



菲律宾站点 市场周报

2022-08-08

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 08/011/2021

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

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	
<div style="background-color: #f9a825; padding: 5px; text-align: center;">ibcccndc Hand Sanitiser</div> <div style="display: flex; align-items: center;">  <div style="margin-left: 20px;"> <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>ibcccndc Hand Sanitiser</p> <p>Reason Code: New Prohibition - Prohibited Listing</p> <p>Action: Delete</p> </div> </div>	
2021-015 As of 01/26/2021	

菲律宾活动日历

Schedule Calendar

2022 年 8 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
31	1	2	3	4	5	6
8.8 ShopeePay Festival Prehype 8.8 ShopeePay节大促前准备						
	8.8 Opening Sale 8.8 开盘销售	8.8 Fashion Day 8.8 大促日	8.8 Everyday Essentials Day 7.7 日用必需品促销日	8.8 Load & Bills Day 8.8 货物 & 账单促销日	8.8 Electronics Day 8.8 电子产品促销日	8.8 Home & Living Day 8.8 家居用品促销日
7	8	9	10	11	12	13
8.8 Vouchers 8.8 优惠券	8.8 ShopeePay Festival - Extended 8.8 ShopeePay 节 - 延长日 1GB for P1 Send Money, Win Up to 1M Free Shipping Discount 1GB for P1 分发现金, 赢取最多1M 免运折扣			Gadgetzone Sa		#TatakPinoy Love Local Festival #TatakPinoy爱本地节 Back to School Sale 返校促销
				Grocery Bestsellers 杂货店畅销品		Back to School Sale 返校促销
14	15	16	17	18	19	20
#TatakPinoy Love Local Festival #TatakPinoy爱本地节 Back to School Sale 返校促销	8.15 Payday Sale 8.15 发薪日促销	ShopeePay Day (x.16) ShopeePay 日 (x.16)	Grocery Bestsellers 杂货店畅销品	L1: Global Deals Sale 全球优惠促销	Trendy Fashion Sale 潮流时尚促销	
Back to School Sale 返校促销		Back to School Sale 返校促销				
21	22	23	24	25	26	27



Trendy Fashion Sale 潮流时尚促销	Mom's Club Day 妈咪俱乐部促销日	Back to School Sale 返校促销				Home & Outdoors Day 家居 & 户外装备促销日
Back to School Sale 返校促销	Back to School Sale 返校促销	Selfcare Fair 自我护理展		Sulit Style Deals Sulit Style优惠		Health & Beauty Fair 保健与美容展
VisMin Cam: Free Shipping Fiesta						
28	29	30	31			
Home & Outdoors Day 家居 & 户外装备促销日	Grocery Bestsellers 杂货店畅销品	8.30 Payday Sale - Extended 8.30 发薪日促销 - 延期促销	8.30 Payday Sale 8.30 发薪日促销			
Health & Beauty Fair 保健与美容展			Shopee Beauty Relaunch 重启Shopee美容			
VisMin Cam: Free Shipping Fiesta						
		Shopee Beauty Relaunch 重启Shopee美容				



Top Searched Keywords & Recommended Product

Keywords	热搜词
Panty	内裤
Clip Fan	夹扇
Laptop Stand	笔记本电脑支架
Lip Tint	唇彩
Wallpaper	墙纸
Top	上衣
School bag	书包
Bag	包
Trouser	裤子
Bra for woman	女士文胸
Curtain	窗帘
Notebook	笔记本
Iphone 11 Case	iPhone 11 手机壳
Wallet for Woman	女士钱包
Rice Cooker	电饭锅
Backpack	背包
Sandals	凉鞋
Pants	裤子

Face Mask	面具
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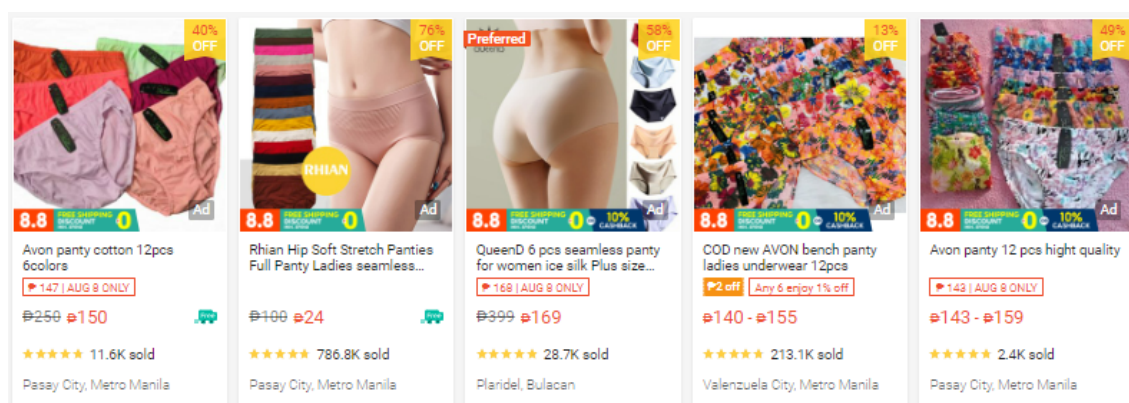
- 排名不分先后

关键词产品分享

Top Keywords Products

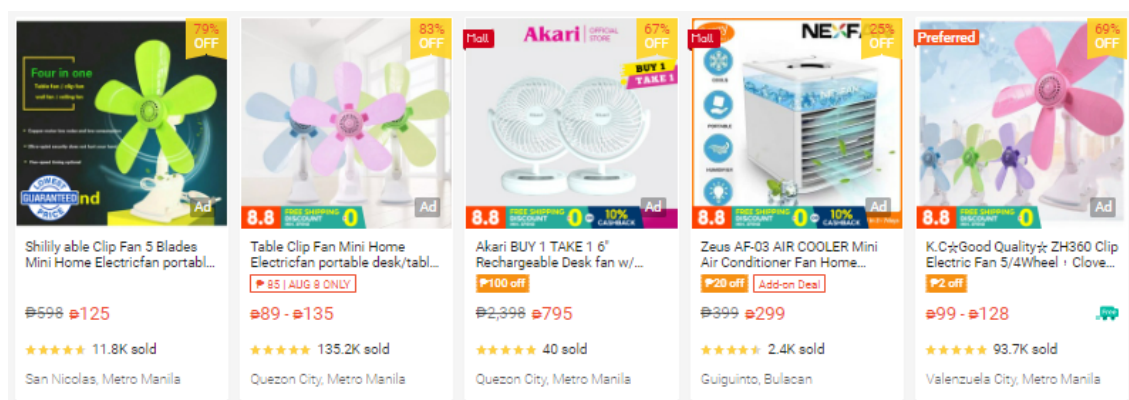
Panty 内裤

- 目标价：₱ (菲律宾比索) 24 - ₱ (菲律宾比索) 169



Clip Fan 夹扇

- 目标价：₱ (菲律宾比索) 99 - ₱ (菲律宾比索) 795

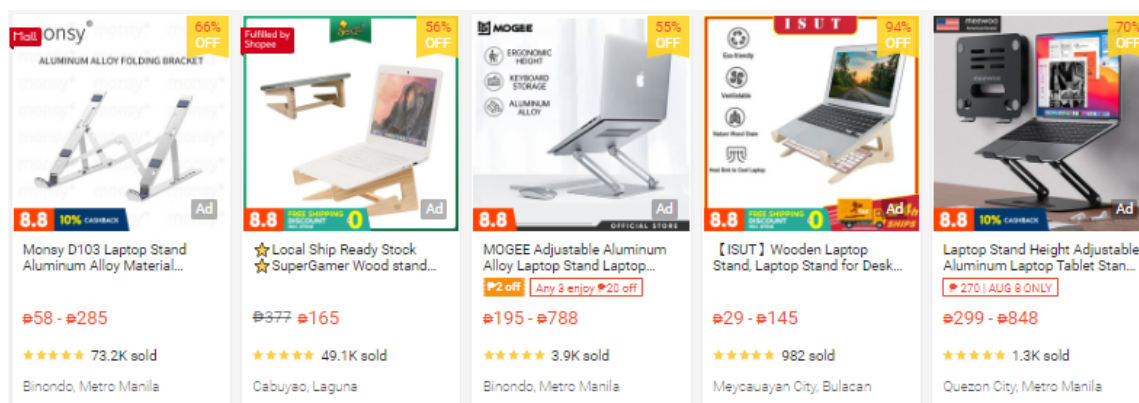


关键字产品分享

Top Keywords Products

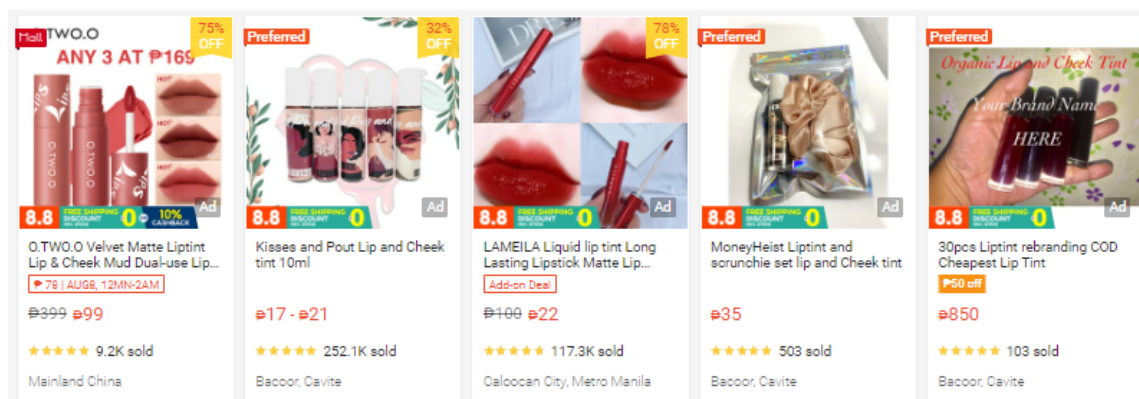
Laptop Stand 笔记本电脑支架

- 目标价：₱ (菲律宾比索) 29 - ₱ (菲律宾比索) 848



Lip Tint 唇彩

- 目标价：₱ (菲律宾比索) 17 - ₱ (菲律宾比索) 850



Wallpaper 墙纸

- 目标价：₱ (菲律宾比索) 47 - ₱ (菲律宾比索) 428

