

Lazada Enters Strategic Partnership with Gmarket to Bring 20 Million High Quality South Korean Products to Southeast Asia

- *Collaboration will fuel Lazada's brand-led growth momentum by expanding high-quality, authentic product assortment on LazMall*
- *Starting today, consumers in Singapore, Malaysia, Thailand, the Philippines and Vietnam, can purchase Korean products directly on Lazada*
- *This partnership follows a joint venture between Shinsegae Group and Alibaba Group*

[SINGAPORE, 29 September 2025] Lazada, Southeast Asia's leading eCommerce platform, today announced a partnership with Gmarket to bring **20 million products** from South Korean sellers to consumers in Southeast Asia.

This follows a **joint venture between Shinsegae Group and Alibaba Group**, which focuses on helping 600,000 Korean sellers to scale globally. By leveraging Alibaba's established eCommerce and logistics network, Gmarket's sellers will be better positioned to reach millions of new customers across Southeast Asia, expanding their international footprint while strengthening Lazada's role as the region's gateway to trusted global brands.

The partnership will significantly deepen Lazada's brand assortment, reinforcing its strategy to build sustainable growth through trusted, high-quality products and global brands. Starting from 29 September 2025, shoppers in Singapore, Malaysia, Thailand, and the Philippines and Vietnam can enjoy access to a wide array of Korean products, at competitive prices, including leading brands such as Sulwahsoo, d'Alba, Mediheal, COSRX, Skinfood, Laneige and many more.

Shoppers will benefit from localised product listings, seamless cross-border delivery, and reliable after-sales service managed jointly by Lazada and Gmarket.

Today, [brand-driven sales still account for less than 30% of Southeast Asia's eCommerce](#), compared to over 50% in China, according to Momentum Works' report. This gap highlights a major growth opportunity. Lazada is leading the shift by expanding access to global brands and high-quality product assortment, underpinned by LazMall, Southeast Asia's biggest virtual mall, which saw nearly **30% year-on-year growth in average order value (AOV)** during the 9.9 mega sale.

"Our partnership with Gmarket will play an instrumental role in expanding the diversity and depth of our brand assortment, reinforcing our long-term strategy to drive sustainable growth through trusted global and local brands." said a **Lazada spokesperson**.

"As Southeast Asia's trusted online shopping destination, Lazada is leading Southeast Asia's online brand-driven sales."

- END -

About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 13 years, Lazada has been accelerating progress in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam through commerce and technology. Today, a thriving local ecosystem links about 160 million active users to more than one million actively-selling sellers every month, who are transacting safely and securely via trusted payments channels and Lazada Wallet, receiving parcels through a homegrown logistics network that has become the largest in the region.

Launched on the Lazada platform in 2018, LazMall is Southeast Asia's biggest virtual mall connecting shoppers to over 32,000 leading international and local brands. It sets a new standard in retail, offering consumers the assurance of 100% product authenticity, guaranteed fast delivery and a 30-days return policy. LazMall is the preferred platform for brands and sellers to directly engage and create a customised experience for their customers.

Contact Information:

For more information, please contact:

Lazada Communications Team

press@lazada.com