

Global DTC 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 DTC Genetic Testing market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Direct-to-consumer genetic testing is different: these genetic tests are marketed directly to customers via television, print advertisements, or the Internet, and the tests can be bought online or in stores. Customers send the company a DNA sample and receive their results directly from a secure website or in a written report. Direct-to-consumer genetic testing provides people access to their genetic information without necessarily involving a healthcare provider or health insurance company in the process.

The Global Info Research report includes an overview of the development of the DTC Genetic Testing industry chain, the market status of Carrier Testing (Targeted Analysis, Single Nucleotide Polymorphism (SNP) Chips), Predictive Testing (Targeted Analysis, Single Nucleotide Polymorphism (SNP) Chips), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of DTC Genetic Testing.

Regionally, the report analyzes the DTC 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 DTC Genetic Testing market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the DTC 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 DTC 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., Targeted Analysis, Single Nucleotide Polymorphism (SNP) Chips).

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 DTC Genetic Testing market.

Regional Analysis: The report involves examining the DTC 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 DTC 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 DTC Genetic Testing:

Company Analysis: Report covers individual DTC 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 DTC Genetic Testing This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Carrier Testing, Predictive Testing).

Technology Analysis: Report covers specific technologies relevant to DTC Genetic Testing. It assesses the current state, advancements, and potential future

developments in DTC Genetic Testing areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the DTC 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

DTC 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

- Targeted Analysis

- Single Nucleotide Polymorphism (SNP) Chips

- Whole Genome Sequencing (WGS)

Market segment by Application

- Carrier Testing

- Predictive Testing

- Ancestry and Relationship Testing

- Nutrigenomics Testing

- Others

Market segment by players, this report covers

23andMe

Ancestry

Color

EasyDNA

Family Tree DNA?Gene by Gene?

Full Genomes

Genesis HealthCare

Helix

Identigene

Karmagenes

Living DNA

MapMyGenome

MyHeritage

Pathway Genomics

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 DTC Genetic Testing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of DTC Genetic Testing, with revenue, gross margin and global market share of DTC Genetic Testing from 2019 to 2024.

Chapter 3, the DTC 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 DTC 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 DTC Genetic Testing.

Chapter 13, to describe DTC Genetic Testing research findings and conclusion.

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