



## 菲律宾站点 市场周报

**2022-08-22**

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

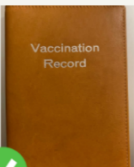
We will DELETE card holder with image of COVID-19 Vaccination Card. As it is illegal based on Article 172 of the Revised Penal Code (falsification of public document) in relation to Republic Act No. 11525.



**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
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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	
ibcccdc Hand Sanitiser	
	<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> New Prohibition - Prohibited Listing</p> <p><b>Action:</b> Delete</p>
2021-015 As of 01/26/2021	



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 8.8 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 Love Local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 Love Local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: VisMin Cam: Free Shipping Fiesta 免运活动节									
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 - 促销延长日	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: VisMin Cam: Free Shipping Fiesta 免运活动节									
		Shopee Beauty Relaunch 重启Shopee美容							

热搜关键词 & 商品分享



## Top Searched Keywords & Recommended Product

Keywords	热搜词
Bagpack for woman	女包
Shoes for woman	女鞋
Binder notebook	活页夹笔记本
Tumbler	杯子
Dress for woman	女裙
croptop	短衬衫
Aquaflask	水瓶
Dress	裙子
Backpack for women	女士背包
Slippers for women	女式拖鞋
Notebook	笔记本
Bagpack	背包
Shoes for men	男士短裤
Face mask	面罩
Tote bag	手提袋
Lunch box	便当盒
Umbrella	雨伞
Pencil case	铅笔盒



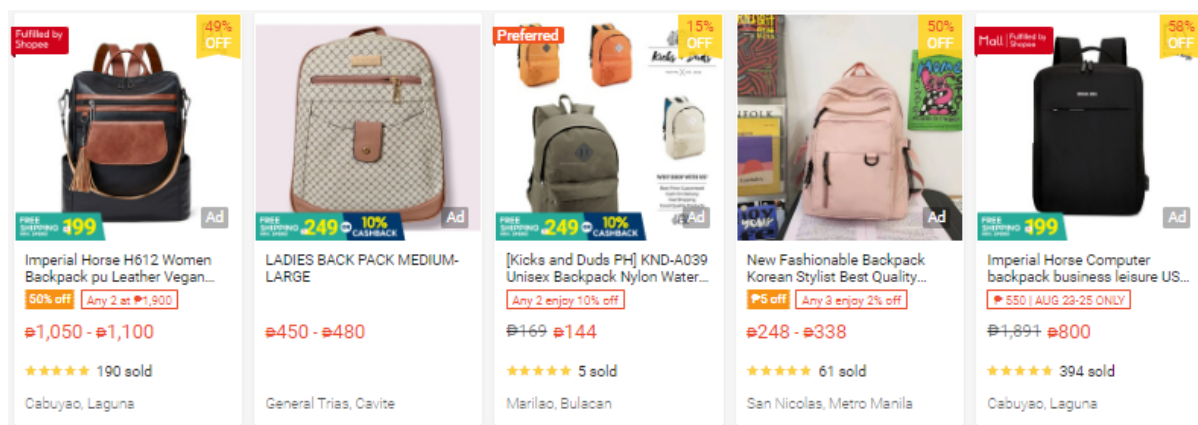
Backpack	书包
Sandals for women	女士凉鞋

- 排名不分先后



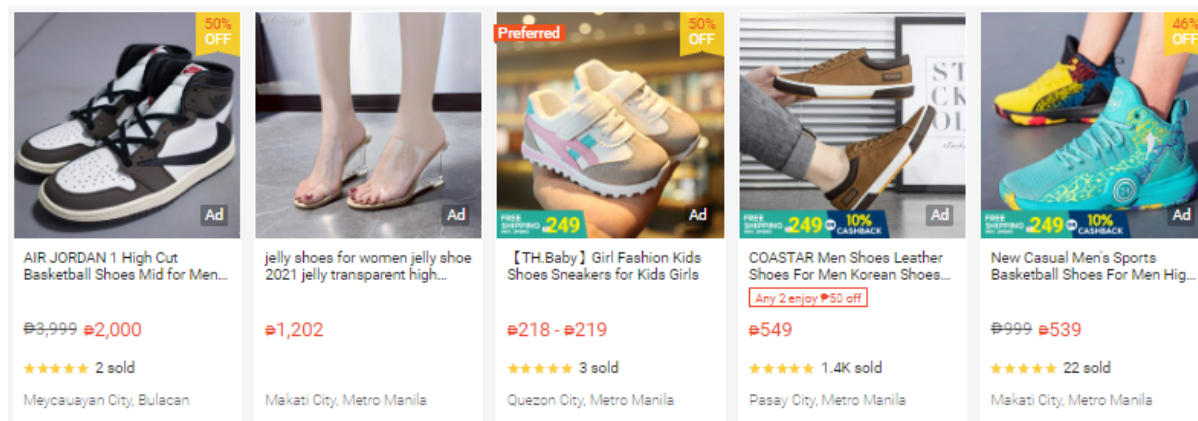
## Bagpack for Women 女包

- 目标价：₱ ( 菲律宾比索 ) 144 - ₱ ( 菲律宾比索 ) 1100



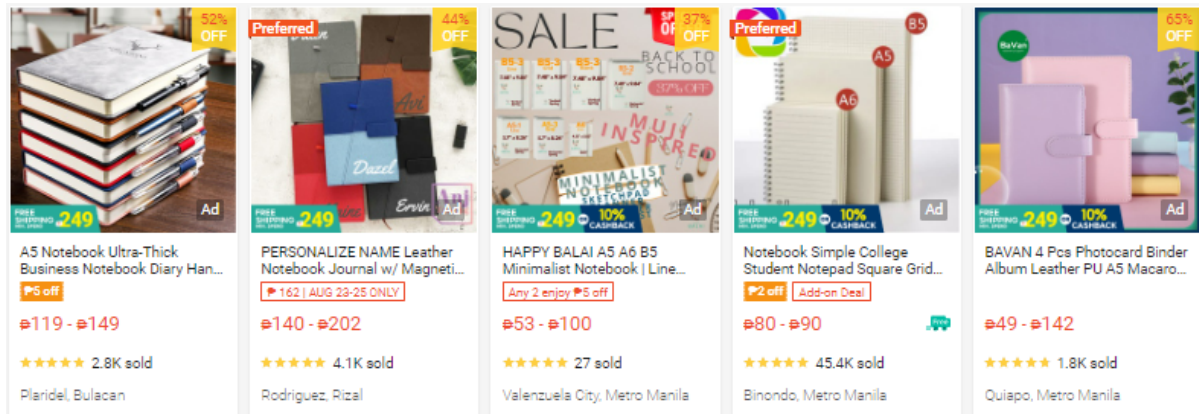
## Shoes for Woman 女士鞋

- 目标价：₱ ( 菲律宾比索 ) 218 - ₱ ( 菲律宾比索 ) 2000



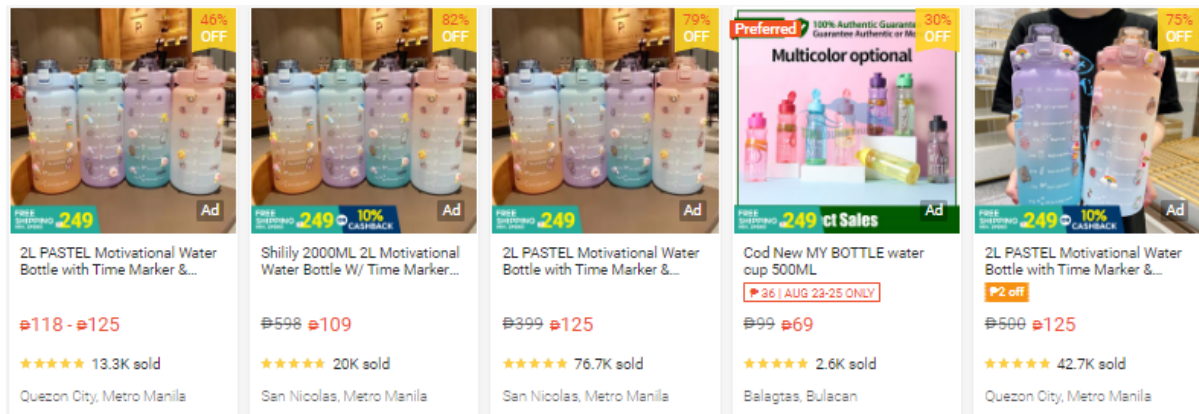
## Binder Notebook 活页夹笔记本

- 目标价：₱ ( 菲律宾比索 ) 49 - ₱ ( 菲律宾比索 ) 202



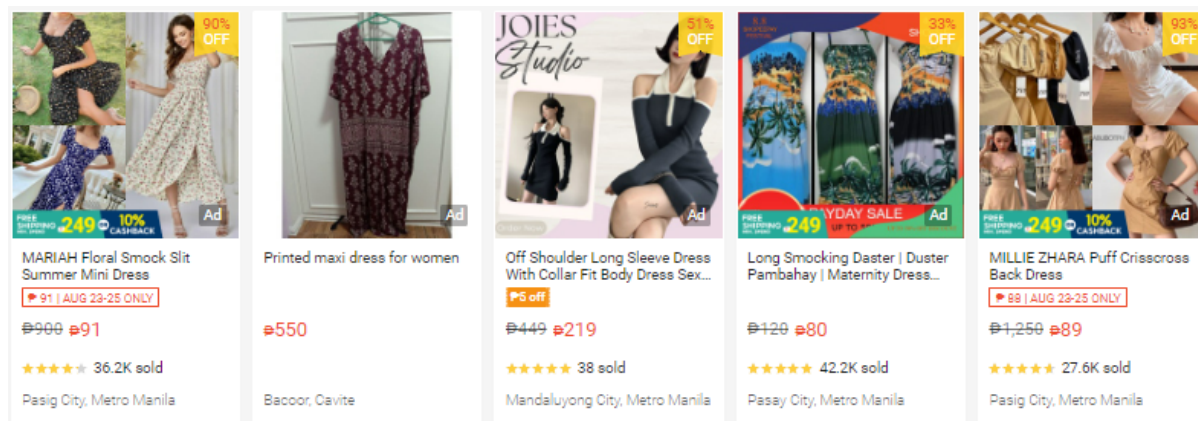
## Tumbler 水杯

- 目标价：₱ ( 菲律宾比索 ) 69 - ₱ ( 菲律宾比索 ) 125



## Dress for Woman 女士裙子

- 目标价：₱ ( 菲律宾比索 ) 80 - ₱ ( 菲律宾比索 ) 550



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](#)