



菲律宾站点 市场周报

2022-05-09

内容概览 (目录) :

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准则公告 Code Announcement

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

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.



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



REASON CODE	Prohibited Listing	ACTION	Pass
ACTION	Delete		

As of 08/011/2021

准则公告 Code Announcement

违禁品

跨境卖家禁止售卖 没有FDA认可的医疗用品，任何类似的物品将会被删除

- 1st: 停止销售 (无惩罚)
- 2nd: 删除产品 (相应惩罚)



Announcement

Prohibition of Online Selling of Unregistered/Unnotified Medical Devices

Please be reminded that online selling of medical devices and supplies without the corresponding authorizations issued by the FDA (i.e. License to Operate, Certificate of Medical Device Notification or Certificate of Medical Device Registration/Certificate of Product Registration) is strictly prohibited.

With this, we will strictly implement daily checking and immediate deletion of FDA warned of face masks, thermometer, gloves, water purification devices/system



2021-016 As of 01/26/2021


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

- 1st: 停止销售 (无惩罚)
- 2nd: 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

准则公告


Code Announcement

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

- 1st: 停止销售 (无惩罚)
- 2nd: 删除产品 (相应惩罚)



Shopee
Philippines

Additional Prohibited Item 	
ibccncdc Hand Sanitiser	
	<p>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.</p> <p>ibccncdc Hand Sanitiser</p> <p>Reason Code: New Prohibition - Prohibited Listing</p> <p>Action: Delete</p>

2021-015 As of 01/26/2021

菲律宾活动日历

Schedule Calendar



2022 年 5 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
2	3	4	5	6	7	8
5.5 Brands Festival Prehype 50% Off Brand Bundles FS0 FSV 10% Off Daily 5.5 品牌节预告 50% 折扣 品牌套装 FS0 FSV 每日 10% 折扣			5.5 Brands Festival + 2 days extended 50% Off Brand Bundles FS0 FSV 10% Off Daily 5.5 品牌节+延长2天 50% 折扣品牌套装 FS0 FSV 每日 10% 折扣			Mother's Day Upsize 母亲节升级
Home & Outdoor Brands Fair 家居及户外品牌展	Mom & Baby Brands Fair 母婴品牌展	5.5 Vouchers Day 5.5 代金券日 Tech Brands Fair 科技品牌展				Mom's Club Fair 妈妈俱乐部集市
9	10	11	12	13	14	15
Suki Saver Mondays Suki Saver 星期一	Gadgets & Gizmos Sale 小工具和小玩意销售		Trendy Fashion Sale 时尚时装特卖			5.15 Payday Sale 5.15 发薪日销售
Pet Care Fair 宠物护理展		Global Deals Fair 全球热卖会	Road Ready Fair 路行准备博览会			
16	17	18	19	20	21	22
Suki Saver Mondays Suki Saver 星期一	Toys & Collectibles Sale 玩具及收藏品特 卖	Global Deals Sale 全球特卖	Beauty & Wellness Sale 美容与保健特卖	Summer Home Sale 夏季房屋销售		Branded Fashion Sale 品牌时装特卖
Best of Electronics 最佳电子产品		Back to Office Fair 回到办公室集市		Branded Fashion Fair 品牌时装展		Supermarket Sunday 超市周日
						VisMin Cam: Free Shipping Fiesta VisMin Cam: 免 费送货嘉年华



热搜关键词 & 商品分享

Top Searched Keywords & Recommended Product



Shopee
Philippines

Keywords	热搜词
Tops for Women	女性上衣
Swimsuit for Women	女性泳装
Shoes for Women	女性鞋
Shorts for Woman	女性短裤
Dress	裙子
Croptop	短衬衫
Dresses for Women	女性裙子
Slippers for Women	女性拖鞋
Tshirt for Men	男性T恤
Sling Bags for Women	女性斜肩包
Face Mask	口罩
Sandals for Women	女性凉鞋
Blouse for Women	女性衬衫
Sling Bag	斜肩包
Wallpaper	壁纸
Shorts for Men	男性短裤
Tops	上衣
Swimsuit	泳装
Crop top for women	女性短衬衫
Tote Bag	手提袋

- 排名不分先后

关键词产品分享

Top Keywords Products



Tops for Women 女性上衣

- 目标价：₱49 - ₱79

<p>Preferred</p> <p>MAY 15 10% CASHBACK</p> <p>31% OFF</p> <p>Angelica Knitted Tube Self Tie Top Crop Top</p> <p>Any 5 enjoy 1% off</p> <p>₱80 ₱55</p> <p>★★★★★ 26.4K sold</p> <p>Marikina City, Metro Manila</p>	<p>MAY 15 FREE SHIP 249 10% CASHBACK</p> <p>97% OFF</p> <p>Angelicity Honeyspot Contrast Trim Heather Tee V neck Colla...</p> <p>₱2 off Any 6 enjoy 1% off</p> <p>₱388 ₱51</p> <p>★★★★★ 60.4K sold</p> <p>Pasay City, Metro Manila</p>	<p>MAY 15 FREE SHIP 249 10% CASHBACK</p> <p>84% OFF</p> <p>SS Judy Bangkok Puff Sleeve Blouse Tops Off Shoulder Cro...</p> <p>₱3 off Any 6 enjoy 1% off</p> <p>₱49 - ₱51</p> <p>★★★★★ 140.9K sold</p> <p>Taytay, Rizal</p>	<p>MAY 15 FREE SHIP 249 10% CASHBACK</p> <p>84% OFF</p> <p>HAILEY Korean Longsleeves Bow Top</p> <p>₱500 ₱79</p> <p>★★★★★ 74.3K sold</p> <p>Pasig City, Metro Manila</p>	<p>MAY 15 FREE SHIP 249 10% CASHBACK</p> <p>84% OFF</p> <p>SS Korean Tops Square Neck Fashion Blouse Semi Crop Top</p> <p>₱3 off Any 6 enjoy 1% off</p> <p>₱49 - ₱54</p> <p>★★★★★ 50.1K sold</p> <p>Taytay, Rizal</p>
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Swimsuit for Women 女性泳装

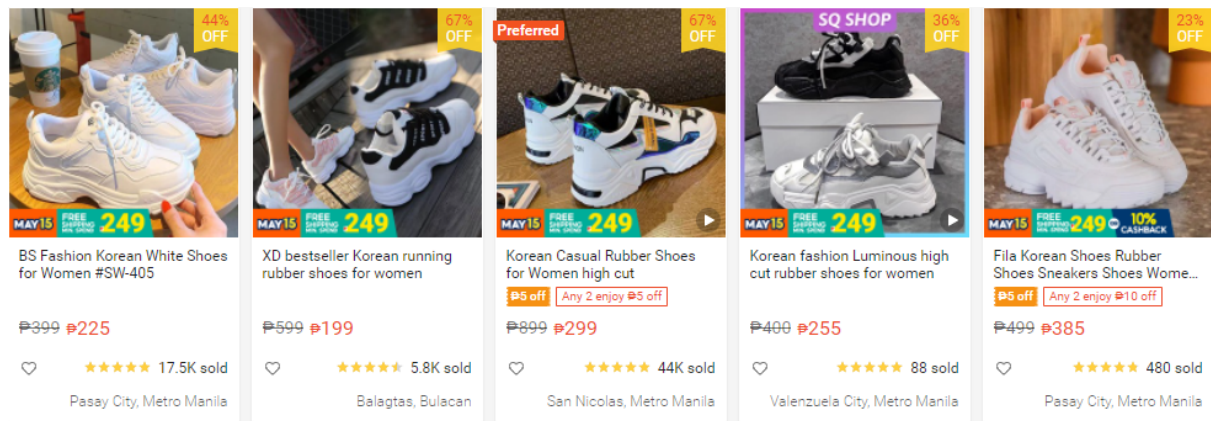
目标价：₱66 - ₱585

<p>MAY 15 10% CASHBACK</p> <p>140. IMGLAM APPAREL SWIMSUITS CHECKOUT LINK</p> <p>₱140</p> <p>★★★★★ 1K sold</p> <p>Bacoor, Cavite</p>	<p>MAY 15 FREE SHIP 249 10% CASHBACK</p> <p>51% OFF</p> <p>【M&M】#136 Korean swimsuit Deep V Swimsuit for...</p> <p>₱10 off</p> <p>₱798 ₱395</p> <p>★★★★★ 2.9K sold</p> <p>Pandí, Bulacan</p>	<p>MAY 15 FREE SHIP 249 10% CASHBACK</p> <p>51% OFF</p> <p>Swimsuit Women's Deep V Chiffon Sleeve Briefs High...</p> <p>₱20 off</p> <p>₱1,198 ₱585</p> <p>★★★★★ 3K sold</p> <p>Pandí, Bulacan</p>	<p>MAY 15 10% CASHBACK</p> <p>67% OFF</p> <p>【M&M】#111 Korean swimwear Korean Swimsuit...</p> <p>₱199 ₱66</p> <p>★★★★★ 20.4K sold</p> <p>Valenzuela City, Metro Manila</p>	<p>Preferred</p> <p>MAY 15 10% CASHBACK</p> <p>42% OFF</p> <p>Bikini Two Piece Highwasit Bikini Set Swimwear Swimsuit...</p> <p>₱10 off Economy Delivery</p> <p>₱338 ₱196</p> <p>★★★★★ 22.2K sold</p> <p>Mainland China</p>
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Shoes for Women 女性鞋



- 目标价：₱199 - ₱385

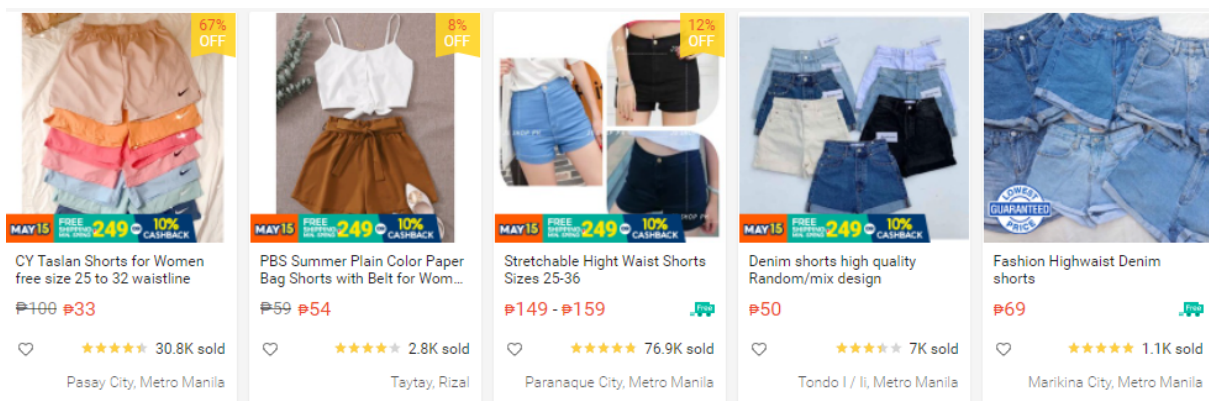


关键字产品分享

Top Keywords Products

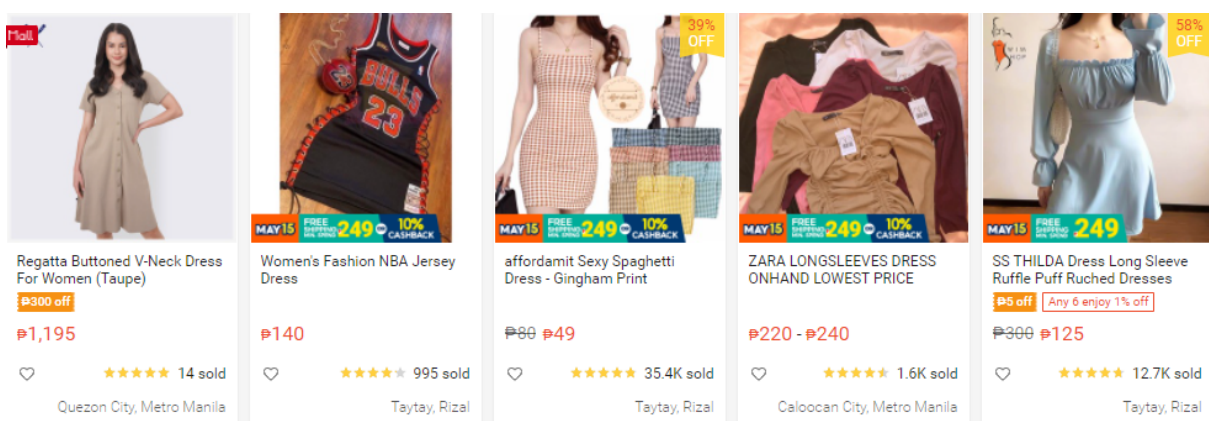
[Shorts for Woman](#) 女性短裤

- 目标价：₱33 - ₱159



Dress 裙子

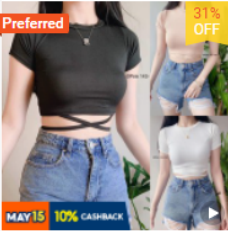
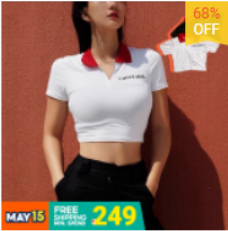



- 目标价：₱49 - ₱1195



Croptop 短衬衫



- 目标价：₱44 - ₱69

 <p>Preferred 31% OFF</p> <p>MAY 15 10% CASHBACK</p> <p>Criss Cross Ex Top Knitted Crop Top</p> <p>Any 5 enjoy 1% off</p> <p>₱80 ₱55</p> <p>★★★★★ 9.8K sold</p> <p>Marikina City, Metro Manila</p>	 <p>68% OFF</p> <p>MAY 15 FREE SHIPPING MAY 15 249</p> <p>SS I Aint Sht Collar Croptop Two Color Tops</p> <p>3% off Any 6 enjoy 1% off</p> <p>₱150 ₱48</p> <p>★★★★★ 16.1K sold</p> <p>Taytay, Rizal</p>	 <p>72% OFF</p> <p>MAY 15 FREE SHIPPING MAY 15 249</p> <p>WD Athena knitted croptop</p> <p>₱250 ₱69</p> <p>★★★★★ 2K sold</p> <p>Taguig City, Metro Manila</p>	 <p>10% OFF</p> <p>MAY 15 FREE SHIPPING MAY 15 249</p> <p>BELLA Spaghetti Strap Crop Top/ Basic Crop Top Sando</p> <p>wholesale</p> <p>₱49 ₱44</p> <p>★★★★★ 65.2K sold</p> <p>Taytay, Rizal</p>	 <p>MAY 15 FREE SHIPPING MAY 15 249 10% CASHBACK</p> <p>Argyle Print Tank Top (crop top)</p> <p>₱53</p> <p>★★★★★ 173 sold</p> <p>Taytay, Rizal</p>
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