

# Direct-to-consumer Genetic Testing-India Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/D4E96A8DCA4EN.html>

Date: January 2018

Pages: 147

Price: US\$ 2,980.00 (Single User License)

ID: D4E96A8DCA4EN

## Abstracts

### Report Summary

Direct-to-consumer Genetic Testing-India Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Direct-to-consumer Genetic Testing industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole India and Regional Market Size of Direct-to-consumer Genetic Testing 2013-2017, and development forecast 2018-2023

Main market players of Direct-to-consumer Genetic Testing in India, with company and product introduction, position in the Direct-to-consumer Genetic Testing market  
Market status and development trend of Direct-to-consumer Genetic Testing by types and applications

Cost and profit status of Direct-to-consumer Genetic Testing, and marketing status

Market growth drivers and challenges

The report segments the India Direct-to-consumer Genetic Testing market as:

India Direct-to-consumer Genetic Testing Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North India

Northeast India

East India

South India

West India

India Direct-to-consumer Genetic Testing Market: Product Type Segment Analysis  
(Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Pre-Implantation Diagnosis

Newborn Screening

Relationship Testing

Other

India Direct-to-consumer Genetic Testing Market: Application Segment Analysis  
(Consumption Volume and Market Share 2013-2023; Downstream Customers and  
Market Analysis)

Direct Sales

Retail Sales

Laboratory Sales

India Direct-to-consumer Genetic Testing Market: Players Segment Analysis (Company  
and Product introduction, Direct-to-consumer Genetic Testing Sales Volume, Revenue,  
Price and Gross Margin):

23andMe

Myriad Genetics

LabCorp

Quest Diagnostics

African Ancestry

Counsyl

DNA Services of America

Ambry Genetics

AncestrybyDNA

Gene By Gene

MyHeritage

Invitae

Sonora Quest Laboratories

Mapmygenome

Pathway Genomics

Positive Bioscience

## Shuwen Health Sciences

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF DIRECT-TO-CONSUMER GENETIC TESTING**

- 1.1 Definition of Direct-to-consumer Genetic Testing in This Report
- 1.2 Commercial Types of Direct-to-consumer Genetic Testing
  - 1.2.1 Pre-Implantation Diagnosis
  - 1.2.2 Newborn Screening
  - 1.2.3 Relationship Testing
  - 1.2.4 Other
- 1.3 Downstream Application of Direct-to-consumer Genetic Testing
  - 1.3.1 Direct Sales
  - 1.3.2 Retail Sales
  - 1.3.3 Laboratory Sales
- 1.4 Development History of Direct-to-consumer Genetic Testing
- 1.5 Market Status and Trend of Direct-to-consumer Genetic Testing 2013-2023
  - 1.5.1 India Direct-to-consumer Genetic Testing Market Status and Trend 2013-2023
  - 1.5.2 Regional Direct-to-consumer Genetic Testing Market Status and Trend 2013-2023

### **CHAPTER 2 INDIA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Direct-to-consumer Genetic Testing in India 2013-2017
- 2.2 Consumption Market of Direct-to-consumer Genetic Testing in India by Regions
  - 2.2.1 Consumption Volume of Direct-to-consumer Genetic Testing in India by Regions
  - 2.2.2 Revenue of Direct-to-consumer Genetic Testing in India by Regions
- 2.3 Market Analysis of Direct-to-consumer Genetic Testing in India by Regions
  - 2.3.1 Market Analysis of Direct-to-consumer Genetic Testing in North India 2013-2017
  - 2.3.2 Market Analysis of Direct-to-consumer Genetic Testing in Northeast India 2013-2017
  - 2.3.3 Market Analysis of Direct-to-consumer Genetic Testing in East India 2013-2017
  - 2.3.4 Market Analysis of Direct-to-consumer Genetic Testing in South India 2013-2017
  - 2.3.5 Market Analysis of Direct-to-consumer Genetic Testing in West India 2013-2017
- 2.4 Market Development Forecast of Direct-to-consumer Genetic Testing in India 2017-2023
  - 2.4.1 Market Development Forecast of Direct-to-consumer Genetic Testing in India 2017-2023
  - 2.4.2 Market Development Forecast of Direct-to-consumer Genetic Testing by Regions 2017-2023

## **CHAPTER 3 INDIA MARKET STATUS AND FORECAST BY TYPES**

### 3.1 Whole India Market Status by Types

3.1.1 Consumption Volume of Direct-to-consumer Genetic Testing in India by Types

3.1.2 Revenue of Direct-to-consumer Genetic Testing in India by Types

### 3.2 India Market Status by Types in Major Countries

3.2.1 Market Status by Types in North India

3.2.2 Market Status by Types in Northeast India

3.2.3 Market Status by Types in East India

3.2.4 Market Status by Types in South India

3.2.5 Market Status by Types in West India

### 3.3 Market Forecast of Direct-to-consumer Genetic Testing in India by Types

## **CHAPTER 4 INDIA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

### 4.1 Demand Volume of Direct-to-consumer Genetic Testing in India by Downstream Industry

### 4.2 Demand Volume of Direct-to-consumer Genetic Testing by Downstream Industry in Major Countries

4.2.1 Demand Volume of Direct-to-consumer Genetic Testing by Downstream Industry in North India

4.2.2 Demand Volume of Direct-to-consumer Genetic Testing by Downstream Industry in Northeast India

4.2.3 Demand Volume of Direct-to-consumer Genetic Testing by Downstream Industry in East India

4.2.4 Demand Volume of Direct-to-consumer Genetic Testing by Downstream Industry in South India

4.2.5 Demand Volume of Direct-to-consumer Genetic Testing by Downstream Industry in West India

### 4.3 Market Forecast of Direct-to-consumer Genetic Testing in India by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF DIRECT-TO-CONSUMER GENETIC TESTING**

### 5.1 India Economy Situation and Trend Overview

### 5.2 Direct-to-consumer Genetic Testing Downstream Industry Situation and Trend

## Overview

### **CHAPTER 6 DIRECT-TO-CONSUMER GENETIC TESTING MARKET COMPETITION STATUS BY MAJOR PLAYERS IN INDIA**

6.1 Sales Volume of Direct-to-consumer Genetic Testing in India by Major Players

6.2 Revenue of Direct-to-consumer Genetic Testing in India by Major Players

6.3 Basic Information of Direct-to-consumer Genetic Testing by Major Players

6.3.1 Headquarters Location and Established Time of Direct-to-consumer Genetic Testing Major Players

6.3.2 Employees and Revenue Level of Direct-to-consumer Genetic Testing Major Players

6.4 Market Competition News and Trend

6.4.1 Merger, Consolidation or Acquisition News

6.4.2 Investment or Disinvestment News

6.4.3 New Product Development and Launch

### **CHAPTER 7 DIRECT-TO-CONSUMER GENETIC TESTING MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

7.1 23andMe

7.1.1 Company profile

7.1.2 Representative Direct-to-consumer Genetic Testing Product

7.1.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of 23andMe

7.2 Myriad Genetics

7.2.1 Company profile

7.2.2 Representative Direct-to-consumer Genetic Testing Product

7.2.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Myriad Genetics

7.3 LabCorp

7.3.1 Company profile

7.3.2 Representative Direct-to-consumer Genetic Testing Product

7.3.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of LabCorp

7.4 Quest Diagnostics

7.4.1 Company profile

7.4.2 Representative Direct-to-consumer Genetic Testing Product

7.4.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of

## Quest Diagnostics

### 7.5 African Ancestry

#### 7.5.1 Company profile

#### 7.5.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.5.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of African Ancestry

### 7.6 Counsyl

#### 7.6.1 Company profile

#### 7.6.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.6.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Counsyl

### 7.7 DNA Services of America

#### 7.7.1 Company profile

#### 7.7.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.7.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of DNA Services of America

### 7.8 Ambry Genetics

#### 7.8.1 Company profile

#### 7.8.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.8.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Ambry Genetics

### 7.9 AncestrybyDNA

#### 7.9.1 Company profile

#### 7.9.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.9.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of AncestrybyDNA

### 7.10 Gene By Gene

#### 7.10.1 Company profile

#### 7.10.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.10.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Gene By Gene

### 7.11 MyHeritage

#### 7.11.1 Company profile

#### 7.11.2 Representative Direct-to-consumer Genetic Testing Product

#### 7.11.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of MyHeritage

### 7.12 Invitae

#### 7.12.1 Company profile

#### 7.12.2 Representative Direct-to-consumer Genetic Testing Product

7.12.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Invitae

7.13 Sonora Quest Laboratories

7.13.1 Company profile

7.13.2 Representative Direct-to-consumer Genetic Testing Product

7.13.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Sonora Quest Laboratories

7.14 Mapmygenome

7.14.1 Company profile

7.14.2 Representative Direct-to-consumer Genetic Testing Product

7.14.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Mapmygenome

7.15 Pathway Genomics

7.15.1 Company profile

7.15.2 Representative Direct-to-consumer Genetic Testing Product

7.15.3 Direct-to-consumer Genetic Testing Sales, Revenue, Price and Gross Margin of Pathway Genomics

7.16 Positive Bioscience

7.17 Shuwen Health Sciences

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF DIRECT-TO-CONSUMER GENETIC TESTING**

8.1 Industry Chain of Direct-to-consumer Genetic Testing

8.2 Upstream Market and Representative Companies Analysis

8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF DIRECT-TO-CONSUMER GENETIC TESTING**

9.1 Cost Structure Analysis of Direct-to-consumer Genetic Testing

9.2 Raw Materials Cost Analysis of Direct-to-consumer Genetic Testing

9.3 Labor Cost Analysis of Direct-to-consumer Genetic Testing

9.4 Manufacturing Expenses Analysis of Direct-to-consumer Genetic Testing

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF DIRECT-TO-CONSUMER GENETIC TESTING**

10.1 Marketing Channel



- 10.1.1 Direct Marketing
- 10.1.2 Indirect Marketing
- 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference

## I would like to order

Product name: Direct-to-consumer Genetic Testing-India Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/D4E96A8DCA4EN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D4E96A8DCA4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970