



墨西哥站点 市场周报

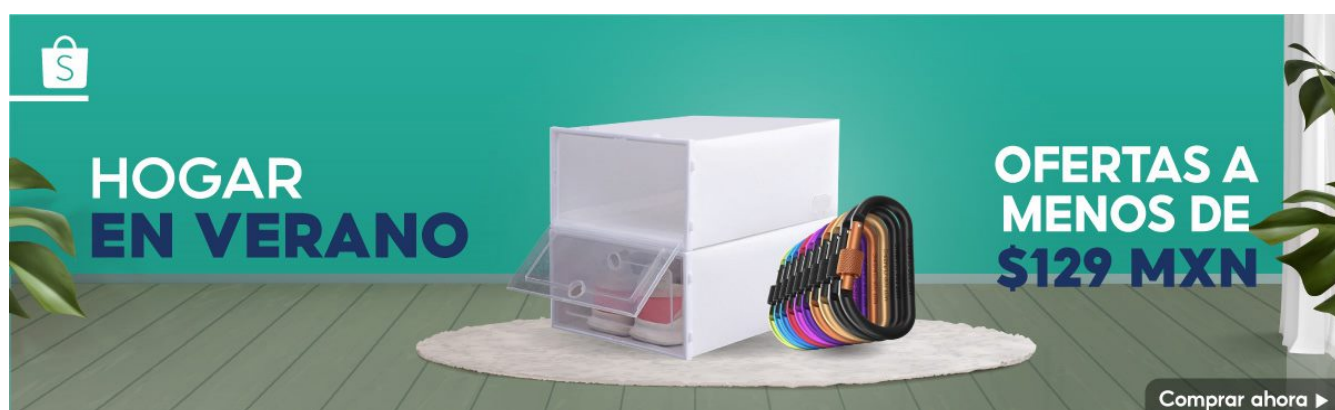
2022-07-25

内容概览（目录）：

- 近期活动安排及活动日历
- 开放报名中的活动
- 关键词
- 商品分享

近期活动安排

- 正在进行：
-7月25日-电子产品暑期大促
- 即将进行：
-7月29日-品质生活好物暑期大促



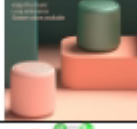
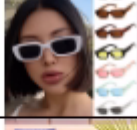
墨西哥站点活动日历

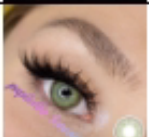
2022 年 7 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
25	26	27	28	29	30	31
ELHA Summer Sale 电子产品暑期大促		Local Seller Summer Sale 本地卖家暑期大促		Lifestyle Summer Sale 品质生活好物 暑期大促		
2022 年 8 月						
1	2	3	4	5	6	7
Opening Sale 开售日	Lifestyle Day 品质生活产品日		CCB Day 金币日	Incubation Day 孵化日	ELHA Day 电子产品日	
8	9	10	11	12	13	14
8.8 SPIKE - Shopee for all 8.8大促日	FMCG - Health & Beauty Week 快消产品-健康与美丽产品周					
15	16	17	18	19	20	21
CB Fashion Day 跨境卖家市场 产品日	Local Seller Day 本地卖家日	Shopee Game Day 虾皮"游戏"主题 活动日	Moga CFS Day 莫加闪购日	Photography & Video “摄影与摄像”主 题活动日	Korean Day “韩国产品”主题 活动日	

市场周报当天	大促当天/大促预热	类目大促	其他主题活动
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平台热搜关键词

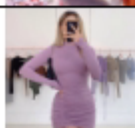
高搜索关键词

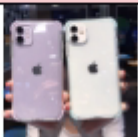
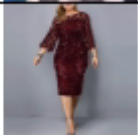
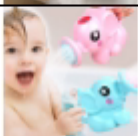
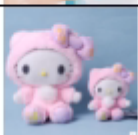
Keyword	Translate CN	Translate EN	Image
audifono bluetooths	蓝牙耳机	Bluetooth Headset	
hellfire club	影视人物：地狱火俱乐部	hellfire club	
reloj	手表	Watch	
lucos led	LED灯串	led lights	
cubrebocas	口罩	cubandos	
bocina bluetooth	蓝牙音箱	Bluetooth Speaker	
reloj	手表	Watch	
lentes de sol	太阳镜	sunglasses	
lonchera	饭盒	lunchboxes	
fundas iphone 11	iphone 11手机壳	11 pocket iPhone	

Keyword	Translate CN	Translate EN	Image
reloj hombre	男士手表	watch man	
termos	保温杯	term	
pestanas	假睫毛	eyelashes	
anillos para hombre	男士戒指	Men's rings	
gorras	帽子	cap	
bt21	bts周边	bt21	
funko pop	大头玩偶	funko pop	
guantes de portero	守门员手套	Goalkeeper gloves	
pupilentes	美瞳	Pupils	
stranger things	电影《怪奇物语》	Stranger Things	

*排名不分先后

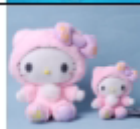
高潜力关键词

Keyword	Translate CN	Translate EN	Image
brother	兄弟牌缝纫机配件	brother	
utiles escolares	文具相关	School Supplies	
cuadernos	笔记本	notebooks	
ropa	衣服	clothing	
vestidos de fiesta largos	长款礼服裙	long party dresses	
stickers	贴纸	stickers	
ropa mujer	女装	woman cloth	
hot wheels	动画片《风火轮兄弟》	hot wheels	
lapicera	笔袋	pen	
papeleria	文具	Stationery	

Keyword	Translate CN	Translate EN	Image
fundas	手机壳	covers	
vestidos	连衣裙	dressess	
organizador	收纳相关	organizer	
unas	美甲工具	nail	
mochilas escolares	书包	school backpacks	
bolsas	包	bags	
juguetes	玩具	toys	
hello kitty	Hello Kitty卡通人物	hello kitty	
termos para agua	保温水壶	Water thermos	
anime	动漫	anime	

*排名不分先后

搜索上升关键词

Keyword	Translate CN	Translate EN	Image
mochilas	背包	backpacks	
mochilas escolares	书包	School Bag	
lenceria	内衣	lingerie	
libretas	笔记本	notebooks	
utiles escolares	文具相关	School Supplies	
bolsas de mujer	女包	Women's bags	
vestidos mujer	女士连衣裙	Women's dresses	
botella de agua	水瓶	water bottle	
reloj inteligente	智能手表	Smart watch	
hello kitty	Hello Kitty卡通人物	hello kitty	

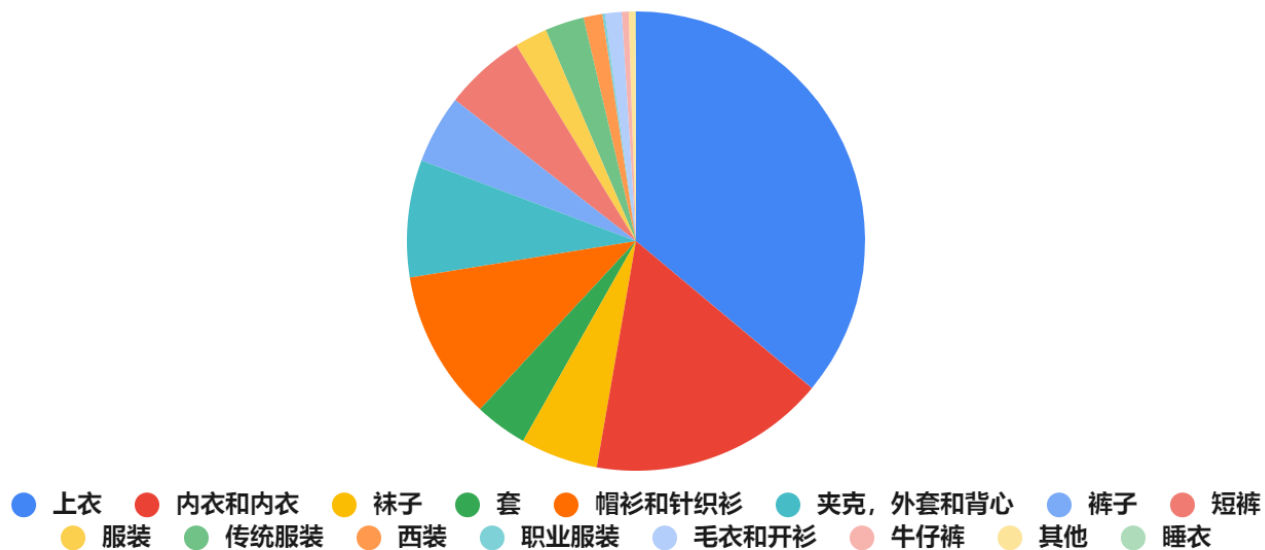
Keyword	Translate CN	Translate EN	Image
termos para agua	保温水壶	Water thermos	
colores	彩色铅笔	Colored pencils	
vestidos de fiesta largos	长礼服裙	long party dresses	
fajas para mujer	女士塑身衣	fajas for women	
sudaderas para hombre	男士卫衣	Men's sweatshirts	
zapatos de mujer	女鞋	women shoes	
plumones	马克笔	markers	
nintendo switch	switch游戏机配件	nintendo switch	
anillos para hombre	男士戒指	Men's rings	
lapiceras	笔袋	pens	

*排名不分先后

品类分享—男士服装品类

男士服装 子类目订单占比

跨境子品类订单占比



热销品类: 上衣, 内衣, 帽衫和针织衫

热销价格区间: [5, 8)美金, [10-15)美金, [15-20) 美金

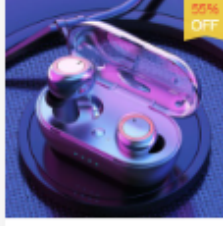
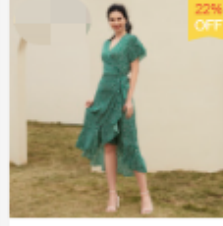
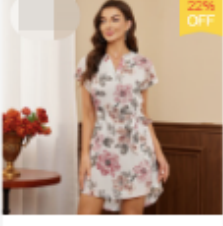
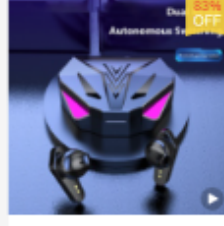
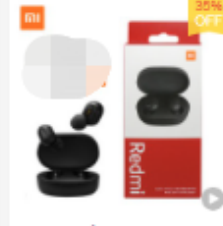
品类分享——热销商品

	跨境
热销品 关注价格区间: \$0-\$5 (0-100]MXN	
热销品 关注价格区间: \$5-\$10 (100,200]MXN	
热销品 关注价格区间: Above \$10 Above 200MXN	
	当地
热销品 关注价格区间: \$0-\$5 (0-100]MXN	
热销品 关注价格区间: \$5-\$10 (100,200]MXN	
热销品 关注价格区间: Above \$10 Above 200MXN	

注:CB:跨境卖家; Local:本地卖家; MX墨西哥比索
热销品分享排名不分先后

CFS CB 闪购热销商品

 Audifonos Bluetooth F9-5 Inalámbricos Recargables... \$229.00 MXN \$199.80 MXN ★★★★★ 357 vendido(s)	 2 Pcs Reloj Inteligente Y88 Para Hombre D20/Monitor De Ritm... Compra 4 y obtén MX\$4.00... \$146.00 MXN - \$154.00... ★★★★★ 518 vendido(s)	 112 Audifonos Inalámbricos Bluetooth + Funda Protectora... Compra 6 y obtén 2% off \$115.00 MXN - \$115.29... ★★★★★ 0.4mil vendido(s)	 Smart touch Y30 Y30 Tws audifonos Bluetooth V5.0 Inalámbricos Y30 Tws... Global Version IN STOCK \$168.00 MXN \$64.90 MXN ★★★★★ 184 vendido(s)	 CVC 8.0 Y50 TWS Bluetooth inalámbrico 5.0 auriculares deportivos co... Global Version IN STOCK \$169.00 MXN \$64.90 MXN ★★★★★ 232 vendido(s)
 S.W T500 Smart Watch hombrs mujeres serie 7... \$268.00 MXN \$129.56 MXN ★★★★★ 289 vendido(s)	 (Compra 2 lleva 1 Gratis) Reloj Inteligente Y88/D20 con... Regalo Gratis \$310.00 MXN \$99.00 MXN ★★★★★ 877 vendido(s)	 Rasuradora Trimmer Perfiladora Cortadora de Pelo Cabello... Oferta Complementaria \$149.00 MXN - \$165.90... ★★★★★ 1mil vendido(s)	 Lovito Set de Lencería Encaje Sexy Slim Fit No Elástico... \$55.43 MXN - \$64.72 MXN ★★★★★ 16.8mil vendido(s)	 Audifonos bluetooth inalámbrico tws inPods I12 para xiaomi o... \$499.00 MXN \$119.20 MXN ★★★★★ 17.8mil vendido(s)
 Reloj Inteligente Y88/D20 con Bluetooth USB con Monitor... \$178.00 MXN \$63.88 MXN ★★★★★ 334 vendido(s)	 Depiladora Corporal Sin Dolor De Cristal/Herramienta De... \$298.00 MXN \$123.00 MXN ★★★★★ 152 vendido(s)	 112 Audifonos Inalámbricos Bluetooth + Funda Protectora... Oferta Complementaria \$189.00 MXN \$128.52 MXN ★★★★★ 989 vendido(s)	 I7 pro max 1.8 Pulgadas Pantalla Completa Reloj... FAST SHIPPING IN STOCK \$686.60 MXN \$166.90 MXN ★★★★★ 300 vendido(s)	 I500 smart watch series 5 44mm bluetooth llamada... Compra 2 y obtén 3% off \$169.00 MXN - \$199.00... ★★★★★ 1.2mil vendido(s)

 i12 TWS Wireless Bluetooth Earbuds Multiple colour Audífonos Inalámbricos i12 Tws Colores Pequeños Recargables \$62.10 MXN - \$69.00 MXN ★★★★★ 1.7mil vendido(s)	 2 in 1 Sonic Electric Toothbrush 2 En 1 Eléctrico Ultrasonico Sonic Dental Escalador USB... \$554.50 MXN - \$107.00 MXN ★★★★★ 18 vendido(s)	 Kingston Tarjeta De Memoria Kingston Micro SD De... \$63.00 MXN - \$74.00 MXN ★★★★★ 424 vendido(s)	 AirPods 112 Tactil Bluetooth Minnie Iron Unicornio Oferta Complementaria \$189.00 MXN - \$128.52 MXN ★★★★★ 960 vendido(s)	 Kingston Tarjeta De Memoria Original (512 Gb , 256 , 128 , ...) Compre 2 y obtén MX\$9.99... \$66.00 MXN - \$79.99 MXN ★★★★★ 2.4mil vendido(s)
 Reloj Inteligente Bluetooth Y88 Con Monitor De Ejercicio... \$529.11 MXN - \$71.00 MXN ★★★★★ 88 vendido(s)	 Smartwatch 17 Pro max original 2022 Iwo 14 series 7 Venta Al... \$1,078.24 MXN - \$166.90 MXN ★★★★★ 277 vendido(s)	 Y88 Tws Auriculares Inalámbricos Bluetooth... \$149.00 MXN - \$67.50 MXN ★★★★★ 111 vendido(s)	 Profesional De Cerámica Ion Alisador De Pelo Nuevo Estil... Compre 5 y obtén MX\$5.00... \$1,143.02 MXN - \$288.00 MXN ★★★★★ 68 vendido(s)	 Lovito Vestido Boho Lunares Polka Abertura Cuello en V... \$173.61 MXN - \$221.90 MXN ★★★★★ 176 vendido(s)
 Lovito Vestido Elegante Floral Lazo Panta Estampado Fres... \$156.51 MXN - \$173.90 MXN ★★★★★ 32 vendido(s)	 Escaner Automotriz Maxican Ms309 Cbd2 EOBD \$1,000.00 MXN - \$189.00 MXN ★★★★★ 145 vendido(s)	 Apple AirPods Pro TWS Original OEM Pop Up Auriculares... Oferta Complementaria \$235.90 MXN - \$304.90 MXN ★★★★★ 1.2mil vendido(s)	 X15 pro Deportivos Auriculares Inalámbricos Para Gamer De... \$660.00 MXN - \$110.90 MXN ★★★★★ 385 vendido(s)	 Xiaomi Audífonos Redmi AirDots 2 Inalámbricos airdots... \$200.00 MXN - \$130.90 MXN ★★★★★ 8mil vendido(s)