

South Korea Coffee and Tea Capsules Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2024-2032

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Abstracts

The South Korea coffee and tea capsules market size reached US\$ 823 Million and US\$ 8.8 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,909.1 Million and US\$ 19.3 Million by 2032, exhibiting a growth rate (CAGR) of 9.6% and 9% during 2024-2032 (respectively). Significant growth in the food and beverages (F&B) industry, widespread product adoption due to numerous health benefits, the increasing number of coffee shops, and demand for freshly brewed coffee are some of the major factors propelling the market.

Coffee and tea capsules are single-serve or twin-pack containers that include brewed milk, coffee, or ground tea leaves. They are designed to be used with specific coffee or tea machines that are compatible with capsules. They are commonly available in various flavors, blends, and strengths and contain pre-portioned content. Coffee and tea capsules are packed using plastic and aluminum, which helps retain the freshness and authentic flavor of the beverage for an extended period. Moreover, these capsules are compact, portable, easy to use, and convenient, and they help preserve the freshness and aroma of the coffee or tea and reduce the need for measuring and cleaning.

The rapidly expanding food and beverage (F&B) industry is one of the key factors contributing to the market growth. In line with this, the increasing trend of in-house coffee consumption, as consumers have developed a taste for specialty coffees and teas, is favoring the market growth. Additionally, rapid urbanization, inflating disposable incomes of the masses, and shifting dietary preferences have led to the widespread preference for coffee and tea capsules. Apart from this, the introduction of new flavors, blends, and brewing methods, such as espresso, drip coffee, and herbal green tea capsules, are providing a thrust to the market growth. Moreover, the increasing demand

for single-serve options that offer customization and individual servings of coffee or tea that cater to personal preferences is acting as another growth-inducing factor. Besides this, various product innovations, rising product demand due to hectic work schedules and increasing working population, innovative marketing strategies adopted by key players, and the flourishing e-commerce industry are presenting remunerative growth opportunities for the market.

South Korea Coffee and Tea Capsules Market Trends/Drivers:

Rising coffee and tea consumption

Coffee consumption has been on the rise due to changing lifestyles, urbanization, and increasing awareness of coffee's various flavors and health benefits. Additionally, the rising popularity of specialty coffee, with consumers seeking unique flavor profiles, single-origin beans, and artisanal brewing methods, is acting as another growth-inducing actor. Besides this, the widespread product availability across various distribution channels, including supermarkets, online platforms, and specialty stores, is providing an impetus to the market growth. Moreover, the increasing demand for coffee and tea capsules that offer a quick and hassle-free solution, allowing consumers to easily brew without the need for complex brewing equipment, is supporting the market growth.

Extensive research and development (R&D) activities

The South Korean coffee and tea capsules market is continuously evolving due to extensive R&D activities leading to various innovations. In line with this, several efforts toward enhancing the brewing technology associated with capsule machines and improvements in water pressure control, temperature stability, and brewing time optimization to extract the best flavors from the coffee or tea capsules are favoring the market growth. Furthermore, continuous R&D efforts to launch sustainable packaging solutions for coffee and tea capsules due to the rising environmental consciousness among the masses are positively influencing the market growth. Apart from this, the introduction of specialty and single-origin capsules, catering to the growing demand for unique and high-quality brews, is providing a considerable boost to the market growth.

Competitive Landscape:

Several key market players are significantly investing in research and development (R&D) projects to enhance the brewing experience, expand flavor options, and address environmental sustainability in the South Korea coffee and tea capsules market. Moreover, aggressive promotional and branding activities by manufacturers through

digital marketing channels and personalized recommendations to enhance user satisfaction and engagement is supporting the market growth. In line with this, they are also developing capsules with flavor infusions, such as vanilla, caramel, hazelnut, and fruit-infused teas, to expand the flavor options beyond traditional offerings. Apart from this, key players are incorporating sustainable practices and introducing refillable capsule systems that reduce the amount of waste generated by single-use capsules. Besides this, the utilization of smart capsule machines that connect to mobile apps or smart home systems that allows users to control brewing parameters, schedule brewing times, and receive personalized recommendations for coffee or tea selections.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Nescafe Dolce Gusto
Nespresso
Keurig Korea Ltd.
Caffitaly System
Illycaffè S.p.A
Alois Dallmayr
JARO Co. Ltd
K-Konic Co. Ltd.
KAFFA INT Co., Ltd.

On the other hand, some of the key players operating in the tea capsule market in the region include:

Basilur Tea Export (Pvt) Ltd.
Nescafe Dolce Gusto
Dualit Limited
CONF. Co., Ltd.
Bokumjari

Recent Developments:

In 2023, Nespresso unveiled a new compostable range of coffee capsules that are made of paper. This capsule can then be disposed of at home or at industrial composting facilities.

Basilur Tea Export (Pvt) Ltd. has been focusing on creating a range of exceptional tea blends and infusions. The company is involved in the development of new blends and

flavors, as well as improvements in the capsule design and packaging.

In 2021, Kaffa launched a new 100% recyclable aluminum capsule on the national market, with the use of innovative technology guaranteeing compatibility with all Nespresso system machines. The company has also been producing encapsulated coffee, without any additives or chemicals in its composition.

Key Questions Answered in This Report:

How has the South Korea 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 South Korea coffee and tea capsules market?

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

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

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

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