

# Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Growth (Status and Outlook) 2019-2024

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to this study, over the next five years the Direct-to-Consumer Genetic Testing (DTC-GT) market will register a xx% CAGR in terms of revenue, the global market size will reach US\$ xx million by 2024, from US\$ xx million in 2019. In particular, this report presents the global revenue market share of key companies in Direct-to-Consumer Genetic Testing (DTC-GT) business, shared in Chapter 3.

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

This study considers the Direct-to-Consumer Genetic Testing (DTC-GT) value generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2014 to 2019 in Section 2.3; and forecast to 2024 in section 10.7.

Over-the-Counter (OTC) Channel

Online Channel

Segmentation by application: breakdown data from 2014 to 2019, in Section 2.4; and forecast to 2024 in section 10.8.

Ancestry-based Genetic Tests

Health and Wellness-based Genetic Tests

Entertainment-based Genetic Tests

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

### Americas

United States

Canada

Mexico

Brazil

### APAC

China

Japan

Korea

Southeast Asia

India

Australia

### Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

EasyDNA

Ancestry.com LLC

24Genetics

Genebase

Dante Labs

MyHeritage

Atlas Biomed

Mapmygenome

Family Tree DNA

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

### Research objectives

To study and analyze the global Direct-to-Consumer Genetic Testing (DTC-GT) market size by key regions/countries, product type and application, history data from 2014 to 2018, and forecast to 2024.

To understand the structure of Direct-to-Consumer Genetic Testing (DTC-GT) market by identifying its various subsegments.

Focuses on the key global Direct-to-Consumer Genetic Testing (DTC-GT) players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Direct-to-Consumer Genetic Testing (DTC-GT) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Direct-to-Consumer Genetic Testing (DTC-GT) submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Growth (Status and Outlook) 2019-2024

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

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2014-2024
  - 2.1.2 Direct-to-Consumer Genetic Testing (DTC-GT) Market Size CAGR by Region
- 2.2 Direct-to-Consumer Genetic Testing (DTC-GT) Segment by Type
  - 2.2.1 Over-the-Counter (OTC) Channel
  - 2.2.2 Over-the-Counter (OTC) Channel
- 2.3 Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type
  - 2.3.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)
  - 2.3.2 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth Rate by Type (2014-2019)
- 2.4 Direct-to-Consumer Genetic Testing (DTC-GT) Segment by Application
  - 2.4.1 Ancestry-based Genetic Tests
  - 2.4.2 Health and Wellness-based Genetic Tests
  - 2.4.3 Entertainment-based Genetic Tests
- 2.5 Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application
  - 2.5.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)
  - 2.5.2 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth Rate by Application (2014-2019)

### **3 GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING (DTC-GT) BY PLAYERS**

### 3.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Players

3.1.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Players (2017-2019)

3.1.2 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Players (2017-2019)

### 3.2 Global Direct-to-Consumer Genetic Testing (DTC-GT) 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) (2017-2019)

### 3.4 New Products and Potential Entrants

### 3.5 Mergers & Acquisitions, Expansion

## 4 DIRECT-TO-CONSUMER GENETIC TESTING (DTC-GT) BY REGIONS

### 4.1 Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Regions

### 4.2 Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth

### 4.3 APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth

### 4.4 Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth

### 4.5 Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth

## 5 AMERICAS

### 5.1 Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Countries

### 5.2 Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type

### 5.3 Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application

### 5.4 United States

### 5.5 Canada

### 5.6 Mexico

### 5.7 Key Economic Indicators of Few Americas Countries

## 6 APAC

### 6.1 APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Countries

### 6.2 APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type

### 6.3 APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application

### 6.4 China

- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Direct-to-Consumer Genetic Testing (DTC-GT) by Countries
- 7.2 Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type
- 7.3 Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) by Countries
- 8.2 Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type
- 8.3 Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application
- 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 and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact



## 9.3 Market Trends

# **10 GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING (DTC-GT) MARKET FORECAST**

10.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Forecast (2019-2024)

10.2 Global Direct-to-Consumer Genetic Testing (DTC-GT) Forecast by Regions

10.2.1 Global Direct-to-Consumer Genetic Testing (DTC-GT) Forecast by Regions (2019-2024)

10.2.2 Americas Market Forecast

10.2.3 APAC Market Forecast

10.2.4 Europe Market Forecast

10.2.5 Middle East & Africa Market Forecast

10.3 Americas Forecast by Countries

10.3.1 United States Market Forecast

10.3.2 Canada Market Forecast

10.3.3 Mexico Market Forecast

10.3.4 Brazil Market Forecast

10.4 APAC Forecast by Countries

10.4.1 China Market Forecast

10.4.2 Japan Market Forecast

10.4.3 Korea Market Forecast

10.4.4 Southeast Asia Market Forecast

10.4.5 India Market Forecast

10.4.6 Australia Market Forecast

10.5 Europe Forecast by Countries

10.5.1 Germany Market Forecast

10.5.2 France Market Forecast

10.5.3 UK Market Forecast

10.5.4 Italy Market Forecast

10.5.5 Russia Market Forecast

10.5.6 Spain Market Forecast

10.6 Middle East & Africa Forecast by Countries

10.6.1 Egypt Market Forecast

10.6.2 South Africa Market Forecast

10.6.3 Israel Market Forecast

10.6.4 Turkey Market Forecast

10.6.5 GCC Countries Market Forecast

- 10.7 Global Direct-to-Consumer Genetic Testing (DTC-GT) Forecast by Type
- 10.8 Global Direct-to-Consumer Genetic Testing (DTC-GT) Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

### 11.1 EasyDNA

- 11.1.1 Company Details
- 11.1.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
- 11.1.3 EasyDNA Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
- 11.1.4 Main Business Overview
- 11.1.5 EasyDNA News

### 11.2 Ancestry.com LLC

- 11.2.1 Company Details
- 11.2.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
- 11.2.3 Ancestry.com LLC Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
- 11.2.4 Main Business Overview
- 11.2.5 Ancestry.com LLC News

### 11.3 24Genetics

- 11.3.1 Company Details
- 11.3.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
- 11.3.3 24Genetics Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
- 11.3.4 Main Business Overview
- 11.3.5 24Genetics News

### 11.4 Genebase

- 11.4.1 Company Details
- 11.4.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
- 11.4.3 Genebase Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
- 11.4.4 Main Business Overview
- 11.4.5 Genebase News

### 11.5 Dante Labs

- 11.5.1 Company Details
- 11.5.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
- 11.5.3 Dante Labs Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
- 11.5.4 Main Business Overview

- 11.5.5 Dante Labs News
- 11.6 MyHeritage
  - 11.6.1 Company Details
  - 11.6.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
  - 11.6.3 MyHeritage Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
  - 11.6.4 Main Business Overview
  - 11.6.5 MyHeritage News
- 11.7 Atlas Biomed
  - 11.7.1 Company Details
  - 11.7.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
  - 11.7.3 Atlas Biomed Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
  - 11.7.4 Main Business Overview
  - 11.7.5 Atlas Biomed News
- 11.8 Mapmygenome
  - 11.8.1 Company Details
  - 11.8.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
  - 11.8.3 Mapmygenome Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
  - 11.8.4 Main Business Overview
  - 11.8.5 Mapmygenome News
- 11.9 Family Tree DNA
  - 11.9.1 Company Details
  - 11.9.2 Direct-to-Consumer Genetic Testing (DTC-GT) Product Offered
  - 11.9.3 Family Tree DNA Direct-to-Consumer Genetic Testing (DTC-GT) Revenue, Gross Margin and Market Share (2017-2019)
  - 11.9.4 Main Business Overview
  - 11.9.5 Family Tree DNA News

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

- Table Product Specifications of Direct-to-Consumer Genetic Testing (DTC-GT)
- Figure Direct-to-Consumer Genetic Testing (DTC-GT) Report Years Considered
- Figure Market Research Methodology
- Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth Rate 2014-2024 (\$ Millions)
- Table Direct-to-Consumer Genetic Testing (DTC-GT) Market Size CAGR by Region 2014-2024 (\$ Millions)
- Table Major Players of Over-the-Counter (OTC) Channel
- Table Major Players of Online Channel
- Table Market Size by Type (2014-2019) (\$ Millions)
- Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)
- Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)
- Figure Global Over-the-Counter (OTC) Channel Market Size Growth Rate
- Figure Global Online Channel Market Size Growth Rate
- Figure Direct-to-Consumer Genetic Testing (DTC-GT) Consumption in Ancestry-based Genetic Tests
- Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market: Ancestry-based Genetic Tests (2014-2019) (\$ Millions)
- Figure Global Ancestry-based Genetic Tests YoY Growth (\$ Millions)
- Figure Direct-to-Consumer Genetic Testing (DTC-GT) Consumption in Health and Wellness-based Genetic Tests
- Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market: Health and Wellness-based Genetic Tests (2014-2019) (\$ Millions)
- Figure Global Health and Wellness-based Genetic Tests YoY Growth (\$ Millions)
- Figure Direct-to-Consumer Genetic Testing (DTC-GT) Consumption in Entertainment-based Genetic Tests
- Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market: Entertainment-based Genetic Tests (2014-2019) (\$ Millions)
- Figure Global Entertainment-based Genetic Tests YoY Growth (\$ Millions)
- Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application (2014-2019) (\$ Millions)
- Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size in Ancestry-based Genetic Tests Growth Rate

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size in Health and Wellness-based Genetic Tests Growth Rate

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size in Entertainment-based Genetic Tests Growth Rate

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Revenue by Players (2017-2019) (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Revenue Market Share by Players (2017-2019)

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Revenue Market Share by Players in 2018

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Key Players Head office and Products Offered

Table Direct-to-Consumer Genetic Testing (DTC-GT) Concentration Ratio (CR3, CR5 and CR10) (2017-2019)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Regions 2014-2019 (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Regions 2014-2019

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Regions 2014-2019

Figure Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2014-2019 (\$ Millions)

Figure APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2014-2019 (\$ Millions)

Figure Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2014-2019 (\$ Millions)

Figure Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2014-2019 (\$ Millions)

Table Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Countries (2014-2019) (\$ Millions)

Table Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries (2014-2019)

Figure Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries in 2018

Table Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type

(2014-2019) (\$ Millions)

Table Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)

Figure Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type in 2018

Table Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application (2014-2019) (\$ Millions)

Table Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)

Figure Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application in 2018

Figure United States Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Canada Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Mexico Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Table APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Countries (2014-2019) (\$ Millions)

Table APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries (2014-2019)

Figure APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries in 2018

Table APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type (2014-2019) (\$ Millions)

Table APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)

Figure APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type in 2018

Table APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application (2014-2019) (\$ Millions)

Table APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)

Figure APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application in 2018

Figure China Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Japan Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Korea Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Southeast Asia Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure India Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Australia Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Table Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Countries (2014-2019) (\$ Millions)

Table Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries (2014-2019)

Figure Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries in 2018

Table Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type (2014-2019) (\$ Millions)

Table Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)

Figure Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type in 2018

Table Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application (2014-2019) (\$ Millions)

Table Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)

Figure Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application in 2018

Figure Germany Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure France Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure UK Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Italy Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Russia Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Spain Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Table Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size

by Countries (2014-2019) (\$ Millions)

Table Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries (2014-2019)

Figure Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Countries in 2018

Table Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Type (2014-2019) (\$ Millions)

Table Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type (2014-2019)

Figure Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Type in 2018

Table Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size by Application (2014-2019) (\$ Millions)

Table Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application (2014-2019)

Figure Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share by Application in 2018

Figure Egypt Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure South Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Israel Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Turkey Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure GCC Countries Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Growth 2014-2019 (\$ Millions)

Figure Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Forecast (2019-2024) (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Forecast by Regions (2019-2024) (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share Forecast by Regions

Figure Americas Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure APAC Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Europe Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)



Figure Middle East & Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure United States Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Canada Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Mexico Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Brazil Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure China Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Japan Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Korea Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Southeast Asia Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure India Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Australia Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Germany Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure France Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure UK Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Italy Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Russia Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Spain Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Egypt Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure South Africa Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure Israel Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$

Millions)

Figure Turkey Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Figure GCC Countries Direct-to-Consumer Genetic Testing (DTC-GT) Market Size 2019-2024 (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Forecast by Type (2019-2024) (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share Forecast by Type (2019-2024)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Forecast by Application (2019-2024) (\$ Millions)

Table Global Direct-to-Consumer Genetic Testing (DTC-GT) Market Size Market Share Forecast by Application (2019-2024)

Table EasyDNA Basic Information, Head Office, Major Market Areas and Its Competitors

Table EasyDNA Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure EasyDNA Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table Ancestry.com LLC Basic Information, Head Office, Major Market Areas and Its Competitors

Table Ancestry.com LLC Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure Ancestry.com LLC Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table 24Genetics Basic Information, Head Office, Major Market Areas and Its Competitors

Table 24Genetics Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure 24Genetics Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table Genebase Basic Information, Head Office, Major Market Areas and Its Competitors

Table Genebase Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure Genebase Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table Dante Labs Basic Information, Head Office, Major Market Areas and Its Competitors

Table Dante Labs Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure Dante Labs Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table MyHeritage Basic Information, Head Office, Major Market Areas and Its Competitors

Table MyHeritage Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure MyHeritage Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table Atlas Biomed Basic Information, Head Office, Major Market Areas and Its Competitors

Table Atlas Biomed Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure Atlas Biomed Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table Mapmygenome Basic Information, Head Office, Major Market Areas and Its Competitors

Table Mapmygenome Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure Mapmygenome Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

Table Family Tree DNA Basic Information, Head Office, Major Market Areas and Its Competitors

Table Family Tree DNA Direct-to-Consumer Genetic Testing (DTC-GT) Revenue and Gross Margin (2017-2019)

Figure Family Tree DNA Direct-to-Consumer Genetic Testing (DTC-GT) Market Share (2017-2019)

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