

# Global Bubble Tea Market 2022-2028

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## Abstracts

Bubble tea, also called boba milk tea, is a sweet, chewy, and authentic Taiwanese tea. It is usually prepared with tapioca pearls, black tea powder, milk, and sweetener. It was invented in the early 1980s in Taiwan. Bubble tea vendors serve the beverage cold or hot inside a translucent plastic cup with an oversized straw wide enough for the tapioca bubbles to pass through. According to Gen Consulting Company, the global bubble tea market size is expected to increase from USD 2,247 million in 2021 to USD 3,312 million by 2028, garnering a CAGR of 5.7% over the evaluated period.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global bubble tea market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the bubble tea industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the base ingredient, flavor, component, and region. The global market for bubble tea can be segmented by base ingredient: black tea, green tea, oolong tea, others. Among these, the black tea segment was accounted for the highest revenue generator in 2021. Bubble tea market is further segmented by flavor: original flavor, coffee flavor, fruit flavor, others. The fruit flavor segment is estimated to account for the largest share of the global bubble tea market. Based on component, the bubble tea market is segmented into: flavor, creamer, sweetener, liquid, tapioca pearls, others. On the basis of region, the bubble tea market also can be divided into: North America, Asia Pacific, Europe, Rest of the World (ROW).

By base ingredient:

black tea

green tea

oolong tea

others

By flavor:

original flavor

coffee flavor

fruit flavor

others

By component:

flavor

creamer

sweetener

liquid

tapioca pearls

others

By region:

North America

Asia Pacific

Europe

Rest of the World (ROW)

The market research report covers the analysis of key stake holders of the global bubble tea market. Some of the leading players profiled in the report include Boba Box Limited, Bubble Tea House Company, Bubble Tea Supply, Cuppo Tee Co., Ltd., Fokus Inc., Gong cha Global Ltd., Lollicup USA, Inc., Sumo's (M) Sdn Bhd., T Bun International, Ten Ren Tea Inc., Troika J C Inc.(Qbubble), among others.

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Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

Scope of the Report

To analyze and forecast the market size of the global bubble tea market.

To classify and forecast the global bubble tea market based on base ingredient, flavor, component, region.

To identify drivers and challenges for the global bubble tea market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global bubble tea market.

To identify and analyze the profile of leading players operating in the global bubble tea market.

Why Choose This Report

Gain a reliable outlook of the global bubble tea market forecasts from 2022 to

2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Green tea  
Oolong tea  
Others

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Original flavor  
Coffee flavor  
Fruit flavor  
Others

### **PART 7. MARKET BREAKDOWN BY COMPONENT**

Flavor

Creamer  
Sweetener  
Liquid  
Tapioca pearls  
Others

## **PART 8. MARKET BREAKDOWN BY REGION**

North America  
Asia Pacific  
Europe  
Rest of the World (ROW)

## **PART 9. KEY COMPANIES**

Boba Box Limited  
Bubble Tea House Company  
Bubble Tea Supply  
Cuppo Tee Co., Ltd.  
Fokus Inc.  
Gong cha Global Ltd.  
Lollicup USA, Inc.  
Sumo's (M) Sdn Bhd.  
T Bun International  
Ten Ren Tea Inc.  
Troika J C Inc.(Qbubble)

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