

Global Direct-To-Consumer (DTC) Genetic Testing Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G45BEDF8A9A1EN.html>

Date: November 2021

Pages: 103

Price: US\$ 3,500.00 (Single User License)

ID: G45BEDF8A9A1EN

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.

Based on the Direct-To-Consumer (DTC) Genetic Testing market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

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

Chapter 5:

Myriad Genetics
Navigenics
Genecodebook Oy
DeCODEme
23andMe
Genetrainer
DNA DTC
MD Revolution
GeneByGene

In Chapter 6, on the basis of types, the Direct-To-Consumer (DTC) Genetic Testing market from 2015 to 2025 is primarily split into:

Genome Data Bank Material Model
Individual Health Planning Model
Comprehensive Genome Tests Model
Medical Precision Tests Model
Restricted Trait Tests Model

In Chapter 7, on the basis of applications, the Direct-To-Consumer (DTC) Genetic Testing market from 2015 to 2025 covers:

Hospital
Doctors Office
Other

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)
United States
Canada
Mexico
Europe (Covered in Chapter 10)
Germany
UK
France
Italy
Spain
Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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