



International Microbiota Observatory

L'Observatoire International
des Microbiotes

Fourth wave

A large, light-colored rectangular area on the left side of the slide, containing a dense, overlapping pattern of stylized, light purple bacterial shapes. These shapes are elongated and have various branching or flagellar-like structures, resembling a microscopic view of a microbial community.

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

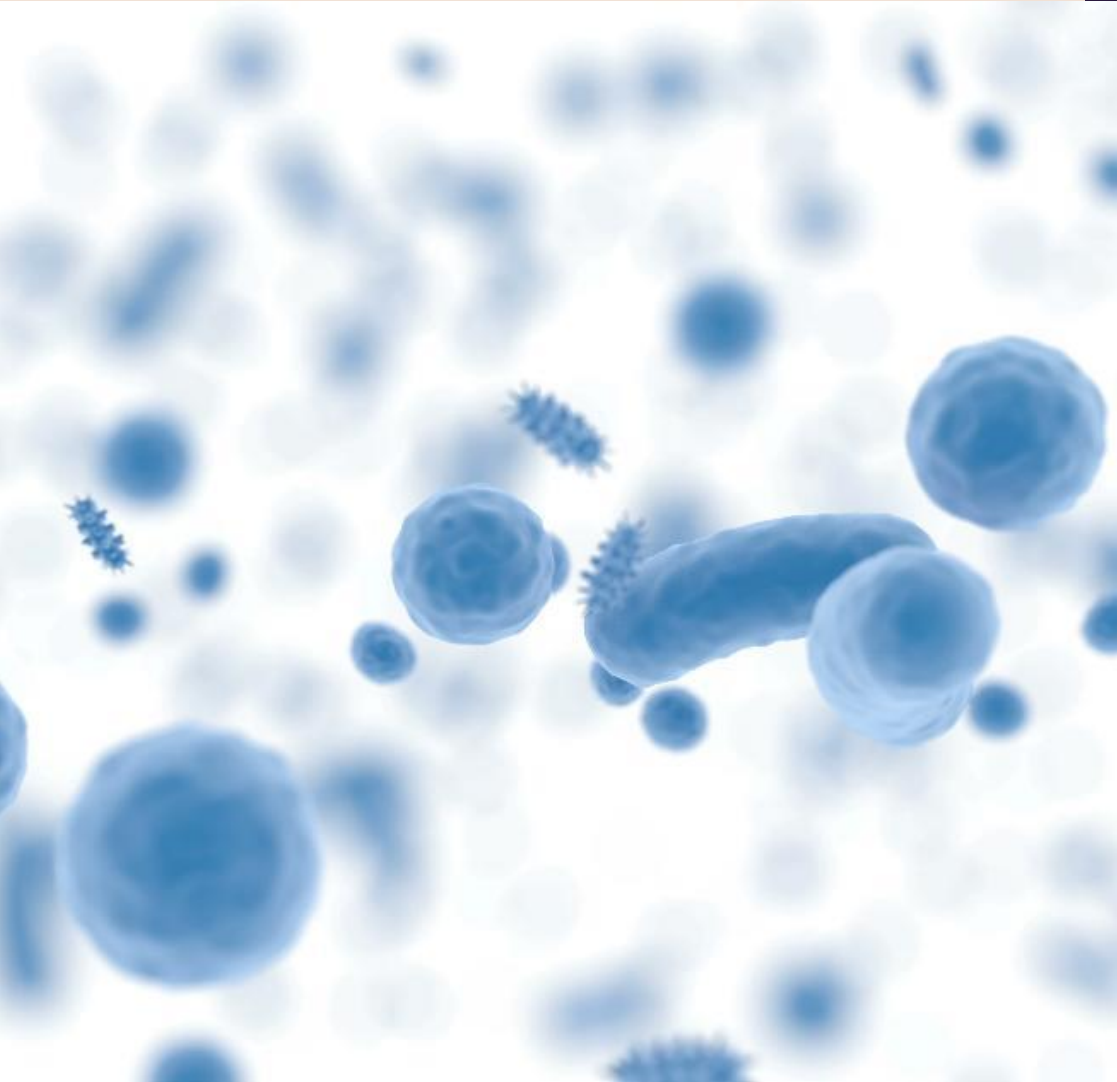
7 500

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.



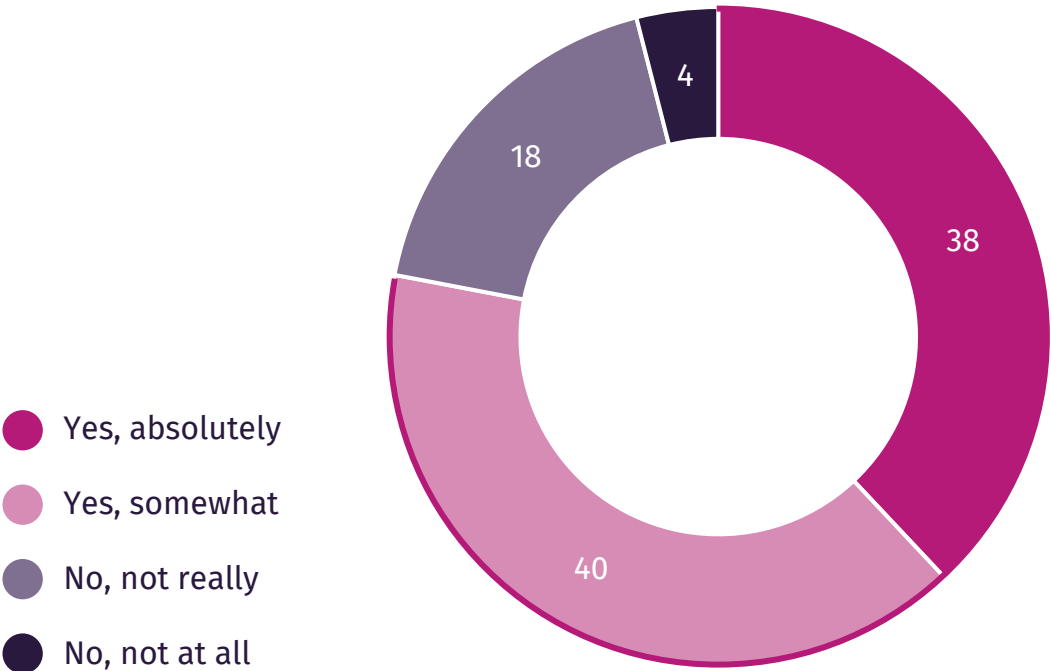
Throughout the report, all results are presented in %. Statistical significance of sub-populations and with the previous wave are calculated at a confidence level of 95%. To enhance readability, significant differences are highlighted using  green and  orange colors, and evolution by arrows.  



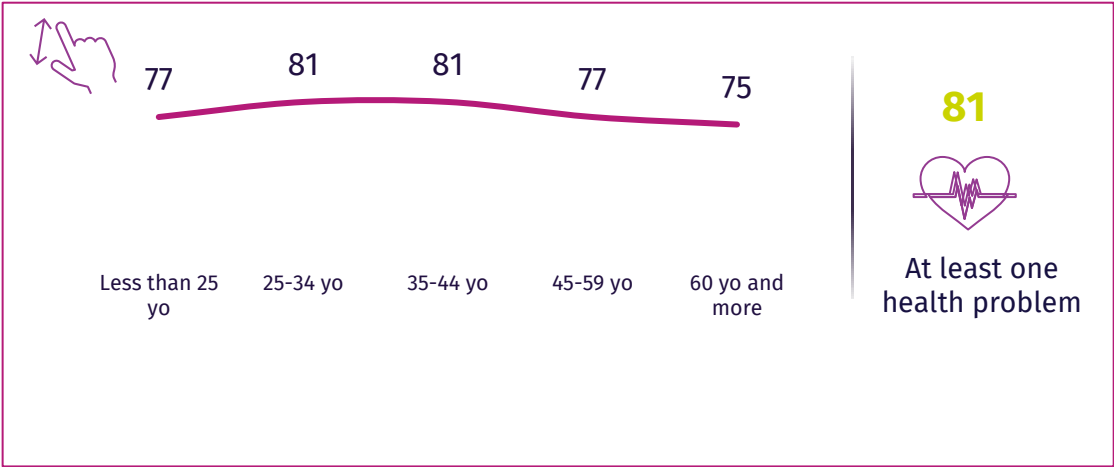
Focus on the vaginal microbiome

More than 3/4 of women know the difference between vagina and vulva. Those suffering from health problems are even more informed.

 Do you know the difference between vagina and vulva?
Base: Women (n=3872)



78% know the difference between vagina and vulva



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

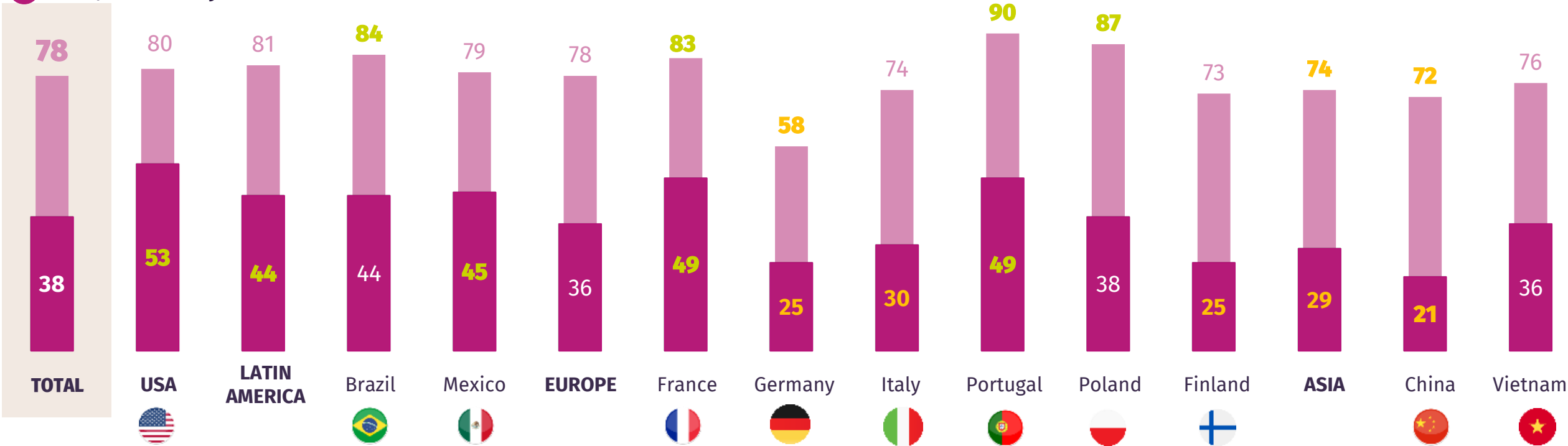
Knowledge about feminine anatomy is higher in Brazil, France, Portugal, and Poland. German women have less knowledge on the subject.



Do you know the difference between vagina and vulva?
Base: Women (n=3872)

% Yes

Yes, absolutely



Women with health problems are more likely than average to know the difference between vagina and vulva.

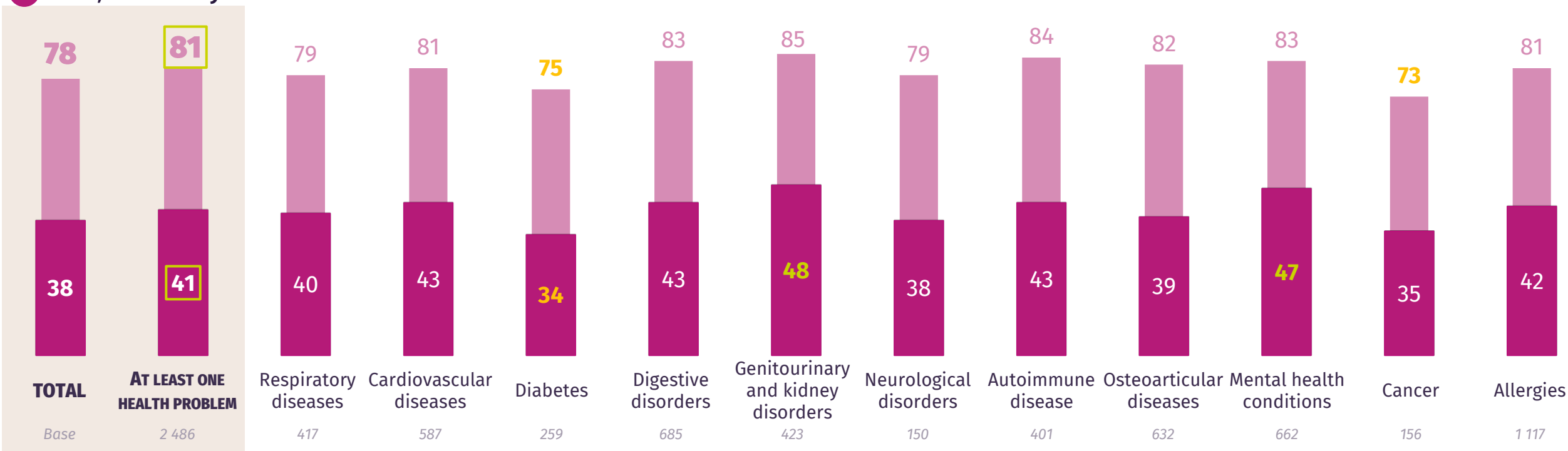


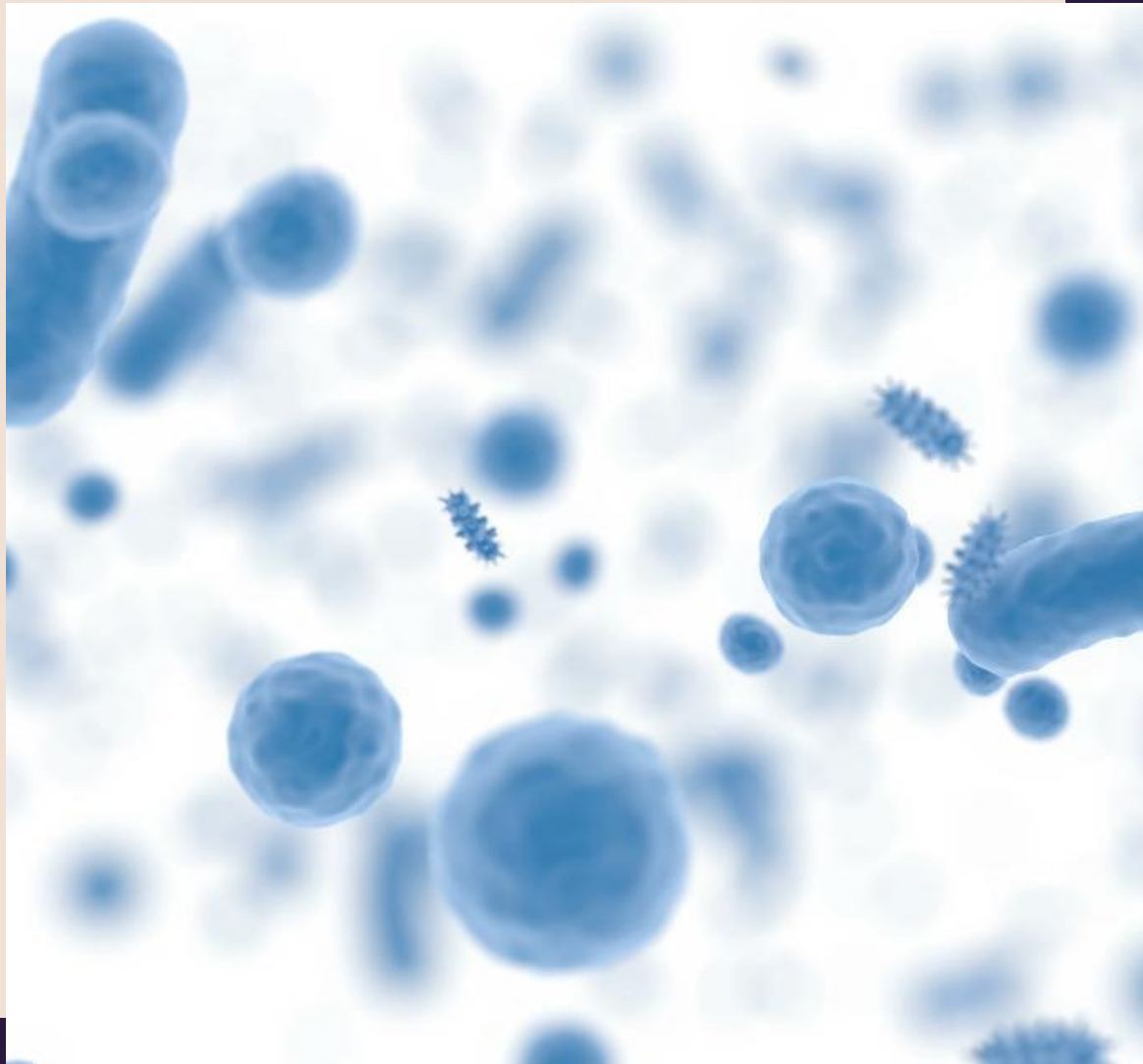
Do you know the difference between vagina and vulva?

Base: Women (n=3872)

% Yes

Yes, absolutely





Text displayed to respondents:

In the next questions, we will discuss the vaginal microbiome, also known as vaginal flora. Please read before answering the next questions.

Many people say “vagina” whereas they usually refer to the vulva. The vulva is the outside, visible part of your genitals — your labia (lips), clitoris, vaginal opening, and the opening to your urethra (the hole you pee out of). The vagina is the inside - the stretchy tube that connects your vulva to your cervix and uterus. The vagina allows for sexual intercourse and birth. It also channels menstrual flow.



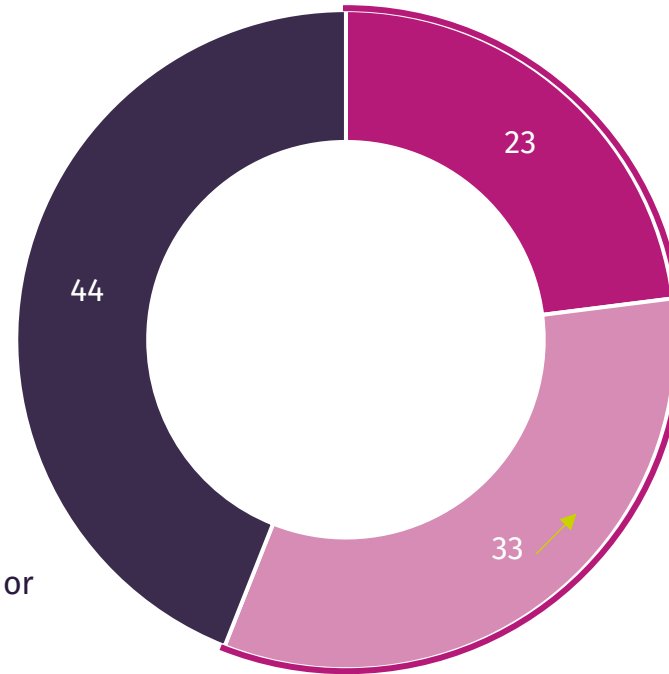
More than half of women are familiar with vaginal microbiome. However, only a minority know precisely what it is.



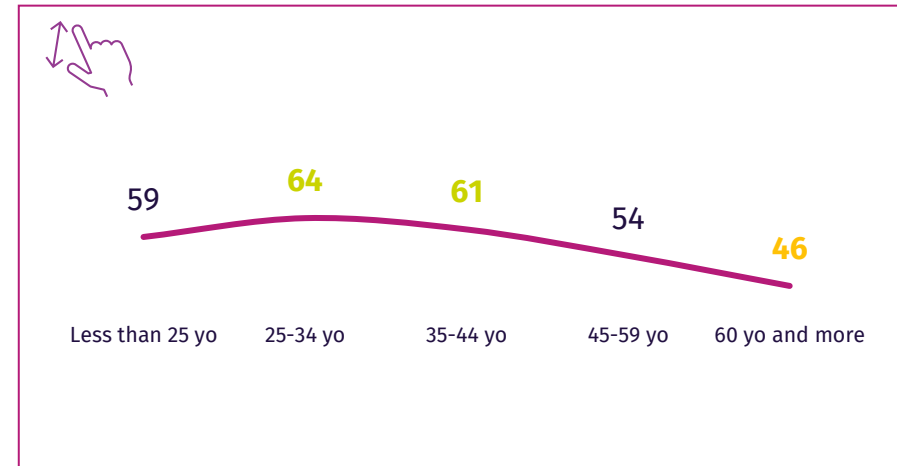
And more specifically, have you ever heard of the following terms?
Base: Women (n=3872)

Vaginal microbiome

- Yes, and I know exactly what it is
- Yes, but I don't know exactly what it is
- No, I ever heard about this microbiota or microbiome



56% have already heard about vaginal microbiome
+ 2 points vs 2025



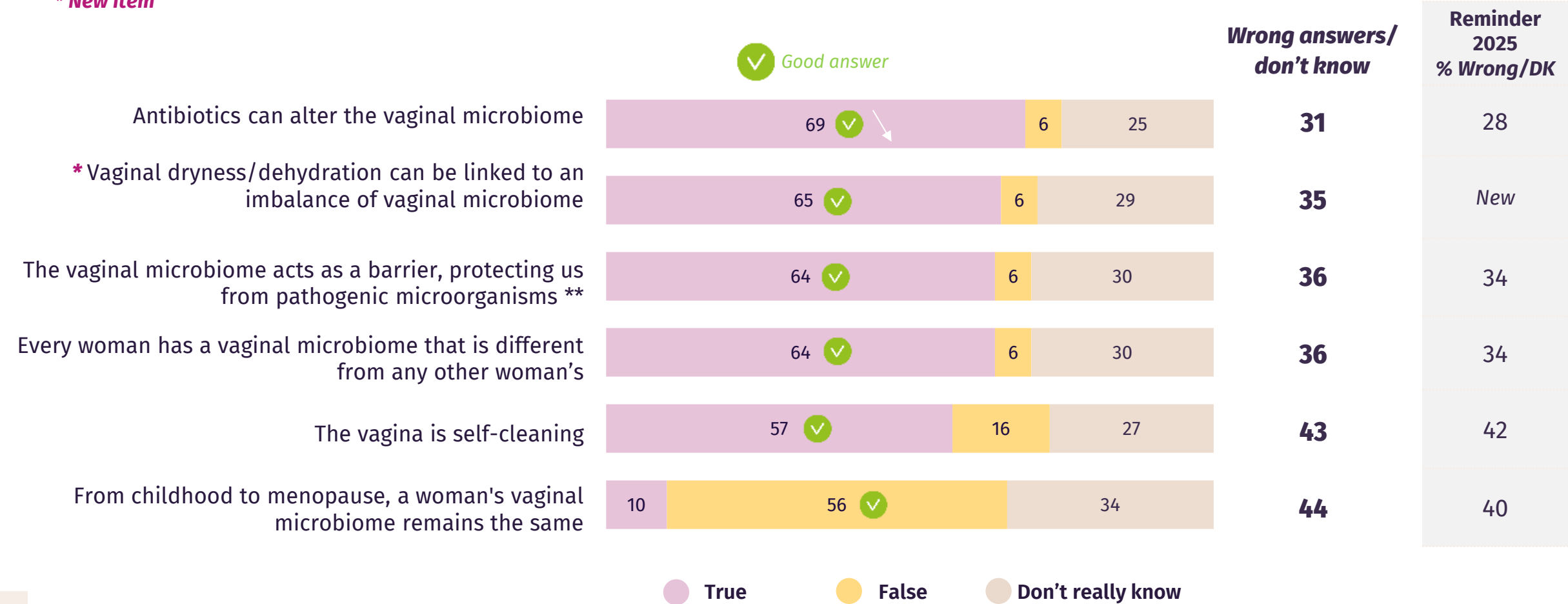
Women remain well informed about key aspects of the vaginal microbiome, even though some aspects show a decline compared to last year's results.

(1/2)



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=3872)

* New item



** For this item, the following definition was provided: a pathogenic organism is an organism which is capable of causing diseases in a host (person).

Moreover, women are less aware of how the gut microbiome, mode of delivery, and oestro-progestative pills affect the vaginal microbiome.

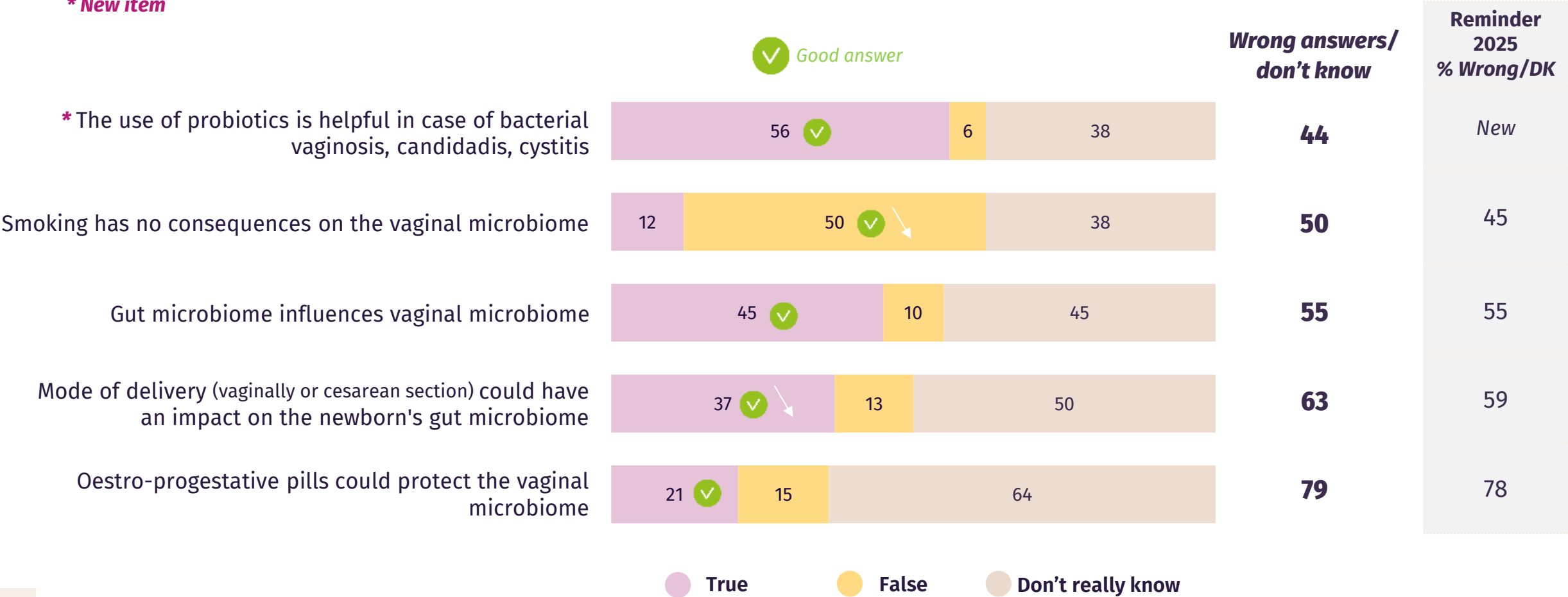


(2/2)



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=3872)

* New item





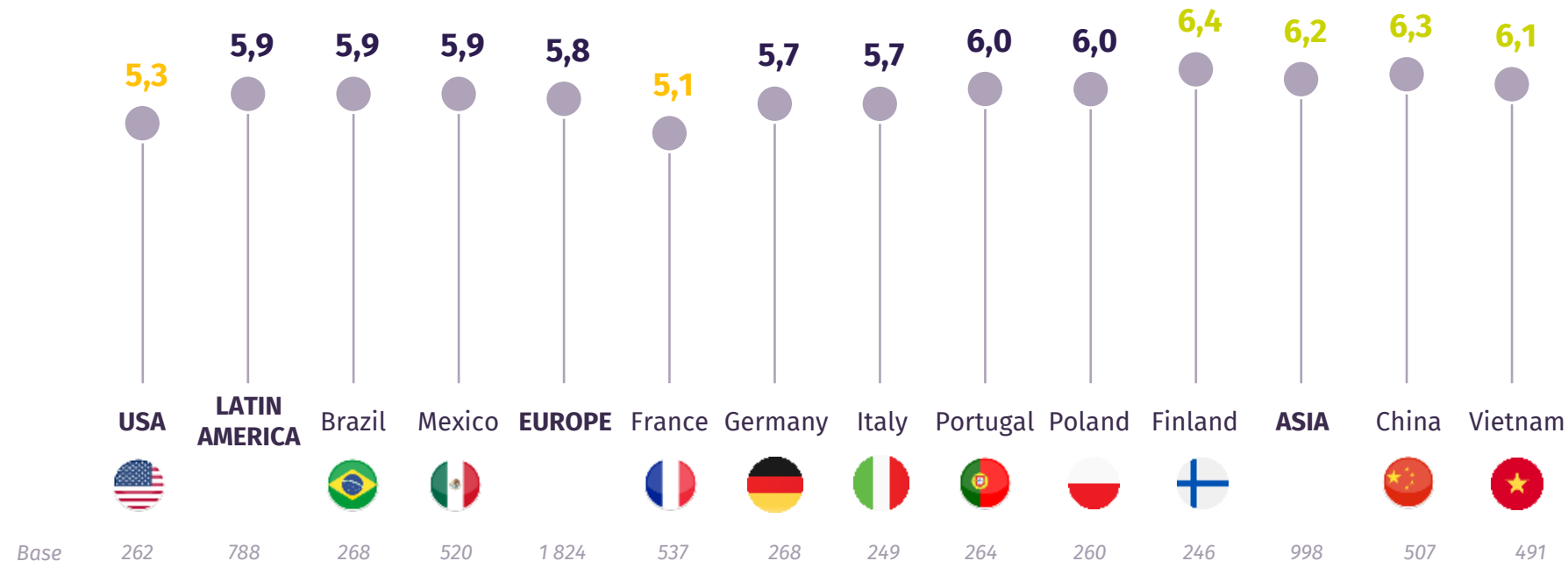
French and American women are the least informed about vaginal microbiome.



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=3872)



Number of good
responses on average



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



What is known about the vaginal microbiome depends on the country. (1/2)



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=3872)

% Good answer	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	3 872	262	788	268	520	1 824	537	268	249	264	260	246	998	507	491
Antibiotics can alter the vaginal microbiome	69	66	69	71	67	71	62	71	74	71	74	79	62	60	65
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome	65	53	65	62	69	64	57	64	60	68	68	70	71	67	75
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	64	52	68	63	73	61	60	59	63	68	74	44	72	71	73
Every woman has a vaginal microbiome that is different from any other woman's	64	56	65	60	68	66	61	64	67	69	63	70	59	53	65
The vagina is self-cleaning	57	58	54	53	55	57	59	62	38	65	47	73	61	71	51
From childhood to menopause, a woman's vaginal microbiome remains the same	56	53	56	62	50	57	50	55	60	68	52	58	55	61	49

● Significant differences vs total - superior

● Significant differences vs total - inferior



What is known about the vaginal microbiome depends on the country. (2/2)



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=3872)

% Good answer	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	3 872	262	788	268	520	1 824	537	268	249	264	260	246	998	507	491
The use of probiotics is helpful in case of bacterial vaginosis, candidiasis, cystitis	56	55	55	58	52	55	42	56	59	49	66	59	61	63	59
Smoking has no consequences on the vaginal microbiome	50	43	52	53	51	51	45	47	53	49	44	65	53	58	48
Gut microbiome influences vaginal microbiome	45	43	46	49	44	44	36	39	53	45	45	46	49	52	47
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome	37	33	34	37	30	35	23	35	31	30	41	52	47	47	47
Oestro-progestative pills could protect the vaginal microbiome	21	18	25	20	30	19	11	14	14	20	28	27	26	22	30

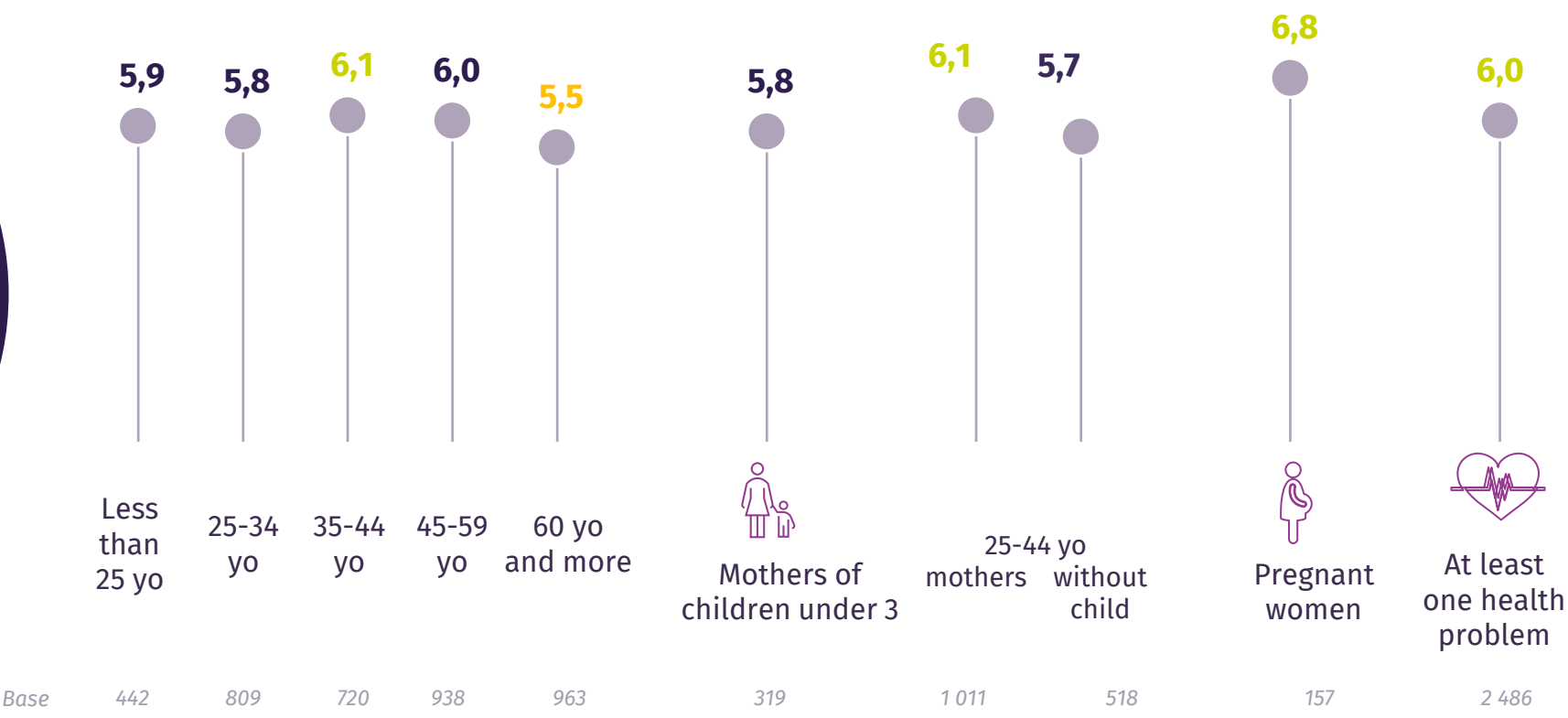
Pregnant women are significantly better informed about the vaginal microbiome than other women.



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=3872)



Number of good responses on average





Women's knowledge of the vaginal microbiome differs based on age.

(1/2)



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=3872)

% Good answer	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Mothers of children under 3	25-44 yo mothers	25-44 yo without child	Pregnant women
Base	3 872	442	809	720	938	963	319	1 011	518	157
Antibiotics can alter the vaginal microbiome	69	62	60	73	73	71	63	68	64	70
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome	65	66	67	67	65	61	63	67	67	81
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	64	62	60	65	66	64	58	65	58	73
Every woman has a vaginal microbiome that is different from any other woman's	64	64	62	65	67	61	61	62	66	70
The vagina is self-cleaning	57	64	61	61	57	50	55	59	64	64
From childhood to menopause, a woman's vaginal microbiome remains the same	56	56	54	58	59	54	51	56	56	60

● Significant differences vs total - superior

● Significant differences vs total - inferior



Women's knowledge of the vaginal microbiome differs based on age.

(2/2)



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=3872)

% Good answer		TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Mothers of children under 3	25-44 yo mothers	25-44 yo without child	Pregnant women
Base		3 872	442	809	720	938	963	319	1 011	518	157
The use of probiotics is helpful in case of bacterial vaginosis, candidiasis, cystitis		56	52	54	60	60	53	56	60	52	63
Smoking has no consequences on the vaginal microbiome		50	58	52	52	51	45	48	53	51	52
Gut microbiome influences vaginal microbiome		45	45	43	48	47	43	42	49	41	52
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome		37	39	44	41	35	31	49	48	34	57
Oestro-progestative pills could protect the vaginal microbiome		21	22	24	21	22	18	32	25	19	40



Significant differences vs total - superior



Significant differences vs total - inferior

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Knowledge varies depending on health conditions. Women with digestive disorders demonstrate stronger knowledge of vaginal microbiome.

(1/2)



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=3872)

% Good answer	AT LEAST ONE HEALTH PROBLEM		Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Mental health conditions	Cancer	Allergies
	TOTAL	2 486											
	Base	3872	417	587	259	685	423	150	401	632	662	156	1 117
Antibiotics can alter the vaginal microbiome	69	72	67	74	68	73	76	60	74	73	71	68	74
Vaginal dryness/dehydration can be linked to an imbalance of vaginal microbiome	65	67	65	66	63	72	71	67	71	68	71	58	69
The vaginal microbiome acts as a barrier, protecting us from pathogenic microorganisms	64	66	61	65	59	71	66	64	66	69	65	59	66
Every woman has a vaginal microbiome that is different from any other woman's	64	65	62	67	61	71	67	67	70	65	67	62	68
The vagina is self-cleaning	57	58	57	51	49	59	61	54	60	55	63	55	62
From childhood to menopause, a woman's vaginal microbiome remains the same	56	58	53	59	44	62	60	37	57	59	59	49	61



Women experiencing genitourinary and kidney disorders also seem to be more aware of vaginal microbiome. (2/2)



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=3872)

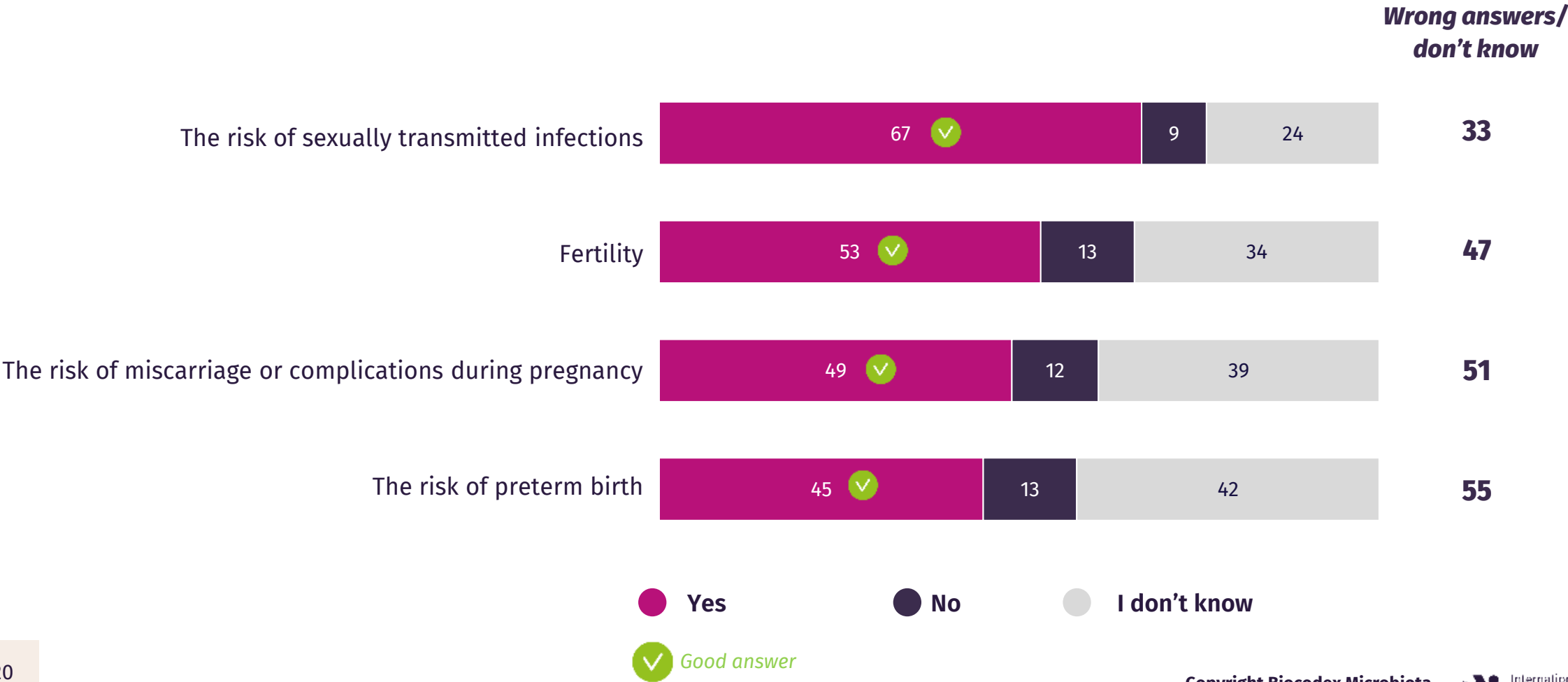
% Good answer	AT LEAST ONE HEALTH PROBLEM		Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Mental health conditions	Cancer	Allergies	
	Base	3872	2 486	417	587	259	685	423	150	401	632	662	156	1 117
The use of probiotics is helpful in case of bacterial Vaginosis vaginosis, candidadis, cystitis		56	57	55	58	48	61	66	57	60	58	58	56	59
Smoking has no consequences on the vaginal microbiome		50	52	49	47	43	54	52	49	48	47	54	36	52
Gut microbiome influences vaginal microbiome		45	47	49	48	43	50	53	50	48	49	47	47	50
Mode of delivery (vaginally or cesarean section) could have an impact on the newborn's gut microbiome		37	38	40	36	36	41	43	54	43	40	43	40	38
Oestro-progestative pills could protect the vaginal microbiome		21	21	24	22	24	23	27	37	26	24	21	18	23



Women’s knowledge about the impacts of an imbalanced vaginal microbiome is moderate, with STIs being the only exception.



Do you think that imbalances in the vaginal microbiome can have an impact on:
Base: Women (n=3872)



In Europe, awareness of the health impacts of an imbalanced vaginal microbiome is lower.



Do you think that imbalances in the vaginal microbiome can have an impact on:
Base: Women (n=3872)

	% Yes														
	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	3 872	262	788	268	520	1 824	537	268	249	264	260	246	998	507	491
The risk of sexually transmitted infections	67	57	75	71	78	63	50	56	65	72	72	59	78	73	82
Fertility	53	51	60	59	60	47	32	49	52	50	53	48	68	57	78
The risk of miscarriage or complications during pregnancy	49	40	57	57	57	40	28	37	39	46	50	39	71	66	75
The risk of preterm birth	45	38	54	54	54	35	21	37	38	39	43	34	66	57	74



Significant differences vs total - superior



Significant differences vs total - inferior

Mothers and young women are more informed about the consequences of an imbalanced vaginal microbiome.



Do you think that imbalances in the vaginal microbiome can have an impact on:
Base: Women (n=3872)

% Yes

	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Mothers of children under 3	25-44 yo mothers	25-44 yo without child
Base	3 872	442	809	720	938	963	319	1 011	518
The risk of sexually transmitted infections	67	76	68	69	66	62	74	73	62
Fertility	53	63	58	58	52	44	63	61	53
The risk of miscarriage or complications during pregnancy	49	56	53	53	49	39	62	59	42
The risk of preterm birth	45	47	48	54	44	35	60	58	38



Significant differences vs total - superior



Significant differences vs total - inferior



Health problems don't lead to better understanding of the vaginal microbiome balance.



Do you think that imbalances in the vaginal microbiome can have an impact on:
Base: Women (n=3872)

% Yes	TOTAL		AT LEAST ONE HEALTH PROBLEM	Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Mental health conditions	Cancer	Allergies
	Base	2 486		417	587	259	685	423	150	401	632	662	156	1 117
The risk of sexually transmitted infections	67	68		64	68	62	71	74	65	68	70	67	57	69
Fertility	53	55		51	52	45	61	58	62	58	55	55	49	57
The risk of miscarriage or complications during pregnancy	49	49		46	48	48	53	57	56	52	52	51	43	50
The risk of preterm birth	45	45		43	45	40	49	51	54	51	49	45	41	44

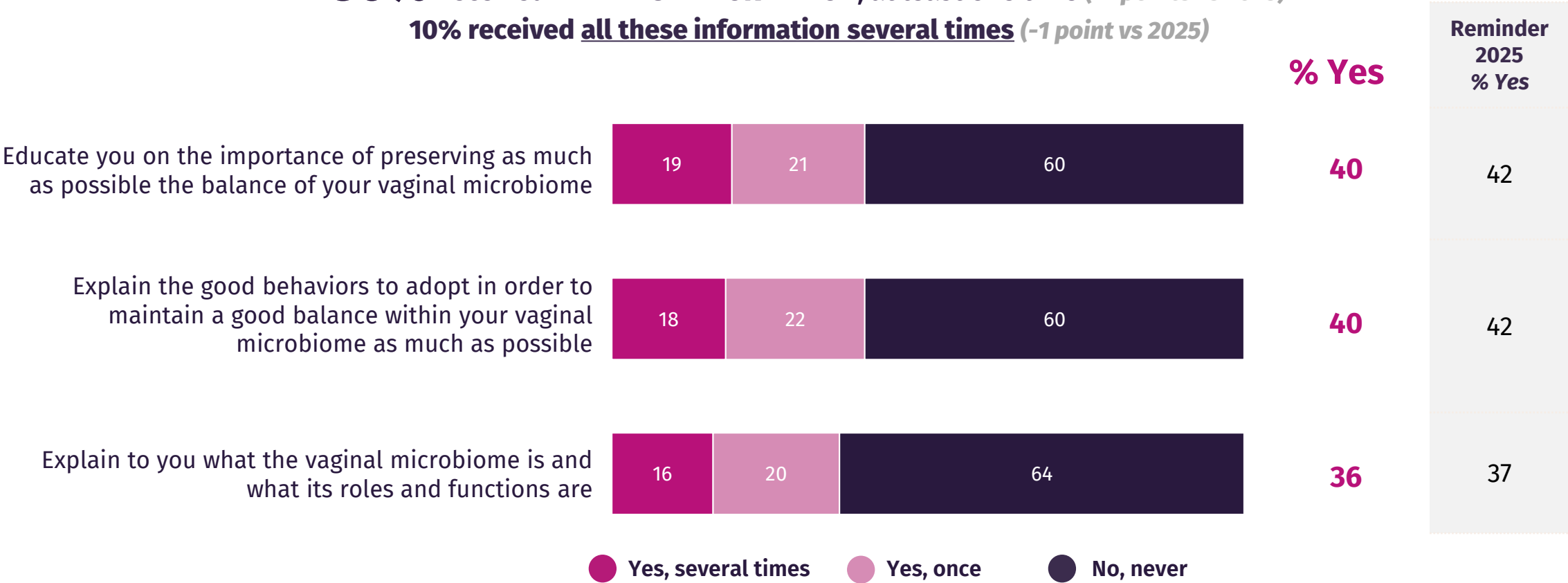


Information given by healthcare professionals about vaginal microbiome is showing no improvement this year.



Have healthcare professionals talked to you about the following? *
Base: Women (n=3872)

30% received **ALL THESE INFORMATION**, at least one time (-2 points vs 2025)
10% received all these information several times (-1 point vs 2025)



*The wording of the question has been slightly modified this year

When medically informed about vaginal microbiome, women show higher levels of understanding of it.



Women who have had all information about vaginal microbiome, several times from HCPs (n=421)

Have healthcare professionals talked to you about the following?

Awareness of the vaginal microbiome & its diversity	
Know exactly what is « vaginal microbiome »	54% vs 23%*
Subtotal « Aware »	81% vs 56%
Level of knowledge around the vaginal microbiome	
Mean of good answers	7,8/11 vs 5,8/11
Knowledge of the health impacts on a vaginal microbiome imbalance	
Know about all aspects	55% vs 30%
Talking about intimate health concerns with HCPs	
Would easily talk about all concerns with an HCPs	75% vs 52%

* *Reading note:* Among women who have received all the information on vaginal microbiome several times from HCPs, 54% know exactly what is the vaginal microbiome, versus 23% among all women.



Among women, Latin American and Asian respondents are most likely to report receiving information about the vaginal microbiome from HCPs.



Have healthcare professionals talked to you about the following? *

Base: Women (n=3872)

% Yes

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	3 872	262	788	268	520	1 824	537	268	249	264	260	246	998	507	491
% Have received ALL THESE INFORMATION, at least one time	30	20	36	34	39	22	17	15	27	32	24	18	54	50	59
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	40	28	49	45	52	30	25	19	37	42	32	26	66	61	71
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	40	27	50	47	52	30	25	20	37	42	31	28	65	62	67
Explain to you what the vaginal microbiome is and what its roles and functions are	36	24	42	40	45	27	21	19	33	35	29	21	63	55	71



Significant differences vs total - superior



Significant differences vs total - inferior

*The wording of the question has been slightly modified this year

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In the last 2 years, there has been minimal improvement in the information provided by healthcare professionals to women regarding the vaginal microbiome.

 Have healthcare professionals talked to you about the following?
Base: Women (n=3872)

% received all these information,
at least one time

		2023		2024		2025	2026
CONSTANT SCOPE		31	↗	39	↘	34	32
	USA	16	↗	33		37	↘ 20
	Brazil	35	↗	50	↘	37	34
	Mexico	39		44	↘	28	↗ 39
	France	18		22		20	17
	Portugal	24	↗	36		30	32
	China	55	↘	47		52	50
	Germany	-		-		21	15
	Italy	-		-		29	27
	Poland	-		29		26	24
	Finland	-		18		17	18
	Vietnam	-		62		61	59

* The wording of the question has been slightly modified this year

Older women and childless women receive less medically-sourced information about vaginal microbiome compared to other women.



Have healthcare professionals talked to you about the following?
Base: Women (n=3872)

% Yes	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	Pregnant women	25-44 yo mothers	25-44 yo without child
	Base 3 872	442	809	720	938	963	157	1 011	518
% Have received ALL THESE INFORMATION, at least one time	30	32	38	34	32	20	61	43	24
Educate you on the importance of preserving as much as possible the balance of your vaginal microbiome	40	44	48	45	38	29	73	55	33
Explain the good behaviors to adopt in order to maintain a good balance within your vaginal microbiome as much as possible	40	43	49	44	40	28	70	54	34
Explain to you what the vaginal microbiome is and what its roles and functions are	36	39	46	40	34	25	71	50	31



Significant differences vs total - superior



Significant differences vs total - inferior

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Among women with health problems, those living with genitourinary or neurological disorders get information about the vaginal microbiome more frequently.



Have healthcare professionals talked to you about the following?
Base: Women (n=3872)

% Yes

AT LEAST
ONE HEALTH
PROBLEM

Base

3 872

2 486

Respiratory
diseases

417

Cardiovascular
diseases

587

Diabetes

259

Digestive
disorders

685

Genitourinary
and kidney
disorders

423

Neurological
disorders

150

Autoimmune
disease

401

Osteoarticular
diseases

632

Mental
health
conditions

662

Cancer

156

Allergies

1 117

% Have received ALL THESE
INFORMATION, at least one time

30

32

35

30

32

36

45

48

32

37

33

34

34

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

40

42

48

38

41

46

55

62

40

44

42

39

45

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

40

42

46

38

42

45

58

58

39

46

43

40

45

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

36

37

43

35

35

42

51

57

37

41

39

36

39

Topics about intimate health related to the vaginal microbiome are far from common during medical consultations with healthcare professionals.



And more specifically, have healthcare professionals talked to you about the following?
Base: Women (n=3872)

25% of women report that healthcare professionals discussed all these topics



European and American women have received less hygiene advice from healthcare professionals about the vaginal microbiome.



And more specifically, have healthcare professionals talked to you about the following?

Base: Women (n=3872)

% Yes	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	3 872	262	788	268	520	1 824	537	268	249	264	260	246	998	507	491
Guidance on the appropriate way to clean your intimate areas	47	38	58	57	58	38	35	26	47	43	31	48	68	59	76
The influence of hygiene products for intimate toilet on vaginal microbiome	47	30	57	57	56	40	35	29	48	51	35	40	67	60	73
The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome	42	27	54	53	54	34	29	22	41	47	30	35	64	57	70
Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome	37	29	47	48	46	27	18	17	33	37	26	33	59	53	65



Significant differences vs total - superior



Significant differences vs total - inferior

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Women under 35 and mothers are more likely to discuss vaginal microbiome hygiene practices with healthcare professionals.



And more specifically, have healthcare professionals talked to you about the following?

Base: Women (n=3872)

% Yes	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	With child	Without child	Mothers of children under 3	25-44 yo mothers	25-44 yo without child
	Base 3 872	442	809	720	938	963	1 640	2 232	319	1 011	518
Guidance on the appropriate way to clean your intimate areas	47	51	53	50	47	39	57	41	61	56	43
The influence of hygiene products for intimate toilet on vaginal microbiome	47	52	53	50	46	38	57	40	61	57	43
The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome	42	51	48	45	42	33	54	35	61	52	38
Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome	37	45	48	41	34	24	50	28	61	50	36



Significant differences vs total - superior



Significant differences vs total - inferior

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Among women suffering from health problems, those with genitourinary, neurological disorders, or allergies have had more medical information about hygiene matters concerning vaginal microbiome.



And more specifically, have healthcare professionals talked to you about the following?

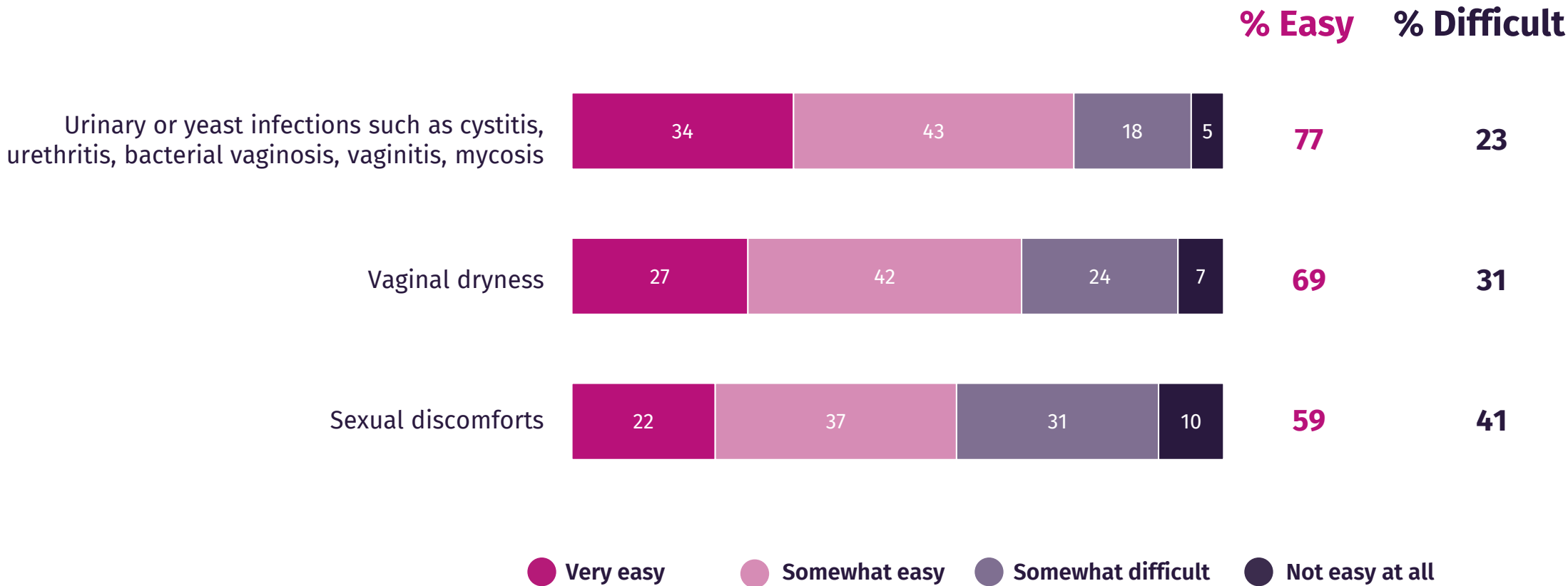
Base: Women (n=3872)

% Yes	AT LEAST ONE HEALTH PROBLEM		Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Mental health conditions	Cancer	Allergies
	TOTAL	Base	417	587	259	685	423	150	401	632	662	156	1 117
Guidance on the appropriate way to clean your intimate areas	47	50	52	45	49	50	66	58	46	50	53	45	52
The influence of hygiene products for intimate toilet on vaginal microbiome	47	49	51	48	49	49	62	62	50	49	50	49	53
The influence of other hygiene products (sanitary pads, tampons, menstrual cups...) on vaginal microbiome	42	44	46	40	46	44	57	58	43	45	46	45	48
Information about how sexual intercourse can potentially disrupt the natural balance of the vaginal microbiome	37	39	40	33	37	40	53	51	36	36	44	38	43

Discussing intimate health concerns can be challenging for a minority of women, yet it still represents a significant portion of them.



How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?
Base: Women (n=3872)



The taboo around intimate health concerns appears to be even more pronounced in France, Germany, China, and Vietnam.



How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?
Base: Women (n=3872)

% Easy

	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Base	3 872	262	788	268	520	1 824	537	268	249	264	260	246	998	507	491
Urinary or yeast infections such as cystitis, urethritis, bacterial vaginosis, vaginitis, mycosis	77	81	76	76	75	78	77	69	81	85	73	85	72	71	72
Vaginal dryness	69	76	68	68	68	68	61	58	72	76	64	78	66	61	72
Sexual discomforts	59	67	66	63	68	56	49	48	60	68	47	65	55	53	57

Women under 35 are more reluctant to talk about intimate health concerns with healthcare professionals.



How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?
 Base: Women (n=3872)

% Easy

	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more	With child	Without child	Parents of children under 3	25-44 yo parents	25-44 yo without child
Base	3 872	442	809	720	938	963	1 640	2 232	319	1 011	518
Urinary or yeast infections such as cystitis, urethritis, bacterial vaginosis, vaginitis, mycosis	77	66	71	79	80	81	77	77	75	78	71
Vaginal dryness	69	57	63	70	72	73	69	68	69	70	61
Sexual discomforts	59	48	57	62	62	59	61	57	63	62	54



Women with health problems are slightly more comfortable talking about intimate health concerns with healthcare professionals.



How easily do you talk, or would you talk, about the following intimate health concerns with healthcare professionals?
Base: Women (n=3872)

	% Easy		Respiratory diseases	Cardiovascular diseases	Diabetes	Digestive disorders	Genitourinary and kidney disorders	Neurological disorders	Autoimmune disease	Osteoarticular diseases	Mental health conditions	Cancer	Allergies
	TOTAL	AT LEAST ONE HEALTH PROBLEM											
	Base	2 486	417	587	259	685	423	150	401	632	662	156	1 117
Urinary or yeast infections such as cystitis, urethritis, bacterial vaginosis, vaginitis, mycosis	77	78	80	79	76	80	80	67	73	80	76	82	80
Vaginal dryness	69	71	74	77	71	74	74	71	70	76	68	79	74
Sexual discomforts	59	61	63	64	64	64	66	63	57	63	64	67	64



Significant differences vs total - superior



Significant differences vs total - inferior



Significant differences vs at least one health problem - superior



Significant differences vs at least one health problem - inferior

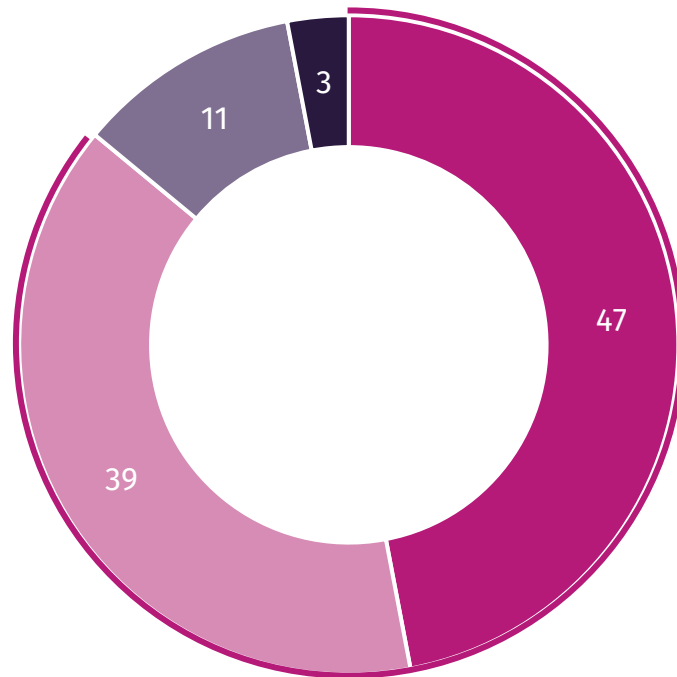


Women signal a strong need for more information about the vaginal microbiome and its related health impacts.



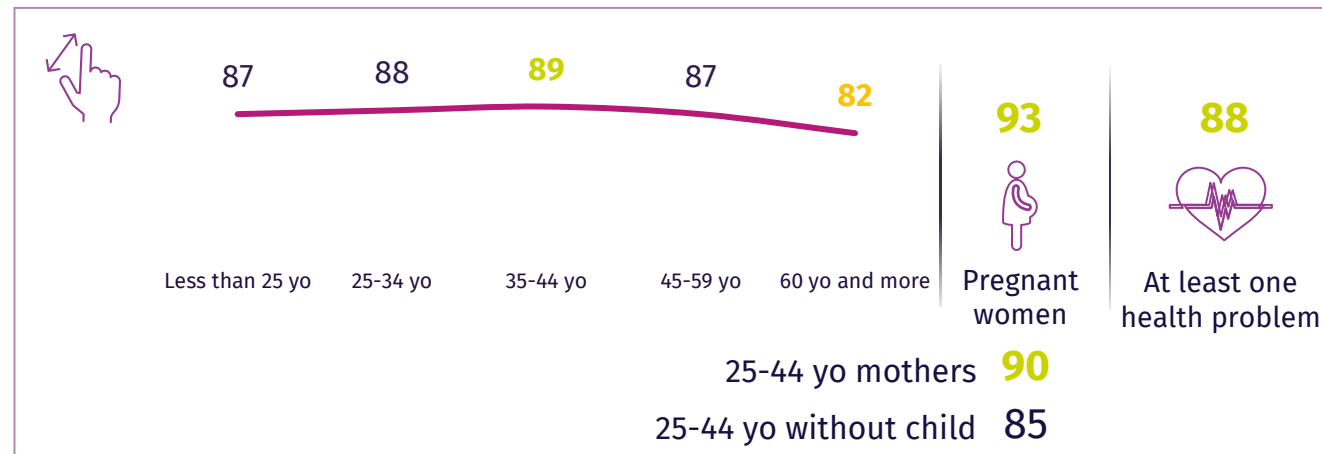
And would you like the healthcare professional monitoring your gynecological health to tell you more about the importance of your vaginal microbiome and its impact on your health?

Base: Women (n=3872)



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

86% would like to have more information about the importance of the vaginal microbiome and its impact on health
+ 1 point vs 2025



Significant differences vs total - superior

Significant differences vs total - inferior



Latina, Portuguese, and Vietnamese women show above-average interest in understanding the vaginal microbiome's importance and its impact on health.

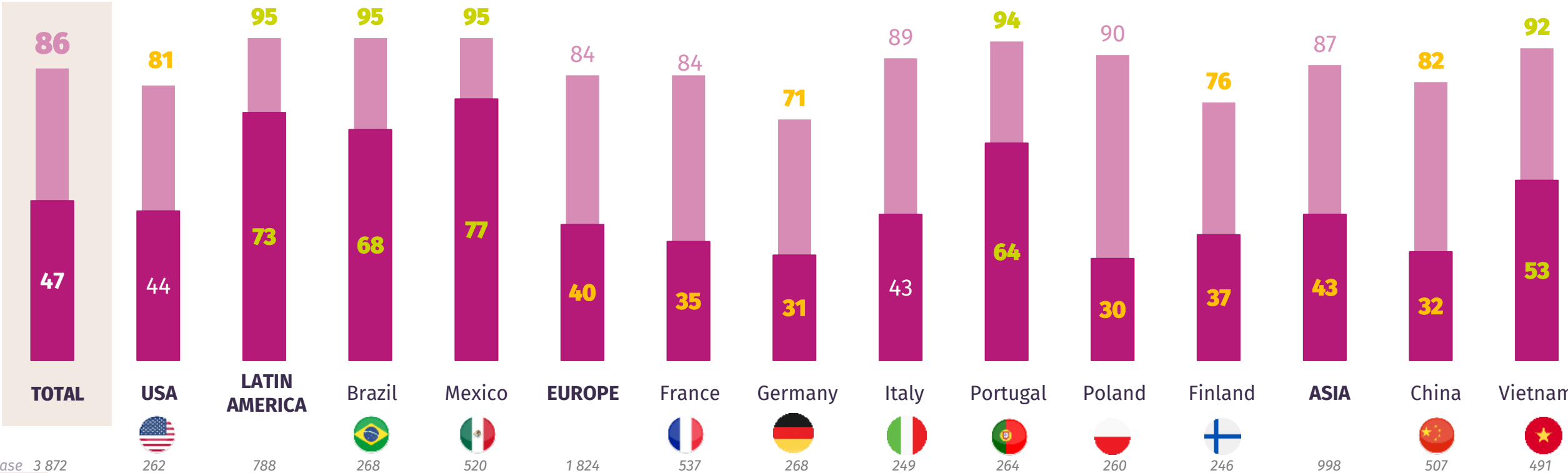


And would you like the healthcare professional monitoring your gynecological health to tell you more about the importance of your vaginal microbiome and its impact on your health?

Base: Women (n=3872)

% Yes

Yes, absolutely



Base: 3 872

39

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

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Women with health conditions show greater demand for information about their vaginal microbiome.

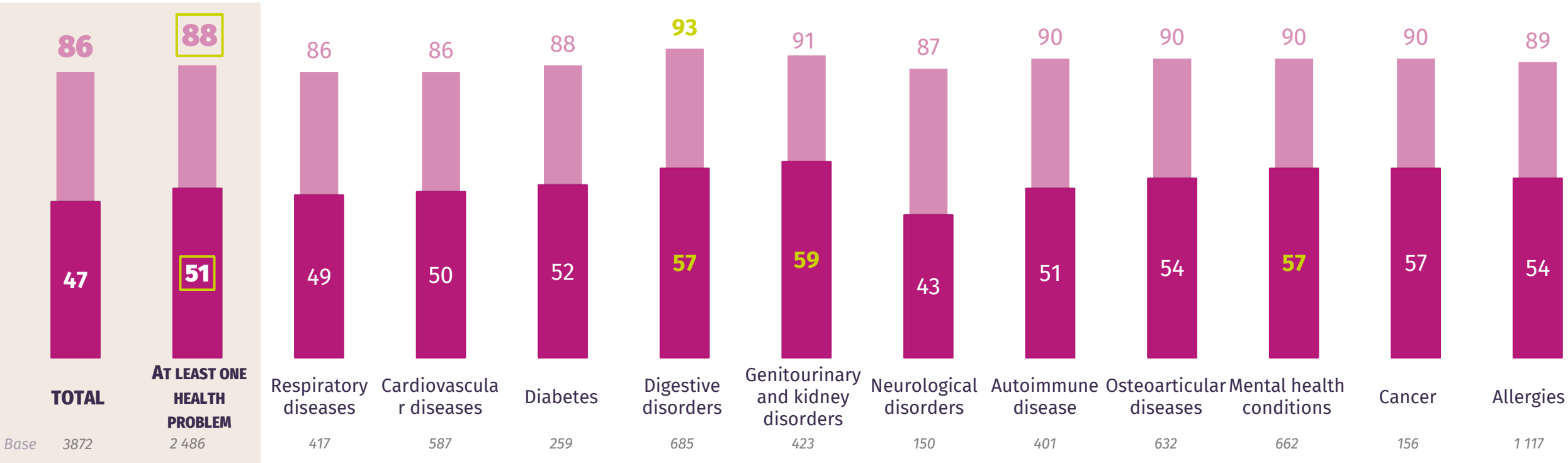


And would you like the healthcare professional monitoring your gynecological health to tell you more about the importance of your vaginal microbiome and its impact on your health?

Base: Women (n=3872)

% Yes

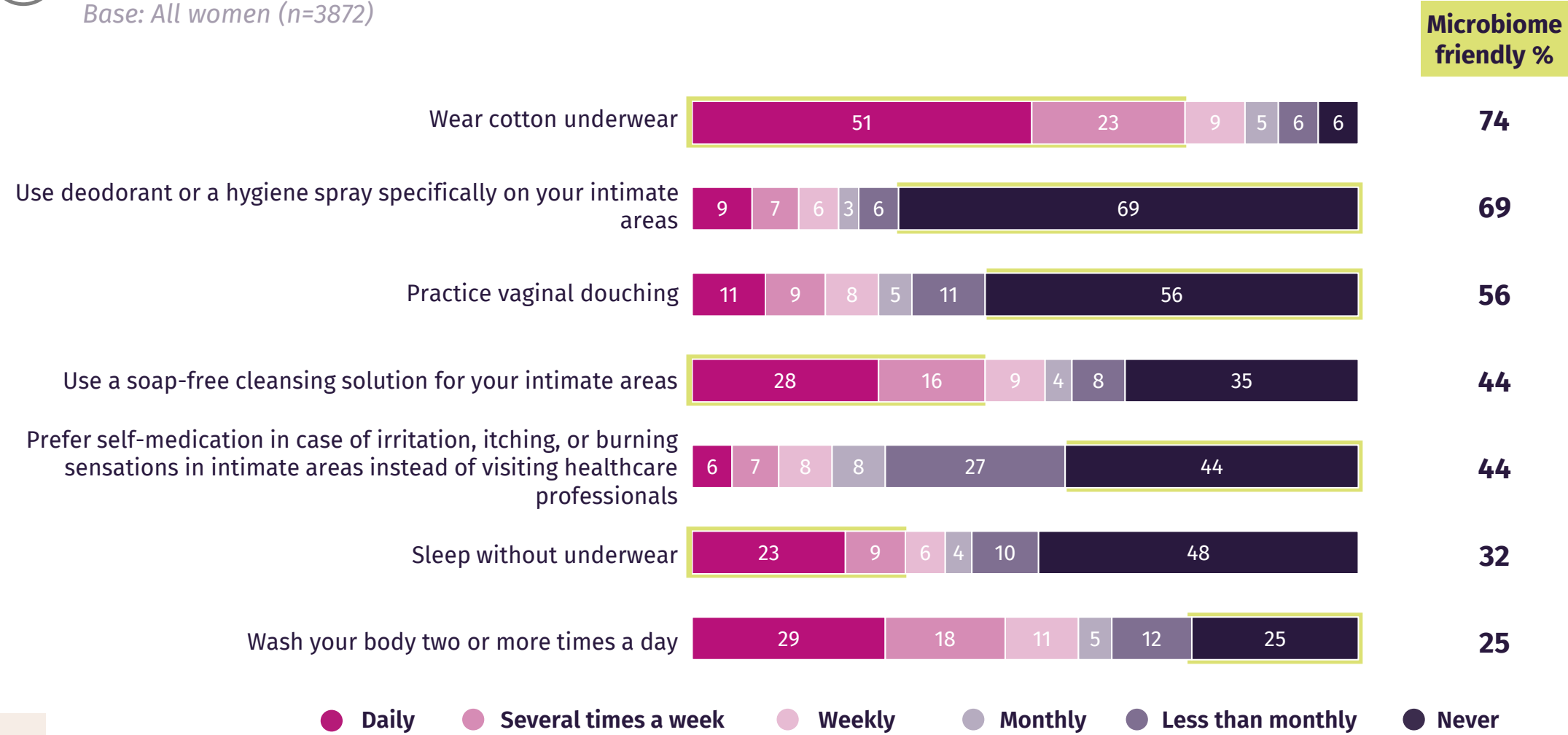
Yes, absolutely



Many women don't adopt protective behaviors for their vaginal microbiome, such as avoiding vaginal douching or avoiding self-medication.



How often do you include the following in your daily life?
Regarding your intimate hygiene practices, which of the following behaviors do you perform?
Base: All women (n=3872)



A great diversity of intimate and hygiene-related behaviors adopted across countries.



How often do you include the following in your daily life?

Regarding your intimate hygiene practices, which of the following behaviors do you perform?

Base: All women (n=3872)

% "Microbiome friendly"	TOTAL	USA	LATIN AMERICA	Brazil	Mexico	EUROPE	France	Germany	Italy	Portugal	Poland	Finland	ASIA	China	Vietnam
Wear cotton underwear	74	73	74	67	81	73	74	69	80	77	81	60	73	79	66
Use deodorant or a hygiene spray specifically on your intimate areas	69	65	67	69	65	80	86	87	67	76	76	87	39	57	21
Practice vaginal douching	56	72	57	61	52	61	70	69	52	48	71	58	30	18	42
Use a soap-free cleansing solution for your intimate areas	44	34	37	35	40	46	46	32	58	56	66	22	50	33	65
Prefer self-medication in case of irritation, itching, or burning sensations in intimate areas instead of visiting healthcare professionals	44	44	54	51	56	44	59	53	37	57	37	20	34	38	31
Sleep without underwear	32	37	36	51	21	32	43	24	17	33	35	37	27	14	40
Wash your body two or more times a day	25	33	20	6	33	27	46	30	12	19	18	38	19	33	5



The youngest are less likely to adopt protective personal hygiene behaviors than others.



How often do you include the following in your daily life?

Regarding your intimate hygiene practices, which of the following behaviors do you perform?

Base: All women (n=3872)

% "Microbiome friendly"	TOTAL	Less than 25 yo	25-34 yo	35-44 yo	45-59 yo	60 yo and more
	Base 3872	442	809	720	938	963
Wear cotton underwear	74	64	67	72	76	80
Use deodorant or a hygiene spray specifically on your intimate areas	69	64	58	68	71	77
Practice vaginal douching	56	50	50	56	58	61
Use a soap-free cleansing solution for your intimate areas	44	36	46	45	44	46
Prefer self-medication in case of irritation, itching, or burning sensations in intimate areas instead of visiting healthcare professionals	44	48	39	43	43	48
Sleep without underwear	32	31	30	34	31	34
Wash your body two or more times a day	25	25	22	23	25	28



Significant differences vs total - superior



Significant differences vs total - inferior

THANK YOU