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Global Direct-to-Consumer Genetic Testing

January 2018



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About This Report

Scope & Method

This report forecasts the global direct-to-consumer (DTC) genetic health testing market for 2017-2022 in nominal US dollars at the manufacturer level. Major world regions include:

- USA
- Europe
- Asia/Pacific
- Rest of World

To illustrate historical trends, global demand is provided for 2015 and 2016. Demand by region is provided for 2017.

The scope of this report concentrates on disease genetic testing and excludes paternity testing and ancestry testing. The market does not include companies such as AncestryDNA, Family Tree, and Heritage because they do not fit the medical mold. These companies offer genetic testing, but it is only to determine ancestry and ethnic backgrounds, providing consumers with novel information about their past; they do not purport health or medical information.

This report quantifies trends in terms of compound annual growth rates (CAGRs), which, by definition, employ in their calculation only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the trend beginning in the base year and ending in the forecast year. Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends and events, as well as their expected impact over the forecast period. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Unless otherwise indicated, both historical and forecasted market values are expressed in US dollars at a fixed 2017 rate of exchange with local currencies. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

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Sources

Global Direct-to-Consumer Genetic Testing (FW40079) is based on [The Market for Direct-to-Consumer Genetic Health Testing](#) published by Kalorama Information. This report was assembled using both secondary and primary data. Data from Kalorama Information's

About This Report

previous DTC Laboratory Testing report, in addition to company annual reports, trade publications, government, and medical literature were used as a foundation for estimates and forecasts. Interviews with executives at eight DTC genetic testing companies were conducted and are a key source of estimates for the market. Kalorama Information focuses on estimates of manufacturer revenues for business planning.

The forecasted market analysis for 2017-2022 was largely based on demographic trends, new developments, innovative technology, and global expansion.

It is important to note that the market areas covered by this report are evolving quickly, and that some of the company and technology information may be outdated even as the report goes to press. Kalorama Information is fully aware of these developments. Even though some of the details may have changed by the time this report is published, the major themes, players, and issues remain unchanged.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | Industry Codes Related to Direct-to-Consumer Genetic Testing

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
339113	Surgical Appliance and Supplies Mfg	3841	Surgical and Medical Instruments and Apparatus
541711	Research and Development in Biotechnology	8011	Offices and Clinics of Doctors of Medicine
621111	Offices of Physicians (except Mental Health Specialists)	8071	Medical Laboratories
621511	Medical Laboratories	8731	Commercial Physical and Biological Research

Source: US Census Bureau

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Resources

Kalorama Information

The Market for Direct-to-Consumer Genetic Health Testing, January 2018

The Freedonia Group

Freedonia Industry Studies

Pharmaceutical Packaging Market in the US, June 2017

Medical Implants in the US, November 2016

World Medical Disposables, August 2016

In Vitro Diagnostic (IVD) Packaging, June 2016

Infection Prevention Products & Services, April 2016

Freedonia Focus Reports

Global PCR Testing Products & Services

Global Telehealth Products & Services

Healthcare Insurance: United States

Healthcare: United States

Healthcare VR/AR Systems: United States

Medical Equipment & Supplies: United States

Medical Services: United States

Pharmaceuticals: United States

World Cell-Free DNA

World Medical Devices

World Needle-Free Drug Delivery Systems

World Personalized Medicine Tests for Cancer

Freedonia Custom Research

Trade Publications

Drug Discovery & Development

Drug Topics

Genetic Engineering & Biotechnology News

Hospitals & Health Networks

IHS Chemical Week

Medical Design Technology

Medical Device & Diagnostic Industry

Modern Healthcare

Provider

Agencies & Associations

American Hospital Association

American Medical Association

Centers for Disease Control and Prevention

Federal Trade Commission

Medical Device Manufacturers Association

National Institutes of Health

United States Census Bureau

United States Centers for Disease Control and Prevention

United States Food and Drug Administration

World Health Organization