

# Tobacco in Indonesia

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## Abstracts

In 2023, legal cigarettes saw a significant decline in volume sales in Indonesia. The Indonesian Government increased the tobacco excise tax (CHT) rate by an average of 10% for cigarettes, 15% for electronic cigarettes and 6% for any other processed tobacco products effective from 1 January 2023. Given the state of global uncertainty and weakening rupiah towards the end of the year, consumer spending was constrained by falling disposable incomes. Cigarette smokers became more budget conscious an...

Euromonitor International's 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: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

Get a detailed picture of the 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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June 2024

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Decline in volume sales of legal cigarettes in 2023, with hikes to tobacco excise tax

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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Intensified competition between e-vapour product categories.

### **PROSPECTS AND OPPORTUNITIES**

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