

海尔智家 Haier Smart Home (600690 CH)

25H1 表现优异，国内国外维持稳健增长

Excellent Performance in 25H1, Stable Growth Maintained In Both Domestic and Overseas Market

观点聚焦 Investment Focus

维持优于大市 Maintain OUTPERFORM

评级	优于大市 OUTPERFORM
现价	Rmb26.00
目标价	Rmb36.16
HTI ESG	4.2-4.3-4.0
E-S-G: 0-5, (Please refer to the Appendix for ESG comments)	
义利评级	A+
来源: 盟浪. Reproduced by permission; no further distribution	
市值	Rmb243.96bn / US\$34.33bn
日交易额 (3 个月均值)	US\$139.04mn
发行股票数目	6,251mn
自由流通股 (%)	8%
1 年股价最高最低值	Rmb33.12-Rmb23.58
注: 现价 Rmb26.00 为 2025 年 08 月 28 日收盘价	



资料来源: Factset

	1mth	3mth	12mth
绝对值	0.0%	0.1%	0.1%
绝对值 (美元)	0.0%	0.1%	0.1%
相对 MSCI China	-2.4%	-12.7%	-47.6%

Rmb mn	Dec-24A	Dec-25E	Dec-26E	Dec-27E
Revenue	285,981	303,468	314,744	331,791
Revenue (+/-)	4%	6%	4%	5%
Net profit	18,741	21,184	23,814	26,706
Net profit (+/-)	13%	13%	12%	12%
Diluted EPS (Rmb)	2.00	2.26	2.54	2.85
GPM	27.8%	28.1%	28.4%	28.6%
ROE	16.8%	16.5%	16.1%	15.8%
P/E	14	13	11	10

资料来源: 公司信息, HTI

(Please see APPENDIX 1 for English summary)

事件

公司发布 25 年中报, 25H1 实现营收 1564.9 亿元, 同比增长 10.2%, 实现归母净利润 120.3 亿元, 同比增长 15.6%; 其中 Q2 单季度, 实现收入 773.8 亿元, 同比增长 10.4%, 实现归母净利润 65.5 亿元, 同比增长 16.0%。公司计划派发 0.269 元/股中期分红, 占归母净利润比重达 21%。

点评

公司 Q2 单季度收入及利润延续优异增长表现, 整体上半年表现优异, 盈利能力继续稳步提升。25H1 公司毛利率达 26.9%, 同比提升 0.1pct, 净利率达 7.69%, 同比提升 0.36pct。

25H1, 公司国内业务实现营收 774.2 亿元, 同比增长 8.8%, 分品牌看 Leader 增长超过 15%, 卡萨帝收入增长超过 20%。卡萨帝在厨电/洗衣机增长分别超过 40%/30%, 热水及净水产品增长均超过 20%。

公司海外业务实现营收 790.8 亿元, 同比增长 11.7%, 新兴市场继续高速增长, 南亚/东南亚/中东非分别增长达 33%/18%/65%; 美国、欧洲白电及暖通业务持续份额提升, 美洲/欧洲/日本市场收入增速分别为 2%/24%/7%。

估值

公司全球化布局思路明确, 本土化运营优势明显, 多品牌多品类矩阵完善相互协同。国内业务端, 公司作为龙头企业继续受益国补推动下的需求提升, 海外业务端, 新兴市场保持快速增长、欧美成熟市场继续份额提升。我们预计公司 25-27 年 EPS 分别为 2.26/2.54/2.85 元 (原 2025-26 预测为 2.31/2.60 元), 给予公司 2025 年 16xPE 估值 (原为 2024 年 18x), 对应目标价为 36.16 元 (-1%), 维持“优于大市”评级。

风险

终端需求不及预期。

朱默辰 Mochen Zhu
mc.zhu@htisec.com

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表 1 可比公司估值情况

代码	公司	收盘价（元）	市值（亿元）	EPS（元/股）			PE（倍）		
		2025/8/28	2024	2025E	2026E	2024	2025E	2026E	
000333.sz	美的集团	73.50	5,641.56	5.02	5.64	6.16	14.64	13.03	11.93
000651.sz	格力电器	47.25	2,646.66	5.75	6.31	6.79	8.22	7.48	6.96
000921.sz	海信家电	25.46	352.59	2.42	2.66	2.96	10.53	9.57	8.59
000521.sz	长虹美菱	7.66	78.89	0.68	0.76	0.86	11.28	10.10	8.96
002668.sz	TCL 智家	10.81	117.19	0.94	1.07	1.20	11.50	10.09	9.04

注：表中的 EPS，PE 均来自于万得一致预期；
资料来源：wind，HTI

财务报表分析和预测

主要财务指标	2024	2025E	2026E	2027E	利润表 (百万元)	2024	2025E	2026E	2027E
每股指标 (元)					营业总收入	285,981	303,468	314,744	331,791
每股收益	2.00	2.26	2.54	2.85	营业成本	206,487	218,212	225,488	236,826
每股净资产	11.87	13.72	15.80	18.06	毛利率%	27.8%	28.1%	28.4%	28.6%
每股经营现金流	2.83	3.97	2.18	2.29	营业税金及附加	1,276	1,153	1,308	1,373
每股股利	0.46	0.52	0.59	0.68	营业税金率%	0.4%	0.4%	0.4%	0.4%
价值评估 (倍)					营业费用	33,586	34,413	35,346	36,563
P/E	13.02	11.52	10.24	9.13	营业费用率%	11.7%	11.3%	11.2%	11.0%
P/B	2.19	1.90	1.65	1.44	管理费用	12,110	13,353	13,597	13,902
P/S	0.85	0.80	0.78	0.74	管理费用率%	4.2%	4.4%	4.3%	4.2%
EV/EBITDA	8.57	8.18	7.91	6.59	EBIT	21,782	24,198	26,385	29,689
股息率%	1.8%	2.0%	2.3%	2.6%	财务费用	973	361	70	169
盈利能力指标 (%)					财务费用率%	0.3%	0.1%	0.0%	0.1%
毛利率	27.8%	28.1%	28.4%	28.6%	资产减值损失	-1,284	-1,024	-1,225	-937
净利率	6.6%	7.0%	7.6%	8.0%	投资收益	1,913	1,821	2,203	2,190
净资产收益率	16.8%	16.5%	16.1%	15.8%	营业利润	22,912	25,573	28,433	31,941
资产回报率	6.5%	6.6%	7.0%	7.3%	营业外收支	-179	-15	40	71
投资回报率	11.5%	11.5%	11.5%	11.7%	利润总额	22,733	25,558	28,472	32,012
盈利增长 (%)					EBITDA	29,862	24,943	24,495	27,588
营业收入增长率	4.3%	6.1%	3.7%	5.4%	所得税	3,157	3,962	4,336	4,904
EBIT 增长率	13.3%	11.1%	9.0%	12.5%	有效所得税率%	13.9%	15.5%	15.2%	15.3%
净利润增长率	12.9%	13.0%	12.4%	12.1%	少数股东损益	834	413	322	402
偿债能力指标					归属母公司所有者净利润	18,741	21,184	23,814	26,706
资产负债率	59.2%	57.8%	53.9%	51.5%					
流动比率	1.01	1.09	1.16	1.24	资产负债表 (百万元)	2024	2025E	2026E	2027E
速动比率	0.70	0.79	0.85	0.92	货币资金	55,584	81,196	89,102	99,224
现金比率	0.37	0.49	0.56	0.59	应收账款及应收票据	38,592	36,749	35,729	42,175
经营效率指标					存货	43,044	47,706	47,041	50,184
应收帐款周转天数	33.79	23.00	23.10	26.63	其它流动资产	14,470	13,676	14,583	15,507
存货周转天数	76.09	79.80	76.15	77.34	流动资产合计	151,690	179,326	186,455	207,090
总资产周转率	0.99	0.94	0.93	0.91	长期股权投资	20,932	23,273	25,705	28,213
固定资产周转率	7.62	7.57	6.81	6.40	固定资产	37,519	40,069	46,194	51,828
					在建工程	5,680	5,445	5,311	4,828
					无形资产	14,035	14,035	14,035	14,035
现金流量表 (百万元)	2024	2025E	2026E	2027E	非流动资产合计	138,424	143,061	151,494	159,151
净利润	18,741	21,184	23,814	26,706	资产总计	290,114	322,387	337,949	366,240
少数股东损益	834	413	322	402	短期借款	13,784	10,940	8,540	7,094
非现金支出	9,631	1,769	-665	-1,164	应付票据及应付账款	75,737	92,793	89,488	94,924
非经营收益	-499	-1,727	-2,056	-2,087	预收账款	0	0	0	0
营运资金变动	-2,164	15,642	-949	-2,343	其它流动负债	60,050	60,661	62,239	64,972
经营活动现金流	26,543	37,281	20,467	21,514	流动负债合计	149,571	164,393	160,267	166,991
资产	-10,029	-3,026	-4,070	-2,970	长期借款	9,665	9,372	9,230	9,107
投资	-10,810	-2,340	-2,432	-2,508	其它长期负债	12,488	12,488	12,488	12,488
其他	765	1,901	2,294	2,284	非流动负债合计	22,153	21,860	21,718	21,595
投资活动现金流	-20,074	-3,465	-4,208	-3,194	负债总计	171,725	186,254	181,986	188,586
债权募资	13,649	-3,138	-2,541	-1,569	实收资本	9,383	9,383	9,383	9,383
股权募资	269	0	0	0	归属于母公司所有者权益	111,366	128,698	148,205	169,494
其他	-21,831	-5,066	-5,811	-6,628	少数股东权益	7,023	7,436	7,758	8,160
融资活动现金流	-7,914	-8,204	-8,352	-8,197	负债和所有者权益合计	290,114	322,387	337,949	366,240
现金净流量	-1,702	25,612	7,906	10,122					

备注：（1）表中计算估值指标的收盘价日期为 08 月 28 日；（2）以上各表均为简表
资料来源：公司年报（2024），HTI

APPENDIX 1

Summary

Comment

The company has issued its 2025 interim report. The company has achieved revenue of RMB156.49bn (YoY+10.2%) and NPATs of RMB12.03bn (YoY+15.6%), while the company has achieved revenue of RMB77.38bn (YoY +10.4%) and NPATs of RMB 6.55 (YoY +16.0%).

Company's revenue of overseas market maintains a good development, with an overall overseas revenue of RMB 20.45bn, YoY + 12.3%. While it's Europe/America/Middle East Africa/Asia Pacific regions have shown excellent performance with growth rates of 23%/26%/23%/15% respectively.

Haier's 25Q2 quarter revenue and profit maintained excellent performance, supporting an overall outstanding performance and a steady improvement in profitability in 25H1. Haier's gross profit margin of 25H1 reached 26.9%, a year-on-year increase of 0.1pct, and the net profit margin reached 7.69%, a year-on-year increase of 0.36pct.

In 25H1, The company's domestic business achieved a revenue of RMB 77.42bn, YoY +8.8%. By brand, Leader's revenue increased by over 15%, and Casarte's revenue increased by over 20%. Casarte's growth in kitchen appliances/washing machines exceeded 40%/30%, while its' growth in water heater and purification products both exceeded 20%.

The company's overseas business achieved a revenue of RMB 79.08bn, YoY +11.7%. Emerging markets continued to grow rapidly, revenue of South Asia/Southeast Asia/Middle East and Africa growing by 33%/18%/65% respectively; The market share of white appliances and HVAC business in US and Europe continues to increase, and the revenue growth rates reached 2%/24%/7% of Americas/Europe/Japan, respectively.

Valuation

With the globalization and localization strategy, Haier's multiple brands and products matrix demonstrated notable advantages. On the Chinese domestic market, as a leading enterprise, Haier might continue to benefit from the increased appliances demand driven by national subsidy policy. On the overseas market, Haier's business in emerging markets could maintain rapid growth and business in mature markets such as Europe and America could continue to increase market share.

We expected the company's EPS for 2025-27 will be RMB2.26/2.54/2.85 per share, and we give the company a PE valuation of 16x for 2025, corresponding to a TP of RMB36.16, maintaining an "Outperform" rating.

Risk

Demand weaker than expected.

APPENDIX 2

ESG Comments

Environmental:

灯塔工厂无废工厂，绿色可持续发展

Social:

人单合一激励明确，上下游赋能共同发展

Governance:

全球协同诚信经营，规范治理信息透明

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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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 2025 年 6 月 30 日海通国际股票研究评级分布			截至 2025 年 3 月 31 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	优于大市	中性 (持有)	弱于大市
海通国际股票研究覆盖率	92.6%	7.2%	0.2%	92.2%	7.5%	0.3%
投资银行客户*	2.9%	4.1%	0.0%	3.3%	3.5%	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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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, 2025			Haitong International Equity Research Ratings Distribution, as of March 31, 2025		
	Outperform	Neutral (hold)	Underperform	Outperform	Neutral (hold)	Underperform
HTI Equity Research Coverage	92.6%	7.2%	0.2%	92.2%	7.5%	0.3%
IB clients*	2.9%	4.1%	0.0%	3.3%	3.5%	0.0%

*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.

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研究机构名称: Haitong Securities India Private Limited

SEBI 研究分析师注册号: INH000002590

地址: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

电话: +91 22 43156800 传真: +91 22 24216327

合规和申诉办公室联系人: Prasanna Chandwaskar; 电话: +91 22 43156803; 电子邮箱: prasanna.chandwaskar@htisec.com

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Name of the entity: Haitong Securities India Private Limited

SEBI Research Analyst Registration Number: INH000002590

Address : 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

Ph: +91 22 43156800 Fax: +91 22 24216327

Details of the Compliance Officer and Grievance Officer : Prasanna Chandwaskar : Ph: +91 22 43156803; Email id: prasanna.chandwaskar@htisec.com

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- 1. 7 Sep 2022 OUTPERFORM at 25.40 target 35.45.
- 2. 10 Nov 2022 OUTPERFORM at 22.49 target 35.45.
- 3. 13 Oct 2023 OUTPERFORM at 23.02 target 32.04.
- 4. 17 Apr 2024 OUTPERFORM at 0.00 target 35.82.
- 5. 10 Sep 2024 OUTPERFORM at 24.32 target 36.00.
- 6. 4 Nov 2024 OUTPERFORM at 29.70 target 36.54.

Source: Company data Bloomberg, HTI estimates