

Direct-to-Consumer Genetic Testing Market Size, Trends, Analysis, and Outlook By Test Type (Nutrigenomics Testing, Predictive testing, Carrier Testing, Others), By Technology (Whole Genome Sequencing, Single Nucleotide Polymorphism Chips, Targeted Analysis, Others), By Distribution Channel (Online Platform, OTC), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/D24728A9F96BEN.html>

Date: March 2024

Pages: 190

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

ID: D24728A9F96BEN

Abstracts

The global Direct-to-Consumer Genetic Testing market size is poised to register 14.07% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Direct-to-Consumer Genetic Testing market across By Test Type (Nutrigenomics Testing, Predictive testing, Carrier Testing, Others), By Technology (Whole Genome Sequencing, Single Nucleotide Polymorphism Chips, Targeted Analysis, Others), By Distribution Channel (Online Platform, OTC).

The direct-to-consumer genetic testing market is witnessing rapid growth driven by advancements in genetic testing technologies, increasing consumer interest in personalized healthcare, and the growing popularity of at-home DNA testing kits for ancestry, health, and wellness purposes. Direct-to-consumer (DTC) genetic testing allows individuals to access genetic information without the involvement of healthcare providers, enabling them to explore their ancestry, identify genetic predispositions to certain health conditions, and make informed lifestyle choices. Factors such as the declining cost of genetic testing, expanded test menus offering insights into various health traits, and the convenience of sample collection at home are driving market

growth. Additionally, the rise of online platforms, genetic data sharing communities, and telehealth services is expanding market reach and consumer access to genetic testing services. Moreover, regulatory developments aimed at ensuring the accuracy, reliability, and privacy of genetic testing results are boosting consumer confidence and fueling market expansion. However, challenges related to genetic counseling, interpretation of test results, and data privacy concerns remain significant considerations for market stakeholders and policymakers.

Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing industry.

Key market trends defining the global Direct-to-Consumer Genetic Testing 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.

Direct-to-Consumer Genetic Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Direct-to-Consumer Genetic Testing industry

Leading Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing companies.

Direct-to-Consumer Genetic Testing Market Study- Strategic Analysis Review

The Direct-to-Consumer Genetic Testing 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.

Direct-to-Consumer Genetic Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Direct-to-Consumer Genetic Testing 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.

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

Europe Direct-to-Consumer Genetic Testing Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer

Genetic Testing in Asia Pacific. In particular, China, India, and South East Asian Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing 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 Direct-to-Consumer Genetic Testing market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Direct-to-Consumer Genetic Testing.

Direct-to-Consumer Genetic Testing Market Company Profiles

The global Direct-to-Consumer Genetic Testing 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, Family Tree DNA, Ancestry, Genesis HealthCare, EasyDNA,, Veritas, Myriad Genetics Inc., Full Genomes Corporation, Inc, Living DNA Ltd., Color Health, Inc.

Recent Direct-to-Consumer Genetic Testing Market Developments

The global Direct-to-Consumer Genetic Testing market study presents recent market

news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Direct-to-Consumer Genetic Testing 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 Test Type

Nutrigenomics Testing

Predictive testing

Carrier Testing

Others

By Technology

Whole Genome Sequencing

Single Nucleotide Polymorphism Chips

Targeted Analysis

Others

By Distribution Channel

Online Platform

OTC

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

23andMe

Family Tree DNA

Ancestry

Genesis HealthCare

EasyDNA,

Veritas

Myriad Genetics Inc.

Full Genomes Corporation, Inc

Living DNA Ltd.

Color Health, Inc.

Formats Available: Excel, PDF, and PPT

Contents

1. EXECUTIVE SUMMARY

- 1.1 Direct-to-Consumer Genetic Testing Market Overview and Key Findings, 2024
- 1.2 Direct-to-Consumer Genetic Testing Market Size and Growth Outlook, 2021- 2030
- 1.3 Direct-to-Consumer Genetic Testing Market Growth Opportunities to 2030
- 1.4 Key Direct-to-Consumer Genetic Testing Market Trends and Challenges
 - 1.4.1 Direct-to-Consumer Genetic Testing Market Drivers and Trends
 - 1.4.2 Direct-to-Consumer Genetic Testing Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Direct-to-Consumer Genetic Testing Companies

2. DIRECT-TO-CONSUMER GENETIC TESTING MARKET SIZE OUTLOOK TO 2030

- 2.1 Direct-to-Consumer Genetic Testing Market Size Outlook, USD Million, 2021- 2030
- 2.2 Direct-to-Consumer Genetic Testing Incremental Market Growth Outlook, %, 2021-2030
- 2.3 Segment Snapshot, 2024

3. DIRECT-TO-CONSUMER GENETIC TESTING MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
 - * Threat of New Entrants
 - * Threat of Substitutes
 - * Intensity of Competitive Rivalry
 - * Bargaining Power of Buyers
 - * Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

4. DIRECT-TO-CONSUMER GENETIC TESTING MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
By Test Type

Nutrigenomics Testing

Predictive testing

Carrier Testing

Others

By Technology

Whole Genome Sequencing

Single Nucleotide Polymorphism Chips

Targeted Analysis

Others

By Distribution Channel

Online Platform

OTC

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

5. REGION-WISE MARKET OUTLOOK TO 2030

5.1 Key Findings for Asia Pacific Direct-to-Consumer Genetic Testing Market, 2025

5.2 Asia Pacific Direct-to-Consumer Genetic Testing Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Direct-to-Consumer Genetic Testing Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Direct-to-Consumer Genetic Testing Market, 2025

5.5 Europe Direct-to-Consumer Genetic Testing Market Size Outlook by Type, 2021- 2030

5.6 Europe Direct-to-Consumer Genetic Testing Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Direct-to-Consumer Genetic Testing Market, 2025

5.8 North America Direct-to-Consumer Genetic Testing Market Size Outlook by Type, 2021- 2030

5.9 North America Direct-to-Consumer Genetic Testing Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Direct-to-Consumer Genetic Testing Market, 2025

5.11 South America Pacific Direct-to-Consumer Genetic Testing Market Size Outlook by Type, 2021- 2030

5.12 South America Direct-to-Consumer Genetic Testing Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Direct-to-Consumer Genetic Testing Market, 2025

5.14 Middle East Africa Direct-to-Consumer Genetic Testing Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Direct-to-Consumer Genetic Testing Market Size Outlook by Application, 2021- 2030

6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030

6.1 US Direct-to-Consumer Genetic Testing Market Size Outlook and Revenue Growth Forecasts

6.2 US Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

6.10 France Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.11 UK Market Size Outlook and Revenue Growth Forecasts

6.12 UK Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.13 Spain Market Size Outlook and Revenue Growth Forecasts

6.14 Spain Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.16 Italy Market Size Outlook and Revenue Growth Forecasts

6.16 Italy Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts

6.18 Rest of Europe Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.19 China Market Size Outlook and Revenue Growth Forecasts

6.20 China Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.21 India Market Size Outlook and Revenue Growth Forecasts

6.22 India Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.23 Japan Market Size Outlook and Revenue Growth Forecasts

6.24 Japan Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.26 South Korea Market Size Outlook and Revenue Growth Forecasts

6.26 South Korea Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.27 Australia Market Size Outlook and Revenue Growth Forecasts

6.28 Australia Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts

- 6.30 South East Asia Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Direct-to-Consumer Genetic Testing Industry Drivers and Opportunities

7. DIRECT-TO-CONSUMER GENETIC TESTING MARKET OUTLOOK ACROSS SCENARIOS

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

8. DIRECT-TO-CONSUMER GENETIC TESTING COMPANY PROFILES

- 8.1 Profiles of Leading Direct-to-Consumer Genetic Testing Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

23ANDME

Family Tree DNA
Ancestry
Genesis HealthCare
EasyDNA,
Veritas
Myriad Genetics Inc.

Full Genomes Corporation, Inc
Living DNA Ltd.
Color Health, Inc.

9. APPENDIX

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

I would like to order

Product name: Direct-to-Consumer Genetic Testing Market Size, Trends, Analysis, and Outlook By Test Type (Nutrigenomics Testing, Predictive testing, Carrier Testing, Others), By Technology (Whole Genome Sequencing, Single Nucleotide Polymorphism Chips, Targeted Analysis, Others), By Distribution Channel (Online Platform, OTC), by Region, Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/D24728A9F96BEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D24728A9F96BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970