

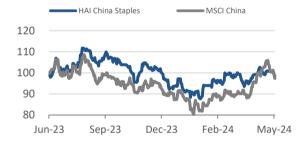
中国必需消费 China Staples

HTI 中国消费品 5 月需求报告: 仅软饮料行业需求增速加快 The Demand Growth Rate in the Soft Drink Industry is Accelerating



Investment Focus

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



资料来源: Factset, HTI

Related Reports

HTI 中国消费行业 5 月投资报告: 分红率如期提高,资金面预期改善(The dividend rate has increased as scheduled, and the improvement in funding is expected) (7 May 2024)

HTI 中国消费品 4 月需求报告:多数行业依然处于低速增长 (Most Industries are still Experiencing Slow Growth) (5 May 2024)

消费行业 4 月投资策略: 高股息主线暂歇,资金面经济面预期升温 (The theme of high dividends is on hold for a while, and expectations for capital repatriation and economy are heating) (4 Apr 2024)

(Please see APPENDIX 1 for English summary)

据海通国际预测,24年5月重点跟踪的8个行业中5个保持正增长,3个负增长。实现双位数增长的行业仅剩次高端及以上白酒(主要受贵州茅台带动);个位数增长的行业包括速冻食品、餐饮、软饮料和调味品;乳制品、大众及以下白酒、啤酒负增长。与上月相比,6个行业增速下滑,1个持平,1个增速加快。消费需求短期偏弱、进入传统消费淡季和去年高基数原因,导致5月消费行业依然弱增长。

次高端及以上白酒: 5 月国内次高端及以上白酒行业收入为 289 亿元,同比增长 15.0%。1-5 月累计收入为 1963 亿元,同比增长 15.4%。五一期间白酒消费平稳,仅部分头部品牌录得小幅增长。产品价格呈现分化,飞天批价再度震荡,其他产品价格有所提升,但走货量不大,符合淡季规律。

大众及以下白酒: 5 月国内大众及以下白酒行业收入为 192 亿元,同比降低 1.5%。1-5 月累计收入为 1065 亿元,同比降低 1.5%。五一期间大众价格带表现平淡,目前行业处于淡季,且渠道对端午预期不高。当前行业供需失衡矛盾仍旧存在,但行业集中度提升趋势不改,中小型酒企的出清速度相较于去年跌幅或有缓和。

啤酒: 5 月国内啤酒行业收入为 158 亿元,同比下滑 0.6%。1-5 月累计收入为 770 亿元,同比降低 0.6%。5 月啤酒行业走出高基数区间,但因 5 月上旬阴雨天气影响,终端需求恢复不及预期,餐饮消费也有所走弱,部分渠道反馈,当前库存同比提升十个点,酒企费投力度略有增加。

调味品: 5 月国内调味品行业收入为 340 亿元,同比提升 3.0%。1-5 月累 计收入为 1865 亿元,同比增长 4.5%。5 月调味品伴随餐饮景气度回落,动销增长环比减弱。目前行业整体渠道库存处于良性水平,终端建设逐步完善,复调 C 端需求有所回暖,高端产品逐渐提升渗透。

乳制品: 5 月国内乳制品行业收入为 399 亿元,同比下降 2.7%。1-5 月累计收入为 2056 亿元,同比下降 1.7%。5 月仍为乳制品淡季,收入同比仍有低个位数下跌,同时促销较多、价格表现较弱。原奶价格持续下行的大背景下,中小厂商竞争较为激烈,但头部厂商设定理性目标,控制出货节奏,渠道库存维持良性,在今年上半年持续进行库存合理化。

速冻食品: 5月国内速冻行业收入为 66 亿元,同比增长 8.5%。1-5 月累计收入为 515 亿元,同比增长 12.7%。5 月开始逐渐进入餐饮淡季,速冻产品需求环比转弱。根据电商平台数据,季节性产品或表现亮眼,如端午节粽子产品促销。目前行业渠道和应用场景更加细分并聚焦,如团餐、宴饮和烧烤逐渐成为热门场景,预制菜接受程度有所提升,且需求相对稳定。

軟饮料: 5 月国内软饮料行业收入为 553 亿元,同比增长 6.1%。1-5 月累 计收入为 2865 亿元,同比增长 5.7%。受益于出行旅游等场景表现较好, 旺季增长良性。5 月上旬南方地区降雨对户外消费有影响,但中下旬随天 气转热,行业恢复趋势明显。旺季竞争激烈,厂商表现有所分化,目前多家企业加码陈列、搭赠、走访等市场活动,头部厂商表现较好,中小厂商表现弱势。

餐飲:5月国内餐饮上市公司总计收入为159亿元,同比增长8.1%。1-5月累计收入为733亿元,同比增长10.1%。5月为传统餐饮消费淡季,直播平台等线上促销活动渗透有所提升,客单价或短期承压。新开店方面,行业表现相对谨慎。截至5月16日,全国新注册餐企数量为97万家,同比减少42.7万家。而餐饮企业注销数量同比增长4.6万家。

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,24年5月重点跟踪的8个行业中5个保持正增长,3个负增长。实现双位数增长的行业仅剩次高端及以上白酒(主要受贵州茅台带动);个位数增长的行业包括速冻食品、餐饮、软饮料和调味品;乳制品、大众及以下白酒、啤酒负增长。与上月相比,6个行业增速下滑,1个持平,1个增速加快。消费需求短期偏弱、进入传统消费淡季和去年高基数原因,导致5月消费行业依然弱增长。

图1 HTI 消费行业收入预测(亿元)

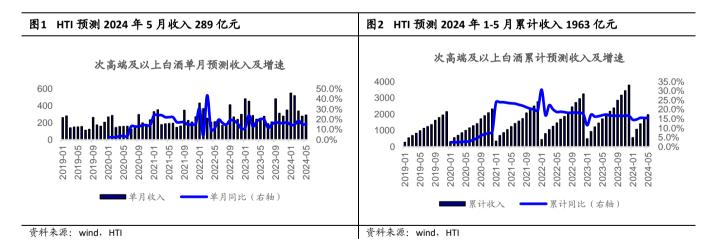
	HTI消费行业收入预测(亿元)									
统计区间	次高端及以 上白酒	大众及以下 白酒	乳制品	啤酒	调味品	速冻食品	软饮料	餐饮		
3月营收	335	240	363	140	343	99	449	143		
4月营收	275	168	389	145	346	75	490	134		
5月营收	289	192	399	158	340	66	553	159		
3月同比%	18.4%	-7.7%	-7.4%	-3.7%	7.0%	15.0%	5.4%	16.09		
4月同比%	15.1%	-0.6%	-2.3%	0.8%	3.0%	15.0%	5.2%	12.09		
5月同比%	15.0%	-1.5%	-2.7%	-0.6%	3.0%	8.5%	6.1%	8.19		
F初至今同比%	15.4%	-1.5%	-1.7%	-0.6%	4.5%	12 7%	5.7%	10.79		

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——产品价格呈现分化,中长期预期修复

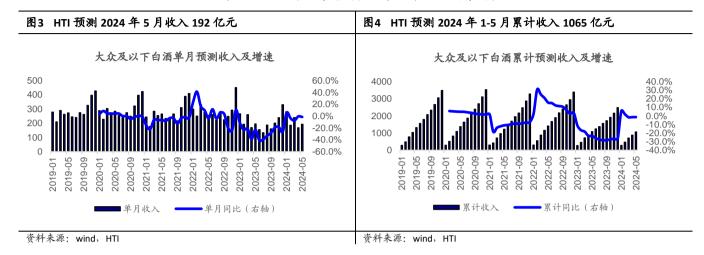
5 月国内次高端及以上白酒行业收入为 289 亿元,同比增长 15.0%。1-5 月累计收入为 1963 亿元,同比增长 15.4%。五一期间白酒消费平稳,仅部分头部品牌录得小幅增长,飞天批价再度震荡,其他产品价格有所提升,但走货量不大,基本符合淡季规律。



海通國際 HAITONG

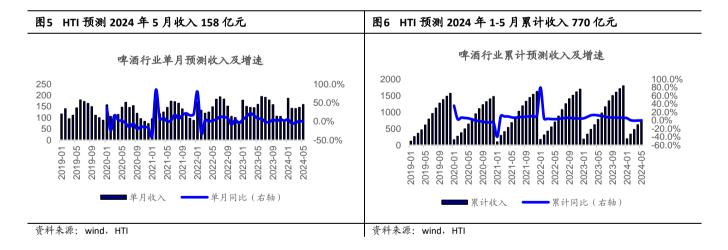
2.2 白酒: 大众及以下白酒——传统淡季需求平稳, 行业供需矛盾仍在

5月国内大众及以下白酒行业收入为192亿元,同比降低1.5%。1-5月累计收入为1065亿元,同比降低1.5%。行业处于市场淡季,渠道反馈,五一期间大众价格带表现平淡,且对端午预期不高。当前行业供需失衡矛盾仍旧存在,但行业集中度提升趋势不改,中小型酒企的出清速度相较于去年跌幅或有缓和。



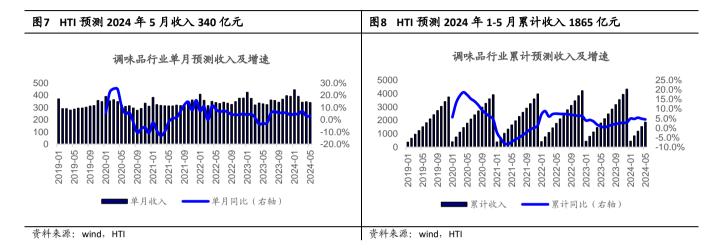
2.3 啤酒: 雨水天气短期扰动,需求表现有待验证

5 月国内啤酒行业收入为 158 亿元,同比下滑 0.6%。1-5 月累计收入为 770 亿元,同比降低 0.6%。5 月啤酒行业走出高基数区间,但因 4 月至 5 月上旬阴雨天气影响,终端需求恢复不及预期,餐饮消费也有所走弱,部分渠道反馈,当前库存同比提升十个点,酒企费投力度略有增加。后期旺季销量有望跟随基数走低边际修复,产品升级节奏趋缓但方向不变。



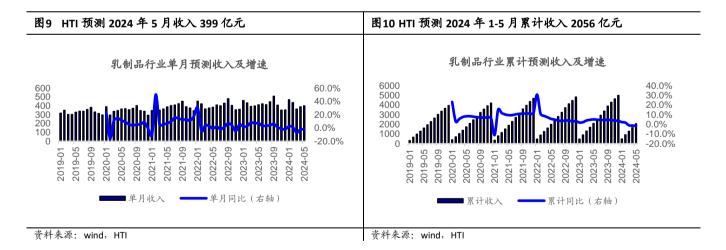
2.4 调味品:整体出货表现稳定,餐饮需求短期承压

5月国内调味品行业收入为340亿元,同比提升3.0%。1-5月累计收入为1865亿元,同比增长4.5%。5月调味品伴随餐饮景气度回落,动销增长环比减弱。目前行业整体渠道库存处于良性水平,终端建设逐步完善,复调C端需求有所回暖,高端产品逐渐提升渗透。



2.5 乳制品: 淡季需求较为弱势,中小厂商竞争较为激烈

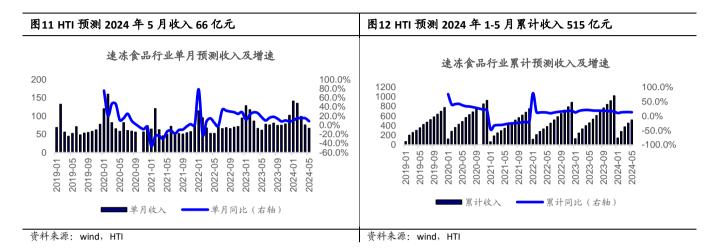
5月国内乳制品行业收入为 399 亿元,同比下降 2.7%。1-5 月累计收入为 2056 亿元,同比下降 1.7%。5 月仍为乳制品淡季,收入同比仍有低个位数下跌,同时促销较多、价格表现较弱。原奶价格持续下行的大背景下,中小厂商竞争较为激烈,但头部厂商设定理性目标,控制出货节奏,渠道库存维持良性,在今年上半年持续进行库存合理化。



海通國際 HAITONG

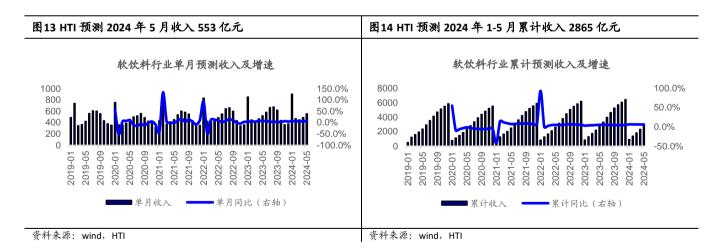
2.6 速冻食品: 需求进入淡季, 关注季节性产品表现

5月国内速冻行业收入为66亿元,同比增长8.5%。1-5月累计收入为515亿元,同比增长12.7%。5月开始逐渐进入餐饮淡季,因此速冻产品需求环比转弱。根据电商平台表现,季节性产品或表现亮眼,如端午节粽子产品的促销。目前行业渠道和应用场景更加细分并聚焦,如团餐、宴饮和烧烤逐渐成为热门场景,预制菜接受程度有所提升,且需求相对稳定。



2.7 软饮料: 旺季增长良性, 分化趋势显现

5月国内软饮料行业收入为553亿元,同比增长6.1%。1-5月累计收入为2865亿元,同比增长5.7%。受益于出行旅游等场景表现较好,旺季增长良性。5月上旬南方地区降雨对户外消费有影响,但中下旬随天气转热,行业恢复趋势明显。旺季竞争激烈,厂商表现有所分化,目前多家企业加码陈列、搭赠、走访等市场活动,头部厂商表现较好,中小厂商表现弱势。

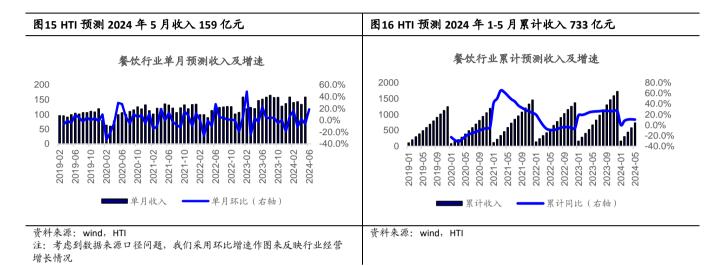


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2.8 餐饮: 淡季促销竞争加剧, 行业新开店承压

5月国内餐饮上市公司总计收入为 159 亿元,同比增长 8.1%。1-5 月累计收入为 733 亿元,同比增长 10.1%。5 月为传统餐饮消费淡季,直播平台等线上促销活动渗透有所提升,客单价或短期承压。新开店方面,行业表现相对谨慎。截至 5 月 16 日,全国新注册餐企数量为 97 万家,同比减少 42.7 万家。而餐饮企业注销数量同比增长 4.6 万家。



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。

APPENDIX1

Summary

According to Haitong International's forecast, 5 of the 8 industries tracked in May 24 maintained positive growth and 3 had negative growth. The only industries that have achieved double-digit growth are high-end and above liquor (mainly driven by Kweichow Moutai); Single-digit growth sectors include frozen food, catering, soft drinks and condiments; Dairy products, liquor and beer of the public and below showed negative growth. Compared with the previous month, the growth rate of 6 industries declined, 1 was flat, and 1 accelerated. The short-term weakness of consumer demand, the entry into the traditional consumption off-season and the high base of last year led to the weak growth of the consumer industry in May.

Risks: The economic growth is lower than expected, the income growth is slow, and food safety issues.



附录 APPENDIX

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分析师股票评级

下

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

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。

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评级分布 Rating Distribution



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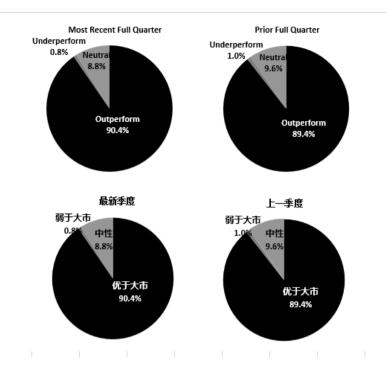
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Outperform: The stock's total return over the next 12-18 months is expected to exceed the return of its relevant broad market benchmark, as indicated below.

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^{*}在每个评级类别里投资银行客户所占的百分比。

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	Outperform	Neutral	Underperform
		(hold)	
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^{*}Percentage of investment banking clients in each rating category.

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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.



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