

# **Bubble Food and Beverages Market Forecasts to 2034 – Global Analysis By Product (Bubble Tea, Desserts and Other Products), By Source (Tapioca-Based and Bursting Bubble), Distribution Channel and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Bubble Food and Beverages Market is accounted for \$6.9 billion in 2026 and is expected to reach \$16.1 billion by 2034 growing at a CAGR of 11.2% during the forecast period. Bubble food and beverages refer to culinary items that incorporate edible bubbles as a unique and innovative element. These bubbles are typically created using techniques such as molecular gastronomy, using ingredients like agar or gelatin to encapsulate flavors within a thin membrane.

According to research from IBISWorld, the number of bubble tea shops in the US has reached 3,096 as of 2022, marking a substantial increase of 23.4% from the previous year, with the upward trend appearing to continue unabated. According to data from QianZhen Industry Research Institute, the value of the tea-related beverage market in China reached 53.7 billion yuan (about \$7.63 billion) in 2018.

### **Market Dynamics:**

#### **Driver:**

Increasing popularity of bubble tea and social media influence

The rising popularity of bubble tea is propelled by several drivers, including social media influence. Platforms like Instagram and TikTok showcase visually appealing and

customizable bubble tea options, driving a trend where consumers actively share their experiences, creating a buzz around the beverage. The unique combination of tapioca pearls, diverse flavors, and customizable options appeals to a younger demographic seeking novel and shareable experiences, amplifying the beverage's reach and demand through social media virality.

**Restraint:**

High dependence on specific ingredients

High dependence on specific ingredients acts as a restraint within various industries, particularly in food and beverage production. Reliance on specific ingredients can lead to supply chain vulnerabilities, price fluctuations or scarcity due to factors like climate change, geopolitical issues, or market conditions. This dependency poses risks to consistent production, quality control and cost stability. Diversification or substitution becomes challenging, impacting product availability, potentially limiting innovation, and imposing constraints on manufacturers within the sector.

**Opportunity:**

Increasing awareness and interest in Asian cultures

The rising awareness and interest in Asian cultures present a notable opportunity across various industries. This trend sparks increased demand for authentic Asian cuisines, cultural experiences and products, including traditional foods, beverages and entertainment. This growing fascination encourages cross-cultural exchanges, fostering diverse culinary explorations and innovative fusion creations. Businesses can leverage this interest by introducing authentic Asian flavors, cultural events, and unique experiences, tapping into a receptive market seeking diverse and immersive cultural encounters.

**Threat:**

Competition from established beverage and snack categories

Well-established brands hold consumer trust, have extensive distribution networks and have robust marketing strategies. Introducing bubble food and beverages faces the challenge of diverting consumer preferences from familiar choices. Convincing consumers to shift from trusted brands to innovative bubble culinary experiences

requires significant marketing efforts and product differentiation to carve a niche within a competitive market, posing a substantial challenge for new entrants.

### **Covid-19 Impact:**

The COVID-19 pandemic disrupted the bubble food and beverage industry significantly. Restaurant closures, event cancellations and stringent health protocols limited experiential dining, impacting the adoption of innovative culinary trends like bubble foods. Supply chain disruptions and economic uncertainties also hindered product introductions and marketing efforts. Consumer priorities shifted towards essential items, reducing the demand for novel food experiences. These factors collectively slowed the growth and adoption of bubble food and beverages during the pandemic.

The bubble tea segment is expected to be the largest during the forecast period

The bubble tea segment is poised to be the largest during the forecast period due to its established market presence and widespread popularity. With a global consumer base, particularly in Asia and expanding rapidly worldwide, bubble tea has gained immense traction. Its diverse flavors, tapioca pearls (boba) and customizable options cater to varied preferences, attracting a wide demographic. Moreover, continuous innovations in flavors, ingredient and presentation further fuel the sustained growth and dominance of the bubble tea segment.

The on-trade segment is expected to have the highest CAGR during the forecast period

The on-trade segment is projected to experience a favorable growth rate during the forecast period due to factors like easing pandemic restrictions and the resurgence of dining out and social activities. As restaurants, bars and entertainment venues reopen, there's a growing consumer inclination toward experiential dining and novel culinary offerings like bubble food and beverages. This renewed consumer interest in unique dining experiences is anticipated to drive significant growth and adoption within the on-trade segment.

### **Region with largest share:**

Asia Pacific is positioned to lead in market share due to the widespread popularity and cultural significance of bubble tea in the region. With a strong consumer base in countries like Taiwan, China, South Korea and Japan, the demand for diverse and innovative bubble tea offerings is robust. The continual emergence of new flavors and

variations, coupled with the region's deep-rooted tea culture, contributes to Asia Pacific's dominance in the market, making it a key driver of the global bubble tea industry.

### **Region with highest CAGR:**

The North American region is positioned for significant growth due to factors such as increasing consumer awareness and demand for unique food experiences, coupled with a growing trend of adopting innovative culinary offerings like bubble food and beverages. The region's diverse and dynamic food culture, coupled with a consumer base that appreciates novel trends, creates a favorable environment for the expansion of the bubble food and beverage market. This, combined with the region's economic stability, presents substantial growth opportunities.

### **Key players in the market**

Some of the key players in Bubble Food And Beverages Market include AB World Foods, Anheuser-Busch InBev, Campbell Soup Company, Chen En Foods, Constellation Brands, Danone, Diageo, Ferrero, General Mills, Heineken, Kellogg's, Keurig Dr Pepper, Mars, Incorporated, Mondelez International, Nestle, PepsiCo, Suntory Holdings Limited, Tealive, The Coca-Cola Company, The Hershey Company, The Kraft Heinz Company and Unilever plc.

### **Key Developments:**

In November 2022, Malaysian bubble tea chain Tealive launches first store in Canada. The company, owned by food and beverage operator Loob Holding, said it will open 50 outlets across Canada in the next five years before a potential move into the US market.

In October 2022, Chen En Foods, a bubble tea ingredients supplier, established for over three decades in Taiwan, is in search of new business partners, such as wholesalers, importers and distributors in the U.S.

### **Products Covered:**

Bubble Tea

Desserts

Fruit Snacks

Fruits Beverages

Other Products

Sources Covered:

Tapioca-Based

Bursting Bubble

Distribution Channels Covered:

On-trade

Off-trade

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

#### South America

Argentina

Brazil

Chile

Rest of South America

#### Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and

strategic alliances

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