

Australia Bubble Tea Market By Flavor (Original Flavor, Coffee Flavor, Fruit Flavor, Chocolate Flavor, Milk Flavor, Others) , By Base Ingredient (Black Tea, Green Tea, Oolong Tea, White Tea) By Component (Flavor, Creamer, Sweetener, Liquid, Toppings, Others) By End User (Generation Z, Millennials, Generation X) : Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Australia Bubble Tea Market

The Australia bubble tea market was valued at \$99.5 million in 2023 and is projected to reach \$199.6 million by 2033, growing at a CAGR of 7.4% from 2024 to 2033.

Bubble tea is a Taiwanese beverage made from tea, milk, fruits, and a variety of flavorings. The type of tea is black tea; however, a blend of green and floral teas is further used for variation. The round, chewy tapioca pearls are the key ingredient of bubble teas that are boiled and sweetened with a caramel-like syrup to add a textural contrast to the tea. The different types of bubble teas include fruit tea, milk tea, smoothie, matcha bubble tea, taro milk tea, and brown sugar tea.

Rise in inclination toward diverse cuisines, specifically among the young generation, is a major driver of the Australia bubble tea market. In addition, surge in the usage of social media has propelled the market development as platforms such as Instagram and TikTok have played a critical role in making bubble tea a fashionable drink among youngsters. A notable trend acquiring traction in the Australia bubble tea market is the

creation of healthy, sugar-free versions of the beverage. Increase in health consciousness among consumers has led to the usage of healthy ingredients such as plant-based milk, tapioca alternatives such as chia seeds or quinoa, and natural sweeteners.

However, the higher price of bubble tea as compared to other forms of beverages due to the usage of multiple, high-quality ingredients is a major restraint of the market. Furthermore, surge in the presence of various bubble tea chains and independent shops has increased competition and saturation in the market, thereby resulting in hampered market development. On the contrary, the formation of popping bubbles filled with flavored juices is projected to present lucrative opportunities for the Australia bubble tea market. According to an article published in the Sydney Morning Herald—an Australian daily newspaper—black pearls are becoming significantly popular such that several customers order them alone, spending around \$8 for the toppings without any drink.

Segment Review

The Australia bubble tea market is segmented into flavor, base ingredient, component, and end user. On the basis of flavor, the market is divided into original flavor, coffee flavor, fruit flavor, chocolate flavor, milk flavor, and others. Depending on base ingredient, it is classified into black tea, green tea, oolong tea, and white tea. As per component, it is classified into flavor, creamer, sweetener, liquid, toppings, and others. According to end user, the market is segmented into Generation Z, millennials, and Generation X.

Key Findings

On the basis of flavor, the fruit flavor segment held a notable share of the market in 2023.

Depending on base ingredient, the black tea segment dominated the market in 2023.

As per component, the liquid segment was the highest shareholder in 2023.

According to end user, the millennials segment garnered the highest share of the market in 2023.

Competition Analysis

The major players in the Australia bubble tea market include ShareTea, Cha Time, CoCo Fresh, Gong Cha, Happy Lemon, Tiger Sugar, Tapioca Express, Quickly, Ten Ren's Tea Co. Ltd., and YiFang Bubble Tea. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Flavor

Original Flavor

Coffee Flavor

Fruit Flavor

Chocolate Flavor

Milk Flavor

Others

By Base Ingredient

Black Tea

Green Tea

Oolong Tea

White Tea

By Component

Flavor

Creamer

Sweetener

Liquid

Toppings

Tapioca Pearls

Konjac Jelly Pearls

Popping Pearls

Coconut Jelly

Others

By End User

Generation Z

Millennials

Generation X

Key Market Players

ShareTea

Cha Time

CoCo Fresh

Gong Cha

Happy Lemon

Tiger Sugar

tapioca express

Quickly

Ten Ren's Tea Co. Ltd.

YiFang Bubble Tea

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