

# **Canada 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**

The Canada bubble tea market was valued at \$108.8 million in 2023, and is projected to reach \$192.0 million by 2033, growing at a CAGR of 6% from 2024 to 2033.

Bubble tea, also known as boba tea or pearl milk tea, is a refreshing Taiwanese beverage that consists of tea mixed with milk or fruit flavors, sweeteners, and chewy tapioca pearls (boba). It often includes a variety of toppings, such as jelly, popping boba, or puddings, and is served cold or hot with a wide straw to accommodate the pearls. The drink originated in Taiwan in the 1980s and has since gained global popularity for its unique texture and customizable flavors.

The Canada bubble tea market is witnessing robust growth due to increase in influence of Asian culinary trends in Canada, including the rise of Taiwanese food and beverages. In addition, the ability to customize bubble tea with a variety of tea bases, flavors, toppings, and sweetness levels caters to diverse consumer preferences, driving its popularity among different age groups and demographics. As per a news published by Business in Vancouver, in recent years, bubble tea has gained significant popularity among younger generations in Asia as a fun and social beverage. The demand for it

has also spread to Metro Vancouver, where over 200 bubble tea shops can be found – with at least one in each city. Notably, 80% of these shops are located in Vancouver, Burnaby, Richmond, and Surrey. Furthermore, consumers are increasingly seeking beverages that offer health benefits, such as antioxidant-rich green tea or low-calorie options. Many bubble tea outlets now offer healthier alternatives, including sugar-free, dairy-free, and organic options, which appeal to health-conscious customers, thereby fostering the market growth. Moreover, the growing urban population in Canada has increased the demand for convenient and quick-service beverages like bubble tea, which is often consumed as a snack or dessert replacement. Bubble tea's vibrant appearance and unique texture make it a favorite among younger generations who value experiential dining and shareable food experiences. Social media platforms like Instagram and TikTok have further amplified its appeal. However, the cost of high-quality ingredients, such as tapioca pearls, premium teas, and specialized flavorings, can be significant. This increases the overall cost of production and limits price flexibility for businesses. Bubble tea is typically seen as a summer beverage, with demand dipping during colder months. This seasonality can further impact year-round sales and create challenges for businesses in maintaining consistent revenue, thereby hampering the market growth. On the contrary, continuous innovation in flavors and ingredients, such as matcha, taro, brown sugar, and popping boba, attracts adventurous customers and keeps the market dynamic, which are expected to offer remunerative opportunities for the expansion of the market during the forecast period.

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

## Competition Analysis

The major players operating in the Canada bubble tea market include Chatime, Gong Cha, Presotea, T4, Koi Th?, The Alley, Kung Fu Tea, Bubbleology, Boba Guys, and Mikoto Tea. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain strong foothold in the 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

Sub-Type

Tapioca Pearls

Konjac Jelly Pearls

Popping Pearls

Coconut Jelly

Others

## By End User

Generation Z

Millennials

Generation X

Key Market Players

Chatime

Gong Cha

Presotea

T4

Koi Th?

The Alley

Kung Fu Tea

Bubbleology

Boba Guys

Mikoto Tea

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