

Global Direct-To-Consumer (DTC) Genetic Testing Market By Test Type (Ancestry & Relationship Testing, Predictive Testing, Nutrigenomic Testing, Carrier Testing, Skincare Testing, Others), By Technology (Single Nucleotide Polymorphism (SNP) chips, Targeted Analysis, Whole Genome Sequencing (WGS), Others), By Sample (Saliva, Urine, Blood, Others), By Distribution Channel (Online and Offline), By Region Competition Forecast & Opportunities, 2027

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Abstracts

Global Direct-To-Consumer (DTC) Genetic Testing Market stood at USD 1,254.69 million in 2021 and is expected to grow at a CAGR of 8.97% during the forecast period. The rising prevalence of rare genetic diseases is expected to drive the market expansion. Rising demand for personalized genetic services, as well as increased public awareness around the world, are expected to aid market growth. The Direct-To-Consumer (DTC) genetic testing industry is fragmented, with a few dominant players and other small start-up companies offering superior quality Direct-To-Consumer (DTC) genetic tests at lower costs, which will address affordability issues and positively impact the market growth. The COVID-19 pandemic boosted the direct-to-consumer genetic testing market. During the pandemic, technological advancements have paved the way for new business opportunities in direct-to-consumer genetic testing. The rise in the prevalence of chronic diseases, as well as the introduction of personalized testing kits for niche therapeutic areas, are assisting in the rapid expansion of direct-to-consumer genetic testing. Such service adoption and change has increased demand for such kits.

The availability of these kits on online platforms will also have a positive impact on the market statistics

Rising demand for personalized direct-to-consumer genetic testing services will boost the market expansion

The growing popularity of pharmacogenetics will benefit the statistics of the direct-to-consumer genetic testing industry. Pharmacogenetics is a well-known example of gene-based personalization, in which genetic polymorphisms dictate the choice of medicinal treatment that benefits business momentum. Furthermore, consumer comprehension is used to evaluate and regulate personalized tests. The service provider provides descriptive information about the analytical and clinical validity of the tests, which increases the demand in the industry. These personalized tests are also less expensive than traditional genetic tests. Furthermore, personalized direct-to-consumer genetic test results can be obtained quickly using simple and noninvasive methods. These previously mentioned factors will propel the overall market share.

Increasing use of Genetic Information across the Healthcare Industry will augment the market progress

The ancestry & relationship testing segment will account for approximately 32% of the market in 2021, as costs for genetic ancestry tests have decreased in recent years, thereby increasing demand. In addition, interest in ancestry tests has grown dramatically in developed countries, including the United States, which adds to the segmental momentum. Ancestry testing, also called genetic genealogy, allows people to learn about their family history through historical documentation. It provides clues about an individual's ancestors among people of similar backgrounds by examining DNA variations. FamilyTreeDNA, for example, offers Family Finder DNA tests to find DNA matches and family connections. This also aids in determining ancestry history by comparing DNA to DNA from archaeological dig sites. As a result, ancestry and relationship testing are becoming more popular.

North America contributing to the Market Growth

North America's industry acquired around 44% of the market in 2021 and is expected to grow significantly in the coming years. Rising public awareness of direct-to-consumer genetic tests is attributed to high growth in the United States and Canada. Furthermore, increased internet use among residents in densely populated areas of the countries will benefit the market expansion. Similarly, a simplified regulatory process in the region will

spur market growth. The US Food and Drug Administration, for example, streamlines regulations and ensures that tests are analytically and clinically valid without the involvement of a healthcare intermediary. All these factors contribute to an increase in demand for direct-to-consumer genetic testing.

Rising public awareness and consumer empowerment will support market growth

A national survey found that awareness of genetic testing in the United States increased from 31% to 38% between 2007 and 2014, and a social media survey found that 47% of users were familiar with the Direct-To-Consumer (DTC)-GT concept. The shift from passive to empowered customers has created opportunities for businesses to respond in a variety of sectors, including genetic testing. Direct-To-Consumer (DTC)-inherent GT's accessibility is a significant benefit, allowing consumers free access to their own genetic information as well as personalized insights and recommendations. A sense of empowerment is a key driver of Direct-To-Consumer (DTC)-GT adoption; 80% of early adopters of Direct-To-Consumer (DTC)-GT services report a sense of empowerment from their results and "curiosity" as a primary motivation. As a result, 90% of Direct-To-Consumer (DTC)-GT firms use the emotional appeal of 'empowerment' in their marketing strategies.

Market Segmentation

The Global Direct-To-Consumer (DTC) Genetic Testing Market is segmented based on test type, technology, sample, distribution channel, and region. By test type, the market can be categorized into ancestry & relationship testing, predictive testing, nutrigenomic testing, carrier testing, skincare testing, and others. In terms of technology, the market can be classified into single nucleotide polymorphism (SNP) chips, targeted analysis, whole genome sequencing (WGS), and others. Based on sample, the market is divided into saliva, Urine, blood, and others. By distribution channel, the market can be split into online and offline. Regionally, North America dominated the market followed by Europe, Asia Pacific, Middle East & Africa and South America. The United States dominated the Direct-To-Consumer (DTC) Genetic Testing Market among all the countries and stood at USD 395.80 million in 2021 on account of growing prevalence of genetic disorders along with growing awareness related to at home genetic testing in the country.

Company Profiles

23andMe, Inc., Ancestry.com, LLC, Color Health, Inc., Helix OpCo LLC, Counsyl., My Heritage., Living DNA, Mapmygenome india Limited, Full Genomes Corporation, Direct

Laboratory Services, LLC are among the major market players in the Global Direct-To-Consumer (DTC) Genetic Testing Market.

Report Scope:

In this report, Global Direct-To-Consumer (DTC) Genetic Testing Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Direct-To-Consumer (DTC) Genetic Testing Market, By Test Type:

Ancestry & Relationship Testing

Predictive Testing

Nutrigenomic Testing

Carrier Testing

Skincare Testing

Others

Direct-To-Consumer (DTC) Genetic Testing Market, By Technology:

Single Nucleotide Polymorphism (SNP) chips

Targeted Analysis

Whole Genome Sequencing (WGS)

Others

Direct-To-Consumer (DTC) Genetic Testing Market, By Sample:

Saliva

Urine

Blood

Others

Direct-To-Consumer (DTC) Genetic Testing Market, By Distribution Channel:

Online

Offline

Direct-To-Consumer (DTC) Genetic Testing Market, By Region:

North America

United States

Canada

Mexico

Europe

United Kingdom

Belgium

Netherlands

Spain

Italy

Asia-Pacific

China

South Korea

Japan

Australia

India

Middle East & Africa

Egypt

Saudi Arabia

UAE

South Africa

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Global Direct-To-Consumer (DTC) Genetic Testing Market.

Available Customizations:

With the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

Contents

1. SERVICE OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. IMPACT OF COVID-19 ON GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET

5. VOICE OF CUSTOMER

5.1. Prevalence of Genetic Disorders, By Gender

5.2. Prevalence of Genetic Disorders, By Region

5.3. Commonly Observed Genetic Disorders

5.4. Factors Contributing Switch to Direct-To-Consumer (DTC) Genetic Testing

5.5. Barriers to Adoption of Direct-To-Consumer (DTC) Genetic Testing

6. GLOBAL DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Test Type (Ancestry & Relationship Testing, Predictive Testing, Nutrigenomic Testing, Carrier Testing, Skincare Testing, Others)

6.2.2. By Technology (Single Nucleotide Polymorphism (SNP) chips, Targeted Analysis, Whole Genome Sequencing (WGS), Others)

6.2.3. By Sample (Saliva, Urine, Blood, Others)

6.2.4. By Distribution Channel (Online v/s Offline)

6.2.5. By Region

6.2.6. By Company (2021)

6.3. Market Map

7. NORTH AMERICA DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Test Type
 - 7.2.2. By Technology
 - 7.2.3. By Sample
 - 7.2.4. By Distribution Channel
 - 7.2.5. By Country
- 7.3. North America: Country Analysis
 - 7.3.1. United States Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Test Type
 - 7.3.1.2.2. By Technology
 - 7.3.1.2.3. By Sample
 - 7.3.1.2.4. By Distribution Channel
 - 7.3.2. Canada Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Test Type
 - 7.3.2.2.2. By Technology
 - 7.3.2.2.3. By Sample
 - 7.3.2.2.4. By Distribution Channel
 - 7.3.3. Mexico Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Test Type
 - 7.3.3.2.2. By Technology
 - 7.3.3.2.3. By Sample
 - 7.3.3.2.4. By Distribution Channel

8. EUROPE DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast

- 8.2.1. By Test Type
- 8.2.2. By Technology
- 8.2.3. By Sample
- 8.2.4. By Distribution Channel
- 8.2.5. By Country
- 8.3. Europe: Country Analysis
 - 8.3.1. United Kingdom Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Test Type
 - 8.3.1.2.2. By Technology
 - 8.3.1.2.3. By Sample
 - 8.3.1.2.4. By Distribution Channel
 - 8.3.2. Belgium Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Test Type
 - 8.3.2.2.2. By Technology
 - 8.3.2.2.3. By Sample
 - 8.3.2.2.4. By Distribution Channel
 - 8.3.3. Netherlands Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Test Type
 - 8.3.3.2.2. By Technology
 - 8.3.3.2.3. By Sample
 - 8.3.3.2.4. By Distribution Channel
 - 8.3.4. Spain Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Test Type
 - 8.3.4.2.2. By Technology
 - 8.3.4.2.3. By Sample
 - 8.3.4.2.4. By Distribution Channel
 - 8.3.5. Italy Direct-To-Consumer (DTC) Genetic Testing Market Outlook

- 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
- 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Test Type
 - 8.3.5.2.2. By Technology
 - 8.3.5.2.3. By Sample
 - 8.3.5.2.4. By Distribution Channel

9. ASIA-PACIFIC DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Test Type
 - 9.2.2. By Technology
 - 9.2.3. By Sample
 - 9.2.4. By Distribution Channel
 - 9.2.5. By Country
- 9.3. Asia-Pacific: Country Analysis
 - 9.3.1. China Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Test Type
 - 9.3.1.2.2. By Technology
 - 9.3.1.2.3. By Sample
 - 9.3.1.2.4. By Distribution Channel
 - 9.3.2. South Korea Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Test Type
 - 9.3.2.2.2. By Technology
 - 9.3.2.2.3. By Sample
 - 9.3.2.2.4. By Distribution Channel
 - 9.3.3. Japan Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value

- 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Test Type
 - 9.3.3.2.2. By Technology
 - 9.3.3.2.3. By Sample
 - 9.3.3.2.4. By Distribution Channel
- 9.3.4. Australia Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 9.3.4.1. Market Size & Forecast
 - 9.3.4.1.1. By Value
 - 9.3.4.2. Market Share & Forecast
 - 9.3.4.2.1. By Test Type
 - 9.3.4.2.2. By Technology
 - 9.3.4.2.3. By Sample
 - 9.3.4.2.4. By Distribution Channel
- 9.3.5. India Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 9.3.5.1. Market Size & Forecast
 - 9.3.5.1.1. By Value
 - 9.3.5.2. Market Share & Forecast
 - 9.3.5.2.1. By Test Type
 - 9.3.5.2.2. By Technology
 - 9.3.5.2.3. By Sample
 - 9.3.5.2.4. By Distribution Channel

10. MIDDLE EAST AND AFRICA DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Test Type
 - 10.2.2. By Technology
 - 10.2.3. By Sample
 - 10.2.4. By Distribution Channel
 - 10.2.5. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. Egypt Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Test Type

- 10.3.1.2.2. By Technology
- 10.3.1.2.3. By Sample
- 10.3.1.2.4. By Distribution Channel
- 10.3.2. Saudi Arabia Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Test Type
 - 10.3.2.2.2. By Technology
 - 10.3.2.2.3. By Sample
 - 10.3.2.2.4. By Distribution Channel
- 10.3.3. UAE Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Test Type
 - 10.3.3.2.2. By Technology
 - 10.3.3.2.3. By Sample
 - 10.3.3.2.4. By Distribution Channel
- 10.3.4. South Africa Direct-To-Consumer (DTC) Genetic Testing Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Test Type
 - 10.3.4.2.2. By Technology
 - 10.3.4.2.3. By Sample
 - 10.3.4.2.4. By Distribution Channel

11. SOUTH AMERICA DIRECT-TO-CONSUMER (DTC) GENETIC TESTING MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value
- 11.2. Market Share & Forecast
 - 11.2.1. By Test Type
 - 11.2.2. By Technology
 - 11.2.3. By Sample
 - 11.2.4. By Distribution Channel
 - 11.2.5. By Country

11.3. South America: Country Analysis

11.3.1. Brazil Direct-To-Consumer (DTC) Genetic Testing Market Outlook

11.3.1.1. Market Size & Forecast

11.3.1.1.1. By Value

11.3.1.2. Market Share & Forecast

11.3.1.2.1. By Test Type

11.3.1.2.2. By Technology

11.3.1.2.3. By Sample

11.3.1.2.4. By Distribution Channel

11.3.2. Argentina Direct-To-Consumer (DTC) Genetic Testing Market Outlook

11.3.2.1. Market Size & Forecast

11.3.2.1.1. By Value

11.3.2.2. Market Share & Forecast

11.3.2.2.1. By Test Type

11.3.2.2.2. By Technology

11.3.2.2.3. By Sample

11.3.2.2.4. By Distribution Channel

11.3.3. Colombia Direct-To-Consumer (DTC) Genetic Testing Market Outlook

11.3.3.1. Market Size & Forecast

11.3.3.1.1. By Value

11.3.3.2. Market Share & Forecast

11.3.3.2.1. By Test Type

11.3.3.2.2. By Technology

11.3.3.2.3. By Sample

11.3.3.2.4. By Distribution Channel

12. MARKET DYNAMICS

12.1. Drivers

12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. 23andMe, Inc.

14.2. Ancestry.com, LLC

14.3. Color Health, Inc.

14.4. Helix OpCo LLC

- 14.5. Counsyl
- 14.6. My Heritage
- 14.7. Full Genomes Corporation, Inc.
- 14.8. Living DNA
- 14.9. Mapmygenome India Limited
- 14.10. Direct Laboratory Services, LLC

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

List Of Figures

LIST OF FIGURES

Figure 1: Global Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 2: Global Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 3: Global Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology Type, By Value, 2017-2027F

Figure 4: Global Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 5: Global Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 6: Global Direct-To-Consumer (DTC) Genetic Testing Market Share, By Region, By Value, 2017-2027F

Figure 7: Global Direct-To-Consumer (DTC) Genetic Testing Market Share, By Company, By Value, 2021

Figure 8: Global Direct-To-Consumer (DTC) Genetic Testing Market Map, By Test Type, Market Size (USD Million) & Growth Rate (%), 2021

Figure 9: Global Direct-To-Consumer (DTC) Genetic Testing Market Map, By Technology Type, Market Size (USD Million) & Growth Rate (%), 2021

Figure 10: Global Direct-To-Consumer (DTC) Genetic Testing Market Map, By Sample, Market Size (USD Million) & Growth Rate (%), 2021

Figure 11: Global Direct-To-Consumer (DTC) Genetic Testing Market Map, By Distribution Channel, Market Size (USD Million) & Growth Rate (%), 2021

Figure 12: Global Direct-To-Consumer (DTC) Genetic Testing Market Map, By Region, Market Size (USD Million) & Growth Rate (%), 2021

Figure 13: North America Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 14: North America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 15: North America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 16: North America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 17: North America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 18: North America Direct-To-Consumer (DTC) Genetic Testing Market Share, By

Country, By Value, 2017-2027F

Figure 19: United States Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 20: United States Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 21: United States Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology Type, By Value, 2017-2027F

Figure 22: United States Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 23: United States Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 24: Canada Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 25: Canada Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 26: Canada Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology Type, By Value, 2017-2027F

Figure 27: Canada Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 28: Canada Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 29: Mexico Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 30: Mexico Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 31: Mexico Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 32: Mexico Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 33: Mexico Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 34: Europe Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 35: Europe Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 36: Europe Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 37: Europe Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 38: Europe Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 39: Europe Direct-To-Consumer (DTC) Genetic Testing Market Share, By Country, By Value, 2017-2027F

Figure 40: United Kingdom Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 41: United Kingdom Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 42: United Kingdom Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 43: United Kingdom Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 44: United Kingdom Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 45: Belgium Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 46: Belgium Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 47: Belgium Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 48: Belgium Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 49: Belgium Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 50: Netherlands Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 51: Netherlands Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 52: Netherlands Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 53: Netherlands Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 54: Netherlands Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 55: Spain Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 56: Spain Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 57: Spain Direct-To-Consumer (DTC) Genetic Testing Market Share, By

Technology, By Value, 2017-2027F

Figure 58: Spain Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 59: Spain Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 60: Italy Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 61: Italy Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 62: Italy Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 63: Italy Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 64: Italy Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 65: Asia-Pacific Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 66: Asia-Pacific Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 67: Asia-Pacific Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 68: Asia-Pacific Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 69: Asia-Pacific Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 70: Asia-Pacific Direct-To-Consumer (DTC) Genetic Testing Market Share, By Country, By Value, 2017-2027F

Figure 71: China Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 72: China Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 73: China Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 74: China Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 75: China Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 76: South Korea Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 77: South Korea Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 78: South Korea Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 79: South Korea Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 80: South Korea Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 80: South Korea Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 81: Japan Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 82: Japan Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 83: Japan Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 84: Japan Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 85: Japan Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 86: Australia Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 87: Australia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 88: Australia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 89: Australia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 90: Australia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 91: India Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 92: India Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 93: India Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 94: India Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 95: India Direct-To-Consumer (DTC) Genetic Testing Market Share, By

Distribution Channel, By Value, 2017-2027F

Figure 96: Middle East & Africa Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 97: Middle East & Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 98: Middle East & Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 99: Middle East & Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 100: Middle East & Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 101: Middle East & Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Country, By Value, 2017-2027F

Figure 102: Egypt Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 103: Egypt Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 104: Egypt Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 105: Egypt Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 106: Egypt Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 107: Saudi Arabia Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 108: Saudi Arabia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 109: Saudi Arabia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 110: Saudi Arabia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 111: Saudi Arabia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 112: UAE Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 113: UAE Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 114: UAE Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 115: UAE Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 116: UAE Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 117: South Africa Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 118: South Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 119: South Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 120: South Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 121: South Africa Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 122: South America Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 123: South America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 124: South America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 125: South America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 126: South America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 127: South America Direct-To-Consumer (DTC) Genetic Testing Market Share, By Country, By Value, 2017-2027F

Figure 128: Brazil Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 129: Brazil Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 130: Brazil Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 131: Brazil Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 132: Brazil Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 133: Argentina Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 134: Argentina Direct-To-Consumer (DTC) Genetic Testing Market Share, By

Test Type, By Value, 2017-2027F

Figure 135: Argentina Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 136: Argentina Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 137: Argentina Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

Figure 138: Colombia Direct-To-Consumer (DTC) Genetic Testing Market Size, By Value (USD Million), 2017-2027F

Figure 139: Colombia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Test Type, By Value, 2017-2027F

Figure 140: Colombia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Technology, By Value, 2017-2027F

Figure 141: Colombia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Sample, By Value, 2017-2027F

Figure 142: Colombia Direct-To-Consumer (DTC) Genetic Testing Market Share, By Distribution Channel, By Value, 2017-2027F

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