CMB International Global Markets | Equity Research | Sector Update

# **Consumer Discretionary**

### Constructive trend in S-R but cautious in L-R

The consumption trend in Apr 2025 improved MoM across most sub-sectors compared to Mar 2025. Numbers during the 2025 5-1 holidays either maintained this trend or further improved, mainly thanks to: 1) a low base, 2) improving weather conditions, 3) longer holidays compared to last year, and 4) fairly robust inbound tourism growth. By subsector, apparel and tourism-hotel outperformed our expectations, sportswear and home appliances met expectations, while catering lagged behind. In the short run, our outlook for May 2025 and 2Q25E remains slightly positive, primarily because: 1) the low base is starting to drive a structural rebound in some sub-sectors, 2) discounts and promotions have been reduced as many industry leaders become more rational, 3) the weather is improving, and 4) e-commerce platforms like JD and Taobao/Tmall have all increased their subsidies. If there is any major market crash, we think that could be a good time to add positions in the leading brands. In the medium to long run, we remain very cautious and will continue to monitor the impact of the trade war on demand, the strength of potential government policy support, and the potential slowdown in growth from online channels like Douyin. For certain sub-sectors such as exports, manufacturing, and home appliances, we remain very conservative given the ongoing tensions between the US and China. Our top picks include: Luckin Coffee (LKNCY US, BUY), DPC Dash (1405 HK, BUY), Yum China (9987 HK/ YUMC US, BUY), Anta Sports (2020 HK, BUY), Atour Hotel (ATAT US, BUY), and JS Global (1691 HK, BUY).

Domestic tourism volume/ spending during 2025 5-1 holidays have reached a record high/ second-best level in history, even though the spending power per person is still slightly below the 2019 level. Based on data from the Ministry of Culture and Tourism/文化和旅游部, during the 5-1 golden week holidays, the domestic tourism volume increased by 6.4% YoY to 314mn, mildly accelerating from the 5.7% growth in the 2025 CNY holidays. And the recovery rate reached 136% of the level in 2019 (a record high level), improved markedly from the 118%/ 121% during Ching Ming Festival/ CNY holidays. Domestic spending increased by 8.0% YoY to RMB 180.3bn, also accelerating from the 7.0% in CNY holidays. And the recovery rate was at 123% vs 2019 (already the second-best level in history), similar to 120% during the Ching Ming Festival and a bit below the 132% during CNY holidays. However, tourism spending per person only increased by 1.5% YoY to RMB 574 and recovered to only 95% of the level in 2019, below the 114% in Ching Ming Festival and slightly better than the 89% in CNY holidays. We believe this set of numbers was fairly constructive, and inline with our already positive expectation. The major drivers, in our view, are: 1) extended holidays and optimized leave arrangements, 2) relaxed policies for inbound travel, 3) various government subsidies (esp. for the home appliances and electronics), 4) subsidies and promotions offered by various e-commerce platforms, and 5) favourable weather conditions, etc. For spending power, the trend has been guite stable since the start of 2025 (including this 5-1 holidays), and we believe that is a mixture of: 1) rather flattish hotel RevPAR and air-ticket prices, 2) limited promotions or discounts by many consumer brands, as well as 3) rather stable movie ticket prices (which dropped by only 2% to RMB 39.6, even though the box office tanked by 51%). Overall, we think the trend of consumption trade-down still exists, but the magnitude has stabilized significantly vs last year.



### MARKET-PERFORM (Maintain)

## China Consumer Discretionary Sector

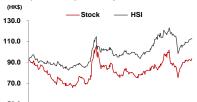
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15.0 5/2024 7/2024 9/2024 11/2024 1/2025 3/2025

Source: Bloomberg, CMBIGM estimates

#### Anta (2020 HK) share price



5/2024 7/2024 9/2024 11/2024 1/2025 3/2025

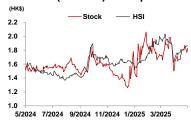
Source: Bloomberg, CMBIGM estimates

### Atour (ATAT US) share price



Source: Bloomberg, CMBIGM estimates

### JS Global (1691 HK) share price



Source: Bloomberg, CMBIGM estimates



- Growth of the number of cross-regional passengers kept on accelerating, to 7.9% during the 2025 5-1 holidays, mostly driven by inbound tourism, and airplane and boat by type of transportation. Based on data from the Ministry of Transport/ 交通运输部, during the 2025 5-1 golden week holidays (five days, from 1 May to 5 May), the daily average cross-regional passengers increased by about 8% YoY, speeding up from the 7% and 6% in Ching Ming Festival and CNY holidays. By type of transportation, the growth rate was 10.8%/7.6%/23.8%/11.8% for railway/road/boat/airline. We are delighted to see traffic growth continue to improve so far in 2025, and we believe various factors like: 1) extended holidays, 2) relaxed policies for inbound travel plus the mild CNY depreciation (number of inbound tourists has already surged by more than 100% YoY) have all played an important part.
- The movie box office dropped sharply and reached a historical low since 2016. According to real-time data from Maoyan/ 猫眼, the total box office during the 2025 5-1 holidays was only at RMB 747mn, down by about 51% YoY, even worse than the 1% growth during the 2025 CNY holidays. The number of viewers was at 18.9mn, also down by 50% YoY while the ticket size was at RMB 39.6, decreasing only by 2% vs last year. While it is true that the tourism volume surged and even reached a record high, consumers/ tourists are also becoming more rational and picky nowadays about the different forms of entertainment; therefore, even though spending per person remained largely unchanged, the competition is still intensive, in our view.
- Apparel, tourism-hotel beat, sportswear and home appliances inline, while catering missed, in our view. In terms of sub-sectors, we believe the apparel and tourism-hotel sectors during the 5-1 golden week holidays exceeded our expectations, while the sportswear and home appliances sectors were inline, and the catering sector lagged behind our expectations.

### By subsector,

Sportswear (Maintain OUTPERFORM). We estimate average retail sales growth for sportswear industry in Apr 2025 to be MSD, an improvement over Mar 2025's LSD growth and similar to the level in Jan-Feb 2025. According to our channel check, performance during the 5-1 holidays was even better, with MSD to HSD growth, in line with our optimistic expectations. This was mainly due to 1) a lower base and 2) improved weather (warmer in northern and eastern China, benefiting summer wear sales, cooler in southern China, which helped clear inventory). By brand, On and Kolon saw robust growth (over 100%), Descente (over 50%), Arc'teryx, Salomon, and Saucony (over 30%), Adidas (over 10%), and Anta also recorded HSD growth. FILA, Xtep, 361°, and Li Ning were around MSD, and Nike resumed positive growth. However, discounts deepened YoY in Apr 2025 and widened during 5-1 holidays from the level in 1Q25, likely in an effort to drive better sales growth. Nevertheless, overall industry inventory remains healthy, so we believe risks are not high at the moment.

Looking ahead to 2Q25E, we remain optimistic because: 1) retail sales growth is still healthy and in line with our expectations, and with management's highly conservative FY25 guidance, the probability of missing expectations looks low; 2) futures trade fair order growth is not too quick, so future inventory pressure is expected to be manageable. We will continue to monitor discount levels and the impact of the trade war on demand, and anticipate strong government policy support.



We recommend investors to increasing positions in various leaders. Our top pick remains Anta Sports (2020 HK, BUY), due to: 1) strong growth in outdoor brands, 2) store upgrades to attract and expand different customer groups, and 3) a positive outlook for new products from both Anta (including running, basketball, and training) and FILA. Li Ning (2331 HK, BUY) as well as distributors like Topsports (6110 HK, HOLD) have started to show signs of stabilization, so we can wait and prepare for a potential recovery.

Apparel (Maintain MARKET-PERFORM). The sector's average retail sales growth in Apr 2025 was at around MSD, a clear acceleration from Mar 2025. 5-1 holiday performance remained strong, mainly due to improved weather (warmer in northern and eastern China, benefiting summer wear sales; cooler in southern China, helping clear inventory), which was better than expected. Among major brands, Bosideng, China Lilang, and JNBY all performed well, with HSD or higher growth, outperforming the sector average. Looking ahead to 2Q25E, we remain cautious, mainly due to concerns that e-commerce growth may continue to slow, and that if sales growth underperforms, deeper discounts may be needed to clear inventory, putting more pressure on margins.

Currently, we prefer China Lilang (1234 HK, BUY), as menswear has generally outperformed womenswear YTD and market expectations for the menswear segment are lower. We remain cautiously optimistic on Bosideng (3998 HK, BUY), expecting results to meet expectations, with a high dividend yield and low downside risk. We are slightly more cautious on JNBY (3306 HK, BUY), as high-end brands are more likely to be affected in a weak macro environment.

**Catering (Maintain OUTPERFORM).** In Apr 2025, the industry average SSS declined by about MSD, a slight improvement from Mar 2025's MSD to HSD decline and similar to 1Q25, indicating a stabilization in recovery rate. We estimate 5-1 holidays performance to be similar to April, with a MSD decline, and prices likely to have stayed flattish YoY. The decline was mainly due to lower customer traffic, slightly below our 2Q25E expectations, but as the MoM improvement trend continues, we are still optimistic on the sector. By brand, Domino's, KFC, and Pizza Hut performed well, followed by Haidilao; other brands (Jiumaojiu, Tai Er, Xiabu Xiabu, Coucou) were weaker, but still looked better than in 1Q25.

Looking ahead to 2Q25E, despite concerns about the trade war's impact on demand (as well as the potential government policy support), we remain positive as the industry landscape is still improving, because of: 1) much milder ASP declines for many brands, indicating less intense price wars and reduced margin pressure, 2) reductions in restaurant supply. As competition eases, ongoing improvements in discounting and margins, along with a potential return to positive SSSG, could bring significant operating leverage and margin expansion. We believe now is still a good time to invest in leading catering companies.

For tea drinks and coffee, industry average SSS in Apr 2025 grew by about MSD, a slight acceleration from Mar 2025's LSD growth, mainly driven by warmer weather, price increases, and fewer discounts. By brand, Guming performed best due to popular collaborations, followed by Mixue Bingcheng and Luckin Coffee (both estimated at MSD to HSD same-store growth), then Starbucks and Chabaidao, with Nayuki and BaWangChaJi lagging. Looking ahead to 2Q25E, although the base is higher than in 1Q25, growth should continue, especially with strong subsidies from JD.com.

Our top pick remains Luckin Coffee (LKNCY US, BUY), as we expect demand to improve, competition to ease, and continued improvements in discounting and average prices to drive SSS recovery. With good cost and store efficiency management, margins are expected to rise. Yum China (9987 HK/ YUMC US, BUY) is also recommended for its strong shareholder return program. DPC Dash (1405 HK, BUY) may face high base risk for SSS in the short term, but we remain positive on its medium- to long-term outlook.

Tourism-hotel (Maintain MARKET-PERFORM). In Apr 2025, average industry RevPAR declined by a LSD, improved from March's HSD drop, 5-1 holidays performance was strong, with estimated double-digit growth, mainly due to 1) longer holidays and 2) robust inbound tourism, in line with our already optimistic 2Q25E outlook. ADR remained stable, with growth mainly driven by OCC. By price range, high-end and upper-midscale hotels performed better, while midscale and economy hotels were average. Lowertier cities outperformed higher-tier cities, and leisure travel demand outpaced business travel, though both grew YoY. In the short term, we remain positive for 2Q25E, expecting RevPAR growth to turn positive, as 5-1 holidays' outperformance indicates strong consumer demand. For 2H25E, our view is quite neutral, considering: 1) industry supply growth is slowing (hotel count growth around 5% YoY, fewer new signings, and a pause in office-to-hotel conversions), but the inflection point may come at year-end or next year; 2) demand uncertainty (we expect more government policies to boost consumption and tourism, but whether these can offset trade war risks remains uncertain).

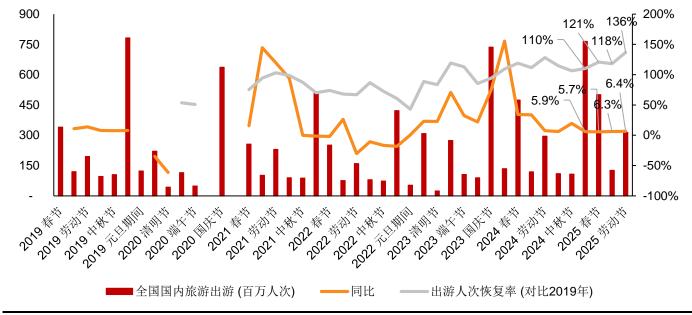
We continue to favor Atour Hotel (ATAT US, BUY) for its improving uppermidscale and business travel demand, as well as the rapid retail business growth.

Home appliances (Maintain MARKET-PERFORM). In Apr 2025, overall home appliances retail sales growth across all channels was 10%+, slower than Mar 2025's 20%+ and Feb 2025's 70%+, but still in line with our expectations. By product, air conditioners remained the best performer, while refrigerators and washing machines were similar. ASPs have been flat YoY since the beginning of 2025, with no further increases. Looking ahead to 2Q25E, brand sales should remain robust due to channel restocking demand, but we are turning more cautious as Apr 2025's sales growth already slowed and ASPs did not increase, indicating that despite subsidy stimulus, demand is weakening. Entering 2H25E, the high base may become more apparent, making further growth difficult. For FY25E, we remain cautious because: 1) government subsidies may be diluted by small appliances (such as water purifiers, dishwashers, rice cookers) and other electronics (such as smartphones and tablets), 2) export growth will slow as the high base effect emerges, and 3) higher US tariffs will negatively impact sales, volume growth, and margins.

We are currently more positive on JS Global (1691 HK, BUY), mainly due to the company's intrinsic value, including strong cash flow and robust growth of SharkNinja in the Asia-Pacific region.

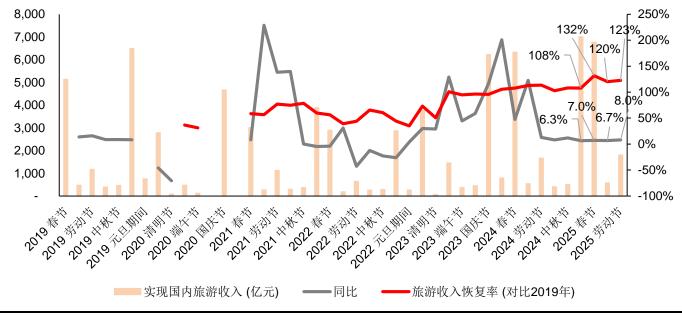


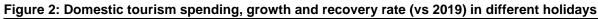
### **Focus Charts**





Source: Ministry of Culture and Tourism/ 文化和旅游部, CMBIGM estimates





Source: Ministry of Culture and Tourism/ 文化和旅游部, CMBIGM estimates



### Figure 3: Key sales figures and details during 2025 5-1 Golden Week Holidays

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地区	行业	主要销售数据和信息	同比增長 <sup>増</sup> 長率 (℁) ▼s 2019	时间	来源
全国	旅游	全国国内出游3.14亿人次	6.4%	五一假期五日	文化和旅游部
全国	旅游	国内出游总花费1802.69亿元	8.0%	五一假期五日	文化和旅游部
全国	客运量	全社会跨区域人员流动量超14.65亿人次	7.9%	五一假期五日	交通运输部
全国	客运量	铁路客运量10170万人次	10.8%	五一假期五日	交通运输部
全国	客运量	公路跨区域人员流动量134448万人次	7.6%	五一假期五日	交通运输部
全国	客运量	水路客运量861万人次	23.8%	五一假期五日	交通运输部
全国	客运量	民航客运量1115万人次	11.8%	五一假期五日	交通运输部
全国	零售和餐饮	全国重点零售和餐饮企业销售	6.3%	五一假期前四天	商务部
全国	餐饮	重点监测餐饮企业销售	8.7%	五一假期前四天	商务部
全国	家电	重点监测零售企业家电销售	15.5%	五一假期前四天	商务部
全国	汽车	重点监测零售企业汽车销售	13.7%	五一假期前四天	商务部
全国	通讯器材	重点监测零售企业通讯器材销售	10.5%	五一假期前四天	商务部
全国	体育娱乐	重点监测零售企业体育娱乐用品销售	14.8%	五一假期前四天	商务部
全国	智能家居	电商平台智能家居产品销售	超20%	五一假期前四天	商务部
全国	全行业	全国综合零售销售	28.7%	五一假期五日	国家税务总局
全国	百货	线下百货零售销售	34. 5%	五一假期五日	国家税务总局
全国	超市	线下超市销售	8.9%	五一假期五日	国家税务总局
全国	全行业	线上互联网零售业销售	34. 7%	五一假期五日	国家税务总局
全国	消费	消费相关行业销售	15.2%	五一假期五日	国家税务总局
全国	家电	家用电器和音像器材销售	167.5%	五一假期五日	国家税务总局
全国	家电	冰箱、洗衣机等日用家电零售销售	169.8%	五一假期五日	国家税务总局
全国	家电	电视机等家用视听设备零售	153.1%	五一假期五日	国家税务总局
全国	通讯器材	智能手机等消费电子产品销售	118.0%	五一假期五日	国家税务总局
全国	家具	家具销售	170.0%	五一假期五日	国家税务总局
全国	卫生洁具	卫生洁具销售	68.7%	五一假期五日	国家税务总局
全国	厨具	厨具销售	30.1%	五一假期五日	国家税务总局
全国	灯具	灯具销售	15.7%	五一假期五日	国家税务总局
全国	珠宝首饰	珠宝首饰销售	14. 4%	五一假期五日	国家税务总局
全国	旅游	旅游游览和娱乐服务销售	6.1%	五一假期五日	国家税务总局
全国	旅游	名胜风景区销售	42.7%	五一假期五日	国家税务总局
全国	旅游	休闲观光服务销售	65. 6%	五一假期五日	国家税务总局
全国	旅游	公园景区服务销售	11.1%	五一假期五日	国家税务总局
全国	全行业	微信支付消费笔数	10.0%	五一假期五日	微信
全国	餐饮	微信支付交易笔数	12.3%	五一假期五日	微信
全国	电影	全国电影票房为7.47亿元	- 51. 1%	五一假期五日	猫眼专业版
全国	电影	观影人次为1889.5万	- 50. 0%	五一假期五日	猫眼专业版
全国	旅游	出境微信支付交易笔数	37.0%	五一假期五日	微信
全国	旅游	外籍用户在境内消费笔数、金额	200.0%	五一假期前三天	微信
全国	旅游	港人北上到内地消费笔数	100.0%	五一假期五日	微信
全国	旅游	边检1089.6万人次中外人员出入境,日均217.9万人次	28.7%	五一假期五日	国家移民管理局
全国	旅游	内地居民出入境577.8万人次	21.2%	五一假期五日	国家移民管理局
全国	旅游	港澳台居民出入境400.3万人次	37.1%	五一假期五日	国家移民管理局
全国 全国	旅游 旅游	外国人出入境111.5万人次 入境外国人中,适用免签政策入境38万人次	43.1% 72.7%	五一假期五日 五一假期五日	国家移民管理局 国家移民管理局
全国 全国	旅游	查验出入境交通运输工具45.6万架(艘、列、辆)次	18.1% 130.0%	五一假期五日 五一假期五日	国家移民管理局   携程
		入境游订单量	20.0%		
全国	旅游	出境游订单量		五一假期五日	携程
全国	旅游	机票预订出游人次	25.0%	五一假期五日	途牛旅遊
全国	住宿	酒店预订出游人次	15.0%	五一假期五日	途牛旅遊
全国	旅游	火车票预订出游人次	10.0%	五一假期五日	途牛旅遊
全国	旅游	境内自驾游出游人次	40.0%	五一假期五日	途牛旅遊
全国	旅游	出境自由行出游人次	23.0%	五一假期五日	途牛旅遊
全国	旅游	出境跟团游出游人次	18.0%	五一假期五日	途牛旅遊
全国	住宿	四星级酒店预订热度	54.0%	五一假期五日	同程旅游
全国	住宿	五星级酒店预订热度	28.0%	五一假期五日	同程旅游
全国	住宿	低星级酒店预订热度	24.0%	五一假期五日	同程旅游

Source: Ministry of Culture and Tourism/ 文化和旅游部, Ministry of Commerce/商务部, State Administration of Taxation/ 国家税务总局, WeChat, Maoyan, National Immigration Administration/ 国家移民管理局, Ctrip, Tuniu, Tongcheng, CMBIGM estimates



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