

Direct-to-Consumer Genetic Testing Market Size, Share & Trends Analysis Report By Test Type (Nutrigenomics, Carrier), By Technology (Whole Genome Sequencing), By Distribution Channel (Online Platform, OTC), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Direct-to-Consumer Genetic Testing Market Summary

The global direct-to-consumer genetic testing market size was estimated at USD 2.32 billion in 2025 and is projected to reach USD 6.80 billion by 2033, growing at a CAGR of 14.0% from 2026 to 2033. The market growth is driven by the prevalence of chronic diseases, a stronger emphasis on preventive and personalized healthcare, and continuous advancements in diagnostics and testing.

Moreover, the integration of DTC genetic testing with digital health platforms and telemedicine is creating new growth opportunities by enabling remote interpretation, personalized consultations, and continuous health monitoring.

The growth of the direct-to-consumer genetic testing market is driven by the prevalence of chronic diseases, which require early risk assessment and preventive care strategies. Chronic conditions necessitate continuous monitoring, creating a strong demand for accessible, at-home genetic testing solutions that enable individuals to evaluate disease predisposition. According to the World Health Organization, non-communicable diseases account for over 74% of global deaths, underscoring the importance of early detection and preventive healthcare. Direct-to-consumer genetic testing allows individuals to assess genetic susceptibility to conditions such as BRCA-related breast

cancer, cardiovascular diseases, and metabolic disorders, enabling timely lifestyle modifications and informed medical decisions. This trend is accelerating the adoption of at-home genetic testing solutions and reinforcing the role of the direct-to-consumer genetic testing market in preventive healthcare.

The growing emphasis on preventive and personalized healthcare is a major driver of the direct-to-consumer genetic testing market. Healthcare systems are shifting from a reactive, treatment-focused approach to a proactive model that prioritizes early risk identification and individualized care. This shift is encouraging individuals to seek insights into their genetic predisposition to chronic conditions such as cardiovascular diseases, cancer, and metabolic disorders before symptoms appear. For instance, in 2025, Targeted Genomics received U.S. FDA 510(k) clearance for its direct-to-consumer GlutenID test. The test analyzes key genetic markers using at-home saliva samples to assess susceptibility to celiac disease. The test delivers rapid, high-throughput, and easily interpretable results, supporting large-scale genetic screening. This advancement enhances accessibility, reliability, and user comprehension of genetic risk assessment, thereby accelerating the adoption of at-home genetic testing solutions and supporting the growth of the direct-to-consumer genetic testing market.

Global Direct-to-Consumer Genetic Testing Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the direct-to-consumer genetic testing market report based on test type, technology, distribution channel, and region:

Test Type Outlook (Revenue, USD Million, 2021 - 2033)

Nutrigenomics Testing

Predictive Testing

Carrier Testing

Others

Technology Outlook (Revenue, USD Million, 2021 - 2033)

Whole Genome Sequencing

Single Nucleotide Polymorphism Chips

Targeted Analysis

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online Platform

OTC

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

This report can be delivered to the clients within 2 Business Days

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