



菲律宾站点 市场周报

2026-03-16

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

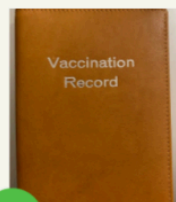
Reminder to Delete Card Holder with Image of Covid Vaccination Card

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
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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 ✕

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.

ACTION

Ban - Delete

REASON CODE

Misuse of Product Variation

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

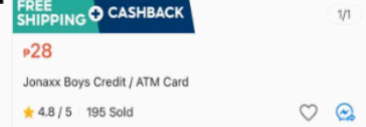
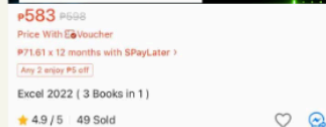
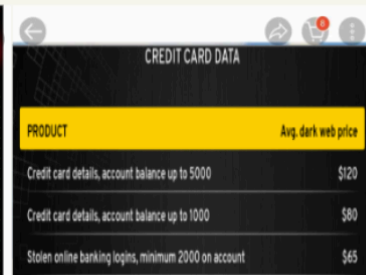
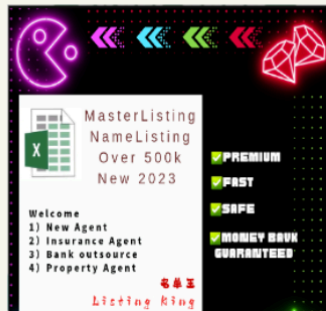
NEW PROHIBITION



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

2026 年 3月

星期日	星期一	星期二	星期三	星期四	星期五	星期六
3/1	3/2	3/3	3/4	3/5	3/6	3/7
3.3 SALE 3.3 大促				BRAND DAYS 品牌日		
Suki Savers Weekend Suki周末省钱狂欢	VIP MONDAY 周一VIP					Suki Savers Weekend Suki周末省钱狂欢
3/8	3/9	3/10	3/11	3/12	3/13	3/14
BRAND DAYS 品牌日					3.15 PAYDAY SALE 发薪日促销	
Suki Savers Weekend Suki周末省钱狂欢	VIP MONDAY 周一VIP		3.15 PAYDAY SALE SNEAK PEAK 发薪日促销 抢先看			Suki Savers Weekend Suki周末省钱狂欢
3/15	3/16	3/17	3/18	3/19	3/20	3/21
3.15 PAYDAY SALE 发薪日促销	VIP MONDAY 周一VIP		Shopee Beauty Fair Shopee 美妆展		Shopee Styles Sale Shopee Styles 促销	
						PAYDAY SALE SNEAK PEAK 发薪日特卖 抢先看
Suki Savers Weekend Suki周末省钱狂欢						Suki Savers Weekend Suki周末省钱狂欢

热搜关键词 & 商品分享

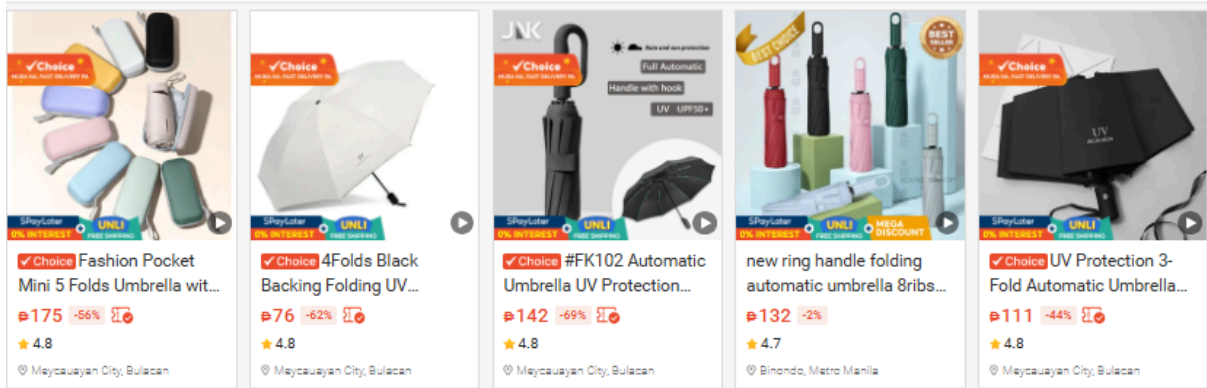
Top Searched Keywords & Recommended Product

New Keywords	热搜词
umbrella	雨伞
Tissue	纸巾
cat food	猫粮
formal wear	正装
gold jewelry set	黄金首饰套装
slippers for women	女士拖鞋
sandals for women	女士凉鞋
gloves for motorcycle	摩托车手套
wipes	湿巾
Iphone case	iPhone手机壳
clip fan	夹扇
earpods bluetooth	蓝牙耳机
sunscreen	防晒霜
diaper pants 50pcs	尿布裤50条
piso deals	比索优惠

*排名不分先后

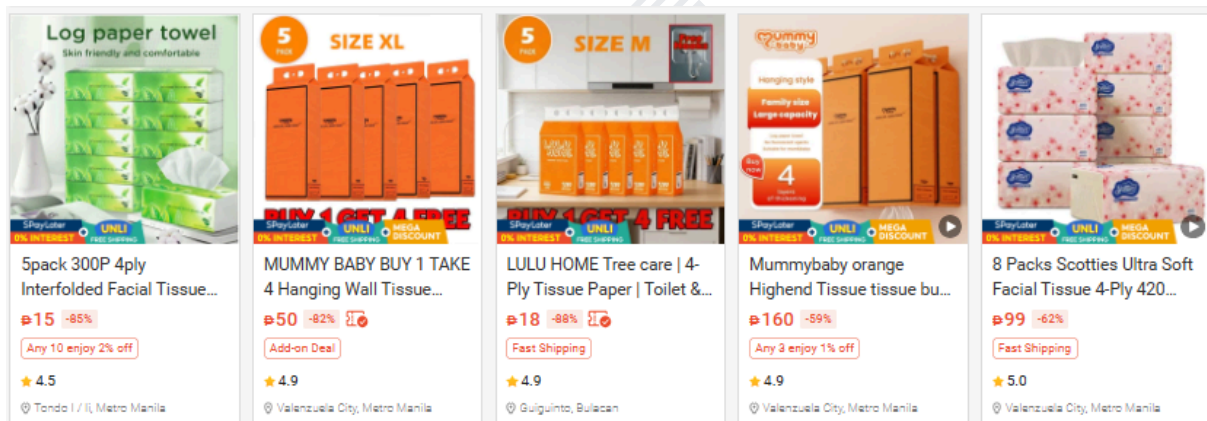
Umbrella 雨伞

目标价: ₱(菲律宾比索)76 - ₱(菲律宾比索)175



Tissue 纸巾

目标价: ₱(菲律宾比索)15 - ₱(菲律宾比索)160



关键字产品分享

Top Keywords Products

Cat food 猫粮

目标价: ₱(菲律宾比索)4 - ₱(菲律宾比索)75

<p>1kg PetYum Cat Cats Dry Food All Stages Adult... ₱57 -42%</p> <p>★ 4.9 Tondo / 马尼拉, Metro Manila</p>	<p>Preferred 1kg Zoi Cat Tuna Chicken Tuna Crunchy... ₱75 -42%</p> <p>★ 5.0 Tondo / 马尼拉, Metro Manila</p>	<p>Preferred NOCC16g Cat food cat wet food Same Flavor... ₱4 -80%</p> <p>★ 4.9 Silang, Cavite</p>	<p>Preferred Cat Snack Pet Snacks cat food Cat Kitten... ₱4 -75%</p> <p>Any 3 enjoy 1% off Fast Shipping ★ 4.8 Valenzuela City, Metro Manila</p>	<p>Preferred Pet Cat Snack Buy 10 Get 10 Free Cat Treats... ₱4 -80%</p> <p>Any 3 enjoy 1% off Fast Shipping ★ 4.8 Valenzuela City, Metro Manila</p>
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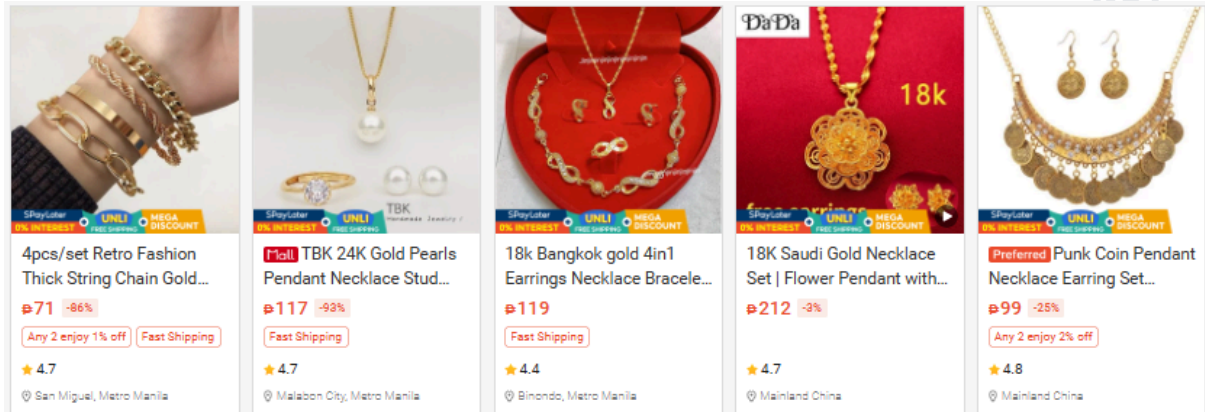
Formal Wear 正装

目标价: ₱(菲律宾比索)179 - ₱(菲律宾比索)660

<p>Preferred NICA Jumpsuit V-neck Casual Formal Wear ₱213 -1%</p> <p>Fast Shipping ★ 4.8 Cainta, Rizal</p>	<p>Korean Style Women Long Sleeve Blouse Plain Polo... ₱179 -70%</p> <p>Any 3 enjoy 2% off ★ 4.7 Maycauayan City, Bulacan</p>	<p>Fulfilled by Shopee ZANZEA Women Vintage 3/4... ₱541 -59%</p> <p>★ 4.7 Maycauayan City, Bulacan</p>	<p>Preferred Terno Set Croptop Blazer and Wide-Leg... ₱660 -45%</p> <p>Free Gift Fast Shipping ★ 4.8 Caloocan City, Metro Manila</p>	<p>Preferred Blazer for Women Crop Top Office Formal... ₱235 -58%</p> <p>Any 2 enjoy ₱5 off Fast Shipping ★ 4.5 Valenzuela City, Metro Manila</p>
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Gold Jewelry Set 黄金首饰套装

目标价: ₱(菲律宾比索) 71 - ₱(菲律宾比索) 212



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](#)