1 Apr 2025



# 中国食品饮料 China (A-share) Food & Beverage

# 中国消费品 3 月需求报告: 必选消费是不确定中的确定

## Compulsory consumption is a certainty amidst uncertainty

**Investment Focus** 

股票名称 评级 股票名称 评级 贵州茅台 Outperform 燕京啤酒 Outperform 贵州茅台 Outperform 重庆啤酒 Outperform 五粮液 Outperform 重庆啤酒 Outperform 五粮液 Outperform 水井坊 Outperform 山西汾酒 Outperform 安井食品 Outperform 海天味业 Outperform 珠江啤酒 Outperform 泸州老窖 Outperform 口子窖 Outperform 泸州老窖 Outperform 百润股份 Outperform 东鹏饮料 Outperform 舍得酒业 Outperform Outperform 东鹏饮料 Outperform 盐津铺子 洋河股份 Outperform 金龙鱼 Outperform 洋河股份 Outperform 老白干 Outperform Outperform 中炬高新 Outperform 青岛啤酒 Outperform 古井贡酒 Neutral 酒鬼酒 今世缘 Neutral Outperform 酒鬼酒 迎驾贡酒 Outperform 汤臣倍健 Outperform



资料来源: Factset, HTI

## **Related Reports**

安德利(605·198 CH): 产销增长显著,盈利能力稳步提升—维持优于大市; 下调目标价 5%(Yantai North Andre Juice: Significant Growth in Production and Sales, Steady Improvement in Profitability—Maintain OP & Cut TP by 5%) (31 Mar 2025)

中国食品(506 HK): 下半年收入增速改善明显,盈利能力继续稳步提升—维持优于大市; 上调目标价 14%(China Foods: Significant Improvement in Revenue Growth in the Second Half, Profitability Continues to Steadily Increase—Maintain OP & Raise TP by 14%) (28 Mar 2025)

动仔食品(003000 CH): 保持战略定力, 鱼制品继续势能充沛—维持优于大市; 上调目标价 7%(Jinzai Food Group: Maintain Strategic Focus, Fish Products Continue Strong Momentum—Maintain OP & Raise TP by 7%) (27 Mar 2025)

(Please see APPENDIX 1 for English summary)

据海通国际预测,25年3月重点跟踪的8个行业中5个保持正增长,3个负增长。个位数增长的行业包括速冻食品、餐饮、软饮料、调味品和啤酒;个位数下降的行业包括次高端及以上白酒和乳制品;大众及以下白酒出现双位数下降。与上月相比,5个行业增速变差,3个增速改善。尽管整体需求未见明显增长,但是也未出现明显下降。白酒和乳业的数据下降较多,有部分原因是供给侧出现周期性过剩,预计今年下半年逐步缓解。在国内外经济环境不确定性加大的背景下,必选消费是不确定中的确定。

次高端及以上白酒: 3月国内次高端及以上白酒行业收入为310亿元,同比下滑6.9%。1-3月累计收入为1300亿元,同比下滑6.9%。价格方面,3月飞天茅台等超高端价位(2000元以上)普遍下跌;五粮液、国客1573等高端价位(700-2000元)涨多跌少;茅台1935、梦之蓝M6+、青花20等次高端价位(300-700元)同样涨多跌少。库存方面,随着季末厂家发货到位,多数名酒库存较上月底小幅上升但低于去年同期。

大众及以下白酒: 3月国内大众及以下白酒行业收入为 210 亿元,同比下滑 12.5%。1-3 月累计收入为 590 亿元,同比下滑 16.3%。从 24 年 2 月开始,连续 14 个月负增长。另据国家统计局数据,1-2 月白酒累计产量 66.3 万吨,累计同比下滑 11.2%。价格方面,海之蓝、古 8、口子 10 等名酒产品(300 元以下)跌多涨少。库存方面,分化明显:名酒核心产品动销相对较快,目前库存多数健康;名酒开发产品和非名酒产品动销较慢,尽管经过较长时间去化,目前库存依然较大。

**啤酒**: 3月国内啤酒行业收入为 141 亿元,同比增长 0.7%。1-3 月累计收入为 469 亿元,同比增长 0.4%。2025 年 1-2 月,中国规模以上啤酒企业累计产量达 526.1 万千升,同比降幅 4.9%,啤酒消费淡季进入库存消化期。渠道反馈一季度主流啤酒厂商销量保持稳定,预计行业营收同比实现微幅提升。头部企业持续深化产品结构升级战略,喜力、U8、纯生、白啤等产品持续放量,8-10 元和 10-12 元价格带成为市场增长核心引擎。

调味品: 3月国内调味品行业收入为346亿元,同比增长1.0%。1-3月累计收入为1199亿元,增长1.7%。复合调味品增速高于基础调味品,复调产品逐渐打开B端市场以及线上渠道从而带动行业整体增长。基础调味品中高端产品与低端产品表现优于中端产品,C端产品呈现消费升级趋势,餐饮渠道中低端与低端产品增速更快。

乳制品: 3 月国内乳制品行业收入为 335 亿元,同比下滑 3.5%。1-3 月累 计收入为 1211 亿元,同比下滑 2.7%。3 月乳品销售环比走弱,主因春节过后进入淡季。我们预计 Q1 主要厂商出货端低个位数下降,环比好于去年 Q2-4。今年各厂商合理调降出货目标,渠道库存良性。

速冻食品: 3 月国内速冻行业收入为 100 亿元,同比增长 4.0%。1-3 月累 计收入为 385 亿元,同比增长 4.8%。一季度存在暖冬和春节前置等利空因 素,使得传统的速冻产品如米面、火锅丸子等产品需求表现承压。

**软饮料:** 3月国内软饮料行业收入为 456 亿元,同比增长 2.2%。1-3 月累 计收入为 1856 亿元,同比增长 2.1%。因高基数等原因,饮料行业 Q1 增速较去年转弱,但 3 月饮料行业增速环比 2 月有所提振,主因今年各家企业纷纷将水头时间提前,加快出货节奏,抢占渠道库存。

餐饮: 3 月国内餐饮上市公司总计收入为 138 亿元,同比增长 2.5%。1-3 月累计收入为 439 亿元,同比增长 3.0%。4Q24 以来龙头餐饮品牌调整竞争策略,上调部分产品价格,但客单价尚未出现明显回升。

风险提示: 经济增长低于预期,收入增长缓慢,食品安全问题。

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## 1. HTI 消费行业收入预测

据海通国际预测,25年3月重点跟踪的8个行业中5个保持正增长,3个负增长。个位数增长的行业包括速冻食品、餐饮、软饮料、调味品和啤酒;个位数下降的行业包括次高端及以上白酒和乳制品;大众及以下白酒出现双位数下降。与上月相比,5个行业增速变差,3个增速改善。尽管整体需求未见明显增长,但是也未出现明显下降。白酒和乳业的数据下降较多,有部分原因是供给侧出现周期性过剩,预计今年下半年逐步缓解。在国内外经济环境不确定性加大的背景下,必选消费是不确定中的确定。

图1 HTI 消费行业收入预测(亿元)

	HTI消费行业收入预测(亿元)								
统计区间	次高端及以 上白酒	大众及以下 白酒	乳制品	啤酒	调味品	速冻食品	软饮料	餐饮	
25年1月营收	510	220	455	183	456	145	925	164	
25年2月营收	480	160	421	145	397	140	475	137	
25年3月营收	310	210	335	141	346	100	456	138	
1月同比%	<u>-6</u> .8%	<mark>-21</mark> .4%	- <b>2</b> .2%	- <mark>L</mark> .6%	2.5%	3.2%	2.4%	3.5%	
2月同比%	-7.2%	<b>-13</b> .5%	-2.5%	2.8%	1 5%	7.0%	1.5%	2.8%	
3月同比%	<del>-6</del> .9%	<b>-12</b> .5%	<b>4</b> .5%	d 7%	1 0%	4.0%	2.2%	2.5%	
年初至今同比%	<del>-6</del> .9%	<b>-16</b> .3%	-2.7%	d.4%	17%	4.8%	21%	3.0%	

资料来源:wind,HTI

## 图2 主要消费品产量同比数据(%)

	白酒	i	啤酒		葡萄	酒	乳制品	<u>,</u>	软饮料	+	食用植物	<b>勿油</b>
产量	当月同比票	(计同比当	月同比票	计同比当	月同比票	【计同比当	月同比票	计同比当	月同比票	计同比当	月同比票	计同比
2019-12	1.10	-0.80	17.10	1.10	1.30	-10.20	13.30	5.60	16.80	7.00	-0.10	1.00
2020-12	9.10	-2.50	-12.10	-7.00	-26.90	-6.10	-1.90	2.80	-9.60	-7.70	-1.00	2.50
2021-12	-12.30	-0.60	10.90	5.60	-14.90	-29.10	11.80	9.40	8.30	12.00	-8.50	-5.00
2022-12	-8.60	-5.60	8.50	1.10	-23.80	-21.90	-6.10	2.00	4.60	0.30	-0.20	-4.60
2023-02		-8.50		-1.20		-38.20		5.50		0.50		12.60
2023-03	-29.20	-19.00	20.40	4.50	-5.90	-26.50	7.40	4.60	5.00	1.00	3.40	9.90
2023-04	-28.10	-29.60	21.10	8.80	-18.20	-26.80	8.10	5.30	9.50	5.00	4.80	9.10
2023-05	-14.70	-13.60	7.00	8.40	0.00	-22.70	3.50	7.00	8.90	6.00	7.50	7.40
2023-06	-4.50	-14.80	1.60	7.00	0.00	-16.50	-0.10	4.60	4.80	6.00	10.90	5.90
2023-07	-3.70	-13.30	-3.40	4.90	-9.10	-17.80	3.10	4.50	-0.30	6.10	7.80	5.70
2023-08	-5.30	-13.20	-5.80	3.10	-16.70	-16.70	3.40	3.60	-0.10	4.00	10.30	6.40
2023-09	12.60	-9.00	-8.00	2.10	7.10	-14.50	2.10	3.80	-0.50	3.50	2.90	6.30
2023-10	2.50	-7.70	0.40	2.20	-8.30	-14.00	0.90	3.70	-3.80	3.60	3.80	6.30
2023-11	7.10	-6.00	-8.90	1.60	0.00	3.40	-1.90	3.30	4.30	4.00	1.10	6.30
2023-12	4.00	-2.80	-15.30	0.30	-12.00	2.90	1.60	3.10	4.00	4.10	0.70	5.90
2024-02		2.60		12.10		17.60		1.30		8.00		0.70
2024-03	6.70	6.00	-6.50	6.10	-7.70	3.20	-4.80	1.00	3.30	7.00	7.20	3.10
2024-04	2.60	5.90	-9.10	2.10	-11.10	0.00	-6.50	-0.70	9.70	7.80	3.00	3.00
2024-05	4.90	6.50	-4.50	0.70	-11.10	0.00	-8.90	-2.40	7.90	8.00	0.20	4.10
2024-06	2.20	3.00	-1.70	0.10	-26.70	-6.30	-4.90	-3.00	6.50	7.90	3.20	4.70
2024-07	-5.10	1.40	-10.00	-1.60	0.00	-4.20	-5.70	-3.40	-7.10	3.40	-0.20	4.50
2024-08	-10.20	-2.10	-3.30	-1.20	-11.10	-6.30	1.10	-2.60	3.10	5.70	-1.10	4.10
2024-09	-9.90	2.30	1.40	-1.50	-21.40	-8.60	2.10	-1.90	10.40	6.00	7.40	4.90
2024-10	-12.10	0.90	-2.30	-1.80	-11.10	-9.80	-3.00	-2.30	14.00	6.50	2.00	4.50
2024-11	-15.20	-0.60	5.70	-1.50	-33.30	-14.20	-4.10	-2.40	5.00	6.10	4.80	4.50
2024-12	-7.60	-1.80	12.20	-0.60	-28.60	-14.50	4.40	-1.90	7.50	6.30	5.20	4.70
2025-02		-11.20		-4.90		-25.00		-6.30		3.80		6.30
数据来源:	国家统计局	引注:第	一列为当月	月同比,第	二列为累	计同比。						

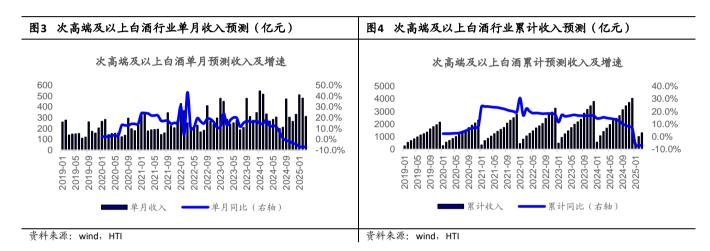
资料来源:wind,HTI



## 2. 消费行业收入跟踪及预测

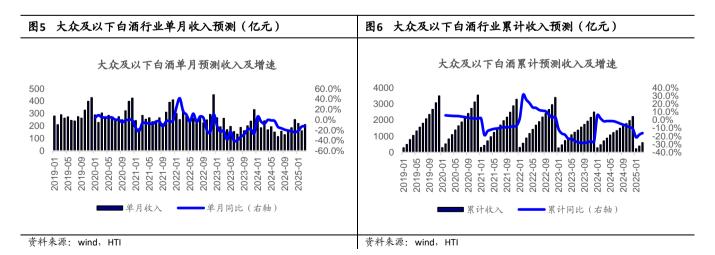
## 2.1 白酒: 次高端及以上——多数产品价格淡季不淡

3月国内次高端及以上白酒行业收入为 310 亿元,同比下滑 6.9%。1-3 月累计收入为 1300 亿元,同比下滑 6.9%。价格方面,3 月飞天茅台等超高端价位(2000 元以上)普遍下跌; 五粮液、国客 1573 等高端价位(700-2000 元)涨多跌少; 茅台 1935、梦之蓝 M6+、青花 20 等次高端价位(300-700 元)同样涨多跌少。库存方面,随着季末厂家发货到位,多数名酒库存较上月底小幅上升但低于去年同期。近期茅台公司高管走访 18 个省调研一季度市场情况,公司官微报道"茅台酒和酱香系列酒在各省市的动销增长,市场总体表现稳中有增,已圆满完成一季度各项销售指标"。经销商反馈,多数名酒企业的挺价措施延续。



## 2.2 白酒: 大众及以下白酒——多数产品价格继续承压

3 月国内大众及以下白酒行业收入为 210 亿元,同比下滑 12.5%。1-3 月累计收入为590 亿元,同比下滑 16.3%。从 24 年 2 月开始,连续 14 个月负增长。另据国家统计局数据,1-2 月白酒累计产量 66.3 万吨,累计同比下滑 11.2%。价格方面,海之蓝、古8、口子 10 等名酒产品 (300 元以下) 跌多涨少。库存方面,分化明显:名酒核心产品动销相对较快,目前库存多数健康;名酒开发产品和非名酒产品动销较慢,尽管经过较长时间去化,目前库存依然较大。

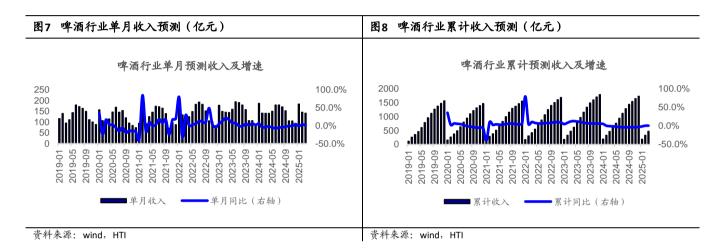


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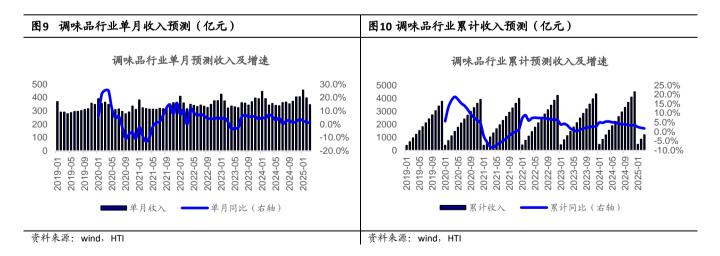
## 2.3 啤酒: 渠道库存健康化, 8-12 元价格带成增长主力

3月国内啤酒行业收入为 141 亿元,同比增长 0.7%。1-3 月累计收入为 469 亿元,同比增长 0.4%。2025 年 1-2 月,中国规模以上啤酒企业累计产量达 526.1 万千升,同比降幅 4.9%,啤酒消费淡季进入库存消化期。渠道反馈一季度主流啤酒厂商销量保持稳定,预计行业营收同比实现微幅提升。当前渠道库存普遍维持在 30-45 天区间,处于近五年同期低位。头部企业持续深化产品结构升级战略,喜力、U8、纯生、白啤等产品持续放量,8-10 元和 10-12 元价格带成为市场增长核心引擎。各厂商更加注重费用控制和管理精益,费用投放效率和组织效率提升。啤酒行业渠道结构正经历深度调整,非现饮渠道占比已近 60%,需重点关注: 1)餐饮夜场渠道复苏对利润弹性的拉动效应; 2)社区团购、即时零售等新兴渠道的渗透效率及品类创新效能,特别是低度化、健康化细分领域的产品迭代速度。



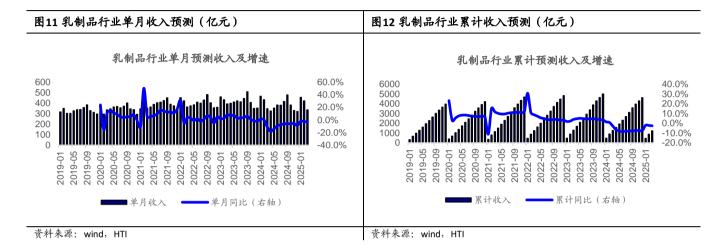
#### 2.4 调味品:复合调味品表现优于基础调味品,餐饮端需求未见改善

3月国内调味品行业收入为346亿元,同比增长1.0%。1-3月累计收入为1199亿元,增长1.7%。复合调味品增速高于基础调味品,复调产品逐渐打开B端市场以及线上渠道从而带动行业整体增长。基础调味品中高端产品与低端产品表现优于中端产品,C端产品呈现消费升级趋势,餐饮渠道中低端与低端产品增速更快。基础调味品头部厂商纷纷加大餐饮渠道投入,海天加大餐饮定制业务投入;厨邦加大餐饮渠道人力物力投入,厨师节等增加投放。



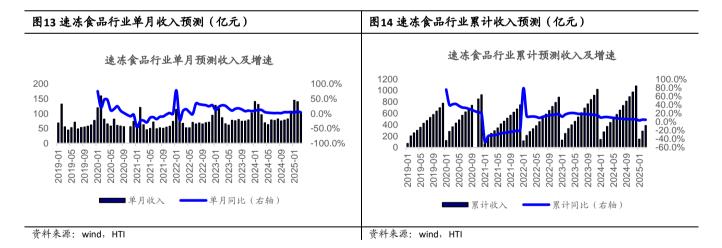
## 2.5 乳制品: 春节后进入淡季, 库存仍然良性

3月国内乳制品行业收入为335亿元,同比下滑3.5%。1-3月累计收入为1211亿元,同比下滑2.7%。3月乳品销售环比走弱,主因春节过后进入淡季。我们预计Q1主要厂商出货端低个位数下降,环比好于去年Q2-4。今年各厂商合理调降出货目标,渠道库存良性。根据渠道调研,经销商信心有所恢复,认为今年经营将好于去年。



## 2.6 速冻食品: 渠道和品类扩张或支撑增长, 传统品类需求承压

3 月国内速冻行业收入为 100 亿元,同比增长 4.0%。1-3 月累计收入为 385 亿元,同比增长 4.8%。一季度存在暖冬和春节前置等利空因素,使得传统的速冻产品如米面、火锅丸子等产品需求表现承压。目前头部厂商在渠道和品类方面加强布局,如千味央厨和立高食品在会员制商超、量贩零食等渠道寻求增量,安井食品也在 3 月份收购标的,进入冷冻烘焙赛道。

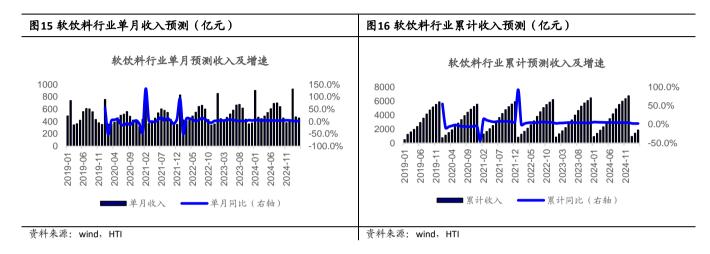


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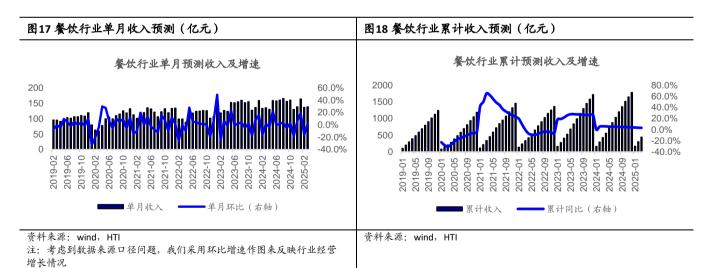
## 2.7 软饮料: 水头时间提前,抢占渠道库存

3月国内软饮料行业收入为 456 亿元,同比增长 2.2%。1-3 月累计收入为 1856 亿元,同比增长 2.1%。因高基数等原因,饮料行业 Q1 增速较去年转弱,但 3 月饮料行业增速环比 2 月有所提振,主因今年各家企业纷纷将水头时间提前,加快出货节奏,抢占渠道库存。各家企业加码冰冻化陈列,同时展开经销商和网点拓展等方面工作,积极备战旺季。但需要注意的是,今年全国气温较往年偏低,对饮料动销或有负向影响,可能造成渠道库存环比上升。



## 2.8 餐饮: 龙头企业店铺扩张助增长,同店表现未见改善

3月国内餐饮上市公司总计收入为 138亿元,同比增长 2.5%。1-3 月累计收入为 439 亿元,同比增长 3.0%。4Q24 以来龙头餐饮品牌调整竞争策略,上调部分产品价格,但客单价尚未出现明显回升,如百胜中国在 4Q24 期间实现系统销售额增长 4%,其中净新增门店贡献增长 5%。此外我们预计海底捞在 1Q25 期间翻台率同比表现平稳,但未见明显改善。广州酒家在 2024 年新设广州酒家、陶陶居餐饮店 8 家,完成收购陶陶居 5 家授权门店,从而实现餐饮业务同比+15.2%,为整体业绩带来提振。



## 3 风险提示

经济增长低于预期,收入增长缓慢,食品安全问题。

#### APPENDIX1

#### Summary

According to Haitong International's forecast, 5 of the 8 industries tracked in March 25 maintained positive growth and 3 had negative growth. Industries with single-digit growth include frozen food, catering, soft drinks, condiments and beer; Single-digit declines include sub-high-end and above liquor and dairy products; Double-digit declines in mass liquor and below. Compared with the previous month, the growth rate of 5 industries deteriorated, and the growth rate of 3 industries improved. Although there has been no significant increase in overall demand, there has been no significant decline either. The decline in liquor and dairy data is partly due to cyclical surpluses on the supply side, which is expected to gradually ease in the second half of this year. In the context of increasing uncertainty in the domestic and foreign economic environment, mandatory consumption is a certainty in the midst of uncertainty.

Risks: The economic growth is lower than expected, the income growth is slow, and food safety issues.



#### 附录 APPENDIX

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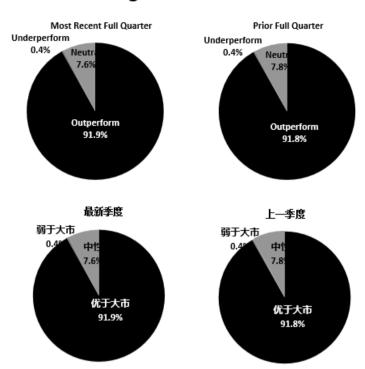
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## **Ratings Distribution**



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	优于大市	中性	弱于大市
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投资银行客户*	2.1%	2.2%	0.0%

<sup>\*</sup>在每个评级类别里投资银行客户所占的百分比。

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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*	2.1%	2.2%	0.0%

<sup>\*</sup>Percentage of investment banking clients in each rating category.

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