



# International Microbiota Observatory

L'Observatoire International  
des Microbiotes

Fourth wave

**France 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)

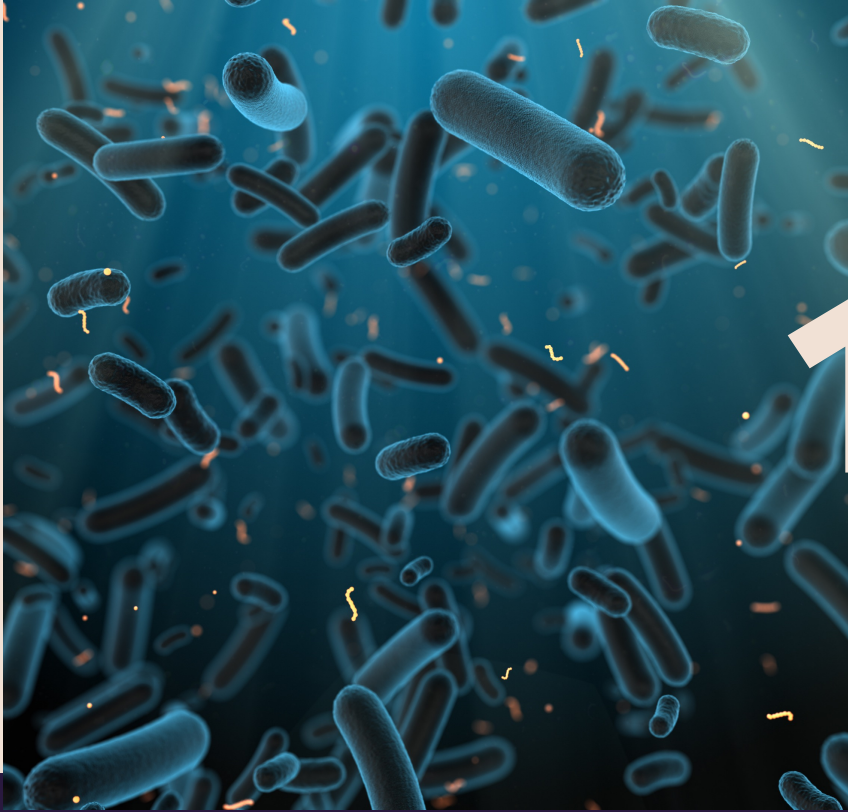
**11**  
countries

**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.  



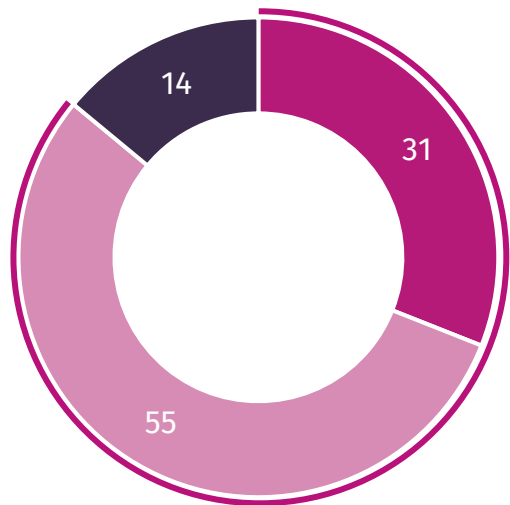
**High awareness masks a stagnating and superficial knowledge**



# In France, awareness leads globally, but momentum has stalled



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



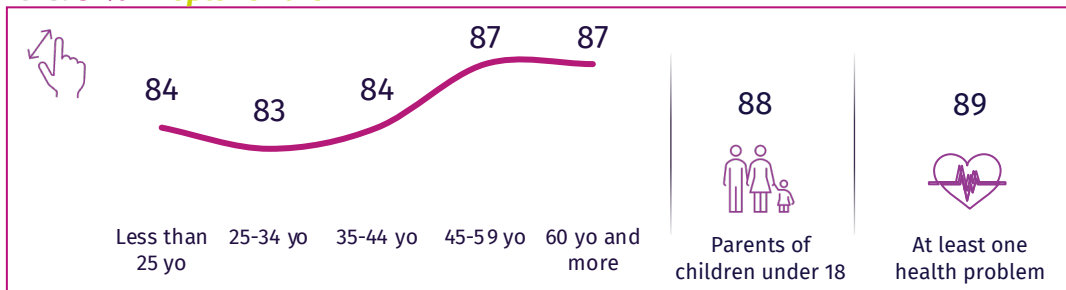
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**86%** have already heard about the term microbiome

2025: 88%  
2024: 85%  
2023: 81% **+5pts vs 2023**



**72%**



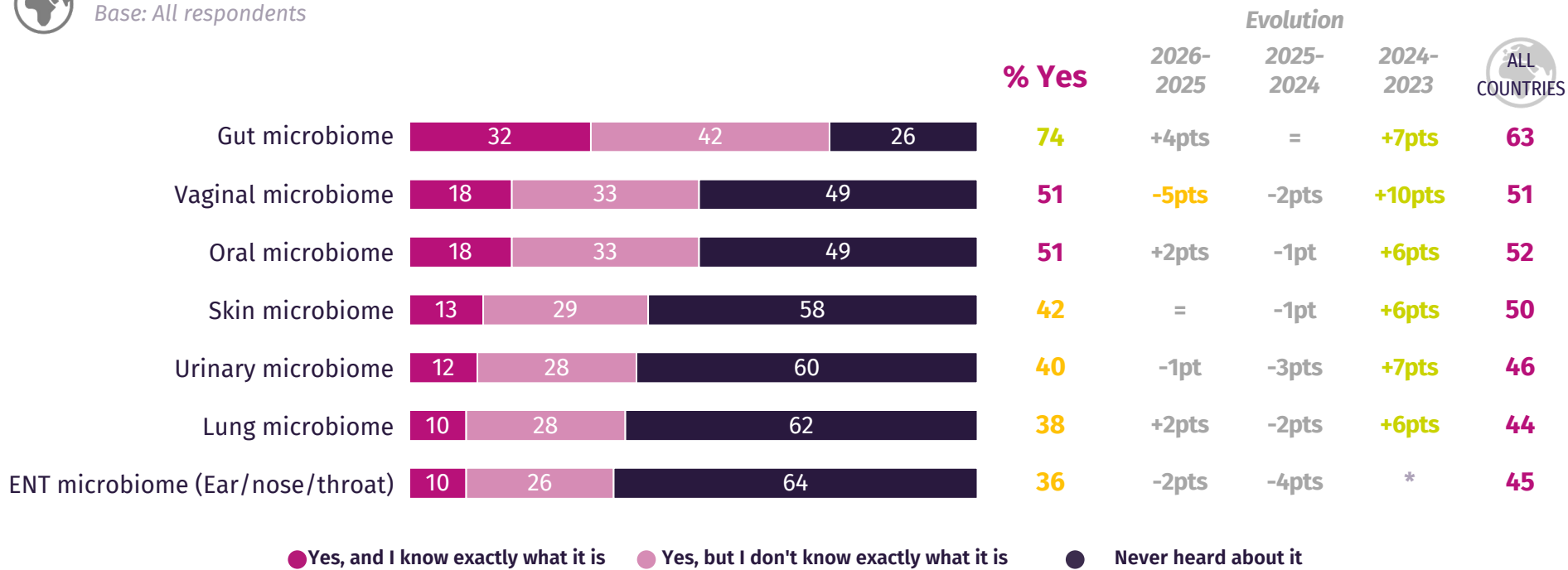
● Significant differences vs total - superior ● Significant differences vs total - inferior



# Gut microbiome dominates public awareness, while other types lag significantly behind – without significant improvement.



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



● Yes, and I know exactly what it is  
 ● Yes, but I don't know exactly what it is  
 ● Never heard about it

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

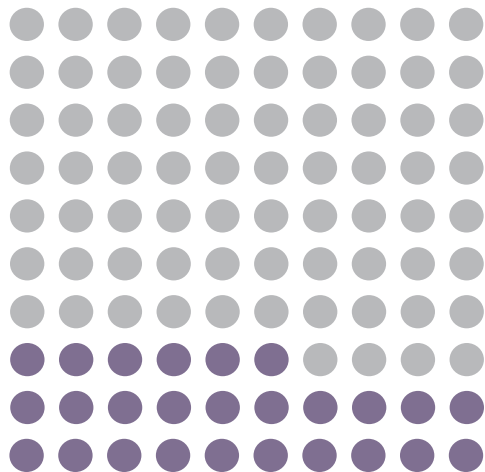


# Only a quarter have already heard each type of microbiome, a lower awareness compared to the global results.



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

Base: All respondents



**26%** have already heard of each microbiome:  
Gut, vaginal, skin, lung, urinary, oral and ENT microbiome

2025: 25%  
2024: 29%  
2023: 21% **+5pts vs 2023**

ALL COUNTRIES

**32%**



But only **6%** know precisely all of them

2025: 7%  
2024: 7%  
2023: 4%

ALL COUNTRIES

**7%**



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

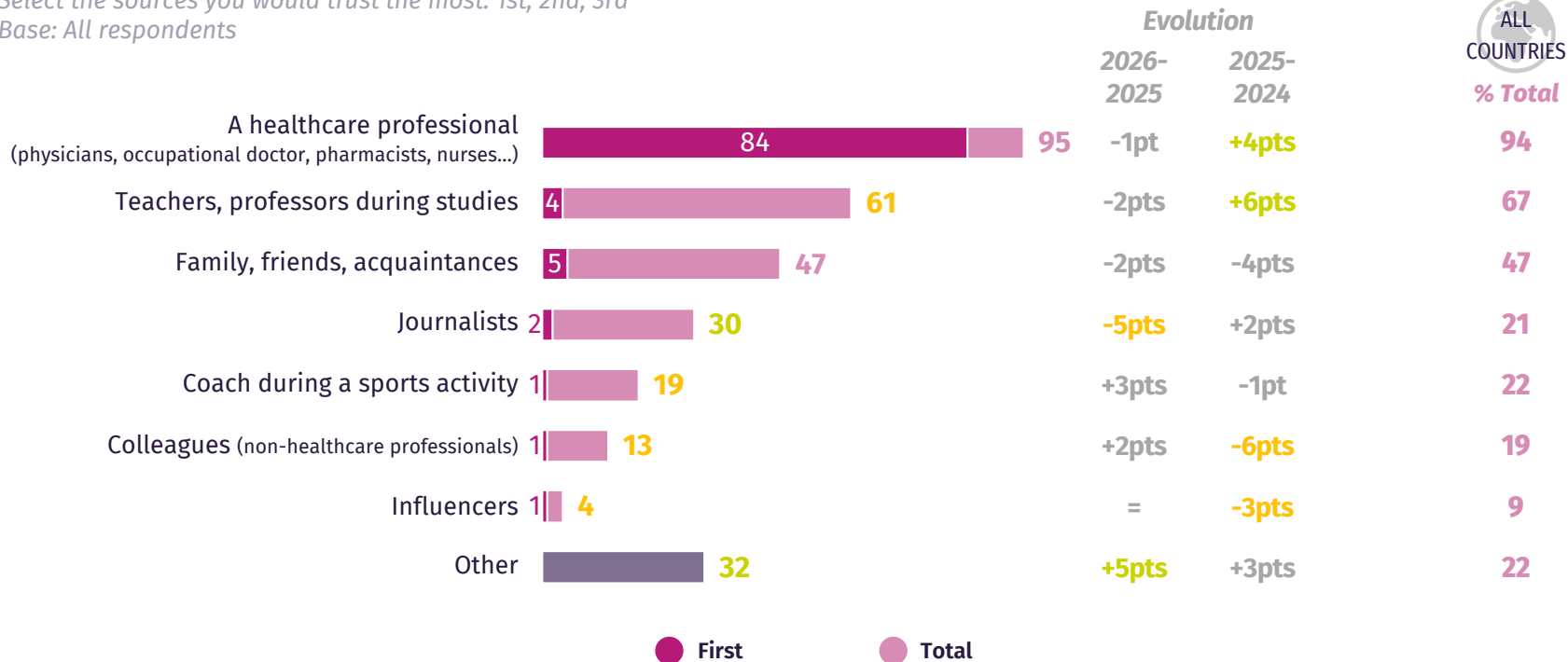
# Through the years, healthcare professionals still stand out as the most trusted source of information about the microbiome, with 4 in 5 people saying they would first turn to an HCP.



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 <small>n=104</small>	25-34 yo <small>n=146</small>	35-44 yo <small>n=157</small>	45-59 yo <small>n=240</small>	60 yo and more <small>n=353</small>	Men <small>n=463</small>	Women <small>n=537</small>	Parents of children under 18 <small>n=282</small>	At least one health problem <small>n=482</small>
A healthcare professional (physicians, occupational doctor, pharmacists, nurses...)	<b>95</b>	91	<b>87</b>	93	95	<b>99</b>	94	96	<b>91</b>	95
Teachers, professors during studies	<b>61</b>	<b>74</b>	57	59	61	61	64	59	64	63
Family, friends, acquaintances	<b>47</b>	44	50	40	53	46	44	50	47	46
Journalists	<b>30</b>	21	29	32	28	32	33	27	25	28
Coach during a sports activity	<b>19</b>	26	26	21	<b>12</b>	19	18	20	21	20
Colleagues (non-healthcare professionals)	<b>13</b>	14	15	15	18	<b>8</b>	14	12	17	12
Influencers	<b>4</b>	4	<b>11</b>	4	4	<b>1</b>	5	3	6	5
Other	<b>32</b>	26	26	35	30	35	28	35	28	30

● Significant differences vs total - superior

● Significant differences vs total - inferior



# French receive significantly less microbiome information from HCPs compared to global results



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

Only **21%** received **ALL THESE INFORMATION**, at least one time  
**6%** received **all these information several times**



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

**% Yes**

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



**30**

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



**30**

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



**26**

● 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	
<b>% Received ALL THESE INFORMATION, at least one time</b>	<b>21</b>	<b>-5pts</b>	<b>-3pts</b>	<b>+12pts</b>	33
<b>% Received ALL THESE INFORMATION, <u>several times</u></b>	<b>6</b>	<b>-2pts</b>	<b>-1pt</b>	<b>+5pts</b>	11
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>30</b>	<b>-7pts</b>	<b>-2pts</b>	<b>+12pts</b>	43
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>30</b>	<b>-6pts</b>	<b>-3pts</b>	<b>+14pts</b>	43
Explain to you what the microbiome is and what its roles and functions are	<b>26</b>	<b>-8pts</b>	<b>-2pts</b>	<b>+13pts</b>	39



# HCP communication focuses on younger demographics, leaving older patients less informed



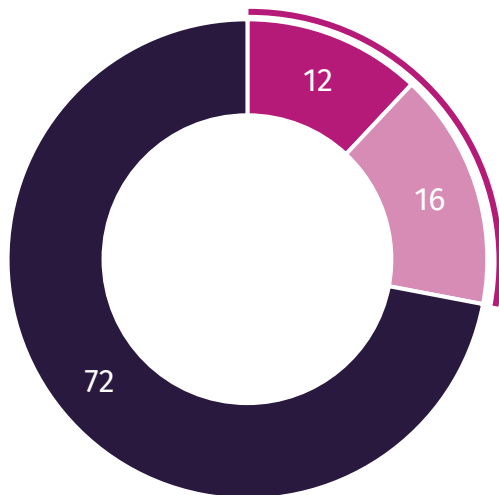
Question 5. Have any of the healthcare professionals you have seen ever done any of the following? Base: All respondents

% 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=104	n=146	n=157	n=240	n=353	n=463	n=537	n=282	n=482
Educate you about the importance of preserving as much as possible the balance of your microbiome	<b>30</b>	39	<b>41</b>	36	24	<b>24</b>	29	31	<b>37</b>	31
Explain the good behavior to adopt in order to maintain a good balance within your microbiome as much as possible	<b>30</b>	<b>42</b>	<b>43</b>	34	25	<b>23</b>	30	31	<b>38</b>	34
Explain to you what the microbiome is and what its roles and functions are	<b>26</b>	<b>37</b>	<b>39</b>	26	24	<b>18</b>	26	26	<b>33</b>	28

# Prescription of pre/probiotics in France is low, falling far short of global practice.



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

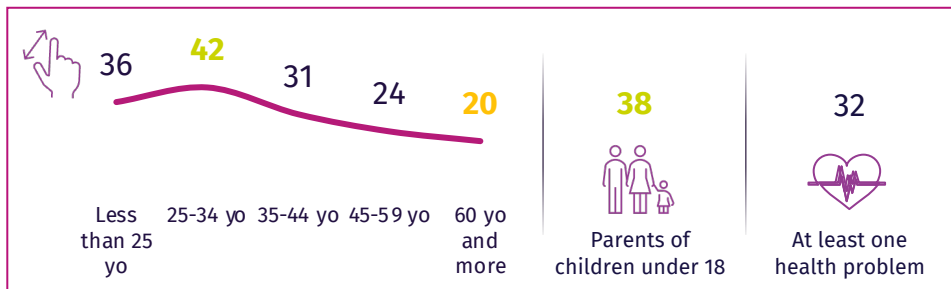


- Yes, several times
- Yes, once
- No never

**28%** were prescribed with prebiotics or probiotics

2025: 32%  
2024: 36%  
2023: 27%

ALL COUNTRIES  
**51%**



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

# Microbiome guidance post-antibiotics is rarely provided in France vs globally.



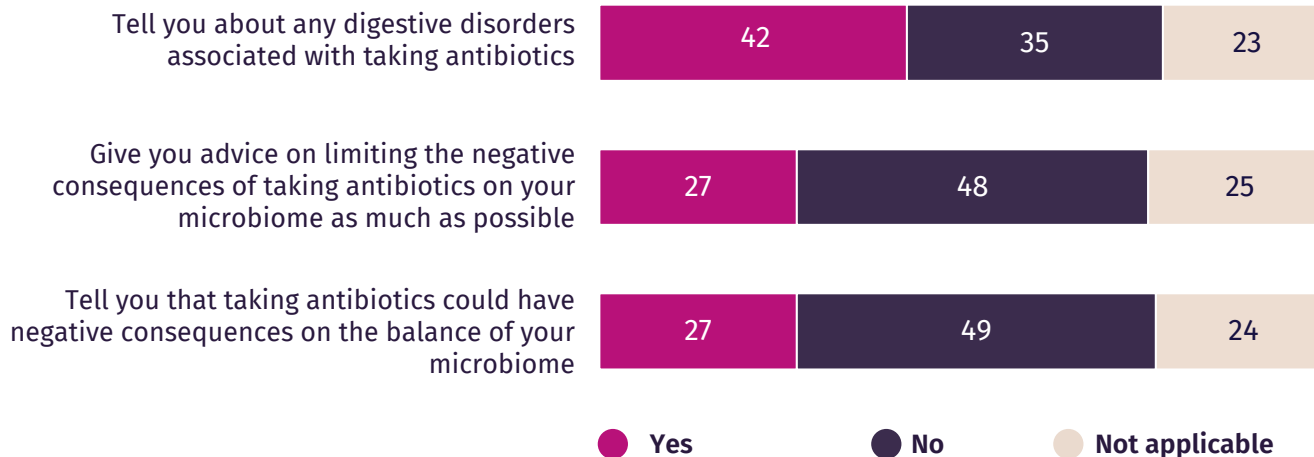
Question 7. The last time a doctor prescribed antibiotics, did they do the following?

Base: All respondents

Only **17%** received ALL THESE INFORMATION from their HCPs



**25%**





# No improvement this year in post-antibiotic patient education in France



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>17</b>	-2pts	-2pts	<b>+5pts</b>	25
Tell you about any digestive disorders associated with taking antibiotics	<b>42</b>	-3pts	=	<b>+7pts</b>	45
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>27</b>	-4pts	=	<b>+4pts</b>	36
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>27</b>	-2pts	-2pts	<b>+7pts</b>	39



# Patients with health conditions 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=1000	n=104	n=146	n=157	n=240	n=353	n=282	n=482
<b>% HAVE RECEIVED ALL THESE INFORMATION FROM THEIR HCPS</b>	<b>17</b>	<b>12</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>20</b>	<b>19</b>	<b>21</b>
Tell you about any digestive disorders associated with taking antibiotics	<b>42</b>	32	44	43	40	45	47	<b>48</b>
Give you advice on limiting the negative consequences of taking antibiotics on your microbiome as much as possible	<b>27</b>	18	28	28	26	29	30	30
Tell you that taking antibiotics could have negative consequences on the balance of your microbiome	<b>27</b>	26	29	26	24	28	31	30

● Significant differences vs total - superior

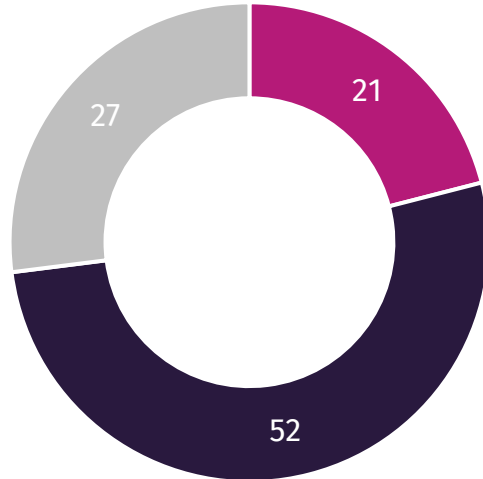
● Significant differences vs total - inferior



# Prescription of probiotics with antibiotics remains the exception. But, this practice is more well-spread among parents and people aged 25 to 34.



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

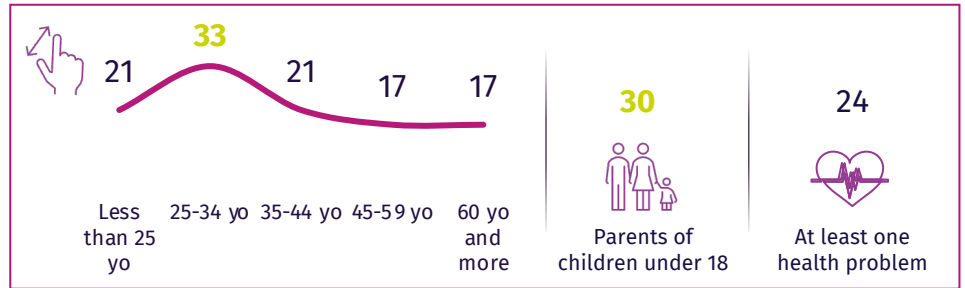


- Yes
- No
- Not applicable

**21%** were prescribed with prebiotics or probiotics



**38%**



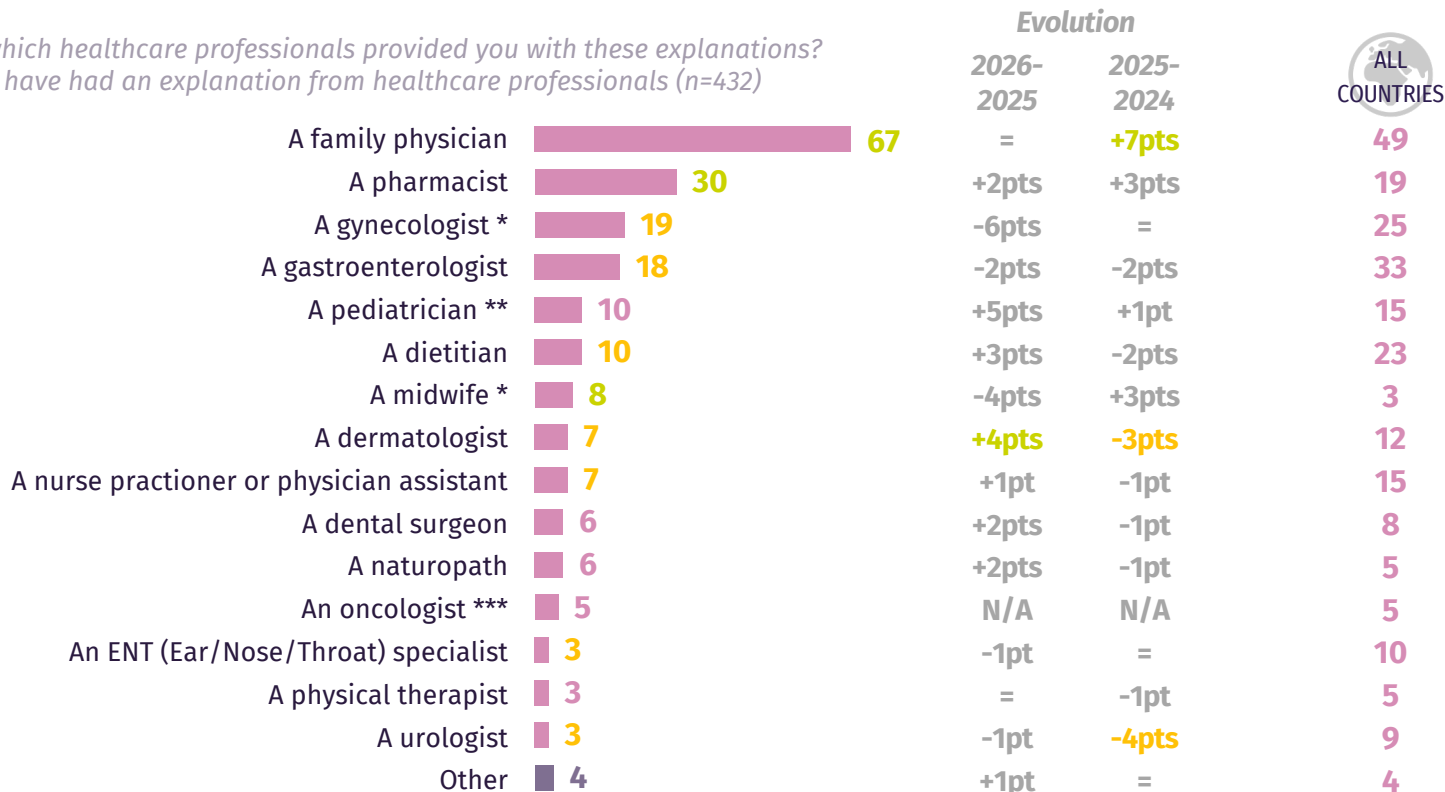
● Significant differences vs total - superior    ● Significant differences vs total - inferior



# Family physicians and pharmacists remain the primary microbiome educators in France.



Question 6. And which healthcare professionals provided you with these explanations?  
Base: People who have had an explanation from healthcare professionals (n=432)



\* 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=432)

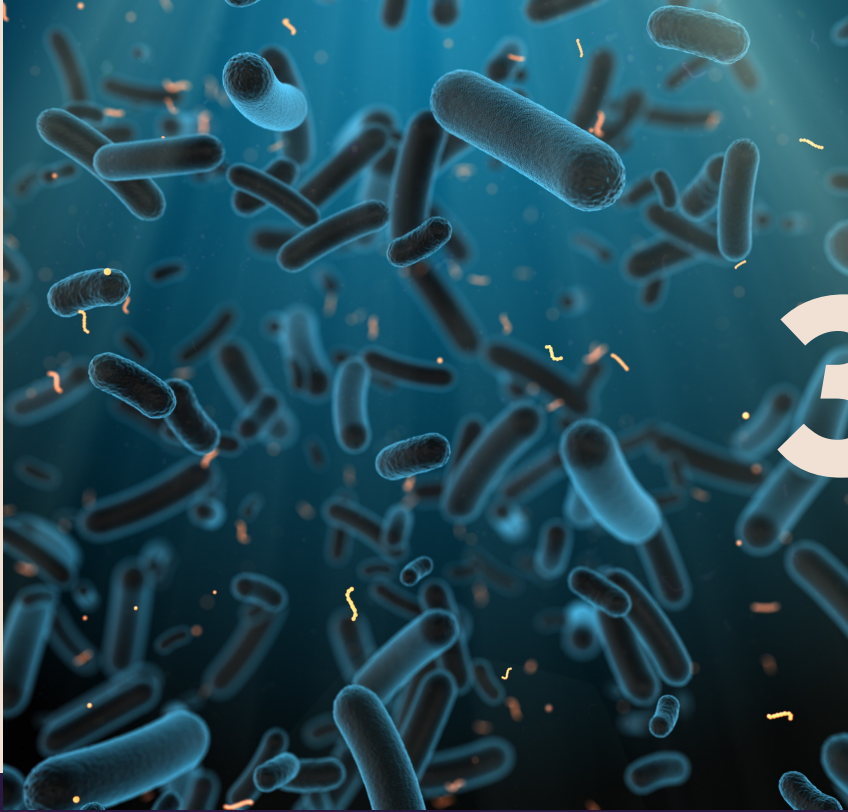
	Total	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Men	Women	Parents of children under 18	At least one health problem
base	n=432	n=60	n=80	n=74	n=94	n=124	n=190	n=242	n=148	n=230
A family physician	<b>67</b>	<b>53</b>	62	61	73	<b>77</b>	71	64	64	66
A pharmacist	<b>30</b>	<b>16</b>	31	35	25	36	29	31	22	29
A gynecologist	<b>19</b>	21	27	21	17	13	0	19	18	18
A gastroenterologist	<b>18</b>	11	19	15	22	21	22	16	19	23
A pediatrician	<b>10</b>	4	18	10	5	0	7	13	10	11
A dietitian	<b>10</b>	10	15	14	7	6	9	10	11	14
A midwife	<b>8</b>	7	<b>22</b>	9	5	2	0	8	13	5
A dermatologist	<b>7</b>	6	10	5	7	5	9	5	10	7
A nurse practitioner or physician assistant	<b>7</b>	10	<b>17</b>	7	4	3	12	<b>3</b>	11	7
A dental surgeon	<b>6</b>	7	8	4	2	7	10	<b>2</b>	6	7
A naturopath	<b>6</b>	3	8	8	6	5	6	6	4	7
An oncologist*	<b>5</b>	6	0	3	7	7	7	3	4	5
An ENT (Ear, Nose, Throat) specialist	<b>3</b>	6	6	4	2	1	5	2	3	4
A physical therapist	<b>3</b>	6	6	0	3	1	5	2	4	2
A urologist	<b>3</b>	1	5	0	4	3	5	1	3	4
Other	<b>4</b>	<b>12</b>	4	2	2	2	2	5	4	3

● 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, particularly among French men

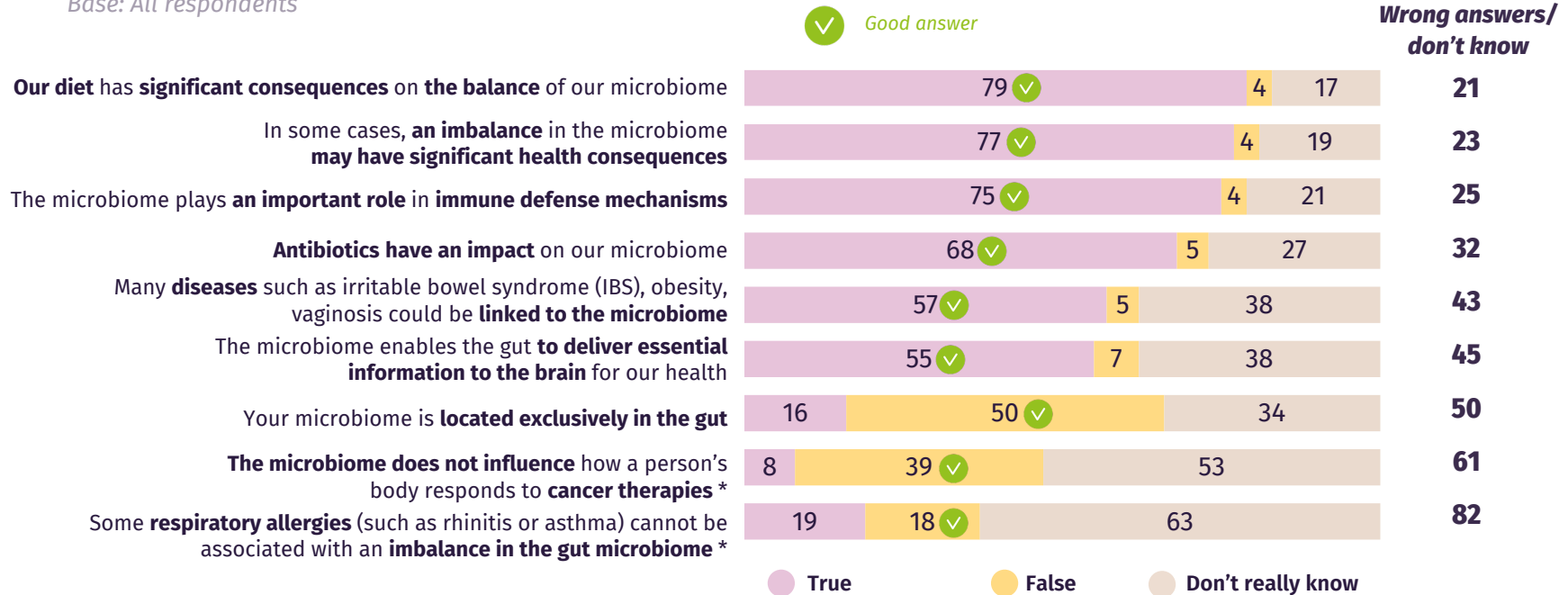


# Knowledge is strong on general concepts but falters on specifics like disease links



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



# Knowledge is not improving this year in France.



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	
<b>Our diet has significant consequences on the balance of our microbiome</b>	<b>79</b>	-1pt	+3pts	+1pt	79
In some cases, <b>an imbalance in the microbiome may have significant health consequences</b>	<b>77</b>	-1pt	+2pts	+1pt	77
The microbiome plays <b>an important role in immune defense mechanisms</b>	<b>75</b>	+1pt	+2pts	-1pt	76
<b>Antibiotics have an impact on our microbiome</b>	<b>68</b>	+1pt	+2pts	=	71
Many <b>diseases</b> such as irritable bowel syndrome (IBS), obesity, vaginosis could be <b>linked to the microbiome</b>	<b>57</b>	+3pts	-1pt	N/A	68
The microbiome enables the gut <b>to deliver essential information to the brain</b> for our health	<b>55</b>	+4pts	-4pts	+1pt	60
Your microbiome is <b>located exclusively in the gut</b>	<b>50</b>	<b>-7pts</b>	<b>+9pts</b>	-3pts	49
<b>The microbiome does not influence</b> how a person's body responds to <b>cancer therapies</b> *	<b>39</b>	-	-	-	40
Some <b>respiratory allergies</b> (such as rhinitis or asthma) cannot be associated with an <b>imbalance in the gut microbiome</b> *	<b>18</b>	-	-	-	23

● Significant differences vs total - superior

● Significant differences vs total - inferior

\* These items have been added this year

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# French people have a limited knowledge about microbiome and particularly low for men.



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.

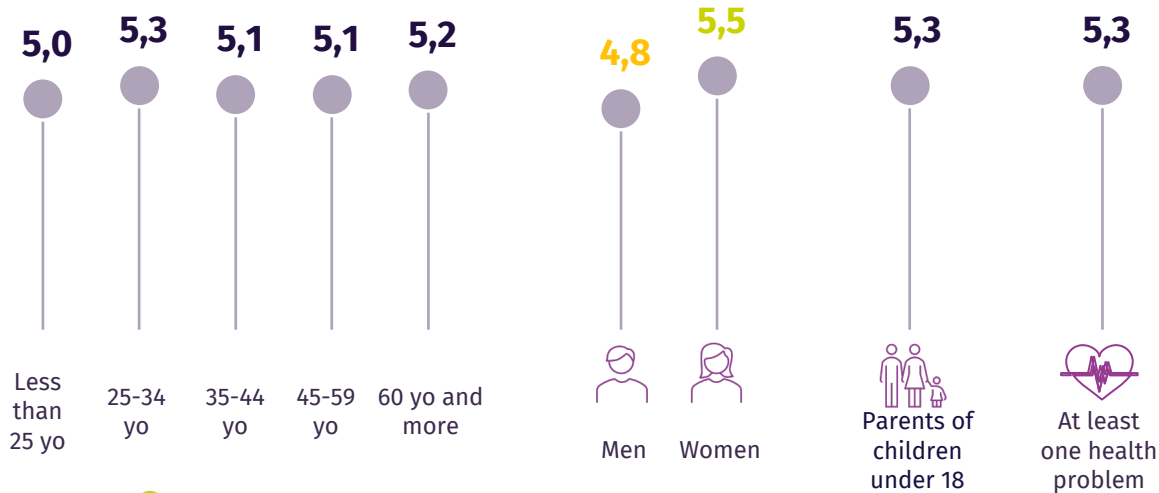
Base: All respondents



5,4

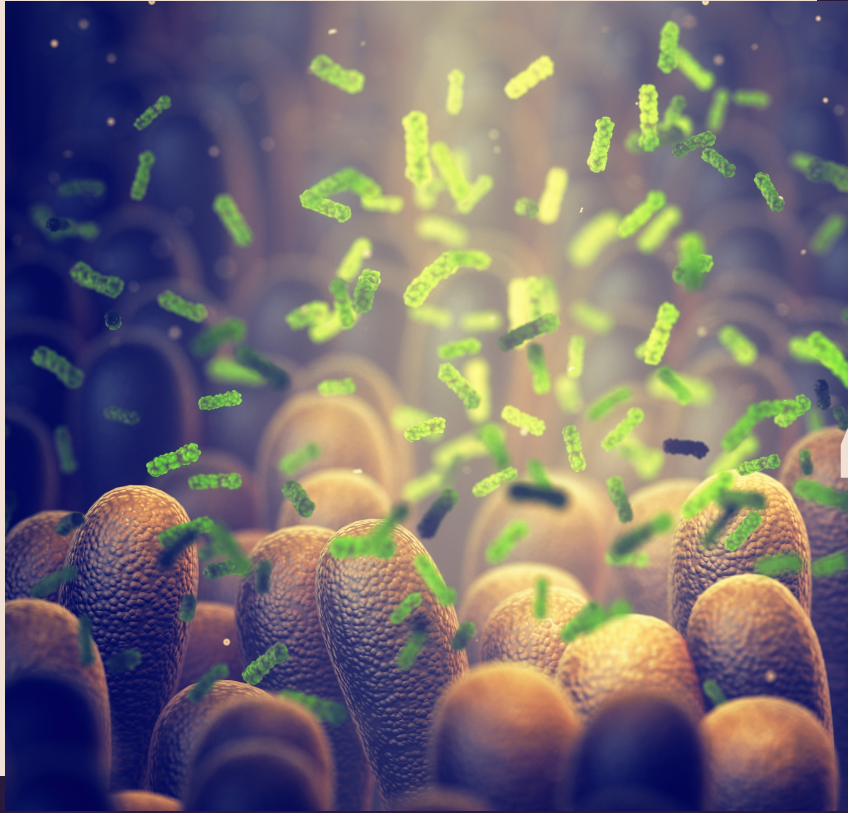
5,2/9

Number of good responses on average



● Significant differences vs total - superior

● Significant differences vs total - inferior



# 4 A significant behavioral gap in France

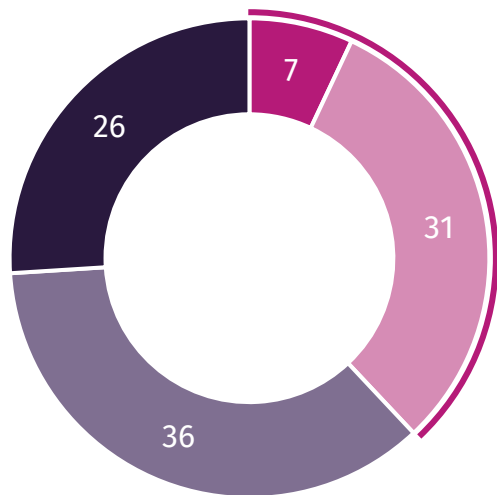


# Fewer French are taking action for their microbiome health



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

**38%** have changed their

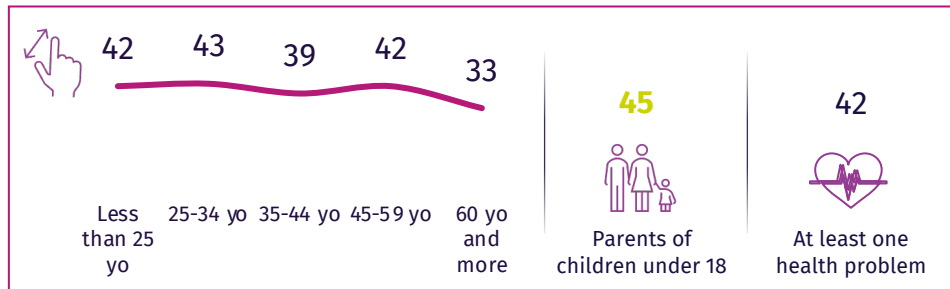
**behaviors**

2025: 45%

2024: 48% -10pts vs 2024



**53%**



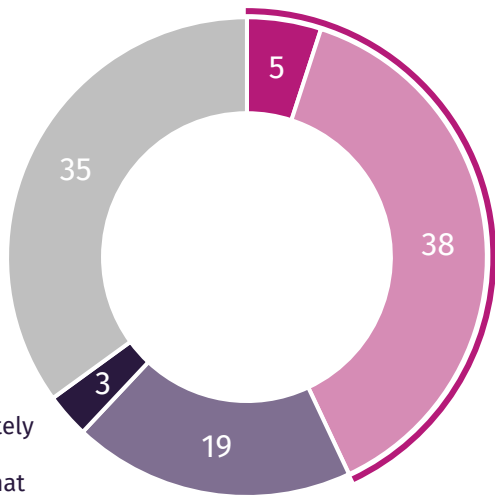
● Significant differences vs total - superior

● Significant differences vs total - inferior



# Hence, a low confidence in microbiome health: less than half of French feel their gut microbiome is balanced

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

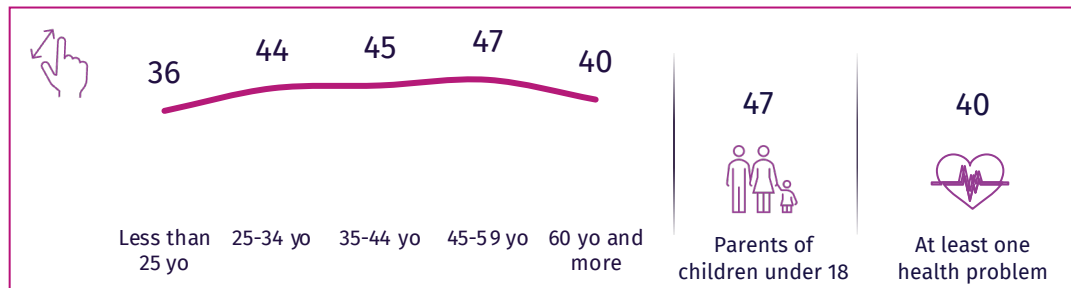


- Yes, completely
- Yes, somewhat
- No, not very
- No, not at all
- I cannot really say that

**43%** consider that their gut microbiome is currently well balanced



**59%**

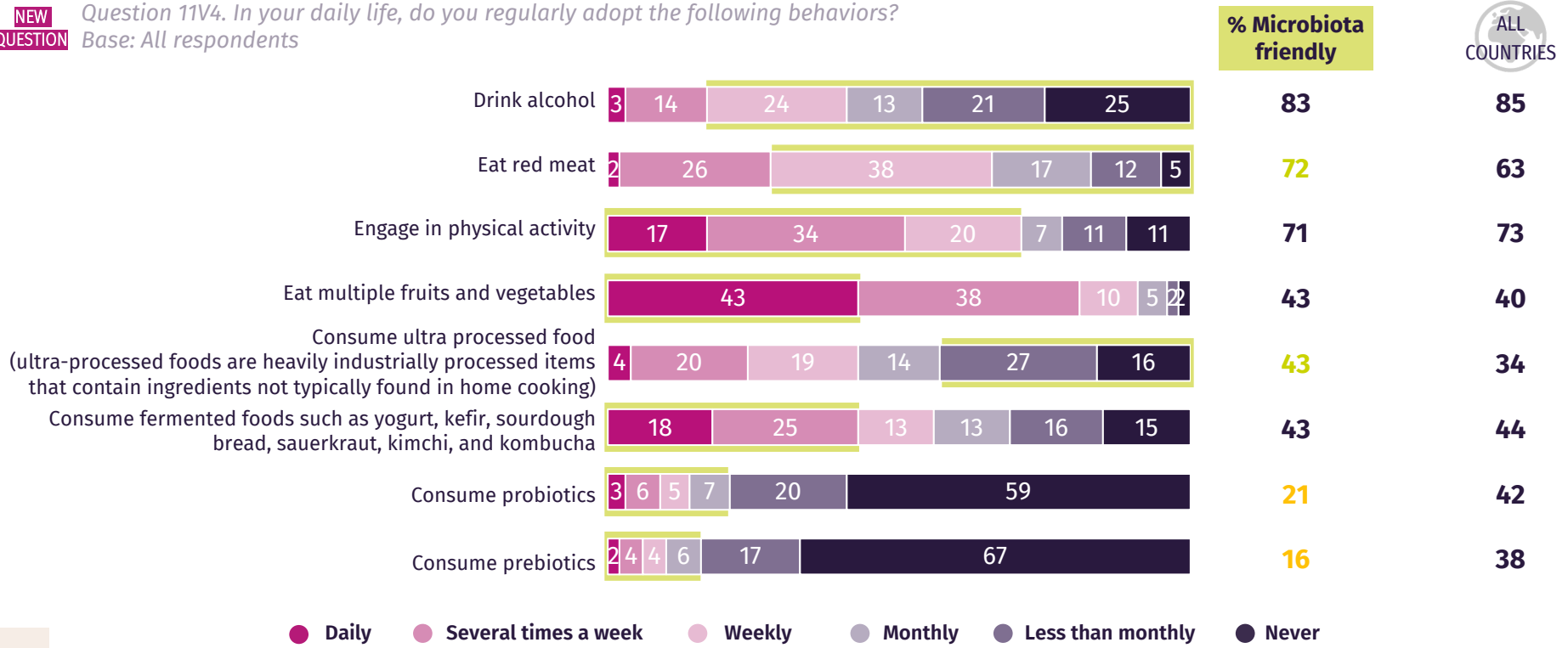


● Significant differences vs total - superior    ● Significant differences vs total - inferior

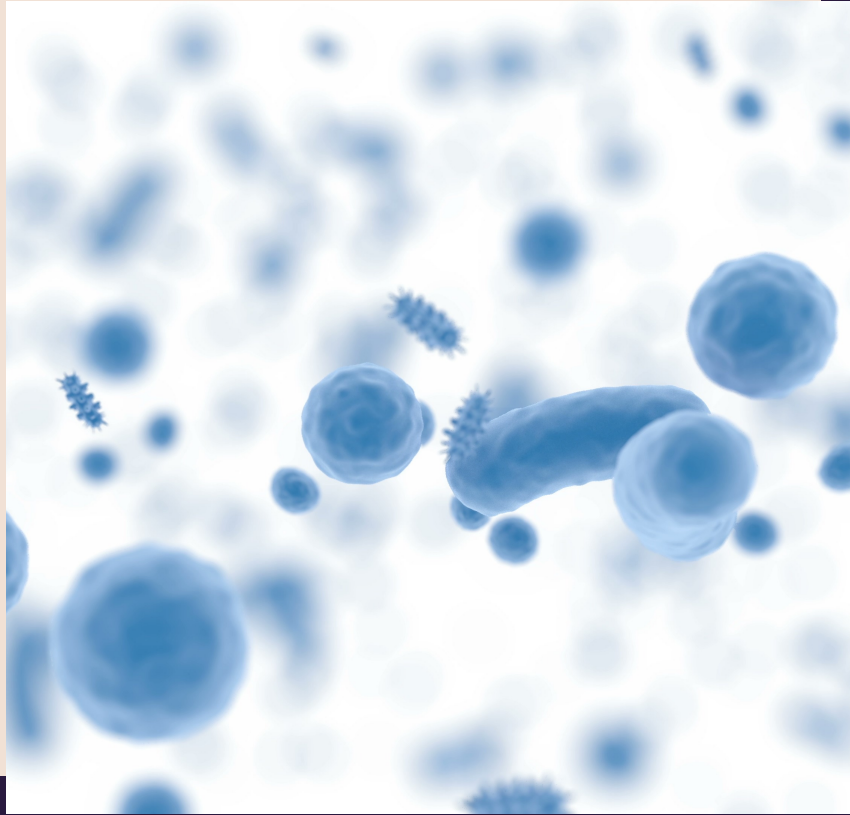


# However, French perform well on 'traditional' health habits (red meat consumption, avoiding ultra-processed food) but neglect pro/prebiotics

**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



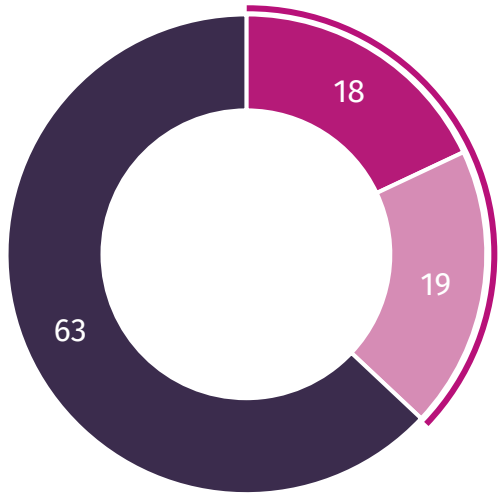
# 5 Focus on the first 1,000 days of life



# The 'first 1,000 days' concept remains niche and poorly understood by French 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=284)

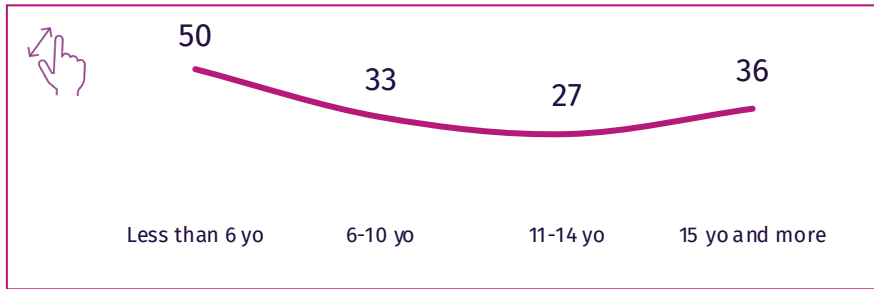


- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it

**37%** have heard about the scientific concept of the « first 1,000 days of life »  
24% among total population



**43%**



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



# Significant misconceptions exist among French parents regarding early-life microbiome even 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=284)

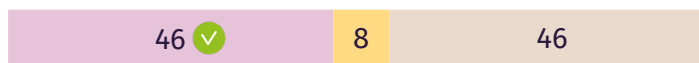
✓ Good answer

% 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**



54

35

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



67

62

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



68

62

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



81

71

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



91

89

True False Don't really know



# French parents' knowledge of child microbiome ranks below 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.

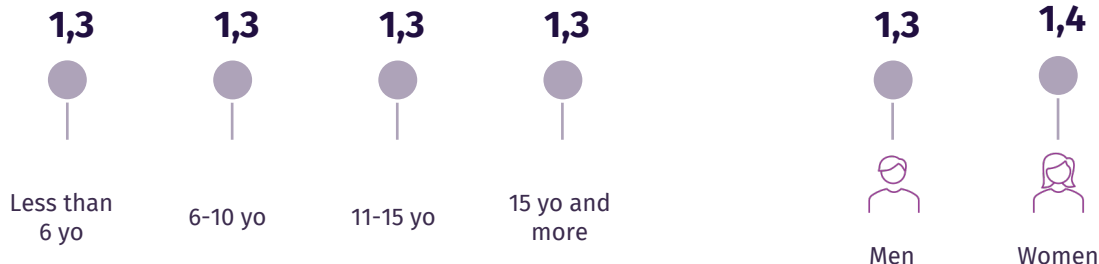
Base: Parents or pregnant women (n=284)

ALL COUNTRIES

1,8

1,4/5

Number of good responses on average



● Significant differences vs total - superior

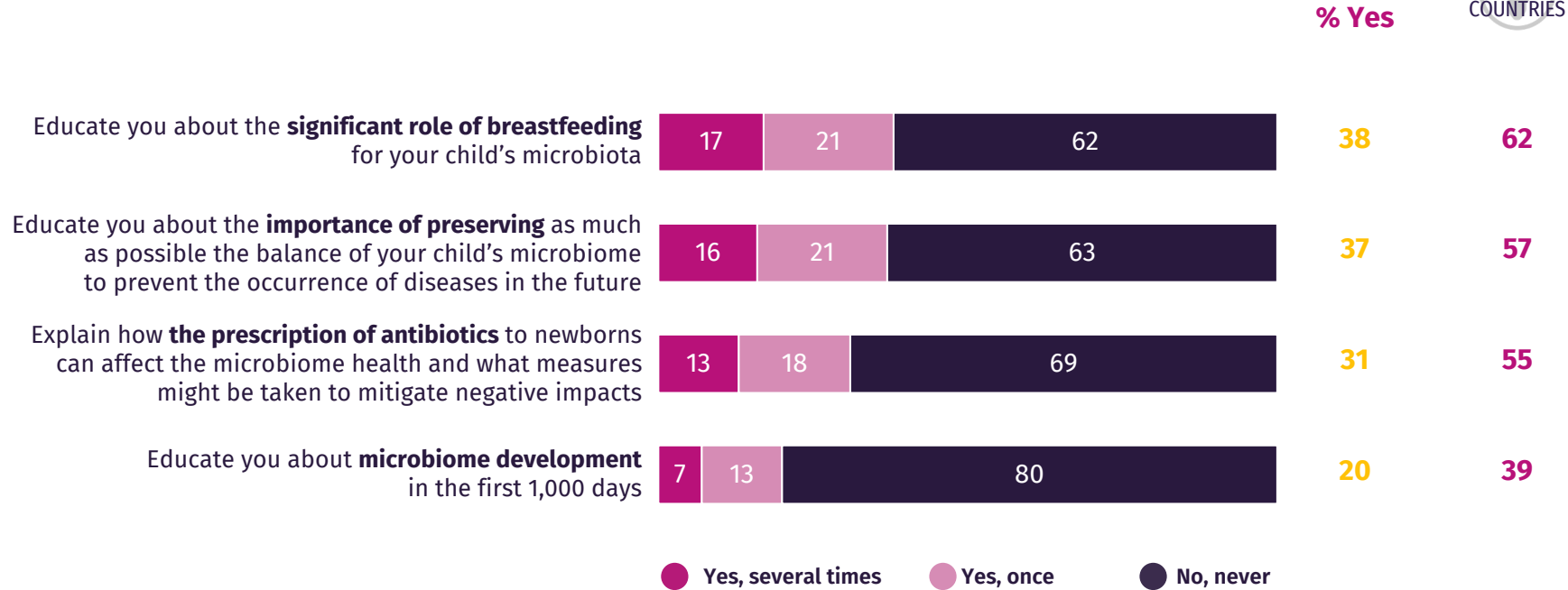
● Significant differences vs total - inferior



# Very few parents recall receiving information from the HCP on child microbiome.

NEW QUESTION

Question 5V4. Has the pediatrician or the doctor monitoring your child's health ever done any of the following?  
Base: Parents (n=282)



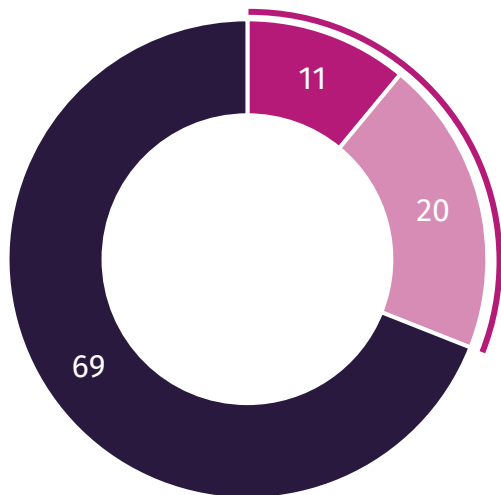


# Probiotic prescriptions for children are low in France, contrasting sharply with global results.

NEW QUESTION

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

Base: Parents (n=282)



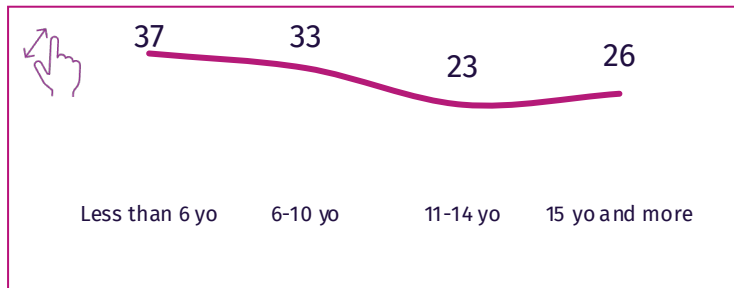
- Yes, several times
- Yes, once
- No never

**31%** were prescribed with prebiotics or probiotics for their child



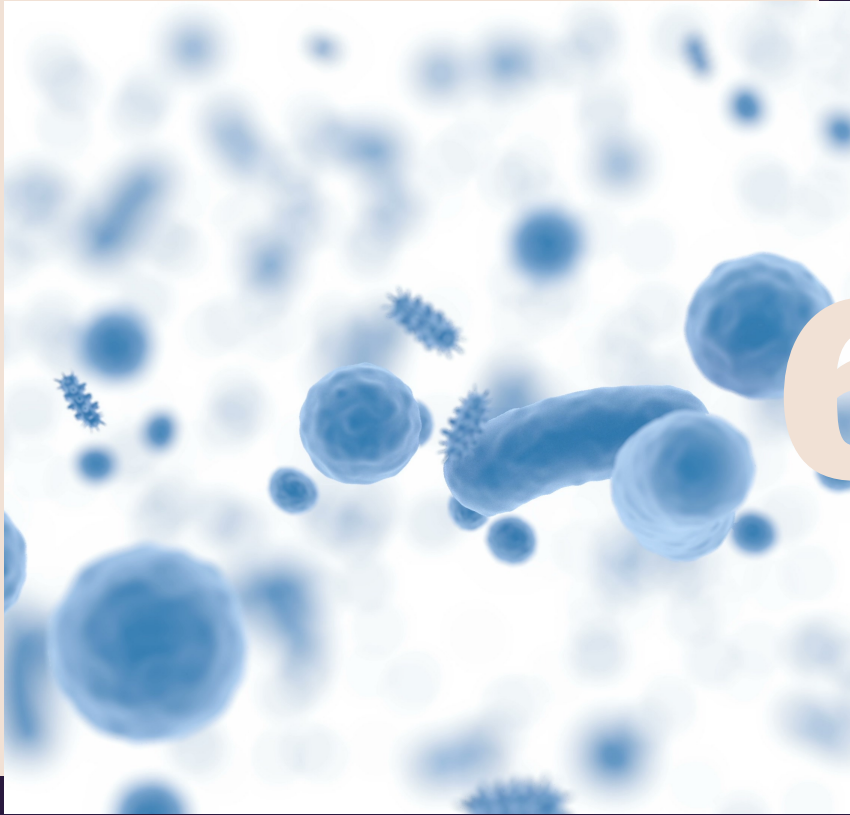
ALL COUNTRIES

**57%**



● Significant differences vs total - superior

● Significant differences vs total - inferior



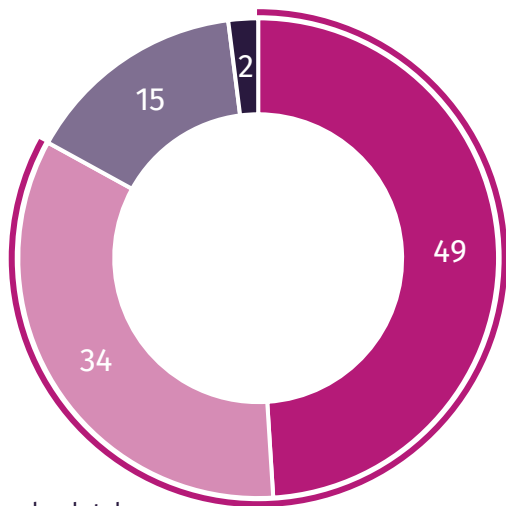
## Focus on the vaginal microbiome

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



# Most French 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=537)

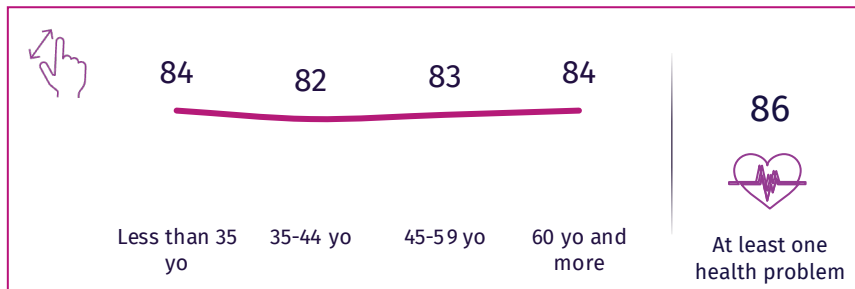


- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

**83%** know the difference between vagina and vulva



**78%**



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

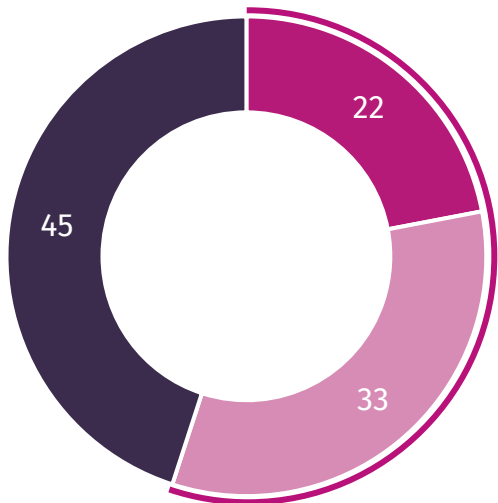


# Around half of women report being aware of the vaginal microbiome, still higher among the youngsters.



Question 3. And more specifically, have you ever heard of the following terms?  
Base: Women (n=537)

## Vaginal microbiome



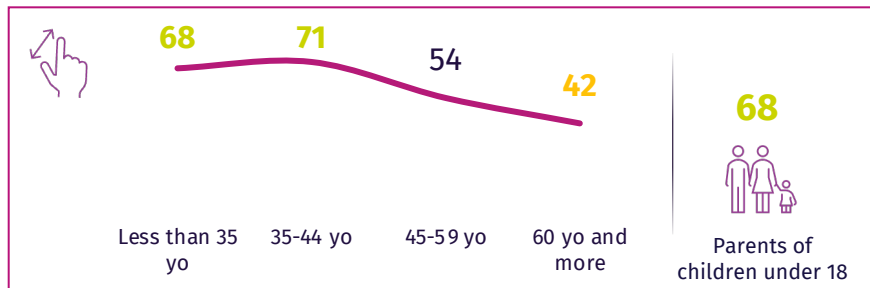
- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I never heard about it/never heard about microbiome

### 55% of women have already heard about the vaginal microbiome

2025: 65% -10pts vs 2025  
 2024: 62%  
 2023: 53%



## 56%



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

# Core concepts understood: French women grasp the basics of vaginal microbiome's function.

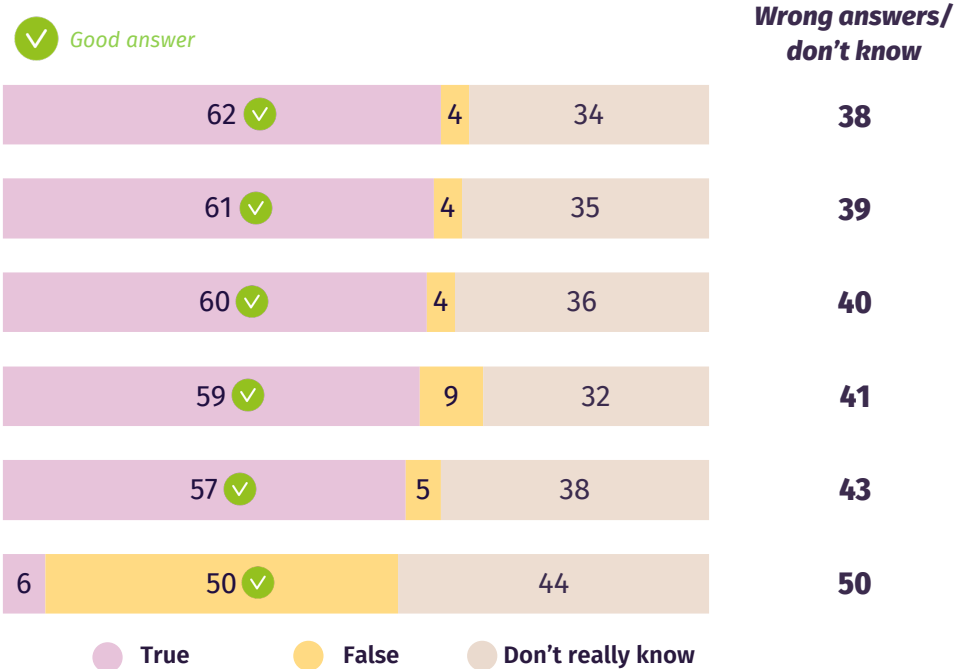


(1/2)



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=537)



\*These items have been added this year



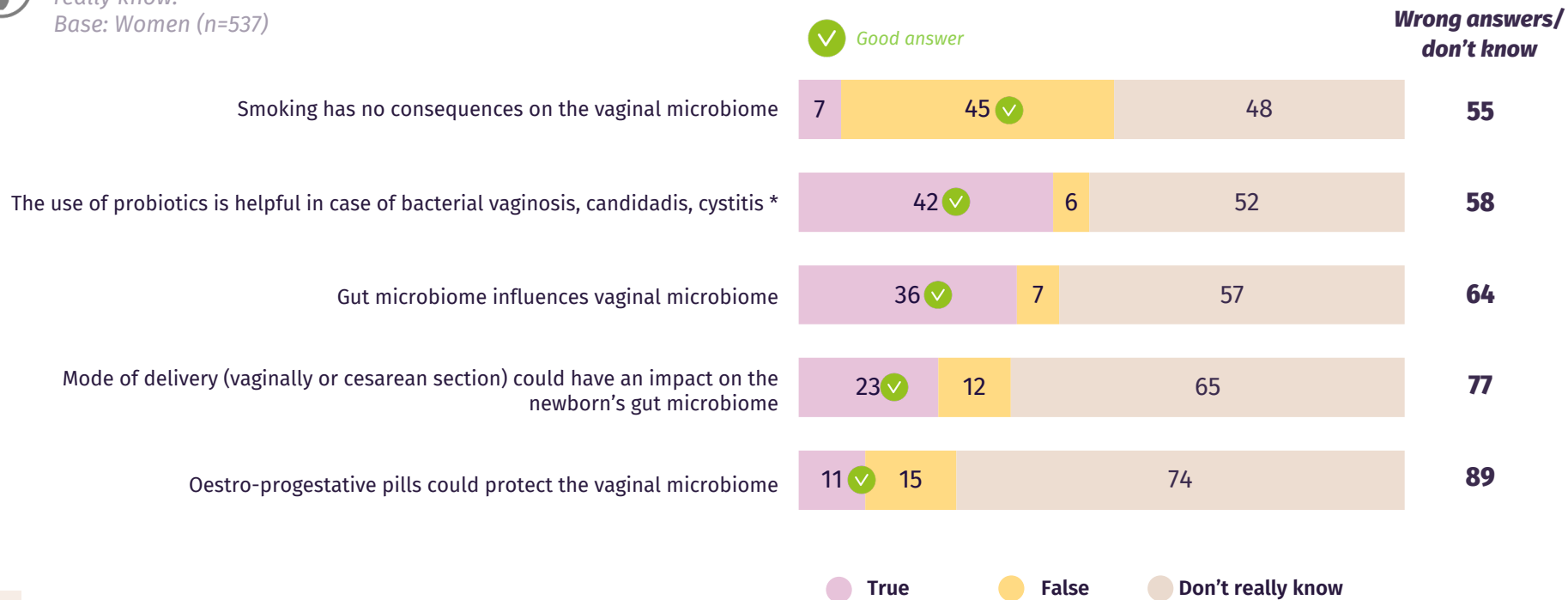
(2/2)

# 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=537)



\*These items have been added this year



# Vaginal microbiome knowledge is eroding across multiple fronts this year, and below the global average.

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=537)

% good answer

	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
Antibiotics can alter the vaginal microbiome	62	-1pt	-1pt		69
Every woman has a vaginal microbiome that is different from any other woman's	61	-7pts	+5pts	+4pts	64
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	60	-3pts	+1pt	-1pt	64
The vagina is self-cleaning	59	-5pts	+1pt	+4pts	57
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome *	57				65
From childhood to menopause, a woman's vaginal microbiome remains the same	50	-9pts	+3pts	+4pts	56
Smoking has no consequences on the vaginal microbiome	45	-14pts	+5pts		50
The use of probiotics is helpful in case of bacterial vaginosis, candidadidis, cystitis *	42				56
Gut microbiome influences vaginal microbiome	36	+3pts	-3pts		45
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	23	-8pts	+2pts		37
Oestro-progestative pills could protect the vaginal microbiome	11	=	-6pts		21

\*These items have been added this year



Significant differences vs total - superior



Significant differences vs total - inferior



# French women's overall knowledge of vaginal microbiome lags behind, especially among older age groups.



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.

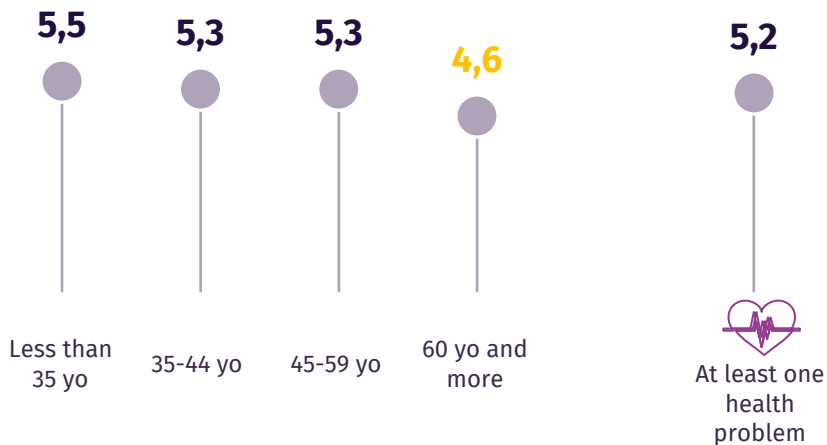
Base: Women (n=537)



5,8



Number of good responses on average



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



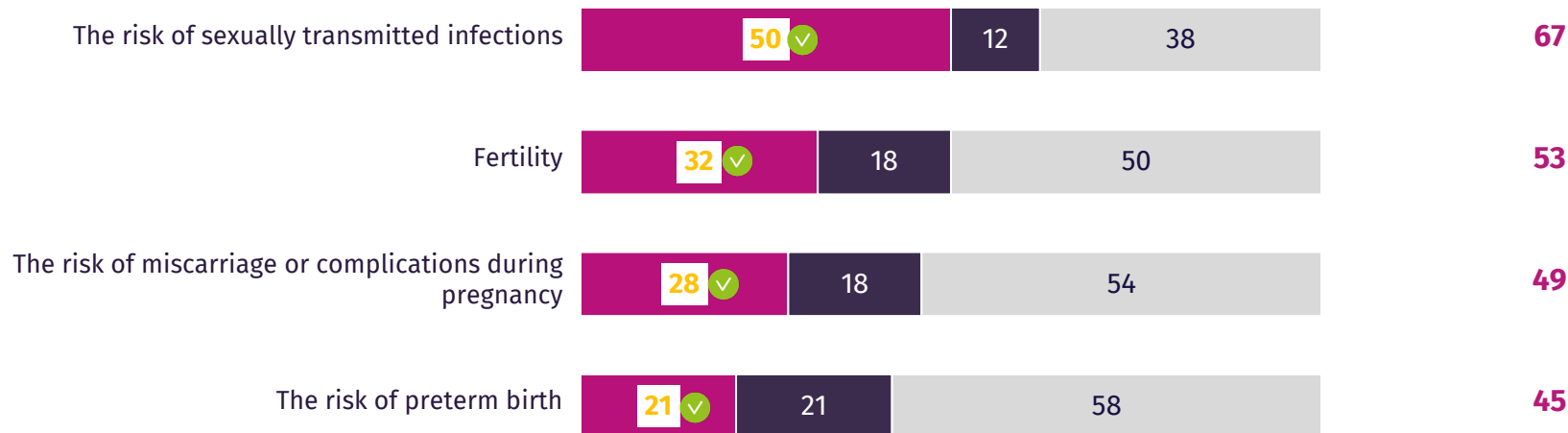
# The link between vaginal microbiome and reproductive health is largely underestimated.

NEW

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

QUESTION

Base: Women (n=537)



● Yes      ● No      ● I don't know

✓ Good answer

# French women lead in adopting microbiome-friendly intimate hygiene practices



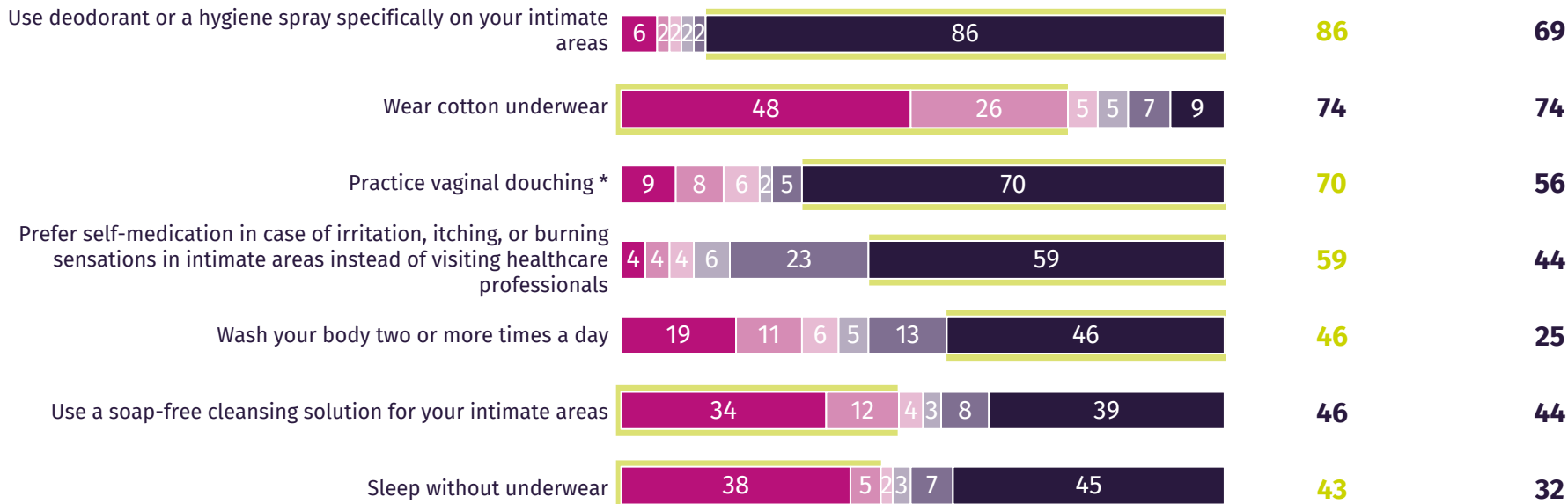
**NEW QUESTION** Question 11V4. How often do you include the following in your daily life?

**QUESTION** 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).



# However, very few French 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=537)

**17%** received **ALL THESE INFORMATION**, at least one time  
**4%** 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



**25**

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



**25**

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



**21**

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

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



# Women tend to recall receiving less information than last year from their healthcare professionals.



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

Base: Women (n=537)

% Yes	Total	Evolution			ALL COUNTRIES
		2026-2025	2025-2024	2024-2023	
% Have received ALL THESE INFORMATION, at least one time	17	-3pts	-2pts	+4pts	30
% Received ALL THESE INFORMATION, several times	4	-2pts	=	+2pts	10
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	25	-6pts	-1pt	+5pts	40
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	25	-6pts	-1pt	+4pts	40
Explain to you what the vaginal microbiome is and what its roles and functions are	21	-3pts	-4pts	+5pts	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 France

NEW  
QUESTION

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

Base: Women (n=537)

**12%** of women report that healthcare professionals discussed all these topics



**25%**



% Yes

The influence of hygiene products for intimate toilet on vaginal microbiome **35**

**47**

Guidance on the appropriate way to clean your intimate areas **35**

**47**

The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome **29**

**42**

Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome **18**

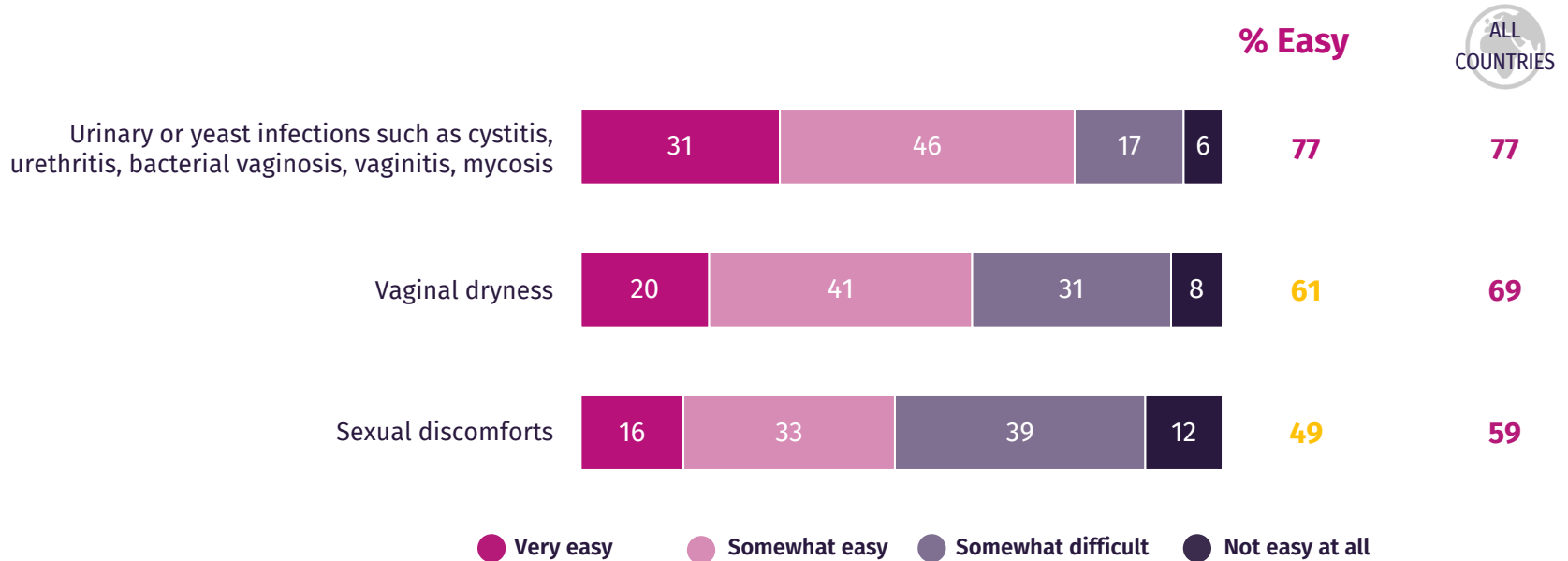
**37**



# In line with other women across the world most French women find easy to speak about urinary or yeast infections with an HCP. However, they find more difficult to talk about vaginal dryness and even more about sexual discomfort.

**NEW QUESTION**

Question 9V4. How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?  
Base: Women (n=537)



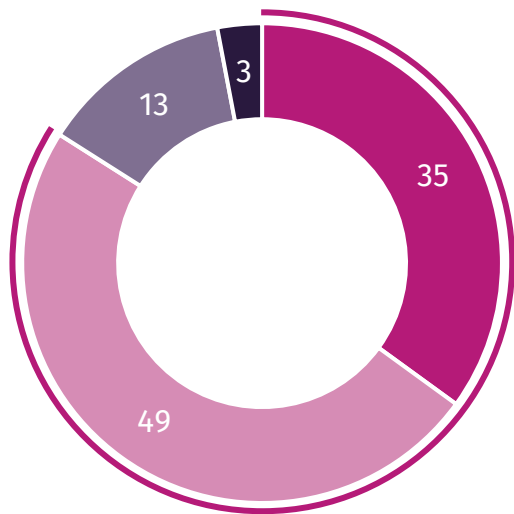


# An unmet and growing need: Women's desire for more HCP information is stronger than ever.



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=537)



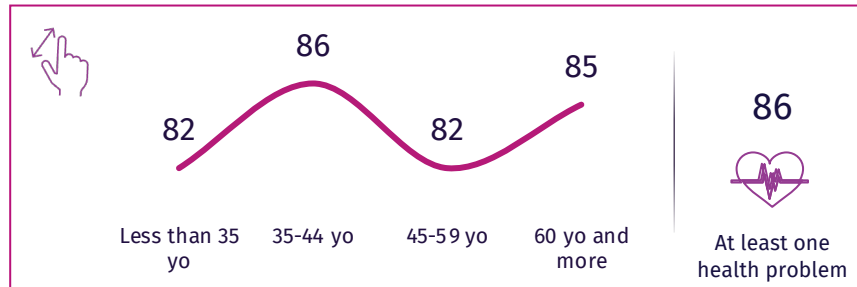
- Yes, absolutely
- Yes, somewhat
- No, not really
- No, not at all

## 84% would like to have more information about the importance of the vaginal microbiome and its impact on health

2025: 78%  
 2024: 80%  
 2023: 75% **+9pts vs 2023**



## 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

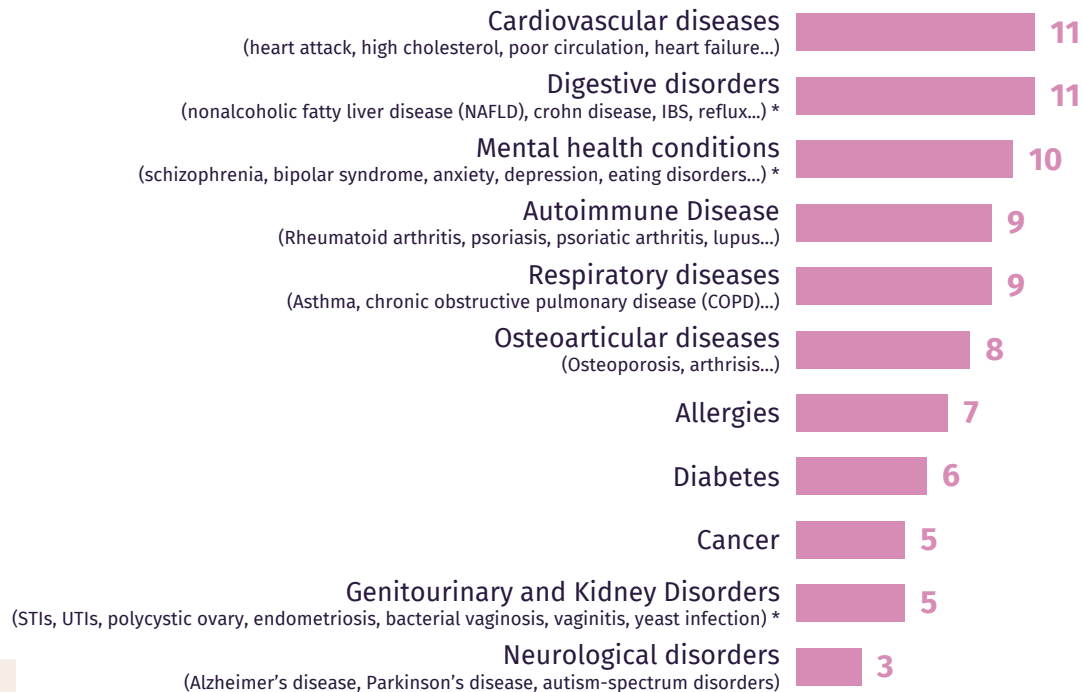


## People with current conditions



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

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**You act better when you are sure.**