



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

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco outperforms e-vapour products

Competition heightens in e-vapour products but consolidation prevails in heated tobacco

Convenience stores gain in both vapes and heated tobacco

PROSPECTS AND OPPORTUNITIES

Heated tobacco and open system vapes to drive overall category growth

Regulatory compliance to impact future industry developments

New flavours and experiences combined with improvements to portability remains key to innovation

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Tobacco in Indonesia - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

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Vapour products

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