21 Aug 2024

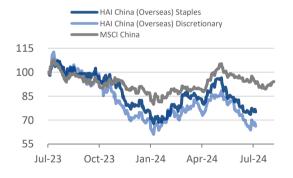


中国必需消费 & 可选消费 China (Overseas) Staples & Discretionary

HTI 东南亚消费行业 7 月跟踪报告:印尼及越南经济较乐观,消费板块有所走弱 Economic in Indonesia and Vietnam is more optimistic, and the performance of the consumer has weakened

观点聚焦 Investment Focus

股票名称 评级 评级 股票名称 安踏体育 Outperform 澳优 Outperform 百威亚太 Neutral Outperform 九毛九 华住酒店集团有限 Outperform 公司 华润啤酒 Outperform 海底捞 Outperform 康师傅 Outperform 名创优品 Outperform 李宁 Outperform 中国飞鹤 Outperform 亚朵集团 Outperform Outperform 特步国际 颐海国际 Outperform 新东方在线 Outperform 达势股份 Outperform 现代牧业 Outperform 优然牧业 Outperform



资料来源: Factset, HTI

Related Reports

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 (31 Jul 2024)

HTI 中国消费品 7 月成本报告:包材价格全面下跌,今年来啤酒成本跌10%

HTI CGCI: Packaging material prices fell, beer cost index down 10% so far this year (30 $\,$ Jul 2024)

HTI 东南亚消费行业 6 月跟踪报告:区域经济增长表现超预期,消费指数表现有所回落

Regional Economic Growth has Exceeded Expectations, and CPI has Declined (26 Jul 2024)

(Please see APPENDIX 1 for English summary)

GDP: 越南经济超预期增长,新加坡增速环比下降。2Q24,越南经济继续呈现积极趋势,GDP 同比增速高达 6.93%,上半年 GDP 同比增长 6.42%。整体来看,上半年越南国内宏观经济增长强劲,国内消费保持增长,商品出口实现高速增长,旅游业强势复苏。2Q24,新加坡 GDP 同比增长 2.9%,略有下降,其中消费行业扩张步伐有所放缓。

印尼、越南增长展望较为乐观,其余经济体增长承压。世界银行最新预测 2024 年印尼经济增长率为 5.0%,并将 2025 年印尼经济增长预期由 4.9%上调至 5.1%。国际货币基金组织最新预测,2H24 越南经济将持续向好,全年经济增速或达 6%以上,但需关注越南盾贬值、工资上涨等风险。由于出口和公共投资疲软,世界银行将泰国 2024 年 GDP增长预测从 2.8%下调至 2.4%。全球经济增长放缓以及高利率阻碍投资和消费,使得以国际贸易为重心的新加坡经济保持低迷,再加上国内需求疲弱,预计全年经济增速将为 2%。

CPI: 越南、马来西亚及菲律宾较高。7 月越南 CPI 水平同比增长 4.4%,今年以来越南的平均通胀升至 4.1%,通胀率下行后再次有所抬升。马来西亚 6 月总体 CPI 环比持平,下行阻力主要来自住房、水电和燃气价格。该国央行预测在住房价格上涨和食品价格坚挺的影响下,下半年通货膨胀将呈上升趋势。7 月菲律宾 CPI 同比增长 4.4%,前 7 个月,菲律宾平均通胀率为 3.7%,虽然仍在政府设定的 2%至 4%的年度目标范围内,但已经接近该范围的上限。

消费: 部分国家消费相关指标表现走弱。7 月印尼食品饮料和烟草实际零售销售指数为 295.2,同比增长 6.3%,印尼消费者信心指数为 123.4,处于较弱水平。7 月泰国消费者信心指数为 49.7,环比走弱并低于 2023 年同期水平。6 月新加坡食品饮料交易额同比增长 2.9%,表现平稳,其中餐厅经营有所下滑。

股市: 7月仅印尼市场消费板块跑赢大盘。7月印尼必选消费/可选消费行业+5.0%/+3.7%,均跑赢大盘(2.7%)。泰国必选消费/可选消费/大盘涨幅-2.9%/-2.1%/+1.5%,新加坡日常消费品/可选消费/大盘涨幅+1.1%/+0.5%/+1.5%,越南必选消费/可选消费/大盘涨幅+0.4%/-2.4%/+0.5%。马来西亚可选消费板块/日常消费品/大盘涨幅+90.12%/47.4%/+177.0%。

估值:在多数市场消费估值分位数有所提升。截至7月底,自2019年以来,泰国必选/可选消费的 PE 历史分位数为83%/5%;马来西亚日常/可选消费的 PE 历史分位数为100%/100%,新加坡可选/日常消费的 PE 历史分位数为30%/22%,估值分位水平均有提升。

风险提示: 通货膨胀风险,汇率风险,可操作性风险,社会和文化风险,自然灾害风险

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数据概览

2Q24 印尼/新加坡/菲律宾/马来西亚/泰国/越南的 GDP(不变价)当季同比增速分别为 5.1%/2.9%/6.3%/5.8%/2.3%/6.9%。

表 1 东南亚主要国家 GDP 数据 (单位: 亿美元)

	2022				2023				1H24		2Q24GDP
GDP: 当季同比	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	(不变价)
印尼	5.00%	5.50%	5.70%	5.00%	5.00%	5.20%	4.90%	5.00%	5.10%	5.05%	1976
新加坡	4.20%	4.60%	4.20%	2.40%	0.50%	0.50%	1.00%	2.20%	2.70%	2.90%	997
菲律宾	8.10%	7.50%	7.70%	7.10%	6.40%	4.30%	6.00%	5.50%	5.80%	6.29%	947
马来西亚	4.80%	8.80%	14.10%	7.10%	5.70%	2.90%	3.30%	3.00%	3.90%	5.80%	848
泰国	1.90%	2.40%	4.40%	1.30%	2.60%	1.80%	1.40%	1.70%	1.50%	2.29%	733
越南	5.10%	7.80%	13.70%	5.90%	3.30%	4.10%	5.50%	6.70%	5.70%	6.90%	593

资料来源: wind, HTI

2024 年 7 月印尼/新加坡/菲律宾/马来西亚/泰国/越南的 CPI 同比增速分别为 2.1%/NA/4.4%/ 2.0%/0.8%/4.4%, 环比增速分别为-0.2%/NA /0.7%/0.2%/0.2%/0.5%。

表 2 东南亚主要国家近期 CPI 数据

			3Q23			4Q23			1Q24			2Q24		3Q24
		23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec	24-Jan	24-Feb	24-Mar	24-Apr	24-May	24-Jun	24-Jul
	印尼	3.10%	3.30%	2.30%	2.60%	2.90%	2.60%	2.60%	2.80%	3.10%	3.00%	2.80%	2.50%	2.13%
co. Fluk	新加坡	4.10%	4.00%	4.10%	4.70%	3.60%	3.70%	2.90%	3.40%	2.70%	2.70%	3.10%	2.40%	
	菲律宾	4.70%	5.30%	6.10%	4.90%	4.10%	3.90%	2.80%	3.40%	3.70%	3.80%	3.90%	3.70%	4.40%
CPI:同比	马来西亚	2.00%	2.00%	1.90%	1.80%	1.50%	1.50%	1.50%	1.80%	1.80%	1.80%	2.00%	2.00%	2.00%
	泰国	0.40%	0.90%	0.30%	-0.30%	-0.40%	-0.80%	-1.10%	-0.80%	-0.50%	0.20%	1.50%	0.60%	0.83%
	越南	2.10%	3.00%	3.70%	3.60%	3.40%	3.60%	3.40%	4.00%	4.00%	4.40%	4.40%	4.30%	4.36%
	印尼	0.10%	0.20%	0.00%	0.20%	0.20%	0.40%	0.00%	0.40%	0.50%	0.30%	0.00%	-0.10%	-0.18%
	新加坡	-0.20%	0.90%	0.50%	0.20%	-0.20%	0.40%	-0.70%	1.00%	-0.10%	0.10%	0.70%	-0.20%	
on trub	菲律宾	0.10%	1.10%	1.10%	-0.20%	0.20%	0.20%	0.60%	0.60%	0.10%	-0.10%	0.10%	0.00%	0.70%
CPI:环比	马来西亚	0.10%	0.20%	0.10%	0.10%	0.00%	0.20%	0.20%	0.50%	0.10%	0.20%	0.30%	0.20%	0.20%
	泰国	0.00%	0.60%	-0.40%	-0.30%	-0.30%	-0.50%	0.00%	0.20%	0.00%	0.90%	0.60%	-0.30%	0.19%
	越南	0.50%	0.90%	1.10%	0.10%	0.20%	0.10%	0.30%	1.00%	-0.20%	0.10%	0.00%	0.20%	0.48%

资料来源: wind, HTI

根据马来西亚国家统计局数据,印尼/新加坡/马来西亚/泰国四国在 2024 年 6 月的零售指数分别为 233/97/179/NA(尚未披露)。

表 3 部分国家零售指数表现情况

			3Q23			4Q23			1Q24			2Q24	
		23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec	24-Jan	24-Feb	24-Mar	24-Apr	24-May	24-Jun
零售指数	印尼	203.3	204.1	201.1	207.5	207.9	218.1	210.5	214.1	235.4	236.3	228.1	232.8
(2015 年=100)	新加坡	103.9	105.3	102.8	105.8	109.2	124.8	110.2	100	104.4	95.2	102.9	96.6
	马来西亚	170.3	172.8	174.5	173.3	174.5	177.6	173.5	174.5	177.6	179.2	179.3	179.8
	泰国	105.8	106.1	110.9	122.7	123.8	132.6	122.3	111.5	116.2	118.2	122.8	n.a
	印尼	1.50%	1.10%	1.50%	2.40%	2.10%	0.20%	1.10%	6.40%	9.30%	-2.70%	2.10%	4.40%
牵丝比较 四小	新加坡	0.20%	2.90%	-0.20%	-2.60%	-0.50%	-4.40%	-3.20%	8.00%	1.20%	-6.00%	-2.00%	-4.30%
零售指数: 同比	马来西亚	2.70%	3.80%	3.80%	2.30%	2.90%	3.60%	1.40%	4.60%	5.40%	3.50%	6.80%	6.30%
	泰国	0.50%	-2.50%	3.10%	17.60%	11.60%	13.70%	11.20%	4.00%	-3.20%	15.70%	9.30%	n.a

资料来源:马来西亚统计局,HTI



7 月印尼/泰国/新加坡/马来西亚市场+1.8%/+1.7%/+177%/1.54%, 越南市场-0.1%; 2024 年初至今, 印尼/新加坡/马来西亚/越南市场+3.2%/+9.7%/+192%, 泰国/越南-1.6%/-1.7%。7月泰国/新加坡/马来西亚月度成交额超过150亿美元。

表 4 7 月东南亚主要市场涨跌幅表现

资本市场	月度涨跌幅	年初至今涨跌幅 去年同比涨跌幅(%)		月度成交额 (亿元 USD)	总市值 (亿元 USD)
印度尼西亚	1.77%	3.23%	1.41%	141	7578
泰国	1.67%	-7.28%	-1.59%	212	4588
新加坡	1.54%	9.70%	7.97%	196	4311
马来西亚	177.0%	9.70%	12.60%	165	4294
越南	-0.06%	9.85%	-1.67%	10	2742

资料来源: bbg, wind, HTI, 截至 2024 年 7 月 31 日

从东南亚重点公司行情表现来看,涨幅前三名的公司是泰国酿酒(+13.5%)、Multistrada(12.7%)、INDOFOOD(+8.1%);跌幅前三的公司是雀巢马拉西亚(-11.3%)、DFI RETAIL集团(-8.4%)、SIAM GLOBAL HOUSE(-8.0%)。

表57月重点公司涨跌幅表现

国别	公司名称	股票代码	月度深鉄幅	年初至今深鉄幅	去年同比深鉄幅	PE ttm	市值 (亿人民币)
新加坡	泰国酿酒	THBEV SP Equity	13.5%	-7.1%	-5.0%	12.67	688
新加坡	云顶新加坡	GENS SP Equity	0.6%	-19.0%	-5.9%	16.78	553
印尼	联合利华印尼	UNVR IJ Equity	-1.9%	-14.9%	-31.0%	23.17	512
印尼	INDOFOOD	ICBP IJ Equity	8.1%	7.0%	2.3%	26.51	571
马来西亚	Alfamart	AMRT IJ Equity	-1.8%	-3.9%	5.2%	32.46	508
印尼	雀巢马拉西亚	NESZ MK Equity	-11.3%	-6.4%	0.4%	44.61	405
印尼	马山消费	MCH VN Equity	-6.7%	144.8%	5.4%	20.43	416
越南	越南乳业	VNM VN Equity	-0.9%	-2.8%	4.5%	16.61	391
印尼	SAMPDERNA	HMSP IJ Equity	-3.6%	-19.9%	-3.0%	10.30	350
马来西亚	卜蜂印尼	CPIN IJ Equity	2.5%	3.1%	-1.4%	31.71	383
马来西亚	IOI集团	IOI MK Equity	2.4%	-3.2%	-1.0%	29.64	373
泰国	KUALA LUMPUR KEPONG	KLK MK Equity	3.9%	-1.4%	-1.4%	41.83	367
越南	MINOR INTERNATIONAL	MINT TB Equity	-2.5%	-15.5%	-14.1%	24.44	335
马来西亚	PPB集团	PEP MK Equity	-3.4%	2.1%	-9.7%	15.02	313
马来西亚	云顶集团	GENT MK Equity	1.1%	-2.4%	-7.4%	12.83	283
马来西亚	移动世界投资	MWG VN Equity	-1.7%	48.2%	61.9%	87.19	260
泰国	MR DIY	MRDIY MK Equity	7.2%	35.4%	26.4%	31.75	283
泰国	家居产品中心	HMPRO TB Equity	0.6%	-33.9%	-13.2%	18.29	240
越南	资产世界公司	AWC TB Equity	3.4%	-16.0%	-17.0%	22.03	232
马来西亚	奥兰集团	OLG SP Equity	-0.9%	16.6%	-14.2%	17.67	234
新加坡	云顶马来西亚	GENM MK Equity	2.0%	-3.7%	-3.8%	28.23	231
印尼	Multistrada	MASA IJ Equity	12.7%	42.3%	44.3%	42.71	220
越南	西贡啤酒饮料	SAB VN Equity	1.0%	-3.2%	-21.5%	18.17	220
泰国	DPI RETAIL集团	DFI SP Equity	-8.4%	-16.5%	9.1%	19.77	171
新加坡	金光衣业资源	GGR SP Equity	1.9%	2.3%	-3.6%	22.15	189
新加坡	BERLI JUCKER PUBLIC	BJC TB Equity	0.5%	-17.5%	0.0%	18.84	171
泰国	SIAM GLOBAL HOUSE	GLOBAL TB Equity	-8.0%	-6.2%	-15.7%	30.95	154

资料来源: bbg, HTI, 截至 2024 年 6 月 28 日

1. 经济数据: 新加坡、越南经济增长新高, 食品价格推动通胀抬升

1.1 印尼: GDP 增速放缓, 通胀持续走低

2Q24 印尼 GDP (不变价) 同比增长 5.1%, 上半年经济增长 5.08%。2Q24 食品饮料制造业 GDP (现价)构成占比为 6.7%, 1Q24/2Q23 占比为 7.0%/6.4%。据统计,这是自2021 年以来印尼在第二季度录得的最低经济增速。从具体领域看,2Q24 印尼多个领域同比均实现正增长。其中,对 GDP 贡献较大的主要是加工业、农业、贸易、建筑业和采矿业。此外,消费对经济增长的贡献占比过半,表明该国内需和购买力依然强劲。印尼经济统筹部部长表示,在全球存在不确定性的情况下,印尼经济基本面仍然良好。

印尼政府对 2024 年经济增长的预期目标为 5.2%。基于 1H24 的经济增速,当地经济学家对此表示谨慎乐观。

世界银行最新预测 2024 年印尼经济增长率为 5.0%,并将 2025 年印尼经济增长预期由 4.9%上调至 5.1%,理由是该国宏观经济基本面表现相对强劲,经常账户赤字率保持在较低水平,制造业 PMI 和消费者信心指数持续活跃,但需警惕高利率和地缘政治冲击进一步拖累出口等风险。

400000 7.2% 7.0% 350000 300000 6.8% 250000 6.6% 200000 6.4% 150000 6.2% 100000 6.0% 50000 5.8% O 5.6% 120,23 111.23 111.22 Mar.23 May.23 ■印尼:GDP:现价:制造业:食品和饮料 ■构成占比

图 1 1Q22-1Q24 印尼食品饮料制造业 GDP 及占比情况

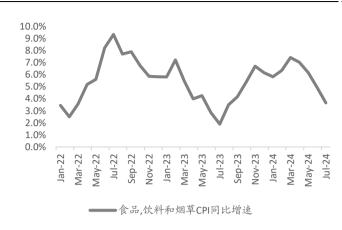
资料来源:印尼央行, wind, HTI

2024年7月印尼 CPI 同比增长 2.1%, 其中食品饮料及烟草 CPI 同比增长 3.7%, 环比下降 1.0%。餐饮服务及餐厅 CPI 同比增长 2.3%, 环比增长 0.2%。食品价格因粮食供给增加而下降,叠加政府管理物价措施的综合影响, 而通胀持续走低。

海通國際 HAITONG



图3 2022-至今印尼餐饮服务通胀表现





资料来源: 印尼央行, wind, HTI

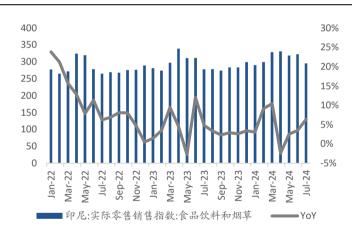
资料来源: 印尼央行, wind, HTI

根据印尼央行,2024年7月印尼消费者信心指数为123.4,2023年同期为123.5。2024年7月食品饮料和烟草实际零售销售指数为295.2(2010年=100),同比增长6.34%。

图4 2022-至今印尼消费者信心指数

图5 2022-至今印尼食品饮料和烟草实际零售销售指数





资料来源: 印尼央行, wind, HTI

资料来源:印尼央行, wind, HTI



1.2 泰国:通货膨胀率处于低位但有所增长

1Q24 泰国 GDP(不变价)同比增长 1.5%。其中批零及修理行业 GDP 当季同比增长 4.3%,住宿与餐饮服务行业 GDP 当季同比增长 11.8%。

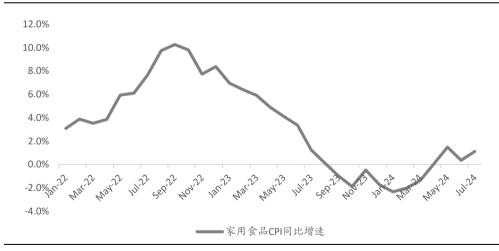
由于出口和公共投资疲软,世界银行将泰国 2024 年 GDP 增长预测从 2.8%下调至 2.4%。泰国央行也认为,由于基数效应较高,今年第三季度和第四季度泰国经济增长 将按季放缓,每季度同比增速或为 0.6-0.7%。



资料来源:泰国央行, wind, HTI

根据泰国央行,2024年7月泰国 CPI 水平同比增长 0.8%,环比增长 0.2%。根据泰国经济和贸易指标局,家用食品 CPI 同比增长 1.1%,环比下降 0.3%。由于生鲜食品价格下降以及政府调降能源价格,泰国通货膨胀近期有所下滑,但仍保持在正值区间,泰国央行预计该国通胀率仍有上升空间。

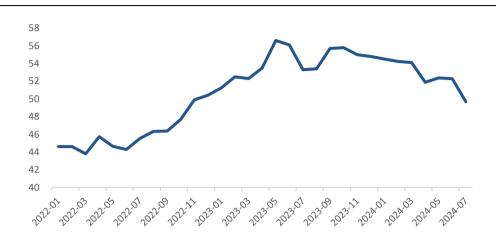
图 7 2022-至今泰国家用食品通货膨胀表现



资料来源:泰国央行, wind, HTI

根据泰国贸易和经济指标官方数据,2024年7月泰国消费者信心指数为49.7,2023年同期为53.3。消费者信心指数同比及环比表现均有所下降。

图 8 2022-至今泰国消费者信心指数



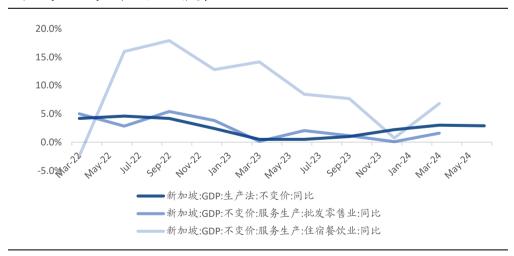
资料来源:泰国贸易和经济指标局,wind,HTI

1.3 新加坡: 6月食品饮料交易额环比下滑

2Q24 新加坡 GDP(不变价)总计同比增长 2.9%,高于预估值 2.7%但增速有所下降。其中,消费行业扩张步伐有所放缓,但电子制造业因全球行业周期回暖而增速有所加快。批发零售业/住宿餐饮业在第二季度同比增长 3.6% /0.7%,分别高于/低于上一季度的 2.5%/7.0%。

全球经济增长放缓以及高利率阻碍投资和消费,使得以国际贸易为重心的新加坡经济保持低迷,叠加国内需求疲弱,预计全年该国经济增速将为2%。

图 9 1Q22 至 2Q24 新加坡 GDP 增速表现



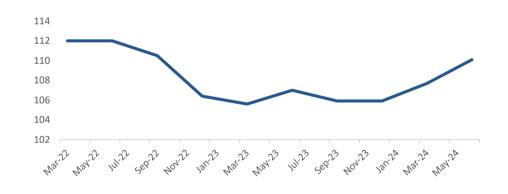
资料来源:新加坡统计局,wind,HTI

根据新加坡国家统计局数据,2024年6月新加坡CPI水平,同比增长2.4%,其中食品(不包括餐饮服务)CPI水平同比增长0.9%,餐饮服务CPI水平同比增长3.8%。根据官方披露,私人交通费下降以及零售与服务相关板块通胀有所下降,带来整体通胀水平下降。



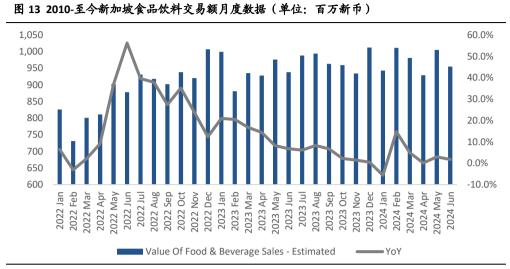
根据新加坡国家统计局数据, 2Q24 新加坡综合领先指数为 107.7 (2015 年=100), 2023 年同期水平为 112。

图 12 1Q22-2Q24 新加坡综合领先指数



资料来源:新加坡统计局,wind,HTI

海通國際 HAITONG 根据新加坡国家统计局数据,2024年6月新加坡的食品饮料交易额为9.6亿新币,同比增长1.8%,环比下滑5.0%。



资料来源:新加坡国家统计局,HTI

1.4 越南: CPI 维持较高水平

2Q24 越南 GDP(不变价)总计,同比增长 6.9%。显著高于市场预期的 5.5%-6.0% 区间,接近越南政府设定的 2024 年 GDP 增速 6.0%-6.5%目标上沿。按季节性看,2Q24 增速仅低于 2Q22 (7.83%)。而 2022 年高增速除了经济自身发展外,还得益于 2021 年新冠疫情带来的低基数效应。其中批零及维修行业 GDP 当季同比增长 7.6%,住宿餐饮服务行业 GDP 当季同比增长 11.26%。

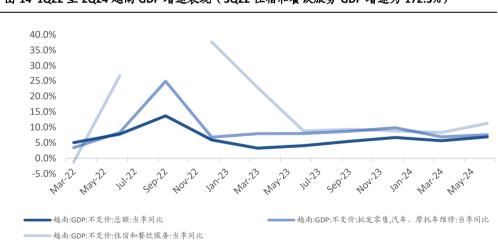


图 14 1Q22 至 2Q24 越南 GDP 增速表现(3Q22 住宿和餐饮服务 GDP 增速为 172.3%)

资料来源:越南统计局,wind,HTI

根据越南统计局,2024年7月越南 CPI 水平同比增长4.4%,环比增长0.48%。今年以来越南的平均通胀升高至4.1%,但仍在政府设定的2024年通胀目标区间4.0%-4.5%之间。交通价格的下降驱动越南通货膨胀表现整体回落。2024年7月越南餐饮业CPI同比增长4.3%,环比增长0.3%,饮料与烟草CPI同比增长2.5%,环比增长0.1%。

海通國際 HAITONG 自 2024 年 7 月 1 日起,越南公务员基本工资上涨 30%,并且全国最低工资标准上调 6%,工资的提高将在未来几个月推动中低收入群体的支出,通货膨胀走势或较难预 测



资料来源:越南计局,wind, HTI

资料来源:越南统计局,wind,HTI

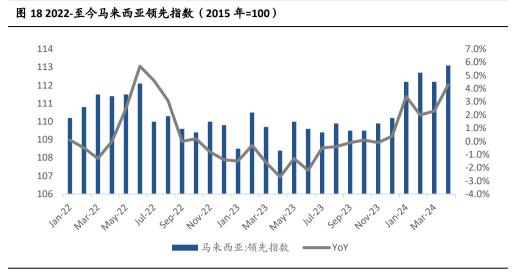
1.5 马来西亚: CPI 下行存在阻力

根据马来西亚央行,2024年6月马来西亚 CPI 水平同比增长2.0%。食品及非酒精饮料行业 CPI 同比增长2.0%。6月总体 CPI 环比持平,下行阻力主要来自住房、水电和燃气价格,该国央行预测在住房价格上涨和食品价格坚挺的影响下,下半年通货膨胀将呈上升趋势。



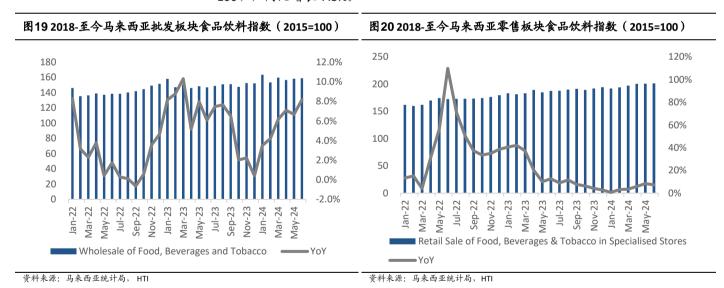
资料来源:马来西亚统计局,wind,HTI

根据马来西亚国家统计局数据, 2024 年 5 月马来西亚领先指数为 114.2 (2015 年 =100), 同比增长 3.8%。



资料来源:马来西亚统计局,wind,HTI

根据马来西亚国家统计局数据,2024年6月批发板块食品饮料指数为158.9(2015年水平为100),同比增长8.2%;零售板块食品饮料指数为201.2(2015年水平为100),同比增长7.3%。



1.6 菲律宾: 7月通胀超出 2%-4%的目标区间

根据菲律宾统计局,2024年7月 CPI 同比增长4.4%,其中食品及非酒精饮料行业 CPI 同比增长6.4%,酒精饮料行业 CPI 同比增长3.5%。今年前7个月,菲律宾平均通胀率为3.7%,虽然仍在政府设定的2%至4%的年度目标范围内,但已经接近该范围的上限。

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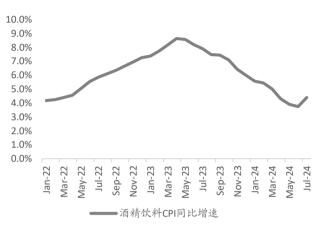
7月份通胀率上升趋势主要受到住房、水、电、气等价格增长的推动。此外,7月食品及非酒饮料通胀率继续小幅上升,从6月的6.1%上升至7月的6.4%。菲国家统计局官员马帕指出,近期台风等自然灾害导致蔬菜等农产品价格上涨,在一定程度上推动食品通胀上升。然而,随着厄尔尼诺现象逐步结束,大米产量得到恢复,大米通胀率从6月的22.5%下降至20.9%。马帕表示,由于基数效应和大米关税降低的影响,8月大米通胀率可能会进一步降至20%以下。

尽管大米通胀有所放缓,但对菲律宾 7 月份整体通胀率贡献依然达 1.9pct。为应对高金的大米价格,菲律宾农业部自 8 月 1 日起在首都马尼拉的四家廉价农产品门店推出"全民大米"计划,以每公斤 45 比索(约合 5.6 元人民币)的补贴价格出售大米,限时营业、限量出售。菲农业部称,补贴米价可能因市场波动而调整,但将持续低于市场平均零售价。

图21 2022-至今菲律宾食品及非酒饮料通胀表现 12.0% 10.0% 8.0% 6.0% 4.0% 2.0% 0.0% Sep-22 Mar-23 May-23 Jul-23 Sep-23 Nov-22 Jan-23 Jan-24 Jul-22 Vov-23

食品、非酒精饮料CPI同比增速

图22 2010-至今菲律宾酒精饮料通胀表现



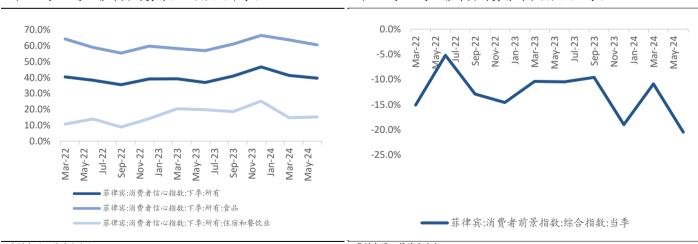
资料来源:菲律宾统计局, wind, HTI

资料来源: 菲律宾统计局, wind, HTI

根据菲律宾央行数据,2Q24 菲律宾消费者信心指数(下季)水平为39.6%,其中食品行业指数为60.6%,住宿和餐饮行业指数为15.3%,2Q23期间水平分别为36.9%/56.9%/19.8%。此外,2Q24菲律宾消费者前景指数(当季)水平为-20.5%,1Q23期间水平为-10.5%。

图23 1Q10-1Q24 菲律宾消费者信心指数 (下季)

图24 1Q10-1Q24 菲律宾消费者前景指数(当季)



资料来源:菲律宾央行,HTI

资料来源:菲律宾央行,HTI

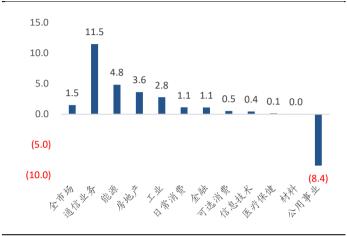
2.资本市场: 7月消费表现弱于大盘, 估值分位水平有所提升

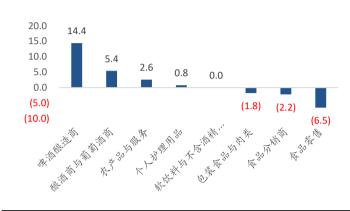
2.1 涨跌幅度: 仅印尼市场消费板块跑赢大盘

从新加坡一级行业涨跌幅来看,7月通讯业务(+11.5%)、能源(+4.8%)涨幅居前,公用事业(-8.4%)跌幅第一。日常消费品/可选消费+1.1%/+0.5%,均跑输大盘(+1.5%),子行业中啤酒酿造商、酿酒与葡萄酒商、农产品有服务以及个人护理用品收涨。

图25 7月新加坡一级行业涨跌幅(%)

图26 7月新加坡日常消费品子行业涨跌幅 (%)





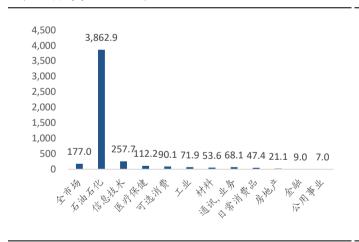
资料来源: wind, HTI

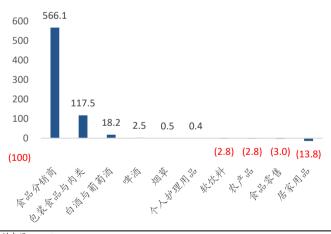
资料来源: wind,HTI

从马来西亚一级行业涨跌幅来看,7月石油石化(+3862.9%)、信息技术(+257.7%)涨幅居前。可选消费板块/日常消费品涨幅+90.12%/47.4%,跑输大盘(+177.0%),日常消费子行业中,食品分销商、包装食品与肉类、白酒与葡萄酒涨幅位居前三。

图277月马来西亚一级行业涨跌幅(%)

图287月马来西亚日常消费品子行业涨跌幅 (%)



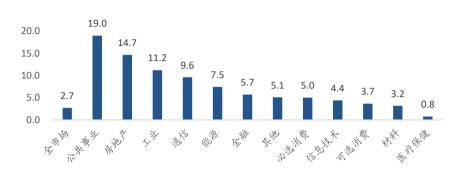


资料来源: wind, HTI

资料来源: wind, HTI

从印尼一级行业涨跌幅来看,7月所有板块收涨。必选消费/可选消费行业+5.0%/+3.7%,均跑赢大盘(2.7%)。

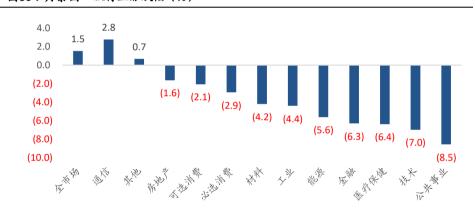
图297月印尼一级行业涨跌幅 (%)



资料来源: bbg, wind, HTI

从泰国一级行业涨跌幅来看,7月通信板块收涨,必选消费/可选消费涨幅-2.9%/-2.1%,均跑输大盘(+1.5%)。

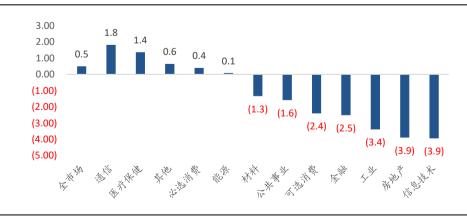
图307月泰国一级行业涨跌幅(%)



· 资料来源:bbg,HTI

从越南一级行业涨跌幅来看,7月多数板块收跌,必选消费/可选消费板块+0.4%/-2.4%,均跑输大盘(+0.5%)。

图317月越南一级行业涨跌幅(%)

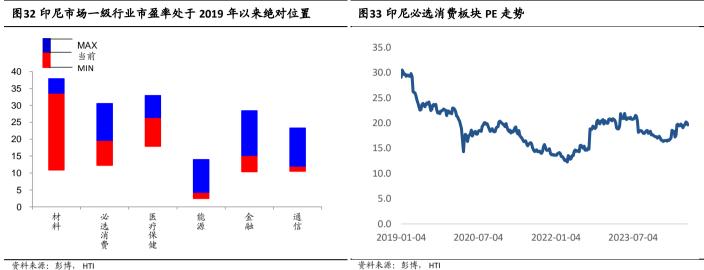


资料来源: bbg, HTI

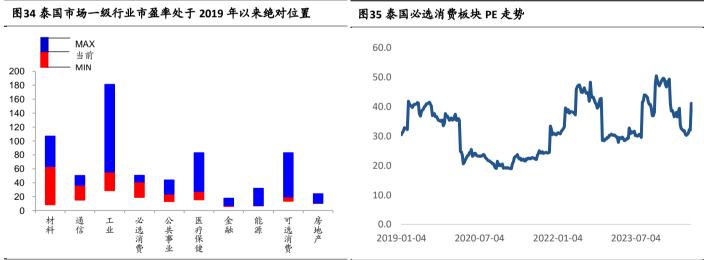


2.2 估值水平: 消费板块估值分位数均有所提升

截至 2024 年 7 月末, 印尼一级行业中, PE (TTM) 历史分位数处于 2019 年以来 10% 以下的行业仅有通信(3%)。必选消费的 PE 历史分位数为 60%, 2019 年至今最高/最 低水平分别为 30.5X/12.3X。



截至 2024 年 7 月末,泰国一级行业中,PE (TTM) 历史分位数处于 2019 年以来 10% 以下的行业包括房地产(2%)、能源(2%)、可选消费(5%)、金融(6%)。必选 消费/可选消费的 PE 历史分位数为 83%/5%。2019 年至今,必选消费最高/最低水平分 别为 50.5X/18.9X; 可选消费最高/最低水平分别为 83.1X/13.5X。



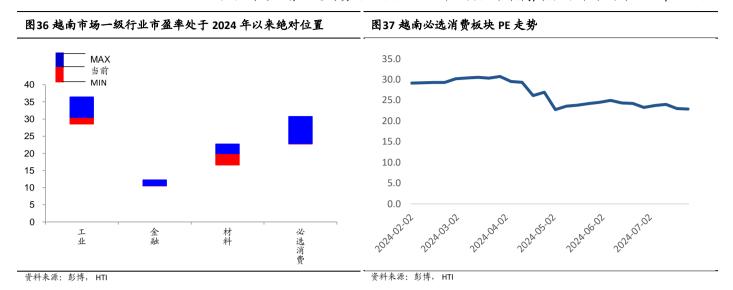
资料来源: 彭博, HTI, 工业剔除了 2023-2 至 2023-5 之间估值大于 1000 的部分, 可 选消费剔除了 2022-5 至 2022-8 之间估值大于 300 的部分

资料来源: 彭博, HTI

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截至 2024 年 7 月末,越南一级行业中,PE (TTM) 历史分位数处于 2024 年以来相对低位的行业有必选消费 (4%),2024 年 2 月至今最高/最低水平分别为 30.7X/22.7X。

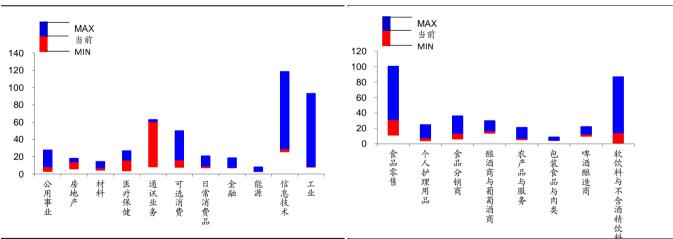


截至2024年7月末,新加坡一级行业中,PE(TTM)历史分位数处于2019年以来10%以下的行业有能源(3.2%)、材料(7.3%)和金融(7.7%)。可选消费的PE历史分位数为30%,日常消费的PE历史分位数为22%。2019年至今,可选消费最高/最低水平分别为49.9X/7.9X;日常消费最高/最低水平分别为20.8X/7.3X。

新加坡日常消费品子行业 PE 历史分位数处于 2019 年以来较低的是包装食品与肉类 (10%)和农产品与服务 (21%)。 PE 绝对值最低的行业分别是包装食品与肉类 (4.8X)、农产品与服务 (7.2X)以及个人护理用品 (7.9X)。

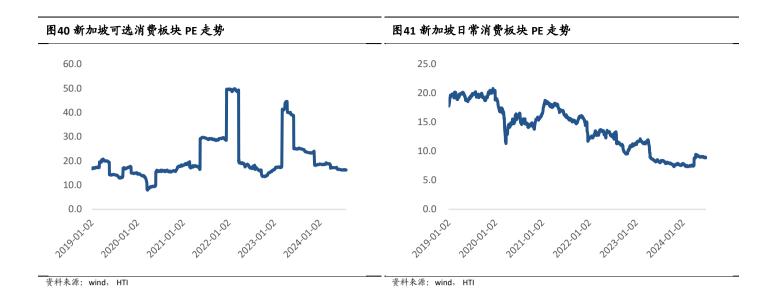
图38 新加坡市场一级行业市盈率处于 2019 年以来绝对位置

图39 新加坡日常消费子行业市盈率处于 2019 年以来绝对位置



资料来源: wind, HTI, 能源剔除了 2019-1-1 至 2022-9 之间估值大于 400 的部分

资料来源: wind, HTI

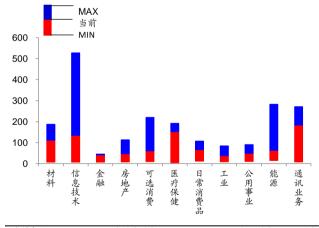


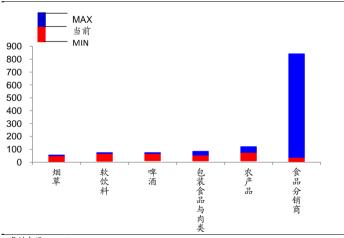
截至 2024 年 7 月末,马来西亚一级行业中,PE(TTM)历史分位数均处于 2019 年以来 95%以上。可选消费/日常消费 PE 历史分位数为 100%/100%。2019 年至今日常消费 板块 PE 最高/最低水平分别为 106.4X/11.9X,可选消费板块 PE 最高/最低水平分别为 219.8X/10.1X。

马来西亚日常消费品子行业 PE 历史分位数均处于 2019 年以来 80%以上。PE 绝对值最低的行业分别是食品分销商(38.3X)、烟草(51.2X)。

图42 马来西亚市场一级行业市盈率处于 2019 年以来绝对位置

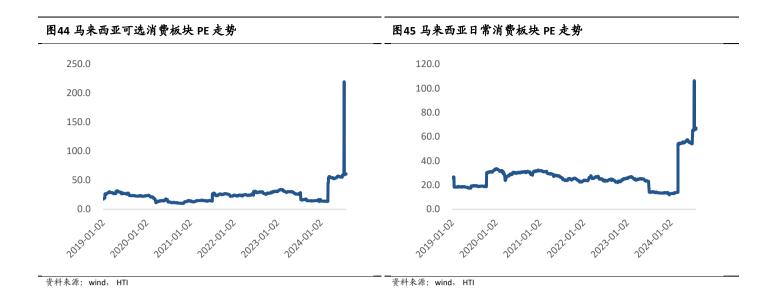
图43 马来西亚日常消费子行业市盈率处于 2019 年以来绝对位置





资料来源:wind, HTI, 医疗保健剔除了 2024-3 至 2024-4 之间估值大于 400 的部分

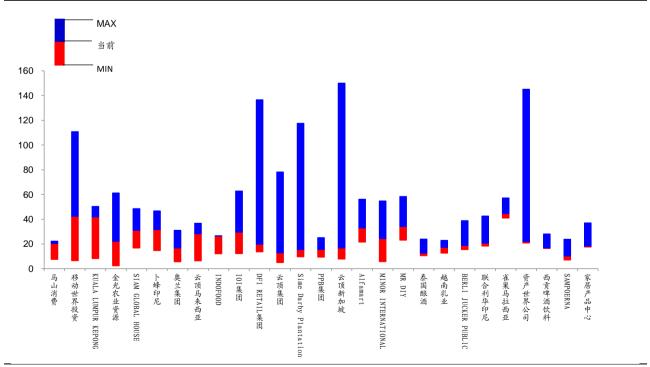
资料来源:wind,HTI



2.3 公司表现: 超半数公司市盈率分位数处于 2019 年以来 50%以下

截至 2024 年 7 月末,东南亚消费重点个股中,PE(TTM)历史分位数高于 90%的有 INDOFOOD (100%),马山消费 (98%),金光农业资源 (93%), KUALA LUMPUR KEPONG (92%)。PE(TTM)历史分位数处于 2019 年以来 10%以下的有西贡啤酒饮料 (1%),家居产品中心 (1%),联合利华印尼 (2%),BERLI JUCKER PUBLIC (2%)。

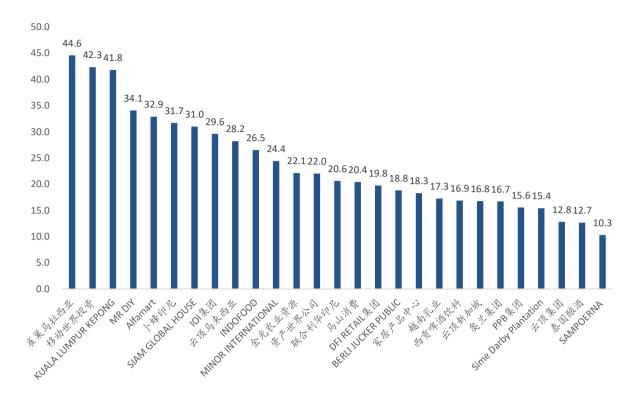
图46 东南亚消费板块重点个股市盈率 (TTM)处于 2019 年以来目前绝对位置



資料来源: bbg, HTI, 数据截至 2024 年 7 月 31 日,剔除资产世界公司(2021.9-2021.12)、金光农业资源(2019.3-2019.6)、Sime Darby Plantation(2019.12-2020.3)、MINOR INTERNATIONAL(2022.9-2022.12)、资产世界公司(2019.10-2019.12,2020.6-2020.9,2022.1-2022.3),移动世界投资(2023.12-2024.3),云顶马来西亚(2022.9-2022.12)的异常数据,

海通國際 HAITONG

图47 东南亚消费板块重点个股最新 PE 水平 (TTM)



资料来源: bbg, HTI, 数据截至 2024 年 7 月 31 日

表 6 东南亚消费板块重点个股近期营收情况

di ci	0.774	50 ml	65 Th.			营收同比((基于原币)			2023年营收
代码	公司名称	国别	行业	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2(如有)	(亿无人民币)
CPAXT TB Equity	CP AXTRA	泰国	批发零售	7.5%	2.5%	3.4%	4.3%	5.9%	4.4%	991
DFI SP Equity	DFI RETAIL集团	新加坡	零售	NA	NA	NA	NA	NA		650
THBEV SP Equity	泰国酿酒	新加坡	酒精及非酒精饮料	4.9%	2.4%	4.0%	-1.9%	-5.9%	6.3%	564
HMSP IJ Equity	SAMPOERNA	印尼	烟草	3.1%	6.7%	4.2%	3.1%	7.9%	-1.6%	539
AMRT IJ Equity	Alfamart	印尼	零售	14.2%	10.8%	8.0%	8.6%	12.1%	8.0%	497
GENT MK Equity	云顶集团	马来西亚	休闲与酒店业	38.2%	17.1%	20.4%	14.2%	27.6%		421
MWG VN Equity	移动世界投资	越南	电子零售	-25.7%	-14.2%	-5.4%	2.7%	16.2%	15.8%	352
ICBP IJ Equity	INDOFOOD	印尼	包装食品	11.4%	-0.4%	3.1%	4.5%	4.1%	11.1%	316
BJC TB Equity	BERLI JUCKER PUBLIC	泰国	包装及消费品	3.6%	3.4%	2.8%	1.8%	3.0%	0.9%	315
MINT TB Equity	MINOR INTERNATIONAL	泰国	酒店、餐厅及食品	55.7%	23.4%	10.7%	35.5%	17.3%	10.0%	304
UNVR IJ Equity	联合利华印尼	印尼	消费品	-2.2%	-8.8%	1.4%	-16.3%	-5.0%	-7.5%	180
VNM VN Equity	越南乳业	越南	乳制品	0.3%	1.8%	-2.8%	3.7%	1.4%	9.6%	179
GENM MK Equity	云顶马来西亚	马来西亚	休闲与酒店业	32.7%	13.7%	19.3%	11.8%	21.1%		156
GENS SP Equity	云顶新加坡	新加坡	休闲与酒店业	54.0%	70.9%	32.7%	19.3%	61.9%	-4.1%	128
NESZ MK Equity	雀巢马拉西亚	马来西亚	乳制品	8.8%	6.8%	5.3%	2.3%	-3.2%	-13.0%	109
SAB VN Equity	西贡啤酒饮料	越南	酒精饮料	-15.0%	-7.7%	-14.1%	-15.0%	15.6%	1.2%	91
PEP MK Equity	PPB集团	马来西亚	食品及农业	12.7%	-6.1%	-11.6%	-21.6%	NA		89
MCH VN Equity	马山消费	越南	消费品	NA	NA	2.1%	5.2%	NA		84
AWC TB Equity	资产世界公司	泰国	酒店业及零售批发	121.7%	128.0%	-4.1%	7.2%	18.2%	-23.7%	28

资料来源: bbg, HTI, 数据截至 2024 年 7 月 31 日, 奥兰集团、DFI RETAIL 集团只披露半年报, 马山消费没有披露 1Q23 业绩



表 7 东南亚消费板块重点个股近期利润情况

代码	公司名称	国别	行业			净利润同	比(基于原·	币)	
17,49	公司石林	日刊	17 32	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2(知有)
CPAXT TB Equity	CP AXTRA	泰国	批发零售	5.6%	-3.6%	4.7%	32.8%	14.6%	50.0%
DFI SP Equity	DFI RETAIL集团	新加坡	零售	NA	NA	NA	NA	NA	
THBEV SP Equity	泰国酿酒	新加坡	酒精及非酒精饮料	-4.8%	3.4%	NA	NA	-6.1%	-4.9%
HMSP IJ Equity	SAMPOERNA	印尼	烟草	12.8%	40.3%	32.4%	33.1%	4.0%	-32.7%
AMRT IJ Equity	Alfamart	印尼	零售	14.8%	44.8%	16.1%	9.9%	14.8%	3.7%
GENT MK Equity	云顶集团	马来西亚	休闲与酒店业	-149.1%	-369.7%	306.6%	189.0%	499.2%	
MWG VN Equity	移动世界投资	越南	电子零售	-98.5%	-98.5%	-95.7%	-85.4%	4143.4%	6635.0%
ICBP IJ Equity	INDOFOOD	印尼	包装食品	103.7%	-16524.7%	-3.2%	-105.4%	-40.5%	-33.0%
BJC TB Equity	BERLI JUCKER PUBLIC	泰国	包装及消费品	0.6%	0.5%	-25.6%	0.6%	-65.9%	1.5%
MINT TB Equity	MINOR INTERNATIONAL	泰国	酒店、餐厅及食品	-74.3%	108.5%	-53.5%	-48.5%	-217.4%	-13.3%
UNVR IJ Equity	联合利华印尼	印尼	消费品	-30.5%	-3.9%	21.0%	-18.7%	3.1%	-24.8%
VNM VN Equity	越南乳业	越南	乳制品	-18.2%	6.5%	8.3%	25.3%	18.5%	21.6%
GENM MK Equity	云顶马来西亚	马来西亚	休闲与酒店业	-78.4%	-534.2%	1459.5%	160.8%	311.0%	
GENS SP Equity	云顶新加坡	新加坡	休闲与酒店业	NA	NA	NA	NA	NA	
NESZ MK Equity	崔巢马拉西亚	马来西亚	乳制品	-3.9%	6.6%	18.7%	11.5%	-0.8%	-48.3%
SAB VN Equity	西贡啤酒饮料	越南	酒精饮料	-17.4%	-30.5%	-22.2%	-9.3%	3.1%	7.7%
PEP MK Equity	PPB集团	马来西亚	食品及农业	24.5%	-70.8%	-53.2%	6.2%	NA	
MCH VN Equity	马山消费	越南	消费品	NA	NA	29.7%	23.4%	NA	
AWC TB Equity	资产世界公司	泰国	酒店业及零售批发	120.4%	44.5%	10.7%	-4.2%	12.8%	11.2%

资料来源:bbg,HTI,数据截至 2024 年 7 月 31 日,奥兰集团、DFI RETAIL 集团只披露半年报,马山消费没有披露 23Q1 业绩,泰国酿酒未公布 24Q3 利润

2.4 重要新闻

表 8 东南亚消费行业重要新闻

日期	事件及链接
8月20日	7月印尼镍出口强劲,中国成为最大买家
8月20日	https://finance.sina.com.cn/money/future/roll/2024-08-20/doc-inckhfmh3674418.shtml
8月20日	印尼计划将生物柴油掺混比例提高到 50%
6 /1 ZU H	https://finance.sina.com.cn/money/future/agri/2024-08-20/doc-inckhfmq5591407.shtml
8月20日	印尼的绿色氢目标是到 2060 年吸引 252 亿美元私人投资
8 Д 20 Ц	https://www.nengyuanjie.net/article/96915.html
8月19日	印尼延长纺织品进口关税
6 Д 19 ц	http://www.tnc.com.cn/info/c-001001-d-3745874.html
8月19日	新加坡将为首次购房者提供更多支持
8 /1 19 1	https://www.jingpt.com/news/1769087
8月19日	新加坡掀起网购热潮,电商渗透率达 74%
8 71 19 11	http://www.dsb.cn/p/01j5mz4sshce9b1wcwpyn1dync
8月18日	印新加坡将提供临时失业支持计划(金十数据 APP)
0 Д 10 Ц	http://view.jin10.com/news20240818204351371800.html
8月14日	新加坡铁矿石期货跌至 2023 年 5 月以来最低
8 /1 14 [https://www.jingpt.com/news/1763653
8月19日	越南计投部副部长:越南为 AI 研究应用营造便利环境(wind)
8月19日	中国人民银行与越南国家银行签署合作谅解备忘录(wind)
0 Fl 10 Fl	河内计划到 2030 年投资 146 亿美元用于城市铁路建设
8月19日	http://view.jin10.com/news20240819183012386800.html
8月19日	越南盾兑美元升至 24,979,创自四月份以来新高(wind)

资料来源:公开资料整理,HTI



3. 风险提示

通货膨胀风险: 东南亚国家目前供需不平衡导致商品价格上涨从而可能面临通货膨胀等问题,这可能给投资带来不确定性。

汇率风险:对于以东南亚资本市场标的公司,汇率波动将直接影响其投资收益。

可操作性风险:东南亚国家的基础设施和市场透明度可能还不够完善,投资者可能面临操作难度。

社会和文化风险:东南亚国家的文化和社会习俗可能与投资者所在国家有所不同,这可能对商业运营和人才管理带来挑战。

自然灾害和环境风险:一些东南亚国家可能面临地震、台风、洪涝等自然灾害,以及环境污染等问题,这可能对投资造成损失。

APPENDIX 1

Summary

GDP: Vietnam's economy grew more than expected, while Singapore's growth slowed from the previous month. In 2Q24, Vietnam's economy continued to show a positive trend, with a year-on-year GDP growth rate of 6.93% and a year-on-year GDP growth of 6.42% in the first half of the year. Overall, in the first half of the year, Vietnam's domestic macroeconomic growth was strong, domestic consumption maintained growth, commodity exports achieved rapid growth, and tourism recovered strongly. In 2Q24, Singapore's GDP grew by 2.9% year-on-year, slightly down, with the pace of expansion in the consumer sector slowing down.

The growth outlook of Indonesia and Vietnam is more optimistic, and the growth of other economies is under pressure. The World Bank's latest forecast for Indonesia's economic growth in 2024 is 5.0%, and has raised its forecast for Indonesia's economic growth in 2025 from 4.9% to 5.1%. The latest forecast of the International Monetary Fund, 2H24 Vietnam's economy will continue to improve, the annual economic growth rate or more than 6%, but need to pay attention to the depreciation of the Vietnamese dong, rising wages and other risks. The World Bank cut its forecast for Thailand's GDP growth in 2024 to 2.4% from 2.8% due to weak exports and public investment. Slowing global growth and high interest rates have discouraged investment and consumption, keeping Singapore's trade-focused economy sluggish, which, coupled with weak domestic demand, is expected to grow by 2 per cent for the full year.

CPI: Higher in Vietnam, Malaysia and Philippines. In July, the CPI level in Vietnam increased by 4.4% year-on-year, and the average inflation rate in Vietnam so far this year rose to 4.1%, and the inflation rate has risen again after falling. Malaysia's headline CPI was flat month-on-month in June, with downward resistance mainly coming from housing, water, electricity and gas prices. The country's central bank has forecast that inflation will pick up in the second half of the year on the back of rising housing prices and firm food prices. CPI rose 4.4 per cent in July from a year earlier, and inflation averaged 3.7 per cent in the first seven months, still within the government's annual target range of 2-4 per cent, but near the top of that range.

Consumption: Consumption-related indicators were weaker in some countries. The actual retail sales index of food, beverage and tobacco in Indonesia in July was 295.2, an increase of 6.3% year-on-year, and the Indonesian consumer confidence index was at a weak level of 123.4. The Thai consumer confidence index was 49.7 in July, weaker than the previous month and lower than the same period in 2023. The value of food and beverage transactions in Singapore in June increased by 2.9% year-on-year, showing a stable performance, including a decline in restaurant operations.

Stocks: Only Indonesia's consumer sector outperformed in July. In July, Indonesia's mandatory/optional consumer sector was +5.0%/+3.7%, both outperforming the market (2.7%). Thailand will choose consumption/optional/gains 2.9% / 2.1% / 1.5%, Singapore daily consumer goods/optional/gains 1.1% / 1.5% / 1.5%, Vietnam will choose consumption/optional/gains 1.1% / 1.5% / 1.5% / 1.5% / 1.5% Nalaysia's Consumer Optional sector/Consumer Goods/Market up 1.5% / 1.5%

Valuation: The quantile of consumption estimates has increased in most markets. As of the end of July, the historical quantile of PE for mandatory/optional consumption in Thailand since 2019 was 83%/5%; The PE historical quantile for daily/optional consumption in Malaysia was 100%/100%, and the PE historical quantile for optional/daily consumption in Singapore was 30%/22%, both of which showed an increase in the valuation quantile level.

Risk alert: Inflation risk, exchange rate risk, operational risk, social and cultural risk, natural disaster risk

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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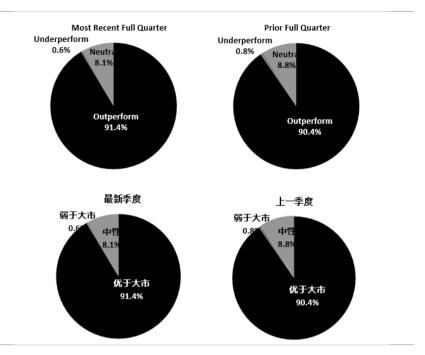
Analyst Stock Ratings

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.

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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.



截至 2024年 6月 30 日海通国际股票研究评级分布

	优于大市	中性 (持有)	弱于大市
海通国际股票研究覆盖率	91.4%	8.1%	0.6%
投资银行客户*	3.1%	4.8%	0.0%

^{*}在每个评级类别里投资银行客户所占的百分比。

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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.

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	Outperform	Neutral	Underperform
		(hold)	
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IB clients*	3.1%	4.8%	0.0%

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