

商务部部长姚坚例行新闻发布会 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_95_86_E5_8A_A1_E9_83_A8_E9_c95_646584.htm 商务部例行新闻发布会 Regular Press Conference of the Ministry of Commerce on 17 February 2011 各位记者朋友： Dear friends from the Press: 欢迎大家出席今天的新闻发布会。我是商务部新闻发言人姚坚。今天是元宵节，首先祝大家节日快乐，阖家团圆。很高兴和大家见面，通报2010年和2011年1月份我国商务工作运行的有关情况，并回答大家关心的问题。 Welcome to the regular press conference of the Ministry of Commerce. I am Yao Jian, spokesperson of the Ministry. Today is Lantern Festival. First of all, I wish you and your family a happy festival! I am very glad to see you here. Now I would like to brief you on the commercial development of China in 2010 and in January of 2011, and then I will take your questions. 一、关于消费市场运行总体情况 I. China ' s consumption market operation (一) 2010年消费市场运行 1. China ' s consumption market operation in 2010 2010年，在搞活流通扩大消费等一系列促消费政策的作用下，国内消费市场保持了平稳较快发展。社会消费品零售总额15.45万亿元，同比增长18.4%，比上年加快2.9个百分点。扣除价格因素，实际增长14.8%，增速比上年回落2.1个百分点。消费对经济增长发挥了重要作用。在经济增长中，消费拉动经济增长3.9个百分点，贡献率达37.3%。消费市场的主要特点有： In 2010, stimulated by the policies of invigorating circulation and expanding consumption, the domestic consumption market kept a steady and

fast development. The total volume of retail sales amounted to 15.45 trillion yuan with a year-on-year growth of 18.4%, 2.9 percentage points higher than that in 2009. The real growth was 14.8% after deducting the price factor. The growth rate fell back by 2.1 percentage points compared with that in 2009. Consumption played an important role in the economic growth, as consumption boosted the economic growth by 3.9 percentage points, a contribution rate of 37.3%. Here are the main features of the consumption market: 一是区域消费协调发展。从省市来看，消费增速在18%以上的省市占83.9%。其中，天津、海南、安徽、江西、贵州、黑龙江、湖南等中等发达地区消费增长较快，增速均在19%以上。 First, regional consumption has achieved coordinated development. Provinces and cities whose growth rate of consumption was over 18% accounted for 83.9% nationwide. Among those, moderately developed regions like Tianjin, Hainan, Anhui, Jiangxi, Guizhou, Heilongjiang and Hunan witnessed over 19% of fast consumption growth. 二是消费结构升级步伐加快。城乡居民对交通通信、住房、教育、文化娱乐等需求明显增加，消费结构升级加快。2010年，在限额以上企业商品零售中，金银珠宝零售额达1261亿元，同比增长46.0%，比上年加快30.1个百分点。汽车需求稳定增长。据中国汽车工业协会统计，2010年全国汽车销售1806万辆，同比增长32.3%。 Second, the upgrade of consumption structure is accelerating. Urban and rural residents' demand for transportation, communication, housing, education, culture and entertainment is increasing remarkably, and the upgrade of consumption structure is accelerating In 2010, enterprises above

designated size reported 126.1 billion yuan of retail sales of gold, silver and jewelry. with a year-on-year growth of 46.0%, 30.1 percentage points higher than that in 2009. Demand for automobiles increased steadily. According to the statistics of the China Association of Automobile Manufacturers, sales of automobiles totaled 18.06 million nationwide throughout 2010, up by 32.3% year on year.

三是大型流通企业销售旺盛。随着流通企业发展环境的逐步好转，流通企业机制改革深化，中高档消费需求稳步回升，大型流通企业销售快速增长。2010年，限额以上企业零售额为5.8万亿元，同比增长29.9%，占社会消费品零售总额比重为37.6%，比上年提高3.4个百分点。另据商务部监测，全国3000家重点零售企业销售额同比增长18.1%，增速比上年加快10.6个百分点。

Third, sales of large circulation enterprises have been thriving. With the improvement of development environment, reform of circulation enterprises has deepened, demand for medium and high-end commodities has picked up steadily, and sales of large circulation enterprises have soared. In 2010, the retail sales of enterprises above designated size rose by 29.9% year on year to 5.8 trillion yuan, accounting for 37.6% of the total volume of retail sales nationwide, and 3.4 percentage points higher than that in 2009. In addition, sales of 3,000 major retailers rose by 18.1% year on year, 10.6 percentage points higher than the growth rate in 2009.

四是新型消费方式快速发展。消费群体结构变化、消费理念转变等推动消费方式转变，网络购物、团购、刷卡消费等方式得到快速发展。据中国互联网络信息中心（CNNIC）预计，2010年中国网络购物市场交易规模

达5231亿元，同比增长109.2%，相当于社会消费品零售总额的3.4%。 Fourth, new consumption modes have developed rapidly. The change of structure of consumption groups and consumption concept has boosted the transformation of consumption modes. Such consumption modes like on-line shopping, group purchase and shopping by bank cards developed very fast. CNNIC estimated that the sales volume of on-line shopping amounted to 52.31 billion yuan in 2010, up by 109.2% year on year, taking up 3.4% of the total volume of retail sales nationwide. (二) 2011年1月消费市场运行情况 2. China's consumption market operation in January 2011 今年以来，消费品市场保持了平稳较快的发展。据商务部监测，1月份，全国3000家重点零售企业实现销售额较上年同期增长26.6%，增速比上年12月份加快7.6个百分点。1月份消费市场的主要特点有： Since the beginning of this year, the consumption market has kept a steady and fast development. According to MOFCOM statistics, sales volume of 3,000 major retailers rose by 26.6% year on year, 7.6 percentage points higher than that in last December. Here are the main features of the consumption market in January: (一) 传统年货商品销售红火。受春节因素影响，吃穿类商品销售旺盛。1月份，3000家重点零售企业食品销售额同比增长38.6%，饮料同比增长32.1%，烟酒增长51.0%，增速比上年12月份分别加快23.5、17.7和36.2个百分点。服装、鞋帽销售额分别同比增长37.2%和33.2%，增速比上年12月份分别加快18.2和13.4个百分点。年货销售旺盛带动了百货店和超市的销售。商务部重点监测的百货店、超市销售额同比分别增长37.1%和30.5%，分别比12月

份加快17.6个和16.4个百分点。 1) Spring Festival sales flourished. Spring Festival stimulated the sales of commodities like clothes and foods. In January, food sales of 3,000 major retailers rose by 38.6% year on year, drinks up by 32.1%, liquor and tobacco up by 51.05%, 23.5, 17.7, 36.2 percentage points higher than the growth rate in last December respectively. The sales volume of clothes and footwear

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