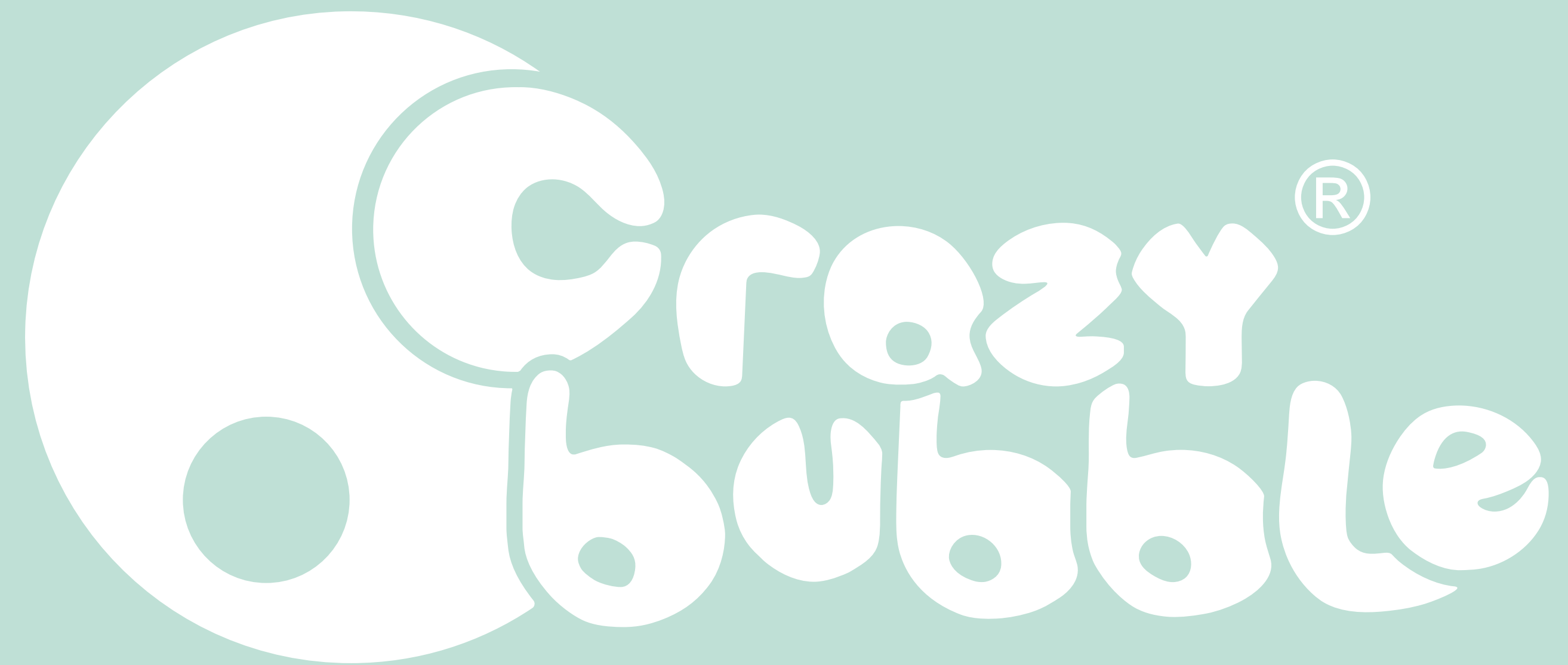




MARKET ANALYSIS

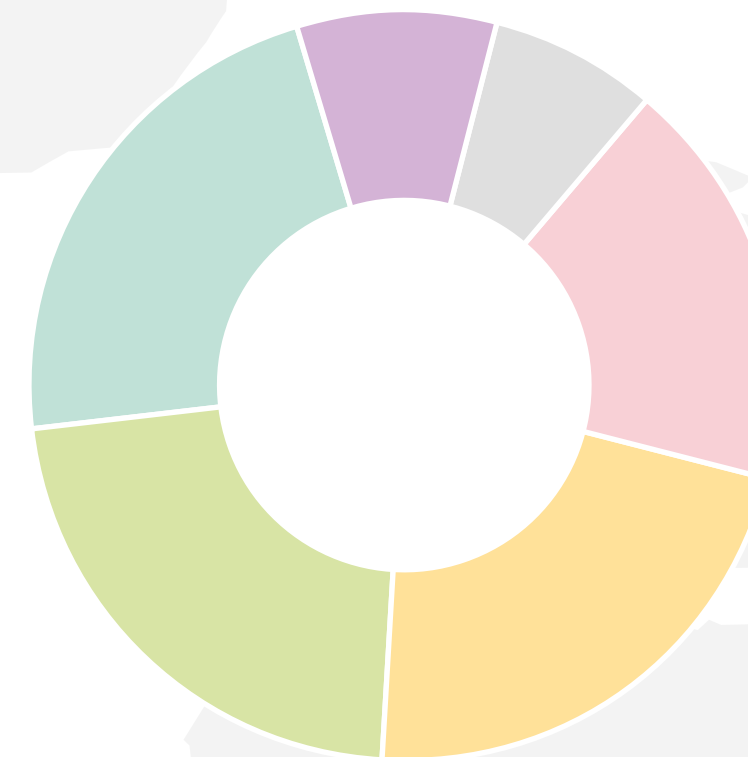
MARKET SHARE OF BUBBLE TEA BY PRIMARY INGREDIENT, 2022 (EST.)



The global bubble tea market was valued at \$5,610.9 million in 2019 and is expected to reach \$19,320 million by the end of 2026, growing at a CAGR of 19.1% from 2021 to 2026.

By region

CAGR 8.3% (2022 - 2032)



- South Asia and the Pacific
- East Asia
- North America
- Europe
- Latin America
- Middle East and Africa

By base ingredient

Black tea

Green tea

Oolong tea

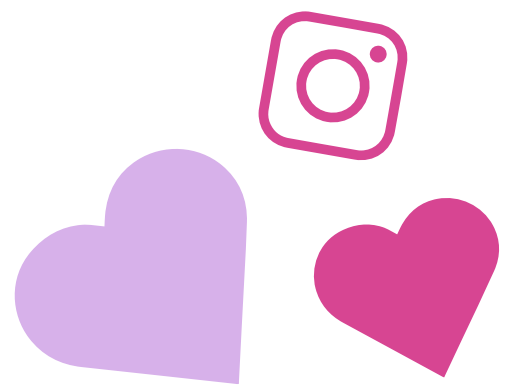
White tea

SOURCE: <https://www.persistencemarketresearch.com/market-research/bubble-tea-market.asp>

OUR CUSTOMERS

According to recent consumer research, the most active consumers of this iconic beverage are primarily young people aged 10 to 35, representing generations Alpha, Gen Z, and Millennials. Analyses conducted in Indonesia have shown that for Gen Z, factors such as taste, texture, packaging, price, trend, and brand are crucial in making purchasing decisions related to Bubble Tea. The popularity of this beverage is constantly growing, and the key factor is not only its unique taste but also its colorful appearance and variety of flavors. Bubble Tea has become not only a culinary icon but also a symbol of social innovation. Consumed mainly among friends and family, this drink has become an integral part of social interactions.





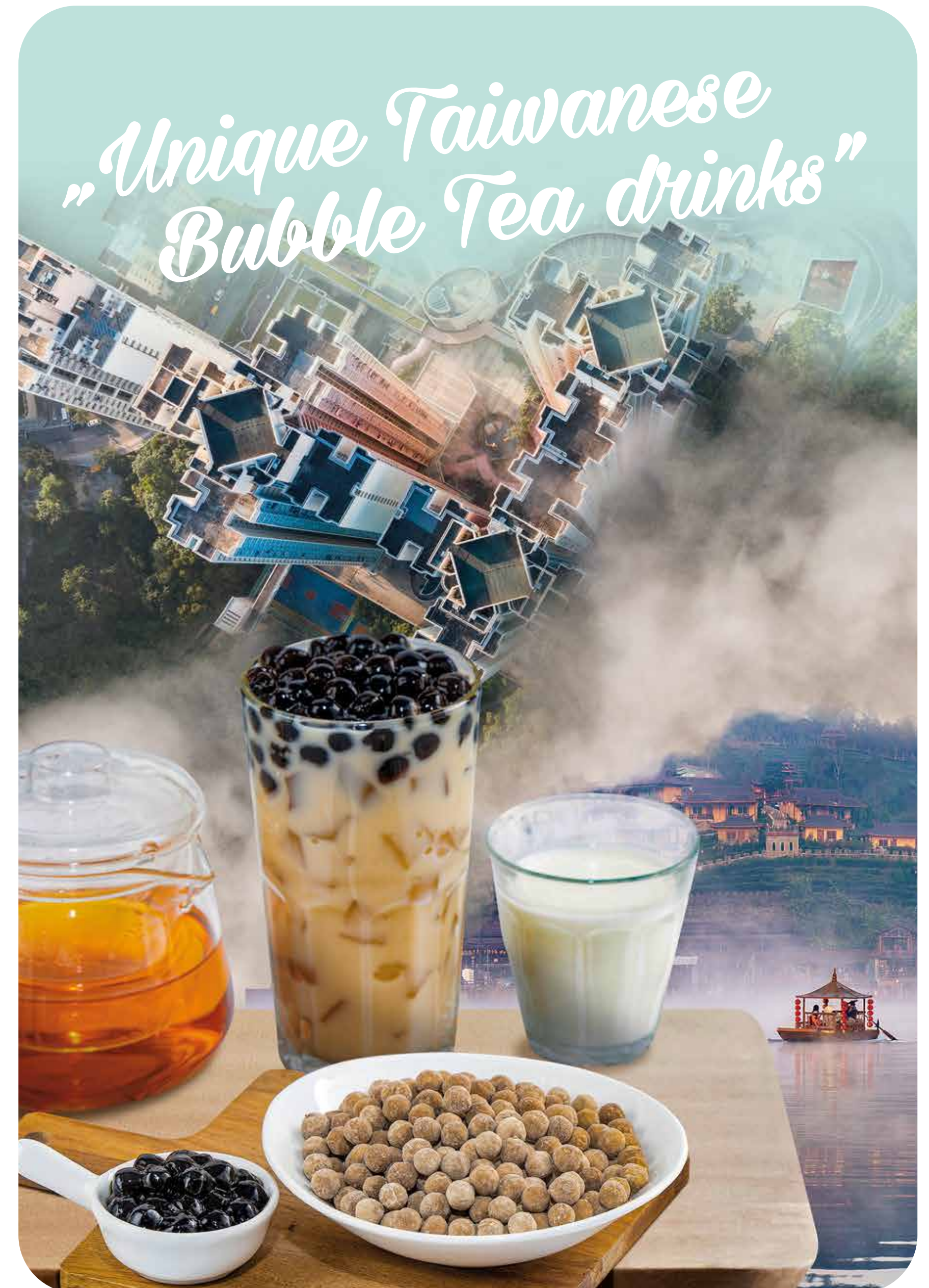
ABOUT CRAZY BUBBLE

Crazy Bubble is Europe's sole purveyor of authentic, one-of-a-kind Taiwanese bubble tea. Inspired by the drink's birthplace, Taiwan, we've embraced the tradition of tapioca pearls - chewy, starchy balls made from cassava root - that define bubble tea. Our innovative approach combines traditional Asian flavors with unique, customer-driven recipes.

Over time, people started to experiment with new flavors and ingredients, creating fruit teas with additions like popping boba, nata de coco, and jelly.

What sets Crazy Bubble apart is our continuous effort to introduce new flavors and drink types. While we draw inspiration from traditional Asian drinks, we also create original recipes based on our customers' preferences.

You can find our shops in shopping malls, amusement parks, and public places like restaurants and zoos. We also cater to events throughout Poland. Thanks to the best possible quality ingredients, sourced directly from their country of origin, our drinks are very popular.



OUR DRINKS

MENU



Sorbet

Crushed ice with fruit syrup and toppings



Bubble Tea

Jasmine green tea or Ceylon black tea with additives.



Orient

Authentic oriental flavors with original tapioca.



Milky

Cold milk drinks in many flavors with popping boba and nata de coco



Foam Milk

Fluffy, foamy cold milk



Coffee

Fluffy, foamy cold milk

With best additives: tapioca pearls, popping boba, and nata de coco.



Shake

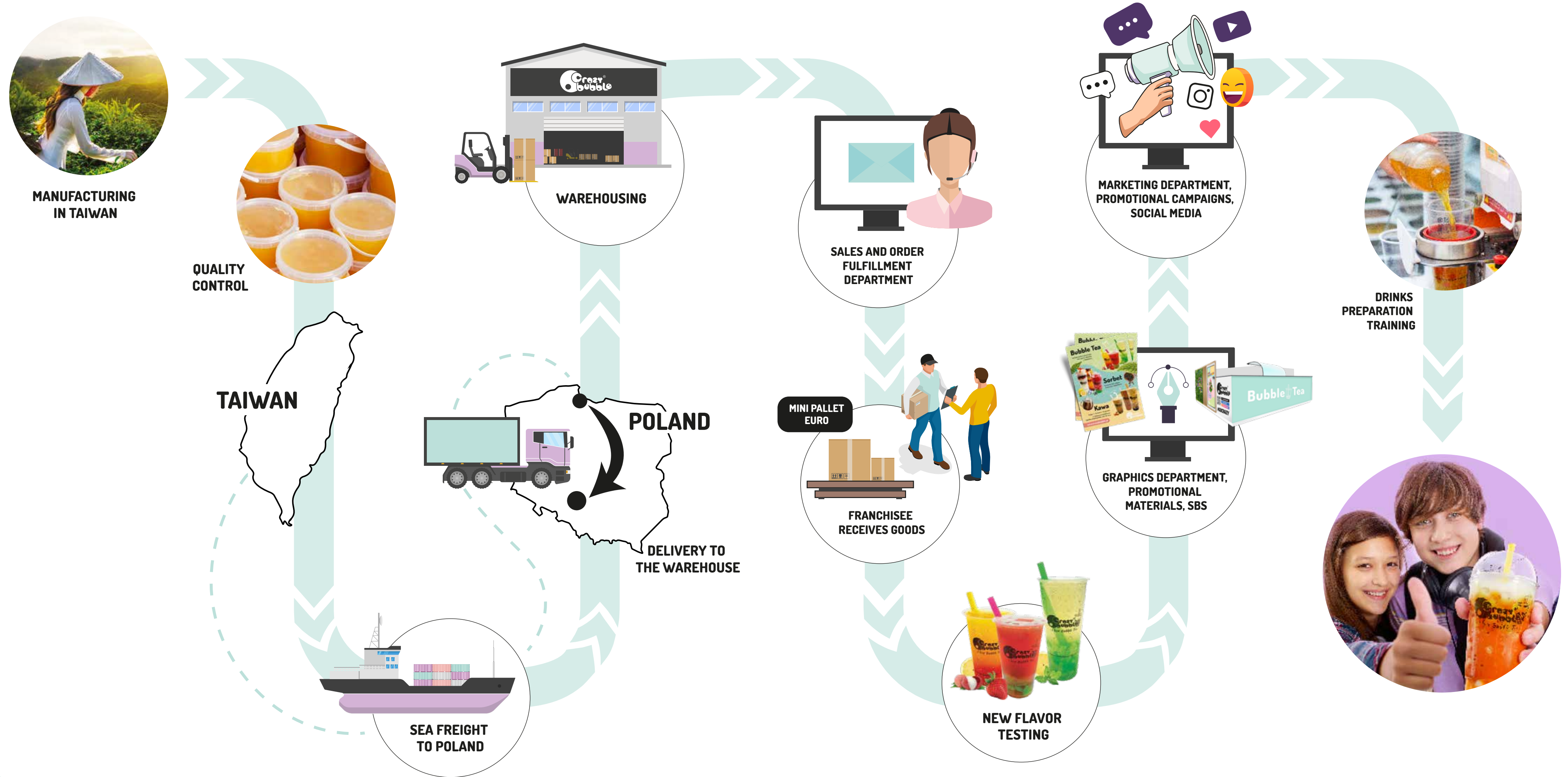
A delicate shake topped with a variety of additives such as sprinkles, syrup, popping boba, and nata de coco.



ORIGINAL PRODUCTS STRAIGHT FROM TAIWAN



SUPPLY CHAIN MANAGEMENT



KEY BRANDING ELEMENTS FOR EXHIBITION STANDS



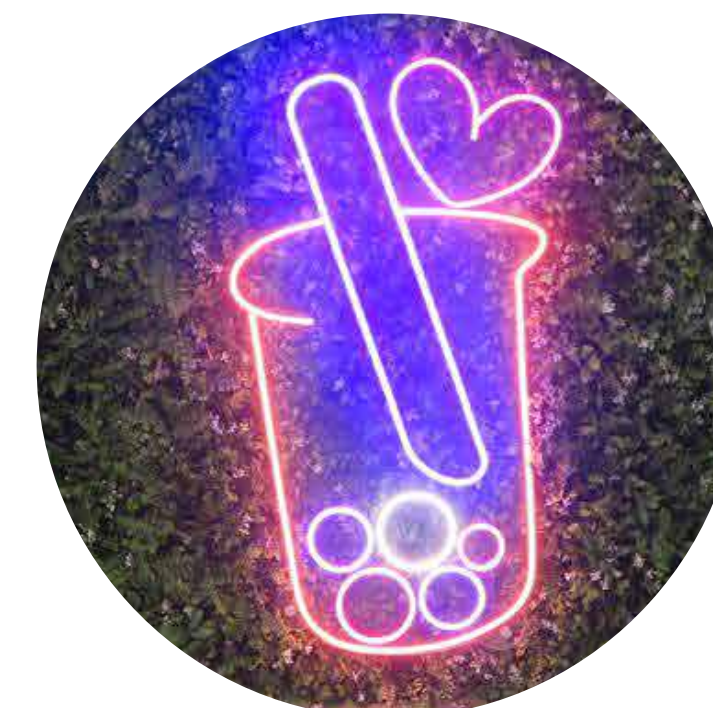
WHITE LOGO ON MINT BACKGROUND



WHITE LETTERING „BUBBLE TEA” ON MINT BACKGROUNDS



LAMELLAS



NEON

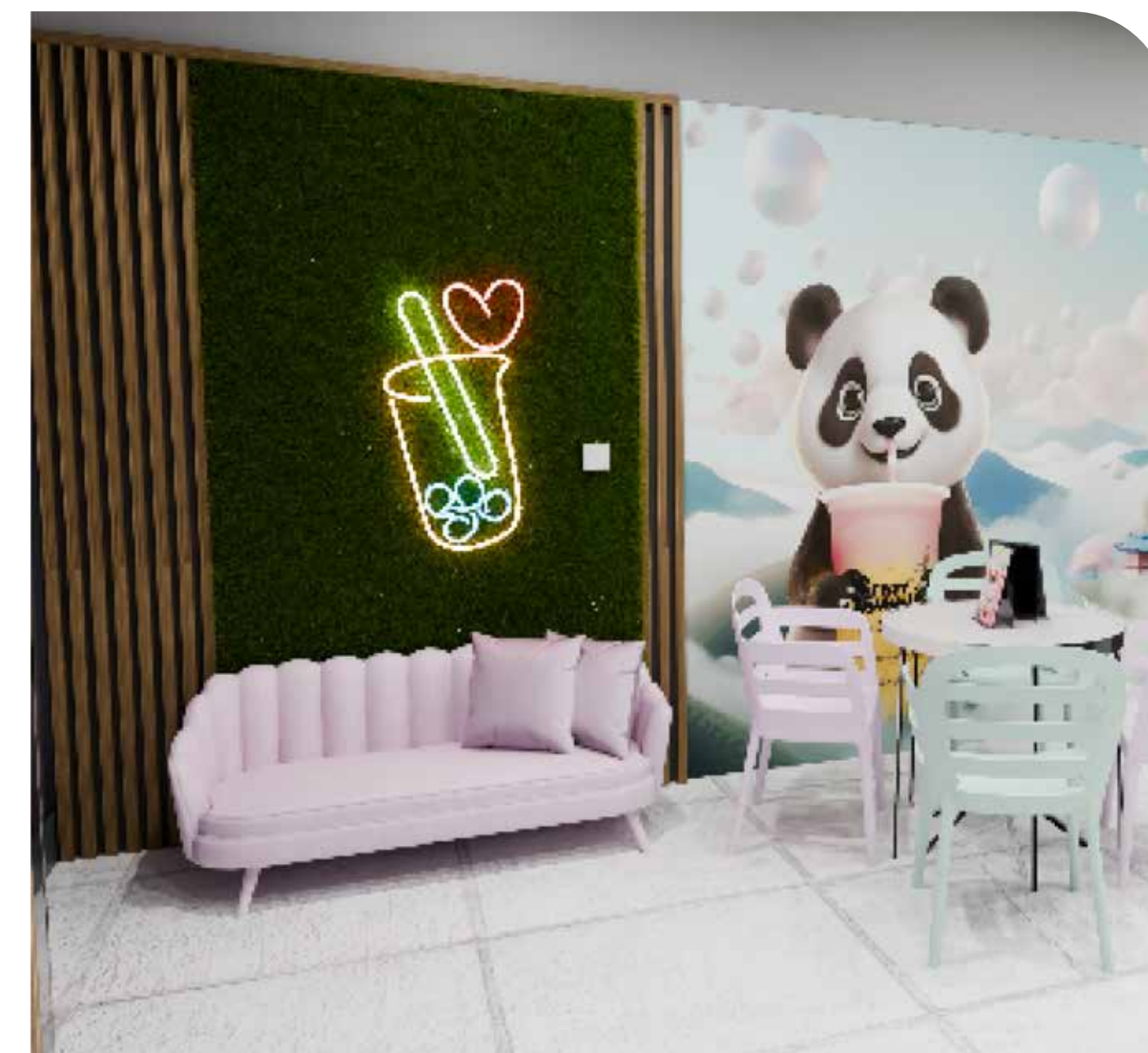


MENU



SOCIAL MEDIA

OUR LOCALS - 3D VISUALIZATION



REALIZATION



3D VISUALIZATION



📍 POLAND GH RZESZÓW



📍 **POLAND BYTOM**

REALIZATION



📍 PORTUGAL PORTO



📍 **ESTONIA**



📍 **ROMANIA**



📍 POLAND LUBLIN GH VIVO

KIOSKS - 3D VISUALIZATIONS



📍 PORTUGAL BARREIRO



📍 POLAND ŁÓDŹ GH ŁÓDZKA



📍 CROATIA ZAGRZEB

GRAND OPENINGS AND BIRTHDAY EVENTS





EVENTS

Because of our audience
- TikTokers and influencers
attract the largest number
of teenagers to our locals,
who are ultimately our main
target audience.

TIKSHOW #backtoschool
TikTok and influencer collaboration

Duration: **30 days, September**

Cities: **Kędzierzyn Koźle, Grudziądz,
Kielce, Włocławek i Bytom**

REACH

f 104 174

📷 144 919

VISITS

f ↑19,4%

📷 ↑23,9%



TIKSHOW #zgerypalazmatykolejna

TikTok and influencer collaboration

Duration: **30 days, May.**

Cities: **Koszalin, Gdańsk, Poznań,
Toruń, Kalisz, Zabrze**

REACH

f 123 447 i 198 452

VISITS

f ↑ 51,2% i ↑ 65,9%

NEW LIKES

f 255 i 809



TikShow with Crazy Trip WŁOCŁAWEK



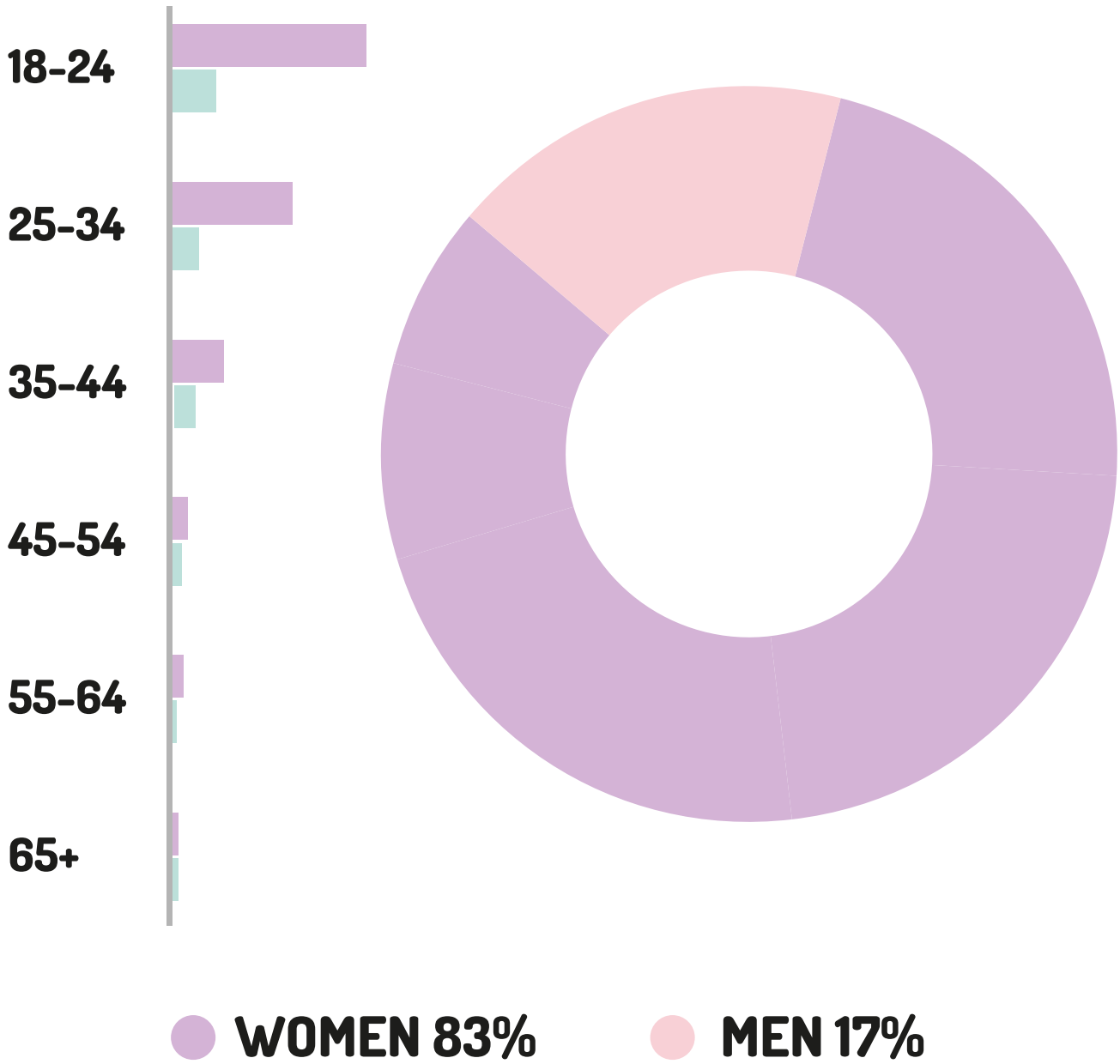
TikShow with Crazy Trip KIELCE

TARGET GROUP

Facebook followers



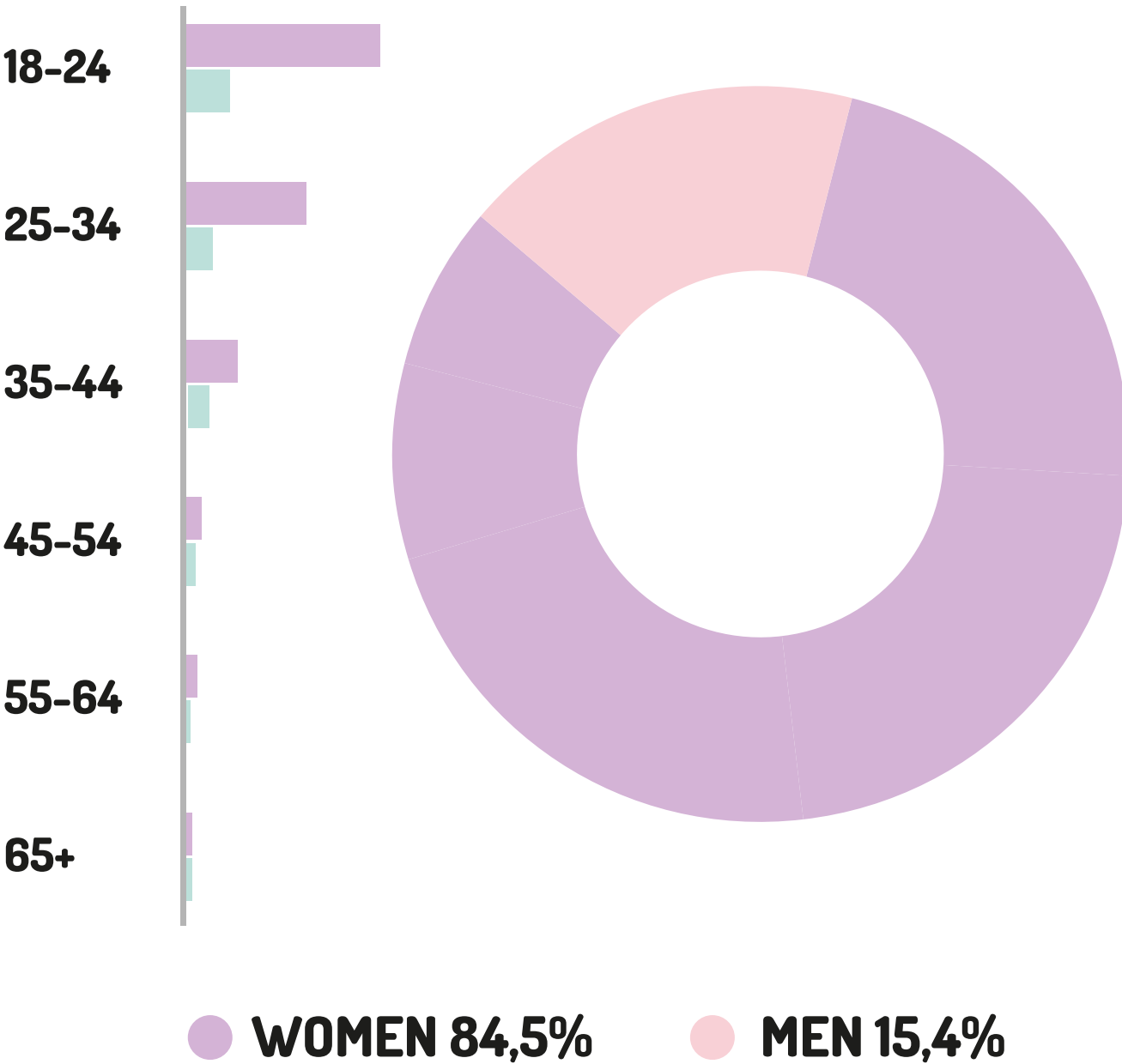
21 422



Instagram followers



28 699



APPLICATION **crazybubbleapp**

62 963 Total number
of users

- Random flavor dispenser!
- Collecting points and exchanging them for rewards!
- Location finder!
- News updates!

CRAZY BUBBLE app downloadable at:



SOCIAL MEDIA

Tik Tok



30852 followers
449211 total likes ♥

Facebook



21422 followers
19000 total likes 👍

Instagram



28699 followers
~250 Likes per post since the beginning of the year ♥



Reach within a week IG 43K, FB 41K



 crazybubblepolska

 crazybubblepl

 crazybubblepolska

WEBSITE **crazybubble.pl**

MONTHLY REACH

-10k unique visitors

-30k page views

USER LOCATION

Poland

Estonia

Romania

USA

Montenegro

Spain

Italy

Germany

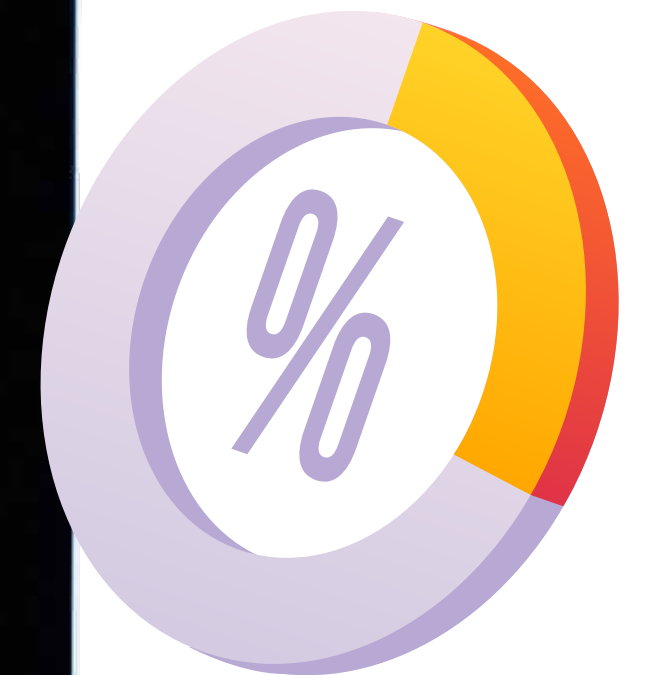
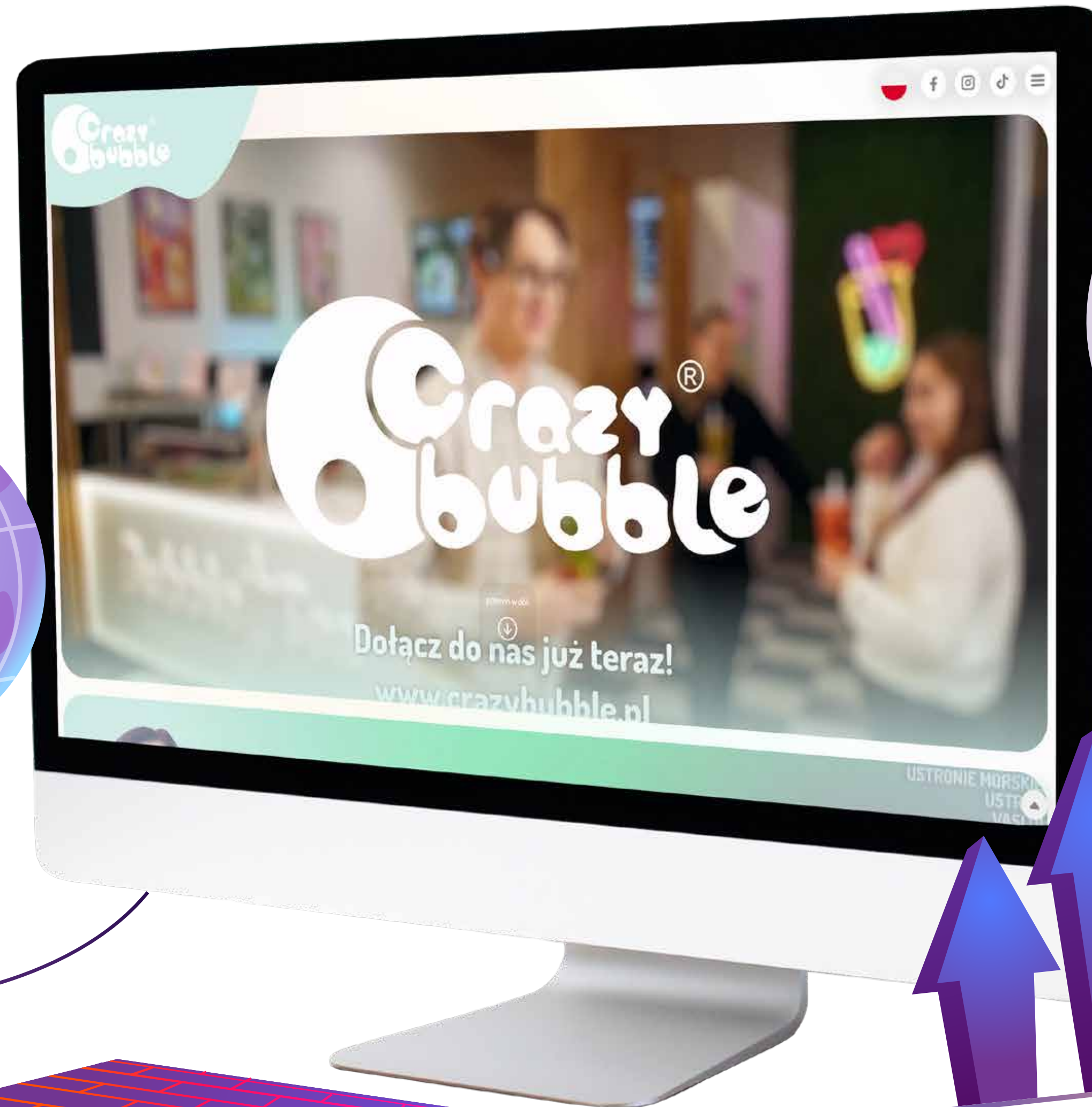
United Kingdom

LEAD GENERATION

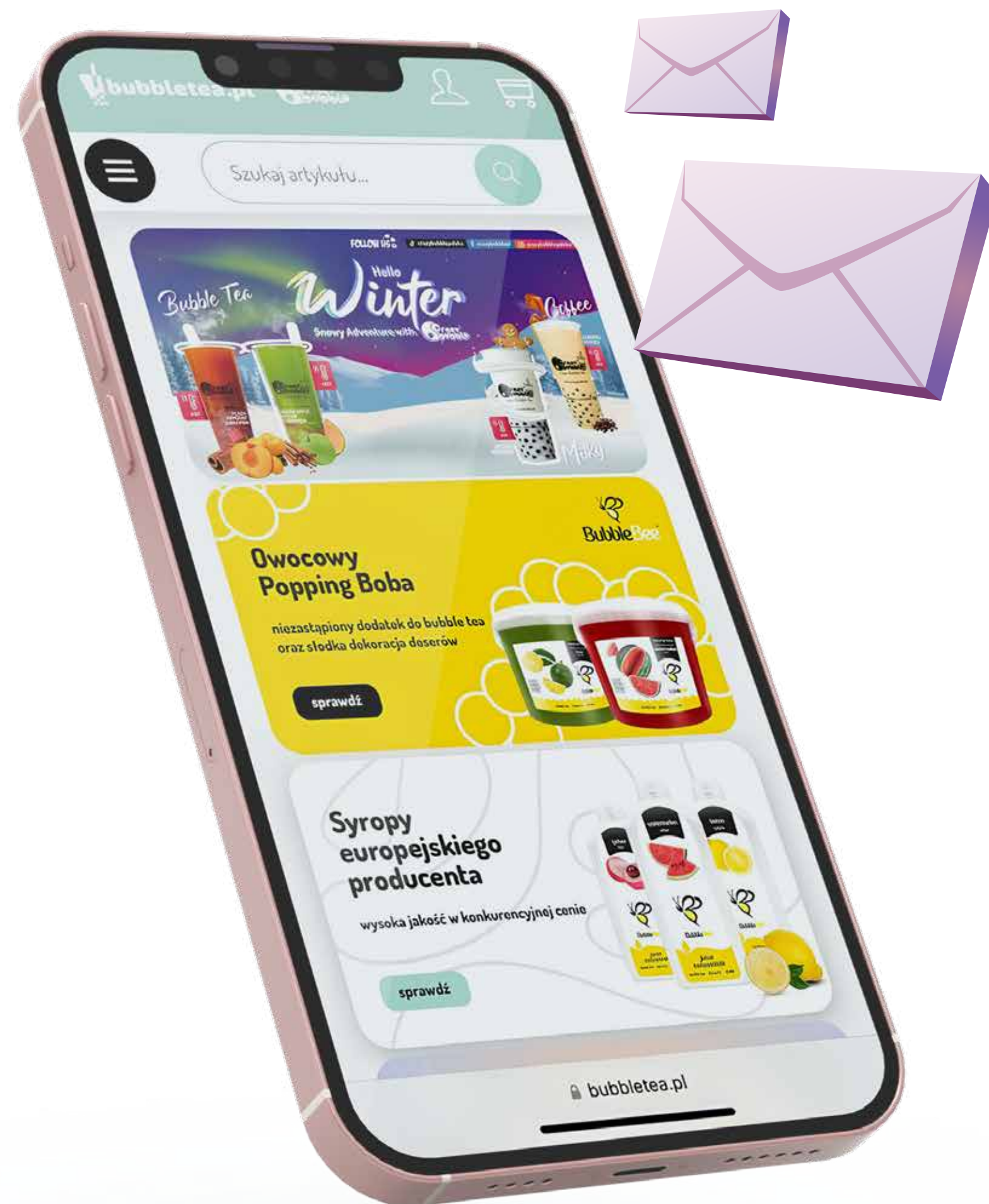
Direct 50%

Organic search 40%

Organic social 9%



ONLINE STORE **bubbletea.pl**



MONTHLY REACH

~5k unique visitors

~15k page views

USER LOCATION

Poland

Estonia

Romania

USA

Montenegro

Spain

Italy

Germany

United Kingdom

LEAD GENERATION

Direct 65%

Organic search 35%

NEWSLETTER SUBSCRIBERS

2450 subscribers

ACTIVE ACCOUNTS

201 subscribers

ORDER VOLUME

per week: **>100 (around)**

per month: **>400 (around)**

The largest Bubble Tea chain in Europe!



- England
- Bosnia and Herzegovina
- Croatia
- Montenegro
- Estonia
- Lithuania
- Moldova
- Poland
- Portugal
- Romania



MORE THAN
210
ALL LOCALS

MORE THAN
160
FRANCHISE
LOCALS

PARTNER LOCALS
50
PARTNER
LOCALS

JOIN US!



 ARAD
BAIA MARE
BANEASA
BEŁCHATÓW
BIAŁYSTOK
BIELSKO BIAŁA
BOSZKOWO
BOTOSANI
BRASOV
BRODNICA
BRZESKO
BUCURESTI
BYDGOSZCZ
BYTOM
CHEŁM
CHISINAU
CHORZÓW
CIECHANÓW
CIESZYN
CONSTANTA
CRAIOVA
CZECHOWICE-DZIECIE
CZELADŹ
CZĘSTOCHOWA
DĄBROWA GÓRNICZA
DEVA
ELBLĄG
TRALEE
GAŁATI
GDAŃSK
GLIWICE
GŁOGÓW
GNIEZNO
GRUDZIĄDZ
GRZYBÓWO
HUNEDOARAJANKI
JASTRZĘBIE ZDRÓJ
JAWORZNO
JELENIA GÓRA

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NIP: PL6482774920 | REGON: 362205575

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Franchise Development Specialist

PRZEMYSŁAW JEDLIŃSKI

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IGA BAJUK

tel: +48 880 909 808

e-mail: i.bajuk@crazybubble.pl

Head of Design

ŚLIWKA BENIAMIN

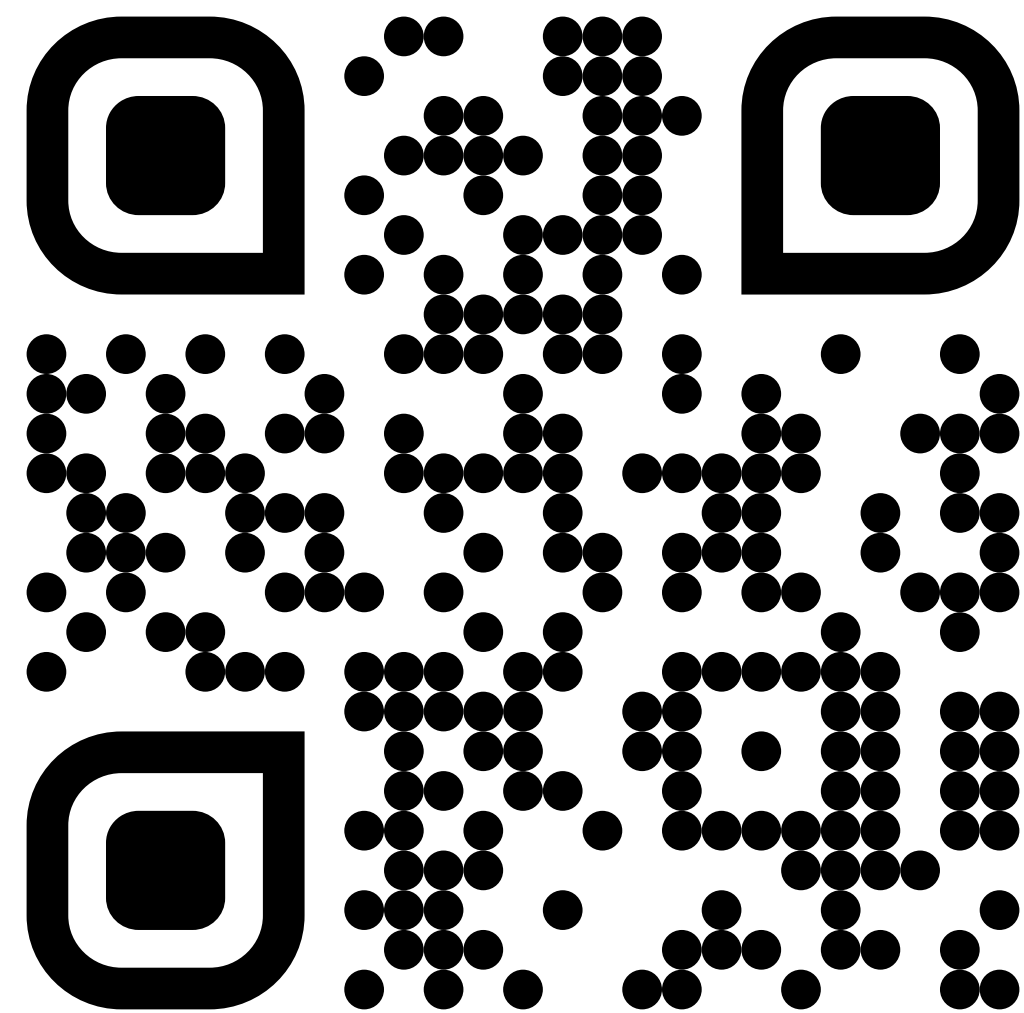
tel: +48 698 031 737

e-mail: b.sliwka@crazybubble.pl

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RAMNICU VALCEA
RUDA ŚLĄSKA
RYBNIK
SANOK
SANTANDREI
SARBINOWO
SATU MARE
SIAULIAI
SIBIU
SIELPIA WIELKA
SIERADZ
SKRAŻYSKO KAMIENNA
SLATINA
SOSNOWIEC
STARACHOWICE
SULĘCIN
SUWAŁKI
ŚWIEBODZIN
TALLINN
TARNÓW
TAMOSZÓW MAZOWIECKI
TORUŃ
TYCHY
USTRONIE MORSKIE
USTROŃ
VASLUI
WARSZAWISŁA
WŁOCŁAWEK
WŁODAWA
WODZISŁAW ŚLĄSKI
WOŁOMIN
WROCŁAW
ZABRZE
ZAKOPANĘ
ZAMOŚĆ
ZĄTO
ZIELONA GÓRA
ZORY
ŻYRARDÓW



KALISZ
KARWIA
KATOWICE
KAUNAS
KĘDZIERZYN-KOŹLE
KIELCE
KALIPEDA
KONIN
KOSAKOWO
KOSZALIN
KOTUŃ
KRAKÓW
KRAŚNIK
KROSNO
KRYBNICA MORSKA
LEGNICA
LESZNO
LUBLIN
ŁOMŻA
ŁÓDŹ
MARKI
MAZEIKIAI
MIELNOMIĘDZYWODZIE
MIKOŁÓW
NOWY TARG
OLEŚNICA
OLSZTYN
ORADEA
OSTROWIEC
PABIANICE
PALANGA
PAWŁOWICE
PIASECZNO
PIOTRKÓW TRYBUNALSKICH
PITEŚCI
PLOIESTI
PŁOCK
PODGORICA
POZNAŃ
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PRZEMYŚL



www.crazybubble.pl