

表 3 1 批發及零售業企業單位各商品銷售管道銷售收入—按小行業別分

	民國 1 0 5 年				
	總計	批發	零售		
			店面	透過電視購物臺	透過網路
Total	Wholesale trade	Storefront	TV shopping	Internet	
總計	12 675 569 083	9 144 511 951	3 113 127 055	23 963 218	309 335 955
批發業	9 407 561 358	9 057 689 432	218 492 557	4 209 567	115 124 537
商品批發經紀業	46 066 364	44 941 085	874 365	61 556	112 409
綜合商品批發業	238 082 318	228 558 960	4 777 262	634 685	3 534 218
農產原料及活動物批發業	79 494 044	75 945 216	2 742 902	6 357	510 448
食品、飲料及菸草製品批發業	1 103 564 230	1 053 328 130	36 168 359	410 102	9 678 511
布疋及服飾品批發業	430 135 548	411 097 615	13 534 443	223 317	4 941 340
家用器具及用品批發業	700 980 997	610 509 606	43 759 743	1 487 706	44 593 820
藥品、醫療用品及化粧品批發業	515 667 339	497 028 543	9 284 468	927 404	7 995 990
文教育樂用品批發業	190 747 946	177 167 826	8 684 838	125 230	4 147 051
建材批發業	1 004 761 851	977 950 968	22 482 379	7 529	2 890 619
化學原材料及其製品批發業	507 391 009	497 831 430	6 880 971	1 778	2 131 513
燃料及相關產品批發業	77 723 776	76 164 220	1 196 237	-	324 393
機械器具批發業	3 417 575 324	3 340 945 909	43 835 247	295 808	30 215 509
汽機車及其零配件、用品批發業	775 336 125	752 136 752	19 949 290	6 891	2 774 373
其他專賣批發業	320 034 487	314 083 172	4 322 053	21 204	1 274 343
零售業	3 268 007 725	86 822 519	2 894 634 498	19 753 651	194 211 418
綜合商品零售業	871 091 708	13 224 626	842 515 112	16 852	14 730 699
食品、飲料及菸草製品零售業	280 675 177	11 605 849	262 807 542	85 581	5 439 948
布疋及服飾品零售業	262 776 956	6 011 593	249 780 035	101 278	6 662 732
家用器具及用品零售業	292 951 568	12 925 752	275 842 432	348 786	3 456 265
藥品、醫療用品及化粧品零售業	172 629 465	3 403 756	162 433 834	509 520	5 240 447
文教育樂用品零售業	76 031 476	4 228 285	69 035 015	71 177	2 219 362
建材零售業	49 603 160	1 907 657	44 949 077	260	2 708 065
燃料及相關產品零售業	216 657 438	3 860 234	212 612 287	-	40 208
資訊及通訊設備零售業	153 471 863	15 988 981	132 458 903	12 453	4 540 182
汽機車及其零配件、用品零售業	586 692 025	10 536 957	575 355 667	23 323	396 196
其他專賣零售業	62 967 228	926 142	60 852 519	8 178	971 662
其他非店面零售業	242 459 661	2 202 687	5 992 075	18 576 243	147 805 652

註：企業單位係指一個場所或多個場所結合而成的事業單位，可自行決定經營方針並自負盈虧。

TABLE 31 Selling Revenues in Merchandising Routes of Enterprise Units of Wholesale and Retail Trade, by Industry Group

2016

Unit:NT\$1,000

Retail trade				
透過郵購 Mail ordering	透過自動 販賣機 Vending machines	直銷 Direct selling	其他 Others	
7 835 584	5 541 753	64 123 016	7 130 551	Grand Total
1 788 706	1 387 298	4 806 580	4 062 681	Wholesale Trade
48 353	-	14 643	13 953	Wholesale on a Fee or Contract Basis
401 144	-	60 475	115 574	Wholesale of General Merchandise
26 363	-	48 975	213 783	Wholesale of Agricultural Raw Materials and Live Animals
324 522	1 387 298	1 035 582	1 231 726	Wholesale of Food, Beverages and Tobacco
57 430	-	82 593	198 810	Wholesale of Textiles and Clothing
71 684	-	209 940	348 498	Wholesale of Household Appliances and Goods
39 209	-	248 067	143 658	Wholesale of Pharmaceutical and Medical Goods and Cosmetics
74 354	-	406 986	141 661	Wholesale of Cultural and Recreation Goods
56 031	-	909 222	465 103	Wholesale of Construction Materials
32 666	-	298 380	214 271	Wholesale of Chemical Materials and Chemical Products
-	-	9 790	29 136	Wholesale of Fuel and Related Products
489 847	-	1 261 671	531 333	Wholesale of Machinery and Equipment
80 848	-	96 306	291 665	Wholesale of Motor Vehicles and Motorcycles and Related Parts and Accessories
86 255	-	123 950	123 510	Other Specialized Wholesale
6 046 878	4 154 455	59 316 436	3 067 870	Retail Trade
82 266	204 385	29 170	288 598	Retail Sale in Non-specialized Stores
88 973	56 425	346 764	244 095	Retail Sale of Food, Beverages and Tobacco in Specialized Stores
47 718	1 099	2 871	169 630	Retail Sale of Textiles and Clothing in Specialized Stores
101 313	5 685	34 190	237 145	Retail Sale of Household Appliances and Goods in Specialized Stores
376 454	5 019	521 117	139 318	Retail Sale of Pharmaceutical and Medical Goods and Cosmetics in Specialized Stores
99 692	27 601	205 095	145 249	Retail Sale of Cultural and Recreation Goods in Specialized Stores
5 966	-	12 869	19 266	Retail Sale of Construction Materials in Specialized Stores
-	-	-	144 709	Retail Sale of Fuel and related products in Specialized Stores
55 126	7 103	246 655	162 460	Retail Sale of Information and Communications Equipment in Specialized Stores
4 396	375	32 293	342 818	Retail Sale of Motor Vehicles, Motorcycles and Related Parts and Accessories in Specialized Stores
19 731	2 720	38 518	147 758	Other Retail Sale in Specialized Stores
5 165 243	3 844 043	57 846 894	1 026 824	Retail Trade not in Stores or Stalls

Note: Enterprise unit refers to a unit that combines one establishment or multiple establishments; it can decide its own business policy and be responsible for its own profits and losses.