

Lazada 11.11 Shopping Festival 2021

Key takeaways

15 November 2021

Lazada, the leading eCommerce platform in Southeast Asia, recently concluded its flagship 11.11 Shopping Festival, bringing together a record 800,000 sellers and brands across the region to participate in its *Biggest One-Day Sale of the Year*. With double the number of merchants compared to 2020, Lazada collaborated closely with partners to curate the best promotion deals as well as interactive Shoppertainment programmes via LazLive and LazGames, where consumers across the region spent close to a total of 1 billion minutes on the Lazada app. With improved efficiencies brought about by new smart routing and automation technologies, Lazada processed 20% of parcels at least 24 hours faster than last year.

11.11 remains a staple in Southeast Asia's retail industry calendar where it provides both eCommerce and the larger retail industry with a much-needed end of year boost, particularly as the region's economy is just starting to recover from the impact of the pandemic. From the latest [Lazada Digital Commerce Confidence Index](#), more than three in four (76%) online sellers said they are optimistic about their future growth, ahead of year-end shopping festivals that include 11.11 and 12.12. This followed a buoyant Q3 where 52% of sellers reported seeing a strong growth in their online sales.

Lazada continues committed to supporting and assisting local and international brands and MSMEs join the digital economy with streamlined easy sign-up processes, knowledge, tools and insights as well as marketing and technology solutions to futureproof retail businesses.

A snapshot of key 11.11 highlights around the region¹:

Southeast Asia

1. 800,000 brands and sellers participated in 11.11, doubling that of last year.
2. More than USD630 million worth of Lazada Bonus collected ahead of 11.11.
3. Over 60,000 logistics frontliners deployed to deliver parcels of joy right to the hands of consumers.
4. Lazada recorded 20 times more orders placed in first 2 hours vs normal day.
5. Consumers spent almost 1 billion minutes spent on the Lazada app, equivalent to almost 1,900 years.
6. LazMall saw an uplift of 10 times sales compared to normal day.
7. Home Appliances, Mobile & Tablet devices as well as Beauty and Personal Well-being were the top trending categories.
8. More than five times increase in orders for Korean products.
9. Over 18 million views on LazLive livestream channel and more than 2,800 sessions by about 2,000 presenters.
10. On average, shoppers spent two times more while watching livestreams compared to last year.
11. Signature Lazada's 11.11 Super Show brought together close to 80 local popular celebrities, performing alongside first-ever Lazada Happiness Ambassadors, K-pop superstars SEVENTEEN.

Indonesia

1. Number of local merchants doubled this 11.11 compared to last year.
2. Took less than four minutes for the first 11.11 purchase to leave Lazada's warehouse for delivery.
3. A package of BIOAQUA Activated Carbon Black Mask travelled about 6,260km from a seller in North Sumatera to a customer at Papua.

¹ Information accurate as at 12 November, 12pm.

Malaysia

1. More than 300,000 grocery items sold within the first two hours.
2. All-time favourite beverage by all Malaysians, Milo Activ-Go was one of the top sellers (23,000 kg sold) – When stacked, it's equivalent to almost five Merdeka 118 Towers, the soon-to-be second tallest building in the world.
3. Sold nearly four tonnes of NESCAFE Classic that weigh more than the three brand-new Nissan Almera cars given away during 11.11.

Philippines

1. More than 8 million discounted deals offered this year.
2. Close to 200,000 MSMEs participated in 11.11.
3. Around 30,000 mobile phones sold in the first 11 minutes of 11.11.

Singapore

1. In just nine minutes, consumers spent USD11 million.
2. The biggest order had 191 items.
3. Sales of gardening seeds and plants increased three times this 11.11 compared to 2020, highlighting a gardening boom this year.

Thailand

1. More than one out of every six Thais visited the Lazada app on 11.11.
2. Over 600,000 fashion items sold within the first two hours.
3. Thai shoppers redeemed their LazCoins to donate more than THB2.5M worth of Covid care essential items for vulnerable communities.

Vietnam

1. Overall platform orders and sales nearly doubled.
2. Sellers joining LazLive during 11.11 period increased more than 1.5 times and generated more than seven times in sales from livestream sessions compared to last year.
3. Record-breaking number of views for 11.11 Super Show, generating 20 times more sales compared to last year.

– ENDS –

About Lazada Group

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. We are accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. With the largest logistics and payments networks in the region, Lazada is part of our consumers' daily lives in the region and we aim to serve 300 million shoppers by 2030. Since 2016, Lazada has been the Southeast Asia flagship platform of Alibaba Group powered by its world-class technology infrastructure.