

Boba in the United States

What? —

Boba milk tea, also known as “bubble tea” or “pearl milk tea” depending on who you ask, is a Taiwanese-originated drink that consists of chewy tapioca balls and some sort of mixture involving milk, tea, and optional added flavors (through fresh ingredients or syrup).¹

Why? —

Over the past few decades, boba tea has become increasingly popular within the United States. This data visualization delves into how different “boba scenes” have developed in different areas around the country, and general insights into each city’s own boba business data.

How was this data collected? —

The businesses (in various cities) were collected via the Yelp Fusion API;² each business lists “Bubble Tea” as one of their categories. The cities (San Francisco, San Jose, Los Angeles, Philadelphia, Boston, Seattle, New York City, and Chicago) were taken from a list of most populous cities in the US, and also have more than 25 “bubble tea” business entries on Yelp.

Explore Visualizations



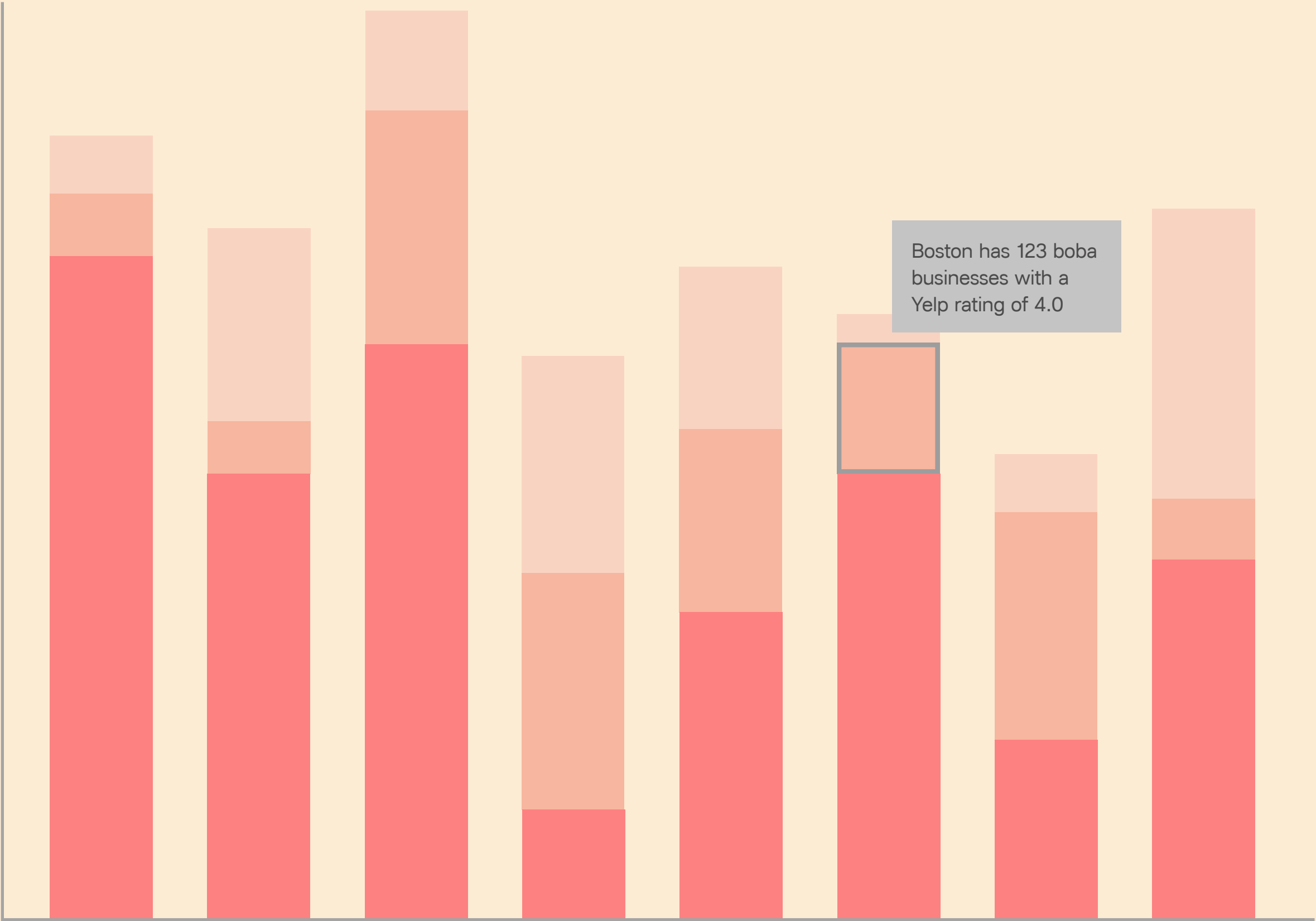
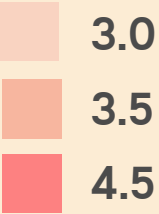
¹ http://en.wikipedia.org/wiki/Bubble_tea

² <https://www.yelp.com/developers/documentation/v3>

Number of Boba Establishments

Show Yelp ratings

▼



Boston has 123 boba businesses with a Yelp rating of 4.0

Takeaways

The most popular boba chain in the United States is Placeholder Tea (500 establishments).

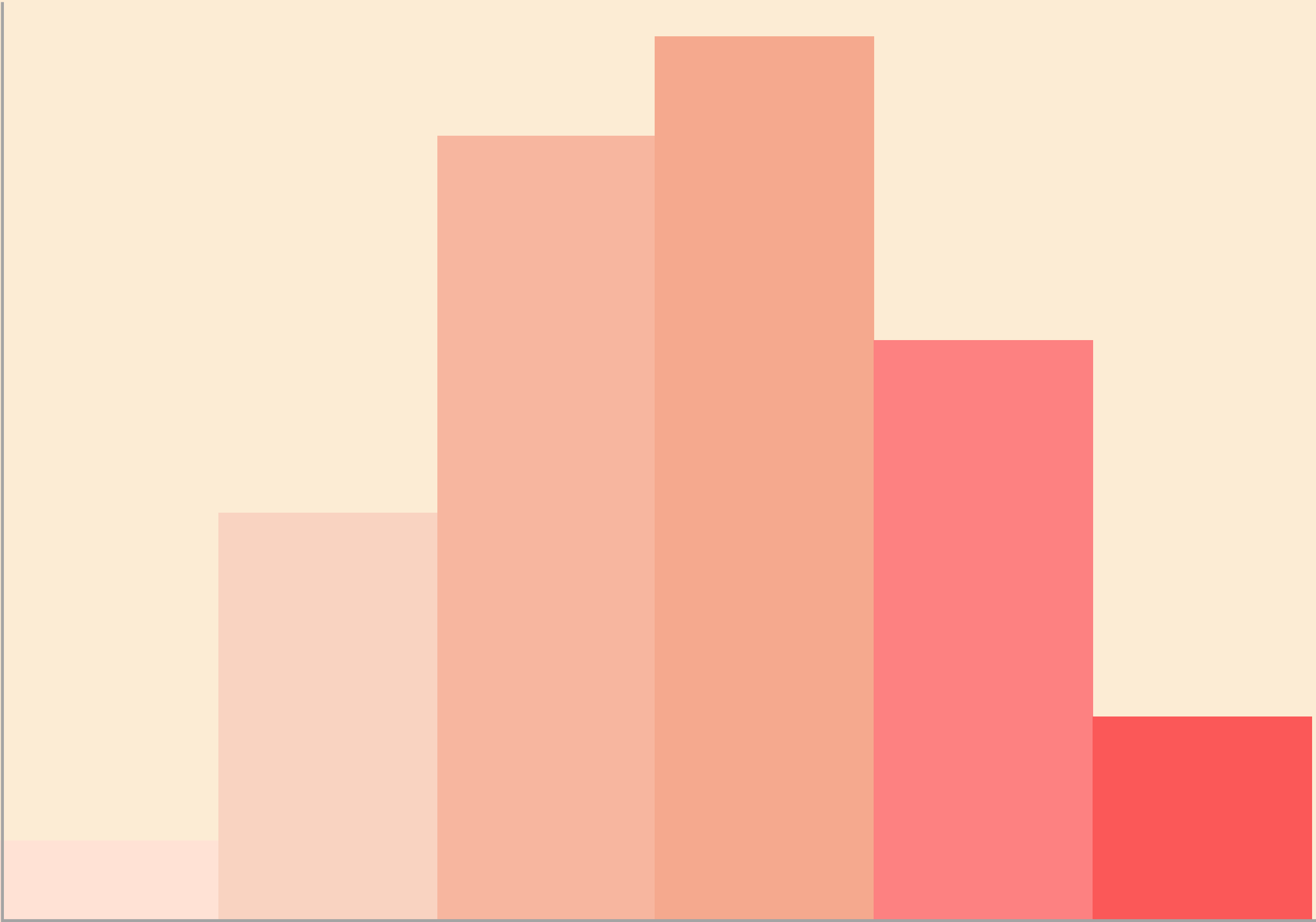
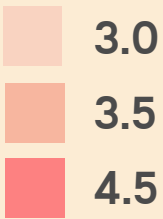
The most common rating for boba establishments is 3.5 (400 establishments).

Cities

Boba Establishments by City

Boston

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Takeaways

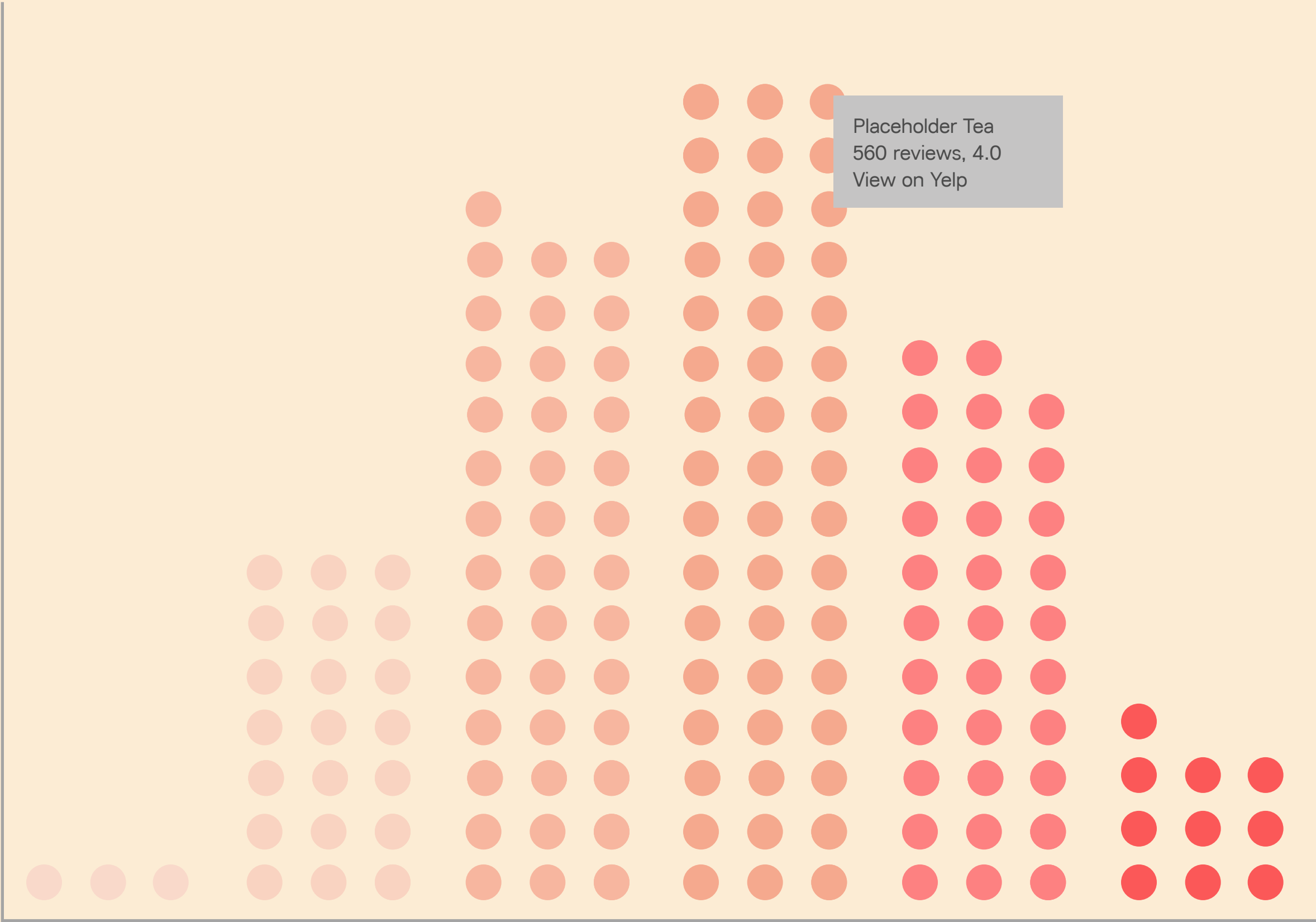
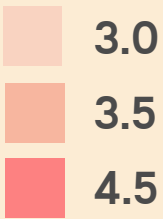
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Boba Establishments by City

Boston

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Placeholder Tea
560 reviews, 4.0
[View on Yelp](#)

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