

Global Bubble Tea Market

<https://marketpublishers.com/r/GF384B25CADEN.html>

Date: November 2018

Pages: 0

Price: US\$ 3,995.00 (Single User License)

ID: GF384B25CADEN

Abstracts

Bubble Tea Market Overview:

Bubble tea, also known as bubble milk tea, pearl milk tea, boba juice, boba, or boba tea, is a Taiwanese tea-based drink invented in Tainan and Taichung during 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 added. Ice-blended bubble teas are mixed with fruit or syrup, resulting in a slushy consistency. Different varieties of the drink with a wide range of ingredients are available in the market. The green tea with tapioca, mango flavor bubble tea, and (Black) bubble milk tea with tapioca are among the most popular varieties of bubble milk consumed throughout the world.

Introduction of healthy ingredients in tea by different market players and low prices of bubble tea drive the growth of the global bubble tea market. However, health issues due to excess amount of preservatives in these drinks and trend of coffee consumption are the key factors expected restricting the market growth. Introduction of new blends and flavors as well as increase in demand for this product among the young population are expected to provide lucrative opportunities for market expansion.

The global bubble tea market is segmented based on type into type, application, and region. Based on the type, the market is divided into original flavor bubble tea, fruit flavor bubble tea, and other flavors. Based on application, it is classified into kid, teenager, and others. Based on region, it is analyzed across North America, Europe, Asia-Pacific, South America, Middle East, and Africa.

Market Dynamics Drivers

A wide range of bubble tea and related products are distributed through various

retail channels such as hypermarkets, supermarkets, convenience stores, discounters, forecourt retailers, and grocery stores. These stores act as global marketing tools that assist in building an impressive premium image and increase brand exposure of a wide variety of bubble tea products

The raw materials used for the production of bubble tea are priced lower than other similar beverages such as coffee beverages, which facilitates higher profit margin, thereby acting as one of the major driving forces of this market.

The demand for bubble tea is driven by different health benefits associated with it. For instance, it is rich in antioxidants such as polyphenols, including flavonoids, and catechins.

Restraints

This mass-produced bubble tea contains large volumes of artificial preservatives & color, which increases their shelf life and makes it look attractive to drink. The use of artificial preservatives & color in bubble tea leads to various health problems in the long run.

Coffee and coffee-related products such as cold coffee, caf latte, and cappuccino also act as refreshing drinks, similar to bubble tea, and thus can replace bubble tea among consumers. Moreover, coffee has proven to lower the risk of type 2 diabetes and prevent certain type of cancers. This makes it an ideal choice for health and refreshment.

Market Players

Some of the leading manufacturers profiled in this report are Kung Fu Tea, Gong Cha, Boba Guys, Chatime, Share Tea, 8tea5, Quickly, Coco Fresh, and Vivi Bubble Tea.

MARKET SEGMENTATION

By Type

Original Flavor Bubble Tea

Fruit Flavor Bubble Tea

Other Flavors

By Application

Kid

Teenager

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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