

Global Freshly Made Tea Shop Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Freshly Made Tea Shop market size was valued at US\$ 122203 million in 2025 and is forecast to a readjusted size of US\$ 336468 million by 2032 with a CAGR of 14.6% during review period.

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 is a detailed and comprehensive analysis for global Freshly Made Tea Shop market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Freshly Made Tea Shop market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Freshly Made Tea Shop market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Freshly Made Tea Shop market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Freshly Made Tea Shop market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Freshly Made Tea Shop
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Freshly Made Tea Shop market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Milk-based Tea

Fruit Tea

Pure Brewed Tea

Others

Market segment by Processing & Craft

Fresh Brewed (Hot-brew)

Cold Brew / Iced Extraction

Others

Market segment by Price Tier

Value / Mass

Mid-range

Premium

Others

Market segment by Application

Offline Store

Online Sales

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers
North America (United States, Canada and Mexico)
Europe (Germany, France, UK, Russia, Italy and Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)
South America (Brazil, Rest of South America)
Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Freshly Made Tea Shop product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Freshly Made Tea Shop, with revenue, gross margin, and global market share of Freshly Made Tea Shop from 2021 to 2026.

Chapter 3, the Freshly Made Tea Shop competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Freshly Made Tea Shop market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Freshly Made Tea Shop.

Chapter 13, to describe Freshly Made Tea Shop research findings and conclusion.

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