



菲律宾站点 市场周报

2022-05-30

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

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

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	
	<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>ibccndc 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
23	24	25	26	27	28	29
Suki Saver Mondays Suki Saver 星期一	Kids' Wear & Toys Fair 童装及玩具展	Shopee Beauty Sale Shopee 美妆特卖	Summer Fashion Clearance 夏季时装清仓	6.6-7.7 Opening Sale 6.6-7.7 开盘销售	Mom's Grocery Sale 妈妈的杂货销售	Shopee Mall Sale Shopee 商城特卖
Summer Sports Sale 夏季运动特卖		Branded Electronics Fair 品牌电子展				
VisMin Cam: Free Shipping Fiesta VisMin Cam: 免费送货嘉年华						
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	Baby Care Fair 婴儿护理展

热搜关键词 & 商品分享



Top Searched Keywords & Recommended Product

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

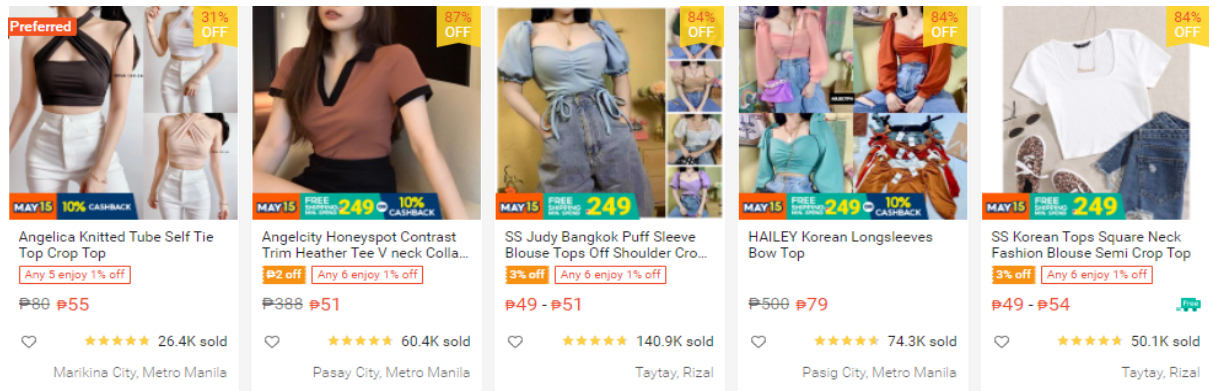
- 排名不分先后

关键词产品分享

Top Keywords Products

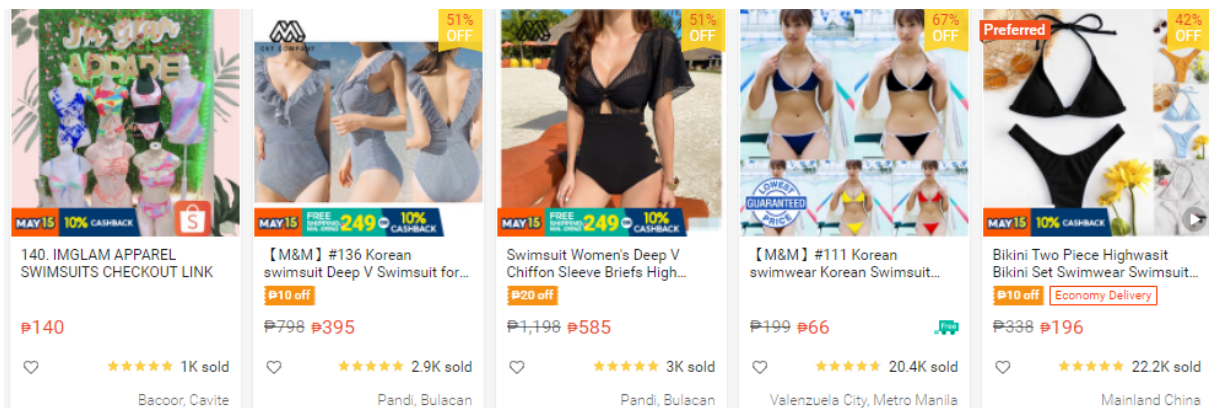
Tops for Women 女性上衣

- 目标价：₱ (菲律宾比索) 49 - ₱ (菲律宾比索) 79





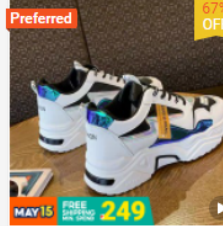
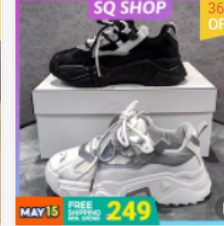
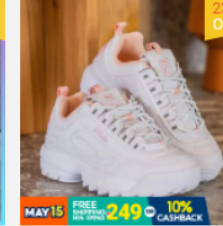
Swimsuit for Women 女性泳装

- 目标价：₱ (菲律宾比索) 66 - ₱ (菲律宾比索) 585



Shoes for Women 女性鞋

- 目标价：₱ (菲律宾比索) 199 - ₱ (菲律宾比索) 385

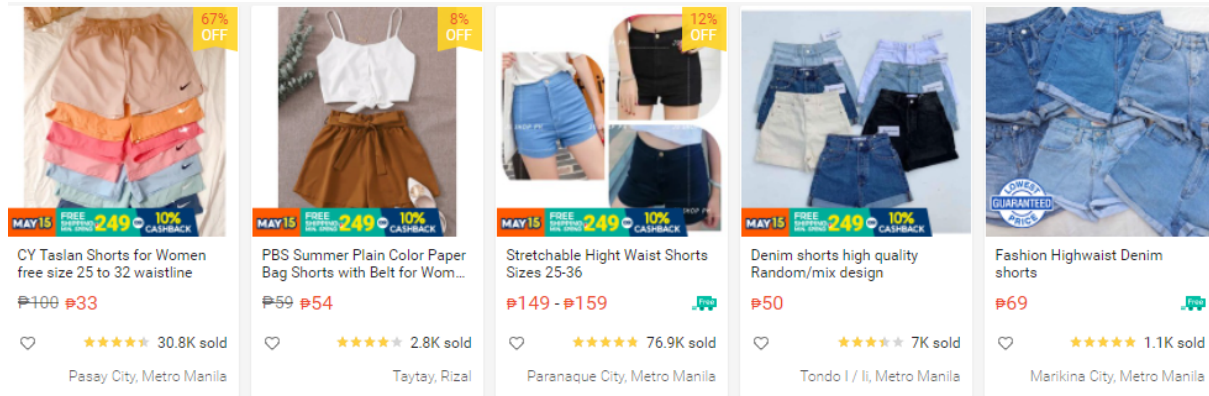
 <p>44% OFF</p> <p>MAY 15 FREE SHIPPING (min. order) 249</p> <p>BS Fashion Korean White Shoes for Women #SW-405</p> <p>₱399 ₱225</p> <p>★★★★★ 17.5K sold</p> <p>Passay City, Metro Manila</p>	 <p>67% OFF</p> <p>MAY 15 FREE SHIPPING (min. order) 249</p> <p>XD bestseller Korean running rubber shoes for women</p> <p>₱599 ₱199</p> <p>★★★★★ 5.8K sold</p> <p>Balagtas, Bulacan</p>	 <p>Preferred</p> <p>67% OFF</p> <p>MAY 15 FREE SHIPPING (min. order) 249</p> <p>Korean Casual Rubber Shoes for Women high cut</p> <p>₱5 off Any 2 enjoy ₱5 off</p> <p>₱899 ₱299</p> <p>★★★★★ 44K sold</p> <p>San Nicolas, Metro Manila</p>	 <p>SQ SHOP</p> <p>35% OFF</p> <p>MAY 15 FREE SHIPPING (min. order) 249</p> <p>Korean fashion Luminous high cut rubber shoes for women</p> <p>₱400 ₱255</p> <p>★★★★★ 88 sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>23% OFF</p> <p>MAY 15 FREE SHIPPING (min. order) 249 10% CASHBACK</p> <p>Fila Korean Shoes Rubber Shoes Sneakers Shoes Wome...</p> <p>₱5 off Any 2 enjoy ₱10 off</p> <p>₱499 ₱385</p> <p>★★★★★ 480 sold</p> <p>Passay City, Metro Manila</p>
--	---	---	--	--

关键字产品分享

Top Keywords Products

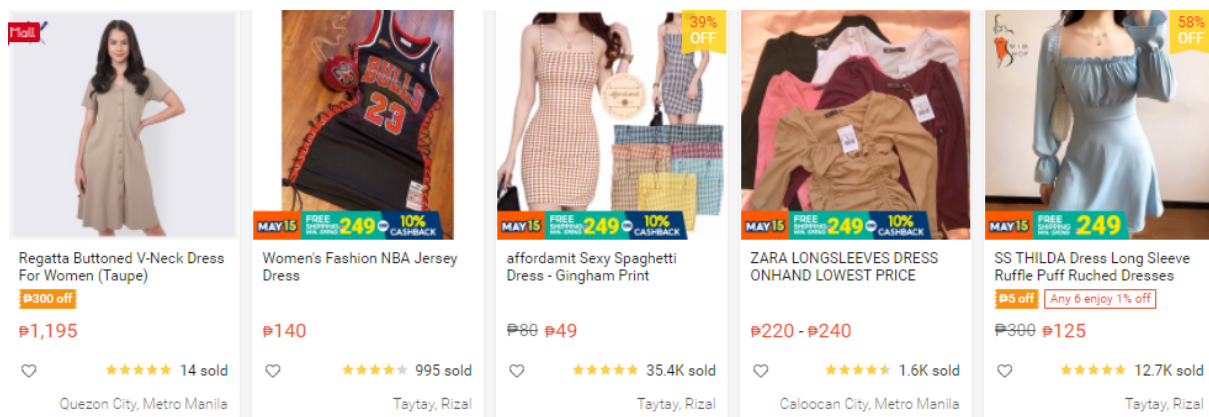
Shorts for Woman 女性短裤

- 目标价：₱ (菲律宾比索) 33 - ₱ (菲律宾比索) 159



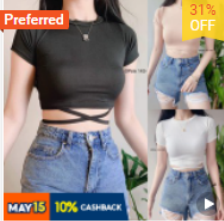
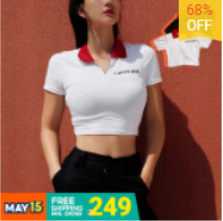

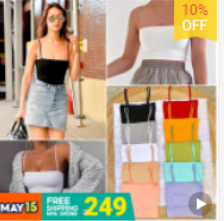

Dress 裙子

- 目标价：₱ (菲律宾比索) 49 - ₱ (菲律宾比索) 1195



Crop Top 短衬衫

- 目标价：₱ (菲律宾比索) 44 - ₱ (菲律宾比索) 69

 <p>Preferred 31% OFF</p> <p>MAY 15 10% CASH-BACK</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>Merikina 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% CASH-BACK</p> <p>Argyle Print Tank Top (crop top)</p> <p>₱53</p> <p>★★★★★ 173 sold</p> <p>Taytay, Rizal</p>
---	---	---	--	--