

# **DNA Diagnostics Market Size, Trends, Analysis, and Outlook By Technology (Microarrays-based Diagnostics, PCR-based Diagnostics, In-situ Hybridization Diagnostics, NGS DNA Diagnosis), By Application (Cancer Genetics Tests, Infectious Diseases DNA Testing, Newborn Genetic Screening, Preimplantation & Reproductive Diagnosis, Non-Infectious Diseases DNA Testing, Prenatal DNA Carrier Screening, Pharmacogenomics/Drug Metabolism, Hematology & Immunology/Identity Diagnostics & Forensics, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global DNA Diagnostics market size is poised to register 8.19% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global DNA Diagnostics market across By Technology (Microarrays-based Diagnostics, PCR-based Diagnostics, In-situ Hybridization Diagnostics, NGS DNA Diagnosis), By Application (Cancer Genetics Tests, Infectious Diseases DNA Testing, Newborn Genetic Screening, Preimplantation & Reproductive Diagnosis, Non-Infectious Diseases DNA Testing, Prenatal DNA Carrier Screening, Pharmacogenomics/Drug Metabolism, Hematology & Immunology/Identity Diagnostics & Forensics, Others).

The DNA diagnostics market is poised for significant growth, driven by increasing

adoption of genetic testing and molecular diagnostics in clinical practice, personalized medicine, and biomedical research, along with advancements in DNA sequencing, polymerase chain reaction (PCR), and next-generation sequencing (NGS) technologies. With a focus on precision medicine, disease risk assessment, and pharmacogenomics, healthcare providers are utilizing DNA diagnostics for diagnosing genetic disorders, identifying disease biomarkers, and guiding therapeutic decision-making. Additionally, expanding applications in oncology, infectious diseases, and reproductive health, along with growing availability of direct-to-consumer genetic testing services, are driving market expansion as stakeholders seek to leverage genomic information for preventive healthcare, disease management, and precision medicine initiatives.

### DNA Diagnostics 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 DNA Diagnostics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of DNA Diagnostics 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 DNA Diagnostics industry.

### Key market trends defining the global DNA Diagnostics 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.

### DNA Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The DNA Diagnostics 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 DNA Diagnostics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the DNA Diagnostics industry

Leading DNA Diagnostics 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 DNA Diagnostics companies.

## DNA Diagnostics Market Study- Strategic Analysis Review

The DNA Diagnostics 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.

## DNA Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The DNA Diagnostics 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.

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

**Europe DNA Diagnostics Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European DNA Diagnostics 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 DNA Diagnostics 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 DNA Diagnostics 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 DNA Diagnostics in Asia Pacific. In particular, China, India, and South East Asian DNA Diagnostics 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 DNA Diagnostics 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 DNA Diagnostics 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 DNA Diagnostics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for DNA Diagnostics.

**DNA Diagnostics Market Company Profiles**

The global DNA Diagnostics 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 Abbott, Agilent Technologies Inc, Beckman Coulter Inc, Bio-Rad Laboratories Inc, Cepheid., F. Hoffmann-La Roche, GE Healthcare, Hologic Inc, Illumina Inc, QIAGEN, Siemens Healthcare GmbH, Thermo Fisher Scientific Inc

**Recent DNA Diagnostics Market Developments**

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

## DNA Diagnostics 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 Technology

Microarrays-based Diagnostics

PCR-based Diagnostics

In-situ Hybridization Diagnostics

NGS DNA Diagnosis

By Application

Cancer Genetics Tests

Infectious Diseases DNA Testing

-HBV Diagnostic

-HCV Diagnostic

-HIV Diagnostic

-TB Diagnostic

-CT/NG Diagnostic

-HPV Diagnostic

-MRSA Diagnostic

-Others

Newborn Genetic Screening

Preimplantation & Reproductive Diagnosis

Non-Infectious Diseases DNA Testing

-Cardiovascular Diseases

-CNS & PNS Related

-Skeletal, Connective, Ectodermal & Dermal DNA Testing

-Lung, Kidney, Liver & GT Related

-Sensory Diseases

Prenatal DNA Carrier Screening

Pharmacogenomics/Drug Metabolism

Hematology & Immunology/Identity Diagnostics & Forensics

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott

Agilent Technologies Inc

Beckman Coulter Inc

Bio-Rad Laboratories Inc

Cepheid.

F. Hoffmann-La Roche

GE Healthcare

Hologic Inc

Illumina Inc



QIAGEN

Siemens HealthcareGmbH

Thermo Fisher Scientific Inc

Formats Available: Excel, PDF, and PPT

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NGS DNA Diagnosis

By Application

Cancer Genetics Tests

Infectious Diseases DNA Testing

-HBV Diagnostic

-HCV Diagnostic

-HIV Diagnostic

-TB Diagnostic

-CT/NG Diagnostic

-HPV Diagnostic

-MRSA Diagnostic

-Others

Newborn Genetic Screening

Preimplantation & Reproductive Diagnosis

Non-Infectious Diseases DNA Testing

-Cardiovascular Diseases

-CNS & PNS Related

-Skeletal, Connective, Ectodermal & Dermal DNA Testing

-Lung, Kidney, Liver & GT Related

-Sensory Diseases

Prenatal DNA Carrier Screening

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Others

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Agilent Technologies Inc

Beckman Coulter Inc

Bio-Rad Laboratories Inc

Cepheid.

F. Hoffmann-La Roche

GE Healthcare

Hologic Inc

Illumina Inc

QIAGEN

Siemens Healthcare GmbH

Thermo Fisher Scientific Inc

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