

The State of Digital Accessibility in Retail

2024-2025 fact sheet

For retail organizations, prioritizing digital accessibility is both a legal imperative and a business driver. Retailers have faced particularly high rates of legal action under the Americans with Disabilities Act (ADA), making accessibility critical for legal compliance. And retail brands can improve customer experience and conversion by providing every shopper with a barrier-free path to make purchases.

But how broadly do retail organizations recognize the advantages of digital accessibility? How are they approaching online inclusion? And how does your organization compare?

To inform our [Sixth Annual State of Digital Accessibility Report](#), we surveyed retail professionals from enterprise organizations across North America and Europe about their digital accessibility practices. This fact sheet captures key findings from our research.

Digital accessibility drives business improvements.

Nearly **nine in 10** retail professionals consider digital accessibility a competitive advantage. Why? They report that digital accessibility has contributed to a range of positive business outcomes:

86%

say digital accessibility improves customer satisfaction.

85%

say it improves customer acquisition.

82%

say it improves brand reputation.

78%

say it improves revenue.

Three factors motivate retailers to start—and sustain—digital accessibility efforts: compliance, usability, and revenue.

Given the reported impact on improved business outcomes, it's no surprise revenue is one factor that motivates retailers to start, and sustain, digital accessibility. Compliance obligations and usability are two other top motivators.

Top three reasons why retail professionals say their organizations start prioritizing digital accessibility:



Top three reasons why retail professionals say their organizations continue prioritizing digital accessibility:



While both compliance and user experience prompt retail organizations to commit to—and maintain—accessibility, user experience is the number one factor fueling sustained progress. A focus on users' needs is key to keeping teams motivated over time, and creates consumer brand loyalty.

Compliance risks and scaling usability present challenges.

Two in three retail professionals say executives at their organization are “highly supportive” of digital accessibility. But despite support, challenges persist as organizations grapple with an active legal landscape and the complexities of scaling a program.

Retailers remain common targets for legal action.

69%

of retail professionals say their organization was involved in legal action over the past 12 months.

Teams struggle to manage accessibility at scale.

Retail professionals were most likely to cite “managing accessibility across multiple digital assets” as the **top challenge** facing their accessibility programs.

For success, retailers prioritize proactivity and a platform.

Retail professionals say “approaching digital accessibility more proactively” is the top priority for their digital accessibility programs.

Teams are already making progress in this regard—and it’s paying off.

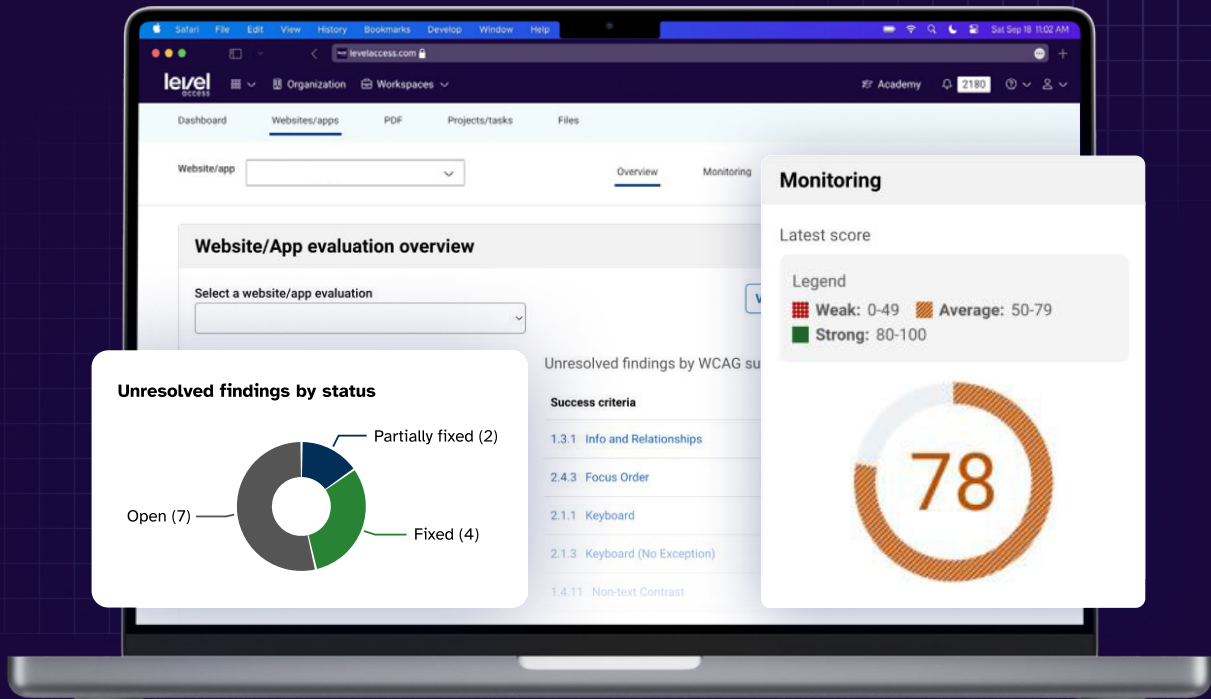
71%

of retail professionals say their organization starts addressing digital accessibility in either planning or design. And when they do, they’re **50%** more likely to say digital accessibility has contributed to “much improved” revenue.

An experience that incorporates accessibility early in the creation process, before barriers make their way to a live environment, will help mitigate legal risk.

Digital accessibility platforms top the tools list.

Software platforms with governance capabilities are crucial for scale—managing portfolio-wide accessibility. So, it follows that retail professionals were most likely to rank “digital accessibility software / platform” first among the new or additional tools their organization would prioritize investing in.



Advance e-commerce accessibility with a trusted partner.



Retail organizations today recognize that digital accessibility is both a compliance imperative and a business best practice—and they’re investing in progress. In fact **65%** of retail professionals say their organization plans to maintain or increase its digital accessibility budget in the next 12 months. If improving accessibility is a goal for your organization, working with the right partner is key.

With 25 years at the forefront of accessibility innovation, Level Access provides a comprehensive solution for streamlined, sustainable digital accessibility in retail. Our unified platform simplifies portfolio-wide accessibility management, while empowering designers and developers to proactively embed accessibility in the experience creation life cycle. And with the market’s deepest bench of accessibility expertise, we’ll provide the guidance and support you need at every stage of your journey.

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info@levelaccess.com

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