



Lazada Strengthens Brand-Led ECommerce with 11X GMV Uplift as Shoppers Prioritise Quality-Driven Purchases

- *This 11.11, total platform GMV surged 26 times in the first four hours as compared to non-sale periods*
- *LazMall recorded growth uplift by more than 11 times, signalling strong demand for authenticity and brand assurance*
- *Overall average order value (AOV) and LazMall AOV increased by 123% and 141% respectively*

[SINGAPORE, 18 NOVEMBER 2025] Lazada, Southeast Asia's leading eCommerce platform, wrapped up its 11.11 Biggest Sale of the Year with breakthrough results that underscore consumers' accelerating shift towards quality, authenticity, and trusted brand experiences.

LazMall, the region's largest virtual mall, drove a significant share of this uplift, recording an 11-fold overall increase in GMV and an uplift of 141% in AOV, reflecting a shift toward authenticity-driven shopping. In Singapore, LazMall AOV recorded an uplift of 278% compared to normal days. Total LazMall orders also grew by more than 4 times, reinforcing its position as the region's trusted destination for brand-led, quality shopping.

"Consumers in Southeast Asia are becoming increasingly discerning, and their purchasing behaviour reflects a clear move towards authenticity and quality," said a Lazada spokesperson. "The strength of this year's 11.11 results reaffirms LazMall's brand-led strategy and position as a trusted destination for high-quality, genuine products from the most loved local and international brands."

Across the region, total platform Gross Merchandise Value (GMV) surged 26 times within the first four hours, setting the pace for a high-performing mega sale period. The sale wrapped up with a total platform uplift of 469% compared to normal days, fuelled by strong consumer demand across Southeast Asia.

Consumers Shift Toward Quality and Authenticity

Performance among LazMall's top sellers was robust during this year's 11.11. Top sellers in Southeast Asia generated 58% higher GMV compared to 9.9 2025, while top 100 sellers in Singapore grew by 69%.

In Singapore, key categories from the top 100 LazMall sellers include Mobiles & Tablets (42X GMV uplift), Home Appliances (45X), and Beauty (34X) compared to normal days.

These indicators reflect a broader trend across the region: shoppers are evolving from deal-hunting to high-intent value-driven purchasing, with brand trust, product quality, and authenticity shaping the new standard of e-commerce growth.

Shopping Powered by AI and Affiliate Engagement



AI Lazzie, Lazada's AI-powered personal shopping assistant, as well as LazAffiliates, continued to deepen engagement across the region. During the campaign:

- LazzieChat saw more than 451,000 users participate in Secret Code redemptions, which resulted in average conversations increasing by 14.84% from 9.9 2025.
- AI Lazzie-guided Order Conversion Rate increased by 13.19% compared to 9.9 2025.
- The average revenue per user (ARPU), guided by AI Lazzie recorded a 32.78% uplift compared to 9.9 2025.
- AI Lazzie partnered with 17 brands, including Nike, P&G and Huawei, to help shoppers stack rewards using Lazzie-exclusive vouchers for even greater savings.
- LazAffiliate-driven sales saw 36% increase across SEA and 88% in Singapore compared to 9.9 2025 with the rise of creator commerce as shoppers seek more authentic connections and trusted recommendations

This year's 11.11 performance follows Lazada's recent introduction of its five AI agents —AI Lazzie shopping assistant, Logistics Agent, Marketing Agent, Refund Agent, and Product Listing Agent. Together, these agents represent a major step forward in Lazada's innovative commerce ecosystem, enabling brands to operate more efficiently, optimise conversions, and deliver personalised experiences at scale.

Building a Trusted Online Shopping Experience

Shoppers continued to show strong interest in several fast-growing categories. The top five categories across the region are Mobiles & Tablets (Smartphones), Beauty (Skincare), Health (Food Supplements), Beauty (Personal Care), and Home Appliances (Kitchen Appliances).

Looking ahead, Lazada remains committed to elevating Southeast Asia's digital commerce landscape through deeper brand partnerships, innovative AI solutions, and a trusted ecosystem built on authenticity and quality.

As e-commerce continues to mature across the region, Lazada will continue investing in technologies and experiences that power sustainable growth for brands and deliver greater value to both shoppers and sellers.

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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.

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