



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

June 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

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. Heated tobacco products to focus on the growing middle to upper income segments.

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