

Global Direct-to-consumer Genetic Testing Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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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 USD 1366.4 million in 2023 and is forecast to a readjusted size of USD 4375.4 million by 2030 with a CAGR of 18.1% 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.

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%.

The Global Info Research report includes an overview of the development of the Direct-to-consumer Genetic Testing industry chain, the market status of Online Direct-to-consumer Genetic Testing (Diagnostic Screening, Preimplantation Genetic Diagnosis (PGD)), Offline Direct-to-consumer Genetic Testing (Diagnostic Screening, Preimplantation Genetic Diagnosis (PGD)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications

and market trends of Direct-to-consumer Genetic Testing.

Regionally, the report analyzes the Direct-to-consumer Genetic Testing markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Direct-to-consumer Genetic Testing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Direct-to-consumer Genetic Testing market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Direct-to-consumer Genetic Testing industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Diagnostic Screening, Preimplantation Genetic Diagnosis (PGD)).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Direct-to-consumer Genetic Testing market.

Regional Analysis: The report involves examining the Direct-to-consumer Genetic Testing market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Direct-to-consumer Genetic Testing market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Direct-to-consumer Genetic Testing:

Company Analysis: Report covers individual Direct-to-consumer Genetic Testing players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Direct-to-consumer Genetic Testing. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Online Direct-to-consumer Genetic Testing, Offline Direct-to-consumer Genetic Testing).

Technology Analysis: Report covers specific technologies relevant to Direct-to-consumer Genetic Testing. It assesses the current state, advancements, and potential future developments in Direct-to-consumer Genetic Testing areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Direct-to-consumer Genetic Testing market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Direct-to-consumer Genetic Testing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Diagnostic Screening

Preimplantation Genetic Diagnosis (PGD)

Relationship Testing

Market segment by Application

Online Direct-to-consumer Genetic Testing

Offline Direct-to-consumer Genetic Testing

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 2019 to 2024.

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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Direct-to-consumer Genetic Testing market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and 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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