

Global Freshly Made Tea Shop Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Freshly Made Tea Shop market size is predicted to grow from US\$ 116182 million in 2025 to US\$ 335467 million in 2032; it is expected to grow at a CAGR of 15.6% from 2026 to 2032.

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.

LPI (LP Information)' newest research report, the “Freshly Made Tea Shop Industry Forecast” looks at past sales and reviews total world Freshly Made Tea Shop sales in 2025, providing a comprehensive analysis by region and market sector of projected Freshly Made Tea Shop sales for 2026 through 2032. With Freshly Made Tea Shop sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Freshly Made Tea Shop industry.

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

accelerating global Freshly Made Tea Shop market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Freshly Made Tea Shop 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 Freshly Made Tea Shop.

This report presents a comprehensive overview, market shares, and growth opportunities of Freshly Made Tea Shop market by product type, application, key players and key regions and countries.

Segmentation by Type:

Milk-based Tea

Fruit Tea

Pure Brewed Tea

Others

Segmentation by Processing & Craft:

Fresh Brewed (Hot-brew)

Cold Brew / Iced Extraction

Others

Segmentation by Price Tier:

Value / Mass

Mid-range

Premium

Others

Segmentation by Application:

Offline Store

Online Sales

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 analyzing the company's coverage, product portfolio, its market penetration.

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

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