



菲律宾站点 市场周报

2023-08-28

内容概览(目录)：

- 准则公告 2
- 菲律宾站点活动日历 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 08/011/2021

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

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).

ACTION Delete
REASON CODE New Prohibition - Prohibited Listing*

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

ACTION Pass
REASON CODE Ban - Delete
REASON CODE Regulated/Controlled Items in Wrong Category

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

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
✕

ibccncdc 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.

ibccncdc Hand Sanitiser

Reason Code:
New Prohibition - Prohibited Listing

Action: Delete

2021-015 As of 01/26/2021



菲律宾站点8月活动日历

2023 年 08 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
7/31	8/1	8/2	8/3	8/4	8/5	8/6
8/7	8/8	8/9	8/10	8/11	8/12	8/13
	8.8 DDAY SALE 大促当 日	8.8 DDAY Sale - Extended 大促当日 - 促 销延长日				
8/14	8/15	8/16	8/17	8/18	8/19	8/20
	8.15 Payday Sale 发薪日促 销			SHOPEE BEAUTY SHOPEE美妆		
				8.18-8.20 Global Deals Sale 全球大促		
8/21	8/22	8/23	8/24	8/25	8/26	8/27
		Korea Mega Day 韩国大型活动日				
8.21-9.17 PHCB Circle Refresh 上新日						
8/28	8/29	8/30	8/31	9/1	9/2	9/3
		8.30 Payday Sale 发薪日 促销				
8.21-9.17 PHCB Circle Refresh 上新日						



热搜关键词 & 商品分享

Top Searched Keywords & Recommended Product

New Keywords	热搜词
slippers for women	女士拖鞋
Bag for kids	儿童包
Clip fan	夹扇
Binder notebook	活页夹笔记本
Wipes	湿巾
Pencil case	铅笔盒
Lip Tint	唇彩
Shoes for women	女士鞋子
Headset	耳机
Umbrella	雨伞
notebook	笔记本
sandals for women	女士凉鞋
lunch box	饭盒
shorts for men	男士短裤
ballpen	圆珠笔





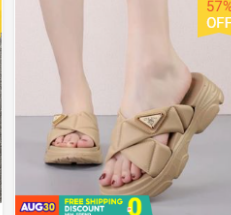
排名不分先后

关键词产品分享

Top Keywords Products






Slippers for Women 女士拖鞋

- 目标价: ₱(菲律宾比索) 76 - ₱(菲律宾比索) 129

 <p>Preferred 50% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Marche Slides Cartoon Sandals Non-Slip Slippers For...</p> <p>₱199 ₱99</p> <p>★★★★★ 10K+ sold</p> <p>Tondo I / li, Metro Manila</p>	 <p>Preferred 44% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Marche Korean Fashion Flip-Flops Slippers For Women(ad...</p> <p>₱79 - ₱129</p> <p>★★★★★ 10K+ sold</p> <p>Tondo I / li, Metro Manila</p>	 <p>Preferred 54% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Thick Bottom Slip-ons Summer Footwear Sandals Slipper for...</p> <p>₱299 ₱139</p> <p>★★★★★ 8.6K sold</p> <p>Pulilan, Bulacan</p>	 <p>Preferred 52% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Fashion best quality korean slippers for women</p> <p>₱76 - ₱79</p> <p>★★★★★ 10K+ sold</p> <p>Pulilan, Bulacan</p>	 <p>Preferred 57% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>New arrival korean summer fashion women slipper sandal...</p> <p>₱299 ₱129</p> <p>★★★★★ 10K+ sold</p> <p>Pulilan, Bulacan</p>
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Bag for Kids 儿童包

- 目标价: ₱(菲律宾比索) 60- ₱(菲律宾比索) 325






 <p>Preferred 50% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Yvon #6125 Cute Little School bag plush bag baby Stuffed...</p> <p>₱60 - ₱63</p> <p>★★★★★ 10K+ sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>Preferred 50% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Unicorn Schoolbag Backpack Bags For Kid Cute Large...</p> <p>₱50 off Any 3 enjoy 2% off</p> <p>₱646 ₱325</p> <p>★★★★★ 646 sold</p> <p>Meycauayan City, Bulacan</p>	 <p>Preferred 70% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Children Backpack School little mouse Cartoon Toddler for...</p> <p>₱10 off Add-on Deal</p> <p>₱215 - ₱299</p> <p>★★★★★ 2.4K sold</p> <p>Marilao, Bulacan</p>	 <p>Preferred 48% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>Vivibag korean Mini backpack for kids 200# - SMALL</p> <p>₱5 off</p> <p>₱299 ₱155</p> <p>★★★★★ 10K+ sold</p> <p>Tondo I / li, Metro Manila</p>	 <p>Preferred 72% OFF</p> <p>AUG 30 FREE SHIPPING DISCOUNT</p> <p>AL #200/2209/2322 Kids Student Backpack For Boys An...</p> <p>₱99 - ₱155</p> <p>★★★★★ 10K+ sold</p> <p>Binondo, Metro Manila</p>
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关键字产品分享

Top Keywords Products

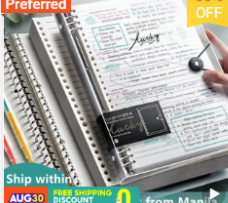




Clip Fan 夹扇

- 目标价: ₱(菲律宾比索) 27 - ₱(菲律宾比索) 193

 <p>ZH Table Clip Fan 5 Blades Mini Home Electricfan portable...</p> <p>₱27 - ₱118</p> <p>★★★★★ 10K+ sold</p> <p>Binan City, Laguna</p>	 <p>Table Clip Fan Mini Home Electricfan portable desk/tab...</p> <p>₱95 8.30 ONLY</p> <p>₱119 - ₱136</p> <p>★★★★★ 10K+ sold</p> <p>Quezon City, Metro Manila</p>	 <p>ZH 5 Blades Stand Fan Floor Fan Foldable Stand Fan Electri...</p> <p>₱39 - ₱193</p> <p>★★★★★ 10K+ sold</p> <p>Binan City, Laguna</p>	 <p>ZH Mini Clip fan 5 Blades fan Mini Electricfan Portable Tabl...</p> <p>₱118</p> <p>★★★★★ 10K+ sold</p> <p>Binan City, Laguna</p>	 <p>ZH Table Clip Fan 5 Blades Mini Home Electricfan portable...</p> <p>₱30 - ₱123</p> <p>★★★★★ 10K+ sold</p> <p>Binan City, Laguna</p>
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Binder Notebook 活页夹笔记本

- 目标价: ₱(菲律宾比索) 20 - ₱(菲律宾比索) 155

 <p>SHENSHI Binder Notebook 60 Sheets 80 Grams Binder...</p> <p>₱26 - ₱130</p> <p>★★★★★ 10K+ sold</p> <p>Caloocan City, Metro Manila</p>	 <p>A4/A5/B5 Binder Thickened Refillable Binder Notebook...</p> <p>₱26 - ₱102</p> <p>★★★★★ 10K+ sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>【Pre order】Notebook A5/B5/A4 Refillable Binder...</p> <p>₱20 - ₱96</p> <p>★★★★★ 10K+ sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>Loose Leaf Refill Binder Notebook A4/B5/A5 Replacab...</p> <p>₱45 - ₱135</p> <p>★★★★★ 10K+ sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>A5(20 holes)/B5(26 holes) Soft Pastel Color Binder Notebook...</p> <p>₱34 - ₱155</p> <p>★★★★★ 10K+ sold</p> <p>Valenzuela City, Metro Manila</p>
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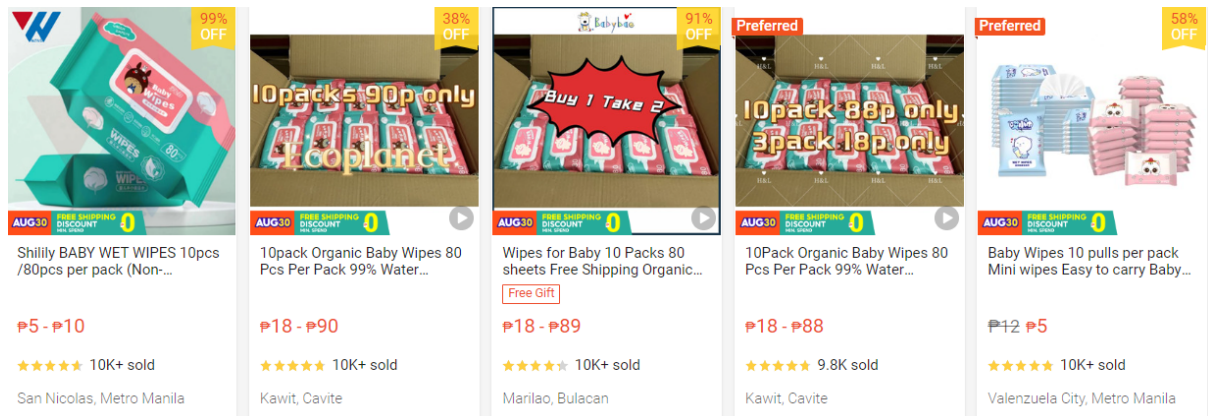


关键字产品分享

Top Keywords Products

Wipes 湿巾

- 目标价: ₱(菲律宾比索) 5 - ₱(菲律宾比索) 90



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](#)