

# The State of Digital Accessibility in Europe

2024-2025 fact sheet

As the June 2025 deadline for compliance with the European Accessibility Act (EAA) rapidly approaches, businesses in Europe face mounting pressure to ensure their digital products meet the law's accessibility standards. And digital accessibility is more than a compliance requirement: It's essential for providing equitable, inclusive customer experiences to the estimated 135 million Europeans living with disabilities.

So, how are organizations in Europe currently thinking about, and approaching, digital accessibility? And how does your organization measure up? As part of our [Sixth Annual State of Digital Accessibility Report](#), we surveyed more than 500 senior leaders at enterprise companies in Germany, France, Italy, and the U.K. This fact sheet captures our key findings.

## European organizations connect digital accessibility to business results.

**91%** of professionals in Europe say digital accessibility is a competitive advantage for their organization.

Additionally, professionals connect digital accessibility to a range of positive business outcomes:

**88%**

say digital accessibility contributed to improved customer acquisition.

**87%**

say digital accessibility contributed to improved customer retention.

**84%**

say digital accessibility contributed to improved revenue.

# Efficiency, compliance, and proactivity are top priorities for European organizations.

Given the benefits of digital accessibility, it's no surprise teams are making an ongoing investment in this area: **64%** of professionals in the region indicate that their business plans to maintain or increase its accessibility budget in the next 12 months.

As they continue to strengthen their accessibility efforts, professionals' top two objectives align with awareness of the upcoming EAA compliance deadline—which teams may need to work swiftly to meet.

## Top priorities for European digital accessibility programs



Fixing accessibility issues more efficiently



Ensuring compliance with accessibility laws



Approaching accessibility more proactively when creating new digital experiences

Meanwhile, teams' focus on adopting a proactive approach—a marker of sustainable accessibility practices—may suggest that organizations are not only thinking about how to achieve accessibility and compliance, but also how to maintain it over time.

## With the EAA compliance deadline approaching, action lags behind awareness.

Although compliance is a top priority for organizations in Europe, our research reveals a gap between teams' awareness of the EAA, and tangible steps taken to meet their obligations.

**87%**

of professionals in Europe say the EAA applies to their organization...

But only

**66%**

say they have begun taking action to ensure compliance.

# Lack of knowledge and alignment limit teams' progress.

Why might some European organizations be slow to take action toward EAA compliance? When asked about their organization's greatest barrier to accessibility progress, European professionals' three most common answers revolve around lack of knowledge and alignment:



Lack of technical knowledge



Lack of alignment on the value of digital accessibility



Difficulty understanding legal requirements

## For organizations in Europe, training is key to success.

European businesses that are taking steps to address knowledge gaps through training are benefiting from the results.

### Professionals at organizations with “highly effective” training are:

**2x**

as likely to say digital accessibility contributed to improved customer acquisition

**2.7x**

as likely to say digital accessibility contributed to improved customer retention

**2.4x**

as likely to say digital accessibility contributed to improved revenue

...compared to those with ineffective or no training.

## Achieve EAA compliance with an expert partner.

Level Access has more than 25 years of experience helping organizations in Europe, North America, and other global markets achieve compliance with accessibility laws and provide inclusive user experiences. If your organization is impacted by the EAA, our team will help you understand your obligations and equip you with the support you need to meet the law's requirements—from bringing your digital assets into conformance with the compliance standard, to implementing training and publishing an accessibility statement.



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