

11 月制造台企营收表现分化，lululemon 北美仍承压、CEO 将于 26 年 1 月卸任

纺织服装业

Kai Sheng
k.sheng@htisec.com

本报告导读：

11 月制造台企营收表现分化。25Q3 lululemon 业绩超预期，中国大陆市场领增，北美市场仍承压。lululemon CEO 将于 26 年 1 月卸任，预计 26 春季新品占比达到 35%。

投资要点：

- **投资建议：**外需短期仍待观察 25Q4 北美在假日旺季、高基数、品牌关税后提价等多重因素下的表现韧劲，投资排序优先外贸、其次内需。展望 2026，出口制造板块的业绩修复逻辑相对更清晰，主要基于三方面因素：①出口美国关税政策落地，产业发展方向具备一定的可见性；②与品牌共担关税压力显著减轻；③产线分配优化及产能爬坡推进，效率持续改善。推荐华利集团、九兴控股、申洲国际、超盈国际控股。品牌端看好三条主线：①家纺：大单品策略有望激发换新需求并带动传统产品连带销售，经销商库存处于低位或推动订货回暖，推荐罗莱生活、水星家纺、富安娜；②轻奢：客群结构变化叠加产品创意驱动形成结构性增长机会，推荐普拉达、新秀丽；③低估值高股息：建议关注业绩假设稳健且运营能力较强的企业，推荐波司登、江南布衣、滔搏。
- **11 月制造台企营收表现分化。**2025 年 11 月，制造台企裕元/丰泰/钰齐/志强/来亿/儒鸿单月营收同比分别-2.4%/-11.8%/+6.6%/+3.1%/-5.8%/+1.5%，1-11 月累计营收同比分别+0.9%/-4.9%/+21.2%/+14.7%/+6.2%/+3.8%。各家企业之间表现分化：丰泰、来亿环比上月走弱主因去年同期基数升高，裕元、志强、儒鸿虽相比上月有所改善但主要受到去年同期基数走低影响，且改善幅度相对有限。10 月各家企业单月营收同比分别-7.7%/-2.3%/+10.8%/-3.0%/+4.0%/-6.9%，2024 年 11 月各家企业单月营收同比分别+17.0%/+10.9%/-3.7%/+9.2%/+37.0%/-3.8%。
- **25Q3 lululemon 业绩超预期，中国大陆市场领增。**25Q3（截至 11 月 2 日三个月）lululemon 收入 25.7 亿美元，同比上升 7%，超彭博一致预期 24.8 亿美元；归母净利 3.1 亿美元，同比下降 12.8%，超彭博一致预期 2.6 亿美元。分地区看，Q3 美洲/中国大陆/其他地区收入中性同比分别-2%/+47%/+19%（Q2 分别为+1%/+24%/+15%）。Q3 美洲/中国大陆/其他地区同店中性同比分别-5%/+25%/+9%（Q2 分别为-3%/+16%/+9%）。中国大陆市场表现优异，消费者对于品牌尤其是户外产品反馈良好，叠加双十一提前日历效应；美洲尤其是美国市场（Q3 收入-3%）跌幅扩大，主要是休闲品类承压，跑步/训练/户外等核心品类仍有正增长。Q3 毛利率同比下降 2.9pct，关税影响 2pct、打折影响 0.9pct，好于此前指引，主要得益于收入增长、关税影响、成本控制等因素均好于预期。
- **lululemon CEO 将于 26 年 1 月卸任，预计 26 春季新品占比达到 35%。**现任 CEO Calvin McDonald 宣布将于 26 年 1 月 31 日卸任。公司美洲市场持续承压、当前正处革新阶段，共有三个抓手：1）产品革新，预计 26 春季新品占比将达到 35%，并将重点关注训练品类，此外将主线产品开发周期由 18-24 个月缩短为 12-14 个月，并强化 6-8 周快反补单能力；2）产品推广，优化品牌营销与购物体验，尤其是线下渠道增加新品曝光度；3）运营效率提升。当前美国服装市场竞争激烈，公司持续观察到消费降级趋势、消费者追求性价比。公司对美国感恩节购物季销售表现感到满意，认为 Q4 美国趋势环比 Q3 将有好转。公司上调 25 全年收入中性增速指引至 5-6%（此前为 4-6%），其中美国市场指引-2%~-1%不变，中国市场指引预计将达到或超过 20-25% 高位。
- **风险提示：**终端消费意愿不及预期，原材料价格波动，行业竞争加剧。

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目录

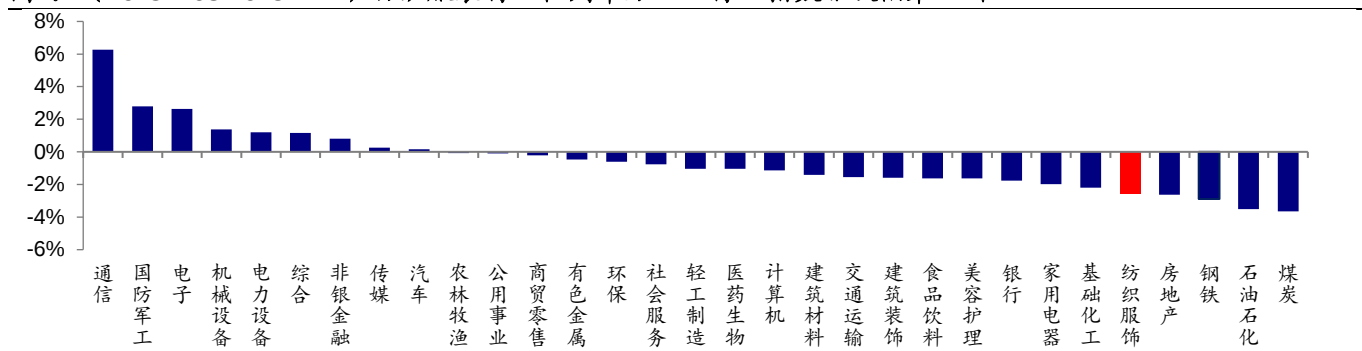
1. 行情回顾	3
1.1. 上周 A 股市场行情表现	3
1.2. 上周港股市场行情表现	4
1.3. 推荐标的盈利预测估值	5
2. 行业数据跟踪	5
2.1. 10 月我国服装类零售增长 6.8%，11 月我国纺服出口下降 5.2%	5
2.2. 原材料价格跟踪	6
3. 重点公告及新闻	7
3.1. 公司公告	7
3.2. 行业新闻	7
4. 风险提示	8

1. 行情回顾

1.1. 上周 A 股市场行情表现

上周（20251208-20251212）申万纺织服饰板块下跌 2.57%，跑输沪深 300 2.49 个百分点，在 31 个申万一级行业中位列 27 位。其中纺织制造板块下跌 2.20%，服装家纺板块下跌 2.74%。个股方面，丽人丽妆、九牧王、万事利、七匹狼、锦泓集团涨幅居前；棒杰股份、龙头股份、南山智尚、如意集团、华斯股份等个股跌幅靠前。从 PE 估值水平来看，纺织服饰板块目前 PE 估值 20.01 倍（TTM，剔除负值，下同），低于历史均值，历史均值为 24.67 倍，其中纺织制造板块 20.66 倍，服装家纺板块 18.89 倍。

图1: （20251208-20251212）纺织服装行业位列申万一级行业指数涨跌幅第 27 位



数据来源: Wind, HTI

表1: （20251208-20251212）A 股涨跌幅前五公司信息汇总

排名	股票代码	股票名称	涨跌幅 (%)	收盘价 (元)	总市值 (亿元)
涨幅前五	605136.SH	丽人丽妆	13.44	11.9	47.65
	601566.SH	九牧王	12.16	15.03	86.37
	301066.SZ	万事利	11.26	17	39.94
	002029.SZ	七匹狼	10.01	11.76	82.91
	603518.SH	锦泓集团	7.61	10.46	36.12
跌幅前五	002634.SZ	棒杰股份	-18.14	5.1	23.43
	600630.SH	龙头股份	-15.04	9.21	39.13
	300918.SZ	南山智尚	-13.28	15.54	78.65
	002193.SZ	如意集团	-12.04	5.26	13.77
	002494.SZ	华斯股份	-8.74	5.01	18.90

数据来源: Wind, HTI

图2: 纺织服饰板块 2025/12/12 PE 估值 20.01 倍, 低于历史平均水平 (TTM, 剔除负值)



数据来源: Wind, HTI

1.2. 上周港股市场行情表现

上周恒生指数下跌 0.42%，个股方面，冠城钟表珠宝、思捷环球、维珍妮、互太纺织和李宁涨幅位居前五，分别增长 13.17%、10.09%、8.42%、6.62%和 4.68%；千百度、周大福、九兴控股、波司登和慕尚集团控股跌幅位居前五，分别下跌 10.11%、5.68%、3.49%、3.44%和 3.23%。

表2: (20251208-20251212) 港股涨跌幅前五公司信息汇总

排名	股票代码	股票名称	涨跌幅 (%)	收盘价 (港元)	总市值 (亿港元)
涨幅前五	0256.HK	冠城钟表珠宝	13.17	0.23	10.10
	0330.HK	思捷环球	10.09	1.20	3.40
	2199.HK	维珍妮	8.42	2.23	27.30
	1382.HK	互太纺织	6.62	1.27	17.65
	2331.HK	李宁	4.68	17.68	456.99
跌幅前五	1028.HK	千百度	-10.11	0.80	19.94
	1929.HK	周大福	-5.68	13.12	1294.34
	1836.HK	九兴控股	-3.49	15.75	132.25
	3998.HK	波司登	-3.44	4.77	556.61
	1817.HK	慕尚集团控股	-3.23	0.30	2.85

数据来源: Wind, HTI

1.3. 推荐标的盈利预测估值

表3: 推荐标的盈利预测估值

证券代码	证券简称	收盘价 (元)	总市值 (亿元)	归母净利润 (亿元)			PE			投资评级
				2025E	2026E	2027E	2025E	2026E	2027E	
300979.SZ	华利集团	59.8	698.0	32.5	38.3	45.1	21	18	15	优于大市
1836.HK	九兴控股	15.8	120.1	11.1	12.7	14.1	11	9	9	优于大市
2313.HK	申洲国际	62.6	853.6	66.6	73.6	82.5	13	12	10	优于大市
2111.HK	超盈国际控股	3.3	31.1	5.4	5.9	6.3	6	5	5	优于大市
603365.SH	水星家纺	20.2	53.0	3.8	4.0	4.1	14	13	13	优于大市
002293.SZ	罗莱生活	9.4	78.5	5.1	5.7	6.3	15	14	12	优于大市
002327.SZ	富安娜	6.6	55.6	3.7	4.2	4.6	15	13	12	优于大市
1913.HK	普拉达	46.0	1068.5	74.2	80.7	86.8	14	13	12	优于大市
1910.HK	新秀丽	19.4	258.8	18.6	21.3	25.4	14	12	10	优于大市
3998.HK	波司登	4.8	505.3	39.7	44.1	49.1	13	11	10	优于大市
3306.HK	江南布衣	20.0	94.3	9.0	9.7	10.5	10	10	9	优于大市
6110.HK	滔搏	3.1	176.2	13.1	15.2	18.0	13	12	10	优于大市

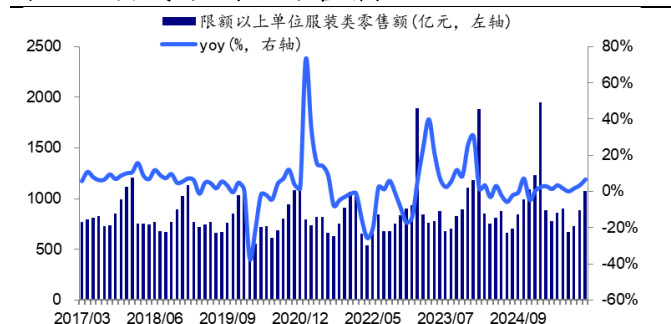
数据来源: Wind, HTI (注: 市值统一为人民币口径; 收盘价为 2025 年 12 月 12 日数据, 港股单位为港元, 其余为人民币; 富安娜盈利预测来自 Wind 一致预期, 其他标的归母净利润均为 HTI 预测, 单位为人民币; 汇率换算: 1 港元=0.91 人民币元; 1 美元=7.2 人民币元; 1 欧元=8.4 人民币元)

2. 行业数据跟踪

2.1. 10 月我国服装类零售增长 6.8%, 11 月我国纺服出口下降 5.2%

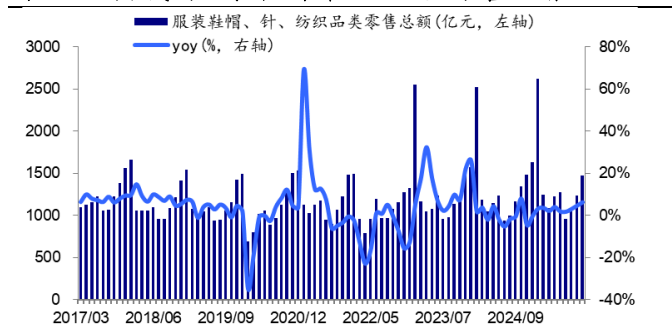
零售数据: 2025 年 10 月, 社会消费品零售总额同比增加 2.90%, 较上年同期增速减少 1.90pct, 我国限额以上单位商品服装类零售额同比增加 6.80%, 较上年同期增速减少 0.40pct, 服装鞋帽、针、纺织品类零售额同比增加 6.30%, 较上年同期增速减少 1.70pct。

图3: 10 月我国服装类零售增长 6.8%



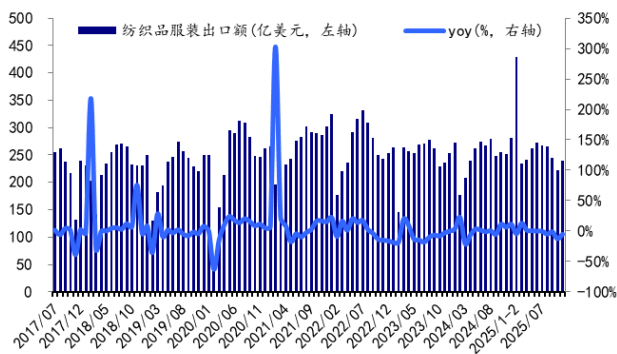
数据来源: Wind, HTI

图4: 10 月我国服装鞋帽针纺织品类零售额增 6.3%



数据来源: Wind, HTI

出口情况: 2025 年 11 月我国出口纺织品服装约 238.70 亿美元, 同比下降 5.18%, 其中出口纺织纱线、织物及制品 122.80 亿美元、出口服装及衣着附件 115.90 亿美元。1-11 月, 2025 年我国纺织品服装累计出口 2678.00 亿美元, 同比下降 2.10%, 纺织品出口 1300.10 亿美元, 同比增长 0.90%, 服装及其附件出口 1377.90 亿美元, 同比下降 4.40%。上周美元兑人民币汇率下降, 最新汇率为 7.06。

图5: 11月我国纺服出口同比下降5.18%


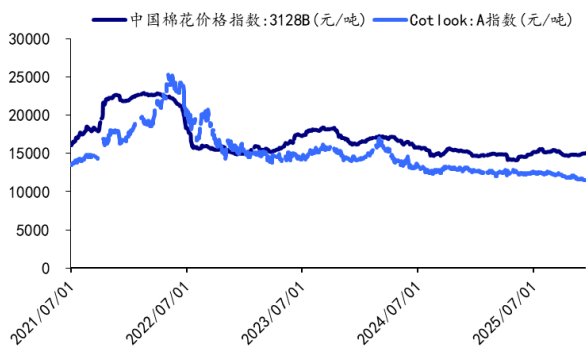
数据来源: Wind, HTI

图6: 上周美元兑人民币即期汇率下降

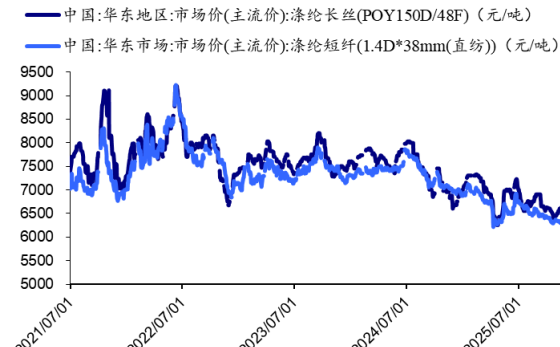

数据来源: Wind, HTI

2.2. 原材料价格跟踪

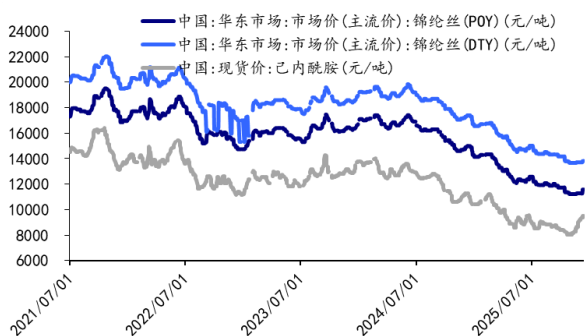
棉花价格方面，中国 328 棉花价格指数上周上涨 0.35%，报收 15062 元/吨，cotlookA 指数上周下跌 0.22%，报收 11503 元/吨，截至最新一日数据，外棉指数较内棉指数低 3559 元；涤纶方面，POY 指数上周下跌 1.17%，报收 0 元/吨，短纤上周下跌 0.63%，报收 0 元/吨；锦纶方面，POY 上周上涨 2.65%，报收 11600 元/吨，DTY 上周上涨 0.73%，报收 13800 元/吨，CPL 上周上涨 1.06%，报收 9500 元/吨；布伦特原油上周下跌 2.98%，报收 61 美元/桶；中国牛皮革及马皮革最新进口平均单价 1976.3 美元/吨，较 24 年同期下跌 12.9%，较 23 年同期下跌 25.2%；澳大利亚羊毛价格交易指数最新较此前报价上涨 2.20%，较 24 年同期上涨 40.52%，报收 1023 美分/公斤。

图7: 历史国内外棉花价格


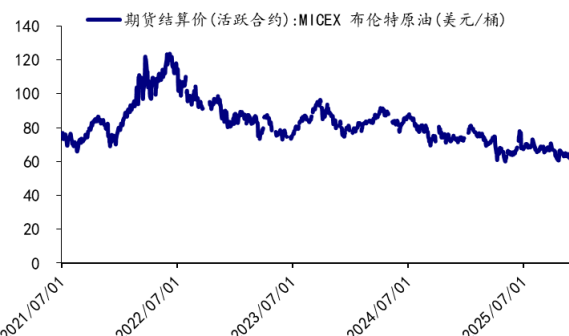
数据来源: Wind, HTI

图8: 历史涤纶 POY 及短纤价格指数


数据来源: Wind, HTI

图9: 历史锦纶、乙内酰胺价格


数据来源: Wind, HTI

图10: 历史布伦特原油期货结算价格


数据来源: Wind, HTI

图11: 历史中国牛皮及马皮进口平均单价


数据来源: Wind, HTI

图12: 历史澳大利亚羊毛交易指数


数据来源: Wind, HTI

3. 重点公告及新闻

3.1. 公司公告

【健盛集团-资本开支】公司拟投资 3.5 亿元建设江山棉袜智能制造工厂，可实现年产 1 亿双高档棉袜。

【健盛集团-资本开支】公司拟投资 8.2 亿元建设埃及工厂，可实现年产 1.8 亿双中高档棉袜、1200 万件无缝内衣、18000 吨纱线染色和 2000 吨氨纶包覆纱橡胶线。

【健盛集团-高管变动】证代徐佳惠辞职，新聘请陈冲为公司证代。

【赢家时尚-入股基金】赢家时尚作为有限合伙人认购路威凯腾壹号股权投资合伙企业，出资额为 4000 万元人民币，约占基金认缴出资总额的 6%。

【非凡领越-增持李宁】公司于 12 月 4 日-12 月 9 日共收购李宁公司 0.74% 股份，持股比例上升至 14.27%，均价 16.8 港元/股。

3.2. 行业新闻

【Brunello Cucinelli 上调 2025 年营收预期】

意大利奢侈品集团 Brunello Cucinelli 日前宣布，将 2025 年收入增长预期上调至 11%-12%（按固定汇率计算），同时确认 2026 年增长预期为 10%。该集团首席执行官 Luca Lisandrone 指出，中国市场占公司销售额 13%，目前表现良好，正在形成新的市场平衡；美国市场表现出色，欧洲市场稳健，本地客户及游客消费均保持积极态势。此外，公司计划于 2026 年 1 月中旬推出全新 AI 驱动电商网站。该平台不仅是网站改版，更能解读访客意图、量身定制购物体验，实现数字化与个性化的深度融合。

【报告称爱马仕领跑全球奢侈品转售市场】

奢侈品转售平台 Rebag 发布最新 2025 Clair Report 指出，2025 年将成为奢侈品转售市场最活跃的年份之一，手袋、腕表及高级珠宝在多个细分领域均展现出强劲保值表现。报告显示，爱马仕以平均 138% 的价值保值率重回全球榜首，较 2024 年大幅提升 38%。过去十年间，铂金包在二级市场的价格上涨达 92%，涨幅更是其官方零售涨幅的两倍以上。此外，品牌结构也出现新变化：The Row 首次进入“独角兽”名单，其手袋平均转售价达到零售价的 97%；Miu Miu 表现亮眼，客户留存率达 104%，创下品牌历史最佳。总体来看，奢侈品转售市场正加速迈向品牌、稀缺性与文化价值驱动的新阶段。

4. 风险提示

- 终端消费意愿不及预期
- 原材料价格波动
- 行业竞争加剧

APPENDIX 1

Summary

Investment Highlights:

Investment advice: Short-term external demand remains uncertain for Q4 2025 in North America due to holiday season, high base, and brand tariff price increases. Prioritize foreign trade, then domestic demand. By 2026, export manufacturing sector recovery is clearer due to: 1) US tariff policy clarity; 2) Reduced tariff pressure with brands; 3) Optimized production line allocation and capacity ramp-up. Recommend Huali Industrial Group, Stella International Holdings, Shenzhou International, Best Pacific International. Brand focus: 1) Home textiles: New demand from big item strategy, low distributor inventory may boost orders. Recommend Luolai Lifestyle Technology, Shanghai Shuixing Home Textile, Shenzhen Fuanna Bedding and Furnishing; 2) Affordable luxury: Structural growth from customer base change and product creativity. Recommend Prada, Samsonite International; 3) Low valuation, high dividend: Focus on stable performance and strong operations. Recommend Bosideng International, Inby Design, and others.

November manufacturing revenue varied. In November 2025, monthly revenue YoY for Yue Yuen/-2.4%, Fengtai/-11.8%, Yucheng/+6.6%, Zhiqiang/+3.1%, Laiyi/-5.8%, Ruhong/+1.5%. Cumulative revenue YoY for January-November: +0.9%/-4.9%/+21.2%/+14.7%/+6.2%/+3.8%. Performance varied: Fengtai, Laiyi weakened due to high base last year; Yue Yuen, Zhiqiang, Ruhong improved slightly due to low base last year. October monthly revenue YoY: -7.7%/-2.3%/+10.8%/-3.0%/+4.0%/-6.9%. November 2024 monthly revenue YoY: +17.0%/+10.9%/-3.7%/+9.2%/+37.0%/-3.8%.

Q3 2025 lululemon exceeded expectations, led by China market. Q3 2025 (three months ending November 2) revenue was 2.57 billion USD, up 7% YoY, exceeding Bloomberg consensus of 2.48 billion USD; NPATs was 310 million USD, down 12.8% YoY, exceeding consensus of 260 million USD. By region, Q3 Americas/China/Other revenue neutral YoY: -2%/+47%/+19% (Q2: +1%/+24%/+15%). Q3 same-store sales neutral YoY: -5%/+25%/+9% (Q2: -3%/+16%/+9%). China market excelled, strong brand feedback, especially outdoor products, aided by early Singles' Day effect; Americas, especially USA (Q3 revenue -3%), saw larger decline, with leisure under pressure, but running/training/outdoor categories still growing. Q3 GPM down 2.9 pct YoY, tariff impact 2 pct, discount impact 0.9 pct, better than guidance due to revenue growth, tariff impact, cost control.

Lululemon CEO to step down January 2026, spring 2026 new products to reach 35%. CEO Calvin McDonald to step down January 31, 2026. Americas market under pressure, company in transition with three focuses: 1) Product innovation, spring 2026 new products to reach 35%, focus on training category, shorten mainline product cycle from 18-24 months to 12-14 months, enhance 6-8 week quick response replenishment; 2) Product promotion, optimize brand marketing and shopping experience, increase new product exposure in offline channels; 3) Operational efficiency improvement. US apparel market competitive, observing consumption downgrade, value-seeking consumers. Satisfied with Thanksgiving sales, expects Q4 US trend to improve from Q3. Raises 2025 full-year revenue neutral growth guidance to 5-6% (previously 4-6%), US market guidance unchanged at -2%~-1%, China market guidance to reach or exceed high end of 20-25%.

Risk Warning: Weaker than expected consumer demand, raw material price fluctuations, intensified industry competition.

附录 APPENDIX

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	优于大市	中性 (持有)	弱于大市	优于大市	中性 (持有)	弱于大市
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*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 (hold)	Underperform	Outperform	Neutral (hold)	Underperform
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*Percentage of investment banking clients in each rating category.

BUY, Neutral, and SELL in the above distribution correspond to our current ratings of Outperform, Neutral, and Underperform.

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SELL: The stock's total return over the next 12-18 months is expected to be below the return of its relevant broad market benchmark, as indicated below.

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研究机构名称: Haitong Securities India Private Limited

SEBI 研究分析师注册号: INH000002590

地址: 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

电话: +91 22 43156800 传真: +91 22 24216327

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Name of the entity: Haitong Securities India Private Limited

SEBI Research Analyst Registration Number: INH000002590

Address : 1203A, Floor 12A, Tower 2A, One World Center

841 Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013, India

CIN U74140MH2011FTC224070

Ph: +91 22 43156800 Fax: +91 22 24216327

Details of the Compliance Officer and Grievance Officer : Prasanna Chandwaskar : Ph: +91 22 43156803; Email id: prasanna.chandwaskar@htisec.com

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