

U.S. DTC Wellness Testing Market - A Country Analysis: Focus on Test Type, Offering, Sample Type, Distribution Channel, and Region - Analysis and Forecast, 2022-2032

<https://marketpublishers.com/r/U999AFEFF963EN.html>

Date: February 2023

Pages: 159

Price: US\$ 3,900.00 (Single User License)

ID: U999AFEFF963EN

Abstracts

U.S. DTC Wellness Testing Industry Overview

The U.S. DTC wellness testing market is projected to reach \$4,946.3 million by 2032 from \$878.9 million in 2022, at a CAGR of 18.86% during the forecast period 2022-2032. The growth in the U.S. DTC wellness testing is expected to be driven by the shift of the healthcare industry in the U.S. from being physician-focused to being consumer-focused. In addition, the rise in awareness related to DTC wellness testing among consumers and growing consumer convenience are driving the demand for the U.S. DTC wellness testing market during the forecast period.

Market Lifecycle Stage

DTC wellness tests are promoted directly to consumers via commercials, televisions, and internet, thereby resulting in increased awareness related to DTC products. Consumers can get the information about the test that they have ordered through the company's online portal without visiting any physician or through the insurance companies. Major companies such as LabCorp, Quest Diagnostics, and Everlywell, Inc. have dedicated their efforts to developing reliable consumer-facing wellness testing services.

Impact

The presence of DTC wellness testing providers in the U.S. has a major impact on the

market. Companies such as Everlywell, Inc. were already gaining traction in the DTC health market with their product offerings such as at-home health and wellness products, including collection kits for infectious diseases such as syphilis, human papillomavirus, hepatitis C, HIV, and trichomoniasis. Multi-pathogen sexually transmitted infection (STI) laboratory tests based on at-home sample collection are becoming available from a number of vendors.

Impact of COVID-19

The majority of wellness testing took place in healthcare settings in the U.S. during the COVID-19 pandemic, and the DTC testing market emerged quickly with companies marketing at-home tests with the approval of U.S. FDA. These testing are regulated at both the federal and state levels. Major giants such as LabCorp and Everlywell, Inc. began marketing at-home collection kits directly to consumers during the pandemic. The healthcare professionals reviewed the tests after the consumer had initiated or completed the purchase of any wellness testing based on the requirements from the company's website.

Companies also started marketing diagnostic and serological COVID-19 tests directly to consumers in the middle of the pandemic. The sample was collected from the patient at home or sent to the laboratory, with negligible involvement of the healthcare provider. The majority of the companies received emergency use authorization (EUA) for such testing. Furthermore, at-home tests faced several challenges as these tests raised concerns during the process of collection and analysis, as well as the shipment condition. Also, there was a risk of false-positive or false-negative results, depending on several factors, such as the use of inadequately validated assays and testing outside the diagnostic window.

Market Segmentation:

Segmentation 1: by Test Type

Micronutrients

Hormones

COVID-19 DTC Test

Food Sensitivity

Food Intolerance

Infectious Disease Tests

Other Test Type

Among the test type of the U.S. DTC wellness testing market, the micronutrients segment dominated in the year 2021. This is due to an increasing number of consumers undertaking vitamin tests and rising awareness among consumers related to DTC wellness testing.

Segmentation 2: by Offering Type

Test Panel

Test Strips

Digital Monitoring Instruments

Other Offering

Among the offering type of the U.S. DTC wellness testing market, the test panel segment dominated in the year 2021, owing to an increasing number of test panels by the companies in the DTC wellness testing space focused on various tests.

The technologies powering molecular diagnosis of DTC wellness testing in the U.S. are in a state of rapid evolution to aid in overcoming challenges associated with the utilization of these tests, including the improvement of clinical utility. These rapidly advancing DTC testing techniques are primed to revolutionize medical diagnostics and treatment for the better. Not only are these tests becoming more useful in a broader range of clinical paradigms among consumers at home, but they are also assisting in a more exploratory view to cater to a holistic approach toward the treatment of various chronic and acute diseases. In addition, consumers have access to various testing panels for men's and women's health, general wellness, food or allergen sensitivities, and women's health test panel.

Segmentation 3: by Distribution Channel

Online

Over-the-Counter (OTC)

Among the distribution channel of the U.S. DTC wellness testing market, the online segment dominated in the year 2021. Online channels held the major share, owing to the rising internet penetration, awareness about DTC testing, and increasing number of companies involved in manufacturing kits for wellness in the U.S. The products are available to the consumer on the company's website, from where they can purchase the required test. Online sales have been a major proponent of the industry, providing easy access and multiple options. The companies are forming strategic partnerships with e-commerce giants. For instance, in September 2021, Nordstrom collaborated with Viome Life Sciences, Inc. to embrace its wellness category under a new-brand retail partnership. The company aims to sell Viome's health intelligence test online and expand distribution in the selected stores by 2022.

Segmentation 4: by Sample Type

Blood

Urine

Saliva

Others

Among the sample type of the U.S. DTC wellness testing market, the blood segment dominated in the year 2021. The market growth of this segment can be attributed to an increase in the number of DTC wellness testing companies offering blood-based test kits, companies involved in at-home testing kits, and rising acute and chronic ailments among the U.S. population. As a result, the market for DTC wellness testing has increased and is anticipating incredible growth in the near future.

Segmentation 5: by Region

Southern U.S.

Midwest U.S.

Mid-Atlantic U.S.

West U.S.

Southwest U.S.

New England

Among the region of U.S. DTC wellness testing market, the Southern U.S. dominated in the year 2021. The Southern U.S. consists of the states of Florida, North Carolina, Georgia, Virginia, Tennessee, Kentucky, South Carolina, Alabama, Louisiana, Arkansas, Mississippi, West Virginia, and District of Columbia. This is primarily due to the presence of market-leading service providers, such as Quest Diagnostics, Laboratory Corporation of America Holdings, Cue. and Myriad Genetics, and 23andMe, Inc., having highly functioning facilities in the state and providing DTC services at the ease of customers convenience.

Recent Developments in the U.S. DTC Wellness Testing Market

In March 2021, 23andMe, Inc. and VG Acquisition Corp. entered into a definitive merger agreement with 23andMe, Inc. This business combination resulted in the company being valued at approximately \$3,500 million.

In October 2021, Everlywell, Inc. acquired Natalist, a company that offers consumers conception and pregnancy essentials. Everlywell, Inc. offers DTC wellness products such as pregnancy tests, ovulation tests, and prenatal supplements.

In March 2021, Everlywell, Inc. acquired PWNHealth and Home Access Health Corporation and formed the parent company Everly Health. All these companies were acquired to support more than 20 million people annually in all 50 U.S. states, Canada, and Puerto Rico.

In February 2022, Kindbody acquired Vios Fertility Institute, a network of fertility

clinics. The acquisition helped the company to double its footprint in the U.S. to 26 clinics.

In March 2022, Modern Fertility (Ro) acquired Dadi company specialized in sperm testing, storage, and analysis. The company added \$150 million funding and entered the female fertility product market.

In May 2021, Modern Fertility was acquired by Ro, a digital health company, and added reproductive health to its growing platform at an approximate valuation of \$225 million.

Demand – Drivers and Limitations

Following are the demand drivers for U.S. DTC wellness testing:

Rising Awareness and Alluring Advantages of DTC Wellness Testing

Increasing Demand for Transparency in Testing Performanc

Emerging Market Players Catering to DTC Concept during COVID-19

The market is expected to face some limitations, too, due to the following challenges:

Controlled DTC Wellness Testing and Regulations in the U.S.

Data Privacy Concerns

How can this report add value to an organization?

Innovation Strategy: Companies in the U.S. DTC wellness testing are involved in continuous innovation and strategy related to wellness testing. For instance, in September 2022, IHD launched two direct-to-consumer (DTC), at-home diagnostic tests, COVID-19 neutralizing antibody (CNAB) test, and an anti-mullerian hormone (AMH) test. Similarly, in January 2022, Kindbody company launched at-home new fertility test, a new line of consumer products priced at \$169.0, and raised \$62 million in Series C growth capital. The company has also expanded to new regions in the U.S.

throughout the second half of last year.

Growth/Marketing Strategy: Companies in the DTC wellness testing market are involved in promoting wellness products as part of their marketing strategy. For instance, in October 2022, Quest Diagnostics ran the first campaign with the R/GA agency, as it pursues to be direct-to-consumer testing agency, and with this, the company is promoting its own direct-to-consumer offerings.

Competitive Strategy: Key players in the U.S. DTC wellness testing analyzed and profiled in the study provides wellness products and services such as hormones, micronutrients, food sensitivity, and food intolerance. Moreover, a detailed competitive benchmarking of the players operating in the U.S. DTC wellness testing has been done to help the reader understand how players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations will aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration. The leading top segment players include DTC wellness testing service providers that offer major test types in the DTC wellness ecosystem in the U.S. Also, other segments such as sample type, distribution channel, and offerings in the market have been considered as part of the scope of the study.

Among the test type in the U.S. DTC wellness testing market, the micronutrients segment dominated in the year 2021 with a market share of 28.40%.

Key Companies Profiled

23andMe Inc.

Cue.

Everlywell, Inc.

Kindbody

Laboratory Corporation of America Holdings

LetGetChecked (PrivaPath Diagnostics Ltd.)

myLAB Box.

Myriad Genetics, Inc.

Quest Diagnostics

Ro (Modern Fertility)

Tomorrow's Health

Viome Life Sciences, Inc.

Contents

1 MARKETS

- 1.1 Product Definition
 - 1.1.1 Inclusion and Exclusion
 - 1.1.2 Scope of Work
- 1.2 Market Overview
 - 1.2.1 DTC Wellness Testing Workflow
 - 1.2.2 Current Market Scenario
 - 1.2.3 Technology Trends
 - 1.2.4 Market Footprint and Growth Potential
- 1.3 COVID-19 Impact on U.S. DTC Wellness Testing Market
 - 1.3.1 COVID-19 Impact: Current Scenario of the Market
 - 1.3.1.1 Impact on Market Growth and Challenges
 - 1.3.1.2 Impact on Market Players
 - 1.3.2 Future Prospects of DTC Wellness Testing during COVID-19
 - 1.3.3 Pre-COVID-19 and Post COVID-19 Impact Assessment
- 1.4 Pricing Analysis (by Test)

2 INDUSTRY INSIGHT

- 2.1 Patent Analysis
 - 2.1.1 Patent Filing Trend
 - 2.1.1.1 Patent Analysis (by Year)
- 2.2 Legal Requirements
 - 2.2.1 Regulation of DTC Wellness Tests in the U.S.
 - 2.2.1.1 U.S. FDA Regulations
 - 2.2.1.2 Role of the American Association for Clinical Chemistry (AACC)

3 MARKET DYNAMICS

- 3.1 Overview
 - 3.1.1 Market Drivers
 - 3.1.1.1 Rising Awareness and Alluring Advantages of DTC Wellness Testing
 - 3.1.1.2 Increasing Demand for Transparency in Testing Performance
 - 3.1.1.3 Emerging Market Players Catering to DTC Concept during COVID-19
 - 3.1.2 Market Restraints
 - 3.1.2.1 Controlled DTC Wellness Testing and Regulations in the U.S.

3.1.2.2 Data Privacy Concerns

3.1.3 Market Opportunities

3.1.3.1 Expanding Geographic Reach of Companies in the Direct-to-Consumer Test Space

3.1.3.2 Burgeoning Direct-to-Consumer Testing Services Market

4 COMPETITIVE LANDSCAPE

4.1 Competitive Landscape

4.1.1 Acquisitions

4.1.2 Synergistic Activities

4.1.3 Product Launches and Approvals

4.1.4 Business Expansion

4.1.5 Funding

4.1.6 Others

4.2 Market Share Analysis (2021)

4.3 Growth-Share Analysis (2021)

4.3.1 Growth-Share Analysis (by Offering)

4.3.2 Growth-Share Analysis (by Distribution Channel)

4.4 U.S. DTC Wellness Testing Market: Stakeholder Analysis (N=20)

4.4.1 Current Trend of U.S. DTC Wellness Testing

4.4.2 Role of Companies in the DTC Wellness Testing in the U.S.

4.4.3 Distribution Channel in the U.S. DTC Wellness Testing Market

4.4.4 State-wise DTC Wellness Testing

5 U.S. DTC WELLNESS TESTING MARKET, BY TEST TYPE, (\$MILLION), 2021 - 2032

5.1 Overview

5.1.1 Hormone

5.1.1.1 Fertility Hormone Testing

5.1.1.2 Insulin Sensitivity

5.1.1.3 Insulin Resistance

5.1.1.4 Other Hormone Test Type

5.1.2 Micronutrients

5.1.3 Food Intolerance

5.1.4 Food Sensitivity

5.1.5 COVID-19 DTC Test

5.1.6 Infectious Disease Tests

5.1.7 Other Test Type

6 U.S. DTC WELLNESS TESTING MARKET, BY OFFERING, BY VALUE (\$MILLION), 2021-2032

6.1 Overview

6.1.1 Test Panel

6.1.2 Test Strips

6.1.3 Digital Monitoring Instruments

6.1.4 Other Offering Type

7 U.S. DTC WELLNESS TESTING MARKET, BY DISTRIBUTION CHANNEL, BY VALUE (\$MILLION), 2021-2032

7.1 Overview

7.1.1 Online

7.1.2 Over-the-Counter

8 U.S. DTC WELLNESS TESTING MARKET, BY SAMPLE TYPE, BY VALUE (\$MILLION), 2021-2032

8.1 Overview

8.1.1 Blood

8.1.2 Urine

8.1.3 Saliva

8.1.4 Other Sample Type

9 U.S. DTC WELLNESS TESTING MARKET, BY REGION, (\$MILLION), 2021-2032

9.1 Overview

9.1.1 Southern U.S.

9.1.2 Midwest U.S.

9.1.3 Mid-Atlantic U.S.

9.1.4 West U.S.

9.1.5 Southwest U.S.

9.1.6 New England

10 MARKET – COMPETITIVE BENCHMARKING & COMPANY PROFILES

10.1 Overview

10.2 23andMe Inc.

10.2.1 Company Overview

10.2.2 Role of 23andMe Inc. in the U.S. Direct-to-Consumer Wellness Testing Market

10.2.3 Key Competitors of the Company

10.2.4 Key Customers of the Company

10.2.5 Corporate Strategies

10.2.6 Financials

10.2.7 Analyst Perspectives

10.3 Cue.

10.3.1 Company Overview

10.3.2 Role of Cue. in the U.S. DTC Wellness Testing Market

10.3.3 Key Competitors of the Company

10.3.4 Key Customers of the Company

10.3.5 Corporate Strategies

10.3.6 Business Strategies

10.3.7 Financials

10.3.8 Analyst Perspectives

10.4 Everlywell, Inc.

10.4.1 Company Overview

10.4.2 Role of Everlywell, Inc. in the U.S. Direct-to-Consumer Wellness Testing Market

10.4.3 Key Competitors of the Company

10.4.4 Key Customers of the Company

10.4.5 Corporate Strategies

10.4.6 Business Strategies

10.4.7 Analyst Perspectives

10.5 Kindbody

10.5.1 Company Overview

10.5.2 Role of Kindbody in the U.S. Direct-to-Consumer Wellness Testing Market

10.5.3 Key Competitors of the Company

10.5.4 Key Customers of the Company

10.5.5 Corporate Strategies

10.5.6 Business Strategies

10.5.7 Analyst Perspectives

10.6 Laboratory Corporation of America Holdings

10.6.1 Company Overview

10.6.2 Role of Laboratory Corporation of America Holdings in the U.S. DTC Wellness Testing Market

10.6.3 Key Competitors of the Company

- 10.6.4 Key Customers of the Company
- 10.6.5 Corporate Strategies
- 10.6.6 Financials
- 10.6.7 Analyst Perspectives
- 10.7 LetGetChecked (PrivaPath Diagnostics Ltd.)
 - 10.7.1 Company Overview
 - 10.7.2 Role of LetsGetChecked in the U.S. Direct-to-Consumer Wellness Testing Market
 - 10.7.3 Key Competitors of the Company
 - 10.7.4 Key Customers of the Company
 - 10.7.5 Corporate Strategies
 - 10.7.6 Business Strategies
 - 10.7.7 Analyst Perspectives
- 10.8 myLAB Box.
 - 10.8.1 Company Overview
 - 10.8.2 Role of myLAB Box. In the U.S. Direct-to-Consumer Wellness Testing Market
 - 10.8.3 Key Competitors of the Company
 - 10.8.4 Key Customers of the Company
 - 10.8.5 Analyst Perspectives
- 10.9 Myriad Genetics, Inc.
 - 10.9.1 Company Overview
 - 10.9.2 Role of Myriad Genetics, Inc. in the U.S. Direct-to-Consumer Wellness Testing Market
 - 10.9.3 Key Competitors of the Company
 - 10.9.4 Key Customers of the Company
 - 10.9.5 Corporate Strategies
 - 10.9.6 Financials
 - 10.9.7 Key Insights about the Financial Health of the Company
 - 10.9.8 Analyst Perspective
- 10.1 Quest Diagnostics
 - 10.10.1 Company Overview
 - 10.10.2 Role of Quest Diagnostics in the U.S. DTC Wellness Testing Market
 - 10.10.3 Key Competitors of the Company
 - 10.10.4 Key Customers of the Company
 - 10.10.5 Corporate Strategies
 - 10.10.6 Business Strategies
 - 10.10.7 Financials
 - 10.10.8 Analyst Perspectives
- 10.11 Ro (Modern Fertility)

- 10.11.1 Company Overview
- 10.11.2 Role of Ro in the U.S. Direct-to-Consumer Wellness Testing Market
- 10.11.3 Key Competitors of the Company
- 10.11.4 Key Customers of the Company
- 10.11.5 Corporate Strategies
- 10.11.6 Business Strategies
- 10.11.7 Analyst Perspectives
- 10.12 Tomorrow's Health
 - 10.12.1 Company Overview
 - 10.12.2 Role of Tomorrow's Health. In the U.S. Direct-to-Consumer Wellness Testing Market
 - 10.12.3 Key Competitors of the Company
 - 10.12.4 Key Customers of the Company
 - 10.12.5 Analyst Perspectives
- 10.13 Viome Life Sciences, Inc.
 - 10.13.1 Company Overview
 - 10.13.2 Role of Viome Life Sciences, Inc. in the U.S. Direct-to-Consumer Wellness Testing Market
 - 10.13.3 Key Competitors of the Company
 - 10.13.4 Key Customers of the Company
 - 10.13.5 Corporate Strategies
 - 10.13.6 Business Strategies
 - 10.13.7 Analyst Perspectives
- 10.14 Emerging Companies
 - 10.14.1 Spot Health, Inc.
 - 10.14.2 CRI Genetics
 - 10.14.3 Color Genomics

List Of Figures

LIST OF FIGURES

Figure 1: Impact Analysis of Market Drivers and Market Challenges on the U.S. DTC Wellness Testing Market

Figure 2: U.S. DTC Wellness Testing Market (by Test Type), \$Million, 2021 and 2032

Figure 3: U.S. DTC Wellness Testing Market (by Offering), \$Million, 2021 and 2032

Figure 4: U.S. DTC Wellness Testing Market (by Distribution Channel), \$Million, 2021 and 2032

Figure 5: U.S. DTC Wellness Testing Market (by Sample Type), \$Million, 2021 and 2032

Figure 6: U.S. DTC Wellness Testing Market (by Region), \$Million, 2021 and 2032

Figure 7: U.S. DTC Wellness Testing Market Research Methodology

Figure 8: Bottom-Up Approach (Segment-Wise Analysis)

Figure 9: Top-Down Approach (Segment-Wise Analysis)

Figure 10: U.S. DTC Wellness Testing Market: Segmentation

Figure 11: DTC At-Home Collection Kit Workflow

Figure 12: Impact of COVID-19 on the U.S. DTC Wellness Testing Market

Figure 13: U.S. DTC Wellness Testing Market: COVID-19 Impact

Figure 14: Pricing of U.S. DTC Wellness Test Type

Figure 15: Year-Wise Analysis of Patents Related to DTC Wellness Testing, January 2019-December 2022

Figure 16: U.S. DTC Wellness Testing Market - Market Dynamics

Figure 17: Share of Key Developments and Strategies, January 2019-December 2022

Figure 18: Share of Acquisitions (by Company), January 2019-December 2022

Figure 19: Synergistic Activities Share (by Company), January 2019-December 2022

Figure 20: Product Launches and Approvals (by Company), January 2019-April 2022

Figure 21: Share of Business Expansion Activities (by Company), January 2019-December 2022

Figure 22: Share of Funding Activities (by Company), January 2019-December 2022

Figure 23: Market Share Analysis for U.S. DTC Wellness Testing Market, (\$Million), 2021

Figure 24: Growth-Share Analysis of the U.S. DTC Wellness Testing Market (by Offering), 2021

Figure 25: Growth-Share Matrix for U.S. DTC Wellness Testing Market (by Distribution Channel), 2021

Figure 26: Role of Major Giants in DTC Wellness Testing in the U.S.

Figure 27: Share of Online and Over-the-Counter Distribution Channel

Figure 28: U.S. DTC Wellness Testing Market (by Test Type)

Figure 29: Share of U.S. DTC Wellness Testing Market (by Test Type), (\$Million), 2021 and 2032

Figure 30: Workflow of DTC Testing for Customers

Figure 31: U.S. DTC Wellness Testing Market (Hormone), (\$Million), 2021-2032

Figure 32: U.S. DTC Wellness Testing Market (Fertility Hormone Testing), (\$Million), 2021-2032

Figure 33: Burden of Diabetes in the U.S.

Figure 34: U.S. DTC Wellness Testing Market (Insulin Sensitivity), (\$Million), 2021-2032

Figure 35: U.S. DTC Wellness Testing Market (Insulin Resistance), (\$Million), 2021-2032

Figure 36: U.S. DTC Wellness Testing Market (Other Hormone Test Type), (\$Million), 2021-2032

Figure 37: Micronutrient Test Components

Figure 38: Facts on Vitamin Deficiency in Americans

Figure 39: U.S. DTC Wellness Testing Market (Micronutrients), (\$Million), 2021-2032

Figure 40: U.S. DTC Wellness Testing Market (Food Intolerance), (\$Million), 2021-2032

Figure 41: U.S. DTC Wellness Testing Market (Food Sensitivity), (\$Million), 2021-2032

Figure 42: U.S. DTC Wellness Testing Market (COVID-19 DTC Test), (\$Million), 2021-2032

Figure 43: Policy Recommendations for DTC Infectious Disease Testing

Figure 44: U.S. DTC Wellness Testing Market (Infectious Disease Test), (\$Million), 2021-2032

Figure 45: U.S. DTC Wellness Testing Market (Other Test Type), (\$Million), 2021-2032

Figure 46: U.S. DTC Wellness Testing Market (by Offering)

Figure 47: Share of U.S. DTC Wellness Testing Market (by Offering Type), (\$Million), 2021 and 2032

Figure 48: U.S. DTC Wellness Testing Market (Test Panel), (\$Million), 2021-2032

Figure 49: U.S. DTC Wellness Testing Market (Test Strips), (\$Million), 2021-2032

Figure 50: U.S. DTC Wellness Testing Market (Digital Monitoring Instruments), (\$Million), 2021-2032

Figure 51: U.S. DTC Wellness Testing Market (Other Offering Type), (\$Million), 2021-2032

Figure 52: U.S. DTC Wellness Testing Market (by Distribution Channel)

Figure 53: Share of U.S. DTC Wellness Testing Market (by Distribution Channel), (\$Million), 2021 and 2032

Figure 54: U.S. DTC Wellness Testing Market (Online), (\$Million), 2021-2032

Figure 55: U.S. DTC Wellness Testing Market (Over-the-Counter), (\$Million), 2021-2032

- Figure 56: U.S. DTC Wellness Testing Market (by Sample Type)
- Figure 57: Share of U.S. DTC Wellness Testing Market (by Sample Type), (\$Million), 2021 and 2032
- Figure 58: Advantages of DTC Blood Testing
- Figure 59: U.S. DTC Wellness Testing Market (Blood), (\$Million), 2021-2032
- Figure 60: U.S. DTC Wellness Testing Market (Urine), (\$Million), 2021-2032
- Figure 61: U.S. DTC Wellness Testing Market (Saliva), (\$Million), 2021-2032
- Figure 62: U.S. DTC Wellness Testing Market (Other Sample Type), (\$Million), 2021-2032
- Figure 63: U.S. DTC Wellness Testing Market (by Region), (\$Million), 2021-2032
- Figure 64: Southern U.S. DTC Wellness Testing Market, (\$Million), 2021-2032
- Figure 65: Midwest U.S. DTC Wellness Testing Market, (\$Million), 2021-2032
- Figure 66: Mid-Atlantic U.S. DTC Wellness Testing Market, (\$Million), 2021-2032
- Figure 67: West U.S. DTC Wellness Testing Market, \$Million, 2021-2032
- Figure 68: Southwest U.S. DTC Wellness Testing Market, (\$Million), 2021-2032
- Figure 69: New England DTC Wellness Testing Market, (\$Million), 2021-2032
- Figure 70: Total Number of Companies Profiled
- Figure 71: 23andMe, Inc.: Overall Product Portfolio
- Figure 72: 23andMe, Inc.: Overall Financials, (\$Million), 2020-2022
- Figure 73: 23andMe, Inc.: Revenue (by Segment), (\$Million), 2020-2022
- Figure 74: 23andMe, Inc.: R&D Expenditure, (\$Million), 2020-2022
- Figure 75: Cue.: Overall Product Portfolio
- Figure 76: Cue.: Overall Financials, (\$Million), 2019-2021
- Figure 77: Cue.: Revenue (by Segment), (\$Million), 2019-2021
- Figure 78: Cue.: R&D Expenditure, (\$Million), 2019-2021
- Figure 79: Everlywell, Inc.: Overall Product Portfolio
- Figure 80: Kindbody: Overall Product Portfolio
- Figure 81: Laboratory Corporation of America Holdings: Overall Product Portfolio
- Figure 82: Laboratory Corporation of America Holdings: Overall Financials, (\$Million), 2019-2021
- Figure 83: Laboratory Corporation of America Holdings: Revenue (by Segment), (\$Million), 2019-2021
- Figure 84: Laboratory Corporation of America Holdings: Revenue (by Region), (\$Million), 2019-2021
- Figure 85: LetsGetChecked: Overall Product Portfolio
- Figure 86: myLAB Box.: Overall Product Portfolio
- Figure 87: Myriad Genetics, Inc.: Product Portfolio
- Figure 88: Myriad Genetics, Inc.: Overall Financials, (\$Million), 2019-2021
- Figure 89: Myriad Genetics, Inc.: Revenue (by Segment), \$Million, 2019-2021

Figure 90: Myriad Genetics, Inc.: R&D Expenditure, (\$Million), 2019-2021

Figure 91: Quest Diagnostics: Overall Product Portfolio

Figure 92: Quest Diagnostics: Overall Financials, (\$Million), 2019-2021

Figure 93: Quest Diagnostics: Revenue (by Segment), (\$Million), 2019-2021

Figure 94: Ro: Overall Product Portfolio

Figure 95: Tomorrow's Health: Overall Product Portfolio

Figure 96: Viome Life Sciences, Inc.: Overall Product Portfolio

List Of Tables

LIST OF TABLES

- Table 1: Role of AACC in Regulating DTC Testing
- Table 2: U.S. States and Access of Individuals to Direct Access Testing
- Table 3: Examples of Expansion by the DTC Wellness Testing Market Players
- Table 4: Examples of Hormone Testing DTC Companies
- Table 5: Examples of Fertility Hormone Testing DTC Companies
- Table 6: Examples of Insulin Sensitivity Testing DTC Companies
- Table 7: Examples of Micronutrients Testing Companies
- Table 8: Examples of Food Sensitivity DTC Companies
- Table 9: Examples of COVID-19 DTC Companies
- Table 10: Examples of Infectious Diseases Test DTC Companies
- Table 11: Examples of Other Test Types by DTC Companies
- Table 12: Examples of Companies Offering Test Panel
- Table 13: Examples of Companies Offering Test Strips
- Table 14: Examples of Companies Offering Test Strips
- Table 15: Examples of Companies Offering Online DTC Wellness Test
- Table 16: Examples of Companies Offering OTC DTC Wellness Test
- Table 17: Examples of Companies Offering Products Using Blood Sample Type
- Table 18: Examples of Companies Offering Urine Sample Type
- Table 19: Examples of Companies Offering Other Sample Types
- Table 20: Estimated Cancer Deaths in California, 2022

I would like to order

Product name: U.S. DTC Wellness Testing Market - A Country Analysis: Focus on Test Type, Offering, Sample Type, Distribution Channel, and Region - Analysis and Forecast, 2022-2032

Product link: <https://marketpublishers.com/r/U999AFEFF963EN.html>

Price: US\$ 3,900.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U999AFEFF963EN.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

