

## Trade and Eating-Drinking places Activity Surveys

[Table 1](#) Sales and Annual Growth Rate of Wholesale Trade

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Table 1 Sales and Annual Growth Rate of Wholesale Trade

| Period  | Wholesale Trade<br>( 45-46 ) | Merchandise Brokers<br>( 451 ) | General Merchandise<br>( 452 ) | Agricultural Raw Materials and Live Animals<br>( 453 ) | Food, Beverages and Tobacco Products<br>( 454 ) | Fabrics, Clothing and Clothing Accessories<br>( 455 ) |
|---|------------------------------|--------------------------------|--------------------------------|--|---|---|
| 1. Sales(NT\$Million)                                       |                              |                                |                                |  |   |   |
| 2009  | 8 800 161                    | 48 688                         | 501 015                        | 74 262   | 770 502   | 569 619   |
| 2010  | 9 716 602                    | 56 951                         | 569 292                        | 79 698   | 818 990   | 574 358   |
| 2011  | 9 993 624                    | 57 285                         | 603 619                        | 82 279   | 869 855   | 552 103   |
| 2012  | 9 833 039                    | 53 624                         | 614 400                        | 78 020   | 896 745   | 531 681   |
| 2013  | 9 904 170                    | 55 312                         | 635 087                        | 75 841   | 923 581   | 545 384   |
| 2014  | 10 117 276                   | 55 801                         | 637 906                        | 71 183   | 913 551   | 537 677   |
| 2015  | 9 725 798                    | 55 819                         | 616 468                        | 69 058   | 894 965   | 544 007   |
| 2016  | 9 545 057                    | 52 353                         | 613 640                        | 69 148   | 914 407   | 519 835   |
| 2016 JULY   | 804 324                      | 4 884                          | 52 720                         | 5 690  | 80 667  | 45 250  |
| AUG.  | 832 761                      | 4 531                          | 55 210                         | 5 841  | 85 138  | 45 057  |
| SEP.  | 826 961                      | 4 395                          | 50 870                         | 5 356  | 75 725  | 45 744  |
| OCT.  | 827 403                      | 4 547                          | 51 254                         | 5 631  | 75 941  | 47 654  |
| NOV.  | 843 847                      | 4 531                          | 50 932                         | 6 019  | 76 054  | 43 864  |
| DEC.  | 856 655                      | 4 399                          | 54 409                         | 6 225  | 82 774  | 43 720  |
| 2017 JAN.   | 802 699                      | 4 086                          | 56 066                         | 5 752  | 83 941  | 43 396  |
| FEB.  | 698 474                      | 3 033                          | 45 121                         | 4 888  | 62 897  | 35 747  |
| MAR.  | 835 426                      | 4 041                          | 52 893                         | 5 798  | 74 060  | 41 177  |
| APR.  | 785 660                      | 3 377                          | 47 835                         | 5 039  | 71 641  | 39 045  |
| MAY   | 812 026                      | 3 718                          | 51 482                         | 5 453  | 78 225  | 37 840  |
| JUNE  | 851 856                      | 4 001                          | 52 397                         | 5 396  | 79 816  | 37 083  |
| JULY  | 838 412                      | 3 718                          | 52 250                         | 4 959  | 77 278  | 40 710  |
| Jan.-Current Month  | 5 624 553                    | 25 974                         | 358 045                        | 37 285   | 527 857   | 274 998   |
| +-% Change Between Current Month & Previous Period          | - 1.58                       | - 7.06                         | - 0.28                         | - 8.11   | - 3.18  | 9.78  |
| +-% Change between Jan.-Current Month & that of Last Period | 4.99                         | - 13.28                        | 2.02                           | - 6.97   | 1.75  | - 6.40  |
| % Structure rate from Jan. to Current month                 | 100.00                       | 0.46                           | 6.37                           | 0.66   | 9.38  | 4.89  |
| 2. Annual Growth Rate(%)                                    |                              |                                |                                |  |   |   |
| 2009  | -5.02                        | -21.86                         | -16.31                         | -17.65   | -4.58   | -7.36   |
| 2010  | 10.41                        | 16.97                          | 13.63                          | 7.32   | 6.29  | 0.83  |
| 2011  | 2.85                         | 0.59                           | 6.03                           | 3.24   | 6.21  | -3.87   |
| 2012  | -1.61                        | -6.39                          | 1.79                           | -5.18  | 3.09  | -3.70   |
| 2013  | 0.72                         | 3.15                           | 3.37                           | -2.79  | 2.99  | 2.58  |
| 2014  | 2.15                         | 0.88                           | 0.44                           | -6.14  | -1.09   | -1.41   |
| 2015  | -3.87                        | 0.03                           | -3.36                          | -2.99  | -2.03   | 1.18  |
| 2016  | -1.86                        | -6.21                          | -0.46                          | 0.13   | 2.17  | -4.44   |
| 2016 JULY   | -1.53                        | -6.67                          | -4.04                          | -2.94  | 3.72  | -6.48   |
| AUG.  | 3.39                         | -5.48                          | 0.83                           | 0.49   | 7.62  | -3.33   |
| SEP.  | -0.84                        | -2.21                          | 0.15                           | -5.60  | 0.19  | -2.83   |
| OCT.  | 0.36                         | 0.54                           | 1.42                           | -2.57  | 4.08  | -6.54   |
| NOV.  | 6.11                         | 4.68                           | 5.83                           | 1.84   | 4.16  | 5.07  |
| DEC.  | 2.49                         | -9.70                          | 7.85                           | -6.08  | 2.37  | -1.73   |
| 2017 JAN.   | -0.29                        | -9.15                          | 3.82                           | -3.09  | 6.88  | -2.75   |
| FEB.  | 14.26                        | -12.57                         | 1.45                           | 0.70   | -6.84   | -6.50   |
| MAR.  | 6.33                         | -3.04                          | 3.91                           | -4.38  | 5.20  | -4.39   |
| APR.  | 2.35                         | -18.08                         | 2.32                           | -9.30  | 1.16  | -8.32   |
| MAY   | 4.41                         | -12.93                         | 2.18                           | -8.77  | 6.34  | -7.05   |
| JUNE  | 5.71                         | -11.87                         | 1.30                           | -10.09   | 3.29  | -5.69   |
| JULY  | 4.24                         | -23.87                         | -0.89                          | -12.85   | -4.20   | -10.03  |

Table 1 Sales and Annual Growth Rate of Wholesale Trade

| Household<br>Appliance and<br>Supplies<br><br>( 456 ) | Pharmaceutica<br>l and Medical<br>Goods and<br>Cosmetics<br><br>( 457 ) | Education<br>and<br>Entertainment<br>Articles<br><br>( 458 ) | Building<br>Materials<br><br>( 461 ) | Chemical<br>Materials<br>and Products<br><br>( 462 ) | Fuel<br>Products<br><br>( 463 ) | Machinery<br>and<br>Equipment<br><br>( 464 ) | Motor Vehicles<br>and Motorcycles<br>and Related<br>Parts<br>and Accessories<br><br>( 465 ) | Other<br>Specialized<br>Wholesale<br>Trade<br><br>( 469 ) |
|---|---|--|--------------------------------------|--|---------------------------------|--|---|---|
|---|---|--|--------------------------------------|--|---------------------------------|--|---|---|

1. Sales(NT\$Million)

|         |         |         |         |         |         |           |         |         |  |
|---------|---------|---------|---------|---------|---------|-----------|---------|---------|--|
| 758 589 | 357 352 | 281 425 | 770 966 | 362 856 | 80 663  | 3 567 541 | 452 303 | 204 379 |  |
| 799 340 | 373 797 | 305 882 | 851 930 | 424 133 | 92 359  | 4 063 379 | 481 507 | 224 985 |  |
| 814 472 | 387 572 | 309 604 | 889 073 | 417 039 | 99 451  | 4 123 487 | 558 540 | 229 243 |  |
| 780 129 | 387 322 | 309 687 | 845 080 | 410 183 | 94 906  | 4 071 789 | 540 749 | 218 724 |  |
| 763 391 | 389 351 | 312 493 | 826 658 | 415 145 | 106 967 | 4 055 034 | 577 977 | 221 947 |  |
| 794 938 | 397 599 | 317 064 | 844 884 | 436 854 | 107 556 | 4 173 116 | 612 163 | 216 985 |  |
| 798 090 | 410 198 | 322 303 | 767 881 | 407 516 | 77 191  | 3 955 145 | 602 779 | 204 380 |  |
| 776 164 | 426 144 | 329 140 | 730 778 | 393 209 | 68 708  | 3 820 136 | 632 579 | 198 816 |  |
| 61 140  | 32 927  | 26 406  | 60 230  | 31 608  | 5 650   | 321 087   | 59 464  | 16 602  |  |
| 61 084  | 36 181  | 26 939  | 63 626  | 33 922  | 5 779   | 345 866   | 45 686  | 17 899  |  |
| 67 139  | 41 096  | 27 221  | 55 629  | 32 157  | 5 577   | 349 339   | 50 635  | 16 079  |  |
| 70 091  | 42 215  | 29 079  | 60 681  | 32 792  | 5 929   | 331 859   | 53 462  | 16 268  |  |
| 72 100  | 38 482  | 27 628  | 68 638  | 35 496  | 6 072   | 341 772   | 53 736  | 18 523  |  |
| 73 220  | 36 204  | 29 796  | 74 165  | 35 939  | 6 007   | 337 030   | 52 996  | 19 772  |  |
| 64 304  | 38 581  | 29 939  | 60 687  | 31 813  | 5 445   | 301 409   | 60 896  | 16 383  |  |
| 56 102  | 28 912  | 25 992  | 55 863  | 31 829  | 5 083   | 283 354   | 44 157  | 15 496  |  |
| 61 044  | 40 280  | 28 637  | 68 678  | 37 732  | 6 471   | 341 049   | 55 611  | 17 955  |  |
| 64 202  | 35 776  | 26 420  | 62 360  | 33 747  | 5 904   | 323 245   | 51 015  | 16 054  |  |
| 59 034  | 35 400  | 27 161  | 65 949  | 34 099  | 5 858   | 341 734   | 50 545  | 15 527  |  |
| 62 534  | 37 107  | 28 510  | 66 701  | 35 224  | 6 426   | 362 512   | 57 597  | 16 552  | r                                      |
| 62 628  | 35 802  | 28 745  | 63 177  | 33 988  | 6 139   | 357 199   | 55 726  | 16 094  | p                                      |
| 429 847 | 251 858 | 195 404 | 443 416 | 238 433 | 41 326  | 2 310 502 | 375 547 | 114 061 | Jan.-Cur                               |
| 0.15    | - 3.52  | 0.82    | - 5.28  | - 3.51  | - 4.47  | - 1.47    | - 3.25  | - 2.77  | +-% Chang<br>Month & Pr                |
| - 0.62  | 8.58    | 3.67    | 8.67    | 6.97    | 5.04    | 9.28      | - 0.14  | 3.43    | % Chang<br>Current                     |
| 7.64    | 4.48    | 3.47    | 7.88    | 4.24    | 0.73    | 41.08     | 6.68    | 2.03    | Month & th<br>% Structur<br>Current mc |

2. Annual Growth Rate(%)

|       |       |       |        |       |        |       |       |       |   |
|-------|-------|-------|--------|-------|--------|-------|-------|-------|---|
| -5.96 | 5.31  | -9.40 | -14.13 | -9.22 | -11.80 | -0.77 | 3.10  | -3.88 |   |
| 5.37  | 4.60  | 8.69  | 10.50  | 16.89 | 14.50  | 13.90 | 6.46  | 10.08 |   |
| 1.89  | 3.69  | 1.22  | 4.36   | -1.67 | 7.68   | 1.48  | 16.00 | 1.89  |   |
| -4.22 | -0.06 | 0.03  | -4.95  | -1.64 | -4.57  | -1.25 | -3.19 | -4.59 |   |
| -2.15 | 0.52  | 0.91  | -2.18  | 1.21  | 12.71  | -0.41 | 6.88  | 1.47  |   |
| 4.13  | 2.12  | 1.46  | 2.20   | 5.23  | 0.55   | 2.91  | 5.91  | -2.24 |   |
| 0.40  | 3.17  | 1.65  | -9.11  | -6.72 | -28.23 | -5.22 | -1.53 | -5.81 |   |
| -2.75 | 3.89  | 2.12  | -4.83  | -3.51 | -10.99 | -3.41 | 4.94  | -2.72 |   |
| -5.74 | -2.37 | -2.94 | -5.88  | -5.57 | -12.22 | 0.79  | -1.52 | 3.89  |   |
| 1.83  | 5.33  | 5.13  | 7.33   | 4.09  | -3.24  | 2.00  | 10.07 | 12.15 |   |
| -2.28 | 7.99  | 0.83  | -5.78  | -4.72 | -12.72 | -1.92 | 10.76 | 3.34  |   |
| -1.83 | -3.50 | 5.77  | -3.27  | -4.57 | -7.02  | 1.97  | 4.89  | -4.88 |   |
| -0.75 | 18.47 | 1.68  | 5.19   | 6.08  | -3.96  | 6.13  | 16.71 | 10.88 |   |
| -9.18 | 1.53  | -1.70 | 9.25   | 3.91  | -0.93  | 1.96  | 15.23 | 17.23 |   |
| -3.44 | 7.73  | 4.05  | 0.97   | -2.67 | -0.44  | -3.42 | 1.42  | 3.45  |   |
| -1.11 | 18.48 | 5.62  | 29.40  | 19.79 | 13.06  | 26.87 | 18.74 | 26.70 |   |
| 1.31  | 10.69 | 2.87  | 15.48  | 6.68  | 4.54   | 7.80  | 3.41  | 16.68 |   |
| 1.01  | 4.70  | -0.98 | 4.82   | 2.13  | 3.29   | 6.14  | -4.94 | -5.02 |   |
| -3.73 | 5.44  | 2.04  | 7.91   | 5.72  | 0.04   | 9.03  | -2.32 | -8.04 |   |
| -0.62 | 6.97  | 3.48  | 3.49   | 12.28 | 7.66   | 12.09 | -4.29 | 0.73  | r |
| 2.43  | 8.73  | 8.86  | 4.89   | 7.53  | 8.66   | 11.25 | -6.29 | -3.06 | p |

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Period

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2009  
2010  
2011  
2012  
2013  
2014  
2015  
2016

2016 JULY  
AUG.  
SEP.  
OCT.  
NOV.  
DEC.

2017 JAN.  
FEB.  
MAR.  
APR.  
MAY  
JUNE  
JULY

Current Month

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Change Between Current  
and Previous Period

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Change at End of Last Period  
as a Percentage of Rate from Jan. to  
Current Month

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2009  
2010  
2011  
2012  
2013  
2014  
2015  
2016

2016 JULY  
AUG.  
SEP.  
OCT.  
NOV.  
DEC.

2017 JAN.  
FEB.  
MAR.  
APR.  
MAY  
JUNE  
JULY

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Table 2 Sales and Annual Growth Rate of Retail Trade

| Period  | Retail Trade<br>( 47-48 ) | General Merchandise Stores<br>(detail:table4)<br>( 471 ) | Food, Beverages and Tobacco Products in Specialized Stores<br>( 472 ) | Fabrics, Clothes and Clothing Accessories in Specialized Stores<br>( 473 ) | Household Supplies in Specialized Stores<br>( 474 ) | Pharmaceutical and Medical Goods and Cosmetics in Specialized Stores<br>( 475 ) | Educational and Entertainment Articles in Specialized Stores<br>( 476 ) |
|---|---------------------------|--|---|--|---|---|---|
| 1. Sales(NT\$Million)                                       |                           |  |   |  |   |   |   |
| 2009  | 3 268 147                 | 853 228  | 387 110   | 251 950  | 274 917   | 157 629   | 107 735   |
| 2010  | 3 474 522                 | 913 042  | 396 587   | 259 167  | 292 000   | 164 955   | 111 768   |
| 2011  | 3 693 946                 | 973 502  | 409 873   | 267 480  | 304 490   | 173 175   | 114 134   |
| 2012  | 3 783 152                 | 1 022 724  | 434 852   | 269 519  | 301 492   | 173 239   | 111 353   |
| 2013  | 3 857 376                 | 1 052 399  | 457 553   | 265 387  | 301 442   | 175 839   | 107 763   |
| 2014  | 4 007 434                 | 1 106 506  | 461 364   | 275 795  | 318 141   | 182 941   | 112 571   |
| 2015  | 4 020 340                 | 1 150 970  | 473 670   | 279 752  | 317 022   | 188 331   | 114 877   |
| 2016  | 4 096 825                 | 1 204 677  | 481 213   | 285 552  | 301 648   | 196 162   | 111 925   |
| 2016 JULY   | 344 548                   | 101 182  | 38 095  | 22 124   | 23 989  | 15 789  | 9 142   |
| AUG.  | 328 447                   | 100 586  | 43 282  | 21 526   | 23 430  | 16 646  | 9 539   |
| SEP.  | 330 449                   | 98 708   | 43 231  | 21 137   | 23 379  | 17 508  | 8 342   |
| OCT.  | 356 691                   | 109 524  | 38 621  | 25 742   | 27 016  | 17 249  | 9 695   |
| NOV.  | 357 756                   | 105 239  | 37 942  | 26 194   | 27 692  | 16 685  | 9 671   |
| DEC.  | 366 804                   | 104 203  | 41 323  | 27 538   | 27 699  | 17 856  | 10 029  |
| 2017 JAN.   | 378 979                   | 114 005  | 42 083  | 28 657   | 25 580  | 16 053  | 9 718   |
| FEB.  | 302 605                   | 88 621   | 36 322  | 20 770   | 22 927  | 15 152  | 8 877   |
| MAR.  | 325 195                   | 91 014   | 39 623  | 20 114   | 22 223  | 16 701  | 8 693   |
| APR.  | 328 439                   | 98 450   | 38 331  | 22 460   | 21 900  | 16 421  | 8 579   |
| MAY   | 337 426                   | 101 878  | 38 832  | 24 137   | 22 616  | 16 502  | 8 788   |
| JUNE  | 329 306                   | 95 074   | 37 515  | 21 291   | 21 342  | 17 008  | 8 270   |
| JULY  | 338 824                   | 100 476  | 38 161  | 22 201   | 21 877  | 15 762  | 8 912   |
| Jan.-Current Month  | 2 340 775                 | 689 518  | 270 866   | 159 630  | 158 465   | 113 599   | 61 837  |
| +-% Change Between Current Month & Previous Period          | 2.89                      | 5.68   | 1.72  | 4.28   | 2.50  | - 7.33  | 7.77  |
| +-% Change between Jan.-Current Month & that of Last Period | - 0.67                    | 0.45   | - 2.15  | - 2.32   | - 8.10  | 3.07  | - 4.35  |
| % Structure rate from Jan. to Current month                 | 100.00                    | 29.46  | 11.57   | 6.82   | 6.77  | 4.85  | 2.64  |
| 2. Annual Growth Rate(%)                                    |                           |  |   |  |   |   |   |
| 2009  | 1.51                      | 2.18   | 3.52  | 0.56   | -0.35   | 0.09  | -1.41   |
| 2010  | 6.31                      | 7.01   | 2.45  | 2.86   | 6.21  | 4.65  | 3.74  |
| 2011  | 6.32                      | 6.62   | 3.35  | 3.21   | 4.28  | 4.98  | 2.12  |
| 2012  | 2.41                      | 5.06   | 6.09  | 0.76   | -0.98   | 0.04  | -2.44   |
| 2013  | 1.96                      | 2.90   | 5.22  | -1.53  | -0.02   | 1.50  | -3.22   |
| 2014  | 3.89                      | 5.14   | 0.83  | 3.92   | 5.54  | 4.04  | 4.46  |
| 2015  | 0.32                      | 4.02   | 2.67  | 1.43   | -0.35   | 2.95  | 2.05  |
| 2016  | 1.90                      | 4.67   | 1.59  | 2.07   | -4.85   | 4.16  | -2.57   |
| 2016 JULY   | 2.79                      | 8.85   | 0.26  | 3.95   | -0.28   | 4.10  | -1.20   |
| AUG.  | -0.02                     | -0.88  | 2.29  | 0.45   | -8.81   | 6.35  | -2.27   |
| SEP.  | 2.98                      | 6.34   | 1.49  | 1.97   | -8.06   | 4.46  | -7.68   |
| OCT.  | 0.42                      | 3.17   | -0.34   | -3.13  | -11.68  | -0.43   | -1.95   |
| NOV.  | 2.51                      | 1.98   | -1.00   | -0.53  | -9.55   | 4.98  | -2.19   |
| DEC.  | 2.06                      | 4.62   | 0.55  | 2.13   | -10.69  | 3.72  | -3.28   |
| 2017 JAN.   | 4.29                      | 10.32  | 0.97  | 6.67   | -11.21  | 7.40  | 0.34  |
| FEB.  | -8.37                     | -15.35   | -13.60  | -18.65   | -8.34   | -7.87   | -12.20  |
| MAR.  | 1.74                      | 3.43   | 1.30  | 0.75   | -7.31   | 7.63  | -1.47   |
| APR.  | 0.16                      | 2.05   | 0.30  | 0.50   | -9.80   | 6.02  | -2.24   |
| MAY   | 0.69                      | 3.51   | -0.05   | 2.21   | -6.03   | 4.93  | -3.61   |
| JUNE  | -1.94                     | 0.79   | -3.35   | -7.30  | -4.29   | 4.32  | -8.09   |
| JULY  | -1.66                     | -0.70  | 0.17  | 0.35   | -8.81   | -0.17   | -2.51   |

Table 2 Sales and Annual Growth Rate of Retail Trade

| Building Materials in Specialized Stores<br>( 481 ) | Fuel Products in Specialized Stores<br>( 482 ) | Information and Communications Equipment and Electrical Household Appliance in Specialized Stores<br>( 483+4741 ) | Automobiles and Motorcycles and Related Parts and Accessories in Specialized Stores<br>( 484 ) | Other Retail Sale in Specialized Stores<br>( 485 ) | Other NonStore Retailers<br>( 487 ) | Period  |
|---|--|---|--|--|-------------------------------------|---|
| 45 120  | 266 697  | 328 618   | 388 903  | 55 876   | 150 365                             | 2009  |
| 48 832  | 288 028  | 335 358   | 445 116  | 56 543   | 163 128                             | 2010  |
| 52 345  | 301 451  | 353 900   | 513 632  | 58 014   | 171 949                             | 2011  |
| 51 138  | 302 775  | 364 937   | 515 298  | 57 802   | 178 023                             | 2012  |
| 52 323  | 309 185  | 358 984   | 533 142  | 52 601   | 190 759                             | 2013  |
| 53 619  | 303 063  | 359 878   | 575 685  | 52 105   | 205 766                             | 2014  |
| 52 728  | 230 596  | 360 501   | 582 504  | 52 669   | 216 719                             | 2015  |
| 51 265  | 217 606  | 355 266   | 614 137  | 49 512   | 227 862                             | 2016  |
| 4 198   | 18 895   | 30 990  | 58 339   | 4 018  | 17 786                              | 2016 JULY   |
| 4 056   | 19 278   | 28 893  | 38 905   | 3 910  | 18 398                              | AUG.  |
| 3 973   | 17 844   | 26 781  | 47 593   | 3 625  | 18 326                              | SEP.  |
| 4 253   | 19 729   | 30 177  | 51 622   | 4 059  | 19 004                              | OCT.  |
| 3 938   | 18 839   | 30 709  | 56 062   | 4 287  | 20 498                              | NOV.  |
| 4 260   | 20 396   | 31 139  | 56 553   | 4 619  | 21 190                              | DEC.  |
| 4 368   | 20 730   | 31 943  | 61 385   | 4 176  | 20 281                              | 2017 JAN.   |
| 3 658   | 17 992   | 26 087  | 39 719   | 3 730  | 18 749                              | FEB.  |
| 3 766   | 19 804   | 25 880  | 53 612   | 3 828  | 19 938                              | MAR.  |
| 3 844   | 18 753   | 27 466  | 49 304   | 3 875  | 19 056                              | APR.  |
| 4 158   | 19 461   | 26 846  | 51 032   | 3 642  | 19 534                              | MAY   |
| 4 008   | 18 496   | 28 169  | 55 204   | 3 548  | 19 382                              | JUNE  |
| 4 163   | 19 526   | 29 613  | 56 670   | 3 343  | 18 120                              | JULY  |
| 27 966  | 134 762  | 196 004   | 366 926  | 26 143   | 135 060                             | Jan.-Current Month                                  |
| 3.87  | 5.57   | 5.13  | 2.66   | - 5.78   | - 6.51                              | +-% Change Between Curr Month & Previous Period     |
| - 9.16  | 10.90  | - 5.57  | 0.97   | - 9.89   | 3.54                                | +-% Change between Jan. Month & that of Last Period |
| 1.19  | 5.76   | 8.37  | 15.68  | 1.12   | 5.77                                | % Structure rate from Jan. Current month            |
| -1.68   | -3.75  | -7.75   | 13.82  | -5.66  | 9.59                                | 2009  |
| 8.23  | 8.00   | 2.05  | 14.45  | 1.19   | 8.49                                | 2010  |
| 7.19  | 4.66   | 5.53  | 15.39  | 2.60   | 5.41                                | 2011  |
| -2.31   | 0.44   | 3.12  | 0.32   | -0.37  | 3.53                                | 2012  |
| 2.32  | 2.12   | -1.63   | 3.46   | -9.00  | 7.15                                | 2013  |
| 2.48  | -1.98  | 0.25  | 7.98   | -0.94  | 7.87                                | 2014  |
| -1.66   | -23.91   | 0.17  | 1.18   | 1.08   | 5.32                                | 2015  |
| -2.78   | -5.63  | -1.45   | 5.43   | -6.00  | 5.14                                | 2016  |
| 5.58  | -10.56   | -1.59   | 3.52   | -1.15  | 1.74                                | 2016 JULY   |
| -7.38   | 0.66   | 1.24  | 2.21   | -2.66  | 2.03                                | AUG.  |
| -3.66   | -4.53  | -2.24   | 16.26  | -10.55   | 0.03                                | SEP.  |
| -2.03   | 3.68   | -1.85   | 6.44   | -11.92   | 1.69                                | OCT.  |
| -0.41   | 3.93   | -0.48   | 16.20  | -7.82  | 8.41                                | NOV.  |
| 3.73  | 17.17  | -1.40   | 4.28   | -8.89  | 2.23                                | DEC.  |
| -4.45   | 25.85  | -3.82   | 3.77   | -7.79  | 0.72                                | 2017 JAN.   |
| -16.82  | 26.38  | -19.42  | 18.66  | -0.43  | 3.07                                | FEB.  |
| -9.69   | 19.14  | -2.97   | 1.61   | -11.90   | 1.32                                | MAR.  |
| -8.82   | 9.24   | -0.45   | -3.32  | -11.65   | 6.03                                | APR.  |
| -9.13   | 3.17   | -4.79   | 0.03   | -10.22   | 4.94                                | MAY   |
| -13.89  | -3.99  | -1.26   | -4.25  | -9.71  | 7.27                                | JUNE  |
| -0.84   | 3.34   | -4.44   | -2.86  | -16.81   | 1.88                                | JULY  |

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Table 3 Sales and Annual Growth Rate of General Merchandise Stores

| Period  | General Merchandise Stores<br>( 471 ) | Department Stores<br>( 4711 ) | Supermarkets<br>( 4712 ) | Convenience Stores<br>( 4713 ) | Retail Outlet<br>( 4714 ) | Other General Merchandise Stores<br>( 4719 ) |
|---|---------------------------------------|-------------------------------|--------------------------|--------------------------------|---------------------------|--|
| 1. Sales(NT\$Million)                                       |                                       |                               |                          |                                |                           |  |
| 2009  | 853 228                               | 231 924                       | 126 831                  | 212 066                        | 147 773                   | 134 634                                      |
| 2010  | 913 042                               | 251 113                       | 133 577                  | 230 456                        | 156 366                   | 141 529                                      |
| 2011  | 973 502                               | 270 186                       | 143 398                  | 245 985                        | 166 539                   | 147 394                                      |
| 2012  | 1 022 724                             | 279 986                       | 151 885                  | 267 700                        | 170 743                   | 152 410                                      |
| 2013  | 1 052 399                             | 288 636                       | 158 748                  | 276 056                        | 171 557                   | 157 403                                      |
| 2014  | 1 106 506                             | 306 136                       | 167 218                  | 289 170                        | 175 824                   | 168 158                                      |
| 2015  | 1 150 970                             | 318 902                       | 180 404                  | 294 991                        | 182 993                   | 173 679                                      |
| 2016  | 1 204 677                             | 333 149                       | 197 266                  | 308 807                        | 191 323                   | 174 132                                      |
| 2016 JULY   | 101 182                               | 25 321                        | 17 234                   | 27 612                         | 16 965                    | 14 049                                       |
| AUG.  | 100 586                               | 22 479                        | 19 149                   | 27 024                         | 18 009                    | 13 925                                       |
| SEP.  | 98 708                                | 25 795                        | 17 524                   | 25 523                         | 16 173                    | 13 693                                       |
| OCT.  | 109 524                               | 37 107                        | 17 150                   | 25 603                         | 14 825                    | 14 840                                       |
| NOV.  | 105 239                               | 35 394                        | 16 279                   | 25 047                         | 14 118                    | 14 401                                       |
| DEC.  | 104 203                               | 30 820                        | 17 356                   | 25 606                         | 15 195                    | 15 226                                       |
| 2017 JAN.   | 114 005                               | 30 179                        | 18 264                   | 27 676                         | 23 072                    | 14 813                                       |
| FEB.  | 88 621                                | 23 596                        | 15 283                   | 22 136                         | 13 730                    | 13 877                                       |
| MAR.  | 91 014                                | 21 726                        | 16 173                   | 25 357                         | 14 763                    | 12 995                                       |
| APR.  | 98 450                                | 28 057                        | 16 170                   | 25 998                         | 14 732                    | 13 492                                       |
| MAY   | 101 878                               | 27 466                        | 16 776                   | 27 703                         | 15 635                    | 14 297                                       |
| JUNE  | 95 074                                | 22 080                        | 16 970                   | 27 224                         | 15 095                    | 13 705                                       |
| JULY  | 100 476                               | 24 325                        | 18 265                   | 27 571                         | 16 866                    | 13 449                                       |
| Jan.-Current Month  | 689 518                               | 177 429                       | 117 901                  | 183 666                        | 113 894                   | 96 627                                       |
| +-% Change Between Current Month & Previous Period          | 5.68                                  | 10.17                         | 7.63                     | 1.28                           | 11.73                     | - 1.87                                       |
| +-% Change Between Jan.-Current Month & that of Last Period | 0.45                                  | - 2.27                        | 7.37                     | 2.03                           | 0.79                      | - 5.31                                       |
| % Structure rate from Jan. to Current month                 | 100.00                                | 25.73                         | 17.10                    | 26.64                          | 16.52                     | 14.01  |
| 2. Annual Growth Rate(%)                                    |                                       |                               |                          |                                |                           |  |
| 2009  | 2.18                                  | 3.18                          | 4.55                     | 0.03                           | 1.76                      | 2.22   |
| 2010  | 7.01                                  | 8.27                          | 5.32                     | 8.67                           | 5.82                      | 5.12   |
| 2011  | 6.62                                  | 7.60                          | 7.35                     | 6.74                           | 6.51                      | 4.14   |
| 2012  | 5.06                                  | 3.63                          | 5.92                     | 8.83                           | 2.52                      | 3.40   |
| 2013  | 2.90                                  | 3.09                          | 4.52                     | 3.12                           | 0.48                      | 3.28   |
| 2014  | 5.14                                  | 6.06                          | 5.34                     | 4.75                           | 2.49                      | 6.83   |
| 2015  | 4.02                                  | 4.17                          | 7.89                     | 2.01                           | 4.08                      | 3.28   |
| 2016  | 4.67                                  | 4.47                          | 9.35                     | 4.68                           | 4.55                      | 0.26   |
| 2016 JULY   | 8.85                                  | 11.79                         | 11.56                    | 6.17                           | 14.66                     | -0.06  |
| AUG.  | -0.88                                 | -0.40                         | 0.69                     | 3.13                           | -5.92                     | -4.25  |
| SEP.  | 6.34                                  | 11.81                         | 13.38                    | 3.23                           | 1.42                      | 0.49   |
| OCT.  | 3.17                                  | -2.77                         | 14.25                    | 7.57                           | 5.93                      | -2.32  |
| NOV.  | 1.98                                  | 0.18                          | 8.88                     | 3.14                           | 1.16                      | -1.88  |
| DEC.  | 4.62                                  | 4.40                          | 12.21                    | 4.19                           | 0.43                      | 2.11   |
| 2017 JAN.   | 10.32                                 | 10.46                         | 13.10                    | 10.48                          | 14.25                     | 1.27   |
| FEB.  | -15.35                                | -20.69                        | -4.02                    | -8.85                          | -23.68                    | -17.11                                       |
| MAR.  | 3.43                                  | 0.16                          | 9.07                     | 3.55                           | 7.16                      | -1.61  |
| APR.  | 2.05                                  | 0.08                          | 9.98                     | 2.47                           | 4.29                      | -5.20  |
| MAY   | 3.51                                  | 4.81                          | 7.56                     | 3.72                           | 4.37                      | -4.22  |
| JUNE  | 0.79                                  | -4.94                         | 10.36                    | 2.78                           | 0.85                      | -3.93  |
| JULY  | -0.70                                 | -3.93                         | 5.98                     | -0.15                          | -0.58                     | -4.28  |



Table 4 Sales and Annual Growth Rate of Food and Beverage Services

| Period  | Food and Beverage Services<br>( 56 ) | Restaurants<br>( 561 ) | Beverage Services via Shops<br>( 562 ) | Other Food and Beverage Services<br>( 569 ) |
|---|--------------------------------------|------------------------|--|---|
| 1. Sales(NT\$Million)                                       |                                      |                        |  |   |
| 2009  | 326 299                              | 275 435                | 36 117                                 | 14 747                                      |
| 2010  | 351 221                              | 296 976                | 38 408                                 | 15 838                                      |
| 2011  | 380 876                              | 323 974                | 40 405                                 | 16 497                                      |
| 2012  | 394 511                              | 335 998                | 41 632                                 | 16 880                                      |
| 2013  | 400 699                              | 338 352                | 44 974                                 | 17 373                                      |
| 2014  | 412 940                              | 349 208                | 45 873                                 | 17 859                                      |
| 2015  | 424 065                              | 358 708                | 47 296                                 | 18 061                                      |
| 2016  | 439 409                              | 371 992                | 49 125                                 | 18 292                                      |
| 2016 JULY   | 37 710                               | 32 071                 | 4 176                                  | 1 462                                       |
| AUG.  | 37 536                               | 31 857                 | 4 248                                  | 1 432                                       |
| SEP.  | 35 219                               | 29 717                 | 4 010                                  | 1 492                                       |
| OCT.  | 37 276                               | 31 574                 | 4 081                                  | 1 621                                       |
| NOV.  | 34 479                               | 28 749                 | 4 100                                  | 1 630                                       |
| DEC.  | 38 167                               | 32 086                 | 4 416                                  | 1 665                                       |
| 2017 JAN.   | 43 126                               | 37 137                 | 4 378                                  | 1 611                                       |
| FEB.  | 36 459                               | 31 159                 | 3 922                                  | 1 378                                       |
| MAR.  | 34 675                               | 28 997                 | 4 181                                  | 1 497                                       |
| APR.  | 35 877                               | 30 297                 | 4 073                                  | 1 507                                       |
| MAY   | 38 322                               | 32 567                 | 4 192                                  | 1 563                                       |
| JUNE  | 36 466                               | 30 787                 | 4 088                                  | 1 590                                       |
| JULY  | 38 380                               | 32 630                 | 4 234                                  | 1 516                                       |
| Jan.-Current Month  | 263 304                              | 223 574                | 29 068                                 | 10 662                                      |
| +-% Change Between Current Month & Previous Period          | 5.25                                 | 5.99                   | 3.55                                   | - 4.64                                      |
| +-% Change Between Jan.-Current Month & that of Last Period | 2.56                                 | 2.55                   | 2.82                                   | 2.01  |
| % Structure rate from Jan. to Current month                 | 100.00                               | 84.91                  | 11.04                                  | 4.05  |
| 2. Annual Growth Rate(%)                                    |                                      |                        |  |   |
| 2009  | 0.51                                 | 0.60                   | -0.46                                  | 1.04  |
| 2010  | 7.64                                 | 7.82                   | 6.34                                   | 7.39  |
| 2011  | 8.44                                 | 9.09                   | 5.20                                   | 4.16  |
| 2012  | 3.58                                 | 3.71                   | 3.04                                   | 2.33  |
| 2013  | 1.57                                 | 0.70                   | 8.03                                   | 2.92  |
| 2014  | 3.05                                 | 3.21                   | 2.00                                   | 2.80  |
| 2015  | 2.69                                 | 2.72                   | 3.10                                   | 1.13  |
| 2016  | 3.62                                 | 3.70                   | 3.87                                   | 1.28  |
| 2016 JULY   | 3.76                                 | 3.61                   | 6.48                                   | -0.40                                       |
| AUG.  | 0.64                                 | 0.15                   | 5.02                                   | -0.87                                       |
| SEP.  | 5.95                                 | 7.18                   | 0.35                                   | -1.62                                       |
| OCT.  | 6.89                                 | 7.88                   | 1.54                                   | 2.25  |
| NOV.  | 2.89                                 | 3.05                   | 2.68                                   | 0.78  |
| DEC.  | 6.41                                 | 6.96                   | 3.97                                   | 2.58  |
| 2017 JAN.   | 14.83                                | 16.17                  | 10.22                                  | -0.31                                       |
| FEB.  | -8.35                                | -9.85                  | 1.90                                   | 0.69  |
| MAR.  | 2.66                                 | 1.72                   | 9.26                                   | 3.61  |
| APR.  | 5.53                                 | 6.24                   | 1.60                                   | 2.48  |
| MAY   | 2.10                                 | 2.63                   | -1.58                                  | 1.23  |
| JUNE  | 0.25                                 | 0.45                   | -2.16                                  | 2.78  |
| JULY  | 1.78                                 | 1.74                   | 1.37                                   | 3.73  |

Table 5 Sales Index of Trade and Food Services

| Period  | Wholesale Trade<br>( 45-46 ) | Retail Trade<br>( 47-48 ) | Food and Beverage Services<br>( 56 ) |
|---|------------------------------|---------------------------|--------------------------------------|
| 2009  | 96.75                        | 89.87                     | 87.89                                |
| 2010  | 101.40                       | 95.06                     | 93.66                                |
| 2011  | 100.00                       | 100.00                    | 100.00                               |
| 2012  | 99.60                        | 100.46                    | 101.58                               |
| 2013  | 102.80                       | 101.78                    | 102.48                               |
| 2014  | 105.53                       | 104.32                    | 104.29                               |
| 2015  | 111.35                       | 105.00                    | 107.43                               |
| 2016  | 112.64                       | 105.57                    | 109.62                               |
| 2016 JULY   | 113.93                       | 106.58                    | 113.12                               |
| AUG.  | 119.35                       | 101.63                    | 112.54                               |
| SEP.  | 118.18                       | 101.79                    | 105.12                               |
| OCT.  | 117.36                       | 108.62                    | 109.68                               |
| NOV.  | 118.84                       | 109.10                    | 101.97                               |
| DEC.  | 119.35                       | 112.99                    | 114.02                               |
| 2017 JAN.   | 110.65                       | 116.76                    | 128.86                               |
| FEB.  | 97.07                        | 93.55                     | 109.32                               |
| MAR.  | 116.77                       | 100.94                    | 104.38                               |
| APR.  | 110.87                       | 101.69                    | 107.73                               |
| MAY   | 116.11                       | 104.37                    | 114.96                               |
| JUNE  | 122.03                       | 101.09                    | 108.57                               |
| JULY  | 119.58                       | 104.01                    | 114.26                               |
| Jan.-Current Month  | 113.30                       | 103.20                    | 112.58                               |
| +-% Change Between Current Month & Previous Period          | - 2.01                       | 2.89                      | 5.24                                 |
| +-% Change Between Jan.-Current Month & that of Last Period | 4.54                         | - 1.41                    | 2.07                                 |
| 2009  | 2.76                         | 1.86                      | 1.36                                 |
| 2010  | 4.81                         | 5.77                      | 6.57                                 |
| 2011  | -1.39                        | 5.20                      | 6.77                                 |
| 2012  | -0.39                        | 0.46                      | 1.58                                 |
| 2013  | 3.21                         | 1.31                      | 0.89                                 |
| 2014  | 2.66                         | 2.50                      | 1.76                                 |
| 2015  | 5.51                         | 0.65                      | 3.02                                 |
| 2016  | 1.16                         | 0.55                      | 2.04                                 |
| 2016 JULY   | 1.02                         | 1.53                      | 2.48                                 |
| AUG.  | 7.80                         | -0.59                     | -0.03                                |
| SEP.  | 3.06                         | 2.63                      | 5.51                                 |
| OCT.  | 2.35                         | -0.97                     | 5.02                                 |
| NOV.  | 6.50                         | 0.53                      | 0.90                                 |
| DEC.  | 1.33                         | 0.36                      | 4.63                                 |
| 2017 JAN.   | -2.86                        | 1.98                      | 12.31                                |
| FEB.  | 11.95                        | -8.35                     | -8.32                                |
| MAR.  | 4.52                         | 1.49                      | 2.88                                 |
| APR.  | 1.33                         | -0.06                     | 5.83                                 |
| MAY   | 5.86                         | 0.10                      | 1.97                                 |
| JUNE  | 7.76                         | -2.91                     | -0.42                                |
| JULY  | 4.96                         | -2.41                     | 1.01                                 |