

# Cigars, Cigarillos and Smoking Tobacco in Indonesia

June 2024

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## Cigars, Cigarillos and Smoking Tobacco in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Cigars and cigarillos remain niche

Small local grocers channel remains dominant in cigars and cigarillos

Fine cut tobacco sees dynamic growth, benefitting from trading down

#### PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos expected to see stable volume growth over the forecast period, driven by niche consumer group

Cigars and cigarillos players to maintain engagement with current customers

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