3 Jul 2023

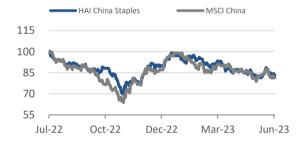


中国必需消费 China Staples

HTI 消费品 6 月需求月报:多数行业保持正增,增速有所放缓 Most Industries have Maintained Positive Growth, with a Slowdown in Growth Rate

观点聚焦 InvestmentFocus

股票名称 评级 评级 股票名称 贵州茅台 Outperform 燕京啤酒 Neutral 五粮液 Outperform 安琪酵母 Outperform 泸州老窖 Outperform 口子窖 Outperform 海天味业 Outperform 酒鬼酒 Outperform 山西汾酒 Outperform 中炬高新 Outperform 洋河股份 Outperform 水井坊 Outperform 伊利股份 Outperform 汤臣倍健 Outperform 古井贡酒 Neutral 百润股份 Outperform 青岛啤酒 Outperform 绝味食品 Outperform 双汇发展 Outperform 金龙鱼 Outperform 东鹏饮料 Outperform 洽洽食品 Outperform Outperform 涪陵榨菜 Outperform 今世缘 迎驾贡酒 Outperform 千禾味业 Outperform 重庆啤酒 Outperform Outperform 珠江啤酒 Outperform Outperform 盐津铺子 安井食品 Outperform 张裕A Outperform 舍得酒业



资料来源: Factset, HTI

Related Reports

消費行业 6 月投资策略:关注必需消费和成本下行的机会(Staples Monthly: Focus on Opportunities for Staples Sector and Cost Decline) (3 Jun 2023)

HTI 消费品 5 月需求月报: 公需消费展现韧性, 8 个行业全部正增(Staples sector shows resilience, all 8 industries are increasing) (2 Jun 2023)

消费行业 5 月投资策略:下一个做多机会是乳业(Consumer Industry Investment Monthly Report: The Next Long Opportunity is Dairy) (4 May 2023) (Please see APPENDIX 1 for English summary)

据海通国际预测,6月重点跟踪的8个行业多数保持正增长。实现 双位数增长的行业包括餐饮、次高端及以上白酒、速冻食品;个位 数增长的行业包括啤酒、软饮料、调味品和乳制品;仅大众及以下 白酒负增长。与上月相比,多数行业增速放缓,其中有去年疫情导 致的基数原因,也有消费力恢复缓慢的原因。预计下半年,整体需 求增速将抬升。

次高端及以上白酒: 6月国内次高端及以上白酒行业收入为 265 亿元,同比增长 15.9%。1-6 月累计收入为 1957 亿元,同比增长 16.2%。6月厂家打款发货继续推进,淡季需求相对疲软,端午节 表现弱于预期,酒企重点产品批价在6月明显下行。

大众及以下白酒: 6 月国内大众及以下白酒行业收入为 233 亿元,同比下降 5.3%。1-6 月累计收入为 1494 亿元,同比下降 8.5%。端午期间宴席需求表现平淡,终端备货谨慎,高温下啤酒销量的提升也产生了一定替代,预计下半年低基数下,行业有望迎来修复。

啤酒: 6 月国内啤酒行业收入为 194 亿元,同比增长 6.4%。1-6 月累计收入为 968 亿元,同比增长 10.6%。高温天气催化啤酒需求表现强劲,但在高基数下,行业增速环比放缓。我们预计啤酒在销量层面实现中低个位数增长,价增贡献大于量增。

调味品: 6月国内调味品行业收入为 348 亿元,同比提升 4.5%。1-6月累计收入为 2198 亿元,同比增长 4.4%。6月调味品 2B 端恢复缓慢,而去年 2Q 调味品行业高基数,主要因为渠道压货所致。今年头部调味品公司表示要做自上而下的改革,调整渠道库存。

乳制品: 6月国内乳制品行业收入为 421 亿元,同比提升 2.9%。1-6月累计收入为 2512 亿元,同比增长 4.6%。端午需求稳定恢复,6月行业收入绝对值较 5 月稍有提升,但高基数下导致表观增速较低。乳制品行业 Q2 增速高于 Q1,逐季改善预计持续到下半年。

速冻食品: 6 月国内速冻行业收入为 85 亿元,同比增长 15.4%, 1-6 月累计收入为 541 亿元,同比增长 19.4%。速冻板块经营淡季,动销和发货表现环比有所放缓,社会餐饮恢复表现较为平缓。

软饮料: 6月国内软饮料行业收入为 583 亿元,同比增长 6.0%。1-6月累计收入为 3278 亿元,同比增长 4.5%。端午期间居民出行热情高涨,软饮料步入动销旺季。预计行业规模增长主要靠量增拉动,同时受白糖上涨影响,亦有一定价增贡献。

餐饮: 6 月国内经营餐饮上市公司收入总和为 139 亿元,同比增长 18%。1-6 月累计收入为 753 亿元,累计同比增长 16.8%。"端午"连锁餐饮品牌表现普遍优于"五一"前情况,行业经营稳步向好。

风险提示: 经济增长低于预期,收入增长缓慢,食品安全问题。

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1. HTI 消费行业收入预测

据海通国际预测,6月重点跟踪的8个行业多数保持正增长。实现双位数增长的行业包括餐饮、次高端及以上白酒、速冻食品;个位数增长的行业包括啤酒、软饮料、调味品和乳制品;仅大众及以下白酒负增长。与上月相比,多数行业增速放缓,其中有去年疫情导致的基数原因,也有消费力恢复缓慢的原因。预计下半年,整体需求增速将抬升。

图1 HTI 消费行业收入预测(亿元)

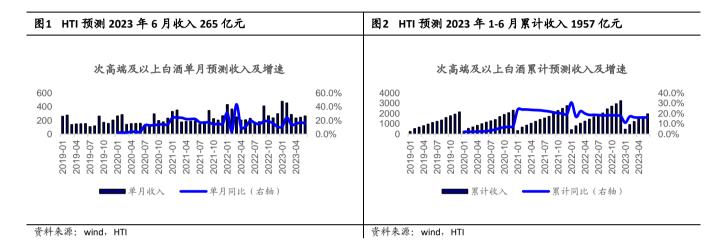
统计区间	HTI消费行业收入预测(亿元)								
	次高端及以 上白酒	大众及以下 白酒	乳制品	啤酒	调味品	速冻食品	软饮料	餐饮	
4月营收	234	249	398	144	361	66	450	115	
5月营收	244	255	410	145	357	61	521	138	
6月营收	265	233	421	159	348	85	583	139	
4月同比%	15.1%	-10.2%	6.7%	15.7%	5.1%	26.0%	3.3%	32.09	
5月同比%	16.8%	0.2%	7.1%	7.4%	5.1%	17.1%	7.0%	22.09	
6月同比%	15.9%	-5.3%	2.9%	6.4%	4.7%	15.5%	6.0%	18.0	

资料来源:wind,HTI

2. 消费行业收入跟踪及预测

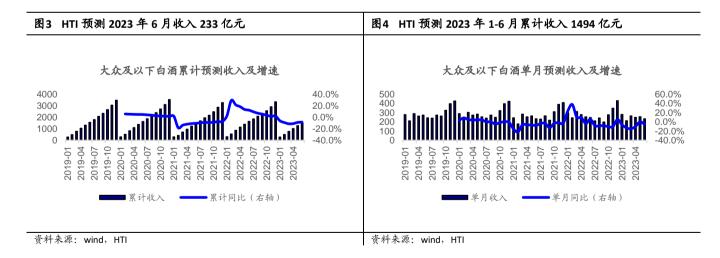
2.1 白酒: 次高端及以上——6 月需求和动销走弱,竞争进一步加剧

6月国内次高端及以上白酒行业收入为 265 亿元,同比增长 15.9%。1-6 月累计收入为 1957 亿元,同比增长 16.2%。6 月厂家打款发货继续推进,淡季需求相对疲软,端午节表现弱于预期,酒企重点产品批价在 6 月明显下行,以扫码送红包等方式的终端竞争进一步加剧,白酒企业短期将有进一步分化。



2.2 白酒: 大众及以下——端午需求表现平淡,渠道积极消化库存

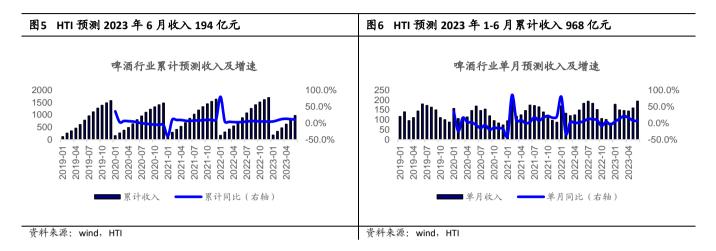
6月国内大众及以下白酒行业收入为233亿元,同比下降5.3%。1-6月累计收入为1494亿元,同比下降8.5%。端午期间,白酒宴席需求表现平淡,终端备货积极性普遍不高。全国多地高温来袭,啤酒销量的提升对大众及以下白酒也产生了一定挤压和替代,预计下半年在消费复苏及低基数效应下,行业整体有望迎来修复。



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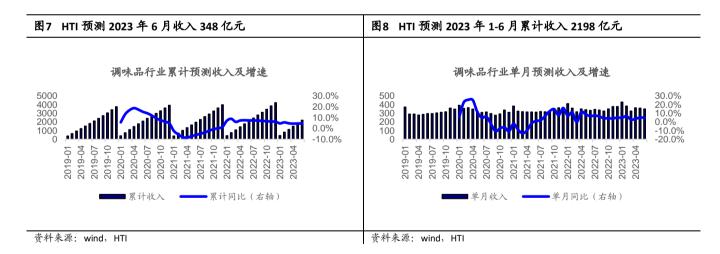
2.3 啤酒: 旺季结构升级形成催化, 高基数下行业增速环比放缓

6 月国内啤酒行业收入为 194 亿元,同比增长 6.4%。1-6 月累计收入为 968 亿元,同比增长 10.6%。旺季到来,高温天气作用下啤酒需求表现强劲,但由于行业逐步进入高基数阶段,导致啤酒收入绝对值表现较好的情况下,增速有所放缓。我们预计行业销量实现中低个位数增长,单价层面继续保持中个位数增长。



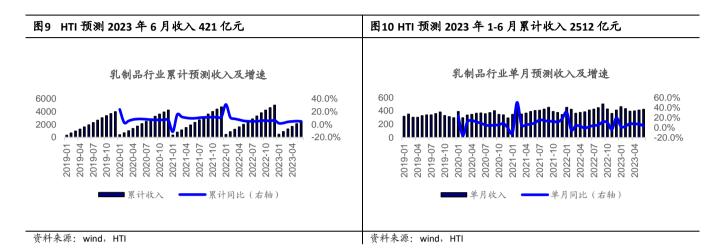
2.4 调味品: 6月调味品 2B 端跟随餐饮行业缓慢恢复

6月国内调味品行业收入为348亿元,同比提升4.7%。1-6月累计收入为2198亿元,同比增长4.5%。6月调味品2B端恢复缓慢,没有亮眼表现。同时,去年2Q调味品行业高基数,主要因为渠道压货所致,今年头部调味品公司表示要做自上而下的改革,整理渠道,因此我们预期6月调味品行业同比增速弱于5月。



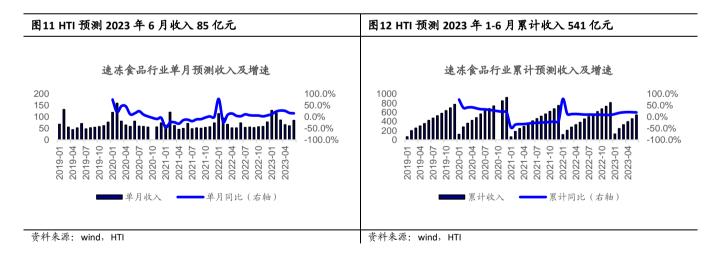
2.5 乳制品: 前低后高,逐季改善

6月国内乳制品行业收入为421亿元,同比提升2.9%。1-6月累计收入为2512亿元,同比增长4.6%。端午需求稳定恢复,6月行业收入绝对值较5月稍有提升。但6月去年同期为华东疫情放开的高基数,导致今年6月表观增速较低。综合来看,Q2增速高于Q1,呈现前低后高,逐季改善。考虑行业下半年亦为低基数,我们看好增速提振的可持续性。



2.6 速冻食品:餐饮需求表现较为平缓,景气度环比走弱

6 月国内速冻行业收入为 85 亿元,同比增长 15.5%, 1-6 月累计收入为 541 亿元,同比增长 19.4%。速冻板块经营淡季,动销和发货表现环比有所放缓,社会餐饮恢复表现较为平缓,客户结构优质以及渠道渗透有所增加的企业表现较为亮眼。根据板块周期表现特点,二季度整体占比较低。展望下半年,随着餐饮消费景气度的进一步提升,速冻板块景气度有望环比改善。

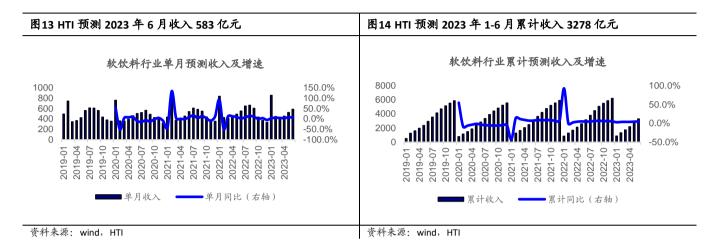


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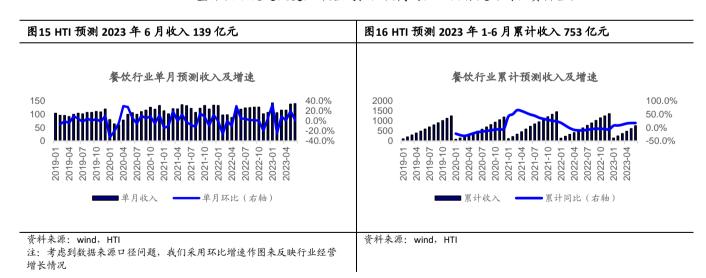
2.7 软饮料: 步入旺季动销积极, 规模增长彰显韧性

6月国内软饮料行业收入为583亿元,同比增长6.0%。1-6月累计收入为3278亿元,同比增长4.5%。6月全国多地迎来高温甚至突破极值,端午假期居民出行热情高涨,积极因素叠加出现,进一步催化软饮料动销表现。预计整体行业规模增长主要靠量增拉动,同时受糖价上涨影响,部分终端渠道反馈碳酸饮料价格也相应出现上浮,亦有一定的价增贡献。



2.8 餐饮:端午表现略好于"五一",开店成长性及单店恢复超预期

6 月国内经营餐饮上市公司收入总和为 139 亿元,同比增长 18%。1-6 月累计收入为 753 亿元,累计同比增长 16.8%。根据观察 2023 年端午期间连锁餐饮品牌表现普遍优于此前"五一"表现情况,行业经营稳步向好。接下来暑期需求旺季到来,餐饮行业向好趋势有望持续。展望下半年,我们认为同店消费在客单价方面仍有提升空间,行业整体供给稳定恢复,开店成长性较高的企业具备更好的投资价值。



3 风险提示

经济增长低于预期,收入增长缓慢,食品安全问题。

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APPENDIX1

Summary

According to our forecast, most of the eight industries we focused on tracking in June maintained positive growth. Industries that achieved double-digit growth included catering, sub-high-end and above liquor, and quick-frozen food; Industries with single-digit growth include beer, soft drinks, condiments and dairy; Only the general public and below liquor has negative growth. Compared with last month, the growth rate of most industries has slowed down, which is due to the base caused by the epidemic last year, and there are also reasons for the slow recovery of consumption power. It is expected that in the second half of the year, the overall demand growth rate will rise.

Risks: The economic growth is lower than expected, the income growth is slow, and the epidemic is high again.



附录 APPENDIX

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分析师股票评级

优于大市,未来 12-18 个月内预期相对基准指数涨幅在 10%以上,基准定义如 下

中性,未来 12-18 个月内预期相对基准指数变化不大,基准定义如下。根据FINRA/NYSE 的评级分布规则,我们会将中性评级划入持有这一类别。

弱于大市,未来 12-18 个月内预期相对基准指数跌幅在 10%以上,基准定义如 下

各地股票基准指数:日本 – TOPIX, 韩国 – KOSPI, 台湾 – TAIEX, 印度 – Nifty100, 美国 – SP500; 其他所有中国概念股 – MSCI China.

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Analyst Stock Ratings

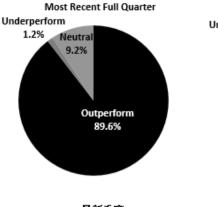
Outperform: The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

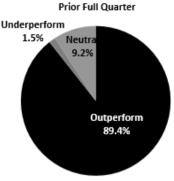
Neutral: The stock's total return over the next 12-18 months is expected to be in line with the return of its relevant broad market benchmark, as indicated below. For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category.

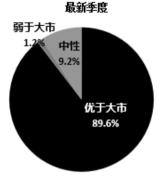
Underperform: The stock's total return over the next 12-18 months is expected to be below the return of its relevant broad market benchmark, as indicated below.

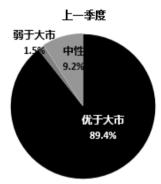
Benchmarks for each stock's listed region are as follows: Japan – TOPIX, Korea – KOSPI, Taiwan – TAIEX, India – Nifty100, US – SP500; for all other China-concept stocks – MSCI China.

评级分布 Rating Distribution









截至 2023 年 3 月 31 日海通国际股票研究评级分布

	优于大市	中性	弱于大市
		(持有)	
海通国际股票研究覆盖率	89.6%	9.2%	1.2%
投资银行客户*	5.2%	6.4%	9.5%

*在每个评级类别里投资银行客户所占的百分比。

上述分布中的买入,中性和卖出分别对应我们当前优于大市,中性和落后大市评级。

只有根据 FINRA/NYSE 的评级分布规则,我们才将中性评级划入持有这一类别。请注意在上表中不包含非评级的股票。

此前的评级系统定义(直至 2020 年 6 月 30 日):

买入,未来12-18个月内预期相对基准指数涨幅在10%以上,基准定义如下

中性,未来 12-18 个月内预期相对基准指数变化不大,基准定义如下。根据 FINRA/NYSE 的评级分布规则,我们会将中性评级划入持有这一类别。

卖出,未来 12-18 个月内预期相对基准指数跌幅在 10%以上,基准定义如下



各地股票基准指数: 日本-TOPIX,韩国-KOSPI,台湾-TAIEX,印度-Nifty100;其他所有中国概念股-MSCI China.

Haitong International Equity Research Ratings Distribution, as of Mar 31, 2023

	Outperform	Neutral	Underperform
		(hold)	
HTI Equity Research Coverage	89.6%	9.2%	1.2%
IB clients*	5.2%	6.4%	9.5%

^{*}Percentage of investment banking clients in each rating category.

BUY, Neutral, and SELL in the above distribution correspond to our current ratings of Outperform, Neutral, and Underperform.

For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category. Please note that stocks with an NR designation are not included in the table above.

Previous rating system definitions (until 30 Jun 2020):

BUY: The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

NEUTRAL: The stock's total return over the next 12-18 months is expected to be in line with the return of its relevant broad market benchmark, as indicated below. For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls into a hold rating category.

SELL: The stock's total return over the next 12-18 months is expected to be below the return of its relevant broad market benchmark, as indicated below.

Benchmarks for each stock's listed region are as follows: Japan - TOPIX, Korea - KOSPI, Taiwan - TAIEX, India - Nifty100; for all other China-concept stocks - MSCI China.

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