

Global Bubble Tea Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Bubble Tea market size will reach 14,546 Million USD in 2025 and is projected to reach 43,240 Million USD by 2032, with a CAGR of 16.84% (2025-2032). Notably, the China Bubble Tea market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Bubble tea, also known as boba tea or pearl milk tea, is a popular beverage originating from Taiwan. It is typically made by combining tea (often black or green tea) with milk, sweeteners, and various flavors. What sets bubble tea apart are the chewy tapioca pearls (or 'boba') that are added to the drink. These pearls are made from tapioca starch and have a gummy texture. Bubble tea is typically served with a wide straw to allow for sipping both the tea and the pearls. It comes in a variety of flavors, such as fruit, milk, or tea-based, and can be served hot or cold. Bubble tea has gained worldwide popularity for its unique combination of flavors, textures, and the enjoyable experience of sipping through the straw to savor both the tea and the chewy pearls.

The major global manufacturers of Bubble Tea include Kung Fu Tea, Gong Cha, Boba Guys, Chatime, ShareTea, 8tea5, CoCo Fresh, Quickly, VIVI BUBBLE TEA, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market

presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Bubble Tea. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Bubble Tea market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Bubble Tea market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Bubble Tea industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Bubble Tea Include:

Kung Fu Tea

Gong Cha

Boba Guys

Chatime

ShareTea

8tea5

CoCo Fresh

Quickly

VIVI BUBBLE TEA

Bubble Tea Product Segment Include:

Classic/Original

Fruit Flavored

Other Flavors

Bubble Tea Product Application Include:

18-25 years old

26-35 years old

36-45 years old

Other Groups

Chapter Scope

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