

Global Direct-to-consumer Genetic Testing Market Growth (Status and Outlook) 2025-2031

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Abstracts

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The global Direct-to-consumer Genetic Testing market size is predicted to grow from US\$ 2420 million in 2025 to US\$ 6269 million in 2031; it is expected to grow at a CAGR of 17.2% from 2025 to 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.

The Direct-to-consumer Genetic Testing (DTCGT) market is driven by increasing consumer interest in personalized health and wellness. With rising awareness of genetic testing's potential to provide insights into disease risk, ancestry, and inherited traits, more people are seeking these tests to better understand their genetic makeup. Advances in DNA sequencing technologies, which have made testing more accurate and affordable, have also contributed to market growth. Additionally, the ease of access to testing through online platforms and the increasing trend of consumers taking control of their health decisions are fueling the demand for DTCGT services.

Despite the growth, the DTCGT market faces several challenges, including concerns over the accuracy and reliability of test results. Without proper regulation, there are risks of misinterpretation of genetic data, which could lead to unnecessary anxiety or false health conclusions. Moreover, privacy and data security issues remain a significant concern for consumers, as genetic data is highly sensitive and can be misused if not

adequately protected. Regulatory challenges are also a hurdle, as many countries have yet to establish comprehensive guidelines for overseeing genetic testing services and ensuring their ethical use.

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 Genetic Testing Industry Forecast" looks at past sales and reviews total world Direct-to-consumer Genetic Testing sales in 2024, providing a comprehensive analysis by region and market sector of projected Direct-to-consumer Genetic Testing sales for 2025 through 2031. With Direct-to-consumer 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 Genetic Testing industry.

This Insight Report provides a comprehensive analysis of the global Direct-to-consumer 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 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 Genetic Testing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Direct-to-consumer 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 Genetic Testing.

This report presents a comprehensive overview, market shares, and growth opportunities of Direct-to-consumer Genetic Testing market by product type, application, key players and key regions and countries.

Segmentation by Type:

Diagnostic Screening

Preimplantation Genetic Diagnosis (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

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