



菲律宾站点 市场周报

2025-11-24

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

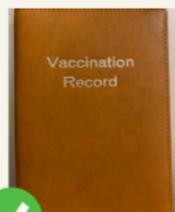
Reminder to Delete Card Holder with Image of Covid Vaccination Card

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 08/01/2021

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 |
|---------------|------|

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 ✕

ibcccndc 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.

ibcccndc Hand Sanitiser

Reason Code:
New Prohibition - Prohibited Listing

Action: Delete

2021-015 As of 01/26/2021

LISTING & CONTENT MANAGEMENT

ANNOUNCEMENT

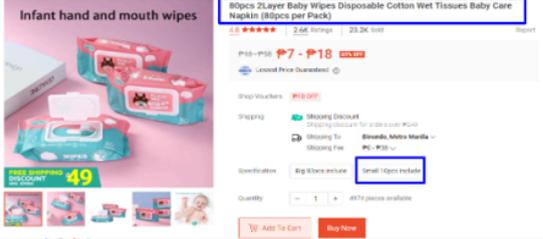
New Reason Code: Misuse of Product Variation

A. Irrelevant Variation



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.

B. Misleading Product Name



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.

ACTION

Ban - Delete

REASON CODE

Misuse of Product Variation

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

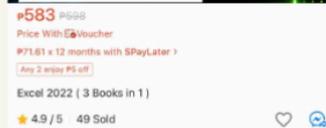
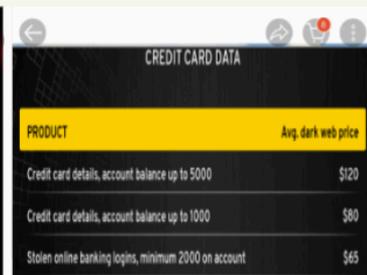
NEW PROHIBITION



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 11 月

| | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|
| 星期日 | 星期一 | 星期二 | 星期三 | 星期四 | 星期五 | 星期六 |
|-----|-----|-----|-----|-----|-----|-----|

| | | | | | | |
|--|----------------------|--------------------|----------------------------|------------------------|------------------------|---|
| | | | | | | 11月1日 |
| | | | 11.11 Prehype 11.11 预热 | | | 70% Off Pamasko Deals 节日大促 3折特惠 |
| | | | Fashion Wednesday 时尚星期三 | | Beauty Friday 美妆星期五 | Choice Day 精选日 |
| | | | Choice Day 精选日 | | Choice Friday 精选星期五 | 11.11-12.12 Mega Pamasko Sale (11.11 Prehype) 11.11-12.12 圣诞季超级大促 (11.11 预热) |
| 11月2日 | 11月3日 | 11月4日 | 11月5日 | 11月6日 | 11月7日 | 11月8日 |
| 70% Off Pamasko Deals 节日大促 3折特惠 | | | | | | |
| 11.11-12.12 Mega Pamasko Sale (11.11 Prehype) 11.11至12.12 圣诞季超级大促 (11.11预热) | | | | | | |
| Suki Savers Sunday 节省星期天 | Mall Monday 商城星期一 | | Fashion Wednesday 时尚星期三 | | Beauty Friday 美妆星期五 | |
| | | | | | Choice Friday 精选星期五 | |
| 11月9日 | 11月10日 | 11月11日 | 11月12日 | 11月13日 | 11月14日 | 11月15日 |
| 70% Off Pamasko Deals 节日大促 3折特惠 | | | | | | |
| 11.11-12.12 Mega Pamasko Sale (11.11 Prehype) | | 11.11 Mega Pamasko | 11.11 Mega Pamasko | Payday Sale Sneak Peak | Payday Sale | Payday Sale (Extension) |

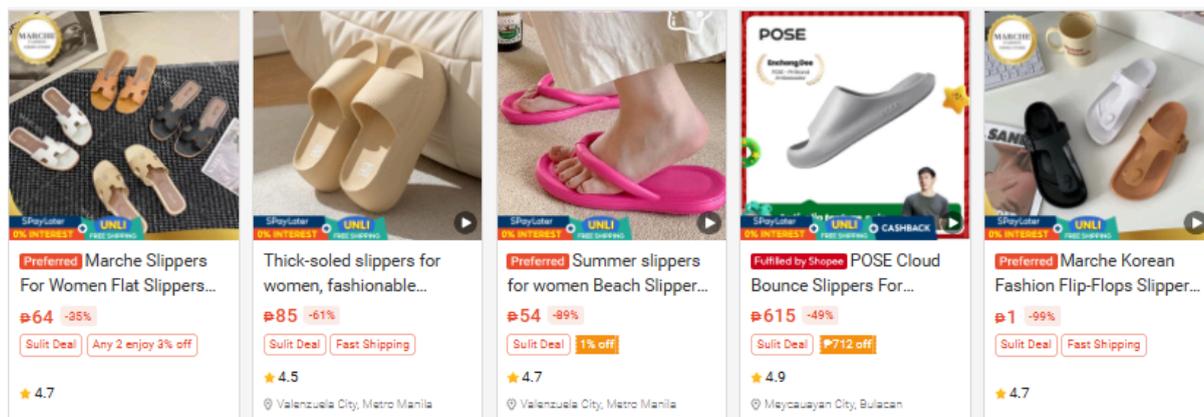
| | | | | | | |
|---|-----------------------------|---|---|--|--------------------------------------|---|
| 11.11至12.12 圣诞季超级大促 (11.11预热) | | Sale (Spike Day) 11.11 圣诞季 超级大促(高峰 日) | Sale (Extension Sale) 11.11 圣诞季 超级大促(延 长特卖) | 发薪日大促 (预热高峰) | (Spike Day) 发薪日大促 (高峰日) | Sale) 发薪日大促(延 长特卖) |
| Suki Savers Sunday 节省星期天 | Mall Monday 商城星期一 | | Payday Sale Sneak Peak 发薪日大促 预热高峰 | | | |
| Korea Mega Day 韩国巨惠日 | | | | | Beauty Friday 美妆星期五 | |
| Shopee Supermarket Shopee超市 | | | Fashion Wednesday 时尚星期三 | | Choice Friday 精选星期五 | |
| 11月16日 | 11月17日 | 11月18日 | 11月19日 | 11月20日 | 11月21日 | 11月22日 |
| 70% Off Pamasko Deals 节日大促 3折特惠 | | | | | | |
| 11.11-12.12 Mega Pamasko Sale Interim 11.11-12.12 圣诞季超级大促 (过渡期) | | | | | | |
| Suki Savers Sunday 节省星期天 | Mall Monday 商城星期一 | Shopee Beauty Fair Shopee美妆盛会 | | Shopee Styles Sale Shopee 风格大促 | | Mom's Club Members's Day 妈妈俱乐部会员日 |
| Korea Mega Day 韩国巨惠日 | | | Fashion Wednesday 时尚星期三 | | Beauty Friday 美妆星期五 | |
| Shopee Supermarket Shopee超市 | | Global Deals Fair 全球优惠盛会 | | | 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 |
| slippers for women | 女士拖鞋 |
| solar christmas lights outdoor waterproof | 太阳能防水圣诞灯 |
| chuchu beauty | chuchu beauty |
| christmas lights | 圣诞彩灯 |
| powerbank | 充电宝 |
| tissue | 纸巾 |
| sunscreen | 防晒霜 |
| tshirt for men | 男士T恤 |
| diaper pants 50pcs | 尿布裤50条 |
| wipes | 湿巾 |
| pimple patch | 痘痘贴 |
| christmas tree | 圣诞树 |
| earrings for women | 女士耳环 |
| flashlight | 手电筒 |
| setting spray | 定型喷雾 |

*排名不分先后

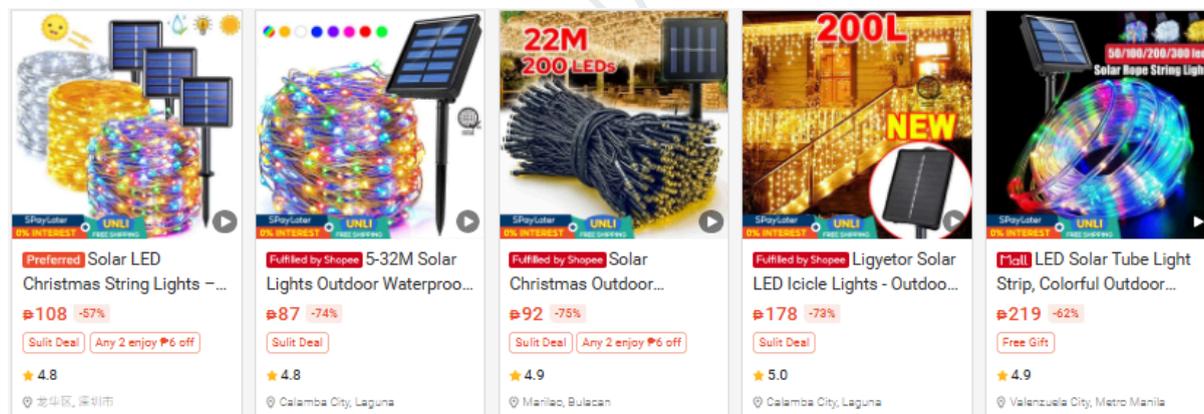
Slippers for women 女士拖鞋

目标价: ₱(菲律宾比索) 1 - ₱(菲律宾比索) 615



Solar Christmas Light outdoor waterproof 太阳能防水圣诞灯

目标价: ₱(菲律宾比索) 87 - ₱(菲律宾比索) 219

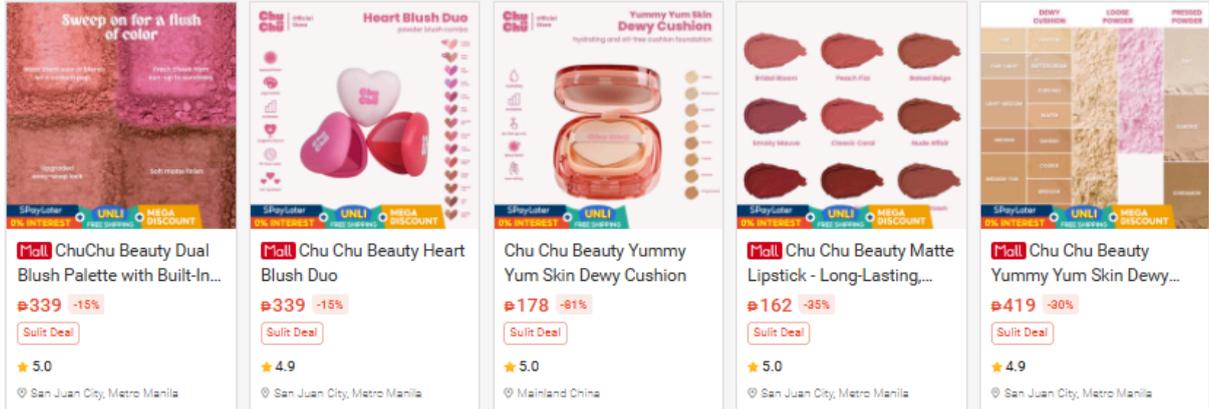


关键字产品分享

Top Keywords Products

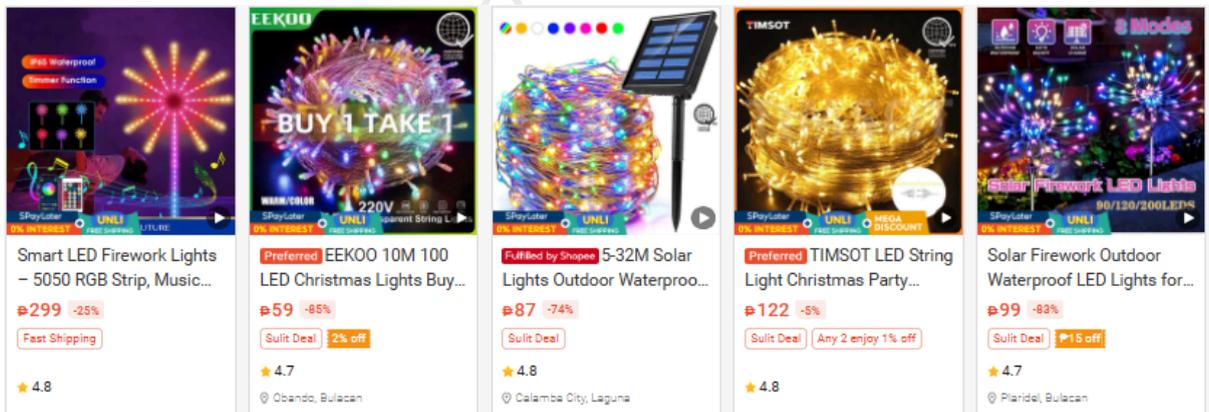
Chuchu Beauty

目标价: ₱(菲律宾比索) 162 - ₱(菲律宾比索) 419



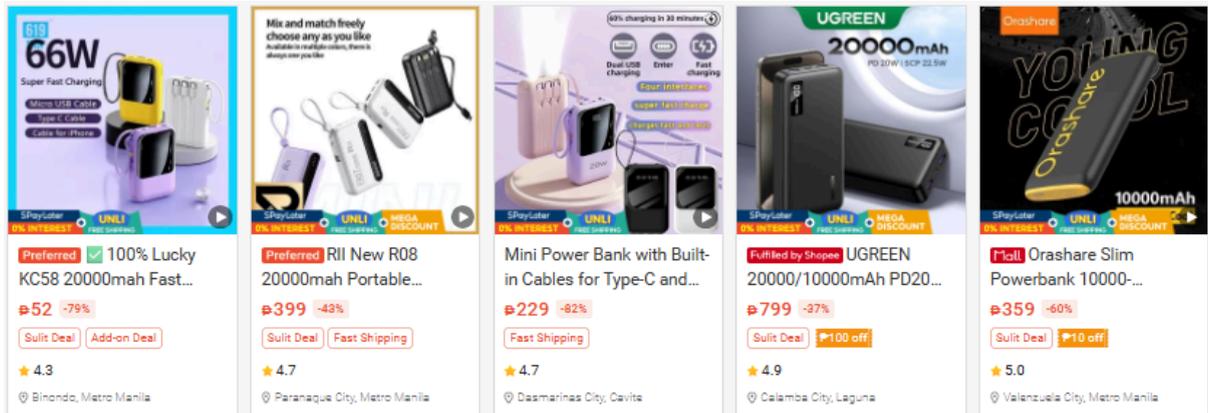
Christmas Lights 圣诞彩灯

目标价: ₱(菲律宾比索) 59 - ₱(菲律宾比索) 299



[Powerbank 充电宝](#)

目标价: ₱(菲律宾比索) 52 - ₱(菲律宾比索) 799



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](#)