

Global Quit Smoking App Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G6D3566BFD40EN.html>

Date: July 2026

Pages: 128

Price: US\$ 3,660.00 (Single User License)

ID: G6D3566BFD40EN

Abstracts

The global Quit Smoking App market size is predicted to grow from US\$ 576 million in 2025 to US\$ 1227 million in 2032; it is expected to grow at a CAGR of 11.6% from 2026 to 2032.

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.

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

This Insight Report provides a comprehensive analysis of the global Quit Smoking App 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 Quit Smoking App portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Quit Smoking App market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Quit Smoking App and breaks down the forecast by Functional Categories, 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 Quit Smoking App.

This report presents a comprehensive overview, market shares, and growth opportunities of Quit Smoking App market by product type, application, key players and key regions and countries.

Segmentation by Functional Categories:

Behavior Tracking App

Smoking Cessation Program App

AI Intervention App

Social Support App

Digital Therapy App

Others

Segmentation by Technical Architecture:

Rules Engine App

AI-Driven Smoking Cessation Model App

Digital Therapy (DTx) App

Data Analytics + Wearable Device Integration App

Segmentation by Business Model:

Freemium

Subscription

Segmentation by Deployment Mode:

On-premise

Cloud-based

Segmentation by Application:

Regular Smokers

Heavy Smokers

Others

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.

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

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 Quit Smoking App Market Size (2021-2032)
 - 2.1.2 Quit Smoking App Market Size CAGR by Region (2021 VS 2025 VS 2032)
 - 2.1.3 World Current & Future Analysis for Quit Smoking App by Country/Region (2021, 2025 & 2032)
- 2.2 Quit Smoking App Segment by Functional Categories
 - 2.2.1 Behavior Tracking App
 - 2.2.2 Smoking Cessation Program App
 - 2.2.3 AI Intervention App
 - 2.2.4 Social Support App
 - 2.2.5 Digital Therapy App
 - 2.2.6 Others
 - 2.2.7 Quit Smoking App Market Size by Functional Categories
 - 2.2.7.1 Quit Smoking App Market Size CAGR by Functional Categories (2021 VS 2025 VS 2032)
 - 2.2.7.2 Global Quit Smoking App Market Size Market Share by Functional Categories (2021-2026)
- 2.3 Quit Smoking App Segment by Technical Architecture
 - 2.3.1 Rules Engine App
 - 2.3.2 AI-Driven Smoking Cessation Model App
 - 2.3.3 Digital Therapy (DTx) App
 - 2.3.4 Data Analytics + Wearable Device Integration App
 - 2.3.5 Quit Smoking App Market Size by Technical Architecture
 - 2.3.5.1 Quit Smoking App Market Size CAGR by Technical Architecture (2021 VS

2025 VS 2032)

2.3.5.2 Global Quit Smoking App Market Size Market Share by Technical Architecture (2021-2026)

2.4 Quit Smoking App Segment by Business Model

2.4.1 Freemium

2.4.2 Subscription

2.4.3 Quit Smoking App Market Size by Business Model

2.4.3.1 Quit Smoking App Market Size CAGR by Business Model (2021 VS 2025 VS 2032)

2.4.3.2 Global Quit Smoking App Market Size Market Share by Business Model (2021-2026)

2.5 Quit Smoking App Segment by Deployment Mode

2.5.1 On-premise

2.5.2 Cloud-based

2.5.3 Quit Smoking App Market Size by Deployment Mode

2.5.3.1 Quit Smoking App Market Size CAGR by Deployment Mode (2021 VS 2025 VS 2032)

2.5.3.2 Global Quit Smoking App Market Size Market Share by Deployment Mode (2021-2026)

2.6 Quit Smoking App Segment by Application

2.6.1 Regular Smokers

2.6.2 Heavy Smokers

2.6.3 Others

2.6.4 Quit Smoking App Market Size by Application

2.6.4.1 Quit Smoking App Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.6.4.2 Global Quit Smoking App Market Size Market Share by Application (2021-2026)

3 QUIT SMOKING APP MARKET SIZE BY PLAYER

3.1 Quit Smoking App Market Size Market Share by Player

3.1.1 Global Quit Smoking App Revenue by Player (2021-2026)

3.1.2 Global Quit Smoking App Revenue Market Share by Player (2021-2026)

3.2 Global Quit Smoking App 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 QUIT SMOKING APP BY REGION

- 4.1 Quit Smoking App Market Size by Region (2021-2026)
- 4.2 Global Quit Smoking App Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Quit Smoking App Market Size Growth (2021-2026)
- 4.4 APAC Quit Smoking App Market Size Growth (2021-2026)
- 4.5 Europe Quit Smoking App Market Size Growth (2021-2026)
- 4.6 Middle East & Africa Quit Smoking App Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas Quit Smoking App Market Size by Country (2021-2026)
- 5.2 Americas Quit Smoking App Market Size by Functional Categories (2021-2026)
- 5.3 Americas Quit Smoking App Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Quit Smoking App Market Size by Region (2021-2026)
- 6.2 APAC Quit Smoking App Market Size by Functional Categories (2021-2026)
- 6.3 APAC Quit Smoking App 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 Quit Smoking App Market Size by Country (2021-2026)
- 7.2 Europe Quit Smoking App Market Size by Functional Categories (2021-2026)
- 7.3 Europe Quit Smoking App 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 Quit Smoking App by Region (2021-2026)

8.2 Middle East & Africa Quit Smoking App Market Size by Functional Categories (2021-2026)

8.3 Middle East & Africa Quit Smoking App 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 QUIT SMOKING APP MARKET FORECAST

10.1 Global Quit Smoking App Forecast by Region (2027-2032)

10.1.1 Global Quit Smoking App Forecast by Region (2027-2032)

10.1.2 Americas Quit Smoking App Forecast

10.1.3 APAC Quit Smoking App Forecast

10.1.4 Europe Quit Smoking App Forecast

10.1.5 Middle East & Africa Quit Smoking App Forecast

10.2 Americas Quit Smoking App Forecast by Country (2027-2032)

10.2.1 United States Market Quit Smoking App Forecast

10.2.2 Canada Market Quit Smoking App Forecast

10.2.3 Mexico Market Quit Smoking App Forecast

10.2.4 Brazil Market Quit Smoking App Forecast

10.3 APAC Quit Smoking App Forecast by Region (2027-2032)

10.3.1 China Quit Smoking App Market Forecast

10.3.2 Japan Market Quit Smoking App Forecast

- 10.3.3 Korea Market Quit Smoking App Forecast
- 10.3.4 Southeast Asia Market Quit Smoking App Forecast
- 10.3.5 India Market Quit Smoking App Forecast
- 10.3.6 Australia Market Quit Smoking App Forecast
- 10.4 Europe Quit Smoking App Forecast by Country (2027-2032)
 - 10.4.1 Germany Market Quit Smoking App Forecast
 - 10.4.2 France Market Quit Smoking App Forecast
 - 10.4.3 UK Market Quit Smoking App Forecast
 - 10.4.4 Italy Market Quit Smoking App Forecast
 - 10.4.5 Russia Market Quit Smoking App Forecast
- 10.5 Middle East & Africa Quit Smoking App Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market Quit Smoking App Forecast
 - 10.5.2 South Africa Market Quit Smoking App Forecast
 - 10.5.3 Israel Market Quit Smoking App Forecast
 - 10.5.4 Turkey Market Quit Smoking App Forecast
- 10.6 Global Quit Smoking App Forecast by Functional Categories (2027-2032)
- 10.7 Global Quit Smoking App Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market Quit Smoking App Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Pelago Health
 - 11.1.1 Pelago Health Company Information
 - 11.1.2 Pelago Health Quit Smoking App Product Offered
 - 11.1.3 Pelago Health Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Pelago Health Main Business Overview
 - 11.1.5 Pelago Health Latest Developments
- 11.2 ICF International
 - 11.2.1 ICF International Company Information
 - 11.2.2 ICF International Quit Smoking App Product Offered
 - 11.2.3 ICF International Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)
 - 11.2.4 ICF International Main Business Overview
 - 11.2.5 ICF International Latest Developments
- 11.3 Fewlaps SL
 - 11.3.1 Fewlaps SL Company Information
 - 11.3.2 Fewlaps SL Quit Smoking App Product Offered
 - 11.3.3 Fewlaps SL Quit Smoking App Revenue, Gross Margin and Market Share

(2021-2026)

11.3.4 Fewlaps SL Main Business Overview

11.3.5 Fewlaps SL Latest Developments

11.4 Kwit

11.4.1 Kwit Company Information

11.4.2 Kwit Quit Smoking App Product Offered

11.4.3 Kwit Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Kwit Main Business Overview

11.4.5 Kwit Latest Developments

11.5 Iteration Mobile SL

11.5.1 Iteration Mobile SL Company Information

11.5.2 Iteration Mobile SL Quit Smoking App Product Offered

11.5.3 Iteration Mobile SL Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Iteration Mobile SL Main Business Overview

11.5.5 Iteration Mobile SL Latest Developments

11.6 Optum

11.6.1 Optum Company Information

11.6.2 Optum Quit Smoking App Product Offered

11.6.3 Optum Quit Smoking App Revenue, Gross Margin and Market Share

(2021-2026)

11.6.4 Optum Main Business Overview

11.6.5 Optum Latest Developments

11.7 UnitedHealthcare

11.7.1 UnitedHealthcare Company Information

11.7.2 UnitedHealthcare Quit Smoking App Product Offered

11.7.3 UnitedHealthcare Quit Smoking App Revenue, Gross Margin and Market Share

(2021-2026)

11.7.4 UnitedHealthcare Main Business Overview

11.7.5 UnitedHealthcare Latest Developments

11.8 Pivot

11.8.1 Pivot Company Information

11.8.2 Pivot Quit Smoking App Product Offered

11.8.3 Pivot Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Pivot Main Business Overview

11.8.5 Pivot Latest Developments

11.9 Alex Therapeutics

11.9.1 Alex Therapeutics Company Information

11.9.2 Alex Therapeutics Quit Smoking App Product Offered

11.9.3 Alex Therapeutics Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 Alex Therapeutics Main Business Overview

11.9.5 Alex Therapeutics Latest Developments

11.10 Rapidkart Online Private Limited

11.10.1 Rapidkart Online Private Limited Company Information

11.10.2 Rapidkart Online Private Limited Quit Smoking App Product Offered

11.10.3 Rapidkart Online Private Limited Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Rapidkart Online Private Limited Main Business Overview

11.10.5 Rapidkart Online Private Limited Latest Developments

11.11 Innovasium Inc

11.11.1 Innovasium Inc Company Information

11.11.2 Innovasium Inc Quit Smoking App Product Offered

11.11.3 Innovasium Inc Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Innovasium Inc Main Business Overview

11.11.5 Innovasium Inc Latest Developments

11.12 Changsha Gudui

11.12.1 Changsha Gudui Company Information

11.12.2 Changsha Gudui Quit Smoking App Product Offered

11.12.3 Changsha Gudui Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 Changsha Gudui Main Business Overview

11.12.5 Changsha Gudui Latest Developments

11.13 Suzhou 3xiaozi

11.13.1 Suzhou 3xiaozi Company Information

11.13.2 Suzhou 3xiaozi Quit Smoking App Product Offered

11.13.3 Suzhou 3xiaozi Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Suzhou 3xiaozi Main Business Overview

11.13.5 Suzhou 3xiaozi Latest Developments

11.14 Shanghai Xiangzuo Information Technology Co., Ltd.

11.14.1 Shanghai Xiangzuo Information Technology Co., Ltd. Company Information

11.14.2 Shanghai Xiangzuo Information Technology Co., Ltd. Quit Smoking App Product Offered

11.14.3 Shanghai Xiangzuo Information Technology Co., Ltd. Quit Smoking App Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 Shanghai Xiangzuo Information Technology Co., Ltd. Main Business Overview

11.14.5 Shanghai Xiangzuo Information Technology Co., Ltd. Latest Developments

11.15 CureApp

11.15.1 CureApp Company Information

11.15.2 CureApp Quit Smoking App Product Offered

11.15.3 CureApp Quit Smoking App Revenue, Gross Margin and Market Share
(2021-2026)

11.15.4 CureApp Main Business Overview

11.15.5 CureApp Latest Developments

11.16 Samsung

11.16.1 Samsung Company Information

11.16.2 Samsung Quit Smoking App Product Offered

11.16.3 Samsung Quit Smoking App Revenue, Gross Margin and Market Share
(2021-2026)

11.16.4 Samsung Main Business Overview

11.16.5 Samsung Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Quit Smoking App Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Quit Smoking App Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Behavior Tracking App

Table 4. Major Players of Smoking Cessation Program App

Table 5. Major Players of AI Intervention App

Table 6. Major Players of Social Support App

Table 7. Major Players of Digital Therapy App

Table 8. Major Players of Others

Table 9. Quit Smoking App Market Size CAGR by Functional Categories (2021 VS 2025 VS 2032) & (\$ millions)

Table 10. Global Quit Smoking App Market Size by Functional Categories (2021-2026) & (\$ millions)

Table 11. Global Quit Smoking App Market Size Market Share by Functional Categories (2021-2026)

Table 12. Major Players of Rules Engine App

Table 13. Major Players of AI-Driven Smoking Cessation Model App

Table 14. Major Players of Digital Therapy (DTx) App

Table 15. Major Players of Data Analytics + Wearable Device Integration App

Table 16. Quit Smoking App Market Size CAGR by Technical Architecture (2021 VS 2025 VS 2032) & (\$ millions)

Table 17. Global Quit Smoking App Market Size by Technical Architecture (2021-2026) & (\$ millions)

Table 18. Global Quit Smoking App Market Size Market Share by Technical Architecture (2021-2026)

Table 19. Major Players of Freemium

Table 20. Major Players of Subscription

Table 21. Quit Smoking App Market Size CAGR by Business Model (2021 VS 2025 VS 2032) & (\$ millions)

Table 22. Global Quit Smoking App Market Size by Business Model (2021-2026) & (\$ millions)

Table 23. Global Quit Smoking App Market Size Market Share by Business Model (2021-2026)

Table 24. Major Players of On-premise

Table 25. Major Players of Cloud-based

Table 26. Quit Smoking App Market Size CAGR by Deployment Mode (2021 VS 2025 VS 2032) & (\$ millions)

Table 27. Global Quit Smoking App Market Size by Deployment Mode (2021-2026) & (\$ millions)

Table 28. Global Quit Smoking App Market Size Market Share by Deployment Mode (2021-2026)

Table 29. Quit Smoking App Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 30. Global Quit Smoking App Market Size by Application (2021-2026) & (\$ millions)

Table 31. Global Quit Smoking App Market Size Market Share by Application (2021-2026)

Table 32. Global Quit Smoking App Revenue by Player (2021-2026) & (\$ millions)

Table 33. Global Quit Smoking App Revenue Market Share by Player (2021-2026)

Table 34. Quit Smoking App Key Players Head office and Products Offered

Table 35. Quit Smoking App Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 36. New Products and Potential Entrants

Table 37. Mergers & Acquisitions, Expansion

Table 38. Global Quit Smoking App Market Size by Region (2021-2026) & (\$ millions)

Table 39. Global Quit Smoking App Market Size Market Share by Region (2021-2026)

Table 40. Global Quit Smoking App Revenue by Country/Region (2021-2026) & (\$ millions)

Table 41. Global Quit Smoking App Revenue Market Share by Country/Region (2021-2026)

Table 42. Americas Quit Smoking App Market Size by Country (2021-2026) & (\$ millions)

Table 43. Americas Quit Smoking App Market Size Market Share by Country (2021-2026)

Table 44. Americas Quit Smoking App Market Size by Functional Categories (2021-2026) & (\$ millions)

Table 45. Americas Quit Smoking App Market Size Market Share by Functional Categories (2021-2026)

Table 46. Americas Quit Smoking App Market Size by Application (2021-2026) & (\$ millions)

Table 47. Americas Quit Smoking App Market Size Market Share by Application (2021-2026)

Table 48. APAC Quit Smoking App Market Size by Region (2021-2026) & (\$ millions)

Table 49. APAC Quit Smoking App Market Size Market Share by Region (2021-2026)

Table 50. APAC Quit Smoking App Market Size by Functional Categories (2021-2026) & (\$ millions)

Table 51. APAC Quit Smoking App Market Size by Application (2021-2026) & (\$ millions)

Table 52. Europe Quit Smoking App Market Size by Country (2021-2026) & (\$ millions)

Table 53. Europe Quit Smoking App Market Size Market Share by Country (2021-2026)

Table 54. Europe Quit Smoking App Market Size by Functional Categories (2021-2026) & (\$ millions)

Table 55. Europe Quit Smoking App Market Size by Application (2021-2026) & (\$ millions)

Table 56. Middle East & Africa Quit Smoking App Market Size by Region (2021-2026) & (\$ millions)

Table 57. Middle East & Africa Quit Smoking App Market Size by Functional Categories (2021-2026) & (\$ millions)

Table 58. Middle East & Africa Quit Smoking App Market Size by Application (2021-2026) & (\$ millions)

Table 59. Key Market Drivers & Growth Opportunities of Quit Smoking App

Table 60. Key Market Challenges & Risks of Quit Smoking App

Table 61. Key Industry Trends of Quit Smoking App

Table 62. Global Quit Smoking App Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 63. Global Quit Smoking App Market Size Market Share Forecast by Region (2027-2032)

Table 64. Global Quit Smoking App Market Size Forecast by Functional Categories (2027-2032) & (\$ millions)

Table 65. Global Quit Smoking App Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 66. Pelago Health Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 67. Pelago Health Quit Smoking App Product Offered

Table 68. Pelago Health Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. Pelago Health Main Business

Table 70. Pelago Health Latest Developments

Table 71. ICF International Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 72. ICF International Quit Smoking App Product Offered

Table 73. ICF International Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. ICF International Main Business
Table 75. ICF International Latest Developments
Table 76. Fewlaps SL Details, Company Type, Quit Smoking App Area Served and Its Competitors
Table 77. Fewlaps SL Quit Smoking App Product Offered
Table 78. Fewlaps SL Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 79. Fewlaps SL Main Business
Table 80. Fewlaps SL Latest Developments
Table 81. Kwit Details, Company Type, Quit Smoking App Area Served and Its Competitors
Table 82. Kwit Quit Smoking App Product Offered
Table 83. Kwit Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 84. Kwit Main Business
Table 85. Kwit Latest Developments
Table 86. Iteration Mobile SL Details, Company Type, Quit Smoking App Area Served and Its Competitors
Table 87. Iteration Mobile SL Quit Smoking App Product Offered
Table 88. Iteration Mobile SL Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 89. Iteration Mobile SL Main Business
Table 90. Iteration Mobile SL Latest Developments
Table 91. Optum Details, Company Type, Quit Smoking App Area Served and Its Competitors
Table 92. Optum Quit Smoking App Product Offered
Table 93. Optum Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 94. Optum Main Business
Table 95. Optum Latest Developments
Table 96. UnitedHealthcare Details, Company Type, Quit Smoking App Area Served and Its Competitors
Table 97. UnitedHealthcare Quit Smoking App Product Offered
Table 98. UnitedHealthcare Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)
Table 99. UnitedHealthcare Main Business
Table 100. UnitedHealthcare Latest Developments
Table 101. Pivot Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 102. Pivot Quit Smoking App Product Offered

Table 103. Pivot Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 104. Pivot Main Business

Table 105. Pivot Latest Developments

Table 106. Alex Therapeutics Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 107. Alex Therapeutics Quit Smoking App Product Offered

Table 108. Alex Therapeutics Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 109. Alex Therapeutics Main Business

Table 110. Alex Therapeutics Latest Developments

Table 111. Rapidkart Online Private Limited Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 112. Rapidkart Online Private Limited Quit Smoking App Product Offered

Table 113. Rapidkart Online Private Limited Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 114. Rapidkart Online Private Limited Main Business

Table 115. Rapidkart Online Private Limited Latest Developments

Table 116. Innovasium Inc Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 117. Innovasium Inc Quit Smoking App Product Offered

Table 118. Innovasium Inc Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 119. Innovasium Inc Main Business

Table 120. Innovasium Inc Latest Developments

Table 121. Changsha Gudui Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 122. Changsha Gudui Quit Smoking App Product Offered

Table 123. Changsha Gudui Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 124. Changsha Gudui Main Business

Table 125. Changsha Gudui Latest Developments

Table 126. Suzhou 3xiaozi Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 127. Suzhou 3xiaozi Quit Smoking App Product Offered

Table 128. Suzhou 3xiaozi Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 129. Suzhou 3xiaozi Main Business

Table 130. Suzhou 3xiaozi Latest Developments

Table 131. Shanghai Xiangzuo Information Technology Co., Ltd. Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 132. Shanghai Xiangzuo Information Technology Co., Ltd. Quit Smoking App Product Offered

Table 133. Shanghai Xiangzuo Information Technology Co., Ltd. Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 134. Shanghai Xiangzuo Information Technology Co., Ltd. Main Business

Table 135. Shanghai Xiangzuo Information Technology Co., Ltd. Latest Developments

Table 136. CureApp Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 137. CureApp Quit Smoking App Product Offered

Table 138. CureApp Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 139. CureApp Main Business

Table 140. CureApp Latest Developments

Table 141. Samsung Details, Company Type, Quit Smoking App Area Served and Its Competitors

Table 142. Samsung Quit Smoking App Product Offered

Table 143. Samsung Quit Smoking App Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 144. Samsung Main Business

Table 145. Samsung Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Quit Smoking App Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Quit Smoking App Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Quit Smoking App Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Quit Smoking App Sales Market Share by Country/Region (2025)
- Figure 8. Quit Smoking App Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Quit Smoking App Market Size Market Share by Functional Categories in 2025
- Figure 10. Global Quit Smoking App Market Size Market Share by Technical Architecture in 2025
- Figure 11. Global Quit Smoking App Market Size Market Share by Business Model in 2025
- Figure 12. Global Quit Smoking App Market Size Market Share by Deployment Mode in 2025
- Figure 13. Quit Smoking App in Regular Smokers
- Figure 14. Global Quit Smoking App Market: Regular Smokers (2021-2026) & (\$ millions)
- Figure 15. Quit Smoking App in Heavy Smokers
- Figure 16. Global Quit Smoking App Market: Heavy Smokers (2021-2026) & (\$ millions)
- Figure 17. Quit Smoking App in Others
- Figure 18. Global Quit Smoking App Market: Others (2021-2026) & (\$ millions)
- Figure 19. Global Quit Smoking App Market Size Market Share by Application in 2025
- Figure 20. Global Quit Smoking App Revenue Market Share by Player in 2025
- Figure 21. Global Quit Smoking App Market Size Market Share by Region (2021-2026)
- Figure 22. Americas Quit Smoking App Market Size 2021-2026 (\$ millions)
- Figure 23. APAC Quit Smoking App Market Size 2021-2026 (\$ millions)
- Figure 24. Europe Quit Smoking App Market Size 2021-2026 (\$ millions)
- Figure 25. Middle East & Africa Quit Smoking App Market Size 2021-2026 (\$ millions)
- Figure 26. Americas Quit Smoking App Value Market Share by Country in 2025
- Figure 27. United States Quit Smoking App Market Size Growth 2021-2026 (\$ millions)
- Figure 28. Canada Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 29. Mexico Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 30. Brazil Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 31. APAC Quit Smoking App Market Size Market Share by Region in 2025

Figure 32. APAC Quit Smoking App Market Size Market Share by Functional Categories (2021-2026)

Figure 33. APAC Quit Smoking App Market Size Market Share by Application (2021-2026)

Figure 34. China Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 35. Japan Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 36. South Korea Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 37. Southeast Asia Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 38. India Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 39. Australia Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 40. Europe Quit Smoking App Market Size Market Share by Country in 2025

Figure 41. Europe Quit Smoking App Market Size Market Share by Functional Categories (2021-2026)

Figure 42. Europe Quit Smoking App Market Size Market Share by Application (2021-2026)

Figure 43. Germany Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 44. France Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 45. UK Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 46. Italy Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 47. Russia Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 48. Middle East & Africa Quit Smoking App Market Size Market Share by Region (2021-2026)

Figure 49. Middle East & Africa Quit Smoking App Market Size Market Share by Functional Categories (2021-2026)

Figure 50. Middle East & Africa Quit Smoking App Market Size Market Share by Application (2021-2026)

Figure 51. Egypt Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 52. South Africa Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 53. Israel Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 54. Turkey Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 55. GCC Countries Quit Smoking App Market Size Growth 2021-2026 (\$ millions)

Figure 56. Americas Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 57. APAC Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 58. Europe Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 59. Middle East & Africa Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 60. United States Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 61. Canada Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 62. Mexico Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 63. Brazil Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 64. China Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 65. Japan Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 66. Korea Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 67. Southeast Asia Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 68. India Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 69. Australia Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 70. Germany Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 71. France Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 72. UK Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 73. Italy Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 74. Russia Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 75. Egypt Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 76. South Africa Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 77. Israel Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 78. Turkey Quit Smoking App Market Size 2027-2032 (\$ millions)

Figure 79. Global Quit Smoking App Market Size Market Share Forecast by Functional Categories (2027-2032)

Figure 80. Global Quit Smoking App Market Size Market Share Forecast by Application (2027-2032)

Figure 81. GCC Countries Quit Smoking App Market Size 2027-2032 (\$ millions)

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