



菲律宾市场周报

08-03



内容

站点公告	2
疫情须知	3
市场调查	4
热搜关键词 上周热搜类别	6
关键词产品分享	7
热卖P9产品 & 冷门P9产品	10
跨境闪购热卖产品	11
本地闪购热卖产品	14
准则公告	16
附录	23

站点公告

July - August Schedule Calendar 七月至八月活动表

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7/20	7/21	7/22	7/23	7/24	7/25	7/26
#NewNormal Fashion		#NewNormal Health	Shoes Sale	Korean Fashion Sale	Accessories Sale	Fashion Basics Sale
			12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV
			FSO on Shoes	FSO on KRCB - Fashion	FSO on Accessories	FSO on Loungewear
BAU FS199 on FSS	BAU FS199 on FSS	BAU FS199 on FSS				
7/27	7/28	7/29	7/30	7/31	8/1	8/2
Bags Sale	Men's Fashion Sale	Flash Sale Day	ShopeePay Day	Women's Fashion Sale		
12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV		
FSO on Bags	FSO on Men's Fashion	FSO on Flash Deals	FSO Sitewide with SPP	FSO on Women's Fashion		
August						
7/27	7/28	7/29	7/30	7/31	8/1	8/2
					T-Shirts Sale	Dresses Sale
					12MN - 2AM FSO FSV	12MN - 2AM FSO FSV
					FSO on Shirts	FSO on Dresses
8/3	8/4	8/5	8/6	8/7	8/8	8/9
Kids & Babies Fashion Sale	Fashion Brands Sale (OS)	Apparel Sale	Games Day	Fashion Livestream Day	8.8 Fashion Sale	Thank You Sale
12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	12MN - 2AM FSO FSV	
FSO on Kids Fashion	FSO on Fashion (OS)	FSO on Apparel	FSO on Apparel & Shoes FSS	FSO on Fashion LS Sellers	FSO on Fashion FSS	

疫情须知

- 跟疫情相关的产品，卖家需要严格遵守价格规定
- 跨境卖家也不可以运含有酒精的产品

ANNEX 1: SUGGESTED RETAIL PRICE ON EMERGENCY MEDICINES AND MEDICAL DEVICES			
Medicines		LOWEST (Php)	HIGHEST (Php)
Medical Devices			
1	N95		
2	Disposable Face Mask		152.00
3	Nebulizer		28.00
4	Neb Kit: Adult		3,980.00
5	Neb Kit: Pedia		120.00
6	Oxygen Cannula: Adult		142.00
7	Oxygen Cannula: Pedia		60.00
8	Oxygen Cannula: Neonatal		53.00
9	Ethyl Alcohol 70% Solution 60mL		50.00
10	Ethyl Alcohol 70% Solution 250mL		25.50
11	Ethyl Alcohol 70% Solution 500mL (Flip top bottle)		47.25
12	Ethyl Alcohol 70% Solution 500mL (Pump)		92.00
13	Ethyl Alcohol 70% Solution 1L (Flip top bottle)		107.00
14	Ethyl Alcohol 70% Solution 1L (Pump)		184.00
15	Ethyl Alcohol 70% Solution 2L		190.00
16	Ethyl Alcohol 70% Solution 3L		368.00
17	Ethyl Alcohol 70% Solution 1 Gallon		552.00
18	Isopropyl Alcohol 70% Solution 75mL		650.00
19	Isopropyl Alcohol 70% Solution 150mL		22.25
20	Isopropyl Alcohol 70% Solution 250mL		36.50
21	Isopropyl Alcohol 70% Solution 330mL		50.20
22	Isopropyl Alcohol 70% Solution 500mL (Flip top bottle)		82.50
23	Isopropyl Alcohol 70% Solution 500mL (Pump)		99.75
24	Isopropyl Alcohol 70% Solution 1L (Flip top bottle)		111.50
25	Isopropyl Alcohol 70% Solution 1L (Pump)		137.50
26	Isopropyl Alcohol 70% Solution 2L		193.80
27	Isopropyl Alcohol 70% Solution 3L		275.00
28	Isopropyl Alcohol 70% Solution 1 Gallon		412.50
29	Sterile Gloves 25 Pairs/Box (Size 6.5, 7, 7.5, 8)		607.00
30	Sterile Gloves Per Pair (Size 6.5, 7, 7.5, 8)		450.00
31	Cover All Gown (Hazmat)		21.00
32	Shoe Cover		1,200.00
33	Safety Goggles		10.50
34	Surgical cap (disposable, 100 pcs/pack)		180.00
35	Gown, Sterile Disposable		250.00
36	Gown, Non -sterile		350.00
37	Oxygen tanks, 5 lbs		250.00
38	Oxygen tanks, 15 lbs		3,400.00
39	Pulse oximeters, pedia		5,000.00
40	Pulse oximeters, adult		2,500.00
41	Infrared Non-Contact Thermometer (for the head)		2,000.00
			4,500.00
** Alcohol can be computed per volume (i.e for 5 Gallons Ethyl- Php 650 per gallon x 5 = Php 3,250.00)			
** Please be reminded to check or verify if the products are approved by the Food and Drug Administration (FDA) (as per FDA Advisory No. 2020-451-A)			
		PROCUREMENT PRICES	
		LOWEST	HIGHEST
38	Ventilators	800,000.00	3,200,000.00

当初疫情开始蔓延时，购买防护用品是为了防护。但现在不再是单单为了防护，也为了搭配服装和看起来更时尚

防护服装 (PPE)



Shopee 参考链接



[链接 1](#)

[链接 2](#)

[链接 3](#)

[链接 4](#)

市场调查

Market Research

受疫情影响，更多人都在家办公和学习。八月份菲律宾学校开课，学生都需要在家网上教学。符合居家工作，娱乐，学习场景的电子设备和配件都有明显涨单的现象。例如：

- 耳机
 - 有线耳机 <P70
 - i7s
 - 马卡龙耳机
 - 降噪音头戴耳机
- 美颜灯、ring light
- 笔记本电脑摄像头
- 触屏笔
- 迷你加湿器
- 电视盒子
- 打游戏指尖防滑套
- 快充线<P70

<p>Ipod 13 Pro</p> 	<p>网红灯</p> 	<p>迷你麦克风+夹子</p>  <p>SATISFACTION GUARANTEE: The Microphone is Compatible With IOS and Most Smartphones. Easy to Use for professional Use Work on your phones and laptops.(Damaged), PLEASE CONTACT US.</p> <p>3.5 MM TRRS JACK Very Easy To Use, It is Plug And Play. Note: The main function is for record sound. It is Not a speaker.</p>	<p>头戴耳机</p>  <p>Online Classes Isolation noise HD sound quality</p>
<p>₱350~</p>	<p>₱<90</p>	<p>₱80~</p>	<p>₱200 - 500</p>
<p>电脑摄像头</p> 	<p>触屏笔</p>  <p>PRODUCT PHOTOGRAPHY</p>	<p>迷你加湿器</p>  <p>MINI AIR HUMIDIFIER AROMA DIFFUSER</p>	<p>电视盒</p>  <p>MXQ PRO 4K Android 7.1.2</p>
<p>₱200 - 500</p>	<p>₱100~</p>	<p>₱<180</p>	<p>₱800 - 1500</p>

上周热搜关键字 | 上周热搜类别 Top 20 Keywords | Top Category

- 排名不分先后

关键词	中文
Face Shield	防护面罩
Crop Top	短衬衫
Face Mask	面罩
Dress	连衣裙
Sling Bag	斜肩包
Facemask	面罩
Shoes	鞋子
Curtain	窗帘
Mask	口罩
Forever 21	Forever 21
Bra	内衣
Sandals	凉鞋
Terno	套装
Shorts	短裤
iPhone	iPhone
Bag	包包
Ring Light	网红灯
Study Table	书桌
Wallpaper	壁纸
Room Decor	房间装饰

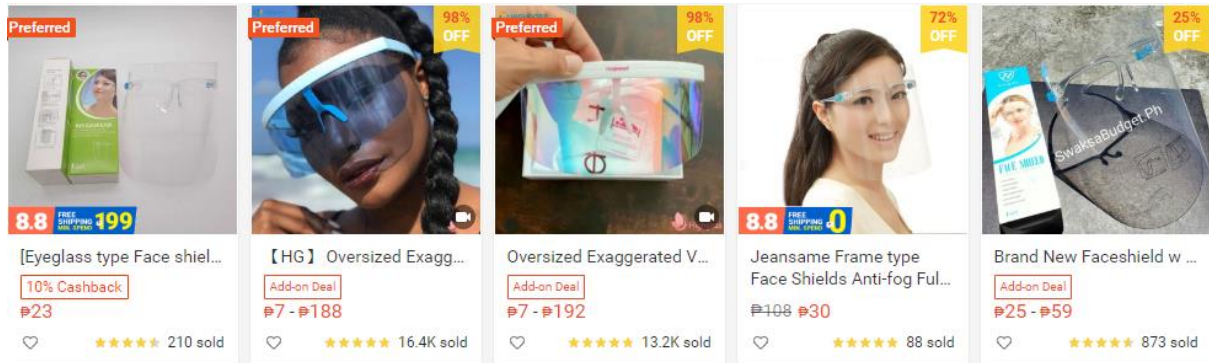
中文翻译	Top Category
手机配件	Mobile Accessories
男士服装	Men's Apparel
居家生活	Home & Living
笔记本与电脑	Laptops & Computers
健康与个人护理	Health & Personal Care
爱好与文具	Hobbies & Stationery
手机与配件	Mobiles & Gadgets
女士服装	Women's Apparel
婴儿与儿童	Babies & Kids
体育与旅行	Sports & Travel

关键词产品分享

Top Keywords Products

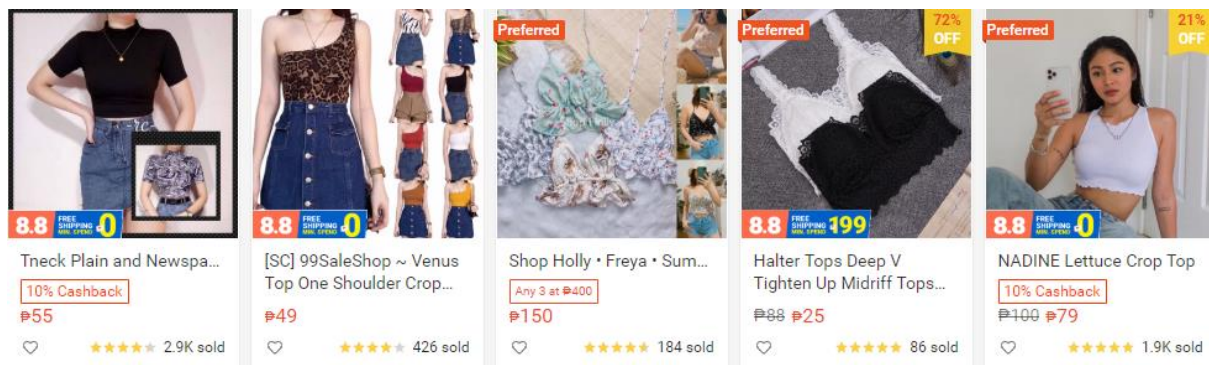
Face Shield 面罩

- 目标价: ₱7 - ₱192



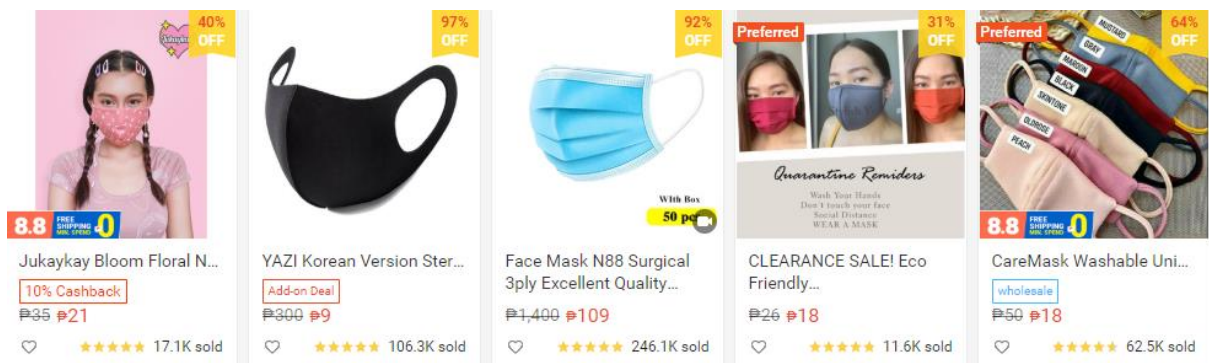
Crop Top 短衬衫

- 目标价: ₱25 - ₱150



Face Mask 面罩

- 目标价: ₱9 - ₱109








关键字产品分享

Top Keywords Products




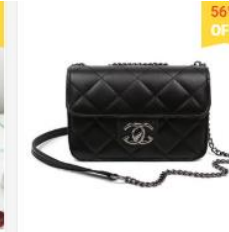

Dress 连身裙

- 目标价: ₱57 - ₱199

 <p>8.8 FREE SHIPPING (P. 2700)</p> <p>Daster Pambahay can fit medium to xl and 3xl-5xl...</p> <p>₱75 - ₱120</p> <p>11.7K sold</p>	 <p>62% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>BEATRIZ Sexy Grid Mini Dress (Petite)</p> <p>₱57 - ₱59</p> <p>18.8K sold</p>	 <p>60% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>KENDALL Ringer Stripes ...</p> <p>Any 6 enjoy 2% off</p> <p>₱150 ₱60</p> <p>13.8K sold</p>	 <p>Add-on Deal</p> <p>Kate Dress • Short Sleeve...</p> <p>₱199</p> <p>272 sold</p>	 <p>20% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>PHP 180 Wrap around dress nice fabriC</p> <p>₱186</p> <p>2.7K sold</p>
---	---	---	---	---






Sling Bag 斜肩包

- 目标价: ₱33 - ₱89

 <p>62% OFF</p> <p>Mumu Classic Flap on C...</p> <p>Free Gift</p> <p>₱180 ₱69</p> <p>44.1K sold</p>	 <p>72% OFF</p> <p>KHJ Ladies Pure Leather...</p> <p>Buy 3, Get 10% OFF</p> <p>₱300 ₱85</p> <p>61.2K sold</p>	 <p>83% OFF</p> <p>Ulife New Fashion Korean Sling Bag Shoulder Bag...</p> <p>₱100 ₱33</p> <p>92.4K sold</p>	 <p>56% OFF</p> <p>Mumu Fashion Korean St...</p> <p>Free Gift</p> <p>₱200 ₱89</p> <p>17.4K sold</p>	 <p>79% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>YQY Korean Leather shoulder Sling bag women</p> <p>₱300 ₱85</p> <p>3.6K sold</p>
--	--	--	---	---

Facemask 面罩

- 目标价: ₱8 - ₱149

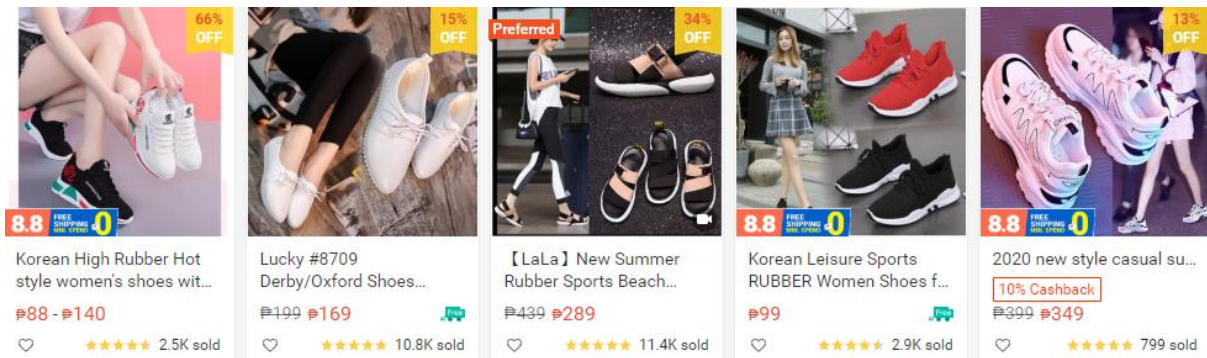
 <p>89% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>Face Mask Surgical 3ply ...</p> <p>With Box 50 pcs</p> <p>₱1,299 ₱149</p> <p>97.3K sold</p>	 <p>12% OFF</p> <p>8.8 10% CASHBACK</p> <p>Original Adelaide 3-Ply Disposable Surgical Face...</p> <p>₱130 ₱115</p> <p>2.2K sold</p>	 <p>97% OFF</p> <p>YAZI Korean Version Ster...</p> <p>Add-on Deal</p> <p>₱300 ₱9</p> <p>106.3K sold</p>	 <p>92% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>Face Mask N88 Surgical 3ply Excellent Quality...</p> <p>With Box 50 pcs</p> <p>₱1,400 ₱109</p> <p>246.1K sold</p>	 <p>50PCS WITH BC 34% OFF</p> <p>8.8 FREE SHIPPING (P. 2700)</p> <p>Disposable Face Mask 3 Layer Facemask 50pcs</p> <p>₱170 ₱112</p> <p>344 sold</p>
--	---	--	---	---

关键字产品分享

Top Keywords Products

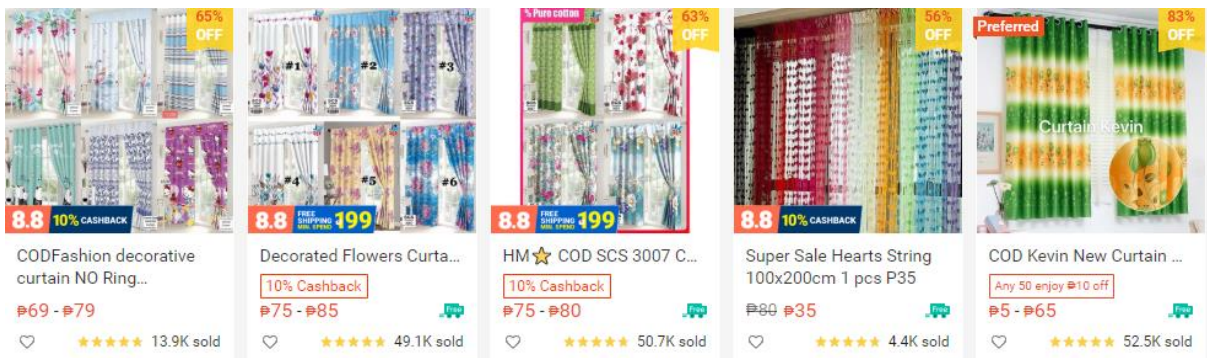
Shoes 鞋子

- 目标价: ₱88 – ₱349



Curtain 窗帘

- 目标价: ₱5 - ₱85













Mask 口罩

- 目标价: ₱10 - ₱115











热卖P9 产品

Top Peso 9 Products

 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>
<p>吸油洗碗布</p>	<p>数字气球</p>	<p>水晶耳夹</p>	<p>小米手表带</p>	<p>睫毛膏</p>
 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>
<p>防蚊贴</p>	<p>眉毛笔</p>	<p>指甲贴</p>	<p>单色发夹</p>	<p>蝴蝶项链</p>

冷门P9 产品

Bottom Peso 9 Products

 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>
<p>发夹</p>	<p>可调叶戒子</p>	<p>珍珠发带</p>	<p>彩虹袜子</p>
 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>	 <p>8.8 FREE SHIPPING WITH SPEND 199</p>
<p>植物盆</p>	<p>皮质手链</p>	<p>相机保护贴</p>	<p>尺组合</p>



跨境闪购热卖产品 CB CFS Top Products

Lifestyle

<p>防护面罩</p>  <p>Safety face mask</p> <ul style="list-style-type: none"> Anti-spitting splash Anti-dust Anti-fogging <p>High transparent Adjustable holder</p> <p>Clear shield / Elastic band / Wide vision</p> <p>₱50</p>	<p>500 张"Thank You" 贴纸</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱65</p>	<p>壁纸</p>  <p>8.8 FREE SHIPPING MIN. SPEND 0</p> <p>₱25</p>
---	--	--

<p>植物盆</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱28</p>	<p>动物头带气球</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱5</p>	<p>跳绳</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱89</p>
---	---	---

Electronics

<p>Micro 充电线</p>  <p>5A</p> <p>OPPO VOOC FLASH CHARGE</p> <p>100% original</p> <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱29</p>	<p>iPhone 磨砂壳</p>  <p>₱19</p>	<p>蓝牙耳机</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱140</p>
---	---	---

<p>手机架</p>  <p>Mini Humidifier</p> <p>₱173</p>	<p>路由器</p>  <p>BIGGEST SALE OF THE YEAR</p> <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱235</p>	<p>储存卡</p>  <p>SanDisk Ultra</p> <p>128 GB micro SDXC I</p> <p>8.8 FREE SHIPPING MIN. SPEND 199</p> <p>₱198</p>
--	---	--

跨境闪购热卖产品 CB CFS Top Products

Makeup & Fragrances

<p>口红</p> <p>O.TWO.O OFFICIAL STORE</p> 	<p>纳米面部喷雾器</p> 	
<p>₱55</p>	<p>₱95</p>	
<p>唇膏</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p>	<p>眉毛组合</p>  <p>FREE SHIPPING + 10% CASHBACK</p>	<p>睫毛夹</p> <p>IMAGIC PRO OFFICIAL STORE</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p>
<p>₱55</p>	<p>₱99</p>	<p>₱47</p>

TKB

<p>竹炭布尿布 + 尿垫</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p>	<p>玩具车</p>  <p>Random style</p> <p>8.8 FREE SHIPPING MIN. SPEND 199</p>
<p>₱188</p>	<p>₱16</p>
<p>竹炭布尿布 + 尿垫</p>  <p>8.8 FREE SHIPPING MIN. SPEND 199</p>	<p>长袖连身衣</p>  <p>sleep & play</p> <ul style="list-style-type: none"> • head-to-toe knees or zipper • essential for the eye mounts • around the clock outfit <p>8.8 FREE SHIPPING MIN. SPEND 199</p>
<p>₱106</p>	<p>₱170</p>

跨境闪购热卖产品 CB CFS Top Products

Health & Personal Care

<p>蜗牛修护精华液</p> <p>BREYLEE®</p> 	<p>3层口罩</p> 
<p>₱75</p>	<p>₱169</p>

<p>收缩毛孔精华液</p> <p>BREYLEE®</p>  <p>FREE SHIPPING 10% CASHBACK</p>	<p>吸黑头粉刺器</p> <p>Cheryl N®</p> 
<p>₱83</p>	<p>₱308</p>

Fashion

<p>内裤</p> 	<p>无铁丝内衣</p> 	<p>防辐射眼镜</p>  <p>8.8 FREE SHIPPING 199 10% CASHBACK</p>
<p>₱27</p>	<p>₱65</p>	<p>₱43</p>

<p>复古围巾</p> 	<p>未来式遮阳镜</p> 	<p>月亮星星项链</p>  <p>FREE SHIPPING 10% CASHBACK</p>
<p>₱42</p>	<p>₱129</p>	<p>₱8</p>

本地闪购热卖产品 Local CFS Top Products

Health & Personal Care

<p>三层口罩</p> 	<p>防护面罩</p> 	<p>黑炭牙刷</p> 
<p>₱109</p>	<p>₱24</p>	<p>₱81</p>
<p>美白牙膏</p>  <p>8.8 FREE SHIPPING WITH SPENDING 199</p>	<p>防护眼罩</p> 	<p>消毒液</p> 
<p>₱33</p>	<p>₱38</p>	<p>₱105</p>




TKB

<p>尿布</p> 	<p>长袖棉衣</p>  <p>HANFORD</p> <p>8.8 FREE SHIPPING WITH SPENDING 199</p>	<p>短袖连身衣</p> 
<p>₱1020</p>	<p>₱60</p>	<p>₱38</p>
<p>沐浴液</p> 	<p>无袖超级英雄衣</p> 	<p>无袖公主卡通套装</p> 
<p>₱142</p>	<p>₱28</p>	<p>₱63</p>

本地闪购热卖产品 Local CFS Top Products

Lifestyle

<p>彩色涂鸦书</p>  <p>8.8 FREE SHIPPING WITH SPENDING 199</p>	<p>防护面罩</p>  <p>8.8 FREE SHIPPING WITH SPENDING 199</p>	<p>抓老鼠胶贴</p>  <p>8.8 FREE SHIPPING WITH SPENDING 199</p>
<p>₱5</p>	<p>₱24</p>	<p>₱8</p>

<p>多功能衣架</p>  <p>₱18</p>	<p>雨伞</p>  <p>₱76</p>	<p>圆形桌布</p>  <p>8.8 FREE SHIPPING WITH SPENDING 199</p> <p>₱4</p>
--	---	---

Fashion

<p>运动裤</p>  <p>GET ₱100 OFF WITH CODE SSUKI0679</p> <p>₱99</p>	<p>透气凉鞋</p>  <p>8.8 FREE SHIPPING WITH SPENDING 0</p> <p>₱139</p>	<p>单色休闲短裤</p>  <p>8.8 FREE SHIPPING WITH SPENDING 0 (m for actual measurements.)</p> <p>₱30</p>
---	--	--

<p>925 银耳钉</p>  <p>8.8 FREE SHIPPING WITH SPENDING 0</p> <p>₱8</p>	<p>睡裤</p>  <p>8.8 FREE SHIPPING WITH SPENDING 0</p> <p>₱28</p>	<p>内裤</p>  <p>8.8 FREE SHIPPING WITH SPENDING 0</p> <p>₱26</p>
---	---	---

准则公告 Code Announcement

Removal of High Value Counterfeit Items

CB 卖家不能上传并需删除高价值仿冒品与情趣用品

例如：Gucci, LV, Nike, Michael Kors, Yves Saint Laurent, Chanel, Champion, Coach, Air Jordan

如果被发现，相关的产品会被：

- 1st: 删除产品

Announcement

**Removal of High Value Counterfeit Items
(Cross border Sellers)**

Due to logistics concerns, we will remove selected brands for high value counterfeit items for cross border sellers.

Specific Brands:
Gucci, Louis Vuitton, Nike, Michael Kors, Yves Saint Laurent
Chanel, Champion, Coach



Reason Code:
Prohibited Listing
Action: Delete



GUCCI casual plus size T-shirt loose letter cotton tops
P485

2020-074 As of 07/01/2020

Updated Action & Reason Code

上传指南更改了一些条例，可参考图片中更新了的条例

- 网站/社交媒体链接/联系信息
- 图像不当的非成人玩具
- 图片不当的成人玩具

Announcement

Previous Action & Reason Code	Updated Action & Reason Code
<p>Action: 1st: Ban 2nd: Delete Reason Code: Watermark On Image</p>	<p>Action: 1st: Ban 2nd: Delete Reason Code: Website/Social Media Links/Contact Information in Listing</p>
<p>Action: 1st: Ban 2nd: Delete Reason Code: Website/Social Media Links</p>	<p>Action: 1st: Ban 2nd: Delete Reason Code: Non-adult toys with inappropriate images</p>
<p>Action: 1st: Ban 2nd: Delete Reason Code: Sexually Explicit Content In The Picture(S)</p>	<p>Action: 1st: Ban 2nd: Delete Reason Code: Adult toys with inappropriate images</p>

Previous Action & Reason Code	Updated Action & Reason Code
<p>Action: 1st: Ban 2nd: Delete Reason Code: Intellectual Property Rights Infringement - Use of Copyrighted Material</p>	<p>Action: 1st: Ban 2nd: Delete Reason Code: Use of Copyrighted Material - Intellectual Property Rights Infringement</p>
<p>Action: 1st: Ban 2nd: Delete Reason Code: Intellectual Property Rights Infringement - Counterfeit Item</p>	<p>Action: 1st: Ban 2nd: Delete Reason Code: Counterfeit Item - Intellectual Property Rights Infringement</p>
<p>Action: 1st: Ban 2nd: Delete Reason Code: Photo Grabbed From Other Sellers</p>	<p>Action: 1st: Ban 2nd: Delete Reason Code: Photo Grabbed from Shopee Website</p>

2020-079 - As of 07/06/2020

准则公告 Code Announcement

Additional Prohibited Item

电子烟及相关配件是禁止销售的产品

如果被发现，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

E-Cigarettes and Accessories
(Crossborder)

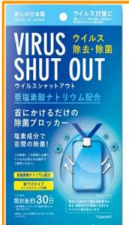

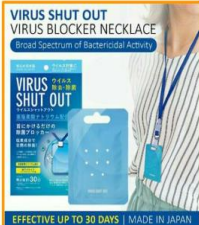

As per Bureau of Customs the importing of **E - Cigarettes** and **Accessories** for **Crossborder** sellers is now considered as a prohibited listing.
Reason Code: Prohibited Listing
Action: Delete



根据 FDA 的规定，禁止购买和使用具有误导性的降低 COVID-19 感染的风险的消毒剂/杀菌剂产品，产品无有效证据证明它有防病毒效果。

如果被发现，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Additional Prohibited Item X	Additional Prohibited Items X
<p style="text-align: center;">Virus Shut Out</p> <p style="text-align: center;">We will remove Virus Shut Out listings on our platform. The FDA warned us regarding this unregistered product with claims under Republic Act 9711.</p> <p style="text-align: center;">Reason Code: Prohibited Listing Action: Delete</p> <div style="display: flex; justify-content: space-around;">    </div> <p style="text-align: right; font-size: small;">2020-061 - As of 05/16/2020</p>	<p style="text-align: center;">SDS Blocker</p> <p style="text-align: center;">Public health warning against the purchase and use of SDS Blocker product with misleading health claims that decrease the risk for Coronavirus Disease (COVID-19) infection. (FDA Advisory No. 2020-852)</p> <p style="text-align: center;">Reason Code: Prohibited Listing Action: Delete</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: right; font-size: small;">2020-064 - As of 05/26/2020</p>

准则公告 Code Announcement

Additional Prohibited Items

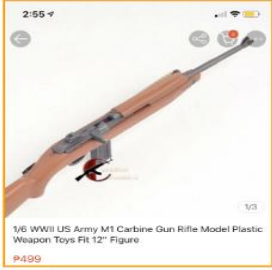
CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

Additional Prohibited Items
✕


Cross-border Toy Guns

All Cross-border sellers are prohibited to sell guns/toy guns/gun models and any other related accessories (such as bullets)

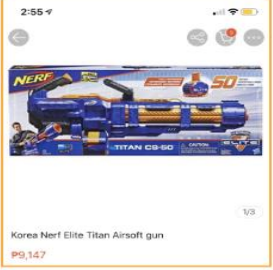
Reason Code: Prohibited Listing
Action: Delete



1/6 WWI US Army M1 Carbine Gun Rifle Model Plastic Weapon Toys Fir 12" Figure
P499



Nerf N-Strike Elite Delta Trooper GT/OT (BRAND NEW) On HAND
P1,500



Korea Nerf Elite Titan Airsoft gun
P9,147

2020-059 - As of 05/07/2020

Prohibited Listing

在菲律宾的特殊法律下，政府/警察/军队的制服和其他相关物品，例如徽章/勋章都禁止售卖

如果被发现，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Guidelines Reminder:
!

(Government, Police or Military uniforms and other related items such as badges, insignia etc.)

Reminding everyone that Government, Police or Military uniforms and other related items (such as badges, insignia, etc.) are part of our prohibited listing under special law of the Philippines.

Action: Delete
Reason Code: Prohibited Listing



As of 05/22/2020

准则公告 Code Announcement

Suspend-Delete Listing

依据菲律宾当地政策，移动信号增强器和对讲机的销售需要相关证书。
如果没有提供相关证书，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Mobile Signal Booster and Two-Way Radio
(Insufficient Information Provided According To Local Regulations)

We will Suspend-Delete the listing under "Insufficient Information Provided According To Local Regulations" if the seller did not provide:

- **Certificate of Type Acceptance** for Radio Communications Equipment (RCE) for GSM/mobile signal boosters
- **NTC Accreditation Permit** for Traders (NTC Permit Number) for Two-way Radio

1st Action: Suspend
2nd Action: Delete

Reason Code: Insufficient Information Provided According To Local Regulations




N88 & N95 Masks

N88/N95 口罩的销售定价不得超过 DTI 规定的最高的原价（每件 N88 口罩建议售价为 PHP8, N95 口罩建议售价为 PHP105）。


如果卖家价格超过规定的原价，相关的产品会被：

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

[Profiteering]
(Additional Reason Code)


We received a request from DTI Undersecretary to remove N95 and N88 listings of sellers who don't comply with DTI's price ranges.

We will remove listings with price above maximum SRP:



N88 - PHP 8.00 per piece/mask
N95 - PHP 105.00 per piece/mask

Reason Code: Profiteering
Action: Ban > Delete



2020-012 As of 02/07/2020

准则公告 Code Announcement

Infringement

关于侵权的问题，卖家需要删掉没有经过品牌授权的产品。例如，Nike 和 Adidas 的假鞋以及假的内存卡等。涉及侵权的产品将先被禁止并且卖家需要在七天内进行删除。否则，七天后系统会自行删除并扣分。

[New Reason Code]
(Intellectual Property Rights Infringement - Use of Copyrighted Material)

Listings containing any breach of Intellectual Property Rights (IPR) without proper permission from IPR owners are not allowed. This reason code gives sellers the chance to replace/remove the copyrighted material.

Reason Code:
Intellectual Property Rights Infringement - Use of Copyrighted Material

Action:

1st: Ban
2nd: If seller removes copyrighted material, PASS.
If seller keeps copyrighted material, DELETE

Note: System deletion after 7 days if no changes are made

2020-016 As of 02/14/2020

Change of Action - Authenticity Issue (Official shop), Authenticity Issue (Preferred Seller), Sexually Explicit Images in the Picture(S)

Official shop 以及 preferred seller，出现假货时，如果卖家在七天内没有修改或删除假冒商品，会被自动删除。

含有色情图片的 listing，会给卖家替换图片的机会，如果没有修改，会被删除。

需要注意的是，CB 卖家是不允许卖成人用品的，所以主要针对内衣内裤，卖家需要把过于暴露的图片替换掉，否则会被删除

Change of Action
(From Delete to Ban-Delete)

Action for the Reason Codes below will be **changed**
from Delete
To
1st Action: **Ban**
2nd Action: **Delete**

No.	Reason Code	Remarks
1	Authenticity Issue - Official Shop	To give sellers time to delete or dispute suspicious counterfeit listings.
2	Authenticity Issue - Preferred Seller	With auto deletion after 7 days.
3	Sexually Explicit Images In The Picture(S)	To give sellers a chance to edit their category or replace their images to sell their product.

2020-021 - As of 03/02/2020

准则公告 Code Announcement

Additional Item for Profiteering

根据健康部门的规定，血氧仪的价格不得超过 P1000
价格高于 P1,000 的血氧仪被视为暴利，会被平台禁止然后删除

Announcement

Additional Item for Profiteering Pulse Oximeters

Pulse Oximeter with the price higher than P1,000.00 is considered as Profiteering.
Issued by the Department of Health (DOH) as of March 23, 2020, on Price Freeze of Essential Emergency Medicines and Medical Devices due to the COVID-19 Health Event.



Reason Code: Profiteering
1st Action: Ban
2nd Action: Delete



2020-055 As of 04/17/2020

Additional Reason Codes

卖家需要保证图片与产品详情匹配，标签错误或包装不当的 listing，如果 CB 卖家没有删除或替换掉无关的图片，先被禁止再删除。

关于 Mall listing: 封面图片中的上图像或文本不能重叠，需要在正确的位置，且是完整的图片，不能是裁剪过的。如果违反了以上 mall listing，卖家会有两次机会修改，同样是先被禁止再删除

Announcement

Additional Reason Codes

Reason Code	Description	Action
Irrelevant Images	An image does not match with product listing detail. The seller needs to remove or replace the image to list item successfully. Type of Seller: CB, Normal, Preferred	1st Action: Ban 2nd Action: Delete
Graphics concerns in Cover Image (Mall)	Graphics/texts are overlapping/not in correct location/cropped on the product in the cover image.	1st Action: Ban 2nd Action: Ban 3rd Action: Delete
First 3 images must be the actual product (Mall)	Cover image must be the product only. 2nd and 3rd images must contain the actual product.	1st Action: Ban 2nd Action: Ban 3rd Action: Delete

2020-049 As of 04/06/2020

Additional Reason Codes

Reason Code	Description	Action
Specific Brand - Prohibited Listing	Listings which are prohibited based on general listing guidelines. (Such as FDA Warning, Specific Brands under Prohibited Listing) Please check the Prohibited Listing for more details: https://seller.shopee.ph/edu/article/698	Delete
Mislabelled Goods or Improper Packaging	Listing has improper packaging or no label in the product stated. Please upload at least three actual product images.	1st Action: Ban 2nd Action: Delete

2020-079 - As of 07/06/2020

准则公告 Code Announcement

Prohibited listing – Product name, description, image & variation to be in English

Listing 允许使用菲律宾语, 但是 Product Name, Description, Image and Variation 必须是英语。视频、variation image 与其其他图片也推荐使用英语。

其中 cover image 只能包含英语, 如果有任何外语字/汉字, listing 会被平台禁止并删除。

Announcement

[Allowing Filipino Words]
(Product name, description, image and variation should be in English)

Filipino words for listings are now **allowed**.
For better search engine results and category recommendations we still prefer English language.

For your reference regarding the reason code Product name, description, image and variation should be in English

Cover Image - We will Suspend/Delete the listing if the cover image of the product contains ANY other Foreign/Chinese characters.

Other images - if contains Foreign/Chinese characters, we will be passive.

We will PASS the listing if the cover image, title, description and variation do not have Foreign/Chinese characters.

Videos and variation images will also be counted as "other images"

Clarification - If the physical product has a foreign/chinese character, we are passive.

2020-064 As of 05/21/2020

附录 Appendix

1. 菲律宾常见手机型号分享

1. Redmi Note 7
2. Redmi 7
3. Realme 3
4. Pocophone
5. Honor 10 Lite
6. Huawei Y6 Pro
7. Huawei Y7 Pro

2. 菲律宾常见汽车摩托车型号分

摩托车

1. Yamaha NMAX
2. Yamaha Sniper 150 MXi
3. Yamaha Mio i 125
4. Honda CLICK 125i
5. Suzuki Raider R150
6. Yamaha Mio Soul i 125
7. Yamaha YZF – R6
8. Yamaha Mio
9. Yamaha Mio Sporty
10. Yamaha Mio Aerox 155

汽车

1. Toyota Vios
2. Mitsubishi Mirage
3. Toyota Innova
4. Toyota Fortuner
5. Toyota Wigo
6. Mitsubishi Montero
7. Toyota Hilux
8. Nissan Navara
9. Mitsubishi Xpander
10. Toyota Hi-ace

3. P199 免运活动 (FSS199)

菲律宾 P199 免运活动已开始接受报名。活动周期是每月 16 号到下个月 15 号。参加活动的店铺产品将获得 P199 免运（正常是 P500 免运）。活动期间所有订单需支付额外 5%的佣金（取消和退货的订单除外）。

若您对活动感兴趣，请咨询客户经理报名参加。