

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 spilt 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.

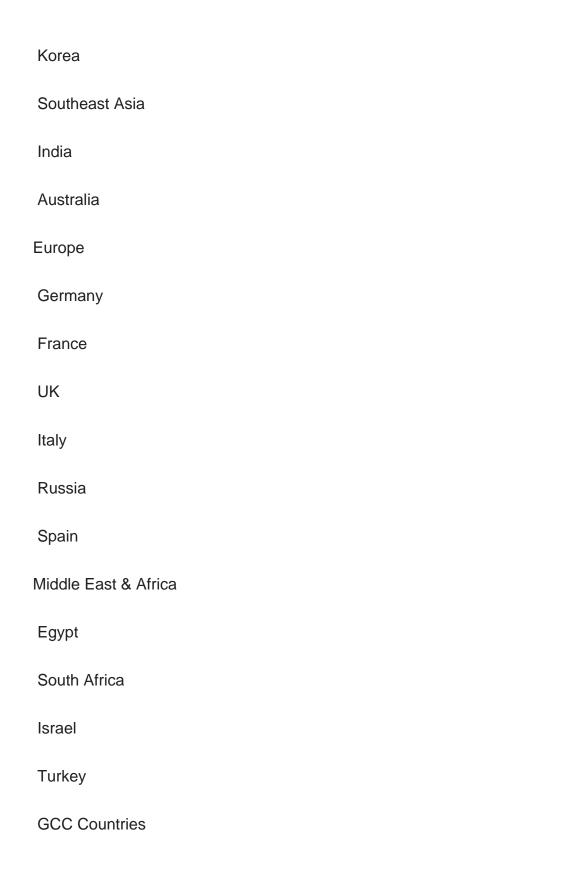


To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

	e sales of the following segments.
Segme	ntation by product type:
	Original Flavored Bubble Tea
	Fruit Flavored Bubble Tea
	Other Flavors
Segme	ntation by application:
	Kids (10 years)
	Teenagers (25 years)
	Adults
This rep	port also splits the market by region:
	Americas
	United States
	Canada
	Mexico
	Brazil
	APAC
	China

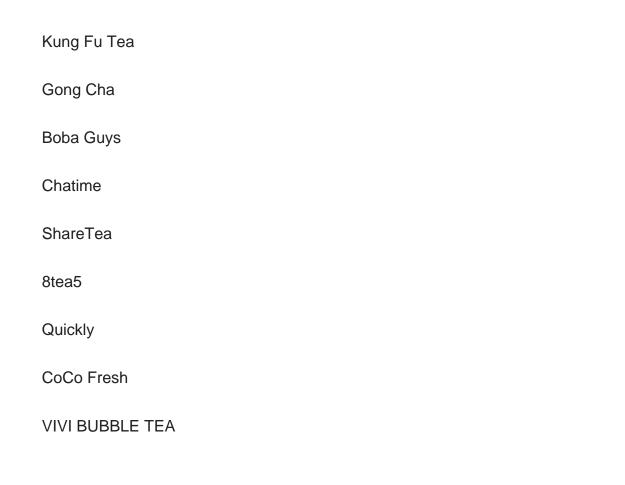
Japan





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:





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.



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