

Accessibility barriers put billions in spending power out of reach

1.3 billion people globally have a disability, yet most retail websites are filled with accessibility barriers. The cost? Lost customers and missed revenue.



Most retail websites are full of accessibility barriers

80% of disabled consumers would spend more with a brand that offers an accessible website — **but only 30% of retail brands have a formal strategy for digital accessibility in 2025.**

As part of our [2025 Digital Accessibility Index](#), we scanned **85,966 pages across 2,543 retail websites** and found that online retailers have the most accessibility issues per page of any industry.

BY THE NUMBERS

350.1
average accessibility issues per page, the most of any industry.

30.1 million
accessibility issues detected on retail websites.

\$8 trillion
People with disabilities control **\$8 trillion in disposable income.**



TOP ISSUES

Accessibility barriers add friction to online shopping

For people with disabilities, shopping online can be harder than it should be. From inaccessible images to forms that can't be filled out using a keyboard alone, the average e-commerce site is filled with accessibility barriers that can get between brands and their next customer.

“I’ve told companies, ‘We are consumers, too. We have money.’”

EMPISH THOMAS
AUDIOEYE ALLIANCE MEMBER



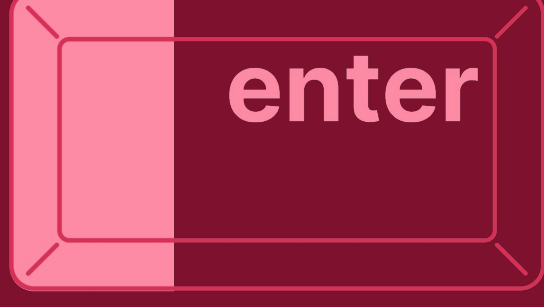
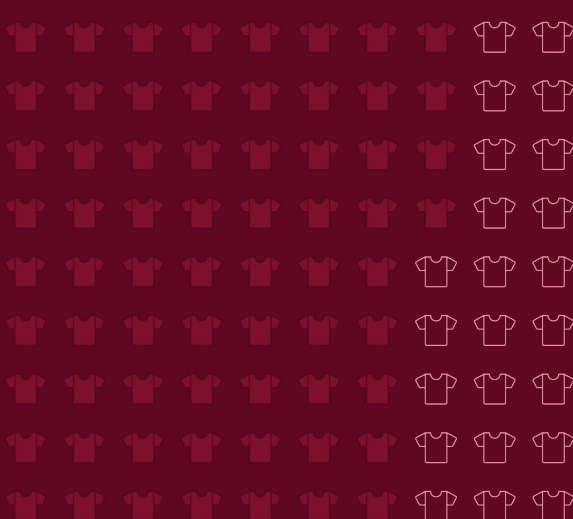
38%
OF IMAGES HAVE VAGUE OR MISSING IMAGE ALT TEXT

75% of online shoppers rely on product photos to help them make a purchase decision, yet the average retail page had 14 inaccessible images.

Without descriptive alt text, visually impaired shoppers can struggle to know what each image is supposed to represent, making it harder to compare products, sizes, and more.

25%
OF FORMS ARE MISSING ACCESSIBLE INSTRUCTIONS FOR EACH INPUT FIELD

When forms aren't properly labeled, visually impaired shoppers may not know what to enter into each field — impacting their ability to add payment methods, purchase items, and update account information.

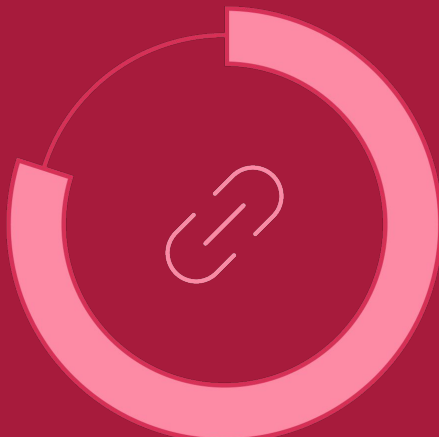


31%
OF PAGES HAVE KEYBOARD ACCESSIBILITY ISSUES

When menus, buttons, and forms can't be accessed without a mouse, blind and mobility-impaired shoppers may be unable to browse products, add items to their carts, or finish checking out.

80%
OF ALL PAGES HAVE LINKS THAT ARE NOT CLEAR TO ALL USERS

When a link's purpose isn't clear, it can be difficult for shoppers to navigate between pages or find key information about products, shipping policies, and more.



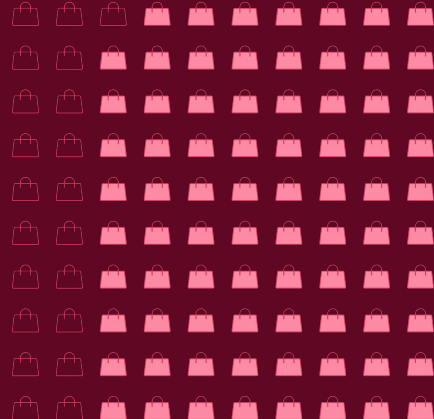
“It’s genuinely disheartening. And it’s way too common. I could not tell you how many times I’ve been unable to access my cart, fill out my shipping information, or solve the CAPTCHA.”

CHRIS PREIMAN
INTERNET SECURITY PROFESSIONAL

LEGAL REQUIREMENTS

Accessibility isn’t just good business; it’s the law

With recent updates to accessibility laws like the **Americans with Disabilities Act (ADA)** and the **European Accessibility Act (EAA)**, it's critical for retail brands to understand their digital accessibility requirements. In recent years, the number of web accessibility lawsuits has soared — and retail brands make up the vast majority of suits.



79% of web accessibility lawsuits in 2022 targeted retail websites — with nearly three-quarters filed against companies earning less than \$25 million annually.

Deliver an accessible experience to every guest

At AudioEye, our combination of powerful automation, expert custom testing, and dedicated legal support helps you deliver an accessible experience to every user.

Check out a [demo of our tools and services](#) or [talk to an expert](#) about your accessibility needs.

▼ **67%**

AudioEye customers saw a **67% reduction in valid legal claims**, compared to other industry solutions.