

# **South & Central America 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 South & Central America direct-to-consumer genetic testing market was valued at US\$ 89.64 million in 2022 and is expected to reach US\$ 349.85 million by 2030; it is estimated to grow at a CAGR of 18.6% from 2022 to 2030.

### **Growing Adoption of Single Nucleotide Polymorphism (SNP) Chips Fuels the South & Central America Direct-to-Consumer Genetic Testing Market**

There has been a steady paradigm shift from traditional medicine to personalized medicine with increasing scientific knowledge in recent years. This shift is due to advances in genetic engineering, single nucleotide polymorphism (SNP) genotyping, and the high adoption of microarrays and biochip technologies. The introduction of genetic microarray analysis platforms with hundreds of thousands of SNPs will encourage the implementation of advanced algorithms to test for more secluded genealogical relationships more openly between individuals. In addition, the demand for detecting malignant tumors has also increased. In the pediatric field, the short turnaround time without the need to hybridize SNP variations to massive deletions has led to enormous demand. As a result, the market is expected to grow as more genetic

abnormalities are detected and treated.

SNP chips with high efficiency and accuracy are witnessing an increase in demand due to the constant need for technologically advanced and more sophisticated DTC genetic testing. A high preference for SNP chips can be attributed to their ability to measure dosage changes and DNA polymorphism, along with various applications such as the SNP microarray analysis that are vital for cancer research. Furthermore, an increasing need to minimize errors in DTC genetic testing is expected to drive the adoption of SNP technology, thereby providing an opportunity for the market growth.

### South & Central America Direct-to-Consumer Genetic Testing Market Overview

The South & Central America direct-to-consumer genetic testing market is segmented into Brazil, Argentina, and the Rest of South & Central America. The market in this region is driven by factors such as the burgeoning incidences of genetic disorders, the growing geriatric population, developments in healthcare systems, and rising awareness about genetic testing. The rising prevalence of the genetic disease, along with chronic illness, is the primary factor driving the growth of Brazil's DTC genetic testing market. For instance, genetic diseases and congenital abnormalities together represent the second most common cause of mortality among infants in Brazil. The growing demand for personalized medicines, introduction of novel technologies in disease diagnosis, and focus of industry players on developing new diagnostic techniques to provide faster results with high accuracy are expected to be other noteworthy factors to favor the growth of the direct-to-consumer genetic testing market in Brazil. The field of medical genetics has expanded in Brazil as scientists assure to track down genetic traits that will help to treat modern disease epidemics, such as obesity and diabetes. Moreover, the number of private genetic testing companies, particularly offering paternity testing solutions, is on the rise in Brazil. In 2019, GENOMIKA, one of the leading genetic testing laboratories in Brazil, signed an agreement with Veritas to incorporate the latter's Whole Genome and Exome Sequencing services associated with preventive medicine and clinical genetics into its portfolio.

### South & Central America Direct-to-Consumer Genetic Testing Market Revenue and Forecast to 2030 (US\$ Million)

### South & Central America Direct-to-Consumer Genetic Testing Market Segmentation

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

Based on test type, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America direct-to-consumer genetic testing market is segmented the Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America 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 South & Central America direct-to-consumer genetic testing market.

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