

# 2018-2023 Global Bubble Tea Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Bubble Tea market for 2018-2023.

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.

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.

Over the next five years, LPI(LP Information) projects that Bubble Tea will register a 7.9% CAGR in terms of revenue, reach US\$ 8460 million by 2023, from US\$ 5370 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Bubble Tea market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Original Flavored Bubble Tea

Fruit Flavored Bubble Tea

Other Flavors

Segmentation by application:

Kids (10 years)

Teenagers (25 years)

Adults

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Kung Fu Tea

Gong Cha

Boba Guys

Chatime

ShareTea

8tea5

Quickly

CoCo Fresh

VIVI BUBBLE TEA

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Bubble Tea consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Bubble Tea market by identifying its various subsegments.

Focuses on the key global Bubble Tea manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Bubble Tea with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Bubble Tea submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global Bubble Tea Consumption 2013-2023
  - 2.1.2 Bubble Tea Consumption CAGR by Region
- 2.2 Bubble Tea Segment by Type
  - 2.2.1 Original Flavored Bubble Tea
  - 2.2.2 Fruit Flavored Bubble Tea
  - 2.2.3 Other Flavors
- 2.3 Bubble Tea Consumption by Type
  - 2.3.1 Global Bubble Tea Consumption Market Share by Type (2013-2018)
  - 2.3.2 Global Bubble Tea Revenue and Market Share by Type (2013-2018)
  - 2.3.3 Global Bubble Tea Sale Price by Type (2013-2018)
- 2.4 Bubble Tea Segment by Application
  - 2.4.1 Kids (10 years)
  - 2.4.2 Teenagers (25 years)
  - 2.4.3 Adults
- 2.5 Bubble Tea Consumption by Application
  - 2.5.1 Global Bubble Tea Consumption Market Share by Application (2013-2018)
  - 2.5.2 Global Bubble Tea Value and Market Share by Application (2013-2018)
  - 2.5.3 Global Bubble Tea Sale Price by Application (2013-2018)

### **3 GLOBAL BUBBLE TEA BY PLAYERS**

- 3.1 Global Bubble Tea Sales Market Share by Players
  - 3.1.1 Global Bubble Tea Sales by Players (2016-2018)
  - 3.1.2 Global Bubble Tea Sales Market Share by Players (2016-2018)
- 3.2 Global Bubble Tea Revenue Market Share by Players

- 3.2.1 Global Bubble Tea Revenue by Players (2016-2018)
- 3.2.2 Global Bubble Tea Revenue Market Share by Players (2016-2018)
- 3.3 Global Bubble Tea Sale Price by Players
- 3.4 Global Bubble Tea Manufacturing Base Distribution, Sales Area, Product Types by Players
  - 3.4.1 Global Bubble Tea Manufacturing Base Distribution and Sales Area by Players
  - 3.4.2 Players Bubble Tea Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

## **4 BUBBLE TEA BY REGIONS**

- 4.1 Bubble Tea by Regions
  - 4.1.1 Global Bubble Tea Consumption by Regions
  - 4.1.2 Global Bubble Tea Value by Regions
- 4.2 Americas Bubble Tea Consumption Growth
- 4.3 APAC Bubble Tea Consumption Growth
- 4.4 Europe Bubble Tea Consumption Growth
- 4.5 Middle East & Africa Bubble Tea Consumption Growth

## **5 AMERICAS**

- 5.1 Americas Bubble Tea Consumption by Countries
  - 5.1.1 Americas Bubble Tea Consumption by Countries (2013-2018)
  - 5.1.2 Americas Bubble Tea Value by Countries (2013-2018)
- 5.2 Americas Bubble Tea Consumption by Type
- 5.3 Americas Bubble Tea Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

- 6.1 APAC Bubble Tea Consumption by Countries
  - 6.1.1 APAC Bubble Tea Consumption by Countries (2013-2018)

- 6.1.2 APAC Bubble Tea Value by Countries (2013-2018)
- 6.2 APAC Bubble Tea Consumption by Type
- 6.3 APAC Bubble Tea Consumption by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe Bubble Tea by Countries
  - 7.1.1 Europe Bubble Tea Consumption by Countries (2013-2018)
  - 7.1.2 Europe Bubble Tea Value by Countries (2013-2018)
- 7.2 Europe Bubble Tea Consumption by Type
- 7.3 Europe Bubble Tea Consumption by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Bubble Tea by Countries
  - 8.1.1 Middle East & Africa Bubble Tea Consumption by Countries (2013-2018)
  - 8.1.2 Middle East & Africa Bubble Tea Value by Countries (2013-2018)
- 8.2 Middle East & Africa Bubble Tea Consumption by Type
- 8.3 Middle East & Africa Bubble Tea Consumption by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries



## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

### 9.1 Market Drivers and Impact

#### 9.1.1 Growing Demand from Key Regions

#### 9.1.2 Growing Demand from Key Applications and Potential Industries

### 9.2 Market Challenges and Impact

### 9.3 Market Trends

## **10 MARKETING, DISTRIBUTORS AND CUSTOMER**

### 10.1 Sales Channel

#### 10.1.1 Direct Marketing

#### 10.1.2 Indirect Marketing

### 10.2 Bubble Tea Distributors

### 10.3 Bubble Tea Customer

## **11 GLOBAL BUBBLE TEA MARKET FORECAST**

### 11.1 Global Bubble Tea Consumption Forecast (2018-2023)

### 11.2 Global Bubble Tea Forecast by Regions

#### 11.2.1 Global Bubble Tea Forecast by Regions (2018-2023)

#### 11.2.2 Global Bubble Tea Value Forecast by Regions (2018-2023)

#### 11.2.3 Americas Consumption Forecast

#### 11.2.4 APAC Consumption Forecast

#### 11.2.5 Europe Consumption Forecast

#### 11.2.6 Middle East & Africa Consumption Forecast

### 11.3 Americas Forecast by Countries

#### 11.3.1 United States Market Forecast

#### 11.3.2 Canada Market Forecast

#### 11.3.3 Mexico Market Forecast

#### 11.3.4 Brazil Market Forecast

### 11.4 APAC Forecast by Countries

#### 11.4.1 China Market Forecast

#### 11.4.2 Japan Market Forecast

#### 11.4.3 Korea Market Forecast

#### 11.4.4 Southeast Asia Market Forecast

#### 11.4.5 India Market Forecast

#### 11.4.6 Australia Market Forecast

### 11.5 Europe Forecast by Countries

- 11.5.1 Germany Market Forecast
- 11.5.2 France Market Forecast
- 11.5.3 UK Market Forecast
- 11.5.4 Italy Market Forecast
- 11.5.5 Russia Market Forecast
- 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
  - 11.6.1 Egypt Market Forecast
  - 11.6.2 South Africa Market Forecast
  - 11.6.3 Israel Market Forecast
  - 11.6.4 Turkey Market Forecast
  - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Bubble Tea Forecast by Type
- 11.8 Global Bubble Tea Forecast by Application

## **12 KEY PLAYERS ANALYSIS**

- 12.1 Kung Fu Tea
  - 12.1.1 Company Details
  - 12.1.2 Bubble Tea Product Offered
  - 12.1.3 Kung Fu Tea Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.1.4 Main Business Overview
  - 12.1.5 Kung Fu Tea News
- 12.2 Gong Cha
  - 12.2.1 Company Details
  - 12.2.2 Bubble Tea Product Offered
  - 12.2.3 Gong Cha Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.2.4 Main Business Overview
  - 12.2.5 Gong Cha News
- 12.3 Boba Guys
  - 12.3.1 Company Details
  - 12.3.2 Bubble Tea Product Offered
  - 12.3.3 Boba Guys Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)
  - 12.3.4 Main Business Overview
  - 12.3.5 Boba Guys News
- 12.4 Chatime
  - 12.4.1 Company Details
  - 12.4.2 Bubble Tea Product Offered
  - 12.4.3 Chatime Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

12.4.4 Main Business Overview

12.4.5 Chatime News

12.5 ShareTea

12.5.1 Company Details

12.5.2 Bubble Tea Product Offered

12.5.3 ShareTea Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

12.5.4 Main Business Overview

12.5.5 ShareTea News

12.6 8tea5

12.6.1 Company Details

12.6.2 Bubble Tea Product Offered

12.6.3 8tea5 Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

12.6.4 Main Business Overview

12.6.5 8tea5 News

12.7 Quickly

12.7.1 Company Details

12.7.2 Bubble Tea Product Offered

12.7.3 Quickly Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

12.7.4 Main Business Overview

12.7.5 Quickly News

12.8 CoCo Fresh

12.8.1 Company Details

12.8.2 Bubble Tea Product Offered

12.8.3 CoCo Fresh Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

12.8.4 Main Business Overview

12.8.5 CoCo Fresh News

12.9 VIVI BUBBLE TEA

12.9.1 Company Details

12.9.2 Bubble Tea Product Offered

12.9.3 VIVI BUBBLE TEA Bubble Tea Sales, Revenue, Price and Gross Margin  
(2016-2018)

12.9.4 Main Business Overview

12.9.5 VIVI BUBBLE TEA News

## **13 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Bubble Tea  
Table Product Specifications of Bubble Tea  
Figure Bubble Tea Report Years Considered  
Figure Market Research Methodology  
Figure Global Bubble Tea Consumption Growth Rate 2013-2023 (M Cups)  
Figure Global Bubble Tea Value Growth Rate 2013-2023 (\$ Millions)  
Table Bubble Tea Consumption CAGR by Region 2013-2023 (\$ Millions)  
Figure Product Picture of Original Flavored Bubble Tea  
Table Major Players of Original Flavored Bubble Tea  
Figure Product Picture of Fruit Flavored Bubble Tea  
Table Major Players of Fruit Flavored Bubble Tea  
Figure Product Picture of Other Flavors  
Table Major Players of Other Flavors  
Table Global Consumption Sales by Type (2013-2018)  
Table Global Bubble Tea Consumption Market Share by Type (2013-2018)  
Figure Global Bubble Tea Consumption Market Share by Type (2013-2018)  
Table Global Bubble Tea Revenue by Type (2013-2018) (\$ million)  
Table Global Bubble Tea Value Market Share by Type (2013-2018) (\$ Millions)  
Figure Global Bubble Tea Value Market Share by Type (2013-2018)  
Table Global Bubble Tea Sale Price by Type (2013-2018)  
Figure Bubble Tea Consumed in Kids (10 years)  
Figure Global Bubble Tea Market: Kids (10 years) (2013-2018) (M Cups)  
Figure Global Bubble Tea Market: Kids (10 years) (2013-2018) (\$ Millions)  
Figure Global Kids (10 years) YoY Growth (\$ Millions)  
Figure Bubble Tea Consumed in Teenagers (25 years)  
Figure Global Bubble Tea Market: Teenagers (25 years) (2013-2018) (M Cups)  
Figure Global Bubble Tea Market: Teenagers (25 years) (2013-2018) (\$ Millions)  
Figure Global Teenagers (25 years) YoY Growth (\$ Millions)  
Figure Bubble Tea Consumed in Adults  
Figure Global Bubble Tea Market: Adults (2013-2018) (M Cups)  
Figure Global Bubble Tea Market: Adults (2013-2018) (\$ Millions)  
Figure Global Adults YoY Growth (\$ Millions)  
Table Global Consumption Sales by Application (2013-2018)  
Table Global Bubble Tea Consumption Market Share by Application (2013-2018)  
Figure Global Bubble Tea Consumption Market Share by Application (2013-2018)

Table Global Bubble Tea Value by Application (2013-2018)  
Table Global Bubble Tea Value Market Share by Application (2013-2018)  
Figure Global Bubble Tea Value Market Share by Application (2013-2018)  
Table Global Bubble Tea Sale Price by Application (2013-2018)  
Table Global Bubble Tea Sales by Players (2016-2018) (M Cups)  
Table Global Bubble Tea Sales Market Share by Players (2016-2018)  
Figure Global Bubble Tea Sales Market Share by Players in 2016  
Figure Global Bubble Tea Sales Market Share by Players in 2017  
Table Global Bubble Tea Revenue by Players (2016-2018) (\$ Millions)  
Table Global Bubble Tea Revenue Market Share by Players (2016-2018)  
Figure Global Bubble Tea Revenue Market Share by Players in 2016  
Figure Global Bubble Tea Revenue Market Share by Players in 2017  
Table Global Bubble Tea Sale Price by Players (2016-2018)  
Figure Global Bubble Tea Sale Price by Players in 2017  
Table Global Bubble Tea Manufacturing Base Distribution and Sales Area by Players  
Table Players Bubble Tea Products Offered  
Table Bubble Tea Concentration Ratio (CR3, CR5 and CR10) (2016-2018)  
Table Global Bubble Tea Consumption by Regions 2013-2018 (M Cups)  
Table Global Bubble Tea Consumption Market Share by Regions 2013-2018  
Figure Global Bubble Tea Consumption Market Share by Regions 2013-2018  
Table Global Bubble Tea Value by Regions 2013-2018 (\$ Millions)  
Table Global Bubble Tea Value Market Share by Regions 2013-2018  
Figure Global Bubble Tea Value Market Share by Regions 2013-2018  
Figure Americas Bubble Tea Consumption 2013-2018 (M Cups)  
Figure Americas Bubble Tea Value 2013-2018 (\$ Millions)  
Figure APAC Bubble Tea Consumption 2013-2018 (M Cups)  
Figure APAC Bubble Tea Value 2013-2018 (\$ Millions)  
Figure Europe Bubble Tea Consumption 2013-2018 (M Cups)  
Figure Europe Bubble Tea Value 2013-2018 (\$ Millions)  
Figure Middle East & Africa Bubble Tea Consumption 2013-2018 (M Cups)  
Figure Middle East & Africa Bubble Tea Value 2013-2018 (\$ Millions)  
Table Americas Bubble Tea Consumption by Countries (2013-2018) (M Cups)  
Table Americas Bubble Tea Consumption Market Share by Countries (2013-2018)  
Figure Americas Bubble Tea Consumption Market Share by Countries in 2017  
Table Americas Bubble Tea Value by Countries (2013-2018) (\$ Millions)  
Table Americas Bubble Tea Value Market Share by Countries (2013-2018)  
Figure Americas Bubble Tea Value Market Share by Countries in 2017  
Table Americas Bubble Tea Consumption by Type (2013-2018) (M Cups)  
Table Americas Bubble Tea Consumption Market Share by Type (2013-2018)

Figure Americas Bubble Tea Consumption Market Share by Type in 2017  
Table Americas Bubble Tea Consumption by Application (2013-2018) (M Cups)  
Table Americas Bubble Tea Consumption Market Share by Application (2013-2018)  
Figure Americas Bubble Tea Consumption Market Share by Application in 2017  
Figure United States Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure United States Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Canada Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Canada Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Mexico Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Mexico Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Table APAC Bubble Tea Consumption by Countries (2013-2018) (M Cups)  
Table APAC Bubble Tea Consumption Market Share by Countries (2013-2018)  
Figure APAC Bubble Tea Consumption Market Share by Countries in 2017  
Table APAC Bubble Tea Value by Countries (2013-2018) (\$ Millions)  
Table APAC Bubble Tea Value Market Share by Countries (2013-2018)  
Figure APAC Bubble Tea Value Market Share by Countries in 2017  
Table APAC Bubble Tea Consumption by Type (2013-2018) (M Cups)  
Table APAC Bubble Tea Consumption Market Share by Type (2013-2018)  
Figure APAC Bubble Tea Consumption Market Share by Type in 2017  
Table APAC Bubble Tea Consumption by Application (2013-2018) (M Cups)  
Table APAC Bubble Tea Consumption Market Share by Application (2013-2018)  
Figure APAC Bubble Tea Consumption Market Share by Application in 2017  
Figure China Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure China Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Japan Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Japan Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Korea Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Korea Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Southeast Asia Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Southeast Asia Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure India Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure India Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Australia Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Australia Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Table Europe Bubble Tea Consumption by Countries (2013-2018) (M Cups)  
Table Europe Bubble Tea Consumption Market Share by Countries (2013-2018)  
Figure Europe Bubble Tea Consumption Market Share by Countries in 2017  
Table Europe Bubble Tea Value by Countries (2013-2018) (\$ Millions)  
Table Europe Bubble Tea Value Market Share by Countries (2013-2018)

Figure Europe Bubble Tea Value Market Share by Countries in 2017  
Table Europe Bubble Tea Consumption by Type (2013-2018) (M Cups)  
Table Europe Bubble Tea Consumption Market Share by Type (2013-2018)  
Figure Europe Bubble Tea Consumption Market Share by Type in 2017  
Table Europe Bubble Tea Consumption by Application (2013-2018) (M Cups)  
Table Europe Bubble Tea Consumption Market Share by Application (2013-2018)  
Figure Europe Bubble Tea Consumption Market Share by Application in 2017  
Figure Germany Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Germany Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure France Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure France Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure UK Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure UK Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Italy Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Italy Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Russia Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Russia Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Spain Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Spain Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Table Middle East & Africa Bubble Tea Consumption by Countries (2013-2018) (M Cups)  
Table Middle East & Africa Bubble Tea Consumption Market Share by Countries (2013-2018)  
Figure Middle East & Africa Bubble Tea Consumption Market Share by Countries in 2017  
Table Middle East & Africa Bubble Tea Value by Countries (2013-2018) (\$ Millions)  
Table Middle East & Africa Bubble Tea Value Market Share by Countries (2013-2018)  
Figure Middle East & Africa Bubble Tea Value Market Share by Countries in 2017  
Table Middle East & Africa Bubble Tea Consumption by Type (2013-2018) (M Cups)  
Table Middle East & Africa Bubble Tea Consumption Market Share by Type (2013-2018)  
Figure Middle East & Africa Bubble Tea Consumption Market Share by Type in 2017  
Table Middle East & Africa Bubble Tea Consumption by Application (2013-2018) (M Cups)  
Table Middle East & Africa Bubble Tea Consumption Market Share by Application (2013-2018)  
Figure Middle East & Africa Bubble Tea Consumption Market Share by Application in 2017  
Figure Egypt Bubble Tea Consumption Growth 2013-2018 (M Cups)

Figure Egypt Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure South Africa Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure South Africa Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Israel Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Israel Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure Turkey Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure Turkey Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Figure GCC Countries Bubble Tea Consumption Growth 2013-2018 (M Cups)  
Figure GCC Countries Bubble Tea Value Growth 2013-2018 (\$ Millions)  
Table Bubble Tea Distributors List  
Table Bubble Tea Customer List  
Figure Global Bubble Tea Consumption Growth Rate Forecast (2018-2023) (M Cups)  
Figure Global Bubble Tea Value Growth Rate Forecast (2018-2023) (\$ Millions)  
Table Global Bubble Tea Consumption Forecast by Countries (2018-2023) (M Cups)  
Table Global Bubble Tea Consumption Market Forecast by Regions  
Table Global Bubble Tea Value Forecast by Countries (2018-2023) (\$ Millions)  
Table Global Bubble Tea Value Market Share Forecast by Regions  
Figure Americas Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Americas Bubble Tea Value 2018-2023 (\$ Millions)  
Figure APAC Bubble Tea Consumption 2018-2023 (M Cups)  
Figure APAC Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Europe Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Europe Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Middle East & Africa Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Middle East & Africa Bubble Tea Value 2018-2023 (\$ Millions)  
Figure United States Bubble Tea Consumption 2018-2023 (M Cups)  
Figure United States Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Canada Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Canada Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Mexico Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Mexico Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Brazil Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Brazil Bubble Tea Value 2018-2023 (\$ Millions)  
Figure China Bubble Tea Consumption 2018-2023 (M Cups)  
Figure China Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Japan Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Japan Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Korea Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Korea Bubble Tea Value 2018-2023 (\$ Millions)



Figure Southeast Asia Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Southeast Asia Bubble Tea Value 2018-2023 (\$ Millions)  
Figure India Bubble Tea Consumption 2018-2023 (M Cups)  
Figure India Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Australia Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Australia Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Germany Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Germany Bubble Tea Value 2018-2023 (\$ Millions)  
Figure France Bubble Tea Consumption 2018-2023 (M Cups)  
Figure France Bubble Tea Value 2018-2023 (\$ Millions)  
Figure UK Bubble Tea Consumption 2018-2023 (M Cups)  
Figure UK Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Italy Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Italy Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Russia Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Russia Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Spain Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Spain Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Egypt Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Egypt Bubble Tea Value 2018-2023 (\$ Millions)  
Figure South Africa Bubble Tea Consumption 2018-2023 (M Cups)  
Figure South Africa Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Israel Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Israel Bubble Tea Value 2018-2023 (\$ Millions)  
Figure Turkey Bubble Tea Consumption 2018-2023 (M Cups)  
Figure Turkey Bubble Tea Value 2018-2023 (\$ Millions)  
Figure GCC Countries Bubble Tea Consumption 2018-2023 (M Cups)  
Figure GCC Countries Bubble Tea Value 2018-2023 (\$ Millions)  
Table Global Bubble Tea Consumption Forecast by Type (2018-2023) (M Cups)  
Table Global Bubble Tea Consumption Market Share Forecast by Type (2018-2023)  
Table Global Bubble Tea Value Forecast by Type (2018-2023) (\$ Millions)  
Table Global Bubble Tea Value Market Share Forecast by Type (2018-2023)  
Table Global Bubble Tea Consumption Forecast by Application (2018-2023) (M Cups)  
Table Global Bubble Tea Consumption Market Share Forecast by Application (2018-2023)  
Table Global Bubble Tea Value Forecast by Application (2018-2023) (\$ Millions)  
Table Global Bubble Tea Value Market Share Forecast by Application (2018-2023)  
Table Kung Fu Tea Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kung Fu Tea Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Kung Fu Tea Bubble Tea Market Share (2016-2018)

Table Gong Cha Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Gong Cha Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Gong Cha Bubble Tea Market Share (2016-2018)

Table Boba Guys Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Boba Guys Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Boba Guys Bubble Tea Market Share (2016-2018)

Table Chatime Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Chatime Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Chatime Bubble Tea Market Share (2016-2018)

Table ShareTea Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table ShareTea Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure ShareTea Bubble Tea Market Share (2016-2018)

Table 8tea5 Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table 8tea5 Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure 8tea5 Bubble Tea Market Share (2016-2018)

Table Quickly Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Quickly Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Quickly Bubble Tea Market Share (2016-2018)

Table CoCo Fresh Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table CoCo Fresh Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure CoCo Fresh Bubble Tea Market Share (2016-2018)

Table VIVI BUBBLE TEA Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table VIVI BUBBLE TEA Bubble Tea Sales, Revenue, Price and Gross Margin (2016-2018)

Figure VIVI BUBBLE TEA Bubble Tea Market Share (2016-2018)

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