

# Genealogy Products And Services Market Report For M&A, Expansion, And Competitive Benchmarking (2025–2034)

*The Business Research Company's  
Genealogy Products And Services Market  
Report For M&A, Expansion, And  
Competitive Benchmarking (2025–2034)*

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Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034



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The global genealogy products and services market is rapidly evolving, with the market size growing from \$4.61 billion in 2024 to \$5.15 billion in 2025 at a steady compound annual growth rate CAGR of 11.8%. This growth trend is brought about by a combination of factors including growing interest in health-related genetic information, celebrity influences, media exposure, enhanced marketing and awareness campaigns, improved data analysis algorithms, and the rising popularity of direct-to-consumer genetic testing.

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What Is The Projected Future Growth Of The Genealogy Products And Services Market Size?

In terms of future growth, the genealogy products and services market is projected to expand significantly, soaring to a projected \$7.94 billion in 2029 at a compound annual growth rate CAGR of 11.4%. The anticipated growth in the next few years can be attributed to an increasing consumer interest in ancestry and heritage, growing awareness of genetic health risks, expanding online genealogical databases, rising popularity of direct-to-consumer genetic testing, and a budding interest in health-related genetic information. Major trends that will shape the market during the forecast period include the integration of artificial intelligence AI, expanded use of blockchain technology, integration with wearable technology, expansion of global genetic databases, and advanced ancestral trait analysis.

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What Are The Key Drivers Propelling The Growth Of The Genealogy Products And Services Market?

A surge in demand for genetic testing will act as a significant driver propelling the growth of the genealogy products and services market. Genetic testing involves the analysis of DNA to identify changes or variations that may indicate genetic disorders, ancestry, or other traits. With the expanding awareness about its potential benefits for health and ancestry, genetic testing is changing the genealogy landscape by providing individuals with insights into their ancestral origins, connecting them with relatives, and validating family history through DNA analysis.

What Key Player Strategies Are Driving The Genealogy Products And Services Market?

Key players operating in the genealogy products and services market include Findmypast Limited, Ancestry.com LLC, 23andMe Inc., MyHeritage Ltd., Clooz, Family Tree Maker, Geneanet, Progeny Genealogy, ObitFinder, Geni.com, Family Tree DNA, Gene by Gene Ltd., Legacy Family Tree, GEDmatch, Ancestral Quest, BillionGraves Holdings Inc., Brother's Keeper, Fold3, GenealogyBank.com, Living DNA Ltd., RootsFinder, RootsMagic, WikiTree Inc. These major companies are focused on developing advanced technologies, like next-generation sequencing NGS tests, to offer more precise and in-depth genetic ancestry information, enabling deeper insights into familial lineage and heritage.

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How Is The Genealogy Products And Services Market Segmented?

In terms of market segmentation, the genealogy products and services market can be identified by:

- Category: Family Records, Family Trees, Forums, Cemeteries, Newspapers, Blogs, Deoxyribonucleic Acid DNA Testing, Other Categories
- Application: Households, Institutions
- End-User: Direct-To-Consumer Testing Companies, Law Enforcement Agencies, Research Institutes And Academic Organizations, Other End-Users

Subsegments include varying family records, family tree formats, distinct forum types, cemetery record systems, newspaper archives, a range of blogs, and multiple DNA testing methodologies.

What Are The Regional Insights In The Genealogy Products And Services Market?

On a geographic scale, North America was the largest region in the genealogy products and services market in 2024. Other regions covered in the market report include Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa.

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