



菲律宾站点 市场周报

2022-07-18

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

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



Shopee
菲律宾站点



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

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

ACTION

Ban - Delete

REASON CODE

Regulated/Controlled Items
in Wrong Category



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

准则公告 Code Announcement


违禁品

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

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
✕

ibcccndc 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.

ibcccndc 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 7 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
27	28	29	30	1	2	3
				7.7 Mid-Year Sale Prehype 7.7 年中销售预告		
				7.7 Opening Sale 7.7 开盘销售	7.7 Everyday Essentials Sale	7.7 Home & Outdoors Sale 7.7 家居与户外销售
					Beauty & Wellness Fair 美容与保健特卖	Shopee Beauty Sale Shopee 美妆特卖
4	5	6	7	8	9	10
7.7 Mid-Year Sale Prehype 7.7 年中销售预告			7.7 Mid-Year Sale FS0 P49 & Below Deals 10% Off Daily	7.7 Mid-Year Sale - Extended FS0 P49 & Below Deals 10% Off Daily		Shopee Supermarket Sale Shopee 超市销售
7.7 Digital Sale 7.7 电子销售	7.7 Fashion Sale 7.7 时装特卖	7.7 Electronics Sale 7.7 电子产品销售				Rainy Day Fair 雨天集市
Branded Lifestyle Fair 品牌生活方式展						
11	12	13	14	15	16	17
Suki Saver Mondays Suki Saver 星期一	Health & Wellness Sale 健康与保健博览会		Kids Care Sale 儿童护理特卖	7.15 Payday Sale 7.15 发薪日	Rainy Fashion Sale 雨季时装特卖	
L2: Global Shipping Fair L2: 环球购物展	Pet Center Fair 宠物中心博览会	Kids Care Fair 儿童护理展			Motorcycle Helmets Fair 摩托车头盔展	
18	19	20	21	22	23	24
L1 Global Deals Sale L1 全球特卖	Pet Center Sale 宠物护理销售	Home & Hobbies Sale 家居与爱好特卖				Tech Showroom 科技展览
Suki Savers Mondays Suki Saver 星期一	Suki Savers	Hobbies & Stationeries 爱好和文具		Tech Showroom 科技展览		Suki Savers (Kids) Suki Savers (孩子)
					VisMin Cam: Free Shipping Fiesta VisMin Cam: 免费送货嘉年华	
25	26	27	28	29	30	31
Tech Showroom 科技展览		Trendy Fashion Sale 时尚时装特卖			7.30 Payday Sale 7.30 发薪日	7.30 Payday Sale - Extended 7.30 发薪日促销 - 延长
Suki Savers		Beauty Fair 美容展				
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

Keywords	热搜词
Tote Bag	手提袋
Shorts for Women	女性短裤
Dress for Women Casual	女性休闲装扮
Wallpaper	壁纸
Tops	上衣
Shorts for Men	男性短裤
Wallet	钱包
Shoes for Men	男性鞋
Shoes for Women	女性鞋
Sandals	凉鞋
Croptop	短衬衫
Aquaflask	水瓶
Tshirt for Men	男性T恤
Bra	胸罩
Sling Bag	斜肩包
Dress for Women	女性裙子
Sandals for Women	女性凉鞋
Face Mask	面罩
Dress	裙子
Necklace	项链

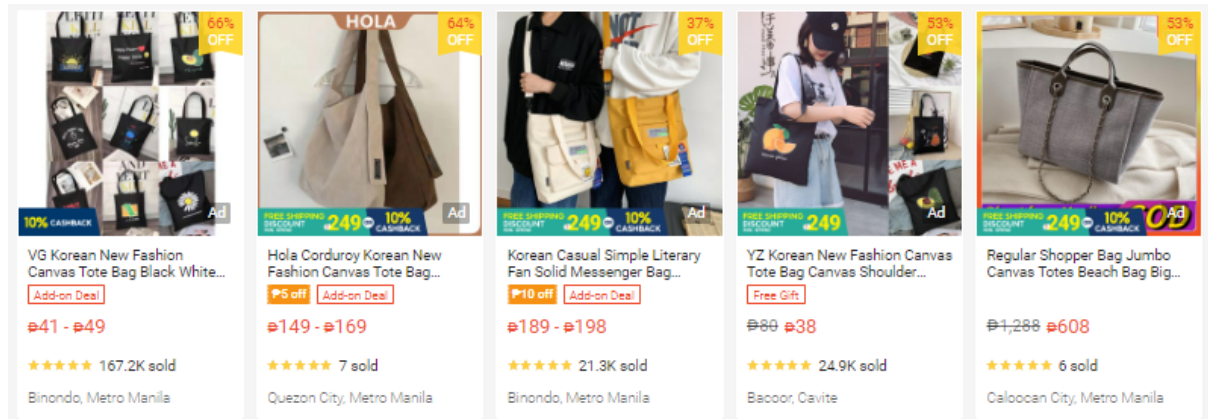
- 排名不分先后

关键词产品分享

Top Keywords Products

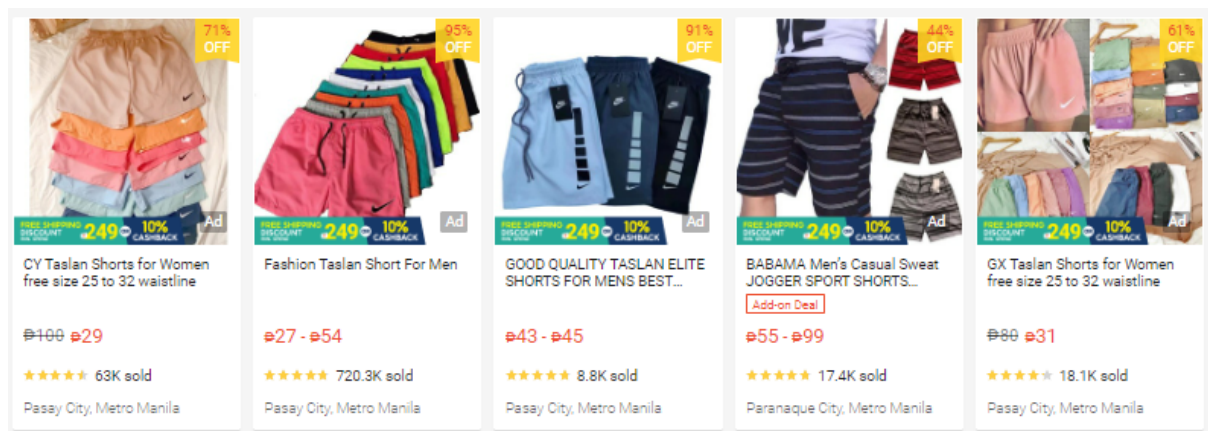
Tote Bag 手提袋

- 目标价：₱ (菲律宾比索) 38 - ₱ (菲律宾比索) 608



Shorts for Women 女性短裤

- 目标价：₱ (菲律宾比索) 29 - ₱ (菲律宾比索) 99

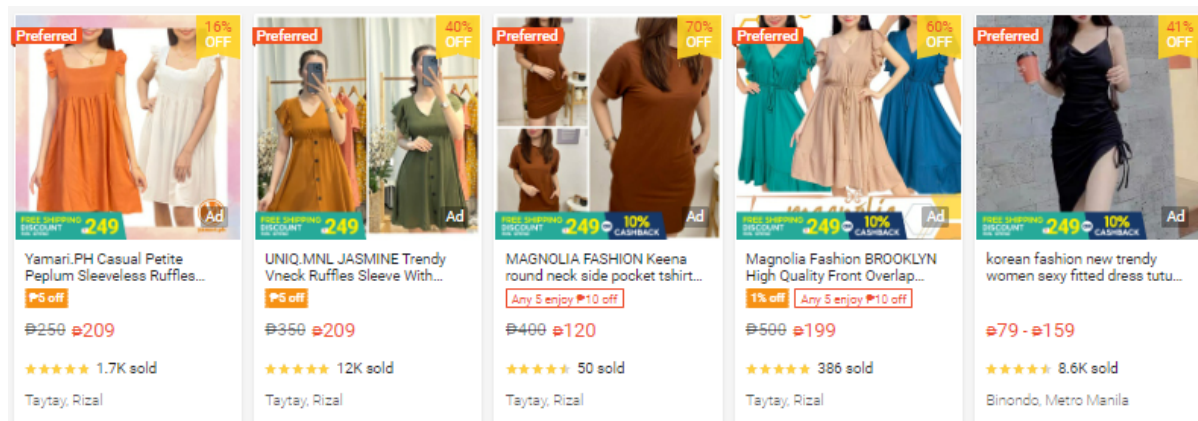


关键字产品分享

Top Keywords Products

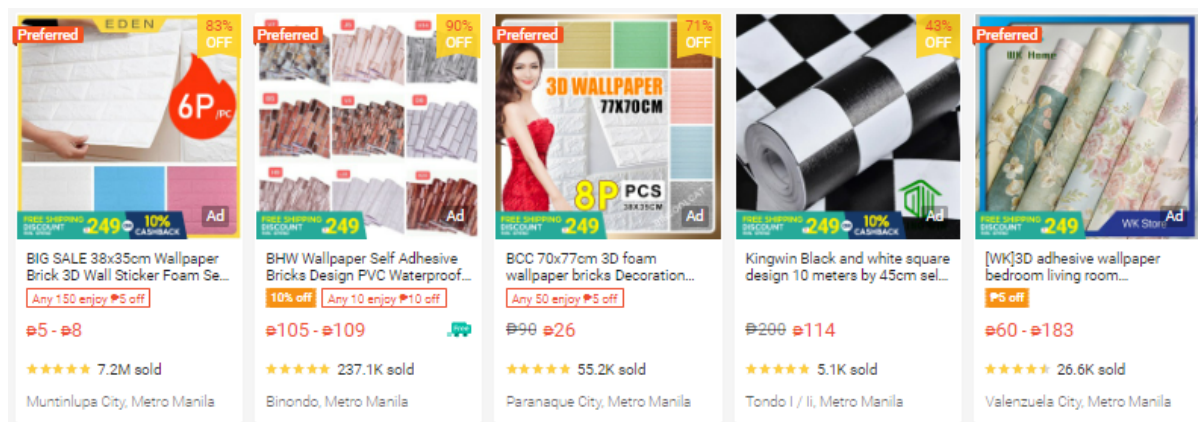
Dress for Women Casual 女性休闲装扮

- 目标价：₱ (菲律宾比索) 79 - ₱ (菲律宾比索) 209



Wallpaper 壁纸

- 目标价：₱ (菲律宾比索) 5 - ₱ (菲律宾比索) 183





Tops 上衣

- 目标价：₱ (菲律宾比索) 42 - ₱ (菲律宾比索) 98

