

台灣文具十年出口統計

新台幣仟元	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	出口金額	出口金額	出口金額	出口金額	出口金額	出口金額	出口金額	出口金額	出口金額	出口金額	成長率	十年均值
3926.10.00.00	3,886,715	3,749,417	3,361,532	2,939,905	2,967,448	2,463,860	2,124,817	2,125,925	2,199,738	1,983,291	-9.84%	2,780,265
3215.90.00.00	136,497	132,774	145,837	226,104	331,457	398,613	585,793	732,700	891,852	1,104,527	23.85%	468,615
8304.00.00.00	298,452	315,123	404,989	519,527	608,242	300,614	148,315	146,310	125,819	144,561	14.90%	301,195
8305.10.00.00	235,067	246,132	207,961	238,017	176,345	166,460	125,848	181,557	142,500	127,307	-10.66%	184,719
8305.90.10.00	9,245	6,349	35,350	20,061	72,952	45,810	7,650	16,081	8,123	12,737	56.80%	23,436
8211.92.20.00	23,872	21,567	20,211	15,706	12,819	9,594	11,527	7,726	8,314	11,971	43.99%	14,331
8211.93.10.00	1,323	273	337	106	389	53	36	27	787	20	-97.46%	335
8214.10.10.00	105,381	116,387	104,923	78,145	61,165	48,021	44,217	39,644	36,367	35,687	-1.87%	66,994
8214.10.20.00	193,750	208,951	190,397	135,027	141,791	112,285	121,034	156,405	204,877	135,982	-33.63%	160,050
小計	867,090	914,782	964,168	1,006,589	1,073,703	682,837	458,627	547,750	526,787	468,265	-11.11%	751,060
9608.10.00.00	3,540,704	3,659,070	3,480,872	3,315,608	3,461,319	2,728,657	2,153,464	1,723,684	1,721,706	1,267,920	-26.36%	2,705,300
9608.20.00.00	190,919	215,321	173,295	206,518	284,035	187,341	247,268	406,921	386,937	247,869	-35.94%	254,642
9608.31.00.00	215,392	243,037	250,771	182,817	127,427	49,132	35,859	20,666	20,898	30,478	45.84%	117,648
9608.39.10.00	129,653	118,816	111,670	89,708	83,256	114,749	58,945	69,163	56,328	63,349	12.46%	89,564
9608.39.20.00	439	0	108	50,043	312	0	95	461	3,528	503	-85.74%	5,549
9608.39.30.00	17,937	9,231	11,870	9,177	13,376	3,862	6	0	0	0	0.00%	6,546
9608.39.40.00	20,550	30,127	10,923	5,413	5,598	2,608	189	1,261	1,336	542	-59.43%	7,855
9608.39.90.00	1,677,375	1,994,968	2,416,207	2,182,686	2,001,195	1,713,831	1,384,152	1,282,836	1,189,599	1,058,156	-11.05%	1,690,101
9608.40.00.00	349,275	347,016	310,727	319,774	284,846	228,774	189,734	127,160	123,491	105,548	-14.53%	238,635
9608.60.00.00	103,344	129,266	103,715	127,281	119,692	76,587	46,364	42,179	28,413	25,576	-9.98%	80,242
9608.91.10.00	6,400	7,408	3,952	12,764	6,920	7,425	8,349	4,447	6,314	3,424	-45.77%	6,740
9608.91.20.00	20,730	21,605	20,482	12,838	17,118	14,218	11,260	14,269	22,105	12,764	-42.26%	16,739
9608.99.00.00	1,428,778	1,479,825	1,541,890	1,193,704	1,325,106	1,065,302	1,005,347	720,386	610,672	547,642	-10.32%	1,091,865
9609.10.00.00	443,955	532,259	482,348	502,801	449,227	398,226	360,510	423,549	499,998	441,036	-11.79%	453,391
9609.20.00.00	84,017	67,840	77,392	78,304	74,265	86,220	71,571	62,384	79,980	51,457	-35.66%	73,343
9609.90.10.00	451	363	988	395	631	863	287	336	474	379	-20.04%	517
9609.90.90.00	401,997	391,868	461,389	454,590	415,398	348,865	297,336	249,437	250,223	297,636	18.95%	356,874
9610.00.00.00	32,541	37,566	60,917	51,717	40,279	48,396	25,942	59,852	102,024	117,567	15.23%	57,680
9612.10.00.00	30,850	82,061	33,869	38,744	46,023	42,462	65,866	71,210	64,267	58,617	-8.79%	53,397
9612.20.00.00	67,325	56,703	64,264	84,591	109,982	106,039	71,074	99,969	89,790	81,918	-8.77%	83,166
小計	8,762,632	9,424,350	9,617,649	8,919,473	8,866,005	7,223,557	6,033,618	5,380,170	5,258,083	4,412,381	-16.08%	7,389,792
4817.10.00.00	34,678	22,453	28,353	22,523	28,956	27,833	26,034	21,910	27,391	37,233	35.93%	27,736
4817.20.00.00	20,157	27,508	34,511	48,509	28,249	29,740	49,610	61,482	57,483	37,146	-35.38%	39,440
4817.30.00.00	260,281	254,669	219,859	192,368	214,233	229,260	205,604	169,460	147,944	127,223	-14.01%	202,090
4819.60.00.00	324,789	315,328	254,627	268,357	210,724	147,107	140,281	119,982	122,100	135,521	10.99%	203,882
4820.10.00.10	314,133	317,031	304,433	278,039	188,454	155,421	98,019	108,224	80,033	74,553	-6.85%	191,834
4820.10.00.20	124,847	52,275	50,129	46,096	63,907	83,161	60,945	86,130	80,471	64,381	-19.99%	71,234
4820.10.00.30	162,121	174,926	161,107	129,385	100,297	78,425	51,103	34,246	40,145	23,072	-42.53%	95,483
4820.10.00.90	750,569	711,976	634,493	619,836	474,051	368,619	317,592	321,534	330,352	268,963	-18.58%	479,799
4820.20.00.00	12,854	54,973	13,524	5,315	2,738	2,592	2,175	4,694	5,162	1,629	-68.44%	10,566
4820.30.00.00	61,213	52,583	49,192	54,235	43,134	42,982	34,690	29,964	12,470	19,310	54.85%	39,977
4820.40.00.00	7,478	15,724	13,592	11,943	7,802	12,315	10,431	17,023	47,091	55,108	17.02%	19,851
4820.50.10.00	197,694	190,619	164,623	155,035	138,015	112,398	67,725	91,655	79,949	59,947	-25.02%	125,766
4820.50.20.00	8,808	15,133	2,440	454	1,272	245	408	20	313	128	-59.11%	2,922
4820.50.90.00	25,836	36,832	34,012	47,459	40,185	18,182	22,552	15,767	18,752	20,311	8.31%	27,989
4821.10.00.00	1,392,765	1,748,152	1,886,352	2,080,448	1,991,605	1,955,091	2,269,715	2,663,971	3,018,075	3,330,374	10.35%	2,233,655
4821.90.00.00	1,043,419	1,054,811	920,633	958,596	943,531	811,420	825,738	682,349	809,224	830,865	2.67%	888,059
4901.10.00.00	61,537	51,648	58,716	66,124	110,723	147,922	139,924	114,638	143,327	126,700	-11.60%	102,126
4901.91.00.00	13,348	7,765	2,736	2,944	2,478	3,131	1,944	1,492	1,881	3,427	82.19%	4,115
4901.99.10.00	1,610	4,149	4,136	1,489	1,912	276	680	888	1,287	666	-48.25%	1,709
4902.90.00.00	115,744	104,708	121,413	124,723	161,287	231,808	289,546	307,030	324,378	368,944	13.74%	214,958
4903.00.10.00	42,631	29,757	22,567	30,151	22,466	33,179	22,726	11,957	23,023	23,206	0.79%	26,166
4903.00.20.00	29,211	27,752	23,143	33,589	34,364	32,158	36,008	37,562	39,026	25,359	-35.02%	31,817
4904.00.00.00	29,468	19,840	522	1,107	498	495	969	875	965	1,985	105.70%	5,672
4905.10.00.00	21,855	17,419	12,274	16,667	29,222	26,594	30,080	55,670	53,803	41,932	-22.06%	30,552
4905.91.00.00	934	479	155	263	1,165	67	44	291	63	441	600.00%	390
4905.99.00.00	2,909	547	2,051	4,255	2,711	2,137	3,953	1,331	2,155	3,063	42.13%	2,511
4906.00.00.00	36,205	38,836	70,064	120,576	47,802	133,039	278,520	151,267	196,068	17,013	-91.32%	108,939
4907.00.20.00	70	0	0	1	0	11	0	0	0	0		8
4907.00.30.10	132	0	0	174	121	6	0	7	2	59	2850.00%	50
4909.00.10.00	35,243	19,850	6,546	9,032	10,139	11,312	4,032	1,402	1,560	1,596	2.31%	10,071
4909.00.90.00	24,679	25,622	25,359	30,652	29,382	26,288	25,057	33,695	31,770	30,224	-4.87%	28,273
4910.00.00.00	86,644	114,834	92,192	96,615	101,627	101,460	107,316	97,497	89,789	107,592	19.83%	99,557
4911.10.00.00	555,009	589,860	562,518	598,772	703,035	516,441	564,329	549,742	597,696	502,827	-15.87%	574,023
4911.91.00.20	7,915	6,658	5,288	5,023	5,779	7,176	7,840	7,243	12,747	9,248	-27.45%	7,492
小計	5,806,786	6,104,717	5,781,560	6,060,755	5,741,864	5,348,291	5,695,590	5,800,998	6,396,495	6,350,046	-0.73%	5,908,710
合計	19,459,720	20,326,040	19,870,746	19,152,826	18,980,477	16,117,158	14,898,445	14,587,543	15,272,955	14,318,510	-6.25%	17,298,442

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