

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Indonesia

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## Abstracts

E-vapour products recorded another year of strong double-digit current value growth in Indonesia in 2023. The strong growth of e-vapour products in the country was supported by both established brands and new players entering the market, driving the launch of innovative products and flavours. Established brands from leading companies such as RELX Technology Co Ltd and British American Tobacco Plc have built the credibility of the category amongst consumers. Such players have leveraged their glob...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

June 2024

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E-vapour and heated tobacco products record dynamic growth in 2023 supported by aggressive marketing activity and beneficial taxation structure

Heated tobacco products experiences dynamic performance, as Phillip Morris International continues to lead the category.

Intensified competition between e-vapour product categories.

#### 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

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