE INFORMATION, at least one time</b>	<b>39</b>	<b>+11pts</b>	<b>-16pts</b>	<b>+5pts</b>	30
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>15</b>	<b>+10pts</b>	<b>-10pts</b>	<b>+4pts</b>	10
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	<b>52</b>	<b>+9pts</b>	<b>-15pts</b>	<b>+4pts</b>	40
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	<b>52</b>	<b>+12pts</b>	<b>-16pts</b>	<b>+5pts</b>	40
Explain to you what the vaginal microbiome is and what its roles and functions are	<b>45</b>	<b>+11pts</b>	<b>-15pts</b>	<b>+4pts</b>	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 more common in Mexico

NEW QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?  
Base: Women (n=520)

**32%** of women report that healthcare professionals discussed all these topics



**25%**



% Yes



47

47

42

37

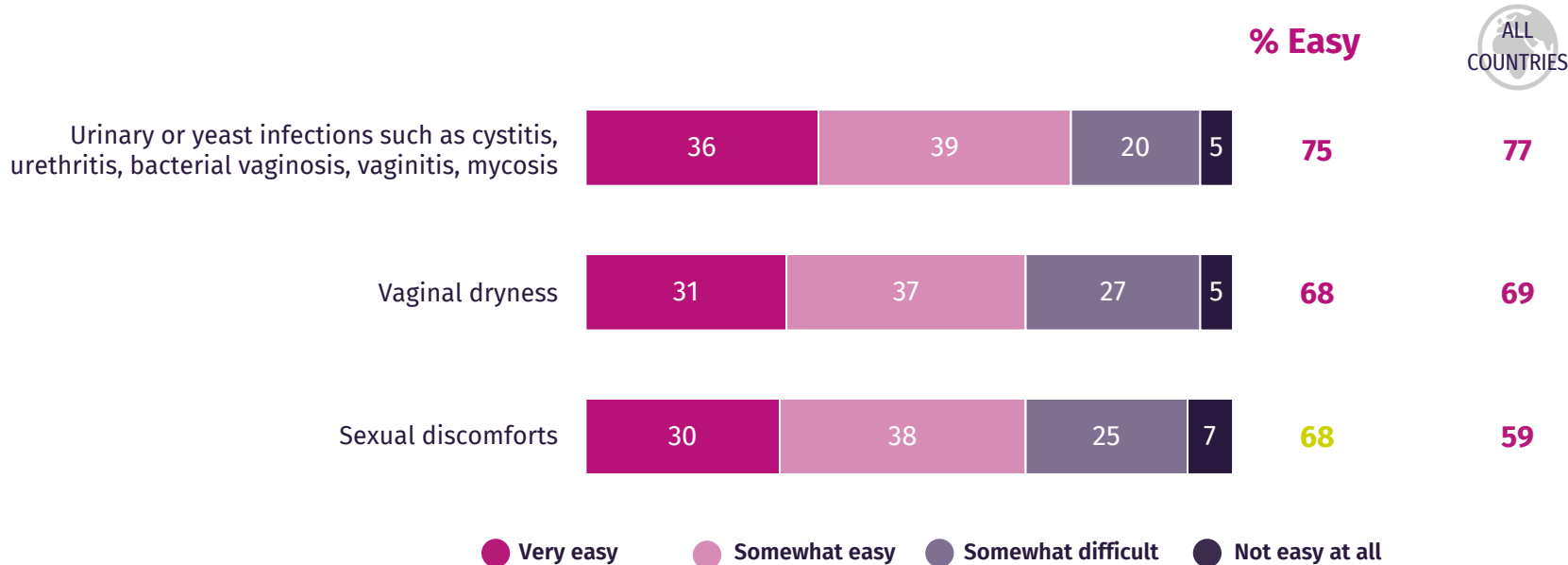
# In line with other women across the world, most Mexican women find easy to speak about urogenital conditions with an HCP, even about sexual discomforts. But still, a minority would express difficulties sharing this information.



NEW

Question 9V4. How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?

QUESTION Base: Women (n=520)



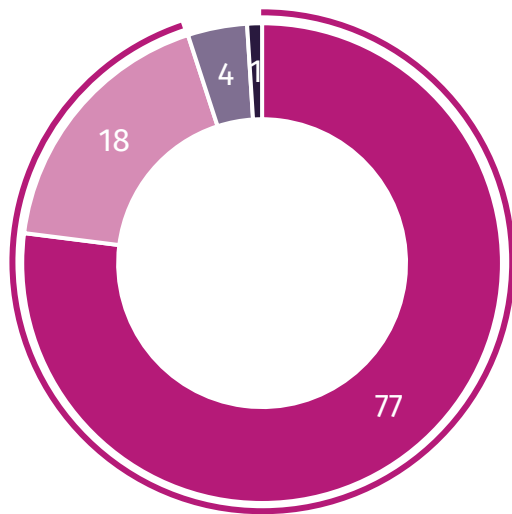


# In Mexico, there is an overwhelming need among almost all women for more information about the importance of the vaginal microbiome and its impact on health.



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=520)



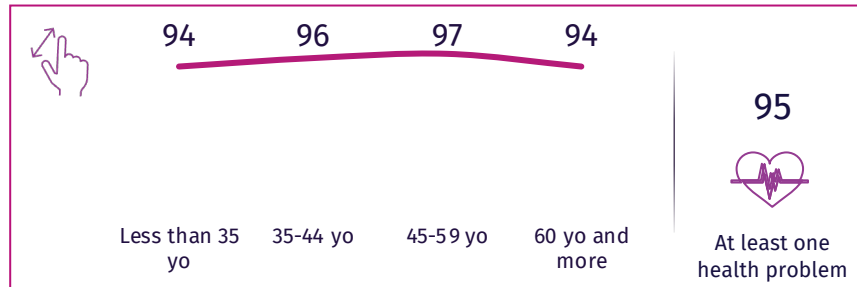
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**95%** would like to have more information about the importance of the vaginal microbiome and its impact on health



**86%**

2025: **94%**  
2024: **98%**  
2023: **97%**



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

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.

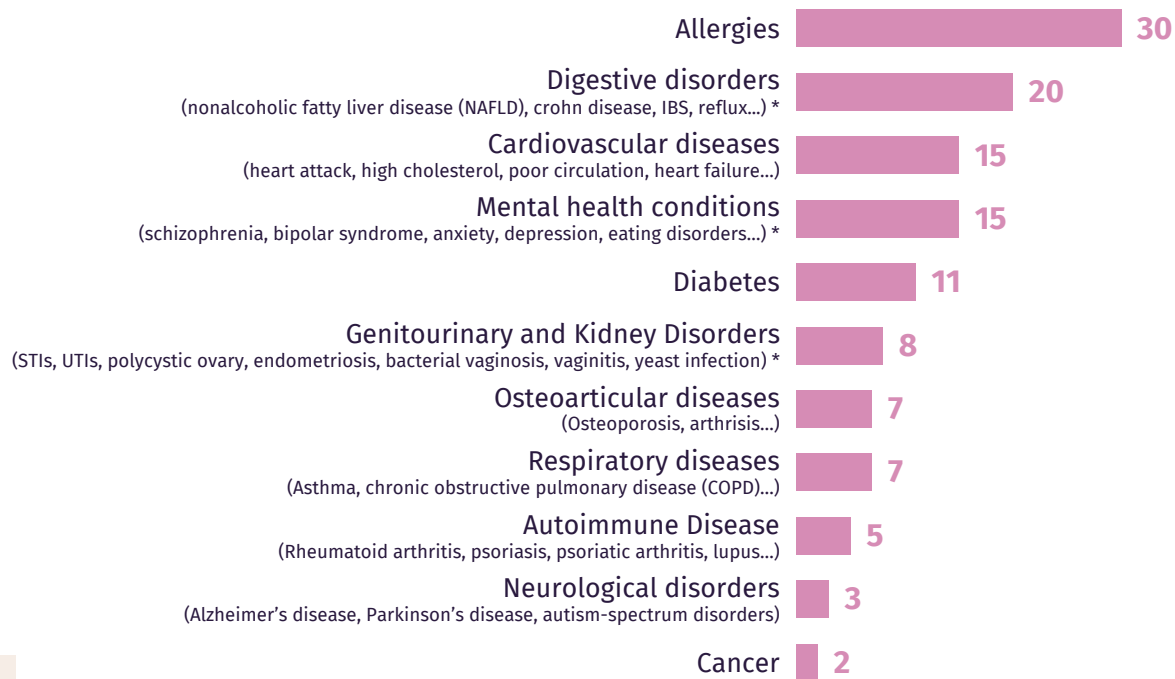
# ANNEXES



## People with current conditions



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





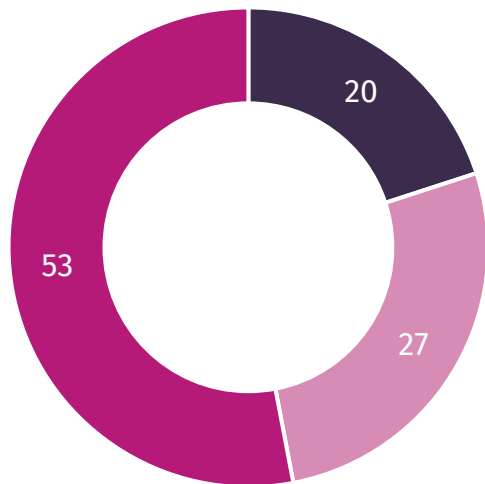
## Smoking habits in Mexico

NEW

Question 10V4. Do you smoke?

QUESTION

Base: All respondents



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

**20%** are currently smoking



ALL COUNTRIES

**23%**

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