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Article

Beyond Difference Counts: Explaining Visual Taxonomies in Chinese Brands' Overseas Digital Touchpoints: An Exploratory Multi-Market Study

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Abstract: Cross-market comparisons of brand interfaces can reveal visible differences, but such differences do not by themselves establish why a design choice was made or whether it represents cultural adaptation. This study examines the overseas digital touchpoints of three Chinese consumer brands—CHAGEE, POP MART, and *52*TOYS—to explore how product classification, brand narratives, and service information are organized across markets and languages. Using structured document analysis of official public-facing pages, the study develops an evidence-bounded analytical approach that distinguishes identity anchoring, narrative translation, and task-architecture adjustment, while separating direct observations from plausible design explanations and claims requiring further validation. CHAGEE provides the primary multi-market comparison through beverage-category pages in the United States, Malaysia, and Singapore. POP MART's Singapore storefronts provide a language-variant comparison of navigation and fulfilment information, while *52*TOYS offers a supplementary case of product-format and intellectual-property browsing structures. The findings show that category counts and semantic groupings vary across CHAGEE's market pages; bilingual labels on POP MART communicate both interface content and fulfilment conditions; and the *52*TOYS catalogue presents product-format and IP-related entry points as distinct browsing dimensions. These observations support analysis of information organization and public brand communication, but do not establish cultural causation, managerial intent, or user effects. The study contributes an exploratory framework for interpreting overseas digital touchpoints while making the evidential requirements for stronger claims explicit.

Keywords: Chinese brands; overseas digital touchpoints; cross-cultural communication; interface information architecture; product taxonomy;

1. Introduction

When consumer brands enter overseas markets, their digital touchpoints must maintain recognizable brand meanings while organizing information for local browsing and purchasing contexts. These functions are expressed through different interface elements: brand identifiers may remain consistent while product categories are reorganized; brand narratives may be translated or reframed while navigation structures remain stable; and fulfilment information may be presented to clarify local or cross-border delivery conditions. Such differences should not be treated as equivalent forms of localization. The analytical task is to identify what has changed,

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determine which touchpoint function is involved, and assess what the available evidence can support about the possible design rationale.

The standardization–adaptation debate is well established in international marketing, while research on corporate visual identity and cross-cultural websites has examined how brand systems and interface features vary across markets (Chang, 2011; Cyr & Trevor-Smith, 2004; Melewar & Saunders, 1999; Theodosiou & Leonidou, 2003). Shi and Xu (2020), for example, compared the domestic and US-facing websites of 31 Chinese brands, demonstrating that the broader question of cultural adaptation in Chinese brands' overseas communication has already received scholarly attention. Multimodal website analysis also provides established approaches for connecting observable interface features with interpretation (Pauwels, 2012). Building on this research, the present study focuses on the relationship between specific touchpoint structures and the explanations that can reasonably be drawn from public-facing evidence.

A visible interface difference does not, by itself, identify the mechanism that produced it. Differences in category labels or navigation structures may reflect product assortment and merchandising decisions, while bilingual service labels may communicate operational conditions rather than cultural meanings. These explanations must therefore be distinguished rather than treated as interchangeable. This study links each observation to a possible design or operational explanation, records relevant alternative explanations, and specifies what additional evidence would be required to support stronger claims.

The study addresses three research questions:

RQ1: What differences in product classification, brand narrative, and service information are observable across the selected overseas digital touchpoints of CHAGEE, POP MART, and 52TOYS?

RQ2: How do these differences vary according to touchpoint function, language, and the comparability of the materials examined?

RQ3: What design or operational explanations can be proposed from the available public evidence, and where must interpretation remain provisional?

The cases serve different evidential purposes. CHAGEE provides the primary multi-market comparison of beverage-category structures; POP MART provides a same-market comparison of English- and Chinese-language storefront information; and 52TOYS provides a supplementary examination of product-format and IP-related browsing structures. The cases are therefore compared analytically, not treated as equivalent replications.

This study makes a methodological contribution to the analysis of overseas digital touchpoints. First, it defines the unit of analysis at the level of specific interface functions rather than treating an entire website as a single object. Second, it distinguishes directly observable differences from plausible design or operational explanations and from claims that require independent validation. Third, it makes comparability an explicit condition for cross-market interpretation, allowing materials with different functions or platform conditions to be retained as contextual evidence without treating them as equivalent comparisons. The resulting approach is exploratory rather than a validated localization scale.

2. Literature Review and Conceptual Positioning

2.1 Standardization, adaptation, and the visual identity problem

Levitt's (1983) standardization argument linked the convergence of consumer needs to the possibility of more standardized market offerings. Subsequent empirical research, however, has shown a less uniform relationship between standardization, adaptation, and performance. Reviewing 36 empirical studies, Theodosiou and Leonidou (2003) found that outcomes varied with research contexts and construct definitions. This debate cautions against treating the number of visible changes as an indicator of design appropriateness. A greater number of changes does not

necessarily indicate more effective adaptation, just as visual consistency does not necessarily demonstrate that an interface meets local browsing or service requirements.

Corporate visual identity research examines how organizations manage names, symbols, colours, and other resources that support brand recognition. Melewar and Saunders (1999) discuss the standardization and localization of international corporate identity, while van den Bosch et al. (2006) examine the organizational management of corporate visual identity. In digital commerce, however, brand communication also takes place through categories, filters, collection pages, and fulfilment information. These interface elements do not necessarily constitute core visual identity assets, but they shape how brand and product information is presented and accessed. They therefore warrant analysis as distinct components of the broader brand touchpoint system.

In this study, brand identity, brand narrative, and interface task architecture are treated as analytically distinguishable but potentially interacting dimensions of digital touchpoints. Identity resources support recognition; narrative resources communicate or contextualize brand meanings; and task-architecture resources organize browsing, product discovery, and transaction-related information. This distinction provides a conceptual basis for examining different interface functions without assuming that they share the same criteria of adaptation.

2.2 Cross-cultural website and visual communication research

Research on culturally situated web design has examined how website features vary across national and linguistic contexts. Cyr and Trevor-Smith (2004) compared municipal websites in Germany, Japan, and the United States, considering features such as symbols, graphics, layout, language, and content. Chang (2011) examined differences between English- and Chinese-language corporate websites. These studies demonstrate the value of systematic feature comparison, while also indicating that observable differences should not be attributed to national culture without examining the specific context in which they occur.

Pauwels (2012) provides a multimodal approach to website analysis that connects observable features with interpretation while requiring attention to the context in which those features appear. Kress and van Leeuwen (2006) similarly explain how composition, salience, and framing contribute to the organization of visual meaning. These perspectives are relevant to the present study because digital touchpoints combine communicative and functional elements. However, the available records in this study primarily document textual labels and information structures. The analysis therefore draws on multimodal research as a conceptual reference but does not claim to provide a comprehensive visual-composition analysis.

Shi and Xu (2020) compared the domestic and US-facing websites of 31 Chinese brands and found that cultural adaptation was neither universal nor uniform. Their study provides a relevant basis for examining how Chinese brands communicate across markets. The present study adopts a more bounded unit of analysis by focusing on specific interface functions, including product-category navigation, bilingual service information, and catalogue organization. It further distinguishes between the observation of interface differences and the interpretation of the mechanisms that may account for them.

2.3 Research Niche and Contribution Boundary

Existing research provides established approaches to international brand adaptation, corporate visual identity, and cross-cultural website analysis. A more specific methodological issue remains in the interpretation of public-facing interface differences: pages that appear different may perform different functions, operate under different platform conditions, or reflect different product and service arrangements. Without distinguishing these conditions, cross-market comparisons risk treating unlike interface elements as equivalent evidence of localization.

This study addresses this issue by defining the touchpoint function before interpreting visible variation. It combines structured document analysis with an explicit evidence gate to distinguish direct observations from plausible design explanations and claims requiring independent validation (Bowen, 2009; Schreier, 2012). Its contribution lies in this evidence-bounded procedure rather than in proposing a universal theory of localization or a validated measurement scale.

3. Conceptual Framework: A Touchpoint Typology

The analytical framework consists of two related but distinct components (Figure 1). The first is a touchpoint typology comprising identity anchoring, narrative translation, and task-architecture adjustment. These categories identify the primary function of an observed interface feature and are not numerical scores or mutually exclusive classifications. The second component is an evidence-based explanation sequence that distinguishes direct observation, plausible design or operational interpretation, and claims requiring independent validation. The typology classifies what kind of touchpoint feature is being examined; the evidence sequence determines how far the available material permits the analysis to go. Both components are exploratory analytical tools rather than validated measurement scales.

3.1 Identity anchoring

Identity anchoring refers to the recognizable resources through which a brand maintains continuity across touchpoints, including its name, wordmark, logo, core colours, character/IP assets, and recurring visual motifs. Assessment requires evidence that the same or corresponding assets can be examined across comparable contexts. A textual brand name may support a finding of naming continuity, but it cannot establish consistency in the wider visual identity system. Where synchronized or otherwise comparable visual records are unavailable, visual identity features are recorded as not assessable rather than inferred from text-only evidence. Accordingly, identity anchoring remains a component of the analytical framework, but it is not treated as a systematically measured outcome in the present dataset.

3.2 Narrative translation

Narrative translation refers to the ways in which a brand’s public-facing content translates, explains, or reframes its origin, name, values, or cultural references for a target-language audience. For analytical purposes, translation may retain the original proposition while changing its language; explanation may add contextual information; and reframing may shift the emphasis or connect an original reference with a broader concept. These categories describe observable features of the brand’s public narrative. They do not establish whether audiences understand, accept, or emotionally respond to the message.

3.3 Task-architecture adjustment

Task-architecture adjustment refers to the organization of interface information for browsing, product discovery, comparison, and transaction. In this study, observable features include top-level category counts, category labels, grouping principles, navigation entry points, and fulfilment information. These features can be documented directly from public-facing pages, but their underlying causes cannot be assumed from appearance alone. Differences may reflect product assortment, merchandising priorities, platform design, inventory, logistics, or market-specific requirements. Cultural explanations are therefore considered only as possibilities when supported by evidence beyond the observed interface difference.

3.4 The evidence gate and touchpoint types

3.4 The Evidence Gate and Levels of Interpretation

The evidence gate is applied before cross-market differences are interpreted. It examines three conditions: (a) whether the sources are traceable and sufficiently documented; (b) whether the compared touchpoints perform corresponding functions; and (c) whether platform, channel, product, and temporal conditions introduce substantial alternative explanations. A comparison that does not meet these conditions is retained as contextual material rather than treated as equivalent evidence of market adaptation.

After the comparability assessment, each observation is recorded at three levels of interpretation. Level 1 concerns direct observations that can be checked against the source material, such as category counts, visible labels, and fulfilment wording. Level 2 concerns plausible design or operational explanations that are consistent with the observation but are not directly confirmed by the available records. Level 3 concerns claims about cultural causation, managerial intent, audience response, or performance outcomes. Such claims require independent evidence, including matched product or SKU data, internal design documentation, audience research, usability testing, or business data.

The three levels describe the strength of the claim, not the magnitude of design change. A Level 1 observation may be precise without explaining why the difference exists; a Level 2 interpretation may be plausible without being verified; and a Level 3 claim should not be made unless independent evidence is available. This distinction prevents the classification of an interface feature from being mistaken for proof of its cause or effect.

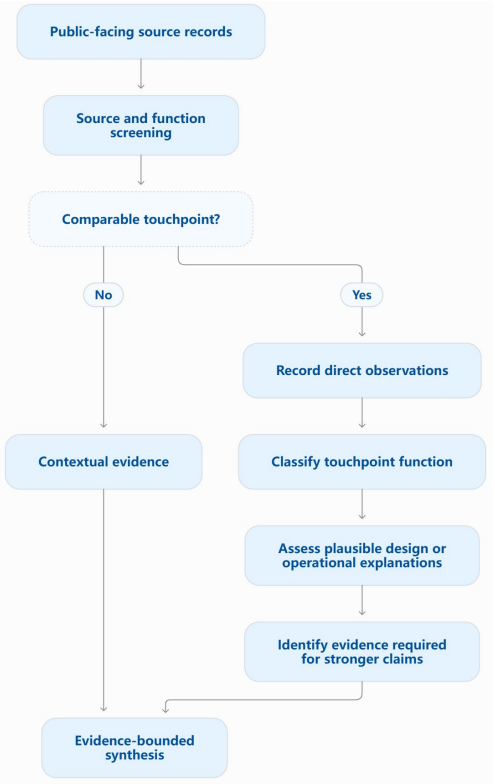


Figure 1. Analytical procedure for evidence-bounded interpretation of overseas digital touchpoints.

Note. The evidence gate determines whether a source pair can support direct comparison. The touchpoint typology classifies the function of the observed feature, while the interpretation levels distinguish direct observations from plausible explanations and claims requiring independent validation. Author-created framework.

4. Method

4.1 Research design

This study adopts an exploratory comparative design that combines structured qualitative content analysis with document analysis. It examines three Chinese consumer brands—CHAGEE, POP MART, and 52TOYS—through selected official digital touchpoints. The cases are assigned different analytical roles according to the functions and comparability of their source materials. CHAGEE provides the primary multi-market comparison of beverage-category navigation across the United States, Malaysia, and Singapore. POP MART provides a same-market comparison of English- and Simplified Chinese-language storefront information in Singapore. 52TOYS provides a supplementary examination of product-format and character/IP-based catalogue organization. The cases are therefore used for analytical complementarity rather than as equivalent replications (Bowen, 2009; Schreier, 2012; Yin, 2018).

The unit of analysis is the individual digital touchpoint rather than the brand as a whole. A product-category page, navigation module, fulfilment label, or brand-story page is treated as a bounded unit within its respective brand case. This distinction allows the analysis to compare sources that perform corresponding functions while retaining less comparable materials as contextual evidence. The strength of each inference is determined by the function, source conditions, and available evidence of the relevant touchpoint.

4.2 Case selection and sources

Cases were purposively selected to provide traceable official materials and variation in digital touchpoint functions. CHAGEE was selected for its beverage-category navigation across three overseas market sites. POP MART was selected for its English- and Simplified Chinese-language storefronts in Singapore, which make it possible to examine the relationship between interface translation and fulfilment communication within the same market. 52TOYS was included as a supplementary case to examine the coexistence of product-format and character/IP-based browsing dimensions.

The primary CHAGEE corpus comprises three official market product pages. The US page lists five top-level categories, the Malaysia page six, and the Singapore page seven, yielding 18 category labels in total. Figure 4 presents 18 representative product names drawn from selected official category pages, with six examples from each market. These product names are illustrative records used to contextualize category labels; they do not constitute a complete inventory or a matched SKU dataset. The POP MART language comparison is used to examine corresponding labels and fulfilment information within one market, while the 52TOYS case is used to interpret catalogue classification rather than to establish a domestic–overseas market effect.

The study draws on official public-facing pages accessed on 27 October 2026. The CHAGEE sources comprise the US product page (https://www.chagee.us/product), the Malaysia product page (https://chagee.com.my/product), and the Singapore English- and Chinese-language product pages (https://chagee.com.sg/en/product; https://chagee.com.sg/zh-sg/product). The POP MART sources comprise its Singapore English- and Simplified Chinese-language storefronts (https://www.popmart.com/sg; https://www.popmart.com/zh-hans-SG). The 52TOYS sources comprise its global product, collection, and About pages (https://hi52toys.com/products; https://hi52toys.com/collections/all; https://hi52toys.com/pages/about-us).

Figures 2–8 are author-created reconstructions of category labels, representative product names, and catalogue relationships recorded from these public pages. They are analytical diagrams rather than facsimile screenshots. Accordingly, the source material supports analysis of textual taxonomy and service-information cues, but not systematic claims about colour, typography, image composition, or precise spatial layout.

Table 1. Case selection, Source material, Comparability assessment, and Role in analysis.

Unit	Source pair/material	Comparability	Analytic use

C1	CHAGEE US, Malaysia, and Singapore product-category pages	High–moderate; same brand and beverage-browsing task	Primary three-market taxonomy comparison
C2	CHAGEE Singapore English vs. Chinese product page	Moderate; same market and function, but current text extracts do not map every label one-to-one	Language-variant observation; no count comparison
C3	POP MART Singapore English vs. Simplified Chinese storefront	Moderate; same store family and market; dynamic product modules	Translation/fulfilment-label observation
E1	POP MART China JD storefront vs. Singapore official store	Low; platform and channel differ	Exploratory catalogue-structure contrast only
E2	52TOYS China JD storefront vs. global DTC collections	Low; platform and channel differ	Exploratory catalogue-structure contrast only
N1	52TOYS English brand-story page	Not paired	One-sided narrative-translation example

4.3 Coding scheme and descriptive reference indicators

Each touchpoint unit is documented using a structured record that includes its unit ID, brand, market or language, platform or channel, page function, source URL, retrieval date, literal interface labels, relevant category counts, and inference boundary. The analysis uses three descriptive dimensions: identity anchoring (I), narrative translation (N), and task-architecture adjustment (T). These dimensions identify the primary function of an observable touchpoint feature. They are coded using the descriptive reference categories in Table 2 and are not intended to measure the overall degree of localization.

Identity anchoring is coded only when corresponding visual assets can be compared under sufficiently similar conditions. The presence of the same textual brand name supports a finding of naming continuity but does not establish consistency across the full visual identity system. Narrative translation records explicit translation, explanation, or reframing of brand-related meaning. Task-architecture adjustment records observable differences in category grouping, navigation hierarchy, task modules, and fulfilment cues. "NA" indicates that a dimension cannot be assessed from the available source material; it should not be interpreted as evidence that no difference exists.

The descriptive feature codes in Table 2 are distinct from the three evidential interpretation levels introduced in Section 3.4. The former classify observable touchpoint features, whereas the latter indicate how far an analytical claim can extend beyond direct observation. Neither set of codes is summed into an overall localization score.

For the primary CHAGEE comparison, a symmetric category-count difference (SCD) is calculated for each market pair:

$$SCD = |n1 - n2| / [(n1 + n2)/2] \times 100$$

where n1 and n2 represent the numbers of top-level categories on the two pages being compared. With category counts of five for the United States, six for Malaysia, and seven for Singapore, the pairwise SCD values are 18.2%, 15.4%, and 33.3%, respectively. SCD is used only to describe the relative difference in category counts. It does not measure semantic similarity,

category overlap, cultural appropriateness, usability, product availability, or commercial performance. The numerical indicator is therefore interpreted alongside the literal category labels and representative product examples rather than as a standalone measure of localization.

Table 2. Descriptive coding scheme for touchpoint features.

Dimension	0	1	2	NA / boundary
Identity anchoring (I)	Matched asset visibly differs	Partial or variant presentation	Same matched asset retained	Asset not visible or comparable; do not infer full VI from text alone
Narrative translation (N)	No explanatory narrative in a relevant story unit	Translation or light rewording	Explicit explanation/contextual reframing	Not a narrative unit
Task-architecture adjustment (T)	Category grouping and hierarchy remain equivalent	Category labels, wording, or display order change while grouping and hierarchy remain stable	Category grouping, product assignment, hierarchy, or task-module structure changes	Functional comparison unsupported

Note. The codes describe observable touchpoint features and are not evidential confidence scores. "NA" indicates that the feature cannot be assessed from the available material. The evidential interpretation levels used to evaluate claims are defined separately in Section 3.4.

For Task-Architecture Adjustment, code 1 is assigned when changes are limited to category labels, wording, or display order while the underlying category grouping and hierarchy remain demonstrably unchanged. Code 2 is assigned when the available evidence identifies a structural change in information organization, such as category regrouping, changes in product-to-category assignment, category merging or splitting, or modifications to navigation hierarchy or task modules. The distinction depends on evidence of a change in the underlying information structure, not simply on differences in category names or counts. A category-count difference alone is insufficient for code 2 unless the corresponding structural change can also be established. When the available materials do not permit this distinction to be made reliably, the unit should be marked NA rather than assigned a definitive structural-change code.

4.4 Analytical procedure and quality controls

The analysis follows a seven-step procedure. First, the official source and retrieval date are documented. Second, the primary function of each page or module is defined before interpretation. Third, visible category labels, navigation entries, and service-information cues are transcribed. Fourth, top-level category counts are recorded and compared using the SCD indicator where the source functions are sufficiently comparable. Fifth, category labels are provisionally mapped to functional or semantic groups when a defensible relationship can be established. Sixth, alternative explanations—including product assortment, market-specific launches, taxonomy policy, platform and channel conditions, language, fulfilment, and campaign-related modules—are recorded. Finally, each analytical claim is assigned to the appropriate evidential interpretation level: direct observation, plausible design or operational explanation, or a claim requiring independent validation. This procedure combines explicit category definition with traceable document-based analysis (Schreier, 2012; Yin, 2018).

The coding and semantic mapping were conducted by one researcher. The study therefore presents the resulting classifications as exploratory analytical interpretations rather than independently reliability-tested measurements. The figures reconstruct textual labels and

category relationships from official public-page records; they are not synchronized visual captures. The analysis consequently focuses on information architecture and textual interface cues and does not make pixel-level claims about visual composition. Independent coding and archived, matched page captures would provide useful validation in subsequent research.

5. Results

5.1 CHAGEE: menu structure as the clearest matched comparison

CHAGEE's official product pages display different top-level beverage taxonomies across the United States, Malaysia, and Singapore (Figure 2). The US page lists five categories: Tea Lattes, Pure Teas, Matcha, Citrus Teafreshers, and Blended Teas. The Malaysia page lists six: Milk Tea Series, Brew Tea Series, Fruit Tea Series, Teaspresso · Tea Latte, Iced Oriental Tea, and Teaspresso · Tea Frappé. The Singapore page lists seven: Fresh Milk Tea, Snow Cap Milk Tea, Fresh Fruit Tea, Brewed Tea, Teaspresso Latte, Teaspresso Frappé, and Iced Oriental Tea (CHAGEE Malaysia, n.d.-d; CHAGEE Singapore, n.d.-b; CHAGEE USA, n.d.-b). These records establish variation in the number and naming of top-level categories, providing the basis for a more detailed comparison of how the menus partition beverage information.

The pairwise SCD values are 18.2% for the US–Malaysia comparison, 15.4% for Malaysia–Singapore, and 33.3% for US–Singapore. These values describe differences in category counts only. A separate descriptive mapping of the 18 labels identifies the dominant lexical cues used to organize the menus. The US taxonomy combines beverage formats with ingredient- or product-family labels; Malaysia combines broad beverage-family categories with named preparation or serving concepts; and Singapore distinguishes several product formulations and preparation-related categories. This mapping is researcher-generated and is used to interpret the labels, not to measure semantic similarity or establish equivalent product inventories.

The product descriptions provide further context for interpreting these category structures. On the Singapore page, "Fresh Milk Tea" and "Snow Cap Milk Tea" are presented as separate categories, with their descriptions distinguishing fresh milk tea from a version featuring a cream topping. On the Malaysia page, BO · YA and other milk-based products appear within the broader "Milk Tea Series". The US page, by contrast, uses "Tea Lattes" as a broad format category while presenting "Matcha" and "Citrus Teafreshers" as separate top-level entries. These examples suggest that the three menus foreground different organizing cues, including serving configuration, beverage family, ingredient, and preparation concept.

A plausible design interpretation is that category granularity and merchandising emphasis contribute to the observed differences. However, product assortment, campaign timing, and menu-management conventions remain alternative explanations. The public pages support a comparison of category structures and product descriptions, but they do not establish that local

taste or cultural preferences caused the differences.

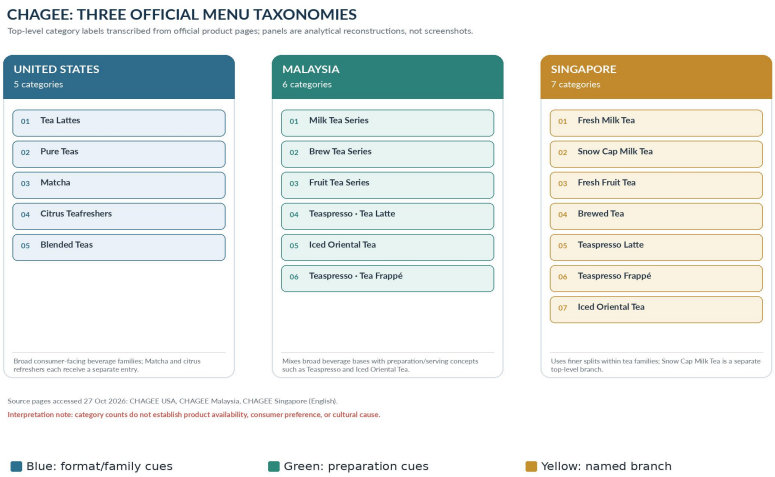


Figure 2. Official CHAGEE menu taxonomies (author-created; accessed 27 October 2026).

Legend: Blue = format/family cues; green = preparation cues; yellow = named branch.

Note: Author-created analytical reconstruction; no third-party screenshots or copyrighted images are reproduced.

Category counts alone leave the semantic mechanism partly hidden. The next figure therefore adds representative product names from selected categories on the three official pages. These examples do not constitute a complete or matched SKU inventory; their purpose is to examine what each taxonomy foregrounds in the visible naming system (CHAGEE USA, n.d.-a, n.d.-c, n.d.-d; CHAGEE Malaysia, n.d.-a, n.d.-b, n.d.-c; CHAGEE Singapore, n.d.-b, n.d.-c, n.d.-d, n.d.-e).

The functional mapping in Figure 3 adds a second layer of interpretation. It groups labels by their apparent browse function, but it should not be mistaken for proof that every label refers to an identical product set. For example, "Tea Lattes" and "Milk Tea Series" occupy a broadly milk/latte-related semantic space, but their inventory may differ. Similarly, the absence of "Matcha" as a visible top-level label on the Malaysia and Singapore pages does not establish that matcha products are unavailable; the products may appear within another category or at a different page state. This distinction prevents an interface taxonomy from being read as a full inventory database.

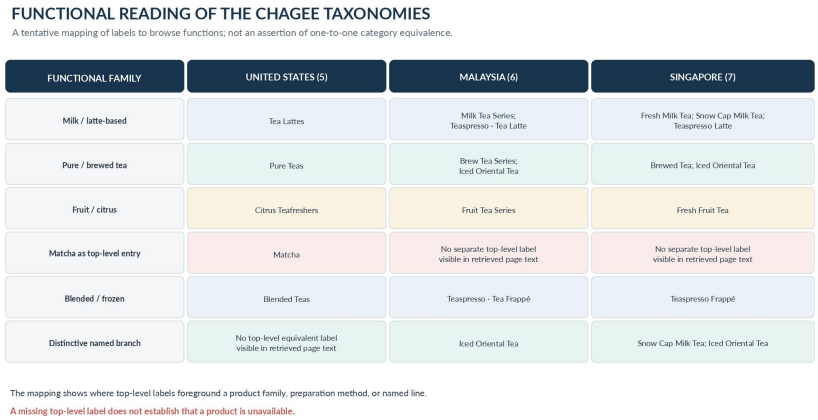


Figure 3. Provisional functional mapping of CHAGEE's category labels across three market pages.

Note. The mappings are analyst-generated and indicate possible functional relationships rather than verified product equivalence. The absence of a top-level category does not establish product unavailability. Author-created reconstruction based on official public-page text.

To examine whether the labels are merely different names for a common taxonomy or reflect different grouping choices, Figure 4 places representative product names under selected category labels. The comparison exposes an important distinction: "Fresh Milk Tea" and "Snow Cap Milk Tea" differentiate serving/topping configurations, while "Pure Teas", "Brew Tea Series", and "Brewed Tea" foreground different semantic cues for tea without milk. Product examples make the interpretation more concrete, but they do not establish that the underlying SKU sets are identical across markets.

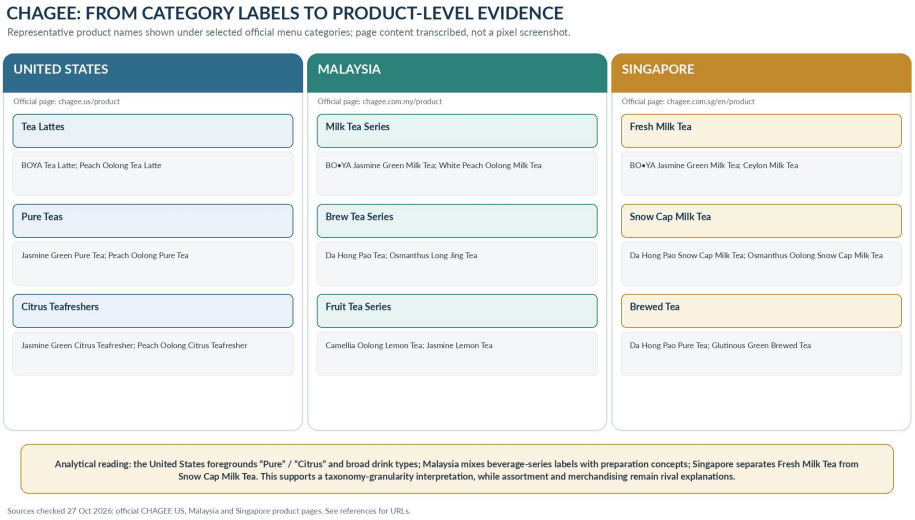


Figure 4. Representative product-level evidence under selected CHAGEE category labels.

Note. Product names are reconstructed from official public-page text and are illustrative rather than exhaustive. Their category placement does not establish that the same products are unavailable in other markets. Author-created reconstruction; not a facsimile screenshot.

Table 3. Semantic patterns and competing explanations in CHAGEE's three market taxonomies.

Taxonomy feature	Observed labels	Possible design interpretation	Alternative explanation and evidence required
Milk-based taxonomy	US: "Tea Lattes"; MY: "Milk Tea Series"; SG: "Fresh Milk Tea" plus "Snow Cap Milk Tea".	Singapore distinguishes fresh-milk and cream-topped offerings; the US foregrounds "latte"; Malaysia uses a series label.	Assortment, launch timing, or menu policy may explain the split. Match SKUs and archived pages before stronger claims.
Tea without milk	US: "Pure Teas"; MY: "Brew Tea Series"; SG: "Brewed Tea".	"Pure" foregrounds composition; "brew/brewed" foregrounds preparation.	Copywriting or regional naming may be responsible. User testing is needed before claiming clarity or preference.

Fruit / citrus	US: “Citrus Teafreshers”; MY: “Fruit Tea Series”; SG: “Fresh Fruit Tea”.	The US label specifies citrus/refreshment; the other labels foreground a broader fruit family.	Product range, seasonality, or campaign copy may explain it. Compare SKU inventory and launch dates.
Named product branches	US: “Matcha” and “Blended Teas”; MY: “Teaspresso · Tea Frappé”; SG: “Snow Cap Milk Tea” and “Teaspresso Frappé”.	Top-level navigation foregrounds ingredient, serving/topping, or preparation concepts differently.	A missing top-level label does not imply product unavailability. Category-level inventories are needed.

The category and product examples indicate that differences in menu structure should be examined alongside the product references placed within each category. In particular, the cross-market presentation of a shared beverage provides a more focused basis for examining the relationship between product continuity and taxonomy variation.

A product-level anchor provides a stronger cross-market test than category counts alone. The US page identifies the jasmine-green milk beverage as “BOYA Tea Latte (Jasmine Green)”. The Malaysia page lists “BO · YA Jasmine Green Milk Tea” under “Milk Tea Series”, while the Singapore page places “BO · YA Jasmine Green Milk Tea” under “Fresh Milk Tea” (CHAGEE USA, n.d.-d; CHAGEE Malaysia, n.d.-c; CHAGEE Singapore, n.d.-d). Across the three records, the shared jasmine-green tea and milk concept provides a product-level point of comparison, while the product-name structure and parent category vary by market.. Across the official descriptions, jasmine green tea paired with milk remains the shared product idea, while the product-name order and parent category differ (CHAGEE USA, n.d.-d; CHAGEE Malaysia, n.d.-c; CHAGEE Singapore, n.d.-d). Figure 5 brings these source details together as an evidence panel.

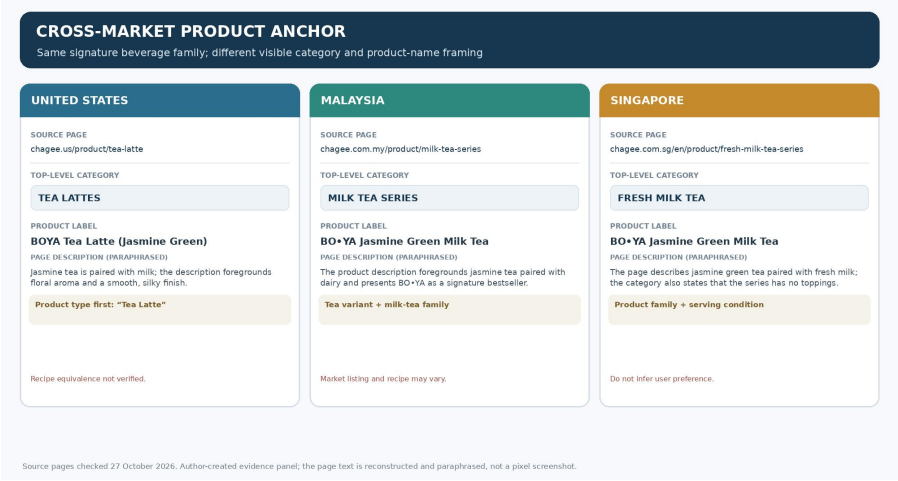


Figure 5. Cross-market product anchor: BOYA jasmine-green milk beverage (author-created reconstruction).

Note: The same beverage anchor is compared through market-specific category and product-name wording; descriptions are paraphrased. No third-party screenshots or copyrighted images are reproduced.

The comparison supports a more precise mechanism interpretation. The US product name is format-led (“Tea Latte”), whereas the Malaysia and Singapore names are variant-and-family-led (“Jasmine Green Milk Tea”). The parent category then reinforces that framing: Malaysia uses a broad “Milk Tea Series”, while Singapore’s “Fresh Milk Tea” sits beside the separate “Snow Cap Milk Tea” category.This pattern can be understood as cross-layer framing. At the product-reference level, the jasmine-green milk beverage provides a recognizable point of continuity. At the category level, however, the interface foregrounds different attributes: the US name

emphasizes the tea-latte format, whereas the Malaysia and Singapore names emphasize the jasmine-green milk-tea variant. The parent categories further shape this presentation, with Malaysia using the broader "Milk Tea Series" and Singapore distinguishing "Fresh Milk Tea" from "Snow Cap Milk Tea". This provides evidence of variation in product naming and category framing, while leaving the underlying degree of product equivalence and the reasons for the variation open to further verification. It is a plausible interface and merchandising mechanism, not evidence of culturally caused preference. Synchronized archived pages and item-level ingredient/recipe confirmation would be needed to establish that the product is fully equivalent across markets.

The comparison suggests that CHAGEE's menu variation is not adequately explained by category counts alone. Differences in category naming and partitioning may reflect alternative ways of organizing the beverage range, including product-family distinctions, preparation methods, and named serving concepts. These observations make taxonomy granularity and merchandising logic plausible explanatory mechanisms. However, without matched SKU inventories and internal merchandising records, the analysis cannot determine whether these differences result from local consumer preferences, product availability, or market-specific commercial decisions. CHAGEE therefore provides the primary evidence for examining task-architecture adjustment while illustrating the need to distinguish visible structure from its underlying cause.

5.2 CHAGEE language variants: translation is not necessarily restructuring

The English- and Chinese-language product pages of CHAGEE Singapore provide a within-market comparison of category naming. The English page lists labels including "Fresh Milk Tea", "Snow Cap Milk Tea", "Fresh Fruit Tea", "Brewed Tea", "Teaspresso Latte", "Teaspresso Frappé", and "Iced Oriental Tea". The retrieved Chinese-language page contains labels including "原叶鲜奶茶", "雪顶冰", "远山鲜沏篇", "极萃·茶拿铁", "极萃·茶冰川", and "东方冰茶" (CHAGEE Singapore, n.d.-a, n.d.-b). The visible labels do not form an entirely transparent one-to-one lexical mapping. Some appear to function as branded series names or product concepts rather than literal translations of the English category labels.

This comparison indicates that language adaptation may involve direct translation, brand-specific naming, and category naming choices. However, the available text records do not establish whether the two pages contain identical category structures, ordering, or product sets. The comparison is therefore used to illustrate the distinction between lexical correspondence and taxonomy equivalence, rather than to calculate a structural-difference score. A verified label-to-label mapping supported by synchronized page records would be required for a stronger structural comparison.

5.3 POP MART Singapore: bilingual labels and retail task modules

The English-language POP MART Singapore storefront presents navigation labels such as "IP CHARACTERS" and "PRODUCT CATEGORIES", together with product-discovery entries including "Plush Toys", "All Figures", and "POP BEAN". The Simplified Chinese storefront uses corresponding labels such as "IP 角色" and "商品分类". The pages also display fulfilment cues, including "LOCAL EXPRESS" and "GLOBAL EXPRESS" in English and "本地直发" and "跨境发货" in Chinese (POP MART Singapore, n.d.-a, n.d.-b). Figure 6 reconstructs these label pairs from the official public-page records.

The comparison indicates that bilingual interface content performs more than a naming function. In particular, the fulfilment labels distinguish local dispatch from cross-border shipment and therefore communicate service conditions relevant to the purchase process. This is an operational information function within the digital touchpoint. One plausible design

rationale is that explicit fulfilment information helps clarify delivery expectations. However, the available records establish the presence and wording of these labels, not their effect on user comprehension, perceived risk, or checkout behaviour. The evidence also does not establish that the complete product taxonomy or visual identity differs between the two language versions.

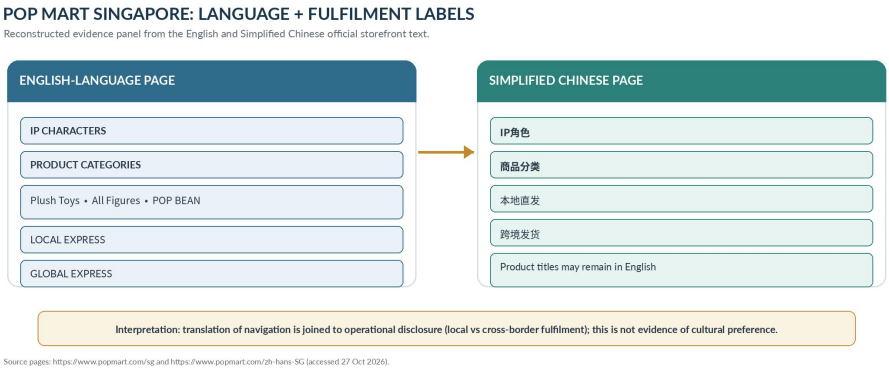


Figure 6. English- and Simplified Chinese-language navigation and fulfilment labels on POP MART Singapore.

Note. Labels are reconstructed from official public-page text. The comparison documents language and service-information differences, not audience preference or cultural effects. Author-created reconstruction; not a facsimile screenshot.

A further comparison examines Chinese-language POP MART collection pages for Singapore and Malaysia. Both pages expose similar broad navigation and service-information cues, including POP NOW, “本地直发”, “跨境发货”, and category- or IP-related entry points. The same listed item, “Twinkle Twinkle Warmth in a Freezing Noon Figure”, appears at S$59.90 on the Singapore page and RM180.80 on the Malaysia page, with cross-border fulfilment indicated in both records (POP MART Singapore, n.d.-c; POP MART Malaysia, n.d.). This observation shows that a recognizable product listing can be presented through market-specific currency and fulfilment information while retaining broadly comparable service cues.

The displayed amounts should not be interpreted as directly comparable prices or as evidence of a localized pricing strategy. Exchange rates, taxes, shipping costs, promotional conditions, and the equivalence of page states have not been controlled. The comparison is therefore limited to the observable presentation of currency, price, and fulfilment information. Figure 7 records these elements as a contextual comparison rather than a measure of price adaptation.

POP MART illustrates that bilingual interface adaptation extends beyond the translation of product names and navigation labels. Fulfilment terms such as “LOCAL EXPRESS” and “GLOBAL EXPRESS” communicate distinctions in delivery arrangements, while their Chinese counterparts provide corresponding service information. This suggests that language adaptation can also function as operational disclosure within the shopping interface. Nevertheless, the available evidence demonstrates the presence of translated service cues rather than their effectiveness. It does not establish whether users understand these distinctions more easily or whether the wording changes purchasing decisions.

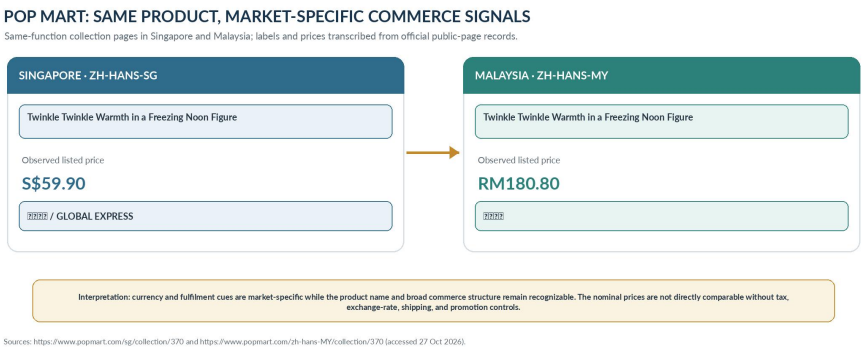


Figure 7. Matched product-price and fulfilment-label observation across POP MART SG and MY (author-created).

Note: Price observations are market-specific and not a direct price-equivalence claim. No third-party copyrighted images are reproduced.5.4 POP MART and 52TOYS: cross-channel commerce contrasts

5.4 Cross-Channel Comparisons: Contextual Evidence Rather Than Market Effects

The supplementary cross-channel comparisons examine the POP MART China JD.com store against its Singapore direct-to-consumer storefront, and the 52TOYS China JD.com store against its global direct-to-consumer catalogue. Both pairs provide examples of how product discovery may be organized through different combinations of IP-related entries, product categories, and service modules. The POP MART China store presents product and IP-related entry points within a domestic marketplace environment, whereas the Singapore storefront provides its own navigation and fulfilment modules (POP MART Official Flagship Store, n.d.; POP MART Singapore, n.d.-a). Similarly, the 52TOYS China JD.com store and the global catalogue organize product discovery through different platform and channel structures (52TOYS China, n.d.; 52TOYS Global, n.d.-a).

These observations are retained as contextual evidence because the compared stores operate under different platform templates and channel conditions. Differences may reflect platform functionality, product availability, merchandising arrangements, fulfilment systems, or the intended customer journey. They therefore cannot be interpreted as direct evidence of market-specific or cultural adaptation. Their analytical value lies in identifying alternative explanations that must be considered before attributing interface variation to market context.

5.5 52TOYS: product-type and IP-based browsing

The 52TOYS global store presents at least two observable dimensions of product discovery. Its product and category pages include format-oriented entries such as “ACCESSORIES”, “BLIND BOXES”, “FIGURINE”, and “MINI FIGURES”. Its broader collection directory also includes names associated with characters, intellectual properties, franchises, and product lines, such as “ALIEN”, “BONNIE BEARS”, “CAPYLULU”, “CRAYON SHIN CHAN”, “DISNEY”, and “POUKA POUKA” (52TOYS Global, n.d.-a). Figure 8 organizes these examples into a product-format dimension and an IP/series dimension. It is an analytical reconstruction of visible catalogue labels rather than a screenshot.

The two dimensions organize product discovery according to different criteria. Product-format labels describe what kind of item is being offered, whereas IP- and series-related labels provide entry points associated with recognizable characters, franchises, or product lines. Their coexistence potentially supports different browsing intentions. At the same time, presenting these dimensions within a common catalogue environment raises a question about how clearly their relationship is communicated. The current evidence establishes the presence of both classification dimensions, but it does not show whether users find the arrangement confusing or whether it affects product discovery. Such effects would require usability testing or behavioural data.

The English-language About page separately explains the association between “52” and the 52 weeks in a year and presents the brand’s purpose through ideas of play, imagination, and companionship (52TOYS Global, n.d.-b). This material provides a supplementary example of public brand-narrative explanation. It should be distinguished from the catalogue analysis: the About page documents how the brand explains its name and purpose, but does not establish audience comprehension or emotional response.

Taken together, the 52TOYS case demonstrates the coexistence of product-format and IP/series classification within a global catalogue. It extends the touchpoint analysis beyond category granularity to the relationship between different browsing dimensions, without treating that structure as proof of a market-specific localization strategy.

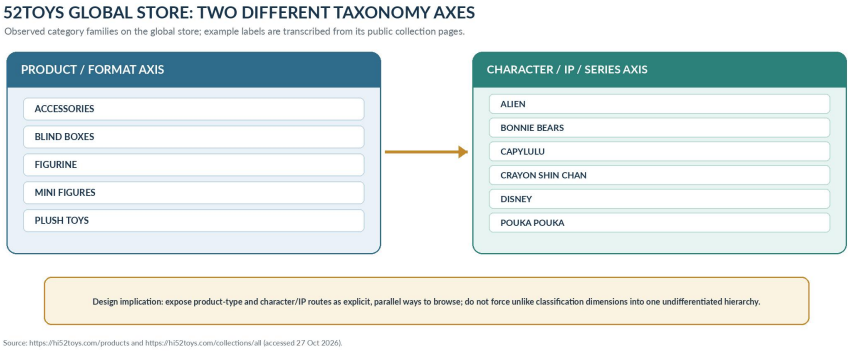


Figure 8. Product-format and IP/series browsing dimensions in the 52TOYS global catalogue.

Note. The two dimensions represent observable catalogue-entry types rather than a validated classification of the complete product portfolio. Author-created reconstruction from official public-page labels; not a facsimile screenshot.

Table 4. Evidence ledger and claim boundaries.

Observed feature	Supported interpretation	Candidate mechanism	Claim boundary	Evidence required for validation	Evidential status
CHAGEE: 5 / 6 / 7 categories	Taxonomy size and partitioning vary across three market pages.	Product range and merchandising emphasis may differ; category labels also reflect menu taxonomy.	Market culture or preference caused the difference.	SKU-level menu mapping, page archives, brand interviews, category sales.	Observed / mechanism plausible / cultural cause untested
CHAGEE: category semantics	US foregrounds Matcha and Citrus Teafreshers; MY foregrounds broad beverage bases plus Teaspresso; SG separates Snow Cap Milk Tea.	Different label granularity or product-line architecture.	A named category proves local popularity or better usability.	Product availability, launch timing, clickstream, task-based tests.	Observed / plausible design interpretation
POP MART bilingual cues	English and Chinese pages expose parallel section labels and local/global shipment labels.	Translation supports operational disclosure about fulfilment.	Translation alone proves a cultural adaptation strategy or better comprehension.	Matched screenshots, user comprehension test, checkout error data.	Observed label pairs / effect untested
POP MART SG–MY same item	Same item title appears at S$59.90 and RM180.80 with cross-border fulfilment labels.	Market pages may retain service taxonomy while localizing currency/price display.	The nominal price difference proves localized pricing strategy.	Exchange rate, tax, shipping, promotion and synchronized captures.	Observed listing / pricing mechanism untested
52TOYS collection directory	Product formats and IP/series names appear in the same broader collection catalogue.	Parallel browse intentions may be supported by product-type and	The mix makes users confused or	User tests, search logs, clickstream, card sorting.	Observed taxonomy /

		character-based routes.	harms conversion.		usability effect untested
Cross-channel comparisons	Domestic marketplace and overseas DTC store use different catalog modules.	Platform templates, merchandising, fulfilment and inventory can explain part of the difference.	Difference is caused by national culture.	Same platform across markets or same task in both channels; platform documentation.	Channel-confounded; no market-effect claim

5.6 Cross-case synthesis

The three cases reveal complementary patterns in the organization of overseas digital touchpoints. CHAGEE provides the strongest evidence of cross-market variation in category granularity and semantic framing. POP MART shows how bilingual navigation and fulfilment labels communicate both product-discovery and service information. 52TOYS demonstrates the coexistence of product-format and IP/series-based catalogue dimensions. These findings concern different touchpoint functions and should not be combined into a single measure of localization.

The cross-case comparison also identifies distinct explanatory boundaries. For CHAGEE, product assortment, category policy, and merchandising remain plausible explanations for differences in menu structure. For POP MART, the available evidence supports observations about translated labels, fulfilment disclosure, and market-specific information display, but not claims about improved comprehension or pricing strategy. For 52TOYS, the catalogue labels establish the presence of multiple browsing dimensions, but do not demonstrate their effect on user behaviour. The cases therefore support a function-specific account of interface organization rather than a universal ranking of brands or markets.

Identity anchoring remains a conceptual dimension of the typology, but the available text-based records do not support a systematic comparison of visual identity assets. The empirical analysis consequently focuses on task architecture and narrative information where the source material provides directly observable evidence. This distinction defines the scope of the present findings without treating unmeasured visual features as evidence of either consistency or difference.

Table 5. Summary of descriptive feature coding and comparability across touchpoint units.

Unit	I	N	T	Comparability	Observed pattern / permitted inference
C1 CHAGEE US–MY–SG menus	NA	NA	2	H–M	US=5, MY=6, SG=7 categories; SCD: US–MY=18.2%; MY–SG=15.4%; US–SG=33.3%. Direct taxonomy differences only.
C2 CHAGEE SG EN–ZH	NA	NA	1*	M	Language labels differ; *provisional pending synchronized mapping
C3 POP MART SG EN–ZH	NA	NA	1	M	Headings and fulfilment labels translated; full layout equivalence

					unassessed
E1 POP MART JD–SG DTC	NA	NA	2*	L	Different catalogue entry structures; *not classifiable as market adaptation
E2 52TOYS JD–global DTC	NA	NA	2*	L	Different category/character entry organization; *channel-confounded
N1 52TOYS English story	NA	2	NA	Unpaired	Name-source and brand-purpose explanation; no audience-effect claim

Note. I, N, and T refer to identity anchoring, narrative translation, and task-architecture adjustment, respectively. Numerical entries are descriptive feature codes defined in Table 2; they are not evidence levels or localization scores. "NA" indicates that a feature cannot be assessed from the available material. Asterisks indicate provisional classifications or channel-confounded comparisons, as specified in the final column. Comparability assessments refer to the suitability of the source units for direct comparison.

6. Discussion

6.1 A touchpoint typology is more useful than a single localization score

The findings suggest that overseas digital touchpoint adaptation is better examined through function-specific analysis than through a single localization score. Product taxonomy, brand narrative, and service information perform different roles in the interface and should not be evaluated using an assumed common standard. A change in category granularity, for example, is not directly equivalent to a change in brand storytelling or fulfilment disclosure. Combining these features into one score would obscure the distinct functions they perform and the different evidence required to interpret them.

The methodological value of the proposed approach lies in inserting an explicit explanatory step between observation and conclusion. Rather than treating a visible difference as evidence of cultural adaptation, the analyst identifies the function of the relevant touchpoint, considers plausible design or operational mechanisms, and records alternative explanations that could account for the same observation. This procedure is consistent with established work on cross-cultural website analysis and corporate visual identity (Cyr & Trevor-Smith, 2004; Melewar & Saunders, 1999; Shi & Xu, 2020), while extending the analysis toward a more explicit assessment of inference boundaries.

The distinction is important because the same interface difference may be compatible with several explanations. A different category structure may reflect assortment or merchandising policy; a translated fulfilment label may respond to delivery arrangements; and multiple catalogue entry dimensions may support different product-discovery routes. Public-facing pages can document these features, but they do not independently establish managerial intention, cultural causation, or user response. The proposed framework therefore supports structured interpretation without converting plausible explanations into causal findings.

6.2 Implications for design practice

The findings suggest three practical considerations for teams managing overseas digital touchpoints. First, product taxonomy should be reviewed in relation to assortment and merchandising structure. Changes in category labels or hierarchy should be assessed against the products actually offered, rather than interpreted as localization solely on the basis of visible differences. Second, brand-language adaptation should distinguish lexical translation from explanatory reframing. A translated label may preserve the original meaning, introduce additional context, or communicate a market-specific service condition; these functions should be evaluated separately. Third, operational information should be treated as part of the digital

brand experience. Fulfilment labels and delivery disclosures are not merely supplementary text, but interface elements that communicate conditions relevant to product selection and purchase.

These considerations lead to three propositions for further testing: category structures may be shaped by assortment and merchandising requirements as well as market context; language variants may preserve broad navigation functions while adapting service information; and catalogues that expose product-format and IP/series dimensions may support different product-discovery intentions. These propositions are design hypotheses rather than demonstrated causal or usability effects. Their evaluation would require matched product inventories, comparable page captures, user-based tasks, or behavioural data.

6.3 The Coding Protocol as a Practical Analytical Tool

The coding protocol provides a structured way to document touchpoint features and distinguish descriptive observations from their possible explanations. The I/N/T categories identify the primary function of an observed feature, while the evidence levels specify the extent to which an interpretation is supported by the available material. The SCD indicator provides an additional description of relative category-count differences in the CHAGEE comparison. These components serve different analytical purposes and are not combined into an overall localization score.

The protocol is intended to improve transparency and traceability in exploratory comparative design research. By recording source conditions, touchpoint functions, observed labels, alternative explanations, and evidence requirements, it makes the reasoning behind each interpretation more explicit. Its present form should be understood as an exploratory coding procedure rather than a validated measurement instrument. Further application across additional brands and independently coded datasets would be needed to assess its consistency and wider applicability.

6.4 Research scope, limitations, and next steps

This study has four main limitations. First, the public pages do not provide sufficient control over product assortment, launch timing, merchandising policy, and site implementation, making it difficult to isolate market context as the cause of observed differences. Second, the figures reconstruct textual labels and information structures rather than synchronized page screenshots; visual properties such as colour, typography, spacing, imagery, and composition are therefore outside the scope of the empirical analysis. Third, the coding was conducted by one researcher and was not tested through independent coding or intercoder agreement. Fourth, public-facing materials do not provide direct evidence of internal design decisions, audience comprehension, purchase behaviour, or commercial performance.

Future research could extend the present protocol in four ways. Matched desktop and mobile page captures could support a more systematic examination of visual identity and composition. Product- and SKU-level inventories could help distinguish taxonomy decisions from differences in assortment and availability. Independent coding could be used to examine the consistency of the descriptive categories and interpretation procedure. Finally, task-based user studies and behavioural data could test whether category structures, translated labels, and fulfilment disclosures affect product discovery and service comprehension.

These extensions would allow the exploratory explanations developed here to be examined against more direct evidence while preserving the distinction between observable interface features, candidate mechanisms, and validated user or market effects.

7. Conclusion

This study examined how selected Chinese brands organize product classification, brand-related information, and service communication across overseas digital touchpoints. The

CHAGEE comparison identified differences in top-level menu structures across the United States, Malaysia, and Singapore, with five, six, and seven categories respectively. The pairwise symmetric category-count differences were 18.2%, 15.4%, and 33.3%. The product-level comparison further showed how a recognizable jasmine-green milk beverage could be presented through different naming and category-framing choices. The POP MART case demonstrated how bilingual navigation and fulfilment labels communicate product-discovery and delivery information, while the 52TOYS case illustrated the coexistence of product-format and IP/series-based catalogue entry points.

The study's contribution is an exploratory, evidence-bounded protocol for interpreting overseas digital touchpoints. By distinguishing touchpoint functions, documenting observable differences, considering alternative explanations, and specifying the evidence required for stronger claims, the protocol moves beyond the simple identification of cross-market variation. It provides a structured way to discuss possible design mechanisms without assuming that every interface difference is culturally caused or that every adaptation produces a measurable user benefit.

The findings are limited to the public-facing materials examined and do not establish cultural causation, managerial intent, usability improvement, or comparative brand performance. Nevertheless, the proposed procedure offers a practical starting point for comparative design analysis and can be extended through matched visual records, product-level data, independent coding, and user-based validation.

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POP MART Singapore. (n.d.-b). *Official online store (Simplified Chinese-language version).* Retrieved October 27, 2026, from https://www.popmart.com/zh-hans-SG

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Appendix A. Case and source audit

The source log defines the public evidence units and their permitted use. Official pages are dynamic and were checked on 27 October 2026. Figures 2–8 are author-created evidence reconstructions of source-page labels and descriptions, not pixel screenshots; no third-party product photography, logo artwork, or IP illustration is reproduced. URLs should be rechecked and the dynamic pages archived before submission.

Appendix Table A1. Public source log, observed materials, and permitted use.

ID	Public source	Observed material	Publication use / caveat
A1	https://www.chagee.us/product	Five top-level menu labels: Tea Lattes; Pure Teas; Matcha; Citrus Teafreshers; Blended Teas	Core comparison; dynamic page, archive before submission
A2	https://www.chagee.com.sg/en/product	Seven top-level categories: Fresh Milk Tea; Snow Cap Milk Tea; Fresh Fruit Tea; Brewed Tea; Teaspresso Latte; Teaspresso Frappé; Iced Oriental Tea	Core comparison; dynamic page, archive before submission
A3	https://www.chagee.com.sg/zh-sg/product	Chinese-language category labels in searchable page text	Exploratory language variant; do not infer exact one-to-one map from text extraction alone
A4	https://www.popmart.com/sg	English storefront section/category and fulfilment labels	Same-market language comparison
A5	https://www.popmart.com/zh-hans-SG	Simplified Chinese section labels and fulfilment labels	Same-market language comparison; dynamic content
A6	https://mall.jd.com/view_search-4739449-35328195-99-1-20-1.html	POP MART China official JD storefront category/merchandising labels	Exploratory only; platform differs
A7	https://52toys.jd.com/view_search-1614822-16760066-99-1-20-1.html	52TOYS China official JD storefront category/series entries	Exploratory only; platform differs
A8	https://hi52toys.com/products	52TOYS global categories and character entries	Exploratory only; proprietary DTC channel
A9	https://hi52toys.com/pages/about-us	English-language brand-story/name explanation	One-sided narrative evidence
A10	https://chagee.com.my/product	Six top-level categories: Milk Tea Series; Brew Tea Series; Fruit Tea Series;	Primary three-market comparison; official page checked 27 Oct 2026

ID	Public source	Observed material	Publication use / caveat
		Teaspresso · Tea Latte; Iced Oriental Tea; Teaspresso · Tea Frappé	
A11	https://www.popmart.com/sg/collection/370	English-language collection page; same product “Twinkle Twinkle Warmth in a Freezing Noon Figure” listed at S$59.90; GLOBAL EXPRESS labels visible	Matched function with Malaysia page; price not interpreted without controls
A12	https://www.popmart.com/zh-hans-MY/collection/370	Chinese-language collection page; same product listed at RM180.80; 本地直发 / 跨境发货 labels visible	Cross-market same-item listing comparison; currency amounts are not treated as directly comparable prices.
A13	https://www.chagee.us/product/tea-latte; https://www.chagee.us/product/pure-tea; https://www.chagee.us/product/Citrus%20Teafresher	Representative US product names beneath Tea Lattes, Pure Teas, and Citrus Teafreshers	Product-level examples; not a full matched SKU inventory
A14	https://chagee.com.my/product/milk-tea-series; /product/brew-tea-series; /product/fruit-tea-series	Representative product names beneath Milk Tea, Brew Tea, and Fruit Tea categories	Product-level examples; query parameters omitted in log for readability
A15	https://chagee.com.sg/en/product/fresh-milk-tea-series; /product/snowy-frappe-series; /product/brewed-tea-series	Representative product names beneath Fresh Milk Tea, Snow Cap Milk Tea, and Brewed Tea categories	Product-level examples; Snowy Frappé page includes Snow Cap Milk Tea items