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TOP100 房企 11 月销售数据点评——单月销售环比回落, 年末有望小幅"翘尾"

投资要点

- 2024年11月百强房企单月销售环比回落。据克尔瑞公布的2024年1-11月销售业绩排行榜数据,前100强房企操盘口径销售金额达到34326.4亿元,较23年同期-30.7%,降幅较10月收窄2.0个百分点;权益金额达到27157.7亿元,较23年同期-30.0%,降幅较10月收窄2.2个百分点,权益比79%。2024年1-11月前50强房企操盘口径销售金额达到29741.10亿元,较23年同期-30.0%,降幅较10月收窄2.1个百分点;权益金额达到23036.3亿元,较23年同期-29.1%,降幅较10月收窄2.3个百分点,权益比77%。
- 从2024年11月单月情况来看,TOP100房企实现操盘口径销售金额3633.7亿元, 环比-16.5%,同比-6.9%。2024年11月TOP100房企实现权益销售金额为2875.1亿元,环比-16.2%,同比-3.0%。
- 对比 23 年和 24 年 1-11 月操盘口径销售门槛来看, TOP1-10 房企同比降幅相对较小,同比-26.3%; TOP11-20 房企降幅相对较高,同比-35.6%。

从 2024 年 1-11 月权益销售金额来看, TOP1-10 房企同比降幅相对较小, 同比-24.3%; TOP11-20 房企降幅相对较高, 同比-38.9%。

• 2024 年 11 月近 5 成百强房企单月销售同比正增长。从 2024 年 11 月单月操盘销售金额情况来看,单月最高绿城中国为 318 亿元,其次中国海外发展为 285 亿元,招商蛇口、保利发展和华润置地当月销售在 209-232 亿元,建发国际集团、华发股份和万科 A 在 124-195 亿元。

从 2024 年 11 月单月操盘金额增速来看,前 50 强房企中有 20 家实现同比正增长。其中,远洋集团同比增速最高为 103.4%,其次保利置业为 72.9%。跌幅榜中,金辉集团等跌幅超过-60%。

- 投資建议: 持续看好行业。我们认为行业政策近期明显存在松绑,格局改善,空间打开,优质公司的价值将会更加突出。建议关注: 1)开发类: A 股-万科A、保利发展、招商蛇口、城建发展、天健集团、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。
- 风险提示: 销售不畅, 行业总量下行风险。



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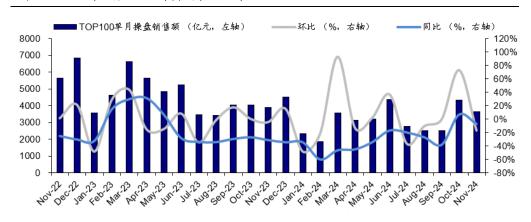


1. 2024年11月百强房企单月销售环比回落

根据克尔瑞公布的 2024 年 1-11 月销售业绩排行榜数据,前 100 强房企操盘口径销售金额达到 34326.4 亿元,较 23 年同期-30.7%,降幅较 10 月收窄 2.0 个百分点;权益金额达到 27157.7 亿元,较 23 年同期-30.0%,降幅较 10 月收窄 2.2 个百分点,权益比 79%。2024 年 1-11 月前 50 强房企操盘口径销售金额达到 29741.10 亿元,较 23 年同期-30.0%,降幅较 10 月收窄 2.1 个百分点;权益金额达到 23036.3 亿元,较 23 年同期-29.1%,降幅较 10 月收窄 2.3 个百分点,权益比 77%。

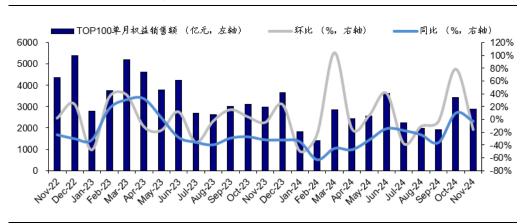
从 2024 年 11 月单月情况来看, TOP100 房企实现操盘口径销售金额 3633.7 亿元, 环比-16.5%, 同比-6.9%。2024 年 11 月 TOP100 房企实现权益销售金额为 2875.1 亿元, 环比-16.2%, 同比-3.0%。

图1 TOP100 房企操盘口径单月销售额及同比



资料来源:克尔瑞数据,HTI

图2 TOP100 房企权益口径单月销售额及同比



资料来源:克尔瑞数据,HTI

从不同梯队房企的销售情况来看,2024年1-11月TOP1-10的房企实现操盘口径销售金额17634亿元,同比-26.3%;操盘口径销售面积9430万平米,同比-32.2%;权益销售金额13079亿元,同比-24.3%,权益比重74%。

2024年1-11月 TOP11-20 房企实现操盘口径销售金额 5704亿元,同比-35.6%;操盘口径销售面积 3503 万平米,同比-35.9%;权益销售金额 4131亿元,同比-38.9%,权益比重 72%。



2024年1-11月 TOP21-30 房企实现操盘口径销售金额 2668亿元,同比-35.3%;操盘口径销售面积 1728万平米,同比-28.2%;权益销售金额 2395亿元,同比-32.3%,权益比重 90%。

2024年1-11月 TOP31-50 房企实现操盘口径销售金额 3735 亿元,同比-32.7%;操盘口径销售面积 2084 万平米,同比-32.5%;权益销售金额 3432 亿元,同比-29.8%,权益比重 92%。

2024年1-11月TOP51-100房企实现操盘口径销售金额4585亿元,同比-35.2%;操盘口径销售面积2434万平米,同比-34.5%;权益销售金额4121亿元,同比-34.7%,权益比重90%。

从 2024 年 1-11 月操盘口径销售金额来看,TOP1-10 房企同比降幅相对较小,同比-26.3%;TOP11-20 房企降幅相对较高,同比-35.6%。

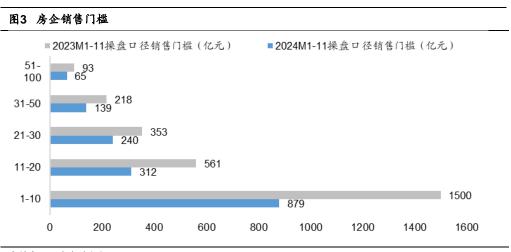
从 2024 年 1-11 月权益销售金额来看, TOP1-10 房企同比降幅相对较小, 同比-24.3%; TOP11-20 房企降幅相对较高, 同比-38.9%。

表 1 2024年1-11月不同梯队房企销售情况

2024 年 1-11 月销 售情况	1-11 月操盘口 径销售金额 (亿元)	同比 (%)	1-11 月操盘口 径销售面积 (万平米)	同比 (%)	1-11 月权益销 售 (亿元)	同比 (%)	权益比重
1-10	17634	-26.3%	9430	-32.2%	13079	-24.3%	74%
11-20	5704	-35.6%	3503	-35.9%	4131	-38.9%	72%
21-30	2668	-35.3%	1728	-28.2%	2395	-32.3%	90%
31-50	3735	-32.7%	2084	-32.5%	3432	-29.8%	92%
51-100	4585	-35.2%	2434	-34.5%	4121	-34.7%	90%
TOP50	29741	-30.0%	16745	-32.7%	23036	-29.1%	77%
TOP100	34326	-30.7%	19179	-32.9%	27158	-30.0%	79%

资料来源:克尔瑞数据,HTI

对比 23 年和 24 年 1-11 月操盘口径销售门槛来看, TOP11-20 房企的销售操盘金额门槛同比-44.4%, 从 561 亿元下降至 312 亿元, 门槛降幅相对最大; TOP51-100 房企的销售操盘金额门槛同比-30.5%, 从 93 亿元下降至 65 亿元, 门槛降幅相对最小。



资料来源:克尔瑞数据,HTI



2. 2024年11月近5成百强房企单月销售同比正增长

以下数据为第三方监测数据,口径为操盘口径和权益口径,建议同时参考上市公司 公告。

从 2024 年 11 月单月操盘销售金额情况来看,单月最高绿城中国为 318 亿元,其次中国海外发展为 285 亿元,招商蛇口、保利发展和华润置地当月销售在 209-232 亿元,建发国际集团、华发股份和万科 A 在 124-195 亿元。

从 2024 年 11 月单月操盘金额增速来看,前 50 强房企中有 20 家实现同比正增长。其中,远洋集团同比增速最高为 103.4%,其次保利置业为 72.9%。跌幅榜中,金辉集团等跌幅超过-60%。

从 2024 年 1-11 月累计操盘金额相比 23 年同期值来看,前 50 强房企中 1 家实现正增长。其中,中骏集团控股等超过-60%的同比负增长。

表 2 前 50 强房企累计销售及同比情况

操盘金额排名	企业简称	2024 年 1-11 月操盘销 售金額(亿元)	1-11 月操盘同比(%)	2024 年 1-11 月权益销 售金额(亿元)	1-11 月权益同比(%)
1	保利发展	2803	-22.9%	2427	-10.4%
2	中国海外发展	2569	-5.8%	2434	-5.8%
3	绿城中国	2467	-3.8%	1049	-6.3%
4	万科A	2077	-35.1%	1447	-35.1%
5	华润置地	2061	-21.3%	1582	-22.4%
6	招商蛇口	1785	-28.7%	1304	-22.4%
7	建发国际集团	1159	-29.0%	909	-25.5%
8	龙湖集团	942	-38.6%	628	-41.4%
9	滨江集团	893	-31.1%	500	-28.4%
10	华发股份	879	-25.2%	580	-31.1%
11	越秀地产	794	-8.1%	606	-23.9%
12	中国金茂	766	-36.8%	573	-37.1%
13	中国铁建	763	-14.1%	693	-7.5%
14	金地集团	758	-49.4%	392	-55.8%
15	绿地控股	558	-42.7%	529	-42.7%
16	碧桂园	536	-73.4%	437	-74.4%
17	保利置业	454	3.0%	346	-8.8%
18	融创中国	431	-42.7%	250	-42.7%
19	美的置业	332	-40.8%	237	-39.9%
20	电建地产	304	-10.3%	234	-17.4%
21	新城控股	292	-48.1%	258	-48.7%
22	卓越集团	283	-37.8%	255	-30.2%
23	旭辉控股集团	276	-51.5%	162	-51.5%
24	大华集团	265	-28.0%	258	-28.4%
25	中国恒大	255	-54.6%	241	-54.6%
26	远洋集团	245	-35.5%	199	-35.5%
27	世茂集团	244	-22.1%	218	-22.1%
28	华侨城 A	230	-38.1%	185	-44.8%
29	首开股份	225	-34.6%	212	-34.6%
30	中交房地产	218	-31.9%	259	-30.6%
31	建业地产	203	-47.7%	-	-
32	路劲	202	-41.1%	213	-41.1%



33	仁恒实业控股	200	-21.3%	89	-47.1%
34	联发集团	188	-46.8%	167	-39.2%
35	中南建设	154	-57.6%	116	-52.0%
36	合生创展	139	-36.0%	127	-36.0%
37	阳光城	138	-40.7%	105	-40.7%
38	金融街	136	-28.1%	145	-28.1%
39	雅居乐集团	134	-49.0%	140	-49.0%
40	金辉集团	117	-47.1%	98	-49.1%
41	华宇集团	98	-41.7%	84	-36.5%
42	中梁控股	97	-40.1%	94	-40.1%
43	中骏集团控股	96	-60.1%	91	-58.8%
44	复地集团	94	-35.4%	81	-38.7%
45	新希望地产	93	-33.4%	96	-43.8%
46	敏捷集团	93	-37.8%	93	-36.4%
47	石榴集团	92	0.0%	87	#N/A
48	宝龙地产	87	-55.6%	82	-49.9%
49	万达商业	77	-49.8%	70	-48.7%
50	龙光集团	74	-65.3%	66	-66.1%

资料来源:克尔瑞数据,HTI

备注:销售全口径,是指把企业集团连同合营及联营公司所有项目计入业绩的统计方式,不考虑权益比例和是否操盘。由于代建属于输出管理行为,在全口径榜单数据中统一不包括代建产生的销售业绩。全口径反映的是企业城市布局和项目拓展的能力。

操盘口径是以企业操盘为口径,即若某项目为多家房企合作开发,则该项目的业绩仅归入操盘企业。反映的是企业的营销和操盘能力,企业代建产生的销售业绩纳入操盘口径统计中。

权益口径榜是以企业股权占比为口径,即若某项目为多家房企合作,则该项目的业绩按照股权占比计入相应企业。反映的是企业的资金实力与投资能力。(注:权益口径数据不包括母公司以及关联方权益、员工跟投部分)

表 3 前 50 强房企单月销售及同比情况

操盘金额排名	企业简称	2024 年 11 月操盘销售 金额(亿元)	11 月操盘同比(%)	2024年11月权益销售 金额(亿元)	11 月权益同比(%)
1	保利发展	219	-22.9%	189	-12.1%
2	中国海外发展	285	30.8%	270	30.8%
3	绿城中国	318	-5.6%	130	-13.9%
4	万科A	195	-33.7%	136	-33.7%
5	华润置地	232	24.7%	157	3.4%
6	招商蛇口	209	-4.1%	149	1.4%
7	建发国际集团	124	-31.8%	100	-6.6%
8	龙湖集团	84	-24.6%	54	-19.5%
9	滨江集团	90	2.4%	51	24.2%
10	华发股份	130	45.2%	85	38.6%
11	越秀地产	95	23.3%	59	-16.1%
12	中国金茂	79	-15.4%	55	-20.1%
13	中国铁建	121	-19.9%	109	-9.8%
14	金地集团	72	-34.2%	30	-52.7%
15	绿地控股	51	-47.1%	48	-47.1%
16	碧桂园	35	-52.4%	30	-52.8%
17	保利置业	29	72.9%	21	60.0%
18	融创中国	16	-54.1%	9	-54.1%
19	美的置业	28	-20.6%	20	-19.6%
20	电建地产	27	71.2%	21	57.7%
21	新城控股	20	-51.1%	18	-51.6%



22	卓越集团	47	52.1%	46	68.4%
23	旭辉控股集团	20	-38.2%	12	-38.2%
24	大华集团	60	58.9%	58	58.7%
25	中国恒大	24	19.1%	23	19.2%
26	远洋集团	30	103.4%	24	101.7%
27	世茂集团	21	12.7%	19	11.8%
28	华侨城 A	31	-10.5%	24	-21.4%
29	首开股份	25	-33.2%	23	-33.1%
30	中交房地产	26	26.6%	28	12.4%
31	建业地产	14	-73.2%	-	-
32	路劲	21	31.0%	22	31.3%
33	仁恒实业控股	16	41.7%	6	-5.9%
34	联发集团	17	-47.0%	15	-34.2%
35	中南建设	12	-50.4%	9	-55.2%
36	合生创展	13	3.2%	12	2.6%
37	阳光城	10	-20.9%	8	-21.2%
38	金融街	10	37.8%	11	38.0%
39	雅居乐集团	6	-74.2%	6	-74.4%
40	金辉集团	8	-66.2%	6	-67.0%
41	华宇集团	9	-68.5%	8	-70.2%
42	中梁控股	7	4.2%	7	4.3%
43	中骏集团控股	9	32.4%	8	25.8%
44	复地集团	9	30.4%	7	15.6%
45	新希望地产	2	-81.4%	10	-9.4%
46	敏捷集团	7	-30.5%	7	-14.0%
47	石榴集团	8	0.0%	8	-
48	宝龙地产	7	-14.3%	7	-4.2%
49	万达商业	5	-40.7%	5	-37.0%
50	龙光集团	6	-6.1%	6	-9.8%

资料来源:克尔瑞数据,HTI

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权益口径榜是以企业股权占比为口径,即若某项目为多家房企合作,则该项目的业绩按照股权占比计入相应企业。反映的是企业的资金实力与投资能力。(注:权益口径数据不包括母公司以及关联方权益、员工跟投部分)

3. 投资建议

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4. 风险提示

销售不畅, 行业总量下行风险。



APPENDIX 1

Summary

Investment Highlights:

In November 2024, top 100 real estate companies saw a decline in monthly sales. According to CRIC, from January to November 2024, the top 100 companies' sales reached RMB 3.43 trillion, down 30.7% YoY, with a narrowed decline of 2.0 percentage points from October. Equity sales were RMB 2.72 trillion, down 30.0% YoY, with a narrowed decline of 2.2 percentage points, equity ratio at 79%.

For the top 50 companies, sales were RMB 2.97 trillion, down 30.0% YoY, with a narrowed decline of 2.1 percentage points. Equity sales were RMB 2.30 trillion, down 29.1% YoY, with a narrowed decline of 2.3 percentage points, equity ratio at 77%.

In November 2024, top 100 companies' sales were RMB 363.37 billion, down 16.5% MoM and 6.9% YoY. Equity sales were RMB 287.51 billion, down 16.2% MoM and 3.0% YoY.

Comparing sales thresholds for January to November 2023 and 2024, top 1-10 companies had a smaller decline of 26.3% YoY, while top 11-20 companies had a larger decline of 35.6% YoY.

For equity sales, top 1-10 companies had a smaller decline of 24.3% YoY, while top 11-20 companies had a larger decline of 38.9% YoY.

In November 2024, nearly 50% of top 100 companies had positive YoY sales growth. Greentown China had the highest monthly sales at RMB 31.8 billion, followed by China Overseas Land & Investment at RMB 28.5 billion. China Merchants Shekou, Poly Developments, and China Resources Land had sales between RMB 20.9-23.2 billion. C&D International, Huafa Industrial, and China Vanke had sales between RMB 12.4-19.5 billion.

Among the top 50 companies, 20 had positive YoY growth. Sino-Ocean Group had the highest growth at 103.4%, followed by Poly Property Services at 72.9%. Jinhui and others had declines over 60%.

Investment advice: Remain positive on the sector. We see policy easing, improved industry structure, and opportunities for quality companies. Suggest to pay attention to: 1) Development: A-Shares - China Vanke, Poly Developments, China Merchants Shekou, Beijing Urban Construction, Shenzhen Tagen, Gemdale; H-Shares - China Overseas Land & Investment; 2) Commercial Residential: China Resources Land, Longfor Group, Seazen Holdings; 3) Property: Onewo, China Resources Mixc Lifestyle, China Overseas Property, Poly Property Services, China Merchants Property, ChongQing New DaZheng; 4) Cultural Tourism: Shenzhen Overseas Chinese Town.

Risk Warning: Poor sales, industry downturn risk.

附录 APPENDIX

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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 T

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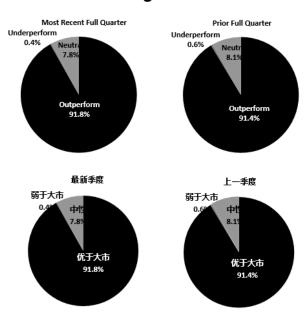
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Ratings Distribution



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		(持有)					
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		(hold)	
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