

**What is Amazon Fresh (Originally Prime Now) & What Can You Get Out of it
This Christmas?**

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5 The rise of e-commerce in recent years has also seen a sharp increase in online grocery shopping. In Singapore, Amazon.sg¹ has become increasingly popular among locals ever since its launch in 2019, and for good reason. The launch of **Amazon Fresh** on 8 December improves upon what we currently know as Amazon Prime Now. And its launch comes at no better time for shoppers to get some last-minute Christmas shopping sorted.

10 **What makes Amazon Fresh different from Amazon Prime Now?**

Amazon Prime Now, as we know it, is an ultra-fast two-hour grocery delivery service that is free for Amazon Prime members. Previously, you could only use it via a mobile app, which meant that it could only be accessed separately from Amazon.sg (which is available on desktop and app).

15 [...]The new features include personalised product recommendations, extended delivery window visibility, and one that is mega helpful for those of us who tend to be forgetful: the ability to add items to existing orders. No more scrambling to put together another order to hit the minimum spending of S\$60 just to get free shipping! [...]

20 To add on to the typical groceries one can find on Amazon Fresh, Amazon is also collaborating with several local enterprises such as Cultured Greens, Hai Sia Seafood, Kee Song Chicken and Tiong Lian Meats to bring Singaporean Prime members fresh and local foods from their favourite local brands.

1 Sg =Singapore

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