

# **Consumer Genomics Market Forecasts to 2030 – Global Analysis By Test Type (Health Risk Testing, Traits Testing, Carrier Screening and Pharmacogenomics), Technology, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Consumer Genomics Market is accounted for \$1.97 billion in 2024 and is expected to reach \$8.21 billion by 2030 growing at a CAGR of 26.8% during the forecast period. Consumer genomics refers to the branch of genomics that provides genetic testing services directly to individuals, enabling them to explore their DNA for insights into ancestry, health, wellness, and personal traits. It enables consumers to optimize lifestyle choices, customize healthcare, and comprehend genetic predispositions to diseases. Consumer genomics provides easily available and reasonably priced genetic information by leveraging cutting-edge technology such as next-generation sequencing and genotyping. Direct-to-consumer platforms have helped this industry grow in popularity by transforming personal healthcare and raising knowledge of genetic influences.

According to the International Agency for Research on Cancer (IARC), the number of undiagnosed cancer cases is expected to reach 30.2 MN, by 2040.

Market Dynamics:

Driver:

Increased interest in ancestry and genetic heritage

Growing interest in genetic heritage and ancestry is having a big impact on the

consumer genomics sector. DNA testing kits are in high demand as people try to learn more about their ancestry and ethnic backgrounds. Numerous variables, such as extensive marketing and the availability of direct-to-consumer testing services, are contributing to this trend. A record number of tests are being undertaken because many consumers are driven by a desire to learn more about their ancestry and connect with their ancestors. Businesses such as 23andMe and Ancestry have benefited from this interest by building extensive databases that increase the allure of genetic testing for ancestry research and personal discovery.

Restraint:

#### Technological and data integration challenges

Lack of standardization in testing procedures is a significant problem that can provide inconsistent outcomes across several businesses. Furthermore, the lack of regulatory supervision casts doubt on the dependability and correctness of interpreting genetic data, which could erode customer confidence. Critical issues include data security and privacy; people are growing more concerned about the collection, storage, and use of their genetic data out of concern about abuse or illegal access. Resolving these issues is crucial to building trust and guaranteeing the market's long-term growth.

Opportunity:

#### Expansion of healthcare and wellness services

The development of genomics has given people access to information about their genetic susceptibilities to various illnesses, enabling early disease detection and proactive health management. In order to improve overall health results, a variety of wellness companies are using genetic data to provide individualized fitness, food, and lifestyle recommendations. Additionally, pharmacogenomics the customization of pharmaceutical therapies using genetic information is being employed to maximize therapeutic efficacy and minimize side responses. The market for consumer genomics is growing as more wellness programs and healthcare professionals use genetics, increasing the effectiveness and accessibility of personalized health solutions.

Threat:

#### Privacy and data security concerns

Consumers are frequently hesitant to give businesses their DNA information because of the possible dangers of data breaches, illegal access, and abuse. With the growing popularity of online genetic testing platforms, the storage and exchange of genetic data raises serious concerns regarding the security of personal data. These worries are further heightened by the possibility that genetic information would be utilized for discriminatory purposes, including in insurance or the workplace. Therefore, it is essential to have strong data protection policies, transparent consent procedures, and regulatory compliance in order to gain the trust of customers and guarantee market expansion

### Covid-19 Impact

The COVID-19 pandemic had a mixed impact on the consumer genomics market. On one hand, the pandemic led to an increased focus on personal health, wellness, and genetic testing as consumers sought ways to better understand their genetic risks for diseases, including COVID-19. On the other hand, logistical challenges, delays in test processing, and disruptions in supply chains temporarily affected the market. However, the growing demand for at-home health testing and the shift to digital healthcare contributed to the long-term growth of the consumer genomics market.

The genotyping segment is expected to be the largest during the forecast period

The genotyping segment is estimated to be the largest, due to the emergence of next-generation sequencing (NGS) has made genetic testing more accessible, affordable, and accurate, facilitating widespread adoption. Additionally, consumers are increasingly seeking personalized health insights to manage their well-being proactively, leading to a surge in demand for genetic testing services. This trend is further supported by the integration of digital health technologies, which enhance the analysis and application of genomic data, empowering individuals to make informed lifestyle and healthcare decisions.

The healthcare providers segment is expected to have the highest CAGR during the forecast period

The healthcare providers segment is anticipated to witness the highest CAGR during the forecast period, due to the rising emphasis on personalized medicine and the increasing demand for preventive healthcare solutions. As healthcare professionals recognize the value of genetic insights, they are integrating genomic information into patient care to tailor treatments and improve health outcomes. The growing awareness

among consumers about the influence of genetics on health is prompting providers to offer genetic testing services. Additionally, advancements in genomic technologies and supportive regulatory frameworks are facilitating collaborations between healthcare providers and genomics companies, further driving market growth.

Region with largest share:

Asia Pacific is expected to have the largest market share during the forecast period due to increasing healthcare expenditure, rising prevalence of chronic diseases, and growing awareness of personalized medicine. Additionally, advancements in genomic technologies, such as next-generation sequencing (NGS), are making genetic testing more affordable and accessible. Furthermore, the increasing adoption of smartphones and internet penetration in the region is facilitating the growth of direct-to-consumer (DTC) genetic testing services.

Region with highest CAGR:

During the forecast period, the North America region is anticipated to register the highest CAGR, owing to rising consumer awareness of personalized healthcare, growing demand for at-home genetic testing, and advancements in genomic technologies. The region benefits from a well-established healthcare infrastructure, with easy access to genetic testing services and a high level of disposable income. Additionally, North America sees strong regulatory support for genetic research and data privacy laws, further encouraging consumer participation. The widespread adoption of smart healthcare and wellness trends also propels market growth in the region.

Key players in the market

Some of the key players profiled in the Consumer Genomics Market include Ancestry.com LLC, MyHeritage Ltd., Helix OpCo LLC, Living DNA Ltd., Veritas Genetics, Mapmygenome India Ltd., Pathway Genomics Corporation, Color Genomics, Inc., Invitae Corporation, Thermo Fisher Scientific Inc., Illumina, Inc., Fulgent Genetics, Inc., Nebula Genomics, Orig3n, Inc., EasyDNA, TellmeGen, and Genetic Technologies Limited.

Key Developments:

In July 2024, Ancestry Launches NEW Interactive DNA Compare Experience to Help

Fans Discover How Their DNA Compares to More Than 15 World-Class Athletes.

In December 2023, Helix and Sanford Health Partner on 100K Population Genomics Health Initiative in Upper Midwest. Genomics company Helix and healthcare system Sanford Health announced a population genomics partnership to bring precision medicine to rural communities in the Upper Midwest.

Test Types Covered:

Health Risk Testing

Traits Testing

Carrier Screening

Pharmacogenomics

Technologies Covered:

Next-Generation Sequencing (NGS)

Polymerase Chain Reaction (PCR)

Microarray

CRISPR-based Technologies

Nucleic Acid Extraction and Purification

Genotyping

Other Technologies

Distribution Channels Covered:

Retail Stores

Online Platforms

Healthcare Facilities

Applications Covered:

Ancestry & Ethnicity Testing

Health & Wellness

Personalized Medicine

Genetic Relatedness

Diagnostics

Lifestyle, Wellness, and Nutrition

Reproductive Health

Sports Nutrition and Health

Other Applications

End Users Covered:

Pharmaceutical Companies

Healthcare Providers

Research Institutions

Individual Consumers

Other End Users

## Regions Covered:

### North America

US

Canada

Mexico

### Europe

Germany

UK

Italy

France

Spain

Rest of Europe

### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free

*Consumer Genomics Market Forecasts to 2030 – Global Analysis By Test Type (Health Risk Testing, Traits Testing...*

customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL CONSUMER GENOMICS MARKET, BY TEST TYPE**

- 5.1 Introduction
- 5.2 Health Risk Testing
- 5.3 Traits Testing
- 5.4 Carrier Screening
- 5.5 Pharmacogenomics

## **6 GLOBAL CONSUMER GENOMICS MARKET, BY TECHNOLOGY**

- 6.1 Introduction
- 6.2 Next-Generation Sequencing (NGS)
- 6.3 Polymerase Chain Reaction (PCR)
- 6.4 Microarray
- 6.5 CRISPR-based Technologies
- 6.6 Nucleic Acid Extraction and Purification
- 6.7 Genotyping
- 6.8 Other Technologies

## **7 GLOBAL CONSUMER GENOMICS MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Introduction
- 7.2 Retail Stores
- 7.3 Online Platforms
- 7.4 Healthcare Facilities

## **8 GLOBAL CONSUMER GENOMICS MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Ancestry & Ethnicity Testing
- 8.3 Health & Wellness
- 8.4 Personalized Medicine
- 8.5 Genetic Relatedness
- 8.6 Diagnostics
- 8.7 Lifestyle, Wellness, and Nutrition
- 8.8 Reproductive Health
- 8.9 Sports Nutrition and Health
- 8.10 Other Applications

## **9 GLOBAL CONSUMER GENOMICS MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Pharmaceutical Companies
- 9.3 Healthcare Providers
- 9.4 Research Institutions
- 9.5 Individual Consumers
- 9.6 Other End Users

## **10 GLOBAL CONSUMER GENOMICS MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia

- 10.6.2 UAE
- 10.6.3 Qatar
- 10.6.4 South Africa
- 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 Ancestry.com LLC
- 12.2 MyHeritage Ltd.
- 12.3 Helix OpCo LLC
- 12.4 Living DNA Ltd.
- 12.5 Veritas Genetics
- 12.6 Mapmygenome India Ltd.
- 12.7 Pathway Genomics Corporation
- 12.8 Color Genomics, Inc.
- 12.9 Invitae Corporation
- 12.10 Thermo Fisher Scientific Inc.
- 12.11 Illumina, Inc.
- 12.12 Fulgent Genetics, Inc.
- 12.13 Nebula Genomics
- 12.14 Orig3n, Inc.
- 12.15 EasyDNA
- 12.16 TellmeGen
- 12.17 Genetic Technologies Limited

## List Of Tables

### LIST OF TABLES

Table 1 Global Consumer Genomics Market Outlook, By Region (2022-2030) (\$MN)

Table 2 Global Consumer Genomics Market Outlook, By Test Type (2022-2030) (\$MN)

Table 3 Global Consumer Genomics Market Outlook, By Health Risk Testing (2022-2030) (\$MN)

Table 4 Global Consumer Genomics Market Outlook, By Traits Testing (2022-2030) (\$MN)

Table 5 Global Consumer Genomics Market Outlook, By Carrier Screening (2022-2030) (\$MN)

Table 6 Global Consumer Genomics Market Outlook, By Pharmacogenomics (2022-2030) (\$MN)

Table 7 Global Consumer Genomics Market Outlook, By Technology (2022-2030) (\$MN)

Table 8 Global Consumer Genomics Market Outlook, By Next-Generation Sequencing (NGS) (2022-2030) (\$MN)

Table 9 Global Consumer Genomics Market Outlook, By Polymerase Chain Reaction (PCR) (2022-2030) (\$MN)

Table 10 Global Consumer Genomics Market Outlook, By Microarray (2022-2030) (\$MN)

Table 11 Global Consumer Genomics Market Outlook, By CRISPR-based Technologies (2022-2030) (\$MN)

Table 12 Global Consumer Genomics Market Outlook, By Nucleic Acid Extraction and Purification (2022-2030) (\$MN)

Table 13 Global Consumer Genomics Market Outlook, By Genotyping (2022-2030) (\$MN)

Table 14 Global Consumer Genomics Market Outlook, By Other Technologies (2022-2030) (\$MN)

Table 15 Global Consumer Genomics Market Outlook, By Distribution Channel (2022-2030) (\$MN)

Table 16 Global Consumer Genomics Market Outlook, By Retail Stores (2022-2030) (\$MN)

Table 17 Global Consumer Genomics Market Outlook, By Online Platforms (2022-2030) (\$MN)

Table 18 Global Consumer Genomics Market Outlook, By Healthcare Facilities (2022-2030) (\$MN)

Table 19 Global Consumer Genomics Market Outlook, By Application (2022-2030)

(\$MN)

Table 20 Global Consumer Genomics Market Outlook, By Ancestry & Ethnicity Testing (2022-2030) (\$MN)

Table 21 Global Consumer Genomics Market Outlook, By Health & Wellness (2022-2030) (\$MN)

Table 22 Global Consumer Genomics Market Outlook, By Personalized Medicine (2022-2030) (\$MN)

Table 23 Global Consumer Genomics Market Outlook, By Genetic Relatedness (2022-2030) (\$MN)

Table 24 Global Consumer Genomics Market Outlook, By Diagnostics (2022-2030) (\$MN)

Table 25 Global Consumer Genomics Market Outlook, By Lifestyle, Wellness, and Nutrition (2022-2030) (\$MN)

Table 26 Global Consumer Genomics Market Outlook, By Reproductive Health (2022-2030) (\$MN)

Table 27 Global Consumer Genomics Market Outlook, By Sports Nutrition and Health (2022-2030) (\$MN)

Table 28 Global Consumer Genomics Market Outlook, By Other Applications (2022-2030) (\$MN)

Table 29 Global Consumer Genomics Market Outlook, By End User (2022-2030) (\$MN)

Table 30 Global Consumer Genomics Market Outlook, By Pharmaceutical Companies (2022-2030) (\$MN)

Table 31 Global Consumer Genomics Market Outlook, By Healthcare Providers (2022-2030) (\$MN)

Table 32 Global Consumer Genomics Market Outlook, By Research Institutions (2022-2030) (\$MN)

Table 33 Global Consumer Genomics Market Outlook, By Individual Consumers (2022-2030) (\$MN)

Table 34 Global Consumer Genomics Market Outlook, By Other End Users (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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