

# **Direct to Consumer Laboratory Testing Market Size, Trends, Analysis, and Outlook By Type (Blood, Urine, Saliva, Others), By Application (Routine clinical testing, Diabetes testing, Genetic testing, Thyroid stimulating hormone testing, Others), by Region, Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/D5A5C9740CA9EN.html>

Date: March 2024

Pages: 190

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

ID: D5A5C9740CA9EN

## **Abstracts**

The global Direct to Consumer Laboratory Testing market size is poised to register 17.33% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Direct to Consumer Laboratory Testing market By Type (Blood, Urine, Saliva, Others), By Application (Routine clinical testing, Diabetes testing, Genetic testing, Thyroid stimulating hormone testing, Others).

The future of direct-to-consumer (DTC) laboratory testing is characterized by innovations in test menu expansion, sample collection methods, and digital health platforms aimed at empowering consumers with convenient access to medical laboratory services, health information, and personalized diagnostics. Key trends shaping this market include the development of home-based testing kits, point-of-care devices, and telehealth platforms that enable self-administered sample collection, such as fingerstick blood tests, saliva tests, and urine tests, for a wide range of health parameters, including cholesterol levels, vitamin D status, genetic predispositions, and infectious disease markers, allowing individuals to monitor their health, track biomarkers, and detect early signs of disease from the comfort of their own homes. Moreover, there is a trend towards expanded test menus and comprehensive health panels that offer multi-marker assessments, genetic profiling, and wellness screening packages tailored to individual health goals, lifestyle factors, and risk factors, providing

actionable insights, personalized recommendations, and preventive interventions to promote health optimization, disease prevention, and early intervention in at-risk populations. Additionally, there is a growing emphasis on regulatory oversight, quality assurance, and consumer education in DTC laboratory testing services, including adherence to Clinical Laboratory Improvement Amendments (CLIA) regulations, proficiency testing programs, and informed consent procedures to ensure test accuracy, result reliability, and privacy protection in the delivery of laboratory services directly to consumers, fostering transparency, trust, and accountability in the DTC healthcare market..

### Direct to Consumer Laboratory 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 Laboratory 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 Laboratory 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 Laboratory Testing industry.

### Key market trends defining the global Direct to Consumer Laboratory 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 Laboratory Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Direct to Consumer Laboratory 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 Laboratory 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 Laboratory Testing industry

Leading Direct to Consumer Laboratory 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 Laboratory Testing companies.

Direct to Consumer Laboratory Testing Market Study- Strategic Analysis Review

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

The Direct to Consumer Laboratory 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 Laboratory 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 Laboratory 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 Laboratory Testing market segments. Similarly, Strong end-user demand is encouraging Canadian Direct to Consumer Laboratory 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 Laboratory Testing market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Direct to Consumer Laboratory 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 Laboratory 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 Laboratory 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 Laboratory 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 Laboratory Testing in Asia Pacific. In particular, China, India, and South East Asian Direct to Consumer Laboratory 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 Laboratory 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 Laboratory 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 Laboratory 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 Laboratory Testing.

#### Direct to Consumer Laboratory Testing Market Company Profiles

The global Direct to Consumer Laboratory 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 Color Health Inc, DecodeME Partnership, Direct Laboratory Services LLC, EasyDNA, Everlywell Inc, Genesis Healthcare Co., International Biosciences, Konica Minolta Inc, Laboratory Corp of America Holdings, LetsGetChecked, MyMedLab Inc, Myriad Genetics Inc, Quest Diagnostics Inc, Sonora Quest Laboratories, Ulta Lab Tests LLC,

Veritas Intercontinental, Walk In Lab LLC, WellnessFX.

## Recent Direct to Consumer Laboratory Testing Market Developments

The global Direct to Consumer Laboratory 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 Laboratory 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 Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Color Health Inc

DecodeME Partnership

Direct Laboratory Services LLC

EasyDNA

Everlywell Inc

Genesis Healthcare Co.

International Biosciences



Konica Minolta Inc

Laboratory Corp of America Holdings

LetsGetChecked

MyMedLab Inc

Myriad Genetics Inc

Quest Diagnostics Inc

Sonora Quest Laboratories

Uta Lab Tests LLC

Veritas Intercontinental

Walk In Lab LLC

WellnessFX

Formats Available: Excel, PDF, and PPT

## Contents

### **1. EXECUTIVE SUMMARY**

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

### **2. DIRECT TO CONSUMER LABORATORY TESTING MARKET SIZE OUTLOOK TO 2030**

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

### **3. DIRECT TO CONSUMER LABORATORY 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 LABORATORY 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 Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

##### By Display

Color Ultrasound

B/W Ultrasound

##### By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

##### By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

##### By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

#### 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 Laboratory Testing Market, 2025

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

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

#### 5.4 Key Findings for Europe Direct to Consumer Laboratory Testing Market, 2025

- 5.5 Europe Direct to Consumer Laboratory Testing Market Size Outlook by Type, 2021-2030
- 5.6 Europe Direct to Consumer Laboratory Testing Market Size Outlook by Application, 2021- 2030
- 5.7 Key Findings for North America Direct to Consumer Laboratory Testing Market, 2025
- 5.8 North America Direct to Consumer Laboratory Testing Market Size Outlook by Type, 2021- 2030
- 5.9 North America Direct to Consumer Laboratory Testing Market Size Outlook by Application, 2021- 2030
- 5.10 Key Findings for South America Direct to Consumer Laboratory Testing Market, 2025
- 5.11 South America Pacific Direct to Consumer Laboratory Testing Market Size Outlook by Type, 2021- 2030
- 5.12 South America Direct to Consumer Laboratory Testing Market Size Outlook by Application, 2021- 2030
- 5.13 Key Findings for Middle East and Africa Direct to Consumer Laboratory Testing Market, 2025
- 5.14 Middle East Africa Direct to Consumer Laboratory Testing Market Size Outlook by Type, 2021- 2030
- 5.15 Middle East Africa Direct to Consumer Laboratory Testing Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

- 6.1 US Direct to Consumer Laboratory Testing Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts

- 6.14 Spain Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Direct to Consumer Laboratory 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 Laboratory Testing Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Direct to Consumer Laboratory 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 Laboratory 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 Laboratory Testing Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Direct to Consumer Laboratory 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 Laboratory Testing Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Direct to Consumer Laboratory Testing Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Direct to Consumer Laboratory Testing Industry Drivers and Opportunities

## **7. DIRECT TO CONSUMER LABORATORY TESTING MARKET OUTLOOK ACROSS**

*Direct to Consumer Laboratory Testing Market Size, Trends, Analysis, and Outlook By Type (Blood, Urine, Saliva...*

## **SCENARIOS**

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

## **8. DIRECT TO CONSUMER LABORATORY TESTING COMPANY PROFILES**

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

Color Health Inc  
DecodeME Partnership  
Direct Laboratory Services LLC  
EasyDNA  
Everlywell Inc  
Genesis Healthcare Co.  
International Biosciences  
Konica Minolta Inc  
Laboratory Corp of America Holdings  
LetsGetChecked  
MyMedLab Inc  
Myriad Genetics Inc  
Quest Diagnostics Inc  
Sonora Quest Laboratories  
Uta Lab Tests LLC  
Veritas Intercontinental  
Walk In Lab LLC  
WellnessFX

## **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 Laboratory Testing Market Size, Trends, Analysis, and Outlook By Type (Blood, Urine, Saliva, Others), By Application (Routine clinical testing, Diabetes testing, Genetic testing, Thyroid stimulating hormone testing, Others), by Region, Country, Segment, and Companies, 2024-2030

Product link: <https://marketpublishers.com/r/D5A5C9740CA9EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D5A5C9740CA9EN.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