



MARKET RESEARCH

By Lubna Shaikh

Mentor Shivam Omar





INTRODUCTION

Boba tea, also known as bubble tea, is a refreshing drink that originated in Taiwan in the 1980s. It is typically made with tea, milk or fruit flavors, and sweet chewy tapioca pearls. Served with a wide straw, it offers a fun mix of textures and flavors. Today, boba tea is enjoyed globally with countless variations to suit every taste.



**Fresh
Boba**

BOBA TEA SUCCESS



Boba tea has achieved remarkable success worldwide due to its unique taste, chewy tapioca pearls, and customizable flavors. Its visually appealing presentation and trendy image have made it especially popular among young consumers. The drink's versatility, with options like fruit teas and milk teas, has fueled its global expansion. Today, boba tea shops thrive in major cities across the world, symbolizing a fusion of culture and innovation.





Why did i choose this Product & Services

I CHOSE BOBA TEA PRODUCTS AND SERVICES BECAUSE THEY ARE CREATIVE, VERSATILE, AND LOVED BY PEOPLE OF ALL AGES. THE VARIETY OF FLAVORS, TOPPINGS, AND CUSTOMIZATION OPTIONS MAKE IT A FUN AND ENJOYABLE CHOICE FOR CUSTOMERS. BOBA TEA SHOPS ALSO OFFER GREAT SERVICES LIKE HOME DELIVERY, CATERING, AND A COZY ENVIRONMENT, WHICH ADDS TO THE OVERALL EXPERIENCE. THIS COMBINATION OF TASTY PRODUCTS AND CUSTOMER-FOCUSED SERVICES MAKES BOBA TEA AN EXCITING AND SUCCESSFUL BUSINESS IDEA.



FIRST HEAR ABOUT BOBA TEA

- The drink was first popularized by Taiwanese tea shops experimenting with adding tapioca balls to iced tea.
- Early versions were shaken to create bubbles on top, giving rise to the name “bubble tea.”
- Street vendors and small tea stalls played a major role in spreading its popularity in Taiwan.
- During the 1990s, boba tea expanded to countries like Japan, China, and South Korea.
- By the 2000s, it reached the United States and other Western countries, becoming a trendy beverage.
- Social media and café culture further boosted its global recognition in recent years.
- Today, it is not only a drink but also a cultural icon representing Taiwanese innovation.



FIRST HEAR ABOUT PRODUCTS



- Boba tea was first introduced as a product in Taiwan in the early 1980s.
- It combined freshly brewed tea with milk, sweeteners, and chewy tapioca pearls, offering a new drinking experience.
- The original product quickly became a hit among young consumers for its unique taste and texture.
- Tea shops began experimenting with flavors, creating fruit-based and flavored variations to attract more customers.
- Its innovative concept transformed it from a local beverage to an internationally recognized product.
- Today, boba tea is sold worldwide in cafes, restaurants, and even as ready-to-drink packaged products.

STRATEGIES & TECHNIQUES

- Product innovation with new flavors, toppings, and seasonal varieties.
- Offering customization options for sweetness, ice level, tea base, and toppings.
- Attractive branding, packaging, and store aesthetics to draw in customers.
- Active social media marketing through influencers, trends, and engaging content.
- Expansion through franchising to enter global markets.
- Loyalty programs and discounts to encourage repeat purchases.
- Collaborations with brands and celebrities for limited-edition drinks.
- Use of eco-friendly packaging to appeal to sustainability-focused customers.
- Online ordering and delivery services to increase accessibility.
- Hosting events and workshops to strengthen community engagement.





THANK YOU SO MUCH!

"Taste the Trend, Love the
Pearl."

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