Shopee

菲律宾市场周报

12-28

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站点公告

Dec 2020/ Jan 2021 Schedule Calendar 十二月/一月活动表

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12/21	12/22	12/23	12/24	12/25	12/26	12/27
Christmas for Kids		Your Christmas Feast		Shopee Christmas Special	Best of Fashion	Best of Home & Outdoors
TKB		Groceries - Food & Beverage only				
12/28	12/29	12/30	12/31	1/1	1/2	1/3
Best for Baby	Best of Tech	Best of Health & Beauty	2021 Countdown Sale			
January						
12/28	12/29	12/30	12/31	1/1	1/2	1/3
				New Year, New You Sale Total Platform	For a New Home Lifestyle + Groceries	New for Mom Total TKB
1/4	1/5	1/6	1/7	1/8	1/9	1/10
New Tech Total EL	New Beauty Total HB	New Fashion Total Fashion	Tech Blowout Sale Total EL	Beauty Blowout Sale Total HB	Mom's Blowout Sale Total TKB	Home & Outdoors Blowout Sale Total Lifestyle
1/11	1/12	1/13	1/14	1/15	1/16	1/17
Fashion Blowout Sale Total Fashion	Cashback Blowout	Flash Deals Blowout	ShopeePay Blowout	New Year Blowout Total Platform		

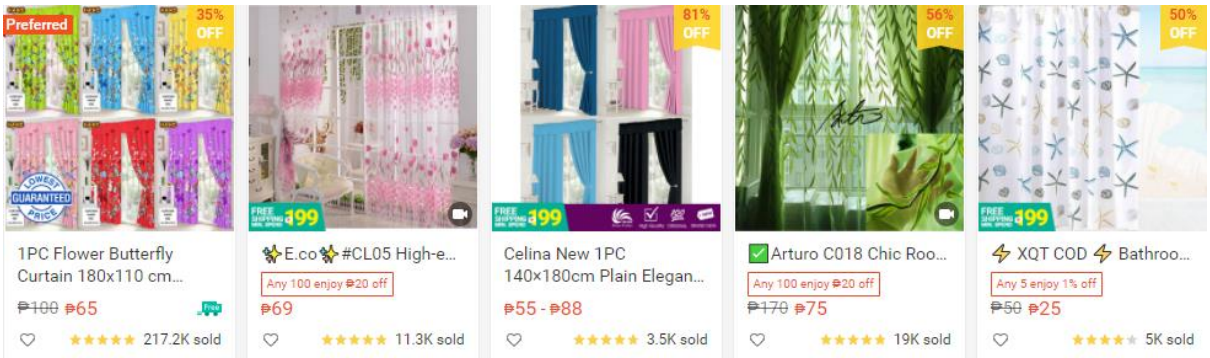
- 排名不分先后

关键词	中文
curtain	窗帘
dress	连衣裙
face mask	面罩
bag	包包
bra	胸罩
colourette	彩色化妆品
crop top	短衬衫
short	斜肩包
shorts for men	男士短裤
sling bag	斜肩包
tala by kyla	Tala by kyla
face shield	防护面罩
lip tint	唇膏
necklace	项链
pants	裤子
tops	衬衫
shoes	鞋子
wallet	钱包
sandals	凉鞋
terno	套装

关键词产品分享 Top Keywords Products

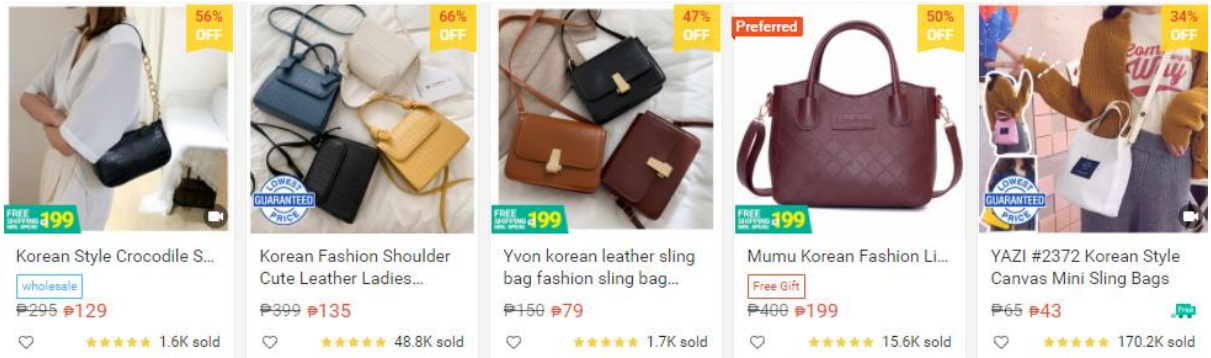
Curtain 窗帘

目标价：₱25 - ₱88



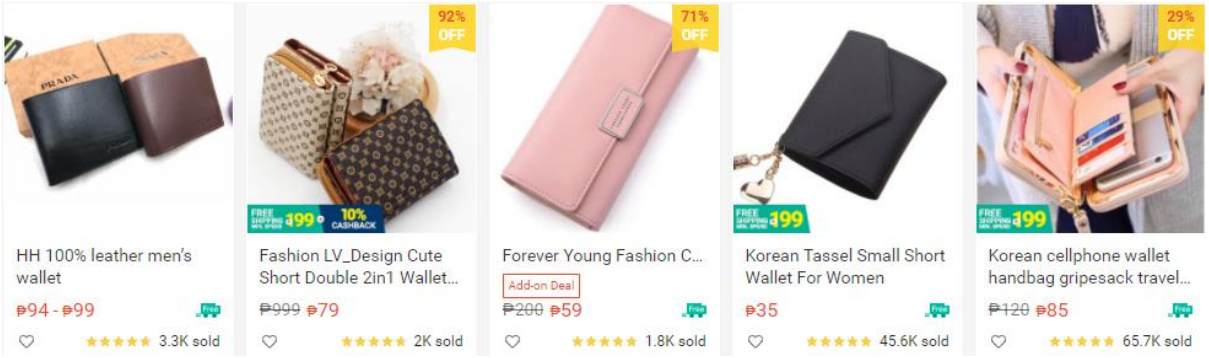
Bag 包包

- 目标价：₱43 - ₱199



Wallet 皮夹

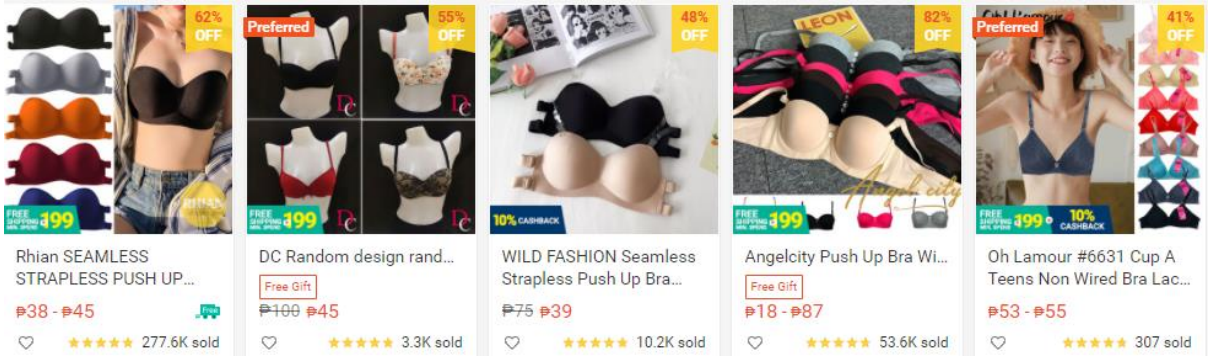
- 目标价：₱35 - ₱99



关键字产品分享 Top Keywords Products

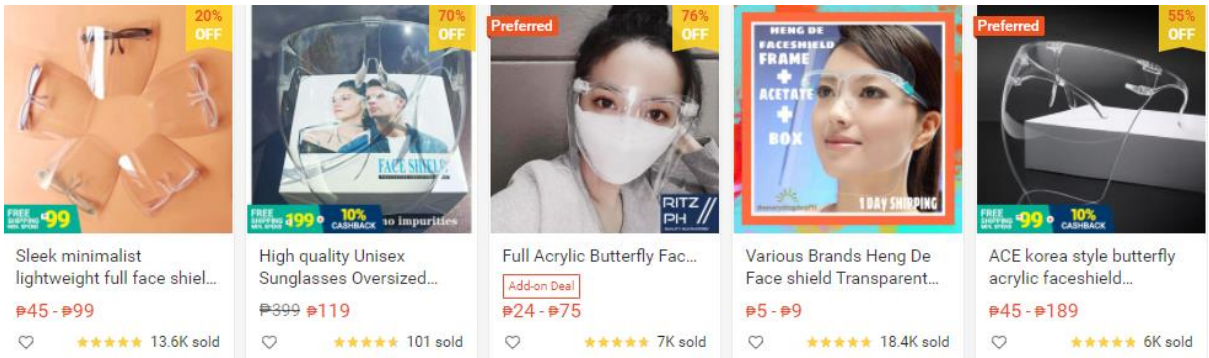
Bra 胸罩

- 目标价：₱18 - ₱87



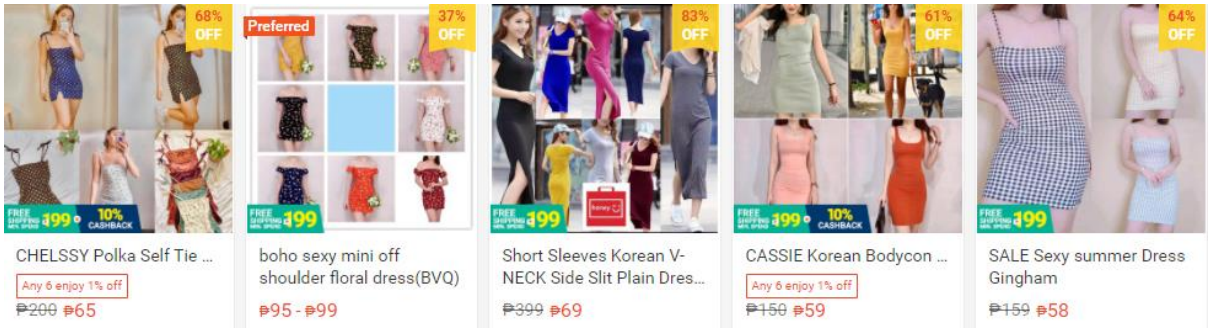
Face Shield 防护面罩

- 目标价：₱5 - ₱189



Dress 裙子

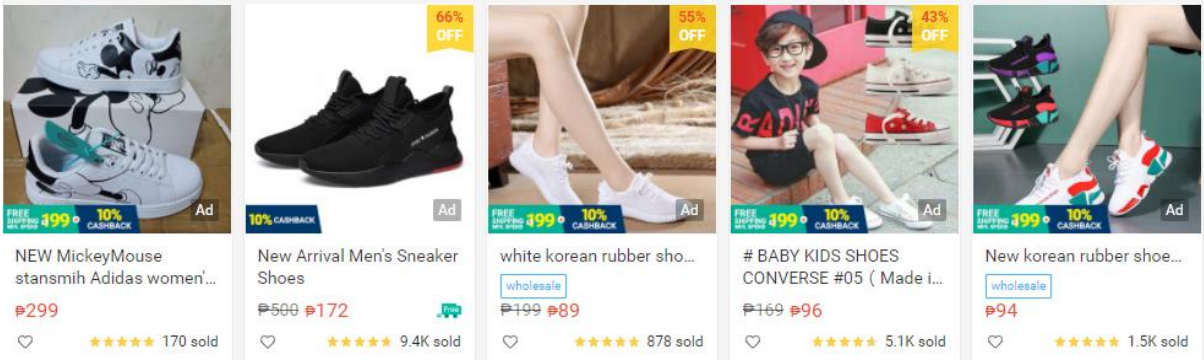
- 目标价：₱58 - ₱99



关键字产品分享 Top Keywords Products

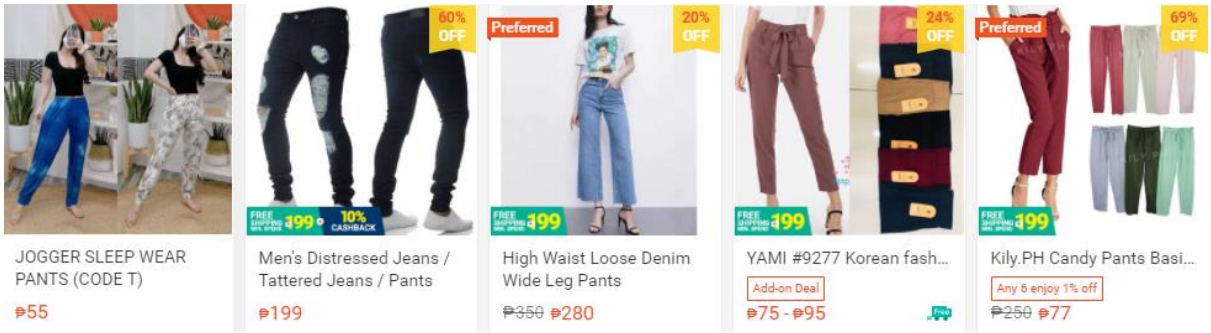
Shoes 鞋子

- 目标价：₱89 – ₱299



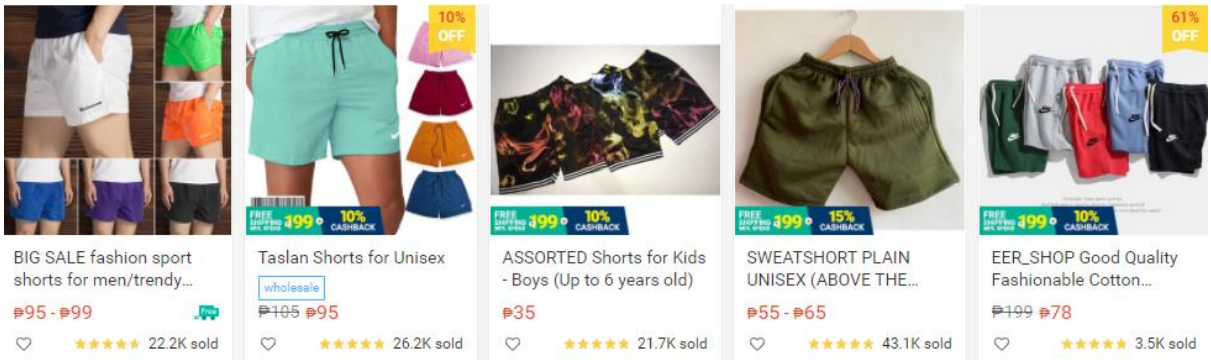
Pants 裤子

- 目标价：₱55 - ₱280



Shorts for Men 男生短裤

- 目标价：₱35 - ₱99

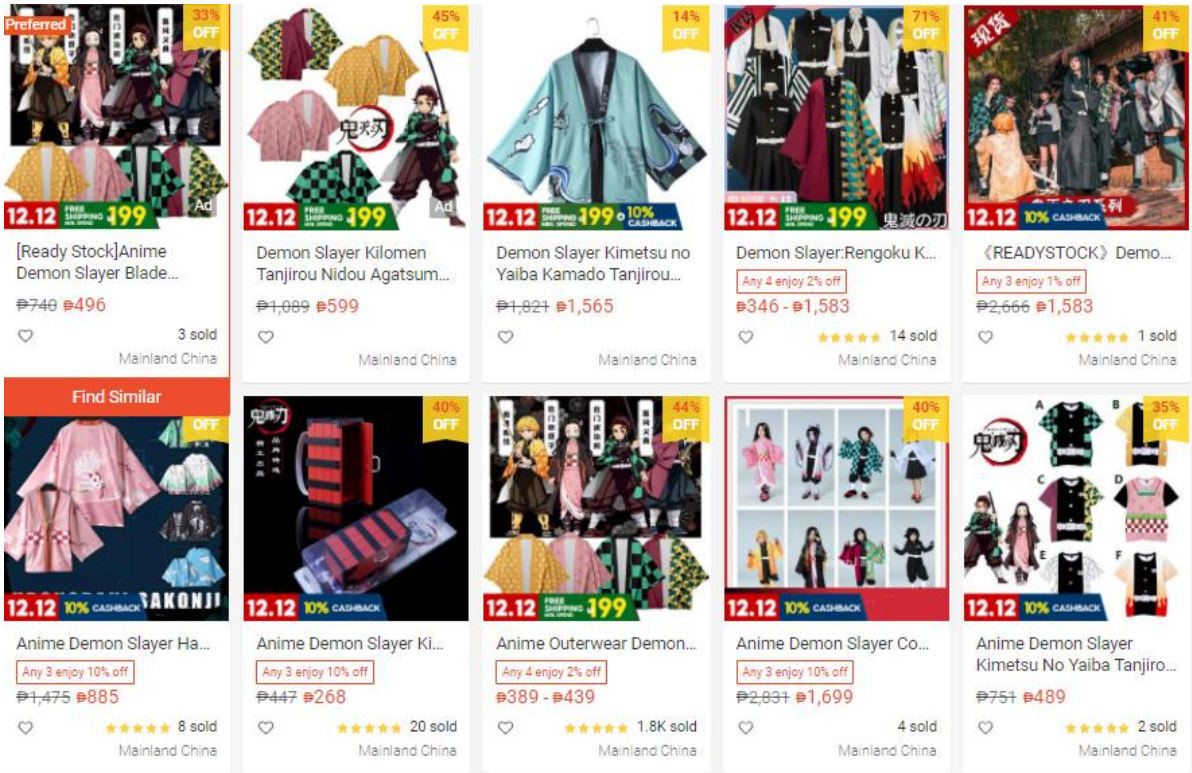


最新热门趋势 Latest Hot Trend

《鬼灭之刃》 最近在 Netflix 上发展趋势。

此外，菲律宾电影院即将在 2021 年 2 月放映《鬼灭之刃》的戏。

欢迎为动画爱好者提供此类产品



热卖₱9 产品 Top Peso 9 Products

单色袜 (Solid Colour Socks)	有线耳机	眼膜	帆布硬币带
屏幕保護膜	除毛蜡纸	指甲贴 (Nail Stickers)	耳机保护套

冷门₱9 产品 Bottom Peso 9 Products

芦荟面膜 (Aloe Vera Mask)	蛋糕装饰	铃铛	圣诞饰品 (Christmas Ornaments)
婴儿抽屉安全锁	手机架	小木夹	气球装饰

跨境闪购热卖产品　CB CFS Top Products

Lifestyle

墙纸	消毒笔
₱24	₱16

铝箔纸	气球装饰	香水喷雾瓶
₱55	₱45	₱8

Electronics

有线耳机	马卡龙色系无线耳机	无线耳机
₱57	₱166	₱76
智能手表	苹果充电线	SD 卡
₱199	₱70	₱174

跨境闪购热卖产品　CB CFS Top Products

Health & Beauty

腹部减肥贴	口罩延长器
₱12	₱4

面罩支架	除黑头贴
₱5	₱92

TKB

奶嘴	手表
₱22	₱12

毛绒玩具	可洗卫生巾
₱322	₱56

Fashion

星座项链	运动手表	无缝内裤
₱18	₱55	₱25

防辐射眼镜	面罩
₱26	₱129

本地闪购热卖产品 Local CFS Top Products

Health & Beauty

三层口罩	面部按摩工具	面膜
₱52	₱24	₱5

除黑头贴	直发器	指甲贴
₱4	₱59	₱35

TKB

可洗尿布	玩具卡车	睡衣
₱42	₱65	₱68

儿童防护面罩	短袖套装	卡通套装
₱15	₱49	₱63

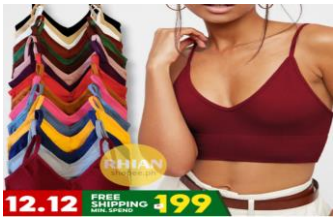
本地闪购热卖产品 Local CFS Top Products

Lifestyle

LED 灯+风扇	面罩	面罩收纳盒
₱60	₱12	₱29

收纳鞋盒	童话故事书	窗帘
₱40	₱28	₱60

Fashion

无钢丝文胸	男生沙滩裤	高腰牛仔裤
		
₱32	₱31	₱155

运动长裤	白色球鞋	凉鞋
₱87	₱199	₱82

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

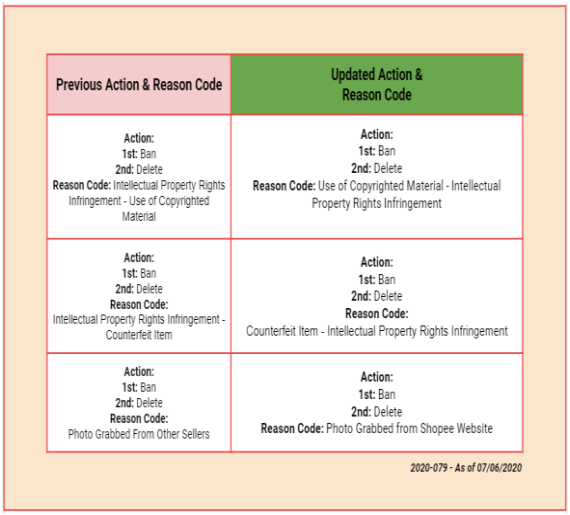
上传指南更改了一些条例，可参考图片中更新了的条例

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

2020-079 - As of 07/06/2020



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

2020-079 - As of 07/06/2020

Additional Prohibited Item

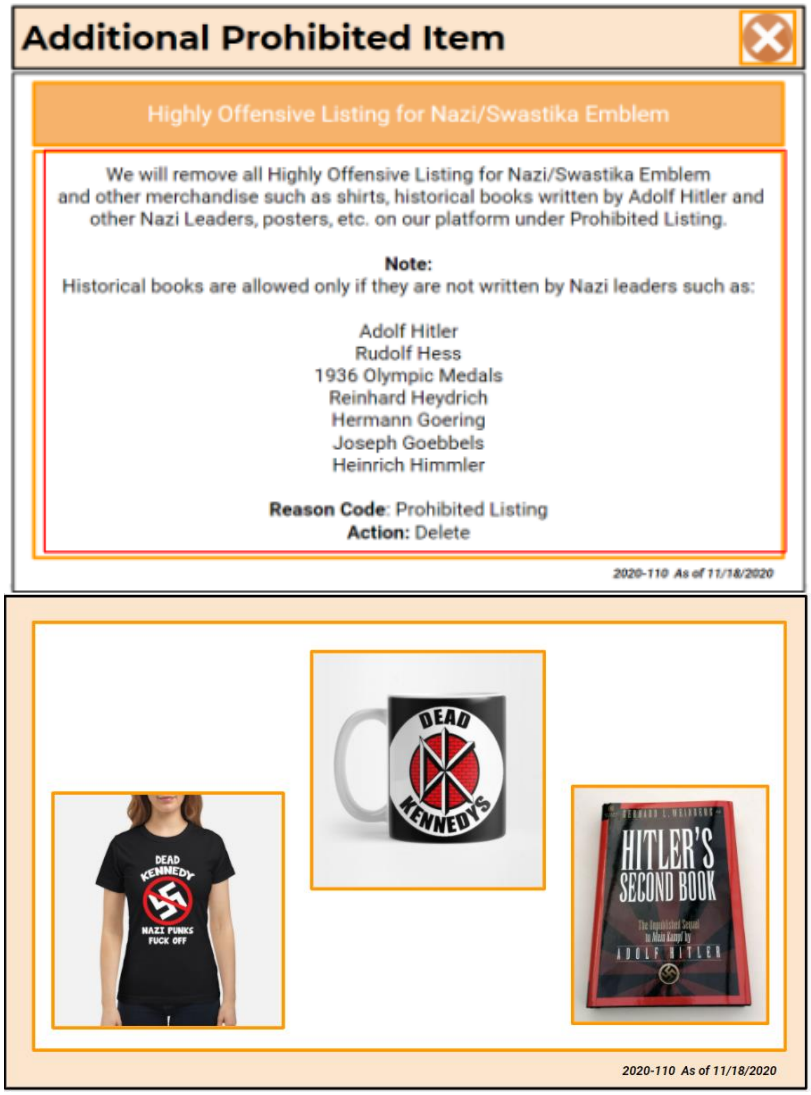
CB 卖家禁止出售种籽有关的宠物食品。例如像葵花籽，猫草籽等等产品

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Additional Prohibited Item

CB 卖家不能卖任何跟纳粹相关的产品或是由纳粹领导写的历史书籍

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）



Additional Prohibited Item

CB 卖家出售胶带时，上传胶带的图片不能包含 “SCOTCH tape” 和 “MAGIC tape” 的名字

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

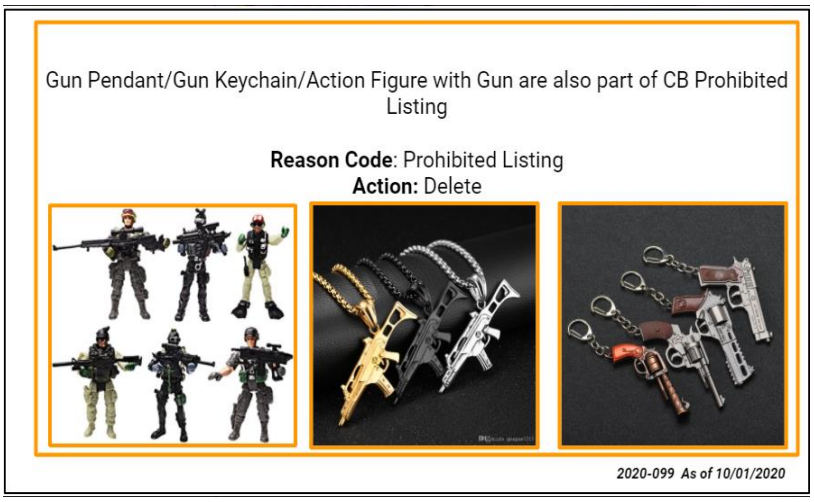
Additional Prohibited Item

CB 卖家不能卖植物与种子

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

CB 卖家不能卖任何枪支模型，钥匙扣等等

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）



CB 卖家不能上传任何对肯尼亚总统带有冒犯或侮辱性的产品如面具

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

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）

CB 卖家不能上传任何跟朝鲜相关的产品，被发现会被平台禁止然后删除

Additional Prohibited Item

North Korea's Politically Sensitive Items

We will remove all North Korea's politically sensitive items and merchandise on our platform under Prohibited Listing.

Reason Code: Prohibited Listing
Action: Delete

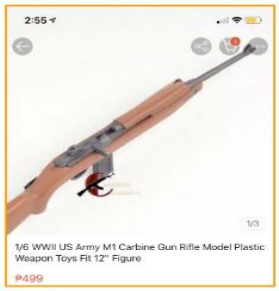
CB 卖家不能够出售枪支/玩具枪/枪支模型以及任何其他相关配件（例如子弹），会被平台禁止然后删除

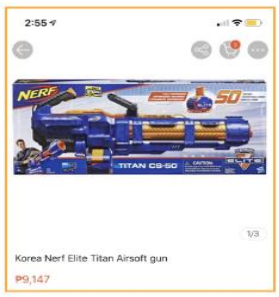
Additional Prohibited Items

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





2020-059 - As of 05/07/2020

准则公告 Code Announcement

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

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

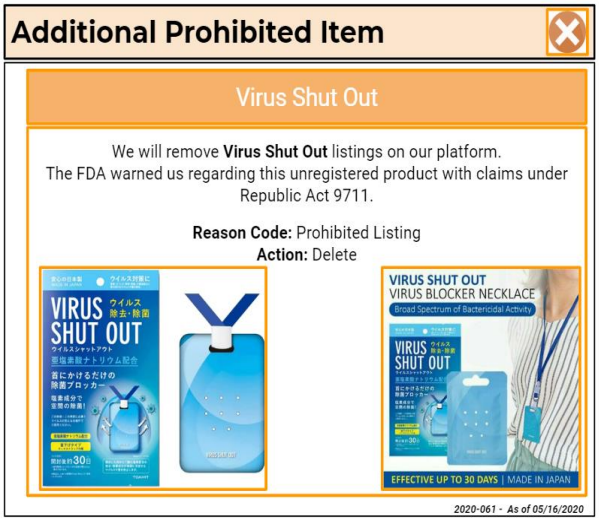
1st Action: Suspend
2nd Action: Delete
Reason Code: Insufficient Information Provided According To Local Regulations

准则公告 Code Announcement

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）

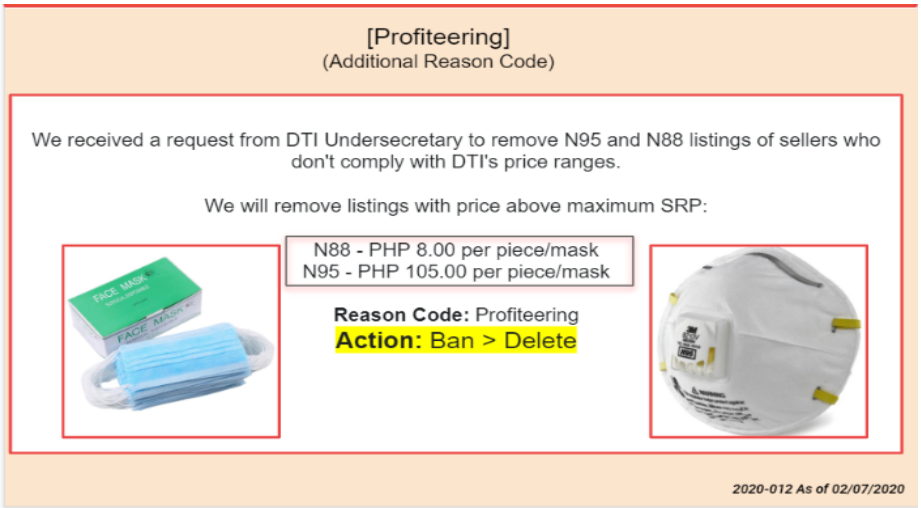


N88 & N95 Masks

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）



CB 卖家上传面罩，原价必须在 P26-P50 之间

- 1st: 停止销售（无惩罚）
- 2nd: 删除产品（相应惩罚）

Announcement

Additional Item for Profiteering
Face Shield (Non-medical grade face shield for community use)

DOH Memorandum No. 2020-0345 issued by the Department of Health on August 10, 2020
Below is the technical specifications of the Face Shield and its corresponding Suggested Retail Price (SRP):

Product	SRP (Php)
Face shield (Non-medical grade face shield for community use) Specifications: Clear plastic or acetate material, provides good visibility, fog resistant, adjustable band to attach firmly around the head, fit snugly against the forehead, full face coverage (completely cover the sides and length of the face), made of robust material that can be easily cleaned and disinfected, disposable or reusable.	26.00 - 50.00

Note: *Eye shield is not included*

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

2020-085 As of 08/14/2020

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. With auto deletion after 7 days.
2	Authenticity Issue - Preferred Seller	
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

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

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