



# Ecommerce Accessibility: 2025 Readiness Snapshot

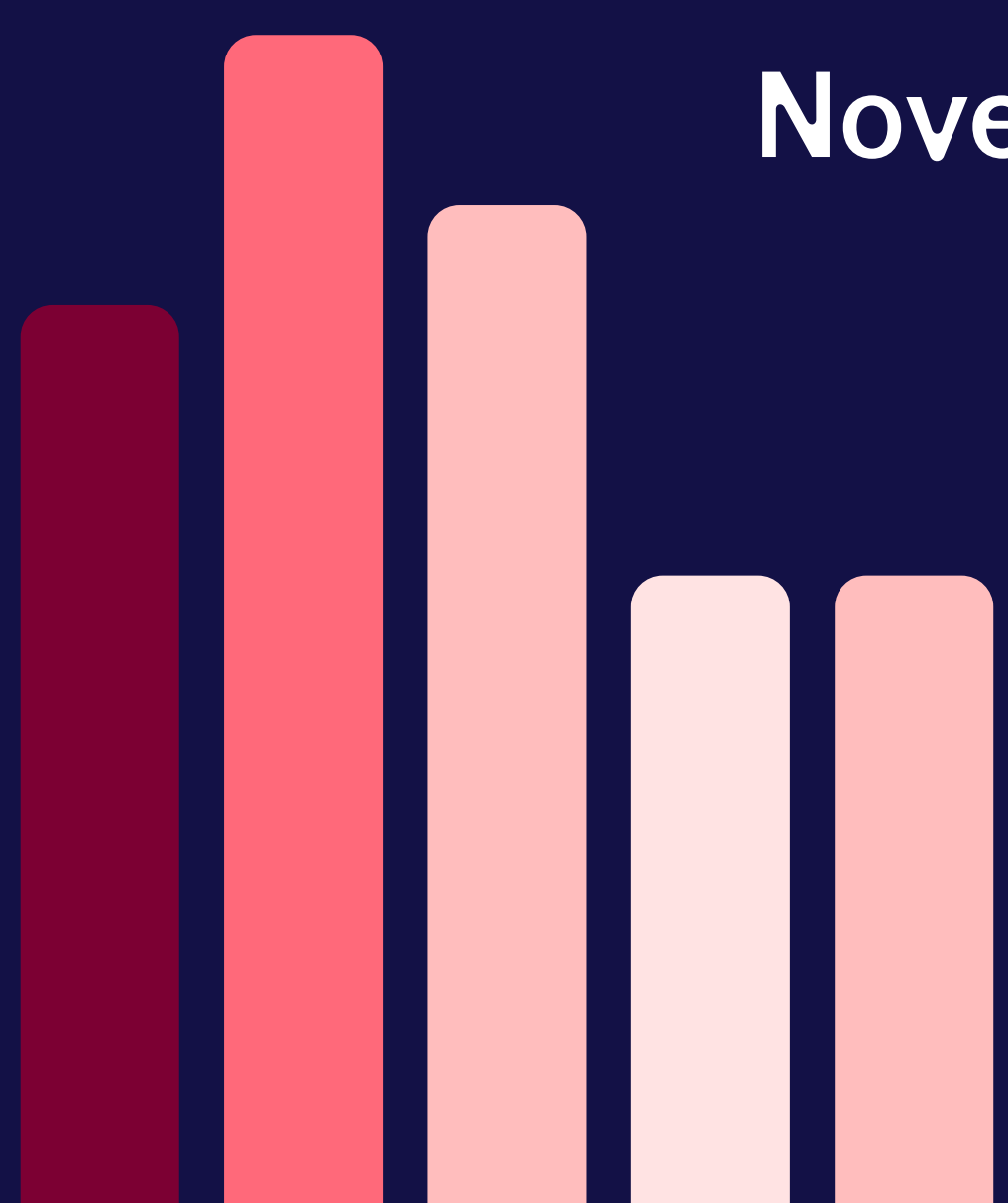


Can everyone  
complete a checkout?



Report summary &  
Key findings

November 2025



Our vision is to help build a fair  
and inclusive digital world.

Contact us at [foundation@contentsquare.com](mailto:foundation@contentsquare.com) or learn  
more about our work at [contentsquare-foundation.org](https://contentsquare-foundation.org)



# 94 % of Europe's top ecommerce sites have inaccessible checkout flows.

The **2025 Ecommerce Accessibility Readiness Snapshot** audits the **most visited ecommerce sites**—across five European markets and five global marketplaces—**against 15 critical WCAG 2.2 accessibility criteria** to assess sector readiness in the wake of the European Accessibility Act (EAA).



We aim to answer a simple question,  
**Can everyone complete a checkout?**

## Why it matters

# 77%

of EU internet users shop online

(Eurostat, 2024)

# 27%

of EU adults—more than 100 million people—live with a disability

(EU, 2023)

# \$18 trillion

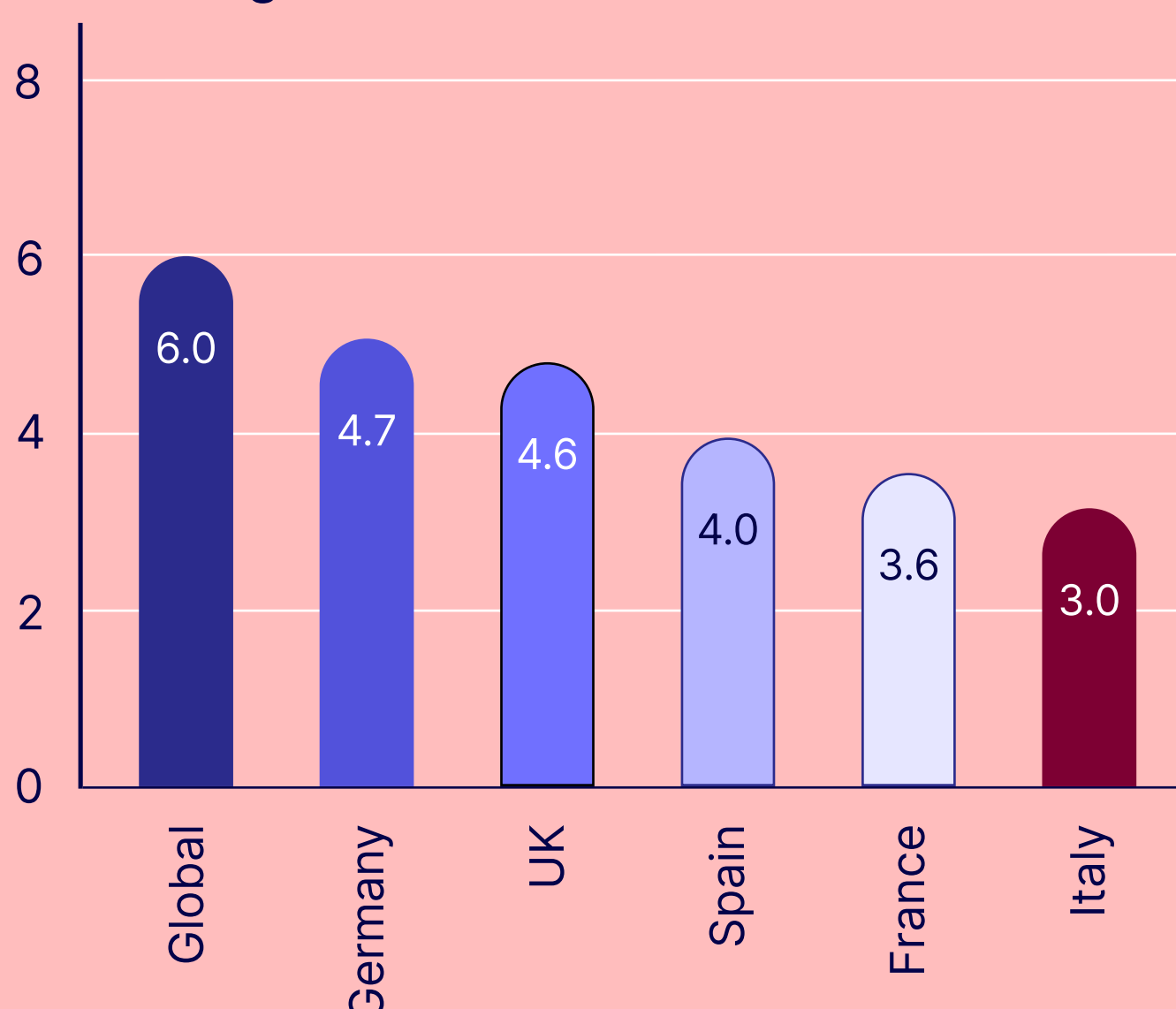
is the total annual spending power of the global disability market.

(Return on Disability, 2024)

For businesses, inaccessible shopping flows lead to → abandoned carts, lost revenue, legal sanctions, and reputational damage.

**None of the European markets audited achieved even 50% compliance**—no one is EAA ready.

European market leaderboard, on average (out of 10)



→ Germany (4.7/10) and the UK (4.6/10) led the pack, while France (3.6/10) and Italy (3/10) trailed.

→ Global marketplaces perform better on average (6/10), but inconsistently — scores range from 1.1 → 9.0 out of 10.

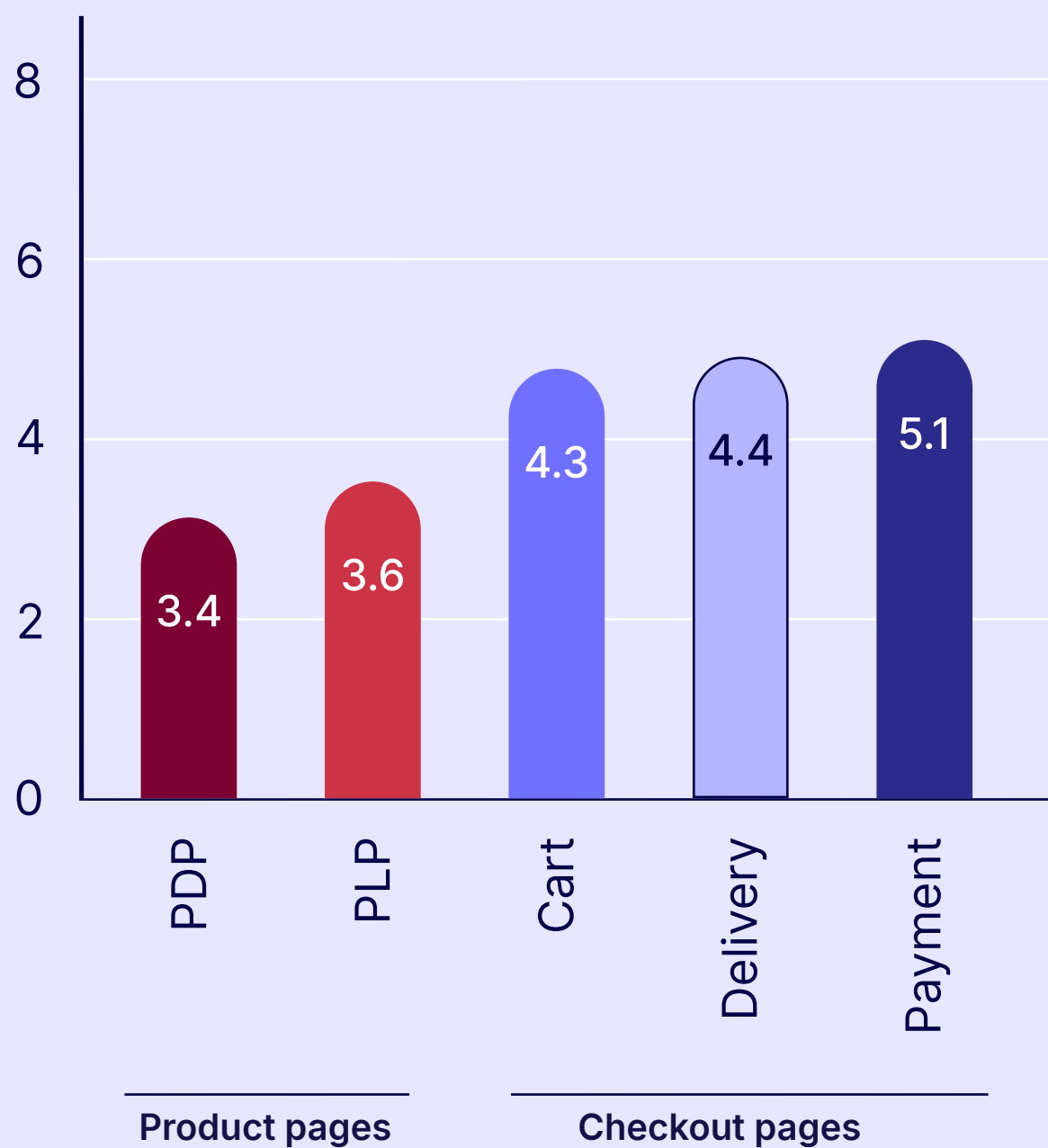
→ No one is ready for the EAA, leaving millions of consumers at risk of exclusion.

**Methodological note:** A total of 250 pages were manually analyzed across the main 5 stages of the ecommerce journey: Product Listing Pages (PLP), Product Detail Pages (PDP), Cart, Delivery, and Payment. Each page was tested against 15 WCAG 2.2 criteria and given a score out of 10 per criteria, with 10 being the highest.



## Barriers accumulate across the entire customer journey, from product to payment.

Compliance score by page type, on average (out of 10)



→ Product pages score lowest (3.5/10) on average, meaning most users never make it to checkout.

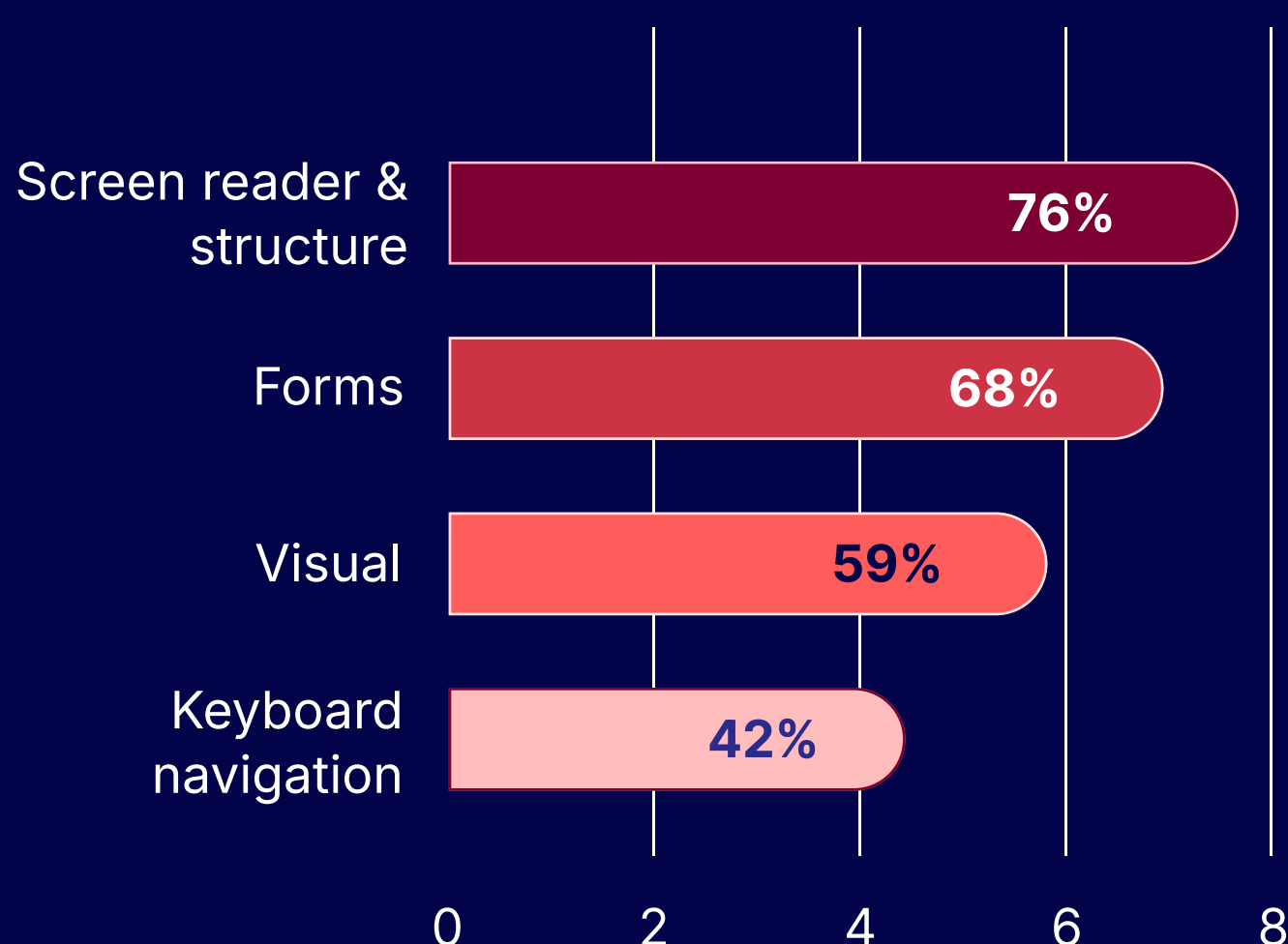
→ In some markets, the picture is even worse: PLPs scored only 2.4/10 in France and 3/10 in Italy, while PDPs in Italy dropped to 2.2/10.

→ Checkout pages perform slightly better (Cart 4.3, Delivery 4.4, and Payment 5.1), yet still fail half of the accessibility criteria tested.

If users can't complete a purchase, businesses can't complete the sale.

## Common accessibility barriers break the checkout experience.

Accessibility criteria group\* failure rate, on average



\*We tested for, and grouped 15 WCAG 2.2 criteria into 4 categories based on user impact.

→ Across all 250 pages audited, no criteria group achieved more than 60% compliance.

What the groups represent:

- **Screen reader:** Content is readable by assistive tech
- **Forms:** Fields are labeled and prevent errors
- **Visual:** Text, icons and buttons are easy to see and read
- **Keyboard:** Pages fully navigable without a mouse

Why do users get stuck? Check the next page for criteria specific insights →



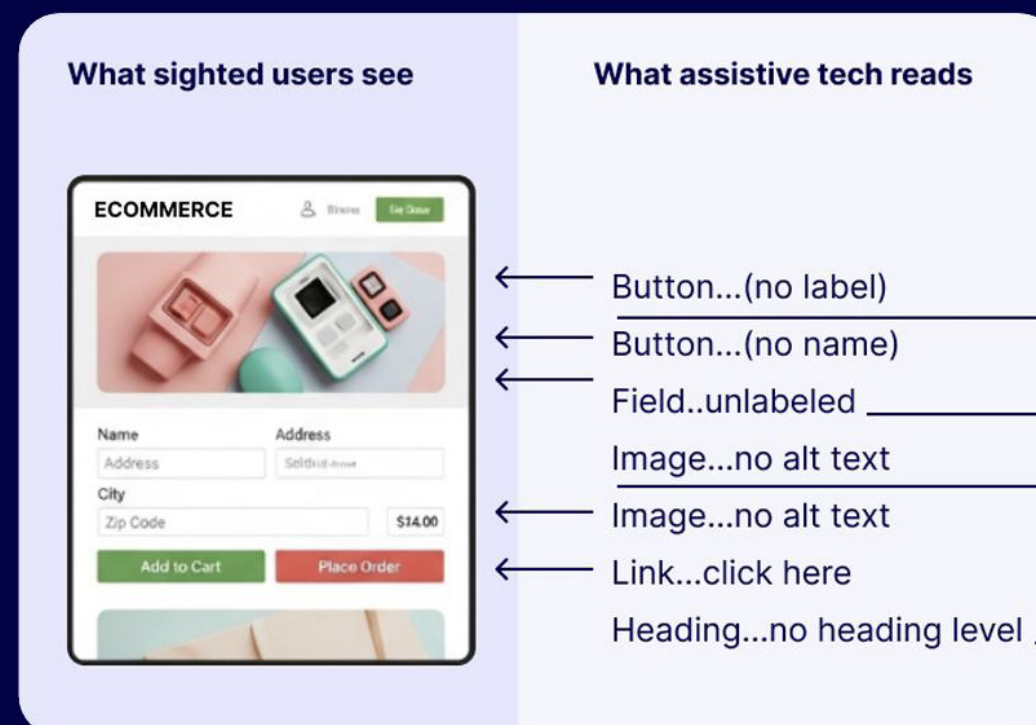
## The most common accessibility barrier? **Checkout is invisible to assistive technologies.**

**84%**

of all audited pages failed to label buttons, fields, and elements\*,

leaving them functionally invisible/unannounced to assistive technology users.

\*This refers to the #1 most failed criteria (4.1.2 Name, Role, Value) from the screen reader group.



EX) Instead of hearing "Add to cart," assistive tech users only hear "button."

If users can't understand what's happening, they can't complete a purchase!

## Do accessibility statements correlate with better performance?

Accessibility statements publicly outline the site's accessibility standards, goals, limitations, and allows users to request assistance.

Out of all sites audited,

→ **62% had an accessibility statement**

→ Sites that had an accessibility statement scored **8% higher on audited criteria**, on average.

→ **56% of those accessibility statements were added in June 2025 alone.**

## Call to action

As of June 2025, the European Accessibility Act requires all shopping flows, from browsing to payment, to be accessible.

Businesses need to:

1. **Fix most blocking, recurring accessibility barriers now** → They can be done incrementally without redesigning the whole flow.
2. **Build accessibility into the process** → Update design systems and coding standards so new releases are accessible by default.