



印尼市场周报

06/07/2020

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1. 公告栏与常用链接

【全新】Shopee [公告栏](#)

(PMO卖家管理公告, 包含: 物流渠道补贴已其他重要通知)

小语种客服[公告栏](#) 2019(印/泰/越)

(内容包含: 产品描述相关问题, 聊聊回复模板, 等等)

Shopee [在线学习](#)

(如何使用Shopee平台功能)



2. 推荐商品 -类目: Baby Kids Fashion

Description: Under WFH condition, Indo people will prefer comfortable home apparel for their children.
说明：印尼封锁期间人们比较倾向于为孩子购买舒适的套装家居服、t恤、家居裤等产品。

Opportunity for CB: CB sellers can source for better assortment with competitive price.

机会点：跨境卖家的服饰产品种类丰富且价格具有竞争力。

为您推荐以下热卖产品：

Subcategory: [Baby & Kids Head Accessories \(防护帽\)](#)

热卖产品：防护帽面罩，防护帽可拆解面罩

Star Seller  GRATIS ONGKIR EXTRA CASHBACK EXTRA Anti corona cap / "CHILD... Wholesaler IDR 37,000 1.7RB Sold / ... BANDUNG	Star Seller  93% OFF GRATIS ONGKIR EXTRA CASHBACK EXTRA FACE SHIELD BABY Rp 2,000 - Rp 8,000 1,8RB Sold / M... REGENCY. BOGOR	Star Seller  15% OFF GRATIS ONGKIR EXTRA CASHBACK EXTRA [PREMIUM] CHILDREN'S Anti Corona Cap, BUCKE... Wholesaler IDR 34,999 2,1RB Sold / M... JAKARTA UTARA CITY	Star Seller  GRATIS ONGKIR EXTRA CASHBACK EXTRA Corona Children's Hats / ... Wholesaler IDR 32,300 - IDR 35,340 3,3RB Sold / M... JAKARTA BARAT CITY	Star Seller  GRATIS ONGKIR EXTRA CASHBACK EXTRA CHILDREN'S FACE SHIELD Wholesaler IDR 25,000 2,4RB Sold / M... BOGOR CITY
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Subcategory: [Baby & Kids Clothing \(儿童睡衣\)](#)

热卖产品: 儿童家居服长袖，短袖纯棉背心

Star Seller  GRATIS ONGKIR EXTRA CASHBACK EXTRA Baby Shoulder Strap Jum... Wholesaler Rp. 29,000 1.7RB Sold / ... BANDUNG	Star Seller  43% OFF GRATIS ONGKIR EXTRA CASHBACK EXTRA Baby Suits / Long Baby Suits / Baby Clothes / Cu... Rp. 69,900 IDR 39,900 1,6RB Sold / M... JAKARTA UTARA CITY	Star Seller  GRATIS ONGKIR EXTRA CASHBACK EXTRA LITTLE PALMERHAUS MI... Wholesaler IDR 15,000 1.7RB Sold / ... JAKARTA UTARA CITY	Star Seller  19% OFF GRATIS ONGKIR EXTRA CASHBACK EXTRA SPY47 Baby Long Suit Newborn Quality Motif... Rp. 15,500 IDR 12,500 1,6RB Sold / M... BANDUNG	Star Seller  GRATIS ONGKIR EXTRA CASHBACK EXTRA Singlet Children / T-Shirts In Children / Kutung Polo... IDR 2,700 - IDR 3,900 1,6RB Sold / M... REGENCY. BANDUNG
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3. 印尼市场分享之 TOP 20 关键字

No.	Keyword	Category	Chinese 关键字排名 (W-0 Ranking)	上周排名 (W-1 Ranking)	关键字排名 (W-0 Ranking)	Ranking Change	Price Range
1	masker	Beauty & Care	口罩	1	1	No change	2k - 100k
2	daster	Women Clothes	到膝宽松睡衣	3	3	Increase	25k - 80k
3	baju wanita	Women Clothes	女士服装	4	4	Increase	10k - 30k
4	face shield	Health	面部遮挡	2	2	Drop	15k - 45k
5	tas	Women Bags	包包	5	5	No change	15k - 100k
6	sepatu	Women Shoes	鞋	12	12	Increase	3k - 20k
7	kacamata	Fashion Accessories	眼镜	9	9	Increase	21k - 200k
8	tunik	Women Clothes	穆斯林宽松长袖上衣	10	10	Increase	10k - 90k
9	sepeda	Sports & Outdoor	自行车	23	23	Increase	2k - 300k
10	sepeda lipat	Sports & Outdoor	折叠单车	19	19	Increase	16k - 110k
11	dompet	Women Bags	钱包	15	15	Increase	40k - 100k
12	sandal wanita	Women Shoes	女式凉鞋	8	8	Drop	10k - 120k
13	kaos wanita	Women Clothes	女士T恤	11	11	Drop	15k - 100k
14	blouse	Beauty & Care	宽松衬衫	14	New in	Drop	19k - 200k
15	piyama	Women Clothes	睡衣	13	14	Drop	30k - 95k
16	kaos	Women Clothes	T恤	21	13	Increase	25k - 50k
17	kemeja wanita	Women Clothes	女士衬衫	20	21	No change	10k - 45k
18	jaket	Women Clothes	夹克	34	20	Increase	60k - 100k
19	celana	Women Clothes	裤子	24	34	Increase	25k - 55k
20	masker kain	Muslim Fashion	布制口罩	18	24	Drop	30k - 100k



DASTER LENGAN PANJA...

Grosir

Rp37.000

♥ ★★★★★ 851 Terjual/ B...
KAB. BATANG



DASTER KARAKTER leng...

Grosir

Rp25.000

♥ ★★★★★ 299 Terjual/ B...
KAB. BATANG



[PROMO] *DASTER*
DASTER KARAKTER...

Rp21.500

♥ ★★★★★ 3,1RB Terjual/ ...
KAB. PEKALONGAN



DASTER SANTAI RAYON ...

Kombo Hemat

Rp22.950 - Rp24.950

♥ ★★★★★ 979 Terjual/ B...
KAB. PEKALONGAN



Daster Viral / Daster Long
Busui Motif Kaktus

Rp46.500 - Rp55.500

♥ ★★★★★ 16 Terjual/ Bul...
KOTA TASIKMALAYA



TUNIC BATIK MOTIF
TREND SERAGAM BATIK...

Rp55.000 - Rp60.000

♥ ★★★★★ 125 Terjual/ B...
KAB. PEKALONGAN



Baju Tidur Wanita PIYAM...

Grosir

Rp80.000 Rp48.800

♥ ★★★★★ 70 Terjual/ Bul...
KOTA JAKARTA BARAT

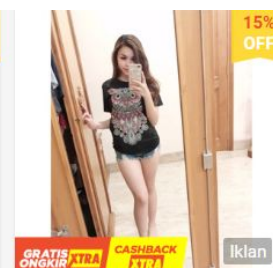


Kaos Katun Wanita Lucu ...

Pilih 3, bayar Rp105.000

Rp45.000 Rp38.250

♥ ★★★★★ 331 Terjual/ B...
KOTA JAKARTA BARAT

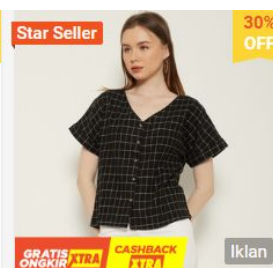


Kaos Katun Wanita Lucu ...

Pilih 3, bayar Rp105.000

Rp45.000 Rp38.250

♥ ★★★★★ 757 Terjual/ B...
KOTA JAKARTA BARAT



junebloom ARIA TOP in
BLACK (Atasan Wanita...

Rp230.000 Rp161.000

♥ ★★★★★ 4 Terjual/ Bulan
KOTA JAKARTA UTARA



60% OFF

GRATIS ONGKIR XTRA

Iklan

NEW SEPATU WANITA
NIKE ZOOM GRADE ORI...

Rp160.000 - Rp164.000

♡ ★★★★★ 125 Terjual/ B...
KOTA BANDUNG



53% OFF

GRATIS ONGKIR XTRA

Iklan

[MURAH] New Sepatu
sneakers running Wanita...

Rp164.500

♡ ★★★★★ 17 Terjual/ Bul...
KOTA BANDUNG



14% OFF

GRATIS ONGKIR XTRA

CASHBACK XTRA

Iklan

(BISA COD) Sepatu Authe...

Pilih 2, diskon Rp20.000

Rp220.000 Rp190.000

♡ ★★★★★ 15 Terjual/ Bul...
KAB. BANDUNG



78% OFF

GRATIS ONGKIR XTRA

RS 23 FLATSHOES

Rp100.000 Rp22.500

♡ ★★★★★ 1,4RB Terjual/ ...
KOTA DEPOK



57% OFF

GRATIS ONGKIR XTRA

CASHBACK XTRA

IMPORTIR

Importir.Fashion Sepatu
Sneakers Import Fashion...

Rp270.000 Rp115.000

♡ ★★★★★ 1,2RB Terjual/ ...
KOTA JAKARTA BARAT



Star Seller

75% OFF

GRATIS ONGKIR XTRA

(1 set of glasses + mica
) Kacamata Pelindung...

Rp85.459 Rp21.090

♡ ★★★★★ 118,4RB Terju...
Luar Negeri



Star Seller

75% OFF

GRATIS ONGKIR XTRA

(1 set of glasses + mica
) Pelindung Mulut Anti...

Rp85.459 Rp21.090

♡ ★★★★★ 53,2RB Terjual...
Luar Negeri



67% OFF

GRATIS ONGKIR XTRA

CASHBACK XTRA

{Barang Tiba
Pembayaran}Kacamata...

Rp4.600 - Rp8.752

♡ ★★★★★ 58,2RB Terjual...
KOTA JAKARTA BARAT



Star Seller

84% OFF

GRATIS ONGKIR XTRA

CASHBACK XTRA

[Bayar di Tempat] Kore...

Hadiah Gratis

Rp56.999 Rp8.998

♡ ★★★★★ 14,5RB Terjual...
Luar Negeri



Star Seller

65% OFF

GRATIS ONGKIR XTRA

CASHBACK XTRA

OSM - F335 Kacamata
Fashion Anti Radiasi /...

Rp13.264 Rp4.705

♡ ★★★★★ 18,8RB Terjual...
KOTA BATAM

4. 印尼市场本周热搜产品

No.	main_category	sub_category	item_name	item_price	link	Chinese
1	Fashion Accessories	Glasses	Kacamata Pelindung Anti Kabut / Air / Kabut Waterproof Anti-fog Protective Isolation Glasses and Anti-fog Dental Face Shield	23927	https://shopee.co.id/sss-i.31735612.7927755015	防护眼镜防雾/水/雾防水防雾防护镜隔离牙科和抗雾面盾牌
2	Home & Living	Kitchen Utensils & Accessories	[cele] (Glasses+Mask) waterproof and Anti-fog Dental Face Shield Anti-fog Mask Protective	16000	https://shopee.co.id/sss-i.102505412.5337407560	[策勒县（玻璃+面膜）的防水和防雾灯牙科面罩防雾面具保护
3	Sports & Outdoor	Biking	【COD】Lampu Belakang Sepeda LED USB Rechargeable Anti Air	16644	https://shopee.co.id/sss-i.149205345.4900762439	【】 鳕鱼自行车LED背光防水可充电的Usb
4	Fashion Accessories	Glasses	[Bayar di Tempat] Korean Fashion Bulat Mata Kucing Kacamata Hitam Wanita/Pria Sunglasses	9119	https://shopee.co.id/sss-i.47678487.2192597894	[收费代替]韩版时尚圆形猫眼太阳镜女士/男士太阳镜
5	Home & Living	Kitchen Utensils & Accessories	[Ready Stock] (Glasses + Mask)Anti-fog Protect Eyes Face Cover Transparent Face Shield Dustproof Protective Face Cover	16530	https://shopee.co.id/sss-i.140797685.5337809398	[现货]（玻璃+面膜）防雾保护眼睛面罩透明面罩，防尘保护面盖
6	Home & Living	Dining Room	【RYT】 (Glasses+Mask) waterproof and Anti-fog Dental Face Shield Anti-fog Mask Protective Isolation Glasses	16530	https://shopee.co.id/sss-i.168389063.7737326024	【RYT】（眼镜+面膜）的防水和防雾灯牙科面罩防雾面具隔离防护眼镜
7	Sports & Outdoor	Biking	Lampu Belakang Sepeda LED USB Rechargeable Anti Air depan dan belakang lampu	53580	https://shopee.co.id/sss-i.149205345.6836489629	尾灯自行车防水LED充电式USB前灯和后灯
8	Fashion Accessories	Glasses	Pelindung Mulut Anti Kabut / Air / Kabut	23927	https://shopee.co.id/sss-i.31735612.4721386427	口罩防雾/水/雾
9	Beauty & Care	Facial Care	SOMEBYMI BYE BYE BLACKHEAD 30 DAYS MIRACLE GREEN TEA TOX BUBBLE CLEANSER	207560	https://shopee.co.id/sss-i.98154121.2293510398	Somebymi再见黑头30天奇迹绿茶弓形体泡沫洁面乳
10	Home & Living	Kitchen Utensils & Accessories	[Ready stock+COD] (Glasses + Mask) waterproof and Anti-fog Dental Face Shield Anti-fog Mask Protective Isolation Glasses	16530	https://shopee.co.id/sss-i.64393015.4137495969	[现货+鳕鱼（眼镜+面膜）的防水和防雾灯牙科面罩防雾面具隔离防护眼镜
11	Home & Living	Kitchen Utensils & Accessories	Dewasa Dan Anak Kacamata Pelindung Wajah Model Full Face Transparan	15000	https://shopee.co.id/sss-i.139175961.6630084126	成人和儿童保护眼镜脸上满是人脸模型透明
12	Beauty & Care	Facial Care	SOMEBYMI AHA-BHA-PHA 30DAYS	285741	https://shopee.co.id/sss-i.139175961.6630084126	Somebymi

	Care		MIRACLE AC SOS KIT		co.id/sss-i.98154121.6709594791	AHA-BHA-PHA 30天奇迹AC Sos的套件
13	Beauty & Care	Facial Care	SOMEBYMI SNAIL TRUECICA MIRACLE REPAIR STARTER KIT	285741	https://shopee.co.id/sss-i.98154121.3312744325	Somebymi蜗牛 Truecica奇迹修理入门套件
14	Beauty & Care	Facial Care	SOMEBYMI YUJA NIACIN 30 DAYS BRIGHTENING STARTER KIT	285741	https://shopee.co.id/sss-i.98154121.4019149832	Somebymi羽佳烟酸30天美白入门套件
15	Beauty & Care	Others Beauty	[SOME BY MI] Snail Truecica Miracle Repair Starter Kit	176000	https://shopee.co.id/sss-i.161162097.4113635141	[一些通过密]蜗牛 Truecica奇迹修理入门套件
16	Sports & Outdoor	Biking	AIHUAXU Lampu Belakang Sepeda LED USB Rechargeable Anti Air	14600	https://shopee.co.id/sss-i.182197722.5732371443	Aihuaxu背光自行车防水LED充电的Usb
17	Fashion Accessories	Glasses	✨ Bayar di Tempat ✨ Kacamata Hitam 2018 Korean Ulzzang Triangle Vintage Cat Eye Sunglasses Women Men	11999	https://shopee.co.id/sss-i.47678487.1114242058	✨ Bayar2018年韩国 Tempat ✨ KacamataUlzzang黑三角复古猫眼太阳镜女装男装
18	Fashion Accessories	Glasses	Kacamata Hitam Round Metal Sunglasses Steampunk Men Women Fashion Retro Vintage Sun Glasses	11399	https://shopee.co.id/sss-i.47678487.1122431488	Kacamata Hitam的圆形金属太阳镜蒸汽朋克男装女装时尚复古复古太阳镜
19	Mobile & Accessories	Casing & Covers	OPPO A9 A5 2020 Reno 2f A31 2020 A1K A7 A5S A3S A37 F11 F1S A12 F7 F9 F5 Realme C3 5S 5i 5 Soft Case Fashion Warna Polos	9998	https://shopee.co.id/sss-i.77884290.5802750754	OPPO A9 A5 2020里诺2F A31 2020 A1K A7 A5S A3S A37 F11 F1S A12 F7 F9 F5 Realme C3 5S 5i 5软包时尚韦诺珀勒什
20	Beauty & Care	Facial Care	[SOME BY MI] Snail True Cica Miracle Repair Serum 50ml	173999	https://shopee.co.id/sss-i.161162097.4711994550	[一些通过密]蜗牛真鹿奇迹修护精华液50ML

Star Seller

75% OFF



GRATIS ONGKIR XTRA

(1 set of glasses + mica) Kacamata Pelindung...

Rp85.459 Rp21.090

133,4RB Terjual

Luar Negeri

Star Seller

80% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

(Cele) Kacamata+Masker...

Kombo Hemat

Rp78.546 Rp16.000

16,4RB Terjual

Luar Negeri

Star Seller

79% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

USB Charge 4 Modes

【COD】Lampu Belakan...

Pilih 5, diskon Rp500

Rp79.800 Rp16.644

35,4RB Terjual

Star Seller

84% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

[Bayar di Tempat] Kore...

Hadiah Gratis

Rp56.999 Rp8.998

102,3RB Terjual

Luar Negeri

Star Seller

Safety face mas 56% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

(Ready Stock) Kacamata...

Pilih 2, diskon 2%

Rp37.979 Rp16.530

30,2RB Terjual

Luar Negeri

Star Seller

62% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

Kacamata Dan Masker Pelindung Wajah Tahan A...

Rp43.092 Rp16.530

27,9RB Terjual

Luar Negeri

Star Seller

53% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

Lampu Depan dan Belakang

Lampu Belakang Sepeda ...

Pilih 5, diskon Rp500

Rp114.000 Rp53.580

5,2RB Terjual

Star Seller

75% OFF



GRATIS ONGKIR XTRA

(1 set of glasses + mica) Pelindung Mulut Anti...

Rp85.459 Rp21.090

67,6RB Terjual

Luar Negeri

Star Seller

23% OFF



GRATIS ONGKIR XTRA

SOMEBYMI BYE BYE BLACKHEAD 30 DAYS...

Rp40... Rp313.500

30,1RB Terjual

Luar Negeri

Star Seller

MASK 56% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

Set Kacamata+Masker Pelindung Wajah Anti...

Rp37.979 Rp16.530

21,4RB Terjual

Luar Negeri

Star Seller

25% OFF



GRATIS ONGKIR XTRA

SOMEBYMI AHA-BHA-PHA 30DAYS MIRACLE AC SO...

Rp488.572 Rp366.429

13RB Terjual

Luar Negeri

Star Seller

25% OFF



GRATIS ONGKIR XTRA

SOMEBYMI SNAIL TRUECICA MIRACLE...

Rp488.572 Rp366.429

15,5RB Terjual

Luar Negeri

Star Seller

25% OFF



GRATIS ONGKIR XTRA

SOMEBYMI YUJA NIACIN 30 DAYS BRIGHTENING...

Rp488.572 Rp366.429

13,2RB Terjual

Luar Negeri

Star Seller

61% OFF



GRATIS ONGKIR XTRA KUPON! OMOSI 14800 SALE Rp

AIHUAXU Lampu Belakan...

Pilih 3, diskon Rp1.399

Rp14.600 - Rp25.000

34,2RB Terjual

Star Seller

74% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

Bayar di Tempat Kacamata...

Rp11.999 - Rp14.999

29,9RB Terjual

Luar Negeri