

Indonesia



How many people die from smoking in Indonesia each year?

295,043

What is the annual cost-of-illness attributable to smoking in Indonesia each year?

288,054,294,795,929

rupiahs

Current Rates of Smoking and Tobacco Use in Indonesia

Tobacco use continues to be an epidemic in Indonesia. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Indonesia as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in Indonesia

15+ years old; 2025

Men
56.00%

Women
1.40%

Adult smoking prevalence in Indonesia is 28.70%.

Number of Adult Smokers in Indonesia

15+ years old; 2022

Men
72,711,000

Women
2,205,000

Number of adult smokers in Indonesia is 74,916,000.

Youth Smoking Prevalence in Indonesia

10-14 years old; 2023

Boys
15.32%

Girls
1.24%

Youth smoking prevalence in Indonesia is 8.48%.

Adult Smokeless Tobacco Use in Indonesia

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2023

Both Men and Women
NA

Adult smokeless tobacco use prevalence in Indonesia is NA.

Deaths Caused by Tobacco in Indonesia

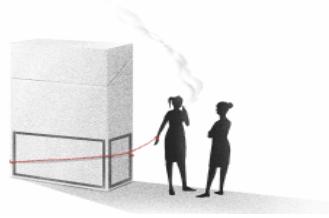
% deaths attributable to tobacco use in 2023

Men**22.25%****Women****7.1%****Learn more about global Prevalence,****Youth Smoking and Deaths.**

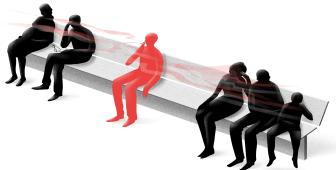
15.73% of all deaths in Indonesia are caused by tobacco use.

Negative Effect of Tobacco Use in Indonesia

Tobacco use harms both the public and fiscal health of Indonesia, threatening efforts to improve equity, alleviate poverty, and protect the environment.

**Societal Harms**

The annual cost-of-illness attributable to smoking in Indonesia is 288,054,294,795,929 rupiah. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.

**Harms Development**

Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Indonesia, a smoker must spend 5.01% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.

**Environmental Harms**

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 56,071 tons of butts wind up as toxic trash in Indonesia each year, equal to 20,767 female African elephants.

**Harms Health Equity**

The tobacco industry markets its products aggressively to lower-income populations and youth in Indonesia.

**Harms NCDs**

Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

Learn more about Health Effects.

Impact of the Tobacco Supply Chain on Indonesia

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Indonesia.



Tobacco Production

There were approximately 296,597,000,000 cigarettes produced in Indonesia in 2024.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 364 billion in 2023, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.

Tobacco Growing

There were 238,811 tons of tobacco produced in Indonesia in 2023 on 191,816 hectares of quality agricultural land that could have been used to grow food.

[Learn more about global Growing and Product Sales.](#)

Ending the Tobacco Epidemic in Indonesia

Fortunately, there are evidence-based i.e. proven-solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Indonesia

Designated Smoke-Free Areas in Indonesia

Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	NA
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places	Funds for Enforcement

Availability of Cessation Services in Indonesia

Quitting Resources

National quit line, and NRT and/or some cessation services (at least one of which is cost-covered)

National Quit Line

Yes

[Learn more about best practices in Cessation.](#)

Tobacco Packaging Regulations in Indonesia

Quality of Tobacco Packaging Regulation

- None
- Text warning label only
- ✓ Text warning label with graphic warning label**
- Plain Packaging with text/graphic warning label

% of Pack Covered

50%

[Learn more about best practices in Counter Marketing.](#)

Tobacco Control Mass Media Campaigns in Indonesia

Ran a National Anti-Tobacco Campaign

Not applicable

Part Of A Comprehensive Tobacco Control Program

Not applicable

Pre-Tested With The Target Audience

Not applicable

Target Audience Research Was Conducted

Not applicable

Aired On Television And/Or Radio

Not applicable

Utilized Media Planning

Not applicable

Earned Media/Public Relations Were Used To Promote The Campaign

Not applicable

Process Evaluation Was Used To Assess Implementation

Not applicable

Outcome Evaluation Was Used To Assess Effectiveness

Not applicable

[Learn more about best practices in Mass Media.](#)

Tobacco Tax Policies in Indonesia

Using evidence-based international recommendations/best practices, the Economics for Health Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.

Overall Score	Cigarette Price	Change in Affordability Over Time	Tax Share of Price	Tax Structure
2.12	3.00	0.00	4.50	1.00
The overall score is an average of the four component scores.	Consumers respond to higher prices by decreasing consumption and some quit using tobacco.	In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.	Large tax shares of price are usually a good indicator that taxes are working.	Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.

Learn more about the [Scorecard in Indonesia](#).

Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Indonesia

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

Direct Bans	0 out of 7 direct bans implemented	Indirect Bans	4 out of 10 indirect bans implemented
National TV and radio	No	Free distribution in mail or through other means	Yes
International TV and radio	No	Promotional discounts	Yes
International magazines and newspapers	No	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspapers	No	Brand name of non-tobacco products used for tobacco product	No
Billboard and outdoor advertising	No	Appearance in TV and/or films: tobacco brands (product placement)	No
Advertising at point of sale	No	Appearance in TV and/or films: tobacco products	Yes
Advertising on internet	No	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	NA
Ad Ban Compliance		Complete ban on sponsorship	No
NA		Any form of contribution (financial or other support) to any event, activity or individual	No
		Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals	No