

Predictive Genetic Testing Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Predispositional Testing and Presymptomatic Testing), Disease (Cancer, Cardiovascular Diseases, Metabolic Diseases, and Other Diseases), End User (Hospital-Based Laboratories, Diagnostic Laboratories, and Other End Users), and Geography (North America, Europe, Asia Pacific, Middle East and Africa, and South and Central America)

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Abstracts

The predictive genetic testing market is projected to reach US\$ 4.20 billion by 2031 from US\$ 1.42 billion in 2024. The market is projected to register a CAGR of 17.1% from 2025 to 2031. Major factors driving market growth include the rising prevalence of genetic diseases, increasing awareness and acceptance of personalized medicines, and surging preference for direct-to-consumer (DTC) genetic testing. They are propelling the acceptance of predictive genetic testing. Furthermore, increasing acceptance and funding for rare disease and carrier screening initiatives is expected to drive market growth during the forecast period. However, social and ethical implications of predictive genetic testing, high cost of genetic testing services, stringent regulatory requirements and slow product approval processes are among the market deterrents.

In the US, predictive genetic testing is deeply integrated into consumer wellness and clinical healthcare. The nation leads globally, driven by large genomics companies such as 23andMe, Myriad Genetics, and Invitae. The Genetic Information Non-discrimination

Act (GINA) helps protect individuals from discrimination based on genetic risk in health insurance and employment, encouraging use of predictive testing. However, consumer genetic testing remains under scrutiny. In 2025, over two dozen states filed a lawsuit against 23andMe over its plan to sell customer genetic data amid its bankruptcy proceedings, highlighting data privacy concerns. Meanwhile, the adoption of predictive tests in clinical settings is rising, particularly for cancer risk panels and multigene tests, supported by FDA-authorized offerings and growing physician acceptance. Despite challenges around data privacy and business model sustainability, the US remains the most influential market for predictive genetic testing.

The comparative company analysis evaluates and categorizes the predictive genetic testing market based on product portfolio (product satisfaction, product features, and availability), recent market developments (merger & acquisition, new product launch & enhancement, investment & funding, award, agreement, collaboration, & partnership, recognition, and expansion), and geographic presence that aids better decision-making and understanding of the competitive landscape. The report thoroughly examines the recent significant developments and innovations by leading vendors in the global predictive genetic testing market. The key market players include Illumina, Inc, 23andMe Holding Co, F. Hoffmann-La Roche Ltd, Ambry Genetics Corp, Myriad Genetics Inc, Exact Sciences Corp, Laboratory Corp of America Holdings, Quest Diagnostics Inc, Thermo Fisher Scientific Inc., NeoGenomics Inc.

In terms of type, the predictive genetic testing market is segmented into predispositional testing and presymptomatic testing. The predispositional testing segment held a larger market share in 2024, owing to growing focus on early disease risk identification, the advances in genetic sequencing, and the rising interest in preventive healthcare give consumers the freedom to plan their lifestyle in a personalized way and to make their medical decisions proactively.

Based on disease, the predictive genetic testing market is categorized into cancer, cardiovascular diseases, metabolic diseases, and other diseases. The cancer segment accounted for the largest share of the predictive genetic testing market in 2024. Predictive genetic testing locates mutations that are passed down from the parents and increase the risk of cancer. In this way, methods for early detection, prevention, and personalized treatment become available.

Based on end-user, the predictive genetic testing market is segmented into hospital-based laboratories, diagnostic laboratories, and other end users. The hospital-based laboratories segment held a larger market share in 2024. Hospital-based laboratories

are growing due to integrated genetic workflows, the expansion of precision medicine, the adoption of advanced sequencing, clinician collaboration, rising awareness, and an increasing demand for early hereditary risk detection.

Companies operating in the predictive genetic testing market adopt various organic and inorganic strategies. The organic strategies mainly include product launches and product approvals. Inorganic growth strategies witnessed in the market are acquisitions, collaborations, and partnerships. These growth strategies enable market players to expand their businesses, enhance their geographic presence, and contribute to overall market growth. Furthermore, acquisitions and partnerships helped strengthen their customer base and extend their product portfolios. The following are a few significant developments by key players in the Predictive genetic testing market.

In January 2025, 23andMe Holding Co. announced the launch of Discover23, new research offering enabling authorized collaborators to securely access the power and diversity of the 23andMe research cohort through a Trusted Research Environment (TRE) developed by Lifebit, a technology company trusted by some of the world's leading biomedical research organizations and governments.

In October 2023, 23andMe Holding Co launched Health Action Plan, a new digital tool that utilizes results from genetic reports, health history survey data, and blood and biomarker data to provide a tailored set of health recommendations to its members.

In April 2023, Ambry Genetics Corp collaborated with LifeStrands Genomics to offer clinical genetic testing services in Singapore. Both the companies will support the Clinical Implementation Pilots (CIPs) for Phase II of Singapore's National Precision Medicine (NPM) programme.

In January 2023, Ambry Genetics Corp partnered with Unilabs to enhance genetic testing services for biopharma businesses in Europe, Latin America, and the Middle East, where it does not have a physical presence. It will cater to these markets by utilising Unilabs' genomic lab services and variant interpretation skills. Ambry, on the other hand, will provide Unilabs with its variant assessment skills.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the global Predictive Genetic Testing market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the global Predictive Genetic Testing market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth global Predictive Genetic Testing market trends and outlook coupled with the factors driving the market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

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