

# Global Direct-To-Consumer (DTC) Genetic Testing Industry Research Report, Competitive Landscape, Market Size, Regional Status and Prospect

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## Abstracts

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.

The report combines extensive quantitative analysis and exhaustive qualitative analysis, ranges from a macro overview of the total market size, industry chain, and market dynamics to micro details of segment markets by type, application and region, and, as a result, provides a holistic view of, as well as a deep insight into the Direct-To-Consumer (DTC) Genetic Testing market covering all its essential aspects.

For the competitive landscape, the report also introduces players in the industry from the perspective of the market share, concentration ratio, etc., and describes the leading companies in detail, with which the readers can get a better idea of their competitors and acquire an in-depth understanding of the competitive situation. Further, mergers & acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts will all be considered.

In a nutshell, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the market in any manner.

Key players in the global Direct-To-Consumer (DTC) Genetic Testing market are

covered in Chapter 9:

Any Lab Test Now

Laboratory Corporation of America® Holdings

Ancestry.com, LLC

Gene by Gene, Ltd.

Request A Test, Ltd.

Direct Laboratory Services, LLC

Color Genomics, Inc.

Mapmygenome India Limited

Positive Bioscience, Inc.

Counsyl, Inc.

Xcode Life Sciences

Quest Diagnostics, Inc.

Sonora Quest Laboratories LLC

23andMe, Inc.

In Chapter 5 and Chapter 7.3, based on types, the Direct-To-Consumer (DTC) Genetic Testing market from 2017 to 2027 is primarily split into:

Carrier Testing

Predictive Testing

Ancestry & Relationship Testing

## Nutrigenomics Testing

In Chapter 6 and Chapter 7.4, based on applications, the Direct-To-Consumer (DTC) Genetic Testing market from 2017 to 2027 covers:

Hospital

Doctors Office

Other

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historical data and forecast (2017-2027) of the following regions are covered in Chapter 4 and Chapter 7:

United States

Europe

China

Japan

India

Southeast Asia

Latin America

Middle East and Africa

Client Focus

1. Does this report consider the impact of COVID-19 and the Russia-Ukraine war on the Direct-To-Consumer (DTC) Genetic Testing market?

Yes. As the COVID-19 and the Russia-Ukraine war are profoundly affecting the global supply chain relationship and raw material price system, we have definitely taken them into consideration throughout the research, and in Chapters 1.7, 2.7, 4.X.1, 7.5, 8.7, we

elaborate at full length on the impact of the pandemic and the war on the Direct-To-Consumer (DTC) Genetic Testing Industry.

2. How do you determine the list of the key players included in the report?

With the aim of clearly revealing the competitive situation of the industry, we concretely analyze not only the leading enterprises that have a voice on a global scale, but also the regional small and medium-sized companies that play key roles and have plenty of potential growth.

Please find the key player list in Summary.

3. What are your main data sources?

Both Primary and Secondary data sources are being used while compiling the report.

Primary sources include extensive interviews of key opinion leaders and industry experts (such as experienced front-line staff, directors, CEOs, and marketing executives), downstream distributors, as well as end-users.

Secondary sources include the research of the annual and financial reports of the top companies, public files, new journals, etc. We also cooperate with some third-party databases.

Please find a more complete list of data sources in Chapters 11.2.1 & 11.2.2.

4. Can I modify the scope of the report and customize it to suit my requirements?

Yes. Customized requirements of multi-dimensional, deep-level and high-quality can help our customers precisely grasp market opportunities, effortlessly confront market challenges, properly formulate market strategies and act promptly, thus to win them sufficient time and space for market competition.

## Outline

Chapter 1 mainly defines the market scope and introduces the macro overview of the industry, with an executive summary of different market segments ((by type, application, region, etc.)), including the definition, market size, and trend of each market segment.

Chapter 2 provides a qualitative analysis of the current status and future trends of the market. Industry Entry Barriers, market drivers, market challenges, emerging markets, consumer preference analysis, together with the impact of the COVID-19 outbreak will all be thoroughly explained.

Chapter 3 analyzes the current competitive situation of the market by providing data regarding the players, including their sales volume and revenue with corresponding market shares, price and gross margin. In addition, information about market concentration ratio, mergers, acquisitions, and expansion plans will also be covered.

Chapter 4 focuses on the regional market, presenting detailed data (i.e., sales volume, revenue, price, gross margin) of the most representative regions and countries in the world.

Chapter 5 provides the analysis of various market segments according to product types, covering sales volume, revenue along with market share and growth rate, plus the price analysis of each type.

Chapter 6 shows the breakdown data of different applications, including the consumption and revenue with market share and growth rate, with the aim of helping the readers to take a close-up look at the downstream market.

Chapter 7 provides a combination of quantitative and qualitative analyses of the market size and development trends in the next five years. The forecast information of the whole, as well as the breakdown market, offers the readers a chance to look into the future of the industry.

Chapter 8 is the analysis of the whole market industrial chain, covering key raw materials suppliers and price analysis, manufacturing cost structure analysis, alternative product analysis, also providing information on major distributors, downstream buyers, and the impact of COVID-19 pandemic.

Chapter 9 shares a list of the key players in the market, together with their basic information, product profiles, market performance (i.e., sales volume, price, revenue, gross margin), recent development, SWOT analysis, etc.

Chapter 10 is the conclusion of the report which helps the readers to sum up the main findings and points.

Chapter 11 introduces the market research methods and data sources.

Years considered for this report:

Historical Years: 2017-2021

Base Year: 2021

Estimated Year: 2022

Forecast Period: 2022-2027

## Contents

### 1 DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OVERVIEW

1.1 Product Overview and Scope of Direct-To-Consumer (DTC) Genetic Testing Market

1.2 Direct-To-Consumer (DTC) Genetic Testing Market Segment by Type

1.2.1 Global Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and CAGR (%) Comparison by Type (2017-2027)

1.3 Global Direct-To-Consumer (DTC) Genetic Testing Market Segment by Application

1.3.1 Direct-To-Consumer (DTC) Genetic Testing Market Consumption (Sales Volume) Comparison by Application (2017-2027)

1.4 Global Direct-To-Consumer (DTC) Genetic Testing Market, Region Wise (2017-2027)

1.4.1 Global Direct-To-Consumer (DTC) Genetic Testing Market Size (Revenue) and CAGR (%) Comparison by Region (2017-2027)

1.4.2 United States Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.3 Europe Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.4 China Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.5 Japan Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.6 India Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.7 Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.8 Latin America Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.4.9 Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Market Status and Prospect (2017-2027)

1.5 Global Market Size of Direct-To-Consumer (DTC) Genetic Testing (2017-2027)

1.5.1 Global Direct-To-Consumer (DTC) Genetic Testing Market Revenue Status and Outlook (2017-2027)

1.5.2 Global Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume Status and Outlook (2017-2027)

1.6 Global Macroeconomic Analysis

1.7 The impact of the Russia-Ukraine war on the Direct-To-Consumer (DTC) Genetic Testing Market

## **2 INDUSTRY OUTLOOK**

2.1 Direct-To-Consumer (DTC) Genetic Testing Industry Technology Status and Trends

2.2 Industry Entry Barriers

2.2.1 Analysis of Financial Barriers

2.2.2 Analysis of Technical Barriers

2.2.3 Analysis of Talent Barriers

2.2.4 Analysis of Brand Barrier

2.3 Direct-To-Consumer (DTC) Genetic Testing Market Drivers Analysis

2.4 Direct-To-Consumer (DTC) Genetic Testing Market Challenges Analysis

2.5 Emerging Market Trends

2.6 Consumer Preference Analysis

2.7 Direct-To-Consumer (DTC) Genetic Testing Industry Development Trends under COVID-19 Outbreak

2.7.1 Global COVID-19 Status Overview

2.7.2 Influence of COVID-19 Outbreak on Direct-To-Consumer (DTC) Genetic Testing Industry Development

## **3 GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET LANDSCAPE BY PLAYER**

3.1 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Share by Player (2017-2022)

3.2 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Market Share by Player (2017-2022)

3.3 Global Direct-To-Consumer (DTC) Genetic Testing Average Price by Player (2017-2022)

3.4 Global Direct-To-Consumer (DTC) Genetic Testing Gross Margin by Player (2017-2022)

3.5 Direct-To-Consumer (DTC) Genetic Testing Market Competitive Situation and Trends

3.5.1 Direct-To-Consumer (DTC) Genetic Testing Market Concentration Rate

3.5.2 Direct-To-Consumer (DTC) Genetic Testing Market Share of Top 3 and Top 6 Players

3.5.3 Mergers & Acquisitions, Expansion

## **4 GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING SALES VOLUME AND REVENUE REGION WISE (2017-2022)**



- 4.1 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Market Share, Region Wise (2017-2022)
- 4.2 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Market Share, Region Wise (2017-2022)
- 4.3 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
- 4.4 United States Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.4.1 United States Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.5 Europe Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.5.1 Europe Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.6 China Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.6.1 China Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.7 Japan Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.7.1 Japan Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.8 India Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.8.1 India Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.9 Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.9.1 Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.10 Latin America Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.10.1 Latin America Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19
- 4.11 Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue, Price and Gross Margin (2017-2022)
  - 4.11.1 Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Market Under COVID-19

## **5 GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING SALES VOLUME, REVENUE, PRICE TREND BY TYPE**

5.1 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Market Share by Type (2017-2022)

5.2 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Market Share by Type (2017-2022)

5.3 Global Direct-To-Consumer (DTC) Genetic Testing Price by Type (2017-2022)

5.4 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue and Growth Rate by Type (2017-2022)

5.4.1 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue and Growth Rate of Carrier Testing (2017-2022)

5.4.2 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue and Growth Rate of Predictive Testing (2017-2022)

5.4.3 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue and Growth Rate of Ancestry & Relationship Testing (2017-2022)

5.4.4 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue and Growth Rate of Nutrigenomics Testing (2017-2022)

## **6 GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET ANALYSIS BY APPLICATION**

6.1 Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Market Share by Application (2017-2022)

6.2 Global Direct-To-Consumer (DTC) Genetic Testing Consumption Revenue and Market Share by Application (2017-2022)

6.3 Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate by Application (2017-2022)

6.3.1 Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate of Hospital (2017-2022)

6.3.2 Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate of Doctors Office (2017-2022)

6.3.3 Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate of Other (2017-2022)

## **7 GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET FORECAST (2022-2027)**

7.1 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue Forecast (2022-2027)

7.1.1 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate Forecast (2022-2027)

7.1.2 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Growth Rate Forecast (2022-2027)

7.1.3 Global Direct-To-Consumer (DTC) Genetic Testing Price and Trend Forecast (2022-2027)

7.2 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast, Region Wise (2022-2027)

7.2.1 United States Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.2 Europe Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.3 China Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.4 Japan Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.5 India Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.6 Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.7 Latin America Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.2.8 Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Revenue Forecast (2022-2027)

7.3 Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue and Price Forecast by Type (2022-2027)

7.3.1 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Growth Rate of Carrier Testing (2022-2027)

7.3.2 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Growth Rate of Predictive Testing (2022-2027)

7.3.3 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Growth Rate of Ancestry & Relationship Testing (2022-2027)

7.3.4 Global Direct-To-Consumer (DTC) Genetic Testing Revenue and Growth Rate of Nutrigenomics Testing (2022-2027)

7.4 Global Direct-To-Consumer (DTC) Genetic Testing Consumption Forecast by Application (2022-2027)

7.4.1 Global Direct-To-Consumer (DTC) Genetic Testing Consumption Value and Growth Rate of Hospital(2022-2027)

7.4.2 Global Direct-To-Consumer (DTC) Genetic Testing Consumption Value and Growth Rate of Doctors Office(2022-2027)

7.4.3 Global Direct-To-Consumer (DTC) Genetic Testing Consumption Value and

Growth Rate of Other(2022-2027)

7.5 Direct-To-Consumer (DTC) Genetic Testing Market Forecast Under COVID-19

## **8 DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET UPSTREAM AND DOWNSTREAM ANALYSIS**

8.1 Direct-To-Consumer (DTC) Genetic Testing Industrial Chain Analysis

8.2 Key Raw Materials Suppliers and Price Analysis

8.3 Manufacturing Cost Structure Analysis

8.3.1 Labor Cost Analysis

8.3.2 Energy Costs Analysis

8.3.3 R&D Costs Analysis

8.4 Alternative Product Analysis

8.5 Major Distributors of Direct-To-Consumer (DTC) Genetic Testing Analysis

8.6 Major Downstream Buyers of Direct-To-Consumer (DTC) Genetic Testing Analysis

8.7 Impact of COVID-19 and the Russia-Ukraine war on the Upstream and Downstream in the Direct-To-Consumer (DTC) Genetic Testing Industry

## **9 PLAYERS PROFILES**

9.1 Any Lab Test Now

9.1.1 Any Lab Test Now Basic Information, Manufacturing Base, Sales Region and Competitors

9.1.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.1.3 Any Lab Test Now Market Performance (2017-2022)

9.1.4 Recent Development

9.1.5 SWOT Analysis

9.2 Laboratory Corporation of America® Holdings

9.2.1 Laboratory Corporation of America® Holdings Basic Information, Manufacturing Base, Sales Region and Competitors

9.2.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.2.3 Laboratory Corporation of America® Holdings Market Performance (2017-2022)

9.2.4 Recent Development

9.2.5 SWOT Analysis

9.3 Ancestry.com, LLC

9.3.1 Ancestry.com, LLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.3.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.3.3 Ancestry.com, LLC Market Performance (2017-2022)

9.3.4 Recent Development

9.3.5 SWOT Analysis

9.4 Gene by Gene, Ltd.

9.4.1 Gene by Gene, Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors

9.4.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.4.3 Gene by Gene, Ltd. Market Performance (2017-2022)

9.4.4 Recent Development

9.4.5 SWOT Analysis

9.5 Request A Test, Ltd.

9.5.1 Request A Test, Ltd. Basic Information, Manufacturing Base, Sales Region and Competitors

9.5.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.5.3 Request A Test, Ltd. Market Performance (2017-2022)

9.5.4 Recent Development

9.5.5 SWOT Analysis

9.6 Direct Laboratory Services, LLC

9.6.1 Direct Laboratory Services, LLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.6.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.6.3 Direct Laboratory Services, LLC Market Performance (2017-2022)

9.6.4 Recent Development

9.6.5 SWOT Analysis

9.7 Color Genomics, Inc.

9.7.1 Color Genomics, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.7.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.7.3 Color Genomics, Inc. Market Performance (2017-2022)

9.7.4 Recent Development

9.7.5 SWOT Analysis

9.8 Mapmygenome India Limited

9.8.1 Mapmygenome India Limited Basic Information, Manufacturing Base, Sales

## Region and Competitors

9.8.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.8.3 Mapmygenome India Limited Market Performance (2017-2022)

9.8.4 Recent Development

9.8.5 SWOT Analysis

## 9.9 Positive Bioscience, Inc.

9.9.1 Positive Bioscience, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.9.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.9.3 Positive Bioscience, Inc. Market Performance (2017-2022)

9.9.4 Recent Development

9.9.5 SWOT Analysis

## 9.10 Counsyl, Inc.

9.10.1 Counsyl, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.10.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.10.3 Counsyl, Inc. Market Performance (2017-2022)

9.10.4 Recent Development

9.10.5 SWOT Analysis

## 9.11 Xcode Life Sciences

9.11.1 Xcode Life Sciences Basic Information, Manufacturing Base, Sales Region and Competitors

9.11.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.11.3 Xcode Life Sciences Market Performance (2017-2022)

9.11.4 Recent Development

9.11.5 SWOT Analysis

## 9.12 Quest Diagnostics, Inc.

9.12.1 Quest Diagnostics, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.12.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.12.3 Quest Diagnostics, Inc. Market Performance (2017-2022)

9.12.4 Recent Development

9.12.5 SWOT Analysis

## 9.13 Sonora Quest Laboratories LLC

9.13.1 Sonora Quest Laboratories LLC Basic Information, Manufacturing Base, Sales Region and Competitors

9.13.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.13.3 Sonora Quest Laboratories LLC Market Performance (2017-2022)

9.13.4 Recent Development

9.13.5 SWOT Analysis

9.14 23andMe, Inc.

9.14.1 23andMe, Inc. Basic Information, Manufacturing Base, Sales Region and Competitors

9.14.2 Direct-To-Consumer (DTC) Genetic Testing Product Profiles, Application and Specification

9.14.3 23andMe, Inc. Market Performance (2017-2022)

9.14.4 Recent Development

9.14.5 SWOT Analysis

## **10 RESEARCH FINDINGS AND CONCLUSION**

## **11 APPENDIX**

11.1 Methodology

11.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Direct-To-Consumer (DTC) Genetic Testing Product Picture

Table Global Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and CAGR (%) Comparison by Type

Table Direct-To-Consumer (DTC) Genetic Testing Market Consumption (Sales Volume) Comparison by Application (2017-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Market Size (Revenue, Million USD) and CAGR (%) (2017-2027)

Figure United States Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Europe Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure China Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Japan Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure India Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Latin America Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)



Figure Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate (2017-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume Status and Outlook (2017-2027)

Table Global Macroeconomic Analysis

Figure Global COVID-19 Status Overview

Table Influence of COVID-19 Outbreak on Direct-To-Consumer (DTC) Genetic Testing Industry Development

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume by Player (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Share by Player (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Share by Player in 2021

Table Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) by Player (2017-2022)

Table Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share by Player (2017-2022)

Table Direct-To-Consumer (DTC) Genetic Testing Price by Player (2017-2022)

Table Direct-To-Consumer (DTC) Genetic Testing Gross Margin by Player (2017-2022)

Table Mergers & Acquisitions, Expansion Plans

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Region Wise (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Market Share, Region Wise (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Market Share, Region Wise in 2021

Table Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD), Region Wise (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share, Region Wise (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share, Region Wise (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share, Region Wise in 2021

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table United States Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Europe Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table China Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Japan Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table India Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Latin America Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume by Type (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Market Share by Type (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Market Share by Type in 2021

Table Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) by Type (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share by Type (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share by Type in 2021

Table Direct-To-Consumer (DTC) Genetic Testing Price by Type (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate of Carrier Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Carrier Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate of Predictive Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Predictive Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate of Ancestry & Relationship Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Ancestry & Relationship Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate of Nutrigenomics Testing (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Nutrigenomics Testing (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption by Application (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption Market Share by Application (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption Revenue (Million USD) by Application (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption Revenue Market Share by Application (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate of Hospital (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate of Doctors Office (2017-2022)

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption and Growth Rate of Other (2017-2022)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate Forecast (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate Forecast (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Price and Trend Forecast (2022-2027)

Figure USA Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure USA Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Europe Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure China Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure China Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Japan Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure India Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure India Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Southeast Asia Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Latin America Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume and Growth Rate Forecast Analysis (2022-2027)

Figure Middle East and Africa Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) and Growth Rate Forecast Analysis (2022-2027)

Table Global Direct-To-Consumer (DTC) Genetic Testing Market Sales Volume Forecast, by Type

Table Global Direct-To-Consumer (DTC) Genetic Testing Sales Volume Market Share Forecast, by Type

Table Global Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) Forecast, by Type

Table Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share Forecast, by Type

Table Global Direct-To-Consumer (DTC) Genetic Testing Price Forecast, by Type

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Carrier Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Carrier Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Predictive Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Predictive Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Ancestry & Relationship Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Ancestry & Relationship Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Nutrigenomics Testing (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Revenue (Million USD) and Growth Rate of Nutrigenomics Testing (2022-2027)

Table Global Direct-To-Consumer (DTC) Genetic Testing Market Consumption Forecast, by Application

Table Global Direct-To-Consumer (DTC) Genetic Testing Consumption Market Share Forecast, by Application

Table Global Direct-To-Consumer (DTC) Genetic Testing Market Revenue (Million USD) Forecast, by Application

Table Global Direct-To-Consumer (DTC) Genetic Testing Revenue Market Share Forecast, by Application

Figure Global Direct-To-Consumer (DTC) Genetic Testing Consumption Value (Million USD) and Growth Rate of Hospital (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Consumption Value (Million USD) and Growth Rate of Doctors Office (2022-2027)

Figure Global Direct-To-Consumer (DTC) Genetic Testing Consumption Value (Million USD) and Growth Rate of Other (2022-2027)

Figure Direct-To-Consumer (DTC) Genetic Testing Industrial Chain Analysis

Table Key Raw Materials Suppliers and Price Analysis

Figure Manufacturing Cost Structure Analysis

Table Alternative Product Analysis

Table Downstream Distributors

Table Downstream Buyers

Table Any Lab Test Now Profile

Table Any Lab Test Now Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Any Lab Test Now Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Any Lab Test Now Revenue (Million USD) Market Share 2017-2022

Table Laboratory Corporation of America® Holdings Profile

Table Laboratory Corporation of America® Holdings Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Laboratory Corporation of America® Holdings Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Laboratory Corporation of America® Holdings Revenue (Million USD) Market Share 2017-2022

Table Ancestry.com, LLC Profile

Table Ancestry.com, LLC Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Ancestry.com, LLC Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Ancestry.com, LLC Revenue (Million USD) Market Share 2017-2022

Table Gene by Gene, Ltd. Profile

Table Gene by Gene, Ltd. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Gene by Gene, Ltd. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Gene by Gene, Ltd. Revenue (Million USD) Market Share 2017-2022

Table Request A Test, Ltd. Profile

Table Request A Test, Ltd. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Request A Test, Ltd. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Request A Test, Ltd. Revenue (Million USD) Market Share 2017-2022

Table Direct Laboratory Services, LLC Profile

Table Direct Laboratory Services, LLC Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Direct Laboratory Services, LLC Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Direct Laboratory Services, LLC Revenue (Million USD) Market Share 2017-2022

Table Color Genomics, Inc. Profile

Table Color Genomics, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Color Genomics, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Color Genomics, Inc. Revenue (Million USD) Market Share 2017-2022

Table Mapmygenome India Limited Profile

Table Mapmygenome India Limited Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Mapmygenome India Limited Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Mapmygenome India Limited Revenue (Million USD) Market Share 2017-2022

Table Positive Bioscience, Inc. Profile

Table Positive Bioscience, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Positive Bioscience, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate



Figure Positive Bioscience, Inc. Revenue (Million USD) Market Share 2017-2022

Table Counsyl, Inc. Profile

Table Counsyl, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Counsyl, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Counsyl, Inc. Revenue (Million USD) Market Share 2017-2022

Table Xcode Life Sciences Profile

Table Xcode Life Sciences Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Xcode Life Sciences Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Xcode Life Sciences Revenue (Million USD) Market Share 2017-2022

Table Quest Diagnostics, Inc. Profile

Table Quest Diagnostics, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Quest Diagnostics, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Quest Diagnostics, Inc. Revenue (Million USD) Market Share 2017-2022

Table Sonora Quest Laboratories LLC Profile

Table Sonora Quest Laboratories LLC Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure Sonora Quest Laboratories LLC Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure Sonora Quest Laboratories LLC Revenue (Million USD) Market Share 2017-2022

Table 23andMe, Inc. Profile

Table 23andMe, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume, Revenue (Million USD), Price and Gross Margin (2017-2022)

Figure 23andMe, Inc. Direct-To-Consumer (DTC) Genetic Testing Sales Volume and Growth Rate

Figure 23andMe, Inc. Revenue (Million USD) Market Share 2017-2022

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