



菲律宾站点 市场周报

2026-04-20

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.

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.

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

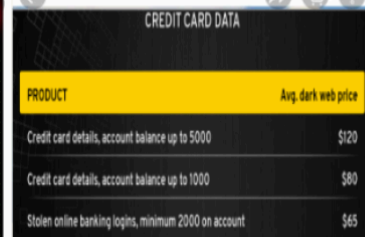
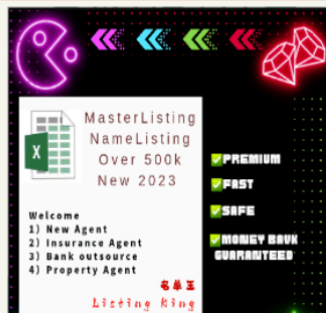
NEW PROHIBITION



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 |



₱583 ₱688
 Price With Voucher
 ₱71.61 x 12 months with SPayLater >
 Any 2 enjoy ₱5 off
 Excel 2022 (3 Books in 1)
 ★ 4.9 / 5 49 Sold

FREE SHIPPING CASHBACK 1/1
 ₱28
 Jonaxx Boys Credit / ATM Card
 ★ 4.8 / 5 195 Sold

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 |
| diaper pants 50pcs | 尿布裤50条 |
| Summer outfit for baby | 适合宝宝的夏季服装 |
| portable stove | 便携式炉灶 |
| Roller Skates | 溜冰鞋 |
| solar panel | 太阳能电池板 |
| Press on nails | 穿戴甲 |
| butane gas | 烷气 |
| sunscreen | 防晒霜 |
| Solar Rechargeable Powerbank | 太阳能充电宝 |
| shorts for men | 男士短裤 |
| Rashguard | 防晒泳衣 |
| Silly Dino | 愚蠢的恐龙 |
| clip fan | 夹扇 |
| Tissue | 纸巾 |

*排名不分先后


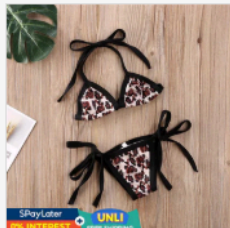
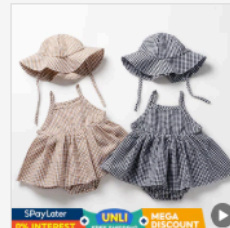
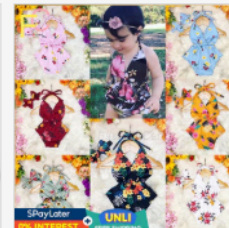

Diaper Pants 50pcs 尿布裤50条

目标价: ₱(菲律宾比索)74 - ₱(菲律宾比索)223

| | | | | |
|---|--|---|--|--|
|  <p>Sumikko 50 PCS diaper for Baby Unisex Ultra thin and...</p> <p>₱223</p> <p>★4.9</p> |  <p>Preferred Poomsoft 50pcs Crown Series Baby Diaper...</p> <p>₱209 -70%</p> <p>★4.9</p> <p>Plaridel, Bulacan</p> |  <p>Preferred 50Pcs Korea Baby Diaper Ultra Thin Diaper...</p> <p>₱93 -91%</p> <p>★5.0</p> <p>Balagtas, Bulacan</p> |  <p>Preferred 50pcs Baby Diaper Pants Tape Ultra Thin...</p> <p>₱93 -90%</p> <p>★4.9</p> <p>Balagtas, Bulacan</p> |  <p>Penbose Baby Diaper Tapes Pull Up Pants 50pc...</p> <p>₱74 -77%</p> <p>★5.0</p> <p>Davao City, Davao Del Sur</p> |
|---|--|---|--|--|






Summer Outfit for baby 适合宝宝的夏季服装

目标价: ₱(菲律宾比索)69 - ₱(菲律宾比索)377

| | | | | |
|--|--|---|--|---|
|  <p>Preferred 【Local Ship】 - Baby Girl Summer...</p> <p>₱295 -38%</p> <p>Free Gift</p> <p>★4.9</p> <p>Mainland China</p> |  <p>Maxine 2pcs Baby swimwear 1-7yrs old</p> <p>₱79 -60%</p> <p>Free Gift</p> <p>★4.8</p> <p>Cainta, Rizal</p> |  <p>Preferred 0-2 Years Baby Girls Romper Dress+Hat 2...</p> <p>₱377 -49%</p> <p>★4.9</p> <p>Mainland China</p> |  <p>NATASHA LETTUCE ROMPER FOR BABY GIRL...</p> <p>₱69 -65%</p> <p>wholesale</p> <p>★4.9</p> <p>Cainta, Rizal</p> |  <p>Preferred Baju Baby Jumpsuit Sling Romper...</p> <p>₱252 -45%</p> <p>Any 2 enjoy 1% off</p> <p>★4.7</p> <p>Mainland China</p> |
|--|--|---|--|---|






Portable Stove 便携式炉灶

目标价: ₱(菲律宾比索) 130 - ₱(菲律宾比索) 443

| | | | | |
|--|--|---|--|--|
|  <p>2IN1 GAS STOVE</p> <p>Meet 2-in-1 Portable Mini Butane Gas Stove – Ideal...</p> <p>₱254 -43%</p> <p>★ 5.0</p> <p>San Nicolas, Metro Manila</p> |  <p>Camping Stove</p> <p>Portable Folding Butane Camping Stove – Square...</p> <p>₱130 -50%</p> <p>★ 4.9</p> <p>Tondo / li, Metro Manila</p> |  <p>Outdoor camping compact and portable...</p> <p>₱388 -87%</p> <p>★ 4.9</p> <p>Pandi, Bulacan</p> |  <p>2IN1 GAS STOVE</p> <p>100% Original Smilee 2 IN 1 New Portable Butane...</p> <p>₱253 -49%</p> <p>★ 4.6</p> <p>San Nicolas, Metro Manila</p> |  <p>BUTANE GAS STOVE</p> <p>Preferred camping rack Mini single burner gas stove...</p> <p>₱443 -51%</p> <p>★ 4.8</p> <p>Guiguinto, Bulacan</p> |
|--|--|---|--|--|






Roller Skates 溜冰鞋

目标价: ₱(菲律宾比索) 199 - ₱(菲律宾比索) 934

| | | | | |
|--|---|--|--|---|
|  <p>Skate Roller Set Double Row Roller Skating Shoes ...</p> <p>₱934 -38%</p> <p>★ 5.0</p> <p>Guiguinto, Bulacan</p> |  <p>Universal Leather Roller Skates For Adult Kids 4...</p> <p>₱599 -40%</p> <p>★ 4.9</p> <p>Pandi, Bulacan</p> |  <p>【Hot Sale】The new Roller Skates Adjustable...</p> <p>₱852 -61%</p> <p>★ 4.9</p> <p>Balagtas, Bulacan</p> |  <p>Double row Skate Roller Inline 4 wheel Roller...</p> <p>₱869 -49%</p> <p>★ 4.9</p> <p>Bocaue, Bulacan</p> |  <p>【Hot Sale】The new Roller Skates Adjustable...</p> <p>₱199 -50%</p> <p>Any 2 enjoy ₱10 off</p> <p>★ 4.9</p> <p>Plaridel, Bulacan</p> |
|--|---|--|--|---|

[Solar Panel 太阳能电池板](#)

目标价: ₱(菲律宾比索) 725 - ₱(菲律宾比索) 6149

| | | | | |
|---|--|---|---|---|
|  <p>WLN MONO SOLAR PANEL SOLAR PANEL 585W A level 26% Voc 42.52V Vmp 33.76A Voc 51.16V Vmp 14.55A 2278*1134*30mm 15 years warranty UNLI MEGA DISCOUNT S'Pay Later FREE SHIPPED</p> <p><Buy 1 Take 1>Grade A 410W/585W Solar Panel... ₱6,149 -39% ★4.8 Guiguinto, Bulacan</p> |  <p>400-1000 Free Solar Panels Mono Solar Panel 1100/180w # Fast charging # # High conversion efficiency # # High heat resistant # # Most Household electricity # S'Pay Later UNLI MEGA DISCOUNT FREE SHIPPED</p> <p>Preferred 【Ready stock】 100/180 Watt... ₱3,480 ★4.8 Tondo / li, Metro Manila</p> |  <p>Solar panel 100W 160W 200W Three specifications 21% Capacity of light energy IP68 Waterproofing class S'Pay Later UNLI FREE SHIPPED</p> <p>Hantech 【Ready Stock】 60/100/160/210 Watt... ₱1,109 -50% ★4.9 Pulilan, Bulacan</p> |  <p>Monocrystalline 600W Buy 1 Take 1 high efficiency S'Pay Later UNLI MEGA DISCOUNT FREE SHIPPED</p> <p>600 Watt Solar Panel 18 Volt Photovoltaic Solar... ₱725 -68% ★4.3</p> |  <p>300W Solar panels S'Pay Later UNLI MEGA DISCOUNT FREE SHIPPED</p> <p>Solar Panel 200W/400W Household Charging Pane... ₱875 -37% ★4.6 Guiguinto, Bulacan</p> |
|---|--|---|---|---|

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](#)