

Global Direct Genetic Testing for Consumer 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.

The global Direct Genetic Testing for Consumer market size was estimated at USD 1569 million in 2023 and is projected to reach USD 7120.09 million by 2032, exhibiting a CAGR of 18.30% during the forecast period.

North America Direct Genetic Testing for Consumer market size was estimated at USD 547.15 million in 2023, at a CAGR of 15.69% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Direct Genetic Testing for Consumer 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 Genetic Testing for Consumer 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 Genetic Testing for Consumer market in any manner.

Global Direct Genetic Testing for Consumer 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

Market Segmentation (by Type)

Diagnostic Screening

Prenatal, Newborn Screening, and Pre-Implantation Diagnosis

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

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 Direct Genetic Testing for Consumer Market

Overview of the regional outlook of the Direct Genetic Testing for Consumer Market:

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.

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 Direct Genetic Testing for Consumer 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 from the consumer side 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 Direct Genetic Testing for Consumer, 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 during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

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

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Direct Genetic Testing for Consumer
- 1.2 Key Market Segments
 - 1.2.1 Direct Genetic Testing for Consumer Segment by Type
 - 1.2.2 Direct Genetic Testing for Consumer 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 DIRECT GENETIC TESTING FOR CONSUMER MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Direct Genetic Testing for Consumer Market Size (M USD) Estimates and Forecasts (2019-2032)
 - 2.1.2 Global Direct Genetic Testing for Consumer Sales Estimates and Forecasts (2019-2032)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 DIRECT GENETIC TESTING FOR CONSUMER MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Direct Genetic Testing for Consumer Sales by Manufacturers (2019-2024)
- 3.2 Global Direct Genetic Testing for Consumer Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Direct Genetic Testing for Consumer Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Direct Genetic Testing for Consumer Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Direct Genetic Testing for Consumer Sales Sites, Area Served, Product Type
- 3.6 Direct Genetic Testing for Consumer Market Competitive Situation and Trends
 - 3.6.1 Direct Genetic Testing for Consumer Market Concentration Rate

3.6.2 Global 5 and 10 Largest Direct Genetic Testing for Consumer Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 DIRECT GENETIC TESTING FOR CONSUMER INDUSTRY CHAIN ANALYSIS

4.1 Direct Genetic Testing for Consumer 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 DIRECT GENETIC TESTING FOR CONSUMER MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 DIRECT GENETIC TESTING FOR CONSUMER MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Direct Genetic Testing for Consumer Sales Market Share by Type (2019-2024)

6.3 Global Direct Genetic Testing for Consumer Market Size Market Share by Type (2019-2024)

6.4 Global Direct Genetic Testing for Consumer Price by Type (2019-2024)

7 DIRECT GENETIC TESTING FOR CONSUMER MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Direct Genetic Testing for Consumer Market Sales by Application
(2019-2024)

7.3 Global Direct Genetic Testing for Consumer Market Size (M USD) by Application
(2019-2024)

7.4 Global Direct Genetic Testing for Consumer Sales Growth Rate by Application
(2019-2024)

8 DIRECT GENETIC TESTING FOR CONSUMER MARKET CONSUMPTION BY REGION

8.1 Global Direct Genetic Testing for Consumer Sales by Region

8.1.1 Global Direct Genetic Testing for Consumer Sales by Region

8.1.2 Global Direct Genetic Testing for Consumer Sales Market Share by Region

8.2 North America

8.2.1 North America Direct Genetic Testing for Consumer Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Direct Genetic Testing for Consumer Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Direct Genetic Testing for Consumer Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Direct Genetic Testing for Consumer Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Direct Genetic Testing for Consumer Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 DIRECT GENETIC TESTING FOR CONSUMER MARKET PRODUCTION BY REGION

9.1 Global Production of Direct Genetic Testing for Consumer by Region (2019-2024)

9.2 Global Direct Genetic Testing for Consumer Revenue Market Share by Region (2019-2024)

9.3 Global Direct Genetic Testing for Consumer Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Direct Genetic Testing for Consumer Production

9.4.1 North America Direct Genetic Testing for Consumer Production Growth Rate (2019-2024)

9.4.2 North America Direct Genetic Testing for Consumer Production, Revenue, Price and Gross Margin (2019-2024)

9.5 Europe Direct Genetic Testing for Consumer Production

9.5.1 Europe Direct Genetic Testing for Consumer Production Growth Rate (2019-2024)

9.5.2 Europe Direct Genetic Testing for Consumer Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Direct Genetic Testing for Consumer Production (2019-2024)

9.6.1 Japan Direct Genetic Testing for Consumer Production Growth Rate (2019-2024)

9.6.2 Japan Direct Genetic Testing for Consumer Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Direct Genetic Testing for Consumer Production (2019-2024)

9.7.1 China Direct Genetic Testing for Consumer Production Growth Rate (2019-2024)

9.7.2 China Direct Genetic Testing for Consumer Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 23andMe

10.1.1 23andMe Direct Genetic Testing for Consumer Basic Information

10.1.2 23andMe Direct Genetic Testing for Consumer Product Overview

10.1.3 23andMe Direct Genetic Testing for Consumer Product Market Performance

- 10.1.4 23andMe Business Overview
- 10.1.5 23andMe Direct Genetic Testing for Consumer SWOT Analysis
- 10.1.6 23andMe Recent Developments
- 10.2 MyHeritage
 - 10.2.1 MyHeritage Direct Genetic Testing for Consumer Basic Information
 - 10.2.2 MyHeritage Direct Genetic Testing for Consumer Product Overview
 - 10.2.3 MyHeritage Direct Genetic Testing for Consumer Product Market Performance
 - 10.2.4 MyHeritage Business Overview
 - 10.2.5 MyHeritage Direct Genetic Testing for Consumer SWOT Analysis
 - 10.2.6 MyHeritage Recent Developments
- 10.3 LabCorp
 - 10.3.1 LabCorp Direct Genetic Testing for Consumer Basic Information
 - 10.3.2 LabCorp Direct Genetic Testing for Consumer Product Overview
 - 10.3.3 LabCorp Direct Genetic Testing for Consumer Product Market Performance
 - 10.3.4 LabCorp Direct Genetic Testing for Consumer SWOT Analysis
 - 10.3.5 LabCorp Business Overview
 - 10.3.6 LabCorp Recent Developments
- 10.4 Myriad Genetics
 - 10.4.1 Myriad Genetics Direct Genetic Testing for Consumer Basic Information
 - 10.4.2 Myriad Genetics Direct Genetic Testing for Consumer Product Overview
 - 10.4.3 Myriad Genetics Direct Genetic Testing for Consumer Product Market Performance
 - 10.4.4 Myriad Genetics Business Overview
 - 10.4.5 Myriad Genetics Recent Developments
- 10.5 Ancestry.com
 - 10.5.1 Ancestry.com Direct Genetic Testing for Consumer Basic Information
 - 10.5.2 Ancestry.com Direct Genetic Testing for Consumer Product Overview
 - 10.5.3 Ancestry.com Direct Genetic Testing for Consumer Product Market Performance
 - 10.5.4 Ancestry.com Business Overview
 - 10.5.5 Ancestry.com Recent Developments
- 10.6 Quest Diagnostics
 - 10.6.1 Quest Diagnostics Direct Genetic Testing for Consumer Basic Information
 - 10.6.2 Quest Diagnostics Direct Genetic Testing for Consumer Product Overview
 - 10.6.3 Quest Diagnostics Direct Genetic Testing for Consumer Product Market Performance
 - 10.6.4 Quest Diagnostics Business Overview
 - 10.6.5 Quest Diagnostics Recent Developments
- 10.7 Gene By Gene

- 10.7.1 Gene By Gene Direct Genetic Testing for Consumer Basic Information
- 10.7.2 Gene By Gene Direct Genetic Testing for Consumer Product Overview
- 10.7.3 Gene By Gene Direct Genetic Testing for Consumer Product Market Performance
- 10.7.4 Gene By Gene Business Overview
- 10.7.5 Gene By Gene Recent Developments
- 10.8 DNA Diagnostics Center
 - 10.8.1 DNA Diagnostics Center Direct Genetic Testing for Consumer Basic Information
 - 10.8.2 DNA Diagnostics Center Direct Genetic Testing for Consumer Product Overview
 - 10.8.3 DNA Diagnostics Center Direct Genetic Testing for Consumer Product Market Performance
 - 10.8.4 DNA Diagnostics Center Business Overview
 - 10.8.5 DNA Diagnostics Center Recent Developments
- 10.9 Invitae
 - 10.9.1 Invitae Direct Genetic Testing for Consumer Basic Information
 - 10.9.2 Invitae Direct Genetic Testing for Consumer Product Overview
 - 10.9.3 Invitae Direct Genetic Testing for Consumer Product Market Performance
 - 10.9.4 Invitae Business Overview
 - 10.9.5 Invitae Recent Developments
- 10.10 IntelliGenetics
 - 10.10.1 IntelliGenetics Direct Genetic Testing for Consumer Basic Information
 - 10.10.2 IntelliGenetics Direct Genetic Testing for Consumer Product Overview
 - 10.10.3 IntelliGenetics Direct Genetic Testing for Consumer Product Market Performance
 - 10.10.4 IntelliGenetics Business Overview
 - 10.10.5 IntelliGenetics Recent Developments
- 10.11 Ambry Genetics
 - 10.11.1 Ambry Genetics Direct Genetic Testing for Consumer Basic Information
 - 10.11.2 Ambry Genetics Direct Genetic Testing for Consumer Product Overview
 - 10.11.3 Ambry Genetics Direct Genetic Testing for Consumer Product Market Performance
 - 10.11.4 Ambry Genetics Business Overview
 - 10.11.5 Ambry Genetics Recent Developments
- 10.12 Living DNA
 - 10.12.1 Living DNA Direct Genetic Testing for Consumer Basic Information
 - 10.12.2 Living DNA Direct Genetic Testing for Consumer Product Overview
 - 10.12.3 Living DNA Direct Genetic Testing for Consumer Product Market Performance
 - 10.12.4 Living DNA Business Overview

10.12.5 Living DNA Recent Developments

10.13 EasyDNA

10.13.1 EasyDNA Direct Genetic Testing for Consumer Basic Information

10.13.2 EasyDNA Direct Genetic Testing for Consumer Product Overview

10.13.3 EasyDNA Direct Genetic Testing for Consumer Product Market Performance

10.13.4 EasyDNA Business Overview

10.13.5 EasyDNA Recent Developments

11 DIRECT GENETIC TESTING FOR CONSUMER MARKET FORECAST BY REGION

11.1 Global Direct Genetic Testing for Consumer Market Size Forecast

11.2 Global Direct Genetic Testing for Consumer Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Direct Genetic Testing for Consumer Market Size Forecast by Country

11.2.3 Asia Pacific Direct Genetic Testing for Consumer Market Size Forecast by Region

11.2.4 South America Direct Genetic Testing for Consumer Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Consumption of Direct Genetic Testing for Consumer by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Direct Genetic Testing for Consumer Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Direct Genetic Testing for Consumer by Type (2025-2032)

12.1.2 Global Direct Genetic Testing for Consumer Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Direct Genetic Testing for Consumer by Type (2025-2032)

12.2 Global Direct Genetic Testing for Consumer Market Forecast by Application (2025-2032)

12.2.1 Global Direct Genetic Testing for Consumer Sales (K Units) Forecast by Application

12.2.2 Global Direct Genetic Testing for Consumer Market Size (M USD) Forecast by Application (2025-2032)

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. Market Size (M USD) Segment Executive Summary

Table 4. Direct Genetic Testing for Consumer Market Size Comparison by Region (M USD)

Table 5. Global Direct Genetic Testing for Consumer Sales (K Units) by Manufacturers (2019-2024)

Table 6. Global Direct Genetic Testing for Consumer Sales Market Share by Manufacturers (2019-2024)

Table 7. Global Direct Genetic Testing for Consumer Revenue (M USD) by Manufacturers (2019-2024)

Table 8. Global Direct Genetic Testing for Consumer Revenue Share by Manufacturers (2019-2024)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Direct Genetic Testing for Consumer as of 2022)

Table 10. Global Market Direct Genetic Testing for Consumer Average Price (USD/Unit) of Key Manufacturers (2019-2024)

Table 11. Manufacturers Direct Genetic Testing for Consumer Sales Sites and Area Served

Table 12. Manufacturers Direct Genetic Testing for Consumer Product Type

Table 13. Global Direct Genetic Testing for Consumer Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Industry Chain Map of Direct Genetic Testing for Consumer

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. Direct Genetic Testing for Consumer Market Challenges

Table 22. Global Direct Genetic Testing for Consumer Sales by Type (K Units)

Table 23. Global Direct Genetic Testing for Consumer Market Size by Type (M USD)

Table 24. Global Direct Genetic Testing for Consumer Sales (K Units) by Type (2019-2024)

Table 25. Global Direct Genetic Testing for Consumer Sales Market Share by Type

(2019-2024)

Table 26. Global Direct Genetic Testing for Consumer Market Size (M USD) by Type (2019-2024)

Table 27. Global Direct Genetic Testing for Consumer Market Size Share by Type (2019-2024)

Table 28. Global Direct Genetic Testing for Consumer Price (USD/Unit) by Type (2019-2024)

Table 29. Global Direct Genetic Testing for Consumer Sales (K Units) by Application

Table 30. Global Direct Genetic Testing for Consumer Market Size by Application

Table 31. Global Direct Genetic Testing for Consumer Sales by Application (2019-2024) & (K Units)

Table 32. Global Direct Genetic Testing for Consumer Sales Market Share by Application (2019-2024)

Table 33. Global Direct Genetic Testing for Consumer Sales by Application (2019-2024) & (M USD)

Table 34. Global Direct Genetic Testing for Consumer Market Share by Application (2019-2024)

Table 35. Global Direct Genetic Testing for Consumer Sales Growth Rate by Application (2019-2024)

Table 36. Global Direct Genetic Testing for Consumer Sales by Region (2019-2024) & (K Units)

Table 37. Global Direct Genetic Testing for Consumer Sales Market Share by Region (2019-2024)

Table 38. North America Direct Genetic Testing for Consumer Sales by Country (2019-2024) & (K Units)

Table 39. Europe Direct Genetic Testing for Consumer Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Direct Genetic Testing for Consumer Sales by Region (2019-2024) & (K Units)

Table 41. South America Direct Genetic Testing for Consumer Sales by Country (2019-2024) & (K Units)

Table 42. Middle East and Africa Direct Genetic Testing for Consumer Sales by Region (2019-2024) & (K Units)

Table 43. Global Direct Genetic Testing for Consumer Production (K Units) by Region (2019-2024)

Table 44. Global Direct Genetic Testing for Consumer Revenue (US\$ Million) by Region (2019-2024)

Table 45. Global Direct Genetic Testing for Consumer Revenue Market Share by Region (2019-2024)

Table 46. Global Direct Genetic Testing for Consumer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 47. North America Direct Genetic Testing for Consumer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 48. Europe Direct Genetic Testing for Consumer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 49. Japan Direct Genetic Testing for Consumer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 50. China Direct Genetic Testing for Consumer Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 51. 23andMe Direct Genetic Testing for Consumer Basic Information

Table 52. 23andMe Direct Genetic Testing for Consumer Product Overview

Table 53. 23andMe Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 54. 23andMe Business Overview

Table 55. 23andMe Direct Genetic Testing for Consumer SWOT Analysis

Table 56. 23andMe Recent Developments

Table 57. MyHeritage Direct Genetic Testing for Consumer Basic Information

Table 58. MyHeritage Direct Genetic Testing for Consumer Product Overview

Table 59. MyHeritage Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 60. MyHeritage Business Overview

Table 61. MyHeritage Direct Genetic Testing for Consumer SWOT Analysis

Table 62. MyHeritage Recent Developments

Table 63. LabCorp Direct Genetic Testing for Consumer Basic Information

Table 64. LabCorp Direct Genetic Testing for Consumer Product Overview

Table 65. LabCorp Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 66. LabCorp Direct Genetic Testing for Consumer SWOT Analysis

Table 67. LabCorp Business Overview

Table 68. LabCorp Recent Developments

Table 69. Myriad Genetics Direct Genetic Testing for Consumer Basic Information

Table 70. Myriad Genetics Direct Genetic Testing for Consumer Product Overview

Table 71. Myriad Genetics Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 72. Myriad Genetics Business Overview

Table 73. Myriad Genetics Recent Developments

Table 74. Ancestry.com Direct Genetic Testing for Consumer Basic Information

Table 75. Ancestry.com Direct Genetic Testing for Consumer Product Overview

Table 76. Ancestry.com Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 77. Ancestry.com Business Overview

Table 78. Ancestry.com Recent Developments

Table 79. Quest Diagnostics Direct Genetic Testing for Consumer Basic Information

Table 80. Quest Diagnostics Direct Genetic Testing for Consumer Product Overview

Table 81. Quest Diagnostics Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 82. Quest Diagnostics Business Overview

Table 83. Quest Diagnostics Recent Developments

Table 84. Gene By Gene Direct Genetic Testing for Consumer Basic Information

Table 85. Gene By Gene Direct Genetic Testing for Consumer Product Overview

Table 86. Gene By Gene Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 87. Gene By Gene Business Overview

Table 88. Gene By Gene Recent Developments

Table 89. DNA Diagnostics Center Direct Genetic Testing for Consumer Basic Information

Table 90. DNA Diagnostics Center Direct Genetic Testing for Consumer Product Overview

Table 91. DNA Diagnostics Center Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 92. DNA Diagnostics Center Business Overview

Table 93. DNA Diagnostics Center Recent Developments

Table 94. Invitae Direct Genetic Testing for Consumer Basic Information

Table 95. Invitae Direct Genetic Testing for Consumer Product Overview

Table 96. Invitae Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 97. Invitae Business Overview

Table 98. Invitae Recent Developments

Table 99. IntelliGenetics Direct Genetic Testing for Consumer Basic Information

Table 100. IntelliGenetics Direct Genetic Testing for Consumer Product Overview

Table 101. IntelliGenetics Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 102. IntelliGenetics Business Overview

Table 103. IntelliGenetics Recent Developments

Table 104. Ambry Genetics Direct Genetic Testing for Consumer Basic Information

Table 105. Ambry Genetics Direct Genetic Testing for Consumer Product Overview

Table 106. Ambry Genetics Direct Genetic Testing for Consumer Sales (K Units),

Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 107. Ambry Genetics Business Overview

Table 108. Ambry Genetics Recent Developments

Table 109. Living DNA Direct Genetic Testing for Consumer Basic Information

Table 110. Living DNA Direct Genetic Testing for Consumer Product Overview

Table 111. Living DNA Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 112. Living DNA Business Overview

Table 113. Living DNA Recent Developments

Table 114. EasyDNA Direct Genetic Testing for Consumer Basic Information

Table 115. EasyDNA Direct Genetic Testing for Consumer Product Overview

Table 116. EasyDNA Direct Genetic Testing for Consumer Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 117. EasyDNA Business Overview

Table 118. EasyDNA Recent Developments

Table 119. Global Direct Genetic Testing for Consumer Sales Forecast by Region (2025-2032) & (K Units)

Table 120. Global Direct Genetic Testing for Consumer Market Size Forecast by Region (2025-2032) & (M USD)

Table 121. North America Direct Genetic Testing for Consumer Sales Forecast by Country (2025-2032) & (K Units)

Table 122. North America Direct Genetic Testing for Consumer Market Size Forecast by Country (2025-2032) & (M USD)

Table 123. Europe Direct Genetic Testing for Consumer Sales Forecast by Country (2025-2032) & (K Units)

Table 124. Europe Direct Genetic Testing for Consumer Market Size Forecast by Country (2025-2032) & (M USD)

Table 125. Asia Pacific Direct Genetic Testing for Consumer Sales Forecast by Region (2025-2032) & (K Units)

Table 126. Asia Pacific Direct Genetic Testing for Consumer Market Size Forecast by Region (2025-2032) & (M USD)

Table 127. South America Direct Genetic Testing for Consumer Sales Forecast by Country (2025-2032) & (K Units)

Table 128. South America Direct Genetic Testing for Consumer Market Size Forecast by Country (2025-2032) & (M USD)

Table 129. Middle East and Africa Direct Genetic Testing for Consumer Consumption Forecast by Country (2025-2032) & (Units)

Table 130. Middle East and Africa Direct Genetic Testing for Consumer Market Size Forecast by Country (2025-2032) & (M USD)

Table 131. Global Direct Genetic Testing for Consumer Sales Forecast by Type (2025-2032) & (K Units)

Table 132. Global Direct Genetic Testing for Consumer Market Size Forecast by Type (2025-2032) & (M USD)

Table 133. Global Direct Genetic Testing for Consumer Price Forecast by Type (2025-2032) & (USD/Unit)

Table 134. Global Direct Genetic Testing for Consumer Sales (K Units) Forecast by Application (2025-2032)

Table 135. Global Direct Genetic Testing for Consumer Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Direct Genetic Testing for Consumer
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Direct Genetic Testing for Consumer Market Size (M USD), 2019-2032
- Figure 5. Global Direct Genetic Testing for Consumer Market Size (M USD) (2019-2032)
- Figure 6. Global Direct Genetic Testing for Consumer Sales (K Units) & (2019-2032)
- 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. Direct Genetic Testing for Consumer Market Size by Country (M USD)
- Figure 11. Direct Genetic Testing for Consumer Sales Share by Manufacturers in 2023
- Figure 12. Global Direct Genetic Testing for Consumer Revenue Share by Manufacturers in 2023
- Figure 13. Direct Genetic Testing for Consumer Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Direct Genetic Testing for Consumer Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Direct Genetic Testing for Consumer Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Direct Genetic Testing for Consumer Market Share by Type
- Figure 18. Sales Market Share of Direct Genetic Testing for Consumer by Type (2019-2024)
- Figure 19. Sales Market Share of Direct Genetic Testing for Consumer by Type in 2023
- Figure 20. Market Size Share of Direct Genetic Testing for Consumer by Type (2019-2024)
- Figure 21. Market Size Market Share of Direct Genetic Testing for Consumer by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Direct Genetic Testing for Consumer Market Share by Application
- Figure 24. Global Direct Genetic Testing for Consumer Sales Market Share by Application (2019-2024)
- Figure 25. Global Direct Genetic Testing for Consumer Sales Market Share by Application in 2023

Figure 26. Global Direct Genetic Testing for Consumer Market Share by Application (2019-2024)

Figure 27. Global Direct Genetic Testing for Consumer Market Share by Application in 2023

Figure 28. Global Direct Genetic Testing for Consumer Sales Growth Rate by Application (2019-2024)

Figure 29. Global Direct Genetic Testing for Consumer Sales Market Share by Region (2019-2024)

Figure 30. North America Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 31. North America Direct Genetic Testing for Consumer Sales Market Share by Country in 2023

Figure 32. U.S. Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 33. Canada Direct Genetic Testing for Consumer Sales (K Units) and Growth Rate (2019-2024)

Figure 34. Mexico Direct Genetic Testing for Consumer Sales (Units) and Growth Rate (2019-2024)

Figure 35. Europe Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 36. Europe Direct Genetic Testing for Consumer Sales Market Share by Country in 2023

Figure 37. Germany Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 38. France Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 39. U.K. Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 40. Italy Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 41. Russia Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 42. Asia Pacific Direct Genetic Testing for Consumer Sales and Growth Rate (K Units)

Figure 43. Asia Pacific Direct Genetic Testing for Consumer Sales Market Share by Region in 2023

Figure 44. China Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 45. Japan Direct Genetic Testing for Consumer Sales and Growth Rate

(2019-2024) & (K Units)

Figure 46. South Korea Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 47. India Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 48. Southeast Asia Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 49. South America Direct Genetic Testing for Consumer Sales and Growth Rate (K Units)

Figure 50. South America Direct Genetic Testing for Consumer Sales Market Share by Country in 2023

Figure 51. Brazil Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 52. Argentina Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 53. Columbia Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 54. Middle East and Africa Direct Genetic Testing for Consumer Sales and Growth Rate (K Units)

Figure 55. Middle East and Africa Direct Genetic Testing for Consumer Sales Market Share by Region in 2023

Figure 56. Saudi Arabia Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 57. UAE Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 58. Egypt Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 59. Nigeria Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 60. South Africa Direct Genetic Testing for Consumer Sales and Growth Rate (2019-2024) & (K Units)

Figure 61. Global Direct Genetic Testing for Consumer Production Market Share by Region (2019-2024)

Figure 62. North America Direct Genetic Testing for Consumer Production (K Units) Growth Rate (2019-2024)

Figure 63. Europe Direct Genetic Testing for Consumer Production (K Units) Growth Rate (2019-2024)

Figure 64. Japan Direct Genetic Testing for Consumer Production (K Units) Growth Rate (2019-2024)

Figure 65. China Direct Genetic Testing for Consumer Production (K Units) Growth Rate (2019-2024)

Figure 66. Global Direct Genetic Testing for Consumer Sales Forecast by Volume (2019-2032) & (K Units)

Figure 67. Global Direct Genetic Testing for Consumer Market Size Forecast by Value (2019-2032) & (M USD)

Figure 68. Global Direct Genetic Testing for Consumer Sales Market Share Forecast by Type (2025-2032)

Figure 69. Global Direct Genetic Testing for Consumer Market Share Forecast by Type (2025-2032)

Figure 70. Global Direct Genetic Testing for Consumer Sales Forecast by Application (2025-2032)

Figure 71. Global Direct Genetic Testing for Consumer Market Share Forecast by Application (2025-2032)

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