

# Japan Coffee and Tea Capsules Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The Japan coffee and tea capsules market size reached US\$ 1,290.4 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2,426.7 Million by 2028, exhibiting a growth rate (CAGR) of 11% during 2023-2028. The increasing demand for ready-to-drink (RTD) beverages, growing popularity of single-serve systems, the introduction of premium product variants, and the incorporation of advanced technologies in capsule systems are some of the major factors propelling the market.

Coffee and tea capsules are single-serving pods or capsules that contain pre-measured amounts of coffee or tea. They are designed for use in specific brewing systems, such as coffee machines or tea infusers, that are compatible with these capsules. Capsules provide precise portion control, ensuring consistent flavor and strength with each serving. The contents of the capsule are carefully measured to deliver a standardized amount of coffee or tea, resulting in a consistent taste experience. At present, coffee and tea capsules have gained immense popularity across Japan due to their convenience, consistency, and wide selection of flavors.

The market is primarily driven by the increasing working population in Japan. In addition, the escalating demand for ready-to-drink (RTD) beverages represents another major growth-inducing factor. Besides this, since Japan is traditionally a tea-consuming nation, there has been an escalating demand for tea capsules due to the growing awareness regarding their benefits. This, coupled with the surging popularity of coffee, especially among the young population, is contributing to market growth. Moreover, the

increasing number of single-person households due to changing lifestyles and rapid urbanization has accelerated the adoption of single-serve packs and convenient food products. Furthermore, rising consumer purchasing power, on-the-go lifestyles, easy product availability via e-commerce channels, and product premiumization are some of the other factors creating a favorable market outlook across the globe.

#### Japan Coffee and Tea Capsules Market Trends/Drivers:

##### Growing popularity of single-serve systems

Single-serve systems offer convenience and ease of use, which has resulted in a higher demand for coffee and tea capsules. Consumers appreciate the ability to brew a single cup of their favorite coffee or tea without the need for complex brewing equipment or manual preparation. These systems also provide precise portion control. This has become increasingly appealing to Japanese consumers who value consistency and convenience. Moreover, single-serve systems have enabled consumers to recreate café-like experiences in their own homes. The convenience of brewing a fresh cup of coffee or tea anytime has contributed to the rise in home consumption. This shift from café purchases to at-home brewing has positively impacted the demand for coffee and tea capsules.

##### Introduction of premium product variants

The availability of premium product variants has elevated consumer expectations and shifted the focus toward higher-quality coffee and tea. Japanese consumers, known for their discerning taste preferences, are willing to pay a premium for exceptional flavors, unique blends, and single-origin options. Moreover, premium product variants often offer a wider range of flavors, blends, and profiles. This diversification appeals to consumers seeking unique and distinctive taste experiences. In addition, variants often provide detailed information about the origin, growing conditions, and processing methods, appealing to consumers who value transparency and authenticity. Besides, premium coffee and tea capsules that emphasize small-batch production, meticulous roasting or blending techniques, and partnerships with local growers or roasters have also gained traction in the market.

##### Integration of technology

The integration of technology has led to the development of smart brewing systems that are compatible with coffee and tea capsules. These systems offer advanced features such as touchscreens, customizable brewing settings, temperature control, and

programmable timers. They provide users with greater control over their brewing process, allowing them to personalize their coffee or tea according to their preferences. Technology integration has enabled the development of connected coffee and tea brewing devices that can be controlled through smartphone apps or other smart home systems. Users can remotely operate their brewing systems, adjust settings, and receive notifications about brewing progress or maintenance needs. This connectivity enhances convenience and provides a more seamless and automated brewing experience.

#### Competitive Landscape:

The competitive landscape of the coffee and tea capsules market in Japan is dynamic and characterized by the presence of both domestic and international players. The leading manufacturers are introducing various innovative flavors and blends to meet the shifting consumer tastes and preferences. They are also developing microfiltration and patented lidded capsules for optimized flavor extraction, consistency and taste. Moreover, many coffee and tea capsule manufacturers in Japan have been taking steps to address sustainability. This includes the introduction of eco-friendly packaging solutions, such as recyclable or biodegradable materials, and the promotion of capsule recycling programs to reduce waste and encourage responsible consumption. They are also collaborating with renowned coffee roasters or tea producers to create exclusive capsule blends or flavors. Such collaborations aim to leverage the expertise and reputation of established players in the industry to offer unique and differentiated products.

#### Key Questions Answered in This Report:

How has the Japan coffee and tea capsules market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the Japan coffee and tea capsules market?

What is the impact of each driver, restraint, and opportunity on the Japan coffee and tea capsules market?

What is the competitive structure of the Japan coffee and tea capsules market?

Who are the key players/companies in the Japan coffee and tea capsules market?

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