

Pet DNA Testing Market By Animal Type (Dogs, Cats, Others), By Sample Type (Saliva, Blood, Others), By Test Type (Breed Profiles, Genetic Diseases, Others), By End User (Breeders, Pet Owners, Veterinarians): Global Opportunity Analysis and Industry Forecast, 2025-2034

<https://marketpublishers.com/r/P88D2C414C15EN.html>

Date: July 2025

Pages: 340

Price: US\$ 2,655.00 (Single User License)

ID: P88D2C414C15EN

Abstracts

The pet DNA testing market was valued at \$394.07 million in 2024 and is estimated to reach \$960.66 million by 2034, exhibiting a CAGR of 9.3% from 2025 to 2034. Pet DNA testing is a modern genetic tool that allows pet owners, veterinarians, and breeders to gain insights into breed composition, ancestry, health risks, and inherited traits of an animal. Using a simple cheek swab or saliva sample, laboratories analyze the pet's DNA to detect breed markers and screen for genetic mutations linked to various diseases or conditions. This technology is most used for dogs and cats, helping identify breed mix in adopted pets, uncover potential hereditary health concerns, and guide personalized care or nutrition plans.

With growing awareness of animal health and the human-animal bond, pet DNA testing is becoming an increasingly popular and valuable resource in proactive pet care. The pet DNA testing market is experiencing robust growth driven by several key factors. Increasing pet humanization has led owners to seek more advanced and personalized care for their animals, including genetic testing to understand breed composition, inherited traits, and potential health risks. Technological advancements such as next-generation sequencing and AI-based genetic analysis have made DNA testing more accurate, affordable, and accessible, particularly through saliva-based at-home kits. The growing adoption of pet insurance, which often supports preventive genetic screening, further propels market expansion. However, certain restraints hinder widespread

adoption. High costs, especially for comprehensive panels, limit usage in price-sensitive regions, while variability in test accuracy and limited regulatory oversight can reduce consumer trust. In addition, lack of awareness in rural and developing regions remains a barrier.

Despite these challenges, numerous opportunities exist. The rise of direct-to-consumer testing, integration of DNA testing into routine veterinary care, and the development of breed-specific health panels present significant growth. Moreover, the demand for personalized nutrition and wellness plans based on genetic insights is expanding rapidly. Emerging markets such as Asia Pacific are witnessing a surge in pet ownership, creating a high growth environment for DNA testing services.

The pet DNA testing market is segmented into animal type, sample type, test type, end user, and region. On the basis of animal type, it is classified into dogs, cats, and others. On the basis of sample type, the market is segregated into manual saliva, blood, and others. On the basis of test type, the market is categorized into breed profile, genetic disease, and others. On the basis of end user, the market is categorized into breeders, pet owners, and veterinarians. Region-wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The major companies profiled in the report are Zoetis Inc. (Basepaws Inc.), Mars Inc. (Wisdom Panel), Orivet Genetic Pet Care Limited, Embark Veterinary, Inc., Urban Animal, DNA MY DOG, Neogen Corporation, Genetic Technologies (EasyDNA), Prenetics Global Limited, and MacroGen, Inc. The key players operating in the market have adopted product launch, product approval, and partnership as their key strategies to expand their product portfolio.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the pet DNA testing market analysis from 2024 to 2034 to identify the prevailing pet DNA 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 pet DNA 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 pet DNA testing market trends, key players, market segments, application areas, and market growth strategies.

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Additional company profiles with specific to client's interest

Expanded list for Company Profiles

Historic market data

Key Market Segments By Sample Type

Saliva

Blood

Others

By Animal Type

Dogs

Cats

Others

By Test Type

Breed Profiles

Genetic Diseases

Others

By End User

Breeders

Pet Owners

Veterinarians

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

Saudi Arabia

South Africa

Rest of LAMEA

Key Market Players

Zoetis Inc.

Mars Inc.

DNA My Dog

Embark Veterinary, Inc.

Genetic Technologies Ltd.

Urban Animal

Neogen Corporation

Orivet Genetic Pet Care Limited

Macrogen, Inc.

Prenetics Global Limited

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