



# Cigarettes in Indonesia

June 2024

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## Cigarettes in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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.

#### PROSPECTS AND OPPORTUNITIES

General election in 2024 set to bolster cigarette volume sales

Cigarette smokers to explore alternative products

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