

# **Veterinary DNA Testing Market Outlook 2026-2034: Market Share, and Growth Analysis By Animal (Dogs, Cats, Others), By Sample (Blood, Saliva, Fecal), By Test, By End-User**

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## **Abstracts**

The Veterinary DNA Testing Market is valued at USD 530.5 million in 2025 and is projected to grow at a CAGR of 12.5% to reach USD 1531.2 million by 2034.

### **Veterinary DNA Testing Market**

The veterinary DNA testing market covers genetic tests for companion animals (dogs, cats, horses, exotics) and production animals (cattle, small ruminants, swine, poultry) to determine parentage, breed composition, inherited disease risk, performance traits, coat/color patterns, pharmacogenetic sensitivities, and in some cases microbiome-related markers. On the companion side, rising pet humanization and the popularity of consumer-facing pet DNA kits have made owners comfortable with cheek-swab/saliva sampling and online reporting; veterinary practices are now leveraging the same technology for clinical decisions - screening for cardiomyopathies, renal and metabolic disorders, PRA and other ophthalmic issues, MDR1 drug sensitivity, and breed-specific conditions before anesthesia, breeding, or long-term drug therapy. On the production side, genomic selection is routine in elite dairy and beef lines, where SNP panels and low-pass sequencing drive faster genetic gain, fertility and calving-ease improvement, and resistance to key diseases - integrated with herd-management software. Labs and kit brands differentiate via panel breadth (number of traits/breeds covered), depth and validation of disease markers, report clarity for non-geneticists, turnaround time, and integrations with practice/PIMS or herd platforms. Key challenges include variable clinical utility across breeds (not every marker is actionable everywhere), the need for up-to-date variant databases, country-level data-protection rules for animal genetics,

and educating vets and breeders on how to interpret “carrier” vs “at-risk” results without over-treating. As corporate vet groups, breeders’ associations, and livestock integrators push for standardized genetic screening, suppliers that can bundle testing, secure data hosting, and decision-support tools will be best positioned.

### Veterinary DNA Testing Market Key Insights

From curiosity to clinical relevance. Pet owners started with “what breed is my dog,” but practices now order DNA to flag anesthetic risks, inherited cardiomyopathy, MDR1 drug reactions, or degenerative diseases before they show.

Panelization wins over single-gene tests. Multi-disease + breed + traits + parentage in one swab lowers per-result cost and raises the perceived value for clinics, shelters, and breeders.

Actionability is the selling point. Reports that tell the vet/breeder exactly what to do - breeding exclusions, monitoring schedules, drug cautions - convert far better than raw variant lists.

Integration with PIMS/herd systems. Direct upload of results to clinic software or herd-management platforms enables reminders, follow-up scans, and herd-level selection indexes.

Shelter and working-dog programs. DNA helps confirm breed/mix for adoption disclosures, screens for behavior/health risks, and supports service/police/sporting-dog breeding programs.

Livestock genomics is mature but still expanding. Dairy/beef producers use genomic data for earlier selection and parentage verification; value grows when tests bundle productivity, fertility, and disease-resistance markers.

Turnaround and logistics matter. Simple cheek-swab kits, traceable barcodes, and 5–10 day reporting windows make vets more likely to recommend testing in routine consults.

Data security and ownership. Breeders and corporate groups want assurances on who can access or re-use genetic data; labs with clear consent and anonymization policies gain trust.

Education closes the gap. Webinars, breed-specific reference sheets, and decision trees help vets avoid over-interpreting heterozygous carriers or VUS results.

Global panels need localization. Certain variants are highly breed/region specific; labs that refresh databases and add local breeds capture emerging markets.

## Veterinary DNA Testing Market Regional Analysis

### North America

High pet spend, strong shelter/adoption ecosystem, and mature dairy/beef genomics make this the leading market. D2C pet DNA brands create awareness; vet practices upsell verified, clinically oriented panels. Integration with practice software and clear MDR1/degenerative disease guidance are important for corporate hospital groups.

### Europe

Breed clubs, kennel associations, and equine sport authorities drive standardized parentage and hereditary-disease testing. GDPR-like data rules make privacy and data-use statements critical. Companion-animal panels that combine health + breed + traits see good pharmacy/clinic uptake; livestock testing ties closely to national herd-improvement schemes.

### Asia-Pacific

Pet humanization in China, Korea, Japan, and Australia is boosting dog/cat DNA testing, often via e-commerce. Rapidly professionalizing dairy/beef and high-value aquaculture/poultry sectors adopt genomic tools for disease resilience and productivity. Localization - adding indigenous and designer breeds - is essential.

### Middle East & Africa

Premium pet and equine (racing/endurance) owners drive demand for verified parentage, performance, and hereditary-disease testing. Import-reliant companion breeds benefit from DNA-based health screening. Labs that offer remote kits,

multilingual reports, and fast export/import sample handling gain advantage.

## South & Central America

Growing purebred dog and equine communities, plus expanding dairy/beef operations, underpin demand. Price sensitivity favors bundled panels and local collection partners. Clear, Spanish/Portuguese reports and breeder-education programs help increase test penetration.

## Veterinary DNA Testing Market Segmentation

### By Animal

Dogs

Cats

Others

### By Sample

Blood

Saliva

Fecal

### By Test

Breed Profile

Genetic Diseases

Health and Wellness

### By End-User

Veterinarians & Researchers

Animal Breeders

Animal Owners

### Key Market players

Wisdom Panel (Mars Inc.), Embark Veterinary Inc., Orivet Genetic Pet Care, Neogen Corporation, Basepaws Inc. (Zoetis), EasyDNA, Animal Genetics Inc., VHLGenetics, MacroGen Inc., LIC – Livestock Improvement Corporation, PetDx, GenSol Diagnostics LLC, Dognomics (Clinomics), AffinityDNA, The Royal Kennel Club Ltd.

### Veterinary DNA Testing Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends. Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Veterinary DNA Testing Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption. Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

## North America — Veterinary DNA Testing market data and outlook to 2034

United States

Canada

Mexico

## Europe — Veterinary DNA Testing market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

## Asia-Pacific — Veterinary DNA Testing market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Veterinary DNA Testing market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Veterinary DNA Testing market data and outlook to 2034

Brazil

Argentina

Chile

Peru

\* We can include data and analysis of additional countries on demand.

### Research Methodology

This study combines primary inputs from industry experts across the Veterinary DNA Testing value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Veterinary DNA Testing industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Veterinary DNA Testing Market Report

Global Veterinary DNA Testing market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Veterinary DNA Testing trade, costs, and supply chains

Veterinary DNA Testing market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Veterinary DNA Testing market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Veterinary DNA Testing market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Veterinary DNA Testing supply chain analysis

Veterinary DNA Testing trade analysis, Veterinary DNA Testing market price analysis, and Veterinary DNA Testing supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Veterinary DNA Testing market news and developments

#### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

\* The updated report will be delivered within 3 working days

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