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Direct-to-Consumer Genetic Testing Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Test Type (Nutrigenomics Testing, Predictive Testing, Carrier Testing, and Others), Technology (Whole Genome Sequencing, Single Nucleotide Polymorphism Chips, Targeted Analysis, and Others), Distribution Channel (Online and Offline), and Geography (North America, Europe, Asia Pacific, Middle East & Africa, and South & Central America)

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Abstracts

The direct-to-consumer genetic testing market size is estimated to reach US$ 1.715 billion in 2022 to US$ 7.191 billion by 2030; the market is projected to record a CAGR of 19.6% from 2022 to 2030.

Some of the key driving factors for the direct-to-consumer genetic testing market growth are the growing incidence of genetic disorders and increasing awareness about the potential benefits of genetic testing drive the market. Whereas the high cost and privacy concerns associated with direct-to-consumer genetic testing hamper market growth.

Increasing Awareness About Potential Benefits of Genetic Testing

Consumers are increasingly driven by self-curiosity and empowerment, reflected by increased awareness of services that offer genetic testing and follow-up counseling. Awareness and acceptance of genetic testing are steadily increasing among the

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population worldwide. The shift from passive to empowered and self-aware customers is driving the genetic testing market. The inherent accessibility of direct-to-consumer genetic testing (DTC-GT) is a major advantage, giving consumers free access to their genetic information and personalized insights and recommendations. Many industries are seeing a significant increase in customers seeking tailored products and experiences, with an increased willingness to pay to identify and meet individual needs.

Genetic testing plays an important role in addressing the increasing burden of various diseases, such as diabetes and certain cancers, by eliminating the need for unnecessary examinations and screening tests and pointing the person to the best available options for prevention, treatment, and monitoring of the condition. The role of genetic testing in all areas of medicine is rapidly increasing. Genetic testing is already speeding up diagnoses, and it aids in identifying people with a genetic predisposition to highly resilient diseases. Preconception and prenatal genetic testing assist potential patients with reproductive decisions by informing them of their carrier status for genetic disorders.

The increasing awareness of the importance of genetic variations across a wide range of phenotypes associated with different diseases is further expected to promote market growth. These tests reveal whether a person has a genetic predisposition to a particular disease or phenotype of concern, which can be diagnosed as early as possible to initiate the disease treatment. The first sequencing of the human genome and developmets in genome sequencing technology is enabling rapid growth in genomics research. This has also led to direct-to-consumer genetic testing becoming a new service. The global direct-to-consumer genetic testing market has influenced many people as these tests provide valid information about various health risks, personal characteristics, and overall well-being. Further, the rapid transition of the clinical laboratory workforce to DTC-GT is another crucial factor driving the market. For example, according to MIT Technology Review, approximately 8%, or nearly 26 million, people in the US took DNA tests in 2019. That number is expected to rise to over 100 million in the coming years.

Thus, the growing awareness among the population regarding genetic testing drives the direct-to-consumer genetic testing market.

Direct-to-Consumer Genetic Testing Market: Segmental Overview

The direct-to-consumer genetic testing market is analyzed on the test type, technology, and distribution channel. The market, by test type, is segmented into ancestry testing, nutrigenomics testing, predictive testing, carrier testing, and others. The ancestry testing segment held the largest market share in 2022, whereas the predictive testing segment is anticipated to register a higher CAGR during 2022–2030.

The market based on technology is segmented into whole genome sequencing, single nucleotide polymorphism chips, targeted analysis, and others. The single nucleotide polymorphism chips segment held a larger market share in 2022 and is estimated to register a higher CAGR during 2022–2030.

Based on the distribution channel, the direct-to-consumer genetic testing market is categorized into online and offline. In 2022, the online segment held the largest market share and is anticipated to register the highest CAGR during 2022–2030.

Direct-to-Consumer Genetic Testing Market: Geographical Overview

Based on geography, the direct-to-consumer genetic testing market is analyzed for North America, Europe, Asia Pacific, Middle East & Africa, and South and Central America. Based on regions, North America accounts for a significant market share owing to the growing prevalence of genetic diseases, high spending on research and development, product approvals by the US Food and Drug Administration (FDA), and technological advances. The growing healthcare business sector and the increase in use of direct-to-consumer genetic testing will continue to offer growth opportunities for market in the region during the forecast period. Further, the rising support from government to address growing concerns about genetic diseases favors North America's direct-to-consumer genetic testing market progress. US held the largest market share in the North America direct-to-consumer genetic testing market. The FDA approved 23andMe's DTC genetic test in 2022 for a hereditary prostate cancer marker. Direct-to-consumer genetic testing has been gaining significant popularity in the US. According to the US National Institutes of Health (NIH), DTC genetic tests are marketed directly to consumers via television, print advertising, or the Internet. Thus, the increasing prevalence of genetic disorders, coupled with the rising adoption of advanced gene therapies to treat chronic diseases, drives the market in the US.

Moreover, Asia Pacific region is expected to witness fastest growth rate 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,

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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.

Moreover, Europe held the second largest market share in the global direct-to-consumer genetic testing market. The regional market is expected to grow significantly in the coming years owing to the rising awareness regarding genetic tests and the rising prevalence of genetic disorders and cancer. Germany held the largest market share in the European direct-to-consumer genetic testing market, whereas the UK is expected to witness the fastest growth during the forecast period.

The rising technological advancements in the past few years have opened numerous opportunities for the direct-to-consumer genetic testing market expansion. The development of customized testing kits for niche therapeutic areas and the rising prevalence of chronic diseases benefit the direct-to-consumer genetic testing market in Germany.

Direct-to-Consumer Genetic Testing Market: Key Players

Under the direct-to-consumer genetic testing market study, a few key players were analyzed, which include Genesis Healthcare Co, Ancestry Genomics Inc, Color Health Inc, Helix Inc, Myriad Genetics, Inc, Living DNA Ltd, 23andMe Inc, Genetic Technologies Ltd, Gene By Gene Ltd, and Full Genomes Corp Inc.

A few of the key primary and secondary sources referred to while preparing the report on the direct-to-consumer genetic testing market are the World Health Organization (WHO), FDA (Food and Drug Administration), UK Genetic Testing Network, and French National Authority for Health, and National Institutes of Health

Contents

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ANALYSIS

6.1 Direct-To-Consumer Genetic Testing Market Revenue (US$ Mn), 2022 – 2030

7. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET – REVENUE AND FORECAST TO 2030 – BY TEST TYPE

7.1 Overview
7.2 Direct-To-Consumer Genetic Testing Market Revenue Share, by Test Type 2022 & 2030 (%)
7.3 Ancestry Testing
  7.3.1 Overview
  7.3.2 Ancestry Testing: Direct-To-Consumer Genetic Testing Market – Revenue and Forecast to 2030 (US$ Million)
7.4 Nutrigenomics Testing
  7.4.1 Overview
  7.4.2 Nutrigenomics Testing: Direct-To-Consumer Genetic Testing Market – Revenue and Forecast to 2030 (US$ Million)
7.5 Predictive Testing
  7.5.1 Overview
  7.5.2 Predictive Testing: Direct-To-Consumer Genetic Testing Market – Revenue and Forecast to 2030 (US$ Million)
7.6 Carrier Testing
  7.6.1 Overview
  7.6.2 Carrier Testing: Direct-To-Consumer Genetic Testing Market – Revenue and Forecast to 2030 (US$ Million)
7.7 Others
  7.7.1 Overview
  7.7.2 Others: Direct-To-Consumer Genetic Testing Market – Revenue and Forecast to 2030 (US$ Million)

8. GLOBAL DIRECT-TO-CONSUMER GENETIC TESTING MARKET – REVENUE AND FORECAST TO 2030 – BY TECHNOLOGY

8.1 Overview
8.2 Direct-To-Consumer Genetic Testing Market Revenue Share, by Technology 2022 & 2030 (%)
8.3 Whole Genome Sequencing
  8.3.1 Overview

11. DIRECT-TO-CONSUMER GENETIC TESTING MARKET–INDUSTRY LANDSCAPE

12. COMPANY PROFILES

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