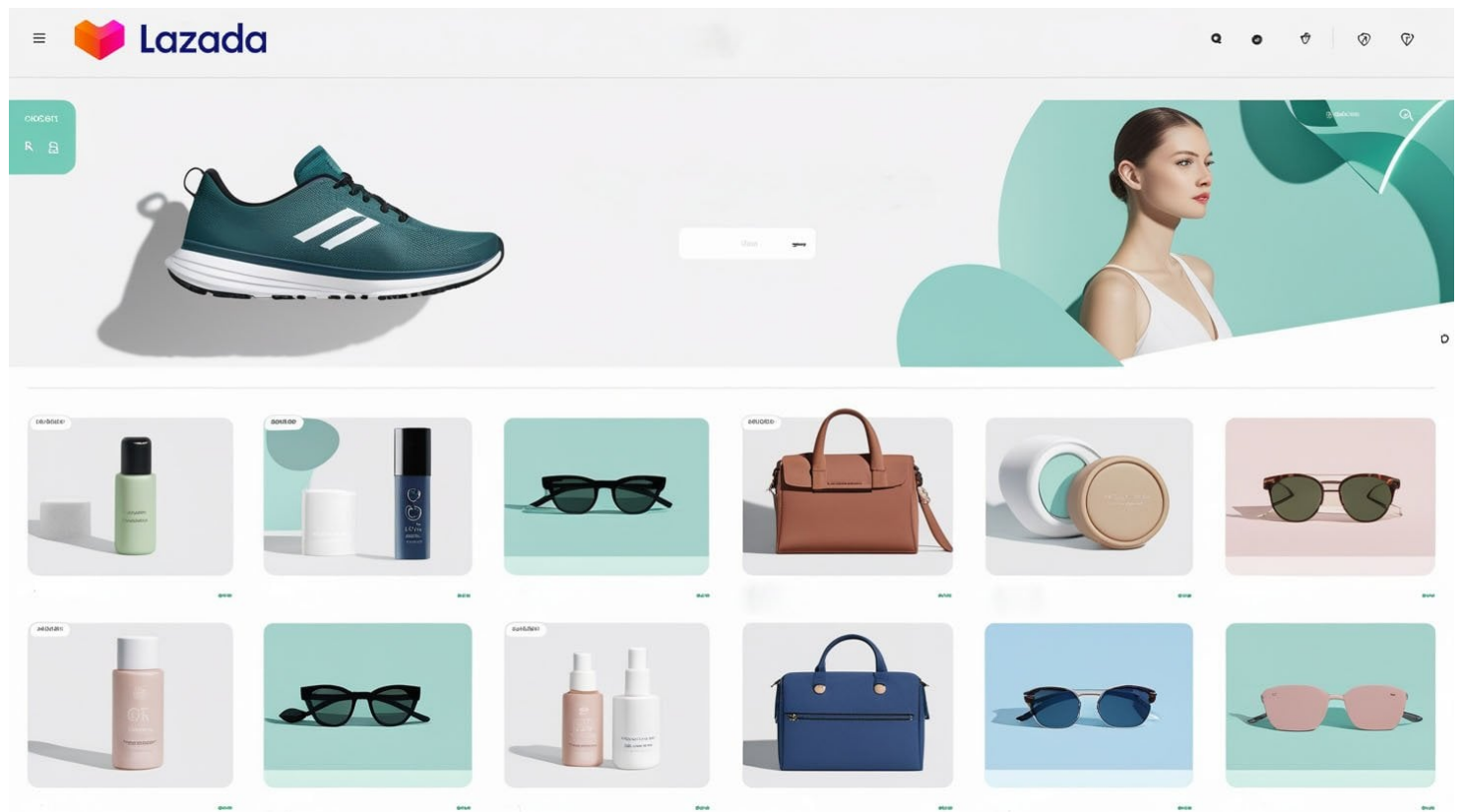


Is Lazada Legit? Asia's Leading eCommerce

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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.

About the author

The Axencis team specializes in human-verified brand protection, anti-counterfeiting enforcement, and IP recovery. With expertise spanning legal enforcement, marketplace operations, and digital brand protection, the team brings hands-on experience across multiple industries and jurisdictions. For questions about brand protection strategy, [get in touch](#).