

Optimization Analysis of Marketing Strategy for Mixue Ice City

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Abstract. With the development of modern society, more and more young people like to add some tea drinks, desserts and other leisure foods to their fast-paced lives. However, it is precisely because of this that the tea beverage industry is becoming increasingly popular and there are more and more brands, which leads to serious homogenization. The similarity between various brands is high, but the uniqueness of the brands is limited, making it difficult to highlight the advantages of their own brands and attract consumers. The competitiveness of the tea beverage market is increasing, and there are also many shortcomings between companies and departments. It is necessary to improve the company's marketing strategy in the market according to the constantly changing market situation, which will help the company increase profits, occupy advantages in the market, and enhance its position in the market. This article focuses on the optimization analysis of marketing strategies, combined with the current market situation, and takes Mixue Ice City as the research object to conduct research. The literature collection method and SWOT analysis method are used to deeply analyze the internal and external situation of Mixue Ice City. Based on the P marketing strategy, corresponding marketing optimization methods are proposed. This article provides an optimization plan for the marketing strategy of Mixue Ice City, which can also serve as a reference for other tea beverage industries.

Keywords: Mixue Ice Cream & Tea, marketing strategy optimization, new tea beverage industry, 4P marketing theory.

1. Introduction

China has a long history of tea culture, which is not only the birthplace of tea, but also a major tea producing country. It is precisely this tea culture that has led to a strong demand for tea in China. In addition, with the fast-paced modern society, people prefer to drink various types of tea drinks. The production cost of tea drinks is low, the production is simple, and there are no technical barriers, but the market price is high and the market demand is large. In the fast-paced modern society, tea drinks, as a derivative of tea culture, not only meet people's demand for tea, but also have the characteristics of low production cost, simplicity and convenience, which can quickly adapt to the modern pace of life and promote the rapid development of the tea drink industry. The profit from selling individual products is high, but rapid development is also accompanied by competition from peers. Nowadays, the tea beverage industry has numerous brands, fierce competition, and serious homogenization. The

county-level market has broad prospects. With the global economic development, rural revitalization, and rapid development of rural economy, more and more urban populations choose to return home to start businesses. The tea beverage industry brands and stores in the county-level market are few and the competition is small, but the development prospects are broad, which is conducive to seizing market advantages in advance [1].

As a Hong Kong stock company, in 1997, its founder Zhang Hongchao founded the first store in Zhengzhou, Henan Province. At first, it existed as a "cold current Shaved ice" cold drink shop. In 1999, the first store opened, in 2005, it launched ice cream. In 2012, it realized the production of raw materials by itself. In 2014, it was free of freight for national logistics. In 2018, it opened its first store overseas. In 2020, it exceeded 10000 stores. Up to now, it has exceeded 47500 stores. Covering 12 countries in China and overseas, with 16000 franchise partners, it is one of the largest and most influential tea beverage industries in China. Having the image of Snow King IP, cute and adorable, it has won the love of a large number of consumers. The products include a variety of products such as milk tea, coffee, fruit tea, ice cream, etc. The products have various temperatures such as hot, room temperature, and ice, which can meet the needs of many consumers and adapt to different seasons. Mixue Company participates in numerous social welfare activities [2,3].

2. Literature background

Expanding market share, in 2025, Li Jing used Gao County as an example to study the marketing strategy of Mixue Ice City and proposed the suggestion of attaching importance to brand culture construction. In May 2024, Wang Zhenyong used Mixue Ice City in the Anyang market as an example and proposed the suggestion of technical support.

It is a tool primarily used for business management and strategic planning, where S refers to strengths, W refers to weaknesses, O refers to opportunities, and T refers to threats. The first two mainly refer to the enterprise itself, while the latter two mainly refer to the impact of external factors on the enterprise [4,5].

In today's society, the service and entertainment industry is gradually rising, with a large proportion of young people. With the rapid development of society, people's learning and work pressure is increasing, and they pay more attention to pursuing a relaxed and enjoyable life. The tea beverage industry is particularly important, as people can drink it anytime and anywhere, adding fun to their lives. The tea beverage industry has great potential for development. As a giant in the tea beverage industry, using Honey Snow Ice City as an example to explore its marketing strategy can promote the development of the national economy, and can also be indirectly and indirectly used in other tea beverage industries to help such enterprises quickly expand their market and open up new ideas for brand marketing theory.

3. Analysis of marketing environment in Mixue Ice City

3.1. Macro environment analysis

At present, the market target audience of Mixuebingcheng is mainly young people and children, with fewer elderly people. In addition, the fast-paced lifestyle of modern society and the pursuit of fashion and convenient consumption by young people make Mixuebingcheng's market for young people and children have great potential. Online shopping has become a trend in modern society, and the target audience for online shopping is mainly young people. Most young people prefer to shop on online shopping platforms, such as Meituan, Ele.me and other delivery platforms, which are

convenient and fast. These online shopping and delivery platforms provide Mixuebingcheng with broader sales channels and convenient marketing methods, while also changing consumers' purchasing habits. Online marketing has become an important part of it.

3.2. Industry competitive environment

Although the market demand for tea drinks is huge, seemingly promising a continuous stream of high profits, the sheer number of brands and existing competitors, such as Heytea, Nayuki, and Coco, creates a highly competitive and homogenized market. Even in a vibrant market, it's difficult to achieve significant profits from such intense competition. Numerous alternatives exist, such as coffee and other beverages. Large coffee and beverage brands abound, including Starbucks, Luckin Coffee, Coca-Cola, Sprite, and Rock Sugar Pear Juice. Furthermore, many potential entrants remain, including emerging regional brands.

4. Analysis of Mixue Ice Cream's internal resources and capabilities

4.1. Advantages

Mixue Ice Cream possesses a complete supply chain, a comprehensive product line, and its own agricultural production facilities, ensuring healthy and reliable raw materials for consumers and low production costs. The research and development (R&D) centers of two large companies—Daka International Food Co., Ltd. and Mixue Ice Cream Co., Ltd.—serve the brand's R&D, leveraging advanced big data technology to guarantee the quality of every product from the R&D team to the production workshop. With a diverse product line [2], Mixue Ice Cream is much cheaper than other tea brands. Mixue Ice Cream avoids the high-end consumer market and mainly targets the lower-tier market. The store fees and employee fees in the lower-tier market are lower. In addition, the lower-tier market has developed rapidly in recent years and has broad development prospects and great development potential, which makes Mixue Ice Cream have very good development prospects [6].

4.2. Disadvantages

The competition among major tea brands is fierce, and Mixue Ice Cream lacks a unique brand image. The tea industry chain is long and difficult to manage, which can easily lead to product quality problems due to improper management. Since 2021, news about product quality problems has frequently appeared about Mixue Ice Cream. This has greatly affected the brand image and is not conducive to the long-term development of the brand. Mixue previously stipulated that franchisees should not be at least 500 meters apart, but now Mixue Ice Cream has canceled this rule. If the distance between franchisees is too close, it may lead to competition among franchisees, internal chaos in Mixue Ice Cream, and difficulty in balancing the market, which is not conducive to Mixue's profit. Mixue Ice Cream's sales fluctuate significantly with seasonality. Mixue Ice Cream offers products suitable for summer sales, such as ice cream and iced drinks. These products are popular in summer due to their cooling and heat-relieving properties. However, sales are very low in winter, resulting in stagnant sales [6].

4.3. Opportunities

Mixue Ice Cream has now entered overseas markets, covering 12 countries including Indonesia, Canada, and Thailand, demonstrating significant potential for overseas market development [2].

Mixue Ice Cream targets lower-tier markets with low prices, where storefront and employee costs are low, resulting in low overall operating costs. China is a traditional tea-producing country, and tea culture originated in China. In modern times, people have innovated by mixing dairy products with tea to create milk tea, which is particularly important given the cultural context and the tastes of contemporary young people. Drinking milk tea has become a fashion trend in today's society [6]. Modern society's advanced Artificial Intelligence (AI), big data, and digital technologies have led to increased automation and operational efficiency, enabling large-scale production and reducing costs, thus generating more profits [7].

4.4. Threats

The raw materials of the tea beverage industry are mainly fruits, which are relatively inexpensive and an advantage of the tea beverage industry. However, the overall price of agricultural products has risen, and the price of raw materials such as fruits has increased, but the price of tea beverages has remained unchanged, and the profit of a single product has also decreased. This advantage has gradually weakened. The General Office of the State Administration for Market Regulation has issued a number of relevant food policies, such as the "Notice on Strengthening the Supervision and Management of Freshly Made Milk Tea and Fruit and Vegetable Juices" and the "Notice on Strengthening the Supervision and Management of Food Safety in Chain Food Business Enterprises". The state attaches great importance to the supervision of food and has improved relevant laws and regulations. However, Mixue Ice Cream started its food safety management relatively late, and some food safety management may not be mature yet. In addition, the scale of Mixue Ice Cream franchise is relatively large, which increases the difficulty of management. If food safety is not managed well, the brand impact of the tea beverage industry will be huge [7].

5. For Mixue Ice Cream marketing strategy design of optimization scheme

It was proposed by Jerome McCarthy in the 1960s. It mainly consists of four elements: product, price, channel, and promotion. The following is an optimization design of marketing strategy based on these four aspects.

5.1. Product strategy optimization

Mixue Ice Cream Company can analyze its most popular products and strengthen them as core products. However, simply strengthening core products is not enough; product homogenization is also a major challenge for Mixue Ice Cream. To solve this problem, it can be start with packaging design, including graphics and styles, to further enhance the product's competitiveness in the market and maintain its advantage. One reason for the severe homogenization in the tea beverage industry is the extreme similarity between products from different brands, lacking distinctive features and failing to attract consumers. Designing and changing unique packaging can address this issue. Mixue Ice Cream's market is mainly in China, but in recent years it has expanded to all parts of the world. Different regions in China have different characteristics and features, and different countries also have different characteristics and features. According to the evaluation of Mixue Ice Cream consumers, 24.29% of Mixue Ice Cream consumers believe that it does not meet the local taste and characteristics. Therefore, launching localized products and incorporating local elements is an area that Mixue Ice Cream needs to improve significantly. When launching products in new places, Mixue Ice Cream should consider the local eating habits and local cultural characteristics, conduct

thorough investigations into the taste preferences of local consumers, and fully consider local culture when launching new products or removing old products to ensure that each product has a competitive advantage in the market. It should make full use of local culture and eating habits to enhance the vitality of products in the market, which can increase the attractiveness to consumers and encourage them to buy [7]. In addition to solving the problems of homogenization and packaging, product safety is also a key concern for consumers. Therefore, Mixue Ice Cream should strengthen the management of product safety. Mixue can establish a complete food safety management system to supervise product safety and propose optimization solutions and suggestions for food safety as the market changes [7].

5.2. Price strategy optimization

Mixue Ice Cream stores cover a wide area, and there are significant differences between regions, as well as economic differences. Different regions should adopt different price levels. As analyzed above, Mixue Ice Cream products are highly seasonal. A dynamic pricing mechanism can be adopted. During the peak season, the price of the product can remain normal, while during the off-season, the price can be lowered, even below the price of competitors, to attract consumers [8].

5.3. Channel strategy optimization

Refined store operation, using data analysis tools to monitor customer flow, sales, and inventory in real time, make scientific decisions, optimize user experience, improve standardized operating procedures, ensure efficient operation of each link, and reduce error rate. In today's society, big data technology is advanced, artificial intelligence is rising, and online sales platforms are becoming increasingly popular. More and more consumers are shopping on online platforms, and products can be promoted and sold online.

5.4. Optimization of promotional strategies

Mixue Ice Cream's current promotional methods are limited, mainly consisting of event promotions and daily discount promotions. These methods have been in place for a long time and are no longer effective in attracting consumers. Mixue Ice Cream could hold more events or diversify its activities, incorporating local characteristics and cultural elements into its activities. Events could be based on local events [7]. A transparent supply chain model should be established. Mixue Ice Cream has a complete production line; making this production line transparent allows consumers to see how the products are made, thus improving food safety and giving consumers more confidence in purchasing Mixue Ice Cream products [9]. Supply chain transparency can also be used for advertising, both online and offline, enhancing the brand's food safety. Mixue Ice Cream can increase its online and offline promotional efforts. In today's advanced internet era, more and more consumers prefer to buy goods online, such as through food delivery platforms like Meituan and Ele.me [7,10].

6. Conclusion

This paper takes Mixue Ice Cream as an example, conducting an in-depth investigation of this tea beverage giant by reviewing its official website. It also consulted numerous relevant documents on Mixue Ice Cream, the tea beverage industry, and marketing strategies. Using SWOT analysis and literature review, the paper analyzed Mixue Ice Cream's internal and external marketing models, and proposed optimization solutions based on the 4P marketing strategy. The proposed optimization

methods include appropriately utilizing artificial intelligence tools, dynamic pricing models, integrating local cultural elements, and product localization.

It is hoped that this paper can improve Mixue Ice Cream's marketing strategy and promote its development. In the future, the new tea beverage industry must firmly grasp the immense potential of artificial intelligence as a marketing tool, be prepared to meet various challenges in the tea beverage market, and adjust marketing strategies accordingly to adapt to the ever-changing market.

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