

Global DNA Testing for Pets Market Research Report 2026(Status and Outlook)

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Abstracts

DNA testing for pets is a process that involves analyzing the genetic material (DNA) of an animal to identify its breed ancestry, heritage, and potential health risks. This type of testing has become increasingly popular among pet owners who are curious about their pet's genetic background or interested in understanding potential health issues that may affect their animal companion. The global DNA testing for pet market is experiencing rapid growth. This market exhibits significant category differentiation, with canine testing dominating the market (accounting for approximately 60%), while cat testing is growing even faster. Regionally, North America leads the market with over 55% market share, but Asia-Pacific is emerging as a new growth engine with even higher growth rates. Within the competitive landscape, international brands such as Embark and Wisdom Panel dominate the high-end market with databases covering over 350 breeds and over 200 disease tests. Key drivers of the pet DNA testing market include: the accelerating global trend toward pet humanization, increasing owner demands for pet health management, and driving increased demand for genetic disease screening; the standardized development of the purebred pet breeding industry, making pedigree certification a necessity; the declining cost of testing technology, lowering the barrier to entry; and the expansion of the pet insurance market, which is driving demand for genetic risk assessment. Major obstacles include: insufficient consumer awareness, with global market penetration still below 5%; a lack of industry standards, resulting in variable credibility of test results, with complaints in the North American market increasing by 35% year-over-year in 2023; and limited affordability in emerging markets, where technological breakthroughs (such as rapid CRISPR testing) and regulatory regulations will be key to breakthroughs. The future market will evolve along three key lines: first, testing technology will move toward portability and home use; second, data applications will expand to pet insurance pricing and precision nutrition; and third, testing targets will expand from cats and dogs to exotic pets (such as birds and

reptiles).

The global DNA Testing for Pets market size was estimated at USD 358.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 12.40% during the forecast period.

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

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

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

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

Global DNA Testing for Pets Market: Market Segmentation Analysis

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

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

customer groups.

Key Company

Embark Veterinary
Mars Petcare (Wisdom Panel)
Orivet Genetic Pet Care
DNA My Dog (Canadian Dog Group)
Ancestry
TellmeGen (Koko Genetics)
Meidike Gene
Basepaws
EasyDNA
VetGen
Royal Canin
Thermo Fisher Scientific
GenSol Diagnostics

Market Segmentation (by Type)

Breed Test
Health Test

Market Segmentation (by Application)

Dogs
Cats
Others

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 DNA Testing for Pets Market
Overview of the regional outlook of the DNA Testing for Pets Market:

Customization of the Report

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

Chapter Outline

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

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the DNA Testing for Pets Market and its likely evolution in the short to mid-term, and long term.

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

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

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

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

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

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

Chapter 9 shares the main producing countries of DNA Testing for Pets, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

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

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

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

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

Key Reasons to Buy this Report:

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

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

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

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

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

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

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

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

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

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

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

Provides insight into the market through Value Chain

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

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of DNA Testing for Pets
- 1.2 Key Market Segments
 - 1.2.1 DNA Testing for Pets Segment by Type
 - 1.2.2 DNA Testing for Pets 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 DNA TESTING FOR PETS MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 DNA TESTING FOR PETS MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global DNA Testing for Pets Product Life Cycle
- 3.3 Global DNA Testing for Pets Revenue Market Share by Company (2020-2025)
- 3.4 DNA Testing for Pets Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 DNA Testing for Pets Market Competitive Situation and Trends
 - 3.6.1 DNA Testing for Pets Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest DNA Testing for Pets Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 DNA TESTING FOR PETS VALUE CHAIN ANALYSIS

- 4.1 DNA Testing for Pets Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF DNA TESTING FOR PETS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global DNA Testing for Pets Market Porter's Five Forces Analysis

6 DNA TESTING FOR PETS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global DNA Testing for Pets Market by Type (2020-2025)

6.3 Global DNA Testing for Pets Market Size Growth Rate by Type (2021-2025)

7 DNA TESTING FOR PETS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global DNA Testing for Pets Market Size (M USD) by Application (2020-2025)

7.3 Global DNA Testing for Pets Market Size Growth Rate by Application (2021-2025)

8 DNA TESTING FOR PETS MARKET SEGMENTATION BY REGION

8.1 Global DNA Testing for Pets Market Size by Region

8.1.1 Global DNA Testing for Pets Market Size by Region

8.1.2 Global DNA Testing for Pets Market Size Market Share by Region

8.2 North America

8.2.1 North America DNA Testing for Pets Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe DNA Testing for Pets Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific DNA Testing for Pets Market Size 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 DNA Testing for Pets Market Size 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 DNA Testing for Pets Market Size 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 Embark Veterinary

9.1.1 Embark Veterinary Basic Information

9.1.2 Embark Veterinary DNA Testing for Pets Product Overview

9.1.3 Embark Veterinary DNA Testing for Pets Product Market Performance

9.1.4 Embark Veterinary SWOT Analysis

9.1.5 Embark Veterinary Business Overview

9.1.6 Embark Veterinary Recent Developments

9.2 Mars Petcare (Wisdom Panel)

9.2.1 Mars Petcare (Wisdom Panel) Basic Information

9.2.2 Mars Petcare (Wisdom Panel) DNA Testing for Pets Product Overview

- 9.2.3 Mars Petcare (Wisdom Panel) DNA Testing for Pets Product Market Performance
- 9.2.4 Mars Petcare (Wisdom Panel) SWOT Analysis
- 9.2.5 Mars Petcare (Wisdom Panel) Business Overview
- 9.2.6 Mars Petcare (Wisdom Panel) Recent Developments
- 9.3 Orivet Genetic Pet Care
 - 9.3.1 Orivet Genetic Pet Care Basic Information
 - 9.3.2 Orivet Genetic Pet Care DNA Testing for Pets Product Overview
 - 9.3.3 Orivet Genetic Pet Care DNA Testing for Pets Product Market Performance
 - 9.3.4 Orivet Genetic Pet Care SWOT Analysis
 - 9.3.5 Orivet Genetic Pet Care Business Overview
 - 9.3.6 Orivet Genetic Pet Care Recent Developments
- 9.4 DNA My Dog (Canadian Dog Group)
 - 9.4.1 DNA My Dog (Canadian Dog Group) Basic Information
 - 9.4.2 DNA My Dog (Canadian Dog Group) DNA Testing for Pets Product Overview
 - 9.4.3 DNA My Dog (Canadian Dog Group) DNA Testing for Pets Product Market Performance
 - 9.4.4 DNA My Dog (Canadian Dog Group) Business Overview
 - 9.4.5 DNA My Dog (Canadian Dog Group) Recent Developments
- 9.5 Ancestry
 - 9.5.1 Ancestry Basic Information
 - 9.5.2 Ancestry DNA Testing for Pets Product Overview
 - 9.5.3 Ancestry DNA Testing for Pets Product Market Performance
 - 9.5.4 Ancestry Business Overview
 - 9.5.5 Ancestry Recent Developments
- 9.6 TellmeGen (Koko Genetics)
 - 9.6.1 TellmeGen (Koko Genetics) Basic Information
 - 9.6.2 TellmeGen (Koko Genetics) DNA Testing for Pets Product Overview
 - 9.6.3 TellmeGen (Koko Genetics) DNA Testing for Pets Product Market Performance
 - 9.6.4 TellmeGen (Koko Genetics) Business Overview
 - 9.6.5 TellmeGen (Koko Genetics) Recent Developments
- 9.7 Meidike Gene
 - 9.7.1 Meidike Gene Basic Information
 - 9.7.2 Meidike Gene DNA Testing for Pets Product Overview
 - 9.7.3 Meidike Gene DNA Testing for Pets Product Market Performance
 - 9.7.4 Meidike Gene Business Overview
 - 9.7.5 Meidike Gene Recent Developments
- 9.8 Basepaws
 - 9.8.1 Basepaws Basic Information

- 9.8.2 Basepaws DNA Testing for Pets Product Overview
- 9.8.3 Basepaws DNA Testing for Pets Product Market Performance
- 9.8.4 Basepaws Business Overview
- 9.8.5 Basepaws Recent Developments
- 9.9 EasyDNA
 - 9.9.1 EasyDNA Basic Information
 - 9.9.2 EasyDNA DNA Testing for Pets Product Overview
 - 9.9.3 EasyDNA DNA Testing for Pets Product Market Performance
 - 9.9.4 EasyDNA Business Overview
 - 9.9.5 EasyDNA Recent Developments
- 9.10 VetGen
 - 9.10.1 VetGen Basic Information
 - 9.10.2 VetGen DNA Testing for Pets Product Overview
 - 9.10.3 VetGen DNA Testing for Pets Product Market Performance
 - 9.10.4 VetGen Business Overview
 - 9.10.5 VetGen Recent Developments
- 9.11 Royal Canin
 - 9.11.1 Royal Canin Basic Information
 - 9.11.2 Royal Canin DNA Testing for Pets Product Overview
 - 9.11.3 Royal Canin DNA Testing for Pets Product Market Performance
 - 9.11.4 Royal Canin Business Overview
 - 9.11.5 Royal Canin Recent Developments
- 9.12 Thermo Fisher Scientific
 - 9.12.1 Thermo Fisher Scientific Basic Information
 - 9.12.2 Thermo Fisher Scientific DNA Testing for Pets Product Overview
 - 9.12.3 Thermo Fisher Scientific DNA Testing for Pets Product Market Performance
 - 9.12.4 Thermo Fisher Scientific Business Overview
 - 9.12.5 Thermo Fisher Scientific Recent Developments
- 9.13 GenSol Diagnostics
 - 9.13.1 GenSol Diagnostics Basic Information
 - 9.13.2 GenSol Diagnostics DNA Testing for Pets Product Overview
 - 9.13.3 GenSol Diagnostics DNA Testing for Pets Product Market Performance
 - 9.13.4 GenSol Diagnostics Business Overview
 - 9.13.5 GenSol Diagnostics Recent Developments

10 DNA TESTING FOR PETS MARKET FORECAST BY REGION

- 10.1 Global DNA Testing for Pets Market Size Forecast
- 10.2 Global DNA Testing for Pets Market Forecast by Region

- 10.2.1 North America Market Size Forecast by Country
- 10.2.2 Europe DNA Testing for Pets Market Size Forecast by Country
- 10.2.3 Asia Pacific DNA Testing for Pets Market Size Forecast by Region
- 10.2.4 South America DNA Testing for Pets Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Sales of DNA Testing for Pets by Country

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

- 11.1 Global DNA Testing for Pets Market Forecast by Type (2026-2035)
 - 11.1.1 Global DNA Testing for Pets Market Size Forecast by Type (2026-2035)
- 11.2 Global DNA Testing for Pets Market Forecast by Application (2026-2035)
 - 11.2.1 Global DNA Testing for Pets Market Size (M USD) Forecast by Application (2026-2035)

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. Global DNA Testing for Pets Market Size by Type (M USD)
- Table 4. Global DNA Testing for Pets Market Size by Application
- Table 5. DNA Testing for Pets Market Size Comparison by Region (M USD)
- Table 6. Global DNA Testing for Pets Revenue (M USD) by Company (2020-2025)
- Table 7. Global DNA Testing for Pets Revenue Share by Company (2020-2025)
- Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in DNA Testing for Pets as of 2025)
- Table 9. Headquarters, Areas Served, and Product Types of Major Players
- Table 10. Product Type of Major Players
- Table 11. Global DNA Testing for Pets Company Market Concentration Ratio (CR5 and HHI)
- Table 12. Mergers & Acquisitions, Expansion Plans
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. DNA Testing for Pets Market Challenges
- Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 21. Global DNA Testing for Pets Market Size by Type (M USD)
- Table 22. Global DNA Testing for Pets Market Size (M USD) by Type (2020-2025)
- Table 23. Global DNA Testing for Pets Market Share by Type (2020-2025)
- Table 24. Global DNA Testing for Pets Market Size Growth Rate by Type (2021-2025)
- Table 25. Global DNA Testing for Pets Market Size by Application
- Table 26. Global DNA Testing for Pets Market Size by Application (2020-2025) & (M USD)
- Table 27. Global DNA Testing for Pets Market Share by Application (2020-2025)
- Table 28. Global DNA Testing for Pets Market Size Growth Rate by Application (2021-2025)
- Table 29. Global DNA Testing for Pets Market Size by Region (2020-2025) & (M USD)
- Table 30. Global DNA Testing for Pets Market Size Market Share by Region (2020-2025)

- Table 31. North America DNA Testing for Pets Market Size by Country (2020-2025) & (M USD)
- Table 32. Europe DNA Testing for Pets Market Size by Country (2020-2025) & (M USD)
- Table 33. Asia Pacific DNA Testing for Pets Market Size by Region (2020-2025) & (M USD)
- Table 34. South America DNA Testing for Pets Market Size by Country (2020-2025) & (M USD)
- Table 35. Middle East and Africa DNA Testing for Pets Market Size by Region (2020-2025) & (M USD)
- Table 36. Embark Veterinary Basic Information
- Table 37. Embark Veterinary DNA Testing for Pets Product Overview
- Table 38. Embark Veterinary DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)
- Table 39. Embark Veterinary SWOT Analysis
- Table 40. Embark Veterinary Business Overview
- Table 41. Embark Veterinary Recent Developments
- Table 42. Mars Petcare (Wisdom Panel) Basic Information
- Table 43. Mars Petcare (Wisdom Panel) DNA Testing for Pets Product Overview
- Table 44. Mars Petcare (Wisdom Panel) DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)
- Table 45. Mars Petcare (Wisdom Panel) SWOT Analysis
- Table 46. Mars Petcare (Wisdom Panel) Business Overview
- Table 47. Mars Petcare (Wisdom Panel) Recent Developments
- Table 48. Orivet Genetic Pet Care Basic Information
- Table 49. Orivet Genetic Pet Care DNA Testing for Pets Product Overview
- Table 50. Orivet Genetic Pet Care DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)
- Table 51. Orivet Genetic Pet Care SWOT Analysis
- Table 52. Orivet Genetic Pet Care Business Overview
- Table 53. Orivet Genetic Pet Care Recent Developments
- Table 54. DNA My Dog (Canadian Dog Group) Basic Information
- Table 55. DNA My Dog (Canadian Dog Group) DNA Testing for Pets Product Overview
- Table 56. DNA My Dog (Canadian Dog Group) DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)
- Table 57. DNA My Dog (Canadian Dog Group) Business Overview
- Table 58. DNA My Dog (Canadian Dog Group) Recent Developments
- Table 59. Ancestry Basic Information
- Table 60. Ancestry DNA Testing for Pets Product Overview
- Table 61. Ancestry DNA Testing for Pets Revenue (M USD) and Gross Margin

(2020-2025)

Table 62. Ancestry Business Overview

Table 63. Ancestry Recent Developments

Table 64. TellmeGen (Koko Genetics) Basic Information

Table 65. TellmeGen (Koko Genetics) DNA Testing for Pets Product Overview

Table 66. TellmeGen (Koko Genetics) DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 67. TellmeGen (Koko Genetics) Business Overview

Table 68. TellmeGen (Koko Genetics) Recent Developments

Table 69. Meidike Gene Basic Information

Table 70. Meidike Gene DNA Testing for Pets Product Overview

Table 71. Meidike Gene DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Meidike Gene Business Overview

Table 73. Meidike Gene Recent Developments

Table 74. Basepaws Basic Information

Table 75. Basepaws DNA Testing for Pets Product Overview

Table 76. Basepaws DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 77. Basepaws Business Overview

Table 78. Basepaws Recent Developments

Table 79. EasyDNA Basic Information

Table 80. EasyDNA DNA Testing for Pets Product Overview

Table 81. EasyDNA DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 82. EasyDNA Business Overview

Table 83. EasyDNA Recent Developments

Table 84. VetGen Basic Information

Table 85. VetGen DNA Testing for Pets Product Overview

Table 86. VetGen DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 87. VetGen Business Overview

Table 88. VetGen Recent Developments

Table 89. Royal Canin Basic Information

Table 90. Royal Canin DNA Testing for Pets Product Overview

Table 91. Royal Canin DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 92. Royal Canin Business Overview

Table 93. Royal Canin Recent Developments

Table 94. Thermo Fisher Scientific Basic Information

Table 95. Thermo Fisher Scientific DNA Testing for Pets Product Overview

Table 96. Thermo Fisher Scientific DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 97. Thermo Fisher Scientific Business Overview

Table 98. Thermo Fisher Scientific Recent Developments

Table 99. GenSol Diagnostics Basic Information

Table 100. GenSol Diagnostics DNA Testing for Pets Product Overview

Table 101. GenSol Diagnostics DNA Testing for Pets Revenue (M USD) and Gross Margin (2020-2025)

Table 102. GenSol Diagnostics Business Overview

Table 103. GenSol Diagnostics Recent Developments

Table 104. Global DNA Testing for Pets Market Size Forecast by Region (2026-2035) & (M USD)

Table 105. North America DNA Testing for Pets Market Size Forecast by Country (2026-2035) & (M USD)

Table 106. Europe DNA Testing for Pets Market Size Forecast by Country (2026-2035) & (M USD)

Table 107. Asia Pacific DNA Testing for Pets Market Size Forecast by Region (2026-2035) & (M USD)

Table 108. South America DNA Testing for Pets Market Size Forecast by Country (2026-2035) & (M USD)

Table 109. Middle East and Africa DNA Testing for Pets Market Size Forecast by Country (2026-2035) & (M USD)

Table 110. Global DNA Testing for Pets Market Size Forecast by Type (2026-2035) & (M USD)

Table 111. Global DNA Testing for Pets Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of DNA Testing for Pets

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global DNA Testing for Pets Market Size (M USD), 2025-2035

Figure 5. Global DNA Testing for Pets Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. DNA Testing for Pets Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global DNA Testing for Pets Product Life Cycle

Figure 12. Global DNA Testing for Pets Revenue Share by Company in 2025

Figure 13. DNA Testing for Pets Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by DNA Testing for Pets Revenue in 2025

Figure 15. Value Chain Map of DNA Testing for Pets

Figure 16. Global DNA Testing for Pets Market PEST Analysis

Figure 17. Global DNA Testing for Pets Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global DNA Testing for Pets Market Share by Type

Figure 20. Market Share of DNA Testing for Pets by Type (2020-2025)

Figure 21. Global DNA Testing for Pets Market Size Growth Rate by Type (2021-2025)

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

Figure 23. Global DNA Testing for Pets Market Share by Application

Figure 24. Global DNA Testing for Pets Market Share by Application (2020-2025)

Figure 25. Global DNA Testing for Pets Market Share by Application in 2024

Figure 26. Global DNA Testing for Pets Market Size Growth Rate by Application (2021-2025)

Figure 27. Global DNA Testing for Pets Market Size Market Share by Region (2020-2025)

Figure 28. North America DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America DNA Testing for Pets Market Size Market Share by Country in 2024

Figure 30. U.S. DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada DNA Testing for Pets Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico DNA Testing for Pets Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe DNA Testing for Pets Market Share by Country in 2024

Figure 35. Germany DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific DNA Testing for Pets Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific DNA Testing for Pets Market Size Market Share by Region in 2024

Figure 42. China DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America DNA Testing for Pets Market Size and Growth Rate (M USD)

Figure 48. South America DNA Testing for Pets Market Size Market Share by Country in 2024

Figure 49. Brazil DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa DNA Testing for Pets Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa DNA Testing for Pets Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa DNA Testing for Pets Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global DNA Testing for Pets Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global DNA Testing for Pets Market Share Forecast by Type (2026-2035)

Figure 61. Global DNA Testing for Pets Market Share Forecast by Application (2026-2035)

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