

Global Consumer DNA (Genetic) Testing Market – Forecasts from 2018-2023

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Abstracts

The global consumer DNA (genetic) testing market was valued at US\$359.059 million in 2017 and is projected to expand at a CAGR of 15% over the forecast period to reach US\$928.802 million by 2023. The genetic tests that are directly marketed to consumers have witnessed rapid growth as it provides access to a person's genetic information without involving a physician in the process. It is marketed for variety of reasons ranging from ascertaining genetic ancestry to predicting the risk potential of a particular disease. The recent regulatory approval for conducting various tests has been instrumental in the rapid growth of the market. Moreover, the reduction in the cost of genome sequencing process made the genetic test relatively affordable which further led to the increase in the number of test being ordered.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have

been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the consumer DNA (genetic) testing value chain. Last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the global consumer DNA (genetic) testing market.

Major industry players profiled as part of the report are 23andMe Inc., Ancestry, Color Genomics Inc., and Gene by Gene Ltd. among others.

Segmentation

The global consumer DNA (genetic) testing market has been analyzed through following segments:

By Application

Identity Seeking

Disease Risk

Curiosity Driven

By Gender

Male

Female

By Age Group

0-15 Years

15-30 Years

30-60 Years

Above 60 Years

By Geography

North America

South America

Europe

Middle East and Africa

Asia Pacific

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