



菲律宾站点 市场周报

2022-08-29

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

Shopee

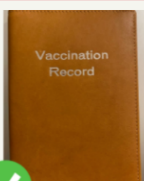
Reminder to Delete Card Holder with Image of Covid Vaccination Card

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

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
---------------	------

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 	
ibccncdc 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>ibccncdc Hand Sanitiser</p> <p>Reason Code: New Prohibition - Prohibited Listing Action: Delete</p>
<small>2021-015 As of 01/26/2021</small>	



2022 年 9 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
8/29	8/30	8/31	9/1	9/2	9/3	9/4
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	Gadget Zone Sale 配件促销区	Home & Living Day 家居用品促销日	Babies & Kids Day 儿童用品促销日	Grocery Bestsellers Day 杂货店畅销日
		Shopee Beauty Relaunch 重启Shopee 美容			Sports & Outdoors Fair 户外运动展	
VisMin Cam: Free Shipping Fiesta 免运活动节						
	Shopee Beauty Relaunch 重启Shopee 美容					
9/5	9/6	9/7	9/8	9/9	9/10	9/11
	Home Tech Day 科技家居用品促销日			9.9 Super Shopping Day - Extended 9.9 超级购物日 - 延长日 免运 P0 最低消费 Shop & Win Up to 1M P1优惠		
Sports & Outdoors Fair 户外运动展	Babies & Kids Day 儿童用品促销展	Home Tech Day 科技家居用品促销日				
9/12	9/13	9/14	9/15	9/16	9/17	9/18
			9.15 Payday Sale 9.15 发薪日促销	Sep 16 ShopeePay Day 9.16	9.17 SPP Globe Telco Day (Paid) Globe	L1: Global Deals Sale 全球优惠促销

				ShopeePay 大促日	Anniversary 9.17 SPP Globe Telco Day (Paid) 全球周年纪念 念日	
Mobiles & Gadgets Sale 手机 & 配件促销						
9/19	9/20	9/21	9/22	9/23	9/24	9/25
		Home Office Sale 居家办公用 品促销	Aklatan Sale Aklatan促销			
Home & Living 家居生活						
		VisMin Cam: VisMin Cam: Free Shipping Fiesta 免运活动节				
9/26	9/27	9/28	9/29	9/30	10/1	10/2
Travel Adventure Sale 旅行冒险用品促销		Best of Electronics 电子产品促销		9.30 Payday Sale 9.15 发薪日 促销		
	Best of Electronics 电子产品促销	Travel Adventure Sale 旅行冒险用品促销				
VisMin Cam: 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
Dress	裙子
backpack	书包
lunchbox for kids	儿童便当盒

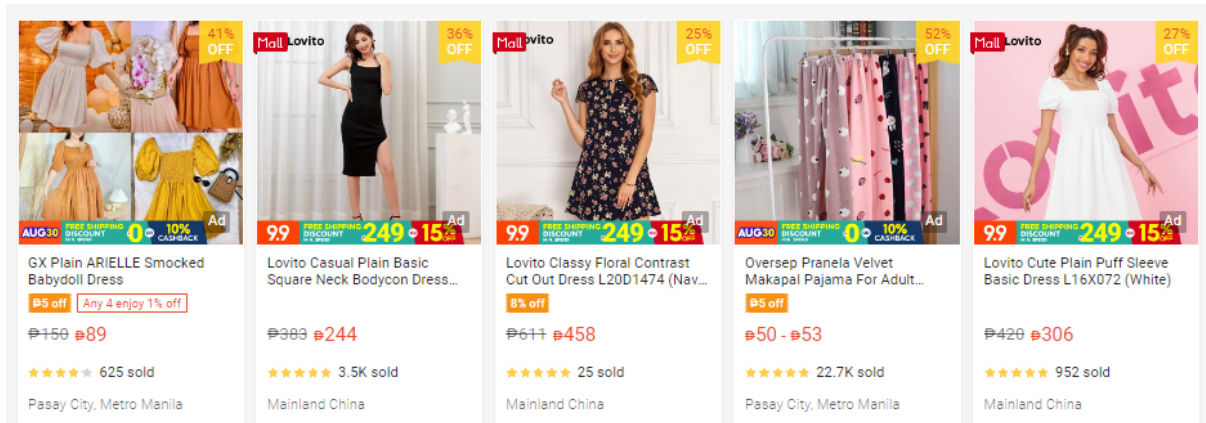


pencil case	铅笔盒
bag for kids	儿童书包
tumbler	杯子
tote bag	手提袋
Shoes for men	男鞋
lunch box	便当盒
sandals for women	女士凉鞋
Bagpack	背包
Binder notebook	活页夹笔记本
bagpack for women	女包
aquaflask	水瓶
face mask	口罩
black shoes for kids girl	女童黑色鞋子
shoes for women	女鞋
notebook	笔记本
umbrella	雨伞
Backpack for women	女士背包

- 排名不分先后

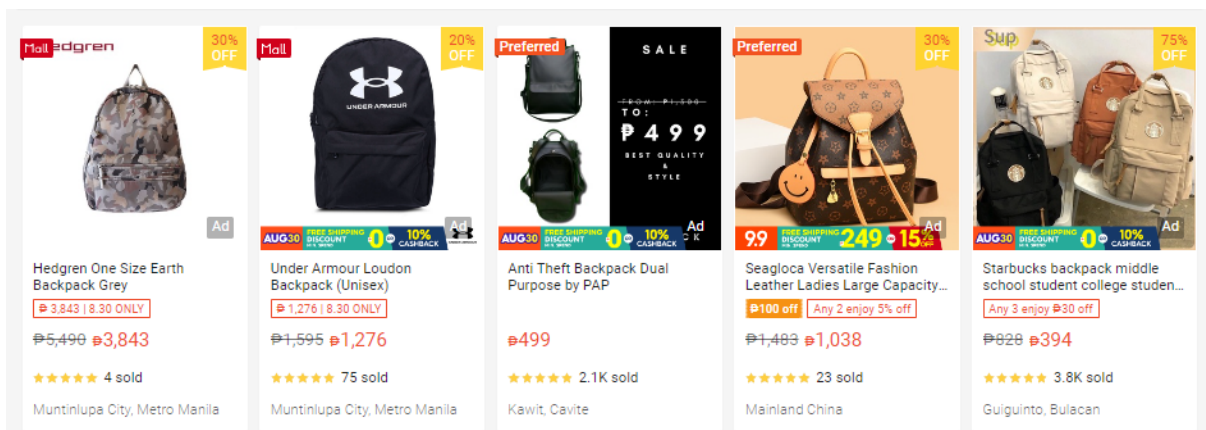
Dress 裙子

- 目标价：₱ (菲律宾比索) 50 - ₱ (菲律宾比索) 458



Backpack 书包

- 目标价：₱ (菲律宾比索) 394 - ₱ (菲律宾比索) 3843

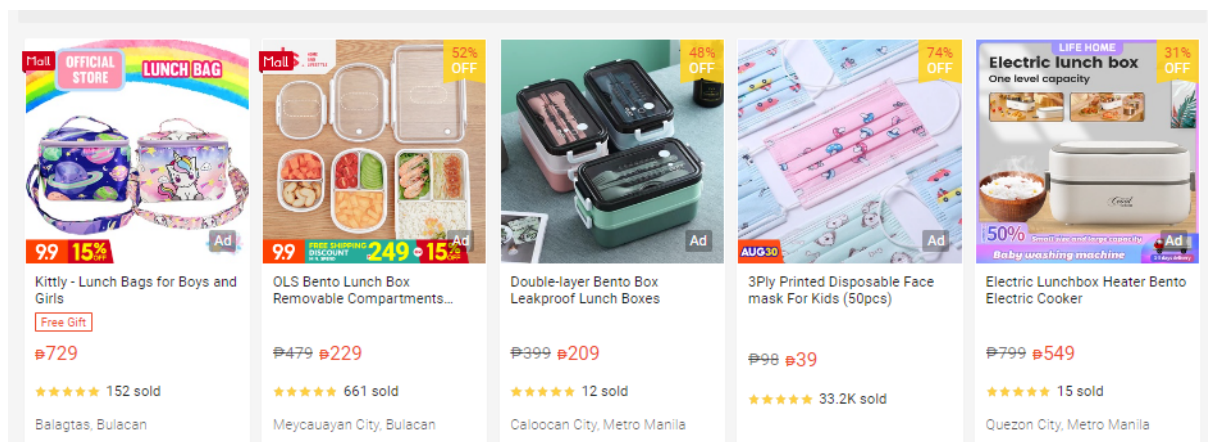


关键字产品分享

Top Keywords Products

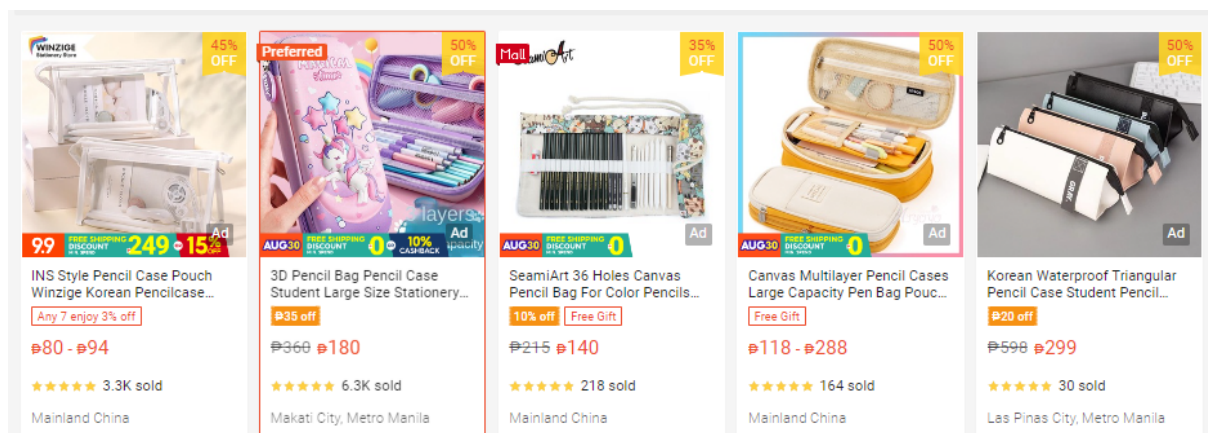
lunchbox for kids 儿童便当盒

- 目标价：₱ (菲律宾比索) 39 - ₱ (菲律宾比索) 729



pencil case 铅笔盒

- 目标价：₱ (菲律宾比索) 80 - ₱ (菲律宾比索) 299

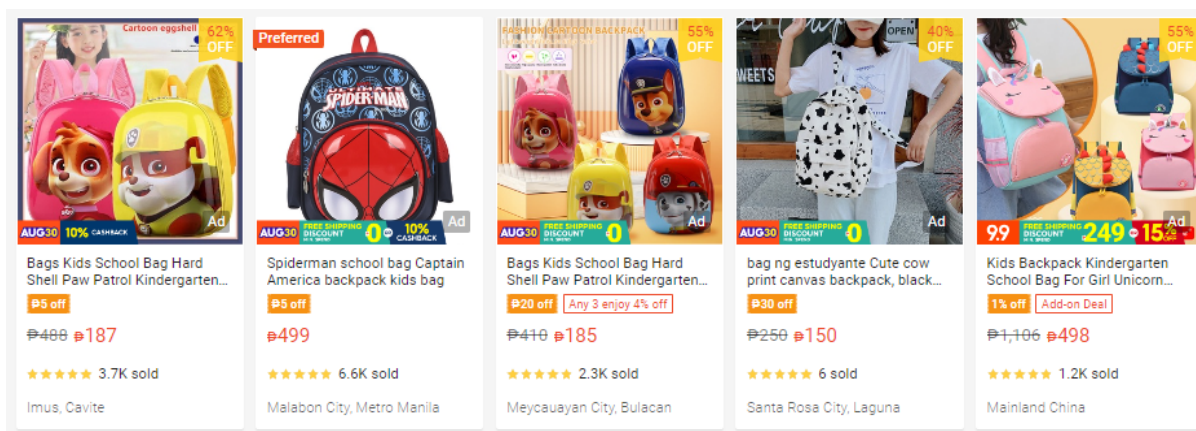


关键字产品分享

Top Keywords Products

[bag for kids](#) 儿童书包

- 目标价：₱ (菲律宾比索) 150 - ₱ (菲律宾比索) 499



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](#)