



菲律宾市场周报

06-08



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站点公告

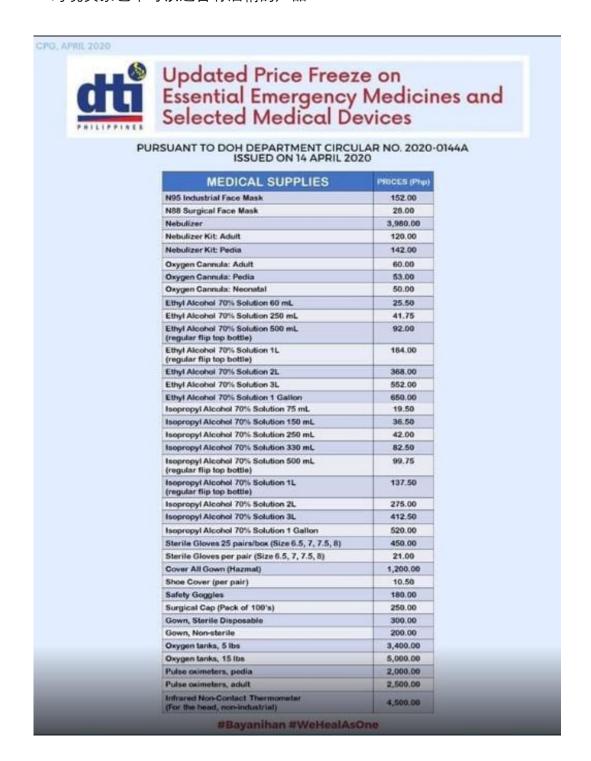
June Schedule Calendar 六月活动表

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			June			
6/1	6/2	6/3	6/4	6/5	6/6	6/7
SBD: Abbott	Fashion Sale	SBD: Nestle	Games Day	Vouchers Day	6.6 Super Flash Sale	Thank you Sale
Т	KB		НВ	GRP		
Free Shipping	Cashback	Flash Deals	Shopee Pay	Live	50% off	P9 Deals
5PM - 12MN x1 FS0 FSV, x1 SPP FS0 FSV, 30k qty each FS199 on FSS	5PM - 12MN x1 FS0 FSV, x1 SPP FS0 FSV, 30k qty each FS199 on FSS	5PM - 12MN x1 FS0 FSV, x1 SPP FS0 FSV, 30k qty each FS199 on FSS	5PM - 12MN x1 FS0 FSV, x1 SPP FS0 FSV, 30k qty each FS199 on FSS	5PM - 12MN x1 FS0 FSV, x1 SPP FS0 FSV, 30k qty each FS199 on FSS	FS0 on CFS FS0 on FSS Sitewide: 12MN-2AM FS0; 2AM-EOD FS199	
FS299 on Babies & Kids	FS299 on Fashion	FS299 on Groceries & Pet Care				
6/8	6/9	6/10	6/11	6/12	6/13	6/14
Family Fair	(TKB, GPC)	Fa	shion	Independence Day Sale	E	L
6/15	6/16	6/17	6/18	6/19	6/20	6/21
Shopee Mart Day	Fashion Day	Home & Lifestyle Day	Beauty Day	Livestream Mega Festival	Family Fair	(TKB, GPC)
			618 Great Mid-Year Sale	618 Great Mid-Year Sale	618 Great Mid-Year Sale	
			FS0 for CB sellers	FS0 for CB sellers	FS0 for CB sellers	
6/22	6/23	6/24	6/25	6/26	6/27	6/28
	UIZJ	0/24	0/23	0/20	UZI	0/20
7.7 Pre-Hype Start						



疫情须知

- 跟疫情相关的产品,卖家需要严格遵守价格规定
- 跨境卖家也不可以运含有酒精的产品





上周热搜关键字

Top 30 Keywords

关键词	中文	本周排名	上周排名	排名变化
Face Mask	面罩	1	1	维持
Ring Light	网红灯	2	3	上升
Shoes Women	女性鞋	3	6	上升
Crop Top	短衬衫	4	8	上升
Bra	内衣	5	5	维持
Dress	连衣裙	6	7	上升
Yoga Mat	瑜伽垫	7	2	下降
Mask	口罩	8	4	下降
Wallpaper	壁纸	9	11	上升
Shorts	短裤	10	9	下降
iPhone	iPhone	11	14	上升
Laptop	笔记本电脑	12	26	上升
Face Shield	防护面罩	13	10	下降
Curtain	窗帘	14	18	上升
Xiaomi	小米	15	20	上升
Sports Bra	运动文胸	16	16	维持
iPhone Case	iPhone手机壳	17	19	上升
Dolphin Shorts	海豚短裤	18	25	上升
Airpods	Airpods	19	22	上升
Earphones	耳机	20	21	上升
Huawei	华为	21	27	上升
Panty	内裤	22	29	上升
Bluetooth Earphones	蓝牙耳机	23	24	上升
Alcohol	酒精	24	13	下降
Hand Mixer	手动混合器	25	23	下降
Sandals Women	京鞋女士	26	30	上升
Wall Paper	壁纸	27	32	上升
Realme	真我	28	42	上升
Short	短裤	29	33	上升
Bag	包包	30	31	上升



上周热搜类别

Top Category

中文翻译	Top Category	Count
居家生活	Home & Living	2252
电子/配件/手机	Electronics/Gadgets/Mobile	1797
健康与个人护理	Health & Personal Care	1423
女士服装	Women's Apparel	1410
婴儿与儿童	Babies & Kids	842
爱好与文具	Hobbies & Stationery	623
男士服装	Men's Apparel	569
笔记本与电脑	Laptops & Computers	547
女士配包与配饰	Women's Bags & Accessories	542
食品	Groceries	517
玩具,游戏与收藏品	Toys, Games & Collectibles	511
体育与旅行	Sports & Travel	502
家器	Home Appliances	429
化妆与香水	Makeup & Fragrances	426
机车摩配	Motors	413
家庭娱乐	Home Entertainment	268
女士鞋子	Women Shoes	257
宠物护理	Pet Care	185
游戏娱乐	Gaming	144
男士包与配件	Men's Bags & Accessories	127
男士鞋子	Men Shoes	98

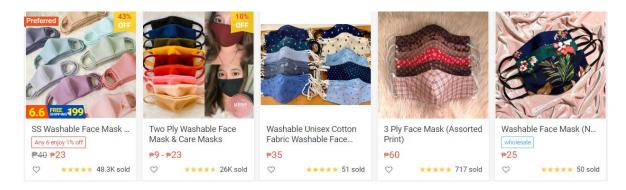


关键词产品分享

Top 9 Keywords Products

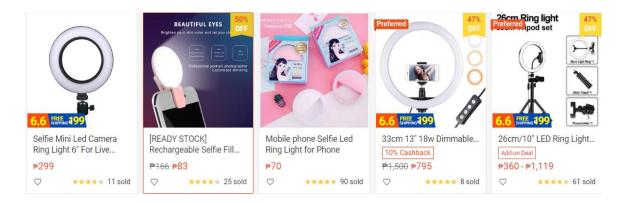
1. Face Mask 面罩

■ 价格: ₱9 - ₱60



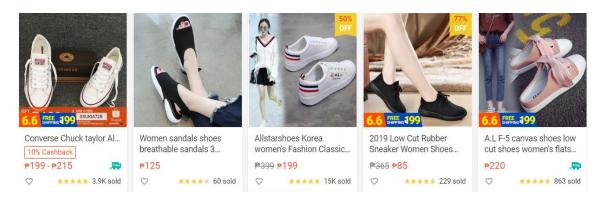
2. Ring Light 网红灯

■ 价格: ₱70 - ₱1119



3. Shoes Women 女性鞋

■ 价格: ₱85 - ₱220



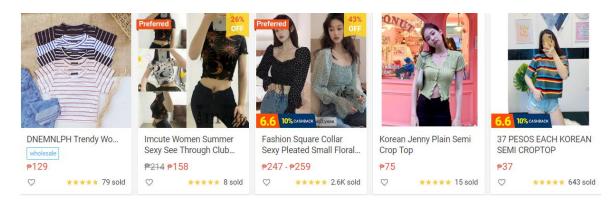


关键字产品分享

Top 9 Keywords Products

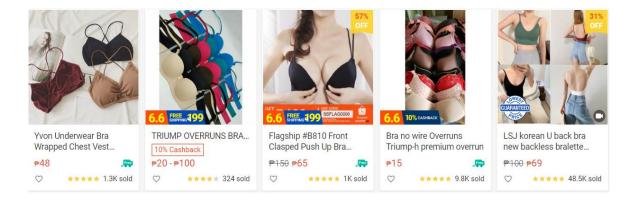
4. Crop Top 短衬衫

■ 价格: ₱37 - ₱259



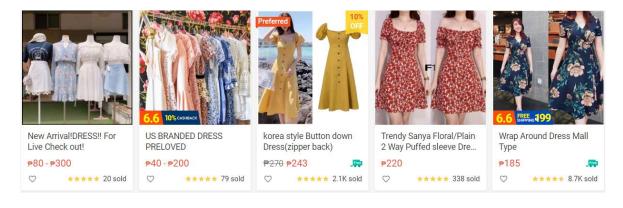
5. Bra 内衣

■ 价格: ₱15 - ₱100



6. Dress 连身裙

■ 价格: ₱40 - ₱300



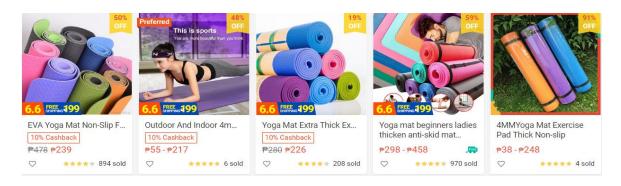


关键字产品分享

Top 9 Keywords Products

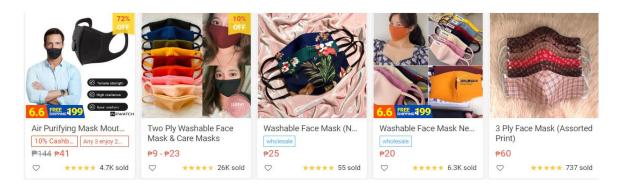
7. Yoga Mat 瑜伽垫

■ 价格: ₱38 - 458



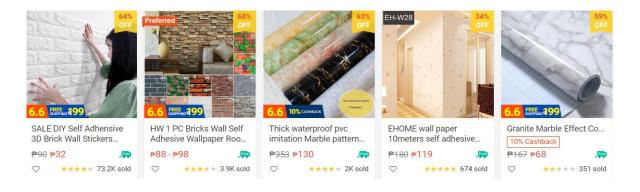
8. Mask 口罩

■ 价格: ₱9 - ₱60



9. Wallpaper 壁纸

■ 价格: ₱32 - ₱130





热卖₱9 产品

Top Peso 9 Products



冷门₱9产品

Bottom Peso 9 Products





跨境闪购热卖产品 CB CFS Top Products

Lifestyle





Electronics







跨境闪购热卖产品 CB CFS Top Products

Makeup & Fragrances





Babies & Kids







跨境闪购热卖产品 CB CFS Top Products

Health & Personal Care





Fashion







本地闪购热卖产品 Local CFS Top Products

Health & Personal Care





Babies & Kids







本地闪购热卖产品 Local CFS Top Products

Lifestyle





Fashion







Additional Prohibited Item

电子烟及相关配件是禁止销售的产品。

如果被发现,相关的产品会被:

- 1st: 停止销售(无惩罚)
- 2nd: 删除产品(相应惩罚)

E-Cigarettes and Accessories (Crossborder)

As per Bureau of Customs the importing of **E - Cigarettes** and **Accessories** for **Crossborder** sellers is now considered as a prohibited listing.

Reason Code: Prohibited Listing
Action: Delete





根据 FDA 的规定,禁止购买和使用具有误导性的降低 COVID-19 感染的风险的消毒剂/杀菌剂产品,产品 无有效证据证明它有防病毒效果。

如果被发现,相关的产品会被:

- 1st: 停止销售 (无惩罚)
- 2nd: 删除产品(相应惩罚)





Additional Prohibited Items

CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件(例如子弹),会被平台禁止然后删除



Prohibited Listing

在菲律宾的特殊法律下,政府/警察/军队的制服和其他相关物品,例如徽章/勋章都禁止售卖如果被发现,相关的产品会被:

- 1st: 停止销售 (无惩罚)
- 2nd: 删除产品(相应惩罚)





Suspend-Delete Listing

依据菲律宾当地政策,移动信号增强器和对讲机的销售需要相关证书。 如果没有提供相关证书,相关的产品会被:

- 1st: 停止销售(无惩罚)
- 2nd: 删除产品(相应惩罚)

Mobile Signal Booster and Two-Way Radio (Insufficient Information Provided According To Local Regulations)

We will Suspend-Delete the listing under "Insufficient Information Provided According To Local Regulations" if the seller did not provide:

- Certificate of Type Acceptance for Radio Communications Equipment (RCE) for GSM/mobile
 signal boostors.
 - signal boosters

 NTC Accreditation Permit for Traders (NTC Permit Number) for Two-way Radio

1st Action: Suspend 2nd Action: Delete

Reason Code: Insufficient Information Provided According To Local Regulations



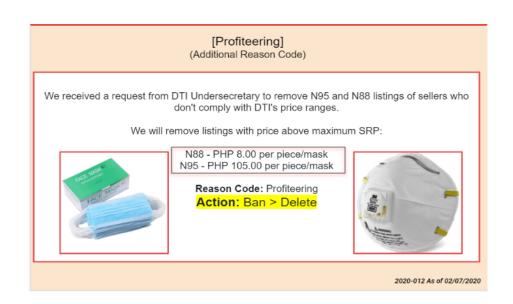


N88 & N95 Masks

N88/N95 口罩的销售定价不得超过 DTI 规定的最高的原价(每件 N88 口罩建议售价为 PHP8, N95 口罩建议售价为 PHP105)。

如果卖家价格超过规定的原价, 相关的产品会被:

- 1st: 停止销售(无惩罚)
- 2nd: 删除产品(相应惩罚



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Infringement

关于侵权的问题,卖家需要删掉没有经过品牌授权的产品。例如,Nike 和 Adidas 的假鞋以及假的内存卡等。 涉及侵权的产品将先被禁止并且卖家需要在七天内进行删除。否则,七天后系统会自行删除并扣分。

[New Reason Code]

(Intellectual Property Rights Infringement - Use of Copyrighted Material)

Listings containing any breach of Intellectual Property Rights (IPR) without proper permission from IPR owners are not allowed. This reason code gives sellers the chance to replace/remove the copyrighted material.

Reason Code:

Intellectual Property Rights Infringement - Use of Copyrighted Material

Action:

1st: Ban

2nd: If seller removes copyrighted material, PASS.
If seller keeps copyrighted material, DELETE
Note: System deletion after 7 days if no changes are made

2020-016 As of 02/14/2020

Change of Action - Authenticity Issue (Official shop), Authenticity Issue (Preferred Seller), Sexually Explicit Images in the Picture(S)

Official shop 以及 preferred seller,出现假货时,如果卖家在七天内没有修改或删除假冒商品,会被自动删除。

含有色情图片的 listing, 会给卖家替换图片的机会, 如果没有修改, 会被删除。

需要注意的是,CB 卖家是不允许卖成人用品的,所以主要针对内衣内裤,卖家需要把过于暴露的图片替换掉,否则会被删除

Change of Action (From Delete to Ban-Delete) Action for the Reason Codes below will be changed from Delete Tο 1st Action: Ban 2nd Action: Delete No. Reason Code Remarks To give sellers time to delete or dispute suspicious Authenticity Issue - Official Shop counterfeit listings. With auto deletion after 7 days. 2 Authenticity Issue - Preferred Seller To give sellers a chance to edit their category or replace their images to sell their product. 3 Sexually Explicit Images In The Picture(S) 2020-021 - As of 03/02/2020

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Additional Item for Profiteering

根据健康部门的规定,血氧仪的价格不得超过 P1000 价格高于 P1,000 的血氧仪被视为暴利,会被平台禁止然后删除



Additional Reason Codes

卖家需要保证图片与产品详情匹配,如果 CB 卖家没有删除或替换掉无关的图片,先被禁止再删除。

关于 Mall listings: 封面图片中的上图像或文本不能重叠,需要在正确的位置,且是完整的图片,不能是裁剪过的。

如果违反了以上 mall listings, 卖家会有两次机会修改, 同样是先被禁止再删除

Announcement			
Additional Reason Codes			
Reason Code	Description	Action	
Irrelevant Images	An image does not match with product listing detail. The seller needs to remove or replace the image to list item successfully. Type of Seller: CB, Normal, Preferred	1st Action: Ban 2nd Action: Delete	
Graphics concerns in Cover Image (Mall)	Graphics/texts are overlapping/not in correct location/cropped on the product in the cover image.	1st Action: Ban 2nd Action: Ban 3rd Action: Delete	
First 3 images must be the actual product (Mall)	Cover image must be the product only. 2nd and 3rd images must contain the actual product.	1st Action: Ban 2nd Action: Ban 3rd Action: Delete	



Prohibited listing - Product name, description, image & variation to be in English

Listing 允许使用菲律宾语, 但是 Product Name, Description, Image and Variation 必须是英语。视频、variation image 与其其他图片也推荐使用英语。

其中 cover image 只能包含英语,如果有任何外语字/汉字,listing 会被平台禁止并删除。

Announcement

[Allowing Filipino Words]

(Product name, description, image and variation should be in English)

Filipino words for listings are now allowed.

For better search engine results and category recommendations we still prefer English language.

For your reference regarding the reason code Product name, description, image and variation should be in English

Cover Image - We will Suspend/Delete the listing if the cover image of the product contains ANY other Foreign/Chinese characters.

Other images - if contains Foreign/Chinese characters, we will be passive.

We will PASS the listing if the cover image, title, description and variation do not have Foreign/Chinese characters.

Videos and variation images will also be counted as "other images"

Clarification - If the physical product has a foreign/chinese character, we are passive

2020-064 As of 05/21/2020

附录 **Appendix**

1. 菲律宾常见手机型号分享

- 1. Redmi Note 7
- 2. Redmi 7
- 3. Realme 3
- 4. Pocophone
- 5. Honor 10 Lite
- 6. Huawei Y6 Pro
- 7. Huawei Y7 Pro

2. 菲律宾常见汽车摩托车型号分

摩托车

- 1. Yamaha NMAX
- 2. Yamaha Sniper 150 MXi
- 3. Yamaha Mio i 125
- 4. Honda CLICK 125i
- 5. Suzuki Raider R150

- 6. Yamaha Mio Soul i 125
 7. Yamaha YZF R6
 8. Yamaha Mio
 9. Yamaha Mio Sporty
 10. Yamaha Mio Aerox 155

汽车

- 1. Toyota Vios
- 2. Mitsubishi Mirage

- Mitsubisti Mirage
 Toyota Innova
 Toyota Fortuner
 Toyota Wigo
 Mitsubishi Montero
 Toyota Hilux
 Nissan Navara

- 9. Mitsubishi Xpander
- 10. Toyota Hi-ace

3. P199 免运活动 (FSS199)

菲律宾 P199 免运活动已开始接受报名。活动周期是每月 16 号到下个月 15 号。参加活动的店铺产品将 获得 P199 免运(正常是 P500 免运)。活动期间所有订单需支付额外 5%的佣金(取消和退货的订单除 外)。

若您对活动感兴趣,请咨询客户经理报名参加。