

Global Direct-to-consumer Genetic Health Sequencing Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview:

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-to-consumer Genetic Health Sequencing Market Size was estimated at USD 1134.88 million in 2023 and is projected to reach USD 1934.95 million by 2029, exhibiting a CAGR of 9.30% during the forecast period.

This report provides a deep insight into the global Direct-to-consumer Genetic Health Sequencing 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, Porter's five forces 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-to-consumer Genetic Health Sequencing 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-to-consumer Genetic Health Sequencing market in any manner.

Global Direct-to-consumer Genetic Health Sequencing 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

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-to-consumer Genetic Health Sequencing Market

Overview of the regional outlook of the Direct-to-consumer Genetic Health Sequencing 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 (USD Billion) 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.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

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-to-consumer Genetic Health Sequencing 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 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-to-consumer Genetic Health Sequencing
- 1.2 Key Market Segments
 - 1.2.1 Direct-to-consumer Genetic Health Sequencing Segment by Type
 - 1.2.2 Direct-to-consumer Genetic Health Sequencing 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-TO-CONSUMER GENETIC HEALTH SEQUENCING MARKET OVERVIEW

- 2.1 Global Market Overview
 - 2.1.1 Global Direct-to-consumer Genetic Health Sequencing Market Size (M USD) Estimates and Forecasts (2019-2030)
 - 2.1.2 Global Direct-to-consumer Genetic Health Sequencing Sales Estimates and Forecasts (2019-2030)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 DIRECT-TO-CONSUMER GENETIC HEALTH SEQUENCING MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Direct-to-consumer Genetic Health Sequencing Sales by Manufacturers (2019-2024)
- 3.2 Global Direct-to-consumer Genetic Health Sequencing Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Direct-to-consumer Genetic Health Sequencing Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Direct-to-consumer Genetic Health Sequencing Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Direct-to-consumer Genetic Health Sequencing Sales Sites, Area Served, Product Type

3.6 Direct-to-consumer Genetic Health Sequencing Market Competitive Situation and Trends

3.6.1 Direct-to-consumer Genetic Health Sequencing Market Concentration Rate

3.6.2 Global 5 and 10 Largest Direct-to-consumer Genetic Health Sequencing Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 DIRECT-TO-CONSUMER GENETIC HEALTH SEQUENCING INDUSTRY CHAIN ANALYSIS

4.1 Direct-to-consumer Genetic Health Sequencing 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-TO-CONSUMER GENETIC HEALTH SEQUENCING 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-TO-CONSUMER GENETIC HEALTH SEQUENCING MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Type (2019-2024)

6.3 Global Direct-to-consumer Genetic Health Sequencing Market Size Market Share by Type (2019-2024)

6.4 Global Direct-to-consumer Genetic Health Sequencing Price by Type (2019-2024)

7 DIRECT-TO-CONSUMER GENETIC HEALTH SEQUENCING MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Direct-to-consumer Genetic Health Sequencing Market Sales by Application (2019-2024)
- 7.3 Global Direct-to-consumer Genetic Health Sequencing Market Size (M USD) by Application (2019-2024)
- 7.4 Global Direct-to-consumer Genetic Health Sequencing Sales Growth Rate by Application (2019-2024)

8 DIRECT-TO-CONSUMER GENETIC HEALTH SEQUENCING MARKET SEGMENTATION BY REGION

- 8.1 Global Direct-to-consumer Genetic Health Sequencing Sales by Region
 - 8.1.1 Global Direct-to-consumer Genetic Health Sequencing Sales by Region
 - 8.1.2 Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Region
- 8.2 North America
 - 8.2.1 North America Direct-to-consumer Genetic Health Sequencing Sales by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Direct-to-consumer Genetic Health Sequencing 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-to-consumer Genetic Health Sequencing 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-to-consumer Genetic Health Sequencing 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-to-consumer Genetic Health Sequencing 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 KEY COMPANIES PROFILE

9.1 23andMe

9.1.1 23andMe Direct-to-consumer Genetic Health Sequencing Basic Information

9.1.2 23andMe Direct-to-consumer Genetic Health Sequencing Product Overview

9.1.3 23andMe Direct-to-consumer Genetic Health Sequencing Product Market

Performance

9.1.4 23andMe Business Overview

9.1.5 23andMe Direct-to-consumer Genetic Health Sequencing SWOT Analysis

9.1.6 23andMe Recent Developments

9.2 MyHeritage

9.2.1 MyHeritage Direct-to-consumer Genetic Health Sequencing Basic Information

9.2.2 MyHeritage Direct-to-consumer Genetic Health Sequencing Product Overview

9.2.3 MyHeritage Direct-to-consumer Genetic Health Sequencing Product Market

Performance

9.2.4 MyHeritage Business Overview

9.2.5 MyHeritage Direct-to-consumer Genetic Health Sequencing SWOT Analysis

9.2.6 MyHeritage Recent Developments

9.3 LabCorp

9.3.1 LabCorp Direct-to-consumer Genetic Health Sequencing Basic Information

9.3.2 LabCorp Direct-to-consumer Genetic Health Sequencing Product Overview

9.3.3 LabCorp Direct-to-consumer Genetic Health Sequencing Product Market

Performance

9.3.4 LabCorp Direct-to-consumer Genetic Health Sequencing SWOT Analysis

9.3.5 LabCorp Business Overview

9.3.6 LabCorp Recent Developments

9.4 Myriad Genetics

- 9.4.1 Myriad Genetics Direct-to-consumer Genetic Health Sequencing Basic Information
- 9.4.2 Myriad Genetics Direct-to-consumer Genetic Health Sequencing Product Overview
- 9.4.3 Myriad Genetics Direct-to-consumer Genetic Health Sequencing Product Market Performance
- 9.4.4 Myriad Genetics Business Overview
- 9.4.5 Myriad Genetics Recent Developments
- 9.5 Ancestry.com
 - 9.5.1 Ancestry.com Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.5.2 Ancestry.com Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.5.3 Ancestry.com Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.5.4 Ancestry.com Business Overview
 - 9.5.5 Ancestry.com Recent Developments
- 9.6 Quest Diagnostics
 - 9.6.1 Quest Diagnostics Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.6.2 Quest Diagnostics Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.6.3 Quest Diagnostics Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.6.4 Quest Diagnostics Business Overview
 - 9.6.5 Quest Diagnostics Recent Developments
- 9.7 Gene By Gene
 - 9.7.1 Gene By Gene Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.7.2 Gene By Gene Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.7.3 Gene By Gene Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.7.4 Gene By Gene Business Overview
 - 9.7.5 Gene By Gene Recent Developments
- 9.8 DNA Diagnostics Center
 - 9.8.1 DNA Diagnostics Center Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.8.2 DNA Diagnostics Center Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.8.3 DNA Diagnostics Center Direct-to-consumer Genetic Health Sequencing Product Market Performance

- 9.8.4 DNA Diagnostics Center Business Overview
- 9.8.5 DNA Diagnostics Center Recent Developments
- 9.9 Invitae
 - 9.9.1 Invitae Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.9.2 Invitae Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.9.3 Invitae Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.9.4 Invitae Business Overview
 - 9.9.5 Invitae Recent Developments
- 9.10 IntelliGenetics
 - 9.10.1 IntelliGenetics Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.10.2 IntelliGenetics Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.10.3 IntelliGenetics Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.10.4 IntelliGenetics Business Overview
 - 9.10.5 IntelliGenetics Recent Developments
- 9.11 Ambry Genetics
 - 9.11.1 Ambry Genetics Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.11.2 Ambry Genetics Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.11.3 Ambry Genetics Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.11.4 Ambry Genetics Business Overview
 - 9.11.5 Ambry Genetics Recent Developments
- 9.12 Living DNA
 - 9.12.1 Living DNA Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.12.2 Living DNA Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.12.3 Living DNA Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.12.4 Living DNA Business Overview
 - 9.12.5 Living DNA Recent Developments
- 9.13 EasyDNA
 - 9.13.1 EasyDNA Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.13.2 EasyDNA Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.13.3 EasyDNA Direct-to-consumer Genetic Health Sequencing Product Market Performance

- 9.13.4 EasyDNA Business Overview
- 9.13.5 EasyDNA Recent Developments
- 9.14 Pathway Genomics
 - 9.14.1 Pathway Genomics Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.14.2 Pathway Genomics Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.14.3 Pathway Genomics Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.14.4 Pathway Genomics Business Overview
 - 9.14.5 Pathway Genomics Recent Developments
- 9.15 Centrillion Technology
 - 9.15.1 Centrillion Technology Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.15.2 Centrillion Technology Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.15.3 Centrillion Technology Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.15.4 Centrillion Technology Business Overview
 - 9.15.5 Centrillion Technology Recent Developments
- 9.16 Xcode
 - 9.16.1 Xcode Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.16.2 Xcode Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.16.3 Xcode Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.16.4 Xcode Business Overview
 - 9.16.5 Xcode Recent Developments
- 9.17 Color Genomics
 - 9.17.1 Color Genomics Direct-to-consumer Genetic Health Sequencing Basic Information
 - 9.17.2 Color Genomics Direct-to-consumer Genetic Health Sequencing Product Overview
 - 9.17.3 Color Genomics Direct-to-consumer Genetic Health Sequencing Product Market Performance
 - 9.17.4 Color Genomics Business Overview
 - 9.17.5 Color Genomics Recent Developments
- 9.18 Anglia DNA Services
 - 9.18.1 Anglia DNA Services Direct-to-consumer Genetic Health Sequencing Basic Information

9.18.2 Anglia DNA Services Direct-to-consumer Genetic Health Sequencing Product Overview

9.18.3 Anglia DNA Services Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.18.4 Anglia DNA Services Business Overview

9.18.5 Anglia DNA Services Recent Developments

9.19 African Ancestry

9.19.1 African Ancestry Direct-to-consumer Genetic Health Sequencing Basic Information

9.19.2 African Ancestry Direct-to-consumer Genetic Health Sequencing Product Overview

9.19.3 African Ancestry Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.19.4 African Ancestry Business Overview

9.19.5 African Ancestry Recent Developments

9.20 Canadian DNA Services

9.20.1 Canadian DNA Services Direct-to-consumer Genetic Health Sequencing Basic Information

9.20.2 Canadian DNA Services Direct-to-consumer Genetic Health Sequencing Product Overview

9.20.3 Canadian DNA Services Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.20.4 Canadian DNA Services Business Overview

9.20.5 Canadian DNA Services Recent Developments

9.21 DNA Family Check

9.21.1 DNA Family Check Direct-to-consumer Genetic Health Sequencing Basic Information

9.21.2 DNA Family Check Direct-to-consumer Genetic Health Sequencing Product Overview

9.21.3 DNA Family Check Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.21.4 DNA Family Check Business Overview

9.21.5 DNA Family Check Recent Developments

9.22 Alpha Biolaboratories

9.22.1 Alpha Biolaboratories Direct-to-consumer Genetic Health Sequencing Basic Information

9.22.2 Alpha Biolaboratories Direct-to-consumer Genetic Health Sequencing Product Overview

9.22.3 Alpha Biolaboratories Direct-to-consumer Genetic Health Sequencing Product

Market Performance

9.22.4 Alpha Biolaboratories Business Overview

9.22.5 Alpha Biolaboratories Recent Developments

9.23 Test Me DNA

9.23.1 Test Me DNA Direct-to-consumer Genetic Health Sequencing Basic Information

9.23.2 Test Me DNA Direct-to-consumer Genetic Health Sequencing Product

Overview

9.23.3 Test Me DNA Direct-to-consumer Genetic Health Sequencing Product Market

Performance

9.23.4 Test Me DNA Business Overview

9.23.5 Test Me DNA Recent Developments

9.24 23 Mofang

9.24.1 23 Mofang Direct-to-consumer Genetic Health Sequencing Basic Information

9.24.2 23 Mofang Direct-to-consumer Genetic Health Sequencing Product Overview

9.24.3 23 Mofang Direct-to-consumer Genetic Health Sequencing Product Market

Performance

9.24.4 23 Mofang Business Overview

9.24.5 23 Mofang Recent Developments

9.25 Genetic Health

9.25.1 Genetic Health Direct-to-consumer Genetic Health Sequencing Basic Information

9.25.2 Genetic Health Direct-to-consumer Genetic Health Sequencing Product Overview

9.25.3 Genetic Health Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.25.4 Genetic Health Business Overview

9.25.5 Genetic Health Recent Developments

9.26 DNA Services of America

9.26.1 DNA Services of America Direct-to-consumer Genetic Health Sequencing Basic Information

9.26.2 DNA Services of America Direct-to-consumer Genetic Health Sequencing Product Overview

9.26.3 DNA Services of America Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.26.4 DNA Services of America Business Overview

9.26.5 DNA Services of America Recent Developments

9.27 Shuwen Health Sciences

9.27.1 Shuwen Health Sciences Direct-to-consumer Genetic Health Sequencing Basic Information

9.27.2 Shuwen Health Sciences Direct-to-consumer Genetic Health Sequencing Product Overview

9.27.3 Shuwen Health Sciences Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.27.4 Shuwen Health Sciences Business Overview

9.27.5 Shuwen Health Sciences Recent Developments

9.28 Mapmygenome

9.28.1 Mapmygenome Direct-to-consumer Genetic Health Sequencing Basic Information

9.28.2 Mapmygenome Direct-to-consumer Genetic Health Sequencing Product Overview

9.28.3 Mapmygenome Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.28.4 Mapmygenome Business Overview

9.28.5 Mapmygenome Recent Developments

9.29 Full Genomes

9.29.1 Full Genomes Direct-to-consumer Genetic Health Sequencing Basic Information

9.29.2 Full Genomes Direct-to-consumer Genetic Health Sequencing Product Overview

9.29.3 Full Genomes Direct-to-consumer Genetic Health Sequencing Product Market Performance

9.29.4 Full Genomes Business Overview

9.29.5 Full Genomes Recent Developments

10 DIRECT-TO-CONSUMER GENETIC HEALTH SEQUENCING MARKET FORECAST BY REGION

10.1 Global Direct-to-consumer Genetic Health Sequencing Market Size Forecast

10.2 Global Direct-to-consumer Genetic Health Sequencing Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Country

10.2.3 Asia Pacific Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Region

10.2.4 South America Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Direct-to-consumer Genetic Health Sequencing by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Direct-to-consumer Genetic Health Sequencing Market Forecast by Type (2025-2030)

11.1.1 Global Forecasted Sales of Direct-to-consumer Genetic Health Sequencing by Type (2025-2030)

11.1.2 Global Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Type (2025-2030)

11.1.3 Global Forecasted Price of Direct-to-consumer Genetic Health Sequencing by Type (2025-2030)

11.2 Global Direct-to-consumer Genetic Health Sequencing Market Forecast by Application (2025-2030)

11.2.1 Global Direct-to-consumer Genetic Health Sequencing Sales (K Units) Forecast by Application

11.2.2 Global Direct-to-consumer Genetic Health Sequencing Market Size (M USD) Forecast by Application (2025-2030)

12 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-to-consumer Genetic Health Sequencing Market Size Comparison by Region (M USD)

Table 5. Global Direct-to-consumer Genetic Health Sequencing Sales (K Units) by Manufacturers (2019-2024)

Table 6. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Manufacturers (2019-2024)

Table 7. Global Direct-to-consumer Genetic Health Sequencing Revenue (M USD) by Manufacturers (2019-2024)

Table 8. Global Direct-to-consumer Genetic Health Sequencing Revenue Share by Manufacturers (2019-2024)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Direct-to-consumer Genetic Health Sequencing as of 2022)

Table 10. Global Market Direct-to-consumer Genetic Health Sequencing Average Price (USD/Unit) of Key Manufacturers (2019-2024)

Table 11. Manufacturers Direct-to-consumer Genetic Health Sequencing Sales Sites and Area Served

Table 12. Manufacturers Direct-to-consumer Genetic Health Sequencing Product Type

Table 13. Global Direct-to-consumer Genetic Health Sequencing Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Industry Chain Map of Direct-to-consumer Genetic Health Sequencing

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-to-consumer Genetic Health Sequencing Market Challenges

Table 22. Global Direct-to-consumer Genetic Health Sequencing Sales by Type (K Units)

Table 23. Global Direct-to-consumer Genetic Health Sequencing Market Size by Type (M USD)

Table 24. Global Direct-to-consumer Genetic Health Sequencing Sales (K Units) by

Type (2019-2024)

Table 25. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Type (2019-2024)

Table 26. Global Direct-to-consumer Genetic Health Sequencing Market Size (M USD) by Type (2019-2024)

Table 27. Global Direct-to-consumer Genetic Health Sequencing Market Size Share by Type (2019-2024)

Table 28. Global Direct-to-consumer Genetic Health Sequencing Price (USD/Unit) by Type (2019-2024)

Table 29. Global Direct-to-consumer Genetic Health Sequencing Sales (K Units) by Application

Table 30. Global Direct-to-consumer Genetic Health Sequencing Market Size by Application

Table 31. Global Direct-to-consumer Genetic Health Sequencing Sales by Application (2019-2024) & (K Units)

Table 32. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Application (2019-2024)

Table 33. Global Direct-to-consumer Genetic Health Sequencing Sales by Application (2019-2024) & (M USD)

Table 34. Global Direct-to-consumer Genetic Health Sequencing Market Share by Application (2019-2024)

Table 35. Global Direct-to-consumer Genetic Health Sequencing Sales Growth Rate by Application (2019-2024)

Table 36. Global Direct-to-consumer Genetic Health Sequencing Sales by Region (2019-2024) & (K Units)

Table 37. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Region (2019-2024)

Table 38. North America Direct-to-consumer Genetic Health Sequencing Sales by Country (2019-2024) & (K Units)

Table 39. Europe Direct-to-consumer Genetic Health Sequencing Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Direct-to-consumer Genetic Health Sequencing Sales by Region (2019-2024) & (K Units)

Table 41. South America Direct-to-consumer Genetic Health Sequencing Sales by Country (2019-2024) & (K Units)

Table 42. Middle East and Africa Direct-to-consumer Genetic Health Sequencing Sales by Region (2019-2024) & (K Units)

Table 43. 23andMe Direct-to-consumer Genetic Health Sequencing Basic Information

Table 44. 23andMe Direct-to-consumer Genetic Health Sequencing Product Overview

Table 45. 23andMe Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 46. 23andMe Business Overview

Table 47. 23andMe Direct-to-consumer Genetic Health Sequencing SWOT Analysis

Table 48. 23andMe Recent Developments

Table 49. MyHeritage Direct-to-consumer Genetic Health Sequencing Basic Information

Table 50. MyHeritage Direct-to-consumer Genetic Health Sequencing Product Overview

Table 51. MyHeritage Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 52. MyHeritage Business Overview

Table 53. MyHeritage Direct-to-consumer Genetic Health Sequencing SWOT Analysis

Table 54. MyHeritage Recent Developments

Table 55. LabCorp Direct-to-consumer Genetic Health Sequencing Basic Information

Table 56. LabCorp Direct-to-consumer Genetic Health Sequencing Product Overview

Table 57. LabCorp Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 58. LabCorp Direct-to-consumer Genetic Health Sequencing SWOT Analysis

Table 59. LabCorp Business Overview

Table 60. LabCorp Recent Developments

Table 61. Myriad Genetics Direct-to-consumer Genetic Health Sequencing Basic Information

Table 62. Myriad Genetics Direct-to-consumer Genetic Health Sequencing Product Overview

Table 63. Myriad Genetics Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 64. Myriad Genetics Business Overview

Table 65. Myriad Genetics Recent Developments

Table 66. Ancestry.com Direct-to-consumer Genetic Health Sequencing Basic Information

Table 67. Ancestry.com Direct-to-consumer Genetic Health Sequencing Product Overview

Table 68. Ancestry.com Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 69. Ancestry.com Business Overview

Table 70. Ancestry.com Recent Developments

Table 71. Quest Diagnostics Direct-to-consumer Genetic Health Sequencing Basic Information

Table 72. Quest Diagnostics Direct-to-consumer Genetic Health Sequencing Product Overview

Table 73. Quest Diagnostics Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 74. Quest Diagnostics Business Overview

Table 75. Quest Diagnostics Recent Developments

Table 76. Gene By Gene Direct-to-consumer Genetic Health Sequencing Basic Information

Table 77. Gene By Gene Direct-to-consumer Genetic Health Sequencing Product Overview

Table 78. Gene By Gene Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 79. Gene By Gene Business Overview

Table 80. Gene By Gene Recent Developments

Table 81. DNA Diagnostics Center Direct-to-consumer Genetic Health Sequencing Basic Information

Table 82. DNA Diagnostics Center Direct-to-consumer Genetic Health Sequencing Product Overview

Table 83. DNA Diagnostics Center Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 84. DNA Diagnostics Center Business Overview

Table 85. DNA Diagnostics Center Recent Developments

Table 86. Invitae Direct-to-consumer Genetic Health Sequencing Basic Information

Table 87. Invitae Direct-to-consumer Genetic Health Sequencing Product Overview

Table 88. Invitae Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 89. Invitae Business Overview

Table 90. Invitae Recent Developments

Table 91. IntelliGenetics Direct-to-consumer Genetic Health Sequencing Basic Information

Table 92. IntelliGenetics Direct-to-consumer Genetic Health Sequencing Product Overview

Table 93. IntelliGenetics Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 94. IntelliGenetics Business Overview

Table 95. IntelliGenetics Recent Developments

Table 96. Ambry Genetics Direct-to-consumer Genetic Health Sequencing Basic Information

Table 97. Ambry Genetics Direct-to-consumer Genetic Health Sequencing Product Overview

Table 98. Ambry Genetics Direct-to-consumer Genetic Health Sequencing Sales (K

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

Table 99. Ambry Genetics Business Overview

Table 100. Ambry Genetics Recent Developments

Table 101. Living DNA Direct-to-consumer Genetic Health Sequencing Basic Information

Table 102. Living DNA Direct-to-consumer Genetic Health Sequencing Product Overview

Table 103. Living DNA Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 104. Living DNA Business Overview

Table 105. Living DNA Recent Developments

Table 106. EasyDNA Direct-to-consumer Genetic Health Sequencing Basic Information

Table 107. EasyDNA Direct-to-consumer Genetic Health Sequencing Product Overview

Table 108. EasyDNA Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 109. EasyDNA Business Overview

Table 110. EasyDNA Recent Developments

Table 111. Pathway Genomics Direct-to-consumer Genetic Health Sequencing Basic Information

Table 112. Pathway Genomics Direct-to-consumer Genetic Health Sequencing Product Overview

Table 113. Pathway Genomics Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 114. Pathway Genomics Business Overview

Table 115. Pathway Genomics Recent Developments

Table 116. Centrillion Technology Direct-to-consumer Genetic Health Sequencing Basic Information

Table 117. Centrillion Technology Direct-to-consumer Genetic Health Sequencing Product Overview

Table 118. Centrillion Technology Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 119. Centrillion Technology Business Overview

Table 120. Centrillion Technology Recent Developments

Table 121. Xcode Direct-to-consumer Genetic Health Sequencing Basic Information

Table 122. Xcode Direct-to-consumer Genetic Health Sequencing Product Overview

Table 123. Xcode Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 124. Xcode Business Overview

Table 125. Xcode Recent Developments

Table 126. Color Genomics Direct-to-consumer Genetic Health Sequencing Basic Information

Table 127. Color Genomics Direct-to-consumer Genetic Health Sequencing Product Overview

Table 128. Color Genomics Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 129. Color Genomics Business Overview

Table 130. Color Genomics Recent Developments

Table 131. Aniglia DNA Services Direct-to-consumer Genetic Health Sequencing Basic Information

Table 132. Aniglia DNA Services Direct-to-consumer Genetic Health Sequencing Product Overview

Table 133. Aniglia DNA Services Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 134. Aniglia DNA Services Business Overview

Table 135. Aniglia DNA Services Recent Developments

Table 136. African Ancestry Direct-to-consumer Genetic Health Sequencing Basic Information

Table 137. African Ancestry Direct-to-consumer Genetic Health Sequencing Product Overview

Table 138. African Ancestry Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 139. African Ancestry Business Overview

Table 140. African Ancestry Recent Developments

Table 141. Canadian DNA Services Direct-to-consumer Genetic Health Sequencing Basic Information

Table 142. Canadian DNA Services Direct-to-consumer Genetic Health Sequencing Product Overview

Table 143. Canadian DNA Services Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 144. Canadian DNA Services Business Overview

Table 145. Canadian DNA Services Recent Developments

Table 146. DNA Family Check Direct-to-consumer Genetic Health Sequencing Basic Information

Table 147. DNA Family Check Direct-to-consumer Genetic Health Sequencing Product Overview

Table 148. DNA Family Check Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 149. DNA Family Check Business Overview

- Table 150. DNA Family Check Recent Developments
- Table 151. Alpha Biolaboratories Direct-to-consumer Genetic Health Sequencing Basic Information
- Table 152. Alpha Biolaboratories Direct-to-consumer Genetic Health Sequencing Product Overview
- Table 153. Alpha Biolaboratories Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 154. Alpha Biolaboratories Business Overview
- Table 155. Alpha Biolaboratories Recent Developments
- Table 156. Test Me DNA Direct-to-consumer Genetic Health Sequencing Basic Information
- Table 157. Test Me DNA Direct-to-consumer Genetic Health Sequencing Product Overview
- Table 158. Test Me DNA Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 159. Test Me DNA Business Overview
- Table 160. Test Me DNA Recent Developments
- Table 161. 23 Mofang Direct-to-consumer Genetic Health Sequencing Basic Information
- Table 162. 23 Mofang Direct-to-consumer Genetic Health Sequencing Product Overview
- Table 163. 23 Mofang Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 164. 23 Mofang Business Overview
- Table 165. 23 Mofang Recent Developments
- Table 166. Genetic Health Direct-to-consumer Genetic Health Sequencing Basic Information
- Table 167. Genetic Health Direct-to-consumer Genetic Health Sequencing Product Overview
- Table 168. Genetic Health Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 169. Genetic Health Business Overview
- Table 170. Genetic Health Recent Developments
- Table 171. DNA Services of America Direct-to-consumer Genetic Health Sequencing Basic Information
- Table 172. DNA Services of America Direct-to-consumer Genetic Health Sequencing Product Overview
- Table 173. DNA Services of America Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 174. DNA Services of America Business Overview

Table 175. DNA Services of America Recent Developments

Table 176. Shuwen Health Sciences Direct-to-consumer Genetic Health Sequencing Basic Information

Table 177. Shuwen Health Sciences Direct-to-consumer Genetic Health Sequencing Product Overview

Table 178. Shuwen Health Sciences Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 179. Shuwen Health Sciences Business Overview

Table 180. Shuwen Health Sciences Recent Developments

Table 181. Mapmygenome Direct-to-consumer Genetic Health Sequencing Basic Information

Table 182. Mapmygenome Direct-to-consumer Genetic Health Sequencing Product Overview

Table 183. Mapmygenome Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 184. Mapmygenome Business Overview

Table 185. Mapmygenome Recent Developments

Table 186. Full Genomes Direct-to-consumer Genetic Health Sequencing Basic Information

Table 187. Full Genomes Direct-to-consumer Genetic Health Sequencing Product Overview

Table 188. Full Genomes Direct-to-consumer Genetic Health Sequencing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 189. Full Genomes Business Overview

Table 190. Full Genomes Recent Developments

Table 191. Global Direct-to-consumer Genetic Health Sequencing Sales Forecast by Region (2025-2030) & (K Units)

Table 192. Global Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Region (2025-2030) & (M USD)

Table 193. North America Direct-to-consumer Genetic Health Sequencing Sales Forecast by Country (2025-2030) & (K Units)

Table 194. North America Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Country (2025-2030) & (M USD)

Table 195. Europe Direct-to-consumer Genetic Health Sequencing Sales Forecast by Country (2025-2030) & (K Units)

Table 196. Europe Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Country (2025-2030) & (M USD)

Table 197. Asia Pacific Direct-to-consumer Genetic Health Sequencing Sales Forecast by Region (2025-2030) & (K Units)

Table 198. Asia Pacific Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Region (2025-2030) & (M USD)

Table 199. South America Direct-to-consumer Genetic Health Sequencing Sales Forecast by Country (2025-2030) & (K Units)

Table 200. South America Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Country (2025-2030) & (M USD)

Table 201. Middle East and Africa Direct-to-consumer Genetic Health Sequencing Consumption Forecast by Country (2025-2030) & (Units)

Table 202. Middle East and Africa Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Country (2025-2030) & (M USD)

Table 203. Global Direct-to-consumer Genetic Health Sequencing Sales Forecast by Type (2025-2030) & (K Units)

Table 204. Global Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Type (2025-2030) & (M USD)

Table 205. Global Direct-to-consumer Genetic Health Sequencing Price Forecast by Type (2025-2030) & (USD/Unit)

Table 206. Global Direct-to-consumer Genetic Health Sequencing Sales (K Units) Forecast by Application (2025-2030)

Table 207. Global Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Direct-to-consumer Genetic Health Sequencing
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Direct-to-consumer Genetic Health Sequencing Market Size (M USD), 2019-2030
- Figure 5. Global Direct-to-consumer Genetic Health Sequencing Market Size (M USD) (2019-2030)
- Figure 6. Global Direct-to-consumer Genetic Health Sequencing Sales (K Units) & (2019-2030)
- 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-to-consumer Genetic Health Sequencing Market Size by Country (M USD)
- Figure 11. Direct-to-consumer Genetic Health Sequencing Sales Share by Manufacturers in 2023
- Figure 12. Global Direct-to-consumer Genetic Health Sequencing Revenue Share by Manufacturers in 2023
- Figure 13. Direct-to-consumer Genetic Health Sequencing Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Direct-to-consumer Genetic Health Sequencing Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Direct-to-consumer Genetic Health Sequencing Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Direct-to-consumer Genetic Health Sequencing Market Share by Type
- Figure 18. Sales Market Share of Direct-to-consumer Genetic Health Sequencing by Type (2019-2024)
- Figure 19. Sales Market Share of Direct-to-consumer Genetic Health Sequencing by Type in 2023
- Figure 20. Market Size Share of Direct-to-consumer Genetic Health Sequencing by Type (2019-2024)
- Figure 21. Market Size Market Share of Direct-to-consumer Genetic Health Sequencing by Type in 2023

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Direct-to-consumer Genetic Health Sequencing Market Share by Application

Figure 24. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Application (2019-2024)

Figure 25. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Application in 2023

Figure 26. Global Direct-to-consumer Genetic Health Sequencing Market Share by Application (2019-2024)

Figure 27. Global Direct-to-consumer Genetic Health Sequencing Market Share by Application in 2023

Figure 28. Global Direct-to-consumer Genetic Health Sequencing Sales Growth Rate by Application (2019-2024)

Figure 29. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share by Region (2019-2024)

Figure 30. North America Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 31. North America Direct-to-consumer Genetic Health Sequencing Sales Market Share by Country in 2023

Figure 32. U.S. Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 33. Canada Direct-to-consumer Genetic Health Sequencing Sales (K Units) and Growth Rate (2019-2024)

Figure 34. Mexico Direct-to-consumer Genetic Health Sequencing Sales (Units) and Growth Rate (2019-2024)

Figure 35. Europe Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 36. Europe Direct-to-consumer Genetic Health Sequencing Sales Market Share by Country in 2023

Figure 37. Germany Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 38. France Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 39. U.K. Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 40. Italy Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 41. Russia Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 42. Asia Pacific Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (K Units)

Figure 43. Asia Pacific Direct-to-consumer Genetic Health Sequencing Sales Market Share by Region in 2023

Figure 44. China Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 45. Japan Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 46. South Korea Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 47. India Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 48. Southeast Asia Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 49. South America Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (K Units)

Figure 50. South America Direct-to-consumer Genetic Health Sequencing Sales Market Share by Country in 2023

Figure 51. Brazil Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 52. Argentina Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 53. Columbia Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 54. Middle East and Africa Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (K Units)

Figure 55. Middle East and Africa Direct-to-consumer Genetic Health Sequencing Sales Market Share by Region in 2023

Figure 56. Saudi Arabia Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 57. UAE Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 58. Egypt Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 59. Nigeria Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 60. South Africa Direct-to-consumer Genetic Health Sequencing Sales and Growth Rate (2019-2024) & (K Units)

Figure 61. Global Direct-to-consumer Genetic Health Sequencing Sales Forecast by

Volume (2019-2030) & (K Units)

Figure 62. Global Direct-to-consumer Genetic Health Sequencing Market Size Forecast by Value (2019-2030) & (M USD)

Figure 63. Global Direct-to-consumer Genetic Health Sequencing Sales Market Share Forecast by Type (2025-2030)

Figure 64. Global Direct-to-consumer Genetic Health Sequencing Market Share Forecast by Type (2025-2030)

Figure 65. Global Direct-to-consumer Genetic Health Sequencing Sales Forecast by Application (2025-2030)

Figure 66. Global Direct-to-consumer Genetic Health Sequencing Market Share Forecast by Application (2025-2030)

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