

Global Direct to Consumer Testing Market 2022 - Snapshot

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Abstracts

The global DTC testing market was valued at USD 1,677 million in 2021 to USD 4,380 million by 2028, progressing at a CAGR of 14.7% from 2022 to 2028, according to Gen Consulting Company.

This industry report offers market estimates of the global market, followed by a detailed analysis of the type, distribution channel, application, and region. The global market data on DTC testing can be segmented by type: biomarker-based tests, genetic tests, microbiome tests. The genetic tests segment was the largest contributor to the global DTC testing market in 2021. DTC testing market is further segmented by distribution channel: online channel, retail channel. According to the research, the online channel segment had the largest share in the global DTC testing market. Based on application, the DTC testing market is segmented into: ancestry and genealogy testing, carrier screening, disease risk assessment, health and wellness testing, others. The ancestry and genealogy testing segment held the largest revenue share in 2021. On the basis of region, the DTC testing market also can be divided into: Asia Pacific, Europe, North America, Rest of the World (RoW). Globally, North America made up the largest share of the DTC testing market.

The global DTC testing market is highly competitive. The leading players in the DTC testing market include Ancestry.com LLC, Dante Labs Inc., Everly Well Inc., Identigene L.L.C. (DNA Diagnostics Center Inc.), Karmagenes SA, Laboratory Corporation of America Holdings (Labcorp), Pathway Genomics Corporation, PrivaPath Diagnostics Limited, Psomagen Inc.

The data-centric report focuses on market trends, status and outlook for segments. With comprehensive market assessment across the major geographies, the report is a

valuable asset for the existing players, new entrants and the future investors.

Why buy this report?

Get a detailed picture of the Global Direct to Consumer Testing Market

Identify segments/areas to invest in over the forecast period in the Global Direct to Consumer Testing Market

Understand the competitive environment, the market's leading players

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Everly Well, Inc.

Identigene, L.L.C. (DNA Diagnostics Center, Inc.)

Karmagenes SA

Laboratory Corporation of America Holdings (Labcorp)

Pathway Genomics Corporation

PrivaPath Diagnostics Limited

Psomagen, Inc.

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