

United States Coffee Pods and Capsules Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 98 pages | Mordor Intelligence

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Report description:

United States Coffee Pods and Capsules Market is projected to register a CAGR of 3.10% during the forecast period, 2022-2027.

During the COVID-19 pandemic, the coffee sector, including coffee pods and capsules, has turned to on-the-go consumption mode to keep up with the social-distancing protocols. In 2020, to combat the declining sales, Starbucks suspended cafe seating and moved to a "to go" format in the United States. Soon after this initiative, Starbucks pivoted to drive-thru and delivery only to adhere to social distancing. Approximately 60% of the 15,000 Starbucks stores in the United States offer drive-thru service.

In the long term, the demand for coffee pods in the country is increasing due to the convenience factor associated with coffee pods. However, as this market for pods and capsules has matured in the United States, it is expected to witness stagnation in growth rate during the forecast period.

With the growing discount-oriented retail environment and the rising preference for pod-based, single-serve coffee at affordable prices, private label brands are trying to capture ample space in the United States market.

US Coffee Pods & Capsules Market Trends

Increasing Usage of Single-serve Coffee in Households

In the case of coffee, convenient forms, like coffee pods and capsules, are becoming popular among the masses (especially in North America and Western Europe) to prepare good coffee in the comfort of home in less time. Additionally, more consumers are willing to purchase coffee machines to recreate the coffee shop experience at home. Players are introducing coffee pods

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compatible with popular machines, such as Keurig and Nespresso, to exploit this trend. According to Intelligent Blends, a player in the single-serve beverage market, there are more than 25 million Keurig and K-Cup brewers installed in homes and offices, across the United States, with millions more being sold each year. The penetration rates of single-serve brewers in households in the largest cities in the United States and Western Europe range from approximately 23% to 75%.

Increasing Popularity of Specialty and Organic Coffee Pods and Capsules

The installation of coffee machines and an increasing number of coffee bars across the United States are increasing the demand for coffee capsules and pods. Due to the rapidly growing coffee shop culture, fresh-ground coffee pods are set to register substantial growth in both volume and value terms during the forecast period. Nevertheless, sustainability remains essential for buyers and retailers, and certification of organic nature is no longer an option but a requirement. Also, consumers, as well as the industry, are demanding traceability in the value chain. Signature blends are a growing trend in coffee capsules, carefully selected coffee from various origins. They cater to specific consumer tastes and communicate balance and quality.

US Coffee Pods & Capsules Market Competitor Analysis

The United States coffee pods and capsules market is competitive among a few players. The major players focus on product innovations, the launch of limited-edition coffee pods, high distribution networks, and a better supply chain to gain a competitive advantage in the market. To sustain in the competitive market, the companies are enhancing their product portfolio constantly and strategically tapping into segments. The prominent players in the market are Keurig Dr. Pepper Inc., Starbucks Corporation, The Kraft Heinz Company, and Nestle SA.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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