

to develop thematic courses, popular science publications, cultural and creative products, short-form video content, and digital exhibition projects. Through the coordinated advancement of educational programs and cultural communication, the industry can not only strengthen its cultural soft power but also cultivate potential consumer groups and professional talent, thereby providing sustained momentum for the long-term sustainable development of the Hangbaiju industry.

7 Strategies for the Development of the Hangbaiju Tea Beverage Industry

For Hangbaiju tea beverages, strengthening technological innovation and product research and development means drawing on the development experience of both the traditional tea industry and new-style tea beverage brands. Studies on the Japanese tea industry have shown that long-term survival in a disruptive environment depends on continuous product development based on technological innovation, transforming tea from a bulk commodity into branded, high-value products, and protecting innovation achievements through patents and trademarks. Research on Chinese herbal tea beverages suggests that the industry must increase investment and accelerate the transition from traditional loose tea to fast, convenient, and standardized tea beverage products to meet global demand. Case studies of leading new-style tea beverage brands such as HEYTEA and CHAGEE show that product innovation, health-oriented formulations such as low-sugar products, and original-leaf tea bases or functional bases are core drivers for enhancing competitiveness and promoting international expansion. For Hangbaiju, this means establishing an R&D system that integrates flower-derived functional components into diversified product forms such as ready-to-drink teas, instant beverages, and compound herbal drinks, while using standardized processes and intellectual property protection as support to build a sustainable innovation engine.

Improving the industrial chain coordination mechanism of Hangbaiju requires strengthening supply chain capabilities and promoting effective connections among upstream, midstream, and downstream actors. Quantitative analysis of Chinese tea beverage brands has found that improving supply chain capabilities, including cold-chain coverage and inventory turnover efficiency, can significantly improve brand competitiveness indicators such as store profitability and new product iteration speed. However, resource-constrained regional brands benefit less, indicating that industrial upgrading cannot rely on isolated breakthroughs but requires coordinated advancement. Studies on Mixue and other chain brands emphasize that vertically integrated industrial chains combining R&D, production, warehousing, logistics, and chain operations help reduce costs and support rapid expansion. Research on the global development strategy of herbal tea stresses that standardized and normalized beverage production chains should be established instead of relying on raw material exports, as this is the foundation for sustainable internationalization. For Hangbaiju, establishing industrial alliances, order-based agriculture, shared cold-chain and logistics platforms, and industrial chain information-sharing mechanisms can help transform ecological and cultural advantages into stable supply, efficient cost control, and rapid responsiveness to market changes.

To enhance brand influence and market competitiveness, Hangbaiju tea beverages can draw on proven brand-building and marketing strategies from the new-style tea beverage sector. Case studies and SWOT analyses of leading brands show that strong brand reputation, differentiated cultural positioning, and immersive offline experiences are core elements for standing out in a homogenized market. Brands such as HEYTEA, Nayuki, CHAGEE, and Mixue have built competitive advantages through co-branding, festival and music marketing, “third-space” experiential stores, and integrated multi-channel distribution, while gradually shifting toward omnichannel models and moderate pricing strategies to expand their customer bases. Research on Chinese herbal tea and tea exports further emphasizes that improving international brand visibility, standardizing quality, and using social media and digital tools to attract younger consumers are key to global expansion. For Hangbaiju, this means constructing clear regional and functional brand narratives, leveraging digital marketing and e-commerce, promoting co-branded and culturally themed products, and continuously launching innovative SKUs to maintain market freshness. At the same time, these efforts should be combined with reliable quality assurance to build long-term trust and consumer loyalty.