

Prenatal Testing Services Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Diagnostic Type (Noninvasive and Invasive), Disease (Aneuploidy, Microdeletions, Structural Chromosomal Abnormalities, and Others), End User (Hospitals, Diagnostic Laboratories, Specialty Clinics, 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 prenatal testing services market is projected to reach US\$ 1,510.31 million by 2031 from US\$ 571.18 million in 2024. The market is projected to register a CAGR of 15.2% from 2025 to 2031. Major factors driving market growth include the increasing demand for NIP testing, surging prevalence of genetic disorders and congenital anomalies, and rising awareness and acceptance of early genetic screening. They are propelling the acceptance of prenatal testing services. Furthermore, integration of whole-genome and multi-omic prenatal tests is expected to drive market growth during the forecast period. However, high cost of advanced tests, lack of data privacy and security, ethical, legal, and cultural concerns are among the market deterrents.

In the US, NIPT is now widely offered and used in clinical practice. Clinical guidelines from the American College of Obstetricians and Gynecologists (ACOG) and the Society for Maternal–Fetal Medicine (SMFM) endorse NIPT as a first-line screening option, regardless of maternal age or risk status. Studies show that after the introduction of

NIPT, the rates of invasive diagnostic procedures (such as amniocentesis and CVS) dropped significantly in one analysis, with invasive testing declining by nearly 40% between 2012 and 2015. Research suggests that NIPT has high sensitivity and specificity for common trisomies, resulting in fewer false positives and improved risk stratification. However, genetic counselors and healthcare providers continue to face challenges. The increased use of NIPT brings workload pressures, particularly in ensuring informed consent and post-test counseling. Meanwhile, population-based studies indicate that offering NIPT broadly could reduce the number of invasive procedures and associated pregnancy risks.

The comparative company analysis evaluates and categorizes the prenatal testing services 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 prenatal testing services market. The key market players include Myriad Genetics Inc; Illumina Inc; Thermo Fisher Scientific Inc.; Laboratory Corp of America Holdings; and Fulgent Genetics, Inc.

In terms of diagnostic type, the prenatal testing services market is segmented into noninvasive, invasive. The noninvasive segment held a larger market share in 2024, owing to noninvasive prenatal tests provide a safe and early method for detecting chromosomal abnormalities by analyzing a simple blood sample from the mother. Due to their high precision and minimal risk, these tests are being rapidly adopted, which is leading the prenatal testing services market.

Based on disease, the prenatal testing services market is categorized into aneuploidy, microdeletions, structural chromosomal abnormalities, and others. The aneuploidy segment accounted for the largest share of the Prenatal testing services market in 2024. The aneuploidy prenatal testing market is expanding due to rising maternal age, increased adoption of non-invasive prenatal testing, technological advancements, and growing awareness of genetic disorders, while regulatory and cost challenges persist.

Based on end-user, the prenatal testing services market is segmented into hospitals, diagnostic laboratories, specialty clinics, other end users. The hospitals segment held a larger market share in 2024, owing to the integration of diagnostic services, rising maternal healthcare awareness, the adoption of advanced testing technologies, and an

increasing demand for early genetic screening.

Companies operating in the prenatal testing services 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 Prenatal testing services market.

In May 2025, Roche announced a collaboration with Broad Clinical Labs to accelerate the adoption of SBX sequencing technology for critically ill newborns, with a focus on integrating whole-genome sequencing into routine clinical practice.

In April 2025, UnitedHealthcare eliminated prior authorization requirements for non-invasive prenatal testing across multiple plans, including commercial and community plans. This policy change affects cell-free fetal DNA testing procedures and aims to simplify access to healthcare for members and providers.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players and segments in the global Prenatal Testing Services 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 Prenatal Testing Services 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 Prenatal Testing Services 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

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Analyst Market Outlook
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:
- 3.3 Assumptions and Limitations

4. PRENATAL TESTING SERVICES MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in the Value Chain

5. PRENATAL TESTING SERVICES MARKET – KEY MARKET DYNAMICS

- 5.1 Prenatal Testing Services Market – Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Increasing Demand for Noninvasive Prenatal Testing
 - 5.2.2 Surging Prevalence of Genetic Disorders and Congenital Anomalies
 - 5.2.3 Rising Awareness and Acceptance of Early Genetic Screening
- 5.3 Market Restraints
 - 5.3.1 High Cost of Advanced Tests

- 5.3.2 Lack of Data Privacy and Security
- 5.3.3 Ethical, Legal, and Cultural Concerns
- 5.4 Market Opportunities
 - 5.4.1 Growth in Emerging Economies
 - 5.4.2 Integration of Whole-Genome and Multi-Omic Prenatal Tests
 - 5.4.3 Expansion of NIPT into Low-Risk Pregnancies
- 5.5 Future Trends
 - 5.5.1 AI-driven Interpretation and Predictive Analytics
 - 5.5.2 At-home Sample Collection and Decentralized Testing Models
 - 5.5.3 Rising Adoption of Comprehensive cfDNA Panels
- 5.6 Impact of Drivers and Restraints:

6. PRENATAL TESTING SERVICES MARKET – GLOBAL MARKET ANALYSIS

- 6.1 Prenatal Testing Services Market Revenue (US\$ Million), 2021–2031
- 6.2 Prenatal Testing Services Market Forecast Analysis

7. PRENATAL TESTING SERVICES MARKET ANALYSIS – BY DIAGNOSTIC TYPE

- 7.1 Non Invasive
 - 7.1.1 Overview
 - 7.1.2 Non Invasive: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)
- 7.2 Invasive
 - 7.2.1 Overview
 - 7.2.2 Invasive: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

8. PRENATAL TESTING SERVICES MARKET ANALYSIS – BY DISEASE

- 8.1 Aneuploidy
 - 8.1.1 Overview
 - 8.1.2 Aneuploidy: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)
- 8.2 Microdeletions
 - 8.2.1 Overview
 - 8.2.2 Microdeletions: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)
- 8.3 Structural Chromosomal Abnormalities

8.3.1 Overview

8.3.2 Structural Chromosomal Abnormalities: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

9. PRENATAL TESTING SERVICES MARKET ANALYSIS – BY END USER

9.1 Hospitals

9.1.1 Overview

9.1.2 Hospitals: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Diagnostic Laboratories

9.2.1 Overview

9.2.2 Diagnostic Laboratories: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

9.3 Specialty Clinics

9.3.1 Overview

9.3.2 Specialty Clinics: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

9.4 Other End Users

9.4.1 Overview

9.4.2 Other End Users: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

10. PRENATAL TESTING SERVICES MARKET – GEOGRAPHICAL ANALYSIS

10.1 North America

10.1.1 North America Prenatal Testing Services Market Overview

10.1.2 North America: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

10.1.2.1 North America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Diagnostic Type

10.1.2.2 North America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Disease

10.1.2.3 North America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by End User

10.1.3 North America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Country

10.1.3.1 United States: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.3.1.1 United States: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.1.3.1.2 United States: Prenatal Testing Services Market Breakdown, by Disease

10.1.3.1.3 United States: Prenatal Testing Services Market Breakdown, by End User

10.1.3.2 Canada: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.3.2.1 Canada: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.1.3.2.2 Canada: Prenatal Testing Services Market Breakdown, by Disease

10.1.3.2.3 Canada: Prenatal Testing Services Market Breakdown, by End User

10.1.3.3 Mexico: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.1.3.3.1 Mexico: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.1.3.3.2 Mexico: Prenatal Testing Services Market Breakdown, by Disease

10.1.3.3.3 Mexico: Prenatal Testing Services Market Breakdown, by End User

10.2 Europe

10.2.1 Europe Prenatal Testing Services Market Overview

10.2.2 Europe: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

10.2.2.1 Europe: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Diagnostic Type

10.2.2.2 Europe: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Disease

10.2.2.3 Europe: Prenatal Testing Services Market – Revenue and Forecast Analysis – by End User

10.2.3 Europe: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Country

10.2.3.1 Germany: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.2.3.1.1 Germany: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.2.3.1.2 Germany: Prenatal Testing Services Market Breakdown, by Disease

10.2.3.1.3 Germany: Prenatal Testing Services Market Breakdown, by End User

10.2.3.2 United Kingdom: Prenatal Testing Services Market – Revenue and Forecast,

2021–2031 (US\$ Million)

10.2.3.2.1 United Kingdom: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.2.3.2.2 United Kingdom: Prenatal Testing Services Market Breakdown, by Disease

10.2.3.2.3 United Kingdom: Prenatal Testing Services Market Breakdown, by End User

10.2.3.3 France: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.2.3.3.1 France: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.2.3.3.2 France: Prenatal Testing Services Market Breakdown, by Disease

10.2.3.3.3 France: Prenatal Testing Services Market Breakdown, by End User

10.2.3.4 Italy: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.2.3.4.1 Italy: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.2.3.4.2 Italy: Prenatal Testing Services Market Breakdown, by Disease

10.2.3.4.3 Italy: Prenatal Testing Services Market Breakdown, by End User

10.2.3.5 Spain: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.2.3.5.1 Spain: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.2.3.5.2 Spain: Prenatal Testing Services Market Breakdown, by Disease

10.2.3.5.3 Spain: Prenatal Testing Services Market Breakdown, by End User

10.2.3.6 Rest of Europe: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.2.3.6.1 Rest of Europe: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.2.3.6.2 Rest of Europe: Prenatal Testing Services Market Breakdown, by Disease

10.2.3.6.3 Rest of Europe: Prenatal Testing Services Market Breakdown, by End User

10.3 Asia Pacific

10.3.1 Asia Pacific Prenatal Testing Services Market Overview

10.3.2 Asia Pacific: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

10.3.2.1 Asia Pacific: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Diagnostic Type

10.3.2.2 Asia Pacific: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Disease

10.3.2.3 Asia Pacific: Prenatal Testing Services Market – Revenue and Forecast Analysis – by End User

10.3.3 Asia Pacific: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Country

10.3.3.1 China: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3.3.1.1 China: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.3.3.1.2 China: Prenatal Testing Services Market Breakdown, by Disease

10.3.3.1.3 China: Prenatal Testing Services Market Breakdown, by End User

10.3.3.2 Japan: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3.3.2.1 Japan: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.3.3.2.2 Japan: Prenatal Testing Services Market Breakdown, by Disease

10.3.3.2.3 Japan: Prenatal Testing Services Market Breakdown, by End User

10.3.3.3 India: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3.3.3.1 India: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.3.3.3.2 India: Prenatal Testing Services Market Breakdown, by Disease

10.3.3.3.3 India: Prenatal Testing Services Market Breakdown, by End User

10.3.3.4 Australia: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3.3.4.1 Australia: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.3.3.4.2 Australia: Prenatal Testing Services Market Breakdown, by Disease

10.3.3.4.3 Australia: Prenatal Testing Services Market Breakdown, by End User

10.3.3.5 South Korea: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3.3.5.1 South Korea: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.3.3.5.2 South Korea: Prenatal Testing Services Market Breakdown, by Disease

10.3.3.5.3 South Korea: Prenatal Testing Services Market Breakdown, by End User

10.3.3.6 Rest of APAC: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.3.3.6.1 Rest of APAC: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.3.3.6.2 Rest of APAC: Prenatal Testing Services Market Breakdown, by Disease

10.3.3.6.3 Rest of APAC: Prenatal Testing Services Market Breakdown, by End User

10.4 Middle East and Africa

- 10.4.1 Middle East and Africa Prenatal Testing Services Market Overview
- 10.4.2 Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)
 - 10.4.2.1 Middle East and Africa: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Diagnostic Type
 - 10.4.2.2 Middle East and Africa: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Disease
 - 10.4.2.3 Middle East and Africa: Prenatal Testing Services Market – Revenue and Forecast Analysis – by End User
- 10.4.3 Middle East and Africa: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Country
 - 10.4.3.1 Saudi Arabia: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)
 - 10.4.3.1.1 Saudi Arabia: Prenatal Testing Services Market Breakdown, by Diagnostic Type
 - 10.4.3.1.2 Saudi Arabia: Prenatal Testing Services Market Breakdown, by Disease
 - 10.4.3.1.3 Saudi Arabia: Prenatal Testing Services Market Breakdown, by End User
 - 10.4.3.2 South Africa: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)
 - 10.4.3.2.1 South Africa: Prenatal Testing Services Market Breakdown, by Diagnostic Type
 - 10.4.3.2.2 South Africa: Prenatal Testing Services Market Breakdown, by Disease
 - 10.4.3.2.3 South Africa: Prenatal Testing Services Market Breakdown, by End User
 - 10.4.3.3 United Arab Emirates: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)
 - 10.4.3.3.1 United Arab Emirates: Prenatal Testing Services Market Breakdown, by Diagnostic Type
 - 10.4.3.3.2 United Arab Emirates: Prenatal Testing Services Market Breakdown, by Disease
 - 10.4.3.3.3 United Arab Emirates: Prenatal Testing Services Market Breakdown, by End User
 - 10.4.3.4 Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)
 - 10.4.3.4.1 Rest of Middle East and Africa: Prenatal Testing Services Market Breakdown, by Diagnostic Type
 - 10.4.3.4.2 Rest of Middle East and Africa: Prenatal Testing Services Market Breakdown, by Disease
 - 10.4.3.4.3 Rest of Middle East and Africa: Prenatal Testing Services Market Breakdown, by End User

10.5 South and Central America

10.5.1 South and Central America Prenatal Testing Services Market Overview

10.5.2 South and Central America: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

10.5.2.1 South and Central America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Diagnostic Type

10.5.2.2 South and Central America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Disease

10.5.2.3 South and Central America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by End User

10.5.3 South and Central America: Prenatal Testing Services Market – Revenue and Forecast Analysis – by Country

10.5.3.1 Brazil: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.5.3.1.1 Brazil: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.5.3.1.2 Brazil: Prenatal Testing Services Market Breakdown, by Disease

10.5.3.1.3 Brazil: Prenatal Testing Services Market Breakdown, by End User

10.5.3.2 Argentina: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.5.3.2.1 Argentina: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.5.3.2.2 Argentina: Prenatal Testing Services Market Breakdown, by Disease

10.5.3.2.3 Argentina: Prenatal Testing Services Market Breakdown, by End User

10.5.3.3 Rest of South and Central America: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

10.5.3.3.1 Rest of South and Central America: Prenatal Testing Services Market Breakdown, by Diagnostic Type

10.5.3.3.2 Rest of South and Central America: Prenatal Testing Services Market Breakdown, by Disease

10.5.3.3.3 Rest of South and Central America: Prenatal Testing Services Market Breakdown, by End User

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

11.2 Company Market Share Analysis, 2024

12. INDUSTRY LANDSCAPE

12.1 Overview

12.2 Market Initiative

13. COMPANY PROFILES

13.1 Quest Diagnostics Inc

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 Myriad Genetics Inc

13.2.1 Key Facts

13.2.2 Business Description

13.2.3 Products and Services

13.2.4 Financial Overview

13.2.5 SWOT Analysis

13.2.6 Key Developments

13.3 Illumina Inc

13.3.1 Key Facts

13.3.2 Business Description

13.3.3 Products and Services

13.3.4 Financial Overview

13.3.5 SWOT Analysis

13.3.6 Key Developments

13.4 Laboratory Corp of America Holdings

13.4.1 Key Facts

13.4.2 Business Description

13.4.3 Products and Services

13.4.4 Financial Overview

13.4.5 SWOT Analysis

13.4.6 Key Developments

13.5 F. Hoffmann-La Roche Ltd

13.5.1 Key Facts

13.5.2 Business Description

13.5.3 Products and Services

13.5.4 Financial Overview

13.5.5 SWOT Analysis

- 13.5.6 Key Developments
- 13.6 Eurofins Scientific SE
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments
- 13.7 Fulgent Genetics, Inc
 - 13.7.1 Key Facts
 - 13.7.2 Business Description
 - 13.7.3 Products and Services
 - 13.7.4 Financial Overview
 - 13.7.5 SWOT Analysis
 - 13.7.6 Key Developments
- 13.8 MedGenome Inc
 - 13.8.1 Key Facts
 - 13.8.2 Business Description
 - 13.8.3 Products and Services
 - 13.8.4 Financial Overview
 - 13.8.5 SWOT Analysis
 - 13.8.6 Key Developments
- 13.9 Exact Sciences Corp
 - 13.9.1 Key Facts
 - 13.9.2 Business Description
 - 13.9.3 Products and Services
 - 13.9.4 Financial Overview
 - 13.9.5 SWOT Analysis
 - 13.9.6 Key Developments
- 13.10 Revvity Inc
 - 13.10.1 Key Facts
 - 13.10.2 Business Description
 - 13.10.3 Products and Services
 - 13.10.4 Financial Overview
 - 13.10.5 SWOT Analysis
 - 13.10.6 Key Developments

14. APPENDIX

14.1 About The Insight Partners

14.2 List of Abbreviations

List Of Tables

LIST OF TABLES

Table 1. Prenatal Testing Services Market Segmentation

Table 2. List of Vendors

Table 3. Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million)

Table 4. Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million)

Table 5. North America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 6. North America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 7. North America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 8. North America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 9. North America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 10. North America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 11. United States: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 12. United States: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 13. United States: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 14. United States: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 15. United States: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 16. United States: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 17. Canada: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 18. Canada: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 19. Canada: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$

Million) – by Disease

Table 20. Canada: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 21. Canada: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 22. Canada: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 23. Mexico: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 24. Mexico: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 25. Mexico: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 26. Mexico: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 27. Mexico: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 28. Mexico: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 29. Europe: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 30. Europe: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 31. Europe: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 32. Europe: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 33. Europe: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 34. Europe: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 35. Germany: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 36. Germany: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 37. Germany: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 38. Germany: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 39. Germany: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 40. Germany: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 41. United Kingdom: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 42. United Kingdom: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 43. United Kingdom: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 44. United Kingdom: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 45. United Kingdom: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 46. United Kingdom: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 47. France: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 48. France: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 49. France: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 50. France: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 51. France: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 52. France: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 53. Italy: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 54. Italy: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 55. Italy: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 56. Italy: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 57. Italy: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 58. Italy: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$

Million) – by End User

Table 59. Spain: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million)
– by Diagnostic Type

Table 60. Spain: Prenatal Testing Services Market – Revenue Forecast, 2025–2031
(US\$ Million) – by Diagnostic Type

Table 61. Spain: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million)
– by Disease

Table 62. Spain: Prenatal Testing Services Market – Revenue Forecast, 2025–2031
(US\$ Million) – by Disease

Table 63. Spain: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million)
– by End User

Table 64. Spain: Prenatal Testing Services Market – Revenue Forecast, 2025–2031
(US\$ Million) – by End User

Table 65. Rest of Europe: Prenatal Testing Services Market – Revenue, 2021–2024
(US\$ Million) – by Diagnostic Type

Table 66. Rest of Europe: Prenatal Testing Services Market – Revenue Forecast,
2025–2031 (US\$ Million) – by Diagnostic Type

Table 67. Rest of Europe: Prenatal Testing Services Market – Revenue, 2021–2024
(US\$ Million) – by Disease

Table 68. Rest of Europe: Prenatal Testing Services Market – Revenue Forecast,
2025–2031 (US\$ Million) – by Disease

Table 69. Rest of Europe: Prenatal Testing Services Market – Revenue, 2021–2024
(US\$ Million) – by End User

Table 70. Rest of Europe: Prenatal Testing Services Market – Revenue Forecast,
2025–2031 (US\$ Million) – by End User

Table 71. Asia Pacific: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$
Million) – by Diagnostic Type

Table 72. Asia Pacific: Prenatal Testing Services Market – Revenue Forecast,
2025–2031 (US\$ Million) – by Diagnostic Type

Table 73. Asia Pacific: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$
Million) – by Disease

Table 74. Asia Pacific: Prenatal Testing Services Market – Revenue Forecast,
2025–2031 (US\$ Million) – by Disease

Table 75. Asia Pacific: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$
Million) – by End User

Table 76. Asia Pacific: Prenatal Testing Services Market – Revenue Forecast,
2025–2031 (US\$ Million) – by End User

Table 77. China: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million)
– by Diagnostic Type

Table 78. China: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 79. China: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 80. China: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 81. China: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 82. China: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 83. Japan: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 84. Japan: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 85. Japan: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 86. Japan: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 87. Japan: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 88. Japan: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 89. India: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 90. India: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 91. India: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 92. India: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 93. India: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 94. India: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 95. Australia: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 96. Australia: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 97. Australia: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$

Million) – by Disease

Table 98. Australia: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 99. Australia: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 100. Australia: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 101. South Korea: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 102. South Korea: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 103. South Korea: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 104. South Korea: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 105. South Korea: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 106. South Korea: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 107. Rest of APAC: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 108. Rest of APAC: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 109. Rest of APAC: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 110. Rest of APAC: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 111. Rest of APAC: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 112. Rest of APAC: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 113. Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 114. Middle East and Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 115. Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 116. Middle East and Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 117. Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 118. Middle East and Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 119. Saudi Arabia: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 120. Saudi Arabia: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 121. Saudi Arabia: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 122. Saudi Arabia: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 123. Saudi Arabia: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 124. Saudi Arabia: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 125. South Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 126. South Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 127. South Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 128. South Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 129. South Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 130. South Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 131. United Arab Emirates: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 132. United Arab Emirates: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 133. United Arab Emirates: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 134. United Arab Emirates: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 135. United Arab Emirates: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 136. United Arab Emirates: Prenatal Testing Services Market – Revenue

Forecast, 2025–2031 (US\$ Million) – by End User

Table 137. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 138. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 139. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 140. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 141. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 142. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 143. South and Central America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 144. South and Central America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 145. South and Central America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 146. South and Central America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 147. South and Central America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 148. South and Central America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 149. Brazil: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 150. Brazil: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 151. Brazil: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 152. Brazil: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 153. Brazil: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 154. Brazil: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 155. Argentina: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 156. Argentina: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 157. Argentina: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 158. Argentina: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 159. Argentina: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 160. Argentina: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 161. Rest of South and Central America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Diagnostic Type

Table 162. Rest of South and Central America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Diagnostic Type

Table 163. Rest of South and Central America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by Disease

Table 164. Rest of South and Central America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by Disease

Table 165. Rest of South and Central America: Prenatal Testing Services Market – Revenue, 2021–2024 (US\$ Million) – by End User

Table 166. Rest of South and Central America: Prenatal Testing Services Market – Revenue Forecast, 2025–2031 (US\$ Million) – by End User

Table 167. List of Abbreviations

List Of Figures

LIST OF FIGURES

Figure 1. Prenatal Testing Services Market Segmentation, by Geography

Figure 2. PEST Analysis

Figure 3. Impact Analysis of Drivers and Restraints

Figure 4. Prenatal Testing Services Market Revenue (US\$ Million), 2021–2031

Figure 5. Prenatal Testing Services Market Share (%) – by Diagnostic Type (2024 and 2031)

Figure 6. Non Invasive: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 7. Invasive: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 8. Prenatal Testing Services Market Share (%) – by Disease (2024 and 2031)

Figure 9. Aneuploidy: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 10. Microdeletions: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 11. Structural Chromosomal Abnormalities: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 12. Others: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 13. Prenatal Testing Services Market Share (%) – by End User (2024 and 2031)

Figure 14. Hospitals: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 15. Diagnostic Laboratories: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 16. Specialty Clinics: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 17. Other End Users: Prenatal Testing Services Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 18. North America: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

Figure 19. North America: Prenatal Testing Services Market Breakdown, by Key Countries, 2024 and 2031 (%)

Figure 20. United States: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 21. Canada: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 22. Mexico: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 23. Europe: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

Figure 24. Europe: Prenatal Testing Services Market Breakdown, by Key Countries, 2024 and 2031 (%)

Figure 25. Germany: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 26. United Kingdom: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 27. France: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 28. Italy: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 29. Spain: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 30. Rest of Europe: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 31. Asia Pacific: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

Figure 32. Asia Pacific: Prenatal Testing Services Market Breakdown, by Key Countries, 2024 and 2031 (%)

Figure 33. China: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 34. Japan: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 35. India: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 36. Australia: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 37. South Korea: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 38. Rest of APAC: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 39. Middle East and Africa: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

Figure 40. Middle East and Africa: Prenatal Testing Services Market Breakdown, by Key

Countries, 2024 and 2031 (%)

Figure 41. Saudi Arabia: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 42. South Africa: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 43. United Arab Emirates: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 44. Rest of Middle East and Africa: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 45. South and Central America: Prenatal Testing Services Market – Revenue, 2021–2031 (US\$ Million)

Figure 46. South and Central America: Prenatal Testing Services Market Breakdown, by Key Countries, 2024 and 2031 (%)

Figure 47. Brazil: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 48. Argentina: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 49. Rest of South and Central America: Prenatal Testing Services Market – Revenue and Forecast, 2021–2031 (US\$ Million)

Figure 50. Heat Map Analysis by Key Players

Figure 51. Company Market Share Analysis, 2024

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