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DNA Test Kits Market Size, Share & Trends Analysis Report By Sample (Saliva, Blood, Teeth And Bone, Tissue, Hairs), By Application (Ancestry Testing, Diet & Nutrition, Disease Risk Assessment), By End-use, By Region, And Segment Forecasts, 2026 - 2033

https://marketpublishers.com/r/D07E6698194CEN.html
Date: September 2026
Pages: 120
Price: US$ 5,950.00 (Single User License)
ID: D07E6698194CEN

Abstracts

The global DNA test kits market size was valued at USD 2.1 billion in 2025 and is projected to grow from USD 2.4 billion in 2026 to USD 7.2 billion by 2033, at a CAGR of 17.0% from 2026 to 2033. North America dominated the market, accounting for the revenue share of 38.8% in 2025. Growing consumer interest in preventive healthcare and personalized health information is supporting demand for DNA test kits. Wider access to at-home testing is making genetic testing easier to use for ancestry and relationship testing, as well as selected health-related applications.

Market Concentration & Characteristics

The DNA test kits industry is characterized by a high degree of innovation, driven by advancements in whole genome sequencing, genotyping, polymerase chain reaction (PCR), sample collection technologies, and genetic data analysis. Companies are increasingly developing DNA testing solutions that improve test accuracy, expand genetic coverage, reduce processing time, and provide more detailed ancestry, relationship, and health-related insights. For instance, in November 2024, ProPhase Labs launched DNA Complete, a direct-to-consumer genetic testing service based on whole-genome sequencing. It analyzes nearly 100% of a customer’s genome and provides health, wellness, and ancestry insights, offering broader genomic coverage than standard DNA ancestry tests.

The DNA test kits market is experiencing moderate M&A activity, with acquisitions

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aimed at strengthening genetic testing capabilities, expanding testing portfolios, and increasing access to genomic data and analysis technologies. For instance, in May 2025, GeneDx completed its acquisition of Fabric Genomics, an AI-powered genomic interpretation company. The acquisition added Fabric's clinical genomics software to GeneDx's testing capabilities, supporting faster interpretation of whole-exome and whole-genome sequencing results and expanding access to actionable genomic insights.

Global DNA Test Kits Market Report Segmentation

This report forecasts revenue growth and provides an analysis of the latest trends in each of the sub-segments from 2021 to 2033. For this report, Grand View Research has segmented the global DNA test kits market report on the basis of sample, application, end-use, and region:

Sample Outlook (Revenue, USD Billion, 2021 - 2033)

- Saliva
- Blood
- Tissue
- Teeth and Bone
- Hairs
- Others

Application Outlook (Revenue, USD Billion, 2021 - 2033)

- Ancestry Testing
- Diet & Nutrition
- Disease Risk Assessment
- Others

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End-use Outlook (Revenue, USD Billion, 2021 - 2033)

- Diagnostics & Forensics Laboratories
- Hospitals
- Academic & Research Institutes
- Others

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

- North America
- U.S.
- Canada
- Mexico
- Europe
- UK
- Germany
- France
- Italy
- Spain
- Denmark
- Sweden
- Norway
- Asia Pacific

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Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

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