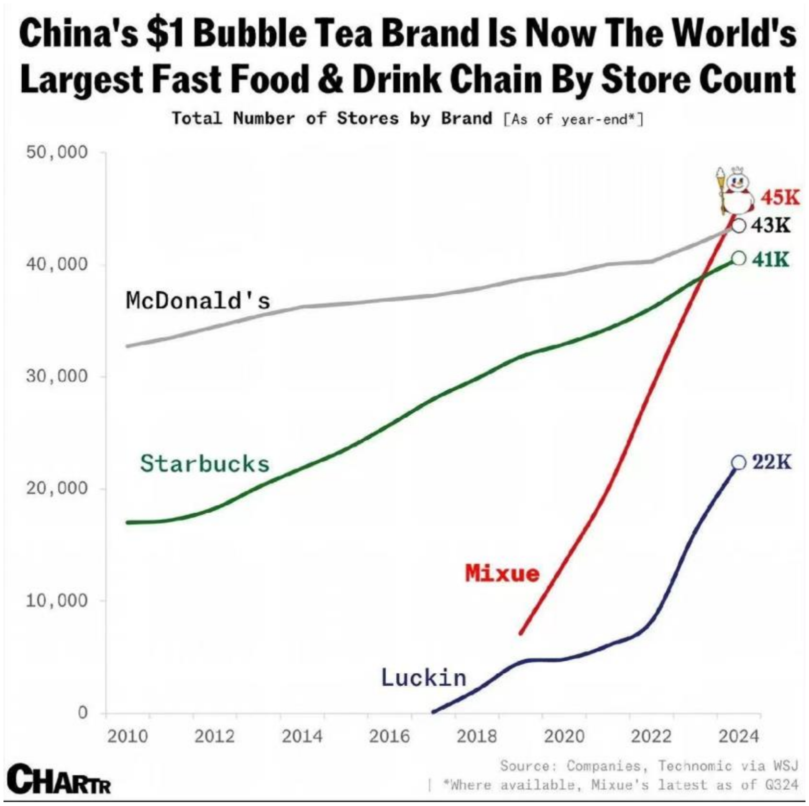
Mixue's Sweet Surge: From Local Chain to Global Giant

Xin Wu, CIO | March 31, 2025

Since 2018, Mixue Bingcheng has experienced unprecedented growth, now boasting over 45,000 stores—more than any other chain brand globally.

Following its March 3rd debut on the Hong Kong Stock Exchange, MIXUE Group (02097.HK) has captured investors' attention with its impressive performance. By March 26th, its share price reached HK$410.4, doubling from its IPO price and achieving a market capitalization of HK$154.7 billion. This momentum shows no signs of slowing.



The People's Beverage

Every era has its iconic drink. While previous generations had cola and bottled beverages, China has introduced the world to affordable freshly-made tea. For the price of bottled water in Japan, consumers enjoy handcrafted beverages made with premium ingredients—brewed tea, fresh milk, ice, fruit juices, and tapioca pearls.

What sets Mixue apart? Their pricing strategy defies 2025 norms:
- Ice cream: ¥2
- Lemonade: ¥4
- Milk tea: ¥6

Beyond Low Prices: A Revolutionary Business Model

Mixue's success isn't simply about being cheap. Their philosophy delivers either superior quality at comparable prices or comparable quality at lower prices—achieving consumption upgrades without price increases.

The company's decade-long expansion relies on an innovative approach: rather than collecting traditional franchise fees, Mixue profits as a supplier to its franchisees through efficient supply chain operations. By end-2024, the company operated just 17 direct stores (down 32 from 2023), while its franchise network expanded to 46,462 locations.

Following its March 2025 IPO, Mixue strategically allocated capital toward "international supply chain platform development" and "digital middle-office upgrades", further cementing its franchise-centric growth strategy.