



巴西市场周报

2020/10/19

近期活动安排:

正在进行:

New decor, new home



RENOVE SUA CASA
ATÉ R\$35
EM CUPONS

Free FRETE GRÁTIS
Sem valor mínimo

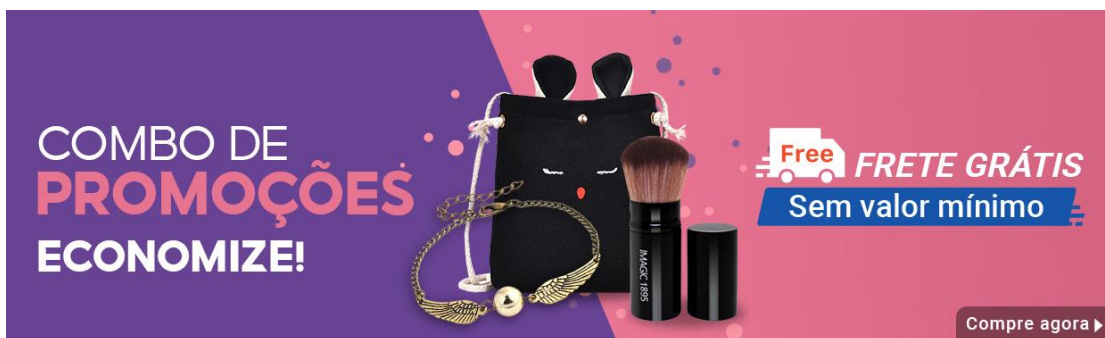
Compre agora ▶



SELEÇÃO ESPECIAL
POR ATÉ **R\$30**

Free FRETE GRÁTIS
Sem valor mínimo

Compre agora ▶



COMBO DE
PROMOÇÕES
ECONOMIZE!

Free FRETE GRÁTIS
Sem valor mínimo

Compre agora ▶

即将开始:

Shopee Black Friday - first batch



上周热搜关键词：

Keyword	Translate CN	Translate EN
vestido	连衣裙	dress
smartwatch	智能手表	smartwatch
fone de ouvido	耳机	earphone
celular	手机	cell phone
bolsa	包包	bag
tv box	电视盒子	tv box
fone bluetooth	蓝牙耳机	bluetooth earphone
halloween	万圣节	halloween
piscina	泳池	swimming pool
biquíni	比基尼	bikini
mochila	双肩包	backpack
relógio	手表	watch
calcinha	女士内裤	women's underpants
cropped	短款上衣	cropped top
maquiagem	美妆	makeup
óculos	眼镜	glasses
fone de ouvido sem fio	无线耳机	wireless earphone
tenis	球鞋	sneakers
iphone	苹果手机	iphone
fone	耳机	earphone

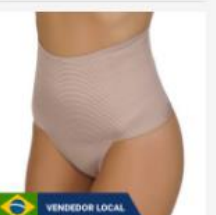
搜索量上升最多的关键词：

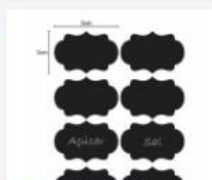
Keyword	Translate CN	Translate EN
fone de ouvido sem fio	无线耳机	wireless earphone
vestido	连衣裙	dress
celulares e smartphone originais	手机/原装智能手机	cell phone / original smart phone
tenis masculino	男式球鞋	men's sneakers
tenis	球鞋	sneakers
celular	手机	cell phone
relógio	手表	watch
halloween	万圣节	halloween
cropped	短款上衣	cropped top
tênis feminino	女式球鞋	women's sneakers
maquiagens	美妆	makeup
bolsa	包包	bag
ring light	环形灯	ring light
calcinha	女士内裤	women's underpants
fone bluetooth	蓝牙耳机	bluetooth earphone
mi band 5	小米手环5	mi band 5
biquíni	比基尼	bikini
fone de ouvido	耳机	earphone
camisa masculina	男士衬衫	men's shirt
bts	防弹少年团	bts

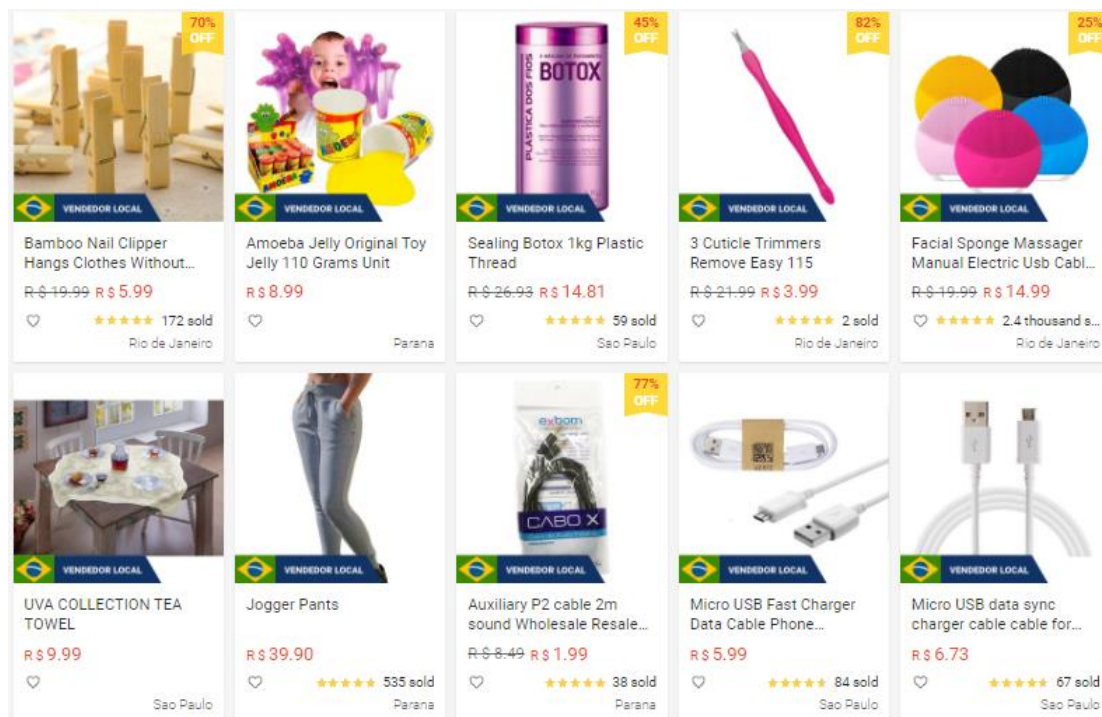
CFS 热销商品：

 40% OFF ANIMATED DRAWING CABLE PROTECTOR R\$ 10.99 R\$ 6.50 19 sold International	 25% OFF Wrist Watch With Digital Led Display / Silica Gel... R\$ 7.99 R\$ 5.99 542 sold International	 30% OFF Long lasting matte lipstick makeup or red lip... R\$ 8.50 R\$ 5.99 6 sold International	 64% OFF COD Vaseline Long Lasting Moisturizing Lip... R\$ 19.50 R\$ 6.99 616 sold International	 48% OFF Sexy Long Lasting Waterproof Matte Lipstick... R\$ 11.50 R\$ 5.99 2 sold International
 21% OFF 1Pc Long-lasting Removable Lip Paint /... R\$ 9.50 R\$ 7.50 67 sold International	 92% OFF Cute Ear Design Headband... Any 3 get 10% off R\$ 25.50 R\$ 1.99 14 sold International	 47% OFF Silicone Basting Bread Cream Oil Brush Baking... R\$ 12.99 R\$ 6.90 International	 30% OFF Cellphone Cable Protector with Cute Mickey /... R\$ 10.00 R\$ 6.99 866 sold International	 25% OFF Samsung A71 A51 A 51 Cover Silicone Case with... R\$ 7.50 - R\$ 8.90 38 sold International

 2 Side Cartoon Protector Cable Protector Apple... R\$10.90 R\$6.50 ★★★★★ 34 sold International	 1 Pcs Silicone Bread Pastry Cream Oil Baking... R\$14.50 R\$1.99 International	 Cartoon Mobile Phone Data Line Protector... R\$7.90 R\$6.90 ★★★★★ 129 sold International	 Eyes Cow Pencil Cosmetic Makeup Natural Tint Lon... R\$9.50 R\$5.99 ★★★★★ 5 sold International	 Reusable Folding Button Shopping Bag / Handbag... R\$4.35 - R\$5.44 ★★★★★ 19 sold International
 Women's socks, 2 straps, colored socks and socks... R\$10.90 R\$5.99 ★★★★★ 28 sold International	 【NC】 Makeup Base Sponge Blender Wet / Dr... R\$7.50 R\$1.99 ★★★★★ 59 sold International	 Jen 1 Set of Earrings / Ring / Necklace Female... R\$16.39 R\$8.52 International	 Fashion star and elegant crescent moon pendant... R\$13.90 R\$5.99 ★★★★★ 5 sold International	 Silicone Led Men Women Men Sport Digital Watch... R\$16.99 R\$7.99 ★★★★★ 1 sold International
 Trendy Cute Heart and Letter Pendant Chain... R\$19.99 R\$5.99 ★★★★★ 4 sold International	 Women's Metal Personality Earrings With Tassel Leaf U.S.\$16.00 R\$9.60 ★★★★★ 6 sold International	 Metal Alloy Tassel Earring With Butterfly Tassels R\$11.52 - R\$11.87 ★★★★★ 4 sold International	 Termopl Stico Polyurethane Mobile... R\$6.00 2 sold International	 Imitation Heart Pendant Titanium Steel Chain... U.S.\$16.00 R\$10.05 International
 Butterfly Pendant Foot Chain Anklets Yoga... R\$10.33 - R\$10.64 ★★★★★ 1 sold International	 Korean Simple Popular Diamond Pearl Ball Of Wi... R\$10.20 - R\$10.83 2 sold International	 Finger Holder With Cat Design 3d Unicorn, Mobil... R\$6.50 - R\$6.90 ★★★★★ 6 sold International	 GOOD Simple Copper Alloy Female Necklace with... R\$10.05 - R\$10.12 2 sold International	 Gold plated heart chain necklace with valentine... R\$11.50 R\$5.99 ★★★★★ 24 sold International

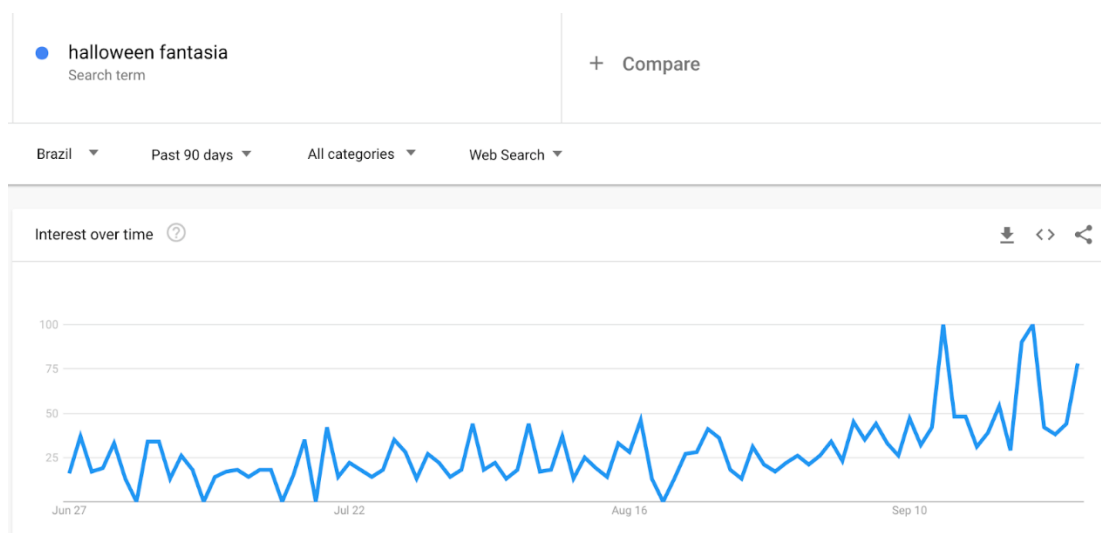
 Pair of Hoop Pin / Pendulum Earrings with... R\$ 9.69 - R\$ 9.98 ★★★★★ 44 sold International	 Termopl Stico Polyurethane Mobile... R\$ 6.72 ★★★★★ 2 sold International	 Zingzinggo Mini floral canvas coin purse Bag... R\$ 16.99 R\$ 1.99 ★★★★★ 1 sold International	 Cartoon mickey keychain phone case keychain bag... R\$ 10.99 R\$ 1.99 ★★★★★ 4 sold International	 Vip Retractable Tape Measure Easy Mini... R\$ 12.72 R\$ 6.61 ★★★★★ 48% OFF International
 2pc Glass Film For Bracelet P8 1.4insmart H... R\$ 7.99 R\$ 5.99 ★★★★★ 90 sold International	 Flexible Case For Iphone 11 Promax X Xs Xr Xsma... R\$ 18.00 R\$ 9.00 ★★★★★ 50% OFF International	 Y-Style Jewelry Style Women's Necklace with... R\$ 9.60 - R\$ 9.89 ★★★★★ 3 sold International	 Microblading Eyebrow Pencil / Liquid Eyebrow... U.S. \$ 16.00 R\$ 9.60 ★★★★★ 653 sold International	 Unisex Sunscreen Cream / Whitening Lotion R\$ 50.00 ★★★★★ 48% OFF International
 Perfect Wash Omo Powder Soap 400g R\$ 6.90 ★★★★★ 62 sold Sao Paulo	 Total Cleaning Bright Powder Soap 400g R\$ 4.99 ★★★★★ 3 sold Sao Paulo	 Led Lamp Lampshade 7 Colors Luminaria Furta... R\$ 26.44 ★★★★★ 1.6 thousand s... Sao Paulo	 Utron Soft Simple Pendant Lamp Socket E27... R\$ 9.99 - R\$ 27.00 ★★★★★ 26 sold Sao Paulo	 Washable Adhesive Wallpaper Imitates Wood... R\$ 17.90 ★★★★★ 16 sold Sao Paulo
 Headphone for Mobile - Universal BRAND M - P2... R\$ 15.00 R\$ 6.00 ★★★★★ 81 sold Sao Paulo	 Silicone Shape eggletes ... Any 3 enjoy 2% discount R\$ 19.99 R\$ 5.99 ★★★★★ 3.7 thousand s... Rio de Janeiro	 Dulce de leche with guav... Wholesale R\$ 14.95 R\$ 11.99 ★★★★★ 937 sold Minas Gerais	 Imperius Boxer Underwe... Wholesale R\$ 8.74 ★★★★★ Sold 4,000 Minas Gerais	 Panties Reducing Belt Modeling Abdominal Belt... R\$ 9.50 ★★★★★ 88 sold Rio de Janeiro

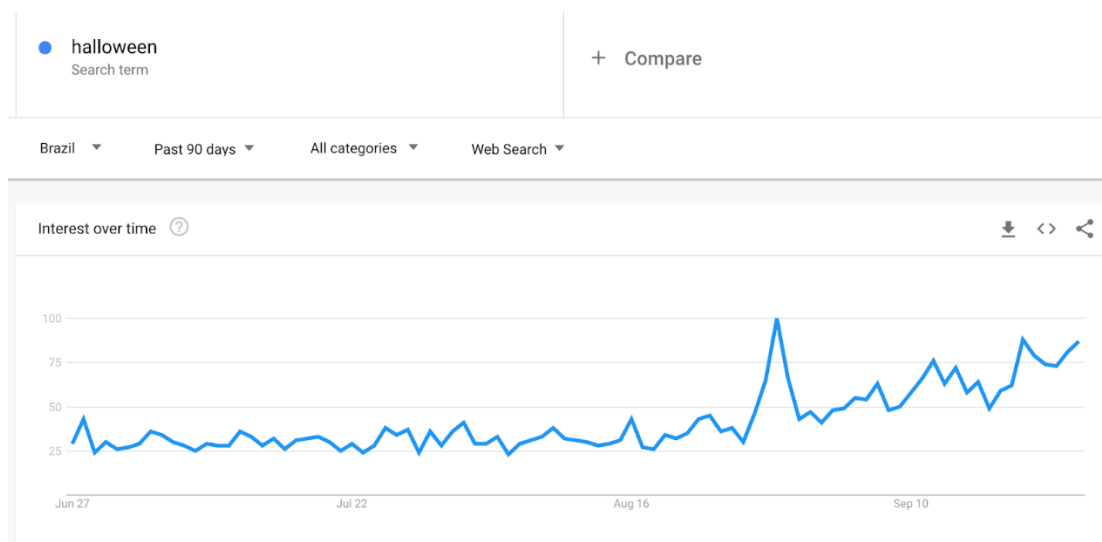
 VENDEDOR LOCAL Kit Eyebrows 8 Pieces Transforms Eyebrow And... R\$ 25.99 ♥ Rio de Janeiro	 VENDEDOR LOCAL Invisible Silicone Adhesive... Any 3 enjoy 2% discount R\$ 15.99 R\$ 9.99 ♥ ★★★★★ 20 sold Rio de Janeiro	 VENDEDOR LOCAL Uno Card Game Summer Version 108 Cards Family... R\$ 12.00 ♥ ★★★★★ 555 sold Parana	 VENDEDOR LOCAL Curvex Eyelash Curler Material Steel Incredible... R\$ 7.99 R\$ 4.99 ♥ ★★★★★ 1 sold Rio de Janeiro	 VENDEDOR LOCAL Colorful Curvex Eyelash Curler / Makeup Eyelash... R\$ 8.99 R\$ 4.99 ♥ Rio de Janeiro
 VENDEDOR LOCAL Plain Cloth Printed Dishcloth 40 x 60cm - Milk R\$ 3.89 ♥ ★★★★★ 51 sold Santa Catarina	 VENDEDOR LOCAL Decorative Frames Plate Phrases Kitchen Drink Ba... R\$ 9.90 ♥ 1 sold Sao Paulo	 VENDEDOR LOCAL Waterproof Pillow Protec... R\$ 14.97 ♥ Sao Paulo	 VENDEDOR LOCAL Uno Card Game summer version promotion good... R\$ 6.99 ♥ ★★★★★ 138 sold Sao Paulo	 VENDEDOR LOCAL Unisex Adult Reusable W... Wholesale R\$ 10.00 ♥ ★★★★★ 609 sold Sao Paulo
 VENDEDOR LOCAL Pre-Treatment Shampoo Kit + Thermal Sealing +... R\$ 80.76 R\$ 35.54 ♥ ★★★★★ 2.7k sold Sao Paulo	 VENDEDOR LOCAL Top House Plastic Garlic Crusher R\$ 6.90 ♥ ★★★★★ 2 sold Sao Paulo	 VENDEDOR LOCAL Guarana Jesus Pet 1,5l R\$ 9.50 ♥ ★★★★★ 274 sold Minas Gerais	 VENDEDOR LOCAL PROFESSIONAL KIT SHAMPOO 1L AND MAS... R\$ 99.80 ♥ ★★★★★ 5 sold Holy Spirit	 VENDEDOR LOCAL Pack 50 Colored Balls 76mm Do Not Knead... R\$ 8.99 ♥ Sao Paulo
 VENDEDOR LOCAL Pair Wristband Thumb Arthritis Tendonitis R\$ 9.99 R\$ 5.90 ♥ ★★★★★ 110 sold Rio de Janeiro	 VENDEDOR LOCAL 12 5x3cm Blackboard Adhesive Labels R\$ 3.50 ♥ ★★★★★ 140 sold Sao Paulo	 VENDEDOR LOCAL Club Happy Children's Shoes in various colors. R\$ 59.99 R\$ 39.53 ♥ ★★★★★ 31 sold Sao Paulo	 VENDEDOR LOCAL Dadinho Package 90 g R\$ 6.99 ♥ ★★★★★ 103 sold Parana	 VENDEDOR LOCAL Wooden Foot File / Dead Skin Removal Paper / He... R\$ 9.99 R\$ 3.99 ♥ Rio de Janeiro



Google 热搜趋势:

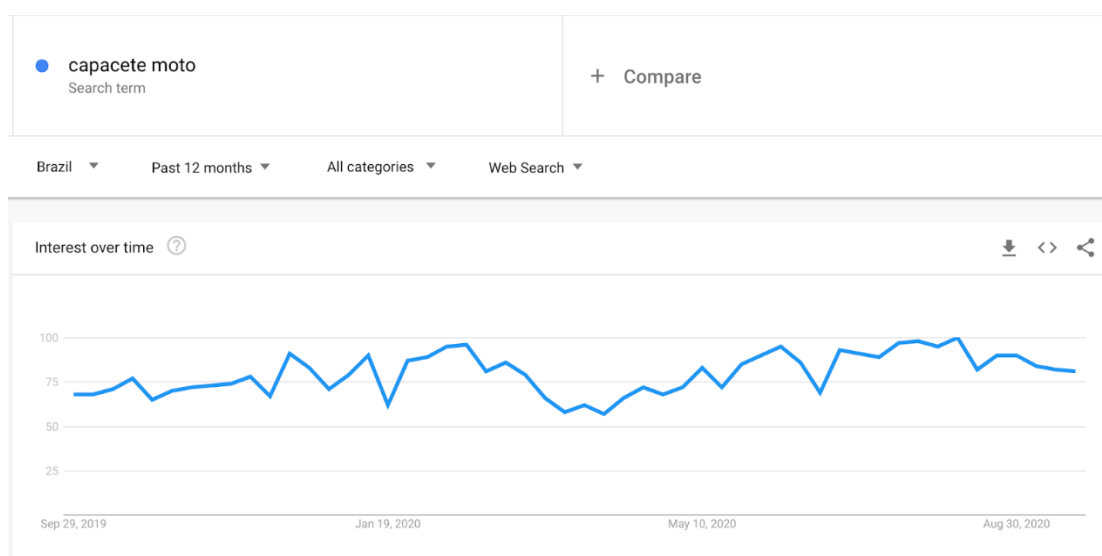
- Halloween 相关搜索词:

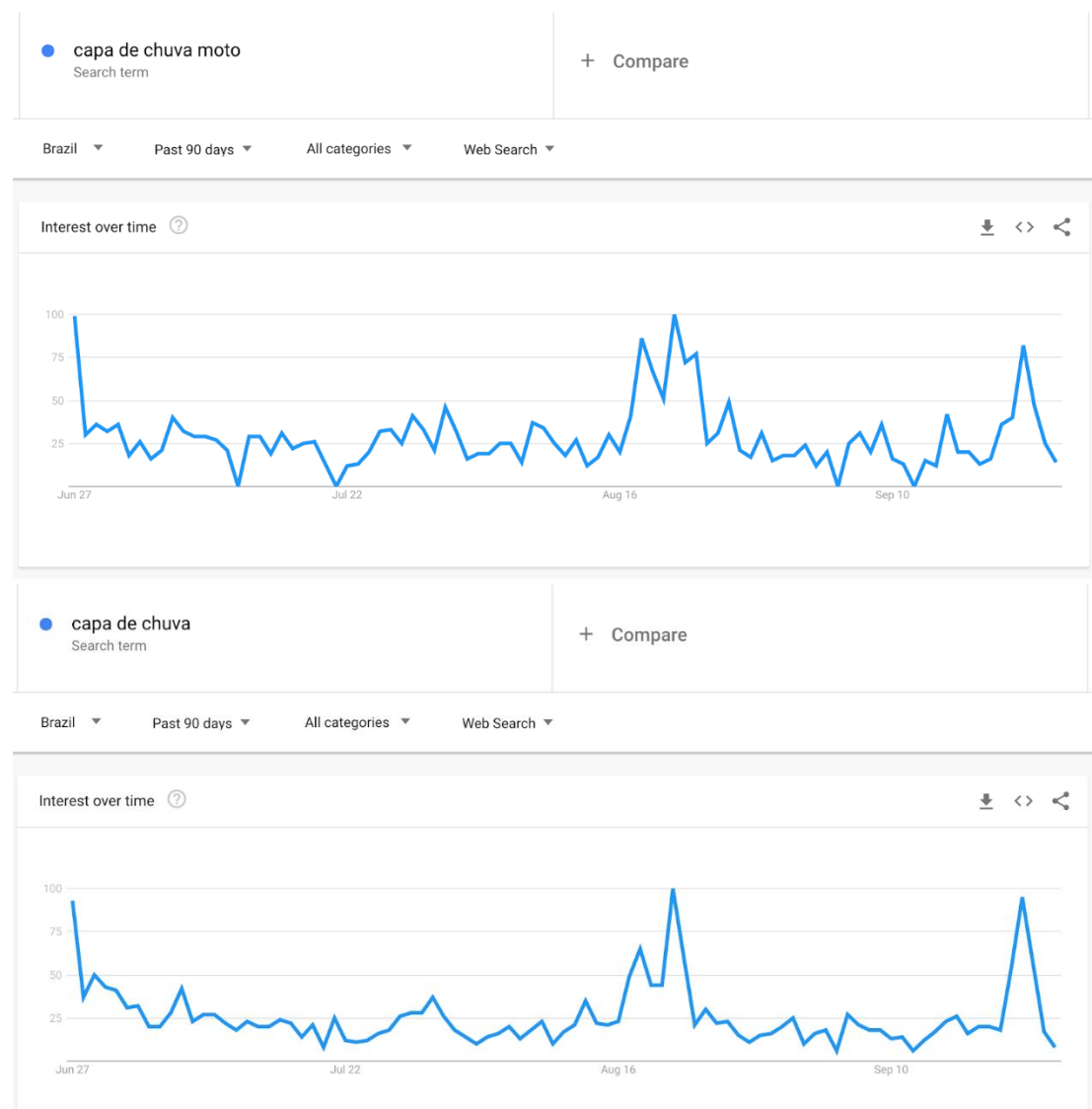




万圣节和万圣节服装的相关搜索量不断地增加。

- Delivery 相关搜索词:





大流行疾病期间和之后，送货服务有所增加，尤其是摩托车送货服务，因此摩托车配件相关搜索量在波动。

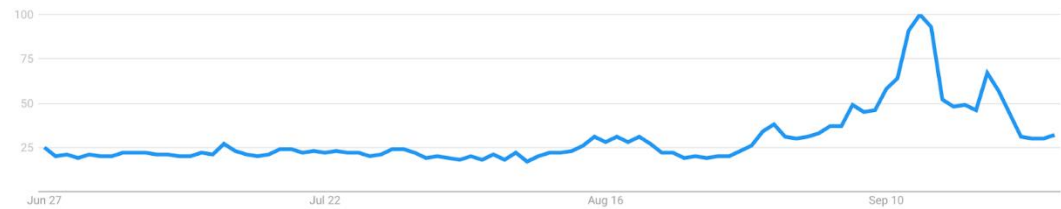
- Summer 相关搜索词：

● ventilador
Search term

+ Compare

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

Interest over time ?

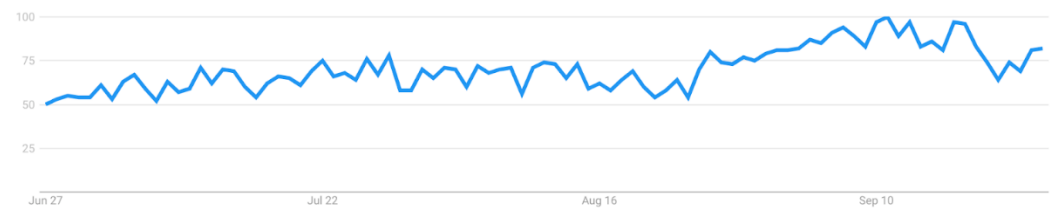


● protetor solar
Search term

+ Compare

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

Interest over time ?

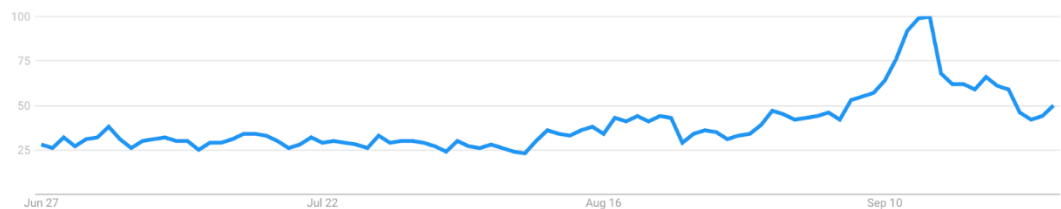


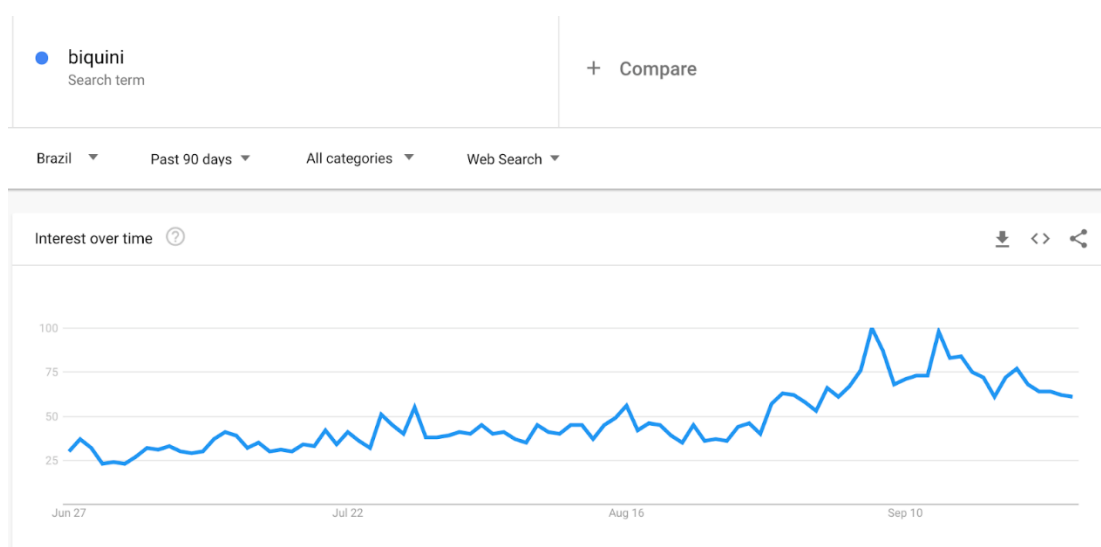
● ar condicionado
Search term

+ Compare

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

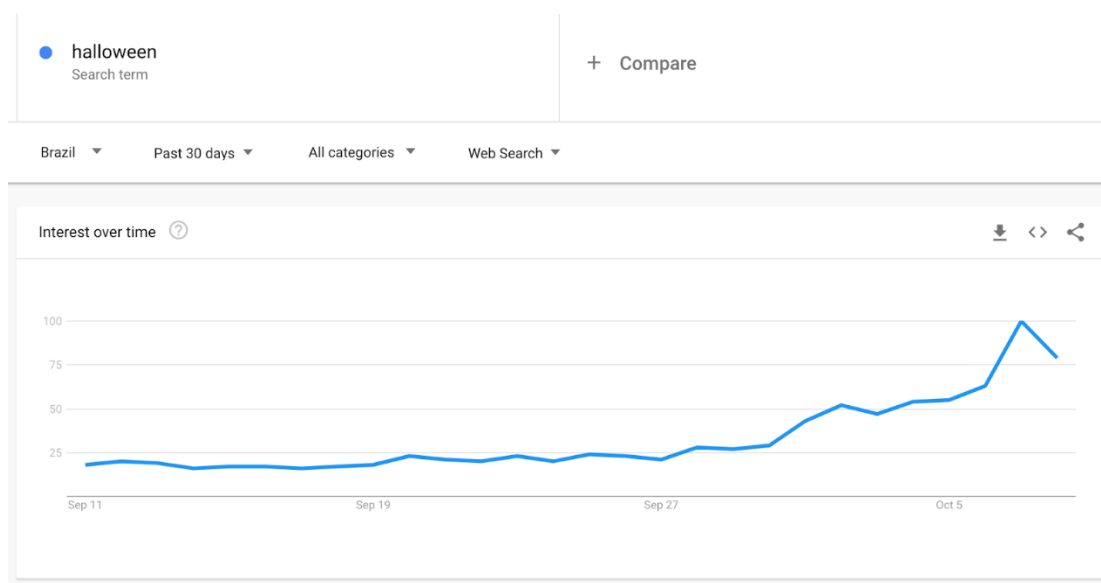
Interest over time ?

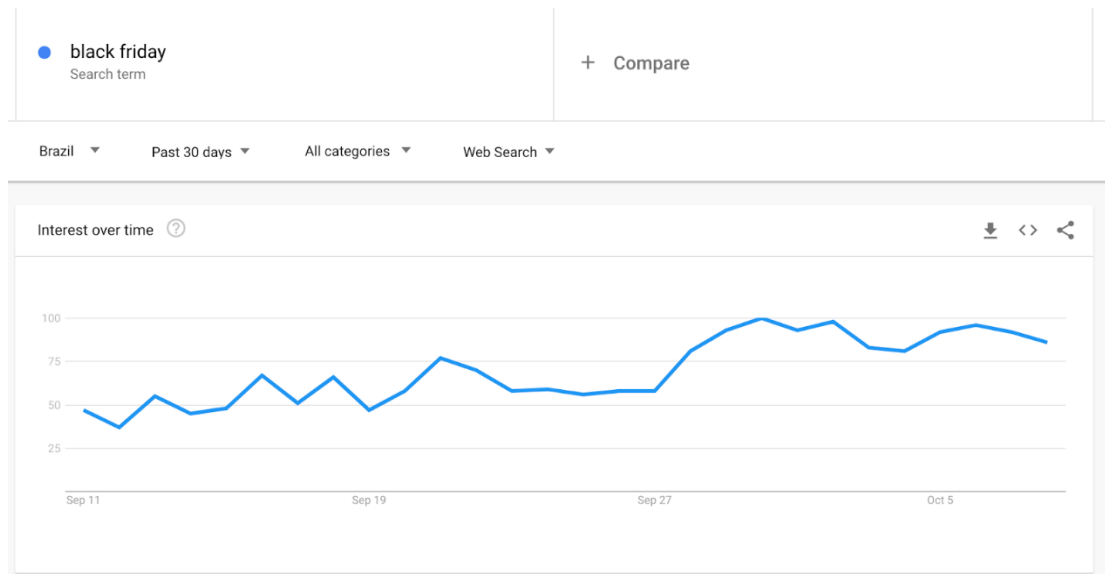




随着巴西天气越来越热，空调、风扇、比基尼、防晒等相关搜索量一直在增加。

- Upcoming event 相关搜索词:





万圣节和黑色星期五的相关搜索量都在增加。

竞品网站活动：

(1) MELI

- Up to 70%off, Toy
- No transaction fee, Pix Key X Mercado Pago
- Mercado smart POS machine



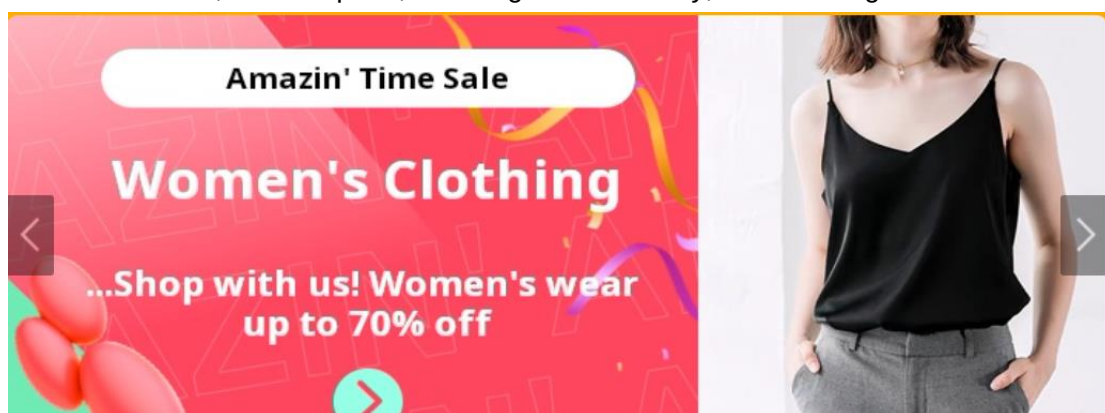
(2) Americanas

- Up to 70%off + 12/0 interest, across categories
- Buy 2 get 1 free+10%off, Oktoberfest



(3) Aliexpress

- R\$2 voucher, \$0 min spend, Amazing Sale for 2-day, across categories



(4) MAGALU

- Up to 70% off, across categories
- Buy more, get cheaper, feature launch
- Free shipping, min spend R\$99, Toy

