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# Discover 5 Top Blockchain Startups impacting the FMCG Sector

*Curious about new technological advancements in the FMCG industry? Explore our analysis of 121 global blockchain startups & scaleups and learn how their solutions impact your business!*

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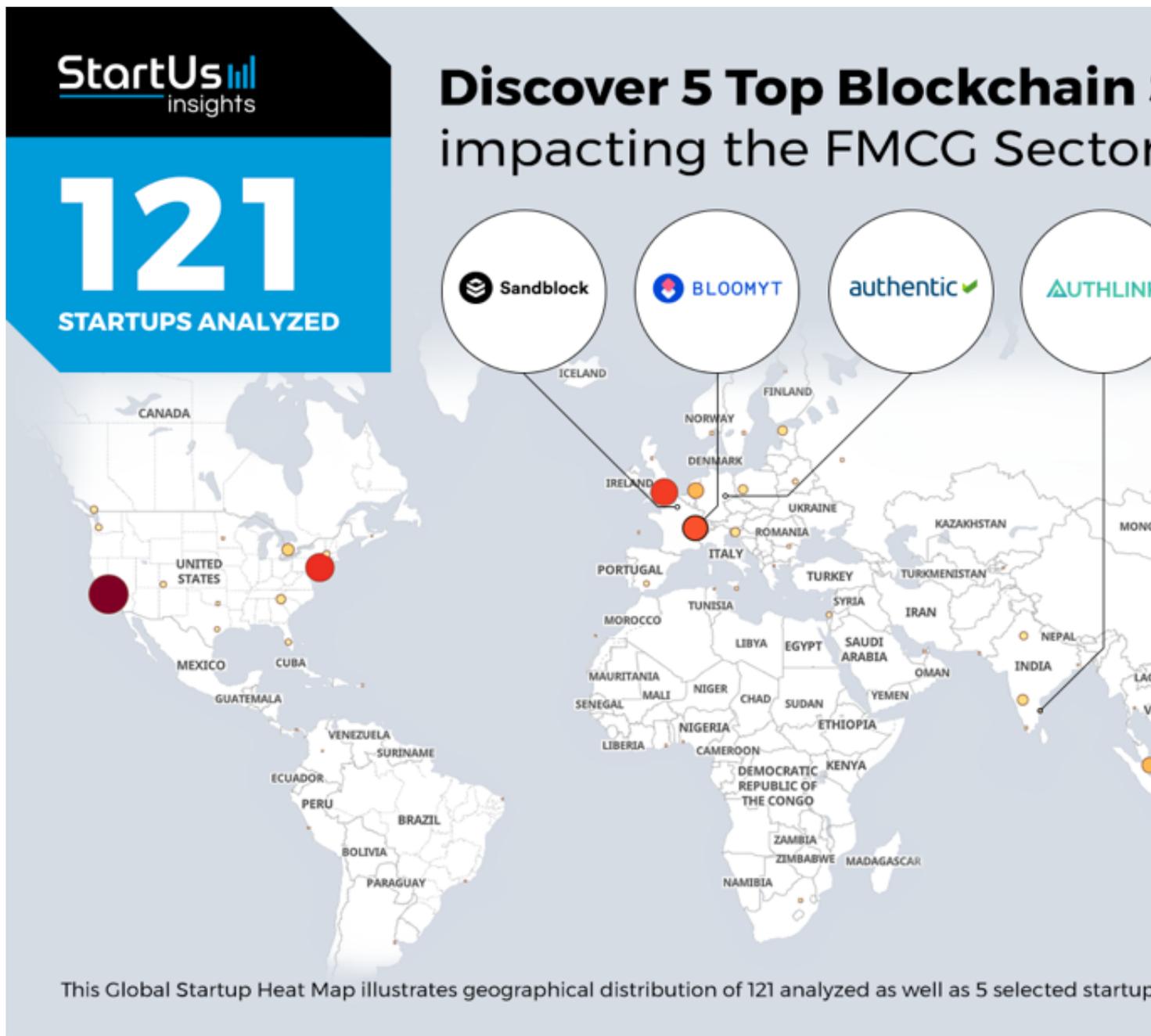
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Staying ahead of the technology curve means strengthening your competitive advantage. To you **[data-driven innovation insights into the FMCG industry \(https://www.startus-insights.com/innovators-guide/top-10-fmcg-industry-trends-innovations-in-2021/\)](https://www.startus-insights.com/innovators-guide/top-10-fmcg-industry-trends-innovations-in-2021/)**. This time, you get to discover 5 blockchain startups.

## Global Startup Heat Map highlights 5 Top Blockchain out of 121

The insights of this data-driven analysis are derived from the Big Data & Artificial Intelligence **[Insights Discovery Platform \(https://www.startus-insights.com/startus-insights-platform/\)](https://www.startus-insights.com/startus-insights-platform/)** 1.379.000+ startups & scaleups globally. The platform gives you an exhaustive overview of e-commerce & relevant startups within a specific field in just a few clicks.

The Global Startup Heat Map below reveals the distribution of the 121 exemplary startups & their locations for this research. Further, it highlights 5 blockchain startups that we hand-picked based on their founding year, location, funding raised, and more. You get to explore the solutions of these 5 startups in this report. For insights on the other 116 blockchain solutions, get in touch.



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Interested in exploring all 120+ blockchain startups?

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## **Authlink creates a Supply Chain Management (SCM) Platform**

Digital supply chain management not only transcends the limits of conventional paper-based brings its merits. Integrating blockchain into FMCG supply chain management platforms allow accommodate zero-trust policies into their supply chain. Startups leverage this situation by creating blockchain-based solutions for the supply chain management. This way, businesses are able to track products throughout the value chain and ensure their authenticity. As a result, visibility is increased and processes are streamlined while customer experience is improved.

Indian startup **Authlink (<https://authlink.com/fmcg.html>)** specializes in instilling traceability. The startup's supply chain management platform, *Brand Panel*, enables brands and manufacturers to create a secure digital identity for their products. These digital identities, *Authlink Smart Assets*, are cryptographically secured using blockchain technology. They are linked to a physical asset via an industrial tag using near-field communication (NFC) tag, etc., and provide a permanent linkage. Brand Panel provides product traceability and detailed business insights, boosting efficiency and brand loyalty. Authlink also develops *Mobile Vault*, a blockchain-based smartphone app, for consumers to store all important information electronically.

## **authentic.network provides High-Safety Counterfeit Protection**

Falsified and substandard drugs may contain toxic ingredients and cause poisoning. Further concentration of active agents in fake antibiotics does worldwide damage by stimulating drug-resistant bacteria. That is why consumers must ensure the authenticity of over-the-counter drugs available. Startups aid this by developing off-the-shelf solutions for FMCG pharmaceuticals using blockchain technology.

German startup **authentic.network (<https://authentic.network/en/home.html>)** offers solutions for medicines, products, and documents using QR-based authentication. The startup uses external devices such as printers and smartphones, to print and scan their patented cryptographic code, *authentic*. The startup uses blockchain to connect an unassailable physical code to a digital twin of the product, thus ensuring its authenticity. This way, authentic.network provides end-to-end traceability and avoids medicines and products from being counterfeit, guaranteeing the consumer's safety and brand engagement.

## **Sandblock offers Consumer Reward Solutions using Blockchain**

Customer engagement is a critical element in building **brand loyalty** (<https://www.startusinsights.com/innovators-guide/5-top-customer-experience-solutions-impacting-the-fm>) customer retention in FMCG. However, conventional reward programs are often ineffective and lack direct brand involvement. With direct distribution and blockchain, startups are now elevating interaction with loyalty programs and rewards. This way, FMCG brands are able to directly interact and create brand awareness, thus improving high-value customer retention. Further, the technology aids in streamlining operations and improving products.

French startup **Sandblock** (<https://sandblock.io/>) develops blockchain-based open-source solutions for consumers. The startup's *Sandblock Chain* allows FMCG merchants to create blockchain-based loyalty points. The startup also offers a universal reward program for customers with *Surf* browser plugin and smartphone app. Sandblock's solutions enable FMCG brands to readily implement reward programs and improve engagement, boosting sales and pushing product sales.

## **Bloomyt develops a Consumer Engagement Platform**

With eCommerce penetrating the FMCG market, users have multiple outlets to buy their preferred products through channels that sell products at a lower price. Customer feedback is crucial to understand end-products and services. That is why building an active customer engagement program is essential for brands. Startups develop innovative customer engagement solutions for FMCG brands to interact and generate more revenue.

Swiss startup **Bloomyt** (<https://www.bloomyt.com/>) develops a decentralized digital hub that connects brands and users to enhance product engagement for Internet of Things (IoT) products. The startup provides a tamper-proof system and stores interaction outcomes securely. It further offers a credit system that converts digital credits into tangible assets. Bloomyt develops a platform and app for brands and consumers. The app for users is a command center to control devices, whereas the platform aids companies in analyzing data with data-driven insights.

## **Carry Protocol builds an Offline Purchase Database**

Gathering customer's purchase information is more straightforward with digital platforms. However, when customers make offline purchases, FMCG merchants and manufacturers miss out on a vast amount of data that is valid for product and process improvement. Hence, startups develop novel approaches to monitor and collect customer data and deliver it to FMCG brands. Blockchain offers an anonymous and fast way to implement customer loyalty programs, ensuring customer privacy.

South Korean startup **Carry Protocol (<https://carryprotocol.io/about>)** creates an ecosystem for retailers, stores, and advertisers to share data sustainably. The startup's purchase data platform uses blockchain to ensure the privacy and security of the user data. It allows customers to share their offline purchase data and receive rewards for it. This way, Carry Protocol retains data control back to the customers while helping retailers, merchants and advertisers better understand their consumers.

## Discover more FMCG Startups

FMCG startups such as the examples highlighted in this report focus on sustainability, customer engagement, distribution as well as 3D printing. While all of these technologies play a major role in advancing the FMCG industry, they only represent the tip of the iceberg. To explore more FMCG technologies, simply let us know your areas of interest. For a more general overview, you can download our **free Report (<https://www.startus-insights.com/resources/>)** to save your time and improve strategic decision making.

Looking to discover FMCG solutions that match your criteria?

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