

Global Direct-to-consumer Genetic Testing Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Direct-to-consumer Genetic Testing market size was valued at US\$ 2176 million in 2024 and is forecast to a readjusted size of USD 6260 million by 2031 with a CAGR of 16.2% during review period.

Direct-to-consumer (DTC) genetic testing is a type of genetic test that is accessible directly to the consumer without having to go through a health care professional. Usually, to obtain a genetic test, health care professionals (such as doctors) acquire their patient's permission and then order the desired test. DTC genetic tests, however, allow consumers to bypass this process and order DNA tests themselves.

The Direct-to-consumer Genetic Testing (DTCGT) market is driven by increasing consumer interest in personalized health and wellness. With rising awareness of genetic testing's potential to provide insights into disease risk, ancestry, and inherited traits, more people are seeking these tests to better understand their genetic makeup. Advances in DNA sequencing technologies, which have made testing more accurate and affordable, have also contributed to market growth. Additionally, the ease of access to testing through online platforms and the increasing trend of consumers taking control of their health decisions are fueling the demand for DTCGT services.

Despite the growth, the DTCGT market faces several challenges, including concerns over the accuracy and reliability of test results. Without proper regulation, there are risks of misinterpretation of genetic data, which could lead to unnecessary anxiety or false health conclusions. Moreover, privacy and data security issues remain a significant concern for consumers, as genetic data is highly sensitive and can be misused if not

adequately protected. Regulatory challenges are also a hurdle, as many countries have yet to establish comprehensive guidelines for overseeing genetic testing services and ensuring their ethical use.

Global direct-to-consumer genetic testing main players include 23andMe, MyHeritage, LabCorp, Myriad Genetics, Ancestry.com, etc., totally accounting for about 50% of the market. North America is the largest market, with a share over 60%. As for the types of products, it can be divided into diagnostic screening, preimplantation genetic diagnosis (PGD) and relationship testing. The most common product is relationship testing, with a share over 55%. In terms of applications, it is widely used in online and offline. Online is the largest application, holding a share over 68%.

This report is a detailed and comprehensive analysis for global Direct-to-consumer Genetic Testing market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Direct-to-consumer Genetic Testing market size and forecasts, in consumption value (\$ Million), 2020-2031

Global Direct-to-consumer Genetic Testing market size and forecasts by region and country, in consumption value (\$ Million), 2020-2031

Global Direct-to-consumer Genetic Testing market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2020-2031

Global Direct-to-consumer Genetic Testing market shares of main players, in revenue (\$ Million), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Direct-to-consumer Genetic Testing
- To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Direct-to-consumer Genetic Testing market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include 23andMe, MyHeritage, LabCorp, Myriad Genetics, Ancestry.com, Quest Diagnostics, Gene By Gene, DNA Diagnostics Center, Invitae, IntelliGenetics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Direct-to-consumer Genetic Testing market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Diagnostic Screening

Preimplantation Genetic Diagnosis (PGD)

Relationship Testing

Market segment by Application

Online

Offline

Market segment by players, this report covers

23andMe

MyHeritage

LabCorp

Myriad Genetics

Ancestry.com

Quest Diagnostics

Gene By Gene

DNA Diagnostics Center

Invitae

IntelliGenetics

Ambry Genetics

Living DNA

EasyDNA

Pathway Genomics

Centrillion Technology

Xcode

Color Genomics

Anglia DNA Services

African Ancestry

Canadian DNA Services

DNA Family Check

Alpha Biolaboratories

Test Me DNA

23 Mofang

Genetic Health

DNA Services of America

Shuwen Health Sciences

Mapmygenome

Full Genomes

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Direct-to-consumer Genetic Testing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Direct-to-consumer Genetic Testing, with revenue, gross margin, and global market share of Direct-to-consumer Genetic Testing from 2020 to 2025.

Chapter 3, the Direct-to-consumer Genetic Testing competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2020 to 2025. and Direct-to-consumer Genetic Testing market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Direct-to-consumer Genetic Testing.

Chapter 13, to describe Direct-to-consumer Genetic Testing research findings and conclusion.

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