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Veterinary DNA Testing Market Size, Share & Trends Analysis Report By Animal (Dogs, Cats), By Sample (Blood, Saliva), By Test (Breed Profile, Genetic Diseases), By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Veterinary DNA Testing Market Growth & Trends

The global veterinary DNA testing market size is expected treach USD 838.01 Million by 2030, according ta new report by Grand View Research, Inc. The market is expected tgrow at a lucrative CAGR of 10.36% from 2025 t2030. Consumer genomics has significantly advanced in the recent decade, with companies advertising human DNA testing services on the subways and radios. This genomic revolution has now reached the veterinary industry, with key players offering various iterations of dog and cat DNA test kits tbreeders, pet parents, and veterinarians. The convenience of these at-home test kits enables people tshare just the buccal swab samples of their pets tdetermine genetic disease susceptibility, breed mixes, possible physical traits such as fur color, eye color, age, ancestral information, drug sensitivities, and son.

Owing tthe growing applications of genetic tests for allergies and cancers in humans, such products are alsgetting intpet markets with vast growth opportunities. With major players in the market, such as Embark Veterinary, Inc., Mars (Wisdom Panel), DNA My Dog, OptiGen, and Paw Print Genetics, pet parents have many options tchoose from at affordable prices. In addition, animal owners, especially millennials, are willing tspend money on their pets' healthcare. DNA testing has shown several potential benefits for companion animals by providing information that the owner needs tprepare their pets for

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the future. Knowing certain genetic hereditary diseases in advance enables owners tstart timely treatments, alspotentially avoiding costly medication or diagnostic bills later on. Current generations are widely active on social media, allowing them tadapt tnew pet trends quickly. This factor is increasing awareness among pet parents regarding pet breed test products, their ease of use, and their enormous applications.

Pet parents are known for spending money tkeep their pets happy & healthy with various advanced products. Their keen interest in understanding pets' age, breed mix, and ancestral relations allows owners tguess their pet's behavior patterns and provide the required training. Furthermore, the increased interest of people in the U.S. in specific pet breed categories has increased the requirement for breed testing and its products among professional breeders. Using veterinary DNA testing and genetic profiling before breeding procedures prevents breeders from producing at-risk disease puppies. Therefore, owing tthese affirmative factors, awareness and sales of veterinary DNA testing products are expected tgrow in the long run.

Research activities for DNA testing-based products have significantly evolved in veterinary medicine in the last decade, which has provided notable clinical evidence supporting the application of these tests. Amid detailed research on human genetic codes, studies are being conducted tanalyze animal DNA. Moreover, dogs were chosen as research targets for DNA-based studies because breeding practices over the past twdecades have made scientists understand the loss of genetic diversity, alscalled genetic drifts, within a few breeds.

In the early 2000s, dog genome projects were initiated tunderstand ways of learning disease susceptibility among companion animals. With several years of research & technological improvement, DNA technology has lowered costs with easy breed detection kits at doorsteps. Key players offer multidrug resistance 1 (MDR1) veterinary DNA tests tscreen conditions such as degenerative myelopathy, exercise-induced collapse testing, hyperuricosuria DNA test for uric acid, von Willebrand disease DNA testing, and PRCD-pra testing. Therefore, research interest in veterinary DNA testing technology will drive market growth.

Veterinary DNA Testing Market Report Highlights

The industry is experiencing and is expected texperience an increasing degree of innovation. This is mainly owing textensive research projects being conducted worldwide. These projects include pets like dogs and cats and other species like cattle,

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horses, sheep, and turtles. The initiatives are increasing the innovative variety of products available in the industry.

The fecal segment is expected tgrow the fastest by sample type during the forecast period. Compared tother samples like blood, semen, hair, tissue, teeth, bone, vomit, organ, urine, etc., fecal sample collection is the second best after saliva. It is non-invasive, barring the issue of animal compliance, and the collector can easily take this sample after an animal defecates.

Based on test, the breed profile segment held the largest share of 41.4% in 2024. This can be due ttheir accuracy in identifying an animal's genetic makeup, which assists in determining its ancestry and potential health risks associated with specific breeds.

The UK market is the most lucrative in Europe, with the largest share in 2024, and is projected tregister the highest growth rate over 2025 – 2030. In recent years, the UK has been very active in various initiatives like novel product launches, cross-species research projects, exploring applications of DNA tests in different animals, attracting international players tthe domestic market, and many more.

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