

表 3 0 批發及零售業企業單位商品零售管道—按小行業別分

	民國 1 0 5 年				
	年底企業 單位總數	僅透過店面 銷售家數	非店面銷售家數		
			合計	透過電視 購物臺	透過網路
Number of enterprise units, end of 2016	Number of enterprise units selling on storefront only	Subtotal	TV shopping	Internet	
總計	509 937	299 800	55 655	1 384	48 633
批發業	224 716	52 915	17 319	809	15 519
商品批發經紀業	2 353	238	201	7	163
綜合商品批發業	3 804	678	531	43	453
農產原料及活動物批發業	3 414	1 433	202	7	167
食品、飲料及菸草製品批發業	35 518	11 558	2 878	206	2 419
布疋及服飾品批發業	16 783	4 213	1 605	130	1 452
家用器具及用品批發業	21 834	6 278	2 244	147	2 027
藥品、醫療用品及化粧品批發業	11 344	2 467	1 487	118	1 327
文教育樂用品批發業	8 439	1 894	1 144	20	1 084
建材批發業	38 786	9 185	1 239	12	1 101
化學原材料及其製品批發業	12 548	2 278	484	2	443
燃料及相關產品批發業	1 941	376	66	-	50
機械器具批發業	47 627	7 714	4 147	102	3 836
汽機車及其零配件、用品批發業	10 631	3 017	696	4	662
其他專賣批發業	9 694	1 586	395	11	335
零售業	285 221	246 885	38 336	575	33 114
綜合商品零售業	28 698	21 066	7 632	15	7 485
食品、飲料及菸草製品零售業	80 209	75 951	4 258	42	3 727
布疋及服飾品零售業	35 899	32 944	2 955	44	2 833
家用器具及用品零售業	34 608	31 983	2 625	54	2 398
藥品、醫療用品及化粧品零售業	23 357	21 618	1 739	51	1 540
文教育樂用品零售業	12 004	10 229	1 775	17	1 663
建材零售業	5 205	4 982	223	2	188
燃料及相關產品零售業	4 374	4 282	92	-	82
資訊及通訊設備零售業	11 515	8 768	2 747	68	2 599
汽機車及其零配件、用品零售業	15 231	14 466	765	6	693
其他專賣零售業	22 193	20 596	1 597	9	1 501
其他非店面零售業	11 928	-	11 928	267	8 405

註：1.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。
2.因企業之商品銷售管道可能不只一項，故各管道之家數加總大於企業單位數總計。

TABLE 30 Merchandising Routes of Enterprise Units of Wholesale and Retail Trade, by Industry Group

2016

Unit:Enterprise

Number of enterprise units selling on non-storefront				同時透過店面 及非店面 銷售家數 Number of enterprise units selling on both storefront and non-storefront	
透過郵購 Mail ordering	透過自動 販賣機 Vending machines	直銷 Direct selling	其他 Others		
2 246	2 108	3 414	1 517	39 866	Grand Total
576	96	817	737	11 673	Wholesale Trade
4	-	15	36	124	Wholesale on a Fee or Contract Basis
39	-	16	44	309	Wholesale of General Merchandise
10	-	17	24	152	Wholesale of Agricultural Raw Materials and Live Animals
159	92	206	129	1 952	Wholesale of Food, Beverages and Tobacco
46	2	59	49	1 156	Wholesale of Textiles and Clothing
67	1	119	79	1 561	Wholesale of Household Appliances and Goods
66	-	96	29	985	Wholesale of Pharmaceutical and Medical Goods and Cosmetics
59	-	36	21	807	Wholesale of Cultural and Recreation Goods
20	-	57	78	870	Wholesale of Construction Materials
14	-	17	19	265	Wholesale of Chemical Materials and Chemical Products
-	-	7	9	49	Wholesale of Fuel and Related Products
65	1	136	162	2 642	Wholesale of Machinery and Equipment
11	-	16	26	514	Wholesale of Motor Vehicles and Motorcycles and Related Parts and Accessories
16	-	20	32	287	Other Specialized Wholesale
1 670	2 012	2 597	780	28 193	Retail Trade
72	119	17	34	7 632	Retail Sale in Non-specialized Stores
226	59	235	215	4 255	Retail Sale of Food, Beverages and Tobacco in Specialized Stores
104	3	22	51	2 951	Retail Sale of Textiles and Clothing in Specialized Stores
59	9	128	106	2 622	Retail Sale of Household Appliances and Goods in Specialized Stores
71	5	135	53	1 735	Retail Sale of Pharmaceutical and Medical Goods and Cosmetics in Specialized Stores
77	17	22	65	1 772	Retail Sale of Cultural and Recreation Goods in Specialized Stores
3	-	6	30	222	Retail Sale of Construction Materials in Specialized Stores
-	-	-	10	90	Retail Sale of Fuel and related products in Specialized Stores
43	1	77	67	2 736	Retail Sale of Information and Communications Equipment in Specialized Stores
12	2	24	49	761	Retail Sale of Motor Vehicles, Motorcycles and Related Parts and Accessories in Specialized Stores
50	9	25	52	1 593	Other Retail Sale in Specialized Stores
953	1 788	1 906	48	1 824	Retail Trade not in Stores or Stalls

Note: 1.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.

2.Each enterprise unit may sell merchandises with more than one way, so that the adding up counts of all merchandising routes taken may be greater than the total number of enterprise units.