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## The Food Retail Market in the Era of Digital Technologies

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### ABSTRACT

Digital technologies continued to influence every aspect of our life, and not surprising to witness the remarkable impact of technologies on the way food retail markets grow, because of many countries' efforts to achieve the 2030 Sustainable Development Goal Agenda. According to Conway, (2020) that in the United States online grocery market over 2019 generated a close to \$30 billion and the forecast revenues to hit approximately \$60 billion over the coming four years. Therefore, given the significant expansion in the food retail market, reveal the shed on the important question about the ethical aspects on how these digital technologies could infringe on people's privacy and data ownership (Kwet, 2019). Furthermore, the key players may also be considered as a concern as they uphold in their hands power and control to drive food systems which could intensify bias and inequities (Russo, 2018).

### KEYWORDS

Technology, Food Retail Market, Digital Technologies, Multinational Businesses

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