

Global Direct-To-Consumer (DTC) Genetic Testing Market Growth (Status and Outlook) 2025-2031

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Abstracts

According to this study, the global Direct-To-Consumer (DTC) Genetic Testing market size will reach US\$ 2862 million by 2031.

Direct-to-consumer (DTC) genetic testing is a type of genetic test that is accessible directly to the consumer without having to go through a health care professional. Usually, to obtain a genetic test, health care professionals (such as doctors) acquire their patient's permission and then order the desired test. DTC genetic tests, however, allow consumers to bypass this process and order DNA tests themselves.

Global direct-to-consumer genetic testing main players include 23andMe, MyHeritage, LabCorp, Myriad Genetics, Ancestry.com, etc., totally accounting for about 50% of the market. North America is the largest market, with a share over 60%. As for the types of products, it can be divided into diagnostic screening, preimplantation genetic diagnosis (PGD) and relationship testing. The most common product is relationship testing, with a share over 55%. In terms of applications, it is widely used in online and offline. Online is the largest application, holding a share over 68%.

LPI (LP Information)' newest research report, the "Direct-To-Consumer (DTC) Genetic Testing Industry Forecast" looks at past sales and reviews total world Direct-To-Consumer (DTC) Genetic Testing sales in 2024, providing a comprehensive analysis by region and market sector of projected Direct-To-Consumer (DTC) Genetic Testing sales for 2025 through 2031. With Direct-To-Consumer (DTC) Genetic Testing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Direct-To-Consumer (DTC) Genetic Testing industry.

This Insight Report provides a comprehensive analysis of the global Direct-To-

Consumer (DTC) Genetic Testing landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Direct-To-Consumer (DTC) Genetic Testing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Direct-To-Consumer (DTC) Genetic Testing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Direct-To-Consumer (DTC) Genetic Testing and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Direct-To-Consumer (DTC) Genetic Testing.

This report presents a comprehensive overview, market shares, and growth opportunities of Direct-To-Consumer (DTC) Genetic Testing market by product type, application, key players and key regions and countries.

Segmentation by Type:

Carrier Testing

Predictive Testing

Ancestry & Relationship Testing

Nutrigenomics Testing

Others

Segmentation by Application:

Online Platforms

Over-the-Counter

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.

Ancestry

Color Genomics

Easy DNA

FamilytreeDNA (Gene By Gene)

Full Genome Corporation

Helix OpCo LLC

Identigene

Karmagenes

Living DNA

Mapmygenome

MyHeritage

Pathway Genomics

Genesis Healthcare

23andMe

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