

# 行业周报

# 第35周新房成交同比增速回落,供销比回升

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# 投资要点:

#### • 上周1大中城市新房成交情况:

- 2024 年第 35 周 30 大中城市新房成交面积为 168 万平方米,环比前一周 -0.79%,同比 2023 年-42%。其中一线城市销售面积 50 万平方米,环比前 一周-0.9%,同比 2023 年-18%。二线城市销售面积 77 万平方米,环比前 一周-2.3%,同比 2023 年-58%。三线城市销售面积 41 万平方米,环比前 一周 2.31%,同比 2023 年-10%。
- 2024年8月1日-29日30城累计成交面积655万平方米,环比2024年7月同期-8.87%,同比-22%。一线城市累计成交面积209万平方米,环比2024年7月同期-5%,同比8%。二线城市累计成交面积295万平方米,环比2024年7月同期-13%,同比-38%。三线城市累计成交面积151万平方米,环比2024年7月同期-5.2%,同比-10.2%。

### • 上周 18 城二手房成交量情况:

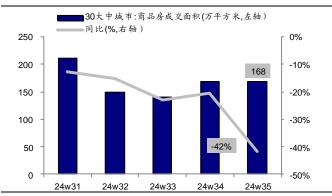
- 18 城 2024 年第 35 周二手房成交量为 145 万平方米, 环比前一周-4.06%, 同比 3.68%。其中一线城市二手房成交面积 38.93 万平方米, 环比前一周 0.4%, 同比 24.7%。二线城市二手房成交面积 100.26 平方米, 环比前一周 -5.84%, 同比-2.3%。三线城市二手房成交面积 5.83 万平方米, 环比前一周-1.3%, 同比-4%。
- 18 城 2024 年 8 月 1 日-29 日二手房成交面积 630 万平方米, 环比 2024 年 7 月同期-13.2%, 同比去年 9%; 一线城市 155.65 万平方米, 环比 2024 年 7 月同期-8.4%, 同比去年 42%; 二线城市 446 万平方米, 环比 2024 年 7 月同期-15.9%, 同比去年 0.8%; 三线城市 28 万平方米, 环比 2024 年 7 月 同期 11.5%, 同比去年 2.0%。
- 2024 年第 35 周百城土地供应和成交情况:上周土地供应面积为 1691 万平方米, 土地成交面积为 1379 万平方米,供销比 1.23 倍。土地出让金额为 231 亿元。本 年度全国 100 大中城市累计土地供应面积 55370 万平方米,同比-16%,累计同比 增速较前一周回升 0.71 个百分点,成交面积 46630 万平方米,同比-14.9%,累计 同比增速较前一周回升 1.30 个百分点,累计土地出让金 11778 元,同比-34.69%。 上周全国土地溢价率为 4%,环比前一周上升 1.73 个百分点。一线城市上周土地 溢价率 0%,环比前一周持平,二线城市上周溢价率 4%,环比前一周回升 0.45 个百分点,三线城市上周溢价率 5%,环比前一周回升 3.46 个百分点。
- 上周房地产板块表现:上周房地产指数 (882011.WI) 1720.71 点,环比前一周 2.63%,沪深 300 指数 (000300.SH) 3321.43 点,环比前一周-0.17%,房地产指数 和沪深 300 指数年内截止上周涨跌幅分别为-20.73%和-3.20%。上周重点跟踪公司中,A股新城控股涨跌幅 7.21%,其次万科 A 涨跌幅 3.52%,物业股方面旭辉永升服务涨跌幅为 20.14%,华润万象生活涨跌幅为 18.00%,港股合景泰富集团涨跌幅周内表现为 5.93%,其次是旭辉控股集团 3.92%。
- 风险提示: 行业面临地产调控和经济下行风险; 房企资金面紧张的风险。

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<sup>1</sup>上周周报时间段选取:新房、二手房周数据选取时间段为 2024 年 8 月 23 日到 2024 年 8 月 29 日。土地成交数据来自 Wind 周数据,时间段为 2024 年 8 月 19 日到 2024 年 8 月 25 日,为 2024 年 第 35 周。重点关注股票周表现时间段为上周 2024 年 8 月 26 日到 2024 年 8 月 30 日。

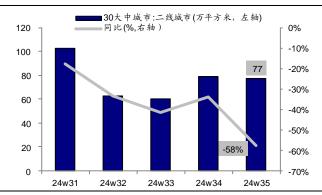


#### 图1 30 城商品房周成交面积和同比



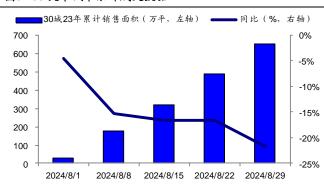
资料来源: Wind, HTI

### 图3 二线城市商品房周成交面积和同比



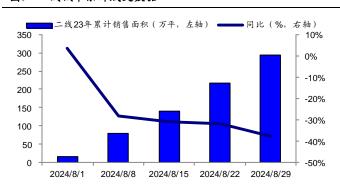
资料来源: Wind, HTI

### 图5 30 大中城市累计成交数据



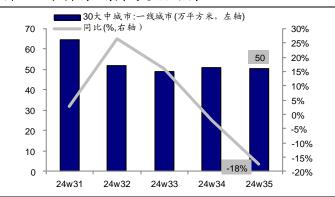
资料来源: Wind, HTI

### 图7 二线城市累计成交数据



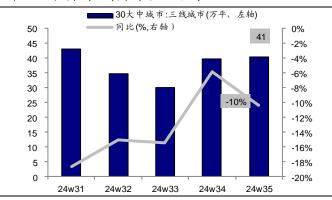
资料来源: Wind, HTI

图2 一线城市商品房周成交面积和同比



资料来源: Wind, HTI

### 图4 三线城市商品房周成交面积和同比



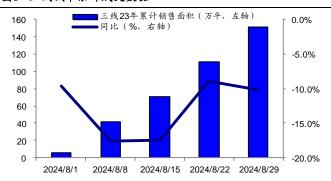
资料来源: Wind, HTI

### 图6 一线城市累计成交数据



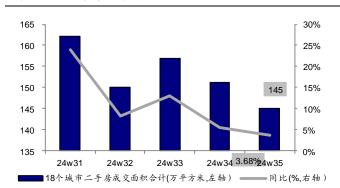
资料来源: Wind, HTI

### 图8 三线城市累计成交数据



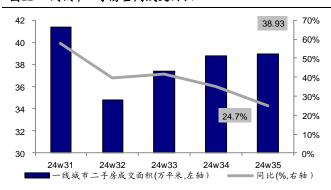


### 图9 18 城二手房当周成交面积



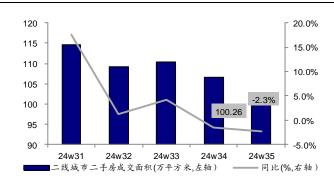
资料来源: Wind, HTI

### 图11 一线城市二手房当周成交面积



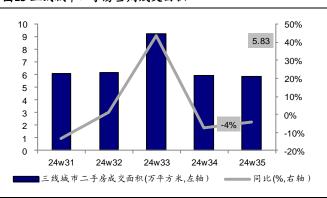
资料来源: Wind, HTI

#### 图13 二线城市二手房当周成交面积



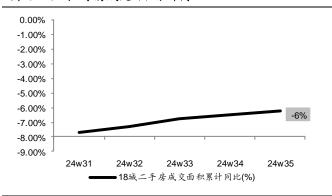
资料来源: Wind, HTI

### 图15 三线城市二手房当周成交面积



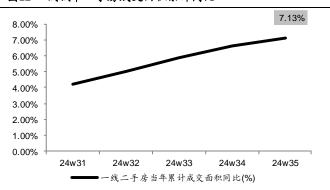
资料来源: Wind, HTI

### 图10 18 城二手房成交面积累计同比



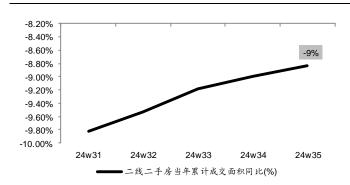
资料来源: Wind, HTI

### 图12 一线城市二手房成交面积累计同比



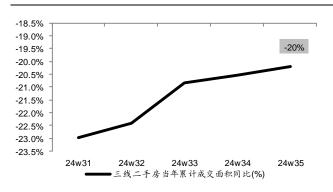
资料来源: Wind, HTI

#### 图14 二线城市二手房成交面积累计同比



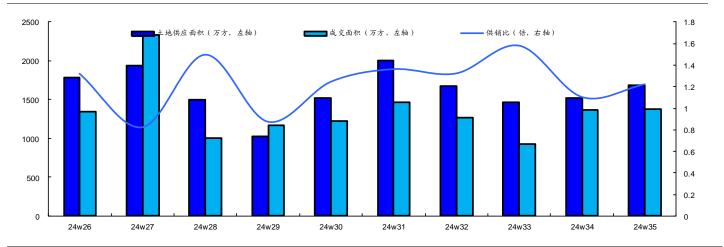
资料来源: Wind, HTI

### 图16 三线城市二手房成交面积累计同比



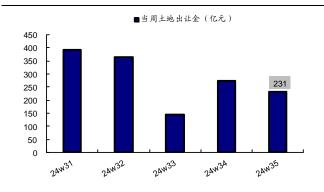


### 图17 全国 100 大中城市土地供应、成交及供销比数据



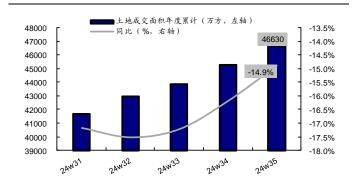
资料来源: Wind, HTI

### 图18 100 大中城市土地出让金近五周数据



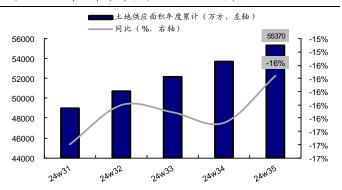
资料来源: Wind, HTI

## 图20 100 大中城市年内累计土地成交面积



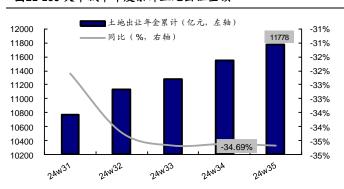
资料来源: Wind, HTI

#### 图19 100 大中城市年内累计土地供应近五周数据



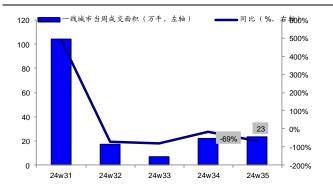
资料来源: Wind, HTI

# 图21 100 大中城市年度累计土地出让金额



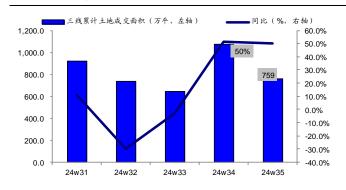


#### 图22 一线城市当周土地成交面积



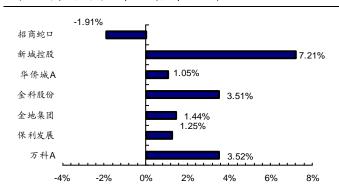
资料来源: Wind, HTI

### 图24 三线城市当周土地成交面积



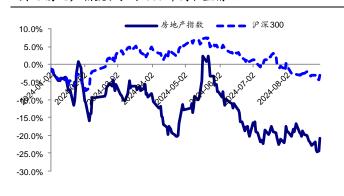
资料来源: Wind, HTI

### 图26 上周 A 股重点地产公司股票涨跌情况



资料来源: Wind, HTI

### 图28 房地产指数和沪深 300 年内收益情况



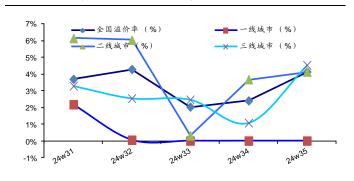
资料来源: Wind, HTI

#### 图23 二线城市当周土地成交面积



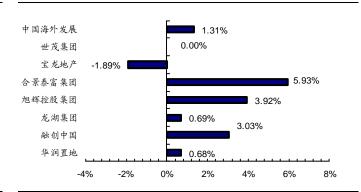
资料来源: Wind, HTI

### 图25 各线城市当周土地成交溢价率



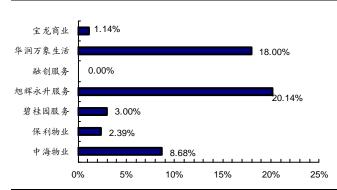
资料来源: Wind, HTI

### 图27 上周 H 股重点地产公司股票涨跌情况



资料来源: Wind, HTI

### 图29 上周 H 股重点物业公司股票涨跌情况





#### **APPENDIX 1**

#### Summary

#### **Investment Highlights:**

#### Last week's new home sales in major cities:

In the 35th week of 2024, the new home sales area in 30 major cities was 1.68 million square meters, down 0.79% from the previous week and 42% YoY. First-tier cities sold 0.50 million square meters, down 0.9% from the previous week and 18% YoY. Second-tier cities sold 0.77 million square meters, down 2.3% from the previous week and 58% YoY. Third-tier cities sold 0.41 million square meters, up 2.31% from the previous week and down 10% YoY.

From August 1 to 29, 2024, the cumulative sales area in 30 cities was 6.55 million square meters, down 8.87% from the same period in July 2024 and 22% YoY. First-tier cities sold 2.09 million square meters, down 5% from the same period in July 2024 and up 8% YoY. Second-tier cities sold 2.95 million square meters, down 13% from the same period in July 2024 and 38% YoY. Third-tier cities sold 1.51 million square meters, down 5.2% from the same period in July 2024 and 10.2% YoY.

Last week's second-hand home sales in 18 cities:

In the 35th week of 2024, the second-hand home sales area in 18 cities was 1.45 million square meters, down 4.06% from the previous week and up 3.68% YoY. First-tier cities sold 0.39 million square meters, up 0.4% from the previous week and 24.7% YoY. Second-tier cities sold 1.00 million square meters, down 5.84% from the previous week and 2.3% YoY. Third-tier cities sold 0.06 million square meters, down 1.3% from the previous week and 4% YoY.

From August 1 to 29, 2024, the cumulative second-hand home sales area in 18 cities was 6.30 million square meters, down 13.2% from the same period in July 2024 and up 9% YoY. First-tier cities sold 1.56 million square meters, down 8.4% from the same period in July 2024 and up 42% YoY. Second-tier cities sold 4.46 million square meters, down 15.9% from the same period in July 2024 and up 0.8% YoY. Third-tier cities sold 0.28 million square meters, up 11.5% from the same period in July 2024 and up 2.0% YoY.

In the 35th week of 2024, the land supply and transaction situation in 100 cities: Last week, the land supply area was 16.91 million square meters, and the land transaction area was 13.79 million square meters, with a supply-to-sales ratio of 1.23 times. The land transfer amount was RMB 23.1 billion. This year, the cumulative land supply area in 100 major cities nationwide was 553.70 million square meters, down 16% YoY, with the cumulative YoY growth rate rebounding by 0.71 percentage points from the previous week. The transaction area was 466.30 million square meters, down 14.9% YoY, with the cumulative YoY growth rate rebounding by 1.30 percentage points from the previous week. The cumulative land transfer amount was RMB 117.78 billion, down 34.69% YoY. Last week, the national land premium rate was 4%, up 1.73 percentage points from the previous week. The land premium rate in first-tier cities was 0%, unchanged from the previous week. The land premium rate in second-tier cities was 4%, up 0.45 percentage points from the previous week. The land premium rate in third-tier cities was 5%, up 3.46 percentage points from the previous week.

Last week's real estate sector performance: Last week, the real estate index (882011.WI) was 1720.71 points, up 2.63% from the previous week. The CSI 300 index (000300.SH) was 3321.43 points, down 0.17% from the previous week. The year-to-date rise and fall of the real estate index and the CSI 300 index were -20.73% and -3.20%, respectively. Among the key tracked companies last week, Seazen Holdings' rise and fall was 7.21%, followed by China Vanke's rise and fall of 3.52%. In the property stocks, CIFI Ever Sunshine Services Group's rise and fall was 20.14%, and China Resources Mixc Lifestyle Services' rise and fall was 18.00%. In the Hong Kong stocks, KWG's rise and fall was 5.93%, followed by CIFI Holdings Group's rise and fall of 3.92%.

Risk Warning: The industry faces risks of real estate regulation and economic downturn; risks of tight funding for real estate companies.

### 附录 APPENDIX

#### 重要信息披露

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**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.

Ratings Definitions (from 1 Jul 2020):

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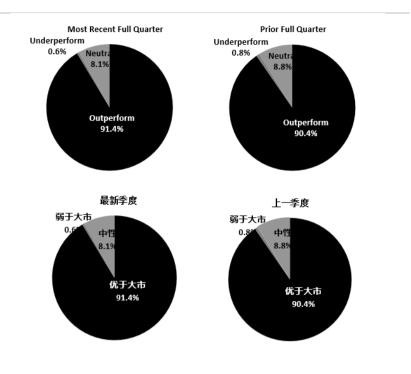
#### **Analyst Stock Ratings**

**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.



#### 截至 2024 年 6 月 30 日海通国际股票研究评级分布

	优于大市	<b>中性</b> (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%

<sup>\*</sup>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 June 30, 2024

	Outperform	Neutral	Underperform
		(hold)	
HTI Equity Research Coverage	91.4%	8.1%	0.6%
IB clients*	3.1%	4.8%	0.0%

<sup>\*</sup>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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