



新加坡市场周报（19/10/2020）

新加坡仿冒品整改

新加坡站点将会对仿冒品进行更严格的规范，即日起请继续督促受影响的卖家对店铺产品线进行整改，产品标题/描述/brand attribute 均不能出现品牌名称。本周开始 content team 将会冻结不符合规定的产品，重复上架仿冒产品将会得到罚分。另外，在九月底小米品牌方投诉有很多商家在非小米品牌的产品上使用小米的 logo 以及小米品牌名称。请督促受影响的卖家在 **10 月 20 号** 以前删除掉任何带有小米 logo 的商品图片以及整改任何带有小米字样的商品名称，否则此类卖家会收到处罚分。

新加坡返现计划（Cash Back）

Cashback 报名截止日期为每周四。每周日将开放 cashback FD Sunday，已参与返现计划的商家可以参与通过后台报名。现在每个 CFS 时间段将会定量开放和预留 0.99 新币，3.99 新币，5.99 新币 CFS 给参加了 Cashback 的卖家。请鼓励卖家继续报名。

新加坡 11.11 大促更新

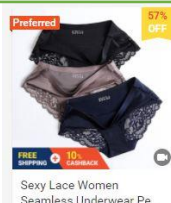
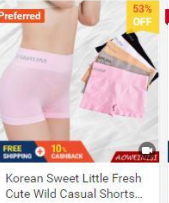
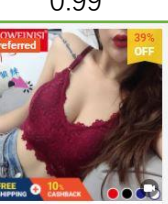
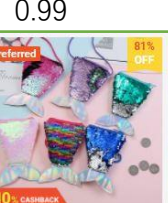
11.11 期间，新加坡市场会安排多场价格点包括 0.99、1.99、3.99 等，以及 0.99 秒杀接力活动。请多帮忙选报此类的产品来支持双 11 期间的各类秒杀活动，由于秒杀时间段较多，选品将会有大几率被选上首页秒杀活动。如有任何问题和需要更多详情，请与各个类目的负责人联系。此外，12.12 秒杀坑位以及秒杀礼包已开始上线销售，有兴趣的卖家可以和各个类目负责人联系。

上周关键词汇总（根据搜索热度排序，同时搜索次数>100）：

（Top Keywords）

keyword	category	subcategory
iphone 12	N.A.	N.A.
kids mask	N.A.	N.A.
foodpanda	N.A.	N.A.
tops women	N.A.	N.A.
iphone 11 case	N.A.	N.A.
adidas	N.A.	N.A.
airpods pro	N.A.	N.A.
mini fridge	N.A.	N.A.
bicycle	N.A.	N.A.
airpods case	N.A.	N.A.
iphone case	N.A.	N.A.
face mask	N.A.	N.A.
dress	N.A.	N.A.
grab	N.A.	N.A.
mask	N.A.	N.A.
grabfood	N.A.	N.A.
grab vouchers	N.A.	N.A.
oversized tee	N.A.	N.A.
iphone 12 case	N.A.	N.A.
casio watch	N.A.	N.A.

上周秒杀热卖分享(CB \$0.99)

 KAXOE 3 In 1 Liquid Silic...	 Aluminum Alloy For Ipad Universal Mobile Phone	 Baseus Fast Charging Ca...	 TOPK F20 Noise Isolating In-Ear Earphones	 Mini Phone Tripod, Phone Camera Tripod and
0.99	0.99	0.99	0.99	0.99
 Sexy Lace Women Seamless Underwear Pe...	 KAXOE 5A Fast Charger L...	 Baseus Magnetic USB Ca...	 Cartoon Mask Storage Box Dustproof	 Stainless Steel Shower Hose
0.99	0.99	0.99	0.99	0.99
 Portable Waterproof Fabric Basket	 KUULAA Power Bank Sto...	 100pcs Disposable Garbage Bags For Kitch...	 Korean Sweet Little Fresh Cute Wild Casual Shorts...	 Laptop Webcam Cover SL...
0.99	0.99	0.99	0.99	0.99
 3 Beige Plus Long Line Charging Line For Iphone...	 Richu, Spoon and chopsticks/two portable...	 Spot girl's vest, baby's cotton sleeveless baby...	 Carry Case for Poke Ball ...	 Women's Seamless Silk Panty
0.99	0.99	0.99	0.99	0.99
 KUULAA USB Type C to U...	 Australia Silk Lace V-neck Hollow Beauty Back Bra	 【 Raya 】 Apple Lightning to USB Cable (1 m)	 Silicone Watch Band for Apple Watch Series 6 / S...	 KAXOE 3A Fast Charger ...
0.99	0.99	0.99	0.99	0.99
 Cute Cartoon Print Kids C...	 Baby Girl Mermaid Sequi...	 Colorful Printed Foldable Bag	 Sunshine Girl Japanese and Korean Cu...	 Boys Kids Toddler Super...
0.99	0.99	0.99	0.99	0.99

上周秒杀热卖分享(CB,非 0.99)

 N9 Handheld Small Fan D... 44% OFF FREE SHIPPING 10% CASHBACK Any 2 enjoy \$1.66 off	 Australia Silk Strap Top Sweet Ultra-clear Thin Br... 99% OFF FREE SHIPPING 10% CASHBACK	 Cute Massage Comb Hai... 38% OFF FREE SHIPPING 10% CASHBACK	 Disposable Mask Storage Box PP Silver Ion... 30% OFF FREE SHIPPING 10% CASHBACK	 Ready Stock 3-12Y Boys Girls Thin Casual Long... 82% OFF FREE SHIPPING 10% CASHBACK
1.40	0.99	2.00	0.98	2.99
 kissy内衣女无钢圈文胸... 44% OFF FREE SHIPPING Any 2 enjoy \$1.66 off	 Webcam Cover Universal ... 83% OFF FREE SHIPPING Add-on Deal	 Frozen Children Cartoon Watch Princess Watches... 48% OFF 10% CASHBACK	 Anti-dust Face Mask 50 p... 89% OFF 50 pcs 24h SHIP OUT Add-on Deal	 4pcs Bed Sheet Mattress Cover Blankets Grippers... 98% OFF 10% CASHBACK
20.02	0.49	1.99	4.99	1.00
 for iPhone 12 Pro Max IP... 41% OFF FREE SHIPPING 10% CASHBACK Any 2 enjoy 10% off	 Stainless Steel Anti-explosion Encryption... 36% OFF FREE SHIPPING 10% CASHBACK	 Polka Dot Cotton Elastic Waist Casual Shorts 52% OFF FREE SHIPPING 10% CASHBACK	 Cute plush hair ring pearl ... 68% OFF FREE SHIPPING 10% CASHBACK Any 4 at \$2.86	 Qualcomm Quick 3.0 Wall 4 Port USB Fast Charging... 76% OFF 10% CASHBACK Quick Charge 3.0
0.69	1.00	1.99	0.50	3.99
 Japan Honeycomb Warm... 74% OFF FREE SHIPPING Any 3 enjoy \$0.30 off	 ★Ready Stock★ Japan 1... 71% OFF FREE SHIPPING 10% CASHBACK Any 4 enjoy 5% off	 Summer New Women Co... FREE SHIPPING 10% CASHBACK Any 3 enjoy 1% off	 2M 20LED Battery LED Pl... 91% OFF FREE SHIPPING 10% CASHBACK Add-on Deal	 Ice Silk Sexy Seamless P... 48% OFF FREE SHIPPING 10% CASHBACK Any 2 enjoy 15% off
1.99	1.00	3.95	1.00	0.99
 Canvas Portable Insulation Lunch Pack Lunch Bag... 99% OFF FREE SHIPPING 10% CASHBACK Any 2 enjoy 5% off	 New Pattern Mini Fan Cute Portable Handheld USB... 29% OFF FREE SHIPPING 10% CASHBACK	 CE 50pcs Face Mask Disposable Earloop 3ply... 93% OFF 10% CASHBACK	 Fast delivery Hot Sale 34... 95% OFF FREE SHIPPING 10% CASHBACK Add-on Deal	 Bathroom Racks Wall Hanging Bathroom Sucti... 39% OFF FREE SHIPPING 10% CASHBACK
1.12	1.40	3.59	3.49	1.00
 Elastic Bunion Sleeve Pro... 62% OFF FREE SHIPPING Any 3 enjoy \$0.30 off	 SWEJAR Mini Ceramic ... 34% OFF FREE SHIPPING 10% CASHBACK Any 3 enjoy 8% off	 Air Humidifier Water Soluble Essential Oil... 41% OFF FREE SHIPPING 10% CASHBACK	 Alshone Plain Color Pillo... 68% OFF 10% CASHBACK Any 4 enjoy 4% off	 Small night light environmental induction... 66% OFF FREE SHIPPING 10% CASHBACK
1.20	1.00	1.00	1.00	1.00

上周秒杀热卖分享(本地)

[Gong Cha] 1 x Pearl Milk Tea (Medium) 29% OFF Sold by SHOPBACK	Takeaway Jollibean 3 for ... 33% OFF Redeem in-s... Support L...	Takeaway Jollibean 2 So... 12% OFF Redeem in-s... Support L...	Exclusive Takeaway Brow... 18% OFF Redeem in-s... Support L...	Takeaway Sushi Deli Calif... 18% OFF Redeem in-s... Support L...
1.00	1.00	1.40	1.70	1.50
Ramburger off peak burg... 43% OFF Support Local	New Moon Bird's Nest wi... 58% OFF FREE SHIPPING + 10% CASHBACK Support Local	[Buy 6pcs Free 6pcs] AB... 53% OFF FREE SHIPPING + 10% CASHBACK Support Local	Takeaway 1-for-1 Earl Gre... 50% OFF Email/SMS re... Support L...	Carlsberg Green Label Be... 17% OFF 10% CASHBACK Add On Deals
1.00	58.90	18.80	4.00	43.80
Fragrance: 500g Sliced T... 33% OFF FREE SHIPPING + 10% CASHBACK Support Local	Singlon Disposable Medi... 72% OFF FREE SHIPPING + 10% CASHBACK Support Local	Tiger Lager Beer Can, 32... 14% OFF FREE SHIPPING + 10% CASHBACK Free Gift	5 Stars 5 Stars 5 Stars ... 80% OFF FREE SHIPPING Support Local	[The Soy Inc] 2 x Soy Pudding 41% OFF Sold by SHOPBACK
18.81	8.50	43.80	6.66	1.00
Takeaway Jollibean Matc... 19% OFF Redeem in-s... Support L...	803 Thai Food Weekday ... 50% OFF Redeem in-s... Support L...	(NEW YEAR SPECIAL) Go... 58% OFF FREE SHIPPING + 10% CASHBACK Support Local	Miracle Copper Socks An... 58% OFF FREE SHIPPING + 10% CASHBACK Support Local	adidas Must Haves French Terry Badge of Sport Pan... 25% OFF FREE SHIPPING + 10% CASHBACK
1.00	8.00	3.90	1.90	35.00
adidas RUNNING Senseboost GO Shoes... 25% OFF FREE SHIPPING + 10% CASHBACK \$179.99 \$127.50	*Autumn Limited Edition*... 12% OFF FREE SHIPPING + 10% CASHBACK Add-on Deal \$16.99 \$14.99	adidas ORIGINALS Superstar Foundation... 12% OFF FREE SHIPPING + 10% CASHBACK \$140.00	[EMICAKES] 500g Milo F... 19% OFF FREE SHIPPING + 10% CASHBACK Support Local Add-on Deal \$29.00	Peranakan Exclusive Ca... 19% OFF Redeem in-s... Support L... \$19.99 \$9.60
85.00	14.90	70.00	19.90	6.70
6" Hyped Basque Burnt O... 10% CASHBACK Support Local Add-on Deal \$24.90 - \$29.90	[NEW AUG STOCK] 瑞记... FREE SHIPPING Support Local whole sale \$19.99 \$9.99	Mattress Protector / Single / Super Single / Queen / ... FREE SHIPPING + 10% CASHBACK Support Local Queen / King \$12.90 - \$15.90	KUNDAL Premium Nature Shampoo 500ml 10% CASHBACK Support Local Add-on Deal \$47.99 \$10.50	adidas Big Logo Tee Women Black GK3330 19% OFF Support Local Million \$ Discount BRANDS AT LOWEST PRICE \$40.00
27.54	9.50	12.65	9.10	20.00

上周全品类热卖分享:

Automotive: <https://shopee.sg/collections/150959/>

Beauty: <https://shopee.sg/collections/150956/>

Camera: <https://shopee.sg/collections/150952/>

Collectible: <https://shopee.sg/collections/150944/>

Computer: <https://shopee.sg/collections/150946/>

Home Appliance: <https://shopee.sg/collections/150949/>

Men Clothes: <https://shopee.sg/collections/150942/>

Men Shoes: <https://shopee.sg/collections/150965/>

Men Bags: <https://shopee.sg/collections/150966/>

Non-clothes Fashion: <https://shopee.sg/collections/150939/>

Pets: <https://shopee.sg/collections/126039/>

Sports & Outdoors: <https://shopee.sg/collections/150958/>

Toys, Kids & Babies: <https://shopee.sg/collections/126037/>

Video Games: <https://shopee.sg/collections/72230/>

\$1 CFS Best Sellers: <https://shopee.sg/collections/204801/>