

Pet DNA Testing Market Size, Trends, Analysis, and Outlook By Animal Type (Dogs, Cats), By Sample Type (Blood, Saliva, Semen, Others), By Test Type (Breed Profile, Genetic Diseases, Health & Wellness), By End-user (Pet Owners, Breeders, Veterinarians), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/PC7ABA0E684AEN.html>

Date: March 2024

Pages: 190

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

ID: PC7ABA0E684AEN

Abstracts

The global Pet DNA Testing market size is poised to register 10.3% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Pet DNA Testing market across By Animal Type (Dogs, Cats), By Sample Type (Blood, Saliva, Semen, Others), By Test Type (Breed Profile, Genetic Diseases, Health & Wellness), By End-user (Pet Owners, Breeders, Veterinarians).

The Pet DNA Testing market is witnessing significant growth driven by the increasing interest in pet ancestry, breed identification, genetic health screening, and personalized healthcare services for dogs, cats, and other companion animals, fueled by advancements in genomics, DNA sequencing technologies, and direct-to-consumer genetic testing platforms. Pet DNA testing encompasses a range of genetic testing services and products aimed at analyzing the genetic makeup, ancestry, traits, and predispositions to inherited diseases and disorders in pets, providing valuable insights into pet health, behavior, and wellness for pet owners, breeders, and veterinarians. Key factors driving market expansion include the growing pet humanization trends, with pet owners increasingly viewing their pets as family members and investing in their health and wellbeing, including genetic testing services to uncover their pets' genetic heritage, ancestry, and potential health risks. Additionally, advancements in DNA testing technologies, such as polymerase chain reaction (PCR), microarray analysis, and next-

generation sequencing (NGS), are enabling comprehensive genetic profiling of pets, facilitating breed identification, trait analysis, and disease susceptibility testing with high accuracy, reliability, and affordability. Moreover, the expanding availability of direct-to-consumer pet DNA testing kits, online genetic databases, and interactive platforms for pet owner education and engagement is driving consumer adoption and market penetration of pet DNA testing services, enabling pet owners to explore their pets' genetic heritage, ancestry, and health risks from the comfort of their homes, without the need for veterinary consultations or laboratory visits. Furthermore, the increasing emphasis on personalized medicine, preventive healthcare, and precision breeding in the pet industry is driving demand for pet DNA testing services as part of comprehensive pet care strategies aimed at promoting optimal health, longevity, and quality of life for pets and their owners. With the continuous focus on genetic research, database expansion, and consumer education, the Pet DNA Testing market is poised for further expansion in the coming years.

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

Key market trends defining the global Pet DNA 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.

Pet DNA Testing Market Segmentation- Industry Share, Market Size, and Outlook to 2030

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

Key strategies adopted by companies within the Pet DNA Testing industry

Leading Pet DNA 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 Pet DNA Testing companies.

Pet DNA Testing Market Study- Strategic Analysis Review

The Pet DNA 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.

Pet DNA Testing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Pet DNA 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.

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

Europe Pet DNA 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 Pet DNA 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 Pet DNA 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 Pet DNA 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 Pet DNA Testing in Asia

Pacific. In particular, China, India, and South East Asian Pet DNA 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 Pet DNA 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 Pet DNA 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 Pet DNA Testing market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Pet DNA Testing.

Pet DNA Testing Market Company Profiles

The global Pet DNA 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 Basepaws Inc, DNA MY DOG, Dognomics, Embark Veterinary Inc, FidoCure, GenSolDiagnostics Llc, Neogen Corp, Orivet Genetic Pet Care Ltd, PetDx, Wisdom Panel

Recent Pet DNA Testing Market Developments

The global Pet DNA Testing market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions,

product approvals, and other updates in the industry.

Pet DNA 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 Animal Type

Dogs

Cats

By Sample Type

Blood

Saliva

Semen

Others

By Test Type

Breed Profile

Genetic Diseases

Health & Wellness

By End-User

Pet Owners

Breeders

Veterinarians

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Basepaws Inc

DNA MY DOG

Dognomics

Embark Veterinary Inc

FidoCure

GenSolDiagnostics Llc

Neogen Corp

Orivet Genetic Pet Care Ltd

PetDx

Wisdom Panel

Formats Available: Excel, PDF, and PPT

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Saliva

Semen

Others

By Test Type

Breed Profile

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Breeders

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DNA MY DOG

Dognomics

Embark Veterinary Inc

FidoCure

GenSolDiagnostics Llc

Neogen Corp

Orivet Genetic Pet Care Ltd

PetDx

Wisdom Panel

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