

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

Market Report | 2023-09-04 | 115 pages | IMARC Group

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### **Report description:**

#### Market Overview:

The Philippines coffee and tea capsules market size reached US\$ 695.6 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2,796.8 Million by 2028, exhibiting a growth rate (CAGR) of 26.2% during 2023-2028. The increasing coffee and tea consumption, growing inclination toward premium products, rising number of specialty coffee shops due to emerging cafe culture and escalating demand for convenient beverages due to hectic lifestyles are some of the major factors propelling the market.

Coffee and tea capsules, also known as coffee pods or tea pods, are single-serving containers filled with pre-measured amounts of coffee or tea. They are designed to be compatible with specific coffee or tea brewing systems, such as pod coffee machines or capsule-based espresso machines. They consist of a small plastic or aluminum container that holds grounded coffee or tea sealed in an airtight manner. The capsule is pierced by machine, allowing hot water to pass through and extract the flavor and aroma of brewed tea or coffee. These capsules offer convenience and consistency in preparing hot beverages. The capsules are often available in a wide range of flavors and varieties, allowing consumers to choose their preferred coffee or tea blend.

The market is primarily driven by the emerging coffee culture in the Philippines and the emergence of specialty coffee shops due to a preference for gourmet coffee blends. In addition, the rising awareness among consumers regarding numerous health benefits associated with tea, such as strengthening the immune system and enhancing the digestion process, represents another major growth-inducing factor. Besides this, the Government of the Philippines is promoting healthy lifestyle choices, which is leading to the increasing incorporation of beneficial tea variants in everyday diets, which is also contributing to market growth. Moreover, the increasing fast-food chains, the easy product availability on e-commerce platforms, the growing influence of social media on buying decisions of consumers, and the rising demand for takeaways and ready-to-consume beverages are some of the other factors creating a favorable market outlook across the globe.

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

### Increasing coffee and tea consumption

As coffee and tea consumption grows in the Philippines, there is a corresponding increase in demand for convenient and high-quality beverage options. This creates opportunities for coffee and tea capsule manufacturers to cater to a larger customer base and expand their market presence. Moreover, with increasing health-consciousness, consumers are actively seeking beverages that offer nutritional benefits. Tea and coffee, when consumed in moderation, have been associated with various health benefits, such as antioxidants, improved cognitive function, and reduced risk of certain diseases. This awareness drives individuals to choose tea and coffee as their preferred hot beverages, leading to increased demand for coffee and tea capsules.

### Growing inclination toward premium products

As consumers become more discerning and willing to pay a premium for superior products, there is a higher demand for high-quality coffee and tea capsules. Premium capsules are often made from specialty coffee beans or high-grade tea leaves, carefully selected for their flavor profiles and uniqueness. Besides, consumers are adopting unique flavors, exotic blends, and artisanal varieties that provide a distinctive and luxurious experience. Moreover, health-conscious consumers often prioritize the quality and sourcing of their food and beverages. Consequently, they are willing to pay a premium amount for high-quality products that offer superior taste and health benefits which is contributing to market growth.

### Escalating demand for convenient beverages

Capsules offer a simple and hassle-free way to prepare hot beverages as users can prepare cup of coffee or tea without the need for measuring, grinding, or brewing equipment. This convenience factor appeals to busy individuals who are seeking a quick and efficient way to satisfy their beverage cravings. Moreover, capsules are compatible with portable coffee machines, making it easy to enjoy a cup of coffee or tea while commuting, at the office, or during travel. Besides, they ensure consistent taste and quality with each brew. This consistency is highly valued by consumers who seek a consistently enjoyable beverage experience without the variations that can occur with manual brewing methods, thus accelerating their demand.

### Competitive Landscape:

The competitive landscape of the Philippines coffee and tea capsules market is dynamic and characterized by both local and international players. Nowadays, manufacturers are sourcing and offering premium options to cater to the evolving preferences of consumers. They are also developing capsules that feature specialty coffee or rare tea varieties, catering to the demand for premium and indulgent beverages. Moreover, various key players are investing in product development to launch different coffee and tea varieties, ensuring that the flavors and aromas are preserved and enhanced during the brewing process. They are also collaborating with renowned designers or artists to create aesthetically pleasing packaging that resonates with consumer preferences. Additionally, leading players are engaging in mergers and acquisitions and partnerships to strengthen their market foothold.

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

### Coffee Capsule Market:

Coffee Planet LLC  
Nespresso Philippines  
Nescafe Dolce Gusto

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PODiSTA  
Illy S.p.A.  
Luigi Lavazza S.p.A.  
Di Stefano  
Coffee Bean & Tea Leaf  
The Vault K-Cups Drinks Enterprises

Tea Capsule Market:

Keurig Dr Pepper Inc.  
Nescafe Dolce Gusto  
Coffee Bean & Tea Leaf  
K-Cups Drinks Enterprises  
Recent Developments:

In May 2020, Nespresso, a part of Nestle S.A., launched new coffee capsules that are made from 80% percent recycled aluminum. In 2022, Nescafe Dolce Gusto launched the brand's next generation coffee machines and pods namely Neo .The coffee pods in the new range are paper-based and use 70% less packaging than current capsules.

Keurig Dr Pepper expanded its Celestial Seasonings line by introducing Herbal Tea K-Cup Pods. These pods offer a range of herbal tea flavors, such as chamomile, peppermint, and lemon ginger, providing a soothing and flavorful tea experience.

Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the Philippines coffee and tea capsules market?

What are the various stages in the value chain of the market?

What are the key driving factors and challenges in the market?

What is the structure of the the Philippines coffee and tea capsules market and who are the key players?

What is the degree of competition in the market?

How are coffee and tea capsules manufactured?

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