

# **Direct-to-Consumer Genetic Testing Market Research Report by Type (Mitochondrial DNA Testing, Single Nucleotide Polymorphism Testing, and Y Chromosome Testing), by Channel (Offline and Online), by Result - Global Forecast to 2025 - Cumulative Impact of COVID-19**

<https://marketpublishers.com/r/D96EFB4712C5EN.html>

Date: February 2021

Pages: 188

Price: US\$ 3,949.00 (Single User License)

ID: D96EFB4712C5EN

## **Abstracts**

### Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global Direct-to-Consumer Genetic Testing Market is expected to grow from USD 1,266.61 Million in 2020 to USD 2,681.93 Million by the end of 2025.
2. The Global Direct-to-Consumer Genetic Testing Market is expected to grow from EUR 1,110.59 Million in 2020 to EUR 2,351.56 Million by the end of 2025.
3. The Global Direct-to-Consumer Genetic Testing Market is expected to grow from GBP 987.32 Million in 2020 to GBP 2,090.54 Million by the end of 2025.
4. The Global Direct-to-Consumer Genetic Testing Market is expected to grow from JPY 135,180.25 Million in 2020 to JPY 286,230.08 Million by the end of 2025.
5. The Global Direct-to-Consumer Genetic Testing Market is expected to grow from AUD 1,839.29 Million in 2020 to AUD 3,894.52 Million by the end of 2025.

### Market Segmentation & Coverage:

This research report categorizes the Direct-to-Consumer Genetic Testing to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Type, the Direct-to-Consumer Genetic Testing Market studied across Mitochondrial DNA Testing, Single Nucleotide Polymorphism Testing, and Y Chromosome Testing.

Based on Channel, the Direct-to-Consumer Genetic Testing Market studied across Offline and Online.

Based on Result, the Direct-to-Consumer Genetic Testing Market studied across Ancestry & Ethnicity, Cancer Screening, Genetic Disease Carrier Status, New Baby Screening, Traits, and Wellness. The Cancer Screening further studied across Hereditary Cancer and Sporadic Cancer.

Based on Geography, the Direct-to-Consumer Genetic Testing Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

#### Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Direct-to-Consumer Genetic Testing Market including 23andMe, Inc., 24Genetics, AlphaBiolabs Ltd, Ancestry.com LLC, Atlas Biomed, Chengdu 23Mofang Biotechnology Co., Ltd., Color, Dante Labs, Inc., EasyDNA, Family Tree DNA, Full Genomes Corporation, Inc., Gene By Gene Ltd., Genebase Systems, Genesis HealthCare, Helix, Identigene, L.L.C., Karmagenes, Laboratory Corporation of America, Inc., Living DNA, Mapmygenome, MyHeritage Ltd., Myriad Genetics, Inc., Pathway Genomics, Positive Biosciences, Ltd., Quest Diagnostics Incorporated, Shuwen Biotech Co. Ltd., Vitagene, Inc., and Xcode Life Sciences Pvt Ltd.

#### Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of

current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

#### 360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in the Direct-to-Consumer Genetic Testing Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

#### 360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global Direct-to-Consumer Genetic Testing Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Direct-to-Consumer Genetic Testing Market during the forecast period?

3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Direct-to-Consumer Genetic Testing Market?
4. What is the competitive strategic window for opportunities in the Global Direct-to-Consumer Genetic Testing Market?
5. What are the technology trends and regulatory frameworks in the Global Direct-to-Consumer Genetic Testing Market?
6. What are the modes and strategic moves considered suitable for entering the Global Direct-to-Consumer Genetic Testing Market?

## Contents

### 1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Limitations
- 1.7. Stakeholders

### 2. RESEARCH METHODOLOGY

- 2.1. Research Process
  - 2.1.1. Define: Research Objective
  - 2.1.2. Determine: Research Design
  - 2.1.3. Prepare: Research Instrument
  - 2.1.4. Collect: Data Source
  - 2.1.5. Analyze: Data Interpretation
  - 2.1.6. Formulate: Data Verification
  - 2.1.7. Publish: Research Report
  - 2.1.8. Repeat: Report Update
- 2.2. Research Execution
  - 2.2.1. Initiation: Research Process
  - 2.2.2. Planning: Develop Research Plan
  - 2.2.3. Execution: Conduct Research
  - 2.2.4. Verification: Finding & Analysis
  - 2.2.5. Publication: Research Report
- 2.3. Research Outcome

### 3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Market Outlook
- 3.3. Type Outlook
- 3.4. Channel Outlook
- 3.5. Result Outlook
- 3.6. Geography Outlook

### 3.7. Competitor Outlook

## 4. MARKET OVERVIEW

### 4.1. Introduction

### 4.2. Cumulative Impact of COVID-19

## 5. MARKET INSIGHTS

### 5.1. Market Dynamics

#### 5.1.1. Drivers

5.1.1.1. Paradigm shift among consumers seeking greater control over their own healthcare

5.1.1.2. Rising awareness about genome testing and risk of genetic diseases

5.1.1.3. High aging population coupled with growing prevalence of chronic disorders

5.1.1.4. Increased inquisitiveness about the assessment of lineage and ancestry

#### 5.1.2. Restraints

5.1.2.1. Related scientific, technical, and clinical issues

5.1.2.2. First amendment issues of honesty, fidelity to facts, and truth-in-advertising

#### 5.1.3. Opportunities

5.1.3.1. Next-generation sequencing and bio-chip for present and future genetic diagnosis

5.1.3.2. Development of online applications to serve customer needs

#### 5.1.4. Challenges

5.1.4.1. Complexity of test result interpretation

5.1.4.2. Lack of adequate physician knowledge about genetics and potential for genetic discrimination

### 5.2. Porters Five Forces Analysis

#### 5.2.1. Threat of New Entrants

#### 5.2.2. Threat of Substitutes

#### 5.2.3. Bargaining Power of Customers

#### 5.2.4. Bargaining Power of Suppliers

#### 5.2.5. Industry Rivalry

## 6. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET, BY TYPE

### 6.1. Introduction

### 6.2. Mitochondrial DNA Testing

### 6.3. Single Nucleotide Polymorphism Testing

## 6.4. Y Chromosome Testing

## **7. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET, BY CHANNEL**

### 7.1. Introduction

### 7.2. Offline

### 7.3. Online

## **8. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET, BY RESULT**

### 8.1. Introduction

### 8.2. Ancestry & Ethnicity

### 8.3. Cancer Screening

#### 8.3.1. Hereditary Cancer

##### 8.3.1.1. Blood Cancer

##### 8.3.1.2. Breast Cancer

##### 8.3.1.3. Ovarian Cancer

#### 8.3.2. Sporadic Cancer

### 8.4. Genetic Disease Carrier Status

### 8.5. New Baby Screening

### 8.6. Traits

### 8.7. Wellness

## **9. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET**

### 9.1. Introduction

### 9.2. Argentina

### 9.3. Brazil

### 9.4. Canada

### 9.5. Mexico

### 9.6. United States

## **10. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET**

### 10.1. Introduction

### 10.2. Australia

### 10.3. China

### 10.4. India

### 10.5. Indonesia

- 10.6. Japan
- 10.7. Malaysia
- 10.8. Philippines
- 10.9. South Korea
- 10.10. Thailand

## **11. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET**

- 11.1. Introduction
- 11.2. France
- 11.3. Germany
- 11.4. Italy
- 11.5. Netherlands
- 11.6. Qatar
- 11.7. Russia
- 11.8. Saudi Arabia
- 11.9. South Africa
- 11.10. Spain
- 11.11. United Arab Emirates
- 11.12. United Kingdom

## **12. COMPETITIVE LANDSCAPE**

- 12.1. FPNV Positioning Matrix
  - 12.1.1. Quadrants
  - 12.1.2. Business Strategy
  - 12.1.3. Product Satisfaction
- 12.2. Market Ranking Analysis
- 12.3. Market Share Analysis
- 12.4. Competitor SWOT Analysis
- 12.5. Competitive Scenario
  - 12.5.1. Merger & Acquisition
  - 12.5.2. Agreement, Collaboration, & Partnership
  - 12.5.3. New Product Launch & Enhancement
  - 12.5.4. Investment & Funding
  - 12.5.5. Award, Recognition, & Expansion

## **13. COMPANY USABILITY PROFILES**



- 13.1. 23andMe, Inc.
- 13.2. 24Genetics
- 13.3. AlphaBiolabs Ltd
- 13.4. Ancestry.com LLC
- 13.5. Atlas Biomed
- 13.6. Chengdu 23Mofang Biotechnology Co., Ltd.
- 13.7. Color
- 13.8. Dante Labs, Inc.
- 13.9. EasyDNA
- 13.10. Family Tree DNA
- 13.11. Full Genomes Corporation, Inc.
- 13.12. Gene By Gene Ltd.
- 13.13. Genebase Systems
- 13.14. Genesis HealthCare
- 13.15. Helix
- 13.16. Identigene, L.L.C.
- 13.17. Karmagenes
- 13.18. Laboratory Corporation of America, Inc.
- 13.19. Living DNA
- 13.20. Mapmygenome
- 13.21. MyHeritage Ltd.
- 13.22. Myriad Genetics, Inc.
- 13.23. Pathway Genomics
- 13.24. Positive Biosciences, Ltd.
- 13.25. Quest Diagnostics Incorporated
- 13.26. Shuwen Biotech Co. Ltd.
- 13.27. Vitagene, Inc.
- 13.28. Xcode Life Sciences Pvt Ltd

## **14. APPENDIX**

- 14.1. Discussion Guide
- 14.2. License & Pricing

## List Of Tables

### LIST OF TABLES

TABLE 1. CURRENCY CONVERSION RATES

TABLE 2. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 3. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 4. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 5. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY MITOCHONDRIAL DNA TESTING, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 6. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY SINGLE NUCLEOTIDE POLYMORPHISM TESTING, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 7. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY Y CHROMOSOME TESTING, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 8. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 9. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY OFFLINE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 10. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY ONLINE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 11. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 12. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY ANCESTRY & ETHNICITY, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 13. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CANCER SCREENING, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 14. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY HEREDITARY CANCER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 15. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY BLOOD CANCER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD

MILLION)

TABLE 16. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY BREAST CANCER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 17. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY OVARIAN CANCER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 18. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY SPORADIC CANCER, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 19. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GENETIC DISEASE CARRIER STATUS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 20. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY NEW BABY SCREENING, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 21. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TRAITS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 22. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY WELLNESS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 23. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 24. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 25. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 26. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 27. ARGENTINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 28. ARGENTINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 29. ARGENTINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 30. BRAZIL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 31. BRAZIL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 32. BRAZIL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY

RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 33. CANADA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 34. CANADA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 35. CANADA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 36. MEXICO DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 37. MEXICO DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 38. MEXICO DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 39. UNITED STATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 40. UNITED STATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 41. UNITED STATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 42. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 43. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 44. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 45. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 46. AUSTRALIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 47. AUSTRALIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 48. AUSTRALIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 49. CHINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 50. CHINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 51. CHINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 52. INDIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 53. INDIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 54. INDIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 55. INDONESIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 56. INDONESIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 57. INDONESIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 58. JAPAN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 59. JAPAN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 60. JAPAN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 61. MALAYSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 62. MALAYSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 63. MALAYSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 64. PHILIPPINES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 65. PHILIPPINES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 66. PHILIPPINES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 67. SOUTH KOREA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 68. SOUTH KOREA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 69. SOUTH KOREA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 70. THAILAND DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 71. THAILAND DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE,

BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 72. THAILAND DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 73. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 74. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 75. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 76. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 77. FRANCE DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 78. FRANCE DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 79. FRANCE DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 80. GERMANY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 81. GERMANY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 82. GERMANY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 83. ITALY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 84. ITALY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 85. ITALY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 86. NETHERLANDS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 87. NETHERLANDS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 88. NETHERLANDS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 89. QATAR DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY

TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 90. QATAR DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 91. QATAR DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 92. RUSSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 93. RUSSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 94. RUSSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 95. SAUDI ARABIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 96. SAUDI ARABIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 97. SAUDI ARABIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 98. SOUTH AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 99. SOUTH AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 100. SOUTH AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 101. SPAIN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 102. SPAIN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 103. SPAIN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 104. UNITED ARAB EMIRATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 105. UNITED ARAB EMIRATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 106. UNITED ARAB EMIRATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 107. UNITED KINGDOM DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 108. UNITED KINGDOM DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 109. UNITED KINGDOM DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 110. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: SCORES

TABLE 111. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: BUSINESS STRATEGY

TABLE 112. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: PRODUCT SATISFACTION

TABLE 113. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: RANKING

TABLE 114. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: MERGER & ACQUISITION

TABLE 115. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: AGREEMENT, COLLABORATION, & PARTNERSHIP

TABLE 116. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: NEW PRODUCT LAUNCH & ENHANCEMENT

TABLE 117. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: INVESTMENT & FUNDING

TABLE 118. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: AWARD, RECOGNITION, & EXPANSION

TABLE 119. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: LICENSE & PRICING



## List Of Figures

### LIST OF FIGURES

FIGURE 1. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: RESEARCH PROCESS

FIGURE 2. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: RESEARCH EXECUTION

FIGURE 3. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, 2020 VS 2025 (USD MILLION)

FIGURE 4. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2020 (USD MILLION)

FIGURE 5. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2020 (USD MILLION)

FIGURE 6. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2020 (USD MILLION)

FIGURE 7. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 (USD MILLION)

FIGURE 8. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, 2018-2025 (USD MILLION)

FIGURE 9. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 10. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 11. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 12. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: MARKET DYNAMICS

FIGURE 13. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: PORTERS FIVE FORCES ANALYSIS

FIGURE 14. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2020 VS 2025 (%)

FIGURE 15. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2020 VS 2025 (USD MILLION)

FIGURE 16. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY TYPE, 2025

FIGURE 17. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY MITOCHONDRIAL DNA TESTING, 2020 VS 2025 (USD MILLION)

FIGURE 18. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE,

BY SINGLE NUCLEOTIDE POLYMORPHISM TESTING, 2020 VS 2025 (USD MILLION)

FIGURE 19. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY Y CHROMOSOME TESTING, 2020 VS 2025 (USD MILLION)

FIGURE 20. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2020 VS 2025 (%)

FIGURE 21. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2020 VS 2025 (USD MILLION)

FIGURE 22. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CHANNEL, 2025

FIGURE 23. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY OFFLINE, 2020 VS 2025 (USD MILLION)

FIGURE 24. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY ONLINE, 2020 VS 2025 (USD MILLION)

FIGURE 25. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2020 VS 2025 (%)

FIGURE 26. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2020 VS 2025 (USD MILLION)

FIGURE 27. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY RESULT, 2025

FIGURE 28. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY ANCESTRY & ETHNICITY, 2020 VS 2025 (USD MILLION)

FIGURE 29. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY CANCER SCREENING, 2020 VS 2025 (USD MILLION)

FIGURE 30. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY HEREDITARY CANCER, 2020 VS 2025 (USD MILLION)

FIGURE 31. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY BLOOD CANCER, 2020 VS 2025 (USD MILLION)

FIGURE 32. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY BREAST CANCER, 2020 VS 2025 (USD MILLION)

FIGURE 33. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY OVARIAN CANCER, 2020 VS 2025 (USD MILLION)

FIGURE 34. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY SPORADIC CANCER, 2020 VS 2025 (USD MILLION)

FIGURE 35. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GENETIC DISEASE CARRIER STATUS, 2020 VS 2025 (USD MILLION)

FIGURE 36. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY NEW BABY SCREENING, 2020 VS 2025 (USD MILLION)

FIGURE 37. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE,

BY TRAITS, 2020 VS 2025 (USD MILLION)

FIGURE 38. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY WELLNESS, 2020 VS 2025 (USD MILLION)

FIGURE 39. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 40. AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 41. COMPETITIVE STRATEGIC WINDOW FOR AMERICAS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 42. ARGENTINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 43. BRAZIL DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 44. CANADA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 45. MEXICO DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 46. UNITED STATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 47. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 48. ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 49. COMPETITIVE STRATEGIC WINDOW FOR ASIA-PACIFIC DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 50. AUSTRALIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 51. CHINA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 52. INDIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 53. INDONESIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 54. JAPAN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 55. MALAYSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 56. PHILIPPINES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 57. SOUTH KOREA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 58. THAILAND DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 59. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 60. EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 61. COMPETITIVE STRATEGIC WINDOW FOR EUROPE, MIDDLE EAST & AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 62. FRANCE DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 63. GERMANY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 64. ITALY DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 65. NETHERLANDS DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 66. QATAR DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 67. RUSSIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 68. SAUDI ARABIA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 69. SOUTH AFRICA DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 70. SPAIN DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 71. UNITED ARAB EMIRATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 72. UNITED KINGDOM DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 73. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: 360IRESEARCH FPNV POSITIONING MATRIX

FIGURE 74. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: 360IRESEARCH MARKET SHARE ANALYSIS

FIGURE 75. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET: COMPETITOR SWOT ANALYSIS

## FIGURE 76. COMPETITIVE SCENARIO ANALYSIS IN GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET, BY TYPE

## I would like to order

Product name: Direct-to-Consumer Genetic Testing Market Research Report by Type (Mitochondrial DNA Testing, Single Nucleotide Polymorphism Testing, and Y Chromosome Testing), by Channel (Offline and Online), by Result - Global Forecast to 2025 - Cumulative Impact of COVID-19

Product link: <https://marketpublishers.com/r/D96EFB4712C5EN.html>

Price: US\$ 3,949.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D96EFB4712C5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970