

洋河股份 Jiangsu Yanghe Brewery Joint-Stock (002304 CH)

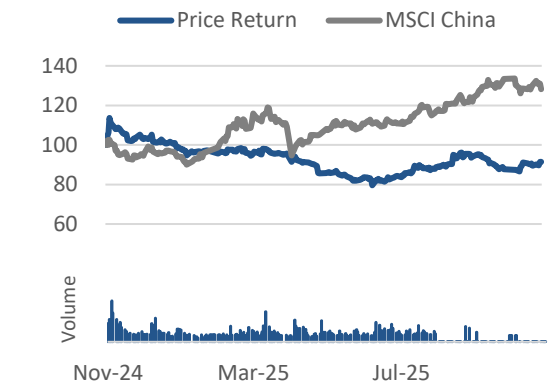
洋河股份 2025 年三季报点评：深度调整，静待破局

Deep Adjustment, Waiting for a Breakthrough

观点聚焦 Investment Focus

维持优于大市 Maintain OUTPERFORM

|                                                             |                           |
|-------------------------------------------------------------|---------------------------|
| 评级                                                          | 优于大市 OUTPERFORM           |
| 现价                                                          | Rmb70.80                  |
| 目标价                                                         | Rmb81.00                  |
| HTI ESG                                                     | 3.3-3.4-5.0               |
| 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                                                          | Rmb106.66bn / US\$15.05bn |
| 日交易额 (3 个月均值)                                               | US\$61.26mn               |
| 发行股票数目                                                      | 1,506mn                   |
| 自由流通股 (%)                                                   | 39%                       |
| 1 年股价最高最低值                                                  | Rmb93.95-Rmb63.83         |
| 注: 现价 Rmb70.80 为 2025 年 10 月 31 日收盘价                        |                           |



资料来源: Factset

|               |      |        |        |
|---------------|------|--------|--------|
|               | 1mth | 3mth   | 12mth  |
| 绝对值           | 0.0% | 0.0%   | -0.1%  |
| 绝对值 (美元)      | 0.0% | 0.1%   | -0.1%  |
| 相对 MSCI China | 4.0% | -10.4% | -30.8% |

|                   |         |         |         |         |
|-------------------|---------|---------|---------|---------|
| Rmb mn            | Dec-24A | Dec-25E | Dec-26E | Dec-27E |
| Revenue           | 28,876  | 20,213  | 20,719  | 21,755  |
| Revenue (+/-)     | -13%    | -30%    | 2%      | 5%      |
| Net profit        | 6,673   | 3,784   | 4,707   | 5,450   |
| Net profit (+/-)  | -33%    | -43%    | 24%     | 16%     |
| Diluted EPS (Rmb) | 4.43    | 2.51    | 3.12    | 3.62    |
| GPM               | 73.2%   | 65.4%   | 69.5%   | 72.4%   |
| ROE               | 12.9%   | 7.2%    | 8.7%    | 9.8%    |
| P/E               | 18      | 31      | 25      | 21      |

资料来源: 公司信息, HTI

(Please see APPENDIX 1 for English summary)

**事件。**公司发布 2025 年三季报: 25Q1-Q3 公司实现营业总收入 180.9 亿元, 同比-34.3%, 归母净利润 39.8 亿元, 同比-53.7%, 扣非净利润 37.6 亿元, 同比-55.3%; 其中 Q3 单季实现营业总收入 32.9 亿元, 同比-29.0%, 归母净利润-3.7 亿元, 扣非净利-4.7 亿元, 均同比转亏。

**大众价位韧性蓄势, 渠道压力积极释放。产品端:** 受行业调整期影响, 洋河整体业绩承压。公司未公布 25Q3 细分产品表现, 我们预计海之蓝动销水平相对稳定, 梦之蓝 M6+有所承压。而新品表现则更为亮眼, 其中第七代海之蓝开瓶率实现近两位数增长, 高线光瓶酒预售首日即售罄。面对当前白酒行业价格带下移现状, 公司腰部产品通过海之蓝迭代巩固市场, 底部则以高线光瓶酒开辟新市场, 精准市场卡位。**区域端:** 公司省内市场持续精耕, 推动渠道精细化运作, 强化区域网络渗透, 聚焦婚宴、家宴等高频消费场景; 省外市场分类突破, 聚焦梦之蓝 M6+等大单品, 通过控量稳价稳定市场价格。**渠道端:** 面对行业库存压力, 洋河通过“阶段释放压力”模式实现全国库存两位数去化, 主导产品如梦之蓝 M6+、M3、海之蓝等价格在中秋后稳中有升, 在白酒板块中较为稀缺, 反映出经销商对品牌发展的信心。

**毛销差致净利率大幅下滑, 合同负债环比提升。**25Q3 公司归母净利润同比转亏, 归母净利率同比-24.8pct, 主要系 1) 同期毛利率同比-12.7 至 53.5%, 2) 销售/管理/期间费用率分别同比+10.2pct/+2.8pct/+14.8pct, 3) 税金及附加占比同比+1.9pct 影响所致。**回款方面:** 25Q3 末公司合同负债为 64.2 亿元, 环比+5.5 亿元, 同比+29.4%; 销售收现 46.6 亿元, 同比-27.4%。

**盈利预测与投资建议:** 我们预计公司 2025-2027 年营收分别为 202.1/207.2/217.6 亿元, 净利润分别为 37.8/47.1/54.5 亿元, 对应 EPS 分别为 2.51/3.12/3.62 元 (前值为 3.70/3.92/4.22 元)。我们认为公司自 24Q2 以来主动进入业绩调整期, 低基数下 25Q3 营收降幅已开始缩窄。且公司渠道库存出清已取得显著成效, 进程领先行业, 后续有望率先复苏, 高分红政策亦对估值形成支撑。因此我们认为公司具备高于行业平均水平的估值修复潜力, 给予洋河股份 2026 年 26xPE (此前给予公司 25 年 23xPE), 目标价由 84 元下调至 81 元。维持“优于大市”评级。

**风险提示:** 宏观经济不确定性, 行业竞争加剧, 费投影响盈利。

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表 1 可比上市公司估值预测

| 证券代码      | 上市公司 | 收盘价<br>(元) | EPS (元) |       |       | PE (倍) |       |       |
|-----------|------|------------|---------|-------|-------|--------|-------|-------|
|           |      |            | 2024    | 2025E | 2026E | 2024   | 2025E | 2026E |
| 600809.SH | 山西汾酒 | 190.5      | 10.0    | 10.1  | 10.7  | 18.4   | 19.0  | 17.8  |
| 600702.SH | 舍得酒业 | 62.1       | 1.0     | 1.8   | 2.1   | 63.5   | 34.9  | 29.6  |
| 603198.SH | 迎驾贡酒 | 42.4       | 3.2     | 2.7   | 2.9   | 16.7   | 15.7  | 14.6  |
| 603369.SH | 今世缘  | 38.82      | 2.7     | 2.43  | 2.61  | 16.6   | 15.95 | 14.88 |
| 000596.SZ | 古井贡酒 | 161.0      | 10.4    | 10.0  | 10.7  | 16.6   | 16.1  | 15.0  |
| 603589.SH | 口子窖  | 32.4       | 2.8     | 1.9   | 2.1   | 14.2   | 16.8  | 15.7  |
| 600779.SH | 水井坊  | 42.3       | 2.8     | 2.1   | 2.2   | 19.5   | 20.2  | 18.9  |
| 平均值       |      |            |         | 4.4   | 4.8   |        | 19.8  | 18.1  |

资料来源: wind, HTI  
注: 收盘价为 2025 年 10 月 31 日数据, 盈利预测来源于 Wind 一致预期

财务报表分析和预测

| 主要财务指标         | 2024A   | 2025E   | 2026E   | 2027E   | 利润表         | 2024A  | 2025E  | 2026E  | 2027E  |
|----------------|---------|---------|---------|---------|-------------|--------|--------|--------|--------|
| ROE(摊薄,%)      | 12.9%   | 7.2%    | 8.7%    | 9.8%    | 营业总收入       | 28,876 | 20,213 | 20,719 | 21,755 |
| ROA(%)         | 9.7%    | 5.7%    | 7.2%    | 8.2%    | 营业成本        | 7,751  | 7,000  | 6,322  | 6,006  |
| ROIC(%)        | 12.4%   | 6.8%    | 8.3%    | 9.4%    | 税金及附加       | 4,826  | 3,378  | 3,463  | 3,636  |
| 销售毛利率(%)       | 73.2%   | 65.4%   | 69.5%   | 72.4%   | 销售费用        | 5,516  | 3,960  | 3,852  | 3,979  |
| EBIT Margin(%) | 30.5%   | 24.2%   | 29.9%   | 33.1%   | 管理费用        | 1,925  | 1,028  | 950    | 997    |
| 销售净利率(%)       | 23.1%   | 18.7%   | 22.7%   | 25.0%   | 研发费用        | 105    | 73     | 75     | 79     |
| 资产负债率(%)       | 23.2%   | 18.2%   | 17.5%   | 17.1%   | EBIT        | 8,802  | 4,901  | 6,188  | 7,195  |
| 存货周转率(次)       | 0.4     | 0.4     | 0.4     | 0.4     | 其他收益        | 60     | 42     | 43     | 45     |
| 应收账款周转率(次)     | 4,611.5 | 2,643.8 | 3,249.9 | 3,288.6 | 公允价值变动收益    | -396   | 0      | 0      | 0      |
| 总资产周转率(次)      | 0.4     | 0.3     | 0.3     | 0.3     | 投资收益        | 146    | 102    | 105    | 110    |
| 净利润现金含量        | 0.7     | 0.6     | 1.2     | 1.1     | 财务费用        | -611   | -283   | -261   | -272   |
| 资本支出/收入        | 5.0%    | 4.7%    | 4.6%    | 4.3%    | 减值损失        | -11    | 0      | 0      | 0      |
| EV/EBITDA      | 10.96   | 17.34   | 13.45   | 11.39   | 资产处置损益      | -3     | -1     | -1     | -1     |
| P/E(现价&最新股本摊薄) | 15.98   | 28.19   | 22.66   | 19.57   | 营业利润        | 9,161  | 5,200  | 6,465  | 7,484  |
| P/B(现价)        | 2.07    | 2.02    | 1.97    | 1.91    | 营业外收支       | -18    | -16    | -16    | -16    |
| P/S(现价)        | 3.69    | 5.28    | 5.15    | 4.90    | 所得税         | 2,477  | 1,404  | 1,747  | 2,023  |
| EPS-最新股本摊薄(元)  | 4.43    | 2.51    | 3.12    | 3.62    | 净利润         | 6,666  | 3,780  | 4,702  | 5,445  |
| DPS-最新股本摊薄(元)  | 4.65    | 1.76    | 2.19    | 2.53    | 少数股东损益      | -7     | -4     | -5     | -6     |
| 股息率(现价,%)      | 6.6%    | 2.5%    | 3.1%    | 3.6%    | 归属母公司净利润    | 6,673  | 3,784  | 4,707  | 5,450  |
| 现金流量表          | 2024A   | 2025E   | 2026E   | 2027E   | 资产负债表       | 2024A  | 2025E  | 2026E  | 2027E  |
| 经营活动现金流        | 4,629   | 3,003   | 3,000   | 3,949   | 货币资金        | 21,748 | 20,111 | 20,945 | 21,601 |
| 投资活动现金流        | -1,302  | -1,309  | -1,294  | -1,289  | 交易性金融资产     | 6,380  | 6,909  | 7,438  | 7,967  |
| 筹资活动现金流        | -7,050  | -2,615  | -2,798  | -3,100  | 应收账款及票据     | 422    | 296    | 303    | 318    |
| 汇率变动影响及其他      | 4       | -1      | 0       | 0       | 存货          | 19,733 | 17,819 | 16,972 | 16,958 |
| 现金净增加额         | -3,720  | -921    | -1,093  | -441    | 其他流动资产      | 2,041  | 1,600  | 1,511  | 1,444  |
| 折旧与摊销          | 697     | 94      | 187     | 278     | 流动资产合计      | 50,325 | 46,736 | 47,170 | 48,288 |
| 营运资本变动         | -2,995  | -579    | -1,080  | -648    | 长期投资        | 1,235  | 1,235  | 1,235  | 1,235  |
| 资本性支出          | -1,452  | -943    | -943    | -944    | 固定资产        | 5,572  | 6,469  | 7,254  | 7,935  |
|                |         |         |         |         | 在建工程        | 1,913  | 1,847  | 1,801  | 1,769  |
|                |         |         |         |         | 无形资产及商誉     | 2,080  | 2,080  | 2,080  | 2,080  |
|                |         |         |         |         | 其他非流动资产     | 6,221  | 6,244  | 6,171  | 6,098  |
|                |         |         |         |         | 非流动资产合计     | 17,020 | 17,876 | 18,542 | 19,118 |
|                |         |         |         |         | 总资产         | 67,345 | 64,612 | 65,713 | 67,406 |
|                |         |         |         |         | 短期借款        | 0      | 0      | 0      | 0      |
|                |         |         |         |         | 应付账款及票据     | 1,265  | 1,142  | 1,031  | 980    |
|                |         |         |         |         | 一年内到期的非流动负债 | 24     | 26     | 26     | 26     |
|                |         |         |         |         | 其他流动负债      | 13,970 | 10,297 | 10,110 | 10,234 |
|                |         |         |         |         | 流动负债合计      | 15,259 | 11,466 | 11,168 | 11,240 |
|                |         |         |         |         | 长期借款        | 0      | 0      | 0      | 0      |
|                |         |         |         |         | 应付债券        | 0      | 0      | 0      | 0      |
|                |         |         |         |         | 租赁债券        | 40     | 32     | 23     | 14     |
|                |         |         |         |         | 其他非流动负债     | 354    | 291    | 291    | 291    |
|                |         |         |         |         | 非流动负债合计     | 394    | 322    | 314    | 305    |
|                |         |         |         |         | 总负债         | 15,652 | 11,788 | 11,482 | 11,545 |
|                |         |         |         |         | 归属母公司股东权益   | 51,588 | 52,723 | 54,135 | 55,770 |
|                |         |         |         |         | 总负债及总权益     | 67,345 | 64,612 | 65,713 | 67,406 |

备注：（1）表中计算估值指标的收盘价日期为 2025 年 10 月 31 日；（2）以上各表均为简表，币种为人民币  
资料来源：公司公告，wind，HTI

## APPENDIX 1

### Summary

**Event:** The company released its Q3 2025 report: From Q1 to Q3 2025, the company achieved total revenue of RMB 18.09 billion, down 34.3% year-on-year. Net profit attributable to shareholders of the parent company was RMB 3.98 billion, down 53.7% year-on-year. Non-GAAP net profit was RMB 3.76 billion, down 55.3% year-on-year. In Q3 alone, total revenue reached RMB 3.29 billion, down 29.0% year-on-year. Net profit attributable to shareholders turned to a loss of RMB 370 million, while non-GAAP net profit recorded a loss of RMB 470 million, both shifting to negative territory compared to the same period last year.

**Mass-market pricing resilience builds momentum, channel pressure actively released. Product Performance:** Affected by industry adjustments, Yanghe's overall performance faced pressure. While the company did not disclose Q3 2025 segmented product results, we estimate Hai Zhi Lan maintained relatively stable sales momentum, while Meng Zhi Lan M6+ experienced some pressure. New product launches, however, delivered standout results: the seventh-generation Hai Zhi Lan achieved near double-digit growth in opening rates, and the high-end clear-bottle liquor sold out on its first day of pre-sales. Amidst the industry-wide downward shift in price points, the company consolidated its mid-tier market position through Hai Zhi Lan iterations while carving out new opportunities at the entry level with premium-tier clear-bottle liquor, executing precise market positioning. **Regional Strategy:** Within its home province, the company deepened market cultivation by refining channel operations, strengthening regional network penetration, and focusing on high-frequency consumption scenarios like wedding banquets and family gatherings. Outside the province, it achieved breakthroughs by segment, concentrating on major products like Dream Blue M6+ and stabilizing market prices through controlled supply and stable pricing. **Channel Perspective:** Confronting industry inventory pressures, Yanghe achieved double-digit inventory reduction nationwide through its "phased pressure release" model. Prices for flagship products like Dream Blue M6+, M3, and Sea Blue remained stable or rose slightly after the Mid-Autumn Festival, a rare occurrence in the baijiu sector, reflecting distributors' confidence in the brand's development.

**Gross margin contraction led to a significant decline in net profit margin, while contract liabilities increased quarter-on-quarter.** In Q3 2025, the company's net profit attributable to shareholders turned negative year-on-year, with the net profit margin attributable to shareholders declining by 24.8 percentage points year-on-year. This was primarily due to: 1) a year-on-year decrease in gross profit margin of 12.7 percentage points to 53.5%; 2) year-on-year increases in the ratios of sales, administrative, and general and administrative expenses of 10.2, 2.8, and 14.8 percentage points, respectively; and 3) a year-on-year increase in the proportion of taxes and surcharges of 1.9 percentage points. Regarding cash collection: At the end of Q3 2025, the company's contract liabilities stood at RMB 6.42 billion, up RMB 550 million quarter-on-quarter and RMB 2.94 billion year-on-year. Sales cash receipts totaled RMB 4.66 billion, down 27.4% year-on-year.

**Investment Thesis:** We estimate the company's revenue for 2025-2027 to be RMB 20.21 billion, RMB 20.72 billion, and RMB 21.76 billion, respectively, with net profits of RMB 3.78 billion, RMB 4.71 billion, and RMB 5.45 billion. This corresponds to EPS of RMB 2.51, RMB 3.12, and RMB 3.62 (previous estimates were RMB 3.70, RMB 3.92, and RMB 4.22). We consider the company has proactively entered a performance adjustment phase since 24Q2, with the revenue decline in 25Q3 already narrowing due to a low base. Furthermore, the company has achieved significant progress in clearing channel inventory, leading the industry in this process. It is expected to recover ahead of others, while its high dividend policy also supports its valuation. Therefore, we believe the company possesses valuation recovery potential exceeding the industry average. We assign Yanghe Distillery a 2026 P/E ratio of 26x (previously 23x for 2025) and adjust the target price downward from RMB 84 to RMB 81. We maintain an "Outperform" rating.

**Risks:** Macroeconomic uncertainty, intensified competition in the industry, and the impact of fee investment on profitability.

## APPENDIX 2

### ESG Comments

#### **Environmental:**

The company has not been punished for any environmental issues.

#### **Social:**

The company actively protects the rights and interests of shareholders, creditors, consumers, and customers.

#### **Governance:**

The company's governance structure did not undergo significant adjustments.

## 附录 APPENDIX

### 重要信息披露

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|-------------|--------------------------------|------------|------|--------------------------------|------------|------|
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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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|------------------------------|-----------------------------------------------------------------------------------------|-------------------|--------------|------------------------------------------------------------------------------------|-------------------|--------------|
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Recommendation Chart

Jiangsu Yanghe Brewery Joint-Stock - 002304 CH



- 1. 26 Apr 2023 OUTPERFORM at 151.13 target 201.00.
- 2. 4 Sep 2023 OUTPERFORM at 137.40 target 190.00.
- 3. 31 Oct 2023 OUTPERFORM at 122.10 target 165.00.
- 4. 17 Jun 2025 OUTPERFORM at 65.88 target 84.00.

Source: Company data Bloomberg, HTI estimates