

Global Quit Smoking App 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 Quit Smoking App market size was valued at US\$ 606 million in 2025 and is forecast to a readjusted size of US\$ 1244 million by 2032 with a CAGR of 10.9% during review period.

Quit smoking apps are applications that leverage mobile internet and digital health technologies to provide smoking cessation interventions and support for smokers. Their core functions include smoking behavior tracking, nicotine dependence assessment, cessation plan development, psychological and behavioral interventions, AI-powered incentive reminders, community support, and relapse warning analysis. These apps typically combine behavioral science, digital therapy, and data analytics to reduce users' tobacco dependence through personalized intervention pathways, thereby increasing the success rate of quitting smoking. Some advanced products also integrate wearable devices, AI health assistants, and data from medical institutions to achieve more precise health management and long-term behavioral changes.

The quit smoking app industry is experiencing rapid growth, primarily driven by increased global awareness of the harms of smoking, strengthened government tobacco control policies, and the widespread adoption of mobile health (mHealth) and digital therapy. With increasing smartphone penetration and the development of AI-based personalized health intervention technologies, quit smoking apps are evolving from 'simple tool applications' to 'digital treatment solutions.' In the future, the industry will further integrate deeply with the healthcare system, enhancing long-term user engagement through AI-based relapse risk prediction, optimized behavioral intervention models, and subscription-based health services. Especially among young users, mobile, gamification, and social support mechanisms will become the core growth engines, giving the market the potential for continued high-speed expansion.

This report is a detailed and comprehensive analysis for global Quit Smoking App market. Both quantitative and qualitative analyses are presented by company, by region & country, by Functional Categories 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 Quit Smoking App market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Quit Smoking App market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Quit Smoking App market size and forecasts, by Functional Categories and by Application, in consumption value (\$ Million), 2021-2032

Global Quit Smoking App market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

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

To assess the growth potential for Quit Smoking App

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 Quit Smoking App 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 Pelago Health, ICF International, Fewlaps SL, Kwit, Iteration Mobile SL, Optum, UnitedHealthcare, Pivot, Alex Therapeutics, Rapidkart Online Private

Limited, etc.

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

Market segmentation

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

Market segment by Functional Categories

Behavior Tracking App

Smoking Cessation Program App

AI Intervention App

Social Support App

Digital Therapy App

Others

Market segment by Technical Architecture

Rules Engine App

AI-Driven Smoking Cessation Model App

Digital Therapy (DTx) App

Data Analytics + Wearable Device Integration App

Market segment by Business Model

Freemium

Subscription

Market segment by Deployment Mode

On-premise

Cloud-based

Market segment by Application

Regular Smokers

Heavy Smokers

Others

Market segment by players, this report covers

Pelago Health

ICF International

Fewlaps SL

Kwit

Iteration Mobile SL

Optum

UnitedHealthcare

Pivot

Alex Therapeutics

Rapidkart Online Private Limited

Innovasium Inc

Changsha Gudui

Suzhou 3xiaozi

Shanghai Xiangzuo Information Technology Co., Ltd.

CureApp

Samsung

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)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Quit Smoking App product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Quit Smoking App, with revenue, gross margin, and global market share of Quit Smoking App from 2021 to 2026.

Chapter 3, the Quit Smoking App 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 Functional Categories and by Application, with consumption value and growth rate by Functional Categories, 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 Quit Smoking App market forecast, by regions, by Functional Categories 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 Quit Smoking App.

Chapter 13, to describe Quit Smoking App research findings and conclusion.

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