



# From Tradition to Trend: The New Era of Tea Shops in Asia Pacific

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

High tea consumption in Asia Pacific reflects its deep integration across daily occasions

### STEEPED IN CULTURE: THE FORCES SHAPING TEA CONSUMPTION IN ASIA PACIFIC

Tea consumption has evolved over the years in Asia Pacific, with the rise of tea shops

Rising disposable income levels and young consumer base propel tea growth

Innovation and store experiences serve to popularise chained tea shops in Asia Pacific

Boba tea has undergone various waves of development between 1990 and 2025

Boba tea wave history in Asia Pacific

Relentless product innovation and marketing key to win consumers in boba tea

### DECODING THE PLAYBOOK: STRATEGY MOVES OF LEADING ASIAN TEA SHOPS

Tea shops in Asia remain fragmented with different consumer segments

Luxury tea shops face challenges yet important to maintain their core strength to win

Osulloc creates social buzz through its limited-edition Hello Kitty collaboration

Continued evolution of Asian chained tea shops serves to excite consumers

Tealive differentiates itself through local flavours and active product innovation

Rise of Chinese tea shops has intensified the competitive landscape in China

Chinese specialist tea shops expand overseas to boost sales and widen consumer base

Mixue is the leading tea shop brand due to its affordability and massive outlet penetration

Chagee positions itself as a premium tea brand blending culture with modern lifestyle

Learnings from Asian specialist tea shops: Growth opportunities in a competitive market

### BREWING THE NEXT ASIAN WAVE: ASIAN TEA SHOPS GROWING BEYOND ASIA

Is low price business model sustainable for Asian chained specialist tea shops?

US as new market and new strategy for Asian chained specialist tea shops

Yet challenges remain due to operational and long-term appeal to local consumers

Heytea opens its first overseas LAB flagship store in the US

Luxury tea shops: Is their future doomed in a challenging economic environment?

Tsujiri tea house opens new outlet in Paris

Agility and adaptability of business strategy is key to succeed in the long term

## CONCLUSION

Recommendations and opportunities for growth for Asian tea shops

Recommendations and opportunities for growth for international tea shops

Evolution of Asian tea shops and their business strategy

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/from-tradition-to-trend-the-new-era-of-tea-shops-in-asia-pacific/report](http://www.euromonitor.com/from-tradition-to-trend-the-new-era-of-tea-shops-in-asia-pacific/report).