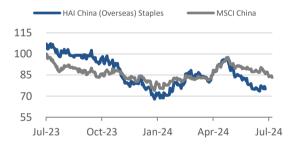


中国必需消费 China (Overseas) Staples

HTI 中国消费品 7 月价格报告: 飞天批价企稳回升,软饮料折扣力度减小 Feitian Moutai prices rebounded, discounts on soft drinks and beer reduced

观点聚焦 Investment Focus

			市盈率 P/E		
股票名称	评级	目标价	PE(2025E)	PE(2026E)	
百威亚太	Neutral	14.00	13	12	
华润啤酒	Outperform	56.00	10	9	
海底捞	Outperform	21.80	11	10	
康师傅	Outperform	13.09	10	n.a.	
中国飞鹤	Outperform	6.40	8	7	
颐海国际	Outperform	21.69	10	n.a.	
达势股份	Outperform	74.60	66	30	
现代牧业	Outperform	1.00	6	4	
优然牧业	Outperform	2.22	5	3	
九毛九	Outperform	21.68	3	n.a.	
澳优	Outperform	3.10	10	8	



资料来源: Factset, HTI

(Please see APPENDIX 1 for English summary)

据多家酒业媒体报道,近日白酒批发价格如下:

贵州茅台: 本周(7月22日至7月29日),飞天整箱、散瓶和茅台 1935 批价为 2590/2370/795 元,较上周+10/-10/-15 元,较上月+50/+80/+15 元。中长期来看,今年年初以来飞天整箱、散瓶和茅台 1935 批价-370/-350/-155 元,较去年同期-355/-370/-235 元。

五粮液:本周八代普五批价为933元,较上周持平,较上月-5元。中长期来看,今年年初以来八代普五批价-15元,较去年同期-2元。

泸州老窖: 本周国窖 1573 批价为 860 元, 较上周+20 元, 较上月 持平。中长期来看, 今年年初以来国窖 1573 批价+10 元, 较去年 同期-20 元。

山西汾酒: 本周复兴版、青花 20 批价为 860/355 元,较上周持平/持平,较上月持平/+5 元。中长期来看,今年年初以来复兴版、青花 20 批价+50/+35 元,较去年同期+80/+15 元。

洋河股份: 本周 M6+、M3 水晶版、天之蓝批价为 550/380/266 元,较上周持平/持平/持平,较上月+15 元/持平/持平。中长期来看,今年年初以来 M6+、M3 水晶版、天之蓝批价+20/持平/-12 元,较去年同期-30/-25/-22 元。

古井页酒: 本周古 20、古 16、古 8 批价为 465/310/200 元, 较上周持平/持平/持平, 较上月持平/持平/持平。中长期来看, 今年年初以来古 20、古 16、古 8 批价+10/-10/+5 元, 较去年同期-5/-10/+5元。

近期大众品价格折扣力度跟踪如下:

软饮料代表产品较 6 月末折扣力度有所减小。

软饮料代表产品的折扣率 (实际到手价格/平台标注原价)平均值/中位值分别由 6 月末的 92.2%/97.1%变化至本周的 95.3%/100%。

调味品与液态奶代表产品较6月末折扣力度有所加大。

调味品代表产品的折扣率平均值/中位值分别由 6 月末的91.2%/95.7%变化至本周的85.2%/89.9%。

液态奶代表产品的折扣率平均值/中位值分别由 6 月末的77.8%/78.6%变化至本周的74.1%/74.7%。

婴配粉、方便食品及啤酒代表产品折扣力度表现平稳。

婴配粉代表产品的折扣率平均值/中位值分别由 6 月末的95.4%/98.4%变化至本周的95.1%/98.0%。

方便食品代表产品的折扣率平均值/中位值分别由 6 月末的94.9%/95.0%变化至本周的94.6%/94.8%。

啤酒代表产品的折扣率平均值/中位值分别由 6 月末的 81.2%/85.3% 变化至本周的 80.3%/80.6%。

风险提示: 宏观经济下行, 消费复苏不及预期, 调研数据偏差。

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一、飞天批价企稳回升,茅台精品持续承压

表1 重点白酒公司批价一览

2024/07/29	产品	批价(元)	周涨幅	月涨幅	年初至今 涨幅	年涨幅
	飞天53°(整)	2590	10	50	-370	-355
	飞天53°(散)	2370	-10	80	-350	-370
茅台	茅台精品53°	3080	-80	-70	-250	-220
	王子普王53°	240	0	0	-15	-15
	茅台1935	795	-15	15	-155	-235
	第八代普五52°	933	0	-5	-15	-2
五粮液	交杯 52°	1340	10	10	115	40
	1618 52°	940	-5	0	40	15
泸州老窖	国窖1573 52°	860	20	0	10	-20
4 711 7C 15	窖龄6052°	240	-5	0	0	15
山西汾酒	青花30复兴版	860	0	0	50	80
7704	青花2053°	355	0	5	35	15
	梦之蓝M6+52°	550	0	15	20	-30
洋河股份	梦之蓝水晶版52	380	0	0	0	-25
1111120	天之蓝52°	266	0	0	-12	-22
	海之蓝52°	110	-10	-10	-15	-10
今世缘	国缘四开 42°	370	0	-10	-10	10
/ = 4	国缘对开 42°	205	0	0	35	0
	古2052°	465	0	0	10	-5
古井贡酒	古1650°	310	0	0	-10	-10
E // // ''	古845°	200	0	0	5	5
	古550°	95	-5	-5	-5	-15
s.	□ 20 41°	305	0	0	15	35
口子客	□ 10 41°	200	0	0	0	0
	□ 6 41°	95	0	0	-15	0
舍得酒业	品味舍得 52°	310	-10	-10	5	0
酒鬼酒	内参 52°	740	0	-5	30	-25
	红坛 52°	280	0	-5	-35	-30
水井坊	井台 52°	425	0	0	0	15
, ,	臻酿八号 52°	305	0	0	30	30
珍酒李渡	珍十五53°	310	10	-15	-30	-40
习酒	窖藏1988 53°	455	-5	0	-10	-20
郎酒	青花郎2053°	820	0	0	0	-30
, .	红花郎1553°	420	0	-30	-70	-50
国台	国台15年 53°	610	20	0	20	-20
	国台国标15 53°	300	0	0	0	0
剑南春	水晶剑 52°	370	0	-10	0	5
金沙酒业	摘要 53°	500	上市公司排序	2	-40	-40

资料来源: 酒业媒体, wind, HTI, 按照上市公司、非上市公司排序



图1 本周茅台精品、飞天散瓶、整箱批价-80/-10/+10元 5000 4500 4000 3500 3000 2500 2000 1500 1000 2020/02/19 2021/05/19 2022/08/19 2023/11/19 ──茅台精品53° ───飞天53°(散) ── --飞天53°(整)

图2 本周八代普五、青花郎批价持平1100 1000 900 800 700 600 2020/02/19 2021/05/19 2022/08/19 2023/11/19 第八代普五52° 国客1573 52° 青花郎20 53°

资料来源:酒业媒体, wind, HTI

资料来源: 酒业媒体, wind, HTI

图3 本周五粮液 1618、交杯批价-5/+10 元 1500 1400 1300 1200 1100 1000 900 800 2020/02/19 2021/05/19 2022/08/19 2023/11/19 —1618 52° 交杯 52°



资料来源:酒业媒体,wind,HTI

资料来源: 酒业媒体, wind, HTI

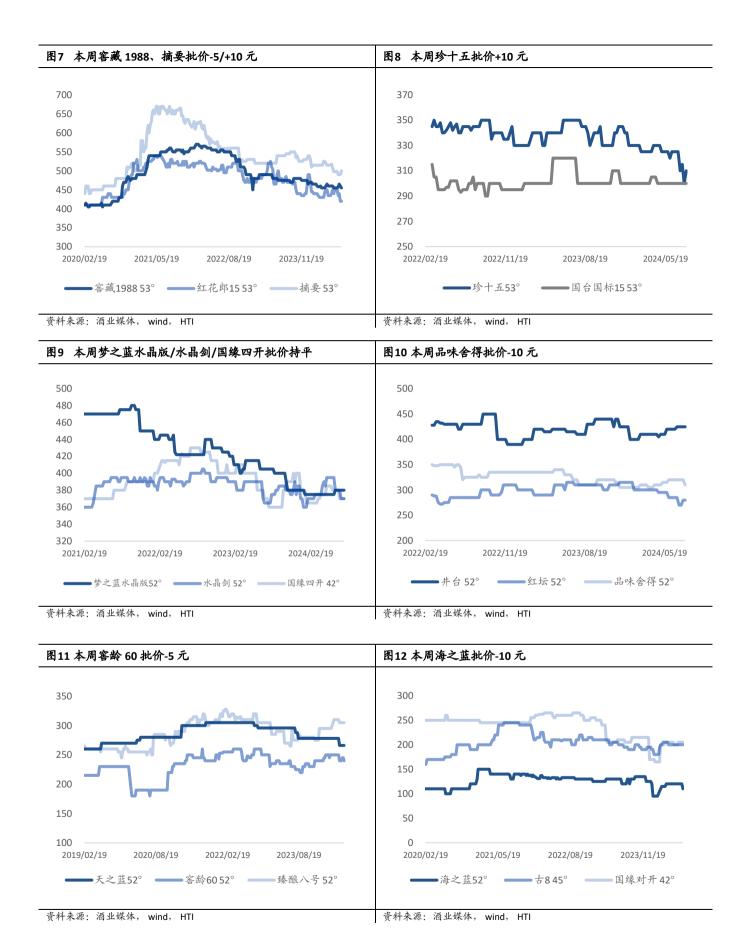
图5 本周青花 30 复兴版、内参批价持平 1300 1200 1100 1000 900 800 700 600 2021/06/19 2022/06/19 2023/06/19 2024/06/19 青花30复兴版 内参 52°



资料来源: 酒业媒体, wind, HTI

资料来源: 酒业媒体,wind,HTI

3



二、方便食品折扣力度减小,液态奶折扣力度增加

表 2 大众品类整体折扣率一览

指标	当期折扣率	上周折扣率	上月折扣率	年初折扣率
液态奶折扣率平均值	74.1%	75.5%	77.8%	84.8%
液态奶折扣率中位值	74.7%	73.2%	78.6%	83.3%
啤酒折扣率平均值	80.3%	81.6%	81.2%	80.6%
啤酒折扣率中位值	80.6%	82.6%	85.3%	81.4%
方便食品折扣率平均值	94.6%	97.5%	94.9%	89.9%
方便食品折扣率中位值	94.8%	99.0%	95.0%	93.2%
调味品折扣率平均值	85.2%	89.8%	91.2%	87.1%
调味品折扣率中位值	89.9%	90.0%	95.7%	90.0%
软饮料折扣率平均值	95.3%	96.6%	92.2%	91.4%
软饮料折扣率中位值	100%	100%	97.1%	96.2%
嬰配粉折扣率平均值	95.1%	95.4%	95.4%	95.8%
嬰配粉折扣率中位值	98.0%	98.4%	98.4%	100%

资料来源: 多个电商平台,HTI 注: 折扣率=实际到手价格/平台标注原价

表 3 折扣力度最大的代表产品一览

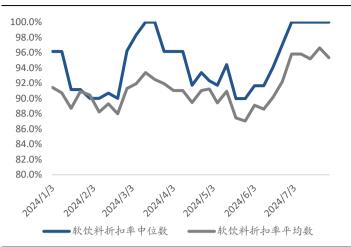
品名	规格	品类	当期折扣率	上月折扣率	年初折扣率
百威哈啤小麦王	450ml*15/1 箱	啤酒	48.6%	42.7%	54.4%
伊利全脂纯牛奶	250ml*16/1 箱	液态奶	51.3%	63.2%	75.6%
华润雪花纯生	500ml*24/箱	啤酒	53.9%	53.9%	61.0%
千禾头道原香 280 天	500ml/1 瓶	调味品	60.0%	69.9%	70.0%
伊利金典牛奶	250ml*12/1 箱	液态奶	62.8%	65.2%	100.0%
重啤乐堡	500ml*12/箱	啤酒	64.7%	32.3%	32.6%
SUPER X	500ml*12/箱	啤酒	65.9%	79.3%	72.2%
海天金标生抽	500ml/瓶	调味品	66.4%	66.4%	66.4%
珠江纯生	500ml*12/箱	啤酒	67.8%	100%	72.7%
海天味极鲜	750ml/瓶	调味品	72.0%	80.0%	75.0%

资料来源: 多个电商平台, HTI



图13 液态奶代表产品折扣率周度变化 100.0% 95.0% 90.0% 85.0% 70.0% 65.0% 60.0% 70.0% 65.0% 60.0% 20.01²³ 20.01²

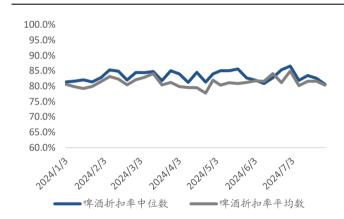
图14 软饮料代表产品折扣率周度变化



资料来源: 多个电商平台, HTI

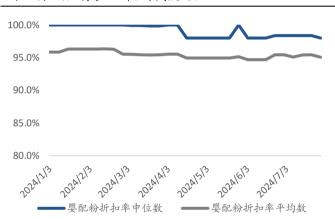
资料来源: 多个电商平台, HTI

图15 啤酒代表产品折扣率周度变化



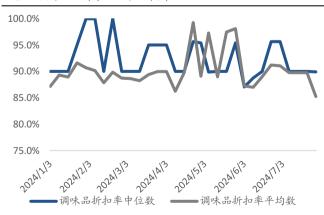
资料来源:多个电商平台,HTI

图16 嬰配粉代表产品折扣率周度变化



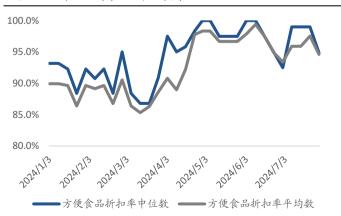
资料来源:多个电商平台, HTI

图17 调味品代表产品折扣率周度变化



资料来源:多个电商平台, HTI

图18 方便食品代表产品折扣率周度变化



资料来源:多个电商平台, HTI

31 Jul 2024 6

APPENDIX 1

Summary

According to a number of baijiu industry media reports, the recent wholesale prices of baijiu are as follows:

Moutai: This week (July 22 to July 29), Feitian full box, loose bottle and Moutai 1935 batch price is 2590/2370/795 yuan, +10/-10/-15 yuan compared to last week and +50/+80/+15 yuan compared to last month. In the medium and long term, since the beginning of this year, the batch price of Feitian full box, loose bottle and Maotai 1935 has been -370/-350/-155 yuan, and -355/-370/-235 yuan compared to the same period last year.

Wuliangye: This week's Eighth Generation Wuliangye batch price is 933 yuan, same as last week, -5 yuan compared with last month. In the medium and long term, since the beginning of this year, the price of eighth generation has been -15 yuan, and -2 yuan compared to the same period last year.

LuZhouLaoJiao: This week's National Cellar 1573 batch price is 860 yuan, +20 compared to last week, same as last month. In the medium and long term, since the beginning of this year, the national cellar 1573 price has been +10 yuan, and-20 yuan compared to the same period last year.

Fenjiu: This week's Qinghua 30 revival edition and Qinghua 20 batch price is 860/355 yuan, flat/flat compared with last week, flat /+5 yuan compared with last month. In the medium and long term, since the beginning of this year, Qinghua 30 revival edition and Qinghua 20 batch price has been +50/+35 yuan, and +80/+15 yuan compared with the same period last year.

Yanghe: The price of M6+, M3 crystal version and Sky Blue this week is 550/380/266 yuan, which is flat/flat compared with last week and +15 yuan/flat/flat compared with last month. In the medium and long term, since the beginning of this year, the price of M6+, M3 crystal version and Sky Blue has been +20/ flat /-12 yuan, and -30/-25/-22 yuan compared with the same period last year.

Gujing: The batch price of Gu20, Gu16 and Gu8 this week is 465/310/200 yuan, which is flat/flat compared with last week and flat/flat compared with last month. In the medium and long term, since the beginning of this year, the price of Gu20, Gu16 and Gu8 has been +10/-10/+5 yuan, and -5/-10/+5 yuan compared with the same period last year.

The recent price discount of mass products is tracked as follows:

Soft drinks represent less discount than at the end of June.

The average/median discount rate of soft drinks representative products (actual hand price/platform marked original price) changed from 92.2%/97.1% at the end of June to 95.3%/100% this week.

Flavored and liquid milk products represent more discounts than at the end of June.

The average/median discount rate of condiment representative products changed from 91.2%/95.7% at the end of June to 85.2%/89.9% this week.

The average/median discount rate of liquid milk representative products changed from 77.8%/78.6% at the end of June to 74.1%/74.7% this week.

The discounts of baby powder, convenience food and beer were stable.

The average/median discount rate of baby powder products has changed from 95.4%/98.4% at the end of June to 95.1%/98.0% this week.

The average/median discount rate of convenience food representative products changed from 94.9%/95.0% at the end of June to 94.6%/94.8% this week.

The average/median discount rate of beer representative products changed from 81.2%/85.3% at the end of June to 80.3%/80.6% this week.



附录 APPENDIX

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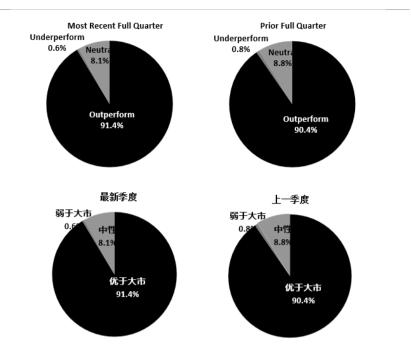
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		(hold)	
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