

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

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Abstracts

According to this study, the global DTC Genetic Testing market size will reach US\$ million by 2031.

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.

United States market for DTC Genetic Testing is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for DTC Genetic Testing is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for DTC Genetic Testing is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key DTC Genetic Testing players cover 23andMe, Ancestry, Color, EasyDNA, Family Tree DNA?Gene by Gene?, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the "DTC Genetic Testing Industry Forecast" looks at past sales and reviews total world DTC Genetic Testing sales in 2024, providing a comprehensive analysis by region and market sector of projected

DTC Genetic Testing sales for 2025 through 2031. With 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 DTC Genetic Testing industry.

This Insight Report provides a comprehensive analysis of the global 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 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 DTC Genetic Testing market.

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

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

Segmentation by Type:

Targeted Analysis

Single Nucleotide Polymorphism (SNP) Chips

Whole Genome Sequencing (WGS)

Segmentation by Application:

Carrier Testing

Predictive Testing

Ancestry and Relationship Testing

Nutrigenomics Testing

Others

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

Ancestry

Color

EasyDNA

Family Tree DNA?Gene by Gene?

Full Genomes

Genesis HealthCare

Helix

Identigene

Karmagenes

Living DNA

MapMyGenome

MyHeritage

Pathway Genomics

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Figure 80. Global DTC Genetic Testing Market Size Market Share Forecast by Type (2026-2031)

Figure 81. Global DTC Genetic Testing Market Size Market Share Forecast by Application (2026-2031)

Figure 82. GCC Countries DTC Genetic Testing Market Size 2026-2031 (\$ millions)

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