

# WIDESPREAD SALE OF FLAVORED PRODUCTS AND SINGLE STICKS AT TOBACCO AND NICOTINE RETAILERS NEAR SCHOOLS IN 8 INDONESIAN CITIES

## BACKGROUND

Tobacco advertising at the point of sale (POS) is associated with youth smoking initiation and progression. Indonesia has regulations addressing tobacco advertising at POS, but implementation varies by city. At the time of data collection, e-cigarette sales and advertising were unregulated. We examined tobacco/nicotine product availability, advertising, and promotion at POS near schools.

## METHODS

- In Nov.–Dec. 2025, we observed retailers within 200 meters of 375 primary and secondary schools in eight diverse Indonesian cities
- Districts and schools were selected using multistage sampling, and a walking protocol was used to locate tobacco/nicotine retailers
- An online observational form was used to record types of tobacco/nicotine products sold and presence of advertisements and promotions
- 2,803 retailers selling tobacco or nicotine products were observed
  - 85% warungs, independently owned small stalls or stores

# TOBACCO AND NICOTINE PRODUCTS ARE WIDELY SOLD AND MARKETED AT RETAILERS NEAR SCHOOLS IN INDONESIA



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This work was supported with funding from Bloomberg Philanthropies' Bloomberg Initiative to Reduce Tobacco Use (bloomberg.org).

The work being presented has received funding or other means of support from any of the following sources:

Any of the authors have received funding (including consultancy) from any of the following sources in the past five years:

Competing Interests: Dr. Cohen was a paid consultant in litigation against a tobacco company.

	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 five years:	NO	NO	NO

## RESULTS

- 99% of retailers (n=2,789) sold kreteks, 64% (n=1,797) cigarettes, 8% (n=225) e-cigarettes, 5% (n=125) heated tobacco products, and 0.3% (n=7) nicotine pouches
- 65% of these retailers offered products in flavors other than clove or tobacco
- 2,473 (89%) retailers that sold kreteks and/or cigarettes sold single sticks
- 247 (9%) retailers featured at least one promotion, mostly price discounts (86%, n=212)
- 2,529 (90%) retailers had a product display and/or power wall. Of these:
  - 737 (29%) featured print ads
  - 92 (4%) featured digital ads
  - 873 (35%) featured brand stickers
- Over half of cigarette/kretek retailers (52%, n=1,297) displayed packs without the mandated health warning labels visible

## CONCLUSIONS

New regulations are supposed to go into effect in Indonesia in July 2026, including a ban on the sale of tobacco/nicotine within 200 meters of schools and a comprehensive POS ban on advertisement and promotion, including product display. These findings demonstrate the need for strong implementation of these provisions.

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