

Pet-Genetics and Breed-Testing Services Market Forecasts to 2034 – Global Analysis By Test Type (Breed Identification, Genetic Health Screening, Trait & Ancestry Analysis and Parentage Verification), Technology Platform, Service Delivery Mode, Animal Type, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Pet-Genetics and Breed-Testing Services Market is accounted for \$512.8 million in 2026 and is expected to reach \$1139.9 million by 2034 growing at a CAGR of 10.5% during the forecast period. Pet DNA and breed testing services allow owners to gain detailed insights into an animal's genetic background, lineage, and possible health conditions. By analyzing samples such as saliva or cheek swabs, laboratories determine breed mix, inherited characteristics, and potential disease risks. These services are widely used by veterinarians, breeders, and pet parents to support tailored healthcare and preventive strategies. They can provide information on behavior traits, ancestry breakdowns, and genetic predispositions. Improvements in biotechnology have enhanced precision and reduced costs, making testing more accessible. Such services also encourage ethical breeding and contribute to better pet health management and welfare globally overall.

According to the American Pet Products Association (APPA), U.S. pet industry expenditures reached USD 136.8 billion in 2022, with veterinary care and product sales accounting for USD 35.9 billion. This spending underpins demand for advanced diagnostics, including genetic and breed testing.

Market Dynamics:

Driver:

Rising pet humanization and emotional bonding

The growing trend of treating pets as family members is strongly driving demand for genetic and breed-testing services. Many pet owners now feel a deep emotional connection with their animals and are more concerned about their health, origin, and inherited conditions. This leads to higher spending on DNA testing that reveals breed details and potential genetic disorders. Such insights help owners create customized care routines aimed at improving pets' lifespan and well-being. The trend is particularly noticeable in cities, where pets are viewed as companions, increasing the adoption of advanced genetic testing and preventive animal healthcare services significantly overall.

Restraint:

High cost of genetic testing services

The high price of genetic testing acts as a significant barrier in the pet DNA and breed-testing market. These services involve advanced technology, specialized laboratories, and trained experts, all of which raise operational costs. Consequently, many pet owners, particularly in developing or cost-sensitive regions, find these tests too expensive. Even simple breed analysis can cost more than routine veterinary care, reducing accessibility. Comprehensive or repeated testing for multiple genetic conditions further increases the financial burden. This cost challenge restricts widespread adoption and slows market growth, limiting the use of genetic testing primarily to premium pet care segments worldwide overall.

Opportunity:

Expansion of personalized pet healthcare solutions

The growing development of customized pet healthcare solutions offers a major opportunity for the pet genetic testing market. DNA testing helps veterinarians and owners create tailored nutrition plans, fitness routines, and preventive care strategies based on a pet's genetic profile. This personalized approach improves treatment effectiveness and supports longer, healthier lives for pets. Increasing interest in precision-based veterinary care is pushing companies to include genetic data in integrated health platforms. As awareness rises, individualized pet healthcare is expected to become common in veterinary services, creating strong growth prospects

for businesses offering genetic and breed-testing solutions worldwide overall.

Threat:

Intense market competition and price pressure

Strong competition among companies and growing pricing pressure represent major threats to the pet genetic testing market. Many firms now offer similar DNA testing services, leading to crowded market conditions in several regions. This forces companies to lower prices, which reduces profit margins and limits spending on innovation and research. Smaller businesses often find it difficult to compete with larger organizations that have better technology and extensive genetic databases. Aggressive promotions and price cuts further increase market pressure. Because of this, balancing affordability with high-quality service delivery remains a key challenge for industry players worldwide overall.

Covid-19 Impact:

The COVID-19 pandemic produced both positive and negative effects on the pet genetic testing market. Lockdowns led to higher pet adoption as people stayed at home, increasing interest in pet healthcare and boosting demand for DNA testing services. At the same time, supply chain disruptions and restricted veterinary operations slowed service delivery. Financial uncertainty also caused some consumers to reduce spending on non-essential services. However, the pandemic accelerated the shift toward online sales and home testing kits. Growing concern for pet health and preventive care during this period helped strengthen long-term interest in genetic and breed-testing services globally overall.

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. Many pet owners prefer this service to discover the genetic background and breed composition of their animals. It helps reveal ancestry details, physical characteristics, and behavioral traits, which is especially valuable for mixed-breed or adopted pets. Veterinarians and breeders also use it to support better care and breeding decisions. Growing emotional attachment to pets and interest in their origins further drive its demand. The availability of simple and affordable DNA testing kits has also strengthened its position as the most widely used segment in the market globally overall.

The individual pet owners segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the individual pet owners segment is predicted to witness the highest growth rate. This growth is mainly fueled by the rising trend of treating pets as family members and increasing awareness of personalized animal healthcare. Many pet owners now seek detailed information about breed origin, genetic risks, and ancestry of their pets. Easy availability of home DNA testing kits and direct-to-consumer services has significantly increased adoption. E-commerce platforms also make access more convenient. In addition, higher disposable income and greater willingness to invest in premium pet care services are accelerating growth in this segment globally overall.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. This leadership is supported by high levels of pet ownership, strong awareness of advanced animal healthcare, and substantial spending on premium pet services. The region benefits from a well-developed veterinary system and the presence of major genetic testing companies. Pet owners in countries like the United States and Canada show strong interest in personalized and preventive pet care. Early adoption of DNA testing technologies and strong online retail channels further strengthen the market. These factors collectively maintain North America's leading position in the global market overall.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR. This growth is driven by rapid urban development, rising income levels, and increasing pet ownership across the region. Countries like China, India, Japan, and South Korea are becoming more aware of advanced veterinary care and the benefits of genetic testing. Improvements in veterinary facilities and the availability of low-cost DNA testing kits are also supporting expansion. The rise of online pet care services and e-commerce platforms further boosts accessibility. Growing emotional attachment to pets is encouraging investment in personalized and preventive healthcare solutions overall.

Key players in the market

Some of the key players in Pet-Genetics and Breed-Testing Services Market include

Embark Veterinary, Inc., Wisdom Panel, Orivet Genetic Pet Care Ltd., Neogen Corporation, Basepaws, PetDx, FidoCure, DNA My Dog, VetGen, IDEXX Genetics, GenSol DNA, LifeLearn Genetic Insights, PawGenomics, PetGen DNA, Zoetis, Dognomics, PooPrints and EasyDNA.

Key Developments:

In November 2025, Zoetis Inc and Wrangler National Finals Rodeo (NFR), has again provided Fluvac Innovator® EHV-4/1 vaccines to all participating horses in support of the NFR's biosecurity protocols. The vaccine sponsorship is part of Zoetis' continued commitment to equine health and its ongoing partnership with the NFR. Doses were distributed to participants in October to ensure proper protection and compliance with the event's vaccination timelines and biosecurity requirements.

In August 2025, Neogen® Corporation has announced a partnership with Biomatter, an innovative enzyme design firm. This collaboration aims to utilize Biomatter's Intelligent Architecture™ platform alongside Neogen's analytical development expertise to create novel enzyme-based products.

Test Types Covered:

Breed Identification

Genetic Health Screening

Trait & Ancestry Analysis

Parentage Verification

Technology Platforms Covered:

DNA Microarray

PCR

Next-Generation Sequencing (NGS)

Other Technology Platforms

Service Delivery Modes Covered:

At-Home Test Kits

Veterinary Clinic-Based Testing

Laboratory-Based Testing

Animal Types Covered:

Dogs

Cats

Horses

Other Animal Types

End Users Covered:

Individual Pet Owners

Breeders

Veterinary Clinics & Hospitals

Research Institutions

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

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