

Middle East & Africa 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 Middle East & Africa direct-to-consumer genetic testing market was valued at US\$ 47.58 million in 2022 and is expected to reach US\$ 166.21 million by 2030; it is estimated to grow at a CAGR of 16.9% from 2022 to 2030.

Growing Interest in Pharmacogenetics and Increasing Adoption of Telehealth Fuels the Middle East & Africa Direct-to-Consumer Genetic Testing Market

The direct-to-consumer genetic testing market will benefit from the increasing popularity of the pharmacogenetics field. A well-known application of gene-based personalization is pharmacogenetics, where genetic variations determine the selection of drug therapy that supports a company's growth. A comprehensive characterization of the genetic component underlying many complex diseases, traits, and drug responses has been enabled with the help of recent technological advances. This information has made genetic testing available more extensively in healthcare and can be used to assess the risk of inherited diseases and predict response to medications. Such tests can reduce drug-related adverse events, thereby increasing the effectiveness of drugs by the means of assessing the sensitivity of a person toward a particular drug.

Pharmacogenetic testing is an interesting aspect for DTC companies because test results are actionable once a relevant drug is prescribed, which may be at the time of testing or many years later. Pharmacogenetic testing is one of the primary genetic testing services of DTC-GT companies. Pharmacogenetic testing reveals genetic variations associated with drug efficacy and responses. Therefore, most people are interested in finding out the function of their genome concerning their medication intake. DTC genetic testing companies such as 23andMe allow consumers to directly access their genetic information through an online service without the involvement of medical professionals.

A new model of DTC telemedicine is becoming increasingly popular. Patients select their clinical problem on a DTC company's website or mobile phone application and submit a medical intake form online. A doctor reviews this information and may or may not contact the patient for further information. While COVID-19 testing has contributed to the rapid expansion of the direct-to-consumer diagnostic testing (DTC) market, DTC goes far beyond COVID-19 testing. This rapid transition to a digital workflow includes every step, from sample collection to analysis and archiving final results. Therefore, owing to the revolutionary technologies growing interest in pharmacogenetics, and rising adoption of telehealth, DTC genetic testing is becoming convenient, accessible, and effective, which is expected to boost the market growth in future.

Middle East & Africa Direct-to-Consumer Genetic Testing Market Overview

The Middle East & Africa direct-to-consumer genetic testing market is segmented into the UAE, South Africa, Saudi Arabia, and the Rest of Middle East & Africa. The market for direct-to-consumer genetic testing is estimated to have several growth opportunities during the forecast period due to awareness of neurological disorders and neurological services and facilities. In addition, the market is also expected to grow due to the increasing incidences of cancer across the region.

Middle East & Africa Direct-to-Consumer Genetic Testing Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Direct-to-Consumer Genetic Testing Market Segmentation

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

Based on test type, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa direct-to-consumer genetic testing market is segmented Saudi Arabia, South Africa, the UAE, and the Rest of Middle East and Africa. Saudi Arabia dominated the Middle East & Africa direct-to-consumer genetic testing market in 2022.

Ancestry Genomics Inc, Living DNA Ltd, 23andMe Inc, and Genetic Technologies Ltd are some of the leading companies operating in the Middle East & Africa direct-to-consumer genetic testing market.

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