

Bubble Tea Market by Base Ingredient (Black Tea, Green Tea, Oolong Tea, and White Tea), Flavor (Original Flavor, Coffee Flavor, Fruit Flavor, Chocolate Flavor, and Others), and Component (Flavor, Creamer, Sweetener, Liquid, Tapioca Pearls, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Bubble tea, popularly known as boba tea, is a Taiwanese drink invented in Tainan and Taichung in the 1980s. It is prepared with tea or milk as the base component. This tea is glazed with boba, which are soft, chewy, and gummy tapioca pearls extracted from cassava root. Other ingredients, such as jelly and fruit balls, are used to enhance the texture of the tea. Bubble tea is served in a hot or cold form, according to the preference of consumers and a fat straw is used through which the pearls can be easily eaten by consumers. The adoption of bubble tea has been quite high in developed regions such as the U.S., Canada, and Germany, while emerging countries such as China, Brazil, and India are catching up quickly.

The global bubble tea market has witnessed significant growth over the years and is expected to grow at a steady pace during the forecast period. This can be attributed to the growing health awareness and rise in adoption of bubble tea, owing to its health benefits and popularity among health-conscious consumers and young generation. Availability of bubble tea at lower prices and introduction of additional healthy ingredients in it by different market players drive the global bubble tea market growth. In addition, rise in number of vegan people also helps to drive the growth of the market. However, excess sugar content in these drinks lead to health issues and trend of coffee consumption are expected to restrict the market growth. In addition, due to the presence

of artificial preservatives in the bubble tea, consumers are changing their preference toward organic beverages, which hampers the growth of the global bubble tea market. On the contrary, introduction of various new flavors and blends and high demand among young population for a variety of teas are expected to provide lucrative opportunities for the market expansion.

The report segments the global bubble tea market based on base ingredient, flavors, component, and region. By base ingredient, it is divided into black tea, green tea, oolong tea, and white tea. On the basis of flavor, it is categorized into original flavor, coffee flavor, fruit flavor, chocolate flavor, and others. By component, it is classified into flavor, creamer, sweetener, liquid, tapioca pearls, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the market includes Lollicup USA Inc., CuppoTee Company, Bubble Tea House Company, Ten Ren's Tea Time, Boba Box Limited, Sumos Sdn Bhd, Gong Cha USA, Boba Tea Company, Troika JC. (Qbubble), and Fokus Inc.

The other players operating in the global bubble tea market are Bubble Tea Supply Inc., ChaTime, CoCo Fresh, Quickly, Kung Fu Tea, Boba Loca, Happylemon, Share Tea, T Bun International, Fanale Drinks, Grand Chainly, and Huey-Yuhe Enterprise.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019 to 2027 to identify the prevailing global bubble tea market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists in determining the prevailing market opportunities.

The major countries in each region are mapped according to their revenue contribution to the global bubble tea industry.

The market player positioning segment facilitates benchmarking and provides a

clear understanding of the present position of the market players in the bubble tea industry.

KEY MARKET SEGMENTATION

By Base Ingredient

Black Tea

Green Tea

Oolong Tea

White Tea

By Flavor

Original Flavor

Coffee Flavor

Fruit Flavor

Chocolate Flavor

Others

By Component

Flavor

Creamer

Sweetener

Liquid

Tapioca Pearls

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Taiwan

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Turkey

Rest of LAMEA

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