

J & J and Lazada Group enter strategic partnership

07 November 2019 | News | By Manbeena Chawla

Joint efforts to bring more Southeast Asia brands to Chinese consumers



Johnson & Johnson Consumer Health and Lazada Group have entered a strategic partnership to incubate more brands for success in Southeast Asian and Chinese markets.

With this collaboration, the two companies will provide support to emerging Southeast Asian brands in reaching and engaging more Chinese consumers, by leveraging Johnson & Johnson's market insights as well as offline distribution channels. Moreover, by tapping into Lazada's leading ecosystem in this region, Johnson & Johnson will strengthen the connectivity of brands to the Southeast Asian market.

Tim Deng, Managing Director Johnson & Johnson Consumer Health China, said, "Johnson & Johnson Consumer Health has the inclusive end-to-end capability of incubating new brands in the cross-border eCommerce industry. This strategic partnership with Lazada serves as a gateway that will allow us to 'bring out' local Chinese brands to reach Southeast Asian consumers, while at the same time 'bring in' Southeast Asian products to inspire Chinese consumers. In addition, we will support a vibrant ecosystem of start-ups and entrepreneurs in the Belt and Road Initiative region with access to the world-class open innovation expertise within the Johnson & Johnson global network."

Qian Yi, General Manager of Lazada Cross-Border business, said, "As Southeast Asia's leading eCommerce platform, we are committed to accelerating the growth of the digital economy in Southeast Asia and empowering brands and sellers. Through this partnership with Johnson & Johnson, we can utilize the consumer insights, digital marketing expertise and channel expansion model, to further strengthen the connectivity between Southeast Asian market and Chinese consumers, bringing more quality products and services from Southeast Asia to China, and eventually to the world."

Lazada Group is now the Southeast Asia flagship platform of Alibaba Group. As of September 2019, Lazada has over 50 million annual active consumers and achieved over 100% year-over-year order growth across four consecutive quarters.