



菲律宾站点 市场周报

2025-08-25

内容概览(目录)：

- | | |
|--------------|---|
| • 准则公告 | 2 |
| • 菲律宾站点活动日历 | 6 |
| • 关键词 & 商品分享 | 8 |

违禁品

关于带有枪支的玩具，需要组装的类型可以上架，无需组装的类型不能上架

- 被发现会被删除

LISTING & CONTENT MANAGEMENT

ANNOUNCEMENT

Shopee

Passive for Assembled Plastic Toy Guns in Cross-border



We are now passive for plastic toy guns in CB sellers as long as the toy's parts are still for assembly (Gundam, robots)

ACTION Pass



However, for other toys/ action figure that no need to be assemble for CB sellers, we will still remove using Prohibited Listing regardless of it's size/ color.

ACTION Delete
REASON CODE Prohibited Listing

2021-120 - As of 10/12/2021

跨境卖家不能上传卡夹附有Covid 19 的疫苗卡图片

- 被发现会被删除


LISTING & CONTENT MANAGEMENT

GUIDELINES REMINDER

Shopee

Reminder to Delete Card Holder with Image of Covid Vaccination Card

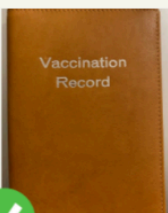
We will DELETE card holder with image of COVID-19 Vaccination Card. As it is illegal based on Article 172 of the Revised Penal Code (falsification of public document) in relation to Republic Act No. 11525.



REASON CODE Prohibited Listing
ACTION Delete

For card holder without vaccination card image, we are passive as confirmed with our legal team.

Action should be pass.



ACTION Pass

As of 08/011/2021

卖家不能上架调味电子烟、电子烟液等商品

- 被发现会被删除



LISTING & CONTENT MANAGEMENT

NEW PROHIBITION



Deletion of Flavored Vapes and Liquid Refills (Vape Juice)

The Food and Drug Administration (FDA) warns the public **NOT TO PURCHASE AND USE Flavored Vape Products** (pods, refills, juices, disposable pens w/ flavored juices).

ACTION	Delete
REASON CODE	New Prohibition - Prohibited Listing*

Note that we are passive for Vape Tobacco and Menthol Flavor.

ACTION	Pass
--------	------

If Vape Tobacco and Menthol Flavor is not in the correct category Home Appliances > E-Cigarettes please remove under:

ACTION	Ban - Delete
REASON CODE	Regulated/Controlled Items in Wrong Category





Note that affected products are not limited to these sample brands/images.


After 30 days, deletion with penalty will be applied*
2022-064 - As of 07/14/2022

跨境卖家禁止售卖 这款ANYGUARD KF94口罩，任何类似的物品将会被删除

- 停止销售(无惩罚)
- 删除产品(相应惩罚)

Additional Prohibited Item
✕

ANYGUARD KF94 Face Mask



The Food and Drug Administration (FDA) warns the public **NOT TO PURCHASE AND USE** the unnotified medical device products:

ANYGUARD KF94 Face Mask

Reason Code:
New Prohibition - Prohibited Listing

Action: Delete

2021-014 As of 01/25/2021

跨境卖家禁止售卖这个牌子的消毒液, 不符合杀菌产品法规标准, 不能上传和售卖, 将会直接被删除

- 停止销售(无惩罚)
- 删除产品(相应惩罚)

Additional Prohibited Item
✖

ibccncdc Hand Sanitiser




This product was found to contain toxic levels of methanol and insufficient amounts of ethanol to kill bacteria / viruses. It does not comply with the Biocidal Products Regulation. This is prohibited as advised by Risk/Legal Team.

ibccncdc Hand Sanitiser

Reason Code:
New Prohibition - Prohibited Listing


Action: Delete

2021-015 As of 01/26/2021




LISTING & CONTENT MANAGEMENT

ANNOUNCEMENT



New Reason Code: Misuse of Product Variation

A. Irrelevant Variation



GENEVA Mens Fashion Quartz Watch Stainless Steel Calendar Men Business Wristwatch Men Watch For Men Relo for Men

Price: P59 - P199

Color: Black, Gold Black, Silver, Silver Black, Watchband

The main product being sold is a watch. However, the watchband, which is considered an add-on, must be listed separately as its own product, to avoid buyer's misleading expectation.

ACTION

Ban - Delete

REASON CODE

Misuse of Product Variation

B. Misleading Product Name



80pcs 2Layer Baby Wipes Disposable Cotton Wet Tissues Baby Care Napkins (80pcs per Pack)

Price: P7 - P18

Specifications: Big 80pcs include, Small 10pcs include

The product name suggests that all variations consist of a pack of 80 pieces, but one variation only contains 10 pieces. This type is Falsely suggesting that all variations have the same quantity or quality.

2023-030 - As of 09/11/2023



LISTING & CONTENT MANAGEMENT

NEW PROHIBITION



Flava Vape

The DTI warned us regarding the restriction of selling any type of Flava Vape products. With this we will remove using:

ACTION

Delete

REASON CODE

New Prohibition - Prohibited Listing



Note that affected products are not limited to these sample images.

2024-017 - As of 03/21/2024



LISTING & CONTENT MANAGEMENT

NEW PROHIBITION



Selling of Personal Data

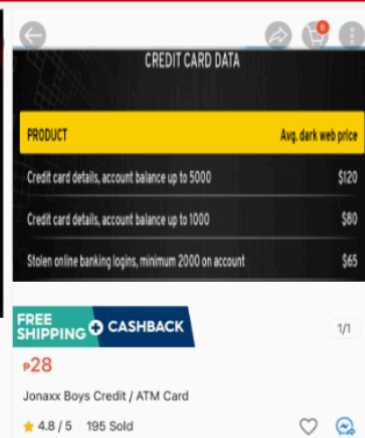
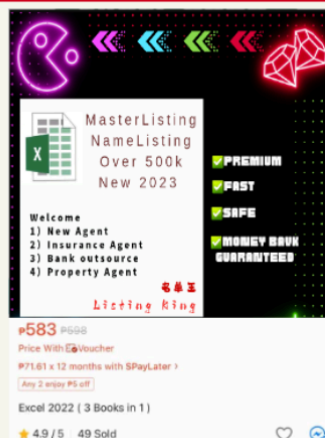
The sale of personal data on Shopee such as list of persons Full name | Date of Birth | Job Title | Home/ Office Address | Email Address | Mobile / Telephone Number | Government Information (SSS, TIN, PAG IBIG, etc.) | Bank Details | Credit Card Details | etc. is strictly prohibited.

ACTION

Delete

REASON CODE

Selling of Personal Data



2024-012 - As of 02/27/2024

2025 年 08 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日

				8/1	8/2	8/3
				Campus Comeback Sale 返校促销		
				8.8Prehype 8.8预热		
				Beauty Friday 美妆星期五		Suki Savers Sunday Suki 节省星期天
				Choice Friday 精选星期五		
8/4	8/5	8/6	8/7	8/8	8/9	8/10
Campus Comeback Sale 返校促销						
8.8 Prehype 8.8 预热				Beauty Friday 美妆星期五		
Mall Monday 商城星期一		Fashion Wednesday 时尚星期三		Choice Friday 精选星期五	8.8 Extension Sale 8.8 延长特卖	Suki Savers Sunday Suki 节省星期天
				8.8 Spike day 8.8 大促日		
8/11	8/12	8/13	8/14	8/15	8/16	8/17
Campus Comeback Sale 返校促销						
Mall Monday 商城星期一		Payday Sale Sneak Peek 发薪日大促·抢先看		Beauty Friday 美妆星期五	Pawparents Fair 宠物展会	
		Fashion Wednesday 时尚星期三		Choice Friday 精选星期五		Shopee Supermarket Shopee 超市
				Payday Sale	Korea Mega Day	Suki Savers

				(Spike Day) 发薪日大促	韩国巨惠日	Sunday Suki 节省星期天
8/18	8/19	8/20	8/21	8/22	8/23	8/24
Campus Comeback Sale 返校促销						
Shopee Beauty Fair Shopee 美妆盛会		Shopee Styles Sale Shopee 风格特卖			Korea Mega Day 韩国巨惠日	
Global Deals Fair 全球特惠盛会			Mall Day 商城特卖日	Beauty Friday 美妆星期五		
Mall Monday 商城星期一				Choice Friday 精选星期五	Health & Wellness Fest 健康与养生节	
			Fashion Wednesday 时尚星期三	Mom's Club 妈妈俱乐部 Members's Day 会员日	Choice Friday 精选星期五	Sunday Suki 节省星期天
8/25	8/26	8/27	8/28	8/29	8/30	8/31
Campus Comeback Sale 返校促销						
Mall Monday 商城星期一		Payday Sale Sneak Peak 发薪日大促·抢先看		Payday Sale Extension Sale 发薪日特卖 加码	Payday Sale Extension Sale 发薪日特卖 加码	Payday Sale Extension Sale 发薪日特卖 加码
		Fashion Wednesday 时尚星期三		Beauty Friday 美妆星期五		Suki Savers Sunday Suki 节省星期天
				Choice Friday 精选星期五		

热搜关键词 & 商品分享	
Top Searched Keywords & Recommended Product	
New Keywords	热搜词
solar light outdoor waterproof	太阳能户外防水灯
Organic clove herb	有机丁香药草
filipiniana for kids	菲律宾儿童传统服饰
tissue	纸巾
diaper pants 50pcs	尿布裤50条
dishwashing liquid kit set	洗碗液套装
powerbank	充电宝
clip fan	夹扇
Watch for women	女士腕表
shoe rack organizer	男士袜子
slippers for women	女士拖鞋
wipes	湿巾
sandals for women	女士凉鞋
wallpaper design wall decor	壁纸 设计 墙壁装饰
chia seeds	奇亚籽

*排名不分先后

关键词产品分享

Top Keywords Products

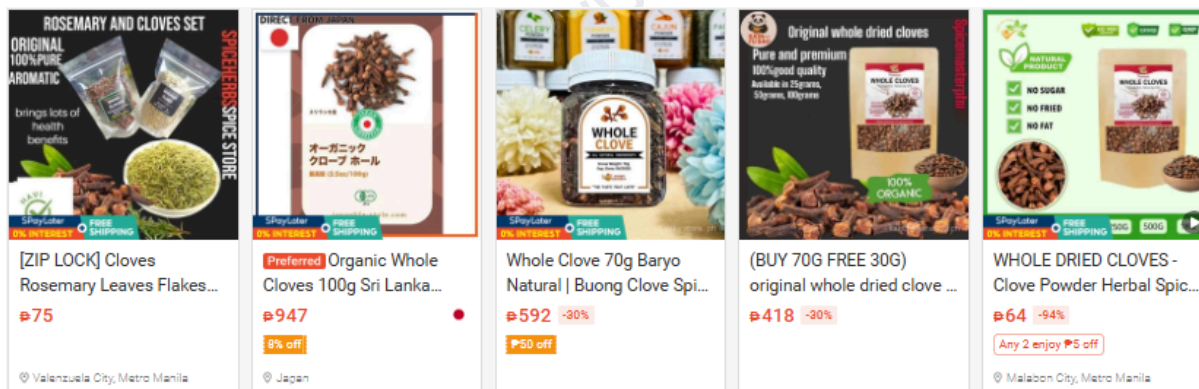
Solar light outdoor waterproof 太阳能户外防水灯

目标价: ₱(菲律宾比索) 389 - ₱(菲律宾比索) 2450



Organic clove herb 有机丁香药草

目标价: ₱(菲律宾比索) 64 - ₱(菲律宾比索) 947

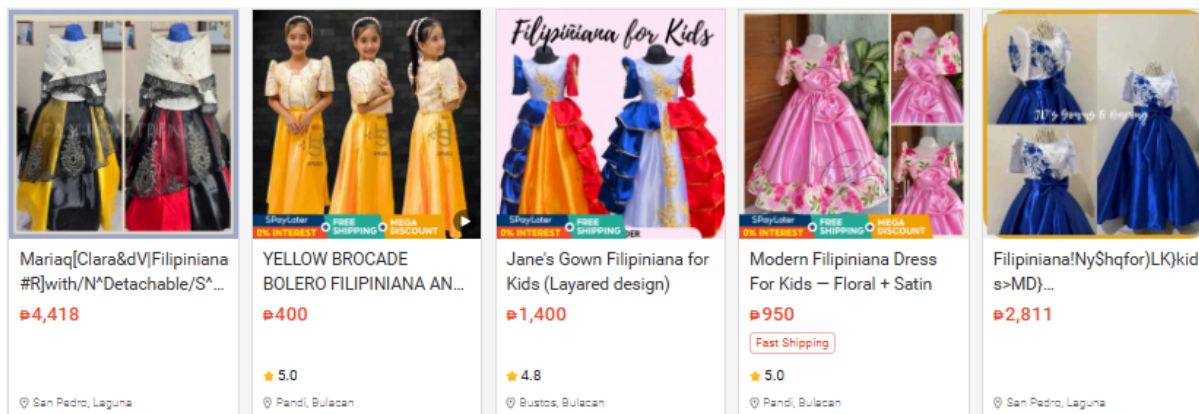


关键字产品分享

Top Keywords Products

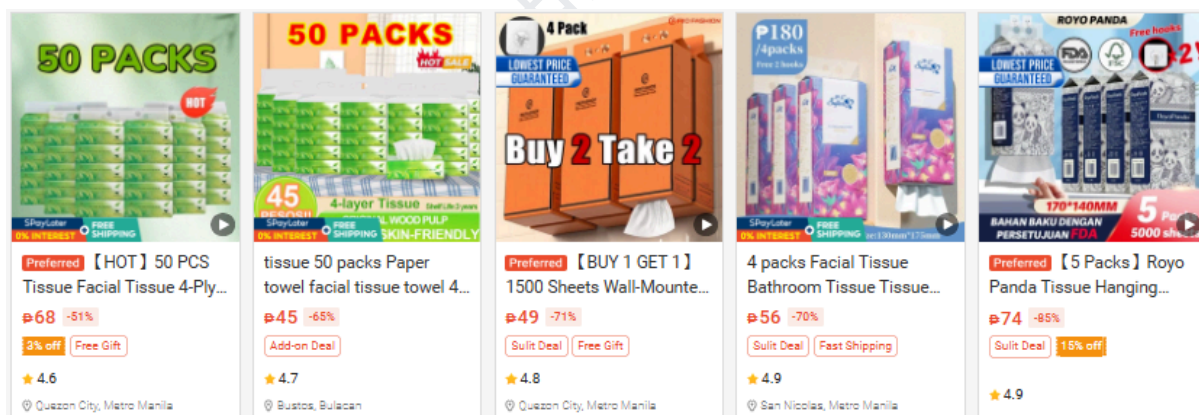
Filipiniana for Kids 菲律宾儿童传统服饰

目标价: ₱(菲律宾比索)400 - ₱(菲律宾比索)4418



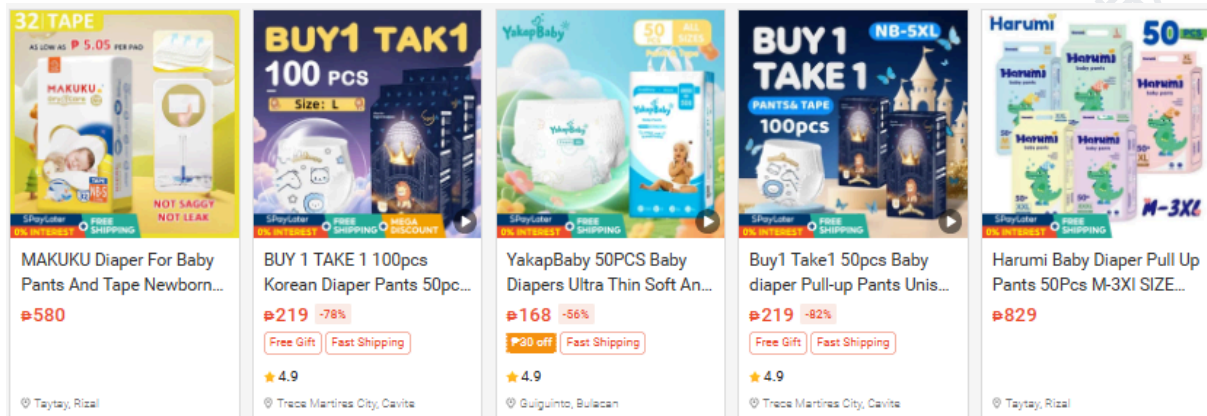
Tissue 纸巾

目标价: ₱(菲律宾比索)45 - ₱(菲律宾比索)74



[Diaper pants 50pcs 尿布裤50条](#)

目标价:₱(菲律宾比索) 168 - ₱(菲律宾比索)829



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](#)