

Coffee Pods and Capsules Market Size & Share Analysis - Growth Trends and Fore
cast (2026 - 2031)

> ****Industry:**** Coffee, Tea & Beverages (Food & Beverage)
> ****Source:**** [[https://www.mordorintelligence.com/industry-reports/coffee-pods-a
nd-capsules-market](https://www.mordorintelligence.com/industry-reports/coffee-pods-and-capsules-market)]([https://www.mordorintelligence.com/industry-reports/coffee-p
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ods-and-capsules-market))
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 34.66 billion
Projected Forecast (2031)	USD 34.66 billion
Growth Rate (CAGR)	6.45 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Coffee Pods and Capsules industry](images/chart_2.png)

![Coffee Pods and Capsules Market Size](images/chart_3.png)

![Coffee Pods and Capsules Market Share by Product Type, 2025](images/chart_4.png)

![Coffee Pods and Capsules Market Share by Packaging Material, 2025](images/chart_5.png)

![Coffee Pods and Capsules Market Growth Rate by Region](images/chart_6.png)

![Coffee Pods and Capsules Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

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![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 34.66 Billion |
Market Size (2031) | USD 46.91 Billion |
Growth Rate (2026 - 2031) | 6.45 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Coffee Pods and Capsules Market Analysis by Mordor IntelligenceThe coffee pods and capsules market size is expected to grow from USD 32.62 billion in 2025 to USD 34.66 billion in 2026 and is forecast to reach USD 46.91 billion by 2031 at 6.45% CAGR over 2026-2031. Driven by a surge in household demand for premium coffee, a swift expansion of machine installations, and private-label initiatives from retailers, the market is witnessing notable growth. The increasing preference for convenience and high-quality coffee products among consumers has further fueled this demand. As premiumization aligns with sustainability, product innovation is increasingly leaning towards specialty blends and eco-friendly formats, such as recyclable pods and biodegradable packaging. In response to stringent regulations and a commitment to flavor integrity, companies are turning to aluminum and compostable solutions, which not only meet environmental standards but also preserve the quality of the coffee. While global brands are actively seeking alliances, mergers, and acquisitions to bolster their scale and counter the challenge posed by nimble newcomers, the competitive intensity remains at a moderate level, with established players focusing on maintaining their market share and shelf presence.

Key Report Takeaways

- * By product type, capsules led with 51.88% share in 2025, while pods are projected to grow at a 6.63% CAGR through 2031.
- * By category, conventional coffee commanded an 82.96% share in 2025; organic variants are advancing at a 7.29% CAGR to 2031.
- * By packaging material, plastic retained a 53.94% share in 2025, whereas aluminum formats are set to expand at a 6.82% CAGR to 2031.
- * By distribution channel, off-trade accounted for a 62.35% share in 2025; on-trade is forecast to log a 6.61% CAGR between 2026-2031.
- * By geography, Europe captured a 36.21% share in 2025, while Asia-Pacific is expected to post the fastest 7.05% CAGR through 2031.

Key Market Trends

Global Coffee Pods and Capsules Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Premiumisation and demand for specialty single-serve coffee	+1.8%	Global, with concentration in North America and Europe	Medium term (2-4 years)
Increasing Household consumption	+1.5%	Global, with early gains in Asia-Pacific urban centers	Long term (≥ 4 years)
Rapid expansion of closed-system machine install base	+1.2%	Asia-Pacific core, spill-over to MEA	Medium term (2-4 years)
Mainstream retailers adding private-label capsules	+0.9%	North America and Europe, expanding to Latin America	Short term (≤ 2 years)
Patented compostable pod materials reaching commercial scale	+0.6%	EU regulatory zones, expanding globally	Long term (≥ 4 years)
Corporate Scope-3 mandates driving office-coffee capsule demand	+0.5%	North America and EU corporate hubs	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Top players command a moderate market concentration. Nestlé's USD 7.15 billion partnership with Starbucks amplifies its global capsule reach, seamlessly blending robust distribution with a prestigious brand. This collaboration allows Nestlé to leverage Starbucks' strong consumer loyalty while expanding its presence in the premium coffee segment. Meanwhile, JAB Holding, by consolidating assets under JDE Peet's, aims to harness procurement synergies and bolster its bargaining stance with retailers. This strategy not only strengthens its supply chain efficiency but also enhances its ability to negotiate favorable terms with key retail partners.

Strategically, the focus is on proprietary brewers, ensuring consistent capsule purchases. Companies are not just subsidizing hardware; they're embedding in-home IoT features that track consumption and streamline re-ordering. These IoT-enabled brewers provide consumers with convenience while fostering brand loyalty through automated replenishment systems. Innovations in sustainability are emerging as pivotal competitive arenas. For instance, Keurig's CoffeeB licensing agreement empowers partners to sidestep aluminum and plastic, championing a strong waste-reduction narrative. This initiative aligns with growing consumer demand for environmentally friendly solutions, positioning Keurig as a leader in sustainable practices.

Retailers are ramping up competition with private-label capsules that mimic premium quality but at reduced prices. This move has pushed branded suppliers to amplify their research and development efforts and dive deeper into experiential marketing. By focusing on unique flavor profiles and immersive brand experiences, these suppliers aim to differentiate themselves in an increasingly crowded market. Additionally, emerging regional players are carving out niches by presenting locally sourced specialty beans in formats that align with market demands. These players capitalize on consumer preferences for authenticity and regional flavors, offering a competitive edge in specific geographic markets.

Coffee Pods and Capsules Industry Leaders* Keurig Dr Pepper Inc.

* Starbucks Corporation

* Nestlé SA

* JAB Holding Companies

* Luigi Lavazza SpA

* *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

This market covers portioned coffee products sold as pods and capsules that are used in compatible single serve brewers for home and out of home consumption, with revenues captured at the point of sale across channels.

Scope exclusions: It does not include coffee machines, spare parts, or non-coffee beverages sold for the same brewers.

Segmentation Container

* By Product Type* Pods* Soft Coffee Pods

* Hard Coffee Pods

* Capsules

* By Category* Conventional

- * Organic
- * By Packaging Material* Plastic
- * Aluminium
- * Compostable/Biodegradable
- * By Distribution Channel* On Trade
- * Off Trade* Supermarkets/Hypermarkets
- * Convenience Stores
- * Online Retail Stores
- * Other Distribution Channels
- * By Geography* North America* United States
- * Canada
- * Mexico
- * Rest of North America
- * Europe* Germany
- * United Kingdom
- * France
- * Italy
- * Spain
- * Russia
- * Netherlands
- * Poland
- * Belgium
- * Sweden
- * Rest of Europe
- * Asia-Pacific* China
- * India
- * Japan
- * South Korea
- * Australia
- * Indonesia
- * Thailand
- * Singapore
- * Rest of Asia-Pacific
- * South America* Brazil
- * Argentina
- * Colombia
- * Chile
- * Peru
- * Rest of South America
- * Middle East and Africa* Saudi Arabia
- * United Arab Emirates
- * Nigeria
- * Egypt
- * Morocco
- * Turkey
- * South Africa
- * Rest of Middle East and Africa

Frequently Asked Questions

How large is the coffee pods and capsules market in 2026?

It stands at USD 34.66 billion and is projected to reach USD 46.91 billion by 2031.

Which product type leads the segment?

Capsules lead with a 51.88% share in 2025, driven by airtight construction and machine compatibility.

What packaging material is growing fastest?

Aluminium capsules are forecast to expand at a 6.82% CAGR through 2031 as recyclability gains favor

Which region will record the highest growth?

Asia-Pacific is expected to post a 7.05% CAGR between 2026-2031 on the back of urbanization and rising incomes.

What is the key environmental trend shaping the sector?

The transition to compostable and recyclable materials is accelerating in response to regulations and consumer sustainability demands.