



## 菲律宾站点 市场周报

2026-01-05

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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

Shopee

## 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).**

|                    |                                       |
|--------------------|---------------------------------------|
| <b>ACTION</b>      | Delete                                |
| <b>REASON CODE</b> | New Prohibition - Prohibited Listing* |

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

|               |      |
|---------------|------|
| <b>ACTION</b> | Pass |
|---------------|------|

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

|                    |  |
|--------------------|--|
| <b>ACTION</b>      | Ban - Delete                                 |
| <b>REASON CODE</b> | Regulated/Controlled Items in Wrong Category |

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** ✖

ibcccndc 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.

**ibcccndc 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:

|                    |                                      |
|--------------------|--------------------------------------|
| <b>ACTION</b>      | Delete                               |
| <b>REASON CODE</b> | 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

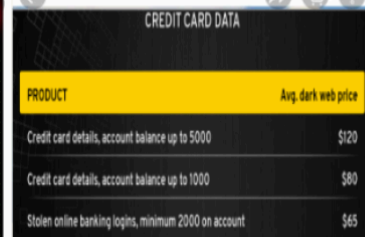
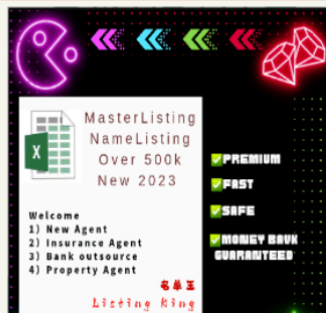
# NEW PROHIBITION



## 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.

|                    |                          |
|--------------------|--------------------------|
| <b>ACTION</b>      | Delete                   |
| <b>REASON CODE</b> | Selling of Personal Data |



₱583 ₱688  
 Price With Voucher  
 ₱71.61 x 12 months with SPayLater >  
Any 2 enjoy ₱5 off  
 Excel 2022 ( 3 Books in 1 )  
 ★ 4.9 / 5 49 Sold

FREE SHIPPING CASHBACK 1/1  
 ₱28  
 Jonaxx Boys Credit / ATM Card  
 ★ 4.8 / 5 195 Sold

2024-012 - As of 02/27/2024

# 2026 年 1 月

| 星期日                               | 星期一                                | 星期二                                 | 星期三                                 | 星期四                                  | 星期五                  | 星期六                               |
|-----------------------------------|------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|----------------------|-----------------------------------|
|                                   |                                    |                                     |                                     | 1/1                                  | 1/2                  | 1/3                               |
|                                   |                                    |                                     |                                     | New Year Sale<br>新年促销                |                      | Suki Savers Weekend<br>Suki周末省钱狂欢 |
| 1/4                               | 1/5                                | 1/6                                 | 1/7                                 | 1/8                                  | 1/9                  | 1/10                              |
| Suki Savers Weekend<br>Suki周末省钱狂欢 | Shopee VIP Monday<br>Shopee会员周一专属日 |                                     |                                     |                                      |                      | Suki Savers Weekend<br>Suki周末省钱狂欢 |
| 1/11                              | 1/12                               | 1/13                                | 1/14                                | 1/15                                 | 1/16                 | 1/17                              |
| Suki Savers Weekend<br>Suki周末省钱狂欢 | Shopee VIP Monday<br>Shopee会员周一专属日 | Payday Sale Sneak Peak<br>发薪日大促 抢先看 |                                     | Payday Sale<br>发薪日大促                 |                      | Suki Savers Weekend<br>Suki周末省钱狂欢 |
| 1/18                              | 1/19                               | 1/20                                | 1/21                                | 1/22                                 | 1/23                 | 1/24                              |
| Suki Savers Weekend<br>Suki周末省钱狂欢 | Shopee VIP Monday<br>Shopee会员周一专属日 | Shopee Styles Sale<br>Shopee时尚大促    |                                     | Mom's Club Members's Day<br>妈咪俱乐部会员日 |                      | Suki Savers Weekend<br>Suki周末省钱狂欢 |
| Shopee Beauty Fair                |                                    |                                     |                                     |                                      |                      |                                   |
| 1/25                              | 1/26                               | 1/27                                | 1/28                                | 1/29                                 | 1/30                 | 1/31                              |
| Suki Savers Weekend<br>Suki周末省钱狂欢 | Shopee VIP Monday<br>Shopee会员周一专属日 |                                     |                                     |                                      |                      | Suki Savers Weekend<br>Suki周末省钱狂欢 |
| 25TH MALL DAY<br>1.25 商城日         |                                    |                                     | Payday Sale Sneak Peak<br>发薪日大促 抢先看 |                                      | Payday Sale<br>发薪日大促 |                                   |

| 热搜关键词 & 商品分享                                |         |
|---|---------|
| Top Searched Keywords & Recommended Product |         |
| New Keywords                                | 热搜词     |
| Sling Bag For Woman                         | 女士单肩包   |
| earpods bluetooth                           | 蓝牙耳机    |
| baggy pants men                             | 男士宽松裤   |
| money savings organizer                     | 储蓄收纳包/盒 |
| wallet                                      | 钱包      |
| concealer                                   | 瑕膏      |
| slippers for women                          | 女士拖鞋    |
| alkansya ipon challenge                     | 存钱罐储蓄挑战 |
| diaper pants 50pcs                          | 尿布裤50条  |
| boxer short for men                         | 男士平角裤   |
| tissue                                      | 纸巾      |
| weighing scale for food                     | 食品称重秤   |
| sunscreen                                   | 防晒霜     |
| shorts for men                              | 男士短裤    |
| pants                                       | 裤子      |

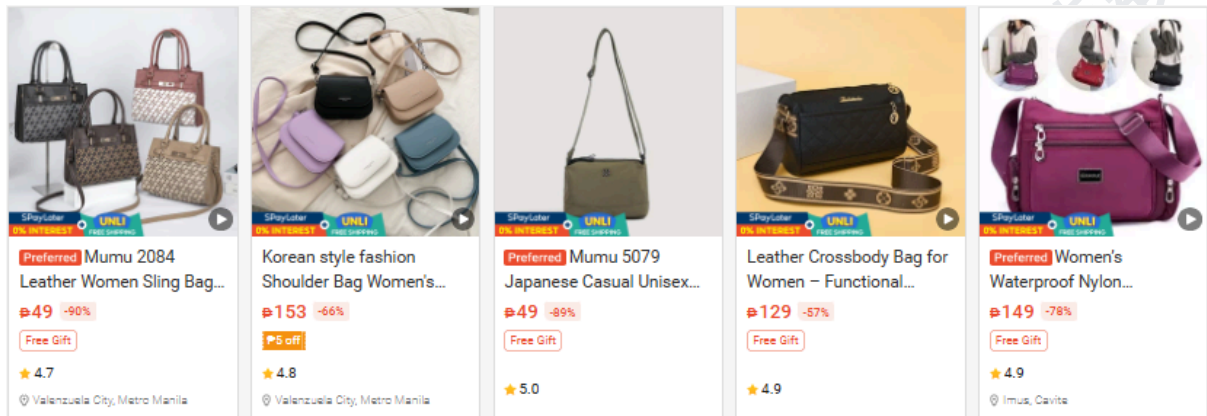
\*排名不分先后

关键词产品分享

Top Keywords Products

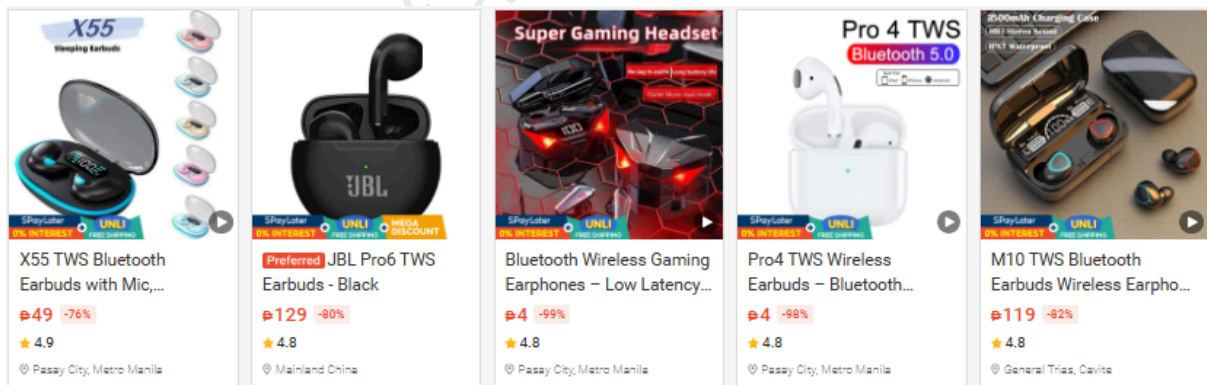
[Sling Bag for women 女士单肩包](#)

目标价: ₱(菲律宾比索)49 - ₱(菲律宾比索)153



[Earpods Bluetooth 蓝牙耳机](#)

目标价: ₱(菲律宾比索)4 - ₱(菲律宾比索)129

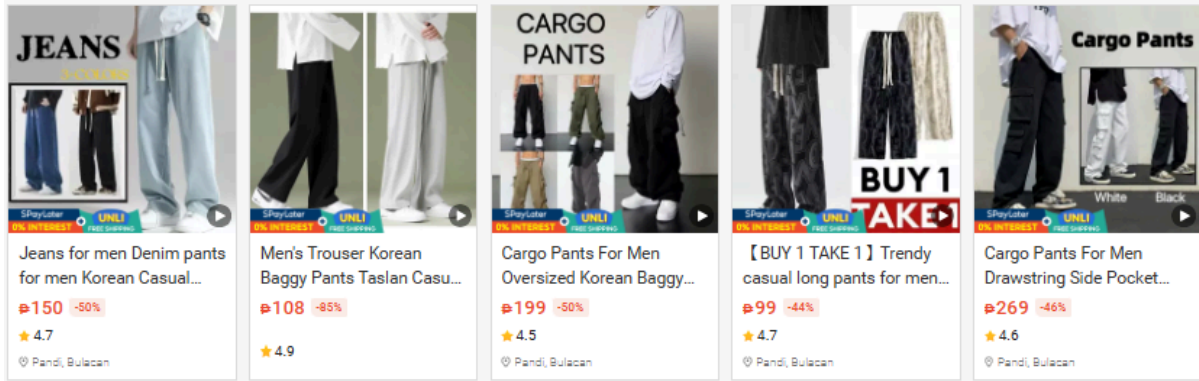


关键字产品分享

Top Keywords Products

[Baggy pants men 男士宽松裤](#)

目标价: ₱(菲律宾比索)99 - ₱(菲律宾比索)269



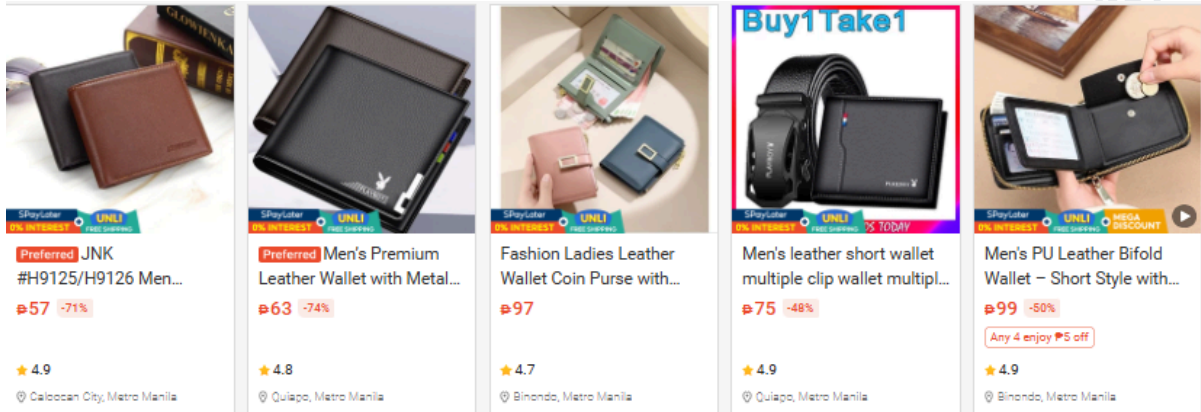
[Money Savings Organizer 储蓄收纳包/盒](#)

目标价: ₱(菲律宾比索)65 - ₱(菲律宾比索)221



[Wallet 钱包](#)

目标价: ₱(菲律宾比索) 57 - ₱(菲律宾比索) 99



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](#)