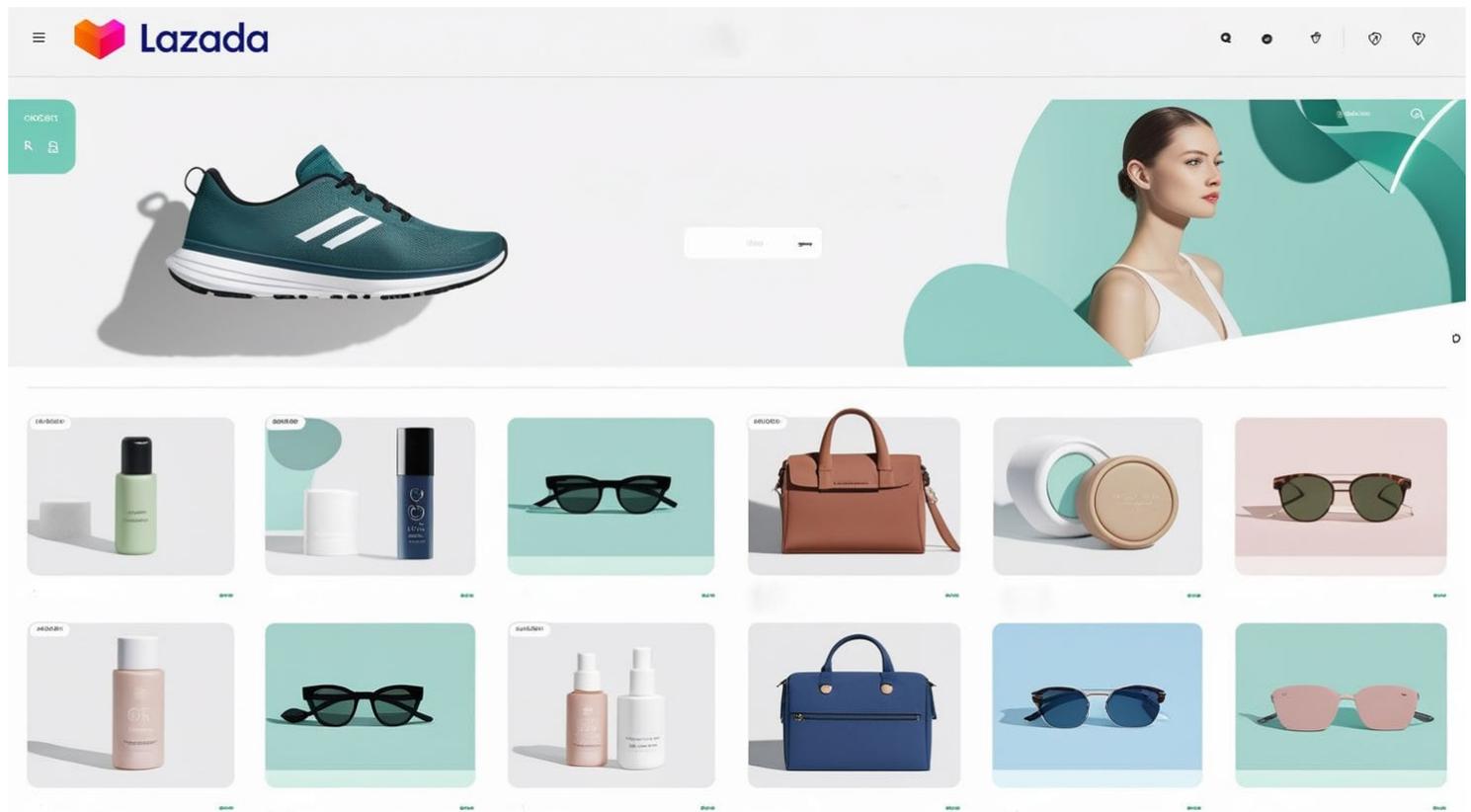


# Is Lazada Legit? Asia's Leading eCommerce

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## What Is Lazada?

If you're asking "what is Lazada?", think of it as Southeast Asia's answer to Amazon. Backed by Alibaba, Lazada operates in six markets, including Singapore (**Lazada.sg**) and the Philippines (**Lazada PH online**). With millions of shoppers and thousands of sellers, it has become a trusted name in eCommerce across the region.

Its core strengths include:

**Payment security:** Buyers only release funds after confirming delivery.

**Cross-border access:** Sellers can reach customers in multiple Southeast Asian markets.

**Dispute resolution:** the platform offers buyer protection and mediation.

But like any open marketplace, opportunity for growth also comes with risks.

## Is This site a Scam? Or Just Misused by Scammers?

The short answer: Lazada itself is not a scam — it's a legitimate marketplace. However, bad actors exploit its popularity. Fraudsters misuse the **Lazadalogo**, create spoof websites, or impersonate Lazada employees to trick consumers.

Examples include:

**Fake seller listings** selling counterfeit goods.

**Affiliate marketing scams** through WhatsApp or Telegram, promising "jobs" with Lazada.

**Spoofed Lazada domains** designed to steal payment details.

In 2022 alone, scams misusing Lazada's brand cost victims over S\$430,000 in Singapore. How to Report a Fake on Lazada Brands and consumers can take action directly on the platform:

**Report Listings or Sellers** – Use Lazada's in-app "Report" button. Provide screenshots, product details, and reasons (counterfeit, trademark misuse, etc.).

**Submit Returns** – If you receive a fake, initiate a return and select "Counterfeit" as the reason.

**File a Dispute** – Lazada's resolution team typically responds within three working days.

Pro tip: Sellers requesting payment outside the Lazada platform should be flagged immediately.

## **Beyond Reporting: Why Brands Need Scalable Protection**

Manual takedowns may work for a handful of listings — but they don't scale when your brand is targeted across Lazada.sg, Lazada PH online, and multiple other platforms.

That's why leading brands adopt **hybrid strategies**:

**Educating customers** on spotting fakes and scams.

**Deploying brand protection software** to track and remove infringements.

**Leveraging expert enforcement partners** to act across multiple jurisdictions.

With a scalable strategy, brands reduce counterfeits, safeguard trust, and keep Lazada a profitable growth channel.

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