

Global Digital Therapeutics for Smoking Cessation Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Digital Therapeutics for Smoking Cessation market size is expected to reach \$ 2831 million by 2032, rising at a market growth of 21.5% CAGR during the forecast period (2026-2032).

Digital smoking cessation therapies refer to digital healthcare products that utilize software programs, mobile applications (Apps), artificial intelligence algorithms, wearable devices, sensors, virtual reality (VR), and telemedicine to provide smokers with clinically evidence-based smoking cessation intervention programs. These therapies employ cognitive behavioral therapy (CBT), motivational enhancement therapy (MET), mindfulness training, behavioral feedback, nicotine dependence management, relapse risk prediction, and personalized health guidance to help users reduce tobacco dependence, improve smoking cessation adherence, and increase long-term smoking cessation success rates. Unlike ordinary smoking cessation apps, strictly speaking digital smoking cessation therapies typically require clinical validation and are used as medical intervention tools for disease treatment or health management. They can be used independently or in combination with medication, nicotine replacement therapy (NRT), and under physician guidance.

Digital smoking cessation therapies are demonstrating immense potential to transform the global tobacco control landscape due to their superior accessibility and cost advantages. Evidence-based medicine has clearly confirmed their effectiveness: a network meta-analysis encompassing 152 trials showed that personalized and group-tailored digital interventions can increase smoking cessation rates by 86% to 93% compared to conventional care, with SMS-based interventions being particularly effective, increasing the success rate by 63%. More advanced immediate adaptive interventions and virtual reality digital therapies integrating cognitive behavioral therapy

can provide precise support at users' most vulnerable moments through real-time monitoring and personalized feedback—something virtually impossible in traditional human services. Despite challenges such as varying levels of engagement and data security, with the deep integration of artificial intelligence technology and the continuous accumulation of clinical validation, these digital therapies, combining low cost, high coverage, and personalization, are expected to become a key supplement to traditional smoking cessation services, propelling tobacco control efforts into a new era of more precise and inclusive digital care.

Report Scope

This report studies the global Digital Therapeutics for Smoking Cessation demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Digital Therapeutics for Smoking Cessation, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Digital Therapeutics for Smoking Cessation that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Digital Therapeutics for Smoking Cessation total market, 2021-2032, (USD Million)

Global Digital Therapeutics for Smoking Cessation total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Digital Therapeutics for Smoking Cessation total market, key domestic companies, and share, (USD Million)

Global Digital Therapeutics for Smoking Cessation revenue by player, revenue and market share 2021-2026, (USD Million)

Global Digital Therapeutics for Smoking Cessation total market by Type, CAGR, 2021-2032, (USD Million)

Global Digital Therapeutics for Smoking Cessation total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Digital Therapeutics for Smoking Cessation market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Click Therapeutics, CureApp, Pelago(Quit Genius), Ditch Labs, MindCotine, Kwit, Pivot Health, Carrot Inc., Beijing Wenzhi Technology Co., Ltd., Hangzhou Yisu Technology Co., Ltd., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Digital Therapeutics for Smoking Cessation market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Digital Therapeutics for Smoking Cessation Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Digital Therapeutics for Smoking Cessation Market, Segmentation by Type:

Cognitive Behavioral Therapy (CBT)-based

AI-driven Personalized Intervention

Digital Behavioral Feedback

Virtual Reality (VR)-assisted

Global Digital Therapeutics for Smoking Cessation Market, Segmentation by Business Models:

B2C

B2B

B2B2C

Global Digital Therapeutics for Smoking Cessation Market, Segmentation by Application:

Digital Smoking Cessation Therapy for Adults

Digital Smoking Cessation Therapy for Adolescents

Digital Smoking Cessation Therapy for Special Populations

Companies Profiled:

Click Therapeutics

CureApp

Pelago(Quit Genius)

Ditch Labs

MindCotine

Kwit

Pivot Health

Carrot Inc.

Beijing Wenzhi Technology Co., Ltd.

Hangzhou Yisu Technology Co., Ltd.

Shanghai Akcare Medical Technology Co., Ltd.

Key Questions Answered

1. How big is the global Digital Therapeutics for Smoking Cessation market?
2. What is the demand of the global Digital Therapeutics for Smoking Cessation market?
3. What is the year over year growth of the global Digital Therapeutics for Smoking Cessation market?
4. What is the total value of the global Digital Therapeutics for Smoking Cessation market?

5. Who are the Major Players in the global Digital Therapeutics for Smoking Cessation market?
6. What are the growth factors driving the market demand?

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