

At-home Genetic Testing Market By Type (Carrier Test, Predictive and Presymptomatic Testing, Nutrigenomics Testing, Ancestry, Others), By Application (Cancer Diagnosis, Genetic Disease Diagnosis, Ancestry, Others): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The at-home genetic testing market was valued at \$2,193.45 million in 2023 and is estimated to reach \$20,161.74 million by 2035, exhibiting a CAGR of 20.3% from 2024 to 2035. At-home genetic testing refers to a consumer-accessible method for analyzing genetic information using a sample, typically saliva or a cheek swab, collected at home and sent to a laboratory for analysis. The mechanism of action involves DNA extraction from the provided sample, followed by amplification using polymerase chain reaction (PCR) or sequencing technologies like Next-Generation Sequencing (NGS) or microarrays to identify genetic variations, mutations, or predispositions to certain traits or diseases.

The processed data is then interpreted and delivered to the consumer through an online portal or a report. The advantages of at-home genetic testing include convenience, as it eliminates the need for clinic visits; accessibility, allowing individuals to explore their genetic makeup without medical referrals; and personalized insights into ancestry, health risks, and potential drug responses. Additionally, some tests offer actionable health recommendations, enabling early interventions and lifestyle modifications to manage genetic predispositions effectively. One of the primary drivers of the at-home genetic testing market is the growing incidence of genetic disorders and chronic diseases such as cancer, cardiovascular diseases, and diabetes. Many of these conditions have a hereditary component, prompting individuals to seek genetic testing

to determine their risk. The rise in prevalence of cancer is a major factor contributing to the growth of the at-home genetic testing market. According to the World Health Organization (WHO), cancer cases are projected to reach 35 million by 2050, marking a 77% increase from 20 million cases in 2022.

This growing incidence of cancer increased the demand for diagnostic options, including at-home genetic testing. In addition, consumers are becoming more proactive about their health, seeking preventive care solutions and personalized medical insights, which thereby drives the demand for genetic testing. At-home genetic testing allows individuals to understand their genetic predisposition to various conditions and make informed lifestyle and healthcare decisions. Personalized medicine is gaining traction, with genetic testing helping tailor treatments based on a person's unique genetic makeup. For instance, pharmacogenomic testing helps determine how an individual responds to certain medications, optimizing drug efficacy and reducing adverse effects. However, the lack of standardized regulations across different countries creates uncertainty in the market. Another significant limitation is the accuracy and reliability of at-home genetic tests compared to clinical genetic testing. Many at-home tests provide limited interpretations and may not account for environmental or lifestyle factors, leading to misleading or inconclusive results thereby restricting the market growth.

On the other hand, rise in technological advancements in genetic testing, increase in consumer awareness, and the rise in demand for personalized healthcare provides an opportunity for market growth. The expansion of direct-to consumer (DTC) genetic testing allows companies to reach a broader audience, offering tests for disease risk assessment, ancestry, nutrition, fitness, and pharmacogenomics. The at-home genetic testing market is segmented into type, application, and region. By type, the market is segmented into carrier test, nutrigenomics test, predictive and presymptomatic test, ancestry, and others. By application, the market is segregated into cancer diagnosis, genetic disease diagnosis, ancestry, and others. Region wise, the market is analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, and rest of Europe), Asia-Pacific (Japan, China, India, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, and Rest of LAMEA).

Major key players that operate in the global at-home genetic testing market are Myriad Genetics, Inc., Ancestry, Gene by Gene, Ltd., MyHeritage Ltd., Prenetics Global Limited, Color Health, Inc., Living DNA Ltd., 23andMe Holding Co., Rhythm Biosciences, and Mapmygenome. Key players operating in the market have adopted product launch and partnership as their key strategies to expand their product portfolio.

For instance, in May 2024, Color Health announced partnerships with SkinIO and Bexa to integrate their distributed solutions for skin cancer screening and breast cancer early detection into Color's Virtual Cancer Clinic. With the addition of new, innovative screening technologies, Color is building on its program for employers to significantly increase cancer screening and detection rates and manage cancer holistically. Through Bexa, examinations for breast cancer can be conveniently accessible at worksites across all 50 U.S. states, and with SkinIO, screenings for skin cancer are available to anyone with a smartphone.

Key Benefits for Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the at-home genetic testing market analysis from 2023 to 2035 to identify the prevailing at-home genetic testing market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the at-home genetic testing market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global at-home genetic testing market trends, key players, market segments, application areas, and market growth strategies.

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New Product Development/ Product Matrix of Key Players

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Key Market Segments

By Application

Cancer Diagnosis

Genetic Disease Diagnosis

Ancestry

Others

By Type

Carrier Test

Predictive and Presymptomatic Testing

Nutrigenomics Testing

Ancestry

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Myriad Genetics, Inc.

Ancestry

MyHeritage Ltd.

Color Health, Inc.

Living DNA Ltd.

Gene by Gene, Ltd.

Prenetics Global Limited

23andMe Holding Co.

Rhythm Biosciences

Mapmygenome

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