

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Bubble Tea Market 2018, Forecast to 2023

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## Abstracts

Bubble tea (also known as pearl milk tea, bubble milk tea, boba juice, boba tea, or simply boba) is a Taiwanese tea-based drink invented in Tainan and Taichung in the 1980s. Most bubble tea recipes contain a tea base mixed with fruit or milk, to which chewy tapioca balls (known as bubbles, pearls, or boba) and fruit jelly are often added. Ice-blended versions are usually mixed with fruit or syrup, resulting in a slushy consistency. There are many varieties of the drink with a wide range of ingredients. The two most popular varieties are bubble milk tea with tapioca and bubble milk green tea with tapioca.

### Scope of the Report:

This report focuses on the Bubble Tea in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. According to applications, Bubble Tea is split into Kids (10 years), Teenagers (25 years) and Adults. In 2017, Bubble Tea for Teenagers occupied more than 44.66% of total amount in 2017.

According to types, Bubble Tea is split into Original Flavored Bubble Tea, Fruit Flavored Bubble Tea and Other Flavors, most manufacturers in the report can supply all product. Original Flavored is the largest market with the share of 44.14% in 2017.

The worldwide market for Bubble Tea is expected to grow at a CAGR of roughly 7.9% over the next five years, will reach 8460 million US\$ in 2023, from 5370 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Kung Fu Tea

Gong Cha

Boba Guys

Chatime

ShareTea

8tea5

Quickly

CoCo Fresh

VIVI BUBBLE TEA

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Original Flavored Bubble Tea

Fruit Flavored Bubble Tea

Other Flavors

Market Segment by Applications, can be divided into

Kids (10 years)

Teenagers (25 years)

Adults

There are 15 Chapters to deeply display the global Bubble Tea market.

Chapter 1, to describe Bubble Tea Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Bubble Tea, with sales, revenue, and price of Bubble Tea, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Bubble Tea, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Bubble Tea market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Bubble Tea sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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