

# **Global Direct-to-Consumer Genetic Testing Market: Focus on Direct-to-Consumer Genetic Testing Market by Product Type, Distribution Channel, 15 Countries Mapping, and Competitive Landscape - Analysis and Forecast, 2021-2031**

<https://marketpublishers.com/r/GB972D589B74EN.html>

Date: August 2021

Pages: 187

Price: US\$ 5,250.00 (Single User License)

ID: GB972D589B74EN

## **Abstracts**

Market Report Coverage - Direct-to-Consumer Genetic Testing

Market Segmentation

Product Type- Ancestry, Health and Wellness, and Entertainment

Technology – Targeted Analysis, Single Nucleotide Polymorphisms (SNPs), and Whole Genome Sequencing (WGS)

Distribution Channel- Online Channel and Over-the-Counter Channel

Regional Segmentation

North America – U.S., Canada

Europe– Germany, France, Italy, U.K., Spain, and Rest-of-Europe

Asia-Pacific – China, Japan, Australia, India, and South Korea

Latin America – Brazil, Mexico, and Rest-of-the-Latin America

## Rest-of-the-World

### Market Growth Drivers

Growing Number of Direct-to-Consumer Genetic Tests

Decreasing Cost of Sequencing

Increasing Research Funding in the Field of Molecular Biology

Increase in Awareness and Acceptance of Personalized Medicines on a Global Level

### Market Challenges

Genomic Data Protection

Uncertain Regulatory Standards for Direct-to-Consumer Genetic Tests

Ethical and Social Issues

### Market Opportunities

Massive Scope for Adoption of Genomic-Based Medicine in Emerging Nations

Capitalizing on the High Prevalence of Genetic Disorders

Growth in Emerging Nations

### Key Companies Profiled

23andme Inc., 24Genetics, Ancestry.com LLC, Atlas Biomed, Color Genomics, DNAfit, Gene by Gene, Chengdu Twenty-Three Rubik's Cube Biotechnology Co., Ltd., EasyDNA, Mapmygenome, MyHeritage Ltd., Laboratory Corporation of America Holdings, Myriad Genetics, Inc., Konica Minolta, Inc., XCODE Life

## Key Questions Answered in this Report:

What are the major market drivers, challenges, and opportunities in the global direct-to-consumer genetic testing market?

What are the key development strategies implemented by the major players in order to sustain in the competitive market?

Which is the dominant product type developed by the leading and emerging of direct-to-consumer genetic testing market?

What are the key technologies that have been used by leading players in the global market for the development of consumer genetic tests?

How is each segment of the market expected to grow during the forecast period 2021-2031? The segments are:

product type

technology

distribution channel

geography

Which companies are anticipated to be highly disruptive in the future, and why?

What are the regulations for the development of direct-to-consumer genetic testing?

## Market Overview

BIS Research healthcare experts have found the direct-to-consumer genetic testing market to be one of the growing markets, which is predicted to grow at a CAGR of 17.30% during the forecast period, 2021-2031. The direct-to-consumer genetic testing market's growth has been primarily attributed to the major drivers in this market, such as growing number of direct-to-consumer genetic testing, increasing research funding in

the field of molecular biology, and increase in awareness and acceptance of personalized medicine on a global level. However, genomic data protection, ethical and social issues, and lack of regulatory standards are some of the factors expected to restrain the market growth.

Decreased cost and time required for genetic sequencing has increased the acceptance of DTC genetic testing among the consumers. DTC genetic testing companies offer these genetic tests to their consumers through online channels and over-the-counter (OTC) channels, which has made these tests easily accessible to consumers around the globe.

The market is favored by the increased research activities based on next-generation sequencing-based technologies. The technology has been segmented into targeted analysis, whole genome sequencing, and single nucleotide polymorphisms. The whole genome sequencing segment is expected to grow at the highest CAGR of 17.37% during the forecast period 2021-2031. This increase is mainly attributed to a large number of research and development being conducted due to the COVID-19 pandemic and regulatory approvals gained by key companies for genetic health risks-based tests.

Within the research report, the market is segmented on the basis of product type, technology, distribution channel, and region. Each segment covers the snapshot of the market over the projected years, the inclination of the market revenue, underlying patterns, and trends by using analytics on the primary and secondary data obtained.

### Competitive Landscape

With the increasing consumer awareness and intense market penetration, companies such as 23andme, Inc., Ancestry.com, LLC, and Color Genomics have become pioneers and significant competitors in this market.

Other key players in the market are 24Genetics, Easy DNA, DNAfit, and My Heritage Ltd., among others.

The increased demand for complex and custom sequencing techniques, rising genetic testing services, and growing research to treat and diagnose genetic and infectious diseases have opened opportunities for companies to expand their product portfolios, increase automation facilitation, and develop novel consumer genetics solutions by adopting different strategic approaches. Some of the strategies followed by the contributors are new product launches and enhancements, agreements, collaborations,

partnerships, acquisitions, and expansions. For instance, in 2020, Eastern Biotech & Life Sciences launched Genoplan, which offers advanced genetic tests analyzing hundreds of medical, health, and well-being categories.

As the industry is new and currently unregulated, skepticism arises among government organizations and customers about the validity of the test results. Despite the good acceptance in some countries, few countries still require genetic counseling to be part of their mainstream genetic tests. Companies can collaborate with physicians and genetic counselors to analyze the genetic test results or to pre-test counseling to the customers. This could also lead to opening a new distribution channel of the market, therefore increasing the sales of these genetic tests.

The direct-to-consumer genetic testing market has been widely accepted in North America and some regions of Europe, such as the U.K. as well as in few parts of Asia-Pacific. Companies exploring regions such as the U.A.E, China, South Korea, and EU5 can open many business opportunities. Establishes players as well as new entrants should be focusing on shaping the regulatory landscape for the different countries and paving the way for entry into the regulated market, thus gaining the confidence of the consumers. Expanding globally will result in the explosion of the market.

Furthermore, established key players in the market should work with governments to organize education and awareness programs for consumers and genetic counselors for effective interpretation of results, providing consumers a sense of empowerment, which will certainly help the growth of the market. Due to the limited awareness among consumers and training among primary physicians or genetic counselors, there are high chances of misinterpretation of results and inappropriate test utilization. Professional support to the consumers will help the consumers to understand better about the outcomes and transform the reach of healthcare to the consumers.

## Contents

### **1 PRODUCT DEFINITION**

#### 1.1 Inclusion and Exclusion

### **2 MARKET SCOPE**

#### 2.1 Scope of Work

#### 2.2 Key Questions Answered in the Report

### **3 RESEARCH METHODOLOGY**

#### 3.1 Global Direct-to-Consumer Genetic Testing Market: Research Methodology

#### 3.2 Primary Data Sources

#### 3.3 Secondary Data Sources

#### 3.4 Market Estimation Model

#### 3.5 Criteria for Company Profiling

### **4 MARKET OVERVIEW**

#### 4.1 Product Definition

##### 4.1.1 Ancestry Tests

##### 4.1.2 Health and Wellness Test

##### 4.1.3 Entertainment Test

#### 4.2 Direct-to-Consumer Genetic Testing Business Model

##### 4.2.1 One-to-One

##### 4.2.2 One-to-Many

#### 4.3 Future Potential

#### 4.4 COVID-19 Impact: Global Direct-to-Consumer Genetic Testing Market

### **5 GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET REGULATORY LANDSCAPE**

#### 5.1 Legal Requirements and Regulations

#### 5.2 Regulation in North America

##### 5.2.1 U.S.

##### 5.2.2 Canada

#### 5.3 Regulation in Europe

- 5.3.1 Germany
- 5.3.2 France
- 5.3.3 U.K.
- 5.3.4 Italy
- 5.3.5 Spain
- 5.4 Regulation in APAC
  - 5.4.1 China
  - 5.4.2 Regulation in Japan
  - 5.4.3 Australia
  - 5.4.4 South-Korea

## **6 MARKET DYNAMICS**

- 6.1 Impact Analysis
  - 6.1.1 Growing Number of Direct-to-Consumer Genetic Tests
  - 6.1.2 Increase in Awareness and Acceptance of Personalized Medicines on a Global Level
  - 6.1.3 Decreasing Cost of Sequencing
  - 6.1.4 Increasing Research Funding in the Field of Molecular Biology
- 6.2 Market Restraints
  - 6.2.1 Genomic Data Protection
  - 6.2.2 Uncertain Regulatory Standards for Direct-to-Consumer Genetic Tests
  - 6.2.3 Ethical and Social Issues
- 6.3 Market Opportunity
  - 6.3.1 Massive Scope for Adoption of Genomic-Based Medicine in Emerging Nations
  - 6.3.2 Capitalizing on the High Prevalence of Genetic Disorders
  - 6.3.3 Growth in Emerging Nations
- 6.4 Key Trends
  - 6.4.1 Curiosity Among Consumers
  - 6.4.2 Increasing Public Awareness
  - 6.4.3 Mushrooming Direct-to-Consumer Genetic Testing Services Market
  - 6.4.4 Need for Precision Medicine
  - 6.4.5 Hassle-Free Model
- 6.5 Key Strategies and Developments
  - 6.5.1 Synergistic Activities
  - 6.5.2 Approvals
  - 6.5.3 Product Launches and Expansions
  - 6.5.4 Acquisitions and Mergers
  - 6.5.5 Funding

## 6.6 Market Share Analysis

## **7 GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET (BY TECHNOLOGY), \$MILLION, 2020-2031**

### 7.1 Overview

### 7.2 Targeted Analysis

### 7.3 Single Nucleotide Polymorphism (SNPs)

### 7.4 Whole Genome Sequencing (WGS)

## **8 GLOBAL DIRECT TO CONSUMER GENETIC TESTING MARKET (BY DISTRIBUTION CHANNEL), \$MILLION, 2020-2031**

### 8.1 Overview

#### 8.1.1 Online Channel

#### 8.1.2 Over-the-Counter (OTC) Channel

## **9 GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET (BY PRODUCT TYPE), \$MILLION, 2020-2031**

### 9.1 Ancestry

#### 9.1.1 Genealogy

#### 9.1.2 Relationship

### 9.2 Health and Wellness

#### 9.2.1 Predictive Tests

#### 9.2.2 Carrier Tests

#### 9.2.3 Pharmacogenomics Tests

### 9.3 Entertainment

## **10 GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET (BY REGION), \$MILLION, 2020-2031**

### 10.1 North America

#### 10.1.1 U.S.

#### 10.1.2 Canada

### 10.2 Europe

#### 10.2.1 Germany

#### 10.2.2 France

#### 10.2.3 U.K.



- 10.2.4 Italy
- 10.2.5 Spain
- 10.3 Asia-Pacific (APAC)
  - 10.3.1 China
  - 10.3.2 Japan
  - 10.3.3 India
  - 10.3.4 South Korea
  - 10.3.5 Australia
- 10.4 Latin America
  - 10.4.1 Brazil
  - 10.4.2 Mexico
  - 10.4.3 Rest-of-Latin America (RoLA)
- 10.5 Rest-of-the-World

## **11 COMPANY PROFILES**

- 11.1 Overview
- 11.2 23andme Inc.
  - 11.2.1 Company Overview
  - 11.2.2 Role of 23andme Inc. in the Global Direct-to-Consumer Genetic Testing Market
  - 11.2.3 Financials
  - 11.2.4 Key Insights About Financial Health of the Company
  - 11.2.5 SWOT Analysis
- 11.3 24Genetics
  - 11.3.1 Company Overview
  - 11.3.2 Role of 24Genetics in the Global Direct-to-Consumer Genetic Testing Market
  - 11.3.3 SWOT Analysis
- 11.4 Ancestry.com LLC
  - 11.4.1 Company Overview
  - 11.4.2 Role of Ancestry.com LLC in the Global Direct-to-Consumer Genetic Testing Market
  - 11.4.3 SWOT Analysis
- 11.5 Atlas Biomed
  - 11.5.1 Company Overview
  - 11.5.2 Role of Atlas Biomed in the Global Direct-to-Consumer Genetic Testing Market
  - 11.5.3 SWOT Analysis
- 11.6 Color Genomics
  - 11.6.1 Company Overview
  - 11.6.2 Role of Color Genomics in the Global Direct-to-Consumer Genetic Testing

## Market

### 11.6.3 SWOT Analysis

## 11.7 DNAfit

### 11.7.1 Company Overview

### 11.7.2 Role of DNAfit in the Global Direct-to-Consumer Genetic Testing Market

### 11.7.3 SWOT Analysis

## 11.8 Gene by Gene

### 11.8.1 Company Overview

### 11.8.2 Role of Gene by Gene in the Global Direct-to-Consumer Genetic Testing

## Market

### 11.8.3 SWOT Analysis

## 11.9 Chengdu Twenty-Three Rubik's Cube Biotechnology Co., Ltd.

### 11.9.1 Company Overview

### 11.9.2 Role of Twenty-Three Rubik's Cube Biotechnology Co., Ltd. in the Global Direct-to-Consumer Genetic Testing Market

### 11.9.3 SWOT Analysis

## 11.1 EasyDNA

### 11.10.1 Company Overview

### 11.10.2 Role of EasyDNA in the Global Direct-to-Consumer Genetic Testing Market

### 11.10.3 SWOT Analysis

## 11.11 Mapmygenome

### 11.11.1 Company Overview:

### 11.11.2 Role of Mapmygenome India Ltd. in the Global Direct-to-Consumer Genetic Testing Market

### 11.11.3 SWOT Analysis

## 11.12 MyHeritage Ltd.

### 11.12.1 Company Overview

### 11.12.2 Role of MyHeritage Ltd. In the Global Direct-to-Consumer Genetic Testing Market

### 11.12.3 SWOT Analysis

## 11.13 Laboratory Corporation of America Holdings

### 11.13.1 Company Overview

### 11.13.2 Role of Laboratory Corporation of America Holdings in the Global Direct-to-Consumer Genetic Testing Market

### 11.13.3 Financials

### 11.13.4 SWOT Analysis

## 11.14 Myriad Genetics, Inc.

### 11.14.1 Company Overview

### 11.14.2 Role of Myriad Genetics, Inc. in the Global Direct-to-Consumer Genetic

## Testing Market

### 11.14.3 Financials

### 11.14.4 Key Insights About Financial Health of the Company

### 11.14.5 SWOT Analysis

## 11.15 Konica Minolta, Inc.

### 11.15.1 Company Overview

## 11.15.2 Role of Konica Minolta, Inc. in the Global Direct-to-Consumer Genetic Testing Market

### 11.15.3 Financials

### 11.15.4 Key Insights About Financial Health of the Company

### 11.15.5 SWOT Analysis

## 11.16 XCODE Life

### 11.16.1 Company Overview

### 11.16.2 Role of XCODE Life in the Global Direct-to-Consumer Genetic Testing Market

### 11.16.3 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 5.1: 12. List of FDA-Approved Tests

Table 6.1: Likert Scale

Table 6.2: Impact Analysis of Market Drivers

Table 6.3: Impact Analysis of Market Restraints

## List Of Figures

### LIST OF FIGURES

Figure 1: Cumulative Number of Tested Conditions and Associated Genes for Genetic Testing, 2012-2019

Figure 2: Impact Analysis on the Global Direct-to-Consumer Genetic Testing Market

Figure 3: Global Direct-to-Consumer Genetic Testing Market (by Product Type), \$Million, 2020 Vs. 2031

Figure 4: Global Direct-to-Consumer Genetic Testing Market (by Distribution Channel), \$Million, 2020 Vs. 2031

Figure 5: Global Direct-to-Consumer Genetic Testing Market (by Technology), \$Million, 2020 Vs. 2031

Figure 6: Global Direct-to-Consumer Genetic Testing Market Snapshot (by Region), \$Million, 2020 and 2031

Figure 2.1: Global Direct-to-Consumer Genetic Testing Market Segmentation

Figure 3.1: Global Direct-to-Consumer Genetic Testing Market Methodology

Figure 4.1: Direct-to-Consumer Genetic Testing Market Workflow

Figure 4.2: Global Direct-to-Consumer Genetic Testing Market: COVID-19 Impact

Figure 6.1: Number of Direct-to-Consumer Genetic Tests Conducted, 2016-2021

Figure 6.2: Decreasing Cost and Increasing Output (Terabyte of Genome Sequencing, 2009-2025)

Figure 6.3: Key Genetic Disorder Prevalence in the U.S., 2012-2019

Figure 6.4: Share of Key Strategies and Developments, January 2017 - June 2021

Figure 6.5: Synergistic Activities Share (by Company), January 2017-June 2021

Figure 6.6: Approvals Share (by Company), January 2017-March 2021

Figure 6.7: Product Launches, Enhancements, and Expansions Share (by Company), January 2017 - June 2021

Figure 6.8: Acquisitions and Mergers Share (by Company), January 2017 - June 2021

Figure 6.9: Funding Share (by Company), January 2017- June 2021

Figure 6.10: Market Share Analysis for Global Direct-to-Consumer Genetic Testing Market, 2020

Figure 7.1: Global Direct-to-Consumer Genetic Testing Market (by Technology), \$Million, 2020-2031

Figure 7.2: Global Direct-to-Consumer Genetic Testing (DTC-GT) Market (Targeted Analysis), \$Million, 2020-2031

Figure 7.3: Global Direct-to-Consumer Genetic Testing (DTC-GT) Market (Single Nucleotide Polymorphism), \$Million, 2020-2031

Figure 7.4: Global Direct-to-Consumer Genetic Testing (DTC-GT) Market (Whole

Genome Sequencing), \$Million, 2020-2031

Figure 8.1: Global Direct-to-Consumer Genetic Testing Market (by Distribution Channel), \$Million, 2020-2031

Figure 8.2: Global Direct-to-Consumer Genetic Testing (DT C-GT) Market (Online Channel), \$Million, 2020-2031

Figure 8.3: Global Direct-to-Consumer Genetic Testing Market (OTC Channel), \$Million, 2020-2031

Figure 9.1: Global Direct-to-Consumer Genetic Testing Market (by Product Type), \$Million, 2020-2031

Figure 9.2: Global Direct-to-Consumer Genetic Testing Market (DTC-GT) Market (Ancestry), \$Million, 2020-2031

Figure 9.3: Global Direct-to-Consumer Genetic Testing Market (Genealogy), \$Million, 2020-2031

Figure 9.4: Global Direct-to-Consumer Genetic Testing Market (Relationship), \$Million, 2020-2031

Figure 9.5: Global Direct-to-Consumer Genetic Testing Market (Health and Wellness), \$Million, 2020-2031

Figure 9.6: Global Direct-to-Consumer Genetic Testing Market (Predictive Tests), \$Million, 2020-2031

Figure 9.7: Global Direct-to-Consumer Genetic Testing Market (Carrier Tests), \$Million, 2020-2031

Figure 9.8: Global Direct-to-Consumer Genetic Testing Market (Pharmacogenomics Tests), \$Million, 2020-2031

Figure 9.9: Global Direct-to-Consumer Genetic Testing Market (Entertainment), \$Million, 2020-2031

Figure 10.1: Global Direct-to-Consumer Genetic Testing Market (by Region), \$Million, 2020-2031

Figure 10.2: North America Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.3: North America Direct-to-Consumer Genetic Testing Market (by Country), \$Million, 2020-2031

Figure 10.4: U.S. Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.5: Canada Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.6: Europe Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.7: Europe Direct-to-Consumer Genetic Testing Market (by Country), \$Million, 2020-2031

Figure 10.8: Germany Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.9: France Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.10: U.K. Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.11: Italy Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.12: Spain Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.13: Asia-Pacific (APAC) Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.14: China Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.15: Japan Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.16: India Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.17: South Korea Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.18: Australia Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.19: Latin America Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.20: Latin America Direct-to-Consumer Genetic Testing Market (by Country), \$Million, 2020-2031

Figure 10.21: Brazil Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.22: Mexico Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.23: RoLA Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 10.24: Rest-of-the-World Direct-to-Consumer Genetic Testing Market, \$Million, 2020-2031

Figure 11.1: Share of Key Company Profiles

Figure 11.2: 23andMe, Inc.: Overall Product Portfolio

Figure 11.3: 23andMe: Overall Financials, 2019-2020

Figure 11.4: 23andMe: Revenue (by Segment), 2019-2020

Figure 11.5: 23andMe: R&D Expenditure, 2019-2020

Figure 11.6: 23andme Inc.: SWOT Analysis

Figure 11.7: 24Genetics.: Overall Product Portfolio

Figure 11.8: 24Genetics: SWOT Analysis

Figure 11.9: Ancestry.com LLC.: Overall Product Portfolio

Figure 11.10: Ancestry.com LLC: SWOT Analysis

Figure 11.11: Atlas Biomed: Overall Product Portfolio

Figure 11.12: Atlas Biomed: SWOT Analysis

Figure 11.13: Color Genomics: Overall Product Portfolio

Figure 11.14: Color Genomics: SWOT Analysis

Figure 11.15: DNAfit: Overall Product Offerings

Figure 11.16: DNAfit: SWOT Analysis

Figure 11.17: Gene by Gene: Overall Product Portfolio

Figure 11.18: Gene by Gene: SWOT Analysis

Figure 11.19: Twenty-Three Rubik's Cube Biotechnology Co., Ltd.: Overall Product Portfolio

Figure 11.20: Chengdu Twenty-Three Rubik's Cube Biotechnology Co., Ltd.: SWOT Analysis

Figure 11.21: EasyDNA: Overall Product Portfolio

Figure 11.22: EasyDNA: SWOT Analysis

Figure 11.23: Mapmygenome India Ltd.: Overall Product Portfolio

Figure 11.24: Mapmygenome: SWOT Analysis

Figure 11.25: MyHeritage Ltd: Overall Product Portfolio

Figure 11.26: MyHeritage Ltd.: SWOT Analysis

Figure 11.27: Laboratory Corporation of America Holdings: Portfolio

Figure 11.28: Laboratory Corporation of America Holdings: Overall Financials, 2018-2020

Figure 11.29: Laboratory Corporation of America Holdings: Revenue (by Segment), 2018-2020

Figure 11.30: Laboratory Corporation of America Holdings: Revenue (by Region), 2020

Figure 11.31: Laboratory Corporation of America Holdings: SWOT Analysis

Figure 11.32: Myriad Genetics, Inc.: Product Portfolio

Figure 11.33: Myriad Genetics, Inc.: Overall Financials, 2018-2020

Figure 11.34: Myriad Genetics, Inc.: Revenue (by Business Segment), 2018-2020

Figure 11.35: Myriad Genetics, Inc.: R&D Expenditure, 2018-2020

Figure 11.36: Myriad Genetics, Inc.: SWOT Analysis

Figure 11.37: Konica Minolta, Inc: Product portfolio

Figure 11.38: Konica Minolta, Inc.: Overall Financials, 2017-2019

Figure 11.39: Konica Minolta, Inc.: Revenue (by Business Segment), 2017-2019

Figure 11.40: Konica Minolta, Inc.: Regional revenue, 2017-2019

Figure 11.41: Konica Minolta, Inc.: R&D Expenditure, 2017-2019

Figure 11.42: Konica Minolta, Inc: SWOT Analysis

Figure 11.43: XCODE Life: Overall Product Portfolio

Figure 11.44: XCODE Life: SWOT Analysis



## I would like to order

Product name: Global Direct-to-Consumer Genetic Testing Market: Focus on Direct-to-Consumer Genetic Testing Market by Product Type, Distribution Channel, 15 Countries Mapping, and Competitive Landscape - Analysis and Forecast, 2021-2031

Product link: <https://marketpublishers.com/r/GB972D589B74EN.html>

Price: US\$ 5,250.00 (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/GB972D589B74EN.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