

单月销售改善明显, 竣工降幅同比缩窄

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投资要点:

- 2024年1-10月数据关注点:2024年1-10月房地产开发投资累计同比下降10.3%, 降幅较2024年1-9月扩大0.2个百分点。
- 2024 年 10 月单月数据关注点: 不采取可比数据口径, 2024 年 10 月行业开发投资完成额为 7629 亿元,同比下降 11.83%,较 2024 年 9 月环比下降 18.81%;商品房销售额数据为 7975 亿元,同比下降 1.43%,较 2024 年 9 月环比下降 12.91%;商品房销售面积数据为 7646 万平,同比下降 1.63%,较 2024 年 9 月环比下降 21.03%;开发资金来源为 8337 亿元,同比下降 10.14%,较 2024 年 9 月环比下降 7.02%;新开工面积为 5176 万平,同比下降 26.62%,较 2024 年 9 月环比下降 21.41%;竣工面积为 5179 万平,同比下降 19.66%,较 2024 年 9 月环比上升51.34%。
- 新开工面积同比降幅扩大,竣工面积同比降幅缩窄。2024年1-10月,房屋施工面积72.07亿平方米,累计同比下降12.4%,跌幅较2024年1-9月扩大0.2个百分点。2024年1-10月房屋新开工面积6.12亿平方米,累计同比下降22.6%,跌幅较2024年1-9月扩大0.4个百分点。2024年1-10月房屋竣工面积4.20亿平方米,累计同比下降23.9%,跌幅较2024年1-9月缩窄0.5个百分点。
- 房企到位資金同比降幅缩窄。2024年1-10月全国房地产资金来源总量达到8.72万亿元,累计同比下降19.2%, 跌幅较2024年1-9月缩窄0.8个百分点。从2024年1-10月总资金来源构成情况来看,国内贷款占房地产资金来源的14.21%,利用外资占比0.03%,自筹资金占比36.09%,其他资金占比49.66%。
- 房地产销售面积、销售额同比降幅缩窄。2024 年 1-10 月商品房销售面积 7.79 亿平方米,累计同比 2023 年下降 15.8%,跌幅较 2024 年 1-9 月缩窄 1.3 个百分点。2024 年 1-10 月商品房销售额为 7.69 万亿元,累计同比 2023 年下降 20.9%,跌幅较 2024 年 1-9 月缩窄 1.8 个百分点。从商品住宅分线销售数据来看: 2024年 1-10 月一线、二线、三线城市的销售面积、销售金额同比均下降且降幅缩窄。
- 维持政策空间不断扩大判断。2024年1-10月房地产开发投资同比降幅扩大,商品房销售额同比降幅缩窄。我们认为基数角度看2024年行业呈现前高后低趋势。近期,中央及各部委对房地产频频发声,供给侧多重融资支持政策、去库存政策,需求侧限制政策不断打开,房地产稳经济作用将重新纳入政策视野。我们认为当前板块市值占比与经济价值不完全对等,存在价值重估空间。
- 投資建议:维持"优于大市"评级。我们认为市场稳增长的大环境没有改变,优质公司相对其它房企的优势和价值将会越加突出。建议关注:1)开发类:A股-万科A、保利发展、招商蛇口、金地集团;H股-中国海外发展;2)商住类:华润置地、龙湖集团、新城控股;3)物业类:万物云、华润万象生活、中海物业、保利物业、招商积余、新大正;4)文旅类-华侨城A。
- 备注:房地产开发投资、新建商品房销售面积等指标增速均按可比口径计算。报告期数据与2023年已公布的同期数据之间存在不可比因素,不能直接相比计算增速。主要原因是: (一)进一步明确房地产开发统计界定标准,将符合房地产开发统计标准的项目纳入统计范围,剔除单纯一级土地开发等非房地产开发项目。(二)加强商品房销售数据审核,剔除退房和具有抵押性质等非商品房销售数据。(三)加强统计执法,对发现的问题数据按照相关规定进行了改正。
- 风险提示: 行业面临政策不及预期风险、基本面下行风险。

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1. 2024年1-10月投资降幅扩大,销售额降幅缩窄

我们将 2024 年 1-10 月数据与 2023 年同期对比发现, 2024 年 1-10 月行业开发投资完成额较 2023 年同期下降 10.3%; 商品房销售额数据较 2023 年同期下降 20.9%; 开发资金来源较 2023 年同期下降 19.2%; 新开工面积较 2023 年同期下降 22.6%。

2024 年 10 月单月数据关注点: 不采取可比数据口径, 2024 年 10 月行业开发投资 完成额为 7629 亿元, 同比下降 11.83%, 较 2024 年 9 月环比下降 18.81%; 商品房销售额 数据为 7975 亿元, 同比下降 1.43%, 较 2024 年 9 月环比下降 12.91%; 商品房销售面积 数据为 7646 万平, 同比下降 1.63%, 较 2024 年 9 月环比下降 21.03%; 开发资金来源为 8337 亿元, 同比下降 10.14%, 较 2024 年 9 月环比下降 7.02%; 新开工面积为 5176 万平, 同比下降 26.62%, 较 2024 年 9 月环比下降 21.41%; 竣工面积为 5179 万平, 同比下降 19.66%, 较 2024 年 9 月环比上升 51.34%。

2024 年 1-10 月数据关注点: 2024 年 1-10 月房地产开发投资累计同比下降 10.3%, 降幅较 2024 年 1-9 月扩大 0.2 个百分点。2024 年 1-10 月新开工同比下滑 22.6%, 较 2024 年 1-9 月跌幅扩大 0.4 个百分点。2024 年 1-10 月竣工面积同比下降 23.9%, 较 2024 年 1-9 月跌幅缩窄 0.5 个百分点。2024 年 1-10 月房企开发资金同比下降 19.2%, 较 2024 年 1-9 月跌幅缩窄 0.8 个百分点。其中 2024 年 1-10 月国内贷款同比下降 6.4%, 个人按揭贷款同比下降 32.8%, 自筹资金同比下降 10.5%。

2024年1-10月商品房销售面积同比下降15.8%, 较2024年1-9月降幅缩窄1.3个百分点。同期商品房销售金额同比下降20.9%, 较2024年1-9月降幅缩窄1.8个百分点。从商品住宅分线销售数据来看:2024年1-10月一线、二线、三线城市的销售面积、销售金额同比均下降且降幅缩窄。

2024 年 1-10 月房地产开发投资同比降幅扩大, 商品房销售额同比降幅缩窄。我们认为基数角度看 2024 年行业呈现前高后低趋势。近期, 中央及各部委对房地产频频发声, 供给侧多重融资支持政策、去库存政策, 需求侧限制政策不断打开, 房地产稳经济作用将重新纳入政策视野。我们认为当前板块市值占比与经济价值不完全对等, 存在价值重估空间。

〔1 行业数据情况				
指标	开发投资	商品房	开发	新开工
	完成额	销售额	资金来源	面积
单位	亿元	亿元	亿元	万平米
2024年 1-10 月累计值	86309	76855	87235	61227
2023 年 1-10 月累计值	95922	97161	107345	79177
2022 年 1-10 月累计值	113945	108832	125480	103722
2024年1-10月较2023年1-10月	-10.3%	-20.9%	-19.2%	-22.6%
2024年1-10月较2022年1-10月	-24.3%	-29.4%	-30.5%	-41.0%
指标	竣工	商品房	施工	商品房待售
循体	面积	销售面积	面积	面积
单位	万平米	万平米	万平米	万平米
2024年 1-10 月累计值	41995	77930	720660	73057
2023 年 1-10 月累计值	55151	92579	822895	64835
2022 年 1-10 月累计值	46565	111179	888894	54734
2024年1-10月较2023年1-10月	-23.9%	-15.8%	-12.4%	12.7%
2024年1-10月较2022年1-10月	-9.8%	-29.9%	-18.9%	33.5%

资料来源:wind,HTI

注: 2024年1-10月较2022年1-10月未采取可比数据口径,仅供参考



2. 行业 2024年 1-10 月投资情况

2.1 房地产投资累计同比降幅扩大, 住宅投资累计同比降幅缩窄

2024年1-10月全国房地产累计开发投资为86309亿元,同比下降10.3%,降幅较2024年1-9月扩大0.2个百分点。2024年1-10月住宅开发投资65644亿元,同比下降10.4%,降幅较2024年1-9月缩窄0.1个百分点。住宅投资占房地产开发投资比重为76.1%,较2024年1-9月增加0.2个百分点。



图2 全国住宅开发投资累计完成情况

120000
100000800006000040000200001000001000001000001000001000001000

2023/02

2023/10

2024/06

资料来源: 国家统计局、wind, HTI

资料来源: 国家统计局、wind, HTI

2024年1-9月,全国房地产开发企业土地购置费用为29408.8亿元,同比减少6.9%, 降幅较2024年1-8月扩大1.1个百分点。

2021/10

2022/06

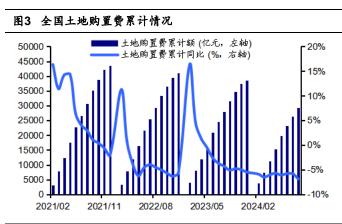
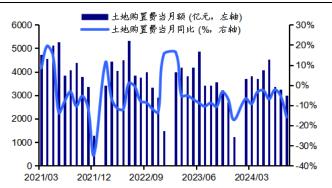


图4 全国土地购置费当月情况



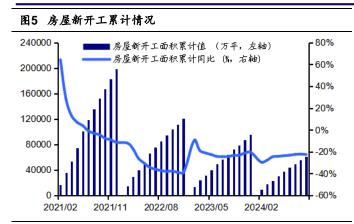
资料来源: 国家统计局、wind, HTI

资料来源: 国家统计局、wind, HTI

2.2 新开工面积同比降幅扩大,竣工面积同比降幅缩窄

2024年1-10月,房屋施工面积72.07亿平方米,累计同比下降12.4%,跌幅较2024年1-9月扩大0.2个百分点。2024年1-10月房屋新开工面积6.12亿平方米,累计同比下降22.6%,跌幅较2024年1-9月扩大0.4个百分点。2024年1-10月房屋竣工面积4.20亿平方米,累计同比下降23.9%,跌幅较2024年1-9月缩窄0.5个百分点。





资料来源: 国家统计局、wind, HTI



2022/08

2023/05

2024/02

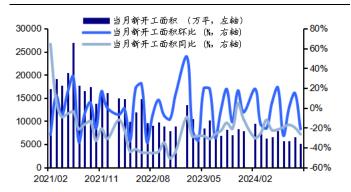
资料来源: 国家统计局、wind, HTI

2021/11

20000

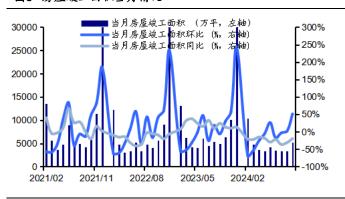
2021/02

图6 房屋当月新开工情况



资料来源: 国家统计局、wind, HTI

图8 房屋竣工面积当月情况



资料来源: 国家统计局、wind, HTI

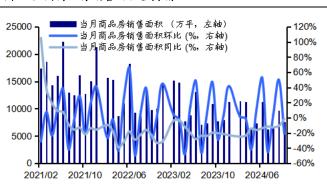
3. 房地产销售面积累计缩窄, 销售额同比降幅缩窄

2024年1-10月商品房销售面积7.79亿平方米,累计同比2023年下降15.8%,跌幅较2024年1-9月缩窄1.3个百分点。2024年1-10月商品房销售额为7.69万亿元,累计同比2023年下降20.9%,跌幅较2024年1-9月缩窄1.8个百分点。2024年1-10月住宅销售额同比下降22.0%;办公楼销售额同比下降12.8%;商业营业用房销售额同比下降13.7%。



资料来源: 国家统计局、wind, HTI

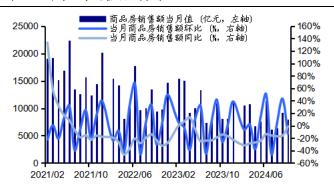
图10全国商品房销售面积当月情况



资料来源: 国家统计局、wind, HTI



图12全国商品房销售额当月情况



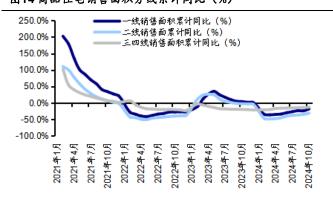
资料来源: 国家统计局、wind, HTI

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从住宅口径的分线数据来看,2024年1-10月,一线城市商品住宅销售面积2334万 平方米, 累计同比下降 18.4%; 同期二线城市商品住宅销售面积 12591 万平方米, 累计 同比下降 31.4%; 同期三四线城市商品住宅销售面积 50443 万平米, 累计同比下降 13.3%。

图13 商品住宅销售面积分线当月同比(%) 200.0% -线城市:销售面积当月同比 二线城市:销售面积当月同比 150.0% 三四线:销售面积当月同比 100.0% 50.0% 0.0% -50.0% -100.0% | 年3月 2021年9月 1年12月 2021年6月 2022年9月 2023年3月 2023年6月 2023年9月 2023年12月 2022年12月 202

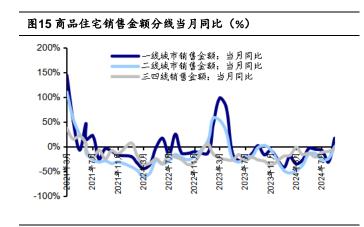
图14 商品住宅销售面积分线累计同比(%)



资料来源: CREIS, HTI

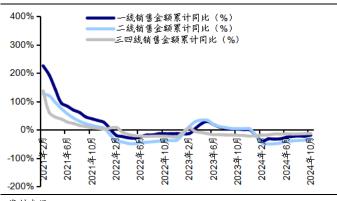
资料来源: CREIS, HTI

2024年1-9月,一线城市商品住宅销售额10886亿元,累计同比下降19.7%;同期 二线城市商品住宅销售额 20824 亿元,累计同比下降 33.9%;同期三四线城市商品住宅 销售额 35776 亿元, 累计同比下降 13.7%。



资料来源: CREIS, HTI

图16 商品住宅销售金额分线累计同比(%)



资料来源: CREIS, HTI

我们认为,一线城市优质板块展现出强劲的市场需求,并随着后续阶段基数的逐步 降低,预计新房销售面积同比下降的幅度将会进一步缩小。二线城市已开始呈现降幅同 比收窄的趋势,我们认为随着后续收储政策落地加之后续阶段基数的下降,新房销售面 积的同比降幅或将进一步收窄。

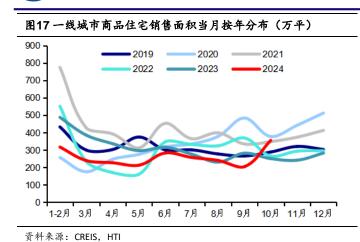
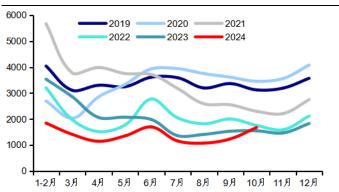
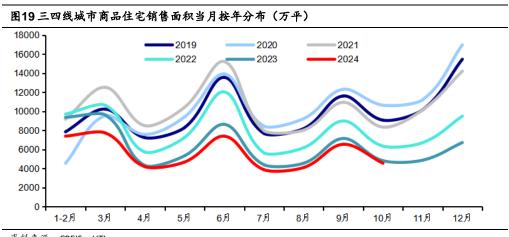


图18二线城市商品住宅销售面积当月按年分布 (万平)



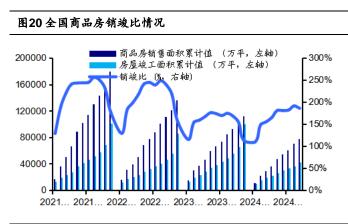
资料来源: CREIS, HTI

我们认为三四线城市房地产市场前期下行较快,现在市场已经来到缓慢下行区间, 其新房销售面积同比降幅或将仍保持缩窄趋势。



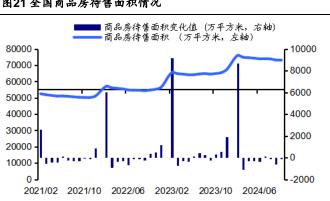
资料来源: CREIS, HTI

从销竣比情况来看,2024年1-10月销竣比数据为1.86。从待售面积来看,截至2024 年 10 月末全国商品房待售面积为 7.31 亿平米, 较 2024 年 9 月末减少 120 万平米, 去化 周期(按照12个月移动平均计算)为8.28个月,与2024年9月持平。



资料来源: 国家统计局、wind, HTI

图21 全国商品房待售面积情况



资料来源: 国家统计局、wind, HTI

4. 到位资金累计降幅缩窄

2024年1-10月全国房地产资金来源总量达到8.72万亿元,累计同比下降19.2%, 跌幅较 2024年1-9月缩窄0.8个百分点。

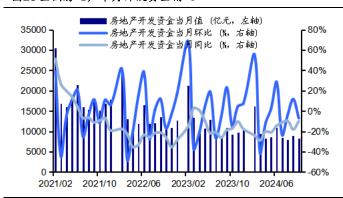


图22全国房地产开发资金来源累计情况



资料来源: 国家统计局、wind, HTI

图23 全国房地产单月开发资金情况

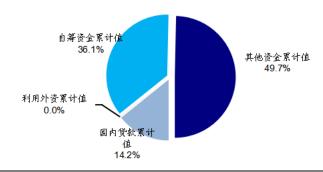


资料来源: 国家统计局、wind, HTI

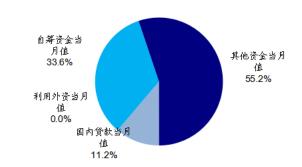
从 2024 年 1-10 月总资金来源构成情况来看,国内贷款占房地产资金来源的 14.21%,利用外资占比 0.03%,自筹资金占比 36.09%,其他资金占比 49.66%。逐个数据分析,房地产资金来源中国内贷款 2024 年 1-10 月达到 12400 亿元,累计同比下降 6.4%。2024 年 1-10 月利用外资 30 亿元,累计同比下降 19.1%。2024 年 1-10 月自筹资金达到 31483 亿元,累计同比下降 10.5%。个人按揭贷款属于其他资金范畴,2024 年 1-10 月个人按揭贷款达到 12436 亿元,累计同比下降 32.8%。

图24 2024年 1-10 月全国房地产开发资金累计构成

图25 2024年 10 月全国房地产开发资金构成



资料来源:国家统计局、wind, HTI



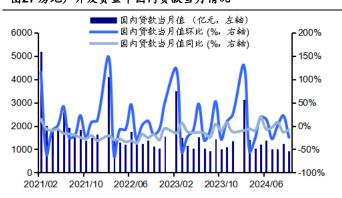
资料来源: 国家统计局、wind, HTI

图26 房地产开发资金中国内贷款累计情况



资料来源: 国家统计局、wind, HTI

图27 房地产开发资金中国内贷款当月情况

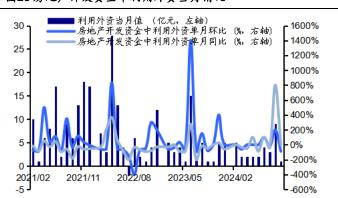


资料来源: 国家统计局、wind, HTI



资料来源: 国家统计局、wind, HTI

图29 房地产开发资金中利用外资当月情况



资料来源:国家统计局、wind, HTI

5. 投资建议

维持"优于大市"评级。我们认为市场稳增长的大环境没有改变,优质公司相对其它房企的优势和价值将会越加突出。建议关注:1)开发类:A股-万科A、保利发展、招商蛇口、金地集团;H股-中国海外发展;2)商住类:华润置地、龙湖集团、新城控股;3)物业类:万物云、华润万象生活、中海物业、保利物业、招商积余、新大正;4)文旅类-华侨城A。

6. 风险提示

行业面临政策不及预期风险、基本面下行风险。



APPENDIX 1

Summary

Investment Highlights:

From January to October 2024, real estate development investment fell by 10.3% YoY, widening by 0.2 percentage points from January to September 2024.

In October 2024, development investment reached RMB 762.9 billion, down 11.83% YoY and 18.81% MoM. Property sales were RMB 797.5 billion, down 1.43% YoY and 12.91% MoM. Sales area was 76.46 million square meters, down 1.63% YoY and 21.03% MoM. Development funds were RMB 833.7 billion, down 10.14% YoY and 7.02% MoM. New construction area was 51.76 million square meters, down 26.62% YoY and 21.41% MoM. Completion area was 51.79 million square meters, down 19.66% YoY but up 51.34% MoM.

New construction area decline widened, while completion area decline narrowed. From January to October 2024, construction area was 7.21 billion square meters, down 12.4% YoY, widening by 0.2 percentage points from January to September 2024. New construction area was 612 million square meters, down 22.6% YoY, widening by 0.4 percentage points. Completion area was 420 million square meters, down 23.9% YoY, narrowing by 0.5 percentage points.

Funding for real estate companies narrowed in decline. Total real estate funding was RMB 8.72 trillion, down 19.2% YoY, narrowing by 0.8 percentage points. Domestic loans accounted for 14.21%, foreign capital 0.03%, self-raised funds 36.09%, and others 49.66%.

Real estate sales area and sales volume decline narrowed. From January to October 2024, sales area was 779 million square meters, down 15.8% YoY, narrowing by 1.3 percentage points. Sales volume was RMB 7.69 trillion, down 20.9% YoY, narrowing by 1.8 percentage points. In first, second, and third-tier cities, sales area and volume declined but narrowed.

Policy space is expanding. Real estate development investment decline widened, but sales volume decline narrowed. The industry shows a high-to-low trend in 2024. Recent government actions support supply-side financing and demand-side policy relaxation, bringing real estate back into focus for economic stability. Current sector market capitalization does not fully reflect economic value, indicating revaluation potential.

Investment advice: Maintain 'Outperform' rating. The stable growth environment remains, highlighting the advantages and value of quality companies over others. Focus on: 1) Development: A-Shares - China Vanke, Poly Developments and Holdings Group Co., Ltd, China Merchants Shekou Industrial Zone, Gemdale Corporation; H-Shares - China Overseas Land & Investment; 2) Commercial and residential: China Resources Land, Longfor Group Holdings, Seazen Holdings; 3) Property management: Onewo, China Resources Mixc Lifestyle Services, China Overseas Property Holdings, Poly Property Services, China Merchants Property Operation & Service, ChongQing New DaZheng Property Group; 4) Cultural tourism: Shenzhen Overseas Chinese Town.

Remarks: Growth rates for real estate development investment and new property sales area are calculated on a comparable basis. Data for the reporting period and 2023 are not directly comparable due to changes in statistical standards and data corrections.

Risk Warning: The industry faces risks of weaker than expected policies and fundamental downturn.

附录 APPENDIX

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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.

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Analyst Stock Ratings

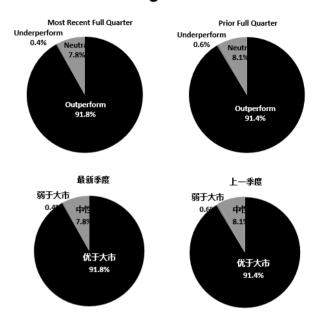
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Neutral: The stock's total return over the next 12-18 months is expected to be in line with the return of its relevant broad market benchmark, as indicated below. For purposes only of FINRA/NYSE ratings distribution rules, our Neutral rating falls 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.

Ratings Distribution



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^{*}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.

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	Outperform	Neutral	Underperform
		(hold)	
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IB clients*	3.5%	4.4%	0.0%

^{*}Percentage of investment banking clients in each rating category.

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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.

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