

# **Europe 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)**

<https://marketpublishers.com/r/E27B24918D17EN.html>

Date: February 2024

Pages: 77

Price: US\$ 3,550.00 (Single User License)

ID: E27B24918D17EN

## **Abstracts**

The Europe direct-to-consumer genetic testing market was valued at US\$ 507.98 million in 2022 and is expected to reach US\$ 2,103.66 million by 2030; it is estimated to grow at a CAGR of 19.4% from 2022 to 2030.

**Increasing Awareness About Potential Benefits of Genetic Testing Fuels the Europe Direct-to-Consumer Genetic Testing Market**

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 is steadily increasing among the 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 advances in genome sequencing technology have enabled rapid growth in genomics research. This has also led to direct-to-consumer genetic testing becoming a new service. The Europe 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.

## Europe Direct-to-Consumer Genetic Testing Market Overview

The Europe direct-to-consumer genetic testing market is segmented into the UK, Germany, France, Italy, Spain, and the Rest of Europe. The regional market is expected to grow significantly in the coming years owing to the rising awareness regarding genetic tests, and rising prevalence of genetic disorders and cancer. 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 rising prevalence of chronic diseases benefits the direct-to-consumer genetic testing market in Germany. Moreover, genetics has become vital in clinical practices with an exponential drop in the cost of an individual's genome sequencing. Genetics provides doctors with valuable presymptomatic diagnostic and, in some cases, analytical tools, which can be used to manage diseases more effectively and take preventive actions. The exponential fall in

the price of genome analysis tools also allows individuals to access their genetic profiles quickly and economically.

According to the German Cancer Research Center, breast cancer was diagnosed in nearly 69,000 women and 700-800 men in Germany in 2022. This makes breast cancer one of the most frequently occurring cancers in Germany. The government of Germany announced a plan to include Breast Cancer gene 1 (BRCA) genetic testing in the national cancer plan, which was initiated in 2008 with an aim to ensure women who are at a higher genetic risk of breast cancer are legally entitled to thorough screening and risk-reducing options. The increasing focus of the German government on regulating and creating awareness regarding genetic tests triggers the adoption of direct-to-consumer genetic tests across Germany.

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

Europe Direct-To-Consumer Genetic Testing Market Segmentation

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

Based on test type, the Europe 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 Europe 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 Europe 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 Europe direct-to-consumer genetic testing market is segmented Germany, the UK, France, Italy, Spain, and the Rest of Europe. Germany dominated the Europe direct-to-consumer genetic testing market in 2022.

Ancestry Genomics Inc, Myriad Genetics, Inc., Living DNA Ltd, 23andMe Inc, and Genetic Technologies Ltd are some of the leading companies operating in the Europe

direct-to-consumer genetic testing market.

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