

Veterinary DNA Testing Market Size, Share and Growth Outlook 2026: By Animal Type (Dogs, Cats, Equine, Other Animals), By Test Type, By Sample Type, By End User, Companies to 2034.

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Abstracts

The global Veterinary DNA Testing Market size is forecast to increase from \$530.82 Million in 2026 to \$1127.15 Million in 2034 at a CAGR of 9.87% between 2026 and 2034.

The Veterinary DNA Testing market report provides detailed analysis and outlook of Veterinary DNA Testing segments including By Animal Type (Dogs, Cats, Equine, Other Animals), By Test Type (Breed Identification/Profile Tests, Genetic Disease Risk Tests, Health and Wellness Tests, Ancestry and Lineage Tests, Trait and Physical Characteristics Analysis), By Sample Type (Saliva/Buccal Swab, Blood, Semen, Fecal), By End User (Individual Pet Owners, Veterinarians and Researchers, Pet Breeders and Animal Shelters, Academic and Research Institutions) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Veterinary DNA Testing Industry Overview

Precision genomics is becoming a core component of modern veterinary diagnostics and animal health management.

The global veterinary DNA testing industry is expanding as genetic technologies become increasingly integrated into livestock production, companion animal healthcare, breeding programs, and disease prevention strategies. Veterinary organizations are utilizing molecular diagnostics, genomic sequencing, and predictive genetic analysis to

identify inherited disorders, optimize breeding decisions, and support precision medicine approaches. Advances in bioinformatics, high-throughput testing, and biomarker discovery are enabling earlier disease detection and individualized treatment planning across animal populations. The market is also benefiting from greater collaboration between diagnostic companies and genomics specialists, allowing comprehensive genetic insights to be incorporated into routine veterinary practice while supporting long-term improvements in animal health, productivity, and welfare.

Strategic acquisitions and platform collaborations are expanding genomic capabilities across veterinary diagnostics.

Industry participants are strengthening competitive positions by combining genomic expertise with established diagnostic infrastructure. Zoetis entered into a definitive agreement to acquire Neogen Corporation's animal genomics business, integrating capabilities such as breed identification and genetic disease screening into its Precision Animal Health portfolio. The transaction enhances predictive genetic analysis for both livestock and companion animals while expanding individualized veterinary care. Meanwhile, VolitionRx announced a collaboration with Sysmex Corporation to optimize its proprietary Nu.Q® NETs assay on the Sysmex diagnostic platform. Although initially developed for human clinical applications, the underlying epigenetic research is also supporting development of blood-based diagnostic tests that improve disease detection and monitoring across veterinary medicine, demonstrating increasing technology convergence between human and animal healthcare.

Growing recognition of early genetic diagnosis is supporting broader adoption of molecular testing technologies.

The veterinary genetics landscape continues to benefit from scientific evidence highlighting the clinical value of early molecular diagnosis for rare inherited disorders. Following approval of the first treatment for Thymidine Kinase 2 Deficiency (TK2d), UCB published integrated safety and efficacy findings in Brain Communications demonstrating the importance of early genetic testing in identifying rare metabolic diseases and enabling timely targeted treatment. Although focused on human medicine, the findings reinforce broader industry recognition that molecular diagnostics are essential for precision therapeutic decision-making and improved patient outcomes. This trend is encouraging continued investment in advanced DNA testing technologies, biomarker discovery, and genomic screening platforms that can accelerate diagnosis, guide treatment selection, and expand precision healthcare applications across veterinary medicine.

Veterinary DNA Testing Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Veterinary DNA Testing market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Zoetis Inc., Neogen Corporation, IDEXX Laboratories, Inc., Embark Veterinary, Inc., Wisdom Panel (Kinship), Orivet Genetic Pet Care, Genetic Pet Care, DNA My Dog, GenSol Diagnostics, EasyDNA. The Veterinary DNA Testing market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Veterinary DNA Testing industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

- Growth Veterinary DNA Testing Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

- Market Trends, Drivers, Potential Opportunities, and Challenges faced by Veterinary DNA Testing companies

- Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

- Detailed SWOT Analysis of global and regional Veterinary DNA Testing markets

- Competitive analysis including business description, product analysis, and financial profiles

- Key country specific analysis detailing key factors shaping the short-term and long-term outlook

- Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Veterinary DNA Testing Market Competitive Benchmarking and Company Analysis

Leading companies in Veterinary DNA Testing industry include- Zoetis Inc., Neogen Corporation, IDEXX Laboratories, Inc., Embark Veterinary, Inc., Wisdom Panel (Kinship), Orivet Genetic Pet Care, Genetic Pet Care, DNA My Dog, GenSol Diagnostics, EasyDNA. The Veterinary DNA Testing market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Veterinary DNA Testing Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Veterinary DNA Testing market remains one of the strongest-performing segments in the country.

The US Veterinary DNA Testing Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Veterinary DNA Testing market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Veterinary DNA Testing industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of

Canadian Veterinary DNA Testing markets

Canada's strong Veterinary DNA Testing sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Veterinary DNA Testing market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Veterinary DNA Testing Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Veterinary DNA Testing market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Veterinary DNA Testing population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Veterinary DNA Testing industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Veterinary DNA Testing market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Veterinary DNA Testing sales through 2034

France Veterinary DNA Testing companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch

spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Veterinary DNA Testing Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Veterinary DNA Testing distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Veterinary DNA Testing Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Veterinary DNA Testing market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Veterinary DNA Testing industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Veterinary DNA Testing industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs

and consumables because reimbursement.

India Veterinary DNA Testing Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Veterinary DNA Testing market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Veterinary DNA Testing market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Veterinary DNA Testing Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Veterinary DNA Testing Market Segmentation

By Animal Type

Dogs

Cats

Equine

Other Animals

By Test Type

Breed Identification/Profile Tests

Genetic Disease Risk Tests

Health and Wellness Tests

Ancestry and Lineage Tests

Trait and Physical Characteristics Analysis

By Sample Type

Saliva/Buccal Swab

Blood

Semen

Fecal

By End User

Individual Pet Owners

Veterinarians and Researchers

Pet Breeders and Animal Shelters

Academic and Research Institutions

Leading Companies in Veterinary DNA Testing Industry (2026)

Zoetis Inc.

Neogen Corporation

IDEXX Laboratories, Inc.

Embark Veterinary, Inc.

Wisdom Panel (Kinship)

Orivet Genetic Pet Care

Genetic Pet Care

DNA My Dog

GenSol Diagnostics

EasyDNA

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia,
Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa,

Other Africa

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Embark Veterinary, Inc.

Wisdom Panel (Kinship)

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Genetic Pet Care

DNA My Dog

GenSol Diagnostics

EasyDNA

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