



## 菲律宾站点 市场周报

2022-11-07

### 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



## 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**
✕

**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



2022 年 11 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日
11/1	11/2	11/3	11/4	11/5	11/6	11/7
11.11 Pinoy Salu Salo Sale 11.11菲律宾美食大促		11.11 Holiday Home Sale 11.11家居大促			11.11 Pinoy Salu Salo Sale 11.11菲律宾美食大促	
Holi-Deals 节日大促		Pinoy Salu-Salo Holi-Deals 菲律宾节日大促				
11/8	11/9	11/10	11/11	11/12	11/13	11/14
11.11 Pinoy Salu Salo Sale 11.11菲律宾美食大促	11.11 Mom & Baby Holiday Sale 11.11母婴大促		11.11 Sale 11.11大促	11.11 Sale - Extended 11.11促销延长日		11.11-12.12 Vouchers Day 11.11-12.12特惠日
Pinoy Salu-Salo Holi-Deals 菲律宾节日大促						
11/15	11/16	11/17	11/18	11/19	11/20	11/21
Nov 15 Payday Sale 11.15 发薪日促销	Nov ShopeePay Day 11月 ShopeePay大促日	11.11-12.12 Holliday Travel Sale 11.11-12.12假日出游大促				11.11-12.12 Holiday Self-Care Sale 11.11-12.12 护理用品大促
			L1: Global Deals Sale 全球优惠促销			
		Pinoy Salu-Salo Holi-Deals 菲律宾节日大促				
						VisMin



11/22	11/23	11/24	11/25	11/26	11/27	11/28
11.11-12.12 Holiday Self-Care Sale 11.11-12.12 护理用品大 促	11.11-12.12 Holiday Self-Care Sale (Shopee Beauty) 11.11-12.12护 理用品大促(Shopee美容 类)					
		Gadget Zone Day 配件促销日	Gadget Zone: Gadget Zone: Black Friday Sale 配件区:黑五 大促销	Gadget Zone: Gadget Zone: Black Friday Sale Extended 配件区:黑五大促延长日		Cyber Monday 网络星期一
Pinoy Salu-Salo Holi-Deals 菲律宾节日大促						
VisMin Cam: VisMin Cam: Free Shipping Fiesta 免运活动节						
11/29	11/30	12/1	12/2	12/3	12/4	12/5
<u>Games Day</u> <u>游戏日</u> Pinoy Salu-Salo Holi-Deals 菲律宾节日 大促	11.30 Payday Sale 11.30 发薪日促 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
umbrella	雨伞
Shoes for men	男士鞋
slippers for women	女士拖鞋
aquaflask	水瓶
crop top	短上衣
sandals for women	女士凉鞋
dress	裙子
tumbler	杯子
wallpaper	墙纸
dress for woman	裙子
blouse for women	女士衬衫
sling bag for woman	女士单肩包
sling bag	单肩包
dress for woman casual	女士休闲装
shoes for women	女士鞋
face mask	口罩



shorts for men	男士短裤
tshirt for men	男士T恤
tote bag	手提袋
lunch box	便当盒

\*排名不分先后

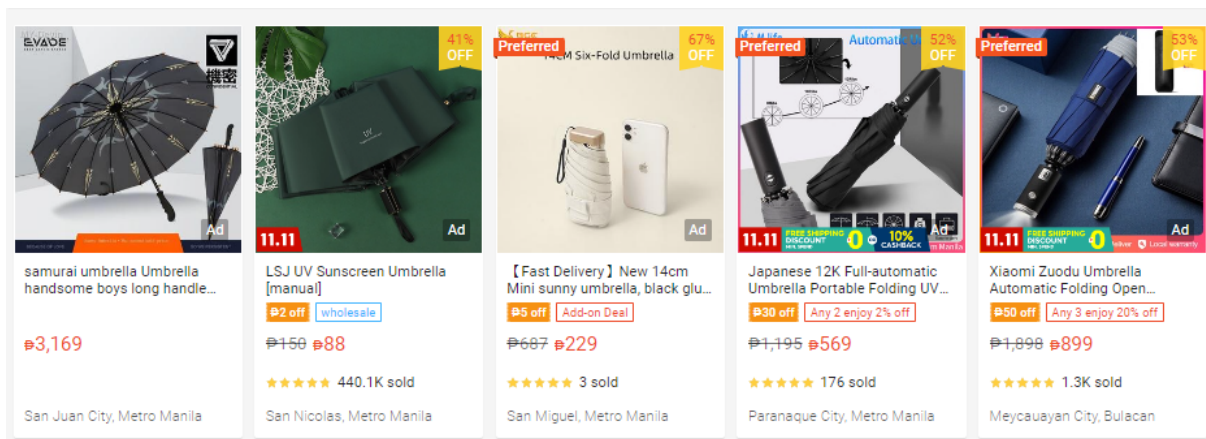


## 关键词产品分享

## Top Keywords Products

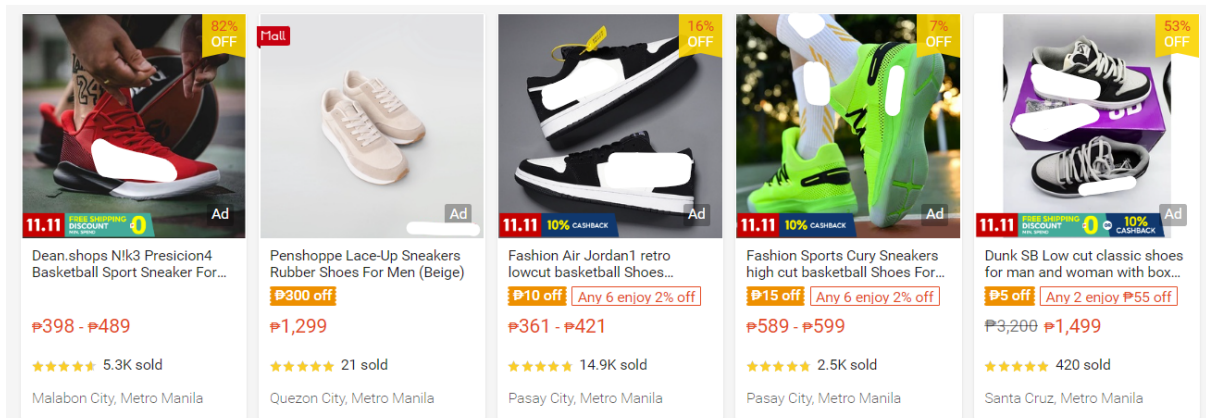
### umbrella 雨伞

- 目标价：₱ ( 菲律宾比索 ) 88 - ₱ ( 菲律宾比索 ) 899



### shoes for men 男士鞋

- 目标价：₱ ( 菲律宾比索 ) 498 - ₱ ( 菲律宾比索 ) 1843

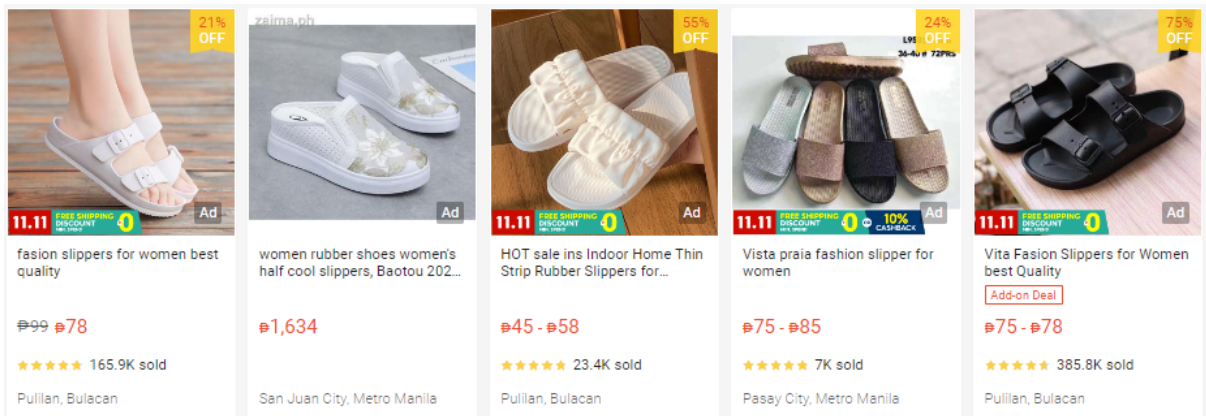


关键字产品分享

Top Keywords Products

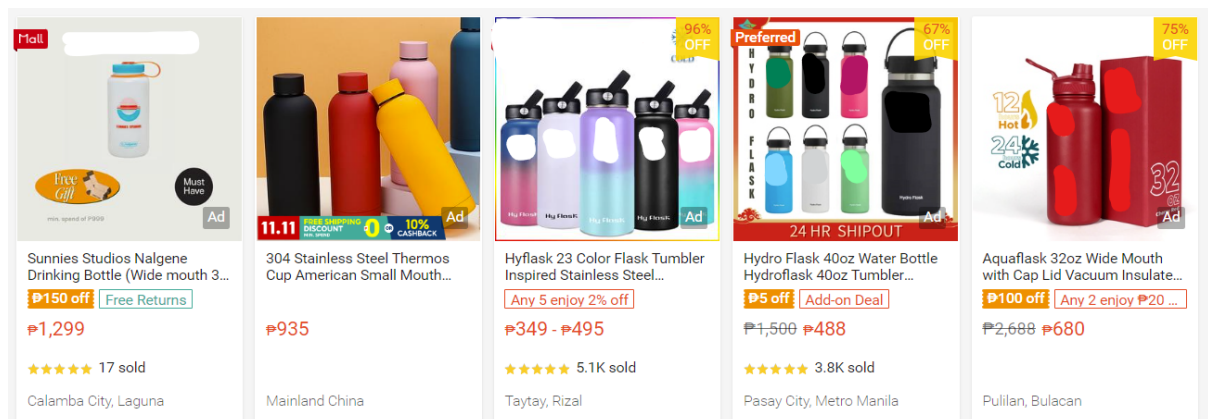
[slippers for women](#) 女士拖鞋

- 目标价：₱ ( 菲律宾比索 ) 48 - ₱ ( 菲律宾比索 ) 1,634



[aquaflask](#) 水瓶

- 目标价：₱ ( 菲律宾比索 ) 109 - ₱ ( 菲律宾比索 ) 1299



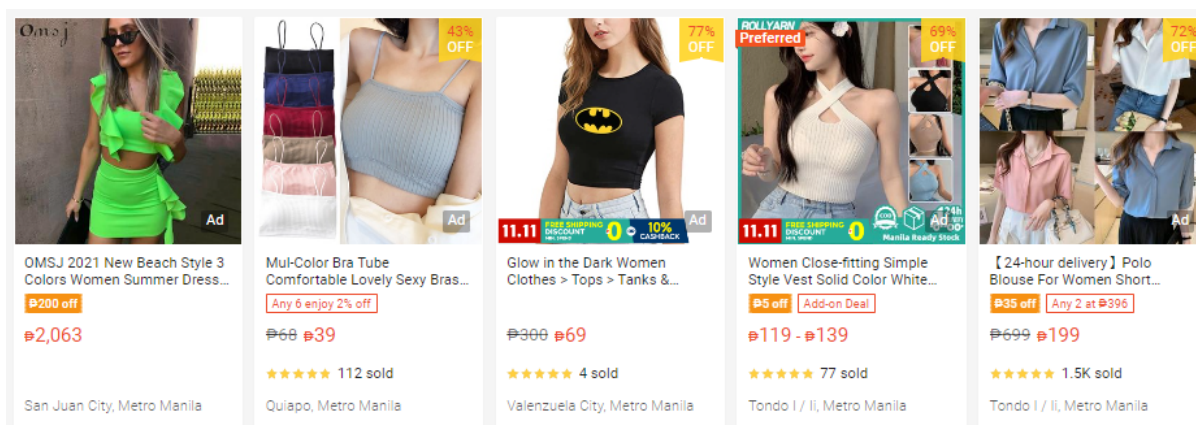


## 关键字产品分享

## Top Keywords Products

[croptop](#) 短上衣

- 目标价：₱ ( 菲律宾比索 ) 39 - ₱ ( 菲律宾比索 ) 2,063



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](#)