

United States Direct-To-Consumer Genetic Testing Market- By Test Type (Ancestry & Relationship Testing, Predictive Testing, Nutrigenomic Testing, Carrier Testing, Skincare Testing, and 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 v/s Offline) By Region, Competition, Forecast and Opportunities, 2028

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Abstracts

United States Direct-To-Consumer Genetic Testing Market is expected to grow at a significant rate during the forecast period 2024-2028. During the forecast period, rising public awareness of the accessibility of direct-to-consumer genetic tests in both developed and developing countries will fuel market expansion. Leading market players have concentrated on creating top-notch direct-to-consumer genetic testing solutions. These tests guarantee accurate and reliable genetic test results. The global Direct-To-Consumer (DTC) Genetic Testing Market is driven by this. Moreover, businesses such as 23andMe have made special marketing efforts to advertise their direct-to-consumer genetic tests through offline and online retail pharmacies. Moreover, businesses advertise their goods with appealing discounts and promotional offers.

Genetic testing refers to medical procedures that examine alterations in genes, chromosomes, or proteins in an effort to either confirm or disprove the existence of a genetic disorder or to estimate a person's propensity to do so. Through direct-to-

consumer genetic testing, customers may be able to receive genetic tests with little or no participation from a third-party healthcare professional. Online or printed advertisements are used to offer direct-to-consumer genetic testing kits to potential customers. DTC genetic testing became available in the early 2000s, enabling consumers to collect genetic data without a doctor's assistance. The exams can be purchased offline or online through distribution outlets.

Rising Demand for Personalized Direct-To-Consumer Genetic Testing Services Fuel Market Expansion

The statistics of the direct-to-consumer genetic testing market will profit from the pharmacogenetics field's rising popularity. One well-known use of gene-based personalization is in the field of pharmacogenetics, in which genetic variations determine the selection of a drug therapy that supports the growth of a company. Furthermore, the evaluation and control of individualized tests is done through consumer comprehension. The service provider gives descriptive data on the test's analytic and clinical validity, which raises industry demand. Additionally, the cost of these customized testing is lower than that of conventional genetic examinations. Moreover, findings from customized direct-to-consumer genetic tests can be promptly acquired using easy-to-use, non-invasive techniques. The aforementioned factors are anticipated to increase the direct-to-consumer genetic testing market share overall.

Rising Public Awareness Regarding Direct-To-Consumer (DTC) Genetic Testing is Driving Market Expansion

The rapid growth of direct-to-consumer genetic testing is being aided by the rise in the frequency of chronic diseases as well as the advent of customized testing kits for specialized therapeutic fields. The acceptance and modification of such services have boosted the demand for such kits. Moreover, government awareness programs in the region are expected to boost awareness among individuals, which in turn drives the growth of the market throughout the forecast period. Furthermore, the availability of these kits on online platforms is expected to support the growth of the Direct-To-Consumer (DTC) Genetic Testing market during the forecast period 2024-2028.

The high cost of DTC Kits is Hampering the Growth of the US Direct-To-Consumer (DTC) Genetic Testing Market

The high cost of DTC genetic testing services is limiting the growth of the US Direct-To-Consumer Genetic testing market. Various manufacturers are focusing on product

advancement & innovation and the integration of next-generation technologies to launch high-end direct-to-consumer tests, leading to high investment in manufacturing facilities along with high product prices. For instance, based on the complexity of the test and the severity of the disease, the cost of direct-to-consumer genetic tests varies from USD 100 to USD 3,000. Hence, the demand for genetic services across middle-income and developed regions in the United States is anticipated to limit the growth of the market.

Market Segmentation

The United States Direct-To-Consumer Genetic Testing Market is segmented based on test type, technology, and sample. Based on product & services, the market is divided into ancestry & relationship testing, predictive testing, nutrigenomic testing, carrier testing, skincare testing, and others. Based on technology, the market is further divided into Single Nucleotide Polymorphism (SNP) chips, targeted analysis, Whole Genome Sequencing (WGS), and Others. On the basis of the sample, the market is further split into saliva, urine, blood, and others. Based on the distribution channel, the market is divided into online and offline.

Market players

Ancestry.com, LLC, Helix OpCo LLC, MyHeritage Ltd., Living DNA, and Direct Laboratory Services, LLC are the major players operating in the United States Direct-to-Consumer Genetic Testing Market.

Report Scope:

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

United States Direct-To-Consumer Genetic Testing Market, By Test Type:

Ancestry & Relationship Testing

Predictive Testing

Nutrigenomic Testing

Carrier Testing

Skincare Testing

Others

United States Direct-To-Consumer Genetic Testing Market, By Technology:

Single Nucleotide Polymorphism (SNP) Chips

Targeted Analysis

Whole Genome Sequencing (WGS)

Others

United States Direct-To-Consumer Genetic Testing Market, By Sample

Saliva

Urine

Blood

Others

United States Direct-To-Consumer Genetic Testing Market, By Distribution Channel

Online

Offline

United States Direct-To-Consumer Genetic Testing Market, By Region

North-East

Mid-West

West

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Direct-To-Consumer 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. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMERS

5. UNITED STATES DIRECT-TO-CONSUMER GENETIC TESTING MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value & Volume
- 5.2. Market Share & Forecast
 - 5.2.1. By Test Type (Ancestry & Relationship Testing, Predictive Testing, Nutrigenomic Testing, Carrier Testing, Skincare Testing, Others)
 - 5.2.2. By Technology (Single Nucleotide Polymorphism (SNP) chips, Targeted

Analysis, Whole Genome Sequencing (WGS), Others)

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

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

5.2.5. By Region

5.2.6. By Company (2022)

5.3. Market Map

6. NORTH-EAST UNITED STATES DIRECT-TO-CONSUMER 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

6.2.2. By Technology

6.2.3. By Sample

6.2.4. By Distribution Channel

7. MID-WEST UNITED STATES DIRECT-TO-CONSUMER 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

8. WEST UNITED STATES DIRECT-TO-CONSUMER 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

9. SOUTH UNITED STATES DIRECT-TO-CONSUMER 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

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

12. POLICY & REGULATORY LANDSCAPE

13. UNITED STATES ECONOMIC PROFILE

14. COMPETITIVE LANDSCAPE

14.1. Ancestry.com, LLC

14.2. Helix OpCo LLC

14.3. MyHeritage Ltd.

14.4. Living DNA

14.5. Direct Laboratory Services, LLC

15. STRATEGIC RECOMMENDATIONS

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