



巴西市场周报

2020/6/8

近期活动安排:

FRETE GRÁTIS  **Free**
Compras acima de R\$10

APROVEITE A VIDA!
PACOTE DE CUPONS DE R\$30
PARA ELETRÔNICOS

ATÉ 70% OFF



Compre agora ▶

FRETE GRÁTIS  **Free**
Compras acima de R\$10

ELETRDOMÉSTICOS E INFORMÁTICA
TOP COLEÇÕES PARA VOCÊ
APROVEITE O CUPOM
DE R\$50 OFF

ATÉ 70% OFF



Compre agora ▶

FRETE GRÁTIS  **Free**
Compras acima de R\$10

ADICIONE ALGO NOVO À SUA VIDA.
PACOTE DE CUPONS DE
ATÉ R\$26

ATÉ 50% OFF



Compre agora ▶

正在进行:

Valentine's day sale (6.8-6.14)

即将开始:

Valentine's day past pole (6.15-6.21)

Hello winter (6.22-6.28)

关键项目:

Category vouchers

Double coin

竞品网站近期主推活动分析：

(1) MELI:

-Valentine's Day: smartphone、skincare、tools

-Products for Cleaning

-TV

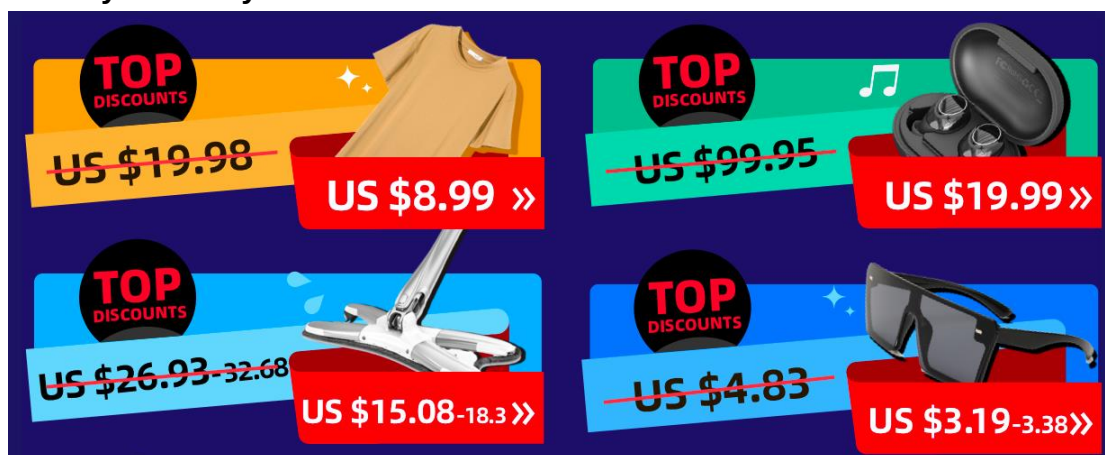




(2) AliExpress:

-Top discounts

Weekly must-buys



(3) Americanas:

-Valentine's Day: gift voucher:

R\$25, R\$50, R\$100, R\$200

Trust the good taste of mozaio, let him choose



-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

dia dos
namorados
americanas prime

o presente ideal
com **frete grátis**
a prime

veem ver!



dia dos
namorados
garanta seu presente :)

até **30%**
de cashback*

até **12x**
sem juros*

queero!

confira as regras.



(4)Magazine Luiza:

- Cashback:** Earn money back with Magalupay (only in the app)
- Products for Cleaning:** up to 50% off
- Bags and watches:** 20% off

**Ganhe Dinheiro
de Volta**
com **magalupay**
só no superapp **magalu**



**Tudo pra deixar
a casa limpa
tem no magalu**
com até **50% OFF**

aproveite!



Bolsas e relógios
com **20% OFF**
Utilize o
cupom: **PROMO20**

aproveite!

1 Cupom por CPF





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
Moletom	运动衫	Sweatshirt	3	3
Relógio	手表	Watch	4	4
ring light	环形灯	ring light	5	7
fone de ouvido	耳机	Earphone	6	8
Pincéis	刷子	brushes	7	5
Tenis	运动鞋	sneakers	8	6
Iphone	iphone	iphone	9	9
Óculos	眼镜	Glasses	10	11
smart watch	智能手表	smart watch	11	new in
Tapete	地毯	Carpet	12	10
notebook	笔记本	notebook	13	13
Fone	手机	Phone	14	14
Tv box	电视盒子	TV box	15	16
Cozinha	厨房	Kitchen	16	12
Bts	BTS	BTS	17	17
Tablet	平板电脑	Tablet	18	new in
Papel de parede	墙纸	Wallpaper	19	15
Bolsa	手拿包	handbag	20	18

CFS 热销商品:

 Sport Shoes / Women's Running Shoes R \$ 36.30 - R \$ 42.96 ♥	 TWS I7 V4.2 Wireless B... [Any 2 get 5% off!] R \$ 140.90 R \$ 31.50 ♥ ★★★★★ 2.7 thousa...	 TWS I7 / I7s Wireless H... [Any 2 get 5% off!] R \$ 54.90 R \$ 28.50 ♥ ★★★★★ 2 sold	 Storage Box for Cosmetics / Skin Care... R \$ 79.00 R \$ 44.99 ♥	 D20 Bluetooth Smart Watch with Fitness... R \$ 56.00 R \$ 30.00 ♥
 [Prompt Delivery] Modern Canvas Should... R \$ 41.00 R \$ 24.60 ♥	 Y68 Sports USB Waterproof Smart Watc... R \$ 100.00 R \$ 36.99 ♥ ★★★★★ 210 sold	 In-Ear Headphone / BT-Single Headphone Righ... R \$ 19.10 R \$ 10.00 ♥ ★★★★★ 1.1 thousa...	 3 Tube Storage Holder for Makeup Brush / ... R \$ 60.90 R \$ 45.99 ♥	 IP67 Waterproof Y68 Smartwatch with F... [Any 2 get 5% off!] R \$ 84.50 R \$ 32.50 ♥
 M1 wireless Bluetooth ... [Any 2 get 5% off!] R \$ 43.99 - R \$ 44.50 ♥ ★★★★★ 46 sold	 Waterproof Smart Watch Heart Rate / Blood... R \$ 50.00 R \$ 32.99 ♥ ★★★★★ 221 sold	 Florida Lace Pajamas Set with Straps / ... R \$ 56.00 R \$ 37.52 ♥	 ID115 Waterproof Smart Watch / Sport Smart... R \$ 62.90 R \$ 29.90 ♥	 Bluetooth 4.2 Wireless ... [Any 2 get 5% off!] R \$ 20.50 R \$ 17.90 ♥ ★★★★★ 19 sold
 Bugatti Transformation Toy Robot Transformer... R \$ 67.14 R \$ 30.88 ♥ ★★★★★ 13 sold	 116 Plus D13 Waterproof Smart Watch with... R \$ 44.00 R \$ 26.00 ♥	 Smart Bracelet / Smart Watch 116 Plus BT with... R \$ 28.16 - R \$ 29.33 ♥	 36 Pcs Geometric EVA Fitting Mat / Russian... R \$ 43.84 R \$ 20.16 ♥	 MAANGE 15Pcs / Mak... [Any 3 enjoy 5% disco...] R \$ 32.15 R \$ 24.75 ♥



 31% OFF Eyeshadow Palette / C... Any 2 get 5% off! R \$ 21.50 R \$ 14.90 298 sold	 67% OFF Small Octopus Silicone Brush for Face / Pore... \$ 5.99 - \$ 7.99 2 sold	 33% OFF JX- Unisex Newborn Baby Jumpsuit / Body... R \$ 40.00 R \$ 26.80	 62% OFF Women's Canvas Back... Any 2 get 5% off! R \$ 42.99 - R \$ 44.90	 50% OFF Electronic Ultrasonic Repellent for Mosquito ... R \$ 40.26 R \$ 20.13
 31% OFF MAANGE Kit With 5 Ma... Any 2 get 5% off! R \$ 20.99 R \$ 14.50 284 sold	 35% OFF A6 / M20 Smart Watch ... Wholesale R \$ 64.00 R \$ 41.60	 31% OFF M4 Smart Wristband R \$ 38.96 R \$ 28.99 383 sold	 66% OFF 5 in 1 Electric Shaver H... Any 2 get 5% off! R \$ 66.90 R \$ 22.99 9 sold	 49% OFF S6 Fitness Sweatproof Sports Headset Wires... R \$ 29.00 R \$ 14.89 9 sold
 33% OFF Waterproof Sport M4 Smart Watch with Color... R \$ 29.17 - R \$ 29.98	 38% OFF 13Pcs MAANGE Brush ... Any 3 enjoy 5% disco... R \$ 48.17 R \$ 29.99	 40% OFF Mobile Phone Smartph... Any 2 enjoy R \$ 5.00 d... R \$ 459.00 R \$ 274.99	 35% OFF * Unipower * Women's Sexy Lingerie Set with... R \$ 38.00 R \$ 24.80 2 sold	 7% OFF Anti-Aging Cream with ... Any 2 get 5% off! R \$ 14.50 R \$ 13.50 82 sold
 24% OFF Mobile Phone Smartphone P20P... R \$ 290.99 R \$ 219.99 15 sold	 62% OFF Wireless Headset / Headset S530 / ... R \$ 55.00 R \$ 20.99	 39% OFF - Metoo Bunny Girl Stuffed Animal Sleepin... R \$ 79.00 R \$ 48.19	 40% OFF 3 in 1 Electric Blackhea... Any 2 get 5% off! R \$ 79.50 R \$ 47.90	 41% OFF 12 x Professional Brush Set for Foundation / ... R \$ 39.99 R \$ 23.50



Automotive 品类概览：

• 消费群体

- 巴西站点汽车和摩托车配件类目主要消费客群年龄层在 25-45 岁，男性用户偏多（72%）
- 市场热销汽车品牌：雪佛兰，大众，菲亚特，丰田，福特，雷诺，现代，本田，吉普，日产（经济型轿车为主）；摩托车品牌被本田，雅马哈垄断

• 消费特点

- 疫情因素影响，汽摩配件类产品需求小幅下滑，清洗保养，检修工具类产品疫情期间热度较高
- 巴西用户热衷购买汽车零配件，摩托车配件，及车载电子类产品，汽车装饰也有一定需求，其中零配件中 LED 车灯最为畅销
- 巴西市场车载电子类中，以 MP5 系统，蓝牙音频接收器，带语音通话的车充最为热销
- 巴西市场存在一定数量的小 B 用户（0.9%），这类用户关注零配件及汽车装饰性产品，建议卖家可以针对性设置批发价方式吸引用户下单
- 最受欢迎的配件：LED 灯，影音装置，滤清器，防雨罩，GPS&警报装置，手机支架
-

• L2 - Categories Performance

Top Sub Category:

Car Replacement Parts

Motorcycles, Parts & Accessories

Car Electronics

Potential Sub Category:

Interior Accessories

Car Wash & Maintenance

Exterior Accessories

Automotive 重点子品类情况：

L2 category Focused Hero SKU

Car Replacement Parts	- LED lights - Repair Tools - Car Switches - USB Decoder	Insights 零配件类目中，以LED车灯最为畅销，类型涵盖汽车前大灯，雾灯，信号转向灯/刹车灯，车内照明灯，及装饰性的LED灯条，价格段7-20BRL。其中装饰性的RGB灯（轮胎，车内，车身部位）较受欢迎，目前车灯以低端产品为主，且多为无牌产品，建议卖家上新关注高流明（>8000）汽车LED灯；另外维修检测类工具（扳手，胎压检测）热度较高，零配件中点火，进排气，引擎系统零件等目前较为缺乏，建议卖家多上此类产品。目前车载垂直店铺中多以铺货大卖家为主，SKU较杂，建议多引入专注某一细分类的店铺（有一定运营能力）
Motorcycle Accessories	- Protective Gear - Exterior Decoration Parts	摩托车配件类目，骑行防护类产品（骑行手套，护膝，头盔，面罩，盔甲）热度较高，防护手套价格段在20-35BRL。头盔，护膝等价格偏高，同时这类产品SKU较少，是重点上新类目，另外摩托车车站，装饰性反光条较为热销，CFS效果较好，价格段集中在10-15雷；摩托车零件以排气管发声器，摩托车前大灯，换挡保护器最为热销
Car Electronics	- MP5 Player - Car Audio & acc - GPS & Accessorie - DVR	车载电子类目是成长最快的类目（自营卖家入驻），其中最为热销的是MP5的影音系统，7英寸，价格段在150-300BRL（低端），另外音频信号接收器（10-15BRL），带语音通话车充（17-25BRL），GPS信号跟踪器（25-35BRL）在campaign表现较好，行车记录仪SKU数量较少，建议卖家多上新此类产品，价格段150-400BRL之间，目前车载电子为重点上新二级类，建议卖家重点关注车载影像类，及音频类配件

Automotive 热门商品参考：

 2 pcs 30 CM Flexível 15 L... Any 2 get 5% off! R\$23,99 R\$9,99 239 vendidos	 Univeral Car Bluetooth R... Any 2 get 5% off! R\$12,99 R\$9,99 441 vendidos	 Carregador de Carro de 2... Any 2 get 5% off! R\$12,99 R\$9,99 293 vendidos	 Lâmpada LED de Farol de Carro Diurna com Farol d... Any 2 get 5% off! R\$13,99 R\$11,90 332 vendidos	 10Pcs 20cm Tira de Dec... Any 2 get 5% off! R\$18,99 R\$14,50 137 vendidos
 Caneta Permanente para Reparo de Pintura Veicul... R\$15,50 138 vendidos	 Conjunto de Chaves de F... Any 2 get 5% off! R\$20,99 R\$15,99 22 vendidos	 3Pcs Farol de Carro Colo... Any 2 get 5% off! R\$12,99 R\$9,99 293 vendidos	 Módulo Decodificador de... Any 2 get 5% off! R\$30,50 R\$20,50 150 vendidos	 2X Lampada para Farol d... Any 2 get 5% off! R\$19,90 155 vendidos



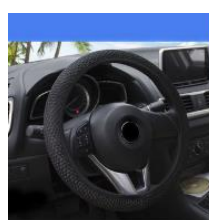
Reparo Líquido/Poliment...
Any 2 get 5% off!
R\$17,50 - R\$20,90
249 vendidos



2 Peças Farol LED C6 para Carro Tamanho H1 H4 H...
R\$44,50 - R\$50,50
802 vendidos



Fita Adesiva Refletiva Modelo Seta para Para...
R\$10,99 R\$8,50
176 vendidos



Capa de Volante de Micr...
Any 2 get 5% off!
R\$17,50
73 vendidos



Proteção/Suporte de Borracha Universal para...
R\$7,90
165 vendidos



Pi 1 Pç / Protetor de Para...
Any 2 get 5% off!
R\$22,99 R\$15,99
8 vendidos



Mini Espelho Retrovisor para Carro Rotação de 36...
R\$10,50 R\$7,99
303 vendidos



Pronta Entrega Mini Rastreador GPS Magnéti...
R\$67,00 R\$39,90
69 vendidos



☆SI Simulador de Turbo ...
Any 2 get 5% off!
R\$32,50 R\$23,90
90 vendidos



2PCS 3000K 6000K 8000K H7 LED 9600LM Mini...
R\$41,50 - R\$57,50
20 vendidos



Boneco de Ornamento Balançando a Cabeça Big...
R\$21,90 R\$16,50
39 vendidos



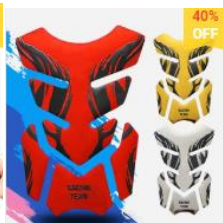
Folha Adesiva para Envel...
Any 2 get 5% off!
R\$22,50 R\$14,50
2 vendidos



LANSEL Luvas de Limpeza Macias para Carro/Cor...
R\$17,50 R\$14,50
2 vendidos



Promoção! Multimídia Duplo 2 DIN 7018B 7" par...
R\$539,50 R\$209,90
9 vendidos



Adesivo Decalque Protetor para Tanque de...
R\$31,90 R\$18,99
16 vendidos



RBTR_Car Charger 4 em 1 Dual 3.1A USB Voltage...
R\$37,50 R\$21,50
7 vendidos



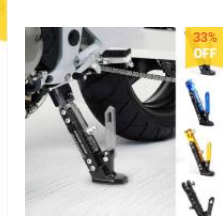
Conjunto de Capas para Assento de Carro com 15...
R\$110,90 R\$90,90
2 vendidos



12V Faixa de Luz LED Fle...
Any 2 get 5% off!
R\$34,50 - R\$35,90
24 vendidos



Luvas de motocicleta masculinas Tela sensível...
R\$60,50 R\$49,90
4 vendidos



bfw# Descanso Lateral A...
Any 2 get 5% off!
R\$130,50 R\$94,90
49 vendidos



Luz Atmosférica para Interior de Carro Portátil...
R\$13,50 R\$9,50
4 vendidos



Aspirador de Pó Compacto com 120W/Alta...
R\$140,90 R\$140,50
2 vendidos



CON -Rastreador Automotivo / Ferramenta...
R\$196,00 R\$101,00
4 vendidos

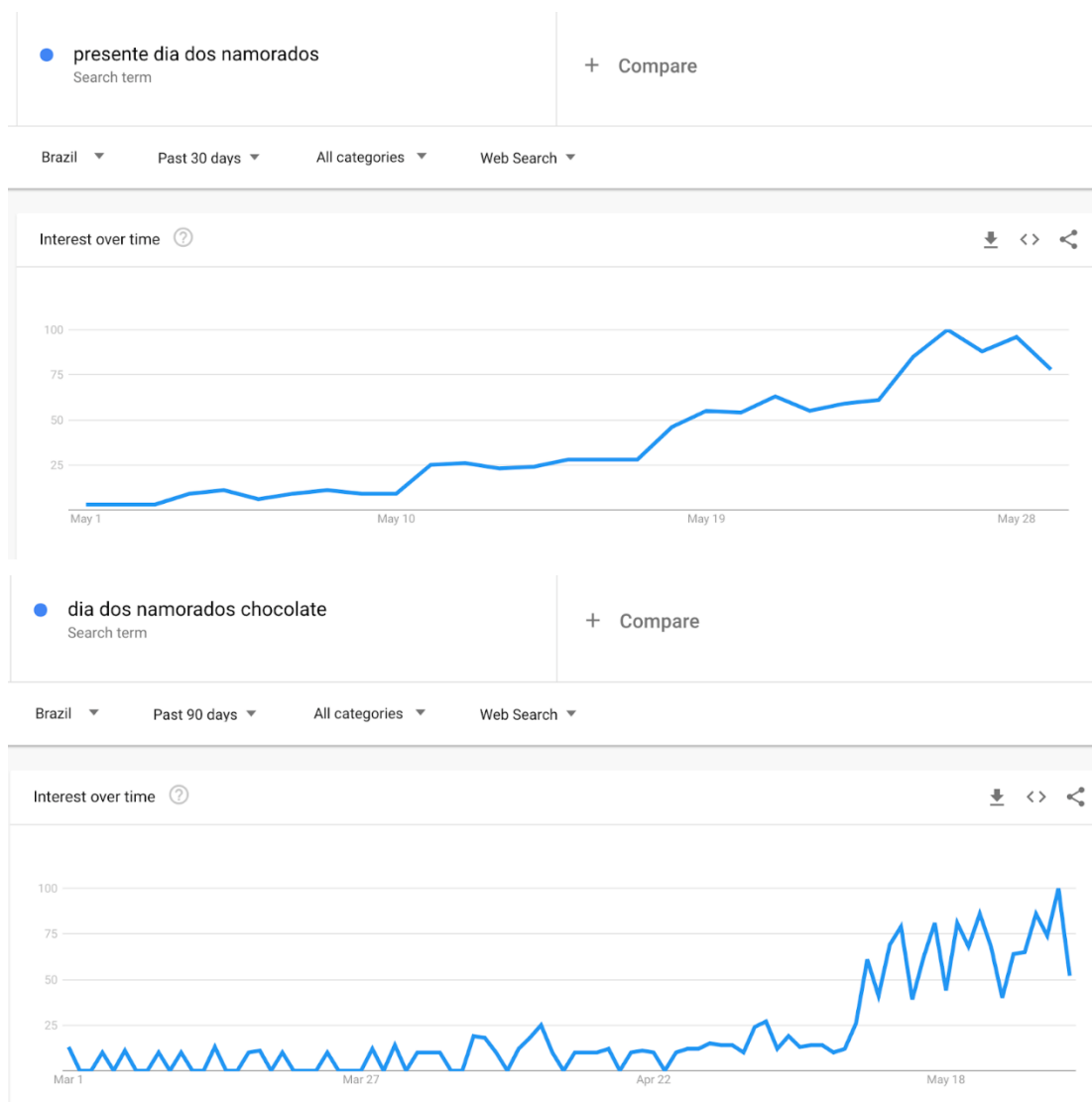


G30 1080 P Full HD DVR Carro Visão Noturna...
R\$116,99 R\$61,50
13 vendidos

Google 搜索趋势:

(1) Valentine's related

- Search for “valentine’s present”, “present for girlfriend”. “present for boyfriend”, “valentine’s chocolate” has increased as Valentine’s is coming



● presente para namorada
Search term

+ Compare

Brazil ▼ Past 30 days ▼ All categories ▼ Web Search ▼

Interest over time ?



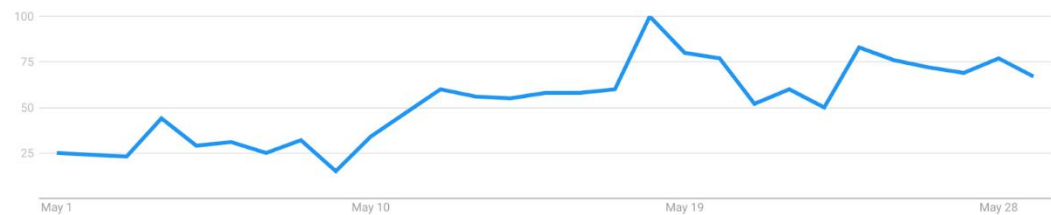
● presente para namorado
Search term



+ Compare

Brazil ▼ Past 30 days ▼ All categories ▼ Web Search ▼

Interest over time ?



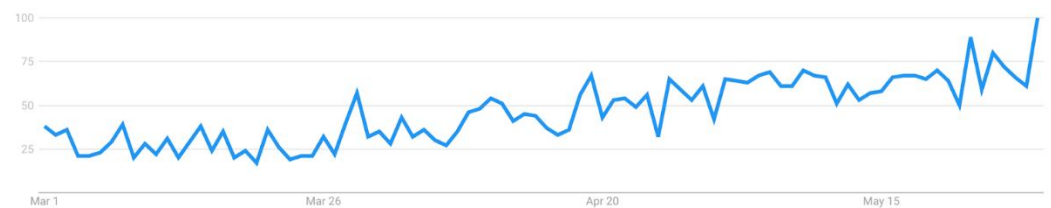
- Search term “make up kit”, has a pick on search this week, may be due to valentine's day

● kit de maquiagem
Search term

+ Compare

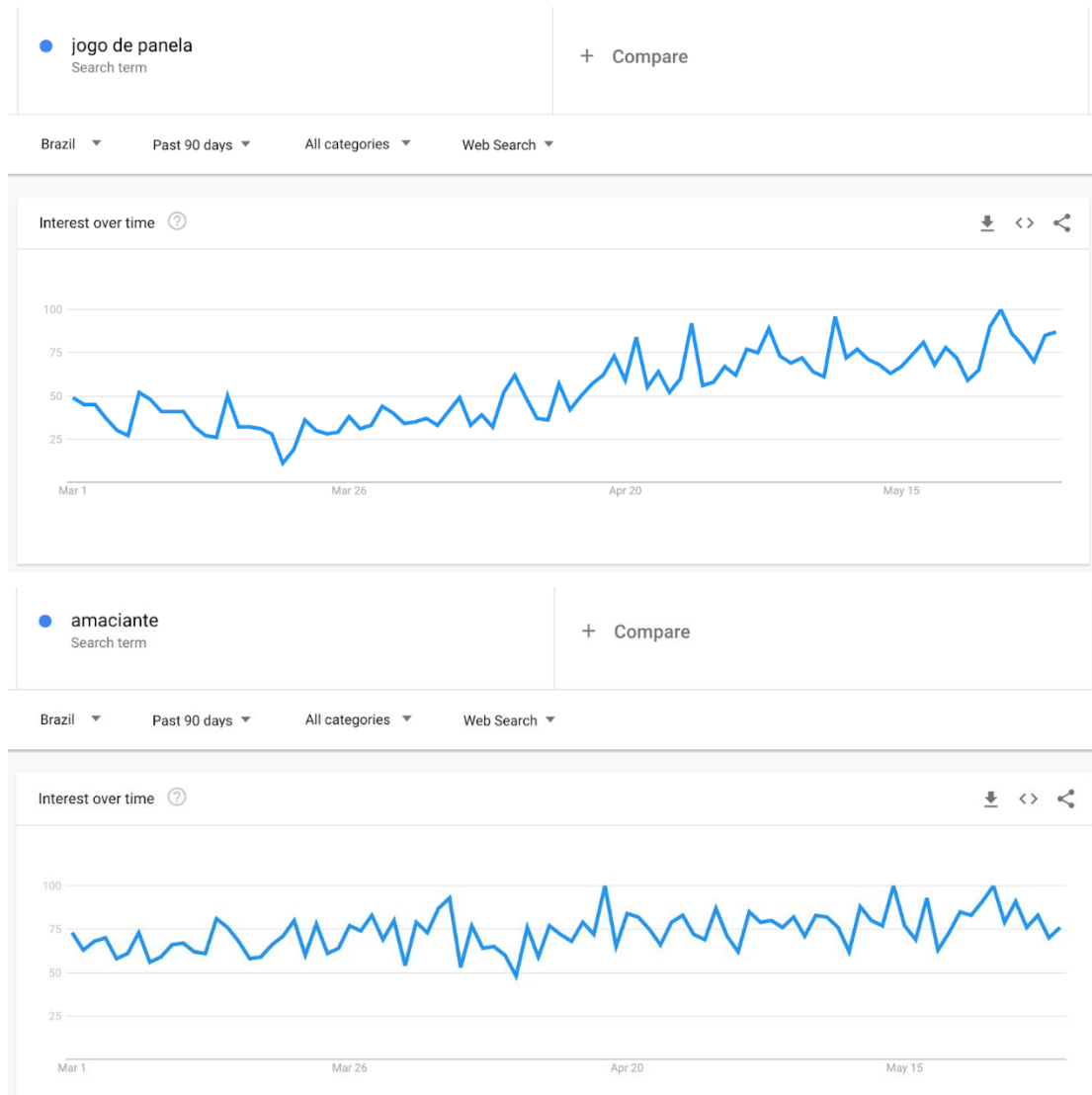
Brazil ▼ Past 90 days ▼ All categories ▼ Web Search ▼

Interest over time ?



(2) Kitchen and household product

- *Pan and pot collection* search term still increasing
- Household product *softener* remain high



(3) Electronics

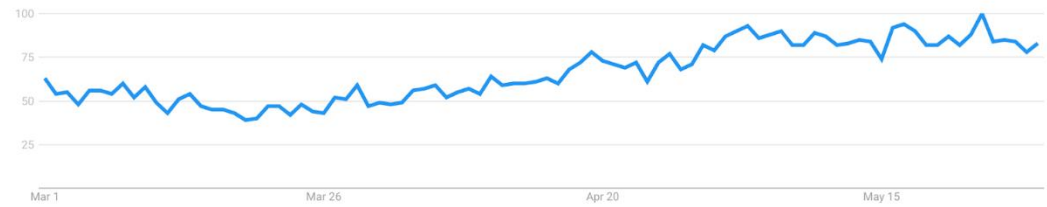
- “Smartphone”, “smart tv” and “earphone” still increasing

● **smartphone**
Search term

+ Compare

Brazil ▼ Past 90 days ▼ All categories ▼ Web Search ▼

Interest over time ?

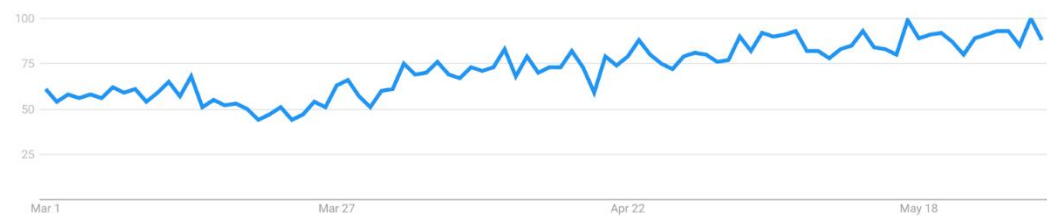


● **fone de ouvido**
Search term

+ Compare

Brazil ▼ Past 90 days ▼ All categories ▼ Web Search ▼

Interest over time ?



● **smart tv**
Search term

+ Compare

Brazil ▼ Past 90 days ▼ All categories ▼ Web Search ▼

Interest over time ?

