

Beyond the Cart: How Momcozy is Securing 'Pre-Checkout Trust' Among Southeast Asian Mothers Ahead of 6.6

KUALA LUMPUR, MALAYSIA, May 30, 2026 /EINPresswire.com/ -- As Southeast Asia enters the highly competitive [6.6](#) shopping season, globally recognised maternity and baby care brand Momcozy is strengthening its “Global Leadership × Local Trust” positioning to become the brand parents confidently choose before purchase.

6.6 Cozy Sale: Cozy Together, Choose with Confidence

During the 6.6 campaign period, selected products across Momcozy’s maternal and baby care ecosystem will be available at discounts of up to 25% across participating platforms and official stores.

By placing authentic parenting experiences at the centre of its communications strategy, Momcozy aims to build stronger emotional relevance during one of Southeast Asia’s busiest ecommerce periods.

In today’s social commerce era, Momcozy believes the brands that win will not simply be the ones seen most often, they will be the ones mothers trust most before they buy.

Backed by strong U.S. market momentum, international recognition, and growing Southeast Asian validation, Momcozy has built its reputation through innovation, comfort-focused design, creator advocacy, and real-parent trust.

“As consumers become more intentional about what they buy for their families, trust has become one of the biggest drivers of purchase decisions,” said Ellen Zhou, APAC Marketing Director at Momcozy. “Parents today are looking beyond specifications. They want reassurance that products genuinely fit into their daily lives and are trusted by real families.”





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Before making any purchases, today's mothers increasingly turn to creator reviews, shopping guides, parenting communities, and real-life demonstrations to guide their decisions. Momcozy's strategy is designed to own those trust-driven discovery moments before checkout.

Over the years, Momcozy has established itself as one of the most recognised maternity and baby care brands among modern parents globally, supported by sustained recognition across parenting, innovation, lifestyle, and consumer product categories. The first half of 2026 has

seen Momcozy winning the:

□ “Best Mother & Baby Care Brand” at the World Business Outlook Awards 2026

□ “Best Wearable Breast Pump” at the Motherhood Choice Awards Malaysia 2026 for its Momcozy Air1 Ultra-Slim Breast Pump

□ 2026 Global Recognition Awards for its KleanPal Bottle Washer, Sterilizer and Dryer

Consumers can explore Momcozy's 6.6 campaign and product offerings through its official website, [Shopee](#) and [Lazada](#) pages, TikTok Shop, and authorised retailers.

About Momcozy

Since its founding in 2018, Momcozy — Global No.1 Wearable Breast Pump* brand - has rapidly emerged as a leader in the FemTech space, offering a groundbreaking range of products designed to support mothers and babies from pregnancy through postpartum and beyond. With a commitment to innovation and comfort, Momcozy has redefined maternal care with its wearable breast pumps, nursing bras, and other essential products that integrate seamlessly into the lives of modern mothers. Loved by over 5 million mothers across 80 countries, Momcozy's products are sold directly on the brand's website and by major retailers such as Babylist, Walmart, Target, and Amazon. Momcozy's mission is to offer comprehensive solutions that empower mothers with the comfort and support they need at every stage of their journey.

*Based on global market share of wearable breast pumps, Grand View Research 2024.

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