



巴西市场周报

2020/8/3



近期活动安排:

正在进行:

Father's day

即将开始:

Make everyday glow

Home sweet home

上周热搜关键词:

Keyword	Translate CN	Translate EN
tenis	运动鞋	sneakers
moletom	运动裤	sweatpants
óculos	眼镜	glasses
smartwatch	智能手表	smartwatch
fone de ouvido bluetooth	蓝牙耳机	bluetooth headset
iphone	iphone	iphone
maquiagem	化妆品	make up
celular	电话	cell phone
relógio	手表	clock
bts	bts	BTS
decoração	装饰品	decoration
ferramentas	工具	tools
luminária	灯具	light fixture
tv box	电视盒子	tv box
bolsa	手包	handbag
fone de ouvido sem fio	无线耳机	wireless headphones
ring light	环形灯	ring light
fone de ouvido	耳机	Earphone
fone	电话	phone
papel de parede	墙纸	Wallpaper

搜索量上升最多的关键词：

Keyword	Translate CN	Translate EN
playstation 4 pro	playstation 4专业版	4 Playstation Pro
humidificador	加湿器	humidifier
elástico para exercícios	瑜伽带	elastic for exercises
relógios relógios femininos	女式手表	watches women's watches
shorts femininos	女式短裤	female shorts
patins infantil	儿童溜冰鞋	children's skates
supla	苏普拉	Supla
sexo e prazer	性用品	sex and pleasure
karaoke	卡拉OK	karaoke
fralda descartável	一次性尿布	disposable diaper
crome cast	谷歌连接设备	chrome cast
prancha profissional	直发夹	professional board
ring light com tripé e suporte para celular	带三脚架和手机座的环形灯	ring light with tripod and support for mobile
abajur de mesa	台灯	table lamp
pincel maquiagem kit	化妆刷套件	makeup brush kit
fone bluetooth xiaomi	小米蓝牙耳机	Xiaomi Bluetooth headset
calça moletom feminino	女运动裤	female sweatpants pants
iluminador maquiagem	高光	illuminator makeup
serra circular eletrica	电动圆锯	electric circular saw
vendedores locais	当地卖家	local vendors

CFS 热销商品：

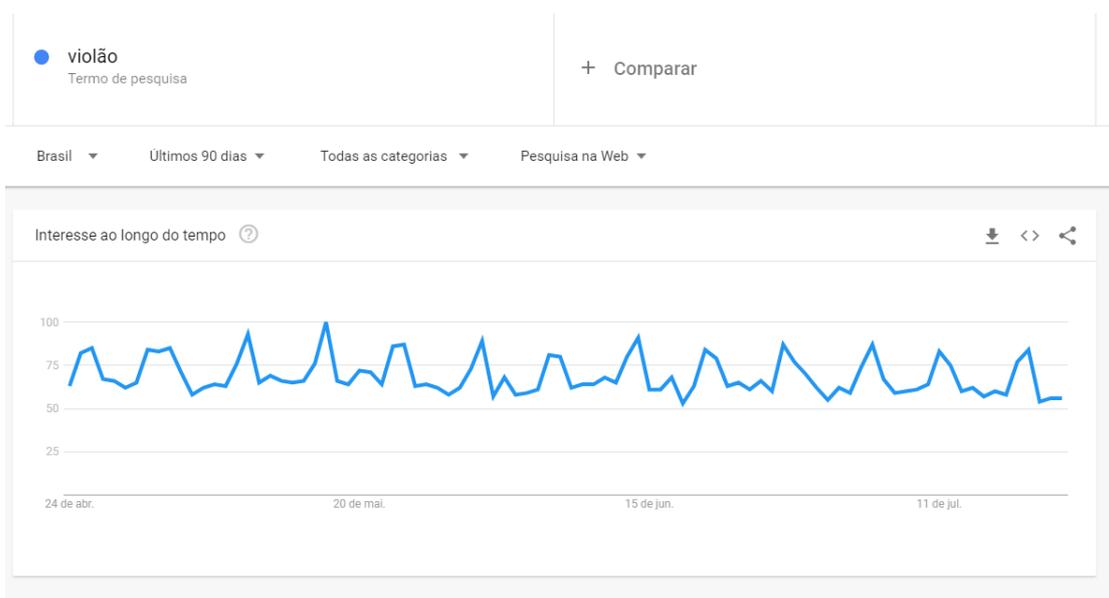
 <p>40% OFF</p> <p>Gel / Neutral Pen 0.5m...</p> <p>Any 50 enjoy 5% disc...</p> <p>R\$ 7.08 R\$ 4.24</p> <p>11 sold</p>	 <p>25% OFF</p> <p>BTS / BT21 Black Gel In...</p> <p>Wholesale</p> <p>R\$ 3.80 R\$ 2.85</p> <p>33 sold</p>	 <p>50% OFF</p> <p>Small Round Plant / Flower Pot w / Pastel...</p> <p>R\$ 9.00 R\$ 4.50</p>	 <p>40% OFF</p> <p>1 PC Pink Flamingo Gel Pen 0.38mm for...</p> <p>R\$ 4.60 R\$ 2.76</p> <p>85 sold</p>	 <p>Any 2 at \$ 14.99</p> <p>R\$ 10.88</p> <p>18 sold</p>
 <p>40% OFF</p> <p>120 Pages Notepad Stickers / Stationery...</p> <p>R\$ 5.75 R\$ 3.45</p> <p>59 sold</p>	 <p>38% OFF</p> <p>10 Pares Intense Natural False Eyelashes w /...</p> <p>R\$ 11.70 R\$ 7.25</p>	 <p>35% OFF</p> <p>SACE LADY Luxurious Waterproof Volumizing...</p> <p>R\$ 25.98 R\$ 16.99</p> <p>96 sold</p>	 <p>35% OFF</p> <p>5 Pairs False Eyelash S...</p> <p>Any 4 enjoy 8% disco...</p> <p>R\$ 14.80 R\$ 9.62</p>	 <p>54% OFF</p> <p>Hyaluronic Acid Moisturizing Serum /...</p> <p>R\$ 24.07 R\$ 10.99</p>

 <p>Soft / Smooth / Wide Silk Elastic Sleeping Cap / ... R\$ 30.50 R\$ 12.99 69 sold</p>	 <p>Small Spray Bottle 30ml / 100ml / 50ml / 10ml \$ 1.99 - \$ 4.99 96 sold</p>	 <p>Sexy Seamless Lace Pa... Wholesale R\$ 14.43 R\$ 8.99 407 sold</p>	 <p>Black Leopard Waterproof Eyelash... R\$ 13.50 R\$ 8.50 327 sold</p>	 <p>MIHAN SKONHED 10 Pairs Thin and Soft... R\$ 20.00 R\$ 10.40 29 sold</p>
 <p>Waterproof Mysterious Small Flowers PVC... R\$ 5.84 R\$ 3.50 7 sold</p>	 <p>Kawaii Doll Gel Pen for Office / School / Writin... R\$ 5.90 R\$ 3.54 7 sold</p>	 <p>Multiple Color Gel Pen / ... Any 50 enjoy 5% disc... R\$ 6.19 R\$ 3.71 11 sold</p>	 <p>Automatic Irrigation Drip Plant Pot Irrigation, Dri... R\$ 20.45 R\$ 6.99 81 sold</p>	 <p>1 Pcs Novelty Pen Style Gel Pen / Pongid Gel... R\$ 4.86 R\$ 2.91 35 sold</p>
 <p>Samsung 128GB 100M... Any 2 enjoy 15% disc... R\$ 118.90 R\$ 35.99 10 sold</p>	 <p>USB 2.0 Flash Drive / L... Any 2 enjoy 10% disc... R\$ 55.00 R\$ 18.55 50 sold</p>	 <p>Multicolored Ballpoint Pen / Multifunctional / ... R\$ 5.27 R\$ 3.16 58 sold</p>	 <p>Soft Matte Cartoon Silicone Phone Case fo... R\$ 23.50 R\$ 9.50 555 sold</p>	 <p>Multicolored Ballpoint Pen / Multifunctional / ... R\$ 5.49 R\$ 3.29 24 sold</p>
 <p>0.5mm Superhero Gel Pen Spider-Man / ... R\$ 4.89 R\$ 2.93 276 sold</p>	 <p>BSUNS USB 20 Pen Dri... Any 3 enjoy 5% disco... R\$ 27.30 R\$ 14.40 7 sold</p>	 <p>Case for iPhone 6 6S Plus X 7 Plus 8 Plus SE... R\$ 14.50 R\$ 12.50 536 sold</p>	 <p>BB Cream / Foundation... Any 3 enjoy R\$ 5.00 d... R\$ 30.63 R\$ 10.00 1 sold</p>	 <p>Bath Lotion Bottle 30 m... Any 3 enjoy 3% disco... \$ 2.99 - \$ 3.99 44 sold</p>

 <p>65% OFF</p> <p>Waterproof LED Flasher...</p> <p>Any 3 enjoy R \$ 5.00 d...</p> <p>R \$ 7.19 - R \$ 8.69</p> <p>★★★★★ 36 sold</p>	 <p>58% OFF</p> <p>U- 16 Pcs Stainless Ste...</p> <p>Any 2 enjoy 3% disco...</p> <p>R \$ 33.99 R \$ 14.27</p> <p>★★★★★ 19 sold</p>	 <p>33% OFF</p> <p>【ReadyStock】 TWS B...</p> <p>Any 2 enjoy 15% disc...</p> <p>R \$ 59.01 R \$ 39.49</p> <p>★★★★★ 5 sold</p>	 <p>50% OFF</p> <p>Universal Cell Phone Tripod / Camera / Cell...</p> <p>R \$ 34.00 R \$ 16.99</p> <p>★★★★★ 1 sold</p>	 <p>40% OFF</p> <p>Portable White Correction Tape with...</p> <p>R \$ 10.10 R \$ 6.06</p> <p>★★★★★ 20 sold</p>
 <p>40% OFF</p> <p>Red Matte / Matte Lip L...</p> <p>Any 3 enjoy 3% disco...</p> <p>R \$ 15.00 R \$ 8.99</p> <p>★★★★★ 36 sold</p>	 <p>25% OFF</p> <p>Cute gel pen / school supplies / stationery</p> <p>R \$ 7.90 - R \$ 14.99</p> <p>★★★★★ 29 sold</p>	 <p>84% OFF</p> <p>YKT Waterproof Long Lasting Eyeliner</p> <p>R \$ 14.05 R \$ 2.29</p> <p>★★★★★ 183 sold</p>	 <p>40% OFF</p> <p>Ruler / Mark Hollow Metal Page Cage Cute...</p> <p>R \$ 6.03 R \$ 3.61</p> <p>★★★★★ 21 sold</p>	 <p>5% OFF</p> <p>8pcs Diamond Makeup Brush Set for Eyeshado...</p> <p>R \$ 27.46 R \$ 25.99</p> <p>★★★★★ 66 sold</p>

Google 热搜趋势:

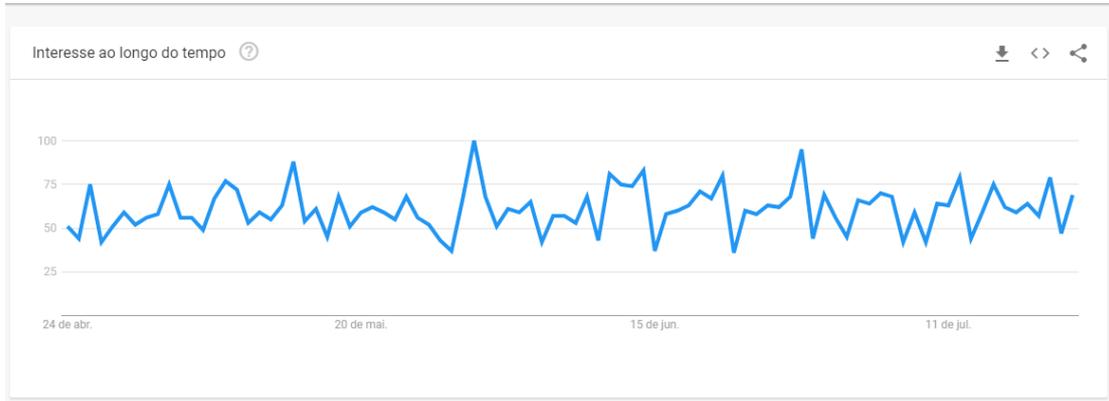
- Music Instruments 相关搜索词:



amplificador
Termo de pesquisa

+ Comparar

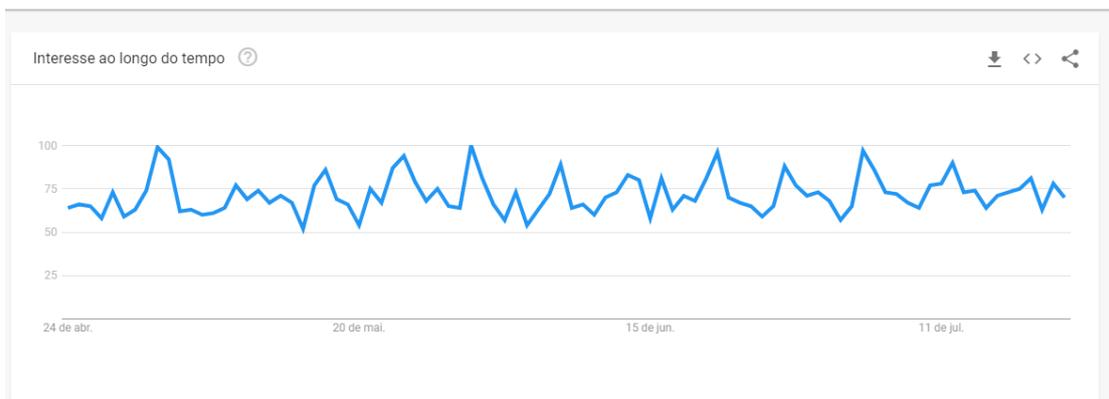
Brasil ▼ Últimos 90 dias ▼ Todas as categorias ▼ Pesquisa na Web ▼



guitarra
Termo de pesquisa

+ Comparar

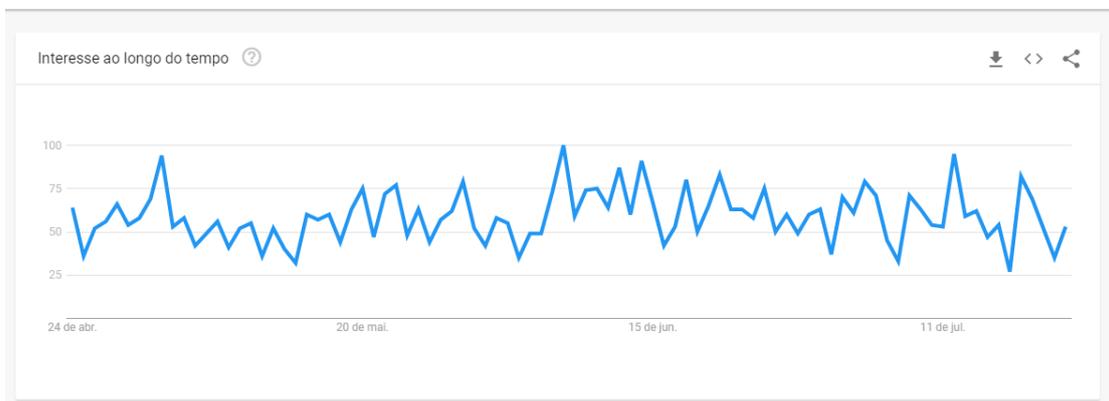
Brasil ▼ Últimos 90 dias ▼ Todas as categorias ▼ Pesquisa na Web ▼



pedaleira
Termo de pesquisa

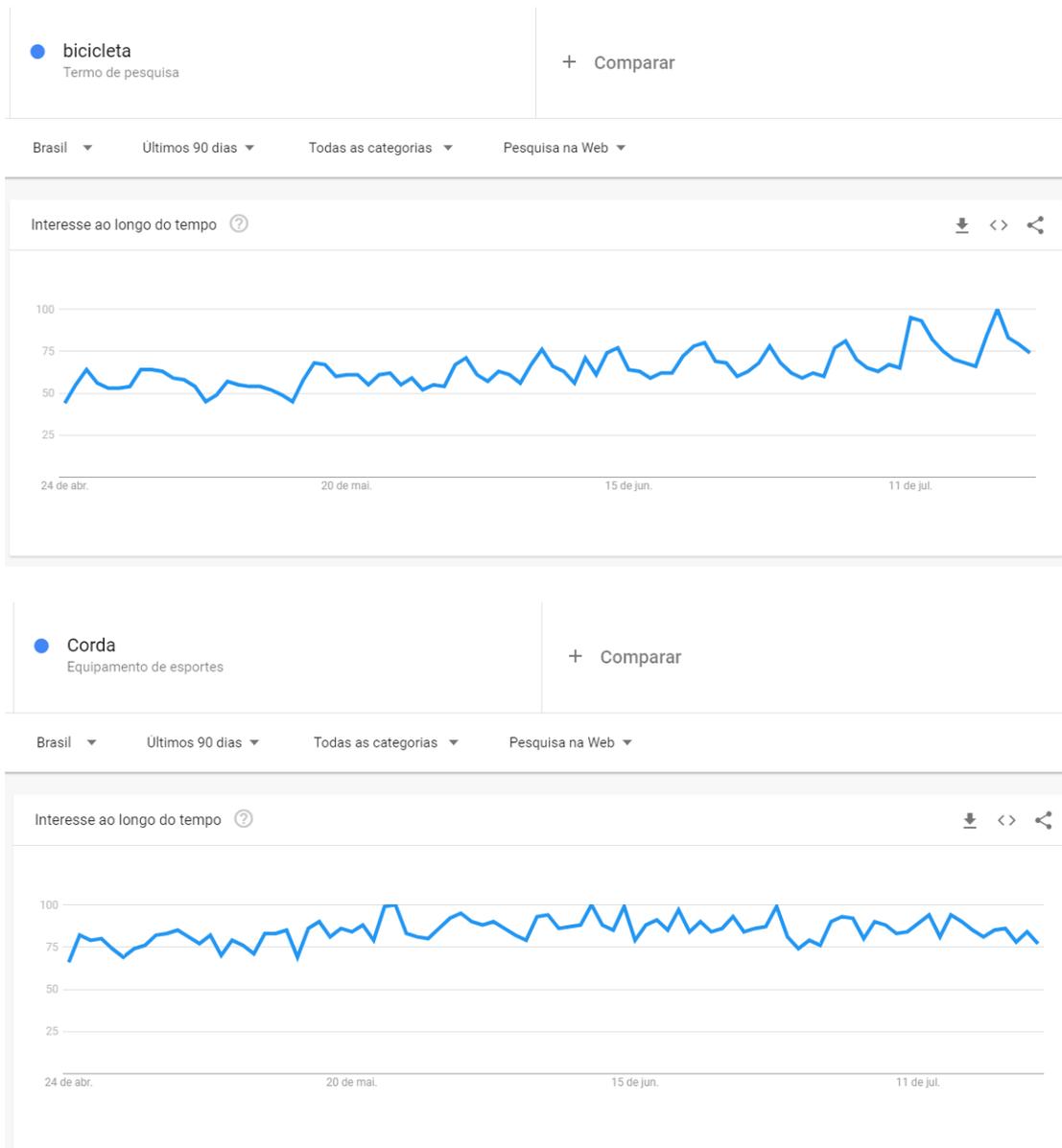
+ Comparar

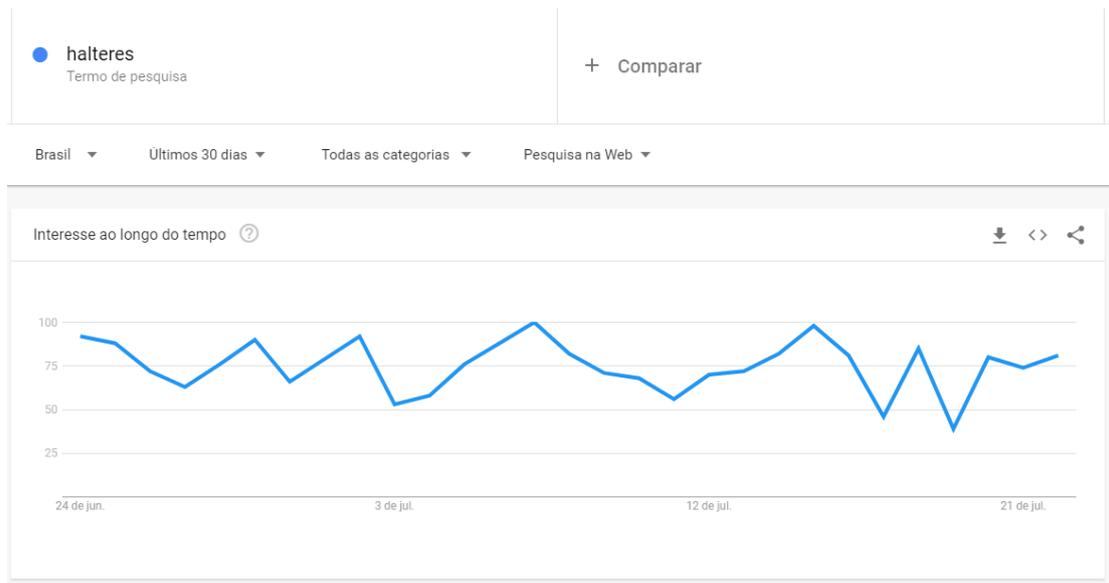
Brasil ▼ Últimos 90 dias ▼ Todas as categorias ▼ Pesquisa na Web ▼



乐器的搜索趋势有一些波动，例如吉他和电吉他，以及用于音乐设备的放大器和脚踏开关，但是在整个季度中仍略有上升。

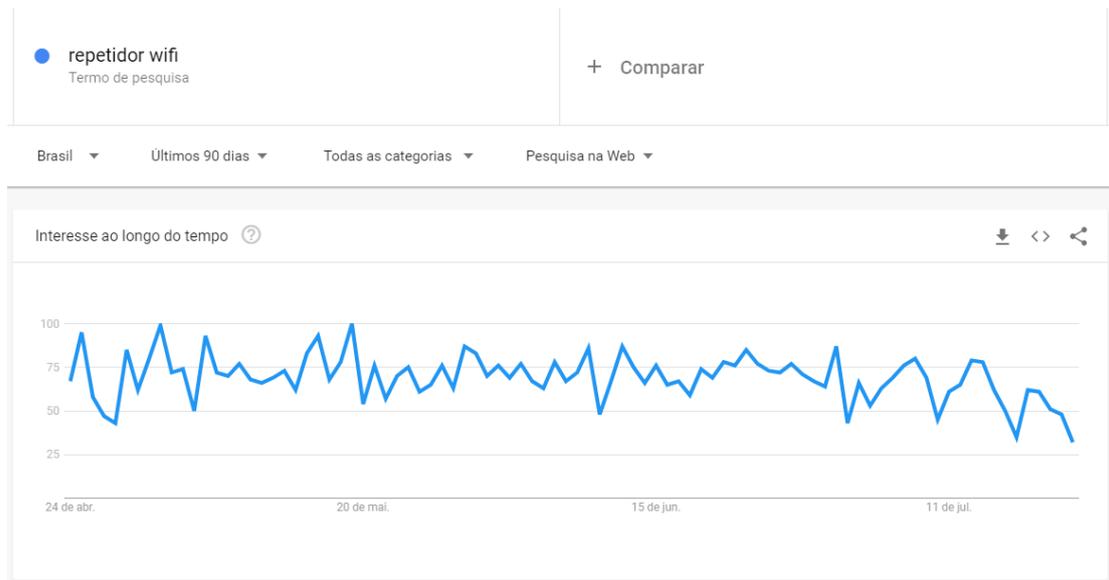
- Sports & Fitness 相关搜索词：

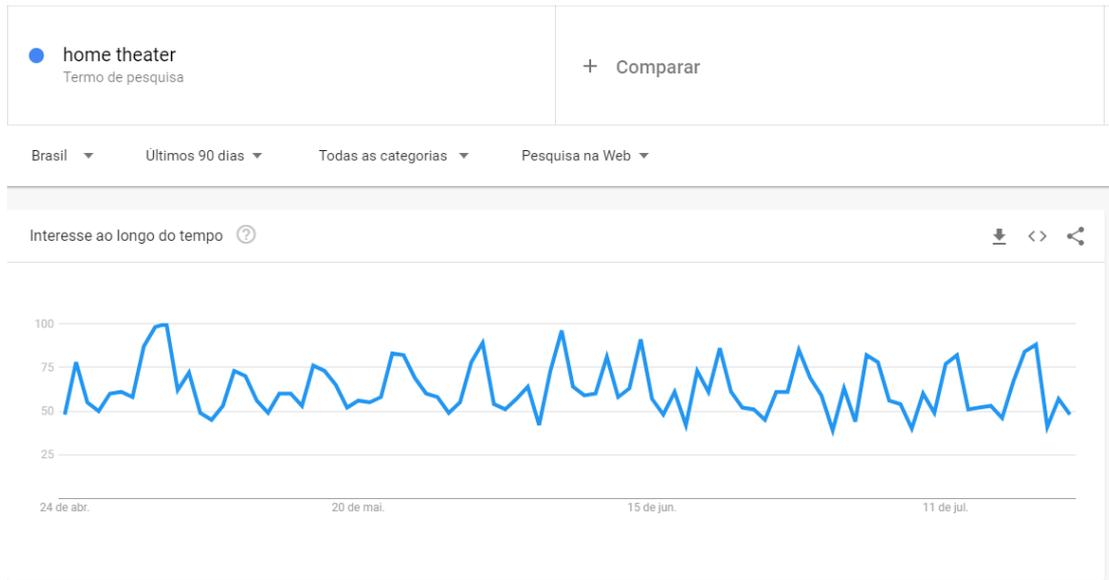




在这 3 个月中，自行车的需求有所增加，这可能是由于 Covid-19 的减缓。而在家中锻炼时用到的哑铃和跳绳之类的运动物品，其趋势也有所提高且趋于稳定。

- Electronics 相关搜索词：





在社交隔离的这 3 个月中，例如 WiFi 中继器和家庭影院之类的家用电子产品的需求正在逐渐减少。

竞品网站活动：

(1) MELI

- Up to 50%off,
-3C, Home appliance, Luxuries, Liquors
- Up to 30%off, Electronics, Kitchen



(2) Americanas

- R\$200 cashback, Smart phones
- 25% cashback, Home appliance

- Kitchen, 20% cashback+ 20% discount
- R\$2000 off, Samsung TV



(3) Aliexpress

- US \$2, min \$3 for new user only, Fashion



(4) MAGALU

- Father's Day
 - By Price points: Up to \$99 / \$199 / From \$399, To All Categories

