



菲律宾站点 市场周报

2022-07-04

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

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

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
Dress for Women	女性裙子
Aquaflask	水瓶
Shoes for Men	男性鞋
Shorts for Men	男性短裤
Tote Bag	手提袋
Dress	裙子
Sandals for Women	女性凉鞋
Croptop	短衬衫
Shoes for Women	女性鞋
Sandals	凉鞋
Face Mask	面罩
White Dress	白裙子
Sling Bag	斜肩包
Tops	上衣
Bag	白裙子
Tshirt for Men	男性T恤
Blouse for Women	女性衬衫
Wallpaper	壁纸
Dress for Women Casual	女性休闲装扮
Shorts for Women	女性短裤



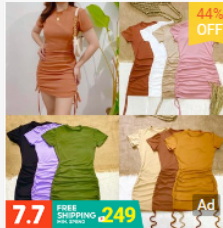
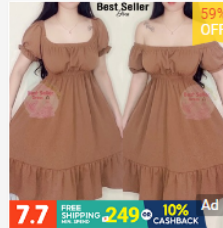
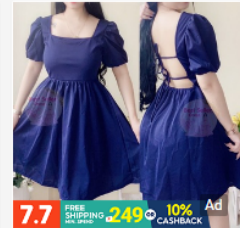
- 排名不分先后

关键词产品分享

Top Keywords Products






Dress for Women 女士裙子

- 目标价：₱ (菲律宾比索) 83 - ₱ (菲律宾比索) 318

 <p>Preferred</p> <p>68% OFF</p> <p>7.7 FREE SHIPPING 249 Ad</p> <p>Summer korean dress black polo dress for woman Casual...</p> <p>₱988 ₱318</p> <p>★★★★★ 900 sold</p> <p>Quezon City, Metro Manila</p>	 <p>50% OFF</p> <p>7.7 FREE SHIPPING 249 10% CASHBACK Ad</p> <p>EMILY Inspired Cocomelon Cut Out Bodycon Sexy Dress New...</p> <p>₱72 7.7 - 7.9</p> <p>₱156 ₱78</p> <p>★★★★★ 6K sold</p> <p>Las Pinas City, Metro Manila</p>	 <p>44% OFF</p> <p>7.7 FREE SHIPPING 249 Ad</p> <p>SALE!! COD 100% PURE COTTON SIDE STRING MINI...</p> <p>₱73 7.7 - 7.9</p> <p>₱149 ₱83</p> <p>★★★★★ 7.1K sold</p> <p>Binondo, Metro Manila</p>	 <p>Best Seller</p> <p>59% OFF</p> <p>7.7 FREE SHIPPING 249 10% CASHBACK Ad</p> <p>BEST SELLER MARICHU PUFF SLEEVES MINI DRESS (BEST...</p> <p>10% off</p> <p>₱400 ₱164</p> <p>★★★★★ 9.1K sold</p> <p>Taytay, Rizal</p>	 <p>7.7 FREE SHIPPING 249 10% CASHBACK Ad</p> <p>BEST SELLER ANDREA SEXY SUMMER BACKLESS TIE MINI...</p> <p>10% off</p> <p>₱165 - ₱185</p> <p>★★★★★ 59.8K sold</p> <p>Taytay, Rizal</p>
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Aquaflask 水瓶

- 目标价：₱ (菲律宾比索) 299 - ₱ (菲律宾比索) 499

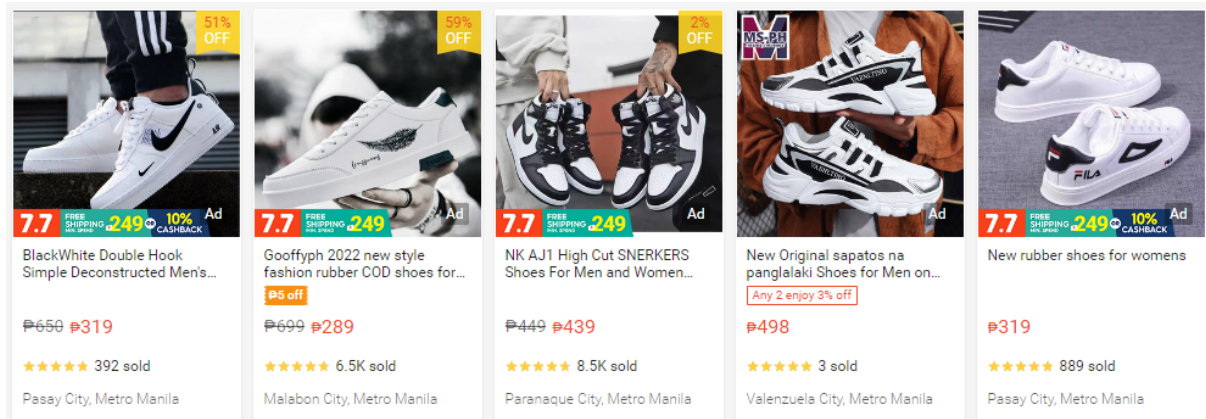
 <p>76% OFF</p> <p>7.7 10% CASHBACK Ad</p> <p>aquafask 32oz Water Bottle Tumbler Hydroflask Aquaflask...</p> <p>₱40 off</p> <p>₱428 - ₱878</p> <p>★★★★★ 3 sold</p> <p>San Juan City, Metro Manila</p>	 <p>60% OFF</p> <p>7.7 FREE SHIPPING 249 10% CASHBACK Ad</p> <p>Cheap 18oz 32oz 40oz Vacuum Insulated Stainless Steel Wate...</p> <p>₱21 off</p> <p>₱419 - ₱499</p> <p>Binondo, Metro Manila</p>	 <p>40% OFF</p> <p>Ad</p> <p>2.0L 24H Thermal Pot</p> <p>₱499 ₱299</p> <p>Marilao, Bulacan</p>	 <p>40% OFF</p> <p>Ad</p> <p>2.0L Thermal pot</p> <p>₱499 ₱299</p> <p>Marilao, Bulacan</p>	 <p>Preferred</p> <p>LOWER GUARANTEED PRICE</p> <p>Ad</p> <p>Water Bottle 32oz 40oz Flask Vacuum Sealed Sports Bottle...</p> <p>₱449 - ₱499</p> <p>★★★★★ 5.3K sold</p> <p>San Juan City, Metro Manila</p>
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关键字产品分享

Top Keywords Products

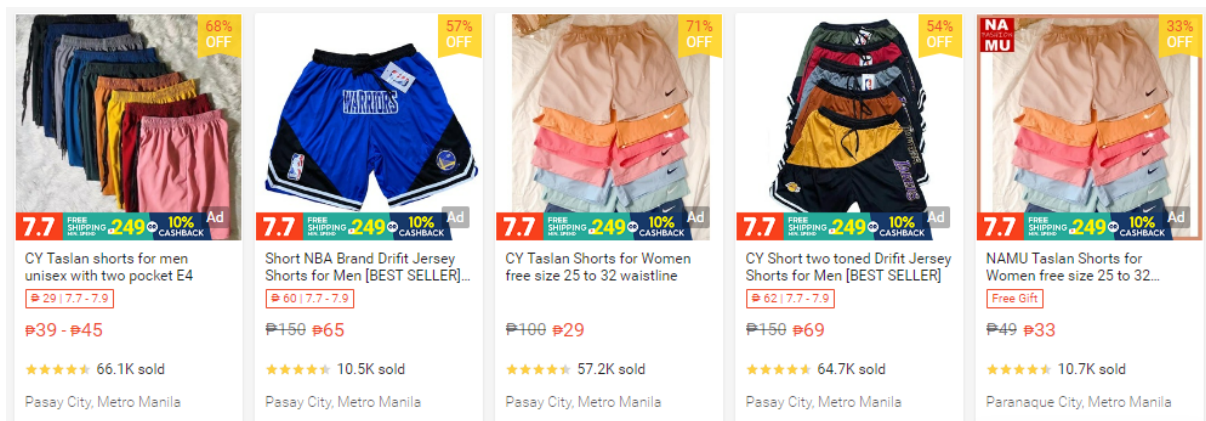
Shoes for Men 男性鞋

- 目标价：₱ (菲律宾比索) 289 - ₱ (菲律宾比索) 498



Shorts for Men 男性短裤

- 目标价：₱ (菲律宾比索) 29 - ₱ (菲律宾比索) 69





Tote Bag 手提袋

- 目标价：₱ (菲律宾比索) 41 - ₱ (菲律宾比索) 229

