

# Global Direct-Access Genetic Testing Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Direct-Access Genetic Testing market size was valued at US\$ 1540.7 million in 2023. With growing demand in downstream market, the Direct-Access Genetic Testing is forecast to a readjusted size of US\$ 4514 million by 2030 with a CAGR of 16.6% during review period.

The research report highlights the growth potential of the global Direct-Access Genetic Testing market. Direct-Access Genetic Testing are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Direct-Access Genetic Testing. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Direct-Access Genetic Testing market.

Most of the time, genetic testing is done through healthcare providers such as physicians, nurse practitioners, and genetic counselors. Healthcare providers determine which test is needed, order the test from a laboratory, collect and send the DNA sample, interpret the test results, and share the results with the patient. Often, a health insurance company covers part or all of the cost of testing. Direct-to-consumer genetic testing is different: these genetic tests are marketed directly to customers via television, print advertisements, or the Internet, and the tests can be bought online or in stores. Customers send the company a DNA sample and receive their results directly from a secure website or in a written report. Direct-to-consumer genetic testing provides people access to their genetic information without necessarily involving a healthcare provider or health insurance company in the process.

The Direct-to-Consumer Genetic Testing Market is driven by the increasing consumer interest in understanding their genetic heritage, health risks, and ancestry. These tests provide individuals with accessible insights into their DNA, empowering them to make informed decisions about their health and heritage. Additionally, the ease of ordering these tests online and receiving results at home has made genetic testing more convenient and popular. However, a key challenge for this market is the need to address privacy and security concerns related to sensitive genetic data. Ensuring that consumer data is protected and not misused is a critical challenge. Furthermore, interpreting complex genetic information accurately can be a hurdle, as consumers may not fully understand the results or the potential implications. Striking a balance between accessibility and providing comprehensive education and genetic counseling is essential for the responsible growth of the Direct-to-Consumer Genetic Testing Market.

#### Key Features:

The report on Direct-Access Genetic Testing market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Direct-Access Genetic Testing market. It may include historical data, market segmentation by Type (e.g., Diagnostic Screening, PGD), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Direct-Access Genetic Testing market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Direct-Access Genetic Testing market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Direct-Access Genetic Testing industry. This include advancements in Direct-Access Genetic Testing technology, Direct-Access Genetic Testing new entrants, Direct-Access Genetic Testing new investment, and other

innovations that are shaping the future of Direct-Access Genetic Testing.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Direct-Access Genetic Testing market. It includes factors influencing customer ' purchasing decisions, preferences for Direct-Access Genetic Testing product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Direct-Access Genetic Testing market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Direct-Access Genetic Testing market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Direct-Access Genetic Testing market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Direct-Access Genetic Testing industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Direct-Access Genetic Testing market.

**Market Segmentation:**

Direct-Access Genetic Testing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Diagnostic Screening

PGD

Relationship testing

## Segmentation by application

Online

Offline

This report also splits the market by region:

### Americas

United States

Canada

Mexico

Brazil

### APAC

China

Japan

Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

23andMe

MyHeritage

LabCorp

Myriad Genetics

Ancestry.com

Quest Diagnostics

Gene By Gene

DNA Diagnostics Center

Invitae

IntelliGenetics

Ambry Genetics

Living DNA

EasyDNA

Pathway Genomics

Centrillion Technology

Xcode

Color Genomics

Anglia DNA Services

African Ancestry

Canadian DNA Services

DNA Family Check

Alpha Biolaboratories

Test Me DNA

23 Mofang

Genetic Health

DNA Services of America

Shuwen Health Sciences

Mapmygenome

Full Genomes

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Direct-Access Genetic Testing Market Size 2019-2030
  - 2.1.2 Direct-Access Genetic Testing Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Direct-Access Genetic Testing Segment by Type
  - 2.2.1 Diagnostic Screening
  - 2.2.2 PGD
  - 2.2.3 Relationship testing
- 2.3 Direct-Access Genetic Testing Market Size by Type
  - 2.3.1 Direct-Access Genetic Testing Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)
- 2.4 Direct-Access Genetic Testing Segment by Application
  - 2.4.1 Online
  - 2.4.2 Offline
- 2.5 Direct-Access Genetic Testing Market Size by Application
  - 2.5.1 Direct-Access Genetic Testing Market Size CAGR by Application (2019 VS 2023 VS 2030)
  - 2.5.2 Global Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

### **3 DIRECT-ACCESS GENETIC TESTING MARKET SIZE BY PLAYER**



- 3.1 Direct-Access Genetic Testing Market Size Market Share by Players
  - 3.1.1 Global Direct-Access Genetic Testing Revenue by Players (2019-2024)
  - 3.1.2 Global Direct-Access Genetic Testing Revenue Market Share by Players (2019-2024)
- 3.2 Global Direct-Access Genetic Testing Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
  - 3.3.1 Competition Landscape Analysis
  - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 DIRECT-ACCESS GENETIC TESTING BY REGIONS**

- 4.1 Direct-Access Genetic Testing Market Size by Regions (2019-2024)
- 4.2 Americas Direct-Access Genetic Testing Market Size Growth (2019-2024)
- 4.3 APAC Direct-Access Genetic Testing Market Size Growth (2019-2024)
- 4.4 Europe Direct-Access Genetic Testing Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Direct-Access Genetic Testing Market Size Growth (2019-2024)

## **5 AMERICAS**

- 5.1 Americas Direct-Access Genetic Testing Market Size by Country (2019-2024)
- 5.2 Americas Direct-Access Genetic Testing Market Size by Type (2019-2024)
- 5.3 Americas Direct-Access Genetic Testing Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Direct-Access Genetic Testing Market Size by Region (2019-2024)
- 6.2 APAC Direct-Access Genetic Testing Market Size by Type (2019-2024)
- 6.3 APAC Direct-Access Genetic Testing Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

## **7 EUROPE**

7.1 Europe Direct-Access Genetic Testing by Country (2019-2024)

7.2 Europe Direct-Access Genetic Testing Market Size by Type (2019-2024)

7.3 Europe Direct-Access Genetic Testing Market Size by Application (2019-2024)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Direct-Access Genetic Testing by Region (2019-2024)

8.2 Middle East & Africa Direct-Access Genetic Testing Market Size by Type (2019-2024)

8.3 Middle East & Africa Direct-Access Genetic Testing Market Size by Application (2019-2024)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 GLOBAL DIRECT-ACCESS GENETIC TESTING MARKET FORECAST**

10.1 Global Direct-Access Genetic Testing Forecast by Regions (2025-2030)

10.1.1 Global Direct-Access Genetic Testing Forecast by Regions (2025-2030)

10.1.2 Americas Direct-Access Genetic Testing Forecast

- 10.1.3 APAC Direct-Access Genetic Testing Forecast
- 10.1.4 Europe Direct-Access Genetic Testing Forecast
- 10.1.5 Middle East & Africa Direct-Access Genetic Testing Forecast
- 10.2 Americas Direct-Access Genetic Testing Forecast by Country (2025-2030)
  - 10.2.1 United States Direct-Access Genetic Testing Market Forecast
  - 10.2.2 Canada Direct-Access Genetic Testing Market Forecast
  - 10.2.3 Mexico Direct-Access Genetic Testing Market Forecast
  - 10.2.4 Brazil Direct-Access Genetic Testing Market Forecast
- 10.3 APAC Direct-Access Genetic Testing Forecast by Region (2025-2030)
  - 10.3.1 China Direct-Access Genetic Testing Market Forecast
  - 10.3.2 Japan Direct-Access Genetic Testing Market Forecast
  - 10.3.3 Korea Direct-Access Genetic Testing Market Forecast
  - 10.3.4 Southeast Asia Direct-Access Genetic Testing Market Forecast
  - 10.3.5 India Direct-Access Genetic Testing Market Forecast
  - 10.3.6 Australia Direct-Access Genetic Testing Market Forecast
- 10.4 Europe Direct-Access Genetic Testing Forecast by Country (2025-2030)
  - 10.4.1 Germany Direct-Access Genetic Testing Market Forecast
  - 10.4.2 France Direct-Access Genetic Testing Market Forecast
  - 10.4.3 UK Direct-Access Genetic Testing Market Forecast
  - 10.4.4 Italy Direct-Access Genetic Testing Market Forecast
  - 10.4.5 Russia Direct-Access Genetic Testing Market Forecast
- 10.5 Middle East & Africa Direct-Access Genetic Testing Forecast by Region (2025-2030)
  - 10.5.1 Egypt Direct-Access Genetic Testing Market Forecast
  - 10.5.2 South Africa Direct-Access Genetic Testing Market Forecast
  - 10.5.3 Israel Direct-Access Genetic Testing Market Forecast
  - 10.5.4 Turkey Direct-Access Genetic Testing Market Forecast
  - 10.5.5 GCC Countries Direct-Access Genetic Testing Market Forecast
- 10.6 Global Direct-Access Genetic Testing Forecast by Type (2025-2030)
- 10.7 Global Direct-Access Genetic Testing Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

- 11.1 23andMe
  - 11.1.1 23andMe Company Information
  - 11.1.2 23andMe Direct-Access Genetic Testing Product Offered
  - 11.1.3 23andMe Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.1.4 23andMe Main Business Overview

- 11.1.5 23andMe Latest Developments
- 11.2 MyHeritage
  - 11.2.1 MyHeritage Company Information
  - 11.2.2 MyHeritage Direct-Access Genetic Testing Product Offered
  - 11.2.3 MyHeritage Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.2.4 MyHeritage Main Business Overview
  - 11.2.5 MyHeritage Latest Developments
- 11.3 LabCorp
  - 11.3.1 LabCorp Company Information
  - 11.3.2 LabCorp Direct-Access Genetic Testing Product Offered
  - 11.3.3 LabCorp Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.3.4 LabCorp Main Business Overview
  - 11.3.5 LabCorp Latest Developments
- 11.4 Myriad Genetics
  - 11.4.1 Myriad Genetics Company Information
  - 11.4.2 Myriad Genetics Direct-Access Genetic Testing Product Offered
  - 11.4.3 Myriad Genetics Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.4.4 Myriad Genetics Main Business Overview
  - 11.4.5 Myriad Genetics Latest Developments
- 11.5 Ancestry.com
  - 11.5.1 Ancestry.com Company Information
  - 11.5.2 Ancestry.com Direct-Access Genetic Testing Product Offered
  - 11.5.3 Ancestry.com Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.5.4 Ancestry.com Main Business Overview
  - 11.5.5 Ancestry.com Latest Developments
- 11.6 Quest Diagnostics
  - 11.6.1 Quest Diagnostics Company Information
  - 11.6.2 Quest Diagnostics Direct-Access Genetic Testing Product Offered
  - 11.6.3 Quest Diagnostics Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.6.4 Quest Diagnostics Main Business Overview
  - 11.6.5 Quest Diagnostics Latest Developments
- 11.7 Gene By Gene
  - 11.7.1 Gene By Gene Company Information
  - 11.7.2 Gene By Gene Direct-Access Genetic Testing Product Offered

11.7.3 Gene By Gene Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 Gene By Gene Main Business Overview

11.7.5 Gene By Gene Latest Developments

11.8 DNA Diagnostics Center

11.8.1 DNA Diagnostics Center Company Information

11.8.2 DNA Diagnostics Center Direct-Access Genetic Testing Product Offered

11.8.3 DNA Diagnostics Center Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 DNA Diagnostics Center Main Business Overview

11.8.5 DNA Diagnostics Center Latest Developments

11.9 Invitae

11.9.1 Invitae Company Information

11.9.2 Invitae Direct-Access Genetic Testing Product Offered

11.9.3 Invitae Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 Invitae Main Business Overview

11.9.5 Invitae Latest Developments

11.10 IntelliGenetics

11.10.1 IntelliGenetics Company Information

11.10.2 IntelliGenetics Direct-Access Genetic Testing Product Offered

11.10.3 IntelliGenetics Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 IntelliGenetics Main Business Overview

11.10.5 IntelliGenetics Latest Developments

11.11 Ambry Genetics

11.11.1 Ambry Genetics Company Information

11.11.2 Ambry Genetics Direct-Access Genetic Testing Product Offered

11.11.3 Ambry Genetics Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.11.4 Ambry Genetics Main Business Overview

11.11.5 Ambry Genetics Latest Developments

11.12 Living DNA

11.12.1 Living DNA Company Information

11.12.2 Living DNA Direct-Access Genetic Testing Product Offered

11.12.3 Living DNA Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.12.4 Living DNA Main Business Overview

11.12.5 Living DNA Latest Developments

### 11.13 EasyDNA

11.13.1 EasyDNA Company Information

11.13.2 EasyDNA Direct-Access Genetic Testing Product Offered

11.13.3 EasyDNA Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.13.4 EasyDNA Main Business Overview

11.13.5 EasyDNA Latest Developments

### 11.14 Pathway Genomics

11.14.1 Pathway Genomics Company Information

11.14.2 Pathway Genomics Direct-Access Genetic Testing Product Offered

11.14.3 Pathway Genomics Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.14.4 Pathway Genomics Main Business Overview

11.14.5 Pathway Genomics Latest Developments

### 11.15 Centrillion Technology

11.15.1 Centrillion Technology Company Information

11.15.2 Centrillion Technology Direct-Access Genetic Testing Product Offered

11.15.3 Centrillion Technology Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.15.4 Centrillion Technology Main Business Overview

11.15.5 Centrillion Technology Latest Developments

### 11.16 Xcode

11.16.1 Xcode Company Information

11.16.2 Xcode Direct-Access Genetic Testing Product Offered

11.16.3 Xcode Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.16.4 Xcode Main Business Overview

11.16.5 Xcode Latest Developments

### 11.17 Color Genomics

11.17.1 Color Genomics Company Information

11.17.2 Color Genomics Direct-Access Genetic Testing Product Offered

11.17.3 Color Genomics Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.17.4 Color Genomics Main Business Overview

11.17.5 Color Genomics Latest Developments

### 11.18 Anglia DNA Services

11.18.1 Anglia DNA Services Company Information

11.18.2 Anglia DNA Services Direct-Access Genetic Testing Product Offered

11.18.3 Anglia DNA Services Direct-Access Genetic Testing Revenue, Gross Margin

and Market Share (2019-2024)

11.18.4 Anglia DNA Services Main Business Overview

11.18.5 Anglia DNA Services Latest Developments

11.19 African Ancestry

11.19.1 African Ancestry Company Information

11.19.2 African Ancestry Direct-Access Genetic Testing Product Offered

11.19.3 African Ancestry Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.19.4 African Ancestry Main Business Overview

11.19.5 African Ancestry Latest Developments

11.20 Canadian DNA Services

11.20.1 Canadian DNA Services Company Information

11.20.2 Canadian DNA Services Direct-Access Genetic Testing Product Offered

11.20.3 Canadian DNA Services Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.20.4 Canadian DNA Services Main Business Overview

11.20.5 Canadian DNA Services Latest Developments

11.21 DNA Family Check

11.21.1 DNA Family Check Company Information

11.21.2 DNA Family Check Direct-Access Genetic Testing Product Offered

11.21.3 DNA Family Check Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.21.4 DNA Family Check Main Business Overview

11.21.5 DNA Family Check Latest Developments

11.22 Alpha Biolaboratories

11.22.1 Alpha Biolaboratories Company Information

11.22.2 Alpha Biolaboratories Direct-Access Genetic Testing Product Offered

11.22.3 Alpha Biolaboratories Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.22.4 Alpha Biolaboratories Main Business Overview

11.22.5 Alpha Biolaboratories Latest Developments

11.23 Test Me DNA

11.23.1 Test Me DNA Company Information

11.23.2 Test Me DNA Direct-Access Genetic Testing Product Offered

11.23.3 Test Me DNA Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)

11.23.4 Test Me DNA Main Business Overview

11.23.5 Test Me DNA Latest Developments

11.24 23 Mofang

- 11.24.1 23 Mofang Company Information
- 11.24.2 23 Mofang Direct-Access Genetic Testing Product Offered
- 11.24.3 23 Mofang Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
- 11.24.4 23 Mofang Main Business Overview
- 11.24.5 23 Mofang Latest Developments
- 11.25 Genetic Health
  - 11.25.1 Genetic Health Company Information
  - 11.25.2 Genetic Health Direct-Access Genetic Testing Product Offered
  - 11.25.3 Genetic Health Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.25.4 Genetic Health Main Business Overview
  - 11.25.5 Genetic Health Latest Developments
- 11.26 DNA Services of America
  - 11.26.1 DNA Services of America Company Information
  - 11.26.2 DNA Services of America Direct-Access Genetic Testing Product Offered
  - 11.26.3 DNA Services of America Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.26.4 DNA Services of America Main Business Overview
  - 11.26.5 DNA Services of America Latest Developments
- 11.27 Shuwen Health Sciences
  - 11.27.1 Shuwen Health Sciences Company Information
  - 11.27.2 Shuwen Health Sciences Direct-Access Genetic Testing Product Offered
  - 11.27.3 Shuwen Health Sciences Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.27.4 Shuwen Health Sciences Main Business Overview
  - 11.27.5 Shuwen Health Sciences Latest Developments
- 11.28 Mapmygenome
  - 11.28.1 Mapmygenome Company Information
  - 11.28.2 Mapmygenome Direct-Access Genetic Testing Product Offered
  - 11.28.3 Mapmygenome Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)
  - 11.28.4 Mapmygenome Main Business Overview
  - 11.28.5 Mapmygenome Latest Developments
- 11.29 Full Genomes
  - 11.29.1 Full Genomes Company Information
  - 11.29.2 Full Genomes Direct-Access Genetic Testing Product Offered
  - 11.29.3 Full Genomes Direct-Access Genetic Testing Revenue, Gross Margin and Market Share (2019-2024)



11.29.4 Full Genomes Main Business Overview

11.29.5 Full Genomes Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Direct-Access Genetic Testing Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Diagnostic Screening

Table 3. Major Players of PGD

Table 4. Major Players of Relationship testing

Table 5. Direct-Access Genetic Testing Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 6. Global Direct-Access Genetic Testing Market Size by Type (2019-2024) & (\$ Millions)

Table 7. Global Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Table 8. Direct-Access Genetic Testing Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 9. Global Direct-Access Genetic Testing Market Size by Application (2019-2024) & (\$ Millions)

Table 10. Global Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Table 11. Global Direct-Access Genetic Testing Revenue by Players (2019-2024) & (\$ Millions)

Table 12. Global Direct-Access Genetic Testing Revenue Market Share by Player (2019-2024)

Table 13. Direct-Access Genetic Testing Key Players Head office and Products Offered

Table 14. Direct-Access Genetic Testing Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 15. New Products and Potential Entrants

Table 16. Mergers & Acquisitions, Expansion

Table 17. Global Direct-Access Genetic Testing Market Size by Regions 2019-2024 & (\$ Millions)

Table 18. Global Direct-Access Genetic Testing Market Size Market Share by Regions (2019-2024)

Table 19. Global Direct-Access Genetic Testing Revenue by Country/Region (2019-2024) & (\$ millions)

Table 20. Global Direct-Access Genetic Testing Revenue Market Share by Country/Region (2019-2024)

Table 21. Americas Direct-Access Genetic Testing Market Size by Country (2019-2024)

& (\$ Millions)

Table 22. Americas Direct-Access Genetic Testing Market Size Market Share by Country (2019-2024)

Table 23. Americas Direct-Access Genetic Testing Market Size by Type (2019-2024) & (\$ Millions)

Table 24. Americas Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Table 25. Americas Direct-Access Genetic Testing Market Size by Application (2019-2024) & (\$ Millions)

Table 26. Americas Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Table 27. APAC Direct-Access Genetic Testing Market Size by Region (2019-2024) & (\$ Millions)

Table 28. APAC Direct-Access Genetic Testing Market Size Market Share by Region (2019-2024)

Table 29. APAC Direct-Access Genetic Testing Market Size by Type (2019-2024) & (\$ Millions)

Table 30. APAC Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Table 31. APAC Direct-Access Genetic Testing Market Size by Application (2019-2024) & (\$ Millions)

Table 32. APAC Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Table 33. Europe Direct-Access Genetic Testing Market Size by Country (2019-2024) & (\$ Millions)

Table 34. Europe Direct-Access Genetic Testing Market Size Market Share by Country (2019-2024)

Table 35. Europe Direct-Access Genetic Testing Market Size by Type (2019-2024) & (\$ Millions)

Table 36. Europe Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Table 37. Europe Direct-Access Genetic Testing Market Size by Application (2019-2024) & (\$ Millions)

Table 38. Europe Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Table 39. Middle East & Africa Direct-Access Genetic Testing Market Size by Region (2019-2024) & (\$ Millions)

Table 40. Middle East & Africa Direct-Access Genetic Testing Market Size Market Share by Region (2019-2024)

Table 41. Middle East & Africa Direct-Access Genetic Testing Market Size by Type (2019-2024) & (\$ Millions)

Table 42. Middle East & Africa Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Table 43. Middle East & Africa Direct-Access Genetic Testing Market Size by Application (2019-2024) & (\$ Millions)

Table 44. Middle East & Africa Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Table 45. Key Market Drivers & Growth Opportunities of Direct-Access Genetic Testing

Table 46. Key Market Challenges & Risks of Direct-Access Genetic Testing

Table 47. Key Industry Trends of Direct-Access Genetic Testing

Table 48. Global Direct-Access Genetic Testing Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 49. Global Direct-Access Genetic Testing Market Size Market Share Forecast by Regions (2025-2030)

Table 50. Global Direct-Access Genetic Testing Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 51. Global Direct-Access Genetic Testing Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 52. 23andMe Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 53. 23andMe Direct-Access Genetic Testing Product Offered

Table 54. 23andMe Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 55. 23andMe Main Business

Table 56. 23andMe Latest Developments

Table 57. MyHeritage Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 58. MyHeritage Direct-Access Genetic Testing Product Offered

Table 59. MyHeritage Main Business

Table 60. MyHeritage Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 61. MyHeritage Latest Developments

Table 62. LabCorp Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 63. LabCorp Direct-Access Genetic Testing Product Offered

Table 64. LabCorp Main Business

Table 65. LabCorp Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 66. LabCorp Latest Developments

Table 67. Myriad Genetics Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 68. Myriad Genetics Direct-Access Genetic Testing Product Offered

Table 69. Myriad Genetics Main Business

Table 70. Myriad Genetics Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 71. Myriad Genetics Latest Developments

Table 72. Ancestry.com Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 73. Ancestry.com Direct-Access Genetic Testing Product Offered

Table 74. Ancestry.com Main Business

Table 75. Ancestry.com Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 76. Ancestry.com Latest Developments

Table 77. Quest Diagnostics Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 78. Quest Diagnostics Direct-Access Genetic Testing Product Offered

Table 79. Quest Diagnostics Main Business

Table 80. Quest Diagnostics Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 81. Quest Diagnostics Latest Developments

Table 82. Gene By Gene Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 83. Gene By Gene Direct-Access Genetic Testing Product Offered

Table 84. Gene By Gene Main Business

Table 85. Gene By Gene Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 86. Gene By Gene Latest Developments

Table 87. DNA Diagnostics Center Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 88. DNA Diagnostics Center Direct-Access Genetic Testing Product Offered

Table 89. DNA Diagnostics Center Main Business

Table 90. DNA Diagnostics Center Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 91. DNA Diagnostics Center Latest Developments

Table 92. Invitae Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 93. Invitae Direct-Access Genetic Testing Product Offered

Table 94. Invitae Main Business

Table 95. Invitae Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 96. Invitae Latest Developments

Table 97. IntelliGenetics Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 98. IntelliGenetics Direct-Access Genetic Testing Product Offered

Table 99. IntelliGenetics Main Business

Table 100. IntelliGenetics Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 101. IntelliGenetics Latest Developments

Table 102. Ambry Genetics Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 103. Ambry Genetics Direct-Access Genetic Testing Product Offered

Table 104. Ambry Genetics Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 105. Ambry Genetics Main Business

Table 106. Ambry Genetics Latest Developments

Table 107. Living DNA Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 108. Living DNA Direct-Access Genetic Testing Product Offered

Table 109. Living DNA Main Business

Table 110. Living DNA Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 111. Living DNA Latest Developments

Table 112. EasyDNA Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 113. EasyDNA Direct-Access Genetic Testing Product Offered

Table 114. EasyDNA Main Business

Table 115. EasyDNA Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 116. EasyDNA Latest Developments

Table 117. Pathway Genomics Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 118. Pathway Genomics Direct-Access Genetic Testing Product Offered

Table 119. Pathway Genomics Main Business

Table 120. Pathway Genomics Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 121. Pathway Genomics Latest Developments

Table 122. Centrillion Technology Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 123. Centrillion Technology Direct-Access Genetic Testing Product Offered

Table 124. Centrillion Technology Main Business

Table 125. Centrillion Technology Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 126. Centrillion Technology Latest Developments

Table 127. Xcode Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 128. Xcode Direct-Access Genetic Testing Product Offered

Table 129. Xcode Main Business

Table 130. Xcode Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 131. Xcode Latest Developments

Table 132. Color Genomics Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 133. Color Genomics Direct-Access Genetic Testing Product Offered

Table 134. Color Genomics Main Business

Table 135. Color Genomics Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 136. Color Genomics Latest Developments

Table 137. Anglia DNA Services Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 138. Anglia DNA Services Direct-Access Genetic Testing Product Offered

Table 139. Anglia DNA Services Main Business

Table 140. Anglia DNA Services Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 141. Anglia DNA Services Latest Developments

Table 142. African Ancestry Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 143. African Ancestry Direct-Access Genetic Testing Product Offered

Table 144. African Ancestry Main Business

Table 145. African Ancestry Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 146. African Ancestry Latest Developments

Table 147. Canadian DNA Services Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 148. Canadian DNA Services Direct-Access Genetic Testing Product Offered

Table 149. Canadian DNA Services Main Business

Table 150. Canadian DNA Services Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 151. Canadian DNA Services Latest Developments

Table 152. DNA Family Check Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 153. DNA Family Check Direct-Access Genetic Testing Product Offered

Table 154. DNA Family Check Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 155. DNA Family Check Main Business

Table 156. DNA Family Check Latest Developments

Table 157. Alpha Biolaboratories Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 158. Alpha Biolaboratories Direct-Access Genetic Testing Product Offered

Table 159. Alpha Biolaboratories Main Business

Table 160. Alpha Biolaboratories Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 161. Alpha Biolaboratories Latest Developments

Table 162. Test Me DNA Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 163. Test Me DNA Direct-Access Genetic Testing Product Offered

Table 164. Test Me DNA Main Business

Table 165. Test Me DNA Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 166. Test Me DNA Latest Developments

Table 167. 23 Mofang Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 168. 23 Mofang Direct-Access Genetic Testing Product Offered

Table 169. 23 Mofang Main Business

Table 170. 23 Mofang Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 171. 23 Mofang Latest Developments

Table 172. Genetic Health Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 173. Genetic Health Direct-Access Genetic Testing Product Offered

Table 174. Genetic Health Main Business

Table 175. Genetic Health Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 176. Genetic Health Latest Developments

Table 177. DNA Services of America Details, Company Type, Direct-Access Genetic



Testing Area Served and Its Competitors

Table 178. DNA Services of America Direct-Access Genetic Testing Product Offered

Table 179. DNA Services of America Main Business

Table 180. DNA Services of America Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 181. DNA Services of America Latest Developments

Table 182. Shuwen Health Sciences Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 183. Shuwen Health Sciences Direct-Access Genetic Testing Product Offered

Table 184. Shuwen Health Sciences Main Business

Table 185. Shuwen Health Sciences Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 186. Shuwen Health Sciences Latest Developments

Table 187. Mapmygenome Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 188. Mapmygenome Direct-Access Genetic Testing Product Offered

Table 189. Mapmygenome Main Business

Table 190. Mapmygenome Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 191. Mapmygenome Latest Developments

Table 192. Full Genomes Details, Company Type, Direct-Access Genetic Testing Area Served and Its Competitors

Table 193. Full Genomes Direct-Access Genetic Testing Product Offered

Table 194. Full Genomes Main Business

Table 195. Full Genomes Direct-Access Genetic Testing Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 196. Full Genomes Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Direct-Access Genetic Testing Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Direct-Access Genetic Testing Market Size Growth Rate 2019-2030 (\$ Millions)
- Figure 6. Direct-Access Genetic Testing Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Direct-Access Genetic Testing Sales Market Share by Country/Region (2023)
- Figure 8. Direct-Access Genetic Testing Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Direct-Access Genetic Testing Market Size Market Share by Type in 2023
- Figure 10. Direct-Access Genetic Testing in Online
- Figure 11. Global Direct-Access Genetic Testing Market: Online (2019-2024) & (\$ Millions)
- Figure 12. Direct-Access Genetic Testing in Offline
- Figure 13. Global Direct-Access Genetic Testing Market: Offline (2019-2024) & (\$ Millions)
- Figure 14. Global Direct-Access Genetic Testing Market Size Market Share by Application in 2023
- Figure 15. Global Direct-Access Genetic Testing Revenue Market Share by Player in 2023
- Figure 16. Global Direct-Access Genetic Testing Market Size Market Share by Regions (2019-2024)
- Figure 17. Americas Direct-Access Genetic Testing Market Size 2019-2024 (\$ Millions)
- Figure 18. APAC Direct-Access Genetic Testing Market Size 2019-2024 (\$ Millions)
- Figure 19. Europe Direct-Access Genetic Testing Market Size 2019-2024 (\$ Millions)
- Figure 20. Middle East & Africa Direct-Access Genetic Testing Market Size 2019-2024 (\$ Millions)
- Figure 21. Americas Direct-Access Genetic Testing Value Market Share by Country in 2023
- Figure 22. United States Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)
- Figure 23. Canada Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$

Millions)

Figure 24. Mexico Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 25. Brazil Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 26. APAC Direct-Access Genetic Testing Market Size Market Share by Region in 2023

Figure 27. APAC Direct-Access Genetic Testing Market Size Market Share by Type in 2023

Figure 28. APAC Direct-Access Genetic Testing Market Size Market Share by Application in 2023

Figure 29. China Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Japan Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Korea Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Southeast Asia Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 33. India Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Australia Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Europe Direct-Access Genetic Testing Market Size Market Share by Country in 2023

Figure 36. Europe Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Figure 37. Europe Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Figure 38. Germany Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 39. France Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 40. UK Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Italy Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Russia Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Middle East & Africa Direct-Access Genetic Testing Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Direct-Access Genetic Testing Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Direct-Access Genetic Testing Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 47. South Africa Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Israel Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Turkey Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 50. GCC Country Direct-Access Genetic Testing Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Americas Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 52. APAC Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 53. Europe Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 54. Middle East & Africa Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 55. United States Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 56. Canada Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 57. Mexico Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 58. Brazil Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 59. China Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 60. Japan Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 61. Korea Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 62. Southeast Asia Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 63. India Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 64. Australia Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 65. Germany Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 66. France Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 67. UK Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 68. Italy Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 69. Russia Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 70. Spain Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 71. Egypt Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 72. South Africa Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 73. Israel Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 74. Turkey Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 75. GCC Countries Direct-Access Genetic Testing Market Size 2025-2030 (\$ Millions)

Figure 76. Global Direct-Access Genetic Testing Market Size Market Share Forecast by Type (2025-2030)

Figure 77. Global Direct-Access Genetic Testing Market Size Market Share Forecast by Application (2025-2030)

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