



巴西市场周报

2020/7/6

近期活动安排:

FRETE GRÁTIS
Compras acima de R\$10

Free

**SURPRESA PARA SUA FAMÍLIA
ECONOMIZE COM O
CUPOM DE R\$25**



Compre agora ▶

FRETE GRÁTIS
Compras acima de R\$10

Free

**ATÉ R\$19,99
PARA A FAMÍLIA TODA**



ATÉ 70% OFF

Compre agora ▶

FRETE GRÁTIS
Compras acima de R\$10

Free

**SAÚDE E BELEZA
SUPER OFERTAS**

PACOTE DE CUPONS DE R\$18



ATÉ 70% OFF

Compre agora ▶

正在进行:

Winter sale (7.6-7.12)

即将开始:

Have fun and relax (7.13-7.19)

Entertainment at home (7.20-7.26)



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	2
celular	电话	cell phone	2	1
relógio	手表	clock	3	3
óculos	眼镜	glasses	4	8
fone de ouvido	耳机	Earphone	5	5
ring light	环形灯	ring light	6	4
tenis	运动鞋	sneakers	7	6
moletom	运动裤	sweatpants	8	9
smartwatch	智能手表	smartwatch	9	10
bts	BTS	BTS	10	12
iphone	iphone	iphone	11	7
fone	电话	phone	12	11
decoração	装饰品	decoration	13	20
tapete	地毯	carpet	14	new in
luminária	灯具	light fixture	15	new in
tv box	电视盒子	tv box	16	new in
cozinha	厨房	kitchen	17	13
brinquedos	玩具	toys	18	new in
fone bluetooth	蓝牙耳机	Bluetooth phone	19	17
papel de parede	墙纸	Wallpaper	20	16

CFS 热销商品:

 4 Pcs PU Leather Bag with Female Cross... R\$ 54.81 - R\$ 57.89 55% OFF	 Smart Bracelet / Smart Watch 116 Plus BT with... R\$ 41.53 R\$ 24.99 42% OFF	 Anti-Aging Moisturizing Serum with Vitamin C /... R\$ 29.25 R\$ 13.90 52% OFF	 Face Massage Device with Vibration /... R\$ 28.98 R\$ 12.99 55% OFF	 Ap CmaaDu Eyeshadow Palette with 9 Sparkling... R\$ 31.00 R\$ 19.00 39% OFF
 Shoulder Bag / Cross Phone Bag / Female Ba... R\$ 13.20 3 sold	 Pendrive / Flash Memory 1 / 2TB USB 2.0 Portabl... £ 14.99 - £ 18.99 70% OFF	 M3Plus Smart Watch IP67 Waterproof Fitness... R\$ 52.00 R\$ 21.50 59% OFF	 IP67 / SmartWatch 116 Plus Screen waterproof... R\$ 50.00 R\$ 23.50 53% OFF	 Mop Squeegee for Floor... [Any 2 get 5% off!] R\$ 26.50 R\$ 21.90 17% OFF
 TDE 22 Pcs Makeup Brush for Eyeshadow /... R\$ 68.90 R\$ 45.50 34% OFF	 20Pcs MAANGE Professional Makeup... R\$ 79.60 R\$ 32.00 60% OFF	 Silicone Vibrator / G-Spot Stimulator Female /... R\$ 41.98 R\$ 25.18 40% OFF	 20 Piece Wool Makeup Brush Set / Bathroom Kit R\$ 36.00 R\$ 25.00 31% OFF	 [MISS] Facial Cleansing Sponge / Silicone... R\$ 49.00 R\$ 26.95 45% OFF
 20 Pcs Multicolored / Comfortable Makeup... R\$ 61.50 R\$ 36.50 41% OFF	 TDE 10x Foundation Brush Set / Powder /... R\$ 55.50 R\$ 37.90 32% OFF	 Y68 / D20 Waterproof S... R\$ 55.00 R\$ 28.80 48% OFF	 Multifunctional Electric Shaver with USB Input... R\$ 65.90 R\$ 16.50 75% OFF	 12 Pcs Purple / Diamond Color Makeup Brush for... R\$ 57.50 R\$ 36.90 36% OFF

 Silicone Case For iPhone... Any 2 enjoy 3% disco... R \$ 6.44 - R \$ 6.99 57 sold	 M3 Smartwatch / Watch... Any 2 get 5% off! R \$ 41.99 R \$ 25.99 561 sold	 Octopus Style Flexible Tripod for iPhone / ... R \$ 37.70 R \$ 20.85 21 sold	 Set / 11 Pcs Mermaid Makeup Brushes... Any 2 get 5% off! R \$ 21.90 - R \$ 34.90 190 sold	 M4 Heart rate smart bracelet... Any 2 enjoy 15% discount... R \$ 40.66 R \$ 25.99 3 sold
 115 Plus Smart Bracelet / Bluetooth Smartband... R \$ 50.00 R \$ 21.89 92 sold	 [MISS] Long Lasting / Waterproof / Sexy Ultra Lipstick... R \$ 18.00 R \$ 9.00 16 sold	 CHARM SKONHED 5 Pairs Handmade False Eyelashes... R \$ 7.20 - R \$ 7.29 1 sold	 Lipstick / Lip Gloss The TWO The Long Lasting... R \$ 21.00 R \$ 14.99 88 sold	 SACE LADY Waterproof Lipstick... Any 2 enjoy 15% discount... R \$ 21.98 R \$ 10.79 21 sold
 I7s TWS Bluetooth Headphones... Any 2 enjoy 3% discount... R \$ 99.00 R \$ 22.80 351 sold	 BIORE Solar Blocker SPF 50 / Waterproof / Anti-sweat... R \$ 29.75 R \$ 27.00 37 sold	 Original Samsung 128GB EVO+ Memory Card... Any 2 enjoy 15% discount... R \$ 118.90 R \$ 21.99 14 sold	 Sport Shoes / Women's Running Shoes R \$ 119.00 1 sold	 TWS BTH-130 Bluetooth Stereo Wireless Headphones... R \$ 55.00 R \$ 39.99 28 sold
 10 pcs Mermaid Makeup Brush for Foundation / ... R \$ 34.90 R \$ 23.50 1 sold	 Noise Canceling Wireless Bluetooth In-Ear Headphones... R \$ 24.20 R \$ 10.99 6 sold	 Original Plain Color Silicone Case for iPhone... R \$ 19.90 R \$ 10.99 220 sold	 Noise Reduction Sports Stereo Bluetooth Headphones... R \$ 34.48 R \$ 15.99 1 sold	 Waterproof Sport M4 Smart Watch with Color Display... R \$ 43.14 R \$ 24.99 2 sold

Stationery 品类概况：

• 消费群体

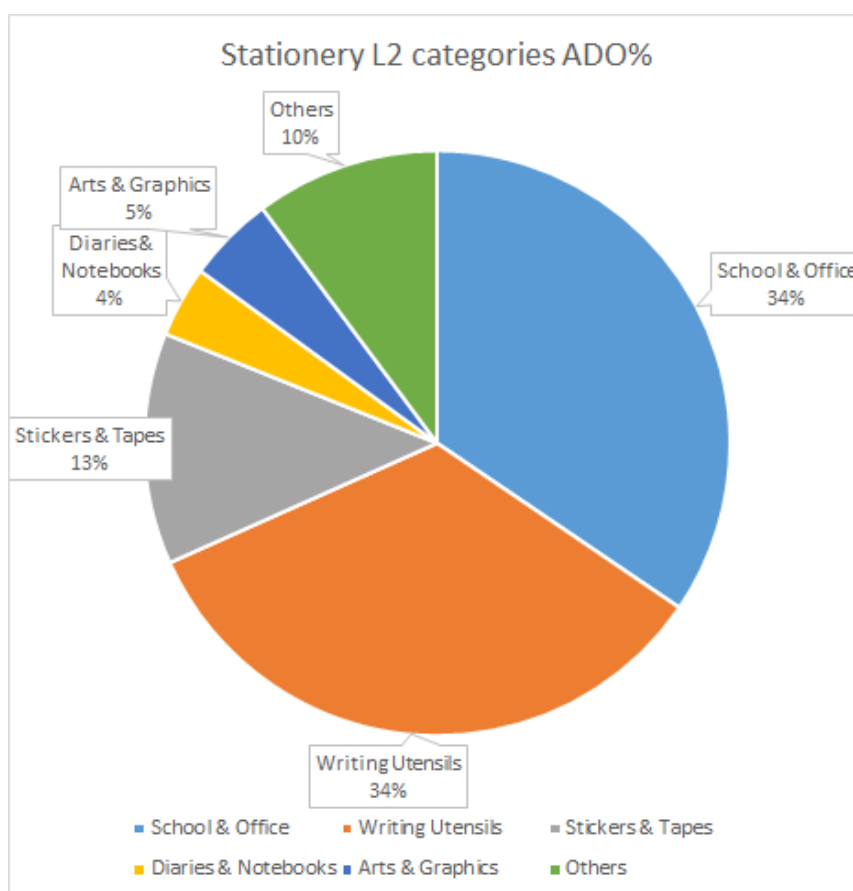
- 巴西站点文具品类主要消费客群年龄层在 19-34 岁，女性用户多于男性用户，对价格敏感度较高

• 消费习惯

- 文具中最为畅销的为各类书写工具，写字笔套装，彩色笔套装、记号笔套装、BT21 卡通笔套装，多色笔等销量最好
- 追求性价比，不超过 5BRL 的 10 色笔，10BRL 左右的写字笔套装，文具袋，笔筒等比较畅销
- 巴西用户存在猎奇心理，同等价位下有奇特造型或卡通形象的产品销量明显高于普通款产品

• 当前需求

- 目前平台文具类垂直店铺数量少，品牌店数量缺乏，有很大增长空间
- 笔记本类 SKU 较少且产品雷同，建议多上新



Stationery 重点子品类介绍:

L2 category	Focused Hero SKU	Insights
Writing Utensils	12 Pcs pen set - Multicolor pen - Kpop BT21 pen - Stylised pen	- 价格在15BRL左右的12支彩笔套装是当前写字用具的Top 1热销产品，为热销常青款，但目前同类SKU较少，可多多上新，多色笔也非常畅销价格在5BRL以内 - 普通写字笔套装，其单价价格需低到2BRL以下才可出单 - BTS在巴西的搜索词频较高，可多上新BTS卡通形象书写工具 - 同等价位的情况下，造型独特的笔的更好卖
School & Office	- Pencil vase - Paper Clip - Matchstick eraser - Pen bag - Bookmark	- 文具袋/笔筒等出单主力价格带在10-15BRL，大容量文具袋或者影视IP款价格可以卖到15-20BRL - 猎奇类产品例如火柴橡皮擦，造型回形针等在CFS表现很好，有相关资源的卖家可以多多提报
Stickers & Tapes	- Tape set - Stickers - Correction tape	- 常规款便利贴/书签贴/便签类热销价格带在3-5BRL - 常规款的修正带价格不高于5BRL，动物贴纸款修正带可以达到7BRL - 因文具类产品女性客户远多于男性，各类手账贴纸、DIY日记贴纸也十分热销，大多为可爱/文艺/动漫IP几种类型，价格分别范围较广2-10BRL，但不高于10BRL
Diaries & Notebooks	- Painting book - Notebook	- 记事本/绘画本类的价格视其厚度与大小而定，但热销价格在10-15BRL之间，在同等条件下影视IP款的笔记本可卖到更高的价格 - 目前热销的有一款A5大小的活页本，平时售价为13BRL，CFS售价为10BRL - 目前巴西站点非常缺乏A5常规类大小的写字本，四线格练字本等有相关资源的卖家积极上新

Stationery 热销商品:

 Marcador Colorido Poroso com Ponta Fina para... R\$30,99 R\$15,50 246 vendidos No exterior	 10 Pcs/Lote de Caneta d... Any 2 get BRL 2 off! R\$20,50 R\$18,50 441 vendidos No exterior	 10 Pcs/Conjunto Boa Ca... Any 2 get BRL 2 off! R\$19,50 R\$18,90 382 vendidos No exterior	 6 Caneta Marca Texto de Duas Pontas Colorida Pa... R\$7,90 - R\$14,90 714 vendidos No exterior	 Conjunto com 6 pcs de Pequenos Marca-Texto e... R\$18,99 R\$18,50 198 vendidos No exterior
 6 Canetas Marca-Texto de Cor e Ponta Dupla /... R\$12,99 17 vendidos No exterior	 GONGJING 48 pcs Conjuto de Caneta de Ge... R\$37,50 R\$19,50 695 vendidos No exterior	 Estojo para Canetas de Gatinho /Material Escolar... R\$23,99 R\$18,50 220 vendidos No exterior	 Marcador de Arte com 168 Cores R\$16,99 R\$7,90 643 vendidos No exterior	 Mohamm Cadernos de Anotações/Diários de... R\$4,80 R\$4,75 74 vendidos No exterior

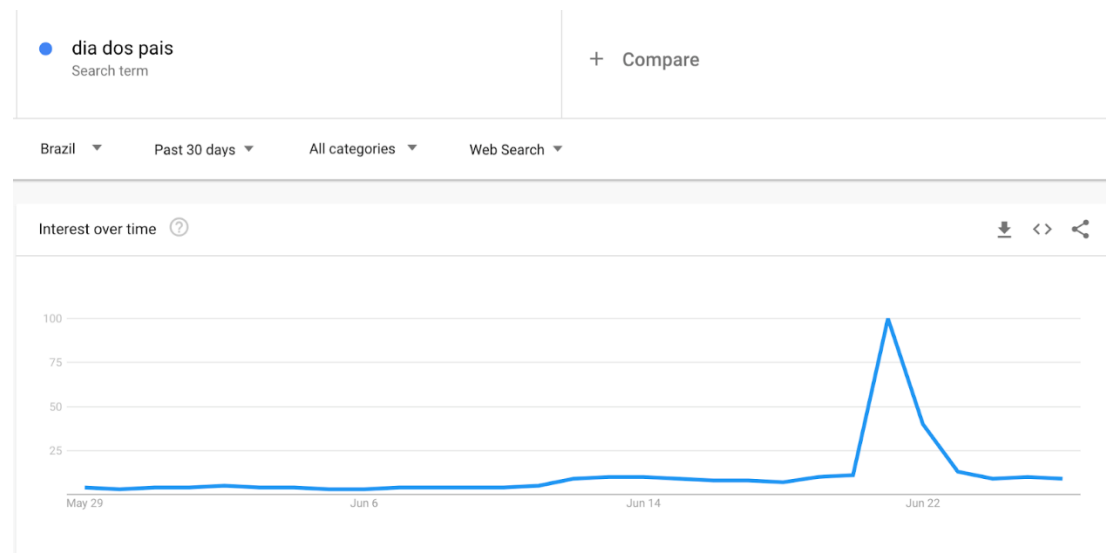
 29% OFF Estojo de Plástico Transparente Fofo/Estojo... R\$6,90 R\$4,90 1 vendidos No exterior	 20% OFF Caneta Marca Texto Metálica... R\$4,00 R\$3,20 503 vendidos No exterior	 20% OFF 1 Pç Lapiseira Stripe 0,5mm / Escrita / Materi... R\$2,60 R\$2,08 147 vendidos No exterior	 5% OFF Marcador Permanente Preto Cabeça Dupla Pret... R\$3,50 R\$3,32 89 vendidos No exterior	 6% OFF 48 pçs / set Material Esc... Any 2 get BRL 2 off! R\$23,50 R\$21,99 265 vendidos No exterior
 7% OFF Pote para Armazenar Lápis e Canetas/ Item de... R\$12,90 - R\$13,50 112 vendidos	 31% OFF 50 Pçs Refil de Caneta Gel de Tinta... R\$22,60 R\$15,50 50 vendidos No exterior	 46% OFF WS Draw with Light Developing Tablet Drawin... R\$23,50 - R\$41,90 No exterior	 23% OFF Caneta Esferográfica Fof... Atacado R\$12,99 R\$10,00 15 vendidos No exterior	 20% OFF Caneta Gel Esferográfica com Refil... R\$2,40 - R\$4,80 80 vendidos No exterior
 48% OFF Bolsa Feminina Moderna ... Any 2 get BRL 2 off! R\$21,50 R\$16,50 247 vendidos	 57% OFF Caneta em Gel de Gatinho Fofo 6 Peças/Papelaria... R\$6,90 - R\$10,90 995 vendidos No exterior	 47% OFF Caneta Esferográfica de ... Qualquer 2 em R\$14,00 R\$15,10 R\$7,99 No exterior	 32% OFF Pujings Conjunto de 54 Peças de Cartão com Fot... R\$29,50 R\$19,50 123 vendidos No exterior	 9% OFF Novo 6 Pçs Lindas Canetinhas Marcador... R\$15,90 R\$14,50 139 vendidos
 20% OFF Caneta Gel Marca Texto 0,8mm Branca R\$3,80 R\$3,04 215 vendidos No exterior	 23% OFF 48pcs Caneta de tinta gel fluorescente... R\$25,90 R\$19,90 576 vendidos No exterior	 20% OFF 45 Pç Caixa com Mini Adesivos Decorativos de... R\$3,28 - R\$4,24 217 vendidos No exterior	 32% OFF 4 Pçs Canetas de Gel de Tinta Preta / Material... R\$20,50 R\$13,90 523 vendidos No exterior	 20% OFF Marcadores de Livro de Metal e Clipes de Papel d... R\$2,20 R\$1,76 643 vendidos No exterior

 6 Pcs/Jogo Caneta Marca-Texto com Ponta Dupla/2... R\$13,80 R\$11,99 No exterior	 Mini Diário/Caderno/Livro de Recados com Linda... R\$18,50 R\$11,50 62 vendidos	 3pcs Caneta Neutra com Desenho Fofo/Artigo de... R\$19,99 R\$10,00 56 vendidos	 Lápis de Colorir/Lápis de Cor/Fofo/Material de... R\$15,90 R\$13,90 22 vendidos	 2Pcs Conjunto de Caneta... 80 Color Qualquer 2 aproveite 15... R\$20,00 R\$9,00 No exterior
 Mohamm Conjunto / 10 Pcs Fita Adesiva de Pape... R\$9,00 R\$8,55 29 vendidos No exterior	 Thunlit Diário/Bloco de N... Qualquer 10 aproveite 2... R\$28,00 R\$12,99 1 vendidos No exterior	 Marcador Permanente Preto de Cabeça Dupla... R\$3,50 R\$3,32 35 vendidos No exterior	 Lm 1Pç Caneta Gel com Ponta de... R\$6,00 R\$4,99 1 vendidos No exterior	 12Pcs/Lote Caneta Gel ... Any 2 get BRL 2 off! R\$28,50 R\$22,50 38 vendidos No exterior

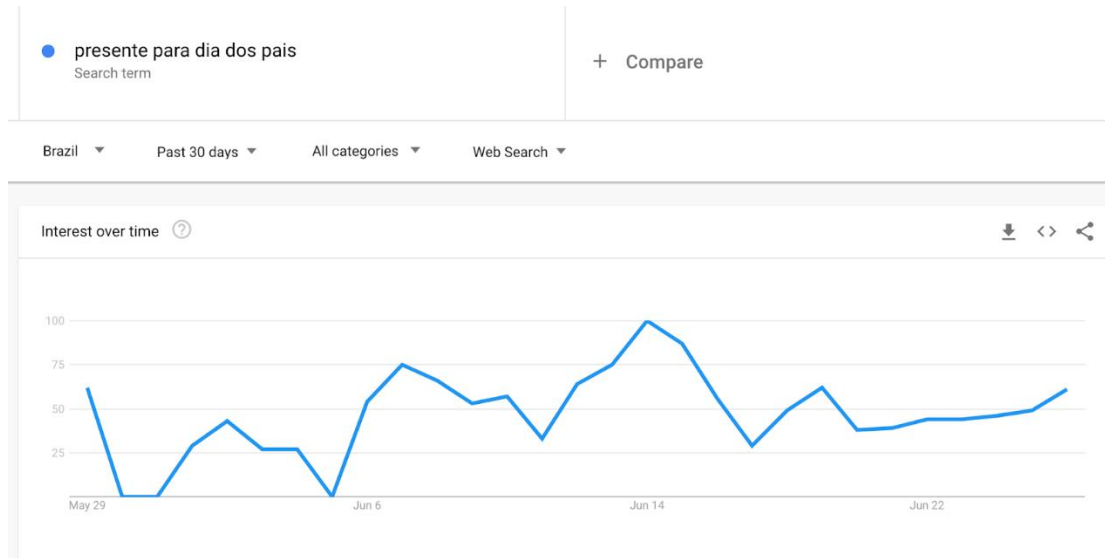
Google 搜索趋势情况：

1.父亲节相关：

6月21-22日有一个高峰是因为6月21日是美国的父亲节，美国的节假日对巴西人影响比较大。

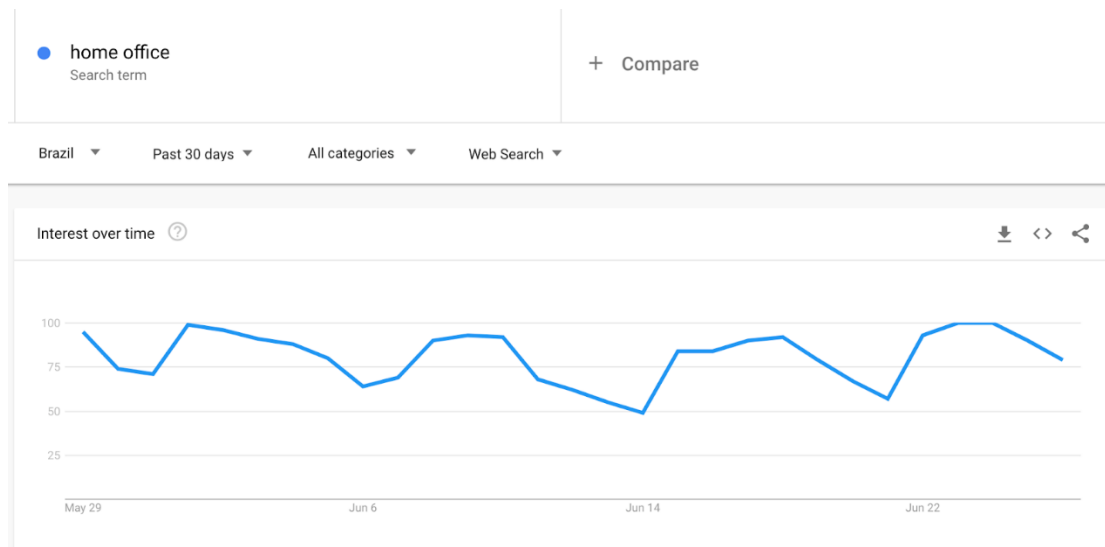


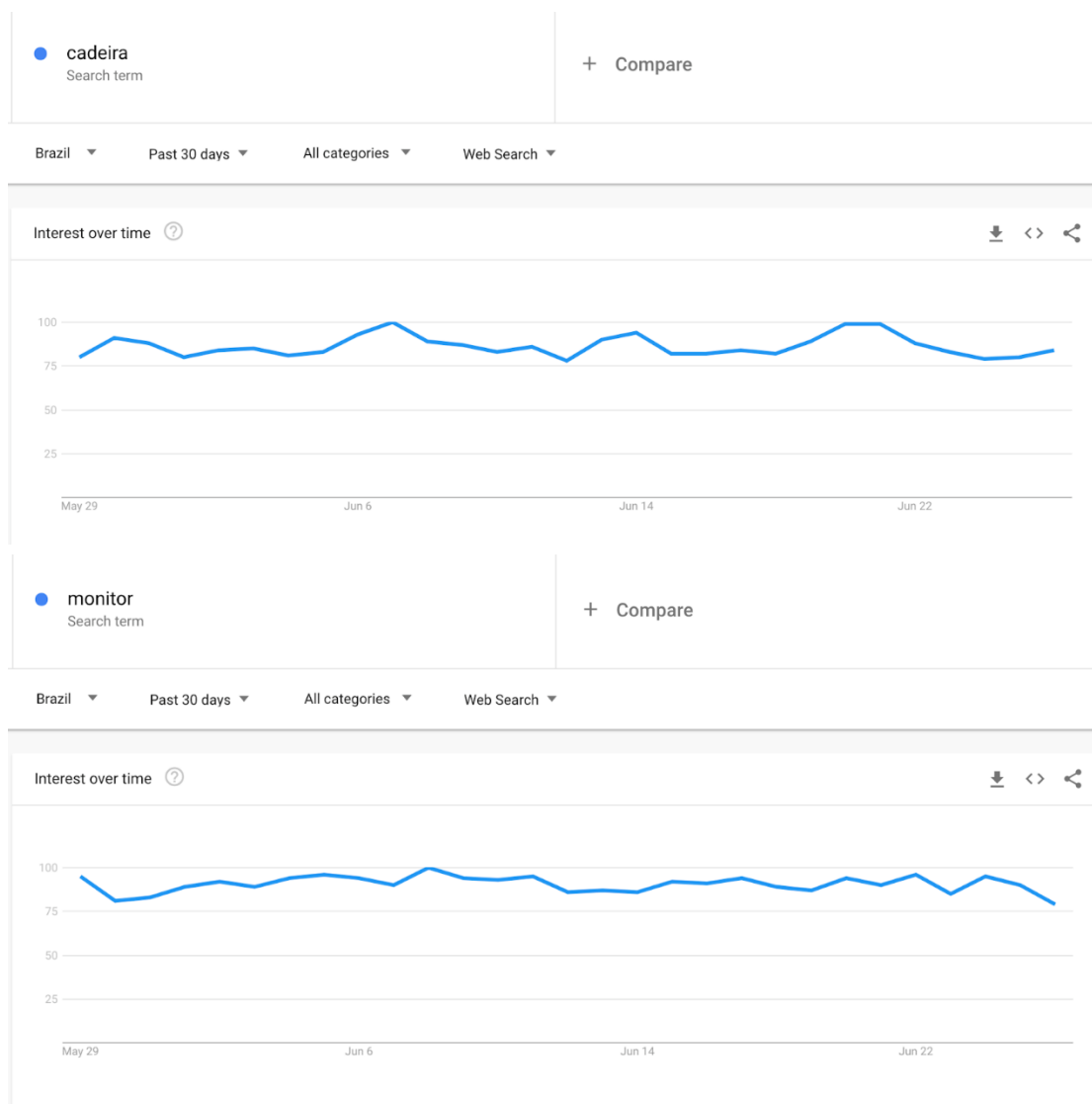
父亲节礼物的搜索量也有点点增加



2.家庭办公相关：

家庭办公相关的搜索词例如显示器，办公座椅的搜索量仍然很高





3.搜索量增加的热搜词:

从 google 搜索词分析来看, 像环形灯、天使运动裤这类搜索词在上升, 这可能是因为受 covid-19 的影响, 使得更多人开始在家当博主

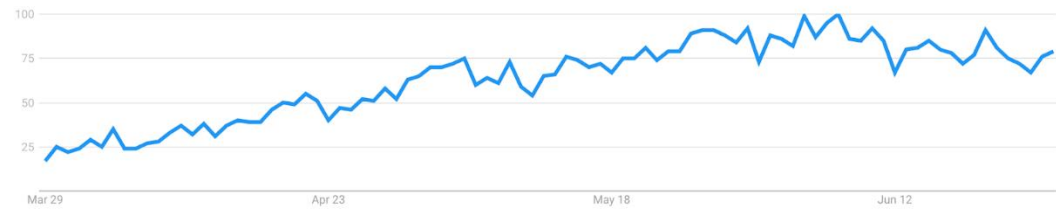


● ring light
Search term

+ Compare

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

Interest over time ?



● calça angelical
Search term

+ Compare

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

Interest over time ?

