



## 墨西哥站点 市场周报

2025-8-25

内容概览(目录)：

- 活动日历
- 关键词



## 墨西哥站点2025年九月活动日历

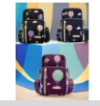
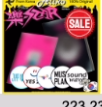
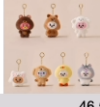
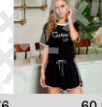
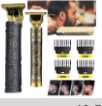
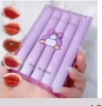
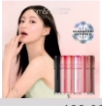
| Monday              | Tuesday             | Wednesday           | Thursday            | Friday              | Saturday            | Sunday              |
|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| 9/1                 | 9/2                 | 9/3                 | 9/4                 | 9/5                 | 9/6                 | 9/7                 |
| 9.9超级购物节<br>运动&电竞特卖 | 9.9超级购物节<br>运动&电竞特卖 | 9.9超级购物节<br>运动&电竞特卖 | 9.9超级购物节<br>运动&电竞特卖 | 9.9超级购物节<br>运动&电竞特卖 | 9.9超级购物节<br>运动&电竞特卖 | 9.9超级购物节<br>运动&电竞特卖 |
| 9/8                 | 9/9                 | 9/10                | 9/11                | 9/12                | 9/13                | 9/14                |
| 9.9超级购物节<br>秋季大促    | 9.9超级购物节<br>秋季大促    | 秋季大促                | 秋季大促                | 秋季大促                | 秋季大促                | 秋季大促                |
| 9/15                | 9/16                | 9/17                | 9/18                | 9/19                | 9/20                | 9/21                |
| 秋季大促<br>Lovito 促销   | 秋季大促<br>Lovito 促销   | 秋季大促<br>Lovito 促销   | 秋季大促<br>Lovito 促销   | 秋季大促<br>Lovito 促销   | 秋季大促<br>Lovito 促销   | 秋季大促<br>Lovito 促销   |
| 9/22                | 9/23                | 9/24                | 9/25                | 9/26                | 9/27                | 9/28                |
| 秋季大促                | 秋季大促                | 秋季大促                | 秋季大促                | 秋季大促                | 秋季大促                | 秋季大促                |
| 9/29                | 9/30                |                     |                     |                     |                     |                     |
| 10.10 品牌节           | 10.10 品牌节           |                     |                     |                     |                     |                     |

## 平台热搜关键词 (08/13-08/19)

| Keyword    | Translate CN | Translate EN      | Image                                                                                 |
|------------|--------------|-------------------|---------------------------------------------------------------------------------------|
| tenis nike | nike网球鞋      | Nike tennis shoes |    |
| coach      | 蔻驰           | coach             |    |
| mochila    | 书包           | backpack          |   |
| gorras     | 帽子           | caps              |  |
| dior       | dior服饰       | Dior              |  |

|             |           |             |                                                                                       |
|-------------|-----------|-------------|---------------------------------------------------------------------------------------|
| real madrid | 皇家马德里     | real Madrid |    |
| alo         | 女士棒球帽     | Hello       |    |
| lentes      | 眼镜        | glasses     |   |
| lululemon   | lululemon | lululemon   |  |
| crocs       | crocs洞洞鞋  | Crocs       |  |

## CFS 跨境闪购热销商品 (08/13-08/19)

|                                        |                                                                                          |                                                                                         |                                                                                         |                                                                                          |                                                                                         |                                                                                          |                                                                                          |                                                                                            |                                                                                           |                                                                                           |
|----------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| EL Top SKU<br>Promo price (MXN)        |  32.1   |  69.6  |  43.45 |  36.4   |  88.4  |  241.5  |  54.45 |  27.0   |  43.45 |  83.36 |
| Fashion Top SKU<br>Promo price (MXN)   |  18.6   |  21.62 |  30    |  10     |  10    |  68.67  |  10    |  10     |  10    |  55.5  |
| Lifestyle Top SKU<br>Promo price (MXN) |  25.65  |  18.75 |  15.22 |  223.23 |  46.5  |  24.94  |  18    |  108.76 |  60.88 |  9.56  |
| FMCG Top SKU<br>Promo price (MXN)      |  106.11 |  46.5  |  10    |  109.82 |  176.3 |  181.09 |  10    |  14.06  |  18.47 |  91.52 |

\*热销品分享排名不分先后

\*MXN: 墨西哥货币

更多选品干货:

- 1 [子类目选品攻略\(不定时更新\)](#)
- 2 [其他所有选品内容](#)
- 3 [选品指南分享平台](#)