



## 菲律宾站点 市场周报

**2022-05-02**

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

### 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.



For card holder without vaccination card image, we are passive as confirmed with our legal team. Action should be pass.



| REASON CODE | Prohibited Listing | ACTION |
|-------------|--------------------|--------|
| ACTION      | Delete             | Pass   |

As of 08/011/2021

## 准则公告 Code Announcement

### 违禁品

跨境卖家禁止售卖 没有FDA认可的医疗用品，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 )



## Announcement

### Prohibition of Online Selling of Unregistered/Unnotified Medical Devices

Please be reminded that online selling of medical devices and supplies without the corresponding authorizations issued by the FDA (i.e. License to Operate, Certificate of Medical Device Notification or Certificate of Medical Device Registration/Certificate of Product Registration) is strictly prohibited.

**With this, we will strictly implement daily checking and immediate deletion of FDA warned of face masks, thermometer, gloves, water purification devices/system**



2021-016 As of 01/26/2021


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

准则公告


Code Announcement

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 )



Shopee  
Philippines

| Additional Prohibited Item  |  |
|--|--|
| <b>ibcccdc Hand Sanitiser</b>  |  |
|                              | <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><b>ibcccdc Hand Sanitiser</b></p> <p><b>Reason Code:</b><br/>New Prohibition - Prohibited Listing</p> <p><b>Action:</b> Delete</p> |

2021-015 As of 01/26/2021



| 2022 年 4 月   |                                 |   |   |     |                         |   |
|--|---------------------------------|---|---|-----|-------------------------|---|
| 星期一  | 星期二                             | 星期三   | 星期四   | 星期五 | 星期六                     | 星期日   |
| 25   | 26                              | 27  | 28  | 29  | 30                      | 1   |
| Home Clearance Sale<br>房屋清仓大甩卖   |                                 |   |   |     | 4.30 Payday<br>4.30 发薪日 | 5.5 Brands Festival Prehype<br>50% Off Brand Bundles   FS0 FSV   10% Off Daily<br>5.5 品牌节预告<br>50% 折扣品牌套装   FS0 FSV   每日 10% 折扣 |
| Global Shopping Fair (CB)<br>全球购物节 (CB)  |                                 |   |   |     |                         |   |
| VisMin Cam: Free Shipping Fiesta<br>VisMin Cam: 免费送货嘉年华  |                                 |   |   |     |                         |   |
| 2  | 3                               | 4   | 5   | 6   | 7                       | 8   |
| 5.5 Brands Festival Prehype<br>50% Off Brand Bundles   FS0 FSV   10% Off Daily<br>5.5 品牌节预告<br>50% 折扣 品牌套装   FS0 FSV   每日 10% 折扣 |                                 |   | 5.5 Brands Festival + 2 days extended<br>50% Off Brand Bundles   FS0 FSV   10% Off Daily<br>5.5品牌节+延长2天<br>50% 折扣品牌套装   FS0 FSV   每日 10% 折扣 |     |                         |   |
| Home & Outdoor Brands Fair<br>家居及户外品牌展   | Mom & Baby Brands Fair<br>母婴品牌展 | 5.5 Vouchers Day<br>5.5 代金券日<br><br>Tech Brands Fair<br>科技品牌展 |   |     |                         |   |



热搜关键词 & 商品分享

Top Searched Keywords & Recommended Product

| Keywords             | 热搜词   |
|----------------------|-------|
| Blouse for Women     | 女性衬衫  |
| Sandals for Women    | 女性凉鞋  |
| Sling Bag            | 斜肩包   |
| Tote Bag             | 手提袋   |
| Wallpaper            | 壁纸    |
| Swimsuit for Women   | 女性泳装  |
| Slippers for Women   | 女性拖鞋  |
| Shorts for Men       | 男性短裤  |
| Tops                 | 上衣    |
| Shoes for Women      | 女性鞋   |
| Croptop              | 短衬衫   |
| Dress                | 裙子    |
| Crop top for women   | 女性短衬衫 |
| Dresses for Women    | 女性裙子  |
| Sling Bags for Women | 女性斜肩包 |
| Tops for Women       | 女性上衣  |
| Face Mask            | 口罩    |
| Tshirt for Men       | 男性T恤  |
| Swimsuit             | 泳装    |
| Shorts for Woman     | 女性短裤  |

- 排名不分先后





## 关键词产品分享

## Top Keywords Products

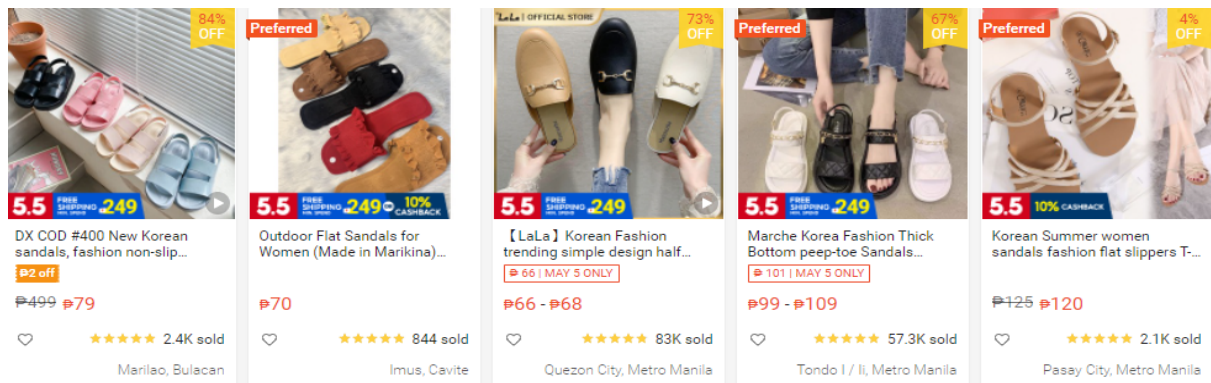
### Blouse for Women 女性衬衫

- 目标价：P47 - P260

|  |  |  |  |   |
|--|--|--|--|---|
| <p>Preferred</p> <p>51% OFF</p> <p>5.5 FREE SHIPPING 249 10% CASHBACK</p> <p>Vintage Turn Down Collar Blouse for Women Plain Chiff...</p> <p>P400 P195</p> <p>★★★★★ 8.1K sold</p> <p>Passay City, Metro Manila</p> | <p>88% OFF</p> <p>5.5 FREE SHIPPING 249 10% CASHBACK</p> <p>Angelcity HoneySpot Contrast Trim Heather Tee V neck Colla...</p> <p>P48   MAY 5 ONLY</p> <p>P388 P47</p> <p>★★★★★ 58.6K sold</p> <p>Passay City, Metro Manila</p> | <p>63% OFF</p> <p>5.5 FREE SHIPPING 249</p> <p>NKD Fashion High Quality Shane Plain Daily Basic Ruffle...</p> <p>P53   MAY 5 ONLY</p> <p>P150 P55</p> <p>★★★★★ 25.6K sold</p> <p>Taytay, Rizal</p> | <p>23% OFF</p> <p>5.5 FREE SHIPPING 249 10% CASHBACK</p> <p>Plain Knitted blouse short sleeve (2 for 310 pesos)</p> <p>P150   MAY 5 ONLY</p> <p>P200 P155</p> <p>★★★★★ 95.7K sold</p> <p>Binondo, Metro Manila</p> | <p>5.5 FREE SHIPPING 249 10% CASHBACK</p> <p>Bangkok fashion plus size floral blouse</p> <p>P255   MAY 5 ONLY</p> <p>P260</p> <p>★★★★★ 5.1K sold</p> <p>Binondo, Metro Manila</p> |
|--|--|--|--|---|

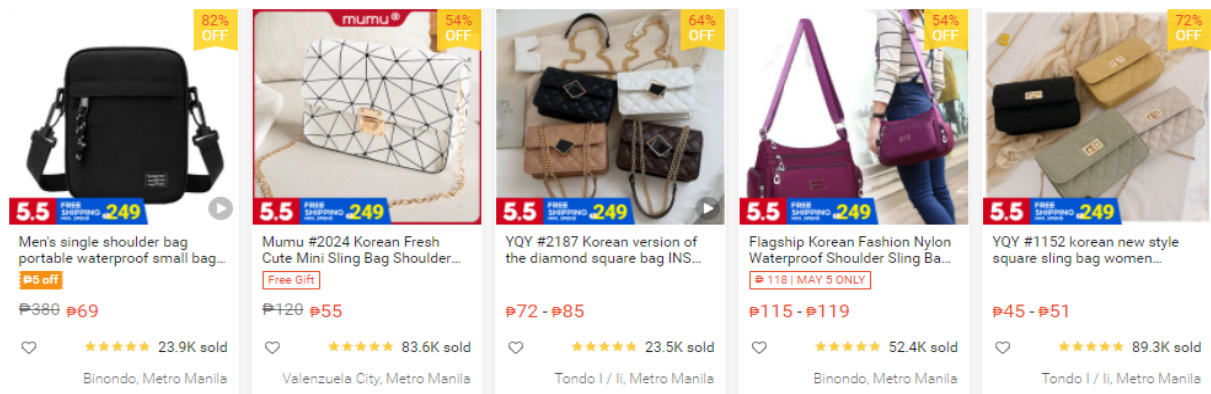
### Sandals for Women 女性凉鞋

目标价：P66 - P120



## Sling Bag 斜肩包

- 目标价：₱45 - ₱119



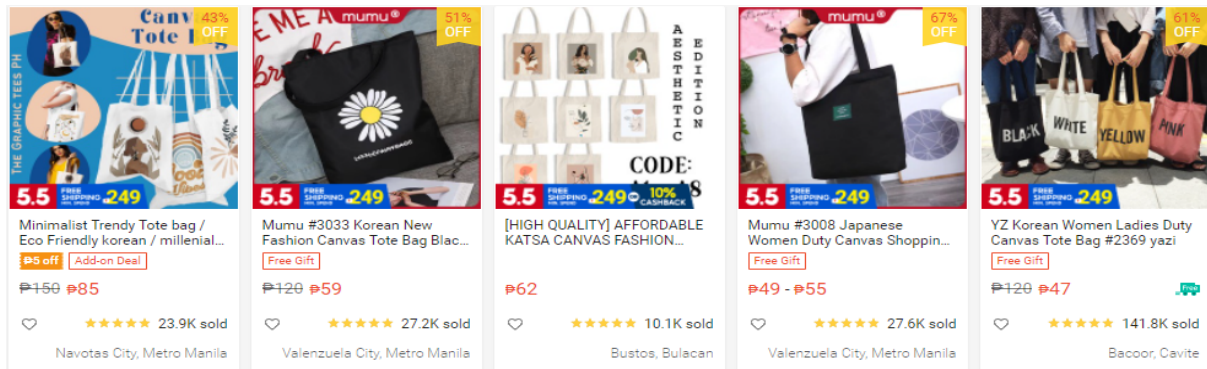
关键字产品分享

Top Keywords Products

## Tote Bag 手提袋

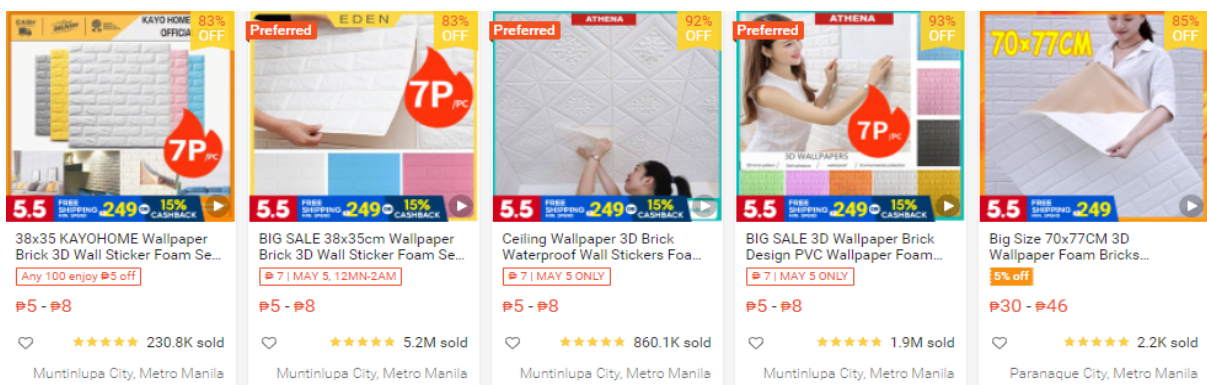


- 目标价：₱47 - ₱85



## Wallpaper 壁纸



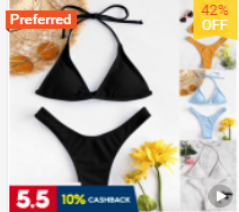


- 目标价：₱5 - ₱46



## Swimsuit for Women 女性泳装

- 目标价：₱59 - ₱589



|  |   |   |   |  |
|--|---|---|---|--|
|  <p><b>5.5</b> 10% CASHBACK</p> <p>140. IMGLAM APPAREL SWIMSUITS CHECKOUT LINK</p> <p>₱140</p> <p>★★★★★ 1K sold</p> <p>Bacoor, Cavite</p> |  <p><b>5.5</b> FREE SHIPPING <del>₱249</del> 10% CASHBACK 56% OFF</p> <p>Solid blue women sweet bikini set hot style swimwear lady...</p> <p>₱162 <del>₱59</del></p> <p>★★★★★ 1.3K sold</p> <p>Plaridel, Bulacan</p> |  <p><b>5.5</b> 10% CASHBACK Preferred 42% OFF</p> <p>Bikini Two Piece Highwasit Bikini Set Swimwear Swimsuit...</p> <p><del>₱338</del> <del>₱196</del></p> <p>★★★★★ 21.3K sold</p> <p>Mainland China</p> |  <p><b>5.5</b> FREE SHIPPING <del>₱249</del> 10% CASHBACK 66% OFF</p> <p>COD Korean Two Piece Swimsuit Women Bikini Padde...</p> <p><del>₱174</del> <del>₱59</del></p> <p>★★★★★ 414 sold</p> <p>Plaridel, Bulacan</p> |  <p><b>5.5</b> 5% OFF</p> <p>Swimsuit Women's Deep V Chiffon Sleeve Briefs High...</p> <p><del>₱619</del> <del>₱589</del></p> <p>★★★★★ 1.6K sold</p> <p>Valenzuela City, Metro Manila</p> |
|--|---|---|---|--|