



LazMall GMV Records Six-Fold Growth as AI drives US\$3 Million in Lazada Birthday Sale Campaign

- LazMall outpaced overall platform performance with a six-fold increase in GMV, reinforcing rising demand for trusted, official brand stores.
- Global brand stores saw a 2.5x increase in orders and 3.5x GMV growth, reflecting rising demand for greater variety and high-quality assortments.
- AI-powered shopping features drove nearly US\$3 million in GMV, as users are empowered to make faster, more informed purchase decisions.

[SINGAPORE, 02 April 2026] – Lazada, Southeast Asia’s leading eCommerce platform, marked its 14th anniversary with a successful Birthday Sale, the first mega campaign for the region in 2026. Beyond delivering commercial performance, results from the sale indicate that Southeast Asian shoppers are shifting from pure deal-hunting to intentional, brand-led, and AI-assisted shopping experiences. Consumers across the region demonstrated higher confidence in trusted stores and smarter, faster purchase decisions through advanced AI features.

Consumers choose authenticity as LazMall drives growth

During the campaign period, Lazada recorded platform-wide GMV growth of more than 3.5 times compared to non-campaign period. Trust and preference for high-quality and authentic products continued to shape purchasing choices, which saw LazMall outpace overall platform performance with a six-fold increase in GMV. Regionally, the highest uplifts in LazMall GMV growth are recorded in Vietnam (15 times), Malaysia (12 times) and Thailand (8.5 times). LazMall contributed to 60% of overall platform GMV and 41% of total orders during the event, signaling deeper confidence in official brand stores and the assurance they provide.

This momentum was particularly pronounced among the top 100 LazMall sellers, who saw their GMV grow by eight times. Among these brands, several lifestyle categories saw strong demand: sports & outdoors activities equipment led with a 97-time increase, followed by innerwear & sleepwear at 52 times, and audio equipment at 29 times.

Reflecting demand for greater variety, international products also saw strong growth during the Lazada Birthday Sale, with TMALL and Gmarket official brand stores leading the charge. These stores recorded a 2.5x increase in orders, contributing to more than 9 percent of total LazMall orders, and a 3.5x increase in GMV across five markets (excluding Indonesia). This growth highlights a clear trend of Southeast Asian consumers



seeking out trusted, high-quality overseas assortments, alongside their preferred local brands.

AI features accelerate decisions and improve conversion

Lazada's strategic investment in artificial intelligence and user experience has fostered faster, more confident shopping journeys, powered by Lizzie, the platform's AI assistant.

During the Lazada Birthday campaign:

- SmartStack, an interactive engagement feature launched within Lizzie personal AI shopping assistant, during the campaign, attracted approximately 2.5 million daily visited users (UV), up by 38% in overall UV, who used the assistant for services including personalized product recommendations and voucher redemption. By simply engaging in a dialogue with Lizzie, users can effortlessly unlock and claim LazRewards and other brand-exclusive vouchers.
- Notably, the number of users actively interacting with Lizzie, through the action bar or manual text inputs, grew fourfold, while the average number of exchanges between users and Lizzie also doubled, demonstrating a significant increase in engagement and interaction quality.
- This engagement successfully converted into sales: nearly 100,000 users completed purchases after interacting with Lizzie, contributing to an AI-guided GMV of nearly US\$3 million during the campaign.

Beyond conversational assistance, new AI features integrated into product detail pages (PDP) further streamlined the consumer decision-making process. Approximately 10,000 users utilized AI-driven PDP tooltips for services such as add-on suggestions and price comparisons. These intelligent features effectively improved the shopping experience, increasing conversion rates and boosting AI-guided purchase value by 3 percent.

"The results from the Lazada Birthday Sale reflect how consumer behaviour across Southeast Asia is evolving," said a Lazada spokesperson. "We are seeing shoppers becoming more intentional in how they browse and purchase, placing greater emphasis on trusted products, while also leveraging tools like AI to make faster and more informed decisions. As the markets mature, Lazada will continue to invest in strengthening our platform, supporting brands and enabling more seamless, confident shopping experiences for users across the region."



The insights from this year's Birthday Sale highlight a broader shift in Southeast Asia's eCommerce landscape, where trust, relevance and ease of use are becoming increasingly important alongside price. This is driving greater focus on simplifying the shopping journey, with greater emphasis on trust and confidence in every purchase decision.

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Note to Editors

- Unless otherwise stated, all comparisons are against non-campaign periods.

About Lazada Group

Lazada Group is Southeast Asia's pioneer eCommerce platform. For the last 14 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.

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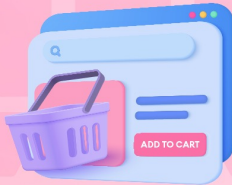
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LAZADA BIRTHDAY SALE 2026: SMARTER, BRAND-LED SHOPPING IN SOUTHEAST ASIA

Consumers are choosing trusted, official brand stores

6x

LazMall
GMV Growth



60%

of Total GMV



8x

GMV Growth of the
Top 100 Mall Sellers



97x

Sports & Outdoors



52x

Innerwear & Sleepwear



29x

Audio Equipment



Demand grows for international,
high-quality products

2.5x

Increase in Orders
(Global Brand Stores)

AI helps shoppers make faster,
more informed decisions



US\$3M

AI-Driven GMV

3.5x

GMV Growth
(Global Brand Stores)



2.5M

Daily Users
Engaging with
Lazzie

2x

Increase in Average
Exchanges Between
Users & Lazzie

