

CoCo Bubble Tea announces new openings in Southeast Asia

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Leading tapioca tea brand CoCo Bubble Tea is announcing new store openings in Malaysia and Cambodia later this spring. Along with the new locations, CoCo will seek to further customise and cater to varied local tastes to meet growing demand for diversified refreshments.

In May, CoCo will open the first store in a multi-store franchise in Kuala Lumpur, Malaysia, with the remaining locations opening later in 2025. These stores will feature beverages made with raw materials certified as Halal, emphasising the brand's dedication to making beverages for everyone to enjoy. Additionally, CoCo held the soft opening for its first-ever store in Cambodia, located in Phnom Penh, on April 13. This marks a significant step in bringing its beloved bubble tea to even more communities across Southeast Asia.

"Our franchise network from the dynamic Southeast Asia region does an excellent job innovating and harnessing the flourishing bubble tea market here," noted Kody Wong, Deputy General Manager of Business Development at CoCo Bubble Tea. "We are immensely grateful to have such strong franchise partners. With these latest openings, we are doubling down on our efforts to engage diverse consumers across a region that is growing rapidly."