



巴西市场周报

2020/6/15

近期活动安排:

DIA DOS NAMORADOS **FRETE GRÁTIS** **Free**
Compras acima de R\$10

BELEZA DAS ESTRELAS
+PACOTE DE CUPONS DE R\$30
PRESENTES PARA O SEU AMOR

Compre agora ▶

DIA DOS NAMORADOS **FRETE GRÁTIS** **Free**
Compras acima de R\$10

DIA DOS ELETRÔNICO
PACOTE DE CUPONS DE R\$50

ATÉ 90% OFF

Compre agora ▶

DIA DOS NAMORADOS **FRETE GRÁTIS** **Free**
Compras acima de R\$10

DIA DE LAR E DECORAÇÃO
PACOTE DE CUPONS DE R\$63

ATÉ 90% OFF

Compre agora ▶

正在进行:

Valentine's day past pole (6.15-6.21)

即将开始:

Hello winter (6.22-6.28)

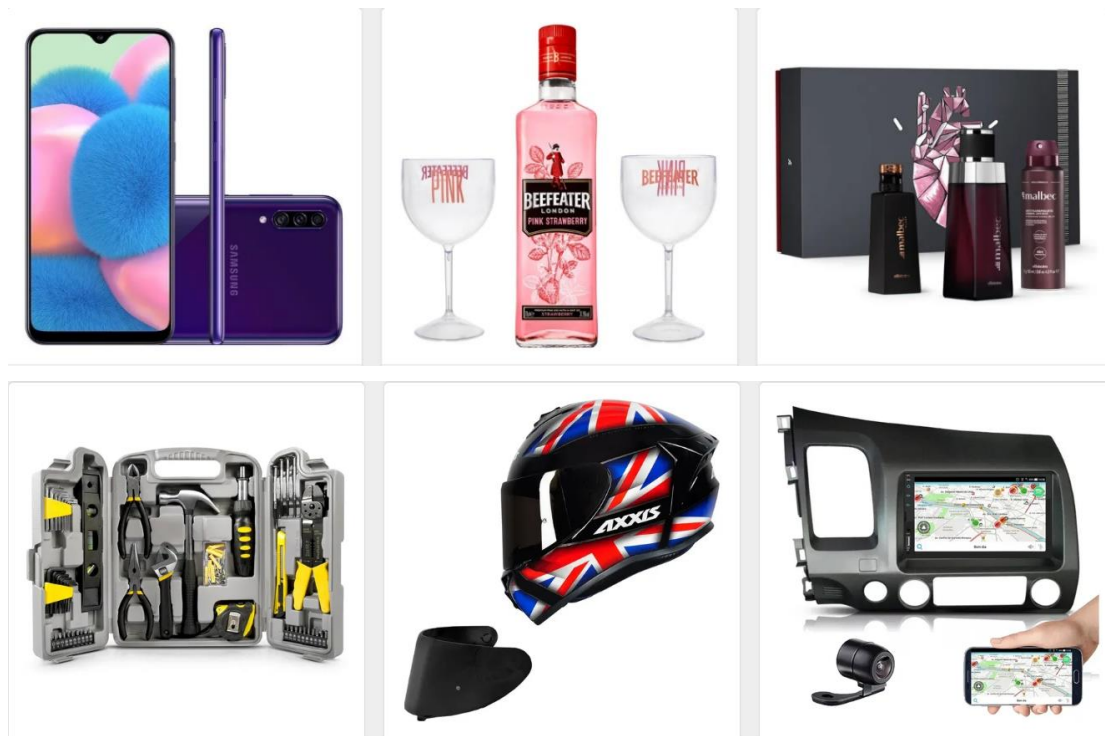
Surprise for your family (6.29-7.5)

竞品网站近期主推活动分析：

(1) MELI:

- Environment week:** live organic、home & deco、H&B、recycled products 、housewares、style with conscience、vegetable gardens and compost、cell phones
- Valentine's Day:** smartphone、skincare、tools





(2) AliExpress:

-Valentine's Day: love at the first click
gifts up to 60% off and 6x without interest

-Trend Festival: Pajamas, Bags, Shoes, fashion, toys, Jewelry and Watches





(3) Americanas:

-Sale: up to 60% off + up to 12x without interest

-super offers of the sale with the american card:

up to 24 interest-free + cashback

beauty and perfumery, home appliances, Computing and accessories, small appliances, books

-Valentine's Day: Americanas Prime

The ideal gift with free shipping

1. Free shipping-you find the perfect gift and leave the freight with us
2. Every Thursday many super offers valid for 24h for prime customers



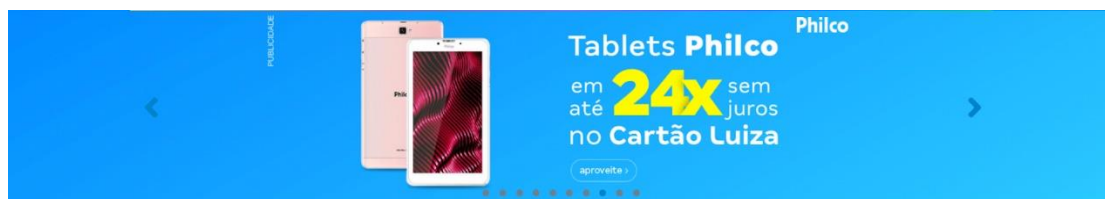
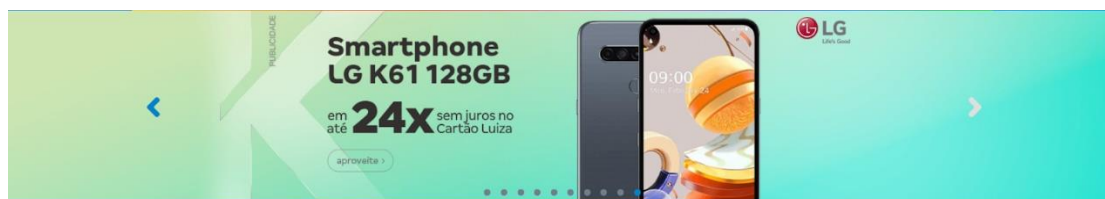
(4)Magazine Luiza:

- Valentine's day-up to 70% off:

- 1.Fashion: up to 70% off;

2. Books: R\$99-20;

-**Luiza card:** up to 24x free-interest with 3C brands.





上周热搜关键词：

Keyword	Translate CN	Translate EN	本周排名	上周排名
maquiagem	化妆品	make up	1	1
celular	电话	cell phone	2	2
relógio	手表	watch	3	4
ring light	环形灯	ring light	4	5
moletom	运动裤	sweatpants	5	3
fone de ouvido	耳机	Earphone	6	6
tenis	运动鞋	sneakers	7	8
iphone	iphone	iphone	8	9
óculos	眼镜	glasses	9	10
notebook	笔记本	notebook	10	13
fone	电话	phone	11	14
tapete	地毯	carpet	12	12
tv box	电视盒子	tv box	13	15
cozinha	厨房	kitchen	14	16
bolsa	手拿包	handbag	15	20
bts	BTS	BTS	16	17
fone bluetooth	蓝牙耳机	Bluetooth phone	17	new in
pincel de maquiagem	化妆刷	Makeup brush	18	new in
tablet	平板电脑	tablet	19	18
papel de parede	墙纸	Wallpaper	20	19

CFS 热销商品:

 40% OFF Round Bag with Single Shoulder Strap... R\$ 45.80 R\$ 27.48 ♥	 64% OFF 1M / 2M / 3M / 5M Fairy LED String of Copper... R\$ 11.90 R\$ 7.50 ♥ ★★★★★ 536 sold	 32% OFF Smart Bracelet / Smart Watch 116 Plus BT with... R\$ 28.16 - R\$ 29.33 ♥	 23% OFF TWS BTH-130 Bluetooth Stereo Wireless Heads... R\$ 42.35 - R\$ 42.50 ♥ ★★★★★ 17 sold	 30% OFF [Prompt Delivery] Modern Canvas Should... R\$ 41.00 R\$ 28.70 ♥ ★★★★★ 5 sold
 71% OFF Classic Canvas Women's Shoulder Bag / Open B... R\$ 68.50 R\$ 19.99 ♥ ★★★★★ 7 sold	 49% OFF [COD + ready stock] Ultra lightweight wireless... R\$ 22.50 R\$ 11.50 ♥ ★★★★★ 1.8 thousa...	 78% OFF 【Exclusive for new us... Any 2 get 5% off!】 R\$ 140.90 R\$ 31.50 ♥ ★★★★★ 2.7 thousa...	 46% OFF PEONY 10 Pieces / Kit Icing Nozzles for Cake... R\$ 18.60 R\$ 10.00 ♥	 67% OFF Stereo Magnetic Sports... Any 2 get 5% off!】 R\$ 44.50 R\$ 14.90 ♥ ★★★★★ 36 sold
 44% OFF Facial Hyaluronic Acid ... Any 2 enjoy R\$ 1.00 d... R\$ 40.00 R\$ 22.40 ♥	 54% OFF Matte Pudaier Lipstick ... Any 2 enjoy 15% disc... R\$ 22.99 R\$ 10.50 ♥	 56% OFF 4 Pcs Kit Matte Liquid Lipstick / Waterproof / ... R\$ 67.79 R\$ 29.99 ♥	 31% OFF 20 Piece Wool Makeup Brush Set / Bathroom Kit R\$ 36.00 R\$ 25.00 ♥ ★★★★★ 18 sold	 55% OFF Facial Blackhead Removal Machine for... R\$ 46.99 - R\$ 47.19 ♥
 44% OFF Wireless Electric Vibrator for G-Spot Massage / ... R\$ 36.00 R\$ 19.99 ♥	 39% OFF QUIKSILVER UV400 Lig... Any 2 get 5% off!】 R\$ 44.50 R\$ 28.50 ♥ ★★★★★ 2.4 thousa...	 26% OFF Gravity.my Mark Repair ... Any 2 get 5% off!】 R\$ 16.90 R\$ 12.50 ♥ ★★★★★ 5 sold	 45% OFF Small Square Bag / Transparent / 6 Colors... R\$ 46.60 R\$ 25.63 ♥	 46% OFF Professional Makeup Brush Set for Eyeshado... R\$ 55.00 R\$ 29.50 ♥ ★★★★★ 3 sold

 51% OFF TWS Wireless Bluetooth Stereo Headphones... R \$ 95.00 R \$ 46.99 ★★★★★ 7 sold	 57% OFF 5 in 1 Electric Trimmer for Hair Removal / Hair... R \$ 70.70 R \$ 30.29 ★★★★★ 1 sold	 50% OFF Silicone Brush / Double Sided / 3D for Deep... R \$ 28.59 R \$ 14.29 ★★★★★ 1 sold	 46% OFF 18 Pcs Wool Makeup Brushes Set with PK... R \$ 50.00 R \$ 27.00 ★★★★★ 1 sold	 45% OFF EVERYSTEP Infant Cott... Any 5 enjoy 5% disco... R \$ 40.00 R \$ 22.00 ★★★★★ 1 sold
 31% OFF TS Waterproof Torpedo Shape Vibrator / G-Spot... R \$ 17.73 - R \$ 17.92 ★★★★★ 1 sold	 71% OFF 1 Pcs Langsir Curtain Magnet Woven Rope B... R \$ 32.99 R \$ 9.50 ★★★★★ 230 sold	 63% OFF New Buyer Exclusive Y68 USB Sports Waterproof... R \$ 100.00 R \$ 36.99 ★★★★★ 343 sold	 23% OFF MAANGE 15Pcs / Mak... Any 3 enjoy 5% disco... R \$ 32.15 R \$ 24.75 ★★★★★ 1 sold	 84% OFF Bluetooth Wireless Mag... Any 2 get 5% off! R \$ 107.90 R \$ 16.99 ★★★★★ 47 sold
 66% OFF 1/5 / 10M Waterproof USB LED Light Wire... R \$ 15.90 R \$ 9.50 ★★★★★ 36 sold	 7% OFF Selfie Ring Light 36 LED... Any 2 get 5% off! R \$ 19.50 R \$ 18.50 ★★★★★ 389 sold	 Wholesale Creative / Colorful / Gol... R \$ 8.90 ★★★★★ 1 sold	 20% OFF BOBORA Lovely Woole... Any 2 get 5% off! R \$ 20.50 R \$ 16.50 ★★★★★ 127 sold	 48% OFF Y68 Bluetooth Smartwatch with Fitness... R \$ 60.00 R \$ 31.00 ★★★★★ 51 sold
 70% OFF Heat Packing Plastic S... Any 4 enjoy R \$ 5.00 d... R \$ 43.13 R \$ 12.99 ★★★★★ 1 sold	 1 Set 5 Colors (4 styles) 5Pcs Matte / Velvety Liquid Lip Lipstick Set / ... R \$ 34.00 ★★★★★ 1 sold	 52% OFF Professional White LED... Any 2 get 5% off! R \$ 69.90 R \$ 33.50 ★★★★★ 134 sold	 34% OFF 216 Pcs Colorful 3mm Magnetic Balls / Magic... R \$ 29.10 R \$ 19.30 ★★★★★ 1 sold	 79% OFF Smart Watch GLOBAL ... Any 2 get 5% off! R \$ 144.50 R \$ 30.50 ★★★★★ 668 sold

Health 品类概览：

• 消费群体

- 巴西站点 Health 品类主要消费客群年龄层在 19-34 岁，女性用户占大部分

• 消费特点

- 受疫情影响，四月以来 Health 品类的 ado 上涨了 34%
- 巴西人很重视牙齿护理，包括牙齿美白，洗牙等
- 巴西为拉美地区最大的医疗器械市场，各种家用医疗器械产品很畅销（电子血压计，电子血糖计，体重磅，助听器，按摩仪等）

Health 重点子品类情况：

L2 category	Focused Hero SKU	Insights
Oral Hygiene	- Teeth Whitening - Bamboo Toothbrush - Electric rotating toothbrush - Water Flosser	口腔护理产品类型：电动牙刷，洁牙仪（20~60 BRL），水牙线（100~200 BRL），竹炭牙刷（5~10 BRL），牙刷套装（10~30 BRL），美白牙贴等（7~10 BRL），美白工具套装（30 BRL） 口腔护理wishlist (直接点击商品图)
Medical Supplies	- Blood Pressure Monitor - Thermometer (体温计) - Oximeter (血氧仪)	自加热按摩器（5~10 BRL），针灸按摩仪（20~30 BRL），血压计（50~60 BRL），血氧仪（60~120 BRL） 医疗器械wishlist (直接点击商品图)

Health 热门商品参考:

 Bioaqua Hand Cream with Floral Perfume... R\$ 19.00 R\$ 10.99 42% OFF	 READY DELIVERY OEM ... Any 2 get 5% off! R\$ 15.50 R\$ 11.50 26% OFF	 20 Pcs Navel Sticker / Fat Burning / Weight... R\$ 24.98 R\$ 10.74 57% OFF	 Cotton Face Mouth Mask with Anime Drawing / ... R\$ 11.90 R\$ 8.39 29% OFF	 Mini 360 Rotating Manicure... Any 2 get 5% off! R\$ 20.99 R\$ 15.50 26% OFF
 Neck Massager with Cervical Protection for... R\$ 8.90 R\$ 7.50 16% OFF	 Digital Body Massage Instrument / Pain Relief... R\$ 37.50 R\$ 34.90 7% OFF	 Abdominal Muscle Training Simulator EMS... R\$ 146.50 R\$ 101.50 31% OFF	 Pure Organic Essential Oils with 10ml for... R\$ 11.50 R\$ 10.90 5% OFF	 Perfect Butt Lifting Massage... Any 2 get 5% off! R\$ 25.90 - R\$ 27.50 2% OFF
 2 Pcs Super Soft Toothbrush / Bamboo... R\$ 30.00 R\$ 19.99 33% OFF	 Pudaier New Women Double Head Lipstick Li... R\$ 19.07	 Beauty Lady Little Finger 10 Pcs Ear Hook Mask... R\$ 21.64 - R\$ 23.75 28% OFF	 Professional White LED... Any 2 get 5% off! R\$ 69.90 R\$ 33.50 52% OFF	 Reusable Medical Grade Silicone Menstrual... R\$ 15.50 R\$ 7.90 49% OFF
 Dental Whitener Oral Hygiene... Any 2 get 5% off! R\$ 19.50 R\$ 14.90 24% OFF	 Professional Ear Plug / Noise / Sound Insulation... R\$ 4.90 R\$ 3.29 33% OFF	 Toothbrush with Nano Soft Bristles for Adults... R\$ 30.00 R\$ 11.99 60% OFF	 Electric Toothbrush with Nano Soft Bristles... Any 2 get 5% off! R\$ 13.90 54% OFF	 Pro Gel Teeth Bleeding Kit, Dental Oral Whitening... R\$ 95.10 R\$ 43.84

 Head massage cl... Smoother massage Scalp Massager with Steel Balls / Five Fingers R\$ 17.30 R\$ 10.72 38% OFF	 BUTTERFLY MAS... Mini Electronic Butterfly Massager for Muscles ... R\$ 59.90 R\$ 15.50 74% OFF	 Male Masturbators Eggs Lubricants Silicone... R\$ 18.90 R\$ 16.90 11% OFF	 Belly Button Patch with Slimming Products for... R\$ 18.50 R\$ 17.90 3% OFF	 Acupressure Ring for A... R\$ 20.90 R\$ 11.50 45% OFF
 YESBEAUTY 1 Pair Compression Ankle / ... R\$ 21.60 R\$ 12.31 43% OFF	 LED Light Teeth Whiteni... R\$ 18.50 R\$ 12.90 30% OFF	 Happie Meter / Arm Meter / Wrist / Blood... R\$ 264.90 R\$ 59.90 77% OFF	 plum 30MI Multi-Purpose Kitchen Bathroom... R\$ 20.92 R\$ 12.04 42% OFF	 Electric Appliance Blac... R\$ 22.99 - R\$ 23.50 29% OFF
 Oximeter Heart Rate Oximeter Pulse Monitor... R\$ 144.06 R\$ 60.99 58% OFF	 * In Stock * Pro Dual Head EMT Stethoscope... R\$ 43.99 R\$ 27.90 37% OFF	 Electronic Pen For Acupuncture Electric... R\$ 64.50 R\$ 36.50 43% OFF	 Oximeter Finger Clip Oximeter Portable Bloo... R\$ 20.25 - R\$ 81.00 50% OFF	 Unisex Ear Wax Remover With LED Flashlights... R\$ 6.99
 Adult Large Arm Blood Pressure Monitor Cuff... R\$ 32.20	 HT808 Non-Contact Digital... \$ 32.99 - \$ 117.90 73% OFF	 Blood Oxygen Oximeter... R\$ 123.90 R\$ 66.90 46% OFF		