

For fresh fruit and vegetable marketing and distribution in Asia



By Gabrielle Easter

Thursday 27th April 2017, 4:21 GMT

Amazon Fresh launches in Japan

The US e-commerce giant has launched its fresh food delivery service in Tokyo



Amazon launched its fresh food delivery service in Japan on 21 April.

The US e-commerce giant is now delivering orders to Amazon Prime members in Tokyo in as little as four hours.

Amazon said on top of its 17,000 fresh produce items, it is also offering household goods, toiletries and pet supplies, and twice a week will offer specials on fresh fruit, vegetables and fish from contracted farms.

The Amazon Fresh membership will cost ¥500 per month, with Amazon Prime members able to sign up for a 30-day free trial.

Japan is just the third country where Amazon has launched its Amazon Fresh service, after the US and the UK.