

# Asia Pacific Direct-to-Consumer Genetic Testing Market Forecast to 2030 - Regional Analysis - by Test Type (Ancestry Testing, Predictive Testing, Nutrigenomics Testing, Carrier Testing, and Others), Technology (Whole Genome Sequencing, Single Nucleotide Polymorphism Chips, Targeted Analysis, and Others), and Distribution Channel (Online and Offline)

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## Abstracts

The Asia Pacific direct-to-consumer genetic testing market was valued at US\$ 354.24 million in 2022 and is expected to reach US\$ 1,530.84 million by 2030; it is estimated to grow at a CAGR of 20.1% from 2022 to 2030.

### Growing Adoption of Single Nucleotide Polymorphism (SNP) Chips Fuels the Asia Pacific Direct-to-Consumer Genetic Testing Market

There has been a steady paradigm shift from traditional medicine to personalized medicine with increasing scientific knowledge in recent years. This shift is due to advances in genetic engineering, single nucleotide polymorphism (SNP) genotyping, and the high adoption of microarrays and biochip technologies. The introduction of genetic microarray analysis platforms with hundreds of thousands of SNPs will encourage the implementation of advanced algorithms to test for more secluded genealogical relationships more openly between individuals. In addition, the demand for detecting malignant tumors has also increased. In the pediatric field, the short turnaround time without the need to hybridize SNP variations to massive deletions has led to enormous demand. As a result, the market is expected to grow as more genetic

abnormalities are detected and treated.

SNP chips with high efficiency and accuracy are witnessing an increase in demand due to the constant need for technologically advanced and more sophisticated DTC genetic testing. A high preference for SNP chips can be attributed to their ability to measure dosage changes and DNA polymorphism, along with various applications such as the SNP microarray analysis that are vital for cancer research. Furthermore, an increasing need to minimize errors in DTC genetic testing is expected to drive the adoption of SNP technology, thereby providing an opportunity for the market growth.

### Asia Pacific Direct-to-Consumer Genetic Testing Market Overview

The Asia Pacific direct-to-consumer genetic testing market is sub segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. The market in this region is expected to grow at the fastest pace among all major regions in the world during the forecast period. The proliferation of the direct-to-consumer genetic testing market in Asia Pacific is attributed to the increasing need for superior treatment solutions, a rise in awareness of the early screening of genetic disorders, and the growing focus on research and development activities. Additionally, an upsurge in the R&D for genomics, a large pool of patients, and upgrades in healthcare infrastructure are projected to favor the growth of the direct-to-consumer genetic testing market in Asia Pacific during the forecast period.

### Asia Pacific Direct-to-Consumer Genetic Testing Market Revenue and Forecast to 2030 (US\$ Million)

### Asia Pacific Direct-to-Consumer Genetic Testing Market Segmentation

The Asia Pacific direct-to-consumer genetic testing market is segmented into test type, technology, distribution channel, and country.

Based on test type, the Asia Pacific direct-to-consumer genetic testing market is segmented into ancestry testing, predictive testing, nutrigenomics testing, carrier testing, and others. The ancestry testing market segment held the largest share in 2022.

In terms of technology, the Asia Pacific direct-to-consumer genetic testing market is categorized into whole genome sequencing, single nucleotide polymorphism chips, targeted analysis, and others. The single nucleotide polymorphism chips segment held the largest share in 2022.

Based on distribution channel, the Asia Pacific direct-to-consumer genetic testing market is bifurcated into online and offline. The online segment held a larger share in 2022.

Based on country, the Asia Pacific direct-to-consumer genetic testing market is segmented China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific direct-to-consumer genetic testing market in 2022.

Genesis Healthcare Co, Ancestry Genomics Inc, Myriad Genetics, Inc., Living DNA Ltd, 23andMe Inc, and Genetic Technologies Ltd are some of the leading companies operating in the Asia Pacific direct-to-consumer genetic testing market.

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