



1b

Cups of bubble tea Taiwanese consume a year.

13,000

Bubble tea outlets run or supplied by Taiwanese brands worldwide.

US\$50b

Estimated worth of global bubble tea industry.

335

Calories in one 455ml cup of pearl milk tea (equivalent to two plain prata).

38g

Sugar content of one 455ml cup of pearl milk tea (equivalent to 7.6 teaspoons). The recommended daily sugar intake for adult Singaporeans is 40g to 55g, or 10 per cent of daily caloric intake.

US\$200,000

Franchisee fee charged by some major Taiwanese brands.