

Global Personal Genome Services Market Research Report 2025(Status and Outlook)

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Abstracts

Personal genome services, also referred to as direct-to-consumer genetic testing, provide individuals with access to their genetic information through DNA analysis kits that are typically ordered online, used at home via saliva or cheek swab samples, and returned to a laboratory for processing; these services analyze specific genetic markers such as single nucleotide polymorphisms (SNPs) to generate reports on ancestry composition, genealogical connections, health predispositions (e.g., carrier status for certain conditions or susceptibility to diseases like Alzheimer's or cardiovascular issues), and traits (such as lactose tolerance or muscle composition), empowering users with personalized genomic insights without necessitating involvement from healthcare providers. The market for personal genome services has expanded significantly, driven by growing consumer interest in preventive health, ancestry exploration, and personalized wellness, alongside advancements in genomic sequencing technologies that have reduced costs and improved accessibility. Key players, including 23andMe, AncestryDNA, and MyHeritage, dominate the landscape, offering a range of testing options from basic ancestry reports to comprehensive health and wellness insights, while newer entrants and niche providers target specific segments such as fitness genetics or nutrition-based recommendations. Demand is fueled by increasing public awareness, strategic marketing campaigns, and partnerships with research institutions, though the market also faces challenges related to regulatory scrutiny particularly from agencies like the FDA regarding health-related claims data privacy concerns, and ethical considerations surrounding genetic data ownership and potential misuse. Geographically, North America represents the largest market due to high adoption rates and established consumer bases, followed by Europe and parts of Asia-Pacific where rising disposable incomes and curiosity about genetic heritage are accelerating growth. The competitive environment is characterized by continuous innovation in test accuracy, report depth, and user experience, as well as

efforts to integrate genetic data with digital health platforms and telehealth services, positioning personal genomics as a bridge between consumers and broader healthcare ecosystems. Looking ahead, expansion into emerging markets, the incorporation of whole-genome sequencing at affordable price points, and increased emphasis on clinical utility and genetic counseling partnerships are expected to shape future growth, though companies must navigate evolving regulations and maintain consumer trust through transparent data practices and scientifically validated reporting.

The global Personal Genome Services market size was estimated at USD 2750.0 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 12.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Personal Genome Services 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 Personal Genome Services 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 Personal Genome Services market.

Global Personal Genome Services 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

23andMeInc
Personal Genome Diagnostics Inc
Macrogen
Nebula Genomics
Futura Genetics
Veritas Genetics
Counsyl
MyDNA
Verge Genomics
Deep Genomics
IBM Watson for Genomics
Color Genomics
WeGene

Market Segmentation (by Type)

Commercial Grade
Medical Grade

Market Segmentation (by Application)

Online Retail
Offline Retail

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 Personal Genome Services Market

Overview of the regional outlook of the Personal Genome Services 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 Personal Genome Services 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 Personal Genome Services, 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Personal Genome Services

1.2 Key Market Segments

1.2.1 Personal Genome Services Segment by Type

1.2.2 Personal Genome Services 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 PERSONAL GENOME SERVICES MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PERSONAL GENOME SERVICES MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Personal Genome Services Product Life Cycle

3.3 Global Personal Genome Services Revenue Market Share by Company (2020-2025)

3.4 Personal Genome Services Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Personal Genome Services Company Headquarters, Area Served, Product Type

3.6 Personal Genome Services Market Competitive Situation and Trends

3.6.1 Personal Genome Services Market Concentration Rate

3.6.2 Global 5 and 10 Largest Personal Genome Services Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 PERSONAL GENOME SERVICES VALUE CHAIN ANALYSIS

4.1 Personal Genome Services Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PERSONAL GENOME SERVICES 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 Personal Genome Services Market Porter's Five Forces Analysis

6 PERSONAL GENOME SERVICES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Personal Genome Services Market Size Market Share by Type (2020-2025)
- 6.3 Global Personal Genome Services Market Size Growth Rate by Type (2021-2025)

7 PERSONAL GENOME SERVICES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Personal Genome Services Market Size (M USD) by Application (2020-2025)
- 7.3 Global Personal Genome Services Sales Growth Rate by Application (2020-2025)

8 PERSONAL GENOME SERVICES MARKET SEGMENTATION BY REGION

- 8.1 Global Personal Genome Services Market Size by Region
 - 8.1.1 Global Personal Genome Services Market Size by Region
 - 8.1.2 Global Personal Genome Services Market Size Market Share by Region
- 8.2 North America

8.2.1 North America Personal Genome Services Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Personal Genome Services 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 Personal Genome Services 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 Personal Genome Services 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 Personal Genome Services 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 23andMe Inc

9.1.1 23andMe Inc Basic Information

9.1.2 23andMe Inc Personal Genome Services Product Overview

9.1.3 23andMe Inc Personal Genome Services Product Market Performance

9.1.4 23andMe Inc SWOT Analysis

9.1.5 23andMe Inc Business Overview

- 9.1.6 23andMe Inc Recent Developments
- 9.2 Personal Genome Diagnostics Inc
 - 9.2.1 Personal Genome Diagnostics Inc Basic Information
 - 9.2.2 Personal Genome Diagnostics Inc Personal Genome Services Product Overview
 - 9.2.3 Personal Genome Diagnostics Inc Personal Genome Services Product Market Performance
 - 9.2.4 Personal Genome Diagnostics Inc SWOT Analysis
 - 9.2.5 Personal Genome Diagnostics Inc Business Overview
 - 9.2.6 Personal Genome Diagnostics Inc Recent Developments
- 9.3 Macrogen
 - 9.3.1 Macrogen Basic Information
 - 9.3.2 Macrogen Personal Genome Services Product Overview
 - 9.3.3 Macrogen Personal Genome Services Product Market Performance
 - 9.3.4 Macrogen SWOT Analysis
 - 9.3.5 Macrogen Business Overview
 - 9.3.6 Macrogen Recent Developments
- 9.4 Nebula Genomics
 - 9.4.1 Nebula Genomics Basic Information
 - 9.4.2 Nebula Genomics Personal Genome Services Product Overview
 - 9.4.3 Nebula Genomics Personal Genome Services Product Market Performance
 - 9.4.4 Nebula Genomics Business Overview
 - 9.4.5 Nebula Genomics Recent Developments
- 9.5 Futura Genetics
 - 9.5.1 Futura Genetics Basic Information
 - 9.5.2 Futura Genetics Personal Genome Services Product Overview
 - 9.5.3 Futura Genetics Personal Genome Services Product Market Performance
 - 9.5.4 Futura Genetics Business Overview
 - 9.5.5 Futura Genetics Recent Developments
- 9.6 Veritas Genetics
 - 9.6.1 Veritas Genetics Basic Information
 - 9.6.2 Veritas Genetics Personal Genome Services Product Overview
 - 9.6.3 Veritas Genetics Personal Genome Services Product Market Performance
 - 9.6.4 Veritas Genetics Business Overview
 - 9.6.5 Veritas Genetics Recent Developments
- 9.7 Counsyl
 - 9.7.1 Counsyl Basic Information
 - 9.7.2 Counsyl Personal Genome Services Product Overview
 - 9.7.3 Counsyl Personal Genome Services Product Market Performance
 - 9.7.4 Counsyl Business Overview

9.7.5 Counsyl Recent Developments

9.8 MyDNA

9.8.1 MyDNA Basic Information

9.8.2 MyDNA Personal Genome Services Product Overview

9.8.3 MyDNA Personal Genome Services Product Market Performance

9.8.4 MyDNA Business Overview

9.8.5 MyDNA Recent Developments

9.9 Verge Genomics

9.9.1 Verge Genomics Basic Information

9.9.2 Verge Genomics Personal Genome Services Product Overview

9.9.3 Verge Genomics Personal Genome Services Product Market Performance

9.9.4 Verge Genomics Business Overview

9.9.5 Verge Genomics Recent Developments

9.10 Deep Genomics

9.10.1 Deep Genomics Basic Information

9.10.2 Deep Genomics Personal Genome Services Product Overview

9.10.3 Deep Genomics Personal Genome Services Product Market Performance

9.10.4 Deep Genomics Business Overview

9.10.5 Deep Genomics Recent Developments

9.11 IBM Watson for Genomics

9.11.1 IBM Watson for Genomics Basic Information

9.11.2 IBM Watson for Genomics Personal Genome Services Product Overview

9.11.3 IBM Watson for Genomics Personal Genome Services Product Market

Performance

9.11.4 IBM Watson for Genomics Business Overview

9.11.5 IBM Watson for Genomics Recent Developments

9.12 Color Genomics

9.12.1 Color Genomics Basic Information

9.12.2 Color Genomics Personal Genome Services Product Overview

9.12.3 Color Genomics Personal Genome Services Product Market Performance

9.12.4 Color Genomics Business Overview

9.12.5 Color Genomics Recent Developments

9.13 WeGene

9.13.1 WeGene Basic Information

9.13.2 WeGene Personal Genome Services Product Overview

9.13.3 WeGene Personal Genome Services Product Market Performance

9.13.4 WeGene Business Overview

9.13.5 WeGene Recent Developments

10 PERSONAL GENOME SERVICES MARKET FORECAST BY REGION

10.1 Global Personal Genome Services Market Size Forecast

10.2 Global Personal Genome Services Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Personal Genome Services Market Size Forecast by Country

10.2.3 Asia Pacific Personal Genome Services Market Size Forecast by Region

10.2.4 South America Personal Genome Services Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Personal Genome Services by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

11.1 Global Personal Genome Services Market Forecast by Type (2026-2033)

11.2 Global Personal Genome Services Market Forecast by Application (2026-2033)

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. Personal Genome Services Market Size Comparison by Region (M USD)

Table 5. Global Personal Genome Services Revenue (M USD) by Company
(2020-2025)

Table 6. Global Personal Genome Services Revenue Share by Company (2020-2025)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Personal Genome Services as of 2024)

Table 8. Personal Genome Services Company Headquarters and Area Served

Table 9. Company Personal Genome Services Product Type

Table 10. Global Personal Genome Services Company Market Concentration Ratio
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Midstream Market Analysis

Table 13. Downstream Customer Analysis

Table 14. Key Development Trends

Table 15. Driving Factors

Table 16. Personal Genome Services Market Challenges

Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 20. Global Personal Genome Services Market Size by Type (M USD)

Table 21. Global Personal Genome Services Market Size (M USD) by Type
(2020-2025)

Table 22. Global Personal Genome Services Market Size Share by Type (2020-2025)

Table 23. Global Personal Genome Services Market Size Growth Rate by Type
(2021-2025)

Table 24. Global Personal Genome Services Market Size by Application

Table 25. Global Personal Genome Services Market Size by Application (2020-2025) &
(M USD)

Table 26. Global Personal Genome Services Market Share by Application (2020-2025)

Table 27. Global Personal Genome Services Sales Growth Rate by Application
(2020-2025)

Table 28. Global Personal Genome Services Market Size by Region (2020-2025) & (M

USD)

Table 29. Global Personal Genome Services Market Size Market Share by Region (2020-2025)

Table 30. North America Personal Genome Services Market Size by Country (2020-2025) & (M USD)

Table 31. Europe Personal Genome Services Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Personal Genome Services Market Size by Region (2020-2025) & (M USD)

Table 33. South America Personal Genome Services Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Personal Genome Services Market Size by Region (2020-2025) & (M USD)

Table 35. 23andMe Inc Basic Information

Table 36. 23andMe Inc Personal Genome Services Product Overview

Table 37. 23andMe Inc Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)

Table 38. 23andMe Inc SWOT Analysis

Table 39. 23andMe Inc Business Overview

Table 40. 23andMe Inc Recent Developments

Table 41. Personal Genome Diagnostics Inc Basic Information

Table 42. Personal Genome Diagnostics Inc Personal Genome Services Product Overview

Table 43. Personal Genome Diagnostics Inc Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)

Table 44. Personal Genome Diagnostics Inc SWOT Analysis

Table 45. Personal Genome Diagnostics Inc Business Overview

Table 46. Personal Genome Diagnostics Inc Recent Developments

Table 47. Macrogen Basic Information

Table 48. Macrogen Personal Genome Services Product Overview

Table 49. Macrogen Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)

Table 50. Macrogen SWOT Analysis

Table 51. Macrogen Business Overview

Table 52. Macrogen Recent Developments

Table 53. Nebula Genomics Basic Information

Table 54. Nebula Genomics Personal Genome Services Product Overview

Table 55. Nebula Genomics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)

Table 56. Nebula Genomics Business Overview
Table 57. Nebula Genomics Recent Developments
Table 58. Futura Genetics Basic Information
Table 59. Futura Genetics Personal Genome Services Product Overview
Table 60. Futura Genetics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 61. Futura Genetics Business Overview
Table 62. Futura Genetics Recent Developments
Table 63. Veritas Genetics Basic Information
Table 64. Veritas Genetics Personal Genome Services Product Overview
Table 65. Veritas Genetics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 66. Veritas Genetics Business Overview
Table 67. Veritas Genetics Recent Developments
Table 68. Counsyl Basic Information
Table 69. Counsyl Personal Genome Services Product Overview
Table 70. Counsyl Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 71. Counsyl Business Overview
Table 72. Counsyl Recent Developments
Table 73. MyDNA Basic Information
Table 74. MyDNA Personal Genome Services Product Overview
Table 75. MyDNA Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 76. MyDNA Business Overview
Table 77. MyDNA Recent Developments
Table 78. Verge Genomics Basic Information
Table 79. Verge Genomics Personal Genome Services Product Overview
Table 80. Verge Genomics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 81. Verge Genomics Business Overview
Table 82. Verge Genomics Recent Developments
Table 83. Deep Genomics Basic Information
Table 84. Deep Genomics Personal Genome Services Product Overview
Table 85. Deep Genomics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 86. Deep Genomics Business Overview
Table 87. Deep Genomics Recent Developments
Table 88. IBM Watson for Genomics Basic Information

Table 89. IBM Watson for Genomics Personal Genome Services Product Overview
Table 90. IBM Watson for Genomics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 91. IBM Watson for Genomics Business Overview
Table 92. IBM Watson for Genomics Recent Developments
Table 93. Color Genomics Basic Information
Table 94. Color Genomics Personal Genome Services Product Overview
Table 95. Color Genomics Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 96. Color Genomics Business Overview
Table 97. Color Genomics Recent Developments
Table 98. WeGene Basic Information
Table 99. WeGene Personal Genome Services Product Overview
Table 100. WeGene Personal Genome Services Revenue (M USD) and Gross Margin (2020-2025)
Table 101. WeGene Business Overview
Table 102. WeGene Recent Developments
Table 103. Global Personal Genome Services Market Size Forecast by Region (2026-2033) & (M USD)
Table 104. North America Personal Genome Services Market Size Forecast by Country (2026-2033) & (M USD)
Table 105. Europe Personal Genome Services Market Size Forecast by Country (2026-2033) & (M USD)
Table 106. Asia Pacific Personal Genome Services Market Size Forecast by Region (2026-2033) & (M USD)
Table 107. South America Personal Genome Services Market Size Forecast by Country (2026-2033) & (M USD)
Table 108. Middle East and Africa Personal Genome Services Market Size Forecast by Country (2026-2033) & (M USD)
Table 109. Global Personal Genome Services Market Size Forecast by Type (2026-2033) & (M USD)
Table 110. Global Personal Genome Services Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Personal Genome Services
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Personal Genome Services Market Size (M USD), 2024-2033
- Figure 5. Global Personal Genome Services Market Size (M USD) (2020-2033)
- 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. Personal Genome Services Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Personal Genome Services Product Life Cycle
- Figure 12. Global Personal Genome Services Revenue Share by Company in 2024
- Figure 13. Personal Genome Services Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Personal Genome Services Revenue in 2024
- Figure 15. Value Chain Map of Personal Genome Services
- Figure 16. Global Personal Genome Services Market PEST Analysis
- Figure 17. Global Personal Genome Services Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Personal Genome Services Market Share by Type
- Figure 20. Market Size Share of Personal Genome Services by Type (2020-2025)
- Figure 21. Market Size Share of Personal Genome Services by Type in 2024
- Figure 22. Global Personal Genome Services Market Size Growth Rate by Type (2021-2025)
- Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 24. Global Personal Genome Services Market Share by Application
- Figure 25. Global Personal Genome Services Market Share by Application (2020-2025)
- Figure 26. Global Personal Genome Services Market Share by Application in 2024
- Figure 27. Global Personal Genome Services Sales Growth Rate by Application (2020-2025)
- Figure 28. Global Personal Genome Services Market Size Market Share by Region (2020-2025)
- Figure 29. North America Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 30. North America Personal Genome Services Market Size Market Share by Country in 2024

Figure 31. U.S. Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Personal Genome Services Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Personal Genome Services Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Personal Genome Services Market Share by Country in 2024

Figure 36. Germany Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Spain Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Personal Genome Services Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Personal Genome Services Market Size Market Share by Region in 2024

Figure 43. China Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. India Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Southeast Asia Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Personal Genome Services Market Size and Growth Rate (M USD)

Figure 49. South America Personal Genome Services Market Size Market Share by Country in 2024

Figure 50. Brazil Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Personal Genome Services Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Personal Genome Services Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Personal Genome Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Personal Genome Services Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Personal Genome Services Market Share Forecast by Type (2026-2033)

Figure 62. Global Personal Genome Services Market Share Forecast by Application (2026-2033)

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