

# **Coffee Pods and Capsules Market Report by Type (Pods, Capsules), Packaging Material (Conventional Plastic, Bioplastics, Fabric, and Others), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global coffee pods and capsules market size reached US\$ 27.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 50.8 Billion by 2032, exhibiting a growth rate (CAGR) of 6.7% during 2024-2032. The growing demand for instant coffee with exotic and specialty flavor blends, increasing consumption of coffee among the masses, and easy availability of coffee pods and capsules via online and offline organized retail channels represent some of the key factors driving the market.

Coffee pods and capsules are small, single-serve containers of pre-ground coffee designed to be used with coffee machines, that offer a convenient, customizable, and high-quality coffee experience. They are single-serve coffee containers made from various materials, such as plastic, aluminum or compostable materials, and are available in a range of flavors and strengths. With their method of precise coffee brewing, efficient flow of coffee, and reduced brewing time, they produce minimal coffee waste. Since coffee pods and capsules are prepackaged in sealed containers, protected from wind, light, and moisture, they preserve the freshness and quality of the coffee. In addition to their versatility and customization options, coffee pods and capsules offer a more personalized coffee experience, making them a popular choice for people who need a good cup without having to use traditional brewing techniques.

Coffee Pods and Capsules Market Trends:

The market is primarily driven by the growing demand for instant coffee with exotic and specialty flavor blends. This can be attributed to a considerable increase in the consumption of coffee among the masses due to the hectic lifestyle led by the consumers. In line with this, continual product innovations, such as the introduction of eco-friendly, biodegradable and compostable coffee pods, are augmenting the product demand. Moreover, continual technological advancements, such as the development of advanced user-friendly coffee pod and capsule machines with one-touch operation, programmable settings, auto-shutoff, and built-in milk frothers, are fueling the market growth. The market is further propelled by the easy availability of coffee pods and capsules via online and offline organized retail channels. Apart from this, considerable rise in the demand for non-alcoholic beverages, particularly instant non-alcoholic beverages, is also resulting in a higher product uptake. Furthermore, growing number of premium coffee shops across the globe due to the emerging caf? culture is offering lucrative growth opportunities in the market. Additionally, the increase in tourism and travel activities is resulting in a higher sales of single-use disposable coffee pods that are convenient to carry anywhere. Some of the other factors contributing to the market include rapid urbanization, changing consumer preference towards at-home consumption of coffee, rising investments in promotional campaigns across social media platforms, and extensive research and development (R&D) activities.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global coffee pods and capsules market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, packaging material and distribution channel.

#### Type Insights:

Pods

Capsules

The report has provided a detailed breakup and analysis of the coffee pods and capsules market based on the type. This includes pods and capsules. According to the report, capsules represented the largest segment.

#### Packaging Material Insights:

Conventional Plastic

Bioplastics

Fabric  
Others

The report has provided a detailed breakup and analysis of the coffee pods and capsules market based on the packaging material. This includes conventional plastic, bioplastics, fabric, and others.

Distribution Channel Insights:

Supermarkets and Hypermarkets  
Specialty Stores  
Online Stores  
Others

A detailed breakup and analysis of the coffee pods and capsules market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Regional Insights:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe was the largest market for coffee pods and capsules. Some of the factors driving the Europe coffee pods and capsules market included easy availability of coffee pods and capsules via numerous distribution channels, inflating disposable income levels, the presence of established coffee culture, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global coffee pods and capsules market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Caffè d'Italia srl, Dualit Limited, illycaffè S.p.A. (Gruppo illy Spa), Keurig Dr Pepper Inc., Luigi Lavazza SpA, Melitta, Nestlé S.A., Peet's Coffee (Jacobs Douwe Egberts), Strauss Group Ltd. (Strauss Holdings Ltd.), The J.M. Smucker Company, The Kraft Heinz Company, and Trilliant Food and Nutrition LLC., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global coffee pods and capsules market in 2023?
2. What is the expected growth rate of the global coffee pods and capsules market during 2024-2032?
3. What are the key factors driving the global coffee pods and capsules market?
4. What has been the impact of COVID-19 on the global coffee pods and capsules market?
5. What is the breakup of the global coffee pods and capsules market based on the

type?

6. What is the breakup of the global coffee pods and capsules market based on the distribution channel?
7. What are the key regions in the global coffee pods and capsules market?
8. Who are the key players/companies in the global coffee pods and capsules market?

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