

行业月报

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叉车月度跟踪: 5 月总销量同比+10.2%; 有望受益智慧立体仓储设施等升级改造

投资要点:

- **叉车销量5月同比增长 10.2%, 海内外销量增长持续**。根据中国工程机械工业协会微信公众号及 Wind 数据: 2024 年 5 月当月销售各类叉车 11.04 台,同比增长 10.2%, 1-5 月累计销售各类叉车 55.04 万台,同比增长 13.5%。分地区来看,5 月海外市场销量增速好于国内市场,其中,叉车国内市场销量 7.24 万台,同比增长 9.89%;出口 3.80 万台,同比增长 10.7%。
- **叉车电动化率持续高位。**根据 Wind 数据,2024 年 4 月,内企叉车销量 11.57 万台,外企叉车销量 0.82 万台,内企叉车销量占比 93.40%;国内电动叉车销量 8.51 万台,内燃叉车销量 3.88 万台,电动叉车销量占比 68.68%,环比下降 1.70pct。
- 宏观制造业景气追踪: 5月 PMI 略有回落, 1-4 月规模以上工业企业利润同比增长 4.3%。根据国家统计局官网, 1) PMI: 2024 年 5 月 PMI 指数为 49.5%, 环比 -0.9pct, 制造业景气水平有所回落。其中, 2024 年 5 月生产指数/新订单指数/原材料库存指数为 50.8%/49.6%/47.8%, 环比-2.1/-1.5/-0.3pct, 表明制造业企业生产继续保持扩张, 市场需求有所放缓, 主要原材料库存量减少。2) 规模以上工业企业利润: 2024 年 1-4 月全国规模以上工业企业实现利润总额 20946.9 亿元,同比+4.3%, 其中制造业实现利润总额 14439.8 亿元,同比+8.0%。
- 交通运输部等十三部门印发《交通运输大规模设备更新行动方案》,又车有望受益。根据交通运输部官网,2024年6月7日,交通运输部等十三部门印发《交通运输大规模设备更新行动方案》,关于物流、叉车领域,文件指出:鼓励国家物流枢纽、国家骨干冷链物流基地、国家级示范物流园区、城郊大仓基地范围内的多式联运场站和转运设施设备升级改造。加快推进智慧物流枢纽、物流园区智能化改造。支持高标准仓库、边境口岸铁路换装设施设备及应用自动分拣系统、堆垛机、电动叉车等设施设备的智慧立体仓储设施升级改造。积极推广升级标准化托盘、周转箱等物流装载器具循环共用系统。支持冷藏车等运输设备、制冷系统等冷链设施设备智能化绿色化升级改造。
- 叉车行业重点公司公告:
 - 1) 安徽合力: 完成新一轮管理层换届, 加速海外市场扩张。①管理层换届: 根据安徽合力《关于董事会、监事会完成换届选举及聘任高级管理人员、证券事务代表的公告》, 2024 年 5 月 10 日, 公司完成董事会、监事会完成换届选举及聘任高级管理人员、证券事务代表事务工作。②加速海外市场扩张: 根据安徽合力《关于投资设立合力海外(德国)研发中心的公告》、《关于投资设立合力欧洲总部的公告》,安徽合力分别投资 94 万欧元、640 万欧元建设合力海外(德国)研发中心、合力欧洲总部,以上措施将有助于公司进一步提升国际区域市场核心竞争力, 扩大国际市场份额, 加快落实公司国际化战略, 增强国际运营能力。



- 2) 杭叉集团: 杭叉集团扩大国际化及后市场布局。根据杭叉集团《第七届董事会第十二次会议决议公告》,杭叉集团审议通过《关于投资设立杭叉印尼有限公司的议案》、《关于投资设立杭叉印尼有限公司的议案》、《关于向杭叉集团(天津)融资租赁有限公司增资的议案》,一方面完善境外销售网络建设,做好印尼、日本区域市场业务推广及品牌经营,强化差异化产品和服务的竞争力,进一步促进产品品质和市场影响力的提升;另一方面夯实后市场业务基础,扩大融资租赁业务规模。
- 3) 诺力股份: 购买土地使用权助力"大车战略", 子公司对外投资建设智能物流设备生产基地。①"大车战略": 根据诺力股份《关于签订投资协议暨购买土地使用权的进展公告》, 公司近日竞得位于浙江省湖州市长兴县吕山乡金村村土地一宗, 本次竞得土地为新能源叉车项目一期项目中部分计划用地, 新项目的实施将会夯实公司的"大车战略", 解决公司未来发展的产能瓶颈问题。②子公司对外投资: 根据诺力股份《关于子公司对外投资公告》, 子公司中鼎集成拟投资不超过 12.00 亿元建设智能物流设备生产基地, 拟以竞拍方式取得无锡市惠山区土地使用权。该项目拟分期投资建设, 其中第一期项目投资不超过 3.5 亿元, 拟建设年产 2500 台堆垛机及智能物流配套产品项目。
- 投資建议: 我们认为, 叉车与宏观经济关联度高, 制造业景气持续复苏有望带动国内叉车销量持续上行。国产叉车制造商凭借成本、电动化及交期优势持续开拓海外市场, 凸显全球竞争力; 另外, 相关设备更新政策有望提升叉车行业更新需求。建议关注: 安徽合力, 杭叉集团。
- 风险提示:宏观经济发展不及预期;行业竞争加剧;出口不及预期;新品研发进展放缓。



1. 叉车行业数据

图1 叉车当月销量及同比增长



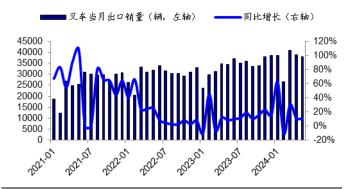
资料来源: Wind, 工程机械杂志微信公众号, HTI

图2 叉车累计销量及同比增长



资料来源: Wind, 工程机械杂志微信公众号, HTI

图3 叉车当月出口销量及同比增长



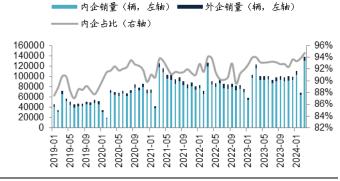
资料来源: Wind, 工程机械杂志微信公众号, HTI

图4 叉车当月出口销量占比



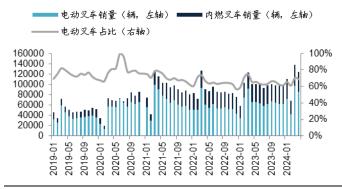
资料来源: Wind, 工程机械杂志微信公众号, HTI

图5 叉车当月内企、外企销量及内企占比



资料来源: Wind, HTI

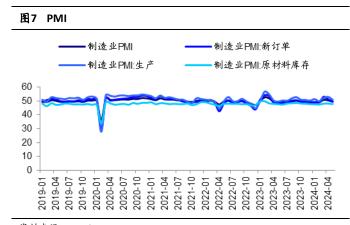
图6 电动叉车、内燃叉车当月销量及电动叉车占比



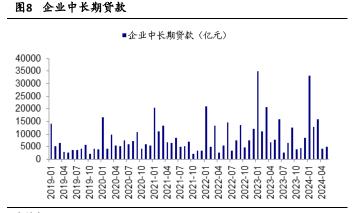
资料来源: Wind, HTI



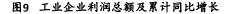
2. 上游宏观指标据

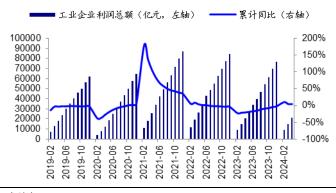


资料来源:Wind,HTI



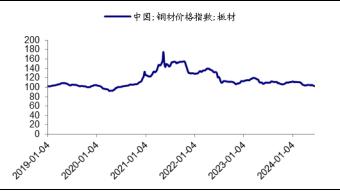
资料来源: Wind, HTI





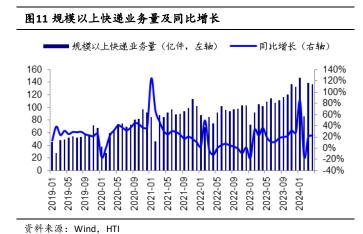
资料来源: Wind, HTI

图10 板材价格指数

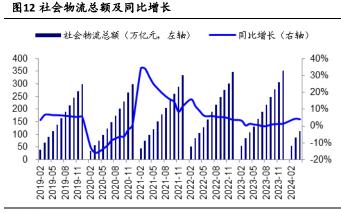


资料来源: Wind, HTI

3. 下游行业数据



4. 风险提示



资料来源:Wind,HTI

宏观经济发展不及预期; 行业竞争加剧; 出口不及预期; 新品研发进展放缓。

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APPENDIX 1

Summary

Investment Highlights: Forklift sales in May grew by 10.2% YoY, with continuous growth in both domestic and overseas markets. According to the China Construction Machinery Association's official account and Wind data: 11,040 forklifts were sold in May 2024, up 10.2% YoY. From January to May, 579,000 forklifts were sold, up 13.5% YoY. Regionally, overseas sales growth outpaced domestic sales in May, with domestic sales at 72,400 units, up 9.89% YoY, and exports at 38,000 units, up 10.7% YoY. Forklift electrification remains high. According to Wind data, in April 2024, domestic companies sold 115,700 forklifts, while foreign companies sold 8,200 units, with domestic companies accounting for 93.40% of sales. Domestic electric forklift sales were 85,100 units, and internal combustion forklift sales were 38,800 units, with electric forklifts accounting for 68.68% of sales, down 1.70 percentage points MoM. Macro manufacturing tracking: May PMI slightly declined, with profits of industrial enterprises above designated size growing by 4.3% YoY from January to April. According to the National Bureau of Statistics website, 1) PMI: The PMI index for May 2024 was 49.5%, down 0.9 percentage points MoM, indicating a slight decline in manufacturing activity. The production index/new orders index/raw materials inventory index for May 2024 were 50.8%/49.6%/47.8%, down 2.1/1.5/0.3 percentage points MoM, indicating continued expansion in production, a slowdown in market demand, and a reduction in raw material inventories. 2) Profits of industrial enterprises above designated size: From January to April 2024, the total pre-tax profit of industrial enterprises above designated size nationwide was RMB 2,094.69 billion, up 4.3% YoY, with the manufacturing sector achieving a total pre-tax profit of RMB 1,443.98 billion, up 8.0% YoY. The Ministry of Transport and 13 other departments issued the 'Large-scale Equipment Renewal Action Plan for Transportation,' which is expected to benefit forklifts. According to the Ministry of Transport website, on June 7, 2024, the Ministry of Transport and 13 other departments issued the 'Large-scale Equipment Renewal Action Plan for Transportation,' which encourages the upgrade and renovation of multimodal transport stations and transfer facilities within national logistics hubs, national backbone cold chain logistics bases, national demonstration logistics parks, and large suburban warehouse bases. It also promotes the intelligent transformation of smart logistics hubs and logistics parks, supports the upgrade and renovation of high-standard warehouses, border port railway transshipment facilities, and the application of automated sorting systems, stackers, and electric forklifts. It actively promotes the upgrade and shared use of standardized pallets and turnover boxes and supports the intelligent and green upgrade of refrigerated trucks and other transportation equipment and refrigerating systems. Key company announcements in the forklift industry: 1) Anhui Heli: Completed a new round of management restructuring and accelerated overseas market expansion. i) Management restructuring: According to Anhui Heli's 'Announcement on the Completion of the Board of Directors and Supervisory Board Elections and the Appointment of Senior Management and Securities Affairs Representatives,' the company completed the elections and appointments on May 10, 2024. ii) Accelerated overseas market expansion: According to Anhui Heli's 'Announcement on the Investment in the Establishment of Heli Overseas (Germany) R&D Center' and 'Announcement on the Investment in the Establishment of Heli Europe Headquarters,' Anhui Heli invested EUR 940,000 and EUR 6.40 million, respectively, to establish the Heli Overseas (Germany) R&D Center and Heli Europe Headquarters. These measures will help the company enhance its core competitiveness in international regional markets, expand its international market share, accelerate the implementation of its internationalization strategy, and strengthen its international operational capabilities. 2) Hangcha Group: Hangcha Group expands its international and aftermarket layout. According to Hangcha Group's 'Resolution Announcement of the 12th Meeting of the Seventh Board of Directors,' the company approved the establishment of Hangcha Indonesia Co., Ltd., Hangcha Japan Co., Ltd., and the capital increase for Hangcha Group (Tianjin) Financial Leasing Co., Ltd. This will improve the construction of its overseas sales network, promote business and brand operations in the Indonesian and Japanese markets, enhance the competitiveness of differentiated products and services, and further improve product quality and market influence. It will also strengthen the foundation of its aftermarket business and expand the scale of its financial leasing business. 3) Noblelift Intelligent Equipment: Acquired land use rights to support the 'Large Vehicle Strategy,' and its subsidiary invested in the construction of an intelligent logistics equipment production base. i) 'Large Vehicle Strategy': According to Noblelift Intelligent Equipment's 'Announcement on Signing an Investment Agreement and Progress in Acquiring Land Use Rights,' the company recently acquired a piece of land in Jin Village, Lushan Township, Changxing County, Huzhou City, Zhejiang Province. This land is part of the planned land for the first phase of the new energy forklift project. The implementation of the new project will strengthen the company's 'Large Vehicle Strategy' and address the production capacity bottleneck for future development. ii) Subsidiary investment: According to Noblelift Intelligent Equipment's 'Announcement on Subsidiary Investment,' its subsidiary Zhongding Integration plans to invest no more than RMB 1.20 billion to build an intelligent logistics equipment production base and acquire land use rights in Huishan District, Wuxi City, through auction. The project will be invested in phases, with the first phase investment not exceeding RMB 350 million to build a project with an annual production capacity of 2,500 stackers and supporting intelligent logistics products. Investment advice: We believe that forklifts are highly correlated with the macroeconomy, and the continuous recovery of manufacturing activity is expected to drive domestic forklift sales upward. Domestic forklift manufacturers are continuously expanding their overseas markets, leveraging cost, electrification, and delivery advantages to highlight their global competitiveness. Additionally, relevant equipment renewal policies are expected to boost forklift industry renewal demand.



Watchlist: Anhui Heli, Hangcha Group.

Risk Warning: Weaker than expected macroeconomic development; intensified industry competition; weaker than expected exports; slower progress in new product development.

附录 APPENDIX

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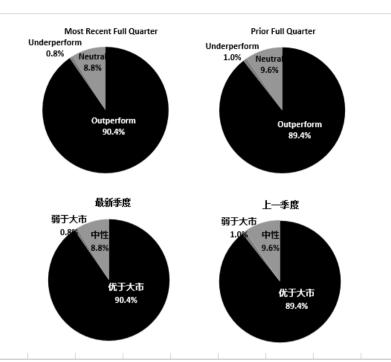
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		(持有)		
海通国际股票研究覆盖率	90.4%	8.8%	0.8%	
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^{*}在每个评级类别里投资银行客户所占的百分比。

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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-Niftv100;其他所有中国概念股-MSCI China.

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	Outperform	Neutral	Underperform
		(hold)	
HTI Equity Research Coverage	90.4%	8.8%	0.8%
IB clients*	3.3%	4.9%	0.0%

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

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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):

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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.

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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