

U.S. Popping Boba Market Size, Share & Trends Analysis Report By Flavor (Fruit, Coffee, Chocolate), By Application (Bubble Tea, Frozen Yogurt Toppings), By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

The U.S. popping boba market size was estimated at USD 117.0 million in 2024 and is projected to reach USD 205.2 million by 2030, growing at a CAGR of 9.9% from 2025 to 2030. Innovations in flavor offerings, including fruit, tea-based, and exotic options like matcha, have captured consumer interest and expanded market reach.

The rise of health-conscious trends, including natural sweeteners and allergen-free options, is influencing consumer choices, further driving demand. Innovation plays a crucial role in the evolving U.S. popping boba industry. Companies are introducing new flavors and formats to cater to the diverse preferences of consumers. For instance, in January 2025, Unifying Spirits announced the launch of Boba POPS, a vegan, gluten-free, and the world's only patented alcoholic popping boba. It is available in strawberry, blueberry, raspberry, lychee, peach, and several seasonal flavors. This launch targets adult beverage applications, expanding usage beyond bubble tea. Major players are focusing on establishing domestic production lines to reduce the reliance on imports. For instance, in September 2025, Parker Food Group (PFG), a manufacturer of specialty ingredient solutions, officially launched its new Popping Boba product line, made at its facility in Mexico, to ensure consistency and reduce supply chain risks.

Flavor Insights

The fruit flavors segment held the largest market revenue share of 64.5% in 2024. This growth is driven by the rising consumer preference for natural, refreshing, and visually

appealing ingredients in beverages and desserts. Fruit-flavored popping boba delivers a burst of flavor and vibrant colors, aligning perfectly with the trend of experiential and customizable food and drink experiences. In the U.S., fruit-flavored popping boba has gained attention through innovative offerings by various market players. For instance, in January 2025, Del Taco LLC announced its plan to roll out NEW Dragon Fruit Blueberry Poppers beverages, a trio of refreshing popper beverages including lemonade, Sprite, and a creamy shake. The versatility of fruit-flavored popping boba used in bubble tea, yogurt parfaits, desserts, and cocktails continues to drive its adoption. As consumers seek more interactive and novel food experiences, this segment is expected to maintain strong growth and innovation.

The tea flavors segment is expected to grow at the fastest CAGR of 13.4% over the forecast period. The popularity of tea-flavored popping boba is largely attributed to the growing consumer interest in beverages that offer functional benefits and unique flavor profiles. Tea-infused boba pearls, such as matcha, jasmine, and oolong, provide a sophisticated taste experience that appeals to health-conscious individuals seeking antioxidants and a more refined palate. This trend aligns with the broader movement towards premium and wellness-oriented food and beverage options. Tea-flavored popping boba is gaining traction as a versatile topping for bubble tea, iced teas, and desserts. These pearls offer authentic tea flavor, enhancing the overall drinking experience. Their appeal lies in their ability to complement a variety of beverages, from traditional milk teas to fruit-infused concoctions, adding texture and a distinctive taste. With the rising popularity of sophisticated and health-focused flavor profiles among consumers, tea-flavored popping boba is gaining traction as a balanced option that merges wellness with innovative taste.

U.S. Popping Boba Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the U.S. popping boba market report based on flavor, application, and distribution channel:

Flavor Outlook (Revenue, USD Million, 2018 - 2030)

Fruit Flavors

Tea Flavors

Coffee Flavors

Chocolate Flavors

Others

Application Outlook (Revenue, USD Million, 2018 - 2030)

Bubble Tea

Frozen Yogurt Toppings

Ice Cream Toppings

Smoothies and Beverages

Others

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Food Service

Retail

Supermarkets & Hypermarkets

Convenience Stores

Online

Others

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