

Global Freshly Made Tea Shop Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Freshly Made Tea Shop market size is expected to reach \$ 336468 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032).

Freshly made tea shop refers to a retail store specializing in providing on-site tea drinks, usually fresh tea, fruit, milk and other raw materials, according to the personalized needs of customers, on-site preparation of various flavors and types of tea drinks, such as milk tea, fruit tea, fresh tea and so on. This kind of store pays attention to the quality and taste of drinks, emphasizes making and selling on the spot, provides consumers with convenient, healthy and diversified tea drink choices, and meets the needs of people's leisure drinks in their fast-paced life.

In this report, the market size of Freshly Made Tea Shop is measured using Gross Merchandise Value (GMV). GMV refers to the total value of transactions generated at the retail level, representing the total amount paid by end customers for freshly made tea beverages within the defined scope and period.

GMV reflects the full commercial activity and consumption value of the market, and it is widely used to evaluate overall market demand, channel performance, and brand-level scale in consumer beverage industries.

In 2025, the global Freshly Made Tea Shop market demonstrated strong scale and resilience, supported by both rapid store network expansion and increasing per-store throughput. Total global production reached approximately 52.21 billion cups, and with an average market price of around US\$ 2.27 per cup, the category represents a highly standardized, high-frequency consumer business with a large addressable base. The

average ticket size remains affordable compared with coffee and casual dining, which helps sustain repeat purchases and makes the segment highly sensitive to foot traffic recovery, delivery penetration, and urban consumption density.

From an industry chain perspective, Freshly Made Tea Shop operators rely on a hybrid supply model combining tea base extracts, milk/plant-based ingredients, sweeteners, fruit preparations, and toppings (e.g., tapioca pearls and jellies), supported by cold-chain logistics and increasingly centralized processing. Major brands typically benefit from stronger bargaining power in raw material sourcing and packaging procurement, while smaller regional chains face higher input volatility and less stable quality control. Gross margins are generally attractive at the product level due to low tea-material cost per cup, but profitability is pressured by labor, rent, delivery commissions, and promotional intensity—making store-level execution and supply chain efficiency the key determinants of sustainable margin expansion.

Looking forward, market growth is expected to be driven by menu innovation (fresh fruit, premium tea base, functional ingredients), digital ordering ecosystems, and international franchising, especially in North America, Southeast Asia, and the Middle East where bubble tea adoption remains on an upward curve. At the same time, the competitive landscape is becoming increasingly segmented into value-driven mass chains, mid-range mainstream players, and premium lifestyle brands. As consumers demand both healthier formulations (low sugar, plant-based) and better product consistency, leading operators will likely differentiate through standardized production systems, stronger brand identity, and better unit economics per store, reinforcing consolidation trends in the global freshly made tea shop market.

This report studies the global Freshly Made Tea Shop demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Freshly Made Tea Shop, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Freshly Made Tea Shop that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Freshly Made Tea Shop total market, 2021-2032, (USD Million)

Global Freshly Made Tea Shop total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Freshly Made Tea Shop total market, key domestic companies, and share, (USD Million)

Global Freshly Made Tea Shop revenue by player, revenue and market share 2021-2026, (USD Million)

Global Freshly Made Tea Shop total market by Type, CAGR, 2021-2032, (USD Million)

Global Freshly Made Tea Shop total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Freshly Made Tea Shop market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include MIXUE Group, Ancient tea, ChaPanda, Auntea Jenny, Nayuki, Chagee, Shuyi Tealicious, CoCo Fresh Tea & Juice, YH Tang, Tian LaLa, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Freshly Made Tea Shop market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Freshly Made Tea Shop Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Freshly Made Tea Shop Market, Segmentation by Type:

Milk-based Tea

Fruit Tea

Pure Brewed Tea

Others

Global Freshly Made Tea Shop Market, Segmentation by Processing & Craft:

Fresh Brewed (Hot-brew)

Cold Brew / Iced Extraction

Others

Global Freshly Made Tea Shop Market, Segmentation by Price Tier:

Value / Mass

Mid-range

Premium

Others

Global Freshly Made Tea Shop Market, Segmentation by Application:

Offline Store

Online Sales

Companies Profiled:

MIXUE Group

Ancient tea

ChaPanda

Auntea Jenny

Nayuki

Chagee

Shuyi Tealicious

CoCo Fresh Tea & Juice

YH Tang

Tian LaLa

Heytea

Hero Tang Tea

Sweetseven

Sexy Tea

A Little Tea

Gong Cha

Kung Fu Tea

Chatime

Tiger Sugar

Happy Lemon

The Alley

Boba Guys

Teaspoon

Key Questions Answered

1. How big is the global Freshly Made Tea Shop market?
2. What is the demand of the global Freshly Made Tea Shop market?
3. What is the year over year growth of the global Freshly Made Tea Shop market?
4. What is the total value of the global Freshly Made Tea Shop market?
5. Who are the Major Players in the global Freshly Made Tea Shop market?
6. What are the growth factors driving the market demand?

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