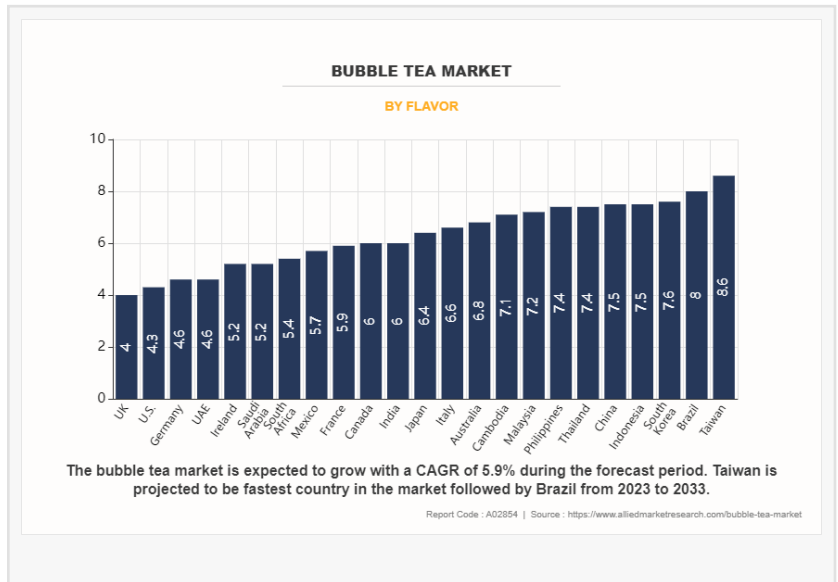


Exploring the Important Aspects of the Bubble Tea Market from 2024 to 2033

WILMINGTON, DE, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- Allied Market Research recently published a report on the [bubble tea market](#), projecting it to grow at a remarkable CAGR of 5.9% from 2024 to 2033. The industry was valued at \$3.1 billion in 2023 and is expected to reach \$5.4 billion by 2033. The study presented by AMR analysts acts as a step-by-step guide for industry players, investors, and stakeholders as it walks them through all the important aspects of the competitive landscape. The insights provided play a significant role in shaping business decisions and assisting businesses to garner success in the long run.



Technological Trends Booming the Industry

Social media marketing has significantly boomed the bubble tea industry. The appealing images and videos on social platforms with vibrant ingredients such as fresh fruits and jellies caught the attention of Gen Zs as well as millennials. In addition, the use of technology to give a novel appearance to bubble tea is becoming a notable trend. For instance, the incorporation of tailored printed foam over the drink is appealing to customers who like to express their individuality.

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Regional Overview

The global report provides an analysis of the bubble tea industry across North America, Europe, Asia-Pacific, and LAMEA. Among these regions, North America captured a significant market share in 2023 due to rising availability of healthy beverage variants in the region. Furthermore, the study projects Europe to acquire a major share by 2033 owing to strong brand promotion

strategies adopted by the regional players

Industry Snapshots

Boba Bhai, an Indian quick service restaurant brand, secured Rs 12.5 crore in a seed funding round by Titan Capital and Global Growth Capital UK in April 2024. The brand is using the new funds to expand its current footprint of 25 outlets to 100 outlets across India, including tier-1, tier-2, and tier-3 cities, by December 2025.

Moreover, in February 2024, Gong cha, an international beverage franchise, collaborated with European franchisee, Mad Vision Group to establish its presence in the North African countries. Under this agreement, Mad Vision will open 15 Gong cha stores in different areas.

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Market Dynamics

Customizable experience is a key driver of the bubble tea industry. The wide availability of different flavor profiles, along with the adjustability of ingredients like tea base, sweetness level, and toppings has majorly attracted consumers. However, the higher cost of bubble tea as compared to traditional beverages in different areas restrains the development of this landscape. On the contrary, shifting bubble tea toward the healthy beverages category is expected to present lucrative opportunities for the industry. Therefore, makers are focusing on offering sugar-free, low-calorie options with vegan or dairy-free milk and functional ingredients like probiotics. With exponentially increasing health-conscious customers globally, this shift is expected to play an important role in the bubble tea industry.

Research Methodology of the Analysts

AMR analysts employ a comprehensive approach to collect and interpret information on the bubble tea industry. For data collection, both primary as well as secondary research is conducted through questionnaires, interviews, and official publications. This is followed by qualitative and quantitative data analysis that helps determine emerging needs, upcoming trends, and revenues. Market forecasting is performed through trend analysis and scenario modeling, while a competitive landscape analysis offers details about major industry players, their strategies, and market positions. The analysts conduct continuous monitoring to provide relevant, tailored information as per the demands of clients. This structured approach ensures the availability of accurate, actionable, and latest market intelligence of the industry.

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To sum up, the AMR study on the bubble tea market is important for the beneficiaries willing to

gain a competitive edge in the industry. The market intelligence offered in the study allows businesses to focus on key areas and formulate strategies for global expansion.

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