



## 菲律宾站点 市场周报

2026-03-23

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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).**

<b>ACTION</b>	Delete
<b>REASON CODE</b>	New Prohibition - Prohibited Listing*

Note that we are passive for Vape Tobacco and Menthol Flavor.

<b>ACTION</b>	Pass
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If Vape Tobacco and Menthol Flavor is not in the correct category Home Appliances > E-Cigarettes please remove under:

<b>ACTION</b>	Ban - Delete
<b>REASON CODE</b>	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:

<b>ACTION</b>	Delete
<b>REASON CODE</b>	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

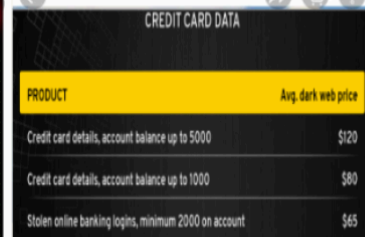
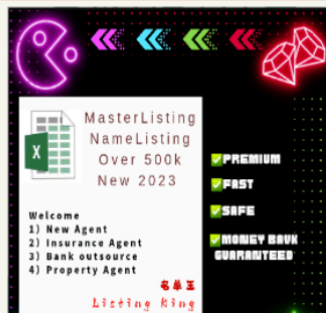
# NEW PROHIBITION



## 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.

<b>ACTION</b>	Delete
<b>REASON CODE</b>	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 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		
<b>Suki Savers Weekend</b> Suki周末省钱狂欢	VIP MONDAY 周一VIP					<b>Suki Savers Weekend</b> 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	
<b>Suki Savers Weekend</b> 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			<b>Suki Savers Weekend</b> 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	
<b>Suki Savers Weekend</b> Suki周末省钱狂欢						PAYDAY SALE SNEAK PEAK 发薪日特卖 抢先看
						<b>Suki Savers Weekend</b> Suki周末省钱狂欢

热搜关键词 & 商品分享





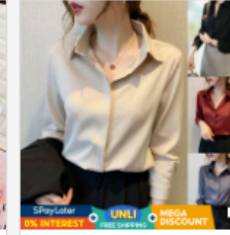
Top Searched Keywords & Recommended Product

New Keywords	热搜词
formal wear	正装
butane gas	烷气
Solar charging	太阳能充电
Roller Skates	溜冰鞋
diaper pants 50pcs	尿布裤50条
wipes	湿巾
sandals for women	女士凉鞋
Tissue	纸巾
earpods bluetooth	蓝牙耳机
eyelash extension set	睫毛延长套装
shorts for men	男士短裤
bags for women	女士包袋
slippers for women	女士拖鞋
pimple patch	痘痘贴
Whole grain mustard	全麦芥末

\*排名不分先后



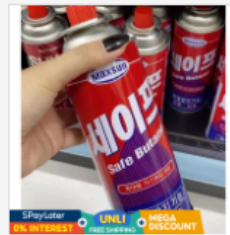
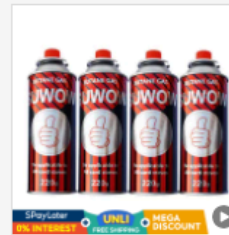
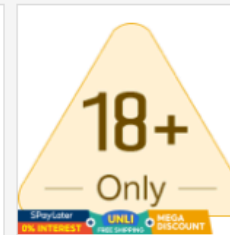
**Formal Wear 正装**

目标价: ₱(菲律宾比索) 189 - ₱(菲律宾比索) 648

 <p><b>Preferred</b> Proman-Ice Silk Formal Short-Sleeved Shir...                  ₱189 -44%                  Any 2 enjoy ₱8 off                  ★ 4.6                  Maycauayan City, Bulacan</p>	 <p><b>Preferred</b> BELLA FORMAL PLAIN PUFF SLEEVE MAX...                  ₱249                  Fast Shipping                  ★ 4.8                  Taytay, Rizal</p>	 <p><b>Preferred</b> Terno Set Semi-Crop Blazer and Straight...                  ₱648 -46%                  Free Gift, Fast Shipping                  ★ 4.8                  Caloocan City, Metro Manila</p>	 <p>Satin Blouses for Women Korean Chiffon Short...                  ₱258 -71%                  Fast Shipping                  ★ 4.2                  Pulián, Bulacan</p>	 <p><b>Preferred</b> HUILISHI S-2XL Korean Plain Ladies High...                  ₱221 -11%                  Any 4 enjoy ₱20 off, Fast Shipping                  ★ 4.8                  Muntinlupa City, Metro Manila</p>
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**Butane Gas 燃气**

目标价: ₱(菲律宾比索) 52 - ₱(菲律宾比索) 220

 <p>Sunova/Maxsun Butane Gas - 220g - 4cans / set                  ₱186 -63%                  Fast Shipping                  ★ 4.8                  Paranaque City, Metro Manila</p>	 <p>Safe 4Pcs/Set Butane Gas Cartridge 220g For...                  ₱188 -48%                  Fast Shipping                  ★ 4.9                  Pandí, Bulacan</p>	 <p>K9 GAS BUTANE for portable gas stove 220g                  ₱220 -12%                  ★ 4.9                  Binondo, Metro Manila</p>	 <p>Butane Gas Stove Cartridge 220g - Explosion-Proof an...                  ₱192 -13%                  Any 2 enjoy ₱5 off, Fast Shipping                  ★ 4.9                  Pandí, Bulacan</p>	 <p>Canister for Portable Stove for camping and daily used                  ₱52                  Fast Shipping                  ★ 4.8                  Caloocan City, Metro Manila</p>
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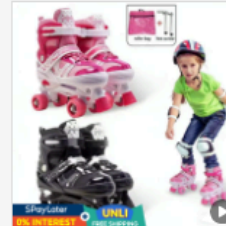
[Solar Charging 太阳能充电](#)

目标价: ₱(菲律宾比索) 168 - ₱(菲律宾比索) 746

 <p><b>Preferred</b> Solar power bank 10000mAh With LED fou...</p> <p>₱319 <b>-68%</b></p> <p>Free Gift Fast Shipping</p> <p>★ 4.6</p> <p>Guilinto, Bulacan</p>	 <p>Small size · Easy to carry</p> <p><b>Preferred</b> 3W Solar Panels Charger With 5 Type USB Cable Fo...</p> <p>₱168 <b>-43%</b></p> <p>Any 2 enjoy 1% off Fast Shipping</p> <p>★ 4.2</p> <p>Maycauayan City, Bulacan</p>	 <p>Solar Powered</p> <p><b>Preferred</b> Waterproof Solar Power Bank with Compass &amp;...</p> <p>₱285 <b>-97%</b></p> <p>Fast Shipping</p> <p>★ 4.7</p> <p>Valenzuela City, Metro Manila</p>	 <p>Solar Universal Charging Panel 4 in 1 Charging Cable</p> <p><b>Fulfilled by Shopee</b> 6V 6W LED Solar Panel Charger - Fas...</p> <p>₱251 <b>-54%</b></p> <p>★ 4.8</p>	 <p>300W</p> <p><b>Preferred</b> 【0 Electricity Bill】 Portable Solar Generator...</p> <p>₱746 <b>-25%</b></p> <p>Fast Shipping</p> <p>★ 4.6</p> <p>Pandi, Bulacan</p>
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[Roller Skates 溜冰鞋](#)

目标价: ₱(菲律宾比索) 299 - ₱(菲律宾比索) 1688

 <p><b>Preferred</b> (Spot) Roller Skates Leather Fabric PU...</p> <p>₱1,688 <b>-58%</b></p> <p>★ 4.8</p> <p>Valenzuela City, Metro Manila</p>	 <p><b>Preferred</b> Adult Roller Skates Double Row PU Flash...</p> <p>₱1,188 <b>-60%</b></p> <p>Fast Shipping</p> <p>★ 4.9</p> <p>Guilinto, Bulacan</p>	 <p><b>Preferred</b> 【Hot Sale】 The new Roller Skates Adjustable...</p> <p>₱299 <b>-25%</b></p> <p>Fast Shipping</p> <p>★ 4.9</p> <p>Plaridel, Bulacan</p>	 <p><b>Preferred</b> Vivid Double Roller skates Shoes For kids...</p> <p>₱1,299 <b>-1%</b></p> <p>Any 2 enjoy 1% off</p> <p>★ 4.8</p> <p>Maycauayan City, Bulacan</p>	 <p><b>Preferred</b> 【Hot Sale】 The new Roller Skates Adjustable...</p> <p>₱962 <b>-52%</b></p> <p>★ 5.0</p> <p>Balagtas, Bulacan</p>
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[Diaper Pants 50pcs 尿布裤50条](#)

目标价:₱(菲律宾比索) 44 - ₱(菲律宾比索)255



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](#)