# O's Bubble launches MOCHI BOBA, introducing the first non-microwave boba solution



The landscape of bubble tea is poised for transformation with the introduction of MOCHI BOBA, dubbed Boba 3.0, which represents the industry's first non-microwave boba solution. This evolution builds upon the initial successes of frozen microwaveable boba, which paved the way for its more advanced incarnations. The latest offering from O's Bubble aims to eliminate the common challenges consumers face when preparing boba at home, such as achieving the perfect chewy texture and preventing the pearls from hardening.

MOCHI BOBA comes in a variety of formats tailored to meet consumer demand across different retail environments, including convenience stores, restaurants, cafés, and even airlines. The convenience-focused design responds to an astronomical rise in consumer preferences for hassle-free food. According to industry insights, this trend signifies a broader shift towards ready-to-eat solutions that allow for a quickly enjoyable beverage experience without compromising on quality.

The appeal of MOCHI BOBA lies not only in its ease of use but also in the added dimension of customization it offers. Consumers are increasingly drawn to products that allow them to tailor their food experiences according to personal taste and texture preferences. O's Bubble's clearly marked move towards offering such versatile options is part of a larger trend within the food and beverage sector, which is adapting to the demands of a modern market that prioritizes time efficiency.

This innovation will be showcased publicly at the upcoming BBC Good Food Show, set to take place in June, providing a first-hand experience before the product launches online and through food service channels in July 2025. The anticipation surrounding this event highlights the excitement and expectation within the industry regarding the transformative potential of MOCHI BOBA.

Beyond its immediate applications in everyday consumption, the non-microwave format also opens doors for airline catering services which can deliver indulgent yet convenient food and beverage options to passengers without the need for specialized preparation equipment. By capitalizing on this trend, O's Bubble could redefine airline dining experiences, turning what is often considered a forgettable aspect of travel into an exciting culinary opportunity.

O's Bubble's expansion into the bubble tea realm is not limited to MOCHI BOBA. The company has demonstrated its commitment to innovation through various offerings, such as its Instant Brown Sugar Boba and a range of ready-to-drink canned beverages that include flavors like taro and brown sugar, catering to diverse tastes and enabling easy consumption on the go. With such varied products, O's Bubble is poised to capture a significant share of the growing market for convenient, enjoyable beverages.

Furthermore, industry trends suggest that consumer appetite for novel and customizable bubble tea experiences is only set to increase. The success of related initiatives, like O's Bubble’s Sparkling Honey Scented Black Tea, showcases an acute awareness of shifting preferences among consumers, especially those seeking alternatives to sugary drinks. As O's Bubble continues to innovate and expand its product line, it is clear that the evolution of boba is still in its infancy, promising further refinement and excitement in the bubble tea market.

With each iteration, O's Bubble not only redefines what bubble tea can be but also sets a benchmark for other companies in the food service sector. By prioritising convenience, quality, and consumer preferences, O's Bubble is not just keeping pace with industry trends, but actively shaping the future of bubble tea across multiple channels.

## Reference Map:

* Paragraph 1 – [[1]](https://www.trendhunter.com/trends/mochi-boba), [[3]](https://www.instacart.com/products/24836955-o-s-boba-brown-sugar-boba-2-12-oz)
* Paragraph 2 – [[1]](https://www.trendhunter.com/trends/mochi-boba), [[2]](https://www.osbubble.com/category/boba-news/), [[5]](https://www.target.com/p/o-s-bubble-instant-marbling-boba-kit-8-47oz/-/A-92786417)
* Paragraph 3 – [[1]](https://www.trendhunter.com/trends/mochi-boba), [[4]](https://www.amazon.com/Os-Bubble-Canned-Pearls-Konjac/dp/B0B2L1PWYQ)
* Paragraph 4 – [[1]](https://www.trendhunter.com/trends/mochi-boba), [[6]](https://orbitelinternational.com/how-the-variety-instant-boba-pack-by-os-bubble-crushes-the-competition/)
* Paragraph 5 – [[2]](https://www.osbubble.com/category/boba-news/), [[7]](https://www.osbubble.com/product-category/instant-bubble-tea/)
* Paragraph 6 – [[1]](https://www.trendhunter.com/trends/mochi-boba), [[3]](https://www.instacart.com/products/24836955-o-s-boba-brown-sugar-boba-2-12-oz)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.trendhunter.com/trends/mochi-boba> - Please view link - unable to able to access data
2. <https://www.osbubble.com/category/boba-news/> - O's Bubble has been actively participating in various food and beverage exhibitions, showcasing their latest innovations. Notably, they introduced their Sparkling Honey Scented Black Tea at the 2025 Natural Products EXPO WEST, where it was named a finalist for the EW25 NEXTY Awards. This product blends traditional Taiwanese Honey Scented Tea with zero-calorie sparkling water, offering a refreshing alternative to sugary beverages. Additionally, O's Bubble expanded their Popping Boba Drinks line at SIAL Paris 2024, unveiling new flavor expansions to cater to diverse consumer tastes.
3. <https://www.instacart.com/products/24836955-o-s-boba-brown-sugar-boba-2-12-oz> - O's Bubble offers a convenient Instant Brown Sugar Boba product, designed for quick preparation. The boba pearls are ready to eat in just 30 seconds, requiring no preservatives or artificial additives. Consumers can enjoy them with various treats like ice cream, yogurt, or waffles. The product is available for delivery through platforms like Instacart, making it accessible for those seeking a quick and delicious boba experience at home.
4. <https://www.amazon.com/Os-Bubble-Canned-Pearls-Konjac/dp/B0B2L1PWYQ> - O's Bubble has expanded its product line to include canned bubble tea drinks, such as the Gummy Boba Latte. This ready-to-drink beverage features chewy boba pearls made from konjac, blended with a 22% whole milk mix. Available in flavours like brown sugar and taro, these canned drinks offer a convenient and shelf-stable option for bubble tea enthusiasts, eliminating the need for preparation and allowing consumers to enjoy their favourite beverage on the go.
5. <https://www.target.com/p/o-s-bubble-instant-marbling-boba-kit-8-47oz/-/A-92786417> - O's Bubble provides an Instant Marbling Boba Kit, enabling consumers to create authentic bubble tea at home. The kit includes marbling syrup and boba pearls, allowing for a personalised and visually appealing drink. Users can mix the syrup with their choice of milk, heat the boba pearls, and combine them to achieve a marbled effect. This product offers a convenient solution for those craving bubble tea without the need to visit a café.
6. <https://orbitelinternational.com/how-the-variety-instant-boba-pack-by-os-bubble-crushes-the-competition/> - O's Bubble's Instant Boba Pack stands out in the market by offering a variety of authentic flavours, including matcha, taro, and brown sugar, made with real ingredients. The product features innovative packaging with a steam hole and heat-free handling, allowing for quick microwave preparation without the risk of burns. The boba pearls are sourced from Taiwan, ensuring a chewy and authentic texture, providing a genuine bubble tea experience at home.
7. <https://www.osbubble.com/product-category/instant-bubble-tea/> - O's Bubble offers a diverse range of Instant Bubble Tea products, including the Instant Marbling Boba Party Kit and various flavoured Instant Bubble Cups. These ready-to-eat packs cater to different tastes, featuring flavours like coffee, caramel, matcha, and taro. The products are designed for quick and easy preparation, allowing consumers to enjoy bubble tea at home without the need for specialised equipment or ingredients, making it accessible and convenient for a wide audience.