



菲律宾站点 市场周报

2022-06-27

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 08/01/2021

准则公告 Code Announcement

违禁品

跨境卖家禁止售卖 没有FDA认可的医疗用品，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)

Announcement

Prohibition of Online Selling of Unregistered/Unnotified Medical Devices

Please be reminded that online selling of medical devices and supplies without the corresponding authorizations issued by the FDA (i.e. License to Operate, Certificate of Medical Device Notification or Certificate of Medical Device Registration/Certificate of Product Registration) is strictly prohibited.

With this, we will strictly implement daily checking and immediate deletion of FDA warned of face masks, thermometer, gloves, water purification devices/system







2021-016 As of 01/26/2021

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

准则公告 Code Announcement

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
✕

ibccndc 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.

ibccndc 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 6 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
13	14	15	16	17	18	19
6.6-7.7 Digital Sale 6.6-7.7 电子销售	6.6-7.7 Pet Care Sale 6.6-7.7 宠物护理销售	6.15 Payday Sale 6.15 发薪日	6.6-7.7 Mobiles & Gadgets Sale 6.6-7.7 手机和小工具销售	6.6-7.7 Home & Living Sale 6.6-7.7 家居生活销售	6.6-7.7 Global Deals Sale 6.6-7.7 全球特卖	6.6-7.7 Father's Day Sale 6.6-7.7 父亲节特卖
Father's Day Fair 父亲节集市			Skincare Fair 护肤展	Mobiles & Gadgets Fair 手机和小工具展		Bags & Accessories Fair 箱包及配饰展
20	21	22	23	24	25	26
6.6-7.7 Shoes & Apparel Sale 6.6-7.7 鞋服销售	6.6-7.7 Home & Hobbies Sale 6.6-7.7 家居与爱好特卖	6.6-7.7 Shopee Beauty Sale 6.6-7.7 Shopee 美妆特卖	6.6-7.7 Gadget Zone Sale 6.6-7.7 小工具区销售	6.6-7.7 Women's Fashion Sale 6.6-7.7 女装时装特卖	6.6-7.7 Global Deals Sale 6.6-7.7 全球特卖	6.6-7.7 Sports & Travel Sale 6.6-7.7 体育旅游销售
Suki Savers Mondays	Toys & Collectibles Fair 玩具及收藏品展		Makeup Fair 化妆展	Electronics Fair 电子展		Pet Center Fair 宠物中心博览会
27	28	29	30	1	2	3
6.6-7.7 Suki Savers Sale 6.6-7.7 Suki Savers 销售	6.6-7.7 Home Appliances Sale 6.6-7.7 家电销售	6.6-7.7 Vouchers Sale 6.6-7.7 代金券销售	6.30 Payday Sale 6.30 发薪日			
Branded Fashion Fair 品牌时装展		Home Appliances Fair 家电展				
VisMin Cam: Free Shipping Fiesta VisMin Cam: 免费送货嘉年华						

热搜关键词 & 商品分享



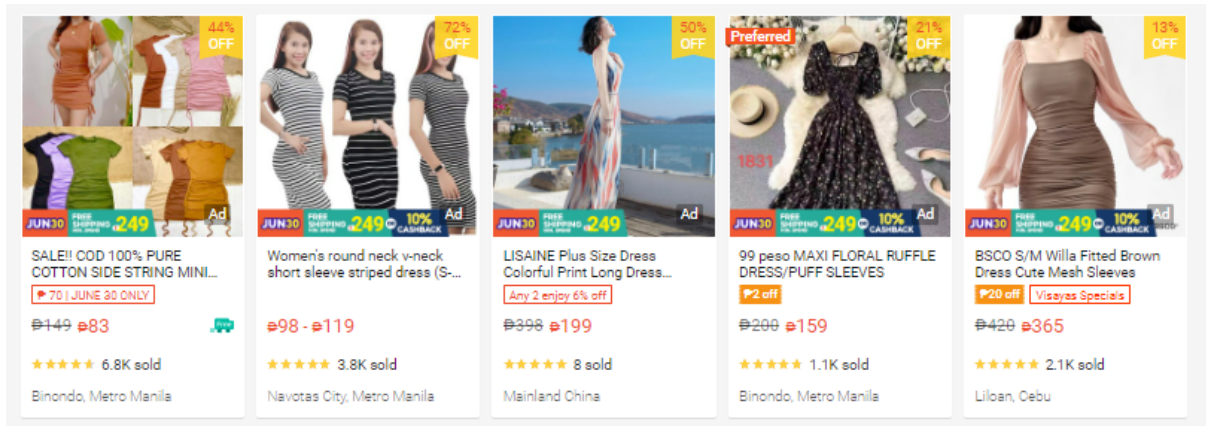
Top Searched Keywords & Recommended Product

Keywords	热搜词
Dress for Women	女性裙子
Wallpaper	壁纸
Aquaflask	水瓶
Tshirt for Men	男性T恤
Shoes for Men	男性鞋
Sandals for Women	女性凉鞋
Croptop	短衬衫
Blouse for Women	女性衬衫
Shorts for Men	男性短裤
Tops	上衣
Sling Bag	斜肩包
Shorts for Women	女性短裤
Sandals	凉鞋
Tumbler	保温瓶
Tote Bag	手提袋
Face Mask	面罩
Tops for Women	女性上衣
Dress	裙子
White Dress	白裙子
Shoes for Women	女性鞋

- 排名不分先后

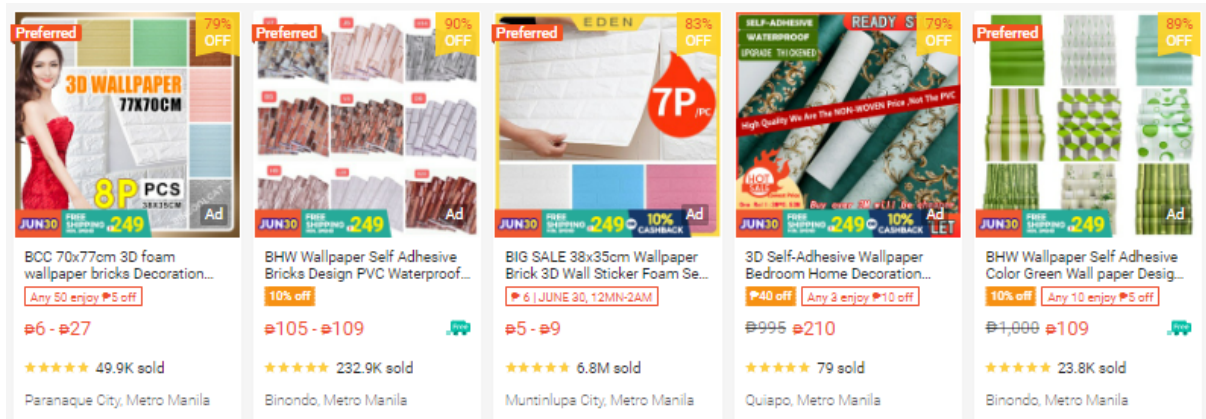
Dress for Women 女士裙子

- 目标价：₱ (菲律宾比索) 83 - ₱ (菲律宾比索) 365



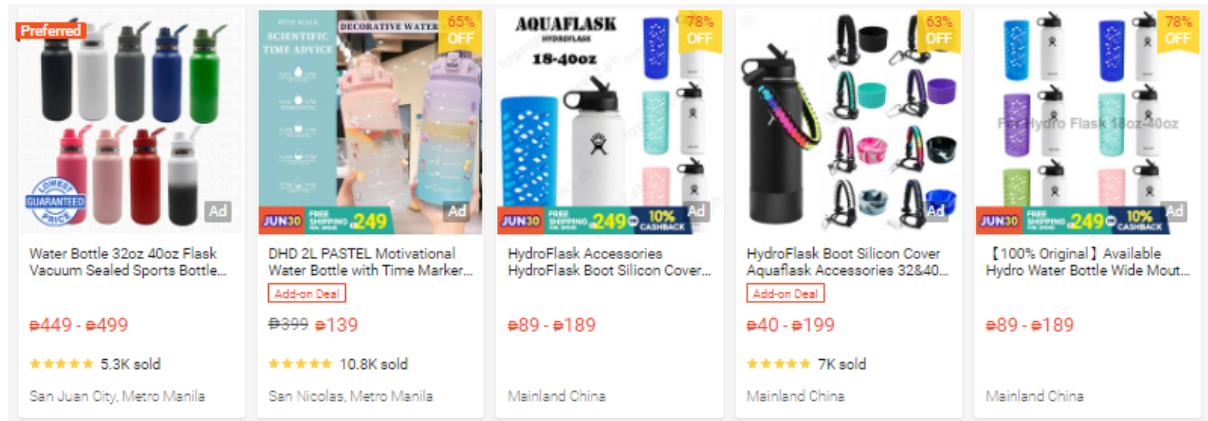
Wallpaper 墙纸

- 目标价：₱ (菲律宾比索) 5 - ₱ (菲律宾比索) 210



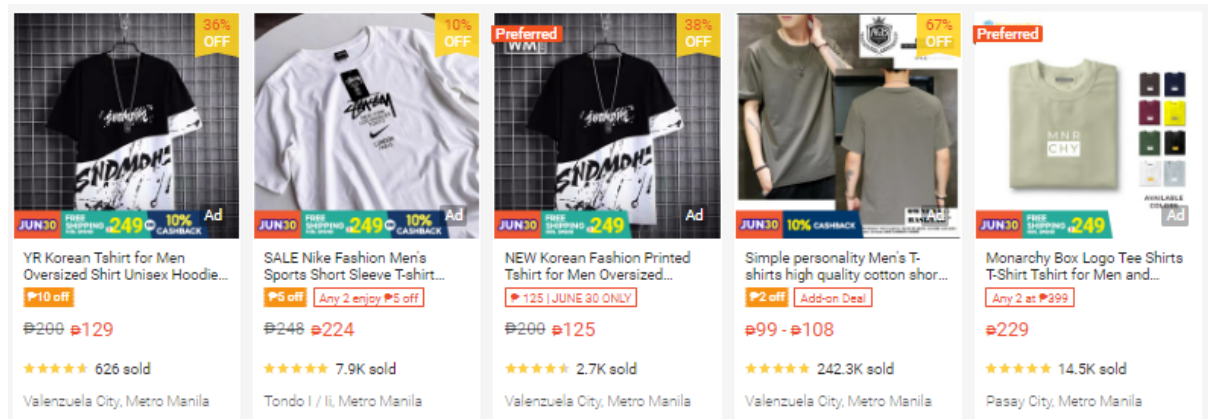
Aquaflask 水瓶

- 目标价：₱ (菲律宾比索) 40 - ₱ (菲律宾比索) 499



Tshirt for Men 男士T恤

- 目标价：₱ (菲律宾比索) 99 - ₱ (菲律宾比索) 229





Shoes for Men 男士鞋子

- 目标价：₱ (菲律宾比索) 219 - ₱ (菲律宾比索) 439

