

Cigarettes in Indonesia

June 2023

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2022 DEVELOPMENTS

Despite an increase in excise tax smoking prevalence continues to rise

Players launch more affordable variants and smaller pack sizes to ensure cigarettes remain affordable to a wide audience

HM Sampoerna takes advantage of lower excise tax categories to gain market share

PROSPECTS AND OPPORTUNITIES

Impact of increases in excise tax likely to be short lived

New product development and innovations should spark interest, while local production is set to expand

Street vendors continue to dominate sales but e-commerce see the most promising growth

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DISCLAIMER

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