

# **Global Pet DNA Testing Market Size study & Forecast, by Animal Type (Dogs and Cats) by Test Type ( Breed Profile, Genetic Diseases and Health & Wellness), by Sample Type ( Blood, Saliva, Semen and Others), by End Use ( Pet Owners, Breeders and Veterinarians) and Regional Analysis, 2022-2029**

<https://marketpublishers.com/r/G9A069245CF1EN.html>

Date: April 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G9A069245CF1EN

## **Abstracts**

Global Pet DNA Testing Market is valued at approximately USD 294.89 million in 2021 and is anticipated to grow with a healthy growth rate of more than 9.20% over the forecast period 2022-2029. The DNA tests provide a wide range of services, including testing for cats, dogs, and birds. Many animal DNA testing options are available for professional breeders, medical professionals, and any pet owner interested in learning more about the genetic background, parents, or health of their pet. The Pet DNA Testing market is expanding because of factors such as rising pet ownership and increasing R&D activities by key companies & academic researchers.

Rising pet ownership across the world is catering the market growth. As around, 69 million American households have dogs as pets, according to a 2021 poll by the American Pet Products Association (APPA). The industry has grown as a result of an increase in the number of people adopting dogs since they offer companionship and emotional support. Adopting pets has therefore recently gained popularity among families, especially nuclear families. Approximately 90.5 million households in the United States, or 70%, have pets, according to the APPA Survey 2021–2022. Furthermore, to broaden the scope of insurance available on the market, major players are working with pet insurance firms and aiming to introduce further tests for a number of other hereditary diseases which is favoring the market growth.

The key regions considered for the Global Pet DNA Testing Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to high prevalence of pet ownership, presence of key market players and increasing spending on pet care. Whereas Asia Pacific is expected to grow with a highest CAGR during the forecast period, The region's pet care expenses are boosted by the expanding interest in adopting companion animals among people and the rising disposable income. Additionally, the fast-paced pet care development in nations such as China, India, South Korea, and Japan is anticipated to fuel regional market expansion.

Major market player included in this report are:

Wisdom Panel (Mars, Inc.)

Orivet Genetic Pet Care Ltd.

Embark Veterinary, Inc.

Dognomics (Clinomics)

DNA MY DOG (Canadian Dog Group Ltd.)

Basepaws, Inc. (Zoetis)

Neogen Corp.

GenSolDiagnostics, LLC

FidoCure (OHC)

PetDx

Recent Developments in the Market:

In July 2021, Wisdom Panel (Mars, Inc.) announced the launch of Wisdom Panel Dog DNA testing kits for breed detection.

In October 2022, Embark Veterinary, Inc., launched Age Test. The Age Test, a first-of-its-kind product in the dog DNA sector, calculates a dog's age using a special algorithm created by Embark. The test uses epigenetics, a cutting-edge subject that investigates how environmental influences can alter how genes function, to determine when a dog was born.

Global Pet DNA Testing Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Animal Type, Test Type, Sample Type, End Use, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Animal Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Animal Type:

Dog  
Cats

By Test Type:

Breed Profile  
Genetic Diseases  
Health & Wellness

By Sample Type:

Blood  
Saliva  
Semen  
Others

By End Use:

Pet Owners  
Breeders  
Veterinarians

By Region:

North America  
U.S.  
Canada  
Europe

UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
RoLA  
Rest of the World

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Million)
  - 1.2.1. Pet DNA Testing Market, by Region, 2019-2029 (USD Million)
  - 1.2.2. Pet DNA Testing Market, by Animal Type, 2019-2029 (USD Million)
  - 1.2.3. Pet DNA Testing Market, by Test Type, 2019-2029 (USD Million)
  - 1.2.4. Pet DNA Testing Market, by Sample Type, 2019-2029 (USD Million)
  - 1.2.5. Pet DNA Testing Market, by End Use, 2019-2029 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL PET DNA TESTING MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL PET DNA TESTING MARKET DYNAMICS

- 3.1. Pet DNA Testing Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing pet ownership
    - 3.1.1.2. Increasing R&D activities by key companies & academic researchers
  - 3.1.2. Market Challenges
    - 3.1.2.1. High Cost of Pet DNA Testing
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasingly spending on pet care products
    - 3.1.3.2. Rising awareness about pet diseases

### CHAPTER 4. GLOBAL PET DNA TESTING MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. Industry Experts Prospective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL PET DNA TESTING MARKET, BY ANIMAL TYPE**

- 6.1. Market Snapshot
- 6.2. Global Pet DNA Testing Market by Animal Type, Performance - Potential Analysis
- 6.3. Global Pet DNA Testing Market Estimates & Forecasts by Animal Type 2019-2029 (USD Million)
- 6.4. Pet DNA Testing Market, Sub Segment Analysis
  - 6.4.1. Dogs
  - 6.4.2. Cats

## **CHAPTER 7. GLOBAL PET DNA TESTING MARKET, BY TEST TYPE**

- 7.1. Market Snapshot
- 7.2. Global Pet DNA Testing Market by Test Type, Performance - Potential Analysis
- 7.3. Global Pet DNA Testing Market Estimates & Forecasts by Test Type 2019-2029 (USD Million)
- 7.4. Pet DNA Testing Market, Sub Segment Analysis
  - 7.4.1. Breed Profile

7.4.2. Genetic Diseases

7.4.3. Health & Wellness

## **CHAPTER 8. GLOBAL PET DNA TESTING MARKET, BY SAMPLE TYPE**

8.1. Market Snapshot

8.2. Global Pet DNA Testing Market by Sample Type, Performance - Potential Analysis

8.3. Global Pet DNA Testing Market Estimates & Forecasts by Sample Type 2019-2029  
(USD Million)

8.4. Pet DNA Testing Market, Sub Segment Analysis

8.4.1. Blood

8.4.2. Saliva

8.4.3. Semen

8.4.4. Others

## **CHAPTER 9. GLOBAL PET DNA TESTING MARKET, BY END USE**

9.1. Market Snapshot

9.2. Global Pet DNA Testing Market by End Use, Performance - Potential Analysis

9.3. Global Pet DNA Testing Market Estimates & Forecasts by End Use 2019-2029  
(USD Million)

9.4. Pet DNA Testing Market, Sub Segment Analysis

9.4.1. Pet Owners

9.4.2. Breeders

9.4.3. Veterinarians

## **CHAPTER 10. GLOBAL PET DNA TESTING MARKET, REGIONAL ANALYSIS**

10.1. Pet DNA Testing Market, Regional Market Snapshot

10.2. North America Pet DNA Testing Market

10.2.1. U.S. Pet DNA Testing Market

10.2.1.1. Animal Type breakdown estimates & forecasts, 2019-2029

10.2.1.2. Test Type breakdown estimates & forecasts, 2019-2029

10.2.1.3. Sample Type breakdown estimates & forecasts, 2019-2029

10.2.1.4. End Use breakdown estimates & forecasts, 2019-2029

10.2.2. Canada Pet DNA Testing Market

10.3. Europe Pet DNA Testing Market Snapshot

10.3.1. U.K. Pet DNA Testing Market

10.3.2. Germany Pet DNA Testing Market

- 10.3.3. France Pet DNA Testing Market
- 10.3.4. Spain Pet DNA Testing Market
- 10.3.5. Italy Pet DNA Testing Market
- 10.3.6. Rest of Europe Pet DNA Testing Market
- 10.4. Asia-Pacific Pet DNA Testing Market Snapshot
  - 10.4.1. China Pet DNA Testing Market
  - 10.4.2. India Pet DNA Testing Market
  - 10.4.3. Japan Pet DNA Testing Market
  - 10.4.4. Australia Pet DNA Testing Market
  - 10.4.5. South Korea Pet DNA Testing Market
  - 10.4.6. Rest of Asia Pacific Pet DNA Testing Market
- 10.5. Latin America Pet DNA Testing Market Snapshot
  - 10.5.1. Brazil Pet DNA Testing Market
  - 10.5.2. Mexico Pet DNA Testing Market
  - 10.5.3. Rest of Latin America Pet DNA Testing Market
- 10.6. Rest of The World Pet DNA Testing Market

## **CHAPTER 11. COMPETITIVE INTELLIGENCE**

- 11.1. Top Market Strategies
- 11.2. Company Profiles
  - 11.2.1. Wisdom Panel (Mars, Inc.)
    - 11.2.1.1. Key Information
    - 11.2.1.2. Overview
    - 11.2.1.3. Financial (Subject to Data Availability)
    - 11.2.1.4. Product Summary
    - 11.2.1.5. Recent Developments
  - 11.2.2. Orivet Genetic Pet Care Ltd.
  - 11.2.3. Embark Veterinary, Inc.
  - 11.2.4. Dognomics (Clinomics)
  - 11.2.5. DNA MY DOG (Canadian Dog Group Ltd.)
  - 11.2.6. Basepaws, Inc. (Zoetis)
  - 11.2.7. Neogen Corp.
  - 11.2.8. GenSolDiagnostics, LLC
  - 11.2.9. FidoCure (OHC)
  - 11.2.10. PetDx

## **CHAPTER 12. RESEARCH PROCESS**



## 12.1. Research Process

12.1.1. Data Mining

12.1.2. Analysis

12.1.3. Market Estimation

12.1.4. Validation

12.1.5. Publishing

## 12.2. Research Attributes

## 12.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Pet DNA Testing Market, report scope

TABLE 2. Global Pet DNA Testing Market estimates & forecasts by Region 2019-2029 (USD Million)

TABLE 3. Global Pet DNA Testing Market estimates & forecasts by Animal Type 2019-2029 (USD Million)

TABLE 4. Global Pet DNA Testing Market estimates & forecasts by Test Type 2019-2029 (USD Million)

TABLE 5. Global Pet DNA Testing Market estimates & forecasts by Sample Type 2019-2029 (USD Million)

TABLE 6. Global Pet DNA Testing Market estimates & forecasts by End Use 2019-2029 (USD Million)

TABLE 7. Global Pet DNA Testing Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 8. Global Pet DNA Testing Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 9. Global Pet DNA Testing Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 10. Global Pet DNA Testing Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 11. Global Pet DNA Testing Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 12. Global Pet DNA Testing Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 13. Global Pet DNA Testing Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 14. Global Pet DNA Testing Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 15. Global Pet DNA Testing Market by segment, estimates & forecasts, 2019-2029 (USD Million)

TABLE 16. Global Pet DNA Testing Market by region, estimates & forecasts, 2019-2029 (USD Million)

TABLE 17. U.S. Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 18. U.S. Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

- TABLE 19. U.S. Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 20. Canada Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)
- TABLE 21. Canada Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 22. Canada Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 23. UK Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)
- TABLE 24. UK Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 25. UK Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 26. Germany Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)
- TABLE 27. Germany Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 28. Germany Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 29. France Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)
- TABLE 30. France Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 31. France Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 32. Italy Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)
- TABLE 33. Italy Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 34. Italy Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 35. Spain Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)
- TABLE 36. Spain Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 37. Spain Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)
- TABLE 38. RoE Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 39. RoE Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 40. RoE Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 41. China Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 42. China Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 43. China Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 44. India Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 45. India Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 46. India Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 47. Japan Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 48. Japan Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 49. Japan Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 50. South Korea Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 51. South Korea Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 52. South Korea Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 53. Australia Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 54. Australia Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 55. Australia Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 56. RoAPAC Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 57. RoAPAC Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 58. RoAPAC Pet DNA Testing Market estimates & forecasts by segment

2019-2029 (USD Million)

TABLE 59. Brazil Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 60. Brazil Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 61. Brazil Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 62. Mexico Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 63. Mexico Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 64. Mexico Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 65. RoLA Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 66. RoLA Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 67. RoLA Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 68. Row Pet DNA Testing Market estimates & forecasts, 2019-2029 (USD Million)

TABLE 69. Row Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 70. Row Pet DNA Testing Market estimates & forecasts by segment 2019-2029 (USD Million)

TABLE 71. List of secondary sources, used in the study of global Pet DNA Testing Market

TABLE 72. List of primary sources, used in the study of global Pet DNA Testing Market

TABLE 73. Years considered for the study

TABLE 74. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Pet DNA Testing Market, research methodology
  - FIG 2. Global Pet DNA Testing Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Pet DNA Testing Market, key trends 2021
  - FIG 5. Global Pet DNA Testing Market, growth prospects 2022-2029
  - FIG 6. Global Pet DNA Testing Market, porters 5 force model
  - FIG 7. Global Pet DNA Testing Market, pest analysis
  - FIG 8. Global Pet DNA Testing Market, value chain analysis
  - FIG 9. Global Pet DNA Testing Market by segment, 2019 & 2029 (USD Million)
  - FIG 10. Global Pet DNA Testing Market by segment, 2019 & 2029 (USD Million)
  - FIG 11. Global Pet DNA Testing Market by segment, 2019 & 2029 (USD Million)
  - FIG 12. Global Pet DNA Testing Market by segment, 2019 & 2029 (USD Million)
  - FIG 13. Global Pet DNA Testing Market by segment, 2019 & 2029 (USD Million)
  - FIG 14. Global Pet DNA Testing Market, regional snapshot 2019 & 2029
  - FIG 15. North America Pet DNA Testing Market 2019 & 2029 (USD Million)
  - FIG 16. Europe Pet DNA Testing Market 2019 & 2029 (USD Million)
  - FIG 17. Asia pacific Pet DNA Testing Market 2019 & 2029 (USD Million)
  - FIG 18. Latin America Pet DNA Testing Market 2019 & 2029 (USD Million)
  - FIG 19. Global Pet DNA Testing Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## I would like to order

Product name: Global Pet DNA Testing Market Size study & Forecast, by Animal Type (Dogs and Cats) by Test Type ( Breed Profile, Genetic Diseases and Health & Wellness), by Sample Type ( Blood, Saliva, Semen and Others), by End Use ( Pet Owners, Breeders and Veterinarians) and Regional Analysis, 2022-2029

Product link: <https://marketpublishers.com/r/G9A069245CF1EN.html>

Price: US\$ 4,950.00 (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/G9A069245CF1EN.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