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| Digital & E-Commerce | Food Safety & Traceability |
| Businesses or commercial transactions carried out by means of electronic networks, pnrimarily the internet.For foodtech, e-commerce typically involves food online marketplaces or delivery platforms. E-commerce brands can target the right consumers, individualize their journey, and provide a seamless shopping experience. The world's food retailers are shifting to e-commerce. | Technologies that track and monitor food production or in other ways reduce the risk of foodbome illnesses. With an increasing demand for food, rigorous testing (diseasecontrol and prevention) at every step of the food supply chain is becoming even more important to circumvent contamination at any point during the process. Online quality and |
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