



菲律宾站点 市场周报

2023-09-11

内容概览(目录)：

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- 菲律宾站点活动日历 5
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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
REASON CODE Ban - Delete
REASON CODE Regulated/Controlled Items in Wrong Category

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

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

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

- : 停止销售(无惩罚)
- : 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

- : 停止销售(无惩罚)
- : 删除产品(相应惩罚)

Additional Prohibited Item
✕

ibccncdc 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.

ibccncdc Hand Sanitiser

Reason Code:
New Prohibition - Prohibited Listing

Action: Delete

2021-015 As of 01/26/2021

菲律宾站点9月活动日历

2023 年 09 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
9/4	9/5	9/6	9/7	9/8	9/9	9/10
					9.9 DDay Sale 9.9 DDay SALE 大促当日	9.9 DDay Sale Extended 大促当日-促销延长日
9/11	9/12	9/13	9/14	9/15		9/16
				9.15 Payday Sale 发薪日促销		
9/18	9/19	9/20	9/21	9/22	9/23	9/24
SHOPEE BEAUTY SHOPEE 美妆					Korea Mega Day 韩国大型活动日	
9.18-9.20 Global Deals Sale 全球大促			9.21-10.17 PHCB Circle Refresh 上新日			
9/25	9/26	9/27	9/28	9/29	9/30	10/1
Korea Mega Day 韩国大型活动日					9.30 Payday Sale 发薪日促销	
9.21-10.17 PHCB Circle Refresh 上新日						



热搜关键词 & 商品分享

Top Searched Keywords & Recommended Product

New Keywords	热搜词
lunch box	饭盒
Mini Fan	迷你风扇
Shoes for women	女士鞋子
Headset	耳机
sandals for women	女士凉鞋
Tissue	纸巾
tumbler for kids	儿童水杯
wipes	湿巾
slippers for women	女士拖鞋
shorts for men	男士短裤
Face mask	口罩
crocs for men	卡洛驰品牌男士鞋
Brief for men	男士内裤
Umbrella	雨伞
aquaflask accessories	水瓶配件






*排名不分先后

关键词产品分享

Top Keywords Products

Lunch Box 饭盒

- 目标价: ₱(菲律宾比索)39 - ₱(菲律宾比索)630

 <p>Mall 2 Layers stainless 304 dining t... 4 hours long-lasting heat preservation</p> <p>40% OFF</p> <p>2 Layer Soup Bento Lunch Box Stainless with Bag Thermal 30...</p> <p>Add-on Deal</p> <p>₱129 - ₱390</p> <p>★★★★★ 6.5K sold</p> <p>Pulilan, Bulacan</p>	 <p>Mall asflex The Best Use of Ordinary</p> <p>10% OFF</p> <p>Masflex Rect Glass Food Container W/ Division</p> <p>₱50 off</p> <p>₱700 - ₱630</p> <p>★★★★★ 170 sold</p> <p>Pasay City, Metro Manila</p>	 <p>33% OFF</p> <p>NEW! Cylindrical Insulated Lunch Bag Large Waterproof...</p> <p>Any 2 enjoy ₱10 off</p> <p>₱105 - ₱70</p> <p>★★★★★ 14 sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>Preferred</p> <p>54% OFF</p> <p>Insulation Lunch Box + Insulation Bag [304] Fresh...</p> <p>₱10 off Free Gift</p> <p>₱299 - ₱499</p> <p>★★★★★ 10K+ sold</p> <p>Plaridel, Bulacan</p>	 <p>Preferred</p> <p>58% OFF</p> <p>Insulation HOT-COLD Lunch Bag Canvas Bags Fresh...</p> <p>₱92 - ₱39</p> <p>★★★★★ 10K+ sold</p> <p>Valenzuela City, Metro Manila</p>
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Mini Fan 迷你风扇

- 目标价: ₱(菲律宾比索)379- ₱(菲律宾比索)2299

 <p>Mall Jisulife Cool!</p> <p>44% OFF</p> <p>JISULIFE Mini Fan Rechargeable Handheld Fan...</p> <p>₱10 off</p> <p>₱1,499 - ₱2,299</p> <p>★★★★★ 734 sold</p> <p>Calamba City, Laguna</p>	 <p>Mall JISULIFE</p> <p>39% OFF</p> <p>Jisulife Portable Fan Mini Rechargeable 6000mAh Batterie...</p> <p>₱10 off</p> <p>₱399 - ₱569</p> <p>★★★★★ 10K+ sold</p> <p>Calamba City, Laguna</p>	 <p>Mall JISULIFE</p> <p>62% OFF</p> <p>Jisulife Mini Fan 4500mAh Battery Portable Handheld...</p> <p>₱10 off</p> <p>₱379 - ₱599</p> <p>★★★★★ 10K+ sold</p> <p>Calamba City, Laguna</p>	 <p>Mall Jisulife</p> <p>40% OFF</p> <p>Jisulife Mini Fan Rechargeable Portable Handheld Pocket Fan...</p> <p>₱10 off Any 2 enjoy 7% off</p> <p>₱780 - ₱469</p> <p>★★★★★ 3.6K sold</p> <p>Mainland China</p>	 <p>Mall JISULIFE</p> <p>50% OFF</p> <p>Jisulife Desk Fan Rechargeable 4500 Mah Battery 4 Speeds...</p> <p>₱10 off</p> <p>₱499 - ₱699</p> <p>★★★★★ 6.4K sold</p> <p>Calamba City, Laguna</p>
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关键字产品分享

Top Keywords Products

Shoes for Women 女士鞋子

- 目标价: ₱(菲律宾比索) 1349 - ₱(菲律宾比索) 4000

<p>PUMA OFFICIAL STORE 30% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>[NEW] PUMA Unisex Rebound Joy Low Sneakers (White)</p> <p>₱ 2,958 9.9 12MN-2AM</p> <p>₱4,000 ₱2,790</p> <p>★★★★★ 32 sold</p> <p>Muntinlupa City, Metro Manila</p>	<p>SHOESMAGIC 33% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>AF1 low-top retro classic sneakers pure white For Men an...</p> <p>₱50 off Add-on Deal</p> <p>₱1,999 ₱1,349</p> <p>★★★★★ 5K sold</p> <p>Pasay City, Metro Manila</p>	<p>PUMA OFFICIAL STORE 12% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>[NEW] PUMA Carina Leather Women's Sneakers (White)</p> <p>₱ 3,480 9.9 12MN-2AM</p> <p>₱4,000</p> <p>★★★★★ 17 sold</p> <p>Muntinlupa City, Metro Manila</p>	<p>PUMA OFFICIAL STORE 12% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>[NEW] PUMA Unisex Serve Pro Lite Shoe (White)</p> <p>₱ 3,306 9.9 12MN-2AM</p> <p>₱3,800</p> <p>★★★★★ 41 sold</p> <p>Muntinlupa City, Metro Manila</p>	<p>PUMA OFFICIAL STORE 13% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>[NEW] PUMA Unisex Rebound LayUp Sneakers (Gray)</p> <p>₱ 3,106 9.9 12MN-2AM</p> <p>₱4,200 ₱3,675</p> <p>★★★★★ 6 sold</p> <p>Muntinlupa City, Metro Manila</p>
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Headset 耳机

- 目标价: ₱(菲律宾比索) 135 - ₱(菲律宾比索) 899

<p>TWS i12 78% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 30% Ad</p> <p>i12 TWS Wireless Bluetooth Earphones</p> <p>10% off Free Gift</p> <p>₱626 ₱135</p> <p>★★★★★ 8.3K sold</p> <p>Mainland China</p>	<p>Lenovo OFFICIAL STORE 49% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>Lenovo TH10 & TH30 Bluetooth Headphones TWS With HD...</p> <p>₱50 off Add-on Deal</p> <p>₱759 - ₱826</p> <p>★★★★★ 2.3K sold</p> <p>San Pedro, Laguna</p>	<p>Lenovo GLOBAL STORE 37% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 12% CASHBACK Ad</p> <p>Lenovo LP1 TWS Bluetooth V5.0 Earphones 3d Stereo Sports...</p> <p>₱50 off Any 2 enjoy 3% off</p> <p>₱388 - ₱468</p> <p>★★★★★ 71 sold</p> <p>Valenzuela City, Metro Manila</p>	<p>Rapoo 78% OFF</p> <p>9.9 12% CASHBACK Ad</p> <p>Rapoo VH310 USB 7.1 Virtual Surround Channel Gaming...</p> <p>₱20 off Any 2 enjoy 2% off</p> <p>₱2,999 ₱899</p> <p>★★★★★ 1.6K sold</p> <p>Valenzuela City, Metro Manila</p>	<p>SPRIS 73% OFF</p> <p>9.9 FREE SHIPPING DISCOUNT 30% Ad</p> <p>SPRIS Premium Wireless Bluetooth Earphone...</p> <p>50% off Add-on Deal</p> <p>₱1,699 ₱459</p> <p>★★★★★ 1.2K sold</p> <p>Mainland China</p>
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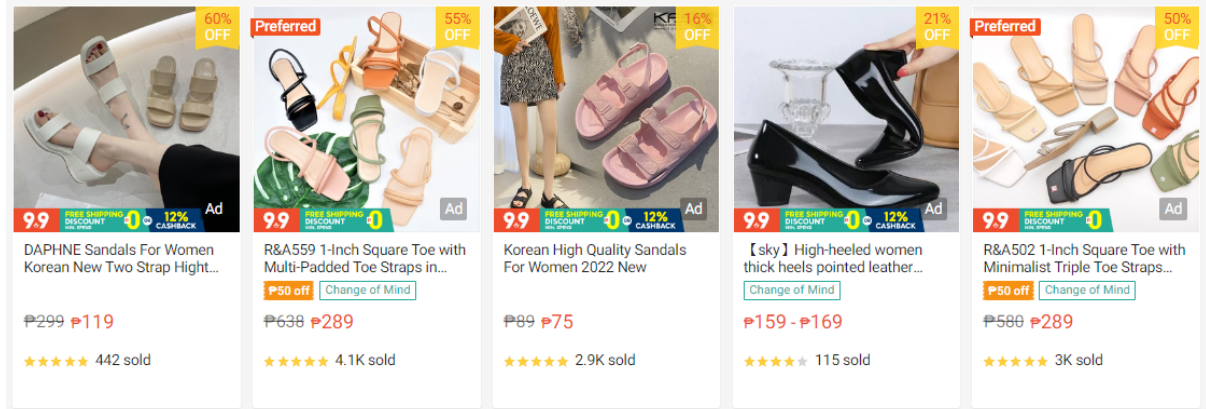


关键字产品分享

Top Keywords Products

Sandals for Women 女士凉鞋

- 目标价: ₱(菲律宾比索) 75 - ₱(菲律宾比索) 289



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](#)