

表 4 2 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

單位：千元

民國 1 0 0 年

	總 計 Total	批 發 Wholesale trade	零 售		
			店 面 Storefront	透過電視購物臺 TV shopping	透 過 網 路 Internet
總計	12 978 201 433	9 714 392 735	2 975 999 759	26 414 459	188 332 860
批發業	9 866 140 030	9 660 684 403	119 918 507	2 421 012	76 251 886
商品經紀業	54 104 837	53 834 741	192 292	324	59 193
綜合商品批發業	404 426 985	401 383 092	2 375 919	89 996	395 655
農產原料及活動物批發業	76 171 037	73 629 887	2 312 428	29 459	115 830
食品、飲料及菸草製品批發業	916 134 492	889 557 378	21 752 158	374 509	2 401 078
布疋及服飾品批發業	546 230 477	534 701 280	8 704 103	249 086	2 316 532
家庭器具及用品批發業	836 392 883	750 541 763	35 906 273	627 156	48 656 281
藥品、醫療用品及化粧品批發業	370 695 093	360 363 714	7 139 804	745 677	1 536 667
文教、育樂用品批發業	240 326 316	232 369 697	5 533 138	68 768	2 258 521
建材批發業	973 774 178	962 904 250	8 661 258	3 280	1 532 048
化學材料及其製品批發業	526 598 000	525 315 345	1 053 099	208	56 886
燃料及相關產品批發業	105 334 517	104 347 548	833 397	574	141 895
機械器具批發業	3 893 671 004	3 866 585 418	14 491 029	181 612	11 004 017
汽機車及其零配件、用品批發業	607 315 798	592 485 032	9 086 062	48 190	5 481 865
其他專賣批發業	314 964 413	312 665 258	1 877 547	2 173	295 418
零售業	3 112 061 403	53 708 332	2 856 081 252	23 993 447	112 080 974
綜合商品零售業	917 352 108	1 604 297	907 255 066	26 716	7 530 277
食品、飲料及菸草製品零售業	291 983 972	6 385 355	278 125 936	58 961	6 504 723
布疋及服飾品零售業	224 145 939	4 194 101	216 483 862	485 107	2 610 313
家庭器具及用品零售業	238 166 196	5 468 192	228 294 278	251 136	3 776 880
藥品、醫療用品及化粧品零售業	125 002 441	1 735 440	119 640 729	861 859	1 898 293
文教、育樂用品零售業	76 079 679	3 300 804	70 603 789	53 142	1 864 292
建材零售業	57 485 816	1 398 130	55 860 667	1 647	166 645
燃料零售業	296 988 816	7 534 989	289 120 397	-	305 584
資訊及通訊設備零售業	176 388 737	6 742 147	161 690 483	136 051	7 548 200
汽機車及其零配件、用品零售業	487 914 989	13 186 108	469 710 916	8 239	4 500 080
其他專賣零售業	57 869 905	557 401	56 376 120	3 716	806 471
其他無店面零售業	162 682 805	1 601 368	2 919 009	22 106 873	74 569 216

**TABLE 42 Selling Revenues of Merchandising Routes of Enterprise Units
of Wholesale and Retail Industries, by Industry Group**

2011

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	
7 929 572	3 290 413	55 836 159	6 005 476	Grand Total
626 624	159 310	2 836 212	3 242 076	Wholesale Trade
9 543	100	8 416	228	Merchandise Brokers
109 222	660	6 551	65 890	Wholesale of General Merchandise
10 697	1 022	41 783	29 931	Wholesale of Agricultural Raw Materials and Live Animals
200 356	68 480	706 322	1 074 211	Wholesale of Food, Beverages and Tobacco
28 466	8 393	13 540	209 077	Wholesale of Fabrics and Clothing Accessories
26 728	26 453	346 068	262 161	Wholesale of Household Appliances and Goods
32 017	1 696	478 836	396 682	Wholesale of Pharmaceutical and Medical Goods and Cosmetics
34 054	6 105	25 792	30 241	Wholesale of Cultural and Recreation Goods
335	4 762	139 261	528 984	Wholesale of Construction Materials
1 391	16 288	49 548	105 235	Wholesale of Chemical Materials and Chemical Products
-	-	5 199	5 904	Wholesale of Fuel and Related Products
165 710	9 785	892 328	341 105	Wholesale of Machinery and Equipment
6 118	15 566	105 965	87 000	Wholesale of Motor Vehicles & Motorcycles & Related Parts & Accessories
1 987	-	16 603	105 427	Other Specialized Wholesale
7 302 948	3 131 103	52 999 947	2 763 400	Retail Trade
243 216	276 645	1 641	414 250	Retail Sale in Non-specialized Stores
380 402	18 445	71 227	438 923	Retail Sale of Food, Beverages and Tobacco in Specialized Stores
93 079	60	13 358	266 059	Retail Sale of Fabrics and Clothing Accessories in Specialized Stores
63 409	30 927	61 474	219 900	Retail Sale of Household Appliances and Goods in Specialized Stores
638 053	32	120 374	107 661	Retail Sale of Pharmaceutical & Medical Goods & Cosmetics in Specialized Stores
174 605	3 099	20 140	59 808	Retail Sale of Cultural and Recreation Goods in Specialized Stores
35 132	-	18 194	5 401	Retail Sale of Construction Materials in Specialized Stores
2 077	-	22 765	3 004	Retail Sale of Fuel in Specialized Stores
24 157	296	49 309	198 094	Retail Sale of Information and Communications Equipment in Specialized Stores
2 630	-	280 972	226 044	Retail Sale of Motor Vehicles, Motorcycles and Related Parts and Accessories in Specialized Stores
15 499	576	3 341	106 781	Other Retail Sale in Specialized Stores
5 630 689	2 801 023	52 337 152	717 475	Retail Trade not in Stores or Stalls