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**Oliinyk O. M.**  
Zaporizhzhia National University

## DIRECTIONS OF DEVELOPMENT OF STATUTORY AND LEGAL REGULATION OF THE FOOD INDUSTRY IN THE CONDITIONS OF ELECTRONIC AND FAST COMMERCE IN UKRAINE

*As part of this study, the challenges and prospects of regulatory and legal governance of Ukraine's food industry amid the growth of e-commerce and quick commerce were comprehensively analyzed and critically re-evaluated. Through a comparative analytical approach, key vectors for adapting state policy to digital transformations were identified and conceptualized. Contradictions between traditional regulatory mechanisms and the demands of the digital market were revealed, leading to the development of a new model of intervention based on principles of flexibility, proactivity, and a partnership-oriented approach between the state and business. By examining the experience of EU countries, the understanding of institutional modernization was expanded through the integration of digital traceability, marketplace accountability, cybersecurity, and information transparency. A multi-level logic-structural model of regulation was developed, integrating legal, technological, logistical, and social components to ensure both stability and adaptability. Special attention was given to the regulatory framework – from foundational legislation to targeted initiatives in the fields of certification, labeling, sanitary oversight, and consumer protection. The proposed institutional matrix is grounded in the principle of technological sovereignty, enabling integration with national systems such as “Diia”, the State Service on Food Safety, and customs authorities, with the potential for European data validation strengthening both internal food security and international trust in Ukrainian digital products. It was proven that the implementation of this regulatory paradigm will eliminate the fragmentation of existing legislation, consolidate legal control mechanisms, and transform state regulation into a service-oriented platform supporting the digital transformation of business. Implementation mechanisms are proposed in the form of educational programs, technical templates, normative API solutions, subsidies, and consulting services embodying the concept of the state as a digital facilitator. Thus, the study not only substantiates the urgent need to modernize the regulatory environment but also presents a comprehensive conceptual model of digital legitimation for the food industry, based on the principles of transparency, accountability, technological compatibility, and strategic predictability all while taking into account the institutional interests of the state, business, and consumers.*

**Key words:** regulatory projects, digital transformation, government regulation, government policy, fast commerce, e-commerce, food industry, marketplaces.

**Formulation of the problem.** Under the current conditions of rapid development of e-commerce and fast food delivery services in Ukraine, there is an urgent need to adapt the regulatory and legal framework to new challenges. Existing legislative acts are mostly oriented toward traditional trade channels and do not take into account the specifics of digital platforms, logistics algorithms, hybrid models of responsibility (producer – platform – courier), and the dynamics of interaction with the end consumer. The lack of clear rules for traceability, control over product safety in online sales, digital identification of business entities, and appropriate tools for integration with state systems creates legal gaps and health risks for consumers. In addition, there is no unified approach to the regulation of platforms operating at the intersection of trade, IT, and food service sectors.

The legislative system fails to keep pace with innovations in business models, leading to legal uncertainty, fragmented oversight, and weak accountability for food safety violations. There is also a lack of effective mechanisms for digital reporting, transparency in supply chains, the circulation of recalled products, and public access to up-to-date information on food risks. Therefore, all of this necessitates a comprehensive review and modernization of the regulatory and legal framework, taking into account the principles of digital governance, blockchain registration tools, smart contracts, as well as the needs of small and medium-sized businesses actively operating in the e-commerce and fast commerce segment.

**Analysis of recent achievements and publications.** In contemporary academic research on e-commerce as a legal phenomenon, there is a noticeable

shift from fragmented descriptions of legal norms to interdisciplinary generalizations of regulatory challenges and state governance strategies. This shift is reflected in a number of in-depth studies that encompass methodological diversity, including comparative law, legal hermeneutics, regulatory modeling, and empirical approaches. In the work of Levytskyi V., Radynskyi S. [1], a comparative legal method is used to juxtapose Ukrainian and international practices. The authors emphasize that the legal regulation of online trade in Ukraine is already embedded in global processes of norm unification, with a focus on systematizing the regulatory field and developing European principles. In the study by Petrunenko Ya.V., Syrotko M.V., and Troynikova V.V. [2], the dominant approach is normative design analysis, which helps identify internal gaps from unregulated electronic contracts to the protection of personal data and is supported by empirical evidence. The research by Koval V.V., Drozdova O.H. [3] is grounded in regulatory analysis with economic-legal justification, distinguished by the integration of an accounting-analytical perspective and the synthesis of fiscal, customs, and payment components into a unified regulatory framework. Volynets V.V. [4] applies comparative and doctrinal-analytical methods to examine the experiences of the USA, China, Singapore, and the EU. He highlights the shift from institution-dependent to technology-oriented models and stresses the need to combine local norms with global principles of digital governance. Lesko N.V., Kira S.O. [5], through analytical mapping and normative interpretation, identify barriers to digital commerce and introduce the concept of “cross-border e-commerce” as a necessary regulatory tool, drawing attention to non-legal factors such as language, culture, and infrastructure. Holovii L.V., Yanchuk Yu.V. [6] explore the legal regulation of informational relations using hermeneutics and institutional analysis to uncover the logic of digital trust as the foundation of legal interaction. Unlike the others, their study delves deeper into the conceptual framework of legal communication.

**Isolation of previously unresolved parts of the general problem.** However, despite methodological differences, all the studies point the need to implement flexible legal mechanisms adapted to the dynamic nature of the digital environment. Each study sheds light on a specific aspect of a broader issue, collectively forming a foundation for further structuring legal regulation in the food industry within the context of e-commerce and fast commerce areas that have largely been overlooked both by state regulators and by national experts in academic analysis.

Thus, **the purpose of the article** is development of future titles, directions, and recommendations for draft regulatory acts on state regulation of the food sector in the context of electronic and quick commerce in Ukraine, taking into account innovative business models, digital governance tools, and consumer safety needs.

**Presentation of the main material.** Under the current conditions of rapid digital technology development and the growing role of electronic and fast commerce, the issue of improving the legal and regulatory framework for state governance of the food sector has become extremely relevant. This process is a logical response to global directions in consumer market transformation and a decisive factor in ensuring food security, the competitiveness of domestic producers, and the protection of consumer rights in the new economic reality. Unlike traditional trade, where quality control, traceability, and product compliance were carried out in a clearly structured, physically controlled environment, electronic and fast commerce involves a high degree of dynamism, cross-border activity, and decentralization. This, in turn, highlights the need for a comprehensive modernization of legal norms that would take into account not only technological innovations but also new logistics models, hybrid forms of distribution, and digital interactions among market participants. Drawing on international experience, most countries demonstrate flexible, integrative, and risk-oriented regulatory environments for the food sector under the conditions of e-commerce. In contrast, the Ukrainian regulatory framework remains fragmented, overly formalized, and not fully adapted to new digital formats of product supply and sales. Therefore, strategic rethinking of the principles of state intervention in the sector becomes particularly important not only from the standpoint of control and compliance assurance, but also as a tool for stimulating innovation, fostering digital integration of enterprises, and building consumer trust [1; 2; 3; 4]. The importance of this direction is further reinforced by the need to balance entrepreneurial freedom in the digital space with the imperative to guarantee public health. The growing volume of online food trade, the increasing number of small and micro-enterprises operating through marketplaces, and the emergence of new delivery formats such as dark stores, ghost kitchens, and instant delivery all present challenges that exceed the scope of traditional regulatory schemes. Thus, the future development of the regulatory framework must not only respond to current economic and legal directions but also anticipate them shaping a proactive model of

state governance capable of adapting to technological shifts, preventing risks, and promoting sustainable development of the food sector within the digital economy.

The next step is to develop a logical-structural scheme of the directions for implementing legal and regulatory acts of state governance in the food sector in the context of electronic and fast commerce in Ukraine, see Fig. 1.

According to Fig. 1, the future draft of legal regulation for electronic and fast commerce in Ukraine's food sector will become a multifaceted document reflecting global directions in trade digitalization and demonstrating a systematic attempt to integrate these processes into the Ukrainian legal framework, taking into account national challenges and market specifics [5; 6]. The presented logical-structural scheme encompasses a wide range of legal, infrastructural, informational, and social aspects, where each element is logically interconnected with others, forming a unified regulatory ecosystem for the development of digital commerce in the food sector. At the core of the model lies the necessity to ensure transparency in supply chains, traceability of goods, and reliability of consumer information a key criterion for trust in the context of digital interaction. This approach is reflected in provisions for the implementation of digital product labeling, control of advertising content, and mechanisms for open access to information, particularly through the use of QR codes, RFID tags and verified data platforms. In this context, digital certification gains special importance, serving not only as a tool for technical compliance but also as a means of enhancing the reputational responsibility of businesses. A consistent complement to these mechanisms will be the requirements for eco-friendly packaging, sanitary standards, and safe transportation all of which convey the modern European paradigm: evolving from simple regulatory compliance to comprehensive eco-conscious logistics. Regulatory initiatives concerning the licensing of online trade infrastructure from conventional warehouses and dark stores to storage and delivery channels will indicate a systematic effort to standardize the industry, where even small and micro producers are granted clearly defined market access conditions.

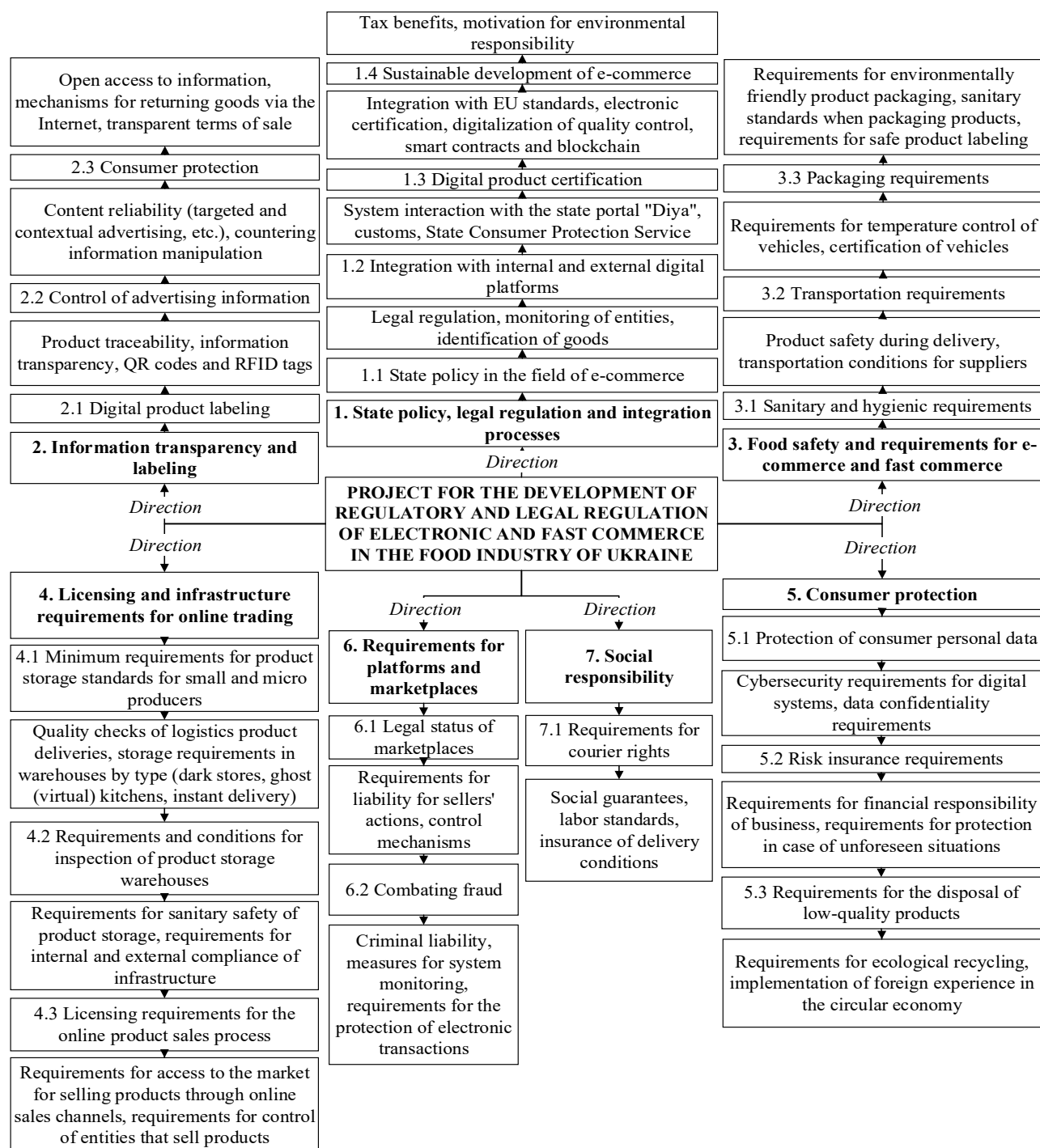
This level of detail will create preconditions for establishing a competitive environment with a high standard of quality and safety. The legal regulation of the status of marketplaces and digital platforms, including their liability for the distribution of counterfeit or non-compliant products, will serve as a response to the pressing need to define the scope

of responsibility of such entities within the legal framework.

At the same time, particular attention will be paid not only to the substantive aspects of the operation of online resources but also to guarantees of cybersecurity, protection of personal data, and the integrity of digital transactions all of which reflect a deep understanding of the vulnerabilities of the digital environment and the necessity of systematic protection for both consumers and businesses. An equally important element will be social responsibility, which will not be limited to declarative norms but will also include specific requirements regarding labor rights, gender equality, working conditions, and waste disposal standards together forming the foundation for a circular economy. This approach is especially important in light of Ukraine's global commitments on climate change and sustainable development, as the transition to responsible consumption and production requires not only economic but also legal incentives.

The next step will be to define the future titles and categories of focus for draft legal and regulatory acts governing the food sector in the context of electronic and fast commerce in Ukraine, see Table 1.

The development of a comprehensive package of regulatory and legal acts, as presented in Table 1, is a strategic initiative aimed at laying the institutional foundation for the sustainable development of e-commerce and fast-food delivery in Ukraine [1; 2; 3; 4]. This initiative reflects a systemic vision for modernizing the food sector through the lens of new challenges and opportunities associated with the growth of e-commerce, digital platforms, consumer demands, and international standards. Each of the proposed acts is not an isolated element but is logically embedded within a holistic legal architecture for the sector. For example, draft laws on digital product labeling and digital certification (Law of Ukraine "On digital labeling of food products", Law of Ukraine "On digital certification of food products") create tools for transparency, traceability, and digital identification of food products, which are critical for consumer trust and effective state supervision. At the same time, documents regulating storage, packaging, and transportation conditions (Law of Ukraine "On minimum storage standards for food products in e-commerce warehouses", Law of Ukraine "On packaging requirements for products sold online", Law of Ukraine "On transportation requirements for food products in express delivery") form the logistical foundation for ensuring food safety in a dynamic goods circulation environment. Special attention is given to a set of acts



**Fig. 1. The directions for implementing legal and regulatory acts of state governance in the food sector in the context of electronic and fast commerce in Ukraine**

*\*developed by the author independently on the basis of his own research*

aimed at protecting the rights of end users and workers. Draft laws on personal data protection (Law of Ukraine "On personal consumer data in e-commerce of food products"), consumer rights (Law of Ukraine "On protection of consumer rights in online sales of food products"), disposal of substandard products (Law of Ukraine "On procedures for return and disposal of substandard products in online sales"), and

labor rights of couriers (Law of Ukraine "On compliance with labor rights of workers in fast food delivery") will form a new ethical paradigm for online trade. This paradigm goes beyond technical or financial parameters to ensure social responsibility and fairness throughout the supply chain. Simultaneously, issues of cybersecurity (Law of Ukraine "On personal consumer data in e-commerce of food products"), Law



Table 1

**The future titles and categories of focus for draft legal and regulatory acts governing the food sector in the context of electronic and fast commerce in Ukraine**

№	Name of the act	Directionality category
1	Law of Ukraine “On state policy in the sphere of electronic food trade”	Legal regulation of e-commerce, monitoring and identification
2	Law of Ukraine “On digital labeling of food products”	Transparency of information, product traceability, consumer control
3	Law of Ukraine “On sanitary and hygienic requirements for express delivery of food products”	Food safety during delivery, transportation conditions
4	Resolution of the Cabinet of Ministers of Ukraine “On licensing of online sales of food products”	Market access, control of legality of activities
5	Order of the Ministry of Economy of Ukraine “On mandatory inspections of warehouses for online sales”	Infrastructural security, sanitary control of warehouses
6	Law of Ukraine “On digital certification of food products”	Digitalization of quality control, integration with the EU
7	Law of Ukraine “On personal data of consumers in the sphere of electronic food trade”	Cybersecurity and confidentiality of consumer data
8	Law of Ukraine “On protection of consumer rights in the sphere of online food sales”	Protection of rights, transparency of returns, access to information
9	Law of Ukraine “On quality control of products in express delivery”	Quality monitoring, testing, health protection
10	Law of Ukraine “On legal status of marketplaces in the sphere of food trade”	Platform responsibility, seller control
11	Law of Ukraine “On the procedure for returning and utilizing substandard products in online sales”	Circular economy, safe handling of low-quality products
12	Law of Ukraine “On minimum standards for storage of products in warehouses of online stores”	Logistics quality, control of warehouse conditions
13	Law of Ukraine “On requirements for packaging of products sold via the Internet”	Sanitary requirements, environmental friendliness, safe packaging
14	Law of Ukraine “On requirements for transportation of food products during express delivery”	Temperature control, transport certification
15	Law of Ukraine “On mandatory insurance of risks in the field of online sales of food products”	Financial responsibility of business, consumer protection
16	Law of Ukraine “On observance of the rights of employees in the field of express food delivery”	Social guarantees, labor standards for couriers
17	Law of Ukraine “On control of advertising materials and information about products in the field of e-commerce”	Trustworthiness, counteraction to manipulation
18	Law of Ukraine “On combating fraud in the field of online sales of food products”	Cybersecurity, criminal liability, monitoring
19	Law of Ukraine “On tax incentives for the sustainable development of e-commerce in products”	Motivation for sustainable development, support for responsible business
20	Law of Ukraine “On harmonization of legislation with international e-commerce standards and integration of online trading platforms with state platforms”	System interaction, automated reporting, transparency for state control
21	Law of Ukraine “On the application of blockchain technologies and smart contracts in state regulation of food products in e-commerce and express commerce”	Ensuring transparency, traceability and automation of state control in electronic and fast-food trade.

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of Ukraine “On combating fraud in online sales of food products”), fraud prevention (Law of Ukraine “On combating fraud in online sales of food products”), and advertising control (Law of Ukraine “On advertising content and product information control in e-commerce”) are aimed at creating a secure and transparent information environment. Also impor-

tant is the component of institutional interaction and integration (Law of Ukraine “On harmonization of legislation with international e-commerce standards and integration of online trade platforms with state platforms” – “Diia”, State service on Food safety and consumer protection, customs), which acts as a bridge between the Ukrainian market and global regulatory

frameworks. This will open new opportunities for exports, attract investment, and enhance the competitiveness of domestic businesses. The proposed set of regulatory changes will not only respond to contemporary challenges but also shape a proactive model of public policy, enabling the preemptive resolution of potential conflicts, the formation of a stable legal environment for businesses, and the strengthening of consumer trust. The proposed legislative platform will become an instrument for establishing a full-fledged institutional foundation to integrate the food sector into the digital economy, grounded in the principles of transparency, fairness, ecological sustainability, and innovation. The necessity of such a transformation is driven by multiple factors from the fragmentation of current legislation that does not reflect the specifics of online sales to the need for harmonization with European legal norms, which increasingly influence national market requirements. Therefore, creating a new institutional framework is not merely an administrative necessity but a strategic choice in favor of modernizing the Ukrainian economy and developing new competitive advantages in the global environment. Thus, the new draft laws are promising because the Law of Ukraine “On Electronic Commerce” [7] and the Law of Ukraine “On Basic Principles and Requirements for Food Safety and Quality” [8] do not take into account the specifics of electronic trade in food products: express delivery, marketplaces, digital certification, traceability, cybersecurity, protection of personal data, and couriers’ rights. They also do not ensure quality control of online food products, do not regulate infrastructure, and do not provide for integration with state platforms and international standards. The legislation requires digital modernization to ensure safety, transparency, and accountability in online sales.

Having developed the future titles of draft regulatory acts for state regulation of the food sector in the context of electronic and fast commerce in Ukraine, we will now outline their key features and implementation recommendations, see Table 2.

As shown in Table 2, none of the proposed acts can be considered in isolation, as their effectiveness depends on the synchronized implementation of adjacent legislative and technical solutions. In particular, the implementation of the Law “On state policy in the field of electronic trade of food products” will require not only the creation of a registry of market operators but also its continuous linkage with the infrastructure of digital labeling, electronic certification, and systems for inspecting warehouses and transportation. Therefore, the draft laws – the Law of Ukraine “On

state policy in the field of electronic trade of food products”, the Law of Ukraine “On digital labeling of food products”, the Resolution of the Cabinet of Ministers of Ukraine “On licensing the online sale of food products”, the Order of the Ministry of Economy of Ukraine “On mandatory inspections of warehouses for online sales”, and the Law of Ukraine “On digital certification of food products” – must form a single operational contour, which should be implemented through the national integrated platform operating within the “Diia” ecosystem with mandatory API connections to the registries of the State Food and Consumer Service, State Tax Service, Customs, and international systems (“GS1”, “TRACES”, “e-Cert” [11]). The further effectiveness of this regulatory framework depends on the technological depth of labeling implementation, which, via QR code or RFID tag [10], should provide general information and refer to a verified blockchain-recorded history of smart contracts, including data on storage conditions, certificates, expiration dates, inspections, and consumer complaints.

This will require cross-legislative compatibility between the acts – the Law of Ukraine “On digital labeling of food products”, the Law of Ukraine “On digital certification of food products”, the Law of Ukraine “On the legal status of marketplaces in the trade of food products”, the Law of Ukraine “On minimum storage standards for products in online store warehouses”, and the Law of Ukraine “On the use of blockchain and smart contract technologies in state regulation of food products in electronic and quick commerce”. The latter plays the role of the digital infrastructure foundation, which will define the rules of decentralized data accounting and exchange, including support for smart contract-based decisions, automatic sanitation mechanisms, and delivery safety monitoring. Special attention must be paid to the legislative block related to logistics and delivery, according to the legislative acts – the Law of Ukraine “On sanitary and hygienic requirements for the quick delivery of food products”, the Law of Ukraine “On quality control of products in quick delivery”, the Law of Ukraine “On requirements for the transportation of food products in express delivery”, and the Law of Ukraine “On observance of worker’s rights in the field of quick food delivery”. These laws must be implemented synchronously, since the development of sanitary delivery (last mile) standards without legislatively enshrined conditions of transportation, packaging requirements, temperature control, and worker’s rights will create a regulatory asymmetry that will become a source of institutional risk.

Table 2

**Recommendations and features of the implementation of draft regulatory legal acts of state regulation of the food industry in the context of electronic and fast commerce in Ukraine**

№	Name of the act	Implementation recommendations / Features
1	2	3
1	Law of Ukraine “On state policy in the sphere of electronic food trade”	Creation of a centralized digital platform for monitoring and identifying market operators.
2	Law of Ukraine “On digital labeling of food products”	Introduction of QR codes, integration with state registers, educational campaign for consumers.
3	Law of Ukraine “On sanitary and hygienic requirements for express delivery of food products”	Development of separate standards for the “last mile”, training of couriers.
4	Resolution of the Cabinet of Ministers of Ukraine “On licensing of online sales of food products”	Simplified e-licensing through “Diia”, regular checks of compliance with conditions.
5	Order of the Ministry of Economy of Ukraine “On mandatory inspections of warehouses for online sales”	Introduction of digital checklists, creation of an electronic inspection log.
6	Law of Ukraine “On digital certification of food products”	Compatibility with EU systems (TRACES, e-Cert), blockchain identification.
7	Law of Ukraine “On personal data of consumers in the sphere of electronic food trade”	Strict liability for data leaks, mandatory platform audit.
8	Law of Ukraine “On protection of consumer rights in the sphere of online food sales”	Unification of return rules, open rating of service providers.
9	Law of Ukraine “On quality control of products in express delivery”	Introduction of sensor monitoring of temperature during transportation.
10	Law of Ukraine “On legal status of marketplaces in the sphere of food trade”	Clear demarcation of the responsibilities of the marketplace and the seller.
11	Law of Ukraine “On the procedure for returning and utilizing substandard products in online sales”	Electronic registration of returns, involvement of recycling companies.
12	Law of Ukraine “On minimum standards for storage of products in warehouses of online stores”	Installation of temperature monitoring, video surveillance of warehouses.
13	Law of Ukraine “On requirements for packaging of products sold via the Internet”	Stimulating the use of bio-packaging, labeling packaging by type of disposal.
14	Law of Ukraine “On requirements for transportation of food products during express delivery”	Mandatory equipping of transport with isothermal containers.
15	Law of Ukraine “On mandatory insurance of risks in the field of online sales of food products”	Development of standard insurance products, state subsidization of microbusiness.
16	Law of Ukraine “On observance of the rights of employees in the field of express food delivery”	Guaranteed minimum working conditions, medical insurance for couriers.
17	Law of Ukraine “On control of advertising materials and information about products in the field of e-commerce”	Verification of information sources, responsibility for fake reviews.
18	Law of Ukraine “On combating fraud in the field of online sales of food products”	Implementation of AI monitoring of fraudulent transactions, API to cyber police.
19	Law of Ukraine “On tax incentives for the sustainable development of e-commerce in products”	Tax benefits for enterprises that adhere to ESG practices.
20	Law of Ukraine “On harmonization of legislation with international e-commerce standards and integration of online trading platforms with state platforms”	Integration with “Diia”, customs, State service for food and consumer protection via API.
21	Law of Ukraine “On the application of blockchain technologies and smart contracts in state regulation of food products in e-commerce and express commerce”	Use of smart contracts to monitor compliance with sanitary standards, storage of records in the blockchain.

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Only through the simultaneous implementation of the above-mentioned draft laws can product safety and social responsibility toward courier personnel be ensured, by incorporating mandatory digital monitoring logs (smart bracelets, GPS, tempera-

ture sensors) and certification of mobile transport units – from electric scooters to refrigerated vans. The next key regulatory layer will cover guarantees of consumer rights, personal data protection, fraud prevention, verification of advertising materials, and

return and disposal mechanisms. The draft laws – the Law of Ukraine “On consumer personal data in the sphere of electronic trade of food products”, the Law of Ukraine “On consumer rights protection in online sales of food products”, the Law of Ukraine “On the procedure for return and disposal of defective products in online sales”, the Law of Ukraine “On packaging requirements for products sold online”, the Law of Ukraine “On control of advertising materials and product information in the field of electronic trade”, and the Law of Ukraine “On combating fraud in the sphere of online sales of food products” – must be implemented as a single interacting system, based on centralized platforms for supplier evaluation, information verification modules, incident logging, fake review filtering, and verification of food product disposal via electronic write-off acts. For example, any return or claim should automatically initiate a smart contract that blocks product circulation, records the source of the incident, and preserves a digital trace for supervisory bodies. All this is impossible without the synchronized effect of the laws on blockchain (the Law of Ukraine “On the use of blockchain and smart contract technologies in state regulation of food products in electronic and quick commerce”) and personal data protection (the Law of Ukraine “on consumer personal data in the sphere of electronic trade of food products”), since any data breach automatically undermines trust in the entire digital infrastructure. Special emphasis should be placed on supporting small businesses and implementing ESG practices mentioned in the laws – the Law of Ukraine “On mandatory risk insurance in the field of online sales of food products” and the Law of Ukraine “On tax incentives for the sustainable development of electronic trade in food products”. Their separate implementation will have limited effect, so it is advisable to introduce adaptive smart contract templates, financial subsidies for technological integration into digital platforms, insurance guarantees under sanitary risk management standards, and tax benefits for certification based on the principles of social responsibility, bio-packaging, and low-carbon logistics schemes. This package should form a mechanism for state-driven ecosystem transition among small and medium-sized enterprises, which today are structurally the least protected but most dependent on regulatory clarity. A key strategic role will also be played by the Law of Ukraine “On harmonization of legislation with international standards of electronic trade and integration of online trading platforms with state platforms”, which will provide for harmonization with international standards and

ensure the external economic viability of the entire system, its compliance with Codex Alimentarius requirements, platforms such as eAmbrosia, and legal integration into European digital procedures. Additionally, it should be emphasized that without active use of interoperability standards (HL7, GS1), procedural compatibility of registries, and electronic certificates, most innovations embedded in previous laws will remain purely domestic and cannot be used in cross-border trade mode. Therefore, the proposed set of acts should be implemented not as a collection of fragmented legislative initiatives, but as a modular multi-level infrastructure, with a single national access point, full blockchain integration, end-to-end traceability, smart contract automation, and support for regulatory APIs. Only such an architecture will make it possible to implement a full-fledged electronic food safety management model under the conditions of e-commerce and q-commerce in Ukraine.

**Conclusions.** Based on the conducted research, the need for transforming Ukraine’s regulatory and legal framework in the food industry under the conditions of e-commerce and quick commerce was highlighted. It was proven that traditional legislation no longer meets the challenges of the digital economy, particularly in the areas of transparency, traceability, safety, and accountability. The proposed future directions of regulation aim to integrate legal, technical, logistical, and social aspects into a unified digital ecosystem connected with the “Diia” platform, international tools (GS1, TRACES, e-Cert), and smart contracts. This approach ensures end-to-end digital traceability of goods, guarantees the reliability of product histories, enables real-time inspection integration, and provides platform accountability as well as protection for last-mile delivery workers. A key emphasis is placed on supporting microbusinesses through smart templates, risk insurance, ESG mechanisms, and tax incentives, creating the basis for inclusive digital transformation. As a recommendation, it is essential to launch the systematic implementation of these regulatory directions through the synchronized adoption of core legislative acts: on digital labeling, certification, marketplace status, licensing of online food trade, product storage, and transportation. Their implementation should be accompanied by the technical modernization of state platforms, creation of a single digital access point with blockchain integration, the deployment of open APIs, and decentralized control systems. In the medium term, harmonization with the European legal environment must be ensured, along with the creation of conditions for the transnational recognition of Ukrainian



digital food products. In the long term, the priority should be the development of a full-fledged model of digital legitimation for the food industry as a pillar of institutional trust based on data transparency, business accountability, platform interoperability, and social fairness.

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### Олійник О. М. НАПРЯМКИ РОЗВИТКУ НОРМАТИВНО-ПРАВОВОГО РЕГУЛЮВАННЯ ХАРЧОВОЇ ГАЛУЗІ В УМОВАХ ЕЛЕКТРОННОЇ ТА ШВИДКОЇ КОМЕРЦІЇ УКРАЇНИ

В рамках даного дослідження, було всебічно проаналізовано й критично переосмислено виклики та перспективи нормативно-правового регулювання харчової галузі України в умовах розвитку електронної та швидкої комерції. У результаті порівняльно-аналітичного дослідження виділено й концептуалізовано ключові вектори адаптації державної політики до цифрових трансформацій. Виявлено суперечності між традиційним контролем і потребами цифрового ринку, що зумовило формування нової моделі втручання, через принципи гнучкості, проактивності та партнерської орієнтованості між державою та бізнесом. Досліджуючи досвід країн ЄС, було розширено уявлення про інституційну модернізацію через цифрову простежуваність, відповідальність маркетингових, кібербезпеку та інформаційну прозорість. Сформовано багаторівневу логіко-структурну модель регулювання, яка поєднує юридичні, технологічні, логістичні та соціальні компоненти, забезпечуючи стабільність і гнучкість до змін. Окрему увагу приділено нормативному наповненню починаючи від попереднього закону до точкових ініціатив у сферах сертифікації, маркування, санітарного контролю та захисту споживача. Запропонована інституційна матриця базується на принципі технологічного суверенітету, що забезпечує інтеграцію з системами «Дія», Держпродспожислужби та митниці з потенціалом європейської валідації, яка підсилить внутрішню безпеку та міжнародну довіру до українського цифрового продукту. Доведено, що впровадження даної регуляторної парадигми дозволить усунути фрагментацію чинного законодавства, консолідувати правові механізми контролю і трансформувати державне регулювання в сервісну платформу підтримки цифрової трансформації бізнесу. Запропоновано імплементаційні механізми у вигляді освітніх програм, технічних шаблонів, нормативних API-рішень, субсидій та консалтингових сервісів, які втілюють концепцію держави як цифрового фасилітатора. Таким чином, було не лише обґрунтовано нагальну потребу в оновленні регуляторного середовища, а й створено повноцінну концептуальну модель цифрової легітимізації харчової галузі, що ґрунтується на принципах прозорості, відповідальності, технологічної сумісності та стратегічної передбачуваності з урахуванням інституційних інтересів держави, бізнесу та споживачів.

**Ключові слова:** проекти нормативно-правового забезпечення, цифрова трансформація, державне регулювання, державна політика, швидка комерція, електронна комерція, харчова промисловість, маркетингові.