

Global Coffee Pod & Capsule Market Size Study, by Product (Capsules, Pods), by Distribution Channel (Off-Trade, Online Retailing, Specialty Stores, Supermarket, On-Trade), and Regional Forecasts 2022-2032

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Abstracts

The Global Coffee Pod & Capsule Market is valued approximately at USD 23.38 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 7.90% over the forecast period 2024-2032. Coffee pods and capsules are single-serve coffee containers used in specialized coffee machines to brew a quick and consistent cup of coffee with minimal effort. They come in various forms, sizes, and flavors, and their convenience is a significant factor contributing to their widespread use. The expansion of these products is driven by the increased pace of life and the demand for fast, easy-to-prepare, yet high-quality coffee experiences. Consumers also value the variety and ability to prepare different types of coffee beverages at home, which traditionally required barista expertise. However, environmental concerns are a growing disadvantage due to the single-use nature of pods and capsules, often leading to increased waste and pollution. Companies have been addressing this issue by developing biodegradable and compostable options, enhancing recycling programs, and creating reusable pod systems to mitigate environmental impact. The coffee pod and capsule observe various opportunities for growth through continuous innovation in recyclability, expanding flavor assortments, and catering to a growing demographic of home brewers who seek cafe-quality coffee in the convenience of their own homes. The demand for coffee capsules is bolstered by their ease of use, minimal cleanup, variety of coffee offerings, and the ability to make espresso-style drinks at home without the need for elaborate equipment. Coffee pods, on the other hand, appeal to consumers valuing environmental considerations as they are often compostable or biodegradable. Consumers who are environmentally conscious may prefer coffee pods due to their

typically lower environmental impact. Coffee pods are usually chosen for their compatibility with a variety of coffee machines and are regarded as a more traditional method of making coffee similar to drip-brew.

In terms of distribution channels, the off-trade segment, consisting of retailers such as supermarkets, hypermarkets, specialty stores, and online retailers, is primarily patronized by consumers looking for convenience, variety, and competitive pricing. On the other hand, the on-trade channel, which includes sales made in hospitality venues such as cafes, restaurants, hotels, and catered events, thrives on the ambiance, experience, and service associated with coffee consumption. Consumers frequent on-trade venues for the sensory experience of freshly brewed coffee and the social atmosphere these settings provide.

The key regions considered for the global Coffee Pod & Capsule market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. In the Americas, there is a strong culture of convenience and brand loyalty, leading to a significant demand for single-serve coffee pods and capsules, particularly in North America. Production in this region is driven by major players, which have a wide distribution network and a strong consumer base. In the APAC region, the market is growing rapidly, fueled by a surge in coffee consumption and increasing urbanization, particularly in countries including China and India. Meanwhile, EMEA stands out as a highly mature market, especially in Western Europe, where the preference for high-quality, sustainably sourced coffee is key.

Major market players included in this report are:

- Nestle S.A.
- Keurig Dr Pepper Inc.
- Luigi Lavazza S.p.A.
- The J. M. Smucker Company
- Starbucks Corporation
- JDE Peet's N.V.
- Strauss Group Ltd.
- The Kraft Heinz Company
- UCC Ueshima Coffee Co., Ltd.
- Segafredo Zanetti by Massimo Zanetti Beverage Group
- Melitta Group Management GmbH & Co. KG
- Inspire Brands, Inc.
- Coffeeza India Private Limited
- TDL Group Corp.
- Artisan Coffee Co.

The detailed segments and sub-segment of the market are explained below:

By Product:

- Capsules
- Pods

By Distribution Channel:

- Off-Trade
 - o Online Retailing
 - o Specialty Stores
 - o Supermarket
- On-Trade

By Region: North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy
- ROE

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.

- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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