



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Fourth wave

Portugal 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)

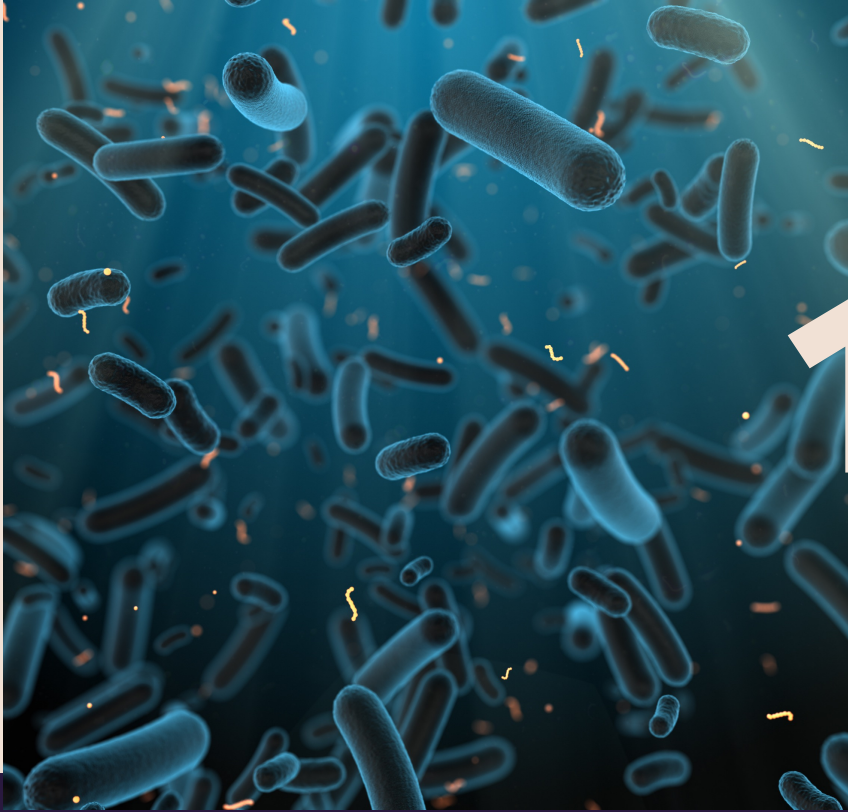
11
countries

7 500
respondents

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



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



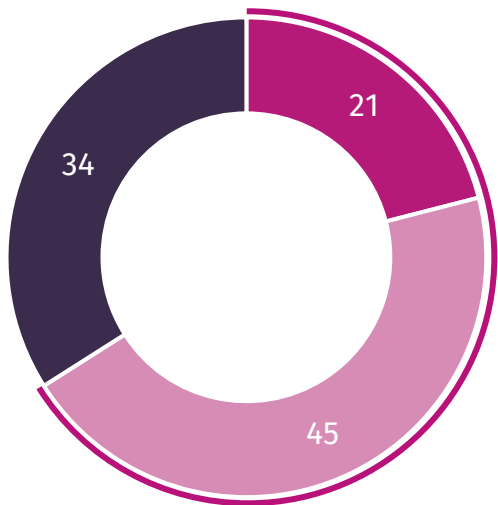
**Portugal remains behind
global peers on
microbiome awareness**



Microbiome awareness in Portugal lags significantly behind other countries, showing no significant improvement over the past years.



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



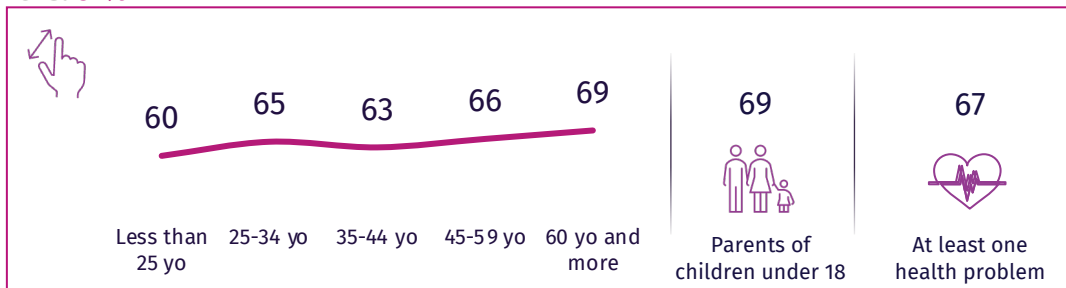
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

66% have already heard about the term microbiome

2025: 62%
2024: 62%
2023: 61%



72%



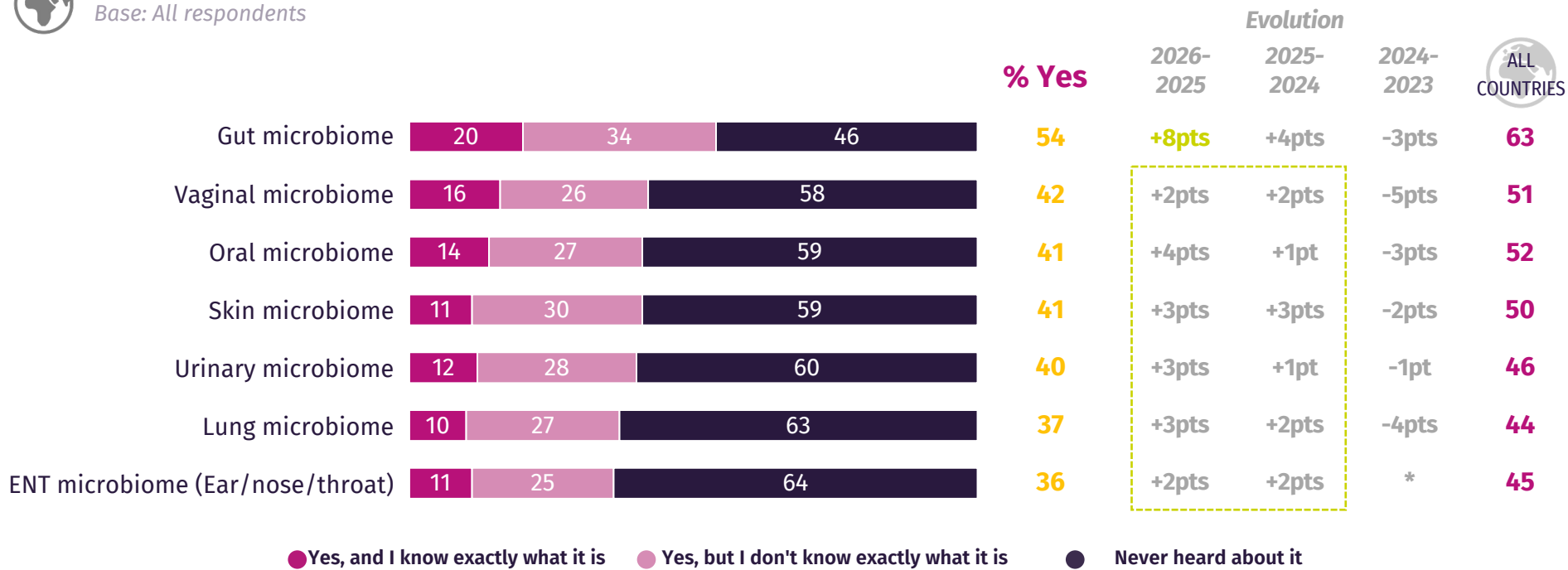
● Significant differences vs total - superior ● Significant differences vs total - inferior



Despite an increase of some microbiome locations, all levels remain lower than global average.



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

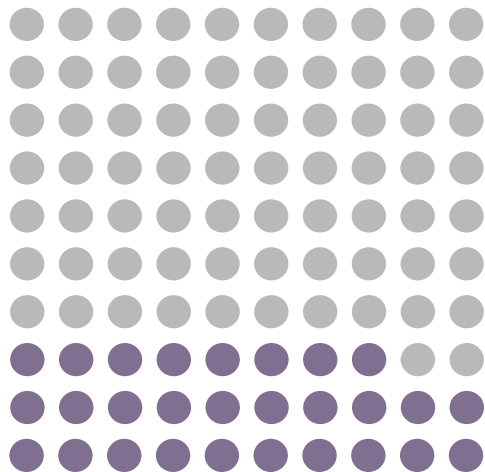


28% have already heard of each microbiome locations , a similar awareness to previous years and consistent across demographics.



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

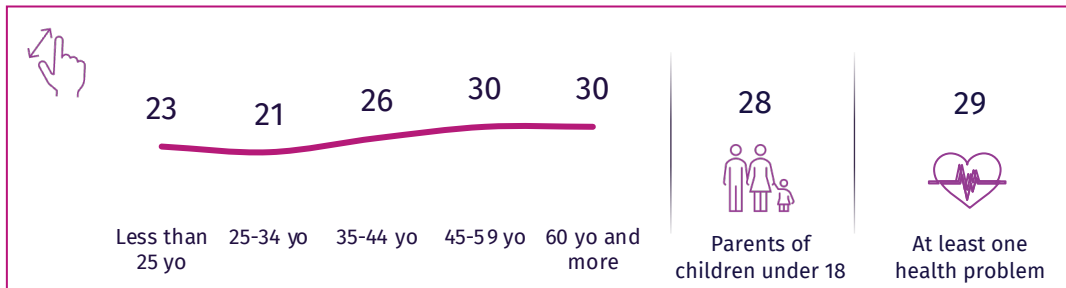
2025: 27%

2024: 25%

2023: 26%

ALL COUNTRIES

32%



But only 6% know precisely all of them

2025: 7%

2024: 8%

2023: 7%

ALL COUNTRIES

7%



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

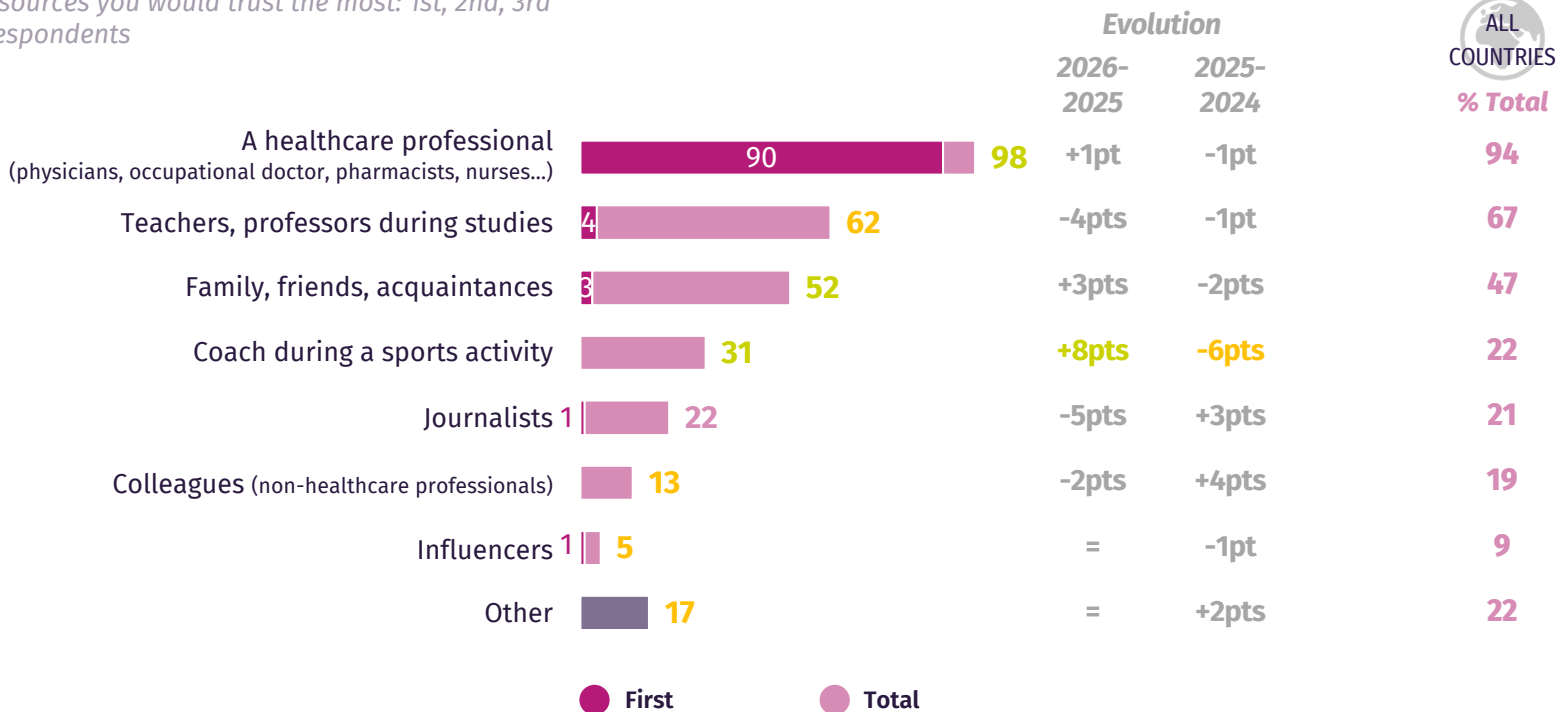


Healthcare professionals stand out as the most trusted source of information about the microbiome.

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





Regardless of age, people consistently view healthcare professionals as the most trustworthy 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 <i>n=46</i>	25-34 yo <i>n=67</i>	35-44 yo <i>n=87</i>	45-59 yo <i>n=135</i>	60 yo and more <i>n=165</i>	Men <i>n=236</i>	Women <i>n=264</i>	Parents of children under 18 <i>n=153</i>	At least one health problem <i>n=337</i>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	98	94	97	95	98	100	98	98	97	98
Teachers, professors during studies	62	74	64	61	63	59	64	61	67	66
Family, friends, acquaintances	52	51	47	45	51	57	47	56	48	49
Coach during a sports activity	31	27	32	33	31	31	31	31	31	31
Journalists	22	30	29	19	22	19	25	20	24	23
Colleagues (non-healthcare professionals)	13	8	12	14	11	16	16	11	11	13
Influencers	5	5	7	10	1	5	6	4	6	4
Other	17	12	13	25	22	13	13	21	16	16



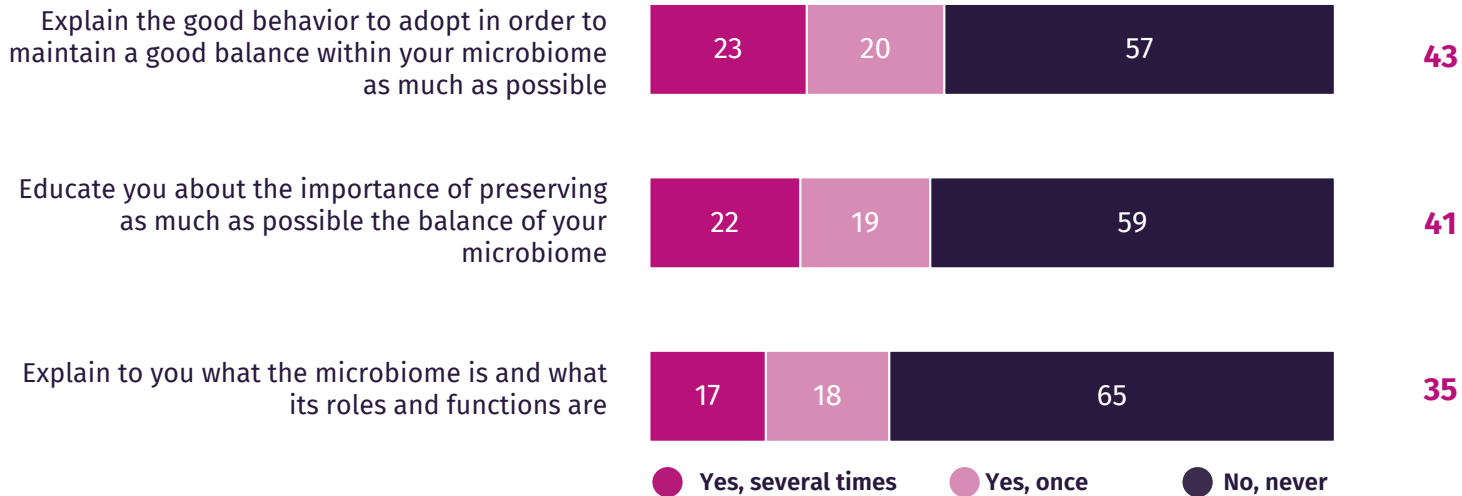
Almost a third of the Portuguese people have received information from healthcare professionals at least once.



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

Only **32%** received **ALL THESE INFORMATION**, at least one time
15% received all these information several times

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





Information is improving year after year, but it still reaches only a minority in Portugal.



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

Base: All respondents

% Yes	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% Received ALL THESE INFORMATION, at least one time	32	+3pts	+2pts	+5pts	33
% Received ALL THESE INFORMATION, <u>several times</u>	15	+2pts	+1pt	+6pts	11
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	43	+3pts	+2pts	+3pts	43
Educate you about the importance of preserving as much as possible the balance of your microbiome	41	-1pt	+5pts	+1pt	43
Explain to you what the microbiome is and what its roles and functions are	35	+1pt	+3pts	+5pts	39



The level of information given by healthcare professionals remains similar, regardless of demographics



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

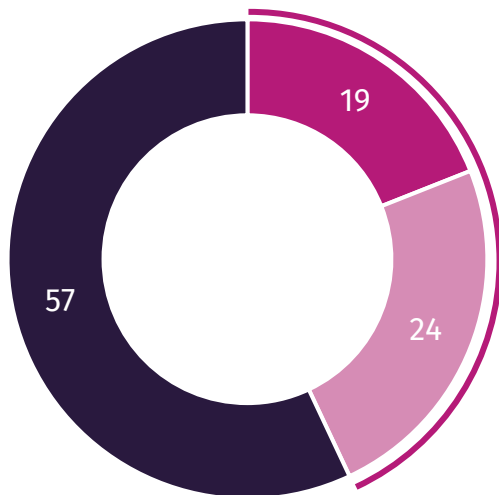
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
	base n=500	n=46	n=67	n=87	n=135	n=165	n=236	n=264	n=153	n=337
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	43	48	44	50	43	38	42	43	52	43
Educate you about the importance of preserving as much as possible the balance of your microbiome	41	46	40	48	36	41	39	43	47	41
Explain to you what the microbiome is and what its roles and functions are	35	49	34	43	30	31	36	33	44	34



Prescriptions of pre/probiotics rise sharply but remain below global norms



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

43% were prescribed with prebiotics or probiotics

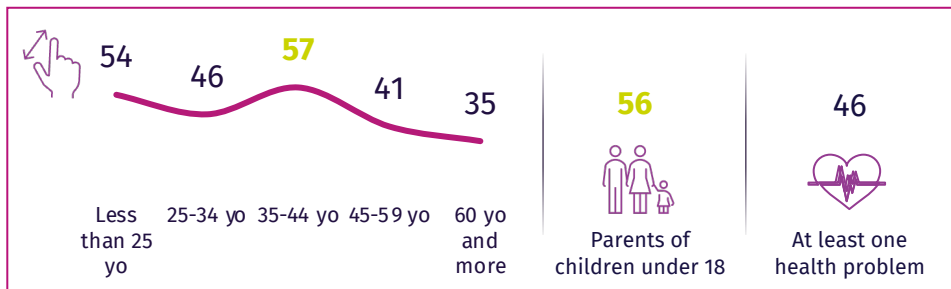
2025: 33%

2024: 31%

2023: 32% **+11pts vs 2023**



51%



● Significant differences vs total - superior

● Significant differences vs total - inferior

Antibiotic-related microbiome counseling remains rare and lags global practice.

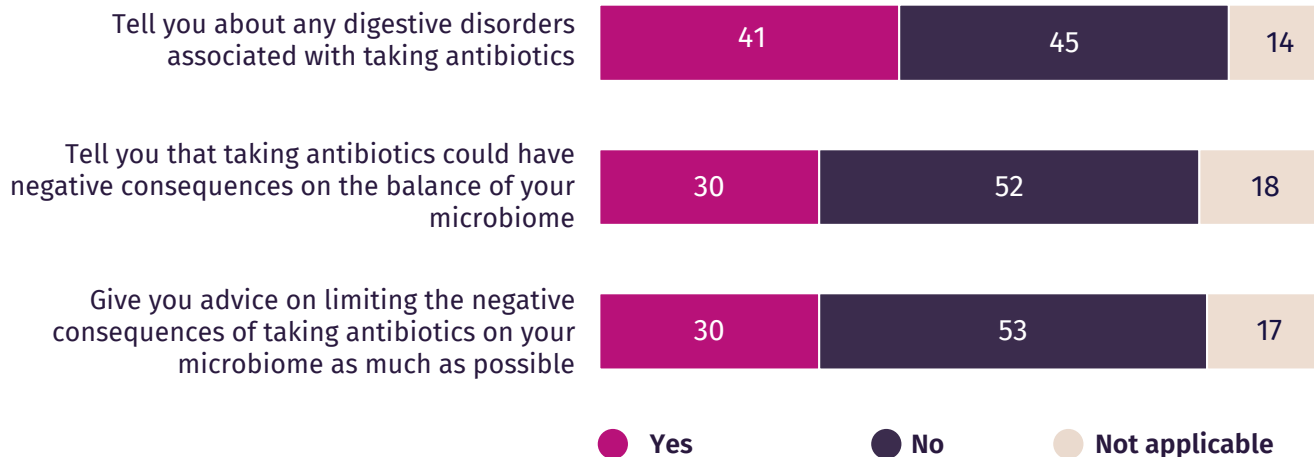


Question 7. The last time a doctor prescribed antibiotics, did they do the following?
Base: All respondents

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



25%





Year-on-year stagnation keeps antibiotic-related microbiome counseling below the global average.



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

Base: All respondents

% Yes

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% HAVE <u>RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</u>	19	+1pt	-1pt	+1pt	25
Tell you about any digestive disorders associated with taking antibiotics	41	+3pts	-1pt	-2pts	45
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	30	+1pt	-1pt	+3pts	39
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	30	=	=	=	36



The level of information and advice about antibiotics x microbiome is similar regardless of demographics.



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

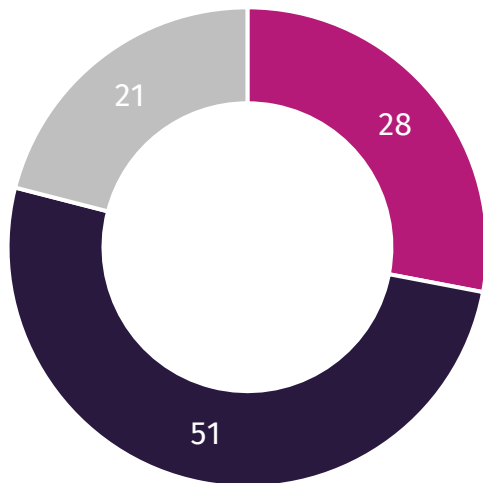
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Parents of children under 18	At least one health problem
	base n=500	n=46	n=67	n=87	n=135	n=165	n=153	n=337
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	19	13	20	17	18	22	21	20
Tell you about any digestive disorders associated with taking antibiotics	41	49	47	36	39	41	43	42
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	30	18	36	29	25	35	32	32
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	30	32	28	29	27	33	33	29



Around a quarter of the population was prescribed with prebiotics or probiotics when prescribed antibiotics, a practice less common compared to global norms.

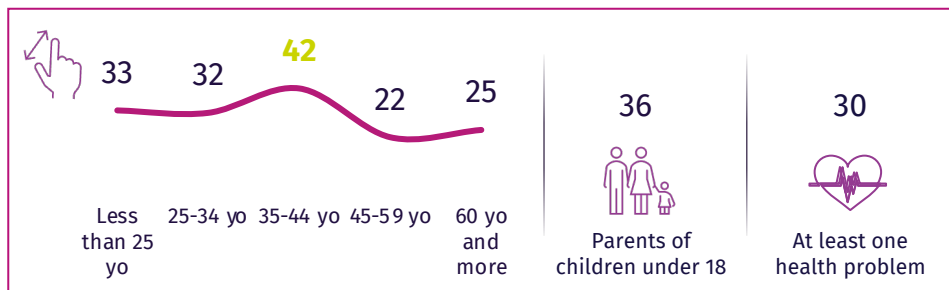


Question 7. The last time a doctor prescribed antibiotics, did they do the following?
Base: All respondents



28% were prescribed with prebiotics or probiotics

ALL COUNTRIES
38%



- Yes
- No
- Not applicable

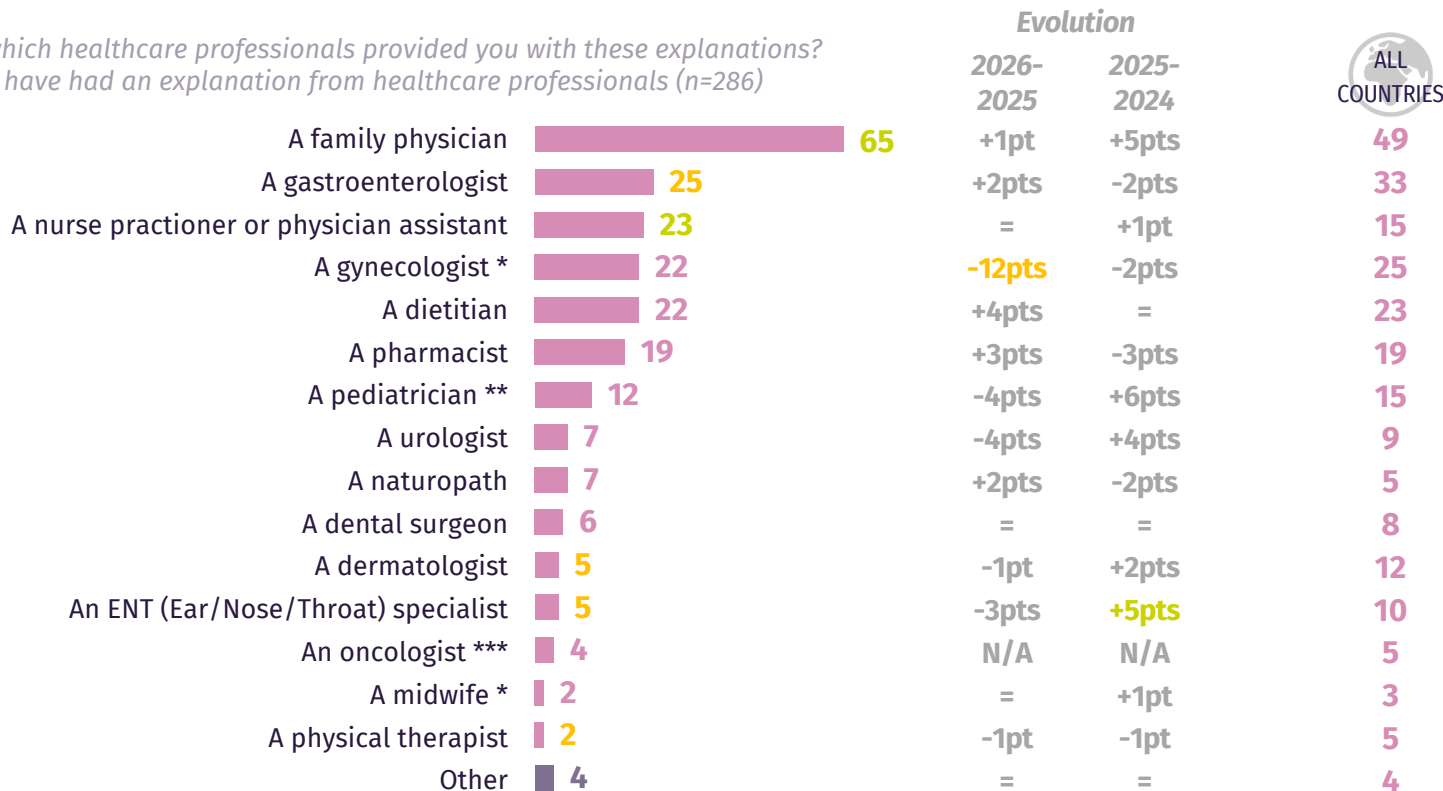
● Significant differences vs total - superior ● Significant differences vs total - inferior



Family physician is the top 1 professional source of information about microbiome in Portugal.



Question 6. And which healthcare professionals provided you with these explanations?
Base: People who have had an explanation from healthcare professionals (n=286)



* 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.



Regardless of demographics, family physician is the top 1 professional source of information about microbiome.

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

Base: People who've received some information from HCPs (n=286)

	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=286	n=30	n=39	n=59	n=73	n=85	n=130	n=156	n=100	n=200
A family physician	65	63	68	65	64	67	66	65	76	64
A gastroenterologist	25	24	10	21	20	38	28	23	21	27
A nurse practitioner or physician assistant	23	34	30	21	23	20	21	26	18	23
A gynecologist	22	8	22	27	23	23	0	22	26	22
A dietitian	22	21	13	25	22	26	26	20	21	21
A pharmacist	19	20	17	20	15	22	20	18	13	18
A pediatrician	12	35	14	14	5	0	6	16	12	5
A urologist	7	6	2	3	7	11	10	4	6	8
A naturopath	7	2	5	8	11	6	6	8	8	7
A dental surgeon	6	9	8	3	8	4	8	5	5	5
A dermatologist	5	6	5	7	4	6	7	5	4	6
An ENT (Ear, Nose, Throat) specialist	5	6	4	2	4	6	5	5	1	7
An oncologist*	4	3	3	4	2	6	4	4	4	4
A midwife	2	0	6	3	0	0	0	2	3	1
A physical therapist	2	0	3	1	2	2	2	2	2	2
Other	4	0	0	6	2	7	1	6	3	5

● Significant differences vs total - superior

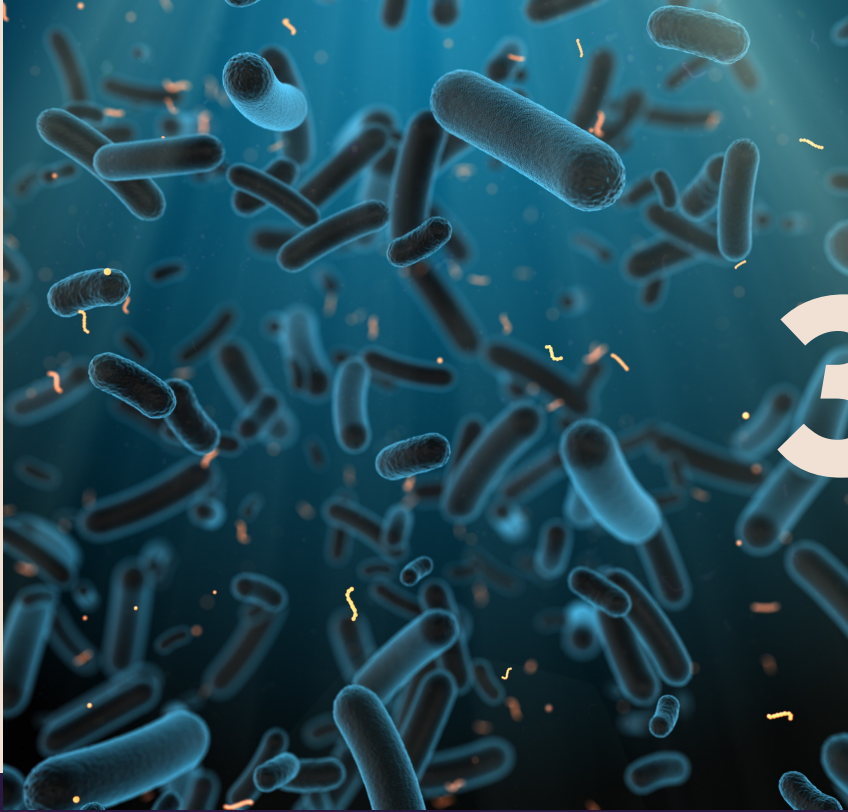
● Significant differences vs total - inferior

● First source by profile

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*This item has been added this year



3

**No significant progress in
microbiome knowledge**

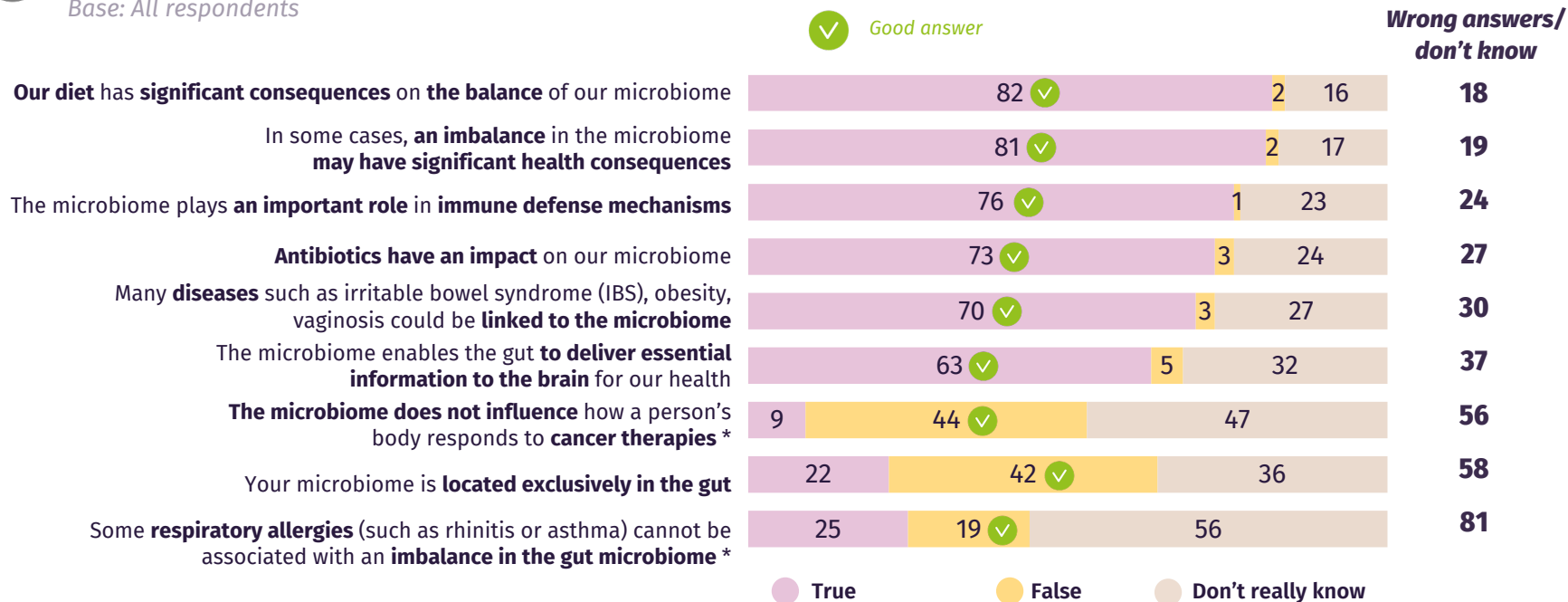


Basics are understood, but comprehensive knowledge about its role, diversity, and link with respiratory allergies remain underrecognized.



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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Except the brain-gut link, no significant signs of improvement in terms of knowledge.



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

Base: All respondents

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
Our diet has significant consequences on the balance of our microbiome	82	=	=	-1pt	79
In some cases, an imbalance in the microbiome may have significant health consequences	81	+1pt	-1pt	-4pts	77
The microbiome plays an important role in immune defense mechanisms	76	-3pts	+3pts	=	76
Antibiotics have an impact on our microbiome	73	-3pts	+3pts	+1pt	71
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	70	+1pt	+6pts		68
The microbiome enables the gut to deliver essential information to the brain for our health	63	+8pts	+2pts	-3pts	60
The microbiome does not influence how a person's body responds to cancer therapies *	44				40
Your microbiome is located exclusively in the gut	42	-12pts	+7pts	-2pts	49
Some respiratory allergies (such as rhinitis or asthma) cannot be associated with an imbalance in the gut microbiome *	19				23

● Significant differences vs total - superior

● Significant differences vs total - inferior

* These items have been added this year

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Overall knowledge holds around average and is similar across demographics.



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

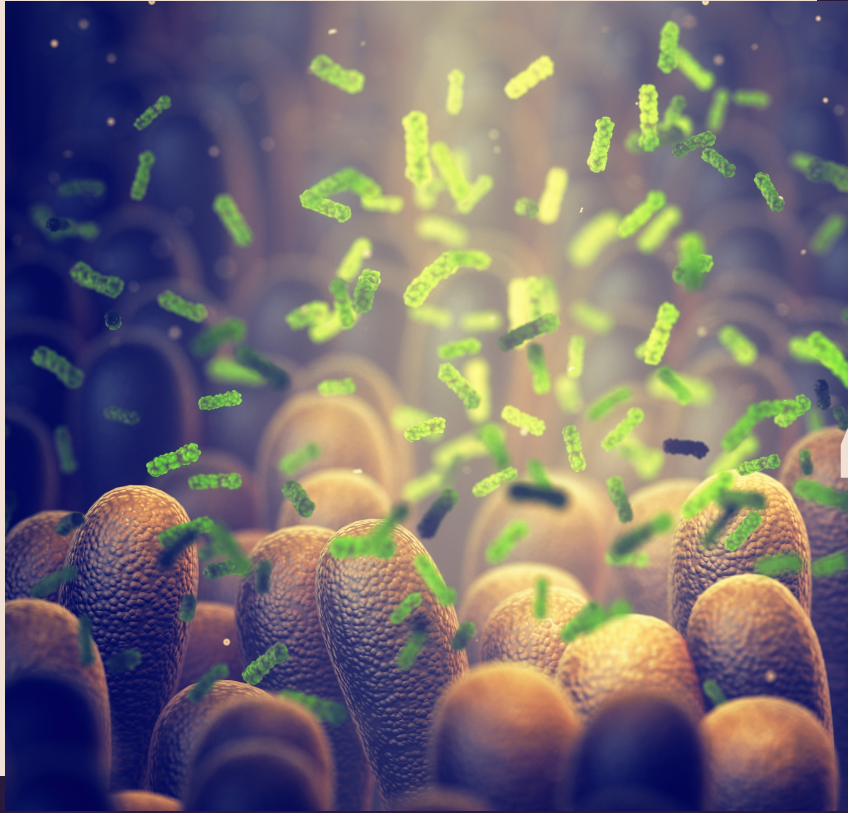
5,5/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



4 Feeling balanced, acting unevenly

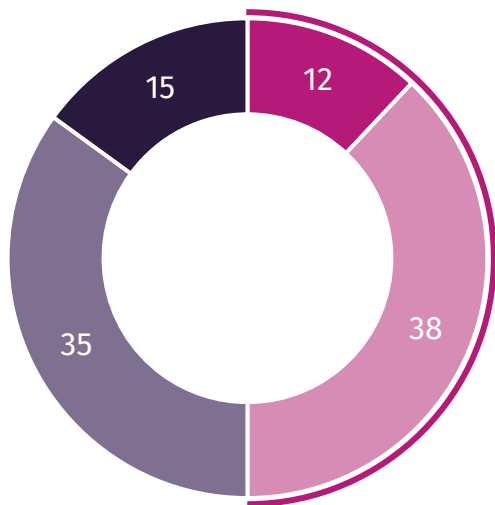


Half of people report changing their behaviors to keep their microbome balanced, getting within global average this year.



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: 49%
 2024: 47%



53%



● Significant differences vs total - superior

● Significant differences vs total - inferior



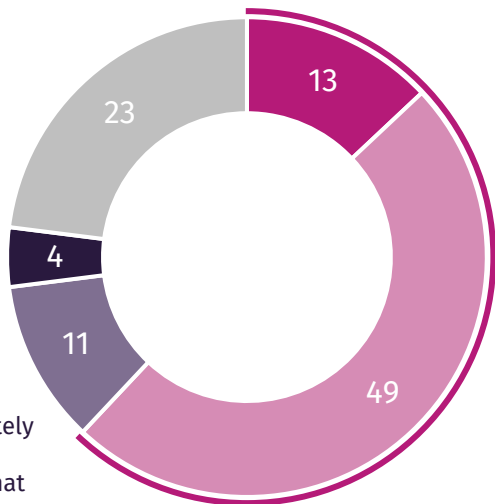
3 out 5 Portuguese people consider that their microbiome is currently well balanced, no variations across age groups – while a quarter cannot really answer.

NEW

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

QUESTION

Base: All respondents

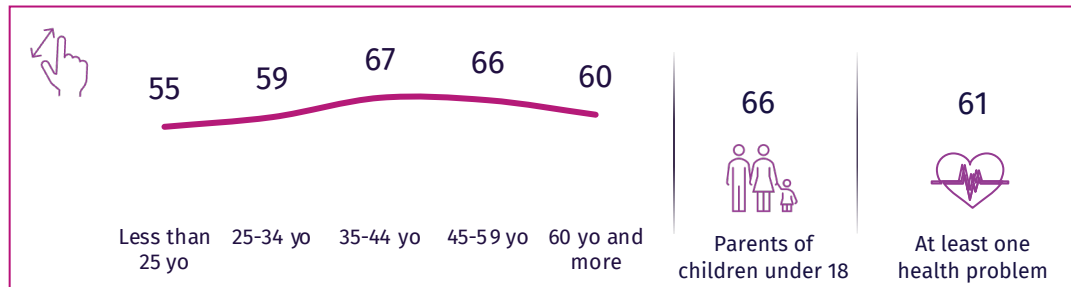


- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

62% consider that their gut microbiome is currently well balanced



59%

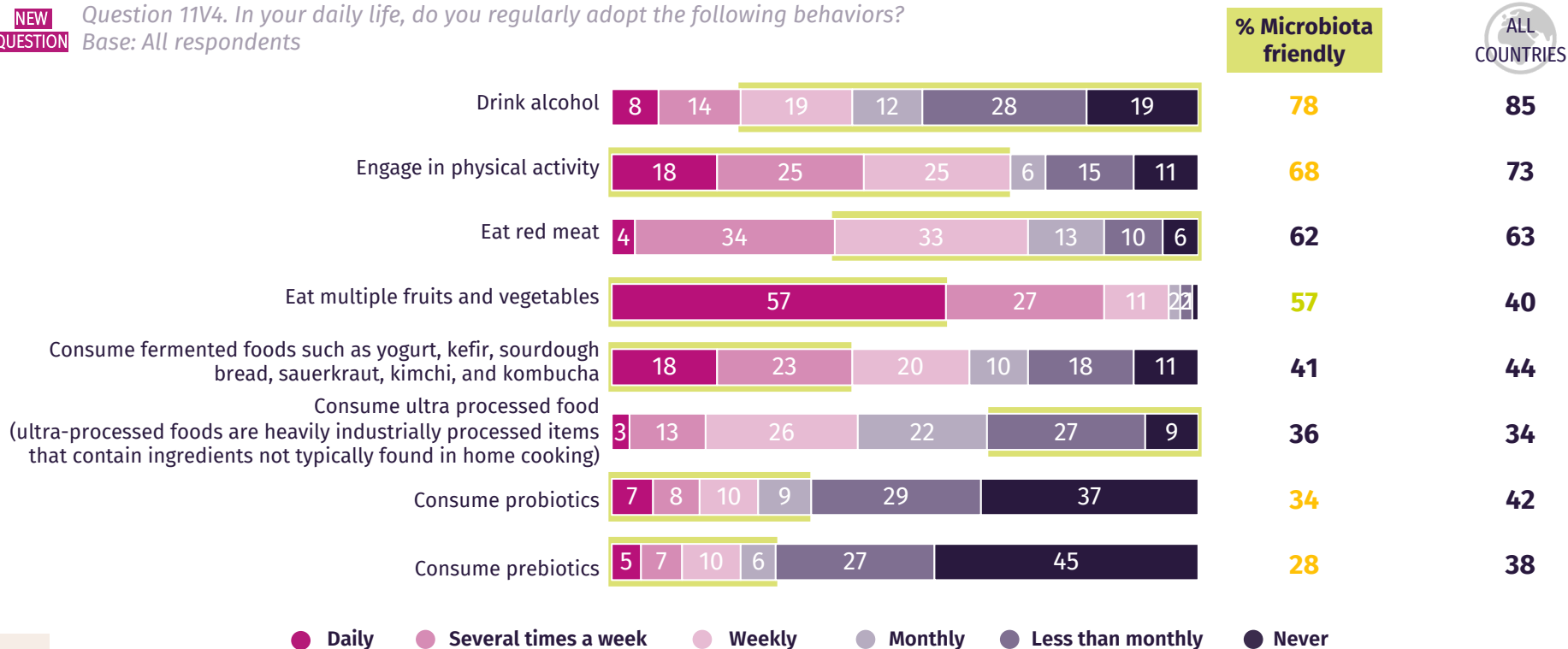


● Significant differences vs total - superior ● Significant differences vs total - inferior

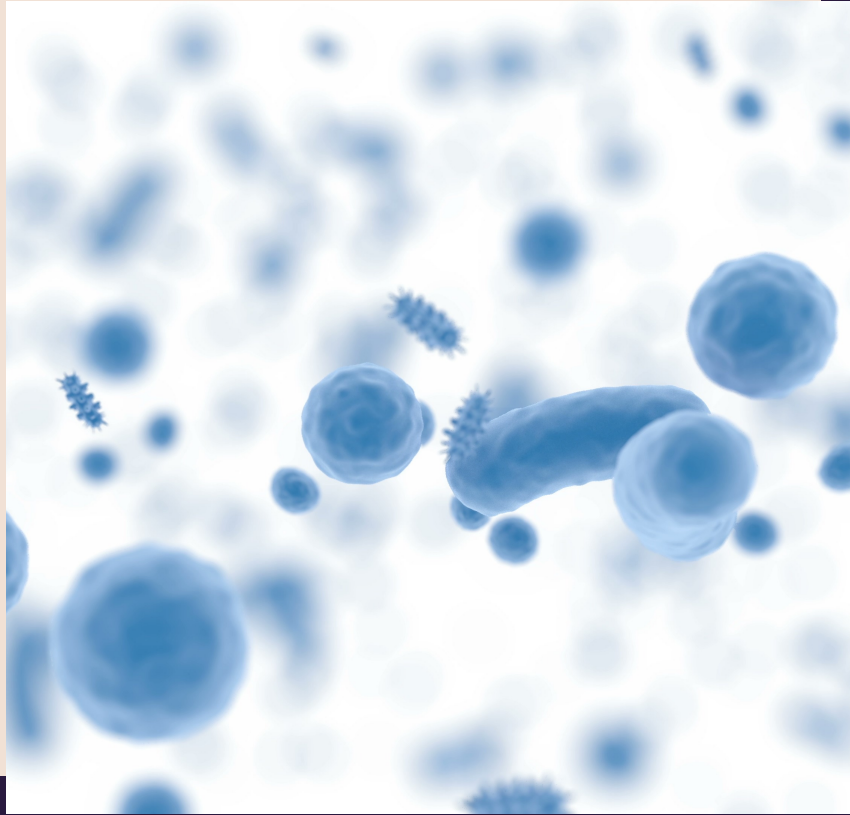


Fruit and vegetable intake outperforms global norms, but alcohol consumption, physical activity, and pre- and probiotic use remain worse than global averages.

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



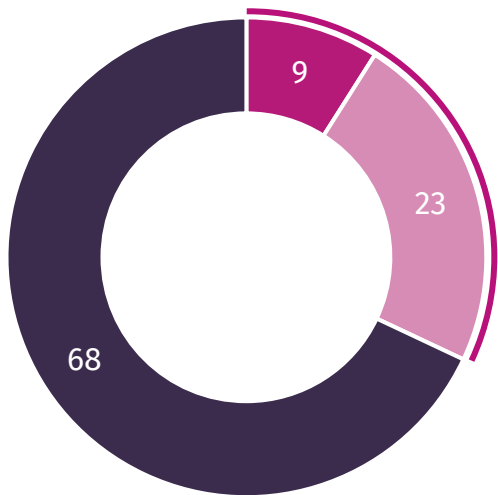
The 'first 1,000 days' concept remains niche and poorly understood by Portuguese parents

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=155)

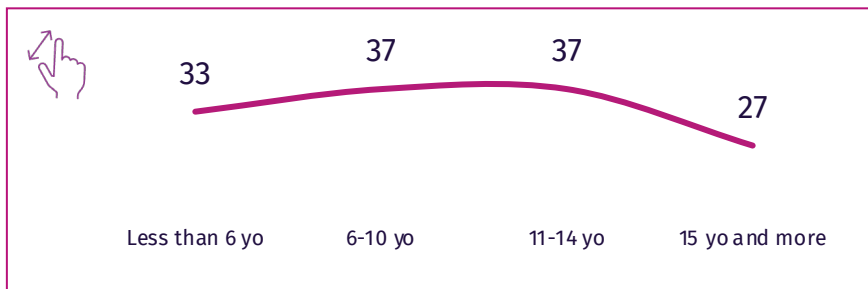


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

32% have heard about the scientific concept of the « first 1,000 days of life »
 20% among total population



43%



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



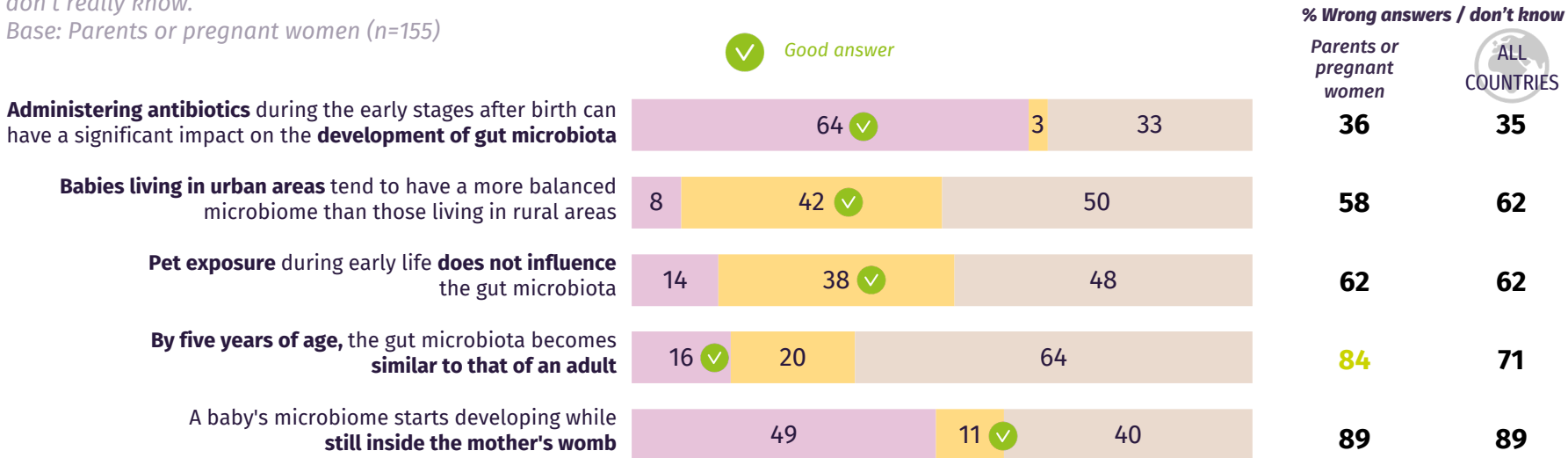
Except the link between antibiotics and the development of gut microbiota, there are significant misconceptions in Portugal.

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=155)

✓ Good answer



● True ● False ● Don't really know



Portuguese parents' knowledge of the child microbiome is consistent regardless of their child's age.

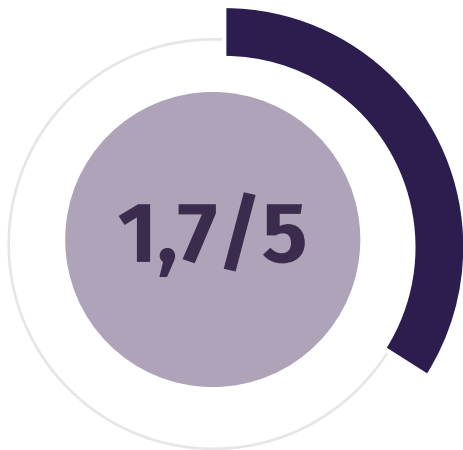
NEW QUESTION

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.

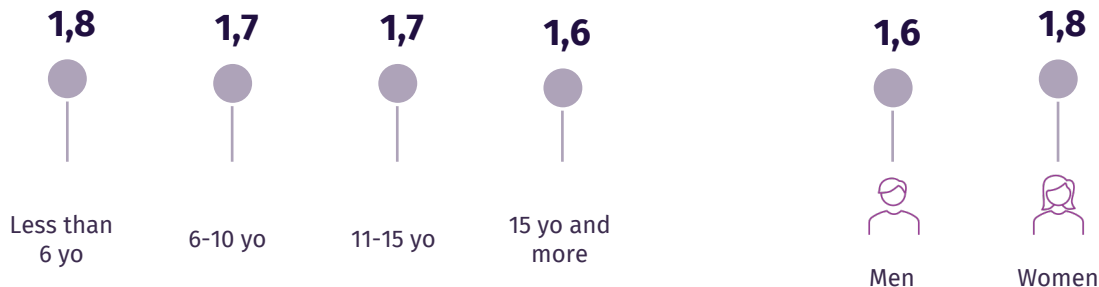
Base: Parents or pregnant women (n=155)

ALL COUNTRIES

1,8



Number of good responses on average



● Significant differences vs total - superior

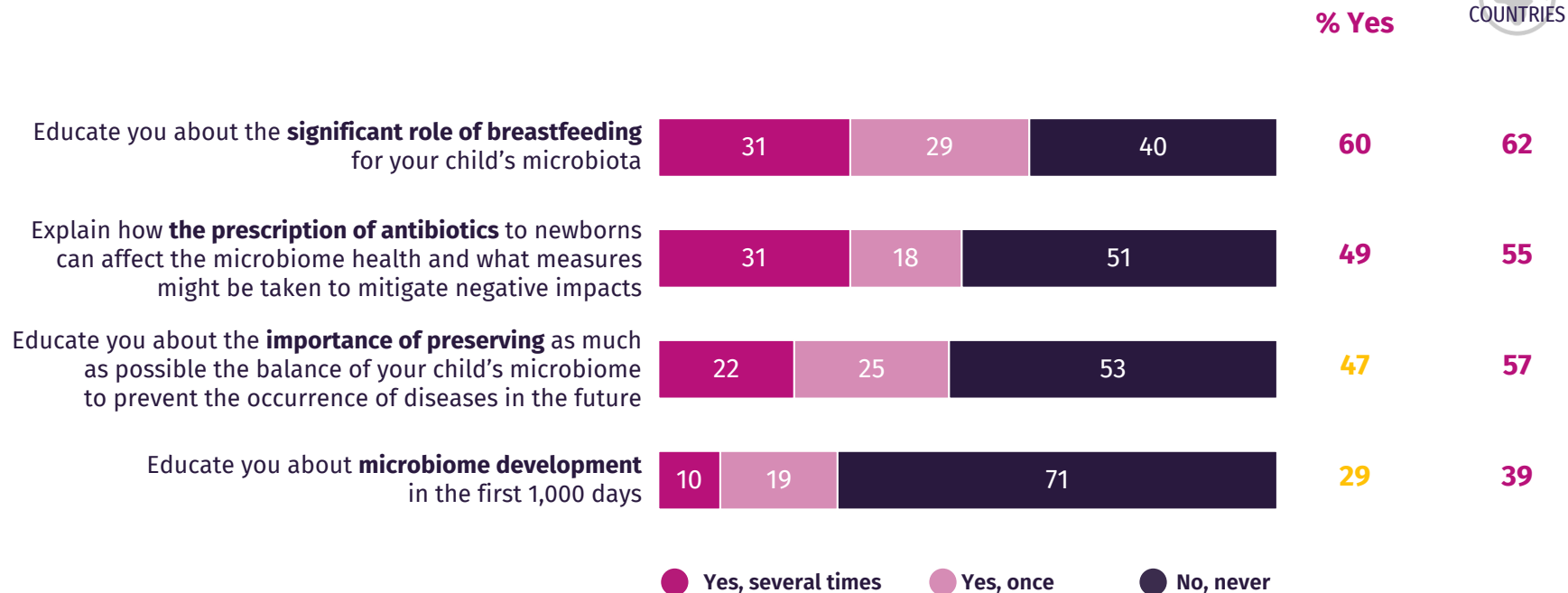
● Significant differences vs total - inferior



Few parents recall receiving guidance from healthcare professionals about their child’s microbiome—particularly on how to preserve its balance.

NEW QUESTION

Question 5V4. Has the pediatrician or the doctor monitoring your child’s health ever done any of the following?
Base: Parents (n=153)





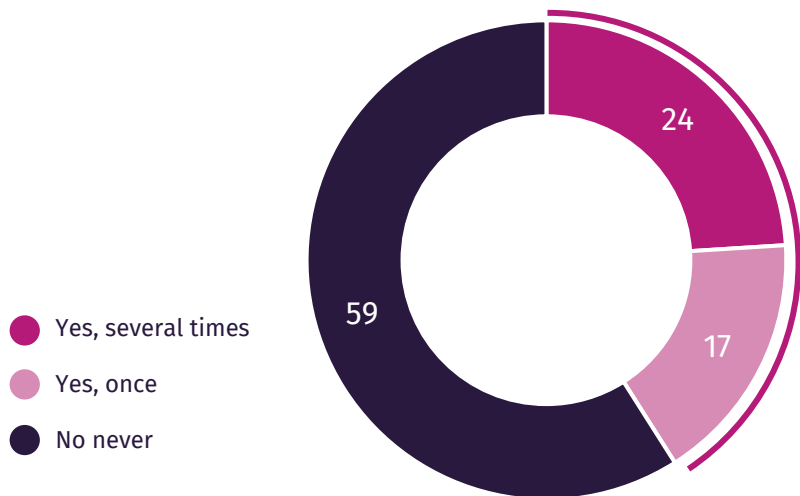
Probiotic prescriptions for children are low in Portugal, contrasting with global results.

NEW

QUESTION

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

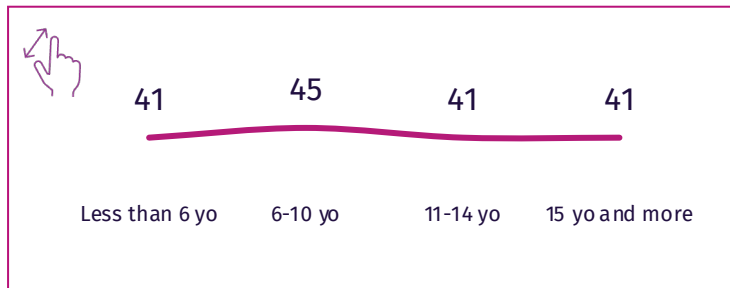
Base: Parents (n=153)



41% were prescribed with prebiotics or probiotics for their child

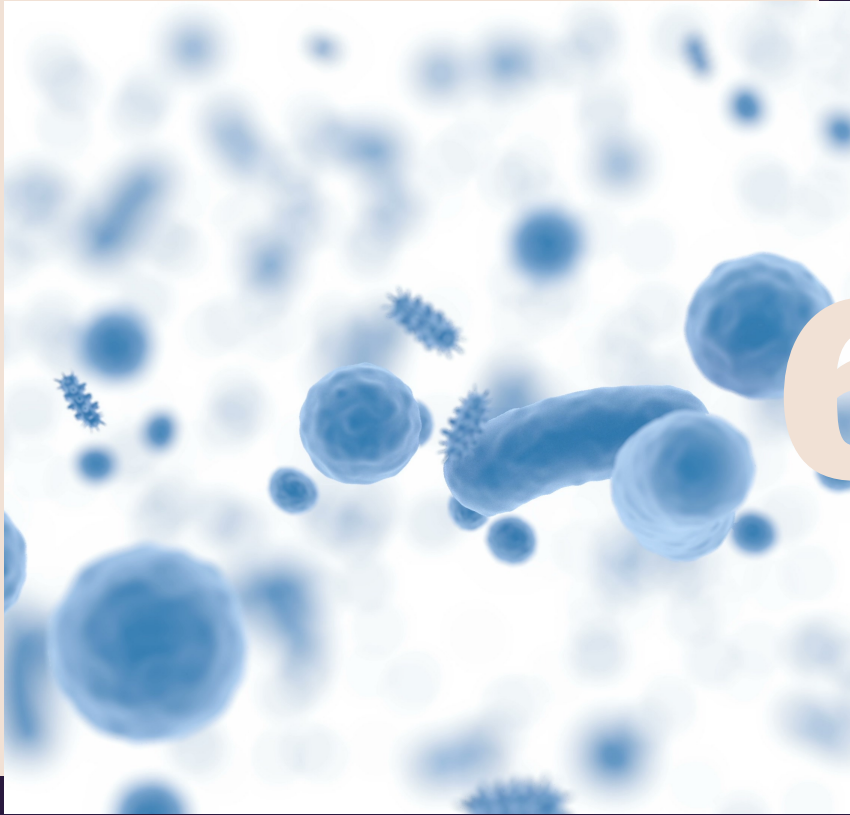


57%



● Significant differences vs total - superior

● Significant differences vs total - inferior



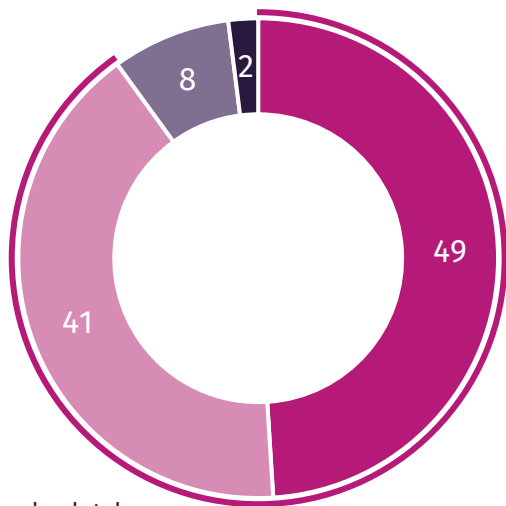
Focus on the vaginal microbiome

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



Most Portuguese women report that they know the difference between vagina and vulva, surpassing the global average.

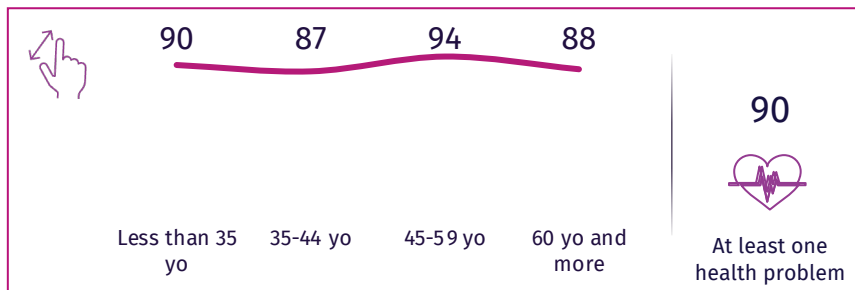
NEW QUESTION Question 6V4. Do you know the difference between vagina and vulva?
Base: Women (n=264)



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

90% know the difference between vagina and vulva

78% ALL COUNTRIES



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



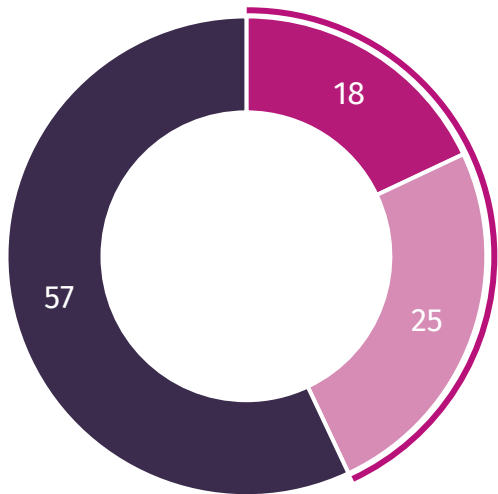
Awareness of the vaginal microbiome remains below global average and is not improving.



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

Base: Women (n=264)

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

43% of women have already heard about the vaginal microbiome

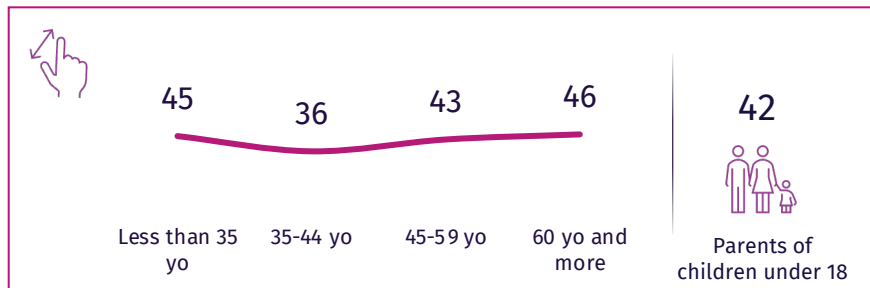
2025: 42%

2024: 40%

2023: 44%



56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

Core concepts understood: Portuguese 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=264)

✓ Good answer

Wrong answers/
don't know

Antibiotics can alter the vaginal microbiome



29

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



31

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



32

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



32

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



32

The vagina is self-cleaning



35

● True ● False ● Don't really know

*These items have been added this year



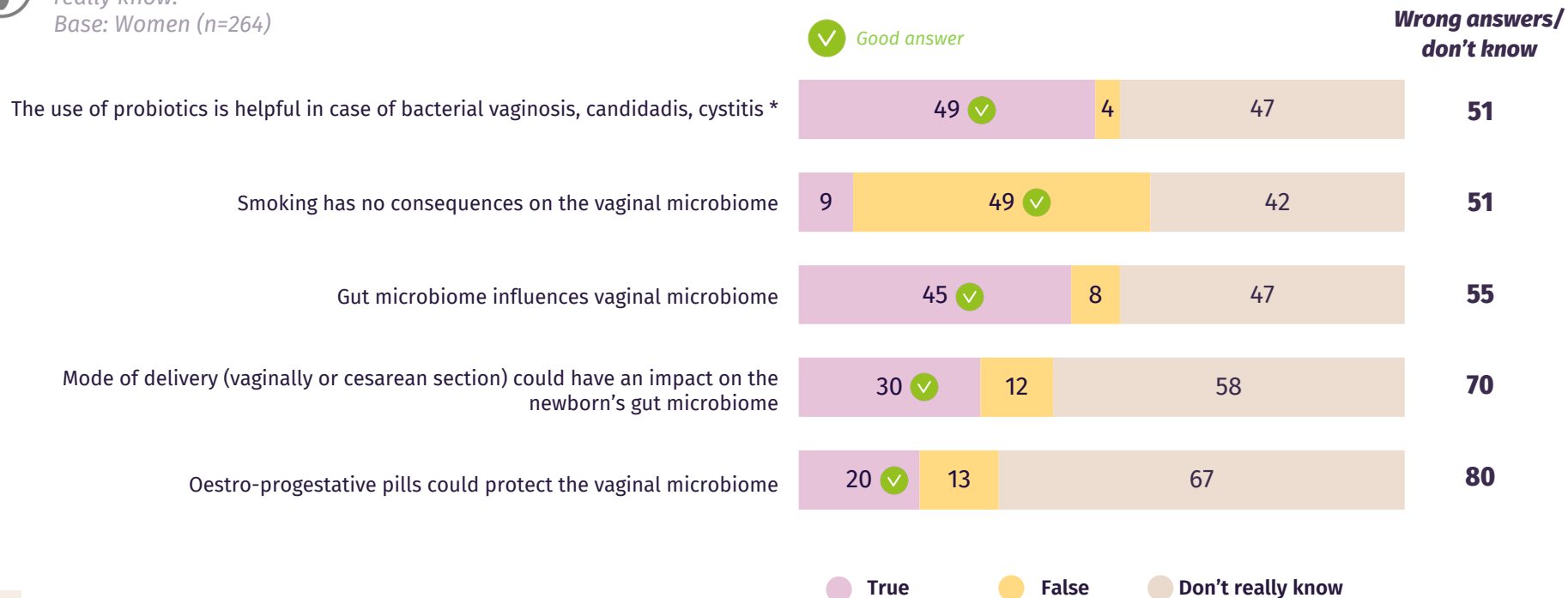
(2/2)

Key knowledge gaps on gut-vaginal axis and delivery impact.



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=264)



*These items have been added this year



Overall knowledge showed no significant rise, apart from slight gains on the vagina's self-cleaning nature and the gut-vaginal microbiome link.

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=264)

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
Antibiotics can alter the vaginal microbiome	71	-5pts	=		69
Every woman has a vaginal microbiome that is different from any other woman's	69	-7pts	+5pts	+7pts	64
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	68				65
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	68	+2pts	-6pts	+2pts	64
From childhood to menopause, a woman's vaginal microbiome remains the same	68	-3pts	=	+5pts	56
The vagina is self-cleaning	65	+3pts	+5pts	-2pts	57
The use of probiotics is helpful in case of bacterial vaginosis, candidadis, cystitis *	49				56
Smoking has no consequences on the vaginal microbiome	49	-3pts	-7pts		50
Gut microbiome influences vaginal microbiome	45	+3pts	+6pts		45
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	30	-3pts	+2pts		37
Oestro-progestative pills could protect the vaginal microbiome	20	-4pts	+3pts		21

*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



Portuguese women's overall knowledge of vaginal microbiome is similar globally



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.

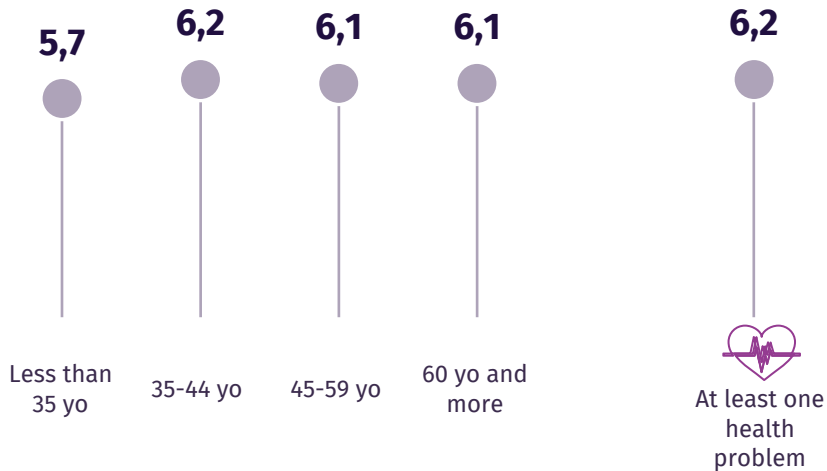
Base: Women (n=264)



5,8

6,0/11

Number of good responses on average



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



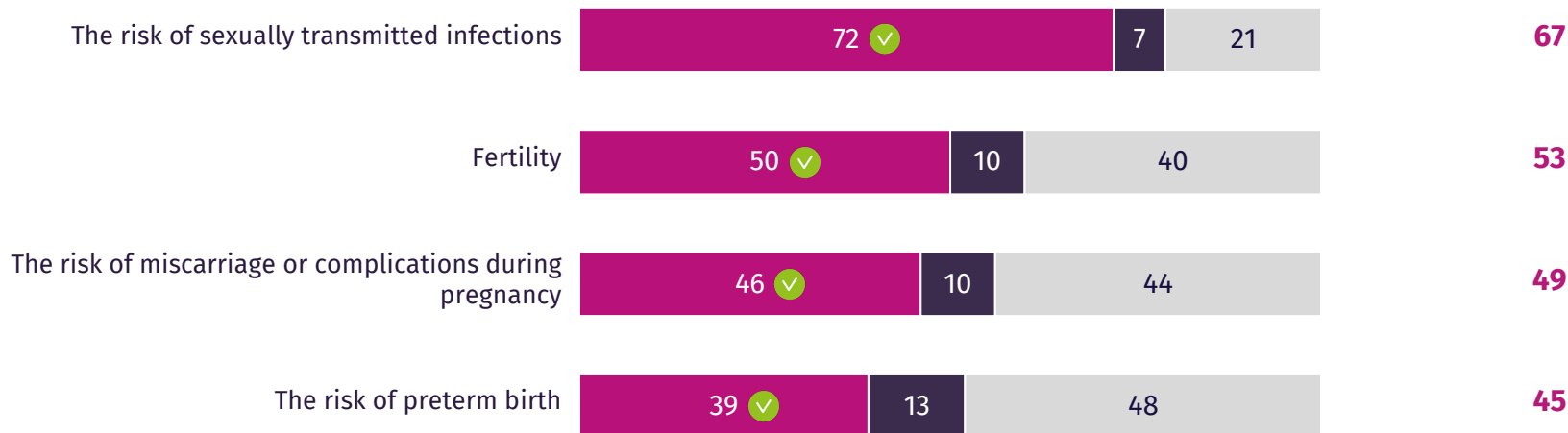
The link between vaginal microbiome and reproductive health is largely underestimated. Only the risk of sexually transmitted infections is largely recognized.

NEW

QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:

Base: Women (n=264)



● Yes ● No ● I don't know

✓ Good answer



Portuguese women lead on several microbiome-friendly practices, but two harmful habits persist: vaginal douching and frequent body washing.

NEW QUESTION

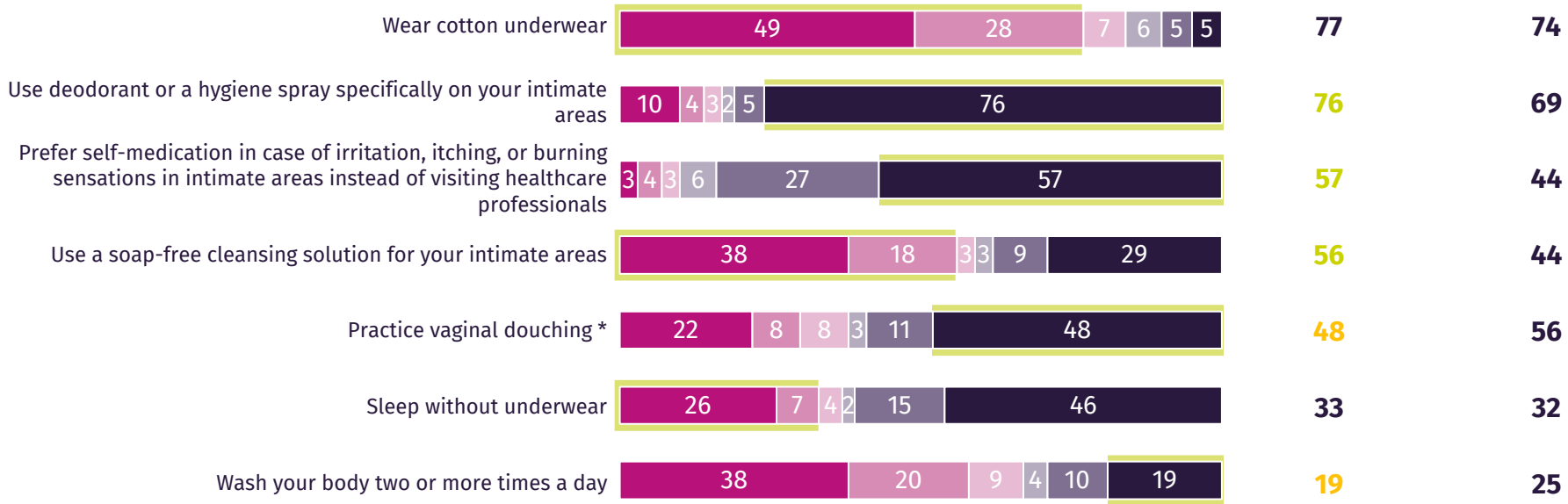
Question 11V4. How often do you include the following in your daily life?

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).



1 in 3 women received all information from HCPs about the vaginal microbiome.

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

Base: Women (n=264)

32% received **ALL THESE INFORMATION**, at least one time
14% 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



42

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



42

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



35

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

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



The amount of information given about the vaginal microbiome drastically increased in 2024 but remained steady for the past two years.



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

Base: Women (n=264)

% Yes

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% Have received ALL THESE INFORMATION, at least one time	32	+2pts	-6pts	+12pts	30
% Received ALL THESE INFORMATION, <u>several times</u>	14	+2pts	-2pts	+6pts	10
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	42	+2pts	-9pts	+12pts	40
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	42	+1pt	-7pts	+6pts	40
Explain to you what the vaginal microbiome is and what its roles and functions are	35	-1pt	-3pts	+11pts	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 seems to be discussed in Portugal, yet only a quarter of women report discussing all these topics with HCPs.

NEW

QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?

Base: Women (n=264)

26% of women report that healthcare professionals discussed all these topics



25%



% Yes

The influence of hygiene products for intimate toilet on vaginal microbiome **51**

47

The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome **47**

42

Guidance on the appropriate way to clean your intimate areas **43**

47

Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome **37**

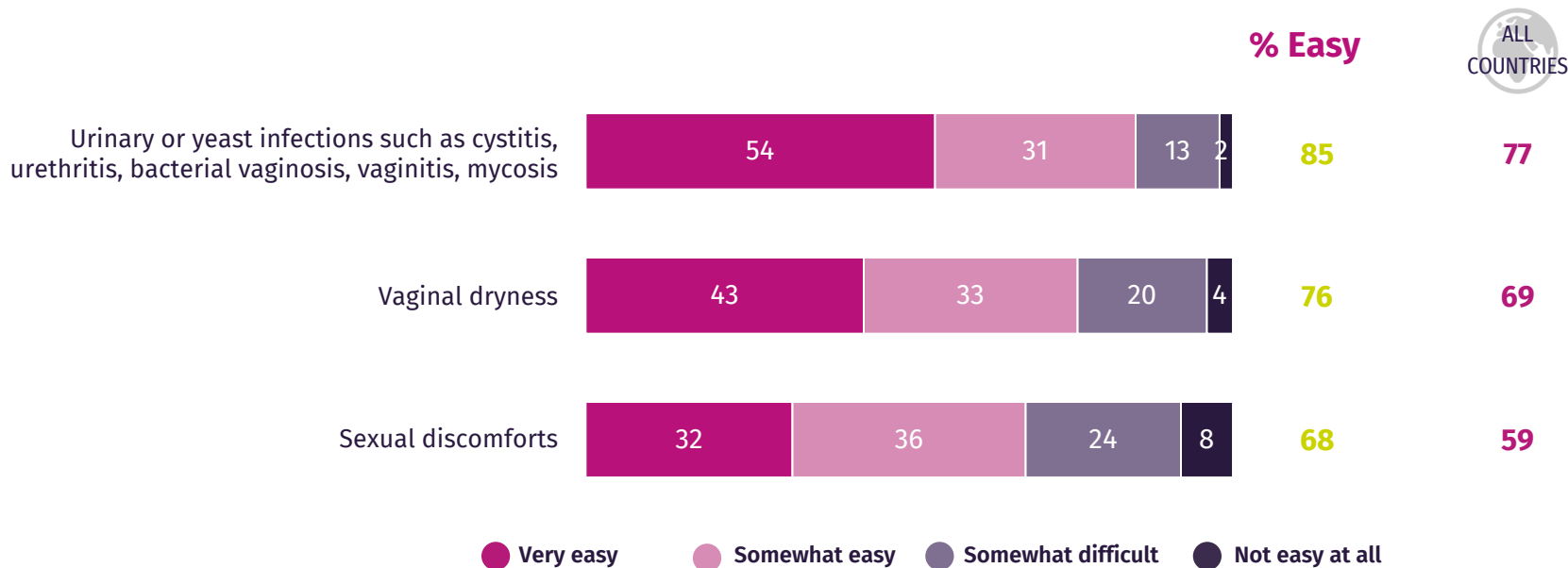
37



Women in Portugal are more at ease to talk about intimate health concerns with their healthcare professionals than average.

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=264)



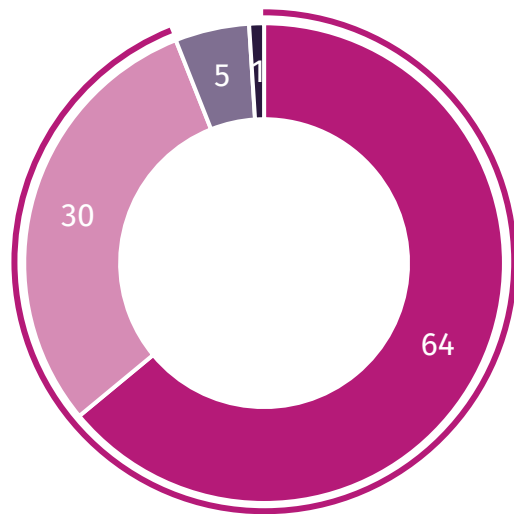


An unmet and growing need: Women's desire for more HCP information is stronger than globally.



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=264)



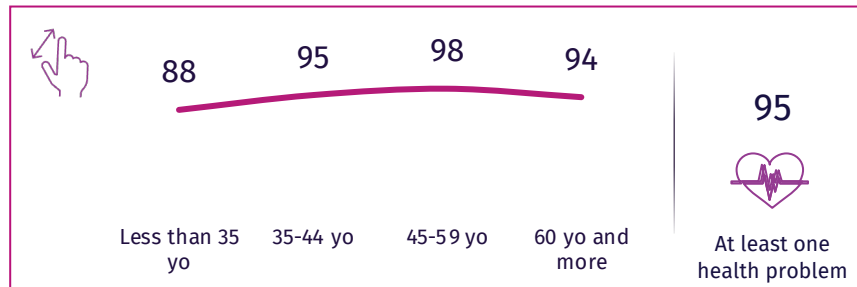
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

94% would like to have more information about the importance of the vaginal microbiome and its impact on health

2025: 89%
2024: 89%
2023: 92%



86%



● 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.

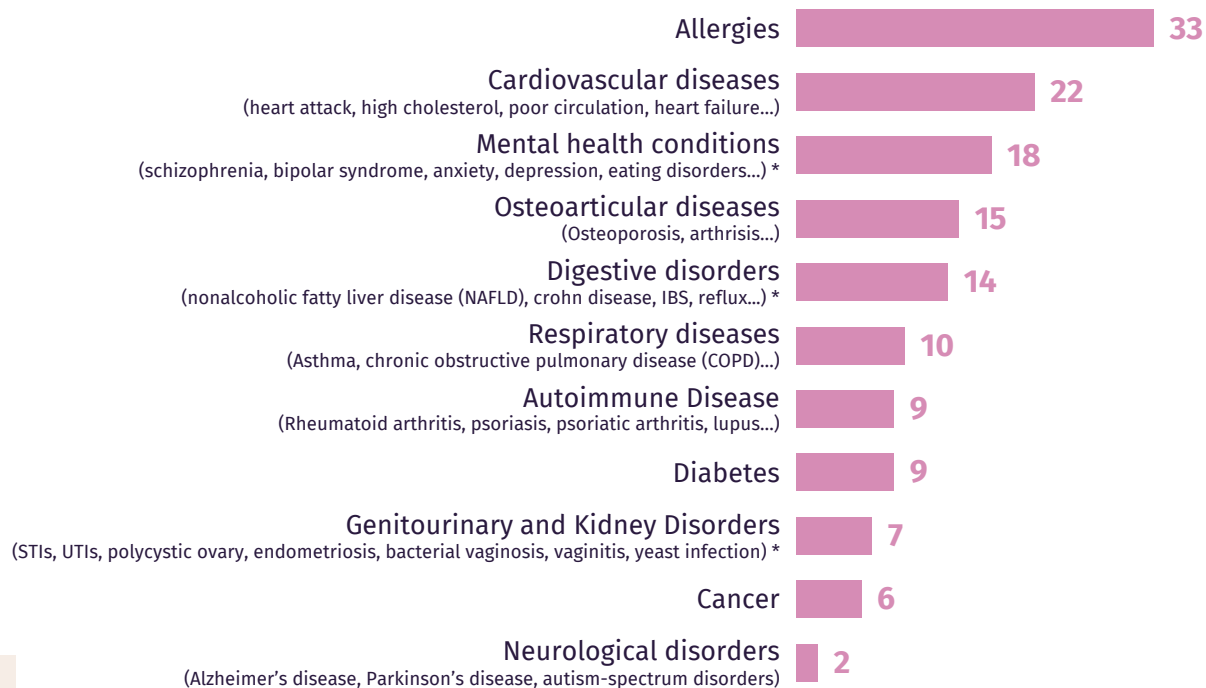
ANNEXES



People with current conditions



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



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



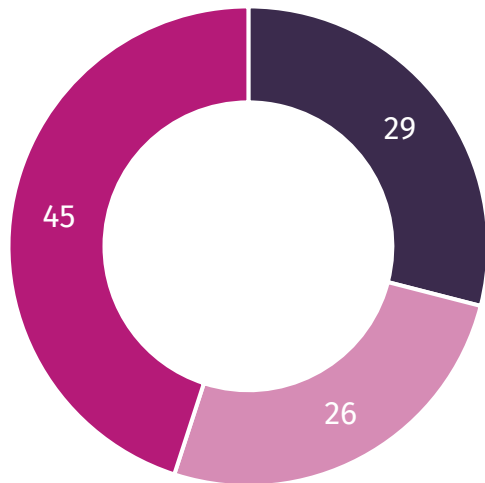
Smoking habits in Portugal

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

29% are currently smoking



ALL COUNTRIES

23%

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