

第 46 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 46 周 30 大中城市新房成交面积为 227 万平方米，环比前一周 -4.42%，同比 2023 年 13%。其中一线城市销售面积 76 万平方米，环比前一周 11.6%，同比 2023 年 52%。二线城市销售面积 107 万平方米，环比前一周 -14.0%，同比 2023 年 -5%。三线城市销售面积 45 万平方米，环比前一周 -1.99%，同比 2023 年 17%。
- 2024 年 11 月 1 日-14 日 30 城累计成交面积 465 万平方米，环比 2024 年 10 月同期 56.5%，同比 20%。一线城市累计成交面积 143 万平方米，环比 2024 年 10 月同期 66%，同比 54%。二线城市累计成交面积 231 万平方米，环比 2024 年 10 月同期 91%，同比 4%。三线城市累计成交面积 91 万平方米，环比 2024 年 10 月同期 1.1%，同比 23.8%。

● 上周 18 城二手房成交量情况：

- 18 城 2024 年第 46 周二手房成交量为 206 万平方米，环比前一周 -6.7%，同比 19.1%。其中一线城市二手房成交面积 53.8 万平方米，环比前一周 2.3%，同比 62.5%。二线城市二手房成交面积 143.5 万平方米，环比前一周 -10.5%，同比 9.6%。三线城市二手房成交面积 8.5 万平方米，环比前一周 11.0%，同比 -2%。
- 18 城 2024 年 11 月 1 日-14 日二手房成交面积 426 万平方米，环比 2024 年 10 月同期 104.8%，同比去年 25%；一线城市 106.3 万平方米，环比 2024 年 10 月同期 87.0%，同比去年 70%；二线城市 304 万平方米，环比 2024 年 10 月同期 113.6%，同比去年 14.9%；三线城市 16 万平方米，环比 2024 年 10 月同期 77.4%，同比去年 24.8%。

● 2024 年第 46 周百城土地供应和成交情况：

上周土地供应面积为 3540 万平方米，土地成交面积为 1104 万平方米，供销比 3.21 倍。土地出让金额为 413 亿元。本年度全国 100 大中城市累计土地供应面积 82173 万平方米，同比 -13%，累计同比增速较前一周回落 0.16 个百分点，成交面积 64469 万平方米，同比 -10.4%，累计同比增速较前一周回落 0.06 个百分点，累计土地出让金 18280 亿元，同比 -27.96%。上周全国土地溢价率为 6%，环比前一周回升 3.0 个百分点。一线城市上周土地溢价率 13%，环比前一周回升 12.8 个百分点，二线城市上周溢价率 0%，环比前一周回落 2.2 个百分点，三线城市上周溢价率 4%，环比前一周回升 0.3 个百分点。

● 上周房地产板块表现：

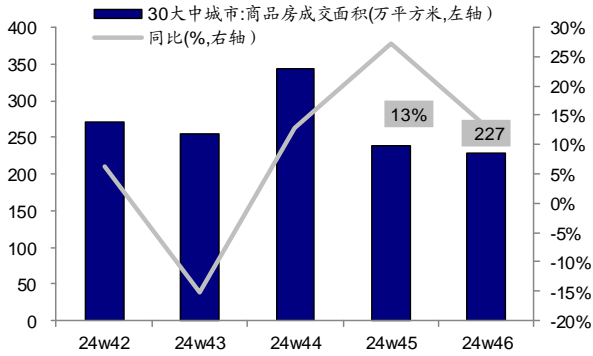
上周房地产指数(882011.WI)2362.2 点，环比前一周 -8.05%，沪深 300 指数(000300.SH)3968.8 点，环比前一周 -3.29%，房地产指数和沪深 300 指数年内截止上周涨跌幅分别为 8.82%和 15.67%。上周跟踪公司中，A 股金科股份涨跌幅 8.12%，其次万科 A 涨跌幅 -8.41%，物业股方面宝龙商业涨跌幅为 -8.85%，华润万象生活涨跌幅为 -9.16%，港股华润置地涨跌幅周内表现为 -11.59%，其次是中国海外发展 -11.72%。

● 风险提示：

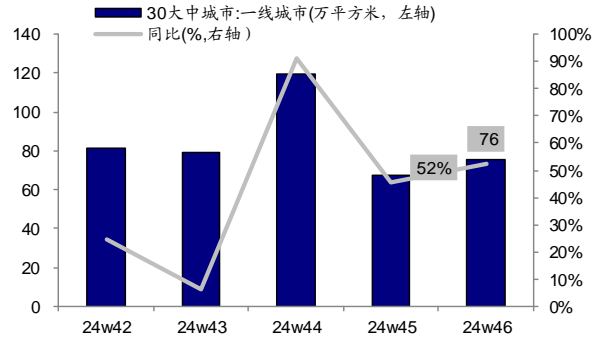
行业面临地产调控和经济下行风险；房企资金面紧张的风险。

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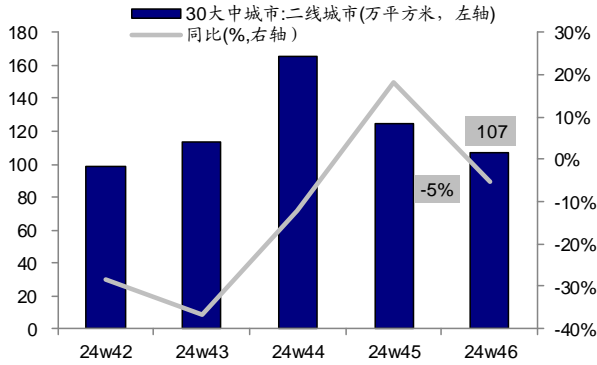
据选取时间段为 2024 年 11 月 8 日到 2024 年 11 月 14 日。土地成交数据来自 Wind 周数据，时间段为 2024 年第 46 周。本报告关注股票周表现时间段为上周 2024 年 11 月 11 日到 2024 年 11 月 15 日。

图1 30城商品房周成交面积和同比


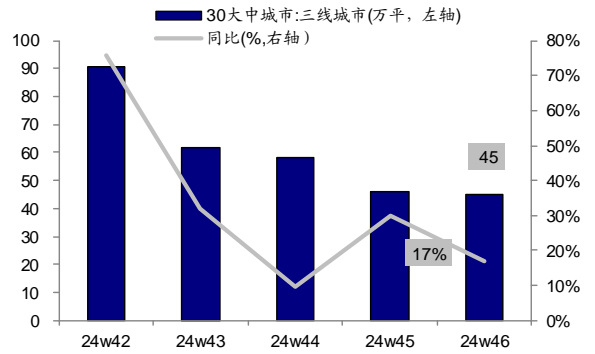
资料来源：Wind, HTI

图2 一线城市商品房周成交面积和同比


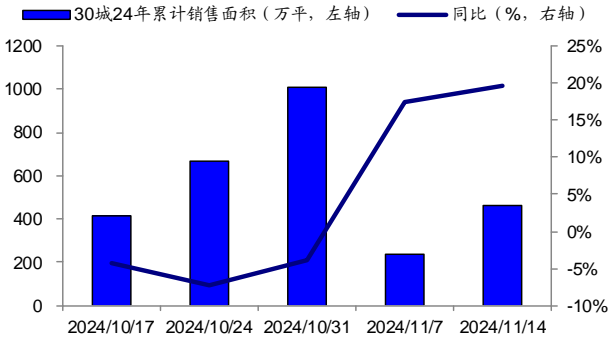
资料来源：Wind, HTI

图3 二线城市商品房周成交面积和同比


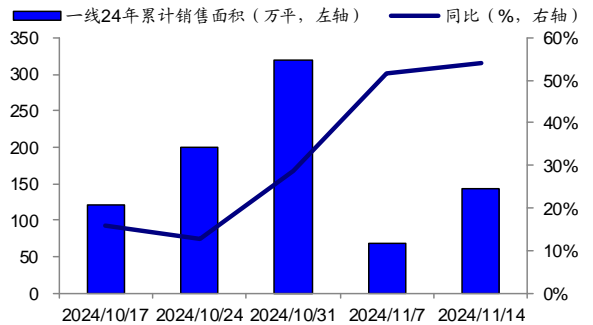
资料来源：Wind, HTI

图4 三线城市商品房周成交面积和同比


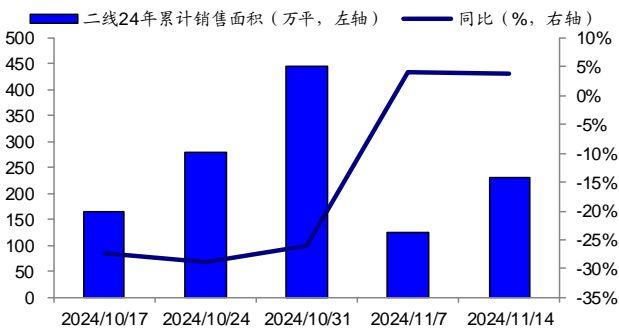
资料来源：Wind, HTI

图5 30大中城市累计成交数据


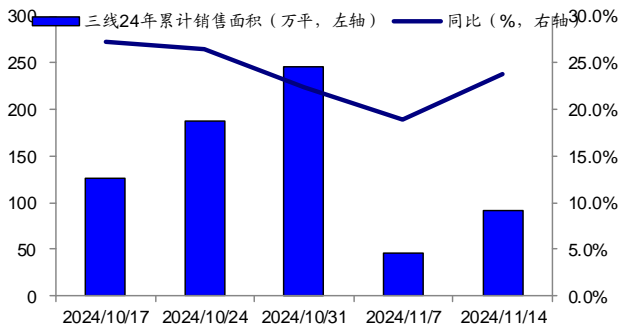
资料来源：Wind, HTI

图6 一线城市累计成交数据


资料来源：Wind, HTI

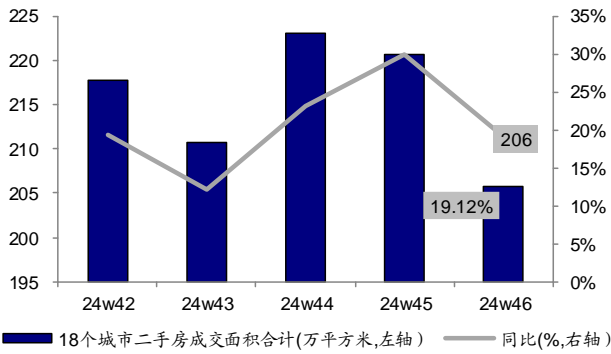
图7 二线城市累计成交数据


资料来源：Wind, HTI

图8 三线城市累计成交数据


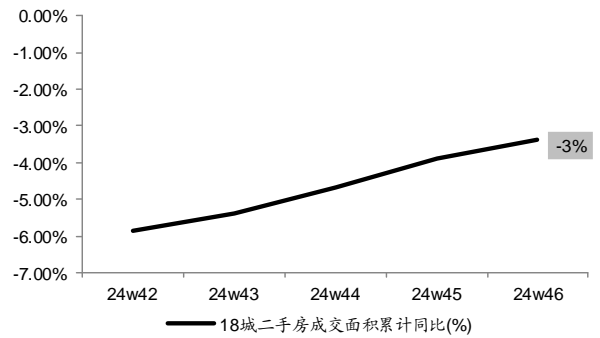
资料来源：Wind, HTI

图9 18城二手房当周成交面积



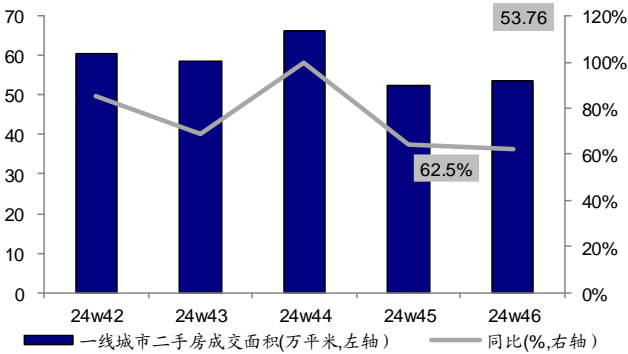
资料来源: Wind, HTI

图10 18城二手房成交面积累计同比



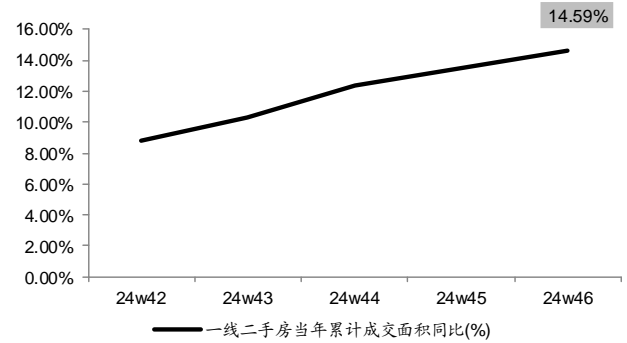
资料来源: Wind, HTI

图11 一线城市二手房当周成交面积



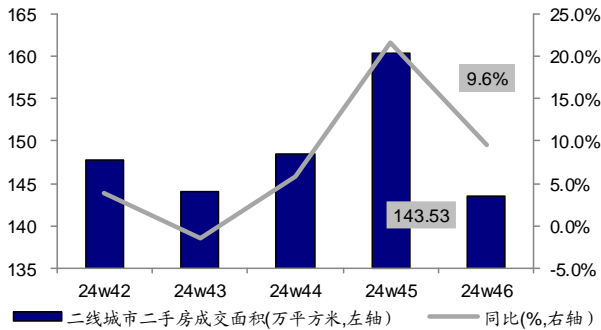
资料来源: Wind, HTI

图12 一线城市二手房成交面积累计同比



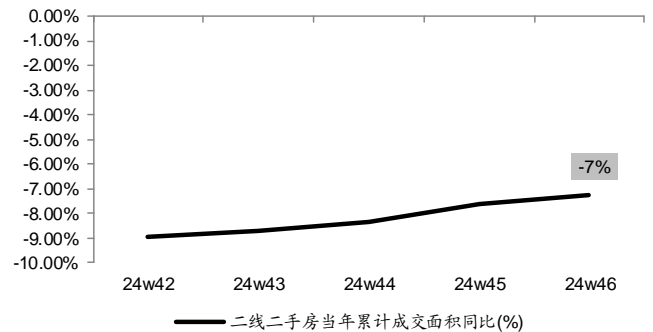
资料来源: Wind, HTI

图13 二线城市二手房当周成交面积



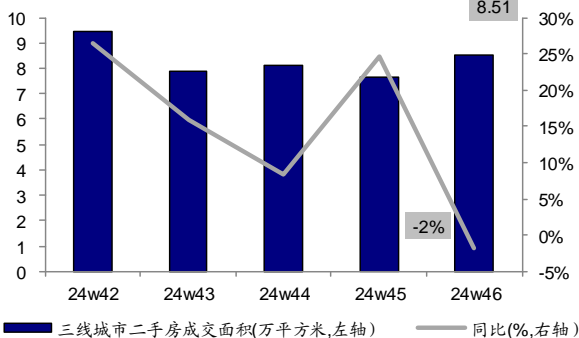
资料来源: Wind, HTI

图14 二线城市二手房成交面积累计同比



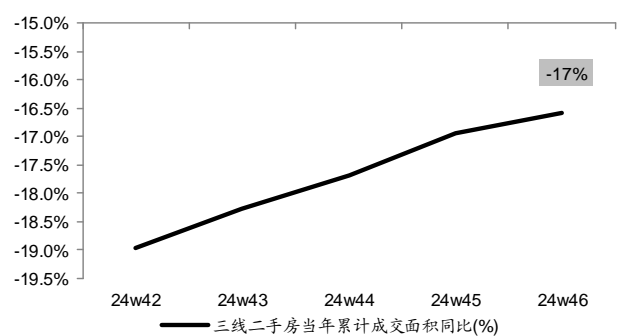
资料来源: Wind, HTI

图15 三线城市二手房当周成交面积



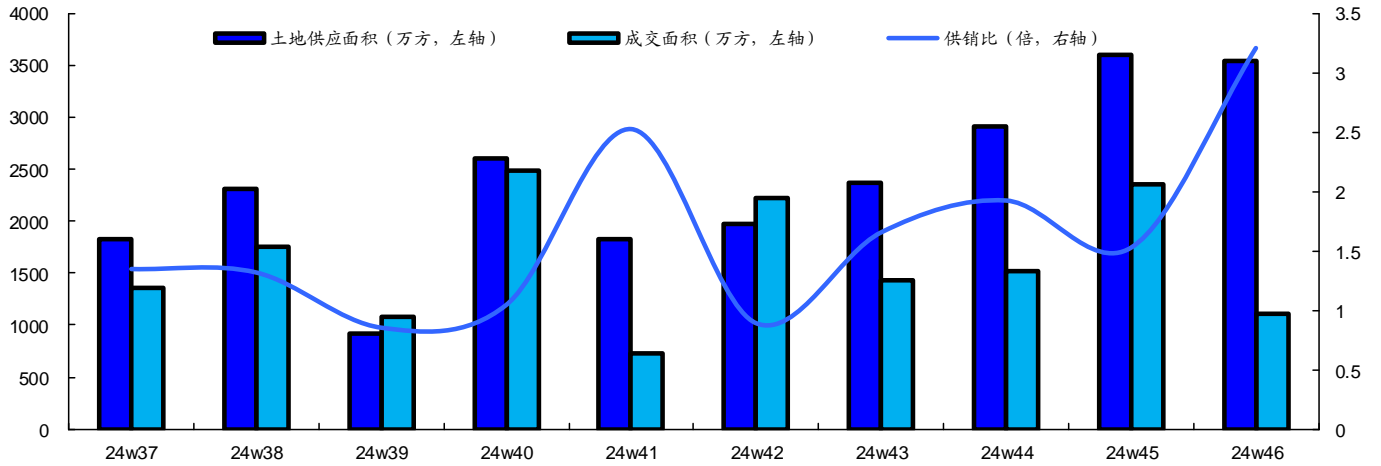
资料来源: Wind, HTI

图16 三线城市二手房成交面积累计同比



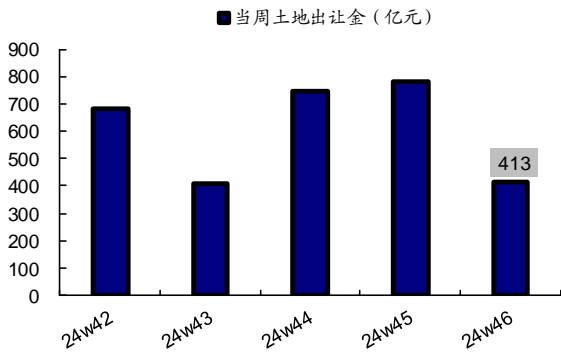
资料来源: Wind, HTI

图17 全国 100 大中城市土地供应、成交及供销比数据



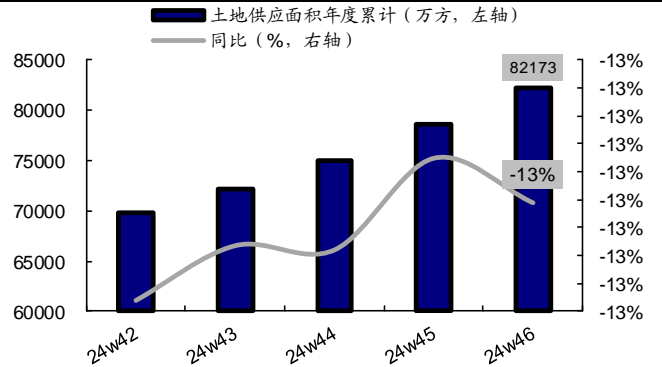
资料来源: Wind, HTI

图18 100 大中城市土地出让金近五周数据



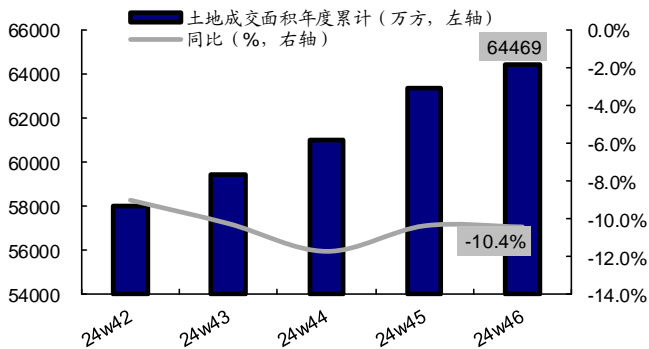
资料来源: Wind, HTI

图19 100 大中城市年内累计土地供应近五周数据



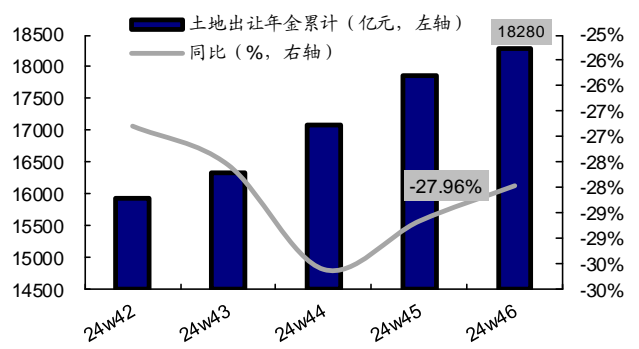
资料来源: Wind, HTI

图20 100 大中城市年内累计土地成交面积



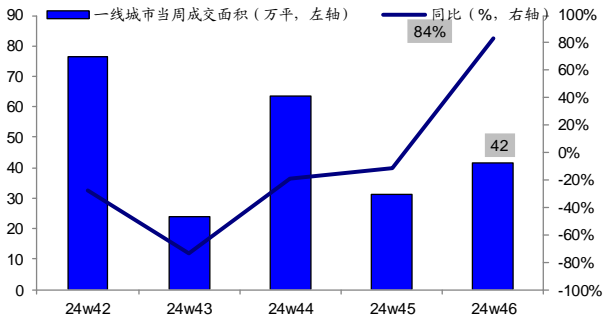
资料来源: Wind, HTI

图21 100 大中城市年度累计土地出让金额



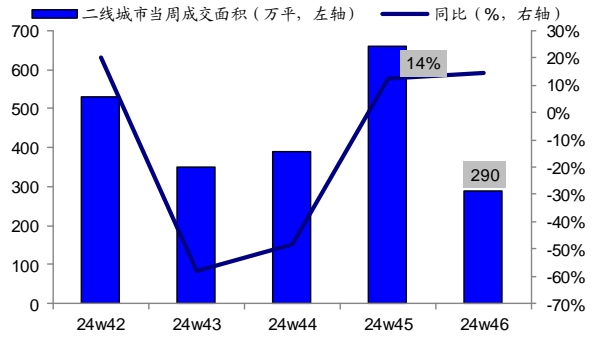
资料来源: Wind, HTI

图22 一线城市当周土地成交面积



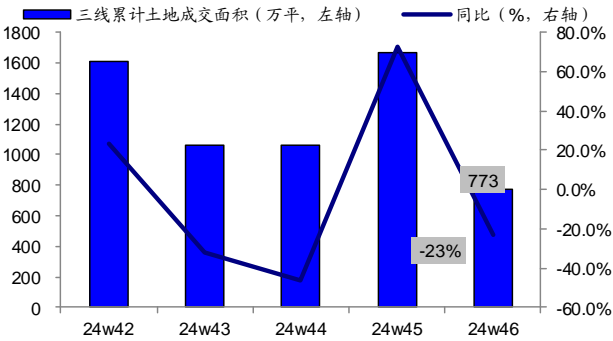
资料来源：Wind, HTI

图23 二线城市当周土地成交面积



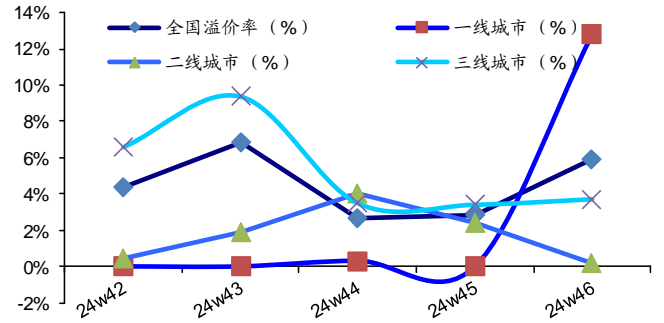
资料来源：Wind, HTI

图24 三线城市当周土地成交面积



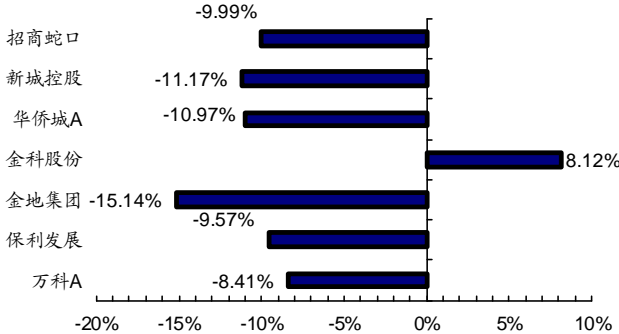
资料来源：Wind, HTI

图25 各线城市当周土地成交溢价率



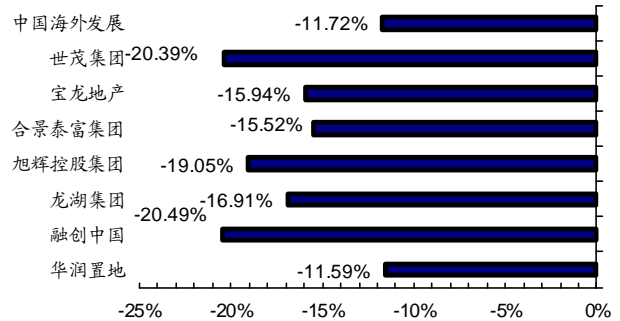
资料来源：Wind, HTI

图26 上周 A 股地产公司股票涨跌情况



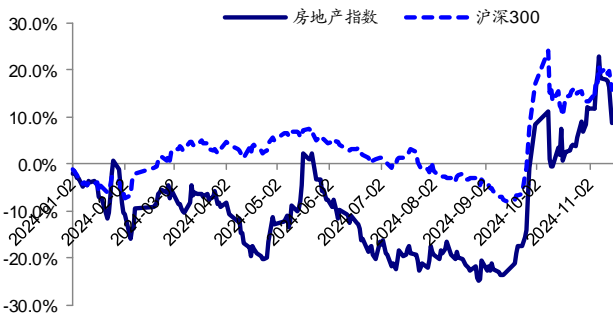
资料来源：Wind, HTI

图27 上周 H 股地产公司股票涨跌情况



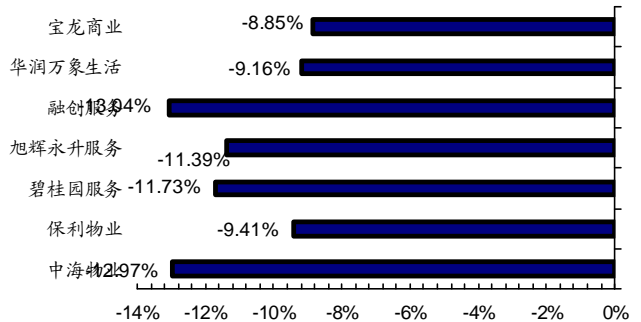
资料来源：Wind, HTI

图28 房地产指数和沪深 300 年内收益情况



资料来源：Wind, HTI

图29 上周 H 股物业公司股票涨跌情况



资料来源：Wind, HTI

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。

APPENDIX 1

Summary

Investment Highlights:

Last week, new home sales in 30 major cities reached 2.27 million square meters, down 4.42% from the previous week, up 13% YoY. First-tier cities sold 760,000 square meters, up 11.6% from the previous week, up 52% YoY. Second-tier cities sold 1.07 million square meters, down 14% from the previous week, down 5% YoY. Third-tier cities sold 450,000 square meters, down 1.99% from the previous week, up 17% YoY. From November 1-14, 30 cities sold 4.65 million square meters, up 56.5% from October, up 20% YoY. First-tier cities sold 1.43 million square meters, up 66% from October, up 54% YoY. Second-tier cities sold 2.31 million square meters, up 91% from October, up 4% YoY. Third-tier cities sold 910,000 square meters, up 1.1% from October, up 23.8% YoY. Last week, 18 cities' second-hand home sales reached 2.06 million square meters, down 6.7% from the previous week, up 19.1% YoY. First-tier cities sold 538,000 square meters, up 2.3% from the previous week, up 62.5% YoY. Second-tier cities sold 1.44 million square meters, down 10.5% from the previous week, up 9.6% YoY. Third-tier cities sold 85,000 square meters, up 11% from the previous week, down 2% YoY. From November 1-14, 18 cities sold 4.26 million square meters, up 104.8% from October, up 25% YoY. First-tier cities sold 1.06 million square meters, up 87% from October, up 70% YoY. Second-tier cities sold 3.04 million square meters, up 113.6% from October, up 14.9% YoY. Third-tier cities sold 160,000 square meters, up 77.4% from October, up 24.8% YoY. In the 46th week of 2024, 100 cities supplied 35.40 million square meters of land, with 11.04 million square meters sold, a supply-to-sales ratio of 3.21. Land sales amounted to RMB 41.3 billion. Cumulative land supply in 100 cities reached 821.73 million square meters, down 13% YoY, with sales of 644.69 million square meters, down 10.4% YoY. Cumulative land sales revenue was RMB 1.83 trillion, down 27.96% YoY. Last week's national land premium rate was 6%, up 3 percentage points from the previous week. First-tier cities' premium rate was 13%, up 12.8 percentage points. Second-tier cities' premium rate was 0%, down 2.2 percentage points. Third-tier cities' premium rate was 4%, up 0.3 percentage points. Last week, the real estate sector index (882011.WI) was 2362.2 points, down 8.05% from the previous week. The CSI 300 index (000300.SH) was 3968.8 points, down 3.29% from the previous week. Year-to-date, the real estate index rose 8.82%, and the CSI 300 index rose 15.67%. Among tracked companies, Jinke Property Group rose 8.12%, China Vanke fell 8.41%, Powerlong Commercial Management fell 8.85%, China Resources Mixc Lifestyle Services fell 9.16%, China Resources Land fell 11.59%, and China Overseas Land & Investment fell 11.72%.

Risk Warning: The industry faces risks from real estate regulation and economic downturn; financial strain on real estate companies.

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。

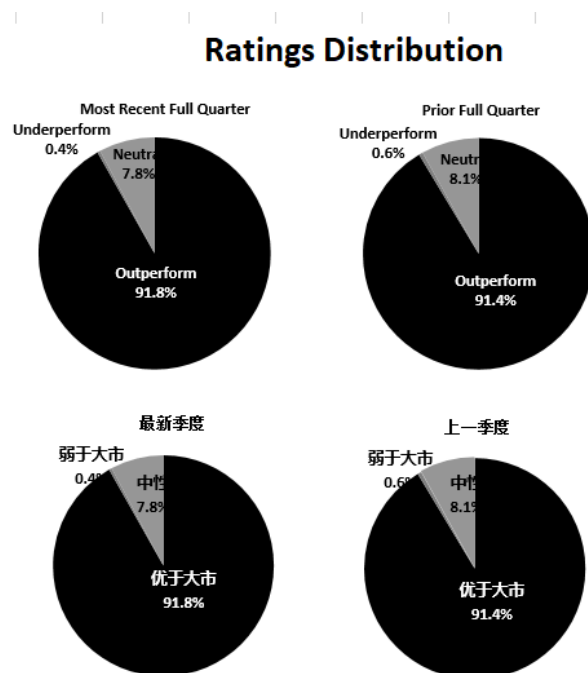
弱于大市，未来 12-18 个月内预期相对基准指数跌幅在 10%以上，基准定义如下

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 9 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 | 91.8% | 7.8% | 0.4% |
| 投资银行客户* | 3.5% | 4.4% | 0.0% |

*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。

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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 September 30, 2024

| | Outperform | Neutral (hold) | Underperform |
|------------------------------|------------|-------------------|--------------|
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*Percentage of investment banking clients in each rating category.

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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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