

# Global Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests market size was valued at US\$ 859.9 million in 2023. With growing demand in downstream market, the Direct-to-consumer Relationship DNA Tests is forecast to a readjusted size of US\$ 2519.3 million by 2030 with a CAGR of 16.6% during review period.

The research report highlights the growth potential of the global Direct-to-consumer Relationship DNA Tests market. Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests. 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-to-consumer Relationship DNA Tests market.

The results of these tests can indicate whether tested individuals are biologically related to one another. For example, kinship testing can establish whether one person is the biological father of another (paternity testing).

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-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests market. It may include historical data, market segmentation by Type (e.g., Siblings DNA Test, Grandparentage Test), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests industry. This include advancements in Direct-to-consumer Relationship DNA Tests technology, Direct-to-consumer Relationship DNA Tests new entrants, Direct-to-consumer Relationship DNA Tests new investment, and other innovations that are shaping the future of Direct-to-consumer Relationship DNA Tests.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Direct-to-consumer Relationship DNA Tests market. It includes factors influencing customer ' purchasing decisions,

preferences for Direct-to-consumer Relationship DNA Tests product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Direct-to-consumer Relationship DNA Tests market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests market.

**Market Segmentation:**

Direct-to-consumer Relationship DNA Tests 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

Siblings DNA Test

Grandparentage Test

Genetic Reconstruction Test

Other

## 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-to-consumer Relationship DNA Tests Market Size 2019-2030
  - 2.1.2 Direct-to-consumer Relationship DNA Tests Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Direct-to-consumer Relationship DNA Tests Segment by Type
  - 2.2.1 Siblings DNA Test
  - 2.2.2 Grandparentage Test
  - 2.2.3 Genetic Reconstruction Test
  - 2.2.4 Other
- 2.3 Direct-to-consumer Relationship DNA Tests Market Size by Type
  - 2.3.1 Direct-to-consumer Relationship DNA Tests Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)
- 2.4 Direct-to-consumer Relationship DNA Tests Segment by Application
  - 2.4.1 Online
  - 2.4.2 Offline
- 2.5 Direct-to-consumer Relationship DNA Tests Market Size by Application
  - 2.5.1 Direct-to-consumer Relationship DNA Tests Market Size CAGR by Application (2019 VS 2023 VS 2030)
  - 2.5.2 Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

### 3 DIRECT-TO-CONSUMER RELATIONSHIP DNA TESTS MARKET SIZE BY



## **PLAYER**

### 3.1 Direct-to-consumer Relationship DNA Tests Market Size Market Share by Players

3.1.1 Global Direct-to-consumer Relationship DNA Tests Revenue by Players (2019-2024)

3.1.2 Global Direct-to-consumer Relationship DNA Tests Revenue Market Share by Players (2019-2024)

3.2 Global Direct-to-consumer Relationship DNA Tests 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-TO-CONSUMER RELATIONSHIP DNA TESTS BY REGIONS**

4.1 Direct-to-consumer Relationship DNA Tests Market Size by Regions (2019-2024)

4.2 Americas Direct-to-consumer Relationship DNA Tests Market Size Growth (2019-2024)

4.3 APAC Direct-to-consumer Relationship DNA Tests Market Size Growth (2019-2024)

4.4 Europe Direct-to-consumer Relationship DNA Tests Market Size Growth (2019-2024)

4.5 Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Growth (2019-2024)

## **5 AMERICAS**

5.1 Americas Direct-to-consumer Relationship DNA Tests Market Size by Country (2019-2024)

5.2 Americas Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024)

5.3 Americas Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Market Size by Region (2019-2024)

6.2 APAC Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024)

6.3 APAC Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests by Country (2019-2024)

7.2 Europe Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024)

7.3 Europe Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests by Region (2019-2024)

8.2 Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024)

8.3 Middle East & Africa Direct-to-consumer Relationship DNA Tests 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-TO-CONSUMER RELATIONSHIP DNA TESTS MARKET FORECAST**

10.1 Global Direct-to-consumer Relationship DNA Tests Forecast by Regions (2025-2030)

10.1.1 Global Direct-to-consumer Relationship DNA Tests Forecast by Regions (2025-2030)

10.1.2 Americas Direct-to-consumer Relationship DNA Tests Forecast

10.1.3 APAC Direct-to-consumer Relationship DNA Tests Forecast

10.1.4 Europe Direct-to-consumer Relationship DNA Tests Forecast

10.1.5 Middle East & Africa Direct-to-consumer Relationship DNA Tests Forecast

10.2 Americas Direct-to-consumer Relationship DNA Tests Forecast by Country (2025-2030)

10.2.1 United States Direct-to-consumer Relationship DNA Tests Market Forecast

10.2.2 Canada Direct-to-consumer Relationship DNA Tests Market Forecast

10.2.3 Mexico Direct-to-consumer Relationship DNA Tests Market Forecast

10.2.4 Brazil Direct-to-consumer Relationship DNA Tests Market Forecast

10.3 APAC Direct-to-consumer Relationship DNA Tests Forecast by Region (2025-2030)

10.3.1 China Direct-to-consumer Relationship DNA Tests Market Forecast

10.3.2 Japan Direct-to-consumer Relationship DNA Tests Market Forecast

10.3.3 Korea Direct-to-consumer Relationship DNA Tests Market Forecast

10.3.4 Southeast Asia Direct-to-consumer Relationship DNA Tests Market Forecast

10.3.5 India Direct-to-consumer Relationship DNA Tests Market Forecast

10.3.6 Australia Direct-to-consumer Relationship DNA Tests Market Forecast

10.4 Europe Direct-to-consumer Relationship DNA Tests Forecast by Country (2025-2030)

10.4.1 Germany Direct-to-consumer Relationship DNA Tests Market Forecast

10.4.2 France Direct-to-consumer Relationship DNA Tests Market Forecast

10.4.3 UK Direct-to-consumer Relationship DNA Tests Market Forecast

- 10.4.4 Italy Direct-to-consumer Relationship DNA Tests Market Forecast
- 10.4.5 Russia Direct-to-consumer Relationship DNA Tests Market Forecast
- 10.5 Middle East & Africa Direct-to-consumer Relationship DNA Tests Forecast by Region (2025-2030)
  - 10.5.1 Egypt Direct-to-consumer Relationship DNA Tests Market Forecast
  - 10.5.2 South Africa Direct-to-consumer Relationship DNA Tests Market Forecast
  - 10.5.3 Israel Direct-to-consumer Relationship DNA Tests Market Forecast
  - 10.5.4 Turkey Direct-to-consumer Relationship DNA Tests Market Forecast
  - 10.5.5 GCC Countries Direct-to-consumer Relationship DNA Tests Market Forecast
- 10.6 Global Direct-to-consumer Relationship DNA Tests Forecast by Type (2025-2030)
- 10.7 Global Direct-to-consumer Relationship DNA Tests Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

### 11.1 23andMe

- 11.1.1 23andMe Company Information
- 11.1.2 23andMe Direct-to-consumer Relationship DNA Tests Product Offered
- 11.1.3 23andMe Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
- 11.2.3 MyHeritage Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
- 11.3.3 LabCorp Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

- 11.4.3 Myriad Genetics Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.5.3 Ancestry.com Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.6.3 Quest Diagnostics Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.7.3 Gene By Gene Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.8.3 DNA Diagnostics Center Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.9.3 Invitae Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.10.3 IntelliGenetics Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.11.3 Ambry Genetics Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.12.3 Living DNA Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.13.3 EasyDNA Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.14.3 Pathway Genomics Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

11.15.3 Centrillion Technology Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

11.16.3 Xcode Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

11.17.3 Color Genomics Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

11.18.3 Anglia DNA Services Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

11.19.3 African Ancestry Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered

- 11.20.3 Canadian DNA Services Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.21.3 DNA Family Check Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.22.3 Alpha Biolaboratories Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.23.3 Test Me DNA Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.24.3 23 Mofang Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.25.3 Genetic Health Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.26.3 DNA Services of America Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.27.3 Shuwen Health Sciences Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.28.3 Mapmygenome Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Product Offered
  - 11.29.3 Full Genomes Direct-to-consumer Relationship DNA Tests 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-to-consumer Relationship DNA Tests Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Siblings DNA Test

Table 3. Major Players of Grandparentage Test

Table 4. Major Players of Genetic Reconstruction Test

Table 5. Major Players of Other

Table 6. Direct-to-consumer Relationship DNA Tests Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 7. Global Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024) & (\$ Millions)

Table 8. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Table 9. Direct-to-consumer Relationship DNA Tests Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 10. Global Direct-to-consumer Relationship DNA Tests Market Size by Application (2019-2024) & (\$ Millions)

Table 11. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Table 12. Global Direct-to-consumer Relationship DNA Tests Revenue by Players (2019-2024) & (\$ Millions)

Table 13. Global Direct-to-consumer Relationship DNA Tests Revenue Market Share by Player (2019-2024)

Table 14. Direct-to-consumer Relationship DNA Tests Key Players Head office and Products Offered

Table 15. Direct-to-consumer Relationship DNA Tests Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 16. New Products and Potential Entrants

Table 17. Mergers & Acquisitions, Expansion

Table 18. Global Direct-to-consumer Relationship DNA Tests Market Size by Regions 2019-2024 & (\$ Millions)

Table 19. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Regions (2019-2024)

Table 20. Global Direct-to-consumer Relationship DNA Tests Revenue by Country/Region (2019-2024) & (\$ millions)

Table 21. Global Direct-to-consumer Relationship DNA Tests Revenue Market Share by

Country/Region (2019-2024)

Table 22. Americas Direct-to-consumer Relationship DNA Tests Market Size by Country (2019-2024) & (\$ Millions)

Table 23. Americas Direct-to-consumer Relationship DNA Tests Market Size Market Share by Country (2019-2024)

Table 24. Americas Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024) & (\$ Millions)

Table 25. Americas Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Table 26. Americas Direct-to-consumer Relationship DNA Tests Market Size by Application (2019-2024) & (\$ Millions)

Table 27. Americas Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Table 28. APAC Direct-to-consumer Relationship DNA Tests Market Size by Region (2019-2024) & (\$ Millions)

Table 29. APAC Direct-to-consumer Relationship DNA Tests Market Size Market Share by Region (2019-2024)

Table 30. APAC Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024) & (\$ Millions)

Table 31. APAC Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Table 32. APAC Direct-to-consumer Relationship DNA Tests Market Size by Application (2019-2024) & (\$ Millions)

Table 33. APAC Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Table 34. Europe Direct-to-consumer Relationship DNA Tests Market Size by Country (2019-2024) & (\$ Millions)

Table 35. Europe Direct-to-consumer Relationship DNA Tests Market Size Market Share by Country (2019-2024)

Table 36. Europe Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024) & (\$ Millions)

Table 37. Europe Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Table 38. Europe Direct-to-consumer Relationship DNA Tests Market Size by Application (2019-2024) & (\$ Millions)

Table 39. Europe Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Table 40. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size by Region (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Market Share by Region (2019-2024)

Table 42. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size by Type (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Table 44. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size by Application (2019-2024) & (\$ Millions)

Table 45. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Table 46. Key Market Drivers & Growth Opportunities of Direct-to-consumer Relationship DNA Tests

Table 47. Key Market Challenges & Risks of Direct-to-consumer Relationship DNA Tests

Table 48. Key Industry Trends of Direct-to-consumer Relationship DNA Tests

Table 49. Global Direct-to-consumer Relationship DNA Tests Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 50. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share Forecast by Regions (2025-2030)

Table 51. Global Direct-to-consumer Relationship DNA Tests Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 52. Global Direct-to-consumer Relationship DNA Tests Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 53. 23andMe Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 54. 23andMe Direct-to-consumer Relationship DNA Tests Product Offered

Table 55. 23andMe Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 56. 23andMe Main Business

Table 57. 23andMe Latest Developments

Table 58. MyHeritage Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 59. MyHeritage Direct-to-consumer Relationship DNA Tests Product Offered

Table 60. MyHeritage Main Business

Table 61. MyHeritage Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 62. MyHeritage Latest Developments

Table 63. LabCorp Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

- Table 64. LabCorp Direct-to-consumer Relationship DNA Tests Product Offered
- Table 65. LabCorp Main Business
- Table 66. LabCorp Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 67. LabCorp Latest Developments
- Table 68. Myriad Genetics Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 69. Myriad Genetics Direct-to-consumer Relationship DNA Tests Product Offered
- Table 70. Myriad Genetics Main Business
- Table 71. Myriad Genetics Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 72. Myriad Genetics Latest Developments
- Table 73. Ancestry.com Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 74. Ancestry.com Direct-to-consumer Relationship DNA Tests Product Offered
- Table 75. Ancestry.com Main Business
- Table 76. Ancestry.com Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 77. Ancestry.com Latest Developments
- Table 78. Quest Diagnostics Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 79. Quest Diagnostics Direct-to-consumer Relationship DNA Tests Product Offered
- Table 80. Quest Diagnostics Main Business
- Table 81. Quest Diagnostics Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 82. Quest Diagnostics Latest Developments
- Table 83. Gene By Gene Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 84. Gene By Gene Direct-to-consumer Relationship DNA Tests Product Offered
- Table 85. Gene By Gene Main Business
- Table 86. Gene By Gene Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 87. Gene By Gene Latest Developments
- Table 88. DNA Diagnostics Center Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 89. DNA Diagnostics Center Direct-to-consumer Relationship DNA Tests Product Offered
- Table 90. DNA Diagnostics Center Main Business



- Table 91. DNA Diagnostics Center Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 92. DNA Diagnostics Center Latest Developments
- Table 93. Invitae Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 94. Invitae Direct-to-consumer Relationship DNA Tests Product Offered
- Table 95. Invitae Main Business
- Table 96. Invitae Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 97. Invitae Latest Developments
- Table 98. IntelliGenetics Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 99. IntelliGenetics Direct-to-consumer Relationship DNA Tests Product Offered
- Table 100. IntelliGenetics Main Business
- Table 101. IntelliGenetics Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 102. IntelliGenetics Latest Developments
- Table 103. Ambry Genetics Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 104. Ambry Genetics Direct-to-consumer Relationship DNA Tests Product Offered
- Table 105. Ambry Genetics Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 106. Ambry Genetics Main Business
- Table 107. Ambry Genetics Latest Developments
- Table 108. Living DNA Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 109. Living DNA Direct-to-consumer Relationship DNA Tests Product Offered
- Table 110. Living DNA Main Business
- Table 111. Living DNA Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 112. Living DNA Latest Developments
- Table 113. EasyDNA Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 114. EasyDNA Direct-to-consumer Relationship DNA Tests Product Offered
- Table 115. EasyDNA Main Business
- Table 116. EasyDNA Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 117. EasyDNA Latest Developments

Table 118. Pathway Genomics Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 119. Pathway Genomics Direct-to-consumer Relationship DNA Tests Product Offered

Table 120. Pathway Genomics Main Business

Table 121. Pathway Genomics Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 122. Pathway Genomics Latest Developments

Table 123. Centrillion Technology Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 124. Centrillion Technology Direct-to-consumer Relationship DNA Tests Product Offered

Table 125. Centrillion Technology Main Business

Table 126. Centrillion Technology Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 127. Centrillion Technology Latest Developments

Table 128. Xcode Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 129. Xcode Direct-to-consumer Relationship DNA Tests Product Offered

Table 130. Xcode Main Business

Table 131. Xcode Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 132. Xcode Latest Developments

Table 133. Color Genomics Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 134. Color Genomics Direct-to-consumer Relationship DNA Tests Product Offered

Table 135. Color Genomics Main Business

Table 136. Color Genomics Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 137. Color Genomics Latest Developments

Table 138. Anglia DNA Services Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 139. Anglia DNA Services Direct-to-consumer Relationship DNA Tests Product Offered

Table 140. Anglia DNA Services Main Business

Table 141. Anglia DNA Services Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 142. Anglia DNA Services Latest Developments

Table 143. African Ancestry Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 144. African Ancestry Direct-to-consumer Relationship DNA Tests Product Offered

Table 145. African Ancestry Main Business

Table 146. African Ancestry Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 147. African Ancestry Latest Developments

Table 148. Canadian DNA Services Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 149. Canadian DNA Services Direct-to-consumer Relationship DNA Tests Product Offered

Table 150. Canadian DNA Services Main Business

Table 151. Canadian DNA Services Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 152. Canadian DNA Services Latest Developments

Table 153. DNA Family Check Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 154. DNA Family Check Direct-to-consumer Relationship DNA Tests Product Offered

Table 155. DNA Family Check Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 156. DNA Family Check Main Business

Table 157. DNA Family Check Latest Developments

Table 158. Alpha Biolaboratories Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 159. Alpha Biolaboratories Direct-to-consumer Relationship DNA Tests Product Offered

Table 160. Alpha Biolaboratories Main Business

Table 161. Alpha Biolaboratories Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 162. Alpha Biolaboratories Latest Developments

Table 163. Test Me DNA Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 164. Test Me DNA Direct-to-consumer Relationship DNA Tests Product Offered

Table 165. Test Me DNA Main Business

Table 166. Test Me DNA Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 167. Test Me DNA Latest Developments



- Table 168. 23 Mofang Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 169. 23 Mofang Direct-to-consumer Relationship DNA Tests Product Offered
- Table 170. 23 Mofang Main Business
- Table 171. 23 Mofang Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 172. 23 Mofang Latest Developments
- Table 173. Genetic Health Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 174. Genetic Health Direct-to-consumer Relationship DNA Tests Product Offered
- Table 175. Genetic Health Main Business
- Table 176. Genetic Health Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 177. Genetic Health Latest Developments
- Table 178. DNA Services of America Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 179. DNA Services of America Direct-to-consumer Relationship DNA Tests Product Offered
- Table 180. DNA Services of America Main Business
- Table 181. DNA Services of America Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 182. DNA Services of America Latest Developments
- Table 183. Shuwen Health Sciences Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 184. Shuwen Health Sciences Direct-to-consumer Relationship DNA Tests Product Offered
- Table 185. Shuwen Health Sciences Main Business
- Table 186. Shuwen Health Sciences Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 187. Shuwen Health Sciences Latest Developments
- Table 188. Mapmygenome Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors
- Table 189. Mapmygenome Direct-to-consumer Relationship DNA Tests Product Offered
- Table 190. Mapmygenome Main Business
- Table 191. Mapmygenome Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)
- Table 192. Mapmygenome Latest Developments
- Table 193. Full Genomes Details, Company Type, Direct-to-consumer Relationship DNA Tests Area Served and Its Competitors

Table 194. Full Genomes Direct-to-consumer Relationship DNA Tests Product Offered

Table 195. Full Genomes Main Business

Table 196. Full Genomes Direct-to-consumer Relationship DNA Tests Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 197. Full Genomes Latest Developments

## List Of Figures

### LIST OF FIGURES

Figure 1. Direct-to-consumer Relationship DNA Tests Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Direct-to-consumer Relationship DNA Tests Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Direct-to-consumer Relationship DNA Tests Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Direct-to-consumer Relationship DNA Tests Sales Market Share by Country/Region (2023)

Figure 8. Direct-to-consumer Relationship DNA Tests Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type in 2023

Figure 10. Direct-to-consumer Relationship DNA Tests in Online

Figure 11. Global Direct-to-consumer Relationship DNA Tests Market: Online (2019-2024) & (\$ Millions)

Figure 12. Direct-to-consumer Relationship DNA Tests in Offline

Figure 13. Global Direct-to-consumer Relationship DNA Tests Market: Offline (2019-2024) & (\$ Millions)

Figure 14. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application in 2023

Figure 15. Global Direct-to-consumer Relationship DNA Tests Revenue Market Share by Player in 2023

Figure 16. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share by Regions (2019-2024)

Figure 17. Americas Direct-to-consumer Relationship DNA Tests Market Size 2019-2024 (\$ Millions)

Figure 18. APAC Direct-to-consumer Relationship DNA Tests Market Size 2019-2024 (\$ Millions)

Figure 19. Europe Direct-to-consumer Relationship DNA Tests Market Size 2019-2024 (\$ Millions)

Figure 20. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size 2019-2024 (\$ Millions)

Figure 21. Americas Direct-to-consumer Relationship DNA Tests Value Market Share

by Country in 2023

Figure 22. United States Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 23. Canada Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 24. Mexico Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 25. Brazil Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 26. APAC Direct-to-consumer Relationship DNA Tests Market Size Market Share by Region in 2023

Figure 27. APAC Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type in 2023

Figure 28. APAC Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application in 2023

Figure 29. China Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 30. Japan Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Korea Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Southeast Asia Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 33. India Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Australia Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 35. Europe Direct-to-consumer Relationship DNA Tests Market Size Market Share by Country in 2023

Figure 36. Europe Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Figure 37. Europe Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Figure 38. Germany Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 39. France Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 40. UK Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 41. Italy Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Russia Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Market Share by Region (2019-2024)

Figure 44. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Market Share by Type (2019-2024)

Figure 45. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size Market Share by Application (2019-2024)

Figure 46. Egypt Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 47. South Africa Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 48. Israel Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Turkey Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 50. GCC Country Direct-to-consumer Relationship DNA Tests Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Americas Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 52. APAC Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 53. Europe Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 54. Middle East & Africa Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 55. United States Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 56. Canada Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 57. Mexico Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 58. Brazil Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 59. China Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 60. Japan Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$

Millions)

Figure 61. Korea Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 62. Southeast Asia Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 63. India Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 64. Australia Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 65. Germany Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 66. France Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 67. UK Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 68. Italy Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 69. Russia Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 70. Spain Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 71. Egypt Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 72. South Africa Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 73. Israel Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 74. Turkey Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 75. GCC Countries Direct-to-consumer Relationship DNA Tests Market Size 2025-2030 (\$ Millions)

Figure 76. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share Forecast by Type (2025-2030)

Figure 77. Global Direct-to-consumer Relationship DNA Tests Market Size Market Share Forecast by Application (2025-2030)

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