



Strong shopping activity on Shopee 11.11 Big Sale as Malaysia's economy reopens

KUALA LUMPUR, 18 NOV 2021 - The reopening of the economic sector has not slowed down e-commerce demand. In fact, Shopee has wrapped up its most successful 11.11 Big Sale, with more Malaysians able to enjoy exclusive deals, bigger savings, and the widest variety on the platform.

On 11 November, Shopee users in Malaysia continued to stock up on groceries such as Milo, cereal, instant noodles and fresh fruits and vegetables. More than 1.8 million home improvement and decoration products were also sold on Shopee.

With Malaysians resuming their out-of-home activities, health and personal care supplies on Shopee such as face masks continue to be one of the top products purchased. The product recorded a sellout of more than 13 million pieces whereas Covid-19 test kits saw close to 30,000 units sold on 11 November as Malaysians are reminded of their responsibilities and the Government's call to ensure their safety as well as others around them.

Shopee saw the same robust support for 11.11 Big Sale across the region. Over 2 billion items were bought throughout the festival period, smashing Shopee's previous record set in 2020. Excitement peaked on 11 November, with visits spiking 5.5 times in the first two hours compared to an average day.

Shopee's year-end shopping festivals continued to bridge millions of Malaysians with brands and sellers. As such, offline merchants also enjoyed the surge in online-first customers to their outlets when users collectively claimed over 5 million in ShopeePay Vouchers through 'Deals Near Me' across the 11.11 Big Sale shopping festival period.

Entertainment continues to be a core part of the online shopping experience. Throughout the 11.11 Big Sale, Malaysians also spent more time connecting to sellers and watching their favourite celebrities on live streams, with a total of 4.8 million hours spent watching on Shopee Live. More than 41 million Golden Tickets were also given out as users played Tap & Win A Condo and Spin & Win for a chance to win a condominium unit worth over RM500,000 at SkyMeridien Residences @ Sentul East, and a BMW 218i Grand Coupé M Sport, respectively.

Terence Pang, Chief Operating Officer at Shopee said, "It brings us great joy to see the impact of our efforts on shoppers, businesses and the local community. The digital economy and e-commerce continue to present many opportunities for growth. We want to enable more people to benefit from this growth by increasing e-commerce adoption and helping more consumers and businesses come online and connecting them with one another."



11.11 Big Sale has encouraged more people to access and enjoy the benefits of online shopping, particularly those outside major cities where digital awareness has been relatively lower. Across the region, a 5 times increase¹ was noted in the number of shoppers from rural and smaller towns, whilst ShopeePay transactions outside the big cities grew 9 times from an average day as users pay for their Shopee orders seamlessly.

For businesses in the region, the 11.11 Big Sale was a springboard for growth and recovery. Local sellers benefitted from the spike in shopping activity, with those joining 11.11 for the first time saw their orders on 11 November soared 18 times compared to an average day.

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¹ Compared to an average day