



菲律宾站点 市场周报

2022-06-06

内容概览 (目录) :

- | | |
|--------------|---|
| • 政策更新 | 2 |
| • 活动日历 | 5 |
| • 关键词 & 商品分享 | 6 |

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



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




GUIDELINES REMINDER



Reminder to Delete Card Holder with Image of Covid Vaccination Card

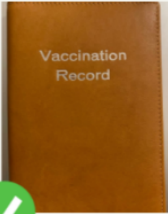
We will DELETE card holder with image of COVID-19 Vaccination Card. As it is illegal based on Article 172 of the Revised Penal Code (falsification of public document) in relation to Republic Act No. 11525.



X

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

Delete

ACTION

Pass

As of 08/01/2021

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)

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

菲律宾活动日历

Schedule Calendar

2022 年 6 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
30	31	1	2	3	4	5
5.30 Payday Sale 5.30 发薪日销售 Best of Electronics 最佳电子产品	5.30 Payday Sale - Extended 5.30 发薪日促销 - 延长	6.6-7.7 Mid-Year Sale Prehype 6.6-7.7 年中销售预告				
	Suki Savers	6.6 Home & Outdoors Sale 6.6 家居与户外销售	6.6 Health & Beauty Sale 6.6 健康与美容特卖	6.6 Fashion Sale 6.6 时装特卖	6.6 Electronics Sale 6.6 电子产品销售	6.6 Vouchers Sale 6.6 代金券销售
VisMin Cam: Free Shipping Fiesta VisMin Cam: 免费送货嘉年华		Fashion Fair 时装展		Health & Wellness Fair 健康与保健博览会		Electronics Fair 电子展
6	7	8	9	10	11	12
6.6-7.7 Mid-Year Festival FS0 P66 Deals 10% Off Daily 6.6-7.7 年中节 FS0 P66 优惠 每日 10% 折扣	6.6-6.8 Mid-Year Sale - Extended 6.6-6.8 年中销售 - 延长		6.6-7.7 Home Tech Sale 6.6-7.7 家居科技销售	6.6-7.7 Bags & Accessories Sale 6.6-7.7 箱包及配饰销售	6.6-7.7 Baby Care Sale 6.6-7.7 婴儿护理销售	6.6-7.7 Proudly Pinoy Sale 6.6-7.7 骄傲的 Pinoy 销售
	Suki Savers	Pet Center Fair 宠物中心博览会				
			Father's Day Fair 父亲节集市		Global Shopping Fair 环球购物展	
13	14	15	16	17	18	19
6.6-7.7 Digital Sale 6.6-7.7 电子销售	6.6-7.7 Pet Care Sale 6.6-7.7 宠物护理销售	6.15 Payday Sale 6.15 发薪日	6.6-7.7 Mobiles & Gadgets Sale 6.6-7.7 手机和小工具销售	6.6-7.7 Home & Living Sale 6.6-7.7 家居生活销售	6.6-7.7 Global Deals Sale 6.6-7.7 全球特卖	6.6-7.7 Father's Day Sale 6.6-7.7 父亲节特卖
			Father's Day Fair 父亲节集市	Skincare Fair 护肤展	Mobiles & Gadgets Fair 手机和小工具展	
20	21	22	23	24	25	26
6.6-7.7 Shoes & Apparel Sale 6.6-7.7 鞋服销售	6.6-7.7 Home & Hobbies Sale 6.6-7.7 家居与爱好特卖	6.6-7.7 Shopee Beauty Sale 6.6-7.7 Shopee 美妆特卖	6.6-7.7 Gadget Zone Sale 6.6-7.7 小工具区销售	6.6-7.7 Women's Fashion Sale 6.6-7.7 女装时装特卖	6.6-7.7 Global Deals Sale 6.6-7.7 全球特卖	6.6-7.7 Sports & Travel Sale 6.6-7.7 体育旅游销售
Suki Savers Mondays	Toys & Collectibles Fair 玩具及收藏品展		Makeup Fair 化妆展	Electronics Fair 电子展		Pet Center Fair 宠物中心博览会



热搜关键词 & 商品分享

Top Searched Keywords & Recommended Product

Keywords	热搜词
White Dress	白裙子
Tote Bag	手提袋
Tumbler	保温瓶
Shorts for Men	男性短裤
Sandals for Women	女性凉鞋
Croptop	短衬衫
Blouse for Women	女性衬衫
Tshirt for Men	男性T恤
Face Mask	口罩
Wallpaper	壁纸
Dress	裙子
Aquaflask	水瓶
Shorts for Woman	女性短裤
Sling Bag	斜肩包
Tops for Women	女性上衣
Dress for Women	女性裙子
Sandals	凉鞋

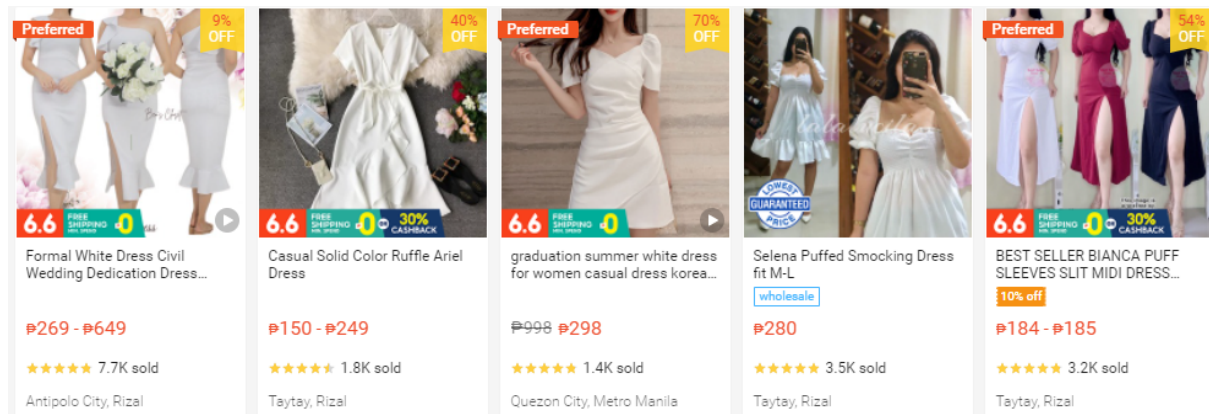
- 排名不分先后

关键词产品分享

Top Keywords Products

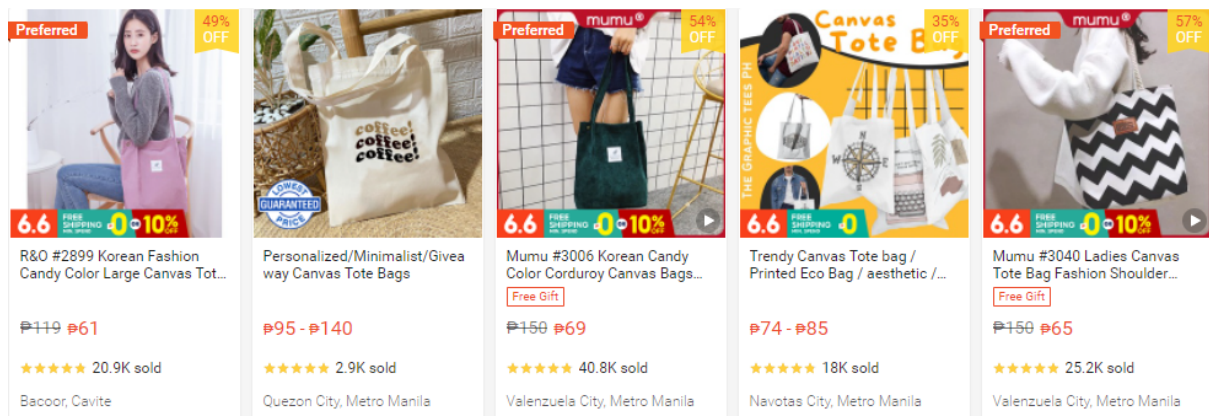
White Dress 白裙子

- 目标价：₱ (菲律宾比索) 150 - ₱ (菲律宾比索) 649





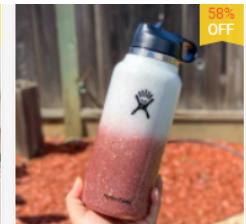


Tote Bag 手提袋

- 目标价：₱ (菲律宾比索) 61 - ₱ (菲律宾比索) 140



Tumbler 保温瓶

- 目标价：₱ (菲律宾比索) 22 - ₱ (菲律宾比索) 499

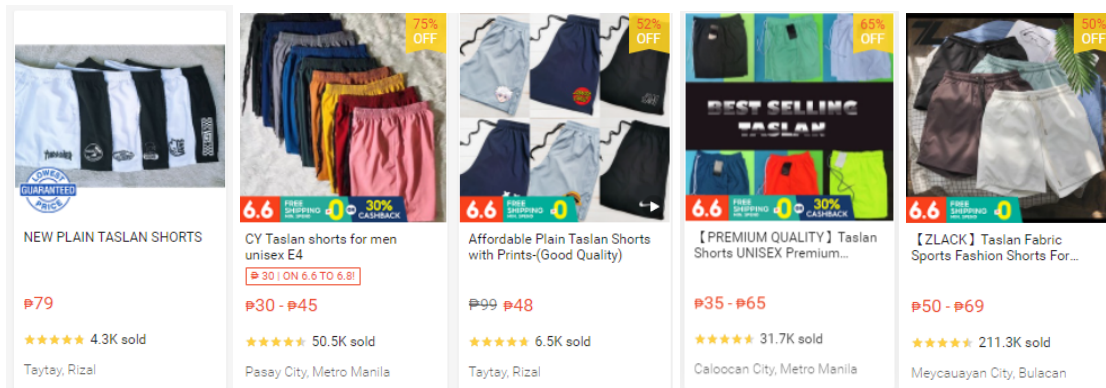
 <p>500mL Stainless Steel Thermos Tumbler Hot And Cold</p> <p>6.6 FREE SHIPPING 30% CASHBACK 11% OFF</p> <p>₱95 ₱85</p> <p>★★★★★ 182 sold</p> <p>Santa Cruz, Metro Manila</p>	 <p>Succulent Cup Glass Bottle Tumbler Creative Water Cup...</p> <p>6.6 FREE SHIPPING 69% OFF</p> <p>Free Gift</p> <p>₱31 - ₱37</p> <p>★★★★★ 18.5K sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>Hydro flask tumbler hot and cold sale Large Capacity...</p> <p>58% OFF</p> <p>₱21 off</p> <p>₱419 - ₱499</p> <p>★★★★★ 453 sold</p> <p>Binondo, Metro Manila</p>	 <p>480ml Portable Gradient Color Frosted Water Tumbler Bottle...</p> <p>6.6 FREE SHIPPING 10% Add-on Deal 63% OFF</p> <p>₱60 ₱22</p> <p>★★★★★ 40.3K sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>ERASTAR# Frosted Glass Tumbler "Hello Master"</p> <p>6.6 FREE SHIPPING 10% 50% OFF</p> <p>₱50 ₱25</p> <p>★★★★★ 371 sold</p> <p>Binondo, Metro Manila</p>
---	--	---	---	--

关键字产品分享

Top Keywords Products

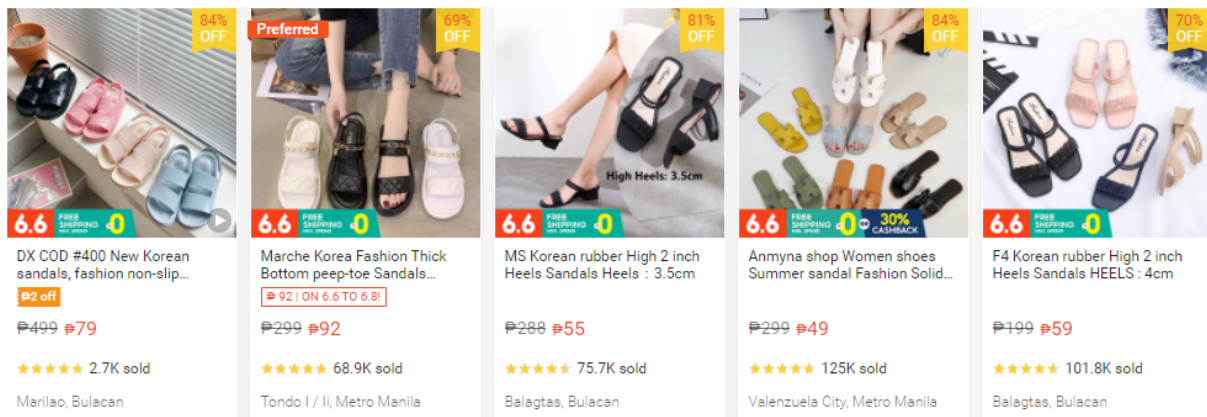
Shorts for Men 男性短裤

- 目标价：₱ (菲律宾比索) 35 - ₱ (菲律宾比索) 79




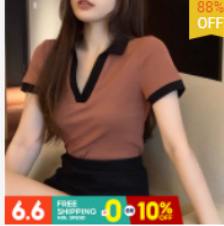

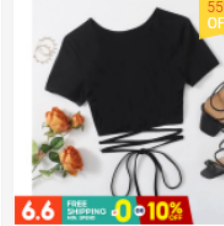
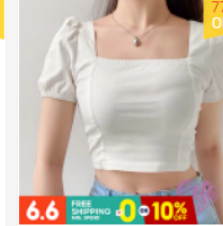
Sandals for Women 女性凉鞋

- 目标价：₱ (菲律宾比索) 49 - ₱ (菲律宾比索) 92



Crop Top 短衬衫

- 目标价：₱ (菲律宾比索) 34 - ₱ (菲律宾比索) 56

 <p>6.6 30% OFF</p> <p>Zara strappy string Bandue crop top knitted crop top for...</p> <p>₱34 - ₱45</p> <p>★★★★★ 57.4K sold</p> <p>Pililla, Rizal</p>	 <p>6.6 FREE SHIPPING 10% OFF 38% OFF</p> <p>Angelcity Honeyspot Contrast Trim Heather Tee V neck Colla...</p> <p>Any 6 enjoy 1% off</p> <p>₱47 - ₱51</p> <p>★★★★★ 73.2K sold</p> <p>Pasay City, Metro Manila</p>	 <p>6.6 FREE SHIPPING 10% OFF 61% OFF</p> <p>SS IVY Venus Croptop Self Tie Ribbon Tank Top Summer Sex...</p> <p>3% off Any 6 enjoy 1% off</p> <p>₱126 ₱47</p> <p>★★★★★ 19.9K sold</p> <p>Taytay, Rizal</p>	 <p>6.6 FREE SHIPPING 10% OFF 55% OFF</p> <p>Angelcity PENELOPE Crisscross Self Tie Croptop She</p> <p>Any 6 enjoy 1% off</p> <p>₱49 - ₱56</p> <p>★★★★★ 25.6K sold</p> <p>Pasay City, Metro Manila</p>	 <p>6.6 FREE SHIPPING 10% OFF 77% OFF</p> <p>Melody Puff Sleeve Square Neck Crop Top 11284#</p> <p>Add-on Deal</p> <p>₱46 - ₱49</p> <p>★★★★★ 15.7K sold</p> <p>Taytay, Rizal</p>
---	--	--	--	---