

Global Digital Therapeutics for Smoking Cessation Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Digital Therapeutics for Smoking Cessation market size was valued at US\$ 722 million in 2025 and is forecast to a readjusted size of US\$ 2831 million by 2032 with a CAGR of 21.5% during review period.

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 is a detailed and comprehensive analysis for global Digital Therapeutics for Smoking Cessation market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Digital Therapeutics for Smoking Cessation market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Digital Therapeutics for Smoking Cessation market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Digital Therapeutics for Smoking Cessation market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Digital Therapeutics for Smoking Cessation market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

Global Digital Therapeutics for Smoking Cessation Market 2026 by Company, Regions, Type and Application, Forec...

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Digital Therapeutics for Smoking Cessation

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Digital Therapeutics for Smoking Cessation market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segmentation

Market segment by Type

Cognitive Behavioral Therapy (CBT)-based

AI-driven Personalized Intervention

Digital Behavioral Feedback

Virtual Reality (VR)-assisted

Market segment by Business Models

B2C

B2B

B2B2C

Market segment by Application

Digital Smoking Cessation Therapy for Adults

Digital Smoking Cessation Therapy for Adolescents

Digital Smoking Cessation Therapy for Special Populations

Market segment by players, this report covers

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.

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Digital Therapeutics for Smoking Cessation product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Digital Therapeutics for Smoking Cessation, with revenue, gross margin, and global market share of Digital Therapeutics for Smoking Cessation from 2021 to 2026.

Chapter 3, the Digital Therapeutics for Smoking Cessation competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026, and Digital Therapeutics for Smoking Cessation market forecast, by regions, by Type and by

Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Digital Therapeutics for Smoking Cessation.

Chapter 13, to describe Digital Therapeutics for Smoking Cessation research findings and conclusion.

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