

# 台灣文具十年進口統計

新台幣千元	1996年	1997年	1998年	1999年	2000年	2001年	2002年	2003年	2004年	2005年	前期比較	Average
HS CODE	進口金額	進口金額	進口金額	進口金額	進口金額	進口金額	進口金額	進口金額	進口金額	進口金額	成長率	十年均值
3926.10.00.00	185,970	211,278	186,838	176,580	162,184	137,805	135,407	132,467	153,794	183,932	19.60%	166,626
3215.90.00.00	294,919	332,101	249,854	183,703	204,230	201,864	198,000	255,135	218,049	177,573	-18.56%	231,543
8304.00.00.00	8,852	6,102	8,758	14,876	21,276	19,843	12,144	8,468	12,357	10,809	-12.53%	12,349
8305.10.00.00	85,214	93,226	71,167	70,204	77,887	77,031	82,195	86,286	95,746	76,891	-19.69%	81,585
8305.90.10.00	370	1,325	3,267	4,995	3,921	2,833	3,648	2,924	2,606	1,662	-36.22%	2,755
8211.92.20.00	4,150	4,601	3,970	4,009	5,254	3,356	2,381	3,230	2,805	3,981	41.93%	3,774
8211.93.10.00	20	917	3	90	128	96	45	6	332	7	-97.89%	164
8214.10.10.00	16,326	19,356	27,214	22,185	24,936	14,676	13,378	17,978	19,319	16,537	-14.40%	19,191
8214.10.20.00	5,946	7,933	10,977	6,263	23,191	14,220	5,991	7,073	18,461	27,494	48.93%	12,755
小計	120,878	133,460	125,356	122,622	156,593	132,055	119,782	125,965	151,626	137,381	-9.39%	132,572
9608.10.00.00	814,966	851,272	887,006	739,872	816,585	772,586	791,856	799,248	915,687	970,663	6.00%	835,974
9608.20.00.00	197,748	236,717	226,499	238,685	204,839	176,918	199,528	231,836	263,235	244,012	-7.30%	222,002
9608.31.00.00	15,972	15,122	10,063	12,352	10,169	5,541	3,032	5,468	5,261	5,512	4.77%	8,849
9608.39.10.00	79,232	91,714	46,153	49,794	50,182	53,463	52,758	74,742	78,548	90,617	15.37%	66,720
9608.39.20.00	1,392	1,765	4,927	4,410	6,910	4,668	1,766	429	237	144	-39.24%	2,665
9608.39.30.00	5,227	12,073	11,944	12,817	10,982	9,615	179	85	38	0	0.00%	6,296
9608.39.40.00	2	0	1	0	36	0	0	0	0	0		4
9608.39.90.00	149,028	145,873	215,873	241,458	178,272	182,738	171,759	163,361	144,273	170,520	18.19%	176,316
9608.40.00.00	79,853	94,682	103,120	104,728	84,443	80,760	149,811	122,211	149,834	196,495	31.14%	116,594
9608.60.00.00	226,819	256,006	250,552	299,678	265,529	205,512	219,719	188,293	163,338	149,787	-8.30%	222,523
9608.91.10.00	167,285	162,018	148,658	143,836	133,643	134,799	114,575	84,035	83,098	58,124	-30.05%	123,007
9608.91.20.00	64,268	75,733	93,649	113,551	105,294	72,913	62,217	64,582	39,164	18,515	-52.72%	70,989
9608.99.00.00	255,299	237,556	227,291	245,730	188,588	146,720	105,317	138,647	121,724	94,831	-22.09%	176,170
9609.10.00.00	169,261	170,367	182,783	139,307	135,768	129,925	135,342	171,760	219,778	209,273	-4.78%	166,356
9609.20.00.00	85,750	72,091	113,022	130,393	101,902	63,024	88,400	58,473	92,683	98,595	6.38%	90,433
9609.90.10.00	1,181	1,093	1,723	1,953	1,404	1,926	1,054	1,310	1,982	2,335	17.81%	1,596
9609.90.90.00	30,348	34,657	37,467	36,606	48,745	47,927	49,430	50,272	62,182	64,744	4.12%	46,238
9610.00.00.00	2,709	3,063	8,025	6,241	7,068	14,940	11,543	10,602	11,627	15,936	37.06%	9,175
9612.10.00.00	443,910	395,506	402,028	419,085	416,525	374,979	334,520	346,054	351,004	324,416	-7.57%	380,803
9612.20.00.00	5,513	11,702	13,539	13,056	10,535	6,875	9,240	14,607	10,700	12,523	17.04%	10,829
小計	2,795,763	2,869,010	2,984,323	2,953,552	2,777,419	2,485,829	2,502,046	2,526,015	2,714,393	2,727,042	0.47%	2,733,539
4817.10.00.00	9,911	12,993	10,459	15,381	13,655	14,043	10,377	13,759	19,422	19,830	2.10%	13,983
4817.20.00.00	10,735	20,215	13,009	5,418	4,485	5,282	4,147	4,028	5,519	9,230	67.24%	8,207
4817.30.00.00	9,161	11,783	15,479	10,295	14,240	10,428	8,271	8,120	12,324	12,801	3.87%	11,290
4819.60.00.00	18,348	25,821	22,660	25,278	30,484	25,845	23,977	25,556	39,808	147,500	270.53%	38,528
4820.10.00.10	9,900	12,701	17,288	22,884	26,797	12,382	7,566	11,762	15,940	15,484	-2.86%	15,270
4820.10.00.20	12,974	33,012	33,791	25,179	27,191	19,956	13,568	17,436	21,788	21,396	-1.80%	22,629
4820.10.00.30	1,292	1,109	2,753	5,060	2,407	726	1,642	728	706	129	-81.73%	1,655
4820.10.00.90	95,289	109,558	89,157	75,602	101,063	77,679	66,276	67,558	90,298	116,699	29.24%	88,918
4820.20.00.00	3,255	3,436	1,274	2,603	1,268	1,702	1,084	806	2,207	2,454	11.19%	2,009
4820.30.00.00	23,756	14,029	17,020	16,266	23,031	9,945	10,396	15,776	11,396	12,577	10.36%	15,419
4820.40.00.00	37,091	30,750	14,443	15,872	10,608	41,343	41,361	52,759	62,811	53,189	-15.32%	36,023
4820.50.10.00	39,678	52,475	51,827	43,389	50,565	35,984	32,018	28,973	34,438	36,249	5.26%	40,560
4820.50.20.00	274	164	282	866	481	91	68	339	181	290	60.22%	304
4820.50.90.00	1,903	4,685	4,026	9,945	6,200	8,203	10,041	3,268	3,230	8,171	152.97%	5,967
4821.10.00.00	172,711	183,637	269,154	318,286	453,151	485,716	516,951	426,833	460,782	470,633	2.14%	375,785
4821.90.00.00	39,690	53,648	59,085	87,390	71,562	43,285	19,983	29,375	48,458	55,009	13.52%	50,749
4901.10.00.00	260,558	265,060	302,195	332,173	427,080	354,822	382,469	308,107	340,212	373,963	9.92%	334,664
4901.91.00.00	69,801	51,220	49,854	68,150	50,602	45,914	24,063	26,841	10,183	13,805	35.57%	41,043
4901.99.10.00	32,891	39,645	26,004	27,201	20,700	15,216	20,034	19,613	75,660	103,339	36.58%	38,030
4902.90.00.00	691,995	863,198	889,344	817,610	824,946	859,394	836,871	796,315	779,287	747,412	-4.09%	810,637
4903.00.10.00	164,947	160,844	75,740	194,940	258,355	308,999	94,385	80,997	111,534	105,902	-5.05%	155,664
4903.00.20.00	2,153	1,462	1,576	1,752	506	198	241	861	1,306	1,821	39.43%	1,188
4904.00.00.00	11,969	6,920	8,721	14,552	19,085	16,062	11,733	12,166	16,567	13,960	-15.74%	13,174
4905.10.00.00	6	0	0	9	23	57	15	17	46	201	336.96%	37
4905.91.00.00	4,751	7,062	8,154	9,181	2,029	1,845	2,840	4,219	4,550	4,365	-4.07%	4,900
4905.99.00.00	5,428	266	440	6,232	13,703	14,818	11,576	9,910	21,571	12,258	-43.17%	9,620
4906.00.00.00	143,517	167,799	95,905	131,044	353,070	202,833	213,588	312,913	241,603	195,893	-18.92%	205,817
4907.00.20.00	121	0	0	0	0	0	0	0	0	0		12
4907.00.30.10	18,456	33,792	67,000	4,926	826	573	412	913	1,089	982	-9.83%	12,897
4909.00.10.00	12,626	13,487	3,988	1,560	1,513	3,440	2,136	1,978	3,289	2,960	-10.00%	4,698
4909.00.90.00	26,747	38,486	32,426	64,985	71,720	31,592	36,233	25,426	56,085	75,470	34.56%	45,917
4910.00.00.00	23,226	26,938	32,422	31,679	32,267	28,936	39,230	40,891	81,705	115,023	40.78%	45,232
4911.10.00.00	578,595	495,211	572,210	777,529	568,877	421,643	319,695	313,986	360,647	456,482	26.57%	486,488
4911.91.00.20	4,531	7,514	4,734	5,259	28,474	18,289	12,094	12,782	5,032	8,065	60.27%	10,677
小計	2,538,286	2,748,920	2,792,420	3,168,496	3,510,964	3,117,241	2,775,341	2,675,011	2,939,674	3,213,542	9.32%	2,947,990
合計	5,935,816	6,294,769	6,338,791	6,604,953	6,811,390	6,074,794	5,730,576	5,714,593	6,177,536	6,439,470	4.24%	6,212,269

資料來源：財政部關稅總局 <http://web.customs.gov.tw/statistic/statistic/statisticList.asp>

台灣區教育用品工業同業公會製表

台灣文具工廠之內外銷比例：5:5

台灣文具總產值為：出口值/外銷比例=173/0.5=346億元(十年平均值)

出口值：173億元

進口值：62億元

工廠內銷值：總產值-出口值=346-173=173億元

內銷市場值：工廠內銷值+進口值=173+62=235億元

零售市場值：內銷市場值/批發零售比例=235/0.55=427億元(代表國內文具內銷市場商機)

2005年兒童人口總數：4,246,380人 兒童平均每人消費零售值：427/0.042=10,166元