

# **DTC DNA Test Kits Market Size, Trends, Analysis, and Outlook By Sample (Saliva, Cheek Swab), By Application (Genetic Relatedness, Health & Fitness, Ancestry Testing, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global DTC DNA Test Kits market size is poised to register 4.6% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global DTC DNA Test Kits market across By Sample (Saliva, Cheek Swab), By Application (Genetic Relatedness, Health & Fitness, Ancestry Testing, Others)

With the increasing consumer interest in personalized healthcare and ancestry exploration, there is a rising demand for DTC DNA test kits that offer genetic insights into ancestry, health predispositions, and lifestyle factors, empowering individuals to make informed decisions about their wellness and medical care. Market growth is driven by factors such as expanding consumer genomics market, rising awareness of genetic testing and genomic data privacy, and advancements in DNA sequencing and bioinformatics for comprehensive and actionable genetic reports. Additionally, the expanding applications of DTC DNA test kits in genealogy research, personalized nutrition and fitness planning, and pharmacogenomics, as well as the development of user-friendly testing platforms and mobile apps for sample collection and data interpretation, contribute to market expansion. Further, the emphasis on regulatory oversight, genetic counseling, and responsible marketing practices in DTC genetic testing industry, along with efforts to enhance data security and transparency in genetic testing services and results interpretation, is expected to further accelerate market growth in the coming years.

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

### Key market trends defining the global DTC DNA Test Kits 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.

### DTC DNA Test Kits Market Segmentation- Industry Share, Market Size, and Outlook to 2032

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

### Key strategies adopted by companies within the DTC DNA Test Kits industry

Leading DTC DNA Test Kits 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 DTC DNA Test Kits companies.

### DTC DNA Test Kits Market Study- Strategic Analysis Review

The DTC DNA Test Kits 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.

### DTC DNA Test Kits Market Size Outlook- Historic and Forecast Revenue in Three Cases

The DTC DNA Test Kits 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 2032 in three case scenarios- low case, reference case, and high case scenarios.

### DTC DNA Test Kits Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. 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 2032.

### North America DTC DNA Test Kits 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 healthcare infrastructure. Leading companies focus on new product launches in the changing

environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various DTC DNA Test Kits market segments. Similarly, Strong market demand is encouraging Canadian DTC DNA Test Kits companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico DTC DNA Test Kits market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

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

The German industry remains the major market for companies in the European DTC DNA Test Kits 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 vendors in identifying and leveraging new growth prospects positions the European DTC DNA Test Kits 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 DTC DNA Test Kits 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 DTC DNA Test Kits in Asia Pacific. In particular, China, India, and South East Asian DTC DNA Test Kits markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors 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 countries in the APAC region.

**Latin America DTC DNA Test Kits 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 DTC DNA Test Kits 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 DTC DNA Test Kits market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for DTC DNA Test Kits.

DTC DNA Test Kits Market Company Profiles

The global DTC DNA Test Kits 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, Ancestry.com LLC, Futura Genetics Ltd, Gene By Gene Ltd, Genesis Healthcare Co. Ltd, Helix OpCo LLC, Identigene LLC, Living DNA Ltd, Mapmygenome India Ltd, MyHeritage Ltd, Pathway Genomics Corp, Veritas Genetics International Ltd.

Recent DTC DNA Test Kits Market Developments

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

DTC DNA Test Kits Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (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 Sample

Saliva

Cheek Swab

By Application

Genetic Relatedness

Health & Fitness

Ancestry 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

Ancestry.com LLC

Futura Genetics Ltd

Gene By Gene Ltd

Genesis Healthcare Co. Ltd

Helix OpCo LLC

Identigene LLC

Living DNA Ltd

Mapmygenome India Ltd

MyHeritage Ltd

Pathway Genomics Corp

Veritas Genetics International Ltd

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

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

### 2. DTC DNA TEST KITS MARKET SIZE OUTLOOK TO 2030

- 2.1 DTC DNA Test Kits Market Size Outlook, USD Million, 2021- 2030
- 2.2 DTC DNA Test Kits Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. DTC DNA TEST KITS 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. DTC DNA TEST KITS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Sample
    - Saliva
    - Cheek Swab
  - By Application



Genetic Relatedness

Health & Fitness

Ancestry Testing

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 DTC DNA Test Kits Market, 2025

5.2 Asia Pacific DTC DNA Test Kits Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific DTC DNA Test Kits Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe DTC DNA Test Kits Market, 2025

5.5 Europe DTC DNA Test Kits Market Size Outlook by Type, 2021- 2030

5.6 Europe DTC DNA Test Kits Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America DTC DNA Test Kits Market, 2025

5.8 North America DTC DNA Test Kits Market Size Outlook by Type, 2021- 2030

5.9 North America DTC DNA Test Kits Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America DTC DNA Test Kits Market, 2025

5.11 South America Pacific DTC DNA Test Kits Market Size Outlook by Type, 2021- 2030

5.12 South America DTC DNA Test Kits Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa DTC DNA Test Kits Market, 2025

5.14 Middle East Africa DTC DNA Test Kits Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa DTC DNA Test Kits Market Size Outlook by Application, 2021- 2030

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

6.1 US DTC DNA Test Kits Market Size Outlook and Revenue Growth Forecasts

6.2 US DTC DNA Test Kits Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada DTC DNA Test Kits Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico DTC DNA Test Kits Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany DTC DNA Test Kits Industry Drivers and Opportunities

6.9 France Market Size Outlook and Revenue Growth Forecasts

- 6.10 France DTC DNA Test Kits Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK DTC DNA Test Kits Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain DTC DNA Test Kits Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy DTC DNA Test Kits Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe DTC DNA Test Kits Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China DTC DNA Test Kits Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India DTC DNA Test Kits Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan DTC DNA Test Kits Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea DTC DNA Test Kits Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia DTC DNA Test Kits Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia DTC DNA Test Kits Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific DTC DNA Test Kits Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil DTC DNA Test Kits Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina DTC DNA Test Kits Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America DTC DNA Test Kits Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East DTC DNA Test Kits Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa DTC DNA Test Kits Industry Drivers and Opportunities

## **7. DTC DNA TEST KITS MARKET OUTLOOK ACROSS SCENARIOS**

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

## **8. DTC DNA TEST KITS COMPANY PROFILES**

8.1 Profiles of Leading DTC DNA Test Kits Companies in the Market

8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

8.3 Financial Performance and Key Metrics

### **23ANDME INC**

Ancestry.com LLC

Futura Genetics Ltd

Gene By Gene Ltd

Genesis Healthcare Co. Ltd

Helix OpCo LLC

Identigene LLC

Living DNA Ltd

Mapmygenome India Ltd

MyHeritage Ltd

Pathway Genomics Corp

Veritas Genetics International Ltd.

## **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

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Product name: DTC DNA Test Kits Market Size, Trends, Analysis, and Outlook By Sample (Saliva, Cheek Swab), By Application (Genetic Relatedness, Health & Fitness, Ancestry Testing, Others), by Country, Segment, and Companies, 2024-2032

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