

NEARLY

6 OUT OF 10 PEOPLE

SAY THEY HAVE

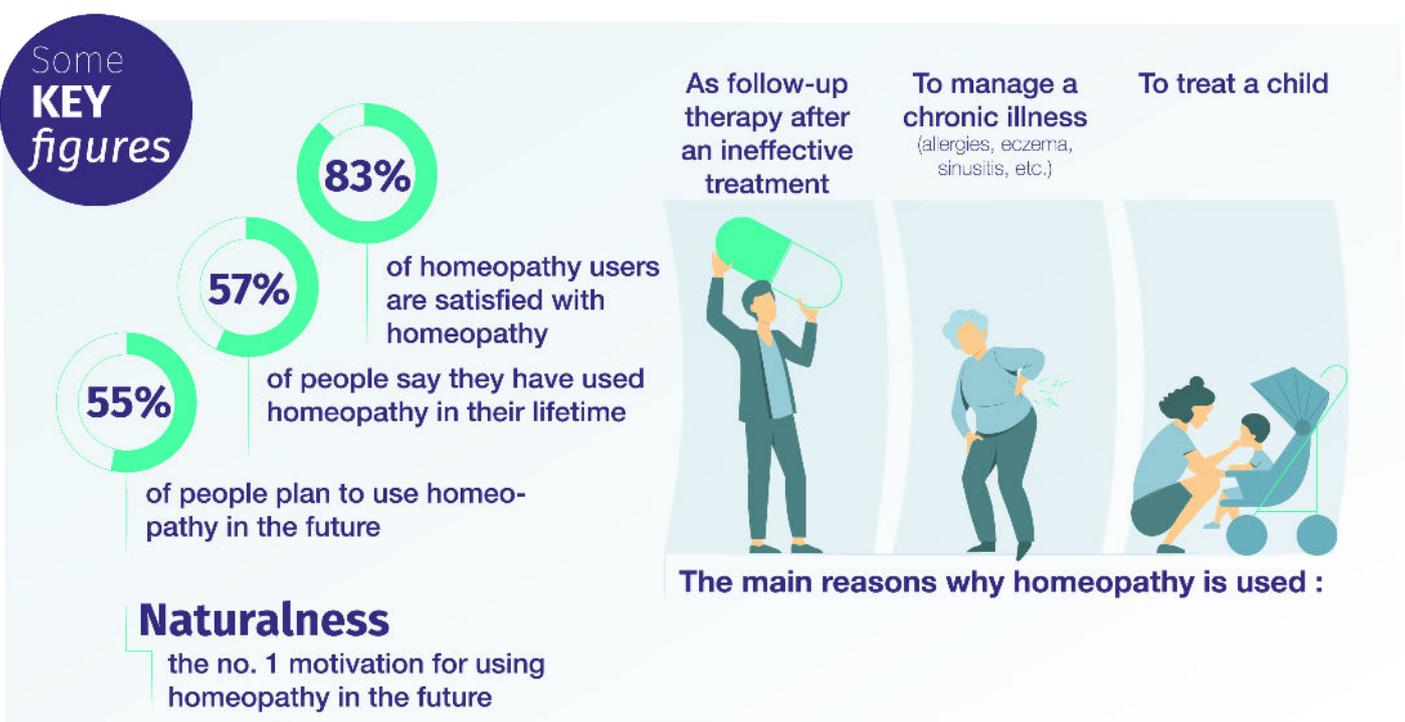
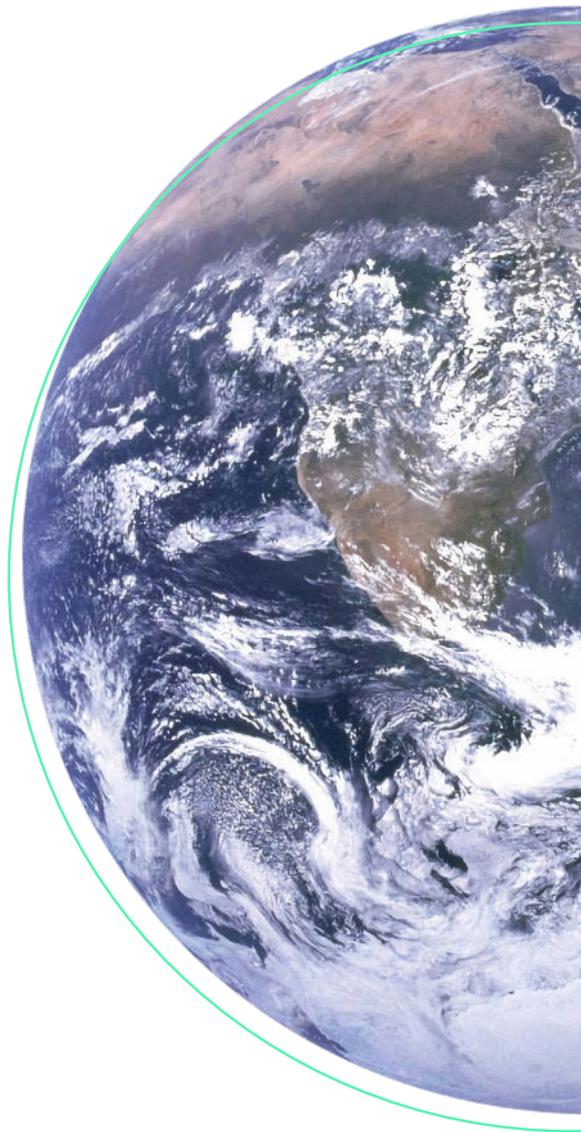
USED HOMEOPATHY

IN THEIR LIFETIME

## THE LATEST DATA ON THE USE OF HOMEOPATHY WORLDWIDE

Conducted over 18 months a sample of 16,334 people interviewed in 16 countries\*, the international survey by Toluna Harris Interactive aimed to evaluate how homeopathy is perceived and used around the world. The initial results are insightful: 57% of people say they have used homeopathy in their lifetime and 55% plan to use it in the future, because they believe that homeopathic treatments are natural and have no side effects. Read on to find out more.

\* France, Spain, Italy, Germany, USA, UK, Canada, Colombia, Brazil, Bulgaria, Hungary, Poland, Czech Republic, Romania, Slovakia, and India.

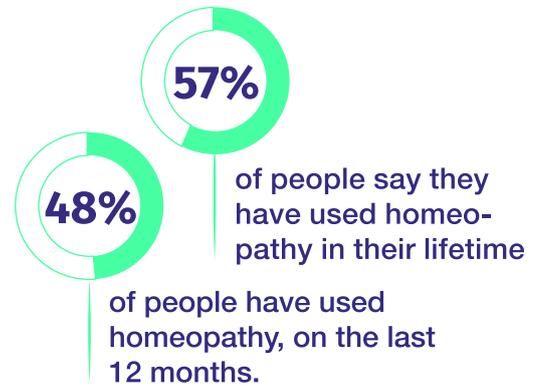


# USE OF HOMEOPATHY CONFIRMED WORLDWIDE

Homeopathy is a popular and internationally recognised medical practice.

In the 16 countries surveyed, **57% of people say they have used homeopathy in their lifetime.**

Focusing on the last 12 months, an average of **48% of people have used homeopathy, either regularly or occasionally.**



## The main current rates of use, from one country to another

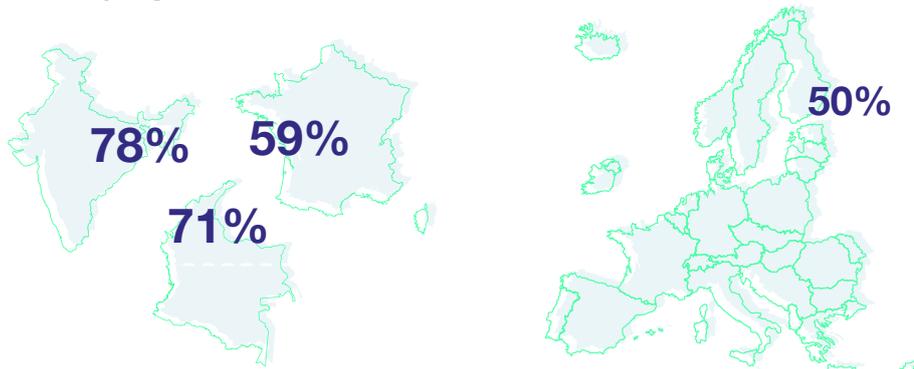
The use of homeopathy varies from country to country.

In the 16 countries surveyed, **use over the last 12 months ranged from 27% (in Canada) to 78% (in India).** These variations can be linked to the history of homeopathy in the country, the number of laboratories offering homeopathy, the population's appetite for complementary medicine, the way the country's healthcare system works, and the presence of healthcare professionals practising homeopathy.

In a number of countries, **the use of homeopathy is particularly well-established.**

For example, **India (78%), Colombia (71%), and France (59%)** have very high use rates.

**In Europe, several countries are close to a 50% user rate,** including Germany, Italy, Bulgaria, and Romania.



## More than 8 out of 10 homeopathy users are satisfied

Homeopathy has a large base of regular and occasional users who are satisfied with the treatments offered. The survey shows that an average of **83% of homeopathy users are satisfied.** It can also be noted that **all countries\* have a satisfaction rate of over 75%.**



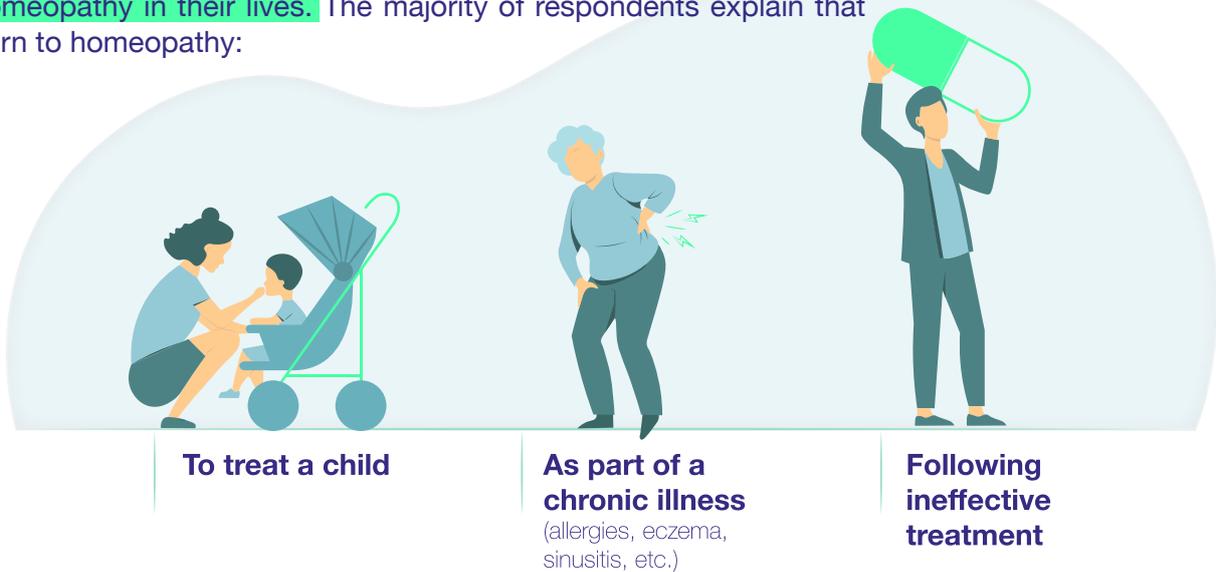
**In the vast majority of European countries, more than 8 out of 10 people surveyed are satisfied with these treatments.** This is the case for the Czech Republic (81%), Spain (84%), Italy (81%), and Hungary (82%). On the other side of the Atlantic, the scores are very high **in the USA and Colombia, where 9 out of 10 people are satisfied with homeopathy. Brazil shows a record level of satisfaction, at 96%.**

*\* With the exception of Canada*

## A wide range of uses throughout life

Homeopathy can be used for a wide variety of purposes throughout a lifetime. Indeed, homeopathy is suitable for everyone, from pregnant women and infants to the elderly.

Nevertheless, there are **three main reasons why people in all countries use homeopathy in their lives.** The majority of respondents explain that they turn to homeopathy:



In some countries, homeopathy is also a very popular **ally for athletes.** In particular, it promotes recovery. This use is particularly prevalent in the USA, Colombia, Italy, and Spain.

## MORE THAN 1 IN 2 PEOPLE PLAN TO USE HOMEOPATHY: A PROMISING FUTURE

### Homeopathy, considered for the future

Homeopathy is being considered for the future and its anticipated use corresponds to a form of continuity. More than 1 in 2 people plan to use homeopathy in the future. India, Colombia, Brazil, France, and Bulgaria are the first 5 countries resolutely focused to homeopathy for the future.

The rate is higher among regular and occasional homeopathy users. **74% of them want to turn to homeopathy again to treat themselves at some point in the future.** This figure reveals a strong attachment to this form of therapy.

### NATURALNESS

#### the no. 1 motivation for using homeopathy in the future

Unanimously, the no. 1 reason given by people intending to use homeopathy in the future is **the naturalness of homeopathic treatments and their perceived absence of side effects.**

These potential users also see other advantages, including **safety, greater respect for their health, and effectiveness.**



More specifically, with regard to these various motivations :



of people cite naturalness as their main motivation, underlining the desire to avoid known side effects.



say they want to avoid chemical medicines, emphasising their preference for natural solutions.



affirm that homeopathic medicines are better for their health.



highlight the effectiveness of homeopathic medicines.



These expectations are fully in line with the very essence of homeopathy. Homeopathic medicines are an effective and respectful solution for human health, with no known side effects.

## Healthcare professionals: key players when it comes to providing advice

In almost **80% of cases**, people planning to use homeopathy in the future **will turn first to their healthcare professionals** (pharmacist, general practitioner or homeopathic doctor) **for advice**.



In detail, the primary sources of advice for the main countries are as follows:

### PHARMACIST

France	59%
Slovakia	54%
Czech Republic	52%
Germany	47%



### GENERAL PRACTITIONER

Romania	58%
Bulgaria	52%
Poland	47%
Italy	45%

### HOMEOPATHIC DOCTOR

Colombia	65%
India	64%
Brazil	62%

The United States is an exception. In fact, homeopathy users are more likely to go on the Internet (50%) to obtain information or buy homeopathy.

## Methodology

Over 18 months, the Toluna Harris Interactive opinion polling institute conducted an international survey for Laboratories Boiron to evaluate how homeopathy is perceived and used around the world.

This quantitative survey was carried out online from August 2022 to December 2023 in the following 16 countries: France, Spain, Italy, Germany, UK, USA, Canada, Colombia, Brazil, Bulgaria, Hungary, Poland, Czech Republic, Romania, Slovakia, and India.

A total of 16,334 people were surveyed, i.e. over 1,000 people per country. Except in India\*, they were selected based on gender, age (over 18 years), and socio-professional category in order to be representative of each country's population.

\* Sample of people over the age of 18 who speak fluent English and live in urban areas.

### USAGE

#### Have used Homeopathy in their lifetime

France	Spain	Italy	Germany	UK	USA	Canada	Colombia
79%	47%	57%	59%	49%	58%	34%	74%
Brazil	India	Bulgaria	Hungary	Poland	Czech Republic	Romania	Slovakia
65%	83%	65%	40%	42%	48%	60%	49%

### USAGE

#### Have used homeopathy in the past 12 months

France	Spain	Italy	Germany	UK	USA	Canada	Colombia
59%	42%	46%	49%	41%	52%	27%	71%
Brazil	India	Bulgaria	Hungary	Poland	Czech Republic	Romania	Slovakia
61%	78%	54%	30%	31%	38%	54%	38%

### SATISFACTION

#### With homeopathy in most cases (when used in their lifetime)

France	Spain	Italy	Germany	UK	USA	Canada	Colombia
86%	84%	81%	83%	83%	90%	53%	90%
Brazil	India	Bulgaria	Hungary	Poland	Czech Republic	Romania	Slovakia
96%	95%	88%	82%	81%	81%	91%	77%

### USAGE

#### Consider using homeopathy in the future

France	Spain	Italy	Germany	UK	USA	Canada	Colombia
66%	52%	58%	50%	44%	49%	44%	73%
Brazil	India	Bulgaria	Hungary	Poland	Czech Republic	Romania	Slovakia
67%	84%	67%	33%	44%	38%	67%	42%

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