



菲律宾站点 市场周报

2026-04-27

内容概览(目录) :

- 准则公告 2
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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

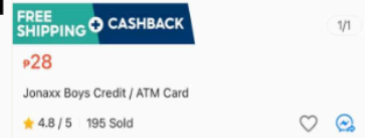
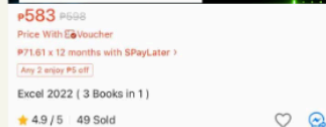
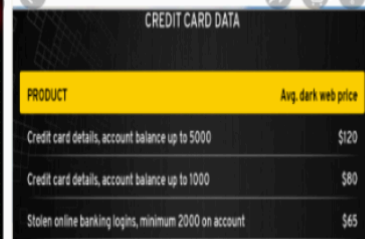
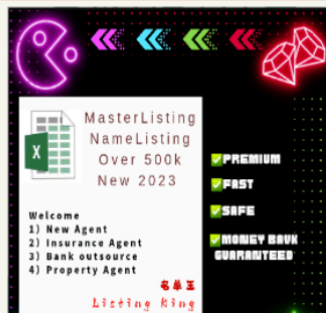
NEW PROHIBITION



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 4月

星期日	星期一	星期二	星期三	星期四	星期五	星期六
			4/1	4/2	4/3	4/4
			4.4 SALE 4.4 大促	4.4 EXTENSION SALE 4.4 拓展促销		
						Suki Savers Weekend Suki周末省钱 狂欢
4/5	4/6	4/7	4/8	4/9	4/10	4/11
4.4 EXTENSION SALE 4.4 拓展促销						Suki Savers Weekend Suki周末省钱 狂欢
Suki Savers Weekend Suki周末省钱 狂欢	VIP MONDAY 周一VIP					
4/12	4/13	4/14	4/15	4/16	4/17	4/18
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
PAYDAY SALE SNEAK PEAK 发薪日大促 预热场		PAYDAY SALE 发薪日大促				SHOPEE BEAUTY FAIR Shopee 美妆节
						Suki Savers Weekend Suki周末省钱 狂欢
4/19	4/20	4/21	4/22	4/23	4/24	4/25
Suki Savers Weekend Suki周末省钱 狂欢	VIP MONDAY 周一VIP		MOM'S CLUB MEMBER DAY 妈妈俱乐部会员日			25TH MALL DAY 25 号商城日
SHOPEE	SHOPEE STYLES SALE				PAYDAY SALE SNEAK PEAK 发薪日大促 预热场	
						Suki Savers

BEAUTY FAIR Shopee 美妆节	Shopee 时尚服饰大促						Weekend Suki 周末省钱狂欢
4/26	4/27	4/28	4/29	4/30			
PAYDAY SALE 发薪日大促							
Suki Savers Weekend Suki周末省钱狂欢	VIP MONDAY 周一VIP						

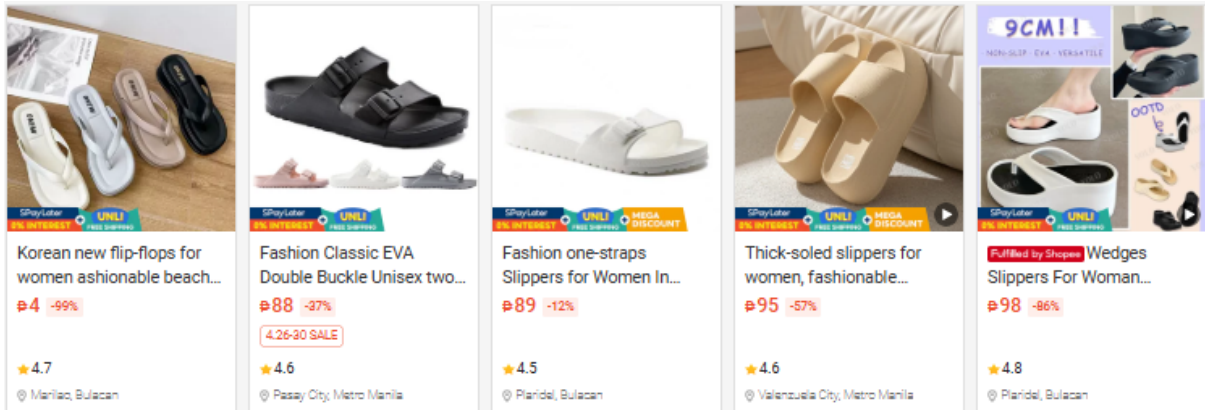
Shopee卖家学习中心官方出品 严禁转载

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
cooling wipes	清凉湿巾
electric fan	电扇
sunscreen	防晒霜
dubai chocolate pistachio	迪拜巧克力开心果
Summer outfit for baby	适合宝宝的夏季服装
Swimming Pool	游泳池充气
Roller Skates	溜冰鞋
shorts for men	男士短裤
diaper pants 50pcs	尿布裤50条
Press on nails	穿戴甲
solar panel	太阳能电池板
Solar charging	太阳能充电
clip fan	夹扇

*排名不分先后

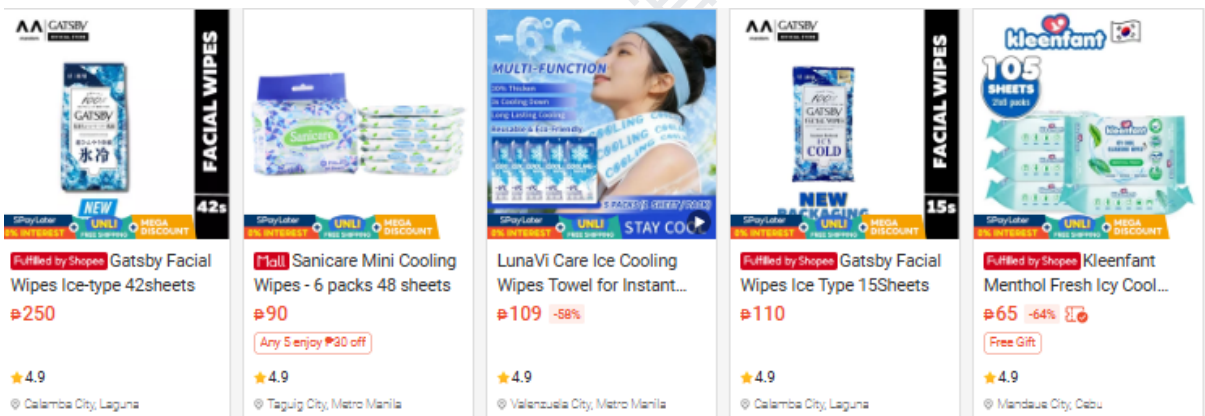
[Slippers for Women 女士拖鞋](#)

目标价: ₱(菲律宾比索)4 - ₱(菲律宾比索)98



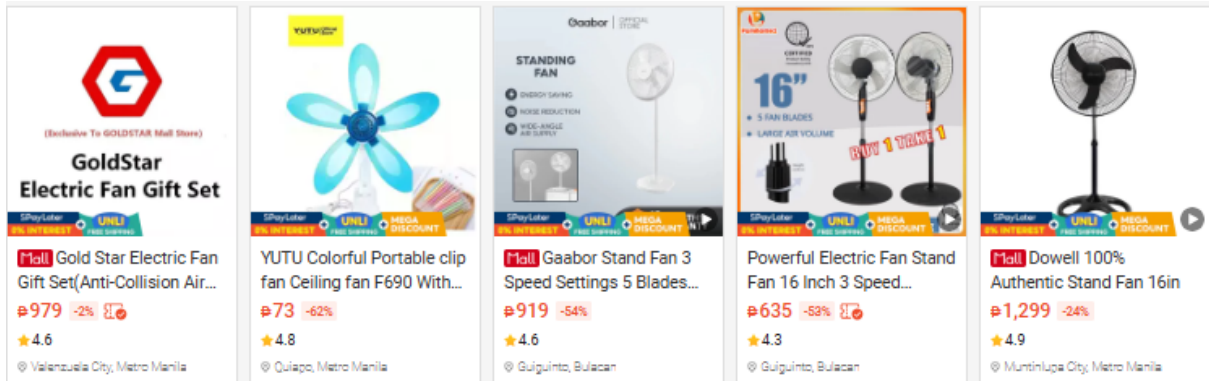
[Cooling wipes 清凉湿巾](#)

目标价: ₱(菲律宾比索)65 - ₱(菲律宾比索)250



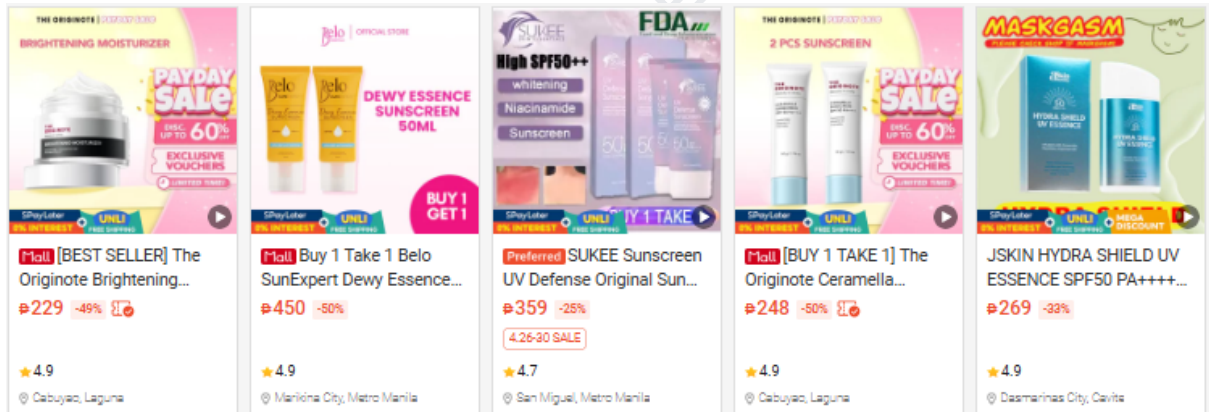
Electric Fan 电扇

目标价: ₱(菲律宾比索)73 - ₱(菲律宾比索)1299



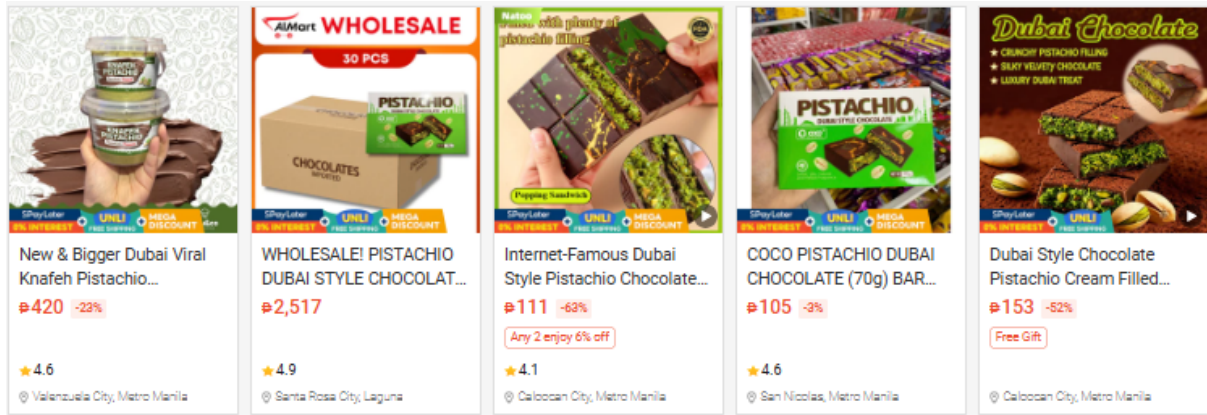
Sunscreen 防晒霜

目标价: ₱(菲律宾比索)229 - ₱(菲律宾比索)359



[Dubai Chocolate Pistachio 迪拜巧克力开心果](#)

目标价: ₱(菲律宾比索) 105 - ₱(菲律宾比索) 2517



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](#)