

Nicotine Specifications on E-cigarette Packaging in Indonesia

Background

- In 2022, 3% of people in Indonesia (6 million) used e-cigarettes in the past 30 days
- There are little publicly available data on e-cigarette nicotine levels in Indonesia
- U.S. research has shown that youth and adults have trouble understanding nicotine strength presented on packaging as mg/mL or percent

In Indonesia, we examined:

- How nicotine concentration and formulation are presented
- The range and median nicotine concentration specified on Indonesian e-cigarette packaging

Methods

- The Tobacco Pack Surveillance System (TPackSS) protocol was used to collect unique e-liquid bottles, disposable e-cigarettes, and disposable pods/cartridges in Jakarta, Surabaya, and Medan, in 2022
- Packaging was double coded for nicotine concentration, presentation of concentration, and formulation
- Descriptive statistics were calculated

Most e-cigarette packaging in Indonesia specifies nicotine concentration, but uses no standard measurement



Results

- Nicotine concentration appeared on 748 of 825 (91%) e-cigarette products:
 - 609 as mg
 - 67 as percent nicotine and mg
 - 61 as percentage
 - 10 as mg/mL
 - One as percent and mg/mL
- Concentration ranged from 0–50 mg/mL (median=12 mg/mL; IQR=2–50)
- Nicotine formulation was specified on 359 (44%) e-cigarette products:
 - 304 salt nicotine
 - 54 freebase nicotine
 - One hybrid

Conclusions

- More research is needed on how consumers interpret nicotine specifications on e-cigarettes
- Nicotine concentration should be presented using a standard measurement across e-cigarette packaging

Authors

Jennifer Brown, Reiley Hartmuller, Hannah E. Barker, Jaydon Martinez, Katherine Clegg Smith, Joanna Cohen



◀ Access more
IGTC presentations
from SRNT 2025

This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (bloomberg.org).	Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
The work being presented has received funding or other means of support from any of the following sources:	NO	NO	NO
Any of the authors have received funding (including consultancy) from any of the following sources in the past 5 years:	NO	NO	NO
Competing Interests: Dr. Cohen was a paid consultant in litigation against a tobacco company.			