

表 4 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 0 年				
	年底企業 單位總數	僅透過店面 銷售家數	無 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 2011	Number of enterprise units selling on storefront only	Total	TV shopping	Internet	
總計	495 700	285 896	27 821	1 084	22 670
批發業	213 060	23 603	7 474	531	6 543
商品經紀業	2 851	117	105	1	93
綜合商品批發業	4 495	172	144	17	121
農產原料及活動物批發業	3 116	910	87	2	79
食品、飲料及菸草製品批發業	29 902	5 842	1 260	160	1 026
布疋及服飾品批發業	17 229	2 590	776	51	712
家庭器具及用品批發業	20 891	2 994	1 056	100	922
藥品、醫療用品及化粧品批發業	9 651	1 240	584	75	491
文教、育樂用品批發業	8 700	1 130	604	18	561
建材批發業	36 776	3 308	442	4	363
化學材料及其製品批發業	12 484	412	105	1	86
燃料及相關產品批發業	1 772	212	43	2	37
機械器具批發業	45 860	2 249	1 652	52	1 501
汽機車及其零配件、用品批發業	9 274	1 639	364	11	333
其他專賣批發業	10 059	788	252	37	218
零售業	282 640	262 293	20 347	553	16 127
綜合商品零售業	28 876	27 951	925	14	722
食品、飲料及菸草製品零售業	79 791	77 086	2 705	59	2 196
布疋及服飾品零售業	36 259	34 444	1 815	50	1 743
家庭器具及用品零售業	36 422	34 553	1 869	97	1 654
藥品、醫療用品及化粧品零售業	22 893	21 846	1 047	63	859
文教、育樂用品零售業	12 847	11 566	1 281	19	1 177
建材零售業	6 130	5 973	157	3	137
燃料零售業	4 958	4 866	92	-	83
資訊及通訊設備零售業	10 600	8 249	2 351	34	2 258
汽機車及其零配件、用品零售業	16 384	15 453	931	12	877
其他專賣零售業	21 387	20 306	1 081	16	992
其他無店面零售業	6 093	-	6 093	186	3 429

註：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 40 Merchandising Routes of Enterprise Units of Wholesale and Retail Industries, by Industry Group

2011

Unit: Enterprise

Number of enterprise units selling on non-storefront				同時透過店面及 無店面銷售家數	Number of enterprise units selling on both storefront and non- storefront	
透過郵購	透過自動 販賣機	直 銷	其 他			
Mail ordering	Vending machines	Direct selling	Others			
1 555	1 765	2 678	1 029	20 261	Grand Total	
334	72	540	432	5 422	Wholesale Trade	
4	1	11	2	56	Merchandise Brokers	
11	1	13	7	81	Wholesale of General Merchandise	
6	2	3	5	72	Wholesale of Agricultural Raw Materials and Live Animals	
80	34	145	101	998	Wholesale of Food, Beverages and Tobacco	
33	3	33	26	568	Wholesale of Fabrics and Clothing Accessories	
34	5	79	53	817	Wholesale of Household Appliances and Goods	
48	4	87	23	396	Wholesale of Pharmaceutical and Medical Goods and Cosmetics	
41	3	32	16	486	Wholesale of Cultural and Recreation Goods	
5	3	27	54	305	Wholesale of Construction Materials	
5	2	10	11	51	Wholesale of Chemical Materials and Chemical Products	
-	-	6	5	24	Wholesale of Fuel and Related Products	
45	12	72	90	1 101	Wholesale of Machinery and Equipment	
10	2	11	18	287	Wholesale of Motor Vehicles & Motorcycles & Related Parts & Accessories	
12	-	11	21	180	Other Specialized Wholesale	
1 221	1 693	2 138	597	14 839	Retail Trade	
44	174	15	24	917	Retail Sale in Non-specialized Stores	
179	45	239	220	2 628	Retail Sale of Food, Beverages and Tobacco in Specialized Stores	
70	1	37	31	1 800	Retail Sale of Fabrics and Clothing Accessories in Specialized Stores	
62	32	126	70	1 846	Retail Sale of Household Appliances and Goods in Specialized Stores	
74	1	167	42	1 033	Retail Sale of Pharmaceutical & Medical Goods & Cosmetics in Specialized Stores	
72	16	42	42	1 266	Retail Sale of Cultural and Recreation Goods in Specialized Stores	
8	-	9	6	153	Retail Sale of Construction Materials in Specialized Stores	
1	-	10	3	91	Retail Sale of Fuel in Specialized Stores	
46	3	63	51	2 324	Retail Sale of Information and Communications Equipment in Specialized Stores	
8	-	23	28	926	Retail Sale of Motor Vehicles, Motorcycles and Related Parts and Accessories in Specialized Stores	
46	4	28	50	1 065	Other Retail Sale in Specialized Stores	
611	1 417	1 379	30	790	Retail Trade not in Stores or Stalls	

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