

Genealogy Products And Services Market Forecast To 2034 – For Business Leaders, Analysts, And Strategic Teams

*The Business Research Company's
Genealogy Products And Services Global
Market Report 2025 - Market Size, Trends,
And Global Forecast 2025-2034*

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Unprecedented growth has been observed in the [genealogy products and services market size](#) in recent years. It will grow from \$4.61 billion in 2024 to \$5.15 billion in 2025 at a compound annual

growth rate CAGR of 11.8%. Factors contributing to this historic growth include the growing interest in health-related genetic information, celebrity influences, media exposure, enhanced marketing and awareness campaigns, improved data analysis algorithms, and increasing popularity of direct-to-consumer genetic testing.

What Is The Projected Future [Growth Of The Genealogy Products And Services Market Size?](#)

Looking forward, the genealogy products and services market size is expected to see rapid growth. It is projected to grow to \$7.94 billion in 2029 at a compound annual

growth rate CAGR of 11.4%. This growth in the forecast period can be attributed to rising consumer interest in ancestry and heritage, expanding awareness of genetic health risks, increasing accessibility of online genealogical databases, rising popularity of direct-to-consumer genetic testing, and growing interest in health-related genetic information. Foresight trends for the forecast period involve 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 key factor driving the surge in [demand for genealogy products and services market](#) going forward is genetic testing. Genetic testing involves analyzing DNA to identify changes or variations that may indicate genetic disorders, ancestry, or other traits. The growth in genetic testing is credited to expanding awareness of its potential benefits for health and ancestry. By providing individuals with insights into their ancestral origins, connecting them with relatives, and validating family history through DNA analysis, genetic testing proves to be a vital tool in aiding genealogy.

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

Major market players 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, and WikiTree Inc. Many of these companies are focusing on developing advanced technologies, such as next-generation sequencing NGS tests. These innovative tests offer more detailed and accurate genetic ancestry information, enabling deeper insights into familial lineage and heritage.

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How Is The Genealogy Products And Services Market Segmented?

The genealogy products and services markets are segmented in several ways:

1 By Category: Family Records, Family Trees, Forums, Cemeteries, Newspapers, Blogs, Deoxyribonucleic Acid DNA Testing, Other Categories

2 By Application: Households, Institutions

3 By End-User: Direct-To-Consumer Testing Companies, Law Enforcement Agencies, Research Institutes And Academic Organizations, Other End-Users

Further categorized into:

1 Family Records: Birth Records, Marriage Records, Death Records, Census Records, Immigration and Naturalization Records

2 Family Trees: Online Family Tree Software, Family Tree Books and Charts, Family Tree Consulting Services

3 Forums: Genealogy Discussion Forums, Ancestry Group Communities, Online Family Research Forums

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

In the global genealogy products and services market landscape, North America was the largest contributing region in 2024. However, dynamic expansion is evident across various geographical markets covered in the report, including Asia-Pacific, Western Europe, Eastern Europe, South America, Middle East, and Africa.

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