



International Microbiota Observatory

2ND EDITION - 2024

Microbiota, essential to health but little known worldwide

Knowledge of microbiota remains low, but is improving slightly



1 in 5 people knows exactly what the word **microbiota** means (23%, +3 points vs 2023)

Microbiota diversity remains poorly understood, despite some improvements :



26% Intestinal microbiota (+2 points vs 2023)



20% Vaginal microbiota (+3 points vs 2023)



20% Oral microbiota (+2 points vs 2023)



17% Skin microbiota (+1 point vs 2023)

Most have good behaviors to maintain a balanced microbiota



58% say they have changed their behavior to maintain a balanced microbiota

84% have adopted a balanced and varied diet

78% are physically active

75% limit their consumption of processed foods

Despite some bad practices



59% wrongly continue to wash several times a day

The "golden age of the microbiota": parents and 25-44 year-olds more informed and aware than seniors

58% of parents with children under 3 years old

55% of 25-34 year-olds

47% of 35-44 year-olds

34% of those aged 60 and over

have been informed by a healthcare professional about the role and function of the microbiota

vs

45% overall

68% of parents with children under 3 years old

67% of 25-34 year-olds

63% of 35-44 year-olds

50% of those aged 60 and over

say they have changed their behavior to maintain a balanced microbiota

vs

58% overall

Microbiota explained by healthcare professionals, the key



3 out of 4 people consider healthcare professionals to be the **primary source of relevant and reliable information** on microbiota (78%)

More information on microbiota received this year...

45% have been informed by their healthcare professional about what the microbiota is and what it is used for (+6 points vs 2023)

... which have a positive influence on behavior:

95% of people who received repeated information from their healthcare professional changed their behavior to maintain a balanced microbiota

vs

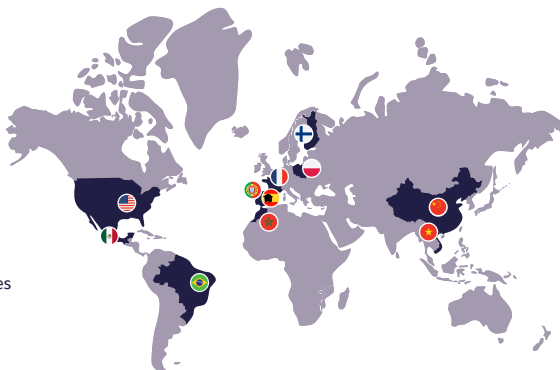
58% overall

Methodology :

7,500 individuals were surveyed online from January 26 to February 26, 2024 in 11 countries: USA, Brazil, Mexico, France, Portugal, Spain, China, Poland, Finland, Morocco and Vietnam.

Representative samples by country ensured by the quota method applied to the respondent's gender, age, region and occupation.

Changes are shown on a like-for-like basis, excluding the 4 countries added this year (Poland, Finland, Morocco and Vietnam).



11
COUNTRIES

7 500
RESPONDENTS

BIOCODEX
Microbiota Institute

