

Predictive Genetic Testing And Consumer Genomics Market Size, Share & Trends Analysis Report By Test, By Application, By Setting (DTC, Professional), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Genetic Testing And Consumer Genomics Market Growth & Trends

The global predictive genetic testing and consumer genomics market size is expected to reach USD 9.51 billion by 2030, registering a CAGR of 12.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. Factors influencing the market progression include growing awareness about utilization of genetic tests that aid in prediction of gene susceptibility to disease development prior to symptoms. Moreover, rise in sales of these products owing to growing inclination of physicians is driving the market.

Introduction of novel platforms in next-generation sequencing technology aids in enhancing the accuracy of predictive genetic and consumer genomics kits. Market participants are engaged in implementing novel protocols to launch products that require minimal technical assistance and provide optimal customer satisfaction.

Pharmaceutical firms are engaged in several agreement models with genomic vendors for the release of novel therapeutics based on patient's phenotypic and genotypic information. For instance, in July 2018, GlaxoSmithKline plc purchased 23andMe's customer data to develop a new drug, thus promoting patient-centered healthcare.

Predictive Genetic Testing And Consumer Genomics Market Report Highlights

The predictive testing segment accounted for a significant market revenue share in 2024. This testing is expected to witness a steady demand in the coming years on account of rising incidences of genetic disorders among the global population and increasing focus on genetic counseling services.

The breast & ovarian cancer segment accounted for the largest revenue share in 2024 and is expected to maintain its leading position during the forecast period.

The DTC segment accounted for a dominant revenue share in the market in 2024, as these tests are available at economical costs to consumers.

North America led the market in 2024, accounting for a 45.9% global revenue share. The extensive presence of key players undertaking initiatives to enhance their consumer genomics & predictive genetic testing offerings is anticipated to propel regional market growth.

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