

Predictive Genetic Testing and Consumer Genomics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/P4678F8E0F70EN.html>

Date: May 2025

Pages: 135

Price: US\$ 4,850.00 (Single User License)

ID: P4678F8E0F70EN

Abstracts

The Global Predictive Genetic Testing And Consumer Genomics Market was valued at USD 7.4 billion in 2024 and is estimated to grow at a CAGR of 14% to reach USD 27.1 billion by 2034, attributed to heightened consumer interest in personalized healthcare, advancements in genetic testing technologies, and a shift towards proactive, preventative health strategies. Direct-to-consumer (DTC) genetic testing has democratized access to genetic information, allowing individuals to explore their ancestry, lifestyle traits, and potential health risks without healthcare provider involvement.

Technological breakthroughs, particularly in next-generation sequencing (NGS) and AI-powered genomic interpretation, have dramatically improved test precision and lowered costs, broadening consumer access. These advancements are further complemented by partnerships between genetic testing firms and healthcare providers, facilitating the integration of genomic data into clinical care. As the prevalence of chronic illnesses rises, and healthcare increasingly adopts predictive and precision medicine, North America is positioned to remain the global leader in this evolving landscape. The expanding use of direct-to-consumer (DTC) genetic tests has significantly influenced market momentum, offering individuals immediate access to health risk insights, ancestry breakdowns, and lifestyle-related genetic traits. With a surge in demand from a tech-savvy and health-conscious population, these offerings are becoming more mainstream. Additionally, strong governmental backing through initiatives and research funding from institutions like the NIH has created a robust foundation for the development and application of genomic tools.

The predictive testing segment led the market in 2024, valued at USD 4.1 billion. These

tests assess the likelihood of individuals developing specific diseases or conditions based on their genetic makeup, enabling early intervention and personalized healthcare strategies. The cancer screening application accounted for a significant market share, utilizing genetic analysis to detect mutations associated with various cancers, facilitating early diagnosis and targeted prevention measures.

The DTC segment led the global predictive genetic testing and consumer genomics market in 2024, generating USD 4.3 billion and is projected to reach USD 14.5 billion by 2034, driven by offering consumers convenient access to genetic insights without the involvement of healthcare professionals. The growing demand for personalized health and wellness solutions is fueling the adoption of DTC testing services. These tests empower individuals to explore their ancestry, lifestyle traits, and potential health risks from the comfort of their homes. With user-friendly platforms and cost-effective kits, DTC companies are driving mainstream consumer engagement across both developed and emerging markets.

North America Predictive Genetic Testing and Consumer Genomics Market held 42% share in 2024 driven by a sophisticated healthcare infrastructure, early adoption of genetic technologies, and a strong cultural shift toward personalized and preventative medicine. Consumers in the region are increasingly embracing genomic testing as part of routine health and wellness practices, spurred by growing awareness, higher education levels, and digital health engagement.

Key players in the Global Predictive Genetic Testing and Consumer Genomics Industry include Abbott Laboratories, Agilent Technologies, ARUP Laboratories, BGI Genomics, Bio-Rad Laboratories, Danaher, EasyDNA, F. Hoffmann-La Roche, Illumina, Myriad Genetics, QIAGEN, Quest Diagnostics, Thermo Fisher Scientific, and Variantyx. Companies in the predictive genetic testing and consumer genomics market employ various strategies to strengthen their market presence. These include investing in research and development to enhance test accuracy and expand service offerings, forming strategic partnerships with healthcare providers to integrate genetic testing into clinical practices, and expanding direct-to-consumer services to increase accessibility. Additionally, companies are focusing on regulatory compliance to gain consumer trust and ensure the reliability of their tests.

Companies Mentioned

Abbott Laboratories, Agilent Technologies, ARUP Laboratories, BGI Genomics, Bio-Rad Laboratories, Danaher, EasyDNA, F. Hoffmann-La Roche, Illumina, Myriad Genetics,

QIAGEN, Quest Diagnostics, Thermo Fisher Scientific, Variantyx

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising awareness about personalized medicine
 - 3.2.1.2 Technological advancements in genetic sequencing
 - 3.2.1.3 Growing consumer interest in ancestry and wellness
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Ethical and privacy concerns about genetic data
 - 3.2.2.2 High cost of testing technologies
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Trump administration tariffs
 - 3.5.1 Demand-side impact (selling price)
 - 3.5.1.1 Price transmission to end markets
 - 3.5.2 Key companies impacted
 - 3.5.3 Strategic industry responses
 - 3.5.3.1 Supply chain reconfiguration

- 3.5.3.2 Pricing and product strategies
- 3.5.3.3 Policy engagement
- 3.5.4 Outlook and future considerations
- 3.6 Future market trends
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company matrix analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TEST TYPE, 2021-2034 (\$ MN)

- 5.1 Key trends
- 5.2 Predictive testing
 - 5.2.1 Genetic susceptibility test
 - 5.2.2 Predictive diagnostics
 - 5.2.3 Population screening
- 5.3 Consumer genomics
- 5.4 Wellness genomics
 - 5.4.1 Nutria genetics
 - 5.4.2 Skin and metabolism genetics
 - 5.4.3 Other wellness genomics

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021-2034 (\$ MN)

- 6.1 Key trends
- 6.2 Cancer screening
- 6.3 Cardiovascular screening
- 6.4 Musculoskeletal screening
- 6.5 Diabetic screening and monitoring
- 6.6 Parkinsons/Alzheimer disease screening
- 6.7 Other applications

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY SETTING, 2021-2034 (\$ MN)

- 7.1 Key trends
- 7.2 Direct-to-consumer (DTC)
- 7.3 Hospitals and clinics
- 7.4 Diagnostic laboratories

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY REGION, 2021-2034 (\$ MN)

- 8.1 Key trends
- 8.2 North America
 - 8.2.1 U.S.
 - 8.2.2 Canada
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 France
 - 8.3.4 Spain
 - 8.3.5 Italy
 - 8.3.6 Netherlands
- 8.4 Asia Pacific
 - 8.4.1 China
 - 8.4.2 Japan
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 South Korea
- 8.5 Latin America
 - 8.5.1 Brazil
 - 8.5.2 Mexico
 - 8.5.3 Argentina
- 8.6 MEA
 - 8.6.1 South Africa
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE

CHAPTER 9 COMPANY PROFILES

- 9.1 Abbott Laboratories
- 9.2 Agilent Technologies
- 9.3 ARUP Laboratories
- 9.4 BGI Genomics
- 9.5 Bio-Rad Laboratories
- 9.6 Danaher
- 9.7 EasyDNA
- 9.8 F. Hoffmann-La Roche
- 9.9 Illumina
- 9.10 Myriad Genetics
- 9.11 QIAGEN
- 9.12 Quest Diagnostics
- 9.13 Thermo Fisher Scientific
- 9.14 Variantyx

I would like to order

Product name: Predictive Genetic Testing and Consumer Genomics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/P4678F8E0F70EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P4678F8E0F70EN.html>