

United States DTC Wellness Testing Market – By Test Type (Hormone, Micronutrients, Food Intolerance, Food Sensitivity, COVID-19 DTC Test, Infectious Disease Tests and Others), By Offerings (Test Panel, Test Strips, Digital Monitoring Instruments, Other), By Distribution Channel (Online and Over the Counter), By Sample Type (Blood, Urine, Saliva and Others), By Region, Competition, Opportunity, and Forecast, 2018-2028F

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Abstracts

United States DTC Wellness Testing Market is expected to grow with an impressive CAGR in the forecast period 2024-2028. United States DTC Wellness Testing Market is growing on account of growing awareness among the population regarding DTC Wellness Testing, along with its benefits and consumer convenience related with it.

DTC Wellness testing, when performed for genetic testing, provides consumer access to genetic information and enhanced privacy of information.

One of the key drivers of this growth has been the increasing consumer demand for personalized and accessible healthcare solutions. With DTC wellness testing, consumers can easily order and receive tests to track various health indicators, such as hormone levels, vitamin deficiencies, and genetic predispositions to certain diseases.

Moreover, United States Healthcare industry is growing and expanding its outreach by moving towards precision care, propelled by advanced testing and result analysis, among the population, increasing consumer demand for convenient and affordable

healthcare options, rising healthcare costs, etc. The introduction of DTC Wellness in United States healthcare is offering access to get personalized medical treatments for citizens based on their genomic data so that people could have more control over their own health.

The factors that influence the growth of United States DTC wellness testing market includes technological advancements, personalized healthcare, and increasing awareness of preventive healthcare. DTC wellness tests are promoted directly to consumers via commercials, televisions, and the Internet, thereby resulting in increased awareness related to DTC products. Consumers can get the information about the test that they have ordered through the company's online portal without visiting any physician or through the insurance companies. Major companies such as LabCorp, Quest Diagnostics, and Everlywell, Inc. have dedicated their efforts to developing reliable consumer-facing wellness testing services, and this, in turn, propels the growth of the United States DTC Wellness Testing Market.

Growing Awareness and Advantages of DTC Wellness Testing

Direct-To-Consumer (DTC) provides access to genetic information to the customers directly and without the interference of a healthcare provider or any health insurance company. The growing awareness about wellness testing is creating a huge demand for the DTC Wellness testing market among the population in case of rising demand for DTC wellness Testing offerings such as home health & wellness kits. Major disease testing performed by collecting samples at home for determining diseases such as infectious diseases like human papillomavirus, syphilis, HIV, and hepatitis C are increasing the demand for collection kits. Additionally, with a growing emphasis on preventive healthcare, more consumers are turning to DTC wellness testing as a way to monitor their health and identify potential health issues early on. Moreover, DTC wellness testing allows consumers to order and receive laboratory tests without the need for a healthcare provider's order or involvement, providing a convenient and affordable option for preventive healthcare.

Growing Accessibility to Genetic Testing, like Molecular Testing

DTC wellness testing market finds important applications in genetic testing by providing genetic tests to the consumers directly, without the inclusion of a healthcare provider, and thus, is gaining popularity for several advantages. DTC genetic testing can be performed to identify the arrangement of DNA in chromosomes, to identify portions of genomes, and also involves performing comprehensive DNA sequencing of specific

genes to look for any specific changes that may cause disease in the person. DTC Testing is advantageous in family planning as it helps in identifying any chromosomal abnormality present in the fetus. DTC genetic testing kits can provide paternity testing ease by providing accuracy by sample collection at home and avoiding contamination. Moreover, the DTC (direct-to-consumer (DTC) genetic testing proves itself to be an efficient method to make a person's medical genetic information available to the consumers and thus is an efficient tool to help avoid genetic discrimination by avoiding the patient's genetic information in medical records.

Growing Demand in Cancer Susceptibility

The growing prevalence of cancer has increased the demand for testing methods that aid in pre-diagnosing cancer in the patients in early stages. DTC Genetic testing is helpful in patients that suspect a risk of cancer such as breast cancer and are susceptible to getting the risk of breast cancer. Due to the health guidelines by the United States healthcare system, physicians are required to follow guidelines to perform genetic testing for cancer suspects and thus are restricted to perform the testing in limited numbers and also cannot clear doubt in a person suffering from the doubt of acquiring cancer. In such scenarios, one can get reassurance by getting DTC testing which is advantageous to the person and may help in identifying mutations in the breast cancer susceptibility genes BRCA1 and BRCA2. Therefore, this aspect of the US DTC Wellness Testing market is helping to support the market growth in the forecast period.

Growing Public Awareness and Demand for Transparency in Performing Testing

DTC testing is comparably performed at a lesser expense and faster pace than genetic testing. For instance, in DTC genetic testing kits, the sample is collected non-invasively by methods such as collecting saliva or swabbing inside the mouth with cotton swabs, taking blood samples, etc.

Furthermore, consumers can obtain information related to their results quickly and precisely through the DTC testing company's online portal. Thus, it increases the demand for consumer privacy and provides a genetic database to the consumer directly, thereby leading to build an increased demand for United States DTC wellness testing market in the forecast period. The companies also started marketing diagnostic and serological COVID-19 tests directly to consumers in the middle of the pandemic. The sample was collected from the patient at home or sent to the laboratory, with negligible involvement of the healthcare provider. The majority of the companies received emergency use authorization (EUA) for such testing. The companies are

forming strategic partnerships with some e-commerce giants. For instance, in September 2021, a market player, namely Nordstrom, collaborated with Viome Life Sciences, Inc. to take up its wellness category under a new-brand retail partnership. The company aims to sell Viome's health intelligence test online and expand distribution in the selected stores by 2022.

Recent Developments

In March 2021, a binding merger agreement between 23andMe, Inc. and VG Acquisition Corp. was signed. Due to this corporate merger, the company now has a \$3,500 million market value.

In October 2021, the market players like Everlywell, Inc. acquired Natalist, a business that sells clients necessities for conception and pregnancy. DTC health products from Everlywell, Inc. include prenatal vitamins, ovulation testing, and pregnancy tests.

In March 2021, Everlywell, Inc. purchased PWNHealth and Home Access Health Corporation and subsequently established the parent business, Everly Health. More than 20 million people are supported by these businesses annually across all 50 U.S. states, Canada, and Puerto Rico.

Market Segmentation

The United States DTC Wellness Testing Market is segmented based on Test Type, Offerings, Distribution Channel, Sample Type, and Region. Based on Test Type, the market is segmented into Hormones, Micronutrients, Food Intolerance, Food Sensitivity, COVID-19 DTC Tests, Infectious Disease Tests, and Others. Depending on the offerings, the market is segmented into Test Panels, Test Strips, Digital Monitoring Instruments, and Others); based on Distribution Channel, the market is segmented into Online and Over the Counter. Based on Sample Type, the market is segmented into Blood, Urine, Saliva, and Others. Based on the region, the Market is further segmented into Southern U.S., Midwest U.S., Mid-Atlantic U.S., West U.S., Southwest U.S., and New England.

Market Players

23andMe Inc., Everlywell, Inc., Quest Diagnostics, LetsGetChecked (PrivaPath Diagnostics Ltd.), Kindbody, Myriad Genetics, Inc., Laboratory Corporation of America Holdings, Cue., myLAB Box., Ro (Modern Fertility), etc., are some of the major players

operating in the United States DTC Wellness Testing Market.

Report Scope:

In this report, United States DTC Wellness Testing Market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

United States DTC Wellness Testing Market, By Test Type:

Hormone

Micronutrients

Food Intolerance

Food Sensitivity

COVID-19 DTC Test

Infectious Disease Tests

Others

United States DTC Wellness Testing Market, By Offerings:

Test Panel

Test Strips

Digital Monitoring Instruments

Other

United States DTC Wellness Testing Market, By Distribution Channel:

Online

Over the Counter

United States DTC Wellness Testing Market, By Sample Type:

Blood

Urine

Saliva

Others

United States DTC Wellness Testing Market, By Region:

Northeast

Midwest

South

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in United States DTC Wellness 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).

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