

Global Bubble Tea Market Growth 2025-2031

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Abstracts

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The global Bubble Tea market size is predicted to grow from US\$ 13080 million in 2025 to US\$ 38680 million in 2031; it is expected to grow at a CAGR of 19.8% from 2025 to 2031.

Bubble tea (also known as pearl milk tea, bubble milk tea, boba juice, boba tea, or simply boba) is a China 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.

Chatime, Coco Fresh, Gong Cha and Quickly are the main manufacturers of bubble milk tea, with the top three accounting for about 15% of the whole market.

Asia-Pacific is estimated to have a major share in the global market with nearly 60%.

LP Information, Inc. (LPI) ' newest research report, the "Bubble Tea Industry Forecast" looks at past sales and reviews total world Bubble Tea sales in 2024, providing a comprehensive analysis by region and market sector of projected Bubble Tea sales for 2025 through 2031. With Bubble Tea sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Bubble Tea industry.

This Insight Report provides a comprehensive analysis of the global Bubble Tea

landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Bubble Tea portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Bubble Tea market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Bubble Tea and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Bubble Tea.

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

Segmentation by Type:

Classic/Original

Fruit Flavored

Other Flavors

Segmentation by Application:

18-25 years old

26-35 years old

36-45 years old

Other Groups

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Kung Fu Tea

Gong Cha

Boba Guys

Chatime

ShareTea

8tea5

Quickly

CoCo Fresh

ViVi Bubble Tea

Key Questions Addressed in this Report

What is the 10-year outlook for the global Bubble Tea market?

What factors are driving Bubble Tea market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Bubble Tea market opportunities vary by end market size?

How does Bubble Tea break out by Type, by Application?

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