
新式茶饮的营销策略分析——以喜茶为例

摘 要

新式茶饮作为当前国内餐饮行业的重要发展方向，在短短的数年时间里便已经发展出极为可观的市场规模。在庞大的市场当中，新式茶饮的竞争也愈发激烈，传统茶饮品牌，如大卡司、CoCo、蜜雪冰城等品牌积极地开拓新式茶饮产品，头部品牌如喜茶、奈雪的茶也在全国范围内进行品牌扩张。在新式茶饮市场的快速发展当中，新式茶饮品牌需要进一步地理清自身的市场营销现状，改进自身的营销战略体系，才能迎合市场消费者的需求，持续地吸引消费者的消费。喜茶作为当前新式茶饮品牌当中的头部品牌之一，在其当前的市场经营中，已经积累了一定程度的市场规模，获得了市场的认可。不过，喜茶的经营也并非完全没有不足，在本文的研究中通过文献研究与案例研究法对其营销现状进行分析，认为目前喜茶存在产品创新逐渐停滞、价格策略面临挑战、过度依赖于新媒体渠道、饥饿营销造成口碑评价不一的问题。对此，本文在研究中提出了重视核心产品的创新、制定具有吸引力的价格策略、重视多元化的营销渠道应用与合理应用饥饿营销的对策。

关键词：新式茶饮；营销策略；喜茶

ABSTRACT

As an important development direction of the current domestic catering industry, new-style tea drinks have developed a considerable market size in just a few years. In the huge market, the competition of new tea drinks is becoming more and more fierce. Traditional tea brands, such as Kakas, CoCo, and Honey Ice City, are actively developing new tea products. Head brands such as HEYTEA and Nai Snow's tea is also undergoing brand expansion nationwide. In the rapid development of the new tea beverage market, new tea brands need to further clarify their marketing status and improve their marketing strategy system in order to meet the needs of market consumers and continue to attract consumer consumption. HEYTEA as one of the head brands of the current new tea brands, has accumulated a certain degree of market scale and gained market recognition in its current market operations. However, the operation of HEYTEA is not entirely without its shortcomings. In the research of this article, it analyzes its marketing status through literature research and case study methods. It is believed that HEYTEA currently has product innovation stagnation, pricing strategies facing challenges, and excessive dependence on new products. Media channels and hungry marketing have caused mixed reviews. In this regard, this article puts forward countermeasures in the research that attach importance to the innovation of core products, formulate attractive pricing strategies, attach importance to the application of diversified marketing channels, and reasonably apply hungry marketing.

Key words: New tea; Hunger marketing; HEYTEA

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