



# 巴西市场周报

2020/7/13

## 近期活动安排：

LIQUIDAÇÃO DE **INVERNO** FRETE GRÁTIS Compras acima de R\$10 Free

INVERNO COM ATÉ 70% OFF  
PACOTE DE CUPONS  
**DE R\$77 OFF**

R\$40 R\$25 R\$12

Compre agora ▶

This banner features a yellow background with a pink hoodie, a watch, and a mug. Price tags for R\$40, R\$25, and R\$12 are shown. The text promotes a winter sale with up to 70% off and a coupon pack worth R\$77 off. A 'Free shipping' icon is also present.

LIQUIDAÇÃO DE **INVERNO** FRETE GRÁTIS Compras acima de R\$10 Free

PARA UMA CASA ACONCHEGANTE  
**R\$29 OFF COM O  
PACOTE DE CUPONS**

Compre agora ▶

This banner has a red background and shows a stack of storage boxes, a digital scale, and a plate. The text highlights a winter sale for home decor with a coupon pack worth R\$29 off. A 'Free shipping' icon is included.

LIQUIDAÇÃO DE **INVERNO** FRETE GRÁTIS Compras acima de R\$10 Free

PARA OS AMANTES DA TECNOLOGIA  
**ELETRÔNICOS COM  
ATÉ 70% OFF**

Compre agora ▶

This banner has a blue background and displays a smartwatch, earbuds, and a power bank. The text targets technology lovers with a winter sale and up to 70% off on electronics. A 'Free shipping' icon is also present.

## 正在进行：

Have fun and relax (7.13-7.19)

## 即将开始：





















Entertainment at home (7.20-7.26)





















Explore yourself (7.27-7.31)

## 上周热搜关键词:

Keyword	Translate CN	Translate EN
relógio	手表	clock
fone de ouvido sem fio	无线耳机	wireless headphones
fone de ouvido bluetooth	蓝牙耳机	bluetooth headset
tenis	运动鞋	sneakers
ferramentas	工具	tools
iphone	iphone	iphone
óculos	眼镜	glasses
bts	BTS	BTS
smartwatch	智能手表	smartwatch
fone	电话	phone
maquiagem	化妆品	make up
celular	电话	cell phone
moletom	运动裤	sweatpants
brinquedos	玩具	toys
iphone 7 plus	iphone 7 plus	iphone 7 plus
fone de ouvido	耳机	Earphone
decoração	装饰品	decoration
ring light	环形灯	ring light
luminária	灯具	light fixture
tv box	电视盒子	tv box

## CFS 热销商品:

 <p>7% OFF</p> <p>Moisturizing Firming Serum for Skin / Dilate...</p> <p>R \$ 14.99 R \$ 13.90</p> <p>474 sold</p>	 <p>16% OFF</p> <p>HBQ-17 Bluetooth Spor...</p> <p>Any 2 get BRL 2 off!</p> <p>R \$ 21.99 R \$ 18.50</p> <p>6.2 thousand sold</p>	 <p>Bluetooth</p> <p>53% OFF</p> <p>Smart Bulb E27 / E26 / B22 Colorful LED / RGB...</p> <p>R \$ 14.99 - R \$ 38.05</p> <p>Abroad</p>	 <p>47% OFF</p> <p>Waterproof Zipper / Quick Dry Men's...</p> <p>R \$ 50.50 - R \$ 58.50</p> <p>Abroad</p>	 <p>LAIKOU</p> <p>47% OFF</p> <p>Serum with Hyaluronic Acid for Pore Reduction...</p> <p>R \$ 32.99 R \$ 17.48</p> <p>1 sold</p> <p>Abroad</p>
 <p>87% OFF</p> <p>Silicone Case For iPhone...</p> <p>Any 2 enjoy 3% disco...</p> <p>R \$ 6.44 - R \$ 6.99</p> <p>67 sold</p> <p>Abroad</p>	 <p>51% OFF</p> <p>Y68 Bluetooth Smartwatch with Fitness...</p> <p>R \$ 60.00 R \$ 29.40</p> <p>268 sold</p> <p>Abroad</p>	 <p>56% OFF</p> <p>5pcs / Kit Velvety Lip Gloss / Waterproof Mat...</p> <p>R \$ 20.23 - R \$ 21.24</p> <p>Abroad</p>	 <p>44% OFF</p> <p>GTR-Kit for Nail Trimming / Manicure...</p> <p>R \$ 25.00 R \$ 13.99</p> <p>Abroad</p>	 <p>Bluetooth</p> <p>35% OFF</p> <p>Smart Band 115 Plus Waterproof / Heart Rate...</p> <p>R \$ 36.00 R \$ 23.40</p> <p>3 sold</p> <p>Abroad</p>
 <p>16% OFF</p> <p>8pcs Diamond Makeup Brush Set for Eyeshado...</p> <p>R \$ 27.46 R \$ 22.99</p> <p>1 sold</p> <p>Abroad</p>	 <p>59% OFF</p> <p>Sports Magnetic Bluetooth Stereo...</p> <p>R \$ 24.20 R \$ 10.00</p> <p>72 sold</p> <p>Abroad</p>	 <p>55% OFF</p> <p>IP67 / SmartWach 116 Plus Screen waterproof...</p> <p>R \$ 50.00 R \$ 22.30</p> <p>335 sold</p> <p>Abroad</p>	 <p>54% OFF</p> <p>Modern Men's Shirt / New Casual Blouse / ...</p> <p>R \$ 107.90 R \$ 49.50</p> <p>1 sold</p> <p>Abroad</p>	 <p>LAIKOU</p> <p>47% OFF</p> <p>Serum with 24k Gold Anti-Aging for Firmness...</p> <p>R \$ 29.46 R \$ 15.61</p> <p>Abroad</p>
 <p>29% OFF</p> <p>[Prompt Delivery] M163 Wireless Headset with...</p> <p>R \$ 18.40 R \$ 12.99</p> <p>56 sold</p> <p>Abroad</p>	 <p>26% OFF</p> <p>Electric / Automatic Pol...</p> <p>Any 2 get BRL 2 off!</p> <p>R \$ 25.50 R \$ 18.90</p> <p>186 sold</p>	 <p>39% OFF</p> <p>5 Gears Electric Toothbrush</p> <p>R \$ 61.99 R \$ 37.90</p> <p>3 sold</p>	 <p>50% OFF</p> <p>18 Pcs Wool Makeup Brushes Set with PK...</p> <p>R \$ 50.00 R \$ 25.00</p> <p>3 sold</p> <p>Abroad</p>	 <p>47% OFF</p> <p>Loose Sports Sweater with Text Print / Leisure...</p> <p>R \$ 49.00 R \$ 25.99</p> <p>1 sold</p> <p>Abroad</p>

 <p><b>41% OFF</b></p> <p>Imagic 1Pc Flawless Powder Makeup Spong...</p> <p>R \$ 8.33 R \$ 5.90</p> <p>65 sold Abroad</p>	 <p><b>70% OFF</b></p> <p>5 Pairs Handmade False Eyelash / Reusable / ...</p> <p>R \$ 4.99 - R \$ 8.59</p> <p>2 sold Abroad</p>	 <p><b>39% OFF</b></p> <p>Smart Watch / 116Plus...</p> <p>Any 2 enjoy 1% disco...</p> <p>\$ 29.50 - \$ 29.99</p> <p>3.1 thousa... Abroad</p>	 <p><b>66% OFF</b></p> <p>TWS Inpods 12 Wireless Headset with...</p> <p>R \$ 97.99 R \$ 33.50</p> <p>78 sold</p>	 <p><b>47% OFF</b></p> <p>STAGENIUS 18H Natural / Nude Liquid...</p> <p>R \$ 9.50 - R \$ 10.14</p> <p>17 sold Abroad</p>
 <p><b>31% OFF</b></p> <p>S530 Mini Sports Bluetooth Wireless...</p> <p>R \$ 21.50 R \$ 14.90</p> <p>1mil sold</p>	 <p><b>9% OFF</b></p> <p>Essential Vitamin C Liquid / Moisturizer / ...</p> <p>R \$ 15.90 R \$ 14.50</p> <p>272 sold</p>	 <p><b>80% OFF</b></p> <p>Rino3 Pro Android Smartphone with 5.8...</p> <p>R \$ 1,299.00 R \$ 261.00</p> <p>Abroad</p>	 <p><b>70% OFF</b></p> <p>Ring of Light / USB LED...</p> <p>Any 2 enjoy 2% disco...</p> <p>R \$ 30.00 - R \$ 52.00</p> <p>58 sold Abroad</p>	 <p><b>17% OFF</b></p> <p>Marvel Unisex Loose Hooded Sweatshirt</p> <p>R \$ 63.99 R \$ 53.11</p> <p>1 sold Abroad</p>
 <p><b>32% OFF</b></p> <p>TWS i30 Bluetooth 5.0 Wireless Headset with...</p> <p>R \$ 242.50 R \$ 42.99</p> <p>293 sold Abroad</p>	 <p><b>13% OFF</b></p> <p>PHOERA 10 Warna Liquid Foundation Matt...</p> <p>R \$ 22.50 R \$ 19.50</p> <p>329 sold Abroad</p>	 <p><b>56% OFF</b></p> <p>Smartband 116 Plus Digital / IP67 with Hear...</p> <p>R \$ 54.99 R \$ 24.00</p> <p>1 sold Abroad</p>	 <p><b>51% OFF</b></p> <p>Y68 / D20 Waterproof S...</p> <p>[Wholesale]</p> <p>R \$ 27.00 - R \$ 28.80</p> <p>67 sold Abroad</p>	 <p><b>83% OFF</b></p> <p>Small Simple / Retro W...</p> <p>Any 2 at \$ 19.99</p> <p>R \$ 9.50 - R \$ 13.99</p> <p>Abroad</p>
 <p><b>54% OFF</b></p> <p>TWS Wireless Bluetooth...</p> <p>Any 2 enjoy 5% disco...</p> <p>R \$ 95.00 R \$ 43.99</p> <p>57 sold Abroad</p>	 <p><b>73% OFF</b></p> <p>Set of Hooded Sweatshirt / Cat Print / ...</p> <p>R \$ 97.53 R \$ 25.99</p> <p>Abroad</p>	 <p><b>45% OFF</b></p> <p>Waterproof / Long-lasti...</p> <p>Any 3 enjoy 5% disco...</p> <p>R \$ 10.29 - R \$ 10.89</p> <p>2 sold Abroad</p>	 <p><b>39% OFF</b></p> <p>[READY TO DELIVER] Bleached Tooth Pen / ...</p> <p>R \$ 14.50 R \$ 8.90</p> <p>8 sold Abroad</p>	 <p><b>61% OFF</b></p> <p>TWS 17s Bluetooth 5.0 Wireless Headset with...</p> <p>R \$ 29.53 - R \$ 29.90</p> <p>155 sold Abroad</p>

## Health & Beauty 重点类目及价格段:

优先级	L2	Products	目标价格段 (BRL)
P0	make up	makeup accessories/ makeup case/brush sets (化妆刷套装)	10-40
P0	skin care	面部精华、去黑头仪、洁面仪	10-65
P1	make up	all	0-80
P1	skin care	all	0-80
P1	hair removal	脱毛产品, 剃须刀	0-200
P2	health care	口腔护理, 按摩仪器, 血氧仪等	0-150
P2	personal care	all	0-150
P2	hair care	染发产品, 染发工具, 发膜, 护发精油等 (不超过30ml)	0-150
P2	personal pleasure	all	0-80
P3	medical supplies	all	0-300
P3	barber shop	电吹风, 卷发棒	0-150

## Health & Beauty 热销商品:

