



菲律宾站点 市场周报

2025-09-15

内容概览(目录)：

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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

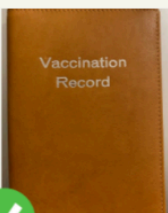
We will DELETE card holder with image of COVID-19 Vaccination Card. As it is illegal based on Article 172 of the Revised Penal Code (falsification of public document) in relation to Republic Act No. 11525.



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

Shopee

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
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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

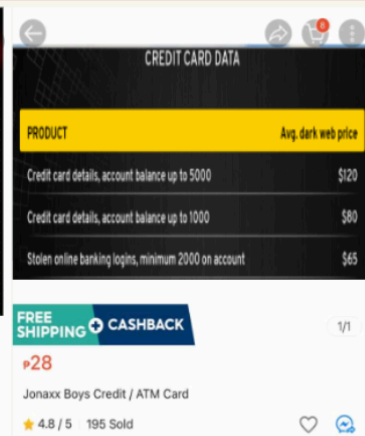
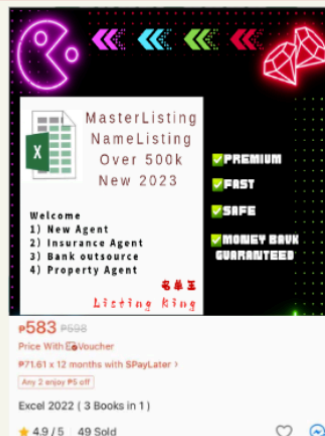
The sale of personal data on Shopee such as list of persons Full name | Date of Birth | Job Title | Home/ Office Address | Email Address | Mobile / Telephone Number | Government Information (SSS, TIN, PAG IBIG, etc.) | Bank Details | Credit Card Details | etc. is strictly prohibited.

ACTION

Delete

REASON CODE

Selling of Personal Data



2024-012 - As of 02/27/2024

2025 年 09 月						
星期一	星期二	星期三	星期四	星期五	星期六	星期日

9/1	9/2	9/3	9/4	9/5	9/6	9/7
9.9 Prehype 9.9 预热						
Mall Monday 商城星期一		Fashion Wednesday 时尚星期三		Beauty Friday 美妆星期五		Suki Savers Sunday Suki 节省星期天
Choice Day				Choice Friday 精选星期五		
9/8	9/9	9/10	9/11	9/12	9/13	9/14
	9.9 Spike Day 9.9 大促日	9.9 Extension Sale 9.9 延长特卖			Payday Sale Sneak Peek 发薪日大促·抢先看	
Mall Monday 商城星期一		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		
9/15	9/16	9/17	9/18	9/19	9/20	9/14
Payday Sale (Spike Day) 发薪日大促	Korea Mega Day 韩国巨惠日	Fashion Wednesday 时尚星期三	Global Deals Fair 全球特惠盛会			Shopee Styles Sale Shopee 风格大促
Mall Monday 商城星期一			Shopee Beauty Fair Shopee 美妆盛会			Suki Savers Sunday 节省星期天
				Choice Friday 精选星期五	Shopee Styles Sale Shopee 风格大促	Shopee Supermarket Shopee 超市
9/22	9/23	9/24	9/25	9/26	9/27	9/21
Mall Monday 商城星期一	Health & Wellness Fest 健康与养生节					Payday Sale Sneak Peek 发薪日大促·抢先看

Mall Day
商城特卖日

Beauty Friday
美妆星期五

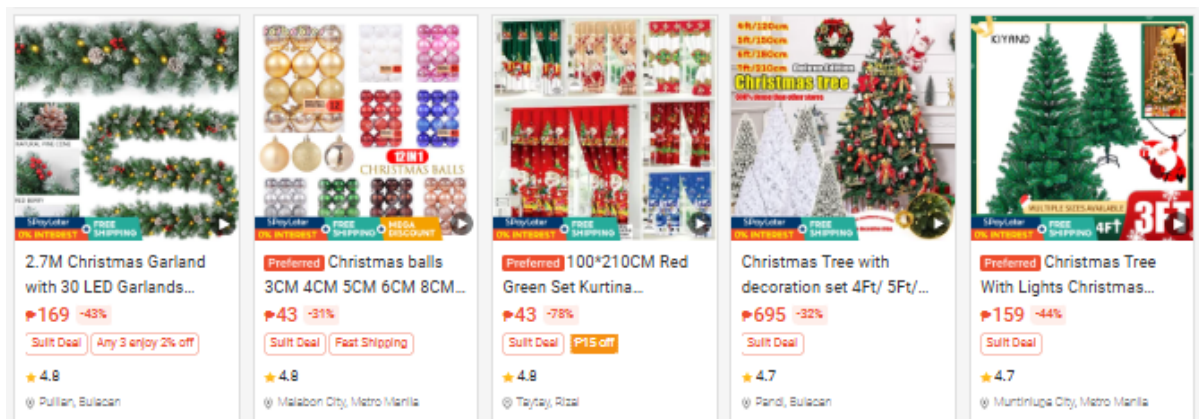
Mom's Club Members's Day 妈妈俱乐部 会员日		Fashion Wednesday 时尚星期三				Suki Savers Sunday Suki 节省星期 天
				Choice Friday 精选星期五		Shopee Supermarket Shopee 超市
9/29	9/30					
	Payday Sale (Spike Day) 发薪日大促					
Mall Monday 商城星期一						

热搜关键词 & 商品分享 Top Searched Keywords & Recommended Product	
New Keywords	热搜词
christmas decorations	圣诞装饰品
sandals for women	女士凉鞋
christmas lights	圣诞彩灯
tshirt for men	男士 T 恤
shoes for men	男士鞋子
diaper pants 50pcs	50片装纸尿裤
pants for men	男士裤子
christmas tree	圣诞树
shoe rack organizer	鞋架整理器
wallpaper design wall decor	墙面装饰
umbrella	雨伞
wipes	湿巾
slippers for women	女士拖鞋
clip fan	夹扇
shorts for men	男士短裤

*排名不分先后

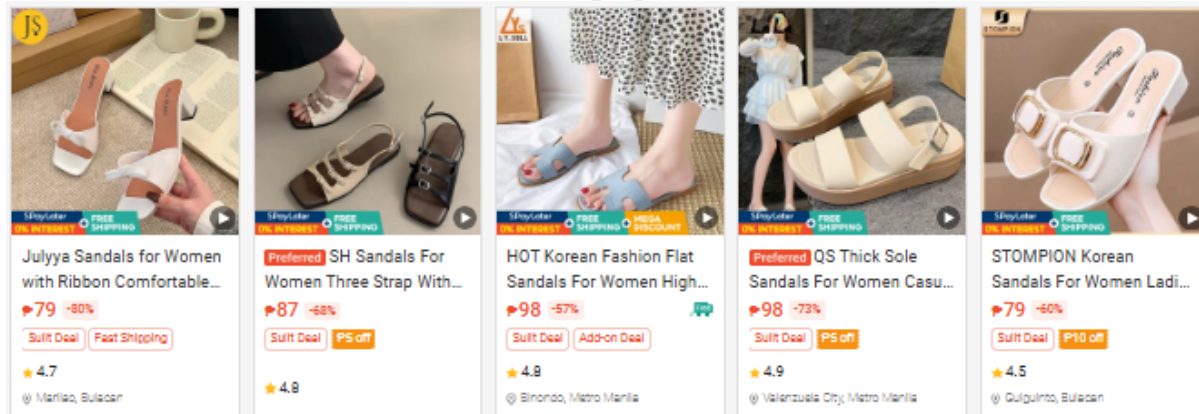
Christmas decorations 圣诞装饰品

目标价: ₱(菲律宾比索)43 - ₱(菲律宾比索)695



Sandals for women 女士凉鞋

目标价: ₱(菲律宾比索)79 - ₱(菲律宾比索)98

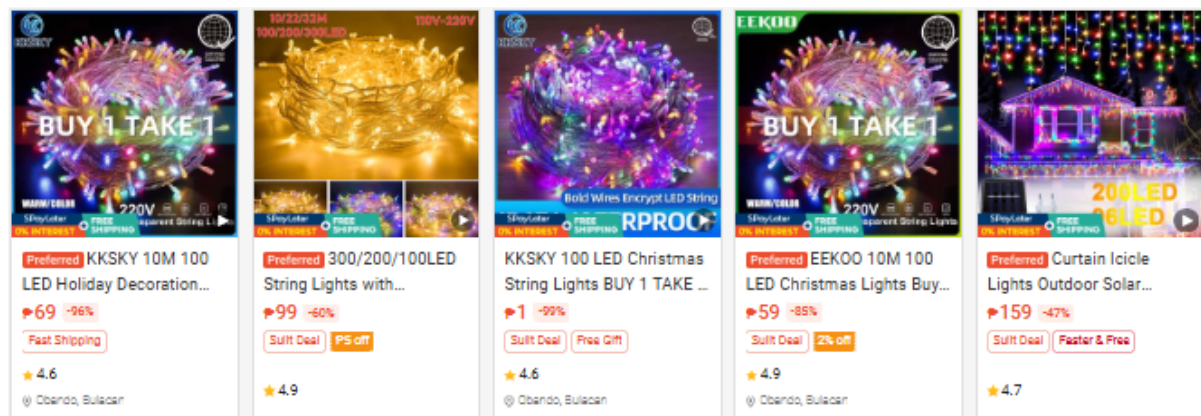


关键字产品分享

Top Keywords Products

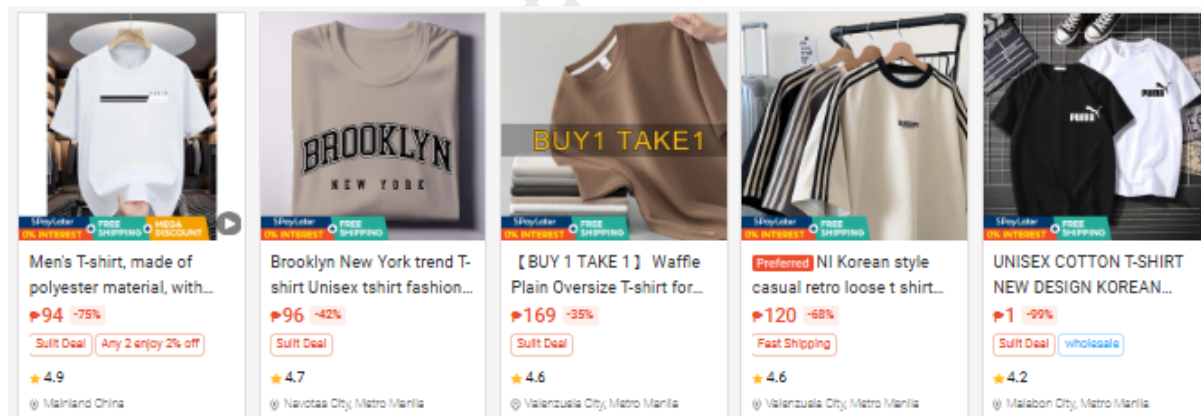
Christmas lights 圣诞彩灯

目标价: ₱(菲律宾比索) 1 - ₱(菲律宾比索) 159



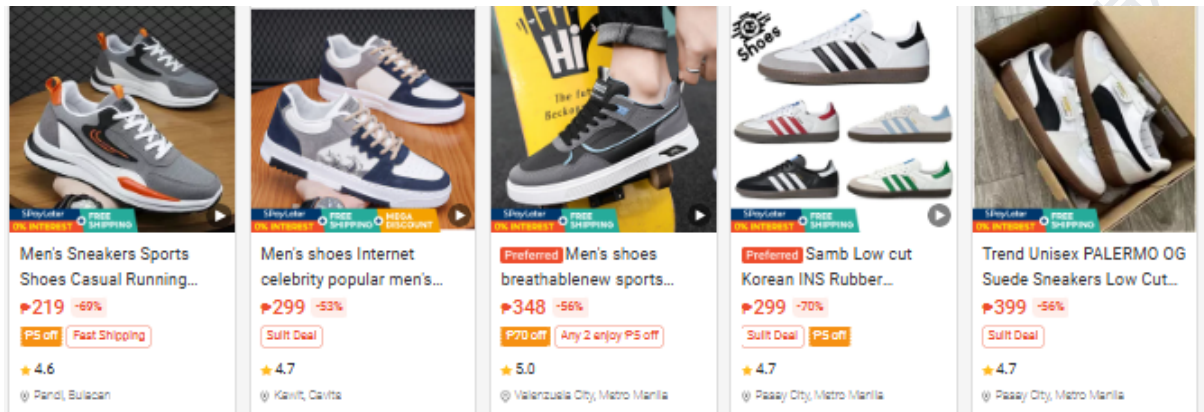
Tshirt for men 男士T恤

目标价: ₱(菲律宾比索) 1 - ₱(菲律宾比索) 169



[Shoes for men 男士鞋子](#)

目标价: ₱(菲律宾比索) 219 - ₱(菲律宾比索) 399



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](#)