

The State of Web Accessibility:

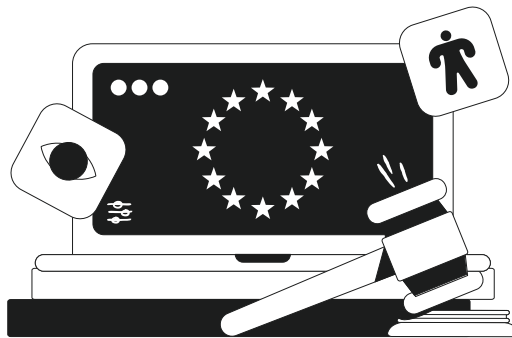
Are European companies ready for the June 28th, 2025 deadline?



INTRODUCTION

Navigating the 2025 Compliance Deadline

The European Accessibility Act (EAA), introduced in 2019, is gaining increased attention as the compliance deadline approaches. **Businesses must ensure that any new products and services they offer adhere to the accessibility standards outlined by the Act by 28 June 2025.** This regulation aims to eliminate barriers for people with disabilities and promote inclusivity across various industries, including digital platforms.



Web accessibility involves designing and developing websites, apps, and other digital products so more people can use them, including individuals with disabilities. This includes making content accessible to people who rely on assistive technologies like screen readers, ensuring that websites are navigable using a keyboard, and providing alternatives to visual and auditory content.

While the EAA's overarching goals apply across the European Union, enforcement and penalties for non-compliance will be handled individually by each EU member state. This makes it crucial for companies operating across borders to understand the specific requirements of each market and prepare accordingly.



GOOD TO KNOW

The directive applies to enterprises outside of the EU that provide services or sell products to consumers within the EU. For instance, US-owned retail websites aimed at consumers in the EU or within a specific country of the EU, or smartphone or e-reader devices sold in the EU by a US-based company. For all countries, the same date applies: **June 28, 2025.**

To understand how prepared the companies are, we surveyed professionals working across Europe involved in digital accessibility. As the EAA deadline approaches, the findings of this survey emphasize the importance of taking timely action to ensure that businesses not only meet legal obligations but also contribute to a more inclusive digital landscape for all users.



The European Accessibility Act (EAA) is a directive adopted by the European Union aimed at improving the accessibility of a wide range of products and services for people with disabilities.

[READ THE DOCUMENT](#) 



Web Content Accessibility Guidelines (WCAG) provide technical guidelines and success criteria for web content accessibility.

[READ THE DOCUMENT](#) 

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Executive Summary

- 1 **18.5%** of respondents confessed they were not aware of the EAA requirements.
- 2 Most respondents feel somewhat prepared for the upcoming regulations, while **16%** of companies have not even started to make any changes.
- 3 **Limited** resources and lack of suitable technical tools are the most common challenges companies face.
- 4 **53.33%** of interviewees stated that accessibility is a top priority for their business.
- 5 Meanwhile, only **27.5%** of respondents feel their company has in-depth knowledge and understanding of digital accessibility standards.
- 6 Only **30.5%** of companies regularly provide accessibility training for their employees.
- 7 **55.7%** of organizations allocated specific budgets to accessibility initiatives.

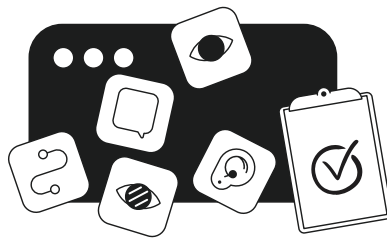
SECTION 1:

Readiness for the 2025 Accessibility Compliance Deadline

While some companies are successfully planning and implementing accessibility changes, many others lack the necessary structures and timelines to ensure compliance. This indicates an urgent need for those lagging behind to speed up their efforts, particularly as deadlines draw near.

Organizations that prioritize accessibility protect themselves from potential penalties and position it as a key business priority. By engaging in proactive planning, they can make necessary adjustments in advance, ensuring they meet evolving standards without facing last-minute disruptions.

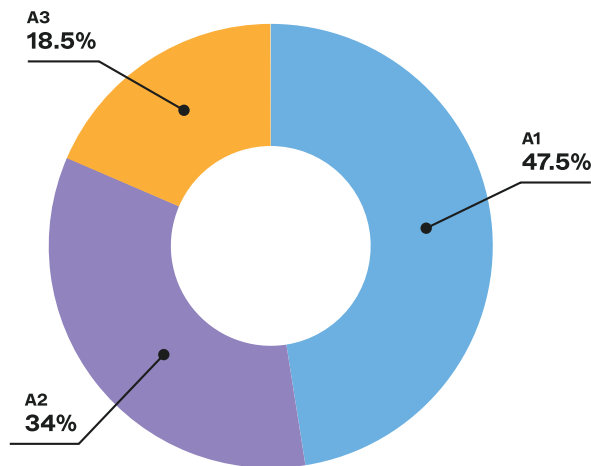
Additionally, non-compliance to EAA will be an expensive problem — a month of non-compliance can cost up to €30,000 for unprepared companies.



1

ARE YOU AWARE OF THE EUROPEAN ACCESSIBILITY ACT AND WHAT IT REQUIRES?

- **47.5% of companies are fully aware of the regulations and have reviewed the Act.** This group demonstrates a proactive approach, ensuring that key decision-makers and teams are informed about the Act's implications. These companies are most likely to be in advanced planning and implementation stages, reflecting good leadership and awareness.
- **34% said they are aware of the Act, but have yet to fully review it.** This suggests that while many companies understand the general requirements, they may not yet be familiar with the specific details necessary to achieve compliance. This gap in understanding could slow their progress and increase the risk of non-compliance as the deadline approaches.
- **18.5% admitted they are not aware of the Act at all,** which is a concerning finding. Given the potential financial and reputation consequences of non-compliance, these businesses must act quickly to bridge this knowledge gap and avoid penalties. This also highlights the need for broader communication and education around the Act.



#	ANSWERS
A1	Yes, we are fully aware and have reviewed the requirements.
A2	Yes, we are somewhat aware but need more information.
A3	No, we are not aware of the EAA requirements.

While many companies are actively preparing and have a solid grasp of the Act's requirements, a significant portion lacks detailed knowledge, which could slow down their compliance efforts. Even more concerning is that some companies are completely unaware of the Act, highlighting a critical need for increased awareness and education to ensure businesses avoid potential legal and financial consequences as the 2025 deadline approaches.



IMPORTANT

Non-compliance with the European Accessibility Act (EAA) can lead to significant penalties*, including fines and potential legal action from those seeking accessibility improvements in physical and digital environments.

Here's an outline of possible penalties under the EAA:

Non-Compliance Fines

Failure to meet EAA standards may result in administrative fines ranging from €5,000 to €20,000 per violation, with the exact amount depending on factors like the severity of the violation and the organization's type and size. For instance, a small e-commerce website that isn't screen-reader compatible might incur fines up to €15,000, while larger corporations could face fines up to €20,000 per location in their network.

Daily Penalties for Ongoing Non-Compliance

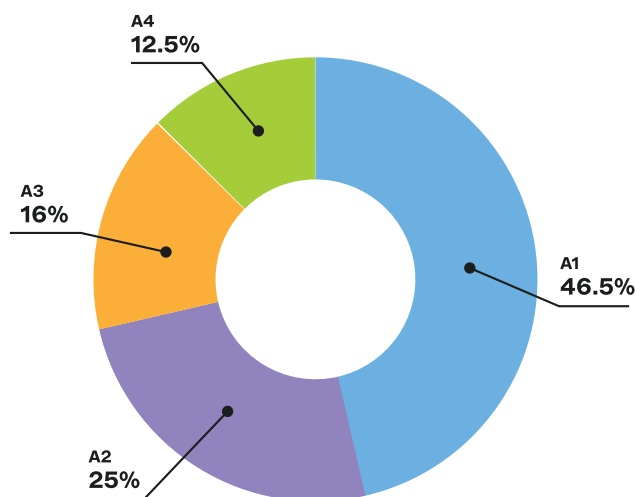
If non-compliance persists, daily fines — up to €1,000 — can accumulate until issues are resolved. For example, a daily penalty of €500 starting January 1st would amount to €15,000 by month's end. These escalating fines are intended to encourage swift action on accessibility improvements across all types of organizations.

** Penalties vary from country to country. Please check country-specific regulations for relevant data.*

2

HOW PREPARED DO YOU FEEL YOUR COMPANY IS TO MEET THE 2025 ACCESSIBILITY REQUIREMENTS?

- **25% of respondents** stated they feel very prepared and have a detailed plan in place. This quarter of businesses appears to be ahead of the curve, with structured strategies and likely well-established processes to ensure full compliance. These companies have likely already allocated resources, conducted audits, and trained their teams, positioning them to meet the 2025 deadline with confidence.
- **46.5% reported feeling somewhat prepared**, indicating they have started making the necessary changes but are not yet fully ready. While this group has begun the process, there may still be gaps to address, such as refining content, improving accessibility practices, or finalizing their implementation strategies. These businesses are moving in the right direction but may need to accelerate their efforts to be fully prepared by 2025.
- **16% acknowledged that they are not prepared** and have not yet started preparing. This group is at the highest risk of non-compliance, with significant work still to be done. Without immediate action, these companies could struggle to meet the accessibility requirements in time, potentially facing penalties or challenges when the regulations take effect.
- **12.5% of respondents were unsure about their company's preparedness**, suggesting a lack of clarity or internal communication regarding accessibility initiatives. These companies may need more information or assessments to determine where they stand and what steps are necessary to ensure compliance by the 2025 deadline.



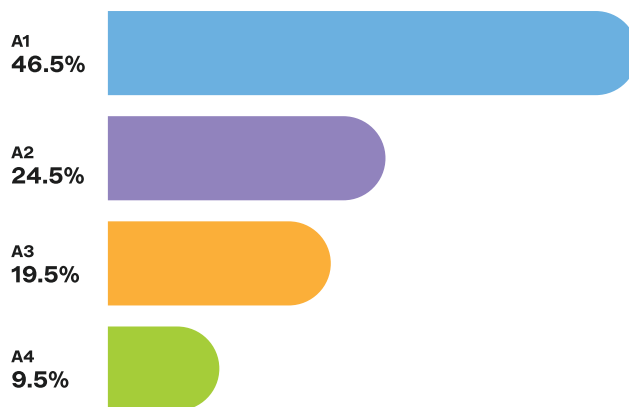
#	ANSWERS
A1	Somewhat prepared; we have started to make the necessary changes.
A2	Very prepared; we have a detailed plan in place.
A3	Not prepared; we have not started preparing yet.
A4	Unsure; we need more information to determine our preparedness.

The results reveal that while many companies have made progress toward meeting the 2025 accessibility requirements, lots of organizations still face challenges, whether due to incomplete preparations or uncertainty about where they stand in the compliance process.

3

HAVE YOU STARTED MAKING CHANGES TO YOUR DIGITAL PRODUCTS AND SERVICES TO COMPLY WITH THE EAA?

- **19.5% of respondents** stated that they had already made significant changes. These companies are proactively working toward full compliance and have likely implemented key accessibility features across their digital products and services. This group is well on its way to meeting the 2025 deadline, showcasing a commitment to accessibility and regulatory readiness.
- **46.5% reported that they have started making some changes**, indicating that nearly half of the companies are in the process of updating their digital offerings but still have more work to do. While these companies are on the right path, they may need to accelerate their efforts to ensure that they can meet all the requirements in time.
- **24.5% said they haven't started yet, but they plan to.** These companies acknowledge the need for action but may risk falling behind if they don't begin making changes soon. With the 2025 deadline approaching, they must prioritize accessibility improvements to avoid non-compliance.
- **9.5% of respondents stated they have no plans to make changes at this time.** This is a concerning figure, as these companies are likely at the highest risk of failing to meet the EAA's requirements. Without a plan in place, they may face penalties or other challenges when the regulations are enforced.



#	ANSWERS
A1	Yes, we have started making some changes.
A2	No, we haven't started yet, but we plan to.
A3	Yes, we have already made significant changes.
A4	No, we don't have any plans to make changes at this time.

The results indicate that many companies have begun the process of adapting their digital products and services to comply with the EAA. Meanwhile, a significant portion either has not started or lacks a clear plan, which could put them at risk of non-compliance as the 2025 deadline approaches.

SECTION 2:

Current Challenges In Building Accessible Digital Experiences

Companies with limited budgets or lacking technical expertise may struggle to keep up unless they reassess how they allocate resources and invest in accessible design and development tools. To tackle these challenges, organizations can adopt flexible solutions, including content management systems (CMS), to simplify integration, enhance workflows, and incorporate accessibility from the outset.

Leading companies will prioritize upskilling their teams and ensuring accessibility is integrated into every phase of their digital projects. This approach not only helps them meet compliance standards but also fosters more inclusive user experiences.

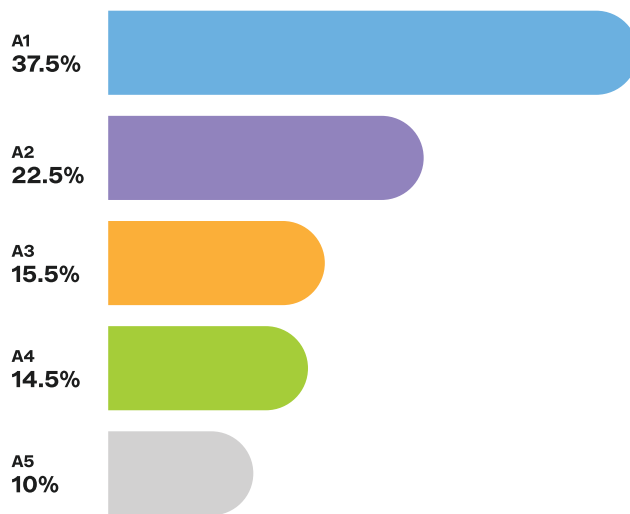


4

WHAT ARE THE BIGGEST CHALLENGES YOU FACE WHEN TRYING TO MAKE YOUR DIGITAL CONTENT ACCESSIBLE?

- **37.5% of respondents identified limited resources (time, budget, personnel)** as their biggest challenge. This shows that many companies are struggling to allocate the necessary resources to implement accessibility changes effectively. This group may face difficulties prioritizing accessibility amidst competing business demands, which could hinder their ability to meet the 2025 deadline.
- **22.5% reported technical limitations or a lack of suitable tools** as a challenge. These companies may find it difficult to integrate accessibility features into their existing technology stack, or may lack access to the appropriate software and tools that support accessibility. Overcoming this challenge will require finding the right solutions that fit their technical environment.
- **15.5% noted difficulty integrating accessibility into existing workflows.** This suggests that, for some companies, embedding accessibility into established content creation and development processes remains a challenge. Without seamless integration, there could be inefficiencies or delays in achieving compliance.

- **14.5% stated that a lack of awareness or understanding of accessibility requirements** was a major challenge. These companies may be struggling with knowledge gaps or unclear guidance on what accessibility entails and how to implement it effectively. Addressing this challenge will require better education and training for teams.
- **10% cited “other” challenges**, which could include organizational resistance, complex regulations, or industry-specific issues. This group may face unique obstacles that require tailored solutions.



#	ANSWERS
A1	Limited resources (time, budget, personnel) to implement changes.
A2	Technical limitations or lack of suitable workflows.
A3	Difficulty in integrating accessibility into existing workflows.
A4	Lack of awareness or understanding of accessibility requirements.
A5	Other

While a lack of resources is the most significant challenge, companies also face technical and operational hurdles when trying to make their digital content accessible. Overcoming these barriers will be crucial for ensuring compliance with the upcoming regulations.



GOOD TO KNOW

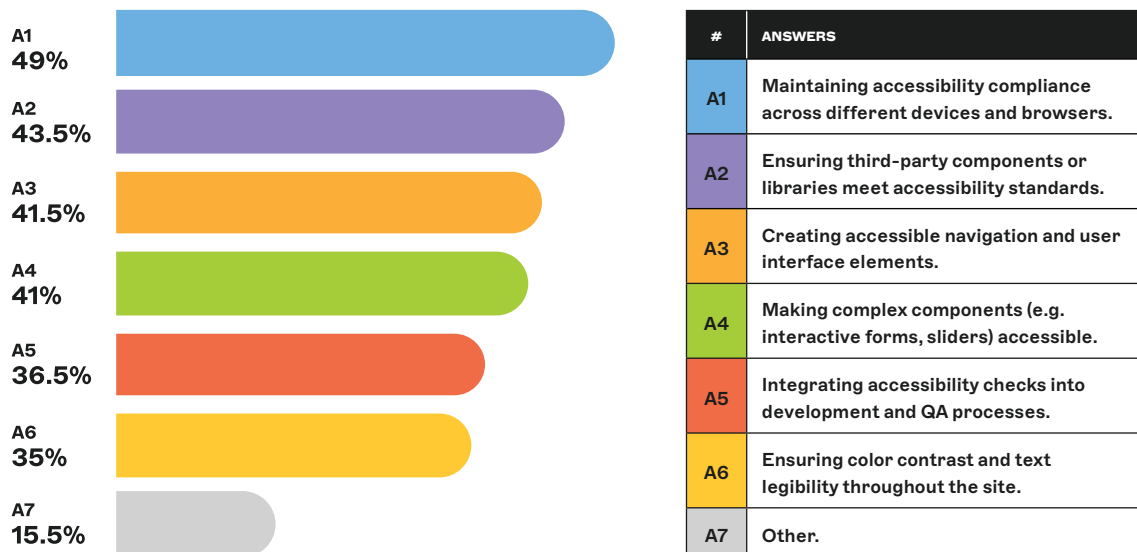
Choosing a flexible content management system (CMS) that supports various technologies can address both technical limitations and the challenges of integrating accessibility into existing workflows.

In this context, a **headless CMS** is an ideal solution. Its architecture allows users to incorporate any software integrations into their existing tech stack or completely overhaul it without sacrificing functionality. Furthermore, most modern headless CMS platforms offer robust collaboration features and the ability to customize workflows. This flexibility enables companies to easily integrate third-party accessibility tools and adjust their workflows to overcome any limitations they currently encounter.

5

WHAT TECHNICAL CHALLENGES DO YOU FACE WHEN IMPLEMENTING ACCESSIBILITY GUIDELINES (E.G., WCAG 2.1)?

- **49% of respondents cited maintaining accessibility compliance across different devices and browsers** as the biggest technical challenge. This reflects the complexity of ensuring consistent accessibility across a variety of platforms, which may require significant testing and adjustments to meet WCAG 2.1 standards.
- **43.5% reported difficulties in ensuring third-party components or libraries meet accessibility standards.** Many companies rely on third-party tools that may not always be designed with accessibility in mind, making it difficult to guarantee compliance. This challenge indicates a need for more collaboration with third-party vendors or selecting tools that prioritize accessibility.
- **41.5% pointed to challenges in creating accessible navigation and user interface (UI) elements.** Ensuring an intuitive and accessible UI requires careful planning and development, and even minor oversights can negatively impact user experience. This challenge underscores the importance of embedding accessibility into the design and development process.
- **41% found making complex components like interactive forms and sliders accessible** to be a challenge. These dynamic elements often present difficulties in ensuring they meet accessibility guidelines while maintaining functionality and ease of use.
- **36.5% mentioned integrating accessibility checks into development and QA processes.** This highlights that while accessibility is important, it may not be fully integrated into companies' existing workflows, resulting in delays or incomplete compliance checks during development.
- **35% of respondents struggled with ensuring color contrast and text legibility** across their site. This issue, though relatively easy to address with tools and guidelines, continues to be a challenge for over a third of companies, potentially affecting user experience for those with visual impairments.
- **15.5% noted other technical challenges,** which could include unique issues based on their specific industry, technology stack, or digital content.



These findings reveal significant technical challenges in achieving WCAG 2.1 compliance, but there are practical solutions that can help streamline accessibility across different aspects of development.

- To maintain accessibility across devices and browsers, companies can implement automated cross-platform testing tools that detect accessibility issues early, reducing the need for extensive manual adjustments. Tools like Axe or Lighthouse can identify common issues across multiple platforms, making it easier to maintain consistent accessibility.
- When it comes to third-party components, selecting tools that prioritize accessibility or work closely with vendors to ensure compatibility is key. Opting for libraries and plugins with built-in accessibility features can simplify compliance and minimize the need for customization.
- For accessible UI and navigation, adopting an accessibility-first approach from the design stage can prevent issues down the line. Using reusable components—like those found in many headless CMSs—allows developers to create accessible elements once and apply them across the platform, ensuring consistency.
- Complex elements like forms can be made accessible by using accessible libraries or creating custom components designed to follow WCAG guidelines. Establishing accessibility checklists for developers can also ensure these elements are built accessibly from the start.
- Finally, to integrate accessibility checks into QA and development, adding accessibility testing at each stage of the workflow—rather than as a final step—can ensure issues are caught early. Including color contrast and text legibility tools in design processes can help avoid some of the more common barriers to compliance and improve the overall user experience.



GOOD TO KNOW

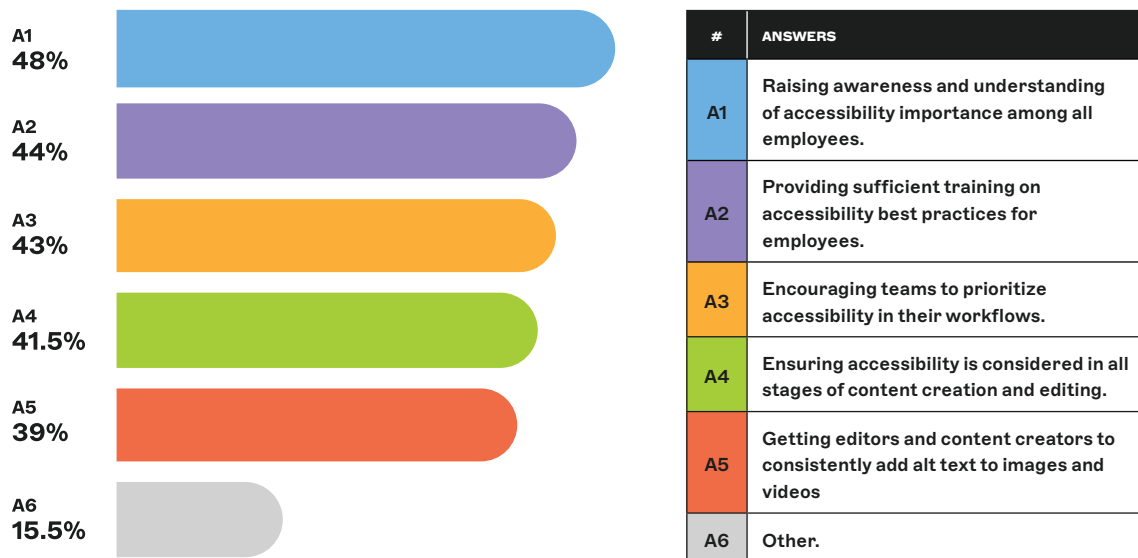
Importance of manual testing

While automated tools are invaluable for identifying systemic and repeatable issues, manual testing plays a critical role in ensuring true accessibility. Manual testing, especially when conducted by individuals with disabilities, can uncover context-sensitive barriers such as poor keyboard navigation, ineffective alt text, or problematic interactive components that automation often misses. By incorporating manual testing alongside automated methods, organizations can ensure their digital content is not just technically compliant but also practically usable and inclusive

6

WHAT CULTURAL OR ORGANIZATIONAL CHALLENGES DO YOU FACE WHEN IMPLEMENTING ACCESSIBILITY GUIDELINES (E.G., WCAG 2.1)?

- **48% of respondents** reported **raising awareness and understanding of accessibility importance among all employees** as the biggest challenge. This highlights the need for widespread education and internal advocacy to ensure that accessibility is understood and valued across all departments, not just within technical teams.
- **44% stated that providing sufficient training on accessibility best practices** for employees is a challenge. This reflects a need for companies to invest in more comprehensive, ongoing training for employees across various departments, from content creators to developers.
- **43% said encouraging teams to prioritize accessibility in their workflows** was a hurdle. Accessibility may still be seen as secondary to other goals, such as speed or aesthetics, which can delay or undermine efforts to integrate accessibility into daily work.
- **41.5% noted the difficulty in ensuring accessibility is considered in all stages of content creation and editing.** This suggests that while accessibility might be a focus in some areas, such as design or development, it may not be fully embedded into content creation and publishing processes.
- **39% reported challenges in getting editors and content creators to add alt text to images and videos consistently.** Alt text is a fundamental accessibility requirement, but ensuring it's consistently applied can be difficult without strict guidelines or oversight.
- **15.5% noted other organizational challenges**, including issues specific to their company culture or industry, such as resistance to change or lack of executive support.



These results reveal that cultural and organizational obstacles significantly impact accessibility efforts. The primary challenge — raising awareness and understanding of accessibility’s importance — suggests a gap in widespread appreciation for accessibility beyond technical teams, indicating the need for broader internal advocacy and education across all departments.

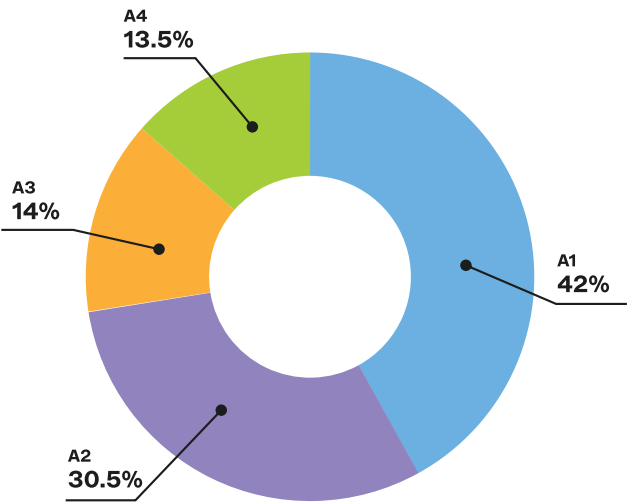
Prioritizing accessibility in workflows remains a hurdle, as teams often view it as secondary to other goals like efficiency or visual appeal. This approach undermines efforts to integrate accessibility into daily tasks, like consistently adding alt text or embedding accessibility into content creation.

Overall, a stronger accessibility culture, backed by executive support and regular training, is crucial for meaningful progress.

7 HOW OFTEN DO YOU ENCOUNTER COMMON ACCESSIBILITY ISSUES LIKE LOW-CONTRAST TEXT OR MISSING ALTERNATIVE TEXT FOR IMAGES?

- **32.2% of respondents** stated that they had **never encountered these issues**, suggesting that nearly a third of companies have taken effective measures to address common accessibility problems like low-contrast text or missing alt text. These companies are likely to have rigorous accessibility processes in place.
- **29% reported they rarely encounter these issues**, indicating that while problems may still arise occasionally, they are largely under control. This group likely has systems in place to catch and correct these errors before content goes live.
- **25.8% said they encounter these issues occasionally**, meaning that while they are aware of and address accessibility problems, they still face regular challenges in maintaining consistent compliance.

- **12.9% noted they frequently encounter accessibility issues**, showing that some companies still grapple with basic accessibility requirements. To ensure compliance, these businesses may need to implement more comprehensive checks or provide better training.



#	ANSWERS
A1	Occasionally; we encounter these issues from time to time.
A2	Rarely; we have addressed most of these issues.
A3	Never; we don't encounter these issues.
A4	Frequently; these issues are common in our content.

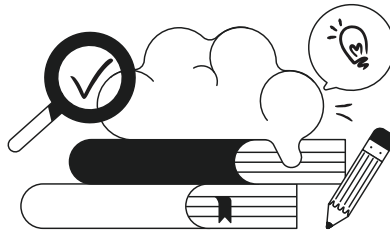
The responses show that while a significant number of companies have addressed common accessibility issues, many still struggle to consistently meet these basic standards.

SECTION 3:

Accessibility Journey and Knowledge

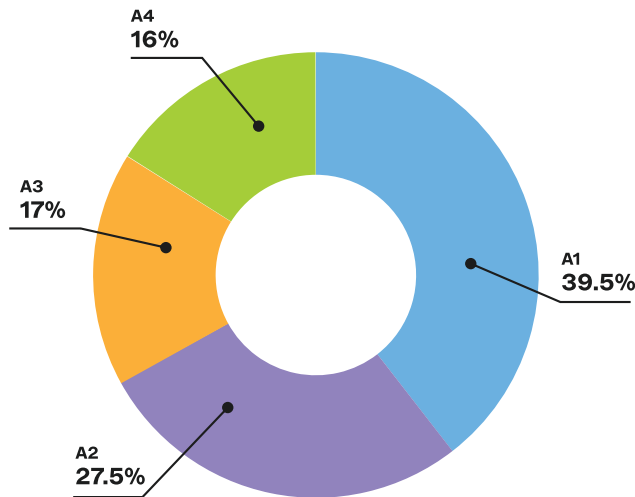
There is a broad spectrum of accessibility knowledge within organizations, ranging from a deep understanding to complete unfamiliarity. This inconsistency highlights a critical need for standardized training across departments, especially for smaller teams with limited resources.

Companies that prioritize accessibility education now will find it easier to keep pace with compliance requirements and minimize risk as the deadline nears. By making accessibility a core component of ongoing training, organizations can not only achieve compliance but also foster a culture of inclusivity, where every team member understands their role in delivering accessible digital experiences.



HOW WOULD YOU RATE YOUR COMPANY'S KNOWLEDGE AND UNDERSTANDING OF DIGITAL ACCESSIBILITY STANDARDS?

- **36% rated their knowledge as moderate**, meaning they understand the basics but may need further training or support to implement standards fully and correctly.
- **34% rated their knowledge as high**, indicating that a significant portion of businesses are well-versed in accessibility standards and likely have dedicated teams or external support helping them stay informed.
- **20% rated their knowledge as low**, reflecting a need for increased education and awareness. These companies may lack dedicated resources or may be in the early stages of their accessibility journey.
- **10% were unsure**, suggesting that some businesses may not yet have evaluated their understanding of accessibility or have not prioritized it as a learning focus.

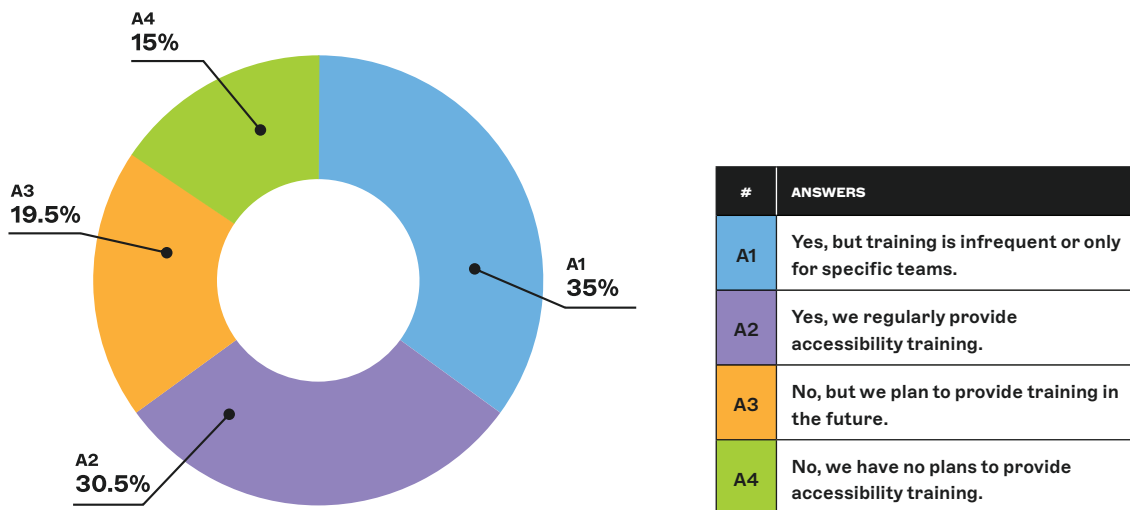


#	ANSWERS
A1	Somewhat knowledgeable; we are aware of the basics.
A2	Very knowledgeable; we have in-depth understanding and expertise.
A3	Limited knowledge; we need more training and information.
A4	No knowledge; we are not familiar with accessibility standards.

The range of responses indicates that while many companies are growing in their understanding of digital accessibility, there are still gaps that need to be addressed to ensure full compliance and inclusivity.

9 HAVE YOUR EMPLOYEES RECEIVED TRAINING ON ACCESSIBILITY BEST PRACTICES AND REGULATIONS?

- **45% of respondents** stated that their employees have received some form of training, indicating that nearly half of the companies are actively educating their teams. This is a positive sign, as well-trained employees are essential for the successful implementation of accessibility standards.
- **32% said that they plan to offer training** in the near future, suggesting that while many companies recognize the importance of training, they may still be in the early stages of their accessibility efforts or facing resource constraints.
- **23% admitted that they have not provided any training**, highlighting a gap in preparedness. Without proper training, these companies may struggle to implement accessibility initiatives effectively or could face compliance risks as the 2025 deadline approaches.

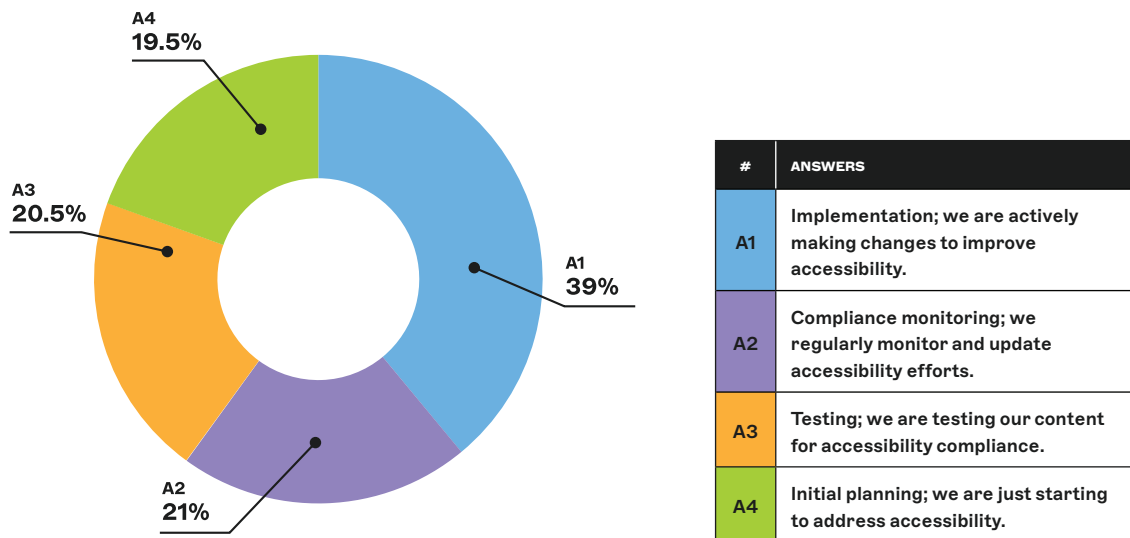


Although awareness of the need for accessibility training is increasing, many companies still need to prioritize fully equipping their teams to meet accessibility requirements effectively.

10

WHAT STAGE IS YOUR COMPANY AT IN ITS ACCESSIBILITY JOURNEY (E.G., INITIAL PLANNING, IMPLEMENTATION, TESTING, OR COMPLIANCE MONITORING)?

- **42.9% of respondents** said their company is in the implementation phase, meaning that almost half are actively working to make their digital products accessible. This is a strong indicator that many companies are taking the necessary steps to meet the upcoming regulatory deadlines.
- **26% are still in the planning phase**, suggesting that these businesses are aware of the regulations but have not yet started making concrete changes. With 2025 fast approaching, these companies may need to accelerate their efforts to avoid falling behind.
- **18% stated that they are already conducting testing**, which shows that a smaller portion of companies are in the more advanced stages of their accessibility efforts, focusing on ensuring their changes are effective and compliant.
- **13% said they are in the compliance monitoring phase**, indicating that these companies have made significant progress and are now focused on maintaining and ensuring ongoing accessibility in their digital products.

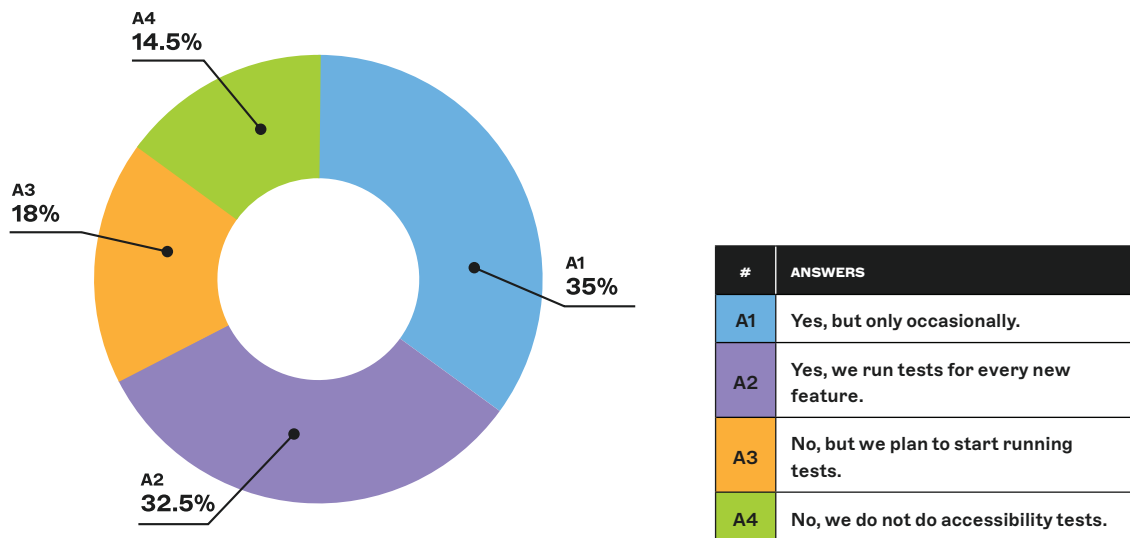


This data suggests that while many companies are on the right track, a significant portion still has a lot of work to do before the 2025 deadline.

11

DO YOU DO REGULAR ACCESSIBILITY TESTS ON NEW FEATURES?

- **35% of respondents** said they conduct regular accessibility tests on new features, which indicates that about a third of companies are making accessibility a core part of their development process. This suggests a growing awareness of the importance of testing to catch accessibility issues early on.
- **41% said they test occasionally**, meaning that while they are aware of the need for testing, it is not a routine part of their workflow. This inconsistency could lead to missed accessibility issues, especially if testing is only done at the end of a project.
- **24% stated they rarely or never test**, highlighting a significant gap in their accessibility practices. Without regular testing, these companies are at a higher risk of non-compliance and may be overlooking significant barriers that could impact users with disabilities.



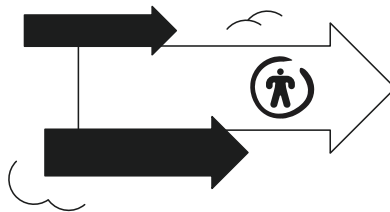
Although some companies are making progress in accessibility testing, many still need to establish it as a consistent, integrated part of their development processes.

SECTION 4:

Impact of Accessibility on Business Strategy

Many companies are beginning to recognize the strategic importance of accessibility, seeing it as a way to improve customer experience and expand their market reach. However, some still view accessibility primarily as a compliance requirement, which may cause them to overlook its competitive advantages.

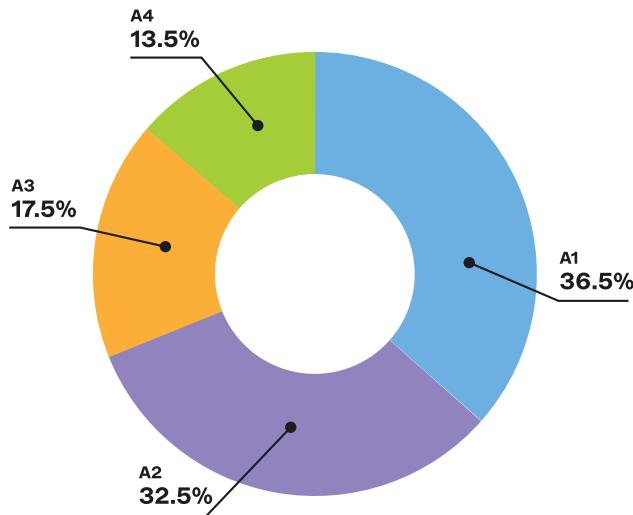
Organizations that make accessibility a core part of their business strategy can use it as a differentiator, allowing them to stand out with a customer-focused approach. By integrating accessibility into their long-term plans, these companies can foster stronger relationships with their customers and create new market opportunities, making accessibility a key driver of sustainable growth.



12

HOW SIGNIFICANT DO YOU BELIEVE DIGITAL ACCESSIBILITY IS TO YOUR OVERALL BUSINESS STRATEGY?

- **69% of respondents stated that accessibility is significant to their overall business strategy**, suggesting that a majority of companies see it as more than just a legal requirement. These businesses are likely aware of the long-term benefits of accessibility, such as improved user experience, brand loyalty, and market expansion.
- **21% said that accessibility is somewhat significant**, meaning that while they recognize its importance, it may not be a top priority in their current strategy. These companies may see accessibility as something they need to address for compliance, but not necessarily as a competitive advantage.
- **10% viewed accessibility as not very significant**, indicating that some companies still see accessibility as a secondary concern. This may reflect a limited understanding of how accessibility can impact their business or a lack of immediate pressure to make changes.



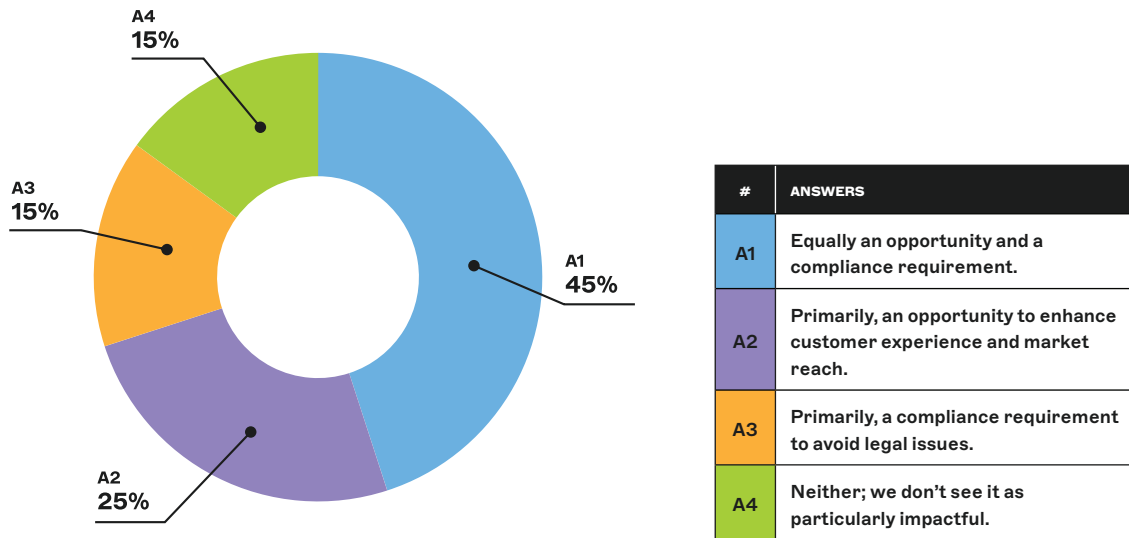
#	ANSWERS
A1	Very significant; it's top priority for our business.
A2	Somewhat significant; it's important, but not a top priority.
A3	Not very significant; it's considered but not prioritized.
A4	Not significant at all; it's not a focus of our business strategy.

These responses highlight a growing recognition of accessibility as a key component of business success, although some companies still view it more narrowly as a compliance issue.

13

DO YOU SEE DIGITAL ACCESSIBILITY AS AN OPPORTUNITY TO ENHANCE CUSTOMER EXPERIENCE AND MARKET REACH, OR MORE AS A COMPLIANCE REQUIREMENT?

- **69% of respondents** see accessibility as an opportunity to enhance customer experience and expand market reach. This suggests that many companies recognize the broader benefits of accessibility, such as improved user satisfaction, increased engagement, and access to a wider audience, including those with disabilities.
- **21% view accessibility primarily as a compliance requirement**, indicating that these businesses may be more focused on avoiding legal penalties rather than leveraging accessibility as a competitive advantage.
- **10% were unsure**, showing that there is still a need to shift mindsets and help companies understand the full potential of accessibility beyond compliance.



These results show that while many companies see digital accessibility as a way to improve customer experience and reach more people, some still look at it mainly as a regulatory box to check. For those just focused on compliance, there's a real opportunity being missed — accessibility doesn't just avoid penalties; it can also boost engagement, customer loyalty, and access to a broader audience.



ACTIONABLE INSIGHT

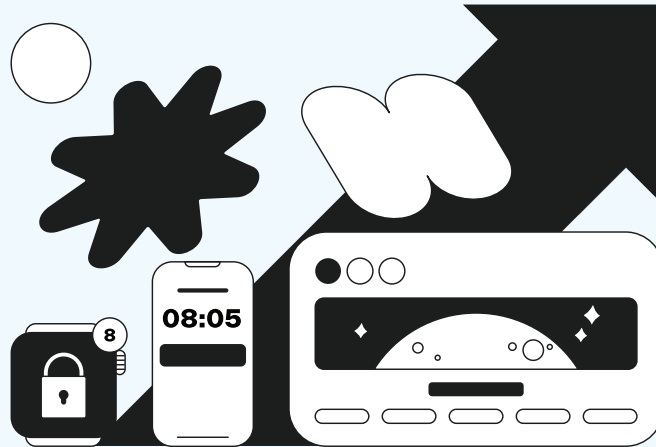
A headless CMS can make it easier to achieve these goals by offering a flexible setup built for growth and adaptability. With a headless CMS, companies can integrate accessibility tools directly into their content workflows, helping to ensure that all channels — websites, apps, and even emerging platforms—remain accessible without needing separate updates. Many headless CMSs also use component-based architectures, which are reusable and customizable, allowing developers to build accessible elements once and apply them across multiple pages or channels. This approach ensures that accessibility practices are consistent and scalable.

Because headless CMS separates the front-end presentation from the back-end content, adding new channels or updating existing ones as technology evolves without disrupting content or starting from scratch is easier. This flexibility not only makes it simpler to maintain accessibility as standards evolve, but also future-proofs the setup, ensuring that accessibility is baked into every new channel or update. For companies looking to make accessibility a core part of their growth strategy, a headless CMS provides the structure and scalability needed to do so effectively.

OVERVIEW

Build Accessible Digital Experiences with Storyblok

The Joyful Headless CMS for Web Accessibility Compliance



[CHECK OUT OUR ACCESSIBILITY STATEMENT](#)

ACCESSIBILITY MADE SIMPLE

For Developers:

- Component-based architecture with your preferred frameworks (Vue, Next.js, Nuxt, React)
- API-first approach for delivering accessible content to any channel

For Marketers:

- Intuitive visual editing tools
- Pre-built accessible components with drag-and-drop functionality

For Enterprises:

- Future-proof architecture that scales with evolving accessibility standards
- ISO 27001 certified security with 99.99% uptime SLA

WHY STORYBLOK FOR ACCESSIBILITY?

1. **Structured Content:** Clean separation of content from presentation
2. **Consistent Components:** Implement accessibility features once, use everywhere
3. **Omnichannel Delivery:** Maintain compliance across all digital touchpoints

TRUSTED BY INDUSTRY LEADERS

AUTODESK

Disney

NETFLIX

THE ORIGINAL
OATLY!

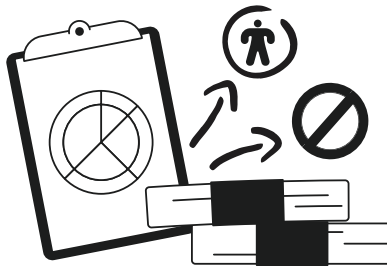
Marc O'Polo
EST. IN STOCKHOLM

SECTION 5:

Budget and Resources

The survey reveals a significant lack of dedicated budgets and teams for accessibility. Many companies use limited or ad-hoc resources, indicating they may be “winging it” rather than treating accessibility as a critical business function. To build a sustainable approach, companies must allocate specific budgets and establish dedicated teams to focus on accessibility initiatives.

This demonstrates a commitment to compliance and ensures that resources are available to implement accessibility changes effectively. Leading organizations will recognize that investing in accessibility is essential for their future resilience, as it helps them prepare for evolving regulations and changing customer expectations.

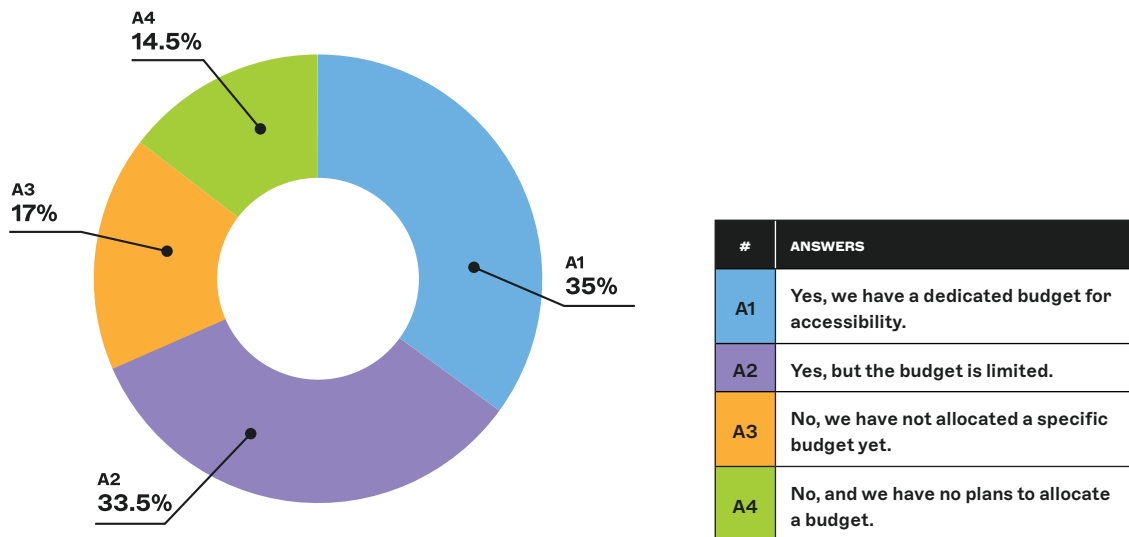


14

HAVE YOU ALLOCATED A SPECIFIC BUDGET FOR ACCESSIBILITY INITIATIVES?

- **35% of respondents stated that they have a dedicated budget for accessibility.** This is a positive indicator that over a third of companies are proactively allocating specific resources to ensure they can meet accessibility standards. These businesses are likely more prepared to comply with the upcoming regulations and are investing in long-term accessibility improvements.
- **33.5% reported having a budget, but it is limited.** While these companies have recognized the need for financial resources, the constrained budget may limit the extent or speed of their accessibility efforts. They are likely taking incremental steps toward compliance, but a larger investment may be needed to fully meet the European Accessibility Act's requirements by 2025.
- **17% have not yet allocated a specific budget** for accessibility, suggesting that while they may be aware of the need for compliance, they haven't formalized their financial planning around accessibility efforts. These companies might still be in the early stages of understanding what resources are necessary to meet regulatory standards.

- **14.5% have no plans to allocate a budget** for accessibility. This is concerning, as these businesses are at high risk of failing to meet the 2025 requirements. Without financial investment, it will be difficult for them to implement the necessary changes to make their digital products and services accessible.

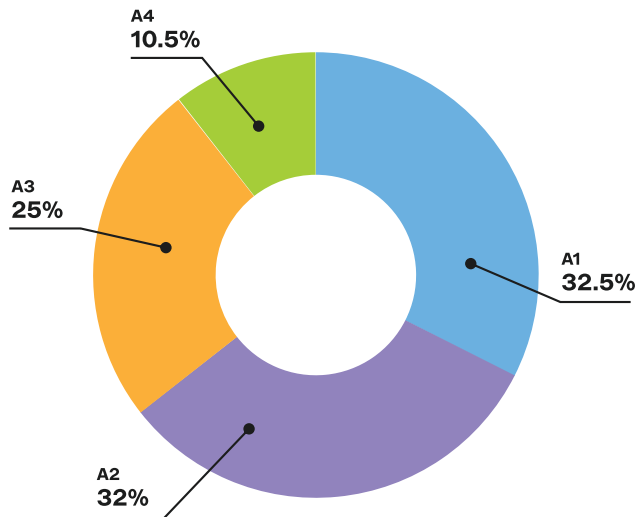


The results suggest that while a significant number of companies have begun to invest in accessibility, others still lack the financial commitment needed to fully address the requirements of the upcoming regulations.

15

ARE THERE DEDICATED RESOURCES (E.G., TEAMS, TOOLS, EXTERNAL CONSULTANTS) FOCUSED ON DIGITAL ACCESSIBILITY WITHIN YOUR ORGANIZATION?

- **41.9% of respondents said they use external consultants** to help with accessibility, indicating that many organizations rely on outsourced expertise rather than in-house solutions. This could be an effective approach for companies lacking internal resources but may limit long-term capabilities.
- **25.8% of respondents said they have no dedicated resources** for accessibility, which highlights a significant gap. Without specific resources, these companies may struggle to meet the complex requirements of accessibility regulations.
- **19.3% reported relying on general staff** without a dedicated focus on accessibility, suggesting that accessibility is treated as part of broader job functions rather than a specialized area.
- Only **12.9% said they have internal teams and tools** dedicated to accessibility, implying that a small percentage of companies have robust, in-house capabilities to manage compliance and ensure continuous accessibility improvements.



#	ANSWERS
A1	Yes, we have dedicated internal teams and tools for accessibility.
A2	Yes, we use external consultants to help with accessibility.
A3	No, we rely on general staff without a specific focus on accessibility.
A4	No, we have no dedicated resources for accessibility.

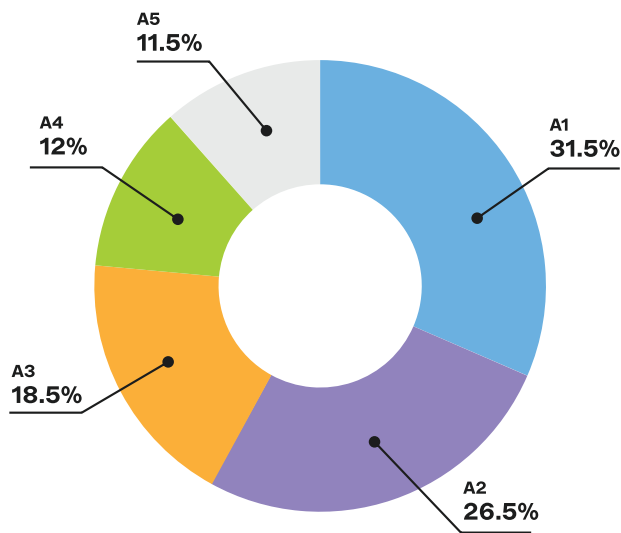
Many companies are relying on external consultants for accessibility support, suggesting a lack of internal expertise. A considerable portion of organizations have no dedicated resources, indicating a need for more focused investment in accessibility efforts.

16

DOES YOUR CONTENT MANAGEMENT SYSTEM (CMS) OFFER BUILT-IN ACCESSIBILITY FEATURES, AND DO YOU USE ANY ADDITIONAL TOOLS OR SOLUTIONS TO ENHANCE ACCESSIBILITY?

- **31.5% of respondents** stated that their CMS has built-in accessibility features, and they also use additional tools or plugins to enhance accessibility. This proactive approach suggests that these companies are not only relying on the default features of their CMS but are also taking extra steps to ensure their digital content is as accessible as possible. This likely results in more comprehensive compliance with accessibility standards.
- **26.5% said their CMS has built-in accessibility features, and they rely solely on those.** These companies are confident that the built-in features of their CMS are sufficient to meet accessibility requirements. However, without the use of additional tools or assessments, there's a risk that they may overlook certain accessibility gaps that third-party solutions or plugins might address.
- **18.5% reported that their CMS does not have accessibility features, so they use additional tools or plugins to ensure compliance.** These companies are actively compensating for their CMS's lack of built-in accessibility by integrating other solutions. While this shows a commitment to accessibility, relying on external tools could present challenges in maintaining seamless compliance across all platforms.

- **11.5% stated their CMS lacks accessibility features, and they do not currently use additional tools.** This is a concerning finding, as it indicates that these businesses are likely falling short of compliance with the upcoming regulations. Without built-in features or external solutions, they are at high risk of failing to provide an accessible digital experience.
- **12% of respondents were unsure about the accessibility features of their CMS.** This uncertainty reflects a potential knowledge gap within organizations, which could lead to overlooked compliance issues. Companies in this group would benefit from conducting audits or seeking expert advice to understand their CMS's capabilities and fill any gaps in accessibility.



#	ANSWERS
A1	Yes, our CMS has built-in accessibility features, and we use additional tools or plugins for further support.
A2	Yes, our CMS has built-in accessibility features, and we rely solely on those.
A3	No, our CMS does not have accessibility features, so we use additional tools or plugins to ensure compliance.
A4	We are not sure about the accessibility features of our CMS.
A5	No, our CMS does not have accessibility features, and we currently do not use any additional tools.

The results suggest that while many companies are taking proactive steps to ensure accessibility through their CMS, others may be unaware of the features available or lack the necessary tools to meet regulatory standards.

Storyblok's Commitment to Digital Accessibility

At Storyblok, we prioritize providing an accessible experience for all users, whether they are visiting our website or using our app.

We are dedicated to making our CMS user-friendly and compliant with the Web Content Accessibility Guidelines (WCAG) 2.2 AA standards. As part of this commitment, we are actively improving our app to meet these standards. We have conducted an accessibility audit on our Design System and App, and we are currently addressing the identified issues. The key issues we are focusing on include:

- **Improve Component Accessibility:** Improve individual components to meet accessibility standards, including visible focus styles, correct announcements for assistive technology, and keyboard accessibility.
- **Improve interactivity in the app:** We are striving to create accessible experiences for as many people as possible, which includes all parts of our app.

An accessibility audit of our website is also planned for the near future. We are planning to address issues with the headline hierarchies, link texts and missing alternative texts on our website. We are also planning to improve navigation, search and support journeys.



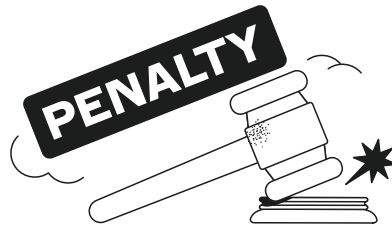
You can find a backlog of the planned features for our app in our public roadmap, which will be continuously updated. **[Discover Roadmap](#)**

SECTION 6:

Regulatory Knowledge and Compliance

The survey results reveal a significant lack of awareness regarding the potential penalties for non-compliance, with many companies underestimating the legal risks involved. This knowledge gap could lead to costly consequences as the EAA deadline approaches. Consulting with legal and compliance experts will be crucial for companies looking to mitigate risk.

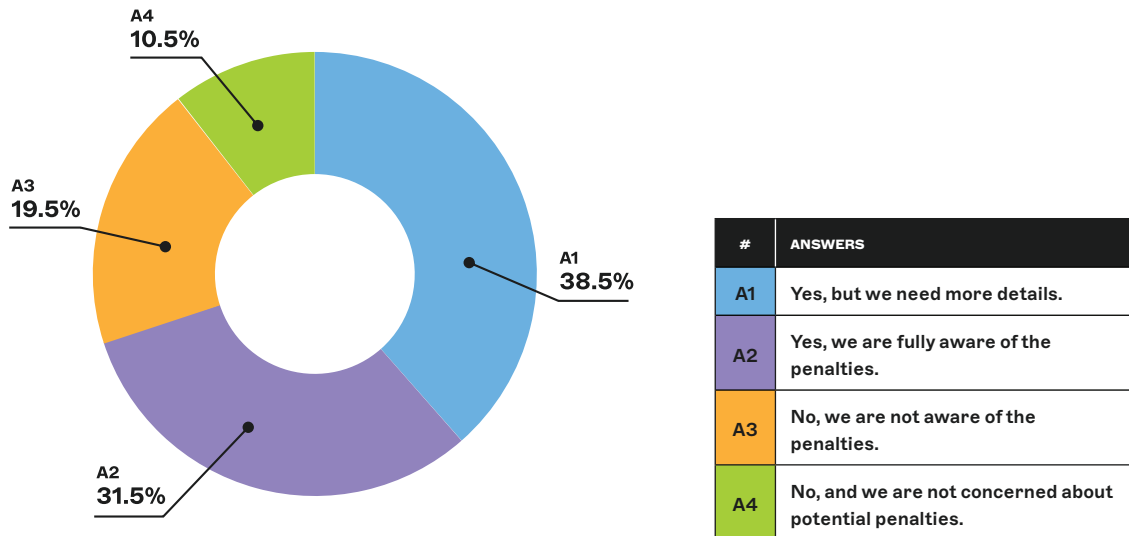
Businesses that prioritize compliance knowledge through internal audits, regular updates, and expert consultations are more likely to meet regulatory requirements confidently. A proactive approach to understanding the regulations can help companies avoid penalties and position them as responsible, forward-thinking industry leaders.



17

ARE YOU AWARE OF THE SPECIFIC PENALTIES FOR NON-COMPLIANCE WITH THE EUROPEAN ACCESSIBILITY ACT?

- **29% of respondents** reported they **are not concerned** about penalties for non-compliance, suggesting that a significant portion of companies may underestimate the risks of non-compliance.
- **29% said they need more details**, indicating that many companies are partially informed but may not fully grasp the consequences of non-compliance.
- **22.5% admitted they are not aware of the penalties**, showing that over a fifth of companies lack critical knowledge about the financial or legal repercussions they could face.
- **19.3% of respondents** said they are **fully aware of the penalties**, showing that some companies are more informed and prepared to avoid legal risks.

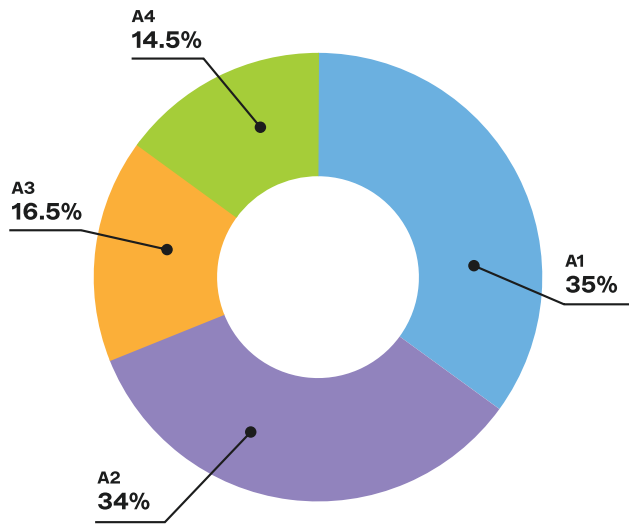


There is a clear divide between companies that are aware of the legal risks and those that are not fully informed or concerned about penalties. This highlights the need for more education and awareness of the consequences of non-compliance.

18

HAVE YOU CONSULTED LEGAL OR COMPLIANCE EXPERTS TO ENSURE YOUR ORGANIZATION MEETS THE EAA REQUIREMENTS?

- **29% have not consulted any experts**, which may leave them exposed to potential compliance issues as they lack the necessary legal or technical guidance.
- **25.8% of respondents** said they have **consulted experts and are actively working** on compliance, showing that some companies are taking a proactive approach to meeting regulations.
- **22.5% said they plan to consult experts**, indicating that while many companies recognize the need, they have not yet taken this step.
- **22.5% have only consulted experts informally or occasionally**, which could indicate a lack of sustained focus on accessibility.



#	ANSWERS
A1	Yes, we have consulted experts and are actively working on compliance.
A2	Yes, but only informally or occasionally.
A3	No, but we plan to consult experts in the future.
A4	No, we have not consulted any experts.

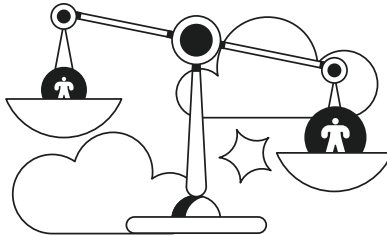
While some organizations proactively consult legal experts to ensure compliance, others are either planning to or have not yet taken any steps. This suggests a varied level of preparedness, with many companies still in the early stages of understanding their legal obligations.

SECTION 7:

Comparison with Competitors

Many companies are currently comparing their accessibility efforts to those of their competitors, though opinions differ on how they measure up. Some organizations feel ahead in accessibility, while others believe they are behind or remain uncertain. This competitive perspective highlights the increasing significance of accessibility in the market. Companies that view accessibility as a point of differentiation will likely gain a competitive edge.

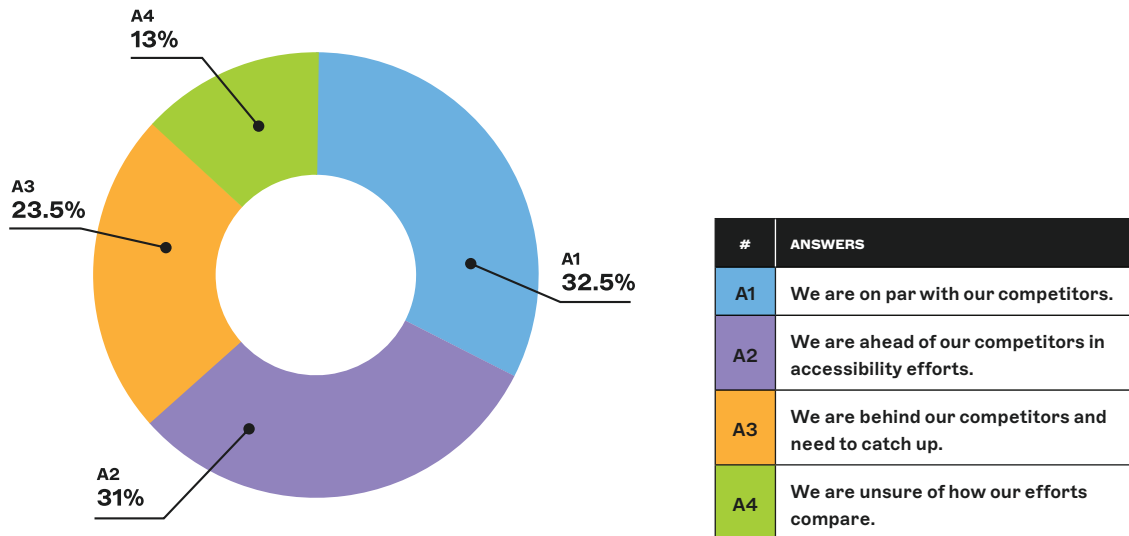
For those looking to lead, embracing accessibility as a value proposition will enhance their brand and attract clients and customers who value inclusivity. Organizations that recognize accessibility as a competitive advantage will establish themselves as innovators and market leaders.



19

HOW DO YOU THINK YOUR COMPANY'S ACCESSIBILITY EFFORTS COMPARE TO THOSE OF YOUR COMPETITORS?

- **25.8% of respondents** said they are **ahead of competitors**, suggesting that some companies are leading the way in accessibility, which could provide a competitive edge.
- **25.8% feel they are behind** their competitors and need to catch up, indicating that a quarter of respondents recognize the need for improvement.
- Another **25.8% are unsure** of how their efforts compare, which may indicate a lack of benchmarking or awareness of competitors' accessibility initiatives.
- **22.5% of respondents** believe they are **on par** with their competitors, suggesting that many companies feel they are keeping pace with industry standards.

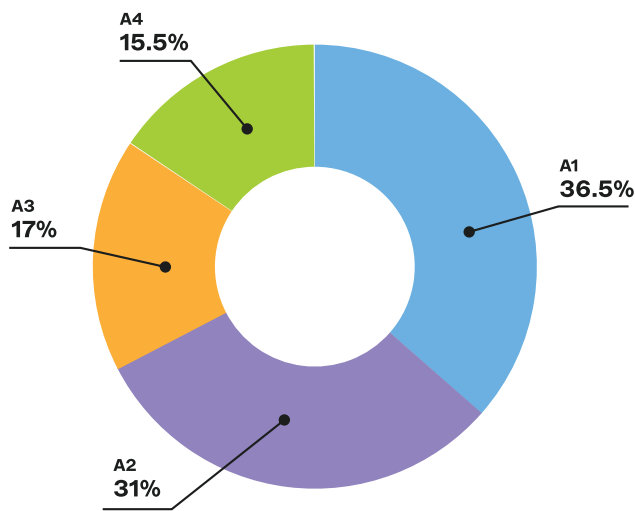


There's a fairly even split among companies when it comes to assessing their accessibility efforts against competitors. Some believe they are ahead, while others feel they are either on par or behind, highlighting a competitive landscape where accessibility is a growing focus, but not yet a universally embraced priority.

20

DO YOU BELIEVE BEING A LEADER IN ACCESSIBILITY GIVES YOU A COMPETITIVE ADVANTAGE?

- **32.2% of respondents** believe accessibility **significantly enhances** their competitive position, highlighting that many companies see clear business benefits in prioritizing accessibility.
- **29% are unsure** if accessibility offers an advantage, showing that a considerable portion of companies may not have fully explored the business case for accessibility.
- **25.8% of respondents** said it **doesn't provide a noticeable advantage**, indicating that some companies may still view accessibility primarily as a regulatory requirement rather than a strategic opportunity.
- **12.9% said it only offers a slight advantage**, suggesting that while some companies acknowledge the benefits, they may not see it as a major differentiator.



#	ANSWERS
A1	Yes, it significantly enhances our competitive position.
A2	Yes, but only slightly.
A3	No, it doesn't provide a noticeable advantage.
A4	Not sure, we haven't considered it.

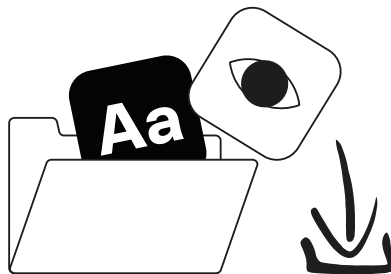
Although some companies recognize that being a leader in accessibility offers a significant competitive edge, others are either unsure or see little advantage. This reflects a lack of consensus on the business value of accessibility, with some companies underestimating its potential impact.

SECTION 8:

Accessibility of Downloadable Files

A significant issue identified in this section is the limited accessibility of downloadable content, such as PDFs and other files. Although some companies are taking steps to address this, many are still falling behind, putting themselves at risk of non-compliance.

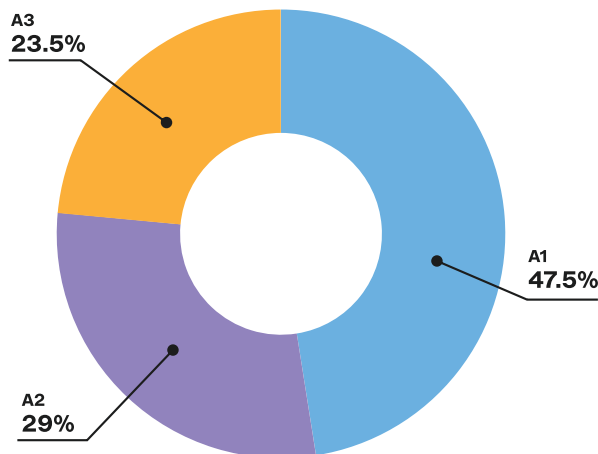
To improve accessibility, companies should establish clear processes and guidelines, such as using accessible templates and conducting regular checks on the accessibility of downloadable content. By ensuring that all digital materials are accessible, organizations can simultaneously meet compliance standards and enhance the user experience for all audiences.



21

ARE YOU AWARE THAT THE EUROPEAN ACCESSIBILITY ACT REQUIRES DOWNLOADABLE CONTENT, SUCH AS PDFS, TO BE ACCESSIBLE TO PEOPLE WITH DISABILITIES?

- **38.7% of respondents** were **not aware of this requirement**, showing a significant knowledge gap that could result in non-compliance with the EAA's downloadable content provisions.
- **35.4% said they need more information**, indicating that while many companies are aware, they may not have the full details to ensure compliance.
- **25.8% of respondents** are **fully aware** of this requirement, demonstrating that some companies have a strong understanding of their legal obligations.



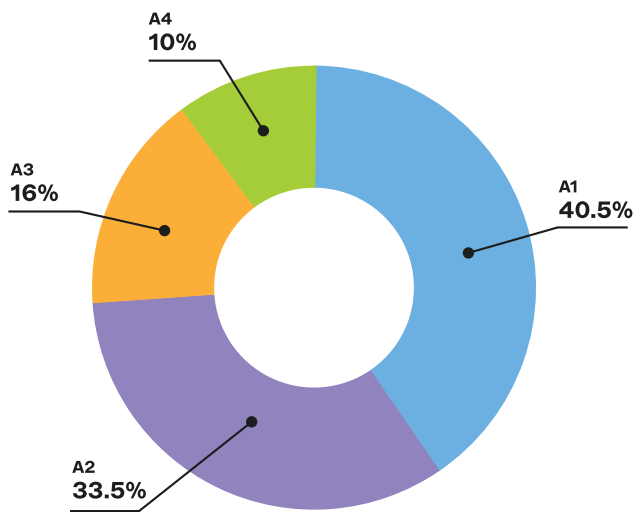
#	ANSWERS
A1	Yes, we are fully aware.
A2	Yes, but we need more information on specific requirements.
A3	No, we are not aware of this requirement.

While a portion of companies are aware of the need for accessible downloadable content, a substantial number are either unaware or unclear about the specifics. This suggests that more education is required to ensure businesses fully understand the scope of the EAA's requirements.

22

HOW MUCH OF YOUR COMPANY'S DOWNLOADABLE CONTENT (E.G., PDFS, DOCUMENTS) CURRENTLY MEETS ACCESSIBILITY STANDARDS?

- **29% of respondents** reported that **little or none** of their content meets accessibility standards, highlighting a significant gap in compliance for nearly a third of companies.
- **25.8% said some of their content** meets the standards, suggesting that partial compliance is common but may expose companies to penalties.
- **22.5% said all or most of their content** is compliant, indicating that some companies are well-prepared.
- Another **22.5% were unsure** of their content's status, revealing a lack of oversight or tracking in accessibility efforts.



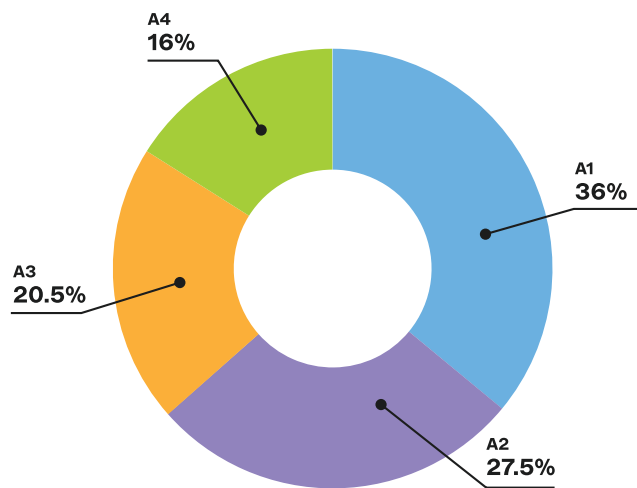
#	ANSWERS
A1	Some of our content meets accessibility standards.
A2	All or most of our content meets accessibility standards.
A3	Little or none of our content meets accessibility standards.
A4	Not sure about the status of our downloadable content.

Many companies have made progress in ensuring their downloadable content meets accessibility standards, but a significant number are either unsure of their content's status or have not fully addressed accessibility. This indicates that downloadable content remains a weak point for compliance.

23

WHAT STEPS HAVE YOU TAKEN TO ENSURE THAT YOUR DOWNLOADABLE FILES ARE ACCESSIBLE (E.G., USING ACCESSIBLE TEMPLATES, OR CONDUCTING ACCESSIBILITY CHECKS)?

- **36% of respondents** stated that they use accessible templates and conduct regular accessibility checks. This comprehensive approach indicates that over a third of companies are taking both preventive and corrective actions to ensure the accessibility of their downloadable content. By using templates designed for accessibility and performing regular checks, these businesses are more likely to maintain compliance and deliver a consistently accessible experience for users.
- **27.5% use accessible templates but don't conduct regular checks.** These companies are taking initial steps by using pre-designed templates that prioritize accessibility, but the lack of ongoing checks may leave them vulnerable to errors or missed compliance issues as content is updated or created.
- **20.5% conduct checks but don't consistently use accessible templates.** This reactive approach shows that while these companies are ensuring accessibility after content is created, they are missing an opportunity to streamline their processes by using accessible templates from the start. This could result in inefficiencies or preventable accessibility errors.
- **16% have not taken any specific steps** to ensure the accessibility of their downloadable files. These companies are at the highest risk of non-compliance, as they have neither adopted accessible templates nor implemented regular accessibility checks. Without taking action, they may struggle to meet the 2025 deadline for accessibility regulations.



#	ANSWERS
A1	We use accessible templates and conduct regular accessibility checks.
A2	We use accessible templates but don't conduct regular checks.
A3	We conduct checks but don't consistently use accessible templates.
A4	We have not taken any specific steps to ensure accessibility.

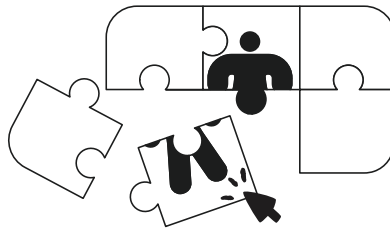
The results suggest that while many companies have started implementing steps to ensure the accessibility of their downloadable files, a significant portion still lacks a comprehensive approach, either by not conducting checks or consistently using accessible templates.

SECTION 9:

Training and Awareness

There is still a significant gap in training and awareness. Many companies do not provide adequate accessibility training for content creators. Organizations focusing on accessibility training for their teams will be better positioned to create consistently accessible content.

A commitment to regular training reinforces accessibility as a core business value and empowers teams to meet compliance goals effectively. Companies that invest in upskilling their workforce will build internal capabilities, reduce reliance on external resources, and foster a more inclusive organizational culture.

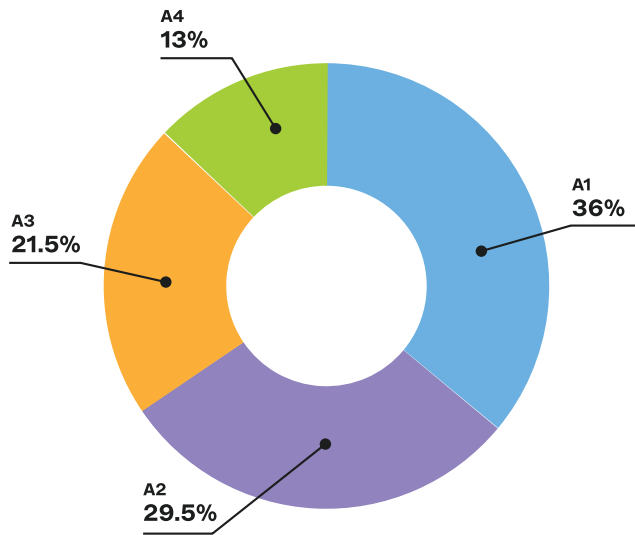


24

HAVE YOUR CONTENT CREATORS AND DOCUMENT AUTHORS RECEIVED TRAINING ON HOW TO CREATE ACCESSIBLE PDFS AND OTHER TYPES OF DOWNLOADABLE FILES?

- **29.5% of respondents** said their content creators and document authors have received comprehensive training. This indicates that nearly a third of companies are taking the necessary steps to ensure their teams are well-equipped to produce accessible content. Comprehensive training suggests that these businesses are actively prioritizing compliance and likely have a structured approach to content creation.
- **36% reported that their teams have received limited or occasional training.** While some training has been provided, it may not be sufficient to ensure ongoing compliance or cover all aspects of accessibility. Companies in this group may need to invest in more frequent or in-depth training sessions to keep up with evolving accessibility requirements.
- **21.5% said they have not provided training but plan to do so.** This is a positive sign of awareness, but the lack of immediate action means these businesses are at risk of producing non-compliant content until proper training is implemented. Preparing for the 2025 accessibility deadline will require these companies to prioritize training soon.

- **13% have not provided any training** to their content creators or document authors. This is concerning, as it suggests that these companies are unprepared to meet the accessibility requirements for downloadable files. Without training, content creators may unintentionally produce inaccessible materials, putting the organization at risk of non-compliance with the upcoming regulations.



#	ANSWERS
A1	Yes, but the training was limited or occasional.
A2	Yes, they have received comprehensive training.
A3	No, but we plan to provide training.
A4	No, we have not provided any training.

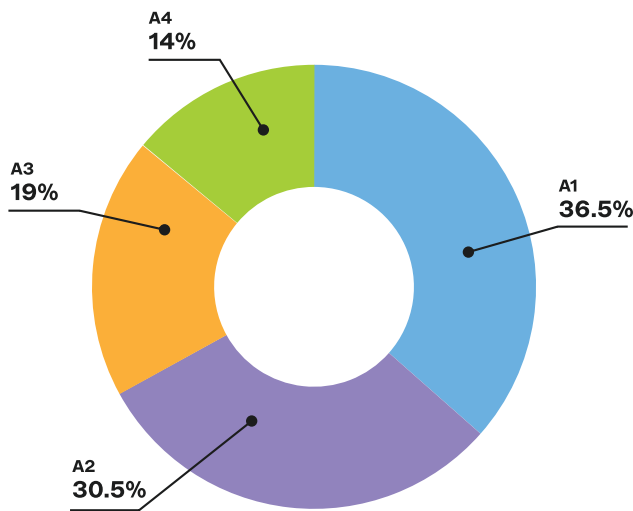
These results show that while many companies have started providing accessibility training, a significant portion still needs to enhance their efforts to fully equip their teams with the knowledge required to create compliant content.

25

DO YOU HAVE GUIDELINES OR CHECKLISTS IN PLACE TO ENSURE ALL DOWNLOADABLE CONTENT IS REVIEWED FOR ACCESSIBILITY BEFORE BEING PUBLISHED?

- **36.5% of respondents** stated that they have strict guidelines and checklists in place for reviewing the accessibility of downloadable content. This demonstrates a strong commitment to ensuring that all digital materials are compliant with accessibility standards. These organizations likely have well-established processes and teams dedicated to maintaining accessibility throughout their content lifecycle.
- **30.5% said they have guidelines in place, but they are not always followed.** This indicates that while these companies recognize the importance of accessibility, there may be inconsistencies in implementation. In some cases, internal teams may lack sufficient training or other priorities may take precedence, leading to lapses in following accessibility protocols.

- **19% reported that they do not currently have guidelines but plan to develop them.** This is a positive sign that these companies are aware of the need for structured processes to ensure accessibility. However, they may be at risk of non-compliance until these guidelines are fully developed and implemented.
- **14% stated that they do not have any guidelines or checklists for reviewing downloadable content for accessibility.** These companies are likely lagging in their accessibility efforts, which could pose a risk as the 2025 deadline for the European Accessibility Act approaches. Without established processes, they may struggle to ensure their downloadable content meets legal requirements.



#	ANSWERS
A1	Yes, we have strict guidelines and checklists in place.
A2	Yes, but they are not always followed.
A3	No, but we plan to develop guidelines.
A4	No, we do not have any guidelines or checklists.

The results indicate that while many companies are taking steps to ensure accessible content, a significant portion still faces challenges in fully adhering to or developing accessibility review processes.

CONCLUSION

Beyond Compliance: Embracing Accessibility for Long-Term Success

As the 2025 deadline for the European Accessibility Act (EAA) approaches, it's encouraging to see many European companies making real progress in accessibility — building awareness, assigning resources, and starting implementation. However, for many, accessibility still isn't fully integrated into day-to-day processes. While some companies are consistently testing and training, others treat accessibility as an add-on rather than a foundational part of development. This uneven approach not only risks non-compliance but also misses the chance to make digital experiences genuinely accessible to all users.

For companies that embrace accessibility as part of their core strategy, the benefits go beyond compliance. Accessibility can drive stronger customer loyalty and open up new market segments. By prioritizing accessibility throughout product development and training, companies can move beyond meeting regulations to creating more inclusive, user-friendly digital experiences. In an increasingly digital world, making accessibility a priority is a straightforward way to stand out and connect with a wider audience.

About this Report

Building Our Sample Regions consulted: **Netherlands, Germany, Sweden**
Total respondents: **200**

To ensure we were studying a sample with adequately informed users, we provided potential respondents with the screening question:

How involved are you in digital accessibility initiatives at your company?

In order to be eligible to proceed with the survey, the respondents had to choose either of the following options:

1. I am directly responsible for managing digital accessibility.
2. I contribute to digital accessibility projects.
3. I am aware of digital accessibility efforts, but not directly involved.

A Note On Data Presentation

To make our sample as useful as possible, we've opted to display multiple-choice question data in two forms: bar charts (percent of respondents) and pie charts (percent of answers).



The bar charts are calculated based on **percentage of respondents**. This shows what percentage of the sample selects any one option. As such, the numbers will not add up to 100%.

WHAT THIS TELLS YOU: How users feel about multiple-choice responses without reference to



The pie charts are calculated based on the percentage of answers. Because our multiple-choice options allow more than one response, there will be more answers than users. We calculate the pie charts based on the number of responses for each multiple-choice question in relation to every other question's response.

WHAT THIS TELLS YOU: How multiple-choice responses compare to each other

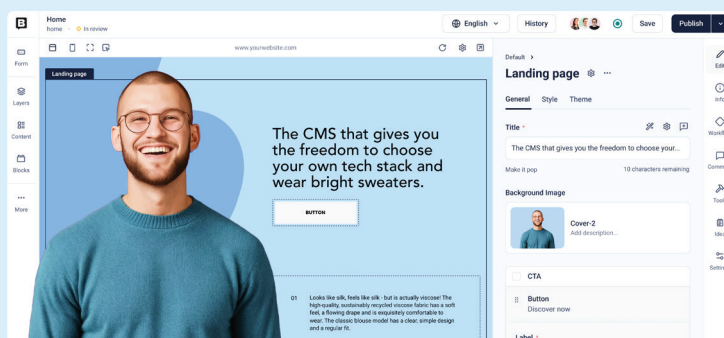
Rest assured that both charts are based on the same data. It's just a different way of looking at things depending on what's important to you and your company.

About Storyblok

Storyblok is the headless CMS for marketers and developers who want to make bigger, faster market impact.

Developers thrive with the freedom to build better, faster, more flexible content experiences using their chosen tech stack. Marketers move with agility and independence, effortlessly editing, personalizing, and publishing content across every channel.

And customers? The seamless content experiences keep them engaged, delighted, and coming back for more.



Get Joyful.



**See how Storyblok can revolutionize
your content at storyblok.com.**



TRY FOR FREE 



SEE A DEMO 