



菲律宾站点 市场周报

2026-02-02

内容概览(目录) :

- 准则公告 2
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违禁品

关于带有枪支的玩具，需要组装的类型可以上架，无需组装的类型不能上架

- 被发现会被删除

LISTING & CONTENT MANAGEMENT

ANNOUNCEMENT

Shopee

Passive for Assembled Plastic Toy Guns in Cross-border



We are now passive for plastic toy guns in CB sellers as long as the toy's parts are still for assembly (Gundam, robots)

ACTION Pass



However, for other toys/ action figure that no need to be assemble for CB sellers, we will still remove using Prohibited Listing regardless of it's size/ color.

ACTION Delete
REASON CODE Prohibited Listing

2021-120 - As of 10/12/2021

跨境卖家不能上传卡夹附有Covid 19 的疫苗卡图片

- 被发现会被删除


LISTING & CONTENT MANAGEMENT

GUIDELINES REMINDER

Shopee


Reminder to Delete Card Holder with Image of Covid Vaccination Card

We will DELETE card holder with image of COVID-19 Vaccination Card. As it is illegal based on Article 172 of the Revised Penal Code (falsification of public document) in relation to Republic Act No. 11525.



REASON CODE Prohibited Listing
ACTION Delete

For card holder without vaccination card image, we are passive as confirmed with our legal team. Action should be pass.



ACTION Pass

As of 08/01/2021

卖家不能上架调味电子烟、电子烟液等商品

- 被发现会被删除

LISTING & CONTENT MANAGEMENT

NEW PROHIBITION

Deletion of Flavored Vapes and Liquid Refills (Vape Juice)

The Food and Drug Administration (FDA) warns the public **NOT TO PURCHASE AND USE Flavored Vape Products (pods, refills, juices, disposable pens w/ flavored juices).**

ACTION	Delete
REASON CODE	New Prohibition - Prohibited Listing*

Note that we are passive for Vape Tobacco and Menthol Flavor.

ACTION	Pass
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If Vape Tobacco and Menthol Flavor is not in the correct category Home Appliances > E-Cigarettes please remove under:

ACTION	Ban - Delete
REASON CODE	Regulated/Controlled Items in Wrong Category

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

✓

✗

Note that affected products are not limited to these sample brands/images.

After 30 days, deletion with penalty will be applied*
2022-064 - As of 07/14/2022

跨境卖家禁止售卖 这款ANYGUARD KF94口罩，任何类似的物品将会被删除

- 停止销售(无惩罚)
- 删除产品(相应惩罚)

Additional Prohibited Item
✗

ANYGUARD KF94 Face Mask

The Food and Drug Administration (FDA) warns the public **NOT TO PURCHASE AND USE** the unnotified medical device products:

ANYGUARD KF94 Face Mask

Reason Code:
New Prohibition - Prohibited Listing
Action: Delete

2021-014 As of 01/25/2021

跨境卖家禁止售卖这个牌子的消毒液, 不符合杀菌产品法规标准, 不能上传和售卖, 将会直接被删除

- 停止销售(无惩罚)
- 删除产品(相应惩罚)

Additional Prohibited Item ✕

ibccndc Hand Sanitiser



This product was found to contain toxic levels of methanol and insufficient amounts of ethanol to kill bacteria / viruses. It does not comply with the Biocidal Products Regulation. This is prohibited as advised by Risk/Legal Team.

ibccndc Hand Sanitiser

Reason Code:
New Prohibition - Prohibited Listing

Action: Delete

2021-015 As of 01/26/2021

LISTING & CONTENT MANAGEMENT

ANNOUNCEMENT



New Reason Code: Misuse of Product Variation

A. Irrelevant Variation



The main product being sold is a watch. However, the watchband, which is considered an add-on, must be listed separately as its own product, to avoid buyer's misleading expectation.

ACTION

Ban - Delete

REASON CODE

Misuse of Product Variation

B. Misleading Product Name



The product name suggests that all variations consist of a pack of 80 pieces, but one variation only contains 10 pieces. This is Falsely suggesting that all variations have the same quantity or quality.

2023-030 - As of 09/11/2023



LISTING & CONTENT MANAGEMENT

NEW PROHIBITION



Flava Vape

The DTI warned us regarding the restriction of selling any type of Flava Vape products. With this we will remove using:

ACTION	Delete
REASON CODE	New Prohibition - Prohibited Listing



Note that affected products are not limited to these sample images.

2024-017 - As of 03/21/2024



LISTING & CONTENT MANAGEMENT

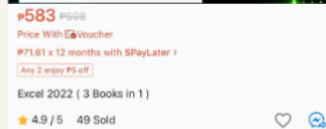
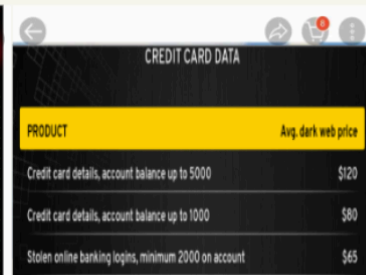
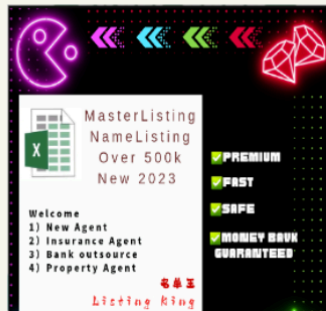
NEW PROHIBITION



Selling of Personal Data

The sale of personal data on Shopee such as list of persons Full name | Date of Birth | Job Title | Home/ Office Address | Email Address | Mobile / Telephone Number | Government Information (SSS, TIN, PAG IBIG, etc.) | Bank Details | Credit Card Details | etc. is strictly prohibited.

ACTION	Delete
REASON CODE	Selling of Personal Data



2024-012 - As of 02/27/2024

2026 年 2月

星期日	星期一	星期二	星期三	星期四	星期五	星期六
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2/1	2/2	2/3	2/4	2/5	2/6	2/7
2.2 SPIKE DAY 2.2大促						Suki Savers Weekend Suki周末省钱狂欢
Suki Savers Weekend Suki周末省钱狂欢	Shopee VIP Monday Shopee 周一VIP					
VALENTINE'S DAY SALE						
2/8	2/9	2/10	2/11	2/12	2/13	2/14
Suki Savers Weekend Suki周末省钱狂欢	Shopee VIP Monday Shopee 周一VIP	Payday Sale Sneak Peak 发薪日促销 抢先看		Payday Sale 发薪日促销		
VALENTINE'S DAY SALE 情人节促销						Suki Savers Weekend Suki周末省钱狂欢
2/15	2/16	2/17	2/18	2/19	2/20	2/21
Suki Savers Weekend Suki周末省钱狂欢	Shopee VIP Monday Shopee 周一VIP		Shopee Beauty Fair Shopee 美妆展		Shopee Styles Sale Shopee Styles 促销	
Payday Sale 发薪日促销						Suki Savers Weekend Suki周末省钱狂欢
2/22	2/23	2/24	2/25	2/26	2/27	2/28
Suki Savers Weekend Suki周末省钱狂欢	Shopee VIP Monday Shopee 周一VIP	Payday Sale Sneak Peak 发薪日促销 抢先看		Payday Sale 发薪日促销		
Mom's Club Members's Day 妈咪俱乐部			25TH MALL DAY 2.25商城促销			Suki Savers Weekend Suki周末省钱狂欢

会员日					
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热搜关键词 & 商品分享 Top Searched Keywords & Recommended Product	
New Keywords	热搜词
Shoe rack organizer	鞋架整理器
face mask	口罩
fuzzy wire 100pcs	扭扭棒100个
chia seeds	奇亚籽
bra	内衣
sunscreen	防晒霜
Tshirt For Men	男士 T 恤
clip fan	夹扇
diaper pants 50pcs	尿布裤50条
sandals for women	女士凉鞋
tissue	纸巾
powerbank	充电宝
slippers for women	女士拖鞋
wallet	钱包
wallpaper design wall decor	壁纸 设计 墙壁装饰






*排名不分先后

关键词产品分享

Top Keywords Products

Shoe Rack Organizer 鞋架整理器

目标价: ₱(菲律宾比索) 169 - ₱(菲律宾比索) 249

 <p>Preferred SALVO Shoes Rack Organizer Stainless Steel</p> <p>₱159 -60%</p> <p>8% off Free Gift</p> <p>★ 4.9</p> <p>📍 Bocause, Bulacan</p>	 <p>Preferred Shoe Rack Organizer with Durable...</p> <p>₱159 -60%</p> <p>8% off Free Gift</p> <p>★ 4.9</p> <p>📍 Bocause, Bulacan</p>	 <p>Preferred Foldable Shoes Rack / Tiered Colored...</p> <p>₱79 -60%</p> <p>★ 4.9</p> <p>📍 Valenzuela City, Metro Manila</p>	 <p>9 Layer Simple Folding Multi-tier Shoe Rack</p> <p>₱58 -52%</p> <p>₱5 off</p> <p>★ 4.9</p> <p>📍 Guiguinto, Bulacan</p>	 <p>Preferred Shoe Rack Organizer Space saver...</p> <p>₱109 -64%</p> <p>2.2 EXCLUSIVE!</p> <p>★ 4.9</p> <p>📍 Plaridel, Bulacan</p>
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Face Mask 口罩

目标价: ₱(菲律宾比索) 10 - ₱(菲律宾比索) 99

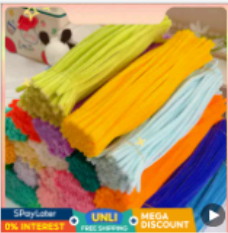




 <p>50 Pcs Breathable Surgical Face Mask With Filter For...</p> <p>₱35</p> <p>Fast Shipping</p> <p>★ 4.8</p> <p>📍 Binondo, Metro Manila</p>	 <p>10pcs/pack 3D Face Mask Korea facemask face lifti...</p> <p>₱10</p> <p>★ 4.9</p> <p>📍 Tondo I / II, Metro Manila</p>	 <p>50PCS 3D face-lifting butterfly mask more...</p> <p>₱43 -4%</p> <p>★ 5.0</p> <p>📍 Binondo, Metro Manila</p>	 <p>100PCS Korea 3D face-lifting 3ply mask</p> <p>₱99 -50%</p> <p>★ 4.9</p> <p>📍 Balagtas, Bulacan</p>	 <p>(10pcs) 3D facemask, Black, colored, quality and...</p> <p>₱10 -93%</p> <p>Fast Shipping</p> <p>★ 5.0</p> <p>📍 Taytay, Rizal</p>
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关键字产品分享

Top Keywords Products






[Fuzzy Wire 100pcs 扭扭棒100个](#)

目标价: ₱(菲律宾比索) 19 - ₱(菲律宾比索) 29

 <p>100pcs 8mm Fuzzy Plush Wire for DIY Crafts and...</p> <p>₱19 -87%</p> <p>Fast Shipping</p> <p>★4.9</p> <p>Plaridel, Bulacan</p>	 <p>100pcs Fuzzy Wire Plush Colored Twisted Sticks...</p> <p>₱23 -68%</p> <p>★4.9</p> <p>Pasig City, Metro Manila</p>	 <p>Super Thick Fuzzy Wire 8MM</p> <p>Fuzzy wire 100pcs makapal set assorted Twisting...</p> <p>₱29 -72%</p> <p>Any 2 enjoy 2% off Fast Shipping</p> <p>★4.9</p> <p>Bocaue, Bulacan</p>	 <p>100pcs Chenille Stems - Fuzzy Twist Wire...</p> <p>₱29 -83%</p> <p>2.2 EXCLUSIVE!</p> <p>★5.0</p> <p>Bustos, Bulacan</p>	 <p>Colorful 100pcs Chenille Stems for DIY...</p> <p>₱27 -83%</p> <p>2.2 EXCLUSIVE!</p> <p>★4.8</p> <p>Bustos, Bulacan</p>
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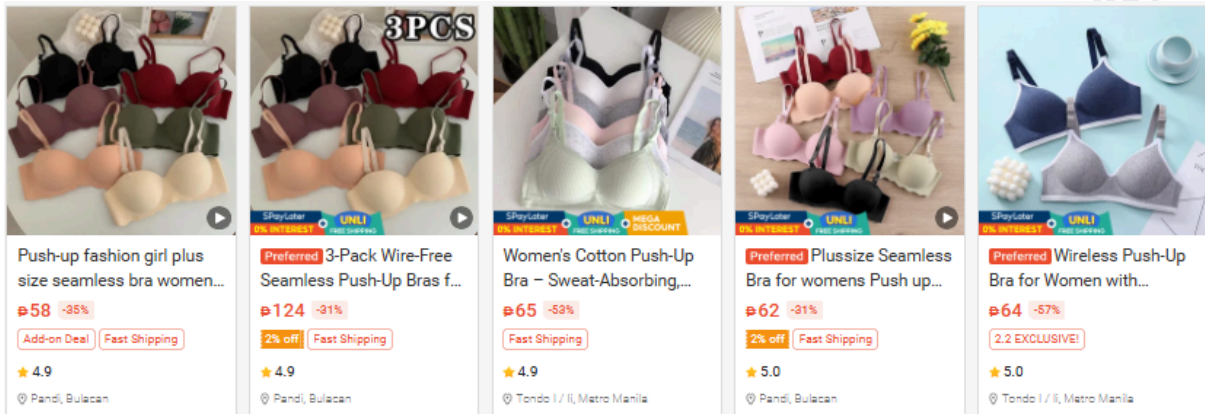
[Chia Seeds 奇亚籽](#)

目标价: ₱(菲律宾比索) 45 - ₱(菲律宾比索) 220

 <p>Belle's Organic Chia Seeds High in Fiber and Protein...</p> <p>₱82 -18%</p> <p>★5.0</p> <p>Pasay City, Metro Manila</p>	 <p>Organic Chia Seeds 500g and 1kg for...</p> <p>₱220 -45%</p> <p>★5.0</p>	 <p>250g Chia Seeds Superfood</p> <p>₱45 -10%</p> <p>★5.0</p>	 <p>Organic Chia Seeds from Belle - 250g or 1kg, High...</p> <p>₱142 -5%</p> <p>★5.0</p> <p>Pasay City, Metro Manila</p>	 <p>Healthy Basket Organic Chia Seeds for...</p> <p>₱52 -20%</p> <p>★5.0</p> <p>Pasig City, Metro Manila</p>
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Bra 内衣

目标价:₱(菲律宾比索) 58 - ₱(菲律宾比索) 124



更多选品干货：

- 1 [子类目选品攻略\(不定时更新\)](#)
- 2 [其他所有选品内容](#)
- 3 [选品指南分享平台](#)