



## 菲律宾站点 市场周报

**2022/10/17**

内容概览（目录）：

- |              |   |
|--------------|---|
| • 政策更新       | 2 |
| • 关键词 & 商品分享 | 5 |

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	Pass
ACTION	Delete		

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
REASON CODE	Ban - Delete

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**
X

**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



#### 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

### 菲律宾活动日历

### Schedule Calendar

## 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
					<b>10.10 Opening Sale</b> <b>10.10开业大促</b>	<b>10.10 SBD</b> <b>10.10超级品牌日</b>
						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
<b>10.10 SBD</b> <b>10.10超级品牌日</b>						<b>10.10 SBD + Vouchers Day</b> <b>10.10超级品牌日+特惠日</b>



Fashion & Beauty Fair (Fashion + HB) 时尚与美容展(时尚+保健美容展)	Best of Electronics(EL only) 电子产品促销 ( 仅限电子产品类 )		Home & Outdoors Fair(Lifestyle + EL) 家居 & 户外装备展 ( 生活品类+电子产品类 )		Grocery Bestsellers Day 杂货店畅销日	
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发薪日大促	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: 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: 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: 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
wallpaper	墙纸
dress	裙子
croptop	短上衣
shorts for men	男士短裤
curtain	窗帘
slippers for women	女式拖鞋
tumbler	杯子
face mask	口罩
aquaflask	水瓶
dress for woman casual	裙子
sandals for women	女士凉鞋
shoes for women	女士鞋
tshirt for men	男士 T 恤
tote bag	手提袋
sling bag for woman	女士单肩包
lunch box	便当盒



blouse for women	女式衬衫
wallet	钱包
dress for woman	裙子
shoes for men	男士鞋

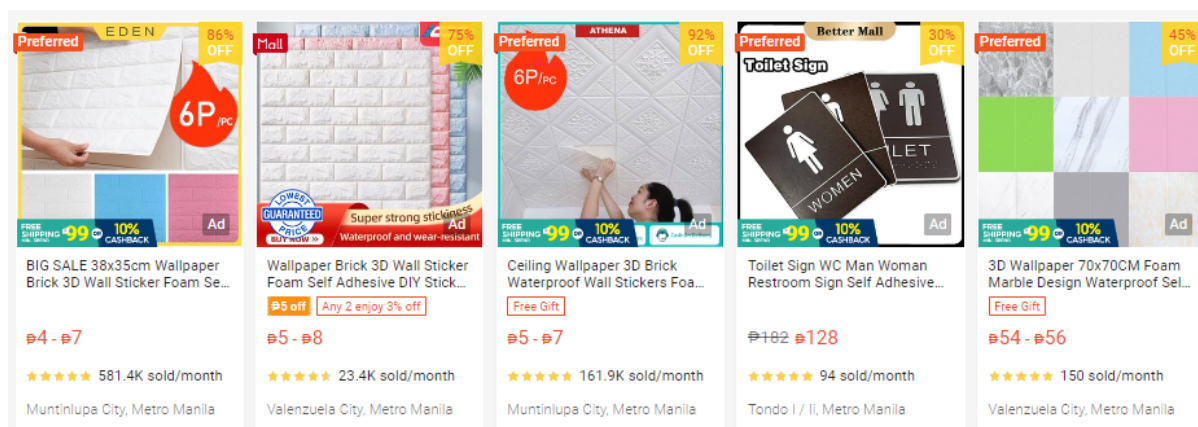
- 排名不分先后

### 关键词产品分享

### Top Keywords Products



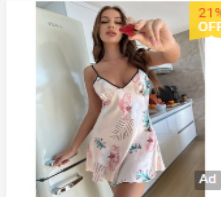


#### wallpaper 墙纸

- 目标价：₱ ( 菲律宾比索 ) 4 - ₱ ( 菲律宾比索 ) 56



#### dress 裙子

- 目标价：₱ ( 菲律宾比索 ) 99 - ₱ ( 菲律宾比索 ) 1,088

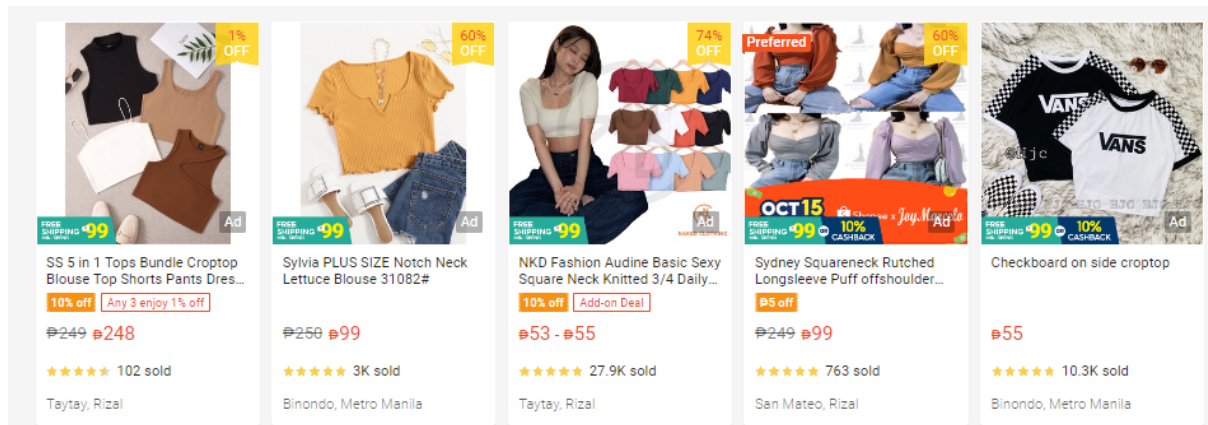
 <p>floral dress can fit S to L</p> <p>₱275</p> <p>Binondo, Metro Manila</p>	 <p>1831</p> <p>FREE SHIPPING ₱99</p> <p>korean sexy casual dress</p> <p>₱99 - ₱159</p> <p>★★★★★ 11.3K sold</p> <p>Binondo, Metro Manila</p>	 <p>21% OFF</p> <p>Sleepwear Women Summer Pajamas Charming Pink Peon...</p> <p>₱50 off Any 2 enjoy 21% off</p> <p>₱600 ₱474</p> <p>Binondo, Metro Manila</p>	 <p>50% OFF</p> <p>Preferred</p> <p>boutique Boho sexy Elegant off shoulder dress</p> <p>₱2 off</p> <p>₱99 - ₱159</p> <p>★★★★★ 9K sold</p> <p>Binondo, Metro Manila</p>	 <p>50% OFF</p> <p>ZARA summer new women's print wide swing dress</p> <p>₱80 off</p> <p>₱2,176 ₱1,088</p> <p>Mainland China</p>
---	---	---	---	--

## 关键字产品分享

## Top Keywords Products

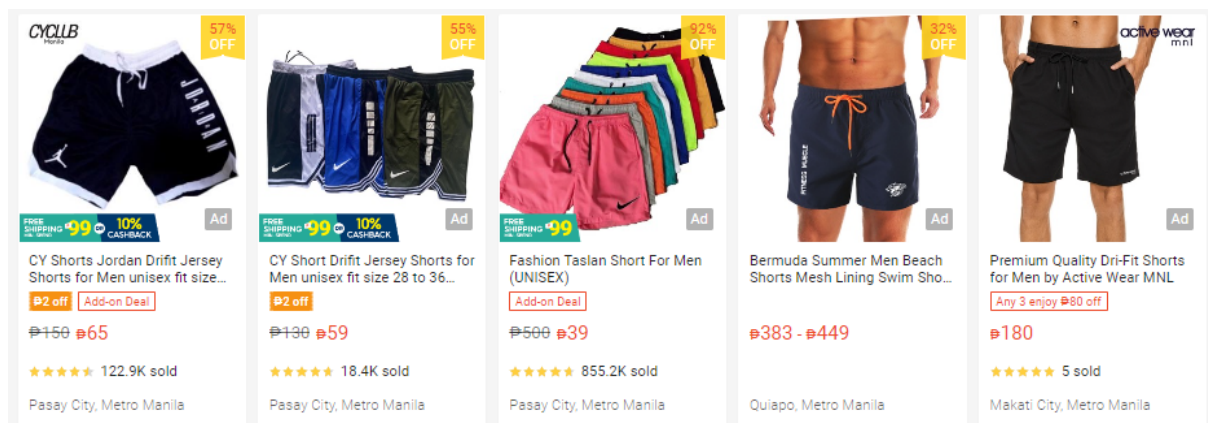
### [croptop](#) 短上衣

- 目标价：₱ ( 菲律宾比索 ) 53 - ₱ ( 菲律宾比索 ) 248



### [shorts for men](#) 男士短裤

- 目标价：₱ ( 菲律宾比索 ) 39 - ₱ ( 菲律宾比索 ) 449



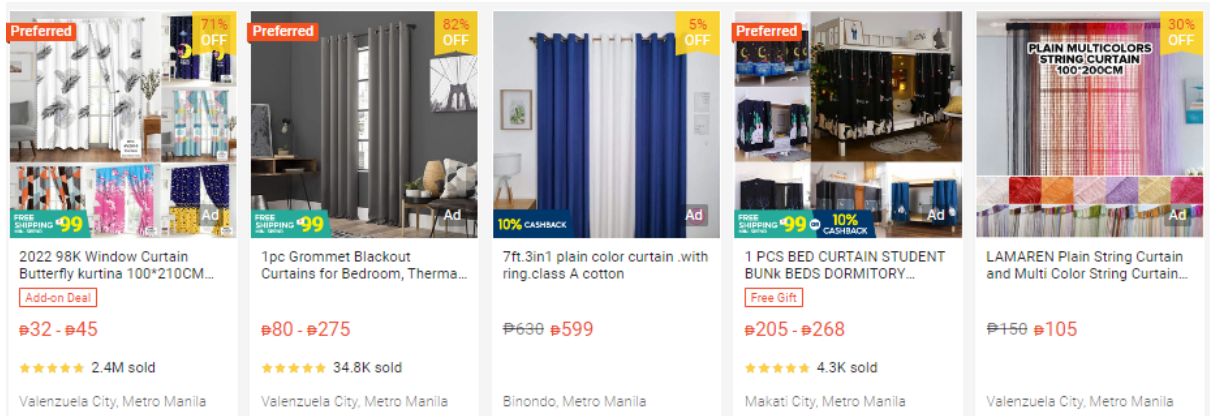


## 关键字产品分享

## Top Keywords Products

### curtain 窗帘

- 目标价：₱ ( 菲律宾比索 ) 32 - ₱ ( 菲律宾比索 ) 599



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](#)