

# **Consumer Genomics Market Size, Trends, Analysis, and Outlook By Application (Genetic relatedness, Ancestry, Lifestyle, Wellness, & Nutrition, Diagnostics, Sports Nutrition & Health, Reproductive Health, Personalized Medicine & Pharmacogenetic testing, Others), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/C17CA8DEBA36EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: C17CA8DEBA36EN

## **Abstracts**

The global Consumer Genomics market size is poised to register 23.13% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Consumer Genomics market across By Application (Genetic relatedness, Ancestry, Lifestyle, Wellness, & Nutrition, Diagnostics, Sports Nutrition & Health, Reproductive Health, Personalized Medicine & Pharmacogenetic testing, Others).

The consumer genomics market is experiencing growth due to increasing consumer interest in personalized healthcare, advancements in genomic testing technologies, and the expanding availability of direct-to-consumer (DTC) genetic testing kits. These kits allow consumers to obtain insights into their genetic predispositions for various health conditions, ancestry information, and pharmacogenomic data, empowering them to make informed decisions about their health and lifestyle choices. With a focus on genetic risk assessment and wellness optimization, consumers are utilizing consumer genomics services to explore their genetic heritage, assess their disease risks, and take proactive measures to improve their health outcomes through personalized nutrition, fitness, and lifestyle modifications.

Consumer Genomics Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Consumer Genomics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Consumer Genomics survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Consumer Genomics industry.

### Key market trends defining the global Consumer Genomics demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Consumer Genomics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Consumer Genomics industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Consumer Genomics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Consumer Genomics industry

Leading Consumer Genomics companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Consumer Genomics companies.

### Consumer Genomics Market Study- Strategic Analysis Review

The Consumer Genomics market research report dives deep into the qualitative factors

shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Consumer Genomics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Consumer Genomics industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Consumer Genomics Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

## North America Consumer Genomics Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in

2024), potentially driving demand for various Consumer Genomics market segments. Similarly, Strong end-user demand is encouraging Canadian Consumer Genomics companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Consumer Genomics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Consumer Genomics Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Consumer Genomics industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Consumer Genomics market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Consumer Genomics Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Consumer Genomics in Asia Pacific. In particular, China, India, and South East Asian Consumer Genomics markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Consumer Genomics Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued

urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Consumer Genomics Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Consumer Genomics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Consumer Genomics.

### Consumer Genomics Market Company Profiles

The global Consumer Genomics market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are 23andMe Inc, AgeCurve, Amgen Inc, Ancestry, Biomeb, Color Health Inc, Diagnostics Inc, Futura Genetics, Gene By Gene Ltd, Helix OpCo LLC, Illumina Inc, inui Health (formerly Scanadu), Mapmygenome, Metabolomic Discoveries GmbH, MyHeritage Ltd, Myriad Genetics Inc, Pathway Genomics, Positive Biosciences Ltd, QuickCheck Health, SomaLogic Inc, Toolbox Genomics, Veritas, Xcode Life

### Recent Consumer Genomics Market Developments

The global Consumer Genomics market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Consumer Genomics Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Application

Genetic relatedness

Ancestry

Lifestyle, Wellness, & Nutrition

Diagnostics

Sports Nutrition & Health

Reproductive Health

Personalized Medicine & Pharmacogenetic testing

Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

23andMe Inc

AgeCurve

Amgen Inc

Ancestry

Biomeb

Color Health Inc

Diagnomics Inc

Futura Genetics

Gene By Gene Ltd

Helix OpCo LLC

Illumina Inc

inui Health (formerly Scanadu)

Mapmygenome

Metabolomic Discoveries GmbH

MyHeritage Ltd

Myriad Genetics Inc

Pathway Genomics

Positive Biosciences Ltd

QuickCheck Health

SomaLogic Inc

Toolbox Genomics

Veritas

Xcode Life

Formats Available: Excel, PDF, and PPT



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Others

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### **23ANDME INC**

AgeCurve

Amgen Inc

Ancestry

Biomeb

Color Health Inc

Diagnomics Inc

Futura Genetics

Gene By Gene Ltd

Helix OpCo LLC

Illumina Inc

inui Health (formerly Scanadu)

Mapmygenome

Metabolomic Discoveries GmbH

MyHeritage Ltd

Myriad Genetics Inc

Pathway Genomics

Positive Biosciences Ltd

QuickCheck Health

SomaLogic Inc

Toolbox Genomics

Veritas

Xcode Life

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