



印尼市场周报

29/06/2020

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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: Fashion Accessories

Description: Customers will need to protect themselves when going outside by anti-droplet products.

说明：印尼疫情依旧较严重，印尼人在出行时需要使用带遮盖的防飞沫帽子和眼镜保护自身，降低在公共场所受病毒飞沫感染的风险。

Opportunity for CB: SKU has assortment as well as suitable price.

机会点：跨境卖家的防飞沫产品种类丰富且时尚，价格适中。

为您推荐以下热卖产品：

Subcategory: [Hat & Cap \(防护帽\)](#)

热卖产品：防护帽面罩，防护帽可拆解面罩

 [PREMIUM] Corona hat ADULT model HAT... IDR 38,000 ★★★★★ 1,4RB Sold JAKARTA UTARA CITY	 HATMASK / HAT MASK SPORTY / HAT MASK IDR 11,144 - IDR 14,328 ★★★★★ 3,6RB Sold EAST JAKARTA CITY	 JAPAN HAT MASK MASK MANCING HAT PROJECT... Rp7,800 Rp 6,700 ★★★★★ 38,4RB Sold BANDUNG	 ADULT & CHILDREN Face... Wholesaler Rp. 29,900 ★★★★★ 10RB Sold JAKARTA CITY OF SOUTH
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Subcategory: [Glasses \(防护眼镜\)](#)

热卖产品: 防护面罩，护目镜

 Anti-Fog / Water / Anti-Fog Protective Glasses Anti... Rp85,459 Rp 21,090 ★★★★★ 80,8RB Sold / ... Overseas	 {Goods Arrived Payment} Round Comfortable Men... Rp. 3,220 - Rp. 6,672 ★★★★★ 70,8RB Sold / ... JAKARTA BARAT CITY	 Anti Fog / Water / Fog Mouth Protection Rp85,459 Rp 21,090 ★★★★★ 42,2K Sold / M... Overseas	 SENT FROM JAKARTA - Cheap prices Transparen... Rp.15,000 Rp 2,020 ★★★★★ 19,4RB Sold / ... JAKARTA BARAT CITY	 Anti-virus goggles / Safety Glass / Protective Glasse... Rp. 2,000 - Rp. 6,999 ★★★★★ 16,6K Sold / M... JAKARTA BARAT CITY
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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	face shield	Health	面罩	3	2	Increase	15k-45k
3	daster	Women Clothes	到膝宽松睡衣	2	3	Drop	25k-80k
4	baju wanita	Women Clothes	女士服装	4	4	No change	10k-30k
5	tas	Women Bags	包包	11	5	Increase	15k-100k
6	sandal wanita	Women Shoes	女式凉鞋	5	8	Drop	10k-120k
7	kacamata	Fashion Accessories	眼镜	10	9	Increase	21k-200k
8	tunik	Women Clothes	穆斯林宽松长袖上衣	8	10	Drop	10k-90k
9	kaos wanita	Women Clothes	女士T恤	7	11	Drop	15k-100k
10	sepatu	Women Shoes	鞋	16	12	Increase	3k-20k
11	piyama	Women Clothes	睡衣	12	13	Drop	25k-50k
12	blouse	Women Clothes	宽松衬衫	17	14	Increase	30k-95k
13	dompet	Men Bags	钱包	20	15	Increase	40k-100k
14	wallpaper dinding	Home & Living	壁纸墙	9	16	Drop	10k-30k
15	tas selempang wanita	Women Bags	女士单肩包	6	17	Drop	2k-30k
16	masker kain	Health	布制口罩	13	18	Drop	32k-120k
17	sepeda lipat	Sports & Outdoor	折叠单车	66	19	Increase	16k-110k
18	kemeja wanita	Women Clothes	女士衬衫	15	20	Drop	60k-100k
19	kaos	Women Clothes	T恤	24	21	Increase	10k-45k
20	gamis	Women Clothes	穆斯林长袖长裙	21	22	Drop	50k-80k

24%



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Coolpad Mask / Masker 3ply Earloop 40s

Rp402.1... **Rp120.000**

★★★★★ 7,3RB Terjual

KOTA JAKARTA UTARA

70% OFF



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Disposable 3ply Mask 50pcs / Masker 3ply

Rp350.0... **Rp120.000**

★★★★★ 16RB Terjual

KOTA JAKARTA UTARA

66% OFF



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Sensi Mask / Masker 3ply Earloop (Pack isi 3)

Rp50.000 **Rp35.000**

★★★★★ 1,2RB Terjual

KOTA JAKARTA UTARA

30% OFF



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Disposable Protective Mask / Masker 50s

Rp400.0... **Rp120.000**

★★★★★ 1,9RB Terjual

KOTA JAKARTA UTARA

Star Seller

ADY - TERMURAH



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

FACE SHIELD KACAMATA ARTISS

READY FACE SHIELD KACAMATA ARTIS...

Rp33.499

★★★★★ 1,9RB Terjual

KOTA TANGERANG

Anti-Fog Premium

READY STOCK



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Face Shield Kacamata / ...

Pilih 2, bayar Rp62.500

Rp33.479

★★★★★ 31,6RB Terjual

KOTA JAKARTA BARAT

Star Seller

Face Shield New Normal



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Face Shield Dental Medis...

Rp18.000

★★★★★ 3,7RB Terjual

KOTA JAKARTA BARAT



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

FACE SHIELD bisa dipakai oleh DEWASA & ANAK2...

Rp5.000 - Rp12.490

★★★★★ 20,6RB Terjual

KOTA JAKARTA BARAT

Star Seller

READY STOCK



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

(BISA COD) PROMO ! PR...

Rp36.000

★★★★★ 580 Terjual

KOTA JAKARTA BARAT

15% OFF



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Kaos Katun Wanita Lucu ...

Pilih 3, bayar Rp105.000

Rp38.250 - Rp39.600

★★★★★ 691 Terjual

KOTA JAKARTA BARAT

45% OFF



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

Baju Tidur Piyama Wanita/Cewek Satin Silk...

Rp44.000 - Rp49.600

★★★★★ 3,5RB Terjual

KOTA JAKARTA BARAT

50% OFF



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

KAOS 2020 spring and summer trend Blouse...

Rp157.760 **Rp78.880**

Luar Negeri



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

TSUMPP - Tsum Tsum waroeng_batik.id shop...

Rp25.000 - Rp35.000

★★★★★ 811 Terjual

KAB. PEKALONGAN

Star Seller



Shopee Mart

GRATIS ONGKIR XTRA

Iklan

W930 - Martha Set Top +...

Rp135.000

★★★★★ 143 Terjual

KOTA JAKARTA BARAT



Daster payung jumbo
daster bali daster adem...

Rp28.000 **Rp25.000**

♡ ★★★★★ 298 Terjual
KOTA SURAKARTA (SOLO)



Daster Viral Cantik
Karakter Lucu v Daster...

Rp25.000

♡ ★★★★★ 1,6RB Terjual
KOTA PEKALONGAN



DASTER BUSUI Terviral
/ DASTER SANTUNG...

Rp22.400 - Rp44.000

♡ ★★★★★ 5,2RB Terjual
KOTA PEKALONGAN



Longdress abstrak bambu

Rp24.500 - Rp27.500

♡ ★★★★★ 715 Terjual
KAB. BATANG



Daster Karakter - Leher
Kancing (DPT001-00)...

Rp25.000

♡ ★★★★★ 5,5RB Terjual
KAB. PEKALONGAN

4. 印尼市场本周热搜产品

No.	main_category	sub_category	item_name	item_price	link	Chinese
1	Health & Beauty	Others	BP618 Wrist Tekanan LCD Darah Memantau meter Sphygmomanometer Cuff NonVoice	23927	https://shopee.co.id/sss-i.31735612.7927755015	Bp618液晶血压计仪血压计袖带的非语音
2	Women Clothes	Underwear	Pakaian Dalam Wanita: Celana Dalam G-String Bahan Lace (Random Color)	9119	https://shopee.co.id/sss-i.47678487.2192597894	内衣：短裤蕾丝丁字裤材料（颜色随机）
3	Cosmetics	Make Up Tools	4Pcs/Set Bamboo Makeup Brushes Set Cosmetic Brushes with Bag Beauty Tools	23927	https://shopee.co.id/sss-i.31735612.4721386427	4件/套竹化妆刷组化妆刷袋子美容工具
4	Cosmetics	Nail Makeup	Nail Art: LHQ4D 50Pcs/Lot Stiker Kuku Bentuk Bunga	16644	https://shopee.co.id/sss-i.149205345.4900762439	美甲：Lhq4D 50PCS /地块形状花指甲贴
5	Health & Beauty	Tools and Kits	CT 1 Pair Tourmaline Self Heating Knee Pads Therapy Belt Massager 8801924	207560	https://shopee.co.id/sss-i.98154121.2293510398	CT 1对托玛琳自发热护膝垫治疗带按摩8801924
6	Hobby & Collection	Radio Control	[COD]RC Helikopter dengan Radio Remote Control dan Lampu LED	15000	https://shopee.co.id/sss-i.139175961.6630084126	[化学需氧量]遥控直升机无线电遥控和LED
7	Souvenir & Party Supplies	Party Supply	[Bayar Di Tempat]100pcs DIY Decor Colorful Wooden Clothespin Clips Album Photo Picture	285741	https://shopee.co.id/sss-i.98154121.3312744325	[巴亚尔迪 Tempat] 100支自己动手装饰七彩木衣夹夹相册照片图片
8	Hobby & Collection	Fan Collectible Items	[Bayar Di Tempat]Masker Kpop BTS bt21 Bangtan Boys Mask JIMIN chimmy RJ untuk Cosplay	89604	https://shopee.co.id/sss-i.159888795.6001470200	[收费在点]韩国流行音乐面膜面膜防弹少年团箱瓶 BT21朱继民 Chimmy RJ到角色扮演
9	Sports & Outdoor	Yoga & Pilates	Resistance Band Stretch Heavy Duty untuk Gym / Fitness / Yoga	285741	https://shopee.co.id/sss-i.98154121.6709594791	阻力带弹力重型 Untuk健身房/健身/瑜伽
10	Women Clothes	Underwear	Jaket Denim Tipis dengan Bordir Bunga Kualitas Tinggi untuk Wanita mesh briefs women Panties M L XL	285741	https://shopee.co.id/sss-i.98154121.4019149832	薄牛仔外套绣有花朵高品质的妇女互助网内裤内裤 M L XL
11	Home & Living	Cookware	Alas Rolling dengan Bahan Silikon Anti-Lengket untuk Adonan Kue / Oven	26630	https://shopee.co.id/sss-i.115527904.18684	唉滚动硅料不粘烘烤/烤箱

					86971	
12	Watches	Men Watches	♥COD♥ Jam tangan pria bisnis arloji tahan air ultra tipis tali kulit otomatis jam tren sederhana	72960	https://shopee.co.id/sss-i.133243609.2704160122	♥Cod♥商务男士手表手表防水超薄皮表带自动果酱趋势简体
13	Souvenir & Party Supplies	Balloon	6 Rol/Set Pita 10M untuk Dekorasi Pesta/Balon DIY	22344	https://shopee.co.id/sss-i.215234333.7028698746	6个滚筒/组条10M用于装饰党/气球自定
14	Hobby & Collection	Handicrafts	► DIY Berlian Lukisan Cross Stitch Alat Bor Titik Pena Mosaik Hadiah Berlian	8917	https://shopee.co.id/sss-i.77884290.5802750754	►自装十字绣画金 刚石钻头点钢笔 工具礼品镶嵌钻石
15	Computer & Accessories	Mouse & Keyboards	Mini Keyboard Gaming Mekanik Satu Tangan dengan Mouse + Lampu LED Backlight	58011	https://shopee.co.id/sss-i.163831843.2684326988	机械游戏键盘迷你另一只手用鼠标+ LED背光
16	Automotive	Motorcycle Spare parts	10 pcs Set Lambat / Pilot Jet atau Jet Utama Untuk PWK Keihin OKO CVK Mikuni KOSO Motor Karburator W	14600	https://shopee.co.id/sss-i.182197722.5732371443	10 PCS设置缓/射流或Jet导频密钥要PWK京滨CVK尾子三国化油器高祖电机W
17	Beauty & Care	Facial Care	Serum Pengecil Pori-pori untuk Mengencangkan Kulit	11399	https://shopee.co.id/sss-i.47678487.1122431488	最大限度地减少血清的毛孔紧肤
18	Computer & Accessories	Gaming	los Android PUBG artefak keyboard dan mouse mengatur game mobile periferat elit	173999	https://shopee.co.id/sss-i.161162097.4711994550	Android的依奥斯Pubg文物键盘鼠标套装精英手机游戏外设
19	Watches	Men Watches	Jam Tangan Pria SHAARMS Stainless Steel Bisnis Elegan SA6060	54720	https://shopee.co.id/sss-i.149205345.6836489629	观看男子不锈钢事业Shaarms优雅6060
20	Muslim Fashion	Muslim Accessories	Kaos Kaki Motif Kucing Tidur Lucu Warna Permen Untuk Wanita Anc 04	24510	https://shopee.co.id/sss-i.46956772.4906299678	睡猫袜子花片可爱的糖果色女装ANC 04

Star Seller

75% OFF



GRATIS ONGKIR XTRA

Kacamata Pelindung Anti Kabut / Air / Kabut...

Rp85.459 **Rp21.090**

102,3RB Terjual Luar Negeri

Star Seller

84% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

[Bayar di Tempat] Korean Fashion Bulat Ma...

Rp56.999 **Rp9.119**

97,1RB Terjual Luar Negeri

Star Seller

75% OFF



GRATIS ONGKIR XTRA

Pelindung Mulut Anti Kabut / Air / Kabut

Rp85.459 **Rp21.090**

53,2RB 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**

23,1RB Terjual

Star Seller

49% OFF



GRATIS ONGKIR XTRA

SOME BY MI BYE BYE BLACKHEAD 30 DAYS...

Rp40... **Rp207.560**

28,6RB Terjual Luar Negeri

Star Seller

85% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

Dewasa Dan Anak Kaca...

Pilih 10, diskon Rp2.000

Rp15.000 - **Rp21.000**

9,6RB Terjual Luar Negeri

Star Seller

42% OFF



GRATIS ONGKIR XTRA

SOME BY MI SNAIL TRUECICA MIRACLE...

Rp488.572 **Rp285.741**

14,2RB Terjual Luar Negeri

Mall

59% OFF



GRATIS ONGKIR XTRA

i12 TWS Earphone Wirele...

Kombo Hemat

Rp89.604 - **Rp119.130**

64,2RB Terjual Luar Negeri

Star Seller

42% OFF



GRATIS ONGKIR XTRA

SOME BY MI AHA-BHA-PHA 30DAYS MIRACLE AC SO...

Rp488.572 **Rp285.741**

11,8RB Terjual Luar Negeri

Star Seller

42% OFF



GRATIS ONGKIR XTRA

SOME BY MI YUJA NIACIN 30 DAYS BRIGHTENING...

Rp488.572 **Rp285.741**

12,1RB Terjual Luar Negeri

Star Seller

83% OFF



GRATIS ONGKIR XTRA

Kasing ponsel Apple iPhone 11 pro max 7 XR...

Rp156.650 **Rp26.630**

112,1RB Terjual Luar Negeri

Star Seller

83% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

InPods12 TWS Wireless E...

Kombo Hemat

Rp72.960 - **Rp112.860**

27,8RB Terjual

Star Seller

67% OFF



GRATIS ONGKIR XTRA

Face Shield/ Pelindung Wajah Penuh Transparan...

Rp60.420 **Rp19.950**

22RB Terjual Luar Negeri

Star Seller

89% OFF



GRATIS ONGKIR XTRA CASHBACK XTRA

OPPO A9 A5 2020 Reno ...

Kombo Hemat

Rp87.780 **Rp9.998**

31,2RB Terjual Luar Negeri

Star Seller

30% OFF



GRATIS ONGKIR XTRA

Lampu Strip LED RGB 5050 SMD 2835 Fleksibel...

Rp58.011 - **Rp322.855**

17,6RB Terjual

