

Hema kicks off 24-hour delivery service

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"We found that New Retail doesn't only merge online with offline, but also connects day and night," Hema CEO Hou Yi said during a press event in Shanghai on Saturday.

The new offering includes most items in the store, except for some fresh produce. Also,

cooked meals, which are a big draw for Hema supermarkets, will be available for delivery until 1 a.m.

The move follows an expansion of the products available at Hema as well as new categories, such as the launch of an adult channel last month.

"There are definitely consumer demands that are specific to nighttime," Hou said.

Overnight online shopping is not uncommon among Chinese consumers. According to Alibaba, over 80 million users of its Taobao and Tmall e-commerce sites visit between midnight and 4 a.m., most of whom are women over 30.

Source: [Alizila](#)