Thailand Commerce

SSSG เดือนก.ค.และส.ค.ยังเป็นลบ แต่กลุ่ม Staples ยังเติบโตต่อเนื่อง

- กลุ่ม Home improvement เป็นกลุ่มที่ดึง SSSG เดือน ก.ค. และ ส.ค. ลดลง แต่ Staples ยังเติบโตได้ต่อเนื่อง ขณะที่กำไรปกติ 2Q24 เพิ่มขึ้น 21% y-y ของกลุ่มค้าปลีกที่เราศึกษา
- เราคาดผลกระทบของน้ำท่วมจำกัด และคาดกำไรปกติ 3Q24 ของกลุ่มสามารถเติบโตได้
- เรายังคงชอบกลุ่ม Consumer staples และเลือก CPALL เป็น Top pick ของกลุ่ม

SSSG เดือน ก.ค. ส.ค. ยังทรงตัวในแดนลบ แต่กลุ่ม Consumer staple ยังเป็นบวกต่อเนื่อง

SSSG เฉลี่ย 2 เดือน ยังใกล้เคียงกับไตรมาสก่อน โดย SSSG ของเดือน ส.ค. ติดลบเยอะขึ้นจากกลุ่ม Home improvement ตาม DOHOME ที่ติดลบสูงขึ้น จากปริมาณน้ำฝนและเหตุการณ์น้ำท่วมในช่วงปลายเดือน ส.ค. ส่งผลให้การเดินทางมาจับจ่ายใช้สอยลำบากมากขึ้น ทำให้ Traffic ของร้านแผ่วลงไป รวมถึงผู้บริโภคยังชะลอการซื้อของในกลุ่มสินค้า Discretionary ในสภาวะกำลังซื้อยังแผ่ว ขณะที่กลุ่ม Staple ยังเติบโตได้ต่อเนื่อง และแนวโน้มเดือน ส.ค. เติบโตได้ดีกว่า ก.ค. แต่สินค้าในกลุ่มอาหาร เครื่องดื่ม และสินค้าที่อิงกับนักท่องเที่ยว ยังเป็นกลุ่มที่หนุนให้ SSSG ของกลุ่ม staple เติบโตได้ อย่างกลุ่มอาหารสด, RTE, Personal care รวมถึงเรื่อง Calendar ที่เดือน ส.ค. มีวันหยุดสุดสัปดาห์มากกว่าปีที่แล้ว

กำไรปกติ 2Q24 เพิ่มขึ้น 21% y-y หนุนจากยอดขายและอัตรากำไรขั้นต้นที่เพิ่มขึ้น

กำไรปกติของกลุ่มค้าปลีกที่เราศึกษาใน 2Q24 ลดลง 8.8% q-q ตามปัจจัยฤดูกาล แต่เพิ่มขึ้น 21% y-y หนุนจากยอดขายที่เพิ่มขึ้นแม้ SSSG ในกลุ่ม Discretionary ยังลดลงแต่สามารถชดเชยจากยอดขายของสาขาใหม่ที่ทยอยเปิดเพิ่มขึ้นเรื่อยๆ ทำให้ภาพรวมยอดขายยังเติบโต นอกจากนี้อัตรากำไรขั้นต้นโดยรวมมีแนวโน้มเพิ่มขึ้นตามกลยุทธ์ดันยอดขายสินค้า High margin เพิ่มขึ้น ช่วยหนุน GPM ของกลุ่มขยับสูงขึ้นด้วย

คาดกำไรปกติ 3Q24 ยังเติบโตได้ y-y ขณะที่คาดผลประทบของน้ำท่วมจำกัด

แนวโน้มกำไรปกติ 3Q24 คาดลดลง q-q ตามปัจจัยฤดูกาล ขณะที่ y-y ยังสามารถเติบโตได้ตาม SSSG และยอดขายของสาขาใหม่ รวมถึงอัตรากำไรขั้นต้นที่มีทิศทางเพิ่มขึ้น สำหรับผลกระทบของน้ำท่วมในโซนภาคเหนือยังจำกัด ไม่มีสาขาที่เสียหายจากน้ำท่วมโดยตรง แต่จะกระทบเรื่องการเดินทางมายังร้านที่ไม่สะดวก ทำให้ Traffic แผ่วลงไปบ้าง แต่ภายหลังน้ำลดคาดว่ากลุ่ม Home improvement จะได้อนิสงค์โดยเฉพาะ GLOBAL ซึ่งมีสัดส่วนร้านในภาคเหนือสูงราว 22%, HMPRO 12%, DOHOME 8%

ชอบกลุ่ม Consumer staple ทิศทางการเติบโตต่อเนื่อง เลือก CPALL เป็น Top pick

เรายังคงชอบกลุ่ม staple มากกว่ากลุ่ม discretionary จากความยืดหยุ่นในการรับสถานการณ์ เช่น เศรษฐกิจชะลอ, ปัญหาน้ำท่วม, ขาดมาตราการกระตุ้น โดยเลือก CPALL เป็น Top pick จากทิศทางการเติบโตที่ชัดเจน แนวโน้ม SSSG ของทั้ง 3 ธุรกิจยังเป็นบวกต่อเนื่อง และการขยายสาขา 700 สาขาในปีนี้ รวมถึงอัตรากำไรขั้นต้นที่เชื่อว่าจะยังทรงตัวในระดับสูงได้ต่อเนื่องจากแนวโน้มยอดขายในกลุ่ม margin สูงขายได้ดี และสินค้า margin ต่ำ ขายลดลง นอกจากนี้จะได้ปัจจัยบวกจาก synergy ของการรวมกิจการจาก CPAXT

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บทวิเคราะห์ฉบับนี้แปลมาจากต้นฉบับภาษาอังกฤษ ที่ออกรายงานเมื่อวันที่ 4 กันยายน 2024

Exhibit 1: SSSG

| SSSG (%)	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	Jul-24	Aug-24	3QTD
CPALL	8.0	7.9	3.5	3.6	4.9	3.8	+1-3	+1-3	2.0
MAKRO	10.9	6.0	3.2	1.7	3.4	1.8	+1-3	+1-3	2.0
Lotus's	0.8	(0.9)	2.5	5.5	7.1	0.0	+1-3	+1-3	2.0
BJC	5.8	4.8	2.1	(0.5)	0.1	(1.9)	-1-3	+1-3	0.0
Consumer staples average	**6.4**	**4.5**	**2.8**	**2.6**	**3.9**	**0.9**	**1.0**	**2.0**	**1.5**
Total CRC	13.0	4.0	0.0	(2.4)	1.0	(1.0)	(1.0)	(1.0)	(1.0)
HMPRO	5.8	4.9	(3.6)	(8.5)	(2.0)	(7.3)	-4-6	-4-6	(5.0)
GLOBAL	(8.7)	(9.5)	(12.3)	(12.3)	(5.4)	(2.3)	-6-7	-4-6	(5.8)
DOHOME	(9.0)	(9.9)	(7.1)	(9.1)	(9.8)	(5.3)	+1.0	-9-11	(5.0)
ILM	8.5	9.0	12.0	8.9	8.4	1.0	+1.0	+1.0	1.0
Consumer discretionary average	**1.9**	**(0.3)**	**(2.2)**	**(4.7)**	**(1.6)**	**(3.0)**	**(2.1)**	**(4.2)**	**(3.2)**
Total average	**3.9**	**1.8**	**0.0**	**(1.5)**	**0.9**	**(1.2)**	**(0.7)**	**(1.4)**	**(1.1)**

Sources: Company data; FSSIA estimates

Exhibit 2: 2Q24 results summary

Core profit	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	------ Change ----		1H24	Change	%24E	2024E	Change
	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(THB m)	(q-q%)	(y-y%)	(THB m)	(y-y%)	(%)	(THB m)	(%)
CPALL	3,771	4,490	4,264	5,612	6,022	6,155	2.2	37.1	12,177	47.4	52	23,640	30.3
CPAXT	2,079	1,701	1,716	3,282	2,481	2,176	(12.3)	27.9	4,657	23.2	44	10,653	21.4
CRC	2,219	1,717	1,321	2,611	2,524	1,613	(36.1)	(6.1)	4,137	5.1	49	8,524	8.3
HMPRO	1,611	1,620	1,533	1,677	1,713	1,622	(5.3)	0.1	3,335	3.2	49	6,839	6.2
GLOBAL	883	703	525	560	725	765	5.5	8.8	1,490	(6.0)	53	2,790	4.5
DOHOME	258	39	91	144	244	193	(21.0)	390.0	437	46.9	45	982	84.6
ILM	174	164	191	197	209	171	(18.0)	4.4	380	12.3	48	786	8.3
COM7	874	704	611	668	822	752	(8.5)	6.8	1,574	(0.3)	49	3,180	11.3
Total	**11,869**	**11,138**	**10,252**	**14,751**	**14,740**	**13,447**	**(8.8)**	**20.7**	**28,187**	**22.5**	**49**	**57,394**	**19.5**

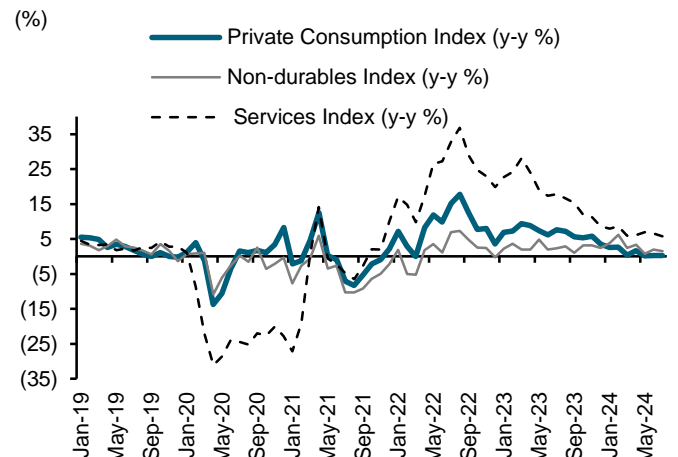Sources: Company data; FSSIA estimates

Exhibit 3: Consumer confidence index
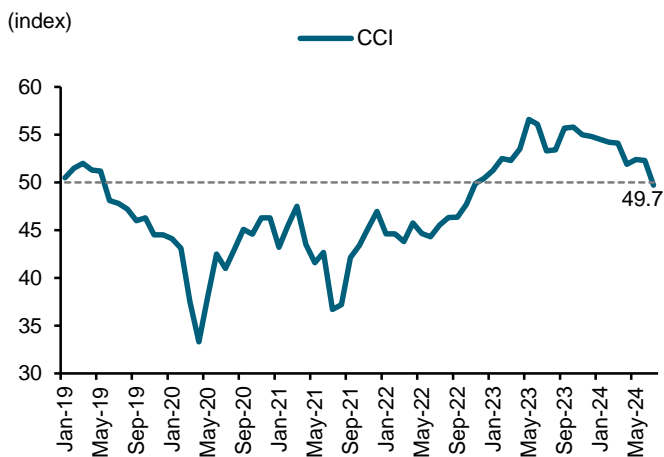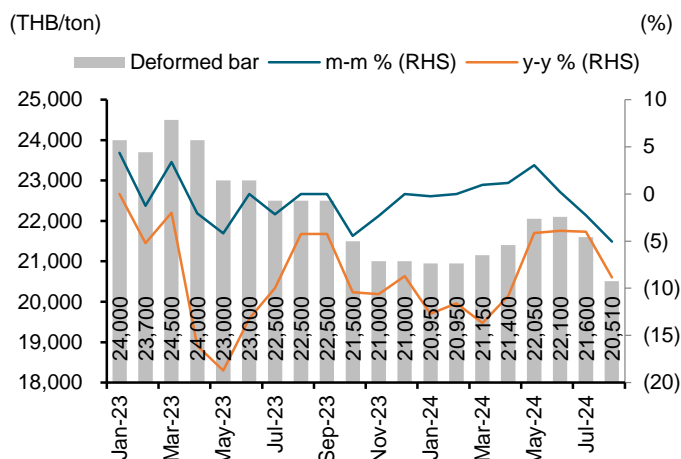

Source: BOT

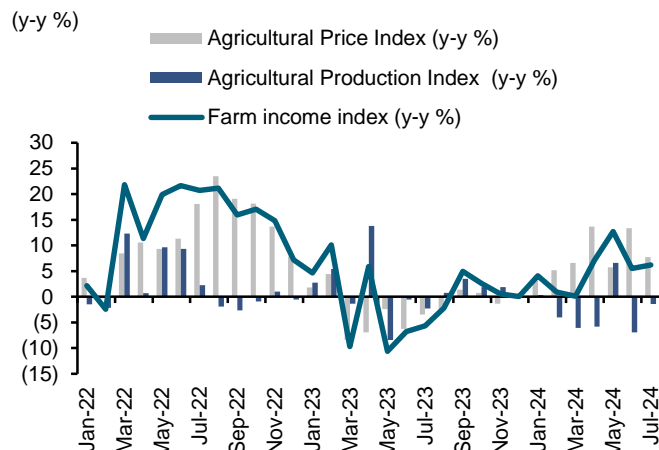## Exhibit 4: Private consumption indicators

Source: MOC

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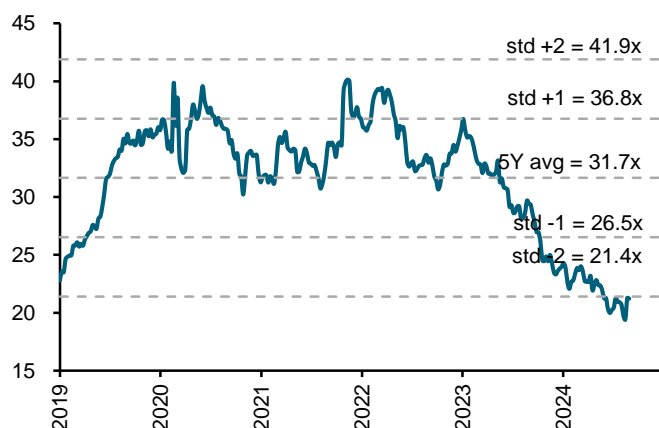**Exhibit 5: Domestic deformed bar price**

Source: MOC

Exhibit 6: Farm income continues to expand from higher agricultural prices

Source: Office of Agricultural Economics

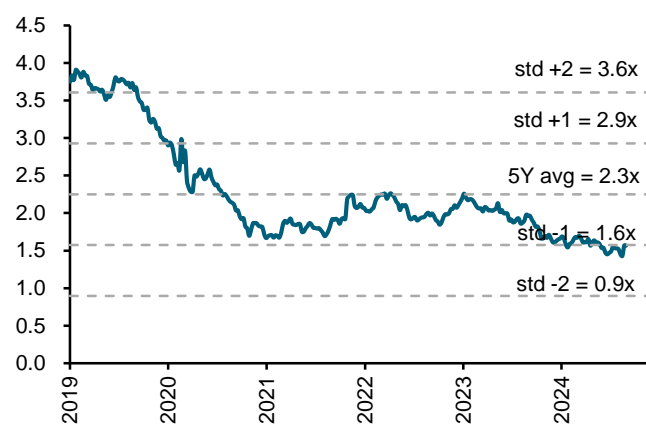**Exhibit 7: Rolling one-year forward P/E band**

Note: Includes only companies under our coverage plus BJC
Sources: Bloomberg; FSSIA estimates

Exhibit 8: Rolling one-year forward P/BV band

Note: Includes only companies under our coverage plus BJC
Sources: Bloomberg; FSSIA estimates

Exhibit 9: Commerce peers as of 3 Sep 2024

Company	BBG	Rec	Share price			Market Cap	PE		ROE		PBV		EV/ EBITDA	
			Current (LCY)	Target (LCY)	Upside (%)	(USD m)	24E (x)	25E (x)	24E (%)	25E (%)	24E (x)	25E (x)	24E (x)	25E (x)
Consumer Staple														
CP All	CPALL TB	BUY	60.75	79.00	30	15,938	23.1	19.9	20.2	21.2	4.8	4.3	18.7	16.2
CP Axtra	CPAXT TB	BUY	32.00	36.00	13	9,888	31.8	27.1	3.6	4.2	1.1	1.1	11.7	10.9
Berli Jucker*	BJC TB	n/a	22.70	n/a	n/a	2,655	20.6	17.3	3.6	4.2	0.7	0.7	11.7	11.3
Consumer Staple average						**28,481**	**25.2**	**21.4**	**9.2**	**9.9**	**2.2**	**2.1**	**14.0**	**12.8**
Consumer Discretionary														
Com7	COM7 TB	BUY	24.70	24.00	(3)	1,699	18.6	17.3	36.1	33.2	6.2	5.3	12.7	11.3
Central Retail Corp	CRC TB	BUY	29.75	40.00	34	5,240	21.0	19.2	12.2	12.4	2.5	2.3	9.2	8.7
Home Improvement														
Index Living Mall	ILM TB	BUY	16.90	26.70	58	249	10.9	10.0	12.9	13.5	1.4	1.3	6.1	5.6
Home Product Center	HMPRO TB	BUY	9.30	13.60	46	3,572	17.9	16.9	26.1	26.4	4.6	4.3	10.6	10.0
Siam Global House	GLOBAL TB	BUY	15.00	16.00	7	2,279	28.0	25.1	11.6	12.1	3.1	3.0	21.4	19.3
Dohome	DOHOME TB	BUY	10.90	11.80	8	1,028	35.9	28.1	7.7	9.2	2.7	2.5	18.0	15.8
Home Improvement avg.						**7,128**	**23.2**	**20.0**	**14.6**	**15.3**	**2.9**	**2.8**	**14.0**	**12.7**
Consumer Discretionary avg.						**14,067**	**22.0**	**19.4**	**17.8**	**17.8**	**3.4**	**3.1**	**13.0**	**11.8**
Total average						**42,549**	**23.1**	**20.1**	**14.9**	**15.1**	**3.0**	**2.8**	**13.3**	**12.1**

Sources: *Bloomberg; FSSIA estimates

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Disclaimer for ESG scoring

ESG score	Methodology	Rating
The Dow Jones Sustainability Indices (DJSI) By S&P Global	The DJSI World applies a transparent, rules-based component selection process based on the companies' Total Sustainability Scores resulting from the annual S&P Global Corporate Sustainability Assessment (CSA). Only the top-ranked companies within each industry are selected for inclusion.	Be a member and invited to the annual S&P Global Corporate Sustainability Assessment (CSA) for DJSI. Companies with an S&P Global ESG Score of less than 45% of the S&P Global ESG Score of the highest scoring company are disqualified. The constituents of the DJSI indices are selected from the Eligible Universe.
Sustainability Investment List (THSI) by The Stock Exchange of Thailand (SET)	THSI quantifies responsibility in Environmental and Social issues by managing business with transparency in Governance, updated annually. Candidates must pass the preemptive criteria, with two crucial conditions: 1) no irregular trading of the board members and executives; and 2) free float of >150 shareholders, and combined holding must be >15% of paid-up capital. Some key disqualifying criteria include: 1) CG score of below 70%; 2) independent directors and free float violation; 3) executives' wrongdoing related to CG, social & environmental impacts; 4) equity in negative territory; and 5) earnings in red for > 3 years in the last 5 years.	To be eligible for **THSI inclusion**, verified data must be scored at a minimum of 50% for each indicator, unless the company is a part of DJSI during the assessment year. The scoring will be fairly weighted against the nature of the relevant industry and materiality. **SETTHSI Index** is extended from the THSI companies whose 1) market capitalization > THB5b (~USD150b); 2) free float >20%; and 3) liquidity >0.5% of paid-up capital for at least 9 out of 12 months. The SETTHSI Index is a market capitalisation-weighted index, cap 5% quarterly weight at maximum, and no cap for number of stocks.
CG Score by Thai Institute of Directors Association (Thai IOD)	An indicator of CG strength in sustainable development, measured annually by the Thai IOD, with support from the Stock Exchange of Thailand (SET). The results are from the perspective of a third party, not an evaluation of operations.	Scores are rated in six categories: 5 for Excellent (90-100), 4 for Very Good (80-89), 3 for Good (70-79), 2 for Fair (60-69), 1 for Pass (60-69), and not rated for scores below 50. Weightings include: 1) the rights; 2) and equitable treatment of shareholders (weight 25% combined); 3) the role of stakeholders (25%); 4) disclosure & transparency (15%); and 5) board responsibilities (35%).
AGM level By Thai Investors Association (TIA) with support from the SEC	It quantifies the extent to which shareholders' rights and equitable treatment are incorporated into business operations and information is transparent and sufficiently disclosed. All form important elements of two out of five the CG components to be evaluated annually. The assessment criteria cover AGM procedures before the meeting (45%), at the meeting date (45%), and after the meeting (10%). (*The first assesses 1) advance circulation of sufficient information for voting; and 2) facilitating how voting rights can be exercised. The second assesses 1) the ease of attending meetings; 2) transparency and verifiability; and 3) openness for Q&A. The third involves the meeting minutes that should contain discussion issues, resolutions and voting results.*)	The scores are classified into four categories: 5 for Excellent (100), 4 for Very Good (90-99), 3 for Fair (80-89), and not rated for scores below 79.
Thai CAC By Thai Private Sector Collective Action Against Corruption (CAC)	The core elements of the Checklist include corruption risk assessment, establishment of key controls, and the monitoring and developing of policies. The Certification is good for three years. (*Companies deciding to become a CAC certified member start by submitting a Declaration of Intent to kick off an 18-month deadline to submit the CAC Checklist for Certification, including risk assessment, in place of policy and control, training of managers and employees, establishment of whistleblowing channels, and communication of policies to all stakeholders.*)	The document will be reviewed by a committee of nine professionals. A passed Checklist will move for granting certification by the CAC Council approvals whose members are twelve highly respected individuals in professionalism and ethical achievements.
Morningstar Sustainalytics	The Sustainalytics' ESG risk rating provides an overall company score based on an assessment of how much of a company's exposure to ESG risk is unmanaged. *Sources to be reviewed include corporate publications and regulatory filings, news and other media, NGO reports/websites, multi-sector information, company feedback, ESG controversies, issuer feedback on draft ESG reports, and quality & peer reviews.*	A company's ESG risk rating score is the sum of unmanaged risk. The more risk is unmanaged, the higher ESG risk is scored. NEGL 0-10, Low 10-20, Medium 20-30, High 30-40, Severe 40+
ESG Book	The ESG score identifies sustainable companies that are better positioned to outperform over the long term. The methodology considers the principle of financial materiality including information that significantly helps explain future risk-adjusted performance. Materiality is applied by over-weighting features with higher materiality and rebalancing these weights on a rolling quarterly basis.	The total ESG score is calculated as a weighted sum of the features scores using materiality-based weights. The score is scaled between 0 and 100 with higher scores indicating better performance.
MSCI	MSCI ESG ratings aim to measure a company's management of financially relevant ESG risks and opportunities. It uses a rules-based methodology to identify industry leaders and laggards according to their exposure to ESG risks and how well they manage those risks relative to peers. AAA 8.571-10.000, AA 7.143-8.570, A 5.714-7.142, BBB 4.286-5.713, BB 2.857-4.285, B 1.429-2.856, CCC 0.000-1.428 **Leader:** leading its industry in managing the most significant ESG risks and opportunities **Average:** a mixed or unexceptional track record of managing the most significant ESG risks and opportunities relative to industry peers **Laggard:** lagging its industry based on its high exposure and failure to manage significant ESG risks	
Moody's ESG solutions	Moody's assesses the degree to which companies take into account ESG objectives in the definition and implementation of their strategy policies. It believes that a company integrating ESG factors into its business model and relatively outperforming its peers is better positioned to mitigate risks and create sustainable value for shareholders over the medium to long term.	
Refinitiv ESG rating	Designed to transparently and objectively measure a company's relative ESG performance, commitment and effectiveness across 10 main themes, based on publicly available and auditable data. The score ranges from 0 to 100 on relative ESG performance and insufficient degree of transparency in reporting material ESG data publicly. (*Score ratings are 0 to 25 = poor; >25 to 50 = satisfactory; >50 to 75 = good; and >75 to 100 = excellent.*)	
S&P Global	The S&P Global ESG Score is a relative score measuring a company's performance on and management of ESG risks, opportunities, and impacts compared to its peers within the same industry classification. The score ranges from 0 to 100.	
Bloomberg	ESG Score	Bloomberg score evaluating the company's aggregated Environmental, Social and Governance (ESG) performance. The score is based on Bloomberg's view of ESG financial materiality. The score is a weighted generalized mean (power mean) of Pillar Scores, where the weights are determined by the pillar priority ranking. Values range from 0 to 10; 10 is the best.
Bloomberg	ESG Disclosure Score	Disclosure of a company's ESG used for Bloomberg ESG score. The score ranges from 0 for none to 100 for disclosure of every data point, measuring the amount of ESG data reported publicly, and not the performance on any data point.

Rating regarding the sustainable development of Thai listed companies, both on the SET and MAI, are publicly available on the website of the Securities and Exchange Commission of Thailand (SEC). Currently, ratings available are 1) "**CG Score**"; 2) "**AGM Level**"; 3) "**Thai CAC**"; and 4) **THSI**. The ratings are updated on an annual basis. FSSIA does not confirm nor certify the accuracy of such ratings.

Source: FSSIA's compilation

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Company	Ticker	Price	Rating	Valuation & Risks
CP All	CPALL TB	THB 60.75	BUY	The key downside risks to our DCF-derived TP include 1) lower-than-expected SSSG, 2) lower-than-expected gross margin, and 3) higher-than-expected SG&A to sales ratio.
CP Axtra	CPAXT TB	THB 32.00	BUY	Key downside risks to our DCF-based TP include 1) a lower-than-expected SSSG, 2) a lower-than-expected GPM, 3) higher-than-expected SG&A expenses, and 4) an operating loss from its overseas units.
Com7	COM7 TB	THB 24.70	BUY	Risks to our P/E-based TP include 1) lower/higher domestic consumption and purchasing power, 2) store cannibalization/expansion, and 3) lower/higher-than-expected gross margin.
Central Retail Corp	CRC TB	THB 29.75	BUY	Downside risks to our DCF-based TP include 1) a decline in domestic purchasing power, 2) lower-than-expected tourist arrivals, 3) an absence of the government's stimulus, and 4) a slower-than-expected economic recovery in Vietnam.
Index Living Mall	ILM TB	THB 16.90	BUY	Risks to our DCF-based TP include 1) a lower-than-expected SSSG; 2) a lower-than-expected GPM; and 3) a higher-than-expected SG&A.
Home Product Center	HMPRO TB	THB 9.30	BUY	Key downside risks to our DCF-based TP include: 1) lower-than-expected SSSG; 2) slower-than-expected recovery in domestic consumption and tourist arrivals, and 3) operating losses from overseas units.
Siam Global House	GLOBAL TB	THB 15.00	BUY	Key risks to our DCF-based TP are 1) lower/higher farm income, which would affect purchasing power in the agricultural sector, 2) government disbursement, 3) a lower/higher private brand mix and margin, 4) higher/lower expenses than expected, and 5) a higher/lower impact than expected from the El Nino.
Dohome PCL	DOHOME TB	THB 10.90	BUY	Key risks to our DCF-based TP are 1) lower/higher farm income, which would affect purchasing power in the agricultural sector, 2) government disbursement, 3) a lower/higher private brand mix and margin, 4) higher/lower expenses than expected, and 5) a higher/lower impact than expected from the El Nino.

Source: FSSIA estimates

Additional Disclosures

Target price history, stock price charts, valuation and risk details, and equity rating histories applicable to each company rated in this report is available in our most recently published reports. You can contact the analyst named on the front of this note or your representative at Finansia Syrus Securities Public Company Limited.

All share prices are as at market close on 03-Sep-2024 unless otherwise stated.

RECOMMENDATION STRUCTURE

Stock ratings

Stock ratings are based on absolute upside or downside, which we define as (target price* - current price) / current price.

BUY (B). The upside is 10% or more.
HOLD (H). The upside or downside is less than 10%.
REDUCE (R). The downside is 10% or more.
Unless otherwise specified, these recommendations are set with a 12-month horizon. Thus, it is possible that future price volatility may cause a temporary mismatch between upside/downside for a stock based on market price and the formal recommendation.

* In most cases, the target price will equal the analyst's assessment of the current fair value of the stock. However, if the analyst doesn't think the market will reassess the stock over the specified time horizon due to a lack of events or catalysts, then the target price may differ from fair value. In most cases, therefore, our recommendation is an assessment of the mismatch between current market price and our assessment of current fair value.

Industry Recommendations

Overweight. The analyst expects the fundamental conditions of the sector to be positive over the next 12 months.
Neutral. The analyst expects the fundamental conditions of the sector to be maintained over the next 12 months.
Underweight. The analyst expects the fundamental conditions of the sector to be negative over the next 12 months.

Country (Strategy) Recommendations

Overweight (O). Over the next 12 months, the analyst expects the market to score positively on two or more of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Neutral (N). Over the next 12 months, the analyst expects the market to score positively on one of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

Underweight (U). Over the next 12 months, the analyst does not expect the market to score positively on any of the criteria used to determine market recommendations: index returns relative to the regional benchmark, index sharpe ratio relative to the regional benchmark and index returns relative to the market cost of equity.

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