

# Global Direct-Access Genetic Testing Market Research Report 2024, Forecast to 2032

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## Abstracts

### Report Overview

Most of the time, genetic testing is done through healthcare providers such as physicians, nurse practitioners, and genetic counselors. Healthcare providers determine which test is needed, order the test from a laboratory, collect and send the DNA sample, interpret the test results, and share the results with the patient. Often, a health insurance company covers part or all of the cost of testing. Direct-to-consumer genetic testing is different: these genetic tests are marketed directly to customers via television, print advertisements, or the Internet, and the tests can be bought online or in stores. Customers send the company a DNA sample and receive their results directly from a secure website or in a written report. Direct-to-consumer genetic testing provides people access to their genetic information without necessarily involving a healthcare provider or health insurance company in the process.

The global Direct-Access Genetic Testing market size was estimated at USD 1575 million in 2023 and is projected to reach USD 5989.66 million by 2032, exhibiting a CAGR of 16.00% during the forecast period.

North America Direct-Access Genetic Testing market size was estimated at USD 530.69 million in 2023, at a CAGR of 13.71% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Direct-Access Genetic Testing market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Direct-Access Genetic Testing Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Direct-Access Genetic Testing market in any manner.

### Global Direct-Access Genetic Testing Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### Key Company

23andMe

MyHeritage

LabCorp

Myriad Genetics

Ancestry.com

Quest Diagnostics

Gene By Gene

DNA Diagnostics Center

Invitae

IntelliGenetics

Ambry Genetics

Living DNA

EasyDNA

Pathway Genomics

Centrillion Technology

Xcode

Color Genomics

Anglia DNA Services

African Ancestry

Canadian DNA Services

DNA Family Check

Alpha Biolaboratories

Test Me DNA

23 Mofang

Genetic Health

DNA Services of America

Shuwen Health Sciences

Mapmygenome

Full Genomes

Market Segmentation (by Type)

Diagnostic Screening

PGD

Relationship testing

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

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