

表1 毛巾相關進口數量及相對量表

| 項目/年 | 90 | 91 | 92 | 93 | 93(1-9月) | 94(1-9月) |
|-----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1. 進口量(公斤) | | | | | | |
| 大陸進口量(公斤) | 0 | 3,708,166 | 5,643,452 | 6,804,964 | 4,961,605 | 4,923,081 |
| 增減率(%) | | | 52.2 | 83.5 | | -0.8 |
| 成長率(%) | | | 52.2 | 20.6 | | -0.8 |
| 大陸以外國家進口量(公斤) | 5,549,078 | 3,293,720 | 2,486,541 | 2,097,995 | 1,581,473 | 1,597,213 |
| 增減率(%) | | -40.6 | -55.2 | -62.2 | | 1.0 |
| 成長率(%) | | -40.6 | -24.5 | -15.6 | | 1.0 |
| 總進口量(公斤) | 5,549,078 | 7,001,886 | 8,130,097 | 8,903,063 | 6,543,078 | 6,520,294 |
| 增減率(%) | | 26.2 | 46.5 | 60.4 | | -0.3 |
| 成長率(%) | | 26.2 | 16.1 | 9.5 | | -0.3 |
| 2. 內銷量(公噸) | | | | | | |
| 國產品內銷量(公斤) | 1,105,645 | 1,140,595 | 902,255 | 818,318 | 594,450 | 580,598 |
| 增減率(%) | | 3.2 | -18.4 | -26.0 | | -2.3 |
| 成長率(%) | | 3.2 | -20.9 | -9.3 | | -2.3 |
| 3. 國內總需求量(公斤) | 6,654,723 | 8,142,481 | 9,032,352 | 9,721,381 | 7,137,528 | 7,100,892 |
| 增減率(%) | | 22.4 | 35.7 | 46.1 | | -0.5 |
| 成長率(%) | | 22.4 | 10.9 | 7.6 | | -0.5 |
| 4. 進口貨占進口市場占有率(%) | | | | | | |
| 大陸進口品占進口市場比例(%) | — | 52.96 | 69.41 | 76.43 | 75.83 | 75.50 |
| 增減率(%) | | 0.0 | 31.1 | 44.3 | | -0.4 |
| 成長率(%) | | 0.0 | 31.1 | 10.1 | | -0.4 |
| 大陸以外國家進口品占進口市場比例(%) | 100.00 | 47.04 | 30.58 | 23.56 | 24.17 | 24.50 |
| 增減率(%) | | -53.0 | -35.0 | -23.0 | | 1.3 |
| 成長率(%) | | -53.0 | -35.0 | -23.0 | | 1.3 |
| 5. 市場占有率(%) | | | | | | |
| 國內產業市場占有率(%) | 16.61 | 14.01 | 9.99 | 8.42 | 8.33 | 8.18 |
| 增減率(%) | | -15.7 | -39.9 | -49.3 | | -1.8 |
| 成長率(%) | | -15.7 | -28.7 | -15.7 | | -1.8 |
| 大陸貨品市場占有率(%) | — | 45.54 | 62.48 | 70.00 | 69.51 | 69.33 |
| 增減率(%) | | | 37.2 | 53.7 | | -0.3 |
| 成長率(%) | | | 37.2 | 12.0 | | -0.3 |
| 大陸以外國家貨品市場占有率(%) | 83.4 | 40.5 | 27.5 | 21.6 | 22.2 | 22.5 |
| 增減率(%) | | -51.5 | -67.0 | -74.1 | | 1.5 |
| 成長率(%) | | -51.5 | -31.9 | -21.6 | | 1.5 |
| 6. 進口貨相對國內生產量 | | | | | | |
| 國內產業生產量(公斤) | 1,926,712 | 1,884,290 | 1,587,396 | 1,358,026 | 1,059,299 | 878,277 |
| 增減率(%) | | -2.2 | -17.6 | -29.5 | | -17.1 |
| 成長率(%) | | -2.2 | -15.8 | -14.4 | | -17.1 |
| 大陸進口品相對國內生產量比例(%) | — | 196.8 | 355.5 | 501.1 | 468.4 | 560.5 |
| 增減率(%) | | | 80.7 | 154.6 | | 19.7 |
| 成長率(%) | | | 80.7 | 40.9 | | 19.7 |
| 大陸以外國家進口品相對國內生產量比例(%) | 288.0 | 174.8 | 156.6 | 154.5 | 149.3 | 181.9 |
| 增減率(%) | | -39.3 | -45.6 | -46.4 | | 21.8 |
| 成長率(%) | | -39.3 | -10.4 | -1.4 | | 21.8 |

表2 毛巾相關價格表

單位：元/公斤

| 項目/年 | 90 | 91 | 92 | 93 | 93(1-9月) | 94(1-9月) |
|---------------------------|--------|--------|--------|--------|----------|----------|
| 1. 內銷價 | | | | | | |
| 國產品內銷價 | 144.02 | 146.12 | 155.20 | 161.06 | 160.43 | 145.65 |
| 增減率(%) | | 1.5 | 7.8 | 11.8 | | -9.2 |
| 成長率(%) | | 1.5 | 6.2 | 3.8 | | -9.2 |
| 2. 平均織造成本 | | | | | | |
| 平均織造成本 | 99.2 | 92.9 | 92.8 | 98.1 | 98.6 | 113.3 |
| 增減率(%) | | -6.3 | -6.5 | -1.0 | | 14.9 |
| 成長率(%) | | -6.3 | -0.1 | 5.8 | | 14.9 |
| 3. 進口貨品CIF價 | | | | | | |
| 大陸貨品進口CIF價 | — | 73.06 | 71.61 | 67.85 | 68.08 | 63.85 |
| 增減率(%) | | | -2.0 | -7.1 | | -6.2 |
| 成長率(%) | | | -2.0 | -5.2 | | -6.2 |
| 大陸以外國家貨品進口CIF價 | 95.98 | 102.94 | 106.43 | 110.36 | 118.55 | 119.59 |
| 增減率(%) | | 7.2 | 10.9 | 15.0 | | 0.9 |
| 成長率(%) | | 7.2 | 3.4 | 3.7 | | 0.9 |
| 4. 國產品與進口貨品CIF價之價差 | | | | | | |
| 國產品與大陸貨品價差 | — | 73.06 | 83.59 | 93.20 | 92.35 | 81.80 |
| 價差占進口貨價格比率(%) | — | 100.0 | 116.7 | 137.4 | 135.7 | 128.1 |
| 國產品與大陸以外國家貨品價差 | 48.03 | 43.18 | 48.77 | 50.70 | 41.88 | 26.07 |
| 價差占進口貨價格比率(%) | 50.0 | 41.9 | 45.8 | 45.9 | 35.3 | 21.8 |

表3 國內毛巾產業相關經濟因素趨勢表

| 項目/年 | 90 | 91 | 92 | 93 | 93(1-9月) | 94(1-9月) |
|--------------------|------------|------------|-----------|-----------|-----------|-----------|
| 1. 產業生產量(公斤) | 1,926,712 | 1,884,290 | 1,587,396 | 1,358,026 | 1,059,299 | 878,277 |
| 增減率(%) | | -2.2 | -17.6 | -29.5 | | -17.1 |
| 成長率(%) | | -2.2 | -15.8 | -14.4 | | -17.1 |
| 2. 織造平均生產力(公斤/人工時) | 5.77 | 5.67 | 5.33 | 5.25 | 5.53 | 4.67 |
| 增減率(%) | | -1.7 | -7.7 | -9.1 | | -15.4 |
| 成長率(%) | | -1.7 | -6.1 | -1.5 | | -15.4 |
| 3. 產能利用率(%) | 29.33 | 29.02 | 25.56 | 21.95 | 22.83 | 19.44 |
| 增減率(%) | | -1.1 | -12.9 | -25.2 | | -14.8 |
| 成長率(%) | | -1.1 | -11.9 | -14.1 | | -14.8 |
| 4. 存貨量(公斤) | 81,296 | 59,827 | 42,001 | 38,976 | 32,646 | 39,959 |
| 增減率(%) | | -26.4 | -48.3 | -52.1 | | 22.4 |
| 成長率(%) | | -26.4 | -29.8 | -7.2 | | 22.4 |
| 存貨量相對生產量之百分比(%) | 4.22 | 3.18 | 2.65 | 2.87 | 4.22 | 3.18 |
| 5. 產業內銷量(公斤) | 1,105,645 | 1,140,595 | 902,255 | 818,318 | 594,450 | 580,598 |
| 增減率(%) | | 3.2 | -18.4 | -26.0 | | -2.3 |
| 成長率(%) | | 3.2 | -20.9 | -9.3 | | -2.3 |
| 6. 國內產業市場占有率(%) | 16.61 | 14.01 | 9.99 | 8.42 | 8.33 | 8.18 |
| 增減率(%) | | -15.7 | -39.9 | -49.3 | | -1.8 |
| 成長率(%) | | -15.7 | -28.7 | -15.7 | | -1.8 |
| 7. 國產品內銷價(元/公斤) | 144.02 | 146.12 | 155.20 | 161.06 | 160.43 | 145.65 |
| 增減率(%) | | 1.5 | 7.8 | 11.8 | | -9.2 |
| 成長率(%) | | 1.5 | 6.2 | 3.8 | | -9.2 |
| 8. 營業利益(元) | 13,468,500 | 13,499,580 | 7,657,000 | 6,853,630 | 5,802,798 | 1,603,680 |
| 增減率(%) | | 0.2 | -43.1 | -49.1 | | -72.4 |
| 成長率(%) | | 0.2 | -43.3 | -10.5 | | -72.4 |
| 9. 稅前損益(元) | 12,215,500 | 12,023,380 | 6,646,000 | 5,870,630 | 5,012,798 | 1,007,680 |
| 增減率(%) | | -1.6 | -45.6 | -51.9 | | -79.9 |
| 成長率(%) | | -1.6 | -44.7 | -11.7 | | -79.9 |
| 10. 國內產業僱用員工人數(人) | 275 | 266 | 229 | 196 | 194 | 192 |
| 增減率(%) | | -3.3 | -16.7 | -28.7 | | -1.0 |
| 成長率(%) | | -3.3 | -13.9 | -14.4 | | -1.0 |
| 11. 工資(元/小時) | 106.5 | 101.0 | 102.6 | 110.6 | 110.7 | 108.7 |
| 增減率(%) | | -5.2 | -3.7 | 3.8 | | -1.8 |
| 成長率(%) | | -5.2 | 1.6 | 7.8 | | -1.8 |