

Global At-home DNA Tests Kits Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/A31963AC2F0CEN.html>

Date: March 2026

Pages: 141

Price: US\$ 3,200.00 (Single User License)

ID: A31963AC2F0CEN

Abstracts

A home DNA testing kit is a tool used in a home environment for consumers to collect samples and extract and analyze DNA. It usually contains necessary chemical reagents, sampling tools, and detailed operating instructions, allowing users to complete the collection and preliminary processing of DNA samples at home, and then understand their own genetic characteristics, disease risks, or other gene-related information. At-home DNA tests kits can provide a wealth of information about your genetic makeup, health, disease risk, and ancestry. They can also help you connect with relatives and build out your family tree. Market drivers of home DNA testing kits

Increased consumer health awareness: As people pay more and more attention to health issues, more and more people are seeking to understand their genetic information and potential disease risks in order to take preventive measures. Home DNA testing kits provide a convenient and private way to meet this demand.

Continuous technological innovation: The rapid development of DNA testing technology, especially the emergence of new generation sequencing technology, has greatly reduced the cost of testing and improved the efficiency and accuracy of testing. This has made home DNA testing kits popular and provided more diverse testing items.

The rise of personalized medicine: Personalized medicine emphasizes the formulation of treatment plans based on individual genetic characteristics. Home DNA testing kits provide consumers with the opportunity to understand their own genetic information, thereby contributing to more accurate personalized medicine.

Promotion of social media and popular science propaganda: The increasing discussion about DNA testing and genetics on social media platforms has led more consumers to pay attention to and understand home DNA testing kits. At the same time, popular science propaganda has also increased consumers' awareness and acceptance of genetic testing.

Policy support and improvement of laws and regulations: Some countries and regions have included DNA testing projects in the scope of medical insurance, reducing the economic burden on

consumers. In addition, with the continuous improvement of relevant laws and regulations, the standardization and legality of the DNA testing market have been guaranteed, which has enhanced consumers' trust in home DNA testing kits. Expansion of the international market: There are differences in the demand for DNA testing and the stage of market development in different countries and regions. By expanding the international market, home DNA testing kit manufacturers can find new growth space and meet the diverse needs of consumers in different regions. In summary, the home DNA testing kit market is driven by a variety of factors, including the improvement of consumer health awareness, continuous technological innovation, the rise of personalized medicine, the promotion of social media and popular science propaganda, policy support and the improvement of laws and regulations, and the expansion of the international market. These factors have jointly promoted the rapid development of the home DNA testing kit market.

The global At-home DNA Tests Kits market size was estimated at USD 365.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global At-home DNA Tests Kits market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global At-home DNA Tests Kits market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the At-home DNA Tests Kits market.

Global At-home DNA Tests Kits Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Health Street
Nebula Genomics
23andMe
Invitae Genetic Health Screen
AncestryDNA
MyHeritage DNA
Labcorp DNA
Quest Diagnostics
DNA Diagnostics Center
Get Brio
EasyDNA

Market Segmentation (by Type)

Below 5 Weeks
6?8 Weeks
Above 8 Weeks

Market Segmentation (by Application)

Online
Offline

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the At-home DNA Tests Kits Market

Overview of the regional outlook of the At-home DNA Tests Kits Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the At-

home DNA Tests Kits Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of At-home DNA Tests Kits, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of At-home DNA Tests Kits
- 1.2 Key Market Segments
 - 1.2.1 At-home DNA Tests Kits Segment by Type
 - 1.2.2 At-home DNA Tests Kits Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 AT-HOME DNA TESTS KITS MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global At-home DNA Tests Kits Market Size (M USD) Estimates and Forecasts (2020-2035)
 - 2.1.2 Global At-home DNA Tests Kits Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 AT-HOME DNA TESTS KITS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global At-home DNA Tests Kits Product Life Cycle
- 3.3 Global At-home DNA Tests Kits Sales by Manufacturers (2020-2025)
- 3.4 Global At-home DNA Tests Kits Revenue Market Share by Manufacturers (2020-2025)
- 3.5 At-home DNA Tests Kits Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global At-home DNA Tests Kits Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 At-home DNA Tests Kits Market Competitive Situation and Trends
 - 3.8.1 At-home DNA Tests Kits Market Concentration Rate
 - 3.8.2 Global 5 and 10 Largest At-home DNA Tests Kits Players Market Share by Revenue
 - 3.8.3 Mergers & Acquisitions, Expansion

4 AT-HOME DNA TESTS KITS INDUSTRY CHAIN ANALYSIS

- 4.1 At-home DNA Tests Kits Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AT-HOME DNA TESTS KITS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global At-home DNA Tests Kits Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to At-home DNA Tests Kits Market
- 5.7 ESG Ratings of Leading Companies

6 AT-HOME DNA TESTS KITS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global At-home DNA Tests Kits Sales Market Share by Type (2020-2025)
- 6.3 Global At-home DNA Tests Kits Market Size by Type (2020-2025)
- 6.4 Global At-home DNA Tests Kits Price by Type (2020-2025)

7 AT-HOME DNA TESTS KITS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

- 7.2 Global At-home DNA Tests Kits Market Sales by Application (2020-2025)
- 7.3 Global At-home DNA Tests Kits Market Size (M USD) by Application (2020-2025)
- 7.4 Global At-home DNA Tests Kits Sales Growth Rate by Application (2020-2025)

8 AT-HOME DNA TESTS KITS MARKET SALES BY REGION

- 8.1 Global At-home DNA Tests Kits Sales by Region
 - 8.1.1 Global At-home DNA Tests Kits Sales by Region
 - 8.1.2 Global At-home DNA Tests Kits Sales Market Share by Region
- 8.2 Global At-home DNA Tests Kits Market Size by Region
 - 8.2.1 Global At-home DNA Tests Kits Market Size by Region
 - 8.2.2 Global At-home DNA Tests Kits Market Size by Region
- 8.3 North America
 - 8.3.1 North America At-home DNA Tests Kits Sales by Country
 - 8.3.2 North America At-home DNA Tests Kits Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe At-home DNA Tests Kits Sales by Country
 - 8.4.2 Europe At-home DNA Tests Kits Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific At-home DNA Tests Kits Sales by Region
 - 8.5.2 Asia Pacific At-home DNA Tests Kits Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America At-home DNA Tests Kits Sales by Country
 - 8.6.2 South America At-home DNA Tests Kits Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa At-home DNA Tests Kits Sales by Region

8.7.2 Middle East and Africa At-home DNA Tests Kits Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 AT-HOME DNA TESTS KITS MARKET PRODUCTION BY REGION

9.1 Global Production of At-home DNA Tests Kits by Region(2020-2025)

9.2 Global At-home DNA Tests Kits Revenue Market Share by Region (2020-2025)

9.3 Global At-home DNA Tests Kits Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America At-home DNA Tests Kits Production

9.4.1 North America At-home DNA Tests Kits Production Growth Rate (2020-2025)

9.4.2 North America At-home DNA Tests Kits Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe At-home DNA Tests Kits Production

9.5.1 Europe At-home DNA Tests Kits Production Growth Rate (2020-2025)

9.5.2 Europe At-home DNA Tests Kits Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan At-home DNA Tests Kits Production (2020-2025)

9.6.1 Japan At-home DNA Tests Kits Production Growth Rate (2020-2025)

9.6.2 Japan At-home DNA Tests Kits Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China At-home DNA Tests Kits Production (2020-2025)

9.7.1 China At-home DNA Tests Kits Production Growth Rate (2020-2025)

9.7.2 China At-home DNA Tests Kits Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Health Street

10.1.1 Health Street Basic Information

10.1.2 Health Street At-home DNA Tests Kits Product Overview

10.1.3 Health Street At-home DNA Tests Kits Product Market Performance

- 10.1.4 Health Street Business Overview
- 10.1.5 Health Street SWOT Analysis
- 10.1.6 Health Street Recent Developments
- 10.2 Nebula Genomics
 - 10.2.1 Nebula Genomics Basic Information
 - 10.2.2 Nebula Genomics At-home DNA Tests Kits Product Overview
 - 10.2.3 Nebula Genomics At-home DNA Tests Kits Product Market Performance
 - 10.2.4 Nebula Genomics Business Overview
 - 10.2.5 Nebula Genomics SWOT Analysis
 - 10.2.6 Nebula Genomics Recent Developments
- 10.3 23andMe
 - 10.3.1 23andMe Basic Information
 - 10.3.2 23andMe At-home DNA Tests Kits Product Overview
 - 10.3.3 23andMe At-home DNA Tests Kits Product Market Performance
 - 10.3.4 23andMe Business Overview
 - 10.3.5 23andMe SWOT Analysis
 - 10.3.6 23andMe Recent Developments
- 10.4 Invitae Genetic Health Screen
 - 10.4.1 Invitae Genetic Health Screen Basic Information
 - 10.4.2 Invitae Genetic Health Screen At-home DNA Tests Kits Product Overview
 - 10.4.3 Invitae Genetic Health Screen At-home DNA Tests Kits Product Market Performance
 - 10.4.4 Invitae Genetic Health Screen Business Overview
 - 10.4.5 Invitae Genetic Health Screen Recent Developments
- 10.5 AncestryDNA
 - 10.5.1 AncestryDNA Basic Information
 - 10.5.2 AncestryDNA At-home DNA Tests Kits Product Overview
 - 10.5.3 AncestryDNA At-home DNA Tests Kits Product Market Performance
 - 10.5.4 AncestryDNA Business Overview
 - 10.5.5 AncestryDNA Recent Developments
- 10.6 MyHeritage DNA
 - 10.6.1 MyHeritage DNA Basic Information
 - 10.6.2 MyHeritage DNA At-home DNA Tests Kits Product Overview
 - 10.6.3 MyHeritage DNA At-home DNA Tests Kits Product Market Performance
 - 10.6.4 MyHeritage DNA Business Overview
 - 10.6.5 MyHeritage DNA Recent Developments
- 10.7 Labcorp DNA
 - 10.7.1 Labcorp DNA Basic Information
 - 10.7.2 Labcorp DNA At-home DNA Tests Kits Product Overview

- 10.7.3 Labcorp DNA At-home DNA Tests Kits Product Market Performance
- 10.7.4 Labcorp DNA Business Overview
- 10.7.5 Labcorp DNA Recent Developments
- 10.8 Quest Diagnostics
 - 10.8.1 Quest Diagnostics Basic Information
 - 10.8.2 Quest Diagnostics At-home DNA Tests Kits Product Overview
 - 10.8.3 Quest Diagnostics At-home DNA Tests Kits Product Market Performance
 - 10.8.4 Quest Diagnostics Business Overview
 - 10.8.5 Quest Diagnostics Recent Developments
- 10.9 DNA Diagnostics Center
 - 10.9.1 DNA Diagnostics Center Basic Information
 - 10.9.2 DNA Diagnostics Center At-home DNA Tests Kits Product Overview
 - 10.9.3 DNA Diagnostics Center At-home DNA Tests Kits Product Market Performance
 - 10.9.4 DNA Diagnostics Center Business Overview
 - 10.9.5 DNA Diagnostics Center Recent Developments
- 10.10 Get Brio
 - 10.10.1 Get Brio Basic Information
 - 10.10.2 Get Brio At-home DNA Tests Kits Product Overview
 - 10.10.3 Get Brio At-home DNA Tests Kits Product Market Performance
 - 10.10.4 Get Brio Business Overview
 - 10.10.5 Get Brio Recent Developments
- 10.11 EasyDNA
 - 10.11.1 EasyDNA Basic Information
 - 10.11.2 EasyDNA At-home DNA Tests Kits Product Overview
 - 10.11.3 EasyDNA At-home DNA Tests Kits Product Market Performance
 - 10.11.4 EasyDNA Business Overview
 - 10.11.5 EasyDNA Recent Developments

11 AT-HOME DNA TESTS KITS MARKET FORECAST BY REGION

- 11.1 Global At-home DNA Tests Kits Market Size Forecast
- 11.2 Global At-home DNA Tests Kits Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe At-home DNA Tests Kits Market Size Forecast by Country
 - 11.2.3 Asia Pacific At-home DNA Tests Kits Market Size Forecast by Region
 - 11.2.4 South America At-home DNA Tests Kits Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of At-home DNA Tests Kits by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global At-home DNA Tests Kits Market Forecast by Type (2026-2035)

12.1.1 Global Forecasted Sales of At-home DNA Tests Kits by Type (2026-2035)

12.1.2 Global At-home DNA Tests Kits Market Size Forecast by Type (2026-2035)

12.1.3 Global Forecasted Price of At-home DNA Tests Kits by Type (2026-2035)

12.2 Global At-home DNA Tests Kits Market Forecast by Application (2026-2035)

12.2.1 Global At-home DNA Tests Kits Sales (K Units) Forecast by Application

12.2.2 Global At-home DNA Tests Kits Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global At-home DNA Tests Kits Market Size by Type (M USD)

Table 4. Global At-home DNA Tests Kits Market Size by Application

Table 5. At-home DNA Tests Kits Market Size Comparison by Region (M USD)

Table 6. Global At-home DNA Tests Kits Sales (K Units) by Manufacturers (2020-2025)

Table 7. Global At-home DNA Tests Kits Sales Market Share by Manufacturers (2020-2025)

Table 8. Global At-home DNA Tests Kits Revenue (M USD) by Manufacturers (2020-2025)

Table 9. Global At-home DNA Tests Kits Revenue Share by Manufacturers (2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in At-home DNA Tests Kits as of 2025)

Table 11. Global Market At-home DNA Tests Kits Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 12. Manufacturers? Manufacturing Sites, Areas Served

Table 13. Manufacturers? Product Type

Table 14. Global At-home DNA Tests Kits Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. At-home DNA Tests Kits Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026

Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 26. Global At-home DNA Tests Kits Sales by Type (K Units)

Table 27. Global At-home DNA Tests Kits Market Size by Type (M USD)

Table 28. Global At-home DNA Tests Kits Sales (K Units) by Type (2020-2025)

Table 29. Global At-home DNA Tests Kits Sales Market Share by Type (2020-2025)

- Table 30. Global At-home DNA Tests Kits Market Size (M USD) by Type (2020-2025)
- Table 31. Global At-home DNA Tests Kits Market Share by Type (2020-2025)
- Table 32. Global At-home DNA Tests Kits Price (USD/Unit) by Type (2020-2025)
- Table 33. Global At-home DNA Tests Kits Sales (K Units) by Application
- Table 34. Global At-home DNA Tests Kits Market Size by Application
- Table 35. Global At-home DNA Tests Kits Sales by Application (2020-2025) & (K Units)
- Table 36. Global At-home DNA Tests Kits Sales Market Share by Application (2020-2025)
- Table 37. Global At-home DNA Tests Kits Market Size by Application (2020-2025) & (M USD)
- Table 38. Global At-home DNA Tests Kits Market Share by Application (2020-2025)
- Table 39. Global At-home DNA Tests Kits Sales Growth Rate by Application (2020-2025)
- Table 40. Global At-home DNA Tests Kits Sales by Region (2020-2025) & (K Units)
- Table 41. Global At-home DNA Tests Kits Sales Market Share by Region (2020-2025)
- Table 42. Global At-home DNA Tests Kits Market Size by Region (2020-2025) & (M USD)
- Table 43. Global At-home DNA Tests Kits Market Size by Region (2020-2025)
- Table 44. North America At-home DNA Tests Kits Sales by Country (2020-2025) & (K Units)
- Table 45. North America At-home DNA Tests Kits Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe At-home DNA Tests Kits Sales by Country (2020-2025) & (K Units)
- Table 47. Europe At-home DNA Tests Kits Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific At-home DNA Tests Kits Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific At-home DNA Tests Kits Market Size by Region (2020-2025) & (M USD)
- Table 50. South America At-home DNA Tests Kits Sales by Country (2020-2025) & (K Units)
- Table 51. South America At-home DNA Tests Kits Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa At-home DNA Tests Kits Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa At-home DNA Tests Kits Market Size by Region (2020-2025) & (M USD)
- Table 54. Global At-home DNA Tests Kits Production (K Units) by Region(2020-2025)
- Table 55. Global At-home DNA Tests Kits Revenue (US\$ Million) by Region

(2020-2025)

Table 56. Global At-home DNA Tests Kits Revenue Market Share by Region

(2020-2025)

Table 57. Global At-home DNA Tests Kits Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. North America At-home DNA Tests Kits Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Europe At-home DNA Tests Kits Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. Japan At-home DNA Tests Kits Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. China At-home DNA Tests Kits Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 62. Health Street Basic Information

Table 63. Health Street At-home DNA Tests Kits Product Overview

Table 64. Health Street At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Health Street Business Overview

Table 66. Health Street SWOT Analysis

Table 67. Health Street Recent Developments

Table 68. Nebula Genomics Basic Information

Table 69. Nebula Genomics At-home DNA Tests Kits Product Overview

Table 70. Nebula Genomics At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Nebula Genomics Business Overview

Table 72. Nebula Genomics SWOT Analysis

Table 73. Nebula Genomics Recent Developments

Table 74. 23andMe Basic Information

Table 75. 23andMe At-home DNA Tests Kits Product Overview

Table 76. 23andMe At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. 23andMe Business Overview

Table 78. 23andMe SWOT Analysis

Table 79. 23andMe Recent Developments

Table 80. Invitae Genetic Health Screen Basic Information

Table 81. Invitae Genetic Health Screen At-home DNA Tests Kits Product Overview

Table 82. Invitae Genetic Health Screen At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Invitae Genetic Health Screen Business Overview

- Table 84. Invitae Genetic Health Screen Recent Developments
- Table 85. AncestryDNA Basic Information
- Table 86. AncestryDNA At-home DNA Tests Kits Product Overview
- Table 87. AncestryDNA At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. AncestryDNA Business Overview
- Table 89. AncestryDNA Recent Developments
- Table 90. MyHeritage DNA Basic Information
- Table 91. MyHeritage DNA At-home DNA Tests Kits Product Overview
- Table 92. MyHeritage DNA At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. MyHeritage DNA Business Overview
- Table 94. MyHeritage DNA Recent Developments
- Table 95. Labcorp DNA Basic Information
- Table 96. Labcorp DNA At-home DNA Tests Kits Product Overview
- Table 97. Labcorp DNA At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Labcorp DNA Business Overview
- Table 99. Labcorp DNA Recent Developments
- Table 100. Quest Diagnostics Basic Information
- Table 101. Quest Diagnostics At-home DNA Tests Kits Product Overview
- Table 102. Quest Diagnostics At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Quest Diagnostics Business Overview
- Table 104. Quest Diagnostics Recent Developments
- Table 105. DNA Diagnostics Center Basic Information
- Table 106. DNA Diagnostics Center At-home DNA Tests Kits Product Overview
- Table 107. DNA Diagnostics Center At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. DNA Diagnostics Center Business Overview
- Table 109. DNA Diagnostics Center Recent Developments
- Table 110. Get Brio Basic Information
- Table 111. Get Brio At-home DNA Tests Kits Product Overview
- Table 112. Get Brio At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Get Brio Business Overview
- Table 114. Get Brio Recent Developments
- Table 115. EasyDNA Basic Information
- Table 116. EasyDNA At-home DNA Tests Kits Product Overview

Table 117. EasyDNA At-home DNA Tests Kits Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 118. EasyDNA Business Overview

Table 119. EasyDNA Recent Developments

Table 120. Global At-home DNA Tests Kits Sales Forecast by Region (2026-2035) & (K Units)

Table 121. Global At-home DNA Tests Kits Market Size Forecast by Region (2026-2035) & (M USD)

Table 122. North America At-home DNA Tests Kits Sales Forecast by Country (2026-2035) & (K Units)

Table 123. North America At-home DNA Tests Kits Market Size Forecast by Country (2026-2035) & (M USD)

Table 124. Europe At-home DNA Tests Kits Sales Forecast by Country (2026-2035) & (K Units)

Table 125. Europe At-home DNA Tests Kits Market Size Forecast by Country (2026-2035) & (M USD)

Table 126. Asia Pacific At-home DNA Tests Kits Sales Forecast by Region (2026-2035) & (K Units)

Table 127. Asia Pacific At-home DNA Tests Kits Market Size Forecast by Region (2026-2035) & (M USD)

Table 128. South America At-home DNA Tests Kits Sales Forecast by Country (2026-2035) & (K Units)

Table 129. South America At-home DNA Tests Kits Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Middle East and Africa At-home DNA Tests Kits Sales Forecast by Country (2026-2035) & (Units)

Table 131. Middle East and Africa At-home DNA Tests Kits Market Size Forecast by Country (2026-2035) & (M USD)

Table 132. Global At-home DNA Tests Kits Sales Forecast by Type (2026-2035) & (K Units)

Table 133. Global At-home DNA Tests Kits Market Size Forecast by Type (2026-2035) & (M USD)

Table 134. Global At-home DNA Tests Kits Price Forecast by Type (2026-2035) & (USD/Unit)

Table 135. Global At-home DNA Tests Kits Sales (K Units) Forecast by Application (2026-2035)

Table 136. Global At-home DNA Tests Kits Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of At-home DNA Tests Kits
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global At-home DNA Tests Kits Market Size (M USD), 2025-2035
- Figure 5. Global At-home DNA Tests Kits Market Size (M USD) (2020-2035)
- Figure 6. Global At-home DNA Tests Kits Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. At-home DNA Tests Kits Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global At-home DNA Tests Kits Product Life Cycle
- Figure 13. At-home DNA Tests Kits Sales Share by Manufacturers in 2025
- Figure 14. Global At-home DNA Tests Kits Revenue Share by Manufacturers in 2025
- Figure 15. At-home DNA Tests Kits Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market At-home DNA Tests Kits Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by At-home DNA Tests Kits Revenue in 2025
- Figure 18. Industry Chain Map of At-home DNA Tests Kits
- Figure 19. Global At-home DNA Tests Kits Market PEST Analysis
- Figure 20. Global At-home DNA Tests Kits Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global At-home DNA Tests Kits Market Share by Type
- Figure 27. Sales Market Share of At-home DNA Tests Kits by Type (2020-2025)
- Figure 28. Sales Market Share of At-home DNA Tests Kits by Type in 2025
- Figure 29. Market Share of At-home DNA Tests Kits by Type (2020-2025)
- Figure 30. Market Share of At-home DNA Tests Kits by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global At-home DNA Tests Kits Market Share by Application

Figure 33. Global At-home DNA Tests Kits Sales Market Share by Application (2020-2025)

Figure 34. Global At-home DNA Tests Kits Sales Market Share by Application in 2025

Figure 35. Global At-home DNA Tests Kits Market Share by Application (2020-2025)

Figure 36. Global At-home DNA Tests Kits Market Share by Application in 2025

Figure 37. Global At-home DNA Tests Kits Sales Growth Rate by Application (2020-2025)

Figure 38. Global At-home DNA Tests Kits Sales Market Share by Region (2020-2025)

Figure 39. Global At-home DNA Tests Kits Market Size by Region (2020-2025)

Figure 40. North America At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America At-home DNA Tests Kits Sales Market Share by Country in 2024

Figure 43. North America At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America At-home DNA Tests Kits Market Size by Country in 2024

Figure 45. U.S. At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada At-home DNA Tests Kits Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada At-home DNA Tests Kits Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico At-home DNA Tests Kits Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico At-home DNA Tests Kits Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe At-home DNA Tests Kits Sales Market Share by Country in 2024

Figure 53. Europe At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe At-home DNA Tests Kits Market Size by Country in 2024

Figure 55. Germany At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific At-home DNA Tests Kits Sales and Growth Rate (K Units)

Figure 66. Asia Pacific At-home DNA Tests Kits Sales Market Share by Region in 2024

Figure 67. Asia Pacific At-home DNA Tests Kits Market Size by Region in 2024

Figure 68. China At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America At-home DNA Tests Kits Sales and Growth Rate (K Units)

Figure 79. South America At-home DNA Tests Kits Sales Market Share by Country in 2024

Figure 80. South America At-home DNA Tests Kits Market Size and Growth Rate (M USD)

Figure 81. South America At-home DNA Tests Kits Market Size by Country in 2024

Figure 82. Brazil At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa At-home DNA Tests Kits Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa At-home DNA Tests Kits Sales Market Share by Region in 2024

Figure 90. Middle East and Africa At-home DNA Tests Kits Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa At-home DNA Tests Kits Market Size by Region in 2024

Figure 92. Saudi Arabia At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K

Units)

Figure 99. Nigeria At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa At-home DNA Tests Kits Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa At-home DNA Tests Kits Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global At-home DNA Tests Kits Production Market Share by Region (2020-2025)

Figure 103. North America At-home DNA Tests Kits Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe At-home DNA Tests Kits Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan At-home DNA Tests Kits Production (K Units) Growth Rate (2020-2025)

Figure 106. China At-home DNA Tests Kits Production (K Units) Growth Rate (2020-2025)

Figure 107. Global At-home DNA Tests Kits Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global At-home DNA Tests Kits Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global At-home DNA Tests Kits Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global At-home DNA Tests Kits Market Share Forecast by Type (2026-2035)

Figure 111. Global At-home DNA Tests Kits Sales Forecast by Application (2026-2035)

Figure 112. Global At-home DNA Tests Kits Market Share Forecast by Application (2026-2035)

I would like to order

Product name: Global At-home DNA Tests Kits Market Research Report 2026(Status and Outlook)

Product link: <https://marketpublishers.com/r/A31963AC2F0CEN.html>

Price: US\$ 3,200.00 (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/A31963AC2F0CEN.html>