



## 菲律宾站点 市场周报

2023-09-04

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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  
**REASON CODE** Ban - Delete  
**REASON CODE** Regulated/Controlled Items in Wrong Category

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

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

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

- : 停止销售(无惩罚)
- : 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

- : 停止销售(无惩罚)
- : 删除产品(相应惩罚)

**Additional Prohibited Item**
X

**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

## 菲律宾站点9月活动日历

2023 年 09 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
8/28	8/29	8/30	8/31	9/1	9/2	9/3
9/4	9/5	9/6	9/7	9/8	9/9	9/10
					9.9 DDAY SALE 大促当日	9.9 DDay Sale Extended 大促当日-促销延长日
9/11	9/12	9/13	9/14	9/15		9/16
				9.15 Payday Sale 发薪日促销		
9/18	9/19	9/20	9/21	9/22	9/23	9/24
SHOPEE BEAUTY SHOPEE美妆					Korea Mega Day 韩国大型活动日	
9.18-9.20 Global Deals Sale 全球大促			9.21-10.17 PHCB Circle Refresh 上新日			
9/25	9/26	9/27	9/28	9/29	9/30	10/1
Korea Mega Day 韩国大型活动日					8.30 Payday Sale 发薪日促销	
9.21-10.17 PHCB Circle Refresh 上新日						

## 热搜关键词 &amp; 商品分享

## Top Searched Keywords &amp; Recommended Product

New Keywords	热搜词
Pencil case	铅笔盒
notebook	笔记本
Ballpen	圆珠笔
Bagpack for Women	女士背包
Face mask	口罩
Headset	耳机
Mini Fan	迷你风扇
shorts for men	男士短裤
Shoes for women	女士鞋子
lunch box	饭盒
sandals for women	女士凉鞋
Umbrella	雨伞
tumbler	杯子
clip fan	夹扇
slippers for women	女士拖鞋

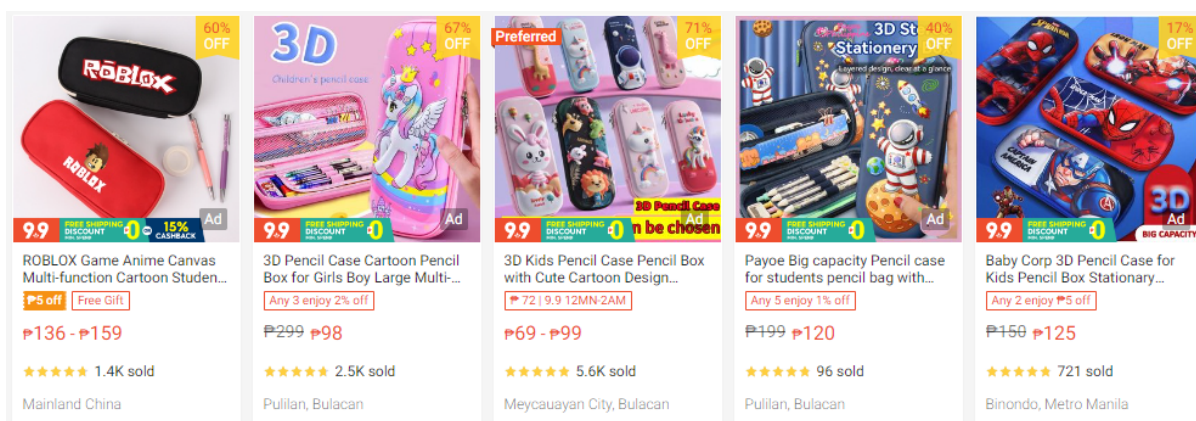
排名不分先后

## 关键词产品分享

## Top Keywords Products

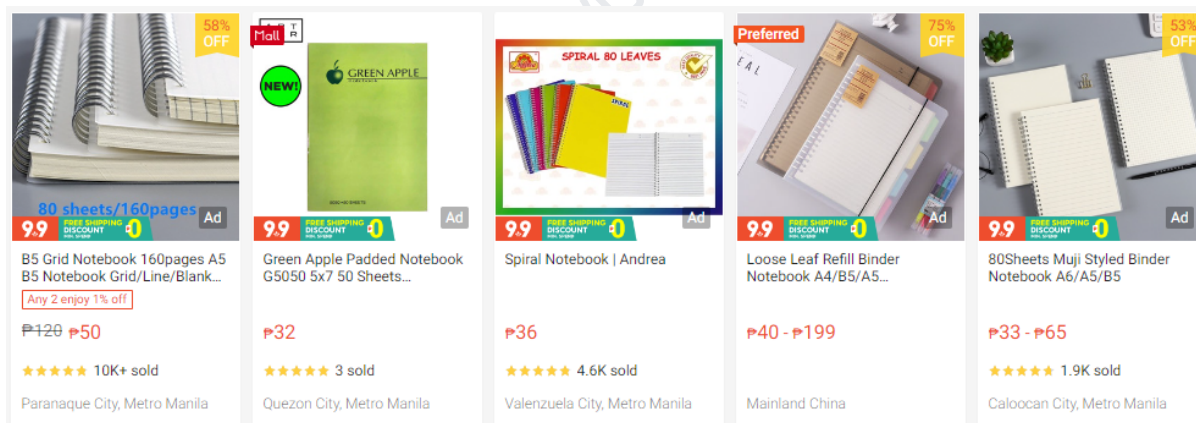
### Pencil Case 铅笔盒

- 目标价: ₱(菲律宾比索)69 - ₱(菲律宾比索)159



### Notebook 笔记本

- 目标价: ₱(菲律宾比索)33- ₱(菲律宾比索)199










关键字产品分享

Top Keywords Products



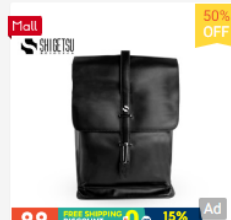
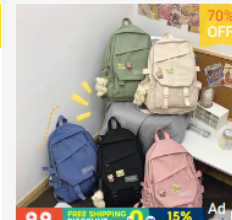

Ballpen 圆珠笔

- 目标价: ₱(菲律宾比索)5 - ₱(菲律宾比索)205

 <p><b>60% OFF</b></p> <p>9.9 <del>19.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 2 enjoy 1% off</p> <p>₱20 - ₱8</p> <p>★★★★★ 10K+ sold</p> <p>Meycauayan City, Bulacan</p>	 <p><b>84% OFF</b></p> <p>9.9 <del>16.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 3 enjoy 1% off</p> <p>₱99 - ₱16</p> <p>★★★★★ 10K+ sold</p> <p>Meycauayan City, Bulacan</p>	 <p><b>72% OFF</b></p> <p>9.9 <del>35.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 1 enjoy 1% off</p> <p>₱18 - ₱5</p> <p>★★★★★ 10K+ sold</p> <p>Tondo I / II, Metro Manila</p>	 <p><b>77% OFF</b></p> <p>9.9 <del>205</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 1 enjoy 1% off</p> <p>₱42 - ₱205</p> <p>★★★★★ 5.4K sold</p> <p>Valenzuela City, Metro Manila</p>	 <p><b>29% OFF</b></p> <p>9.9 <del>13.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 2 enjoy 1% off</p> <p>₱21 - ₱15</p> <p>★★★★★ 4K sold</p> <p>Meycauayan City, Bulacan</p>
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Bagpack for women 女士背包

- 目标价: ₱(菲律宾比索)39 - ₱(菲律宾比索)1199

 <p><b>38% OFF</b></p> <p>9.9 <del>15.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 2 enjoy ₱30 off</p> <p>₱899 - ₱1,099</p> <p>★★★★★ 6.7K sold</p> <p>Tanza, Cavite</p>	 <p><b>75% OFF</b></p> <p>9.9 <del>35.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 1 enjoy 1% off</p> <p>₱699 - ₱799</p> <p>★★★★★ 386 sold</p> <p>Quezon City, Metro Manila</p>	 <p><b>50% OFF</b></p> <p>9.9 <del>19.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 1 enjoy 1% off</p> <p>₱999 - ₱1,199</p> <p>★★★★★ 2.3K sold</p> <p>Quezon City, Metro Manila</p>	 <p><b>70% OFF</b></p> <p>9.9 <del>33.9</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 1 enjoy 1% off</p> <p>₱130 - ₱39</p> <p>★★★★★ 10K+ sold</p> <p>Binondo, Metro Manila</p>	 <p><b>3% OFF</b></p> <p>9.9 <del>10.29</del></p> <p>FREE SHIPPING DISCOUNT</p> <p>Any 2 enjoy ₱15 off</p> <p>₱869 - ₱998</p> <p>★★★★★ 10K+ sold</p> <p>Tanza, Cavite</p>
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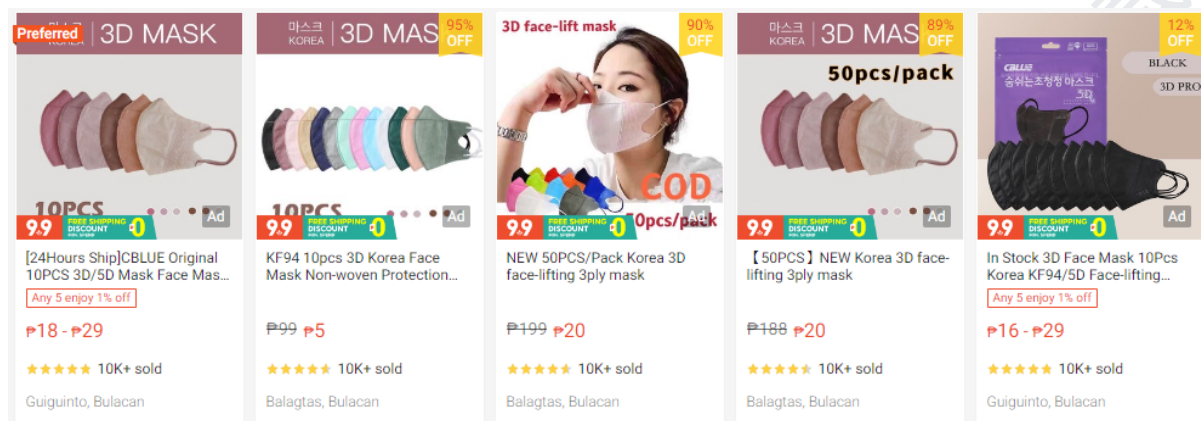


关键字产品分享

Top Keywords Products

Face Mask 口罩

- 目标价: ₱(菲律宾比索) 5 - ₱(菲律宾比索) 90



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](#)