



Euromonitor
International

Tobacco in Indonesia

June 2024

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Innovations in flavoured cigarettes to attract wider consumer base, though hampered by value seeking behaviour.

Hand-rolled cigarettes appeal to increasingly price sensitive users, while machine made cigarettes see waning popularity.

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PROSPECTS AND OPPORTUNITIES

E-vapour products expected to continue to expand, though cigarettes will remain a mainstay in the market. Open vaping systems expected to remain the largest e-vapour products category, while competition in closed vaping systems is set to intensify. Heated tobacco products to focus on the growing middle to upper income segments.

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