

# **Pet Genetic Testing & Ancestry Services Market Forecasts to 2034 – Global Analysis By Product (DNA Testing Kits, Ancestry & Breed Identification Kits, Health Screening Kits, Trait Analysis Kits, Disease Risk Assessment Kits, Wellness Genetic Panels, Other Products), By Test Type, By Sample Type, By Technology, By End User and By Geography**

<https://marketpublishers.com/r/P1D068A942B7EN.html>

Date: March 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: P1D068A942B7EN

## **Abstracts**

According to Statistics MRC, the Global Pet Genetic Testing & Ancestry Services Market is accounted for \$0.48 billion in 2026 and is expected to reach \$1.52 billion by 2034 growing at a CAGR of 15.6% during the forecast period. Pet Genetic Testing & Ancestry Services involve DNA-based analysis to identify a pet's breed composition, genetic traits, health risks, and ancestry. These services use saliva or blood samples to provide insights into inherited conditions, behavioral tendencies, and nutritional needs. Results help pet owners and veterinarians make informed decisions regarding preventive healthcare, training, and diet planning. Advanced genomic technologies and databases enhance accuracy and personalization. Growing awareness of pet health and the humanization of pets are driving demand for these services, supporting proactive and data-driven pet care management.

### **Market Dynamics:**

#### **Driver:**

Rising interest in pet breed identification

Pet owners are increasingly curious about the lineage, heritage, and unique traits of

their pets, particularly for mixed-breed animals. Genetic insights help in understanding behavioral patterns, dietary requirements, and potential health risks associated with specific breeds. The growing humanization of pets is encouraging owners to invest in advanced diagnostic and analytical services. Additionally, the popularity of personalized pet care solutions is boosting demand for breed identification kits. Social media trends and community sharing of pet ancestry results are further amplifying consumer interest and market expansion.

**Restraint:**

Limited awareness among pet owners

Many pet owners, especially in developing regions, are unfamiliar with the benefits of genetic testing. The perception that such services are non-essential or luxury offerings restricts widespread adoption. Lack of education regarding genetic disease prevention and breed-specific healthcare also hampers market penetration. Furthermore, limited availability of veterinary guidance on genetic testing reduces consumer confidence. These factors collectively slow down market growth, particularly in price-sensitive and emerging economies.

**Opportunity:**

Integration with veterinary healthcare platforms

Genetic testing data can be combined with veterinary records to provide personalized healthcare plans for pets. This integration enables early detection of hereditary diseases, improving preventive care and treatment outcomes. Veterinary clinics and digital pet health platforms can leverage genetic insights to offer tailored nutrition and wellness programs. The rise of telemedicine and digital health ecosystems further supports seamless data sharing and analysis. Such advancements are expected to enhance the value proposition of genetic testing services and expand their adoption globally.

**Threat:**

Accuracy issues affecting consumer trust

Variations in testing methodologies and limited breed databases can lead to inconsistent or unreliable results. Incorrect breed identification or health risk predictions

may lead to dissatisfaction among pet owners. Such inaccuracies can damage brand credibility and reduce repeat purchases. Additionally, lack of standardized regulations and quality benchmarks increases the risk of misleading claims. Addressing these challenges is crucial for maintaining consumer trust and ensuring long-term market sustainability.

### **Covid-19 Impact:**

The COVID-19 pandemic had a mixed impact on the pet genetic testing and ancestry services market. Initially, supply chain disruptions and restrictions on veterinary visits affected product distribution and service accessibility. However, the surge in pet adoption during lockdowns significantly increased the potential customer base. Pet owners spending more time at home showed greater interest in understanding their pets' health and ancestry. The rise of e-commerce platforms facilitated the sale of home-based DNA testing kits. Additionally, growing awareness of preventive healthcare during the pandemic boosted demand for genetic testing services. Overall, the pandemic accelerated digital adoption and long-term growth opportunities in the market.

The DNA testing kits segment is expected to be the largest during the forecast period

The DNA testing kits segment is expected to account for the largest market share during the forecast period as it offers convenience and ease of use for pet owners. These kits enable sample collection at home, eliminating the need for frequent veterinary visits. Increasing availability of affordable and user-friendly testing kits is driving widespread adoption. Companies are continuously innovating to provide faster and more accurate results. The growing popularity of direct-to-consumer models is further supporting segment growth. Additionally, strong online distribution channels are enhancing product accessibility across global markets.

The veterinary clinics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the veterinary clinics segment is predicted to witness the highest growth rate due to increasing professional involvement in genetic testing services. Veterinary clinics provide expert guidance, improving the accuracy and reliability of test results. Growing awareness of preventive healthcare among pet owners is driving demand for clinic-based testing. Integration of genetic data into routine veterinary care is further enhancing service adoption. Clinics are also offering comprehensive health packages that include genetic screening. This trend is expected

to accelerate the growth of this segment significantly.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share owing to high pet ownership rates and strong consumer awareness. The presence of leading market players and advanced veterinary infrastructure supports regional growth. Pet owners in the region are more willing to spend on premium and preventive healthcare services. The increasing trend of pet humanization is also driving demand for genetic testing solutions. Additionally, well-established e-commerce and direct-to-consumer distribution channels enhance product accessibility. Favorable regulatory frameworks further contribute to the dominance of this region.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid urbanization and rising disposable incomes. Increasing pet adoption rates, particularly in emerging economies, are expanding the customer base. Growing awareness about pet health and wellness is encouraging the use of genetic testing services. The expansion of veterinary infrastructure and digital healthcare platforms supports market growth. Additionally, the entry of global players and local startups is intensifying market competition. These factors collectively position Asia Pacific as the fastest-growing region in the market.

### **Key players in the market**

Some of the key players in Pet Genetic Testing & Ancestry Services Market include Basepaws, Inc., Embark Veterinary, Inc., Zoetis Inc., Neogen Corporation, Animal Genetics, Inc., Orivet Genetic Pet Care, DNA My Dog, Paw Print Genetics, PetGenoma, EasyDNA, IdentiGEN Ltd., Genoscooper Laboratories, Illumina, Inc., Thermo Fisher Scientific Inc. and Mapmygenome India Ltd.

### **Key Developments:**

In September 2024, Embark introduced a veterinarian@- @and geneticist-backed supplement range, marking its entry into broader pet health beyond DNA testing. This expansion positioned the company as a more holistic pet wellness provider.

In June 2022, Zoetis officially completed the acquisition of Basepaws. The deal

strengthened Zoetis's portfolio by integrating Basepaws' genetic insights, enabling veterinarians and pet owners to better understand disease risks and improve early detection.

#### Products Covered:

Activity Trackers

Smart Collars

GPS Trackers

Health Monitoring Devices

Smart Harnesses

Training Devices

Other Products

#### Device Types Covered:

Wearable Collars

Clip-On Devices

Harness-Based Devices

Implantable Devices

Smart Tags

Portable Trackers

Other Device Types

#### Components Covered:

Sensors

Processors

Batteries

Connectivity Modules

Software Platforms

Mobile Applications

Other Components

Technologies Covered:

GPS Tracking

IoT Integration

AI & Machine Learning

Bluetooth Connectivity

Cloud Computing

Data Analytics

Other Technologies

End Users Covered:

Households

Veterinary Clinics

Pet Training Centers

Animal Shelters

Pet Boarding Facilities

Research Institutes

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

#### Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

#### South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- 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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL PET GENETIC TESTING & ANCESTRY SERVICES MARKET, BY PRODUCT**

- 5.1 DNA Testing Kits
- 5.2 Ancestry & Breed Identification Kits
- 5.3 Health Screening Kits
- 5.4 Trait Analysis Kits
- 5.5 Disease Risk Assessment Kits
- 5.6 Wellness Genetic Panels
- 5.7 Other Products

## **6 GLOBAL PET GENETIC TESTING & ANCESTRY SERVICES MARKET, BY TEST TYPE**

- 6.1 Breed Identification
- 6.2 Health Screening
- 6.3 Trait Testing
- 6.4 Inherited Disease Testing
- 6.5 Allergy Testing
- 6.6 Pharmacogenomics Testing
- 6.7 Other Test Types

## **7 GLOBAL PET GENETIC TESTING & ANCESTRY SERVICES MARKET, BY SAMPLE TYPE**

- 7.1 Saliva Samples
- 7.2 Blood Samples
- 7.3 Tissue Samples
- 7.4 Cheek Swabs
- 7.5 Hair Samples
- 7.6 Urine Samples
- 7.7 Other Sample Types

## **8 GLOBAL PET GENETIC TESTING & ANCESTRY SERVICES MARKET, BY TECHNOLOGY**

- 8.1 PCR-Based Testing
- 8.2 Next-Generation Sequencing (NGS)
- 8.3 Microarray Analysis
- 8.4 Genotyping
- 8.5 Whole Genome Sequencing
- 8.6 AI-Based Analysis
- 8.7 Other Technologies

## **9 GLOBAL PET GENETIC TESTING & ANCESTRY SERVICES MARKET, BY END USER**

- 9.1 Pet Owners
- 9.2 Veterinary Clinics
- 9.3 Breeders
- 9.4 Research Institutes
- 9.5 Animal Shelters
- 9.6 Pet Insurance Companies
- 9.7 Other End Users

## **10 GLOBAL PET GENETIC TESTING & ANCESTRY SERVICES MARKET, BY GEOGRAPHY**

- 10.1 North America
  - 10.1.1 United States
  - 10.1.2 Canada
  - 10.1.3 Mexico
- 10.2 Europe
  - 10.2.1 United Kingdom
  - 10.2.2 Germany
  - 10.2.3 France
  - 10.2.4 Italy
  - 10.2.5 Spain
  - 10.2.6 Netherlands
  - 10.2.7 Belgium
  - 10.2.8 Sweden
  - 10.2.9 Switzerland
  - 10.2.10 Poland
  - 10.2.11 Rest of Europe

### 10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

### 10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

10.4.5 Peru

10.4.6 Rest of South America

### 10.5 Rest of the World (RoW)

10.5.1 Middle East

10.5.1.1 Saudi Arabia

10.5.1.2 United Arab Emirates

10.5.1.3 Qatar

10.5.1.4 Israel

10.5.1.5 Rest of Middle East

10.5.2 Africa

10.5.2.1 South Africa

10.5.2.2 Egypt

10.5.2.3 Morocco

10.5.2.4 Rest of Africa

## **11 STRATEGIC MARKET INTELLIGENCE**

11.1 Industry Value Network and Supply Chain Assessment

11.2 White-Space and Opportunity Mapping

11.3 Product Evolution and Market Life Cycle Analysis

11.4 Channel, Distributor, and Go-to-Market Assessment

## **12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES**

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

## **13 COMPANY PROFILES**

- 13.1 Basepaws, Inc.
- 13.2 Embark Veterinary, Inc.
- 13.3 Zoetis Inc.
- 13.4 Neogen Corporation
- 13.5 Animal Genetics, Inc.
- 13.6 Orivet Genetic Pet Care
- 13.7 DNA My Dog
- 13.8 Paw Print Genetics
- 13.9 PetGenoma
- 13.10 EasyDNA
- 13.11 IdentiGEN Ltd.
- 13.12 Genoscooper Laboratories
- 13.13 Illumina, Inc.
- 13.14 Thermo Fisher Scientific Inc.
- 13.15 Mapmygenome India Ltd.

## List Of Tables

### LIST OF TABLES

Table 1 Global Pet Genetic Testing & Ancestry Services Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Pet Genetic Testing & Ancestry Services Market, By Product (2023–2034) (\$MN)

Table 3 Global Pet Genetic Testing & Ancestry Services Market, By DNA Testing Kits (2023–2034) (\$MN)

Table 4 Global Pet Genetic Testing & Ancestry Services Market, By Ancestry & Breed Identification Kits (2023–2034) (\$MN)

Table 5 Global Pet Genetic Testing & Ancestry Services Market, By Health Screening Kits (2023–2034) (\$MN)

Table 6 Global Pet Genetic Testing & Ancestry Services Market, By Trait Analysis Kits (2023–2034) (\$MN)

Table 7 Global Pet Genetic Testing & Ancestry Services Market, By Disease Risk Assessment Kits (2023–2034) (\$MN)

Table 8 Global Pet Genetic Testing & Ancestry Services Market, By Wellness Genetic Panels (2023–2034) (\$MN)

Table 9 Global Pet Genetic Testing & Ancestry Services Market, By Other Products (2023–2034) (\$MN)

Table 10 Global Pet Genetic Testing & Ancestry Services Market, By Test Type (2023–2034) (\$MN)

Table 11 Global Pet Genetic Testing & Ancestry Services Market, By Breed Identification (2023–2034) (\$MN)

Table 12 Global Pet Genetic Testing & Ancestry Services Market, By Health Screening (2023–2034) (\$MN)

Table 13 Global Pet Genetic Testing & Ancestry Services Market, By Trait Testing (2023–2034) (\$MN)

Table 14 Global Pet Genetic Testing & Ancestry Services Market, By Inherited Disease Testing (2023–2034) (\$MN)

Table 15 Global Pet Genetic Testing & Ancestry Services Market, By Allergy Testing (2023–2034) (\$MN)

Table 16 Global Pet Genetic Testing & Ancestry Services Market, By Pharmacogenomics Testing (2023–2034) (\$MN)

Table 17 Global Pet Genetic Testing & Ancestry Services Market, By Other Test Types (2023–2034) (\$MN)

Table 18 Global Pet Genetic Testing & Ancestry Services Market, By Sample Type

(2023–2034) (\$MN)

Table 19 Global Pet Genetic Testing & Ancestry Services Market, By Saliva Samples (2023–2034) (\$MN)

Table 20 Global Pet Genetic Testing & Ancestry Services Market, By Blood Samples (2023–2034) (\$MN)

Table 21 Global Pet Genetic Testing & Ancestry Services Market, By Tissue Samples (2023–2034) (\$MN)

Table 22 Global Pet Genetic Testing & Ancestry Services Market, By Cheek Swabs (2023–2034) (\$MN)

Table 23 Global Pet Genetic Testing & Ancestry Services Market, By Hair Samples (2023–2034) (\$MN)

Table 24 Global Pet Genetic Testing & Ancestry Services Market, By Urine Samples (2023–2034) (\$MN)

Table 25 Global Pet Genetic Testing & Ancestry Services Market, By Other Sample Types (2023–2034) (\$MN)

Table 26 Global Pet Genetic Testing & Ancestry Services Market, By Technology (2023–2034) (\$MN)

Table 27 Global Pet Genetic Testing & Ancestry Services Market, By PCR-Based Testing (2023–2034) (\$MN)

Table 28 Global Pet Genetic Testing & Ancestry Services Market, By Next-Generation Sequencing (NGS) (2023–2034) (\$MN)

Table 29 Global Pet Genetic Testing & Ancestry Services Market, By Microarray Analysis (2023–2034) (\$MN)

Table 30 Global Pet Genetic Testing & Ancestry Services Market, By Genotyping (2023–2034) (\$MN)

Table 31 Global Pet Genetic Testing & Ancestry Services Market, By Whole Genome Sequencing (2023–2034) (\$MN)

Table 32 Global Pet Genetic Testing & Ancestry Services Market, By AI-Based Analysis (2023–2034) (\$MN)

Table 33 Global Pet Genetic Testing & Ancestry Services Market, By Other Technologies (2023–2034) (\$MN)

Table 34 Global Pet Genetic Testing & Ancestry Services Market, By End User (2023–2034) (\$MN)

Table 35 Global Pet Genetic Testing & Ancestry Services Market, By Pet Owners (2023–2034) (\$MN)

Table 36 Global Pet Genetic Testing & Ancestry Services Market, By Veterinary Clinics (2023–2034) (\$MN)

Table 37 Global Pet Genetic Testing & Ancestry Services Market, By Breeders (2023–2034) (\$MN)

Table 38 Global Pet Genetic Testing & Ancestry Services Market, By Research Institutes (2023–2034) (\$MN)

Table 39 Global Pet Genetic Testing & Ancestry Services Market, By Animal Shelters (2023–2034) (\$MN)

Table 40 Global Pet Genetic Testing & Ancestry Services Market, By Pet Insurance Companies (2023–2034) (\$MN)

Table 41 Global Pet Genetic Testing & Ancestry Services Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

## I would like to order

Product name: Pet Genetic Testing & Ancestry Services Market Forecasts to 2034 – Global Analysis By Product (DNA Testing Kits, Ancestry & Breed Identification Kits, Health Screening Kits, Trait Analysis Kits, Disease Risk Assessment Kits, Wellness Genetic Panels, Other Products), By Test Type, By Sample Type, By Technology, By End User and By Geography

Product link: <https://marketpublishers.com/r/P1D068A942B7EN.html>

Price: US\$ 4,150.00 (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/P1D068A942B7EN.html>