

# 显示行业观察: 面板周跟踪(12/02-12/06)

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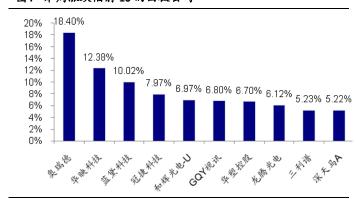
# 投资要点:

- 板块指数周跟踪: 上周 SW 面板上涨 1.39%, SW 电子上涨 1.61%, 沪深 300 上涨 1.44%。面板行业相对电子行业跑输 0.22%, 相对沪深 300 跑输 0.05%。
- 板块个股周跟踪:上周面板行业个股中,涨幅前三分别为奥瑞德、华映科技、蓝黛科技,涨幅分别为 18.40%、12.38%、10.02%; 跌幅前三分别为康冠科技、长阳科技、沃格光电,跌幅分别为 10.75%、7.09%、3.58%。
- 行业价格数据跟踪: (1) 11 月 TV 面板环比增速持平。根据 Wind, 10 月 32/43/50/55/65 寸面板价格分别为 36/62/101/126/172 美元。(2) 11 月显示器面板价格环比微降。根据 Wind, 11 月 23.8/27 寸显示器面板价格分别为 44.1/56.3 美元。(3) 11 月笔记本面板环比持平。11 月 14.0/15.6 寸笔记本面板价格分别为 26.2/26.2 美元。
- 行业价格数据前瞻: 根据群智咨询公众号:
  - (1) TV: 全球 LCD TV 面板市场趋向结构性平衡。尽管海外市场进入面板备货淡季以及国内"双 11"促销期结束,但由于中国的国补政策仍在继续推进,持续带动中国市场大尺寸需求的强劲增长,支撑电视面板需求层面短期好于预期,面板供应方也相应积极灵活调整,尽可能满足需求的调整方向。
  - (2) Monitor: 需求持续收缩,市场处于短期季度性下行周期。尽管面板厂商积极控产,以应对市场需求缩减带来的供需变化,但由于激烈的市场竞争,以及新进厂商 11 月份量产带来的新进产能冲击,显示器面板市场呈现平衡偏宽松状态,"控产保价"目标短期内难以实现。预计 11 月 Monitor 面板主流规格价格将继续维持降幅,直至 12 月份逐渐收窄。
  - (3) Notebook: 随着促销季备货的结束,品牌厂商普遍面临较高库存水位压力, 开始控制采购订单的释放。市场整体需求呈现下降趋势,低端市场需求持续下 滑,然而,得益于"以旧换新"国补政策的推动,电竞及中高端消费需求保持强劲 势头。由于 TV 和中高端笔电市场的旺盛需求,面板厂商的稼动率普遍超出计划 水平。但鉴于笔电产品盈利性下降,面板厂商稳价诉求强烈,将继续执行"按需 生产"策略以控制面板供应,目前市场供需维持相对平衡状态。
- 建议关注: 京东方 A、TCL 科技、维信诺、深天马 A 等面板产业链上下游公司。
- 风险提示: 终端需求回暖不及预期; Mini LED 背光渗透进度不及预期; 行业竞争加剧风险。

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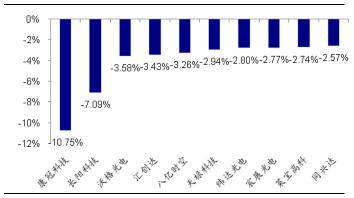


### 图1 本周涨跌幅前 10 的面板公司



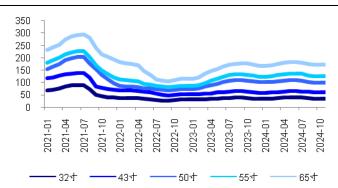
资料来源: wind, HTI

### 图2 本周涨跌幅倒 10 的面板公司



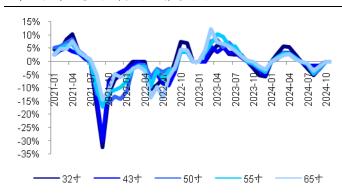
资料来源: wind, HTI

# 图3 液晶电视面板价格(美元)



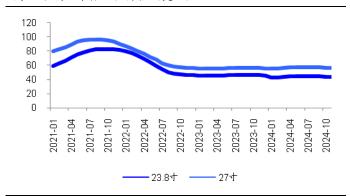
资料来源: wind, HTI

#### 图4 液晶电视面板价格环比增速(%)



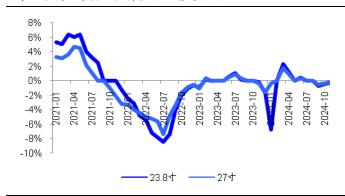
资料来源: wind, HTI

# 图5 液晶显示器面板价格 (美元)

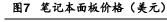


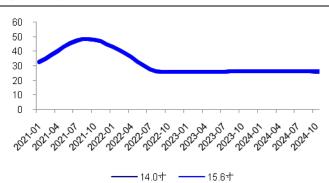
资料来源: wind, HTI

# 图6 液晶显示器面板价格环比增速(%)



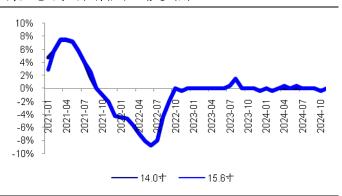
资料来源: wind, HTI





资料来源: wind, HTI

# 图8 笔记本面板价格环比增速 (%)



资料来源: wind, HTI



#### APPENDIX 1

#### Summary

# Investment Highlights:

Sector Index Weekly Tracking: Last week, SW Panel rose by 1.39%, SW Electronics by 1.61%, and CSI 300 by 1.44%. The panel sector underperformed the electronics sector by 0.22% and CSI 300 by 0.05%.

Sector Stocks Weekly Tracking: Top gainers in the panel sector were Ored, Cpt Technology (Group) Co.,Ltd, and Landai Technology Group Corp., Ltd., with increases of 18.40%, 12.38%, and 10.02% respectively. Top losers were Shenzhen Ktc Technology Co.,Ltd., Ningbo Solartron Technology, and Wg Tech(jiang Xi), with decreases of 10.75%, 7.09%, and 3.58% respectively.

Industry Price Data Tracking: (1) November TV panel prices remained stable. According to Wind, October prices for 32/43/50/55/65-inch panels were 36/62/101/126/172 USD. (2) November monitor panel prices slightly decreased. November prices for 23.8/27-inch monitor panels were 44.1/56.3 USD. (3) November notebook panel prices remained stable. November prices for 14.0/15.6-inch notebook panels were 26.2/26.2 USD.

Industry Price Data Preview: According to Sigmaintell official account: (1) TV: Global LCD TV panel market is structurally balanced. Despite the off-season and end of domestic 'Double 11' promotions, China's subsidy policy continues to drive strong demand for large sizes, supporting better-than-expected short-term TV panel demand. Suppliers are adjusting flexibly to meet demand. (2) Monitor: Demand continues to shrink, with the market in a short-term downturn. Despite production control, intense competition and new capacity from new entrants in November have led to a slightly loose market. Price control goals are hard to achieve short-term. November monitor panel prices are expected to continue declining until narrowing in December. (3) Notebook: Post-promotion season, brands face high inventory pressure, controlling order releases. Overall demand is declining, with low-end demand falling. However, 'trade-in' policies boost gaming and mid-to-high-end demand. Due to strong TV and high-end notebook demand, utilization rates exceed plans. With declining profitability, manufacturers strongly seek price stability, continuing 'production on demand' to control supply, maintaining a balanced market.

Suggested Focus: BOE Technology Group, TCL Technology, Visionox, Tianma Microelectronics, and other panel industry chain companies.

Risk Warning: Terminal demand recovery weaker than expected; Mini LED backlight penetration slower than expected; intensified industry competition risk.

# 附录 APPENDIX

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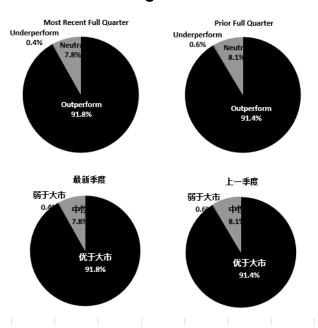
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Outperform Neutral Underperform (hold)



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