

# 台灣海運業市場集中度及經營發展之分析

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## 摘要

Taiwan is located in the western Pacific hub at the same time for a typical island economy countries, control of East and Southeast Asia, the importance of emerging markets, geographical location, so the domestic shipping industry has always been an important industry for economic development. After the mid-year in 1970, with the rapid economic development, also led to the cause of the rapid development of maritime transport, in addition, in large part due to foreign trade and maritime transport of goods, particularly for goods on behalf of the maritime industry. This study was therefore aimed at the container shipping industry's market structure and business development, conducting analysis and research, to provide recommendations to industry and government agencies as a reference.

Above, the main purpose of this paper is to explore the operation and development of the maritime industry and the market concentration analysis, this study was the use of "structure - conduct - performance" as a theoretical basis. Study will focus on the largest rate of two manufacturers (Two-firm concentration ratio, CR2) and (Herfindahl-Hirschman Index, HHI) as a measure of market concentration indicators to analyze the market structure. SWOT and Five Forces analysis of industry business development as the theoretical foundation of the maritime industry to explore the current situation and future business development strategy.

**關鍵字：**Shipping、concentration、CR2 (Two-firm concentration ratio)、HHI (Herfindahl-Hirschman Index)