



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Fourth wave

United States results

A large, light gray illustration of a diverse microbiome, featuring various shapes of bacteria, fungi, and viruses, 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)

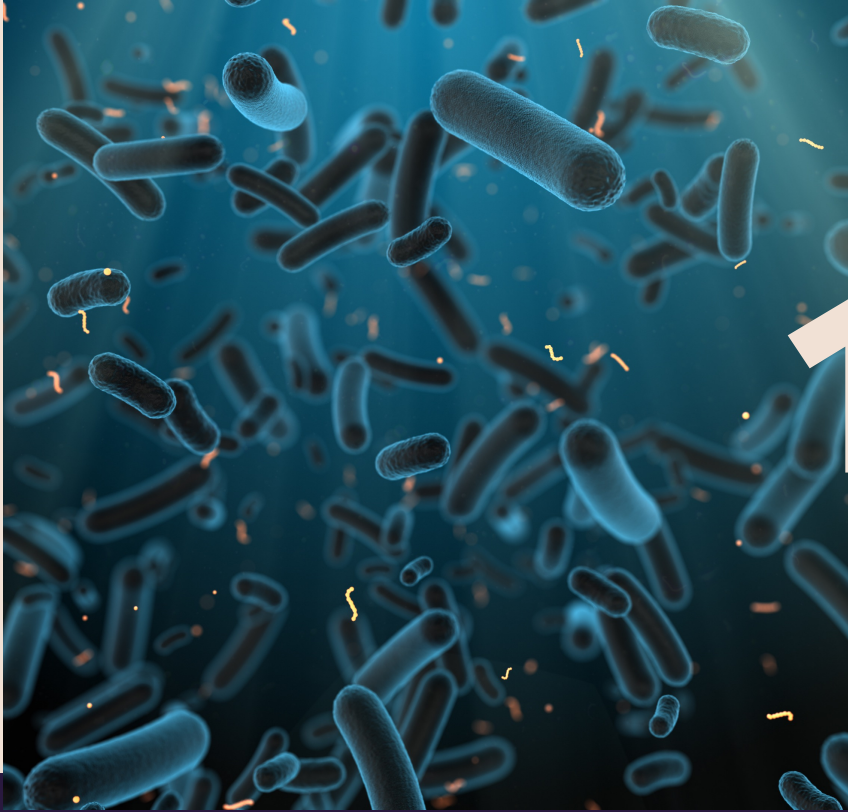
11
countries

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.  



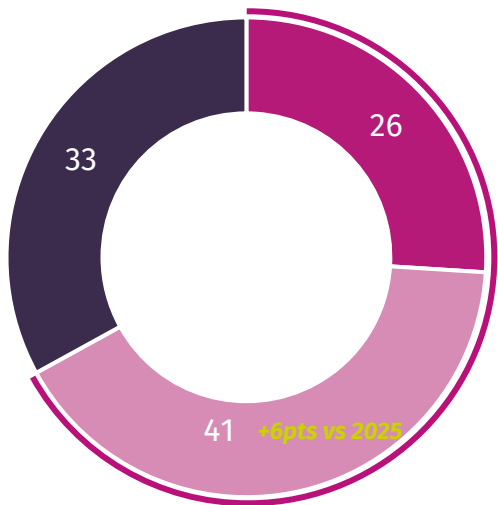
U.S. Microbiome awareness is rising year over year but accurate knowledge remains low



Although U.S. microbiome awareness remains below global norms, it has increased significantly in recent years.



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



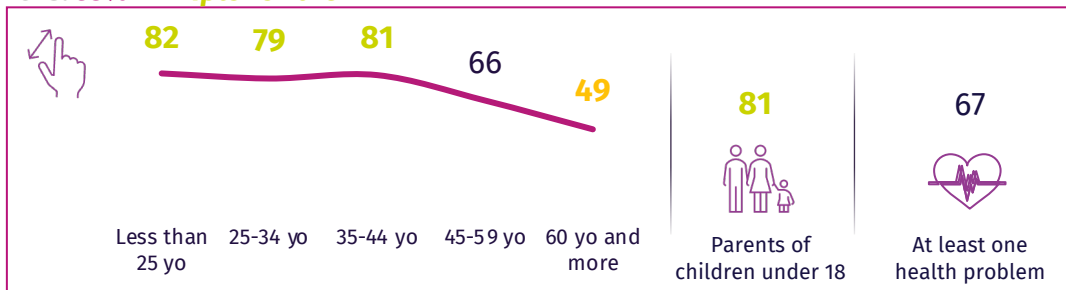
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

67% have already heard about the term microbiome

2025: 63%
2024: 62%
2023: 53% **+14pts vs 2023**



72%



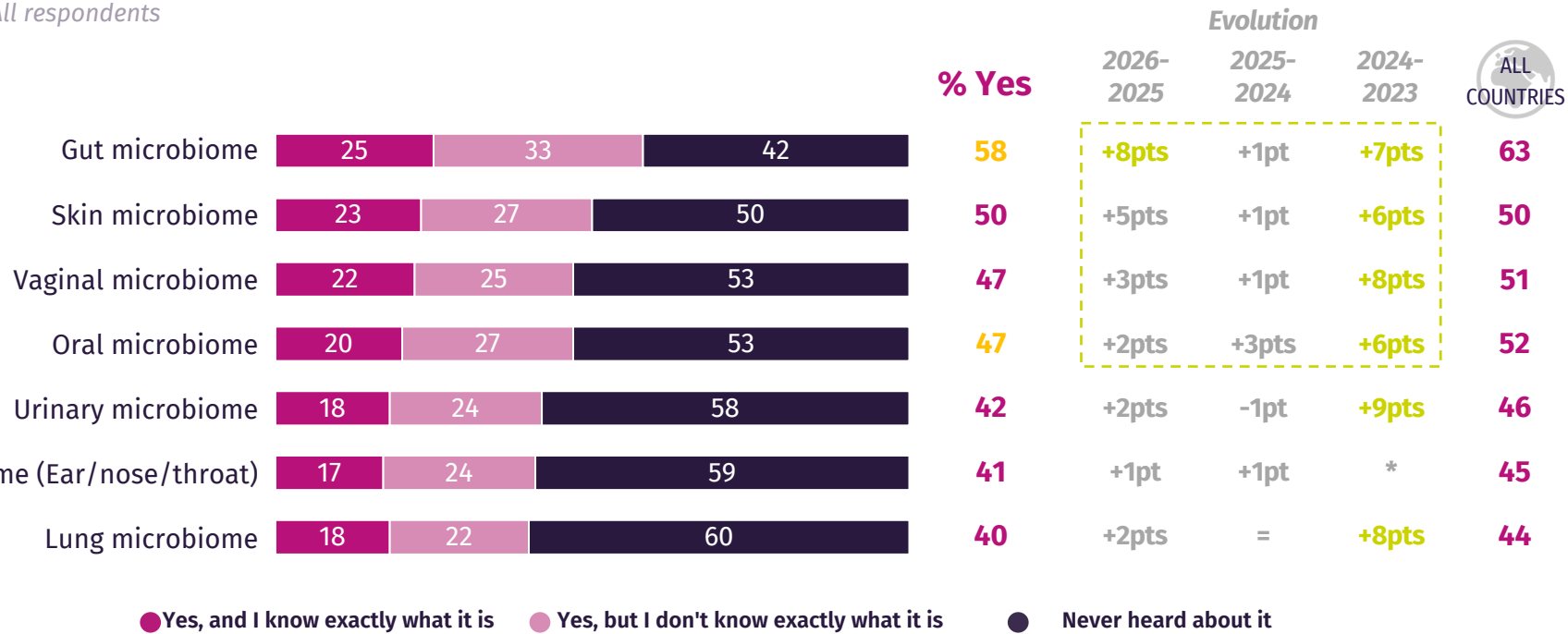
● Significant differences vs total - superior ● Significant differences vs total - inferior



Although accurate awareness remains low across microbiome types, it has been rising year over year.



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

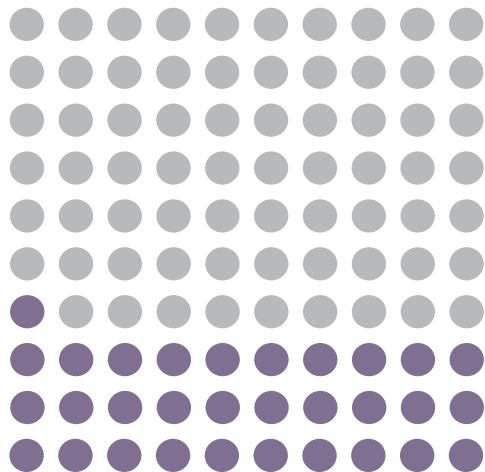


Nearly one-third have already heard of each microbiome type, in line with the global average. Awareness is higher among younger adults and parents.



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

Base: All respondents



31% have already heard of each microbiome:
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

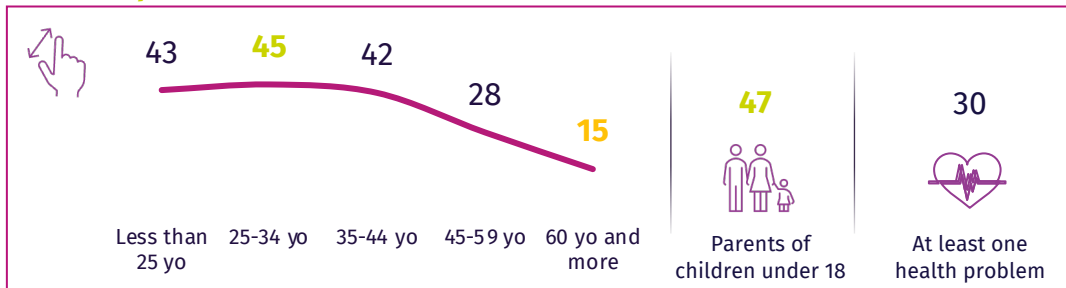
2025: **32%**

2024: **29%**

2023: **21%** +10pts vs 2023

ALL COUNTRIES

32%



But only **9%** know precisely all of them

2025 : **11%** -2pts vs 2025

2024 : **9%** = vs 2024

2023 : **6%** +3pts vs 2023

ALL COUNTRIES

7%



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



Three-quarters of Americans would first trust a HCP for relevant and trustworthy information about microbiome

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

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

Base: All respondents





There is broad consensus that healthcare professionals are the most trusted source of information, strongest 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	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=53	n=90	n=87	n=112	n=158	n=238	n=262	n=168	n=369
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	91	86	84	82	94	98	87	94	81	93
Teachers, professors during studies	63	62	61	61	64	66	66	61	59	64
Family, friends, acquaintances	50	51	56	40	53	49	51	49	51	51
Colleagues (non-healthcare professionals)	23	18	28	25	25	18	26	20	29	22
Journalists	22	38	18	31	21	15	19	25	22	22
Coach during a sports activity	13	21	20	24	7	4	16	10	20	10
Influencers	12	17	18	21	11	4	15	10	22	10
Other	26	7	15	17	24	46	20	32	14	29

● Significant differences vs total - superior

● Significant differences vs total - inferior



In line with the global results only a minority in the US reported they received all the information on microbiome from HCPs.



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

Only **30%** received **ALL THESE INFORMATION**, at least one time
10% received all these information several times



33%
11%

% Yes

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



38

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



38

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



36

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



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	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% Received ALL THESE INFORMATION, at least one time	30	-5pts	-2pts	+14pts	33
% Received ALL THESE INFORMATION, <u>several times</u>	10	-3pts	-1pt	+8pts	11
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	38	-6pts	-1pt	+14pts	43
Educate you about the importance of preserving as much as possible the balance of your microbiome	38	-4pts	-1pt	+14pts	43
Explain to you what the microbiome is and what its roles and functions are	36	-6pts	-1pt	+15pts	39



Adults under 45 and parents are more likely to report receiving information from healthcare professionals.



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

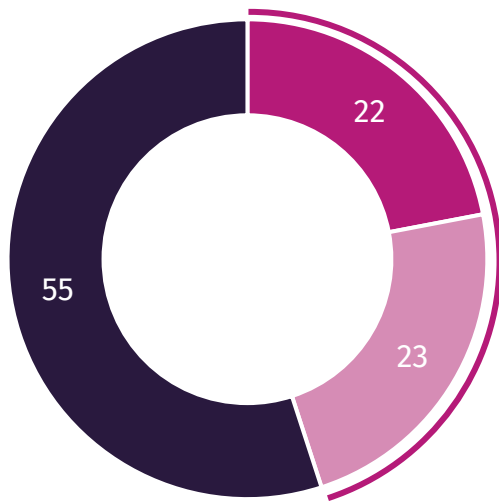
% Yes	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
	base n=500	n=53	n=90	n=87	n=112	n=158	n=238	n=262	n=168	n=369
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	38	57	60	59	31	14	46	31	64	36
Educate you about the importance of preserving as much as possible the balance of your microbiome	38	49	60	61	31	13	45	30	64	35
Explain to you what the microbiome is and what its roles and functions are	36	46	62	60	24	12	43	28	62	31



In the U.S., prebiotic and probiotic prescriptions are less common than the global average, with marked demographic differences: parents and adults under 45 are more likely to receive them.



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



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

45% were prescribed with prebiotics or probiotics

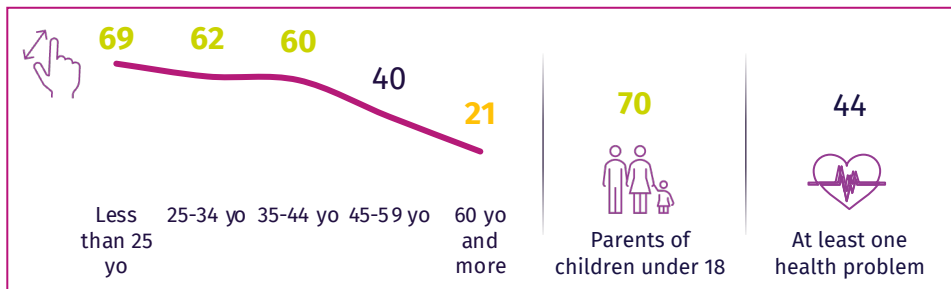
2025: 45%

2024: 44%

2023: 37% +8pts vs 2023



51%



Microbiome guidance post-antibiotics is rarely provided in the U.S. vs globally.

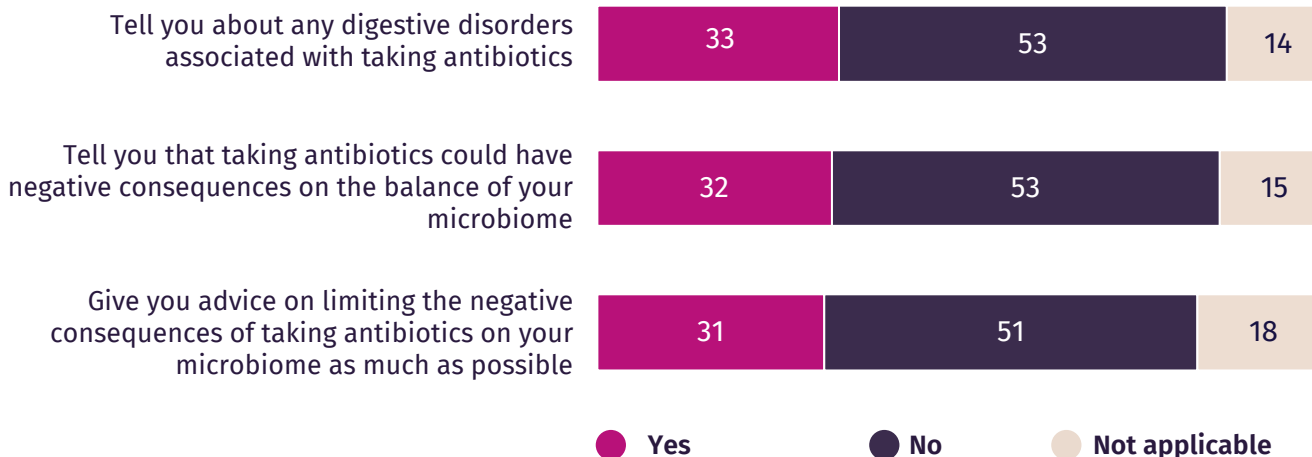


Question 7. The last time a doctor prescribed antibiotics, did they do the following?
Base: All respondents

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



25%





No improvement this year in post-antibiotic patient education in the U.S., even signs of decline.



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	-4pts	+1pt	+7pts	25
Tell you about any digestive disorders associated with taking antibiotics	33	-6pts	+1pt	+8pts	45
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	32	-1pt	-1pt	+9pts	39
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	31	-3pts	-1pt	+9pts	36



Americans aged under 45 and parents receive more, yet still insufficient, post-antibiotic advice.



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=53	n=90	n=87	n=112	n=158	n=168	n=369
% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS	19	27	32	22	16	10	33	17
Tell you about any digestive disorders associated with taking antibiotics	33	39	50	43	27	21	52	32
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	32	50	49	46	22	16	53	31
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	31	44	51	43	23	14	53	28

● Significant differences vs total - superior

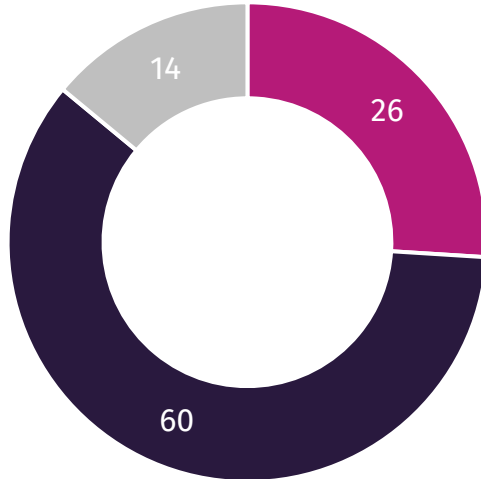
● Significant differences vs total - inferior



Prescription of probiotics with antibiotics remains the exception. But, this practice is more well-spread among parents and Americans aged under 45.



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

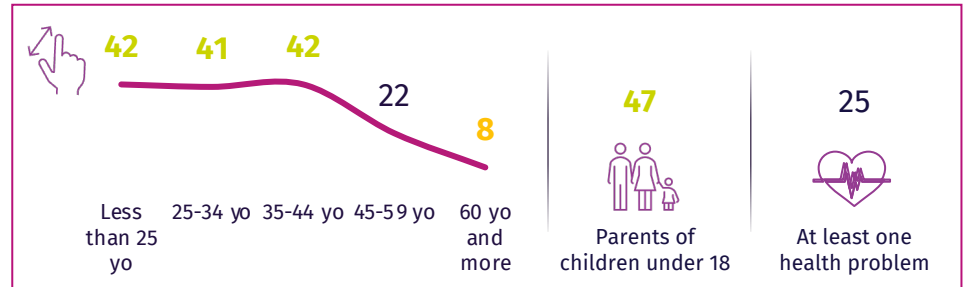


- Yes
- No
- Not applicable

26% were prescribed with prebiotics or probiotics



38%



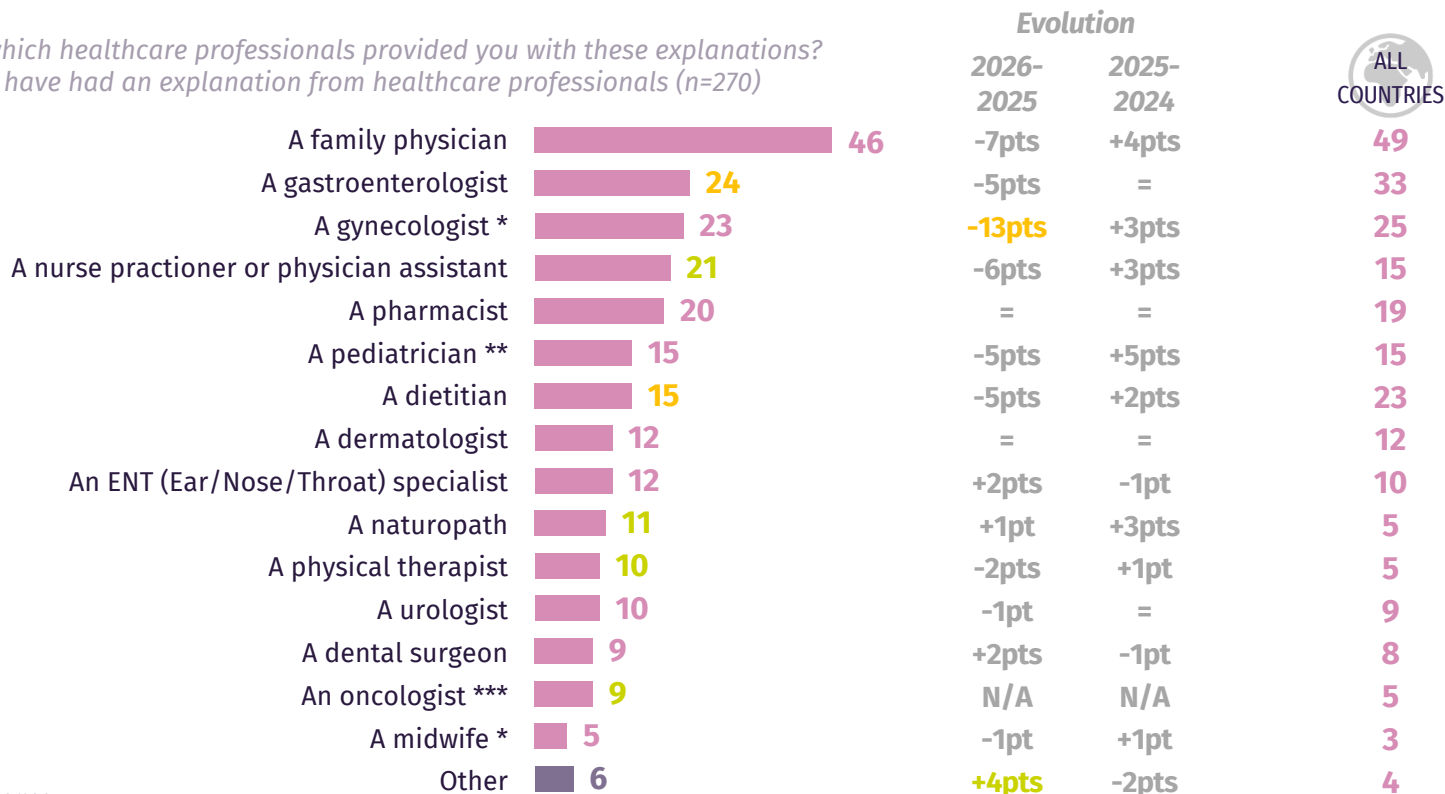
● Significant differences vs total - superior ● Significant differences vs total - inferior



In line with global results, the family physician is the top source of information about microbiome in the US.



Question 6. And which healthcare professionals provided you with these explanations?
Base: People who have had an explanation from healthcare professionals (n=270)



* 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.



The family physician is the leading point of reference across demographics, independent of age, sex, or parental status

Question 6. And which healthcare professionals provided you with these explanations?
Base: People who've received some information from HCPs (n=270)

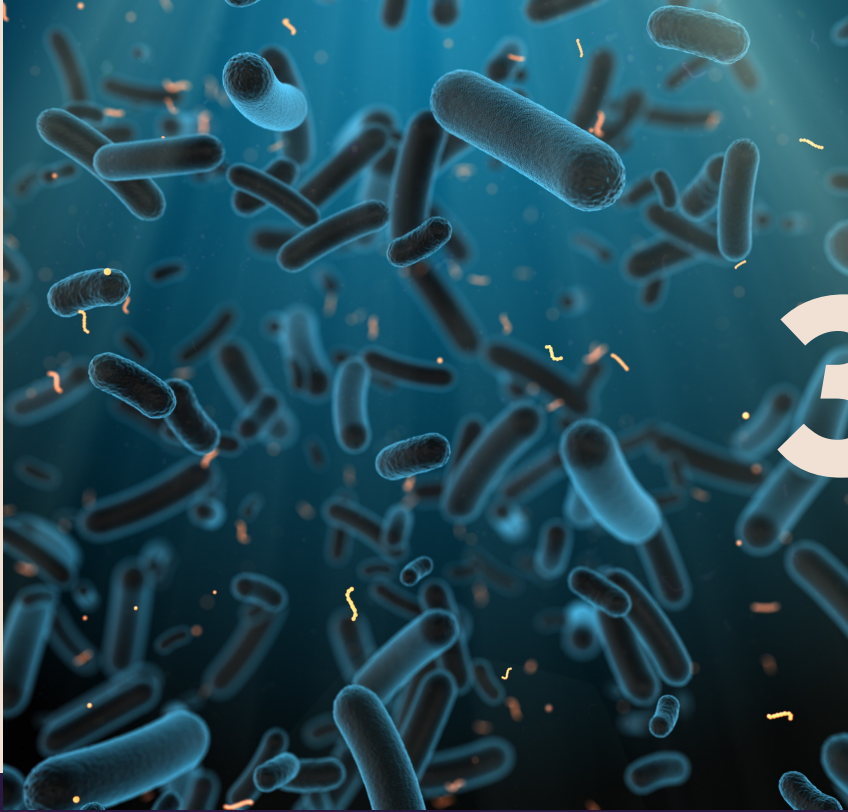
	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
base	n=270	n=40	n=69	n=60	n=61	n=40	n=143	n=127	n=133	n=194
A family physician	46	51	41	44	41	59	51	40	47	46
A gastroenterologist	24	13	33	21	24	23	23	25	24	22
A gynecologist	23	19	37	25	20	9	0	23	28	21
A nurse practitioner or physician assistant	21	28	19	24	15	24	23	20	19	24
A pharmacist	20	22	30	27	10	7	28	12	30	18
A pediatrician	15	30	15	13	13	0	14	16	15	13
A dietitian	15	11	11	27	14	8	17	12	17	14
A dermatologist	12	15	18	14	3	8	15	8	15	11
An ENT (Ear, Nose, Throat) specialist	12	10	17	17	2	13	16	7	17	10
A naturopath	11	11	13	14	8	7	14	8	15	11
A physical therapist	10	21	10	12	5	3	15	4	15	9
A urologist	10	14	10	20	2	5	14	6	13	9
A dental surgeon	9	14	5	21	5	2	12	6	16	9
An oncologist*	9	12	14	17	2	0	12	6	16	9
A midwife	5	20	0	11	0	0	0	5	7	4
Other	6	2	1	5	13	7	2	10	5	7

● Significant differences vs total - superior

● Significant differences vs total - inferior

● First source by profile

*This item has been added this year



3 Deep knowledge gaps persist, with no signs of improvement

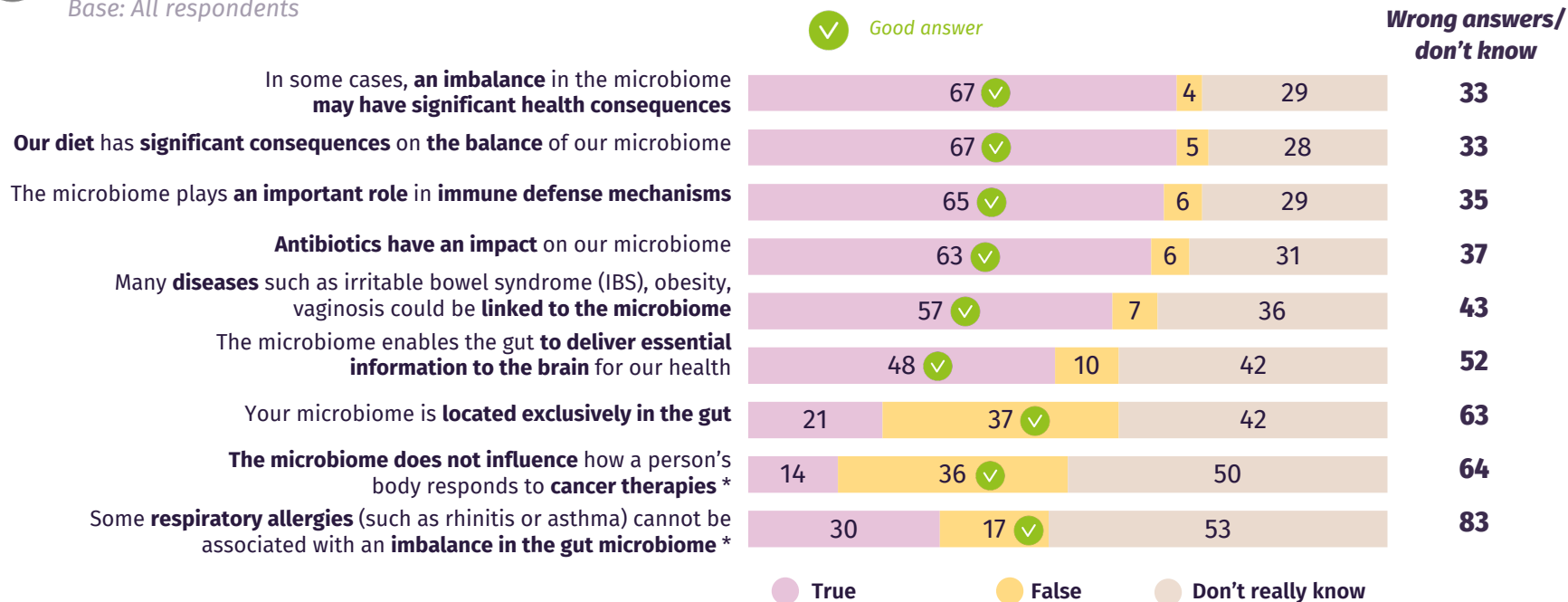


Knowledge on Microbiome is moderate, with deep gaps on diversity and influence on diseases.



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



Definition displayed to respondents before this question: In the past, the term most commonly used was "flora", this term has now been renamed "microbiome".

* These items have been added this year

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Microbiome knowledge in the U.S. is not improving year over 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, an imbalance in the microbiome may have significant health consequences	67	-1pt	+1pt	+1pt	77
Our diet has significant consequences on the balance of our microbiome	67	-4pts	+4pts	+3pts	79
The microbiome plays an important role in immune defense mechanisms	65	-1pt	+1pt	+1pt	76
Antibiotics have an impact on our microbiome	63	-3pts	+2pts	-1pt	71
Many diseases such as irritable bowel syndrome (IBS), obesity, vaginosis could be linked to the microbiome	57	-2pts	=	N/A	68
The microbiome enables the gut to deliver essential information to the brain for our health	48	-2pts	+1pt	+3pts	60
Your microbiome is located exclusively in the gut	37	+1pt	+2pts	-2pts	49
The microbiome does not influence how a person's body responds to cancer therapies *	36	N/A	N/A	N/A	40
Some respiratory allergies (such as rhinitis or asthma) cannot be associated with an imbalance in the gut microbiome *	17	N/A	N/A	N/A	23

● Significant differences vs total - superior

● Significant differences vs total - inferior

* These items have been added this year



Overall knowledge about microbiome is low in the US especially among the eldest.

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.

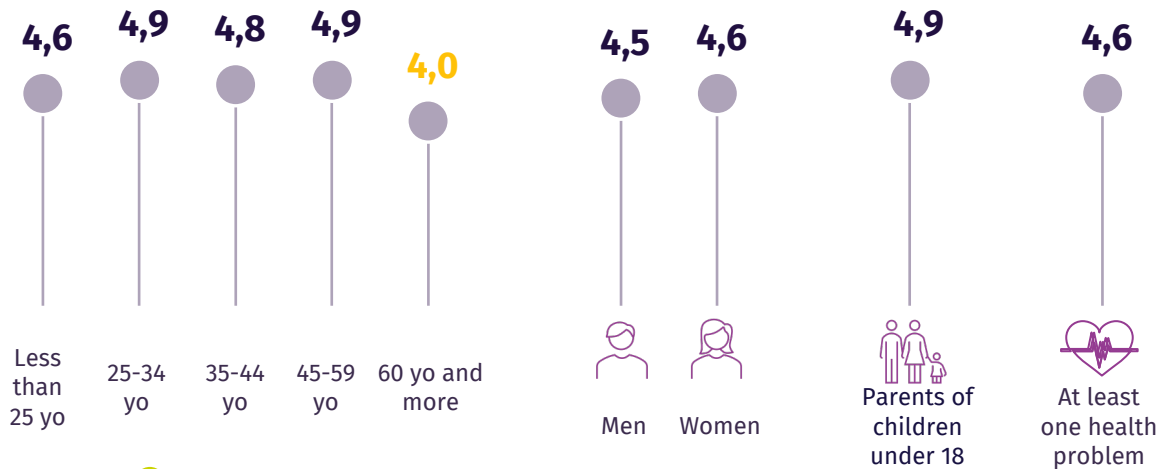
Base: All respondents



5,4

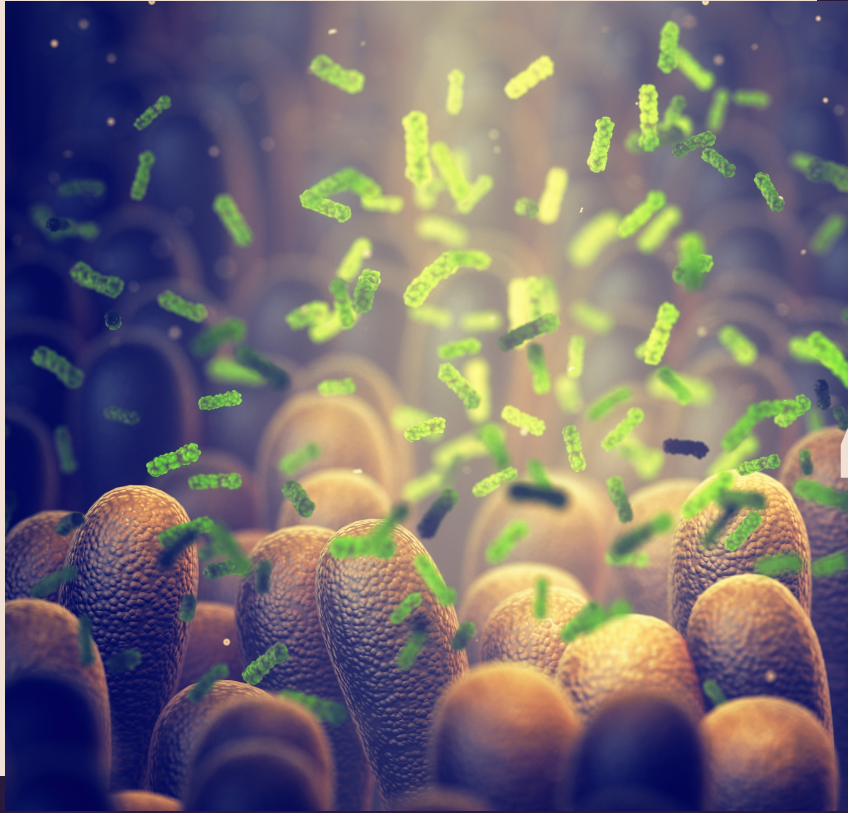
4,6/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



4

Still no great awakening, Americans report little action to support a healthy microbiome.

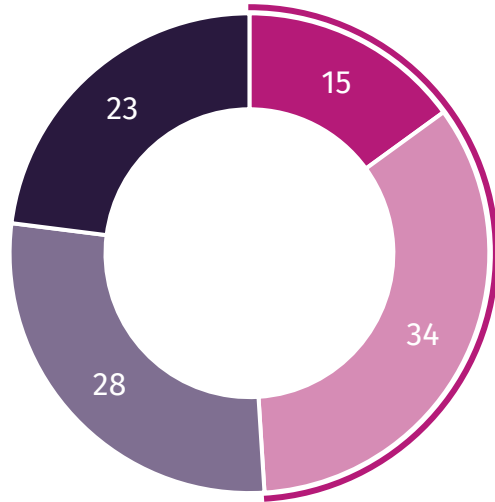


Only half of Americans have changed their behavior to support a healthy microbiome, with a dramatic generational divide: adults under 45 are more likely to take action.



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

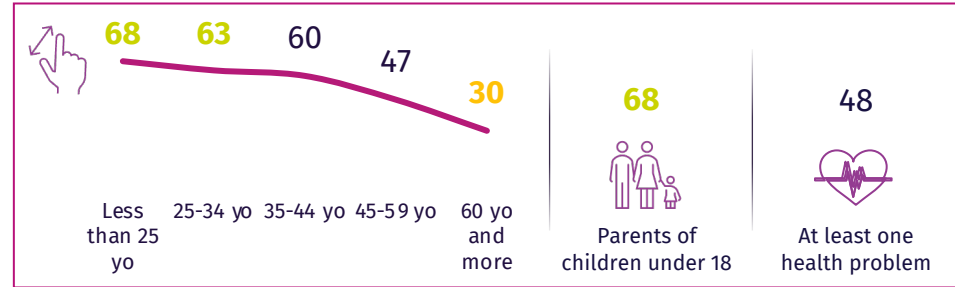


- Yes, a lot
- Yes, a little
- No, not really
- No, not at all

49% have changed their behaviors
 2025: 52%
 2024: 54%



53%



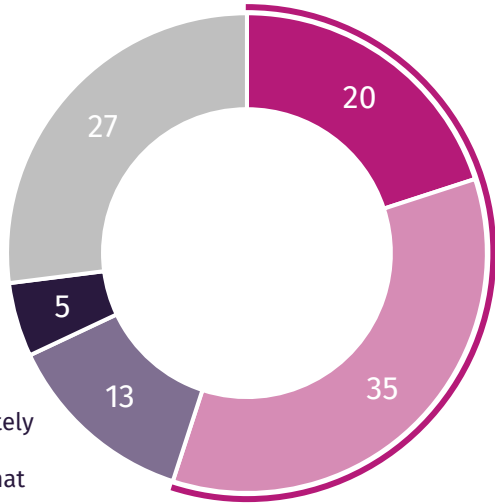
● Significant differences vs total - superior

● Significant differences vs total - inferior



About half of Americans say their gut microbiome is well balanced, but over a quarter don't know.

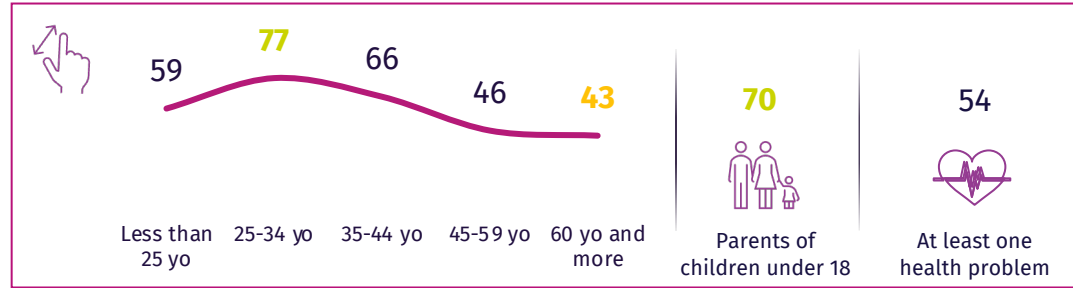
NEW QUESTION Question 14V4. Do you consider that your gut microbiome is currently well balanced?
Base: All respondents



55% consider that their gut microbiome is currently well balanced



59%



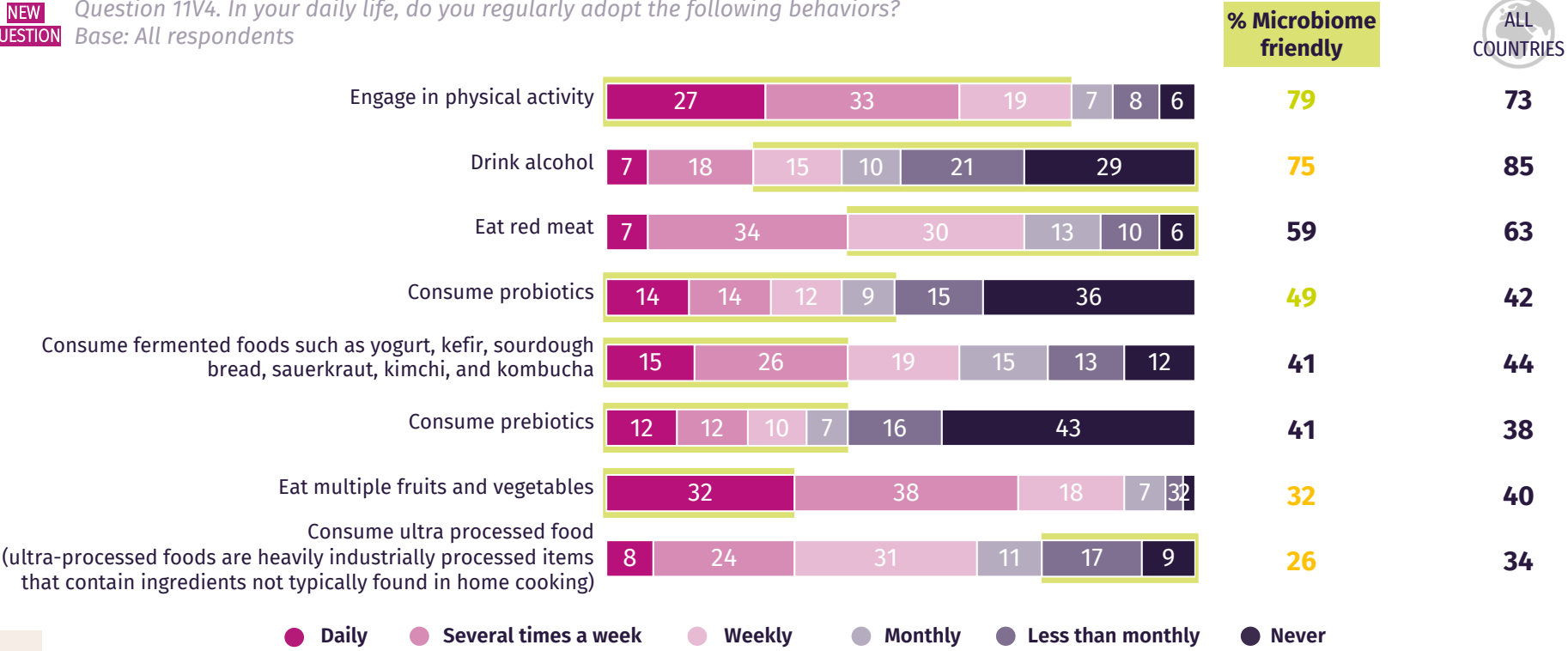
- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

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

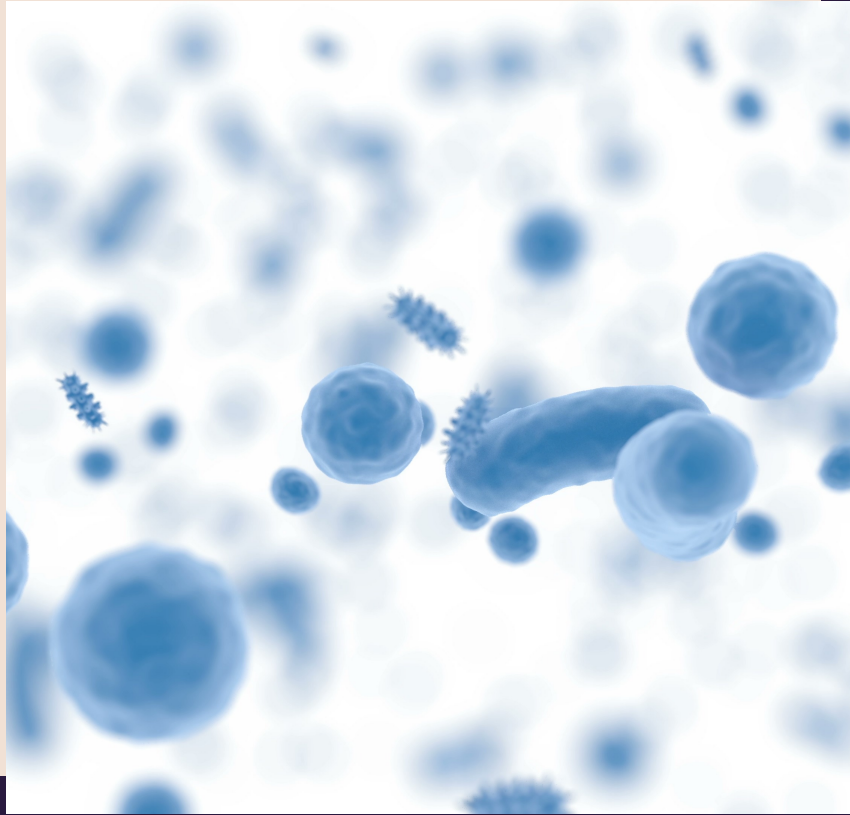


Americans practice some microbiome-friendly behaviors, such as exercising regularly and using probiotics; however, irregular fruit and vegetable intake and frequent consumption of ultra-processed foods remain harmful.

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

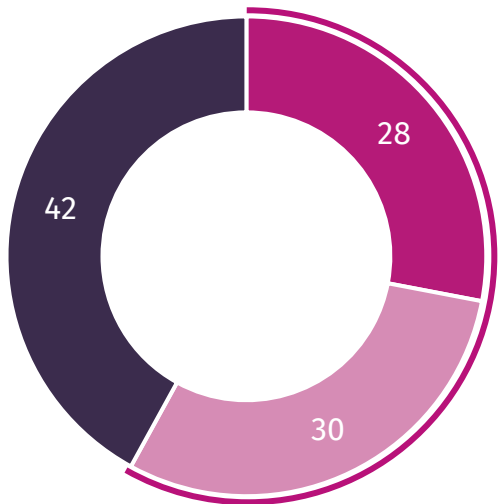
3 in 5 have already heard of the “first 1,000 days of life”, exceeding the global average.



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=170)

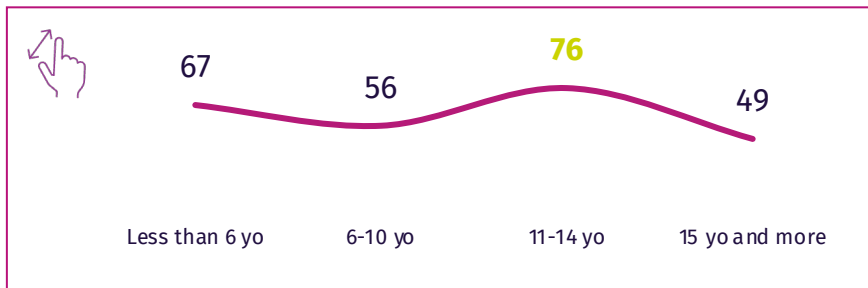


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

58% have heard about the scientific concept of the « first 1,000 days of life »
30% among total population



43%



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



Except antibiotics consequences on the development of the gut microbiome, significant misconceptions exist among American parents regarding early-life microbiome

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=170)

✓ Good answer

% Wrong answers / don't know

Parents or pregnant women

ALL COUNTRIES

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



39

35

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



60

71

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



66

62

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



73

62

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



87

89

True

False

Don't really know



American parents' knowledge is very limited, as in many other countries.

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=170)

ALL COUNTRIES

1,8

1,8/5

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



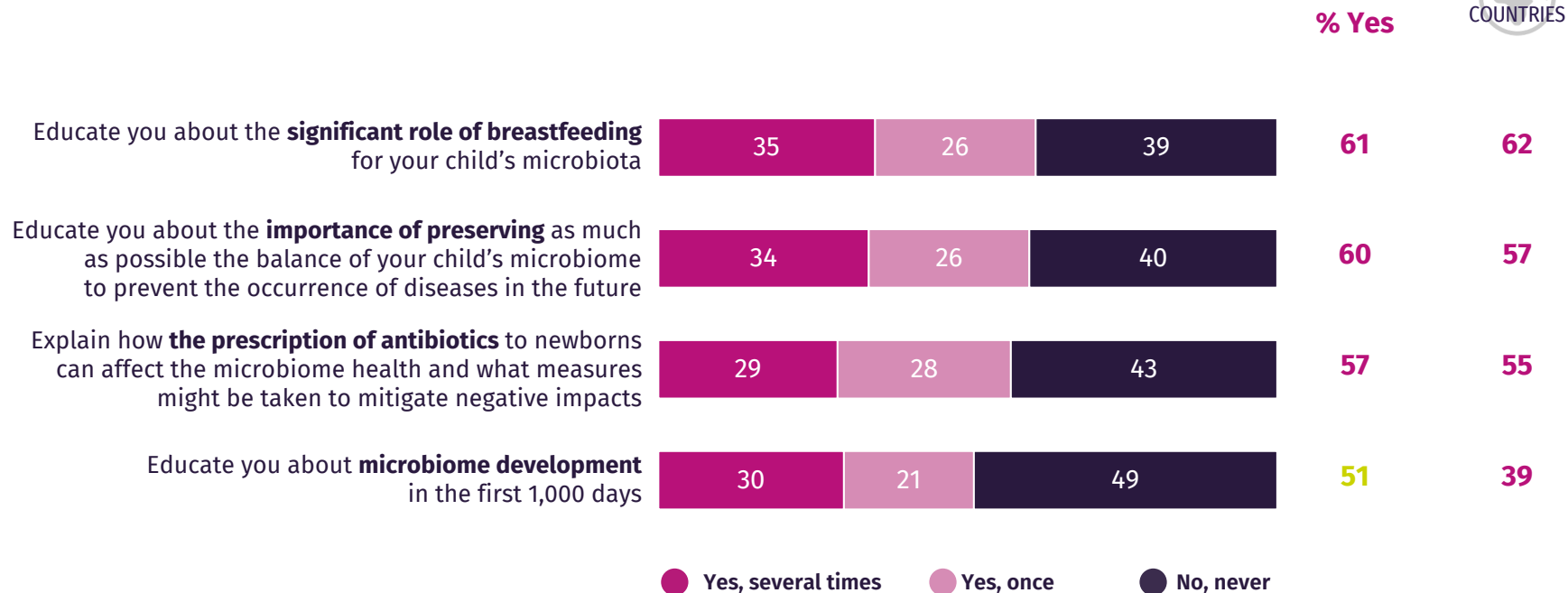
Yet, a majority reported receiving information from the pediatrician or the doctor monitoring their child's health.

NEW

QUESTION

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

Base: Parents (n=168)





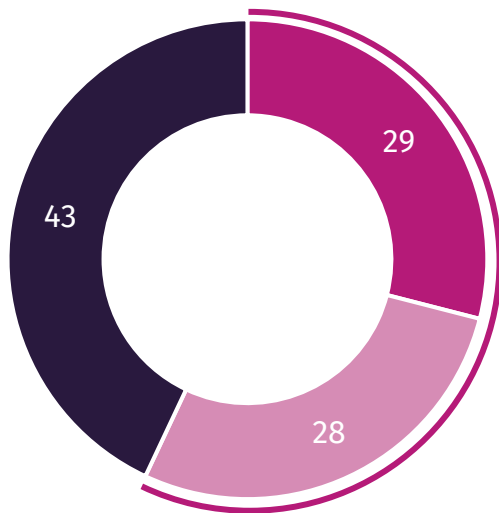
More than half of U.S. parents report that their child has been prescribed prebiotics or probiotics.

NEW

QUESTION

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

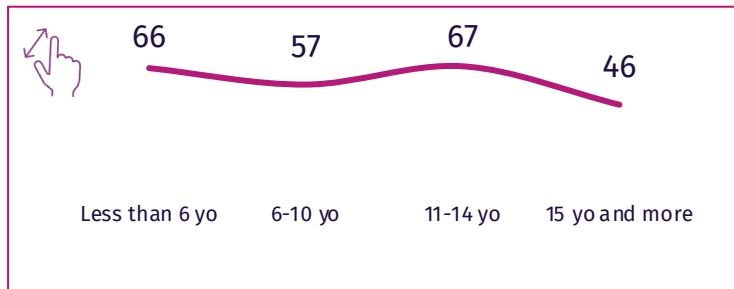
Base: Parents (n=168)



57% were prescribed with prebiotics or probiotics for their child

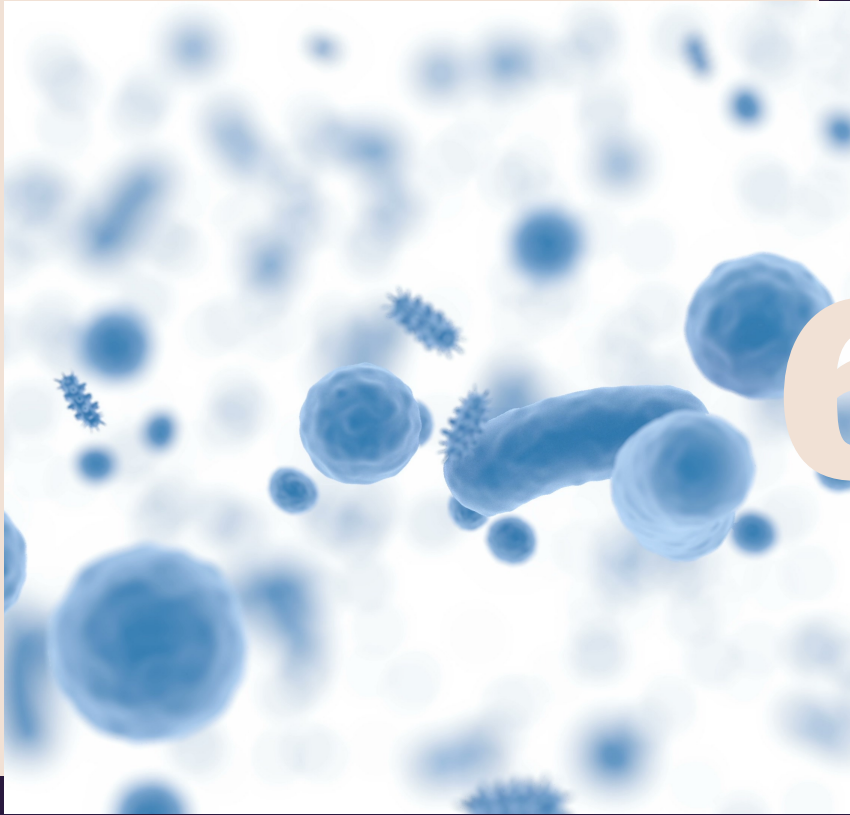


57%



● Significant differences vs total - superior

● Significant differences vs total - inferior



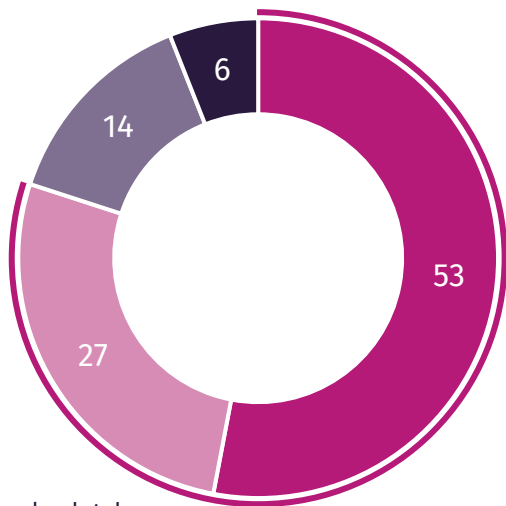
Focus on the vaginal microbiome

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



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

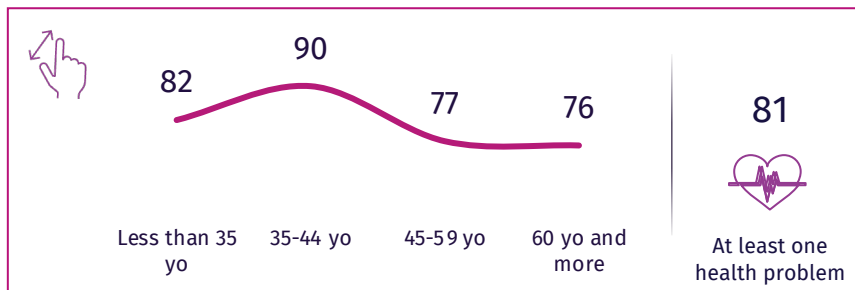
NEW QUESTION Question 6V4. Do you know the difference between vagina and vulva?
Base: Women (n=262)



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

80% know the difference between vagina and vulva

78% ALL COUNTRIES



● Significant differences vs total - superior

● Significant differences vs total - inferior

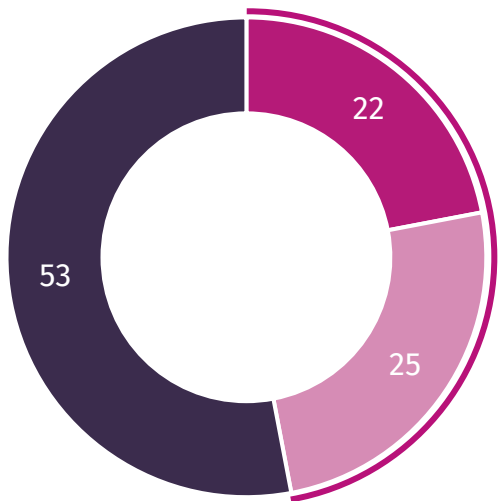


About half of women say they are aware of the vaginal microbiome—below the global average—with a pronounced generational gap: younger women are more aware.



Question 3. And more specifically, have you ever heard of the following terms?
Base: Women (n=262)

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

47% of women have already heard about the vaginal microbiome

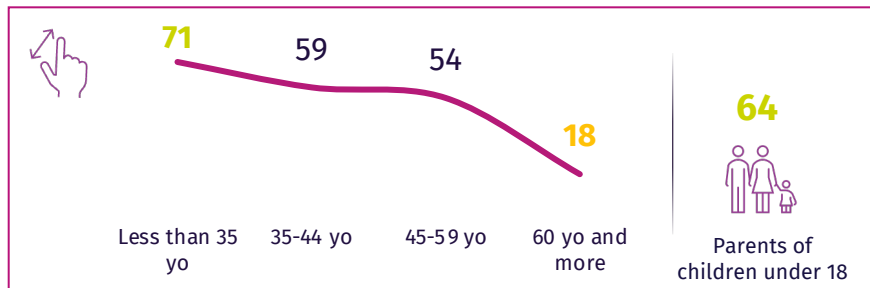
2025: 57% -10pts vs 2025

2024: 38%

2023: 34% +13pts vs 2023



56%



● Significant differences vs total - superior

● Significant differences vs total - inferior

Aside from awareness of antibiotic effects and the fact that the vagina is self-cleaning, many remain unaware of key points: that there is a distinct vaginal microbiome, that it changes over time, and the potential role of probiotics in addressing vaginal dryness

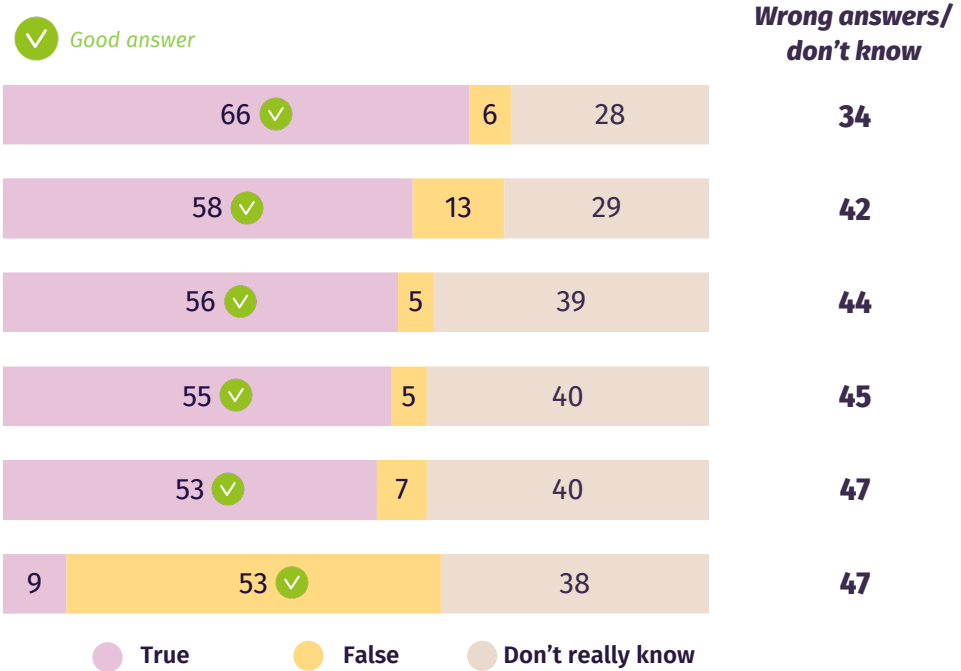


(1/2)



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=262)



*These items have been added this year



(2/2)

Other key knowledge gaps persist on gut-vaginal axis, delivery impact and estroprogestative benefits.

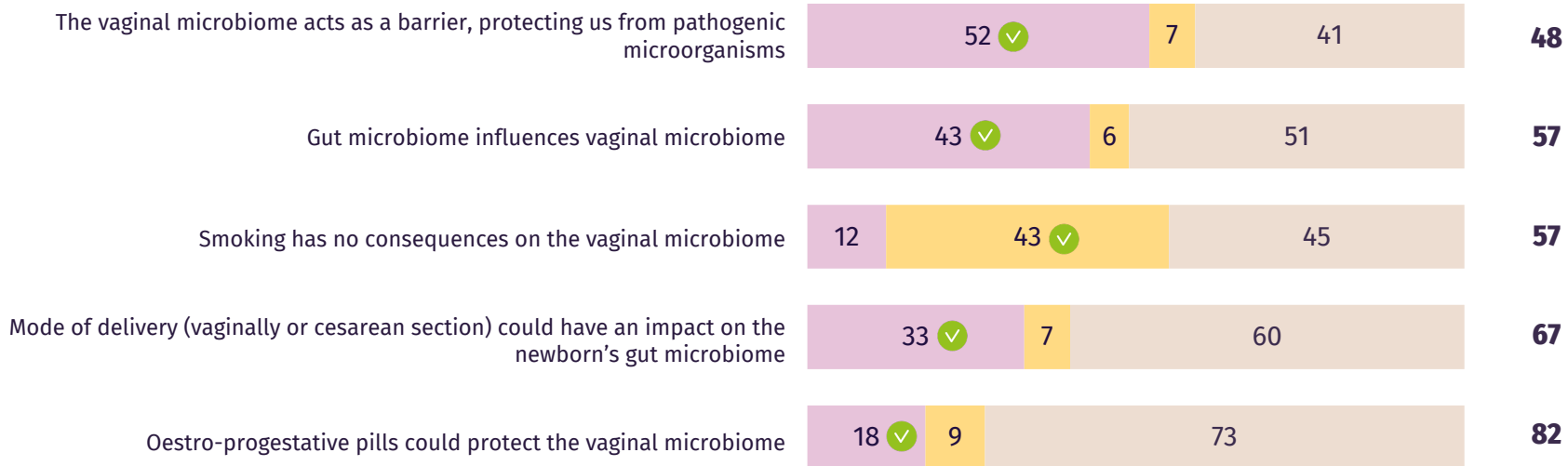


Question 13. For each of the following statements, tell us if you think it is TRUE or FALSE. If you are unsure about your answer, answer I don't really know.

Base: Women (n=262)

✓ Good answer

Wrong answers/
don't know



● True ● False ● Don't really know

*These items have been added this year



Knowledge of the vaginal microbiome shows no improvement and fluctuates year over year, indicating its fragility.

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=262)

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
Antibiotics can alter the vaginal microbiome	66	-6pts	+1pt	N/A	69
The vagina is self-cleaning	58	-11pts	+8pts	+2pts	57
Every woman has a vaginal microbiome that is different from any other woman's	56	-13pts	+3pts	+11pts	64
The use of probiotics is helpful in case of bacterial vaginosis, candidadidis, cystitis *	55	N/A	N/A	N/A	56
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	53	N/A	N/A	N/A	65
From childhood to menopause, a woman's vaginal microbiome remains the same	53	-3pts	+2pts	+1pt	56
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	52	-8pts	=	+7pts	64
Gut microbiome influences vaginal microbiome	43	-8pts	+6pts	N/A	45
Smoking has no consequences on the vaginal microbiome	43	-5pts	-3pts	N/A	50
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	33	-13pts	+5pts	N/A	37
Oestro-progestative pills could protect the vaginal microbiome	18	-11pts	+5pts	N/A	21

*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



Knowledge of the vaginal microbiome is even lower for women aged 60 and more.



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.

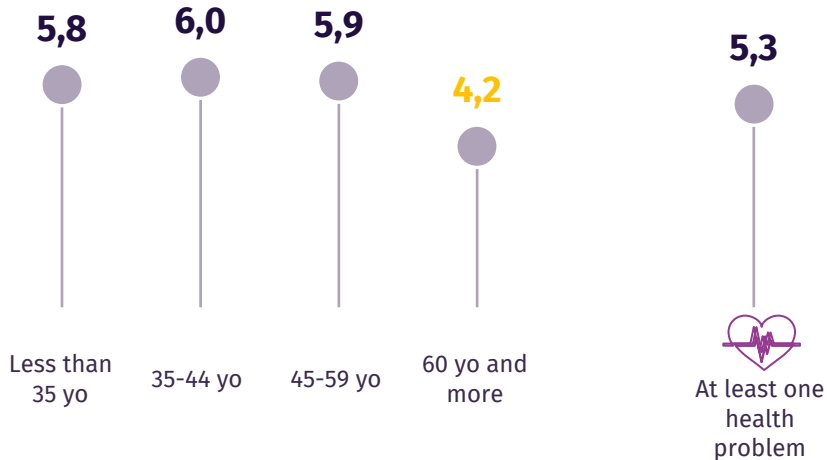
Base: Women (n=262)



5,8



Number of good responses on average



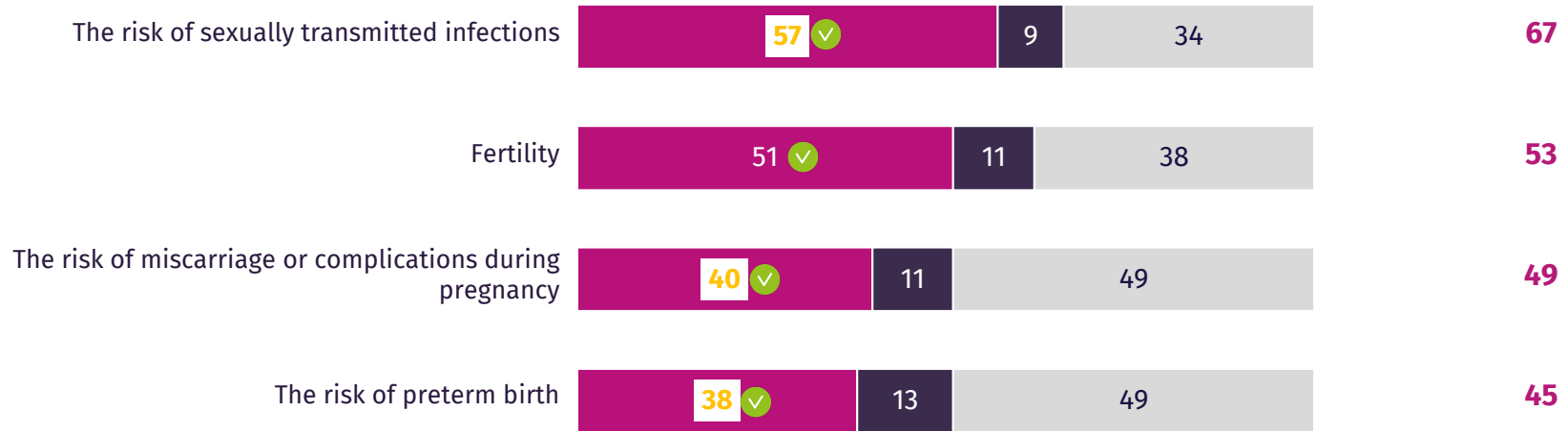
- Significant differences vs total - superior
- Significant differences vs total - inferior



The link between vaginal microbiome and reproductive health is largely underestimated in the U.S.

NEW QUESTION

Question 7V4. Do you think that imbalances in the vaginal microbiome can have an impact on:
Base: Women (n=262)



● Yes ● No ● I don't know

✓ Good answer



Most American women report that they do not practice vaginal douching or apply deodorants to the genital area; however, many still self-medicate and do not regularly use a soap-free cleanser.

NEW QUESTION

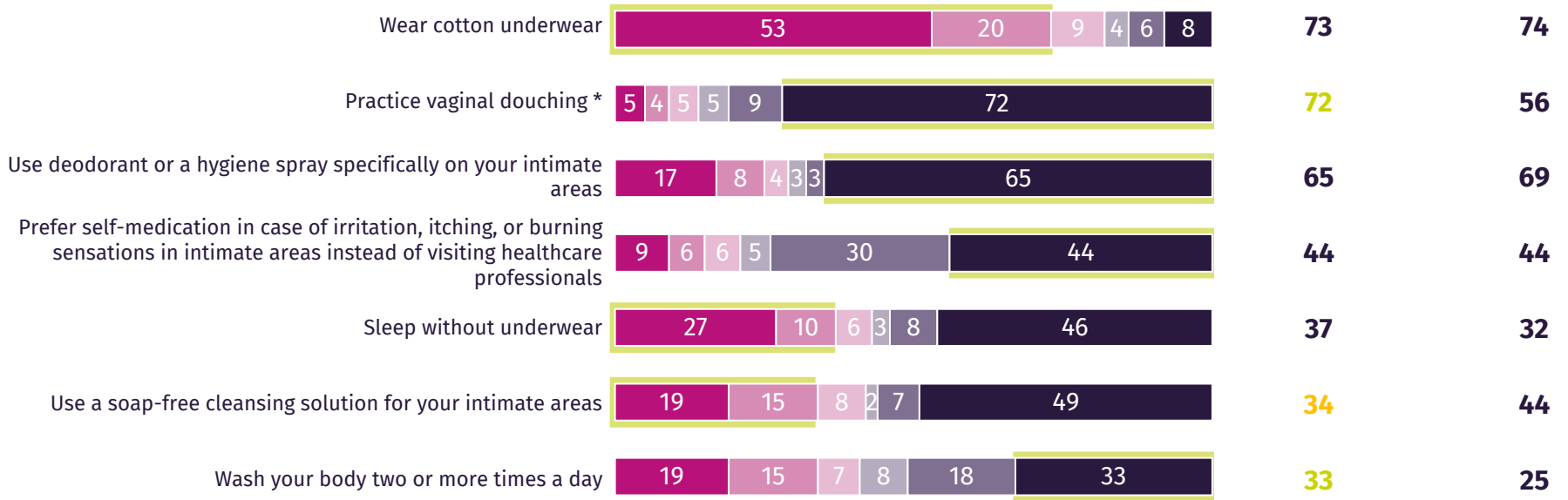
Question 11V4. How often do you include the following in your daily life?

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).



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

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

Base: Women (n=262)

20% 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



28

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



27

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



24

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

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



HCP-provided education on the vaginal microbiome has not improved and varies year-over-year, underscoring its inconsistency.



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

Base: Women (n=262)

% Yes

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% Have received ALL THESE INFORMATION, at least one time	20	-17pts	+4pts	+17pts	30
% Received ALL THESE INFORMATION, <u>several times</u>	7	-8pts	+2pts	+9pts	10
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	28	-16pts	+5pts	+18pts	40
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	27	-18pts	+6pts	+16pts	40
Explain to you what the vaginal microbiome is and what its roles and functions are	24	-17pts	+4pts	+18pts	36

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

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



Specific guidance on intimate hygiene from HCPs is markedly less common in the U.S.

NEW QUESTION

Question 8V4. And more specifically, have healthcare professionals talked to you about the following?
Base: Women (n=262)

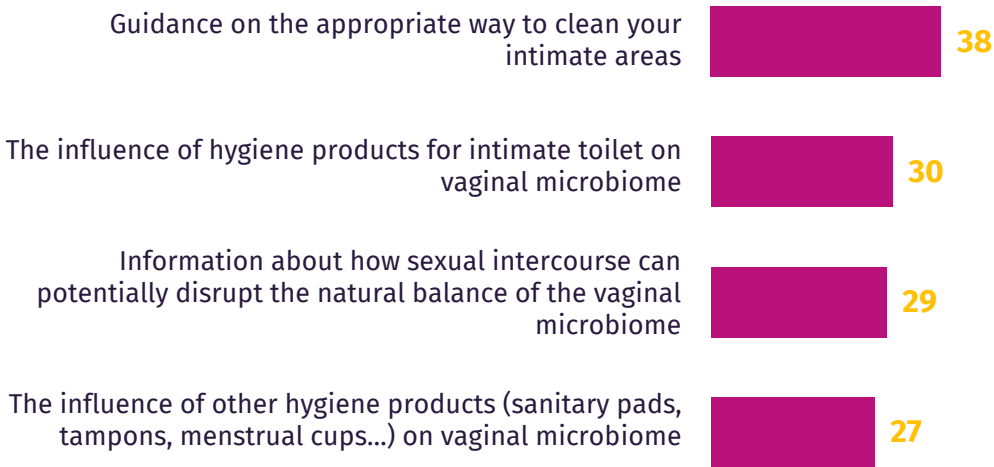
16% of women report that healthcare professionals discussed all these topics



25%



% Yes



47

47

37

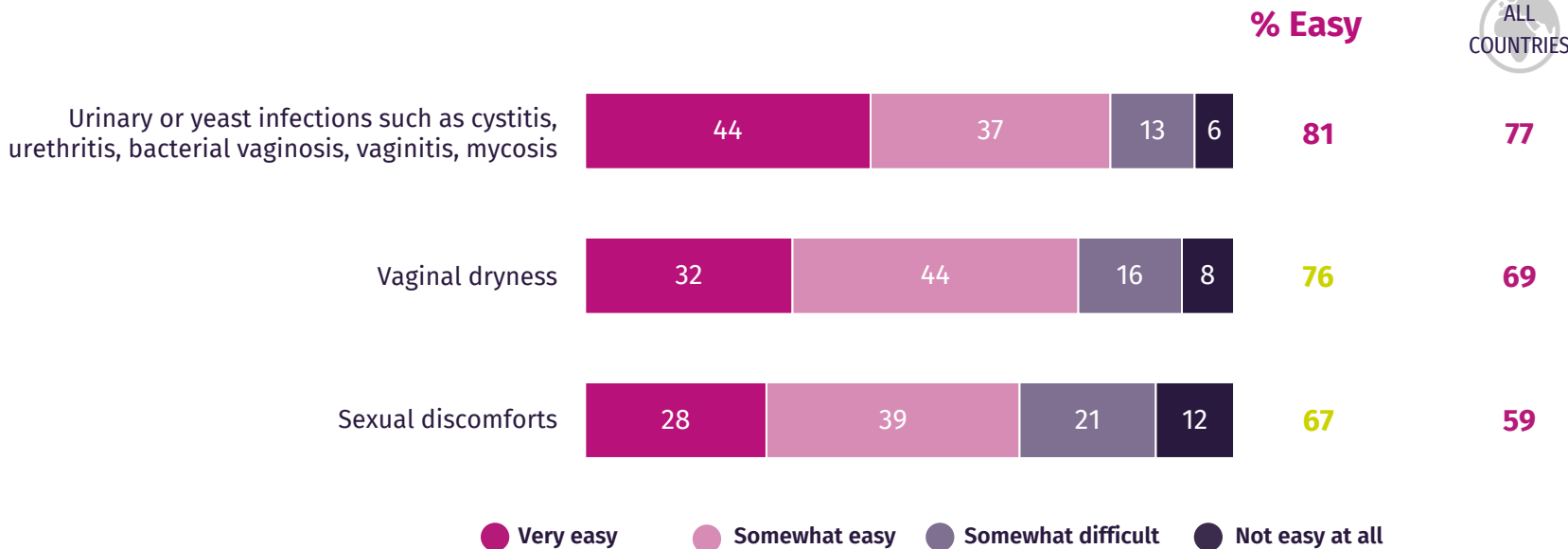
42



Most American women find it easy to discuss urinary tract infections, yeast infections, and sexual discomfort with healthcare professionals, though a significant share are still not at ease

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=262)



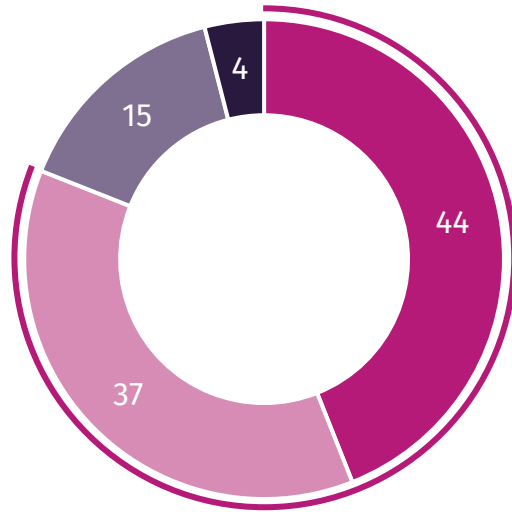


Most American women, regardless of age, would like more information about the vaginal microbiome



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=262)



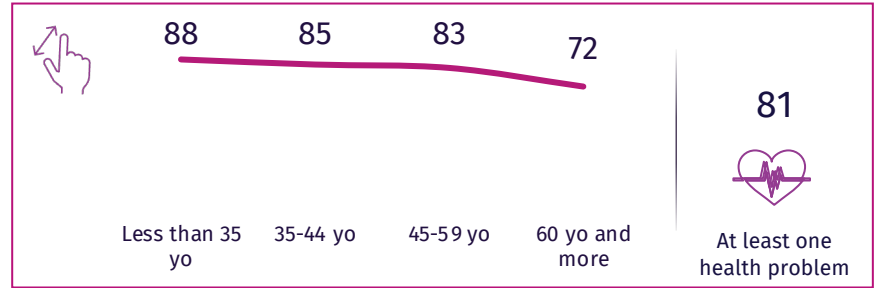
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

81% would like to have more information about the importance of the vaginal microbiome and its impact on health



86%

2025: 83%
 2024: 80%
 2023: 71% **+10pts vs 2023**



● 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 other microorganisms, set against a white background. The illustration is positioned on the left side of the slide.

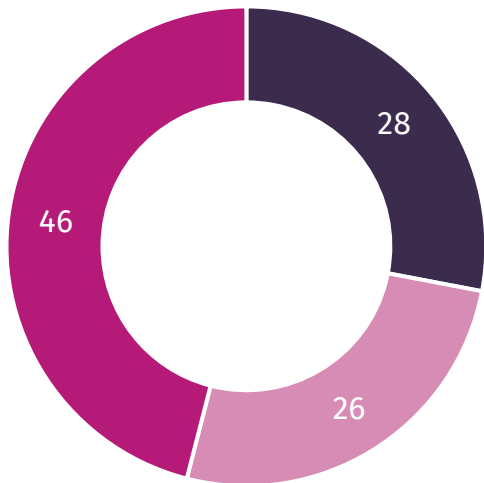
ANNEXES



Smoking habits in US

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

28% are currently smoking



ALL COUNTRIES

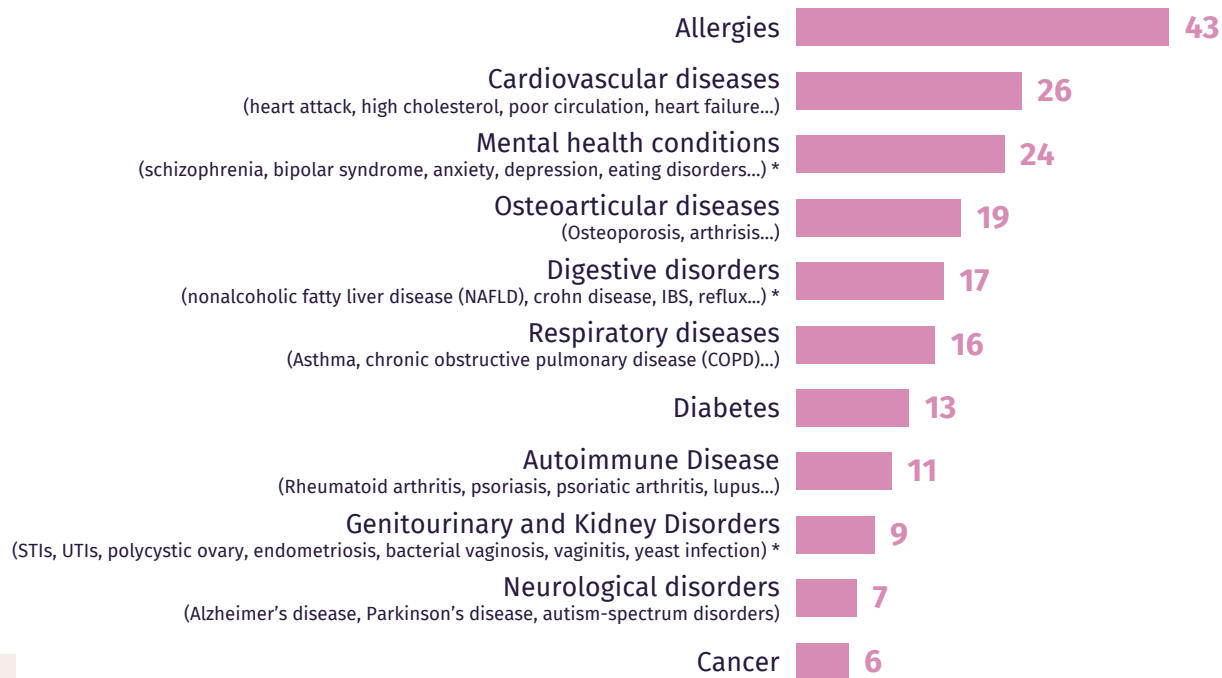
23%



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

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