

China

Overweight (no change)

Highlighted companies

Anta Sports ADD, TP HK\$134.0, HK\$78.4 close

We keep our Add call as we believe Anta Group has the potential to improve its store efficiency and margins over the next 3-5 years. Re-rating catalysts are better Amer sales and profitability in FY24F and better overall 1Q24F retail sales.

Kweichow Moutai ADD, TP Rmb2,266, Rmb1,706 close

We reiterate our Add call for Moutai as we expect its direct sales channel expansion to continue to drive sales growth. A key re-rating catalyst is stronger than-expected direct sales in FY24F.

ADD, TP HK\$460.0, HK\$325.0 close

We reiterate Add as we believe the company will continue to benefit from strong travel demand and improved efficiency (with its recently launched AI tools). Key re-rating catalyst: better outbound travel recovery.

Summary valuation metrics

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P/E (x)	Dec-23F	Dec-24F	Dec-25F
Anta Sports	21.09	18.06	15.43
Kweichow Moutai	29.16	24.98	21.75
Trip.com	20.36	18.52	15.70
P/BV (x)	Dec-23F	Dec-24F	Dec-25F
Anta Sports	4.91	4.10	3.44
Kweichow Moutai	8.99	7.49	6.30
Trip.com	1.57	1.43	1.29
Dividend Yield	Dec-23F	Dec-24F	Dec-25F
Anta Sports	1.47%	1.72%	2.01%
Kweichow Moutai	1.78%	2.08%	2.39%
Trip.com	0.00%	0.00%	0.00%

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Consumer - Overall

Encouraging Spring Festival consumption

- The 2024 Spring Festival holiday (10-17 Feb 2024) saw strong consumption momentum in terms of traffic volume and overall spending.
- We expect service consumption to continue to lead overall consumption in China in 2024F, mainly driven by tourism and catering sectors.
- Reiterate Overweight on China's consumer sector. Our top picks are Trip.com, Anta, Moutai, Proya, Haidilao, PDD, Tencent and New Oriental.

Strong domestic tourism demand during the Spring Festival

According to the Ministry of Culture and Tourism, during the 2024 Spring Festival, domestic travel volume reached 474m people, up 34.3% yoy and 19% vs. the Spring Festival in 2019, while domestic travel spending hit Rmb632.7bn, up 47.3% yoy and 7.7% vs. 2019's Spring Festival. The domestic market hit a new high for both airfare prices and ticketing volumes compared to 2023's Spring Festival and key holidays (i.e. Labour Day and National Day holidays), with average airfare price reaching Rmb1.064 during the 2024 Spring Festival, up 62% yoy and 19% vs. 2019. According to Trip.com, flight ticket orders saw a sharp increase during the Spring Festival 2024. Trip.com data also showed rising tourism demand in lower tier cities. According to Mafengwo, long-distance travel accounted for more than 65% of its bookings, with over 70% of tourists staying for more than 4 days. Mafengwo also showed that "family groups" were the main Spring Festival travellers, accounting for 45%.

Increased visits to Southeast Asia, driven by visa-free policy

Based on Ministry of Culture and Tourism data, outbound travel volume reached 3.6m people while inbound travel volume was 3.23m people. According to Variflight, outbound travel airfare prices rose 7% vs. 2019 (down 49% yoy due to increase in routes), and the overall outbound flight capacity was still below 2019's level at c.70%. Southeast Asia countries were still the top outbound travel locations. China Eastern Airline added 15 new international routes for the 2024 Spring Festival, focused on Southeast Asia destinations. Thanks to favourable visa-free policies, Singapore, Malaysia and Thailand saw an increase in travellers from China during the Spring Festival. Other Asian countries, like Japan, South Korea and Macau/HK, also registered a solid rebound in tourism during the Spring Festival, according to Variflight. HK's Immigration Office recorded 1.3m people travelled to HK over 10-16 Feb, almost back to 2019's level, of which 87.7% were from mainland China.

China box office soared during Spring Festival

China's box office revenue during the Spring Festival holiday in 2024 totalled Rmb8.01bn from 10 to 17 Feb (vs Rmb7.84bn in 2021), setting a new record, up 18.5% yoy, according to China Film Administration. Number of theatre-goers reached 163m (vs 160m in 2021). up 26.4% yoy during the 2024 Spring Festival. According to box office tracker Dengta Data, the top three movies over the Spring Festival in terms of revenue were all domestic productions: "YOLO" recorded more than Rmb2.7bn revenue as of 17 Feb, with "Pegasus 2" in second, and "Boonie Bears: Time Twist" in third. About 51% of the box office revenue was from the third and lower tier cities during the 2024 Spring Festival.

China duty-free sales picking up, driven by rising traffic

Duty-free sales surged in Hainan this Spring Festival holiday to total Rmb2.2bn, up 42% yoy, according to data from Haikou Customs. The number of duty-free shoppers in Hainan was up 71% vov. with average spending of Rmb8.235 per person, higher than that during Labour Day and National Day holidays in 2023. We expect this to benefit China Duty Free (601888 CH, Add, TP: Rmb120, CP: Rmb84.5) given its new cosmetics shopping centre in Haitangwan and duty-free store in Sanya Phoenix Airport opened in 2H23.

Reiterate Overweight on China's consumer sector

We believe tourism and catering will continue to lead overall consumption recovery in 2024F. We also believe pent-up demand for outbound travel remains strong and reiterate Overweight on China consumer sector. A positive catalyst is stronger-than-expected consumption spending in 1Q24F. Downside risks include 1) weak macroeconomic factors, impacting consumption, and 2) rising distribution expenses ratio.

Figure 1: Strong recovery in consumption over Spring Festival in 2024

Date	2023/1/21~2023/1/27	2023/4/29~2023/5/3	2023/9/29-2023/10/6	2024/2/10~2024/2/17
Festival	Chinese New Year	Labor Day	Mid-autumn and National Day	Chinese New Year
Traffic (mn ppl)	308.0	274.0	826.0	474.0
Recovery level vs.2019	88.6%	119.1%	104.1%	119.0%
Sales (Rmb bn)	375.8	148.0	753.4	632.7
Recovery level vs.2019	73.1%	100.7%	101.5%	107.7%
Consumption/pp (Rmb)	1,220	540	912	1,335
	SOURCES: CGIS RESEARCH; MINISTRY OF CULTURE AND TOUR			





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636 companies under coverage for quarter ended on 31 Dec 2023			
	Rating Distribution (%)	Investment Banking clients (%)	
Add	67.5%	1.3%	
Hold	22.5%	0.0%	
Reduce	10.1%	0.2%	





Recommendation Framework Stock Ratings Definition: Add The stock's total return is expected to exceed 10% over the next 12 months. Hold The stock's total return is expected to be between 0% and positive 10% over the next 12 months. The stock's total return is expected to fall below 0% or more over the next 12 months. Reduce The total expected return of a stock is defined as the sum of the: (i) percentage difference between the target price and the current price and (ii) the forward net dividend yields of the stock. Stock price targets have an investment horizon of 12 months. **Sector Ratings** An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation. Overweight Neutral A Neutral rating means stocks in the sector have, on a market cap-weighted basis, a neutral absolute recommendation. An Underweight rating means stocks in the sector have, on a market cap-weighted basis, a negative absolute recommendation. Underweight Definition: **Country Ratings** Overweight An Overweight rating means investors should be positioned with an above-market weight in this country relative to benchmark. Neutral A Neutral rating means investors should be positioned with a neutral weight in this country relative to benchmark. An Underweight rating means investors should be positioned with a below-market weight in this country relative to benchmark. Underweight

Analyst Certification

The analyst who is primarily responsible for the content of this report, in whole or in part, certifies that with respect to the securities or issuer covered in this report: (1) all of the views expressed accurately reflect his or her personal views about the subject, securities or issuer; and (2) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific views expressed by the analyst in this report.

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