马来西亚市场周报
06-15

热搜关键词分享

热卖商品分享

主推项目

开放报名中的主题活动

其他卖家活动

违禁品B类说明

热搜关键词分享

Keyword	热门搜索 关键词	这周排名	上周排名	排名变化
women blouse	女衬衫	1	1	-
mask	口罩	2	2	-
blouse	衬衫	3	3	-
face mask	面罩	4	7	↑
storage rack	储物架	5	13	↑
iphone case	苹果手机壳	6	5	↓
iphone	苹果手机	7	8	↑
laptop	笔记本电脑	8	10	↑
air fryer	气炸锅	9	4	↓
huawei	华为	10	16	↑
sofa	沙发	11	6	↓
hoodie	连帽衫	12	9	↓
handbag	手提包	13	-	↑
wallpaper	壁纸	14	-	↑
ikea	宜家	15	11	↓
dress	连衣裙	16	-	↑
sling bag	手提袋	17	18	↑
realme	真我	18	-	↑
PS4	PS4	19	-	↑
kitchen rack	厨房置物架	20	-	↑

关键词样品图

热卖商品分享: 跨境闪购热卖产品

Toys, Kids & Babies				
	童装	奶瓶	童装	童装
	RM12.85	RM28.47	RM12.99	RM15.40
Health & Beauty				
	洗发水	温度计	温度计	护肤品
	RM74.00	RM35.80	RM38.00	RM57.30
Women Bags				
	手提包	手提包	手提包	手提包
	RM168.00	RM10.99	RM10.90	RM99.00
Home & Living				
	壁纸	窗帘	窗帘	壁纸
	RM0. 38	RM18.00	RM18.00	RM6.19
Mobile & Gadgets				
	手机	LED 灯	手机壳	手机
	RM299.00	RM67.11	RM7.25	RM819.00
Home Appliances				
	缝纫机	天线	搅拌机	智能电视
	RM185.00	RM269.10	RM31.99	RM36.90

热卖商品分享: 本地闪购热卖产品

Toys, Kids & Babies				
	清洁剂	奶容器	婴儿湿巾	奶粉
	RM10.50	RM5.76	RM11.00	RM191.00
Health & Beauty				
	护肤品	护肤品	蛋白饮料	护肤品
	RM58.50	RM69.20	RM73.90	RM50.00
Women Bags				
	手提包	手提包	手提包	手提包
	RM24.90	RM49.00	RM7.20	RM7.29
Home & Living				
	抹地桶	电脑椅	容纳盒	衣架
	RM22.50	RM399.00	RM2.54	RM23.40
Mobile & Gadgets				
	手机	手机	手机	手机
	RM959.00	RM329.00	RM599.00	RM599.00
Home Appliances				
	吸尘器	电视机	压力锅	智能电视
	RM879. 00	RM838. 00	RM219. 99	RM135. 00

主推项目: 新冠期间主推二级类目

文字版 Focus L2 价格区间与关键词

Main Category	Sub Category	Price Group	Keyword 1	Keyword 2	Keyword 3
Baby & Toys	Baby Clothing	Group 03 (5,10]	baby romper	baby one piece	baby pajamas
Baby & Toys	Baby Clothing	Group 04 (10,15]	baby romper	baby one piece	baby set
Baby & Toys	Kids Sports & Outdoor Play	Group 04 (10,15]	inflatable playmat	play tent	play set
Baby & Toys	Girls Fashion	Group 03 (5,10]	dress	girl pants	girl shirt
Baby & Toys	Girls Fashion	Group 04 (10,15]	dress	pajamas	baby set
Baby & Toys	Boys Fashion	Group 03 (5,10]	T-shirt	pajamas	boy pants
Baby & Toys	Baby & Toddler Play	Group 03 (5,10]	toy	playmat	early learning
Baby & Toys	Baby & Toddler Play	Group 04 (10,15]	toy	playmat	music
Baby & Toys	Kids Fashion Accessories & Bags	Group 02 (1,5]	hat	bag	watch
Computer & Accessorie	Computer Accessories	Group 03 (5,10]	gaming mouse	mouse	mousepad
Computer & Accessorie	Network Components	Group 07 (30,50]	modem	adapter	router
Games, Books & Hobbie	Musical Instruments	Group 08 (50,100]	guitar	ukulele	kalimba
Games, Books & Hobbie	Musical Instruments	Group 09 (100,200]	keyboard	piano	
Gaming & Consoles	Controllers	Group 08 (50,100]	controller	playstation	ps4
Health & Beauty	Men's Grooming	Group 08 (50,100]	shaving	hair trimmer	hair clipper
Health & Beauty	Men's Grooming	Group 05 (15,20]	shaving	hair trimmer	hair clipper
Health & Beauty	Men's Grooming	Group 06 (20,30]	shaving	hair trimmer	hair clipper
Health & Beauty	Men's Grooming	Group 07 (30,50]	shaving	hair trimmer	hair clipper
Health & Beauty	Eye Make Up	Group 01 [0,1]	Eyeliner	Eyebrow Pencil	Eyelash Curler
Health & Beauty	Eye Make Up	Group 02 (1,5]	Eye Shadow	Eyelashes	Mascara
Health & Beauty	Brushes & Beauty Tools	Group 03 (5,10]	Electric Face Cleanser	Brush	Eyebrow Trimmer
Health & Beauty	Brushes & Beauty Tools	Group 04 (10,15]	Blackhead Remover	Blackhead Vacuum	Epilator
Health & Beauty	Eye Make Up	Group 05 (15,20]	Eye Shadow	Eye Shadow Palette	Eye Makeup Paletti
Health & Beauty	Brushes & Beauty Tools	Group 01 [0,1]	cosmetic puff	makeup puff	sponge
Health & Beauty	Brushes & Beauty Tools	Group 02 (1,5]	hair scissors	razor	brush
Health & Beauty	Face Make Up	Group 01 [0,1]	Concealer	Blusher	
Health & Beauty	Face Make Up	Group 03 (5,10]	Loose Setting Powder	Concealer	Foundation
Health & Beauty	Face Make Up	Group 05 (15,20]	Primer	Foundation	Makeup Set
Health & Beauty	Face Make Up	Group 06 (20,30]	Foundation	Makeup Set	
Health & Beauty	Face Make Up	Group 06 (20,30]	Foundation	Makeup Set	
Home & Living	Home Improvement	Group 02 (1,5]	hook	plug	gardening
Home & Living	Housekeeping & Laundry	Group 02 (1,5]	hanger	garbage bag	washing machine
Home & Living	Kitchen & Dining	Group 02 (1,5]	mixer	baking	cookware
Home & Living	Kitchen & Dining	Group 03 (5,10]	mixer	baking	cookware
Home & Living	Kitchen & Dining	Group 04 (10,15]	cutting tool	cutter	
Home & Living	Kitchen Storage	Group 02 (1,5]	container	storage	zip lock
Home & Living	Kitchen Storage	Group 03 (5,10]	storage	jar	
Home & Living	Kitchen Storage	Group 04 (10,15]	rack		
Home & Living	Lighting	Group 03 (5,10]	outdoor light	ceiling light	decorative
Home & Living	Lighting	Group 04 (10,15]	table lamp	wall light	
Home & Living	Home Decor	Group 02 (1,5]	curtain tie	wall paper	wall sticker
Home & Living	Home Decor	Group 03 (5,10]	carpet	curtain	chair cover
Home Appliances	Cooling & Heating	Group 06 (20,30]	fan	purifier	humidifier
Home Appliances	Cooling & Heating	Group 07 (30,50]	fan	purifier	humidifier
Home Appliances	Small Kitchen Appliances	Group 07 (30,50]	blender	cooker	mixer
Home Appliances	Small Kitchen Appliances	Group 06 (20,30]	blender	cooker	mixer
Men Clothes	Innerwear	Group 03 (5,10]	boxer	brief	underwear
Men Clothes	Pants	Group 05 (15,20]	shorts	pants	jeans
Men Clothes	Shirts	Group 05 (15,20]	kemeja lelaki	plain shirt	floral shirt
Men Shoes	Sandals & Flip Flops	Group 03 (5,10]	sandals	selipar	slippers
Mobile & Accessories	Selfie Accessories	Group 02 (1,5]	selfie light	tripod	selfie stick
Mobile & Accessories	Selfie Accessories	Group 03 (5,10]	selfie light	tripod	selfie stick
Mobile & Accessories	Cases & Covers	Group 03 (5,10]	case	cover	
Mobile & Accessories	Audio	Group 03 (5,10]	earbuds	wireless earbuds	speaker
Mobile & Accessories	Wearables	Group 06 (20,30]	smart watch	fitness tracker	
Muslim Fashion	Hijab	Group 03 (5,10]	hijab	bawal	shawl
Women Clothes	Pants & Shorts	Group 03 (5,10]	pants	trousers	shorts
Women Clothes	Tops	Group 04 (10,15]	blouse	t shirt	korean
Women Shoes	Sandals & Slippers	Group 03 (5,10]	sandals	flip flops	slippers

主推项目: 新冠期间主推二级类目

图文并茂 PPT版 Category Bible

可以联系**Shopee客户经理**提供完整版

Muslim Fashion

- Hijab

Price Range	Sample SKUs				
RM5 - RM10					
	Bawal	Bawal	Bawal	Instant Hijab	Shawl
	RM 9.79	RM 4.30	RM 4.35	RM 6.48	RM 11.36
• **Description:** Simple, plain, elegant, hijab, tudung bawal					
• **Opportunity for CB:** To upload hijab that can be used on any occasions (working adults etc)					

主推二级类目产品上传奖励

- 为了鼓励产品上传, 我们将选择一些拥有指价格范围和关键字的主推二级类目返利付费广告
- 每个二级类目上传最多的5家商店将获得20美元的付费广告抵免额
- 可以联系**Shopee客户经理**提供每周奖励的二级类目

开放报名中的主题活动: 首页专区活动

活动时间	活动名称	活动入口
06月12日- 06月19日	Lowest Price Guaranteed	
06月15日- 06月22日	Global Free Shipping (仅 FSS 卖家可参加)	
06月15日- 06月22日	RM1 Deals	
06月15日- 06月22日	Men's Sale	
06月15日- 06月22日	Daily Coins Rewards	
06月15日- 06月22日	Livestream	
06月20日- 06月22日	Massive Deals Inside	

开放报名中的主题活动: 6 & 7 月活动

活动时间	活动名称	关键信息
06月18日	6.18 Campaign	• RM6 Vouchers • RM0.66 Deals
06月22日- 07月07日	7.7 Mega Sale	• Daily RM 7 Deals • RM0.77 Deals

其他卖家活动

Free Shipping Special (FSS)

- 长期（至少3个月）
- 每月奖励 1X CFS
- RM19 SKU tag
- 每月至少一个额外FSV
- 定期免运门槛降到 RM10
- 定期GFS Circle单独曝光

Shopee 直播

目前所有店铺均已开通直播入口，所有卖家通过卖家中心均可直播，支持中文直播

直播项目		
1.Shopee Produce 报名条件：1.1总预算RM2500 no mini spend voucher 1.2 寄送5个直播产品到马来西亚办公室		
2. Seller Produce	2.1	Free voucher program (KAM报名) Shopee提供100张cashback voucher
	2.2	Shopee Live Day (KAM报名) Shopee提供100张cashback voucher
MY卖家直播教学手册		
MY直播成功案例分享		

违禁品B类说明

- 箭（箭头）
- 强力磁铁
- 纯电池，例如充电宝、外置电池等，包括单独的纽扣电池和高容量电池（一般大于8000mAh）
- 蜡烛
- 枪型小饰品
- 刀具/剑模型（饰品）
- 球类（充气）
- 油漆
- 粉末
- 电子烟及配件（如烟油等）
- 含酒精类（非纯酒精，如酒精棉等）
- 喷雾
- 胶水
- 药膏贴（艾草贴、足贴等）
- 牙粉
- 电动平衡车
- 保健品
- 颜料（易燃）
- 食品（包括宠物食品）
- 香薰类（艾草熏香、蚊香、檀香、烧香等）
- 竹炭类
- 香水、精油
- 润滑油、机油
- 干燥剂
- 香料
- 在运输途中意外开启并导致发光、发热以及发出声响的带电产品
- 所有药品
- 赌具（扑克牌、骰子、筹码等）
- 成人用品
- 指甲油（包括甲油胶）
- 卸甲水（油）
- 液体（>200ml）
- 所有含大麻、大麻叶成分的产品（包括不仅限于CBD、THC、Hemp、Cannabis）