

Ding Shine Foods Targets US Bubble Tea Market with Home Preparation Products & OEM Services

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With the [global bubble tea market size projected to hit \\$3.39 billion by 2027](#), and the US market estimated to [reach \\$77.89 million in 2027](#), Ding Shine Food is well poised to make a splash with its wide range of products as well as the OEM services it can provide to potential partners.

The company is actively seeking partners in areas of international import as well as commerce, including chain stores and supermarkets, to reach US consumers that will benefit from having the option to enjoy bubble tea right at home.

Homemade Deliciousness

A key part of that strategy is Ding Shine Food's wide range of pearl milk tea products, all conveniently designed for consumers to enjoy whenever and wherever with little preparation required. Instead of lining up in long queues, consumers can create and enjoy these boba-centered products in the comfort of their own homes and store them safely for future enjoyment.

An example is the Instant Bubble Tea Kit, which comes in several flavors including caramel, Thai milk tea, matcha, taro, assam, as well as coffee, and tapioca is pre-packaged into single serving sizes for easy storage and usage, a fresh cup of bubble tea can be prepared in less than a minute. There are also canned and bottled bubble tea selections in various flavors for ready consumption.

For those that prefer enjoying boba in ice cream form, Ding Shine Food also offers a line of boba ice cream with an extensive range of flavors, with brown sugar being among the most popular of choices for consumers. Taiwanese snacks and confectionary are also available from the company, including vegan jerky and boba-flavored chocolate. Ding Shine Food continues to innovate on this front, having recently launched a series of milk candies with boba in Australia.

"Introducing the goodness of Taiwanese culture via delicious food is what we love doing at Ding Shine Food and making it convenient to consume and prepare is the least we can do for our customers around the world," shared Steve Chen, CEO of Ding Shine Food. "Having all different kinds of products also ensures that we can cater to everyone's taste no matter where they are."