U.S. Medical Affairs Gastrointestinal 2026 Trends Insights Report: 11/1/26-11/14/26

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What the data is showing us:

West

- **Norovirus** increased modestly from **10.2%** to **10.6%** and remained above its 12-week average of **9.2%**.
- **Enteropathogenic *E. coli* (EPEC)** increased from **9.4%** to **10.1%**, but remained slightly below its **10.4%** average.
- ***Campylobacter*** decreased from **5.0%** to **3.9%**, very close to the 12-week average of **4%**.
- **Rotavirus A** declined from **1.8%** to **0.8%**, substantially below its **1.8%** rolling average.
- Several lower-prevalence targets showed upward movement: ***Salmonella*** increased from **1.3%** to **2.9%**, moving slightly above its 12-week average of **2.7%**. **Sapovirus** rose from **1.5%** to **2.3%** and **Adenovirus F 40/41** from **2.0%** to **2.8%**, both above their respective averages of **1.5%** and **2.2%**. **Shigella/Enteroinvasive *E. coli* (EIEC)** increased from **0.8%** to **1.3%** and exceeded its **1.1%** 12-week average, while **Shiga-like toxin-producing *E. coli* (STEC)** increased from **1.0%** to **1.5%**, but remained near its **1.6%** average.

Midwest

- **Norovirus** increased modestly from **12.6%** to **13.2%**, but remained slightly below its 12-week average of **13.4%.**
- **EPEC** increased from **8.3%** to **9.1%**, but is below its 12-week average of **10.6%.**
- ***Campylobacter*** increased from **2.4%** to **3.3%**, approaching its **3.5%** average.
- Several lower-prevalence viral targets increased above baseline: **Sapovirus** rose from **1.1%** to **1.5%** vs. a **1.0%** 12-week average, while **Adenovirus F 40/41** increased from **0.7%** to **1.3%** versus a **0.7%** average. **EIEC** and **STEC** detections declined. Current *Cyclospora cayetanensis* activity remained low at **0.2%** compared with a **0.7%** rolling average, suggesting greater activity earlier in the 12-week period rather than high current activity.

South

- **Norovirus** increased from **12.9%** to **13.6%** and remained above its 12-week average of **11.3%.**
- **EPEC** remained elevated at **7.4%** but continued below its **9.4%** 12-week average.
- ***Salmonella*** remained regionally elevated at **4.3%**, although it was below its **5.3%** 12-week average.
- **Sapovirus** remained a prominent detection, increasing from **3.6%** to **3.9%** and exceeding its 12-week average of **2.8%**.
- **Adenovirus F40/41** rose from **1.4%** to **2.2%** versus a **1.9%** average, and **Rotavirus A** increased from **1.2%** to **1.7%** vs. a **1.4%** average.
- **Enteroaggregative *E. coli* (EAEC)** declined slightly from **3.2%** to **2.9%** and remained near its **3.1%** average.

Northeast

- **Norovirus** showed the clearest high-prevalence increase, rising from **13.4%** to **15.7%** and exceeding its 12-week average of **11.2%**.
- **EPEC** increased modestly from **6.7%** to **7.3%**, but below its 12-week average of **11.2%.**
- **EAEC** doubled from **2.1%** to **4.2%**, although it remained slightly below its 12-week average of **4.5%**.
- Several other targets declined or remained low: ***Salmonella*** decreased from **2.1%** to **1.1%**, and **Rotavirus A** declined from **0.8%** to **0.3%**. Outside the primary organism list, *Vibrio cholerae* was **0.6%** compared with a 12-week average of **0.1%**.

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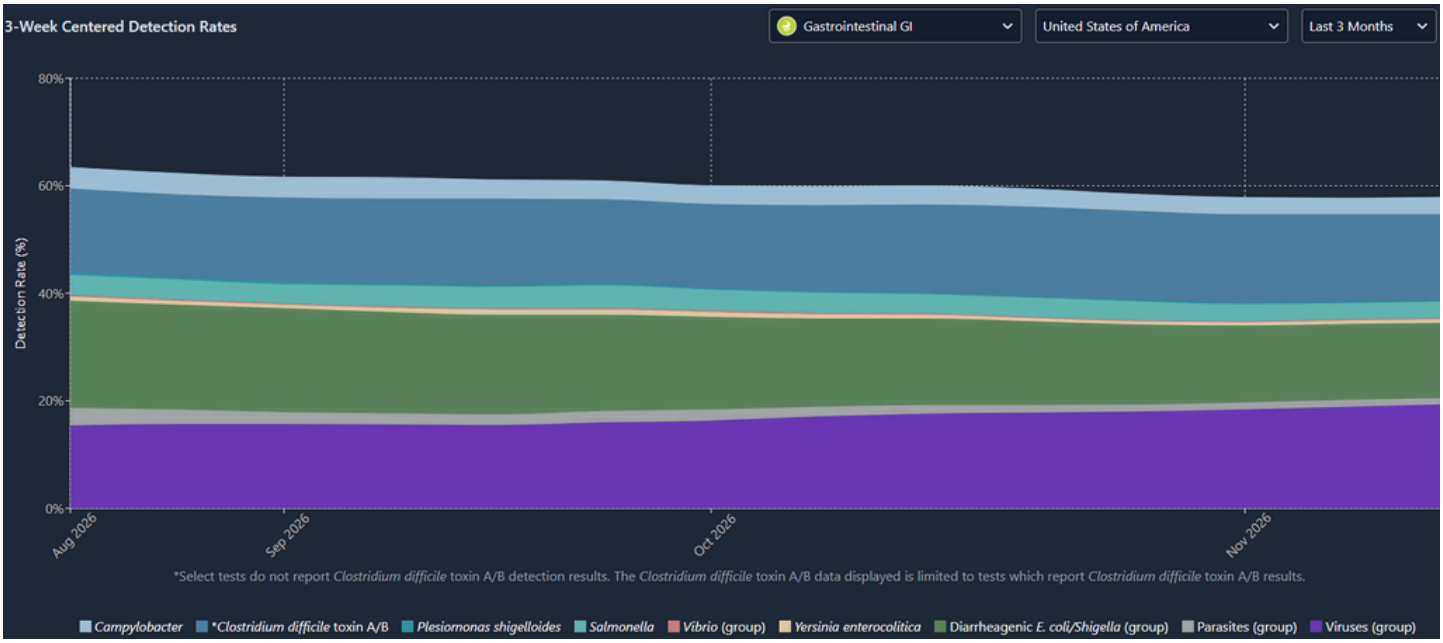
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What this means for U.S. providers/labs:

- **Across the four regions, Norovirus increased in every region and was above its 12-week average in the Northeast, South, and West, while the Midwest remained near baseline.** This was the most consistent cross-regional signal in the current reporting period.
- **There was no single cross-regional pattern for the diarrheagenic *E. coli* targets.** EPEC remained below its regional 12-week average in all four regions despite modest increases in the Northeast, Midwest, and West. EAEC increased most clearly in the Northeast but remained close to baseline, while it declined slightly in the South and West.
- Sapovirus and Adenovirus F 40/41 were above their respective 12-week averages in the Midwest, South, and West. *Salmonella* remained highest in the South but increased most sharply in the West. *Campylobacter* increased in the Midwest but declined in the West, **further emphasizing regional heterogeneity rather than a uniform national shift.**

3-Month Detection Rate Breakdown:



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