



# 印尼市场周报

13/07/2020

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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: Men Clothes

**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：

changxiuyi

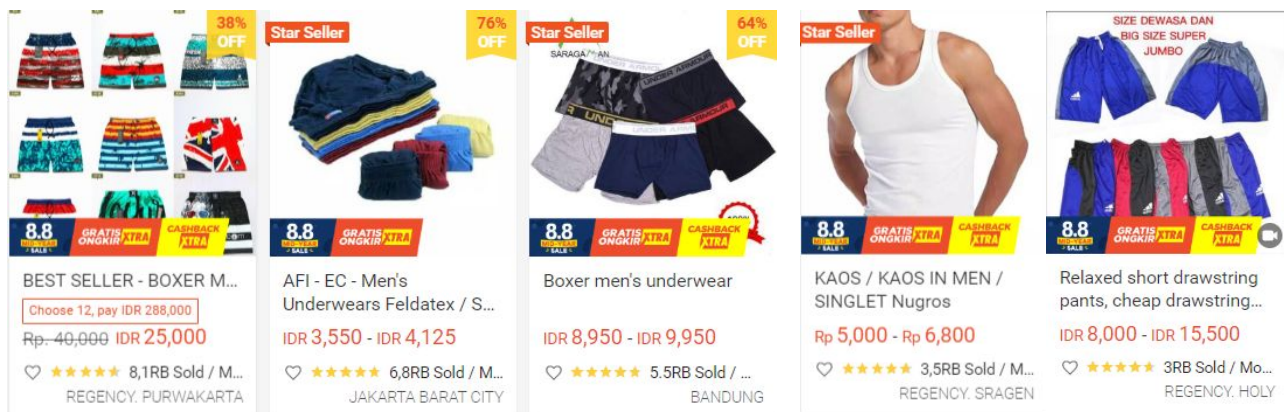
**Subcategory:** [Top \(男上衣\)](#)

**热卖产品：** 棉男士短袖T恤, 棉男士长袖衣



**Subcategory:** [Underwear \(男士内衣\)](#)

**热卖产品:** 男士背心衣, 男士内裤, 男士内裤平角裤, 短裤男夏天沙滩裤



Subcategory: [Bottom \(中裤\)](#)

热卖产品: 男士夏裤，休闲长裤子，薄款运动休闲长裤子

Star Seller



38% OFF

8.8

SALE

GRATIS ONGKIR XTRA

[BIG SIZE] Men's Short Chino Pants mick waist...

IDR 43,400 - IDR 49,600

3,5RB Sold / M...  
REGENCY, PEKALONGAN

Star Seller



26% OFF

8.8

SALE

GRATIS ONGKIR XTRA

(COD) LONG CHINO PANTS

IDR 48,100 - IDR 54,6...

3,5RB Sold / M...  
REGENCY, HOLY SAT

Star Seller



8.8

SALE

GRATIS ONGKIR XTRA

CASHBACK XTRA

Men's Surfing Shorts Distro Premium Swimmin...

IDR 49,000

2,5RB Sold / M...  
REGENCY, PEKALONGAN

Star Seller



8.8

SALE

GRATIS ONGKIR XTRA

STANDARD Training and SUPER JUMBO T-shirts f...

IDR 20,000 - IDR 25,000

1.7RB Sold / ...  
DEPOK CITY

Star Seller



50% OFF

8.8

SALE

GRATIS ONGKIR XTRA

Distro Quality Men's Shorts Models Wear Drawstring

IDR 25,000 - IDR 31,0...

1,6RB Sold / M...  
REGENCY, HOLY

4

### 3. 印尼市场分享之关键字

\*SKU ranking have been randomized

| keyword       | Category            | Keyword in CN | Ranking Change | Price Range |
|---------------|---------------------|---------------|----------------|-------------|
| dompet        | Women Bags          | 钱包            | Drop           | 40k - 100k  |
| piyama        | Women Clothes       | 睡衣            | No change      | 10k - 45k   |
| kaos          | Women Clothes       | T恤            | Increase       | 19k - 200k  |
| sepeda lipat  | Sports & Outdoor    | 折叠单车          | Increase       | 16k - 110k  |
| sepeda        | Sports & Outdoor    | 自行车           | Increase       | 2k - 300k   |
| masker kain   | Health              | 布制口罩          | New In         | 25k - 50k   |
| tas           | Women Bags          | 包包            | No change      | 15k - 100k  |
| masker        | Beauty & Care       | 口罩            | Drop           | 2k - 100k   |
| sepeda gunung | Sports & Outdoor    | 山地自行车         | Increase       | 16k - 474k  |
| sepatu        | Women Shoes         | 鞋             | Drop           | 3k-20k      |
| gamis         | Women Clothes       | 穆斯林长袖长裙       | New In         | 30k - 100k  |
| celana        | Muslim Fashion      | 裤子            | Increase       | 32k - 120k  |
| baju wanita   | Women Clothes       | 女士服装          | Drop           | 10k - 30k   |
| kaos wanita   | Women Clothes       | 女士T恤          | Increase       | 15k - 100k  |
| cardigan      | Women Clothes       | 开襟衫           | Increase       | 50k- 80k    |
| tunik         | Women Clothes       | 穆斯林宽松长袖上衣     | No change      | 10k- 90k    |
| face shield   | Health              | 面部遮挡          | Increase       | 15k - 45k   |
| kacamata      | Fashion Accessories | 眼镜            | Drop           | 21k - 200k  |
| daster        | Women Clothes       | 到膝宽松睡衣        | Drop           | 25k - 80k   |
| blouse        | Women Clothes       | 宽松衬衫          | Increase       | 30k - 95k   |





PLAIN T-SHIRT COTTON ...

Choose 4, pay Rp95,000

Rp 23,900

♥ ★★★★★ 24,6K Sold / ...  
REGENCY. BANDUNG



[IMPORT] DOMMO -  
D2010 Brown Line Socks...

Rp. 12,000 Rp 2,876

♥ ★★★★★ 18,6K Sold / ...  
JAKARTA BARAT CITY



T-SHIRT O-NECK T-SHIRT  
MOTIF LINE RAINBOW...

IDR 10,999 - IDR 12,999

♥ ★★★★★ 14,6K Sold / ...  
JAKARTA BARAT CITY



AFI - EC - O-neck Tshirt  
Candy Lines (Sweet...

IDR 15,000 - IDR 17,000

♥ ★★★★★ 13,6K Sold / ...  
JAKARTA BARAT CITY



AFI - EC - Ringertee /  
Ringer tee ® Tshirt

IDR 5,000 - IDR 6,500

♥ ★★★★★ 13,9RB Sold / ...  
JAKARTA BARAT CITY



Polygon Gowes T-Shirt  
Long Mountain Mtb...

IDR 78,000 - IDR 110,500

♥ ★★★★★  
EAST JAKARTA CITY



CNG custom bicycle jersey  
01

Rp 130.000

♥ ★★★★★ 4 Sold / Month  
REGENCY. GARUT



Mountain Bike Sports  
Jacket Running Running...

Rp 125,000

♥ ★★★★★ 33 Sold / Mon...  
BANDUNG



7.7 DISCOUNT PARTY M...

Choose 2, 5% discount

100,000 Rp. 55,000

♥ ★★★★★ 3 Sold / Month  
REGENCY. MOJOKERTO



GOWES BIKE SHIRT RIDE  
FOLD REPART UNFOLD...

Rp 35,000 - Rp 75,000

♥ ★★★★★ 1 Sold / Month  
REGENCY. JEMBER



8.8

GRATIS ONGKIR

CASHBACK

TROUSERS IN MEN SHEETS / PLAY PALETS...

IDR 3,299 - IDR 4,199

19,2K Sold / ...

JAKARTA BARAT CITY



8.8

GRATIS ONGKIR

CASHBACK

[IMPORT] DOMMO - D2010 Brown Line Socks...

Rp. 12,000 Rp 2,876

18,6K Sold / ...

JAKARTA BARAT CITY



8.8

GRATIS ONGKIR

CASHBACK

BAGGY PANTS PROMO Latte beige nude black...

IDR 33,999 - IDR 41,9...

14.1KR Sold / ...

REGENCY. PEKALONGAN



8.8

GRATIS ONGKIR

CASHBACK

DF - BAGGY PANTS PREMIUM // AMERICAN...

Rp. 29,900 Rp. 29,500

11,6K Sold / ...

REGENCY. KARANGANYAR



8.8

GRATIS ONGKIR

CASHBACK

Izany adult pajamas Long Pants many motifs

IDR 27,750 - IDR 37,7...

10,8RB Sold / ...

REGENCY. TANGERANG



8.8

GRATIS ONGKIR

Advertisement

READY ORI IMPORT QUA...

Wholesaler

Rp. 34,999 IDR 29,399

11,6K Sold / ...

TANGERANG CITY



8.8

GRATIS ONGKIR

Advertisement

FACE SHIELD GLASS ANTI VIRUS THICK MATERIAL ...

Rp 23,999

JAKARTA BARAT CITY



8.8

GRATIS ONGKIR

Advertisement

Face Shield Glasses / Fa...

Wholesaler

Rp. 28,499 Rp. 19,999

64,5K Sold / ...

JAKARTA BARAT CITY



8.8

GRATIS ONGKIR

Advertisement

B182 Medical Face Shield / medical face shield

IDR 58,000

132 Sold / Mo...

JAKARTA UTARA CITY



8.8

GRATIS ONGKIR

Advertisement

APD FaceShield Face Shield Nagita Face Mask...

100,000 IDR 21,950

2,7RB Sold / ...

TANGERANG CITY

#### 4. 印尼市场本周热搜产品

\*SKU ranking have been randomized

| main_category        | sub_category                   | item_name                                                                                            | item_price | link                                                                                                          | Chinese                                                     |
|----------------------|--------------------------------|------------------------------------------------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Beauty & Care        | Hair Care                      | mise en scene Hello Bubble x Black Pink Dye Hair Coloring 16 Colors                                  | 119700     | <a href="https://shopee.co.id/sss-i.134606492.2497349279">https://shopee.co.id/sss-i.134606492.2497349279</a> | 瀚恩场景你好泡泡X黑色粉色染料染发16色                                        |
| Fashion Accessories  | Glasses                        | ( 1 set of glasses + mica ) Kacamata Pelindung Anti Kabut / Air / Kabut                              | 18867      | <a href="https://shopee.co.id/sss-i.31735612.7927755015">https://shopee.co.id/sss-i.31735612.7927755015</a>   | (1定配眼镜+云母) 防护眼镜防雾/水/雾                                       |
| Mobile & Accessories | Casing & Covers                | Kasing ponsel Apple iphone 11 pro max 7 XR XS MAX 8 x 6 S Plus Liquid Soft Silicone Case Cover untuk | 26630      | <a href="https://shopee.co.id/sss-i.115527904.1868486971">https://shopee.co.id/sss-i.115527904.1868486971</a> | Kasing Ponsel苹果 iPhone 11 Pro的最大7 XR两个X最大8×6 S加液软矽胶保护壳Untuk |
| Home & Living        | Kitchen Utensils & Accessories | (Ready Stock) Kacamata+Masker Pelindung Wajah Transparan Anti Kabut Tahan Debu                       | 16530      | <a href="https://shopee.co.id/sss-i.140797685.5337809398">https://shopee.co.id/sss-i.140797685.5337809398</a> | (现货) 防护口罩眼镜+透明防雾防尘                                          |
| Beauty & Care        | Face Cosmetics                 | DEWYCEL FILTERING CREAM                                                                              | 240000     | <a href="https://shopee.co.id/sss-i.187041120.6637351764">https://shopee.co.id/sss-i.187041120.6637351764</a> | Dewycel过滤霜                                                  |
| Home & Living        | Kitchen Utensils & Accessories | (Cele) Kacamata+Masker Pelindung Wajah Anti Air/Kabut Untuk Dokter Gigi                              | 16000      | <a href="https://shopee.co.id/sss-i.102505412.5337407560">https://shopee.co.id/sss-i.102505412.5337407560</a> | (勒) 防护面罩眼镜+防水/雾牙医                                           |
| Mobile & Accessories | Bluetooth & Headset            | i12 TWS Earphone Wireless Bluetooth HiFi Warna Warni untuk Olahraga                                  | 89604      | <a href="https://shopee.co.id/sss-i.159888795.6001470200">https://shopee.co.id/sss-i.159888795.6001470200</a> | I12 Tws的音响蓝牙无线耳机多彩体育                                        |
| Beauty & Care        | Lips Cosmetics                 | Focallure staymax Lipstick Matte Lembut Melembabkan & Ringan                                         | 29412      | <a href="https://shopee.co.id/sss-i.77707111.7420504059">https://shopee.co.id/sss-i.77707111.7420504059</a>   | Focallure Staymax软哑光唇膏保湿灯                                   |
| Sports & Outdoor     | Biking                         | 【COD】Lampu Belakang Sepeda LED USB Rechargeable Anti Air                                             | 16644      | <a href="https://shopee.co.id/sss-i.149205345.4900762439">https://shopee.co.id/sss-i.149205345.4900762439</a> | 【】鳕鱼自行车LED背光防水可充电的Usb                                       |



|                      |                 |                                                                                                                          |        |                                                                                                               |                                                                                                 |
|----------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Fashion Accessories  | Glasses         | [Bayar Di Tempat]Kacamata Baca Frame Metal Gaya Retro untuk Pria / Wanita                                                | 8891   | <a href="https://shopee.co.id/sss-i.47678487.1116700606">https://shopee.co.id/sss-i.47678487.1116700606</a>   | [收费在分]老花镜金属框架复古风格的男士/女士                                                                         |
| Fashion Accessories  | Glasses         | ✦ Bayar di Tempat ✦ Kacamata Hitam 2018 Korean Ulzzang Triangle Vintage Cat Eye Sunglasses Women Men                     | 11999  | <a href="https://shopee.co.id/sss-i.47678487.1114242058">https://shopee.co.id/sss-i.47678487.1114242058</a>   | ✦ Bayar2018年韩国 Tempat ✦ KacamataUlzzang黑三角复古猫眼太阳镜女装男装                                           |
| Beauty & Care        | Facial Care     | [SOME BY MI] Snail True Cica Miracle Repair Serum 50ml                                                                   | 173999 | <a href="https://shopee.co.id/sss-i.161162097.4711994550">https://shopee.co.id/sss-i.161162097.4711994550</a> | [一些通过密]蜗牛真鹿奇迹修护精华液50ML                                                                          |
| Beauty & Care        | Facial Care     | [SOME BY MI] Bye Bye Blackhead 30 Days Miracle Greentea Tox Bubble Cleanser 120g                                         | 140000 | <a href="https://shopee.co.id/sss-i.161162097.4312025507">https://shopee.co.id/sss-i.161162097.4312025507</a> | [一些通过称]再见黑头30天奇迹绿茶的Tox泡沫洁面乳120G                                                                 |
| Home & Living        | Dining Room     | Kacamata Dan Masker Pelindung Wajah Tahan Air Anti Kabut                                                                 | 15960  | <a href="https://shopee.co.id/sss-i.168388947.4237402305">https://shopee.co.id/sss-i.168388947.4237402305</a> | 防护眼镜和口罩面部防水防雾                                                                                   |
| Sports & Outdoor     | Biking          | AIHUAXU Lampu Belakang Sepeda LED USB Rechargeable Anti Air                                                              | 14600  | <a href="https://shopee.co.id/sss-i.182197722.5732371443">https://shopee.co.id/sss-i.182197722.5732371443</a> | Aihuaxu背光自行车防水LED充电的Usb                                                                         |
| 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   | <a href="https://shopee.co.id/sss-i.77884290.5802750754">https://shopee.co.id/sss-i.77884290.5802750754</a>   | 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 |
| Beauty & Care        | Facial Care     | DEWYCEL TURN ON CREAM / WHITENING CREAM                                                                                  | 189999 | <a href="https://shopee.co.id/sss-i.187041120.6503366050">https://shopee.co.id/sss-i.187041120.6503366050</a> | Dewycel打开霜/美白霜                                                                                  |
| Fashion Accessories  | Glasses         | Kacamata Hitam Round Metal Sunglasses Steampunk Men Women Fashion Retro Vintage Sun Glasses                              | 11399  | <a href="https://shopee.co.id/sss-i.47678487.1122431488">https://shopee.co.id/sss-i.47678487.1122431488</a>   | Kacamata Hitam的圆形金属太阳镜蒸汽朋克男女装时尚复古复古太阳镜                                                          |

|                     |         |                                                                                          |       |                                                                                                               |                           |
|---------------------|---------|------------------------------------------------------------------------------------------|-------|---------------------------------------------------------------------------------------------------------------|---------------------------|
| Sports & Outdoor    | Biking  | Lampu Belakang Sepeda LED USB Rechargeable Anti Air depan dan belakang lampu             | 53580 | <a href="https://shopee.co.id/sss-i.149205345.6836489629">https://shopee.co.id/sss-i.149205345.6836489629</a> | 尾灯自行车防水LED充电式USB前灯和后灯     |
| Fashion Accessories | Glasses | [Bayar di Tempat] Korean Fashion Bulat Mata Kucing Kacamata Hitam Wanita/Pria Sunglasses | 8998  | <a href="https://shopee.co.id/sss-i.47678487.2192597894">https://shopee.co.id/sss-i.47678487.2192597894</a>   | [收费代替]韩版时尚圆形猫眼太阳镜女士/男士太阳镜 |



Soft Case TPU Cover Bel...

Kombo Hemat

Rp114.000 Rp11.400

★★★★★ 77 Terjual



Korea Kalung Choker Wa...

Pilih 5, diskon Rp5.000

Rp4.999 - Rp5.699

★★★★★ 1,6RB Terjual  
Luar Negeri



Case OPPO A37 A3S F1S A57 A71 F5 F5 Youth A8...

Rp79.799 Rp6.839

★★★★★ 324 Terjual  
Luar Negeri



Face Shield Glass Shield Anti-fog Anti-Oil Protect...

Rp2.280 - Rp17.100

★★★★★ 17 Terjual



Kaos Kaki Unisex Model Sport Bahan Katun, 12...

Rp202.920 Rp14.819

★★★★★ 141 Terjual  
Luar Negeri



Casing Soft Case TPU Warna Polos untuk Xiao...

Rp114.000 Rp11.970

★★★★★ 28 Terjual  
Luar Negeri



[Bayar Di Tempat] Bunga Buatan Pesta...

Rp3.650 - Rp5.129

★★★★★ 10,6RB Terjual  
Luar Negeri



[COD] Waterproof Pensil Alis Alis Pena Alis...

Rp3.989 - Rp6.269

★★★★★ 154 Terjual  
Luar Negeri



BIOAQUA Skin Care Cryst...

Pilih 7, diskon 3%

Rp2.052 - Rp21.432

★★★★★ 32 Terjual  
Luar Negeri



1 Masker Perawatan Jerawat Blackhead...

Rp9.120 Rp259

★★★★★  
Luar Negeri