

Global Digital Therapeutics for Smoking Cessation Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital Therapeutics for Smoking Cessation market size is predicted to grow from US\$ 687 million in 2025 to US\$ 2875 million in 2032; it is expected to grow at a CAGR of 22.8% from 2026 to 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

LPI (LP Information)' newest research report, the “Digital Therapeutics for Smoking Cessation Industry Forecast” looks at past sales and reviews total world Digital Therapeutics for Smoking Cessation sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Therapeutics for Smoking Cessation sales for 2026 through 2032. With Digital Therapeutics for Smoking Cessation sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Therapeutics for Smoking Cessation industry.

This Insight Report provides a comprehensive analysis of the global Digital Therapeutics for Smoking Cessation landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Digital Therapeutics for Smoking Cessation portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Therapeutics for Smoking Cessation market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Therapeutics for Smoking Cessation and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Therapeutics for Smoking Cessation.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Therapeutics for Smoking Cessation market by product type,

application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Cognitive Behavioral Therapy (CBT)-based

AI-driven Personalized Intervention

Digital Behavioral Feedback

Virtual Reality (VR)-assisted

Segmentation by Business Models:

B2C

B2B

B2B2C

Segmentation by Application:

Digital Smoking Cessation Therapy for Adults

Digital Smoking Cessation Therapy for Adolescents

Digital Smoking Cessation Therapy for Special Populations

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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.

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global Digital Therapeutics for Smoking Cessation Market Size (2021-2032)
- 2.1.2 Digital Therapeutics for Smoking Cessation Market Size CAGR by Region (2021 VS 2025 VS 2032)

2.1.3 World Current & Future Analysis for Digital Therapeutics for Smoking Cessation by Country/Region (2021, 2025 & 2032)

2.2 Digital Therapeutics for Smoking Cessation Segment by Type

- 2.2.1 Cognitive Behavioral Therapy (CBT)-based
- 2.2.2 AI-driven Personalized Intervention
- 2.2.3 Digital Behavioral Feedback
- 2.2.4 Virtual Reality (VR)-assisted
- 2.2.5 Digital Therapeutics for Smoking Cessation Market Size by Type
 - 2.2.5.1 Digital Therapeutics for Smoking Cessation Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.5.2 Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Type (2021-2026)

2.3 Digital Therapeutics for Smoking Cessation Segment by Business Models

- 2.3.1 B2C
- 2.3.2 B2B
- 2.3.3 B2B2C
- 2.3.4 Digital Therapeutics for Smoking Cessation Market Size by Business Models
 - 2.3.4.1 Digital Therapeutics for Smoking Cessation Market Size CAGR by Business Models (2021 VS 2025 VS 2032)
 - 2.3.4.2 Global Digital Therapeutics for Smoking Cessation Market Size Market Share

by Business Models (2021-2026)

2.4 Digital Therapeutics for Smoking Cessation Segment by Application

2.4.1 Digital Smoking Cessation Therapy for Adults

2.4.2 Digital Smoking Cessation Therapy for Adolescents

2.4.3 Digital Smoking Cessation Therapy for Special Populations

2.4.4 Digital Therapeutics for Smoking Cessation Market Size by Application

2.4.4.1 Digital Therapeutics for Smoking Cessation Market Size CAGR by Application
(2021 VS 2025 VS 2032)

2.4.4.2 Global Digital Therapeutics for Smoking Cessation Market Size Market Share
by Application (2021-2026)

3 DIGITAL THERAPEUTICS FOR SMOKING CESSATION MARKET SIZE BY PLAYER

3.1 Digital Therapeutics for Smoking Cessation Market Size Market Share by Player

3.1.1 Global Digital Therapeutics for Smoking Cessation Revenue by Player
(2021-2026)

3.1.2 Global Digital Therapeutics for Smoking Cessation Revenue Market Share by
Player (2021-2026)

3.2 Global Digital Therapeutics for Smoking Cessation Key Players Head office and
Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 DIGITAL THERAPEUTICS FOR SMOKING CESSATION BY REGION

4.1 Digital Therapeutics for Smoking Cessation Market Size by Region (2021-2026)

4.2 Global Digital Therapeutics for Smoking Cessation Annual Revenue by
Country/Region (2021-2026)

4.3 Americas Digital Therapeutics for Smoking Cessation Market Size Growth
(2021-2026)

4.4 APAC Digital Therapeutics for Smoking Cessation Market Size Growth (2021-2026)

4.5 Europe Digital Therapeutics for Smoking Cessation Market Size Growth
(2021-2026)

4.6 Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size
Growth (2021-2026)

5 AMERICAS

5.1 Americas Digital Therapeutics for Smoking Cessation Market Size by Country (2021-2026)

5.2 Americas Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026)

5.3 Americas Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Digital Therapeutics for Smoking Cessation Market Size by Region (2021-2026)

6.2 APAC Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026)

6.3 APAC Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

7 EUROPE

7.1 Europe Digital Therapeutics for Smoking Cessation Market Size by Country (2021-2026)

7.2 Europe Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026)

7.3 Europe Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Digital Therapeutics for Smoking Cessation by Region (2021-2026)

8.2 Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026)

8.3 Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 GLOBAL DIGITAL THERAPEUTICS FOR SMOKING CESSATION MARKET FORECAST

10.1 Global Digital Therapeutics for Smoking Cessation Forecast by Region (2027-2032)

10.1.1 Global Digital Therapeutics for Smoking Cessation Forecast by Region (2027-2032)

10.1.2 Americas Digital Therapeutics for Smoking Cessation Forecast

10.1.3 APAC Digital Therapeutics for Smoking Cessation Forecast

10.1.4 Europe Digital Therapeutics for Smoking Cessation Forecast

10.1.5 Middle East & Africa Digital Therapeutics for Smoking Cessation Forecast

10.2 Americas Digital Therapeutics for Smoking Cessation Forecast by Country (2027-2032)

10.2.1 United States Market Digital Therapeutics for Smoking Cessation Forecast

10.2.2 Canada Market Digital Therapeutics for Smoking Cessation Forecast

10.2.3 Mexico Market Digital Therapeutics for Smoking Cessation Forecast

- 10.2.4 Brazil Market Digital Therapeutics for Smoking Cessation Forecast
- 10.3 APAC Digital Therapeutics for Smoking Cessation Forecast by Region (2027-2032)
 - 10.3.1 China Digital Therapeutics for Smoking Cessation Market Forecast
 - 10.3.2 Japan Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.3.3 Korea Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.3.4 Southeast Asia Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.3.5 India Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.3.6 Australia Market Digital Therapeutics for Smoking Cessation Forecast
- 10.4 Europe Digital Therapeutics for Smoking Cessation Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.4.2 France Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.4.3 UK Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.4.4 Italy Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.4.5 Russia Market Digital Therapeutics for Smoking Cessation Forecast
- 10.5 Middle East & Africa Digital Therapeutics for Smoking Cessation Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.5.2 South Africa Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.5.3 Israel Market Digital Therapeutics for Smoking Cessation Forecast
 - 10.5.4 Turkey Market Digital Therapeutics for Smoking Cessation Forecast
- 10.6 Global Digital Therapeutics for Smoking Cessation Forecast by Type (2027-2032)
- 10.7 Global Digital Therapeutics for Smoking Cessation Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Digital Therapeutics for Smoking Cessation Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Click Therapeutics
 - 11.1.1 Click Therapeutics Company Information
 - 11.1.2 Click Therapeutics Digital Therapeutics for Smoking Cessation Product Offered
 - 11.1.3 Click Therapeutics Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Click Therapeutics Main Business Overview
 - 11.1.5 Click Therapeutics Latest Developments
- 11.2 CureApp
 - 11.2.1 CureApp Company Information
 - 11.2.2 CureApp Digital Therapeutics for Smoking Cessation Product Offered

11.2.3 CureApp Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 CureApp Main Business Overview

11.2.5 CureApp Latest Developments

11.3 Pelago?Quit Genius?

11.3.1 Pelago?Quit Genius? Company Information

11.3.2 Pelago?Quit Genius? Digital Therapeutics for Smoking Cessation Product Offered

11.3.3 Pelago?Quit Genius? Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 Pelago?Quit Genius? Main Business Overview

11.3.5 Pelago?Quit Genius? Latest Developments

11.4 Ditch Labs

11.4.1 Ditch Labs Company Information

11.4.2 Ditch Labs Digital Therapeutics for Smoking Cessation Product Offered

11.4.3 Ditch Labs Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Ditch Labs Main Business Overview

11.4.5 Ditch Labs Latest Developments

11.5 MindCotine

11.5.1 MindCotine Company Information

11.5.2 MindCotine Digital Therapeutics for Smoking Cessation Product Offered

11.5.3 MindCotine Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 MindCotine Main Business Overview

11.5.5 MindCotine Latest Developments

11.6 Kwit

11.6.1 Kwit Company Information

11.6.2 Kwit Digital Therapeutics for Smoking Cessation Product Offered

11.6.3 Kwit Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Kwit Main Business Overview

11.6.5 Kwit Latest Developments

11.7 Pivot Health

11.7.1 Pivot Health Company Information

11.7.2 Pivot Health Digital Therapeutics for Smoking Cessation Product Offered

11.7.3 Pivot Health Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Pivot Health Main Business Overview

11.7.5 Pivot Health Latest Developments

11.8 Carrot Inc.

11.8.1 Carrot Inc. Company Information

11.8.2 Carrot Inc. Digital Therapeutics for Smoking Cessation Product Offered

11.8.3 Carrot Inc. Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Carrot Inc. Main Business Overview

11.8.5 Carrot Inc. Latest Developments

11.9 Beijing Wenzhi Technology Co., Ltd.

11.9.1 Beijing Wenzhi Technology Co., Ltd. Company Information

11.9.2 Beijing Wenzhi Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Product Offered

11.9.3 Beijing Wenzhi Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Beijing Wenzhi Technology Co., Ltd. Main Business Overview

11.9.5 Beijing Wenzhi Technology Co., Ltd. Latest Developments

11.10 Hangzhou Yisu Technology Co., Ltd.

11.10.1 Hangzhou Yisu Technology Co., Ltd. Company Information

11.10.2 Hangzhou Yisu Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Product Offered

11.10.3 Hangzhou Yisu Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Hangzhou Yisu Technology Co., Ltd. Main Business Overview

11.10.5 Hangzhou Yisu Technology Co., Ltd. Latest Developments

11.11 Shanghai Akcare Medical Technology Co., Ltd.

11.11.1 Shanghai Akcare Medical Technology Co., Ltd. Company Information

11.11.2 Shanghai Akcare Medical Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Product Offered

11.11.3 Shanghai Akcare Medical Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Shanghai Akcare Medical Technology Co., Ltd. Main Business Overview

11.11.5 Shanghai Akcare Medical Technology Co., Ltd. Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Digital Therapeutics for Smoking Cessation Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Digital Therapeutics for Smoking Cessation Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Cognitive Behavioral Therapy (CBT)-based

Table 4. Major Players of AI-driven Personalized Intervention

Table 5. Major Players of Digital Behavioral Feedback

Table 6. Major Players of Virtual Reality (VR)-assisted

Table 7. Digital Therapeutics for Smoking Cessation Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 8. Global Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026) & (\$ millions)

Table 9. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Type (2021-2026)

Table 10. Major Players of B2C

Table 11. Major Players of B2B

Table 12. Major Players of B2B2C

Table 13. Digital Therapeutics for Smoking Cessation Market Size CAGR by Business Models (2021 VS 2025 VS 2032) & (\$ millions)

Table 14. Global Digital Therapeutics for Smoking Cessation Market Size by Business Models (2021-2026) & (\$ millions)

Table 15. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Business Models (2021-2026)

Table 16. Digital Therapeutics for Smoking Cessation Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 17. Global Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026) & (\$ millions)

Table 18. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Application (2021-2026)

Table 19. Global Digital Therapeutics for Smoking Cessation Revenue by Player (2021-2026) & (\$ millions)

Table 20. Global Digital Therapeutics for Smoking Cessation Revenue Market Share by Player (2021-2026)

Table 21. Digital Therapeutics for Smoking Cessation Key Players Head office and Products Offered

Table 22. Digital Therapeutics for Smoking Cessation Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 23. New Products and Potential Entrants

Table 24. Mergers & Acquisitions, Expansion

Table 25. Global Digital Therapeutics for Smoking Cessation Market Size by Region (2021-2026) & (\$ millions)

Table 26. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Region (2021-2026)

Table 27. Global Digital Therapeutics for Smoking Cessation Revenue by Country/Region (2021-2026) & (\$ millions)

Table 28. Global Digital Therapeutics for Smoking Cessation Revenue Market Share by Country/Region (2021-2026)

Table 29. Americas Digital Therapeutics for Smoking Cessation Market Size by Country (2021-2026) & (\$ millions)

Table 30. Americas Digital Therapeutics for Smoking Cessation Market Size Market Share by Country (2021-2026)

Table 31. Americas Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026) & (\$ millions)

Table 32. Americas Digital Therapeutics for Smoking Cessation Market Size Market Share by Type (2021-2026)

Table 33. Americas Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026) & (\$ millions)

Table 34. Americas Digital Therapeutics for Smoking Cessation Market Size Market Share by Application (2021-2026)

Table 35. APAC Digital Therapeutics for Smoking Cessation Market Size by Region (2021-2026) & (\$ millions)

Table 36. APAC Digital Therapeutics for Smoking Cessation Market Size Market Share by Region (2021-2026)

Table 37. APAC Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026) & (\$ millions)

Table 38. APAC Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026) & (\$ millions)

Table 39. Europe Digital Therapeutics for Smoking Cessation Market Size by Country (2021-2026) & (\$ millions)

Table 40. Europe Digital Therapeutics for Smoking Cessation Market Size Market Share by Country (2021-2026)

Table 41. Europe Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026) & (\$ millions)

Table 42. Europe Digital Therapeutics for Smoking Cessation Market Size by

Application (2021-2026) & (\$ millions)

Table 43. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size by Region (2021-2026) & (\$ millions)

Table 44. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size by Type (2021-2026) & (\$ millions)

Table 45. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size by Application (2021-2026) & (\$ millions)

Table 46. Key Market Drivers & Growth Opportunities of Digital Therapeutics for Smoking Cessation

Table 47. Key Market Challenges & Risks of Digital Therapeutics for Smoking Cessation

Table 48. Key Industry Trends of Digital Therapeutics for Smoking Cessation

Table 49. Global Digital Therapeutics for Smoking Cessation Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 50. Global Digital Therapeutics for Smoking Cessation Market Size Market Share Forecast by Region (2027-2032)

Table 51. Global Digital Therapeutics for Smoking Cessation Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 52. Global Digital Therapeutics for Smoking Cessation Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 53. Click Therapeutics Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 54. Click Therapeutics Digital Therapeutics for Smoking Cessation Product Offered

Table 55. Click Therapeutics Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 56. Click Therapeutics Main Business

Table 57. Click Therapeutics Latest Developments

Table 58. CureApp Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 59. CureApp Digital Therapeutics for Smoking Cessation Product Offered

Table 60. CureApp Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 61. CureApp Main Business

Table 62. CureApp Latest Developments

Table 63. Pelago?Quit Genius? Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 64. Pelago?Quit Genius? Digital Therapeutics for Smoking Cessation Product Offered

Table 65. Pelago?Quit Genius? Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 66. Pelago?Quit Genius? Main Business

Table 67. Pelago?Quit Genius? Latest Developments

Table 68. Ditch Labs Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 69. Ditch Labs Digital Therapeutics for Smoking Cessation Product Offered

Table 70. Ditch Labs Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 71. Ditch Labs Main Business

Table 72. Ditch Labs Latest Developments

Table 73. MindCotine Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 74. MindCotine Digital Therapeutics for Smoking Cessation Product Offered

Table 75. MindCotine Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 76. MindCotine Main Business

Table 77. MindCotine Latest Developments

Table 78. Kwit Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 79. Kwit Digital Therapeutics for Smoking Cessation Product Offered

Table 80. Kwit Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 81. Kwit Main Business

Table 82. Kwit Latest Developments

Table 83. Pivot Health Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 84. Pivot Health Digital Therapeutics for Smoking Cessation Product Offered

Table 85. Pivot Health Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 86. Pivot Health Main Business

Table 87. Pivot Health Latest Developments

Table 88. Carrot Inc. Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 89. Carrot Inc. Digital Therapeutics for Smoking Cessation Product Offered

Table 90. Carrot Inc. Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 91. Carrot Inc. Main Business

Table 92. Carrot Inc. Latest Developments

Table 93. Beijing Wenzhi Technology Co., Ltd. Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 94. Beijing Wenzhi Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Product Offered

Table 95. Beijing Wenzhi Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 96. Beijing Wenzhi Technology Co., Ltd. Main Business

Table 97. Beijing Wenzhi Technology Co., Ltd. Latest Developments

Table 98. Hangzhou Yisu Technology Co., Ltd. Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 99. Hangzhou Yisu Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Product Offered

Table 100. Hangzhou Yisu Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 101. Hangzhou Yisu Technology Co., Ltd. Main Business

Table 102. Hangzhou Yisu Technology Co., Ltd. Latest Developments

Table 103. Shanghai Akcare Medical Technology Co., Ltd. Details, Company Type, Digital Therapeutics for Smoking Cessation Area Served and Its Competitors

Table 104. Shanghai Akcare Medical Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Product Offered

Table 105. Shanghai Akcare Medical Technology Co., Ltd. Digital Therapeutics for Smoking Cessation Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 106. Shanghai Akcare Medical Technology Co., Ltd. Main Business

Table 107. Shanghai Akcare Medical Technology Co., Ltd. Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Digital Therapeutics for Smoking Cessation Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Digital Therapeutics for Smoking Cessation Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Digital Therapeutics for Smoking Cessation Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Digital Therapeutics for Smoking Cessation Sales Market Share by Country/Region (2025)
- Figure 8. Digital Therapeutics for Smoking Cessation Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Type in 2025
- Figure 10. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Business Models in 2025
- Figure 11. Digital Therapeutics for Smoking Cessation in Digital Smoking Cessation Therapy for Adults
- Figure 12. Global Digital Therapeutics for Smoking Cessation Market: Digital Smoking Cessation Therapy for Adults (2021-2026) & (\$ millions)
- Figure 13. Digital Therapeutics for Smoking Cessation in Digital Smoking Cessation Therapy for Adolescents
- Figure 14. Global Digital Therapeutics for Smoking Cessation Market: Digital Smoking Cessation Therapy for Adolescents (2021-2026) & (\$ millions)
- Figure 15. Digital Therapeutics for Smoking Cessation in Digital Smoking Cessation Therapy for Special Populations
- Figure 16. Global Digital Therapeutics for Smoking Cessation Market: Digital Smoking Cessation Therapy for Special Populations (2021-2026) & (\$ millions)
- Figure 17. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Application in 2025
- Figure 18. Global Digital Therapeutics for Smoking Cessation Revenue Market Share by Player in 2025
- Figure 19. Global Digital Therapeutics for Smoking Cessation Market Size Market Share by Region (2021-2026)
- Figure 20. Americas Digital Therapeutics for Smoking Cessation Market Size

2021-2026 (\$ millions)

Figure 21. APAC Digital Therapeutics for Smoking Cessation Market Size 2021-2026 (\$ millions)

Figure 22. Europe Digital Therapeutics for Smoking Cessation Market Size 2021-2026 (\$ millions)

Figure 23. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size 2021-2026 (\$ millions)

Figure 24. Americas Digital Therapeutics for Smoking Cessation Value Market Share by Country in 2025

Figure 25. United States Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 26. Canada Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 27. Mexico Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 28. Brazil Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 29. APAC Digital Therapeutics for Smoking Cessation Market Size Market Share by Region in 2025

Figure 30. APAC Digital Therapeutics for Smoking Cessation Market Size Market Share by Type (2021-2026)

Figure 31. APAC Digital Therapeutics for Smoking Cessation Market Size Market Share by Application (2021-2026)

Figure 32. China Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 33. Japan Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 34. South Korea Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 35. Southeast Asia Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 36. India Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 37. Australia Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 38. Europe Digital Therapeutics for Smoking Cessation Market Size Market Share by Country in 2025

Figure 39. Europe Digital Therapeutics for Smoking Cessation Market Size Market Share by Type (2021-2026)

Figure 40. Europe Digital Therapeutics for Smoking Cessation Market Size Market Share by Application (2021-2026)

Figure 41. Germany Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 42. France Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 43. UK Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 44. Italy Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 45. Russia Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 46. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size Market Share by Region (2021-2026)

Figure 47. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size Market Share by Type (2021-2026)

Figure 48. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size Market Share by Application (2021-2026)

Figure 49. Egypt Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 50. South Africa Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 51. Israel Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 52. Turkey Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 53. GCC Countries Digital Therapeutics for Smoking Cessation Market Size Growth 2021-2026 (\$ millions)

Figure 54. Americas Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 55. APAC Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 56. Europe Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 57. Middle East & Africa Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 58. United States Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 59. Canada Digital Therapeutics for Smoking Cessation Market Size 2027-2032

(\$ millions)

Figure 60. Mexico Digital Therapeutics for Smoking Cessation Market Size 2027-2032

(\$ millions)

Figure 61. Brazil Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 62. China Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 63. Japan Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 64. Korea Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 65. Southeast Asia Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 66. India Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 67. Australia Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 68. Germany Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 69. France Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 70. UK Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 71. Italy Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 72. Russia Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 73. Egypt Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 74. South Africa Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 75. Israel Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 76. Turkey Digital Therapeutics for Smoking Cessation Market Size 2027-2032 (\$ millions)

Figure 77. Global Digital Therapeutics for Smoking Cessation Market Size Market Share Forecast by Type (2027-2032)

Figure 78. Global Digital Therapeutics for Smoking Cessation Market Size Market Share Forecast by Application (2027-2032)

Figure 79. GCC Countries Digital Therapeutics for Smoking Cessation Market Size
2027-2032 (\$ millions)

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