

# A Study on the Global Marketing Layout and Implementation Strategies of CHAGEE

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## Abstract

This paper takes CHAGEE as the research object, analyzes its external market environment and internal brand conditions in the process of globalization, and summarizes the overall layout and practical operation strategies of the brand's overseas expansion. By sorting out the market, competition, resources, capabilities and other aspects, it expounds the paths and methods for new tea beverage brands to go international, providing references for the globalization of similar Chinese tea beverage brands.

## Keywords

CHAGEE; Globalization; Marketing Strategy; Tea Beverage Brand; Brand Overseas Expansion.

## 1. Introduction

Amid the wave of Chinese brands going global and the rising global demand for healthy and culturally distinctive beverages, the new tea drink industry has emerged as a vital carrier for spreading Eastern tea culture and enhancing Chinese brand influence on the international stage. As a leading brand rooted in Chinese tea culture and focused on innovative fresh leaf tea products, CHAGEE has blazed a unique path of global expansion by integrating oriental aesthetic connotations with modern consumption needs, moving beyond the domestic market to gain recognition in Southeast Asia, North America and other regions. Today's global tea beverage market is characterized by regional differentiation and diversified competition: while traditional tea-drinking regions embrace the upgrading of new tea products, coffee-dominated Western markets are gradually opening up to oriental tea drinks, creating both opportunities and challenges for Chinese brands.

## 2. Analysis of the External Environment for CHAGEE's Global Marketing

### 2.1. Market and Industry Environment

The global tea beverage market is growing rapidly, with a high acceptance of oriental tea beverages especially in Southeast Asia, East Asia and other regions. The European and American markets are dominated by coffee, yet the demand for healthy tea beverages is on the rise. Overall, the overseas tea beverage market has huge potential, and the competitive pattern is not yet fully formed, leaving entry opportunities for new tea beverage brands.

### 2.2. Customer Demand

Overseas consumers prefer healthy, refreshing and low-burden tea beverages, and are also curious about products with oriental cultural characteristics. Young consumers like aesthetically pleasing drinks suitable for social sharing, pay attention to brand culture and stories, and are willing to pay for unique features and experiences.

### **3. Analysis of the Internal Environment for CHAGEE's Global Marketing**

#### **3.1. Brand Resources**

CHAGEE has a stable supply chain, a mature store operation system and certain financial support, which can support overseas store opening, product production and logistics distribution. Standardized equipment and production processes also enable the brand to maintain consistent product quality in different countries.

#### **3.2. Brand Capabilities**

The brand has a mature operation and management system, which can conduct unified standard management of overseas stores while flexibly adapting to local policies and market rules. It has certain experience in team building, risk control and cross-regional operation, ensuring the stable operation of overseas markets. The brand has a mature operation and management system, which can conduct unified standard management of overseas stores while flexibly adapting to local policies and market rules. It has certain experience in team building, risk control and cross-regional operation, ensuring the stable operation of overseas markets.

#### **3.3. Core Competitiveness**

CHAGEE's core competitiveness lies in the differentiated positioning of oriental tea beverages, stable product quality and cultural aesthetic output. Different from ordinary milk tea and western drinks, it forms a unique overseas advantage by virtue of "Chinese original leaf tea + modern style". CHAGEE's core competitiveness lies in the differentiated positioning of oriental tea beverages, stable product quality and cultural aesthetic output. Different from ordinary milk tea and western drinks, it forms a unique overseas advantage by virtue of "Chinese original leaf tea + modern style".

#### **3.4. Regional Layout of Overseas Markets**

Southeast Asia is the core strategic area for CHAGEE's global layout. By deeply cultivating Malaysia, Singapore, Thailand and other countries, the brand has achieved differentiated breakthrough by leveraging geographical and cultural proximity and a large Chinese community base. In the Southeast Asian market, CHAGEE is not only an exporter of products, but also a disseminator of cultural symbols. By highlighting its "Chinese-style" brand characteristics, it forms a differentiated expression distinct from HEYTEA, Nayuki's Tea and other brands.

#### **3.5. Global Strategic Positioning and Core Logic**

The core logic of CHAGEE's globalization lies in "mind occupation" and "cultural premium". Its strategic positioning is "Oriental New Tea Shop". By integrating traditional cultural elements such as China's famous epic Farewell My Concubine, opera silhouettes and Buddha's eye and brow patterns into the brand's visual system (LOGO and packaging), it brings a unique national style experience to global consumers. Its core logic is: using the product differentiation of "fresh milk tea with original leaves" to break the low-end impression of "powder mixing" in the Southeast Asian market in the past, and spreading Chinese culture with "tea" as the carrier, thus shaping core competitiveness in the highly homogeneous international tea beverage market.

### **4. Implementation Strategies of CHAGEE's Global Marketing**

#### **4.1. Implementation Strategies of CHAGEE's Global Marketing**

In the internationalization process, CHAGEE adheres to the "standardized" production process to ensure consistent global quality. The core product positioning is "fresh milk tea with original leaves", emphasizing health and quality.

Standardization: The brand insists on using high-end original leaf tea and fresh milk, staying away from the low-end powder market.

Localization Adaptation: In international marketing, the brand uses the AISAS model to analyze overseas audiences and explores the adaptive expression of cultural symbols combined with the characteristics of social media. For example, in Southeast Asia, it uses KOLs (Key Opinion Leaders) to explain the Chinese cultural connotations contained in the products to local audiences, promoting consumers' understanding and emotional identification.

#### **4.2. Pricing Strategy: Pricing System for Overseas Markets**

CHAGEE mainly adopts a mid-to-high-end pricing strategy in overseas markets. In the initial stage of market entry, its positioning is often higher than consumers' general perception. However, according to the latest marketing optimization research, the brand is gradually transforming to "based on the mid-end market", improving product cost performance through "cost reduction and efficiency improvement" to cope with fierce industry competition and expand the coverage of target audiences.

#### **4.3. Channel Strategy: Store Expansion and Operation Model**

CHAGEE has adopted a sophisticated expansion strategy to achieve rapid scale through standardized operating processes.

Omnichannel Layout: In overseas markets, the brand focuses on connecting scattered social media platforms, creating omni-industry chain social media touchpoints and establishing a complete perception chain.

Community Operation: The brand attaches great importance to community building, and enhances users' sense of belonging through developing platform ambassadors and operating brand communities, thus improving the stickiness and brand reputation of overseas users.

### **5. Problems in CHAGEE's Global Marketing**

#### **5.1. Insufficient Cross-Cultural Adaptation and In-Depth Localization**

The cross-context communication of the brand's cultural narrative faces natural barriers. CHAGEE attempts to build brand recognition with "oriental tea culture" as the core, but when product names with profound Chinese cultural connotations such as "Bo Ya Jue Xian" are translated into English or local languages, their cultural implications are inevitably lost. At present, product information is mainly conveyed through literal translation of raw materials such as "jasmine green tea milk tea", and emotional resonance at the cultural level has not been truly established. This dilemma of "translatability" of cultural symbols restricts the brand's ability to build in-depth user loyalty in the international market.

#### **5.2. Pressure from Overseas Supply Chain and Operating Costs**

Supply chain construction and operating cost control are the core obstacles that CHAGEE must overcome in its globalization process. Freshly made tea beverages have extremely high requirements for the freshness of raw materials and the stability of supply, while the supply chain system in overseas markets is far less mature than that in China, which brings structural pressure to the brand's scale expansion.

#### **5.3. Advantage Regional Market Competition and Brand Barriers**

CHAGEE's global layout is facing a complex and fierce regional market competition pattern. In different countries and markets, the composition of competitors, the dimensions of competition and the height of entry barriers are significantly different, which requires the brand to have differentiated competition strategies. However, from the current performance, its response strategies still need to be improved.

In the Singapore market, CHAGEE once withdrew due to poor cooperation with local franchisees and returned to the direct operation mode later. This setback reveals the brand's lessons in the selection of regional market cooperation models: insufficient understanding of local business rules, partner screening and profit distribution mechanisms may lead to hindered strategic progress.

## 6. Conclusion

In the process of entering the overseas market, CHAGEE has empowered its brand through cultural symbols, combined digital communication methods, and continuously promoted localized adaptation strategies, effectively driving the joint development of traditional Chinese culture and commercial brands, and setting a feasible example for more domestic soft brands to go global. However, the brand still needs to overcome many cross-cultural challenges in aspects such as cultural output, market competition, and local adaptation. In the future, CHAGEE needs to strengthen the cultivation of cross-cultural talents, further deepen localized innovation, and strike a balance between maintaining cultural characteristics and responding to market demands, so as to achieve the long-term and healthy development of its overseas business. This case also provides a valuable reference path for many Chinese brands that expect to achieve the dual goals of "cultural going global" and "brand going global" through cross-cultural marketing.

## References

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