

主要统计指标解释

商品购进额 指从本企业以外的单位和个人购进（包括从国外直接进口）作为转卖或加工后转卖的商品金额（含增值税）。本指标反映批发和零售业从国内外市场上购进商品的总价。商品购进包括：（1）从工农业生产者、批发和零售业、住宿和餐饮业、出版社或报社的出版发行部门和其他服务业等企事业单位和个体经营户购进的商品；（2）从机关、社会团体购进的商品；（3）从海关、市场管理部门购进的缉私和没收的商品；（4）从居民收购的废旧商品等。不包括：（1）企业为本单位自身经营用，不是作为转卖而购进的商品，如材料物资、包装物、低值易耗品、办公用品等；（2）未通过买卖行为而收入的商品，如接受其他部门移交的商品、借入的商品、收入代其他单位保管的商品、其他单位赠送的样品、加工回收的成品等；（3）经本单位介绍，由买卖双方直接结算，本单位只收取手续费的业务；（4）销售退回和买方拒付货款的商品；（5）商品溢余；（6）期货交易商品。

商品销售额 指对本单位以外的单位和个人出售的商品金额（包括售给本单位消费用的商品，含增值税），在批发和零售业中，本指标反映在国内市场上销售商品以及出口商品的总价。商品销售包括：（1）售给个人和社会集团消费用的商品；（2）售给农业、工业、建筑业、服务业等国民经济各行业用于生产、经营用的商品，包括售予批发和零售业作为转卖或加工后转卖的商品；（3）对国（境）外直接出口的商品。不包括：（1）未通过买卖行为付出的商品，如因机构变动移交给其他企业单位的商品、借出的商品、归还受其他单位委托代保管的商品、付出的加工原料和赠送给其他单位的样品等；（2）促销返券所销售的、不计入营业收入的商品；（3）经本单位介绍，由买卖双方直接结算，本单位只收取手续费的业务；（4）未发生所有权转移的商品预付卡销售，如加油卡；（5）汽车维修、电话卡销售等服务性经济活动；（6）购货退回的商品；（7）商品损耗和损失；（8）出售本单位自用的废旧物资。（9）期货交易商品；（10）自来水供应企业、电力企业、天然气供应企业提供的水、电、气。

批发额 指售给国民经济各行业用于生产、经营用的商品金额。

零售额 指售给个人用于生活消费和社会集团用于公共消费的商品金额。

期末商品库存额 对于批发和零售业法人单位和个体

Explanatory Notes on Main Statistical Indicators

Total Purchases of Commodities refer to the total value of purchases of commodities by enterprises (establishments) from other establishments or individuals (including direct import from abroad) for the purpose of re-selling, either with or without further processing of the commodities purchased. This indicator reflects the total value of goods purchased by the wholesale and retail industry from domestic and international markets. The commodities include: (1) commodities purchased from agricultural and industrial producers, wholesalers, retailers, hotels and catering services, publishing houses and other enterprises, institutions and individual operators of service business; (2) commodities purchased from institutions and government departments; (3) smuggled or confiscated goods purchased from the customs authorities or market regulation agencies; (4) second-hand goods purchased from households. The commodities exclude (1) commodities purchased by enterprises (establishments) for use in their own business operation, commodities obtained without buying or selling procedures, such as materials, consumable goods of low value, office appliance, etc. (2) received goods without trading, such as goods handed over from others, borrowed goods, goods kept for others, donated goods from others, processed and retrieved goods, etc. (3) goods of direct settlement between buyer and seller with handling fees introduced by others, (4) goods returned or refused to pay by the buyer, (5) excessive goods, (6) futures trading commodities.

Total Sales of Commodities refer to value of commodities sold by the establishments to other establishments and individuals (including goods sold for self consumption, including VAT). This indicator is used to show the total value of sales of commodities at domestic markets and export. The commodities include: (1) commodities sold to individuals and social groups for their consumption; (2) commodities sold to establishments in all industries for their production and operation, including agriculture, industry, construction, and catering services, including commodities sold to wholesale and retail establishments for re-selling, with or without further processing; (3) commodities for direct export to abroad. Excluded are (1) extended commodities without trading, such as goods handed over to other enterprises and institutions because of the change of organizations, lent goods, return of goods kept for others, extended processing materials and samples donated to others, (2) goods sold by coupon rebates that are not included in business income, (3) goods of direct settlement between buyer and seller with handling fees introduced by others, (4) prepaid cards for goods without transfer of ownership, such as gas cards, (5) Service-oriented economic activities such as automobile maintenance and telephone card sales, (6) goods returned after purchase, (7) damaged and spoiled goods, (8) waste and used goods of self-use, (9) futures trading commodities, (10) water, electricity and gas supplied by water supply enterprises, electric power enterprises and natural gas supply enterprises.

Wholesale Value refer to the amount value of commodities sold to various national economic industries for producing and operating.

Retail Sales refer to the amount value of commodities sold to individual consumption and to social institutions for public consumption.

Total Stock of Commodities at End of Period For corporate units

经营户，是指报告期末取得所有权的全部商品金额（含增值税）；对于批发和零售业产业活动单位，是指报告期末实际在库且归属法人具有所有权的全部商品金额（含增值税）。这个指标反映批发和零售业的商品库存情况，以及对市场商品供应的保证程度。库存商品包括：（1）存放在本单位（如门市部、批发站、采购站、经营处）的仓库、货场、货柜和货架中的商品；（2）挑选、整理、包装中的商品；（3）已记入购进而尚未运到本单位的商品，即发货单或银行承兑凭证已到而货未到的商品；（4）寄放他处的商品，如因购货方拒绝付款而暂时存在购货方的商品；（5）委托其他单位代销（未作销售或调出）尚未售出的商品；（6）代其他单位购进尚未交付的商品。不包括：（1）所有权不属于本单位的商品，如商品已作销售但买方尚未取走的商品，代替他人保管、运输、加工的商品，代其他单位销售（未做购进或调入）而未售出的商品；（2）委托外单位加工的商品（包括本单位所属加工厂和其他生产单位加工生产尚未收回成品的商品）；（3）外贸企业代理其他单位从国外进口，尚未付给订货单位的商品；（4）代国家储备部门保管的商品。

亿元以上商品交易市场 指年成交额在亿元及以上的商品交易市场。商品交易市场是指经有关部门和组织批准设立，有固定场所、设施，有经营管理部门和监管人员，若干市场经营者入内，常年或实际开业三个月以上，集中、公开、独立地进行生活消费品、生产资料等现货商品交易以及提供相关服务的交易场所，包括各类消费品市场、生产资料市场等。

连锁总店（总部） 负责连锁企业资源（商号、商誉、经营模式、服务标准、管理模式等等）的开发、配置、控制或使用等功能的企业核心管理机构。连锁经营是指经营同类商品或服务，使用统一商号的若干店铺，在同一总店（总部）的管理下，采取统一采购或特许经营等方式，实现规模效益的组织形式，包括直营连锁、特许连锁和自愿连锁三种形式。

直营连锁是指连锁店铺由连锁公司全资或控股开设，在总部的直接控制下，开展统一经营的连锁经营形式；特许连锁是指拥有注册商标、企业标志、专利、专有技术等经营资源的企业（特许人），以合同形式将其拥有的经营资源许可其他经营者（被特许人）使用，被特许人按合同约定在统一的经营模式下开展经营，并向特许人支付特许经营费用的连锁经营形式；自愿连锁是指若干个店铺或企业自愿组合起来，在不改变各自资产所有权关系的情况下，以同一个品牌形象面对消费者，以共同进货为纽带开展的连锁经营形式。

社会消费品零售总额 指企业（单位、个体户）通过

and self-employed individuals engaged in wholesale and retail trade, it refers to total value (including VAT) of commodities possessed at the end of the reference period; and for wholesale and retail establishments, it refers to the value (including VAT) of all commodities actually in stock and owned by their corporate units at the end of reference period. This indicator reflects the commodity stock level of various wholesale and retail enterprises and the potential for market supply. The commodities in stock includes: (1) commodities located in storage, garages, counters, and shelves of operating places of wholesale and retail trades (such as sale stores, wholesale centres, procurement stations and operating offices); (2) commodities in the process of being selected, sorted, and packed; (3) commodities not arrived but recorded as purchased in the account, i.e. commodities not arrived but payment receipts for the commodities from the sellers or the banks arrived; (4) commodities deposited in other places rather than places mentioned above, for instance: commodities in the hold of purchasers temporarily due to the refusal of payment; (5) commodities entrusted to other units to sell but not sold yet; (6) commodities purchased for other units but not delivered yet. Commodities not included as stock are those not owned by the enterprises (units), commodities on commission for processing, imported commodities of agency of foreign trade enterprise but not yet delivered to ordering units and finally those put in stock on behalf of the state reserves units.

Large Commodity Markets with Transaction Value over 100 Million Yuan refers to the commodity markets with an annual transaction at and above 100 million. The commodity markets refer to markets approved and managed by related departments, where there are fixed sites, facilities, managers and administrative offices, where there are a certain number of traders to operate for at least three months or all the year, where the commodities, including articles for daily consumption and capital goods and services, are traded in a centralized, independent and open way. Such markets include markets for daily goods, markets of capital goods, etc.

Chain Head Stores (Headquarters) refer to the core leading stores responsible for development, allocation, administration and utilization of resources (name of stores, brand of stores, operation model, service standard, management way, etc.) of chain stores. Chain stores refer to the stores engaged in providing homogeneous commodities or services, with the central leadership of the head stores (headquarters) and guided by common policies, conduct centralized purchase and distributed selling of commodities, in order to gain better efficiency through standardized operation. The chain stores include regular chain stores, franchise chain stores and voluntary chain stores. Regular Chain store refers to chain stores that are invested or controlled by the headquarters. They operate under direct and unified management from the headquarters. Franchise chain store refers to the chain stores (franchisees) which are franchised with operation resources such as trade marks, names, patent and operation know-how by the franchisors in form of contract, and pay the operation fees to the franchisors.

Total Retail Sales of Consumer Goods refer to the revenue received

交易直接售给个人、社会集团非生产、非经营用的实物商品金额，以及提供餐饮服务所取得的收入金额。个人包括城乡居民和入境人员，社会集团包括机关、社会团体、部队、学校、企事业单位、居委会或村委会等。

by enterprises (units, self-employed individuals) through direct sales of non-production and non-business physical commodities to individuals and social institutions, and revenue from providing catering services. Individuals include rural and urban households, population from abroad, social institutions include government agencies, social organizations, military units, schools, institutions, neighbourhood (village) committees, etc.