



菲律宾站点 市场周报

2022-08-01

内容概览 (目录) :

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- 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

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

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


Shopee

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).

<div style="background-color: #003366; color: white; padding: 5px; margin-bottom: 5px;">ACTION</div> <div style="background-color: #ffcc00; padding: 5px; margin-bottom: 5px;">Delete</div> <div style="background-color: #003366; color: white; padding: 5px; margin-bottom: 5px;">REASON CODE</div> <div style="background-color: #ffcc00; padding: 5px;">New Prohibition - Prohibited Listing*</div>	
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Note that we are passive for Vape Tobacco and Menthol Flavor.

<div style="background-color: #003366; color: white; padding: 5px; margin-bottom: 5px;">ACTION</div> <div style="background-color: #ffcc00; padding: 5px; margin-bottom: 5px;">Pass</div>

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

<div style="background-color: #003366; color: white; padding: 5px; margin-bottom: 5px;">ACTION</div> <div style="background-color: #ffcc00; padding: 5px; margin-bottom: 5px;">Ban - Delete</div> <div style="background-color: #003366; color: white; padding: 5px; margin-bottom: 5px;">REASON CODE</div> <div style="background-color: #ffcc00; padding: 5px;">Regulated/Controlled Items in Wrong Category</div>	
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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
✕

ibcccndc 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.

ibcccndc Hand Sanitiser

Reason Code:
New Prohibition - Prohibited Listing

Action: Delete

2021-015 As of 01/26/2021



热搜关键词 & 商品分享
Top Searched Keywords & Recommended Product

Keywords	热搜词
Dress	裙子
Slippers for Women	女式拖鞋
Face Mask	面罩
Wallpaper	壁纸
Sandals	凉鞋
Notebook	笔记本
Shorts for Men	男性短裤
Volcanic mud body wash	火山泥沐浴露
Shoes for Men	男性鞋
Sling Bag	斜肩包
Croptop	短衬衫
Shoes for Women	女性鞋
Tumbler	杯子
Tops	上衣
Tshirt for Men	男性T恤
Wallet	钱包
Dress for Women	女性裙子
Tote Bag	手提袋
Sandals for Women	女性凉鞋
Aquaflask	水瓶

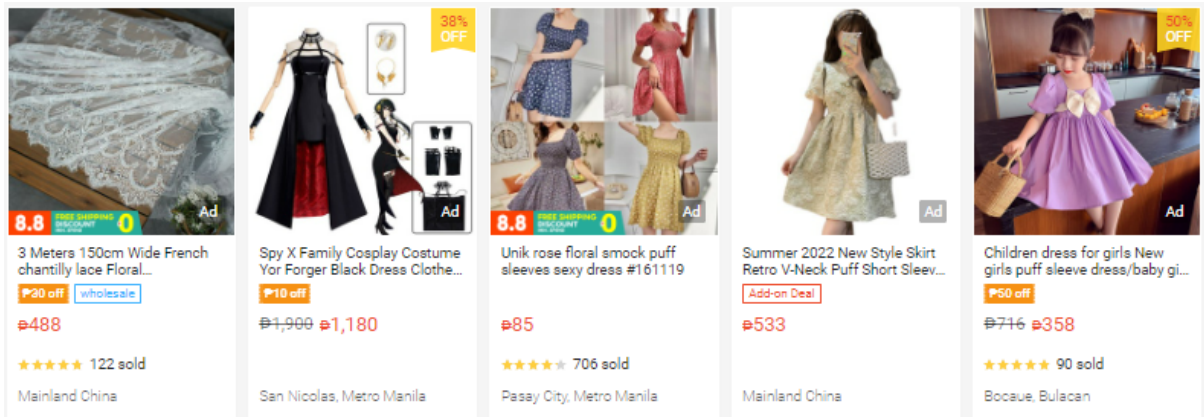
- 排名不分先后

关键词产品分享

Top Keywords Products

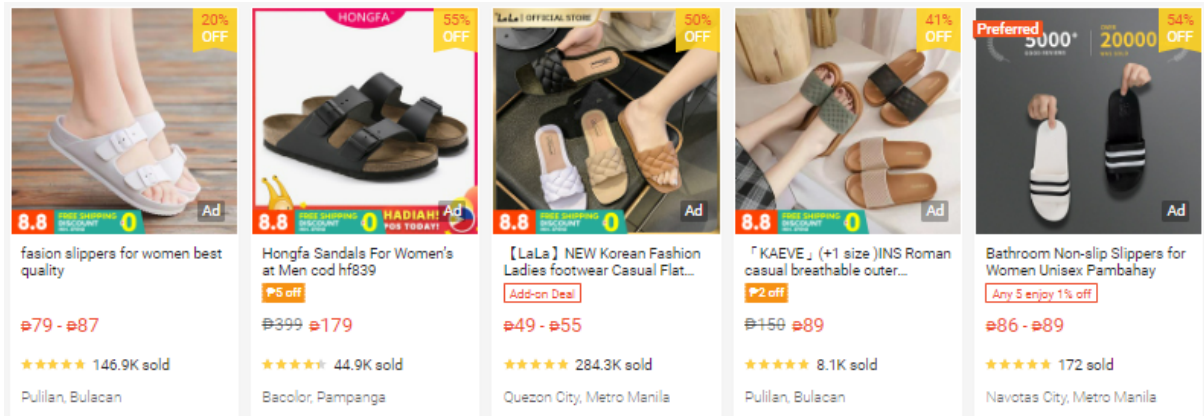
Dress 裙子

- 目标价：₱ (菲律宾比索) 85 - ₱ (菲律宾比索) 1180



Slippers for Women 女式拖鞋

- 目标价：₱ (菲律宾比索) 49 - ₱ (菲律宾比索) 179

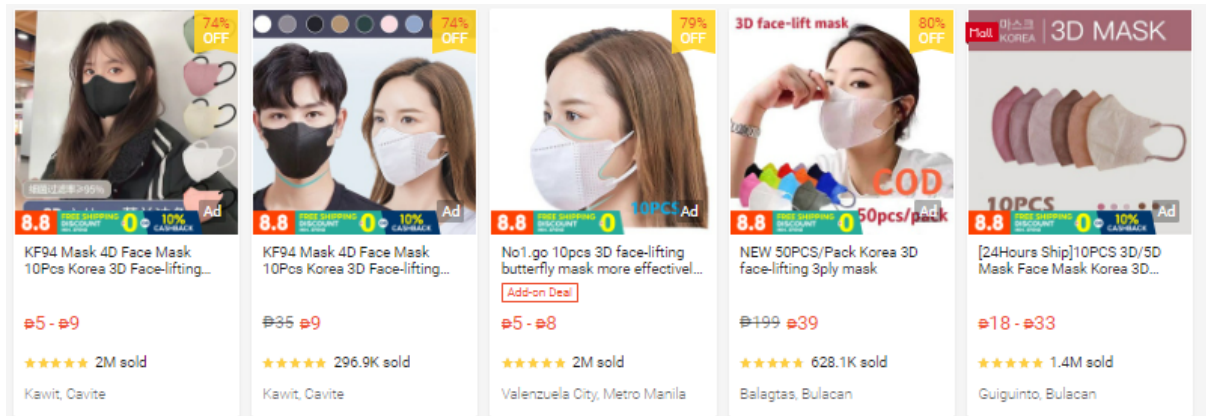


关键字产品分享

Top Keywords Products

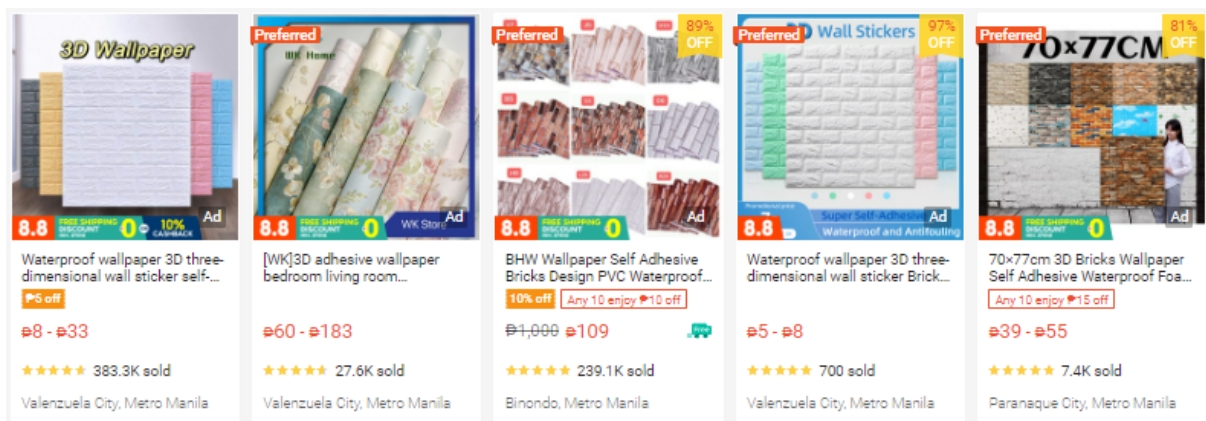
Face Mask 面罩

- 目标价：₱ (菲律宾比索) 5 - ₱ (菲律宾比索) 39



Wallpaper 壁纸


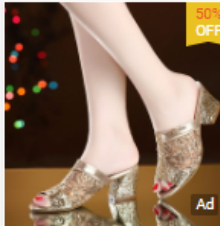

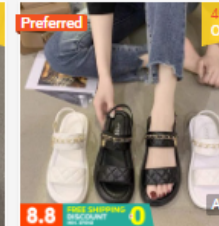

- 目标价：₱ (菲律宾比索) 5 - ₱ (菲律宾比索) 183





Sandals 凉鞋

- 目标价：₱ (菲律宾比索) 47 - ₱ (菲律宾比索) 428

 <p>ST&SAT New Fashion Ladies Korean Style Sandals (Standar...</p> <p>₱146 - ₱175</p> <p>★★★★★ 103.2K sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>Juliet's 006 Shiny sandals, korean, Sandals flat sandals...</p> <p>₱856 - ₱428</p> <p>★★★★★ 15 sold</p> <p>Valenzuela City, Metro Manila</p>	 <p>Vita bestseller Korean fashion flats sandals for woman</p> <p>₱47 - ₱52</p> <p>★★★★★ 24K sold</p> <p>Pulilan, Bulacan</p>	 <p>Marche Korea Fashion Thick Bottom peep-toe Sandals...</p> <p>₱89 - ₱99</p> <p>★★★★★ 86.1K sold</p> <p>Tondo I / II, Metro Manila</p>	 <p>new cotton slipper for men's Casual new style sanuk half...</p> <p>₱345 - ₱349</p> <p>★★★★★ 418 sold</p> <p>Passay City, Metro Manila</p>
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