

# Bubble Tea Market is estimated to be US\$ 5.33 billion by 2030 with a CAGR of 7.8% during the forecast period

[Bubble Tea Market](#) accounted for US\$ 2.54 billion in 2020 and is estimated to be US\$ 5.33 billion by 2030 and is anticipated to register a CAGR of 7.8%. Bubble tea is a Taiwanese beverage produced by blending a tea base with milk, fruit, and fruit juices, then topping with the trademark "bubbles" - delicious tapioca pearls that sit at the bottom. Bubble tea is a tea-based beverage that is extensively eaten around the world due to its beneficial features such as low fat and calorie content, antioxidant content, anti-inflammatory properties, and anti-carcinogenic properties. Bubble tea, also known as pearl milk tea or boba juice, is produced with tea as the main ingredient and chewy tapioca balls for a more enjoyable experience.

The report "Global Bubble Tea Market, By Ingredient (Black Tea, Green Tea, Oolong Tea, and White Tea), By Flavor (Original, Coffee, Fruit, Chocolate, and Others), By Component (Flavor, Creamer, Sweetener, Liquid, Tapioca pearls, and Others) and By Region (North America, Latin America, Europe, Middle East, Asia Pacific, and Africa) - Trends, Analysis and Forecast till 2030"

## Key Highlights:

- In January 2022, 'Tis the season for bubble tea addicts to be jolly! As Chinese New Year approaches, new exciting festive themed bubble teas will inevitably start popping out everywhere. Right on cue, eight bubble tea establishments in Singapore have launched new drinks.
- In October 2021, Del Monte Foods announces the launch of their newest innovation, Joyba™ Bubble Tea, available now in select markets. Made with real brewed fruit flavored tea and popping boba, Joyba brings the bubble tea experience to stores for consumers to be able to enjoy anytime, anywhere.

## Analyst View:

Due to its growing popularity, bubble tea has been gaining traction in new markets. Furthermore, rising consumer awareness of health benefits and adoption of healthy beverages such as green tea, black tea, oolong tea, and white tea are driving market expansion. Furthermore, the expansion of the bubble tea market is fueled by an increase in the consumption of flavoured bubble tea among the younger population. Furthermore, intense advertising and celebrity endorsements have aided the global market's rise. However, the high sugar content of these drinks, which can cause health problems, and the rising popularity of coffee are projected to limit market expansion. Furthermore, because bubble tea contains chemical preservatives, customers are shifting their preferences toward organic beverages, putting a strain on the industry.

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**Key Market Insights from the report:**

Global Bubble Tea Market accounted for US\$ 2.54 billion in 2020 and is estimated to be US\$ 5.33 billion by 2030 and is anticipated to register a CAGR of 7.8%. Global Bubble Tea is segmented into Ingredient, Flavor, Component and region.

- Based on Ingredient, the Global Bubble Tea Market is segmented into Alcoholic and Non-Alcoholic.
- Based on Flavor, the Global Bubble Tea Market is segmented into Non-organic, Organic, and Natural.
- Based on Component, the Global Bubble Tea Market is segmented into Teenagers, Adults, and Geriatric Population.
- By Region, the Global Bubble Tea Market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa.

**Competitive Landscape & their strategies of Global Bubble Tea Market:**

The key players in the global Bubble Tea Market includes Lollicup USA Inc., CuppoTee Company, Bubble Tea House Company, Ten Ren\'s Tea Time, Boba Box Limited, Sumos Sdn Bhd, Gong Cha USA, Boba Tea Company, Troika JC., and Fokus Inc.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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