



菲律宾站点 市场周报

2026-05-18

内容概览(目录)：

- 准则公告 2
- 菲律宾站点活动日历 6
- 关键词 & 商品分享 8

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 08/011/2021

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



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
✖

ibccncdc 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.

ibccncdc 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

REASON CODE

Ban - Delete

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

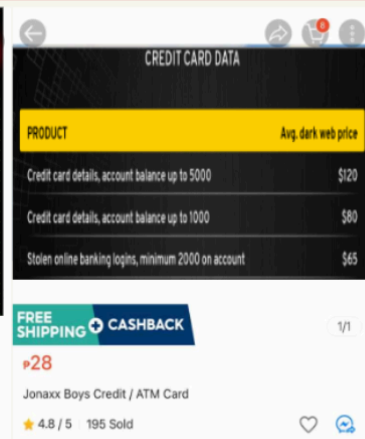
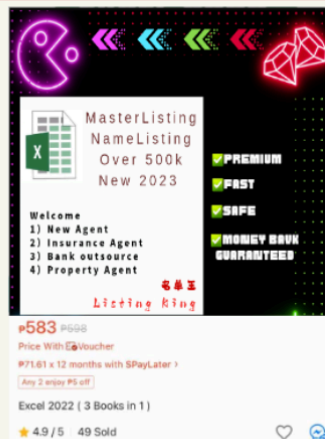
The sale of personal data on Shopee such as list of persons Full name | Date of Birth | Job Title | Home/ Office Address | Email Address | Mobile / Telephone Number | Government Information (SSS, TIN, PAG IBIG, etc.) | Bank Details | Credit Card Details | etc. is strictly prohibited.

ACTION

Delete

REASON CODE

Selling of Personal Data



2024-012 - As of 02/27/2024

2026 年 5月						
星期日	星期一	星期二	星期三	星期四	星期五	星期六
					5/1	5/2
					5.5 SALE 5.5大促	
					Mother's Day Gift Guide	
						Suki Savers Weekend Suki周末省钱狂欢
5/3	5/4	5/5	5/6	5/7	5/8	5/9
5.5 SALE 5.5大促						
Mother's Day Gift Guide 母亲节礼物指南						
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
5/10	5/11	5/12	5/13	5/14	5/15	5/16
Mother's Day Gift Guide 母亲节礼物指南	VIP MONDAY 周一VIP		PAYDAY SALE SNEAK PEAK 发薪日大促抢先看		PAYDAY SALE 发薪日大促	Suki Savers Weekend Suki周末省钱狂欢
Suki Savers Weekend Suki周末省钱狂欢						
BACK TO SCHOOL SALE 返校季大促						
5/17	5/18	5/19	5/20	5/21	5/22	5/23
Suki Savers Weekend Suki周末省钱狂欢	VIP MONDAY 周一VIP		SHOPEE STYLES SALE Shopee风格大促		MOM'S CLUB MEMBER DAY 妈咪俱乐部会员日	Suki Savers Weekend Suki周末省钱狂欢
BACK TO SCHOOL SALE						
	SHOPEE BEAUTY FAIR Shopee美妆展					

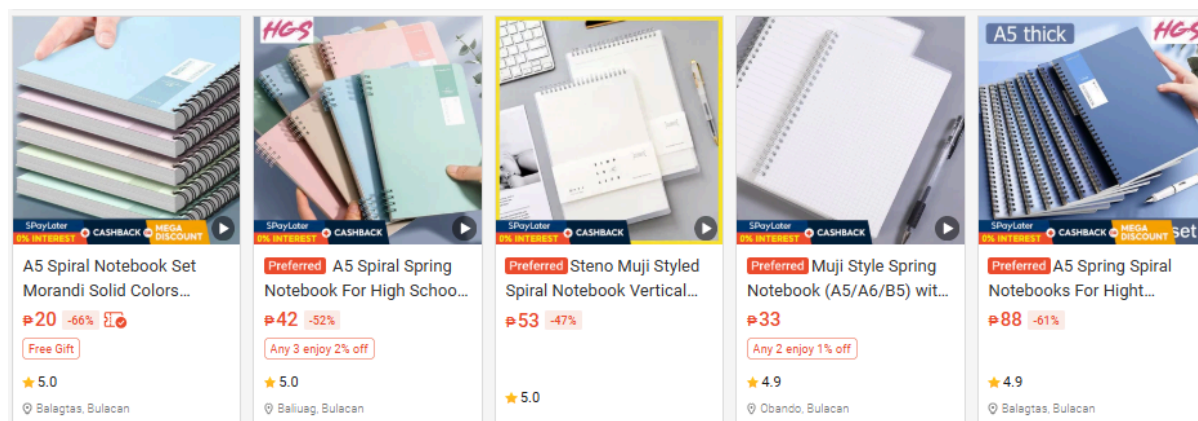
5/24	5/25	5/26	5/27	5/28	5/29	5/30
PAYDAY SALE SNEAK PEAK 发薪日大促		PAYDAY SALE 发薪日大促				
Suki Savers Weekend Suki周末省钱 狂欢	VIP MONDAY 周一VIP					Suki Savers Weekend Suki周末省 钱狂欢
	25TH MALL DAY 5.25商城日					
6.6 MID YEAR SALE SNEAK PEAK 年中大促抢先看						
BACK TO SCHOOL SALE 返校季大促抢先看						
5/31						
Suki Savers Weekend Suki周末省钱 狂欢						
6.6 MID YEAR SALE SNEAK PEAK 年中大促抢先 看						
PAYDAY SALE 发薪日大促						

热搜关键词 & 商品分享 Top Searched Keywords & Recommended Product	
New Keywords	热搜词
Notebook	笔记本
Father's day gift	父亲节礼物
Tissue	纸巾
crayons	蜡笔
Dress for woman	女装
Eraser	橡皮
Power station	发电厂
emergency lights rechargeable	可充电应急灯
False eyelashes	假睫毛
school bag	书包
Travel kit	行套装
rechargeable fan	充电风扇
slippers for women	女士拖鞋
Powerbank	充电宝

*排名不分先后

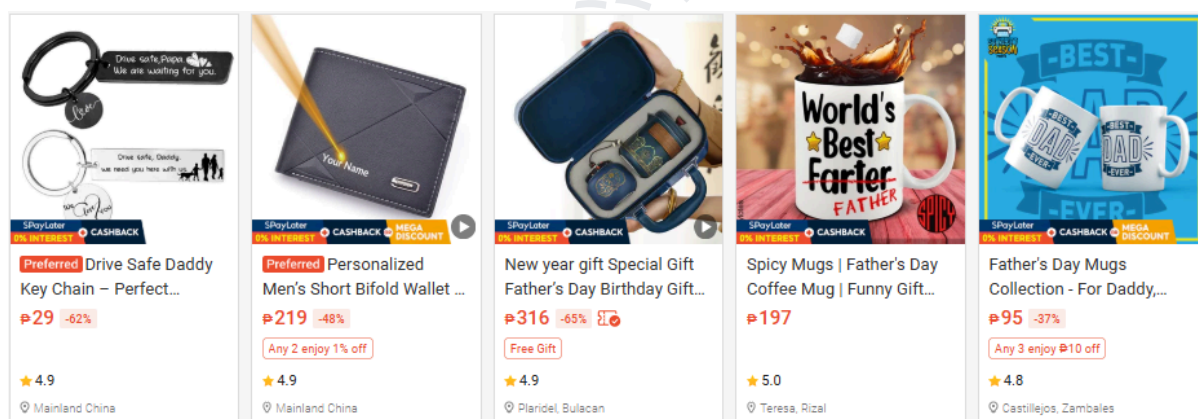
Notebook 笔记本

目标价: ₱(菲律宾比索)20 - ₱(菲律宾比索)88



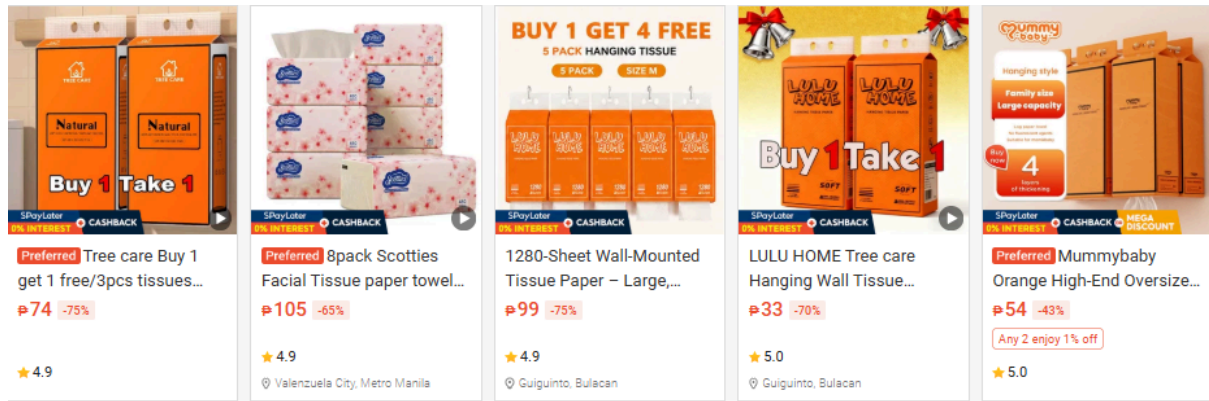
Father's Day Gift 父亲节礼物

目标价: ₱(菲律宾比索)29 - ₱(菲律宾比索)316

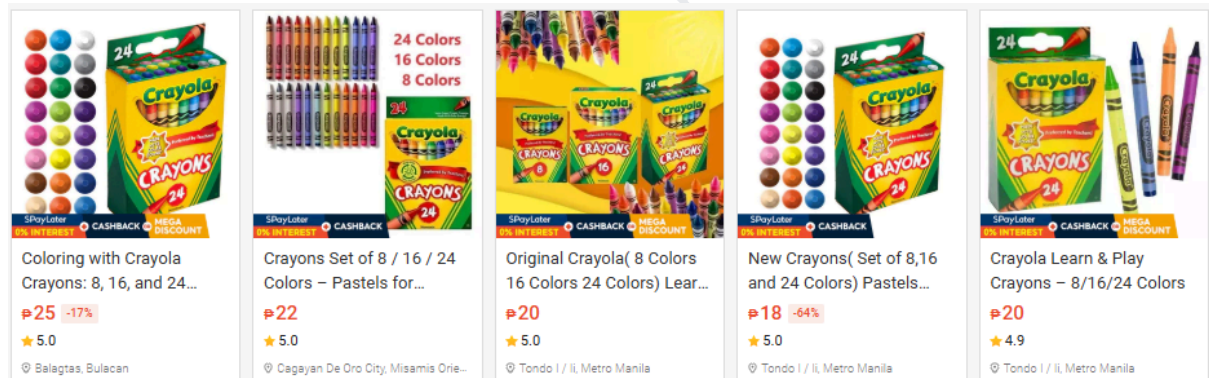


Tissue 纸巾

目标价: ₱(菲律宾比索)33 - ₱(菲律宾比索)105

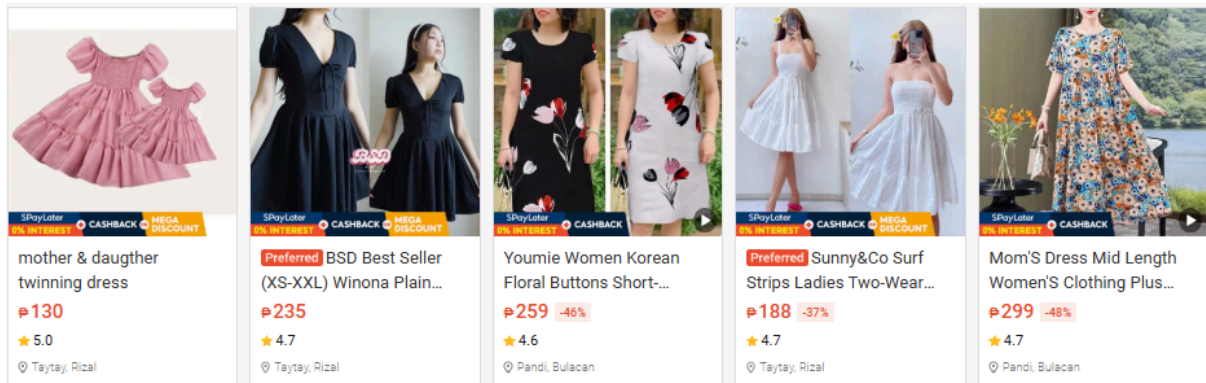
Crayons 蜡笔

目标价: ₱(菲律宾比索) 18 - ₱(菲律宾比索)25



[Dress for Woman 女装](#)

目标价:₱(菲律宾比索) 130 - ₱(菲律宾比索)299



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](#)