

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

<https://marketpublishers.com/r/GF501495A68DEN.html>

Date: March 2026

Pages: 146

Price: US\$ 3,200.00 (Single User License)

ID: GF501495A68DEN

Abstracts

Pet DNA testing analyzes a pet's DNA to reveal its genetic information. This test can reveal a pet's genetic background, including its breed, health status, personality traits, and potential genetic diseases. Through genetic testing, pet owners can better understand their pet's health risks, take preventative measures, or adjust their diet and lifestyle based on their pet's genetic profile. Furthermore, some pet genetic tests can help identify a pet's relatives, trace their family tree, or provide information on their adaptability to different environments. This technology has significant application value in improving pet care and preventive medicine. Pet medical care is the second largest segment in pet industry. In the UK, annual spending on veterinary and other pet services has risen from ?2.6bn in 2015 to ?4bn in 2021, a 54% increase in just six years. According to Vetnosis, the value of the global animal health industry will increase by 12% to \$38.3 billion in 2021. White Paper on China's Pet Healthy Consumption of JD shows that in 2023, there are 13.09 million pets entering middle age and old age. And pet aging is expected to be seen in the next few years. Changes in the age structure of pets will further bring about the development of the pet medical industry. According to the data of the 2022 China Pet Medical Industry White Paper, from the perspective of market size, the scale of China's pet medical market is about ?67.5 billion, accounting for about 22.5% of the entire pet industry. From the perspective of hospital operation time, pet hospitals within 5 years accounted for about 73%. About 11% of the pet hospitals have been in operation for more than 10 years. From the perspective of hospital turnover, nearly 40% of the hospitals have increased their annual turnover year-on-year, and the growth rate is mainly within 520%.

The global Pet DNA Testing 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 Pet DNA Testing 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 Pet DNA Testing 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 Pet DNA Testing market.

Global Pet DNA Testing 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)

Saliva
Blood
Others

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 Pet DNA Testing Market
Overview of the regional outlook of the Pet DNA Testing 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 Pet DNA Testing 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 Pet DNA Testing, 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 Pet DNA Testing

1.2 Key Market Segments

1.2.1 Pet DNA Testing Segment by Type

1.2.2 Pet DNA Testing 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 PET DNA TESTING MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Pet DNA Testing Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Pet DNA Testing Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PET DNA TESTING MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Pet DNA Testing Product Life Cycle

3.3 Global Pet DNA Testing Sales by Manufacturers (2020-2025)

3.4 Global Pet DNA Testing Revenue Market Share by Manufacturers (2020-2025)

3.5 Pet DNA Testing Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Pet DNA Testing Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Pet DNA Testing Market Competitive Situation and Trends

3.8.1 Pet DNA Testing Market Concentration Rate

3.8.2 Global 5 and 10 Largest Pet DNA Testing Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 PET DNA TESTING INDUSTRY CHAIN ANALYSIS

- 4.1 Pet DNA Testing 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 PET DNA TESTING 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 Pet DNA Testing Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Pet DNA Testing Market
- 5.7 ESG Ratings of Leading Companies

6 PET DNA TESTING MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Pet DNA Testing Sales Market Share by Type (2020-2025)
- 6.3 Global Pet DNA Testing Market Size by Type (2020-2025)
- 6.4 Global Pet DNA Testing Price by Type (2020-2025)

7 PET DNA TESTING MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Pet DNA Testing Market Sales by Application (2020-2025)
- 7.3 Global Pet DNA Testing Market Size (M USD) by Application (2020-2025)

7.4 Global Pet DNA Testing Sales Growth Rate by Application (2020-2025)

8 PET DNA TESTING MARKET SALES BY REGION

8.1 Global Pet DNA Testing Sales by Region

8.1.1 Global Pet DNA Testing Sales by Region

8.1.2 Global Pet DNA Testing Sales Market Share by Region

8.2 Global Pet DNA Testing Market Size by Region

8.2.1 Global Pet DNA Testing Market Size by Region

8.2.2 Global Pet DNA Testing Market Size by Region

8.3 North America

8.3.1 North America Pet DNA Testing Sales by Country

8.3.2 North America Pet DNA Testing Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Pet DNA Testing Sales by Country

8.4.2 Europe Pet DNA Testing Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Pet DNA Testing Sales by Region

8.5.2 Asia Pacific Pet DNA Testing Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Pet DNA Testing Sales by Country

8.6.2 South America Pet DNA Testing Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Pet DNA Testing Sales by Region
- 8.7.2 Middle East and Africa Pet DNA Testing Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 PET DNA TESTING MARKET PRODUCTION BY REGION

- 9.1 Global Production of Pet DNA Testing by Region(2020-2025)
- 9.2 Global Pet DNA Testing Revenue Market Share by Region (2020-2025)
- 9.3 Global Pet DNA Testing Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Pet DNA Testing Production
 - 9.4.1 North America Pet DNA Testing Production Growth Rate (2020-2025)
 - 9.4.2 North America Pet DNA Testing Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Pet DNA Testing Production
 - 9.5.1 Europe Pet DNA Testing Production Growth Rate (2020-2025)
 - 9.5.2 Europe Pet DNA Testing Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Pet DNA Testing Production (2020-2025)
 - 9.6.1 Japan Pet DNA Testing Production Growth Rate (2020-2025)
 - 9.6.2 Japan Pet DNA Testing Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Pet DNA Testing Production (2020-2025)
 - 9.7.1 China Pet DNA Testing Production Growth Rate (2020-2025)
 - 9.7.2 China Pet DNA Testing Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Embark Veterinary
 - 10.1.1 Embark Veterinary Basic Information
 - 10.1.2 Embark Veterinary Pet DNA Testing Product Overview
 - 10.1.3 Embark Veterinary Pet DNA Testing Product Market Performance
 - 10.1.4 Embark Veterinary Business Overview
 - 10.1.5 Embark Veterinary SWOT Analysis
 - 10.1.6 Embark Veterinary Recent Developments

10.2 Mars Petcare (Wisdom Panel)

10.2.1 Mars Petcare (Wisdom Panel) Basic Information

10.2.2 Mars Petcare (Wisdom Panel) Pet DNA Testing Product Overview

10.2.3 Mars Petcare (Wisdom Panel) Pet DNA Testing Product Market Performance

10.2.4 Mars Petcare (Wisdom Panel) Business Overview

10.2.5 Mars Petcare (Wisdom Panel) SWOT Analysis

10.2.6 Mars Petcare (Wisdom Panel) Recent Developments

10.3 Orivet Genetic Pet Care

10.3.1 Orivet Genetic Pet Care Basic Information

10.3.2 Orivet Genetic Pet Care Pet DNA Testing Product Overview

10.3.3 Orivet Genetic Pet Care Pet DNA Testing Product Market Performance

10.3.4 Orivet Genetic Pet Care Business Overview

10.3.5 Orivet Genetic Pet Care SWOT Analysis

10.3.6 Orivet Genetic Pet Care Recent Developments

10.4 DNA My Dog (Canadian Dog Group)

10.4.1 DNA My Dog (Canadian Dog Group) Basic Information

10.4.2 DNA My Dog (Canadian Dog Group) Pet DNA Testing Product Overview

10.4.3 DNA My Dog (Canadian Dog Group) Pet DNA Testing Product Market

Performance

10.4.4 DNA My Dog (Canadian Dog Group) Business Overview

10.4.5 DNA My Dog (Canadian Dog Group) Recent Developments

10.5 Ancestry

10.5.1 Ancestry Basic Information

10.5.2 Ancestry Pet DNA Testing Product Overview

10.5.3 Ancestry Pet DNA Testing Product Market Performance

10.5.4 Ancestry Business Overview

10.5.5 Ancestry Recent Developments

10.6 TellmeGen (Koko Genetics)

10.6.1 TellmeGen (Koko Genetics) Basic Information

10.6.2 TellmeGen (Koko Genetics) Pet DNA Testing Product Overview

10.6.3 TellmeGen (Koko Genetics) Pet DNA Testing Product Market Performance

10.6.4 TellmeGen (Koko Genetics) Business Overview

10.6.5 TellmeGen (Koko Genetics) Recent Developments

10.7 Meidike Gene

10.7.1 Meidike Gene Basic Information

10.7.2 Meidike Gene Pet DNA Testing Product Overview

10.7.3 Meidike Gene Pet DNA Testing Product Market Performance

10.7.4 Meidike Gene Business Overview

10.7.5 Meidike Gene Recent Developments

10.8 Basepaws

10.8.1 Basepaws Basic Information

10.8.2 Basepaws Pet DNA Testing Product Overview

10.8.3 Basepaws Pet DNA Testing Product Market Performance

10.8.4 Basepaws Business Overview

10.8.5 Basepaws Recent Developments

10.9 EasyDNA

10.9.1 EasyDNA Basic Information

10.9.2 EasyDNA Pet DNA Testing Product Overview

10.9.3 EasyDNA Pet DNA Testing Product Market Performance

10.9.4 EasyDNA Business Overview

10.9.5 EasyDNA Recent Developments

10.10 VetGen

10.10.1 VetGen Basic Information

10.10.2 VetGen Pet DNA Testing Product Overview

10.10.3 VetGen Pet DNA Testing Product Market Performance

10.10.4 VetGen Business Overview

10.10.5 VetGen Recent Developments

10.11 Royal Canin

10.11.1 Royal Canin Basic Information

10.11.2 Royal Canin Pet DNA Testing Product Overview

10.11.3 Royal Canin Pet DNA Testing Product Market Performance

10.11.4 Royal Canin Business Overview

10.11.5 Royal Canin Recent Developments

10.12 Thermo Fisher Scientific

10.12.1 Thermo Fisher Scientific Basic Information

10.12.2 Thermo Fisher Scientific Pet DNA Testing Product Overview

10.12.3 Thermo Fisher Scientific Pet DNA Testing Product Market Performance

10.12.4 Thermo Fisher Scientific Business Overview

10.12.5 Thermo Fisher Scientific Recent Developments

10.13 GenSol Diagnostics

10.13.1 GenSol Diagnostics Basic Information

10.13.2 GenSol Diagnostics Pet DNA Testing Product Overview

10.13.3 GenSol Diagnostics Pet DNA Testing Product Market Performance

10.13.4 GenSol Diagnostics Business Overview

10.13.5 GenSol Diagnostics Recent Developments

11 PET DNA TESTING MARKET FORECAST BY REGION

- 11.1 Global Pet DNA Testing Market Size Forecast
- 11.2 Global Pet DNA Testing Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Pet DNA Testing Market Size Forecast by Country
 - 11.2.3 Asia Pacific Pet DNA Testing Market Size Forecast by Region
 - 11.2.4 South America Pet DNA Testing Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Pet DNA Testing by Country

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

- 12.1 Global Pet DNA Testing Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Pet DNA Testing by Type (2026-2035)
 - 12.1.2 Global Pet DNA Testing Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Pet DNA Testing by Type (2026-2035)
- 12.2 Global Pet DNA Testing Market Forecast by Application (2026-2035)
 - 12.2.1 Global Pet DNA Testing Sales (K Units) Forecast by Application
 - 12.2.2 Global Pet DNA Testing Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Pet DNA Testing Market Size by Type (M USD)
- Table 4. Global Pet DNA Testing Market Size by Application
- Table 5. Pet DNA Testing Market Size Comparison by Region (M USD)
- Table 6. Global Pet DNA Testing Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Pet DNA Testing Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Pet DNA Testing Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Pet DNA Testing Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Pet DNA Testing as of 2025)
- Table 11. Global Market Pet DNA Testing Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Pet DNA Testing Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- 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. Pet DNA Testing Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Pet DNA Testing Sales by Type (K Units)
- Table 27. Global Pet DNA Testing Market Size by Type (M USD)
- Table 28. Global Pet DNA Testing Sales (K Units) by Type (2020-2025)
- Table 29. Global Pet DNA Testing Sales Market Share by Type (2020-2025)
- Table 30. Global Pet DNA Testing Market Size (M USD) by Type (2020-2025)
- Table 31. Global Pet DNA Testing Market Share by Type (2020-2025)

- Table 32. Global Pet DNA Testing Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Pet DNA Testing Sales (K Units) by Application
- Table 34. Global Pet DNA Testing Market Size by Application
- Table 35. Global Pet DNA Testing Sales by Application (2020-2025) & (K Units)
- Table 36. Global Pet DNA Testing Sales Market Share by Application (2020-2025)
- Table 37. Global Pet DNA Testing Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Pet DNA Testing Market Share by Application (2020-2025)
- Table 39. Global Pet DNA Testing Sales Growth Rate by Application (2020-2025)
- Table 40. Global Pet DNA Testing Sales by Region (2020-2025) & (K Units)
- Table 41. Global Pet DNA Testing Sales Market Share by Region (2020-2025)
- Table 42. Global Pet DNA Testing Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Pet DNA Testing Market Size by Region (2020-2025)
- Table 44. North America Pet DNA Testing Sales by Country (2020-2025) & (K Units)
- Table 45. North America Pet DNA Testing Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Pet DNA Testing Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Pet DNA Testing Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Pet DNA Testing Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Pet DNA Testing Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Pet DNA Testing Sales by Country (2020-2025) & (K Units)
- Table 51. South America Pet DNA Testing Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Pet DNA Testing Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Pet DNA Testing Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Pet DNA Testing Production (K Units) by Region(2020-2025)
- Table 55. Global Pet DNA Testing Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Pet DNA Testing Revenue Market Share by Region (2020-2025)
- Table 57. Global Pet DNA Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Pet DNA Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Pet DNA Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Pet DNA Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Pet DNA Testing Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 62. Embark Veterinary Basic Information
- Table 63. Embark Veterinary Pet DNA Testing Product Overview
- Table 64. Embark Veterinary Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Embark Veterinary Business Overview
- Table 66. Embark Veterinary SWOT Analysis
- Table 67. Embark Veterinary Recent Developments
- Table 68. Mars Petcare (Wisdom Panel) Basic Information
- Table 69. Mars Petcare (Wisdom Panel) Pet DNA Testing Product Overview
- Table 70. Mars Petcare (Wisdom Panel) Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Mars Petcare (Wisdom Panel) Business Overview
- Table 72. Mars Petcare (Wisdom Panel) SWOT Analysis
- Table 73. Mars Petcare (Wisdom Panel) Recent Developments
- Table 74. Orivet Genetic Pet Care Basic Information
- Table 75. Orivet Genetic Pet Care Pet DNA Testing Product Overview
- Table 76. Orivet Genetic Pet Care Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Orivet Genetic Pet Care Business Overview
- Table 78. Orivet Genetic Pet Care SWOT Analysis
- Table 79. Orivet Genetic Pet Care Recent Developments
- Table 80. DNA My Dog (Canadian Dog Group) Basic Information
- Table 81. DNA My Dog (Canadian Dog Group) Pet DNA Testing Product Overview
- Table 82. DNA My Dog (Canadian Dog Group) Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. DNA My Dog (Canadian Dog Group) Business Overview
- Table 84. DNA My Dog (Canadian Dog Group) Recent Developments
- Table 85. Ancestry Basic Information
- Table 86. Ancestry Pet DNA Testing Product Overview
- Table 87. Ancestry Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Ancestry Business Overview
- Table 89. Ancestry Recent Developments
- Table 90. TellmeGen (Koko Genetics) Basic Information
- Table 91. TellmeGen (Koko Genetics) Pet DNA Testing Product Overview
- Table 92. TellmeGen (Koko Genetics) Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. TellmeGen (Koko Genetics) Business Overview
- Table 94. TellmeGen (Koko Genetics) Recent Developments

- Table 95. Meidike Gene Basic Information
- Table 96. Meidike Gene Pet DNA Testing Product Overview
- Table 97. Meidike Gene Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. Meidike Gene Business Overview
- Table 99. Meidike Gene Recent Developments
- Table 100. Basepaws Basic Information
- Table 101. Basepaws Pet DNA Testing Product Overview
- Table 102. Basepaws Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Basepaws Business Overview
- Table 104. Basepaws Recent Developments
- Table 105. EasyDNA Basic Information
- Table 106. EasyDNA Pet DNA Testing Product Overview
- Table 107. EasyDNA Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. EasyDNA Business Overview
- Table 109. EasyDNA Recent Developments
- Table 110. VetGen Basic Information
- Table 111. VetGen Pet DNA Testing Product Overview
- Table 112. VetGen Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. VetGen Business Overview
- Table 114. VetGen Recent Developments
- Table 115. Royal Canin Basic Information
- Table 116. Royal Canin Pet DNA Testing Product Overview
- Table 117. Royal Canin Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Royal Canin Business Overview
- Table 119. Royal Canin Recent Developments
- Table 120. Thermo Fisher Scientific Basic Information
- Table 121. Thermo Fisher Scientific Pet DNA Testing Product Overview
- Table 122. Thermo Fisher Scientific Pet DNA Testing Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Thermo Fisher Scientific Business Overview
- Table 124. Thermo Fisher Scientific Recent Developments
- Table 125. GenSol Diagnostics Basic Information
- Table 126. GenSol Diagnostics Pet DNA Testing Product Overview
- Table 127. GenSol Diagnostics Pet DNA Testing Sales (K Units), Revenue (M USD),

Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. GenSol Diagnostics Business Overview

Table 129. GenSol Diagnostics Recent Developments

Table 130. Global Pet DNA Testing Sales Forecast by Region (2026-2035) & (K Units)

Table 131. Global Pet DNA Testing Market Size Forecast by Region (2026-2035) & (M USD)

Table 132. North America Pet DNA Testing Sales Forecast by Country (2026-2035) & (K Units)

Table 133. North America Pet DNA Testing Market Size Forecast by Country (2026-2035) & (M USD)

Table 134. Europe Pet DNA Testing Sales Forecast by Country (2026-2035) & (K Units)

Table 135. Europe Pet DNA Testing Market Size Forecast by Country (2026-2035) & (M USD)

Table 136. Asia Pacific Pet DNA Testing Sales Forecast by Region (2026-2035) & (K Units)

Table 137. Asia Pacific Pet DNA Testing Market Size Forecast by Region (2026-2035) & (M USD)

Table 138. South America Pet DNA Testing Sales Forecast by Country (2026-2035) & (K Units)

Table 139. South America Pet DNA Testing Market Size Forecast by Country (2026-2035) & (M USD)

Table 140. Middle East and Africa Pet DNA Testing Sales Forecast by Country (2026-2035) & (Units)

Table 141. Middle East and Africa Pet DNA Testing Market Size Forecast by Country (2026-2035) & (M USD)

Table 142. Global Pet DNA Testing Sales Forecast by Type (2026-2035) & (K Units)

Table 143. Global Pet DNA Testing Market Size Forecast by Type (2026-2035) & (M USD)

Table 144. Global Pet DNA Testing Price Forecast by Type (2026-2035) & (USD/Unit)

Table 145. Global Pet DNA Testing Sales (K Units) Forecast by Application (2026-2035)

Table 146. Global Pet DNA Testing Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Pet DNA Testing
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Pet DNA Testing Market Size (M USD), 2025-2035
- Figure 5. Global Pet DNA Testing Market Size (M USD) (2020-2035)
- Figure 6. Global Pet DNA Testing Sales (K Units) & (2020-2035)
- 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. Pet DNA Testing Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Pet DNA Testing Product Life Cycle
- Figure 13. Pet DNA Testing Sales Share by Manufacturers in 2025
- Figure 14. Global Pet DNA Testing Revenue Share by Manufacturers in 2025
- Figure 15. Pet DNA Testing Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Pet DNA Testing Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Pet DNA Testing Revenue in 2025
- Figure 18. Industry Chain Map of Pet DNA Testing
- Figure 19. Global Pet DNA Testing Market PEST Analysis
- Figure 20. Global Pet DNA Testing Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Pet DNA Testing Market Share by Type
- Figure 27. Sales Market Share of Pet DNA Testing by Type (2020-2025)
- Figure 28. Sales Market Share of Pet DNA Testing by Type in 2025
- Figure 29. Market Share of Pet DNA Testing by Type (2020-2025)
- Figure 30. Market Share of Pet DNA Testing by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Pet DNA Testing Market Share by Application

- Figure 33. Global Pet DNA Testing Sales Market Share by Application (2020-2025)
- Figure 34. Global Pet DNA Testing Sales Market Share by Application in 2025
- Figure 35. Global Pet DNA Testing Market Share by Application (2020-2025)
- Figure 36. Global Pet DNA Testing Market Share by Application in 2025
- Figure 37. Global Pet DNA Testing Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Pet DNA Testing Sales Market Share by Region (2020-2025)
- Figure 39. Global Pet DNA Testing Market Size by Region (2020-2025)
- Figure 40. North America Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Pet DNA Testing Sales Market Share by Country in 2024
- Figure 43. North America Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Pet DNA Testing Market Size by Country in 2024
- Figure 45. U.S. Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Pet DNA Testing Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Pet DNA Testing Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Pet DNA Testing Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Pet DNA Testing Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Pet DNA Testing Sales Market Share by Country in 2024
- Figure 53. Europe Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Pet DNA Testing Market Size by Country in 2024
- Figure 55. Germany Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 65. Asia Pacific Pet DNA Testing Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Pet DNA Testing Sales Market Share by Region in 2024

Figure 67. Asia Pacific Pet DNA Testing Market Size by Region in 2024

Figure 68. China Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Pet DNA Testing Sales and Growth Rate (K Units)

Figure 79. South America Pet DNA Testing Sales Market Share by Country in 2024

Figure 80. South America Pet DNA Testing Market Size and Growth Rate (M USD)

Figure 81. South America Pet DNA Testing Market Size by Country in 2024

Figure 82. Brazil Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Pet DNA Testing Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Pet DNA Testing Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Pet DNA Testing Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Pet DNA Testing Market Size by Region in 2024

Figure 92. Saudi Arabia Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Pet DNA Testing Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Pet DNA Testing Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Pet DNA Testing Production Market Share by Region (2020-2025)

Figure 103. North America Pet DNA Testing Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Pet DNA Testing Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Pet DNA Testing Production (K Units) Growth Rate (2020-2025)

Figure 106. China Pet DNA Testing Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Pet DNA Testing Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Pet DNA Testing Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Pet DNA Testing Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Pet DNA Testing Market Share Forecast by Type (2026-2035)

Figure 111. Global Pet DNA Testing Sales Forecast by Application (2026-2035)

Figure 112. Global Pet DNA Testing Market Share Forecast by Application (2026-2035)

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