

## 第 47 周新房成交同比增速回落，供销比回落

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### 投资要点：

#### ● 上周<sup>1</sup>大中城市新房成交情况：

- 2024 年第 47 周 30 大中城市新房成交面积为 252 万平方米，环比前一周 10.6%，同比 2023 年 7%。其中一线城市销售面积 82 万平方米，环比前一周 8.5%，同比 2023 年 37%。二线城市销售面积 129 万平方米，环比前一周 20.5%，同比 2023 年 3%。三线城市销售面积 41 万平方米，环比前一周 -9.4%，同比 2023 年 -20%。
- 2024 年 11 月 1 日-21 日 30 城累计成交面积 717 万平方米，环比 2024 年 10 月同期 29.1%，同比 15%。一线城市累计成交面积 226 万平方米，环比 2024 年 10 月同期 33%，同比 49%。二线城市累计成交面积 360 万平方米，环比 2024 年 10 月同期 59%，同比 3%。三线城市累计成交面积 132 万平方米，环比 2024 年 10 月同期 -17.5%，同比 4.4%。

#### ● 上周 18 城二手房成交量情况：

- 18 城 2024 年第 47 周二手房成交量为 186 万平方米，环比前一周 -9.7%，同比 9.3%。其中一线城市二手房成交面积 49.6 万平方米，环比前一周 -7.8%，同比 47.2%。二线城市二手房成交面积 130.7 万平方米，环比前一周 -8.9%，同比 2.5%。三线城市二手房成交面积 5.6 万平方米，环比前一周 -34.0%，同比 -37%。
- 18 城 2024 年 11 月 1 日-21 日二手房成交面积 612 万平方米，环比 2024 年 10 月同期 49.3%，同比去年 20%；一线城市 155.9 万平方米，环比 2024 年 10 月同期 37.8%，同比去年 62%；二线城市 435 万平方米，环比 2024 年 10 月同期 55.5%，同比去年 10.8%；三线城市 22 万平方米，环比 2024 年 10 月同期 24.7%，同比去年 0.7%。

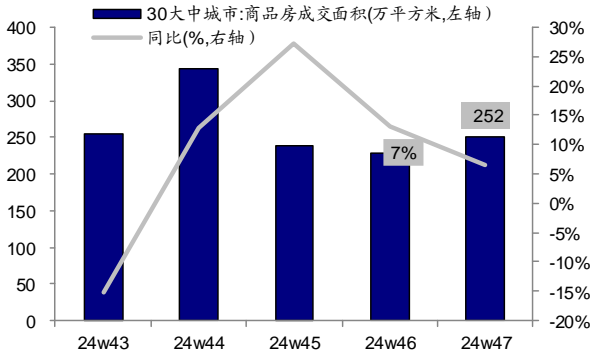
- **2024 年第 47 周百城土地供应和成交情况：** 上周土地供应面积为 3942 万平方米，土地成交面积为 2431 万平方米，供销比 1.62 倍。土地出让金额为 918 亿元。本年度全国 100 大中城市累计土地供应面积 86134 万平方米，同比 -15%，累计同比增速较前一周回落 1.75 个百分点，成交面积 66960 万平方米，同比 -9.0%，累计同比增速较前一周回升 1.28 个百分点，累计土地出让金 19287 亿元，同比 -25.46%。上周全国土地溢价率为 5%，环比前一周回落 0.58 个百分点。一线城市上周土地溢价率 8%，环比前一周回落 5.27 个百分点，二线城市上周溢价率 5%，环比前一周回升 4.95 个百分点，三线城市上周溢价率 5%，环比前一周回升 1.33 个百分点。

- **上周房地产板块表现：** 上周房地产指数(882011.WI)2342.2 点，环比前一周 -0.85%，沪深 300 指数(000300.SH)3865.7 点，环比前一周 -2.60%，房地产指数和沪深 300 指数年内截止上周涨跌幅分别为 7.90%和 12.67%。上周跟踪公司中，A 股华侨城 A 涨跌幅 1.41%，其次金地集团涨跌幅 0.76%，物业股方面碧桂园服务涨跌幅为 3.61%，保利物业涨跌幅为 -2.01%，港股中国海外发展涨跌幅周内表现为 -2.95%，其次是华润置地 -4.44%。

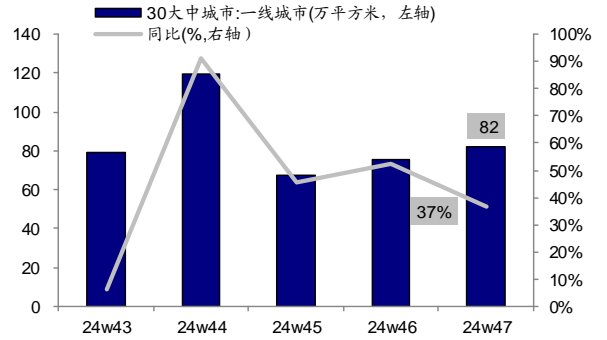
- **风险提示：** 行业面临地产调控和经济下行风险；房企资金面紧张的风险。

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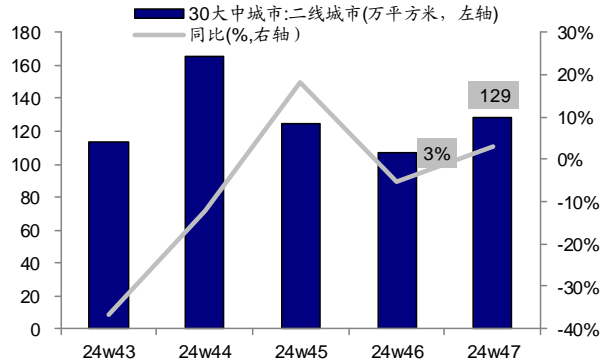
<sup>1</sup>上周周报时间段选取：新房、二手房周数据选取时间段为 2024 年 11 月 15 日到 2024 年 11 月 21 日。土地成交数据来自 Wind 周数据，时间段为 2024 年 11 月 11 日到 2024 年 11 月 17 日，为 2024 年第 47 周。本报告关注股票周表现时间段为上周 2024 年 11 月 18 日到 2024 年 11 月 22 日。

**图1 30城商品房周成交面积和同比**


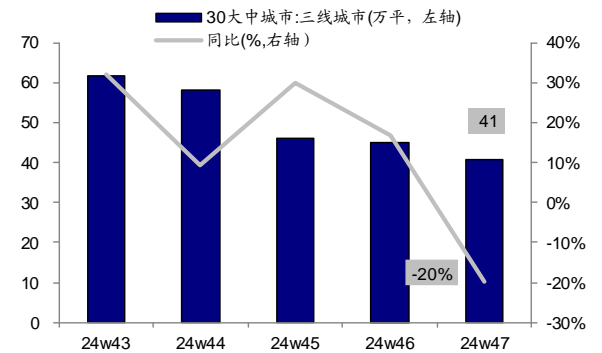
资料来源：Wind, HTI

**图2 一线城市商品房周成交面积和同比**


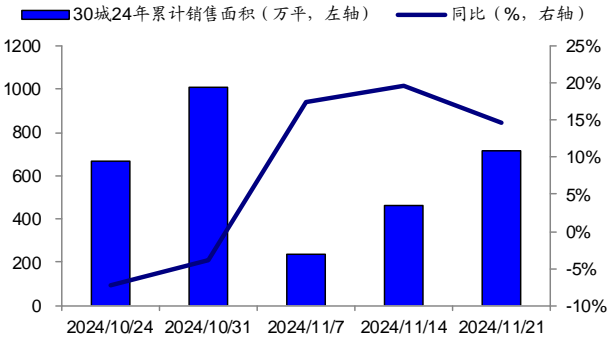
资料来源：Wind, HTI

**图3 二线城市商品房周成交面积和同比**


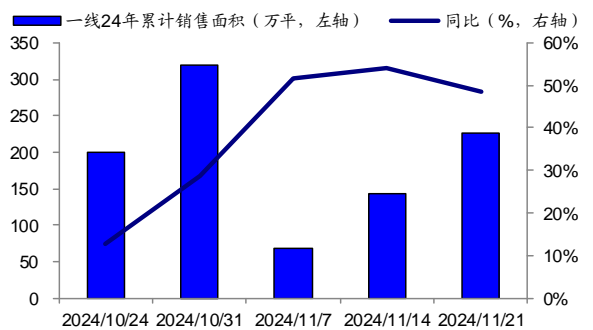
资料来源：Wind, HTI

**图4 三线城市商品房周成交面积和同比**


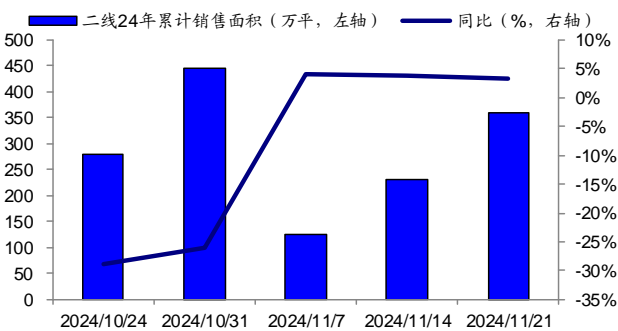
资料来源：Wind, HTI

**图5 30大中城市累计成交数据**


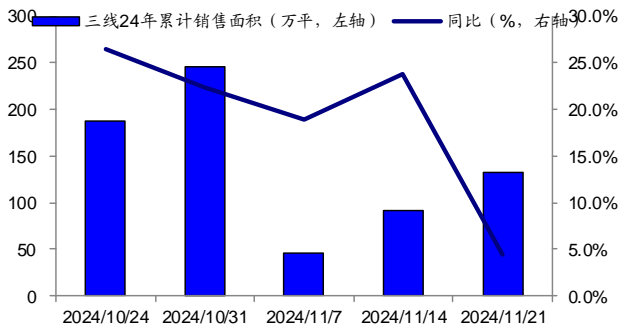
资料来源：Wind, HTI

**图6 一线城市累计成交数据**


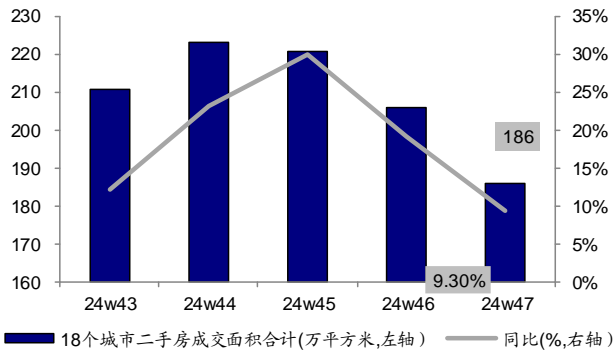
资料来源：Wind, HTI

**图7 二线城市累计成交数据**


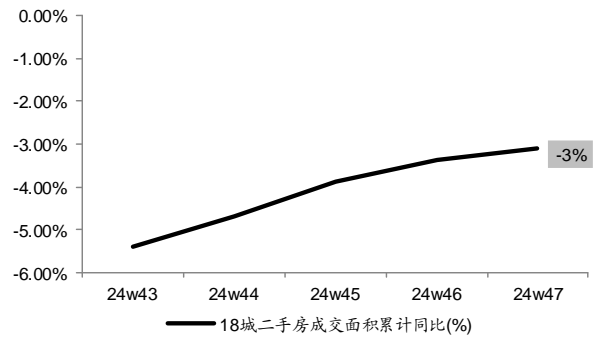
资料来源：Wind, HTI

**图8 三线城市累计成交数据**


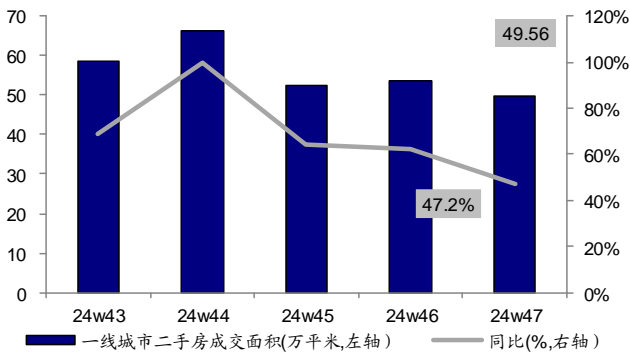
资料来源：Wind, HTI

**图9 18城二手房当周成交面积**


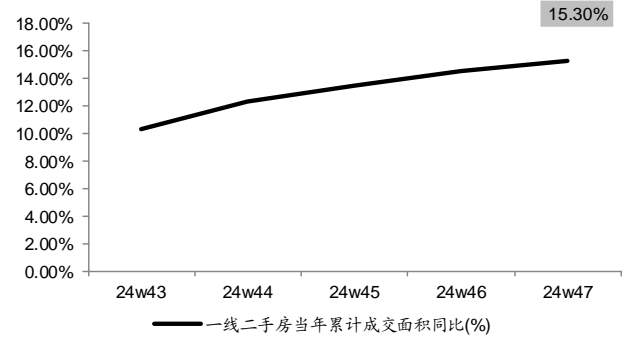
资料来源：Wind, HTI

**图10 18城二手房成交面积累计同比**


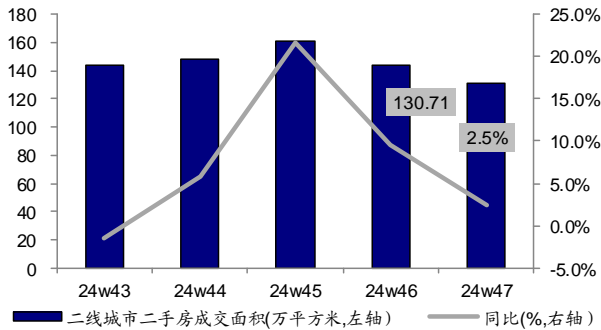
资料来源：Wind, HTI

**图11 一线城市二手房当周成交面积**


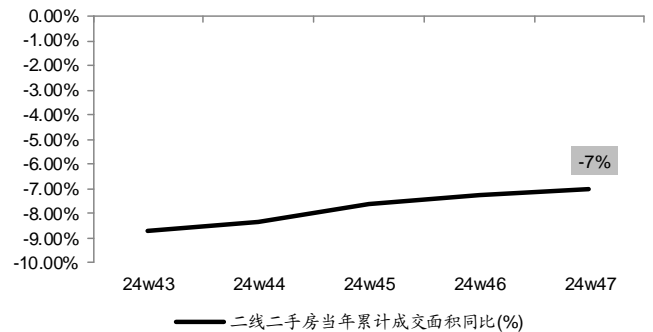
资料来源：Wind, HTI

**图12 一线城市二手房成交面积累计同比**


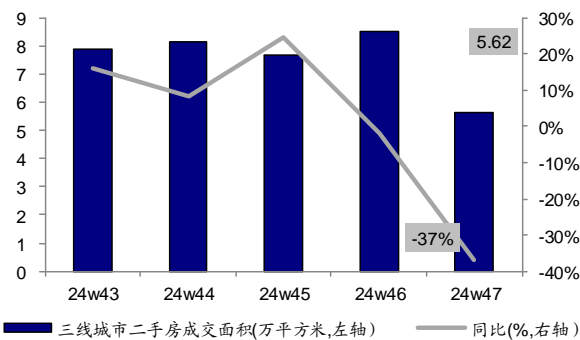
资料来源：Wind, HTI

**图13 二线城市二手房当周成交面积**


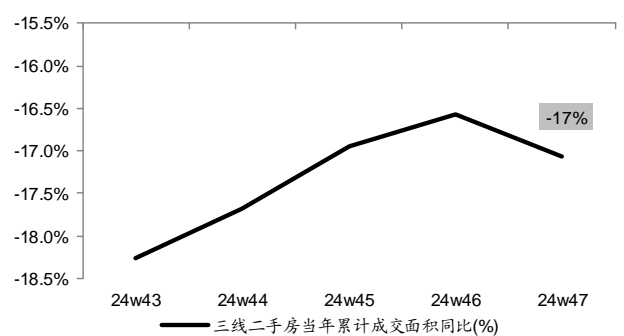
资料来源：Wind, HTI

**图14 二线城市二手房成交面积累计同比**


资料来源：Wind, HTI

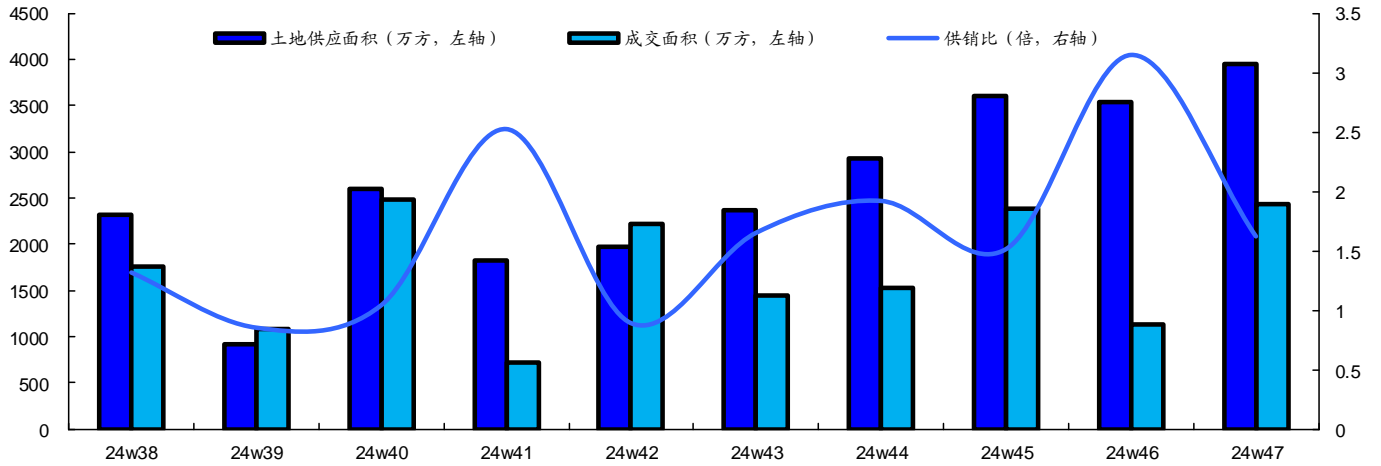
**图15 三线城市二手房当周成交面积**


资料来源：Wind, HTI

**图16 三线城市二手房成交面积累计同比**


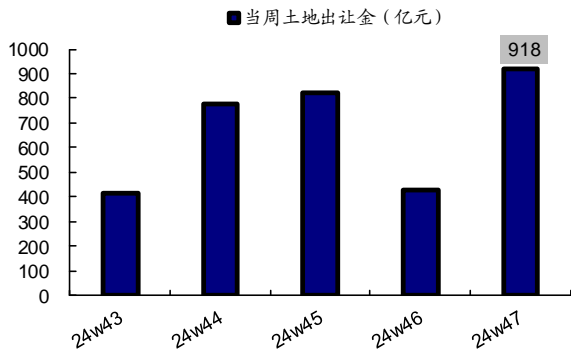
资料来源：Wind, HTI

图17 全国 100 大中城市土地供应、成交及供销比数据



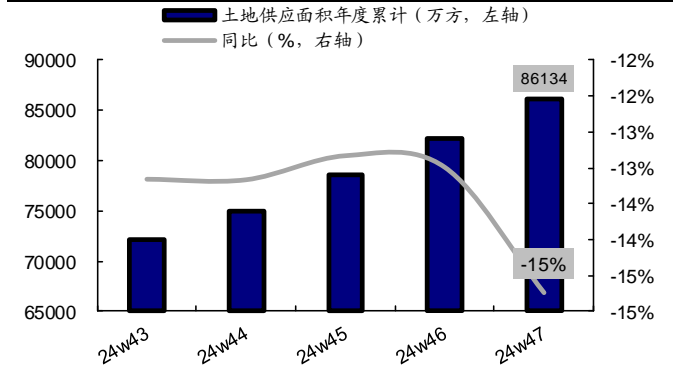
资料来源: Wind, HTI

图18 100 大中城市土地出让金近五周数据



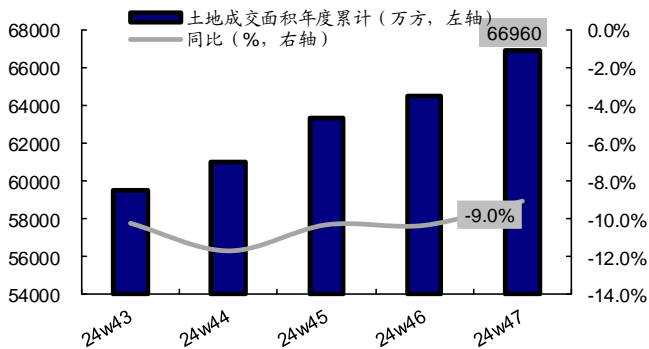
资料来源: Wind, HTI

图19 100 大中城市年内累计土地供应近五周数据



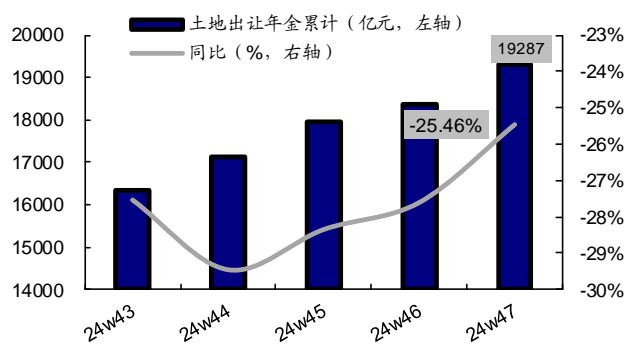
资料来源: Wind, HTI

图20 100 大中城市年内累计土地成交面积



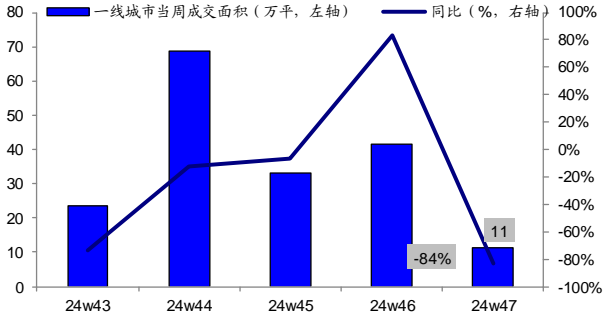
资料来源: Wind, HTI

图21 100 大中城市年度累计土地出让金额



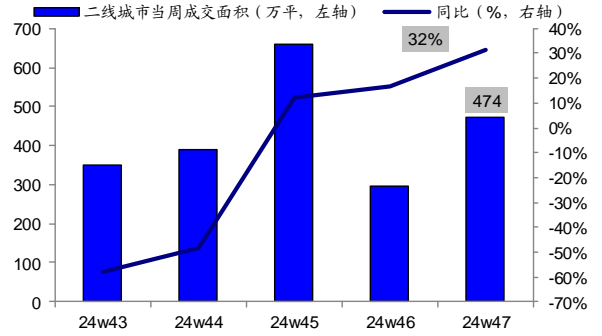
资料来源: Wind, HTI

图22 一线城市当周土地成交面积



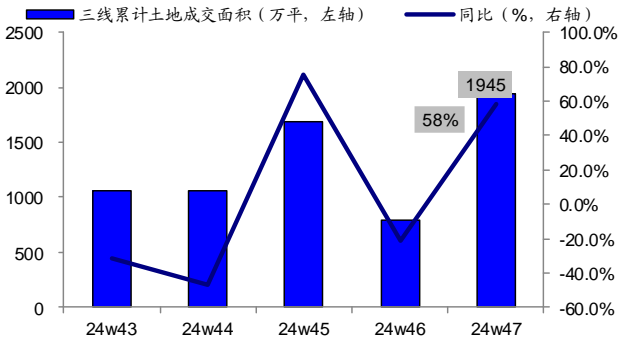
资料来源: Wind, HTI

图23 二线城市当周土地成交面积



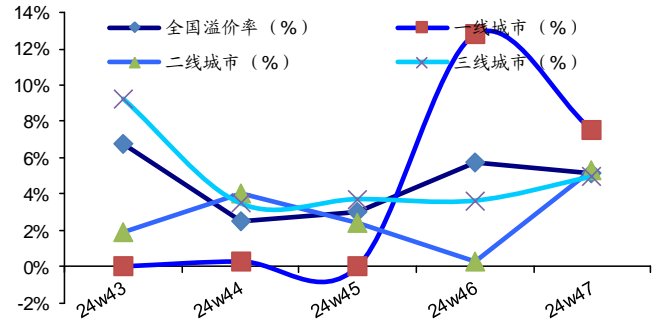
资料来源: Wind, HTI

图24 三线城市当周土地成交面积



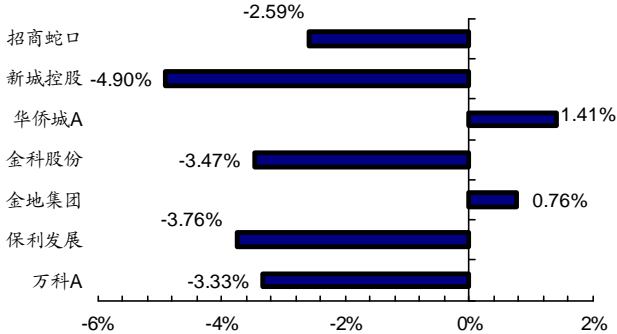
资料来源: Wind, HTI

图25 各线城市当周土地成交溢价率



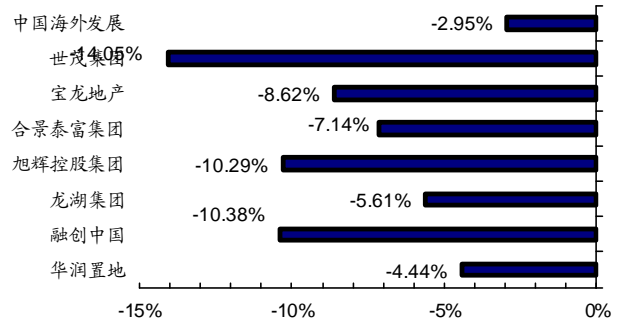
资料来源: Wind, HTI

图26 上周 A 股地产公司股票涨跌情况



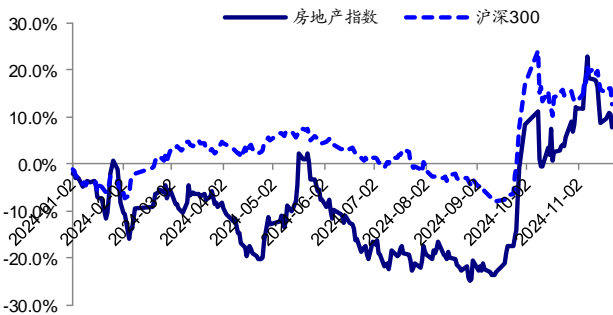
资料来源: Wind, HTI

图27 上周 H 股地产公司股票涨跌情况



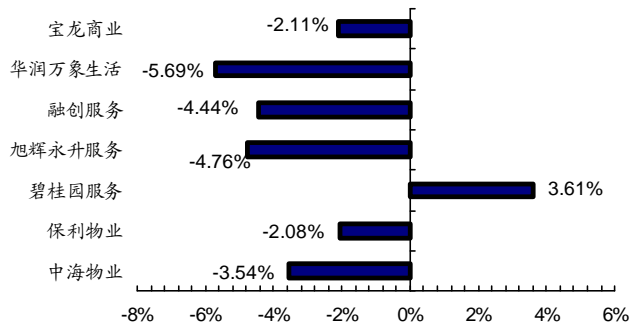
资料来源: Wind, HTI

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 2.52 million square meters, up 10.6% from the previous week and 7% YoY. First-tier cities sold 820,000 square meters, up 8.5% from the previous week and 37% YoY. Second-tier cities sold 1.29 million square meters, up 20.5% from the previous week and 3% YoY. Third-tier cities sold 410,000 square meters, down 9.4% from the previous week and 20% YoY.

From November 1-21, 2024, 30 cities sold 7.17 million square meters, up 29.1% from October 2024 and 15% YoY. First-tier cities sold 2.26 million square meters, up 33% from October 2024 and 49% YoY. Second-tier cities sold 3.6 million square meters, up 59% from October 2024 and 3% YoY. Third-tier cities sold 1.32 million square meters, down 17.5% from October 2024 and up 4.4% YoY.

Last week, 18 cities' second-hand home sales reached 1.86 million square meters, down 9.7% from the previous week and up 9.3% YoY. First-tier cities sold 496,000 square meters, down 7.8% from the previous week and up 47.2% YoY. Second-tier cities sold 1.31 million square meters, down 8.9% from the previous week and up 2.5% YoY. Third-tier cities sold 56,000 square meters, down 34% from the previous week and down 37% YoY.

From November 1-21, 2024, 18 cities' second-hand home sales reached 6.12 million square meters, up 49.3% from October 2024 and 20% YoY. First-tier cities sold 1.56 million square meters, up 37.8% from October 2024 and 62% YoY. Second-tier cities sold 4.35 million square meters, up 55.5% from October 2024 and 10.8% YoY. Third-tier cities sold 220,000 square meters, up 24.7% from October 2024 and 0.7% YoY.

In the 47th week of 2024, 100 cities supplied 39.42 million square meters of land, with 24.31 million square meters sold, a supply-to-sales ratio of 1.62. Land sales amounted to RMB 91.8 billion. Year-to-date, 100 cities supplied 861.34 million square meters, down 15% YoY, with sales of 669.6 million square meters, down 9% YoY. Land sales totaled RMB 1.93 trillion, down 25.46% YoY. Last week's national land premium rate was 5%, down 0.58 percentage points from the previous week. First-tier cities' premium rate was 8%, down 5.27 percentage points. Second-tier cities' premium rate was 5%, up 4.95 percentage points. Third-tier cities' premium rate was 5%, up 1.33 percentage points.

Last week, the real estate sector index (882011.WI) was 2342.2 points, down 0.85% from the previous week. The CSI 300 index (000300.SH) was 3865.7 points, down 2.6% from the previous week. Year-to-date, the real estate index rose 7.9%, and the CSI 300 rose 12.67%. Among tracked companies, Shenzhen Overseas Chinese Town A-Shares rose 1.41%, Gemdale Corporation rose 0.76%, Country Garden Services Holdings rose 3.61%, Poly Property Services fell 2.01%, China Overseas Land & Investment fell 2.95%, and China Resources Land fell 4.44%.

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



## 附录 APPENDIX

### 重要信息披露

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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。

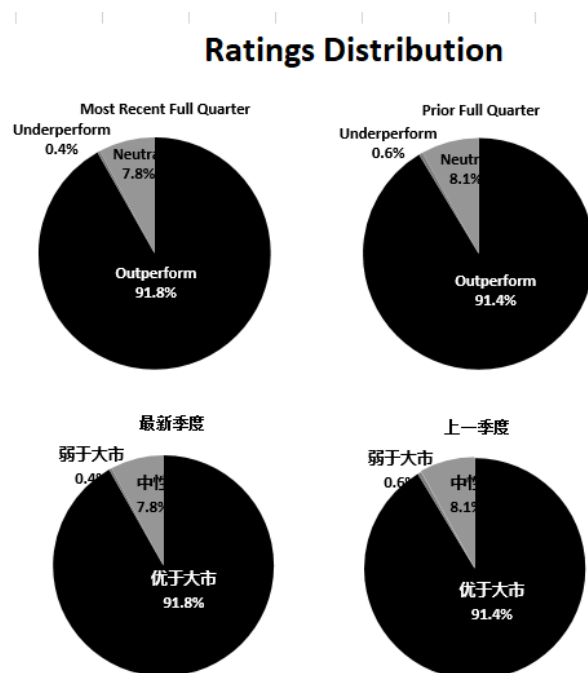
**弱于大市**，未来 12-18 个月内预期相对基准指数跌幅在 10%以上，基准定义如下

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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### 评级分布 Rating Distribution



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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.

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**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 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。

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 September 30, 2024

	Outperform	Neutral (hold)	Underperform
HTI Equity Research Coverage	91.8%	7.8%	0.4%
IB clients*	3.5%	4.4%	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.

#### 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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