



# Global Bubble Tea Market Size study Report

Global Bubble Tea Market valued approximately USD 1945.6 million in 2016 is anticipated to grow with a healthy growth rate of more than 8.5% over the forecast period 2018-2025. Bubble tea is a widely consumed flavored beverage containing tea as the basic component, along with chewy tapioca balls. It originated in Taiwan and is known by various names such as pearl milk tea, bubble milk tea, boba juice, boba tea, or simply bubble tea.



The bubble tea market is driven by cost-effective price and health benefits associated with bubble tea. It offers various health benefits owing to presence of polyphenols working as antioxidants, vitamins, trace minerals; and different amino acids resulting in stronger immunity, lower cholesterol, increased metabolism, prevention of cancer, and more. In addition, the presence of small amount of caffeine makes it a mild stimulant preventing fatigue. However, the addition of artificial preservatives & color and presence of excess sugar in bubble tea restrain the market growth. The introduction of new flavors of bubble tea and decreases in demand for carbonated drinks provide opportunities for market expansion.

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**The regional analysis of Global Bubble Tea Market is considered for the key regions** such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America and Asia-Pacific collectively accounted for more than 83% of the global bubble tea industry, in terms of value. This is due to the rapid gain in popularity of the bubble tea in these regions and its lower price. Europe is projected to grow at the highest rate, followed by Asia-Pacific, owing to increase in health benefits offered by consumption of bubble tea.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By End User:**

- o Kids
- o Teenager
- o Adults

**By Type:**

- o Original Bubble Tea
- o Fruit Flavoured Bubble Tea
- o Others

**By Regions:**

- o North America
- o U.S.
- o Canada
- o Europe
- o UK
- o Germany
- o Asia Pacific
- o China
- o India
- o Japan
- o Latin America
- o Brazil
- o Mexico
- o Rest of the World

**Furthermore, years considered for the study are as follows:**

- o Historical year 2015, 2016
- o Base year 2017
- o Forecast period 2018 to 2025

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The industry is seeming to be fairly competitive. Some of the leading market players include Lollicup USA Inc, Cuppo Tea Company, Bubble Tea House Company., Ten Ren ĭ ½ s Tea Time, Boba Box Limited, Sumos Sdn Bhd, Gong Cha USA, Boba Tea Company, Troika JC (Qbubble), Fokus.Inc., Kung Fu Tea, Boba Guys Inc, Chatime, ShareTea, Kualkeli Enterprises co Ltd, 8tea5, Coco International Co Ltd, Vivi Bubble and so on. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous technological innovations are the key strategies adopted by the major players.

**Target Audience of the Global Bubble Tea Market in Market Study:**

- o Key Consulting Companies & Advisors
- o Large, medium-sized, and small enterprises
- o Venture capitalists
- o Value-Added Resellers (VARs)
- o Third-party knowledge providers
- o Investment bankers
- o Investors

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