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Pet DNA Testing Market Forecasts to 2032 – Global Analysis By Animal Type (Dogs, Cats, Horses, Birds and Other Animal Types), Test Type, Sample Type, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Pet DNA Testing Market is accounted for $456.1 million in 2025 and is expected to reach $1027.3 million by 2032 growing at a CAGR of 12.3% during the forecast period. Pet DNA testing is a scientific method used to analyze the genetic makeup of animals, primarily dogs and cats, through a sample of saliva or cheek swab. This test helps identify the breed composition, ancestry, inherited traits, and potential genetic health risks of a pet. By decoding the pet's DNA, owners can gain insights into behavior tendencies, size predictions, and predispositions to certain diseases. Veterinarians and pet owners use this information to make informed decisions about healthcare, nutrition, and training. As pet humanization rises, DNA testing has become an increasingly popular tool for improving the quality of pet care and well-being.

According to the FEDIAF 2024 report, pet-related products and services sales reached USD 27.45 billion in 2023, a significant rise over the prior year.

Market Dynamics:

Driver:

Rising Pet Ownership & Humanization

Rising pet ownership and the growing trend of pet humanization are significantly driving the Pet DNA Testing Market. As more individuals consider pets as family members,

they are increasingly investing in advanced healthcare solutions, including genetic testing, to ensure their pets' well-being. Pet owners are becoming more curious about their pets' ancestry, breed, health predispositions, and traits, fueling demand for DNA testing services. This emotional and preventive healthcare connection is pushing market players to innovate and expand their offerings, boosting market growth.

Restraint:

Accuracy & Reliability Concerns

Accuracy and reliability concerns are negatively impacting the growth of the Pet DNA Testing Market. Inconsistent results and lack of standardization among different testing providers reduce consumer confidence and limit adoption. Pet owners may question the validity of health or breed reports, especially when different tests yield conflicting information. These doubts hinder widespread trust and slow market expansion, especially among veterinarians and breeders who rely on precise genetic insights.

Opportunity:

Growing Health & Wellness Awareness

The Pet DNA Testing Market is being driven favourably by increasing health and wellness awareness among pet owners. People are becoming more interested in knowing their pets' genetic composition in order to proactively manage health concerns, nutritional requirements, and breed-specific diseases as they treat pets more like members of the family. This change in perspective promotes the use of DNA testing kits to guarantee long-term health and preventive care. The trend is also in line with the growing need for individualized pet care solutions, which is further accelerating market expansion.

Threat:

High Costs & Limited Accessibility

High costs and limited accessibility stymie the expansion of the Pet DNA Testing Market. Many pet owners, particularly those in underdeveloped nations, cannot afford the cost of testing kits and services. Additionally, consumer access is restricted by limited availability in underserved or rural locations. Even while interest in pet health and genetic insights is growing, these constraints taken together limit market penetration, reducing demand and slowing adoption.

Covid-19 Impact

The Covid-19 pandemic had a mixed impact on the Pet DNA Testing Market. While initial disruptions affected supply chains and delayed non-essential veterinary services, the rise in pet adoptions during lockdowns significantly boosted demand for at-home pet care solutions, including DNA testing kits. Increased focus on pet health and wellness during the pandemic further fueled consumer interest, leading to greater awareness and growth opportunities for pet genetic testing providers.

The breed identification segment is expected to be the largest during the forecast period

The breed identification segment is expected to account for the largest market share during the forecast period, due to rising pet owner curiosity and demand for personalized care. Identifying a pet's breed enables tailored nutrition, training, and health management, enhancing pet well-being. This segment also supports adoption efforts by helping shelters provide potential owners with more detailed information. As pet humanization trends continue, the desire for understanding breed-specific traits fuels the demand for DNA testing, making breed identification a central revenue-generating component of the market.

The buccal swab segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the buccal swab segment is predicted to witness the highest growth rate, because of its simple, non-invasive, and pet-friendly sampling technique. Buccal swabs are preferred by pet owners because they make it possible to collect DNA at home painlessly, which lessens stress for both owners and pets. Customers and veterinary clinics have adopted it more frequently as a result of its convenience. Furthermore, buccal swabs guarantee precise genetic material collection, which improves test result reliability and increases demand for pet DNA testing services.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to rising pet adoption rates, increasing disposable income, and growing awareness of pet health and genetics. Urbanization and the humanization of pets are encouraging owners to invest in advanced diagnostics like DNA testing for breed

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identification, health screening, and ancestry tracking. Additionally, expanding veterinary infrastructure and the availability of innovative testing kits are driving market demand, making Asia Pacific a key growth region in the global landscape.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, because more people keep pets and are more knowledgeable about the genetics and health of animals. Customers are taking the initiative to learn more about the breed, health hazards, and ancestry of their pets. High disposable incomes and sophisticated veterinary infrastructure encourage the use of these diagnostics. Additionally, as pets become more humanized, there is a greater need for individualized pet care products, which makes North America a major driver of the market's growth.

Key players in the market

Some of the key players profiled in the Pet DNA Testing Market include Mars Incorporated, Zoetis Inc., Embark Veterinary Inc., Neogen Corporation, Macrogen Inc., EasyDNA, Orivet Genetic Pet Care LLC, DNA MY DOG Inc., Animal Genetics Inc., GenSol Diagnostics LLC, FamilyTreeDNA, AncestryDNA Inc., Urban Animal Inc., Control Genetics, OptiGen, VetGen, HealthGene, Paw Print Genetics and Canine HealthCheck.

Key Developments:

In August 2024, Mars, Incorporated and Kellanova announced that they have entered into a definitive agreement under which Mars has agreed to acquire Kellanova for $83.50 per share in cash, for a total consideration of $35.9 billion, including assumed net leverage.

In October 2022, Accenture is working with Mars, the global leader in confectionary, food, and pet care products and services, to transform and modernize its global manufacturing operations with artificial intelligence (AI), cloud, edge technology and digital twins.

Animal Types Covered:

- Dogs

Cats

Horses

Birds

Other Animal Types

Test Types Covered:

Breed Identification

Genetic Diseases & Health Risks

Ancestry & Lineage

Behavioral Traits

Sample Types Covered:

Buccal Swab

Blood

Other Tissue Samples

Distribution Channels Covered:

Online Platforms

Veterinary Clinics

Pet Stores

Direct to Consumer (DTC)

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End Users Covered:

- Pet Owners
- Breeders
- Veterinarians
- Research Institutions
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific

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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

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- 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 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

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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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