

## **Cigarettes in Indonesia**

Market Direction | 2023-06-19 | 26 pages | Euromonitor

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### **Report description:**

On 1 January 2022, the Indonesian government through the Finance Ministry announced an increase in the excise tax on cigarettes as part of efforts to curb consumption, especially among the country's children and young consumers. The average increase in excise duty was 12%, while SKT (Sigaret Kretek Tangan or hand-rolled cigarettes) only experienced around a 4.5% increase. Despite this significant hike in the excise rate cigarettes still saw positive growth in retail volume terms in 2022. This wa...

Euromonitor International's Cigarettes in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cigarettes market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
September 2023

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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

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