



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Indonesia

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Djarum Pivots to Ceremonial Sales as Demand Wanes

Smoking Tobacco Outpaces Cigars as Price Drives Choice

Ceremonial Use Shapes Brand Strategy as Daily Demand Fades

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Young Adults of Legal Smoking Age Expected to Drive Lifestyle-Led Demand for Premium Cigars

Smoking Tobacco Set to Extend Dominance, as Affordability Steers Consumer Choice

Distribution Constraints and Regulation Anticipated to Limit Visibility for Cigars and Cigarillos

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Indonesian Tobacco Tbk Pt Expands Dominance as Rivals Lose Share

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialist Stores Maintain Dominance as Mainstream Outlets Retreat

Online Platforms Struggle to Gain Traction Amid Niche Demand and Regulatory Barriers

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Indonesia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Affordability Constraints Reshape Nicotine in Indonesia as Buyers Transition to Value-For-Money Alternatives

Demand for Better Value and Sensory Experience Fuels the Rise of Open Vaping Systems and Heated Tobacco

Young Indonesian Adults of Legal Smoking Age Elevate Cigars as Symbols of Status and Luxury

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Cigarette Smokers Anticipated to Shift to Kretek as Affordability Shapes Demand

Heated Tobacco Expected to Surge as Younger Adults of Legal Smoking Age Seek Alternatives

Excise Hikes and Lifestyle Trends Projected to Reshape Product Innovation and Pricing

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Foom Lab Global Pt Leverages Influencer Marketing as Djarum Pivots to Premium Hand-Rolled Kretek

Chart 18 - Analyst Insight for Nicotine

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Indomaret Drives Product Visibility as Specialist Stores Retain Premium Focus

Indomaret and Hm Sampoerna Partnership Boosts Heated Tobacco Uptake

Tokopedia Secures Exclusive Iqos Partnership Amid Strict E-Commerce Controls

PRODUCTS

Djarum 76 Apple Drives Competitive Differentiation

Relx Exemplifies Innovation in E-Vapour Products

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

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