



## 菲律宾站点 市场周报

**2022/10/24**

内容概览 ( 目录 ) :

• 政策更新	2
• 活动日历	5
• 关键词 & 商品分享	7

## 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

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
--------	------

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**
✕

**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



2022 年 10 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
9/26	9/27	9/28	9/29	9/30	10/1	10/2
					10.10 Opening Sale 10.10开业大促	10.10 SBD 10.15超级品牌日
						Fashion & Beauty Fair Fashion & Beauty Fair (Fashion + HB) 时尚与美容展 (时尚+保健美容展)
10/3	10/4	10/5	10/6	10/7	10/8	10/9
10.10 SBD 10.10超级品牌日						10.10 SBD + Vouchers Day 10.10超级品牌日+特惠日
Fashion & Beauty Fair (Fashion + HB) 时尚与美容展	Best of Electronics(EL only) 电子产品促销 ( 仅限电子产品类 )		Home & Outdoors Fair(Lifestyle + EL) 家具与户外运动展 ( 生活家居+电子产品类 )		Grocery Bestsellers Fair 杂货店畅销展	
10/10	10/11	10/12	10/13	10/14	10/15	10/16
10.10 DDay (2 days Extension) 10.10大促日(延长至2日 )					10.15 Payday Sale 10.15 发薪日促销	10.15 Payday Sale - Extension 10.15发薪日大促-促销延长日
10/17	10/18	10/19	10/20	10/21	10/22	10/23



	L1: Global Deals Sale 全球优惠促销					
				VisMin Cam: VisMin Cam: Free Shipping Fiesta 免运活动节		
10/24	10/25	10/26	10/27	10/28	10/29	10/30
				11.11 Opening Sale 11.11开业大促	11.11 Vouchers Day 11.11特惠日	10.30 Payday Sale 10.30发薪日大促
					Holideals / Pinoy Salu Salo 假日大促/菲律宾美食	
VisMin Cam: VisMin Cam: Free Shipping Fiesta 免运活动节						
10/31	11/1	11/2	11/3	11/4	11/5	11/6
10.30 Payday Sale - Extension 10.30发薪日 大促-促销延长日						
VisMin Cam: VisMin Cam: Free Shipping Fiesta 免运活动节						



热搜关键词 & 商品分享

Top Searched Keywords & Recommended Product

New Keywords	热搜词
slippers for women	女式拖鞋
crop top	短上衣
t shirt for men	男士 T 恤
tote bag	手提袋
blouse for women	女式衬衫
sling bag for woman	女士单肩包
solar christmas lights outdoor waterproof	太阳能圣诞灯 ( 防水 )
Shoes for men	男士鞋履
aquaflask	水瓶
wallpaper	墙纸
shorts for men	男士短裤
lunch box	便当盒
wallet	钱包
sling bag	单肩包
dress	裙子
sandals for women	女士凉鞋

shoes for women	女士鞋
dress for women	裙子
tumbler	杯子
face mask	口罩

- 排名不分先后

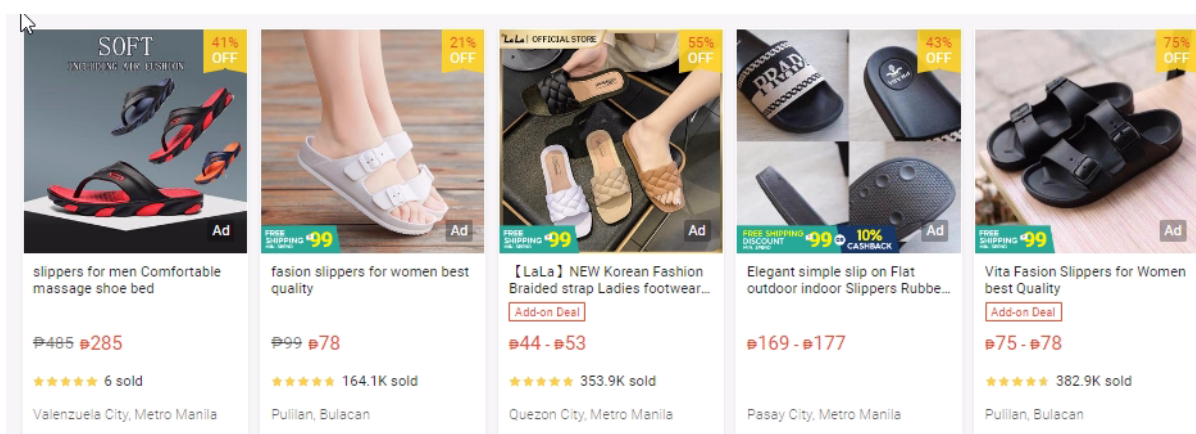


关键词产品分享

Top Keywords Products

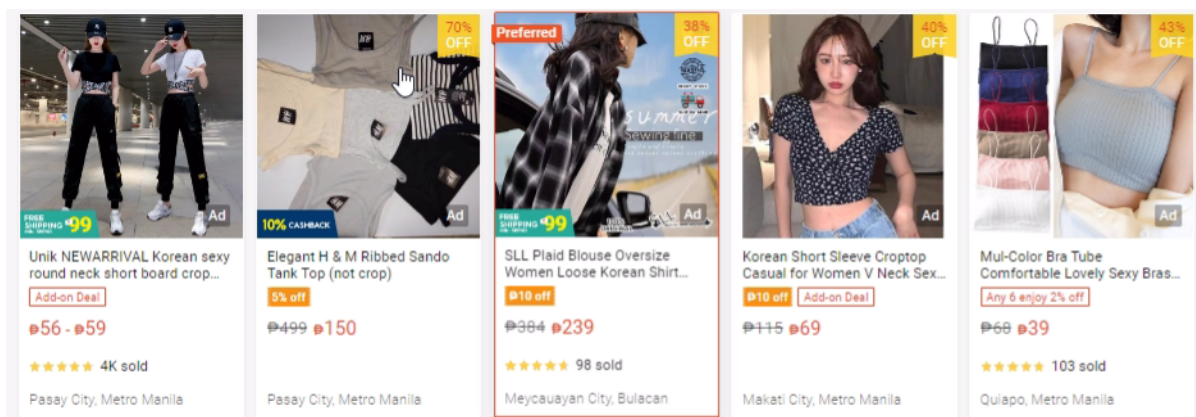
slippers for women 女式拖鞋

- 目标价：₱ ( 菲律宾比索 ) 44 - ₱ ( 菲律宾比索 ) 285



crop top 短上衣

- 目标价：₱ ( 菲律宾比索 ) 39 - ₱ ( 菲律宾比索 ) 239

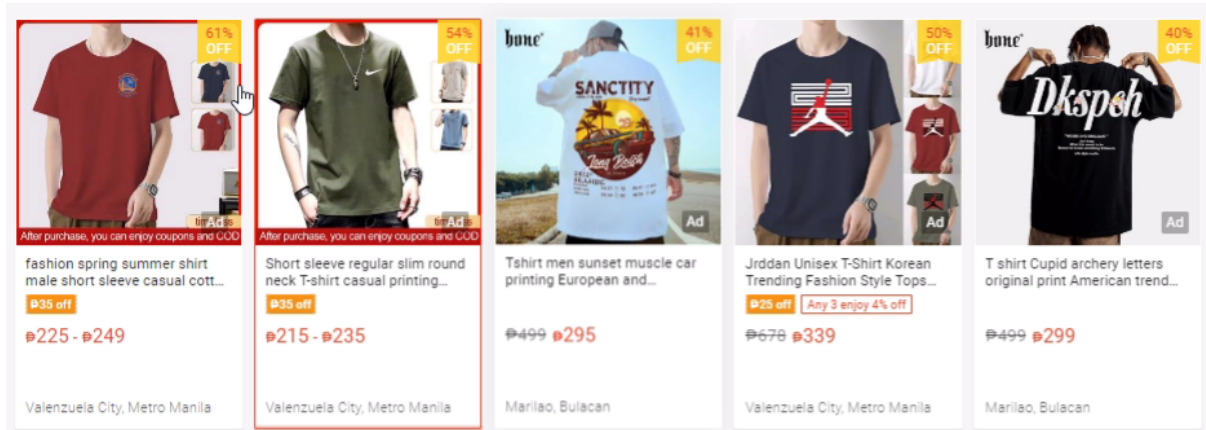


关键字产品分享

Top Keywords Products

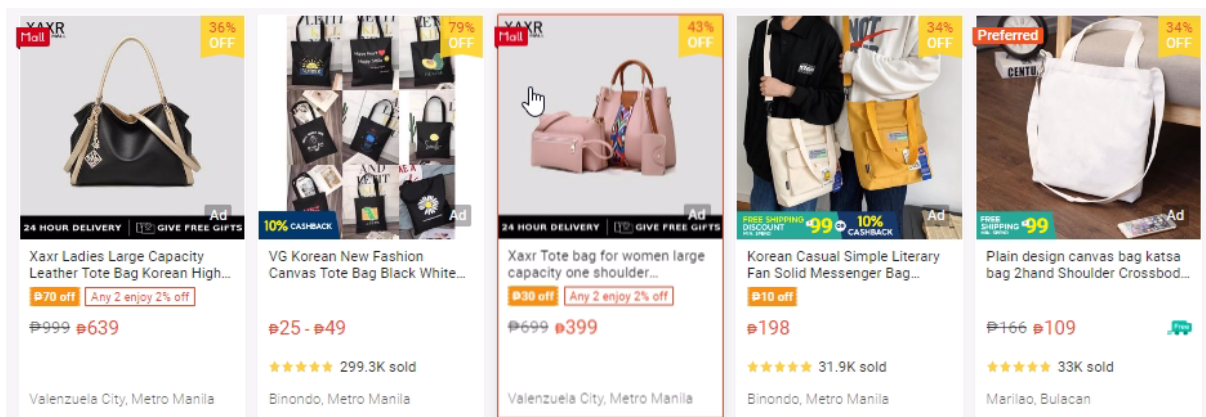
[tshirt for men](#) 男士 T 恤

- 目标价：₱ ( 菲律宾比索 ) 215 - ₱ ( 菲律宾比索 ) 339



[tote bag](#) 手提袋

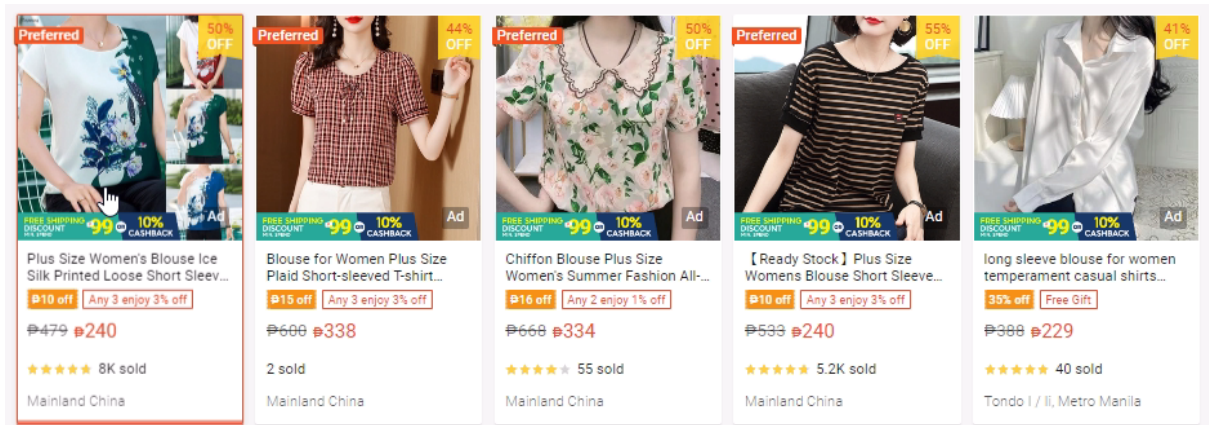
- 目标价：₱ ( 菲律宾比索 ) 25 - ₱ ( 菲律宾比索 ) 639





[blouse for women](#) 女式衬衫

- 目标价：₱ ( 菲律宾比索 ) 229 - ₱ ( 菲律宾比索 ) 338



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](#)