

Tapioca Pearls Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Size (Small (Less than 5 mm), Medium (5 – 8 mm), Large (More than 8 mm)), By Application (Food Service, Bakery & Confectionery, Residential), By Flavor (Peach, Mango, Chocolate, Strawberry, Pomegranate, and Others), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Convenience Stores, Online, and Others (Direct Sales, etc.)), By Region, By Company

<https://marketpublishers.com/r/T00F7318B01FEN.html>

Date: September 2023

Pages: 185

Price: US\$ 4,900.00 (Single User License)

ID: T00F7318B01FEN

Abstracts

The global tapioca pearls market is anticipated to grow during the forecast period owing to the rising consumption of coffee and tea as nootropic beverages among the working-class population, as well as the trend of drinking Taiwanese bubble tea, also known as boba tea.

The delicious translucent spheres known as tapioca pearls or tapioca balls are created from tapioca, a starch extracted from the cassava root. They were first used in Southeast Asian cuisine as a less expensive substitute for sago. They are most frequently referred to as pearls or boba when used as a component of bubble tea. The starch pearls typically have a diameter of five to ten millimeters (0.2 to 0.4 inches). Tapioca pearls can be manufactured to have a variety of colors and textures by adding various components, such as water, sugar, or another kind of sweetener, like honey. Tapioca pearls come in multiple colors and sizes, including transparent, flavored, popping, and trim. To make tapioca pearls sweet and chewy, they are frequently dipped

in sugar syrup. They are commonly added to teas for their texture; the beverage usually provides the flavor.

In the food and beverage industry, tapioca pearl sales are anticipated to increase quickly. These are frequently used to make liquid foods such as pudding thicker. Additionally, as a stabilizing ingredient, they are utilized in cosmetics, adhesives, and textiles.

Owing to their high folate, magnesium, iron, and calcium content, healthcare practitioners frequently advise pregnant women to consume foods and beverages that include tapioca pearls. Demand for tapioca pearls is expected to increase during the forecast period owing to rise in healthcare awareness among consumers.

The traditional tapioca pearls include pearl sago, landang, and kaong, which are created from local starch sources such as palm hearts or glutinous rice. They can be found in many foods and beverages, including halo-halo, bilo-bilo, binignit, es campur, and es doger. One is tapioca pearls, which started as a less expensive substitute for pearl sago. They can be used indiscriminately and taste essentially identical.

Expert Tapioca Pearls “Puly” Bringing Award-Winning Products to Singapore and Fine Food Australia in 2022 for FHA Food & Beverage Asia. Every day, the firm produces at least 400,000 packets of instant boba.

Rising Popularity of Bubble Tea Boosts Market Growth

Increasing popularity of bubble tea as a healthy option for consumers drives the demand for tapioca pearls worldwide during the forecast period. Researchers have discovered that hot liquids such as bubble tea with a reasonable number of calories and fat, , can improve brain function and concentration. This element is also anticipated to fuel this market’s expansion. Although, green or black tea is typically used to make bubble tea, it can also have a lot of sugar. Depending on the taste, a 16-ounce serving of bubble tea may have between 36 and 65 grams of sugar. As a result, regularly consuming bubble tea can raise someone's chance of developing diabetes, obesity, and heart disease. Owing to the global trend of drinking Taiwanese bubble tea, often known as boba tea, it has recently seen a significant increase in popularity.

Health Benefits Aids the Market Growth

The starch required to make tapioca comes from the cassava root, a tuber that is a

common food source worldwide. In addition to serving as a source of daily nutrition for millions of people worldwide, tapioca has gained popularity as a gluten-free baking alternative. The minerals included in tapioca pearls can have a significant positive impact on health. For instance, calcium is crucial for maintaining bone health and preventing the onset of osteoporosis. Iron, an essential mineral that aids in the movement of oxygen throughout the body, is also present in tapioca. There are no saturated fats in tapioca. It has been discovered that reducing saturated fat lowers the risk of heart disease. For people watching their dietary cholesterol and saturated fat intake, tapioca pearls are a healthy option because it has no fat or cholesterol. Tapioca has a shallow sodium content. Therefore, tapioca pearls have numerous health benefits which are expected to fuel the demand and growth of the market worldwide during the forecast period.

Increasing Number of Product Launches Drive the Market Demand

Companies are launching new products to attract customers, increasing the demand and growth of the tapioca pearls market globally. For instance, in 2022, Jamba launched two new offerings in tapioca pearls with new flavors such as strawberry bursting boba, and sweet tapioca boba pearls. For a burst of additional taste thrill, Jamba fans may now add Strawberry Bursting Boba and Sweet Tapioca Boba Pearls to their favorite Jamba menu items. Jamba customers can add Strawberry Bursting Boba and Sweet Tapioca Boba Pearls to any Jamba menu item for an extra flavorful, enjoyable, and customizable touch. Both Strawberry Bursting Boba, which adds a burst of fruit taste, and Sweet Tapioca Boba Pearls, which offer a tiny flash of subtly sweet flavor, are mouthwatering and flavorful variations readily available. Therefore, increasing number of product launches by the companies is fueling the growth of the global tapioca pearls market during the forecast period.

Market Segmentation

The global tapioca pearls market is segmented on the basis of size, application, flavor, Sales Channel, and region. Based on size, the market is further segmented into small (less than 5 mm), medium (5 - 8 mm), and large (more than 8 mm). Based on the application, the market is further split into food service, bakery & confectionery, and residential. Based on flavor, the market is further segmented into peach, mango, chocolate, strawberry, pomegranate, and others. Based on sales channel, the market is further segmented into supermarkets/hypermarkets, departmental stores, convenience stores, online, and others (direct sales, etc.). The market analysis also studies regional segmentation to devise regional market segmentation.

Company Profile

US Boba Company Inc., American Key Products, Inc., Ditiantai International Enterprise Co., Ltd., Andes Food Co., Ltd., World Finer Foods, LLC, Thai Wah Public Company Limited, Lollicup USA Inc., Sunnysyrup Food Co, Ltd., TING JEAN FOODS INDUSTRY CO., LTD., and Chen En Food Product Enterprise Co., Ltd. are the major players that are driving the global tapioca pearls market.

Report Scope:

In this report, the global tapioca pearls market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Tapioca Pearls Market, By Size:

Small (Less than 5 mm)

Medium (5 – 8 mm)

Large (More than 8 mm)

Tapioca Pearls Market, By Application:

Food Service

Bakery & Confectionery

Residential

Tapioca Pearls Market, By Flavor:

Peach

Mango

Chocolate

Strawberry

Pomegranate

Others

Tapioca Pearls Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Convenience Stores

Online

Others

Tapioca Pearls Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global tapioca pearls market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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